

General Public**ONLINE FIELDWORK : 10th December 2010 - 5th January 2011**

Table 1

Q2A. Which party did you vote for in the general election in May?**Base : All respondents**

	Unwt Base	Wt Base
Base	10238	10238
Conservative	3340 32.6%	3203 31.3%
Labour	1883 18.4%	2413 23.6%
Liberal Democrat	2419 23.6%	2104 20.5%
Others	944 9.2%	867 8.5%
Non-voters	1652 16.1%	1652 16.1%

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Table 2

Q2A. Which party did you vote for in the general election in May?**Base : All who voted in the general election**

	Unwt Base	Wt Base
Base	8586	8586
Conservative	3340 38.9%	3203 37.3%
Labour	1883 21.9%	2413 28.1%
Liberal Democrat	2419 28.2%	2104 24.5%
Others	944 11.0%	867 10.1%

General Public
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Table 3

Sample source

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
ROS	1146	623	523	41	194	244	226	232	208	369	393	130	253	81	46	133	114	98	90	62	91	141	193	96
	11%	12%	10%	8%	13%	13%	11%	10%	11%	10%	11%	10%	14%	9%	9%	10%	12%	11%	11%	12%	13%	14%	11%	10%
Panel company	9093	4580	4512	480	1251	1682	1840	2199	1641	3262	3098	1165	1568	780	445	1176	858	769	716	440	632	902	1493	881
	89%	88%	90%	92%	87%	87%	89%	90%	89%	90%	89%	90%	86%	91%	91%	90%	88%	89%	89%	88%	87%	86%	89%	90%

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Table 3

Sample source**Base : All respondents**

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
ROS	1146	337	290	202	281	386	147	268	377	138	265	400	113	286	295	117	625	447	12
	11%	11%	12%	10%	11%	12%	9%	10%	11%	10%	11%	11%	11%	10%	12%	11%	13%	9%	16%
Panel company	9093	2866	2123	1902	2345	2959	1402	2303	2998	1197	2217	3190	895	2488	2201	935	4341	4314	67
	89%	89%	88%	90%	89%	88%	91%	90%	89%	90%	89%	89%	89%	90%	88%	89%	87%	91%	84%

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Table 3

Sample source

Base : All respondents

	Newspaper readership																Data source		Sector		
	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector	
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
ROS	1146	15	56	175	236	88	55	12	11	84	123	74	50	27	7	92	43	1146	-	168	504
	11%	15%	14%	14%	11%	13%	12%	11%	8%	8%	10%	7%	8%	16%	7%	13%	21%	100%	-	10%	13%
Panel company	9093	85	333	1099	1833	568	407	101	125	952	1075	956	573	139	86	597	164	-	9093	1507	3359
	89%	85%	86%	86%	89%	87%	88%	89%	92%	92%	90%	93%	92%	84%	93%	87%	79%	-	100%	90%	87%

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Table 3

Sample source**Base : All respondents**

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
ROS	1146	255	80	64	63	144	111	106	128	95	100	44
	11%	12%	13%	10%	10%	13%	12%	10%	11%	8%	12%	12%
Panel company	9093	1929	550	571	566	946	797	912	989	1078	754	337
	89%	88%	87%	90%	90%	87%	88%	90%	89%	92%	88%	88%

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Table 4

Including yourself, how many people in total live in your household?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1	1623 16%	763 15%	861 17%	27 5%	173 12%	286 15%	336 16%	438 18%	363 20%	453 12%	611 17%	126 10%	434 24%	137 16%	80 16%	193 15%	137 14%	130 15%	128 16%	68 14%	114 16%	198 19%	283 17%	156 16%
2	4587 45%	2517 48%	2070 41%	145 28%	496 34%	455 24%	716 35%	1457 60%	1318 71%	1929 53%	1447 41%	512 40%	699 38%	381 44%	197 40%	591 45%	469 48%	382 44%	361 45%	236 47%	326 45%	417 40%	757 45%	470 48%
3	1877 18%	913 18%	964 19%	137 26%	374 26%	454 24%	443 21%	343 14%	127 7%	559 15%	682 20%	289 22%	348 19%	178 21%	105 21%	261 20%	177 18%	167 19%	148 18%	92 18%	137 19%	195 19%	268 16%	150 15%
4	1425 14%	697 13%	728 14%	108 21%	260 18%	474 25%	407 20%	141 6%	34 2%	495 14%	515 15%	219 17%	196 11%	122 14%	72 15%	158 12%	125 13%	127 15%	113 14%	69 14%	92 13%	150 14%	259 15%	139 14%
5	512 5%	233 4%	279 6%	57 11%	97 7%	183 10%	126 6%	43 2%	5 *	147 4%	163 5%	107 8%	94 5%	31 4%	30 6%	80 6%	49 5%	40 5%	36 4%	29 6%	34 5%	55 5%	85 5%	42 4%
More than 5	214 2%	81 2%	133 3%	46 9%	44 3%	74 4%	38 2%	9 *	4 *	49 1%	74 2%	42 3%	49 3%	12 1%	8 2%	27 2%	16 2%	20 2%	22 3%	7 1%	20 3%	28 3%	35 2%	19 2%
Mean	2.55	2.50	2.60	3.36	2.85	3.03	2.71	2.15	1.93	2.48	2.55	2.86	2.44	2.50	2.60	2.57	2.52	2.58	2.56	2.56	2.55	2.57	2.54	2.50
Standard Error	0.01	0.02	0.02	0.07	0.03	0.03	0.03	0.02	0.01	0.02	0.02	0.04	0.03	0.04	0.06	0.03	0.04	0.04	0.04	0.05	0.05	0.04	0.03	0.04
Standard Deviation	1.22	1.15	1.29	1.53	1.32	1.39	1.26	0.87	0.63	1.12	1.26	1.29	1.28	1.14	1.21	1.25	1.16	1.21	1.23	1.16	1.27	1.32	1.24	1.22

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Table 4

Including yourself, how many people in total live in your household?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1	1623 16%	482 15%	363 15%	364 17%	441 17%	451 13%	279 18%	438 17%	481 14%	235 18%	438 18%	549 15%	167 17%	471 17%	394 16%	192 18%	767 15%	759 16%	12 15%
2	4587 45%	1662 52%	1007 42%	954 45%	1403 53%	1445 43%	749 48%	1388 54%	1486 44%	664 50%	1332 54%	1619 45%	514 51%	1498 54%	1162 47%	539 51%	2006 40%	2375 50%	37 47%
3	1877 18%	492 15%	469 19%	381 18%	386 15%	650 19%	256 17%	353 14%	652 19%	213 16%	323 13%	660 18%	163 16%	388 14%	432 17%	161 15%	1027 21%	751 16%	12 16%
4	1425 14%	381 12%	392 16%	278 13%	267 10%	535 16%	184 12%	265 10%	511 15%	157 12%	270 11%	516 14%	117 12%	290 10%	347 14%	115 11%	743 15%	612 13%	9 12%
5	512 5%	152 5%	127 5%	84 4%	103 4%	181 5%	61 4%	97 4%	179 5%	51 4%	94 4%	184 5%	37 4%	98 4%	122 5%	33 3%	293 6%	195 4%	4 5%
More than 5	214 2%	34 1%	55 2%	42 2%	26 1%	82 2%	20 1%	30 1%	67 2%	14 1%	26 1%	62 2%	10 1%	28 1%	40 2%	13 1%	130 3%	68 1%	5 6%
Mean	2.55	2.43	2.63	2.48	2.34	2.66	2.40	2.34	2.60	2.38	2.33	2.55	2.38	2.33	2.51	2.33	2.65	2.44	2.65
Standard Error	0.01	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.03	0.03	0.02	0.02	0.15
Standard Deviation	1.22	1.12	1.24	1.21	1.08	1.26	1.14	1.12	1.22	1.09	1.09	1.20	1.07	1.07	1.19	1.08	1.27	1.15	1.38

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Table 4

Including yourself, how many people in total live in your household?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1	1623 16%	12 12%	58 15%	160 13%	329 16%	108 16%	72 16%	15 13%	14 10%	179 17%	167 14%	211 21%	101 16%	33 20%	25 27%	89 13%	50 24%	216 19%	1407 15%	250 15%	548 14%
2	4587 45%	38 38%	160 41%	407 32%	1005 49%	250 38%	209 45%	40 36%	43 31%	583 56%	590 49%	480 47%	298 48%	81 49%	41 44%	296 43%	68 33%	519 45%	4068 45%	613 37%	1470 38%
3	1877 18%	26 26%	83 21%	322 25%	342 17%	143 22%	97 21%	25 23%	41 30%	127 12%	197 16%	175 17%	98 16%	14 8%	11 12%	138 20%	38 18%	194 17%	1683 19%	397 24%	836 22%
4	1425 14%	15 15%	56 14%	238 19%	268 13%	102 16%	65 14%	22 20%	19 14%	99 10%	171 14%	117 11%	86 14%	21 13%	10 11%	106 15%	28 14%	144 13%	1281 14%	299 18%	676 18%
5	512 5%	8 8%	21 6%	104 8%	78 4%	38 6%	17 4%	7 6%	18 13%	34 3%	48 4%	36 3%	29 5%	14 8%	4 4%	40 6%	16 8%	46 4%	465 5%	91 5%	246 6%
More than 5	214 2%	1 1%	10 2%	43 3%	46 2%	15 2%	3 1%	4 3%	2 1%	14 1%	25 2%	11 1%	12 2%	3 2%	2 2%	18 3%	7 3%	26 2%	188 2%	27 2%	88 2%
Mean	2.55	2.73	2.63	2.90	2.48	2.64	2.47	2.83	2.93	2.30	2.53	2.35	2.49	2.46	2.32	2.67	2.60	2.46	2.56	2.68	2.72
Standard Error	0.01	0.12	0.06	0.04	0.03	0.05	0.05	0.13	0.11	0.03	0.03	0.04	0.05	0.10	0.14	0.05	0.10	0.04	0.01	0.03	0.02
Standard Deviation	1.22	1.16	1.25	1.33	1.20	1.25	1.07	1.33	1.25	1.07	1.21	1.12	1.19	1.28	1.34	1.26	1.41	1.22	1.22	1.20	1.27

General Public
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Table 4

Including yourself, how many people in total live in your household?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1	1623 16%	350 16%	109 17%	97 15%	102 16%	168 15%	159 18%	147 14%	176 16%	173 15%	143 17%	54 14%
2	4587 45%	873 40%	249 40%	272 43%	257 41%	466 43%	341 38%	489 48%	537 48%	624 53%	480 56%	152 40%
3	1877 18%	470 22%	111 18%	122 19%	121 19%	198 18%	199 22%	172 17%	180 16%	190 16%	112 13%	75 20%
4	1425 14%	305 14%	120 19%	96 15%	95 15%	177 16%	131 14%	141 14%	152 14%	122 10%	87 10%	63 17%
5	512 5%	133 6%	25 4%	32 5%	38 6%	57 5%	55 6%	51 5%	50 4%	46 4%	26 3%	34 9%
More than 5	214 2%	53 2%	15 2%	16 2%	16 3%	26 2%	23 3%	18 2%	23 2%	19 2%	5 1%	4 1%
Mean	2.55	2.63	2.61	2.61	2.63	2.61	2.63	2.53	2.50	2.41	2.28	2.70
Standard Error	0.01	0.03	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.06
Standard Deviation	1.22	1.27	1.26	1.27	1.28	1.25	1.32	1.22	1.18	1.12	1.00	1.22

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 5

Have you taken a foreign holiday in the last 3 years?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Yes	6922	3708	3214	345	958	1187	1272	1759	1400	2942	2416	774	790	575	313	905	654	545	519	318	476	785	1179	653
	68%	71%	64%	66%	66%	62%	62%	72%	76%	81%	69%	60%	43%	67%	64%	69%	67%	63%	64%	63%	66%	75%	70%	67%
No	3316	1495	1821	175	486	739	794	672	450	689	1075	521	1031	286	179	405	318	321	287	183	247	259	507	324
	32%	29%	36%	34%	34%	38%	38%	28%	24%	19%	31%	40%	57%	33%	36%	31%	33%	37%	36%	37%	34%	25%	30%	33%

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Table 5

Have you taken a foreign holiday in the last 3 years?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Yes	6922	2349	1636	1464	1940	2237	1096	1881	2264	942	1819	2387	708	2049	1630	756	2878	3743	62
	68%	73%	68%	70%	74%	67%	71%	73%	67%	71%	73%	66%	70%	74%	65%	72%	58%	79%	78%
No	3316	853	776	640	686	1107	453	690	1112	393	664	1203	300	725	865	296	2088	1018	18
	32%	27%	32%	30%	26%	33%	29%	27%	33%	29%	27%	34%	30%	26%	35%	28%	42%	21%	22%

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Table 5

Have you taken a foreign holiday in the last 3 years?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Yes	6922 68%	75	256	631	1441	362	296	69	76	790	984	821	441	132	69	373	107	732	6190	1227	2732
No	3316 32%	25	132	643	628	294	166	44	61	246	214	209	182	33	24	316	100	414	2902	448	1132
		25%	34%	50%	30%	45%	36%	39%	45%	24%	18%	20%	29%	20%	26%	46%	48%	36%	32%	27%	29%

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Table 5

Have you taken a foreign holiday in the last 3 years?

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Yes	6922 68%	1285 59%	387 61%	416 65%	401 64%	716 66%	633 70%	740 73%	840 75%	886 76%	618 72%	249 65%
No	3316 32%	899 41%	243 39%	220 35%	228 36%	375 34%	275 30%	278 27%	277 25%	287 24%	235 28%	131 35%

General Public
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Table 6

Is the house or flat in which you live...?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Owned outright - without mortgage	3618	2084	1534	65	115	189	464	1385	1401	1769	1082	332	436	289	160	474	346	319	309	196	259	294	609	362
	35%	40%	30%	13%	8%	10%	22%	57%	76%	49%	31%	26%	24%	34%	33%	36%	36%	37%	38%	39%	36%	28%	36%	37%
Owned with a mortgage or loan	3785	1930	1855	147	590	1059	1049	694	246	1416	1448	553	368	328	197	481	388	316	276	181	286	357	612	364
	37%	37%	37%	28%	41%	55%	51%	29%	13%	39%	41%	43%	20%	38%	40%	37%	40%	36%	34%	36%	40%	34%	36%	37%
Rented from the council	695	269	426	50	144	170	165	106	60	59	173	109	353	85	42	67	88	64	59	31	36	94	90	39
	7%	5%	8%	10%	10%	9%	8%	4%	3%	2%	5%	8%	19%	10%	9%	5%	9%	7%	7%	6%	5%	9%	5%	4%
Rented from a housing association	633	246	387	52	103	162	159	97	61	62	162	96	314	60	23	103	30	62	44	25	49	75	110	52
	6%	5%	8%	10%	7%	8%	8%	4%	3%	2%	5%	7%	17%	7%	5%	8%	3%	7%	6%	5%	7%	7%	7%	5%
Rented from someone else	1398	625	773	179	462	326	219	136	76	290	588	193	327	92	64	170	109	99	108	63	82	210	252	150
	14%	12%	15%	34%	32%	17%	11%	6%	4%	8%	17%	15%	18%	11%	13%	13%	11%	11%	13%	13%	11%	20%	15%	15%
Rent free	109	49	61	27	31	21	11	14	6	34	39	13	23	8	5	16	12	6	9	5	10	14	14	11
	1%	1%	1%	5%	2%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 6

Is the house or flat in which you live...?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Owned outright - without mortgage	3618 35%	1482 46%	771 32%	768 37%	1318 50%	1086 32%	646 42%	1310 51%	1136 34%	582 44%	1282 52%	1297 36%	480 48%	1474 53%	950 38%	514 49%	1324 27%	2110 44%	44 56%
Owned with a mortgage or loan	3785 37%	1190 37%	948 39%	816 39%	930 35%	1333 40%	574 37%	905 35%	1343 40%	483 36%	876 35%	1384 39%	354 35%	955 34%	916 37%	352 33%	1807 36%	1824 38%	15 19%
Rented from the council	695 7%	110 3%	208 9%	97 5%	73 3%	274 8%	52 3%	71 3%	275 8%	46 3%	68 3%	274 8%	36 4%	67 2%	206 8%	41 4%	543 11%	100 2%	1 2%
Rented from a housing association	633 6%	104 3%	201 8%	107 5%	73 3%	240 7%	69 4%	68 3%	230 7%	66 5%	69 3%	242 7%	50 5%	71 3%	184 7%	52 5%	481 10%	113 2%	1 1%
Rented from someone else	1398 14%	294 9%	260 11%	291 14%	214 8%	385 12%	189 12%	203 8%	369 11%	139 10%	175 7%	367 10%	75 7%	194 7%	223 9%	82 8%	770 16%	559 12%	12 15%
Rent free	109 1%	22 1%	24 1%	24 1%	18 1%	25 1%	19 1%	14 1%	22 1%	19 1%	12 *	25 1%	14 1%	12 *	16 1%	11 1%	41 1%	53 1%	6 7%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 6

Is the house or flat in which you live...?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Owned outright - without mortgage	3618 35%	22 22%	53 14%	175 14%	856 41%	185 28%	194 42%	19 17%	18 13%	591 57%	494 41%	405 39%	232 37%	71 43%	43 47%	219 32%	42 20%	378 33%	3240 36%	347 21%	849 22%
Owned with a mortgage or loan	3785 37%	37 37%	140 36%	480 38%	786 38%	236 36%	171 37%	47 42%	56 41%	304 29%	470 39%	378 37%	256 41%	68 41%	33 36%	242 35%	79 38%	438 38%	3347 37%	961 57%	1870 48%
Rented from the council	695 7%	12 12%	44 11%	215 17%	105 5%	81 12%	23 5%	16 14%	13 9%	19 2%	22 2%	27 3%	15 2%	3 2%	3 3%	75 11%	21 10%	106 9%	588 6%	54 3%	228 6%
Rented from a housing association	633 6%	5 5%	41 11%	168 13%	87 4%	58 9%	20 4%	11 10%	23 17%	25 2%	26 2%	42 4%	33 5%	4 2%	4 5%	63 9%	21 10%	71 6%	562 6%	68 4%	189 5%
Rented from someone else	1398 14%	21 21%	102 26%	224 18%	217 10%	92 14%	50 11%	19 17%	25 18%	91 9%	172 14%	166 16%	77 12%	19 11%	7 8%	79 12%	38 18%	139 12%	1259 14%	237 14%	670 17%
Rent free	109 1%	3 3%	8 2%	12 1%	18 1%	5 1%	3 1%	- -	2 1%	6 1%	13 1%	12 1%	10 2%	- -	2 2%	10 1%	5 3%	12 1%	97 1%	9 1%	58 2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 6

Is the house or flat in which you live...?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Owned outright - without mortgage	3618 35%	587 27%	179 28%	199 31%	191 30%	321 29%	300 33%	384 38%	478 43%	566 48%	412 48%	117 31%
Owned with a mortgage or loan	3785 37%	783 36%	243 39%	260 41%	245 39%	420 39%	336 37%	415 41%	413 37%	400 34%	271 32%	156 41%
Rented from the council	695 7%	256 12%	47 7%	51 8%	47 8%	90 8%	55 6%	37 4%	35 3%	40 3%	37 4%	27 7%
Rented from a housing association	633 6%	206 9%	58 9%	38 6%	34 5%	84 8%	53 6%	43 4%	43 4%	40 3%	34 4%	28 7%
Rented from someone else	1398 14%	330 15%	99 16%	78 12%	102 16%	163 15%	146 16%	127 12%	137 12%	119 10%	95 11%	49 13%
Rent free	109 1%	21 1%	4 1%	9 1%	9 2%	14 1%	18 2%	11 1%	10 1%	9 1%	4 *	4 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 7

At what age did you finish your full time education?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Under 16	1022 10%	587 11%	435 9%	10 2%	41 3%	57 3%	105 5%	399 16%	410 22%	219 6%	281 8%	179 14%	342 19%	89 10%	65 13%	136 10%	112 12%	106 12%	97 11%	56 9%	67 9%	53 5%	162 10%	78 8%
16 - 18	4697 46%	2282 44%	2415 48%	145 28%	469 33%	950 49%	1192 58%	1127 46%	813 44%	1422 39%	1510 43%	761 59%	1004 55%	326 38%	248 50%	634 48%	481 49%	401 46%	371 46%	226 45%	357 49%	360 34%	806 48%	488 50%
19 - 20	631 6%	299 6%	332 7%	47 9%	132 9%	138 7%	114 6%	131 5%	69 4%	229 6%	225 6%	77 6%	100 6%	54 6%	23 5%	64 5%	55 6%	54 6%	53 7%	38 8%	44 6%	78 7%	103 6%	65 7%
21 - 22	1837 18%	979 19%	858 17%	82 16%	367 25%	344 18%	330 16%	451 19%	263 14%	967 27%	659 19%	106 8%	106 6%	152 18%	66 13%	223 17%	174 18%	145 17%	152 19%	69 14%	119 16%	251 24%	318 19%	169 17%
23 - 24	662 6%	389 7%	272 5%	16 3%	173 12%	136 7%	72 3%	145 6%	119 6%	342 9%	242 7%	34 3%	43 2%	73 8%	22 4%	83 6%	43 4%	51 6%	39 5%	33 7%	47 6%	112 11%	93 6%	65 7%
25 or older	662 6%	366 7%	296 6%	- -	124 9%	175 9%	132 6%	118 5%	113 6%	290 8%	250 7%	46 4%	76 4%	79 9%	25 5%	83 6%	52 5%	51 6%	37 5%	42 8%	52 7%	87 8%	101 6%	52 5%
Still in full time education	282 3%	116 2%	166 3%	185 36%	61 4%	19 1%	15 1%	2 *	1 *	63 2%	159 5%	32 2%	28 2%	31 4%	18 4%	31 2%	22 2%	23 3%	18 2%	16 3%	14 2%	45 4%	42 3%	21 2%
Never had any full time education	48 *	28 1%	20 *	4 1%	10 1%	10 1%	13 1%	8 *	4 *	11 *	12 *	9 1%	16 1%	8 1%	3 1%	8 1%	4 *	4 *	2 *	1 *	1 *	5 *	6 *	6 1%
Don't know	130 1%	53 1%	77 2%	10 2%	17 1%	35 2%	39 2%	13 1%	17 1%	24 1%	44 1%	17 1%	44 2%	19 2%	8 2%	13 1%	7 1%	12 1%	13 2%	6 1%	8 1%	11 1%	19 1%	15 2%
Prefer not to answer	266 3%	103 2%	163 3%	21 4%	49 3%	63 3%	54 3%	39 2%	41 2%	63 2%	110 3%	34 3%	60 3%	30 3%	13 3%	34 3%	21 2%	19 2%	24 3%	14 3%	14 2%	42 4%	36 2%	18 2%
Mean	19.09	19.12	19.05	18.80	20.21	19.52	18.89	18.76	18.53	19.97	19.39	17.70	17.67	19.86	18.64	18.95	18.74	18.78	18.65	19.14	19.08	20.09	18.99	18.93
Standard Error	0.05	0.07	0.07	0.14	0.11	0.11	0.11	0.10	0.12	0.08	0.09	0.11	0.12	0.20	0.30	0.14	0.16	0.15	0.16	0.22	0.18	0.14	0.11	0.14
Standard Deviation	4.76	4.59	4.93	2.46	3.98	4.57	5.01	4.94	5.05	4.65	4.81	3.75	4.98	5.51	6.24	4.91	4.93	4.24	4.28	4.80	4.74	4.26	4.57	4.23

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 7

At what age did you finish your full time education?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Under 16	1022 10%	343 11%	284 12%	134 6%	299 11%	402 12%	113 7%	292 11%	422 13%	97 7%	280 11%	458 13%	90 9%	328 12%	348 14%	104 10%	723 15%	266 6%	2 2%
16 - 18	4697 46%	1573 49%	1080 45%	842 40%	1303 50%	1530 46%	600 39%	1289 50%	1556 46%	544 41%	1296 52%	1671 47%	408 40%	1460 53%	1151 46%	453 43%	2808 57%	1679 35%	12 16%
19 - 20	631 6%	224 7%	129 5%	129 6%	172 7%	181 5%	83 5%	167 6%	178 5%	83 6%	162 7%	173 5%	57 6%	169 6%	105 4%	53 5%	263 5%	331 7%	7 9%
21 - 22	1837 18%	620 19%	390 16%	517 25%	507 19%	550 16%	413 27%	479 19%	547 16%	357 27%	442 18%	590 16%	270 27%	484 17%	392 16%	261 25%	436 9%	1328 28%	21 26%
23 - 24	662 6%	184 6%	151 6%	179 9%	150 6%	205 6%	145 9%	151 6%	200 6%	109 8%	132 5%	201 6%	82 8%	134 5%	149 6%	79 8%	152 3%	476 10%	10 13%
25 or older	662 6%	139 4%	204 8%	170 8%	111 4%	261 8%	123 8%	108 4%	279 8%	92 7%	96 4%	297 8%	70 7%	110 4%	198 8%	66 6%	217 4%	398 8%	9 11%
Still in full time education	282 3%	33 1%	62 3%	57 3%	17 1%	44 1%	32 2%	14 1%	38 1%	15 1%	8 *	38 1%	6 1%	8 *	27 1%	8 1%	122 2%	137 3%	8 10%
Never had any full time education	48 *	8 *	9 *	7 *	6 *	23 1%	3 *	6 *	19 1%	6 *	9 *	15 *	4 *	12 *	14 1%	5 *	30 1%	13 *	1 1%
Don't know	130 1%	25 1%	29 1%	22 1%	18 1%	50 2%	11 1%	17 1%	46 1%	11 1%	15 1%	51 1%	8 1%	24 1%	35 1%	5 *	70 1%	38 1%	4 5%
Prefer not to answer	266 3%	54 2%	74 3%	48 2%	44 2%	99 3%	26 2%	48 2%	90 3%	21 2%	43 2%	94 3%	14 1%	45 2%	77 3%	18 2%	145 3%	94 2%	5 7%
Mean	19.09	18.76	19.23	19.87	18.71	19.06	19.97	18.70	19.12	19.72	18.60	19.12	19.61	18.52	19.05	19.42	17.89	20.23	21.98
Standard Error	0.05	0.07	0.13	0.10	0.08	0.09	0.13	0.08	0.10	0.12	0.08	0.09	0.14	0.08	0.12	0.14	0.06	0.07	0.73
Standard Deviation	4.76	4.05	5.31	4.83	4.13	4.99	5.06	4.15	5.29	4.66	4.18	5.34	4.61	4.09	5.44	4.78	4.25	4.83	5.74

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 7

At what age did you finish your full time education?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Under 16	1022 10%	5 5%	26 7%	178 14%	266 13%	130 20%	77 17%	16 15%	19 14%	69 7%	59 5%	27 3%	33 5%	8 5%	5 6%	87 13%	18 9%	110 10%	912 10%	82 5%	215 6%
16 - 18	4697 46%	33 33%	139 36%	750 59%	1164 56%	384 59%	249 54%	50 44%	80 59%	436 42%	408 34%	258 25%	205 33%	44 27%	32 34%	377 55%	88 43%	539 47%	4158 46%	662 39%	1841 48%
19 - 20	631 6%	14 14%	37 10%	57 4%	125 6%	27 4%	24 5%	6 5%	7 5%	78 8%	69 6%	65 6%	48 8%	16 10%	4 5%	40 6%	13 6%	68 6%	563 6%	122 7%	268 7%
21 - 22	1837 18%	19 19%	71 18%	97 8%	247 12%	46 7%	54 12%	15 14%	10 7%	235 23%	354 30%	343 33%	170 27%	45 27%	24 26%	78 11%	30 14%	181 16%	1657 18%	415 25%	753 19%
23 - 24	662 6%	7 7%	34 9%	30 2%	87 4%	14 2%	16 4%	2 2%	6 4%	101 10%	136 11%	109 11%	55 9%	23 14%	11 12%	20 3%	9 4%	66 6%	596 7%	143 9%	269 7%
25 or older	662 6%	10 10%	27 7%	48 4%	78 4%	15 2%	7 2%	6 6%	6 4%	70 7%	94 8%	155 15%	70 11%	20 12%	10 11%	29 4%	17 8%	74 6%	588 6%	160 10%	248 6%
Still in full time education	282 3%	5 5%	32 8%	37 3%	28 1%	7 1%	5 1%	4 3%	5 3%	18 2%	51 4%	40 4%	18 3%	5 3%	4 4%	17 3%	7 3%	19 2%	263 3%	33 2%	96 2%
Never had any full time education	48 *	1 1%	2 *	20 2%	6 *	3 *	5 1%	2 2%	- -	- -	2 *	3 *	- -	- -	- -	4 1%	2 1%	7 1%	41 *	6 *	14 *
Don't know	130 1%	2 2%	3 1%	27 2%	29 1%	7 1%	8 2%	10 8%	- -	8 1%	8 1%	3 *	4 1%	1 1%	- -	13 2%	9 4%	20 2%	111 1%	17 1%	54 1%
Prefer not to answer	266 3%	4 4%	17 4%	30 2%	41 2%	23 4%	17 4%	2 2%	4 3%	21 2%	17 1%	27 3%	20 3%	3 2%	2 2%	23 3%	15 7%	62 5%	204 2%	37 2%	105 3%
Mean	19.09	20.26	19.63	17.63	18.08	17.31	17.68	18.20	18.28	19.65	20.30	21.81	20.51	21.29	20.69	18.14	19.34	18.94	19.11	20.05	19.25
Standard Error	0.05	0.49	0.24	0.13	0.08	0.14	0.17	0.40	0.69	0.14	0.13	0.20	0.20	0.46	0.60	0.19	0.45	0.14	0.05	0.12	0.07
Standard Deviation	4.76	4.67	4.35	4.30	3.66	3.32	3.59	3.86	7.66	4.50	4.41	5.97	4.96	5.83	5.54	4.79	5.97	4.38	4.80	4.63	4.38

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 7

At what age did you finish your full time education?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Under 16	1022 10%	271 12%	52 8%	66 10%	47 7%	106 10%	64 7%	82 8%	94 8%	122 10%	118 14%	41 11%
16 - 18	4697 46%	1014 46%	279 44%	281 44%	273 43%	482 44%	411 45%	444 44%	521 47%	557 48%	436 51%	191 50%
19 - 20	631 6%	100 5%	41 6%	48 7%	36 6%	76 7%	55 6%	77 8%	64 6%	80 7%	55 6%	34 9%
21 - 22	1837 18%	302 14%	105 17%	111 17%	129 21%	189 17%	185 20%	216 21%	242 22%	236 20%	123 14%	56 15%
23 - 24	662 6%	123 6%	40 6%	37 6%	45 7%	79 7%	68 7%	70 7%	78 7%	80 7%	42 5%	19 5%
25 or older	662 6%	169 8%	46 7%	47 7%	50 8%	71 7%	55 6%	66 7%	62 6%	56 5%	39 5%	18 5%
Still in full time education	282 3%	65 3%	25 4%	27 4%	17 3%	35 3%	29 3%	30 3%	30 3%	15 1%	11 1%	4 1%
Never had any full time education	48 *	16 1%	5 1%	1 *	2 *	6 1%	6 1%	1 *	3 *	4 *	5 1%	3 1%
Don't know	130 1%	35 2%	15 2%	7 1%	13 2%	18 2%	12 1%	11 1%	9 1%	4 *	7 1%	7 2%
Prefer not to answer	266 3%	89 4%	21 3%	12 2%	18 3%	29 3%	24 3%	21 2%	15 1%	18 2%	19 2%	9 2%
Mean	19.09	19.00	19.37	19.20	19.47	19.17	19.24	19.29	19.09	18.89	18.54	18.48
Standard Error	0.05	0.12	0.25	0.21	0.21	0.16	0.15	0.13	0.12	0.12	0.16	0.18
Standard Deviation	4.76	5.28	5.76	4.95	5.08	4.97	4.38	4.20	4.00	4.14	4.65	3.49

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 8

What is the highest educational level that you have achieved to date?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Secondary school, high school, NVQ levels 1 to 3, etc.	4773 47%	2196 42%	2576 51%	223 43%	561 39%	944 49%	1112 54%	1075 44%	857 46%	1105 30%	1504 43%	891 69%	1271 70%	362 42%	262 53%	659 50%	488 50%	408 47%	393 49%	230 46%	330 46%	376 36%	807 48%	457 47%
University degree or equivalent professional qualification, NVQ level 4, etc.	3733 36%	2055 39%	1678 33%	133 26%	571 40%	664 34%	670 32%	997 41%	699 38%	1720 47%	1378 39%	291 22%	344 19%	324 38%	163 33%	447 34%	334 34%	314 36%	300 37%	190 38%	285 39%	406 39%	604 36%	366 37%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1261 12%	726 14%	535 11%	35 7%	251 17%	254 13%	218 11%	286 12%	218 12%	707 19%	435 12%	52 4%	67 4%	127 15%	34 7%	151 12%	105 11%	105 12%	76 9%	58 12%	81 11%	197 19%	208 12%	119 12%
Still in full time education	156 2%	60 1%	96 2%	116 22%	25 2%	9 *	5 *	1 *	- -	36 1%	84 2%	18 1%	18 1%	21 2%	12 2%	15 1%	16 2%	13 1%	11 1%	9 2%	7 1%	25 2%	19 1%	9 1%
Don't know	127 1%	75 1%	51 1%	4 1%	10 1%	19 1%	26 1%	25 1%	42 2%	20 1%	35 1%	18 1%	54 3%	9 1%	7 1%	15 1%	15 2%	7 1%	13 2%	5 1%	7 1%	14 1%	21 1%	12 1%
Prefer not to answer	189 2%	91 2%	99 2%	9 2%	27 2%	37 2%	35 2%	48 2%	34 2%	42 1%	55 2%	26 2%	66 4%	18 2%	13 3%	22 2%	15 1%	19 2%	13 2%	9 2%	13 2%	26 2%	28 2%	14 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 8

What is the highest educational level that you have achieved to date?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Secondary school, high school, NVQ levels 1 to 3, etc.	4773 47%	1469 46%	1166 48%	771 37%	1178 45%	1646 49%	549 35%	1171 46%	1645 49%	489 37%	1168 47%	1730 48%	369 37%	1332 48%	1207 48%	403 38%	3162 64%	1407 30%	16 20%
University degree or equivalent professional qualification, NVQ level 4, etc.	3733 36%	1281 40%	791 33%	916 44%	1094 42%	1148 34%	674 44%	1064 41%	1144 34%	594 45%	1002 40%	1234 34%	450 45%	1092 39%	832 33%	462 44%	1256 25%	2298 48%	29 36%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1261 12%	358 11%	328 14%	344 16%	288 11%	404 12%	288 19%	269 10%	443 13%	223 17%	245 10%	475 13%	167 17%	278 10%	335 13%	165 16%	284 6%	905 19%	27 34%
Still in full time education	156 2%	14 *	29 1%	36 2%	7 *	20 1%	12 1%	5 *	16 *	8 1%	4 *	17 *	3 *	5 *	10 *	5 *	65 1%	78 2%	4 5%
Don't know	127 1%	36 1%	38 2%	11 1%	23 1%	55 2%	9 1%	25 1%	53 2%	8 1%	26 1%	58 2%	7 1%	32 1%	47 2%	5 1%	83 2%	27 1%	2 2%
Prefer not to answer	189 2%	44 1%	60 2%	25 1%	36 1%	72 2%	16 1%	37 1%	74 2%	12 1%	38 2%	76 2%	11 1%	36 1%	66 3%	11 1%	117 2%	46 1%	1 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 8

What is the highest educational level that you have achieved to date?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Secondary school, high school, NVQ levels 1 to 3, etc.	4773 47%	40 40%	161 42%	898 70%	1177 57%	461 70%	263 57%	63 56%	101 74%	339 33%	322 27%	191 19%	183 29%	33 20%	27 29%	408 59%	105 51%	557 49%	4215 46%	605 36%	1812 47%
University degree or equivalent professional qualification, NVQ level 4, etc.	3733 36%	37 38%	137 35%	246 19%	679 33%	127 19%	144 31%	34 30%	21 16%	536 52%	589 49%	499 48%	284 46%	85 51%	41 44%	213 31%	59 29%	402 35%	3331 37%	706 42%	1437 37%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1261 12%	16 16%	58 15%	48 4%	131 6%	28 4%	25 5%	7 6%	4 3%	135 13%	252 21%	305 30%	133 21%	40 24%	23 25%	32 5%	24 12%	120 11%	1141 13%	332 20%	474 12%
Still in full time education	156 2%	3 3%	19 5%	23 2%	18 1%	5 1%	5 1%	2 2%	5 4%	8 1%	25 2%	16 2%	15 2%	3 2%	1 1%	8 1%	2 1%	8 1%	147 2%	12 1%	51 1%
Don't know	127 1%	2 2%	3 1%	27 2%	30 1%	14 2%	10 2%	4 4%	2 2%	7 1%	5 *	1 *	3 *	1 1%	1 1%	8 1%	7 4%	21 2%	106 1%	6 *	32 1%
Prefer not to answer	189 2%	2 2%	10 3%	31 2%	33 2%	22 3%	15 3%	3 3%	3 2%	11 1%	4 *	18 2%	5 1%	3 2%	-	20 3%	9 4%	37 3%	152 2%	16 1%	58 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 8

What is the highest educational level that you have achieved to date?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Secondary school, high school, NVQ levels 1 to 3, etc.	4773 47%	1115 51%	304 48%	283 45%	278 44%	511 47%	411 45%	415 41%	473 42%	540 46%	441 52%	193 51%
University degree or equivalent professional qualification, NVQ level 4, etc.	3733 36%	681 31%	220 35%	235 37%	217 34%	399 37%	321 35%	423 42%	467 42%	463 39%	307 36%	131 35%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1261 12%	253 12%	75 12%	78 12%	103 16%	130 12%	134 15%	136 13%	144 13%	139 12%	69 8%	40 11%
Still in full time education	156 2%	38 2%	13 2%	19 3%	10 2%	15 1%	17 2%	17 2%	16 1%	6 1%	5 1%	2 1%
Don't know	127 1%	36 2%	6 1%	5 1%	10 2%	14 1%	10 1%	12 1%	8 1%	12 1%	14 2%	8 2%
Prefer not to answer	189 2%	61 3%	11 2%	15 2%	12 2%	22 2%	15 2%	14 1%	10 1%	13 1%	17 2%	7 2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 9

Are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Yes - responsible for half or more of the items bought	8792 86%	3943 76%	4849 96%	371 71%	1303 90%	1755 91%	1885 91%	2043 84%	1434 78%	2914 80%	3042 87%	1175 91%	1660 91%	727 84%	432 88%	1133 87%	845 87%	742 86%	697 86%	430 86%	628 87%	932 89%	1404 83%	823 84%
No - not responsible for most of the items bought	1447 14%	1261 24%	186 4%	149 29%	141 10%	171 9%	181 9%	388 16%	416 22%	717 20%	449 13%	120 9%	160 9%	135 16%	60 12%	177 13%	128 13%	124 14%	109 14%	72 14%	94 13%	112 11%	282 17%	155 16%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 9

Are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Yes - responsible for half or more of the items bought	8792 86%	2642 82%	2142 89%	1804 86%	2151 82%	2963 89%	1319 85%	2106 82%	3006 89%	1134 85%	2047 82%	3163 88%	839 83%	2274 82%	2210 89%	890 85%	4432 89%	3920 82%	64 81%
No - not responsible for most of the items bought	1447 14%	561 18%	270 11%	300 14%	475 18%	381 11%	230 15%	465 18%	369 11%	200 15%	436 18%	427 12%	169 17%	500 18%	286 11%	162 15%	534 11%	841 18%	15 19%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 9

Are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Yes - responsible for half or more of the items bought	8792 86%	92 92%	350 90%	1158 91%	1839 89%	596 91%	410 89%	103 91%	122 89%	804 78%	954 80%	894 87%	514 83%	122 73%	74 80%	584 85%	176 85%	1019 89%	7772 85%	1484 89%	3311 86%
No - not responsible for most of the items bought	1447 14%	8 8%	38 10%	116 9%	230 11%	60 9%	53 11%	10 9%	14 11%	231 22%	243 20%	137 13%	109 17%	44 27%	18 20%	104 15%	31 15%	126 11%	1320 15%	192 11%	553 14%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 9

Are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100		
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Yes - responsible for half or more of the items bought	8792 86%	1931 <i>88%</i>	554 <i>88%</i>	551 <i>87%</i>	567 <i>90%</i>	944 <i>87%</i>	773 <i>85%</i>	847 <i>83%</i>	917 <i>82%</i>	981 <i>84%</i>	727 <i>85%</i>	332 <i>87%</i>
No - not responsible for most of the items bought	1447 14%	253 <i>12%</i>	76 <i>12%</i>	85 <i>13%</i>	62 <i>10%</i>	146 <i>13%</i>	135 <i>15%</i>	171 <i>17%</i>	200 <i>18%</i>	193 <i>16%</i>	126 <i>15%</i>	49 <i>13%</i>

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 10

How many cars are there in your household?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
None	1277	504	773	127	317	294	253	169	117	186	440	121	530	122	55	177	111	105	92	37	52	286	155	85
	12%	10%	15%	24%	22%	15%	12%	7%	6%	5%	13%	9%	29%	14%	11%	14%	11%	12%	11%	7%	7%	27%	9%	9%
1	5105	2554	2552	183	668	942	997	1218	1098	1639	1770	723	973	438	258	656	514	376	424	269	375	516	796	482
	50%	49%	51%	35%	46%	49%	48%	50%	59%	45%	51%	56%	53%	51%	53%	50%	53%	43%	53%	54%	52%	49%	47%	49%
2	3157	1751	1406	130	385	625	631	830	556	1490	1048	362	257	261	141	401	300	303	243	159	239	200	583	326
	31%	34%	28%	25%	27%	32%	31%	34%	30%	41%	30%	28%	14%	30%	29%	31%	31%	35%	30%	32%	33%	19%	35%	33%
3	542	307	235	53	54	55	139	173	68	252	174	66	50	31	31	55	41	69	35	32	44	27	109	69
	5%	6%	5%	10%	4%	3%	7%	7%	4%	7%	5%	5%	3%	4%	6%	4%	4%	8%	4%	6%	6%	3%	6%	7%
4 or more	157	87	70	27	20	12	46	41	11	63	60	23	10	10	5	21	7	13	12	4	12	14	43	15
	2%	2%	1%	5%	1%	1%	2%	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%	3%	2%
Mean	1.34	1.42	1.26	1.39	1.17	1.25	1.39	1.47	1.33	1.56	1.33	1.34	0.93	1.28	1.33	1.31	1.31	1.45	1.32	1.40	1.44	1.01	1.47	1.44
Standard Error	0.01	0.01	0.01	0.05	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.02	0.02	0.03	0.04	0.02	0.03	0.03	0.03	0.03	0.03	0.03	0.02	0.03
Standard Deviation	0.85	0.85	0.84	1.19	0.88	0.77	0.89	0.85	0.68	0.80	0.87	0.80	0.79	0.82	0.80	0.83	0.83	0.93	0.80	0.77	0.82	0.85	0.88	0.81

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 10

How many cars are there in your household?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
None	1277 12%	191 6%	355 15%	214 10%	148 6%	427 13%	145 9%	129 5%	418 12%	116 9%	129 5%	445 12%	72 7%	135 5%	318 13%	86 8%	808 16%	348 7%	14 18%
1	5105 50%	1496 47%	1302 54%	1081 51%	1235 47%	1795 54%	788 51%	1225 48%	1815 54%	698 52%	1194 48%	1920 53%	521 52%	1329 48%	1357 54%	568 54%	2644 53%	2229 47%	34 43%
2	3157 31%	1253 39%	636 26%	652 31%	1023 39%	947 28%	503 32%	993 39%	965 29%	430 32%	935 38%	1024 29%	344 34%	1065 38%	687 28%	324 31%	1247 25%	1785 37%	23 29%
3	542 5%	201 6%	97 4%	120 6%	170 6%	142 4%	86 6%	170 7%	152 5%	68 5%	174 7%	166 5%	57 6%	190 7%	111 4%	61 6%	214 4%	305 6%	6 7%
4 or more	157 2%	61 2%	23 1%	37 2%	51 2%	34 1%	28 2%	55 2%	26 1%	23 2%	50 2%	35 1%	15 1%	55 2%	23 1%	14 1%	53 1%	93 2%	3 4%
Mean	1.34	1.52	1.23	1.38	1.53	1.27	1.40	1.54	1.28	1.39	1.54	1.28	1.43	1.54	1.27	1.38	1.21	1.50	1.36
Standard Error	0.01	0.01	0.02	0.02	0.02	0.01	0.02	0.02	0.01	0.02	0.02	0.01	0.02	0.02	0.02	0.02	0.01	0.01	0.11
Standard Deviation	0.85	0.81	0.78	0.83	0.82	0.78	0.82	0.85	0.77	0.80	0.85	0.78	0.78	0.84	0.78	0.78	0.82	0.84	0.98

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 10

How many cars are there in your household?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
None	1277 12%	34	126	253	154	113	45	16	36	50	103	116	59	17	10	92	54	198	1079	133	427
		34%	32%	20%	7%	17%	10%	14%	26%	5%	9%	11%	9%	10%	11%	13%	26%	17%	12%	8%	11%
1	5105 50%	43	169	629	1101	360	224	69	61	500	521	544	317	85	44	346	92	614	4491	812	1789
		43%	44%	49%	53%	55%	48%	61%	45%	48%	43%	53%	51%	51%	47%	50%	45%	54%	49%	48%	46%
2	3157 31%	18	79	321	671	154	159	26	28	389	474	315	200	50	38	199	36	288	2869	586	1329
		18%	20%	25%	32%	24%	34%	23%	21%	38%	40%	31%	32%	30%	41%	29%	18%	25%	32%	35%	34%
3	542 5%	4	14	54	114	25	28	2	6	69	79	46	37	8	-	39	17	38	504	109	244
		4%	4%	4%	6%	4%	6%	2%	4%	7%	7%	5%	6%	5%	-	6%	8%	3%	6%	6%	6%
4 or more	157 2%	1	1	17	29	4	6	1	5	27	21	9	10	6	1	12	7	8	149	37	75
		1%	*	1%	1%	1%	1%	1%	4%	3%	2%	1%	2%	3%	1%	2%	3%	1%	2%	2%	2%
Mean	1.34	0.95	0.96	1.18	1.41	1.16	1.43	1.18	1.16	1.55	1.50	1.31	1.39	1.43	1.33	1.32	1.22	1.17	1.36	1.48	1.43
Standard Error	0.01	0.09	0.04	0.02	0.02	0.03	0.04	0.09	0.09	0.02	0.02	0.02	0.03	0.08	0.07	0.03	0.08	0.02	0.01	0.02	0.01
Standard Deviation	0.85	0.91	0.84	0.85	0.78	0.77	0.97	0.92	1.04	0.82	0.83	0.77	0.80	0.99	0.71	0.85	1.20	0.79	0.85	0.89	0.88

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 10

How many cars are there in your household?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
None	1277 12%	380 17%	106 17%	84 13%	102 16%	171 16%	117 13%	92 9%	92 8%	77 7%	57 7%	38 10%
1	5105 50%	1122 51%	324 52%	315 50%	317 50%	552 51%	458 51%	463 46%	496 44%	594 51%	464 54%	184 48%
2	3157 31%	555 25%	164 26%	198 31%	174 28%	296 27%	265 29%	382 38%	428 38%	417 36%	278 33%	130 34%
3	542 5%	101 5%	30 5%	30 5%	27 4%	53 5%	54 6%	60 6%	79 7%	65 6%	43 5%	19 5%
4 or more	157 2%	27 1%	5 1%	9 1%	9 1%	18 2%	13 1%	21 2%	23 2%	20 2%	11 1%	9 2%
Mean	1.34	1.21	1.22	1.32	1.25	1.27	1.33	1.47	1.52	1.46	1.40	1.42
Standard Error	0.01	0.02	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.02	0.03	0.04
Standard Deviation	0.85	0.84	0.83	0.83	0.83	0.87	0.84	0.84	0.93	0.80	0.77	0.85

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 11

To which of the following ethnic groups do you consider you belong?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
White	9639	4930	4709	430	1245	1769	1983	2389	1823	3470	3236	1229	1704	839	485	1254	933	798	768	482	699	809	1613	958
	94%	95%	94%	83%	86%	92%	96%	98%	99%	96%	93%	95%	94%	97%	99%	96%	96%	92%	95%	96%	97%	78%	96%	98%
Mixed	97	39	58	23	27	21	12	10	5	24	41	8	24	8	-	14	4	10	5	2	5	30	16	5
	1%	1%	1%	4%	2%	1%	1%	*	*	1%	1%	1%	1%	1%	-	1%	*	1%	1%	*	1%	3%	1%	*
Asian	227	119	108	36	96	60	26	5	5	65	92	28	42	6	7	17	17	30	16	6	10	93	23	4
	2%	2%	2%	7%	7%	3%	1%	*	*	2%	3%	2%	2%	1%	1%	1%	2%	3%	2%	1%	1%	9%	1%	*
Black	101	37	64	11	26	39	19	3	3	17	57	10	17	1	-	4	5	11	5	-	4	55	12	3
	1%	1%	1%	2%	2%	2%	1%	*	*	*	2%	1%	1%	*	-	*	1%	1%	1%	-	*	5%	1%	*
Chinese	35	19	15	6	15	6	4	2	2	10	18	3	3	1	-	6	6	2	1	2	-	9	5	2
	*	*	*	1%	1%	*	*	*	*	*	1%	*	*	*	-	*	1%	*	*	*	-	1%	*	*
Other ethnic group	25	6	19	4	11	3	4	3	-	6	13	4	2	1	-	2	-	2	1	1	3	15	-	-
	*	*	*	1%	1%	*	*	*	-	*	*	*	*	*	-	*	-	*	*	*	*	1%	-	-
Prefer not to answer	115	54	61	10	25	30	18	20	12	38	35	13	29	6	-	13	8	14	9	9	3	32	17	5
	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	1%	2%	1%	2%	*	3%	1%	1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 11

To which of the following ethnic groups do you consider you belong?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
White	9639	3091	2208	2002	2572	3081	1491	2524	3154	1289	2434	3366	983	2713	2357	1028	4677	4528	65
	94%	96%	92%	95%	98%	92%	96%	98%	93%	97%	98%	94%	98%	98%	94%	98%	94%	95%	82%
Mixed	97	17	24	22	11	29	14	9	26	11	9	23	6	8	15	3	47	41	1
	1%	1%	1%	1%	*	1%	1%	*	1%	1%	*	1%	1%	*	1%	*	1%	1%	1%
Asian	227	54	83	40	18	116	21	15	95	19	16	91	8	21	50	8	98	100	10
	2%	2%	3%	2%	1%	3%	1%	1%	3%	1%	1%	3%	1%	1%	2%	1%	2%	2%	13%
Black	101	9	53	14	3	60	3	1	48	1	3	52	1	2	38	1	72	18	1
	1%	*	2%	1%	*	2%	*	*	1%	*	*	1%	*	*	2%	*	1%	*	2%
Chinese	35	6	5	8	2	8	4	3	7	3	1	7	3	2	4	2	14	18	-
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-
Other ethnic group	25	4	8	1	4	8	-	5	6	-	1	10	-	3	6	-	11	14	-
	*	*	*	*	*	*	-	*	*	-	*	*	-	*	*	-	*	*	-
Prefer not to answer	115	23	32	17	17	42	16	13	41	12	18	41	8	25	26	10	47	43	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 11

To which of the following ethnic groups do you consider you belong?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
White	9639	75	318	1213	1996	619	444	109	132	1004	1127	952	580	141	91	649	188	1034	8605	1565	3589
	94%	75%	82%	95%	96%	94%	96%	97%	97%	97%	94%	92%	93%	85%	98%	94%	91%	90%	95%	93%	93%
Mixed	97	4	13	15	9	6	4	3	-	3	5	16	9	1	-	9	1	9	88	17	38
	1%	4%	3%	1%	*	1%	1%	2%	-	*	*	2%	2%	1%	-	1%	*	1%	1%	1%	1%
Asian	227	8	22	15	31	18	4	1	3	16	37	30	12	10	1	10	7	51	176	40	116
	2%	8%	6%	1%	1%	3%	1%	1%	2%	2%	3%	3%	2%	6%	1%	1%	4%	4%	2%	2%	3%
Black	101	4	15	21	11	9	2	-	1	1	5	13	5	8	-	4	1	11	90	33	44
	1%	4%	4%	2%	1%	1%	*	-	1%	*	*	1%	1%	5%	-	1%	*	1%	1%	2%	1%
Chinese	35	2	7	3	4	1	-	-	-	1	8	4	-	-	-	2	2	8	27	3	18
	*	2%	2%	*	*	*	-	-	-	*	1%	*	-	-	-	*	1%	1%	*	*	*
Other ethnic group	25	4	2	-	4	-	2	-	-	2	1	4	1	2	-	3	-	4	21	4	10
	*	4%	1%	-	*	-	*	-	-	*	*	*	*	1%	-	*	-	*	*	*	*
Prefer not to answer	115	3	11	7	14	4	5	-	-	8	14	11	15	3	1	11	8	29	86	15	48
	1%	3%	3%	1%	1%	1%	1%	-	-	1%	1%	1%	2%	2%	1%	2%	4%	3%	1%	1%	1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 11

To which of the following ethnic groups do you consider you belong?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
White	9639 94%	2038 93%	586 93%	590 93%	589 94%	997 91%	850 94%	963 95%	1072 96%	1134 97%	820 96%	342 90%
Mixed	97 1%	34 2%	6 1%	5 1%	3 1%	15 1%	9 1%	8 1%	5 *	6 *	6 1%	3 1%
Asian	227 2%	44 2%	18 3%	18 3%	15 2%	21 2%	24 3%	25 2%	22 2%	21 2%	18 2%	19 5%
Black	101 1%	27 1%	8 1%	10 2%	11 2%	24 2%	4 *	10 1%	3 *	3 *	1 *	5 1%
Chinese	35 *	6 *	1 *	2 *	3 1%	6 1%	9 1%	- -	7 1%	1 *	- -	1 *
Other ethnic group	25 *	6 *	2 *	1 *	- -	4 *	1 *	3 *	4 *	1 *	3 *	2 1%
Prefer not to answer	115 1%	30 1%	8 1%	9 1%	8 1%	23 2%	10 1%	9 1%	5 *	7 1%	5 1%	9 2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 12

To which of the following religious groups do you consider yourself to be a member of?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Christian	5788	2952	2836	182	610	902	1214	1525	1354	2147	1926	739	976	454	296	799	534	520	458	291	430	500	970	536
	57%	57%	56%	35%	42%	47%	59%	63%	73%	59%	55%	57%	54%	53%	60%	61%	55%	60%	57%	58%	60%	48%	58%	55%
Muslim	124	50	74	21	50	29	14	6	5	22	50	22	31	3	4	14	15	17	12	4	5	35	12	3
	1%	1%	1%	4%	3%	2%	1%	*	*	1%	1%	2%	2%	*	1%	1%	2%	2%	2%	1%	1%	3%	1%	*
Hindu	74	44	30	10	29	20	11	3	2	30	31	6	7	1	3	2	3	3	8	2	3	40	8	2
	1%	1%	1%	2%	2%	1%	1%	*	*	1%	1%	*	*	*	1%	*	*	*	1%	*	*	4%	*	*
Jew	84	46	38	-	5	9	17	24	29	45	23	5	11	1	1	15	9	1	3	1	3	36	12	1
	1%	1%	1%	-	*	*	1%	1%	2%	1%	1%	*	1%	*	*	1%	1%	*	*	*	*	3%	1%	*
Sikh	14	7	6	2	5	3	3	1	-	6	3	2	3	-	-	-	-	7	1	-	-	2	4	-
	*	*	*	*	*	*	*	*	-	*	*	*	*	-	-	-	-	1%	*	-	-	*	*	-
Buddhist	41	19	23	8	7	9	7	7	4	14	16	8	4	7	-	3	5	2	1	2	3	9	8	2
	*	*	*	2%	1%	*	*	*	*	*	*	1%	*	1%	-	*	*	*	*	*	*	1%	*	*
Other	232	86	145	16	34	60	46	62	14	51	90	34	57	21	5	25	22	16	12	7	18	36	44	25
	2%	2%	3%	3%	2%	3%	2%	3%	1%	1%	3%	3%	3%	2%	1%	2%	2%	2%	1%	1%	3%	3%	3%	3%
Prefer not to say	229	103	126	20	47	55	47	36	24	72	91	18	48	22	10	26	15	17	14	10	9	44	44	18
	2%	2%	3%	4%	3%	3%	2%	1%	1%	2%	3%	1%	3%	3%	2%	2%	2%	2%	2%	2%	1%	4%	3%	2%
None	3653	1897	1755	260	658	839	708	768	419	1244	1261	462	685	352	172	426	370	282	297	184	251	344	584	390
	36%	36%	35%	50%	46%	44%	34%	32%	23%	34%	36%	36%	38%	41%	35%	33%	38%	33%	37%	37%	35%	33%	35%	40%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 12

To which of the following religious groups do you consider yourself to be a member of?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Christian	5788 57%	2196 69%	1331 55%	1071 51%	1854 71%	1847 55%	831 54%	1830 71%	1876 56%	740 55%	1783 72%	1990 55%	580 58%	1981 71%	1391 56%	616 59%	2835 57%	2734 57%	48 60%
Muslim	124 1%	18 1%	54 2%	23 1%	10 *	64 2%	13 1%	7 *	53 2%	13 1%	9 *	45 1%	7 1%	14 1%	23 1%	5 *	59 1%	44 1%	6 7%
Hindu	74 1%	25 1%	19 1%	11 1%	8 *	38 1%	8 1%	7 *	34 1%	6 *	8 *	31 1%	3 *	10 *	18 1%	5 1%	30 1%	35 1%	5 7%
Jew	84 1%	50 2%	12 *	11 1%	48 2%	14 *	8 1%	49 2%	16 *	10 1%	44 2%	23 1%	6 1%	46 2%	14 1%	8 1%	11 *	69 1%	1 1%
Sikh	14 *	3 *	3 *	3 *	- -	9 *	2 *	2 *	7 *	1 *	1 *	7 *	- -	1 *	5 *	- -	6 *	8 *	- -
Buddhist	41 *	7 *	8 *	10 *	5 *	11 *	4 *	7 *	12 *	4 *	4 *	9 *	5 *	5 *	9 *	4 *	8 *	29 1%	1 1%
Other	232 2%	47 1%	49 2%	51 2%	38 1%	69 2%	30 2%	32 1%	75 2%	28 2%	29 1%	80 2%	24 2%	38 1%	46 2%	20 2%	118 2%	103 2%	1 1%
Prefer not to say	229 2%	56 2%	55 2%	47 2%	40 2%	79 2%	27 2%	39 2%	68 2%	28 2%	37 1%	71 2%	22 2%	41 1%	43 2%	25 2%	88 2%	106 2%	4 4%
None	3653 36%	802 25%	883 37%	874 42%	625 24%	1214 36%	625 40%	599 23%	1233 37%	505 38%	568 23%	1334 37%	362 36%	638 23%	945 38%	370 35%	1811 36%	1632 34%	14 18%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 12

To which of the following religious groups do you consider yourself to be a member of?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Christian	5788	43	180	711	1433	399	313	62	74	693	660	360	271	92	52	362	82	628	5160	923	2021
	57%	43%	46%	56%	69%	61%	68%	55%	54%	67%	55%	35%	43%	56%	56%	53%	40%	55%	57%	55%	52%
Muslim	124	5	15	8	20	12	3	1	2	5	14	18	9	2	-	6	5	20	105	21	53
	1%	5%	4%	1%	1%	2%	1%	1%	2%	*	1%	2%	1%	1%	-	1%	3%	2%	1%	1%	1%
Hindu	74	3	9	6	12	4	2	-	1	5	6	13	3	5	-	4	1	16	58	17	40
	1%	3%	2%	1%	1%	1%	*	-	1%	*	*	1%	*	3%	-	1%	1%	1%	1%	1%	1%
Jew	84	2	-	-	26	-	5	-	1	17	18	7	1	1	-	3	1	7	76	6	38
	1%	2%	-	-	1%	-	1%	-	1%	2%	2%	1%	*	1%	-	*	1%	1%	1%	*	1%
Sikh	14	2	-	1	2	-	-	-	-	1	3	1	2	-	-	1	1	2	11	1	8
	*	2%	-	*	*	-	-	-	-	*	*	*	*	-	-	*	*	*	*	*	*
Buddhist	41	2	1	1	6	2	-	-	-	1	7	11	4	2	-	3	2	5	37	7	24
	*	2%	*	*	*	*	-	-	-	*	1%	1%	1%	1%	-	*	1%	*	*	*	1%
Other	232	4	17	30	30	14	8	3	3	11	29	33	13	8	1	20	6	30	201	31	92
	2%	4%	4%	2%	1%	2%	2%	2%	2%	1%	2%	3%	2%	5%	1%	3%	3%	3%	2%	2%	2%
Prefer not to say	229	6	14	20	36	9	6	1	2	18	32	22	24	3	2	27	8	48	181	38	99
	2%	6%	4%	2%	2%	1%	1%	1%	1%	2%	3%	2%	4%	2%	2%	4%	4%	4%	2%	2%	3%
None	3653	33	152	496	505	217	125	46	54	284	426	565	297	52	37	262	100	389	3264	631	1489
	36%	34%	39%	39%	24%	33%	27%	41%	39%	27%	36%	55%	48%	31%	40%	38%	49%	34%	36%	38%	39%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 12

To which of the following religious groups do you consider yourself to be a member of?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Christian	5788	991	314	330	317	574	493	633	698	818	619	238
	57%	45%	50%	52%	50%	53%	54%	62%	63%	70%	73%	62%
Muslim	124	39	7	15	6	16	5	15	6	10	5	11
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3%
Hindu	74	10	1	2	4	7	11	11	11	8	10	9
	1%	*	*	*	1%	1%	1%	1%	1%	1%	1%	2%
Jew	84	9	-	4	3	7	11	10	16	17	6	4
	1%	*	-	1%	1%	1%	1%	1%	1%	1%	1%	1%
Sikh	14	-	4	1	1	1	2	-	4	1	-	-
	*	-	1%	*	*	*	*	-	*	*	-	-
Buddhist	41	12	1	4	4	5	6	5	4	-	2	2
	*	1%	*	1%	1%	*	1%	*	*	-	*	1%
Other	232	68	12	20	13	31	22	20	21	19	6	10
	2%	3%	2%	3%	2%	3%	2%	2%	2%	2%	1%	3%
Prefer not to say	229	44	23	18	14	37	30	20	19	12	11	14
	2%	2%	4%	3%	2%	3%	3%	2%	2%	1%	1%	4%
None	3653	1011	267	243	267	412	328	304	338	289	195	94
	36%	46%	42%	38%	42%	38%	36%	30%	30%	25%	23%	25%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 13

Which of the following best describes where you live?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Urban - Population over 10,000	3984 39%	2265 44%	1719 34%	244 47%	712 49%	781 41%	794 38%	817 34%	636 34%	1387 38%	1473 42%	455 35%	669 37%	343 40%	178 36%	508 39%	357 37%	345 40%	256 32%	132 26%	202 28%	844 81%	543 32%	276 28%
Town and Fringe	3883 38%	1766 34%	2117 42%	182 35%	546 38%	724 38%	809 39%	959 39%	663 36%	1237 34%	1292 37%	547 42%	806 44%	278 32%	198 40%	591 45%	379 39%	365 42%	285 35%	179 36%	276 38%	181 17%	746 44%	404 41%
Village	2050 20%	1007 19%	1044 21%	85 16%	177 12%	371 19%	403 19%	547 23%	468 25%	844 23%	649 19%	252 19%	306 17%	175 20%	101 20%	186 14%	218 22%	134 16%	251 31%	154 31%	221 31%	16 2%	361 21%	234 24%
Hamlet & Isolated Dwelling	321 3%	165 3%	156 3%	10 2%	9 1%	51 3%	60 3%	108 4%	84 5%	163 4%	77 2%	42 3%	40 2%	66 8%	15 3%	25 2%	18 2%	21 2%	14 2%	37 7%	23 3%	3 *	37 2%	63 6%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 13

Which of the following best describes where you live?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Urban - Population over 10,000	3984 39%	1108 35%	1094 45%	801 38%	868 33%	1437 43%	589 38%	833 32%	1423 42%	514 38%	804 32%	1473 41%	360 36%	906 33%	1031 41%	377 36%	1918 39%	1866 39%	34 43%
Town and Fringe	3883 38%	1226 38%	897 37%	752 36%	1019 39%	1268 38%	551 36%	967 38%	1280 38%	477 36%	949 38%	1364 38%	371 37%	1068 39%	944 38%	377 36%	2030 41%	1664 35%	25 32%
Village	2050 20%	751 23%	373 15%	474 23%	638 24%	575 17%	340 22%	661 26%	596 18%	291 22%	618 25%	657 18%	247 25%	683 25%	446 18%	259 25%	909 18%	1044 22%	12 15%
Hamlet & Isolated Dwelling	321 3%	117 4%	49 2%	77 4%	102 4%	64 2%	69 4%	111 4%	77 2%	53 4%	112 4%	96 3%	30 3%	117 4%	75 3%	39 4%	110 2%	187 4%	7 9%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 13

Which of the following best describes where you live?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Urban - Population over 10,000	3984 39%	65 65%	211 54%	465 37%	657 32%	229 35%	161 35%	43 38%	56 41%	350 34%	517 43%	530 51%	270 43%	77 47%	43 47%	247 36%	62 30%	478 42%	3506 39%	704 42%	1618 42%
Town and Fringe	3883 38%	28 28%	132 34%	575 45%	886 43%	297 45%	189 41%	39 34%	64 47%	359 35%	380 32%	300 29%	205 33%	49 29%	31 33%	257 37%	91 44%	442 39%	3441 38%	639 38%	1421 37%
Village	2050 20%	7 7%	40 10%	225 18%	469 23%	121 18%	96 21%	29 26%	13 10%	283 27%	253 21%	156 15%	122 20%	32 19%	14 15%	151 22%	41 20%	200 17%	1850 20%	294 18%	710 18%
Hamlet & Isolated Dwelling	321 3%	- -	5 1%	9 1%	57 3%	9 1%	16 4%	2 2%	3 2%	44 4%	47 4%	44 4%	26 4%	8 5%	5 5%	34 5%	13 6%	26 2%	296 3%	38 2%	115 3%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 13

Which of the following best describes where you live?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Urban - Population over 10,000	3984 39%	934 43%	265 42%	276 43%	249 40%	432 40%	355 39%	386 38%	412 37%	420 36%	254 30%	152 40%
Town and Fringe	3883 38%	818 37%	233 37%	237 37%	251 40%	412 38%	338 37%	380 37%	415 37%	455 39%	345 40%	152 40%
Village	2050 20%	363 17%	119 19%	105 17%	113 18%	217 20%	186 21%	217 21%	252 23%	258 22%	220 26%	65 17%
Hamlet & Isolated Dwelling	321 3%	69 3%	13 2%	18 3%	16 3%	30 3%	27 3%	35 3%	39 3%	40 3%	35 4%	12 3%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 14

Are you the Chief Income Earner in your household?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Yes, sole chief income earner	4521	2763	1758	100	586	917	952	1040	926	1574	1573	463	911	396	222	589	419	351	358	232	321	500	703	431
	44%	53%	35%	19%	41%	48%	46%	43%	50%	43%	45%	36%	50%	46%	45%	45%	43%	40%	44%	46%	44%	48%	42%	44%
Yes, joint chief income earner with someone else	2989	1810	1178	122	453	471	551	796	596	1223	1027	328	410	243	142	378	288	279	228	145	212	303	479	292
	29%	35%	23%	23%	31%	24%	27%	33%	32%	34%	29%	25%	23%	28%	29%	29%	30%	32%	28%	29%	29%	29%	28%	30%
No	2729	630	2099	299	405	539	563	596	327	834	891	504	499	222	128	343	265	237	220	125	189	241	505	254
	27%	12%	42%	57%	28%	28%	27%	25%	18%	23%	26%	39%	27%	26%	26%	26%	27%	27%	27%	25%	26%	23%	30%	26%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 14

Are you the Chief Income Earner in your household?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Yes, sole chief income earner	4521 44%	1437	1037	917	1215	1446	691	1197	1493	600	1179	1604	444	1292	1135	470	2199	2090	44
		45%	43%	44%	46%	43%	45%	47%	44%	45%	48%	45%	44%	47%	45%	45%	44%	44%	56%
Yes, joint chief income earner with someone else	2989 29%	999	700	663	834	1004	488	811	1005	416	753	1074	318	881	734	337	1292	1581	17
		31%	29%	32%	32%	30%	31%	32%	30%	31%	30%	30%	32%	32%	29%	32%	26%	33%	21%
No	2729 27%	766	677	524	578	895	371	563	877	318	551	911	246	601	626	245	1475	1090	18
		24%	28%	25%	22%	27%	24%	22%	26%	24%	22%	25%	24%	22%	25%	23%	30%	23%	23%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 14

Are you the Chief Income Earner in your household?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Yes, sole chief income earner	4521 44%	50	168	564	890	317	193	50	63	503	497	454	269	100	52	256	95	582	3939	788	1828
		50%	43%	44%	43%	48%	42%	44%	46%	49%	41%	44%	43%	60%	56%	37%	46%	51%	43%	47%	47%
Yes, joint chief income earner with someone else	2989 29%	27	108	308	566	158	152	31	30	344	442	347	195	44	21	174	42	281	2708	585	1252
		27%	28%	24%	27%	24%	33%	27%	22%	33%	37%	34%	31%	26%	22%	25%	20%	25%	30%	35%	32%
No	2729 27%	23	112	402	613	181	117	32	44	190	258	229	159	22	20	258	70	283	2446	302	783
		23%	29%	32%	30%	28%	25%	28%	32%	18%	22%	22%	25%	13%	22%	38%	34%	25%	27%	18%	20%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 14

Are you the Chief Income Earner in your household?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Yes, sole chief income earner	4521 44%	972 44%	274 44%	271 43%	297 47%	464 43%	412 45%	434 43%	482 43%	523 45%	392 46%	164 43%
Yes, joint chief income earner with someone else	2989 29%	600 27%	189 30%	191 30%	148 24%	318 29%	258 28%	310 30%	359 32%	369 31%	246 29%	101 26%
No	2729 27%	613 28%	167 26%	173 27%	184 29%	308 28%	238 26%	273 27%	277 25%	282 24%	215 25%	116 30%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 15

Which of the following best describes your current working status?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Working full time - working 30 hours per week or more	3976 39%	2443 47%	1532 30%	181 35%	900 62%	1112 58%	1072 52%	645 27%	65 4%	1396 38%	1683 48%	611 47%	285 16%	356 41%	190 39%	471 36%	375 39%	332 38%	303 38%	200 40%	252 35%	492 47%	639 38%	365 37%
Working part time - working between 8 and 29 hours per week	1564 15%	470 9%	1094 22%	126 24%	203 14%	318 17%	343 17%	413 17%	160 9%	443 12%	661 19%	249 19%	211 12%	119 14%	67 14%	204 16%	160 16%	130 15%	120 15%	53 11%	123 17%	147 14%	281 17%	158 16%
Not working but seeking work or temporarily unemployed or sick	706 7%	321 6%	385 8%	89 17%	112 8%	166 9%	219 11%	111 5%	9 *	96 3%	179 5%	62 5%	369 20%	58 7%	33 7%	107 8%	67 7%	61 7%	57 7%	35 7%	46 6%	90 9%	104 6%	50 5%
Not working and not seeking work	467 5%	213 4%	254 5%	81 16%	47 3%	73 4%	127 6%	133 5%	5 *	66 2%	107 3%	39 3%	255 14%	35 4%	31 6%	73 6%	38 4%	44 5%	40 5%	23 5%	27 4%	48 5%	69 4%	38 4%
Retired on a state pension only	506 5%	185 4%	321 6%	- -	- -	- -	11 1%	155 6%	340 18%	72 2%	64 2%	40 3%	330 18%	38 4%	23 5%	61 5%	41 4%	45 5%	44 5%	25 5%	39 5%	44 4%	87 5%	59 6%
Retired with a private pension	2202 22%	1506 29%	696 14%	- -	- -	7 *	73 4%	862 35%	1260 68%	1391 38%	596 17%	135 10%	79 4%	189 22%	112 23%	285 22%	204 21%	182 21%	164 20%	123 25%	176 24%	157 15%	380 23%	230 24%
House person, housewife, househusband, etc.	818 8%	66 1%	753 15%	43 8%	181 13%	250 13%	222 11%	112 5%	11 1%	166 5%	202 6%	159 12%	291 16%	67 8%	36 7%	109 8%	88 9%	73 8%	77 10%	42 8%	60 8%	64 6%	126 7%	77 8%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 15

Which of the following best describes your current working status?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Working full time - working 30 hours per week or more	3976 39%	1145	970	847	883	1375	587	854	1347	486	805	1366	326	849	886	337	2062	1750	30
		36%	40%	40%	34%	41%	38%	33%	40%	36%	32%	38%	32%	31%	35%	32%	42%	37%	38%
Working part time - working between 8 and 29 hours per week	1564 15%	457	374	341	378	501	235	371	499	192	354	532	156	398	376	155	750	730	16
		14%	16%	16%	14%	15%	15%	14%	15%	14%	14%	15%	15%	14%	15%	15%	15%	15%	20%
Not working but seeking work or temporarily unemployed or sick	706 7%	135	160	119	99	241	83	87	230	76	91	250	53	105	167	52	444	202	2
		4%	7%	6%	4%	7%	5%	3%	7%	6%	4%	7%	5%	4%	7%	5%	9%	4%	3%
Not working and not seeking work	467 5%	87	123	91	69	143	62	73	151	45	68	163	36	78	129	46	268	160	7
		3%	5%	4%	3%	4%	4%	3%	4%	3%	3%	5%	4%	3%	5%	4%	5%	3%	8%
Retired on a state pension only	506 5%	198	124	88	171	169	71	165	183	65	162	200	59	186	159	68	278	198	3
		6%	5%	4%	6%	5%	5%	6%	5%	5%	7%	6%	6%	7%	6%	6%	6%	4%	3%
Retired with a private pension	2202 22%	990	468	468	892	630	419	894	671	390	864	787	329	1022	588	344	653	1469	16
		31%	19%	22%	34%	19%	27%	35%	20%	29%	35%	22%	33%	37%	24%	33%	13%	31%	21%
House person, housewife, househusband, etc.	818 8%	190	193	150	134	286	93	129	295	81	138	292	50	136	190	51	511	253	5
		6%	8%	7%	5%	9%	6%	5%	9%	6%	6%	8%	5%	5%	8%	5%	10%	5%	7%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 15

Which of the following best describes your current working status?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Working full time - working 30 hours per week or more	3976 39%	51 51%	201 52%	557 44%	690 33%	246 37%	183 40%	54 48%	57 42%	319 31%	517 43%	415 40%	255 41%	77 46%	37 40%	231 34%	87 42%	520 45%	3456 38%	1203 72%	2773 72%
Working part time - working between 8 and 29 hours per week	1564 15%	19 19%	58 15%	198 16%	354 17%	94 14%	66 14%	19 17%	19 14%	130 13%	169 14%	176 17%	111 18%	14 9%	14 15%	109 16%	15 7%	153 13%	1411 16%	473 28%	1091 28%
Not working but seeking work or temporarily unemployed or sick	706 7%	11 11%	48 12%	133 10%	109 5%	61 9%	21 5%	8 7%	26 19%	34 3%	49 4%	62 6%	41 7%	13 8%	2 2%	65 10%	22 11%	59 5%	647 7%	-	-
Not working and not seeking work	467 5%	2 2%	25 6%	72 6%	80 4%	45 7%	18 4%	3 2%	5 4%	30 3%	42 3%	39 4%	26 4%	4 2%	3 3%	46 7%	28 14%	53 5%	414 5%	-	-
Retired on a state pension only	506 5%	1 1%	11 3%	54 4%	142 7%	44 7%	36 8%	9 8%	6 5%	57 5%	39 3%	25 2%	21 3%	3 2%	4 5%	42 6%	11 5%	84 7%	422 5%	-	-
Retired with a private pension	2202 22%	8 8%	14 4%	69 5%	531 26%	91 14%	111 24%	6 6%	5 3%	423 41%	329 28%	278 27%	138 22%	52 31%	30 33%	99 14%	17 8%	186 16%	2015 22%	-	-
House person, housewife, househusband, etc.	818 8%	8 8%	32 8%	191 15%	163 8%	75 11%	26 6%	13 12%	19 14%	43 4%	52 4%	37 4%	31 5%	2 1%	2 2%	96 14%	27 13%	91 8%	728 8%	-	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 15

Which of the following best describes your current working status?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Working full time - working 30 hours per week or more	3976 39%	842 39%	268 43%	275 43%	268 43%	414 38%	400 44%	418 41%	435 39%	384 33%	272 32%	145 38%
Working part time - working between 8 and 29 hours per week	1564 15%	323 15%	103 16%	86 14%	98 16%	184 17%	148 16%	163 16%	168 15%	164 14%	127 15%	57 15%
Not working but seeking work or temporarily unemployed or sick	706 7%	236 11%	55 9%	39 6%	44 7%	93 9%	66 7%	41 4%	58 5%	39 3%	34 4%	30 8%
Not working and not seeking work	467 5%	144 7%	39 6%	38 6%	29 5%	50 5%	48 5%	31 3%	33 3%	37 3%	21 2%	22 6%
Retired on a state pension only	506 5%	95 4%	24 4%	28 4%	21 3%	43 4%	43 5%	51 5%	50 4%	76 6%	75 9%	16 4%
Retired with a private pension	2202 22%	328 15%	98 16%	115 18%	113 18%	189 17%	139 15%	245 24%	307 27%	388 33%	280 33%	68 18%
House person, housewife, househusband, etc.	818 8%	217 10%	43 7%	54 9%	57 9%	118 11%	63 7%	69 7%	66 6%	86 7%	45 5%	43 11%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 16

Do you work in any of the following occupations?

Base : All working currently

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	5532	2917	2615	310	1101	1416	1407	1071	227	1851	2336	853	492	467	250	658	527	453	423	253	382	627	952	540
Weighted Base	5539	2913	2626	307	1104	1430	1415	1058	225	1839	2344	860	496	475	257	675	535	462	424	253	375	640	921	523
Central government including all administrative departments and central government agencies such as the Bank of England	153 3%	85 3%	68 3%	3 1%	27 2%	48 3%	45 3%	30 3%	1 *	59 3%	82 4%	8 1%	4 1%	14 3%	13 5%	23 3%	18 3%	8 2%	9 2%	11 4%	8 2%	20 3%	17 2%	12 2%
HM Forces	24 *	21 1%	3 *	2 1%	5 *	7 *	7 *	4 *	- -	12 1%	6 *	7 1%	- -	6 1%	1 *	1 *	- -	1 *	4 1%	1 *	1 *	1 *	1 *	7 1%
National Health Service	322 6%	100 3%	222 8%	17 5%	56 5%	93 7%	84 6%	62 6%	9 4%	95 5%	157 7%	49 6%	21 4%	36 7%	16 6%	55 8%	32 6%	29 6%	29 7%	11 4%	18 5%	21 3%	44 5%	30 6%
Universities and Academies funded by government	138 2%	74 3%	64 2%	4 1%	47 4%	23 2%	38 3%	21 2%	6 3%	56 3%	70 3%	9 1%	2 *	10 2%	8 3%	14 2%	15 3%	7 2%	17 4%	6 2%	13 4%	17 3%	22 2%	10 2%
Courts service	18 *	11 *	7 *	- -	5 *	1 *	2 *	6 1%	4 2%	6 *	11 *	- -	- -	- -	1 *	4 1%	4 1%	1 *	- -	1 *	2 1%	3 *	2 *	1 *
Local government administration	221 4%	102 3%	119 5%	3 1%	57 5%	52 4%	54 4%	47 4%	7 3%	71 4%	123 5%	16 2%	11 2%	21 4%	8 3%	36 5%	25 5%	22 5%	12 3%	23 9%	12 3%	13 2%	31 3%	17 3%
Police service	65 1%	40 1%	25 1%	4 1%	12 1%	22 2%	17 1%	7 1%	2 1%	18 1%	36 2%	8 1%	3 1%	5 1%	2 1%	2 *	5 1%	6 1%	7 2%	10 4%	5 1%	3 *	13 1%	7 1%
Public sector housing	50 1%	27 1%	22 1%	- -	5 *	12 1%	18 1%	8 1%	6 3%	23 1%	14 1%	10 1%	3 1%	4 1%	1 *	10 1%	3 1%	10 2%	3 1%	1 *	4 1%	3 *	8 1%	3 1%
Teaching employed by local education authority including voluntary aided schools and foundation schools	321 6%	88 3%	233 9%	10 3%	62 6%	73 5%	95 7%	76 7%	5 2%	129 7%	154 7%	25 3%	13 3%	28 6%	15 6%	37 6%	26 5%	30 6%	25 6%	11 4%	29 8%	30 5%	56 6%	35 7%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	39 1%	33 1%	6 *	2 1%	5 *	12 1%	11 1%	7 1%	2 1%	7 *	8 *	11 1%	14 3%	2 *	1 *	4 1%	3 1%	4 1%	6 1%	2 1%	5 1%	6 1%	5 *	1 *

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 16

Do you work in any of the following occupations?

Base : All working currently

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	
Weighted Base	5539	2913	2626	307	1104	1430	1415	1058	225	1839	2344	860	496	475	257	675	535	462	424	253	375	640	921	523
Bradford and Bingley or Northern Rock Building societies	3 *	1	2	-	1	2	-	-	-	1	2	-	-	-	3	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	323 6%	153	170	10	55	84	103	63	7	79	152	73	18	36	17	45	32	31	18	17	14	39	52	22
None of the above	3863 70%	2178	1686	252	768	1002	939	727	175	1282	1530	644	407	313	172	444	373	312	293	159	264	485	670	378
		75%	64%	82%	70%	70%	66%	69%	78%	70%	65%	75%	82%	66%	67%	66%	70%	68%	69%	63%	70%	76%	73%	72%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 16

Do you work in any of the following occupations?

Base : All working currently

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	5532	1671	1049	1366	1317	1703	904	1281	1700	740	1211	1776	523	1295	1148	522	2749	2532	46
Weighted Base	5539	1602	1344	1188	1261	1876	822	1224	1845	678	1159	1898	482	1246	1262	492	2812	2479	46
Central government including all administrative departments and central government agencies such as the Bank of England	153 3%	33 2%	49 4%	32 3%	29 2%	63 3%	22 3%	25 2%	64 3%	20 3%	22 2%	76 4%	13 3%	26 2%	52 4%	12 2%	91 3%	57 2%	1 2%
HM Forces	24 *	12 1%	3 *	6 1%	8 1%	3 *	5 1%	10 1%	3 *	4 1%	10 1%	3 *	3 1%	9 1%	1 *	3 1%	12 *	11 *	1 3%
National Health Service	322 6%	83 5%	83 6%	66 6%	65 5%	117 6%	46 6%	69 6%	105 6%	39 6%	58 5%	113 6%	29 6%	66 5%	78 6%	31 6%	172 6%	137 6%	4 10%
Universities and Academies funded by government	138 2%	25 2%	40 3%	55 5%	20 2%	50 3%	38 5%	17 1%	54 3%	35 5%	14 1%	53 3%	19 4%	10 1%	44 3%	18 4%	41 1%	92 4%	2 4%
Courts service	18 *	6 *	6 *	2 *	5 *	7 *	1 *	5 *	6 *	3 *	4 *	8 *	2 *	4 *	9 1%	- -	6 *	10 *	- -
Local government administration	221 4%	58 4%	69 5%	64 5%	40 3%	94 5%	43 5%	40 3%	94 5%	32 5%	46 4%	80 4%	28 6%	45 4%	58 5%	28 6%	111 4%	99 4%	2 5%
Police service	65 1%	30 2%	13 1%	10 1%	23 2%	20 1%	8 1%	26 2%	17 1%	6 1%	20 2%	17 1%	7 1%	18 1%	11 1%	5 1%	32 1%	30 1%	- -
Public sector housing	50 1%	9 1%	26 2%	10 1%	7 1%	24 1%	12 1%	3 *	29 2%	4 1%	4 *	32 2%	3 1%	7 1%	28 2%	4 1%	31 1%	18 1%	- -
Teaching employed by local education authority including voluntary aided schools and foundation schools	321 6%	87 5%	106 8%	77 6%	73 6%	126 7%	62 8%	68 6%	120 6%	54 8%	58 5%	117 6%	40 8%	65 5%	81 6%	45 9%	116 4%	194 8%	1 3%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	39 1%	11 1%	10 1%	8 1%	11 1%	12 1%	5 1%	10 1%	17 1%	4 1%	13 1%	18 1%	2 *	14 1%	12 1%	2 *	28 1%	12 *	- -
Bradford and Bingley or Northern Rock Building societies	3 *	- -	1 *	1 *	- -	2 *	- -	- -	2 *	- -	- -	1 *	- -	- -	1 *	- -	2 *	1 *	- -

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 16

Do you work in any of the following occupations?

Base : All working currently

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Weighted Base	5539	1602	1344	1188	1261	1876	822	1224	1845	678	1159	1898	482	1246	1262	492	2812	2479	46
Other public sector occupation (please specify as much detail as possible)	323 6%	65 4%	97 7%	77 7%	52 4%	141 8%	52 6%	42 3%	150 8%	42 6%	46 4%	143 8%	35 7%	58 5%	105 8%	29 6%	186 7%	127 5%	2 4%
None of the above	3863 70%	1184 74%	841 63%	779 66%	929 74%	1216 65%	527 64%	910 74%	1184 64%	433 64%	865 75%	1236 65%	300 62%	926 74%	783 62%	316 64%	1985 71%	1693 68%	32 70%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 16

Do you work in any of the following occupations?

Base : All working currently

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	5532	70	258	752	1061	314	250	70	74	464	698	574	370	93	50	334	100	666	4866	1657	3875
Weighted Base	5539	70	259	755	1044	340	249	74	75	449	686	590	365	91	51	340	101	673	4867	1676	3863
Central government including all administrative departments and central government agencies such as the Bank of England	153 3%	1 2%	10 4%	10 1%	26 2%	15 4%	7 3%	2 3%	3 4%	10 2%	25 4%	14 2%	13 3%	1 1%	4 7%	10 3%	4 4%	15 2%	138 3%	153 9%	-
HM Forces	24 *	-	-	2 *	6 1%	1 *	2 1%	2 3%	-	5 1%	4 1%	1 *	1 *	-	-	1 *	-	2 *	22 *	24 1%	-
National Health Service	322 6%	4 5%	22 8%	36 5%	84 8%	31 9%	10 4%	8 11%	3 4%	25 6%	31 5%	24 4%	16 4%	2 2%	4 9%	18 5%	3 3%	37 5%	285 6%	322 19%	-
Universities and Academies funded by government	138 2%	3 4%	7 3%	10 1%	10 1%	4 1%	5 2%	2 2%	-	9 2%	9 1%	43 7%	24 7%	6 6%	1 2%	4 1%	1 1%	11 2%	127 3%	138 8%	-
Courts service	18 *	-	1 *	1 *	4 *	-	1 *	-	-	2 *	5 1%	2 *	1 *	-	-	-	-	-	18 *	18 1%	-
Local government administration	221 4%	2 3%	6 2%	24 3%	47 5%	6 2%	12 5%	7 9%	1 1%	12 3%	22 3%	34 6%	22 6%	2 2%	4 7%	16 5%	6 6%	28 4%	193 4%	221 13%	-
Police service	65 1%	1 1%	1 *	6 1%	23 2%	3 1%	6 3%	-	-	4 1%	9 1%	4 1%	2 1%	1 1%	1 2%	3 1%	1 1%	11 2%	54 1%	65 4%	-
Public sector housing	50 1%	-	2 1%	6 1%	11 1%	4 1%	1 *	3 3%	-	3 1%	4 1%	9 1%	3 1%	-	-	3 1%	1 1%	5 1%	45 1%	50 3%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	321 6%	4 6%	9 3%	24 3%	68 6%	12 4%	11 5%	1 2%	4 5%	31 7%	37 5%	62 10%	24 7%	1 1%	6 12%	21 6%	6 6%	21 3%	301 6%	321 19%	-
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	39 1%	1 2%	1 *	7 1%	6 1%	2 1%	3 1%	1 1%	-	4 1%	5 1%	6 1%	1 *	1 1%	-	2 1%	-	6 1%	33 1%	39 2%	-
Bradford and Bingley or Northern Rock Building societies	3 *	-	-	-	-	-	-	-	1 1%	-	-	-	1 *	-	-	1 *	-	1 *	2 *	3 *	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 16

Do you work in any of the following occupations?

Base : All working currently

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Weighted Base	5539	70	259	755	1044	340	249	74	75	449	686	590	365	91	51	340	101	673	4867	1676	3863
Other public sector occupation (please specify as much detail as possible)	323 6%	3 4%	21 8%	47 6%	59 6%	25 7%	9 3%	2 3%	5 7%	17 4%	28 4%	48 8%	19 5%	2 2%	6 12%	28 8%	3 3%	32 5%	291 6%	323 19%	- -
None of the above	3863 70%	51 73%	179 69%	583 77%	700 67%	236 69%	182 73%	46 62%	59 78%	328 73%	508 74%	344 58%	238 65%	76 83%	26 51%	233 69%	76 75%	504 75%	3359 69%	- -	3863 100%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 16

Do you work in any of the following occupations?

Base : All working currently

	Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90		91-100
Unweighted Base	5532	1092	356	353	360	601	561	597	627	569	416	210
Weighted Base	5539	1165	371	361	365	598	548	581	604	548	399	201
Central government including all administrative departments and central government agencies such as the Bank of England	153 3%	44 4%	12 3%	15 4%	14 4%	16 3%	11 2%	20 3%	7 1%	9 2%	5 1%	7 3%
HM Forces	24 *	2 *	1 *	1 *	-	3 *	3 *	4 1%	3 *	6 1%	2 *	-
National Health Service	322 6%	81 7%	22 6%	15 4%	20 6%	46 8%	30 5%	36 6%	32 5%	26 5%	14 4%	14 7%
Universities and Academies funded by government	138 2%	48 4%	8 2%	6 2%	9 2%	16 3%	22 4%	12 2%	9 2%	6 1%	3 1%	6 3%
Courts service	18 *	4 *	2 1%	-	1 *	-	1 *	3 *	1 *	3 1%	2 *	1 *
Local government administration	221 4%	58 5%	17 5%	19 5%	8 2%	22 4%	26 5%	23 4%	24 4%	13 2%	12 3%	10 5%
Police service	65 1%	10 1%	4 1%	4 1%	3 1%	9 2%	8 1%	9 1%	6 1%	5 1%	8 2%	8 4%
Public sector housing	50 1%	19 2%	4 1%	4 1%	1 *	8 1%	7 1%	2 *	-	5 1%	-	2 1%
Teaching employed by local education authority including voluntary aided schools and foundation schools	321 6%	70 6%	21 6%	25 7%	20 5%	35 6%	24 4%	47 8%	24 4%	30 6%	25 6%	9 4%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	39 1%	12 1%	2 1%	2 1%	1 *	9 2%	3 1%	1 *	2 *	3 1%	4 1%	2 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 16

Do you work in any of the following occupations?

Base : All working currently

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Weighted Base	5539	1165	371	361	365	598	548	581	604	548	399	201
Bradford and Bingley or Northern Rock Building societies	3 *	-	-	1	-	1	-	-	1	-	-	-
Other public sector occupation (please specify as much detail as possible)	323 6%	88	27	25	27	40	31	26	18	20	19	12
None of the above	3863 70%	728	250	244	261	391	383	400	477	422	307	132
		63%	67%	68%	72%	65%	70%	69%	79%	77%	77%	66%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 17

Do you have any children aged 18 or under? If so, how old are they?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
No children aged 18 or under	7265	3867	3398	406	789	720	1282	2249	1817	2744	2494	790	1237	590	333	927	691	624	554	352	529	732	1220	715
	71%	74%	67%	78%	55%	37%	62%	93%	98%	76%	71%	61%	68%	69%	68%	71%	71%	72%	69%	70%	73%	70%	72%	73%
Yes - children aged under 5 years old	1070	430	640	80	475	433	65	10	8	312	374	183	201	91	49	138	93	97	87	59	68	127	171	90
	10%	8%	13%	15%	33%	22%	3%	*	*	9%	11%	14%	11%	11%	10%	10%	10%	11%	12%	9%	12%	10%	9%	
Yes - children aged 5 to 10 years old	1138	471	668	26	271	586	220	28	7	339	362	202	235	105	52	172	114	83	104	62	63	113	167	104
	11%	9%	13%	5%	19%	30%	11%	1%	*	9%	10%	16%	13%	12%	11%	13%	12%	10%	13%	12%	9%	11%	10%	11%
Yes - children aged 11 to 15 years old	1142	527	615	17	107	522	408	73	15	351	371	202	219	104	71	156	115	82	95	52	65	96	190	116
	11%	10%	12%	3%	7%	27%	20%	3%	1%	10%	11%	16%	12%	12%	14%	12%	12%	9%	12%	10%	9%	9%	11%	12%
Yes - children aged 16 to 18 years old	706	332	374	15	16	233	338	86	18	202	219	133	151	54	46	91	69	63	61	35	56	59	105	65
	7%	6%	7%	3%	1%	12%	16%	4%	1%	6%	6%	10%	8%	6%	9%	7%	7%	7%	8%	7%	8%	6%	6%	7%
Prefer not to answer	90	49	40	5	21	26	17	16	5	26	29	8	27	8	6	6	5	8	10	4	6	19	14	4
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	2%	1%	*

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 17

Do you have any children aged 18 or under? If so, how old are they?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
No children aged 18 or under	7265 71%	2473 77%	1617 67%	1551 74%	2107 80%	2202 66%	1188 77%	2073 81%	2255 67%	1024 77%	2001 81%	2500 70%	773 77%	2243 81%	1801 72%	822 78%	3292 66%	3625 76%	56 71%
Yes - children aged under 5 years old	1070 10%	248 8%	286 12%	197 9%	160 6%	396 12%	126 8%	150 6%	345 10%	104 8%	130 5%	327 9%	66 7%	121 4%	166 7%	49 5%	604 12%	415 9%	11 14%
Yes - children aged 5 to 10 years old	1138 11%	283 9%	325 13%	191 9%	198 8%	448 13%	129 8%	184 7%	461 14%	110 8%	182 7%	436 12%	81 8%	191 7%	260 10%	87 8%	661 13%	401 8%	13 16%
Yes - children aged 11 to 15 years old	1142 11%	300 9%	305 13%	215 10%	229 9%	459 14%	140 9%	219 9%	473 14%	121 9%	225 9%	455 13%	92 9%	265 10%	310 12%	96 9%	655 13%	438 9%	7 9%
Yes - children aged 16 to 18 years old	706 7%	187 6%	201 8%	124 6%	138 5%	271 8%	83 5%	141 5%	287 9%	72 5%	144 6%	296 8%	60 6%	165 6%	225 9%	70 7%	416 8%	253 5%	8 10%
Prefer not to answer	90 1%	17 1%	18 1%	18 1%	10 *	34 1%	12 1%	11 *	27 1%	11 1%	9 *	28 1%	8 1%	12 *	16 1%	12 1%	45 1%	32 1%	1 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 17

Do you have any children aged 18 or under? If so, how old are they?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
No children aged 18 or under	7265 71%	56 56%	268 69%	668 52%	1554 75%	420 64%	351 76%	65 58%	63 46%	869 84%	896 75%	799 78%	462 74%	126 76%	73 78%	461 67%	136 66%	810 71%	6455 71%	1025 61%	2460 64%
Yes - children aged under 5 years old	1070 10%	17 17%	63 16%	256 20%	144 7%	87 13%	26 6%	20 18%	30 22%	48 5%	116 10%	92 9%	53 8%	11 6%	4 5%	75 11%	28 14%	117 10%	954 10%	198 12%	502 13%
Yes - children aged 5 to 10 years old	1138 11%	15 15%	48 12%	229 18%	204 10%	94 14%	40 9%	19 17%	29 21%	52 5%	115 10%	98 9%	48 8%	21 13%	9 10%	95 14%	23 11%	124 11%	1014 11%	235 14%	543 14%
Yes - children aged 11 to 15 years old	1142 11%	13 13%	32 8%	230 18%	228 11%	97 15%	44 9%	20 18%	27 19%	72 7%	101 8%	70 7%	65 10%	19 11%	6 7%	95 14%	25 12%	104 9%	1039 11%	273 16%	538 14%
Yes - children aged 16 to 18 years old	706 7%	11 11%	20 5%	135 11%	147 7%	59 9%	34 7%	10 9%	15 11%	52 5%	60 5%	40 4%	40 6%	8 5%	7 7%	54 8%	15 7%	90 8%	616 7%	162 10%	315 8%
Prefer not to answer	90 1%	4 4%	4 1%	11 1%	16 1%	7 1%	5 1%	2 2%	2 1%	4 *	7 1%	7 1%	7 1%	- -	1 1%	5 1%	8 4%	31 3%	58 1%	12 1%	42 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 17

Do you have any children aged 18 or under? If so, how old are they?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
No children aged 18 or under	7265 71%	1471 67%	427 68%	428 67%	421 67%	711 65%	609 67%	752 74%	841 75%	903 77%	702 82%	249 65%
Yes - children aged under 5 years old	1070 10%	225 10%	61 10%	64 10%	101 16%	137 13%	118 13%	103 10%	92 8%	115 10%	54 6%	54 14%
Yes - children aged 5 to 10 years old	1138 11%	264 12%	72 11%	85 13%	76 12%	158 14%	110 12%	107 11%	105 9%	99 8%	63 7%	50 13%
Yes - children aged 11 to 15 years old	1142 11%	277 13%	88 14%	83 13%	78 12%	138 13%	113 12%	102 10%	106 9%	103 9%	54 6%	55 14%
Yes - children aged 16 to 18 years old	706 7%	201 9%	46 7%	44 7%	40 6%	83 8%	70 8%	63 6%	74 7%	51 4%	34 4%	32 8%
Prefer not to answer	90 1%	25 1%	7 1%	6 1%	4 1%	19 2%	9 1%	6 1%	3 *	5 *	7 1%	5 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 18

Are you....?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Male	5203	5203	-	189	570	879	998	1364	1204	2205	1670	594	735	459	258	668	500	450	420	259	387	513	808	481
	51%	100%	-	36%	39%	46%	48%	56%	65%	61%	48%	46%	40%	53%	53%	51%	51%	52%	52%	52%	54%	49%	48%	49%
Female	5035	-	5035	332	874	1048	1068	1068	646	1426	1822	702	1086	403	233	642	472	416	386	243	335	531	878	496
	49%	-	100%	64%	61%	54%	52%	44%	35%	39%	52%	54%	60%	47%	47%	49%	49%	48%	48%	48%	46%	51%	52%	51%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 18

Are you....?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Male	5203	1795	1212	1054	1519	1736	811	1503	1784	688	1438	1946	534	1651	1356	553	2318	2645	47
	51%	56%	50%	50%	58%	52%	52%	58%	53%	52%	58%	54%	53%	60%	54%	53%	47%	56%	59%
Female	5035	1408	1201	1050	1107	1608	738	1068	1592	647	1044	1644	474	1123	1140	499	2648	2115	32
	49%	44%	50%	50%	42%	48%	48%	42%	47%	48%	42%	46%	47%	40%	46%	47%	53%	44%	41%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 18

Are you....?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Male	5203	38	157	574	861	310	238	59	74	676	759	554	351	134	56	262	98	623	4580	735	2178
	51%	38%	41%	45%	42%	47%	51%	52%	55%	65%	63%	54%	56%	81%	60%	38%	47%	54%	50%	44%	56%
Female	5035	61	231	700	1208	346	224	54	62	359	439	476	272	32	37	426	109	523	4512	940	1686
	49%	62%	59%	55%	58%	53%	49%	48%	45%	35%	37%	46%	44%	19%	40%	62%	53%	46%	50%	56%	44%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 18

Are you....?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Male	5203	1103	312	302	281	511	444	532	630	649	439	177
	51%	51%	50%	48%	45%	47%	49%	52%	56%	55%	51%	47%
Female	5035	1081	317	334	348	580	464	486	487	524	414	203
	49%	49%	50%	52%	55%	53%	51%	48%	44%	45%	49%	53%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 19

Which of the following ITV regions do you live in?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Anglia	931 9%	472 9%	459 9%	51 10%	126 9%	164 9%	193 9%	222 9%	176 10%	360 10%	289 8%	126 10%	157 9%	-	2 *	2 *	1 *	4 *	132 16%	-	641 89%	5 *	139 8%	4 *
Border	118 1%	64 1%	54 1%	8 2%	14 1%	24 1%	25 1%	28 1%	18 1%	38 1%	38 1%	11 1%	30 2%	48 6%	4 1%	64 5%	-	-	1 *	-	-	-	1 *	-
Central	1477 14%	762 15%	715 14%	72 14%	218 15%	276 14%	304 15%	335 14%	272 15%	492 14%	512 15%	193 15%	280 15%	10 1%	2 *	5 *	1 *	830 96%	517 64%	3 1%	5 1%	3 *	60 4%	41 4%
Granada	1253 12%	638 12%	615 12%	58 11%	172 12%	230 12%	238 12%	342 14%	212 11%	434 12%	398 11%	163 13%	258 14%	5 1%	8 2%	1200 92%	3 *	10 1%	5 1%	14 3%	-	1 *	5 *	2 *
London	1629 16%	792 15%	837 17%	97 19%	295 20%	316 16%	306 15%	325 13%	289 16%	638 18%	597 17%	137 11%	257 14%	-	2 *	1 *	-	2 *	3 *	-	65 9%	1031 99%	516 31%	7 1%
Meridian	1107 11%	566 11%	541 11%	51 10%	113 8%	185 10%	229 11%	308 13%	222 12%	436 12%	383 11%	126 10%	163 9%	-	-	1 *	-	2 *	1 *	-	1 *	2 *	957 57%	144 15%
TyneTees	486 5%	263 5%	223 4%	32 6%	54 4%	83 4%	104 5%	125 5%	89 5%	152 4%	179 5%	73 6%	83 5%	1 *	465 95%	3 *	17 2%	-	1 *	-	-	-	-	-
Wales	485 5%	249 5%	236 5%	20 4%	69 5%	94 5%	94 5%	114 5%	95 5%	144 4%	180 5%	68 5%	93 5%	-	-	3 *	-	-	-	480 96%	-	-	-	2 *
West	376 4%	193 4%	184 4%	11 2%	48 3%	79 4%	69 3%	93 4%	76 4%	153 4%	123 4%	42 3%	59 3%	4 *	-	14 1%	-	19 2%	1 *	4 1%	-	1 *	1 *	332 34%
Westcountry	446 4%	196 4%	250 5%	26 5%	50 3%	102 5%	83 4%	100 4%	86 5%	154 4%	148 4%	59 5%	85 5%	1 *	-	1 *	1 *	-	-	-	1 *	-	3 *	439 45%
Yorkshire	1122 11%	577 11%	544 11%	52 10%	171 12%	201 10%	260 13%	263 11%	175 9%	377 10%	348 10%	171 13%	226 12%	2 *	4 1%	8 1%	950 98%	-	144 18%	-	10 1%	-	2 *	2 *
STV	807 8%	430 8%	377 7%	42 8%	113 8%	173 9%	161 8%	178 7%	140 8%	254 7%	296 8%	127 10%	130 7%	791 92%	4 1%	6 *	-	-	-	-	-	-	2 *	4 *

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 19

Which of the following ITV regions do you live in?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Anglia	931 9%	354	176	190	321	241	133	303	243	125	292	254	101	326	178	96	428	447	9
Border	118 1%	33	27	24	29	35	16	29	32	13	27	33	12	30	23	12	61	53	-
Central	1477 14%	492	392	288	399	530	204	407	562	153	382	583	119	407	401	124	756	649	14
Granada	1253 12%	332	381	231	280	517	176	271	519	153	263	525	123	312	370	126	690	502	9
London	1629 16%	595	333	345	473	487	240	458	471	199	427	514	133	470	326	147	624	897	26
Meridian	1107 11%	429	167	273	366	273	217	350	272	192	341	321	157	385	210	155	443	615	7
TyneTees	486 5%	112	164	97	84	216	71	83	229	58	84	225	41	95	182	44	302	171	1
Wales	485 5%	114	124	88	100	183	59	103	172	54	101	192	37	106	140	44	274	198	3
West	376 4%	129	65	103	105	96	88	107	91	74	95	107	62	104	71	68	156	190	7
Westcountry	446 4%	151	58	137	119	95	115	118	102	98	122	121	73	121	75	70	211	213	1
Yorkshire	1122 11%	329	301	210	250	425	135	238	435	126	239	447	86	278	306	112	599	480	1
STV	807 8%	133	226	118	101	245	96	108	247	90	110	268	64	140	215	54	422	345	3

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 19

Which of the following ITV regions do you live in?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Anglia	931 9%	8 8%	12 3%	143 11%	212 10%	53 8%	40 9%	-	5 3%	111 11%	96 8%	86 8%	65 10%	16 9%	1 1%	60 9%	25 12%	110 10%	821 9%	136 8%	345 9%
Border	118 1%	-	-	17 1%	22 1%	4 1%	4 1%	4 4%	2 1%	11 1%	20 2%	11 1%	6 1%	1 1%	3 3%	5 1%	9 4%	7 1%	111 1%	26 2%	40 1%
Central	1477 14%	5 5%	54 14%	219 17%	348 17%	88 13%	61 13%	4 4%	10 8%	155 15%	168 14%	144 14%	97 16%	15 9%	1 1%	85 12%	23 11%	162 14%	1315 14%	249 15%	559 14%
Granada	1253 12%	3 3%	59 15%	128 10%	242 12%	147 22%	72 16%	2 2%	40 29%	116 11%	109 9%	154 15%	66 11%	15 9%	1 1%	81 12%	18 9%	132 12%	1121 12%	218 13%	420 11%
London	1629 16%	76 77%	119 31%	169 13%	297 14%	63 10%	39 8%	3 3%	8 6%	169 16%	250 21%	213 21%	108 17%	51 31%	3 3%	43 6%	17 8%	214 19%	1415 16%	246 15%	720 19%
Meridian	1107 11%	3 3%	28 7%	132 10%	253 12%	45 7%	41 9%	-	7 5%	155 15%	162 14%	105 10%	74 12%	19 12%	-	69 10%	14 7%	120 10%	987 11%	156 9%	436 11%
TyneTees	486 5%	-	14 4%	73 6%	94 5%	50 8%	24 5%	-	13 9%	28 3%	48 4%	47 5%	26 4%	8 5%	-	55 8%	8 4%	47 4%	439 5%	81 5%	164 4%
Wales	485 5%	-	10 2%	62 5%	111 5%	52 8%	30 7%	-	7 5%	35 3%	50 4%	43 4%	24 4%	9 6%	-	39 6%	14 7%	57 5%	429 5%	94 6%	154 4%
West	376 4%	2 2%	16 4%	37 3%	62 3%	18 3%	16 3%	-	4 3%	54 5%	59 5%	45 4%	26 4%	8 5%	-	20 3%	9 4%	36 3%	340 4%	64 4%	139 4%
Westcountry	446 4%	2 2%	6 2%	42 3%	100 5%	22 3%	22 5%	1 1%	4 3%	60 6%	50 4%	42 4%	33 5%	8 5%	4 4%	41 6%	8 4%	41 4%	406 4%	70 4%	176 5%
Yorkshire	1122 11%	-	44 11%	153 12%	220 11%	103 16%	79 17%	1 1%	26 19%	96 9%	117 10%	83 8%	65 10%	9 5%	-	95 14%	32 15%	142 12%	979 11%	187 11%	421 11%
STV	807 8%	1 1%	27 7%	100 8%	108 5%	12 2%	33 7%	97 86%	10 7%	45 4%	70 6%	58 6%	32 5%	7 4%	80 86%	96 14%	30 15%	78 7%	729 8%	150 9%	289 7%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 19

Which of the following ITV regions do you live in?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Anglia	931 9%	166 8%	51 8%	50 8%	51 8%	100 9%	92 10%	103 10%	105 9%	111 9%	102 12%	39 10%
Border	118 1%	19 1%	12 2%	6 1%	10 2%	17 2%	10 1%	7 1%	13 1%	15 1%	9 1%	3 1%
Central	1477 14%	310 14%	97 15%	86 13%	85 14%	161 15%	131 14%	149 15%	166 15%	173 15%	119 14%	66 17%
Granada	1253 12%	325 15%	78 12%	78 12%	80 13%	123 11%	111 12%	127 12%	124 11%	116 10%	91 11%	34 9%
London	1629 16%	282 13%	81 13%	94 15%	94 15%	176 16%	155 17%	179 18%	197 18%	222 19%	148 17%	81 21%
Meridian	1107 11%	183 8%	67 11%	63 10%	68 11%	111 10%	110 12%	106 10%	155 14%	147 13%	97 11%	54 14%
TyneTees	486 5%	133 6%	38 6%	39 6%	35 6%	41 4%	38 4%	37 4%	49 4%	53 5%	23 3%	12 3%
Wales	485 5%	119 5%	39 6%	26 4%	30 5%	47 4%	36 4%	43 4%	52 5%	53 5%	40 5%	8 2%
West	376 4%	60 3%	18 3%	23 4%	28 4%	45 4%	35 4%	41 4%	41 4%	52 4%	34 4%	18 5%
Westcountry	446 4%	82 4%	25 4%	29 5%	22 3%	43 4%	46 5%	47 5%	52 5%	49 4%	52 6%	12 3%
Yorkshire	1122 11%	272 12%	72 11%	81 13%	65 10%	128 12%	95 10%	105 10%	100 9%	114 10%	90 11%	36 10%
STV	807 8%	233 11%	52 8%	62 10%	61 10%	98 9%	49 5%	74 7%	63 6%	67 6%	48 6%	17 5%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 20

Which one of these regions do you live in?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Scotland	861	459	403	45	122	186	170	194	144	267	316	134	145	861	-	-	-	-	-	-	-	-	-	-
	8%	9%	8%	9%	8%	10%	8%	8%	8%	7%	9%	10%	8%	100%	-	-	-	-	-	-	-	-	-	-
North East	492	258	233	36	58	86	106	122	84	146	184	79	83	-	492	-	-	-	-	-	-	-	-	-
	5%	5%	5%	7%	4%	4%	5%	5%	5%	4%	5%	6%	5%	-	100%	-	-	-	-	-	-	-	-	-
North West	1310	668	642	60	194	247	254	343	210	451	418	168	274	-	-	1310	-	-	-	-	-	-	-	-
	13%	13%	13%	12%	13%	13%	12%	14%	11%	12%	12%	13%	15%	-	-	100%	-	-	-	-	-	-	-	-
Yorkshire & Humberside	972	500	472	44	155	176	227	222	150	327	317	140	188	-	-	-	972	-	-	-	-	-	-	-
	9%	10%	9%	8%	11%	9%	11%	9%	8%	9%	9%	11%	10%	-	-	-	100%	-	-	-	-	-	-	-
West Midlands	866	450	416	48	130	152	165	209	162	302	292	110	162	-	-	-	-	866	-	-	-	-	-	-
	8%	9%	8%	9%	9%	8%	8%	9%	9%	8%	8%	9%	9%	-	-	-	-	100%	-	-	-	-	-	-
East Midlands	806	420	386	39	105	153	174	188	146	261	250	123	171	-	-	-	-	-	806	-	-	-	-	-
	8%	8%	8%	7%	7%	8%	8%	8%	8%	7%	7%	10%	9%	-	-	-	-	-	100%	-	-	-	-	-
Wales	502	259	243	21	69	96	98	119	98	150	187	67	98	-	-	-	-	-	-	502	-	-	-	-
	5%	5%	5%	4%	5%	5%	5%	5%	5%	4%	5%	5%	5%	-	-	-	-	-	-	100%	-	-	-	-
Eastern	723	387	335	39	84	120	149	177	154	292	216	94	120	-	-	-	-	-	-	-	723	-	-	-
	7%	7%	7%	8%	6%	6%	7%	7%	8%	8%	6%	7%	7%	-	-	-	-	-	-	-	100%	-	-	-
London	1043	513	531	78	236	208	181	179	162	398	396	83	166	-	-	-	-	-	-	-	-	1043	-	-
	10%	10%	11%	15%	16%	11%	9%	7%	9%	11%	11%	6%	9%	-	-	-	-	-	-	-	-	100%	-	-
South East	1686	808	878	72	191	297	359	441	326	653	591	190	252	-	-	-	-	-	-	-	-	-	1686	-
	16%	16%	17%	14%	13%	15%	17%	18%	18%	18%	17%	15%	14%	-	-	-	-	-	-	-	-	-	100%	-
South West	977	481	496	38	101	204	184	237	214	384	324	108	162	-	-	-	-	-	-	-	-	-	-	977
	10%	9%	10%	7%	7%	11%	9%	10%	12%	11%	9%	8%	9%	-	-	-	-	-	-	-	-	-	-	100%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 20

Which one of these regions do you live in?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Scotland	861 8%	141 4%	241 10%	130 6%	106 4%	267 8%	101 7%	113 4%	265 8%	94 7%	113 5%	288 8%	68 7%	148 5%	227 9%	61 6%	451 9%	367 8%	3 3%
North East	492 5%	112 4%	164 7%	95 5%	85 3%	218 7%	68 4%	84 3%	228 7%	55 4%	85 3%	224 6%	37 4%	93 3%	180 7%	41 4%	315 6%	164 3%	1 1%
North West	1310 13%	343 11%	391 16%	243 12%	294 11%	527 16%	186 12%	280 11%	535 16%	160 12%	268 11%	546 15%	130 13%	319 12%	386 15%	127 12%	717 14%	531 11%	8 10%
Yorkshire & Humberside	972 9%	284 9%	260 11%	186 9%	213 8%	373 11%	113 7%	205 8%	373 11%	111 8%	199 8%	386 11%	76 8%	235 8%	258 10%	104 10%	515 10%	421 9%	1 1%
West Midlands	866 8%	288 9%	241 10%	163 8%	235 9%	304 9%	118 8%	234 9%	331 10%	86 6%	220 9%	348 10%	64 6%	235 8%	239 10%	70 7%	450 9%	371 8%	11 14%
East Midlands	806 8%	265 8%	211 9%	157 7%	216 8%	298 9%	107 7%	216 8%	305 9%	91 7%	212 9%	308 9%	72 7%	234 8%	213 9%	78 7%	408 8%	354 7%	4 5%
Wales	502 5%	124 4%	128 5%	89 4%	108 4%	190 6%	59 4%	111 4%	177 5%	56 4%	109 4%	195 5%	39 4%	112 4%	143 6%	45 4%	284 6%	202 4%	4 5%
Eastern	723 7%	287 9%	132 5%	158 8%	254 10%	184 6%	116 7%	247 10%	183 5%	107 8%	238 10%	199 6%	81 8%	257 9%	149 6%	79 8%	321 6%	363 8%	8 10%
London	1043 10%	331 10%	274 11%	201 10%	241 9%	363 11%	144 9%	237 9%	345 10%	112 8%	223 9%	356 10%	65 6%	247 9%	235 9%	74 7%	406 8%	562 12%	20 25%
South East	1686 16%	674 21%	226 9%	405 19%	583 22%	396 12%	308 20%	558 22%	401 12%	269 20%	531 21%	468 13%	219 22%	598 22%	291 12%	222 21%	676 14%	929 20%	14 17%
South West	977 10%	355 11%	145 6%	277 13%	290 11%	225 7%	229 15%	286 11%	233 7%	194 15%	283 11%	272 8%	157 16%	295 11%	176 7%	150 14%	422 9%	496 10%	6 8%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 20

Which one of these regions do you live in?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Scotland	861 8%	1 1%	29 7%	107 8%	115 6%	15 2%	36 8%	106 94%	13 9%	46 4%	75 6%	62 6%	36 6%	9 5%	82 88%	96 14%	34 16%	81 7%	780 9%	162 10%	313 8%
North East	492 5%	- -	15 4%	80 6%	93 4%	51 8%	25 5%	- -	14 10%	29 3%	46 4%	41 4%	24 4%	8 5%	- -	59 9%	7 3%	46 4%	445 5%	85 5%	172 4%
North West	1310 13%	4 4%	59 15%	135 11%	255 12%	152 23%	74 16%	1 1%	39 29%	120 12%	123 10%	162 16%	66 11%	16 9%	1 1%	80 12%	21 10%	133 12%	1176 13%	231 14%	444 11%
Yorkshire & Humberside	972 9%	- -	41 11%	118 9%	179 9%	90 14%	72 15%	1 1%	26 19%	76 7%	107 9%	81 8%	60 10%	9 5%	- -	86 12%	27 13%	114 10%	858 9%	162 10%	373 10%
West Midlands	866 8%	2 2%	33 9%	129 10%	221 11%	41 6%	34 7%	1 1%	6 5%	78 8%	100 8%	79 8%	63 10%	9 5%	1 1%	51 7%	16 8%	98 9%	769 8%	150 9%	312 8%
East Midlands	806 8%	1 1%	24 6%	129 10%	181 9%	63 10%	37 8%	- -	5 4%	97 9%	74 6%	71 7%	50 8%	6 4%	2 2%	48 7%	17 8%	90 8%	716 8%	130 8%	293 8%
Wales	502 5%	- -	10 2%	65 5%	113 5%	54 8%	31 7%	- -	7 5%	38 4%	52 4%	41 4%	23 4%	9 6%	- -	42 6%	16 8%	62 5%	440 5%	94 6%	159 4%
Eastern	723 7%	6 6%	8 2%	97 8%	158 8%	38 6%	31 7%	- -	1 1%	93 9%	83 7%	72 7%	49 8%	18 11%	1 1%	49 7%	18 9%	91 8%	632 7%	111 7%	264 7%
London	1043 10%	64 65%	98 25%	99 8%	157 8%	42 6%	17 4%	1 1%	5 3%	92 9%	172 14%	165 16%	65 10%	30 18%	1 1%	23 3%	11 5%	141 12%	902 10%	154 9%	485 13%
South East	1686 16%	19 19%	48 12%	225 18%	402 19%	69 10%	60 13%	1 1%	11 8%	225 22%	222 19%	152 15%	113 18%	36 21%	2 2%	84 12%	20 9%	193 17%	1493 16%	251 15%	670 17%
South West	977 10%	3 3%	23 6%	90 7%	194 9%	42 6%	44 9%	2 2%	8 6%	141 14%	144 12%	102 10%	75 12%	17 10%	3 3%	71 10%	20 10%	96 8%	881 10%	145 9%	378 10%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 20

Which one of these regions do you live in?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Scotland	861 8%	248 11%	55 9%	67 11%	67 11%	109 10%	53 6%	76 7%	67 6%	71 6%	49 6%	18 5%
North East	492 5%	129 6%	36 6%	39 6%	34 5%	44 4%	44 5%	36 4%	48 4%	57 5%	24 3%	12 3%
North West	1310 13%	338 15%	89 14%	82 13%	88 14%	130 12%	111 12%	128 13%	131 12%	121 10%	92 11%	36 10%
Yorkshire & Humberside	972 9%	240 11%	66 11%	69 11%	59 9%	116 11%	78 9%	92 9%	91 8%	85 7%	76 9%	33 9%
West Midlands	866 8%	183 8%	59 9%	52 8%	50 8%	86 8%	76 8%	91 9%	96 9%	106 9%	68 8%	43 11%
East Midlands	806 8%	163 7%	49 8%	48 7%	49 8%	99 9%	72 8%	81 8%	73 7%	105 9%	66 8%	28 7%
Wales	502 5%	118 5%	40 6%	28 4%	30 5%	47 4%	37 4%	44 4%	56 5%	57 5%	45 5%	9 2%
Eastern	723 7%	132 6%	37 6%	36 6%	34 5%	76 7%	73 8%	82 8%	89 8%	83 7%	80 9%	33 9%
London	1043 10%	207 9%	58 9%	65 10%	66 10%	111 10%	108 12%	99 10%	120 11%	125 11%	84 10%	52 14%
South East	1686 16%	263 12%	84 13%	95 15%	100 16%	182 17%	166 18%	175 17%	222 20%	232 20%	166 20%	81 21%
South West	977 10%	163 7%	55 9%	55 9%	53 8%	92 8%	89 10%	113 11%	123 11%	131 11%	104 12%	37 10%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 21

Which of the following best describes your marital status?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Single	1812	900	912	333	481	440	307	191	61	402	743	195	473	166	93	245	151	149	132	77	110	308	240	141
	18%	17%	18%	64%	33%	23%	15%	8%	3%	11%	21%	15%	26%	19%	19%	19%	15%	17%	16%	15%	15%	30%	14%	14%
Married	5728	3224	2504	37	519	981	1185	1645	1361	2465	1763	748	752	482	264	736	563	486	463	300	428	457	979	570
	56%	62%	50%	7%	36%	51%	57%	68%	74%	68%	50%	58%	41%	56%	54%	56%	58%	56%	57%	60%	59%	44%	58%	58%
Civil Partnership	108	60	48	8	21	26	21	22	10	40	42	13	13	7	5	15	6	13	7	8	3	20	11	13
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	2%	1%	1%
Co Habiting	1246	544	702	130	365	325	214	150	61	338	463	219	226	104	55	155	153	109	103	63	79	117	194	113
	12%	10%	14%	25%	25%	17%	10%	6%	3%	9%	13%	17%	12%	12%	11%	12%	16%	13%	13%	13%	11%	11%	11%	12%
Widowed	294	101	193	-	-	5	28	102	159	121	89	17	66	27	19	33	20	31	20	14	21	35	50	23
	3%	2%	4%	-	-	*	1%	4%	9%	3%	3%	1%	4%	3%	4%	3%	2%	4%	3%	3%	3%	3%	3%	2%
Separated	193	69	124	4	22	41	71	34	22	39	76	23	55	23	12	28	10	16	17	7	13	18	33	16
	2%	1%	2%	1%	2%	2%	3%	1%	1%	1%	2%	2%	3%	3%	3%	2%	1%	2%	2%	1%	2%	2%	2%	2%
Divorced	776	279	497	-	17	87	223	276	172	202	286	70	216	44	40	91	66	57	56	32	64	67	168	92
	8%	5%	10%	-	1%	5%	11%	11%	9%	6%	8%	5%	12%	5%	8%	7%	7%	7%	7%	6%	9%	6%	10%	9%
Prefer not to answer	82	27	55	9	19	21	18	11	4	22	30	9	20	8	3	7	4	6	7	2	4	20	11	9
	1%	1%	1%	2%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	2%	1%	1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 21

Which of the following best describes your marital status?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Single	1812 18%	389	411	377	278	511	242	262	500	177	238	492	120	244	334	112	974	717	14
		12%	17%	18%	11%	15%	16%	10%	15%	13%	10%	14%	12%	9%	13%	11%	20%	15%	18%
Married	5728 56%	2105	1368	1147	1749	1951	904	1723	1997	812	1673	2162	645	1897	1531	674	2560	2904	44
		66%	57%	55%	67%	58%	58%	67%	59%	61%	67%	60%	64%	68%	61%	64%	52%	61%	56%
Civil Partnership	108 1%	23	24	25	21	38	23	18	39	24	16	43	15	20	28	12	49	50	3
		1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	4%
Co Habiting	1246 12%	268	311	263	198	432	161	185	414	119	176	392	82	177	244	77	738	458	4
		8%	13%	12%	8%	13%	10%	7%	12%	9%	7%	11%	8%	6%	10%	7%	15%	10%	5%
Widowed	294 3%	131	54	63	122	78	51	120	74	48	122	87	38	137	69	41	112	164	5
		4%	2%	3%	5%	2%	3%	5%	2%	4%	5%	2%	4%	5%	3%	4%	2%	3%	6%
Separated	193 2%	40	49	37	38	66	23	41	67	26	32	85	11	45	59	19	112	75	4
		1%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	5%
Divorced	776 8%	224	182	174	209	244	132	214	260	119	219	309	86	244	212	109	386	355	3
		7%	8%	8%	8%	7%	9%	8%	8%	9%	9%	9%	9%	9%	8%	10%	8%	7%	4%
Prefer not to answer	82 1%	22	13	17	10	24	13	8	24	9	7	20	10	10	18	8	36	36	2
		1%	1%	1%	*	1%	1%	*	1%	1%	*	1%	1%	*	1%	1%	1%	1%	2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 21

Which of the following best describes your marital status?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Single	1812 18%	28 28%	124 32%	295 23%	267 13%	122 19%	56 12%	17 15%	37 27%	125 12%	176 15%	216 21%	113 18%	31 19%	25 27%	122 18%	57 27%	236 21%	1577 17%	321 19%	796 21%
Married	5728 56%	39 39%	161 42%	564 44%	1287 62%	352 54%	290 63%	63 56%	57 42%	690 67%	722 60%	528 51%	348 56%	101 61%	53 57%	380 55%	92 44%	600 52%	5128 56%	894 53%	1944 50%
Civil Partnership	108 1%	2 2%	8 2%	15 1%	20 1%	6 1%	5 1%	- -	4 3%	9 1%	14 1%	13 1%	7 1%	- -	- -	4 1%	1 *	11 1%	97 1%	18 1%	51 1%
Co Habiting	1246 12%	16 16%	61 16%	261 21%	181 9%	88 13%	52 11%	17 15%	25 19%	57 6%	141 12%	136 13%	80 13%	12 7%	7 8%	79 11%	31 15%	141 12%	1105 12%	241 14%	644 17%
Widowed	294 3%	2 2%	1 *	18 1%	86 4%	18 3%	8 2%	3 3%	- -	52 5%	34 3%	29 3%	14 2%	4 2%	3 3%	18 3%	5 2%	29 3%	265 3%	18 1%	56 1%
Separated	193 2%	3 3%	8 2%	24 2%	40 2%	13 2%	9 2%	5 4%	6 4%	15 1%	21 2%	17 2%	7 1%	3 2%	2 2%	21 3%	1 *	14 1%	179 2%	35 2%	73 2%
Divorced	776 8%	5 5%	20 5%	88 7%	178 9%	53 8%	36 8%	6 5%	6 5%	83 8%	82 7%	82 8%	47 8%	13 8%	2 2%	57 8%	17 8%	99 9%	677 7%	137 8%	262 7%
Prefer not to answer	82 1%	5 5%	5 1%	10 1%	9 *	4 1%	5 1%	2 2%	1 1%	4 *	6 *	9 1%	7 1%	2 1%	1 1%	8 1%	4 2%	17 1%	64 1%	11 1%	38 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 21

Which of the following best describes your marital status?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Single	1812 18%	463 21%	136 22%	126 20%	137 22%	215 20%	176 19%	171 17%	162 15%	135 11%	91 11%	58 15%
Married	5728 56%	1109 51%	313 50%	335 53%	304 48%	582 53%	472 52%	607 60%	689 62%	774 66%	544 64%	236 62%
Civil Partnership	108 1%	22 1%	8 1%	6 1%	7 1%	16 1%	10 1%	9 1%	10 1%	9 1%	11 1%	5 1%
Co Habiting	1246 12%	315 14%	96 15%	85 13%	100 16%	143 13%	112 12%	105 10%	115 10%	104 9%	72 8%	30 8%
Widowed	294 3%	40 2%	14 2%	12 2%	16 3%	30 3%	26 3%	41 4%	38 3%	37 3%	39 5%	14 4%
Separated	193 2%	40 2%	9 1%	18 3%	17 3%	21 2%	18 2%	21 2%	23 2%	17 1%	9 1%	8 2%
Divorced	776 8%	174 8%	49 8%	50 8%	45 7%	75 7%	86 9%	58 6%	73 7%	87 7%	78 9%	27 7%
Prefer not to answer	82 1%	21 1%	4 1%	3 *	5 1%	10 1%	9 1%	6 1%	7 1%	10 1%	9 1%	4 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 22

What is the combined annual income of your household, prior to tax being deducted?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Up to £7,000	449 4%	158 3%	291 6%	70 13%	85 6%	96 5%	97 5%	78 3%	25 1%	27 1%	96 3%	22 2%	305 17%	43 5%	24 5%	64 5%	46 5%	45 5%	41 5%	19 4%	29 4%	43 4%	50 3%	44 5%
£7,001 to £14,000	1207 12%	460 9%	747 15%	69 13%	168 12%	207 11%	234 11%	259 11%	269 15%	143 4%	337 10%	155 12%	572 31%	104 12%	74 15%	164 13%	131 14%	102 12%	105 13%	64 13%	91 13%	91 9%	149 9%	131 13%
£14,001 to £21,000	1354 13%	654 13%	700 14%	49 9%	151 10%	232 12%	269 13%	350 14%	303 16%	282 8%	534 15%	230 18%	308 17%	118 14%	62 13%	185 14%	133 14%	123 14%	123 15%	78 16%	94 13%	98 9%	191 11%	149 15%
£21,001 to £28,000	1332 13%	711 14%	622 12%	54 10%	160 11%	238 12%	271 13%	304 13%	306 17%	419 12%	525 15%	231 18%	156 9%	101 12%	73 15%	192 15%	134 14%	126 15%	100 12%	82 16%	90 12%	113 11%	213 13%	108 11%
£28,001 to £34,000	1035 10%	564 11%	472 9%	43 8%	159 11%	170 9%	212 10%	253 10%	197 11%	377 10%	402 12%	180 14%	76 4%	95 11%	61 12%	130 10%	96 10%	78 9%	84 10%	54 11%	71 10%	90 9%	169 10%	106 11%
£34,001 to £41,000	1007 10%	601 12%	406 8%	38 7%	145 10%	222 12%	196 9%	236 10%	170 9%	433 12%	377 11%	138 11%	60 3%	89 10%	52 11%	134 10%	111 11%	86 10%	76 9%	43 8%	69 10%	96 9%	163 10%	88 9%
£41,001 to £48,000	615 6%	351 7%	264 5%	21 4%	118 8%	127 7%	128 6%	142 6%	79 4%	285 8%	239 7%	68 5%	23 1%	52 6%	27 5%	87 7%	49 5%	44 5%	51 6%	29 6%	59 8%	62 6%	96 6%	61 6%
£48,001 to £55,000	520 5%	300 6%	220 4%	20 4%	92 6%	103 5%	118 6%	124 5%	64 3%	280 8%	181 5%	55 4%	5 *	41 5%	25 5%	64 5%	45 5%	38 4%	34 4%	19 4%	42 6%	63 6%	90 5%	60 6%
£55,001 to £62,000	345 3%	229 4%	116 2%	8 2%	70 5%	74 4%	66 3%	78 3%	48 3%	195 5%	116 3%	23 2%	10 1%	34 4%	6 1%	37 3%	22 2%	38 4%	20 3%	11 2%	21 3%	37 4%	80 5%	38 4%
£62,001 to £69,000	248 2%	159 3%	89 2%	6 1%	41 3%	62 3%	67 3%	48 2%	25 1%	161 4%	71 2%	11 1%	6 *	23 3%	7 1%	17 1%	27 3%	18 2%	15 2%	8 2%	18 2%	42 4%	48 3%	25 3%
£69,001 to £76,000	174 2%	106 2%	68 1%	8 2%	31 2%	44 2%	42 2%	35 1%	15 1%	109 3%	59 2%	5 *	2 *	12 1%	4 1%	17 1%	12 1%	11 1%	9 1%	4 1%	14 2%	30 3%	45 3%	15 2%
£76,001 to £83,000	111 1%	67 1%	43 1%	7 1%	8 1%	22 1%	37 2%	28 1%	8 *	84 2%	22 1%	5 *	- *	15 2%	4 1%	12 1%	6 1%	8 1%	8 1%	4 1%	5 1%	19 2%	20 1%	8 1%
£83,001 or more	333 3%	218 4%	115 2%	20 4%	47 3%	86 4%	73 4%	74 3%	32 2%	268 7%	56 2%	7 1%	2 *	19 2%	7 1%	31 2%	20 2%	24 3%	14 2%	10 2%	23 3%	78 7%	74 4%	32 3%
Prefer not to answer	1506 15%	625 12%	881 17%	108 21%	169 12%	243 13%	257 12%	422 17%	307 17%	568 16%	477 14%	166 13%	295 16%	116 13%	65 13%	175 13%	139 14%	123 14%	124 15%	77 15%	96 13%	182 17%	297 18%	112 11%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 22

What is the combined annual income of your household, prior to tax being deducted?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Up to £7,000	449 4%	61	103	82	56	130	47	47	143	38	53	146	28	64	102	36	296	95	11
£7,001 to £14,000	1207 12%	286	304	237	237	402	168	232	394	152	233	434	117	258	319	129	811	338	2
£14,001 to £21,000	1354 13%	361	349	264	310	496	178	307	512	158	309	523	123	331	386	136	832	465	2
£21,001 to £28,000	1332 13%	427	305	286	340	442	226	333	438	194	323	469	160	371	348	158	709	575	8
£28,001 to £34,000	1035 10%	338	256	216	268	358	149	272	349	149	257	383	100	277	253	113	533	470	5
£34,001 to £41,000	1007 10%	323	228	216	279	328	167	271	338	131	251	368	103	283	244	112	446	527	8
£41,001 to £48,000	615 6%	200	174	134	164	231	101	158	231	77	151	236	62	170	156	51	258	345	3
£48,001 to £55,000	520 5%	201	122	110	150	186	87	140	190	75	143	190	41	156	124	48	172	329	5
£55,001 to £62,000	345 3%	123	74	88	102	101	70	96	104	57	87	108	46	101	73	39	98	229	5
£62,001 to £69,000	248 2%	106	59	50	79	80	43	82	74	37	68	86	26	79	51	24	67	173	1
£69,001 to £76,000	174 2%	56	35	57	46	58	41	48	59	29	40	56	25	50	37	23	44	124	1
£76,001 to £83,000	111 1%	43	29	25	34	40	14	32	37	14	30	44	10	39	30	13	20	87	-
£83,001 or more	333 3%	147	65	69	122	94	61	115	99	48	117	103	31	126	61	35	39	267	15
Prefer not to answer	1506 15%	530	310	271	438	399	198	439	407	174	420	443	136	470	312	134	641	736	13

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 22

What is the combined annual income of your household, prior to tax being deducted?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Up to £7,000	449 4%	6 6%	25 6%	111 9%	51 2%	42 6%	16 3%	7 6%	11 8%	18 2%	21 2%	32 3%	27 4%	9 5%	4 5%	44 6%	25 12%	47 4%	402 4%	11 1%	77 2%
£7,001 to £14,000	1207 12%	11 11%	50 13%	223 17%	235 11%	126 19%	56 12%	20 18%	26 19%	83 8%	73 6%	81 8%	56 9%	4 2%	8 9%	126 18%	31 15%	140 12%	1067 12%	77 5%	265 7%
£14,001 to £21,000	1354 13%	7 7%	49 13%	195 15%	322 16%	117 18%	68 15%	26 23%	24 18%	120 12%	116 10%	118 11%	59 9%	10 6%	8 9%	96 14%	18 8%	162 14%	1191 13%	165 10%	449 12%
£21,001 to £28,000	1332 13%	13 13%	49 13%	162 13%	297 14%	90 14%	75 16%	10 9%	18 13%	130 13%	139 12%	142 14%	65 11%	15 9%	14 16%	85 12%	24 12%	152 13%	1181 13%	228 14%	509 13%
£28,001 to £34,000	1035 10%	11 11%	47 12%	119 9%	221 11%	76 12%	44 9%	12 11%	11 8%	102 10%	114 9%	97 9%	69 11%	19 12%	8 8%	71 10%	15 7%	107 9%	928 10%	192 11%	426 11%
£34,001 to £41,000	1007 10%	10 10%	29 7%	126 10%	210 10%	45 7%	55 12%	12 11%	10 8%	120 12%	120 10%	114 11%	66 11%	14 8%	10 11%	51 7%	15 7%	115 10%	892 10%	223 13%	448 12%
£41,001 to £48,000	615 6%	5 5%	21 5%	57 4%	116 6%	32 5%	21 5%	4 3%	6 5%	72 7%	89 7%	87 8%	48 8%	15 9%	9 10%	21 3%	12 6%	58 5%	558 6%	147 9%	305 8%
£48,001 to £55,000	520 5%	6 6%	21 5%	42 3%	94 5%	18 3%	25 5%	5 4%	2 1%	62 6%	77 6%	68 7%	42 7%	14 9%	3 4%	32 5%	11 5%	49 4%	472 5%	127 8%	249 6%
£55,001 to £62,000	345 3%	3 3%	11 3%	36 3%	53 3%	8 1%	15 3%	2 2%	2 1%	47 5%	48 4%	48 5%	31 5%	9 5%	5 6%	18 3%	8 4%	27 2%	317 3%	92 5%	168 4%
£62,001 to £69,000	248 2%	3 3%	8 2%	24 2%	47 2%	8 1%	6 1%	- -	1 1%	38 4%	40 3%	36 4%	16 3%	6 4%	5 5%	9 1%	1 1%	27 2%	221 2%	82 5%	116 3%
£69,001 to £76,000	174 2%	3 3%	11 3%	6 1%	28 1%	8 1%	3 1%	- -	1 1%	19 2%	27 2%	35 3%	16 2%	3 2%	3 3%	6 1%	5 2%	15 1%	159 2%	57 3%	80 2%
£76,001 to £83,000	111 1%	3 3%	2 *	2 *	23 1%	3 *	2 *	- -	- -	9 1%	23 2%	19 2%	12 2%	4 2%	1 1%	10 1%	- -	8 1%	102 1%	32 2%	55 1%
£83,001 or more	333 3%	5 5%	8 2%	12 1%	28 1%	3 *	7 1%	1 1%	3 2%	57 6%	110 9%	41 4%	31 5%	19 12%	1 1%	6 1%	2 1%	41 4%	292 3%	67 4%	203 5%
Prefer not to answer	1506 15%	14 14%	56 14%	160 13%	344 17%	82 13%	70 15%	13 12%	21 15%	157 15%	202 17%	111 11%	86 14%	25 15%	12 13%	113 16%	40 19%	196 17%	1310 14%	177 11%	515 13%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 22

What is the combined annual income of your household, prior to tax being deducted?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Up to £7,000	449 4%	140 6%	32 5%	26 4%	28 4%	67 6%	48 5%	30 3%	26 2%	36 3%	16 2%	13 4%
£7,001 to £14,000	1207 12%	334 15%	86 14%	74 12%	86 14%	153 14%	103 11%	72 7%	102 9%	100 8%	97 11%	45 12%
£14,001 to £21,000	1354 13%	320 15%	103 16%	100 16%	87 14%	129 12%	103 11%	118 12%	121 11%	151 13%	121 14%	45 12%
£21,001 to £28,000	1332 13%	270 12%	65 10%	99 16%	77 12%	140 13%	101 11%	126 12%	161 14%	178 15%	115 13%	57 15%
£28,001 to £34,000	1035 10%	202 9%	65 10%	63 10%	69 11%	115 11%	91 10%	114 11%	102 9%	116 10%	98 12%	37 10%
£34,001 to £41,000	1007 10%	181 8%	69 11%	55 9%	55 9%	99 9%	98 11%	112 11%	121 11%	129 11%	88 10%	36 10%
£41,001 to £48,000	615 6%	120 6%	45 7%	42 7%	41 7%	63 6%	62 7%	68 7%	70 6%	58 5%	45 5%	22 6%
£48,001 to £55,000	520 5%	86 4%	28 4%	38 6%	27 4%	48 4%	49 5%	61 6%	70 6%	64 5%	49 6%	21 6%
£55,001 to £62,000	345 3%	54 2%	17 3%	20 3%	15 2%	45 4%	29 3%	50 5%	53 5%	42 4%	18 2%	5 1%
£62,001 to £69,000	248 2%	44 2%	9 1%	14 2%	15 2%	19 2%	31 3%	28 3%	32 3%	41 3%	16 2%	12 3%
£69,001 to £76,000	174 2%	43 2%	6 1%	7 1%	12 2%	13 1%	14 2%	29 3%	21 2%	18 2%	11 1%	4 1%
£76,001 to £83,000	111 1%	16 1%	13 2%	9 1%	5 1%	7 1%	10 1%	13 1%	13 1%	16 1%	8 1%	3 1%
£83,001 or more	333 3%	41 2%	14 2%	13 2%	19 3%	28 3%	36 4%	37 4%	50 4%	60 5%	35 4%	10 3%
Prefer not to answer	1506 15%	332 15%	78 12%	75 12%	94 15%	165 15%	131 14%	157 15%	173 16%	164 14%	136 16%	70 18%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 23

Which of the following cities do you live in, or nearest to?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Glasgow	387 4%	196 4%	191 4%	17 3%	55 4%	89 5%	69 3%	94 4%	62 3%	107 3%	130 4%	64 5%	86 5%	384 45%	2 *	-	-	-	-	-	-	-	-	1 *
Edinburgh	330 3%	184 4%	146 3%	22 4%	56 4%	69 4%	61 3%	69 3%	55 3%	105 3%	131 4%	55 4%	39 2%	327 38%	2 *	1 *	-	-	-	-	-	-	-	-
Newcastle	479 5%	256 5%	223 4%	28 5%	56 4%	84 4%	101 5%	122 5%	89 5%	155 4%	174 5%	67 5%	83 5%	1 *	439 89%	35 3%	3 *	-	1 *	-	-	-	-	-
Leeds	513 5%	256 5%	257 5%	25 5%	81 6%	101 5%	118 6%	106 4%	82 4%	188 5%	165 5%	71 5%	88 5%	-	4 1%	2 *	506 52%	-	-	-	-	-	-	-
Hull	178 2%	99 2%	79 2%	7 1%	28 2%	22 1%	37 2%	44 2%	41 2%	52 1%	54 2%	23 2%	49 3%	-	2 *	-	159 16%	-	14 2%	-	2 *	-	-	1 *
Sheffield	327 3%	179 3%	147 3%	18 3%	52 4%	59 3%	76 4%	82 3%	40 2%	103 3%	112 3%	51 4%	61 3%	1 *	-	-	257 26%	-	68 8%	-	-	-	-	-
Manchester	903 9%	467 9%	436 9%	41 8%	130 9%	160 8%	168 8%	260 11%	144 8%	332 9%	272 8%	124 10%	175 10%	-	2 *	838 64%	7 1%	37 4%	6 1%	13 3%	-	-	-	-
Liverpool	389 4%	203 4%	186 4%	18 4%	52 4%	79 4%	82 4%	94 4%	64 3%	125 3%	138 4%	45 3%	81 4%	-	1 *	330 25%	-	2 *	-	55 11%	-	1 *	-	-
Nottingham	470 5%	241 5%	229 5%	18 4%	68 5%	89 5%	113 5%	106 4%	75 4%	147 4%	150 4%	76 6%	97 5%	-	2 *	-	4 *	3 *	454 56%	-	6 1%	-	1 *	-
Birmingham	790 8%	408 8%	383 8%	47 9%	125 9%	150 8%	145 7%	174 7%	149 8%	268 7%	270 8%	102 8%	150 8%	-	-	4 *	-	723 84%	45 6%	10 2%	2 *	-	-	6 1%
Norwich	331 3%	158 3%	173 3%	24 5%	45 3%	55 3%	61 3%	82 3%	65 4%	118 3%	94 3%	48 4%	71 4%	-	2 *	1 *	-	-	6 1%	-	299 41%	-	21 1%	2 *
Milton Keynes	294 3%	157 3%	137 3%	10 2%	36 2%	52 3%	60 3%	82 3%	54 3%	126 3%	101 3%	26 2%	41 2%	-	-	-	-	6 1%	97 12%	-	109 15%	1 *	81 5%	1 *
Brighton	247 2%	135 3%	111 2%	11 2%	21 1%	36 2%	43 2%	81 3%	54 3%	88 2%	90 3%	33 3%	36 2%	-	-	-	-	-	-	-	1 *	-	244 14%	2 *
Oxford	159 2%	87 2%	72 1%	8 2%	11 1%	27 1%	36 2%	30 1%	46 3%	60 2%	66 2%	17 1%	17 1%	-	-	-	-	10 1%	3 *	-	-	1 *	114 7%	31 3%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 23

Which of the following cities do you live in, or nearest to?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
London	2068	1009	1059	122	363	397	409	422	355	816	744	192	316	-	1	3	-	-	5	-	184	1033	829	15
	20%	19%	21%	23%	25%	21%	20%	17%	19%	22%	21%	15%	17%	-	*	*	-	-	1%	-	25%	99%	49%	1%
Southampton	408	211	197	14	48	69	78	109	90	165	137	49	58	-	-	-	-	-	-	-	-	2	266	140
	4%	4%	4%	3%	3%	4%	4%	5%	5%	5%	4%	4%	3%	-	-	-	-	-	-	-	-	*	16%	14%
Bristol	453	224	229	14	56	97	82	114	89	183	147	51	72	-	-	-	-	12	-	2	-	1	2	436
	4%	4%	5%	3%	4%	5%	4%	5%	5%	5%	4%	4%	4%	-	-	-	-	1%	-	*	-	*	*	45%
Plymouth	268	128	140	14	24	57	52	63	58	90	92	36	50	-	-	1	-	-	-	-	-	-	3	264
	3%	2%	3%	3%	2%	3%	3%	3%	3%	2%	3%	3%	3%	-	-	*	-	-	-	-	-	-	*	27%
Cardiff	366	192	174	17	53	78	63	82	72	111	137	49	69	-	-	-	-	5	-	362	-	-	-	-
	4%	4%	3%	3%	4%	4%	3%	3%	4%	3%	4%	4%	4%	-	-	-	-	1%	-	72%	-	-	-	-
None of these	877	411	466	45	85	157	211	214	166	293	286	117	181	148	34	94	36	69	106	60	120	5	126	78
	9%	8%	9%	9%	6%	8%	10%	9%	9%	8%	8%	9%	10%	17%	7%	7%	4%	8%	13%	12%	17%	*	7%	8%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 23

Which of the following cities do you live in, or nearest to?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Glasgow	387 4%	61	132	41	44	142	31	52	141	29	53	144	25	69	123	23	212	155	1
Edinburgh	330 3%	58	90	57	49	98	45	48	96	41	44	112	29	60	77	22	172	140	1
Newcastle	479 5%	113	158	95	83	216	71	84	230	60	84	220	45	93	179	46	295	174	1
Leeds	513 5%	169	124	95	128	179	54	112	179	60	110	192	40	134	113	62	251	249	1
Hull	178 2%	72	37	33	54	59	24	55	59	19	55	63	12	54	43	14	90	77	1
Sheffield	327 3%	63	109	69	47	147	45	47	155	42	48	146	30	66	109	33	193	119	-
Manchester	903 9%	235	273	165	200	378	125	188	380	114	185	376	93	210	273	93	483	377	11
Liverpool	389 4%	104	129	69	91	167	50	89	162	40	78	179	29	98	119	36	227	142	-
Nottingham	470 5%	152	120	90	124	177	60	137	178	45	136	176	33	137	122	42	245	203	3
Birmingham	790 8%	267	219	139	214	281	100	215	303	74	196	320	53	209	220	58	416	332	10
Norwich	331 3%	116	63	78	108	87	50	106	83	50	101	81	37	116	57	36	167	149	4
Milton Keynes	294 3%	118	59	54	98	87	46	88	92	41	84	101	37	98	62	35	128	149	-
Brighton	247 2%	85	47	63	74	65	55	74	68	48	65	86	38	82	50	37	83	149	1
Oxford	159 2%	65	19	35	54	39	29	57	40	19	52	45	18	54	28	21	57	96	2
London	2068 20%	782	404	433	625	607	298	596	581	256	558	639	180	621	418	191	822	1122	32

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 23

Which of the following cities do you live in, or nearest to?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Southampton	408	150	62	113	139	90	94	125	94	90	134	106	70	140	69	65	171	216	5
	4%	5%	3%	5%	5%	3%	6%	5%	3%	7%	5%	3%	7%	5%	3%	6%	3%	5%	6%
Bristol	453	164	69	130	137	113	104	140	109	82	135	122	69	137	79	76	182	245	2
	4%	5%	3%	6%	5%	3%	7%	5%	3%	6%	5%	3%	7%	5%	3%	7%	4%	5%	2%
Plymouth	268	97	27	86	70	48	84	74	57	70	71	76	52	76	50	42	128	127	1
	3%	3%	1%	4%	3%	1%	5%	3%	2%	5%	3%	2%	5%	3%	2%	4%	3%	3%	1%
Cardiff	366	94	94	63	74	141	45	73	135	43	75	151	29	82	114	28	208	149	1
	4%	3%	4%	3%	3%	4%	3%	3%	4%	3%	3%	4%	3%	3%	5%	3%	4%	3%	1%
None of these	877	238	178	197	213	224	138	215	232	113	218	256	88	237	190	91	437	390	3
	9%	7%	7%	9%	8%	7%	9%	8%	7%	8%	9%	7%	9%	9%	8%	9%	9%	8%	4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 23

Which of the following cities do you live in, or nearest to?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Glasgow	387 4%	1 1%	16 4%	51 4%	59 3%	11 2%	18 4%	65 58%	5 4%	12 1%	26 2%	21 2%	12 2%	3 2%	60 65%	22 3%	8 4%	34 3%	354 4%	71 4%	140 4%
Edinburgh	330 3%	-	12 3%	41 3%	39 2%	3 1%	14 3%	35 32%	3 2%	26 3%	35 3%	31 3%	15 2%	5 3%	12 12%	40 6%	20 10%	31 3%	299 3%	64 4%	128 3%
Newcastle	479 5%	-	14 4%	75 6%	90 4%	49 7%	21 5%	1 1%	10 7%	32 3%	51 4%	44 4%	24 4%	8 5%	-	53 8%	9 4%	44 4%	435 5%	86 5%	164 4%
Leeds	513 5%	-	28 7%	61 5%	89 4%	43 7%	33 7%	-	12 9%	46 4%	65 5%	48 5%	33 5%	5 3%	-	42 6%	9 4%	65 6%	447 5%	86 5%	208 5%
Hull	178 2%	-	-	27 2%	51 2%	18 3%	14 3%	-	4 3%	14 1%	15 1%	4 *	11 2%	1 1%	-	15 2%	4 2%	23 2%	155 2%	22 1%	65 2%
Sheffield	327 3%	-	13 3%	42 3%	61 3%	31 5%	24 5%	1 1%	11 8%	25 2%	30 2%	26 2%	17 3%	3 2%	-	30 4%	15 7%	30 3%	297 3%	57 3%	116 3%
Manchester	903 9%	4 4%	46 12%	102 8%	179 9%	96 15%	46 10%	1 1%	18 13%	81 8%	79 7%	124 12%	44 7%	14 8%	1 1%	59 9%	11 5%	91 8%	812 9%	157 9%	315 8%
Liverpool	389 4%	-	14 3%	30 2%	74 4%	58 9%	26 6%	-	21 16%	31 3%	37 3%	40 4%	19 3%	5 3%	-	27 4%	8 4%	40 4%	349 4%	70 4%	130 3%
Nottingham	470 5%	1 1%	14 4%	76 6%	98 5%	39 6%	23 5%	-	4 3%	61 6%	45 4%	46 4%	26 4%	3 2%	-	29 4%	6 3%	53 5%	416 5%	88 5%	174 5%
Birmingham	790 8%	2 2%	31 8%	123 10%	197 10%	42 6%	34 7%	1 1%	4 3%	72 7%	92 8%	68 7%	52 8%	9 6%	-	48 7%	14 7%	82 7%	708 8%	133 8%	298 8%
Norwich	331 3%	-	1 *	52 4%	71 3%	21 3%	22 5%	-	2 1%	35 3%	31 3%	30 3%	17 3%	6 4%	-	34 5%	9 4%	36 3%	295 3%	40 2%	125 3%
Milton Keynes	294 3%	3 3%	2 *	43 3%	65 3%	15 2%	11 2%	-	2 1%	41 4%	37 3%	32 3%	25 4%	3 2%	-	9 1%	6 3%	28 2%	266 3%	42 3%	109 3%
Brighton	247 2%	1 1%	7 2%	22 2%	59 3%	12 2%	9 2%	-	2 1%	38 4%	32 3%	30 3%	18 3%	6 3%	1 1%	11 2%	-	26 2%	220 2%	37 2%	83 2%
Oxford	159 2%	3 3%	3 1%	15 1%	31 2%	2 *	10 2%	-	1 1%	29 3%	26 2%	18 2%	9 1%	2 1%	-	6 1%	4 2%	18 2%	141 2%	23 1%	61 2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 23

Which of the following cities do you live in, or nearest to?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
London	2068	82	140	244	413	81	47	3	11	213	301	255	127	63	3	61	23	272	1797	326	905
	20%	83%	36%	19%	20%	12%	10%	3%	8%	21%	25%	20%	38%	3%	9%	11%	24%	20%	19%	23%	
Southampton	408	-	2	52	84	15	18	-	1	62	62	36	34	4	-	33	6	49	359	49	168
	4%	-	*	4%	4%	2%	4%	-	1%	6%	5%	3%	5%	2%	-	5%	3%	4%	4%	3%	4%
Bristol	453	2	15	39	82	19	15	1	4	72	67	60	32	7	-	27	11	39	414	80	172
	4%	2%	4%	3%	4%	3%	3%	1%	3%	7%	6%	6%	5%	4%	-	4%	6%	3%	5%	5%	4%
Plymouth	268	-	5	26	62	12	12	-	3	30	29	27	22	8	3	26	4	28	240	46	96
	3%	-	1%	2%	3%	2%	3%	-	2%	3%	2%	3%	4%	5%	3%	4%	2%	2%	3%	3%	2%
Cardiff	366	-	10	43	85	45	21	-	6	28	37	32	17	7	-	27	8	46	320	71	112
	4%	-	2%	3%	4%	7%	5%	-	4%	3%	3%	3%	3%	4%	-	4%	4%	4%	4%	4%	3%
None of these	877	1	16	111	179	47	43	4	14	90	102	59	69	6	13	90	33	111	766	129	294
	9%	1%	4%	9%	9%	7%	9%	3%	10%	9%	9%	6%	11%	4%	14%	13%	16%	10%	8%	8%	8%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 23

Which of the following cities do you live in, or nearest to?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Glasgow	387 4%	115 5%	21 3%	30 5%	38 6%	44 4%	25 3%	31 3%	28 2%	31 3%	23 3%	10 3%
Edinburgh	330 3%	92 4%	27 4%	29 5%	15 2%	43 4%	19 2%	30 3%	25 2%	33 3%	18 2%	5 1%
Newcastle	479 5%	125 6%	41 7%	35 6%	35 6%	39 4%	40 4%	35 3%	48 4%	55 5%	27 3%	12 3%
Leeds	513 5%	121 6%	33 5%	33 5%	26 4%	61 6%	37 4%	55 5%	53 5%	52 4%	41 5%	22 6%
Hull	178 2%	28 1%	9 1%	11 2%	14 2%	23 2%	15 2%	17 2%	20 2%	25 2%	16 2%	5 1%
Sheffield	327 3%	98 4%	24 4%	28 4%	22 3%	25 2%	32 4%	25 2%	26 2%	19 2%	27 3%	9 2%
Manchester	903 9%	227 10%	61 10%	65 10%	59 9%	90 8%	78 9%	97 10%	84 8%	85 7%	56 7%	30 8%
Liverpool	389 4%	110 5%	23 4%	16 3%	24 4%	32 3%	40 4%	33 3%	43 4%	34 3%	34 4%	7 2%
Nottingham	470 5%	106 5%	26 4%	26 4%	24 4%	66 6%	33 4%	44 4%	50 5%	61 5%	34 4%	17 5%
Birmingham	790 8%	164 8%	51 8%	51 8%	47 7%	77 7%	66 7%	86 8%	89 8%	100 9%	60 7%	39 10%
Norwich	331 3%	56 3%	23 4%	23 4%	15 2%	30 3%	33 4%	36 3%	42 4%	36 3%	38 4%	12 3%
Milton Keynes	294 3%	36 2%	12 2%	17 3%	23 4%	33 3%	35 4%	37 4%	30 3%	43 4%	29 3%	18 5%
Brighton	247 2%	52 2%	12 2%	7 1%	18 3%	23 2%	25 3%	24 2%	38 3%	26 2%	23 3%	9 2%
Oxford	159 2%	16 1%	12 2%	10 2%	6 1%	15 1%	13 1%	27 3%	22 2%	17 1%	20 2%	8 2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 23

Which of the following cities do you live in, or nearest to?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
London	2068	353	112	124	110	226	202	213	265	274	188	106
	20%	16%	18%	20%	17%	21%	22%	21%	24%	23%	22%	28%
Southampton	408	69	22	25	31	43	34	35	48	59	43	14
	4%	3%	3%	4%	5%	4%	4%	3%	4%	5%	5%	4%
Bristol	453	78	25	28	28	40	43	49	51	63	47	22
	4%	4%	4%	4%	5%	4%	5%	5%	5%	5%	5%	6%
Plymouth	268	47	14	15	10	29	28	31	32	30	33	7
	3%	2%	2%	2%	2%	3%	3%	3%	3%	3%	4%	2%
Cardiff	366	87	30	18	23	38	25	33	44	37	31	7
	4%	4%	5%	3%	4%	3%	3%	3%	4%	3%	4%	2%
None of these	877	204	53	45	60	113	84	81	79	92	66	23
	9%	9%	8%	7%	10%	10%	9%	8%	7%	8%	8%	6%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 24

What level of seniority are you within the organisation you work for?

Base : All working currently

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	5532	2917	2615	310	1101	1416	1407	1071	227	1851	2336	853	492	467	250	658	527	453	423	253	382	627	952	540
Weighted Base	5539	2913	2626	307	1104	1430	1415	1058	225	1839	2344	860	496	475	257	675	535	462	424	253	375	640	921	523
Owner manager or proprietor	607 11%	412 14%	196 7%	17 5%	48 4%	119 8%	179 13%	182 17%	63 28%	336 18%	187 8%	67 8%	17 3%	44 9%	18 7%	68 10%	53 10%	43 9%	61 14%	30 12%	42 11%	64 10%	113 12%	72 14%
Managing director or managing partner	79 1%	54 2%	25 1%	6 2%	10 1%	14 1%	17 1%	27 3%	6 3%	61 3%	12 1%	5 1%	1 *	3 1%	2 1%	7 1%	9 2%	6 1%	6 1%	4 1%	4 1%	16 2%	12 1%	10 2%
Board level director or partner	61 1%	50 2%	12 *	3 1%	4 *	11 1%	15 1%	19 2%	9 4%	51 3%	8 *	3 *	-	4 1%	3 1%	10 1%	5 1%	5 1%	4 1%	5 2%	4 1%	6 1%	10 1%	7 1%
Director - not board level	32 1%	21 1%	11 *	-	3 *	12 1%	6 *	10 1%	1 *	26 1%	5 *	1 *	-	3 1%	-	2 *	1 *	2 *	-	1 *	1 *	5 1%	11 1%	5 1%
Senior management	239 4%	167 6%	72 3%	3 1%	35 3%	65 5%	72 5%	53 5%	10 4%	200 11%	30 1%	5 1%	3 1%	23 5%	8 3%	28 4%	27 5%	19 4%	16 4%	5 2%	7 2%	37 6%	35 4%	35 7%
Middle management	626 11%	397 14%	229 9%	16 5%	129 12%	179 13%	165 12%	116 11%	21 9%	432 23%	162 7%	26 3%	6 1%	47 10%	28 11%	60 9%	55 10%	54 12%	41 10%	30 12%	44 12%	102 16%	100 11%	64 12%
Management	518 9%	284 10%	234 9%	19 6%	112 10%	152 11%	142 10%	83 8%	9 4%	295 16%	170 7%	47 5%	6 1%	42 9%	26 10%	75 11%	36 7%	50 11%	42 10%	30 12%	41 11%	62 10%	67 7%	49 9%
Executive	234 4%	126 4%	108 4%	7 2%	75 7%	71 5%	45 3%	32 3%	4 2%	47 3%	166 7%	13 1%	7 1%	14 3%	8 3%	19 3%	22 4%	17 4%	10 2%	13 5%	20 5%	42 7%	46 5%	22 4%
Office worker, clerical or office junior	1308 24%	459 16%	848 32%	94 31%	371 34%	329 23%	271 19%	205 19%	38 17%	160 9%	932 40%	135 16%	81 16%	95 20%	74 29%	174 26%	128 24%	110 24%	106 25%	51 20%	80 21%	157 25%	230 25%	103 20%
Unskilled manual worker	364 7%	172 6%	191 7%	45 15%	56 5%	91 6%	110 8%	57 5%	5 2%	25 1%	70 3%	77 9%	192 39%	34 7%	14 5%	46 7%	47 9%	36 8%	30 7%	19 8%	25 7%	23 4%	57 6%	32 6%
Skilled manual worker	602 11%	396 14%	207 8%	30 10%	118 11%	194 14%	169 12%	82 8%	9 4%	50 3%	156 7%	309 36%	88 18%	77 16%	36 14%	76 11%	70 13%	48 10%	51 12%	24 10%	44 12%	40 6%	81 9%	55 10%
Craftsman, tradesman, etc.	121 2%	103 4%	18 1%	6 2%	13 1%	34 2%	31 2%	34 3%	4 2%	10 1%	37 2%	63 7%	12 2%	14 3%	6 2%	12 2%	13 2%	14 3%	12 3%	3 1%	8 2%	10 2%	21 2%	9 2%
Support functions - e.g. cleaner, security guard, etc.	135 2%	48 2%	87 3%	9 3%	15 1%	25 2%	50 4%	29 3%	7 3%	17 1%	58 2%	31 4%	29 6%	13 3%	10 4%	13 2%	16 3%	6 1%	10 2%	8 3%	12 3%	10 1%	22 2%	17 3%
Other	613 11%	226 8%	388 15%	53 17%	115 10%	133 9%	142 10%	129 12%	40 18%	129 7%	352 15%	78 9%	55 11%	62 13%	25 10%	85 13%	55 10%	52 11%	35 8%	30 12%	45 12%	67 10%	114 12%	44 8%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 24

What level of seniority are you within the organisation you work for?

Base : All working currently

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	5532	1671	1049	1366	1317	1703	904	1281	1700	740	1211	1776	523	1295	1148	522	2749	2532	46
Weighted Base	5539	1602	1344	1188	1261	1876	822	1224	1845	678	1159	1898	482	1246	1262	492	2812	2479	46
Owner manager or proprietor	607 11%	213	109	146	200	170	110	197	176	98	198	199	79	215	136	71	191	380	11
Managing director or managing partner	79 1%	33	17	10	24	23	12	29	19	13	26	24	10	28	16	12	26	43	5
Board level director or partner	61 1%	32	9	13	24	18	9	26	21	5	25	19	5	27	13	9	6	52	-
Director - not board level	32 1%	18	4	8	14	8	5	13	8	4	12	11	2	12	7	2	7	24	1
Senior management	239 4%	83	62	55	67	86	45	66	93	33	64	98	27	67	58	32	53	174	4
Middle management	626 11%	203	151	137	169	199	115	158	204	92	148	213	59	158	137	58	197	406	2
Management	518 9%	140	138	120	112	196	75	103	186	73	91	199	45	102	125	53	259	246	4
Executive	234 4%	66	69	51	42	82	38	41	89	27	38	83	19	44	50	16	84	141	2
Office worker, clerical or office junior	1308 24%	378	313	293	276	433	196	268	393	157	263	376	107	262	244	100	774	491	5
Unskilled manual worker	364 7%	68	99	59	55	130	29	54	120	31	45	131	23	54	84	29	291	60	-
Skilled manual worker	602 11%	142	152	116	103	238	72	99	249	54	89	237	36	108	176	37	459	122	5
Craftsman, tradesman, etc.	121 2%	34	32	19	27	42	11	28	41	10	26	46	10	32	36	5	90	24	-
Support functions - e.g. cleaner, security guard, etc.	135 2%	24	42	29	23	47	17	17	49	15	17	55	6	21	38	14	96	32	-
Other	613 11%	169	147	131	124	203	87	125	197	65	116	206	53	117	143	53	279	283	6

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 24

What level of seniority are you within the organisation you work for?

Base : All working currently

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	5532	70	258	752	1061	314	250	70	74	464	698	574	370	93	50	334	100	666	4866	1657	3875
Weighted Base	5539	70	259	755	1044	340	249	74	75	449	686	590	365	91	51	340	101	673	4867	1676	3863
Owner manager or proprietor	607 11%	5 7%	15 6%	49 7%	105 10%	18 5%	32 13%	2 2%	4 5%	79 18%	99 15%	84 14%	39 11%	27 30%	8 15%	32 9%	11 11%	57 8%	551 11%	28 2%	579 15%
Managing director or managing partner	79 1%	-	1	5	14	3	1	-	1	14	13	11	10	1	-	2	3	12	67	9	70
Board level director or partner	61 1%	-	1	-	5	1	3	-	-	9	18	7	4	6	2	5	-	7	55	10	52
Director - not board level	32 1%	1 1%	-	2	6	-	-	-	-	2	11	4	4	-	-	1	1	2	30	6	26
Senior management	239 4%	5 7%	8 3%	12 2%	41 4%	9 3%	9 4%	1 1%	2 3%	31 7%	31 5%	38 7%	24 7%	9 10%	4 7%	9 3%	4 4%	26 4%	213 4%	78 5%	161 4%
Middle management	626 11%	9 13%	31 12%	63 8%	107 10%	19 6%	17 7%	6 8%	4 5%	51 11%	117 17%	79 13%	65 18%	20 22%	4 9%	30 9%	4 4%	88 13%	537 11%	243 15%	382 10%
Management	518 9%	9 13%	23 9%	61 8%	104 10%	31 9%	20 8%	6 8%	5 7%	55 12%	57 8%	65 11%	34 9%	4 4%	8 16%	24 7%	10 10%	59 9%	459 9%	177 11%	341 9%
Executive	234 4%	4 5%	8 3%	22 3%	32 3%	8 2%	5 2%	4 5%	1 1%	14 3%	45 7%	42 7%	25 7%	5 6%	-	13 4%	6 6%	22 3%	211 4%	86 5%	148 4%
Office worker, clerical or office junior	1308 24%	17 24%	98 38%	175 23%	285 27%	93 27%	53 21%	17 23%	11 15%	90 20%	140 20%	128 22%	71 19%	15 16%	6 12%	85 25%	25 24%	182 27%	1126 23%	498 30%	810 21%
Unskilled manual worker	364 7%	4 5%	12 5%	101 13%	74 7%	29 8%	23 9%	15 20%	18 24%	13 3%	20 3%	10 2%	10 3%	1 1%	-	25 7%	9 8%	41 6%	323 7%	61 4%	302 8%
Skilled manual worker	602 11%	6 9%	27 10%	140 19%	113 11%	75 22%	37 15%	11 15%	17 22%	28 6%	41 6%	26 4%	21 6%	1 1%	9 18%	43 13%	8 8%	69 10%	534 11%	170 10%	432 11%
Craftsman, tradesman, etc.	121 2%	2 3%	4 1%	25 3%	20 2%	10 3%	5 2%	4 6%	2 2%	5 1%	9 1%	12 2%	12 3%	-	-	11 3%	1 1%	19 3%	103 2%	22 1%	99 3%
Support functions - e.g. cleaner, security guard, etc.	135 2%	-	6 2%	28 4%	23 2%	16 5%	5 2%	1 1%	7 9%	11 3%	10 2%	4 1%	6 2%	-	3 7%	11 3%	3 3%	14 2%	121 2%	61 4%	74 2%
Other	613 11%	9 13%	26 10%	72 10%	115 11%	28 8%	38 15%	7 9%	4 5%	47 11%	74 11%	80 14%	41 11%	2 2%	6 12%	48 14%	17 16%	75 11%	538 11%	227 14%	387 10%

General Public
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Table 24

What level of seniority are you within the organisation you work for?

Base : All working currently

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	5532	1092	356	353	360	601	561	597	627	569	416	210
Weighted Base	5539	1165	371	361	365	598	548	581	604	548	399	201
Owner manager or proprietor	607 11%	117 10%	33 9%	28 8%	29 8%	51 9%	69 13%	59 10%	80 13%	91 17%	50 13%	19 10%
Managing director or managing partner	79 1%	20 2%	2 1%	5 1%	3 1%	2 *	7 1%	8 1%	13 2%	7 1%	13 3%	3 1%
Board level director or partner	61 1%	8 1%	2 *	2 1%	4 1%	9 1%	7 1%	4 1%	9 1%	11 2%	6 1%	1 *
Director - not board level	32 1%	6 *	1 *	1 *	- *	2 *	2 *	3 *	6 1%	7 1%	5 1%	1 *
Senior management	239 4%	49 4%	16 4%	15 4%	13 4%	29 5%	24 4%	25 4%	24 4%	33 6%	12 3%	14 7%
Middle management	626 11%	110 9%	46 12%	40 11%	43 12%	59 10%	68 12%	68 12%	77 13%	63 12%	54 13%	26 13%
Management	518 9%	103 9%	34 9%	33 9%	37 10%	56 9%	55 10%	58 10%	58 10%	57 10%	29 7%	14 7%
Executive	234 4%	43 4%	18 5%	18 5%	22 6%	11 2%	22 4%	32 6%	20 3%	29 5%	18 4%	8 4%
Office worker, clerical or office junior	1308 24%	249 21%	104 28%	87 24%	99 27%	153 26%	124 23%	147 25%	140 23%	119 22%	86 21%	61 30%
Unskilled manual worker	364 7%	110 9%	16 4%	27 8%	24 7%	49 8%	28 5%	25 4%	35 6%	27 5%	22 6%	7 3%
Skilled manual worker	602 11%	147 13%	42 11%	47 13%	40 11%	73 12%	45 8%	61 10%	64 11%	45 8%	39 10%	18 9%
Craftsman, tradesman, etc.	121 2%	24 2%	9 2%	15 4%	11 3%	17 3%	12 2%	11 2%	6 1%	8 1%	9 2%	4 2%
Support functions - e.g. cleaner, security guard, etc.	135 2%	31 3%	11 3%	8 2%	5 1%	17 3%	16 3%	17 3%	12 2%	9 2%	9 2%	3 1%
Other	613 11%	149 13%	38 10%	35 10%	35 10%	70 12%	70 13%	65 11%	60 10%	42 8%	50 12%	22 11%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 25

If you wanted someone to call you at your home which one of the following would apply to you regardless of any individual preference you might have?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
They could do so by phoning on a standard landline number	3801 37%	2032 39%	1769 35%	65 13%	228 16%	499 26%	736 36%	1177 48%	1096 59%	1509 42%	1185 34%	447 35%	660 36%	328 38%	189 38%	495 38%	354 36%	296 34%	286 35%	213 43%	287 40%	288 28%	647 38%	418 43%
They could do so by phoning on my mobile	2301 22%	1171 22%	1131 22%	255 49%	626 43%	618 32%	439 21%	267 11%	98 5%	592 16%	869 25%	353 27%	487 27%	164 19%	118 24%	279 21%	239 25%	232 27%	206 26%	100 20%	142 20%	315 30%	331 20%	173 18%
They could do so on either my landline or mobile number	4136 40%	2000 38%	2136 42%	201 39%	591 41%	809 42%	892 43%	987 41%	656 35%	1530 42%	1437 41%	495 38%	674 37%	369 43%	185 38%	535 41%	379 39%	338 39%	315 39%	188 37%	293 41%	440 42%	708 42%	386 39%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 25

If you wanted someone to call you at your home which one of the following would apply to you regardless of any individual preference you might have?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
They could do so by phoning on a standard landline number	3801 37%	1373 43%	846 35%	834 40%	1195 46%	1199 36%	666 43%	1179 46%	1276 38%	581 43%	1158 47%	1412 39%	443 44%	1305 47%	998 40%	512 49%	1742 35%	1879 39%	28 35%
They could do so by phoning on my mobile	2301 22%	520 16%	552 23%	397 19%	387 15%	778 23%	259 17%	367 14%	721 21%	215 16%	345 14%	714 20%	145 14%	380 14%	467 19%	126 12%	1309 26%	863 18%	24 30%
They could do so on either my landline or mobile number	4136 40%	1310 41%	1015 42%	872 41%	1044 40%	1368 41%	624 40%	1025 40%	1379 41%	540 40%	979 39%	1464 41%	420 42%	1090 39%	1032 41%	414 39%	1915 39%	2019 42%	28 35%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 25

If you wanted someone to call you at your home which one of the following would apply to you regardless of any individual preference you might have?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
They could do so by phoning on a standard landline number	3801 37%	21 21%	95 25%	350 27%	832 40%	240 37%	202 44%	43 38%	44 32%	487 47%	428 36%	379 37%	232 37%	64 39%	31 33%	281 41%	71 34%	433 38%	3368 37%	521 31%	1107 29%
They could do so by phoning on my mobile	2301 22%	41 42%	141 36%	450 35%	385 19%	171 26%	83 18%	34 31%	57 42%	148 14%	241 20%	189 18%	116 19%	34 20%	19 20%	137 20%	56 27%	302 26%	1999 22%	441 26%	1124 29%
They could do so on either my landline or mobile number	4136 40%	37 38%	152 39%	474 37%	852 41%	245 37%	177 38%	35 31%	35 26%	401 39%	528 44%	462 45%	275 44%	67 41%	43 47%	271 39%	80 39%	410 36%	3726 41%	714 43%	1633 42%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 25

If you wanted someone to call you at your home which one of the following would apply to you regardless of any individual preference you might have?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
They could do so by phoning on a standard landline number	3801 37%	744 34%	206 33%	208 33%	222 35%	385 35%	299 33%	399 39%	429 38%	521 44%	389 46%	137 36%
They could do so by phoning on my mobile	2301 22%	557 26%	178 28%	159 25%	155 25%	266 24%	238 26%	205 20%	217 19%	182 15%	144 17%	88 23%
They could do so on either my landline or mobile number	4136 40%	883 40%	245 39%	268 42%	252 40%	440 40%	370 41%	413 41%	472 42%	471 40%	321 38%	155 41%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 26

Q1. If there was a general election tomorrow, which party would you vote for? Would it be...

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	3545	2002	1543	113	350	542	617	958	965	1602	1151	374	417	158	128	400	321	306	298	150	305	357	726	394
	35%	38%	31%	22%	24%	28%	30%	39%	52%	44%	33%	29%	23%	18%	26%	31%	33%	35%	37%	30%	42%	34%	43%	40%
Labour	3470	1714	1756	218	575	717	748	763	449	1076	1219	467	708	280	225	522	377	325	286	177	195	406	408	269
	34%	33%	35%	42%	40%	37%	36%	31%	24%	30%	35%	36%	39%	33%	46%	40%	39%	38%	35%	35%	27%	39%	24%	28%
Liberal Democrat	1250	569	681	79	204	215	222	319	211	489	443	134	184	77	59	156	97	104	91	61	87	107	254	157
	12%	11%	14%	15%	14%	11%	11%	13%	11%	13%	13%	10%	10%	9%	12%	12%	10%	12%	11%	12%	12%	10%	15%	16%
SNP	239	128	111	7	31	47	59	49	46	62	84	49	44	239	-	-	-	-	-	-	-	-	-	-
	2%	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	4%	2%	28%	-	-	-	-	-	-	-	-	-	-
Another party	1733	790	944	103	285	405	420	341	179	401	594	271	468	107	80	232	177	130	131	114	136	174	298	156
	17%	15%	19%	20%	20%	21%	20%	14%	10%	11%	17%	21%	26%	12%	16%	18%	18%	15%	16%	23%	19%	17%	18%	16%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 26

Q1. If there was a general election tomorrow, which party would you vote for? Would it be...

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	3545 35%	2822	81	225	2251	399	264	2166	447	238	2064	539	196	2180	204	194	1268	2135	38
		88%	3%	11%	86%	12%	17%	84%	13%	18%	83%	15%	19%	79%	8%	18%	26%	45%	48%
Labour	3470 34%	119	2168	571	72	2406	337	72	2300	300	88	2282	197	175	1790	260	2046	1268	23
		4%	90%	27%	3%	72%	22%	3%	68%	22%	4%	64%	20%	6%	72%	25%	41%	27%	29%
Liberal Democrat	1250 12%	62	45	954	87	204	701	112	230	600	112	286	466	149	157	441	482	714	14
		2%	2%	45%	3%	6%	45%	4%	7%	45%	4%	8%	46%	5%	6%	42%	10%	15%	17%
SNP	239 2%	6	18	19	5	38	13	8	48	15	12	46	12	22	40	13	138	93	-
		*	1%	1%	*	1%	1%	*	1%	1%	*	1%	1%	1%	2%	1%	3%	2%	-
Another party	1733 17%	194	101	334	211	297	234	213	350	183	207	436	137	249	304	145	1033	552	5
		6%	4%	16%	8%	9%	15%	8%	10%	14%	8%	12%	14%	9%	12%	14%	21%	12%	6%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 26

Q1. If there was a general election tomorrow, which party would you vote for? Would it be...

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	3545 35%	35	80	410	1063	51	214	10	23	654	547	78	114	82	12	135	37	371	3173	444	1374
		35%	21%	32%	51%	8%	46%	8%	17%	63%	46%	8%	18%	49%	13%	20%	18%	32%	35%	27%	36%
Labour	3470 34%	36	136	439	449	454	120	52	62	139	315	610	263	35	32	269	57	410	3060	708	1251
		36%	35%	34%	22%	69%	26%	46%	46%	13%	26%	59%	42%	21%	35%	39%	28%	36%	34%	42%	32%
Liberal Democrat	1250 12%	13	53	115	198	47	47	5	15	124	184	159	144	30	7	89	21	125	1125	217	488
		13%	14%	9%	10%	7%	10%	4%	11%	12%	15%	15%	23%	18%	8%	13%	10%	11%	12%	13%	13%
SNP	239 2%	1	8	31	33	2	8	41	2	6	12	14	10	1	30	28	12	20	219	51	79
		1%	2%	2%	2%	*	2%	36%	1%	1%	1%	1%	2%	1%	32%	4%	6%	2%	2%	3%	2%
Another party	1733 17%	15	112	279	325	102	74	6	34	113	138	170	91	18	12	167	80	219	1515	256	672
		15%	29%	22%	16%	15%	16%	5%	25%	11%	12%	16%	15%	11%	12%	24%	39%	19%	17%	15%	17%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 26

Q1. If there was a general election tomorrow, which party would you vote for? Would it be...

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	3545 35%	21 1%	16 3%	39 6%	43 7%	184 17%	277 31%	494 49%	752 67%	959 82%	760 89%	- -
Labour	3470 34%	1429 65%	378 60%	337 53%	321 51%	386 35%	258 28%	186 18%	94 8%	60 5%	22 3%	119 31%
Liberal Democrat	1250 12%	112 5%	55 9%	82 13%	106 17%	198 18%	183 20%	200 20%	162 15%	108 9%	46 5%	62 16%
SNP	239 2%	84 4%	18 3%	21 3%	18 3%	34 3%	18 2%	15 2%	16 1%	14 1%	3 *	6 2%
Another party	1733 17%	538 25%	163 26%	157 25%	141 22%	290 27%	172 19%	123 12%	94 8%	33 3%	23 3%	194 51%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 27

Q10th. Would that be...

Base : All voting for another party

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	1816	832	984	106	295	423	441	361	190	424	626	281	485	109	84	239	185	135	137	118	145	184	314	166
Weighted Base	1733	790	944	103	285	405	420	341	179	401	594	271	468	107	80	232	177	130	131	114	136	174	298	156
Green	363	150	213	21	63	89	79	75	35	110	151	41	61	38	13	30	31	16	18	12	35	60	77	34
	21%	19%	23%	20%	22%	22%	19%	22%	20%	28%	25%	15%	13%	36%	17%	13%	18%	12%	14%	10%	25%	34%	26%	22%
Plaid Cymru	48	31	17	1	5	8	9	15	9	12	14	12	10	-	-	-	-	-	-	48	-	-	-	-
	3%	4%	2%	1%	2%	2%	2%	4%	5%	3%	2%	4%	2%	-	-	-	-	-	-	42%	-	-	-	-
UKIP	402	230	172	10	27	61	112	120	72	100	123	73	106	10	18	64	51	30	28	7	47	33	74	40
	23%	29%	18%	9%	10%	15%	27%	35%	40%	25%	21%	27%	23%	10%	22%	28%	29%	23%	21%	7%	34%	19%	25%	26%
BNP	140	77	64	13	20	46	33	23	6	22	44	32	43	6	10	21	24	16	16	4	8	8	17	10
	8%	10%	7%	13%	7%	11%	8%	7%	3%	5%	7%	12%	9%	6%	13%	9%	14%	12%	13%	3%	6%	4%	6%	6%
Another party	212	88	124	15	35	53	57	34	19	57	79	24	52	19	12	26	17	18	13	5	15	29	35	23
	12%	11%	13%	14%	12%	13%	14%	10%	11%	14%	13%	9%	11%	17%	15%	11%	9%	14%	10%	4%	11%	17%	12%	15%
Would probably not vote at all	568	214	354	44	134	148	129	75	38	100	183	89	196	33	27	91	53	50	56	38	31	44	96	49
	33%	27%	38%	43%	47%	37%	31%	22%	21%	25%	31%	33%	42%	31%	33%	39%	30%	39%	43%	33%	23%	25%	32%	31%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 27

Q10th. Would that be...

Base : All voting for another party

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib	Dem	Con	Lab	Lib	Dem	Con	Lab	Lib	Dem	Con	Lab	Lib	Working class	Middle class	Upper class
Unweighted Base	1816	202	79	384	224	302	261	227	362	202	220	456	152	264	318	160	1074	587	5
Weighted Base	1733	194	101	334	211	297	234	213	350	183	207	436	137	249	304	145	1033	552	5
Green	363	25	31	141	21	74	110	17	100	80	21	121	57	29	91	47	159	173	1
	21%	13%	30%	42%	10%	25%	47%	8%	29%	44%	10%	28%	41%	12%	30%	32%	15%	31%	19%
Plaid Cymru	48	1	3	4	3	11	7	6	9	5	6	14	4	6	14	4	29	17	1
	3%	*	3%	1%	1%	4%	3%	3%	2%	3%	3%	3%	3%	2%	4%	2%	3%	3%	20%
UKIP	402	74	14	60	107	75	45	106	94	47	103	119	46	133	79	52	258	125	1
	23%	38%	14%	18%	50%	25%	19%	50%	27%	26%	50%	27%	33%	54%	26%	36%	25%	23%	21%
BNP	140	15	4	11	21	29	8	24	31	5	26	44	3	30	30	5	111	24	2
	8%	8%	4%	3%	10%	10%	4%	11%	9%	3%	13%	10%	2%	12%	10%	3%	11%	4%	39%
Another party	212	32	17	46	23	40	29	21	39	20	18	51	12	15	38	18	118	66	-
	12%	16%	16%	14%	11%	13%	13%	10%	11%	11%	9%	12%	9%	6%	13%	12%	11%	12%	-
Would probably not vote at all	568	47	33	71	37	69	33	40	77	25	33	87	16	36	53	21	357	147	-
	33%	24%	33%	21%	17%	23%	14%	19%	22%	14%	16%	20%	12%	15%	17%	14%	35%	27%	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 27

Q10th. Would that be...

Base : All voting for another party

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	1816	16	116	288	341	104	78	6	35	121	148	182	97	19	11	173	81	228	1588	270	703
Weighted Base	1733	15	112	279	325	102	74	6	34	113	138	170	91	18	12	167	80	219	1515	256	672
Green	363 21%	5 36%	23 21%	22 8%	44 13%	20 20%	9 12%	2 31%	2 5%	16 14%	33 24%	94 55%	47 51%	6 36%	5 47%	24 14%	12 14%	41 19%	322 21%	67 26%	144 21%
Plaid Cymru	48 3%	-	2 2%	5 2%	10 3%	3 3%	3 4%	-	1 3%	2 2%	6 5%	6 3%	3 3%	1 5%	-	6 4%	-	4 2%	44 3%	9 4%	20 3%
UKIP	402 23%	3 19%	17 15%	64 23%	113 35%	19 18%	29 39%	-	4 13%	48 42%	34 24%	7 4%	9 10%	5 26%	-	39 24%	11 14%	51 23%	351 23%	46 18%	144 21%
BNP	140 8%	1 6%	6 6%	46 17%	24 8%	10 10%	6 9%	-	7 20%	14 13%	8 6%	-	4 4%	-	-	11 7%	2 2%	14 6%	126 8%	21 8%	64 9%
Another party	212 12%	1 6%	15 13%	29 10%	32 10%	10 10%	7 9%	2 33%	1 3%	16 14%	21 15%	28 17%	8 8%	3 15%	6 53%	16 10%	18 23%	32 15%	180 12%	41 16%	72 11%
Would probably not vote at all	568 33%	5 33%	48 43%	113 41%	101 31%	40 40%	20 28%	2 36%	19 57%	17 15%	36 26%	35 20%	21 23%	3 18%	-	70 42%	37 47%	77 35%	491 32%	72 28%	228 34%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 27

Q10th. Would that be...

Base : All voting for another party

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	1816	565	170	165	147	302	180	129	99	35	24	202
Weighted Base	1733	538	163	157	141	290	172	123	94	33	23	194
Green	363 21%	122 23%	42 26%	40 26%	31 22%	51 18%	29 17%	24 19%	17 18%	4 12%	3 14%	25 13%
Plaid Cymru	48 3%	16 3%	3 2%	3 2%	2 1%	5 2%	3 2%	6 5%	6 7%	2 6%	2 8%	1 *
UKIP	402 23%	94 17%	35 22%	37 23%	32 23%	60 21%	57 33%	45 37%	27 28%	9 28%	6 24%	74 38%
BNP	140 8%	61 11%	9 6%	7 4%	9 7%	25 8%	8 4%	7 5%	11 11%	4 12%	1 4%	15 8%
Another party	212 12%	74 14%	16 10%	9 6%	25 18%	31 11%	26 15%	11 9%	9 9%	6 20%	5 20%	32 16%
Would probably not vote at all	568 33%	171 32%	58 36%	61 39%	42 30%	118 41%	49 29%	30 24%	24 26%	8 24%	7 30%	47 24%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 28

Q2. At the general election in May this year many people didn't vote. Did you vote in that election?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Yes	8586	4525	4061	311	1025	1525	1744	2232	1748	3283	2911	1036	1356	716	409	1066	804	746	686	409	639	867	1414	830
	84%	87%	81%	60%	71%	79%	84%	92%	94%	90%	83%	80%	74%	83%	83%	81%	83%	86%	85%	81%	88%	83%	84%	85%
No	1652	678	974	209	419	401	322	199	102	348	580	259	465	145	83	244	168	120	120	93	84	176	272	147
	16%	13%	19%	40%	29%	21%	16%	8%	6%	10%	17%	20%	26%	17%	17%	19%	17%	14%	15%	19%	12%	17%	16%	15%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 28

Q2. At the general election in May this year many people didn't vote. Did you vote in that election?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Yes	8586	3203	2413	2104	2497	3012	1451	2450	3053	1257	2345	3272	955	2629	2307	1001	3954	4235	69
	84%	100%	100%	100%	95%	90%	94%	95%	90%	94%	94%	91%	95%	95%	92%	95%	80%	89%	87%
No	1652	-	-	-	129	332	98	121	323	78	137	318	53	145	189	51	1012	526	10
	16%	-	-	-	5%	10%	6%	5%	10%	6%	6%	9%	5%	5%	8%	5%	20%	11%	13%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q2. At the general election in May this year many people didn't vote. Did you vote in that election?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Yes	8586 84%	78	282	920	1812	525	399	96	84	959	1059	924	558	143	83	529	136	933	7654	1473	3125
		78%	73%	72%	88%	80%	86%	85%	62%	93%	88%	90%	90%	86%	89%	77%	66%	81%	84%	88%	81%
No	1652 16%	22	106	354	257	131	63	17	52	77	139	106	65	23	10	159	71	213	1439	203	738
		22%	27%	28%	12%	20%	14%	15%	38%	7%	12%	10%	10%	14%	11%	23%	34%	19%	16%	12%	19%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 28

Q2. At the general election in May this year many people didn't vote. Did you vote in that election?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Yes	8586 84%	1791 82%	503 80%	513 81%	503 80%	833 76%	709 78%	878 86%	989 89%	1070 91%	797 93%	381 100%
No	1652 16%	393 18%	126 20%	123 19%	126 20%	258 24%	199 22%	140 14%	128 11%	103 9%	56 7%	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 29

Q2A. Which party did you vote for in the general election in May?**Base : All respondents**

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	3203	1795	1408	82	285	476	595	883	883	1441	1028	335	399	141	112	343	284	288	265	124	287	331	674	355
	31%	34%	28%	16%	20%	25%	29%	36%	48%	40%	29%	26%	22%	16%	23%	26%	29%	33%	33%	25%	40%	32%	40%	36%
Labour	2413	1212	1201	99	334	505	525	593	356	765	850	333	465	241	164	391	260	241	211	128	132	274	226	145
	24%	23%	24%	19%	23%	26%	25%	24%	19%	21%	24%	26%	26%	28%	33%	30%	27%	28%	26%	26%	18%	26%	13%	15%
Liberal Democrat	2104	1054	1050	100	309	374	410	558	353	834	757	210	303	130	95	243	186	163	157	89	158	201	405	277
	21%	20%	21%	19%	21%	19%	20%	23%	19%	23%	22%	16%	17%	15%	19%	19%	19%	19%	20%	18%	22%	19%	24%	28%
SNP	165	94	72	1	14	28	43	40	39	43	56	34	32	165	-	-	-	-	-	-	-	-	-	-
	2%	2%	1%	*	1%	1%	2%	2%	2%	1%	2%	3%	2%	19%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	48	28	19	1	4	10	9	16	8	11	13	13	11	-	-	-	-	-	-	48	-	-	-	-
	*	1%	*	*	*	1%	*	1%	*	*	*	1%	1%	-	-	-	-	-	-	10%	-	-	-	-
Green	134	62	73	12	26	28	31	20	17	51	50	14	20	14	2	15	12	5	6	4	13	26	26	13
	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	1%	1%	1%	2%	2%	2%	1%
UKIP	268	161	107	7	19	43	66	75	57	74	90	50	54	7	17	40	28	14	26	8	34	18	52	24
	3%	3%	2%	1%	1%	2%	3%	3%	3%	2%	3%	4%	3%	1%	3%	3%	3%	2%	3%	2%	5%	2%	3%	2%
BNP	109	53	56	6	17	37	29	14	6	16	24	31	39	2	13	12	21	17	13	2	6	3	13	7
	1%	1%	1%	1%	1%	2%	1%	1%	*	*	1%	2%	2%	*	3%	1%	2%	2%	2%	*	1%	*	1%	1%
Another party	142	66	76	4	17	26	36	32	28	48	45	17	33	16	6	22	14	19	7	6	8	15	18	10
	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
Did not vote	1652	678	974	209	419	401	322	199	102	348	580	259	465	145	83	244	168	120	120	93	84	176	272	147
	16%	13%	19%	40%	29%	21%	16%	8%	6%	10%	17%	20%	26%	17%	17%	19%	17%	14%	15%	19%	12%	17%	16%	15%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 29

Q2A. Which party did you vote for in the general election in May?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	3203 31%	3203	-	-	2179	379	199	2086	422	197	1946	515	165	2059	201	172	1145	1926	31
		100%	-	-	83%	11%	13%	81%	12%	15%	78%	14%	16%	74%	8%	16%	23%	40%	39%
Labour	2413 24%	-	2413	-	46	1941	118	44	1826	129	60	1775	96	127	1465	138	1466	843	17
		-	100%	-	2%	58%	8%	2%	54%	10%	2%	49%	10%	5%	59%	13%	30%	18%	21%
Liberal Democrat	2104 21%	-	-	2104	153	540	1057	184	617	857	200	743	628	263	462	614	840	1159	17
		-	-	100%	6%	16%	68%	7%	18%	64%	8%	21%	62%	9%	19%	58%	17%	24%	21%
SNP	165 2%	-	-	-	3	22	6	6	32	7	9	32	9	16	30	9	94	65	-
		-	-	-	*	1%	*	*	1%	1%	*	1%	1%	1%	1%	1%	2%	1%	-
Plaid Cymru	48 *	-	-	-	5	12	5	7	12	2	9	13	-	11	12	1	32	14	1
		-	-	-	*	*	*	*	*	*	*	*	-	*	*	*	1%	*	1%
Green	134 1%	-	-	-	6	28	24	7	35	19	6	45	14	9	38	11	59	61	3
		-	-	-	*	1%	2%	*	1%	1%	*	1%	1%	*	2%	1%	1%	1%	3%
UKIP	268 3%	-	-	-	77	46	23	84	55	24	84	72	27	101	51	31	167	91	1
		-	-	-	3%	1%	1%	3%	2%	2%	3%	2%	3%	4%	2%	3%	3%	2%	1%
BNP	109 1%	-	-	-	16	25	7	17	26	9	17	37	6	22	27	10	90	17	-
		-	-	-	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	-
Another party	142 1%	-	-	-	13	20	13	15	28	12	15	41	10	22	21	15	62	58	1
		-	-	-	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Did not vote	1652 16%	-	-	-	129	332	98	121	323	78	137	318	53	145	189	51	1012	526	10
		-	-	-	5%	10%	6%	5%	10%	6%	6%	9%	5%	5%	8%	5%	20%	11%	13%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 29

Q2A. Which party did you vote for in the general election in May?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	3203 31%	27	69	358	982	51	196	8	17	608	482	62	103	70	11	128	33	337	2866	418	1184
Labour	2413 24%	18	92	281	334	337	79	44	33	94	214	429	168	26	31	190	44	290	2123	504	841
Liberal Democrat	2104 21%	23	87	151	337	102	81	10	22	179	288	375	243	31	14	130	31	202	1902	409	779
SNP	165 2%	1	5	18	25	1	4	29	1	5	8	7	7	1	26	17	10	17	148	37	46
Plaid Cymru	48 *	-	2	6	11	2	4	-	1	2	7	5	1	2	-	6	-	5	43	8	20
Green	134 1%	2	12	12	13	4	6	1	3	9	12	28	21	3	1	7	2	21	113	25	58
UKIP	268 3%	5	7	42	75	16	19	1	3	38	21	4	6	6	-	20	6	33	235	36	105
BNP	109 1%	-	4	39	16	7	6	-	5	8	5	-	3	1	-	14	2	13	96	15	49
Another party	142 1%	3	5	13	19	6	5	3	-	17	21	15	6	4	1	17	9	16	127	22	44
Did not vote	1652 16%	22	106	354	257	131	63	17	52	77	139	106	65	23	10	159	71	213	1439	203	738

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 29

Q2A. Which party did you vote for in the general election in May?**Base : All respondents**

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	3203 31%	83 4%	35 6%	57 9%	61 10%	171 16%	231 25%	429 42%	646 58%	817 70%	672 79%	381 100%
Labour	2413 24%	1015 46%	258 41%	219 34%	213 34%	256 23%	156 17%	137 13%	77 7%	63 5%	19 2%	-
Liberal Democrat	2104 21%	423 19%	148 23%	177 28%	172 27%	283 26%	235 26%	248 24%	201 18%	140 12%	77 9%	-
SNP	165 2%	64 3%	12 2%	15 2%	10 2%	23 2%	11 1%	13 1%	7 1%	8 1%	2 *	-
Plaid Cymru	48 *	13 1%	3 *	2 *	1 *	6 1%	2 *	4 *	10 1%	6 1%	2 *	-
Green	134 1%	43 2%	13 2%	13 2%	9 1%	21 2%	12 1%	7 1%	7 1%	5 *	4 *	-
UKIP	268 3%	56 3%	20 3%	18 3%	24 4%	35 3%	37 4%	26 3%	20 2%	18 2%	14 2%	-
BNP	109 1%	51 2%	5 1%	6 1%	6 1%	17 2%	8 1%	2 *	7 1%	4 *	5 1%	-
Another party	142 1%	42 2%	10 2%	6 1%	7 1%	22 2%	17 2%	13 1%	13 1%	9 1%	3 *	-
Did not vote	1652 16%	393 18%	126 20%	123 19%	126 20%	258 24%	199 22%	140 14%	128 11%	103 9%	56 7%	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 30

Q2A. Which party did you vote for in the general election in May?

Base : All voting in the May election

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	8586	4535	4051	311	1019	1506	1735	2241	1774	3323	2907	1023	1333	707	395	1039	794	735	679	405	651	857	1464	860
Weighted Base	8586	4525	4061	311	1025	1525	1744	2232	1748	3283	2911	1036	1356	716	409	1066	804	746	686	409	639	867	1414	830
Conservative	3203	1795	1408	82	285	476	595	883	883	1441	1028	335	399	141	112	343	284	288	265	124	287	331	674	355
	37%	40%	35%	26%	28%	31%	34%	40%	51%	44%	35%	32%	29%	20%	27%	32%	35%	39%	39%	30%	45%	38%	48%	43%
Labour	2413	1212	1201	99	334	505	525	593	356	765	850	333	465	241	164	391	260	241	211	128	132	274	226	145
	28%	27%	30%	32%	33%	33%	30%	27%	20%	23%	29%	32%	34%	34%	40%	37%	32%	32%	31%	31%	21%	32%	16%	17%
Liberal Democrat	2104	1054	1050	100	309	374	410	558	353	834	757	210	303	130	95	243	186	163	157	89	158	201	405	277
	24%	23%	26%	32%	30%	25%	23%	25%	20%	25%	26%	20%	22%	18%	23%	23%	23%	22%	23%	22%	25%	23%	29%	33%
SNP	165	94	72	1	14	28	43	40	39	43	56	34	32	165	-	-	-	-	-	-	-	-	-	-
	2%	2%	2%	*	1%	2%	2%	2%	2%	1%	2%	3%	2%	23%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	48	28	19	1	4	10	9	16	8	11	13	13	11	-	-	-	-	-	-	48	-	-	-	-
	1%	1%	*	*	*	1%	1%	1%	*	*	*	1%	1%	-	-	-	-	-	-	12%	-	-	-	-
Green	134	62	73	12	26	28	31	20	17	51	50	14	20	14	2	15	12	5	6	4	13	26	26	13
	2%	1%	2%	4%	3%	2%	2%	1%	1%	2%	2%	1%	1%	2%	*	1%	1%	1%	1%	1%	2%	3%	2%	2%
UKIP	268	161	107	7	19	43	66	75	57	74	90	50	54	7	17	40	28	14	26	8	34	18	52	24
	3%	4%	3%	2%	2%	3%	4%	3%	3%	2%	3%	5%	4%	1%	4%	4%	3%	2%	4%	2%	5%	2%	4%	3%
BNP	109	53	56	6	17	37	29	14	6	16	24	31	39	2	13	12	21	17	13	2	6	3	13	7
	1%	1%	1%	2%	2%	2%	2%	1%	*	*	1%	3%	3%	*	3%	1%	3%	2%	2%	*	1%	*	1%	1%
Another party	142	66	76	4	17	26	36	32	28	48	45	17	33	16	6	22	14	19	7	6	8	15	18	10
	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	1%	2%	1%	1%

General Public
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Table 30

Q2A. Which party did you vote for in the general election in May?**Base : All voting in the May election**

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	8586	3340	1883	2419	2614	2697	1599	2570	2779	1372	2458	3037	1041	2745	2079	1077	3852	4333	70
Weighted Base	8586	3203	2413	2104	2497	3012	1451	2450	3053	1257	2345	3272	955	2629	2307	1001	3954	4235	69
Conservative	3203 37%	3203	-	-	2179	379	199	2086	422	197	1946	515	165	2059	201	172	1145	1926	31
		100%	-	-	87%	13%	14%	85%	14%	16%	83%	16%	17%	78%	9%	17%	29%	45%	44%
Labour	2413 28%	-	2413	-	46	1941	118	44	1826	129	60	1775	96	127	1465	138	1466	843	17
		-	100%	-	2%	64%	8%	2%	60%	10%	3%	54%	10%	5%	63%	14%	37%	20%	24%
Liberal Democrat	2104 24%	-	-	2104	153	540	1057	184	617	857	200	743	628	263	462	614	840	1159	17
		-	-	100%	6%	18%	73%	8%	20%	68%	9%	23%	66%	10%	20%	61%	21%	27%	24%
SNP	165 2%	-	-	-	3	22	6	6	32	7	9	32	9	16	30	9	94	65	-
		-	-	-	*	1%	*	*	1%	1%	*	1%	1%	1%	1%	1%	2%	2%	-
Plaid Cymru	48 1%	-	-	-	5	12	5	7	12	2	9	13	-	11	12	1	32	14	1
		-	-	-	*	*	*	*	*	*	*	*	-	*	1%	*	1%	*	1%
Green	134 2%	-	-	-	6	28	24	7	35	19	6	45	14	9	38	11	59	61	3
		-	-	-	*	1%	2%	*	1%	2%	*	1%	1%	*	2%	1%	1%	1%	4%
UKIP	268 3%	-	-	-	77	46	23	84	55	24	84	72	27	101	51	31	167	91	1
		-	-	-	3%	2%	2%	3%	2%	2%	4%	2%	3%	4%	2%	3%	4%	2%	1%
BNP	109 1%	-	-	-	16	25	7	17	26	9	17	37	6	22	27	10	90	17	-
		-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	-
Another party	142 2%	-	-	-	13	20	13	15	28	12	15	41	10	22	21	15	62	58	1
		-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 30

Q2A. Which party did you vote for in the general election in May?

Base : All voting in the May election

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	8586	79	281	908	1845	472	406	91	82	998	1082	894	566	146	81	520	135	923	7663	1454	3137
Weighted Base	8586	78	282	920	1812	525	399	96	84	959	1059	924	558	143	83	529	136	933	7654	1473	3125
Conservative	3203 37%	27	69	358	982	51	196	8	17	608	482	62	103	70	11	128	33	337	2866	418	1184
Labour	2413 28%	18	92	281	334	337	79	44	33	94	214	429	168	26	31	190	44	290	2123	504	841
Liberal Democrat	2104 24%	23	87	151	337	102	81	10	22	179	288	375	243	31	14	130	31	202	1902	409	779
SNP	165 2%	1	5	18	25	1	4	29	1	5	8	7	7	1	26	17	10	17	148	37	46
Plaid Cymru	48 1%	-	2	6	11	2	4	-	1	2	7	5	1	2	-	6	-	5	43	8	20
Green	134 2%	2	12	12	13	4	6	1	3	9	12	28	21	3	1	7	2	21	113	25	58
UKIP	268 3%	5	7	42	75	16	19	1	3	38	21	4	6	6	-	20	6	33	235	36	105
BNP	109 1%	-	4	39	16	7	6	-	5	8	5	-	3	1	-	14	2	13	96	15	49
Another party	142 2%	3	5	13	19	6	5	3	-	17	21	15	6	4	1	17	9	16	127	22	44

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Table 30

Q2A. Which party did you vote for in the general election in May?

Base : All voting in the May election

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	8586	1659	476	499	490	837	727	909	1036	1117	836	397
Weighted Base	8586	1791	503	513	503	833	709	878	989	1070	797	381
Conservative	3203	83	35	57	61	171	231	429	646	817	672	381
	37%	5%	7%	11%	12%	20%	33%	49%	65%	76%	84%	100%
Labour	2413	1015	258	219	213	256	156	137	77	63	19	-
	28%	57%	51%	43%	42%	31%	22%	16%	8%	6%	2%	-
Liberal Democrat	2104	423	148	177	172	283	235	248	201	140	77	-
	24%	24%	29%	35%	34%	34%	33%	28%	20%	13%	10%	-
SNP	165	64	12	15	10	23	11	13	7	8	2	-
	2%	4%	2%	3%	2%	3%	2%	1%	1%	1%	*	-
Plaid Cymru	48	13	3	2	1	6	2	4	10	6	2	-
	1%	1%	1%	*	*	1%	*	*	1%	1%	*	-
Green	134	43	13	13	9	21	12	7	7	5	4	-
	2%	2%	3%	3%	2%	3%	2%	1%	1%	*	*	-
UKIP	268	56	20	18	24	35	37	26	20	18	14	-
	3%	3%	4%	4%	5%	4%	5%	3%	2%	2%	2%	-
BNP	109	51	5	6	6	17	8	2	7	4	5	-
	1%	3%	1%	1%	1%	2%	1%	*	1%	*	1%	-
Another party	142	42	10	6	7	22	17	13	13	9	3	-
	2%	2%	2%	1%	1%	3%	2%	1%	1%	1%	*	-

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Table 31

Q3. Thinking back to the previous general election, back in May 2005, when Michael Howard was Conservative leader, Charles Kennedy was Liberal Democrat leader and Tony Blair was re-elected for the last time, can you remember if you voted in that election and if so how you voted?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	2626	1519	1107	30	183	336	491	783	803	1240	817	253	316	106	85	294	213	235	216	108	254	241	583	290
	26%	29%	22%	6%	13%	17%	24%	32%	43%	34%	23%	20%	17%	12%	17%	22%	22%	27%	27%	22%	35%	23%	35%	30%
Labour	3344	1736	1608	72	468	736	776	799	494	1092	1132	484	637	267	218	527	373	304	298	190	184	363	396	225
	33%	33%	32%	14%	32%	38%	38%	33%	27%	30%	32%	37%	35%	31%	44%	40%	38%	35%	37%	38%	25%	35%	23%	23%
Liberal Democrat	1549	811	738	42	198	256	276	453	324	676	554	134	185	101	68	186	113	118	107	59	116	144	308	229
	15%	16%	15%	8%	14%	13%	13%	19%	18%	19%	16%	10%	10%	12%	14%	14%	12%	14%	13%	12%	16%	14%	18%	23%
SNP	194	105	88	1	15	39	49	41	48	56	66	36	35	194	-	-	-	-	-	-	-	-	-	-
	2%	2%	2%	*	1%	2%	2%	2%	3%	2%	2%	3%	2%	23%	-	-	-	-	-	-	-	-	-	-
Another party	512	252	261	13	55	119	131	118	76	139	176	72	124	39	19	54	53	41	31	50	46	51	72	56
	5%	5%	5%	3%	4%	6%	6%	5%	4%	4%	5%	6%	7%	5%	4%	4%	5%	5%	4%	10%	6%	5%	4%	6%
Did not vote in that election	2012	780	1232	362	525	440	343	238	106	427	747	316	523	155	101	249	221	168	154	94	122	244	327	178
	20%	15%	24%	69%	36%	23%	17%	10%	6%	12%	21%	24%	29%	18%	21%	19%	23%	19%	19%	19%	17%	23%	19%	18%

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Table 31

Q3. Thinking back to the previous general election, back in May 2005, when Michael Howard was Conservative leader, Charles Kennedy was Liberal Democrat leader and Tony Blair was re-elected for the last time, can you remember if you voted in that election and if so how you voted?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	2626	2179	46	153	2626	-	-	2234	101	84	2031	193	100	2046	60	89	888	1628	29
	26%	68%	2%	7%	100%	-	-	87%	3%	6%	82%	5%	10%	74%	2%	8%	18%	34%	36%
Labour	3344	379	1941	540	-	3344	-	66	2846	113	107	2619	78	252	1946	206	1967	1247	21
	33%	12%	80%	26%	-	100%	-	3%	84%	8%	4%	73%	8%	9%	78%	20%	40%	26%	26%
Liberal Democrat	1549	199	118	1057	-	-	1549	106	214	1054	145	393	740	205	256	670	534	931	15
	15%	6%	5%	50%	-	-	100%	4%	6%	79%	6%	11%	73%	7%	10%	64%	11%	20%	19%
SNP	194	16	17	10	-	-	-	8	17	10	7	30	9	15	30	10	107	77	1
	2%	1%	1%	*	-	-	-	*	1%	1%	*	1%	1%	1%	1%	1%	2%	2%	2%
Another party	512	83	45	56	-	-	-	54	36	28	64	116	26	97	94	31	298	180	5
	5%	3%	2%	3%	-	-	-	2%	1%	2%	3%	3%	3%	3%	4%	3%	6%	4%	7%
Did not vote in that election	2012	346	246	288	-	-	-	104	161	46	129	239	55	159	110	46	1172	697	8
	20%	11%	10%	14%	-	-	-	4%	5%	3%	5%	7%	5%	6%	4%	4%	24%	15%	10%

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Table 31

Q3. Thinking back to the previous general election, back in May 2005, when Michael Howard was Conservative leader, Charles Kennedy was Liberal Democrat leader and Tony Blair was re-elected for the last time, can you remember if you voted in that election and if so how you voted?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	2626 26%	18 18%	37 9%	229 18%	874 42%	32 5%	158 34%	5 4%	13 10%	556 54%	388 32%	48 5%	75 12%	61 37%	7 7%	102 15%	22 11%	281 25%	2345 26%	333 20%	929 24%
Labour	3344 33%	30 30%	123 32%	447 35%	493 24%	423 64%	132 29%	48 42%	57 42%	181 17%	303 25%	525 51%	232 37%	33 20%	30 33%	236 34%	53 26%	386 34%	2959 33%	659 39%	1216 31%
Liberal Democrat	1549 15%	13 13%	47 12%	88 7%	242 12%	54 8%	72 16%	4 4%	16 12%	140 14%	241 20%	276 27%	180 29%	31 18%	16 17%	106 15%	24 12%	147 13%	1402 15%	295 18%	527 14%
SNP	194 2%	1 1%	7 2%	24 2%	28 1%	2 *	5 1%	33 30%	1 1%	9 1%	10 1%	9 1%	6 1%	1 1%	25 27%	20 3%	11 6%	18 2%	176 2%	38 2%	60 2%
Another party	512 5%	7 7%	27 7%	64 5%	109 5%	19 3%	22 5%	3 2%	3 2%	48 5%	48 4%	43 4%	26 4%	8 5%	8 8%	49 7%	28 14%	68 6%	445 5%	87 5%	199 5%
Did not vote in that election	2012 20%	30 30%	148 38%	421 33%	322 16%	126 19%	73 16%	20 18%	46 34%	102 10%	208 17%	129 13%	104 17%	32 19%	8 8%	176 26%	68 33%	247 22%	1766 19%	263 16%	932 24%

General Public
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Table 31

Q3. Thinking back to the previous general election, back in May 2005, when Michael Howard was Conservative leader, Charles Kennedy was Liberal Democrat leader and Tony Blair was re-elected for the last time, can you remember if you voted in that election and if so how you voted?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	2626 26%	64 3%	28 4%	39 6%	59 9%	143 13%	193 21%	340 33%	506 45%	676 58%	580 68%	146 38%
Labour	3344 33%	1198 55%	317 50%	291 46%	251 40%	351 32%	251 28%	233 23%	202 18%	166 14%	86 10%	108 28%
Liberal Democrat	1549 15%	293 13%	92 15%	96 15%	119 19%	204 19%	185 20%	182 18%	166 15%	136 12%	77 9%	40 11%
SNP	194 2%	63 3%	16 2%	18 3%	12 2%	19 2%	15 2%	16 2%	17 2%	13 1%	5 1%	4 1%
Another party	512 5%	144 7%	32 5%	32 5%	36 6%	68 6%	44 5%	57 6%	50 4%	29 2%	21 2%	17 5%
Did not vote in that election	2012 20%	422 19%	145 23%	160 25%	152 24%	307 28%	221 24%	189 19%	176 16%	154 13%	85 10%	65 17%

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Table 32

Q4. And what about the general election before that - back in June 2001? That was the election when Tony Blair was elected for the second time, William Hague was Conservative Party leader and Charles Kennedy was Liberal Democrat leader. How did you vote in that election (if you voted)?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	2571	1503	1068	14	156	320	491	792	798	1235	800	239	297	113	84	280	205	234	216	111	247	237	558	286
	25%	29%	21%	3%	11%	17%	24%	33%	43%	34%	23%	18%	16%	13%	17%	21%	21%	27%	27%	22%	34%	23%	33%	29%
Labour	3376	1784	1592	35	383	761	795	868	533	1129	1099	487	661	265	228	535	373	331	305	177	183	345	401	233
	33%	34%	32%	7%	27%	39%	38%	36%	29%	31%	31%	38%	36%	31%	46%	41%	38%	38%	38%	35%	25%	33%	24%	24%
Liberal Democrat	1335	688	647	22	149	195	275	398	296	598	456	113	168	94	55	160	111	86	91	56	107	112	269	194
	13%	13%	13%	4%	10%	10%	13%	16%	16%	16%	13%	9%	9%	11%	11%	12%	11%	10%	11%	11%	15%	11%	16%	20%
SNP	164	85	80	1	12	36	36	34	44	46	57	27	35	164	-	-	-	-	-	-	-	-	-	-
	2%	2%	2%	*	1%	2%	2%	1%	2%	1%	2%	2%	2%	19%	-	-	-	-	-	-	-	-	-	-
Another party	468	221	247	6	50	115	110	119	68	122	157	78	111	47	20	43	41	34	24	51	36	54	70	48
	5%	4%	5%	1%	3%	6%	5%	5%	4%	3%	4%	6%	6%	5%	4%	3%	4%	4%	3%	10%	5%	5%	4%	5%
Did not vote in that election	2324	922	1401	442	694	498	359	220	111	501	923	351	548	178	105	291	243	181	170	106	149	296	389	216
	23%	18%	28%	85%	48%	26%	17%	9%	6%	14%	26%	27%	30%	21%	21%	22%	25%	21%	21%	21%	21%	28%	23%	22%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 32

Q4. And what about the general election before that - back in June 2001? That was the election when Tony Blair was elected for the second time, William Hague was Conservative Party leader and Charles Kennedy was Liberal Democrat leader. How did you vote in that election (if you voted)?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	2571 25%	2086	44	184	2234	66	106	2571	-	-	2134	144	81	2107	41	76	856	1613	28
		65%	2%	9%	85%	2%	7%	100%	-	-	86%	4%	8%	76%	2%	7%	17%	34%	35%
Labour	3376 33%	422	1826	617	101	2846	214	-	3376	-	86	2881	54	277	2083	203	1950	1294	20
		13%	76%	29%	4%	85%	14%	-	100%	-	3%	80%	5%	10%	83%	19%	39%	27%	25%
Liberal Democrat	1335 13%	197	129	857	84	113	1054	-	-	1335	99	263	804	162	173	694	469	799	12
		6%	5%	41%	3%	3%	68%	-	-	100%	4%	7%	80%	6%	7%	66%	9%	17%	15%
SNP	164 2%	13	14	9	1	7	3	-	-	-	5	14	6	12	17	8	87	65	-
		*	1%	*	*	*	*	-	-	-	*	*	1%	*	1%	1%	2%	1%	-
Another party	468 5%	73	47	69	30	32	29	-	-	-	35	95	23	71	80	31	268	163	6
		2%	2%	3%	1%	1%	2%	-	-	-	1%	3%	2%	3%	3%	3%	5%	3%	7%
Did not vote in that election	2324 23%	412	352	367	177	281	142	-	-	-	124	193	39	145	102	41	1337	827	14
		13%	15%	17%	7%	8%	9%	-	-	-	5%	5%	4%	5%	4%	4%	27%	17%	18%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 32

Q4. And what about the general election before that - back in June 2001? That was the election when Tony Blair was elected for the second time, William Hague was Conservative Party leader and Charles Kennedy was Liberal Democrat leader. How did you vote in that election (if you voted)?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	2571 25%	20	34	205	857	34	160	7	11	555	382	38	79	61	8	100	23	268	2303	314	910
		20%	9%	16%	41%	5%	35%	6%	8%	54%	32%	4%	13%	37%	8%	14%	11%	23%	25%	19%	24%
Labour	3376 33%	31	106	442	525	421	130	47	54	183	291	558	249	35	31	224	48	377	2998	661	1184
		31%	27%	35%	25%	64%	28%	42%	40%	18%	24%	54%	40%	21%	33%	33%	23%	33%	33%	39%	31%
Liberal Democrat	1335 13%	8	48	85	227	41	54	3	12	130	198	217	157	25	13	96	21	138	1197	245	433
		8%	12%	7%	11%	6%	12%	2%	9%	13%	17%	21%	25%	15%	14%	14%	10%	12%	13%	15%	11%
SNP	164 2%	1	6	23	25	2	6	23	1	7	10	6	6	1	22	18	8	14	151	30	49
		1%	2%	2%	1%	*	1%	20%	1%	1%	1%	1%	1%	1%	24%	3%	4%	1%	2%	2%	1%
Another party	468 5%	8	21	58	96	17	20	7	4	40	48	41	21	7	7	47	23	60	409	82	175
		8%	5%	5%	5%	3%	4%	6%	3%	4%	4%	4%	3%	4%	7%	7%	11%	5%	4%	5%	5%
Did not vote in that election	2324 23%	31	173	460	338	141	92	27	55	120	269	170	111	36	12	203	85	289	2034	343	1112
		31%	45%	36%	16%	21%	20%	24%	40%	12%	22%	17%	18%	22%	13%	30%	41%	25%	22%	20%	29%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 32

Q4. And what about the general election before that - back in June 2001? That was the election when Tony Blair was elected for the second time, William Hague was Conservative Party leader and Charles Kennedy was Liberal Democrat leader. How did you vote in that election (if you voted)?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	2571 25%	73 3%	25 4%	43 7%	51 8%	150 14%	188 21%	337 33%	504 45%	649 55%	551 65%	141 37%
Labour	3376 33%	1208 55%	306 49%	280 44%	257 41%	341 31%	273 30%	236 23%	200 18%	169 14%	106 12%	109 29%
Liberal Democrat	1335 13%	224 10%	80 13%	89 14%	101 16%	171 16%	156 17%	169 17%	151 13%	128 11%	67 8%	42 11%
SNP	164 2%	51 2%	16 2%	15 2%	9 1%	20 2%	12 1%	14 1%	12 1%	11 1%	4 *	4 1%
Another party	468 5%	133 6%	33 5%	26 4%	32 5%	66 6%	49 5%	47 5%	36 3%	22 2%	23 3%	15 4%
Did not vote in that election	2324 23%	495 23%	170 27%	183 29%	179 28%	343 31%	230 25%	214 21%	215 19%	193 16%	101 12%	69 18%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 33

Q5. What about the 1997 general election - when Tony Blair won for the first time and Labour came to power after 18 years of Conservative government? John Major was Conservative Party leader, and Paddy Ashdown was Liberal Democrat leader. How did you vote in that election (if you voted)?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	2482	1438	1044	11	91	326	510	778	767	1192	759	225	307	113	85	268	199	220	212	109	238	223	531	283
	24%	28%	21%	2%	6%	17%	25%	32%	41%	33%	22%	17%	17%	13%	17%	20%	21%	25%	26%	22%	33%	21%	31%	29%
Labour	3590	1946	1644	22	266	802	877	1004	618	1235	1170	508	677	288	224	546	386	348	308	195	199	356	468	272
	35%	37%	33%	4%	18%	42%	42%	41%	33%	34%	34%	39%	37%	33%	46%	42%	40%	40%	38%	39%	28%	34%	28%	28%
Liberal Democrat	1008	534	474	17	63	140	200	332	256	465	327	88	127	68	37	130	76	64	72	39	81	65	219	157
	10%	10%	9%	3%	4%	7%	10%	14%	14%	13%	9%	7%	7%	8%	8%	10%	8%	7%	9%	8%	11%	6%	13%	16%
SNP	145	78	67	-	7	37	37	27	38	38	48	28	31	145	-	-	-	-	-	-	-	-	-	-
	1%	2%	1%	-	*	2%	2%	1%	2%	1%	1%	2%	2%	17%	-	-	-	-	-	-	-	-	-	-
Another party	342	168	175	4	25	89	93	79	52	92	118	54	79	37	18	32	33	21	18	36	28	41	51	27
	3%	3%	3%	1%	2%	5%	4%	3%	3%	3%	3%	4%	4%	4%	4%	2%	3%	2%	2%	7%	4%	4%	3%	3%
Did not vote in that election	2670	1039	1631	465	992	533	351	212	117	609	1069	392	600	211	128	335	277	213	196	123	175	358	417	238
	26%	20%	32%	89%	69%	28%	17%	9%	6%	17%	31%	30%	33%	24%	26%	26%	29%	25%	24%	25%	24%	34%	25%	24%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q5. What about the 1997 general election - when Tony Blair won for the first time and Labour came to power after 18 years of Conservative government? John Major was Conservative Party leader, and Paddy Ashdown was Liberal Democrat leader. How did you vote in that election (if you voted)?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	2482 24%	1946	60	200	2031	107	145	2134	86	99	2482	-	-	2170	25	48	844	1542	26
		61%	2%	10%	77%	3%	9%	83%	3%	7%	100%	-	-	78%	1%	5%	17%	32%	32%
Labour	3590 35%	515	1775	743	193	2619	393	144	2881	263	-	3590	-	329	2291	266	2046	1398	20
		16%	74%	35%	7%	78%	25%	6%	85%	20%	-	100%	-	12%	92%	25%	41%	29%	25%
Liberal Democrat	1008 10%	165	96	628	100	78	740	81	54	804	-	-	1008	104	63	674	320	632	9
		5%	4%	30%	4%	2%	48%	3%	2%	60%	-	-	100%	4%	3%	64%	6%	13%	11%
SNP	145 1%	14	18	8	3	12	1	4	8	3	-	-	-	10	13	3	87	52	-
		*	1%	*	*	*	*	*	*	*	-	-	-	*	1%	*	2%	1%	-
Another party	342 3%	62	31	41	30	30	30	28	18	18	-	-	-	53	40	18	180	130	4
		2%	1%	2%	1%	1%	2%	1%	1%	1%	-	-	-	2%	2%	2%	4%	3%	5%
Did not vote in that election	2670 26%	501	433	484	271	498	240	182	328	147	-	-	-	109	63	44	1489	1006	21
		16%	18%	23%	10%	15%	16%	7%	10%	11%	-	-	-	4%	3%	4%	30%	21%	27%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 33

Q5. What about the 1997 general election - when Tony Blair won for the first time and Labour came to power after 18 years of Conservative government? John Major was Conservative Party leader, and Paddy Ashdown was Liberal Democrat leader. How did you vote in that election (if you voted)?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	2482 24%	19 19%	32 8%	205 16%	820 40%	39 6%	162 35%	8 7%	10 7%	515 50%	365 30%	43 4%	74 12%	55 33%	8 8%	104 15%	24 11%	265 23%	2217 24%	294 18%	865 22%
Labour	3590 35%	23 23%	105 27%	417 33%	597 29%	408 62%	131 28%	48 43%	46 34%	225 22%	339 28%	593 58%	295 47%	35 21%	28 30%	247 36%	52 25%	400 35%	3190 35%	661 39%	1236 32%
Liberal Democrat	1008 10%	10 10%	27 7%	62 5%	176 9%	27 4%	52 11%	4 3%	9 7%	111 11%	152 13%	149 14%	108 17%	19 11%	15 16%	70 10%	18 9%	113 10%	895 10%	181 11%	300 8%
SNP	145 1%	1 1%	3 1%	20 2%	20 1%	1 *	4 1%	24 22%	1 1%	3 *	8 1%	5 *	5 1%	1 1%	20 22%	21 3%	9 4%	15 1%	130 1%	29 2%	44 1%
Another party	342 3%	8 8%	18 5%	46 4%	56 3%	16 2%	20 4%	2 2%	5 4%	31 3%	36 3%	23 2%	16 3%	9 6%	6 6%	33 5%	17 8%	42 4%	300 3%	52 3%	140 4%
Did not vote in that election	2670 26%	39 39%	203 52%	524 41%	398 19%	166 25%	92 20%	27 24%	65 48%	151 15%	298 25%	218 21%	126 20%	46 28%	16 18%	214 31%	88 42%	310 27%	2360 26%	458 27%	1278 33%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 33

Q5. What about the 1997 general election - when Tony Blair won for the first time and Labour came to power after 18 years of Conservative government? John Major was Conservative Party leader, and Paddy Ashdown was Liberal Democrat leader. How did you vote in that election (if you voted)?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	2482 24%	72 3%	30 5%	38 6%	58 9%	142 13%	174 19%	322 32%	481 43%	630 54%	536 63%	120 31%
Labour	3590 35%	1240 57%	313 50%	301 47%	258 41%	377 35%	282 31%	270 27%	229 21%	201 17%	118 14%	120 31%
Liberal Democrat	1008 10%	151 7%	61 10%	66 10%	83 13%	125 11%	124 14%	125 12%	118 11%	104 9%	53 6%	35 9%
SNP	145 1%	52 2%	15 2%	11 2%	8 1%	15 1%	10 1%	12 1%	8 1%	12 1%	3 *	2 1%
Another party	342 3%	86 4%	23 4%	26 4%	20 3%	44 4%	39 4%	42 4%	31 3%	15 1%	16 2%	17 5%
Did not vote in that election	2670 26%	583 27%	188 30%	193 30%	202 32%	387 36%	279 31%	246 24%	250 22%	212 18%	128 15%	87 23%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 34

Q6. At the 1992 general election, Neil Kinnock was Labour Party leader and John Major was fighting his first election as Conservative Party leader, having taken over as Prime Minister a few years earlier, and Paddy Ashdown was Liberal Democrat leader. How did you vote in that election (if you voted)?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	2774	1651	1123	10	50	335	586	900	893	1336	823	273	343	148	93	319	235	235	234	112	257	247	598	295
	27%	32%	22%	2%	3%	17%	28%	37%	48%	37%	24%	21%	19%	17%	19%	24%	24%	27%	29%	22%	36%	24%	35%	30%
Labour	2496	1356	1140	15	69	497	673	773	468	847	797	341	510	227	180	386	258	239	213	143	149	235	291	176
	24%	26%	23%	3%	5%	26%	33%	32%	25%	23%	23%	26%	28%	26%	37%	29%	27%	28%	26%	28%	21%	23%	17%	18%
Liberal Democrat	1052	553	499	13	24	150	227	369	270	508	313	91	140	61	41	127	104	70	78	45	79	74	222	150
	10%	11%	10%	2%	2%	8%	11%	15%	15%	14%	9%	7%	8%	7%	8%	10%	11%	8%	10%	9%	11%	7%	13%	15%
SNP	129	73	56	-	3	31	33	28	35	34	46	19	29	129	-	-	-	-	-	-	-	-	-	-
	1%	1%	1%	-	*	2%	2%	1%	2%	1%	1%	2%	2%	15%	-	-	-	-	-	-	-	-	-	-
Another party	293	138	154	3	15	80	83	73	38	77	103	44	69	32	10	30	26	22	20	40	23	30	41	19
	3%	3%	3%	1%	1%	4%	4%	3%	2%	2%	3%	3%	4%	4%	2%	2%	3%	3%	2%	8%	3%	3%	2%	2%
Did not vote in that election	3494	1431	2063	480	1283	832	465	288	146	829	1409	527	729	264	168	448	350	300	261	161	215	456	534	337
	34%	28%	41%	92%	89%	43%	22%	12%	8%	23%	40%	41%	40%	31%	34%	34%	36%	35%	32%	32%	30%	44%	32%	35%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 34

Q6. At the 1992 general election, Neil Kinnock was Labour Party leader and John Major was fighting his first election as Conservative Party leader, having taken over as Prime Minister a few years earlier, and Paddy Ashdown was Liberal Democrat leader. How did you vote in that election (if you voted)?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	2774	2059	127	263	2046	252	205	2107	277	162	2170	329	104	2774	-	-	957	1702	34
	27%	64%	5%	12%	78%	8%	13%	82%	8%	12%	87%	9%	10%	100%	-	-	19%	36%	42%
Labour	2496	201	1465	462	60	1946	256	41	2083	173	25	2291	63	-	2496	-	1468	933	10
	24%	6%	61%	22%	2%	58%	17%	2%	62%	13%	1%	64%	6%	-	100%	-	30%	20%	13%
Liberal Democrat	1052	172	138	614	89	206	670	76	203	694	48	266	674	-	-	1052	368	624	9
	10%	5%	6%	29%	3%	6%	43%	3%	6%	52%	2%	7%	67%	-	-	100%	7%	13%	11%
SNP	129	8	21	9	-	15	2	1	14	4	-	13	2	-	-	-	75	47	-
	1%	*	1%	*	-	*	*	*	*	*	-	*	*	-	-	-	2%	1%	-
Another party	293	53	23	54	26	46	27	28	37	21	19	52	14	-	-	-	158	106	5
	3%	2%	1%	3%	1%	1%	2%	1%	1%	2%	1%	1%	1%	-	-	-	3%	2%	6%
Did not vote in that election	3494	711	639	703	405	879	389	319	762	280	221	639	151	-	-	-	1940	1349	22
	34%	22%	27%	33%	15%	26%	25%	12%	23%	21%	9%	18%	15%	-	-	-	39%	28%	28%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 34

Q6. At the 1992 general election, Neil Kinnock was Labour Party leader and John Major was fighting his first election as Conservative Party leader, having taken over as Prime Minister a few years earlier, and Paddy Ashdown was Liberal Democrat leader. How did you vote in that election (if you voted)?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	2774 27%	22	34	221	916	48	173	8	12	562	405	52	93	67	11	127	24	286	2488	320	926
		22%	9%	17%	44%	7%	37%	7%	9%	54%	34%	5%	15%	41%	12%	18%	11%	25%	27%	19%	24%
Labour	2496 24%	10	64	269	384	339	94	33	29	130	193	477	205	24	33	172	40	295	2201	479	783
		10%	17%	21%	19%	52%	20%	29%	21%	13%	16%	46%	33%	15%	36%	25%	19%	26%	24%	29%	20%
Liberal Democrat	1052 10%	10	29	71	174	31	50	3	6	117	171	152	122	21	11	68	16	117	935	175	316
		10%	7%	6%	8%	5%	11%	3%	4%	11%	14%	15%	20%	13%	11%	10%	8%	10%	10%	10%	8%
SNP	129 1%	1	4	18	17	-	3	23	1	5	6	3	5	1	17	17	9	14	115	34	34
		1%	1%	1%	1%	-	1%	21%	1%	*	*	*	1%	1%	18%	2%	4%	1%	1%	2%	1%
Another party	293 3%	4	8	43	52	11	18	4	3	28	28	24	22	5	5	25	14	36	257	49	121
		4%	2%	3%	3%	2%	4%	3%	2%	3%	2%	2%	3%	3%	5%	4%	7%	3%	3%	3%	3%
Did not vote in that election	3494 34%	53	249	652	526	227	125	42	86	194	395	322	176	47	16	280	105	398	3096	619	1682
		53%	64%	51%	25%	35%	27%	37%	63%	19%	33%	31%	28%	28%	17%	41%	51%	35%	34%	37%	44%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 34

Q6. At the 1992 general election, Neil Kinnock was Labour Party leader and John Major was fighting his first election as Conservative Party leader, having taken over as Prime Minister a few years earlier, and Paddy Ashdown was Liberal Democrat leader. How did you vote in that election (if you voted)?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	2774 27%	102 5%	40 6%	55 9%	71 11%	165 15%	209 23%	361 35%	534 48%	666 57%	570 67%	133 35%
Labour	2496 24%	1036 47%	230 37%	226 36%	190 30%	247 23%	181 20%	148 15%	92 8%	93 8%	52 6%	69 18%
Liberal Democrat	1052 10%	175 8%	61 10%	72 11%	81 13%	152 14%	115 13%	124 12%	124 11%	97 8%	53 6%	35 9%
SNP	129 1%	45 2%	13 2%	10 2%	8 1%	14 1%	8 1%	11 1%	11 1%	7 1%	2 *	2 1%
Another party	293 3%	74 3%	28 4%	14 2%	16 3%	31 3%	33 4%	40 4%	27 2%	17 1%	15 2%	11 3%
Did not vote in that election	3494 34%	752 34%	257 41%	259 41%	263 42%	483 44%	362 40%	334 33%	329 29%	294 25%	162 19%	130 34%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 35

Q7. What is your overall feeling about the period when Margaret Thatcher was Prime Minister, back in the 1980s?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Very positive	1682 16%	1022 20%	661 13%	18 4%	92 6%	174 9%	313 15%	524 22%	561 30%	795 22%	487 14%	165 13%	236 13%	85 10%	57 12%	198 15%	124 13%	149 17%	133 16%	72 14%	152 21%	163 16%	352 21%	198 20%
Quite positive	2878 28%	1509 29%	1369 27%	102 20%	336 23%	535 28%	607 29%	731 30%	566 31%	1131 31%	977 28%	351 27%	420 23%	188 22%	109 22%	307 23%	256 26%	253 29%	245 30%	126 25%	225 31%	313 30%	567 34%	288 29%
Quite negative	1743 17%	855 16%	887 18%	97 19%	295 20%	379 20%	362 18%	378 16%	231 13%	560 15%	605 17%	237 18%	341 19%	159 18%	90 18%	237 18%	165 17%	148 17%	140 17%	76 15%	119 16%	192 18%	271 16%	146 15%
Very negative	2874 28%	1518 29%	1355 27%	85 16%	278 19%	599 31%	698 34%	758 31%	456 25%	948 26%	969 28%	392 30%	565 31%	358 42%	190 39%	419 32%	307 32%	228 26%	202 25%	170 34%	161 22%	249 24%	339 20%	250 26%
Don't know	1061 10%	298 6%	763 15%	218 42%	443 31%	239 12%	86 4%	41 2%	35 2%	198 5%	453 13%	151 12%	260 14%	71 8%	46 9%	149 11%	119 12%	88 10%	86 11%	58 12%	66 9%	127 12%	157 9%	96 10%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 35

Q7. What is your overall feeling about the period when Margaret Thatcher was Prime Minister, back in the 1980s?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Very positive	1682 16%	1243 39%	85 4%	103 5%	1212 46%	153 5%	95 6%	1206 47%	171 5%	90 7%	1180 48%	195 5%	73 7%	1257 45%	72 3%	73 7%	604 12%	997 21%	36 45%
Quite positive	2878 28%	1416 44%	267 11%	532 25%	1177 45%	531 16%	423 27%	1163 45%	548 16%	373 28%	1136 46%	614 17%	330 33%	1279 46%	282 11%	300 29%	1213 24%	1548 33%	24 30%
Quite negative	1743 17%	246 8%	519 22%	512 24%	101 4%	735 22%	391 25%	96 4%	719 21%	345 26%	79 3%	772 21%	247 25%	147 5%	524 21%	269 26%	940 19%	731 15%	8 10%
Very negative	2874 28%	99 3%	1354 56%	763 36%	44 2%	1684 50%	524 34%	31 1%	1745 52%	441 33%	36 1%	1866 52%	302 30%	52 2%	1550 62%	367 35%	1613 32%	1128 24%	5 7%
Don't know	1061 10%	198 6%	188 8%	194 9%	92 4%	241 7%	116 7%	76 3%	193 6%	85 6%	52 2%	144 4%	55 5%	39 1%	66 3%	43 4%	595 12%	357 7%	7 9%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q7. What is your overall feeling about the period when Margaret Thatcher was Prime Minister, back in the 1980s?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Very positive	1682 16%	15 15%	23 6%	164 13%	560 27%	26 4%	112 24%	7 7%	12 9%	347 33%	220 18%	25 2%	36 6%	45 27%	5 5%	67 10%	17 8%	187 16%	1496 16%	174 10%	581 15%
Quite positive	2878 28%	27 27%	88 23%	350 27%	773 37%	86 13%	151 33%	11 9%	26 19%	405 39%	427 36%	114 11%	130 21%	72 43%	15 16%	172 25%	33 16%	321 28%	2556 28%	429 26%	1150 30%
Quite negative	1743 17%	12 12%	86 22%	231 18%	309 15%	124 19%	77 17%	19 17%	25 19%	122 12%	224 19%	176 17%	128 21%	14 8%	23 24%	135 20%	38 19%	203 18%	1540 17%	334 20%	661 17%
Very negative	2874 28%	22 23%	89 23%	272 21%	275 13%	349 53%	86 19%	69 61%	43 31%	114 11%	227 19%	664 64%	305 49%	28 17%	47 51%	221 32%	62 30%	289 25%	2584 28%	559 33%	972 25%
Don't know	1061 10%	22 23%	102 26%	258 20%	152 7%	70 11%	36 8%	7 6%	30 22%	48 5%	100 8%	52 5%	23 4%	7 4%	4 4%	94 14%	56 27%	145 13%	916 10%	180 11%	501 13%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 35

Q7. What is your overall feeling about the period when Margaret Thatcher was Prime Minister, back in the 1980s?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Very positive	1682 16%	63 3%	21 3%	36 6%	34 5%	87 8%	101 11%	200 20%	274 25%	420 36%	447 52%	88 23%
Quite positive	2878 28%	184 8%	87 14%	109 17%	109 17%	285 26%	323 36%	419 41%	523 47%	540 46%	297 35%	152 40%
Quite negative	1743 17%	311 14%	138 22%	148 23%	183 29%	259 24%	222 25%	177 17%	157 14%	99 8%	49 6%	73 19%
Very negative	2874 28%	1415 65%	303 48%	272 43%	225 36%	244 22%	141 16%	125 12%	69 6%	53 5%	24 3%	30 8%
Don't know	1061 10%	210 10%	80 13%	71 11%	78 12%	216 20%	120 13%	96 9%	94 8%	62 5%	36 4%	38 10%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 36

Q8. Have you generally voted the same way as your father voted? Or have you sometimes voted differently from how your father voted, or have you always voted differently from him?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Generally voted the same way	2500	1272	1228	138	355	506	496	563	442	867	792	326	515	191	133	353	259	210	194	124	167	263	389	217
	24%	24%	24%	26%	25%	26%	24%	23%	24%	24%	23%	25%	28%	22%	27%	27%	27%	24%	24%	25%	23%	25%	23%	22%
Sometimes voted differently	3291	1733	1558	137	444	611	675	799	625	1249	1140	427	477	280	150	435	297	295	267	178	206	353	527	303
	32%	33%	31%	26%	31%	32%	33%	33%	34%	34%	33%	33%	26%	33%	30%	33%	31%	34%	33%	36%	28%	34%	31%	31%
Always voted differently	1860	943	916	48	153	310	408	543	399	728	633	213	286	173	75	202	158	165	145	82	145	183	337	193
	18%	18%	18%	9%	11%	16%	20%	22%	22%	20%	18%	16%	16%	20%	15%	15%	16%	19%	18%	16%	20%	18%	20%	20%
Don't know	2587	1254	1333	198	493	499	487	526	383	787	927	329	544	217	133	319	259	197	200	116	205	243	433	264
	25%	24%	26%	38%	34%	26%	24%	22%	21%	22%	27%	25%	30%	25%	27%	24%	27%	23%	25%	23%	28%	23%	26%	27%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 36

Q8. Have you generally voted the same way as your father voted? Or have you sometimes voted differently from how your father voted, or have you always voted differently from him?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Generally voted the same way	2500 24%	916	874	252	821	1104	145	818	1071	123	789	1056	91	793	888	74	1279	1136	28
		29%	36%	12%	31%	33%	9%	32%	32%	9%	32%	29%	9%	29%	36%	7%	26%	24%	35%
Sometimes voted differently	3291 32%	1054	728	820	710	1205	629	702	1262	508	667	1392	363	898	831	415	1535	1614	31
		33%	30%	39%	27%	36%	41%	27%	37%	38%	27%	39%	36%	32%	33%	39%	31%	34%	39%
Always voted differently	1860 18%	557	375	501	519	455	446	514	482	399	495	545	319	539	402	325	851	924	7
		17%	16%	24%	20%	14%	29%	20%	14%	30%	20%	15%	32%	19%	16%	31%	17%	19%	8%
Don't know	2587 25%	676	436	530	576	581	328	538	560	305	531	597	235	544	375	238	1301	1086	13
		21%	18%	25%	22%	17%	21%	21%	17%	23%	21%	17%	23%	20%	15%	23%	26%	23%	17%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 36

Q8. Have you generally voted the same way as your father voted? Or have you sometimes voted differently from how your father voted, or have you always voted differently from him?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Generally voted the same way	2500 24%	21 22%	79 20%	365 29%	531 26%	241 37%	129 28%	33 29%	35 26%	248 24%	278 23%	217 21%	102 16%	42 26%	17 18%	128 19%	33 16%	337 29%	2163 24%	399 24%	943 24%
Sometimes voted differently	3291 32%	33 33%	101 26%	360 28%	695 34%	177 27%	145 31%	36 32%	29 21%	342 33%	425 36%	350 34%	245 39%	54 33%	34 37%	225 33%	40 19%	298 26%	2994 33%	602 36%	1256 33%
Always voted differently	1860 18%	15 15%	65 17%	167 13%	377 18%	80 12%	79 17%	22 19%	13 9%	201 19%	229 19%	256 25%	149 24%	33 20%	23 25%	113 16%	37 18%	180 16%	1680 18%	293 18%	648 17%
Don't know	2587 25%	30 30%	143 37%	382 30%	466 23%	158 24%	109 24%	23 20%	60 44%	244 24%	266 22%	207 20%	126 20%	36 22%	18 19%	223 32%	96 47%	331 29%	2255 25%	381 23%	1017 26%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 36

Q8. Have you generally voted the same way as your father voted? Or have you sometimes voted differently from how your father voted, or have you always voted differently from him?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Generally voted the same way	2500 24%	611 28%	157 25%	147 23%	138 22%	211 19%	190 21%	212 21%	273 24%	302 26%	259 30%	83 22%
Sometimes voted differently	3291 32%	575 26%	199 32%	206 32%	222 35%	348 32%	331 37%	397 39%	387 35%	390 33%	236 28%	153 40%
Always voted differently	1860 18%	434 20%	122 19%	111 17%	100 16%	183 17%	162 18%	158 16%	201 18%	212 18%	176 21%	77 20%
Don't know	2587 25%	564 26%	150 24%	172 27%	169 27%	348 32%	225 25%	251 25%	256 23%	270 23%	183 21%	67 18%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 37

Q9. Would you describe yourself as...?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Working class	4966	2318	2648	273	778	1120	1180	1009	607	943	1743	980	1300	451	315	717	515	450	408	284	321	406	676	422
	49%	45%	53%	52%	54%	58%	57%	41%	33%	26%	50%	76%	71%	52%	64%	55%	53%	52%	51%	57%	44%	39%	40%	43%
Middle class	4761	2645	2115	202	578	710	802	1318	1150	2519	1593	262	387	367	164	531	421	371	354	202	363	562	929	496
	46%	51%	42%	39%	40%	37%	39%	54%	62%	69%	46%	20%	21%	43%	33%	41%	43%	43%	44%	40%	50%	54%	55%	51%
Upper class	79	47	32	17	17	8	4	12	22	49	19	2	10	3	1	8	1	11	4	4	8	20	14	6
	1%	1%	1%	3%	1%	*	*	*	1%	1%	1%	*	1%	*	*	1%	*	1%	1%	1%	1%	2%	1%	1%
Don't know	432	193	239	28	71	88	81	93	71	120	137	51	124	41	11	54	36	33	40	11	31	56	67	52
	4%	4%	5%	5%	5%	5%	4%	4%	4%	3%	4%	4%	7%	5%	2%	4%	4%	4%	5%	2%	4%	5%	4%	5%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 37

Q9. Would you describe yourself as...?**Base : All respondents**

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Working class	4966 49%	1145 36%	1466 61%	840 40%	888 34%	1967 59%	534 34%	856 33%	1950 58%	469 35%	844 34%	2046 57%	320 32%	957 34%	1468 59%	368 35%	4966 100%	-	-
Middle class	4761 46%	1926 60%	843 35%	1159 55%	1628 62%	1247 37%	931 60%	1613 63%	1294 38%	799 60%	1542 62%	1398 39%	632 63%	1702 61%	933 37%	624 59%	-	4761 100%	-
Upper class	79 1%	31 1%	17 1%	17 1%	29 1%	21 1%	15 1%	28 1%	20 1%	12 1%	26 1%	20 1%	9 1%	34 1%	10 *	9 1%	-	-	79 100%
Don't know	432 4%	101 3%	87 4%	88 4%	81 3%	109 3%	69 4%	75 3%	112 3%	55 4%	71 3%	126 4%	47 5%	82 3%	85 3%	51 5%	-	-	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 37

Q9. Would you describe yourself as...?**Base : All respondents**

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Working class	4966 49%	49	229	986	1045	522	253	88	105	244	345	284	215	31	36	435	99	625	4341	827	1985
		49%	59%	77%	50%	80%	55%	79%	77%	24%	29%	28%	35%	19%	38%	63%	48%	55%	48%	49%	51%
Middle class	4761 46%	42	134	243	935	120	193	21	29	737	794	676	377	124	52	224	59	447	4314	786	1693
		42%	35%	19%	45%	18%	42%	19%	21%	71%	66%	66%	60%	75%	56%	33%	29%	39%	47%	47%	44%
Upper class	79 1%	3	3	6	11	1	3	-	1	13	11	12	7	4	1	2	1	12	67	14	32
		3%	1%	1%	1%	*	1%	-	1%	1%	1%	1%	1%	2%	1%	*	*	1%	1%	1%	1%
Don't know	432 4%	5	22	38	78	13	14	3	1	41	47	59	25	7	5	26	48	61	371	48	153
		5%	6%	3%	4%	2%	3%	2%	1%	4%	4%	6%	4%	4%	5%	4%	23%	5%	4%	3%	4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 37

Q9. Would you describe yourself as...?**Base : All respondents**

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Working class	4966	1396	363	345	323	561	426	394	403	417	338	183
	49%	64%	58%	54%	51%	51%	47%	39%	36%	36%	40%	48%
Middle class	4761	666	234	254	274	452	441	565	670	722	483	173
	46%	30%	37%	40%	44%	41%	49%	55%	60%	62%	57%	45%
Upper class	79	7	1	4	1	8	10	21	14	5	10	5
	1%	*	*	1%	*	1%	1%	2%	1%	*	1%	1%
Don't know	432	116	32	34	31	69	30	38	30	29	23	20
	4%	5%	5%	5%	5%	6%	3%	4%	3%	2%	3%	5%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 38

Q10. Generally speaking would you say that things in this country are heading in the right direction, or in the wrong direction?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Right direction	3472	2094	1378	134	421	500	589	920	908	1608	1145	342	376	242	145	404	316	271	266	147	300	347	652	381
	34%	40%	27%	26%	29%	26%	28%	38%	49%	44%	33%	26%	21%	28%	29%	31%	33%	31%	33%	29%	42%	33%	39%	39%
Wrong direction	5399	2576	2823	308	787	1124	1219	1239	722	1636	1863	750	1150	516	295	740	543	472	428	280	331	530	795	468
	53%	50%	56%	59%	55%	58%	59%	51%	39%	45%	53%	58%	63%	60%	60%	57%	56%	54%	53%	56%	46%	51%	47%	48%
Don't know	1367	533	834	79	236	302	259	272	220	386	483	203	295	103	52	165	113	123	111	75	91	167	240	128
	13%	10%	17%	15%	16%	16%	13%	11%	12%	11%	14%	16%	16%	12%	11%	13%	12%	14%	14%	15%	13%	16%	14%	13%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q10. Generally speaking would you say that things in this country are heading in the right direction, or in the wrong direction?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Right direction	3472	2039	287	622	1703	589	535	1656	603	482	1584	699	387	1732	336	384	1259	2069	46
	34%	64%	12%	30%	65%	18%	35%	64%	18%	36%	64%	19%	38%	62%	13%	37%	25%	43%	58%
Wrong direction	5399	800	1841	1167	643	2361	783	647	2367	661	628	2477	473	744	1877	517	3036	2100	31
	53%	25%	76%	55%	24%	71%	51%	25%	70%	50%	25%	69%	47%	27%	75%	49%	61%	44%	39%
Don't know	1367	364	284	315	280	395	232	268	405	192	271	414	147	299	283	151	672	591	3
	13%	11%	12%	15%	11%	12%	15%	10%	12%	14%	11%	12%	15%	11%	11%	14%	14%	12%	4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 38

Q10. Generally speaking would you say that things in this country are heading in the right direction, or in the wrong direction?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Right direction	3472 34%	26	104	398	850	70	175	20	28	598	566	169	167	96	19	153	33	365	3107	466	1348
		26%	27%	31%	41%	11%	38%	18%	21%	58%	47%	16%	27%	58%	21%	22%	16%	32%	34%	28%	35%
Wrong direction	5399 53%	59	218	662	909	521	231	79	87	328	507	749	377	60	61	432	118	605	4794	981	1997
		59%	56%	52%	44%	79%	50%	70%	64%	32%	42%	73%	61%	36%	66%	63%	57%	53%	53%	59%	52%
Don't know	1367 13%	14	65	214	309	65	56	13	21	110	124	113	80	10	13	103	56	176	1191	229	519
		14%	17%	17%	15%	10%	12%	12%	15%	11%	10%	11%	13%	6%	14%	15%	27%	15%	13%	14%	13%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 38

Q10. Generally speaking would you say that things in this country are heading in the right direction, or in the wrong direction?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Right direction	3472	68	43	53	90	227	291	493	687	850	671	83
	34%	3%	7%	8%	14%	21%	32%	48%	61%	72%	79%	22%
Wrong direction	5399	1980	512	481	425	616	425	356	276	212	116	239
	53%	91%	81%	76%	68%	56%	47%	35%	25%	18%	14%	63%
Don't know	1367	136	74	102	114	248	191	169	155	111	67	58
	13%	6%	12%	16%	18%	23%	21%	17%	14%	9%	8%	15%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 39

Q11. Do you think that overall things in this country are better or worse than they were 20 years ago - or were things about the same?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Better	2116	1408	708	122	309	371	320	536	459	1020	685	166	245	194	100	266	183	176	157	83	163	242	353	200
	21%	27%	14%	23%	21%	19%	16%	22%	25%	28%	20%	13%	13%	23%	20%	20%	19%	20%	19%	17%	23%	23%	21%	20%
Worse	5797	2688	3109	213	675	1089	1345	1439	1037	1803	1967	853	1173	474	280	722	556	502	493	309	386	552	970	552
	57%	52%	62%	41%	47%	57%	65%	59%	56%	50%	56%	66%	64%	55%	57%	55%	57%	58%	61%	62%	53%	53%	58%	57%
About the same	1794	970	824	82	257	363	350	419	323	682	640	206	266	145	87	252	185	145	119	84	141	181	283	171
	18%	19%	16%	16%	18%	19%	17%	17%	17%	19%	18%	16%	15%	17%	18%	19%	19%	17%	15%	17%	19%	17%	17%	17%
Don't know	531	137	395	104	204	104	52	37	31	126	200	69	137	48	24	69	48	43	37	26	33	69	80	54
	5%	3%	8%	20%	14%	5%	2%	2%	2%	3%	6%	5%	7%	6%	5%	5%	5%	5%	5%	5%	5%	7%	5%	6%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 39

Q11. Do you think that overall things in this country are better or worse than they were 20 years ago - or were things about the same?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Better	2116	679	591	483	551	782	361	537	778	310	510	809	240	581	558	267	772	1259	33
	21%	21%	24%	23%	21%	23%	23%	21%	23%	23%	21%	23%	24%	21%	22%	25%	16%	26%	42%
Worse	5797	1891	1242	1088	1566	1866	775	1543	1899	684	1512	2042	528	1695	1419	551	3130	2397	32
	57%	59%	51%	52%	60%	56%	50%	60%	56%	51%	61%	57%	52%	61%	57%	52%	63%	50%	40%
About the same	1794	524	461	431	451	576	348	438	591	288	415	639	209	457	456	215	811	895	10
	18%	16%	19%	21%	17%	17%	22%	17%	17%	22%	17%	18%	21%	16%	18%	20%	16%	19%	13%
Don't know	531	109	119	101	59	120	65	53	108	53	46	100	31	42	62	19	252	210	4
	5%	3%	5%	5%	2%	4%	4%	2%	3%	4%	2%	3%	3%	2%	2%	2%	5%	4%	5%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 39

Q11. Do you think that overall things in this country are better or worse than they were 20 years ago - or were things about the same?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Better	2116 21%	19 19%	55 14%	202 16%	306 15%	87 13%	76 16%	22 19%	17 12%	254 25%	356 30%	338 33%	172 28%	63 38%	30 32%	96 14%	24 11%	204 18%	1912 21%	355 21%	825 21%
Worse	5797 57%	59 59%	218 56%	774 61%	1370 66%	424 65%	304 66%	65 58%	87 64%	570 55%	540 45%	433 42%	293 47%	75 46%	44 47%	428 62%	113 54%	640 56%	5157 57%	919 55%	2141 55%
About the same	1794 18%	15 15%	78 20%	201 16%	320 15%	113 17%	73 16%	16 14%	20 14%	181 17%	240 20%	217 21%	129 21%	23 14%	17 18%	118 17%	33 16%	225 20%	1568 17%	324 19%	668 17%
Don't know	531 5%	7 8%	37 10%	97 8%	73 4%	33 5%	9 2%	10 9%	13 10%	30 3%	61 5%	42 4%	29 5%	4 3%	3 3%	47 7%	37 18%	76 7%	455 5%	77 5%	229 6%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 39

Q11. Do you think that overall things in this country are better or worse than they were 20 years ago - or were things about the same?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Better	2116 21%	315 14%	120 19%	120 19%	142 23%	223 20%	170 19%	230 23%	247 22%	305 26%	244 29%	44 12%
Worse	5797 57%	1406 64%	379 60%	356 56%	331 53%	577 53%	507 56%	546 54%	591 53%	635 54%	469 55%	273 72%
About the same	1794 18%	347 16%	93 15%	123 19%	121 19%	211 19%	181 20%	184 18%	225 20%	193 16%	114 13%	49 13%
Don't know	531 5%	116 5%	37 6%	36 6%	35 6%	80 7%	50 6%	58 6%	54 5%	40 3%	26 3%	14 4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 40

Q12. And do you think that overall things in this country will be better or worse in 20 years time than they are now - or will things be about the same?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Better	2536 25%	1487 29%	1049 21%	160 31%	411 28%	431 22%	437 21%	592 24%	505 27%	1056 29%	870 25%	271 21%	339 19%	219 25%	116 24%	328 25%	191 20%	217 25%	184 23%	115 23%	187 26%	284 27%	438 26%	257 26%
Worse	3734 36%	1876 36%	1858 37%	181 35%	524 36%	742 38%	832 40%	880 36%	576 31%	1183 33%	1261 36%	526 41%	764 42%	302 35%	195 40%	500 38%	388 40%	308 36%	287 36%	190 38%	243 34%	360 34%	602 36%	359 37%
About the same	2220 22%	1165 22%	1055 21%	100 19%	285 20%	408 21%	430 21%	548 23%	449 24%	835 23%	765 22%	263 20%	357 20%	197 23%	105 21%	257 20%	218 22%	195 22%	187 23%	101 20%	164 23%	214 20%	385 23%	198 20%
Don't know	1748 17%	675 13%	1073 21%	80 15%	225 16%	346 18%	368 18%	411 17%	319 17%	557 15%	595 17%	236 18%	361 20%	143 17%	76 15%	225 17%	175 18%	147 17%	148 18%	96 19%	128 18%	186 18%	262 16%	164 17%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 40

Q12. And do you think that overall things in this country will be better or worse in 20 years time than they are now - or will things be about the same?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Better	2536 25%	1151 36%	446 18%	490 23%	963 37%	665 20%	382 25%	901 35%	645 19%	336 25%	878 35%	689 19%	241 24%	965 35%	404 16%	261 25%	1096 22%	1340 28%	33 42%
Worse	3734 36%	841 26%	973 40%	738 35%	708 27%	1377 41%	517 33%	715 28%	1423 42%	446 33%	692 28%	1493 42%	337 33%	795 29%	1090 44%	358 34%	2036 41%	1508 32%	27 34%
About the same	2220 22%	701 22%	516 21%	518 25%	552 21%	722 22%	377 24%	569 22%	706 21%	314 23%	544 22%	762 21%	252 25%	615 22%	538 22%	252 24%	1008 20%	1130 24%	15 19%
Don't know	1748 17%	510 16%	478 20%	357 17%	403 15%	581 17%	273 18%	386 15%	602 18%	239 18%	369 15%	647 18%	178 18%	399 14%	464 19%	182 17%	826 17%	783 16%	4 5%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 40

Q12. And do you think that overall things in this country will be better or worse in 20 years time than they are now - or will things be about the same?

Base : All respondents

	Newspaper readership																Data source		Sector			
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector	
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875	
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863	
Better	2536 25%	22	86	310	532	105	111	26	26	333	367	209	156	67	25	140	20	306	2230	383	1056	
		22%	22%	24%	26%	16%	24%	23%	19%	32%	31%	20%	25%	40%	27%	20%	10%	27%	25%	23%	27%	
Worse	3734 36%	43	151	483	731	302	181	39	69	305	365	401	221	42	34	283	84	410	3324	654	1376	
		43%	39%	38%	35%	46%	39%	35%	50%	29%	30%	39%	36%	25%	36%	41%	41%	36%	37%	39%	36%	
About the same	2220 22%	22	87	258	457	125	102	32	21	252	274	228	137	39	18	129	39	221	1999	361	812	
		22%	22%	20%	22%	19%	22%	28%	15%	24%	23%	22%	22%	24%	20%	19%	19%	19%	22%	22%	22%	21%
Don't know	1748 17%	13	65	223	348	124	68	15	21	145	192	192	109	18	16	137	64	209	1539	278	619	
		13%	17%	17%	17%	19%	15%	14%	15%	14%	16%	19%	18%	11%	17%	20%	31%	18%	17%	17%	16%	

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 40

Q12. And do you think that overall things in this country will be better or worse in 20 years time than they are now - or will things be about the same?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Better	2536 25%	216 10%	97 15%	103 16%	114 18%	184 17%	211 23%	306 30%	388 35%	495 42%	421 49%	60 16%
Worse	3734 36%	1185 54%	293 47%	281 44%	273 43%	413 38%	311 34%	293 29%	282 25%	246 21%	156 18%	175 46%
About the same	2220 22%	374 17%	134 21%	133 21%	126 20%	280 26%	230 25%	238 23%	280 25%	264 22%	162 19%	71 19%
Don't know	1748 17%	409 19%	105 17%	119 19%	116 19%	214 20%	156 17%	180 18%	167 15%	168 14%	114 13%	75 20%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 41

Q13. Please indicate how important you think that the characteristics Caring and compassionate are in an ideal Prime Minister

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	137 1%	97 2%	41 1%	11 2%	20 1%	27 1%	35 2%	30 1%	13 1%	49 1%	39 1%	13 1%	36 2%	12 1%	10 2%	21 2%	15 2%	14 2%	8 1%	3 1%	7 1%	15 1%	16 1%	15 2%
11-20	107 1%	68 1%	39 1%	11 2%	24 2%	22 1%	21 1%	14 1%	15 1%	39 1%	39 1%	13 1%	17 1%	10 1%	3 1%	14 1%	12 1%	7 1%	13 2%	6 1%	7 1%	10 1%	17 1%	8 1%
21-30	229 2%	135 3%	95 2%	15 3%	49 3%	45 2%	41 2%	44 2%	36 2%	82 2%	85 2%	25 2%	37 2%	22 3%	13 3%	32 2%	17 2%	20 2%	20 3%	9 2%	11 1%	24 2%	43 3%	18 2%
31-40	267 3%	164 3%	103 2%	17 3%	52 4%	54 3%	41 2%	57 2%	45 2%	124 3%	92 3%	23 2%	27 2%	14 2%	13 3%	32 2%	26 3%	22 3%	14 2%	11 2%	17 2%	33 3%	56 3%	31 3%
41-50	821 8%	472 9%	349 7%	73 14%	126 9%	170 9%	150 7%	176 7%	125 7%	315 9%	303 9%	90 7%	113 6%	69 8%	46 9%	93 7%	81 8%	61 7%	65 8%	39 8%	72 10%	86 8%	141 8%	67 7%
51-60	837 8%	458 9%	379 8%	39 7%	145 10%	169 9%	158 8%	190 8%	136 7%	338 9%	282 8%	97 7%	120 7%	70 8%	41 8%	109 8%	94 10%	66 8%	54 7%	34 7%	62 9%	74 7%	149 9%	84 9%
61-70	1196 12%	621 12%	575 11%	58 11%	200 14%	243 13%	240 12%	271 11%	184 10%	449 12%	434 12%	141 11%	171 9%	82 9%	51 10%	152 12%	141 15%	105 12%	88 11%	39 8%	73 10%	153 15%	198 12%	113 12%
71-80	1692 17%	915 18%	777 15%	77 15%	216 15%	317 16%	341 16%	418 17%	322 17%	654 18%	588 17%	201 15%	250 14%	154 18%	89 18%	217 17%	153 16%	136 16%	127 16%	86 17%	136 19%	179 17%	238 14%	176 18%
81-90	2046 20%	1010 19%	1035 21%	96 19%	268 19%	380 20%	404 20%	486 20%	411 22%	687 19%	732 21%	268 21%	359 20%	181 21%	87 18%	255 19%	182 19%	197 23%	158 20%	115 23%	137 19%	186 18%	357 21%	192 20%
91-100	2907 28%	1264 24%	1643 33%	121 23%	346 24%	500 26%	634 31%	745 31%	562 30%	893 25%	898 26%	424 33%	691 38%	248 29%	139 28%	385 29%	252 26%	237 27%	259 32%	160 32%	200 28%	284 27%	471 28%	272 28%
Mean	75.79	73.66	77.99	70.75	72.58	74.70	76.75	77.28	77.83	74.13	75.05	77.96	78.98	76.09	75.04	75.98	74.59	76.17	76.97	78.37	75.91	74.71	75.44	75.90
Standard Error	0.21	0.31	0.29	1.05	0.59	0.49	0.48	0.42	0.46	0.35	0.36	0.58	0.52	0.73	1.01	0.61	0.69	0.73	0.76	0.91	0.76	0.66	0.52	0.67
Standard Deviation	21.40	22.12	20.41	24.03	22.49	21.54	21.57	20.57	19.90	21.26	21.23	20.87	21.94	21.42	22.16	21.82	21.41	21.35	21.39	20.36	20.54	21.35	21.54	21.38

General Public
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Table 41

Q13. Please indicate how important you think that the characteristics Caring and compassionate are in an ideal Prime Minister

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	137 1%	31 1%	21 1%	17 1%	30 1%	34 1%	11 1%	27 1%	39 1%	9 1%	24 1%	37 1%	9 1%	29 1%	24 1%	9 1%	74 1%	50 1%	1 1%
11-20	107 1%	38 1%	18 1%	20 1%	30 1%	24 1%	12 1%	31 1%	23 1%	14 1%	31 1%	28 1%	8 1%	36 1%	16 1%	4 *	52 1%	50 1%	- -
21-30	229 2%	78 2%	47 2%	37 2%	63 2%	69 2%	29 2%	58 2%	63 2%	24 2%	58 2%	68 2%	18 2%	61 2%	47 2%	22 2%	99 2%	115 2%	3 4%
31-40	267 3%	84 3%	50 2%	62 3%	85 3%	70 2%	37 2%	77 3%	68 2%	40 3%	70 3%	66 2%	35 3%	71 3%	42 2%	34 3%	106 2%	150 3%	5 6%
41-50	821 8%	261 8%	164 7%	160 8%	212 8%	214 6%	121 8%	212 8%	222 7%	95 7%	208 8%	230 6%	80 8%	232 8%	157 6%	68 6%	361 7%	416 9%	8 11%
51-60	837 8%	292 9%	168 7%	175 8%	242 9%	213 6%	140 9%	234 9%	205 6%	139 10%	233 9%	236 7%	102 10%	253 9%	136 5%	99 9%	350 7%	450 9%	9 11%
61-70	1196 12%	425 13%	243 10%	243 12%	362 14%	347 10%	189 12%	366 14%	358 11%	157 12%	348 14%	375 10%	121 12%	371 13%	230 9%	124 12%	532 11%	604 13%	18 22%
71-80	1692 17%	588 18%	360 15%	368 17%	481 18%	528 16%	260 17%	472 18%	528 16%	220 17%	439 18%	560 16%	179 18%	502 18%	396 16%	173 16%	793 16%	827 17%	12 15%
81-90	2046 20%	647 20%	487 20%	452 21%	525 20%	687 21%	316 20%	504 20%	727 22%	254 19%	501 20%	764 21%	194 19%	552 20%	542 22%	212 20%	1024 21%	934 20%	7 9%
91-100	2907 28%	758 24%	855 35%	570 27%	595 23%	1157 35%	433 28%	590 23%	1142 34%	383 29%	571 23%	1225 34%	263 26%	667 24%	905 36%	308 29%	1575 32%	1166 24%	15 20%
Mean	75.79	74.49	78.85	76.54	73.88	78.79	76.55	73.99	78.85	76.25	74.02	78.92	75.54	74.41	80.06	76.94	77.22	74.34	68.19
Standard Error	0.21	0.36	0.47	0.41	0.40	0.37	0.48	0.40	0.37	0.53	0.40	0.35	0.62	0.39	0.42	0.60	0.31	0.30	2.44
Standard Deviation	21.40	20.67	20.50	20.23	20.89	20.56	19.97	20.71	20.51	20.35	20.59	20.39	20.39	20.74	20.13	20.04	21.47	20.97	21.85

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 41

Q13. Please indicate how important you think that the characteristics Caring and compassionate are in an ideal Prime Minister

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	137 1%	1 1%	8 2%	21 2%	16 1%	15 2%	6 1%	1 1%	1 1%	16 2%	12 1%	7 1%	7 1%	5 3%	1 1%	10 2%	10 5%	22 2%	115 1%	21 1%	60 2%
11-20	107 1%	1 1%	9 2%	17 1%	17 1%	8 1%	- -	2 2%	1 1%	14 1%	12 1%	5 *	5 1%	4 2%	1 1%	6 1%	4 2%	12 1%	96 1%	14 1%	52 1%
21-30	229 2%	3 3%	11 3%	31 2%	36 2%	10 1%	7 1%	4 3%	4 3%	28 3%	45 4%	23 2%	6 1%	5 3%	2 2%	9 1%	6 3%	18 2%	212 2%	40 2%	95 2%
31-40	267 3%	2 2%	11 3%	23 2%	39 2%	6 1%	14 3%	2 2%	2 1%	41 4%	54 4%	23 2%	21 3%	10 6%	5 6%	12 2%	5 2%	24 2%	244 3%	45 3%	129 3%
41-50	821 8%	9 9%	40 10%	94 7%	142 7%	36 5%	37 8%	4 4%	13 10%	101 10%	113 9%	69 7%	47 8%	23 14%	8 8%	69 10%	17 8%	76 7%	744 8%	138 8%	363 9%
51-60	837 8%	8 9%	32 8%	70 6%	166 8%	53 8%	41 9%	12 10%	12 9%	96 9%	125 10%	80 8%	52 8%	20 12%	2 2%	49 7%	18 9%	97 8%	740 8%	149 9%	358 9%
61-70	1196 12%	15 15%	37 9%	141 11%	238 12%	73 11%	53 12%	10 9%	12 9%	136 13%	162 13%	126 12%	69 11%	31 19%	8 8%	66 10%	19 9%	127 11%	1069 12%	204 12%	496 13%
71-80	1692 17%	20 20%	66 17%	208 16%	338 16%	75 11%	62 13%	13 12%	24 17%	186 18%	229 19%	180 17%	115 19%	21 12%	21 23%	110 16%	25 12%	167 15%	1524 17%	275 16%	617 16%
81-90	2046 20%	17 17%	71 18%	254 20%	457 22%	140 21%	93 20%	31 27%	21 15%	197 19%	201 17%	211 20%	125 20%	26 16%	16 18%	145 21%	41 20%	224 20%	1822 20%	366 22%	707 18%
91-100	2907 28%	25 25%	104 27%	414 32%	621 30%	240 37%	149 32%	34 30%	46 34%	220 21%	245 20%	307 30%	176 28%	22 13%	29 31%	213 31%	63 30%	379 33%	2528 28%	423 25%	988 26%
Mean	75.79	74.57	73.03	77.04	77.65	78.87	77.22	77.08	76.67	72.20	71.55	77.88	77.02	66.04	76.61	76.92	73.20	76.86	75.66	75.11	73.53
Standard Error	0.21	2.06	1.21	0.62	0.43	0.90	0.95	2.13	1.86	0.67	0.61	0.62	0.80	1.76	2.25	0.81	1.83	0.65	0.22	0.52	0.36
Standard Deviation	21.40	20.66	23.78	22.08	19.92	22.05	20.66	22.13	21.58	21.94	21.38	19.69	20.15	22.94	21.49	21.21	26.32	21.82	21.35	21.08	22.11

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 41

Q13. Please indicate how important you think that the characteristics Caring and compassionate are in an ideal Prime Minister

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	137 1%	71 3%	17 3%	5 1%	4 1%	13 1%	8 1%	6 1%	6 1%	4 *	5 1%	11 3%
11-20	107 1%	26 1%	13 2%	7 1%	9 1%	11 1%	11 1%	8 1%	9 1%	9 1%	4 *	9 2%
21-30	229 2%	51 2%	15 2%	21 3%	13 2%	27 3%	27 3%	31 3%	21 2%	17 1%	5 1%	9 2%
31-40	267 3%	25 1%	28 4%	22 3%	12 2%	32 3%	31 3%	39 4%	38 3%	25 2%	16 2%	8 2%
41-50	821 8%	141 6%	51 8%	58 9%	52 8%	124 11%	89 10%	92 9%	98 9%	74 6%	41 5%	29 8%
51-60	837 8%	110 5%	51 8%	43 7%	65 10%	105 10%	113 12%	89 9%	105 9%	103 9%	52 6%	32 8%
61-70	1196 12%	183 8%	58 9%	89 14%	70 11%	121 11%	129 14%	177 17%	149 13%	148 13%	71 8%	33 9%
71-80	1692 17%	265 12%	95 15%	97 15%	108 17%	179 16%	149 16%	195 19%	245 22%	244 21%	115 13%	58 15%
81-90	2046 20%	413 19%	119 19%	125 20%	138 22%	200 18%	156 17%	178 17%	240 21%	294 25%	184 22%	65 17%
91-100	2907 28%	900 41%	182 29%	170 27%	157 25%	278 26%	195 21%	204 20%	206 18%	254 22%	361 42%	129 34%
Mean	75.79	79.09	73.48	74.72	75.25	73.78	71.78	72.52	73.96	76.64	82.24	75.68
Standard Error	0.21	0.53	0.99	0.87	0.82	0.65	0.70	0.62	0.56	0.52	0.61	1.20
Standard Deviation	21.40	23.93	24.40	21.64	20.32	21.57	21.26	20.03	19.23	18.17	18.31	23.85

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 42

Q13. Please indicate how important you think that the characteristics Hard-headed and clear-thinking are in an ideal Prime Minister

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	73 1%	38 1%	35 1%	4 1%	12 1%	19 1%	21 1%	10 *	7 *	11 *	23 1%	8 1%	31 2%	10 1%	3 1%	9 1%	11 1%	6 1%	4 1%	- -	5 1%	8 1%	7 *	8 1%
11-20	52 1%	23 *	29 1%	2 *	11 1%	13 1%	15 1%	7 *	4 *	15 *	17 *	6 *	14 1%	4 *	1 *	6 *	4 *	4 1%	3 *	4 1%	2 *	8 1%	12 1%	5 *
21-30	115 1%	62 1%	53 1%	11 2%	18 1%	33 2%	24 1%	19 1%	10 1%	25 1%	39 1%	18 1%	33 2%	12 1%	11 2%	15 1%	14 1%	11 1%	12 2%	6 1%	1 *	9 1%	17 1%	7 1%
31-40	158 2%	68 1%	90 2%	16 3%	27 2%	45 2%	33 2%	23 1%	14 1%	31 1%	69 2%	27 2%	31 2%	10 1%	6 1%	18 1%	13 1%	18 2%	19 2%	7 1%	16 2%	18 2%	23 1%	10 1%
41-50	497 5%	245 5%	252 5%	38 7%	99 7%	128 7%	107 5%	83 3%	41 2%	137 4%	165 5%	69 5%	125 7%	50 6%	23 5%	59 4%	53 5%	29 3%	49 6%	30 6%	47 7%	54 5%	64 4%	38 4%
51-60	639 6%	282 5%	357 7%	49 9%	119 8%	145 8%	137 7%	126 5%	63 3%	194 5%	227 7%	82 6%	135 7%	44 5%	31 6%	102 8%	71 7%	58 7%	51 6%	29 6%	47 6%	57 6%	103 6%	45 5%
61-70	1003 10%	472 9%	531 11%	69 13%	160 11%	228 12%	220 11%	216 9%	109 6%	322 9%	353 10%	148 11%	180 10%	91 11%	40 8%	127 10%	102 10%	92 11%	75 9%	40 8%	67 9%	114 11%	174 10%	81 8%
71-80	1675 16%	865 17%	810 16%	89 17%	247 17%	367 19%	356 17%	373 15%	244 13%	582 16%	593 17%	216 17%	284 16%	128 15%	89 18%	217 17%	148 15%	134 15%	136 17%	90 18%	114 16%	185 18%	260 15%	174 18%
81-90	2551 25%	1319 25%	1232 24%	120 23%	328 23%	443 23%	506 24%	634 26%	521 28%	988 27%	866 25%	304 23%	394 22%	235 27%	128 26%	284 22%	238 24%	200 23%	200 25%	127 25%	174 24%	264 25%	443 26%	259 26%
91-100	3475 34%	1829 35%	1647 33%	122 23%	422 29%	506 26%	647 31%	940 39%	837 45%	1325 37%	1138 33%	417 32%	595 33%	277 32%	160 33%	472 36%	319 33%	314 36%	256 32%	168 34%	250 35%	326 31%	583 35%	350 36%
Mean	80.63	81.39	79.86	75.31	77.86	76.99	79.27	83.34	86.07	82.94	80.14	79.39	77.87	80.17	80.49	80.58	79.48	80.76	79.37	80.82	80.75	80.06	81.51	82.21
Standard Error	0.18	0.25	0.26	0.88	0.52	0.45	0.42	0.33	0.34	0.27	0.31	0.53	0.50	0.66	0.85	0.52	0.62	0.63	0.67	0.80	0.67	0.58	0.43	0.55
Standard Deviation	18.43	18.20	18.64	20.09	19.60	19.80	19.16	16.52	14.89	16.35	18.42	18.89	21.27	19.12	18.48	18.57	19.34	18.43	18.93	17.89	18.12	18.61	17.80	17.50

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 42

Q13. Please indicate how important you think that the characteristics Hard-headed and clear-thinking are in an ideal Prime Minister

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	73 1%	5 *	18 1%	14 1%	5 *	23 1%	8 *	4 *	21 1%	8 1%	2 *	28 1%	6 1%	3 *	21 1%	7 1%	44 1%	17 *	- -
11-20	52 1%	12 *	12 *	11 1%	10 *	14 *	7 *	9 *	17 1%	8 1%	12 *	11 *	8 1%	11 *	9 *	5 *	29 1%	19 *	- -
21-30	115 1%	12 *	37 2%	19 1%	9 *	44 1%	16 1%	9 *	44 1%	16 1%	7 *	48 1%	12 1%	7 *	45 2%	8 1%	73 1%	34 1%	- -
31-40	158 2%	32 1%	40 2%	39 2%	26 1%	54 2%	29 2%	26 1%	58 2%	21 2%	25 1%	66 2%	11 1%	27 1%	50 2%	12 1%	89 2%	57 1%	2 3%
41-50	497 5%	83 3%	133 6%	110 5%	56 2%	172 5%	71 5%	51 2%	182 5%	51 4%	58 2%	182 5%	45 4%	56 2%	139 6%	42 4%	283 6%	177 4%	4 5%
51-60	639 6%	110 3%	187 8%	141 7%	85 3%	248 7%	96 6%	85 3%	241 7%	81 6%	82 3%	244 7%	65 6%	85 3%	176 7%	68 6%	366 7%	245 5%	8 10%
61-70	1003 10%	204 6%	278 12%	264 13%	156 6%	366 11%	189 12%	147 6%	361 11%	150 11%	156 6%	376 10%	103 10%	165 6%	271 11%	121 12%	527 11%	410 9%	11 14%
71-80	1675 16%	473 15%	402 17%	400 19%	380 14%	581 17%	281 18%	352 14%	590 17%	235 18%	336 14%	636 18%	181 18%	386 14%	435 17%	194 18%	842 17%	752 16%	18 22%
81-90	2551 25%	859 27%	611 25%	517 25%	729 28%	811 24%	390 25%	710 28%	817 24%	350 26%	683 27%	867 24%	281 28%	790 28%	591 24%	258 25%	1143 23%	1310 28%	9 11%
91-100	3475 34%	1412 44%	694 29%	589 28%	1169 45%	1032 31%	463 30%	1179 46%	1044 31%	415 31%	1122 45%	1133 32%	297 29%	1242 45%	759 30%	337 32%	1571 32%	1739 37%	28 35%
Mean	80.63	85.65	78.63	78.83	86.04	79.43	79.72	86.37	79.42	80.37	86.05	79.65	80.28	86.26	78.76	80.67	78.87	82.84	78.74
Standard Error	0.18	0.26	0.43	0.36	0.28	0.34	0.43	0.28	0.33	0.47	0.29	0.32	0.53	0.27	0.40	0.52	0.28	0.24	1.92
Standard Deviation	18.43	15.10	18.84	17.92	14.78	18.52	17.59	14.59	18.59	17.77	14.86	18.54	17.61	14.46	19.21	17.37	19.44	16.60	17.14

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 42

Q13. Please indicate how important you think that the characteristics Hard-headed and clear-thinking are in an ideal Prime Minister

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	73 1%	3 3%	12 3%	12 1%	7 *	8 1%	-	2 2%	2 1%	3 *	2 *	3 *	3 *	-	-	7 1%	9 4%	15 1%	58 1%	8 *	32 1%
11-20	52 1%	1 1%	3 1%	15 1%	8 *	2 *	1 *	1 1%	-	2 *	1 *	3 *	3 *	4 2%	-	4 1%	4 2%	7 1%	45 *	11 1%	17 *
21-30	115 1%	4 4%	4 1%	22 2%	13 1%	17 3%	4 1%	4 3%	4 3%	3 *	9 1%	5 *	7 1%	1 1%	3 3%	10 1%	6 3%	14 1%	101 1%	24 1%	42 1%
31-40	158 2%	4 4%	4 1%	27 2%	26 1%	14 2%	9 2%	2 2%	5 4%	6 1%	13 1%	20 2%	13 2%	-	1 1%	11 2%	4 2%	17 2%	141 2%	34 2%	55 1%
41-50	497 5%	6 6%	36 9%	76 6%	54 3%	43 6%	20 4%	9 8%	13 10%	20 2%	44 4%	59 6%	41 7%	5 3%	3 3%	44 6%	24 11%	72 6%	425 5%	81 5%	210 5%
51-60	639 6%	4 4%	31 8%	97 8%	101 5%	57 9%	25 5%	8 8%	11 8%	49 5%	60 5%	73 7%	37 6%	10 6%	3 3%	56 8%	16 8%	91 8%	548 6%	126 8%	244 6%
61-70	1003 10%	16 16%	51 13%	136 11%	172 8%	76 12%	45 10%	12 10%	13 9%	65 6%	92 8%	134 13%	77 12%	10 6%	8 8%	67 10%	31 15%	116 10%	887 10%	186 11%	417 11%
71-80	1675 16%	16 16%	74 19%	184 14%	322 16%	117 18%	71 15%	12 11%	19 14%	160 15%	235 20%	184 18%	107 17%	20 12%	20 21%	112 16%	23 11%	178 16%	1497 16%	292 17%	687 18%
81-90	2551 25%	20 20%	83 21%	294 23%	514 25%	121 18%	124 27%	32 29%	28 20%	301 29%	334 28%	259 25%	157 25%	53 32%	22 24%	178 26%	32 15%	250 22%	2301 25%	427 25%	940 24%
91-100	3475 34%	26 26%	92 24%	411 32%	852 41%	201 31%	164 35%	31 27%	42 31%	427 41%	407 34%	289 28%	179 29%	63 38%	33 36%	200 29%	59 29%	386 34%	3090 34%	487 29%	1220 32%
Mean	80.63	74.20	74.47	78.19	83.81	76.61	81.99	75.93	75.62	85.60	82.90	79.38	79.12	83.56	82.79	78.45	71.04	78.71	80.88	79.02	79.82
Standard Error	0.18	2.42	1.09	0.58	0.36	0.84	0.77	2.14	1.87	0.45	0.45	0.54	0.73	1.29	1.80	0.75	1.80	0.60	0.19	0.46	0.30
Standard Deviation	18.43	24.36	21.50	20.63	16.29	20.70	16.64	22.29	21.65	14.60	15.62	17.12	18.43	16.80	17.18	19.52	25.81	20.17	18.18	18.55	18.46

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 42

Q13. Please indicate how important you think that the characteristics Hard-headed and clear-thinking are in an ideal Prime Minister

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	73 1%	55 3%	10 2%	2 *	1 *	2 *	- -	1 *	- -	2 *	- -	1 *
11-20	52 1%	23 1%	8 1%	4 1%	3 *	4 *	2 *	4 *	2 *	- -	3 *	5 1%
21-30	115 1%	56 3%	11 2%	11 2%	5 1%	10 1%	9 1%	5 1%	6 1%	2 *	- -	2 1%
31-40	158 2%	62 3%	16 3%	8 1%	14 2%	18 2%	11 1%	7 1%	8 1%	8 1%	5 1%	7 2%
41-50	497 5%	182 8%	37 6%	35 6%	38 6%	87 8%	42 5%	28 3%	19 2%	18 2%	11 1%	19 5%
51-60	639 6%	183 8%	55 9%	45 7%	54 9%	84 8%	70 8%	68 7%	36 3%	30 3%	12 1%	16 4%
61-70	1003 10%	209 10%	99 16%	82 13%	73 12%	161 15%	103 11%	108 11%	85 8%	61 5%	22 3%	35 9%
71-80	1675 16%	331 15%	100 16%	128 20%	113 18%	197 18%	169 19%	203 20%	212 19%	153 13%	69 8%	66 17%
81-90	2551 25%	423 19%	151 24%	154 24%	169 27%	235 22%	236 26%	286 28%	338 30%	371 32%	189 22%	84 22%
91-100	3475 34%	661 30%	141 22%	167 26%	159 25%	292 27%	267 29%	309 30%	411 37%	527 45%	542 63%	145 38%
Mean	80.63	75.04	74.98	78.12	78.19	77.86	80.06	81.84	84.90	87.35	90.72	81.67
Standard Error	0.18	0.51	0.85	0.73	0.72	0.54	0.54	0.47	0.40	0.37	0.41	0.92
Standard Deviation	18.43	23.23	20.85	18.09	17.75	17.94	16.46	15.07	13.62	12.77	12.24	18.24

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 43

Q13. Please indicate how important you think that the characteristics Strong and decisive are in an ideal Prime Minister

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	49 *	28 1%	21 *	3 1%	5 *	11 1%	15 1%	6 *	8 *	8 *	17 *	5 *	20 1%	5 1%	4 1%	5 *	5 1%	3 *	3 *	1 *	4 1%	5 1%	7 *	6 1%
11-20	38 *	16 *	23 *	6 1%	9 1%	10 *	8 *	3 *	3 *	6 *	15 *	3 *	14 1%	1 *	2 *	4 *	9 1%	3 *	4 *	3 1%	2 *	4 *	3 *	3 *
21-30	42 *	20 *	22 *	4 1%	7 *	10 1%	9 *	5 *	7 *	18 *	13 *	7 1%	4 *	3 *	1 *	7 1%	7 1%	3 *	1 *	- *	2 *	7 1%	7 *	4 *
31-40	81 1%	47 1%	34 1%	8 2%	11 1%	23 1%	14 1%	19 1%	6 *	25 1%	30 1%	10 1%	16 1%	7 1%	6 1%	14 1%	5 1%	7 1%	6 1%	7 1%	7 1%	8 1%	7 *	7 1%
41-50	287 3%	142 3%	145 3%	29 6%	54 4%	64 3%	57 3%	60 2%	23 1%	90 2%	96 3%	31 2%	70 4%	16 2%	8 2%	40 3%	35 4%	22 3%	29 4%	8 2%	18 2%	39 4%	52 3%	20 2%
51-60	375 4%	180 3%	195 4%	37 7%	69 5%	67 3%	75 4%	80 3%	48 3%	118 3%	133 4%	43 3%	81 4%	29 3%	26 5%	57 4%	32 3%	43 5%	22 3%	17 3%	30 4%	34 3%	62 4%	24 2%
61-70	674 7%	322 6%	352 7%	53 10%	102 7%	128 7%	130 6%	147 6%	114 6%	233 6%	245 7%	71 6%	124 7%	62 7%	31 6%	83 6%	72 7%	47 5%	53 7%	26 5%	47 6%	83 8%	118 7%	53 5%
71-80	1226 12%	639 12%	588 12%	85 16%	181 13%	255 13%	252 12%	277 11%	177 10%	444 12%	429 12%	144 11%	209 11%	94 11%	50 10%	141 11%	116 12%	113 13%	97 12%	53 11%	97 13%	152 15%	197 12%	117 12%
81-90	2487 24%	1303 25%	1184 24%	110 21%	372 26%	491 26%	468 23%	591 24%	454 25%	924 25%	888 25%	288 22%	387 21%	232 27%	115 23%	312 24%	242 25%	199 23%	198 25%	117 23%	182 25%	248 24%	394 23%	248 25%
91-100	4979 49%	2508 48%	2471 49%	186 36%	635 44%	866 45%	1039 50%	1244 51%	1010 55%	1764 49%	1626 47%	693 53%	896 49%	411 48%	250 51%	647 49%	449 46%	426 49%	395 49%	270 54%	333 46%	463 44%	839 50%	496 51%
Mean	86.11	86.27	85.95	79.97	84.79	84.92	86.13	87.34	88.50	86.73	85.66	87.30	84.92	86.31	86.23	86.01	84.99	86.21	86.12	87.55	85.85	84.68	86.57	87.25
Standard Error	0.16	0.22	0.23	0.84	0.45	0.39	0.36	0.29	0.32	0.24	0.27	0.44	0.43	0.53	0.76	0.45	0.57	0.54	0.55	0.67	0.59	0.52	0.37	0.48
Standard Deviation	16.02	15.91	16.15	19.21	16.90	17.01	16.51	14.46	13.88	14.78	16.02	15.60	18.43	15.41	16.57	16.29	17.53	15.77	15.62	15.04	15.91	16.77	15.53	15.38

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 43

Q13. Please indicate how important you think that the characteristics Strong and decisive are in an ideal Prime Minister

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	49 *	4 *	12 *	10 *	3 *	11 *	8 *	3 *	12 *	6 *	2 *	12 *	6 1%	2 *	11 *	7 1%	26 1%	15 *	- -
11-20	38 *	4 *	10 *	8 *	3 *	13 *	7 *	5 *	14 *	5 *	4 *	15 *	3 *	5 *	9 *	3 *	24 *	12 *	- -
21-30	42 *	5 *	14 1%	9 *	2 *	14 *	8 1%	4 *	14 *	8 1%	6 *	13 *	6 1%	5 *	10 *	6 1%	18 *	23 *	- -
31-40	81 1%	11 *	17 1%	24 1%	7 *	34 1%	23 1%	5 *	40 1%	16 1%	5 *	37 1%	12 1%	6 *	29 1%	14 1%	40 1%	31 1%	1 1%
41-50	287 3%	36 1%	72 3%	68 3%	27 1%	92 3%	43 3%	27 1%	90 3%	38 3%	22 1%	106 3%	32 3%	23 1%	80 3%	36 3%	143 3%	112 2%	4 6%
51-60	375 4%	53 2%	108 4%	101 5%	40 2%	135 4%	81 5%	39 2%	124 4%	78 6%	37 1%	154 4%	50 5%	41 1%	121 5%	45 4%	197 4%	149 3%	8 10%
61-70	674 7%	122 4%	192 8%	172 8%	97 4%	231 7%	133 9%	102 4%	241 7%	102 8%	93 4%	265 7%	76 8%	104 4%	202 8%	83 8%	318 6%	313 7%	7 8%
71-80	1226 12%	290 9%	318 13%	317 15%	240 9%	425 13%	220 14%	217 8%	434 13%	178 13%	213 9%	459 13%	141 14%	243 9%	326 13%	149 14%	579 12%	575 12%	13 16%
81-90	2487 24%	795 25%	583 24%	533 25%	645 25%	813 24%	400 26%	621 24%	841 25%	334 25%	604 24%	866 24%	257 25%	669 24%	603 24%	269 26%	1167 24%	1217 26%	13 16%
91-100	4979 49%	1884 59%	1088 45%	863 41%	1563 60%	1576 47%	627 40%	1551 60%	1566 46%	570 43%	1499 60%	1664 46%	427 42%	1678 60%	1105 44%	441 42%	2454 49%	2315 49%	34 43%
Mean	86.11	90.32	84.81	83.97	90.58	85.62	83.70	90.62	85.53	84.22	90.70	85.30	84.30	90.70	84.49	84.01	85.99	86.75	81.73
Standard Error	0.16	0.21	0.38	0.33	0.22	0.29	0.40	0.23	0.29	0.44	0.23	0.28	0.50	0.21	0.35	0.50	0.24	0.21	1.99
Standard Deviation	16.02	12.00	16.55	16.28	11.53	16.09	16.61	11.74	16.10	16.64	11.58	16.19	16.40	11.48	16.62	16.79	16.48	14.95	17.80

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 43

Q13. Please indicate how important you think that the characteristics Strong and decisive are in an ideal Prime Minister

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	49 *	1 1%	2 1%	13 1%	2 *	4 1%	1 *	1 1%	-	2 *	2 *	5 *	3 *	2 1%	1 1%	2 *	10 5%	14 1%	35 *	7 *	16 *
11-20	38 *	1 1%	6 2%	10 1%	7 *	3 *	2 *	1 1%	-	-	2 *	1 *	2 *	1 1%	-	2 *	-	7 1%	31 *	8 *	8 *
21-30	42 *	-	4 1%	7 1%	3 *	1 *	-	1 1%	2 1%	1 *	3 *	9 1%	4 1%	-	-	4 1%	3 2%	6 1%	36 *	8 1%	15 *
31-40	81 1%	3 3%	2 1%	10 1%	9 *	7 1%	4 1%	1 1%	3 2%	3 *	6 *	16 2%	5 1%	1 1%	1 1%	6 1%	5 2%	16 1%	65 1%	15 1%	32 1%
41-50	287 3%	4 4%	12 3%	45 4%	29 1%	27 4%	7 2%	2 2%	9 7%	17 2%	29 2%	42 4%	21 3%	4 2%	3 3%	18 3%	18 9%	48 4%	239 3%	51 3%	120 3%
51-60	375 4%	1 1%	14 4%	55 4%	51 2%	27 4%	14 3%	4 4%	9 7%	16 2%	37 3%	62 6%	32 5%	5 3%	2 2%	36 5%	9 4%	53 5%	322 4%	73 4%	129 3%
61-70	674 7%	7 7%	32 8%	83 6%	93 4%	41 6%	18 4%	10 9%	8 6%	53 5%	75 6%	117 11%	57 9%	8 5%	8 9%	41 6%	22 10%	78 7%	596 7%	113 7%	248 6%
71-80	1226 12%	18 18%	61 16%	123 10%	205 10%	82 13%	40 9%	14 12%	10 7%	111 11%	163 14%	169 16%	98 16%	24 15%	10 10%	81 12%	18 9%	143 12%	1084 12%	246 15%	484 13%
81-90	2487 24%	23 23%	97 25%	290 23%	455 22%	146 22%	122 26%	25 22%	28 20%	260 25%	333 28%	268 26%	160 26%	48 29%	19 20%	167 24%	46 22%	239 21%	2248 25%	407 24%	983 25%
91-100	4979 49%	42 43%	157 40%	640 50%	1214 59%	318 48%	254 55%	53 47%	67 49%	572 55%	548 46%	342 33%	242 39%	73 44%	49 53%	332 48%	77 37%	542 47%	4437 49%	747 45%	1828 47%
Mean	86.11	83.30	83.00	85.26	89.42	84.96	88.64	84.29	83.37	89.32	86.90	81.60	83.51	86.23	86.41	85.65	77.32	83.62	86.43	84.85	86.11
Standard Error	0.16	1.89	0.94	0.51	0.29	0.70	0.64	1.76	1.61	0.37	0.39	0.53	0.65	1.23	1.74	0.61	1.73	0.56	0.16	0.40	0.25
Standard Deviation	16.02	19.03	18.59	18.25	13.41	17.23	13.83	18.31	18.58	12.18	13.80	16.79	16.45	15.99	16.64	15.95	24.90	18.95	15.59	16.35	15.72

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 43

Q13. Please indicate how important you think that the characteristics Strong and decisive are in an ideal Prime Minister

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	49 *	34 2%	7 1%	3 *	- -	2 *	- -	1 *	- -	- -	2 *	- -
11-20	38 *	22 1%	6 1%	2 *	2 *	2 *	2 *	2 *	- -	- -	1 *	1 *
21-30	42 *	22 1%	5 1%	3 *	- -	5 *	4 *	1 *	1 *	1 *	- -	3 1%
31-40	81 1%	35 2%	5 1%	7 1%	5 1%	12 1%	4 *	6 1%	2 *	4 *	2 *	1 *
41-50	287 3%	106 5%	18 3%	19 3%	26 4%	63 6%	32 4%	5 1%	9 1%	3 *	5 1%	12 3%
51-60	375 4%	114 5%	30 5%	24 4%	36 6%	53 5%	51 6%	31 3%	23 2%	9 1%	4 *	12 3%
61-70	674 7%	172 8%	60 9%	63 10%	53 8%	94 9%	61 7%	76 7%	47 4%	37 3%	10 1%	21 6%
71-80	1226 12%	263 12%	101 16%	103 16%	95 15%	154 14%	133 15%	134 13%	125 11%	80 7%	39 5%	49 13%
81-90	2487 24%	454 21%	151 24%	158 25%	192 31%	257 24%	235 26%	305 30%	317 28%	307 26%	111 13%	89 23%
91-100	4979 49%	963 44%	247 39%	254 40%	220 35%	448 41%	386 43%	457 45%	593 53%	732 62%	680 80%	194 51%
Mean	86.11	82.11	82.46	83.70	83.38	83.32	84.70	86.99	89.66	91.82	94.43	87.32
Standard Error	0.16	0.46	0.76	0.65	0.60	0.51	0.50	0.39	0.32	0.27	0.32	0.74
Standard Deviation	16.02	20.69	18.68	16.25	14.83	16.73	15.25	12.60	10.90	9.46	9.68	14.74

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 44

Q13. Please indicate how important you think that the characteristics Respected and intelligent are in an ideal Prime Minister

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	49 *	28 1%	20 *	5 1%	5 *	13 1%	16 1%	4 *	6 *	7 *	16 *	5 *	22 1%	8 1%	3 1%	7 1%	4 *	2 *	2 *	1 *	2 *	4 *	5 *	10 1%
11-20	32 *	10 *	22 *	- *	12 1%	8 *	6 *	3 *	3 *	4 *	12 *	5 *	11 1%	2 *	1 *	8 1%	5 1%	2 *	3 *	- *	- *	3 *	6 *	2 *
21-30	45 *	15 *	30 1%	3 1%	6 *	18 1%	11 1%	5 *	2 *	8 *	16 *	8 1%	13 1%	6 1%	3 1%	3 *	8 1%	3 *	- *	2 *	- *	3 *	14 1%	4 *
31-40	76 1%	43 1%	33 1%	7 1%	14 1%	18 1%	18 1%	12 1%	6 *	21 1%	25 1%	9 1%	20 1%	6 1%	5 1%	8 1%	15 2%	8 1%	5 1%	7 1%	3 *	8 1%	10 1%	2 *
41-50	261 3%	137 3%	124 2%	25 5%	63 4%	53 3%	52 2%	33 1%	36 2%	69 2%	90 3%	41 3%	61 3%	20 2%	13 3%	29 2%	28 3%	23 3%	21 3%	14 3%	18 3%	26 2%	45 3%	25 3%
51-60	357 3%	182 3%	176 3%	35 7%	61 4%	85 4%	84 4%	56 2%	37 2%	111 3%	115 3%	55 4%	76 4%	27 3%	24 5%	54 4%	37 4%	22 3%	33 4%	14 3%	19 3%	38 4%	62 4%	28 3%
61-70	599 6%	344 7%	256 5%	32 6%	118 8%	130 7%	101 5%	113 5%	104 6%	211 6%	213 6%	78 6%	96 5%	46 5%	23 5%	84 6%	54 6%	48 6%	46 6%	28 6%	48 7%	76 7%	102 6%	45 5%
71-80	1263 12%	750 14%	512 10%	73 14%	164 11%	271 14%	242 12%	293 12%	220 12%	464 13%	457 13%	141 11%	200 11%	115 13%	58 12%	135 10%	135 14%	107 12%	93 12%	53 11%	103 14%	119 11%	222 13%	123 13%
81-90	2464 24%	1300 25%	1164 23%	123 24%	330 23%	453 24%	522 25%	584 24%	452 24%	951 26%	867 25%	265 20%	382 21%	218 25%	131 27%	318 24%	232 24%	209 24%	186 23%	106 21%	174 24%	259 25%	395 23%	237 24%
91-100	5092 50%	2394 46%	2698 54%	218 42%	671 46%	877 46%	1015 49%	1328 55%	983 53%	1786 49%	1680 48%	687 53%	940 52%	413 48%	232 47%	665 51%	455 47%	441 51%	416 52%	279 56%	354 49%	508 49%	827 49%	501 51%
Mean	86.52	85.89	87.18	82.82	84.70	84.73	86.13	88.79	88.33	87.50	86.22	86.37	85.28	86.01	85.77	86.69	85.21	86.86	87.00	87.97	87.04	86.37	86.35	87.09
Standard Error	0.16	0.22	0.23	0.80	0.46	0.40	0.37	0.26	0.31	0.23	0.27	0.46	0.45	0.57	0.75	0.45	0.55	0.52	0.53	0.65	0.52	0.48	0.38	0.51
Standard Deviation	15.82	15.63	15.99	18.31	17.49	17.33	16.66	13.08	13.58	13.83	15.65	16.49	18.94	16.73	16.48	16.14	17.04	15.22	15.12	14.51	14.20	15.49	15.84	16.05

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 44

Q13. Please indicate how important you think that the characteristics Respected and intelligent are in an ideal Prime Minister

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	49 *	7 *	8 *	8 *	5 *	12 *	6 *	6 *	13 *	6 *	4 *	15 *	5 *	3 *	13 1%	5 *	29 1%	11 *	- -
11-20	32 *	5 *	6 *	4 *	5 *	8 *	5 *	3 *	10 *	5 *	2 *	8 *	3 *	3 *	5 *	4 *	19 *	12 *	- -
21-30	45 *	9 *	13 1%	6 *	9 *	16 *	4 *	12 *	13 *	1 *	12 *	15 *	1 *	10 *	12 *	- -	30 1%	13 *	1 1%
31-40	76 1%	12 *	23 1%	11 1%	11 *	29 1%	12 1%	12 *	30 1%	10 1%	12 *	30 1%	3 *	12 *	25 1%	7 1%	46 1%	24 1%	1 1%
41-50	261 3%	57 2%	59 2%	49 2%	43 2%	71 2%	41 3%	36 1%	76 2%	32 2%	39 2%	85 2%	22 2%	39 1%	57 2%	22 2%	136 3%	101 2%	4 5%
51-60	357 3%	77 2%	77 3%	70 3%	73 3%	103 3%	48 3%	66 3%	107 3%	44 3%	63 3%	117 3%	31 3%	72 3%	82 3%	31 3%	201 4%	130 3%	6 8%
61-70	599 6%	163 5%	132 5%	139 7%	138 5%	186 6%	90 6%	134 5%	180 5%	78 6%	130 5%	189 5%	77 8%	147 5%	136 5%	64 6%	300 6%	264 6%	9 11%
71-80	1263 12%	396 12%	281 12%	272 13%	327 12%	392 12%	195 13%	317 12%	394 12%	167 12%	310 12%	408 11%	140 14%	364 13%	304 12%	125 12%	562 11%	640 13%	7 9%
81-90	2464 24%	819 26%	565 23%	537 26%	678 26%	783 23%	384 25%	661 26%	784 23%	343 26%	646 26%	851 24%	260 26%	712 26%	574 23%	276 26%	1162 23%	1198 25%	20 25%
91-100	5092 50%	1660 52%	1249 52%	1006 48%	1337 51%	1743 52%	765 49%	1324 52%	1768 52%	650 49%	1264 51%	1873 52%	465 46%	1414 51%	1288 52%	519 49%	2481 50%	2367 50%	32 41%
Mean	86.52	88.21	87.04	86.63	87.87	87.25	86.77	88.01	87.23	86.81	87.94	87.19	86.39	88.06	86.80	87.10	85.90	87.45	82.31
Standard Error	0.16	0.23	0.36	0.30	0.26	0.28	0.37	0.26	0.28	0.40	0.27	0.27	0.45	0.25	0.33	0.44	0.24	0.20	2.02
Standard Deviation	15.82	13.44	15.55	14.91	13.65	15.44	15.23	13.64	15.46	15.06	13.53	15.52	14.83	13.18	15.93	14.81	16.80	14.16	18.10

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 44

Q13. Please indicate how important you think that the characteristics Respected and intelligent are in an ideal Prime Minister

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	49*	-	4 1%	7 1%	4 *	7 1%	3 1%	2 2%	2 1%	4 *	2 *	1 *	-	-	1 1%	5 1%	7 3%	12 1%	36 *	7 *	14 *
11-20	32*	-	8 2%	11 1%	1 *	3 *	-	-	-	1 *	-	2 *	3 *	-	-	-	3 1%	6 1%	26 *	5 *	11 *
21-30	45*	2 2%	1 *	11 1%	5 *	3 *	1 *	1 1%	2 1%	2 *	3 *	1 *	1 *	1 1%	1 1%	6 1%	4 2%	6 1%	39 *	6 *	22 1%
31-40	76 1%	1 1%	2 1%	19 1%	9 *	11 2%	3 1%	-	1 1%	3 *	7 1%	4 *	3 *	1 1%	-	6 1%	6 3%	11 1%	65 1%	13 1%	29 1%
41-50	261 3%	1 1%	14 3%	53 4%	42 2%	21 3%	13 3%	1 1%	8 6%	25 2%	21 2%	23 2%	6 1%	3 2%	-	19 3%	11 5%	41 4%	220 2%	34 2%	126 3%
51-60	357 3%	5 5%	16 4%	57 4%	66 3%	24 4%	18 4%	-	8 6%	25 2%	31 3%	30 3%	16 3%	13 8%	3 3%	30 4%	14 7%	56 5%	301 3%	68 4%	141 4%
61-70	599 6%	8 8%	27 7%	87 7%	111 5%	27 4%	21 5%	10 9%	9 7%	61 6%	82 7%	61 6%	35 6%	9 5%	-	41 6%	10 5%	80 7%	519 6%	101 6%	241 6%
71-80	1263 12%	10 10%	44 11%	154 12%	224 11%	75 11%	57 12%	17 15%	19 14%	147 14%	174 15%	128 12%	77 12%	28 17%	17 18%	79 11%	15 7%	143 13%	1119 12%	225 13%	510 13%
81-90	2464 24%	26 26%	86 22%	270 21%	499 24%	141 21%	112 24%	28 25%	27 20%	268 26%	314 26%	255 25%	176 28%	39 23%	25 27%	154 22%	46 22%	264 23%	2200 24%	419 25%	951 25%
91-100	5092 50%	48 48%	187 48%	606 48%	1108 54%	343 52%	234 51%	53 47%	60 44%	498 48%	563 47%	525 51%	307 49%	73 44%	46 50%	350 51%	90 44%	526 46%	4566 50%	796 47%	1820 47%
Mean	86.52	86.18	83.77	83.86	88.07	85.80	86.63	85.53	82.59	87.36	87.15	87.86	88.37	85.44	88.22	86.19	79.26	83.99	86.84	86.03	85.81
Standard Error	0.16	1.66	0.99	0.53	0.30	0.75	0.71	1.69	1.74	0.43	0.38	0.43	0.52	1.15	1.48	0.64	1.76	0.54	0.16	0.38	0.26
Standard Deviation	15.82	16.64	19.39	18.66	13.89	18.32	15.48	17.52	20.12	14.07	13.44	13.53	13.07	14.92	14.11	16.57	25.20	18.16	15.47	15.60	15.97

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 44

Q13. Please indicate how important you think that the characteristics Respected and intelligent are in an ideal Prime Minister

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	49 *	38 2%	2 *	1 *	- -	4 *	1 *	1 *	- -	- -	2 *	2 1%
11-20	32 *	18 1%	4 1%	4 1%	1 *	1 *	2 *	- -	- -	- -	2 *	2 1%
21-30	45 *	16 1%	3 1%	3 *	4 1%	7 1%	5 1%	3 *	2 *	2 *	- -	2 1%
31-40	76 1%	27 1%	5 1%	8 1%	8 1%	10 1%	4 *	8 1%	2 *	2 *	4 *	3 1%
41-50	261 3%	71 3%	24 4%	12 2%	17 3%	64 6%	25 3%	16 2%	18 2%	10 1%	4 *	12 3%
51-60	357 3%	74 3%	30 5%	26 4%	31 5%	54 5%	48 5%	40 4%	19 2%	23 2%	11 1%	11 3%
61-70	599 6%	110 5%	43 7%	35 5%	33 5%	78 7%	72 8%	85 8%	75 7%	46 4%	23 3%	16 4%
71-80	1263 12%	212 10%	82 13%	92 14%	99 16%	139 13%	137 15%	153 15%	168 15%	118 10%	63 7%	43 11%
81-90	2464 24%	415 19%	153 24%	163 26%	163 26%	280 26%	238 26%	258 25%	318 28%	339 29%	137 16%	91 24%
91-100	5092 50%	1202 55%	283 45%	292 46%	273 43%	454 42%	375 41%	454 45%	517 46%	633 54%	609 71%	198 52%
Mean	86.52	85.57	84.59	85.93	85.04	83.84	84.44	85.95	87.73	89.63	92.44	87.14
Standard Error	0.16	0.44	0.69	0.63	0.62	0.51	0.50	0.43	0.35	0.31	0.39	0.82
Standard Deviation	15.82	20.06	16.96	15.71	15.33	17.00	15.29	13.80	12.05	10.94	11.58	16.30

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 45

Q13. Please indicate how important you think that the characteristics Charismatic and engaging are in an ideal Prime Minister

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	342 3%	192 4%	150 3%	14 3%	41 3%	66 3%	92 4%	89 4%	40 2%	95 3%	115 3%	58 4%	74 4%	39 4%	23 5%	37 3%	42 4%	36 4%	28 3%	16 3%	18 2%	32 3%	40 2%	34 3%
11-20	330 3%	164 3%	166 3%	16 3%	26 2%	64 3%	85 4%	77 3%	63 3%	119 3%	116 3%	31 2%	64 4%	36 4%	18 4%	51 4%	36 4%	33 4%	31 4%	11 2%	18 2%	23 2%	39 2%	34 3%
21-30	468 5%	239 5%	229 5%	15 3%	57 4%	93 5%	114 5%	109 4%	79 4%	158 4%	161 5%	59 5%	90 5%	48 6%	18 4%	63 5%	58 6%	28 3%	42 5%	22 4%	28 4%	40 4%	83 5%	37 4%
31-40	522 5%	256 5%	266 5%	18 4%	68 5%	95 5%	128 6%	124 5%	88 5%	190 5%	181 5%	60 5%	90 5%	50 6%	24 5%	74 6%	54 6%	41 5%	35 4%	25 5%	39 5%	31 3%	85 5%	63 6%
41-50	1253 12%	661 13%	592 12%	54 10%	195 13%	244 13%	231 11%	304 13%	225 12%	429 12%	423 12%	151 12%	250 14%	102 12%	55 11%	177 13%	119 12%	105 12%	92 11%	61 12%	96 13%	120 12%	212 13%	114 12%
51-60	1313 13%	650 12%	664 13%	65 12%	181 12%	235 12%	277 13%	288 12%	268 14%	463 13%	457 13%	156 12%	236 13%	125 15%	57 12%	149 11%	134 14%	114 13%	106 13%	60 12%	95 13%	134 13%	220 13%	118 12%
61-70	1565 15%	787 15%	778 15%	66 13%	229 16%	279 14%	322 16%	389 16%	280 15%	580 16%	553 16%	187 14%	246 13%	127 15%	83 17%	203 15%	151 16%	135 16%	106 13%	65 13%	99 14%	155 15%	275 16%	165 17%
71-80	1825 18%	954 18%	871 17%	106 20%	231 16%	330 17%	324 16%	461 19%	373 20%	696 19%	620 18%	233 18%	276 15%	135 16%	94 19%	231 18%	137 14%	148 17%	152 19%	108 22%	147 20%	198 19%	305 18%	170 17%
81-90	1427 14%	727 14%	700 14%	93 18%	202 14%	267 14%	277 13%	343 14%	246 13%	523 14%	477 14%	188 15%	238 13%	113 13%	68 14%	181 14%	143 15%	120 14%	114 14%	69 14%	104 14%	152 15%	232 14%	132 13%
91-100	1193 12%	572 11%	621 12%	73 14%	215 15%	253 13%	217 10%	248 10%	188 10%	376 10%	388 11%	172 13%	257 14%	87 10%	51 10%	145 11%	98 10%	106 12%	101 13%	64 13%	79 11%	158 15%	194 12%	110 11%
Mean	64.08	63.94	64.22	67.64	66.43	64.23	61.58	63.69	64.39	64.56	63.84	64.49	63.30	61.25	63.57	63.54	61.84	64.05	64.12	65.41	64.96	67.22	64.94	63.62
Standard Error	0.23	0.33	0.33	1.01	0.61	0.55	0.54	0.47	0.51	0.37	0.40	0.68	0.59	0.84	1.10	0.66	0.79	0.83	0.85	1.03	0.83	0.71	0.54	0.74
Standard Deviation	23.54	23.59	23.49	23.00	23.00	24.09	24.57	23.45	22.12	22.68	23.39	24.35	24.88	24.57	24.04	23.68	24.46	24.17	24.11	22.99	22.48	22.86	22.35	23.51

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 45

Q13. Please indicate how important you think that the characteristics Charismatic and engaging are in an ideal Prime Minister

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	342 3%	61	91	71	53	105	61	59	110	49	51	124	39	54	100	44	192	122	1
		2%	4%	3%	2%	3%	4%	2%	3%	4%	2%	3%	4%	2%	4%	4%	4%	3%	1%
11-20	330 3%	74	95	64	65	125	46	67	122	38	66	135	27	70	108	32	167	142	5
		2%	4%	3%	2%	4%	3%	3%	4%	3%	3%	4%	3%	3%	4%	3%	3%	3%	7%
21-30	468 5%	78	131	111	69	175	82	59	174	77	64	194	54	81	152	57	249	196	1
		2%	5%	5%	3%	5%	5%	2%	5%	6%	3%	5%	5%	3%	6%	5%	5%	4%	1%
31-40	522 5%	113	133	131	113	159	108	106	178	94	103	206	70	116	167	68	261	234	1
		4%	6%	6%	4%	5%	7%	4%	5%	7%	4%	6%	7%	4%	7%	6%	5%	5%	1%
41-50	1253 12%	316	301	284	280	413	199	263	428	170	260	443	132	283	321	139	622	563	7
		10%	12%	14%	11%	12%	13%	10%	13%	13%	10%	12%	13%	10%	13%	13%	13%	12%	9%
51-60	1313 13%	385	319	284	301	417	214	297	444	176	291	465	141	327	335	146	616	632	11
		12%	13%	14%	11%	12%	14%	12%	13%	13%	12%	13%	14%	12%	13%	14%	12%	13%	14%
61-70	1565 15%	508	331	357	437	476	264	421	492	218	408	526	173	457	353	160	715	767	8
		16%	14%	17%	17%	14%	17%	16%	15%	16%	16%	15%	17%	16%	14%	15%	14%	16%	10%
71-80	1825 18%	667	405	362	546	584	257	548	572	244	527	616	175	573	413	174	835	912	23
		21%	17%	17%	21%	17%	17%	21%	17%	18%	21%	17%	17%	21%	17%	17%	17%	19%	29%
81-90	1427 14%	571	313	248	440	466	175	426	463	161	405	487	119	477	282	137	659	710	14
		18%	13%	12%	17%	14%	11%	17%	14%	12%	16%	14%	12%	17%	11%	13%	13%	15%	18%
91-100	1193 12%	429	295	190	324	424	142	326	394	107	308	394	77	336	265	94	650	483	8
		13%	12%	9%	12%	13%	9%	13%	12%	8%	12%	11%	8%	12%	11%	9%	13%	10%	10%
Mean	64.08	68.93	62.81	61.95	67.83	64.05	61.44	67.95	63.39	61.49	67.74	62.84	61.24	67.84	60.84	61.43	63.53	64.95	68.10
Standard Error	0.23	0.37	0.56	0.47	0.41	0.44	0.56	0.42	0.43	0.61	0.42	0.41	0.69	0.40	0.51	0.70	0.35	0.32	2.45
Standard Deviation	23.54	21.25	24.34	22.98	21.50	24.00	23.22	21.64	23.86	23.07	21.54	23.96	22.79	21.51	24.50	23.50	24.45	22.32	21.91

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 45

Q13. Please indicate how important you think that the characteristics Charismatic and engaging are in an ideal Prime Minister

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	342 3%	4 4%	18 5%	36 3%	45 2%	18 3%	16 3%	5 4%	6 5%	29 3%	30 3%	51 5%	23 4%	4 2%	1 1%	37 5%	20 9%	44 4%	299 3%	48 3%	131 3%
11-20	330 3%	2 2%	14 4%	34 3%	56 3%	34 5%	13 3%	3 2%	7 5%	29 3%	28 2%	48 5%	17 3%	4 2%	6 6%	29 4%	8 4%	29 2%	302 3%	58 3%	107 3%
21-30	468 5%	6 6%	9 2%	49 4%	67 3%	35 5%	21 5%	7 6%	15 11%	45 4%	48 4%	75 7%	40 6%	7 5%	3 3%	32 5%	7 3%	42 4%	426 5%	92 5%	165 4%
31-40	522 5%	4 4%	9 2%	52 4%	82 4%	40 6%	16 3%	8 7%	3 2%	55 5%	56 5%	73 7%	53 9%	10 6%	5 5%	41 6%	17 8%	58 5%	464 5%	106 6%	181 5%
41-50	1253 12%	10 10%	58 15%	158 12%	205 10%	85 13%	62 13%	10 9%	17 12%	122 12%	134 11%	148 14%	98 16%	16 10%	18 20%	89 13%	24 12%	133 12%	1120 12%	220 13%	453 12%
51-60	1313 13%	12 12%	45 12%	140 11%	240 12%	80 12%	80 17%	19 17%	15 11%	137 13%	151 13%	153 15%	83 13%	24 14%	14 15%	88 13%	33 16%	147 13%	1166 13%	226 14%	473 12%
61-70	1565 15%	11 11%	46 12%	194 15%	341 16%	80 12%	63 14%	14 12%	20 15%	153 15%	220 18%	159 15%	93 15%	34 20%	14 15%	104 15%	20 10%	152 13%	1413 16%	263 16%	618 16%
71-80	1825 18%	22 22%	71 18%	209 16%	412 20%	122 19%	76 16%	16 14%	18 13%	214 21%	243 20%	163 16%	95 15%	23 14%	17 18%	102 15%	23 11%	200 17%	1625 18%	274 16%	674 17%
81-90	1427 14%	13 13%	54 14%	191 15%	346 17%	85 13%	57 12%	16 14%	14 10%	156 15%	180 15%	89 9%	72 12%	26 16%	7 8%	92 13%	30 14%	193 17%	1234 14%	206 12%	587 15%
91-100	1193 12%	17 18%	64 17%	211 17%	276 13%	78 12%	58 13%	15 13%	22 16%	98 9%	107 9%	72 7%	47 8%	18 11%	7 8%	77 11%	27 13%	149 13%	1044 11%	181 11%	475 12%
Mean	64.08	66.63	66.14	66.92	67.59	62.65	63.54	62.69	60.89	64.72	65.44	57.65	59.87	65.18	59.93	61.33	58.83	65.25	63.93	62.51	65.11
Standard Error	0.23	2.43	1.27	0.67	0.48	1.00	1.07	2.35	2.32	0.68	0.62	0.76	0.93	1.73	2.33	0.96	1.95	0.71	0.25	0.57	0.38
Standard Deviation	23.54	24.39	24.89	23.77	22.06	24.53	23.17	24.39	26.91	22.36	21.71	23.90	23.34	22.51	22.25	25.13	27.94	24.04	23.47	23.31	23.41

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 45

Q13. Please indicate how important you think that the characteristics Charismatic and engaging are in an ideal Prime Minister

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	342 3%	189 9%	28 5%	15 2%	18 3%	25 2%	19 2%	15 1%	12 1%	14 1%	9 1%	22 6%
11-20	330 3%	127 6%	25 4%	28 4%	21 3%	29 3%	24 3%	23 2%	23 2%	21 2%	9 1%	13 4%
21-30	468 5%	172 8%	52 8%	31 5%	37 6%	48 4%	32 4%	36 4%	32 3%	17 1%	11 1%	12 3%
31-40	522 5%	156 7%	40 6%	41 6%	43 7%	57 5%	56 6%	37 4%	38 3%	39 3%	16 2%	14 4%
41-50	1253 12%	292 13%	88 14%	89 14%	84 13%	214 20%	116 13%	123 12%	111 10%	81 7%	57 7%	38 10%
51-60	1313 13%	241 11%	87 14%	95 15%	109 17%	149 14%	161 18%	142 14%	135 12%	123 11%	71 8%	54 14%
61-70	1565 15%	240 11%	99 16%	104 16%	90 14%	174 16%	163 18%	197 19%	225 20%	188 16%	85 10%	60 16%
71-80	1825 18%	283 13%	95 15%	93 15%	103 16%	172 16%	159 18%	213 21%	249 22%	284 24%	173 20%	63 17%
81-90	1427 14%	205 9%	66 10%	69 11%	81 13%	121 11%	106 12%	151 15%	186 17%	255 22%	187 22%	45 12%
91-100	1193 12%	280 13%	50 8%	71 11%	41 7%	101 9%	72 8%	81 8%	107 10%	152 13%	236 28%	58 15%
Mean	64.08	56.54	58.51	61.95	60.57	62.36	62.77	65.92	68.30	71.66	77.13	64.10
Standard Error	0.23	0.62	0.99	0.93	0.90	0.66	0.69	0.62	0.58	0.55	0.66	1.27
Standard Deviation	23.54	28.14	24.20	23.28	22.27	21.76	21.03	20.01	19.68	19.28	19.74	25.22

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 46

Q13. Please indicate how important you think that the characteristics Fair-minded and flexible are in an ideal Prime Minister

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	81 1%	47 1%	34 1%	2 *	12 1%	20 1%	22 1%	14 1%	12 1%	21 1%	19 1%	8 1%	33 2%	12 1%	5 1%	12 1%	9 1%	2 *	4 *	1 *	5 1%	9 1%	10 1%	14 1%
11-20	45 *	27 1%	18 *	5 1%	10 1%	13 1%	12 1%	2 *	4 *	10 *	18 1%	7 1%	10 1%	2 *	1 *	3 *	9 1%	4 *	7 1%	2 *	2 *	4 *	8 1%	3 *
21-30	90 1%	53 1%	37 1%	12 2%	16 1%	16 1%	20 1%	15 1%	10 1%	24 1%	32 1%	13 1%	21 1%	9 1%	2 *	10 1%	5 1%	11 1%	10 1%	2 *	8 1%	10 1%	10 1%	14 1%
31-40	104 1%	53 1%	50 1%	6 1%	14 1%	29 1%	23 1%	23 1%	9 1%	30 1%	35 1%	19 1%	19 1%	13 1%	4 1%	6 *	16 2%	6 1%	7 1%	5 1%	5 1%	11 1%	19 1%	12 1%
41-50	430 4%	232 4%	198 4%	37 7%	100 7%	107 6%	76 4%	62 3%	49 3%	135 4%	158 5%	54 4%	83 5%	26 3%	21 4%	59 5%	43 4%	33 4%	33 4%	17 3%	32 4%	59 6%	81 5%	24 2%
51-60	516 5%	290 6%	226 4%	37 7%	111 8%	107 6%	106 5%	82 3%	73 4%	194 5%	171 5%	65 5%	86 5%	37 4%	21 4%	68 5%	62 6%	35 4%	32 4%	20 4%	28 4%	60 6%	103 6%	50 5%
61-70	997 10%	546 10%	452 9%	64 12%	168 12%	203 11%	182 9%	209 9%	172 9%	410 11%	366 10%	95 7%	127 7%	80 9%	44 9%	124 9%	102 10%	77 9%	66 8%	45 9%	76 11%	117 11%	172 10%	94 10%
71-80	1673 16%	964 19%	709 14%	89 17%	262 18%	330 17%	303 15%	381 16%	307 17%	601 17%	601 17%	197 15%	273 15%	141 16%	82 17%	216 16%	134 14%	137 16%	145 18%	62 12%	129 18%	169 16%	297 18%	162 17%
81-90	2562 25%	1314 25%	1248 25%	114 22%	309 21%	468 24%	523 25%	667 27%	482 26%	956 26%	884 25%	328 25%	395 22%	237 28%	129 26%	317 24%	264 27%	213 25%	194 24%	126 25%	177 25%	247 24%	417 25%	240 25%
91-100	3739 37%	1677 32%	2063 41%	154 30%	443 31%	634 33%	801 39%	975 40%	732 40%	1250 34%	1208 35%	510 39%	772 42%	305 35%	182 37%	495 38%	329 34%	348 40%	307 38%	221 44%	260 36%	359 34%	569 34%	366 37%
Mean	81.91	80.65	83.20	77.64	78.57	80.09	82.26	84.40	83.94	81.95	81.55	82.52	82.06	81.85	82.38	82.30	80.69	83.17	82.18	84.66	82.11	80.58	81.27	82.03
Standard Error	0.18	0.25	0.25	0.86	0.50	0.43	0.41	0.32	0.36	0.27	0.30	0.50	0.48	0.62	0.80	0.49	0.61	0.57	0.62	0.72	0.64	0.57	0.42	0.59
Standard Deviation	17.76	17.96	17.46	19.72	18.97	18.97	18.44	15.74	15.66	16.58	17.42	18.08	20.26	18.17	17.46	17.53	18.82	16.76	17.63	15.96	17.29	18.20	17.55	18.60

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 46

Q13. Please indicate how important you think that the characteristics Fair-minded and flexible are in an ideal Prime Minister

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	81 1%	17 1%	12 *	11 1%	17 1%	24 1%	5 *	17 1%	23 1%	7 1%	15 1%	24 1%	3 *	16 1%	18 1%	5 *	42 1%	28 1%	- -
11-20	45 *	11 *	9 *	6 *	8 *	13 *	3 *	7 *	12 *	2 *	7 *	16 *	3 *	10 *	8 *	1 *	34 1%	10 *	1 1%
21-30	90 1%	32 1%	15 1%	14 1%	24 1%	24 1%	11 1%	24 1%	28 1%	11 1%	24 1%	26 1%	8 1%	28 1%	17 1%	3 *	44 1%	41 1%	1 1%
31-40	104 1%	27 1%	22 1%	22 1%	21 1%	32 1%	18 1%	20 1%	34 1%	13 1%	21 1%	38 1%	10 1%	26 1%	27 1%	9 1%	52 1%	44 1%	1 2%
41-50	430 4%	118 4%	90 4%	61 3%	108 4%	119 4%	48 3%	99 4%	115 3%	42 3%	93 4%	117 3%	32 3%	93 3%	81 3%	32 3%	211 4%	190 4%	6 7%
51-60	516 5%	154 5%	108 4%	100 5%	121 5%	152 5%	75 5%	111 4%	148 4%	70 5%	111 4%	171 5%	47 5%	121 4%	108 4%	48 5%	253 5%	235 5%	5 6%
61-70	997 10%	324 10%	220 9%	202 10%	267 10%	296 9%	161 10%	266 10%	301 9%	126 9%	256 10%	322 9%	101 10%	283 10%	210 8%	101 10%	419 8%	531 11%	11 14%
71-80	1673 16%	548 17%	377 16%	348 17%	455 17%	515 15%	268 17%	443 17%	530 16%	215 16%	428 17%	540 15%	171 17%	474 17%	355 14%	160 15%	741 15%	849 18%	14 17%
81-90	2562 25%	864 27%	601 25%	556 26%	728 28%	841 25%	378 24%	715 28%	841 25%	346 26%	685 28%	904 25%	267 26%	763 27%	645 26%	281 27%	1206 24%	1242 26%	22 28%
91-100	3739 37%	1108 35%	960 40%	784 37%	878 33%	1329 40%	581 38%	870 34%	1344 40%	504 38%	843 34%	1433 40%	367 36%	960 35%	1028 41%	413 39%	1963 40%	1592 33%	19 23%
Mean	81.91	82.12	83.33	83.04	81.83	83.17	82.85	82.08	83.23	82.93	82.03	83.26	82.87	82.25	83.71	83.81	82.29	81.70	77.17
Standard Error	0.18	0.29	0.39	0.34	0.32	0.31	0.39	0.32	0.31	0.43	0.33	0.30	0.49	0.31	0.36	0.47	0.26	0.24	2.12
Standard Deviation	17.76	16.66	16.75	16.51	16.77	17.23	16.25	16.64	17.25	16.41	16.70	17.20	16.18	16.69	17.13	15.66	18.41	16.67	18.94

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 46

Q13. Please indicate how important you think that the characteristics Fair-minded and flexible are in an ideal Prime Minister

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	81 1%	1 1%	7 2%	14 1%	11 1%	7 1%	1 *	2 2%	3 3%	11 1%	3 *	4 *	1 *	2 1%	1 1%	5 1%	8 4%	17 1%	64 1%	10 1%	25 1%
11-20	45 *	- -	8 2%	10 1%	6 *	2 *	2 *	1 1%	- -	2 *	5 *	1 *	2 *	1 1%	- -	5 1%	1 *	8 1%	37 *	9 1%	21 1%
21-30	90 1%	1 1%	5 1%	17 1%	14 1%	3 1%	5 1%	- -	2 1%	11 1%	11 1%	8 1%	2 *	2 1%	1 1%	5 1%	3 1%	10 1%	80 1%	17 1%	44 1%
31-40	104 1%	4 4%	6 2%	15 1%	22 1%	4 1%	6 1%	- -	- -	11 1%	6 *	8 1%	6 1%	3 2%	1 1%	6 1%	6 3%	6 1%	98 1%	14 1%	47 1%
41-50	430 4%	5 6%	25 6%	62 5%	66 3%	35 5%	13 3%	2 2%	6 4%	60 6%	48 4%	28 3%	21 3%	4 2%	2 2%	37 5%	16 8%	59 5%	371 4%	74 4%	198 5%
51-60	516 5%	6 6%	27 7%	83 6%	84 4%	31 5%	15 3%	5 5%	11 8%	55 5%	71 6%	49 5%	21 3%	12 7%	3 3%	26 4%	17 8%	68 6%	448 5%	87 5%	229 6%
61-70	997 10%	10 10%	30 8%	115 9%	186 9%	49 7%	43 9%	10 9%	13 10%	112 11%	150 13%	119 12%	56 9%	23 14%	7 8%	53 8%	21 10%	104 9%	893 10%	181 11%	391 10%
71-80	1673 16%	12 12%	68 18%	181 14%	309 15%	107 16%	76 16%	18 16%	15 11%	184 18%	237 20%	175 17%	118 19%	27 16%	18 19%	107 16%	22 11%	168 15%	1505 17%	273 16%	679 18%
81-90	2562 25%	24 24%	71 18%	310 24%	546 26%	141 21%	132 29%	28 25%	32 23%	259 25%	305 26%	264 26%	157 25%	50 30%	27 29%	179 26%	37 18%	272 24%	2290 25%	449 27%	956 25%
91-100	3739 37%	37 37%	141 36%	468 37%	825 40%	277 42%	168 36%	46 41%	53 39%	332 32%	362 30%	374 36%	239 38%	43 26%	34 36%	265 38%	75 36%	433 38%	3306 36%	563 34%	1272 33%
Mean	81.91	80.78	77.69	80.59	83.53	82.92	83.00	83.26	80.98	80.23	81.00	83.25	84.13	79.26	83.38	82.51	76.24	80.95	82.03	81.29	80.48
Standard Error	0.18	1.95	1.13	0.55	0.36	0.74	0.76	1.75	1.83	0.55	0.46	0.50	0.60	1.37	1.72	0.69	1.72	0.58	0.18	0.43	0.29
Standard Deviation	17.76	19.64	22.21	19.64	16.55	18.15	16.48	18.20	21.18	18.04	16.16	15.69	15.09	17.84	16.36	18.02	24.66	19.46	17.53	17.45	18.19

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 46

Q13. Please indicate how important you think that the characteristics Fair-minded and flexible are in an ideal Prime Minister

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	81 1%	52 2%	6 1%	3 *	1 *	6 1%	3 *	4 *	1 *	2 *	5 1%	4 1%
11-20	45 *	14 1%	8 1%	4 1%	2 *	1 *	6 1%	3 *	4 *	1 *	3 *	1 *
21-30	90 1%	26 1%	8 1%	8 1%	11 2%	6 1%	10 1%	6 1%	5 *	7 1%	3 *	6 2%
31-40	104 1%	18 1%	10 2%	12 2%	4 1%	19 2%	9 1%	8 1%	10 1%	11 1%	2 *	4 1%
41-50	430 4%	87 4%	32 5%	29 5%	21 3%	74 7%	52 6%	44 4%	43 4%	28 2%	21 2%	22 6%
51-60	516 5%	81 4%	33 5%	37 6%	51 8%	65 6%	73 8%	59 6%	60 5%	33 3%	25 3%	22 6%
61-70	997 10%	156 7%	60 10%	71 11%	79 13%	112 10%	122 13%	119 12%	116 10%	110 9%	51 6%	41 11%
71-80	1673 16%	253 12%	108 17%	113 18%	105 17%	183 17%	154 17%	208 20%	253 23%	205 17%	90 11%	46 12%
81-90	2562 25%	467 21%	152 24%	150 24%	154 25%	295 27%	222 24%	255 25%	306 27%	367 31%	194 23%	85 22%
91-100	3739 37%	1030 47%	213 34%	210 33%	201 32%	329 30%	257 28%	311 31%	319 29%	410 35%	460 54%	150 39%
Mean	81.91	83.18	80.04	80.29	80.41	80.20	78.63	80.84	81.20	83.97	87.36	81.06
Standard Error	0.18	0.46	0.80	0.74	0.68	0.53	0.58	0.50	0.44	0.41	0.51	0.97
Standard Deviation	17.76	21.03	19.60	18.38	16.92	17.53	17.75	16.05	15.17	14.22	15.20	19.32

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 47

Q13. Please indicate how important you think that the characteristics Truly listen to the people are in an ideal Prime Minister

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	98 1%	60 1%	37 1%	6 1%	14 1%	22 1%	25 1%	14 1%	16 1%	30 1%	32 1%	6 *	30 2%	10 1%	3 1%	10 1%	13 1%	7 1%	5 1%	2 *	4 1%	19 2%	12 1%	13 1%
11-20	41 *	22 *	20 *	3 1%	7 1%	9 *	9 *	9 *	4 *	15 *	19 1%	3 *	4 *	2 *	3 1%	3 *	5 *	2 *	3 *	- *	1 *	6 1%	13 1%	4 *
21-30	89 1%	56 1%	33 1%	2 *	10 1%	20 1%	16 1%	21 1%	20 1%	42 1%	24 1%	12 1%	12 1%	9 1%	3 1%	7 1%	10 1%	9 1%	8 1%	4 1%	9 1%	9 1%	14 1%	8 1%
31-40	135 1%	95 2%	40 1%	11 2%	19 1%	20 1%	30 1%	32 1%	22 1%	65 2%	39 1%	12 1%	20 1%	12 1%	3 1%	18 1%	8 1%	9 1%	13 2%	2 *	12 2%	22 2%	28 2%	8 1%
41-50	337 3%	229 4%	108 2%	18 3%	58 4%	57 3%	49 2%	91 4%	65 4%	147 4%	113 3%	30 2%	47 3%	30 4%	12 2%	34 3%	39 4%	28 3%	26 3%	20 4%	26 4%	41 4%	45 3%	34 3%
51-60	414 4%	258 5%	157 3%	20 4%	56 4%	80 4%	83 4%	88 4%	86 5%	195 5%	159 5%	23 2%	37 2%	30 4%	25 5%	56 4%	41 4%	36 4%	28 3%	13 3%	25 3%	54 5%	66 4%	40 4%
61-70	633 6%	384 7%	249 5%	28 5%	105 7%	111 6%	121 6%	143 6%	125 7%	299 8%	222 6%	44 3%	68 4%	47 5%	33 7%	72 5%	48 5%	60 7%	45 6%	23 5%	60 8%	63 6%	121 7%	61 6%
71-80	1064 10%	635 12%	429 9%	47 9%	140 10%	190 10%	206 10%	254 10%	226 12%	447 12%	399 11%	102 8%	116 6%	89 10%	41 8%	139 11%	89 9%	81 9%	89 11%	54 11%	78 11%	115 11%	183 11%	107 11%
81-90	1907 19%	1026 20%	882 18%	91 17%	255 18%	373 19%	355 17%	446 18%	387 21%	766 21%	661 19%	200 15%	280 15%	156 18%	92 19%	228 17%	181 19%	158 18%	144 18%	83 17%	133 18%	192 18%	338 20%	201 21%
91-100	5519 54%	2439 47%	3080 61%	296 57%	779 54%	1043 54%	1171 57%	1331 55%	899 49%	1623 45%	1825 52%	863 67%	1207 66%	475 55%	277 56%	742 57%	539 55%	476 55%	445 55%	300 60%	374 52%	523 50%	867 51%	503 51%
Mean	86.00	83.57	88.50	86.18	85.62	86.23	86.59	86.36	84.86	83.26	85.72	90.05	89.10	86.13	86.92	87.04	85.96	86.42	86.63	88.00	85.55	83.62	85.70	85.52
Standard Error	0.18	0.27	0.24	0.84	0.50	0.43	0.41	0.36	0.42	0.31	0.31	0.45	0.44	0.64	0.81	0.49	0.62	0.61	0.63	0.73	0.67	0.64	0.44	0.59
Standard Deviation	18.47	19.57	16.89	19.24	19.00	18.74	18.78	17.77	18.03	18.87	18.38	16.04	18.47	18.80	17.72	17.39	19.28	17.96	17.86	16.23	18.16	20.65	18.43	18.73

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 47

Q13. Please indicate how important you think that the characteristics Truly listen to the people are in an ideal Prime Minister

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	98 1%	19 1%	21 1%	13 1%	13 *	34 1%	8 1%	11 *	36 1%	9 1%	12 *	37 1%	5 1%	11 *	29 1%	7 1%	49 1%	35 1%	1 2%
11-20	41 *	7 *	9 *	12 1%	7 *	13 *	6 *	7 *	11 *	8 1%	9 *	13 *	4 *	7 *	10 *	6 1%	20 *	17 *	2 3%
21-30	89 1%	23 1%	19 1%	20 1%	22 1%	26 1%	19 1%	22 1%	29 1%	16 1%	18 1%	33 1%	13 1%	25 1%	21 1%	13 1%	32 1%	54 1%	1 1%
31-40	135 1%	48 1%	29 1%	30 1%	39 1%	38 1%	23 1%	38 1%	42 1%	24 2%	38 2%	44 1%	20 2%	40 1%	30 1%	16 1%	47 1%	80 2%	2 2%
41-50	337 3%	106 3%	78 3%	69 3%	91 3%	101 3%	60 4%	88 3%	106 3%	45 3%	87 4%	111 3%	37 4%	98 4%	73 3%	35 3%	107 2%	206 4%	7 9%
51-60	414 4%	141 4%	101 4%	87 4%	114 4%	132 4%	76 5%	115 4%	127 4%	66 5%	108 4%	140 4%	53 5%	117 4%	111 4%	52 5%	121 2%	270 6%	6 8%
61-70	633 6%	225 7%	133 6%	142 7%	187 7%	176 5%	121 8%	186 7%	177 5%	107 8%	179 7%	188 5%	84 8%	189 7%	129 5%	81 8%	225 5%	382 8%	9 11%
71-80	1064 10%	411 13%	237 10%	218 10%	353 13%	316 9%	157 10%	332 13%	314 9%	142 11%	318 13%	340 9%	110 11%	355 13%	238 10%	112 11%	397 8%	610 13%	10 12%
81-90	1907 19%	671 21%	433 18%	437 21%	536 20%	593 18%	332 21%	535 21%	618 18%	267 20%	521 21%	667 19%	207 21%	579 21%	449 18%	219 21%	792 16%	1032 22%	14 18%
91-100	5519 54%	1551 48%	1352 56%	1076 51%	1265 48%	1916 57%	746 48%	1238 48%	1917 57%	650 49%	1192 48%	2016 56%	474 47%	1352 49%	1405 56%	511 49%	3175 64%	2074 44%	27 34%
Mean	86.00	85.28	86.54	85.59	85.07	86.92	84.58	85.08	86.80	84.42	85.01	86.69	84.01	85.28	86.49	84.55	88.96	83.12	76.65
Standard Error	0.18	0.30	0.42	0.37	0.33	0.33	0.45	0.33	0.33	0.50	0.34	0.32	0.56	0.32	0.39	0.56	0.25	0.27	2.55
Standard Deviation	18.47	17.34	18.15	18.06	17.38	18.24	18.39	17.26	18.38	18.88	17.42	18.40	18.64	17.33	18.75	18.72	17.35	18.70	22.82

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 47

Q13. Please indicate how important you think that the characteristics Truly listen to the people are in an ideal Prime Minister

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	98 1%	1 1%	10 3%	13 1%	8 *	11 2%	2 *	2 2%	2 2%	12 1%	3 *	9 1%	2 *	4 2%	1 1%	8 1%	9 4%	19 2%	79 1%	17 1%	33 1%
11-20	41 *	1 1%	4 1%	9 1%	5 *	1 *	2 *	- -	- -	2 *	4 *	3 *	6 1%	- -	- -	3 *	3 1%	5 *	36 *	11 1%	19 *
21-30	89 1%	2 2%	- -	8 1%	19 1%	4 1%	2 *	- -	1 1%	9 1%	13 1%	13 1%	5 1%	4 2%	2 2%	4 1%	4 2%	9 1%	80 1%	16 1%	28 1%
31-40	135 1%	1 1%	5 1%	17 1%	13 1%	4 1%	2 *	- -	1 1%	17 2%	19 2%	20 2%	10 2%	11 7%	3 3%	8 1%	6 3%	11 1%	124 1%	15 1%	64 2%
41-50	337 3%	1 1%	13 3%	27 2%	43 2%	14 2%	10 2%	- -	6 4%	52 5%	56 5%	55 5%	13 2%	11 6%	4 4%	23 3%	10 5%	40 4%	297 3%	56 3%	125 3%
51-60	414 4%	- -	17 4%	29 2%	51 2%	23 4%	10 2%	2 2%	1 1%	61 6%	82 7%	56 5%	35 6%	10 6%	4 4%	18 3%	14 7%	59 5%	355 4%	72 4%	166 4%
61-70	633 6%	9 9%	18 5%	50 4%	83 4%	27 4%	23 5%	4 4%	7 5%	80 8%	121 10%	95 9%	55 9%	19 11%	5 5%	28 4%	9 4%	68 6%	566 6%	116 7%	256 7%
71-80	1064 10%	6 6%	41 10%	98 8%	171 8%	40 6%	40 9%	9 8%	9 7%	164 16%	172 14%	122 12%	77 12%	26 16%	15 16%	58 8%	16 8%	99 9%	965 11%	172 10%	425 11%
81-90	1907 19%	27 28%	68 18%	192 15%	386 19%	100 15%	98 21%	19 17%	16 12%	203 20%	278 23%	203 20%	135 22%	26 16%	18 17%	110 16%	26 13%	203 18%	1705 19%	330 20%	743 19%
91-100	5519 54%	52 52%	212 55%	830 65%	1290 62%	431 66%	274 59%	76 67%	93 68%	437 42%	450 38%	454 44%	285 46%	56 34%	41 44%	428 62%	111 53%	633 55%	4886 54%	871 52%	2004 52%
Mean	86.00	87.02	85.11	88.80	89.39	88.88	89.18	91.03	88.67	82.57	82.00	82.48	84.53	76.13	82.53	88.05	80.09	85.37	86.07	85.38	85.50
Standard Error	0.18	1.83	1.09	0.51	0.34	0.75	0.70	1.51	1.62	0.58	0.51	0.61	0.72	1.75	2.09	0.70	1.83	0.59	0.19	0.46	0.30
Standard Deviation	18.47	18.39	21.50	18.18	15.49	18.41	15.07	15.72	18.78	18.87	17.91	19.35	18.15	22.78	19.94	18.36	26.31	19.89	18.28	18.76	18.54

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 47

Q13. Please indicate how important you think that the characteristics Truly listen to the people are in an ideal Prime Minister

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	98 1%	60 3%	11 2%	4 1%	2 *	8 1%	- -	2 *	3 *	5 *	3 *	5 1%
11-20	41 *	11 1%	6 1%	6 1%	4 1%	6 1%	2 *	1 *	2 *	2 *	1 *	1 *
21-30	89 1%	26 1%	3 *	8 1%	7 1%	8 1%	11 1%	11 1%	8 1%	6 *	3 *	3 1%
31-40	135 1%	21 1%	8 1%	6 1%	11 2%	19 2%	18 2%	25 2%	10 1%	14 1%	3 *	5 1%
41-50	337 3%	49 2%	18 3%	21 3%	20 3%	64 6%	41 5%	38 4%	35 3%	30 3%	22 3%	14 4%
51-60	414 4%	50 2%	21 3%	23 4%	33 5%	45 4%	67 7%	61 6%	54 5%	38 3%	22 3%	13 4%
61-70	633 6%	73 3%	41 6%	35 6%	38 6%	67 6%	64 7%	82 8%	101 9%	96 8%	36 4%	9 2%
71-80	1064 10%	135 6%	52 8%	68 11%	74 12%	101 9%	101 11%	144 14%	152 14%	152 13%	86 10%	23 6%
81-90	1907 19%	278 13%	120 19%	123 19%	130 21%	192 18%	175 19%	211 21%	257 23%	276 24%	144 17%	66 17%
91-100	5519 54%	1481 68%	350 56%	343 54%	310 49%	580 53%	428 47%	444 44%	495 44%	555 47%	534 63%	242 63%
Mean	86.00	88.30	85.81	85.83	84.77	84.99	83.61	83.34	84.96	86.05	89.56	88.43
Standard Error	0.18	0.47	0.81	0.74	0.73	0.58	0.60	0.55	0.48	0.45	0.49	0.93
Standard Deviation	18.47	21.26	19.88	18.54	18.19	19.23	18.30	17.75	16.23	15.71	14.58	18.58

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 48

Q13. Please indicate how important you think that the characteristics Do what they believe is best for Britain regardless of what is popular are in an ideal Prime Minister

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	254 2%	132 3%	121 2%	25 5%	42 3%	57 3%	58 3%	42 2%	29 2%	51 1%	90 3%	36 3%	77 4%	19 2%	13 3%	29 2%	35 4%	16 2%	16 2%	13 3%	13 2%	36 3%	38 2%	25 3%
11-20	168 2%	87 2%	81 2%	15 3%	35 2%	35 2%	45 2%	25 1%	14 1%	35 1%	54 2%	27 2%	51 3%	15 2%	9 2%	24 2%	17 2%	19 2%	15 2%	10 2%	8 1%	15 1%	20 1%	17 2%
21-30	197 2%	92 2%	105 2%	25 5%	31 2%	39 2%	49 2%	40 2%	14 1%	45 1%	76 2%	38 3%	39 2%	17 2%	8 2%	27 2%	18 2%	18 2%	18 2%	10 2%	17 2%	22 2%	30 2%	14 1%
31-40	258 3%	113 2%	145 3%	26 5%	37 3%	64 3%	44 2%	57 2%	30 2%	81 2%	76 2%	30 2%	71 4%	24 3%	18 4%	39 3%	23 2%	17 2%	25 3%	14 3%	20 3%	23 2%	41 2%	13 1%
41-50	766 7%	369 7%	396 8%	63 12%	153 11%	179 9%	178 9%	130 5%	63 3%	215 6%	265 8%	104 8%	182 10%	61 7%	34 7%	94 7%	70 7%	64 7%	62 8%	43 9%	58 8%	85 8%	139 8%	56 6%
51-60	716 7%	336 6%	381 8%	46 9%	115 8%	142 7%	150 7%	163 7%	101 5%	225 6%	252 7%	101 8%	138 8%	75 9%	39 8%	94 7%	76 8%	54 6%	52 6%	34 7%	40 6%	67 6%	127 8%	59 6%
61-70	983 10%	443 9%	540 11%	59 11%	160 11%	202 11%	202 10%	204 8%	156 8%	326 9%	370 11%	130 10%	157 9%	94 11%	51 10%	116 9%	75 8%	79 9%	72 9%	41 8%	61 8%	134 13%	164 10%	97 10%
71-80	1405 14%	709 14%	697 14%	58 11%	210 15%	275 14%	297 14%	338 14%	226 12%	493 14%	504 14%	181 14%	227 12%	110 13%	61 12%	179 14%	140 14%	124 14%	122 15%	62 12%	86 12%	163 16%	218 13%	140 14%
81-90	2056 20%	1086 21%	970 19%	73 14%	256 18%	345 18%	405 20%	540 22%	436 24%	814 22%	719 21%	212 16%	311 17%	168 20%	99 20%	251 19%	216 22%	182 21%	163 20%	95 19%	158 22%	189 18%	339 20%	193 20%
91-100	3435 34%	1835 35%	1600 32%	130 25%	406 28%	587 30%	639 31%	893 37%	780 42%	1346 37%	1087 31%	436 34%	567 31%	279 32%	159 32%	458 35%	303 31%	292 34%	261 32%	181 36%	262 36%	310 30%	570 34%	361 37%
Mean	76.51	77.56	75.42	67.36	73.15	74.13	74.76	79.35	82.42	79.93	75.86	74.59	72.31	75.53	75.55	76.64	75.40	77.03	76.38	76.55	78.19	74.60	76.98	78.40
Standard Error	0.23	0.32	0.33	1.20	0.64	0.56	0.53	0.44	0.45	0.34	0.39	0.69	0.62	0.79	1.09	0.65	0.79	0.80	0.82	1.08	0.83	0.74	0.55	0.72
Standard Deviation	23.37	23.32	23.37	27.36	24.25	24.40	24.19	21.51	19.65	20.79	23.16	24.74	26.48	23.17	23.86	23.43	24.37	23.28	23.16	24.13	22.50	23.94	22.84	22.81

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 48

Q13. Please indicate how important you think that the characteristics Do what they believe is best for Britain regardless of what is popular are in an ideal Prime Minister

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	254 2%	33	67	50	26	90	38	24	98	26	21	96	23	24	75	25	151	77	4
		1%	3%	2%	1%	3%	2%	1%	3%	2%	1%	3%	2%	1%	3%	2%	3%	2%	5%
11-20	168 2%	25	46	29	23	60	23	18	62	16	20	65	7	20	50	11	108	54	-
		1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	-
21-30	197 2%	26	53	50	25	67	29	25	70	21	29	78	17	30	59	15	118	66	3
		1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	2%	1%	4%
31-40	258 3%	37	62	56	28	96	32	30	109	21	30	95	19	30	76	24	152	87	1
		1%	3%	3%	1%	3%	2%	1%	3%	2%	1%	3%	2%	1%	3%	2%	3%	2%	1%
41-50	766 7%	132	211	167	93	291	104	90	288	93	81	297	69	104	216	69	452	260	7
		4%	9%	8%	4%	9%	7%	3%	9%	7%	3%	8%	7%	4%	9%	7%	9%	5%	9%
51-60	716 7%	128	215	156	108	292	99	104	275	98	90	303	77	107	217	72	416	271	5
		4%	9%	7%	4%	9%	6%	4%	8%	7%	4%	8%	8%	4%	9%	7%	8%	6%	7%
61-70	983 10%	220	288	237	160	360	191	160	365	161	161	375	115	181	275	125	487	449	13
		7%	12%	11%	6%	11%	12%	6%	11%	12%	6%	10%	11%	7%	11%	12%	10%	9%	16%
71-80	1405 14%	383	375	316	324	505	211	309	526	172	301	569	122	365	376	138	668	664	11
		12%	16%	15%	12%	15%	14%	12%	16%	13%	12%	16%	12%	13%	15%	13%	13%	14%	14%
81-90	2056 20%	726	466	449	602	643	361	582	638	311	564	676	249	629	470	235	849	1115	15
		23%	19%	21%	23%	19%	23%	23%	19%	23%	23%	19%	25%	23%	19%	22%	17%	23%	19%
91-100	3435 34%	1493	629	594	1237	940	460	1231	945	417	1185	1036	310	1284	682	339	1565	1718	20
		47%	26%	28%	47%	28%	30%	48%	28%	31%	48%	29%	31%	46%	27%	32%	32%	36%	25%
Mean	76.51	84.17	73.21	75.15	84.40	73.90	76.57	84.72	73.66	77.51	84.68	74.23	77.51	84.26	73.02	77.49	73.73	79.84	72.83
Standard Error	0.23	0.33	0.54	0.46	0.36	0.43	0.54	0.36	0.43	0.56	0.36	0.41	0.65	0.34	0.51	0.65	0.36	0.30	2.78
Standard Deviation	23.37	18.86	23.45	22.75	18.75	23.55	22.37	18.44	23.86	21.47	18.58	23.54	21.62	18.50	24.13	21.99	24.78	20.99	24.86

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Table 48

Q13. Please indicate how important you think that the characteristics Do what they believe is best for Britain regardless of what is popular are in an ideal Prime Minister

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	254 2%	4 4%	15 4%	38 3%	26 1%	28 4%	11 2%	3 3%	5 3%	7 1%	20 2%	23 2%	28 4%	2 1%	3 3%	24 4%	17 8%	35 3%	218 2%	31 2%	87 2%
11-20	168 2%	1 1%	9 2%	33 3%	24 1%	13 2%	5 1%	4 4%	5 4%	6 1%	11 1%	19 2%	11 2%	- -	- -	18 3%	6 3%	22 2%	145 2%	24 1%	65 2%
21-30	197 2%	3 3%	12 3%	35 3%	29 1%	12 2%	8 2%	5 4%	8 6%	11 1%	11 1%	22 2%	14 2%	3 2%	2 2%	16 2%	6 3%	22 2%	175 2%	39 2%	76 2%
31-40	258 3%	4 4%	10 3%	51 4%	37 2%	26 4%	15 3%	4 3%	4 3%	20 2%	11 1%	30 3%	12 2%	4 2%	3 3%	17 2%	11 5%	24 2%	234 3%	47 3%	90 2%
41-50	766 7%	9 9%	41 11%	118 9%	129 6%	76 12%	23 5%	14 13%	10 7%	54 5%	60 5%	90 9%	47 7%	3 2%	6 7%	63 9%	22 11%	93 8%	672 7%	144 9%	315 8%
51-60	716 7%	10 10%	26 7%	89 7%	130 6%	58 9%	35 8%	7 6%	13 10%	43 4%	85 7%	101 10%	38 6%	8 5%	4 5%	53 8%	16 8%	101 9%	616 7%	128 8%	277 7%
61-70	983 10%	13 13%	42 11%	126 10%	156 8%	81 12%	31 7%	10 9%	12 9%	80 8%	118 10%	118 11%	76 12%	15 9%	15 16%	73 11%	19 9%	114 10%	870 10%	179 11%	380 10%
71-80	1405 14%	16 16%	49 13%	155 12%	269 13%	85 13%	67 15%	16 14%	18 13%	143 14%	169 14%	187 18%	79 13%	24 15%	13 14%	90 13%	26 12%	163 14%	1242 14%	263 16%	539 14%
81-90	2056 20%	14 15%	78 20%	216 17%	447 22%	99 15%	110 24%	22 19%	19 14%	225 22%	273 23%	216 21%	130 21%	48 29%	15 17%	120 17%	24 11%	192 17%	1863 20%	353 21%	768 20%
91-100	3435 34%	26 26%	108 28%	414 32%	822 40%	179 27%	157 34%	27 24%	41 30%	447 43%	439 37%	223 22%	189 30%	58 35%	31 33%	214 31%	62 30%	379 33%	3057 34%	468 28%	1267 33%
Mean	76.51	71.55	72.53	73.26	80.33	70.76	77.90	69.16	70.64	82.92	80.32	72.95	74.53	82.36	76.33	73.30	66.89	74.66	76.74	75.13	76.27
Standard Error	0.23	2.56	1.30	0.72	0.46	1.04	1.05	2.58	2.33	0.58	0.58	0.71	1.00	1.43	2.38	0.97	2.09	0.72	0.24	0.55	0.37
Standard Deviation	23.37	25.73	25.64	25.46	20.97	25.46	22.81	26.85	27.00	18.97	20.23	22.50	25.07	18.56	22.73	25.24	29.95	24.43	23.23	22.40	23.22

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 48

Q13. Please indicate how important you think that the characteristics Do what they believe is best for Britain regardless of what is popular are in an ideal Prime Minister

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	254 2%	168 8%	15 2%	15 2%	4 1%	18 2%	9 1%	7 1%	7 1%	6 *	7 1%	12 3%
11-20	168 2%	79 4%	18 3%	13 2%	8 1%	17 2%	11 1%	6 1%	4 *	4 *	8 1%	9 2%
21-30	197 2%	81 4%	24 4%	15 2%	17 3%	23 2%	14 1%	8 1%	7 1%	7 1%	3 *	7 2%
31-40	258 3%	84 4%	30 5%	22 3%	30 5%	31 3%	22 2%	19 2%	11 1%	3 *	7 1%	16 4%
41-50	766 7%	271 12%	60 10%	69 11%	65 10%	113 10%	53 6%	49 5%	46 4%	27 2%	11 1%	34 9%
51-60	716 7%	194 9%	53 8%	60 10%	61 10%	94 9%	75 8%	70 7%	53 5%	36 3%	21 2%	28 7%
61-70	983 10%	215 10%	80 13%	96 15%	80 13%	111 10%	118 13%	107 11%	82 7%	58 5%	36 4%	36 10%
71-80	1405 14%	291 13%	94 15%	88 14%	96 15%	176 16%	139 15%	167 16%	169 15%	136 12%	50 6%	39 10%
81-90	2056 20%	304 14%	99 16%	120 19%	129 20%	213 19%	215 24%	248 24%	282 25%	304 26%	141 17%	70 18%
91-100	3435 34%	497 23%	158 25%	137 22%	139 22%	295 27%	253 28%	337 33%	456 41%	593 51%	570 67%	129 34%
Mean	76.51	65.43	70.28	71.15	72.51	74.39	77.11	80.40	83.74	87.18	89.71	74.27
Standard Error	0.23	0.64	1.01	0.93	0.86	0.68	0.67	0.56	0.50	0.43	0.56	1.29
Standard Deviation	23.37	28.77	24.82	23.09	21.29	22.47	20.32	18.30	17.07	15.13	16.58	25.73

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 49

Q13. Please indicate how important you think that the following characteristics are in an ideal Prime Minister - Summary of means

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Charismatic and engaging	64.1	63.9	64.2	67.6	66.4	64.2	61.6	63.7	64.4	64.6	63.8	64.5	63.3	61.2	63.6	63.5	61.8	64.1	64.1	65.4	65.0	67.2	64.9	63.6
Caring and compassionate	75.8	73.7	78.0	70.7	72.6	74.7	76.7	77.3	77.8	74.1	75.1	78.0	79.0	76.1	75.0	76.0	74.6	76.2	77.0	78.4	75.9	74.7	75.4	75.9
Do what they believe is best for Britain regardless of what is popular	76.5	77.6	75.4	67.4	73.2	74.1	74.8	79.3	82.4	79.9	75.9	74.6	72.3	75.5	75.6	76.6	75.4	77.0	76.4	76.6	78.2	74.6	77.0	78.4
Hard-headed and clear-thinking	80.6	81.4	79.9	75.3	77.9	77.0	79.3	83.3	86.1	82.9	80.1	79.4	77.9	80.2	80.5	80.6	79.5	80.8	79.4	80.8	80.8	80.1	81.5	82.2
Fair-minded and flexible	81.9	80.7	83.2	77.6	78.6	80.1	82.3	84.4	83.9	81.9	81.6	82.5	82.1	81.8	82.4	82.3	80.7	83.2	82.2	84.7	82.1	80.6	81.3	82.0
Strong and decisive	86.1	86.3	85.9	80.0	84.8	84.9	86.1	87.3	88.5	86.7	85.7	87.3	84.9	86.3	86.2	86.0	85.0	86.2	86.1	87.6	85.9	84.7	86.6	87.2
Truly listen to the people	86.0	83.6	88.5	86.2	85.6	86.2	86.6	86.4	84.9	83.3	85.7	90.0	89.1	86.1	86.9	87.0	86.0	86.4	86.6	88.0	85.5	83.6	85.7	85.5
Respected and intelligent	86.5	85.9	87.2	82.8	84.7	84.7	86.1	88.8	88.3	87.5	86.2	86.4	85.3	86.0	85.8	86.7	85.2	86.9	87.0	88.0	87.0	86.4	86.4	87.1

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q13. Please indicate how important you think that the following characteristics are in an ideal Prime Minister - Summary of means

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Charismatic and engaging	64.1	68.9	62.8	61.9	67.8	64.1	61.4	67.9	63.4	61.5	67.7	62.8	61.2	67.8	60.8	61.4	63.5	64.9	68.1
Caring and compassionate	75.8	74.5	78.8	76.5	73.9	78.8	76.6	74.0	78.8	76.3	74.0	78.9	75.5	74.4	80.1	76.9	77.2	74.3	68.2
Do what they believe is best for Britain regardless of what is popular	76.5	84.2	73.2	75.1	84.4	73.9	76.6	84.7	73.7	77.5	84.7	74.2	77.5	84.3	73.0	77.5	73.7	79.8	72.8
Hard-headed and clear-thinking	80.6	85.6	78.6	78.8	86.0	79.4	79.7	86.4	79.4	80.4	86.1	79.6	80.3	86.3	78.8	80.7	78.9	82.8	78.7
Fair-minded and flexible	81.9	82.1	83.3	83.0	81.8	83.2	82.8	82.1	83.2	82.9	82.0	83.3	82.9	82.2	83.7	83.8	82.3	81.7	77.2
Strong and decisive	86.1	90.3	84.8	84.0	90.6	85.6	83.7	90.6	85.5	84.2	90.7	85.3	84.3	90.7	84.5	84.0	86.0	86.8	81.7
Truly listen to the people	86.0	85.3	86.5	85.6	85.1	86.9	84.6	85.1	86.8	84.4	85.0	86.7	84.0	85.3	86.5	84.6	89.0	83.1	76.6
Respected and intelligent	86.5	88.2	87.0	86.6	87.9	87.2	86.8	88.0	87.2	86.8	87.9	87.2	86.4	88.1	86.8	87.1	85.9	87.5	82.3

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 49

Q13. Please indicate how important you think that the following characteristics are in an ideal Prime Minister - Summary of means

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Charismatic and engaging	64.1	66.6	66.1	66.9	67.6	62.6	63.5	62.7	60.9	64.7	65.4	57.7	59.9	65.2	59.9	61.3	58.8	65.3	63.9	62.5	65.1
Caring and compassionate	75.8	74.6	73.0	77.0	77.6	78.9	77.2	77.1	76.7	72.2	71.5	77.9	77.0	66.0	76.6	76.9	73.2	76.9	75.7	75.1	73.5
Do what they believe is best for Britain regardless of what is popular	76.5	71.6	72.5	73.3	80.3	70.8	77.9	69.2	70.6	82.9	80.3	73.0	74.5	82.4	76.3	73.3	66.9	74.7	76.7	75.1	76.3
Hard-headed and clear-thinking	80.6	74.2	74.5	78.2	83.8	76.6	82.0	75.9	75.6	85.6	82.9	79.4	79.1	83.6	82.8	78.4	71.0	78.7	80.9	79.0	79.8
Fair-minded and flexible	81.9	80.8	77.7	80.6	83.5	82.9	83.0	83.3	81.0	80.2	81.0	83.2	84.1	79.3	83.4	82.5	76.2	81.0	82.0	81.3	80.5
Strong and decisive	86.1	83.3	83.0	85.3	89.4	85.0	88.6	84.3	83.4	89.3	86.9	81.6	83.5	86.2	86.4	85.7	77.3	83.6	86.4	84.9	86.1
Truly listen to the people	86.0	87.0	85.1	88.8	89.4	88.9	89.2	91.0	88.7	82.6	82.0	82.5	84.5	76.1	82.5	88.1	80.1	85.4	86.1	85.4	85.5
Respected and intelligent	86.5	86.2	83.8	83.9	88.1	85.8	86.6	85.5	82.6	87.4	87.2	87.9	88.4	85.4	88.2	86.2	79.3	84.0	86.8	86.0	85.8

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 49

Q13. Please indicate how important you think that the following characteristics are in an ideal Prime Minister - Summary of means

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Charismatic and engaging	64.1	56.5	58.5	62.0	60.6	62.4	62.8	65.9	68.3	71.7	77.1	64.1
Caring and compassionate	75.8	79.1	73.5	74.7	75.2	73.8	71.8	72.5	74.0	76.6	82.2	75.7
Do what they believe is best for Britain regardless of what is popular	76.5	65.4	70.3	71.1	72.5	74.4	77.1	80.4	83.7	87.2	89.7	74.3
Hard-headed and clear-thinking	80.6	75.0	75.0	78.1	78.2	77.9	80.1	81.8	84.9	87.4	90.7	81.7
Fair-minded and flexible	81.9	83.2	80.0	80.3	80.4	80.2	78.6	80.8	81.2	84.0	87.4	81.1
Strong and decisive	86.1	82.1	82.5	83.7	83.4	83.3	84.7	87.0	89.7	91.8	94.4	87.3
Truly listen to the people	86.0	88.3	85.8	85.8	84.8	85.0	83.6	83.3	85.0	86.1	89.6	88.4
Respected and intelligent	86.5	85.6	84.6	85.9	85.0	83.8	84.4	86.0	87.7	89.6	92.4	87.1

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q13. Please indicate how important you think that the following characteristics are in an ideal Prime Minister

Base : All respondents

	Characteristics							Do what they believe is best for Britain regardless of what is popular
	Caring and compassionate	Hard-headed and clear-thinking	Strong and decisive	Respected and intelligent	Charismatic and engaging	Fair-minded and flexible	Truly listen to the people	
Unweighted Base	10238	10238	10238	10238	10238	10238	10238	10238
Weighted Base	10238	10238	10238	10238	10238	10238	10238	10238
1-10	137 1%	73 1%	49 *	49 *	342 3%	81 1%	98 1%	254 2%
11-20	107 1%	52 1%	38 *	32 *	330 3%	45 *	41 *	168 2%
21-30	229 2%	115 1%	42 *	45 *	468 5%	90 1%	89 1%	197 2%
31-40	267 3%	158 2%	81 1%	76 1%	522 5%	104 1%	135 1%	258 3%
41-50	821 8%	497 5%	287 3%	261 3%	1253 12%	430 4%	337 3%	766 7%
51-60	837 8%	639 6%	375 4%	357 3%	1313 13%	516 5%	414 4%	716 7%
61-70	1196 12%	1003 10%	674 7%	599 6%	1565 15%	997 10%	633 6%	983 10%
71-80	1692 17%	1675 16%	1226 12%	1263 12%	1825 18%	1673 16%	1064 10%	1405 14%
81-90	2046 20%	2551 25%	2487 24%	2464 24%	1427 14%	2562 25%	1907 19%	2056 20%
91-100	2907 28%	3475 34%	4979 49%	5092 50%	1193 12%	3739 37%	5519 54%	3435 34%
Mean	75.8	80.6	86.1	86.5	64.1	81.9	86.0	76.5
Standard Error	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Standard Deviation	21.4	18.4	16.0	15.8	23.5	17.8	18.5	23.4

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 51

Q14. How often these days do you pick up a national newspaper and read some of it?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Every day or almost every day	3600 35%	2085 40%	1514 30%	91 18%	362 25%	532 28%	648 31%	962 40%	1005 54%	1512 42%	1096 31%	460 36%	532 29%	361 42%	187 38%	497 38%	302 31%	273 32%	254 32%	167 33%	241 33%	435 42%	584 35%	298 30%
3 or 4 days a week	1301 13%	634 12%	667 13%	89 17%	229 16%	291 15%	264 13%	267 11%	162 9%	456 13%	460 13%	184 14%	201 11%	86 10%	64 13%	181 14%	135 14%	121 14%	89 11%	60 12%	66 9%	176 17%	206 12%	117 12%
1 or 2 days a week	1996 19%	982 19%	1014 20%	112 22%	292 20%	379 20%	437 21%	460 19%	316 17%	711 20%	696 20%	233 18%	355 20%	151 17%	85 17%	238 18%	197 20%	184 21%	172 21%	96 19%	156 22%	188 18%	319 19%	211 22%
2 or 3 times a month	767 7%	362 7%	405 8%	78 15%	142 10%	171 9%	144 7%	153 6%	78 4%	237 7%	301 9%	99 8%	130 7%	71 8%	36 7%	88 7%	73 8%	58 7%	70 9%	38 8%	63 9%	59 6%	136 8%	77 8%
Once a month or less	812 8%	372 7%	440 9%	58 11%	161 11%	183 10%	161 8%	157 6%	92 5%	258 7%	323 9%	93 7%	138 8%	61 7%	39 8%	90 7%	86 9%	65 8%	76 9%	45 9%	69 10%	62 6%	142 8%	77 8%
Never, or hardly ever	1762 17%	768 15%	994 20%	92 18%	258 18%	371 19%	412 20%	432 18%	197 11%	456 13%	615 18%	226 17%	464 26%	131 15%	82 17%	215 16%	179 18%	166 19%	145 18%	95 19%	128 18%	124 12%	300 18%	198 20%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 51

Q14. How often these days do you pick up a national newspaper and read some of it?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Every day or almost every day	3600 35%	1465 46%	888 37%	575 27%	1210 46%	1237 37%	468 30%	1188 46%	1264 37%	415 31%	1127 45%	1363 38%	324 32%	1269 46%	956 38%	352 33%	1685 34%	1762 37%	29 37%
3 or 4 days a week	1301 13%	373 12%	363 15%	267 13%	280 11%	501 15%	187 12%	280 11%	470 14%	154 12%	275 11%	487 14%	113 11%	305 11%	351 14%	116 11%	650 13%	576 12%	19 23%
1 or 2 days a week	1996 19%	584 18%	432 18%	468 22%	486 19%	617 18%	345 22%	470 18%	647 19%	296 22%	470 19%	683 19%	220 22%	523 19%	477 19%	229 22%	917 18%	994 21%	14 17%
2 or 3 times a month	767 7%	206 6%	150 6%	178 8%	167 6%	224 7%	122 8%	153 6%	222 7%	108 8%	158 6%	229 6%	72 7%	180 6%	145 6%	67 6%	365 7%	371 8%	4 5%
Once a month or less	812 8%	208 6%	164 7%	206 10%	179 7%	223 7%	138 9%	175 7%	215 6%	119 9%	165 7%	228 6%	92 9%	172 6%	146 6%	86 8%	394 8%	373 8%	4 5%
Never, or hardly ever	1762 17%	366 11%	416 17%	410 19%	304 12%	543 16%	289 19%	306 12%	557 17%	243 18%	287 12%	601 17%	188 19%	325 12%	421 17%	201 19%	955 19%	686 14%	10 12%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 51

Q14. How often these days do you pick up a national newspaper and read some of it?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Every day or almost every day	3600 35%	29 29%	72 18%	493 39%	856 41%	255 39%	178 38%	51 46%	43 31%	453 44%	459 38%	338 33%	154 25%	55 33%	36 39%	110 16%	18 9%	396 35%	3204 35%	524 31%	1264 33%
3 or 4 days a week	1301 13%	17 17%	64 17%	167 13%	296 14%	86 13%	59 13%	12 10%	24 18%	103 10%	151 13%	146 14%	81 13%	22 14%	10 11%	51 7%	10 5%	150 13%	1151 13%	247 15%	588 15%
1 or 2 days a week	1996 19%	19 19%	81 21%	239 19%	391 19%	110 17%	93 20%	13 11%	17 12%	206 20%	278 23%	228 22%	130 21%	33 20%	14 15%	122 18%	23 11%	196 17%	1800 20%	335 20%	794 21%
2 or 3 times a month	767 7%	4 4%	36 9%	94 7%	141 7%	43 7%	34 7%	13 12%	16 12%	56 5%	94 8%	73 7%	64 10%	16 10%	8 9%	62 9%	13 6%	73 6%	694 8%	148 9%	297 8%
Once a month or less	812 8%	11 11%	37 9%	80 6%	142 7%	57 9%	31 7%	8 7%	10 7%	81 8%	88 7%	104 10%	54 9%	15 9%	6 6%	74 11%	15 7%	91 8%	721 8%	153 9%	324 8%
Never, or hardly ever	1762 17%	21 21%	99 25%	200 16%	243 12%	105 16%	67 14%	16 14%	26 19%	137 13%	127 11%	141 14%	141 23%	24 14%	18 20%	269 39%	128 62%	240 21%	1522 17%	268 16%	596 15%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 51

Q14. How often these days do you pick up a national newspaper and read some of it?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Every day or almost every day	3600 35%	759 35%	173 27%	191 30%	199 32%	301 28%	272 30%	384 38%	455 41%	460 39%	406 48%	148 39%
3 or 4 days a week	1301 13%	286 13%	90 14%	78 12%	82 13%	131 12%	112 12%	136 13%	128 11%	163 14%	95 11%	58 15%
1 or 2 days a week	1996 19%	376 17%	116 18%	137 22%	130 21%	213 20%	198 22%	199 20%	227 20%	239 20%	162 19%	68 18%
2 or 3 times a month	767 7%	125 6%	59 9%	53 8%	58 9%	115 11%	87 10%	75 7%	79 7%	78 7%	39 5%	27 7%
Once a month or less	812 8%	153 7%	58 9%	59 9%	48 8%	106 10%	84 9%	94 9%	86 8%	80 7%	45 5%	32 8%
Never, or hardly ever	1762 17%	486 22%	134 21%	118 19%	111 18%	224 21%	156 17%	130 13%	143 13%	153 13%	107 12%	49 13%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 52

Q15. If you were in a waiting room and there was a table with every national daily newspaper on it, which one would you pick up to read first?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Evening Standard	100 1%	38 1%	61 1%	13 2%	25 2%	26 1%	19 1%	11 *	6 *	39 1%	36 1%	12 1%	13 1%	1 *	- -	4 *	- -	2 *	1 *	- -	6 1%	64 6%	19 1%	3 *
Metro	388 4%	157 3%	231 5%	47 9%	128 9%	89 5%	72 4%	32 1%	20 1%	76 2%	188 5%	44 3%	79 4%	29 3%	15 3%	59 5%	41 4%	33 4%	24 3%	10 2%	8 1%	98 9%	48 3%	23 2%
The Sun	1274 12%	574 11%	700 14%	101 19%	334 23%	358 19%	250 12%	163 7%	68 4%	196 5%	414 12%	243 19%	421 23%	107 12%	80 16%	135 10%	118 12%	129 15%	129 16%	65 13%	97 13%	99 10%	225 13%	90 9%
Daily Mail	2069 20%	861 17%	1208 24%	51 10%	157 11%	340 18%	454 22%	573 24%	493 27%	727 20%	697 20%	313 24%	332 18%	115 13%	93 19%	255 19%	179 18%	221 26%	181 22%	113 23%	158 22%	157 15%	402 24%	194 20%
The Mirror	656 6%	310 6%	346 7%	25 5%	92 6%	149 8%	170 8%	139 6%	83 4%	118 3%	199 6%	146 11%	193 11%	15 2%	51 10%	152 12%	90 9%	41 5%	63 8%	54 11%	38 5%	42 4%	69 4%	42 4%
The Express	462 5%	238 5%	224 4%	15 3%	29 2%	70 4%	120 6%	134 6%	93 5%	134 4%	163 5%	75 6%	90 5%	36 4%	25 5%	74 6%	72 7%	34 4%	37 5%	31 6%	31 4%	17 2%	60 4%	44 4%
Daily Record	113 1%	59 1%	54 1%	7 1%	15 1%	31 2%	27 1%	16 1%	16 1%	10 *	41 1%	30 2%	33 2%	106 12%	- -	1 *	1 *	1 *	- -	- -	- -	1 *	1 *	2 *
Daily Star	136 1%	74 1%	62 1%	19 4%	31 2%	45 2%	20 1%	16 1%	5 *	18 1%	36 1%	33 3%	48 3%	13 2%	14 3%	39 3%	26 3%	6 1%	5 1%	7 1%	1 *	5 *	11 1%	8 1%
The Daily Telegraph	1036 10%	676 13%	359 7%	24 5%	68 5%	91 5%	169 8%	302 12%	382 21%	562 15%	317 9%	59 5%	97 5%	46 5%	29 6%	120 9%	76 8%	78 9%	97 12%	38 8%	93 13%	92 9%	225 13%	141 14%
The Times	1198 12%	759 15%	439 9%	65 13%	189 13%	194 10%	184 9%	328 13%	238 13%	615 17%	413 12%	77 6%	93 5%	75 9%	46 9%	123 9%	107 11%	100 12%	74 9%	52 10%	83 12%	172 16%	222 13%	144 15%
The Guardian	1030 10%	554 11%	476 9%	46 9%	152 11%	181 9%	184 9%	274 11%	195 11%	504 14%	393 11%	50 4%	84 5%	62 7%	41 8%	162 12%	81 8%	79 9%	71 9%	41 8%	72 10%	165 16%	152 9%	102 10%
The Independent	623 6%	351 7%	272 5%	27 5%	77 5%	108 6%	138 7%	177 7%	96 5%	275 8%	230 7%	49 4%	69 4%	36 4%	24 5%	66 5%	60 6%	63 7%	50 6%	23 5%	49 7%	65 6%	113 7%	75 8%
Financial Times	166 2%	134 3%	32 1%	7 1%	19 1%	22 1%	31 1%	46 2%	40 2%	103 3%	44 1%	7 1%	11 1%	9 1%	8 2%	16 1%	9 1%	9 1%	6 1%	9 2%	18 2%	30 3%	36 2%	17 2%
The Herald	93 1%	56 1%	37 1%	6 1%	6 *	14 1%	18 1%	29 1%	19 1%	45 1%	29 1%	11 1%	8 *	82 9%	- -	1 *	- -	1 *	2 *	- -	1 *	1 *	2 *	3 *

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 52

Q15. If you were in a waiting room and there was a table with every national daily newspaper on it, which one would you pick up to read first?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Local Newspaper	688	262	426	47	89	147	167	160	79	153	225	129	181	96	59	80	86	51	48	42	49	23	84	71
	7%	5%	8%	9%	6%	8%	8%	7%	4%	4%	6%	10%	10%	11%	12%	6%	9%	6%	6%	8%	7%	2%	5%	7%
Other	207	98	109	22	34	61	42	32	16	57	66	16	68	34	7	21	27	16	17	16	18	11	20	20
	2%	2%	2%	4%	2%	3%	2%	1%	1%	2%	2%	1%	4%	4%	1%	2%	3%	2%	2%	3%	3%	1%	1%	2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 52

Q15. If you were in a waiting room and there was a table with every national daily newspaper on it, which one would you pick up to read first?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Evening Standard	100 1%	27 1%	18 1%	23 1%	18 1%	30 1%	13 1%	20 1%	31 1%	8 1%	19 1%	23 1%	10 1%	22 1%	10 *	10 1%	49 1%	42 1%	3 4%
Metro	388 4%	69 2%	92 4%	87 4%	37 1%	123 4%	47 3%	34 1%	106 3%	48 4%	32 1%	105 3%	27 3%	34 1%	64 3%	29 3%	229 5%	134 3%	3 4%
The Sun	1274 12%	358 11%	281 12%	151 7%	229 9%	447 13%	88 6%	205 8%	442 13%	85 6%	205 8%	417 12%	62 6%	221 8%	269 11%	71 7%	986 20%	243 5%	6 8%
Daily Mail	2069 20%	982 31%	334 14%	337 16%	874 33%	493 15%	242 16%	857 33%	525 16%	227 17%	820 33%	597 17%	176 17%	916 33%	384 15%	174 17%	1045 21%	935 20%	11 14%
The Mirror	656 6%	51 2%	337 14%	102 5%	32 1%	423 13%	54 3%	34 1%	421 12%	41 3%	39 2%	408 11%	27 3%	48 2%	339 14%	31 3%	522 11%	120 3%	1 2%
The Express	462 5%	196 6%	79 3%	81 4%	158 6%	132 4%	72 5%	160 6%	130 4%	54 4%	162 7%	131 4%	52 5%	173 6%	94 4%	50 5%	253 5%	193 4%	3 3%
Daily Record	113 1%	8 *	44 2%	10 *	5 *	48 1%	4 *	7 *	47 1%	3 *	8 *	48 1%	4 *	8 *	33 1%	3 *	88 2%	21 *	- -
Daily Star	136 1%	17 1%	33 1%	22 1%	13 1%	57 2%	16 1%	11 *	54 2%	12 1%	10 *	46 1%	9 1%	12 *	29 1%	6 1%	105 2%	29 1%	1 1%
The Daily Telegraph	1036 10%	608 19%	94 4%	179 9%	556 21%	181 5%	140 9%	555 22%	183 5%	130 10%	515 21%	225 6%	111 11%	562 20%	130 5%	117 11%	244 5%	737 15%	13 16%
The Times	1198 12%	482 15%	214 9%	288 14%	388 15%	303 9%	241 16%	382 15%	291 9%	198 15%	365 15%	339 9%	152 15%	405 15%	193 8%	171 16%	345 7%	794 17%	11 14%
The Guardian	1030 10%	62 2%	429 18%	375 18%	48 2%	525 16%	276 18%	38 1%	558 17%	217 16%	43 2%	593 17%	149 15%	52 2%	477 19%	152 14%	284 6%	676 14%	12 15%
The Independent	623 6%	103 3%	168 7%	243 12%	75 3%	232 7%	180 12%	79 3%	249 7%	157 12%	74 3%	295 8%	108 11%	93 3%	205 8%	122 12%	215 4%	377 8%	7 8%
Financial Times	166 2%	70 2%	26 1%	31 1%	61 2%	33 1%	31 2%	61 2%	35 1%	25 2%	55 2%	35 1%	19 2%	67 2%	24 1%	21 2%	31 1%	124 3%	4 5%
The Herald	93 1%	11 *	31 1%	14 1%	7 *	30 1%	16 1%	8 *	31 1%	13 1%	8 *	28 1%	15 1%	11 *	33 1%	11 1%	36 1%	52 1%	1 1%
Local Newspaper	688 7%	128 4%	190 8%	130 6%	102 4%	236 7%	106 7%	100 4%	224 7%	96 7%	104 4%	247 7%	70 7%	127 5%	172 7%	68 6%	435 9%	224 5%	2 3%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q15. If you were in a waiting room and there was a table with every national daily newspaper on it, which one would you pick up to read first?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Other	207	33	44	31	22	53	24	23	48	21	24	52	18	24	40	16	99	59	1
	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 52

Q15. If you were in a waiting room and there was a table with every national daily newspaper on it, which one would you pick up to read first?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Evening Standard	100	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	85	19	51
	1%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	1%	1%
Metro	388	-	388	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56	333	80	179
	4%	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	4%	5%	5%
The Sun	1274	-	-	1274	-	-	-	-	-	-	-	-	-	-	-	-	-	175	1099	172	583
	12%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	12%	10%	15%
Daily Mail	2069	-	-	-	2069	-	-	-	-	-	-	-	-	-	-	-	-	236	1833	343	700
	20%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	21%	20%	20%	18%
The Mirror	656	-	-	-	-	656	-	-	-	-	-	-	-	-	-	-	-	88	568	104	236
	6%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	8%	6%	6%	6%
The Express	462	-	-	-	-	-	462	-	-	-	-	-	-	-	-	-	-	55	407	67	182
	5%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	5%	4%	4%	5%
Daily Record	113	-	-	-	-	-	-	113	-	-	-	-	-	-	-	-	-	12	101	28	46
	1%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	1%	1%	2%	1%
Daily Star	136	-	-	-	-	-	-	-	136	-	-	-	-	-	-	-	-	11	125	17	59
	1%	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	1%	1%	1%	2%
The Daily Telegraph	1036	-	-	-	-	-	-	-	-	1036	-	-	-	-	-	-	-	84	952	121	328
	10%	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	7%	10%	7%	8%
The Times	1198	-	-	-	-	-	-	-	-	-	1198	-	-	-	-	-	-	123	1075	178	508
	12%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	11%	12%	11%	13%
The Guardian	1030	-	-	-	-	-	-	-	-	-	-	1030	-	-	-	-	-	74	956	246	344
	10%	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	6%	11%	15%	9%
The Independent	623	-	-	-	-	-	-	-	-	-	-	-	623	-	-	-	-	50	573	127	238
	6%	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	4%	6%	8%	6%
Financial Times	166	-	-	-	-	-	-	-	-	-	-	-	-	166	-	-	-	27	139	16	76
	2%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	2%	2%	1%	2%
The Herald	93	-	-	-	-	-	-	-	-	-	-	-	-	-	93	-	-	7	86	25	26
	1%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	1%	1%	2%	1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 52

Q15. If you were in a waiting room and there was a table with every national daily newspaper on it, which one would you pick up to read first?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Local Newspaper	688	-	-	-	-	-	-	-	-	-	-	-	-	-	-	688	-	92	597	107	233
	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	8%	7%	6%	6%
Other	207	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	207	43	164	25	76
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	4%	2%	1%	2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 52

Q15. If you were in a waiting room and there was a table with every national daily newspaper on it, which one would you pick up to read first?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90		91-100
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Evening Standard	100 1%	21 1%	6 1%	5 1%	9 1%	12 1%	10 1%	12 1%	7 1%	10 1%	8 1%	3 1%
Metro	388 4%	95 4%	32 5%	38 6%	22 4%	56 5%	45 5%	37 4%	26 2%	23 2%	14 2%	13 4%
The Sun	1274 12%	249 11%	84 13%	83 13%	90 14%	158 14%	137 15%	104 10%	139 12%	116 10%	115 13%	61 16%
Daily Mail	2069 20%	227 10%	88 14%	114 18%	100 16%	202 19%	186 20%	259 25%	275 25%	337 29%	280 33%	94 25%
The Mirror	656 6%	306 14%	65 10%	50 8%	43 7%	62 6%	48 5%	22 2%	28 3%	17 1%	14 2%	17 5%
The Express	462 5%	81 4%	31 5%	19 3%	22 3%	40 4%	38 4%	46 5%	64 6%	72 6%	48 6%	24 6%
Daily Record	113 1%	53 2%	8 1%	8 1%	12 2%	11 1%	6 1%	5 *	2 *	7 1%	2 *	- -
Daily Star	136 1%	40 2%	9 1%	9 1%	16 3%	23 2%	16 2%	4 *	9 1%	8 1%	2 *	2 1%
The Daily Telegraph	1036 10%	89 4%	27 4%	35 5%	29 5%	87 8%	88 10%	131 13%	173 15%	216 18%	160 19%	41 11%
The Times	1198 12%	130 6%	59 9%	54 9%	77 12%	109 10%	117 13%	162 16%	194 17%	191 16%	105 12%	46 12%
The Guardian	1030 10%	416 19%	91 14%	93 15%	92 15%	105 10%	81 9%	60 6%	45 4%	36 3%	13 2%	16 4%
The Independent	623 6%	164 8%	58 9%	55 9%	38 6%	69 6%	51 6%	57 6%	51 5%	58 5%	23 3%	19 5%
Financial Times	166 2%	18 1%	8 1%	6 1%	5 1%	18 2%	16 2%	29 3%	25 2%	24 2%	16 2%	8 2%
The Herald	93 1%	23 1%	6 1%	8 1%	11 2%	16 1%	6 1%	7 1%	5 *	7 1%	4 *	3 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 52

Q15. If you were in a waiting room and there was a table with every national daily newspaper on it, which one would you pick up to read first?

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Local Newspaper	688	188	47	50	50	93	49	69	61	42	39	28
	7%	9%	7%	8%	8%	9%	5%	7%	5%	4%	5%	7%
Other	207	82	12	10	14	29	13	14	14	10	10	5
	2%	4%	2%	2%	2%	3%	1%	1%	1%	1%	1%	1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 53

Q16. When you do read a national newspaper, do you generally read the news about politics or do you generally skip those items and read other news?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Generally read the news about politics	6154	3589	2565	251	739	966	1171	1627	1399	2595	2040	635	884	533	288	794	559	524	454	292	434	685	976	614
	60%	69%	51%	48%	51%	50%	57%	67%	76%	71%	58%	49%	49%	62%	58%	61%	57%	60%	56%	58%	60%	66%	58%	63%
Generally skip items on politics and read other news	3684	1464	2220	228	620	877	819	731	409	943	1314	603	824	311	183	469	376	303	316	184	256	306	656	324
	36%	28%	44%	44%	43%	46%	40%	30%	22%	26%	38%	47%	45%	36%	37%	36%	39%	35%	39%	37%	35%	29%	39%	33%
Don't know	400	150	250	41	85	83	76	73	42	93	138	57	112	17	21	46	38	40	36	25	32	52	55	39
	4%	3%	5%	8%	6%	4%	4%	3%	2%	3%	4%	4%	6%	2%	4%	4%	4%	5%	4%	5%	4%	5%	3%	4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 53

Q16. When you do read a national newspaper, do you generally read the news about politics or do you generally skip those items and read other news?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Generally read the news about politics	6154 60%	2180 68%	1547 64%	1296 62%	1821 69%	2121 63%	1015 66%	1784 69%	2172 64%	881 66%	1703 69%	2353 66%	654 65%	1929 70%	1654 66%	703 67%	2639 53%	3250 68%	57 72%
Generally skip items on politics and read other news	3684 36%	938 29%	776 32%	728 35%	729 28%	1108 33%	485 31%	716 28%	1087 32%	417 31%	710 29%	1123 31%	318 32%	776 28%	761 30%	312 30%	2126 43%	1372 29%	19 24%
Don't know	400 4%	85 3%	90 4%	80 4%	76 3%	116 3%	49 3%	71 3%	117 3%	37 3%	69 3%	113 3%	37 4%	69 3%	81 3%	37 4%	202 4%	138 3%	3 4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 53

Q16. When you do read a national newspaper, do you generally read the news about politics or do you generally skip those items and read other news?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Generally read the news about politics	6154 60%	62	180	524	1265	306	263	62	42	726	905	815	465	128	69	282	61	646	5508	1000	2232
		62%	46%	41%	61%	47%	57%	55%	31%	70%	76%	79%	75%	77%	75%	41%	29%	56%	61%	60%	58%
Generally skip items on politics and read other news	3684 36%	36	184	693	760	325	186	45	88	282	269	193	148	31	23	346	73	437	3247	634	1471
		36%	47%	54%	37%	50%	40%	40%	65%	27%	23%	19%	24%	19%	25%	50%	36%	38%	36%	38%	38%
Don't know	400 4%	2	24	57	45	26	13	5	6	27	23	22	11	7	-	60	73	62	338	42	160
		2%	6%	4%	2%	4%	3%	5%	4%	3%	2%	2%	2%	4%	-	9%	35%	5%	4%	2%	4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 53

Q16. When you do read a national newspaper, do you generally read the news about politics or do you generally skip those items and read other news?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Generally read the news about politics	6154 60%	1324 61%	324 51%	365 57%	353 56%	546 50%	483 53%	610 60%	748 67%	782 67%	619 73%	222 58%
Generally skip items on politics and read other news	3684 36%	761 35%	267 42%	254 40%	244 39%	493 45%	381 42%	371 36%	334 30%	367 31%	213 25%	138 36%
Don't know	400 4%	98 5%	38 6%	17 3%	32 5%	53 5%	43 5%	37 4%	35 3%	24 2%	21 3%	20 5%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 54

Q17new. How much have your own political views and the way you vote been influenced by how your parents voted?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
A great deal	1531	716	815	101	275	317	271	322	245	544	521	193	272	113	74	223	148	129	108	84	88	195	220	148
	15%	14%	16%	19%	19%	16%	13%	13%	13%	15%	15%	15%	15%	13%	15%	17%	15%	15%	13%	17%	12%	19%	13%	15%
Only a little	4340	2260	2080	245	655	813	832	1039	756	1586	1560	542	651	381	209	553	421	379	332	201	290	462	730	381
	42%	43%	41%	47%	45%	42%	40%	43%	41%	44%	45%	42%	36%	44%	43%	42%	43%	44%	41%	40%	40%	44%	43%	39%
Not at all	4367	2228	2139	175	514	795	964	1071	848	1500	1410	560	898	367	209	533	403	359	366	216	344	387	736	448
	43%	43%	42%	34%	36%	41%	47%	44%	46%	41%	40%	43%	49%	43%	42%	41%	41%	41%	45%	43%	48%	37%	44%	46%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 54

Q17new. How much have your own political views and the way you vote been influenced by how your parents voted?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
A great deal	1531 15%	468 15%	505 21%	258 12%	396 15%	652 19%	178 12%	399 16%	638 19%	147 11%	378 15%	660 18%	95 9%	392 14%	528 21%	81 8%	740 15%	734 15%	27 34%
Only a little	4340 42%	1416 44%	1063 44%	922 44%	1132 43%	1531 46%	666 43%	1118 43%	1533 45%	560 42%	1069 43%	1583 44%	425 42%	1215 44%	1087 44%	438 42%	1997 40%	2146 45%	35 45%
Not at all	4367 43%	1318 41%	844 35%	924 44%	1098 42%	1162 35%	705 46%	1054 41%	1205 36%	628 47%	1036 42%	1347 38%	488 48%	1168 42%	881 35%	534 51%	2230 45%	1880 39%	17 22%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 54

Q17new. How much have your own political views and the way you vote been influenced by how your parents voted?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
A great deal	1531 15%	18 18%	59 15%	180 14%	294 14%	154 23%	77 17%	18 16%	18 13%	137 13%	167 14%	193 19%	77 12%	24 15%	18 19%	77 11%	22 10%	191 17%	1340 15%	279 17%	574 15%
Only a little	4340 42%	40 40%	158 41%	516 41%	841 41%	254 39%	195 42%	47 42%	48 35%	469 45%	577 48%	450 44%	304 49%	76 46%	40 44%	268 39%	55 27%	465 41%	3875 43%	761 45%	1733 45%
Not at all	4367 43%	41 41%	172 44%	577 45%	934 45%	248 38%	191 41%	48 43%	71 52%	430 41%	454 38%	387 38%	242 39%	65 40%	34 37%	343 50%	130 63%	489 43%	3878 43%	635 38%	1557 40%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 54

Q17new. How much have your own political views and the way you vote been influenced by how your parents voted?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
A great deal	1531 15%	375 17%	108 17%	82 13%	102 16%	139 13%	114 13%	138 14%	151 14%	183 16%	139 16%	46 12%
Only a little	4340 42%	785 36%	273 43%	302 48%	267 42%	462 42%	415 46%	488 48%	505 45%	495 42%	348 41%	165 43%
Not at all	4367 43%	1024 47%	249 40%	251 40%	261 41%	490 45%	378 42%	391 38%	461 41%	495 42%	367 43%	170 45%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 55

Q17. Do you identify with a political party - that is do you think of one party as consistently representing people like you and feel an affinity towards that party beyond the question of how you vote? If so, which one.

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	2303	1395	908	68	184	303	395	646	708	1110	736	208	249	101	83	255	175	203	173	94	221	234	503	261
	22%	27%	18%	13%	13%	16%	19%	27%	38%	31%	21%	16%	14%	12%	17%	19%	18%	23%	21%	19%	31%	22%	30%	27%
Labour	2508	1324	1184	139	386	490	529	598	367	746	867	365	530	202	188	372	285	246	211	139	126	302	278	159
	24%	25%	24%	27%	27%	25%	26%	25%	20%	21%	25%	28%	29%	23%	38%	28%	29%	28%	26%	28%	17%	29%	16%	16%
Liberal Democrat	839	414	425	57	121	132	148	217	165	363	292	80	104	48	33	108	68	68	66	34	61	67	181	105
	8%	8%	8%	11%	8%	7%	7%	9%	9%	10%	8%	6%	6%	6%	7%	8%	7%	8%	8%	7%	8%	6%	11%	11%
SNP	154	87	67	6	14	33	34	29	38	45	55	26	28	154	-	-	-	-	-	-	-	-	-	-
	2%	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%	2%	2%	18%	-	-	-	-	-	-	-	-	-	-
Another party	490	247	244	24	67	124	107	104	63	126	159	82	122	29	26	53	52	32	38	37	43	45	82	52
	5%	5%	5%	5%	5%	6%	5%	4%	3%	3%	5%	6%	7%	3%	5%	4%	5%	4%	5%	7%	6%	4%	5%	5%
Do not identify with a political party	3944	1737	2206	226	673	845	854	837	509	1241	1383	534	787	327	162	522	392	317	318	198	272	395	642	400
	39%	33%	44%	43%	47%	44%	41%	34%	28%	34%	40%	41%	43%	38%	33%	40%	40%	37%	39%	39%	38%	38%	38%	41%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q17. Do you identify with a political party - that is do you think of one party as consistently representing people like you and feel an affinity towards that party beyond the question of how you vote? If so, which one.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	2303	1972	23	83	1775	133	104	1742	150	84	1627	206	72	1692	55	77	742	1482	31
	22%	62%	1%	4%	68%	4%	7%	68%	4%	6%	66%	6%	7%	61%	2%	7%	15%	31%	40%
Labour	2508	82	1719	318	31	1960	158	27	1902	118	32	1843	85	74	1547	124	1578	831	21
	24%	3%	71%	15%	1%	59%	10%	1%	56%	9%	1%	51%	8%	3%	62%	12%	32%	17%	27%
Liberal Democrat	839	55	47	630	42	136	531	58	135	490	73	184	392	90	104	367	295	507	11
	8%	2%	2%	30%	2%	4%	34%	2%	4%	37%	3%	5%	39%	3%	4%	35%	6%	11%	13%
SNP	154	6	10	9	1	18	7	3	19	10	7	24	10	11	22	11	87	61	-
	2%	*	*	*	*	1%	*	*	1%	1%	*	1%	1%	*	1%	1%	2%	1%	-
Another party	490	67	35	70	71	80	54	78	93	47	76	139	44	93	95	40	293	171	2
	5%	2%	1%	3%	3%	2%	4%	3%	3%	3%	3%	4%	4%	3%	4%	4%	6%	4%	2%
Do not identify with a political party	3944	1020	578	994	708	1018	695	664	1077	586	667	1194	404	813	673	434	1970	1708	14
	39%	32%	24%	47%	27%	30%	45%	26%	32%	44%	27%	33%	40%	29%	27%	41%	40%	36%	18%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q17. Do you identify with a political party - that is do you think of one party as consistently representing people like you and feel an affinity towards that party beyond the question of how you vote? If so, which one.

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	2303 22%	16	31	239	745	28	135	9	12	476	344	38	58	63	9	78	21	248	2055	254	881
		16%	8%	19%	36%	4%	29%	8%	9%	46%	29%	4%	9%	38%	10%	11%	10%	22%	23%	15%	23%
Labour	2508 24%	28	90	325	327	382	89	40	48	92	200	467	163	24	24	169	41	312	2196	482	898
		28%	23%	26%	16%	58%	19%	35%	35%	9%	17%	45%	26%	15%	26%	24%	20%	27%	24%	29%	23%
Liberal Democrat	839 8%	11	37	62	132	35	29	3	6	69	136	128	109	13	6	51	12	82	758	158	287
		11%	9%	5%	6%	5%	6%	2%	5%	7%	11%	12%	18%	8%	7%	7%	6%	7%	8%	9%	7%
SNP	154 2%	1	6	17	19	1	5	25	1	4	11	6	9	1	24	17	7	12	142	33	45
		1%	1%	1%	1%	*	1%	23%	1%	*	1%	1%	1%	1%	26%	3%	3%	1%	2%	2%	1%
Another party	490 5%	4	19	78	85	29	27	-	9	44	36	56	27	3	7	49	18	63	428	76	195
		4%	5%	6%	4%	4%	6%	-	7%	4%	3%	5%	4%	2%	7%	7%	9%	5%	5%	5%	5%
Do not identify with a political party	3944 39%	40	206	553	761	181	178	36	60	351	470	335	257	62	22	324	108	429	3514	673	1557
		40%	53%	43%	37%	28%	38%	32%	44%	34%	39%	33%	41%	38%	24%	47%	52%	37%	39%	40%	40%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 55

Q17. Do you identify with a political party - that is do you think of one party as consistently representing people like you and feel an affinity towards that party beyond the question of how you vote? If so, which one.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100		
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	2303 22%	14 1%	12 2%	21 3%	26 4%	69 6%	129 14%	280 28%	468 42%	676 58%	608 71%	59 16%
Labour	2508 24%	1075 49%	278 44%	244 38%	196 31%	247 23%	183 20%	122 12%	74 7%	57 5%	32 4%	57 15%
Liberal Democrat	839 8%	86 4%	41 7%	62 10%	76 12%	131 12%	109 12%	123 12%	108 10%	66 6%	37 4%	24 6%
SNP	154 2%	58 3%	13 2%	16 3%	11 2%	17 2%	10 1%	9 1%	10 1%	8 1%	2 *	3 1%
Another party	490 5%	178 8%	37 6%	32 5%	29 5%	66 6%	37 4%	37 4%	44 4%	19 2%	12 1%	34 9%
Do not identify with a political party	3944 39%	774 35%	248 39%	261 41%	292 46%	560 51%	439 48%	446 44%	413 37%	348 30%	162 19%	204 54%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 56

Q18a. Which of the following words or phrases most applies to you?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Optimist	7081	3648	3433	341	973	1248	1383	1725	1410	2686	2416	850	1129	595	343	886	653	619	533	351	498	773	1135	693
	69%	70%	68%	66%	67%	65%	67%	71%	76%	74%	69%	66%	62%	69%	70%	68%	67%	71%	66%	70%	69%	74%	67%	71%
Pessimist	3157	1555	1602	179	471	678	683	706	439	945	1075	445	692	267	148	424	319	247	273	150	224	270	551	284
	31%	30%	32%	34%	33%	35%	33%	29%	24%	26%	31%	34%	38%	31%	30%	32%	33%	29%	34%	30%	31%	26%	33%	29%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 56

Q18a. Which of the following words or phrases most applies to you?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Optimist	7081	2268	1687	1486	1895	2361	1079	1857	2391	920	1766	2545	708	1997	1770	736	3260	3477	60
	69%	71%	70%	71%	72%	71%	70%	72%	71%	69%	71%	71%	70%	72%	71%	70%	66%	73%	75%
Pessimist	3157	935	725	617	731	983	470	715	985	414	716	1045	300	777	726	317	1706	1284	20
	31%	29%	30%	29%	28%	29%	30%	28%	29%	31%	29%	29%	30%	28%	29%	30%	34%	27%	25%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 56

Q18a. Which of the following words or phrases most applies to you?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Optimist	7081	70	240	788	1434	412	322	81	86	787	869	746	463	132	70	444	138	773	6308	1177	2674
	69%	70%	62%	62%	69%	63%	70%	72%	63%	76%	73%	72%	74%	80%	75%	64%	67%	68%	69%	70%	69%
Pessimist	3157	30	148	486	635	244	140	31	50	249	329	285	160	34	23	245	69	372	2785	499	1189
	31%	30%	38%	38%	31%	37%	30%	28%	37%	24%	27%	28%	26%	20%	25%	36%	33%	32%	31%	30%	31%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 56

Q18a. Which of the following words or phrases most applies to you?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Optimist	7081	1386	416	438	428	740	610	742	801	884	638	250
	69%	63%	66%	69%	68%	68%	67%	73%	72%	75%	75%	66%
Pessimist	3157	798	214	198	202	351	298	276	317	290	216	130
	31%	37%	34%	31%	32%	32%	33%	27%	28%	25%	25%	34%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 57

Q18b. Which of the following words or phrases most applies to you?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Cautious	7944	3875	4069	363	1010	1458	1618	1974	1520	2726	2759	1021	1439	689	391	1002	767	686	630	389	579	753	1305	753
	78%	74%	81%	70%	70%	76%	78%	81%	82%	75%	79%	79%	79%	80%	80%	76%	79%	79%	78%	78%	80%	72%	77%	77%
Risk-taker	2294	1328	966	157	434	468	448	457	330	905	733	274	382	172	100	308	206	180	176	113	143	290	381	225
	22%	26%	19%	30%	30%	24%	22%	19%	18%	25%	21%	21%	21%	20%	20%	24%	21%	21%	22%	22%	20%	28%	23%	23%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 57

Q18b. Which of the following words or phrases most applies to you?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Cautious	7944	2538	1890	1635	2063	2598	1230	2036	2626	1081	1975	2797	821	2189	1950	849	3920	3657	42
	78%	79%	78%	78%	79%	78%	79%	79%	78%	81%	80%	78%	81%	79%	78%	81%	79%	77%	53%
Risk-taker	2294	665	523	469	563	746	319	535	749	254	507	793	187	585	546	203	1046	1104	38
	22%	21%	22%	22%	21%	22%	21%	21%	22%	19%	20%	22%	19%	21%	22%	19%	21%	23%	47%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 57

Q18b. Which of the following words or phrases most applies to you?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Cautious	7944	71	301	960	1677	540	376	95	94	801	904	781	451	96	77	564	157	875	7069	1304	2818
	78%	71%	77%	75%	81%	82%	81%	84%	69%	77%	75%	76%	72%	58%	83%	82%	76%	76%	78%	78%	73%
Risk-taker	2294	29	87	314	392	117	86	18	43	235	294	249	172	70	16	124	49	271	2023	371	1046
	22%	29%	23%	25%	19%	18%	19%	16%	31%	23%	25%	24%	28%	42%	17%	18%	24%	24%	22%	22%	27%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 57

Q18b. Which of the following words or phrases most applies to you?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Cautious	7944	1656	493	508	489	857	708	781	896	908	648	305
	78%	76%	78%	80%	78%	79%	78%	77%	80%	77%	76%	80%
Risk-taker	2294	528	137	127	140	234	200	236	222	265	206	76
	22%	24%	22%	20%	22%	21%	22%	23%	20%	23%	24%	20%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 58

Q18c. Which of the following words or phrases most applies to you?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Shy	5127	2579	2547	243	720	1055	1084	1198	827	1645	1835	649	998	444	257	649	523	448	418	237	357	456	853	484
	50%	50%	51%	47%	50%	55%	52%	49%	45%	45%	53%	50%	55%	52%	52%	50%	54%	52%	52%	47%	49%	44%	51%	50%
Outgoing	5112	2624	2488	278	725	871	983	1233	1022	1986	1657	646	822	417	235	661	449	418	388	264	365	588	833	493
	50%	50%	49%	53%	50%	45%	48%	51%	55%	55%	47%	50%	45%	48%	48%	50%	46%	48%	48%	53%	51%	56%	49%	50%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 58

Q18c. Which of the following words or phrases most applies to you?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Shy	5127	1537	1207	1081	1262	1605	824	1249	1618	709	1210	1735	540	1317	1200	539	2592	2261	28
	50%	48%	50%	51%	48%	48%	53%	49%	48%	53%	49%	48%	54%	47%	48%	51%	52%	47%	35%
Outgoing	5112	1666	1206	1023	1364	1740	725	1322	1758	626	1272	1855	468	1457	1296	513	2374	2500	51
	50%	52%	50%	49%	52%	52%	47%	51%	52%	47%	51%	52%	46%	53%	52%	49%	48%	53%	65%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 58

Q18c. Which of the following words or phrases most applies to you?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Shy	5127 50%	38 39%	221 57%	633 50%	1059 51%	345 53%	247 53%	51 45%	68 50%	478 46%	578 48%	495 48%	308 49%	70 42%	45 49%	371 54%	119 58%	609 53%	4517 50%	834 50%	1891 49%
Outgoing	5112 50%	61 61%	168 43%	641 50%	1009 49%	312 47%	215 47%	62 55%	69 50%	558 54%	620 52%	535 52%	315 51%	96 58%	48 51%	317 46%	87 42%	536 47%	4575 50%	842 50%	1972 51%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 58

Q18c. Which of the following words or phrases most applies to you?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Shy	5127	1128	322	334	327	552	467	516	557	559	366	184
	50%	52%	51%	53%	52%	51%	51%	51%	50%	48%	43%	48%
Outgoing	5112	1056	308	302	302	539	441	502	561	614	487	197
	50%	48%	49%	47%	48%	49%	49%	49%	50%	52%	57%	52%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 59

Q18d. Which of the following words or phrases most applies to you?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Emotional	3947	1343	2604	264	677	861	805	808	532	1077	1387	582	900	297	186	518	372	361	357	190	258	394	652	362
	39%	26%	52%	51%	47%	45%	39%	33%	29%	30%	40%	45%	49%	34%	38%	40%	38%	42%	44%	38%	36%	38%	39%	37%
Rational	6291	3860	2431	257	767	1065	1261	1623	1318	2553	2104	713	921	565	305	792	600	506	448	312	465	649	1034	615
	61%	74%	48%	49%	53%	55%	61%	67%	71%	70%	60%	55%	51%	66%	62%	60%	62%	58%	56%	62%	64%	62%	61%	63%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 59

Q18d. Which of the following words or phrases most applies to you?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Emotional	3947	1086	971	777	847	1322	537	823	1333	455	781	1360	343	862	975	347	2204	1533	34
	39%	34%	40%	37%	32%	40%	35%	32%	39%	34%	31%	38%	34%	31%	39%	33%	44%	32%	43%
Rational	6291	2116	1441	1327	1780	2022	1012	1749	2043	880	1702	2230	665	1912	1520	705	2763	3228	45
	61%	66%	60%	63%	68%	60%	65%	68%	61%	66%	69%	62%	66%	69%	61%	67%	56%	68%	57%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 59

Q18d. Which of the following words or phrases most applies to you?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Emotional	3947 39%	43	187	626	863	323	202	40	65	286	312	348	205	35	23	292	96	488	3459	685	1464
		43%	48%	49%	42%	49%	44%	36%	47%	28%	26%	34%	33%	21%	24%	42%	46%	43%	38%	41%	38%
Rational	6291 61%	56	201	648	1206	333	260	72	72	750	885	682	418	130	70	396	111	658	5634	991	2399
		57%	52%	51%	58%	51%	56%	64%	53%	72%	74%	66%	67%	79%	76%	58%	54%	57%	62%	59%	62%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 59

Q18d. Which of the following words or phrases most applies to you?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100		
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Emotional	3947	902	280	240	272	439	373	360	379	401	301	160
	39%	41%	45%	38%	43%	40%	41%	35%	34%	34%	35%	42%
Rational	6291	1282	349	396	357	652	534	658	738	772	552	221
	61%	59%	55%	62%	57%	60%	59%	65%	66%	66%	65%	58%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 60

Q18e. Which of the following words or phrases most applies to you?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Patient	6309	3219	3089	279	825	1140	1347	1575	1143	2207	2188	804	1110	523	293	806	571	531	510	304	466	635	1056	614
	62%	62%	61%	54%	57%	59%	65%	65%	62%	61%	63%	62%	61%	61%	60%	62%	59%	61%	63%	61%	64%	61%	63%	63%
Impatient	3930	1984	1946	241	620	787	720	856	706	1424	1303	492	710	339	198	504	402	335	296	197	257	408	631	363
	38%	38%	39%	46%	43%	41%	35%	35%	38%	39%	37%	38%	39%	39%	40%	38%	41%	39%	37%	39%	36%	39%	37%	37%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 60

Q18e. Which of the following words or phrases most applies to you?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Patient	6309	1917	1558	1348	1569	2153	998	1561	2160	859	1526	2301	658	1677	1643	688	3094	2883	49
	62%	60%	65%	64%	60%	64%	64%	61%	64%	64%	61%	64%	65%	60%	66%	65%	62%	61%	62%
Impatient	3930	1286	855	756	1057	1192	551	1011	1215	476	956	1289	350	1097	853	365	1872	1878	30
	38%	40%	35%	36%	40%	36%	36%	39%	36%	36%	39%	36%	35%	40%	34%	35%	38%	39%	38%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 60

Q18e. Which of the following words or phrases most applies to you?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Patient	6309	63	222	730	1279	427	277	70	71	640	711	671	409	110	66	444	120	723	5586	1080	2339
	62%	63%	57%	57%	62%	65%	60%	62%	52%	62%	59%	65%	66%	66%	71%	64%	58%	63%	61%	64%	61%
Impatient	3930	36	167	544	790	230	185	43	66	396	486	359	214	56	27	245	87	423	3507	596	1524
	38%	37%	43%	43%	38%	35%	40%	38%	48%	38%	41%	35%	34%	34%	29%	36%	42%	37%	39%	36%	39%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 60

Q18e. Which of the following words or phrases most applies to you?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Patient	6309	1358	404	391	375	694	555	583	684	715	549	239
	62%	62%	64%	62%	60%	64%	61%	57%	61%	61%	64%	63%
Impatient	3930	826	225	244	255	396	353	435	433	459	304	142
	38%	38%	36%	38%	40%	36%	39%	43%	39%	39%	36%	37%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 61

Q18f. Which of the following words or phrases most applies to you?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Saver	6112	3160	2952	269	743	1002	1104	1645	1348	2350	2115	701	945	468	289	802	564	527	481	285	454	634	1016	593
	60%	61%	59%	52%	51%	52%	53%	68%	73%	65%	61%	54%	52%	54%	59%	61%	58%	61%	60%	57%	63%	61%	60%	61%
Spender	4126	2043	2083	251	702	924	962	786	501	1280	1376	594	876	393	203	508	408	339	325	217	268	410	670	384
	40%	39%	41%	48%	49%	48%	47%	32%	27%	35%	39%	46%	48%	46%	41%	39%	42%	39%	40%	43%	37%	39%	40%	39%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 61

Q18f. Which of the following words or phrases most applies to you?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Saver	6112	2070	1390	1323	1741	1906	1009	1710	1925	865	1652	2081	687	1835	1450	710	2647	3153	56
	60%	65%	58%	63%	66%	57%	65%	66%	57%	65%	67%	58%	68%	66%	58%	67%	53%	66%	71%
Spender	4126	1132	1022	781	885	1438	540	862	1450	470	830	1509	321	939	1046	343	2319	1608	23
	40%	35%	42%	37%	34%	43%	35%	34%	43%	35%	33%	42%	32%	34%	42%	33%	47%	34%	29%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 61

Q18f. Which of the following words or phrases most applies to you?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Saver	6112 60%	54	214	570	1268	346	283	51	54	747	794	631	383	127	54	416	120	723	5389	933	2136
		55%	55%	45%	61%	53%	61%	46%	40%	72%	66%	61%	61%	76%	58%	60%	58%	63%	59%	56%	55%
Spender	4126 40%	45	174	704	801	311	180	61	82	289	404	399	240	39	39	272	87	423	3703	742	1728
		45%	45%	55%	39%	47%	39%	54%	60%	28%	34%	39%	39%	24%	42%	40%	42%	37%	41%	44%	45%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 61

Q18f. Which of the following words or phrases most applies to you?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Saver	6112	1154	342	360	361	645	571	649	715	762	552	224
	60%	53%	54%	57%	57%	59%	63%	64%	64%	65%	65%	59%
Spender	4126	1030	287	276	268	446	336	369	402	411	301	156
	40%	47%	46%	43%	43%	41%	37%	36%	36%	35%	35%	41%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 62

Q18g. Which of the following words or phrases most applies to you?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Rush-in	2324	1003	1321	176	415	500	432	460	340	784	807	282	451	202	110	314	223	192	180	122	139	274	369	197
	23%	19%	26%	34%	29%	26%	21%	19%	18%	22%	23%	22%	25%	23%	22%	24%	23%	22%	22%	24%	19%	26%	22%	20%
Hold back	7915	4200	3714	344	1030	1426	1634	1971	1510	2846	2684	1014	1370	659	382	995	749	674	626	380	583	770	1317	780
	77%	81%	74%	66%	71%	74%	79%	81%	82%	78%	77%	78%	75%	77%	78%	76%	77%	78%	78%	76%	81%	74%	78%	80%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 62

Q18g. Which of the following words or phrases most applies to you?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Rush-in	2324	672	534	459	530	777	321	500	780	283	462	834	196	553	543	221	1147	1054	30
	23%	21%	22%	22%	20%	23%	21%	19%	23%	21%	19%	23%	19%	20%	22%	21%	23%	22%	38%
Hold back	7915	2531	1878	1644	2097	2568	1228	2071	2596	1052	2020	2756	812	2221	1953	831	3820	3707	49
	77%	79%	78%	78%	80%	77%	79%	81%	77%	79%	81%	77%	81%	80%	78%	79%	77%	78%	62%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 62

Q18g. Which of the following words or phrases most applies to you?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Rush-in	2324	25	107	350	445	143	89	29	46	201	265	224	148	28	21	153	49	248	2076	391	942
	23%	25%	27%	27%	22%	22%	19%	26%	34%	19%	22%	22%	24%	17%	23%	22%	23%	22%	23%	23%	24%
Hold back	7915	74	282	924	1623	514	374	83	90	835	932	806	475	137	71	536	158	898	7017	1284	2921
	77%	75%	73%	73%	78%	78%	81%	74%	66%	81%	78%	78%	76%	83%	77%	78%	77%	78%	77%	77%	76%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 62

Q18g. Which of the following words or phrases most applies to you?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Rush-in	2324	533	137	147	151	230	206	248	216	264	191	93
	23%	24%	22%	23%	24%	21%	23%	24%	19%	22%	22%	24%
Hold back	7915	1651	493	489	478	861	702	770	901	909	662	288
	77%	76%	78%	77%	76%	79%	77%	76%	81%	78%	78%	76%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 63

Q18h. Which of the following words or phrases most applies to you?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Creative	2724	1273	1451	224	487	559	536	562	356	975	965	284	501	230	115	344	253	225	217	125	182	338	440	255
	27%	24%	29%	43%	34%	29%	26%	23%	19%	27%	28%	22%	28%	27%	23%	26%	26%	26%	27%	25%	25%	32%	26%	26%
Practical	7514	3930	3584	297	957	1367	1531	1869	1493	2656	2527	1012	1320	632	376	965	720	641	588	377	541	706	1246	722
	73%	76%	71%	57%	66%	71%	74%	77%	81%	73%	72%	78%	72%	73%	77%	74%	74%	74%	73%	75%	75%	68%	74%	74%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 63

Q18h. Which of the following words or phrases most applies to you?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Creative	2724	657	696	629	539	922	422	517	934	347	478	1014	264	544	694	290	1247	1318	31
	27%	21%	29%	30%	21%	28%	27%	20%	28%	26%	19%	28%	26%	20%	28%	28%	25%	28%	39%
Practical	7514	2546	1717	1475	2087	2422	1127	2054	2442	987	2005	2576	744	2230	1802	762	3719	3443	49
	73%	79%	71%	70%	79%	72%	73%	80%	72%	74%	81%	72%	74%	80%	72%	72%	75%	72%	61%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 63

Q18h. Which of the following words or phrases most applies to you?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Creative	2724 27%	37	99	304	453	150	98	30	37	241	326	392	242	38	19	189	70	298	2426	459	1099
		37%	26%	24%	22%	23%	21%	26%	27%	23%	27%	38%	39%	23%	20%	28%	34%	26%	27%	27%	28%
Practical	7514 73%	63	289	970	1616	506	364	83	100	795	872	638	381	127	74	499	137	847	6667	1217	2764
		63%	74%	76%	78%	77%	79%	74%	73%	77%	73%	62%	61%	77%	80%	72%	66%	74%	73%	73%	72%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 63

Q18h. Which of the following words or phrases most applies to you?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Creative	2724	699	187	185	174	300	240	248	247	268	176	90
	27%	32%	30%	29%	28%	28%	26%	24%	22%	23%	21%	24%
Practical	7514	1485	442	450	455	790	668	770	871	905	677	291
	73%	68%	70%	71%	72%	72%	74%	76%	78%	77%	79%	76%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 64

Q19. Would you describe Your own Father as working class, middle class or upper class?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Working class	6825 67%	3478 67%	3347 66%	287 55%	875 61%	1320 69%	1429 69%	1707 70%	1209 65%	2160 59%	2284 65%	1008 78%	1374 75%	615 71%	384 78%	961 73%	691 71%	617 71%	550 68%	374 75%	462 64%	589 56%	996 59%	585 60%
Middle class	3146 31%	1617 31%	1530 30%	198 38%	497 34%	559 29%	591 29%	693 29%	608 33%	1402 39%	1122 32%	258 20%	365 20%	225 26%	102 21%	318 24%	263 27%	231 27%	241 30%	119 24%	232 32%	397 38%	657 39%	362 37%
Upper class	115 1%	47 1%	68 1%	13 3%	31 2%	14 1%	16 1%	20 1%	22 1%	43 1%	42 1%	8 1%	21 1%	9 1%	3 1%	9 1%	3 *	8 1%	5 1%	5 1%	13 2%	32 3%	15 1%	15 1%
I don't know who this person is	152 1%	61 1%	91 2%	22 4%	43 3%	33 2%	31 1%	11 *	12 1%	25 1%	44 1%	21 2%	61 3%	12 1%	3 1%	22 2%	15 2%	10 1%	10 1%	4 1%	15 2%	26 3%	18 1%	16 2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 64

Q19. Would you describe Your own Father as working class, middle class or upper class?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Working class	6825 67%	1891	1849	1293	1541	2518	919	1498	2561	806	1445	2718	608	1634	1980	660	4446	2097	21
		59%	77%	61%	59%	75%	59%	58%	76%	60%	58%	76%	60%	59%	79%	63%	90%	44%	27%
Middle class	3146 31%	1254	521	757	1033	767	590	1030	759	494	997	800	381	1092	477	371	419	2569	29
		39%	22%	36%	39%	23%	38%	40%	22%	37%	40%	22%	38%	39%	19%	35%	8%	54%	36%
Upper class	115 1%	37	15	21	33	25	21	27	30	14	24	31	8	29	16	9	19	60	29
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	36%
I don't know who this person is	152 1%	20	27	33	19	34	19	17	27	21	17	41	11	20	23	12	82	35	1
		1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 64

Q19. Would you describe Your own Father as working class, middle class or upper class?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Working class	6825 67%	58 58%	260 67%	1013 80%	1434 69%	554 84%	340 74%	89 79%	113 83%	552 53%	671 56%	600 58%	371 60%	75 45%	56 60%	500 73%	141 68%	802 70%	6023 66%	1117 67%	2486 64%
Middle class	3146 31%	38 38%	115 30%	225 18%	592 29%	84 13%	112 24%	21 19%	18 13%	457 44%	501 42%	405 39%	240 38%	83 50%	36 39%	172 25%	47 23%	313 27%	2834 31%	529 32%	1271 33%
Upper class	115 1%	1 1%	3 1%	7 1%	22 1%	5 1%	4 1%	1 1%	2 1%	19 2%	17 1%	16 2%	6 1%	7 4%	- -	3 *	2 1%	15 1%	100 1%	13 1%	55 1%
I don't know who this person is	152 1%	3 3%	10 3%	29 2%	21 1%	14 2%	6 1%	1 1%	3 2%	8 1%	9 1%	9 1%	6 1%	1 1%	1 1%	14 2%	17 8%	16 1%	135 1%	17 1%	52 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 64

Q19. Would you describe Your own Father as working class, middle class or upper class?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Working class	6825	1669	476	467	415	750	575	602	664	675	532	254
	67%	76%	76%	74%	66%	69%	63%	59%	59%	58%	62%	67%
Middle class	3146	454	137	157	196	301	309	392	441	467	292	117
	31%	21%	22%	25%	31%	28%	34%	39%	39%	40%	34%	31%
Upper class	115	14	7	5	6	16	8	13	8	18	20	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%
I don't know who this person is	152	46	10	7	12	24	14	11	5	13	10	2
	1%	2%	2%	1%	2%	2%	2%	1%	*	1%	1%	1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 65

Q19. Would you describe David Cameron as working class, middle class or upper class?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Working class	119 1%	51 1%	68 1%	18 3%	25 2%	30 2%	19 1%	15 1%	11 1%	29 1%	44 1%	11 1%	36 2%	10 1%	4 1%	18 1%	11 1%	11 1%	3 *	9 2%	13 2%	17 2%	16 1%	8 1%
Middle class	3078 30%	1389 27%	1689 34%	127 24%	435 30%	624 32%	643 31%	730 30%	519 28%	1019 28%	1084 31%	428 33%	547 30%	225 26%	155 32%	368 28%	285 29%	263 30%	256 32%	157 31%	221 31%	274 26%	557 33%	318 33%
Upper class	6955 68%	3731 72%	3224 64%	358 69%	959 66%	1255 65%	1389 67%	1680 69%	1315 71%	2561 71%	2347 67%	848 65%	1200 66%	616 72%	327 66%	914 70%	669 69%	587 68%	542 67%	331 66%	483 67%	737 71%	1105 66%	643 66%
I don't know who this person is	86 1%	32 1%	54 1%	17 3%	25 2%	17 1%	16 1%	7 *	4 *	22 1%	18 1%	8 1%	38 2%	11 1%	6 1%	10 1%	7 1%	6 1%	4 1%	4 1%	6 1%	15 1%	9 1%	8 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 65

Q19. Would you describe David Cameron as working class, middle class or upper class?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Working class	119 1%	35 1%	23 1%	12 1%	25 1%	39 1%	10 1%	24 1%	32 1%	12 1%	25 1%	39 1%	9 1%	23 1%	28 1%	10 1%	70 1%	30 1%	12 15%
Middle class	3078 30%	1137 36%	536 22%	601 29%	940 36%	810 24%	452 29%	940 37%	809 24%	400 30%	911 37%	861 24%	295 29%	1008 36%	560 22%	286 27%	1591 32%	1312 28%	20 25%
Upper class	6955 68%	2026 63%	1844 76%	1480 70%	1656 63%	2488 74%	1076 69%	1600 62%	2528 75%	918 69%	1540 62%	2683 75%	698 69%	1738 63%	1903 76%	749 71%	3273 66%	3393 71%	46 58%
I don't know who this person is	86 1%	5 *	10 *	10 *	6 *	8 *	11 1%	7 *	7 *	5 *	7 *	7 *	6 1%	5 *	5 *	7 1%	32 1%	25 1%	2 2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 65

Q19. Would you describe David Cameron as working class, middle class or upper class?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Working class	119 1%	3 3%	5 1%	28 2%	18 1%	7 1%	5 1%	5 5%	7 5%	8 1%	5 *	5 1%	1 *	2 1%	2 2%	11 2%	7 4%	29 3%	89 1%	23 1%	47 1%
Middle class	3078 30%	28 28%	113 29%	434 34%	690 33%	154 23%	154 33%	25 22%	44 32%	328 32%	390 33%	198 19%	168 27%	46 28%	25 27%	229 33%	54 26%	356 31%	2722 30%	468 28%	1261 33%
Upper class	6955 68%	65 66%	264 68%	806 63%	1356 66%	491 75%	299 65%	81 72%	83 61%	697 67%	803 67%	820 80%	450 72%	116 70%	66 71%	436 63%	121 59%	747 65%	6209 68%	1173 70%	2527 65%
I don't know who this person is	86 1%	3 3%	6 2%	6 *	5 *	5 1%	4 1%	1 1%	2 1%	3 *	- -	7 1%	4 1%	2 1%	- -	13 2%	24 12%	13 1%	72 1%	12 1%	28 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 65

Q19. Would you describe David Cameron as working class, middle class or upper class?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Working class	119 1%	18 1%	4 1%	7 1%	6 1%	19 2%	8 1%	14 1%	19 2%	10 1%	13 2%	9 2%
Middle class	3078 30%	364 17%	147 23%	188 30%	189 30%	351 32%	331 36%	346 34%	401 36%	446 38%	316 37%	104 27%
Upper class	6955 68%	1769 81%	473 75%	438 69%	430 68%	703 64%	554 61%	657 65%	695 62%	716 61%	520 61%	268 70%
I don't know who this person is	86 1%	33 1%	5 1%	3 *	4 1%	18 2%	14 2%	1 *	2 *	2 *	4 *	1 *

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 66

Q19. Would you describe Ed Miliband as working class, middle class or upper class?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Working class	508	280	228	22	33	86	106	132	129	166	162	67	113	35	26	57	62	44	42	21	35	46	91	48
	5%	5%	5%	4%	2%	4%	5%	5%	7%	5%	5%	5%	6%	4%	5%	4%	6%	5%	5%	4%	5%	4%	5%	5%
Middle class	5895	3094	2801	210	670	1083	1230	1521	1182	2280	2000	683	932	474	298	746	579	483	441	280	423	588	1005	578
	58%	59%	56%	40%	46%	56%	60%	63%	64%	63%	57%	53%	51%	55%	61%	57%	60%	56%	55%	56%	59%	56%	60%	59%
Upper class	3354	1715	1639	199	575	649	669	740	522	1103	1174	464	613	309	147	442	285	299	282	179	241	359	502	308
	33%	33%	33%	38%	40%	34%	32%	30%	28%	30%	34%	36%	34%	36%	30%	34%	29%	35%	35%	36%	33%	34%	30%	31%
I don't know who this person is	481	114	367	89	166	109	62	38	17	82	156	81	163	43	20	64	47	40	41	21	24	50	88	43
	5%	2%	7%	17%	12%	6%	3%	2%	1%	2%	4%	6%	9%	5%	4%	5%	5%	5%	5%	4%	3%	5%	5%	4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 66

Q19. Would you describe Ed Miliband as working class, middle class or upper class?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Working class	508 5%	210 7%	111 5%	65 3%	192 7%	128 4%	65 4%	191 7%	137 4%	57 4%	188 8%	158 4%	49 5%	222 8%	101 4%	49 5%	271 5%	197 4%	18 22%
Middle class	5895 58%	1868 58%	1527 63%	1328 63%	1526 58%	2083 62%	978 63%	1529 59%	2108 62%	849 64%	1477 60%	2277 63%	625 62%	1644 59%	1632 65%	665 63%	2717 55%	2920 61%	35 44%
Upper class	3354 33%	1043 33%	715 30%	664 32%	842 32%	1041 31%	467 30%	796 31%	1044 31%	400 30%	769 31%	1079 30%	311 31%	861 31%	713 29%	316 30%	1719 35%	1493 31%	22 28%
I don't know who this person is	481 5%	82 3%	59 2%	47 2%	66 3%	92 3%	39 3%	56 2%	86 3%	29 2%	48 2%	76 2%	23 2%	48 2%	49 2%	22 2%	259 5%	150 3%	5 6%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 66

Q19. Would you describe Ed Miliband as working class, middle class or upper class?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Working class	508 5%	5	13	68	113	41	36	8	6	70	44	25	13	10	4	43	8	79	428	57	185
		5%	3%	5%	5%	6%	8%	7%	4%	7%	4%	2%	2%	6%	4%	6%	4%	7%	5%	3%	5%
Middle class	5895 58%	52	183	579	1165	358	243	49	62	644	783	739	422	102	63	354	98	626	5270	993	2166
		52%	47%	45%	56%	55%	53%	44%	46%	62%	65%	72%	68%	61%	68%	51%	47%	55%	58%	59%	56%
Upper class	3354 33%	35	156	507	720	221	169	49	51	306	351	253	179	48	23	229	55	373	2980	567	1315
		35%	40%	40%	35%	34%	37%	44%	38%	30%	29%	25%	29%	29%	25%	33%	27%	33%	33%	34%	34%
I don't know who this person is	481 5%	7	36	120	71	37	14	6	17	16	20	13	9	6	2	62	46	67	414	58	197
		7%	9%	9%	3%	6%	3%	5%	12%	2%	2%	1%	1%	4%	2%	9%	22%	6%	5%	3%	5%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 66

Q19. Would you describe Ed Miliband as working class, middle class or upper class?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Working class	508 5%	101 5%	25 4%	20 3%	28 4%	34 3%	44 5%	47 5%	70 6%	66 6%	71 8%	17 5%
Middle class	5895 58%	1249 57%	350 56%	377 59%	362 58%	601 55%	506 56%	600 59%	656 59%	715 61%	479 56%	191 50%
Upper class	3354 33%	725 33%	223 36%	213 33%	208 33%	364 33%	295 32%	331 32%	360 32%	365 31%	271 32%	154 41%
I don't know who this person is	481 5%	110 5%	30 5%	25 4%	32 5%	91 8%	63 7%	40 4%	31 3%	27 2%	32 4%	18 5%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 67

Q19. Would you describe Cheryl Cole as working class, middle class or upper class?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Working class	6827	3398	3429	250	854	1322	1424	1766	1211	2532	2342	856	1097	589	371	871	681	554	536	335	467	649	1125	650
	67%	65%	68%	48%	59%	69%	69%	73%	65%	70%	67%	66%	60%	68%	75%	66%	70%	64%	66%	67%	65%	62%	67%	67%
Middle class	2006	1043	964	138	313	387	426	399	343	616	714	263	414	162	73	262	170	171	169	111	146	219	338	185
	20%	20%	19%	27%	22%	20%	21%	16%	19%	17%	20%	20%	23%	19%	15%	20%	17%	20%	21%	22%	20%	21%	20%	19%
Upper class	789	358	431	115	234	166	136	76	62	182	264	129	215	68	36	106	73	85	70	31	52	113	108	47
	8%	7%	9%	22%	16%	9%	7%	3%	3%	5%	8%	10%	12%	8%	7%	8%	8%	10%	9%	6%	7%	11%	6%	5%
I don't know who this person is	615	404	211	17	44	51	80	190	233	300	172	47	96	42	12	71	49	56	31	24	57	62	115	95
	6%	8%	4%	3%	3%	3%	4%	8%	13%	8%	5%	4%	5%	5%	2%	5%	5%	6%	4%	5%	8%	6%	7%	10%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 67

Q19. Would you describe Cheryl Cole as working class, middle class or upper class?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Working class	6827 67%	2275 71%	1603 66%	1462 69%	1879 72%	2222 66%	1072 69%	1838 71%	2301 68%	921 69%	1772 71%	2474 69%	695 69%	1978 71%	1689 68%	738 70%	3378 68%	3161 66%	45 56%
Middle class	2006 20%	568 18%	505 21%	385 18%	452 17%	693 21%	276 18%	447 17%	669 20%	245 18%	429 17%	699 19%	188 19%	491 18%	495 20%	188 18%	962 19%	951 20%	18 23%
Upper class	789 8%	162 5%	199 8%	109 5%	108 4%	288 9%	72 5%	97 4%	252 7%	61 5%	95 4%	242 7%	37 4%	101 4%	170 7%	39 4%	478 10%	264 6%	7 9%
I don't know who this person is	615 6%	198 6%	106 4%	148 7%	188 7%	141 4%	129 8%	190 7%	153 5%	108 8%	186 7%	176 5%	87 9%	204 7%	142 6%	87 8%	148 3%	384 8%	9 12%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 67

Q19. Would you describe Cheryl Cole as working class, middle class or upper class?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Working class	6827 67%	58 59%	218 56%	762 60%	1491 72%	413 63%	321 69%	74 66%	77 56%	706 68%	853 71%	705 68%	451 72%	89 54%	63 68%	434 63%	112 54%	716 63%	6111 67%	1162 69%	2612 68%
Middle class	2006 20%	25 25%	102 26%	315 25%	372 18%	152 23%	102 22%	23 20%	38 28%	166 16%	190 16%	177 17%	107 17%	42 25%	19 21%	147 21%	29 14%	244 21%	1762 19%	337 20%	746 19%
Upper class	789 8%	9 9%	49 13%	186 15%	135 7%	77 12%	27 6%	14 12%	18 14%	38 4%	69 6%	40 4%	21 3%	13 8%	4 4%	67 10%	22 11%	122 11%	667 7%	112 7%	347 9%
I don't know who this person is	615 6%	7 7%	19 5%	12 1%	70 3%	14 2%	12 3%	2 2%	3 2%	125 12%	86 7%	108 10%	44 7%	22 13%	6 7%	41 6%	43 21%	63 5%	553 6%	65 4%	159 4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 67

Q19. Would you describe Cheryl Cole as working class, middle class or upper class?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Working class	6827	1430	388	435	406	680	583	713	774	839	579	253
	67%	65%	62%	68%	64%	62%	64%	70%	69%	72%	68%	66%
Middle class	2006	414	139	125	126	238	201	176	215	214	158	69
	20%	19%	22%	20%	20%	22%	22%	17%	19%	18%	19%	18%
Upper class	789	210	69	40	59	101	73	65	68	49	54	36
	8%	10%	11%	6%	9%	9%	8%	6%	6%	4%	6%	10%
I don't know who this person is	615	129	33	36	39	71	50	63	60	71	62	22
	6%	6%	5%	6%	6%	7%	6%	6%	5%	6%	7%	6%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 68

Q19. Would you describe Bob Crow as working class, middle class or upper class?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Working class	3619	2451	1168	46	226	496	747	1140	963	1767	1139	318	394	256	149	376	321	233	253	128	291	543	726	342
	35%	47%	23%	9%	16%	26%	36%	47%	52%	49%	33%	25%	22%	30%	30%	29%	33%	27%	31%	26%	40%	52%	43%	35%
Middle class	1096	701	395	46	152	211	209	278	201	373	416	122	185	73	46	143	106	94	91	63	66	145	176	94
	11%	13%	8%	9%	11%	11%	10%	11%	11%	10%	12%	9%	10%	8%	9%	11%	11%	11%	13%	9%	14%	10%	10%	
Upper class	217	109	108	30	67	40	35	27	19	54	77	36	49	22	11	24	19	17	26	8	15	35	23	16
	2%	2%	2%	6%	5%	2%	2%	1%	1%	1%	2%	3%	3%	3%	2%	2%	2%	2%	3%	2%	2%	3%	1%	2%
I don't know who this person is	5306	1942	3364	399	999	1179	1076	987	666	1437	1859	818	1192	510	285	766	526	523	435	302	350	321	761	525
	52%	37%	67%	77%	69%	61%	52%	41%	36%	40%	53%	63%	65%	59%	58%	58%	54%	60%	54%	60%	48%	31%	45%	54%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 68

Q19. Would you describe Bob Crow as working class, middle class or upper class?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Working class	3619 35%	1435 45%	811 34%	840 40%	1242 47%	1140 34%	672 43%	1224 48%	1211 36%	573 43%	1174 47%	1405 39%	430 43%	1346 49%	990 40%	483 46%	1339 27%	2127 45%	29 37%
Middle class	1096 11%	368 11%	284 12%	197 9%	286 11%	411 12%	155 10%	285 11%	410 12%	149 11%	278 11%	432 12%	113 11%	302 11%	312 13%	115 11%	513 10%	533 11%	16 20%
Upper class	217 2%	52 2%	54 2%	29 1%	33 1%	86 3%	24 2%	32 1%	73 2%	24 2%	31 1%	73 2%	9 1%	37 1%	56 2%	12 1%	123 2%	79 2%	6 8%
I don't know who this person is	5306 52%	1347 42%	1263 52%	1038 49%	1066 41%	1708 51%	698 45%	1030 40%	1682 50%	589 44%	1000 40%	1680 47%	456 45%	1090 39%	1137 46%	441 42%	2990 60%	2021 42%	28 36%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 68

Q19. Would you describe Bob Crow as working class, middle class or upper class?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Working class	3619 35%	42 43%	92 24%	216 17%	712 34%	154 23%	122 26%	24 22%	19 14%	563 54%	571 48%	516 50%	289 46%	84 51%	40 43%	132 19%	43 21%	357 31%	3262 36%	522 31%	1306 34%
Middle class	1096 11%	14 15%	54 14%	168 13%	228 11%	62 9%	52 11%	10 9%	9 7%	92 9%	132 11%	114 11%	62 10%	27 17%	7 7%	51 7%	13 6%	140 12%	956 11%	201 12%	435 11%
Upper class	217 2%	2 2%	7 2%	47 4%	37 2%	26 4%	14 3%	5 5%	4 3%	13 1%	20 2%	13 1%	7 1%	3 2%	2 2%	11 2%	5 3%	43 4%	174 2%	26 2%	110 3%
I don't know who this person is	5306 52%	41 41%	235 60%	843 66%	1092 53%	415 63%	274 59%	73 64%	104 76%	368 36%	474 40%	387 38%	265 42%	51 31%	44 48%	495 72%	146 70%	606 53%	4701 52%	927 55%	2012 52%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 68

Q19. Would you describe Bob Crow as working class, middle class or upper class?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Working class	3619	730	162	199	192	309	285	420	447	517	357	122
	35%	33%	26%	31%	31%	28%	31%	41%	40%	44%	42%	32%
Middle class	1096	224	68	53	73	117	118	91	128	126	98	50
	11%	10%	11%	8%	12%	11%	13%	9%	11%	11%	11%	13%
Upper class	217	57	11	10	16	22	24	21	16	14	27	14
	2%	3%	2%	2%	2%	2%	3%	2%	1%	1%	3%	4%
I don't know who this person is	5306	1173	388	374	348	644	480	486	526	516	371	195
	52%	54%	62%	59%	55%	59%	53%	48%	47%	44%	44%	51%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q19. Would you describe Richard Branson as working class, middle class or upper class?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Working class	1149	515	634	57	200	310	244	221	116	277	425	185	263	101	45	160	92	89	82	68	84	111	199	118
	11%	10%	13%	11%	14%	16%	12%	9%	6%	8%	12%	14%	14%	12%	9%	12%	9%	10%	10%	14%	12%	11%	12%	12%
Middle class	5242	2748	2493	155	536	906	1095	1448	1102	2140	1768	570	764	419	247	620	505	422	420	241	391	504	910	563
	51%	53%	50%	30%	37%	47%	53%	60%	60%	59%	51%	44%	42%	49%	50%	47%	52%	49%	52%	48%	54%	48%	54%	58%
Upper class	3681	1892	1789	260	646	684	710	752	630	1182	1241	523	736	330	191	510	363	342	294	182	240	391	557	280
	36%	36%	36%	50%	45%	35%	34%	31%	34%	33%	36%	40%	40%	38%	39%	39%	37%	40%	36%	36%	33%	37%	33%	29%
I don't know who this person is	167	47	119	49	62	27	17	10	2	32	59	18	58	12	8	20	12	13	10	10	7	38	20	16
	2%	1%	2%	9%	4%	1%	1%	*	*	1%	2%	1%	3%	1%	2%	2%	1%	1%	1%	2%	1%	4%	1%	2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 69

Q19. Would you describe Richard Branson as working class, middle class or upper class?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Working class	1149 11%	335	246	210	273	376	144	263	371	126	263	373	92	284	264	95	777	299	16
		10%	10%	10%	10%	11%	9%	10%	11%	9%	11%	10%	9%	10%	11%	9%	16%	6%	20%
Middle class	5242 51%	1808	1238	1165	1501	1656	903	1490	1700	787	1446	1879	603	1646	1272	640	2208	2792	31
		56%	51%	55%	57%	50%	58%	58%	50%	59%	58%	52%	60%	59%	51%	61%	44%	59%	38%
Upper class	3681 36%	1045	901	704	837	1281	486	811	1280	408	766	1317	306	837	948	310	1913	1621	29
		33%	37%	33%	32%	38%	31%	32%	38%	31%	31%	37%	30%	30%	38%	29%	39%	34%	37%
I don't know who this person is	167 2%	15	28	24	16	32	17	8	25	14	7	21	8	7	12	8	69	49	4
		*	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	*	*	1%	1%	1%	4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 69

Q19. Would you describe Richard Branson as working class, middle class or upper class?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Working class	1149 11%	10	45	219	230	80	67	18	25	84	111	61	56	12	8	95	28	165	984	197	481
		10%	12%	17%	11%	12%	14%	16%	18%	8%	9%	6%	9%	7%	9%	14%	13%	14%	11%	12%	12%
Middle class	5242 51%	44	162	438	1110	285	224	49	43	635	705	623	391	92	48	317	75	524	4718	879	1920
		44%	42%	34%	54%	43%	49%	43%	31%	61%	59%	60%	63%	55%	51%	46%	36%	46%	52%	52%	50%
Upper class	3681 36%	38	159	601	713	286	165	46	65	312	370	333	172	61	35	255	72	437	3244	582	1400
		38%	41%	47%	34%	44%	36%	41%	48%	30%	31%	32%	28%	37%	38%	37%	35%	38%	36%	35%	36%
I don't know who this person is	167 2%	7	22	16	15	5	6	-	4	5	12	14	4	1	2	21	33	20	147	18	63
		7%	6%	1%	1%	1%	1%	-	3%	*	1%	1%	1%	1%	2%	3%	16%	2%	2%	1%	2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 69

Q19. Would you describe Richard Branson as working class, middle class or upper class?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Working class	1149 11%	262 12%	81 13%	72 11%	70 11%	136 12%	101 11%	98 10%	130 12%	97 8%	103 12%	52 14%
Middle class	5242 51%	997 46%	305 48%	319 50%	315 50%	532 49%	432 48%	590 58%	626 56%	704 60%	421 49%	181 48%
Upper class	3681 36%	889 41%	228 36%	236 37%	231 37%	391 36%	354 39%	316 31%	348 31%	369 31%	320 37%	142 37%
I don't know who this person is	167 2%	36 2%	15 2%	10 1%	13 2%	32 3%	21 2%	14 1%	13 1%	4 *	9 1%	6 2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 70

Q19. Would you describe Alan Sugar as working class, middle class or upper class?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Working class	3461	1699	1762	122	436	716	714	867	607	1363	1202	377	520	249	155	390	291	292	267	149	266	386	643	373
	34%	33%	35%	23%	30%	37%	35%	36%	33%	38%	34%	29%	29%	29%	32%	30%	30%	34%	33%	30%	37%	37%	38%	38%
Middle class	3672	1978	1693	97	355	589	765	1034	832	1443	1270	408	550	309	180	459	353	292	296	178	274	337	620	374
	36%	38%	34%	19%	25%	31%	37%	43%	45%	40%	36%	32%	30%	36%	37%	35%	36%	34%	37%	36%	38%	32%	37%	38%
Upper class	2903	1459	1444	268	583	580	561	509	402	783	957	485	679	284	149	436	309	264	231	163	175	283	397	213
	28%	28%	29%	52%	40%	30%	27%	21%	22%	22%	27%	37%	37%	33%	30%	33%	32%	31%	29%	32%	24%	27%	24%	22%
I don't know who this person is	203	66	136	33	70	42	27	22	9	42	62	26	73	19	7	25	19	18	12	12	8	37	27	18
	2%	1%	3%	6%	5%	2%	1%	1%	1%	1%	2%	2%	4%	2%	1%	2%	2%	2%	1%	2%	1%	4%	2%	2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 70

Q19. Would you describe Alan Sugar as working class, middle class or upper class?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Working class	3461 34%	1184 37%	785 33%	753 36%	1002 38%	1086 32%	565 36%	977 38%	1123 33%	477 36%	950 38%	1213 34%	358 36%	1056 38%	806 32%	375 36%	1611 32%	1681 35%	30 38%
Middle class	3672 36%	1238 39%	887 37%	822 39%	1058 40%	1183 35%	639 41%	1042 41%	1212 36%	560 42%	1011 41%	1332 37%	426 42%	1141 41%	951 38%	457 43%	1578 32%	1922 40%	25 32%
Upper class	2903 28%	755 24%	709 29%	502 24%	547 21%	1034 31%	324 21%	536 21%	998 30%	285 21%	506 20%	1009 28%	214 21%	562 20%	713 29%	211 20%	1692 34%	1088 23%	22 28%
I don't know who this person is	203 2%	26 1%	32 1%	27 1%	19 1%	41 1%	21 1%	16 1%	42 1%	12 1%	15 1%	36 1%	10 1%	15 1%	26 1%	9 1%	85 2%	70 1%	2 2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 70

Q19. Would you describe Alan Sugar as working class, middle class or upper class?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Working class	3461 34%	36	114	322	712	178	137	27	30	434	471	405	247	53	27	214	56	379	3082	588	1345
		36%	29%	25%	34%	27%	30%	24%	22%	42%	39%	39%	40%	32%	29%	31%	27%	33%	34%	35%	35%
Middle class	3672 36%	27	106	357	781	203	169	35	30	399	485	420	272	67	41	221	59	362	3309	604	1312
		27%	27%	28%	38%	31%	36%	31%	22%	38%	40%	41%	44%	41%	44%	32%	28%	32%	36%	36%	34%
Upper class	2903 28%	32	148	572	559	262	148	48	75	191	222	192	101	44	23	230	55	370	2532	460	1139
		32%	38%	45%	27%	40%	32%	42%	55%	18%	19%	19%	16%	27%	25%	33%	27%	32%	28%	27%	29%
I don't know who this person is	203 2%	4	21	24	16	13	9	3	1	13	20	13	3	1	2	24	37	34	169	24	68
		4%	5%	2%	1%	2%	2%	3%	1%	1%	2%	1%	*	1%	2%	4%	18%	3%	2%	1%	2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 70

Q19. Would you describe Alan Sugar as working class, middle class or upper class?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Working class	3461 34%	703 32%	193 31%	218 34%	204 32%	352 32%	292 32%	366 36%	411 37%	426 36%	297 35%	130 34%
Middle class	3672 36%	694 32%	212 34%	219 34%	223 35%	380 35%	322 35%	394 39%	440 39%	472 40%	316 37%	123 32%
Upper class	2903 28%	741 34%	214 34%	189 30%	189 30%	323 30%	267 29%	239 23%	247 22%	266 23%	228 27%	122 32%
I don't know who this person is	203 2%	46 2%	11 2%	10 2%	13 2%	36 3%	28 3%	18 2%	20 2%	9 1%	12 1%	6 2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 71

Q19. Would you describe Wayne Rooney as working class, middle class or upper class?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Working class	7692	4077	3615	258	883	1403	1552	2020	1576	2990	2634	908	1160	631	368	995	730	626	604	374	535	749	1312	768
	75%	78%	72%	49%	61%	73%	75%	83%	85%	82%	75%	70%	64%	73%	75%	76%	75%	72%	75%	75%	74%	72%	78%	79%
Middle class	1503	656	847	123	268	314	343	280	176	394	500	216	392	141	71	180	153	136	122	80	114	146	230	130
	15%	13%	17%	24%	19%	16%	17%	11%	10%	11%	14%	17%	22%	16%	15%	14%	16%	16%	15%	16%	14%	14%	13%	
Upper class	828	360	468	119	256	180	129	85	60	184	293	147	205	71	45	115	73	86	66	39	54	115	110	54
	8%	7%	9%	23%	18%	9%	6%	3%	3%	5%	8%	11%	11%	8%	9%	9%	8%	10%	8%	8%	7%	11%	7%	6%
I don't know who this person is	215	110	105	21	38	29	43	47	37	63	64	24	64	18	7	19	17	18	13	9	20	34	35	25
	2%	2%	2%	4%	3%	2%	2%	2%	2%	2%	2%	2%	4%	2%	1%	1%	2%	2%	2%	2%	3%	3%	2%	3%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 71

Q19. Would you describe Wayne Rooney as working class, middle class or upper class?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Working class	7692 75%	2674 84%	1749 72%	1667 79%	2230 85%	2432 73%	1259 81%	2189 85%	2505 74%	1086 81%	2106 85%	2754 77%	831 82%	2379 86%	1880 75%	869 83%	3547 71%	3822 80%	50 63%
Middle class	1503 15%	330 10%	415 17%	277 13%	248 9%	570 17%	188 12%	243 9%	551 16%	164 12%	244 10%	530 15%	119 12%	259 9%	412 16%	119 11%	845 17%	577 12%	9 11%
Upper class	828 8%	156 5%	220 9%	117 6%	104 4%	300 9%	71 5%	94 4%	277 8%	61 5%	91 4%	258 7%	35 3%	100 4%	173 7%	43 4%	505 10%	270 6%	17 21%
I don't know who this person is	215 2%	42 1%	28 1%	43 2%	44 2%	43 1%	31 2%	46 2%	42 1%	25 2%	42 2%	48 1%	22 2%	36 1%	31 1%	21 2%	69 1%	92 2%	4 5%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 71

Q19. Would you describe Wayne Rooney as working class, middle class or upper class?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Working class	7692 75%	64 65%	254 65%	785 62%	1635 79%	419 64%	354 77%	80 71%	76 56%	885 85%	988 82%	851 83%	519 83%	119 72%	69 75%	473 69%	122 59%	812 71%	6880 76%	1292 77%	2855 74%
Middle class	1503 15%	21 21%	68 18%	283 22%	283 14%	149 23%	66 14%	20 18%	38 28%	78 7%	126 10%	110 11%	74 12%	24 14%	17 18%	121 18%	26 13%	171 15%	1331 15%	245 15%	568 15%
Upper class	828 8%	9 9%	55 14%	196 15%	125 6%	80 12%	33 7%	11 10%	20 15%	44 4%	70 6%	45 4%	20 3%	14 9%	3 3%	76 11%	26 13%	136 12%	692 8%	117 7%	369 10%
I don't know who this person is	215 2%	5 5%	11 3%	11 1%	26 1%	9 1%	8 2%	2 2%	2 1%	29 3%	14 1%	25 2%	10 2%	9 5%	4 4%	17 3%	33 16%	26 2%	189 2%	23 1%	71 2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 71

Q19. Would you describe Wayne Rooney as working class, middle class or upper class?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Working class	7692	1529	453	458	452	765	657	838	885	979	677	288
	75%	70%	72%	72%	72%	70%	72%	82%	79%	83%	79%	76%
Middle class	1503	367	98	125	106	181	151	110	134	126	105	49
	15%	17%	15%	20%	17%	17%	17%	11%	12%	11%	12%	13%
Upper class	828	229	71	41	53	110	77	58	76	54	60	35
	8%	10%	11%	6%	8%	10%	9%	6%	7%	5%	7%	9%
I don't know who this person is	215	59	9	11	18	34	23	13	23	14	12	9
	2%	3%	1%	2%	3%	3%	2%	1%	2%	1%	1%	2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 72

Q19. Would you describe Kate Middleton as working class, middle class or upper class?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Working class	430 4%	252 5%	179 4%	24 5%	62 4%	80 4%	97 5%	104 4%	62 3%	122 3%	123 4%	67 5%	118 6%	35 4%	18 4%	56 4%	44 5%	43 5%	44 5%	23 5%	21 3%	51 5%	66 4%	28 3%
Middle class	4323 42%	2190 42%	2133 42%	119 23%	461 32%	723 38%	870 42%	1179 48%	971 52%	1729 48%	1415 41%	511 39%	668 37%	345 40%	218 44%	530 40%	385 40%	340 39%	329 41%	213 42%	313 43%	457 44%	726 43%	467 48%
Upper class	4977 49%	2444 47%	2533 50%	312 60%	833 58%	1034 54%	1003 49%	1047 43%	747 40%	1636 45%	1785 51%	648 50%	908 50%	434 50%	231 47%	657 50%	489 50%	433 50%	404 50%	240 48%	359 50%	474 45%	824 49%	433 44%
I don't know who this person is	508 5%	318 6%	191 4%	64 12%	89 6%	88 5%	96 5%	101 4%	70 4%	144 4%	168 5%	70 5%	127 7%	47 6%	24 5%	68 5%	53 5%	51 6%	29 4%	25 5%	29 4%	62 6%	70 4%	50 5%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 72

Q19. Would you describe Kate Middleton as working class, middle class or upper class?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Working class	430 4%	121 4%	120 5%	65 3%	107 4%	143 4%	56 4%	93 4%	148 4%	57 4%	97 4%	160 4%	45 4%	107 4%	113 5%	48 5%	264 5%	134 3%	15 19%
Middle class	4323 42%	1582 49%	939 39%	912 43%	1324 50%	1309 39%	708 46%	1297 50%	1370 41%	614 46%	1242 50%	1529 43%	467 46%	1437 52%	1036 41%	490 47%	1963 40%	2163 45%	29 36%
Upper class	4977 49%	1408 44%	1240 51%	1041 49%	1116 43%	1741 52%	723 47%	1104 43%	1710 51%	612 46%	1073 43%	1741 49%	456 45%	1153 42%	1215 49%	478 45%	2516 51%	2257 47%	30 38%
I don't know who this person is	508 5%	92 3%	113 5%	85 4%	79 3%	151 5%	62 4%	77 3%	147 4%	52 4%	70 3%	159 4%	40 4%	77 3%	132 5%	36 3%	224 5%	206 4%	6 7%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 72

Q19. Would you describe Kate Middleton as working class, middle class or upper class?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Working class	430 4%	6	19	80	77	25	28	10	7	31	38	25	27	6	6	32	13	70	361	66	147
		6%	5%	6%	4%	4%	6%	9%	5%	3%	3%	2%	4%	4%	6%	5%	6%	6%	4%	4%	4%
Middle class	4323 42%	39	129	421	914	243	168	34	43	550	624	424	298	80	41	252	62	456	3867	606	1563
		39%	33%	33%	44%	37%	36%	30%	31%	53%	52%	41%	48%	48%	45%	37%	30%	40%	43%	36%	40%
Upper class	4977 49%	46	210	728	1036	348	240	62	80	409	492	517	272	68	41	347	80	551	4426	934	1959
		46%	54%	57%	50%	53%	52%	55%	59%	40%	41%	50%	44%	41%	44%	50%	39%	48%	49%	56%	51%
I don't know who this person is	508 5%	8	29	44	42	40	25	7	6	46	44	64	26	12	5	58	52	69	439	70	195
		8%	8%	3%	2%	6%	5%	6%	5%	4%	4%	6%	4%	7%	5%	8%	25%	6%	5%	4%	5%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 72

Q19. Would you describe Kate Middleton as working class, middle class or upper class?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Working class	430 4%	114 5%	28 5%	29 5%	24 4%	47 4%	37 4%	40 4%	29 3%	44 4%	38 4%	28 7%
Middle class	4323 42%	776 36%	221 35%	268 42%	250 40%	434 40%	368 41%	480 47%	552 49%	599 51%	374 44%	165 43%
Upper class	4977 49%	1139 52%	335 53%	316 50%	320 51%	537 49%	446 49%	464 46%	496 44%	504 43%	419 49%	172 45%
I don't know who this person is	508 5%	155 7%	44 7%	22 4%	35 6%	72 7%	57 6%	34 3%	41 4%	26 2%	23 3%	16 4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 73

Q19. Would you describe John Prescott as working class, middle class or upper class?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Working class	5473	3059	2414	84	435	956	1157	1526	1316	2313	1820	559	781	440	248	695	548	427	426	257	389	521	943	580
	53%	59%	48%	16%	30%	50%	56%	63%	71%	64%	52%	43%	43%	51%	50%	53%	56%	49%	53%	51%	54%	50%	56%	59%
Middle class	3149	1516	1633	199	539	620	634	721	436	992	1112	458	587	277	153	408	297	299	240	153	220	316	511	274
	31%	29%	32%	38%	37%	32%	31%	30%	24%	27%	32%	35%	32%	32%	31%	31%	31%	34%	30%	30%	31%	30%	30%	28%
Upper class	1353	545	808	161	364	310	251	171	96	267	459	247	379	119	74	179	106	120	123	77	104	154	196	100
	13%	10%	16%	31%	25%	16%	12%	7%	5%	7%	13%	19%	21%	14%	15%	14%	11%	14%	15%	15%	14%	15%	12%	10%
I don't know who this person is	263	83	181	75	107	40	24	14	3	59	100	31	73	25	17	27	21	21	17	14	10	53	36	24
	3%	2%	4%	14%	7%	2%	1%	1%	*	2%	3%	2%	4%	3%	3%	2%	2%	2%	2%	3%	1%	5%	2%	2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 73

Q19. Would you describe John Prescott as working class, middle class or upper class?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Working class	5473	2069	1244	1185	1766	1721	959	1744	1802	825	1695	2022	628	1910	1388	672	2359	2879	43
	53%	65%	52%	56%	67%	51%	62%	68%	53%	62%	68%	56%	62%	69%	56%	64%	48%	60%	54%
Middle class	3149	825	811	672	652	1132	442	646	1114	388	615	1122	303	677	801	297	1614	1383	23
	31%	26%	34%	32%	25%	34%	29%	25%	33%	29%	25%	31%	30%	24%	32%	28%	32%	29%	29%
Upper class	1353	276	316	217	186	456	126	165	431	108	156	422	67	175	290	71	889	396	11
	13%	9%	13%	10%	7%	14%	8%	6%	13%	8%	6%	12%	7%	6%	12%	7%	18%	8%	13%
I don't know who this person is	263	33	41	29	23	36	21	16	28	14	16	23	11	12	16	12	103	103	3
	3%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	2%	2%	4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 73

Q19. Would you describe John Prescott as working class, middle class or upper class?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Working class	5473 53%	34	146	425	1197	282	237	48	39	748	748	608	392	103	59	320	88	577	4896	856	1926
		34%	37%	33%	58%	43%	51%	42%	28%	72%	62%	59%	63%	62%	64%	47%	42%	50%	54%	51%	50%
Middle class	3149 31%	42	119	465	599	242	151	41	53	214	357	335	192	40	24	221	53	339	2810	546	1276
		43%	31%	37%	29%	37%	33%	37%	39%	21%	30%	32%	31%	24%	25%	32%	26%	30%	31%	33%	33%
Upper class	1353 13%	18	84	345	247	122	68	21	41	61	74	68	35	16	7	116	30	196	1156	243	554
		18%	22%	27%	12%	19%	15%	18%	30%	6%	6%	7%	6%	10%	7%	17%	15%	17%	13%	14%	14%
I don't know who this person is	263 3%	5	39	39	26	10	7	3	4	12	19	19	5	6	3	31	36	33	230	32	108
		5%	10%	3%	1%	2%	1%	3%	3%	1%	2%	2%	1%	4%	3%	4%	18%	3%	3%	2%	3%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 73

Q19. Would you describe John Prescott as working class, middle class or upper class?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Working class	5473	1084	288	306	294	494	454	598	665	748	542	208
	53%	50%	46%	48%	47%	45%	50%	59%	60%	64%	64%	55%
Middle class	3149	689	205	231	224	353	296	279	327	342	204	105
	31%	32%	33%	36%	36%	32%	33%	27%	29%	29%	24%	27%
Upper class	1353	362	118	87	89	191	123	117	100	74	90	59
	13%	17%	19%	14%	14%	18%	14%	11%	9%	6%	11%	16%
I don't know who this person is	263	49	18	12	23	53	34	24	25	9	17	9
	3%	2%	3%	2%	4%	5%	4%	2%	2%	1%	2%	2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 74

Q19. Would you describe the following people as working class, middle class or upper class

Base : All respondents

	Individuals									
	Your own Father	David Cameron	Ed Miliband	Cheryl Cole	Bob Crow	Richard Branson	Alan Sugar	Wayne Rooney	Kate Middleton	John Prescott
Unweighted Base	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
Weighted Base	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
Working class	6825 67%	119 1%	508 5%	6827 67%	3619 35%	1149 11%	3461 34%	7692 75%	430 4%	5473 53%
Middle class	3146 31%	3078 30%	5895 58%	2006 20%	1096 11%	5242 51%	3672 36%	1503 15%	4323 42%	3149 31%
Upper class	115 1%	6955 68%	3354 33%	789 8%	217 2%	3681 36%	2903 28%	828 8%	4977 49%	1353 13%
I don't know who this person is	152 1%	86 1%	481 5%	615 6%	5306 52%	167 2%	203 2%	215 2%	508 5%	263 3%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 75

Q20. On a scale of 1-10 please indicate how likely are you to vote for Labour at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1 - definitely will not vote for this party	3540	1897	1643	94	307	527	716	980	916	1420	1103	429	589	282	134	395	317	269	287	175	285	293	700	403
	35%	36%	33%	18%	21%	27%	35%	40%	50%	39%	32%	33%	32%	33%	27%	30%	33%	31%	36%	35%	39%	28%	42%	41%
2	527	299	227	22	66	96	105	135	103	196	197	56	77	41	18	60	48	43	45	16	47	42	111	55
	5%	6%	5%	4%	5%	5%	5%	6%	6%	5%	6%	4%	4%	5%	4%	5%	5%	5%	6%	3%	6%	4%	7%	6%
3	612	334	278	38	88	115	116	143	112	246	220	63	84	52	18	77	56	51	42	25	59	59	107	67
	6%	6%	6%	7%	6%	6%	6%	6%	6%	7%	6%	5%	5%	6%	4%	6%	6%	6%	5%	5%	8%	6%	6%	7%
4	503	250	253	34	81	116	93	107	71	194	162	60	87	29	18	54	36	44	42	31	49	53	89	59
	5%	5%	5%	7%	6%	6%	5%	4%	4%	5%	5%	5%	5%	3%	4%	4%	4%	5%	5%	6%	7%	5%	5%	6%
5	1060	434	626	79	218	228	204	206	125	312	386	158	204	89	48	133	105	96	80	67	66	118	170	88
	10%	8%	12%	15%	15%	12%	10%	8%	7%	9%	11%	12%	11%	10%	10%	10%	11%	11%	10%	13%	9%	11%	10%	9%
6	514	233	282	37	114	119	107	87	51	168	196	69	82	67	21	68	47	42	33	17	33	57	80	49
	5%	4%	6%	7%	8%	6%	5%	4%	3%	5%	6%	5%	4%	8%	4%	5%	5%	5%	4%	3%	5%	5%	5%	5%
7	607	287	319	51	117	133	136	107	63	194	244	85	85	71	36	76	61	44	43	20	32	84	89	50
	6%	6%	6%	10%	8%	7%	7%	4%	3%	5%	7%	7%	5%	8%	7%	6%	6%	5%	5%	4%	4%	8%	5%	5%
8	716	406	310	46	133	146	151	148	92	257	255	92	111	65	51	94	75	60	40	36	50	90	91	62
	7%	8%	6%	9%	9%	8%	7%	6%	5%	7%	7%	7%	6%	8%	10%	7%	8%	7%	5%	7%	7%	9%	5%	6%
9	619	314	305	44	109	129	112	149	76	208	216	77	118	53	33	85	72	63	50	36	35	68	81	42
	6%	6%	6%	8%	8%	7%	5%	6%	4%	6%	6%	6%	6%	6%	7%	6%	7%	7%	6%	7%	5%	7%	5%	4%
10 - definitely will vote for this party	1540	749	791	77	211	316	326	369	242	436	513	206	384	113	113	268	155	155	143	78	66	179	167	102
	15%	14%	16%	15%	15%	16%	16%	15%	13%	12%	15%	16%	21%	13%	23%	20%	16%	18%	18%	15%	9%	17%	10%	10%
Mean	4.67	4.54	4.79	5.55	5.38	5.09	4.71	4.37	3.75	4.28	4.79	4.83	5.08	4.77	5.61	5.17	4.90	4.98	4.69	4.74	3.99	5.19	3.96	4.02
Standard Error	0.03	0.05	0.05	0.14	0.08	0.08	0.08	0.07	0.08	0.06	0.06	0.10	0.08	0.11	0.16	0.10	0.11	0.12	0.13	0.15	0.12	0.11	0.08	0.10
Standard Deviation	3.44	3.46	3.41	3.10	3.17	3.36	3.46	3.52	3.42	3.37	3.39	3.43	3.59	3.36	3.56	3.55	3.48	3.50	3.54	3.46	3.19	3.41	3.23	3.26

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 75

Q20. On a scale of 1-10 please indicate how likely are you to vote for Labour at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1 - definitely will not vote for this party	3540 35%	2009 63%	32 1%	517 25%	1855 71%	186 6%	484 31%	1839 72%	236 7%	436 33%	1773 71%	363 10%	377 37%	1850 67%	176 7%	358 34%	1492 30%	1869 39%	26 33%
2	527 5%	247 8%	13 1%	130 6%	203 8%	47 1%	124 8%	199 8%	62 2%	106 8%	175 7%	90 3%	91 9%	204 7%	45 2%	84 8%	197 4%	301 6%	2 2%
3	612 6%	253 8%	12 *	184 9%	186 7%	95 3%	155 10%	179 7%	117 3%	130 10%	160 6%	144 4%	98 10%	192 7%	74 3%	94 9%	249 5%	335 7%	9 11%
4	503 5%	174 5%	28 1%	147 7%	107 4%	118 4%	114 7%	104 4%	130 4%	102 8%	104 4%	150 4%	71 7%	124 4%	74 3%	66 6%	229 5%	247 5%	4 5%
5	1060 10%	258 8%	127 5%	339 16%	133 5%	321 10%	204 13%	122 5%	338 10%	172 13%	122 5%	356 10%	115 11%	162 6%	199 8%	125 12%	537 11%	447 9%	7 9%
6	514 5%	82 3%	113 5%	164 8%	51 2%	178 5%	109 7%	39 2%	185 5%	87 7%	47 2%	199 6%	57 6%	61 2%	125 5%	61 6%	250 5%	244 5%	4 5%
7	607 6%	70 2%	193 8%	180 9%	33 1%	300 9%	109 7%	22 1%	288 9%	95 7%	34 1%	314 9%	56 6%	53 2%	199 8%	76 7%	302 6%	280 6%	8 10%
8	716 7%	44 1%	336 14%	196 9%	22 1%	436 13%	108 7%	26 1%	420 12%	92 7%	27 1%	431 12%	51 5%	43 2%	308 12%	76 7%	351 7%	332 7%	6 7%
9	619 6%	21 1%	391 16%	97 5%	9 *	454 14%	46 3%	11 *	432 13%	37 3%	14 1%	419 12%	34 3%	33 1%	328 13%	41 4%	351 7%	239 5%	5 7%
10 - definitely will vote for this party	1540 15%	45 1%	1169 48%	149 7%	27 1%	1209 36%	96 6%	29 1%	1167 35%	78 6%	28 1%	1126 31%	58 6%	51 2%	968 39%	70 7%	1009 20%	465 10%	9 11%
Mean	4.67	2.25	8.60	4.65	1.89	7.62	4.08	1.86	7.40	4.00	1.92	7.02	3.71	2.18	7.62	4.07	5.22	4.12	4.66
Standard Error	0.03	0.04	0.04	0.06	0.03	0.05	0.07	0.03	0.05	0.08	0.04	0.05	0.09	0.04	0.06	0.09	0.05	0.05	0.37
Standard Deviation	3.44	2.06	1.90	2.93	1.77	2.67	2.89	1.77	2.82	2.88	1.85	3.02	2.88	2.14	2.80	3.00	3.54	3.25	3.31

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 75

Q20. On a scale of 1-10 please indicate how likely are you to vote for Labour at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1 - definitely will not vote for this party	3540 35%	21 21%	94 24%	402 32%	978 47%	83 13%	219 47%	27 24%	40 30%	587 57%	449 38%	112 11%	137 22%	69 42%	25 27%	217 31%	80 39%	385 34%	3155 35%	422 25%	1293 33%
2	527 5%	7 7%	20 5%	64 5%	103 5%	14 2%	22 5%	6 5%	2 1%	65 6%	94 8%	36 4%	36 6%	13 8%	5 5%	32 5%	9 5%	58 5%	468 5%	88 5%	211 5%
3	612 6%	9 9%	25 6%	73 6%	132 6%	20 3%	29 6%	8 7%	2 1%	69 7%	86 7%	57 6%	35 6%	13 8%	9 10%	39 6%	6 3%	61 5%	551 6%	95 6%	253 7%
4	503 5%	5 5%	21 5%	71 6%	103 5%	22 3%	24 5%	3 3%	7 5%	49 5%	69 6%	36 4%	34 5%	11 7%	3 3%	37 5%	9 4%	57 5%	446 5%	94 6%	188 5%
5	1060 10%	16 16%	60 16%	151 12%	218 11%	56 8%	39 8%	5 4%	15 11%	78 8%	133 11%	84 8%	70 11%	14 9%	13 14%	74 11%	35 17%	126 11%	934 10%	198 12%	417 11%
6	514 5%	7 7%	29 7%	77 6%	98 5%	21 3%	13 3%	9 8%	6 5%	33 3%	60 5%	57 6%	44 7%	12 7%	2 2%	35 5%	13 6%	46 4%	468 5%	91 5%	235 6%
7	607 6%	9 9%	23 6%	80 6%	83 4%	36 5%	19 4%	13 11%	16 12%	41 4%	61 5%	102 10%	53 8%	8 5%	6 7%	52 8%	6 3%	67 6%	539 6%	135 8%	253 7%
8	716 7%	4 4%	29 7%	69 5%	88 4%	53 8%	29 6%	10 9%	7 5%	32 3%	90 8%	141 14%	71 11%	10 6%	11 12%	58 8%	12 6%	77 7%	639 7%	150 9%	278 7%
9	619 6%	5 5%	25 7%	68 5%	71 3%	68 10%	16 4%	10 9%	15 11%	31 3%	53 4%	125 12%	67 11%	6 3%	6 6%	46 7%	7 3%	74 6%	545 6%	131 8%	221 6%
10 - definitely will vote for this party	1540 15%	17 17%	62 16%	218 17%	194 9%	284 43%	52 11%	24 21%	26 19%	51 5%	101 8%	281 27%	78 12%	10 6%	14 15%	100 15%	30 14%	194 17%	1347 15%	271 16%	514 13%
Mean	4.67	5.15	5.17	4.84	3.64	7.29	3.79	5.71	5.52	2.93	4.04	6.83	5.42	3.67	5.03	4.89	4.37	4.81	4.65	5.27	4.62
Standard Error	0.03	0.32	0.17	0.10	0.07	0.13	0.15	0.34	0.30	0.09	0.09	0.10	0.13	0.23	0.35	0.13	0.23	0.10	0.04	0.08	0.05
Standard Deviation	3.44	3.21	3.27	3.42	3.16	3.25	3.32	3.49	3.51	2.80	3.15	3.07	3.23	2.98	3.36	3.40	3.35	3.49	3.43	3.35	3.35

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 75

Q20. On a scale of 1-10 please indicate how likely are you to vote for Labour at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Total	Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to
		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1 - definitely will not vote for this party	3540 35%	415 19%	112 18%	125 20%	116 18%	274 25%	247 27%	361 35%	547 49%	714 61%	629 74%	140 37%
2	527 5%	47 2%	18 3%	16 2%	28 5%	57 5%	60 7%	66 6%	97 9%	91 8%	46 5%	16 4%
3	612 6%	50 2%	32 5%	24 4%	37 6%	80 7%	71 8%	96 9%	92 8%	83 7%	47 6%	30 8%
4	503 5%	49 2%	16 3%	25 4%	18 3%	65 6%	72 8%	94 9%	66 6%	72 6%	26 3%	22 6%
5	1060 10%	165 8%	59 9%	66 10%	78 12%	174 16%	126 14%	125 12%	127 11%	93 8%	46 5%	51 13%
6	514 5%	73 3%	31 5%	45 7%	53 8%	66 6%	78 9%	64 6%	50 4%	40 3%	14 2%	17 5%
7	607 6%	133 6%	52 8%	56 9%	60 10%	86 8%	64 7%	65 6%	49 4%	29 2%	12 1%	24 6%
8	716 7%	206 9%	69 11%	69 11%	84 13%	95 9%	70 8%	61 6%	37 3%	16 1%	7 1%	34 9%
9	619 6%	221 10%	66 11%	78 12%	58 9%	70 6%	46 5%	38 4%	24 2%	15 1%	3 *	16 4%
10 - definitely will vote for this party	1540 15%	825 38%	174 28%	131 21%	98 16%	123 11%	72 8%	47 5%	27 2%	20 2%	23 3%	31 8%
Mean	4.67	6.84	6.42	6.12	5.81	4.93	4.53	3.86	3.00	2.39	1.97	4.20
Standard Error	0.03	0.08	0.14	0.13	0.13	0.09	0.10	0.09	0.07	0.06	0.07	0.16
Standard Deviation	3.44	3.49	3.36	3.30	3.16	3.14	3.00	2.84	2.54	2.20	2.06	3.13

General Public
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Table 76

Q20. On a scale of 1-10 please indicate how likely are you to vote for Conservative at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1 - definitely will not vote for this party	3603	1739	1864	167	474	776	835	846	505	1011	1198	524	869	434	207	536	362	292	280	199	198	323	489	283
	35%	33%	37%	32%	33%	40%	40%	35%	27%	28%	34%	40%	48%	50%	42%	41%	37%	34%	35%	40%	27%	31%	29%	29%
2	530	272	257	39	99	103	115	118	56	173	208	59	89	50	26	75	53	40	41	20	37	78	61	49
	5%	5%	5%	8%	7%	5%	6%	5%	3%	5%	6%	5%	5%	6%	5%	6%	5%	5%	5%	4%	5%	8%	4%	5%
3	546	277	269	44	96	101	105	126	74	173	211	75	88	44	26	55	62	44	36	23	34	56	101	64
	5%	5%	5%	8%	7%	5%	5%	5%	4%	5%	6%	6%	5%	5%	5%	4%	6%	5%	5%	5%	5%	5%	6%	7%
4	433	204	229	42	88	90	91	86	36	138	149	62	84	37	19	42	34	44	30	30	37	52	58	49
	4%	4%	5%	8%	6%	5%	4%	4%	2%	4%	4%	5%	5%	4%	4%	3%	4%	5%	4%	6%	5%	5%	3%	5%
5	982	413	569	70	192	222	176	192	130	313	362	133	174	78	47	126	92	91	83	51	75	98	159	82
	10%	8%	11%	13%	13%	12%	9%	8%	7%	9%	10%	10%	10%	9%	10%	10%	10%	10%	10%	10%	10%	9%	9%	8%
6	532	249	283	34	106	98	107	101	86	190	195	66	81	38	21	67	48	47	46	24	32	60	92	57
	5%	5%	6%	7%	7%	5%	5%	4%	5%	5%	6%	5%	4%	4%	4%	5%	5%	5%	6%	5%	4%	6%	5%	6%
7	646	359	287	28	103	122	130	146	118	250	235	70	91	34	25	69	76	59	45	31	46	61	137	63
	6%	7%	6%	5%	7%	6%	6%	6%	6%	7%	7%	5%	5%	4%	5%	5%	8%	7%	6%	6%	6%	6%	8%	6%
8	904	504	400	38	118	161	146	240	202	407	295	98	105	57	40	103	84	73	73	40	71	98	173	91
	9%	10%	8%	7%	8%	8%	7%	10%	11%	11%	8%	8%	6%	7%	8%	8%	9%	8%	9%	8%	10%	9%	10%	9%
9	703	404	299	19	79	104	124	175	201	324	246	57	75	24	29	76	55	59	60	25	63	92	147	73
	7%	8%	6%	4%	5%	5%	6%	7%	11%	9%	7%	4%	4%	3%	6%	6%	6%	7%	7%	5%	9%	9%	9%	7%
10 - definitely will vote for this party	1359	782	577	39	89	148	238	402	442	651	391	151	165	65	51	161	106	117	111	59	129	124	268	168
	13%	15%	11%	7%	6%	8%	12%	17%	24%	18%	11%	12%	9%	8%	10%	12%	11%	14%	14%	12%	18%	12%	16%	17%
Mean	4.67	4.90	4.43	4.15	4.28	4.10	4.28	4.90	5.85	5.39	4.57	4.22	3.74	3.47	4.15	4.32	4.42	4.76	4.76	4.34	5.31	4.79	5.25	5.13
Standard Error	0.03	0.05	0.05	0.13	0.08	0.07	0.07	0.07	0.08	0.06	0.06	0.09	0.08	0.11	0.15	0.10	0.11	0.12	0.12	0.15	0.13	0.11	0.08	0.11
Standard Deviation	3.43	3.50	3.34	2.99	3.03	3.20	3.39	3.56	3.62	3.49	3.34	3.34	3.23	3.11	3.36	3.43	3.34	3.40	3.45	3.36	3.47	3.38	3.44	3.47

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 76

Q20. On a scale of 1-10 please indicate how likely are you to vote for Conservative at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1 - definitely will not vote for this party	3603 35%	78 2%	1568 65%	830 39%	61 2%	1867 56%	586 38%	72 3%	1866 55%	503 38%	84 3%	1942 54%	372 37%	120 4%	1616 65%	400 38%	2181 44%	1236 26%	13 17%
2	530 5%	18 1%	190 8%	170 8%	19 1%	246 7%	122 8%	19 1%	245 7%	96 7%	20 1%	249 7%	73 7%	36 1%	175 7%	82 8%	265 5%	237 5%	1 1%
3	546 5%	33 1%	144 6%	203 10%	32 1%	201 6%	146 9%	34 1%	213 6%	120 9%	38 2%	227 6%	88 9%	49 2%	145 6%	91 9%	276 6%	240 5%	3 4%
4	433 4%	38 1%	114 5%	137 6%	36 1%	146 4%	100 6%	28 1%	147 4%	88 7%	31 1%	153 4%	67 7%	44 2%	101 4%	70 7%	225 5%	188 4%	4 5%
5	982 10%	202 6%	165 7%	274 13%	135 5%	283 8%	177 11%	138 5%	282 8%	155 12%	151 6%	272 8%	118 12%	193 7%	165 7%	116 11%	511 10%	415 9%	4 5%
6	532 5%	149 5%	79 3%	147 7%	115 4%	154 5%	97 6%	114 4%	145 4%	92 7%	97 4%	161 4%	73 7%	147 5%	73 3%	70 7%	250 5%	250 5%	9 11%
7	646 6%	312 10%	54 2%	148 7%	219 8%	144 4%	122 8%	197 8%	161 5%	96 7%	203 8%	190 5%	67 7%	250 9%	70 3%	67 6%	257 5%	357 7%	8 10%
8	904 9%	602 19%	51 2%	115 5%	444 17%	147 4%	108 7%	442 17%	153 5%	92 7%	400 16%	196 5%	77 8%	440 16%	77 3%	85 8%	296 6%	566 12%	8 10%
9	703 7%	568 18%	21 1%	53 3%	469 18%	71 2%	47 3%	449 17%	78 2%	50 4%	431 17%	90 3%	40 4%	453 16%	33 1%	32 3%	219 4%	453 10%	10 12%
10 - definitely will vote for this party	1359 13%	1203 38%	27 1%	27 1%	1097 42%	86 3%	45 3%	1076 42%	86 3%	43 3%	1025 41%	111 3%	33 3%	1042 38%	40 2%	38 4%	485 10%	819 17%	20 25%
Mean	4.67	8.25	2.23	3.46	8.37	2.86	3.70	8.33	2.90	3.76	8.24	3.03	3.82	7.98	2.36	3.74	3.92	5.47	6.53
Standard Error	0.03	0.04	0.05	0.05	0.04	0.05	0.07	0.04	0.05	0.07	0.04	0.05	0.09	0.05	0.05	0.08	0.05	0.05	0.36
Standard Deviation	3.43	2.08	2.11	2.59	2.08	2.62	2.78	2.15	2.65	2.82	2.26	2.76	2.84	2.42	2.31	2.84	3.25	3.45	3.23

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 76

Q20. On a scale of 1-10 please indicate how likely are you to vote for Conservative at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1 - definitely will not vote for this party	3603 35%	35 36%	144 37%	462 36%	416 20%	453 69%	124 27%	78 70%	74 55%	129 12%	257 21%	652 63%	279 45%	26 15%	55 59%	311 45%	108 52%	413 36%	3190 35%	680 41%	1232 32%
2	530 5%	6 6%	32 8%	47 4%	68 3%	33 5%	15 3%	10 9%	9 6%	24 2%	66 6%	99 10%	51 8%	10 6%	6 7%	44 6%	10 5%	77 7%	452 5%	93 6%	209 5%
3	546 5%	3 3%	21 5%	57 4%	99 5%	26 4%	28 6%	2 2%	1 1%	53 5%	70 6%	65 6%	52 8%	10 6%	6 6%	41 6%	12 6%	69 6%	477 5%	108 6%	211 5%
4	433 4%	3 3%	24 6%	71 6%	72 3%	21 3%	21 4%	5 5%	5 4%	31 3%	61 5%	38 4%	27 4%	4 3%	2 2%	39 6%	7 4%	44 4%	389 4%	82 5%	189 5%
5	982 10%	11 11%	63 16%	164 13%	236 11%	43 7%	38 8%	4 3%	14 10%	69 7%	104 9%	47 5%	60 10%	19 12%	7 8%	77 11%	26 12%	121 11%	861 9%	176 11%	382 10%
6	532 5%	10 10%	25 6%	69 5%	145 7%	17 3%	19 4%	2 2%	8 6%	55 5%	77 6%	27 3%	30 5%	7 4%	1 1%	32 5%	8 4%	55 5%	477 5%	96 6%	231 6%
7	646 6%	10 11%	24 6%	81 6%	139 7%	18 3%	35 8%	2 2%	4 3%	95 9%	111 9%	35 3%	36 6%	20 12%	5 5%	30 4%	1 *	57 5%	589 6%	108 6%	258 7%
8	904 9%	6 6%	19 5%	112 9%	232 11%	11 2%	59 13%	2 2%	6 4%	156 15%	160 13%	25 2%	39 6%	22 13%	3 3%	42 6%	11 5%	76 7%	828 9%	113 7%	384 10%
9	703 7%	8 8%	18 5%	67 5%	214 10%	9 1%	37 8%	3 2%	5 4%	132 13%	112 9%	24 2%	22 3%	18 11%	4 4%	26 4%	4 2%	63 5%	640 7%	91 5%	277 7%
10 - definitely will vote for this party	1359 13%	7 7%	19 5%	143 11%	447 22%	25 4%	87 19%	5 4%	10 8%	291 28%	179 15%	18 2%	28 4%	30 18%	4 4%	47 7%	19 9%	171 15%	1188 13%	129 8%	490 13%
Mean	4.67	4.48	3.87	4.51	6.00	2.35	5.50	2.29	3.35	6.90	5.58	2.37	3.47	6.06	2.88	3.63	3.35	4.51	4.69	4.02	4.82
Standard Error	0.03	0.32	0.15	0.09	0.07	0.10	0.16	0.24	0.27	0.09	0.09	0.07	0.12	0.25	0.30	0.12	0.22	0.10	0.04	0.08	0.05
Standard Deviation	3.43	3.21	2.90	3.30	3.34	2.48	3.48	2.54	3.13	3.11	3.28	2.35	2.91	3.19	2.85	3.05	3.09	3.45	3.43	3.17	3.37

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 76

Q20. On a scale of 1-10 please indicate how likely are you to vote for Conservative at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1 - definitely will not vote for this party	3603 35%	1843 84%	417 66%	341 54%	270 43%	338 31%	177 19%	96 9%	63 6%	29 2%	30 3%	67 18%
2	530 5%	115 5%	53 8%	74 12%	71 11%	110 10%	47 5%	22 2%	23 2%	10 1%	5 1%	15 4%
3	546 5%	74 3%	51 8%	61 10%	86 14%	92 8%	82 9%	50 5%	34 3%	11 1%	5 1%	25 7%
4	433 4%	36 2%	31 5%	37 6%	51 8%	96 9%	62 7%	62 6%	34 3%	18 2%	5 1%	33 9%
5	982 10%	71 3%	43 7%	64 10%	66 10%	208 19%	158 17%	162 16%	106 10%	81 7%	24 3%	89 23%
6	532 5%	8 *	16 3%	17 3%	33 5%	80 7%	106 12%	120 12%	81 7%	55 5%	16 2%	46 12%
7	646 6%	5 *	12 2%	13 2%	22 4%	63 6%	90 10%	132 13%	156 14%	109 9%	44 5%	53 14%
8	904 9%	6 *	2 *	8 1%	13 2%	59 5%	96 11%	170 17%	238 21%	211 18%	101 12%	36 10%
9	703 7%	4 *	2 *	6 1%	5 1%	16 2%	41 4%	100 10%	149 13%	247 21%	133 16%	11 3%
10 - definitely will vote for this party	1359 13%	23 1%	3 1%	15 2%	11 2%	29 3%	50 5%	103 10%	233 21%	402 34%	490 57%	6 2%
Mean	4.67	1.46	2.00	2.51	2.90	3.75	4.90	6.18	7.19	8.17	8.80	4.83
Standard Error	0.03	0.03	0.07	0.09	0.09	0.08	0.09	0.08	0.07	0.06	0.07	0.12
Standard Deviation	3.43	1.38	1.75	2.19	2.25	2.54	2.75	2.61	2.52	2.11	2.09	2.42

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 77

Q20. On a scale of 1-10 please indicate how likely are you to vote for Liberal Democrat at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1 - definitely will not vote for this party	3903	2101	1802	147	432	712	851	995	766	1232	1224	576	870	400	215	551	397	338	326	206	247	352	563	308
	38%	40%	36%	28%	30%	37%	41%	41%	41%	34%	35%	44%	48%	46%	44%	42%	41%	39%	40%	41%	34%	34%	33%	31%
2	690	382	307	37	93	134	142	169	114	262	234	88	105	64	33	89	54	59	54	40	45	81	109	62
	7%	7%	6%	7%	6%	7%	7%	7%	6%	7%	7%	7%	6%	7%	7%	7%	6%	7%	7%	8%	6%	8%	6%	6%
3	784	434	350	42	113	170	153	175	131	292	285	95	112	73	37	88	62	51	66	32	65	78	146	86
	8%	8%	7%	8%	8%	9%	7%	7%	7%	8%	8%	7%	6%	9%	8%	7%	6%	6%	8%	6%	9%	7%	9%	9%
4	651	329	322	42	108	118	144	130	108	234	233	77	107	54	23	75	67	61	51	23	43	81	95	78
	6%	6%	6%	8%	7%	6%	7%	5%	6%	6%	7%	6%	6%	6%	5%	6%	7%	7%	6%	5%	6%	8%	6%	8%
5	1457	677	780	91	247	294	270	330	225	507	522	181	246	100	56	170	150	139	106	82	109	155	255	135
	14%	13%	15%	18%	17%	15%	13%	14%	12%	14%	15%	14%	14%	12%	11%	13%	15%	16%	13%	16%	15%	15%	15%	14%
6	798	384	414	53	123	159	153	174	136	299	301	87	111	43	37	105	76	62	54	38	75	88	146	75
	8%	7%	8%	10%	8%	8%	7%	7%	7%	8%	9%	7%	6%	5%	8%	8%	8%	7%	7%	8%	10%	8%	9%	8%
7	696	318	378	34	126	144	142	122	129	264	270	68	94	47	32	83	66	50	48	32	49	65	130	93
	7%	6%	8%	6%	9%	7%	7%	5%	7%	7%	8%	5%	5%	5%	6%	6%	7%	6%	6%	6%	7%	6%	8%	10%
8	621	300	320	32	111	117	99	157	105	270	217	58	76	45	20	64	48	56	50	26	50	79	118	66
	6%	6%	6%	6%	8%	6%	5%	6%	6%	7%	6%	4%	4%	5%	4%	5%	5%	6%	6%	5%	7%	8%	7%	7%
9	327	135	192	16	55	45	53	90	69	143	111	36	38	17	17	31	26	31	23	13	22	36	71	40
	3%	3%	4%	3%	4%	2%	3%	4%	4%	4%	3%	3%	2%	2%	3%	2%	3%	4%	3%	3%	3%	3%	4%	4%
10 - definitely will vote for this party	312	142	169	26	37	34	59	89	67	128	94	29	61	17	21	55	27	19	28	9	17	28	54	36
	3%	3%	3%	5%	3%	2%	3%	4%	4%	4%	3%	2%	3%	2%	4%	4%	3%	2%	4%	2%	2%	3%	3%	4%
Mean	3.73	3.54	3.93	4.20	4.15	3.67	3.53	3.65	3.67	3.99	3.86	3.34	3.27	3.18	3.53	3.58	3.61	3.68	3.62	3.50	3.89	3.90	4.02	4.11
Standard Error	0.03	0.04	0.04	0.12	0.07	0.06	0.06	0.06	0.07	0.05	0.05	0.07	0.06	0.09	0.13	0.08	0.09	0.09	0.10	0.12	0.10	0.09	0.07	0.09
Standard Deviation	2.76	2.71	2.81	2.76	2.72	2.63	2.70	2.84	2.85	2.83	2.73	2.64	2.70	2.60	2.86	2.80	2.71	2.73	2.78	2.65	2.70	2.74	2.80	2.81

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 77

Q20. On a scale of 1-10 please indicate how likely are you to vote for Liberal Democrat at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1 - definitely will not vote for this party	3903 38%	1139 36%	1321 55%	321 15%	1011 38%	1607 48%	209 13%	989 38%	1621 48%	173 13%	948 38%	1694 47%	127 13%	1041 38%	1332 53%	152 14%	2203 44%	1514 32%	17 22%
2	690 7%	220 7%	215 9%	74 4%	179 7%	285 9%	48 3%	175 7%	287 8%	36 3%	160 6%	283 8%	22 2%	187 7%	188 8%	35 3%	352 7%	303 6%	6 7%
3	784 8%	280 9%	188 8%	117 6%	231 9%	266 8%	79 5%	215 8%	273 8%	53 4%	204 8%	286 8%	37 4%	232 8%	188 8%	61 6%	377 8%	372 8%	4 5%
4	651 6%	233 7%	155 6%	95 5%	169 6%	208 6%	78 5%	173 7%	213 6%	60 5%	157 6%	230 6%	42 4%	183 7%	139 6%	50 5%	300 6%	320 7%	3 3%
5	1457 14%	535 17%	242 10%	293 14%	409 16%	405 12%	190 12%	393 15%	406 12%	160 12%	380 15%	436 12%	129 13%	420 15%	272 11%	127 12%	697 14%	678 14%	9 11%
6	798 8%	313 10%	120 5%	201 10%	236 9%	196 6%	159 10%	224 9%	196 6%	139 10%	218 9%	218 6%	97 10%	244 9%	123 5%	107 10%	328 7%	437 9%	5 6%
7	696 7%	235 7%	81 3%	265 13%	174 7%	151 5%	208 13%	166 6%	166 5%	183 14%	172 7%	171 5%	141 14%	192 7%	101 4%	130 12%	277 6%	386 8%	12 15%
8	621 6%	158 5%	46 2%	320 15%	127 5%	122 4%	241 16%	144 6%	127 4%	207 15%	144 6%	157 4%	147 15%	158 6%	86 3%	140 13%	195 4%	393 8%	7 9%
9	327 3%	73 2%	15 1%	205 10%	66 2%	63 2%	155 10%	63 2%	55 2%	144 11%	68 3%	69 2%	110 11%	86 3%	35 1%	104 10%	124 2%	188 4%	8 10%
10 - definitely will vote for this party	312 3%	17 1%	28 1%	212 10%	24 1%	41 1%	184 12%	28 1%	32 1%	179 13%	32 1%	47 1%	156 15%	31 1%	33 1%	147 14%	113 2%	169 4%	9 11%
Mean	3.73	3.63	2.58	5.83	3.53	3.00	6.05	3.56	2.98	6.23	3.63	3.08	6.34	3.64	2.79	6.00	3.31	4.15	5.38
Standard Error	0.03	0.04	0.05	0.06	0.05	0.04	0.07	0.05	0.04	0.08	0.05	0.04	0.09	0.05	0.05	0.09	0.04	0.04	0.36
Standard Deviation	2.76	2.49	2.20	2.90	2.54	2.45	2.86	2.57	2.42	2.86	2.62	2.50	2.86	2.61	2.40	2.96	2.62	2.83	3.19

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 77

Q20. On a scale of 1-10 please indicate how likely are you to vote for Liberal Democrat at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1 - definitely will not vote for this party	3903 38%	26 26%	125 32%	543 43%	758 37%	367 56%	188 41%	70 62%	72 53%	373 36%	327 27%	413 40%	185 30%	48 29%	41 44%	265 39%	101 49%	464 40%	3439 38%	617 37%	1330 34%
2	690 7%	7 7%	28 7%	80 6%	136 7%	47 7%	31 7%	9 8%	10 7%	65 6%	84 7%	75 7%	41 7%	11 7%	8 8%	46 7%	12 6%	83 7%	606 7%	128 8%	278 7%
3	784 8%	6 6%	38 10%	98 8%	155 7%	33 5%	38 8%	4 4%	6 4%	85 8%	102 9%	87 8%	48 8%	22 13%	9 9%	46 7%	9 5%	81 7%	703 8%	129 8%	322 8%
4	651 6%	6 7%	23 6%	88 7%	135 7%	27 4%	27 6%	10 9%	3 2%	72 7%	82 7%	61 6%	40 6%	9 5%	5 5%	50 7%	12 6%	63 6%	588 6%	125 7%	235 6%
5	1457 14%	20 20%	67 17%	197 15%	326 16%	70 11%	52 11%	5 5%	13 9%	141 14%	198 17%	115 11%	83 13%	25 15%	10 11%	100 15%	34 16%	171 15%	1286 14%	242 14%	589 15%
6	798 8%	10 10%	31 8%	87 7%	183 9%	30 5%	27 6%	7 6%	13 10%	100 10%	118 10%	61 6%	52 8%	15 9%	4 4%	50 7%	9 4%	89 8%	709 8%	133 8%	339 9%
7	696 7%	9 9%	27 7%	75 6%	169 8%	32 5%	34 7%	3 2%	5 4%	72 7%	93 8%	67 6%	42 7%	12 7%	5 6%	40 6%	10 5%	66 6%	630 7%	102 6%	301 8%
8	621 6%	9 9%	25 7%	45 3%	104 5%	16 2%	30 7%	2 2%	6 4%	69 7%	108 9%	70 7%	63 10%	14 8%	5 5%	48 7%	8 4%	52 5%	569 6%	95 6%	251 7%
9	327 3%	4 4%	8 2%	32 3%	65 3%	12 2%	16 3%	- 1%	3 2%	29 3%	54 4%	44 4%	30 5%	5 3%	4 4%	19 3%	4 2%	36 3%	292 3%	54 3%	107 3%
10 - definitely will vote for this party	312 3%	2 2%	16 4%	30 2%	38 2%	22 3%	19 4%	1 1%	6 5%	31 3%	31 3%	36 4%	40 6%	6 4%	3 3%	22 3%	8 4%	41 4%	271 3%	51 3%	110 3%
Mean	3.73	4.36	3.95	3.39	3.74	2.86	3.70	2.31	3.18	3.84	4.29	3.69	4.43	4.12	3.37	3.72	3.25	3.60	3.75	3.72	3.87
Standard Error	0.03	0.27	0.14	0.07	0.06	0.11	0.13	0.20	0.25	0.08	0.08	0.09	0.12	0.21	0.29	0.11	0.19	0.08	0.03	0.07	0.04
Standard Deviation	2.76	2.67	2.74	2.61	2.66	2.62	2.89	2.07	2.85	2.75	2.74	2.87	3.00	2.76	2.78	2.77	2.73	2.76	2.76	2.73	2.72

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 77

Q20. On a scale of 1-10 please indicate how likely are you to vote for Liberal Democrat at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1 - definitely will not vote for this party	3903 38%	1461 67%	309 49%	252 40%	201 32%	308 28%	216 24%	201 20%	269 24%	334 28%	352 41%	148 39%
2	690 7%	164 8%	57 9%	47 7%	53 8%	72 7%	55 6%	58 6%	61 5%	80 7%	42 5%	31 8%
3	784 8%	132 6%	54 9%	62 10%	59 9%	86 8%	80 9%	91 9%	78 7%	97 8%	45 5%	23 6%
4	651 6%	68 3%	43 7%	46 7%	53 8%	84 8%	73 8%	88 9%	79 7%	74 6%	42 5%	29 8%
5	1457 14%	155 7%	83 13%	96 15%	84 13%	218 20%	153 17%	168 16%	205 18%	175 15%	122 14%	56 15%
6	798 8%	49 2%	25 4%	32 5%	53 8%	90 8%	103 11%	133 13%	131 12%	125 11%	56 7%	37 10%
7	696 7%	37 2%	23 4%	36 6%	36 6%	74 7%	81 9%	109 11%	112 10%	116 10%	73 9%	16 4%
8	621 6%	54 2%	13 2%	32 5%	41 7%	72 7%	68 8%	91 9%	97 9%	94 8%	59 7%	27 7%
9	327 3%	26 1%	8 1%	15 2%	23 4%	37 3%	44 5%	40 4%	45 4%	54 5%	36 4%	10 3%
10 - definitely will vote for this party	312 3%	37 2%	14 2%	18 3%	27 4%	49 5%	34 4%	40 4%	42 4%	25 2%	26 3%	5 1%
Mean	3.73	2.21	2.85	3.48	3.95	4.22	4.50	4.74	4.59	4.27	3.82	3.57
Standard Error	0.03	0.05	0.10	0.11	0.11	0.08	0.09	0.08	0.08	0.08	0.10	0.13
Standard Deviation	2.76	2.19	2.36	2.64	2.79	2.74	2.72	2.65	2.72	2.74	2.89	2.62

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 78

Q20. On a scale of 1-10 please indicate how likely are you to vote for SNP at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All Scottish respondents

	Gender		Age						SEG				Region												
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	852	460	392	43	121	180	169	194	145	268	311	131	142	852	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	861	459	403	45	122	186	170	194	144	267	316	134	145	861	-	-	-	-	-	-	-	-	-	-	-
1 - definitely will not vote for this party	298	167	131	18	44	61	46	78	51	104	105	35	53	298	-	-	-	-	-	-	-	-	-	-	-
	35%	36%	32%	40%	36%	33%	27%	40%	35%	39%	33%	27%	37%	35%	-	-	-	-	-	-	-	-	-	-	-
2	38	16	23	-	6	10	10	4	8	14	17	5	2	38	-	-	-	-	-	-	-	-	-	-	-
	4%	3%	6%	-	5%	5%	6%	2%	6%	5%	6%	4%	1%	4%	-	-	-	-	-	-	-	-	-	-	-
3	38	21	16	1	5	9	8	9	6	13	15	7	3	38	-	-	-	-	-	-	-	-	-	-	-
	4%	5%	4%	2%	5%	5%	4%	5%	4%	5%	5%	5%	2%	4%	-	-	-	-	-	-	-	-	-	-	-
4	32	22	11	4	2	7	8	4	8	15	11	3	5	32	-	-	-	-	-	-	-	-	-	-	-
	4%	5%	3%	9%	2%	4%	4%	2%	5%	6%	3%	2%	3%	4%	-	-	-	-	-	-	-	-	-	-	-
5	85	36	50	6	12	26	18	14	9	23	36	9	17	85	-	-	-	-	-	-	-	-	-	-	-
	10%	8%	12%	14%	10%	14%	11%	7%	6%	9%	11%	7%	12%	10%	-	-	-	-	-	-	-	-	-	-	-
6	58	34	24	4	9	9	13	17	7	14	25	9	11	58	-	-	-	-	-	-	-	-	-	-	-
	7%	7%	6%	9%	7%	5%	7%	9%	5%	5%	8%	7%	7%	7%	-	-	-	-	-	-	-	-	-	-	-
7	59	33	26	4	11	13	12	13	5	13	25	13	8	59	-	-	-	-	-	-	-	-	-	-	-
	7%	7%	7%	10%	9%	7%	7%	7%	3%	5%	8%	9%	6%	7%	-	-	-	-	-	-	-	-	-	-	-
8	76	37	39	1	14	14	17	21	9	19	26	23	9	76	-	-	-	-	-	-	-	-	-	-	-
	9%	8%	10%	2%	11%	7%	10%	11%	6%	7%	8%	17%	6%	9%	-	-	-	-	-	-	-	-	-	-	-
9	50	21	29	2	6	11	14	9	8	18	20	7	6	50	-	-	-	-	-	-	-	-	-	-	-
	6%	5%	7%	5%	5%	6%	8%	5%	5%	7%	6%	5%	4%	6%	-	-	-	-	-	-	-	-	-	-	-
10 - definitely will vote for this party	126	73	54	4	12	26	25	25	34	36	36	23	31	126	-	-	-	-	-	-	-	-	-	-	-
	15%	16%	13%	9%	10%	14%	15%	13%	24%	13%	12%	18%	21%	15%	-	-	-	-	-	-	-	-	-	-	-
Mean	4.79	4.73	4.86	4.31	4.58	4.76	5.20	4.58	4.98	4.42	4.69	5.54	5.03	4.79	-	-	-	-	-	-	-	-	-	-	-
Standard Error	0.12	0.16	0.17	0.49	0.30	0.25	0.26	0.25	0.31	0.21	0.19	0.30	0.30	0.12	-	-	-	-	-	-	-	-	-	-	-
Standard Deviation	3.44	3.48	3.40	3.18	3.33	3.38	3.37	3.46	3.75	3.45	3.31	3.43	3.62	3.44	-	-	-	-	-	-	-	-	-	-	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 78

Q20. On a scale of 1-10 please indicate how likely are you to vote for SNP at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All Scottish respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	852	147	188	150	111	234	109	118	238	100	118	262	71	153	204	64	436	372	2
Weighted Base	861	141	241	130	106	267	101	113	265	94	113	288	68	148	227	61	451	367	3
1 - definitely will not vote for this party	298	85	97	42	70	103	36	75	94	32	73	100	27	83	81	20	148	132	-
	35%	61%	40%	32%	66%	39%	35%	66%	36%	34%	65%	35%	40%	56%	36%	33%	33%	36%	-
2	38	14	10	7	7	12	7	8	11	7	8	12	5	11	10	3	18	18	-
	4%	10%	4%	5%	6%	5%	7%	7%	4%	8%	7%	4%	7%	7%	4%	4%	4%	5%	-
3	38	5	14	11	2	17	10	1	19	7	1	20	4	2	14	4	20	15	-
	4%	3%	6%	9%	2%	6%	10%	1%	7%	7%	1%	7%	6%	2%	6%	6%	4%	4%	-
4	32	6	13	7	8	13	2	5	13	3	5	12	5	5	7	7	18	14	-
	4%	4%	5%	5%	7%	5%	2%	4%	5%	3%	4%	4%	8%	3%	3%	11%	4%	4%	-
5	85	11	32	16	7	35	10	7	32	8	8	38	2	8	25	6	47	33	1
	10%	7%	13%	12%	6%	13%	10%	6%	12%	8%	7%	13%	3%	5%	11%	9%	10%	9%	50%
6	58	9	22	11	4	30	7	5	27	6	4	30	3	10	23	1	33	24	-
	7%	6%	9%	9%	4%	11%	7%	4%	10%	6%	3%	11%	4%	6%	10%	1%	7%	7%	-
7	59	3	19	12	2	16	11	2	18	11	2	21	5	9	17	5	26	30	-
	7%	2%	8%	9%	2%	6%	11%	2%	7%	12%	2%	7%	8%	6%	7%	9%	6%	8%	-
8	76	6	17	16	5	18	11	7	25	10	6	26	8	9	24	10	44	30	-
	9%	4%	7%	12%	4%	7%	11%	6%	10%	10%	5%	9%	12%	6%	11%	16%	10%	8%	-
9	50	3	10	7	2	10	5	3	14	6	2	15	5	4	13	2	29	19	1
	6%	2%	4%	5%	2%	4%	5%	2%	5%	6%	2%	5%	7%	3%	6%	3%	6%	5%	50%
10 - definitely will vote for this party	126	-	6	2	1	12	3	3	12	5	6	12	4	8	14	5	69	51	-
	15%	-	3%	1%	1%	4%	3%	2%	4%	5%	5%	4%	5%	6%	6%	7%	15%	14%	-
Mean	4.79	2.47	3.85	4.25	2.37	3.95	4.09	2.58	4.21	4.33	2.67	4.25	4.08	3.23	4.40	4.49	4.93	4.67	7.00
Standard Error	0.12	0.19	0.21	0.23	0.22	0.19	0.28	0.24	0.19	0.31	0.26	0.18	0.39	0.25	0.22	0.40	0.16	0.18	1.81
Standard Deviation	3.44	2.29	2.87	2.87	2.33	2.92	2.97	2.65	3.00	3.14	2.78	2.97	3.25	3.05	3.14	3.18	3.44	3.43	2.56

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 78

Q20. On a scale of 1-10 please indicate how likely are you to vote for SNP at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All Scottish respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	852	1	28	103	117	14	36	101	13	47	77	62	37	9	80	94	33	81	771	159	308
Weighted Base	861	1	29	107	115	15	36	106	13	46	75	62	36	9	82	96	34	81	780	162	313
1 - definitely will not vote for this party	298 35%	-	10	42	48	6	12	24	5	25	32	19	12	5	19	29	9	32	265	47	104
2	38 4%	-	3	4	8	-	1	3	-	3	2	4	2	-	4	3	1	6	32	8	17
3	38 4%	-	-	1	3	-	3	7	-	1	4	8	-	2	2	4	3	2	36	9	16
4	32 4%	-	3	4	2	-	4	4	2	1	3	2	-	-	3	5	1	3	30	4	10
5	85 10%	-	4	5	9	2	2	15	1	6	7	6	6	1	5	12	6	8	77	21	34
6	58 7%	-	-	10	6	2	2	7	3	1	5	5	4	-	8	5	-	7	51	15	24
7	59 7%	-	-	6	9	-	4	8	1	2	4	5	2	-	4	12	2	3	57	12	27
8	76 9%	-	4	11	10	2	2	8	-	2	9	5	3	-	11	6	3	4	72	16	27
9	50 6%	-	2	6	7	2	1	4	-	2	4	7	-	-	8	8	1	3	47	8	19
10 - definitely will vote for this party	126 15%	1	4	17	15	-	5	25	1	4	6	2	8	1	19	12	8	14	113	23	35
Mean	4.79	10.00	4.51	4.76	4.41	4.45	4.60	5.60	3.98	3.32	4.21	4.42	5.00	2.80	5.94	5.04	5.23	4.40	4.83	4.99	4.69
Standard Error	0.12	-	0.66	0.35	0.33	0.88	0.55	0.34	0.82	0.46	0.38	0.39	0.59	0.99	0.39	0.34	0.61	0.39	0.12	0.26	0.19
Standard Deviation	3.44	-	3.50	3.59	3.53	3.30	3.29	3.41	2.96	3.19	3.31	3.07	3.56	2.98	3.49	3.33	3.53	3.54	3.43	3.31	3.31

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 78

Q20. On a scale of 1-10 please indicate how likely are you to vote for SNP at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All Scottish respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	852	237	53	66	63	107	55	77	69	74	51	19
Weighted Base	861	248	55	67	67	109	53	76	67	71	49	18
1 - definitely will not vote for this party	298 35%	77 31%	20 37%	20 29%	24 35%	28 26%	16 29%	27 36%	30 44%	29 42%	27 55%	5 26%
2	38 4%	5 2%	2 3%	3 5%	4 5%	4 3%	2 4%	5 7%	5 7%	7 9%	2 4%	4 21%
3	38 4%	11 5%	4 8%	1 1%	4 6%	1 1%	3 5%	5 6%	- -	9 12%	- -	- -
4	32 4%	7 3%	- -	8 11%	1 2%	7 7%	3 6%	1 1%	2 3%	1 1%	3 6%	1 5%
5	85 10%	24 10%	4 8%	6 9%	5 7%	21 19%	5 10%	4 6%	6 9%	5 7%	5 10%	2 11%
6	58 7%	12 5%	1 2%	6 9%	6 9%	8 7%	4 8%	9 11%	4 7%	4 5%	4 9%	2 11%
7	59 7%	17 7%	3 6%	4 6%	4 7%	6 5%	7 13%	10 13%	5 7%	3 4%	- -	1 5%
8	76 9%	24 10%	7 12%	2 3%	10 15%	11 10%	5 9%	4 5%	3 5%	6 8%	6 11%	2 11%
9	50 6%	16 7%	3 5%	5 7%	4 6%	9 8%	3 5%	6 8%	3 4%	1 1%	1 2%	2 11%
10 - definitely will vote for this party	126 15%	53 21%	11 19%	12 18%	6 8%	15 14%	6 12%	10 7%	10 14%	7 9%	2 4%	- -
Mean	4.79	5.38	4.92	5.07	4.62	5.24	4.95	4.44	4.21	3.71	3.32	4.21
Standard Error	0.12	0.23	0.51	0.42	0.42	0.31	0.44	0.37	0.42	0.37	0.42	0.69
Standard Deviation	3.44	3.59	3.70	3.44	3.34	3.23	3.27	3.25	3.51	3.16	2.98	3.00

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 79

Q20. On a scale of 1-10 please indicate how likely are you to vote for Plaid Cymru at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All Welsh respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	498	255	243	21	70	95	97	118	97	149	187	67	95	-	-	-	-	-	-	498	-	-	-	-
Weighted Base	502	259	243	21	69	96	98	119	98	150	187	67	98	-	-	-	-	-	-	502	-	-	-	-
1 - definitely will not vote for this party	221	121	100	8	28	46	44	47	49	76	84	24	37	-	-	-	-	-	-	221	-	-	-	-
	44%	47%	41%	38%	40%	48%	45%	39%	50%	51%	45%	36%	38%	-	-	-	-	-	-	44%	-	-	-	-
2	29	15	14	1	3	7	6	6	6	11	12	4	3	-	-	-	-	-	-	29	-	-	-	-
	6%	6%	6%	5%	5%	7%	6%	5%	6%	7%	6%	6%	3%	-	-	-	-	-	-	6%	-	-	-	-
3	24	10	13	3	5	4	3	4	5	9	7	2	6	-	-	-	-	-	-	24	-	-	-	-
	5%	4%	5%	13%	7%	4%	3%	4%	5%	6%	4%	3%	6%	-	-	-	-	-	-	5%	-	-	-	-
4	27	15	12	-	2	5	4	9	8	9	10	1	7	-	-	-	-	-	-	27	-	-	-	-
	5%	6%	5%	-	3%	5%	4%	7%	8%	6%	5%	1%	7%	-	-	-	-	-	-	5%	-	-	-	-
5	67	25	41	3	9	12	15	18	9	14	28	11	14	-	-	-	-	-	-	67	-	-	-	-
	13%	10%	17%	16%	13%	12%	15%	15%	10%	9%	15%	17%	14%	-	-	-	-	-	-	13%	-	-	-	-
6	28	13	15	-	8	6	3	8	3	8	11	3	7	-	-	-	-	-	-	28	-	-	-	-
	6%	5%	6%	-	12%	6%	3%	7%	3%	5%	6%	4%	7%	-	-	-	-	-	-	6%	-	-	-	-
7	26	11	15	4	5	7	4	5	1	4	6	5	10	-	-	-	-	-	-	26	-	-	-	-
	5%	4%	6%	20%	7%	7%	4%	4%	1%	3%	3%	8%	10%	-	-	-	-	-	-	5%	-	-	-	-
8	32	18	14	2	6	2	9	7	6	6	12	8	6	-	-	-	-	-	-	32	-	-	-	-
	6%	7%	6%	9%	8%	2%	9%	6%	6%	4%	7%	11%	6%	-	-	-	-	-	-	6%	-	-	-	-
9	25	16	9	-	1	5	5	9	4	8	8	4	5	-	-	-	-	-	-	25	-	-	-	-
	5%	6%	4%	-	1%	5%	5%	8%	5%	6%	4%	6%	5%	-	-	-	-	-	-	5%	-	-	-	-
10 - definitely will vote for this party	23	15	8	-	3	4	5	6	7	5	10	5	4	-	-	-	-	-	-	23	-	-	-	-
	5%	6%	3%	-	4%	4%	5%	5%	7%	3%	5%	7%	4%	-	-	-	-	-	-	5%	-	-	-	-
Mean	3.69	3.69	3.69	3.75	3.85	3.40	3.73	4.02	3.40	3.18	3.64	4.42	4.06	-	-	-	-	-	-	3.69	-	-	-	-
Standard Error	0.13	0.20	0.18	0.59	0.34	0.30	0.31	0.28	0.31	0.23	0.22	0.39	0.30	-	-	-	-	-	-	0.13	-	-	-	-
Standard Deviation	2.98	3.13	2.83	2.72	2.87	2.88	3.08	3.05	3.06	2.84	2.99	3.21	2.92	-	-	-	-	-	-	2.98	-	-	-	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 79

Q20. On a scale of 1-10 please indicate how likely are you to vote for Plaid Cymru at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All Welsh respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	498	129	100	102	114	171	65	117	161	61	115	180	42	118	129	47	277	206	4
Weighted Base	502	124	128	89	108	190	59	111	177	56	109	195	39	112	143	45	284	202	4
1 - definitely will not vote for this party	221	72	62	35	66	82	19	69	70	20	66	72	17	65	58	16	111	104	2
	44%	58%	48%	39%	61%	43%	33%	62%	40%	36%	61%	37%	44%	58%	41%	35%	39%	51%	51%
2	29	6	9	10	4	15	5	4	15	4	4	16	2	5	12	3	15	13	1
	6%	5%	7%	11%	4%	8%	9%	3%	8%	6%	3%	8%	4%	4%	8%	7%	5%	6%	25%
3	24	8	4	5	3	9	5	3	10	5	4	9	2	6	6	3	13	11	-
	5%	6%	3%	6%	3%	5%	8%	3%	5%	10%	4%	5%	4%	5%	4%	6%	5%	5%	-
4	27	9	9	3	9	10	3	8	10	4	6	14	3	8	8	5	14	12	-
	5%	7%	7%	4%	8%	5%	5%	7%	6%	7%	5%	7%	7%	7%	6%	11%	5%	6%	-
5	67	15	18	13	11	26	9	11	28	7	10	30	4	11	23	7	42	19	-
	13%	12%	14%	15%	11%	14%	16%	9%	16%	13%	10%	15%	10%	10%	16%	15%	15%	9%	-
6	28	6	4	9	4	9	5	4	9	5	5	11	5	4	4	4	20	8	-
	6%	5%	3%	10%	4%	5%	9%	3%	5%	9%	4%	5%	12%	3%	3%	8%	7%	4%	-
7	26	4	9	3	2	12	2	2	11	2	2	14	1	4	6	1	19	7	-
	5%	3%	7%	4%	2%	7%	3%	2%	6%	4%	2%	7%	3%	4%	4%	2%	7%	3%	-
8	32	3	5	5	8	9	4	6	10	4	6	11	3	6	10	3	20	12	-
	6%	2%	4%	6%	7%	5%	7%	5%	6%	8%	5%	6%	9%	5%	7%	8%	7%	6%	-
9	25	-	9	3	2	11	5	4	9	2	4	12	3	3	11	3	17	7	-
	5%	-	7%	4%	2%	6%	8%	3%	5%	3%	3%	6%	7%	2%	8%	6%	6%	3%	-
10 - definitely will vote for this party	23	2	-	2	1	6	2	3	6	2	3	6	-	3	5	1	13	9	1
	5%	2%	-	2%	1%	3%	3%	3%	3%	3%	3%	3%	-	3%	4%	2%	5%	5%	24%
Mean	3.69	2.60	3.31	3.56	2.73	3.60	4.07	2.79	3.70	3.80	2.83	3.89	3.67	2.88	3.83	3.83	4.01	3.22	3.43
Standard Error	0.13	0.20	0.27	0.27	0.24	0.22	0.36	0.25	0.23	0.36	0.25	0.22	0.44	0.24	0.27	0.41	0.18	0.20	2.18
Standard Deviation	2.98	2.25	2.74	2.73	2.52	2.89	2.93	2.69	2.86	2.79	2.71	2.90	2.87	2.66	3.03	2.79	3.01	2.89	4.35

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 79

Q20. On a scale of 1-10 please indicate how likely are you to vote for Plaid Cymru at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All Welsh respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	498	-	10	63	116	48	32	-	7	40	53	40	23	9	-	41	16	62	436	95	158
Weighted Base	502	-	10	65	113	54	31	-	7	38	52	41	23	9	-	42	16	62	440	94	159
1 - definitely will not vote for this party	221 44%	-	1	27	52	22	22	-	3	18	17	20	11	5	-	16	8	29	192	34	64
2	29 6%	-	-	3	8	2	-	-	-	4	5	1	1	1	-	2	1	4	26	8	7
3	24 5%	-	2	4	5	3	-	-	-	1	6	-	1	-	-	1	1	2	22	4	10
4	27 5%	-	-	3	5	5	1	-	1	2	4	1	1	-	-	3	1	3	24	3	9
5	67 13%	-	3	5	17	10	4	-	1	4	11	2	2	1	-	5	1	10	57	13	20
6	28 6%	-	1	7	6	2	-	-	-	5	1	1	1	-	-	2	3	3	25	9	10
7	26 5%	-	1	4	4	4	-	-	-	3	2	3	-	1	-	3	1	3	23	6	10
8	32 6%	-	-	6	7	2	1	-	-	2	4	5	3	-	-	3	-	3	29	8	11
9	25 5%	-	1	3	2	2	3	-	2	-	1	6	2	-	-	2	-	2	22	4	10
10 - definitely will vote for this party	23 5%	-	1	3	7	1	1	-	-	-	1	3	1	1	-	5	-	4	19	5	8
Mean	3.69	-	5.47	3.94	3.53	3.58	2.82	-	4.14	3.08	3.56	4.44	3.70	3.19	-	4.38	3.04	3.56	3.71	4.10	3.97
Standard Error	0.13	-	0.85	0.39	0.27	0.39	0.54	-	1.32	0.39	0.34	0.58	0.69	1.08	-	0.52	0.59	0.38	0.14	0.31	0.24
Standard Deviation	2.98	-	2.69	3.06	2.96	2.68	3.05	-	3.49	2.47	2.48	3.65	3.32	3.25	-	3.34	2.35	3.02	2.98	3.02	3.06

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 79

Q20. On a scale of 1-10 please indicate how likely are you to vote for Plaid Cymru at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All Welsh respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	498	112	37	28	28	47	37	46	59	57	47	9
Weighted Base	502	118	40	28	30	47	37	44	56	57	45	9
1 - definitely will not vote for this party	221 44%	59 49%	14 34%	18 64%	10 33%	18 39%	15 40%	14 32%	22 40%	31 55%	21 47%	5 56%
2	29 6%	9 7%	2 5%	1 4%	-	4 8%	2 6%	4 9%	4 7%	3 5%	1 2%	-
3	24 5%	2 2%	3 7%	-	4 13%	1 2%	5 14%	-	5 8%	2 4%	2 4%	-
4	27 5%	5 4%	4 10%	-	3 11%	3 7%	1 3%	3 6%	1 2%	2 3%	5 11%	2 22%
5	67 13%	15 12%	5 13%	4 15%	5 18%	9 19%	4 10%	8 19%	3 5%	6 11%	7 17%	1 11%
6	28 6%	1 1%	2 6%	-	1 4%	3 6%	3 9%	5 10%	9 16%	1 2%	3 6%	-
7	26 5%	4 4%	3 6%	-	1 3%	4 9%	3 8%	4 9%	2 3%	3 5%	2 4%	-
8	32 6%	6 5%	4 10%	2 6%	2 6%	3 6%	1 3%	2 4%	8 14%	4 7%	1 2%	1 11%
9	25 5%	8 6%	2 5%	2 8%	3 12%	1 2%	-	3 6%	3 5%	3 5%	-	-
10 - definitely will vote for this party	23 5%	11 9%	1 2%	1 3%	-	1 2%	3 7%	2 4%	-	2 3%	3 6%	-
Mean	3.69	3.68	4.07	2.99	4.08	3.69	3.65	4.24	3.88	3.22	3.40	2.89
Standard Error	0.13	0.31	0.47	0.58	0.53	0.39	0.48	0.43	0.38	0.39	0.40	0.84
Standard Deviation	2.98	3.32	2.89	3.09	2.80	2.71	2.90	2.92	2.92	2.97	2.75	2.53

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 80

Q20. On a scale of 1-10 please indicate how likely are you to vote for UKIP at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1 - definitely will not vote for this party	6263	3133	3130	273	827	1160	1268	1567	1168	2376	2144	711	1032	641	292	785	593	506	485	342	424	630	1013	551
	61%	60%	62%	52%	57%	60%	61%	64%	63%	65%	61%	55%	57%	74%	59%	60%	61%	58%	60%	68%	59%	60%	60%	56%
2	703	391	312	39	123	147	128	150	116	236	255	96	117	43	34	90	62	72	54	28	40	76	121	81
	7%	8%	6%	8%	8%	8%	6%	6%	6%	6%	7%	7%	6%	5%	7%	7%	6%	8%	7%	6%	6%	7%	7%	8%
3	622	336	286	47	80	122	127	127	118	197	224	86	114	35	36	68	53	56	51	22	48	64	110	79
	6%	6%	6%	9%	6%	6%	6%	5%	6%	5%	6%	7%	6%	4%	7%	5%	5%	6%	6%	4%	7%	6%	7%	8%
4	418	206	212	32	75	85	80	92	55	129	155	54	80	22	20	48	37	39	50	26	24	40	76	37
	4%	4%	4%	6%	5%	4%	4%	4%	3%	4%	4%	4%	4%	3%	4%	4%	4%	4%	6%	5%	3%	4%	5%	4%
5	865	407	459	61	157	169	172	185	121	241	303	137	185	47	35	111	91	77	73	36	67	100	141	86
	8%	8%	9%	12%	11%	9%	8%	8%	7%	7%	9%	11%	10%	5%	7%	8%	9%	9%	9%	7%	9%	10%	8%	9%
6	342	179	163	22	54	78	67	59	61	119	105	54	65	24	18	60	30	28	22	12	23	31	59	35
	3%	3%	3%	4%	4%	4%	3%	2%	3%	3%	3%	4%	4%	3%	4%	5%	3%	3%	3%	2%	3%	3%	4%	4%
7	328	182	146	12	52	62	69	66	67	113	105	51	59	19	20	36	35	28	28	13	28	34	53	34
	3%	3%	3%	2%	4%	3%	3%	3%	4%	3%	3%	4%	3%	2%	4%	3%	4%	3%	3%	3%	4%	3%	3%	4%
8	265	148	117	10	25	37	57	74	63	91	87	34	53	10	8	39	31	18	14	14	22	33	39	38
	3%	3%	2%	2%	2%	2%	3%	3%	3%	3%	2%	3%	3%	1%	2%	3%	3%	2%	2%	3%	3%	3%	2%	4%
9	165	91	75	10	21	25	29	50	31	50	44	28	42	7	9	23	18	25	12	4	11	10	33	13
	2%	2%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	3%	1%	1%	2%	1%	2%	1%
10 - definitely will vote for this party	266	130	136	15	31	40	70	61	49	79	70	44	73	13	21	50	24	18	15	4	33	24	39	24
	3%	3%	3%	3%	2%	2%	3%	3%	3%	2%	2%	3%	4%	2%	4%	4%	2%	2%	2%	1%	5%	2%	2%	2%
Mean	2.55	2.58	2.53	2.80	2.62	2.51	2.60	2.47	2.54	2.38	2.47	2.86	2.85	1.99	2.68	2.71	2.62	2.62	2.50	2.19	2.81	2.55	2.57	2.69
Standard Error	0.02	0.03	0.03	0.11	0.06	0.05	0.06	0.05	0.06	0.04	0.04	0.07	0.06	0.07	0.12	0.07	0.08	0.08	0.08	0.09	0.10	0.07	0.06	0.08
Standard Deviation	2.45	2.47	2.43	2.44	2.37	2.34	2.53	2.47	2.51	2.36	2.34	2.61	2.67	2.05	2.60	2.62	2.51	2.46	2.32	2.11	2.70	2.41	2.43	2.48

General Public
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Table 80

Q20. On a scale of 1-10 please indicate how likely are you to vote for UKIP at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1 - definitely will not vote for this party	6263 61%	1730 54%	1771 73%	1417 67%	1392 53%	2321 69%	1046 68%	1383 54%	2334 69%	876 66%	1352 54%	2447 68%	644 64%	1508 54%	1785 72%	685 65%	2868 58%	3111 65%	38 48%
2	703 7%	245 8%	152 6%	167 8%	184 7%	229 7%	119 8%	178 7%	219 6%	101 8%	163 7%	230 6%	72 7%	190 7%	135 5%	69 7%	353 7%	320 7%	4 5%
3	622 6%	242 8%	127 5%	119 6%	191 7%	170 5%	91 6%	179 7%	180 5%	75 6%	182 7%	189 5%	65 6%	190 7%	118 5%	62 6%	330 7%	262 6%	5 6%
4	418 4%	166 5%	68 3%	76 4%	126 5%	111 3%	54 3%	117 5%	123 4%	51 4%	112 5%	137 4%	39 4%	136 5%	70 3%	39 4%	212 4%	181 4%	1 1%
5	865 8%	326 10%	129 5%	138 7%	253 10%	229 7%	99 6%	243 9%	233 7%	85 6%	238 10%	229 6%	65 6%	253 9%	147 6%	59 6%	469 9%	337 7%	6 7%
6	342 3%	146 5%	53 2%	49 2%	123 5%	71 2%	47 3%	122 5%	73 2%	36 3%	111 4%	89 2%	36 4%	127 5%	56 2%	30 3%	178 4%	147 3%	6 7%
7	328 3%	145 5%	41 2%	49 2%	137 5%	73 2%	32 2%	131 5%	69 2%	37 3%	117 5%	84 2%	24 2%	121 4%	56 2%	28 3%	169 3%	146 3%	4 4%
8	265 3%	107 3%	31 1%	42 2%	95 4%	59 2%	28 2%	97 4%	59 2%	29 2%	88 4%	74 2%	28 3%	111 4%	47 2%	39 4%	127 3%	120 3%	9 11%
9	165 2%	51 2%	17 1%	21 1%	65 2%	29 1%	14 1%	58 2%	33 1%	17 1%	55 2%	46 1%	15 2%	65 2%	33 1%	13 1%	92 2%	65 1%	3 4%
10 - definitely will vote for this party	266 3%	46 1%	24 1%	26 1%	59 2%	52 2%	19 1%	66 3%	53 2%	27 2%	65 3%	64 2%	21 2%	72 3%	48 2%	29 3%	169 3%	72 2%	5 7%
Mean	2.55	2.78	1.91	2.15	2.95	2.12	2.14	2.94	2.13	2.30	2.90	2.21	2.39	2.91	2.13	2.42	2.73	2.33	3.78
Standard Error	0.02	0.04	0.04	0.04	0.05	0.04	0.05	0.05	0.04	0.06	0.05	0.04	0.07	0.05	0.05	0.07	0.04	0.03	0.36
Standard Deviation	2.45	2.43	1.90	2.10	2.61	2.11	2.08	2.62	2.11	2.28	2.60	2.22	2.35	2.62	2.21	2.44	2.56	2.28	3.24

General Public
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Table 80

Q20. On a scale of 1-10 please indicate how likely are you to vote for UKIP at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1 - definitely will not vote for this party	6263 61%	58 58%	223 57%	680 53%	1134 55%	429 65%	238 51%	86 76%	78 57%	559 54%	780 65%	863 84%	455 73%	92 56%	73 79%	389 56%	128 62%	705 61%	5558 61%	1117 67%	2260 58%
2	703 7%	9 9%	32 8%	101 8%	117 6%	38 6%	35 8%	11 10%	12 9%	85 8%	95 8%	49 5%	45 7%	12 7%	3 4%	47 7%	10 5%	82 7%	621 7%	110 7%	305 8%
3	622 6%	6 6%	18 5%	78 6%	155 8%	36 5%	23 5%	4 4%	3 2%	77 7%	84 7%	37 4%	34 5%	11 7%	3 3%	46 7%	8 4%	54 5%	568 6%	92 5%	257 7%
4	418 4%	3 3%	12 3%	64 5%	94 5%	22 3%	30 6%	3 3%	8 6%	47 5%	51 4%	13 1%	16 3%	12 7%	1 1%	33 5%	8 4%	47 4%	371 4%	72 4%	167 4%
5	865 8%	13 13%	45 12%	139 11%	223 11%	48 7%	49 11%	3 2%	12 9%	93 9%	74 6%	26 3%	31 5%	11 7%	6 6%	64 9%	29 14%	107 9%	758 8%	116 7%	346 9%
6	342 3%	- -	16 4%	57 4%	73 4%	22 3%	17 4%	1 1%	9 7%	47 5%	36 3%	11 1%	12 2%	8 5%	2 2%	25 4%	6 3%	28 2%	313 3%	36 2%	141 4%
7	328 3%	4 4%	13 3%	45 4%	96 5%	18 3%	20 4%	2 2%	7 5%	36 4%	28 2%	13 1%	13 2%	6 3%	2 2%	23 3%	4 2%	31 3%	297 3%	52 3%	122 3%
8	265 3%	5 5%	8 2%	33 3%	66 3%	17 3%	12 3%	1 1%	3 2%	52 5%	23 2%	8 1%	8 1%	6 3%	2 2%	20 3%	1 *	27 2%	239 3%	37 2%	100 3%
9	165 2%	1 1%	8 2%	26 2%	46 2%	7 1%	9 2%	1 1%	- -	19 2%	13 1%	4 *	5 1%	7 4%	- -	18 3%	2 1%	25 2%	140 2%	18 1%	59 2%
10 - definitely will vote for this party	266 3%	1 1%	13 3%	52 4%	64 3%	18 3%	29 6%	1 1%	5 4%	22 2%	13 1%	7 1%	4 1%	1 1%	1 1%	24 4%	10 5%	41 4%	225 2%	26 2%	106 3%
Mean	2.55	2.60	2.76	2.93	2.91	2.41	3.15	1.69	2.78	2.85	2.20	1.53	1.89	2.76	1.83	2.83	2.62	2.60	2.55	2.26	2.62
Standard Error	0.02	0.24	0.13	0.07	0.06	0.10	0.13	0.16	0.22	0.08	0.06	0.05	0.07	0.19	0.20	0.10	0.18	0.08	0.03	0.05	0.04
Standard Deviation	2.45	2.37	2.59	2.65	2.63	2.41	2.85	1.68	2.57	2.56	2.10	1.52	1.85	2.49	1.91	2.64	2.54	2.56	2.44	2.21	2.46

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Table 80

Q20. On a scale of 1-10 please indicate how likely are you to vote for UKIP at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1 - definitely will not vote for this party	6263 61%	1545 71%	428 68%	416 65%	401 64%	628 58%	477 53%	546 54%	614 55%	673 57%	536 63%	147 39%
2	703 7%	91 4%	34 5%	36 6%	41 6%	93 9%	102 11%	76 8%	99 9%	86 7%	46 5%	30 8%
3	622 6%	82 4%	33 5%	29 5%	39 6%	73 7%	61 7%	89 9%	79 7%	91 8%	45 5%	27 7%
4	418 4%	65 3%	31 5%	19 3%	20 3%	45 4%	32 4%	53 5%	59 5%	66 6%	29 3%	16 4%
5	865 8%	153 7%	37 6%	56 9%	45 7%	110 10%	91 10%	90 9%	105 9%	107 9%	72 8%	46 12%
6	342 3%	43 2%	15 2%	20 3%	20 3%	32 3%	40 4%	43 4%	52 5%	46 4%	31 4%	18 5%
7	328 3%	54 2%	15 2%	12 2%	22 4%	25 2%	35 4%	42 4%	35 3%	47 4%	41 5%	27 7%
8	265 3%	44 2%	7 1%	17 3%	21 3%	35 3%	28 3%	27 3%	30 3%	35 3%	22 3%	31 8%
9	165 2%	31 1%	9 1%	12 2%	7 1%	17 2%	19 2%	21 2%	19 2%	13 1%	16 2%	17 5%
10 - definitely will vote for this party	266 3%	75 3%	20 3%	20 3%	14 2%	31 3%	25 3%	30 3%	25 2%	11 1%	15 2%	22 6%
Mean	2.55	2.30	2.29	2.48	2.46	2.64	2.82	2.84	2.71	2.58	2.56	3.94
Standard Error	0.02	0.05	0.10	0.10	0.10	0.07	0.08	0.08	0.07	0.07	0.08	0.15
Standard Deviation	2.45	2.44	2.36	2.50	2.41	2.48	2.54	2.55	2.44	2.28	2.46	3.05

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Table 81

Q20. On a scale of 1-10 please indicate how likely are you to vote for Green at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1 - definitely will not vote for this party	4689	2600	2089	187	574	815	888	1163	1062	1748	1475	598	868	440	237	621	450	381	378	264	325	389	749	453
	46%	50%	41%	36%	40%	42%	43%	48%	57%	48%	42%	46%	48%	51%	48%	47%	46%	44%	47%	53%	45%	37%	44%	46%
2	876	472	404	47	125	162	195	206	141	312	299	127	137	59	42	114	90	84	74	41	51	87	155	79
	9%	9%	8%	9%	9%	8%	9%	8%	8%	9%	9%	10%	8%	7%	9%	9%	9%	10%	9%	8%	7%	8%	9%	8%
3	967	482	484	53	124	176	199	244	170	336	372	113	145	69	46	111	98	78	71	49	82	107	169	86
	9%	9%	10%	10%	9%	9%	10%	10%	9%	9%	11%	9%	8%	8%	9%	8%	10%	9%	9%	10%	11%	10%	10%	9%
4	736	346	390	35	111	144	146	185	115	272	257	88	120	45	35	93	67	71	71	28	60	71	120	76
	7%	7%	8%	7%	8%	7%	7%	8%	6%	7%	7%	7%	7%	5%	7%	7%	7%	8%	9%	6%	8%	7%	7%	8%
5	1232	563	669	76	201	260	273	279	143	381	443	168	239	100	61	181	111	112	98	51	79	131	193	115
	12%	11%	13%	15%	14%	14%	13%	11%	8%	11%	13%	13%	13%	12%	12%	14%	11%	13%	12%	10%	11%	13%	11%	12%
6	519	256	263	35	90	111	107	101	74	169	198	65	88	43	23	53	42	50	29	24	37	81	85	52
	5%	5%	5%	7%	6%	6%	5%	4%	4%	5%	6%	5%	5%	5%	5%	4%	4%	6%	4%	5%	5%	8%	5%	5%
7	480	204	276	26	89	100	112	99	53	172	174	58	76	36	21	51	41	40	38	19	35	64	90	44
	5%	4%	5%	5%	6%	5%	5%	4%	3%	5%	5%	4%	4%	4%	4%	4%	4%	5%	5%	4%	5%	6%	5%	4%
8	360	139	221	27	64	79	67	78	46	114	138	35	73	36	13	36	31	26	19	18	35	40	65	41
	4%	3%	4%	5%	4%	4%	3%	3%	2%	3%	4%	3%	4%	4%	3%	3%	3%	3%	2%	4%	5%	4%	4%	4%
9	167	56	111	17	35	29	33	37	15	55	67	16	29	12	3	20	23	11	9	4	7	39	24	14
	2%	1%	2%	3%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	4%	1%	1%
10 - definitely will vote for this party	214	86	128	17	31	49	47	38	31	71	68	29	46	21	10	30	18	13	19	4	12	34	36	16
	2%	2%	3%	3%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%
Mean	3.07	2.81	3.34	3.63	3.43	3.27	3.17	2.91	2.52	2.95	3.21	3.00	3.08	2.98	2.90	2.98	3.01	3.06	2.95	2.70	3.09	3.61	3.11	3.06
Standard Error	0.02	0.03	0.04	0.12	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.07	0.06	0.09	0.11	0.07	0.08	0.08	0.09	0.10	0.09	0.08	0.06	0.08
Standard Deviation	2.48	2.34	2.59	2.69	2.59	2.55	2.49	2.38	2.25	2.44	2.50	2.43	2.54	2.55	2.37	2.44	2.47	2.38	2.40	2.27	2.45	2.71	2.49	2.47

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Table 81

Q20. On a scale of 1-10 please indicate how likely are you to vote for Green at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1 - definitely will not vote for this party	4689 46%	1883 59%	1055 44%	633 30%	1609 61%	1435 43%	455 29%	1587 62%	1434 42%	415 31%	1519 61%	1499 42%	342 34%	1660 60%	1046 42%	349 33%	2313 47%	2170 46%	33 41%
2	876 9%	321 10%	206 9%	185 9%	248 9%	298 9%	136 9%	251 10%	286 8%	117 9%	242 10%	295 8%	87 9%	264 10%	187 7%	103 10%	412 8%	418 9%	7 8%
3	967 9%	319 10%	242 10%	220 10%	237 9%	329 10%	175 11%	213 8%	349 10%	148 11%	219 9%	379 11%	104 10%	246 9%	252 10%	113 11%	462 9%	463 10%	5 6%
4	736 7%	194 6%	196 8%	193 9%	155 6%	266 8%	150 10%	157 6%	275 8%	129 10%	144 6%	294 8%	96 10%	177 6%	187 8%	100 10%	351 7%	347 7%	7 9%
5	1232 12%	259 8%	316 13%	321 15%	199 8%	437 13%	231 15%	192 7%	438 13%	198 15%	191 8%	450 13%	157 16%	215 8%	315 13%	159 15%	623 13%	539 11%	4 6%
6	519 5%	87 3%	136 6%	153 7%	62 2%	186 6%	109 7%	63 2%	189 6%	95 7%	58 2%	212 6%	65 6%	73 3%	150 6%	73 7%	253 5%	243 5%	5 7%
7	480 5%	59 2%	127 5%	157 7%	54 2%	183 5%	106 7%	48 2%	174 5%	88 7%	53 2%	192 5%	56 6%	63 2%	152 6%	57 5%	224 5%	234 5%	5 6%
8	360 4%	41 1%	76 3%	137 6%	32 1%	111 3%	103 7%	34 1%	125 4%	80 6%	27 1%	146 4%	51 5%	35 1%	115 5%	51 5%	159 3%	179 4%	4 5%
9	167 2%	16 1%	35 1%	57 3%	12 *	50 1%	44 3%	8 *	51 2%	28 2%	13 1%	58 2%	19 2%	17 1%	40 2%	19 2%	78 2%	75 2%	3 4%
10 - definitely will vote for this party	214 2%	22 1%	24 1%	48 2%	17 1%	50 2%	41 3%	20 1%	55 2%	36 3%	16 1%	67 2%	31 3%	24 1%	51 2%	26 3%	91 2%	93 2%	6 7%
Mean	3.07	2.24	3.08	3.87	2.18	3.14	3.89	2.16	3.17	3.78	2.18	3.24	3.64	2.26	3.31	3.59	3.02	3.07	3.76
Standard Error	0.02	0.03	0.05	0.05	0.04	0.04	0.06	0.04	0.04	0.07	0.04	0.04	0.08	0.04	0.05	0.08	0.04	0.04	0.34
Standard Deviation	2.48	1.91	2.36	2.61	1.89	2.42	2.62	1.89	2.44	2.59	1.89	2.48	2.58	1.97	2.55	2.53	2.44	2.48	3.08

General Public
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Table 81

Q20. On a scale of 1-10 please indicate how likely are you to vote for Green at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1 - definitely will not vote for this party	4689 46%	38 38%	140 36%	662 52%	1103 53%	324 49%	246 53%	66 58%	71 52%	596 58%	541 45%	233 23%	169 27%	80 48%	35 38%	288 42%	98 47%	530 46%	4159 46%	680 41%	1707 44%
2	876 9%	8 8%	34 9%	103 8%	185 9%	49 7%	46 10%	15 14%	9 7%	98 9%	130 11%	63 6%	47 8%	16 10%	6 6%	51 7%	15 7%	97 8%	779 9%	161 10%	364 9%
3	967 9%	6 6%	26 7%	115 9%	184 9%	59 9%	37 8%	8 7%	10 7%	97 9%	131 11%	115 11%	57 9%	14 9%	15 16%	79 11%	14 7%	100 9%	867 10%	155 9%	373 10%
4	736 7%	6 6%	23 6%	82 6%	131 6%	42 6%	26 6%	2 2%	9 6%	81 8%	91 8%	87 8%	73 12%	10 6%	3 3%	52 8%	17 8%	70 6%	666 7%	125 7%	266 7%
5	1232 12%	15 15%	64 17%	159 13%	236 11%	63 10%	44 10%	13 12%	14 10%	74 7%	130 11%	170 17%	91 15%	20 12%	12 13%	88 13%	38 19%	138 12%	1094 12%	241 14%	454 12%
6	519 5%	10 10%	23 6%	50 4%	75 4%	32 5%	20 4%	1 1%	8 6%	33 3%	62 5%	87 8%	53 9%	10 6%	6 7%	40 6%	9 4%	56 5%	463 5%	86 5%	220 6%
7	480 5%	6 6%	30 8%	42 3%	61 3%	40 6%	13 3%	3 2%	6 5%	21 2%	49 4%	111 11%	53 8%	5 3%	3 3%	32 5%	4 2%	62 5%	417 5%	93 6%	192 5%
8	360 4%	4 4%	23 6%	21 2%	44 2%	21 3%	13 3%	4 4%	3 2%	16 2%	38 3%	89 9%	40 6%	4 2%	8 9%	29 4%	2 1%	23 2%	337 4%	73 4%	133 3%
9	167 2%	2 2%	12 3%	13 1%	17 1%	12 2%	4 1%	-	-	10 1%	14 1%	39 4%	23 4%	3 2%	1 1%	12 2%	6 3%	34 3%	133 1%	39 2%	58 1%
10 - definitely will vote for this party	214 2%	4 5%	13 3%	26 2%	32 2%	14 2%	14 3%	1 1%	6 5%	10 1%	11 1%	36 4%	16 3%	4 2%	4 4%	17 2%	4 2%	36 3%	178 2%	23 1%	96 2%
Mean	3.07	3.72	3.78	2.73	2.63	3.01	2.73	2.30	2.98	2.35	2.90	4.49	4.12	2.91	3.56	3.27	2.99	3.15	3.06	3.28	3.13
Standard Error	0.02	0.28	0.14	0.06	0.05	0.10	0.11	0.20	0.23	0.06	0.07	0.08	0.11	0.19	0.29	0.10	0.17	0.08	0.03	0.06	0.04
Standard Deviation	2.48	2.78	2.76	2.30	2.23	2.54	2.43	2.06	2.62	2.04	2.28	2.69	2.64	2.43	2.73	2.54	2.39	2.62	2.46	2.50	2.51

General Public
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Table 81

Q20. On a scale of 1-10 please indicate how likely are you to vote for Green at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1 - definitely will not vote for this party	4689 46%	1004 46%	241 38%	230 36%	224 36%	421 39%	348 38%	448 44%	545 49%	660 56%	569 67%	162 43%
2	876 9%	144 7%	42 7%	47 7%	59 9%	92 8%	94 10%	92 9%	125 11%	120 10%	60 7%	33 9%
3	967 9%	144 7%	64 10%	68 11%	72 12%	116 11%	100 11%	111 11%	115 10%	116 10%	59 7%	37 10%
4	736 7%	137 6%	63 10%	50 8%	44 7%	82 8%	68 8%	94 9%	80 7%	80 7%	37 4%	30 8%
5	1232 12%	275 13%	87 14%	102 16%	84 13%	178 16%	136 15%	103 10%	117 10%	88 8%	61 7%	58 15%
6	519 5%	114 5%	31 5%	42 7%	48 8%	63 6%	65 7%	54 5%	51 5%	34 3%	17 2%	19 5%
7	480 5%	142 6%	37 6%	41 6%	46 7%	48 4%	34 4%	43 4%	38 3%	32 3%	18 2%	13 4%
8	360 4%	111 5%	33 5%	30 5%	24 4%	42 4%	30 3%	36 4%	19 2%	24 2%	12 1%	15 4%
9	167 2%	47 2%	14 2%	10 2%	14 2%	22 2%	14 2%	14 1%	14 1%	9 1%	9 1%	6 2%
10 - definitely will vote for this party	214 2%	67 3%	19 3%	15 2%	14 2%	26 2%	17 2%	21 2%	13 1%	10 1%	12 1%	7 2%
Mean	3.07	3.34	3.53	3.55	3.53	3.37	3.26	3.06	2.71	2.39	2.16	3.16
Standard Error	0.02	0.06	0.11	0.10	0.10	0.08	0.08	0.08	0.06	0.06	0.07	0.12
Standard Deviation	2.48	2.72	2.63	2.54	2.56	2.51	2.41	2.43	2.21	2.06	2.08	2.43

General Public
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Table 82

Q20. On a scale of 1-10 please indicate how likely are you to vote for BNP at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1 - definitely will not vote for this party	8158	4177	3981	350	1030	1468	1639	2062	1609	3099	2816	921	1322	734	377	1038	732	654	620	421	576	835	1387	783
	80%	80%	79%	67%	71%	76%	79%	85%	87%	85%	81%	71%	73%	85%	77%	79%	75%	76%	77%	84%	80%	80%	82%	80%
2	421	226	195	28	70	88	81	86	68	115	154	75	78	23	22	48	51	38	28	17	32	40	75	47
	4%	4%	4%	5%	5%	5%	4%	4%	4%	3%	4%	6%	4%	3%	4%	4%	5%	4%	3%	3%	4%	4%	4%	5%
3	270	136	134	23	45	64	52	45	41	76	103	36	55	23	8	29	27	28	31	14	20	29	32	28
	3%	3%	3%	4%	3%	3%	3%	2%	2%	2%	3%	3%	3%	3%	2%	2%	3%	3%	4%	3%	3%	3%	2%	3%
4	190	84	106	20	35	41	37	30	27	51	55	44	40	9	15	24	14	17	23	9	11	22	30	16
	2%	2%	2%	4%	2%	2%	2%	1%	1%	1%	2%	3%	2%	1%	3%	2%	1%	2%	3%	2%	1%	2%	2%	2%
5	424	198	227	39	106	84	90	74	31	97	133	76	118	23	25	58	48	44	42	12	28	34	69	41
	4%	4%	4%	7%	7%	4%	4%	3%	2%	3%	4%	6%	6%	3%	5%	4%	5%	5%	5%	2%	4%	3%	4%	4%
6	182	87	95	11	40	43	36	34	18	45	58	34	45	10	9	21	25	18	12	6	16	26	21	18
	2%	2%	2%	2%	3%	2%	2%	1%	1%	1%	2%	3%	2%	1%	2%	2%	3%	2%	1%	1%	2%	2%	1%	2%
7	156	89	67	11	41	35	38	20	12	37	53	33	33	13	9	11	18	17	9	10	9	19	24	16
	2%	2%	1%	2%	3%	2%	2%	1%	1%	1%	2%	3%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%
8	133	65	68	7	25	31	33	25	12	37	33	20	43	8	8	21	15	17	16	5	13	9	14	7
	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%	1%	1%
9	99	52	47	9	19	25	19	22	6	22	32	15	30	7	4	14	14	12	10	2	7	9	14	6
	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%
10 - definitely will vote for this party	207	90	117	24	33	47	44	32	27	52	56	42	57	12	14	45	28	22	15	5	11	20	20	14
	2%	2%	2%	5%	2%	2%	2%	1%	1%	1%	2%	3%	3%	1%	3%	3%	3%	3%	2%	1%	1%	2%	1%	1%
Mean	1.84	1.80	1.89	2.42	2.22	2.01	1.89	1.61	1.48	1.59	1.76	2.22	2.24	1.62	2.02	1.96	2.07	2.06	1.96	1.61	1.82	1.82	1.68	1.75
Standard Error	0.02	0.03	0.03	0.11	0.06	0.05	0.05	0.04	0.04	0.03	0.03	0.07	0.06	0.06	0.10	0.06	0.07	0.08	0.07	0.08	0.07	0.06	0.04	0.06
Standard Deviation	2.04	1.98	2.09	2.53	2.31	2.21	2.09	1.77	1.56	1.74	1.91	2.37	2.43	1.79	2.24	2.26	2.29	2.27	2.11	1.71	1.98	1.99	1.79	1.85

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 82

Q20. On a scale of 1-10 please indicate how likely are you to vote for BNP at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1 - definitely will not vote for this party	8158	2589	2040	1822	2099	2759	1355	2065	2788	1153	2009	2954	875	2232	2096	900	3693	4080	49
	80%	81%	85%	87%	80%	82%	87%	80%	83%	86%	81%	82%	87%	80%	84%	86%	74%	86%	62%
2	421	166	85	70	133	119	46	130	119	49	114	138	33	138	72	42	253	150	3
	4%	5%	4%	3%	5%	4%	3%	5%	4%	4%	5%	4%	3%	5%	3%	4%	5%	3%	4%
3	270	96	49	38	77	65	31	66	72	26	62	78	21	65	51	19	153	99	2
	3%	3%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%
4	190	55	38	23	55	52	21	51	51	14	45	56	12	55	35	17	117	57	5
	2%	2%	2%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%	7%
5	424	111	67	64	88	125	40	95	128	30	95	122	19	92	77	16	257	139	1
	4%	3%	3%	3%	3%	4%	3%	4%	4%	2%	4%	3%	2%	3%	3%	2%	5%	3%	2%
6	182	47	37	30	40	58	16	34	59	18	30	65	12	40	46	12	105	68	5
	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	6%
7	156	41	27	17	40	39	17	36	39	18	36	43	13	47	29	18	105	42	3
	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	4%
8	133	36	26	14	34	40	6	33	42	8	31	45	8	38	30	11	80	49	3
	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	4%
9	99	24	21	8	22	40	5	21	36	5	24	36	4	25	28	5	75	18	2
	1%	1%	1%	*	1%	1%	*	1%	1%	*	1%	1%	*	1%	1%	*	2%	*	2%
10 - definitely will vote for this party	207	37	24	19	38	47	12	40	41	14	36	54	11	42	31	13	128	59	6
	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	3%	1%	7%
Mean	1.84	1.70	1.61	1.50	1.76	1.73	1.45	1.75	1.71	1.51	1.75	1.73	1.51	1.77	1.69	1.56	2.09	1.56	3.01
Standard Error	0.02	0.03	0.04	0.03	0.04	0.03	0.04	0.04	0.03	0.04	0.04	0.03	0.05	0.04	0.04	0.05	0.03	0.02	0.34
Standard Deviation	2.04	1.79	1.73	1.54	1.89	1.91	1.45	1.90	1.87	1.59	1.90	1.91	1.61	1.93	1.86	1.70	2.27	1.67	3.06

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 82

Q20. On a scale of 1-10 please indicate how likely are you to vote for BNP at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1 - definitely will not vote for this party	8158 80%	80 80%	285 73%	837 66%	1581 76%	502 77%	355 77%	101 89%	78 57%	870 84%	1048 88%	968 94%	569 91%	126 76%	82 88%	523 76%	153 74%	870 76%	7288 80%	1379 82%	2960 77%
2	421 4%	3 3%	18 5%	76 6%	101 5%	26 4%	27 6%	2 2%	6 4%	47 4%	42 3%	18 2%	15 2%	7 4%	1 1%	26 4%	6 3%	51 4%	370 4%	58 3%	198 5%
3	270 3%	1 1%	17 4%	58 5%	73 4%	16 2%	10 2%	3 3%	4 3%	20 2%	24 2%	6 1%	5 1%	7 4%	4 4%	20 3%	2 1%	33 3%	237 3%	37 2%	113 3%
4	190 2%	2 2%	6 1%	36 3%	49 2%	14 2%	15 3%	2 2%	5 4%	4 *	15 1%	5 1%	6 1%	4 2%	2 2%	18 3%	6 3%	25 2%	164 2%	32 2%	75 2%
5	424 4%	4 4%	27 7%	87 7%	104 5%	34 5%	18 4%	1 1%	8 6%	36 3%	26 2%	9 1%	11 2%	7 4%	1 1%	32 5%	19 9%	55 5%	369 4%	60 4%	169 4%
6	182 2%	3 3%	9 2%	33 3%	39 2%	16 2%	4 1%	- -	10 7%	15 1%	11 1%	5 1%	4 1%	6 3%	- -	18 3%	9 5%	23 2%	158 2%	27 2%	80 2%
7	156 2%	2 2%	8 2%	35 3%	35 2%	15 2%	7 1%	2 2%	7 5%	13 1%	7 1%	5 *	4 1%	4 2%	- -	8 1%	5 2%	28 2%	128 1%	27 2%	76 2%
8	133 1%	1 1%	4 1%	32 3%	27 1%	9 1%	9 2%	1 1%	4 3%	8 1%	9 1%	2 *	4 1%	2 1%	2 2%	19 3%	- -	13 1%	120 1%	21 1%	59 2%
9	99 1%	1 1%	3 1%	23 2%	21 1%	8 1%	2 *	- -	3 2%	12 1%	8 1%	5 *	1 *	1 1%	- -	9 1%	2 1%	14 1%	84 1%	10 1%	44 1%
10 - definitely will vote for this party	207 2%	3 3%	11 3%	55 4%	38 2%	16 2%	16 3%	1 1%	12 9%	11 1%	9 1%	7 1%	4 1%	2 1%	1 1%	15 2%	5 2%	33 3%	174 2%	25 1%	90 2%
Mean	1.84	1.96	2.09	2.52	1.93	2.03	1.96	1.40	3.27	1.63	1.45	1.24	1.33	1.91	1.47	2.06	2.15	2.05	1.82	1.72	1.97
Standard Error	0.02	0.22	0.11	0.07	0.04	0.09	0.10	0.14	0.27	0.05	0.04	0.04	0.05	0.15	0.16	0.09	0.15	0.07	0.02	0.05	0.03
Standard Deviation	2.04	2.25	2.23	2.62	2.06	2.23	2.20	1.41	3.12	1.77	1.48	1.16	1.30	1.96	1.56	2.25	2.22	2.26	2.00	1.87	2.16

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 82

Q20. On a scale of 1-10 please indicate how likely are you to vote for BNP at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1 - definitely will not vote for this party	8158 80%	1762 81%	506 80%	510 80%	498 79%	843 77%	685 75%	790 78%	900 81%	970 83%	694 81%	263 69%
2	421 4%	59 3%	20 3%	26 4%	29 5%	47 4%	49 5%	51 5%	64 6%	43 4%	33 4%	18 5%
3	270 3%	42 2%	13 2%	19 3%	20 3%	26 2%	28 3%	34 3%	33 3%	34 3%	22 3%	18 5%
4	190 2%	27 1%	21 3%	9 1%	11 2%	21 2%	30 3%	23 2%	20 2%	19 2%	9 1%	9 2%
5	424 4%	86 4%	18 3%	28 4%	28 5%	70 6%	41 4%	40 4%	39 3%	40 3%	33 4%	24 6%
6	182 2%	47 2%	9 1%	8 1%	9 1%	20 2%	22 2%	26 3%	15 1%	15 1%	12 1%	7 2%
7	156 2%	27 1%	8 1%	9 1%	14 2%	15 1%	23 3%	17 2%	12 1%	16 1%	15 2%	8 2%
8	133 1%	34 2%	15 2%	8 1%	5 1%	12 1%	8 1%	13 1%	7 1%	16 1%	16 2%	12 3%
9	99 1%	33 2%	5 1%	5 1%	5 1%	9 1%	6 1%	7 1%	11 1%	11 1%	7 1%	11 3%
10 - definitely will vote for this party	207 2%	66 3%	14 2%	13 2%	10 2%	27 2%	17 2%	19 2%	17 1%	10 1%	13 2%	12 3%
Mean	1.84	1.95	1.87	1.81	1.81	1.95	1.94	1.87	1.70	1.67	1.78	2.40
Standard Error	0.02	0.05	0.09	0.08	0.08	0.06	0.07	0.06	0.05	0.05	0.07	0.13
Standard Deviation	2.04	2.26	2.11	2.00	1.94	2.12	2.03	2.00	1.81	1.78	1.97	2.55

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 83

Q20. On a scale of 1-10 please indicate how likely are you to vote for each of the following parties at the next election - where 1 means you will definitely not vote for that party and 10 means you definitely will vote for it.

Base : All respondents

	Parties							
	Labour	Conservative	Liberal Democrat	SNP	Plaid Cymru	UKIP	Green	BNP
Unweighted Base	10238	10238	10238	852	498	10238	10238	10238
Weighted Base	10238	10238	10238	861	502	10238	10238	10238
1 - definitely will not vote for this party	3540 35%	3603 35%	3903 38%	298 35%	221 44%	6263 61%	4689 46%	8158 80%
2	527 5%	530 5%	690 7%	38 4%	29 6%	703 7%	876 9%	421 4%
3	612 6%	546 5%	784 8%	38 4%	24 5%	622 6%	967 9%	270 3%
4	503 5%	433 4%	651 6%	32 4%	27 5%	418 4%	736 7%	190 2%
5	1060 10%	982 10%	1457 14%	85 10%	67 13%	865 8%	1232 12%	424 4%
6	514 5%	532 5%	798 8%	58 7%	28 6%	342 3%	519 5%	182 2%
7	607 6%	646 6%	696 7%	59 7%	26 5%	328 3%	480 5%	156 2%
8	716 7%	904 9%	621 6%	76 9%	32 6%	265 3%	360 4%	133 1%
9	619 6%	703 7%	327 3%	50 6%	25 5%	165 2%	167 2%	99 1%
10 - definitely will vote for this party	1540 15%	1359 13%	312 3%	126 15%	23 5%	266 3%	214 2%	207 2%
Mean	4.67	4.67	3.73	4.79	3.69	2.55	3.07	1.84
Standard Error	0.03	0.03	0.03	0.12	0.13	0.02	0.02	0.02
Standard Deviation	3.44	3.43	2.76	3.44	2.98	2.45	2.48	2.04

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 84

Q20. On a scale of 1-10 please indicate how likely are you to vote for each of the following parties at the next election - Summary of means

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Labour	4.67	4.54	4.79	5.55	5.38	5.09	4.71	4.37	3.75	4.28	4.79	4.83	5.08	4.77	5.61	5.17	4.90	4.98	4.69	4.74	3.99	5.19	3.96	4.02
Conservative	4.67	4.90	4.43	4.15	4.28	4.10	4.28	4.90	5.85	5.39	4.57	4.22	3.74	3.47	4.15	4.32	4.42	4.76	4.76	4.34	5.31	4.79	5.25	5.13
Liberal Democrat	3.73	3.54	3.93	4.20	4.15	3.67	3.53	3.65	3.67	3.99	3.86	3.34	3.27	3.18	3.53	3.58	3.61	3.68	3.62	3.50	3.89	3.90	4.02	4.11
SNP	4.79	4.73	4.86	4.31	4.58	4.76	5.20	4.58	4.98	4.42	4.69	5.54	5.03	4.79	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	3.69	3.69	3.69	3.75	3.85	3.40	3.73	4.02	3.40	3.18	3.64	4.42	4.06	-	-	-	-	-	-	3.69	-	-	-	-
UKIP	2.55	2.58	2.53	2.80	2.62	2.51	2.60	2.47	2.54	2.38	2.47	2.86	2.85	1.99	2.68	2.71	2.62	2.62	2.50	2.19	2.81	2.55	2.57	2.69
Green	3.07	2.81	3.34	3.63	3.43	3.27	3.17	2.91	2.52	2.95	3.21	3.00	3.08	2.98	2.90	2.98	3.01	3.06	2.95	2.70	3.09	3.61	3.11	3.06
BNP	1.84	1.80	1.89	2.42	2.22	2.01	1.89	1.61	1.48	1.59	1.76	2.22	2.24	1.62	2.02	1.96	2.07	2.06	1.96	1.61	1.82	1.82	1.68	1.75

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 84

Q20. On a scale of 1-10 please indicate how likely are you to vote for each of the following parties at the next election - Summary of means

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Labour	4.67	2.25	8.60	4.65	1.89	7.62	4.08	1.86	7.40	4.00	1.92	7.02	3.71	2.18	7.62	4.07	5.22	4.12	4.66
Conservative	4.67	8.25	2.23	3.46	8.37	2.86	3.70	8.33	2.90	3.76	8.24	3.03	3.82	7.98	2.36	3.74	3.92	5.47	6.53
Liberal Democrat	3.73	3.63	2.58	5.83	3.53	3.00	6.05	3.56	2.98	6.23	3.63	3.08	6.34	3.64	2.79	6.00	3.31	4.15	5.38
SNP	4.79	2.47	3.85	4.25	2.37	3.95	4.09	2.58	4.21	4.33	2.67	4.25	4.08	3.23	4.40	4.49	4.93	4.67	7.00
Plaid Cymru	3.69	2.60	3.31	3.56	2.73	3.60	4.07	2.79	3.70	3.80	2.83	3.89	3.67	2.88	3.83	3.83	4.01	3.22	3.43
UKIP	2.55	2.78	1.91	2.15	2.95	2.12	2.14	2.94	2.13	2.30	2.90	2.21	2.39	2.91	2.13	2.42	2.73	2.33	3.78
Green	3.07	2.24	3.08	3.87	2.18	3.14	3.89	2.16	3.17	3.78	2.18	3.24	3.64	2.26	3.31	3.59	3.02	3.07	3.76
BNP	1.84	1.70	1.61	1.50	1.76	1.73	1.45	1.75	1.71	1.51	1.75	1.73	1.51	1.77	1.69	1.56	2.09	1.56	3.01

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 84

Q20. On a scale of 1-10 please indicate how likely are you to vote for each of the following parties at the next election - Summary of means

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Labour	4.67	5.15	5.17	4.84	3.64	7.29	3.79	5.71	5.52	2.93	4.04	6.83	5.42	3.67	5.03	4.89	4.37	4.81	4.65	5.27	4.62
Conservative	4.67	4.48	3.87	4.51	6.00	2.35	5.50	2.29	3.35	6.90	5.58	2.37	3.47	6.06	2.88	3.63	3.35	4.51	4.69	4.02	4.82
Liberal Democrat	3.73	4.36	3.95	3.39	3.74	2.86	3.70	2.31	3.18	3.84	4.29	3.69	4.43	4.12	3.37	3.72	3.25	3.60	3.75	3.72	3.87
SNP	4.79	10.00	4.51	4.76	4.41	4.45	4.60	5.60	3.98	3.32	4.21	4.42	5.00	2.80	5.94	5.04	5.23	4.40	4.83	4.99	4.69
Plaid Cymru	3.69	-	5.47	3.94	3.53	3.58	2.82	-	4.14	3.08	3.56	4.44	3.70	3.19	-	4.38	3.04	3.56	3.71	4.10	3.97
UKIP	2.55	2.60	2.76	2.93	2.91	2.41	3.15	1.69	2.78	2.85	2.20	1.53	1.89	2.76	1.83	2.83	2.62	2.60	2.55	2.26	2.62
Green	3.07	3.72	3.78	2.73	2.63	3.01	2.73	2.30	2.98	2.35	2.90	4.49	4.12	2.91	3.56	3.27	2.99	3.15	3.06	3.28	3.13
BNP	1.84	1.96	2.09	2.52	1.93	2.03	1.96	1.40	3.27	1.63	1.45	1.24	1.33	1.91	1.47	2.06	2.15	2.05	1.82	1.72	1.97

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 84

Q20. On a scale of 1-10 please indicate how likely are you to vote for each of the following parties at the next election - Summary of means

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100		
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Labour	4.67	6.84	6.42	6.12	5.81	4.93	4.53	3.86	3.00	2.39	1.97	4.20
Conservative	4.67	1.46	2.00	2.51	2.90	3.75	4.90	6.18	7.19	8.17	8.80	4.83
Liberal Democrat	3.73	2.21	2.85	3.48	3.95	4.22	4.50	4.74	4.59	4.27	3.82	3.57
SNP	4.79	5.38	4.92	5.07	4.62	5.24	4.95	4.44	4.21	3.71	3.32	4.21
Plaid Cymru	3.69	3.68	4.07	2.99	4.08	3.69	3.65	4.24	3.88	3.22	3.40	2.89
UKIP	2.55	2.30	2.29	2.48	2.46	2.64	2.82	2.84	2.71	2.58	2.56	3.94
Green	3.07	3.34	3.53	3.55	3.53	3.37	3.26	3.06	2.71	2.39	2.16	3.16
BNP	1.84	1.95	1.87	1.81	1.81	1.95	1.94	1.87	1.70	1.67	1.78	2.40

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 85

Q21. There are some Parliamentary constituencies where one party tends to win at every election. These are often described as “safe” seats. There are other constituencies where elections tend to be closely fought between two or more parties and where different parties win at different times. These are sometimes described as "marginal seats". Which of these two phrases best describes the Parliamentary constituency where you live?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Safe seat	5127	2887	2241	184	564	826	1090	1392	1071	2006	1768	579	774	489	311	612	490	350	366	243	387	507	953	418
	50%	55%	44%	35%	39%	43%	53%	57%	58%	55%	51%	45%	43%	57%	63%	47%	50%	40%	45%	49%	54%	49%	57%	43%
Marginal seat	2917	1678	1239	108	303	503	580	777	646	1177	970	359	411	193	88	404	257	321	253	140	200	300	412	350
	28%	32%	25%	21%	21%	26%	28%	32%	35%	32%	28%	28%	23%	22%	18%	31%	26%	37%	31%	28%	28%	29%	24%	36%
Don't know	2194	638	1556	228	577	598	397	262	132	447	754	356	636	179	93	294	226	195	187	118	136	236	321	209
	21%	12%	31%	44%	40%	31%	19%	11%	7%	12%	22%	28%	35%	21%	19%	22%	23%	23%	23%	24%	19%	23%	19%	21%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 85

Q21. There are some Parliamentary constituencies where one party tends to win at every election. These are often described as “safe” seats. There are other constituencies where elections tend to be closely fought between two or more parties and where different parties win at different times. These are sometimes described as "marginal seats". Which of these two phrases best describes the Parliamentary constituency where you live?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Safe seat	5127 50%	1753 55%	1208 50%	1144 54%	1482 56%	1736 52%	848 55%	1480 58%	1766 52%	724 54%	1416 57%	1901 53%	542 54%	1587 57%	1366 55%	572 54%	2319 47%	2576 54%	52 66%
Marginal seat	2917 28%	1032 32%	792 33%	602 29%	856 33%	1028 31%	513 33%	808 31%	1050 31%	463 35%	794 32%	1147 32%	351 35%	908 33%	784 31%	370 35%	1279 26%	1520 32%	21 27%
Don't know	2194 21%	418 13%	413 17%	358 17%	288 11%	580 17%	188 12%	284 11%	559 17%	148 11%	273 11%	542 15%	115 11%	279 10%	346 14%	110 10%	1369 28%	665 14%	6 7%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 85

Q21. There are some Parliamentary constituencies where one party tends to win at every election. These are often described as "safe" seats. There are other constituencies where elections tend to be closely fought between two or more parties and where different parties win at different times. These are sometimes described as "marginal seats". Which of these two phrases best describes the Parliamentary constituency where you live?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Safe seat	5127 50%	51	154	456	1090	316	225	64	56	594	670	569	331	88	66	323	76	564	4563	852	1849
		51%	40%	36%	53%	48%	49%	57%	41%	57%	56%	55%	53%	53%	71%	47%	37%	49%	50%	51%	48%
Marginal seat	2917 28%	19	75	305	608	166	132	20	20	333	393	353	224	57	24	157	31	288	2629	498	1052
		19%	19%	24%	29%	25%	28%	18%	15%	32%	33%	34%	36%	35%	26%	23%	15%	25%	29%	30%	27%
Don't know	2194 21%	30	160	513	371	173	105	29	60	109	134	108	69	21	3	209	101	293	1900	326	963
		30%	41%	40%	18%	26%	23%	25%	44%	11%	11%	10%	11%	12%	3%	30%	49%	26%	21%	19%	25%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 85

Q21. There are some Parliamentary constituencies where one party tends to win at every election. These are often described as “safe” seats. There are other constituencies where elections tend to be closely fought between two or more parties and where different parties win at different times. These are sometimes described as "marginal seats". Which of these two phrases best describes the Parliamentary constituency where you live?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Safe seat	5127 50%	1052 48%	293 47%	319 50%	317 50%	473 43%	430 47%	525 52%	615 55%	655 56%	447 52%	193 51%
Marginal seat	2917 28%	620 28%	173 28%	168 26%	164 26%	269 25%	252 28%	291 29%	320 29%	375 32%	286 33%	115 30%
Don't know	2194 21%	511 23%	163 26%	149 23%	148 24%	348 32%	225 25%	202 20%	182 16%	144 12%	120 14%	73 19%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 86

Q22. Are there any parties that you would never vote for? If so which one(s)?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
I would never vote Labour	2624 26%	1445 28%	1178 23%	69 13%	217 15%	356 18%	503 24%	732 30%	746 40%	1098 30%	824 24%	296 23%	406 22%	186 22%	91 18%	291 22%	246 25%	204 24%	200 25%	114 23%	231 32%	214 21%	534 32%	314 32%
I would never vote Conservative	3037 30%	1523 29%	1514 30%	167 32%	415 29%	629 33%	693 34%	705 29%	427 23%	885 24%	1000 29%	423 33%	729 40%	376 44%	185 38%	457 35%	316 33%	249 29%	220 27%	174 35%	162 22%	290 28%	377 22%	229 23%
I would never vote Liberal Democrat	2345 23%	1317 25%	1029 20%	88 17%	249 17%	398 21%	524 25%	581 24%	505 27%	730 20%	707 20%	337 26%	572 31%	256 30%	143 29%	331 25%	237 24%	201 23%	178 22%	134 27%	152 21%	215 21%	314 19%	183 19%
I would never vote SNP	235 2%	137 3%	98 2%	7 1%	35 2%	45 2%	41 2%	60 2%	46 2%	90 2%	89 3%	24 2%	32 2%	235 27%	-	-	-	-	-	-	-	-	-	-
I would never vote Plaid Cymru	167 2%	100 2%	67 1%	2 *	21 1%	32 2%	31 1%	38 2%	43 2%	63 2%	70 2%	11 1%	22 1%	-	-	-	-	-	-	167 33%	-	-	-	-
I would never vote Green	3270 32%	1896 36%	1374 27%	121 23%	378 26%	546 28%	603 29%	811 33%	810 44%	1256 35%	1015 29%	420 32%	579 32%	288 33%	176 36%	429 33%	317 33%	266 31%	251 31%	175 35%	250 35%	269 26%	533 32%	317 32%
I would never vote UKIP	5076 50%	2660 51%	2416 48%	193 37%	627 43%	885 46%	986 48%	1328 55%	1057 57%	2069 57%	1728 49%	532 41%	748 41%	520 60%	232 47%	617 47%	474 49%	425 49%	378 47%	278 55%	358 50%	515 49%	816 48%	464 47%
I would never vote BNP	7820 76%	4041 78%	3779 75%	337 65%	971 67%	1370 71%	1547 75%	1981 81%	1614 87%	3052 84%	2713 78%	864 67%	1192 65%	694 81%	359 73%	991 76%	687 71%	632 73%	593 74%	397 79%	562 78%	824 79%	1328 79%	753 77%
No, there are no parties I would never vote for	916 9%	370 7%	546 11%	74 14%	228 16%	224 12%	180 9%	144 6%	66 4%	199 5%	292 8%	160 12%	266 15%	55 6%	43 9%	122 9%	104 11%	84 10%	83 10%	47 9%	55 8%	90 9%	144 9%	89 9%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q22. Are there any parties that you would never vote for? If so which one(s)?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
I would never vote Labour	2624 26%	1674	14	326	1603	58	324	1604	76	292	1557	136	253	1574	61	232	997	1496	24
I would never vote Conservative	3037 30%	26	1448	696	21	1704	504	23	1702	419	27	1776	305	38	1501	338	1822	1059	18
I would never vote Liberal Democrat	2345 23%	692	841	110	636	1010	70	633	1008	62	590	1053	48	652	849	63	1371	859	18
I would never vote SNP	235 2%	77	76	38	65	82	38	66	76	33	66	78	29	77	63	19	116	109	-
I would never vote Plaid Cymru	167 2%	51	47	31	52	67	17	51	54	19	49	59	16	50	48	12	78	86	1
I would never vote Green	3270 32%	1488	641	405	1262	911	298	1244	925	286	1207	990	233	1327	646	226	1554	1577	27
I would never vote UKIP	5076 50%	1432	1466	1223	1133	1920	954	1132	1941	809	1115	2072	580	1248	1525	596	2143	2697	36
I would never vote BNP	7820 76%	2514	1977	1809	2038	2687	1341	1999	2714	1155	1939	2888	869	2171	2028	891	3445	4012	44
No, there are no parties I would never vote for	916 9%	207	110	125	143	201	80	137	209	69	124	226	49	157	135	53	578	264	7

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 86

Q22. Are there any parties that you would never vote for? If so which one(s)?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
I would never vote Labour	2624 26%	18 18%	67 17%	273 21%	795 38%	45 7%	164 36%	18 16%	28 21%	489 47%	341 28%	49 5%	77 12%	59 35%	12 13%	137 20%	52 25%	312 27%	2312 25%	301 18%	934 24%
I would never vote Conservative	3037 30%	31 31%	129 33%	352 28%	343 17%	408 62%	91 20%	71 63%	64 47%	104 10%	211 18%	601 58%	241 39%	20 12%	44 48%	244 35%	83 40%	362 32%	2675 29%	575 34%	1042 27%
I would never vote Liberal Democrat	2345 23%	17 17%	79 20%	322 25%	482 23%	242 37%	118 25%	50 45%	47 34%	240 23%	171 14%	218 21%	106 17%	25 15%	22 24%	154 22%	53 26%	308 27%	2037 22%	344 21%	795 21%
I would never vote SNP	235 2%	- -	7 2%	31 2%	41 2%	4 1%	13 3%	11 10%	4 3%	24 2%	24 2%	18 2%	11 2%	3 2%	14 15%	22 3%	8 4%	23 2%	212 2%	35 2%	86 2%
I would never vote Plaid Cymru	167 2%	- -	1 *	18 1%	41 2%	15 2%	20 4%	- -	2 2%	17 2%	12 1%	16 2%	9 1%	5 3%	- -	7 1%	3 1%	25 2%	141 2%	26 2%	56 1%
I would never vote Green	3270 32%	26 27%	93 24%	469 37%	844 41%	207 31%	176 38%	42 37%	49 36%	445 43%	377 31%	105 10%	109 18%	60 36%	18 19%	189 28%	60 29%	389 34%	2881 32%	467 28%	1192 31%
I would never vote UKIP	5076 50%	41 41%	170 44%	467 37%	898 43%	322 49%	196 42%	64 57%	59 44%	466 45%	677 57%	787 76%	414 66%	82 50%	59 63%	285 41%	91 44%	554 48%	4521 50%	913 54%	1758 46%
I would never vote BNP	7820 76%	78 78%	280 72%	742 58%	1532 74%	475 72%	348 75%	93 83%	65 47%	837 81%	1027 86%	962 93%	564 91%	121 73%	84 90%	485 70%	128 62%	810 71%	7011 77%	1365 81%	2799 72%
No, there are no parties I would never vote for	916 9%	7 7%	50 13%	231 18%	175 8%	67 10%	39 8%	4 3%	30 22%	63 6%	58 5%	31 3%	23 4%	11 7%	3 3%	75 11%	49 24%	133 12%	783 9%	108 6%	415 11%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 86

Q22. Are there any parties that you would never vote for? If so which one(s)?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
I would never vote Labour	2624 26%	235 11%	70 11%	72 11%	65 10%	178 16%	183 20%	286 28%	422 38%	580 49%	533 62%	111 29%
I would never vote Conservative	3037 30%	1610 74%	350 56%	299 47%	221 35%	253 23%	128 14%	79 8%	48 4%	25 2%	23 3%	18 5%
I would never vote Liberal Democrat	2345 23%	954 44%	159 25%	133 21%	103 16%	167 15%	122 13%	126 12%	171 15%	205 17%	206 24%	89 23%
I would never vote SNP	235 2%	45 2%	20 3%	18 3%	19 3%	18 2%	9 1%	24 2%	31 3%	30 3%	22 3%	7 2%
I would never vote Plaid Cymru	167 2%	43 2%	11 2%	14 2%	6 1%	12 1%	10 1%	12 1%	15 1%	29 2%	14 2%	3 1%
I would never vote Green	3270 32%	594 27%	158 25%	137 21%	129 21%	283 26%	256 28%	345 34%	419 38%	513 44%	437 51%	134 35%
I would never vote UKIP	5076 50%	1201 55%	351 56%	336 53%	315 50%	508 47%	392 43%	468 46%	522 47%	542 46%	441 52%	122 32%
I would never vote BNP	7820 76%	1629 75%	477 76%	491 77%	473 75%	804 74%	665 73%	804 79%	892 80%	924 79%	660 77%	264 69%
No, there are no parties I would never vote for	916 9%	119 5%	45 7%	69 11%	70 11%	167 15%	129 14%	101 10%	90 8%	82 7%	43 5%	42 11%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 87

Q23. If we had to choose, which is most important, having a strong, competitive economy or having well-funded public services?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Having a strong economy	5810	3301	2509	242	691	978	1128	1485	1286	2355	1911	701	842	462	268	726	548	472	452	271	420	576	1039	575
	57%	63%	50%	46%	48%	51%	55%	61%	70%	65%	55%	54%	46%	54%	54%	55%	56%	54%	56%	54%	58%	55%	62%	59%
Having well funded public services	3643	1673	1970	218	601	752	764	818	490	1102	1324	482	736	346	188	473	354	327	286	198	247	373	524	328
	36%	32%	39%	42%	42%	39%	37%	34%	26%	30%	38%	37%	40%	40%	38%	36%	36%	38%	36%	39%	34%	36%	31%	34%
Don't know	785	229	556	60	152	197	175	128	73	174	257	112	243	53	36	111	70	67	68	33	56	95	124	74
	8%	4%	11%	12%	11%	10%	8%	5%	4%	5%	7%	9%	13%	6%	7%	8%	7%	8%	8%	7%	8%	9%	7%	8%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 87

Q23. If we had to choose, which is most important, having a strong, competitive economy or having well-funded public services?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Having a strong economy	5810 57%	2590 81%	919 38%	1053 50%	2159 82%	1460 44%	819 53%	2108 82%	1484 44%	715 54%	2045 82%	1611 45%	567 56%	2271 82%	982 39%	581 55%	2500 50%	3048 64%	65 82%
Having well funded public services	3643 36%	472 15%	1309 54%	900 43%	361 14%	1646 49%	620 40%	360 14%	1641 49%	535 40%	344 14%	1715 48%	383 38%	404 15%	1316 53%	408 39%	2034 41%	1451 30%	12 15%
Don't know	785 8%	141 4%	185 8%	150 7%	106 4%	238 7%	109 7%	104 4%	250 7%	84 6%	93 4%	264 7%	58 6%	99 4%	198 8%	64 6%	432 9%	262 5%	2 3%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 87

Q23. If we had to choose, which is most important, having a strong, competitive economy or having well-funded public services?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Having a strong economy	5810 57%	52	180	671	1350	256	307	55	68	832	810	340	289	147	50	328	75	623	5187	736	2378
		52%	46%	53%	65%	39%	66%	48%	50%	80%	68%	33%	46%	89%	54%	48%	36%	54%	57%	44%	62%
Having well funded public services	3643 36%	38	165	454	605	333	124	53	52	163	328	631	283	17	38	286	74	423	3220	828	1180
		39%	42%	36%	29%	51%	27%	47%	38%	16%	27%	61%	45%	10%	40%	42%	36%	37%	35%	49%	31%
Don't know	785 8%	9	44	150	114	68	31	5	16	40	60	59	51	2	5	74	58	100	686	111	305
		9%	11%	12%	6%	10%	7%	4%	12%	4%	5%	6%	8%	1%	5%	11%	28%	9%	8%	7%	8%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 87

Q23. If we had to choose, which is most important, having a strong, competitive economy or having well-funded public services?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Having a strong economy	5810	680	248	282	291	537	528	692	847	974	730	216
	57%	31%	39%	44%	46%	49%	58%	68%	76%	83%	86%	57%
Having well funded public services	3643	1302	319	300	288	421	286	254	215	160	97	130
	36%	60%	51%	47%	46%	39%	32%	25%	19%	14%	11%	34%
Don't know	785	202	62	54	50	132	93	71	56	39	27	35
	8%	9%	10%	8%	8%	12%	10%	7%	5%	3%	3%	9%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 88

Q24. Please indicate whether you regard the National Health Service as a positive or negative aspect of Britain today

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	159 2%	75 1%	84 2%	11 2%	27 2%	42 2%	40 2%	27 1%	12 1%	52 1%	48 1%	23 2%	36 2%	7 1%	8 2%	25 2%	15 2%	13 1%	9 1%	4 1%	7 1%	20 2%	32 2%	18 2%
11-20	145 1%	59 1%	85 2%	14 3%	25 2%	28 1%	35 2%	30 1%	12 1%	40 1%	48 1%	23 2%	34 2%	12 1%	6 1%	12 1%	13 1%	18 2%	9 1%	6 1%	13 2%	16 2%	34 2%	6 1%
21-30	180 2%	85 2%	95 2%	8 2%	24 2%	50 3%	36 2%	38 2%	24 1%	57 2%	64 2%	17 1%	41 2%	8 1%	8 2%	26 2%	22 2%	23 3%	10 1%	10 2%	11 1%	16 2%	29 2%	17 2%
31-40	227 2%	96 2%	131 3%	17 3%	42 3%	50 3%	52 3%	41 2%	25 1%	60 2%	87 2%	28 2%	52 3%	15 2%	4 1%	35 3%	20 2%	21 2%	30 4%	10 2%	12 2%	24 2%	35 2%	23 2%
41-50	568 6%	259 5%	309 6%	53 10%	95 7%	121 6%	106 5%	108 4%	85 5%	168 5%	198 6%	86 7%	116 6%	57 7%	20 4%	75 6%	60 6%	51 6%	54 7%	24 5%	27 4%	58 6%	94 6%	49 5%
51-60	624 6%	292 6%	331 7%	38 7%	99 7%	108 6%	122 6%	144 6%	113 6%	215 6%	217 6%	84 6%	107 6%	48 6%	29 6%	91 7%	64 7%	49 6%	47 6%	29 6%	43 6%	69 7%	103 6%	51 5%
61-70	896 9%	432 8%	464 9%	36 7%	139 10%	183 9%	172 8%	182 7%	184 10%	337 9%	285 8%	115 9%	159 9%	64 7%	41 8%	117 9%	81 8%	74 9%	61 8%	50 10%	66 9%	86 8%	169 10%	86 9%
71-80	1335 13%	715 14%	620 12%	70 13%	194 13%	254 13%	255 12%	306 13%	255 14%	515 14%	447 13%	157 12%	216 12%	106 12%	61 12%	171 13%	118 12%	119 14%	94 12%	59 12%	91 13%	152 15%	231 14%	133 14%
81-90	1953 19%	1042 20%	911 18%	81 16%	249 17%	340 18%	397 19%	485 20%	400 22%	729 20%	681 20%	221 17%	321 18%	156 18%	98 20%	218 17%	178 18%	154 18%	173 21%	100 20%	152 21%	200 19%	324 19%	198 20%
91-100	4152 41%	2147 41%	2005 40%	193 37%	550 38%	752 39%	850 41%	1070 44%	739 40%	1458 40%	1416 41%	541 42%	738 41%	389 45%	217 44%	542 41%	400 41%	345 40%	318 39%	209 42%	301 42%	402 39%	634 38%	397 41%
Mean	79.81	80.98	78.60	75.92	77.95	78.22	79.54	81.83	81.67	80.73	79.85	79.14	78.38	81.68	81.76	79.37	79.39	78.65	79.94	81.16	81.17	78.95	78.51	80.59
Standard Error	0.22	0.29	0.32	1.08	0.61	0.54	0.51	0.42	0.44	0.34	0.37	0.63	0.56	0.70	0.97	0.63	0.73	0.79	0.77	0.94	0.77	0.70	0.54	0.68
Standard Deviation	22.04	21.20	22.82	24.70	23.20	23.51	22.92	20.66	18.89	20.88	21.98	22.67	23.83	20.46	21.19	22.57	22.51	23.10	21.70	20.92	20.77	22.62	22.68	21.47

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q24. Please indicate whether you regard the National Health Service as a positive or negative aspect of Britain today

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	159 2%	55 2%	31 1%	19 1%	41 2%	45 1%	10 1%	43 2%	43 1%	8 1%	35 1%	50 1%	5 *	45 2%	29 1%	3 *	86 2%	66 1%	1 1%
11-20	145 1%	46 1%	18 1%	20 1%	41 2%	33 1%	16 1%	39 2%	36 1%	11 1%	36 1%	30 1%	13 1%	36 1%	22 1%	13 1%	82 2%	55 1%	- -
21-30	180 2%	69 2%	17 1%	27 1%	55 2%	40 1%	17 1%	57 2%	40 1%	18 1%	50 2%	48 1%	14 1%	54 2%	27 1%	11 1%	90 2%	77 2%	5 6%
31-40	227 2%	82 3%	29 1%	35 2%	69 3%	56 2%	25 2%	65 3%	54 2%	20 1%	63 3%	51 1%	17 2%	71 3%	33 1%	13 1%	135 3%	80 2%	1 1%
41-50	568 6%	193 6%	110 5%	76 4%	163 6%	132 4%	54 3%	159 6%	128 4%	47 4%	161 6%	128 4%	35 3%	171 6%	83 3%	34 3%	291 6%	231 5%	7 9%
51-60	624 6%	231 7%	103 4%	102 5%	195 7%	153 5%	69 4%	192 7%	152 5%	71 5%	172 7%	163 5%	62 6%	202 7%	108 4%	53 5%	297 6%	293 6%	8 10%
61-70	896 9%	347 11%	161 7%	170 8%	289 11%	232 7%	121 8%	284 11%	245 7%	103 8%	263 11%	258 7%	92 9%	289 10%	166 7%	91 9%	410 8%	442 9%	13 17%
71-80	1335 13%	509 16%	231 10%	254 12%	409 16%	352 11%	210 14%	404 16%	368 11%	159 12%	385 15%	414 12%	123 12%	426 15%	266 11%	125 12%	639 13%	647 14%	7 9%
81-90	1953 19%	682 21%	411 17%	430 20%	591 22%	588 18%	298 19%	573 22%	603 18%	276 21%	570 23%	651 18%	209 21%	603 22%	451 18%	225 21%	876 18%	976 20%	13 16%
91-100	4152 41%	990 31%	1302 54%	972 46%	773 29%	1714 51%	730 47%	754 29%	1707 51%	622 47%	749 30%	1795 50%	439 44%	878 32%	1310 53%	483 46%	2060 41%	1894 40%	24 30%
Mean	79.81	76.85	84.94	83.32	76.56	83.88	83.74	76.39	83.79	83.74	77.09	83.78	82.61	77.32	84.76	84.09	79.23	80.60	73.44
Standard Error	0.22	0.38	0.46	0.40	0.42	0.37	0.46	0.42	0.37	0.50	0.42	0.35	0.59	0.40	0.41	0.55	0.33	0.30	2.54
Standard Deviation	22.04	22.02	19.80	19.62	21.86	20.56	19.03	22.00	20.51	18.98	21.55	20.33	19.52	21.74	19.74	18.37	22.92	20.94	22.68

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 88

Q24. Please indicate whether you regard the National Health Service as a positive or negative aspect of Britain today

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	159 2%	4 4%	10 2%	21 2%	31 2%	11 2%	7	-	4 3%	28 3%	13 1%	6 1%	8 1%	4 2%	-	8 1%	5 2%	20 2%	139 2%	20 1%	83 2%
11-20	145 1%	2 2%	9 2%	35 3%	28 1%	7 1%	7 1%	1 1%	3 2%	18 2%	11 1%	6 1%	4 1%	3 2%	-	8 1%	2 1%	24 2%	121 1%	23 1%	60 2%
21-30	180 2%	1 1%	10 3%	30 2%	42 2%	7 1%	12 3%	1 1%	3 2%	21 2%	18 1%	5 *	7 1%	3 2%	-	16 2%	4 2%	18 2%	162 2%	30 2%	79 2%
31-40	227 2%	1 1%	12 3%	30 2%	56 3%	18 3%	15 3%	3 3%	3 2%	25 2%	21 2%	9 1%	9 1%	3 2%	-	15 2%	7 3%	30 3%	197 2%	27 2%	105 3%
41-50	568 6%	7 7%	28 7%	99 8%	122 6%	34 5%	25 5%	5 5%	9 7%	45 4%	56 5%	25 2%	24 4%	9 6%	3 3%	50 7%	25 12%	71 6%	497 5%	86 5%	245 6%
51-60	624 6%	3 3%	23 6%	93 7%	141 7%	29 4%	28 6%	6 6%	9 6%	79 8%	84 7%	29 3%	19 3%	7 4%	6 7%	47 7%	20 10%	73 6%	550 6%	87 5%	263 7%
61-70	896 9%	9 9%	30 8%	120 9%	217 10%	54 8%	40 9%	7 6%	13 10%	102 10%	108 9%	56 5%	51 8%	21 12%	5 5%	49 7%	15 7%	125 11%	771 8%	147 9%	345 9%
71-80	1335 13%	19 19%	52 13%	162 13%	320 15%	39 6%	68 15%	11 10%	25 19%	149 14%	173 14%	92 9%	78 12%	29 17%	10 11%	86 12%	23 11%	158 14%	1177 13%	225 13%	502 13%
81-90	1953 19%	11 11%	75 19%	218 17%	410 20%	114 17%	87 19%	22 19%	17 13%	231 22%	251 21%	192 19%	126 20%	24 15%	14 15%	130 19%	33 16%	202 18%	1751 19%	290 17%	755 20%
91-100	4152 41%	43 43%	140 36%	465 37%	701 34%	342 52%	174 38%	56 50%	50 37%	337 33%	462 39%	611 59%	299 48%	63 38%	55 59%	279 41%	74 36%	425 37%	3728 41%	742 44%	1426 37%
Mean	79.81	78.89	76.48	76.38	77.52	82.72	78.39	83.89	76.22	77.30	80.58	88.46	84.23	78.31	87.85	79.49	75.16	77.45	80.11	81.35	77.82
Standard Error	0.22	2.48	1.24	0.68	0.48	0.90	1.05	1.83	2.12	0.71	0.58	0.52	0.78	1.74	1.58	0.84	1.71	0.68	0.23	0.52	0.37
Standard Deviation	22.04	24.90	24.40	24.10	21.89	22.05	22.69	19.01	24.49	23.27	20.20	16.53	19.52	22.63	15.05	21.92	24.55	22.94	21.91	21.26	23.23

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 88

Q24. Please indicate whether you regard the National Health Service as a positive or negative aspect of Britain today

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	159 2%	60 3%	11 2%	9 1%	7 1%	16 1%	9 1%	10 1%	11 1%	6 *	20 2%	13 4%
11-20	145 1%	49 2%	8 1%	9 1%	9 1%	16 1%	17 2%	9 1%	12 1%	7 1%	10 1%	9 2%
21-30	180 2%	38 2%	19 3%	14 2%	12 2%	21 2%	15 2%	19 2%	18 2%	9 1%	15 2%	12 3%
31-40	227 2%	39 2%	24 4%	15 2%	14 2%	33 3%	17 2%	21 2%	20 2%	23 2%	21 2%	12 3%
41-50	568 6%	108 5%	30 5%	32 5%	33 5%	90 8%	57 6%	64 6%	48 4%	61 5%	45 5%	23 6%
51-60	624 6%	85 4%	30 5%	41 6%	39 6%	79 7%	87 10%	64 6%	87 8%	72 6%	39 5%	35 9%
61-70	896 9%	142 7%	41 6%	40 6%	62 10%	84 8%	108 12%	123 12%	131 12%	105 9%	60 7%	28 7%
71-80	1335 13%	184 8%	71 11%	76 12%	86 14%	144 13%	142 16%	153 15%	194 17%	194 17%	92 11%	44 12%
81-90	1953 19%	310 14%	118 19%	128 20%	129 20%	196 18%	160 18%	233 23%	248 22%	274 23%	158 18%	73 19%
91-100	4152 41%	1169 54%	276 44%	273 43%	240 38%	411 38%	296 33%	322 32%	350 31%	422 36%	393 46%	131 35%
Mean	79.81	81.98	79.82	80.55	79.64	77.89	76.75	78.49	78.86	81.05	80.66	74.40
Standard Error	0.22	0.54	0.97	0.89	0.86	0.69	0.70	0.62	0.58	0.52	0.77	1.31
Standard Deviation	22.04	24.64	23.68	22.14	21.45	22.75	21.28	20.22	19.64	18.32	23.08	26.10

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 89

Q24. Please indicate whether you regard ethnic and religious diversity as a positive or negative aspect of Britain today

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	1606	938	668	58	151	312	366	424	295	483	472	272	378	125	75	210	186	145	129	86	123	110	263	155
	16%	18%	13%	11%	10%	16%	18%	17%	16%	13%	14%	21%	21%	15%	15%	16%	19%	17%	16%	17%	17%	11%	16%	16%
11-20	687	401	287	31	67	116	152	164	158	252	209	119	108	54	35	87	70	66	56	37	44	54	116	69
	7%	8%	6%	6%	5%	6%	7%	7%	9%	7%	6%	9%	6%	6%	7%	7%	7%	8%	7%	7%	6%	5%	7%	7%
21-30	775	399	376	28	75	123	174	191	183	278	231	109	157	44	46	107	78	71	71	30	53	57	141	77
	8%	8%	7%	5%	5%	6%	8%	8%	10%	8%	7%	8%	9%	5%	9%	8%	8%	8%	9%	6%	7%	5%	8%	8%
31-40	609	283	327	28	67	112	114	156	132	198	210	84	117	46	25	78	71	41	54	28	41	49	111	66
	6%	5%	6%	5%	5%	6%	6%	6%	7%	5%	6%	7%	6%	5%	5%	6%	7%	5%	7%	6%	6%	5%	7%	7%
41-50	1520	747	773	84	207	284	288	357	301	498	516	192	315	119	76	181	147	133	121	73	123	150	250	146
	15%	14%	15%	16%	14%	15%	14%	15%	16%	14%	15%	15%	17%	14%	15%	14%	15%	15%	15%	15%	17%	14%	15%	15%
51-60	1041	468	573	43	145	210	178	254	210	364	365	133	177	104	52	160	95	86	76	57	65	83	152	111
	10%	9%	11%	8%	10%	11%	9%	10%	11%	10%	10%	10%	10%	12%	11%	12%	10%	10%	9%	11%	9%	8%	9%	11%
61-70	869	429	440	40	153	167	172	200	138	344	306	104	115	71	50	118	78	72	58	45	53	81	154	87
	8%	8%	9%	8%	11%	9%	8%	8%	7%	9%	9%	8%	6%	8%	10%	9%	8%	8%	7%	9%	7%	8%	9%	9%
71-80	908	477	431	59	138	160	182	213	156	344	335	89	140	85	37	109	77	62	89	37	73	105	156	78
	9%	9%	9%	11%	10%	8%	9%	9%	8%	9%	10%	7%	8%	10%	7%	8%	8%	7%	11%	7%	10%	10%	9%	8%
81-90	932	459	473	60	172	170	193	200	137	366	362	86	118	90	54	88	74	88	64	42	66	136	150	80
	9%	9%	9%	12%	12%	9%	9%	8%	7%	10%	10%	7%	6%	10%	11%	7%	8%	10%	8%	8%	9%	13%	9%	8%
91-100	1291	602	688	90	268	274	248	271	140	504	485	106	195	122	42	172	96	102	88	65	82	219	193	109
	13%	12%	14%	17%	19%	14%	12%	11%	8%	14%	14%	8%	11%	14%	9%	13%	10%	12%	11%	13%	11%	21%	11%	11%
Mean	51.42	49.54	53.36	57.65	59.77	52.34	49.78	49.43	46.62	53.89	54.27	44.00	46.30	54.18	49.70	50.68	47.03	50.01	49.93	50.54	50.70	60.56	50.75	50.04
Standard Error	0.30	0.44	0.42	1.34	0.79	0.72	0.70	0.62	0.66	0.50	0.52	0.85	0.73	1.06	1.36	0.86	0.99	1.07	1.08	1.40	1.14	0.96	0.73	0.96
Standard Deviation	30.85	31.45	30.11	30.50	30.03	31.26	31.68	30.73	28.78	30.53	30.53	30.43	30.92	30.89	29.64	30.72	30.56	31.26	30.41	31.24	30.83	30.94	30.53	30.31

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 89

Q24. Please indicate whether you regard ethnic and religious diversity as a positive or negative aspect of Britain today

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	1606 16%	572 18%	258 11%	214 10%	502 19%	429 13%	143 9%	496 19%	447 13%	129 10%	475 19%	518 14%	108 11%	540 19%	338 14%	117 11%	952 19%	574 12%	12 16%
11-20	687 7%	297 9%	113 5%	107 5%	257 10%	187 6%	70 5%	253 10%	189 6%	74 6%	236 9%	201 6%	54 5%	257 9%	133 5%	62 6%	360 7%	299 6%	2 2%
21-30	775 8%	311 10%	136 6%	140 7%	254 10%	222 7%	105 7%	264 10%	227 7%	87 6%	246 10%	226 6%	78 8%	268 10%	166 7%	74 7%	403 8%	343 7%	5 6%
31-40	609 6%	251 8%	101 4%	110 5%	216 8%	160 5%	77 5%	219 9%	154 5%	64 5%	213 9%	168 5%	46 5%	241 9%	96 4%	50 5%	314 6%	270 6%	6 7%
41-50	1520 15%	548 17%	318 13%	295 14%	429 16%	421 13%	234 15%	424 16%	431 13%	190 14%	412 17%	473 13%	157 16%	443 16%	315 13%	157 15%	726 15%	695 15%	13 17%
51-60	1041 10%	326 10%	270 11%	197 9%	267 10%	359 11%	159 10%	255 10%	368 11%	136 10%	256 10%	377 11%	107 11%	283 10%	276 11%	102 10%	528 11%	459 10%	13 17%
61-70	869 8%	240 7%	232 10%	227 11%	197 7%	315 9%	152 10%	191 7%	313 9%	135 10%	188 8%	317 9%	102 10%	207 7%	224 9%	105 10%	391 8%	445 9%	4 5%
71-80	908 9%	235 7%	260 11%	216 10%	193 7%	337 10%	155 10%	175 7%	338 10%	138 10%	174 7%	361 10%	104 10%	204 7%	251 10%	106 10%	384 8%	480 10%	7 9%
81-90	932 9%	208 6%	291 12%	246 12%	162 6%	373 11%	188 12%	156 6%	371 11%	166 12%	143 6%	401 11%	106 11%	167 6%	286 11%	131 12%	387 8%	506 11%	2 3%
91-100	1291 13%	214 7%	434 18%	353 17%	150 6%	543 16%	266 17%	140 5%	538 16%	216 16%	140 6%	548 15%	145 14%	164 6%	412 16%	148 14%	520 10%	690 14%	14 17%
Mean	51.42	44.51	59.47	58.57	43.13	56.43	59.43	42.53	56.02	58.74	42.84	55.21	56.56	43.09	56.45	56.71	47.51	55.37	52.26
Standard Error	0.30	0.50	0.69	0.60	0.54	0.56	0.71	0.54	0.56	0.77	0.55	0.54	0.89	0.53	0.65	0.89	0.44	0.43	3.38
Standard Deviation	30.85	28.68	30.00	29.74	28.42	30.85	29.31	28.21	30.93	29.50	28.16	31.23	29.42	28.53	31.15	29.86	30.93	30.21	30.27

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 89

Q24. Please indicate whether you regard ethnic and religious diversity as a positive or negative aspect of Britain today

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	1606 16%	9 9%	44 11%	269 21%	410 20%	114 17%	114 25%	16 14%	31 23%	174 17%	123 10%	44 4%	56 9%	31 18%	9 10%	110 16%	53 25%	191 17%	1415 16%	189 11%	622 16%
11-20	687 7%	7 7%	20 5%	102 8%	185 9%	38 6%	41 9%	5 5%	15 11%	79 8%	79 7%	24 2%	23 4%	9 5%	5 5%	46 7%	10 5%	68 6%	620 7%	87 5%	267 7%
21-30	775 8%	4 4%	23 6%	102 8%	200 10%	56 8%	46 10%	12 11%	14 11%	100 10%	69 6%	29 3%	26 4%	10 6%	8 9%	60 9%	16 8%	73 6%	703 8%	129 8%	267 7%
31-40	609 6%	3 3%	13 3%	77 6%	157 8%	41 6%	35 8%	6 5%	12 9%	63 6%	78 6%	27 3%	26 4%	7 4%	3 3%	49 7%	13 6%	62 5%	548 6%	87 5%	215 6%
41-50	1520 15%	16 16%	53 14%	225 18%	321 16%	93 14%	69 15%	12 10%	24 17%	177 17%	178 15%	93 9%	71 11%	20 12%	11 11%	126 18%	32 16%	172 15%	1349 15%	210 13%	569 15%
51-60	1041 10%	11 11%	43 11%	149 12%	238 12%	85 13%	40 9%	13 11%	14 11%	95 9%	102 9%	81 8%	53 9%	13 8%	5 6%	81 12%	18 9%	123 11%	917 10%	180 11%	363 9%
61-70	869 8%	5 5%	33 8%	95 7%	144 7%	47 7%	35 7%	12 11%	11 8%	103 10%	140 12%	92 9%	71 11%	17 10%	10 11%	40 6%	15 7%	98 9%	771 8%	170 10%	350 9%
71-80	908 9%	10 10%	39 10%	80 6%	142 7%	62 9%	34 7%	13 11%	1 1%	83 8%	145 12%	140 14%	69 11%	18 11%	8 8%	53 8%	12 6%	90 8%	817 9%	160 10%	345 9%
81-90	932 9%	10 10%	50 13%	101 8%	121 6%	44 7%	26 6%	12 11%	4 3%	75 7%	136 11%	174 17%	75 12%	17 10%	13 14%	60 9%	14 7%	103 9%	829 9%	202 12%	340 9%
91-100	1291 13%	26 26%	71 18%	73 6%	152 7%	76 12%	23 5%	12 11%	10 8%	87 8%	147 12%	327 32%	154 25%	26 15%	22 23%	62 9%	23 11%	166 15%	1124 12%	262 16%	525 14%
Mean	51.42	62.26	59.18	43.61	43.48	49.14	39.86	51.89	38.63	47.54	56.50	73.34	64.69	54.20	62.22	48.26	44.51	51.83	51.36	57.14	51.83
Standard Error	0.30	3.10	1.58	0.82	0.63	1.24	1.35	2.85	2.42	0.89	0.83	0.82	1.18	2.50	3.29	1.13	2.25	0.93	0.32	0.74	0.50
Standard Deviation	30.85	31.12	31.03	29.18	29.11	30.45	29.29	29.57	28.05	29.27	29.08	26.06	29.72	32.49	31.37	29.48	32.36	31.35	30.79	30.21	31.28

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 89

Q24. Please indicate whether you regard ethnic and religious diversity as a positive or negative aspect of Britain today

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	1606 16%	489 22%	90 14%	73 11%	72 11%	154 14%	107 12%	123 12%	138 12%	170 14%	190 22%	89 23%
11-20	687 7%	130 6%	36 6%	35 5%	47 7%	70 6%	55 6%	71 7%	77 7%	99 8%	69 8%	36 10%
21-30	775 8%	142 7%	45 7%	42 7%	35 6%	68 6%	74 8%	84 8%	104 9%	112 10%	68 8%	26 7%
31-40	609 6%	78 4%	33 5%	32 5%	42 7%	61 6%	49 5%	81 8%	87 8%	87 7%	60 7%	20 5%
41-50	1520 15%	250 11%	82 13%	100 16%	88 14%	203 19%	137 15%	156 15%	198 18%	188 16%	118 14%	62 16%
51-60	1041 10%	174 8%	63 10%	75 12%	65 10%	117 11%	136 15%	109 11%	118 11%	106 9%	78 9%	37 10%
61-70	869 8%	147 7%	50 8%	58 9%	63 10%	92 8%	91 10%	104 10%	113 10%	111 9%	39 5%	23 6%
71-80	908 9%	170 8%	51 8%	56 9%	60 10%	95 9%	84 9%	95 9%	117 10%	109 9%	70 8%	22 6%
81-90	932 9%	176 8%	81 13%	79 12%	77 12%	95 9%	94 10%	81 8%	83 7%	95 8%	69 8%	23 6%
91-100	1291 13%	427 20%	98 16%	86 14%	81 13%	135 12%	79 9%	115 11%	82 7%	95 8%	94 11%	41 11%
Mean	51.42	51.35	54.65	56.13	55.06	52.34	52.60	52.07	49.89	48.82	45.38	43.53
Standard Error	0.30	0.77	1.28	1.19	1.19	0.91	0.92	0.89	0.81	0.83	1.07	1.59
Standard Deviation	30.85	35.04	31.42	29.78	29.61	30.10	28.15	28.87	27.74	28.86	31.95	31.73

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 90

Q24. Please indicate whether you regard the Royal Family as a positive or negative aspect of Britain today

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	978 10%	570 11%	408 8%	59 11%	153 11%	228 12%	204 10%	230 9%	105 6%	333 9%	329 9%	118 9%	199 11%	130 15%	47 10%	143 11%	109 11%	72 8%	64 8%	73 15%	47 6%	104 10%	129 8%	61 6%
11-20	429 4%	246 5%	183 4%	28 5%	68 5%	76 4%	99 5%	97 4%	61 3%	146 4%	149 4%	53 4%	82 4%	50 6%	22 4%	53 4%	52 5%	34 4%	34 4%	20 4%	27 4%	41 4%	52 3%	45 5%
21-30	510 5%	263 5%	247 5%	34 7%	77 5%	115 6%	104 5%	110 5%	69 4%	167 5%	195 6%	54 4%	94 5%	55 6%	21 4%	69 5%	39 4%	41 5%	49 6%	23 5%	38 5%	50 5%	76 5%	48 5%
31-40	435 4%	197 4%	238 5%	27 5%	80 6%	89 5%	93 5%	98 4%	49 3%	142 4%	162 5%	47 4%	84 5%	47 5%	20 4%	57 4%	41 4%	27 3%	35 4%	22 4%	24 3%	41 4%	73 4%	47 5%
41-50	1328 13%	632 12%	697 14%	96 18%	211 15%	298 15%	250 12%	275 11%	198 11%	437 12%	459 13%	175 14%	257 14%	126 15%	66 14%	184 14%	137 14%	96 11%	96 12%	58 12%	92 13%	153 15%	186 11%	134 14%
51-60	1017 10%	454 9%	562 11%	55 11%	157 11%	222 12%	202 10%	247 10%	134 7%	323 9%	376 11%	124 10%	194 11%	82 9%	54 11%	122 9%	97 10%	82 9%	79 10%	60 12%	67 9%	119 11%	168 10%	87 9%
61-70	943 9%	466 9%	477 9%	44 8%	156 11%	173 9%	191 9%	217 9%	162 9%	350 10%	314 9%	122 9%	156 9%	50 6%	66 14%	122 9%	69 7%	79 9%	73 9%	39 8%	78 11%	107 10%	167 10%	91 9%
71-80	1258 12%	650 12%	609 12%	50 10%	172 12%	234 12%	249 12%	324 13%	230 12%	468 13%	439 13%	162 12%	189 10%	112 13%	55 11%	163 12%	101 10%	101 12%	100 12%	56 11%	94 13%	122 12%	236 14%	117 12%
81-90	1337 13%	697 13%	640 13%	60 12%	153 11%	210 11%	277 13%	316 13%	321 17%	527 15%	451 13%	167 13%	191 10%	85 10%	52 11%	155 12%	145 15%	136 16%	106 13%	58 12%	110 15%	129 12%	230 14%	131 13%
91-100	2003 20%	1029 20%	974 19%	68 13%	218 15%	281 15%	398 19%	519 21%	519 28%	737 20%	617 18%	275 21%	374 21%	125 14%	88 18%	240 18%	183 19%	198 23%	169 21%	92 18%	145 20%	177 17%	369 22%	217 22%
Mean	61.77	61.35	62.20	55.40	58.19	57.39	61.13	63.15	69.81	63.25	60.84	62.93	59.77	53.95	60.65	59.93	60.27	64.92	63.03	58.06	65.12	60.38	65.17	64.40
Standard Error	0.29	0.43	0.40	1.30	0.77	0.68	0.66	0.60	0.64	0.49	0.50	0.83	0.72	1.08	1.33	0.84	0.99	1.01	1.04	1.42	1.04	0.91	0.68	0.90
Standard Deviation	29.71	30.74	28.61	29.70	29.10	29.77	30.12	29.80	27.69	29.60	29.26	29.54	30.73	31.47	29.04	30.02	30.73	29.55	29.41	31.74	28.07	29.13	28.36	28.57

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 90

Q24. Please indicate whether you regard the Royal Family as a positive or negative aspect of Britain today

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	978 10%	131	301	203	80	425	133	79	436	102	75	469	72	89	366	85	540	381	2
		4%	12%	10%	3%	13%	9%	3%	13%	8%	3%	13%	7%	3%	15%	8%	11%	8%	2%
11-20	429 4%	64	126	96	39	167	74	39	183	57	31	190	45	37	140	60	220	180	1
		2%	5%	5%	1%	5%	5%	2%	5%	4%	1%	5%	5%	1%	6%	6%	4%	4%	1%
21-30	510 5%	94	167	126	73	212	80	67	213	64	67	210	54	78	166	52	254	231	4
		3%	7%	6%	3%	6%	5%	3%	6%	5%	3%	6%	5%	3%	7%	5%	5%	5%	5%
31-40	435 4%	67	131	110	49	180	71	57	173	65	48	183	48	53	133	49	240	178	2
		2%	5%	5%	2%	5%	5%	2%	5%	5%	2%	5%	5%	2%	5%	5%	5%	4%	2%
41-50	1328 13%	278	328	306	204	452	230	200	453	195	182	507	131	217	360	141	676	564	10
		9%	14%	15%	8%	14%	15%	8%	13%	15%	7%	14%	13%	8%	14%	13%	14%	12%	13%
51-60	1017 10%	259	264	220	201	360	154	201	365	137	196	377	101	219	259	112	512	462	6
		8%	11%	10%	8%	11%	10%	8%	11%	10%	8%	10%	10%	8%	10%	11%	10%	10%	8%
61-70	943 9%	317	220	196	262	304	139	241	317	122	235	323	96	275	210	86	446	451	12
		10%	9%	9%	10%	9%	9%	9%	9%	9%	9%	9%	9%	10%	8%	8%	9%	9%	15%
71-80	1258 12%	465	277	274	396	378	204	389	379	165	380	426	116	416	263	128	541	651	10
		15%	11%	13%	15%	11%	13%	15%	11%	12%	15%	12%	12%	15%	11%	12%	11%	14%	13%
81-90	1337 13%	587	240	265	495	357	206	485	342	186	490	360	152	530	228	148	582	693	14
		18%	10%	13%	19%	11%	13%	19%	10%	14%	20%	10%	15%	19%	9%	14%	12%	15%	18%
91-100	2003 20%	940	360	308	827	511	258	814	516	241	779	546	193	861	370	191	953	969	18
		29%	15%	15%	31%	15%	17%	32%	15%	18%	31%	15%	19%	31%	15%	18%	19%	20%	23%
Mean	61.77	73.15	55.94	58.95	75.18	56.43	60.91	75.14	56.11	62.15	75.57	56.20	63.00	75.01	54.10	61.49	59.77	64.20	70.22
Standard Error	0.29	0.44	0.70	0.59	0.46	0.55	0.70	0.46	0.55	0.75	0.46	0.53	0.86	0.45	0.65	0.87	0.44	0.41	2.68
Standard Deviation	29.71	25.34	30.31	28.97	23.92	30.44	28.82	24.04	30.53	28.41	23.68	30.53	28.51	23.96	31.11	29.12	30.35	28.80	23.93

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 90

Q24. Please indicate whether you regard the Royal Family as a positive or negative aspect of Britain today

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	978 10%	8 8%	41 11%	110 9%	96 5%	78 12%	41 9%	20 17%	20 14%	47 5%	85 7%	201 20%	96 15%	17 10%	16 18%	62 9%	40 19%	119 10%	859 9%	182 11%	355 9%
11-20	429 4%	4 4%	24 6%	35 3%	49 2%	36 6%	18 4%	8 7%	8 6%	26 3%	47 4%	78 8%	34 6%	11 7%	6 7%	32 5%	11 5%	48 4%	381 4%	65 4%	183 5%
21-30	510 5%	8 8%	14 4%	59 5%	73 4%	36 5%	19 4%	10 9%	7 5%	41 4%	52 4%	87 8%	44 7%	7 4%	9 10%	32 5%	13 6%	47 4%	463 5%	115 7%	189 5%
31-40	435 4%	8 8%	11 3%	57 4%	78 4%	32 5%	13 3%	4 4%	8 6%	23 2%	48 4%	62 6%	38 6%	4 2%	3 3%	34 5%	10 5%	34 3%	401 4%	80 5%	169 4%
41-50	1328 13%	11 11%	63 16%	182 14%	224 11%	87 13%	44 10%	13 11%	22 16%	114 11%	129 11%	173 17%	101 16%	14 9%	16 18%	99 14%	36 17%	163 14%	1165 13%	226 13%	506 13%
51-60	1017 10%	8 8%	39 10%	137 11%	199 10%	73 11%	37 8%	10 9%	15 11%	82 8%	130 11%	110 11%	76 12%	9 5%	6 6%	63 9%	23 11%	127 11%	889 10%	183 11%	408 11%
61-70	943 9%	11 11%	39 10%	116 9%	189 9%	55 8%	46 10%	8 7%	9 7%	92 9%	133 11%	84 8%	55 9%	16 10%	5 5%	69 10%	14 7%	116 10%	826 9%	149 9%	360 9%
71-80	1258 12%	9 9%	37 10%	171 13%	292 14%	69 11%	58 13%	13 12%	14 11%	130 13%	184 15%	96 9%	55 9%	21 13%	13 14%	80 12%	15 7%	117 10%	1141 13%	219 13%	486 13%
81-90	1337 13%	11 11%	48 12%	145 11%	331 16%	64 10%	76 17%	12 11%	13 10%	177 17%	178 15%	77 7%	58 9%	29 17%	5 5%	95 14%	18 9%	146 13%	1190 13%	184 11%	503 13%
91-100	2003 20%	22 22%	71 18%	263 21%	536 26%	127 19%	110 24%	15 13%	19 14%	303 29%	211 18%	62 6%	66 11%	37 23%	13 14%	121 18%	27 13%	226 20%	1777 20%	271 16%	704 18%
Mean	61.77	61.67	59.60	62.97	69.59	58.03	65.58	51.78	53.39	71.26	64.40	45.67	51.36	64.47	50.23	60.86	49.43	61.32	61.83	58.69	61.19
Standard Error	0.29	2.96	1.53	0.81	0.58	1.26	1.38	3.20	2.71	0.81	0.79	0.93	1.19	2.43	3.36	1.13	2.23	0.89	0.31	0.73	0.47
Standard Deviation	29.71	29.70	30.12	28.69	26.47	30.87	29.92	33.26	31.38	26.69	27.60	29.43	29.93	31.59	32.08	29.34	32.00	29.87	29.69	29.60	29.44

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 90

Q24. Please indicate whether you regard the Royal Family as a positive or negative aspect of Britain today

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	978 10%	575 26%	72 12%	43 7%	32 5%	77 7%	40 4%	56 6%	29 3%	28 2%	24 3%	34 9%
11-20	429 4%	176 8%	52 8%	26 4%	36 6%	31 3%	37 4%	20 2%	18 2%	15 1%	19 2%	13 4%
21-30	510 5%	155 7%	56 9%	43 7%	44 7%	60 6%	43 5%	32 3%	29 3%	28 2%	20 2%	21 6%
31-40	435 4%	109 5%	39 6%	45 7%	48 8%	61 6%	44 5%	28 3%	36 3%	15 1%	9 1%	10 3%
41-50	1328 13%	326 15%	85 14%	133 21%	96 15%	210 19%	125 14%	113 11%	107 10%	79 7%	55 6%	58 15%
51-60	1017 10%	165 8%	77 12%	73 11%	94 15%	133 12%	135 15%	116 11%	96 9%	79 7%	50 6%	38 10%
61-70	943 9%	110 5%	52 8%	56 9%	74 12%	122 11%	124 14%	129 13%	112 10%	113 10%	50 6%	38 10%
71-80	1258 12%	147 7%	52 8%	77 12%	72 11%	127 12%	125 14%	170 17%	209 19%	195 17%	85 10%	40 11%
81-90	1337 13%	139 6%	57 9%	57 9%	60 10%	126 12%	101 11%	170 17%	237 21%	262 22%	127 15%	40 11%
91-100	2003 20%	283 13%	87 14%	82 13%	73 12%	143 13%	134 15%	183 18%	245 22%	360 31%	415 49%	87 23%
Mean	61.77	43.99	52.88	57.55	57.75	59.97	62.38	67.52	72.35	77.07	79.83	62.63
Standard Error	0.29	0.74	1.22	1.06	1.05	0.80	0.82	0.78	0.68	0.64	0.84	1.48
Standard Deviation	29.71	33.47	29.86	26.47	26.00	26.34	25.07	25.18	23.07	22.41	24.98	29.46

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 91

Q24. Please indicate whether you regard membership of the European Union as a positive or negative aspect of Britain today

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	2226 22%	1208 23%	1018 20%	65 12%	206 14%	383 20%	507 25%	586 24%	479 26%	640 18%	715 20%	377 29%	493 27%	167 19%	112 23%	274 21%	221 23%	195 23%	198 25%	102 20%	178 25%	180 17%	380 23%	221 23%
11-20	832 8%	415 8%	417 8%	28 5%	95 7%	155 8%	177 9%	193 8%	184 10%	274 8%	253 7%	128 10%	178 10%	61 7%	49 10%	116 9%	102 10%	65 8%	61 8%	42 8%	57 8%	63 6%	134 8%	84 9%
21-30	896 9%	441 8%	456 9%	39 7%	110 8%	177 9%	207 10%	213 9%	151 8%	284 8%	291 8%	138 11%	184 10%	73 8%	40 8%	119 9%	85 9%	89 10%	70 9%	44 9%	57 8%	78 7%	154 9%	87 9%
31-40	747 7%	350 7%	397 8%	36 7%	105 7%	156 8%	143 7%	179 7%	128 7%	265 7%	248 7%	98 8%	135 7%	71 8%	40 8%	94 7%	65 7%	70 8%	72 9%	31 6%	51 7%	65 6%	124 7%	66 7%
41-50	1489 15%	678 13%	811 16%	87 17%	260 18%	323 17%	284 14%	304 13%	230 12%	490 14%	539 15%	172 13%	287 16%	96 11%	79 16%	210 16%	131 14%	130 15%	124 15%	84 17%	109 15%	141 13%	261 15%	125 13%
51-60	1066 10%	448 9%	619 12%	58 11%	181 13%	215 11%	203 10%	242 10%	168 9%	361 10%	407 12%	110 9%	189 10%	104 12%	38 8%	136 10%	100 10%	80 9%	83 10%	56 11%	66 9%	131 13%	165 10%	109 11%
61-70	800 8%	408 8%	392 8%	63 12%	146 10%	141 7%	152 7%	161 7%	137 7%	323 9%	280 8%	86 7%	111 6%	70 8%	44 9%	97 7%	78 8%	64 7%	57 7%	41 8%	54 7%	104 10%	121 7%	70 7%
71-80	820 8%	456 9%	363 7%	49 9%	133 9%	143 7%	178 9%	182 7%	135 7%	359 10%	291 8%	64 5%	105 6%	75 9%	43 9%	113 9%	71 7%	69 8%	59 7%	33 7%	52 7%	94 9%	138 8%	74 8%
81-90	691 7%	407 8%	283 6%	40 8%	106 7%	115 6%	109 5%	196 8%	125 7%	326 9%	230 7%	65 5%	70 4%	74 9%	27 5%	71 5%	64 7%	61 7%	45 6%	36 7%	50 7%	90 9%	100 6%	73 7%
91-100	671 7%	392 8%	279 6%	56 11%	103 7%	118 6%	106 5%	175 7%	112 6%	309 9%	238 7%	56 4%	68 4%	72 8%	22 5%	80 6%	57 6%	43 5%	37 5%	33 7%	50 7%	99 9%	109 6%	69 7%
Mean	43.59	44.25	42.90	52.69	49.21	43.44	40.70	43.03	40.76	48.50	44.85	35.96	36.81	47.02	41.53	42.92	41.89	42.09	40.63	43.86	42.30	49.68	42.87	43.52
Standard Error	0.29	0.43	0.40	1.25	0.74	0.66	0.65	0.63	0.70	0.50	0.50	0.80	0.66	1.05	1.32	0.82	0.96	1.00	1.01	1.32	1.13	0.94	0.71	0.96
Standard Deviation	29.83	31.16	28.38	28.59	28.03	28.65	29.53	30.97	30.48	30.22	29.56	28.80	27.94	30.56	28.95	29.22	29.78	29.17	28.64	29.46	30.62	30.10	29.70	30.55

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 91

Q24. Please indicate whether you regard membership of the European Union as a positive or negative aspect of Britain today

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	2226 22%	922 29%	329 14%	285 14%	793 30%	563 17%	214 14%	776 30%	600 18%	193 14%	734 30%	657 18%	169 17%	839 30%	436 17%	164 16%	1283 26%	838 18%	8 10%
11-20	832 8%	365 11%	131 5%	130 6%	302 11%	218 7%	88 6%	291 11%	224 7%	86 6%	277 11%	252 7%	73 7%	301 11%	174 7%	68 6%	430 9%	361 8%	5 7%
21-30	896 9%	336 10%	169 7%	189 9%	266 10%	246 7%	126 8%	268 10%	246 7%	116 9%	269 11%	284 8%	84 8%	276 10%	184 7%	81 8%	513 10%	357 7%	5 6%
31-40	747 7%	250 8%	188 8%	139 7%	212 8%	238 7%	93 6%	198 8%	241 7%	76 6%	195 8%	251 7%	64 6%	208 7%	183 7%	73 7%	381 8%	328 7%	5 6%
41-50	1489 15%	452 14%	347 14%	299 14%	365 14%	472 14%	230 15%	370 14%	469 14%	171 13%	350 14%	472 13%	128 13%	371 13%	313 13%	126 12%	724 15%	678 14%	10 12%
51-60	1066 10%	303 9%	272 11%	231 11%	231 9%	378 11%	179 12%	234 9%	385 11%	145 11%	234 9%	395 11%	98 10%	264 10%	251 10%	118 11%	494 10%	515 11%	7 9%
61-70	800 8%	208 6%	236 10%	203 10%	174 7%	304 9%	142 9%	161 6%	296 9%	123 9%	153 6%	313 9%	91 9%	183 7%	215 9%	90 9%	337 7%	419 9%	15 18%
71-80	820 8%	160 5%	261 11%	241 11%	124 5%	343 10%	177 11%	119 5%	340 10%	155 12%	122 5%	356 10%	103 10%	144 5%	264 11%	107 10%	316 6%	467 10%	8 10%
81-90	691 7%	124 4%	233 10%	203 10%	96 4%	302 9%	140 9%	99 4%	292 9%	138 10%	91 4%	313 9%	100 10%	106 4%	237 10%	119 11%	246 5%	409 9%	8 9%
91-100	671 7%	82 3%	246 10%	183 9%	64 2%	280 8%	160 10%	58 2%	283 8%	130 10%	57 2%	297 8%	97 10%	83 3%	238 10%	106 10%	242 5%	389 8%	10 13%
Mean	43.59	34.75	52.51	51.66	33.91	49.28	52.43	33.85	48.62	51.91	34.14	47.98	50.00	34.71	49.47	51.39	38.88	48.30	56.32
Standard Error	0.29	0.47	0.68	0.59	0.52	0.54	0.71	0.52	0.54	0.78	0.53	0.52	0.93	0.52	0.65	0.91	0.41	0.43	3.22
Standard Deviation	29.83	27.20	29.30	28.96	27.15	29.82	29.34	27.06	29.97	29.88	26.97	30.25	30.64	27.75	30.74	30.47	28.84	30.03	28.84

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 91

Q24. Please indicate whether you regard membership of the European Union as a positive or negative aspect of Britain today

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	2226 22%	15 15%	67 17%	342 27%	618 30%	133 20%	187 40%	23 21%	33 24%	261 25%	172 14%	51 5%	69 11%	28 17%	11 12%	154 22%	61 29%	259 23%	1967 22%	308 18%	784 20%
11-20	832 8%	3 3%	23 6%	126 10%	222 11%	57 9%	48 10%	8 7%	17 12%	98 10%	79 7%	27 3%	36 6%	10 6%	5 5%	57 8%	18 8%	80 7%	753 8%	137 8%	286 7%
21-30	896 9%	10 10%	37 10%	127 10%	221 11%	59 9%	43 9%	12 11%	12 9%	100 10%	94 8%	39 4%	35 6%	7 4%	3 3%	83 12%	14 7%	104 9%	793 9%	128 8%	349 9%
31-40	747 7%	6 7%	28 7%	103 8%	160 8%	66 10%	32 7%	11 10%	15 11%	73 7%	80 7%	41 4%	51 8%	15 9%	6 7%	50 7%	8 4%	80 7%	667 7%	132 8%	295 8%
41-50	1489 15%	11 11%	66 17%	207 16%	291 14%	105 16%	54 12%	10 9%	22 16%	156 15%	182 15%	136 13%	76 12%	14 9%	12 13%	118 17%	30 14%	173 15%	1316 14%	240 14%	581 15%
51-60	1066 10%	13 13%	46 12%	133 10%	194 9%	71 11%	32 7%	14 12%	12 9%	87 8%	133 11%	131 13%	67 11%	25 15%	12 13%	78 11%	18 9%	125 11%	941 10%	189 11%	422 11%
61-70	800 8%	7 7%	39 10%	82 6%	118 6%	39 6%	26 6%	8 7%	5 4%	78 8%	137 11%	130 13%	52 8%	16 10%	13 14%	36 5%	14 7%	107 9%	693 8%	151 9%	338 9%
71-80	820 8%	10 10%	37 10%	73 6%	98 5%	44 7%	18 4%	7 6%	6 5%	81 8%	111 9%	168 16%	77 12%	22 13%	13 14%	39 6%	15 7%	75 7%	744 8%	165 10%	303 8%
81-90	691 7%	7 7%	21 5%	44 3%	89 4%	43 7%	16 3%	13 12%	7 5%	51 5%	105 9%	127 12%	91 15%	11 7%	11 11%	41 6%	14 7%	63 5%	628 7%	106 6%	255 7%
91-100	671 7%	16 16%	24 6%	36 3%	57 3%	39 6%	8 2%	8 7%	8 6%	49 5%	104 9%	181 18%	70 11%	16 10%	7 8%	33 5%	16 8%	81 7%	590 6%	121 7%	252 7%
Mean	43.59	53.24	46.30	36.07	34.42	42.35	28.70	45.12	37.95	39.74	50.72	65.61	56.57	50.77	55.11	40.39	40.95	42.91	43.67	46.26	44.39
Standard Error	0.29	3.13	1.43	0.76	0.60	1.17	1.24	2.92	2.49	0.89	0.83	0.80	1.17	2.33	2.99	1.09	2.22	0.88	0.31	0.72	0.47
Standard Deviation	29.83	31.44	28.14	26.90	27.33	28.68	26.83	30.33	28.85	29.15	29.16	25.26	29.33	30.26	28.49	28.44	31.82	29.52	29.87	29.32	29.41

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 91

Q24. Please indicate whether you regard membership of the European Union as a positive or negative aspect of Britain today

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	2226 22%	600 27%	119 19%	107 17%	95 15%	207 19%	159 17%	194 19%	239 21%	243 21%	263 31%	131 35%
11-20	832 8%	164 8%	51 8%	39 6%	45 7%	73 7%	69 8%	98 10%	110 10%	98 8%	87 10%	44 12%
21-30	896 9%	144 7%	56 9%	71 11%	54 9%	100 9%	64 7%	98 10%	108 10%	135 12%	67 8%	33 9%
31-40	747 7%	124 6%	47 8%	52 8%	60 9%	76 7%	91 10%	80 8%	65 6%	99 8%	54 6%	33 9%
41-50	1489 15%	267 12%	94 15%	110 17%	74 12%	215 20%	151 17%	147 14%	152 14%	182 16%	97 11%	46 12%
51-60	1066 10%	179 8%	63 10%	64 10%	75 12%	126 12%	131 14%	111 11%	128 11%	114 10%	76 9%	33 9%
61-70	800 8%	159 7%	60 10%	59 9%	51 8%	78 7%	68 8%	85 8%	95 8%	93 8%	53 6%	22 6%
71-80	820 8%	167 8%	49 8%	47 7%	72 11%	84 8%	74 8%	88 9%	104 9%	87 7%	47 6%	12 3%
81-90	691 7%	145 7%	39 6%	45 7%	60 10%	71 7%	65 7%	73 7%	73 6%	67 6%	52 6%	15 4%
91-100	671 7%	234 11%	51 8%	43 7%	44 7%	61 6%	35 4%	44 4%	44 4%	56 5%	58 7%	12 3%
Mean	43.59	43.54	45.73	46.22	49.10	44.52	44.77	43.62	42.54	41.77	37.50	31.92
Standard Error	0.29	0.73	1.22	1.13	1.17	0.86	0.89	0.88	0.84	0.81	1.05	1.41
Standard Deviation	29.83	33.20	29.83	28.19	29.06	28.46	27.08	28.36	28.72	28.13	31.22	28.06

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 92

Q24. Please indicate whether you regard the BBC as a positive or negative aspect of Britain today

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	512 5%	306 6%	206 4%	27 5%	68 5%	116 6%	118 6%	110 5%	73 4%	144 4%	148 4%	83 6%	136 7%	50 6%	30 6%	80 6%	52 5%	39 5%	35 4%	23 5%	42 6%	46 4%	71 4%	44 4%
11-20	293 3%	156 3%	136 3%	12 2%	42 3%	58 3%	56 3%	75 3%	51 3%	95 3%	97 3%	40 3%	61 3%	32 4%	19 4%	35 3%	25 3%	21 2%	30 4%	12 2%	23 3%	30 3%	48 3%	18 2%
21-30	402 4%	217 4%	185 4%	14 3%	51 4%	61 3%	92 4%	100 4%	85 5%	130 4%	132 4%	60 5%	80 4%	37 4%	29 6%	38 3%	41 4%	38 4%	36 5%	28 6%	31 4%	41 4%	53 3%	31 3%
31-40	483 5%	251 5%	231 5%	18 4%	58 4%	93 5%	100 5%	119 5%	94 5%	157 4%	147 4%	72 6%	107 6%	37 4%	22 5%	66 5%	44 5%	42 5%	44 5%	23 5%	30 4%	39 4%	95 6%	40 4%
41-50	1342 13%	634 12%	708 14%	72 14%	208 14%	277 14%	277 13%	273 11%	235 13%	430 12%	442 13%	195 15%	276 15%	106 12%	65 13%	176 13%	141 14%	127 15%	118 15%	70 14%	82 11%	110 11%	223 13%	125 13%
51-60	1096 11%	489 9%	607 12%	47 9%	150 10%	212 11%	238 12%	251 10%	198 11%	369 10%	343 10%	155 12%	229 13%	81 9%	58 12%	158 12%	110 11%	88 10%	81 10%	54 11%	75 10%	104 10%	184 11%	103 11%
61-70	1111 11%	521 10%	590 12%	66 13%	170 12%	214 11%	226 11%	237 10%	196 11%	374 10%	395 11%	134 10%	207 11%	91 11%	58 12%	160 12%	111 11%	86 10%	88 11%	58 12%	72 10%	122 12%	169 10%	97 10%
71-80	1395 14%	699 13%	696 14%	85 16%	193 13%	249 13%	267 13%	345 14%	257 14%	481 13%	510 15%	182 14%	223 12%	120 14%	62 13%	181 14%	139 14%	103 12%	119 15%	63 12%	101 14%	148 14%	225 13%	134 14%
81-90	1658 16%	871 17%	787 16%	82 16%	239 17%	316 16%	317 15%	416 17%	289 16%	616 17%	605 17%	183 14%	253 14%	155 18%	75 15%	205 16%	144 15%	157 18%	115 14%	82 16%	126 17%	155 15%	265 16%	179 18%
91-100	1946 19%	1059 20%	888 18%	97 19%	266 18%	330 17%	375 18%	506 21%	372 20%	835 23%	672 19%	190 15%	249 14%	153 18%	73 15%	212 16%	166 17%	165 19%	140 17%	90 18%	140 19%	248 24%	353 21%	206 21%
Mean	65.96	66.20	65.71	66.94	66.24	64.72	64.60	67.22	66.61	68.75	67.26	62.07	60.66	65.18	62.36	64.40	64.68	66.29	64.51	65.10	66.16	68.50	66.97	68.56
Standard Error	0.26	0.37	0.35	1.11	0.68	0.60	0.59	0.53	0.59	0.42	0.43	0.74	0.63	0.93	1.24	0.73	0.83	0.89	0.91	1.15	1.00	0.82	0.62	0.80
Standard Deviation	26.12	27.06	25.11	25.31	25.78	26.40	26.66	26.16	25.55	25.58	25.52	26.56	26.90	27.06	27.20	26.10	25.78	25.93	25.65	25.73	27.02	26.27	25.70	25.25

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 92

Q24. Please indicate whether you regard the BBC as a positive or negative aspect of Britain today

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	512 5%	202	82	58	168	138	37	166	139	32	144	150	32	157	101	26	315	165	2
		6%	3%	3%	6%	4%	2%	6%	4%	2%	6%	4%	3%	6%	4%	2%	6%	3%	2%
11-20	293 3%	130	37	33	109	74	24	114	71	17	104	83	14	116	50	18	172	105	1
		4%	2%	2%	4%	2%	2%	4%	2%	1%	4%	2%	1%	4%	2%	2%	3%	2%	1%
21-30	402 4%	167	78	47	129	120	30	128	125	28	127	141	22	141	91	23	224	158	4
		5%	3%	2%	5%	4%	2%	5%	4%	2%	5%	4%	2%	5%	4%	2%	5%	3%	5%
31-40	483 5%	179	85	71	158	134	44	157	136	38	144	152	30	150	113	33	287	174	4
		6%	4%	3%	6%	4%	3%	6%	4%	3%	6%	4%	3%	5%	5%	3%	6%	4%	5%
41-50	1342 13%	452	272	217	380	395	145	364	399	143	353	411	106	398	265	110	722	528	12
		14%	11%	10%	14%	12%	9%	14%	12%	11%	14%	11%	10%	14%	11%	10%	15%	11%	16%
51-60	1096 11%	375	224	200	319	323	146	303	336	122	293	353	91	330	233	98	579	464	10
		12%	9%	10%	12%	10%	9%	12%	10%	9%	12%	10%	9%	12%	9%	9%	12%	10%	13%
61-70	1111 11%	378	224	228	310	322	167	296	321	140	291	347	100	321	239	106	558	492	8
		12%	9%	11%	12%	10%	11%	11%	10%	11%	12%	10%	10%	12%	10%	10%	11%	10%	9%
71-80	1395 14%	454	349	299	345	454	223	349	453	189	363	489	139	394	332	143	643	701	8
		14%	14%	14%	13%	14%	14%	14%	13%	14%	15%	14%	14%	14%	13%	14%	13%	15%	10%
81-90	1658 16%	446	448	419	359	604	317	361	614	261	350	624	210	399	440	217	721	862	12
		14%	19%	20%	14%	18%	20%	14%	18%	20%	14%	17%	21%	14%	18%	21%	15%	18%	15%
91-100	1946 19%	420	614	531	349	780	417	334	781	364	313	839	264	369	633	279	744	1112	18
		13%	25%	25%	13%	23%	27%	13%	23%	27%	13%	23%	26%	13%	25%	27%	15%	23%	23%
Mean	65.96	61.28	71.26	72.59	60.94	69.19	73.98	60.89	69.13	73.63	61.35	68.88	73.02	61.88	69.96	73.22	62.16	70.20	67.63
Standard Error	0.26	0.46	0.57	0.48	0.50	0.47	0.56	0.51	0.46	0.61	0.51	0.45	0.72	0.48	0.54	0.70	0.38	0.36	2.73
Standard Deviation	26.12	26.38	24.79	23.59	26.39	25.72	22.92	26.53	25.67	23.13	26.01	25.89	23.79	26.05	25.81	23.38	26.62	24.84	24.41

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 92

Q24. Please indicate whether you regard the BBC as a positive or negative aspect of Britain today

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	512 5%	10 10%	17 4%	94 7%	111 5%	40 6%	30 7%	4 4%	13 9%	53 5%	31 3%	16 2%	21 3%	9 5%	5 5%	38 5%	21 10%	75 7%	437 5%	71 4%	206 5%
11-20	293 3%	1 1%	17 4%	48 4%	92 4%	12 2%	10 2%	6 5%	6 4%	34 3%	21 2%	5 *	11 2%	4 2%	2 2%	17 2%	7 4%	36 3%	257 3%	33 2%	114 3%
21-30	402 4%	2 2%	15 4%	74 6%	98 5%	28 4%	22 5%	9 8%	5 3%	40 4%	27 2%	20 2%	15 2%	5 3%	1 1%	31 5%	10 5%	38 3%	365 4%	55 3%	151 4%
31-40	483 5%	8 8%	17 4%	85 7%	107 5%	29 4%	28 6%	5 4%	12 9%	64 6%	41 3%	19 2%	16 3%	10 6%	1 1%	31 4%	11 5%	55 5%	428 5%	74 4%	173 4%
41-50	1342 13%	3 3%	46 12%	218 17%	328 16%	101 15%	72 16%	18 16%	24 17%	126 12%	128 11%	59 6%	58 9%	15 9%	11 12%	101 15%	33 16%	160 14%	1182 13%	213 13%	508 13%
51-60	1096 11%	11 11%	44 11%	150 12%	252 12%	93 14%	62 13%	15 13%	15 11%	119 11%	114 10%	54 5%	54 9%	12 7%	6 7%	74 11%	22 10%	139 12%	957 11%	174 10%	395 10%
61-70	1111 11%	11 11%	41 11%	148 12%	247 12%	58 9%	58 12%	8 7%	17 13%	110 11%	138 12%	81 8%	59 9%	12 7%	10 11%	92 13%	18 9%	134 12%	977 11%	189 11%	436 11%
71-80	1395 14%	17 17%	57 15%	176 14%	272 13%	82 12%	46 10%	20 18%	18 13%	151 15%	192 16%	126 12%	75 12%	21 13%	17 18%	103 15%	20 10%	151 13%	1244 14%	238 14%	544 14%
81-90	1658 16%	14 14%	59 15%	144 11%	280 14%	100 15%	69 15%	13 11%	15 11%	161 16%	245 20%	244 24%	129 21%	32 20%	21 22%	111 16%	23 11%	163 14%	1496 16%	303 18%	596 15%
91-100	1946 19%	23 23%	76 19%	137 11%	280 14%	113 17%	66 14%	15 13%	12 9%	178 17%	261 22%	406 39%	184 30%	44 27%	19 21%	90 13%	43 21%	196 17%	1750 19%	326 19%	742 19%
Mean	65.96	66.78	66.14	58.16	61.37	63.92	61.49	61.20	55.94	64.92	71.78	80.89	74.13	69.84	71.79	63.42	60.16	63.56	66.26	67.96	65.82
Standard Error	0.26	2.90	1.33	0.74	0.56	1.07	1.20	2.49	2.29	0.80	0.66	0.65	0.98	2.06	2.64	0.97	2.05	0.79	0.27	0.62	0.42
Standard Deviation	26.12	29.10	26.14	26.21	25.86	26.24	25.91	25.88	26.55	26.26	23.14	20.60	24.70	26.84	25.20	25.38	29.38	26.55	26.05	25.11	26.33

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 92

Q24. Please indicate whether you regard the BBC as a positive or negative aspect of Britain today

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	512 5%	200 9%	33 5%	19 3%	24 4%	43 4%	28 3%	20 2%	49 4%	34 3%	62 7%	41 11%
11-20	293 3%	68 3%	21 3%	19 3%	8 1%	31 3%	24 3%	26 3%	28 3%	37 3%	30 3%	21 6%
21-30	402 4%	115 5%	25 4%	24 4%	13 2%	33 3%	21 2%	30 3%	50 5%	52 4%	39 5%	22 6%
31-40	483 5%	102 5%	22 4%	40 6%	26 4%	43 4%	41 5%	57 6%	53 5%	61 5%	36 4%	17 5%
41-50	1342 13%	286 13%	79 13%	74 12%	75 12%	190 17%	143 16%	126 12%	141 13%	130 11%	99 12%	50 13%
51-60	1096 11%	209 10%	74 12%	62 10%	68 11%	103 9%	126 14%	123 12%	106 9%	127 11%	98 11%	44 12%
61-70	1111 11%	152 7%	63 10%	76 12%	90 14%	126 12%	119 13%	139 14%	137 12%	132 11%	77 9%	43 11%
71-80	1395 14%	245 11%	91 15%	78 12%	101 16%	134 12%	132 15%	148 15%	187 17%	171 15%	108 13%	35 9%
81-90	1658 16%	296 14%	105 17%	106 17%	117 19%	183 17%	147 16%	177 17%	191 17%	229 19%	108 13%	58 15%
91-100	1946 19%	511 23%	115 18%	137 22%	107 17%	204 19%	127 14%	172 17%	175 16%	201 17%	197 23%	50 13%
Mean	65.96	63.48	65.72	67.84	68.46	66.67	65.48	67.82	66.17	67.33	64.48	57.68
Standard Error	0.26	0.66	1.07	1.01	0.94	0.76	0.76	0.71	0.73	0.70	0.96	1.47
Standard Deviation	26.12	30.06	26.21	25.24	23.39	25.06	23.15	22.99	24.92	24.56	28.55	29.19

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 93

Q24. Please indicate whether you regard the TUC as a positive or negative aspect of Britain today

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	1193 12%	747 14%	446 9%	30 6%	125 9%	210 11%	239 12%	324 13%	266 14%	498 14%	373 11%	147 11%	175 10%	82 10%	61 12%	119 9%	113 12%	93 11%	85 11%	52 10%	93 13%	132 13%	237 14%	125 13%
11-20	732 7%	429 8%	303 6%	18 3%	84 6%	119 6%	154 7%	200 8%	158 9%	300 8%	230 7%	84 6%	118 7%	59 7%	31 6%	78 6%	74 8%	58 7%	64 8%	33 7%	55 8%	62 6%	146 9%	72 7%
21-30	885 9%	511 10%	374 7%	34 7%	99 7%	161 8%	169 8%	212 9%	209 11%	358 10%	298 9%	104 8%	125 7%	70 8%	42 9%	116 9%	65 7%	70 8%	73 9%	31 6%	77 11%	66 6%	188 11%	89 9%
31-40	888 9%	476 9%	412 8%	30 6%	106 7%	165 9%	165 8%	219 9%	204 11%	345 10%	293 8%	100 8%	150 8%	68 8%	45 9%	109 8%	83 9%	86 10%	73 9%	51 10%	74 10%	78 7%	134 8%	88 9%
41-50	2238 22%	963 19%	1275 25%	201 39%	426 30%	466 24%	394 19%	410 17%	341 18%	682 19%	818 23%	287 22%	450 25%	182 21%	100 20%	282 22%	212 22%	178 21%	184 23%	114 23%	145 20%	244 23%	391 23%	208 21%
51-60	1417 14%	623 12%	794 16%	91 17%	219 15%	269 14%	288 14%	320 13%	231 12%	476 13%	479 14%	177 14%	286 16%	121 14%	58 12%	202 15%	148 15%	119 14%	110 14%	60 12%	109 15%	144 14%	213 13%	131 13%
61-70	951 9%	446 9%	505 10%	45 9%	157 11%	179 9%	210 10%	221 9%	140 8%	309 9%	336 10%	124 10%	182 10%	95 11%	54 11%	136 10%	96 10%	81 9%	68 8%	39 8%	56 8%	120 11%	117 7%	89 9%
71-80	824 8%	427 8%	397 8%	30 6%	85 6%	160 8%	206 10%	208 9%	136 7%	305 8%	279 8%	116 9%	124 7%	76 9%	48 10%	120 9%	72 7%	71 8%	75 9%	47 9%	52 7%	89 8%	107 6%	69 7%
81-90	567 6%	313 6%	254 5%	20 4%	73 5%	93 5%	115 6%	180 7%	86 5%	183 5%	206 6%	78 6%	100 6%	55 6%	25 5%	66 5%	61 6%	56 7%	41 5%	40 8%	28 4%	56 5%	76 5%	62 6%
91-100	542 5%	267 5%	274 5%	22 4%	71 5%	106 5%	127 6%	138 6%	78 4%	174 5%	179 5%	79 6%	110 6%	54 6%	29 6%	81 6%	49 5%	54 6%	34 4%	34 7%	33 5%	54 5%	76 4%	45 5%
Mean	47.71	46.00	49.48	50.49	49.44	48.39	48.85	47.54	43.80	45.62	48.57	48.97	49.34	50.20	48.43	49.97	48.13	49.12	47.24	50.26	45.04	48.83	44.03	46.65
Standard Error	0.25	0.37	0.34	0.89	0.62	0.57	0.58	0.55	0.59	0.43	0.42	0.72	0.58	0.87	1.19	0.70	0.82	0.88	0.87	1.17	0.92	0.79	0.61	0.81
Standard Deviation	25.50	26.79	23.97	20.37	23.40	25.11	26.19	26.98	25.60	26.15	25.00	25.80	24.65	25.48	25.93	25.00	25.40	25.77	24.56	26.16	25.04	25.53	25.48	25.75

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q24. Please indicate whether you regard the TUC as a positive or negative aspect of Britain today

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	1193 12%	690 22%	83 3%	137 6%	600 23%	174 5%	123 8%	598 23%	179 5%	112 8%	567 23%	204 6%	84 8%	597 22%	88 4%	82 8%	504 10%	630 13%	12 15%
11-20	732 7%	383 12%	72 3%	109 5%	330 13%	122 4%	93 6%	339 13%	130 4%	79 6%	313 13%	158 4%	65 6%	340 12%	87 3%	67 6%	320 6%	380 8%	6 7%
21-30	885 9%	440 14%	97 4%	147 7%	376 14%	174 5%	121 8%	366 14%	177 5%	108 8%	347 14%	191 5%	95 9%	391 14%	108 4%	89 8%	384 8%	468 10%	6 7%
31-40	888 9%	360 11%	113 5%	206 10%	301 11%	224 7%	156 10%	290 11%	227 7%	134 10%	296 12%	237 7%	111 11%	343 12%	129 5%	108 10%	385 8%	466 10%	6 7%
41-50	2238 22%	608 19%	439 18%	512 24%	476 18%	625 19%	344 22%	447 17%	638 19%	291 22%	433 17%	660 18%	216 21%	487 18%	420 17%	230 22%	1106 22%	987 21%	15 19%
51-60	1417 14%	341 11%	355 15%	342 16%	266 10%	485 14%	254 16%	260 10%	476 14%	219 16%	267 11%	500 14%	162 16%	294 11%	357 14%	167 16%	688 14%	650 14%	13 17%
61-70	951 9%	171 5%	334 14%	230 11%	117 4%	441 13%	159 10%	113 4%	441 13%	134 10%	112 5%	465 13%	95 9%	129 5%	340 14%	103 10%	516 10%	400 8%	4 5%
71-80	824 8%	110 3%	342 14%	201 10%	79 3%	437 13%	146 9%	78 3%	447 13%	121 9%	77 3%	462 13%	84 8%	107 4%	360 14%	106 10%	439 9%	346 7%	11 13%
81-90	567 6%	56 2%	277 11%	133 6%	44 2%	334 10%	85 5%	43 2%	341 10%	74 6%	37 2%	366 10%	50 5%	45 2%	307 12%	56 5%	325 7%	224 5%	4 5%
91-100	542 5%	44 1%	300 12%	88 4%	37 1%	330 10%	69 4%	39 2%	321 10%	63 5%	34 1%	347 10%	44 4%	42 2%	300 12%	44 4%	297 6%	209 4%	4 5%
Mean	47.71	34.80	62.55	51.59	33.67	58.72	50.19	33.35	58.49	50.04	33.60	58.11	48.77	34.58	62.24	49.88	49.90	45.36	46.89
Standard Error	0.25	0.40	0.54	0.46	0.44	0.44	0.57	0.44	0.44	0.63	0.45	0.43	0.71	0.43	0.50	0.70	0.36	0.36	3.02
Standard Deviation	25.50	22.94	23.41	22.83	22.82	24.40	23.54	22.93	24.46	23.94	22.70	24.93	23.62	22.93	23.76	23.66	25.45	25.37	27.03

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 93

Q24. Please indicate whether you regard the TUC as a positive or negative aspect of Britain today

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	1193 12%	10 10%	37 10%	148 12%	311 15%	27 4%	80 17%	6 5%	11 8%	200 19%	156 13%	32 3%	43 7%	34 21%	8 9%	66 10%	25 12%	151 13%	1042 11%	125 7%	506 13%
11-20	732 7%	7 7%	20 5%	92 7%	194 9%	38 6%	24 5%	6 5%	11 8%	99 10%	107 9%	26 3%	30 5%	10 6%	7 8%	38 6%	24 11%	78 7%	654 7%	93 6%	296 8%
21-30	885 9%	8 8%	25 7%	124 10%	222 11%	27 4%	52 11%	6 6%	9 6%	135 13%	118 10%	30 3%	49 8%	16 10%	3 3%	48 7%	12 6%	91 8%	794 9%	120 7%	361 9%
31-40	888 9%	9 9%	28 7%	100 8%	218 11%	41 6%	43 9%	4 4%	11 8%	108 10%	131 11%	49 5%	53 9%	13 8%	13 14%	53 8%	16 8%	90 8%	798 9%	143 9%	331 9%
41-50	2238 22%	26 26%	118 30%	328 26%	421 20%	146 22%	83 18%	29 26%	35 26%	206 20%	287 24%	184 18%	129 21%	31 19%	11 12%	159 23%	46 22%	266 23%	1972 22%	362 22%	853 22%
51-60	1417 14%	7 7%	70 18%	211 17%	274 13%	94 14%	73 16%	16 15%	18 13%	129 12%	148 12%	148 14%	67 11%	20 12%	10 10%	101 15%	32 16%	148 13%	1269 14%	238 14%	513 13%
61-70	951 9%	14 14%	36 9%	103 8%	169 8%	77 12%	31 7%	14 13%	12 8%	72 7%	90 8%	130 13%	81 13%	18 11%	15 16%	80 12%	9 4%	91 8%	860 9%	192 11%	360 9%
71-80	824 8%	8 8%	16 4%	75 6%	121 6%	70 11%	38 8%	14 13%	17 12%	41 4%	83 7%	166 16%	69 11%	9 5%	13 14%	70 10%	14 7%	99 9%	725 8%	166 10%	286 7%
81-90	567 6%	7 7%	18 5%	56 4%	83 4%	59 9%	18 4%	9 8%	4 3%	25 2%	42 4%	132 13%	52 8%	6 4%	8 9%	38 6%	10 5%	62 5%	506 6%	114 7%	181 5%
91-100	542 5%	3 3%	19 5%	37 3%	57 3%	78 12%	22 5%	8 7%	10 7%	21 2%	35 3%	135 13%	52 8%	8 5%	5 5%	35 5%	18 9%	69 6%	472 5%	122 7%	177 5%
Mean	47.71	48.60	48.53	45.01	42.08	58.18	43.85	56.29	50.22	38.09	43.69	64.46	54.88	42.27	53.83	50.44	46.61	47.30	47.76	52.79	45.91
Standard Error	0.25	2.42	1.18	0.66	0.54	1.00	1.20	2.25	2.18	0.73	0.69	0.73	1.00	2.06	2.84	0.94	1.91	0.78	0.27	0.61	0.41
Standard Deviation	25.50	24.32	23.25	23.54	24.54	24.51	25.96	23.36	25.20	23.97	23.99	22.97	25.21	26.79	27.10	24.44	27.48	26.31	25.40	24.83	25.50

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 93

Q24. Please indicate whether you regard the TUC as a positive or negative aspect of Britain today

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	1193 12%	197 9%	45 7%	34 5%	39 6%	102 9%	94 10%	101 10%	156 14%	203 17%	222 26%	67 18%
11-20	732 7%	105 5%	36 6%	30 5%	31 5%	54 5%	53 6%	95 9%	97 9%	135 11%	96 11%	35 9%
21-30	885 9%	101 5%	34 5%	49 8%	40 6%	80 7%	76 8%	118 12%	133 12%	149 13%	106 12%	34 9%
31-40	888 9%	106 5%	58 9%	50 8%	54 9%	72 7%	100 11%	117 11%	125 11%	132 11%	74 9%	38 10%
41-50	2238 22%	397 18%	131 21%	165 26%	149 24%	324 30%	226 25%	242 24%	237 21%	238 20%	128 15%	71 19%
51-60	1417 14%	265 12%	101 16%	93 15%	118 19%	183 17%	149 16%	129 13%	173 15%	124 11%	82 10%	48 13%
61-70	951 9%	238 11%	63 10%	68 11%	67 11%	107 10%	94 10%	102 10%	90 8%	80 7%	42 5%	34 9%
71-80	824 8%	242 11%	72 12%	74 12%	65 10%	73 7%	66 7%	62 6%	73 6%	53 5%	44 5%	26 7%
81-90	567 6%	235 11%	49 8%	40 6%	46 7%	60 5%	26 3%	33 3%	19 2%	28 2%	31 4%	13 4%
91-100	542 5%	298 14%	40 6%	30 5%	21 3%	36 3%	22 2%	19 2%	15 1%	32 3%	29 3%	15 4%
Mean	47.71	58.12	53.36	52.91	51.98	49.02	46.13	43.90	41.26	38.69	35.25	42.29
Standard Error	0.25	0.61	1.00	0.91	0.90	0.69	0.73	0.69	0.65	0.68	0.90	1.30
Standard Deviation	25.50	27.80	24.58	22.75	22.39	22.84	22.20	22.41	22.34	23.92	26.82	25.93

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 94

Q24. Please indicate whether you regard the Daily Mail as a positive or negative aspect of Britain today

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	1814 18%	1106 21%	708 14%	73 14%	284 20%	372 19%	373 18%	436 18%	275 15%	778 21%	656 19%	161 12%	219 12%	166 19%	64 13%	225 17%	171 18%	147 17%	124 15%	76 15%	138 19%	242 23%	281 17%	180 18%
11-20	781 8%	464 9%	318 6%	49 9%	94 6%	154 8%	132 6%	203 8%	149 8%	330 9%	270 8%	81 6%	100 5%	66 8%	49 10%	83 6%	80 8%	64 7%	73 9%	38 8%	58 8%	64 6%	124 7%	82 8%
21-30	895 9%	487 9%	408 8%	36 7%	126 9%	170 9%	168 8%	232 10%	164 9%	362 10%	314 9%	76 6%	144 8%	60 7%	51 10%	118 9%	84 9%	71 8%	68 8%	36 7%	57 8%	92 9%	159 9%	99 10%
31-40	799 8%	403 8%	396 8%	40 8%	109 8%	146 8%	175 8%	189 8%	139 8%	284 8%	258 7%	95 7%	162 9%	77 9%	34 7%	122 9%	80 8%	53 6%	62 8%	33 7%	49 7%	72 7%	146 9%	71 7%
41-50	2321 23%	1165 22%	1156 23%	121 23%	316 22%	443 23%	507 25%	556 23%	378 20%	759 21%	774 22%	330 25%	458 25%	201 23%	117 24%	253 19%	250 26%	205 24%	177 22%	135 27%	180 25%	204 20%	370 22%	230 24%
51-60	1249 12%	567 11%	683 14%	75 14%	163 11%	248 13%	256 12%	275 11%	233 13%	374 10%	422 12%	199 15%	255 14%	110 13%	60 12%	183 14%	107 11%	107 12%	98 12%	64 13%	80 11%	110 11%	222 13%	108 11%
61-70	786 8%	331 6%	454 9%	49 9%	116 8%	142 7%	147 7%	183 8%	149 8%	250 7%	261 7%	113 9%	162 9%	58 7%	38 8%	116 9%	63 6%	67 8%	72 9%	46 9%	41 6%	82 8%	127 8%	75 8%
71-80	728 7%	329 6%	400 8%	37 7%	118 8%	107 6%	144 7%	161 7%	160 9%	231 6%	249 7%	105 8%	144 8%	65 7%	35 7%	95 7%	57 6%	70 8%	61 8%	30 6%	59 8%	82 8%	115 7%	60 6%
81-90	490 5%	198 4%	292 6%	20 4%	70 5%	74 4%	100 5%	112 5%	115 6%	146 4%	181 5%	70 5%	93 5%	32 4%	25 5%	61 5%	58 6%	47 5%	42 5%	19 4%	35 5%	52 5%	79 5%	40 4%
91-100	374 4%	155 3%	220 4%	20 4%	48 3%	70 4%	63 3%	85 3%	88 5%	116 3%	109 3%	65 5%	84 5%	26 3%	18 4%	54 4%	22 2%	35 4%	28 3%	27 5%	26 4%	43 4%	63 4%	34 3%
Mean	43.06	39.87	46.35	44.64	42.59	41.35	42.86	42.34	45.92	39.76	42.43	48.08	47.26	41.61	44.35	43.97	42.09	44.35	44.13	45.09	42.52	41.59	43.47	41.59
Standard Error	0.26	0.36	0.36	1.11	0.71	0.60	0.57	0.53	0.61	0.44	0.45	0.70	0.59	0.89	1.17	0.73	0.82	0.90	0.92	1.15	0.98	0.87	0.62	0.82
Standard Deviation	26.16	26.16	25.74	25.29	26.94	26.06	25.69	25.94	26.47	26.43	26.30	25.13	24.92	25.94	25.61	26.12	25.33	26.46	26.00	25.71	26.50	28.03	25.68	25.91

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 94

Q24. Please indicate whether you regard the Daily Mail as a positive or negative aspect of Britain today

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	1814 18%	278	606	537	200	775	399	199	802	327	193	866	217	227	656	236	702	1007	7
		9%	25%	26%	8%	23%	26%	8%	24%	24%	8%	24%	22%	8%	26%	22%	14%	21%	9%
11-20	781 8%	175	218	205	126	288	166	125	291	142	132	314	107	134	224	123	325	426	2
		5%	9%	10%	5%	9%	11%	5%	9%	11%	5%	9%	11%	5%	9%	12%	7%	9%	2%
21-30	895 9%	265	228	223	198	311	164	203	318	134	188	335	115	222	253	111	396	447	3
		8%	9%	11%	8%	9%	11%	8%	9%	10%	8%	9%	11%	8%	10%	11%	8%	9%	3%
31-40	799 8%	263	172	157	215	242	123	203	243	110	187	272	81	208	179	90	391	370	6
		8%	7%	7%	8%	7%	8%	8%	7%	8%	8%	8%	8%	7%	7%	9%	8%	8%	8%
41-50	2321 23%	820	469	417	677	649	313	686	658	260	660	694	211	725	472	197	1201	996	18
		26%	19%	20%	26%	19%	20%	27%	19%	19%	27%	19%	21%	26%	19%	19%	24%	21%	22%
51-60	1249 12%	431	267	225	364	387	155	349	388	138	351	397	103	378	255	110	671	521	15
		13%	11%	11%	14%	12%	10%	14%	11%	10%	14%	11%	10%	14%	10%	10%	14%	11%	19%
61-70	786 8%	301	158	111	250	246	81	242	242	76	224	246	55	270	149	59	434	321	10
		9%	7%	5%	10%	7%	5%	9%	7%	6%	9%	7%	5%	10%	6%	6%	9%	7%	12%
71-80	728 7%	305	131	111	267	208	71	252	199	71	244	215	51	280	146	49	378	318	9
		10%	5%	5%	10%	6%	5%	10%	6%	5%	10%	6%	5%	10%	6%	5%	8%	7%	12%
81-90	490 5%	207	90	65	197	121	45	181	123	43	179	134	39	191	84	40	260	209	6
		6%	4%	3%	7%	4%	3%	7%	4%	3%	7%	4%	4%	7%	3%	4%	5%	4%	7%
91-100	374 4%	158	76	51	132	117	32	132	113	34	125	117	28	141	77	37	209	145	4
		5%	3%	2%	5%	4%	2%	5%	3%	3%	5%	3%	3%	5%	3%	4%	4%	3%	5%
Mean	43.06	50.31	37.76	36.27	51.78	39.30	35.40	51.45	38.82	36.72	51.38	38.55	38.05	51.34	36.88	37.70	45.85	40.34	53.47
Standard Error	0.26	0.42	0.62	0.53	0.45	0.49	0.62	0.46	0.48	0.68	0.47	0.46	0.78	0.44	0.57	0.78	0.36	0.38	2.70
Standard Deviation	26.16	23.99	26.99	25.96	23.68	26.97	25.42	23.67	26.88	25.90	23.74	26.87	25.65	23.77	26.93	26.30	25.45	26.55	24.16

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 94

Q24. Please indicate whether you regard the Daily Mail as a positive or negative aspect of Britain today

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	1814 18%	21 21%	65 17%	120 9%	26 1%	95 15%	34 7%	10 9%	11 8%	160 15%	281 23%	518 50%	239 38%	28 17%	29 31%	114 17%	64 31%	192 17%	1622 18%	376 22%	687 18%
11-20	781 8%	4 4%	37 10%	82 6%	33 2%	57 9%	28 6%	8 7%	10 7%	80 8%	133 11%	138 13%	85 14%	14 8%	5 5%	52 8%	16 8%	68 6%	713 8%	141 8%	281 7%
21-30	895 9%	9 9%	33 8%	94 7%	49 2%	56 8%	47 10%	14 12%	8 6%	109 11%	168 14%	116 11%	77 12%	22 13%	13 14%	70 10%	14 7%	99 9%	797 9%	142 9%	369 10%
31-40	799 8%	7 7%	33 8%	109 9%	86 4%	70 11%	33 7%	6 5%	14 10%	103 10%	122 10%	68 7%	49 8%	15 9%	10 10%	60 9%	15 7%	56 5%	743 8%	121 7%	329 9%
41-50	2321 23%	24 24%	96 25%	364 29%	394 19%	171 26%	143 31%	36 32%	50 37%	281 27%	259 22%	103 10%	102 16%	43 26%	21 23%	190 28%	47 23%	275 24%	2047 23%	346 21%	873 23%
51-60	1249 12%	12 12%	44 11%	215 17%	339 16%	78 12%	71 15%	11 10%	21 16%	125 12%	108 9%	43 4%	40 6%	13 8%	8 8%	104 15%	17 8%	154 13%	1095 12%	197 12%	460 12%
61-70	786 8%	10 10%	30 8%	110 9%	316 15%	50 8%	44 9%	9 8%	8 6%	68 7%	45 4%	19 2%	10 2%	14 8%	3 4%	39 6%	11 5%	90 8%	696 8%	117 7%	296 8%
71-80	728 7%	8 8%	29 7%	94 7%	338 16%	35 5%	27 6%	11 9%	9 7%	60 6%	41 3%	12 1%	10 2%	7 4%	1 1%	38 6%	9 4%	94 8%	635 7%	111 7%	264 7%
81-90	490 5%	2 2%	11 3%	56 4%	264 13%	23 3%	21 5%	8 7%	2 1%	35 3%	24 2%	9 1%	6 1%	5 3%	2 2%	15 2%	9 4%	68 6%	422 5%	76 5%	175 5%
91-100	374 4%	4 4%	12 3%	30 2%	225 11%	22 3%	14 3%	2 2%	4 3%	14 1%	16 1%	6 1%	6 1%	5 3%	1 1%	7 1%	6 3%	51 4%	324 4%	49 3%	129 3%
Mean	43.06	42.81	41.68	46.97	64.88	42.70	47.59	46.75	45.59	41.47	34.04	19.92	25.70	40.57	31.07	40.30	34.94	45.34	42.77	39.89	42.54
Standard Error	0.26	2.62	1.28	0.62	0.44	0.99	1.00	2.31	1.84	0.70	0.67	0.66	0.88	1.87	2.45	0.88	1.91	0.79	0.27	0.66	0.42
Standard Deviation	26.16	26.30	25.20	22.19	20.00	24.31	21.71	23.96	21.33	23.05	23.30	20.94	22.14	24.28	23.34	22.83	27.47	26.69	26.08	26.83	25.89

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 94

Q24. Please indicate whether you regard the Daily Mail as a positive or negative aspect of Britain today

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	1814 18%	799 37%	148 24%	122 19%	99 16%	151 14%	99 11%	125 12%	109 10%	102 9%	60 7%	46 12%
11-20	781 8%	200 9%	69 11%	58 9%	67 11%	87 8%	69 8%	63 6%	74 7%	58 5%	36 4%	24 6%
21-30	895 9%	164 8%	69 11%	78 12%	69 11%	103 9%	88 10%	90 9%	93 8%	85 7%	56 7%	33 9%
31-40	799 8%	139 6%	62 10%	51 8%	62 10%	83 8%	70 8%	83 8%	99 9%	89 8%	61 7%	27 7%
41-50	2321 23%	385 18%	128 20%	125 20%	124 20%	319 29%	241 27%	252 25%	294 26%	279 24%	173 20%	82 22%
51-60	1249 12%	192 9%	59 9%	85 13%	91 14%	146 13%	139 15%	133 13%	142 13%	165 14%	98 11%	62 16%
61-70	786 8%	106 5%	40 6%	40 6%	44 7%	64 6%	76 8%	108 11%	97 9%	135 12%	73 9%	33 9%
71-80	728 7%	84 4%	23 4%	33 5%	30 5%	64 6%	68 7%	92 9%	110 10%	124 11%	100 12%	30 8%
81-90	490 5%	53 2%	16 3%	23 4%	26 4%	43 4%	39 4%	51 5%	63 6%	83 7%	94 11%	23 6%
91-100	374 4%	62 3%	15 2%	21 3%	17 3%	31 3%	18 2%	20 2%	35 3%	54 5%	102 12%	21 6%
Mean	43.06	31.37	35.89	40.02	40.94	43.24	45.28	46.41	48.20	51.53	57.08	47.98
Standard Error	0.26	0.60	1.01	1.03	1.00	0.72	0.76	0.73	0.69	0.68	0.89	1.28
Standard Deviation	26.16	27.22	24.78	25.63	24.82	23.74	23.20	23.76	23.53	23.87	26.50	25.57

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 95

Q24. Please indicate whether you regard school standards as a positive or negative aspect of Britain today

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	701 7%	394 8%	307 6%	26 5%	62 4%	134 7%	167 8%	197 8%	115 6%	249 7%	230 7%	88 7%	134 7%	62 7%	33 7%	79 6%	70 7%	49 6%	52 6%	21 4%	53 7%	83 8%	142 8%	56 6%
11-20	593 6%	315 6%	279 6%	27 5%	71 5%	98 5%	126 6%	144 6%	127 7%	202 6%	222 6%	67 5%	102 6%	33 4%	15 3%	70 5%	54 6%	64 7%	56 7%	33 7%	34 5%	59 6%	109 6%	67 7%
21-30	911 9%	506 10%	404 8%	38 7%	91 6%	119 6%	201 10%	248 10%	213 12%	372 10%	295 8%	100 8%	144 8%	62 7%	35 7%	112 9%	83 9%	86 10%	73 9%	45 9%	54 7%	99 9%	174 10%	87 9%
31-40	998 10%	516 10%	482 10%	29 6%	114 8%	180 9%	181 9%	270 11%	224 12%	377 10%	322 9%	128 10%	171 9%	71 8%	50 10%	123 9%	103 11%	71 8%	84 10%	42 8%	72 10%	105 10%	174 10%	105 11%
41-50	1565 15%	787 15%	777 15%	76 15%	202 14%	311 16%	308 15%	366 15%	302 16%	574 16%	520 15%	187 14%	284 16%	133 15%	77 16%	192 15%	160 16%	138 16%	121 15%	75 15%	121 17%	156 15%	254 15%	138 14%
51-60	1369 13%	654 13%	715 14%	77 15%	227 16%	256 13%	261 13%	310 13%	237 13%	481 13%	454 13%	177 14%	257 14%	118 14%	68 14%	168 13%	142 15%	107 12%	108 13%	78 16%	102 14%	146 14%	208 12%	122 12%
61-70	1388 14%	670 13%	717 14%	85 16%	231 16%	282 15%	278 13%	290 12%	221 12%	479 13%	530 15%	164 13%	215 12%	128 15%	65 13%	160 12%	137 14%	115 13%	112 14%	71 14%	105 15%	150 14%	202 12%	143 15%
71-80	1239 12%	650 12%	590 12%	66 13%	200 14%	232 12%	258 12%	277 11%	207 11%	442 12%	421 12%	158 12%	218 12%	118 14%	59 12%	178 14%	87 9%	117 14%	95 12%	63 12%	85 12%	96 9%	209 12%	132 14%
81-90	859 8%	427 8%	432 9%	50 10%	136 9%	178 9%	164 8%	208 9%	124 7%	285 8%	304 9%	124 10%	146 8%	88 10%	51 10%	138 11%	84 9%	56 6%	63 8%	37 7%	56 8%	84 8%	132 8%	72 7%
91-100	616 6%	284 5%	332 7%	46 9%	110 8%	135 7%	124 6%	120 5%	80 4%	170 5%	192 5%	103 8%	150 8%	49 6%	38 8%	89 7%	53 5%	65 7%	42 5%	37 7%	40 6%	65 6%	83 5%	55 6%
Mean	53.43	52.59	54.30	57.62	57.88	55.32	52.59	51.45	50.36	52.34	53.69	55.01	54.00	55.77	56.03	55.33	52.55	53.66	52.72	54.92	53.37	52.14	51.16	53.39
Standard Error	0.25	0.35	0.35	1.09	0.63	0.57	0.56	0.51	0.56	0.40	0.42	0.72	0.61	0.84	1.15	0.71	0.79	0.86	0.88	1.08	0.91	0.79	0.61	0.78
Standard Deviation	24.99	25.25	24.70	24.76	23.89	25.05	25.58	25.24	24.08	24.35	24.88	25.71	25.87	24.52	25.11	25.27	24.63	25.20	24.85	24.00	24.62	25.23	25.36	24.75

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q24. Please indicate whether you regard school standards as a positive or negative aspect of Britain today

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	701 7%	268	82	109	255	142	68	242	161	62	233	201	45	263	116	47	341	310	8
		8%	3%	5%	10%	4%	4%	9%	5%	5%	9%	6%	4%	9%	5%	5%	7%	7%	10%
11-20	593 6%	237	90	105	203	142	82	201	149	68	177	186	47	202	114	47	291	276	7
		7%	4%	5%	8%	4%	5%	8%	4%	5%	7%	5%	5%	7%	5%	5%	6%	6%	8%
21-30	911 9%	392	129	171	333	207	126	335	222	107	327	265	76	355	178	79	397	466	5
		12%	5%	8%	13%	6%	8%	13%	7%	8%	13%	7%	8%	13%	7%	7%	8%	10%	6%
31-40	998 10%	402	183	199	321	288	155	317	299	127	308	324	107	331	212	115	454	505	8
		13%	8%	9%	12%	9%	10%	12%	9%	10%	12%	9%	11%	12%	9%	11%	9%	11%	10%
41-50	1565 15%	488	340	352	395	475	261	391	488	230	369	539	177	434	365	175	719	754	10
		15%	14%	17%	15%	14%	17%	15%	14%	17%	15%	15%	18%	16%	15%	17%	14%	16%	13%
51-60	1369 13%	373	359	287	302	455	218	291	469	184	278	487	157	308	330	157	670	619	11
		12%	15%	14%	12%	14%	14%	11%	14%	14%	11%	14%	16%	11%	13%	15%	13%	13%	14%
61-70	1388 14%	375	384	306	303	508	227	294	499	195	295	517	141	318	397	143	665	665	11
		12%	16%	15%	12%	15%	15%	11%	15%	15%	12%	14%	14%	11%	16%	14%	13%	14%	14%
71-80	1239 12%	326	352	281	246	486	194	245	476	165	250	471	122	270	349	120	624	566	4
		10%	15%	13%	9%	15%	13%	10%	14%	12%	10%	13%	12%	10%	14%	11%	13%	12%	5%
81-90	859 8%	197	292	188	166	374	138	156	355	127	155	353	80	188	256	101	461	365	7
		6%	12%	9%	6%	11%	9%	6%	11%	10%	6%	10%	8%	7%	10%	10%	9%	8%	9%
91-100	616 6%	145	201	105	103	267	81	100	257	71	89	246	56	108	179	67	345	235	9
		5%	8%	5%	4%	8%	5%	4%	8%	5%	4%	7%	6%	4%	7%	6%	7%	5%	11%
Mean	53.43	48.67	60.25	55.03	47.46	58.69	55.06	47.40	57.75	55.36	47.65	55.95	55.10	47.93	57.43	55.74	54.50	52.55	52.48
Standard Error	0.25	0.43	0.54	0.48	0.48	0.44	0.57	0.48	0.43	0.62	0.49	0.43	0.69	0.47	0.51	0.70	0.37	0.35	3.13
Standard Deviation	24.99	24.93	23.26	23.69	25.15	24.05	23.41	25.06	24.22	23.46	25.01	24.64	22.88	25.13	24.17	23.59	25.50	24.31	27.95

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 95

Q24. Please indicate whether you regard school standards as a positive or negative aspect of Britain today

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	701 7%	14 14%	24 6%	65 5%	148 7%	36 5%	37 8%	7 6%	9 7%	106 10%	58 5%	43 4%	41 7%	21 13%	5 5%	67 10%	21 10%	75 7%	626 7%	100 6%	268 7%
11-20	593 6%	6 6%	14 4%	69 5%	151 7%	29 4%	28 6%	3 3%	7 5%	82 8%	76 6%	32 3%	36 6%	15 9%	2 2%	27 4%	15 7%	60 5%	534 6%	79 5%	230 6%
21-30	911 9%	8 8%	30 8%	84 7%	228 11%	41 6%	47 10%	4 4%	6 5%	132 13%	130 11%	55 5%	57 9%	16 10%	8 9%	44 6%	22 10%	92 8%	818 9%	113 7%	337 9%
31-40	998 10%	10 10%	33 8%	94 7%	237 11%	51 8%	44 10%	7 6%	11 8%	128 12%	126 11%	73 7%	77 12%	23 14%	8 9%	63 9%	14 7%	124 11%	874 10%	145 9%	363 9%
41-50	1565 15%	15 15%	72 18%	185 15%	282 14%	86 13%	69 15%	16 15%	18 13%	143 14%	225 19%	180 18%	95 15%	18 11%	15 16%	101 15%	43 21%	160 14%	1405 15%	251 15%	596 15%
51-60	1369 13%	10 10%	57 15%	190 15%	260 13%	95 14%	55 12%	8 8%	16 12%	125 12%	155 13%	166 16%	69 11%	13 8%	12 13%	105 15%	32 16%	174 15%	1194 13%	212 13%	533 14%
61-70	1388 14%	9 9%	67 17%	178 14%	260 13%	89 14%	52 11%	24 21%	22 16%	122 12%	160 13%	157 15%	98 16%	26 16%	12 13%	95 14%	18 9%	154 13%	1234 14%	258 15%	543 14%
71-80	1239 12%	11 11%	39 10%	169 13%	226 11%	91 14%	73 16%	14 12%	15 11%	96 9%	131 11%	154 15%	77 12%	19 11%	19 20%	88 13%	19 9%	134 12%	1105 12%	218 13%	462 12%
81-90	859 8%	9 9%	32 8%	123 10%	177 9%	66 10%	28 6%	15 13%	14 10%	52 5%	87 7%	121 12%	49 8%	7 4%	10 11%	56 8%	13 6%	92 8%	767 8%	185 11%	313 8%
91-100	616 6%	10 10%	20 5%	116 9%	99 5%	74 11%	29 6%	14 12%	18 13%	50 5%	49 4%	50 5%	24 4%	8 5%	2 2%	43 6%	10 5%	81 7%	535 6%	113 7%	217 6%
Mean	53.43	51.80	54.35	57.40	50.98	58.88	51.98	62.13	58.91	47.41	52.03	58.67	52.15	47.24	56.77	53.90	48.23	54.00	53.36	56.73	53.20
Standard Error	0.25	2.93	1.19	0.70	0.55	1.04	1.20	2.40	2.27	0.78	0.66	0.71	0.95	2.04	2.39	0.98	1.78	0.74	0.26	0.60	0.40
Standard Deviation	24.99	29.40	23.42	24.96	25.27	25.42	25.92	24.97	26.30	25.41	23.21	22.48	23.96	26.50	22.79	25.62	25.54	25.01	24.99	24.60	24.89

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 95

Q24. Please indicate whether you regard school standards as a positive or negative aspect of Britain today

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	701 7%	233 11%	40 6%	30 5%	21 3%	63 6%	48 5%	50 5%	65 6%	79 7%	71 8%	42 11%
11-20	593 6%	120 5%	44 7%	33 5%	26 4%	56 5%	47 5%	59 6%	80 7%	75 6%	53 6%	22 6%
21-30	911 9%	159 7%	42 7%	44 7%	51 8%	93 8%	85 9%	99 10%	112 10%	138 12%	87 10%	32 8%
31-40	998 10%	178 8%	52 8%	62 10%	58 9%	100 9%	92 10%	112 11%	131 12%	133 11%	82 10%	46 12%
41-50	1565 15%	339 16%	87 14%	111 17%	93 15%	179 16%	142 16%	162 16%	162 14%	181 15%	108 13%	61 16%
51-60	1369 13%	260 12%	87 14%	100 16%	83 13%	158 14%	153 17%	151 15%	154 14%	133 11%	90 11%	38 10%
61-70	1388 14%	277 13%	82 13%	79 12%	117 19%	151 14%	147 16%	150 15%	163 15%	130 11%	91 11%	49 13%
71-80	1239 12%	253 12%	89 14%	76 12%	89 14%	136 13%	95 10%	116 11%	133 12%	152 13%	100 12%	38 10%
81-90	859 8%	187 9%	66 11%	66 10%	62 10%	92 8%	61 7%	73 7%	73 6%	92 8%	89 10%	22 6%
91-100	616 6%	178 8%	41 7%	35 5%	29 5%	63 6%	37 4%	46 4%	44 4%	60 5%	83 10%	30 8%
Mean	53.43	53.00	55.51	55.18	56.79	54.65	52.66	53.07	51.51	51.65	53.91	50.23
Standard Error	0.25	0.60	1.04	0.95	0.91	0.73	0.75	0.72	0.70	0.72	0.92	1.34
Standard Deviation	24.99	27.29	25.53	23.67	22.49	24.19	22.79	23.20	23.76	25.00	27.53	26.63

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 96

Q24. Please indicate whether you regard the Church of England as a positive or negative aspect of Britain today

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	1435 14%	895 17%	539 11%	86 16%	195 13%	306 16%	320 15%	343 14%	186 10%	490 14%	444 13%	193 15%	307 17%	181 21%	64 13%	151 11%	155 16%	105 12%	111 14%	93 19%	90 13%	141 14%	211 12%	132 14%
11-20	755 7%	414 8%	340 7%	41 8%	97 7%	129 7%	141 7%	200 8%	147 8%	279 8%	237 7%	102 8%	136 7%	81 9%	33 7%	93 7%	78 8%	73 8%	67 8%	27 5%	41 6%	65 6%	124 7%	72 7%
21-30	964 9%	491 9%	473 9%	38 7%	122 8%	177 9%	187 9%	247 10%	193 10%	329 9%	339 10%	128 10%	168 9%	91 11%	47 10%	134 10%	90 9%	67 8%	81 10%	38 8%	66 9%	83 8%	178 11%	90 9%
31-40	888 9%	460 9%	428 8%	47 9%	87 6%	166 9%	168 8%	239 10%	179 10%	311 9%	311 9%	115 9%	150 8%	74 9%	43 9%	112 9%	82 8%	85 10%	64 8%	38 8%	80 11%	90 9%	134 8%	86 9%
41-50	2225 22%	1122 22%	1103 22%	106 20%	335 23%	439 23%	475 23%	517 21%	354 19%	785 22%	779 22%	282 22%	379 21%	189 22%	99 20%	269 21%	195 20%	180 21%	182 23%	101 20%	159 22%	234 22%	385 23%	231 24%
51-60	1394 14%	658 13%	735 15%	61 12%	185 13%	278 14%	286 14%	317 13%	267 14%	511 14%	480 14%	169 13%	234 13%	105 12%	72 15%	201 15%	139 14%	112 13%	103 13%	69 14%	84 12%	141 14%	225 13%	141 14%
61-70	858 8%	404 8%	455 9%	55 11%	128 9%	137 7%	172 8%	180 7%	187 10%	318 9%	307 9%	93 7%	141 8%	50 6%	50 10%	121 9%	89 9%	70 8%	68 8%	44 9%	55 8%	96 9%	130 8%	86 9%
71-80	708 7%	327 6%	381 8%	30 6%	107 7%	124 6%	140 7%	165 7%	142 8%	274 8%	244 7%	86 7%	105 6%	39 5%	26 5%	102 8%	55 6%	68 8%	56 7%	34 7%	66 9%	86 8%	124 7%	52 5%
81-90	536 5%	239 5%	297 6%	24 5%	95 7%	87 5%	102 5%	122 5%	106 6%	190 5%	194 6%	64 5%	89 5%	29 3%	38 8%	66 5%	45 5%	54 6%	50 6%	26 5%	42 6%	49 5%	94 6%	43 4%
91-100	475 5%	192 4%	283 6%	33 6%	93 6%	83 4%	75 4%	102 4%	89 5%	143 4%	159 5%	63 5%	110 6%	22 3%	20 4%	62 5%	42 4%	51 6%	25 3%	31 6%	39 5%	57 5%	82 5%	44 4%
Mean	45.48	42.96	48.09	44.96	48.07	44.26	44.49	44.37	47.45	45.72	46.33	44.29	44.20	38.40	46.41	46.96	43.87	47.48	44.70	45.42	47.55	47.09	46.32	45.08
Standard Error	0.25	0.36	0.36	1.19	0.71	0.59	0.56	0.52	0.58	0.42	0.43	0.73	0.64	0.86	1.19	0.70	0.84	0.90	0.90	1.24	0.96	0.81	0.61	0.78
Standard Deviation	25.77	25.91	25.37	27.22	26.82	25.56	25.62	25.49	25.04	25.33	25.36	26.03	27.14	25.22	25.91	25.18	25.91	26.28	25.36	27.58	25.90	25.92	25.48	24.91

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q24. Please indicate whether you regard the Church of England as a positive or negative aspect of Britain today

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	1435 14%	332	301	295	258	462	202	268	486	160	262	532	111	297	380	110	760	585	9
		10%	12%	14%	10%	14%	13%	10%	14%	12%	11%	15%	11%	11%	15%	10%	15%	12%	11%
11-20	755 7%	215	156	171	188	224	115	181	227	97	163	255	82	197	165	84	382	334	5
		7%	6%	8%	7%	7%	7%	7%	7%	7%	7%	7%	8%	7%	7%	8%	8%	7%	6%
21-30	964 9%	300	213	189	253	309	143	259	323	110	249	333	100	255	251	98	481	448	6
		9%	9%	9%	10%	9%	9%	10%	10%	8%	10%	9%	10%	9%	10%	9%	10%	9%	7%
31-40	888 9%	300	218	170	248	305	136	236	304	118	238	314	81	283	217	90	440	407	11
		9%	9%	8%	9%	9%	9%	9%	9%	9%	10%	9%	8%	10%	9%	9%	9%	9%	14%
41-50	2225 22%	705	498	483	574	675	352	569	689	302	555	755	231	635	492	229	1057	1047	14
		22%	21%	23%	22%	20%	23%	22%	20%	23%	22%	21%	23%	23%	20%	22%	21%	22%	17%
51-60	1394 14%	469	352	286	386	475	196	357	480	184	359	506	126	401	335	143	663	667	9
		15%	15%	14%	15%	14%	13%	14%	14%	14%	14%	14%	13%	14%	13%	14%	13%	14%	11%
61-70	858 8%	285	215	186	233	274	155	232	275	129	218	297	105	231	215	114	404	408	8
		9%	9%	9%	9%	8%	10%	9%	8%	10%	9%	8%	10%	8%	9%	11%	8%	9%	10%
71-80	708 7%	264	199	140	215	263	102	208	242	102	196	253	70	211	177	73	315	363	8
		8%	8%	7%	8%	8%	7%	8%	7%	8%	8%	7%	7%	8%	7%	7%	6%	8%	10%
81-90	536 5%	184	149	98	147	200	83	135	198	75	127	202	55	137	154	59	249	268	4
		6%	6%	5%	6%	6%	5%	5%	6%	6%	5%	6%	5%	5%	6%	6%	5%	6%	5%
91-100	475 5%	150	111	85	126	158	66	127	151	57	117	143	47	127	110	51	214	233	8
		5%	5%	4%	5%	5%	4%	5%	4%	4%	5%	4%	5%	5%	4%	5%	4%	5%	10%
Mean	45.48	48.03	47.28	45.12	48.08	46.35	46.01	47.69	45.69	47.19	47.49	45.13	47.18	47.06	45.28	47.79	44.14	47.01	50.32
Standard Error	0.25	0.43	0.59	0.52	0.47	0.47	0.61	0.48	0.47	0.66	0.48	0.44	0.76	0.46	0.55	0.74	0.37	0.37	3.04
Standard Deviation	25.77	24.76	25.62	25.34	24.65	26.05	25.28	24.80	25.90	25.22	24.56	25.76	25.02	24.48	26.25	25.01	25.88	25.48	27.16

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 96

Q24. Please indicate whether you regard the Church of England as a positive or negative aspect of Britain today

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	1435 14%	14 14%	60 15%	166 13%	217 10%	100 15%	69 15%	28 25%	26 19%	105 10%	156 13%	181 18%	103 17%	29 18%	15 16%	109 16%	57 28%	187 16%	1247 14%	238 14%	576 15%
11-20	755 7%	8 8%	27 7%	90 7%	158 8%	39 6%	24 5%	7 7%	11 8%	81 8%	78 7%	84 8%	49 8%	11 6%	14 15%	59 9%	14 7%	79 7%	675 7%	109 7%	288 7%
21-30	964 9%	10 10%	29 7%	125 10%	189 9%	71 11%	49 11%	13 12%	10 8%	118 11%	115 10%	89 9%	61 10%	11 7%	8 9%	50 7%	15 7%	91 8%	874 10%	139 8%	361 9%
31-40	888 9%	13 13%	31 8%	102 8%	192 9%	58 9%	49 11%	7 7%	10 7%	76 7%	109 9%	80 8%	55 9%	12 7%	9 10%	69 10%	15 7%	90 8%	798 9%	140 8%	331 9%
41-50	2225 22%	18 18%	95 24%	264 21%	449 22%	128 19%	99 21%	32 28%	29 21%	224 22%	258 22%	233 23%	142 23%	40 24%	19 21%	158 23%	39 19%	221 19%	2004 22%	374 22%	859 22%
51-60	1394 14%	8 8%	50 13%	184 14%	297 14%	82 12%	68 15%	9 8%	20 15%	141 14%	184 15%	142 14%	71 11%	21 13%	9 9%	79 12%	29 14%	177 15%	1217 13%	233 14%	511 13%
61-70	858 8%	6 6%	31 8%	114 9%	194 9%	64 10%	27 6%	9 8%	7 5%	91 9%	112 9%	82 8%	45 7%	13 8%	6 7%	49 7%	9 4%	105 9%	754 8%	166 10%	302 8%
71-80	708 7%	8 8%	30 8%	79 6%	170 8%	47 7%	38 8%	1 1%	4 3%	88 9%	79 7%	62 6%	34 5%	12 7%	4 5%	42 6%	8 4%	78 7%	631 7%	110 7%	279 7%
81-90	536 5%	6 6%	22 6%	70 5%	112 5%	30 5%	27 6%	5 5%	7 5%	61 6%	57 5%	48 5%	39 6%	5 3%	5 5%	33 5%	10 5%	61 5%	475 5%	101 6%	194 5%
91-100	475 5%	8 8%	13 3%	79 6%	91 4%	38 6%	13 3%	- -	12 9%	50 5%	48 4%	30 3%	26 4%	12 7%	4 4%	39 6%	11 5%	57 5%	418 5%	65 4%	163 4%
Mean	45.48	45.85	44.77	46.64	47.40	45.52	44.54	36.16	44.11	47.84	45.95	42.83	43.64	45.96	40.44	44.32	38.24	45.10	45.53	46.15	44.75
Standard Error	0.25	2.78	1.31	0.74	0.54	1.08	1.16	2.30	2.50	0.77	0.71	0.81	1.05	2.12	2.80	1.02	2.00	0.79	0.27	0.63	0.41
Standard Deviation	25.77	27.98	25.77	26.23	24.77	26.51	25.17	23.93	28.97	25.16	24.81	25.49	26.45	27.55	26.72	26.58	28.67	26.61	25.66	25.47	25.78

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 96

Q24. Please indicate whether you regard the Church of England as a positive or negative aspect of Britain today

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	1435 14%	611 28%	102 16%	77 12%	61 10%	136 12%	74 8%	85 8%	90 8%	101 9%	99 12%	55 14%
11-20	755 7%	211 10%	50 8%	42 7%	54 9%	69 6%	61 7%	70 7%	83 7%	69 6%	46 5%	23 6%
21-30	964 9%	192 9%	73 12%	70 11%	68 11%	112 10%	95 10%	81 8%	104 9%	100 9%	70 8%	36 10%
31-40	888 9%	157 7%	52 8%	69 11%	60 10%	88 8%	87 10%	110 11%	103 9%	93 8%	67 8%	32 8%
41-50	2225 22%	393 18%	141 22%	165 26%	146 23%	310 28%	196 22%	214 21%	263 24%	242 21%	154 18%	70 18%
51-60	1394 14%	230 11%	77 12%	83 13%	90 14%	127 12%	163 18%	177 17%	156 14%	171 15%	120 14%	57 15%
61-70	858 8%	128 6%	45 7%	38 6%	53 8%	87 8%	86 10%	92 9%	131 12%	123 10%	74 9%	40 11%
71-80	708 7%	95 4%	29 5%	37 6%	43 7%	66 6%	61 7%	95 9%	86 8%	131 11%	67 8%	29 8%
81-90	536 5%	72 3%	34 5%	27 4%	30 5%	63 6%	49 5%	52 5%	60 5%	82 7%	67 8%	20 5%
91-100	475 5%	96 4%	26 4%	27 4%	25 4%	32 3%	35 4%	42 4%	42 4%	61 5%	89 10%	19 5%
Mean	45.48	36.58	42.60	44.86	46.01	45.59	47.76	49.08	48.72	51.40	51.23	46.50
Standard Error	0.25	0.61	1.04	0.97	0.96	0.73	0.77	0.73	0.68	0.71	0.93	1.31
Standard Deviation	25.77	27.75	25.59	24.28	23.84	24.27	23.41	23.67	23.37	24.79	27.82	26.02

General Public
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Table 97

Q24. Please indicate whether you regard civil partnerships for gay couples as a positive or negative aspect of Britain today

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	1726 17%	1207 23%	519 10%	31 6%	138 10%	215 11%	321 16%	496 20%	525 28%	634 17%	526 15%	242 19%	324 18%	145 17%	79 16%	199 15%	170 17%	159 18%	131 16%	99 20%	119 16%	135 13%	314 19%	176 18%
11-20	523 5%	349 7%	175 3%	18 3%	36 3%	70 4%	88 4%	140 6%	171 9%	218 6%	141 4%	71 6%	93 5%	38 4%	31 6%	58 4%	50 5%	45 5%	53 7%	23 5%	36 5%	46 4%	102 6%	41 4%
21-30	491 5%	304 6%	187 4%	10 2%	35 2%	74 4%	91 4%	130 5%	151 8%	190 5%	178 5%	44 3%	80 4%	44 5%	24 5%	63 5%	39 4%	35 4%	45 6%	27 5%	43 6%	32 3%	90 5%	49 5%
31-40	436 4%	233 4%	202 4%	19 4%	35 2%	56 3%	94 5%	125 5%	107 6%	173 5%	130 4%	56 4%	76 4%	30 4%	20 4%	48 4%	38 4%	43 5%	42 5%	27 5%	48 7%	41 4%	70 4%	29 3%
41-50	1664 16%	964 19%	700 14%	81 16%	198 14%	358 19%	347 17%	413 17%	266 14%	605 17%	565 16%	211 16%	282 15%	138 16%	86 17%	208 16%	160 16%	151 17%	129 16%	79 16%	115 16%	157 15%	265 16%	175 18%
51-60	883 9%	409 8%	474 9%	27 5%	97 7%	180 9%	192 9%	211 9%	175 9%	305 8%	296 8%	117 9%	165 9%	69 8%	43 9%	126 10%	84 9%	74 9%	79 10%	40 8%	68 9%	73 7%	142 8%	85 9%
61-70	681 7%	313 6%	368 7%	37 7%	98 7%	132 7%	152 7%	174 7%	88 5%	244 7%	235 7%	94 7%	109 6%	67 8%	36 7%	100 8%	61 6%	56 6%	55 7%	25 5%	39 5%	74 7%	100 6%	67 7%
71-80	859 8%	387 7%	472 9%	47 9%	174 12%	161 8%	192 9%	173 7%	112 6%	292 8%	319 9%	101 8%	147 8%	75 9%	36 7%	94 7%	97 10%	71 8%	58 7%	42 8%	58 8%	115 11%	138 8%	76 8%
81-90	957 9%	371 7%	585 12%	67 13%	170 12%	214 11%	190 9%	207 8%	108 6%	310 9%	373 11%	125 10%	149 8%	69 8%	44 9%	129 10%	95 10%	77 9%	65 8%	43 9%	78 11%	114 11%	155 9%	89 9%
91-100	2019 20%	666 13%	1353 27%	182 35%	463 32%	465 24%	399 19%	364 15%	146 8%	658 18%	729 21%	235 18%	397 22%	186 22%	93 19%	284 22%	179 18%	157 18%	150 19%	96 19%	118 16%	256 25%	312 19%	190 19%
Mean	55.33	47.15	63.79	70.41	68.36	61.71	56.37	50.36	39.66	53.51	57.82	53.80	55.29	56.19	54.71	57.34	55.08	53.67	53.77	52.73	53.68	61.42	53.35	54.71
Standard Error	0.33	0.45	0.44	1.28	0.81	0.71	0.71	0.66	0.72	0.54	0.55	0.93	0.79	1.14	1.48	0.91	1.06	1.13	1.15	1.53	1.19	1.01	0.80	1.04
Standard Deviation	33.00	32.75	31.07	29.20	30.70	31.11	32.23	32.71	31.01	32.84	32.56	33.27	33.69	33.30	32.45	32.55	32.95	33.09	32.57	34.06	32.20	32.37	33.45	33.03

General Public
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Q24. Please indicate whether you regard civil partnerships for gay couples as a positive or negative aspect of Britain today

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	1726 17%	723	279	229	651	430	179	648	447	164	604	514	141	694	351	142	850	781	12
		23%	12%	11%	25%	13%	12%	25%	13%	12%	24%	14%	14%	25%	14%	13%	17%	16%	15%
11-20	523 5%	231	91	80	217	133	63	211	138	58	207	149	51	228	107	45	244	255	8
		7%	4%	4%	8%	4%	4%	8%	4%	4%	8%	4%	5%	8%	4%	4%	5%	5%	10%
21-30	491 5%	211	95	83	179	135	70	185	138	69	170	149	57	201	101	51	220	247	3
		7%	4%	4%	7%	4%	5%	7%	4%	5%	7%	4%	6%	7%	4%	5%	4%	5%	4%
31-40	436 4%	199	76	73	159	114	69	158	122	60	164	124	49	178	88	50	185	234	2
		6%	3%	3%	6%	3%	4%	6%	4%	4%	7%	3%	5%	6%	4%	5%	4%	5%	2%
41-50	1664 16%	580	359	307	462	508	240	454	519	192	457	539	149	481	376	160	809	765	13
		18%	15%	15%	18%	15%	15%	18%	15%	14%	18%	15%	15%	17%	15%	15%	16%	16%	17%
51-60	883 9%	284	215	184	248	293	122	234	290	119	232	322	88	256	213	102	428	408	10
		9%	9%	9%	9%	9%	8%	9%	9%	9%	9%	9%	9%	9%	9%	10%	9%	9%	13%
61-70	681 7%	182	192	160	128	254	112	124	262	91	124	286	62	146	202	66	341	311	7
		6%	8%	8%	5%	8%	7%	5%	8%	7%	5%	8%	6%	5%	8%	6%	7%	7%	8%
71-80	859 8%	222	231	202	177	313	141	158	328	117	148	337	91	170	241	96	411	406	8
		7%	10%	10%	7%	9%	9%	6%	10%	9%	6%	9%	9%	6%	10%	9%	8%	9%	11%
81-90	957 9%	222	265	250	166	355	168	167	361	150	158	377	109	176	264	117	479	434	2
		7%	11%	12%	6%	11%	11%	7%	11%	11%	6%	11%	11%	6%	11%	11%	10%	9%	2%
91-100	2019 20%	349	610	536	238	808	385	235	771	316	219	792	211	244	553	224	1001	920	14
		11%	25%	25%	9%	24%	25%	9%	23%	24%	9%	22%	21%	9%	22%	21%	20%	19%	17%
Mean	55.33	45.65	62.37	63.14	42.98	60.92	61.47	42.62	60.15	60.33	42.64	59.20	57.68	42.42	59.33	58.72	55.68	55.12	51.97
Standard Error	0.33	0.55	0.73	0.63	0.60	0.58	0.77	0.60	0.57	0.84	0.61	0.56	0.97	0.58	0.68	0.95	0.48	0.47	3.53
Standard Deviation	33.00	31.63	31.51	31.18	31.28	31.95	31.64	31.34	31.94	31.96	30.95	32.28	32.17	31.10	32.22	31.80	33.14	32.78	31.61

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 97

Q24. Please indicate whether you regard civil partnerships for gay couples as a positive or negative aspect of Britain today

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	1726 17%	10 10%	49 13%	174 14%	457 22%	115 18%	109 24%	16 14%	22 16%	264 25%	172 14%	61 6%	70 11%	40 24%	8 9%	117 17%	42 20%	214 19%	1512 17%	189 11%	586 15%
11-20	523 5%	3 3%	20 5%	68 5%	134 6%	18 3%	38 8%	6 5%	4 3%	84 8%	65 5%	13 1%	24 4%	5 3%	6 6%	29 4%	7 3%	59 5%	464 5%	64 4%	169 4%
21-30	491 5%	- -	13 3%	56 4%	123 6%	17 3%	27 6%	1 1%	5 4%	73 7%	63 5%	29 3%	21 3%	10 6%	7 7%	37 5%	8 4%	53 5%	438 5%	72 4%	152 4%
31-40	436 4%	4 4%	14 4%	44 3%	124 6%	26 4%	23 5%	5 5%	2 2%	53 5%	61 5%	16 2%	16 3%	10 6%	4 4%	25 4%	8 4%	46 4%	389 4%	54 3%	150 4%
41-50	1664 16%	13 13%	56 14%	198 16%	330 16%	107 16%	78 17%	20 18%	25 18%	206 20%	207 17%	126 12%	83 13%	42 26%	9 10%	118 17%	46 22%	174 15%	1490 16%	256 15%	665 17%
51-60	883 9%	8 8%	23 6%	106 8%	208 10%	53 8%	37 8%	9 8%	15 11%	87 8%	102 9%	72 7%	64 10%	10 6%	4 4%	66 10%	19 9%	109 10%	774 9%	149 9%	334 9%
61-70	681 7%	7 7%	33 9%	98 8%	113 5%	50 8%	28 6%	5 5%	9 7%	48 5%	86 7%	74 7%	45 7%	9 6%	11 12%	52 8%	12 6%	78 7%	603 7%	121 7%	274 7%
71-80	859 8%	7 7%	28 7%	123 10%	171 8%	66 10%	31 7%	14 13%	5 4%	67 6%	105 9%	102 10%	55 9%	10 6%	11 11%	50 7%	14 7%	86 7%	773 9%	169 10%	341 9%
81-90	957 9%	9 9%	47 12%	119 9%	161 8%	65 10%	37 8%	12 10%	18 14%	60 6%	106 9%	148 14%	79 13%	10 6%	7 8%	67 10%	13 6%	115 10%	842 9%	198 12%	380 10%
91-100	2019 20%	39 39%	106 27%	288 23%	249 12%	139 21%	52 11%	23 21%	29 22%	94 9%	230 19%	389 38%	167 27%	20 12%	27 29%	126 18%	39 19%	210 18%	1808 20%	404 24%	812 21%
Mean	55.33	69.06	62.21	58.73	47.44	57.47	45.54	58.22	57.92	42.39	56.19	73.71	64.24	46.22	63.52	54.95	52.13	53.70	55.54	62.14	57.62
Standard Error	0.33	3.19	1.69	0.91	0.70	1.34	1.50	3.10	2.83	0.95	0.91	0.88	1.26	2.47	3.41	1.25	2.31	0.99	0.35	0.77	0.52
Standard Deviation	33.00	32.09	33.23	32.24	32.20	32.97	32.57	32.25	32.73	31.26	31.78	27.94	31.59	32.14	32.53	32.54	33.09	33.26	32.96	31.32	32.48

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 97

Q24. Please indicate whether you regard civil partnerships for gay couples as a positive or negative aspect of Britain today

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	1726 17%	402 18%	85 13%	83 13%	73 12%	165 15%	137 15%	160 16%	179 16%	230 20%	213 25%	87 23%
11-20	523 5%	78 4%	24 4%	22 4%	30 5%	49 4%	40 4%	58 6%	72 6%	91 8%	59 7%	19 5%
21-30	491 5%	64 3%	29 5%	30 5%	28 4%	46 4%	39 4%	65 6%	75 7%	65 6%	51 6%	14 4%
31-40	436 4%	72 3%	13 2%	22 3%	27 4%	35 3%	53 6%	46 4%	58 5%	73 6%	37 4%	22 6%
41-50	1664 16%	324 15%	100 16%	102 16%	92 15%	215 20%	137 15%	175 17%	187 17%	203 17%	129 15%	65 17%
51-60	883 9%	125 6%	59 9%	50 8%	61 10%	107 10%	101 11%	83 8%	112 10%	113 10%	72 8%	36 10%
61-70	681 7%	107 5%	42 7%	52 8%	49 8%	70 6%	77 8%	81 8%	87 8%	80 7%	37 4%	20 5%
71-80	859 8%	169 8%	54 9%	51 8%	64 10%	102 9%	72 8%	93 9%	108 10%	85 7%	62 7%	24 6%
81-90	957 9%	203 9%	77 12%	71 11%	76 12%	118 11%	77 9%	107 11%	82 7%	91 8%	55 6%	25 7%
91-100	2019 20%	641 29%	147 23%	155 24%	131 21%	182 17%	174 19%	151 15%	157 14%	142 12%	140 16%	67 18%
Mean	55.33	59.65	60.49	60.89	60.24	56.04	55.99	53.70	52.04	48.24	47.12	49.70
Standard Error	0.33	0.79	1.31	1.28	1.26	0.95	1.04	0.97	0.91	0.90	1.14	1.68
Standard Deviation	33.00	35.61	32.08	31.91	31.33	31.53	31.73	31.55	31.13	31.45	34.19	33.52

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Q24. Please indicate whether you regard each of the following as positive or negative aspects of Britain today

Base : All respondents

	Institution									
	The National Health Service	Ethnic and religious diversity	The Royal Family	Membership of the European Union	The BBC	The TUC	The Daily Mail	School standards	The Church of England	Civil partnerships for gay couples
Unweighted Base	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
Weighted Base	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
1-10	159 2%	1606 16%	978 10%	2226 22%	512 5%	1193 12%	1814 18%	701 7%	1435 14%	1726 17%
11-20	145 1%	687 7%	429 4%	832 8%	293 3%	732 7%	781 8%	593 6%	755 7%	523 5%
21-30	180 2%	775 8%	510 5%	896 9%	402 4%	885 9%	895 9%	911 9%	964 9%	491 5%
31-40	227 2%	609 6%	435 4%	747 7%	483 5%	888 9%	799 8%	998 10%	888 9%	436 4%
41-50	568 6%	1520 15%	1328 13%	1489 15%	1342 13%	2238 22%	2321 23%	1565 15%	2225 22%	1664 16%
51-60	624 6%	1041 10%	1017 10%	1066 10%	1096 11%	1417 14%	1249 12%	1369 13%	1394 14%	883 9%
61-70	896 9%	869 8%	943 9%	800 8%	1111 11%	951 9%	786 8%	1388 14%	858 8%	681 7%
71-80	1335 13%	908 9%	1258 12%	820 8%	1395 14%	824 8%	728 7%	1239 12%	708 7%	859 8%
81-90	1953 19%	932 9%	1337 13%	691 7%	1658 16%	567 6%	490 5%	859 8%	536 5%	957 9%
91-100	4152 41%	1291 13%	2003 20%	671 7%	1946 19%	542 5%	374 4%	616 6%	475 5%	2019 20%
Mean	79.8	51.4	61.8	43.6	66.0	47.7	43.1	53.4	45.5	55.3
Standard Error	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.3	0.3
Standard Deviation	22.0	30.9	29.7	29.8	26.1	25.5	26.2	25.0	25.8	33.0

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 99

Q24. Please indicate whether you regard each of the following as positive or negative aspects of Britain today

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
The Daily Mail	43.1	39.9	46.3	44.6	42.6	41.3	42.9	42.3	45.9	39.8	42.4	48.1	47.3	41.6	44.3	44.0	42.1	44.4	44.1	45.1	42.5	41.6	43.5	41.6
Membership of the European Union	43.6	44.3	42.9	52.7	49.2	43.4	40.7	43.0	40.8	48.5	44.8	36.0	36.8	47.0	41.5	42.9	41.9	42.1	40.6	43.9	42.3	49.7	42.9	43.5
The Church of England	45.5	43.0	48.1	45.0	48.1	44.3	44.5	44.4	47.4	45.7	46.3	44.3	44.2	38.4	46.4	47.0	43.9	47.5	44.7	45.4	47.5	47.1	46.3	45.1
The TUC	47.7	46.0	49.5	50.5	49.4	48.4	48.9	47.5	43.8	45.6	48.6	49.0	49.3	50.2	48.4	50.0	48.1	49.1	47.2	50.3	45.0	48.8	44.0	46.6
Ethnic and religious diversity	51.4	49.5	53.4	57.7	59.8	52.3	49.8	49.4	46.6	53.9	54.3	44.0	46.3	54.2	49.7	50.7	47.0	50.0	49.9	50.5	50.7	60.6	50.8	50.0
School standards	53.4	52.6	54.3	57.6	57.9	55.3	52.6	51.5	50.4	52.3	53.7	55.0	54.0	55.8	56.0	55.3	52.6	53.7	52.7	54.9	53.4	52.1	51.2	53.4
Civil partnerships for gay couples	55.3	47.1	63.8	70.4	68.4	61.7	56.4	50.4	39.7	53.5	57.8	53.8	55.3	56.2	54.7	57.3	55.1	53.7	53.8	52.7	53.7	61.4	53.3	54.7
The Royal Family	61.8	61.3	62.2	55.4	58.2	57.4	61.1	63.2	69.8	63.2	60.8	62.9	59.8	54.0	60.6	59.9	60.3	64.9	63.0	58.1	65.1	60.4	65.2	64.4
The BBC	66.0	66.2	65.7	66.9	66.2	64.7	64.6	67.2	66.6	68.8	67.3	62.1	60.7	65.2	62.4	64.4	64.7	66.3	64.5	65.1	66.2	68.5	67.0	68.6
The National Health Service	79.8	81.0	78.6	75.9	77.9	78.2	79.5	81.8	81.7	80.7	79.8	79.1	78.4	81.7	81.8	79.4	79.4	78.6	79.9	81.2	81.2	78.9	78.5	80.6

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 99

Q24. Please indicate whether you regard each of the following as positive or negative aspects of Britain today

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
The Daily Mail	43.1	50.3	37.8	36.3	51.8	39.3	35.4	51.5	38.8	36.7	51.4	38.6	38.0	51.3	36.9	37.7	45.8	40.3	53.5
Membership of the European Union	43.6	34.7	52.5	51.7	33.9	49.3	52.4	33.8	48.6	51.9	34.1	48.0	50.0	34.7	49.5	51.4	38.9	48.3	56.3
The Church of England	45.5	48.0	47.3	45.1	48.1	46.4	46.0	47.7	45.7	47.2	47.5	45.1	47.2	47.1	45.3	47.8	44.1	47.0	50.3
The TUC	47.7	34.8	62.5	51.6	33.7	58.7	50.2	33.3	58.5	50.0	33.6	58.1	48.8	34.6	62.2	49.9	49.9	45.4	46.9
Ethnic and religious diversity	51.4	44.5	59.5	58.6	43.1	56.4	59.4	42.5	56.0	58.7	42.8	55.2	56.6	43.1	56.4	56.7	47.5	55.4	52.3
School standards	53.4	48.7	60.3	55.0	47.5	58.7	55.1	47.4	57.7	55.4	47.6	55.9	55.1	47.9	57.4	55.7	54.5	52.6	52.5
Civil partnerships for gay couples	55.3	45.7	62.4	63.1	43.0	60.9	61.5	42.6	60.1	60.3	42.6	59.2	57.7	42.4	59.3	58.7	55.7	55.1	52.0
The Royal Family	61.8	73.2	55.9	59.0	75.2	56.4	60.9	75.1	56.1	62.2	75.6	56.2	63.0	75.0	54.1	61.5	59.8	64.2	70.2
The BBC	66.0	61.3	71.3	72.6	60.9	69.2	74.0	60.9	69.1	73.6	61.3	68.9	73.0	61.9	70.0	73.2	62.2	70.2	67.6
The National Health Service	79.8	76.8	84.9	83.3	76.6	83.9	83.7	76.4	83.8	83.7	77.1	83.8	82.6	77.3	84.8	84.1	79.2	80.6	73.4

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 99

Q24. Please indicate whether you regard each of the following as positive or negative aspects of Britain today

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
The Daily Mail	43.1	42.8	41.7	47.0	64.9	42.7	47.6	46.7	45.6	41.5	34.0	19.9	25.7	40.6	31.1	40.3	34.9	45.3	42.8	39.9	42.5
Membership of the European Union	43.6	53.2	46.3	36.1	34.4	42.3	28.7	45.1	37.9	39.7	50.7	65.6	56.6	50.8	55.1	40.4	40.9	42.9	43.7	46.3	44.4
The Church of England	45.5	45.9	44.8	46.6	47.4	45.5	44.5	36.2	44.1	47.8	45.9	42.8	43.6	46.0	40.4	44.3	38.2	45.1	45.5	46.1	44.7
The TUC	47.7	48.6	48.5	45.0	42.1	58.2	43.9	56.3	50.2	38.1	43.7	64.5	54.9	42.3	53.8	50.4	46.6	47.3	47.8	52.8	45.9
Ethnic and religious diversity	51.4	62.3	59.2	43.6	43.5	49.1	39.9	51.9	38.6	47.5	56.5	73.3	64.7	54.2	62.2	48.3	44.5	51.8	51.4	57.1	51.8
School standards	53.4	51.8	54.4	57.4	51.0	58.9	52.0	62.1	58.9	47.4	52.0	58.7	52.1	47.2	56.8	53.9	48.2	54.0	53.4	56.7	53.2
Civil partnerships for gay couples	55.3	69.1	62.2	58.7	47.4	57.5	45.5	58.2	57.9	42.4	56.2	73.7	64.2	46.2	63.5	54.9	52.1	53.7	55.5	62.1	57.6
The Royal Family	61.8	61.7	59.6	63.0	69.6	58.0	65.6	51.8	53.4	71.3	64.4	45.7	51.4	64.5	50.2	60.9	49.4	61.3	61.8	58.7	61.2
The BBC	66.0	66.8	66.1	58.2	61.4	63.9	61.5	61.2	55.9	64.9	71.8	80.9	74.1	69.8	71.8	63.4	60.2	63.6	66.3	68.0	65.8
The National Health Service	79.8	78.9	76.5	76.4	77.5	82.7	78.4	83.9	76.2	77.3	80.6	88.5	84.2	78.3	87.9	79.5	75.2	77.5	80.1	81.3	77.8

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 99

Q24. Please indicate whether you regard each of the following as positive or negative aspects of Britain today

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
The Daily Mail	43.1	31.4	35.9	40.0	40.9	43.2	45.3	46.4	48.2	51.5	57.1	48.0
Membership of the European Union	43.6	43.5	45.7	46.2	49.1	44.5	44.8	43.6	42.5	41.8	37.5	31.9
The Church of England	45.5	36.6	42.6	44.9	46.0	45.6	47.8	49.1	48.7	51.4	51.2	46.5
The TUC	47.7	58.1	53.4	52.9	52.0	49.0	46.1	43.9	41.3	38.7	35.2	42.3
Ethnic and religious diversity	51.4	51.3	54.6	56.1	55.1	52.3	52.6	52.1	49.9	48.8	45.4	43.5
School standards	53.4	53.0	55.5	55.2	56.8	54.7	52.7	53.1	51.5	51.7	53.9	50.2
Civil partnerships for gay couples	55.3	59.6	60.5	60.9	60.2	56.0	56.0	53.7	52.0	48.2	47.1	49.7
The Royal Family	61.8	44.0	52.9	57.5	57.7	60.0	62.4	67.5	72.4	77.1	79.8	62.6
The BBC	66.0	63.5	65.7	67.8	68.5	66.7	65.5	67.8	66.2	67.3	64.5	57.7
The National Health Service	79.8	82.0	79.8	80.5	79.6	77.9	76.8	78.5	78.9	81.0	80.7	74.4

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 100

Q25. At the moment, would you say you were moving towards or away from The Conservative Party?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Toward	3592	2055	1536	130	404	544	611	954	949	1641	1153	387	410	214	137	408	311	310	299	162	297	354	694	405
	35%	40%	31%	25%	28%	28%	30%	39%	51%	45%	33%	30%	23%	25%	28%	31%	32%	36%	37%	32%	41%	34%	41%	41%
Away from	5020	2485	2535	275	743	1037	1128	1137	700	1544	1758	686	1033	526	275	695	522	443	389	251	307	515	701	398
	49%	48%	50%	53%	51%	54%	55%	47%	38%	43%	50%	53%	57%	61%	56%	53%	54%	51%	48%	50%	42%	49%	42%	41%
Don't know	1626	663	963	115	298	345	327	340	201	445	581	222	378	122	79	207	139	114	118	88	119	174	291	174
	16%	13%	19%	22%	21%	18%	16%	14%	11%	12%	17%	17%	21%	14%	16%	16%	14%	13%	15%	18%	16%	17%	17%	18%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 100

Q25. At the moment, would you say you were moving towards or away from The Conservative Party?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Toward	3592	2427	164	500	1991	477	453	1922	525	409	1842	617	320	1991	248	310	1304	2155	38
	35%	76%	7%	24%	76%	14%	29%	75%	16%	31%	74%	17%	32%	72%	10%	29%	26%	45%	48%
Away from	5020	398	2027	1241	348	2528	832	363	2501	698	344	2586	502	454	2009	563	2877	1912	31
	49%	12%	84%	59%	13%	76%	54%	14%	74%	52%	14%	72%	50%	16%	80%	54%	58%	40%	39%
Don't know	1626	378	222	363	288	339	264	286	349	228	296	386	186	328	239	179	785	693	11
	16%	12%	9%	17%	11%	10%	17%	11%	10%	17%	12%	11%	18%	12%	10%	17%	16%	15%	13%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 100

Q25. At the moment, would you say you were moving towards or away from The Conservative Party?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Toward	3592 35%	30	88	413	1013	50	198	13	21	630	585	118	151	81	19	151	31	352	3240	454	1432
		30%	23%	32%	49%	8%	43%	12%	15%	61%	49%	11%	24%	49%	20%	22%	15%	31%	36%	27%	37%
Away from	5020 49%	51	213	603	717	518	189	90	79	260	465	821	392	63	62	399	99	572	4449	954	1793
		52%	55%	47%	35%	79%	41%	80%	58%	25%	39%	80%	63%	38%	67%	58%	48%	50%	49%	57%	46%
Don't know	1626 16%	18	86	259	339	88	75	10	36	146	148	91	80	22	12	138	77	222	1404	268	639
		18%	22%	20%	16%	13%	16%	9%	26%	14%	12%	9%	13%	13%	13%	20%	37%	19%	15%	16%	17%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 100

Q25. At the moment, would you say you were moving towards or away from The Conservative Party?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Toward	3592	27	16	34	48	164	269	527	762	976	770	50
	35%	1%	3%	5%	8%	15%	30%	52%	68%	83%	90%	13%
Away from	5020	2004	549	508	467	586	361	253	161	94	37	253
	49%	92%	87%	80%	74%	54%	40%	25%	14%	8%	4%	66%
Don't know	1626	153	65	94	115	340	278	238	194	103	46	78
	16%	7%	10%	15%	18%	31%	31%	23%	17%	9%	5%	20%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 101

Q25. At the moment, would you say you were moving towards or away from The Labour Party?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Toward	3315	1645	1671	236	555	666	682	732	444	1039	1162	447	667	299	217	494	345	320	251	158	184	367	419	263
	32%	32%	33%	45%	38%	35%	33%	30%	24%	29%	33%	35%	37%	35%	44%	38%	35%	37%	31%	31%	25%	35%	25%	27%
Away from	5290	2909	2381	165	583	884	1047	1382	1228	2143	1748	630	768	421	198	601	475	421	419	251	430	523	1001	550
	52%	56%	47%	32%	40%	46%	51%	57%	66%	59%	50%	49%	42%	49%	40%	46%	49%	49%	52%	50%	60%	50%	59%	56%
Don't know	1633	649	984	119	306	376	338	317	178	449	581	217	386	141	76	215	153	126	136	93	108	153	267	164
	16%	12%	20%	23%	21%	20%	16%	13%	10%	12%	17%	17%	21%	16%	16%	16%	16%	15%	17%	19%	15%	15%	16%	17%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 101

Q25. At the moment, would you say you were moving towards or away from The Labour Party?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Toward	3315	169	1863	690	97	2160	431	96	2090	349	107	2059	247	186	1616	284	1954	1231	23
	32%	5%	77%	33%	4%	65%	28%	4%	62%	26%	4%	57%	25%	7%	65%	27%	39%	26%	30%
Away from	5290	2720	268	1053	2301	749	876	2257	846	773	2165	1054	606	2359	569	590	2184	2868	46
	52%	85%	11%	50%	88%	22%	57%	88%	25%	58%	87%	29%	60%	85%	23%	56%	44%	60%	58%
Don't know	1633	314	282	361	228	435	242	219	439	213	211	478	155	228	311	178	828	662	10
	16%	10%	12%	17%	9%	13%	16%	9%	13%	16%	8%	13%	15%	8%	12%	17%	17%	14%	12%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 101

Q25. At the moment, would you say you were moving towards or away from The Labour Party?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Toward	3315	36	127	414	419	429	123	57	59	129	288	616	254	35	36	249	47	391	2924	653	1200
	32%	36%	33%	32%	20%	65%	27%	50%	43%	12%	24%	60%	41%	21%	38%	36%	22%	34%	32%	39%	31%
Away from	5290	48	172	589	1348	145	283	40	45	789	757	268	272	109	43	305	76	539	4750	740	2008
	52%	48%	44%	46%	65%	22%	61%	35%	33%	76%	63%	26%	44%	66%	47%	44%	37%	47%	52%	44%	52%
Don't know	1633	16	90	272	301	82	56	16	33	118	153	146	97	22	14	134	84	215	1418	283	655
	16%	16%	23%	21%	15%	13%	12%	14%	24%	11%	13%	14%	16%	13%	15%	20%	41%	19%	16%	17%	17%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 101

Q25. At the moment, would you say you were moving towards or away from The Labour Party?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Toward	3315	1417	357	328	298	353	235	160	82	57	27	127
	32%	65%	57%	52%	47%	32%	26%	16%	7%	5%	3%	33%
Away from	5290	506	176	185	196	424	453	674	875	1028	772	189
	52%	23%	28%	29%	31%	39%	50%	66%	78%	88%	90%	50%
Don't know	1633	261	96	122	135	314	220	183	160	89	54	65
	16%	12%	15%	19%	21%	29%	24%	18%	14%	8%	6%	17%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 102

Q25. At the moment, would you say you were moving towards or away from The Liberal Democrats?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Toward	1982	1007	975	90	274	340	357	525	396	857	656	216	253	129	90	248	165	162	144	91	152	198	388	214
	19%	19%	19%	17%	19%	18%	17%	22%	21%	24%	19%	17%	14%	15%	18%	19%	17%	19%	18%	18%	21%	19%	23%	22%
Away from	6164	3339	2825	321	784	1160	1307	1469	1124	2131	2110	811	1111	583	318	818	592	523	493	304	421	642	933	536
	60%	64%	56%	62%	54%	60%	63%	60%	61%	59%	60%	63%	61%	68%	65%	62%	61%	60%	61%	61%	58%	62%	55%	55%
Don't know	2092	857	1235	110	386	426	402	437	330	642	725	268	457	148	84	244	215	182	169	106	149	203	365	227
	20%	16%	25%	21%	27%	22%	19%	18%	18%	18%	21%	21%	25%	17%	17%	19%	22%	21%	21%	21%	21%	19%	22%	23%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 102

Q25. At the moment, would you say you were moving towards or away from The Liberal Democrats?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Toward	1982 19%	794	154	692	666	374	545	672	388	484	647	433	399	725	234	368	742	1156	26
		25%	6%	33%	25%	11%	35%	26%	11%	36%	26%	12%	40%	26%	9%	35%	15%	24%	33%
Away from	6164 60%	1652	1998	1096	1385	2539	767	1331	2557	645	1264	2696	468	1458	1979	518	3229	2670	41
		52%	83%	52%	53%	76%	50%	52%	76%	48%	51%	75%	46%	53%	79%	49%	65%	56%	51%
Don't know	2092 20%	757	261	316	575	432	236	568	431	206	571	461	141	591	283	166	995	935	12
		24%	11%	15%	22%	13%	15%	22%	13%	15%	23%	13%	14%	21%	11%	16%	20%	20%	16%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 102

Q25. At the moment, would you say you were moving towards or away from The Liberal Democrats?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Toward	1982 19%	25 25%	67 17%	203 16%	419 20%	65 10%	94 20%	8 7%	20 14%	268 26%	313 26%	149 14%	143 23%	55 33%	13 14%	116 17%	24 12%	198 17%	1785 20%	286 17%	799 21%
Away from	6164 60%	56 56%	229 59%	727 57%	1162 56%	488 74%	261 57%	94 83%	74 54%	573 55%	669 56%	773 75%	387 62%	83 50%	68 73%	422 61%	99 48%	685 60%	5479 60%	1072 64%	2248 58%
Don't know	2092 20%	19 19%	92 24%	344 27%	488 24%	103 16%	107 23%	11 9%	43 31%	195 19%	216 18%	108 10%	94 15%	28 17%	12 13%	151 22%	84 40%	263 23%	1829 20%	318 19%	817 21%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 102

Q25. At the moment, would you say you were moving towards or away from The Liberal Democrats?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Toward	1982	97	52	75	90	190	195	259	359	383	283	58
	19%	4%	8%	12%	14%	17%	21%	25%	32%	33%	33%	15%
Away from	6164	1864	487	455	422	570	456	486	502	515	408	245
	60%	85%	77%	72%	67%	52%	50%	48%	45%	44%	48%	64%
Don't know	2092	223	91	105	117	331	257	274	256	275	163	78
	20%	10%	14%	17%	19%	30%	28%	27%	23%	23%	19%	20%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 103

Q25. At the moment, would you say you were moving towards or away from:

Base : All respondents

	Parties		
	The Conservative Party	The Labour Party	The Liberal Democrats
Unweighted Base	10238	10238	10238
Weighted Base	10238	10238	10238
Toward	3592 35%	3315 32%	1982 19%
Away from	5020 49%	5290 52%	6164 60%
Don't know	1626 16%	1633 16%	2092 20%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 104

Q26. Please say if you agree or disagree with the statement:

“Gay couples should have exactly the same rights as heterosexual couples”

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly agree (4)	3429 33%	1335 26%	2094 42%	275 53%	669 46%	790 41%	747 36%	638 26%	309 17%	1094 30%	1275 37%	422 33%	638 35%	323 37%	168 34%	472 36%	319 33%	256 30%	259 32%	157 31%	219 30%	402 39%	532 32%	321 33%
Somewhat agree (3)	3217 31%	1634 31%	1582 31%	130 25%	411 28%	612 32%	686 33%	816 34%	560 30%	1188 33%	1070 31%	408 31%	551 30%	258 30%	158 32%	411 31%	307 32%	279 32%	262 33%	151 30%	239 33%	308 30%	537 32%	307 31%
Somewhat disagree (2)	1587 15%	972 19%	615 12%	40 8%	143 10%	227 12%	267 13%	464 19%	445 24%	635 17%	524 15%	188 14%	241 13%	122 14%	77 16%	204 16%	154 16%	148 17%	131 16%	85 17%	118 16%	139 13%	265 16%	144 15%
Strongly disagree (1)	1441 14%	1005 19%	436 9%	34 7%	122 8%	175 9%	259 13%	393 16%	458 25%	561 15%	432 12%	192 15%	256 14%	117 14%	61 12%	157 12%	128 13%	123 14%	113 14%	78 15%	102 14%	135 13%	270 16%	158 16%
Don't know	565 6%	256 5%	308 6%	41 8%	99 7%	122 6%	107 5%	120 5%	77 4%	153 4%	191 5%	86 7%	134 7%	42 5%	28 6%	65 5%	64 7%	60 7%	41 5%	31 6%	43 6%	60 6%	83 5%	47 5%
Mean	2.89	2.67	3.13	3.35	3.21	3.12	2.98	2.74	2.41	2.81	2.97	2.88	2.93	2.96	2.94	2.96	2.90	2.83	2.87	2.82	2.85	2.99	2.83	2.85
Standard Error	0.01	0.02	0.01	0.04	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.03	0.04	0.05	0.03	0.03	0.04	0.04	0.05	0.04	0.03	0.03	0.03
Standard Deviation	1.05	1.08	0.96	0.91	0.96	0.97	1.02	1.04	1.05	1.05	1.03	1.06	1.06	1.05	1.03	1.02	1.04	1.04	1.04	1.07	1.04	1.05	1.07	1.08

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 104

Q26. Please say if you agree or disagree with the statement:

“Gay couples should have exactly the same rights as heterosexual couples”

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly agree (4)	3429 33%	701 22%	965 40%	882 42%	514 20%	1320 39%	589 38%	481 19%	1327 39%	494 37%	471 19%	1383 39%	339 34%	509 18%	963 39%	367 35%	1740 35%	1531 32%	21 27%
Somewhat agree (3)	3217 31%	1048 33%	768 32%	662 31%	850 32%	1051 31%	532 34%	839 33%	1072 32%	448 34%	802 32%	1136 32%	344 34%	910 33%	800 32%	353 34%	1552 31%	1530 32%	20 25%
Somewhat disagree (2)	1587 15%	664 21%	316 13%	277 13%	580 22%	445 13%	217 14%	573 22%	451 13%	197 15%	558 22%	498 14%	154 15%	625 23%	343 14%	172 16%	720 15%	803 17%	16 20%
Strongly disagree (1)	1441 14%	619 19%	237 10%	186 9%	557 21%	362 11%	159 10%	554 22%	361 11%	150 11%	531 21%	416 12%	124 12%	603 22%	278 11%	123 12%	681 14%	675 14%	18 22%
Don't know	565 6%	171 5%	127 5%	97 5%	124 5%	167 5%	53 3%	125 5%	166 5%	47 3%	120 5%	157 4%	46 5%	128 5%	113 5%	37 4%	273 5%	221 5%	5 6%
Mean	2.89	2.60	3.08	3.12	2.53	3.05	3.04	2.51	3.05	3.00	2.51	3.02	2.93	2.50	3.03	2.95	2.93	2.86	2.60
Standard Error	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.13
Standard Deviation	1.05	1.05	0.98	0.97	1.05	1.00	0.98	1.05	1.00	1.00	1.05	1.02	1.01	1.04	1.01	1.01	1.05	1.04	1.14

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 104

Q26. Please say if you agree or disagree with the statement:

“Gay couples should have exactly the same rights as heterosexual couples”

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly agree (4)	3429 33%	46 46%	174 45%	484 38%	483 23%	241 37%	109 24%	45 40%	52 38%	194 19%	401 33%	563 55%	292 47%	36 22%	37 40%	217 31%	58 28%	360 31%	3070 34%	674 40%	1399 36%
Somewhat agree (3)	3217 31%	31 31%	102 26%	407 32%	665 32%	201 31%	150 32%	39 34%	46 33%	334 32%	383 32%	293 28%	191 31%	58 35%	32 35%	229 33%	56 27%	354 31%	2863 31%	550 33%	1238 32%
Somewhat disagree (2)	1587 15%	9 9%	35 9%	149 12%	413 20%	92 14%	86 19%	10 9%	13 10%	231 22%	219 18%	90 9%	66 11%	27 16%	14 16%	104 15%	28 14%	171 15%	1416 16%	220 13%	534 14%
Strongly disagree (1)	1441 14%	5 5%	48 12%	147 12%	382 18%	79 12%	87 19%	13 12%	20 14%	232 22%	147 12%	61 6%	61 10%	38 23%	7 8%	92 13%	21 10%	160 14%	1281 14%	151 9%	474 12%
Don't know	565 6%	9 9%	30 8%	87 7%	125 6%	44 7%	30 6%	5 5%	6 5%	45 4%	49 4%	24 2%	13 2%	6 4%	2 2%	47 7%	43 21%	101 9%	463 5%	82 5%	219 6%
Mean	2.89	3.30	3.12	3.03	2.64	2.98	2.65	3.07	2.99	2.49	2.90	3.35	3.17	2.58	3.09	2.89	2.92	2.87	2.89	3.10	2.98
Standard Error	0.01	0.09	0.06	0.03	0.02	0.04	0.05	0.10	0.09	0.03	0.03	0.03	0.04	0.09	0.10	0.04	0.08	0.03	0.01	0.02	0.02
Standard Deviation	1.05	0.85	1.05	1.01	1.06	1.03	1.07	1.01	1.05	1.05	1.02	0.88	0.98	1.09	0.94	1.03	1.02	1.05	1.05	0.96	1.02

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 104

Q26. Please say if you agree or disagree with the statement:

“Gay couples should have exactly the same rights as heterosexual couples”

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Strongly agree	(4) 3429 33%	989 45%	264 42%	252 40%	242 38%	358 33%	292 32%	267 26%	287 26%	268 23%	211 25%	113 30%
Somewhat agree	(3) 3217 31%	567 26%	187 30%	203 32%	198 31%	341 31%	311 34%	354 35%	412 37%	394 34%	251 29%	116 30%
Somewhat disagree	(2) 1587 15%	244 11%	88 14%	75 12%	87 14%	157 14%	143 16%	188 18%	197 18%	251 21%	158 19%	62 16%
Strongly disagree	(1) 1441 14%	301 14%	55 9%	59 9%	72 12%	143 13%	106 12%	150 15%	159 14%	209 18%	186 22%	65 17%
Don't know	565 6%	83 4%	35 6%	47 7%	31 5%	92 8%	57 6%	59 6%	62 6%	52 4%	48 6%	24 6%
Mean	2.89	3.07	3.11	3.10	3.02	2.92	2.93	2.77	2.78	2.64	2.60	2.78
Standard Error	0.01	0.02	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.06
Standard Deviation	1.05	1.08	0.98	0.97	1.02	1.04	1.00	1.02	1.01	1.04	1.11	1.08

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 105

Q26. Please say if you agree or disagree with the statement:

“The single change that would most improve life in Britain today is people being more tolerant of different ethnic groups and cultures”

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly agree (4)	1311 13%	633 12%	678 13%	90 17%	197 14%	246 13%	206 10%	303 12%	269 15%	462 13%	450 13%	163 13%	237 13%	121 14%	55 11%	174 13%	97 10%	100 11%	103 13%	73 15%	92 13%	178 17%	191 11%	127 13%
Somewhat agree (3)	3941 38%	1980 38%	1961 39%	177 34%	563 39%	682 35%	770 37%	946 39%	803 43%	1474 41%	1380 40%	425 33%	663 36%	354 41%	184 37%	497 38%	386 40%	332 38%	298 37%	183 36%	280 39%	422 40%	645 38%	360 37%
Somewhat disagree (2)	2676 26%	1381 27%	1295 26%	131 25%	365 25%	501 26%	566 27%	652 27%	461 25%	979 27%	936 27%	329 25%	431 24%	206 24%	142 29%	331 25%	257 26%	232 27%	216 27%	123 25%	173 24%	242 23%	492 29%	262 27%
Strongly disagree (1)	1650 16%	938 18%	713 14%	77 15%	189 13%	358 19%	378 18%	417 17%	231 13%	531 15%	526 15%	283 22%	311 17%	127 15%	85 17%	233 18%	166 17%	148 17%	135 17%	82 16%	119 17%	122 12%	266 16%	165 17%
Don't know	660 6%	271 5%	388 8%	45 9%	130 9%	140 7%	147 7%	113 5%	84 5%	185 5%	200 6%	95 7%	179 10%	53 6%	25 5%	75 6%	67 7%	55 6%	54 7%	40 8%	57 8%	79 8%	92 5%	63 6%
Mean	2.51	2.47	2.56	2.59	2.59	2.46	2.42	2.49	2.63	2.54	2.53	2.39	2.50	2.58	2.45	2.50	2.46	2.47	2.49	2.53	2.52	2.68	2.48	2.49
Standard Error	0.01	0.01	0.01	0.04	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.02	0.03
Standard Deviation	0.93	0.94	0.92	0.97	0.91	0.96	0.92	0.93	0.89	0.91	0.92	0.99	0.96	0.93	0.92	0.95	0.91	0.93	0.94	0.96	0.94	0.92	0.91	0.94

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 105

Q26. Please say if you agree or disagree with the statement:

“The single change that would most improve life in Britain today is people being more tolerant of different ethnic groups and cultures”

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly agree (4)	1311 13%	284 9%	423 18%	310 15%	220 8%	526 16%	241 16%	212 8%	535 16%	205 15%	209 8%	558 16%	153 15%	247 9%	420 17%	179 17%	610 12%	602 13%	22 28%
Somewhat agree (3)	3941 38%	1130 35%	1062 44%	930 44%	926 35%	1396 42%	717 46%	914 36%	1402 42%	612 46%	902 36%	1468 41%	460 46%	1007 36%	1064 43%	467 44%	1769 36%	2006 42%	25 32%
Somewhat disagree (2)	2676 26%	970 30%	511 21%	529 25%	809 31%	764 23%	359 23%	783 30%	763 23%	321 24%	746 30%	856 24%	244 24%	814 29%	550 22%	249 24%	1318 27%	1259 26%	12 16%
Strongly disagree (1)	1650 16%	633 20%	268 11%	220 10%	537 20%	455 14%	154 10%	523 20%	477 14%	133 10%	498 20%	506 14%	105 10%	562 20%	327 13%	111 11%	917 18%	657 14%	16 20%
Don't know	660 6%	186 6%	149 6%	116 5%	134 5%	204 6%	78 5%	139 5%	198 6%	64 5%	128 5%	201 6%	46 5%	144 5%	136 5%	46 4%	352 7%	237 5%	4 5%
Mean	2.51	2.35	2.72	2.67	2.33	2.63	2.71	2.34	2.63	2.70	2.35	2.61	2.69	2.36	2.67	2.71	2.45	2.56	2.70
Standard Error	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.01	0.01	0.13
Standard Deviation	0.93	0.91	0.90	0.87	0.91	0.93	0.86	0.91	0.93	0.86	0.91	0.93	0.87	0.92	0.92	0.88	0.95	0.90	1.11

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 105

Q26. Please say if you agree or disagree with the statement:

“The single change that would most improve life in Britain today is people being more tolerant of different ethnic groups and cultures”

Base : All respondents

	Total	Newspaper readership																Data source		Sector	
		Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly agree (4)	1311 13%	24 24%	64 16%	130 10%	194 9%	79 12%	54 12%	18 16%	12 9%	113 11%	149 12%	225 22%	112 18%	20 12%	20 22%	78 11%	19 9%	157 14%	1154 13%	195 12%	465 12%
Somewhat agree (3)	3941 38%	40 40%	143 37%	431 34%	729 35%	264 40%	149 32%	37 33%	46 34%	386 37%	505 42%	524 51%	272 44%	59 35%	34 36%	261 38%	62 30%	437 38%	3504 39%	677 40%	1388 36%
Somewhat disagree (2)	2676 26%	24 25%	94 24%	352 28%	583 28%	159 24%	132 29%	28 25%	35 26%	293 28%	339 28%	187 18%	145 23%	47 28%	28 30%	190 28%	40 19%	258 23%	2418 27%	453 27%	1054 27%
Strongly disagree (1)	1650 16%	6 6%	46 12%	257 20%	425 21%	108 16%	96 21%	23 20%	31 23%	197 19%	149 12%	53 5%	61 10%	32 20%	7 8%	114 16%	45 22%	168 15%	1482 16%	240 14%	697 18%
Don't know	660 6%	6 6%	41 11%	104 8%	138 7%	48 7%	30 7%	7 6%	11 8%	46 4%	56 5%	41 4%	34 5%	7 4%	4 4%	45 7%	40 19%	125 11%	534 6%	110 7%	259 7%
Mean	2.51	2.88	2.65	2.37	2.36	2.51	2.37	2.47	2.32	2.42	2.57	2.93	2.74	2.42	2.76	2.47	2.34	2.57	2.51	2.53	2.45
Standard Error	0.01	0.09	0.05	0.03	0.02	0.04	0.05	0.10	0.09	0.03	0.03	0.03	0.04	0.08	0.10	0.04	0.08	0.03	0.01	0.02	0.02
Standard Deviation	0.93	0.86	0.93	0.95	0.93	0.93	0.97	1.02	0.96	0.93	0.88	0.79	0.88	0.96	0.90	0.92	1.00	0.94	0.93	0.90	0.94

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 105

Q26. Please say if you agree or disagree with the statement:

“The single change that would most improve life in Britain today is people being more tolerant of different ethnic groups and cultures”

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Strongly agree	(4) 1311 13%	366 17%	90 14%	85 13%	82 13%	139 13%	105 12%	102 10%	114 10%	123 10%	104 12%	50 13%
Somewhat agree	(3) 3941 38%	811 37%	261 41%	274 43%	279 44%	393 36%	359 40%	395 39%	427 38%	451 38%	291 34%	124 32%
Somewhat disagree	(2) 2676 26%	476 22%	150 24%	154 24%	141 22%	308 28%	247 27%	310 30%	331 30%	338 29%	221 26%	101 26%
Strongly disagree	(1) 1650 16%	396 18%	86 14%	87 14%	94 15%	133 12%	127 14%	152 15%	191 17%	200 17%	185 22%	91 24%
Don't know	660 6%	136 6%	42 7%	35 5%	33 5%	117 11%	69 8%	59 6%	54 5%	62 5%	53 6%	15 4%
Mean	2.51	2.56	2.61	2.60	2.59	2.55	2.53	2.47	2.44	2.45	2.39	2.36
Standard Error	0.01	0.02	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.05
Standard Deviation	0.93	1.00	0.92	0.90	0.91	0.90	0.90	0.88	0.91	0.91	0.98	1.00

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 106

Q26. Please say if you agree or disagree with the statement:
"I would emigrate to another country if I could"

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly agree (4)	2262 22%	1167 22%	1095 22%	132 25%	372 26%	545 28%	510 25%	456 19%	247 13%	573 16%	788 23%	411 32%	489 27%	177 21%	122 25%	312 24%	234 24%	196 23%	197 24%	112 22%	136 19%	195 19%	378 22%	204 21%
Somewhat agree (3)	2740 27%	1432 28%	1308 26%	149 29%	440 30%	587 30%	583 28%	560 23%	421 23%	963 27%	956 27%	351 27%	471 26%	226 26%	123 25%	360 27%	277 29%	246 28%	227 28%	140 28%	183 25%	284 27%	428 25%	245 25%
Somewhat disagree (2)	2030 20%	1093 21%	936 19%	107 21%	277 19%	350 18%	386 19%	525 22%	384 21%	791 22%	725 21%	223 17%	291 16%	183 21%	96 20%	234 18%	200 21%	157 18%	138 17%	92 18%	158 22%	235 23%	361 21%	175 18%
Strongly disagree (1)	2508 24%	1235 24%	1273 25%	84 16%	222 15%	293 15%	429 21%	776 32%	704 38%	1122 31%	745 21%	229 18%	412 23%	224 26%	118 24%	315 24%	197 20%	208 24%	187 23%	118 24%	202 28%	238 23%	418 25%	282 29%
Don't know	699 7%	276 5%	423 8%	48 9%	133 9%	151 8%	160 8%	114 5%	93 5%	182 5%	278 8%	82 6%	158 9%	51 6%	32 7%	88 7%	64 7%	60 7%	57 7%	40 8%	43 6%	91 9%	100 6%	71 7%
Mean	2.50	2.51	2.48	2.70	2.73	2.78	2.62	2.30	2.12	2.29	2.56	2.78	2.62	2.44	2.54	2.55	2.60	2.53	2.58	2.53	2.37	2.46	2.48	2.41
Standard Error	0.01	0.02	0.02	0.05	0.03	0.03	0.03	0.02	0.03	0.02	0.02	0.03	0.03	0.04	0.05	0.03	0.04	0.04	0.04	0.05	0.04	0.04	0.03	0.04
Standard Deviation	1.12	1.11	1.13	1.06	1.05	1.06	1.11	1.13	1.09	1.09	1.10	1.11	1.15	1.11	1.14	1.13	1.09	1.12	1.13	1.12	1.11	1.08	1.12	1.15

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 106

**Q26. Please say if you agree or disagree with the statement:
 "I would emigrate to another country if I could"**

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly agree (4)	2262 22%	663 21%	455 19%	354 17%	538 20%	710 21%	252 16%	523 20%	712 21%	199 15%	498 20%	770 21%	153 15%	555 20%	495 20%	163 15%	1425 29%	725 15%	22 28%
Somewhat agree (3)	2740 27%	935 29%	595 25%	550 26%	765 29%	819 24%	382 25%	738 29%	839 25%	326 24%	701 28%	893 25%	251 25%	766 28%	596 24%	243 23%	1396 28%	1232 26%	19 24%
Somewhat disagree (2)	2030 20%	622 19%	543 23%	435 21%	502 19%	699 21%	349 23%	498 19%	692 21%	296 22%	478 19%	740 21%	215 21%	547 20%	513 21%	229 22%	842 17%	1096 23%	11 14%
Strongly disagree (1)	2508 24%	792 25%	665 28%	634 30%	668 25%	901 27%	475 31%	660 26%	919 27%	434 33%	652 26%	976 27%	326 32%	751 27%	759 30%	339 32%	955 19%	1432 30%	22 27%
Don't know	699 7%	191 6%	155 6%	131 6%	153 6%	215 6%	91 6%	152 6%	213 6%	80 6%	153 6%	211 6%	63 6%	155 6%	134 5%	77 7%	348 7%	276 6%	5 6%
Mean	2.50	2.49	2.37	2.32	2.47	2.43	2.28	2.47	2.42	2.23	2.45	2.43	2.24	2.43	2.35	2.24	2.71	2.28	2.57
Standard Error	0.01	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.14
Standard Deviation	1.12	1.10	1.11	1.10	1.11	1.13	1.10	1.11	1.13	1.09	1.11	1.13	1.09	1.11	1.14	1.10	1.11	1.08	1.20

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 106

Q26. Please say if you agree or disagree with the statement:
“I would emigrate to another country if I could”

Base : All respondents

	Total	Newspaper readership																Data source		Sector	
		Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly agree (4)	2262 22%	24 24%	87 22%	431 34%	517 25%	182 28%	124 27%	32 29%	53 39%	171 17%	186 15%	109 11%	101 16%	30 18%	11 12%	162 23%	43 21%	291 25%	1971 22%	339 20%	956 25%
Somewhat agree (3)	2740 27%	29 29%	133 34%	365 29%	604 29%	161 25%	129 28%	31 27%	41 30%	258 25%	307 26%	226 22%	156 25%	46 28%	24 26%	174 25%	57 28%	286 25%	2454 27%	499 30%	1130 29%
Somewhat disagree (2)	2030 20%	22 22%	61 16%	194 15%	353 17%	119 18%	79 17%	23 20%	19 14%	219 21%	304 25%	287 28%	147 24%	36 22%	13 14%	122 18%	33 16%	223 19%	1807 20%	348 21%	774 20%
Strongly disagree (1)	2508 24%	18 18%	65 17%	195 15%	455 22%	157 24%	99 21%	19 17%	17 12%	319 31%	335 28%	347 34%	186 30%	50 30%	41 44%	175 25%	32 16%	231 20%	2277 25%	367 22%	733 19%
Don't know	699 7%	7 7%	43 11%	88 7%	140 7%	38 6%	31 7%	8 7%	7 5%	69 7%	66 6%	62 6%	34 5%	4 3%	4 4%	56 8%	42 20%	115 10%	584 6%	123 7%	270 7%
Mean	2.50	2.63	2.70	2.87	2.61	2.60	2.65	2.73	3.01	2.29	2.30	2.10	2.29	2.35	2.05	2.51	2.67	2.62	2.48	2.52	2.64
Standard Error	0.01	0.11	0.06	0.03	0.03	0.05	0.05	0.11	0.09	0.03	0.03	0.03	0.04	0.09	0.12	0.05	0.08	0.03	0.01	0.03	0.02
Standard Deviation	1.12	1.07	1.04	1.08	1.12	1.16	1.13	1.09	1.04	1.10	1.06	1.02	1.09	1.11	1.11	1.15	1.07	1.12	1.12	1.08	1.08

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 106

**Q26. Please say if you agree or disagree with the statement:
 "I would emigrate to another country if I could"**

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Strongly agree	(4) 2262 22%	694 32%	147 23%	132 21%	137 22%	239 22%	149 16%	170 17%	198 18%	201 17%	194 23%	131 35%
Somewhat agree	(3) 2740 27%	493 23%	165 26%	174 27%	172 27%	296 27%	276 30%	295 29%	326 29%	332 28%	211 25%	111 29%
Somewhat disagree	(2) 2030 20%	366 17%	119 19%	132 21%	130 21%	216 20%	218 24%	223 22%	248 22%	227 19%	151 18%	60 16%
Strongly disagree	(1) 2508 24%	481 22%	154 24%	152 24%	142 23%	249 23%	183 20%	268 26%	277 25%	355 30%	248 29%	56 15%
Don't know	699 7%	149 7%	45 7%	47 7%	49 8%	91 8%	81 9%	62 6%	67 6%	59 5%	50 6%	22 6%
Mean	2.50	2.69	2.52	2.48	2.52	2.52	2.47	2.38	2.42	2.34	2.44	2.89
Standard Error	0.01	0.03	0.05	0.05	0.05	0.03	0.04	0.03	0.03	0.03	0.04	0.06
Standard Deviation	1.12	1.17	1.13	1.10	1.10	1.11	1.03	1.07	1.07	1.11	1.16	1.07

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 107

Q26. Please say if you agree or disagree with the statement:
“People who play by the rules always seem to get a raw deal”

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly agree (4)	3755 37%	1878 36%	1877 37%	179 34%	548 38%	774 40%	846 41%	833 34%	575 31%	1050 29%	1278 37%	621 48%	806 44%	299 35%	214 44%	518 40%	376 39%	319 37%	297 37%	182 36%	260 36%	321 31%	623 37%	347 35%
Somewhat agree (3)	4558 45%	2363 45%	2195 44%	187 36%	588 41%	824 43%	893 43%	1144 47%	922 50%	1732 48%	1562 45%	535 41%	729 40%	390 45%	200 41%	565 43%	446 46%	400 46%	373 46%	243 48%	309 43%	435 42%	746 44%	451 46%
Somewhat disagree (2)	1253 12%	656 13%	597 12%	87 17%	177 12%	215 11%	210 10%	314 13%	249 13%	591 16%	419 12%	90 7%	153 8%	115 13%	58 12%	160 12%	94 10%	93 11%	82 10%	49 10%	92 13%	172 17%	221 13%	117 12%
Strongly disagree (1)	299 3%	166 3%	134 3%	14 3%	34 2%	39 2%	66 3%	84 3%	61 3%	151 4%	101 3%	7 1%	40 2%	25 3%	10 2%	26 2%	22 2%	24 3%	25 3%	11 2%	33 4%	48 5%	48 3%	27 3%
Don't know	373 4%	141 3%	232 5%	54 10%	97 7%	74 4%	51 2%	55 2%	42 2%	107 3%	132 4%	42 3%	93 5%	32 4%	10 2%	41 3%	35 4%	30 3%	29 4%	18 4%	29 4%	67 6%	48 3%	35 4%
Mean	3.19	3.18	3.21	3.14	3.22	3.26	3.25	3.15	3.11	3.04	3.20	3.41	3.33	3.16	3.28	3.24	3.25	3.21	3.21	3.23	3.15	3.05	3.19	3.19
Standard Error	0.01	0.01	0.01	0.04	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.02	0.02	0.03	0.03	0.02	0.02	0.03	0.03	0.03	0.03	0.03	0.02	0.02
Standard Deviation	0.77	0.77	0.76	0.82	0.77	0.74	0.77	0.78	0.76	0.80	0.77	0.65	0.73	0.77	0.75	0.75	0.73	0.75	0.75	0.72	0.82	0.84	0.77	0.76

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 107

Q26. Please say if you agree or disagree with the statement:
“People who play by the rules always seem to get a raw deal”

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly agree (4)	3755 37%	1258 39%	773 32%	660 31%	1034 39%	1182 35%	472 30%	1009 39%	1193 35%	414 31%	977 39%	1252 35%	313 31%	1066 38%	839 34%	327 31%	2243 45%	1347 28%	29 36%
Somewhat agree (3)	4558 45%	1509 47%	1090 45%	952 45%	1247 47%	1458 44%	737 48%	1229 48%	1482 44%	619 46%	1193 48%	1591 44%	460 46%	1349 49%	1098 44%	489 46%	2112 43%	2251 47%	28 36%
Somewhat disagree (2)	1253 12%	312 10%	361 15%	327 16%	251 10%	467 14%	241 16%	243 9%	462 14%	216 16%	223 9%	501 14%	169 17%	252 9%	376 15%	165 16%	389 8%	793 17%	16 20%
Strongly disagree (1)	299 3%	57 2%	108 4%	86 4%	47 2%	133 4%	61 4%	46 2%	139 4%	51 4%	42 2%	147 4%	38 4%	53 2%	121 5%	41 4%	71 1%	212 4%	4 5%
Don't know	373 4%	67 2%	81 3%	78 4%	48 2%	104 3%	38 2%	46 2%	101 3%	34 3%	48 2%	99 3%	27 3%	54 2%	62 2%	30 3%	151 3%	157 3%	3 4%
Mean	3.19	3.27	3.08	3.08	3.27	3.14	3.07	3.27	3.14	3.07	3.28	3.13	3.07	3.26	3.09	3.08	3.36	3.03	3.07
Standard Error	0.01	0.01	0.02	0.02	0.01	0.01	0.02	0.01	0.01	0.02	0.01	0.01	0.02	0.01	0.02	0.02	0.01	0.01	0.10
Standard Deviation	0.77	0.71	0.81	0.81	0.71	0.81	0.79	0.71	0.81	0.80	0.70	0.81	0.80	0.70	0.83	0.80	0.69	0.81	0.88

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 107

Q26. Please say if you agree or disagree with the statement:
“People who play by the rules always seem to get a raw deal”

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly agree (4)	3755 37%	34 34%	134 35%	638 50%	904 44%	317 48%	205 44%	56 50%	76 55%	324 31%	322 27%	161 16%	159 25%	47 29%	20 21%	282 41%	76 37%	448 39%	3307 36%	610 36%	1450 38%
Somewhat agree (3)	4558 45%	47 47%	172 44%	477 37%	931 45%	271 41%	206 45%	45 40%	44 33%	524 51%	594 50%	461 45%	286 46%	82 50%	47 51%	303 44%	67 33%	495 43%	4063 45%	739 44%	1716 44%
Somewhat disagree (2)	1253 12%	11 11%	46 12%	94 7%	148 7%	47 7%	40 9%	6 5%	9 7%	130 13%	201 17%	266 26%	126 20%	25 15%	17 18%	61 9%	27 13%	117 10%	1136 12%	218 13%	453 12%
Strongly disagree (1)	299 3%	- -	8 2%	17 1%	21 1%	9 1%	3 1%	3 2%	2 1%	34 3%	39 3%	105 10%	29 5%	8 5%	5 6%	14 2%	3 1%	18 2%	281 3%	54 3%	95 2%
Don't know	373 4%	8 8%	28 7%	48 4%	66 3%	12 2%	8 2%	3 2%	5 4%	24 2%	41 3%	38 4%	24 4%	3 2%	4 5%	28 4%	34 16%	67 6%	306 3%	54 3%	149 4%
Mean	3.19	3.26	3.20	3.42	3.36	3.39	3.35	3.41	3.47	3.12	3.04	2.68	2.96	3.04	2.92	3.29	3.25	3.27	3.18	3.17	3.22
Standard Error	0.01	0.07	0.04	0.02	0.01	0.03	0.03	0.07	0.06	0.02	0.02	0.03	0.03	0.06	0.09	0.03	0.06	0.02	0.01	0.02	0.01
Standard Deviation	0.77	0.66	0.74	0.69	0.66	0.68	0.66	0.70	0.70	0.75	0.77	0.87	0.82	0.80	0.81	0.72	0.78	0.72	0.77	0.78	0.75

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 107

Q26. Please say if you agree or disagree with the statement:
“People who play by the rules always seem to get a raw deal”

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Strongly agree	(4) 3755 37%	1007 46%	212 34%	219 35%	219 35%	364 33%	302 33%	315 31%	364 33%	403 34%	350 41%	214 56%
Somewhat agree	(3) 4558 45%	799 37%	278 44%	279 44%	281 45%	502 46%	422 47%	521 51%	544 49%	558 48%	373 44%	131 35%
Somewhat disagree	(2) 1253 12%	224 10%	91 15%	87 14%	84 13%	137 13%	123 14%	129 13%	149 13%	144 12%	85 10%	23 6%
Strongly disagree	(1) 299 3%	74 3%	18 3%	28 4%	24 4%	23 2%	27 3%	17 2%	31 3%	33 3%	24 3%	4 1%
Don't know	373 4%	80 4%	30 5%	23 4%	21 3%	65 6%	33 4%	36 4%	29 3%	35 3%	21 3%	9 2%
Mean	3.19	3.30	3.14	3.13	3.14	3.18	3.14	3.15	3.14	3.17	3.26	3.49
Standard Error	0.01	0.02	0.03	0.03	0.03	0.02	0.03	0.02	0.02	0.02	0.03	0.03
Standard Deviation	0.77	0.80	0.78	0.82	0.80	0.74	0.77	0.71	0.75	0.75	0.75	0.66

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 108

Q26. Please say if you agree or disagree with the statement:
“Animals have rights”

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly agree (4)	3685 36%	1444 28%	2241 45%	242 47%	652 45%	811 42%	810 39%	692 28%	478 26%	1005 28%	1255 36%	545 42%	880 48%	336 39%	195 40%	467 36%	365 38%	326 38%	308 38%	175 35%	231 32%	354 34%	588 35%	340 35%
Somewhat agree (3)	4388 43%	2349 45%	2040 41%	205 39%	562 39%	823 43%	862 42%	1125 46%	811 44%	1655 46%	1527 44%	543 42%	664 36%	357 41%	216 44%	564 43%	401 41%	369 43%	330 41%	225 45%	329 45%	438 42%	736 44%	422 43%
Somewhat disagree (2)	1267 12%	848 16%	419 8%	35 7%	124 9%	167 9%	228 11%	374 15%	338 18%	603 17%	414 12%	121 9%	129 7%	97 11%	50 10%	170 13%	128 13%	92 11%	99 12%	63 12%	96 13%	138 13%	214 13%	122 12%
Strongly disagree (1)	507 5%	374 7%	133 3%	14 3%	37 3%	43 2%	99 5%	156 6%	158 9%	254 7%	155 4%	43 3%	56 3%	38 4%	14 3%	56 4%	42 4%	49 6%	37 5%	22 4%	36 5%	58 6%	99 6%	55 6%
Don't know	390 4%	188 4%	202 4%	23 4%	69 5%	82 4%	67 3%	83 3%	65 4%	113 3%	142 4%	43 3%	92 5%	33 4%	17 3%	52 4%	36 4%	30 3%	32 4%	17 3%	31 4%	56 5%	49 3%	38 4%
Mean	3.14	2.97	3.32	3.36	3.33	3.30	3.19	3.00	2.90	2.97	3.16	3.27	3.37	3.20	3.25	3.15	3.16	3.16	3.17	3.14	3.09	3.10	3.11	3.11
Standard Error	0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.02	0.02	0.03	0.04	0.02	0.03	0.03	0.03	0.04	0.03	0.03	0.02	0.03
Standard Deviation	0.83	0.87	0.75	0.74	0.75	0.73	0.82	0.85	0.90	0.86	0.81	0.77	0.76	0.82	0.76	0.82	0.83	0.84	0.83	0.81	0.82	0.85	0.85	0.84

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 108

Q26. Please say if you agree or disagree with the statement:
“Animals have rights”

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly agree (4)	3685 36%	923 29%	898 37%	724 34%	727 28%	1237 37%	517 33%	692 27%	1262 37%	428 32%	658 27%	1346 37%	293 29%	752 27%	908 36%	323 31%	2093 42%	1407 30%	25 32%
Somewhat agree (3)	4388 43%	1418 44%	1097 45%	963 46%	1154 44%	1512 45%	692 45%	1126 44%	1502 44%	624 47%	1098 44%	1578 44%	478 47%	1223 44%	1123 45%	489 46%	2029 41%	2174 46%	28 36%
Somewhat disagree (2)	1267 12%	500 16%	260 11%	273 13%	427 16%	365 11%	231 15%	434 17%	375 11%	194 15%	423 17%	418 12%	154 15%	477 17%	298 12%	150 14%	483 10%	725 15%	17 22%
Strongly disagree (1)	507 5%	240 7%	70 3%	86 4%	221 8%	117 3%	73 5%	223 9%	124 4%	57 4%	207 8%	138 4%	48 5%	224 8%	95 4%	54 5%	179 4%	302 6%	5 6%
Don't know	390 4%	122 4%	87 4%	57 3%	98 4%	114 3%	37 2%	96 4%	113 3%	32 2%	96 4%	110 3%	34 3%	98 4%	71 3%	37 3%	183 4%	153 3%	4 5%
Mean	3.14	2.98	3.21	3.14	2.94	3.20	3.09	2.92	3.20	3.09	2.92	3.19	3.04	2.94	3.17	3.07	3.26	3.02	2.98
Standard Error	0.01	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.01	0.02	0.02	0.01	0.02	0.02	0.02	0.02	0.01	0.01	0.10
Standard Deviation	0.83	0.88	0.76	0.80	0.90	0.78	0.82	0.90	0.78	0.80	0.89	0.79	0.81	0.89	0.79	0.82	0.79	0.85	0.91

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 108

Q26. Please say if you agree or disagree with the statement:
“Animals have rights”

Base : All respondents

	Total	Newspaper readership																Data source		Sector	
		Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly agree (4)	3685 36%	46	168	605	755	279	170	55	67	235	315	330	213	40	28	302	78	449	3236	578	1420
		46%	43%	47%	36%	42%	37%	49%	49%	23%	26%	32%	34%	24%	30%	44%	38%	39%	36%	34%	37%
Somewhat agree (3)	4388 43%	35	161	475	867	283	201	44	53	453	545	510	295	59	41	290	78	441	3947	774	1649
		35%	41%	37%	42%	43%	43%	39%	39%	44%	45%	50%	47%	35%	45%	42%	38%	39%	43%	46%	43%
Somewhat disagree (2)	1267 12%	9	36	98	259	58	56	9	10	213	212	119	75	41	14	47	11	119	1148	192	452
		9%	9%	8%	13%	9%	12%	8%	7%	21%	18%	12%	12%	25%	15%	7%	5%	10%	13%	11%	12%
Strongly disagree (1)	507 5%	3	5	40	98	16	23	1	3	105	82	40	32	18	7	25	10	56	451	74	183
		3%	1%	3%	5%	3%	5%	1%	2%	10%	7%	4%	5%	11%	7%	4%	5%	5%	5%	4%	5%
Don't know	390 4%	7	18	55	90	20	13	3	5	30	44	31	8	8	3	25	30	80	310	57	160
		7%	5%	4%	4%	3%	3%	3%	3%	3%	4%	3%	1%	5%	3%	4%	15%	7%	3%	3%	4%
Mean	3.14	3.34	3.33	3.35	3.15	3.29	3.15	3.40	3.39	2.81	2.95	3.13	3.12	2.77	3.01	3.31	3.27	3.21	3.13	3.15	3.16
Standard Error	0.01	0.08	0.04	0.02	0.02	0.03	0.04	0.07	0.06	0.03	0.03	0.02	0.03	0.08	0.09	0.03	0.06	0.03	0.01	0.02	0.01
Standard Deviation	0.83	0.78	0.71	0.77	0.83	0.74	0.83	0.68	0.72	0.91	0.86	0.77	0.81	0.96	0.88	0.76	0.81	0.84	0.83	0.80	0.82

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 108

Q26. Please say if you agree or disagree with the statement:
“Animals have rights”

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Strongly agree	(4) 3685 36%	1000 46%	239 38%	237 37%	232 37%	404 37%	287 32%	280 28%	347 31%	356 30%	302 35%	149 39%
Somewhat agree	(3) 4388 43%	828 38%	281 45%	276 43%	291 46%	482 44%	404 45%	483 47%	509 46%	495 42%	339 40%	154 41%
Somewhat disagree	(2) 1267 12%	189 9%	62 10%	69 11%	67 11%	109 10%	131 14%	153 15%	176 16%	202 17%	110 13%	35 9%
Strongly disagree	(1) 507 5%	99 5%	20 3%	25 4%	21 3%	42 4%	46 5%	60 6%	49 4%	76 6%	71 8%	25 7%
Don't know	390 4%	69 3%	28 4%	29 5%	19 3%	54 5%	39 4%	41 4%	35 3%	44 4%	33 4%	18 5%
Mean	3.14	3.29	3.23	3.20	3.20	3.20	3.07	3.01	3.07	3.00	3.06	3.18
Standard Error	0.01	0.02	0.03	0.03	0.03	0.02	0.03	0.03	0.02	0.03	0.03	0.04
Standard Deviation	0.83	0.82	0.76	0.79	0.77	0.78	0.83	0.83	0.81	0.87	0.92	0.87

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 109

Q26. Please say if you agree or disagree with the statement:

“Social networking sites like Facebook are now one of the main ways that I keep in touch with friends”

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly agree (4)	1451 14%	501 10%	951 19%	212 41%	431 30%	385 20%	227 11%	138 6%	59 3%	339 9%	562 16%	227 18%	324 18%	132 15%	68 14%	199 15%	138 14%	115 13%	122 15%	73 15%	94 13%	173 17%	228 14%	108 11%
Somewhat agree (3)	2218 22%	991 19%	1227 24%	164 32%	501 35%	551 29%	465 23%	364 15%	174 9%	634 17%	858 25%	312 24%	414 23%	167 19%	111 23%	287 22%	214 22%	223 26%	171 21%	123 25%	142 20%	252 24%	337 20%	191 20%
Somewhat disagree (2)	1686 16%	890 17%	796 16%	62 12%	207 14%	325 17%	381 18%	395 16%	316 17%	603 17%	585 17%	208 16%	290 16%	139 16%	77 16%	198 15%	145 15%	137 16%	151 19%	93 18%	112 15%	187 18%	284 17%	164 17%
Strongly disagree (1)	4671 46%	2710 52%	1961 39%	68 13%	256 18%	620 32%	959 46%	1499 62%	1269 69%	1998 55%	1431 41%	513 40%	729 40%	407 47%	223 45%	602 46%	451 46%	377 43%	345 43%	203 41%	362 50%	395 38%	812 48%	493 50%
Don't know	212 2%	112 2%	100 2%	14 3%	49 3%	46 2%	34 2%	36 1%	32 2%	57 2%	57 2%	35 3%	63 3%	16 2%	12 3%	24 2%	25 3%	14 2%	17 2%	9 2%	14 2%	35 3%	25 1%	21 2%
Mean	2.04	1.86	2.24	3.03	2.79	2.37	1.98	1.64	1.46	1.81	2.16	2.20	2.19	2.03	2.05	2.06	2.04	2.09	2.09	2.14	1.95	2.20	1.99	1.91
Standard Error	0.01	0.01	0.02	0.05	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.03	0.03	0.04	0.05	0.03	0.04	0.04	0.04	0.05	0.04	0.04	0.03	0.03
Standard Deviation	1.12	1.05	1.17	1.04	1.07	1.14	1.07	0.94	0.80	1.04	1.14	1.16	1.16	1.14	1.13	1.14	1.13	1.11	1.12	1.11	1.11	1.14	1.11	1.08

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 109

Q26. Please say if you agree or disagree with the statement:

“Social networking sites like Facebook are now one of the main ways that I keep in touch with friends”

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly agree (4)	1451 14%	305	343	294	209	516	184	196	465	152	179	442	106	180	291	97	854	524	16
		10%	14%	14%	8%	15%	12%	8%	14%	11%	7%	12%	11%	6%	12%	9%	17%	11%	21%
Somewhat agree (3)	2218 22%	576	597	452	420	806	321	401	782	278	389	785	181	432	507	177	1220	921	19
		18%	25%	21%	16%	24%	21%	16%	23%	21%	16%	22%	18%	16%	20%	17%	25%	19%	24%
Somewhat disagree (2)	1686 16%	490	445	363	426	600	266	410	603	232	395	652	172	446	442	199	812	791	9
		15%	18%	17%	16%	18%	17%	16%	18%	17%	16%	18%	17%	16%	18%	19%	16%	17%	12%
Strongly disagree (1)	4671 46%	1781	987	953	1533	1364	757	1525	1466	656	1477	1647	538	1669	1212	567	1971	2460	30
		56%	41%	45%	58%	41%	49%	59%	43%	49%	60%	46%	53%	60%	49%	54%	40%	52%	37%
Don't know	212 2%	51	41	41	38	58	20	40	60	17	42	64	11	47	44	12	108	65	5
		2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	6%
Mean	2.04	1.81	2.13	2.04	1.73	2.14	1.96	1.71	2.07	1.94	1.70	2.01	1.85	1.68	1.95	1.81	2.20	1.90	2.30
Standard Error	0.01	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.14	
Standard Deviation	1.12	1.05	1.11	1.12	1.00	1.13	1.09	0.99	1.11	1.08	0.98	1.09	1.06	0.96	1.08	1.03	1.15	1.07	1.21

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 109

Q26. Please say if you agree or disagree with the statement:

“Social networking sites like Facebook are now one of the main ways that I keep in touch with friends”

Base : All respondents

	Total	Newspaper readership																Data source		Sector	
		Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly agree (4)	1451 14%	19 20%	96 25%	326 26%	226 11%	134 20%	44 10%	24 22%	41 30%	81 8%	126 11%	96 9%	64 10%	19 11%	12 12%	119 17%	24 12%	167 15%	1285 14%	222 13%	675 17%
Somewhat agree (3)	2218 22%	26 26%	107 28%	350 27%	429 21%	169 26%	108 23%	30 27%	35 25%	128 12%	206 17%	243 24%	137 22%	24 14%	17 18%	165 24%	45 22%	264 23%	1955 21%	456 27%	959 25%
Somewhat disagree (2)	1686 16%	17 17%	67 17%	184 14%	324 16%	130 20%	81 18%	19 17%	19 14%	163 16%	211 18%	194 19%	105 17%	23 14%	8 8%	113 16%	28 14%	196 17%	1490 16%	264 16%	688 18%
Strongly disagree (1)	4671 46%	34 34%	107 28%	381 30%	1056 51%	214 33%	221 48%	38 34%	37 27%	645 62%	633 53%	482 47%	312 50%	99 60%	56 60%	276 40%	82 40%	472 41%	4199 46%	703 42%	1460 38%
Don't know	212 2%	3 3%	11 3%	33 3%	34 2%	10 2%	7 2%	1 1%	5 4%	18 2%	21 2%	16 2%	6 1%	2 1%	1 1%	15 2%	27 13%	47 4%	164 2%	31 2%	81 2%
Mean	2.04	2.33	2.51	2.50	1.91	2.34	1.95	2.37	2.60	1.65	1.85	1.96	1.92	1.77	1.83	2.19	2.07	2.11	2.04	2.12	2.22
Standard Error	0.01	0.12	0.06	0.03	0.02	0.05	0.05	0.11	0.11	0.03	0.03	0.03	0.04	0.08	0.12	0.04	0.08	0.03	0.01	0.03	0.02
Standard Deviation	1.12	1.15	1.15	1.18	1.08	1.14	1.05	1.17	1.20	0.98	1.06	1.05	1.07	1.08	1.13	1.15	1.12	1.12	1.12	1.11	1.14

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 109

Q26. Please say if you agree or disagree with the statement:

“Social networking sites like Facebook are now one of the main ways that I keep in touch with friends”

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base		10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base		10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Strongly agree	(4)	1451 14%	370 17%	100 16%	113 18%	95 15%	168 15%	142 16%	117 12%	132 12%	106 9%	109 13%	60 16%
Somewhat agree	(3)	2218 22%	490 22%	146 23%	128 20%	169 27%	261 24%	206 23%	234 23%	204 18%	231 20%	149 17%	78 20%
Somewhat disagree	(2)	1686 16%	353 16%	103 16%	120 19%	116 18%	197 18%	153 17%	151 15%	190 17%	175 15%	129 15%	55 14%
Strongly disagree	(1)	4671 46%	925 42%	264 42%	264 42%	231 37%	433 40%	382 42%	500 49%	581 52%	644 55%	447 52%	179 47%
Don't know		212 2%	46 2%	16 3%	11 2%	17 3%	32 3%	25 3%	16 2%	11 1%	17 1%	19 2%	9 2%
Mean		2.04	2.14	2.13	2.14	2.21	2.15	2.12	1.97	1.90	1.83	1.90	2.05
Standard Error		0.01	0.03	0.05	0.05	0.05	0.03	0.04	0.03	0.03	0.03	0.04	0.06
Standard Deviation		1.12	1.16	1.14	1.15	1.11	1.13	1.14	1.10	1.08	1.05	1.11	1.16

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 110

Q26. Please say if you agree or disagree with the statement:
“Society is broken”

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly agree (4)	2164 21%	1042 20%	1122 22%	114 22%	341 24%	486 25%	476 23%	452 19%	296 16%	553 15%	695 20%	371 29%	545 30%	171 20%	115 23%	287 22%	215 22%	195 22%	181 22%	115 23%	133 18%	201 19%	346 21%	205 21%
Somewhat agree (3)	4803 47%	2367 45%	2435 48%	226 43%	662 46%	915 48%	969 47%	1107 46%	924 50%	1695 47%	1642 47%	611 47%	854 47%	404 47%	229 47%	602 46%	470 48%	407 47%	384 48%	235 47%	354 49%	466 45%	810 48%	441 45%
Somewhat disagree (2)	2094 20%	1177 23%	917 18%	120 23%	273 19%	327 17%	417 20%	564 23%	393 21%	888 24%	759 22%	207 16%	240 13%	195 23%	96 19%	250 19%	190 20%	155 18%	166 21%	98 20%	154 21%	221 21%	359 21%	212 22%
Strongly disagree (1)	751 7%	464 9%	288 6%	22 4%	81 6%	101 5%	137 7%	235 10%	176 9%	395 11%	241 7%	56 4%	59 3%	61 7%	28 6%	102 8%	65 7%	71 8%	51 6%	29 6%	56 8%	97 9%	116 7%	76 8%
Don't know	426 4%	153 3%	273 5%	40 8%	88 6%	97 5%	68 3%	72 3%	61 3%	99 3%	154 4%	50 4%	123 7%	29 3%	23 5%	70 5%	33 3%	38 4%	24 3%	25 5%	25 3%	59 6%	56 3%	44 5%
Mean	2.85	2.79	2.92	2.90	2.93	2.98	2.89	2.75	2.75	2.68	2.84	3.04	3.11	2.82	2.92	2.87	2.89	2.88	2.89	2.92	2.81	2.78	2.85	2.83
Standard Error	0.01	0.01	0.01	0.04	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.02	0.02	0.03	0.04	0.02	0.03	0.03	0.03	0.04	0.03	0.03	0.02	0.03
Standard Deviation	0.85	0.87	0.81	0.81	0.83	0.82	0.84	0.88	0.85	0.87	0.84	0.80	0.77	0.84	0.83	0.86	0.83	0.87	0.83	0.83	0.84	0.88	0.83	0.86

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 110

Q26. Please say if you agree or disagree with the statement:
“Society is broken”

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly agree (4)	2164 21%	672 21%	423 18%	320 15%	536 20%	670 20%	224 14%	515 20%	678 20%	196 15%	487 20%	715 20%	149 15%	545 20%	477 19%	158 15%	1311 26%	737 15%	23 29%
Somewhat agree (3)	4803 47%	1684 53%	1011 42%	986 47%	1397 53%	1463 44%	711 46%	1382 54%	1477 44%	610 46%	1344 54%	1591 44%	460 46%	1490 54%	1070 43%	457 43%	2383 48%	2215 47%	35 44%
Somewhat disagree (2)	2094 20%	610 19%	570 24%	506 24%	510 19%	712 21%	398 26%	492 19%	729 22%	344 26%	478 19%	775 22%	252 25%	534 19%	562 23%	282 27%	833 17%	1165 24%	14 18%
Strongly disagree (1)	751 7%	148 5%	311 13%	201 10%	122 5%	373 11%	152 10%	121 5%	370 11%	140 10%	111 4%	385 11%	113 11%	132 5%	303 12%	123 12%	215 4%	495 10%	4 5%
Don't know	426 4%	89 3%	97 4%	90 4%	60 2%	126 4%	64 4%	62 2%	122 4%	45 3%	62 2%	123 3%	33 3%	73 3%	84 3%	33 3%	224 5%	148 3%	3 4%
Mean	2.85	2.93	2.67	2.71	2.91	2.76	2.68	2.91	2.76	2.67	2.91	2.76	2.66	2.91	2.71	2.64	3.01	2.69	3.01
Standard Error	0.01	0.01	0.02	0.02	0.01	0.02	0.02	0.01	0.02	0.02	0.02	0.02	0.03	0.01	0.02	0.03	0.01	0.01	0.10
Standard Deviation	0.85	0.77	0.93	0.85	0.77	0.91	0.85	0.77	0.91	0.86	0.76	0.90	0.87	0.77	0.92	0.89	0.80	0.86	0.84

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 110

Q26. Please say if you agree or disagree with the statement:
“Society is broken”

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly agree (4)	2164 21%	24 24%	96 25%	395 31%	511 25%	175 27%	121 26%	29 26%	43 31%	172 17%	148 12%	92 9%	97 16%	33 20%	9 9%	162 24%	59 29%	253 22%	1911 21%	290 17%	862 22%
Somewhat agree (3)	4803 47%	43 44%	167 43%	608 48%	1093 53%	298 45%	239 52%	51 45%	74 55%	530 51%	588 49%	330 32%	255 41%	55 33%	47 50%	347 50%	78 38%	523 46%	4280 47%	775 46%	1790 46%
Somewhat disagree (2)	2094 20%	19 20%	81 21%	176 14%	309 15%	111 17%	74 16%	21 19%	11 8%	230 22%	324 27%	343 33%	176 28%	51 31%	24 26%	115 17%	28 13%	236 21%	1858 20%	385 23%	803 21%
Strongly disagree (1)	751 7%	7 7%	20 5%	27 2%	80 4%	35 5%	14 3%	7 6%	2 1%	75 7%	102 9%	239 23%	81 13%	19 11%	12 13%	24 3%	9 4%	61 5%	690 8%	159 10%	244 6%
Don't know	426 4%	6 6%	25 6%	68 5%	76 4%	36 6%	14 3%	5 4%	6 5%	29 3%	36 3%	27 3%	15 2%	8 5%	2 2%	40 6%	33 16%	73 6%	353 4%	67 4%	165 4%
Mean	2.85	2.90	2.93	3.14	3.02	2.99	3.04	2.95	3.21	2.79	2.67	2.27	2.61	2.65	2.57	3.00	3.08	2.90	2.85	2.74	2.88
Standard Error	0.01	0.09	0.04	0.02	0.02	0.03	0.04	0.08	0.06	0.03	0.02	0.03	0.04	0.07	0.09	0.03	0.06	0.03	0.01	0.02	0.01
Standard Deviation	0.85	0.87	0.84	0.74	0.76	0.83	0.75	0.85	0.66	0.81	0.81	0.93	0.91	0.95	0.84	0.76	0.84	0.82	0.85	0.87	0.84

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 110

Q26. Please say if you agree or disagree with the statement:
“Society is broken”

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Strongly agree	(4) 2164 21%	641 29%	133 21%	124 19%	128 20%	227 21%	142 16%	170 17%	206 18%	188 16%	206 24%	107 28%
Somewhat agree	(3) 4803 47%	864 40%	272 43%	292 46%	282 45%	503 46%	430 47%	518 51%	552 49%	656 56%	433 51%	182 48%
Somewhat disagree	(2) 2094 20%	375 17%	141 22%	129 20%	148 24%	210 19%	238 26%	235 23%	247 22%	233 20%	139 16%	68 18%
Strongly disagree	(1) 751 7%	228 10%	54 9%	55 9%	49 8%	67 6%	51 6%	61 6%	72 6%	69 6%	45 5%	12 3%
Don't know	426 4%	76 3%	30 5%	36 6%	22 4%	84 8%	47 5%	33 3%	40 4%	27 2%	30 4%	12 3%
Mean	2.85	2.91	2.80	2.81	2.80	2.88	2.77	2.81	2.83	2.84	2.97	3.04
Standard Error	0.01	0.02	0.04	0.04	0.04	0.03	0.03	0.02	0.02	0.02	0.03	0.04
Standard Deviation	0.85	0.95	0.88	0.87	0.86	0.83	0.79	0.79	0.81	0.76	0.80	0.77

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 111

Q26. Please say if you agree or disagree with the statement:
“Nobody in Britain should earn more than £100,000 a year”

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly agree (4)	1449 14%	617 12%	833 17%	65 12%	162 11%	287 15%	331 16%	345 14%	259 14%	327 9%	458 13%	269 21%	395 22%	131 15%	99 20%	215 16%	154 16%	133 15%	104 13%	89 18%	95 13%	95 9%	213 13%	121 12%
Somewhat agree (3)	2191 21%	1017 20%	1173 23%	86 16%	279 19%	379 20%	450 22%	558 23%	439 24%	656 18%	798 23%	284 22%	453 25%	196 23%	110 22%	278 21%	233 24%	191 22%	165 20%	110 22%	176 24%	190 18%	338 20%	206 21%
Somewhat disagree (2)	3070 30%	1594 31%	1476 29%	157 30%	442 31%	548 28%	603 29%	737 30%	583 32%	1135 31%	1101 32%	373 29%	461 25%	263 31%	151 31%	393 30%	285 29%	259 30%	260 32%	144 29%	199 27%	306 29%	510 30%	300 31%
Strongly disagree (1)	2912 28%	1795 35%	1116 22%	164 32%	457 32%	555 29%	551 27%	696 29%	489 26%	1382 38%	921 26%	283 22%	326 18%	230 27%	110 22%	348 27%	243 25%	221 25%	222 28%	122 24%	210 29%	379 36%	540 32%	286 29%
Don't know	617 6%	179 3%	437 9%	49 9%	105 7%	157 8%	132 6%	95 4%	79 4%	131 4%	214 6%	87 7%	185 10%	41 5%	21 4%	76 6%	57 6%	64 7%	54 7%	36 7%	43 6%	73 7%	86 5%	65 7%
Mean	2.23	2.09	2.37	2.11	2.11	2.23	2.29	2.24	2.26	1.98	2.24	2.45	2.56	2.28	2.42	2.29	2.33	2.29	2.20	2.36	2.23	2.00	2.14	2.18
Standard Error	0.01	0.01	0.02	0.05	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.03	0.03	0.04	0.05	0.03	0.03	0.04	0.04	0.05	0.04	0.03	0.03	0.03
Standard Deviation	1.04	1.02	1.04	1.03	1.01	1.06	1.06	1.04	1.02	0.98	1.01	1.08	1.06	1.04	1.07	1.06	1.04	1.04	1.02	1.07	1.04	0.99	1.03	1.02

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 111

Q26. Please say if you agree or disagree with the statement:
“Nobody in Britain should earn more than £100,000 a year”

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly agree	(4) 1449 14%	270	411	292	203	567	221	205	587	190	206	618	149	238	491	174	950	437	12
		8%	17%	14%	8%	17%	14%	8%	17%	14%	8%	17%	15%	9%	20%	17%	19%	9%	15%
Somewhat agree	(3) 2191 21%	533	597	514	444	813	375	447	811	317	444	874	243	496	662	240	1170	917	15
		17%	25%	24%	17%	24%	24%	17%	24%	24%	18%	24%	24%	18%	27%	23%	24%	19%	19%
Somewhat disagree	(2) 3070 30%	1001	733	631	802	1007	488	783	1015	423	747	1104	318	845	729	337	1439	1495	19
		31%	30%	30%	31%	30%	32%	30%	30%	32%	30%	31%	32%	30%	29%	32%	29%	31%	24%
Strongly disagree	(1) 2912 28%	1275	516	550	1076	765	402	1039	765	340	991	792	252	1091	463	259	1050	1722	31
		40%	21%	26%	41%	23%	26%	40%	23%	25%	40%	22%	25%	39%	19%	25%	21%	36%	39%
Don't know	617 6%	123	155	116	101	191	63	98	198	64	94	202	46	104	151	42	358	189	3
		4%	6%	5%	4%	6%	4%	4%	6%	5%	4%	6%	5%	4%	6%	4%	7%	4%	4%
Mean	2.23	1.93	2.40	2.28	1.91	2.37	2.28	1.93	2.38	2.28	1.94	2.39	2.30	1.96	2.50	2.33	2.44	2.02	2.09
Standard Error	0.01	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.01	0.13
Standard Deviation	1.04	0.97	1.03	1.02	0.96	1.04	1.02	0.96	1.04	1.02	0.97	1.03	1.02	0.97	1.03	1.04	1.06	0.98	1.10

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 111

Q26. Please say if you agree or disagree with the statement:
“Nobody in Britain should earn more than £100,000 a year”

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly agree (4)	1449 14%	11 11%	63 16%	245 19%	304 15%	146 22%	73 16%	27 24%	36 26%	77 7%	75 6%	129 13%	73 12%	7 4%	9 10%	125 18%	48 23%	206 18%	1243 14%	203 12%	492 13%
Somewhat agree (3)	2191 21%	14 14%	81 21%	297 23%	444 21%	185 28%	102 22%	30 27%	29 21%	158 15%	169 14%	296 29%	134 22%	22 13%	19 21%	178 26%	32 15%	236 21%	1954 21%	361 22%	715 19%
Somewhat disagree (2)	3070 30%	22 22%	118 30%	347 27%	640 31%	180 27%	156 34%	31 28%	23 17%	324 31%	373 31%	344 33%	211 34%	31 19%	30 33%	191 28%	48 23%	326 28%	2744 30%	568 34%	1139 29%
Strongly disagree (1)	2912 28%	45 45%	99 25%	270 21%	544 26%	92 14%	103 22%	16 14%	36 27%	440 42%	539 45%	230 22%	179 29%	102 62%	29 31%	144 21%	43 21%	280 24%	2631 29%	442 26%	1298 34%
Don't know	617 6%	8 8%	27 7%	114 9%	137 7%	53 8%	28 6%	8 7%	12 9%	36 3%	41 3%	31 3%	26 4%	4 2%	5 5%	50 7%	36 18%	97 8%	520 6%	102 6%	219 6%
Mean	2.23	1.90	2.30	2.45	2.26	2.64	2.34	2.65	2.52	1.87	1.81	2.32	2.17	1.58	2.10	2.45	2.49	2.35	2.21	2.21	2.11
Standard Error	0.01	0.11	0.06	0.03	0.02	0.04	0.05	0.10	0.11	0.03	0.03	0.03	0.04	0.07	0.11	0.04	0.09	0.03	0.01	0.03	0.02
Standard Deviation	1.04	1.06	1.05	1.07	1.04	1.01	1.02	1.03	1.20	0.94	0.92	0.97	0.99	0.87	0.98	1.04	1.15	1.08	1.03	0.99	1.04

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 111

Q26. Please say if you agree or disagree with the statement:
“Nobody in Britain should earn more than £100,000 a year”

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Strongly agree	(4) 1449 14%	544 25%	103 16%	77 12%	96 15%	156 14%	99 11%	89 9%	91 8%	97 8%	98 11%	56 15%
Somewhat agree	(3) 2191 21%	531 24%	156 25%	164 26%	152 24%	223 20%	204 22%	193 19%	213 19%	194 17%	159 19%	76 20%
Somewhat disagree	(2) 3070 30%	581 27%	160 25%	217 34%	211 34%	340 31%	291 32%	312 31%	343 31%	371 32%	242 28%	112 29%
Strongly disagree	(1) 2912 28%	378 17%	158 25%	129 20%	131 21%	280 26%	262 29%	363 36%	428 38%	467 40%	315 37%	110 29%
Don't know	617 6%	150 7%	52 8%	47 7%	39 6%	92 8%	52 6%	60 6%	42 4%	44 4%	39 5%	27 7%
Mean	2.23	2.61	2.35	2.32	2.36	2.25	2.16	2.01	1.97	1.93	2.05	2.22
Standard Error	0.01	0.02	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.05
Standard Deviation	1.04	1.07	1.07	0.96	1.00	1.03	0.99	0.98	0.97	0.96	1.03	1.05

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 112

Q26. Please say if you agree or disagree with the statement:
"I hardly recognise the country I'm living in anymore"

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly agree (4)	2275 22%	1067 21%	1208 24%	95 18%	254 18%	428 22%	519 25%	553 23%	425 23%	552 15%	700 20%	407 31%	616 34%	173 20%	120 24%	310 24%	233 24%	205 24%	198 25%	112 22%	147 20%	200 19%	387 23%	191 20%
Somewhat agree (3)	3746 37%	1877 36%	1869 37%	169 32%	477 33%	680 35%	750 36%	911 37%	759 41%	1264 35%	1266 36%	520 40%	696 38%	303 35%	189 38%	482 37%	369 38%	325 38%	308 38%	209 42%	265 37%	347 33%	594 35%	355 36%
Somewhat disagree (2)	2436 24%	1276 25%	1160 23%	139 27%	390 27%	490 25%	471 23%	549 23%	398 22%	1007 28%	907 26%	239 18%	283 16%	214 25%	104 21%	283 22%	238 24%	201 23%	179 22%	114 23%	175 24%	260 25%	421 25%	247 25%
Strongly disagree (1)	1382 13%	848 16%	534 11%	66 13%	205 14%	220 11%	267 13%	366 15%	256 14%	711 20%	480 14%	78 6%	114 6%	138 16%	62 13%	176 13%	106 11%	103 12%	91 11%	46 9%	111 15%	168 16%	228 14%	153 16%
Don't know	399 4%	135 3%	264 5%	51 10%	117 8%	108 6%	59 3%	53 2%	11 1%	96 3%	139 4%	52 4%	112 6%	33 4%	18 4%	59 4%	27 3%	32 4%	29 4%	21 4%	25 3%	69 7%	56 3%	31 3%
Mean	2.70	2.62	2.79	2.62	2.59	2.72	2.76	2.69	2.74	2.47	2.65	3.01	3.06	2.62	2.77	2.74	2.77	2.76	2.79	2.80	2.64	2.59	2.70	2.62
Standard Error	0.01	0.01	0.01	0.04	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.05	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.02	0.03
Standard Deviation	0.98	1.00	0.95	0.96	0.97	0.96	0.98	0.99	0.97	0.98	0.96	0.88	0.89	0.99	0.97	0.98	0.94	0.96	0.96	0.90	0.99	1.00	0.98	0.98

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 112

Q26. Please say if you agree or disagree with the statement:
"I hardly recognise the country I'm living in anymore"

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly agree (4)	2275 22%	727 23%	442 18%	344 16%	623 24%	737 22%	229 15%	621 24%	751 22%	196 15%	572 23%	838 23%	149 15%	671 24%	567 23%	171 16%	1456 29%	712 15%	20 25%
Somewhat agree (3)	3746 37%	1341 42%	835 35%	676 32%	1103 42%	1176 35%	502 32%	1058 41%	1190 35%	463 35%	1050 42%	1260 35%	352 35%	1154 42%	873 35%	352 33%	1962 39%	1626 34%	28 35%
Somewhat disagree (2)	2436 24%	717 22%	634 26%	583 28%	589 22%	799 24%	456 29%	580 23%	806 24%	365 27%	559 23%	828 23%	285 28%	622 22%	576 23%	295 28%	994 20%	1322 28%	17 21%
Strongly disagree (1)	1382 13%	341 11%	415 17%	432 21%	262 10%	543 16%	321 21%	256 10%	544 16%	278 21%	249 10%	581 16%	201 20%	278 10%	431 17%	217 21%	375 8%	939 20%	11 14%
Don't know	399 4%	76 2%	86 4%	69 3%	49 2%	89 3%	42 3%	56 2%	84 2%	33 2%	53 2%	83 2%	21 2%	49 2%	49 2%	18 2%	179 4%	162 3%	4 5%
Mean	2.70	2.78	2.56	2.46	2.81	2.65	2.42	2.81	2.65	2.44	2.80	2.67	2.46	2.81	2.64	2.46	2.94	2.46	2.76
Standard Error	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.01	0.01	0.12
Standard Deviation	0.98	0.92	0.99	1.01	0.92	1.01	0.99	0.92	1.01	0.99	0.91	1.01	0.98	0.92	1.02	1.00	0.91	0.98	1.01

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 112

Q26. Please say if you agree or disagree with the statement:
"I hardly recognise the country I'm living in anymore"

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly agree (4)	2275 22%	20 20%	77 20%	415 33%	613 30%	187 28%	153 33%	31 27%	47 34%	167 16%	143 12%	85 8%	82 13%	25 15%	6 7%	177 26%	46 22%	281 25%	1994 22%	295 18%	773 20%
Somewhat agree (3)	3746 37%	33 33%	125 32%	506 40%	905 44%	283 43%	183 40%	48 43%	62 46%	419 41%	380 32%	222 22%	184 29%	50 30%	31 33%	250 36%	64 31%	393 34%	3353 37%	571 34%	1424 37%
Somewhat disagree (2)	2436 24%	28 29%	110 28%	228 18%	366 18%	122 19%	95 21%	22 19%	19 14%	267 26%	385 32%	321 31%	191 31%	39 23%	27 30%	172 25%	44 21%	278 24%	2157 24%	481 29%	950 25%
Strongly disagree (1)	1382 13%	10 10%	39 10%	61 5%	115 6%	44 7%	21 5%	9 8%	5 4%	158 15%	254 21%	369 36%	147 24%	46 28%	27 29%	61 9%	18 8%	128 11%	1254 14%	266 16%	531 14%
Don't know	399 4%	8 8%	37 10%	63 5%	69 3%	21 3%	11 2%	3 2%	3 2%	24 2%	35 3%	33 3%	19 3%	6 4%	2 2%	29 4%	35 17%	66 6%	333 4%	63 4%	185 5%
Mean	2.70	2.69	2.68	3.05	3.01	2.96	3.04	2.92	3.13	2.59	2.35	2.02	2.33	2.34	2.18	2.82	2.81	2.77	2.69	2.56	2.66
Standard Error	0.01	0.10	0.05	0.02	0.02	0.04	0.04	0.09	0.07	0.03	0.03	0.03	0.04	0.08	0.10	0.04	0.07	0.03	0.01	0.02	0.02
Standard Deviation	0.98	0.94	0.94	0.85	0.85	0.87	0.86	0.90	0.80	0.94	0.96	0.97	0.99	1.06	0.94	0.93	0.95	0.97	0.98	0.97	0.97

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 112

Q26. Please say if you agree or disagree with the statement:
“I hardly recognise the country I'm living in anymore”

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base		2052	602	622	616	1095	926	1049	1164	1220	892	397	
Weighted Base		2184	629	636	629	1091	908	1018	1117	1173	853	381	
Strongly agree	(4)	2275 22%	734 34%	141 22%	120 19%	111 18%	216 20%	162 18%	154 15%	201 18%	201 17%	236 28%	148 39%
Somewhat agree	(3)	3746 37%	676 31%	212 34%	238 37%	231 37%	391 36%	328 36%	430 42%	442 40%	470 40%	328 38%	127 33%
Somewhat disagree	(2)	2436 24%	405 19%	156 25%	150 24%	167 27%	263 24%	251 28%	270 26%	287 26%	319 27%	166 19%	71 19%
Strongly disagree	(1)	1382 13%	292 13%	94 15%	100 16%	96 15%	138 13%	122 13%	127 12%	152 14%	160 14%	101 12%	25 7%
Don't know		399 4%	77 4%	27 4%	28 4%	24 4%	82 8%	44 5%	37 4%	35 3%	23 2%	22 3%	11 3%
Mean		2.70	2.88	2.66	2.62	2.59	2.68	2.61	2.62	2.64	2.62	2.84	3.07
Standard Error		0.01	0.02	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.05
Standard Deviation		0.98	1.04	1.00	0.98	0.96	0.96	0.95	0.90	0.94	0.93	0.97	0.93

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 113

Q26. Please say if you agree or disagree with the statement:

“The most important cause of the rise in anti-social behaviour and street crime by young people is parents not bringing their children up properly”

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly agree (4)	4669 46%	2643 51%	2027 40%	189 36%	558 39%	805 42%	919 44%	1175 48%	1023 55%	1681 46%	1556 45%	618 48%	815 45%	392 46%	222 45%	585 45%	453 47%	405 47%	382 47%	237 47%	339 47%	425 41%	799 47%	430 44%
Somewhat agree (3)	4232 41%	2049 39%	2183 43%	210 40%	616 43%	819 43%	863 42%	1021 42%	703 38%	1564 43%	1471 42%	498 38%	699 38%	340 40%	204 41%	548 42%	408 42%	354 41%	310 39%	202 40%	297 41%	441 42%	699 41%	428 44%
Somewhat disagree (2)	837 8%	318 6%	518 10%	58 11%	159 11%	188 10%	183 9%	160 7%	89 5%	244 7%	311 9%	122 9%	160 9%	89 10%	40 8%	113 9%	63 6%	64 7%	72 9%	36 7%	55 8%	110 11%	120 7%	76 8%
Strongly disagree (1)	273 3%	117 2%	155 3%	28 5%	48 3%	58 3%	63 3%	51 2%	26 1%	92 3%	72 2%	30 2%	79 4%	26 3%	17 3%	26 2%	23 2%	26 3%	23 3%	13 2%	17 2%	31 3%	45 3%	25 3%
Don't know	228 2%	76 1%	151 3%	35 7%	65 4%	56 3%	38 2%	24 1%	9 1%	50 1%	82 2%	28 2%	68 4%	13 2%	10 2%	37 3%	26 3%	18 2%	18 2%	14 3%	14 2%	36 3%	23 1%	18 2%
Mean	3.33	3.41	3.25	3.15	3.22	3.27	3.30	3.38	3.48	3.35	3.32	3.34	3.28	3.30	3.31	3.33	3.36	3.34	3.34	3.36	3.35	3.25	3.35	3.32
Standard Error	0.01	0.01	0.01	0.04	0.02	0.02	0.02	0.01	0.02	0.01	0.01	0.02	0.02	0.03	0.04	0.02	0.02	0.03	0.03	0.03	0.03	0.02	0.02	0.02
Standard Deviation	0.74	0.71	0.77	0.85	0.78	0.76	0.76	0.70	0.66	0.72	0.73	0.75	0.81	0.78	0.77	0.72	0.71	0.75	0.76	0.73	0.73	0.77	0.73	0.73

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 113

Q26. Please say if you agree or disagree with the statement:

“The most important cause of the rise in anti-social behaviour and street crime by young people is parents not bringing their children up properly”

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly agree (4)	4669 46%	1760 55%	926 38%	867 41%	1484 57%	1387 41%	628 41%	1456 57%	1432 42%	533 40%	1397 56%	1532 43%	408 40%	1562 56%	1009 40%	448 43%	2341 47%	2136 45%	40 51%
Somewhat agree (3)	4232 41%	1236 39%	1063 44%	969 46%	1003 38%	1420 42%	741 48%	970 38%	1434 42%	642 48%	948 38%	1545 43%	478 47%	1057 38%	1091 44%	476 45%	1934 39%	2087 44%	24 31%
Somewhat disagree (2)	837 8%	121 4%	275 11%	181 9%	84 3%	363 11%	124 8%	83 3%	334 10%	115 9%	82 3%	342 10%	87 9%	92 3%	262 11%	90 9%	438 9%	346 7%	10 13%
Strongly disagree (1)	273 3%	49 2%	79 3%	50 2%	34 1%	115 3%	32 2%	34 1%	116 3%	23 2%	30 1%	109 3%	22 2%	33 1%	90 4%	24 2%	143 3%	111 2%	2 3%
Don't know	228 2%	37 1%	68 3%	37 2%	21 1%	60 2%	25 2%	28 1%	58 2%	22 2%	25 1%	62 2%	13 1%	30 1%	44 2%	14 1%	110 2%	80 2%	2 3%
Mean	3.33	3.49	3.21	3.28	3.51	3.24	3.29	3.51	3.26	3.28	3.51	3.28	3.28	3.51	3.23	3.30	3.33	3.34	3.33
Standard Error	0.01	0.01	0.02	0.01	0.01	0.01	0.02	0.01	0.01	0.02	0.01	0.01	0.02	0.01	0.02	0.02	0.01	0.01	0.09
Standard Deviation	0.74	0.65	0.78	0.72	0.63	0.78	0.70	0.63	0.78	0.69	0.62	0.76	0.71	0.62	0.78	0.72	0.76	0.72	0.82

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 113

Q26. Please say if you agree or disagree with the statement:

“The most important cause of the rise in anti-social behaviour and street crime by young people is parents not bringing their children up properly”

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly agree (4)	4669 46%	47 47%	166 43%	548 43%	1103 53%	297 45%	233 50%	55 49%	45 33%	563 54%	571 48%	279 27%	247 40%	85 52%	35 38%	308 45%	87 42%	496 43%	4173 46%	684 41%	1735 45%
Somewhat agree (3)	4232 41%	37 37%	152 39%	503 40%	783 38%	261 40%	185 40%	38 34%	57 42%	420 41%	522 44%	542 53%	288 46%	63 38%	45 48%	272 40%	63 31%	453 40%	3779 42%	735 44%	1638 42%
Somewhat disagree (2)	837 8%	10 10%	39 10%	142 11%	108 5%	66 10%	28 6%	11 9%	25 18%	29 3%	65 5%	151 15%	58 9%	14 8%	10 11%	62 9%	19 9%	107 9%	730 8%	169 10%	300 8%
Strongly disagree (1)	273 3%	4 4%	13 3%	45 4%	40 2%	21 3%	11 2%	7 6%	7 5%	12 1%	23 2%	34 3%	20 3%	2 1%	2 2%	26 4%	7 3%	46 4%	226 2%	47 3%	99 3%
Don't know	228 2%	2 2%	19 5%	36 3%	35 2%	11 2%	5 1%	2 2%	3 2%	11 1%	17 1%	24 2%	10 2%	1 1%	1 1%	21 3%	30 15%	43 4%	184 2%	40 2%	91 2%
Mean	3.33	3.30	3.27	3.26	3.45	3.29	3.40	3.28	3.05	3.50	3.39	3.06	3.24	3.41	3.22	3.29	3.31	3.27	3.34	3.26	3.33
Standard Error	0.01	0.08	0.04	0.02	0.02	0.03	0.03	0.09	0.07	0.02	0.02	0.02	0.03	0.05	0.08	0.03	0.06	0.02	0.01	0.02	0.01
Standard Deviation	0.74	0.81	0.79	0.80	0.69	0.78	0.72	0.88	0.86	0.61	0.68	0.75	0.76	0.70	0.74	0.79	0.82	0.80	0.73	0.76	0.73

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 113

Q26. Please say if you agree or disagree with the statement:

“The most important cause of the rise in anti-social behaviour and street crime by young people is parents not bringing their children up properly”

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Strongly agree	(4) 4669 46%	955 44%	236 37%	263 41%	239 38%	413 38%	363 40%	454 45%	554 50%	658 56%	534 63%	197 52%
Somewhat agree	(3) 4232 41%	806 37%	287 46%	280 44%	296 47%	500 46%	408 45%	470 46%	471 42%	448 38%	265 31%	136 36%
Somewhat disagree	(2) 837 8%	272 12%	76 12%	61 10%	55 9%	91 8%	90 10%	56 6%	64 6%	39 3%	33 4%	30 8%
Strongly disagree	(1) 273 3%	102 5%	16 2%	14 2%	26 4%	32 3%	21 2%	20 2%	14 1%	17 1%	11 1%	12 3%
Don't know	228 2%	49 2%	16 2%	17 3%	13 2%	54 5%	25 3%	18 2%	16 1%	11 1%	10 1%	7 2%
Mean	3.33	3.22	3.21	3.28	3.21	3.25	3.26	3.36	3.42	3.50	3.57	3.38
Standard Error	0.01	0.02	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.04
Standard Deviation	0.74	0.85	0.75	0.73	0.78	0.74	0.73	0.68	0.66	0.64	0.64	0.76

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 114

Q26Loop. Please say if you agree or disagree with each of the following statements.

Base : All respondents

		Statements									
		Gay couples should have exactly the same rights as heterosexual couples	The single change that would most improve life in Britain today is people being more tolerant of different ethnic groups and cultures	I would emigrate to another country if I could	People who play by the rules always seem to get a raw deal	Animals have rights	Social networking sites like Facebook are now one of the main ways that I keep in touch with friends	Society is broken	Nobody in Britain should earn more than £100,000 a year	I hardly recognise the country I'm living in anymore	The most important cause of the rise in anti-social behaviour and street crime by young people is parents not bringing their children up properly
Unweighted Base		10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
Weighted Base		10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
Strongly agree	(4)	3429 33%	1311 13%	2262 22%	3755 37%	3685 36%	1451 14%	2164 21%	1449 14%	2275 22%	4669 46%
Somewhat agree	(3)	3217 31%	3941 38%	2740 27%	4558 45%	4388 43%	2218 22%	4803 47%	2191 21%	3746 37%	4232 41%
Somewhat disagree	(2)	1587 15%	2676 26%	2030 20%	1253 12%	1267 12%	1686 16%	2094 20%	3070 30%	2436 24%	837 8%
Strongly disagree	(1)	1441 14%	1650 16%	2508 24%	299 3%	507 5%	4671 46%	751 7%	2912 28%	1382 13%	273 3%
Don't know		565 6%	660 6%	699 7%	373 4%	390 4%	212 2%	426 4%	617 6%	399 4%	228 2%
Mean		2.89	2.51	2.50	3.19	3.14	2.04	2.85	2.23	2.70	3.33
Standard Error		0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01
Standard Deviation		1.05	0.93	1.12	0.77	0.83	1.12	0.85	1.04	0.98	0.74

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 115

Q26Loop. Please say if you agree or disagree with each of the following statements - Summary of means

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Gay couples should have exactly the same rights as heterosexual couples	2.89	2.67	3.13	3.35	3.21	3.12	2.98	2.74	2.41	2.81	2.97	2.88	2.93	2.96	2.94	2.96	2.90	2.83	2.87	2.82	2.85	2.99	2.83	2.85
The single change that would most improve life in Britain today is people being more tolerant of different ethnic groups and cultures	2.51	2.47	2.56	2.59	2.59	2.46	2.42	2.49	2.63	2.54	2.53	2.39	2.50	2.58	2.45	2.50	2.46	2.47	2.49	2.53	2.52	2.68	2.48	2.49
I would emigrate to another country if I could	2.50	2.51	2.48	2.70	2.73	2.78	2.62	2.30	2.12	2.29	2.56	2.78	2.62	2.44	2.54	2.55	2.60	2.53	2.58	2.53	2.37	2.46	2.48	2.41
People who play by the rules always seem to get a raw deal	3.19	3.18	3.21	3.14	3.22	3.26	3.25	3.15	3.11	3.04	3.20	3.41	3.33	3.16	3.28	3.24	3.25	3.21	3.21	3.23	3.15	3.05	3.19	3.19
Animals have rights	3.14	2.97	3.32	3.36	3.33	3.30	3.19	3.00	2.90	2.97	3.16	3.27	3.37	3.20	3.25	3.15	3.16	3.16	3.17	3.14	3.09	3.10	3.11	3.11
Social networking sites like Facebook are now one of the main ways that I keep in touch with friends	2.04	1.86	2.24	3.03	2.79	2.37	1.98	1.64	1.46	1.81	2.16	2.20	2.19	2.03	2.05	2.06	2.04	2.09	2.09	2.14	1.95	2.20	1.99	1.91
Society is broken	2.85	2.79	2.92	2.90	2.93	2.98	2.89	2.75	2.75	2.68	2.84	3.04	3.11	2.82	2.92	2.87	2.89	2.88	2.89	2.92	2.81	2.78	2.85	2.83
Nobody in Britain should earn more than £100,000 a year	2.23	2.09	2.37	2.11	2.11	2.23	2.29	2.24	2.26	1.98	2.24	2.45	2.56	2.28	2.42	2.29	2.33	2.29	2.20	2.36	2.23	2.00	2.14	2.18
I hardly recognise the country I'm living in anymore	2.70	2.62	2.79	2.62	2.59	2.72	2.76	2.69	2.74	2.47	2.65	3.01	3.06	2.62	2.77	2.74	2.77	2.76	2.79	2.80	2.64	2.59	2.70	2.62

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 115

Q26Loop. Please say if you agree or disagree with each of the following statements - Summary of means

Base : All respondents

Weighted Base
 The most important cause
 of the rise in anti-
 social behaviour and
 street crime by young
 people is parents not
 bringing their children
 up properly

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Total																								
10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977	
3.33	3.41	3.25	3.15	3.22	3.27	3.30	3.38	3.48	3.35	3.32	3.34	3.28	3.30	3.31	3.33	3.36	3.34	3.34	3.36	3.35	3.25	3.35	3.32	

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 115

Q26Loop. Please say if you agree or disagree with each of the following statements - Summary of means

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Gay couples should have exactly the same rights as heterosexual couples	2.89	2.60	3.08	3.12	2.53	3.05	3.04	2.51	3.05	3.00	2.51	3.02	2.93	2.50	3.03	2.95	2.93	2.86	2.60
The single change that would most improve life in Britain today is people being more tolerant of different ethnic groups and cultures	2.51	2.35	2.72	2.67	2.33	2.63	2.71	2.34	2.63	2.70	2.35	2.61	2.69	2.36	2.67	2.71	2.45	2.56	2.70
I would emigrate to another country if I could	2.50	2.49	2.37	2.32	2.47	2.43	2.28	2.47	2.42	2.23	2.45	2.43	2.24	2.43	2.35	2.24	2.71	2.28	2.57
People who play by the rules always seem to get a raw deal	3.19	3.27	3.08	3.08	3.27	3.14	3.07	3.27	3.14	3.07	3.28	3.13	3.07	3.26	3.09	3.08	3.36	3.03	3.07
Animals have rights	3.14	2.98	3.21	3.14	2.94	3.20	3.09	2.92	3.20	3.09	2.92	3.19	3.04	2.94	3.17	3.07	3.26	3.02	2.98
Social networking sites like Facebook are now one of the main ways that I keep in touch with friends	2.04	1.81	2.13	2.04	1.73	2.14	1.96	1.71	2.07	1.94	1.70	2.01	1.85	1.68	1.95	1.81	2.20	1.90	2.30
Society is broken	2.85	2.93	2.67	2.71	2.91	2.76	2.68	2.91	2.76	2.67	2.91	2.76	2.66	2.91	2.71	2.64	3.01	2.69	3.01
Nobody in Britain should earn more than £100,000 a year	2.23	1.93	2.40	2.28	1.91	2.37	2.28	1.93	2.38	2.28	1.94	2.39	2.30	1.96	2.50	2.33	2.44	2.02	2.09
I hardly recognise the country I'm living in anymore	2.70	2.78	2.56	2.46	2.81	2.65	2.42	2.81	2.65	2.44	2.80	2.67	2.46	2.81	2.64	2.46	2.94	2.46	2.76
The most important cause of the rise in anti-social behaviour and street crime by young people is parents not bringing their children up properly	3.33	3.49	3.21	3.28	3.51	3.24	3.29	3.51	3.26	3.28	3.51	3.28	3.28	3.51	3.23	3.30	3.33	3.34	3.33

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 115

Q26Loop. Please say if you agree or disagree with each of the following statements - Summary of means

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Gay couples should have exactly the same rights as heterosexual couples	2.89	3.30	3.12	3.03	2.64	2.98	2.65	3.07	2.99	2.49	2.90	3.35	3.17	2.58	3.09	2.89	2.92	2.87	2.89	3.10	2.98
The single change that would most improve life in Britain today is people being more tolerant of different ethnic groups and cultures	2.51	2.88	2.65	2.37	2.36	2.51	2.37	2.47	2.32	2.42	2.57	2.93	2.74	2.42	2.76	2.47	2.34	2.57	2.51	2.53	2.45
I would emigrate to another country if I could	2.50	2.63	2.70	2.87	2.61	2.60	2.65	2.73	3.01	2.29	2.30	2.10	2.29	2.35	2.05	2.51	2.67	2.62	2.48	2.52	2.64
People who play by the rules always seem to get a raw deal	3.19	3.26	3.20	3.42	3.36	3.39	3.35	3.41	3.47	3.12	3.04	2.68	2.96	3.04	2.92	3.29	3.25	3.27	3.18	3.17	3.22
Animals have rights	3.14	3.34	3.33	3.35	3.15	3.29	3.15	3.40	3.39	2.81	2.95	3.13	3.12	2.77	3.01	3.31	3.27	3.21	3.13	3.15	3.16
Social networking sites like Facebook are now one of the main ways that I keep in touch with friends	2.04	2.33	2.51	2.50	1.91	2.34	1.95	2.37	2.60	1.65	1.85	1.96	1.92	1.77	1.83	2.19	2.07	2.11	2.04	2.12	2.22
Society is broken	2.85	2.90	2.93	3.14	3.02	2.99	3.04	2.95	3.21	2.79	2.67	2.27	2.61	2.65	2.57	3.00	3.08	2.90	2.85	2.74	2.88
Nobody in Britain should earn more than £100,000 a year	2.23	1.90	2.30	2.45	2.26	2.64	2.34	2.65	2.52	1.87	1.81	2.32	2.17	1.58	2.10	2.45	2.49	2.35	2.21	2.21	2.11
I hardly recognise the country I'm living in anymore	2.70	2.69	2.68	3.05	3.01	2.96	3.04	2.92	3.13	2.59	2.35	2.02	2.33	2.34	2.18	2.82	2.81	2.77	2.69	2.56	2.66

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 115

Q26Loop. Please say if you agree or disagree with each of the following statements - Summary of means

Base : All respondents

Weighted Base
 The most important cause
 of the rise in anti-
 social behaviour and
 street crime by young
 people is parents not
 bringing their children
 up properly

	Newspaper readership																	Data source		Sector	
	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector	
Total	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863	
3.33	3.30	3.27	3.26	3.45	3.29	3.40	3.28	3.05	3.50	3.39	3.06	3.24	3.41	3.22	3.29	3.31	3.27	3.34	3.26	3.33	

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 115

Q26Loop. Please say if you agree or disagree with each of the following statements - Summary of means

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Gay couples should have exactly the same rights as heterosexual couples	2.89	3.07	3.11	3.10	3.02	2.92	2.93	2.77	2.78	2.64	2.60	2.78
The single change that would most improve life in Britain today is people being more tolerant of different ethnic groups and cultures	2.51	2.56	2.61	2.60	2.59	2.55	2.53	2.47	2.44	2.45	2.39	2.36
I would emigrate to another country if I could	2.50	2.69	2.52	2.48	2.52	2.52	2.47	2.38	2.42	2.34	2.44	2.89
People who play by the rules always seem to get a raw deal	3.19	3.30	3.14	3.13	3.14	3.18	3.14	3.15	3.14	3.17	3.26	3.49
Animals have rights	3.14	3.29	3.23	3.20	3.20	3.20	3.07	3.01	3.07	3.00	3.06	3.18
Social networking sites like Facebook are now one of the main ways that I keep in touch with friends	2.04	2.14	2.13	2.14	2.21	2.15	2.12	1.97	1.90	1.83	1.90	2.05
Society is broken	2.85	2.91	2.80	2.81	2.80	2.88	2.77	2.81	2.83	2.84	2.97	3.04
Nobody in Britain should earn more than £100,000 a year	2.23	2.61	2.35	2.32	2.36	2.25	2.16	2.01	1.97	1.93	2.05	2.22
I hardly recognise the country I'm living in anymore	2.70	2.88	2.66	2.62	2.59	2.68	2.61	2.62	2.64	2.62	2.84	3.07

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 115

Q26Loop. Please say if you agree or disagree with each of the following statements - Summary of means

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	853	
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
The most important cause of the rise in anti-social behaviour and street crime by young people is parents not bringing their children up properly	3.33	3.22	3.21	3.28	3.21	3.25	3.26	3.36	3.42	3.50	3.57	3.38

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 116

Q27. Which of the main parties do you think generally has the best approach to Immigration?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	4180 41%	2304 44%	1876 37%	153 29%	488 34%	667 35%	791 38%	1066 44%	1016 55%	1767 49%	1406 40%	468 36%	539 30%	282 33%	174 35%	497 38%	392 40%	368 42%	323 40%	202 40%	313 43%	421 40%	789 47%	420 43%
Labour	2214 22%	1056 20%	1158 23%	140 27%	364 25%	460 24%	472 23%	523 21%	256 14%	708 20%	768 22%	263 20%	474 26%	202 23%	152 31%	331 25%	217 22%	185 21%	170 21%	112 22%	121 17%	277 27%	275 16%	173 18%
Liberal Democrat	1261 12%	573 11%	688 14%	67 13%	194 13%	249 13%	224 11%	298 12%	230 12%	520 14%	459 13%	119 9%	163 9%	78 9%	42 9%	156 12%	114 12%	89 10%	94 12%	55 11%	110 15%	133 13%	229 14%	159 16%
SNP	134 16%	74 16%	61 15%	6 15%	12 10%	28 15%	32 19%	31 16%	24 17%	42 16%	50 16%	19 14%	24 16%	134 16%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Another party	2449 24%	1196 23%	1252 25%	154 30%	387 27%	523 27%	547 26%	514 21%	324 18%	594 16%	808 23%	425 33%	621 34%	166 19%	124 25%	325 25%	250 26%	224 26%	219 27%	132 26%	178 25%	212 20%	394 23%	226 23%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 116

Q27. Which of the main parties do you think generally has the best approach to Immigration?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	4180 41%	2413	495	611	1957	882	505	1910	905	444	1819	1026	348	1967	562	353	1684	2321	39
		75%	20%	29%	75%	26%	33%	74%	27%	33%	73%	29%	35%	71%	23%	34%	34%	49%	49%
Labour	2214 22%	98	1335	363	59	1470	231	58	1438	186	59	1400	127	98	1138	160	1253	865	17
		3%	55%	17%	2%	44%	15%	2%	43%	14%	2%	39%	13%	4%	46%	15%	25%	18%	21%
Liberal Democrat	1261 12%	151	174	724	124	321	555	136	338	480	152	392	370	185	253	354	466	734	14
		5%	7%	34%	5%	10%	36%	5%	10%	36%	6%	11%	37%	7%	10%	34%	9%	15%	17%
SNP	134 16%	1	15	12	3	22	9	5	27	8	6	33	5	7	32	6	66	62	-
		1%	6%	9%	3%	8%	9%	4%	10%	9%	6%	12%	8%	5%	14%	10%	15%	17%	-
Another party	2449 24%	541	393	393	484	649	249	463	667	217	446	738	158	517	510	179	1497	779	10
		17%	16%	19%	18%	19%	16%	18%	20%	16%	18%	21%	16%	19%	20%	17%	30%	16%	12%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 116

Q27. Which of the main parties do you think generally has the best approach to Immigration?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	4180 41%	37	119	490	1097	133	212	29	33	640	631	206	186	91	21	216	39	423	3757	610	1598
		37%	31%	38%	53%	20%	46%	26%	25%	62%	53%	20%	30%	55%	22%	31%	19%	37%	41%	36%	41%
Labour	2214 22%	31	91	276	260	276	68	39	39	89	200	471	156	19	27	143	29	278	1937	442	771
		32%	23%	22%	13%	42%	15%	35%	28%	9%	17%	46%	25%	11%	30%	21%	14%	24%	21%	26%	20%
Liberal Democrat	1261 12%	19	53	106	171	56	49	5	7	117	173	194	162	26	11	93	19	113	1148	227	480
		19%	14%	8%	8%	9%	11%	5%	5%	11%	14%	19%	26%	16%	12%	14%	9%	10%	13%	14%	12%
SNP	134 16%	1	6	13	12	1	1	20	1	7	7	12	10	2	25	13	6	8	126	25	50
		100%	20%	12%	10%	7%	3%	19%	8%	14%	9%	19%	27%	21%	30%	13%	17%	10%	16%	16%	16%
Another party	2449 24%	11	120	390	529	191	133	20	56	183	186	147	110	28	9	224	114	323	2125	372	965
		11%	31%	31%	26%	29%	29%	17%	41%	18%	16%	14%	18%	17%	9%	32%	55%	28%	23%	22%	25%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 116

Q27. Which of the main parties do you think generally has the best approach to Immigration?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	4180 41%	226 10%	112 18%	160 25%	172 27%	318 29%	364 40%	537 53%	719 64%	879 75%	692 81%	142 37%
Labour	2214 22%	976 45%	229 36%	196 31%	169 27%	233 21%	154 17%	107 11%	68 6%	55 5%	27 3%	50 13%
Liberal Democrat	1261 12%	175 8%	66 11%	94 15%	116 18%	186 17%	159 18%	162 16%	150 13%	105 9%	48 6%	34 9%
SNP	134 16%	65 26%	13 24%	11 16%	9 14%	15 14%	8 16%	4 5%	4 6%	5 7%	- -	1 5%
Another party	2449 24%	743 34%	209 33%	175 27%	162 26%	339 31%	222 25%	208 20%	176 16%	130 11%	85 10%	154 41%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 117

Q27. Which of the main parties do you think generally has the best approach to Taxes?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	3875	2203	1672	118	395	593	684	1058	1027	1710	1269	412	485	216	150	440	336	332	320	168	320	398	768	426
	38%	42%	33%	23%	27%	31%	33%	44%	56%	47%	36%	32%	27%	25%	30%	34%	35%	38%	40%	34%	44%	38%	46%	44%
Labour	3344	1598	1746	206	558	688	712	747	432	1021	1180	466	677	298	226	489	340	309	256	185	177	370	417	276
	33%	31%	35%	40%	39%	36%	34%	31%	23%	28%	34%	36%	37%	35%	46%	37%	35%	36%	32%	37%	25%	35%	25%	28%
Liberal Democrat	1367	721	646	72	185	249	269	349	243	547	484	146	191	93	54	172	139	99	101	70	119	118	250	153
	13%	14%	13%	14%	13%	13%	13%	14%	13%	15%	14%	11%	10%	11%	11%	13%	14%	11%	13%	14%	16%	11%	15%	16%
SNP	149	80	69	7	15	34	36	28	29	39	50	29	31	149	-	-	-	-	-	-	-	-	-	-
	17%	18%	17%	16%	12%	18%	21%	14%	20%	15%	16%	22%	21%	17%	-	-	-	-	-	-	-	-	-	-
Another party	1502	600	903	117	292	362	365	249	118	314	509	242	437	105	62	209	158	127	129	79	106	156	251	121
	15%	12%	18%	22%	20%	19%	18%	10%	6%	9%	15%	19%	24%	12%	13%	16%	16%	15%	16%	16%	15%	15%	15%	12%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 117

Q27. Which of the main parties do you think generally has the best approach to Taxes?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	3875 38%	2613	231	417	2164	571	372	2089	618	338	1994	730	279	2150	338	272	1452	2266	39
		82%	10%	20%	82%	17%	24%	81%	18%	25%	80%	20%	28%	77%	14%	26%	29%	48%	49%
Labour	3344 33%	193	1875	592	120	2150	364	115	2070	288	132	2043	200	200	1621	252	1964	1233	22
		6%	78%	28%	5%	64%	24%	4%	61%	22%	5%	57%	20%	7%	65%	24%	40%	26%	27%
Liberal Democrat	1367 13%	185	129	809	161	283	642	186	310	566	193	372	434	231	226	419	518	784	13
		6%	5%	38%	6%	8%	41%	7%	9%	42%	8%	10%	43%	8%	9%	40%	10%	16%	16%
SNP	149 17%	2	12	11	3	18	8	6	24	8	6	28	6	6	30	7	81	62	-
		1%	5%	9%	3%	7%	8%	5%	9%	9%	6%	10%	9%	4%	13%	12%	18%	17%	-
Another party	1502 15%	210	167	275	179	322	163	176	353	134	158	417	89	187	281	102	951	416	6
		7%	7%	13%	7%	10%	11%	7%	10%	10%	6%	12%	9%	7%	11%	10%	19%	9%	8%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 117

Q27. Which of the main parties do you think generally has the best approach to Taxes?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	3875 38%	38	101	429	1133	56	229	16	30	670	605	123	136	91	16	163	38	399	3477	491	1495
		38%	26%	34%	55%	9%	50%	14%	22%	65%	51%	12%	22%	55%	18%	24%	19%	35%	38%	29%	39%
Labour	3344 33%	40	131	441	464	433	110	53	62	140	284	593	237	23	37	253	46	386	2958	670	1196
		40%	34%	35%	22%	66%	24%	47%	45%	13%	24%	58%	38%	14%	39%	37%	22%	34%	33%	40%	31%
Liberal Democrat	1367 13%	9	54	114	204	63	49	4	9	137	198	194	170	26	12	102	22	113	1254	242	524
		9%	14%	9%	10%	10%	11%	4%	6%	13%	17%	19%	27%	16%	13%	15%	11%	10%	14%	14%	14%
SNP	149 17%	1	5	21	15	-	4	28	1	4	9	7	10	2	21	16	7	8	141	32	49
		100%	16%	19%	13%	-	11%	27%	8%	8%	12%	12%	27%	21%	25%	16%	20%	10%	18%	20%	16%
Another party	1502 15%	11	98	270	253	105	70	11	35	85	102	113	71	23	7	155	93	239	1263	241	599
		11%	25%	21%	12%	16%	15%	10%	26%	8%	9%	11%	11%	14%	7%	23%	45%	21%	14%	14%	16%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 117

Q27. Which of the main parties do you think generally has the best approach to Taxes?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	3875 38%	78 4%	49 8%	72 11%	92 15%	256 23%	339 37%	549 54%	776 69%	939 80%	725 85%	146 38%
Labour	3344 33%	1344 62%	350 56%	322 51%	298 47%	360 33%	250 28%	197 19%	110 10%	70 6%	43 5%	102 27%
Liberal Democrat	1367 13%	156 7%	76 12%	101 16%	124 20%	209 19%	178 20%	166 16%	168 15%	134 11%	57 7%	32 8%
SNP	149 17%	61 25%	14 26%	14 21%	12 18%	26 24%	6 11%	7 10%	6 9%	3 4%	-	1 5%
Another party	1502 15%	545 25%	140 22%	127 20%	103 16%	240 22%	135 15%	98 10%	58 5%	28 2%	29 3%	101 26%

General Public
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Table 118

Q27. Which of the main parties do you think generally has the best approach to The NHS?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	3412	1831	1581	129	352	507	569	937	918	1513	1086	377	435	176	122	375	312	304	262	161	298	328	704	370
	33%	35%	31%	25%	24%	26%	28%	39%	50%	42%	31%	29%	24%	20%	25%	29%	32%	35%	32%	32%	41%	31%	42%	38%
Labour	4369	2294	2075	225	667	883	960	1007	628	1391	1556	566	856	382	278	645	428	389	355	231	248	480	591	342
	43%	44%	41%	43%	46%	46%	46%	41%	34%	38%	45%	44%	47%	44%	56%	49%	44%	45%	44%	46%	34%	46%	35%	35%
Liberal Democrat	1041	502	539	63	150	182	197	255	194	419	368	118	136	62	41	118	93	77	83	40	87	109	185	147
	10%	10%	11%	12%	10%	9%	10%	10%	10%	12%	11%	9%	7%	7%	8%	9%	10%	9%	10%	8%	12%	10%	11%	15%
SNP	147	75	72	4	16	32	41	24	29	41	52	26	27	147	-	-	-	-	-	-	-	-	-	-
	17%	16%	18%	9%	13%	17%	24%	12%	20%	15%	17%	19%	19%	17%	-	-	-	-	-	-	-	-	-	-
Another party	1269	501	769	99	259	322	300	208	81	265	429	209	366	94	51	171	139	97	107	69	89	127	207	119
	12%	10%	15%	19%	18%	17%	14%	9%	4%	7%	12%	16%	20%	11%	10%	13%	14%	11%	13%	14%	12%	12%	12%	12%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 118

Q27. Which of the main parties do you think generally has the best approach to The NHS?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	3412 33%	2442	85	329	2036	355	306	1988	397	274	1890	494	225	1995	196	218	1258	2003	40
		76%	4%	16%	78%	11%	20%	77%	12%	21%	76%	14%	22%	72%	8%	21%	25%	42%	50%
Labour	4369 43%	399	2160	910	272	2605	577	256	2525	501	277	2548	350	393	1952	414	2464	1727	21
		12%	90%	43%	10%	78%	37%	10%	75%	38%	11%	71%	35%	14%	78%	39%	50%	36%	27%
Liberal Democrat	1041 10%	179	53	623	154	163	512	169	182	437	175	224	345	216	124	331	364	623	15
		6%	2%	30%	6%	5%	33%	7%	5%	33%	7%	6%	34%	8%	5%	31%	7%	13%	19%
SNP	147 17%	8	9	13	5	13	6	7	19	10	10	26	6	13	25	7	78	63	-
		5%	4%	10%	4%	5%	6%	7%	7%	11%	9%	9%	9%	8%	11%	12%	17%	17%	-
Another party	1269 12%	175	106	230	160	208	148	151	252	113	131	297	83	159	198	81	802	345	3
		5%	4%	11%	6%	6%	10%	6%	7%	8%	5%	8%	8%	6%	8%	8%	16%	7%	4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 118

Q27. Which of the main parties do you think generally has the best approach to The NHS?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	3412 33%	29	84	406	1025	49	193	13	24	613	511	88	97	80	14	149	37	361	3051	409	1319
		30%	22%	32%	50%	7%	42%	12%	17%	59%	43%	9%	16%	48%	15%	22%	18%	32%	34%	24%	34%
Labour	4369 43%	45	170	538	625	498	169	62	73	238	433	720	343	45	45	301	63	469	3901	849	1583
		45%	44%	42%	30%	76%	37%	55%	54%	23%	36%	70%	55%	27%	49%	44%	31%	41%	43%	51%	41%
Liberal Democrat	1041 10%	12	44	85	180	34	36	2	8	113	144	135	119	20	4	90	15	93	948	179	399
		12%	11%	7%	9%	5%	8%	2%	6%	11%	12%	13%	19%	12%	5%	13%	7%	8%	10%	11%	10%
SNP	147 17%	1	5	13	17	-	3	25	1	4	10	9	6	1	24	22	6	9	137	32	48
		100%	16%	12%	14%	-	9%	24%	8%	8%	13%	15%	17%	11%	30%	23%	17%	11%	18%	20%	15%
Another party	1269 12%	12	85	232	222	76	61	11	30	69	100	78	58	19	5	126	86	214	1056	207	515
		12%	22%	18%	11%	12%	13%	10%	22%	7%	8%	8%	9%	11%	5%	18%	42%	19%	12%	12%	13%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 118

Q27. Which of the main parties do you think generally has the best approach to The NHS?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	3412 33%	51 2%	29 5%	38 6%	57 9%	197 18%	264 29%	466 46%	710 64%	882 75%	717 84%	122 32%
Labour	4369 43%	1564 72%	421 67%	402 63%	375 60%	507 47%	365 40%	316 31%	206 18%	151 13%	62 7%	146 38%
Liberal Democrat	1041 10%	88 4%	47 7%	70 11%	93 15%	155 14%	146 16%	142 14%	138 12%	115 10%	48 6%	36 10%
SNP	147 17%	54 22%	14 26%	16 24%	10 16%	19 18%	11 20%	6 7%	10 14%	5 7%	2 4%	4 21%
Another party	1269 12%	427 20%	118 19%	110 17%	94 15%	213 19%	122 13%	88 9%	53 5%	20 2%	24 3%	73 19%

General Public
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Table 119

Q27. Which of the main parties do you think generally has the best approach to Schools?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	3715	2051	1664	109	365	537	656	1040	1008	1630	1219	389	476	198	145	428	326	333	302	174	308	356	738	408
	36%	39%	33%	21%	25%	28%	32%	43%	54%	45%	35%	30%	26%	23%	29%	33%	34%	38%	37%	35%	43%	34%	44%	42%
Labour	3756	1897	1859	227	632	791	827	812	466	1150	1310	524	772	331	242	546	382	336	296	203	223	425	493	279
	37%	36%	37%	44%	44%	41%	40%	33%	25%	32%	38%	40%	42%	38%	49%	42%	39%	39%	37%	40%	31%	41%	29%	29%
Liberal Democrat	1258	637	620	77	163	231	222	322	242	522	442	134	160	82	52	146	119	93	96	56	96	117	237	164
	12%	12%	12%	15%	11%	12%	11%	13%	13%	14%	13%	10%	9%	10%	11%	11%	12%	11%	12%	11%	13%	11%	14%	17%
SNP	146	73	73	5	14	33	38	27	28	37	57	27	25	146	-	-	-	-	-	-	-	-	-	-
	17%	16%	18%	12%	12%	18%	22%	14%	19%	14%	18%	20%	18%	17%	-	-	-	-	-	-	-	-	-	-
Another party	1364	544	819	103	269	333	323	230	106	292	464	221	387	105	52	190	146	104	112	69	96	145	219	126
	13%	10%	16%	20%	19%	17%	16%	9%	6%	8%	13%	17%	21%	12%	11%	15%	15%	12%	14%	14%	13%	14%	13%	13%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 119

Q27. Which of the main parties do you think generally has the best approach to Schools?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	3715 36%	2540 79%	174 7%	405 19%	2126 81%	489 15%	359 23%	2056 80%	539 16%	331 25%	1969 79%	647 18%	270 27%	2108 76%	286 11%	261 25%	1390 28%	2169 46%	43 54%
Labour	3756 37%	268 8%	1982 82%	705 34%	149 6%	2341 70%	434 28%	152 6%	2261 67%	370 28%	172 7%	2229 62%	252 25%	252 9%	1740 70%	301 29%	2197 44%	1406 30%	18 23%
Liberal Democrat	1258 12%	195 6%	115 5%	731 35%	171 7%	255 8%	585 38%	191 7%	263 8%	494 37%	189 8%	336 9%	387 38%	234 8%	205 8%	380 36%	454 9%	748 16%	15 19%
SNP	146 17%	3 2%	13 5%	10 7%	3 3%	19 7%	6 6%	7 6%	24 9%	9 10%	10 9%	30 11%	6 9%	12 8%	30 13%	9 15%	86 19%	56 15%	- -
Another party	1364 13%	197 6%	128 5%	252 12%	176 7%	241 7%	165 11%	165 6%	287 9%	131 10%	142 6%	347 10%	93 9%	169 6%	234 9%	101 10%	841 17%	382 8%	3 4%

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Table 119

Q27. Which of the main parties do you think generally has the best approach to Schools?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	3715 36%	30	88	437	1101	69	206	11	25	657	557	108	133	80	14	166	33	371	3344	460	1412
		30%	23%	34%	53%	11%	45%	10%	19%	63%	46%	10%	21%	49%	15%	24%	16%	32%	37%	27%	37%
Labour	3756 37%	39	160	487	528	456	141	61	67	169	341	628	268	34	41	276	61	437	3319	753	1389
		39%	41%	38%	26%	69%	31%	54%	49%	16%	28%	61%	43%	20%	44%	40%	30%	38%	37%	45%	36%
Liberal Democrat	1258 12%	16	49	95	184	47	44	4	12	129	188	185	157	31	9	92	17	107	1151	212	477
		17%	13%	7%	9%	7%	9%	3%	9%	12%	16%	18%	25%	19%	9%	13%	8%	9%	13%	13%	12%
SNP	146 17%	1	5	15	14	1	3	26	1	5	6	11	6	1	24	21	7	10	136	30	52
		100%	16%	14%	12%	7%	8%	24%	8%	11%	7%	18%	15%	11%	30%	22%	20%	13%	17%	18%	17%
Another party	1364 13%	14	87	239	242	84	68	11	31	76	106	98	60	20	5	133	89	220	1144	221	533
		14%	22%	19%	12%	13%	15%	10%	23%	7%	9%	9%	10%	12%	5%	19%	43%	19%	13%	13%	14%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 119

Q27. Which of the main parties do you think generally has the best approach to Schools?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	3715 36%	72 3%	36 6%	60 9%	84 13%	243 22%	316 35%	530 52%	732 66%	920 78%	721 84%	152 40%
Labour	3756 37%	1454 67%	391 62%	341 54%	326 52%	420 38%	292 32%	235 23%	147 13%	96 8%	55 6%	118 31%
Liberal Democrat	1258 12%	129 6%	63 10%	102 16%	109 17%	192 18%	161 18%	155 15%	170 15%	123 11%	52 6%	33 9%
SNP	146 17%	62 25%	16 28%	12 18%	11 16%	18 17%	9 17%	6 7%	7 10%	7 9%	-	1 5%
Another party	1364 13%	467 21%	124 20%	121 19%	99 16%	218 20%	129 14%	93 9%	61 5%	28 2%	25 3%	78 20%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 120

Q27. Which of the main parties do you think generally has the best approach to Climate change and the environment?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	2326	1220	1106	88	266	360	394	591	627	961	752	286	327	124	89	246	214	213	196	116	196	216	464	251
	23%	23%	22%	17%	18%	19%	19%	24%	34%	26%	22%	22%	18%	14%	18%	19%	22%	25%	24%	23%	27%	21%	28%	26%
Labour	2054	985	1069	139	359	433	417	452	255	585	711	284	475	171	158	314	204	166	163	121	105	253	254	145
	20%	19%	21%	27%	25%	22%	20%	19%	14%	16%	20%	22%	26%	20%	32%	24%	21%	19%	20%	24%	15%	24%	15%	15%
Liberal Democrat	1899	1077	822	83	237	303	360	502	413	856	638	167	237	115	79	237	174	167	148	89	151	191	326	222
	19%	21%	16%	16%	16%	16%	17%	21%	22%	24%	18%	13%	13%	13%	16%	18%	18%	19%	18%	18%	21%	18%	19%	23%
SNP	134	79	55	5	12	27	33	26	31	35	54	22	23	134	-	-	-	-	-	-	-	-	-	-
	16%	17%	14%	11%	10%	14%	19%	13%	22%	13%	17%	17%	16%	16%	-	-	-	-	-	-	-	-	-	-
Another party	3825	1842	1983	206	571	803	862	860	523	1194	1337	535	760	317	166	512	381	320	299	176	270	383	642	359
	37%	35%	39%	40%	40%	42%	42%	35%	28%	33%	38%	41%	42%	37%	34%	39%	39%	37%	37%	35%	37%	37%	38%	37%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 120

Q27. Which of the main parties do you think generally has the best approach to Climate change and the environment?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	2326 23%	1614 50%	110 5%	218 10%	1360 52%	322 10%	178 11%	1328 52%	329 10%	166 12%	1283 52%	354 10%	142 14%	1336 48%	176 7%	117 11%	930 19%	1304 27%	29 37%
Labour	2054 20%	142 4%	1220 51%	291 14%	80 3%	1372 41%	182 12%	75 3%	1313 39%	146 11%	72 3%	1270 35%	105 10%	112 4%	1030 41%	130 12%	1264 25%	716 15%	10 13%
Liberal Democrat	1899 19%	505 16%	308 13%	802 38%	409 16%	509 15%	642 41%	421 16%	531 16%	556 42%	406 16%	635 18%	411 41%	490 18%	383 15%	416 40%	673 14%	1142 24%	24 30%
SNP	134 16%	3 2%	12 5%	13 10%	4 4%	18 7%	5 5%	7 6%	23 9%	11 12%	9 8%	30 11%	8 12%	12 8%	27 12%	10 16%	73 16%	55 15%	- -
Another party	3825 37%	939 29%	764 32%	779 37%	772 29%	1124 34%	542 35%	740 29%	1179 35%	456 34%	713 29%	1301 36%	342 34%	823 30%	879 35%	379 36%	2026 41%	1543 32%	16 20%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 120

Q27. Which of the main parties do you think generally has the best approach to Climate change and the environment?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	2326 23%	17 17%	62 16%	310 24%	714 35%	50 8%	125 27%	10 9%	28 21%	399 39%	321 27%	55 5%	57 9%	47 28%	10 10%	96 14%	25 12%	285 25%	2041 22%	285 17%	870 23%
Labour	2054 20%	21 21%	84 22%	326 26%	316 15%	295 45%	72 16%	33 29%	39 29%	75 7%	158 13%	313 30%	105 17%	18 11%	17 18%	151 22%	32 15%	270 24%	1784 20%	386 23%	747 19%
Liberal Democrat	1899 19%	21 21%	61 16%	150 12%	317 15%	81 12%	76 17%	11 9%	7 5%	221 21%	334 28%	249 24%	198 32%	33 20%	8 9%	112 16%	20 9%	147 13%	1752 19%	329 20%	704 18%
SNP	134 16%	- -	6 20%	15 14%	15 13%	- -	3 8%	23 22%	1 8%	6 13%	8 11%	6 9%	5 12%	3 31%	21 25%	17 17%	7 20%	14 17%	120 15%	32 20%	40 13%
Another party	3825 37%	41 41%	176 45%	473 37%	707 34%	231 35%	186 40%	36 32%	60 44%	335 32%	376 31%	408 40%	259 42%	64 39%	37 40%	312 45%	123 60%	429 37%	3396 37%	644 38%	1501 39%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 120

Q27. Which of the main parties do you think generally has the best approach to Climate change and the environment?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	2326 23%	48 2%	28 4%	29 5%	59 9%	143 13%	188 21%	300 29%	446 40%	545 46%	539 63%	69 18%
Labour	2054 20%	868 40%	208 33%	174 27%	157 25%	207 19%	157 17%	116 11%	72 6%	68 6%	27 3%	66 17%
Liberal Democrat	1899 19%	226 10%	99 16%	110 17%	140 22%	241 22%	185 20%	244 24%	264 24%	262 22%	126 15%	66 17%
SNP	134 16%	49 20%	13 24%	16 23%	11 16%	15 14%	9 17%	7 10%	9 13%	6 8%	-	1 5%
Another party	3825 37%	992 45%	281 45%	307 48%	263 42%	483 44%	369 41%	351 34%	327 29%	292 25%	161 19%	178 47%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 121

Q27. Which of the main parties do you think generally has the best approach to Defence and national security?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	4310	2407	1903	135	474	697	769	1174	1061	1885	1410	477	538	264	161	486	388	365	337	203	359	436	834	477
	42%	46%	38%	26%	33%	36%	37%	48%	57%	52%	40%	37%	30%	31%	33%	37%	40%	42%	42%	41%	50%	42%	49%	49%
Labour	3214	1617	1597	189	506	641	719	720	438	940	1135	452	686	296	214	484	334	294	272	170	173	332	392	252
	31%	31%	32%	36%	35%	33%	35%	30%	24%	26%	33%	35%	38%	34%	44%	37%	34%	34%	34%	34%	24%	32%	23%	26%
Liberal Democrat	904	414	489	60	145	151	164	218	164	361	327	90	126	61	39	116	83	75	54	39	73	90	172	102
	9%	8%	10%	12%	10%	8%	8%	9%	9%	10%	9%	7%	7%	7%	8%	9%	9%	9%	7%	8%	10%	9%	10%	10%
SNP	118	61	57	8	11	26	31	24	18	32	46	22	18	118	-	-	-	-	-	-	-	-	-	-
	14%	13%	14%	18%	9%	14%	18%	12%	12%	12%	14%	17%	13%	14%	-	-	-	-	-	-	-	-	-	-
Another party	1693	704	989	128	307	410	383	295	169	413	574	253	453	122	78	224	167	132	142	89	118	186	288	146
	17%	14%	20%	25%	21%	21%	19%	12%	9%	11%	16%	20%	25%	14%	16%	17%	17%	15%	18%	18%	16%	18%	17%	15%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 121

Q27. Which of the main parties do you think generally has the best approach to Defence and national security?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	4310 42%	2582 81%	343 14%	663 32%	2162 82%	734 22%	546 35%	2092 81%	765 23%	506 38%	2004 81%	901 25%	388 38%	2173 78%	449 18%	398 38%	1643 33%	2490 52%	41 52%
Labour	3214 31%	232 7%	1754 73%	565 27%	129 5%	2051 61%	367 24%	131 5%	1992 59%	297 22%	147 6%	1964 55%	221 22%	206 7%	1553 62%	253 24%	1926 39%	1152 24%	25 32%
Liberal Democrat	904 9%	94 3%	95 4%	550 26%	85 3%	175 5%	448 29%	92 4%	198 6%	377 28%	98 4%	239 7%	287 28%	121 4%	155 6%	279 26%	319 6%	539 11%	10 12%
SNP	118 14%	2 1%	6 3%	14 11%	3 3%	13 5%	6 6%	5 4%	20 8%	6 7%	6 5%	26 9%	5 8%	6 4%	23 10%	5 9%	62 14%	52 14%	- -
Another party	1693 17%	292 9%	214 9%	311 15%	248 9%	371 11%	182 12%	253 10%	400 12%	148 11%	228 9%	461 13%	107 11%	269 10%	316 13%	118 11%	1016 20%	527 11%	3 4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 121

Q27. Which of the main parties do you think generally has the best approach to Defence and national security?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	4310 42%	39	119	466	1145	100	225	26	36	702	690	195	203	98	23	206	36	454	3856	597	1657
		39%	31%	37%	55%	15%	49%	23%	26%	68%	58%	19%	33%	59%	25%	30%	17%	40%	42%	36%	43%
Labour	3214 31%	31	125	451	485	419	121	50	55	138	249	522	212	29	35	242	51	357	2856	621	1169
		31%	32%	35%	23%	64%	26%	45%	41%	13%	21%	51%	34%	18%	37%	35%	25%	31%	31%	37%	30%
Liberal Democrat	904 9%	10	41	70	118	33	33	3	7	74	125	161	118	17	6	73	16	67	836	152	352
		10%	11%	5%	6%	5%	7%	3%	5%	7%	10%	16%	19%	10%	6%	11%	8%	6%	9%	9%	9%
SNP	118 14%	-	5	13	15	-	1	21	1	5	4	12	5	2	19	11	6	9	109	24	39
		-	16%	12%	13%	-	3%	19%	8%	10%	5%	20%	12%	21%	24%	12%	17%	11%	14%	15%	12%
Another party	1693 17%	19	99	275	307	104	82	13	37	117	129	140	86	19	10	156	98	257	1435	281	646
		19%	25%	22%	15%	16%	18%	12%	27%	11%	11%	14%	14%	12%	11%	23%	47%	22%	16%	17%	17%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 121

Q27. Which of the main parties do you think generally has the best approach to Defence and national security?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	4310 42%	163 7%	83 13%	99 16%	154 24%	341 31%	383 42%	613 60%	788 71%	947 81%	738 87%	156 41%
Labour	3214 31%	1270 58%	334 53%	299 47%	262 42%	352 32%	238 26%	191 19%	134 12%	92 8%	43 5%	93 24%
Liberal Democrat	904 9%	130 6%	53 8%	77 12%	86 14%	141 13%	115 13%	98 10%	102 9%	73 6%	28 3%	24 6%
SNP	118 14%	52 21%	14 25%	11 17%	11 17%	10 9%	9 18%	5 6%	4 5%	3 4%	-	1 5%
Another party	1693 17%	569 26%	146 23%	150 24%	116 18%	246 23%	162 18%	111 11%	89 8%	59 5%	44 5%	106 28%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 122

Q27. Which of the main parties do you think generally has the best approach to Welfare?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	3088	1640	1448	127	383	496	525	771	786	1340	1020	347	382	165	115	350	279	270	262	147	264	301	605	329
	30%	32%	29%	24%	27%	26%	25%	32%	42%	37%	29%	27%	21%	19%	23%	27%	29%	31%	33%	29%	36%	29%	36%	34%
Labour	4375	2288	2088	221	597	858	962	1058	679	1421	1538	565	852	383	274	631	429	385	334	237	263	489	598	352
	43%	44%	41%	42%	41%	45%	47%	44%	37%	39%	44%	44%	47%	44%	56%	48%	44%	44%	42%	47%	36%	47%	35%	36%
Liberal Democrat	1315	682	633	60	182	202	242	359	270	564	438	130	182	74	46	152	116	104	104	51	104	123	262	178
	13%	13%	13%	12%	13%	10%	12%	15%	15%	16%	13%	10%	10%	9%	9%	12%	12%	12%	13%	10%	14%	12%	16%	18%
SNP	148	71	77	6	17	34	35	30	26	39	51	28	30	148	-	-	-	-	-	-	-	-	-	-
	17%	15%	19%	13%	14%	18%	21%	15%	18%	14%	16%	21%	21%	17%	-	-	-	-	-	-	-	-	-	-
Another party	1312	523	789	107	265	337	302	213	89	268	444	225	375	90	57	177	148	107	105	67	92	130	222	119
	13%	10%	16%	21%	18%	18%	15%	9%	5%	7%	13%	17%	21%	10%	12%	14%	15%	12%	13%	13%	13%	12%	13%	12%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 122

Q27. Which of the main parties do you think generally has the best approach to Welfare?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	3088 30%	2155 67%	140 6%	286 14%	1816 69%	366 11%	245 16%	1755 68%	391 12%	223 17%	1655 67%	468 13%	185 18%	1753 63%	200 8%	153 15%	1192 24%	1779 37%	30 38%
Labour	4375 43%	532 17%	2091 87%	870 41%	383 15%	2555 76%	571 37%	374 15%	2492 74%	482 36%	381 15%	2524 70%	347 34%	510 18%	1916 77%	427 41%	2397 48%	1781 37%	32 41%
Liberal Democrat	1315 13%	312 10%	58 2%	710 34%	259 10%	175 5%	590 38%	274 11%	215 6%	516 39%	288 12%	266 7%	395 39%	326 12%	143 6%	377 36%	474 10%	779 16%	13 17%
SNP	148 17%	5 3%	8 3%	12 9%	6 5%	18 7%	6 6%	10 9%	19 7%	7 8%	11 10%	25 9%	5 8%	13 9%	27 12%	6 10%	81 18%	62 17%	- -
Another party	1312 13%	199 6%	117 5%	226 11%	163 6%	231 7%	137 9%	158 6%	258 8%	108 8%	147 6%	307 9%	77 8%	172 6%	210 8%	89 8%	822 17%	359 8%	4 4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 122

Q27. Which of the main parties do you think generally has the best approach to Welfare?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	3088 30%	26	80	396	930	51	174	12	22	533	436	86	97	64	12	137	31	339	2749	422	1216
		26%	21%	31%	45%	8%	38%	11%	16%	51%	36%	8%	15%	39%	13%	20%	15%	30%	30%	25%	31%
Labour	4375 43%	42	162	519	659	477	175	60	66	257	447	709	330	48	45	314	64	459	3916	809	1587
		42%	42%	41%	32%	73%	38%	53%	48%	25%	37%	69%	53%	29%	49%	46%	31%	40%	43%	48%	41%
Liberal Democrat	1315 13%	16	51	104	229	47	45	4	10	168	217	145	135	34	8	86	15	117	1197	215	469
		16%	13%	8%	11%	7%	10%	3%	7%	16%	18%	14%	22%	21%	9%	12%	7%	10%	13%	13%	12%
SNP	148 17%	1	5	17	19	-	3	28	1	5	7	7	8	2	21	19	7	10	138	33	48
		100%	16%	16%	16%	-	9%	26%	8%	10%	9%	12%	21%	21%	26%	20%	20%	12%	18%	20%	15%
Another party	1312 13%	15	90	237	232	82	65	9	38	74	90	82	53	17	6	132	90	220	1092	196	543
		15%	23%	19%	11%	12%	14%	8%	28%	7%	7%	8%	9%	10%	6%	19%	44%	19%	12%	12%	14%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 122

Q27. Which of the main parties do you think generally has the best approach to Welfare?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	3088 30%	55 3%	36 6%	49 8%	74 12%	196 18%	250 28%	421 41%	601 54%	749 64%	656 77%	93 24%
Labour	4375 43%	1506 69%	405 64%	379 60%	357 57%	483 44%	360 40%	332 33%	250 22%	210 18%	94 11%	153 40%
Liberal Democrat	1315 13%	104 5%	59 9%	76 12%	96 15%	176 16%	171 19%	174 17%	195 17%	183 16%	80 9%	46 12%
SNP	148 17%	56 23%	17 30%	15 23%	15 22%	18 16%	9 18%	7 9%	6 9%	7 9%	- -	2 11%
Another party	1312 13%	463 21%	113 18%	116 18%	88 14%	218 20%	117 13%	84 8%	65 6%	25 2%	24 3%	86 23%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 123

Q27. Which of the main parties do you think generally has the best approach to Crime and anti-social behaviour?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	4615	2551	2064	169	500	737	842	1225	1140	2019	1524	495	576	282	189	530	419	396	347	214	375	475	894	493
	45%	49%	41%	33%	35%	38%	41%	50%	62%	56%	44%	38%	32%	33%	38%	40%	43%	46%	43%	43%	52%	46%	53%	50%
Labour	2894	1402	1492	168	498	588	638	639	364	845	1031	399	619	248	198	438	306	265	227	165	162	311	343	230
	28%	27%	30%	32%	34%	31%	31%	26%	20%	23%	30%	31%	34%	29%	40%	33%	31%	31%	28%	33%	22%	30%	20%	24%
Liberal Democrat	903	416	487	61	128	156	169	227	160	351	319	103	129	64	29	115	71	67	93	34	68	87	172	102
	9%	8%	10%	12%	9%	8%	8%	9%	9%	10%	9%	8%	7%	7%	6%	9%	7%	8%	12%	7%	9%	8%	10%	10%
SNP	147	80	67	6	16	30	35	31	29	39	51	31	27	147	-	-	-	-	-	-	-	-	-	-
	17%	17%	17%	14%	13%	16%	21%	16%	20%	14%	16%	23%	19%	17%	-	-	-	-	-	-	-	-	-	-
Another party	1680	755	925	116	301	415	382	309	156	377	567	267	469	121	75	226	177	138	139	87	117	170	277	152
	16%	15%	18%	22%	21%	22%	18%	13%	8%	10%	16%	21%	26%	14%	15%	17%	18%	16%	17%	17%	16%	16%	16%	16%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 123

Q27. Which of the main parties do you think generally has the best approach to Crime and anti-social behaviour?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	4615 45%	2732	414	729	2236	839	617	2179	884	535	2100	1038	412	2260	525	431	1775	2646	49
		85%	17%	35%	85%	25%	40%	85%	26%	40%	85%	29%	41%	81%	21%	41%	36%	56%	61%
Labour	2894 28%	119	1685	498	68	1926	305	68	1871	253	76	1819	179	135	1464	203	1741	1028	19
		4%	70%	24%	3%	58%	20%	3%	55%	19%	3%	51%	18%	5%	59%	19%	35%	22%	24%
Liberal Democrat	903 9%	84	92	563	74	193	438	85	194	393	84	230	317	108	148	302	335	528	8
		3%	4%	27%	3%	6%	28%	3%	6%	29%	3%	6%	31%	4%	6%	29%	7%	11%	10%
SNP	147 17%	3	12	10	6	17	4	9	23	6	12	28	5	13	33	5	85	59	-
		2%	5%	8%	6%	6%	4%	8%	9%	7%	10%	10%	8%	8%	15%	7%	19%	16%	-
Another party	1680 16%	265	210	303	242	370	184	231	403	148	211	475	95	259	326	111	1031	499	4
		8%	9%	14%	9%	11%	12%	9%	12%	11%	8%	13%	9%	9%	13%	11%	21%	10%	4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 123

Q27. Which of the main parties do you think generally has the best approach to Crime and anti-social behaviour?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	4615 45%	43	121	507	1248	109	239	26	40	731	720	219	224	103	23	215	44	444	4171	643	1797
		43%	31%	40%	60%	17%	52%	23%	29%	71%	60%	21%	36%	62%	25%	31%	21%	39%	46%	38%	47%
Labour	2894 28%	29	118	399	360	387	110	44	54	110	239	522	196	24	27	230	44	365	2529	573	1043
		30%	30%	31%	17%	59%	24%	39%	39%	11%	20%	51%	31%	15%	29%	33%	21%	32%	28%	34%	27%
Liberal Democrat	903 9%	8	35	90	132	42	28	1	7	72	111	159	113	14	11	66	14	76	827	170	317
		8%	9%	7%	6%	6%	6%	1%	5%	7%	9%	15%	18%	9%	11%	10%	7%	7%	9%	10%	8%
SNP	147 17%	-	9	16	19	1	3	26	1	5	7	10	6	1	22	16	6	12	135	30	49
		-	30%	15%	16%	7%	9%	24%	8%	11%	9%	17%	18%	11%	27%	17%	17%	15%	17%	18%	16%
Another party	1680 16%	19	106	263	310	117	82	16	34	117	120	120	84	23	10	160	99	249	1431	259	659
		19%	27%	21%	15%	18%	18%	14%	25%	11%	10%	12%	14%	14%	10%	23%	48%	22%	16%	15%	17%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 123

Q27. Which of the main parties do you think generally has the best approach to Crime and anti-social behaviour?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	4615 45%	172 8%	94 15%	145 23%	158 25%	377 35%	429 47%	648 64%	841 75%	992 85%	759 89%	177 47%
Labour	2894 28%	1255 57%	318 51%	273 43%	238 38%	300 27%	201 22%	138 14%	77 7%	63 5%	30 4%	69 18%
Liberal Democrat	903 9%	111 5%	63 10%	62 10%	105 17%	141 13%	119 13%	104 10%	98 9%	69 6%	32 4%	29 8%
SNP	147 17%	59 24%	17 31%	16 24%	14 20%	19 17%	8 14%	6 7%	4 6%	6 8%	1 2%	-
Another party	1680 16%	587 27%	138 22%	139 22%	115 18%	253 23%	151 17%	123 12%	97 9%	44 4%	32 4%	105 28%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 124

Q27. Which of the main parties do you think generally has the best approach to Relations with the EU?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	3397	1795	1602	109	387	557	644	904	797	1384	1118	402	493	196	141	411	310	303	277	167	262	339	650	340
	33%	34%	32%	21%	27%	29%	31%	37%	43%	38%	32%	31%	27%	23%	29%	31%	32%	35%	34%	33%	36%	33%	39%	35%
Labour	3104	1541	1563	203	540	642	642	682	395	1009	1118	388	590	280	199	459	324	268	244	152	163	371	397	245
	30%	30%	31%	39%	37%	33%	31%	28%	21%	28%	32%	30%	32%	32%	41%	35%	33%	31%	30%	30%	23%	36%	24%	25%
Liberal Democrat	1352	744	608	78	162	203	238	366	304	601	474	122	155	101	53	151	108	99	103	64	117	126	256	175
	13%	14%	12%	15%	11%	11%	12%	15%	16%	17%	14%	9%	9%	12%	11%	12%	11%	11%	13%	13%	16%	12%	15%	18%
SNP	136	74	62	4	15	28	37	25	27	40	46	28	22	136	-	-	-	-	-	-	-	-	-	-
	16%	16%	15%	10%	12%	15%	22%	13%	18%	15%	15%	21%	15%	16%	-	-	-	-	-	-	-	-	-	-
Another party	2249	1049	1200	126	340	495	505	454	328	596	735	356	561	149	98	288	230	196	182	119	181	207	382	218
	22%	20%	24%	24%	24%	26%	24%	19%	18%	16%	21%	28%	31%	17%	20%	22%	24%	23%	23%	24%	25%	20%	23%	22%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 124

Q27. Which of the main parties do you think generally has the best approach to Relations with the EU?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	3397 33%	2065 64%	279 12%	470 22%	1714 65%	609 18%	373 24%	1673 65%	629 19%	340 25%	1596 64%	711 20%	273 27%	1705 61%	363 15%	266 25%	1394 28%	1874 39%	36 45%
Labour	3104 30%	307 10%	1646 68%	538 26%	209 8%	1915 57%	338 22%	196 8%	1845 55%	278 21%	212 9%	1802 50%	187 19%	268 10%	1421 57%	223 21%	1755 35%	1224 26%	14 18%
Liberal Democrat	1352 13%	250 8%	176 7%	709 34%	198 8%	315 9%	593 38%	212 8%	351 10%	504 38%	197 8%	420 12%	391 39%	260 9%	266 11%	395 38%	447 9%	829 17%	19 24%
SNP	136 16%	4 3%	14 6%	13 10%	- -	19 7%	9 9%	5 4%	23 9%	10 11%	6 5%	33 11%	8 12%	9 6%	30 13%	7 12%	67 15%	63 17%	- -
Another party	2249 22%	576 18%	297 12%	374 18%	504 19%	487 15%	236 15%	486 19%	527 16%	203 15%	472 19%	624 17%	150 15%	531 19%	415 17%	161 15%	1303 26%	770 16%	10 13%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 124

Q27. Which of the main parties do you think generally has the best approach to Relations with the EU?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	3397 33%	27	94	440	966	103	169	20	35	537	466	108	156	63	13	166	35	351	3046	454	1315
		27%	24%	35%	47%	16%	37%	18%	26%	52%	39%	10%	25%	38%	14%	24%	17%	31%	34%	27%	34%
Labour	3104 30%	44	126	405	434	367	120	48	51	146	298	535	205	35	29	219	41	356	2748	644	1157
		44%	33%	32%	21%	56%	26%	43%	37%	14%	25%	52%	33%	21%	32%	32%	20%	31%	30%	38%	30%
Liberal Democrat	1352 13%	12	45	96	171	51	53	5	9	142	218	244	151	36	13	85	21	122	1230	216	492
		12%	12%	8%	8%	8%	11%	4%	7%	14%	18%	24%	24%	22%	14%	12%	10%	11%	14%	13%	13%
SNP	136 16%	-	6	12	11	1	3	20	1	5	9	10	6	2	27	14	8	10	126	26	46
		-	23%	11%	10%	7%	9%	19%	8%	10%	12%	17%	16%	21%	33%	15%	24%	12%	16%	16%	15%
Another party	2249 22%	16	116	321	486	134	117	19	40	206	206	133	106	30	10	204	103	307	1942	336	854
		16%	30%	25%	24%	20%	25%	16%	29%	20%	17%	13%	17%	18%	11%	30%	50%	27%	21%	20%	22%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 124

Q27. Which of the main parties do you think generally has the best approach to Relations with the EU?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100		
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	3397 33%	134 6%	70 11%	92 14%	122 19%	242 22%	298 33%	445 44%	637 57%	740 63%	618 72%	110 29%
Labour	3104 30%	1159 53%	305 49%	282 44%	234 37%	339 31%	230 25%	201 20%	140 13%	134 11%	79 9%	76 20%
Liberal Democrat	1352 13%	180 8%	72 11%	92 15%	123 19%	187 17%	156 17%	172 17%	153 14%	150 13%	67 8%	43 11%
SNP	136 16%	54 22%	13 24%	16 23%	11 17%	15 14%	8 15%	9 12%	5 7%	5 7%	1 2%	3 16%
Another party	2249 22%	658 30%	169 27%	154 24%	139 22%	307 28%	216 24%	191 19%	183 16%	144 12%	89 10%	149 39%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 125

Q27. Which of the main parties do you think generally has the best approach to Managing the economy overall?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Conservative	4688	2628	2060	167	500	739	834	1275	1173	2037	1528	517	605	268	176	537	414	406	373	237	387	454	914	521
	46%	51%	41%	32%	35%	38%	40%	52%	63%	56%	44%	40%	33%	31%	36%	41%	43%	47%	46%	47%	54%	44%	54%	53%
Labour	3145	1565	1579	169	501	639	694	714	427	977	1110	413	644	289	205	456	343	267	249	165	166	361	404	240
	31%	30%	31%	33%	35%	33%	34%	29%	23%	27%	32%	32%	35%	34%	42%	35%	35%	31%	31%	33%	23%	35%	24%	25%
Liberal Democrat	843	397	446	63	140	164	157	189	131	299	324	102	118	60	39	121	67	61	68	29	73	74	154	97
	8%	8%	9%	12%	10%	8%	8%	8%	7%	8%	9%	8%	7%	7%	8%	9%	7%	7%	8%	6%	10%	7%	9%	10%
SNP	134	68	66	5	15	30	33	26	25	38	48	23	24	134	-	-	-	-	-	-	-	-	-	-
	16%	15%	16%	11%	12%	16%	19%	13%	18%	14%	15%	17%	17%	16%	-	-	-	-	-	-	-	-	-	-
Another party	1429	544	885	116	288	355	349	227	94	279	481	240	428	110	72	195	147	132	116	71	97	154	215	120
	14%	10%	18%	22%	20%	18%	17%	9%	5%	8%	14%	19%	24%	13%	15%	15%	15%	15%	14%	14%	13%	15%	13%	12%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 125

Q27. Which of the main parties do you think generally has the best approach to Managing the economy overall?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Conservative	4688 46%	2907 91%	301 12%	681 32%	2409 92%	734 22%	552 36%	2329 91%	792 23%	506 38%	2238 90%	926 26%	395 39%	2418 87%	439 18%	411 39%	1771 36%	2726 57%	42 53%
Labour	3145 31%	107 3%	1867 77%	573 27%	53 2%	2139 64%	363 23%	54 2%	2056 61%	307 23%	59 2%	2052 57%	218 22%	133 5%	1632 65%	254 24%	1852 37%	1157 24%	18 23%
Liberal Democrat	843 8%	42 1%	65 3%	561 27%	44 2%	157 5%	450 29%	65 3%	174 5%	378 28%	72 3%	205 6%	296 29%	87 3%	123 5%	276 26%	344 7%	451 9%	12 15%
SNP	134 16%	1 1%	8 3%	10 7%	1 1%	12 4%	6 6%	3 2%	22 8%	8 9%	7 6%	26 9%	7 11%	7 5%	25 11%	8 13%	75 17%	55 15%	- -
Another party	1429 14%	145 5%	172 7%	279 13%	119 5%	304 9%	178 11%	121 5%	333 10%	136 10%	108 4%	382 11%	93 9%	128 5%	277 11%	103 10%	925 19%	372 8%	8 10%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 125

Q27. Which of the main parties do you think generally has the best approach to Managing the economy overall?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Conservative	4688 46%	44	120	530	1303	105	257	18	39	780	732	168	199	107	23	214	47	467	4220	622	1800
		44%	31%	42%	63%	16%	56%	16%	29%	75%	61%	16%	32%	65%	25%	31%	23%	41%	46%	37%	47%
Labour	3145 31%	32	116	405	401	413	111	52	55	114	261	606	236	29	32	241	41	367	2778	629	1124
		32%	30%	32%	19%	63%	24%	46%	40%	11%	22%	59%	38%	18%	35%	35%	20%	32%	31%	38%	29%
Liberal Democrat	843 8%	11	48	79	115	37	30	5	9	69	103	128	105	15	7	67	17	79	765	158	328
		11%	12%	6%	6%	6%	6%	4%	7%	7%	9%	12%	17%	9%	7%	10%	8%	7%	8%	9%	8%
SNP	134 16%	1	7	11	13	-	2	24	1	4	7	7	9	1	24	16	9	7	127	32	40
		100%	23%	10%	11%	-	5%	22%	8%	8%	9%	12%	23%	11%	30%	16%	27%	9%	16%	20%	13%
Another party	1429 14%	12	98	250	236	101	63	14	32	69	94	121	75	14	7	151	93	226	1203	234	571
		12%	25%	20%	11%	15%	14%	12%	24%	7%	8%	12%	12%	8%	7%	22%	45%	20%	13%	14%	15%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 125

Q27. Which of the main parties do you think generally has the best approach to Managing the economy overall?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Conservative	4688 46%	91 4%	67 11%	111 17%	141 22%	378 35%	446 49%	711 70%	906 81%	1048 89%	789 92%	197 52%
Labour	3145 31%	1386 63%	343 55%	311 49%	285 45%	324 30%	214 24%	131 13%	77 7%	52 4%	22 3%	82 21%
Liberal Democrat	843 8%	106 5%	52 8%	75 12%	89 14%	148 14%	116 13%	97 10%	84 7%	52 4%	22 3%	17 5%
SNP	134 16%	55 22%	13 24%	13 20%	12 18%	19 17%	8 14%	5 7%	5 7%	4 5%	-	1 5%
Another party	1429 14%	546 25%	154 24%	126 20%	102 16%	221 20%	123 14%	73 7%	46 4%	17 1%	19 2%	84 22%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 126

Q27. Which of the main parties do you think generally has the best approach to each of the following issues?

Base : All respondents

	Issues									
	Immigration	Taxes	The NHS	Schools	Climate change and the environment	Defence and national security	Welfare	Crime and anti-social behaviour	Relations with the EU	Managing the economy overall
Unweighted Base	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
Weighted Base	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
Conservative	4180 41%	3875 38%	3412 33%	3715 36%	2326 23%	4310 42%	3088 30%	4615 45%	3397 33%	4688 46%
Labour	2214 22%	3344 33%	4369 43%	3756 37%	2054 20%	3214 31%	4375 43%	2894 28%	3104 30%	3145 31%
Liberal Democrat	1261 12%	1367 13%	1041 10%	1258 12%	1899 19%	904 9%	1315 13%	903 9%	1352 13%	843 8%
SNP	134 1%	149 1%	147 1%	146 1%	134 1%	118 1%	148 1%	147 1%	136 1%	134 1%
Another party	2449 24%	1502 15%	1269 12%	1364 13%	3825 37%	1693 17%	1312 13%	1680 16%	2249 22%	1429 14%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 127

Q28. Please say whether you think the each of the following words or phrases is true or is not true for the Labour party

Base : All respondents

	Phrases									
	Shares my values	Competent and capable	Honest and principled	Their heart is in the right place	Tolerant and respectful towards minorities	Clear about what they stand for	They stand for fairness	On the side of ordinary people, not just the best off	In touch with the concerns of people like you	They believe in equal opportunity for all
Unweighted Base	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
Weighted Base	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
True	3215 31%	2711 26%	2613 26%	4891 48%	6094 60%	3262 32%	4167 41%	5511 54%	3382 33%	5216 51%
Not true	5191 51%	5574 54%	5556 54%	3545 35%	2225 22%	5203 51%	4101 40%	3203 31%	5108 50%	3327 33%
Don't know	1832 18%	1953 19%	2069 20%	1803 18%	1919 19%	1773 17%	1971 19%	1524 15%	1748 17%	1695 17%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 128

Q28. Please say whether you think the each of the following words or phrases is true or is not true for the Conservative party

Base : All respondents

	Phrases									
	Shares my values	Competent and capable	Honest and principled	Their heart is in the right place	Tolerant and respectful towards minorities	Clear about what they stand for	They stand for fairness	On the side of ordinary people, not just the best off	In touch with the concerns of people like you	They believe in equal opportunity for all
Unweighted Base	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
Weighted Base	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
True	3289 32%	4625 45%	3014 29%	3984 39%	3753 37%	5436 53%	3415 33%	2813 27%	3000 29%	3456 34%
Not true	5369 52%	3683 36%	5043 49%	4284 42%	4115 40%	3353 33%	4990 49%	5711 56%	5638 55%	5105 50%
Don't know	1580 15%	1931 19%	2181 21%	1970 19%	2371 23%	1449 14%	1833 18%	1715 17%	1600 16%	1677 16%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 129

Q28. Please say whether you think the each of the following words or phrases is true or is not true for the Liberal Democrat party

Base : All respondents

	Phrases									
	Shares my values	Competent and capable	Honest and principled	Their heart is in the right place	Tolerant and respectful towards minorities	Clear about what they stand for	They stand for fairness	On the side of ordinary people, not just the best off	In touch with the concerns of people like you	They believe in equal opportunity for all
Unweighted Base	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
Weighted Base	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
True	2542 25%	2003 20%	2870 28%	5354 52%	5704 56%	1960 19%	4313 42%	4669 46%	2973 29%	4944 48%
Not true	5031 49%	5499 54%	4947 48%	2866 28%	2127 21%	6176 60%	3545 35%	3358 33%	4803 47%	2999 29%
Don't know	2665 26%	2736 27%	2420 24%	2019 20%	2408 24%	2102 21%	2380 23%	2212 22%	2462 24%	2295 22%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 130

Q29. Do you broadly support or oppose the general aims of Greenpeace?**Base : All respondents**

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly support (4)	1965 19%	860 17%	1105 22%	132 25%	295 20%	362 19%	407 20%	489 20%	280 15%	667 18%	710 20%	229 18%	360 20%	164 19%	76 16%	263 20%	155 16%	175 20%	160 20%	105 21%	118 16%	239 23%	325 19%	184 19%
Somewhat support (3)	5122 50%	2658 51%	2464 49%	196 38%	663 46%	983 51%	1073 52%	1277 53%	930 50%	1884 52%	1758 50%	658 51%	823 45%	421 49%	266 54%	654 50%	513 53%	416 48%	405 50%	251 50%	361 50%	510 49%	831 49%	494 51%
Somewhat oppose (2)	1180 12%	813 16%	367 7%	53 10%	105 7%	164 8%	220 11%	302 12%	337 18%	522 14%	388 11%	119 9%	152 8%	116 13%	48 10%	129 10%	122 13%	94 11%	91 11%	50 10%	103 14%	101 10%	204 12%	121 12%
Strongly oppose (1)	481 5%	375 7%	106 2%	14 3%	40 3%	68 4%	74 4%	132 5%	153 8%	229 6%	136 4%	46 4%	70 4%	47 5%	27 6%	54 4%	31 3%	44 5%	30 4%	20 4%	43 6%	39 4%	89 5%	57 6%
Don't know	1490 15%	496 10%	993 20%	126 24%	341 24%	350 18%	292 14%	232 10%	149 8%	329 9%	500 14%	243 19%	417 23%	112 13%	74 15%	210 16%	152 16%	137 16%	120 15%	75 15%	97 13%	154 15%	236 14%	122 12%
Mean	2.98	2.85	3.13	3.13	3.10	3.04	3.02	2.97	2.79	2.91	3.02	3.02	3.05	2.94	2.94	3.02	2.97	2.99	3.01	3.03	2.89	3.07	2.96	2.94
Standard Error	0.01	0.01	0.01	0.04	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.02	0.02	0.03	0.04	0.02	0.02	0.03	0.03	0.04	0.03	0.03	0.02	0.03
Standard Deviation	0.76	0.81	0.67	0.77	0.71	0.71	0.72	0.77	0.82	0.79	0.74	0.71	0.75	0.79	0.75	0.74	0.70	0.78	0.74	0.75	0.79	0.74	0.78	0.79

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 130

Q29. Do you broadly support or oppose the general aims of Greenpeace?**Base : All respondents**

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly support	(4) 1965 19%	331	571	531	244	796	382	236	819	315	223	911	220	271	677	241	925	931	24
		10%	24%	25%	9%	24%	25%	9%	24%	24%	9%	25%	22%	10%	27%	23%	19%	20%	30%
Somewhat support	(3) 5122 50%	1579	1321	1120	1283	1766	868	1252	1792	745	1226	1896	566	1388	1319	578	2462	2460	24
		49%	55%	53%	49%	53%	56%	49%	53%	56%	49%	53%	56%	50%	53%	55%	50%	52%	30%
Somewhat oppose	(2) 1180 12%	606	161	177	541	253	135	547	248	123	517	284	101	556	173	110	495	629	17
		19%	7%	8%	21%	8%	9%	21%	7%	9%	21%	8%	10%	20%	7%	10%	10%	13%	21%
Strongly oppose	(1) 481 5%	273	40	43	252	82	43	240	85	44	236	97	37	256	53	30	190	274	6
		9%	2%	2%	10%	2%	3%	9%	3%	3%	9%	3%	4%	9%	2%	3%	4%	6%	7%
Don't know	1490 15%	413	319	233	306	448	121	297	433	108	281	402	84	302	274	93	894	466	9
		13%	13%	11%	12%	13%	8%	12%	13%	8%	11%	11%	8%	11%	11%	9%	18%	10%	11%
Mean	2.98	2.71	3.16	3.14	2.65	3.13	3.11	2.65	3.14	3.08	2.65	3.14	3.05	2.68	3.18	3.07	3.01	2.94	2.93
Standard Error	0.01	0.01	0.02	0.01	0.02	0.01	0.02	0.02	0.01	0.02	0.02	0.01	0.02	0.02	0.01	0.02	0.01	0.01	0.11
Standard Deviation	0.76	0.80	0.63	0.67	0.81	0.68	0.69	0.80	0.68	0.70	0.80	0.69	0.71	0.80	0.67	0.70	0.73	0.78	0.96

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 130

Q29. Do you broadly support or oppose the general aims of Greenpeace?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly support (4)	1965 19%	27 27%	76 19%	180 14%	285 14%	137 21%	58 12%	24 21%	29 21%	140 13%	203 17%	416 40%	201 32%	25 15%	23 25%	110 16%	32 16%	208 18%	1757 19%	340 20%	766 20%
Somewhat support (3)	5122 50%	49 50%	181 47%	591 46%	1059 51%	345 53%	249 54%	54 48%	57 42%	488 47%	635 53%	514 50%	327 52%	81 49%	49 53%	379 55%	65 32%	514 45%	4609 51%	896 53%	1890 49%
Somewhat oppose (2)	1180 12%	5 5%	31 8%	119 9%	289 14%	45 7%	64 14%	8 7%	9 7%	220 21%	167 14%	46 4%	50 8%	35 21%	9 10%	61 9%	24 11%	113 10%	1067 12%	136 8%	459 12%
Strongly oppose (1)	481 5%	2 2%	10 2%	56 4%	114 5%	16 2%	19 4%	3 3%	3 2%	107 10%	86 7%	9 1%	11 2%	14 9%	7 7%	12 2%	12 6%	66 6%	415 5%	46 3%	179 5%
Don't know	1490 15%	16 17%	92 24%	328 26%	322 16%	113 17%	73 16%	24 21%	38 28%	82 8%	106 9%	45 4%	35 6%	11 6%	5 6%	127 18%	74 36%	245 21%	1245 14%	257 15%	570 15%
Mean	2.98	3.21	3.09	2.95	2.87	3.11	2.89	3.11	3.14	2.69	2.87	3.36	3.22	2.75	3.01	3.04	2.89	2.96	2.98	3.08	2.98
Standard Error	0.01	0.07	0.04	0.02	0.02	0.03	0.04	0.08	0.07	0.03	0.02	0.02	0.03	0.07	0.09	0.03	0.08	0.03	0.01	0.02	0.01
Standard Deviation	0.76	0.66	0.69	0.74	0.76	0.66	0.70	0.70	0.71	0.85	0.80	0.62	0.67	0.83	0.83	0.62	0.88	0.80	0.76	0.68	0.77

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 130

Q29. Do you broadly support or oppose the general aims of Greenpeace?

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397	
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381	
Strongly support	(4) 1965 19%	638 29%	142 23%	134 21%	142 23%	200 18%	156 17%	166 16%	131 12%	140 12%	117 14%	76 20%	
Somewhat support	(3) 5122 50%	988 45%	327 52%	354 56%	343 55%	522 48%	457 50%	529 52%	617 55%	616 53%	369 43%	155 41%	
Somewhat oppose	(2) 1180 12%	141 6%	48 8%	49 8%	46 7%	89 8%	112 12%	153 15%	167 15%	213 18%	163 19%	58 15%	
Strongly oppose	(1) 481 5%	83 4%	13 2%	18 3%	16 3%	37 3%	37 4%	48 5%	65 6%	76 6%	88 10%	27 7%	
Don't know	1490 15%	333 15%	100 16%	81 13%	82 13%	243 22%	146 16%	122 12%	137 12%	130 11%	116 14%	65 17%	
Mean	2.98	3.18	3.13	3.09	3.12	3.04	2.96	2.91	2.83	2.79	2.70	2.89	
Standard Error	0.01	0.02	0.03	0.03	0.03	0.02	0.03	0.02	0.02	0.02	0.03	0.05	
Standard Deviation	0.76	0.75	0.66	0.67	0.67	0.72	0.74	0.75	0.74	0.76	0.88	0.87	

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 131

Q29. Do you broadly support or oppose the general aims of The Taxpayers Alliance?**Base : All respondents**

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly support (4)	1129 11%	734 14%	395 8%	53 10%	129 9%	161 8%	191 9%	313 13%	281 15%	458 13%	362 10%	137 11%	171 9%	95 11%	65 13%	154 12%	99 10%	84 10%	75 9%	49 10%	84 12%	127 12%	198 12%	98 10%
Somewhat support (3)	2965 29%	1848 36%	1117 22%	104 20%	299 21%	456 24%	590 29%	829 34%	687 37%	1188 33%	964 28%	349 27%	464 25%	238 28%	129 26%	385 29%	301 31%	253 29%	226 28%	158 32%	223 31%	290 28%	495 29%	267 27%
Somewhat oppose (2)	618 6%	411 8%	206 4%	35 7%	74 5%	104 5%	125 6%	155 6%	125 7%	265 7%	207 6%	57 4%	89 5%	51 6%	39 8%	77 6%	61 6%	58 7%	45 6%	27 5%	41 6%	74 7%	96 6%	50 5%
Strongly oppose (1)	345 3%	254 5%	91 2%	8 2%	25 2%	52 3%	70 3%	122 5%	67 4%	189 5%	91 3%	22 2%	43 2%	31 4%	12 2%	37 3%	31 3%	30 3%	27 3%	14 3%	28 4%	48 5%	48 3%	39 4%
Don't know	5182 51%	1956 38%	3226 64%	320 62%	916 63%	1153 60%	1090 53%	1012 42%	690 37%	1530 42%	1868 53%	730 56%	1054 58%	447 52%	247 50%	657 50%	481 50%	440 51%	433 54%	253 50%	348 48%	504 48%	849 50%	523 54%
Mean	2.96	2.94	3.00	3.01	3.01	2.94	2.93	2.94	3.02	2.91	2.98	3.07	3.00	2.96	3.01	3.01	2.95	2.92	2.94	2.97	2.97	2.92	3.01	2.94
Standard Error	0.01	0.01	0.02	0.05	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.03	0.03	0.04	0.05	0.03	0.03	0.04	0.04	0.05	0.04	0.04	0.03	0.04
Standard Deviation	0.79	0.81	0.73	0.78	0.76	0.78	0.78	0.82	0.76	0.83	0.76	0.70	0.75	0.81	0.79	0.76	0.76	0.78	0.78	0.73	0.79	0.85	0.76	0.82

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 131

Q29. Do you broadly support or oppose the general aims of The Taxpayers Alliance?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly support	(4) 1129 11%	479 15%	192 8%	180 9%	426 16%	322 10%	130 8%	413 16%	330 10%	124 9%	375 15%	387 11%	92 9%	446 16%	248 10%	101 10%	551 11%	527 11%	21 26%
Somewhat support	(3) 2965 29%	1148 36%	661 27%	566 27%	993 38%	932 28%	452 29%	975 38%	963 29%	376 28%	937 38%	1049 29%	306 30%	1034 37%	711 28%	323 31%	1414 28%	1439 30%	24 30%
Somewhat oppose	(2) 618 6%	139 4%	201 8%	165 8%	112 4%	270 8%	123 8%	110 4%	266 8%	118 9%	106 4%	284 8%	85 8%	123 4%	219 9%	97 9%	248 5%	343 7%	7 9%
Strongly oppose	(1) 345 3%	46 1%	152 6%	85 4%	33 1%	179 5%	70 5%	34 1%	189 6%	59 4%	40 2%	195 5%	50 5%	44 2%	168 7%	52 5%	110 2%	219 5%	6 8%
Don't know	5182 51%	1390 43%	1206 50%	1107 53%	1062 40%	1642 49%	773 50%	1040 40%	1627 48%	658 49%	1024 41%	1675 47%	475 47%	1127 41%	1151 46%	479 46%	2643 53%	2232 47%	22 27%
Mean	2.96	3.14	2.74	2.84	3.16	2.82	2.83	3.15	2.82	2.83	3.13	2.85	2.82	3.14	2.77	2.82	3.04	2.90	3.03
Standard Error	0.01	0.01	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.03	0.03	0.02	0.02	0.13
Standard Deviation	0.79	0.65	0.87	0.82	0.64	0.86	0.81	0.64	0.86	0.82	0.65	0.86	0.82	0.66	0.89	0.82	0.73	0.82	0.96

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 131

Q29. Do you broadly support or oppose the general aims of The Taxpayers Alliance?

Base : All respondents

	Total	Newspaper readership																Data source		Sector	
		Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly support (4)	1129 11%	15 15%	31 8%	137 11%	264 13%	64 10%	53 11%	7 6%	15 11%	189 18%	116 10%	65 6%	53 8%	35 21%	9 10%	60 9%	16 8%	131 11%	998 11%	155 9%	425 11%
Somewhat support (3)	2965 29%	22 22%	99 26%	328 26%	709 34%	188 29%	164 35%	30 27%	29 22%	383 37%	408 34%	193 19%	141 23%	53 32%	27 29%	162 24%	30 14%	323 28%	2641 29%	425 25%	1089 28%
Somewhat oppose (2)	618 6%	6 6%	14 4%	51 4%	64 3%	36 5%	19 4%	4 4%	12 9%	61 6%	92 8%	126 12%	69 11%	17 11%	7 8%	24 3%	15 7%	76 7%	542 6%	114 7%	240 6%
Strongly oppose (1)	345 3%	1 1%	10 3%	28 2%	27 1%	13 2%	8 2%	1 1%	2 1%	13 1%	26 2%	148 14%	41 7%	4 3%	8 9%	6 1%	8 4%	41 4%	304 3%	77 5%	108 3%
Don't know	5182 51%	56 56%	235 60%	730 57%	1005 49%	355 54%	218 47%	70 63%	78 57%	390 38%	557 46%	498 48%	320 51%	56 34%	41 45%	437 63%	137 66%	575 50%	4607 51%	905 54%	2002 52%
Mean	2.96	3.15	2.98	3.05	3.14	3.00	3.07	3.03	2.99	3.16	2.96	2.33	2.68	3.08	2.72	3.09	2.77	2.95	2.97	2.85	2.98
Standard Error	0.01	0.11	0.06	0.03	0.02	0.04	0.04	0.09	0.10	0.03	0.03	0.04	0.05	0.08	0.13	0.04	0.11	0.03	0.01	0.03	0.02
Standard Deviation	0.79	0.76	0.74	0.74	0.63	0.72	0.65	0.60	0.78	0.67	0.69	1.01	0.92	0.80	0.95	0.65	0.95	0.80	0.78	0.85	0.77

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 131

Q29. Do you broadly support or oppose the general aims of The Taxpayers Alliance?

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397	
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381	
Strongly support	(4) 1129 11%	235 11%	43 7%	53 8%	47 7%	110 10%	84 9%	104 10%	136 12%	155 13%	163 19%	63 17%	
Somewhat support	(3) 2965 29%	537 25%	165 26%	151 24%	165 26%	260 24%	236 26%	332 33%	399 36%	436 37%	285 33%	107 28%	
Somewhat oppose	(2) 618 6%	155 7%	43 7%	52 8%	52 8%	62 6%	58 6%	55 5%	44 4%	45 4%	52 6%	24 6%	
Strongly oppose	(1) 345 3%	162 7%	27 4%	25 4%	18 3%	27 3%	28 3%	15 1%	7 1%	17 1%	18 2%	6 2%	
Don't know	5182 51%	1095 50%	352 56%	355 56%	347 55%	632 58%	502 55%	513 50%	532 48%	520 44%	335 39%	180 47%	
Mean	2.96	2.78	2.81	2.82	2.85	2.99	2.93	3.04	3.13	3.12	3.14	3.14	
Standard Error	0.01	0.03	0.05	0.05	0.05	0.04	0.04	0.03	0.02	0.02	0.03	0.05	
Standard Deviation	0.79	0.95	0.81	0.84	0.77	0.78	0.79	0.65	0.58	0.63	0.73	0.73	

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 132

Q29. Do you broadly support or oppose the general aims of Immigration Watch?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly support (4)	2357 23%	1329 26%	1028 20%	110 21%	251 17%	370 19%	481 23%	597 25%	548 30%	734 20%	730 21%	399 31%	493 27%	181 21%	112 23%	313 24%	221 23%	215 25%	199 25%	125 25%	165 23%	213 20%	405 24%	209 21%
Somewhat support (3)	2614 26%	1519 29%	1095 22%	122 24%	295 20%	446 23%	537 26%	648 27%	565 31%	1001 28%	846 24%	318 25%	449 25%	223 26%	138 28%	338 26%	250 26%	263 30%	179 22%	112 22%	163 23%	266 25%	437 26%	246 25%
Somewhat oppose (2)	693 7%	442 8%	251 5%	32 6%	107 7%	114 6%	141 7%	165 7%	134 7%	340 9%	233 7%	45 3%	75 4%	64 7%	27 5%	81 6%	67 7%	54 6%	61 8%	30 6%	50 7%	94 9%	104 6%	61 6%
Strongly oppose (1)	510 5%	320 6%	190 4%	14 3%	68 5%	84 4%	105 5%	162 7%	77 4%	263 7%	172 5%	28 2%	47 3%	56 7%	17 3%	55 4%	41 4%	42 5%	37 5%	25 5%	40 6%	64 6%	88 5%	44 4%
Don't know	4064 40%	1594 31%	2471 49%	242 46%	724 50%	911 47%	803 39%	859 35%	526 28%	1292 36%	1511 43%	505 39%	757 42%	336 39%	198 40%	525 40%	393 40%	292 34%	330 41%	209 42%	304 42%	407 39%	651 39%	418 43%
Mean	3.10	3.07	3.15	3.18	3.01	3.09	3.10	3.07	3.20	2.94	3.08	3.38	3.30	3.01	3.17	3.16	3.12	3.13	3.13	3.15	3.08	2.99	3.12	3.11
Standard Error	0.01	0.02	0.02	0.05	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.03	0.02	0.04	0.05	0.03	0.04	0.04	0.04	0.05	0.05	0.04	0.03	0.04
Standard Deviation	0.90	0.92	0.88	0.83	0.94	0.90	0.90	0.94	0.84	0.95	0.91	0.75	0.79	0.95	0.82	0.87	0.88	0.86	0.92	0.93	0.94	0.94	0.91	0.88

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 132

Q29. Do you broadly support or oppose the general aims of Immigration Watch?**Base : All respondents**

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly support	(4) 2357 23%	975	379	337	816	675	228	789	707	214	749	793	165	867	484	189	1328	936	27
		30%	16%	16%	31%	20%	15%	31%	21%	16%	30%	22%	16%	31%	19%	18%	27%	20%	34%
Somewhat support	(3) 2614 26%	995	584	483	834	799	386	829	803	327	796	875	236	875	611	245	1253	1259	20
		31%	24%	23%	32%	24%	25%	32%	24%	24%	32%	24%	23%	32%	24%	23%	25%	26%	25%
Somewhat oppose	(2) 693 7%	139	218	209	102	299	170	98	305	143	91	322	118	105	230	129	249	404	11
		4%	9%	10%	4%	9%	11%	4%	9%	11%	4%	9%	12%	4%	9%	12%	5%	8%	13%
Strongly oppose	(1) 510 5%	48	215	148	40	260	112	38	265	97	42	280	73	43	233	75	148	332	7
		1%	9%	7%	2%	8%	7%	1%	8%	7%	2%	8%	7%	2%	9%	7%	3%	7%	9%
Don't know	4064 40%	1045	1016	927	834	1311	654	818	1296	554	804	1320	416	884	939	414	1988	1830	15
		33%	42%	44%	32%	39%	42%	32%	38%	41%	32%	37%	41%	32%	38%	39%	40%	38%	19%
Mean	3.10	3.34	2.81	2.86	3.35	2.93	2.81	3.35	2.94	2.84	3.34	2.96	2.83	3.36	2.86	2.86	3.26	2.95	3.04
Standard Error	0.01	0.01	0.03	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.04	0.02	0.03	0.04	0.02	0.02	0.13
Standard Deviation	0.90	0.70	1.00	0.97	0.69	0.99	0.95	0.68	1.00	0.96	0.70	0.99	0.97	0.69	1.02	0.97	0.81	0.95	1.02

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 132

Q29. Do you broadly support or oppose the general aims of Immigration Watch?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly support (4)	2357 23%	19	69	407	650	176	146	27	50	280	181	64	80	32	9	132	35	245	2112	305	860
		19%	18%	32%	31%	27%	32%	24%	37%	27%	15%	6%	13%	19%	9%	19%	17%	21%	23%	18%	22%
Somewhat support (3)	2614 26%	22	80	301	589	163	133	37	32	342	343	146	125	55	21	182	42	307	2307	353	995
		22%	21%	24%	28%	25%	29%	33%	24%	33%	29%	14%	20%	33%	22%	26%	20%	27%	25%	21%	26%
Somewhat oppose (2)	693 7%	6	25	42	60	39	17	4	3	62	128	154	83	21	12	26	11	77	615	146	269
		6%	6%	3%	3%	6%	4%	3%	2%	6%	11%	15%	13%	13%	13%	4%	6%	7%	7%	9%	7%
Strongly oppose (1)	510 5%	8	12	29	25	15	10	3	1	20	55	226	62	5	15	11	13	62	448	119	175
		8%	3%	2%	1%	2%	2%	2%	1%	2%	5%	22%	10%	3%	16%	2%	6%	5%	5%	7%	5%
Don't know	4064 40%	45	202	495	745	263	157	42	50	332	490	440	273	53	37	337	106	454	3610	753	1566
		45%	52%	39%	36%	40%	34%	37%	36%	32%	41%	43%	44%	32%	40%	49%	51%	40%	40%	45%	41%
Mean	3.10	2.95	3.11	3.39	3.41	3.27	3.36	3.26	3.52	3.25	2.92	2.08	2.64	3.01	2.41	3.24	2.99	3.06	3.11	2.91	3.10
Standard Error	0.01	0.14	0.06	0.03	0.02	0.04	0.04	0.09	0.07	0.03	0.03	0.04	0.05	0.07	0.14	0.04	0.10	0.03	0.01	0.03	0.02
Standard Deviation	0.90	1.02	0.87	0.75	0.67	0.79	0.73	0.73	0.64	0.73	0.86	1.03	1.02	0.80	1.05	0.72	0.98	0.91	0.90	1.00	0.89

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 132

Q29. Do you broadly support or oppose the general aims of Immigration Watch?

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base		2052	602	622	616	1095	926	1049	1164	1220	892	397	
Weighted Base		2184	629	636	629	1091	908	1018	1117	1173	853	381	
Strongly support	(4)	2357 23%	481 22%	96 15%	119 19%	104 17%	217 20%	187 21%	218 21%	293 26%	318 27%	324 38%	135 36%
Somewhat support	(3)	2614 26%	432 20%	160 25%	144 23%	146 23%	245 22%	235 26%	304 30%	332 30%	381 32%	234 27%	97 25%
Somewhat oppose	(2)	693 7%	165 8%	51 8%	58 9%	57 9%	74 7%	70 8%	71 7%	60 5%	58 5%	28 3%	23 6%
Strongly oppose	(1)	510 5%	226 10%	47 7%	47 7%	34 5%	39 4%	43 5%	24 2%	15 1%	20 2%	14 2%	8 2%
Don't know		4064 40%	880 40%	275 44%	266 42%	288 46%	515 47%	374 41%	401 39%	417 37%	397 34%	253 30%	118 31%
Mean		3.10	2.90	2.86	2.91	2.94	3.11	3.06	3.16	3.29	3.28	3.44	3.37
Standard Error		0.01	0.03	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.05
Standard Deviation		0.90	1.09	0.96	0.99	0.93	0.88	0.89	0.77	0.71	0.71	0.70	0.77

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 133

Q29. Do you broadly support or oppose the general aims of Society for the protection of unborn children?

Base : All respondents

	Total	Gender		Age					SEG				Region											
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly support (4)	1231 12%	516 10%	715 14%	102 20%	207 14%	237 12%	234 11%	234 10%	217 12%	373 10%	380 11%	175 14%	303 17%	101 12%	55 11%	184 14%	114 12%	102 12%	107 13%	73 14%	69 10%	125 12%	196 12%	106 11%
Somewhat support (3)	2480 24%	1311 25%	1168 23%	108 21%	284 20%	435 23%	480 23%	644 26%	529 29%	829 23%	826 24%	354 27%	470 26%	215 25%	145 30%	333 25%	230 24%	215 25%	189 24%	124 25%	165 23%	228 22%	410 24%	225 23%
Somewhat oppose (2)	1903 19%	1087 21%	816 16%	60 11%	198 14%	317 16%	381 18%	538 22%	409 22%	863 24%	641 18%	173 13%	227 12%	153 18%	78 16%	216 16%	204 21%	170 20%	142 18%	89 18%	155 21%	179 17%	328 19%	189 19%
Strongly oppose (1)	1237 12%	696 13%	541 11%	50 10%	134 9%	205 11%	278 13%	357 15%	214 12%	558 15%	439 13%	103 8%	136 7%	119 14%	49 10%	168 13%	93 10%	90 10%	92 11%	60 12%	90 12%	148 14%	189 11%	138 14%
Don't know	3388 33%	1593 31%	1795 36%	201 39%	622 43%	732 38%	693 34%	658 27%	481 26%	1008 28%	1204 34%	490 38%	685 38%	273 32%	165 33%	409 31%	331 34%	290 33%	276 34%	155 31%	244 34%	363 35%	563 33%	320 33%
Mean	2.54	2.46	2.64	2.82	2.69	2.59	2.49	2.43	2.55	2.39	2.50	2.75	2.83	2.50	2.63	2.59	2.57	2.57	2.59	2.60	2.44	2.48	2.54	2.45
Standard Error	0.01	0.02	0.02	0.06	0.04	0.03	0.03	0.02	0.03	0.02	0.02	0.03	0.03	0.04	0.05	0.03	0.04	0.04	0.04	0.05	0.04	0.04	0.03	0.04
Standard Deviation	0.98	0.96	1.00	1.05	1.02	0.99	1.00	0.95	0.94	0.97	0.98	0.94	0.96	1.00	0.93	1.01	0.95	0.96	1.00	1.00	0.96	1.03	0.97	1.00

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 133

Q29. Do you broadly support or oppose the general aims of Society for the protection of unborn children?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly support	(4) 1231 12%	366	316	200	289	437	147	266	432	136	239	440	106	279	326	105	678	485	20
		11%	13%	10%	11%	13%	9%	10%	13%	10%	10%	12%	10%	10%	13%	10%	14%	10%	25%
Somewhat support	(3) 2480 24%	873	595	477	736	833	347	707	846	319	679	907	239	771	629	237	1298	1079	26
		27%	25%	23%	28%	25%	22%	28%	25%	24%	27%	25%	24%	28%	25%	22%	26%	23%	32%
Somewhat oppose	(2) 1903 19%	628	447	432	549	616	338	550	614	296	523	696	221	603	489	247	780	1046	10
		20%	19%	21%	21%	18%	22%	21%	18%	22%	21%	19%	22%	22%	20%	23%	16%	22%	13%
Strongly oppose	(1) 1237 12%	316	322	337	242	453	281	246	480	226	250	521	175	278	382	182	416	766	10
		10%	13%	16%	9%	14%	18%	10%	14%	17%	10%	15%	17%	10%	15%	17%	8%	16%	12%
Don't know	3388 33%	1019	733	657	810	1006	437	803	1004	358	791	1025	267	843	671	281	1795	1386	14
		32%	30%	31%	31%	30%	28%	31%	30%	27%	32%	29%	26%	30%	27%	27%	36%	29%	18%
Mean	2.54	2.59	2.54	2.37	2.59	2.54	2.32	2.56	2.52	2.37	2.54	2.49	2.37	2.54	2.49	2.34	2.71	2.38	2.86
Standard Error	0.01	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.04	0.02	0.02	0.03	0.02	0.02	0.13
Standard Deviation	0.98	0.93	1.00	0.99	0.91	1.01	0.99	0.91	1.01	0.99	0.91	1.00	1.00	0.91	1.01	0.99	0.95	0.99	1.02

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 133

Q29. Do you broadly support or oppose the general aims of Society for the protection of unborn children?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly support (4)	1231 12%	13 13%	51 13%	207 16%	264 13%	102 16%	59 13%	21 19%	34 25%	112 11%	106 9%	67 6%	47 7%	26 16%	11 12%	86 12%	25 12%	170 15%	1061 12%	195 12%	433 11%
Somewhat support (3)	2480 24%	20 20%	85 22%	340 27%	624 30%	173 26%	133 29%	31 28%	28 20%	258 25%	270 23%	157 15%	102 16%	26 15%	27 29%	172 25%	36 17%	278 24%	2202 24%	372 22%	897 23%
Somewhat oppose (2)	1903 19%	15 15%	55 14%	137 11%	341 16%	98 15%	86 19%	13 12%	12 9%	247 24%	302 25%	248 24%	152 24%	42 25%	23 25%	107 16%	26 13%	159 14%	1744 19%	314 19%	728 19%
Strongly oppose (1)	1237 12%	12 12%	32 8%	66 5%	134 6%	54 8%	37 8%	8 7%	4 3%	127 12%	176 15%	317 31%	141 23%	29 18%	17 18%	52 8%	29 14%	114 10%	1123 12%	227 14%	455 12%
Don't know	3388 33%	39 39%	165 42%	524 41%	706 34%	229 35%	147 32%	39 34%	59 43%	292 28%	345 29%	242 24%	182 29%	43 26%	15 16%	271 39%	91 44%	425 37%	2963 33%	568 34%	1350 35%
Mean	2.54	2.57	2.69	2.92	2.75	2.76	2.68	2.88	3.18	2.48	2.36	1.97	2.12	2.39	2.41	2.70	2.49	2.70	2.52	2.48	2.52
Standard Error	0.01	0.13	0.07	0.03	0.02	0.05	0.05	0.11	0.10	0.03	0.03	0.04	0.05	0.10	0.11	0.05	0.10	0.04	0.01	0.03	0.02
Standard Deviation	0.98	1.05	0.98	0.90	0.88	0.96	0.91	0.95	0.88	0.95	0.94	0.97	0.98	1.07	0.99	0.94	1.10	1.00	0.98	1.01	0.98

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 133

Q29. Do you broadly support or oppose the general aims of Society for the protection of unborn children?

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base		2052	602	622	616	1095	926	1049	1164	1220	892	397	
Weighted Base		2184	629	636	629	1091	908	1018	1117	1173	853	381	
Strongly support	(4)	1231 12%	309 14%	67 11%	76 12%	59 9%	129 12%	115 13%	103 10%	113 10%	131 11%	130 15%	64 17%
Somewhat support	(3)	2480 24%	469 21%	142 23%	158 25%	161 26%	249 23%	212 25%	249 25%	268 24%	343 29%	229 27%	113 30%
Somewhat oppose	(2)	1903 19%	355 16%	118 19%	108 17%	112 18%	209 19%	169 19%	203 20%	251 22%	230 20%	148 17%	58 15%
Strongly oppose	(1)	1237 12%	357 16%	92 15%	85 13%	78 12%	104 10%	90 10%	110 11%	110 10%	118 10%	92 11%	25 7%
Don't know		3388 33%	694 32%	210 33%	209 33%	220 35%	400 37%	321 35%	352 35%	376 34%	352 30%	254 30%	121 32%
Mean		2.54	2.49	2.44	2.52	2.49	2.58	2.60	2.52	2.52	2.59	2.66	2.83
Standard Error		0.01	0.03	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.06
Standard Deviation		0.98	1.07	1.00	1.00	0.96	0.96	0.97	0.94	0.92	0.92	0.98	0.91

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 134

Q29. Do you broadly support or oppose the general aims of Amnesty International?**Base : All respondents**

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly support (4)	2584 25%	1237 24%	1347 27%	123 24%	367 25%	468 24%	507 25%	639 26%	479 26%	1033 28%	892 26%	257 20%	401 22%	233 27%	115 23%	318 24%	207 21%	220 25%	176 22%	147 29%	171 24%	323 31%	416 25%	258 26%
Somewhat support (3)	4411 43%	2426 47%	1986 39%	175 34%	525 36%	797 41%	945 46%	1158 48%	811 44%	1696 47%	1524 44%	534 41%	658 36%	381 44%	218 44%	564 43%	421 43%	360 42%	365 45%	205 41%	308 43%	424 41%	736 44%	430 44%
Somewhat oppose (2)	793 8%	549 11%	244 5%	22 4%	63 4%	115 6%	155 8%	214 9%	224 12%	331 9%	223 6%	109 8%	131 7%	74 9%	38 8%	114 9%	75 8%	68 8%	67 8%	33 7%	64 9%	60 6%	134 8%	64 7%
Strongly oppose (1)	331 3%	260 5%	71 1%	7 1%	25 2%	52 3%	65 3%	100 4%	82 4%	138 4%	94 3%	45 3%	55 3%	21 2%	17 3%	37 3%	30 3%	29 3%	25 3%	15 3%	29 4%	32 3%	60 4%	37 4%
Don't know	2119 21%	732 14%	1387 28%	193 37%	464 32%	494 26%	394 19%	321 13%	254 14%	433 12%	759 22%	351 27%	577 32%	153 18%	104 21%	276 21%	240 25%	189 22%	173 21%	101 20%	149 21%	204 20%	341 20%	188 19%
Mean	3.14	3.04	3.26	3.27	3.26	3.17	3.13	3.11	3.06	3.13	3.18	3.06	3.13	3.17	3.11	3.13	3.10	3.14	3.09	3.21	3.08	3.24	3.12	3.15
Standard Error	0.01	0.01	0.01	0.04	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.02	0.02	0.03	0.04	0.02	0.03	0.03	0.03	0.04	0.03	0.03	0.02	0.03
Standard Deviation	0.75	0.79	0.67	0.68	0.69	0.72	0.73	0.76	0.80	0.76	0.72	0.76	0.77	0.72	0.74	0.74	0.73	0.76	0.73	0.75	0.78	0.74	0.76	0.76

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 134

Q29. Do you broadly support or oppose the general aims of Amnesty International?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly support	(4) 2584 25%	489	832	731	397	1047	575	375	1076	488	339	1193	339	403	887	367	1069	1383	23
		15%	34%	35%	15%	31%	37%	15%	32%	37%	14%	33%	34%	15%	36%	35%	22%	29%	29%
Somewhat support	(3) 4411 43%	1553	1029	915	1256	1436	703	1258	1454	618	1221	1538	471	1379	1042	485	2066	2159	32
		49%	43%	43%	48%	43%	45%	49%	43%	46%	49%	43%	47%	50%	42%	46%	42%	45%	40%
Somewhat oppose	(2) 793 8%	384	105	107	343	194	82	338	198	67	331	215	62	353	141	62	369	394	7
		12%	4%	5%	13%	6%	5%	13%	6%	5%	13%	6%	6%	13%	6%	6%	7%	8%	9%
Strongly oppose	(1) 331 3%	182	24	23	166	50	22	161	53	21	158	74	18	169	45	21	156	160	7
		6%	1%	1%	6%	1%	1%	6%	2%	2%	6%	2%	2%	6%	2%	2%	3%	3%	9%
Don't know	2119 21%	595	423	328	465	619	168	439	594	141	434	569	118	470	381	116	1307	664	10
		19%	18%	16%	18%	18%	11%	17%	18%	11%	17%	16%	12%	17%	15%	11%	26%	14%	13%
Mean	3.14	2.90	3.34	3.33	2.87	3.28	3.32	2.87	3.28	3.32	2.85	3.27	3.27	2.88	3.31	3.28	3.11	3.16	3.03
Standard Error	0.01	0.01	0.02	0.01	0.02	0.01	0.02	0.02	0.01	0.02	0.02	0.01	0.02	0.02	0.02	0.02	0.01	0.01	0.11
Standard Deviation	0.75	0.78	0.64	0.65	0.80	0.67	0.66	0.79	0.68	0.66	0.78	0.70	0.68	0.78	0.69	0.69	0.74	0.75	0.93

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 134

Q29. Do you broadly support or oppose the general aims of Amnesty International?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly support (4)	2584 25%	30 30%	90 23%	181 14%	346 17%	154 23%	66 14%	23 20%	29 22%	196 19%	331 28%	591 57%	280 45%	53 32%	39 42%	135 20%	41 20%	259 23%	2325 26%	477 28%	911 24%
Somewhat support (3)	4411 43%	39 40%	145 37%	461 36%	966 47%	261 40%	215 46%	53 47%	44 32%	526 51%	597 50%	365 35%	262 42%	75 45%	39 42%	304 44%	58 28%	430 38%	3981 44%	730 44%	1704 44%
Somewhat oppose (2)	793 8%	6 6%	24 6%	87 7%	202 10%	59 9%	46 10%	4 4%	10 7%	132 13%	101 8%	22 2%	26 4%	18 11%	4 4%	39 6%	13 6%	91 8%	702 8%	100 6%	283 7%
Strongly oppose (1)	331 3%	3 3%	11 3%	52 4%	80 4%	11 2%	25 5%	4 4%	- -	58 6%	41 3%	5 1%	7 1%	8 5%	2 2%	15 2%	10 5%	43 4%	288 3%	32 2%	129 3%
Don't know	2119 21%	21 21%	119 31%	493 39%	475 23%	170 26%	111 24%	28 25%	53 39%	124 12%	128 11%	48 5%	48 8%	11 7%	9 10%	195 28%	86 41%	323 28%	1797 20%	337 20%	837 22%
Mean	3.14	3.23	3.17	2.99	2.99	3.15	2.92	3.12	3.24	2.94	3.14	3.57	3.42	3.13	3.37	3.13	3.07	3.10	3.14	3.23	3.12
Standard Error	0.01	0.08	0.05	0.03	0.02	0.03	0.04	0.08	0.07	0.03	0.02	0.02	0.03	0.06	0.08	0.03	0.08	0.03	0.01	0.02	0.01
Standard Deviation	0.75	0.75	0.74	0.78	0.74	0.72	0.77	0.71	0.65	0.78	0.73	0.57	0.63	0.81	0.69	0.68	0.87	0.79	0.74	0.69	0.74

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 134

Q29. Do you broadly support or oppose the general aims of Amnesty International?

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397	
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381	
Strongly support	(4) 2584 25%	761 35%	195 31%	197 31%	183 29%	266 24%	197 22%	194 19%	210 19%	207 18%	174 20%	72 19%	
Somewhat support	(3) 4411 43%	773 35%	249 40%	267 42%	266 42%	428 39%	415 46%	524 51%	551 49%	583 50%	353 41%	160 42%	
Somewhat oppose	(2) 793 8%	113 5%	31 5%	35 6%	38 6%	71 6%	72 8%	97 10%	98 9%	130 11%	107 13%	38 10%	
Strongly oppose	(1) 331 3%	76 3%	11 2%	17 3%	7 1%	24 2%	31 3%	23 2%	47 4%	45 4%	52 6%	22 6%	
Don't know	2119 21%	460 21%	143 23%	120 19%	135 21%	302 28%	193 21%	180 18%	211 19%	208 18%	167 20%	88 23%	
Mean	3.14	3.29	3.29	3.25	3.27	3.19	3.09	3.06	3.02	2.99	2.95	2.96	
Standard Error	0.01	0.02	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.05	
Standard Deviation	0.75	0.78	0.68	0.72	0.66	0.72	0.73	0.67	0.74	0.73	0.84	0.82	

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 135

Q29. Do you broadly support or oppose the general aims of Fathers for Justice?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly support (4)	1473 14%	810 16%	663 13%	113 22%	262 18%	332 17%	300 14%	271 11%	195 11%	427 12%	486 14%	208 16%	351 19%	123 14%	72 15%	203 16%	137 14%	135 16%	109 14%	73 14%	94 13%	142 14%	245 15%	141 14%
Somewhat support (3)	4966 49%	2617 50%	2349 47%	209 40%	604 42%	939 49%	1013 49%	1280 53%	921 50%	1884 52%	1684 48%	641 49%	758 42%	392 46%	230 47%	667 51%	461 47%	415 48%	409 51%	239 48%	377 52%	491 47%	801 47%	484 49%
Somewhat oppose (2)	1144 11%	633 12%	512 10%	27 5%	105 7%	156 8%	245 12%	325 13%	287 16%	507 14%	384 11%	105 8%	148 8%	101 12%	55 11%	124 9%	118 12%	103 12%	75 9%	56 11%	78 11%	119 11%	190 11%	125 13%
Strongly oppose (1)	388 4%	246 5%	143 3%	7 1%	37 3%	59 3%	77 4%	117 5%	91 5%	174 5%	122 4%	36 3%	56 3%	26 3%	21 4%	48 4%	35 4%	33 4%	25 3%	19 4%	25 3%	34 3%	70 4%	52 5%
Don't know	2267 22%	898 17%	1369 27%	165 32%	437 30%	440 23%	431 21%	439 18%	355 19%	639 18%	815 23%	305 24%	508 28%	220 26%	113 23%	268 20%	221 23%	180 21%	188 23%	115 23%	149 21%	257 25%	380 23%	175 18%
Mean	2.94	2.93	2.96	3.20	3.08	3.04	2.94	2.86	2.82	2.86	2.95	3.03	3.07	2.95	2.93	2.98	2.93	2.95	2.97	2.95	2.94	2.94	2.94	2.89
Standard Error	0.01	0.01	0.01	0.04	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.02	0.02	0.03	0.04	0.02	0.03	0.03	0.03	0.04	0.03	0.03	0.02	0.03
Standard Deviation	0.72	0.75	0.69	0.66	0.71	0.70	0.72	0.72	0.73	0.72	0.71	0.68	0.74	0.71	0.75	0.71	0.72	0.73	0.68	0.72	0.69	0.71	0.74	0.76

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 135

Q29. Do you broadly support or oppose the general aims of Fathers for Justice?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly support	(4) 1473 14%	406	366	260	335	511	187	321	521	161	288	547	124	321	374	132	872	543	16
		13%	15%	12%	13%	15%	12%	12%	15%	12%	12%	15%	12%	12%	15%	13%	18%	11%	21%
Somewhat support	(3) 4966 49%	1652	1148	1061	1360	1597	831	1344	1615	701	1291	1784	508	1436	1228	532	2328	2431	33
		52%	48%	50%	52%	48%	54%	52%	48%	53%	52%	50%	50%	52%	49%	51%	47%	51%	41%
Somewhat oppose	(2) 1144 11%	405	286	250	347	416	183	343	407	176	334	427	140	376	315	155	484	609	12
		13%	12%	12%	13%	12%	12%	13%	12%	13%	13%	12%	14%	14%	13%	15%	10%	13%	15%
Strongly oppose	(1) 388 4%	129	104	76	111	145	59	106	155	48	107	158	35	123	116	41	160	216	4
		4%	4%	4%	4%	4%	4%	4%	5%	4%	4%	4%	3%	4%	5%	4%	3%	5%	5%
Don't know	2267 22%	611	509	457	473	675	289	457	678	248	462	673	200	517	462	193	1121	962	15
		19%	21%	22%	18%	20%	19%	18%	20%	19%	19%	19%	20%	19%	19%	18%	23%	20%	19%
Mean	2.94	2.90	2.93	2.91	2.89	2.93	2.91	2.89	2.93	2.90	2.87	2.93	2.89	2.87	2.91	2.88	3.02	2.87	2.95
Standard Error	0.01	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.01	0.02	0.02	0.01	0.01	0.10
Standard Deviation	0.72	0.71	0.75	0.70	0.72	0.75	0.69	0.71	0.75	0.69	0.71	0.74	0.70	0.71	0.75	0.71	0.72	0.72	0.82

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 135

Q29. Do you broadly support or oppose the general aims of Fathers for Justice?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly support (4)	1473 14%	18 18%	51 13%	264 21%	280 14%	114 17%	60 13%	16 14%	45 33%	120 12%	144 12%	110 11%	88 14%	20 12%	9 9%	106 15%	28 14%	184 16%	1289 14%	205 12%	641 17%
Somewhat support (3)	4966 49%	47 47%	168 43%	560 44%	1035 50%	291 44%	234 51%	52 46%	48 36%	558 54%	642 54%	497 48%	312 50%	87 52%	56 60%	322 47%	59 28%	475 41%	4492 49%	843 50%	1854 48%
Somewhat oppose (2)	1144 11%	7 7%	29 8%	80 6%	234 11%	81 12%	51 11%	6 5%	11 8%	133 13%	152 13%	175 17%	68 11%	23 14%	10 11%	67 10%	18 9%	116 10%	1029 11%	200 12%	372 10%
Strongly oppose (1)	388 4%	3 3%	14 4%	43 3%	59 3%	25 4%	16 3%	1 1%	4 3%	47 4%	50 4%	64 6%	32 5%	4 2%	7 7%	13 2%	8 4%	54 5%	334 4%	60 4%	137 4%
Don't know	2267 22%	25 25%	126 32%	327 26%	461 22%	146 22%	102 22%	37 33%	29 21%	178 17%	209 17%	184 18%	124 20%	31 19%	12 13%	181 26%	94 46%	318 28%	1949 21%	368 22%	859 22%
Mean	2.94	3.06	2.98	3.10	2.96	2.97	2.94	3.11	3.25	2.88	2.89	2.77	2.91	2.92	2.82	3.03	2.95	2.95	2.94	2.91	3.00
Standard Error	0.01	0.08	0.04	0.02	0.02	0.04	0.04	0.07	0.08	0.02	0.02	0.03	0.03	0.06	0.08	0.03	0.08	0.03	0.01	0.02	0.01
Standard Deviation	0.72	0.71	0.72	0.73	0.68	0.76	0.69	0.58	0.77	0.71	0.70	0.77	0.75	0.66	0.74	0.67	0.83	0.79	0.71	0.70	0.72

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 135

Q29. Do you broadly support or oppose the general aims of Fathers for Justice?

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397	
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381	
Strongly support	(4) 1473 14%	403 18%	99 16%	99 15%	74 12%	143 13%	121 13%	117 11%	128 11%	146 12%	142 17%	73 19%	
Somewhat support	(3) 4966 49%	958 44%	298 47%	313 49%	325 52%	522 48%	425 47%	524 51%	605 54%	605 52%	392 46%	188 49%	
Somewhat oppose	(2) 1144 11%	231 11%	64 10%	69 11%	61 10%	97 9%	107 12%	142 14%	126 11%	154 13%	93 11%	29 8%	
Strongly oppose	(1) 388 4%	115 5%	21 3%	14 2%	26 4%	31 3%	29 3%	24 2%	32 3%	50 4%	46 5%	13 4%	
Don't know	2267 22%	477 22%	147 23%	142 22%	144 23%	297 27%	225 25%	210 21%	227 20%	218 19%	180 21%	78 20%	
Mean	2.94	2.97	2.99	3.00	2.92	2.98	2.94	2.91	2.93	2.89	2.93	3.06	
Standard Error	0.01	0.02	0.03	0.03	0.03	0.02	0.03	0.02	0.02	0.02	0.03	0.04	
Standard Deviation	0.72	0.80	0.72	0.67	0.70	0.68	0.71	0.66	0.65	0.72	0.79	0.71	

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 136

Q29. Do you broadly support or oppose the general aims of League Against Cruel Sports?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly support (4)	2496 24%	1102 21%	1394 28%	112 22%	304 21%	511 27%	551 27%	605 25%	413 22%	766 21%	818 23%	356 27%	556 31%	212 25%	120 24%	365 28%	232 24%	215 25%	216 27%	135 27%	177 25%	231 22%	361 21%	231 24%
Somewhat support (3)	3447 34%	1851 36%	1596 32%	150 29%	436 30%	618 32%	709 34%	864 36%	670 36%	1311 36%	1212 35%	393 30%	530 29%	298 35%	182 37%	434 33%	329 34%	326 38%	255 32%	151 30%	218 30%	326 31%	595 35%	331 34%
Somewhat oppose (2)	1490 15%	992 19%	499 10%	36 7%	125 9%	208 11%	294 14%	444 18%	384 21%	684 19%	487 14%	142 11%	178 10%	130 15%	52 11%	162 12%	126 13%	108 13%	127 16%	79 16%	124 17%	136 13%	280 17%	165 17%
Strongly oppose (1)	628 6%	462 9%	166 3%	12 2%	48 3%	77 4%	130 6%	190 8%	171 9%	303 8%	177 5%	74 6%	74 4%	41 5%	35 7%	66 5%	63 6%	34 4%	54 7%	22 4%	45 6%	63 6%	112 7%	94 10%
Don't know	2177 21%	797 15%	1381 27%	211 41%	531 37%	512 27%	381 18%	329 14%	213 12%	567 16%	798 23%	330 25%	482 26%	180 21%	103 21%	282 22%	223 23%	183 21%	154 19%	113 23%	158 22%	287 27%	338 20%	156 16%
Mean	2.97	2.82	3.15	3.17	3.09	3.10	3.00	2.90	2.81	2.83	2.99	3.07	3.17	3.00	2.99	3.07	2.97	3.06	2.97	3.03	2.94	2.96	2.89	2.85
Standard Error	0.01	0.01	0.01	0.04	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.05	0.03	0.03	0.03	0.04	0.05	0.04	0.03	0.02	0.03
Standard Deviation	0.90	0.93	0.82	0.77	0.82	0.85	0.90	0.92	0.93	0.92	0.86	0.91	0.86	0.86	0.90	0.87	0.90	0.82	0.93	0.89	0.92	0.90	0.89	0.96

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 136

Q29. Do you broadly support or oppose the general aims of League Against Cruel Sports?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly support	(4) 2496 24%	554	773	529	429	1034	380	407	1053	347	387	1170	239	460	833	282	1394	979	22
		17%	32%	25%	16%	31%	25%	16%	31%	26%	16%	33%	24%	17%	33%	27%	28%	21%	27%
Somewhat support	(3) 3447 34%	1002	914	809	829	1238	601	806	1253	512	794	1324	388	889	957	408	1623	1688	20
		31%	38%	38%	32%	37%	39%	31%	37%	38%	32%	37%	38%	32%	38%	39%	33%	35%	26%
Somewhat oppose	(2) 1490 15%	688	208	289	607	339	242	622	341	219	595	387	180	665	258	166	587	843	14
		21%	9%	14%	23%	10%	16%	24%	10%	16%	24%	11%	18%	24%	10%	16%	12%	18%	18%
Strongly oppose	(1) 628 6%	357	51	95	327	103	89	326	109	67	306	131	53	335	77	60	215	384	12
		11%	2%	5%	12%	3%	6%	13%	3%	5%	12%	4%	5%	12%	3%	6%	4%	8%	15%
Don't know	2177 21%	601	468	383	433	631	238	411	619	190	402	578	148	425	370	137	1147	866	12
		19%	19%	18%	17%	19%	15%	16%	18%	14%	16%	16%	15%	15%	15%	13%	23%	18%	15%
Mean	2.97	2.67	3.24	3.03	2.62	3.18	2.97	2.60	3.18	3.00	2.61	3.17	2.94	2.63	3.20	3.00	3.10	2.84	2.77
Standard Error	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.01	0.01	0.13
Standard Deviation	0.90	0.96	0.74	0.83	0.96	0.79	0.86	0.96	0.79	0.85	0.95	0.81	0.86	0.95	0.79	0.87	0.86	0.91	1.08

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 136

Q29. Do you broadly support or oppose the general aims of League Against Cruel Sports?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly support (4)	2496 24%	28 28%	82 21%	305 24%	492 24%	212 32%	137 30%	35 31%	43 31%	163 16%	217 18%	320 31%	195 31%	27 16%	22 24%	176 26%	41 20%	287 25%	2209 24%	396 24%	889 23%
Somewhat support (3)	3447 34%	29 29%	120 31%	391 31%	709 34%	211 32%	158 34%	34 30%	38 28%	315 30%	411 34%	444 43%	227 36%	38 23%	39 42%	242 35%	44 21%	338 30%	3108 34%	642 38%	1256 33%
Somewhat oppose (2)	1490 15%	7 7%	43 11%	122 10%	309 15%	61 9%	60 13%	13 11%	14 10%	268 26%	255 21%	96 9%	84 13%	41 25%	18 19%	75 11%	25 12%	161 14%	1329 15%	205 12%	548 14%
Strongly oppose (1)	628 6%	5 5%	8 2%	61 5%	126 6%	19 3%	21 4%	4 3%	4 3%	145 14%	108 9%	32 3%	22 3%	27 17%	6 6%	30 4%	11 5%	62 5%	567 6%	77 5%	259 7%
Don't know	2177 21%	31 31%	135 35%	395 31%	433 21%	153 23%	88 19%	28 24%	37 27%	145 14%	207 17%	138 13%	95 15%	32 19%	8 9%	165 24%	87 42%	298 26%	1880 21%	357 21%	910 24%
Mean	2.97	3.18	3.10	3.07	2.96	3.22	3.10	3.17	3.21	2.56	2.74	3.18	3.13	2.49	2.91	3.08	2.96	3.00	2.96	3.03	2.94
Standard Error	0.01	0.10	0.05	0.03	0.02	0.04	0.04	0.09	0.09	0.03	0.03	0.03	0.04	0.09	0.09	0.04	0.09	0.03	0.01	0.02	0.02
Standard Deviation	0.90	0.87	0.78	0.87	0.89	0.80	0.86	0.85	0.84	0.97	0.92	0.76	0.82	1.04	0.86	0.84	0.95	0.91	0.90	0.83	0.91

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 136

Q29. Do you broadly support or oppose the general aims of League Against Cruel Sports?

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base		10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base		10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Strongly support	(4)	2496 24%	798 37%	176 28%	169 27%	149 24%	240 22%	176 19%	206 20%	205 18%	193 16%	185 22%	103 27%
Somewhat support	(3)	3447 34%	677 31%	221 35%	248 39%	254 40%	367 34%	326 36%	353 35%	371 33%	395 34%	235 28%	109 29%
Somewhat oppose	(2)	1490 15%	167 8%	61 10%	67 11%	69 11%	131 12%	145 16%	203 20%	242 22%	247 21%	158 19%	64 17%
Strongly oppose	(1)	628 6%	92 4%	24 4%	20 3%	15 2%	55 5%	42 5%	67 7%	91 8%	115 10%	107 13%	33 9%
Don't know		2177 21%	451 21%	146 23%	132 21%	142 23%	298 27%	219 24%	189 19%	209 19%	223 19%	169 20%	72 19%
Mean		2.97	3.26	3.14	3.12	3.10	3.00	2.92	2.84	2.76	2.70	2.73	2.91
Standard Error		0.01	0.02	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.05
Standard Deviation		0.90	0.84	0.82	0.78	0.75	0.86	0.84	0.89	0.91	0.93	1.03	0.98

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 137

Q29. Do you broadly support or oppose the general aims of Countryside Alliance?**Base : All respondents**

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly support (4)	1319 13%	698 13%	622 12%	54 10%	126 9%	185 10%	254 12%	349 14%	352 19%	492 14%	405 12%	184 14%	238 13%	97 11%	59 12%	171 13%	105 11%	98 11%	136 17%	51 10%	104 14%	105 10%	241 14%	151 15%
Somewhat support (3)	3316 32%	1895 36%	1422 28%	125 24%	313 22%	519 27%	689 33%	890 37%	779 42%	1285 35%	1099 31%	392 30%	540 30%	258 30%	157 32%	421 32%	311 32%	290 34%	261 32%	174 35%	246 34%	295 28%	567 34%	334 34%
Somewhat oppose (2)	1454 14%	883 17%	571 11%	41 8%	172 12%	274 14%	318 15%	408 17%	241 13%	635 17%	501 14%	139 11%	179 10%	141 16%	71 15%	177 13%	144 15%	125 14%	111 14%	70 14%	110 14%	155 15%	208 12%	143 15%
Strongly oppose (1)	881 9%	553 11%	328 7%	16 3%	88 6%	177 9%	171 8%	267 11%	161 9%	388 11%	280 8%	92 7%	121 7%	75 9%	46 9%	117 9%	94 10%	73 8%	55 7%	45 9%	64 9%	74 7%	138 8%	100 10%
Don't know	3267 32%	1174 23%	2093 42%	286 55%	744 52%	771 40%	634 31%	517 21%	316 17%	830 23%	1206 35%	488 38%	742 41%	289 34%	159 32%	424 32%	318 33%	279 32%	242 30%	161 32%	198 27%	415 40%	532 32%	250 26%
Mean	2.73	2.68	2.79	2.92	2.68	2.62	2.72	2.69	2.86	2.67	2.71	2.83	2.83	2.66	2.69	2.73	2.65	2.71	2.85	2.68	2.75	2.69	2.79	2.74
Standard Error	0.01	0.01	0.02	0.05	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.03	0.03	0.04	0.05	0.03	0.04	0.04	0.04	0.05	0.04	0.04	0.03	0.03
Standard Deviation	0.91	0.92	0.90	0.82	0.91	0.93	0.89	0.93	0.89	0.92	0.90	0.91	0.90	0.91	0.92	0.92	0.91	0.89	0.90	0.89	0.91	0.89	0.91	0.94

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 137

Q29. Do you broadly support or oppose the general aims of Countryside Alliance?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly support	(4) 1319 13%	595	227	207	541	326	174	534	340	139	490	391	117	544	261	107	634	628	26
		19%	9%	10%	21%	10%	11%	21%	10%	10%	20%	11%	12%	20%	10%	10%	13%	13%	33%
Somewhat support	(3) 3316 32%	1381	611	615	1208	893	504	1195	900	448	1174	986	348	1298	646	350	1499	1691	26
		43%	25%	29%	46%	27%	33%	46%	27%	34%	47%	27%	35%	47%	26%	33%	30%	36%	33%
Somewhat oppose	(2) 1454 14%	322	454	413	230	637	294	232	639	276	222	720	202	268	532	223	615	779	11
		10%	19%	20%	9%	19%	19%	9%	19%	21%	9%	20%	20%	10%	21%	21%	12%	16%	14%
Strongly oppose	(1) 881 9%	115	355	247	83	436	205	75	466	176	78	507	117	95	386	152	369	461	4
		4%	15%	12%	3%	13%	13%	3%	14%	13%	3%	14%	12%	3%	15%	14%	7%	10%	5%
Don't know	3267 32%	790	766	622	564	1053	371	535	1030	296	519	986	224	569	670	220	1848	1201	12
		25%	32%	30%	21%	31%	24%	21%	31%	22%	21%	27%	22%	21%	27%	21%	37%	25%	15%
Mean	2.73	3.02	2.43	2.53	3.07	2.48	2.55	3.07	2.47	2.53	3.06	2.48	2.59	3.04	2.43	2.49	2.77	2.70	3.12
Standard Error	0.01	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.11
Standard Deviation	0.91	0.76	0.98	0.93	0.73	0.96	0.94	0.72	0.97	0.93	0.72	0.97	0.92	0.73	0.98	0.93	0.91	0.91	0.88

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 137

Q29. Do you broadly support or oppose the general aims of Countryside Alliance?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly support (4)	1319 13%	11 11%	33 8%	143 11%	346 17%	76 12%	70 15%	12 11%	13 10%	230 22%	146 12%	56 5%	51 8%	30 18%	11 12%	76 11%	15 7%	153 13%	1166 13%	152 9%	480 12%
Somewhat support (3)	3316 32%	21 21%	83 21%	336 26%	799 39%	177 27%	191 41%	32 29%	36 27%	458 44%	469 39%	197 19%	170 27%	65 39%	30 33%	217 31%	34 17%	321 28%	2996 33%	486 29%	1166 30%
Somewhat oppose (2)	1454 14%	10 10%	48 12%	128 10%	206 10%	99 15%	53 12%	17 15%	13 9%	121 12%	204 17%	287 28%	135 22%	30 18%	19 21%	65 9%	20 10%	156 14%	1298 14%	299 18%	565 15%
Strongly oppose (1)	881 9%	4 4%	25 6%	44 3%	96 5%	65 10%	21 5%	5 5%	9 7%	51 5%	108 9%	258 25%	112 18%	5 3%	13 15%	44 6%	21 10%	90 8%	791 9%	167 10%	316 8%
Don't know	3267 32%	54 54%	199 51%	623 49%	622 30%	240 37%	126 27%	46 41%	65 48%	177 17%	270 23%	232 23%	154 25%	36 22%	18 20%	287 42%	117 57%	426 37%	2841 31%	572 34%	1338 35%
Mean	2.73	2.85	2.65	2.89	2.96	2.64	2.92	2.76	2.75	3.01	2.70	2.06	2.34	2.92	2.53	2.81	2.48	2.75	2.73	2.56	2.72
Standard Error	0.01	0.13	0.07	0.03	0.02	0.05	0.04	0.11	0.11	0.03	0.03	0.03	0.04	0.07	0.11	0.04	0.11	0.03	0.01	0.03	0.02
Standard Deviation	0.91	0.89	0.92	0.82	0.80	0.95	0.78	0.84	0.90	0.80	0.87	0.92	0.96	0.78	0.96	0.87	1.03	0.93	0.91	0.91	0.91

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 137

Q29. Do you broadly support or oppose the general aims of Countryside Alliance?

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397	
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381	
Strongly support	(4) 1319 13%	228 10%	49 8%	50 8%	58 9%	122 11%	107 12%	119 12%	163 15%	210 18%	214 25%	76 20%	
Somewhat support	(3) 3316 32%	470 22%	163 26%	173 27%	159 25%	308 28%	300 33%	402 40%	475 43%	529 45%	338 40%	120 31%	
Somewhat oppose	(2) 1454 14%	376 17%	103 16%	120 19%	114 18%	142 13%	136 15%	145 14%	127 11%	120 10%	72 8%	52 14%	
Strongly oppose	(1) 881 9%	401 18%	77 12%	55 9%	58 9%	67 6%	55 6%	53 5%	36 3%	38 3%	41 5%	23 6%	
Don't know	3267 32%	709 32%	237 38%	238 37%	240 38%	452 41%	310 34%	298 29%	316 28%	277 24%	189 22%	110 29%	
Mean	2.73	2.36	2.47	2.55	2.56	2.76	2.77	2.82	2.95	3.02	3.09	2.92	
Standard Error	0.01	0.03	0.05	0.04	0.05	0.03	0.03	0.03	0.03	0.02	0.03	0.05	
Standard Deviation	0.91	1.04	0.94	0.88	0.92	0.88	0.85	0.79	0.74	0.73	0.82	0.90	

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 138

Q29. Do you broadly support or oppose the general aims of Stop the War Coalition?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly support (4)	1606 16%	729 14%	877 17%	104 20%	231 16%	322 17%	308 15%	385 16%	256 14%	520 14%	523 15%	202 16%	362 20%	151 18%	66 13%	239 18%	134 14%	135 16%	128 16%	79 16%	92 13%	195 19%	255 15%	131 13%
Somewhat support (3)	3177 31%	1590 31%	1587 32%	159 31%	439 30%	572 30%	664 32%	748 31%	595 32%	1128 31%	1149 33%	412 32%	488 27%	255 30%	141 29%	417 32%	312 32%	284 33%	246 31%	162 32%	226 31%	343 33%	492 29%	299 31%
Somewhat oppose (2)	1497 15%	1107 21%	390 8%	56 11%	150 10%	256 13%	298 14%	412 17%	327 18%	674 19%	479 14%	154 12%	190 10%	139 16%	81 16%	163 12%	141 15%	121 14%	120 15%	62 12%	120 17%	136 13%	271 16%	142 15%
Strongly oppose (1)	709 7%	597 11%	112 2%	12 2%	64 4%	105 5%	156 8%	186 8%	187 10%	331 9%	210 6%	91 7%	77 4%	67 8%	40 8%	80 6%	67 7%	51 6%	52 6%	23 5%	49 7%	74 7%	129 8%	78 8%
Don't know	3248 32%	1180 23%	2068 41%	189 36%	560 39%	671 35%	640 31%	701 29%	486 26%	978 27%	1131 32%	436 34%	703 39%	248 29%	164 33%	411 31%	318 33%	275 32%	259 32%	175 35%	235 33%	295 28%	540 32%	327 33%
Mean	2.81	2.61	3.09	3.07	2.95	2.89	2.79	2.77	2.67	2.69	2.84	2.84	3.01	2.80	2.71	2.91	2.78	2.85	2.83	2.91	2.74	2.88	2.76	2.74
Standard Error	0.01	0.01	0.01	0.04	0.03	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.03	0.04	0.05	0.03	0.03	0.04	0.04	0.05	0.04	0.03	0.03	0.04
Standard Deviation	0.90	0.95	0.76	0.79	0.85	0.88	0.90	0.92	0.93	0.92	0.87	0.90	0.88	0.93	0.92	0.89	0.89	0.87	0.90	0.84	0.88	0.91	0.92	0.91

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 138

Q29. Do you broadly support or oppose the general aims of Stop the War Coalition?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly support	(4) 1606 16%	349	410	373	289	546	290	283	581	223	243	662	158	290	491	158	817	702	21
		11%	17%	18%	11%	16%	19%	11%	17%	17%	10%	18%	16%	10%	20%	15%	16%	15%	26%
Somewhat support	(3) 3177 31%	908	784	764	779	1085	570	766	1092	497	720	1195	354	814	846	370	1527	1507	22
		28%	33%	36%	30%	32%	37%	30%	32%	37%	29%	33%	35%	29%	34%	35%	31%	32%	28%
Somewhat oppose	(2) 1497 15%	607	356	269	498	509	205	488	502	197	465	535	165	532	355	179	647	796	19
		19%	15%	13%	19%	15%	13%	19%	15%	15%	19%	15%	16%	19%	14%	17%	13%	17%	24%
Strongly oppose	(1) 709 7%	358	131	90	305	200	85	298	208	75	300	212	63	321	122	71	283	402	5
		11%	5%	4%	12%	6%	5%	12%	6%	6%	12%	6%	6%	12%	5%	7%	6%	8%	6%
Don't know	3248 32%	981	732	608	755	1004	399	736	993	343	754	986	268	817	682	273	1692	1353	12
		31%	30%	29%	29%	30%	26%	29%	29%	26%	30%	27%	27%	29%	27%	26%	34%	28%	15%
Mean	2.81	2.56	2.88	2.95	2.56	2.84	2.93	2.56	2.86	2.88	2.52	2.89	2.82	2.55	2.94	2.79	2.88	2.74	2.88
Standard Error	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.11
Standard Deviation	0.90	0.94	0.87	0.82	0.94	0.88	0.85	0.94	0.89	0.84	0.94	0.88	0.86	0.93	0.86	0.87	0.88	0.92	0.95

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 138

Q29. Do you broadly support or oppose the general aims of Stop the War Coalition?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly support (4)	1606 16%	22 22%	57 15%	188 15%	306 15%	112 17%	67 15%	19 17%	29 22%	97 9%	127 11%	273 27%	138 22%	30 18%	31 33%	90 13%	20 10%	200 17%	1406 15%	248 15%	582 15%
Somewhat support (3)	3177 31%	33 33%	122 31%	339 27%	661 32%	193 29%	149 32%	27 24%	38 28%	288 28%	364 30%	399 39%	229 37%	42 25%	30 32%	220 32%	43 21%	317 28%	2860 31%	548 33%	1174 30%
Somewhat oppose (2)	1497 15%	6 6%	30 8%	169 13%	263 13%	97 15%	59 13%	15 14%	13 9%	239 23%	257 21%	117 11%	90 15%	44 27%	10 11%	67 10%	21 10%	152 13%	1346 15%	250 15%	594 15%
Strongly oppose (1)	709 7%	6 6%	23 6%	88 7%	119 6%	27 4%	28 6%	8 7%	8 6%	137 13%	136 11%	33 3%	23 4%	16 10%	6 6%	36 5%	15 7%	74 7%	635 7%	101 6%	299 8%
Don't know	3248 32%	33 33%	157 40%	489 38%	720 35%	228 35%	159 34%	43 38%	48 35%	274 26%	314 26%	208 20%	142 23%	32 20%	16 17%	275 40%	108 52%	403 35%	2845 31%	529 32%	1214 31%
Mean	2.81	3.07	2.92	2.80	2.86	2.91	2.85	2.81	3.02	2.45	2.55	3.11	3.00	2.65	3.12	2.88	2.68	2.86	2.81	2.82	2.77
Standard Error	0.01	0.11	0.06	0.03	0.02	0.04	0.05	0.12	0.10	0.03	0.03	0.03	0.04	0.08	0.10	0.04	0.10	0.03	0.01	0.03	0.02
Standard Deviation	0.90	0.88	0.88	0.93	0.87	0.86	0.87	0.97	0.92	0.93	0.92	0.79	0.82	0.97	0.91	0.85	0.97	0.93	0.90	0.87	0.92

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 138

Q29. Do you broadly support or oppose the general aims of Stop the War Coalition?

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397	
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381	
Strongly support	(4) 1606 16%	552 25%	105 17%	109 17%	110 18%	148 14%	118 13%	109 11%	100 9%	126 11%	129 15%	72 19%	
Somewhat support	(3) 3177 31%	666 31%	193 31%	230 36%	207 33%	346 32%	287 32%	323 32%	358 32%	334 28%	232 27%	123 32%	
Somewhat oppose	(2) 1497 15%	231 11%	86 14%	81 13%	76 12%	120 11%	132 15%	203 20%	210 19%	223 19%	136 16%	43 11%	
Strongly oppose	(1) 709 7%	128 6%	32 5%	25 4%	20 3%	54 5%	56 6%	65 6%	89 8%	139 12%	102 12%	32 8%	
Don't know	3248 32%	607 28%	213 34%	191 30%	216 34%	423 39%	314 35%	318 31%	361 32%	351 30%	253 30%	111 29%	
Mean	2.81	3.04	2.89	2.95	2.99	2.88	2.79	2.68	2.62	2.54	2.65	2.87	
Standard Error	0.01	0.02	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.06	
Standard Deviation	0.90	0.91	0.87	0.81	0.80	0.84	0.87	0.85	0.86	0.94	1.00	0.94	

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 139

Q29. Do you broadly support or oppose the general aims of Electoral Reform Society?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly support (4)	1332 13%	876 17%	456 9%	60 11%	156 11%	199 10%	243 12%	382 16%	293 16%	591 16%	410 12%	142 11%	189 10%	113 13%	58 12%	167 13%	116 12%	112 13%	97 12%	71 14%	99 14%	136 13%	233 14%	131 13%
Somewhat support (3)	3221 31%	1881 36%	1340 27%	108 21%	333 23%	524 27%	641 31%	941 39%	675 36%	1322 36%	1087 31%	353 27%	459 25%	282 33%	149 30%	423 32%	309 32%	272 31%	236 29%	140 28%	237 33%	319 31%	532 32%	320 33%
Somewhat oppose (2)	1234 12%	785 15%	450 9%	36 7%	106 7%	176 9%	268 13%	320 13%	329 18%	519 14%	404 12%	140 11%	170 9%	100 12%	58 12%	149 11%	120 12%	104 12%	100 12%	56 11%	98 14%	109 10%	221 13%	120 12%
Strongly oppose (1)	435 4%	282 5%	153 3%	11 2%	36 2%	52 3%	83 4%	126 5%	128 7%	171 5%	132 4%	45 3%	88 5%	25 3%	17 3%	59 5%	35 4%	41 5%	30 4%	25 5%	37 5%	49 5%	81 5%	37 4%
Don't know	4015 39%	1378 26%	2637 52%	307 59%	815 56%	975 51%	831 40%	663 27%	425 23%	1026 28%	1458 42%	615 47%	916 50%	342 40%	210 43%	512 39%	393 40%	337 39%	344 43%	209 42%	251 35%	430 41%	619 37%	369 38%
Mean	2.88	2.88	2.87	3.01	2.97	2.91	2.85	2.89	2.80	2.90	2.87	2.87	2.83	2.93	2.88	2.87	2.87	2.86	2.86	2.88	2.85	2.89	2.86	2.89
Standard Error	0.01	0.01	0.02	0.05	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.03	0.03	0.03	0.05	0.03	0.03	0.04	0.04	0.05	0.04	0.03	0.03	0.03
Standard Deviation	0.82	0.85	0.79	0.81	0.80	0.78	0.81	0.82	0.87	0.82	0.80	0.81	0.87	0.77	0.80	0.82	0.79	0.84	0.82	0.87	0.84	0.84	0.84	0.80

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 139

Q29. Do you broadly support or oppose the general aims of Electoral Reform Society?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly support	(4) 1332 13%	255	313	496	224	451	397	218	471	368	199	552	291	246	383	301	519	736	24
		8%	13%	24%	9%	13%	26%	8%	14%	28%	8%	15%	29%	9%	15%	29%	10%	15%	31%
Somewhat support	(3) 3221 31%	999	814	790	842	1128	600	821	1170	521	797	1319	369	915	930	404	1414	1679	22
		31%	34%	38%	32%	34%	39%	32%	35%	39%	32%	37%	37%	33%	37%	38%	28%	35%	27%
Somewhat oppose	(2) 1234 12%	613	287	127	507	379	106	515	387	94	493	403	69	545	300	76	532	659	15
		19%	12%	6%	19%	11%	7%	20%	11%	7%	20%	11%	7%	20%	12%	7%	11%	14%	19%
Strongly oppose	(1) 435 4%	254	88	29	230	126	22	221	125	19	215	119	14	236	76	15	197	215	6
		8%	4%	1%	9%	4%	1%	9%	4%	1%	9%	3%	1%	9%	3%	1%	4%	5%	7%
Don't know	4015 39%	1082	911	662	823	1261	425	796	1223	333	779	1197	265	832	807	257	2304	1472	13
		34%	38%	31%	31%	38%	27%	31%	36%	25%	31%	33%	26%	30%	32%	24%	46%	31%	16%
Mean	2.88	2.59	2.90	3.22	2.59	2.91	3.22	2.58	2.92	3.24	2.58	2.96	3.26	2.60	2.96	3.24	2.85	2.89	2.97
Standard Error	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.01	0.12
Standard Deviation	0.82	0.85	0.79	0.68	0.86	0.80	0.69	0.86	0.79	0.69	0.85	0.77	0.70	0.86	0.76	0.70	0.82	0.82	0.97

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 139

Q29. Do you broadly support or oppose the general aims of Electoral Reform Society?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly support (4)	1332 13%	13 13%	36 9%	106 8%	175 8%	58 9%	50 11%	10 8%	15 11%	132 13%	178 15%	265 26%	159 25%	36 22%	25 27%	55 8%	21 10%	139 12%	1194 13%	203 12%	480 12%
Somewhat support (3)	3221 31%	30 30%	97 25%	285 22%	616 30%	185 28%	121 26%	25 22%	27 20%	376 36%	437 36%	447 43%	233 37%	60 37%	41 44%	202 29%	38 18%	330 29%	2890 32%	543 32%	1147 30%
Somewhat oppose (2)	1234 12%	13 13%	37 10%	131 10%	312 15%	73 11%	63 14%	9 8%	15 11%	193 19%	169 14%	68 7%	47 8%	20 12%	6 6%	59 9%	19 9%	133 12%	1102 12%	172 10%	463 12%
Strongly oppose (1)	435 4%	- -	8 2%	47 4%	113 5%	25 4%	29 6%	4 4%	2 2%	83 8%	52 4%	14 1%	17 3%	10 6%	2 2%	22 3%	8 4%	60 5%	375 4%	44 3%	173 4%
Don't know	4015 39%	43 43%	209 54%	705 55%	853 41%	315 48%	199 43%	65 57%	77 57%	251 24%	362 30%	236 23%	168 27%	39 24%	19 20%	351 51%	122 59%	484 42%	3531 39%	714 43%	1600 41%
Mean	2.88	3.00	2.91	2.79	2.70	2.81	2.73	2.83	2.92	2.71	2.89	3.21	3.17	2.97	3.21	2.86	2.83	2.83	2.88	2.94	2.85
Standard Error	0.01	0.09	0.06	0.04	0.02	0.05	0.05	0.13	0.11	0.03	0.03	0.02	0.03	0.08	0.08	0.04	0.10	0.03	0.01	0.02	0.02
Standard Deviation	0.82	0.69	0.76	0.84	0.83	0.80	0.90	0.86	0.81	0.87	0.81	0.67	0.75	0.88	0.69	0.76	0.91	0.86	0.82	0.75	0.84

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 139

Q29. Do you broadly support or oppose the general aims of Electoral Reform Society?

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base		10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base		10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Strongly support	(4)	1332 13%	368 17%	73 12%	80 13%	93 15%	146 13%	109 12%	136 13%	108 10%	118 10%	104 12%	44 12%
Somewhat support	(3)	3221 31%	671 31%	202 32%	216 34%	192 31%	321 29%	274 30%	342 34%	369 33%	402 34%	232 27%	122 32%
Somewhat oppose	(2)	1234 12%	183 8%	62 10%	57 9%	63 10%	81 7%	101 11%	134 13%	193 17%	206 18%	154 18%	35 9%
Strongly oppose	(1)	435 4%	91 4%	23 4%	15 2%	13 2%	24 2%	30 3%	40 4%	48 4%	75 6%	75 9%	30 8%
Don't know		4015 39%	870 40%	269 43%	269 42%	269 43%	519 48%	393 43%	366 36%	400 36%	372 32%	288 34%	150 39%
Mean		2.88	3.00	2.90	2.98	3.01	3.03	2.90	2.88	2.75	2.70	2.65	2.78
Standard Error		0.01	0.02	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.06
Standard Deviation		0.82	0.84	0.79	0.73	0.76	0.75	0.80	0.80	0.79	0.83	0.93	0.90

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 140

Q29. Do you broadly support or oppose the general aims of Liberty?**Base : All respondents**

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly support (4)	1586 15%	820 16%	766 15%	61 12%	182 13%	278 14%	356 17%	416 17%	294 16%	587 16%	504 14%	215 17%	280 15%	136 16%	60 12%	232 18%	132 14%	119 14%	112 14%	89 18%	95 13%	187 18%	265 16%	159 16%
Somewhat support (3)	2893 28%	1615 31%	1277 25%	105 20%	343 24%	489 25%	628 30%	764 31%	564 30%	1183 33%	945 27%	328 25%	436 24%	231 27%	139 28%	357 27%	279 29%	274 32%	212 26%	131 26%	197 27%	324 31%	477 28%	271 28%
Somewhat oppose (2)	833 8%	628 12%	206 4%	18 3%	81 6%	121 6%	159 8%	245 10%	211 11%	380 10%	268 8%	85 7%	100 6%	58 7%	39 8%	108 8%	86 9%	68 8%	83 10%	38 7%	67 9%	77 7%	143 8%	68 7%
Strongly oppose (1)	358 3%	279 5%	79 2%	7 1%	26 2%	63 3%	69 3%	88 4%	105 6%	152 4%	119 3%	33 3%	53 3%	24 3%	22 4%	50 4%	35 4%	26 3%	26 3%	15 3%	38 5%	27 3%	60 4%	35 4%
Don't know	4568 45%	1861 36%	2707 54%	330 63%	813 56%	975 51%	855 41%	919 38%	676 37%	1328 37%	1655 47%	634 49%	951 52%	412 48%	233 47%	563 43%	440 45%	380 44%	373 46%	228 45%	326 45%	428 41%	742 44%	444 45%
Mean	3.01	2.89	3.17	3.15	3.08	3.03	3.05	3.00	2.89	2.96	3.00	3.10	3.08	3.07	2.91	3.03	2.95	3.00	2.95	3.08	2.88	3.09	3.00	3.04
Standard Error	0.01	0.02	0.02	0.05	0.03	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.03	0.04	0.05	0.03	0.04	0.04	0.04	0.05	0.04	0.03	0.03	0.04
Standard Deviation	0.82	0.87	0.72	0.74	0.76	0.83	0.81	0.82	0.88	0.83	0.82	0.80	0.82	0.80	0.84	0.85	0.82	0.77	0.83	0.83	0.88	0.77	0.83	0.83

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 140

Q29. Do you broadly support or oppose the general aims of Liberty?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly support	(4) 1586 15%	337	488	418	272	662	323	265	686	268	236	752	208	287	550	217	722	793	19
		11%	20%	20%	10%	20%	21%	10%	20%	20%	9%	21%	21%	10%	22%	21%	15%	17%	25%
Somewhat support	(3) 2893 28%	911	729	710	767	1017	543	750	1034	474	723	1124	336	819	828	354	1299	1479	26
		28%	30%	34%	29%	30%	35%	29%	31%	36%	29%	31%	33%	30%	33%	34%	26%	31%	33%
Somewhat oppose	(2) 833 8%	402	147	116	344	235	96	344	231	87	336	263	76	381	162	82	358	446	8
		13%	6%	5%	13%	7%	6%	13%	7%	7%	14%	7%	8%	14%	6%	8%	7%	9%	10%
Strongly oppose	(1) 358 3%	193	49	29	178	75	25	174	80	30	165	92	19	185	53	25	167	176	6
		6%	2%	1%	7%	2%	2%	7%	2%	2%	7%	3%	2%	7%	2%	2%	3%	4%	8%
Don't know	4568 45%	1361	999	831	1065	1356	562	1040	1346	475	1023	1358	369	1102	902	374	2420	1867	20
		42%	41%	40%	41%	41%	36%	40%	40%	36%	41%	38%	37%	40%	36%	36%	49%	39%	26%
Mean	3.01	2.76	3.17	3.19	2.73	3.14	3.18	2.72	3.15	3.14	2.71	3.14	3.15	2.72	3.18	3.13	3.01	3.00	3.00
Standard Error	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.12
Standard Deviation	0.82	0.87	0.75	0.69	0.88	0.76	0.70	0.88	0.77	0.73	0.87	0.78	0.74	0.87	0.74	0.76	0.83	0.82	0.94

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 140

Q29. Do you broadly support or oppose the general aims of Liberty?

Base : All respondents

	Total	Newspaper readership																Data source		Sector	
		Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly support (4)	1586 15%	19 19%	50 13%	151 12%	257 12%	91 14%	65 14%	13 12%	23 17%	123 12%	156 13%	352 34%	136 22%	30 18%	19 21%	87 13%	16 8%	183 16%	1403 15%	255 15%	564 15%
Somewhat support (3)	2893 28%	24 24%	105 27%	285 22%	555 27%	184 28%	120 26%	28 25%	28 21%	326 31%	402 34%	345 34%	222 36%	53 32%	31 34%	147 21%	37 18%	312 27%	2580 28%	492 29%	1102 29%
Somewhat oppose (2)	833 8%	5 5%	17 4%	84 7%	180 9%	46 7%	43 9%	3 2%	7 5%	153 15%	139 12%	42 4%	32 5%	15 9%	5 6%	48 7%	14 7%	82 7%	752 8%	137 8%	324 8%
Strongly oppose (1)	358 3%	3 3%	12 3%	47 4%	99 5%	16 2%	19 4%	4 4%	1 1%	60 6%	42 4%	9 1%	10 2%	13 8%	1 1%	12 2%	8 4%	40 3%	318 3%	37 2%	137 4%
Don't know	4568 45%	48 48%	204 53%	708 56%	979 47%	320 49%	215 46%	64 57%	76 56%	374 36%	458 38%	281 27%	223 36%	55 33%	36 39%	395 57%	133 64%	529 46%	4039 44%	755 45%	1735 45%
Mean	3.01	3.14	3.05	2.95	2.89	3.04	2.93	3.03	3.23	2.77	2.91	3.39	3.21	2.89	3.21	3.05	2.82	3.03	3.00	3.05	2.98
Standard Error	0.01	0.12	0.06	0.04	0.03	0.04	0.05	0.12	0.09	0.03	0.03	0.02	0.03	0.09	0.09	0.05	0.10	0.03	0.01	0.03	0.02
Standard Deviation	0.82	0.84	0.79	0.86	0.87	0.77	0.86	0.84	0.73	0.85	0.79	0.65	0.69	0.94	0.68	0.79	0.89	0.83	0.82	0.76	0.82

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 140

Q29. Do you broadly support or oppose the general aims of Liberty?

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397	
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381	
Strongly support	(4) 1586 15%	510 23%	102 16%	103 16%	91 14%	154 14%	125 14%	113 11%	107 10%	124 11%	157 18%	57 15%	
Somewhat support	(3) 2893 28%	606 28%	178 28%	183 29%	197 31%	273 25%	239 26%	299 29%	327 29%	367 31%	223 26%	105 27%	
Somewhat oppose	(2) 833 8%	114 5%	33 5%	36 6%	39 6%	62 6%	92 10%	110 11%	121 11%	130 11%	97 11%	37 10%	
Strongly oppose	(1) 358 3%	73 3%	22 3%	9 1%	10 2%	29 3%	22 2%	31 3%	46 4%	55 5%	59 7%	20 5%	
Don't know	4568 45%	881 40%	295 47%	305 48%	292 46%	572 52%	430 47%	465 46%	516 46%	497 42%	316 37%	162 43%	
Mean	3.01	3.19	3.08	3.15	3.09	3.07	2.97	2.89	2.82	2.83	2.89	2.90	
Standard Error	0.01	0.02	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.06	
Standard Deviation	0.82	0.82	0.81	0.71	0.71	0.80	0.80	0.79	0.81	0.82	0.95	0.89	

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 141

Q29. Do you broadly support or oppose the general aims of Wikileaks?**Base : All respondents**

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Strongly support (4)	1153 11%	714 14%	439 9%	92 18%	204 14%	222 12%	241 12%	254 10%	140 8%	402 11%	411 12%	150 12%	190 10%	106 12%	43 9%	168 13%	96 10%	85 10%	74 9%	55 11%	66 9%	160 15%	196 12%	104 11%
Somewhat support (3)	2680 26%	1516 29%	1164 23%	143 27%	361 25%	500 26%	552 27%	665 27%	459 25%	1043 29%	938 27%	293 23%	406 22%	245 28%	125 25%	315 24%	256 26%	234 27%	199 25%	129 26%	182 25%	317 30%	427 25%	251 26%
Somewhat oppose (2)	1720 17%	972 19%	749 15%	52 10%	206 14%	271 14%	349 17%	480 20%	361 20%	695 19%	582 17%	190 15%	253 14%	137 16%	82 17%	228 17%	175 18%	151 17%	142 18%	63 12%	140 19%	149 14%	272 16%	182 19%
Strongly oppose (1)	1845 18%	1155 22%	690 14%	41 8%	120 8%	240 12%	318 15%	543 22%	584 32%	813 22%	570 16%	196 15%	266 15%	146 17%	93 19%	212 16%	168 17%	157 18%	152 19%	98 20%	153 21%	125 12%	348 21%	193 20%
Don't know	2840 28%	847 16%	1993 40%	193 37%	553 38%	693 36%	606 29%	489 20%	306 17%	678 19%	991 28%	466 36%	705 39%	228 26%	148 30%	386 29%	278 29%	240 28%	238 30%	158 31%	183 25%	292 28%	443 26%	247 25%
Mean	2.42	2.41	2.44	2.87	2.73	2.57	2.49	2.32	2.10	2.35	2.48	2.48	2.47	2.49	2.34	2.48	2.40	2.39	2.34	2.41	2.30	2.68	2.38	2.37
Standard Error	0.01	0.02	0.02	0.05	0.03	0.03	0.03	0.02	0.03	0.02	0.02	0.04	0.03	0.04	0.06	0.03	0.04	0.04	0.04	0.06	0.04	0.04	0.03	0.04
Standard Deviation	1.03	1.05	0.99	0.96	0.96	1.00	1.01	1.02	1.01	1.03	1.02	1.04	1.03	1.02	1.01	1.04	1.00	1.01	1.01	1.06	1.01	0.99	1.05	1.02

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 141

Q29. Do you broadly support or oppose the general aims of Wikileaks?**Base : All respondents**

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Strongly support	(4) 1153 11%	228 7%	296 12%	289 14%	183 7%	411 12%	209 13%	175 7%	427 13%	168 13%	158 6%	489 14%	120 12%	177 6%	349 14%	114 11%	567 11%	510 11%	22 28%
Somewhat support	(3) 2680 26%	657 21%	738 31%	677 32%	560 21%	994 30%	469 30%	540 21%	1025 30%	404 30%	527 21%	1112 31%	304 30%	612 22%	802 32%	333 32%	1184 24%	1369 29%	22 27%
Somewhat oppose	(2) 1720 17%	666 21%	383 16%	357 17%	548 21%	524 16%	301 19%	536 21%	540 16%	254 19%	509 21%	580 16%	195 19%	582 21%	383 15%	199 19%	739 15%	911 19%	14 18%
Strongly oppose	(1) 1845 18%	944 29%	319 13%	279 13%	798 30%	479 14%	250 16%	800 31%	467 14%	251 19%	797 32%	503 14%	181 18%	865 31%	321 13%	193 18%	772 16%	1008 21%	13 17%
Don't know	2840 28%	708 22%	677 28%	502 24%	537 20%	937 28%	320 21%	521 20%	916 27%	258 19%	492 20%	905 25%	208 21%	538 19%	640 26%	213 20%	1704 34%	963 20%	7 9%
Mean	2.42	2.07	2.58	2.61	2.06	2.55	2.52	2.04	2.57	2.45	2.02	2.59	2.45	2.05	2.64	2.44	2.47	2.36	2.74
Standard Error	0.01	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.13
Standard Deviation	1.03	1.00	0.98	0.97	1.00	0.99	1.00	1.00	0.99	1.01	0.99	0.99	1.00	0.99	0.98	0.99	1.03	1.02	1.10

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 141

Q29. Do you broadly support or oppose the general aims of Wikileaks?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Strongly support (4)	1153 11%	16 16%	46 12%	91 7%	140 7%	68 10%	44 9%	14 13%	22 16%	90 9%	130 11%	238 23%	125 20%	35 21%	14 15%	58 8%	20 10%	136 12%	1017 11%	175 10%	509 13%
Somewhat support (3)	2680 26%	26 26%	115 29%	249 20%	466 23%	154 23%	95 20%	28 25%	23 17%	248 24%	349 29%	429 42%	206 33%	51 31%	36 39%	168 24%	40 19%	286 25%	2394 26%	477 28%	1034 27%
Somewhat oppose (2)	1720 17%	13 13%	41 11%	185 15%	410 20%	87 13%	78 17%	16 15%	14 10%	224 22%	246 21%	142 14%	103 17%	27 16%	16 17%	95 14%	20 10%	150 13%	1570 17%	285 17%	649 17%
Strongly oppose (1)	1845 18%	9 9%	37 9%	186 15%	440 21%	84 13%	101 22%	17 15%	18 13%	324 31%	289 24%	75 7%	78 13%	39 24%	14 15%	100 14%	36 17%	178 16%	1667 18%	234 14%	600 16%
Don't know	2840 28%	35 35%	150 39%	563 44%	613 30%	263 40%	145 31%	38 33%	59 44%	149 14%	183 15%	146 14%	111 18%	13 8%	14 15%	267 39%	91 44%	395 34%	2445 27%	505 30%	1072 28%
Mean	2.42	2.77	2.71	2.34	2.21	2.52	2.26	2.53	2.64	2.12	2.32	2.94	2.74	2.54	2.64	2.44	2.38	2.51	2.42	2.51	2.52
Standard Error	0.01	0.12	0.06	0.04	0.03	0.05	0.06	0.12	0.13	0.03	0.03	0.03	0.04	0.09	0.11	0.05	0.10	0.04	0.01	0.03	0.02
Standard Deviation	1.03	0.99	0.95	1.00	0.98	1.01	1.05	1.04	1.14	1.02	1.02	0.88	0.99	1.11	0.97	1.00	1.10	1.04	1.02	0.97	1.02

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 141

Q29. Do you broadly support or oppose the general aims of Wikileaks?

Base : All respondents

		Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base		10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base		10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Strongly support	(4)	1153 11%	435 20%	70 11%	73 11%	66 10%	121 11%	71 8%	77 8%	83 7%	84 7%	74 9%	53 14%
Somewhat support	(3)	2680 26%	638 29%	201 32%	184 29%	206 33%	279 26%	247 27%	258 25%	266 24%	249 21%	151 18%	78 20%
Somewhat oppose	(2)	1720 17%	230 11%	93 15%	107 17%	76 12%	159 15%	170 19%	240 24%	248 22%	245 21%	152 18%	69 18%
Strongly oppose	(1)	1845 18%	241 11%	84 13%	77 12%	76 12%	133 12%	127 14%	197 19%	267 24%	341 29%	302 35%	76 20%
Don't know		2840 28%	640 29%	181 29%	195 31%	205 33%	398 37%	292 32%	246 24%	253 23%	254 22%	175 20%	105 28%
Mean		2.42	2.82	2.57	2.57	2.62	2.56	2.43	2.28	2.19	2.08	1.99	2.39
Standard Error		0.01	0.03	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.06
Standard Deviation		1.03	1.01	0.97	0.96	0.95	0.99	0.94	0.96	0.98	1.00	1.05	1.08

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 142

Q29. Do you broadly support or oppose the general aims of the following organisations?

Base : All respondents

		Organisations											
		Greenpeace	The Taxpayers Alliance	Immigration Watch	Society for the protection of unborn children	Amnesty International	Fathers for Justice	League Against Cruel Sports	Countryside Alliance	Stop the War Coalition	Electoral Reform Society	Liberty	Wikileaks
Unweighted Base		10238	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
Weighted Base		10238	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238	10238
Strongly support	(4)	1965 19%	1129 11%	2357 23%	1231 12%	2584 25%	1473 14%	2496 24%	1319 13%	1606 16%	1332 13%	1586 15%	1153 11%
Somewhat support	(3)	5122 50%	2965 29%	2614 26%	2480 24%	4411 43%	4966 49%	3447 34%	3316 32%	3177 31%	3221 31%	2893 28%	2680 26%
Somewhat oppose	(2)	1180 12%	618 6%	693 7%	1903 19%	793 8%	1144 11%	1490 15%	1454 14%	1497 15%	1234 12%	833 8%	1720 17%
Strongly oppose	(1)	481 5%	345 3%	510 5%	1237 12%	331 3%	388 4%	628 6%	881 9%	709 7%	435 4%	358 3%	1845 18%
Don't know		1490 15%	5182 51%	4064 40%	3388 33%	2119 21%	2267 22%	2177 21%	3267 32%	3248 32%	4015 39%	4568 45%	2840 28%
Mean		2.98	2.96	3.10	2.54	3.14	2.94	2.97	2.73	2.81	2.88	3.01	2.42
Standard Error		0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01
Standard Deviation		0.76	0.79	0.90	0.98	0.75	0.72	0.90	0.91	0.90	0.82	0.82	1.03

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 143

Q29. Do you broadly support or oppose the general aims of the following organisations - Summary of means

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Greenpeace	2.98	2.85	3.13	3.13	3.10	3.04	3.02	2.97	2.79	2.91	3.02	3.02	3.05	2.94	2.94	3.02	2.97	2.99	3.01	3.03	2.89	3.07	2.96	2.94
The Taxpayers Alliance	2.96	2.94	3.00	3.01	3.01	2.94	2.93	2.94	3.02	2.91	2.98	3.07	3.00	2.96	3.01	3.01	2.95	2.92	2.94	2.97	2.97	2.92	3.01	2.94
Immigration Watch	3.10	3.07	3.15	3.18	3.01	3.09	3.10	3.07	3.20	2.94	3.08	3.38	3.30	3.01	3.17	3.16	3.12	3.13	3.13	3.15	3.08	2.99	3.12	3.11
Society for the protection of unborn children	2.54	2.46	2.64	2.82	2.69	2.59	2.49	2.43	2.55	2.39	2.50	2.75	2.83	2.50	2.63	2.59	2.57	2.57	2.59	2.60	2.44	2.48	2.54	2.45
Amnesty International	3.14	3.04	3.26	3.27	3.26	3.17	3.13	3.11	3.06	3.13	3.18	3.06	3.13	3.17	3.11	3.13	3.10	3.14	3.09	3.21	3.08	3.24	3.12	3.15
Fathers for Justice	2.94	2.93	2.96	3.20	3.08	3.04	2.94	2.86	2.82	2.86	2.95	3.03	3.07	2.95	2.93	2.98	2.93	2.95	2.97	2.95	2.94	2.94	2.94	2.89
League Against Cruel Sports	2.97	2.82	3.15	3.17	3.09	3.10	3.00	2.90	2.81	2.83	2.99	3.07	3.17	3.00	2.99	3.07	2.97	3.06	2.97	3.03	2.94	2.96	2.89	2.85
Countryside Alliance	2.73	2.68	2.79	2.92	2.68	2.62	2.72	2.69	2.86	2.67	2.71	2.83	2.83	2.66	2.69	2.73	2.65	2.71	2.85	2.68	2.75	2.69	2.79	2.74
Stop the War Coalition	2.81	2.61	3.09	3.07	2.95	2.89	2.79	2.77	2.67	2.69	2.84	2.84	3.01	2.80	2.71	2.91	2.78	2.85	2.83	2.91	2.74	2.88	2.76	2.74
Electoral Reform Society	2.88	2.88	2.87	3.01	2.97	2.91	2.85	2.89	2.80	2.90	2.87	2.87	2.83	2.93	2.88	2.87	2.87	2.86	2.86	2.88	2.85	2.89	2.86	2.89
Liberty	3.01	2.89	3.17	3.15	3.08	3.03	3.05	3.00	2.89	2.96	3.00	3.10	3.08	3.07	2.91	3.03	2.95	3.00	2.95	3.08	2.88	3.09	3.00	3.04
Wikileaks	2.42	2.41	2.44	2.87	2.73	2.57	2.49	2.32	2.10	2.35	2.48	2.48	2.47	2.49	2.34	2.48	2.40	2.39	2.34	2.41	2.30	2.68	2.38	2.37

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 143

Q29. Do you broadly support or oppose the general aims of the following organisations - Summary of means

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Greenpeace	2.98	2.71	3.16	3.14	2.65	3.13	3.11	2.65	3.14	3.08	2.65	3.14	3.05	2.68	3.18	3.07	3.01	2.94	2.93
The Taxpayers Alliance	2.96	3.14	2.74	2.84	3.16	2.82	2.83	3.15	2.82	2.83	3.13	2.85	2.82	3.14	2.77	2.82	3.04	2.90	3.03
Immigration Watch	3.10	3.34	2.81	2.86	3.35	2.93	2.81	3.35	2.94	2.84	3.34	2.96	2.83	3.36	2.86	2.86	3.26	2.95	3.04
Society for the protection of unborn children	2.54	2.59	2.54	2.37	2.59	2.54	2.32	2.56	2.52	2.37	2.54	2.49	2.37	2.54	2.49	2.34	2.71	2.38	2.86
Amnesty International	3.14	2.90	3.34	3.33	2.87	3.28	3.32	2.87	3.28	3.32	2.85	3.27	3.27	2.88	3.31	3.28	3.11	3.16	3.03
Fathers for Justice	2.94	2.90	2.93	2.91	2.89	2.93	2.91	2.89	2.93	2.90	2.87	2.93	2.89	2.87	2.91	2.88	3.02	2.87	2.95
League Against Cruel Sports	2.97	2.67	3.24	3.03	2.62	3.18	2.97	2.60	3.18	3.00	2.61	3.17	2.94	2.63	3.20	3.00	3.10	2.84	2.77
Countryside Alliance	2.73	3.02	2.43	2.53	3.07	2.48	2.55	3.07	2.47	2.53	3.06	2.48	2.59	3.04	2.43	2.49	2.77	2.70	3.12
Stop the War Coalition	2.81	2.56	2.88	2.95	2.56	2.84	2.93	2.56	2.86	2.88	2.52	2.89	2.82	2.55	2.94	2.79	2.88	2.74	2.88
Electoral Reform Society	2.88	2.59	2.90	3.22	2.59	2.91	3.22	2.58	2.92	3.24	2.58	2.96	3.26	2.60	2.96	3.24	2.85	2.89	2.97
Liberty	3.01	2.76	3.17	3.19	2.73	3.14	3.18	2.72	3.15	3.14	2.71	3.14	3.15	2.72	3.18	3.13	3.01	3.00	3.00
Wikileaks	2.42	2.07	2.58	2.61	2.06	2.55	2.52	2.04	2.57	2.45	2.02	2.59	2.45	2.05	2.64	2.44	2.47	2.36	2.74

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 143

Q29. Do you broadly support or oppose the general aims of the following organisations - Summary of means

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Greenpeace	2.98	3.21	3.09	2.95	2.87	3.11	2.89	3.11	3.14	2.69	2.87	3.36	3.22	2.75	3.01	3.04	2.89	2.96	2.98	3.08	2.98
The Taxpayers Alliance	2.96	3.15	2.98	3.05	3.14	3.00	3.07	3.03	2.99	3.16	2.96	2.33	2.68	3.08	2.72	3.09	2.77	2.95	2.97	2.85	2.98
Immigration Watch	3.10	2.95	3.11	3.39	3.41	3.27	3.36	3.26	3.52	3.25	2.92	2.08	2.64	3.01	2.41	3.24	2.99	3.06	3.11	2.91	3.10
Society for the protection of unborn children	2.54	2.57	2.69	2.92	2.75	2.76	2.68	2.88	3.18	2.48	2.36	1.97	2.12	2.39	2.41	2.70	2.49	2.70	2.52	2.48	2.52
Amnesty International	3.14	3.23	3.17	2.99	2.99	3.15	2.92	3.12	3.24	2.94	3.14	3.57	3.42	3.13	3.37	3.13	3.07	3.10	3.14	3.23	3.12
Fathers for Justice	2.94	3.06	2.98	3.10	2.96	2.97	2.94	3.11	3.25	2.88	2.89	2.77	2.91	2.92	2.82	3.03	2.95	2.95	2.94	2.91	3.00
League Against Cruel Sports	2.97	3.18	3.10	3.07	2.96	3.22	3.10	3.17	3.21	2.56	2.74	3.18	3.13	2.49	2.91	3.08	2.96	3.00	2.96	3.03	2.94
Countryside Alliance	2.73	2.85	2.65	2.89	2.96	2.64	2.92	2.76	2.75	3.01	2.70	2.06	2.34	2.92	2.53	2.81	2.48	2.75	2.73	2.56	2.72
Stop the War Coalition	2.81	3.07	2.92	2.80	2.86	2.91	2.85	2.81	3.02	2.45	2.55	3.11	3.00	2.65	3.12	2.88	2.68	2.86	2.81	2.82	2.77
Electoral Reform Society	2.88	3.00	2.91	2.79	2.70	2.81	2.73	2.83	2.92	2.71	2.89	3.21	3.17	2.97	3.21	2.86	2.83	2.83	2.88	2.94	2.85
Liberty	3.01	3.14	3.05	2.95	2.89	3.04	2.93	3.03	3.23	2.77	2.91	3.39	3.21	2.89	3.21	3.05	2.82	3.03	3.00	3.05	2.98
Wikileaks	2.42	2.77	2.71	2.34	2.21	2.52	2.26	2.53	2.64	2.12	2.32	2.94	2.74	2.54	2.64	2.44	2.38	2.51	2.42	2.51	2.52

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 143

Q29. Do you broadly support or oppose the general aims of the following organisations - Summary of means

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Greenpeace	2.98	3.18	3.13	3.09	3.12	3.04	2.96	2.91	2.83	2.79	2.70	2.89
The Taxpayers Alliance	2.96	2.78	2.81	2.82	2.85	2.99	2.93	3.04	3.13	3.12	3.14	3.14
Immigration Watch	3.10	2.90	2.86	2.91	2.94	3.11	3.06	3.16	3.29	3.28	3.44	3.37
Society for the protection of unborn children	2.54	2.49	2.44	2.52	2.49	2.58	2.60	2.52	2.52	2.59	2.66	2.83
Amnesty International	3.14	3.29	3.29	3.25	3.27	3.19	3.09	3.06	3.02	2.99	2.95	2.96
Fathers for Justice	2.94	2.97	2.99	3.00	2.92	2.98	2.94	2.91	2.93	2.89	2.93	3.06
League Against Cruel Sports	2.97	3.26	3.14	3.12	3.10	3.00	2.92	2.84	2.76	2.70	2.73	2.91
Countryside Alliance	2.73	2.36	2.47	2.55	2.56	2.76	2.77	2.82	2.95	3.02	3.09	2.92
Stop the War Coalition	2.81	3.04	2.89	2.95	2.99	2.88	2.79	2.68	2.62	2.54	2.65	2.87
Electoral Reform Society	2.88	3.00	2.90	2.98	3.01	3.03	2.90	2.88	2.75	2.70	2.65	2.78
Liberty	3.01	3.19	3.08	3.15	3.09	3.07	2.97	2.89	2.82	2.83	2.89	2.90
Wikileaks	2.42	2.82	2.57	2.57	2.62	2.56	2.43	2.28	2.19	2.08	1.99	2.39

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 144

Q30. Please indicate how positively or negatively you feel towards David Cameron

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	2184 21%	1103 21%	1081 21%	118 23%	289 20%	497 26%	545 26%	471 19%	264 14%	616 17%	697 20%	312 24%	559 31%	248 29%	129 26%	338 26%	240 25%	183 21%	163 20%	118 24%	132 18%	207 20%	263 16%	163 17%
11-20	629 6%	312 6%	317 6%	44 8%	101 7%	121 6%	154 7%	139 6%	71 4%	175 5%	230 7%	98 8%	127 7%	55 6%	36 7%	89 7%	66 7%	59 7%	49 6%	40 8%	37 5%	58 6%	84 5%	55 6%
21-30	636 6%	302 6%	334 7%	42 8%	96 7%	140 7%	126 6%	149 6%	84 5%	181 5%	240 7%	110 8%	105 6%	67 8%	39 8%	82 6%	69 7%	52 6%	48 6%	28 6%	36 5%	65 6%	95 6%	55 6%
31-40	629 6%	281 5%	348 7%	39 8%	118 8%	135 7%	124 6%	126 5%	86 5%	192 5%	230 7%	97 7%	110 6%	67 8%	34 7%	88 7%	59 6%	50 6%	49 6%	30 6%	34 5%	66 6%	100 6%	53 5%
41-50	1091 11%	511 10%	580 12%	59 11%	214 15%	220 11%	215 10%	225 9%	158 9%	329 9%	400 11%	143 11%	219 12%	109 13%	44 9%	130 10%	116 12%	86 10%	99 12%	47 9%	76 10%	111 11%	182 11%	92 9%
51-60	908 9%	444 9%	464 9%	62 12%	151 10%	175 9%	203 10%	178 7%	138 7%	326 9%	326 9%	100 8%	156 9%	53 6%	44 9%	111 9%	78 8%	76 9%	72 9%	37 7%	73 10%	108 10%	166 10%	89 9%
61-70	1018 10%	532 10%	486 10%	49 9%	150 10%	184 10%	178 9%	250 10%	206 11%	412 11%	384 11%	106 8%	116 6%	76 9%	36 7%	128 10%	92 10%	91 10%	81 10%	44 9%	82 11%	99 10%	175 10%	113 12%
71-80	1117 11%	630 12%	487 10%	56 11%	139 10%	189 10%	194 9%	285 12%	254 14%	512 14%	342 10%	116 9%	147 8%	67 8%	48 10%	131 10%	91 9%	96 11%	73 9%	56 11%	89 12%	120 11%	222 13%	123 13%
81-90	1173 11%	649 12%	524 10%	25 5%	121 8%	173 9%	194 9%	347 14%	314 17%	510 14%	402 12%	107 8%	154 8%	71 8%	57 12%	121 9%	85 9%	106 12%	105 13%	57 11%	83 12%	125 12%	232 14%	131 13%
91-100	853 8%	439 8%	414 8%	26 5%	66 5%	92 5%	134 6%	260 11%	275 15%	378 10%	241 7%	107 8%	127 7%	49 6%	24 5%	92 7%	76 8%	68 8%	66 8%	45 9%	80 11%	84 8%	166 10%	104 11%
Mean	48.70	49.95	47.41	42.45	45.51	43.32	43.74	52.29	59.38	54.76	48.21	43.93	40.96	41.00	43.22	44.53	45.09	48.91	49.08	46.91	52.84	49.71	54.32	54.03
Standard Error	0.31	0.45	0.44	1.28	0.77	0.71	0.70	0.66	0.72	0.52	0.52	0.89	0.77	1.07	1.47	0.90	1.03	1.09	1.11	1.48	1.16	0.98	0.73	0.99
Standard Deviation	31.85	32.17	31.46	29.25	29.30	31.12	31.89	32.51	31.03	31.23	30.92	31.89	32.46	31.31	32.17	32.06	31.82	31.92	31.38	33.13	31.56	31.41	30.61	31.29

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 144

Q30. Please indicate how positively or negatively you feel towards David Cameron

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	2184 21%	83 3%	1015 42%	423 20%	64 2%	1198 36%	293 19%	73 3%	1208 36%	224 17%	72 3%	1240 35%	151 15%	102 4%	1036 42%	175 17%	1396 28%	666 14%	7 8%
11-20	629 6%	35 1%	258 11%	148 7%	28 1%	317 9%	92 6%	25 1%	306 9%	80 6%	30 1%	313 9%	61 6%	40 1%	230 9%	61 6%	363 7%	234 5%	1 1%
21-30	636 6%	57 2%	219 9%	177 8%	39 1%	291 9%	96 6%	43 2%	280 8%	89 7%	38 2%	301 8%	66 7%	55 2%	226 9%	72 7%	345 7%	254 5%	4 5%
31-40	629 6%	61 2%	213 9%	172 8%	59 2%	251 7%	119 8%	51 2%	257 8%	101 8%	58 2%	258 7%	83 8%	71 3%	190 8%	81 8%	323 6%	274 6%	1 2%
41-50	1091 11%	171 5%	256 11%	283 13%	143 5%	351 10%	204 13%	150 6%	341 10%	171 13%	142 6%	377 10%	125 12%	165 6%	247 10%	152 14%	561 11%	452 10%	8 10%
51-60	908 9%	231 7%	156 6%	235 11%	193 7%	251 7%	185 12%	188 7%	273 8%	156 12%	174 7%	282 8%	124 12%	209 8%	181 7%	115 11%	426 9%	441 9%	10 12%
61-70	1018 10%	429 13%	137 6%	248 12%	340 13%	233 7%	182 12%	337 13%	236 7%	169 13%	322 13%	270 8%	125 12%	361 13%	148 6%	124 12%	394 8%	565 12%	21 26%
71-80	1117 11%	646 20%	77 3%	201 10%	506 19%	202 6%	166 11%	504 20%	200 6%	151 11%	481 19%	229 6%	118 12%	534 19%	92 4%	124 12%	403 8%	670 14%	14 17%
81-90	1173 11%	817 26%	63 3%	140 7%	676 26%	166 5%	136 9%	649 25%	169 5%	128 10%	630 25%	201 6%	104 10%	666 24%	93 4%	97 9%	417 8%	722 15%	5 6%
91-100	853 8%	672 21%	19 1%	77 4%	580 22%	86 3%	77 5%	551 21%	106 3%	67 5%	536 22%	118 3%	53 5%	570 21%	52 2%	53 5%	338 7%	483 10%	10 12%
Mean	48.70	74.84	26.82	44.39	75.23	33.10	47.65	74.75	33.71	49.12	74.65	34.86	50.32	73.03	28.98	48.99	41.89	56.29	61.85
Standard Error	0.31	0.37	0.59	0.58	0.40	0.53	0.70	0.41	0.53	0.75	0.42	0.51	0.85	0.42	0.58	0.85	0.46	0.43	2.89
Standard Deviation	31.85	21.16	25.49	28.36	20.94	29.05	28.88	21.33	29.44	28.54	21.59	29.78	28.19	22.85	27.61	28.40	31.95	30.12	25.88

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 144

Q30. Please indicate how positively or negatively you feel towards David Cameron

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	2184 21%	21 21%	95 25%	249 20%	227 11%	306 47%	81 18%	53 47%	40 30%	89 9%	130 11%	416 40%	164 26%	18 11%	23 25%	188 27%	82 40%	255 22%	1929 21%	436 26%	728 19%
11-20	629 6%	6 6%	32 8%	84 7%	88 4%	65 10%	31 7%	8 7%	9 7%	27 3%	59 5%	91 9%	58 9%	8 5%	6 6%	47 7%	12 6%	80 7%	550 6%	121 7%	250 6%
21-30	636 6%	5 5%	38 10%	83 6%	114 6%	50 8%	19 4%	8 7%	9 7%	35 3%	54 5%	93 9%	55 9%	6 4%	8 8%	50 7%	10 5%	64 6%	571 6%	117 7%	244 6%
31-40	629 6%	9 9%	22 6%	90 7%	100 5%	43 7%	22 5%	12 11%	16 12%	29 3%	77 6%	92 9%	38 6%	5 3%	11 11%	50 7%	14 7%	63 5%	566 6%	104 6%	261 7%
41-50	1091 11%	12 12%	56 15%	158 12%	202 10%	62 9%	40 9%	11 9%	23 17%	87 8%	109 9%	105 10%	69 11%	18 11%	16 18%	93 14%	29 14%	144 13%	946 10%	206 12%	391 10%
51-60	908 9%	10 10%	45 11%	137 11%	186 9%	48 7%	38 8%	6 5%	16 12%	88 9%	117 10%	81 8%	51 8%	16 10%	6 6%	49 7%	13 6%	111 10%	797 9%	165 10%	383 10%
61-70	1018 10%	12 12%	37 9%	104 8%	259 13%	22 3%	46 10%	5 4%	4 3%	131 13%	162 13%	60 6%	57 9%	29 17%	7 8%	69 10%	14 7%	106 9%	912 10%	182 11%	400 10%
71-80	1117 11%	7 7%	26 7%	139 11%	275 13%	28 4%	64 14%	2 2%	9 7%	173 17%	194 16%	45 4%	51 8%	25 15%	5 6%	61 9%	14 7%	128 11%	989 11%	126 8%	477 12%
81-90	1173 11%	10 10%	23 6%	116 9%	337 16%	17 3%	72 16%	7 6%	8 6%	216 21%	191 16%	36 3%	58 9%	24 14%	7 7%	42 6%	10 5%	95 8%	1078 12%	126 7%	422 11%
91-100	853 8%	8 8%	14 4%	115 9%	280 14%	14 2%	48 10%	2 2%	2 1%	160 15%	105 9%	13 1%	23 4%	16 10%	4 4%	39 6%	10 5%	100 9%	754 8%	92 6%	307 8%
Mean	48.70	47.45	39.83	48.44	59.66	25.69	54.46	26.72	35.53	65.95	58.46	29.38	40.96	59.77	40.73	41.33	34.74	46.94	48.92	42.49	49.84
Standard Error	0.31	3.11	1.46	0.87	0.64	1.10	1.48	2.68	2.44	0.83	0.81	0.85	1.21	2.16	3.02	1.18	2.16	0.95	0.33	0.75	0.50
Standard Deviation	31.85	31.30	28.70	31.08	29.53	27.03	32.07	27.84	28.24	27.33	28.39	27.02	30.51	28.04	28.76	30.69	31.02	31.87	31.84	30.67	31.10

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 144

Q30. Please indicate how positively or negatively you feel towards David Cameron

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	2184 21%	2184 100%	-	-	-	-	-	-	-	-	-	70 18%
11-20	629 6%	-	629 100%	-	-	-	-	-	-	-	-	29 8%
21-30	636 6%	-	-	636 100%	-	-	-	-	-	-	-	28 7%
31-40	629 6%	-	-	-	629 100%	-	-	-	-	-	-	32 8%
41-50	1091 11%	-	-	-	-	1091 100%	-	-	-	-	-	56 15%
51-60	908 9%	-	-	-	-	-	908 100%	-	-	-	-	44 12%
61-70	1018 10%	-	-	-	-	-	-	1018 100%	-	-	-	53 14%
71-80	1117 11%	-	-	-	-	-	-	-	1117 100%	-	-	41 11%
81-90	1173 11%	-	-	-	-	-	-	-	-	1173 100%	-	18 5%
91-100	853 8%	-	-	-	-	-	-	-	-	-	853 100%	11 3%
Mean	48.70	3.83	16.34	26.94	36.53	47.92	55.95	66.94	76.55	86.46	95.75	44.83
Standard Error	0.31	0.08	0.14	0.13	0.14	0.09	0.12	0.10	0.10	0.10	0.12	1.38
Standard Deviation	31.85	3.51	3.43	3.31	3.46	3.00	3.64	3.37	3.32	3.42	3.44	27.51

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 145

Q30. Please indicate how positively or negatively you feel towards Nick Clegg

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	2527 25%	1400 27%	1127 22%	138 27%	311 22%	504 26%	614 30%	604 25%	355 19%	756 21%	844 24%	366 28%	561 31%	263 30%	154 31%	365 28%	277 28%	237 27%	185 23%	140 28%	157 22%	242 23%	329 20%	178 18%
11-20	794 8%	407 8%	387 8%	42 8%	119 8%	170 9%	169 8%	167 7%	128 7%	229 6%	275 8%	117 9%	175 10%	88 10%	46 9%	102 8%	76 8%	71 8%	64 8%	42 8%	46 6%	78 7%	110 7%	72 7%
21-30	813 8%	408 8%	405 8%	36 7%	122 8%	162 8%	201 10%	162 7%	132 7%	272 7%	268 8%	128 10%	146 8%	94 11%	30 6%	114 9%	81 8%	53 6%	70 9%	40 8%	54 8%	72 7%	136 8%	69 7%
31-40	784 8%	372 7%	412 8%	53 10%	105 7%	161 8%	148 7%	182 7%	136 7%	267 7%	271 8%	99 8%	147 8%	65 8%	41 8%	110 8%	66 7%	74 9%	67 8%	30 6%	57 8%	85 8%	124 7%	65 7%
41-50	1328 13%	626 12%	702 14%	72 14%	238 17%	248 13%	242 12%	303 12%	224 12%	456 13%	488 14%	159 12%	224 12%	89 10%	71 15%	150 11%	119 12%	105 12%	109 13%	59 12%	94 13%	156 15%	238 14%	137 14%
51-60	1145 11%	548 11%	597 12%	67 13%	184 13%	201 10%	219 11%	255 10%	219 12%	433 12%	403 12%	136 10%	174 10%	87 10%	50 10%	128 10%	103 11%	96 11%	93 12%	49 10%	84 12%	124 12%	204 12%	127 13%
61-70	1021 10%	505 10%	515 10%	49 9%	147 10%	196 10%	164 8%	241 10%	224 12%	437 12%	339 10%	101 8%	144 8%	62 7%	42 9%	118 9%	91 9%	88 10%	79 10%	48 10%	82 11%	106 10%	193 11%	110 11%
71-80	915 9%	481 9%	434 9%	31 6%	110 8%	160 8%	166 8%	234 10%	213 12%	381 10%	314 9%	94 7%	126 7%	59 7%	30 6%	125 10%	79 8%	61 7%	66 8%	41 8%	71 10%	90 9%	173 10%	121 12%
81-90	591 6%	296 6%	296 6%	20 4%	74 5%	90 5%	90 4%	170 7%	148 8%	267 7%	187 5%	59 5%	79 4%	32 4%	15 3%	60 5%	50 5%	59 7%	51 6%	32 6%	52 7%	63 6%	116 7%	62 6%
91-100	320 3%	161 3%	160 3%	13 2%	34 2%	35 2%	54 3%	113 5%	71 4%	134 4%	104 3%	36 3%	46 3%	22 3%	14 3%	37 3%	31 3%	21 2%	22 3%	21 4%	26 4%	28 3%	62 4%	36 4%
Mean	40.98	40.14	41.85	38.18	41.37	38.43	36.82	42.84	46.30	45.22	41.05	36.83	35.34	34.69	35.20	38.54	38.64	39.56	41.27	39.68	44.09	41.66	45.31	46.19
Standard Error	0.29	0.41	0.40	1.20	0.72	0.64	0.63	0.61	0.66	0.48	0.48	0.80	0.67	0.96	1.29	0.81	0.94	1.00	1.00	1.34	1.07	0.88	0.68	0.89
Standard Deviation	28.87	29.43	28.27	27.35	27.43	28.02	28.78	30.06	28.77	28.94	28.42	28.47	28.54	28.12	28.14	29.08	29.21	29.23	28.39	30.01	29.01	28.28	28.28	28.10

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 145

Q30. Please indicate how positively or negatively you feel towards Nick Clegg

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	2527 25%	295	1084	381	245	1303	273	243	1304	216	228	1362	145	298	1093	169	1556	843	8
		9%	45%	18%	9%	39%	18%	9%	39%	16%	9%	38%	14%	11%	44%	16%	31%	18%	10%
11-20	794 8%	151	281	146	113	367	81	107	364	68	97	373	54	108	292	62	428	322	3
		5%	12%	7%	4%	11%	5%	4%	11%	5%	4%	10%	5%	4%	12%	6%	9%	7%	4%
21-30	813 8%	210	226	144	182	306	87	177	318	75	162	325	61	174	221	69	432	351	2
		7%	9%	7%	7%	9%	6%	7%	9%	6%	7%	9%	6%	6%	9%	7%	9%	7%	2%
31-40	784 8%	250	199	143	202	252	111	194	251	93	185	272	62	223	177	65	384	356	11
		8%	8%	7%	8%	8%	7%	8%	7%	7%	7%	8%	6%	8%	7%	6%	8%	7%	13%
41-50	1328 13%	464	246	237	373	353	184	362	364	143	354	393	112	379	240	131	606	638	14
		14%	10%	11%	14%	11%	12%	14%	11%	11%	14%	11%	11%	14%	10%	12%	12%	13%	17%
51-60	1145 11%	502	136	223	416	231	162	404	228	147	401	255	103	411	149	113	483	613	8
		16%	6%	11%	16%	7%	10%	16%	7%	11%	16%	7%	10%	15%	6%	11%	10%	13%	9%
61-70	1021 10%	463	124	243	390	213	186	381	208	164	364	221	133	410	127	120	381	598	10
		14%	5%	12%	15%	6%	12%	15%	6%	12%	15%	6%	13%	15%	5%	11%	8%	13%	13%
71-80	915 9%	464	60	262	368	163	204	365	179	184	355	192	147	384	103	141	345	526	11
		14%	2%	12%	14%	5%	13%	14%	5%	14%	14%	5%	15%	14%	4%	13%	7%	11%	14%
81-90	591 6%	268	45	190	226	108	151	227	102	148	223	134	111	255	61	104	220	348	8
		8%	2%	9%	9%	3%	10%	9%	3%	11%	9%	4%	11%	9%	2%	10%	4%	7%	10%
91-100	320 3%	135	13	134	112	50	110	111	58	96	113	63	79	131	33	78	132	165	7
		4%	1%	6%	4%	2%	7%	4%	2%	7%	5%	2%	8%	5%	1%	7%	3%	3%	8%
Mean	40.98	53.54	24.15	48.68	53.68	29.21	50.69	53.87	29.47	52.22	54.33	30.30	53.63	53.56	25.97	51.22	35.54	46.68	55.37
Standard Error	0.29	0.43	0.56	0.61	0.48	0.49	0.72	0.48	0.49	0.77	0.49	0.48	0.88	0.48	0.55	0.88	0.41	0.40	2.95
Standard Deviation	28.87	25.04	24.19	29.93	24.94	27.17	29.75	25.07	27.31	29.50	24.93	27.71	29.17	25.69	26.26	29.49	28.66	27.96	26.40

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 145

Q30. Please indicate how positively or negatively you feel towards Nick Clegg

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	2527 25%	20	105	292	375	304	108	47	46	146	183	414	159	27	24	194	83	315	2211	473	878
		20%	27%	23%	18%	46%	23%	42%	33%	14%	15%	40%	26%	16%	25%	28%	40%	28%	24%	28%	23%
11-20	794 8%	6	38	112	140	69	35	14	16	45	74	104	46	13	9	55	17	79	715	138	316
		6%	10%	9%	7%	11%	8%	13%	12%	4%	6%	10%	7%	8%	10%	8%	8%	7%	8%	8%	8%
21-30	813 8%	7	30	118	153	49	30	12	15	67	83	90	52	7	21	66	11	87	726	147	299
		7%	8%	9%	7%	7%	7%	11%	11%	7%	7%	9%	8%	5%	22%	10%	5%	8%	8%	9%	8%
31-40	784 8%	6	30	104	183	40	34	10	6	81	93	74	47	8	11	49	7	77	707	141	284
		6%	8%	8%	9%	6%	7%	9%	4%	8%	8%	7%	7%	5%	12%	7%	3%	7%	8%	8%	7%
41-50	1328 13%	20	54	194	299	66	70	7	21	145	154	98	69	18	10	81	22	145	1183	207	516
		20%	14%	15%	14%	10%	15%	6%	16%	14%	13%	10%	11%	11%	10%	12%	11%	13%	13%	12%	13%
51-60	1145 11%	11	41	155	251	39	51	11	11	152	175	69	58	15	6	81	18	124	1021	205	452
		11%	11%	12%	12%	6%	11%	10%	8%	15%	15%	7%	9%	9%	6%	12%	9%	11%	11%	12%	12%
61-70	1021 10%	12	39	107	215	26	50	4	10	145	164	68	71	31	5	63	12	113	908	149	403
		12%	10%	8%	10%	4%	11%	4%	7%	14%	14%	7%	11%	18%	5%	9%	6%	10%	10%	9%	10%
71-80	915 9%	5	28	101	226	36	38	2	5	134	125	60	59	18	4	52	22	92	823	111	358
		5%	7%	8%	11%	5%	8%	2%	3%	13%	10%	6%	10%	11%	4%	8%	11%	8%	9%	7%	9%
81-90	591 6%	7	15	59	149	21	32	4	5	77	96	32	39	20	1	26	8	75	516	64	227
		7%	4%	5%	7%	3%	7%	3%	4%	7%	8%	3%	6%	12%	1%	4%	4%	7%	6%	4%	6%
91-100	320 3%	4	8	32	77	8	14	1	2	42	50	20	23	9	4	20	7	39	282	41	128
		4%	2%	3%	4%	1%	3%	1%	1%	4%	4%	2%	4%	6%	4%	3%	4%	3%	3%	2%	3%
Mean	40.98	44.32	37.57	39.65	45.56	25.72	42.56	25.49	31.16	50.80	48.71	29.86	41.48	51.31	32.24	37.80	34.06	39.78	41.13	37.16	42.21
Standard Error	0.29	2.76	1.42	0.77	0.61	1.11	1.32	2.45	2.35	0.82	0.79	0.89	1.19	2.25	2.64	1.09	2.17	0.88	0.30	0.68	0.46
Standard Deviation	28.87	27.79	27.93	27.29	28.00	27.22	28.60	25.48	27.24	26.88	27.45	28.11	29.79	29.29	25.17	28.39	31.09	29.53	28.79	27.83	28.69

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 145

Q30. Please indicate how positively or negatively you feel towards Nick Clegg

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	2527 25%	1687 77%	246 39%	155 24%	90 14%	107 10%	53 6%	56 6%	51 5%	42 4%	40 5%	119 31%
11-20	794 8%	187 9%	180 29%	110 17%	77 12%	83 8%	51 6%	28 3%	45 4%	15 1%	19 2%	39 10%
21-30	813 8%	105 5%	81 13%	155 24%	112 18%	120 11%	59 6%	57 6%	48 4%	46 4%	31 4%	34 9%
31-40	784 8%	61 3%	44 7%	70 11%	128 20%	128 12%	108 12%	92 9%	69 6%	59 5%	23 3%	28 7%
41-50	1328 13%	73 3%	32 5%	58 9%	88 14%	374 34%	193 21%	156 15%	165 15%	111 10%	76 9%	48 13%
51-60	1145 11%	23 1%	19 3%	32 5%	54 9%	128 12%	235 26%	201 20%	181 16%	183 16%	88 10%	35 9%
61-70	1021 10%	26 1%	14 2%	23 4%	37 6%	78 7%	105 12%	229 22%	212 19%	187 16%	110 13%	23 6%
71-80	915 9%	11 *	5 1%	17 3%	30 5%	45 4%	69 8%	121 12%	221 20%	251 21%	145 17%	31 8%
81-90	591 6%	4 *	5 1%	9 1%	9 1%	19 2%	24 3%	53 5%	100 9%	216 18%	152 18%	14 4%
91-100	320 3%	8 *	4 1%	5 1%	3 *	9 1%	10 1%	24 2%	25 2%	62 5%	169 20%	10 3%
Mean	40.98	9.77	19.81	28.31	35.65	42.36	48.49	54.82	58.26	64.63	68.43	34.71
Standard Error	0.29	0.35	0.76	0.84	0.85	0.61	0.64	0.64	0.63	0.61	0.83	1.42
Standard Deviation	28.87	15.76	18.58	21.02	20.98	20.05	19.62	20.77	21.52	21.43	24.87	28.22

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 146

Q30. Please indicate how positively or negatively you feel towards George Osborne

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	2350 23%	1270 24%	1080 21%	96 18%	296 21%	505 26%	588 28%	544 22%	321 17%	758 21%	785 22%	315 24%	492 27%	245 28%	126 26%	331 25%	259 27%	198 23%	188 23%	125 25%	130 18%	239 23%	324 19%	186 19%
11-20	797 8%	397 8%	399 8%	30 6%	110 8%	148 8%	185 9%	204 8%	120 6%	231 6%	260 7%	126 10%	181 10%	71 8%	46 9%	99 8%	83 8%	74 9%	56 7%	50 10%	44 6%	70 7%	128 8%	76 8%
21-30	880 9%	382 7%	498 10%	47 9%	141 10%	195 10%	189 9%	190 8%	117 6%	248 7%	328 9%	127 10%	177 10%	85 10%	38 8%	109 8%	90 9%	85 10%	71 9%	39 8%	61 8%	76 7%	137 8%	87 9%
31-40	833 8%	378 7%	454 9%	49 9%	125 9%	169 9%	171 8%	203 8%	115 6%	273 8%	299 9%	106 8%	155 9%	72 8%	44 9%	119 9%	85 9%	66 8%	71 9%	46 9%	59 8%	75 7%	133 8%	64 7%
41-50	1774 17%	768 15%	1006 20%	163 31%	339 23%	392 20%	322 16%	324 13%	235 13%	553 15%	650 19%	233 18%	338 19%	140 16%	84 17%	204 16%	168 17%	132 15%	140 17%	83 17%	129 18%	185 18%	317 19%	192 20%
51-60	1222 12%	567 11%	655 13%	79 15%	183 13%	206 11%	243 12%	297 12%	215 12%	434 12%	419 12%	157 12%	211 12%	93 11%	53 11%	167 13%	105 11%	119 14%	92 11%	54 11%	99 14%	118 11%	214 13%	109 11%
61-70	883 9%	518 10%	365 7%	25 5%	110 8%	132 7%	164 8%	228 9%	223 12%	384 11%	296 8%	94 7%	109 6%	60 7%	41 8%	105 8%	65 7%	66 8%	72 9%	46 9%	77 11%	101 10%	161 10%	88 9%
71-80	736 7%	448 9%	288 6%	15 3%	73 5%	92 5%	95 5%	216 9%	245 13%	360 10%	236 7%	65 5%	75 4%	45 5%	27 6%	95 7%	57 6%	66 8%	47 6%	28 6%	66 9%	82 8%	141 8%	82 8%
81-90	530 5%	329 6%	202 4%	16 3%	45 3%	58 3%	82 4%	148 6%	181 10%	262 7%	159 5%	50 4%	59 3%	29 3%	20 4%	58 4%	45 5%	41 5%	52 6%	23 5%	43 6%	69 7%	92 5%	59 6%
91-100	235 2%	146 3%	89 2%	1 *	24 2%	28 1%	27 1%	77 3%	78 4%	128 4%	61 2%	22 2%	24 1%	21 2%	12 2%	24 2%	17 2%	19 2%	17 2%	7 1%	16 2%	27 3%	41 2%	34 3%
Mean	40.22	41.41	38.99	39.07	39.26	36.05	35.40	41.86	48.87	44.65	39.61	37.10	34.78	35.63	37.73	38.61	36.83	39.62	40.40	37.64	44.25	41.78	42.92	43.45
Standard Error	0.27	0.40	0.36	0.97	0.65	0.59	0.59	0.58	0.67	0.47	0.45	0.73	0.60	0.93	1.25	0.76	0.87	0.93	0.97	1.20	0.99	0.87	0.64	0.87
Standard Deviation	27.30	28.81	25.60	22.19	24.73	25.65	26.62	28.52	29.02	28.65	26.45	26.10	25.56	27.02	27.31	27.16	26.90	27.30	27.31	26.71	26.86	28.10	26.69	27.62

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 146

Q30. Please indicate how positively or negatively you feel towards George Osborne

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	2350 23%	198 6%	966 40%	480 23%	156 6%	1164 35%	343 22%	162 6%	1191 35%	273 20%	163 7%	1252 35%	196 19%	192 7%	1004 40%	223 21%	1366 28%	854 18%	6 8%
11-20	797 8%	149 5%	242 10%	186 9%	108 4%	350 10%	119 8%	116 5%	343 10%	104 8%	116 5%	366 10%	80 8%	127 5%	280 11%	92 9%	440 9%	321 7%	2 2%
21-30	880 9%	155 5%	268 11%	234 11%	132 5%	332 10%	156 10%	122 5%	350 10%	142 11%	117 5%	373 10%	107 11%	145 5%	256 10%	101 10%	481 10%	354 7%	1 1%
31-40	833 8%	184 6%	219 9%	200 10%	147 6%	298 9%	152 10%	145 6%	297 9%	131 10%	136 5%	299 8%	97 10%	160 6%	210 8%	98 9%	397 8%	403 8%	4 5%
41-50	1774 17%	478 15%	337 14%	404 19%	374 14%	503 15%	263 17%	351 14%	480 14%	234 17%	342 14%	512 14%	179 18%	385 14%	319 13%	191 18%	885 18%	788 17%	14 17%
51-60	1222 12%	504 16%	183 8%	256 12%	404 15%	312 9%	199 13%	384 15%	319 9%	165 12%	369 15%	323 9%	130 13%	420 15%	198 8%	132 13%	553 11%	610 13%	18 23%
61-70	883 9%	485 15%	96 4%	161 8%	395 15%	179 5%	142 9%	389 15%	174 5%	124 9%	372 15%	199 6%	96 9%	414 15%	99 4%	92 9%	330 7%	517 11%	8 10%
71-80	736 7%	483 15%	55 2%	105 5%	419 16%	111 3%	97 6%	411 16%	114 3%	98 7%	396 16%	135 4%	73 7%	417 15%	73 3%	70 7%	245 5%	456 10%	9 11%
81-90	530 5%	387 12%	33 1%	57 3%	331 13%	69 2%	63 4%	335 13%	78 2%	50 4%	318 13%	94 3%	37 4%	349 13%	41 2%	39 4%	183 4%	319 7%	11 14%
91-100	235 2%	178 6%	13 1%	20 1%	161 6%	27 1%	13 1%	157 6%	30 1%	16 1%	155 6%	36 1%	11 1%	165 6%	15 1%	13 1%	85 2%	138 3%	7 8%
Mean	40.22	57.90	26.10	36.90	58.81	29.71	38.95	58.67	29.67	40.05	58.52	30.21	40.38	57.76	26.31	39.16	35.61	45.12	58.10
Standard Error	0.27	0.42	0.54	0.50	0.46	0.45	0.62	0.48	0.45	0.67	0.49	0.44	0.76	0.47	0.51	0.76	0.38	0.39	2.72
Standard Deviation	27.30	24.31	23.63	24.70	24.27	24.95	25.69	24.64	25.22	25.61	24.87	25.61	25.28	25.00	24.24	25.62	26.44	27.35	24.37

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 146

Q30. Please indicate how positively or negatively you feel towards George Osborne

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	2350 23%	25 25%	89 23%	252 20%	258 12%	260 40%	85 18%	45 40%	44 32%	115 11%	180 15%	481 47%	191 31%	26 16%	22 24%	197 29%	78 38%	264 23%	2086 23%	455 27%	817 21%
11-20	797 8%	10 10%	32 8%	110 9%	148 7%	74 11%	41 9%	9 8%	11 8%	42 4%	81 7%	89 9%	60 10%	8 5%	10 10%	55 8%	18 9%	96 8%	700 8%	137 8%	303 8%
21-30	880 9%	4 4%	43 11%	136 11%	190 9%	66 10%	29 6%	11 10%	13 9%	54 5%	78 7%	100 10%	63 10%	7 4%	12 13%	56 8%	16 8%	91 8%	789 9%	162 10%	351 9%
31-40	833 8%	7 7%	23 6%	104 8%	189 9%	49 7%	39 8%	14 12%	15 11%	64 6%	100 8%	85 8%	46 7%	14 8%	11 12%	64 9%	10 5%	96 8%	737 8%	153 9%	319 8%
41-50	1774 17%	19 19%	99 25%	270 21%	347 17%	96 15%	90 19%	15 13%	30 22%	156 15%	211 18%	118 11%	110 18%	19 12%	18 19%	142 21%	35 17%	209 18%	1565 17%	305 18%	705 18%
51-60	1222 12%	9 9%	49 13%	196 15%	290 14%	55 8%	61 13%	7 7%	15 11%	139 13%	157 13%	77 7%	47 8%	16 10%	8 9%	77 11%	18 9%	133 12%	1089 12%	190 11%	471 12%
61-70	883 9%	13 13%	24 6%	91 7%	213 10%	21 3%	44 10%	4 4%	4 3%	155 15%	143 12%	41 4%	52 8%	17 10%	6 6%	42 6%	15 7%	91 8%	792 9%	126 8%	330 9%
71-80	736 7%	5 5%	15 4%	63 5%	201 10%	17 3%	39 8%	2 2%	3 2%	153 15%	118 10%	25 2%	31 5%	32 19%	3 3%	23 3%	5 2%	74 6%	662 7%	77 5%	287 7%
81-90	530 5%	5 5%	11 3%	30 2%	167 8%	15 2%	24 5%	2 2%	1 1%	100 10%	90 8%	11 1%	19 3%	20 12%	2 2%	25 4%	8 4%	62 5%	468 5%	53 3%	194 5%
91-100	235 2%	3 3%	3 1%	23 2%	65 3%	3 *	11 2%	2 2%	1 1%	57 5%	39 3%	4 *	4 1%	7 4%	2 2%	8 1%	4 2%	30 3%	205 2%	17 1%	85 2%
Mean	40.22	40.30	36.71	39.05	47.39	26.43	43.13	26.91	30.02	54.53	47.58	24.04	33.24	53.27	35.02	34.68	31.24	39.71	40.28	35.48	40.95
Standard Error	0.27	2.80	1.23	0.69	0.57	1.00	1.22	2.38	1.98	0.80	0.76	0.75	1.04	2.19	2.57	0.99	1.90	0.81	0.29	0.63	0.43
Standard Deviation	27.30	28.13	24.22	24.41	26.28	24.53	26.32	24.71	22.91	26.36	26.65	23.61	26.16	28.47	24.48	25.69	27.29	27.42	27.29	25.69	26.85

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 146

Q30. Please indicate how positively or negatively you feel towards George Osborne

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	2350 23%	1605 73%	236 37%	161 25%	81 13%	108 10%	42 5%	22 2%	37 3%	28 2%	30 3%	83 22%
11-20	797 8%	173 8%	152 24%	117 18%	98 16%	91 8%	51 6%	39 4%	32 3%	28 2%	16 2%	44 12%
21-30	880 9%	130 6%	90 14%	138 22%	133 21%	136 12%	84 9%	72 7%	44 4%	29 3%	23 3%	41 11%
31-40	833 8%	69 3%	52 8%	81 13%	131 21%	157 14%	129 14%	101 10%	55 5%	37 3%	19 2%	37 10%
41-50	1774 17%	119 5%	57 9%	92 14%	110 17%	436 40%	266 29%	263 26%	203 18%	160 14%	69 8%	60 16%
51-60	1222 12%	58 3%	30 5%	30 5%	46 7%	114 10%	218 24%	230 23%	240 21%	167 14%	90 10%	46 12%
61-70	883 9%	14 1%	7 1%	8 1%	23 4%	33 3%	82 9%	197 19%	233 21%	202 17%	84 10%	36 10%
71-80	736 7%	10 *	4 1%	6 1%	5 1%	10 1%	25 3%	61 6%	202 18%	269 23%	143 17%	16 4%
81-90	530 5%	2 *	1 *	1 *	1 *	6 1%	7 1%	27 3%	59 5%	213 18%	213 25%	9 2%
91-100	235 2%	5 *	1 *	2 *	1 *	- -	2 *	5 *	12 1%	40 3%	168 20%	7 2%
Mean	40.22	11.29	21.20	26.16	31.98	38.69	44.96	51.63	57.76	64.86	71.30	36.73
Standard Error	0.27	0.37	0.70	0.71	0.69	0.50	0.55	0.53	0.54	0.58	0.80	1.24
Standard Deviation	27.30	16.55	17.28	17.79	17.15	16.62	16.73	17.12	18.56	20.22	23.82	24.71

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 147

Q30. Please indicate how positively or negatively you feel towards Ed Miliband

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	2132 21%	1219 23%	913 18%	65 12%	215 15%	372 19%	479 23%	560 23%	441 24%	790 22%	665 19%	285 22%	393 22%	178 21%	88 18%	242 19%	204 21%	168 19%	184 23%	106 21%	167 23%	182 17%	391 23%	223 23%
11-20	1010 10%	558 11%	451 9%	39 8%	99 7%	161 8%	214 10%	252 10%	244 13%	433 12%	322 9%	107 8%	147 8%	71 8%	48 10%	131 10%	91 9%	83 10%	82 10%	52 10%	78 11%	94 9%	167 10%	111 11%
21-30	1078 11%	590 11%	488 10%	37 7%	115 8%	194 10%	222 11%	266 11%	244 13%	415 11%	361 10%	118 9%	184 10%	104 12%	43 9%	117 9%	94 10%	101 12%	75 9%	47 9%	82 11%	111 11%	191 11%	112 11%
31-40	970 9%	499 10%	471 9%	36 7%	133 9%	183 9%	169 8%	243 10%	206 11%	377 10%	340 10%	107 8%	146 8%	72 8%	41 8%	122 9%	84 9%	80 9%	78 10%	37 7%	80 11%	102 10%	172 10%	103 11%
41-50	1764 17%	810 16%	954 19%	132 25%	340 24%	368 19%	346 17%	349 14%	230 12%	565 16%	622 18%	251 19%	328 18%	151 18%	81 16%	226 17%	170 17%	152 18%	138 17%	92 18%	118 16%	172 16%	303 18%	161 16%
51-60	1092 11%	501 10%	591 12%	65 12%	202 14%	218 11%	211 10%	253 10%	144 8%	358 10%	411 12%	139 11%	185 10%	110 13%	57 12%	145 11%	118 12%	88 10%	67 8%	50 10%	77 11%	119 11%	161 10%	102 10%
61-70	844 8%	387 7%	458 9%	59 11%	143 10%	161 8%	158 8%	193 8%	130 7%	281 8%	329 9%	91 7%	144 8%	70 8%	45 9%	101 8%	93 10%	74 9%	75 9%	42 8%	45 6%	106 10%	127 8%	66 7%
71-80	645 6%	331 6%	314 6%	53 10%	96 7%	116 6%	116 6%	148 6%	116 6%	219 6%	218 6%	85 7%	123 7%	51 6%	40 8%	106 8%	49 5%	61 7%	53 7%	26 5%	39 5%	89 9%	84 5%	46 5%
81-90	418 4%	178 3%	240 5%	24 5%	58 4%	93 5%	87 4%	96 4%	61 3%	123 3%	140 4%	68 5%	87 5%	33 4%	26 5%	58 4%	49 5%	37 4%	36 4%	23 5%	19 3%	51 5%	54 3%	33 3%
91-100	284 3%	129 2%	155 3%	10 2%	43 3%	61 3%	64 3%	71 3%	34 2%	72 2%	84 2%	45 3%	84 5%	21 2%	23 5%	61 5%	22 2%	23 3%	18 2%	26 5%	17 2%	18 2%	36 2%	20 2%
Mean	39.52	37.50	41.61	46.40	44.40	41.21	38.22	38.18	35.25	37.38	40.67	40.50	40.92	39.60	43.27	42.21	39.97	40.22	38.79	40.69	36.60	42.14	37.08	36.49
Standard Error	0.26	0.37	0.37	1.07	0.65	0.61	0.59	0.54	0.59	0.42	0.44	0.76	0.65	0.89	1.26	0.76	0.85	0.90	0.94	1.26	0.93	0.81	0.61	0.80
Standard Deviation	26.34	26.42	26.10	24.39	24.76	26.44	26.91	26.74	25.72	25.63	25.84	27.30	27.70	26.05	27.47	27.34	26.34	26.30	26.57	28.02	25.33	25.90	25.49	25.40

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 147

Q30. Please indicate how positively or negatively you feel towards Ed Miliband

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	2132 21%	1052	141	296	916	320	244	909	357	221	860	447	172	933	253	186	1021	989	15
		33%	6%	14%	35%	10%	16%	35%	11%	17%	35%	12%	17%	34%	10%	18%	21%	21%	19%
11-20	1010 10%	503	97	166	416	198	136	413	199	119	399	225	107	449	139	93	418	547	6
		16%	4%	8%	16%	6%	9%	16%	6%	9%	16%	6%	11%	16%	6%	9%	8%	11%	7%
21-30	1078 11%	446	141	246	377	219	205	368	245	175	352	269	153	390	171	137	448	579	7
		14%	6%	12%	14%	7%	13%	14%	7%	13%	14%	7%	15%	14%	7%	13%	9%	12%	9%
31-40	970 9%	363	138	247	284	230	200	280	245	159	282	279	113	310	169	125	408	526	6
		11%	6%	12%	11%	7%	13%	11%	7%	12%	11%	8%	11%	11%	7%	12%	8%	11%	8%
41-50	1764 17%	425	379	437	319	559	302	316	561	258	301	581	192	331	383	193	878	781	10
		13%	16%	21%	12%	17%	19%	12%	17%	19%	12%	16%	19%	12%	15%	18%	18%	16%	12%
51-60	1092 11%	202	369	261	163	473	186	144	461	163	135	493	105	148	344	131	582	460	10
		6%	15%	12%	6%	14%	12%	6%	14%	12%	5%	14%	10%	5%	14%	12%	12%	10%	13%
61-70	844 8%	107	366	200	79	455	130	76	440	108	85	453	64	108	336	79	435	371	11
		3%	15%	10%	3%	14%	8%	3%	13%	8%	3%	13%	6%	4%	13%	8%	9%	8%	14%
71-80	645 6%	56	329	150	39	401	79	35	400	69	34	394	50	58	310	57	339	273	5
		2%	14%	7%	1%	12%	5%	1%	12%	5%	1%	11%	5%	2%	12%	5%	7%	6%	7%
81-90	418 4%	39	250	63	26	270	43	22	258	45	24	245	36	30	211	36	248	152	5
		1%	10%	3%	1%	8%	3%	1%	8%	3%	1%	7%	4%	1%	8%	3%	5%	3%	6%
91-100	284 3%	9	201	37	7	220	24	9	211	18	11	203	16	17	180	15	189	82	3
		*	8%	2%	*	7%	2%	*	6%	1%	*	6%	2%	1%	7%	1%	4%	2%	4%
Mean	39.52	26.61	58.26	42.44	25.43	53.09	40.02	25.00	52.03	39.80	25.51	50.06	38.37	26.38	53.48	39.46	41.58	37.50	43.21
Standard Error	0.26	0.37	0.57	0.48	0.40	0.48	0.56	0.40	0.47	0.62	0.41	0.46	0.72	0.40	0.56	0.71	0.39	0.36	3.15
Standard Deviation	26.34	21.22	24.63	23.61	20.85	26.17	23.20	20.65	26.45	23.48	20.98	26.73	23.75	21.70	26.68	23.82	27.32	25.06	28.21

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 147

Q30. Please indicate how positively or negatively you feel towards Ed Miliband

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	2132 21%	19 20%	69 18%	275 22%	546 26%	64 10%	127 28%	19 16%	29 21%	319 31%	239 20%	78 8%	89 14%	37 22%	11 12%	146 21%	65 31%	259 23%	1873 21%	293 17%	795 21%
11-20	1010 10%	8 8%	28 7%	117 9%	253 12%	30 5%	61 13%	7 7%	8 6%	139 13%	167 14%	47 5%	45 7%	14 9%	8 9%	58 8%	18 8%	84 7%	925 10%	125 7%	386 10%
21-30	1078 11%	13 13%	41 11%	127 10%	225 11%	47 7%	48 10%	14 13%	14 10%	147 14%	152 13%	81 8%	64 10%	23 14%	6 7%	60 9%	17 8%	109 10%	969 11%	159 9%	414 11%
31-40	970 9%	5 5%	36 9%	104 8%	232 11%	36 5%	34 7%	11 10%	15 11%	136 13%	131 11%	67 7%	62 10%	26 15%	11 11%	55 8%	11 5%	86 7%	885 10%	158 9%	362 9%
41-50	1764 17%	11 11%	76 20%	260 20%	317 15%	112 17%	77 17%	14 13%	19 14%	139 13%	206 17%	175 17%	132 21%	31 19%	23 25%	134 19%	37 18%	191 17%	1573 17%	306 18%	714 18%
51-60	1092 11%	14 14%	62 16%	137 11%	174 8%	83 13%	43 9%	17 15%	16 12%	67 6%	124 10%	148 14%	70 11%	11 7%	14 15%	95 14%	17 8%	129 11%	964 11%	228 14%	402 10%
61-70	844 8%	18 18%	26 7%	86 7%	122 6%	95 14%	32 7%	10 9%	9 6%	44 4%	85 7%	164 16%	68 11%	7 4%	9 9%	55 8%	16 8%	111 10%	733 8%	160 10%	314 8%
71-80	645 6%	5 5%	22 6%	61 5%	104 5%	74 11%	25 6%	10 9%	11 8%	21 2%	57 5%	142 14%	42 7%	8 5%	5 5%	47 7%	10 5%	78 7%	567 6%	112 7%	241 6%
81-90	418 4%	4 4%	17 4%	58 5%	66 3%	61 9%	9 2%	6 5%	7 5%	18 2%	23 2%	79 8%	34 5%	4 2%	4 5%	16 2%	10 5%	53 5%	365 4%	85 5%	144 4%
91-100	284 3%	3 3%	12 3%	49 4%	29 1%	54 8%	4 1%	4 3%	8 6%	6 1%	13 1%	49 5%	16 3%	6 3%	2 2%	23 3%	5 3%	45 4%	239 3%	50 3%	91 2%
Mean	39.52	43.03	41.76	39.45	33.94	54.34	33.64	44.06	42.61	28.93	35.82	54.43	44.49	36.09	44.34	40.17	35.27	40.90	39.35	43.07	39.15
Standard Error	0.26	2.74	1.31	0.76	0.55	1.10	1.16	2.61	2.47	0.68	0.67	0.77	1.00	1.92	2.48	1.00	1.97	0.82	0.27	0.64	0.42
Standard Deviation	26.34	27.49	25.75	26.86	25.11	27.01	25.13	27.10	28.55	22.38	23.48	24.49	25.14	24.93	23.68	25.99	28.33	27.73	26.16	25.99	25.88

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 147

Q30. Please indicate how positively or negatively you feel towards Ed Miliband

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	2132 21%	543 25%	87 14%	74 12%	72 11%	168 15%	137 15%	167 16%	261 23%	299 26%	325 38%	115 30%
11-20	1010 10%	120 6%	75 12%	52 8%	44 7%	78 7%	79 9%	117 12%	157 14%	173 15%	115 13%	43 11%
21-30	1078 11%	136 6%	46 7%	90 14%	79 13%	96 9%	96 11%	149 15%	136 12%	157 13%	93 11%	37 10%
31-40	970 9%	98 4%	55 9%	51 8%	78 12%	114 10%	103 11%	115 11%	132 12%	147 12%	77 9%	33 9%
41-50	1764 17%	272 12%	93 15%	106 17%	132 21%	329 30%	215 24%	183 18%	180 16%	166 14%	89 10%	60 16%
51-60	1092 11%	238 11%	90 14%	94 15%	84 13%	120 11%	124 14%	107 10%	99 9%	89 8%	46 5%	41 11%
61-70	844 8%	223 10%	65 10%	75 12%	67 11%	93 8%	66 7%	86 8%	75 7%	59 5%	37 4%	15 4%
71-80	645 6%	213 10%	54 9%	43 7%	45 7%	61 6%	55 6%	55 5%	46 4%	46 4%	28 3%	16 4%
81-90	418 4%	165 8%	45 7%	34 5%	23 4%	25 2%	21 2%	30 3%	22 2%	27 2%	26 3%	15 4%
91-100	284 3%	176 8%	18 3%	17 3%	6 1%	8 1%	12 1%	10 1%	8 1%	10 1%	18 2%	4 1%
Mean	39.52	45.91	45.15	44.97	43.40	41.36	40.68	38.58	33.72	31.94	27.68	32.58
Standard Error	0.26	0.70	1.08	0.99	0.90	0.67	0.75	0.72	0.68	0.67	0.86	1.30
Standard Deviation	26.34	31.85	26.62	24.68	22.40	22.31	22.78	23.32	23.14	23.48	25.75	25.81

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 148

Q30. Please indicate how positively or negatively you feel towards Tony Blair

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	3385 33%	1811 35%	1574 31%	84 16%	260 18%	494 26%	714 35%	1014 42%	818 44%	1321 36%	1102 32%	391 30%	571 31%	282 33%	121 25%	418 32%	317 33%	265 31%	274 34%	152 30%	246 34%	330 32%	629 37%	350 36%
11-20	832 8%	450 9%	382 8%	31 6%	83 6%	153 8%	151 7%	212 9%	202 11%	342 9%	276 8%	86 7%	129 7%	70 8%	30 6%	116 9%	68 7%	76 9%	71 9%	47 9%	67 9%	65 6%	141 8%	81 8%
21-30	825 8%	404 8%	421 8%	30 6%	103 7%	126 7%	166 8%	222 9%	177 10%	284 8%	296 8%	109 8%	137 8%	64 7%	43 9%	110 8%	71 7%	73 8%	61 8%	45 9%	73 10%	77 7%	117 7%	92 9%
31-40	695 7%	326 6%	369 7%	44 8%	114 8%	135 7%	146 7%	140 6%	116 6%	237 7%	230 7%	104 8%	124 7%	60 7%	30 6%	80 6%	68 7%	57 7%	55 7%	33 7%	56 8%	66 6%	120 7%	69 7%
41-50	1074 10%	464 9%	610 12%	85 16%	210 15%	245 13%	197 10%	207 9%	129 7%	319 9%	409 12%	120 9%	225 12%	100 12%	56 11%	143 11%	111 11%	92 11%	87 11%	43 9%	75 10%	101 10%	161 10%	106 11%
51-60	817 8%	377 7%	440 9%	65 12%	173 12%	190 10%	137 7%	152 6%	100 5%	284 8%	276 8%	108 8%	149 8%	74 9%	35 7%	98 7%	69 7%	58 7%	63 8%	42 8%	72 10%	96 9%	133 8%	76 8%
61-70	734 7%	365 7%	369 7%	56 11%	149 10%	164 9%	155 8%	136 6%	73 4%	239 7%	261 7%	101 8%	132 7%	68 8%	49 10%	78 6%	83 9%	53 6%	49 6%	29 6%	43 6%	97 9%	119 7%	66 7%
71-80	721 7%	378 7%	343 7%	50 10%	138 10%	162 8%	150 7%	135 6%	87 5%	248 7%	255 7%	104 8%	113 6%	56 7%	34 7%	110 8%	71 7%	69 8%	56 7%	35 7%	35 5%	105 10%	106 6%	44 4%
81-90	612 6%	338 6%	274 5%	39 7%	115 8%	125 7%	131 6%	124 5%	78 4%	209 6%	206 6%	74 6%	123 7%	47 5%	50 10%	76 6%	54 6%	67 8%	48 6%	37 7%	30 4%	60 6%	87 5%	56 6%
91-100	544 5%	291 6%	253 5%	36 7%	99 7%	132 7%	118 6%	89 4%	69 4%	147 4%	181 5%	97 7%	118 6%	40 5%	45 9%	81 6%	60 6%	57 7%	41 5%	37 7%	27 4%	47 5%	72 4%	38 4%
Mean	37.05	36.66	37.46	48.77	47.81	42.55	36.83	30.81	28.08	34.48	37.83	39.70	38.81	36.77	45.54	37.72	38.18	39.34	36.28	39.05	33.56	39.16	34.26	33.75
Standard Error	0.31	0.44	0.43	1.25	0.77	0.71	0.70	0.61	0.67	0.51	0.52	0.89	0.75	1.05	1.49	0.87	1.01	1.10	1.10	1.44	1.07	0.98	0.73	0.94
Standard Deviation	31.05	31.86	30.20	28.42	29.21	30.92	31.62	30.13	29.14	30.65	30.70	31.88	31.61	30.58	32.48	31.29	31.25	32.15	31.03	32.23	28.94	31.35	30.30	29.90

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 148

Q30. Please indicate how positively or negatively you feel towards Tony Blair

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	3385 33%	1627 51%	286 12%	625 30%	1477 56%	453 14%	542 35%	1465 57%	566 17%	438 33%	1369 55%	777 22%	338 33%	1487 54%	502 20%	332 32%	1504 30%	1683 35%	20 25%
11-20	832 8%	337 11%	111 5%	190 9%	292 11%	168 5%	155 10%	281 11%	189 6%	140 10%	270 11%	234 7%	103 10%	304 11%	150 6%	98 9%	350 7%	446 9%	5 6%
21-30	825 8%	275 9%	170 7%	197 9%	227 9%	235 7%	158 10%	220 9%	232 7%	140 10%	216 9%	256 7%	114 11%	241 9%	193 8%	99 9%	373 8%	418 9%	2 2%
31-40	695 7%	197 6%	145 6%	174 8%	161 6%	198 6%	124 8%	151 6%	199 6%	111 8%	145 6%	211 6%	84 8%	142 5%	145 6%	89 8%	315 6%	339 7%	6 7%
41-50	1074 10%	237 7%	277 11%	234 11%	158 6%	374 11%	166 11%	146 6%	372 11%	132 10%	151 6%	364 10%	110 11%	168 6%	263 11%	114 11%	551 11%	465 10%	9 12%
51-60	817 8%	171 5%	242 10%	195 9%	112 4%	331 10%	121 8%	106 4%	320 9%	118 9%	106 4%	318 9%	73 7%	132 5%	216 9%	81 8%	403 8%	374 8%	6 8%
61-70	734 7%	121 4%	275 11%	162 8%	76 3%	357 11%	114 7%	69 3%	348 10%	100 7%	78 3%	339 9%	74 7%	91 3%	233 9%	87 8%	392 8%	314 7%	7 9%
71-80	721 7%	109 3%	302 13%	135 6%	66 3%	429 13%	70 5%	68 3%	395 12%	67 5%	75 3%	387 11%	50 5%	92 3%	266 11%	62 6%	383 8%	312 7%	10 13%
81-90	612 6%	71 2%	308 13%	104 5%	35 1%	406 12%	58 4%	36 1%	386 11%	54 4%	44 2%	358 10%	38 4%	60 2%	275 11%	50 5%	340 7%	237 5%	10 12%
91-100	544 5%	58 2%	296 12%	87 4%	23 1%	394 12%	42 3%	28 1%	370 11%	35 3%	30 1%	345 10%	26 3%	59 2%	255 10%	40 4%	356 7%	173 4%	5 6%
Mean	37.05	23.26	56.62	36.84	19.30	55.15	32.27	19.12	52.43	33.34	20.34	48.22	32.62	21.87	49.48	35.62	40.28	34.08	46.93
Standard Error	0.31	0.45	0.68	0.59	0.44	0.55	0.68	0.45	0.56	0.73	0.48	0.55	0.84	0.48	0.67	0.87	0.46	0.43	3.62
Standard Deviation	31.05	25.99	29.51	29.20	23.11	30.14	27.89	23.38	31.11	27.93	24.29	32.09	27.67	25.85	32.02	29.15	31.99	29.79	32.37

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 148

Q30. Please indicate how positively or negatively you feel towards Tony Blair

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	3385 33%	20 20%	100 26%	300 24%	922 45%	105 16%	190 41%	27 24%	31 23%	473 46%	366 31%	277 27%	203 33%	60 36%	32 35%	203 30%	76 37%	356 31%	3029 33%	459 27%	1160 30%
11-20	832 8%	9 9%	21 5%	92 7%	166 8%	29 4%	37 8%	8 7%	11 8%	107 10%	119 10%	91 9%	51 8%	14 9%	11 12%	51 7%	16 8%	95 8%	737 8%	141 8%	280 7%
21-30	825 8%	6 7%	36 9%	88 7%	168 8%	44 7%	31 7%	9 8%	10 7%	95 9%	97 8%	99 10%	52 8%	18 11%	8 8%	48 7%	17 8%	83 7%	742 8%	129 8%	313 8%
31-40	695 7%	8 8%	28 7%	83 7%	128 6%	34 5%	36 8%	9 8%	6 4%	66 6%	84 7%	74 7%	50 8%	13 8%	7 7%	53 8%	16 8%	79 7%	616 7%	121 7%	280 7%
41-50	1074 10%	11 11%	61 16%	179 14%	184 9%	76 12%	33 7%	10 9%	16 12%	77 7%	133 11%	99 10%	67 11%	11 6%	8 8%	85 12%	24 12%	112 10%	962 11%	202 12%	397 10%
51-60	817 8%	8 8%	32 8%	102 8%	132 6%	77 12%	36 8%	18 16%	8 6%	59 6%	102 8%	105 10%	57 9%	14 8%	4 5%	52 8%	11 5%	91 8%	726 8%	140 8%	344 9%
61-70	734 7%	9 9%	35 9%	112 9%	104 5%	56 8%	29 6%	12 11%	17 13%	45 4%	102 9%	75 7%	46 7%	8 5%	8 9%	58 8%	17 8%	93 8%	641 7%	165 10%	286 7%
71-80	721 7%	14 14%	30 8%	115 9%	94 5%	74 11%	23 5%	8 7%	17 12%	48 5%	79 7%	91 9%	46 7%	9 6%	6 6%	58 8%	9 4%	75 7%	646 7%	125 7%	311 8%
81-90	612 6%	6 6%	21 5%	97 8%	91 4%	77 12%	28 6%	8 7%	12 9%	32 3%	72 6%	64 6%	28 5%	15 9%	7 7%	45 7%	11 5%	85 7%	527 6%	107 6%	242 6%
91-100	544 5%	7 7%	25 7%	106 8%	81 4%	84 13%	19 4%	2 2%	9 7%	32 3%	45 4%	55 5%	23 4%	5 3%	2 2%	37 5%	10 5%	77 7%	466 5%	87 5%	250 6%
Mean	37.05	46.25	41.89	44.67	29.32	53.87	32.21	41.94	46.31	27.08	37.13	40.30	35.90	34.38	33.72	39.74	34.20	39.32	36.77	40.39	39.76
Standard Error	0.31	3.08	1.53	0.88	0.65	1.27	1.42	2.77	2.71	0.87	0.85	0.96	1.19	2.43	3.15	1.19	2.14	0.95	0.32	0.75	0.50
Standard Deviation	31.05	30.97	30.13	31.40	29.70	31.08	30.77	28.84	31.40	28.38	29.77	30.45	29.85	31.60	30.04	30.90	30.78	32.14	30.90	30.40	31.40

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 148

Q30. Please indicate how positively or negatively you feel towards Tony Blair

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	3385 33%	773 35%	159 25%	143 22%	123 20%	273 25%	230 25%	310 30%	428 38%	486 41%	461 54%	172 45%
11-20	832 8%	135 6%	59 9%	58 9%	40 6%	71 7%	74 8%	98 10%	112 10%	116 10%	69 8%	27 7%
21-30	825 8%	130 6%	47 8%	68 11%	73 12%	78 7%	72 8%	96 9%	87 8%	103 9%	71 8%	24 6%
31-40	695 7%	123 6%	42 7%	46 7%	61 10%	85 8%	65 7%	82 8%	85 8%	75 6%	30 4%	21 6%
41-50	1074 10%	190 9%	58 9%	81 13%	81 13%	209 19%	136 15%	95 9%	95 9%	83 7%	46 5%	35 9%
51-60	817 8%	143 7%	61 10%	52 8%	66 10%	118 11%	110 12%	90 9%	66 6%	68 6%	42 5%	33 9%
61-70	734 7%	134 6%	64 10%	56 9%	58 9%	99 9%	71 8%	90 9%	68 6%	73 6%	22 3%	21 6%
71-80	721 7%	168 8%	32 5%	60 9%	61 10%	65 6%	70 8%	65 6%	92 8%	64 5%	45 5%	15 4%
81-90	612 6%	178 8%	55 9%	32 5%	39 6%	47 4%	43 5%	64 6%	53 5%	73 6%	29 3%	17 5%
91-100	544 5%	211 10%	51 8%	39 6%	29 5%	45 4%	38 4%	28 3%	32 3%	33 3%	39 5%	16 4%
Mean	37.05	40.05	43.01	41.82	43.41	40.47	40.01	36.43	32.30	30.90	24.66	29.98
Standard Error	0.31	0.76	1.29	1.19	1.15	0.85	0.93	0.90	0.87	0.86	1.00	1.51
Standard Deviation	31.05	34.54	31.75	29.76	28.47	28.12	28.44	29.19	29.73	29.88	29.95	30.17

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 149

Q30. Please indicate how positively or negatively you feel towards Gordon Brown

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	3351 33%	1913 37%	1438 29%	101 19%	297 21%	520 27%	728 35%	937 39%	767 41%	1318 36%	1046 30%	425 33%	561 31%	188 22%	125 25%	399 30%	317 33%	291 34%	275 34%	162 32%	278 38%	293 28%	654 39%	369 38%
11-20	966 9%	496 10%	470 9%	45 9%	127 9%	177 9%	181 9%	240 10%	196 11%	351 10%	352 10%	111 9%	152 8%	72 8%	42 9%	125 10%	98 10%	72 8%	85 11%	49 10%	77 11%	89 9%	175 10%	80 8%
21-30	853 8%	448 9%	405 8%	40 8%	126 9%	150 8%	158 8%	204 8%	175 9%	308 8%	299 9%	104 8%	141 8%	57 7%	44 9%	94 7%	81 8%	84 10%	71 9%	49 10%	65 9%	94 9%	127 8%	86 9%
31-40	714 7%	338 6%	377 7%	40 8%	111 8%	160 8%	141 7%	152 6%	110 6%	260 7%	251 7%	75 6%	128 7%	53 6%	47 10%	105 8%	64 7%	62 7%	54 7%	31 6%	47 7%	60 6%	127 8%	64 7%
41-50	1093 11%	483 9%	610 12%	87 17%	234 16%	218 11%	211 10%	197 8%	145 8%	347 10%	384 11%	137 11%	225 12%	106 12%	54 11%	140 11%	98 10%	82 9%	93 11%	44 9%	72 10%	126 12%	176 10%	103 11%
51-60	856 8%	414 8%	441 9%	64 12%	156 11%	216 11%	147 7%	165 7%	108 6%	289 8%	312 9%	111 9%	144 8%	87 10%	37 8%	106 8%	89 9%	73 8%	60 7%	33 7%	59 8%	109 10%	130 8%	72 7%
61-70	782 8%	366 7%	415 8%	43 8%	150 10%	154 8%	181 9%	160 7%	94 5%	263 7%	288 8%	90 7%	141 8%	82 9%	43 9%	108 8%	82 8%	76 9%	55 7%	31 6%	42 6%	89 9%	107 6%	66 7%
71-80	649 6%	312 6%	337 7%	41 8%	107 7%	137 7%	119 6%	138 6%	107 6%	203 6%	224 6%	100 8%	122 7%	78 9%	44 9%	98 8%	58 6%	44 5%	37 5%	44 9%	41 6%	75 7%	76 4%	54 6%
81-90	526 5%	245 5%	281 6%	37 7%	72 5%	99 5%	112 5%	126 5%	81 4%	160 4%	189 5%	80 6%	97 5%	74 9%	25 5%	72 5%	47 5%	41 5%	51 6%	30 6%	25 3%	63 6%	55 3%	43 4%
91-100	449 4%	188 4%	262 5%	22 4%	63 4%	94 5%	91 4%	113 5%	67 4%	131 4%	146 4%	62 5%	110 6%	64 7%	31 6%	63 5%	37 4%	41 5%	25 3%	27 5%	16 2%	45 4%	60 4%	41 4%
Mean	35.85	33.29	38.48	43.58	42.25	39.10	35.20	32.78	30.05	33.25	36.96	37.09	38.00	45.55	40.77	37.78	35.39	35.47	34.08	36.62	30.40	39.09	30.92	33.13
Standard Error	0.30	0.41	0.43	1.24	0.74	0.68	0.68	0.62	0.68	0.49	0.51	0.87	0.73	1.06	1.39	0.85	0.96	1.02	1.04	1.40	1.04	0.94	0.69	0.95
Standard Deviation	30.13	29.87	30.18	28.31	28.07	29.79	30.63	30.65	29.56	29.43	29.89	30.99	31.03	31.04	30.30	30.31	29.86	29.94	29.53	31.20	28.22	30.08	28.86	30.00

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 149

Q30. Please indicate how positively or negatively you feel towards Gordon Brown

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	3351 33%	1862 58%	142 6%	529 25%	1595 61%	440 13%	426 28%	1565 61%	505 15%	379 28%	1480 60%	640 18%	304 30%	1606 58%	329 13%	296 28%	1529 31%	1660 35%	21 26%
11-20	966 9%	417 13%	67 3%	239 11%	327 12%	178 5%	177 11%	342 13%	195 6%	142 11%	320 13%	225 6%	119 12%	337 12%	131 5%	112 11%	422 8%	499 10%	4 5%
21-30	853 8%	299 9%	138 6%	210 10%	225 9%	243 7%	156 10%	208 8%	244 7%	136 10%	207 8%	264 7%	107 11%	236 9%	180 7%	113 11%	365 7%	447 9%	6 7%
31-40	714 7%	173 5%	135 6%	203 10%	140 5%	234 7%	143 9%	130 5%	243 7%	111 8%	126 5%	258 7%	85 8%	147 5%	166 7%	96 9%	313 6%	367 8%	7 9%
41-50	1093 11%	186 6%	261 11%	287 14%	136 5%	365 11%	206 13%	128 5%	381 11%	169 13%	131 5%	375 10%	127 13%	161 6%	269 11%	134 13%	552 11%	467 10%	10 13%
51-60	856 8%	109 3%	313 13%	208 10%	91 3%	395 12%	133 9%	87 3%	379 11%	125 9%	85 3%	409 11%	71 7%	102 4%	285 11%	87 8%	424 9%	392 8%	6 8%
61-70	782 8%	72 2%	378 16%	161 8%	53 2%	433 13%	115 7%	55 2%	435 13%	87 7%	56 2%	421 12%	69 7%	66 2%	343 14%	71 7%	409 8%	332 7%	7 9%
71-80	649 6%	39 1%	347 14%	126 6%	31 1%	382 11%	82 5%	26 1%	361 11%	81 6%	38 2%	369 10%	52 5%	63 2%	276 11%	59 6%	356 7%	254 5%	7 9%
81-90	526 5%	30 1%	315 13%	94 4%	19 1%	345 10%	68 4%	20 1%	317 9%	67 5%	26 1%	327 9%	45 4%	34 1%	262 10%	50 5%	295 6%	211 4%	8 10%
91-100	449 4%	15 *	316 13%	47 2%	11 *	330 10%	43 3%	11 *	316 9%	39 3%	12 1%	302 8%	30 3%	23 1%	255 10%	34 3%	300 6%	132 3%	3 4%
Mean	35.85	16.80	62.27	36.88	15.77	53.61	35.75	15.56	51.81	36.13	16.51	49.46	34.27	17.99	53.85	35.86	38.68	32.85	42.84
Standard Error	0.30	0.35	0.59	0.55	0.38	0.53	0.67	0.38	0.53	0.74	0.41	0.52	0.84	0.42	0.62	0.83	0.45	0.41	3.50
Standard Deviation	30.13	20.43	25.63	27.12	19.88	29.16	27.57	19.76	29.62	28.16	20.87	30.34	27.91	22.32	29.39	27.89	31.26	28.71	31.30

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 149

Q30. Please indicate how positively or negatively you feel towards Gordon Brown

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	3351 33%	28 28%	93 24%	432 34%	871 42%	92 14%	217 47%	19 17%	41 30%	529 51%	409 34%	131 13%	139 22%	71 43%	11 11%	190 28%	78 38%	369 32%	2981 33%	438 26%	1225 32%
11-20	966 9%	4 4%	35 9%	116 9%	231 11%	40 6%	41 9%	6 5%	7 5%	123 12%	144 12%	58 6%	54 9%	19 12%	11 12%	60 9%	17 8%	104 9%	862 9%	140 8%	362 9%
21-30	853 8%	11 12%	41 10%	104 8%	181 9%	40 6%	34 7%	4 3%	13 10%	92 9%	129 11%	65 6%	43 7%	12 7%	6 7%	61 9%	16 8%	94 8%	759 8%	137 8%	339 9%
31-40	714 7%	6 6%	27 7%	92 7%	136 7%	37 6%	32 7%	5 4%	7 5%	66 6%	97 8%	84 8%	44 7%	10 6%	7 8%	45 7%	20 10%	64 6%	651 7%	139 8%	270 7%
41-50	1093 11%	14 15%	55 14%	171 13%	183 9%	69 11%	31 7%	8 7%	20 15%	76 7%	113 9%	149 14%	62 10%	11 7%	13 14%	91 13%	27 13%	118 10%	975 11%	202 12%	431 11%
51-60	856 8%	11 11%	37 10%	98 8%	119 6%	76 12%	23 5%	19 17%	15 11%	55 5%	100 8%	129 13%	86 14%	13 8%	7 8%	56 8%	11 5%	99 9%	757 8%	168 10%	337 9%
61-70	782 8%	5 5%	32 8%	75 6%	117 6%	80 12%	28 6%	11 10%	9 7%	31 3%	90 8%	140 14%	71 11%	10 6%	14 15%	55 8%	13 6%	85 7%	696 8%	155 9%	303 8%
71-80	649 6%	8 8%	29 8%	71 6%	81 4%	66 10%	21 5%	12 11%	8 6%	36 3%	58 5%	109 11%	63 10%	10 6%	11 12%	55 8%	12 6%	83 7%	566 6%	108 6%	257 7%
81-90	526 5%	5 5%	21 5%	59 5%	78 4%	83 13%	21 5%	14 13%	6 5%	15 1%	42 4%	90 9%	34 5%	7 4%	4 5%	39 6%	7 4%	61 5%	464 5%	115 7%	181 5%
91-100	449 4%	6 6%	18 5%	56 4%	72 3%	73 11%	14 3%	16 14%	10 7%	12 1%	16 1%	77 7%	27 4%	3 2%	8 9%	36 5%	5 3%	68 6%	381 4%	73 4%	158 4%
Mean	35.85	40.27	39.94	34.28	28.76	54.30	27.81	56.24	39.08	21.94	31.49	52.13	43.46	29.10	49.22	39.37	31.28	37.06	35.69	40.19	36.01
Standard Error	0.30	3.00	1.48	0.83	0.62	1.24	1.36	3.00	2.63	0.75	0.77	0.88	1.16	2.25	3.02	1.16	2.00	0.93	0.31	0.73	0.48
Standard Deviation	30.13	30.11	29.02	29.51	28.63	30.41	29.53	31.22	30.50	24.69	26.89	27.87	29.22	29.31	28.76	30.36	28.74	31.23	29.99	29.61	29.72

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 149

Q30. Please indicate how positively or negatively you feel towards Gordon Brown

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	3351 33%	560 26%	131 21%	107 17%	108 17%	249 23%	239 26%	357 35%	500 45%	560 48%	540 63%	185 49%
11-20	966 9%	119 5%	49 8%	60 9%	55 9%	81 7%	87 10%	127 12%	150 13%	153 13%	85 10%	35 9%
21-30	853 8%	134 6%	50 8%	57 9%	49 8%	84 8%	104 12%	108 11%	97 9%	108 9%	63 7%	31 8%
31-40	714 7%	118 5%	47 8%	54 9%	66 10%	92 8%	78 9%	80 8%	69 6%	78 7%	31 4%	28 7%
41-50	1093 11%	207 9%	66 11%	78 12%	85 14%	246 23%	119 13%	86 8%	74 7%	91 8%	40 5%	29 8%
51-60	856 8%	181 8%	64 10%	78 12%	70 11%	120 11%	121 13%	72 7%	62 6%	62 5%	25 3%	27 7%
61-70	782 8%	212 10%	75 12%	87 14%	74 12%	87 8%	58 6%	77 8%	58 5%	38 3%	15 2%	17 5%
71-80	649 6%	188 9%	67 11%	56 9%	65 10%	67 6%	42 5%	58 6%	59 5%	32 3%	15 2%	13 4%
81-90	526 5%	209 10%	44 7%	27 4%	36 6%	40 4%	39 4%	39 4%	37 3%	32 3%	22 3%	9 2%
91-100	449 4%	257 12%	36 6%	31 5%	21 3%	25 2%	19 2%	13 1%	11 1%	19 2%	17 2%	7 2%
Mean	35.85	47.43	45.33	44.70	44.42	39.61	35.85	31.04	26.08	23.46	17.03	24.60
Standard Error	0.30	0.75	1.21	1.12	1.10	0.80	0.87	0.84	0.78	0.72	0.81	1.33
Standard Deviation	30.13	33.83	29.76	27.82	27.30	26.53	26.55	27.36	26.63	25.25	24.23	26.51

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 150

Q30. Please indicate how positively or negatively you feel towards Margaret Thatcher

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	2953 29%	1550 30%	1403 28%	129 25%	325 22%	630 33%	712 34%	742 31%	415 22%	958 26%	977 28%	415 32%	603 33%	366 42%	189 38%	431 33%	307 32%	236 27%	214 27%	170 34%	172 24%	272 26%	357 21%	240 25%
11-20	687 7%	324 6%	363 7%	42 8%	121 8%	132 7%	126 6%	156 6%	109 6%	227 6%	234 7%	85 7%	140 8%	66 8%	37 8%	102 8%	58 6%	58 7%	59 7%	40 8%	50 7%	59 6%	93 6%	64 7%
21-30	536 5%	244 5%	291 6%	39 7%	108 7%	103 5%	106 5%	112 5%	67 4%	153 4%	230 7%	74 6%	79 4%	45 5%	35 7%	72 5%	67 7%	42 5%	42 5%	21 4%	30 4%	60 6%	74 4%	49 5%
31-40	472 5%	196 4%	277 5%	28 5%	90 6%	107 6%	90 4%	85 3%	71 4%	137 4%	178 5%	62 5%	95 5%	35 4%	18 4%	56 4%	52 5%	46 5%	37 5%	19 4%	31 4%	50 5%	84 5%	44 4%
41-50	937 9%	377 7%	560 11%	104 20%	234 16%	194 10%	164 8%	146 6%	95 5%	258 7%	353 10%	129 10%	196 11%	72 8%	39 8%	113 9%	91 9%	84 10%	71 9%	39 8%	63 9%	112 11%	172 10%	80 8%
51-60	693 7%	313 6%	379 8%	56 11%	148 10%	161 8%	102 5%	117 5%	109 6%	234 6%	241 7%	88 7%	130 7%	42 5%	25 5%	87 7%	68 7%	55 6%	63 8%	32 6%	49 7%	68 7%	131 8%	72 7%
61-70	794 8%	427 8%	367 7%	43 8%	128 9%	146 8%	169 8%	179 7%	129 7%	319 9%	278 8%	93 7%	104 6%	47 5%	35 7%	75 6%	80 8%	57 7%	69 9%	34 7%	68 9%	105 10%	153 9%	72 7%
71-80	941 9%	519 10%	422 8%	30 6%	114 8%	151 8%	173 8%	248 10%	224 12%	418 12%	310 9%	85 7%	128 7%	67 8%	33 7%	110 8%	78 8%	87 10%	57 7%	36 7%	75 10%	106 10%	184 11%	107 11%
81-90	1050 10%	604 12%	446 9%	26 5%	96 7%	155 8%	196 9%	281 12%	296 16%	439 12%	349 10%	114 9%	148 8%	62 7%	31 6%	120 9%	73 7%	103 12%	93 12%	54 11%	96 13%	94 9%	206 12%	117 12%
91-100	1176 11%	649 12%	527 10%	23 4%	81 6%	145 8%	227 11%	366 15%	334 18%	488 13%	341 10%	149 12%	198 11%	59 7%	50 10%	145 11%	98 10%	97 11%	99 12%	58 12%	88 12%	116 11%	232 14%	134 14%
Mean	45.53	46.85	44.16	40.51	43.00	40.36	42.25	47.55	55.30	49.76	44.60	42.36	41.12	34.53	37.59	42.06	42.07	46.73	46.91	42.30	50.25	47.05	52.37	49.84
Standard Error	0.34	0.50	0.47	1.25	0.78	0.76	0.79	0.75	0.83	0.58	0.57	0.97	0.82	1.17	1.58	0.98	1.10	1.19	1.23	1.61	1.28	1.05	0.81	1.10
Standard Deviation	34.84	35.93	33.63	28.56	29.74	33.19	35.65	37.00	35.82	35.38	33.87	34.86	34.68	34.05	34.52	35.25	34.05	34.70	34.64	35.94	34.61	33.66	33.64	35.03

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 150

Q30. Please indicate how positively or negatively you feel towards Margaret Thatcher

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	2953 29%	144 4%	1285 53%	765 36%	67 3%	1612 48%	528 34%	58 2%	1660 49%	444 33%	55 2%	1770 49%	308 31%	73 3%	1454 58%	367 35%	1670 34%	1126 24%	8 10%
11-20	687 7%	64 2%	245 10%	196 9%	30 1%	320 10%	144 9%	36 1%	308 9%	129 10%	31 1%	325 9%	94 9%	42 2%	234 9%	95 9%	335 7%	316 7%	2 2%
21-30	536 5%	86 3%	145 6%	156 7%	43 2%	206 6%	113 7%	42 2%	205 6%	93 7%	36 1%	207 6%	80 8%	57 2%	141 6%	81 8%	274 6%	230 5%	4 5%
31-40	472 5%	73 2%	120 5%	140 7%	41 2%	165 5%	106 7%	40 2%	166 5%	92 7%	40 2%	172 5%	68 7%	52 2%	108 4%	78 7%	265 5%	183 4%	2 2%
41-50	937 9%	236 7%	172 7%	217 10%	137 5%	263 8%	156 10%	131 5%	245 7%	137 10%	113 5%	243 7%	109 11%	137 5%	142 6%	93 9%	481 10%	394 8%	8 10%
51-60	693 7%	236 7%	132 5%	143 7%	166 6%	198 6%	110 7%	160 6%	195 6%	80 6%	150 6%	192 5%	70 7%	178 6%	95 4%	67 6%	328 7%	322 7%	11 13%
61-70	794 8%	362 11%	94 4%	145 7%	291 11%	159 5%	111 7%	274 11%	165 5%	104 8%	266 11%	190 5%	75 7%	312 11%	98 4%	67 6%	335 7%	426 9%	8 11%
71-80	941 9%	518 16%	85 4%	147 7%	454 17%	159 5%	123 8%	445 17%	152 5%	109 8%	433 17%	183 5%	89 9%	481 17%	84 3%	79 8%	361 7%	544 11%	10 13%
81-90	1050 10%	681 21%	63 3%	116 5%	609 23%	133 4%	94 6%	620 24%	143 4%	84 6%	595 24%	165 5%	65 6%	639 23%	70 3%	71 7%	420 8%	581 12%	9 12%
91-100	1176 11%	804 25%	73 3%	80 4%	787 30%	130 4%	61 4%	766 30%	136 4%	64 5%	764 31%	144 4%	51 5%	803 29%	69 3%	55 5%	496 10%	638 13%	18 23%
Mean	45.53	72.67	23.43	34.30	77.38	27.47	35.93	77.66	27.26	36.92	78.23	27.70	38.43	76.65	21.29	36.08	40.86	50.78	64.71
Standard Error	0.34	0.43	0.64	0.62	0.42	0.55	0.75	0.42	0.54	0.82	0.42	0.53	0.95	0.42	0.58	0.94	0.50	0.50	3.27
Standard Deviation	34.84	25.04	27.86	30.52	21.80	30.02	30.81	21.56	30.23	31.34	21.21	30.70	31.26	22.42	27.49	31.48	34.53	34.57	29.21

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 150

Q30. Please indicate how positively or negatively you feel towards Margaret Thatcher

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	2953 29%	26 26%	125 32%	303 24%	277 13%	339 52%	85 18%	71 63%	52 39%	116 11%	237 20%	626 61%	302 48%	25 15%	41 44%	240 35%	87 42%	310 27%	2643 29%	579 35%	1003 26%
11-20	687 7%	2 2%	28 7%	80 6%	105 5%	61 9%	23 5%	8 7%	12 9%	47 5%	84 7%	97 9%	61 10%	8 5%	9 10%	42 6%	17 8%	84 7%	602 7%	116 7%	255 7%
21-30	536 5%	3 3%	28 7%	71 6%	93 4%	36 6%	27 6%	3 3%	6 4%	40 4%	62 5%	65 6%	39 6%	4 2%	9 9%	40 6%	9 4%	52 4%	484 5%	104 6%	219 6%
31-40	472 5%	5 5%	22 6%	57 4%	96 5%	27 4%	20 4%	3 3%	7 5%	33 3%	61 5%	45 4%	30 5%	9 5%	9 9%	42 6%	7 3%	54 5%	419 5%	86 5%	184 5%
41-50	937 9%	18 18%	53 14%	165 13%	172 8%	62 9%	33 7%	8 7%	14 10%	76 7%	121 10%	60 6%	38 6%	14 9%	3 3%	70 10%	29 14%	103 9%	834 9%	169 10%	398 10%
51-60	693 7%	8 8%	35 9%	123 10%	130 6%	32 5%	24 5%	4 4%	13 9%	82 8%	97 8%	32 3%	34 5%	12 7%	4 4%	47 7%	15 7%	99 9%	594 7%	126 8%	279 7%
61-70	794 8%	8 8%	31 8%	112 9%	192 9%	26 4%	44 10%	1 1%	7 5%	104 10%	131 11%	28 3%	31 5%	21 12%	5 5%	43 6%	12 6%	89 8%	705 8%	113 7%	347 9%
71-80	941 9%	9 9%	19 5%	108 8%	247 12%	25 4%	53 12%	6 5%	8 6%	165 16%	142 12%	27 3%	39 6%	21 13%	5 6%	56 8%	9 4%	113 10%	828 9%	121 7%	367 10%
81-90	1050 10%	8 8%	25 6%	94 7%	351 17%	18 3%	71 15%	6 5%	6 4%	166 16%	152 13%	29 3%	30 5%	19 12%	3 3%	60 9%	12 6%	109 9%	941 10%	132 8%	398 10%
91-100	1176 11%	13 13%	21 5%	161 13%	406 20%	30 5%	81 17%	2 2%	10 7%	206 20%	111 9%	21 2%	20 3%	32 19%	6 6%	45 7%	11 5%	134 12%	1042 11%	129 8%	414 11%
Mean	45.53	48.06	37.96	47.33	60.81	25.09	56.50	20.34	34.64	63.75	51.13	19.46	28.23	59.00	28.51	38.95	32.87	46.10	45.46	39.04	46.76
Standard Error	0.34	3.30	1.56	0.93	0.71	1.20	1.58	2.78	2.76	0.94	0.92	0.82	1.22	2.51	3.21	1.28	2.20	1.02	0.37	0.82	0.54
Standard Deviation	34.84	33.17	30.70	33.14	32.32	29.49	34.20	28.92	31.95	30.89	32.21	25.97	30.74	32.60	30.62	33.25	31.62	34.34	34.90	33.42	33.84

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 150

Q30. Please indicate how positively or negatively you feel towards Margaret Thatcher

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	2953 29%	1592 73%	319 51%	238 37%	189 30%	206 19%	138 15%	124 12%	75 7%	48 4%	23 3%	47 12%
11-20	687 7%	133 6%	86 14%	106 17%	79 12%	101 9%	52 6%	54 5%	42 4%	20 2%	13 2%	16 4%
21-30	536 5%	79 4%	44 7%	57 9%	84 13%	93 9%	63 7%	59 6%	27 2%	20 2%	10 1%	25 7%
31-40	472 5%	54 2%	32 5%	44 7%	56 9%	93 9%	67 7%	51 5%	46 4%	21 2%	9 1%	23 6%
41-50	937 9%	109 5%	44 7%	48 8%	77 12%	218 20%	146 16%	95 9%	114 10%	54 5%	31 4%	48 13%
51-60	693 7%	41 2%	26 4%	44 7%	33 5%	102 9%	130 14%	115 11%	92 8%	85 7%	25 3%	37 10%
61-70	794 8%	34 2%	29 5%	27 4%	34 5%	77 7%	91 10%	165 16%	153 14%	131 11%	54 6%	32 8%
71-80	941 9%	49 2%	18 3%	28 4%	24 4%	77 7%	80 9%	131 13%	224 20%	218 19%	90 11%	42 11%
81-90	1050 10%	39 2%	19 3%	20 3%	24 4%	63 6%	74 8%	131 13%	196 18%	293 25%	191 22%	54 14%
91-100	1176 11%	54 2%	14 2%	25 4%	27 4%	61 6%	66 7%	93 9%	148 13%	281 24%	408 48%	57 15%
Mean	45.53	14.68	23.20	29.25	33.00	43.15	49.23	56.34	65.23	74.67	82.63	57.46
Standard Error	0.34	0.55	1.07	1.14	1.11	0.85	0.93	0.89	0.77	0.67	0.75	1.52
Standard Deviation	34.84	24.77	26.33	28.35	27.58	28.00	28.32	28.76	26.17	23.50	22.37	30.35

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 151

Q30. Please indicate how positively or negatively you feel towards Prince Charles

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
1-10	1565 15%	856 16%	709 14%	76 15%	181 13%	287 15%	322 16%	430 18%	269 15%	546 15%	518 15%	184 14%	318 17%	146 17%	75 15%	207 16%	164 17%	125 14%	115 14%	96 19%	112 15%	148 14%	238 14%	140 14%
11-20	665 6%	340 7%	326 6%	30 6%	82 6%	121 6%	152 7%	176 7%	104 6%	236 6%	222 6%	85 7%	122 7%	72 8%	26 5%	92 7%	64 7%	41 5%	50 6%	27 5%	49 7%	64 6%	114 7%	69 7%
21-30	704 7%	366 7%	339 7%	29 6%	116 8%	126 7%	135 7%	181 7%	118 6%	258 7%	252 7%	86 7%	109 6%	61 7%	30 6%	91 7%	76 8%	64 7%	56 7%	38 8%	59 8%	61 6%	101 6%	67 7%
31-40	683 7%	350 7%	333 7%	53 10%	106 7%	123 6%	124 6%	162 7%	114 6%	254 7%	239 7%	74 6%	116 6%	71 8%	34 7%	91 7%	69 7%	44 5%	72 9%	40 8%	43 6%	68 6%	110 7%	41 4%
41-50	1454 14%	730 14%	724 14%	89 17%	218 15%	290 15%	290 14%	318 13%	249 13%	525 14%	502 14%	179 14%	249 14%	121 14%	70 14%	204 16%	115 12%	125 14%	89 11%	67 13%	93 13%	181 17%	258 15%	131 13%
51-60	1141 11%	544 10%	597 12%	71 14%	185 13%	240 12%	227 11%	226 9%	191 10%	394 11%	394 11%	152 12%	201 11%	80 9%	56 11%	124 9%	118 12%	95 11%	105 13%	42 8%	72 10%	132 13%	201 12%	116 12%
61-70	1019 10%	502 10%	518 10%	61 12%	161 11%	201 10%	222 11%	204 8%	170 9%	344 9%	366 10%	132 10%	178 10%	78 9%	52 10%	150 11%	85 9%	81 9%	74 9%	47 9%	66 9%	100 10%	186 11%	102 10%
71-80	1143 11%	605 12%	538 11%	42 8%	157 11%	216 11%	231 11%	269 11%	227 12%	409 11%	390 11%	165 13%	178 10%	86 10%	60 12%	121 9%	106 11%	109 13%	94 12%	50 10%	86 12%	114 11%	194 11%	125 13%
81-90	1010 10%	511 10%	499 10%	44 8%	138 10%	182 9%	199 10%	227 9%	220 12%	384 11%	334 10%	128 10%	165 9%	80 9%	49 10%	126 10%	90 9%	102 12%	81 10%	48 10%	75 10%	111 11%	143 9%	104 11%
91-100	853 8%	400 8%	452 9%	24 5%	100 7%	140 7%	164 8%	238 10%	187 10%	282 8%	274 8%	112 9%	185 10%	67 8%	40 8%	105 8%	86 9%	81 9%	70 9%	48 9%	67 9%	65 6%	142 8%	82 8%
Mean	50.81	50.17	51.48	48.35	51.30	50.73	50.24	49.59	53.47	50.87	50.81	51.94	49.90	47.95	51.65	49.73	49.53	53.21	51.58	49.06	51.32	50.90	51.32	52.43
Standard Error	0.29	0.41	0.41	1.18	0.73	0.66	0.65	0.62	0.69	0.48	0.49	0.82	0.72	1.03	1.34	0.82	0.97	1.01	1.03	1.39	1.11	0.88	0.69	0.93
Standard Deviation	29.47	29.72	29.20	26.88	27.74	28.91	29.64	30.79	29.92	29.34	29.05	29.32	30.60	30.12	29.33	29.37	30.07	29.57	29.16	30.95	30.22	28.42	28.67	29.52

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 151

Q30. Please indicate how positively or negatively you feel towards Prince Charles

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
1-10	1565 15%	320	420	337	234	630	234	242	638	201	224	692	155	257	519	186	866	619	6
		10%	17%	16%	9%	19%	15%	9%	19%	15%	9%	19%	15%	9%	21%	18%	17%	13%	7%
11-20	665 6%	152	190	138	143	247	98	143	255	79	142	269	56	154	199	71	321	312	2
		5%	8%	7%	5%	7%	6%	6%	8%	6%	6%	7%	6%	6%	8%	7%	6%	7%	2%
21-30	704 7%	206	178	137	164	234	96	157	239	87	140	256	69	166	198	65	334	336	5
		6%	7%	6%	6%	7%	6%	6%	7%	7%	6%	7%	7%	6%	8%	6%	7%	7%	6%
31-40	683 7%	171	179	147	137	235	104	145	234	89	137	246	56	165	167	64	324	325	6
		5%	7%	7%	5%	7%	7%	6%	7%	7%	6%	7%	6%	6%	7%	6%	7%	7%	7%
41-50	1454 14%	440	338	314	344	453	221	332	455	184	325	510	135	371	340	136	696	673	10
		14%	14%	15%	13%	14%	14%	13%	13%	14%	13%	14%	13%	13%	14%	13%	14%	14%	13%
51-60	1141 11%	364	247	233	304	339	184	284	348	165	285	346	127	309	236	114	548	530	10
		11%	10%	11%	12%	10%	12%	11%	10%	12%	11%	10%	13%	11%	9%	11%	11%	11%	12%
61-70	1019 10%	345	246	201	276	334	163	265	326	136	252	335	112	284	214	114	453	507	10
		11%	10%	10%	11%	10%	11%	10%	10%	10%	10%	9%	11%	10%	9%	11%	9%	11%	13%
71-80	1143 11%	460	227	247	386	334	177	369	323	171	362	363	127	392	239	129	521	589	8
		14%	9%	12%	15%	10%	11%	14%	10%	13%	15%	10%	13%	14%	10%	12%	10%	12%	10%
81-90	1010 10%	380	210	200	322	297	157	314	304	128	308	311	95	333	209	98	479	481	12
		12%	9%	10%	12%	9%	10%	12%	9%	10%	12%	9%	9%	12%	8%	9%	10%	10%	15%
91-100	853 8%	363	177	150	317	242	116	320	254	94	307	260	76	343	175	76	424	390	12
		11%	7%	7%	12%	7%	7%	12%	8%	7%	12%	7%	7%	12%	7%	7%	9%	8%	15%
Mean	50.81	57.28	47.68	50.04	58.19	47.46	51.24	57.93	47.45	51.25	58.27	47.08	51.62	57.82	45.57	49.85	49.43	52.40	60.45
Standard Error	0.29	0.49	0.68	0.59	0.53	0.55	0.71	0.55	0.54	0.76	0.55	0.52	0.87	0.53	0.64	0.89	0.43	0.41	2.96
Standard Deviation	29.47	28.12	29.61	29.24	27.95	30.03	29.10	28.35	30.22	28.83	28.20	30.23	28.90	28.25	30.42	29.85	30.20	28.67	26.44

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 151

Q30. Please indicate how positively or negatively you feel towards Prince Charles

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
1-10	1565 15%	17 17%	64 16%	167 13%	242 12%	109 17%	76 17%	18 16%	28 21%	121 12%	163 14%	235 23%	121 19%	23 14%	22 24%	105 15%	55 26%	169 15%	1397 15%	262 16%	523 14%
11-20	665 6%	5 5%	23 6%	74 6%	132 6%	43 7%	21 5%	12 11%	9 7%	62 6%	71 6%	90 9%	45 7%	10 6%	6 7%	43 6%	20 10%	73 6%	592 7%	100 6%	266 7%
21-30	704 7%	4 4%	30 8%	82 6%	142 7%	47 7%	24 5%	7 6%	12 9%	59 6%	78 7%	88 9%	55 9%	10 6%	6 7%	46 7%	14 7%	76 7%	629 7%	123 7%	271 7%
31-40	683 7%	9 9%	26 7%	96 8%	138 7%	43 7%	23 5%	8 7%	7 5%	64 6%	89 7%	73 7%	41 7%	12 7%	9 10%	38 6%	7 4%	77 7%	606 7%	109 6%	270 7%
41-50	1454 14%	17 17%	58 15%	169 13%	283 14%	94 14%	59 13%	14 13%	15 11%	145 14%	187 16%	163 16%	91 15%	20 12%	14 15%	88 13%	36 18%	166 15%	1288 14%	259 15%	565 15%
51-60	1141 11%	10 10%	45 12%	171 13%	252 12%	69 11%	48 10%	4 4%	16 12%	95 9%	129 11%	111 11%	60 10%	18 11%	6 6%	84 12%	22 11%	148 13%	993 11%	192 11%	435 11%
61-70	1019 10%	8 8%	44 11%	129 10%	204 10%	75 11%	43 9%	17 15%	13 9%	99 10%	134 11%	85 8%	62 10%	24 14%	6 6%	68 10%	9 4%	101 9%	918 10%	170 10%	395 10%
71-80	1143 11%	10 10%	38 10%	133 10%	234 11%	64 10%	46 10%	16 14%	15 11%	165 16%	155 13%	89 9%	55 9%	14 8%	8 9%	90 13%	12 6%	127 11%	1016 11%	190 11%	464 12%
81-90	1010 10%	12 12%	34 9%	142 11%	230 11%	58 9%	69 15%	6 5%	9 7%	112 11%	124 10%	53 5%	50 8%	20 12%	7 8%	67 10%	17 8%	117 10%	893 10%	151 9%	385 10%
91-100	853 8%	8 8%	26 7%	112 9%	213 10%	53 8%	53 11%	11 10%	12 9%	114 11%	67 6%	45 4%	43 7%	15 9%	8 9%	60 9%	14 7%	91 8%	762 8%	119 7%	289 7%
Mean	50.81	51.20	48.85	52.52	53.85	49.08	54.16	48.66	46.93	55.90	51.44	41.81	46.49	53.48	44.51	51.71	41.54	50.69	50.83	49.94	51.26
Standard Error	0.29	2.99	1.48	0.81	0.63	1.21	1.44	2.98	2.64	0.89	0.80	0.90	1.20	2.26	3.32	1.14	2.18	0.87	0.31	0.71	0.46
Standard Deviation	29.47	30.08	29.03	28.94	28.76	29.68	31.20	31.00	30.58	29.21	27.89	28.60	30.06	29.38	31.68	29.63	31.29	29.24	29.50	28.81	28.77

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 151

Q30. Please indicate how positively or negatively you feel towards Prince Charles

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
1-10	1565 15%	790 36%	114 18%	80 13%	66 11%	122 11%	82 9%	76 7%	80 7%	77 7%	78 9%	64 17%
11-20	665 6%	184 8%	65 10%	58 9%	58 9%	66 6%	46 5%	57 6%	51 5%	43 4%	36 4%	27 7%
21-30	704 7%	163 7%	60 9%	74 12%	51 8%	91 8%	60 7%	62 6%	58 5%	54 5%	33 4%	28 7%
31-40	683 7%	123 6%	58 9%	56 9%	72 11%	91 8%	72 8%	70 7%	62 6%	49 4%	30 3%	26 7%
41-50	1454 14%	266 12%	89 14%	103 16%	97 15%	241 22%	148 16%	167 16%	149 13%	128 11%	66 8%	59 16%
51-60	1141 11%	154 7%	60 10%	69 11%	88 14%	132 12%	153 17%	137 13%	155 14%	125 11%	68 8%	31 8%
61-70	1019 10%	122 6%	57 9%	55 9%	58 9%	88 8%	126 14%	145 14%	164 15%	139 12%	67 8%	39 10%
71-80	1143 11%	139 6%	55 9%	51 8%	56 9%	100 9%	99 11%	141 14%	172 15%	215 18%	115 13%	31 8%
81-90	1010 10%	114 5%	43 7%	54 8%	49 8%	86 8%	74 8%	96 9%	139 12%	208 18%	148 17%	38 10%
91-100	853 8%	130 6%	28 5%	36 6%	35 6%	73 7%	48 5%	67 7%	87 8%	136 12%	212 25%	37 10%
Mean	50.81	35.41	43.46	47.24	48.30	50.02	52.75	55.43	58.78	63.37	65.92	49.43
Standard Error	0.29	0.69	1.15	1.10	1.07	0.80	0.83	0.78	0.74	0.75	1.02	1.53
Standard Deviation	29.47	31.33	28.26	27.54	26.48	26.40	25.14	25.38	25.26	26.11	30.32	30.40

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 152

Q30. Please indicate how positively or negatively you feel towards &txt

Base : All respondents

	Individual							
	David Cameron	Nick Clegg	George Osborne	Ed Miliband	Tony Blair	Gordon Brown	Margaret Thatcher	Prince Charles
Unweighted Base	10238	10238	10238	10238	10238	10238	10238	10238
Weighted Base	10238	10238	10238	10238	10238	10238	10238	10238
1-10	2184 21%	2527 25%	2350 23%	2132 21%	3385 33%	3351 33%	2953 29%	1565 15%
11-20	629 6%	794 8%	797 8%	1010 10%	832 8%	966 9%	687 7%	665 6%
21-30	636 6%	813 8%	880 9%	1078 11%	825 8%	853 8%	536 5%	704 7%
31-40	629 6%	784 8%	833 8%	970 9%	695 7%	714 7%	472 5%	683 7%
41-50	1091 11%	1328 13%	1774 17%	1764 17%	1074 10%	1093 11%	937 9%	1454 14%
51-60	908 9%	1145 11%	1222 12%	1092 11%	817 8%	856 8%	693 7%	1141 11%
61-70	1018 10%	1021 10%	883 9%	844 8%	734 7%	782 8%	794 8%	1019 10%
71-80	1117 11%	915 9%	736 7%	645 6%	721 7%	649 6%	941 9%	1143 11%
81-90	1173 11%	591 6%	530 5%	418 4%	612 6%	526 5%	1050 10%	1010 10%
91-100	853 8%	320 3%	235 2%	284 3%	544 5%	449 4%	1176 11%	853 8%
Mean	48.7	41.0	40.2	39.5	37.1	35.8	45.5	50.8
Standard Error	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Standard Deviation	31.8	28.9	27.3	26.3	31.1	30.1	34.8	29.5

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 153

Q30. Please indicate how positively or negatively you feel towards &txt

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
David Cameron	48.70	49.95	47.41	42.45	45.51	43.32	43.74	52.29	59.38	54.76	48.21	43.93	40.96	41.00	43.22	44.53	45.09	48.91	49.08	46.91	52.84	49.71	54.32	54.03
Nick Clegg	40.98	40.14	41.85	38.18	41.37	38.43	36.82	42.84	46.30	45.22	41.05	36.83	35.34	34.69	35.20	38.54	38.64	39.56	41.27	39.68	44.09	41.66	45.31	46.19
George Osborne	40.22	41.41	38.99	39.07	39.26	36.05	35.40	41.86	48.87	44.65	39.61	37.10	34.78	35.63	37.73	38.61	36.83	39.62	40.40	37.64	44.25	41.78	42.92	43.45
Ed Milliband	39.52	37.50	41.61	46.40	44.40	41.21	38.22	38.18	35.25	37.38	40.67	40.50	40.92	39.60	43.27	42.21	39.97	40.22	38.79	40.69	36.60	42.14	37.08	36.49
Tony Blair	37.05	36.66	37.46	48.77	47.81	42.55	36.83	30.81	28.08	34.48	37.83	39.70	38.81	36.77	45.54	37.72	38.18	39.34	36.28	39.05	33.56	39.16	34.26	33.75
Gordon Brown	35.85	33.29	38.48	43.58	42.25	39.10	35.20	32.78	30.05	33.25	36.96	37.09	38.00	45.55	40.77	37.78	35.39	35.47	34.08	36.62	30.40	39.09	30.92	33.13
Margaret Thatcher	45.53	46.85	44.16	40.51	43.00	40.36	42.25	47.55	55.30	49.76	44.60	42.36	41.12	34.53	37.59	42.06	42.07	46.73	46.91	42.30	50.25	47.05	52.37	49.84
Prince Charles	50.81	50.17	51.48	48.35	51.30	50.73	50.24	49.59	53.47	50.87	50.81	51.94	49.90	47.95	51.65	49.73	49.53	53.21	51.58	49.06	51.32	50.90	51.32	52.43

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 153

Q30. Please indicate how positively or negatively you feel towards &txt

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
David Cameron	48.70	74.84	26.82	44.39	75.23	33.10	47.65	74.75	33.71	49.12	74.65	34.86	50.32	73.03	28.98	48.99	41.89	56.29	61.85
Nick Clegg	40.98	53.54	24.15	48.68	53.68	29.21	50.69	53.87	29.47	52.22	54.33	30.30	53.63	53.56	25.97	51.22	35.54	46.68	55.37
George Osborne	40.22	57.90	26.10	36.90	58.81	29.71	38.95	58.67	29.67	40.05	58.52	30.21	40.38	57.76	26.31	39.16	35.61	45.12	58.10
Ed Miliband	39.52	26.61	58.26	42.44	25.43	53.09	40.02	25.00	52.03	39.80	25.51	50.06	38.37	26.38	53.48	39.46	41.58	37.50	43.21
Tony Blair	37.05	23.26	56.62	36.84	19.30	55.15	32.27	19.12	52.43	33.34	20.34	48.22	32.62	21.87	49.48	35.62	40.28	34.08	46.93
Gordon Brown	35.85	16.80	62.27	36.88	15.77	53.61	35.75	15.56	51.81	36.13	16.51	49.46	34.27	17.99	53.85	35.86	38.68	32.85	42.84
Margaret Thatcher	45.53	72.67	23.43	34.30	77.38	27.47	35.93	77.66	27.26	36.92	78.23	27.70	38.43	76.65	21.29	36.08	40.86	50.78	64.71
Prince Charles	50.81	57.28	47.68	50.04	58.19	47.46	51.24	57.93	47.45	51.25	58.27	47.08	51.62	57.82	45.57	49.85	49.43	52.40	60.45

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 153

Q30. Please indicate how positively or negatively you feel towards &txt

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
David Cameron	48.70	47.45	39.83	48.44	59.66	25.69	54.46	26.72	35.53	65.95	58.46	29.38	40.96	59.77	40.73	41.33	34.74	46.94	48.92	42.49	49.84
Nick Clegg	40.98	44.32	37.57	39.65	45.56	25.72	42.56	25.49	31.16	50.80	48.71	29.86	41.48	51.31	32.24	37.80	34.06	39.78	41.13	37.16	42.21
George Osborne	40.22	40.30	36.71	39.05	47.39	26.43	43.13	26.91	30.02	54.53	47.58	24.04	33.24	53.27	35.02	34.68	31.24	39.71	40.28	35.48	40.95
Ed Miliband	39.52	43.03	41.76	39.45	33.94	54.34	33.64	44.06	42.61	28.93	35.82	54.43	44.49	36.09	44.34	40.17	35.27	40.90	39.35	43.07	39.15
Tony Blair	37.05	46.25	41.89	44.67	29.32	53.87	32.21	41.94	46.31	27.08	37.13	40.30	35.90	34.38	33.72	39.74	34.20	39.32	36.77	40.39	39.76
Gordon Brown	35.85	40.27	39.94	34.28	28.76	54.30	27.81	56.24	39.08	21.94	31.49	52.13	43.46	29.10	49.22	39.37	31.28	37.06	35.69	40.19	36.01
Margaret Thatcher	45.53	48.06	37.96	47.33	60.81	25.09	56.50	20.34	34.64	63.75	51.13	19.46	28.23	59.00	28.51	38.95	32.87	46.10	45.46	39.04	46.76
Prince Charles	50.81	51.20	48.85	52.52	53.85	49.08	54.16	48.66	46.93	55.90	51.44	41.81	46.49	53.48	44.51	51.71	41.54	50.69	50.83	49.94	51.26

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 153

Q30. Please indicate how positively or negatively you feel towards &txt

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
David Cameron	48.70	3.83	16.34	26.94	36.53	47.92	55.95	66.94	76.55	86.46	95.75	44.83
Nick Clegg	40.98	9.77	19.81	28.31	35.65	42.36	48.49	54.82	58.26	64.63	68.43	34.71
George Osborne	40.22	11.29	21.20	26.16	31.98	38.69	44.96	51.63	57.76	64.86	71.30	36.73
Ed Miliband	39.52	45.91	45.15	44.97	43.40	41.36	40.68	38.58	33.72	31.94	27.68	32.58
Tony Blair	37.05	40.05	43.01	41.82	43.41	40.47	40.01	36.43	32.30	30.90	24.66	29.98
Gordon Brown	35.85	47.43	45.33	44.70	44.42	39.61	35.85	31.04	26.08	23.46	17.03	24.60
Margaret Thatcher	45.53	14.68	23.20	29.25	33.00	43.15	49.23	56.34	65.23	74.67	82.63	57.46
Prince Charles	50.81	35.41	43.46	47.24	48.30	50.02	52.75	55.43	58.78	63.37	65.92	49.43

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 154

Q31a. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Britain is stronger and better because it is multicultural	4936 48%	2600 50%	2336 46%	294 56%	863 60%	930 48%	938 45%	1124 46%	786 43%	1980 55%	1829 52%	455 35%	672 37%	448 52%	212 43%	607 46%	422 43%	396 46%	365 45%	213 42%	359 50%	660 63%	786 47%	467 48%
Britain is weaker and worse because it is multicultural	5302 52%	2603 50%	2699 54%	226 44%	581 40%	996 52%	1128 55%	1307 54%	1063 57%	1651 45%	1663 48%	840 65%	1149 63%	413 48%	279 57%	702 54%	550 57%	470 54%	440 55%	288 58%	364 50%	384 37%	900 53%	510 52%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 154

Q31a. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Britain is stronger and better because it is multicultural	4936 48%	1202 38%	1467 61%	1257 60%	951 36%	1852 55%	956 62%	917 36%	1837 54%	807 60%	876 35%	1938 54%	584 58%	1007 36%	1387 56%	603 57%	1982 40%	2682 56%	42 53%
Britain is weaker and worse because it is multicultural	5302 52%	2000 62%	946 39%	846 40%	1675 64%	1493 45%	593 38%	1654 64%	1538 46%	528 40%	1606 65%	1652 46%	424 42%	1767 64%	1109 44%	449 43%	2984 60%	2079 44%	37 47%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 154

Q31a. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Britain is stronger and better because it is multicultural	4936 48%	69 70%	217 56%	405 32%	680 33%	273 42%	140 30%	52 46%	31 22%	489 47%	737 62%	859 83%	442 71%	106 64%	58 63%	288 42%	89 43%	552 48%	4384 48%	917 55%	1938 50%
Britain is weaker and worse because it is multicultural	5302 52%	30 30%	171 44%	869 68%	1389 67%	384 58%	322 70%	61 54%	106 78%	546 53%	460 38%	171 17%	181 29%	59 36%	35 37%	400 58%	118 57%	593 52%	4709 52%	759 45%	1925 50%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 154

Q31a. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Britain is stronger and better because it is multicultural	4936 48%	1090 50%	336 53%	350 55%	343 54%	541 50%	457 50%	497 49%	505 45%	517 44%	301 35%	133 35%
Britain is weaker and worse because it is multicultural	5302 52%	1094 50%	293 47%	286 45%	287 46%	550 50%	450 50%	521 51%	613 55%	656 56%	552 65%	247 65%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 155

Q31b. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Climate change threatens the world	5538 54%	2499 48%	3039 60%	311 60%	930 64%	1168 61%	1161 56%	1177 48%	791 43%	1916 53%	1943 56%	681 53%	998 55%	471 55%	268 54%	706 54%	492 51%	454 52%	414 51%	279 56%	381 53%	634 61%	911 54%	529 54%
The threat of climate change is being exaggerated	4700 46%	2704 52%	1996 40%	210 40%	514 36%	758 39%	906 44%	1255 52%	1059 57%	1714 47%	1549 44%	614 47%	823 45%	390 45%	224 46%	604 46%	481 49%	412 48%	392 49%	223 44%	341 47%	409 39%	776 46%	449 46%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 155

Q31b. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Climate change threatens the world	5538 54%	1272 40%	1553 64%	1385 66%	945 36%	2082 62%	1022 66%	932 36%	2090 62%	856 64%	909 37%	2161 60%	635 63%	1027 37%	1561 63%	645 61%	2663 54%	2603 55%	47 59%
The threat of climate change is being exaggerated	4700 46%	1931 60%	860 36%	718 34%	1681 64%	1263 38%	527 34%	1639 64%	1285 38%	479 36%	1574 63%	1429 40%	373 37%	1747 63%	935 37%	407 39%	2303 46%	2157 45%	32 41%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 155

Q31b. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Climate change threatens the world	5538 54%	63 63%	247 64%	678 53%	902 44%	395 60%	175 38%	70 62%	82 60%	399 39%	645 54%	830 81%	422 68%	78 47%	58 62%	384 56%	110 53%	636 56%	4902 54%	1060 63%	2065 53%
The threat of climate change is being exaggerated	4700 46%	37 37%	141 36%	596 47%	1167 56%	262 40%	287 62%	43 38%	54 40%	636 61%	552 46%	200 19%	201 32%	87 53%	35 38%	304 44%	97 47%	510 44%	4191 46%	615 37%	1798 47%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 155

Q31b. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Climate change threatens the world	5538 54%	1324 61%	395 63%	393 62%	393 62%	644 59%	491 54%	522 51%	522 47%	503 43%	353 41%	197 52%
The threat of climate change is being exaggerated	4700 46%	860 39%	234 37%	243 38%	236 38%	447 41%	417 46%	496 49%	595 53%	671 57%	500 59%	184 48%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 156

Q31c. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Faith and religion form no part of my life	6723	3573	3150	389	975	1414	1396	1577	971	2300	2305	880	1238	608	325	858	670	554	534	324	474	632	1100	643
	66%	69%	63%	75%	68%	73%	68%	65%	53%	63%	66%	68%	68%	71%	66%	66%	69%	64%	66%	65%	66%	61%	65%	66%
Faith and religion are an important part of my life	3515	1630	1885	131	469	513	670	854	878	1331	1187	415	583	253	167	452	303	312	272	177	248	412	586	334
	34%	31%	37%	25%	32%	27%	32%	35%	47%	37%	34%	32%	32%	29%	34%	34%	31%	36%	34%	35%	34%	39%	35%	34%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 156

Q31c. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Faith and religion form no part of my life	6723 66%	1907 60%	1593 66%	1411 67%	1552 59%	2230 67%	1015 66%	1513 59%	2269 67%	858 64%	1478 60%	2400 67%	640 63%	1640 59%	1686 68%	660 63%	3421 69%	2982 63%	41 52%
Faith and religion are an important part of my life	3515 34%	1295 40%	820 34%	692 33%	1075 41%	1115 33%	534 34%	1059 41%	1107 33%	476 36%	1004 40%	1190 33%	368 37%	1134 41%	810 32%	392 37%	1545 31%	1779 37%	38 48%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 156

Q31c. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Faith and religion form no part of my life	6723 66%	66	251	949	1209	452	286	82	110	599	772	751	414	97	58	482	144	743	5980	1108	2673
		66%	65%	75%	58%	69%	62%	73%	81%	58%	64%	73%	66%	59%	63%	70%	70%	65%	66%	66%	69%
Faith and religion are an important part of my life	3515 34%	34	138	325	860	205	176	30	26	436	425	279	209	68	34	207	62	402	3113	568	1191
		34%	35%	25%	42%	31%	38%	27%	19%	42%	36%	27%	34%	41%	37%	30%	30%	35%	34%	34%	31%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 156

Q31c. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100		
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Faith and religion form no part of my life	6723 66%	1567 72%	439 70%	435 68%	438 70%	725 66%	596 66%	626 61%	730 65%	690 59%	477 56%	222 58%
Faith and religion are an important part of my life	3515 34%	616 28%	190 30%	201 32%	191 30%	366 34%	312 34%	392 39%	387 35%	483 41%	377 44%	159 42%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 157

Q31d. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
I look forward to the future with optimism	4511	2455	2057	279	716	810	778	1061	867	1842	1529	496	644	390	210	553	386	372	343	198	329	532	744	456
	44%	47%	41%	54%	50%	42%	38%	44%	47%	51%	44%	38%	35%	45%	43%	42%	40%	43%	43%	39%	45%	51%	44%	47%
I look forward to the future with anxiety	5727	2748	2979	241	729	1116	1288	1370	983	1789	1962	799	1177	471	282	757	587	495	463	304	394	511	942	521
	56%	53%	59%	46%	50%	58%	62%	56%	53%	49%	56%	62%	65%	55%	57%	58%	60%	57%	57%	61%	55%	49%	56%	53%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 157

Q31d. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
I look forward to the future with optimism	4511 44%	1568 49%	988 41%	971 46%	1277 49%	1379 41%	721 47%	1227 48%	1373 41%	623 47%	1189 48%	1454 41%	468 46%	1333 48%	962 39%	488 46%	1874 38%	2393 50%	52 65%
I look forward to the future with anxiety	5727 56%	1635 51%	1425 59%	1132 54%	1349 51%	1965 59%	828 53%	1345 52%	2003 59%	712 53%	1293 52%	2136 59%	540 54%	1442 52%	1534 61%	564 54%	3092 62%	2368 50%	27 35%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 157

Q31d. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
I look forward to the future with optimism	4511 44%	55	179	492	807	215	176	52	43	540	670	483	293	102	44	276	85	508	4003	734	1822
		55%	46%	39%	39%	33%	38%	46%	31%	52%	56%	47%	47%	62%	47%	40%	41%	44%	44%	44%	47%
I look forward to the future with anxiety	5727 56%	45	209	782	1262	442	286	60	94	496	527	547	330	63	49	412	122	637	5090	942	2042
		45%	54%	61%	61%	67%	62%	54%	69%	48%	44%	53%	53%	38%	53%	60%	59%	56%	56%	56%	53%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 157

Q31d. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
I look forward to the future with optimism	4511 44%	669 31%	204 32%	241 38%	258 41%	471 43%	401 44%	511 50%	584 52%	678 58%	493 58%	129 34%
I look forward to the future with anxiety	5727 56%	1515 69%	425 68%	395 62%	371 59%	620 57%	506 56%	506 50%	533 48%	495 42%	360 42%	251 66%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 158

Q31e. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Britain is becoming too much like America	8390	4238	4152	384	1089	1559	1718	2078	1562	3067	2851	1018	1454	695	399	1070	769	718	662	421	610	818	1407	821
	82%	81%	82%	74%	75%	81%	83%	85%	84%	84%	82%	79%	80%	81%	81%	82%	79%	83%	82%	84%	84%	78%	83%	84%
Britain should be more like America	1848	965	883	136	355	367	349	353	287	563	640	278	367	166	92	240	204	148	144	80	112	225	280	157
	18%	19%	18%	26%	25%	19%	17%	15%	16%	16%	18%	21%	20%	19%	19%	18%	21%	17%	18%	16%	16%	22%	17%	16%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 158

Q31e. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Britain is becoming too much like America	8390 82%	2479 77%	2082 86%	1858 88%	2047 78%	2841 85%	1397 90%	2014 78%	2871 85%	1204 90%	1956 79%	3080 86%	913 91%	2203 79%	2171 87%	955 91%	3978 80%	3984 84%	62 78%
Britain should be more like America	1848 18%	724 23%	331 14%	245 12%	579 22%	504 15%	152 10%	558 22%	504 15%	131 10%	527 21%	510 14%	95 9%	571 21%	324 13%	97 9%	988 20%	776 16%	17 22%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 158

Q31e. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Britain is becoming too much like America	8390 82%	82	309	885	1643	534	387	91	103	847	1014	960	582	130	81	577	166	926	7465	1396	3076
		82%	80%	69%	79%	81%	84%	81%	75%	82%	85%	93%	93%	79%	88%	84%	80%	81%	82%	83%	80%
Britain should be more like America	1848 18%	18	79	389	426	122	75	22	34	189	184	70	41	35	11	112	40	220	1628	280	787
		18%	20%	31%	21%	19%	16%	19%	25%	18%	15%	7%	7%	21%	12%	16%	20%	19%	18%	17%	20%

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ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 158

Q31e. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Britain is becoming too much like America	8390 82%	1847 85%	525 83%	553 87%	533 85%	893 82%	734 81%	858 84%	884 79%	919 78%	644 76%	286 75%
Britain should be more like America	1848 18%	337 15%	105 17%	83 13%	96 15%	197 18%	174 19%	160 16%	234 21%	254 22%	209 24%	95 25%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 159

Q31f. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Government should do its best always to protect people from themselves	4079 40%	2030 39%	2049 41%	281 54%	671 46%	825 43%	771 37%	876 36%	655 35%	1392 38%	1422 41%	527 41%	738 41%	341 40%	207 42%	525 40%	396 41%	356 41%	322 40%	203 41%	264 37%	481 46%	634 38%	349 36%
Government should leave people to make their own choices, even if these are unhealthy, foolish or risky	6159 60%	3173 61%	2986 59%	240 46%	774 54%	1101 57%	1296 63%	1555 64%	1194 65%	2239 62%	2069 59%	768 59%	1083 59%	520 60%	284 58%	785 60%	577 59%	510 59%	484 60%	298 59%	458 63%	563 54%	1052 62%	629 64%

General Public
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Table 159

Q31f. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Government should do its best always to protect people from themselves	4079 40%	1019	1207	890	786	1602	619	774	1557	527	750	1598	397	847	1172	395	2045	1849	38
		32%	50%	42%	30%	48%	40%	30%	46%	40%	30%	45%	39%	31%	47%	38%	41%	39%	48%
Government should leave people to make their own choices, even if these are unhealthy, foolish or risky	6159 60%	2183	1206	1214	1841	1743	930	1797	1818	807	1733	1992	611	1927	1323	657	2922	2912	41
		68%	50%	58%	70%	52%	60%	70%	54%	60%	70%	55%	61%	69%	53%	62%	59%	61%	52%

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Table 159

Q31f. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Government should do its best always to protect people from themselves	4079 40%	53	178	557	824	271	169	56	56	282	411	510	248	60	37	286	80	486	3593	794	1530
		53%	46%	44%	40%	41%	37%	50%	41%	27%	34%	50%	40%	36%	39%	42%	39%	42%	40%	47%	40%
Government should leave people to make their own choices, even if these are unhealthy, foolish or risky	6159 60%	47	211	717	1245	386	293	56	80	753	787	520	375	105	56	402	127	660	5499	882	2333
		47%	54%	56%	60%	59%	63%	50%	59%	73%	66%	50%	60%	64%	61%	58%	61%	58%	60%	53%	60%

General Public
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Table 159

Q31f. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Government should do its best always to protect people from themselves	4079 40%	900 41%	273 43%	296 47%	274 44%	458 42%	390 43%	376 37%	383 34%	395 34%	333 39%	142 37%
Government should leave people to make their own choices, even if these are unhealthy, foolish or risky	6159 60%	1284 59%	356 57%	340 53%	355 56%	633 58%	517 57%	642 63%	734 66%	778 66%	520 61%	239 63%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 160

Q31g. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
We need leaders who listen to the people and do what the people want	5565 54%	2572 49%	2993 59%	379 73%	888 62%	1161 60%	1218 59%	1173 48%	746 40%	1521 42%	1932 55%	858 66%	1254 69%	503 58%	299 61%	761 58%	566 58%	487 56%	428 53%	285 57%	344 48%	579 55%	837 50%	477 49%
We need leaders who will stick to what they believe is right, even if it is unpopular	4673 46%	2631 51%	2042 41%	142 27%	556 38%	766 40%	848 41%	1258 52%	1104 60%	2109 58%	1560 45%	437 34%	567 31%	359 42%	193 39%	549 42%	407 42%	379 44%	377 47%	216 43%	379 52%	465 45%	850 50%	500 51%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 160

Q31g. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
We need leaders who listen to the people and do what the people want	5565 54%	1163 36%	1585 66%	1144 54%	903 34%	2144 64%	772 50%	883 34%	2129 63%	665 50%	841 34%	2210 62%	509 51%	966 35%	1632 65%	530 50%	3292 66%	1963 41%	49 61%
We need leaders who will stick to what they believe is right, even if it is unpopular	4673 46%	2040 64%	828 34%	959 46%	1724 66%	1200 36%	777 50%	1688 66%	1247 37%	670 50%	1642 66%	1379 38%	499 49%	1808 65%	863 35%	522 50%	1674 34%	2797 59%	31 39%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 160

Q31g. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
We need leaders who listen to the people and do what the people want	5565 54%	62	248	890	1086	510	255	86	103	349	453	554	289	54	45	450	133	710	4856	942	2115
		62%	64%	70%	53%	78%	55%	77%	75%	34%	38%	54%	46%	32%	48%	65%	64%	62%	53%	56%	55%
We need leaders who will stick to what they believe is right, even if it is unpopular	4673 46%	38	140	384	982	147	208	26	33	686	745	477	334	112	48	239	74	436	4237	734	1749
		38%	36%	30%	47%	22%	45%	23%	25%	66%	62%	46%	54%	68%	52%	35%	36%	38%	47%	44%	45%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 160

Q31g. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
We need leaders who listen to the people and do what the people want	5565 54%	1697 78%	444 71%	424 67%	402 64%	643 59%	482 53%	433 43%	414 37%	364 31%	262 31%	256 67%
We need leaders who will stick to what they believe is right, even if it is unpopular	4673 46%	487 22%	185 29%	212 33%	227 36%	447 41%	425 47%	585 57%	703 63%	810 69%	591 69%	125 33%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 161

Q31h. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
It doesn't matter how big the gap is between the richest and the poorest, as long as the poorest are getting better off	4740 46%	2530 49%	2210 44%	277 53%	735 51%	912 47%	926 45%	1061 44%	829 45%	1786 49%	1622 46%	547 42%	784 43%	355 41%	218 44%	589 45%	429 44%	393 45%	370 46%	214 43%	339 47%	515 49%	827 49%	491 50%
The gap between rich and poor should not be allowed to get too wide, even if that means holding back the richest	5498 54%	2673 51%	2825 56%	244 47%	709 49%	1014 53%	1141 55%	1370 56%	1021 55%	1844 51%	1869 54%	748 58%	1037 57%	506 59%	274 56%	721 55%	544 56%	474 55%	436 54%	287 57%	383 53%	529 51%	859 51%	487 50%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 161

Q31h. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
It doesn't matter how big the gap is between the richest and the poorest, as long as the poorest are getting better off	4740 46%	1990 62%	785 33%	795 38%	1680 64%	1187 35%	585 38%	1660 65%	1170 35%	502 38%	1594 64%	1284 36%	372 37%	1724 62%	758 30%	385 37%	2166 44%	2334 49%	47 59%
The gap between rich and poor should not be allowed to get too wide, even if that means holding back the richest	5498 54%	1213 38%	1627 67%	1309 62%	947 36%	2157 65%	964 62%	912 35%	2206 65%	833 62%	889 36%	2306 64%	636 63%	1050 38%	1738 70%	667 63%	2800 56%	2426 51%	32 41%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 161

Q31h. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
It doesn't matter how big the gap is between the richest and the poorest, as long as the poorest are getting better off	4740 46%	53 53%	160 41%	622 49%	1068 52%	232 35%	217 47%	47 41%	65 47%	624 60%	647 54%	247 24%	238 38%	102 61%	36 39%	301 44%	83 40%	540 47%	4199 46%	713 43%	1961 51%
The gap between rich and poor should not be allowed to get too wide, even if that means holding back the richest	5498 54%	47 47%	228 59%	652 51%	1001 48%	424 65%	245 53%	66 59%	72 53%	412 40%	550 46%	784 76%	385 62%	64 39%	57 61%	387 56%	124 60%	605 53%	4893 54%	963 57%	1903 49%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 161

Q31h. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
It doesn't matter how big the gap is between the richest and the poorest, as long as the poorest are getting better off	4740 46%	618 28%	236 37%	223 35%	238 38%	470 43%	434 48%	564 55%	664 59%	761 65%	533 62%	173 45%
The gap between rich and poor should not be allowed to get too wide, even if that means holding back the richest	5498 54%	1566 72%	394 63%	413 65%	391 62%	621 57%	474 52%	453 45%	454 41%	413 35%	320 38%	208 55%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 162

Q31i. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
My children's life will be better than mine	5876	3031	2845	350	915	1147	1129	1274	1060	2158	1978	734	1006	539	284	776	546	472	444	283	409	621	955	546
	57%	58%	56%	67%	63%	60%	55%	52%	57%	59%	57%	57%	55%	63%	58%	59%	56%	54%	55%	56%	57%	60%	57%	56%
My children's life will be worse than mine	4363	2172	2190	170	529	779	937	1157	790	1473	1513	561	815	322	208	534	426	394	362	219	313	422	731	432
	43%	42%	44%	33%	37%	40%	45%	48%	43%	41%	43%	43%	45%	37%	42%	41%	44%	46%	45%	44%	43%	40%	43%	44%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 162

Q31i. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
My children's life will be better than mine	5876 57%	1893 59%	1426 59%	1192 57%	1540 59%	1923 58%	870 56%	1495 58%	1902 56%	766 57%	1432 58%	2007 56%	576 57%	1592 57%	1362 55%	590 56%	2839 57%	2715 57%	53 67%
My children's life will be worse than mine	4363 43%	1310 41%	987 41%	911 43%	1086 41%	1421 42%	679 44%	1077 42%	1473 44%	569 43%	1051 42%	1583 44%	432 43%	1182 43%	1133 45%	463 44%	2127 43%	2046 43%	26 33%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 162

Q31i. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
My children's life will be better than mine	5876 57%	63	227	769	1136	370	257	74	80	595	732	560	336	99	60	396	123	698	5178	939	2327
		63%	58%	60%	55%	56%	56%	65%	59%	57%	61%	54%	54%	60%	64%	57%	59%	61%	57%	56%	60%
My children's life will be worse than mine	4363 43%	36	161	505	933	287	205	39	56	440	465	470	288	67	33	293	84	448	3915	737	1537
		37%	42%	40%	45%	44%	44%	35%	41%	43%	39%	46%	46%	40%	36%	43%	41%	39%	43%	44%	40%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 162

Q31i. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100		
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
My children's life will be better than mine	5876 57%	1047 48%	335 53%	367 58%	351 56%	634 58%	549 61%	613 60%	693 62%	742 63%	545 64%	198 52%
My children's life will be worse than mine	4363 43%	1137 52%	294 47%	269 42%	278 44%	456 42%	358 39%	405 40%	425 38%	431 37%	308 36%	183 48%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 163

Q31j. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Gender		Age						SEG				Region									
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East
Unweighted Base	10238	5213 5025	520 1438	1907 2057	2440 1876	3671 3487	1282 1798	852 478	1283 962	855 799	498 735	1033 1736	1007									
Weighted Base	10238	5203 5035	520 1444	1926 2066	2431 1850	3631 3491	1295 1821	861 492	1310 972	866 806	502 723	1043 1686	977									
People expect too much from government	3733 36%	2270 1463 44% 29%	152 446 29% 31%	539 680 28% 33%	1007 909 41% 49%	1710 1247 47% 36%	341 435 26% 24%	293 160 34% 33%	429 350 33%	319 271 36%	156 289 31%	394 666 40%	407 42%									
People are entitled to expect more from government	6505 64%	2933 3572 56% 71%	368 998 71% 69%	1387 1387 72% 67%	1425 941 59% 51%	1921 2245 53% 64%	954 1386 74% 76%	568 332 66% 67%	881 623 67%	547 535 63%	346 433 66%	649 1020 69% 60%	571 58%									

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 163

Q31j. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
People expect too much from government	3733 36%	1674	628	743	1432	896	611	1414	926	530	1345	995	436	1492	606	427	1329	2198	51
		52%	26%	35%	55%	27%	39%	55%	27%	40%	54%	28%	43%	54%	24%	41%	27%	46%	64%
People are entitled to expect more from government	6505 64%	1528	1785	1361	1194	2449	938	1158	2450	805	1137	2595	572	1282	1890	625	3637	2562	28
		48%	74%	65%	45%	73%	61%	45%	73%	60%	46%	72%	57%	46%	76%	59%	73%	54%	36%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 163

Q31j. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
People expect too much from government	3733 36%	34	135	312	715	121	156	19	26	602	632	334	248	106	34	189	69	384	3349	555	1439
		35%	35%	25%	35%	18%	34%	16%	19%	58%	53%	32%	40%	64%	36%	28%	34%	33%	37%	33%	37%
People are entitled to expect more from government	6505 64%	65	253	962	1354	535	306	94	110	434	565	696	375	60	59	499	137	762	5744	1121	2424
		65%	65%	75%	65%	82%	66%	84%	81%	42%	47%	68%	60%	36%	64%	72%	66%	67%	63%	67%	63%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 163

Q31j. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
People expect too much from government	3733 36%	353 16%	128 20%	165 26%	184 29%	364 33%	359 40%	469 46%	567 51%	658 56%	487 57%	100 26%
People are entitled to expect more from government	6505 64%	1831 84%	501 80%	470 74%	445 71%	727 67%	548 60%	549 54%	551 49%	515 44%	366 43%	281 74%

General Public
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Table 164

Q31k. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Gender		Age						SEG				Region									
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East
Unweighted Base	10238	5213 5025	520 1438	1907 2057	2440 1876	3671 3487	1282 1798	852 478	1283 962	855 799	498 735	1033 1736	1007									
Weighted Base	10238	5203 5035	520 1444	1926 2066	2431 1850	3631 3491	1295 1821	861 492	1310 972	866 806	502 723	1043 1686	977									
If you work hard, it is possible to be very successful in Britain no matter what your background	5916 58%	3219 2697 62% 54%	294 836 56% 58%	1012 1066 53% 52%	1435 1273 59% 69%	2386 2046 66% 59%	660 824 51% 45%	458 264 53% 54%	735 558 56% 57%	462 454 53% 56%	281 446 56% 62%	633 1026 61% 61%	597 61%									
In Britain today, people from some backgrounds will never have a real chance to be successful no matter how hard they work	4323 42%	1984 2339 38% 46%	227 608 44% 42%	914 1001 47% 48%	997 577 41% 31%	1245 1445 34% 41%	636 997 49% 55%	404 227 47% 46%	574 414 44% 43%	404 352 47% 44%	220 277 44% 38%	410 660 39% 39%	380 39%									

General Public
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Table 164

Q31k. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
If you work hard, it is possible to be very successful in Britain no matter what your background	5916 58%	2404 75%	1131 47%	1119 53%	2017 77%	1593 48%	880 57%	1973 77%	1592 47%	756 57%	1914 77%	1684 47%	594 59%	2139 77%	1046 42%	590 56%	2466 50%	3181 67%	53 66%
In Britain today, people from some backgrounds will never have a real chance to be successful no matter how hard they work	4323 42%	799 25%	1281 53%	984 47%	609 23%	1752 52%	669 43%	598 23%	1784 53%	579 43%	569 23%	1906 53%	414 41%	635 23%	1450 58%	462 44%	2500 50%	1580 33%	27 34%

General Public
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Table 164

Q31k. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Newspaper readership																Data source		Sector		
	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector	
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
If you work hard, it is possible to be very successful in Britain no matter what your background	5916 58%	63	212	658	1329	266	266	54	70	777	827	441	332	126	51	343	100	622	5293	904	2268
		63%	55%	52%	64%	40%	58%	48%	52%	75%	69%	43%	53%	76%	55%	50%	48%	54%	58%	54%	59%
In Britain today, people from some backgrounds will never have a real chance to be successful no matter how hard they work	4323 42%	37	176	616	739	391	196	59	66	258	370	590	291	39	42	345	107	523	3799	772	1595
		37%	45%	48%	36%	60%	42%	52%	48%	25%	31%	57%	47%	24%	45%	50%	52%	46%	42%	46%	41%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 164

Q31k. Please indicate which of the following phrases is closest to your view, even if neither phrase exactly represents your view.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
If you work hard, it is possible to be very successful in Britain no matter what your background	5916 58%	685 31%	269 43%	305 48%	325 52%	599 55%	554 61%	712 70%	855 77%	939 80%	673 79%	194 51%
In Britain today, people from some backgrounds will never have a real chance to be successful no matter how hard they work	4323 42%	1499 69%	360 57%	331 52%	305 48%	492 45%	353 39%	306 30%	262 23%	234 20%	181 21%	187 49%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 165

Q32. Do either of these statements apply to you?**Base : All respondents**

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
There is a good chance that in the future I will have to help pay for the long term care of an elderly relative	3371 33%	1720 33%	1651 33%	243 47%	639 44%	821 43%	724 35%	602 25%	341 18%	1207 33%	1233 35%	461 36%	470 26%	283 33%	169 34%	401 31%	301 31%	290 34%	287 36%	156 31%	232 32%	376 36%	563 33%	312 32%
There is a good chance that in the future I will inherit a sum of money, or assets like a house or stocks and shares, worth enough to mean I will have to pay Inheritance Tax	1698 17%	889 17%	809 16%	142 27%	377 26%	452 23%	369 18%	254 10%	104 6%	731 20%	653 19%	173 13%	140 8%	125 14%	56 11%	163 12%	161 17%	142 16%	138 17%	81 16%	130 18%	228 22%	294 17%	179 18%
Neither of these statements apply to me	5823 57%	2940 57%	2882 57%	204 39%	577 40%	842 44%	1093 53%	1666 69%	1440 78%	1992 55%	1864 53%	714 55%	1252 69%	516 60%	286 58%	801 61%	567 58%	479 55%	436 54%	296 59%	413 57%	529 51%	940 56%	559 57%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 165

Q32. Do either of these statements apply to you?**Base : All respondents**

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
There is a good chance that in the future I will have to help pay for the long term care of an elderly relative	3371 33%	970 30%	869 36%	714 34%	776 30%	1183 35%	504 33%	750 29%	1142 34%	423 32%	720 29%	1182 33%	306 30%	795 29%	786 31%	323 31%	1665 34%	1573 33%	31 39%
There is a good chance that in the future I will inherit a sum of money, or assets like a house or stocks and shares, worth enough to mean I will have to pay Inheritance Tax	1698 17%	577 18%	342 14%	404 19%	464 18%	508 15%	276 18%	440 17%	498 15%	226 17%	426 17%	498 14%	167 17%	437 16%	289 12%	157 15%	583 12%	1041 22%	27 34%
Neither of these statements apply to me	5823 57%	1879 59%	1335 55%	1155 55%	1554 59%	1844 55%	883 57%	1546 60%	1916 57%	777 58%	1497 60%	2093 58%	599 59%	1708 62%	1513 61%	631 60%	2924 59%	2572 54%	31 39%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 165

Q32. Do either of these statements apply to you?**Base : All respondents**

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
There is a good chance that in the future I will have to help pay for the long term care of an elderly relative	3371 33%	39 40%	149 38%	462 36%	624 30%	207 32%	151 33%	35 31%	39 29%	340 33%	431 36%	347 34%	214 34%	55 33%	25 27%	204 30%	48 23%	387 34%	2984 33%	702 42%	1451 38%
There is a good chance that in the future I will inherit a sum of money, or assets like a house or stocks and shares, worth enough to mean I will have to pay Inheritance Tax	1698 17%	20 20%	63 16%	185 15%	311 15%	79 12%	65 14%	11 9%	18 13%	192 19%	273 23%	205 20%	106 17%	34 20%	12 13%	96 14%	29 14%	196 17%	1502 17%	379 23%	844 22%
Neither of these statements apply to me	5823 57%	48 48%	206 53%	690 54%	1236 60%	394 60%	271 59%	71 63%	87 64%	580 56%	610 51%	566 55%	349 56%	90 55%	62 67%	420 61%	141 68%	630 55%	5193 57%	750 45%	1896 49%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 165

Q32. Do either of these statements apply to you?**Base : All respondents**

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100		
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
There is a good chance that in the future I will have to help pay for the long term care of an elderly relative	3371 33%	720 33%	202 32%	228 36%	241 38%	379 35%	301 33%	348 34%	373 33%	355 30%	222 26%	122 32%
There is a good chance that in the future I will inherit a sum of money, or assets like a house or stocks and shares, worth enough to mean I will have to pay Inheritance Tax	1698 17%	274 13%	96 15%	89 14%	105 17%	157 14%	174 19%	214 21%	242 22%	219 19%	128 15%	57 15%
Neither of these statements apply to me	5823 57%	1291 59%	366 58%	358 56%	327 52%	620 57%	501 55%	545 54%	598 53%	672 57%	545 64%	225 59%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 166

Q33. Thinking about all the things that may affect the economy - such as changes in salaries and wages, the level of interest rates and tax, the rates of inflation and unemployment, and the strength of the pound - how do you think the British economy will fare over the next year for the country as a whole?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Very well	125 1%	78 1%	47 1%	25 5%	35 2%	27 1%	13 1%	13 1%	12 1%	52 1%	45 1%	12 1%	16 1%	8 1%	3 1%	30 2%	8 1%	9 1%	9 1%	7 1%	10 1%	26 2%	12 1%	4 *
Quite well	2640 26%	1630 31%	1010 20%	130 25%	356 25%	410 21%	687 19%	656 28%	1132 35%	898 31%	272 26%	338 21%	206 19%	115 24%	297 23%	236 24%	209 24%	193 24%	109 22%	224 31%	289 28%	481 29%	281 29%	
Quite badly	4931 48%	2481 48%	2449 49%	213 41%	626 43%	921 48%	1076 52%	1232 51%	863 47%	1765 49%	1714 49%	626 48%	825 45%	424 49%	249 51%	615 47%	483 50%	427 49%	417 52%	254 51%	329 46%	465 45%	811 48%	456 47%
Very badly	1610 16%	681 13%	929 18%	71 14%	238 17%	369 19%	420 20%	330 14%	183 10%	433 12%	508 15%	257 20%	413 23%	157 18%	90 18%	231 18%	159 16%	138 16%	121 15%	81 16%	98 14%	145 14%	239 14%	152 16%
Don't know	932 9%	332 6%	600 12%	82 16%	189 13%	199 10%	157 8%	169 7%	137 7%	248 7%	326 9%	129 10%	229 13%	66 8%	35 7%	137 10%	87 9%	83 10%	66 8%	51 10%	62 9%	119 11%	142 8%	84 9%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 166

Q33. Thinking about all the things that may affect the economy - such as changes in salaries and wages, the level of interest rates and tax, the rates of inflation and unemployment, and the strength of the pound - how do you think the British economy will fare over the next year for the country as a whole?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Very well	125 1%	42 1%	27 1%	19 1%	33 1%	40 1%	17 1%	32 1%	39 1%	15 1%	29 1%	34 1%	14 1%	35 1%	21 1%	15 1%	55 1%	53 1%	14 17%
Quite well	2640 26%	1341 42%	372 15%	491 23%	1128 43%	578 17%	400 26%	1087 42%	579 17%	348 26%	1034 42%	666 19%	257 26%	1146 41%	389 16%	263 25%	1051 21%	1488 31%	30 38%
Quite badly	4931 48%	1344 42%	1301 54%	1077 51%	1095 42%	1789 54%	789 51%	1083 42%	1810 54%	698 52%	1061 43%	1913 53%	525 52%	1195 43%	1351 54%	551 52%	2409 49%	2315 49%	23 30%
Very badly	1610 16%	231 7%	534 22%	322 15%	183 7%	714 21%	207 13%	180 7%	721 21%	165 12%	186 7%	743 21%	124 12%	209 8%	571 23%	151 14%	990 20%	533 11%	11 14%
Don't know	932 9%	244 8%	179 7%	195 9%	187 7%	223 7%	136 9%	189 7%	227 7%	108 8%	172 7%	234 7%	88 9%	190 7%	164 7%	72 7%	460 9%	371 8%	1 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 166

Q33. Thinking about all the things that may affect the economy - such as changes in salaries and wages, the level of interest rates and tax, the rates of inflation and unemployment, and the strength of the pound - how do you think the British economy will fare over the next year for the country as a whole?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Very well	125 1%	2 2%	7 2%	24 2%	24 1%	7 1%	6 1%	1 1%	4 3%	9 1%	17 1%	3 *	4 1%	8 5%	3 3%	6 1%	- -	34 3%	90 1%	26 2%	66 2%
Quite well	2640 26%	30 30%	85 22%	311 24%	598 29%	82 13%	132 29%	24 21%	26 19%	400 39%	395 33%	149 14%	157 25%	68 41%	18 20%	129 19%	36 17%	269 23%	2371 26%	343 20%	1051 27%
Quite badly	4931 48%	42 42%	177 46%	550 43%	1007 49%	339 52%	209 45%	56 50%	52 38%	475 46%	590 49%	584 57%	308 49%	69 41%	51 55%	349 51%	74 36%	490 43%	4441 49%	875 52%	1815 47%
Very badly	1610 16%	14 14%	61 16%	238 19%	269 13%	174 27%	72 16%	27 24%	38 28%	91 9%	105 9%	217 21%	107 17%	14 9%	14 15%	125 18%	41 20%	184 16%	1426 16%	307 18%	556 14%
Don't know	932 9%	12 12%	58 15%	151 12%	170 8%	55 8%	43 9%	5 4%	16 12%	61 6%	90 8%	77 7%	47 8%	7 4%	7 7%	78 11%	56 27%	168 15%	764 8%	125 7%	376 10%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 166

Q33. Thinking about all the things that may affect the economy - such as changes in salaries and wages, the level of interest rates and tax, the rates of inflation and unemployment, and the strength of the pound - how do you think the British economy will fare over the next year for the country as a whole?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Very well	125 1%	10 *	5 1%	2 *	1 *	8 1%	9 1%	11 1%	20 2%	19 2%	40 5%	5 1%
Quite well	2640 26%	162 7%	75 12%	98 15%	110 17%	193 18%	235 26%	325 32%	442 40%	574 49%	427 50%	88 23%
Quite badly	4931 48%	1062 49%	353 56%	370 58%	332 53%	590 54%	490 54%	500 49%	492 44%	459 39%	282 33%	175 46%
Very badly	1610 16%	801 37%	140 22%	112 18%	124 20%	129 12%	73 8%	73 7%	68 6%	52 4%	37 4%	83 22%
Don't know	932 9%	149 7%	56 9%	54 8%	63 10%	171 16%	100 11%	109 11%	95 9%	69 6%	68 8%	29 8%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 167

Q33. Thinking about all the things that may affect the economy - such as changes in salaries and wages, the level of interest rates and tax, the rates of inflation and unemployment, and the strength of the pound - how do you think the British economy will fare over the next year for you and your family?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Very well	166 2%	102 2%	64 1%	28 5%	36 2%	39 2%	15 1%	27 1%	21 1%	71 2%	60 2%	16 1%	19 1%	17 2%	6 1%	30 2%	10 1%	14 2%	8 1%	12 2%	13 2%	30 3%	17 1%	9 1%
Quite well	2983 29%	1830 35%	1153 23%	135 26%	396 27%	431 22%	465 22%	788 32%	769 42%	1393 38%	997 29%	287 22%	306 17%	241 28%	135 28%	344 26%	262 27%	230 27%	209 26%	131 26%	240 33%	342 33%	537 32%	311 32%
Quite badly	4520 44%	2288 44%	2231 44%	191 37%	559 39%	839 44%	995 48%	1143 47%	793 43%	1567 43%	1568 45%	599 46%	785 43%	388 45%	226 46%	557 43%	450 46%	403 46%	394 49%	226 45%	316 44%	403 39%	736 44%	421 43%
Very badly	1479 14%	542 10%	937 19%	80 15%	243 17%	378 20%	415 20%	258 11%	105 6%	292 8%	475 14%	252 19%	460 25%	130 15%	84 17%	227 17%	136 14%	127 15%	109 13%	72 14%	77 11%	136 13%	242 14%	139 14%
Don't know	1091 11%	441 8%	650 13%	87 17%	211 15%	239 12%	176 9%	215 9%	162 9%	308 8%	391 11%	141 11%	251 14%	86 10%	39 8%	152 12%	114 12%	93 11%	87 11%	61 12%	76 11%	132 13%	155 9%	97 10%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 167

Q33. Thinking about all the things that may affect the economy - such as changes in salaries and wages, the level of interest rates and tax, the rates of inflation and unemployment, and the strength of the pound - how do you think the British economy will fare over the next year for you and your family?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Very well	166 2%	54 2%	41 2%	24 1%	43 2%	55 2%	25 2%	39 2%	51 2%	26 2%	40 2%	49 1%	21 2%	47 2%	28 1%	23 2%	57 1%	86 2%	17 22%
Quite well	2983 29%	1282 40%	525 22%	632 30%	1087 41%	776 23%	505 33%	1066 41%	787 23%	432 32%	1023 41%	864 24%	337 33%	1138 41%	552 22%	333 32%	1084 22%	1779 37%	34 43%
Quite badly	4520 44%	1321 41%	1190 49%	935 44%	1078 41%	1614 48%	705 46%	1051 41%	1666 49%	625 47%	1018 41%	1760 49%	456 45%	1126 41%	1253 50%	490 47%	2315 47%	2042 43%	19 24%
Very badly	1479 14%	250 8%	432 18%	275 13%	179 7%	617 18%	160 10%	194 8%	596 18%	130 10%	180 7%	615 17%	104 10%	217 8%	449 18%	121 12%	995 20%	396 8%	7 9%
Don't know	1091 11%	295 9%	224 9%	237 11%	239 9%	283 8%	155 10%	221 9%	277 8%	123 9%	221 9%	303 8%	90 9%	245 9%	214 9%	85 8%	516 10%	458 10%	2 2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 167

Q33. Thinking about all the things that may affect the economy - such as changes in salaries and wages, the level of interest rates and tax, the rates of inflation and unemployment, and the strength of the pound - how do you think the British economy will fare over the next year for you and your family?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Very well	166 2%	3 3%	9 2%	24 2%	26 1%	9 1%	9 2%	1 1%	3 2%	20 2%	28 2%	4 *	8 1%	9 5%	2 2%	8 1%	3 2%	39 3%	127 1%	24 1%	84 2%
Quite well	2983 29%	31 31%	97 25%	283 22%	626 30%	102 15%	132 29%	23 21%	21 15%	437 42%	484 40%	264 26%	186 30%	80 48%	25 27%	151 22%	42 20%	318 28%	2664 29%	408 24%	1185 31%
Quite badly	4520 44%	39 39%	154 40%	532 42%	951 46%	331 50%	191 41%	53 47%	60 44%	427 41%	487 41%	529 51%	282 45%	56 34%	55 59%	307 45%	64 31%	459 40%	4061 45%	833 50%	1645 43%
Very badly	1479 14%	16 16%	68 17%	266 21%	266 13%	151 23%	78 17%	30 26%	33 25%	73 7%	90 8%	139 13%	80 13%	8 5%	5 6%	140 20%	36 17%	164 14%	1315 14%	256 15%	521 13%
Don't know	1091 11%	11 11%	60 16%	169 13%	200 10%	64 10%	52 11%	5 5%	20 14%	79 8%	109 9%	93 9%	68 11%	12 8%	6 6%	82 12%	61 30%	166 14%	925 10%	155 9%	429 11%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 167

Q33. Thinking about all the things that may affect the economy - such as changes in salaries and wages, the level of interest rates and tax, the rates of inflation and unemployment, and the strength of the pound - how do you think the British economy will fare over the next year for you and your family?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Very well	166 2%	11 1%	7 1%	6 1%	11 2%	17 2%	15 2%	21 2%	19 2%	20 2%	40 5%	8 2%
Quite well	2983 29%	287 13%	104 17%	128 20%	135 21%	251 23%	281 31%	358 35%	455 41%	562 48%	421 49%	80 21%
Quite badly	4520 44%	1027 47%	319 51%	340 53%	305 48%	502 46%	398 44%	451 44%	468 42%	431 37%	279 33%	176 46%
Very badly	1479 14%	670 31%	139 22%	91 14%	101 16%	145 13%	94 10%	66 6%	71 6%	61 5%	42 5%	84 22%
Don't know	1091 11%	187 9%	60 10%	71 11%	79 12%	175 16%	119 13%	122 12%	105 9%	100 9%	72 8%	33 9%

*General Public*ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 168

Q33. Thinking about all the things that may affect the economy - such as changes in salaries and wages, the level of interest rates and tax, the rates of inflation and unemployment, and the strength of the pound - how do you think the British economy will fare over the next year?

Base : All respondents

	Groups	
	For the country as a whole	For you and your family
Unweighted Base	10238	10238
Weighted Base	10238	10238
Very well	125 1%	166 2%
Quite well	2640 26%	2983 29%
Quite badly	4931 48%	4520 44%
Very badly	1610 16%	1479 14%
Don't know	932 9%	1091 11%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 169

Q34a. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Spreading the effects of tax rises and spending cuts fairly	4136 40%	2335 45%	1801 36%	160 31%	514 36%	640 33%	716 35%	1078 44%	1028 56%	1725 47%	1392 40%	465 36%	554 30%	271 31%	171 35%	492 38%	340 35%	332 38%	323 40%	201 40%	348 48%	414 40%	777 46%	466 48%
Spreading the effects of tax rises and spending cuts unfairly	6103 60%	2868 55%	3234 64%	361 69%	930 64%	1287 67%	1351 65%	1353 56%	822 44%	1906 52%	2099 60%	831 64%	1267 70%	590 69%	321 65%	818 62%	632 65%	534 62%	483 60%	301 60%	375 52%	630 60%	909 54%	511 52%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 169

Q34a. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Spreading the effects of tax rises and spending cuts fairly	4136 40%	2305 72%	360 15%	719 34%	1917 73%	697 21%	601 39%	1870 73%	719 21%	555 42%	1807 73%	824 23%	437 43%	1950 70%	424 17%	424 40%	1604 32%	2349 49%	41 52%
Spreading the effects of tax rises and spending cuts unfairly	6103 60%	898 28%	2053 85%	1384 66%	709 27%	2648 79%	948 61%	701 27%	2657 79%	780 58%	675 27%	2765 77%	571 57%	824 30%	2072 83%	628 60%	3362 68%	2411 51%	38 48%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 169

Q34a. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	Newspaper readership																Data source		Sector		
	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector	
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Spreading the effects of tax rises and spending cuts fairly	4136 40%	34 34%	144 37%	493 39%	1032 50%	113 17%	206 45%	21 19%	35 26%	671 65%	635 53%	170 17%	184 30%	103 62%	26 28%	208 30%	60 29%	457 40%	3679 40%	537 32%	1654 43%
Spreading the effects of tax rises and spending cuts unfairly	6103 60%	66 66%	245 63%	781 61%	1037 50%	543 83%	256 55%	91 81%	101 74%	364 35%	562 47%	860 83%	439 70%	63 38%	67 72%	481 70%	147 71%	689 60%	5414 60%	1139 68%	2209 57%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 169

Q34a. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100		
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Spreading the effects of tax rises and spending cuts fairly	4136 40%	127 6%	66 10%	99 16%	121 19%	313 29%	392 43%	583 57%	770 69%	927 79%	737 86%	104 27%
Spreading the effects of tax rises and spending cuts unfairly	6103 60%	2057 94%	564 90%	537 84%	508 81%	778 71%	515 57%	435 43%	347 31%	246 21%	116 14%	277 73%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 170

Q34b. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Cutting spending only as much as they have to	4930	2668	2262	230	623	811	876	1247	1141	2034	1622	576	698	339	207	582	427	409	383	238	392	485	933	534
	48%	51%	45%	44%	43%	42%	42%	51%	62%	56%	46%	44%	38%	39%	42%	44%	44%	47%	48%	47%	54%	46%	55%	55%
Cutting spending more than they have to	5309	2535	2773	290	821	1115	1190	1184	708	1597	1869	719	1123	522	285	727	546	457	423	264	331	558	754	443
	52%	49%	55%	56%	57%	58%	58%	49%	38%	44%	54%	56%	62%	61%	58%	56%	56%	53%	52%	53%	46%	54%	45%	45%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 170

Q34b. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Cutting spending only as much as they have to	4930 48%	2489	506	895	2100	920	721	2033	962	639	1948	1074	514	2127	592	490	1985	2716	42
		78%	21%	43%	80%	28%	47%	79%	28%	48%	78%	30%	51%	77%	24%	47%	40%	57%	53%
Cutting spending more than they have to	5309 52%	713	1907	1209	526	2424	828	538	2414	696	534	2516	494	647	1904	562	2981	2044	37
		22%	79%	57%	20%	72%	53%	21%	72%	52%	22%	70%	49%	23%	76%	53%	60%	43%	47%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 170

Q34b. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Cutting spending only as much as they have to	4930 48%	47 48%	169 44%	616 48%	1210 58%	132 20%	256 55%	24 21%	45 33%	746 72%	727 61%	236 23%	233 37%	114 69%	30 32%	265 38%	80 39%	528 46%	4401 48%	632 38%	1965 51%
Cutting spending more than they have to	5309 52%	52 52%	219 56%	658 52%	859 42%	524 80%	206 45%	89 79%	92 67%	290 28%	471 39%	794 77%	390 63%	52 31%	63 68%	423 62%	127 61%	617 54%	4691 52%	1044 62%	1899 49%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 170

Q34b. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Cutting spending only as much as they have to	4930 48%	268 12%	138 22%	169 27%	193 31%	457 42%	498 55%	627 62%	855 77%	984 84%	740 87%	154 41%
Cutting spending more than they have to	5309 52%	1916 88%	491 78%	467 73%	437 69%	633 58%	409 45%	391 38%	263 23%	189 16%	113 13%	226 59%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 171

Q34c. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Getting the balance between tax rises & spending cuts right	4360 43%	2465 47%	1896 38%	164 32%	509 35%	671 35%	768 37%	1149 47%	1100 59%	1870 52%	1436 41%	469 36%	585 32%	284 33%	196 40%	509 39%	358 37%	350 40%	346 43%	200 40%	362 50%	437 42%	829 49%	488 50%
Getting the balance between tax rises & spending cuts wrong	5878 57%	2738 53%	3140 62%	356 68%	935 65%	1256 65%	1298 63%	1282 53%	750 41%	1761 48%	2055 59%	826 64%	1236 68%	577 67%	296 60%	801 61%	615 63%	516 60%	460 57%	301 60%	361 50%	606 58%	857 51%	489 50%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 171

Q34c. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Getting the balance between tax rises & spending cuts right	4360 43%	2428 76%	357 15%	788 37%	2026 77%	724 22%	649 42%	1969 77%	775 23%	587 44%	1900 77%	878 24%	467 46%	2069 75%	448 18%	443 42%	1670 34%	2501 53%	38 48%
Getting the balance between tax rises & spending cuts wrong	5878 57%	775 24%	2055 85%	1316 63%	600 23%	2621 78%	900 58%	602 23%	2600 77%	748 56%	582 23%	2712 76%	541 54%	705 25%	2048 82%	609 58%	3296 66%	2260 47%	41 52%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 171

Q34c. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Getting the balance between tax rises & spending cuts right	4360 43%	38 38%	136 35%	513 40%	1118 54%	103 16%	216 47%	23 20%	29 21%	705 68%	674 56%	192 19%	207 33%	103 62%	26 28%	213 31%	65 32%	474 41%	3886 43%	553 33%	1712 44%
Getting the balance between tax rises & spending cuts wrong	5878 57%	62 62%	252 65%	761 60%	951 46%	553 84%	246 53%	90 80%	107 79%	330 32%	523 44%	839 81%	416 67%	63 38%	67 72%	476 69%	142 68%	672 59%	5206 57%	1122 67%	2151 56%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 171

Q34c. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100		
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Getting the balance between tax rises & spending cuts right	4360 43%	136 6%	70 11%	106 17%	125 20%	330 30%	437 48%	606 59%	817 73%	973 83%	761 89%	113 30%
Getting the balance between tax rises & spending cuts wrong	5878 57%	2048 94%	559 89%	530 83%	505 80%	761 70%	471 52%	412 41%	301 27%	201 17%	92 11%	268 70%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 172

Q34d. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Putting the economy on a stronger footing for the long term	5759 56%	3195 61%	2564 51%	244 47%	715 49%	946 49%	1070 52%	1463 60%	1321 71%	2344 65%	1978 57%	657 51%	780 43%	393 46%	257 52%	672 51%	513 53%	467 54%	460 57%	269 54%	464 64%	579 55%	1076 64%	610 62%
Putting the economy on a weaker footing for the long term	4479 44%	2008 39%	2471 49%	276 53%	730 51%	981 51%	996 48%	969 40%	529 29%	1287 35%	1514 43%	638 49%	1041 57%	468 54%	235 48%	638 49%	460 47%	399 46%	346 43%	233 46%	258 36%	465 45%	610 36%	368 38%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 172

Q34d. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Putting the economy on a stronger footing for the long term	5759 56%	2829	615	1164	2336	1136	909	2267	1171	818	2196	1325	643	2412	724	635	2315	3178	50
		88%	25%	55%	89%	34%	59%	88%	35%	61%	88%	37%	64%	87%	29%	60%	47%	67%	64%
Putting the economy on a weaker footing for the long term	4479 44%	374	1798	940	290	2209	640	304	2205	517	286	2265	365	362	1771	417	2651	1583	29
		12%	75%	45%	11%	66%	41%	12%	65%	39%	12%	63%	36%	13%	71%	40%	53%	33%	36%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 172

Q34d. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	Newspaper readership																Data source		Sector		
	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector	
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Putting the economy on a stronger footing for the long term	5759 56%	58	193	663	1419	167	277	35	54	845	848	322	292	125	41	328	93	603	5156	820	2261
		58%	50%	52%	69%	25%	60%	31%	40%	82%	71%	31%	47%	75%	44%	48%	45%	53%	57%	49%	59%
Putting the economy on a weaker footing for the long term	4479 44%	42	196	611	650	490	185	77	82	191	350	708	331	41	52	361	114	542	3937	856	1603
		42%	50%	48%	31%	75%	40%	69%	60%	18%	29%	69%	53%	25%	56%	52%	55%	47%	43%	51%	41%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 172

Q34d. Thinking about the overall approach being taken by the coalition government to deal with Britain's deficit and debt, do you think the government is...

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Putting the economy on a stronger footing for the long term	5759 56%	282 13%	155 25%	210 33%	249 40%	583 53%	617 68%	798 78%	982 88%	1084 92%	799 94%	205 54%
Putting the economy on a weaker footing for the long term	4479 44%	1902 87%	474 75%	426 67%	381 60%	507 47%	291 32%	220 22%	135 12%	89 8%	55 6%	175 46%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 173

Q35A. Which two or three of these groups do you think David Cameron and the Conservative Party regard as the most important priority?

Base : All answering

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	5118	2607	2511	255	742	1007	1021	1180	913	1854	1752	630	882	440	246	589	489	420	395	275	366	533	868	497
Weighted Base	5118	2599	2519	254	747	1019	1029	1168	900	1829	1762	637	890	447	254	599	494	423	397	276	362	541	842	483
Immigrants	557 11%	246 9%	311 12%	28 11%	91 12%	137 13%	133 13%	108 9%	61 7%	129 7%	169 10%	114 18%	145 16%	44 10%	35 14%	79 13%	44 9%	53 13%	54 14%	23 8%	35 10%	49 9%	92 11%	49 10%
Non-white Britons	219 4%	98 4%	121 5%	13 5%	28 4%	45 4%	58 6%	53 5%	21 2%	50 3%	67 4%	44 7%	58 6%	20 5%	17 7%	30 5%	27 5%	27 6%	20 5%	6 2%	9 2%	11 2%	33 4%	19 4%
Single parent families	139 3%	48 2%	91 4%	12 5%	43 6%	29 3%	16 2%	14 1%	25 3%	32 2%	53 3%	20 3%	34 4%	11 2%	4 2%	14 2%	20 4%	17 4%	12 3%	8 3%	9 3%	16 3%	20 2%	9 2%
Trade union members	90 2%	34 1%	56 2%	15 6%	26 3%	22 2%	16 2%	8 1%	3 *	16 1%	29 2%	10 2%	35 4%	7 2%	8 3%	17 3%	1 *	9 2%	10 2%	3 1%	3 1%	14 3%	15 2%	3 1%
Children	531 10%	219 8%	312 12%	24 9%	75 10%	120 12%	90 9%	119 10%	104 12%	209 11%	185 10%	58 9%	79 9%	25 6%	15 6%	56 9%	57 12%	39 9%	40 10%	26 9%	46 13%	56 10%	106 13%	66 14%
People who run small businesses	1061 21%	723 28%	339 13%	20 8%	93 12%	145 14%	208 20%	304 26%	292 32%	494 27%	345 20%	101 16%	121 14%	77 17%	50 20%	117 20%	96 19%	96 23%	72 18%	65 24%	84 23%	107 20%	175 21%	123 25%
Ordinary working people	811 16%	451 17%	360 14%	35 14%	111 15%	146 14%	117 11%	220 19%	181 20%	361 20%	254 14%	103 16%	93 10%	50 11%	33 13%	85 14%	63 13%	61 14%	61 15%	38 14%	70 19%	86 16%	173 21%	90 19%
People who depend on state benefits	378 7%	148 6%	230 9%	29 12%	72 10%	88 9%	58 6%	61 5%	69 8%	127 7%	125 7%	56 9%	71 8%	29 7%	14 5%	44 7%	40 8%	28 7%	31 8%	24 9%	26 7%	45 8%	72 9%	24 5%
The rich	2332 46%	1232 47%	1101 44%	130 51%	350 47%	484 47%	554 54%	496 42%	318 35%	732 40%	835 47%	308 48%	458 51%	252 56%	141 56%	287 48%	246 50%	194 46%	189 47%	125 45%	149 41%	245 45%	310 37%	194 40%
People who work in the public sector	385 8%	155 6%	230 9%	26 10%	62 8%	73 7%	90 9%	76 7%	57 6%	90 5%	129 7%	61 10%	104 12%	35 8%	19 8%	42 7%	39 8%	31 7%	26 6%	28 10%	21 6%	42 8%	64 8%	39 8%
The elderly	428 8%	213 8%	216 9%	14 6%	48 6%	76 7%	66 6%	117 10%	108 12%	159 9%	144 8%	46 7%	79 9%	29 6%	16 6%	39 7%	34 7%	40 9%	32 8%	26 9%	32 9%	48 9%	76 9%	57 12%
Big business	2735 53%	1525 59%	1210 48%	117 46%	339 45%	527 52%	631 61%	660 57%	460 51%	991 54%	965 55%	334 52%	444 50%	271 61%	154 61%	332 55%	272 55%	223 53%	218 55%	147 53%	188 52%	282 52%	406 48%	242 50%
The working poor	359 7%	173 7%	186 7%	20 8%	50 7%	80 8%	58 6%	87 7%	65 7%	142 8%	129 7%	42 7%	46 5%	31 7%	15 6%	42 7%	33 7%	25 6%	27 7%	22 8%	31 9%	27 5%	71 8%	34 7%
"Traditional families" (married couples with children)	2099 41%	1121 43%	978 39%	89 35%	263 35%	329 32%	384 37%	556 48%	478 53%	890 49%	740 42%	206 32%	263 30%	178 40%	86 34%	230 38%	195 39%	157 37%	154 39%	98 36%	174 48%	219 40%	380 45%	230 48%

General Public
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Table 173

Q35A. Which two or three of these groups do you think David Cameron and the Conservative Party regard as the most important priority?

Base : All answering

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	
Weighted Base	5118	2599	2519	254	747	1019	1029	1168	900	1829	1762	637	890	447	254	599	494	423	397	276	362	541	842	483
None of these	388	133	255	32	82	92	68	58	55	112	132	48	96	28	20	42	37	32	30	22	20	51	74	32
	8%	5%	10%	13%	11%	9%	7%	5%	6%	6%	8%	8%	11%	6%	8%	7%	8%	8%	8%	8%	6%	9%	9%	7%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 173

Q35A. Which two or three of these groups do you think David Cameron and the Conservative Party regard as the most important priority?

Base : All answering

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	5118	1622	953	1249	1346	1531	872	1335	1563	731	1310	1657	556	1431	1136	563	2440	2420	39
Weighted Base	5118	1555	1221	1086	1288	1692	793	1275	1704	669	1253	1774	511	1371	1252	522	2495	2367	37
Immigrants	557 11%	119	150	90	94	210	67	97	210	53	88	215	45	97	165	45	377	152	5
		8%	12%	8%	7%	12%	8%	8%	12%	8%	7%	12%	9%	7%	13%	9%	15%	6%	14%
Non-white Britons	219 4%	46	53	28	34	83	20	37	79	21	33	89	14	39	63	16	147	56	1
		3%	4%	3%	3%	5%	3%	3%	5%	3%	3%	5%	3%	3%	5%	3%	6%	2%	3%
Single parent families	139 3%	39	18	22	34	27	13	31	26	11	29	26	9	33	8	11	73	52	2
		3%	1%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	3%	2%	5%
Trade union members	90 2%	12	31	10	7	40	2	5	37	5	6	30	3	10	19	3	59	23	2
		1%	3%	1%	1%	2%	*	*	2%	1%	*	2%	1%	1%	2%	1%	2%	1%	5%
Children	531 10%	273	56	98	238	93	78	234	97	69	232	100	57	240	54	61	231	278	4
		18%	5%	9%	18%	5%	10%	18%	6%	10%	19%	6%	11%	18%	4%	12%	9%	12%	10%
People who run small businesses	1061 21%	513	206	191	425	288	170	415	292	150	404	336	123	438	219	126	381	641	10
		33%	17%	18%	33%	17%	21%	33%	17%	22%	32%	19%	24%	32%	18%	24%	15%	27%	27%
Ordinary working people	811 16%	504	54	105	428	125	72	424	126	65	420	130	52	437	70	48	313	469	8
		32%	4%	10%	33%	7%	9%	33%	7%	10%	34%	7%	10%	32%	6%	9%	13%	20%	22%
People who depend on state benefits	378 7%	129	60	62	103	102	52	106	99	37	101	101	30	112	56	32	178	183	5
		8%	5%	6%	8%	6%	7%	8%	6%	6%	8%	6%	6%	8%	4%	6%	7%	8%	12%
The rich	2332 46%	257	867	589	197	1122	403	192	1123	346	190	1139	258	251	875	271	1351	884	12
		17%	71%	54%	15%	66%	51%	15%	66%	52%	15%	64%	50%	18%	70%	52%	54%	37%	32%
People who work in the public sector	385 8%	114	81	72	93	130	50	91	123	44	94	121	34	102	82	26	230	138	6
		7%	7%	7%	7%	8%	6%	7%	7%	7%	7%	7%	7%	7%	7%	5%	9%	6%	15%
The elderly	428 8%	217	58	78	184	97	61	185	92	58	183	111	39	190	65	41	191	216	6
		14%	5%	7%	14%	6%	8%	14%	5%	9%	15%	6%	8%	14%	5%	8%	8%	9%	16%
Big business	2735 53%	539	873	690	440	1135	521	427	1162	443	425	1233	333	505	904	348	1369	1254	14
		35%	71%	64%	34%	67%	66%	34%	68%	66%	34%	70%	65%	37%	72%	67%	55%	53%	37%
The working poor	359 7%	200	26	49	168	61	47	153	72	42	158	70	32	168	36	22	162	178	4
		13%	2%	4%	13%	4%	6%	12%	4%	6%	13%	4%	6%	12%	3%	4%	7%	8%	10%
"Traditional families" (married couples with children)	2099 41%	896	393	478	754	539	380	747	554	302	725	602	238	784	411	245	799	1221	15
		58%	32%	44%	59%	32%	48%	59%	33%	45%	58%	34%	47%	57%	33%	47%	32%	52%	41%
None of these	388 8%	97	69	77	76	104	40	87	95	30	80	88	23	79	66	25	205	141	1
		6%	6%	7%	6%	6%	5%	7%	6%	5%	6%	5%	4%	6%	5%	5%	8%	6%	3%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 173

Q35A. Which two or three of these groups do you think David Cameron and the Conservative Party regard as the most important priority?

Base : All answering

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	5118	59	199	634	1000	302	236	53	69	534	643	481	331	82	47	348	100	553	4565	808	1987
Weighted Base	5118	59	200	640	977	329	232	57	70	514	635	496	330	80	48	351	101	558	4560	815	1990
Immigrants	557 11%	4 7%	25 13%	141 22%	120 12%	47 14%	43 18%	8 13%	18 25%	30 6%	36 6%	11 2%	14 4%	3 4%	2 4%	45 13%	11 11%	69 12%	489 11%	75 9%	219 11%
Non-white Britons	219 4%	1 2%	8 4%	49 8%	58 6%	29 9%	20 9%	6 10%	6 9%	12 2%	6 1%	1 *	5 2%	1 1%	- -	10 3%	6 6%	35 6%	184 4%	37 5%	85 4%
Single parent families	139 3%	2 3%	9 5%	31 5%	30 3%	8 2%	7 3%	1 2%	2 3%	11 2%	7 1%	4 1%	5 1%	1 2%	1 2%	17 5%	3 3%	26 5%	113 2%	20 2%	58 3%
Trade union members	90 2%	- -	9 4%	26 4%	13 1%	14 4%	- -	1 2%	3 4%	6 1%	4 1%	2 *	3 1%	1 1%	- -	8 2%	- -	10 2%	80 2%	9 1%	35 2%
Children	531 10%	10 17%	13 6%	73 11%	136 14%	17 5%	19 8%	- -	2 3%	84 16%	76 12%	18 4%	30 9%	9 12%	3 6%	32 9%	10 10%	54 10%	476 10%	82 10%	210 11%
People who run small businesses	1061 21%	14 23%	27 14%	73 11%	225 23%	27 8%	48 21%	9 15%	5 7%	175 34%	186 29%	93 19%	82 25%	28 34%	10 22%	51 14%	10 10%	96 17%	965 21%	155 19%	374 19%
Ordinary working people	811 16%	9 16%	23 12%	107 17%	198 20%	21 6%	39 17%	3 5%	6 8%	127 25%	145 23%	28 6%	31 9%	21 26%	5 10%	40 11%	7 7%	83 15%	728 16%	85 10%	361 18%
People who depend on state benefits	378 7%	4 6%	19 9%	63 10%	93 9%	20 6%	25 11%	2 4%	2 3%	41 8%	38 6%	17 3%	14 4%	8 10%	1 3%	24 7%	7 7%	37 7%	342 7%	59 7%	138 7%
The rich	2332 46%	29 49%	92 46%	274 43%	335 34%	224 68%	99 43%	43 76%	47 66%	124 24%	244 39%	351 71%	205 62%	25 31%	26 54%	170 48%	44 44%	246 44%	2087 46%	456 56%	868 44%
People who work in the public sector	385 8%	4 7%	18 9%	78 12%	89 9%	32 10%	33 14%	6 10%	4 5%	26 5%	30 5%	14 3%	13 4%	8 10%	3 6%	25 7%	3 3%	45 8%	339 7%	44 5%	145 7%
The elderly	428 8%	6 9%	11 5%	56 9%	115 12%	21 6%	24 10%	1 2%	2 3%	60 12%	50 8%	22 5%	13 4%	10 12%	2 5%	27 8%	9 9%	44 8%	385 8%	43 5%	161 8%
Big business	2735 53%	32 54%	92 46%	248 39%	440 45%	202 61%	105 45%	41 73%	40 58%	221 43%	361 57%	396 80%	238 72%	40 50%	38 80%	192 55%	48 48%	257 46%	2478 54%	496 61%	1023 51%
The working poor	359 7%	4 6%	4 2%	65 10%	85 9%	11 3%	20 8%	2 3%	4 6%	56 11%	49 8%	14 3%	13 4%	7 8%	4 8%	15 4%	6 6%	33 6%	326 7%	48 6%	147 7%
"Traditional families" (married couples with children)	2099 41%	28 47%	68 34%	169 26%	433 44%	76 23%	81 35%	18 32%	13 18%	280 54%	349 55%	251 51%	154 47%	38 47%	22 45%	99 28%	18 18%	193 35%	1906 42%	296 36%	835 42%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 173

Q35A. Which two or three of these groups do you think David Cameron and the Conservative Party regard as the most important priority?

Base : All answering

	Newspaper readership																	Data source		Sector	
	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector	
Weighted Base	5118	59	200	640	977	329	232	57	70	514	635	496	330	80	48	351	101	558	4560	815	1990
None of these	388	3	31	79	68	21	13	1	10	35	27	17	12	5	2	42	24	58	330	54	164
	8%	5%	16%	12%	7%	6%	6%	2%	14%	7%	4%	3%	3%	6%	4%	12%	23%	10%	7%	7%	8%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 173

Q35A. Which two or three of these groups do you think David Cameron and the Conservative Party regard as the most important priority?

Base : All answering

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	5118	1039	319	303	312	547	464	494	588	607	445	181
Weighted Base	5118	1104	334	312	317	542	455	478	566	584	425	174
Immigrants	557 11%	173 16%	51 15%	39 12%	34 11%	57 11%	49 11%	41 9%	46 8%	33 6%	34 8%	35 20%
Non-white Britons	219 4%	95 9%	18 5%	16 5%	13 4%	25 5%	17 4%	14 3%	13 2%	1 *	9 2%	22 13%
Single parent families	139 3%	14 1%	10 3%	5 1%	11 4%	21 4%	15 3%	16 3%	19 3%	15 2%	13 3%	7 4%
Trade union members	90 2%	26 2%	7 2%	5 2%	8 2%	11 2%	10 2%	4 1%	10 2%	5 1%	4 1%	4 2%
Children	531 10%	17 2%	13 4%	15 5%	26 8%	47 9%	56 12%	56 12%	110 19%	103 18%	88 21%	18 10%
People who run small businesses	1061 21%	121 11%	51 15%	34 11%	63 20%	78 14%	80 18%	120 25%	168 30%	202 35%	144 34%	27 15%
Ordinary working people	811 16%	14 1%	9 3%	19 6%	15 5%	35 6%	51 11%	87 18%	177 31%	234 40%	172 40%	14 8%
People who depend on state benefits	378 7%	45 4%	22 7%	28 9%	24 8%	39 7%	22 5%	45 9%	56 10%	48 8%	50 12%	17 10%
The rich	2332 46%	879 80%	242 72%	206 66%	198 62%	250 46%	192 42%	151 32%	97 17%	78 13%	41 10%	85 49%
People who work in the public sector	385 8%	69 6%	31 9%	20 6%	24 8%	46 8%	32 7%	42 9%	40 7%	46 8%	34 8%	17 10%
The elderly	428 8%	35 3%	11 3%	11 4%	19 6%	33 6%	30 7%	47 10%	68 12%	82 14%	92 22%	9 5%
Big business	2735 53%	813 74%	235 70%	210 67%	211 67%	294 54%	247 54%	230 48%	198 35%	194 33%	104 24%	94 54%
The working poor	359 7%	15 1%	10 3%	6 2%	14 4%	22 4%	31 7%	48 10%	67 12%	81 14%	65 15%	7 4%
"Traditional families" (married couples with children)	2099 41%	265 24%	89 27%	104 33%	94 30%	194 36%	206 45%	237 50%	323 57%	348 60%	240 57%	54 31%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 173

Q35A. Which two or three of these groups do you think David Cameron and the Conservative Party regard as the most important priority?

Base : All answering

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Weighted Base	5118	1104	334	312	317	542	455	478	566	584	425	174
None of these	388	70	25	26	25	81	41	35	38	32	14	16
	8%	6%	8%	8%	8%	15%	9%	7%	7%	5%	3%	9%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 174

Q35B. Which two or three of these groups do you think Labour Party leader Ed Miliband and the Labour Party regard as the most important priority?

Base : All answering

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	5120	2606	2514	265	696	900	1036	1260	963	1817	1735	652	916	412	232	694	473	435	404	223	369	500	868	510
Weighted Base	5120	2604	2516	266	697	907	1037	1263	950	1802	1729	658	931	414	238	711	478	443	409	226	361	503	844	494
Immigrants	872 17%	462 18%	410 16%	45 17%	93 13%	149 16%	170 16%	228 18%	187 20%	275 15%	289 17%	139 21%	169 18%	60 14%	30 13%	126 18%	73 15%	82 19%	73 18%	37 16%	77 21%	89 18%	149 18%	77 16%
Non-white Britons	379 7%	200 8%	179 7%	17 6%	34 5%	66 7%	96 9%	92 7%	74 8%	134 7%	117 7%	70 11%	58 6%	23 5%	19 8%	53 7%	37 8%	38 8%	33 8%	13 6%	26 7%	39 8%	59 7%	41 8%
Single parent families	583 11%	260 10%	323 13%	39 15%	86 12%	100 11%	90 9%	151 12%	116 12%	191 11%	230 13%	68 10%	93 10%	39 9%	23 9%	67 9%	66 14%	51 11%	52 13%	27 12%	41 11%	57 11%	105 12%	56 11%
Trade union members	1555 30%	991 38%	564 22%	33 13%	127 18%	204 22%	279 27%	458 36%	454 48%	700 39%	506 29%	148 23%	201 22%	128 31%	68 29%	182 26%	136 29%	115 26%	111 27%	59 26%	126 35%	167 33%	290 34%	173 35%
Children	618 12%	262 10%	355 14%	37 14%	111 16%	124 14%	125 12%	127 10%	93 10%	206 11%	210 12%	83 13%	118 13%	55 13%	42 18%	85 12%	64 13%	53 12%	58 14%	33 15%	37 10%	60 12%	89 11%	42 8%
People who run small businesses	286 6%	144 6%	142 6%	20 8%	42 6%	51 6%	64 6%	66 5%	43 5%	73 4%	105 6%	45 7%	64 7%	37 9%	12 5%	45 6%	14 3%	18 4%	23 6%	18 8%	21 6%	32 6%	46 5%	21 4%
Ordinary working people	1799 35%	935 36%	864 34%	83 31%	236 34%	335 37%	346 33%	477 38%	322 34%	655 36%	602 35%	234 36%	307 33%	167 40%	100 42%	257 36%	157 33%	150 34%	137 34%	85 38%	105 29%	185 37%	293 35%	164 33%
People who depend on state benefits	1303 25%	729 28%	574 23%	66 25%	153 22%	184 20%	223 22%	354 28%	323 34%	549 30%	466 27%	129 20%	159 17%	71 17%	52 22%	164 23%	114 24%	110 25%	89 22%	56 25%	111 31%	147 29%	245 29%	142 29%
The rich	399 8%	180 7%	219 9%	40 15%	72 10%	100 11%	87 8%	62 5%	38 4%	82 5%	131 8%	75 11%	111 12%	43 10%	15 6%	48 7%	39 8%	30 7%	47 12%	21 9%	29 8%	31 6%	60 7%	35 7%
People who work in the public sector	1230 24%	778 30%	453 18%	49 18%	140 20%	183 20%	204 20%	339 27%	315 33%	550 31%	382 22%	119 18%	179 19%	90 22%	42 17%	191 27%	109 23%	103 23%	84 20%	50 22%	95 26%	117 23%	232 28%	119 24%
The elderly	623 12%	311 12%	313 12%	39 15%	81 12%	96 11%	154 15%	160 13%	94 10%	176 10%	210 12%	84 13%	154 17%	60 15%	44 19%	96 13%	80 17%	47 11%	56 14%	27 12%	41 11%	44 9%	83 10%	45 9%
Big business	603 12%	281 11%	322 13%	38 14%	77 11%	118 13%	150 15%	130 10%	90 10%	173 10%	210 12%	96 15%	124 13%	56 14%	26 11%	90 13%	46 10%	59 13%	60 15%	25 11%	40 11%	42 8%	96 11%	63 13%
The working poor	1231 24%	639 25%	592 24%	63 24%	176 25%	211 23%	279 27%	312 25%	188 20%	446 25%	419 24%	142 22%	223 24%	102 25%	63 26%	186 26%	109 23%	105 24%	92 23%	52 23%	78 22%	120 24%	201 24%	124 25%
"Traditional families" (married couples with children)	706 14%	370 14%	336 13%	28 11%	79 11%	136 15%	154 15%	181 14%	128 13%	241 13%	234 14%	109 17%	122 13%	67 16%	49 21%	100 14%	75 16%	72 16%	52 13%	24 11%	48 13%	61 12%	92 11%	65 13%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 174

Q35B. Which two or three of these groups do you think Labour Party leader Ed Miliband and the Labour Party regard as the most important priority?

Base : All answering

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	
Weighted Base	5120	2604	2516	266	697	907	1037	1263	950	1802	1729	658	931	414	238	711	478	443	409	226	361	503	844	494
None of these	538	188	349	39	111	120	123	94	51	143	181	78	136	39	20	72	58	48	40	28	42	59	79	54
	10%	7%	14%	15%	16%	13%	12%	7%	5%	8%	10%	12%	15%	9%	8%	10%	12%	11%	10%	12%	12%	12%	9%	11%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 174

Q35B. Which two or three of these groups do you think Labour Party leader Ed Miliband and the Labour Party regard as the most important priority?

Base : All answering

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	5120	1718	930	1170	1397	1498	825	1356	1539	719	1285	1698	538	1459	1132	565	2424	2439	41
Weighted Base	5120	1647	1192	1017	1338	1653	756	1297	1672	666	1230	1816	497	1404	1244	530	2471	2393	42
Immigrants	872 17%	429	74	115	366	152	99	352	181	78	328	214	69	367	120	79	467	362	6
		26%	6%	11%	27%	9%	13%	27%	11%	12%	27%	12%	14%	26%	10%	15%	19%	15%	14%
Non-white Britons	379 7%	198	24	44	165	63	38	160	74	37	152	100	21	187	39	26	207	157	4
		12%	2%	4%	12%	4%	5%	12%	4%	5%	12%	5%	4%	13%	3%	5%	8%	7%	9%
Single parent families	583 11%	275	74	109	223	137	73	217	131	68	194	142	63	223	77	59	271	286	5
		17%	6%	11%	17%	8%	10%	17%	8%	10%	16%	8%	13%	16%	6%	11%	11%	12%	11%
Trade union members	1555 30%	830	156	308	721	276	265	698	303	245	673	360	195	765	182	202	565	925	11
		50%	13%	30%	54%	17%	35%	54%	18%	37%	55%	20%	39%	54%	15%	38%	23%	39%	26%
Children	618 12%	84	277	123	57	323	81	52	321	79	46	341	50	69	247	59	324	264	9
		5%	23%	12%	4%	20%	11%	4%	19%	12%	4%	19%	10%	5%	20%	11%	13%	11%	21%
People who run small businesses	286 6%	30	106	67	20	133	53	17	136	55	17	147	39	20	111	36	161	112	6
		2%	9%	7%	2%	8%	7%	1%	8%	8%	1%	8%	8%	1%	9%	7%	6%	5%	14%
Ordinary working people	1799 35%	332	733	379	248	908	272	232	893	234	229	935	168	285	697	191	864	855	14
		20%	62%	37%	19%	55%	36%	18%	53%	35%	19%	51%	34%	20%	56%	36%	35%	36%	35%
People who depend on state benefits	1303 25%	665	169	233	560	276	187	544	290	161	501	334	133	551	198	133	536	714	7
		40%	14%	23%	42%	17%	25%	42%	17%	24%	41%	18%	27%	39%	16%	25%	22%	30%	18%
The rich	399 8%	91	37	90	60	90	54	54	101	47	55	103	32	62	69	37	266	109	6
		6%	3%	9%	4%	5%	7%	4%	6%	7%	4%	6%	7%	4%	6%	7%	11%	5%	15%
People who work in the public sector	1230 24%	532	223	249	446	329	202	432	337	181	394	381	135	466	247	138	470	707	7
		32%	19%	24%	33%	20%	27%	33%	20%	27%	32%	21%	27%	33%	20%	26%	19%	30%	16%
The elderly	623 12%	79	297	117	68	349	80	58	345	70	56	371	52	64	300	49	358	246	2
		5%	25%	12%	5%	21%	11%	4%	21%	11%	5%	20%	10%	5%	24%	9%	14%	10%	5%
Big business	603 12%	155	99	161	119	166	103	106	173	104	97	202	71	110	134	82	340	226	4
		9%	8%	16%	9%	10%	14%	8%	10%	16%	8%	11%	14%	8%	11%	15%	14%	9%	10%
The working poor	1231 24%	270	442	272	219	559	208	213	562	170	204	568	125	241	421	140	571	600	14
		16%	37%	27%	16%	34%	27%	16%	34%	26%	17%	31%	25%	17%	34%	26%	23%	25%	34%
"Traditional families" (married couples with children)	706 14%	106	278	170	67	355	122	72	355	103	70	372	81	90	278	87	376	307	6
		6%	23%	17%	5%	21%	16%	6%	21%	15%	6%	20%	16%	6%	22%	16%	15%	13%	14%
None of these	538 10%	137	70	96	109	109	71	110	108	54	111	114	40	112	78	40	282	208	3
		8%	6%	9%	8%	7%	9%	9%	6%	8%	9%	6%	8%	8%	6%	8%	11%	9%	8%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 174

Q35B. Which two or three of these groups do you think Labour Party leader Ed Miliband and the Labour Party regard as the most important priority?

Base : All answering

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	5120	42	188	628	1102	301	233	55	65	541	578	519	300	87	44	331	106	583	4537	849	1888
Weighted Base	5120	40	189	634	1092	327	230	56	66	522	563	534	293	85	45	338	106	588	4532	861	1874
Immigrants	872 17%	2 5%	30 16%	146 23%	276 25%	40 12%	49 21%	7 13%	20 30%	86 16%	77 14%	19 4%	32 11%	13 15%	5 11%	55 16%	14 14%	99 17%	773 17%	133 15%	323 17%
Non-white Britons	379 7%	2 5%	14 7%	60 9%	119 11%	11 3%	18 8%	4 7%	7 11%	50 10%	32 6%	11 2%	10 3%	5 6%	3 7%	23 7%	10 9%	44 8%	334 7%	58 7%	144 8%
Single parent families	583 11%	7 17%	22 12%	70 11%	173 16%	25 8%	29 12%	7 13%	8 12%	78 15%	62 11%	28 5%	20 7%	13 15%	3 7%	32 9%	7 7%	73 12%	510 11%	95 11%	203 11%
Trade union members	1555 30%	11 28%	39 21%	126 20%	385 35%	30 9%	79 35%	16 29%	14 21%	251 48%	257 46%	99 19%	94 32%	39 46%	16 35%	80 24%	20 19%	155 26%	1400 31%	218 25%	554 30%
Children	618 12%	6 15%	21 11%	89 14%	76 7%	72 22%	21 9%	2 4%	9 14%	34 7%	52 9%	121 23%	47 16%	3 4%	5 12%	50 15%	7 7%	79 13%	539 12%	123 14%	181 10%
People who run small businesses	286 6%	4 10%	15 8%	32 5%	53 5%	27 8%	16 7%	4 6%	3 4%	19 4%	18 3%	44 8%	18 6%	4 4%	5 10%	22 6%	4 4%	25 4%	261 6%	45 5%	112 6%
Ordinary working people	1799 35%	14 36%	59 31%	187 29%	285 26%	187 57%	75 33%	19 35%	23 34%	141 27%	193 34%	313 59%	122 42%	24 29%	19 42%	119 35%	19 17%	177 30%	1622 36%	327 38%	628 34%
People who depend on state benefits	1303 25%	7 16%	44 23%	132 21%	347 32%	48 15%	63 27%	6 11%	10 14%	180 35%	191 34%	84 16%	76 26%	28 33%	6 13%	63 19%	18 17%	131 22%	1172 26%	202 23%	469 25%
The rich	399 8%	6 14%	18 9%	83 13%	77 7%	30 9%	15 7%	11 20%	12 18%	24 5%	31 6%	24 5%	15 5%	5 6%	4 9%	34 10%	10 9%	49 8%	350 8%	67 8%	157 8%
People who work in the public sector	1230 24%	9 23%	37 20%	117 18%	253 23%	47 14%	50 22%	12 22%	9 13%	193 37%	172 31%	112 21%	89 30%	32 38%	9 19%	70 21%	19 18%	122 21%	1109 24%	180 21%	452 24%
The elderly	623 12%	1 2%	28 15%	89 14%	104 10%	80 24%	25 11%	5 9%	14 21%	36 7%	42 7%	91 17%	34 12%	9 11%	7 15%	45 13%	13 12%	61 10%	562 12%	105 12%	210 11%
Big business	603 12%	4 9%	25 13%	81 13%	127 12%	43 13%	30 13%	10 18%	7 10%	52 10%	44 8%	71 13%	34 12%	15 17%	8 18%	46 14%	8 8%	62 11%	541 12%	105 12%	208 11%
The working poor	1231 24%	11 29%	49 26%	134 21%	206 19%	91 28%	44 19%	9 16%	14 21%	112 21%	148 26%	200 37%	85 29%	21 25%	11 25%	80 24%	15 14%	121 21%	1110 24%	225 26%	468 25%
"Traditional families" (married couples with children)	706 14%	6 14%	28 15%	85 13%	132 12%	56 17%	36 16%	13 23%	11 17%	43 8%	67 12%	105 20%	49 17%	7 8%	14 32%	48 14%	4 4%	80 14%	626 14%	116 14%	269 14%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 174

Q35B. Which two or three of these groups do you think Labour Party leader Ed Miliband and the Labour Party regard as the most important priority?

Base : All answering

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Weighted Base	5120	40	189	634	1092	327	230	56	66	522	563	534	293	85	45	338	106	588	4532	861	1874
None of these	538	4	28	90	117	31	25	7	6	38	43	41	23	4	-	44	38	93	444	103	217
	10%	9%	15%	14%	11%	10%	11%	12%	9%	7%	8%	8%	8%	4%	-	13%	35%	16%	10%	12%	12%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 174

Q35B. Which two or three of these groups do you think Labour Party leader Ed Miliband and the Labour Party regard as the most important priority?

Base : All answering

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	5120	1013	283	319	304	548	462	555	576	613	447	216
Weighted Base	5120	1080	295	324	312	548	452	540	551	590	428	207
Immigrants	872 17%	114 11%	32 11%	42 13%	47 15%	100 18%	65 14%	94 17%	132 24%	126 21%	118 28%	59 29%
Non-white Britons	379 7%	53 5%	18 6%	12 4%	21 7%	39 7%	29 6%	42 8%	58 10%	51 9%	58 13%	29 14%
Single parent families	583 11%	56 5%	25 8%	26 8%	36 12%	60 11%	58 13%	75 14%	91 17%	85 14%	70 16%	26 13%
Trade union members	1555 30%	149 14%	49 17%	58 18%	66 21%	125 23%	112 39%	208 39%	261 47%	315 53%	212 50%	74 36%
Children	618 12%	209 19%	41 14%	55 17%	53 17%	76 14%	45 10%	47 9%	41 8%	31 5%	19 5%	17 8%
People who run small businesses	286 6%	84 8%	25 9%	15 4%	20 7%	39 7%	42 9%	20 4%	15 3%	16 3%	10 2%	7 3%
Ordinary working people	1799 35%	547 51%	145 49%	138 43%	137 44%	195 36%	145 32%	154 29%	131 24%	122 21%	85 20%	52 25%
People who depend on state benefits	1303 25%	156 14%	51 17%	55 17%	35 11%	115 21%	94 21%	165 31%	227 41%	246 42%	158 37%	62 30%
The rich	399 8%	109 10%	34 12%	36 11%	21 7%	51 9%	40 9%	30 5%	30 5%	24 4%	25 6%	28 13%
People who work in the public sector	1230 24%	200 18%	60 20%	58 18%	49 16%	103 19%	101 22%	169 31%	167 30%	186 32%	137 32%	45 22%
The elderly	623 12%	213 20%	56 19%	50 15%	49 16%	79 14%	58 13%	43 8%	35 6%	28 5%	13 3%	21 10%
Big business	603 12%	131 12%	44 15%	62 19%	41 13%	84 15%	51 11%	55 10%	45 8%	50 9%	39 9%	34 16%
The working poor	1231 24%	335 31%	88 30%	89 27%	70 22%	114 21%	116 26%	121 22%	109 20%	128 22%	62 15%	33 16%
"Traditional families" (married couples with children)	706 14%	190 18%	48 16%	60 18%	63 20%	74 13%	67 15%	77 14%	55 10%	44 7%	29 7%	19 9%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 174

Q35B. Which two or three of these groups do you think Labour Party leader Ed Miliband and the Labour Party regard as the most important priority?

Base : All answering

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Weighted Base	5120	1080	295	324	312	548	452	540	551	590	428	207
None of these	538	123	27	38	41	73	61	48	35	48	44	14
	10%	11%	9%	12%	13%	13%	13%	9%	6%	8%	10%	7%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 175

Q36A. And which two or three of these groups do you think David Cameron and the Conservative Party regard as the least important priority?

Base : All answering

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	5118	2607	2511	255	742	1007	1021	1180	913	1854	1752	630	882	440	246	589	489	420	395	275	366	533	868	497
Weighted Base	5118	2599	2519	254	747	1019	1029	1168	900	1829	1762	637	890	447	254	599	494	423	397	276	362	541	842	483
Immigrants	740 14%	428 16%	311 12%	51 20%	131 18%	139 14%	116 11%	154 13%	147 16%	308 17%	278 16%	73 11%	82 9%	58 13%	28 11%	91 15%	66 13%	53 12%	34 13%	51 12%	104 14%	131 19%	72 16%	15%
Non-white Britons	217 4%	130 5%	86 3%	14 5%	53 7%	30 3%	35 3%	43 4%	41 5%	71 4%	84 5%	26 4%	35 4%	22 5%	9 3%	23 4%	14 3%	13 3%	26 6%	10 4%	15 4%	35 6%	27 3%	22 5%
Single parent families	705 14%	370 14%	335 13%	48 19%	120 16%	145 14%	140 14%	130 11%	122 14%	238 13%	222 13%	78 12%	167 19%	79 18%	46 18%	81 13%	59 12%	51 12%	60 15%	42 15%	51 14%	71 13%	104 12%	60 12%
Trade union members	1303 25%	859 33%	444 18%	20 8%	114 15%	196 19%	249 24%	395 34%	328 37%	638 35%	408 23%	129 20%	128 14%	104 23%	55 22%	148 25%	115 23%	97 23%	96 24%	66 24%	108 30%	138 26%	230 27%	146 30%
Children	300 6%	115 4%	185 7%	39 15%	71 10%	68 7%	59 6%	38 3%	23 3%	89 5%	101 6%	54 8%	56 6%	25 6%	22 9%	28 5%	31 6%	24 6%	29 7%	9 3%	19 5%	32 6%	57 7%	24 5%
People who run small businesses	440 9%	185 7%	255 10%	29 11%	65 9%	98 10%	106 10%	80 7%	63 7%	133 7%	174 10%	61 10%	72 8%	38 8%	20 8%	42 7%	38 8%	40 9%	38 10%	25 9%	31 8%	44 8%	76 9%	49 10%
Ordinary working people	1484 29%	692 27%	793 31%	68 27%	236 32%	331 32%	378 37%	296 25%	176 20%	408 22%	537 30%	244 38%	295 33%	158 35%	96 38%	192 32%	174 35%	130 31%	116 29%	80 29%	82 23%	141 26%	208 25%	108 22%
People who depend on state benefits	1830 36%	1033 40%	797 32%	77 30%	227 30%	319 31%	396 38%	454 39%	357 40%	665 36%	595 34%	194 30%	377 42%	181 40%	98 39%	217 36%	170 34%	166 39%	128 32%	102 37%	121 33%	205 38%	280 33%	163 34%
The rich	429 8%	211 8%	218 9%	21 8%	68 9%	78 8%	66 6%	99 8%	97 11%	182 10%	132 8%	57 9%	58 7%	18 4%	10 4%	41 7%	39 8%	25 6%	33 8%	30 11%	45 12%	44 8%	94 11%	49 10%
People who work in the public sector	1055 21%	606 23%	449 18%	45 18%	139 19%	209 21%	213 21%	265 23%	184 20%	504 28%	376 21%	87 14%	88 10%	100 22%	53 21%	120 20%	100 20%	93 22%	67 17%	46 17%	81 22%	114 21%	172 20%	109 23%
The elderly	932 18%	424 16%	508 20%	34 13%	85 11%	171 17%	202 20%	236 20%	204 23%	282 15%	297 17%	127 20%	227 26%	101 23%	39 15%	115 19%	85 17%	79 19%	82 21%	46 17%	58 16%	83 15%	166 20%	77 16%
Big business	220 4%	93 4%	128 5%	21 8%	54 7%	52 5%	32 3%	30 3%	31 3%	77 4%	83 5%	25 4%	35 4%	12 3%	5 2%	19 3%	17 3%	21 5%	19 5%	16 6%	19 5%	27 5%	45 5%	20 4%
The working poor	1540 30%	746 29%	794 32%	92 36%	214 29%	325 32%	356 35%	340 29%	213 24%	398 22%	555 31%	227 36%	361 41%	145 33%	90 36%	195 32%	170 34%	134 32%	115 29%	89 32%	89 25%	157 29%	223 27%	133 28%
"Traditional families" (married couples with children)	492 10%	231 9%	261 10%	24 9%	87 12%	148 14%	102 10%	84 7%	46 5%	160 9%	185 11%	77 12%	70 8%	40 9%	27 11%	58 10%	46 9%	43 10%	49 12%	38 14%	28 8%	36 7%	91 11%	37 8%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 175

Q36A. And which two or three of these groups do you think David Cameron and the Conservative Party regard as the least important priority?

Base : All answering

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	
Weighted Base	5118	2599	2519	254	747	1019	1029	1168	900	1829	1762	637	890	447	254	599	494	423	397	276	362	541	842	483
None of these	508	211	297	33	79	98	81	120	97	162	179	68	99	36	22	55	53	44	39	24	43	51	86	55
	10%	8%	12%	13%	11%	10%	8%	10%	11%	9%	10%	11%	11%	8%	9%	9%	11%	10%	10%	9%	12%	9%	10%	11%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 175

Q36A. And which two or three of these groups do you think David Cameron and the Conservative Party regard as the least important priority?

Base : All answering

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	5118	1622	953	1249	1346	1531	872	1335	1563	731	1310	1657	556	1431	1136	563	2440	2420	39
Weighted Base	5118	1555	1221	1086	1288	1692	793	1275	1704	669	1253	1774	511	1371	1252	522	2495	2367	37
Immigrants	740 14%	279	141	163	234	209	118	228	194	103	212	212	82	234	133	83	250	451	10
Non-white Britons	217 4%	82	56	36	60	78	28	63	71	24	59	69	15	64	44	19	99	103	5
Single parent families	705 14%	167	210	157	139	256	108	135	269	87	121	267	64	132	191	78	385	297	3
Trade union members	1303 25%	601	220	270	502	329	239	497	360	191	487	401	163	521	288	160	442	817	12
Children	300 6%	52	91	56	37	122	34	33	111	31	32	119	18	33	87	28	178	113	2
People who run small businesses	440 9%	104	99	98	102	140	60	99	125	56	99	130	41	118	91	35	229	192	2
Ordinary working people	1484 29%	221	505	323	171	670	216	176	665	191	168	675	144	196	495	144	926	499	9
People who depend on state benefits	1830 36%	488	555	401	403	702	319	383	716	260	376	755	196	418	573	210	875	871	9
The rich	429 8%	260	29	54	219	71	38	208	77	31	214	69	30	218	38	26	183	227	2
People who work in the public sector	1055 21%	296	300	286	247	379	228	240	394	180	228	430	136	249	316	131	405	610	8
The elderly	932 18%	202	259	187	166	375	131	163	387	124	163	403	98	207	309	104	562	335	4
Big business	220 4%	107	29	24	80	53	22	74	53	17	74	53	15	77	28	9	115	99	4
The working poor	1540 30%	191	536	357	139	717	240	151	713	200	147	727	145	182	540	157	953	514	5
"Traditional families" (married couples with children)	492 10%	114	110	103	89	165	78	87	159	74	93	174	47	104	105	44	286	178	4
None of these	508 10%	246	40	92	210	79	59	219	76	50	218	79	37	225	38	41	216	242	5

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 175

Q36A. And which two or three of these groups do you think David Cameron and the Conservative Party regard as the least important priority?

Base : All answering

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	5118	59	199	634	1000	302	236	53	69	534	643	481	331	82	47	348	100	553	4565	808	1987
Weighted Base	5118	59	200	640	977	329	232	57	70	514	635	496	330	80	48	351	101	558	4560	815	1990
Immigrants	740 14%	11 18%	25 13%	59 9%	124 13%	23 7%	28 12%	5 9%	4 5%	96 19%	133 21%	99 20%	49 15%	17 21%	8 17%	45 13%	14 14%	71 13%	668 15%	105 13%	317 16%
Non-white Britons	217 4%	3 6%	10 5%	26 4%	38 4%	9 3%	12 5%	1 2%	2 3%	31 6%	20 3%	23 5%	18 5%	5 6%	3 6%	13 4%	4 4%	23 4%	194 4%	32 4%	89 4%
Single parent families	705 14%	11 19%	17 8%	107 17%	101 10%	59 18%	21 9%	11 20%	13 18%	66 13%	78 12%	79 16%	59 18%	11 13%	11 22%	53 15%	10 10%	80 14%	625 14%	120 15%	239 12%
Trade union members	1303 25%	15 25%	37 18%	93 15%	267 27%	46 14%	52 23%	9 16%	7 9%	222 43%	228 36%	133 27%	78 24%	30 37%	12 25%	62 18%	13 13%	114 20%	1189 26%	170 21%	525 26%
Children	300 6%	5 8%	18 9%	61 10%	48 5%	28 9%	11 5%	6 11%	3 5%	16 3%	31 5%	22 5%	19 6%	3 4%	2 5%	22 6%	3 3%	50 9%	249 5%	49 6%	123 6%
People who run small businesses	440 9%	8 14%	18 9%	58 9%	101 10%	22 7%	24 10%	4 8%	5 7%	30 6%	50 8%	28 6%	37 11%	6 7%	5 11%	35 10%	8 8%	50 9%	390 9%	54 7%	228 11%
Ordinary working people	1484 29%	18 31%	55 27%	217 34%	264 27%	150 46%	79 34%	28 49%	30 43%	88 17%	135 21%	149 30%	90 27%	17 21%	10 21%	122 35%	33 32%	153 28%	1331 29%	282 35%	598 30%
People who depend on state benefits	1830 36%	20 34%	59 30%	196 31%	284 29%	136 41%	66 29%	27 47%	25 35%	173 34%	240 38%	259 52%	155 47%	24 30%	23 49%	115 33%	28 28%	167 30%	1664 36%	267 33%	625 31%
The rich	429 8%	7 11%	12 6%	68 11%	105 11%	17 5%	22 10%	2 3%	2 3%	59 12%	69 11%	14 3%	14 4%	8 10%	2 4%	22 6%	7 7%	37 7%	393 9%	57 7%	161 8%
People who work in the public sector	1055 21%	8 13%	38 19%	83 13%	177 18%	41 12%	30 13%	12 22%	6 9%	116 22%	161 25%	176 35%	99 30%	18 23%	8 17%	64 18%	18 18%	79 14%	975 21%	305 37%	332 17%
The elderly	932 18%	6 10%	28 14%	130 20%	204 21%	102 31%	53 23%	18 31%	10 14%	85 16%	73 11%	66 13%	59 18%	11 14%	10 21%	66 19%	12 12%	122 22%	810 18%	118 14%	319 16%
Big business	220 4%	3 5%	10 5%	45 7%	59 6%	11 3%	15 6%	- -	2 3%	21 4%	24 4%	7 1%	3 1%	2 3%	3 6%	11 3%	4 4%	25 5%	195 4%	30 4%	101 5%
The working poor	1540 30%	18 30%	62 31%	199 31%	248 25%	164 50%	77 33%	28 48%	31 44%	80 16%	142 22%	191 39%	118 36%	15 19%	16 34%	117 33%	33 33%	183 33%	1357 30%	247 30%	592 30%
"Traditional families" (married couples with children)	492 10%	5 8%	18 9%	96 15%	114 12%	37 11%	23 10%	5 9%	14 19%	45 9%	35 5%	23 5%	15 5%	7 9%	5 11%	41 12%	8 8%	51 9%	440 10%	106 13%	199 10%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 175

Q36A. And which two or three of these groups do you think David Cameron and the Conservative Party regard as the least important priority?

Base : All answering

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Weighted Base	5118	59	200	640	977	329	232	57	70	514	635	496	330	80	48	351	101	558	4560	815	1990
None of these	508	5	31	77	112	14	28	-	9	58	67	18	18	8	1	39	25	68	440	49	217
	10%	9%	16%	12%	11%	4%	12%	-	12%	11%	11%	4%	5%	9%	2%	11%	25%	12%	10%	6%	11%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 175

Q36A. And which two or three of these groups do you think David Cameron and the Conservative Party regard as the least important priority?

Base : All answering

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	5118	1039	319	303	312	547	464	494	588	607	445	181
Weighted Base	5118	1104	334	312	317	542	455	478	566	584	425	174
Immigrants	740 14%	88 8%	42 13%	39 12%	44 14%	52 10%	72 16%	84 18%	109 19%	129 22%	79 19%	12 7%
Non-white Britons	217 4%	35 3%	8 2%	17 6%	17 5%	11 2%	23 5%	20 4%	38 7%	23 4%	25 6%	5 3%
Single parent families	705 14%	183 17%	51 15%	56 18%	50 16%	79 15%	61 13%	52 11%	64 11%	61 10%	48 11%	18 10%
Trade union members	1303 25%	135 12%	56 17%	47 15%	61 19%	97 18%	110 24%	177 37%	196 35%	247 42%	177 42%	33 19%
Children	300 6%	111 10%	32 10%	22 7%	14 4%	27 5%	23 5%	29 6%	19 3%	16 3%	8 2%	16 9%
People who run small businesses	440 9%	89 8%	23 7%	30 10%	28 9%	64 12%	50 11%	43 9%	52 9%	38 7%	23 5%	19 11%
Ordinary working people	1484 29%	536 49%	137 41%	122 39%	120 38%	170 31%	142 31%	94 20%	77 14%	55 9%	31 7%	72 41%
People who depend on state benefits	1830 36%	514 47%	130 39%	122 39%	107 34%	159 29%	161 35%	139 29%	167 30%	199 34%	133 31%	55 31%
The rich	429 8%	17 2%	7 2%	8 2%	13 4%	27 5%	26 6%	48 10%	85 15%	111 19%	89 21%	9 5%
People who work in the public sector	1055 21%	229 21%	72 22%	86 28%	80 25%	117 22%	92 20%	108 23%	117 21%	91 16%	62 15%	44 25%
The elderly	932 18%	280 25%	78 23%	58 19%	68 21%	117 22%	75 17%	80 17%	67 12%	67 12%	41 10%	47 27%
Big business	220 4%	11 1%	8 2%	2 1%	7 2%	21 4%	24 5%	27 6%	48 8%	38 7%	36 8%	4 2%
The working poor	1540 30%	553 50%	142 43%	140 45%	147 46%	171 31%	127 28%	85 18%	72 13%	67 11%	36 8%	59 34%
"Traditional families" (married couples with children)	492 10%	121 11%	57 17%	38 12%	34 11%	56 10%	44 10%	45 9%	48 8%	28 5%	22 5%	35 20%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 175

Q36A. And which two or three of these groups do you think David Cameron and the Conservative Party regard as the least important priority?

Base : All answering

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Weighted Base	5118	1104	334	312	317	542	455	478	566	584	425	174
None of these	508	34	18	15	19	70	41	57	87	89	80	12
	10%	3%	5%	5%	6%	13%	9%	12%	15%	15%	19%	7%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 176

Q36B. And which two or three of these groups do you think Labour Party leader Ed Miliband and the Labour Party regards as the least important priority?

Base : All answering

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	5120	2606	2514	265	696	900	1036	1260	963	1817	1735	652	916	412	232	694	473	435	404	223	369	500	868	510
Weighted Base	5120	2604	2516	266	697	907	1037	1263	950	1802	1729	658	931	414	238	711	478	443	409	226	361	503	844	494
Immigrants	422 8%	216 8%	206 8%	29 11%	85 12%	79 9%	81 8%	75 6%	73 8%	114 6%	137 8%	75 11%	95 10%	44 11%	27 11%	56 8%	38 8%	39 9%	33 8%	22 10%	30 8%	37 7%	53 6%	43 9%
Non-white Britons	208 4%	98 4%	110 4%	22 8%	42 6%	38 4%	37 4%	36 3%	33 3%	52 3%	67 4%	36 5%	53 6%	19 5%	11 4%	22 3%	20 4%	27 6%	16 4%	10 4%	15 4%	26 5%	29 3%	13 3%
Single parent families	246 5%	105 4%	141 6%	25 9%	44 6%	50 6%	54 5%	48 4%	26 3%	60 3%	71 4%	48 7%	66 7%	18 4%	12 5%	38 5%	22 5%	20 5%	29 7%	10 4%	18 5%	21 4%	37 4%	22 4%
Trade union members	214 4%	110 4%	105 4%	17 6%	37 5%	45 5%	48 5%	44 4%	24 2%	64 4%	67 4%	42 6%	41 4%	22 5%	12 5%	36 5%	19 4%	20 4%	21 5%	5 2%	12 3%	25 5%	30 4%	12 2%
Children	176 3%	81 3%	95 4%	18 7%	38 5%	41 5%	36 3%	22 2%	20 2%	54 3%	52 3%	32 5%	38 4%	12 3%	9 4%	26 4%	19 4%	11 2%	17 4%	5 2%	13 3%	21 4%	27 3%	16 3%
People who run small businesses	1117 22%	675 26%	442 18%	37 14%	85 12%	137 15%	216 21%	350 28%	293 31%	509 28%	359 21%	106 16%	143 15%	79 19%	40 17%	152 21%	101 21%	84 19%	92 22%	55 24%	84 23%	104 21%	200 24%	126 25%
Ordinary working people	940 18%	468 18%	472 19%	39 15%	118 17%	192 21%	210 20%	245 19%	136 14%	292 16%	328 19%	153 23%	167 18%	69 17%	30 13%	124 17%	88 18%	100 23%	82 20%	34 15%	81 22%	71 14%	164 19%	97 20%
People who depend on state benefits	395 8%	180 7%	215 9%	25 10%	72 10%	80 9%	97 9%	78 6%	43 5%	85 5%	105 6%	73 11%	132 14%	50 12%	17 7%	65 9%	37 8%	36 8%	31 8%	18 8%	27 8%	30 6%	55 7%	29 6%
The rich	2313 45%	1324 51%	988 39%	95 36%	259 37%	361 40%	436 42%	645 51%	516 54%	952 53%	777 45%	248 38%	335 36%	190 46%	110 46%	329 46%	199 42%	181 41%	178 44%	98 43%	162 45%	240 48%	403 48%	223 45%
People who work in the public sector	317 6%	139 5%	178 7%	15 6%	50 7%	64 7%	70 7%	81 6%	38 4%	100 6%	108 6%	62 9%	48 5%	39 9%	17 7%	45 6%	37 8%	25 6%	15 4%	13 6%	19 5%	31 6%	48 6%	28 6%
The elderly	744 15%	358 14%	386 15%	31 12%	58 8%	96 11%	129 12%	207 16%	223 24%	246 14%	252 15%	115 17%	131 14%	52 13%	24 10%	91 13%	66 14%	48 11%	72 18%	38 17%	57 16%	73 14%	143 17%	80 16%
Big business	1520 30%	901 35%	619 25%	68 26%	167 24%	248 27%	276 27%	413 33%	347 37%	658 37%	487 28%	150 23%	225 24%	115 28%	75 32%	223 31%	148 31%	123 28%	109 27%	51 23%	117 32%	161 32%	258 31%	141 28%
The working poor	589 12%	282 11%	307 12%	50 19%	82 12%	121 13%	128 12%	123 10%	86 9%	138 8%	215 12%	96 15%	140 15%	52 13%	26 11%	86 12%	57 12%	48 11%	59 15%	26 12%	35 10%	52 10%	98 12%	50 10%
"Traditional families" (married couples with children)	1226 24%	679 26%	548 22%	34 13%	139 20%	169 19%	227 22%	350 28%	307 32%	523 29%	441 25%	119 18%	144 15%	80 19%	48 20%	156 22%	98 20%	100 23%	101 25%	46 20%	106 29%	126 25%	247 29%	118 24%

General Public
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Table 176

Q36B. And which two or three of these groups do you think Labour Party leader Ed Miliband and the Labour Party regards as the least important priority?

Base : All answering

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	
Weighted Base	5120	2604	2516	266	697	907	1037	1263	950	1802	1729	658	931	414	238	711	478	443	409	226	361	503	844	494
None of these	763	293	470	51	145	167	175	145	79	207	269	99	189	59	47	96	90	73	48	42	50	76	101	80
	15%	11%	19%	19%	21%	18%	17%	12%	8%	11%	16%	15%	20%	14%	20%	13%	19%	16%	12%	19%	14%	15%	12%	16%

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Table 176

Q36B. And which two or three of these groups do you think Labour Party leader Ed Miliband and the Labour Party regards as the least important priority?

Base : All answering

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	5120	1718	930	1170	1397	1498	825	1356	1539	719	1285	1698	538	1459	1132	565	2424	2439	41
Weighted Base	5120	1647	1192	1017	1338	1653	756	1297	1672	666	1230	1816	497	1404	1244	530	2471	2393	42
Immigrants	422 8%	81	140	101	53	179	75	47	182	55	46	188	36	58	132	42	219	178	5
		5%	12%	10%	4%	11%	10%	4%	11%	8%	4%	10%	7%	4%	11%	8%	9%	7%	12%
Non-white Britons	208 4%	43	56	49	32	81	32	33	74	27	30	83	20	33	63	20	116	79	3
		3%	5%	5%	2%	5%	4%	3%	4%	4%	2%	5%	4%	2%	5%	4%	5%	3%	7%
Single parent families	246 5%	57	46	50	39	68	35	34	79	33	31	89	17	38	58	23	140	93	2
		3%	4%	5%	3%	4%	5%	3%	5%	5%	2%	5%	3%	3%	5%	4%	6%	4%	4%
Trade union members	214 4%	34	87	42	22	112	26	20	104	28	19	106	18	30	75	23	113	88	6
		2%	7%	4%	2%	7%	4%	2%	6%	4%	2%	6%	4%	2%	6%	4%	5%	4%	13%
Children	176 3%	58	23	33	40	40	27	41	47	18	36	50	14	47	30	14	102	63	3
		4%	2%	3%	3%	2%	4%	3%	3%	3%	3%	3%	3%	3%	2%	3%	4%	3%	7%
People who run small businesses	1117 22%	566	128	223	494	213	185	471	237	163	459	294	121	517	162	127	401	677	7
		34%	11%	22%	37%	13%	25%	36%	14%	25%	37%	16%	24%	37%	13%	24%	16%	28%	17%
Ordinary working people	940 18%	428	77	172	347	171	126	324	195	117	299	236	91	340	126	87	516	384	1
		26%	6%	17%	26%	10%	17%	25%	12%	18%	24%	13%	18%	24%	10%	16%	21%	16%	2%
People who depend on state benefits	395 8%	75	100	83	54	150	51	47	157	49	46	160	35	60	110	36	241	131	6
		5%	8%	8%	4%	9%	7%	4%	9%	7%	4%	9%	7%	4%	9%	7%	10%	5%	14%
The rich	2313 45%	758	684	478	645	859	381	625	862	335	592	928	245	683	654	269	966	1255	15
		46%	57%	47%	48%	52%	50%	48%	52%	50%	48%	51%	49%	49%	53%	51%	39%	52%	35%
People who work in the public sector	317 6%	70	78	66	55	112	42	50	115	43	62	124	28	69	95	32	183	122	3
		4%	7%	6%	4%	7%	6%	4%	7%	6%	5%	7%	6%	5%	8%	6%	7%	5%	8%
The elderly	744 15%	346	59	146	283	148	115	279	184	100	252	218	83	306	118	87	384	329	9
		21%	5%	14%	21%	9%	15%	21%	11%	15%	20%	12%	17%	22%	10%	16%	16%	14%	22%
Big business	1520 30%	520	445	302	459	558	234	447	547	204	417	585	161	481	417	174	615	845	10
		32%	37%	30%	34%	34%	31%	34%	33%	31%	34%	32%	32%	34%	33%	33%	25%	35%	24%
The working poor	589 12%	183	68	117	132	145	80	128	156	75	126	175	49	144	97	58	368	191	6
		11%	6%	12%	10%	9%	11%	10%	9%	11%	10%	10%	10%	10%	8%	11%	15%	8%	14%
"Traditional families" (married couples with children)	1226 24%	654	105	230	571	216	173	552	232	154	501	270	128	566	149	129	493	684	9
		40%	9%	23%	43%	13%	23%	43%	14%	23%	41%	15%	26%	40%	12%	24%	20%	29%	22%
None of these	763 15%	137	232	130	94	293	81	96	274	70	97	288	54	98	222	60	417	280	5
		8%	19%	13%	7%	18%	11%	7%	16%	11%	8%	16%	11%	7%	18%	11%	17%	12%	12%

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Table 176

Q36B. And which two or three of these groups do you think Labour Party leader Ed Miliband and the Labour Party regards as the least important priority?

Base : All answering

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	5120	42	188	628	1102	301	233	55	65	541	578	519	300	87	44	331	106	583	4537	849	1888
Weighted Base	5120	40	189	634	1092	327	230	56	66	522	563	534	293	85	45	338	106	588	4532	861	1874
Immigrants	422 8%	3 7%	24 13%	59 9%	75 7%	34 10%	23 10%	3 6%	7 11%	26 5%	48 9%	51 10%	18 6%	5 5%	4 8%	36 11%	6 6%	43 7%	379 8%	80 9%	151 8%
Non-white Britons	208 4%	4 9%	13 7%	28 4%	39 4%	16 5%	12 5%	2 3%	3 4%	20 4%	19 3%	21 4%	7 2%	2 2%	1 2%	20 6%	2 2%	27 5%	181 4%	27 3%	89 5%
Single parent families	246 5%	2 5%	16 8%	56 9%	53 5%	16 5%	8 3%	2 3%	7 10%	15 3%	13 2%	18 3%	10 4%	3 3%	2 5%	23 7%	4 3%	39 7%	207 5%	35 4%	93 5%
Trade union members	214 4%	2 5%	12 6%	27 4%	40 4%	22 7%	14 6%	5 9%	5 7%	12 2%	9 2%	31 6%	9 3%	3 4%	1 3%	21 6%	1 1%	42 7%	172 4%	40 5%	98 5%
Children	176 3%	1 2%	11 6%	29 5%	27 2%	7 2%	11 5%	3 5%	3 5%	11 2%	22 4%	11 2%	10 3%	3 3%	1 2%	20 6%	6 5%	31 5%	145 3%	29 3%	76 4%
People who run small businesses	1117 22%	6 14%	27 14%	99 16%	285 26%	31 9%	60 26%	4 6%	9 14%	182 35%	169 30%	69 13%	66 22%	29 34%	14 30%	52 15%	17 16%	120 20%	997 22%	159 19%	407 22%
Ordinary working people	940 18%	6 15%	28 15%	146 23%	256 23%	35 11%	50 22%	12 22%	12 18%	110 21%	91 16%	43 8%	42 14%	19 22%	11 23%	56 16%	23 22%	105 18%	835 18%	163 19%	383 20%
People who depend on state benefits	395 8%	5 13%	19 10%	79 12%	77 7%	29 9%	19 8%	7 13%	12 18%	18 3%	24 4%	33 6%	25 8%	2 3%	4 10%	33 10%	8 7%	50 8%	345 8%	49 6%	136 7%
The rich	2313 45%	14 35%	77 41%	208 33%	454 42%	175 53%	103 45%	17 30%	22 33%	271 52%	303 54%	301 56%	162 55%	43 51%	18 40%	118 35%	26 24%	232 39%	2081 46%	385 45%	796 42%
People who work in the public sector	317 6%	4 10%	17 9%	42 7%	72 7%	26 8%	17 7%	5 10%	1 1%	21 4%	28 5%	22 4%	20 7%	3 4%	7 16%	23 7%	7 7%	37 6%	280 6%	96 11%	105 6%
The elderly	744 15%	7 16%	19 10%	89 14%	228 21%	25 8%	45 20%	10 17%	6 9%	89 17%	62 11%	41 8%	43 15%	16 19%	5 11%	57 17%	4 4%	77 13%	668 15%	95 11%	224 12%
Big business	1520 30%	12 29%	49 26%	133 21%	293 27%	116 35%	63 27%	10 18%	18 28%	193 37%	227 40%	179 33%	103 35%	25 29%	11 25%	72 21%	16 15%	157 27%	1363 30%	242 28%	538 29%
The working poor	589 12%	5 12%	24 13%	98 15%	142 13%	36 11%	22 9%	9 16%	16 24%	46 9%	49 9%	29 5%	31 10%	10 11%	9 19%	54 16%	10 10%	65 11%	524 12%	99 12%	216 12%
"Traditional families" (married couples with children)	1226 24%	7 16%	36 19%	127 20%	336 31%	48 15%	48 21%	9 16%	16 24%	208 40%	170 30%	62 12%	48 16%	24 28%	4 10%	67 20%	17 16%	115 20%	1111 25%	181 21%	446 24%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 176

Q36B. And which two or three of these groups do you think Labour Party leader Ed Miliband and the Labour Party regards as the least important priority?

Base : All answering

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Weighted Base	5120	40	189	634	1092	327	230	56	66	522	563	534	293	85	45	338	106	588	4532	861	1874
None of these	763	7	37	122	129	62	34	11	9	39	55	107	30	6	7	70	39	112	651	148	291
	15%	17%	20%	19%	12%	19%	15%	20%	13%	7%	10%	20%	10%	7%	15%	21%	37%	19%	14%	17%	16%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 176

Q36B. And which two or three of these groups do you think Labour Party leader Ed Miliband and the Labour Party regards as the least important priority?

Base : All answering

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	5120	1013	283	319	304	548	462	555	576	613	447	216
Weighted Base	5120	1080	295	324	312	548	452	540	551	590	428	207
Immigrants	422 8%	120 11%	30 10%	18 6%	31 10%	53 10%	35 8%	42 8%	35 6%	30 5%	26 6%	15 7%
Non-white Britons	208 4%	47 4%	9 3%	11 3%	14 4%	33 6%	22 5%	17 3%	19 3%	16 3%	19 4%	10 5%
Single parent families	246 5%	51 5%	21 7%	18 6%	18 6%	29 5%	39 9%	26 5%	16 3%	13 2%	15 3%	12 6%
Trade union members	214 4%	68 6%	15 5%	13 4%	18 6%	24 4%	23 5%	23 4%	8 1%	9 2%	14 3%	7 3%
Children	176 3%	22 2%	14 5%	10 3%	11 4%	21 4%	27 6%	23 4%	22 4%	16 3%	10 2%	7 3%
People who run small businesses	1117 22%	95 9%	41 14%	45 14%	53 17%	91 17%	92 20%	154 28%	191 35%	207 35%	149 35%	45 22%
Ordinary working people	940 18%	132 12%	54 18%	59 18%	52 17%	107 20%	77 17%	107 20%	119 22%	136 23%	96 22%	65 31%
People who depend on state benefits	395 8%	110 10%	40 14%	28 9%	27 9%	44 8%	38 8%	33 6%	20 4%	30 5%	25 6%	17 8%
The rich	2313 45%	502 46%	133 45%	136 42%	131 42%	219 40%	203 45%	237 44%	267 48%	299 51%	186 43%	75 36%
People who work in the public sector	317 6%	75 7%	13 4%	25 8%	18 6%	45 8%	24 5%	40 7%	29 5%	22 4%	28 6%	13 6%
The elderly	744 15%	108 10%	39 13%	37 12%	37 12%	72 13%	64 14%	96 18%	113 21%	99 17%	79 19%	45 22%
Big business	1520 30%	318 29%	84 29%	85 26%	82 26%	125 23%	127 28%	158 29%	185 34%	210 36%	145 34%	45 22%
The working poor	589 12%	129 12%	38 13%	40 12%	35 11%	71 13%	45 10%	60 11%	69 12%	57 10%	44 10%	33 16%
"Traditional families" (married couples with children)	1226 24%	125 12%	35 12%	55 17%	49 16%	107 19%	107 24%	167 31%	196 36%	229 39%	156 37%	60 29%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 176

Q36B. And which two or three of these groups do you think Labour Party leader Ed Miliband and the Labour Party regards as the least important priority?

Base : All answering

		Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to
Total		1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Weighted Base	5120	1080	295	324	312	548	452	540	551	590	428	207
None of these	763	230	48	64	57	103	65	62	51	43	39	25
	15%	21%	16%	20%	18%	19%	14%	12%	9%	7%	9%	12%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 177

Q37. Which of the following TV and radio programmes do you watch or listen to - not necessarily every time it is on, but at least from time to time?

Base : All answering

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
BBC TV "Question Time"	4277	2468	1809	139	421	667	887	1181	983	1847	1437	445	548	390	194	558	372	369	299	212	283	484	699	417
	42%	47%	36%	27%	29%	35%	43%	49%	53%	51%	41%	34%	30%	45%	39%	43%	38%	43%	37%	42%	39%	46%	41%	43%
Newsnight	3624	2129	1495	106	362	539	731	973	913	1568	1232	343	480	327	180	455	290	321	271	181	255	437	555	353
	35%	41%	30%	20%	25%	28%	35%	40%	49%	43%	35%	27%	26%	38%	37%	35%	30%	37%	34%	36%	35%	42%	33%	36%
Radio 4 "Today" programme	2051	1275	776	29	137	226	357	704	600	1168	634	102	147	134	78	236	187	194	138	76	167	224	374	243
	20%	25%	15%	5%	9%	12%	17%	29%	32%	32%	18%	8%	8%	16%	16%	18%	19%	22%	17%	15%	23%	21%	22%	25%
Channel 4 News	3471	1774	1697	188	495	620	691	806	671	1357	1204	390	520	313	155	427	310	298	261	137	213	433	557	366
	34%	34%	34%	36%	34%	32%	33%	33%	36%	37%	34%	30%	29%	36%	32%	33%	32%	34%	32%	27%	29%	41%	33%	37%
The Archers	925	445	480	14	49	93	176	346	248	504	306	43	72	45	26	108	77	92	65	35	83	108	160	125
	9%	9%	10%	3%	3%	5%	9%	14%	13%	14%	9%	3%	4%	5%	5%	8%	8%	11%	8%	7%	12%	10%	9%	13%
Radio 4's "The News Quiz"	1255	727	529	26	90	161	229	435	315	723	384	53	95	85	38	144	106	113	88	45	96	149	226	166
	12%	14%	10%	5%	6%	8%	11%	18%	17%	20%	11%	4%	5%	10%	8%	11%	11%	13%	11%	9%	13%	14%	13%	17%
Have I got news for you?	5875	3209	2666	241	687	1007	1249	1538	1154	2439	2033	620	784	470	264	702	534	493	478	272	430	576	1044	611
	57%	62%	53%	46%	48%	52%	60%	63%	62%	67%	58%	48%	43%	55%	54%	54%	55%	57%	59%	54%	59%	55%	62%	63%
The Jeremy Vine show on Radio 2	1679	947	733	26	145	283	397	483	344	694	558	209	218	164	65	219	194	139	148	109	123	74	252	194
	16%	18%	15%	5%	10%	15%	19%	20%	19%	19%	16%	16%	12%	19%	13%	17%	20%	16%	18%	22%	17%	7%	15%	20%
None of these	1981	747	1234	142	418	482	384	350	205	403	641	348	588	179	115	272	210	166	171	95	135	183	298	158
	19%	14%	25%	27%	29%	25%	19%	14%	11%	11%	18%	27%	32%	21%	23%	21%	22%	19%	21%	19%	19%	18%	18%	16%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 177

Q37. Which of the following TV and radio programmes do you watch or listen to - not necessarily every time it is on, but at least from time to time?

Base : All answering

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
BBC TV "Question Time"	4277	1513	1092	933	1269	1492	718	1251	1547	614	1203	1678	465	1382	1166	503	1823	2275	40
	42%	47%	45%	44%	48%	45%	46%	49%	46%	46%	48%	47%	46%	50%	47%	48%	37%	48%	51%
Newsnight	3624	1213	948	812	1021	1281	611	1003	1319	528	948	1450	403	1100	1032	440	1483	1979	30
	35%	38%	39%	39%	39%	38%	39%	39%	39%	40%	38%	40%	40%	40%	41%	42%	30%	42%	38%
Radio 4 "Today" programme	2051	710	489	584	609	683	487	617	708	425	570	829	323	677	623	346	488	1455	24
	20%	22%	20%	28%	23%	20%	31%	24%	21%	32%	23%	23%	32%	24%	25%	33%	10%	31%	31%
Channel 4 News	3471	1049	866	757	852	1238	537	801	1246	480	758	1336	342	879	935	369	1535	1778	28
	34%	33%	36%	36%	32%	37%	35%	31%	37%	36%	31%	37%	34%	32%	37%	35%	31%	37%	36%
The Archers	925	302	224	274	256	309	244	262	328	204	249	388	161	292	315	156	228	651	12
	9%	9%	9%	13%	10%	9%	16%	10%	10%	15%	10%	11%	16%	11%	13%	15%	5%	14%	16%
Radio 4's "The News Quiz"	1255	374	301	410	317	419	344	325	440	289	305	520	220	356	389	231	259	934	15
	12%	12%	12%	19%	12%	13%	22%	13%	13%	22%	12%	14%	22%	13%	16%	22%	5%	20%	19%
Have I got news for you?	5875	1956	1347	1388	1629	1887	1052	1584	1934	894	1522	2148	677	1729	1481	698	2461	3164	34
	57%	61%	56%	66%	62%	56%	68%	62%	57%	67%	61%	60%	67%	62%	59%	66%	50%	66%	42%
The Jeremy Vine show on Radio 2	1679	693	347	347	592	507	250	595	518	234	569	567	194	646	383	201	772	851	10
	16%	22%	14%	16%	23%	15%	16%	23%	15%	18%	23%	16%	19%	23%	15%	19%	16%	18%	13%
None of these	1981	488	465	297	382	605	191	370	599	164	362	585	121	376	412	121	1272	567	13
	19%	15%	19%	14%	15%	18%	12%	14%	18%	12%	15%	16%	12%	14%	16%	11%	26%	12%	16%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 177

Q37. Which of the following TV and radio programmes do you watch or listen to - not necessarily every time it is on, but at least from time to time?

Base : All answering

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
BBC TV "Question Time"	4277	36	99	293	926	225	196	46	29	545	584	537	343	83	57	229	49	406	3871	689	1529
	42%	36%	25%	23%	45%	34%	42%	41%	21%	53%	49%	52%	55%	50%	61%	33%	23%	35%	43%	41%	40%
Newsnight	3624	27	85	224	714	167	153	33	31	473	508	538	315	87	45	191	33	348	3276	592	1237
	35%	27%	22%	18%	35%	25%	33%	29%	23%	46%	42%	52%	51%	53%	49%	28%	16%	30%	36%	35%	32%
Radio 4 "Today" programme	2051	13	31	23	257	20	28	5	5	382	386	483	253	56	23	67	20	147	1904	348	670
	20%	13%	8%	2%	12%	3%	6%	4%	4%	37%	32%	47%	41%	34%	25%	10%	10%	13%	21%	21%	17%
Channel 4 News	3471	40	119	324	651	183	135	41	45	364	477	500	259	73	39	183	38	298	3173	566	1309
	34%	41%	31%	25%	31%	28%	29%	36%	33%	35%	40%	49%	42%	44%	42%	27%	18%	26%	35%	34%	34%
The Archers	925	16	14	15	116	13	23	1	4	167	149	225	111	21	6	37	7	70	856	166	299
	9%	16%	4%	1%	6%	2%	5%	1%	3%	16%	12%	22%	18%	13%	6%	5%	4%	6%	9%	10%	8%
Radio 4's "The News Quiz"	1255	13	18	23	113	16	19	4	2	219	230	314	161	41	12	54	15	92	1163	216	456
	12%	14%	5%	2%	5%	2%	4%	4%	2%	21%	19%	31%	26%	25%	13%	8%	7%	8%	13%	13%	12%
Have I got news for you?	5875	43	166	491	1128	292	241	53	45	728	847	776	460	101	59	360	84	544	5331	994	2195
	57%	43%	43%	39%	55%	44%	52%	47%	33%	70%	71%	75%	74%	61%	64%	52%	40%	47%	59%	59%	57%
The Jeremy Vine show on Radio 2	1679	5	26	117	447	82	102	11	4	224	227	143	118	26	25	108	15	142	1537	271	661
	16%	5%	7%	9%	22%	13%	22%	10%	3%	22%	19%	14%	19%	16%	27%	16%	7%	12%	17%	16%	17%
None of these	1981	28	118	485	395	188	90	37	52	77	111	55	46	14	9	180	96	333	1648	300	765
	19%	28%	30%	38%	19%	29%	19%	33%	38%	7%	9%	5%	7%	8%	10%	26%	47%	29%	18%	18%	20%

General Public
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Table 177

Q37. Which of the following TV and radio programmes do you watch or listen to - not necessarily every time it is on, but at least from time to time?

Base : All answering

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
BBC TV "Question Time"	4277	893	232	252	243	382	322	443	508	596	407	154
	42%	41%	37%	40%	39%	35%	35%	44%	45%	51%	48%	41%
Newsnight	3624	770	204	225	212	353	274	363	423	461	340	139
	35%	35%	32%	35%	34%	32%	30%	36%	38%	39%	40%	37%
Radio 4 "Today" programme	2051	377	124	141	127	191	164	224	244	299	160	72
	20%	17%	20%	22%	20%	18%	18%	22%	22%	26%	19%	19%
Channel 4 News	3471	761	203	217	231	350	297	352	402	386	272	128
	34%	35%	32%	34%	37%	32%	33%	35%	36%	33%	32%	34%
The Archers	925	170	69	55	61	73	89	103	101	126	78	32
	9%	8%	11%	9%	10%	7%	10%	10%	9%	11%	9%	8%
Radio 4's "The News Quiz"	1255	251	84	90	85	120	120	137	142	145	82	35
	12%	11%	13%	14%	14%	11%	13%	13%	13%	12%	10%	9%
Have I got news for you?	5875	1204	356	370	365	554	504	626	695	728	474	205
	57%	55%	57%	58%	58%	51%	56%	61%	62%	62%	56%	54%
The Jeremy Vine show on Radio 2	1679	270	78	81	89	161	130	178	231	276	184	64
	16%	12%	12%	13%	14%	15%	14%	18%	21%	24%	22%	17%
None of these	1981	491	140	127	122	288	191	168	160	142	152	77
	19%	23%	22%	20%	19%	26%	21%	17%	14%	12%	18%	20%

General Public
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Table 178

Q38 How important is The views of the candidates on local issues directly affecting your area in deciding how to vote in general elections?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
0 - completely unimportant	439	234	204	21	73	84	102	91	67	127	146	57	108	35	18	62	54	33	38	25	22	38	66	47
	4%	5%	4%	4%	5%	4%	5%	4%	4%	4%	4%	4%	6%	4%	4%	5%	6%	4%	5%	5%	3%	4%	4%	5%
1	173	95	78	9	21	31	34	52	27	69	50	18	37	8	6	23	10	22	15	6	17	14	36	15
	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	3%	2%	1%	2%	1%	2%	2%
2	355	223	132	16	40	72	76	81	70	154	111	30	60	30	12	37	33	29	41	19	34	36	56	29
	3%	4%	3%	3%	3%	4%	4%	3%	4%	4%	3%	2%	3%	3%	2%	3%	3%	3%	5%	4%	5%	3%	3%	3%
3	428	248	181	20	47	74	113	105	69	178	138	45	68	31	12	61	37	32	31	19	34	44	77	50
	4%	5%	4%	4%	3%	4%	5%	4%	4%	5%	4%	3%	4%	4%	2%	5%	4%	4%	4%	4%	5%	4%	5%	5%
4	620	344	276	37	93	115	142	139	94	211	225	79	105	49	26	89	59	58	54	26	33	57	104	66
	6%	7%	5%	7%	6%	6%	7%	6%	5%	6%	6%	6%	6%	6%	5%	7%	6%	7%	7%	5%	5%	5%	6%	7%
5	1608	800	808	117	276	338	306	325	246	520	556	211	321	103	70	210	176	136	130	68	109	190	279	136
	16%	15%	16%	22%	19%	18%	15%	13%	13%	14%	16%	16%	18%	12%	14%	16%	18%	16%	16%	14%	15%	18%	17%	14%
6	1234	645	589	61	199	244	247	275	208	462	448	151	174	111	68	141	126	108	91	63	74	119	204	129
	12%	12%	12%	12%	14%	13%	12%	11%	11%	13%	13%	12%	10%	13%	14%	11%	13%	13%	11%	12%	10%	11%	12%	13%
7	1681	884	797	71	232	324	297	428	328	631	584	203	263	145	91	209	144	130	119	93	137	165	273	174
	16%	17%	16%	14%	16%	17%	14%	18%	18%	17%	17%	16%	14%	17%	18%	16%	15%	15%	15%	19%	19%	16%	16%	18%
8	1736	867	870	73	221	306	329	441	366	636	605	222	273	168	83	218	155	147	123	79	132	193	271	167
	17%	17%	17%	14%	15%	16%	16%	18%	20%	18%	17%	17%	15%	20%	17%	17%	16%	17%	15%	16%	18%	18%	16%	17%
9	850	382	469	36	103	138	173	218	183	296	295	123	136	80	52	104	83	76	69	36	60	78	144	68
	8%	7%	9%	7%	7%	7%	8%	9%	10%	8%	8%	10%	7%	9%	11%	8%	9%	9%	9%	7%	8%	7%	9%	7%
10 - very important indeed	1113	482	631	59	140	200	246	276	192	347	334	157	275	102	53	155	94	96	94	67	72	109	176	96
	11%	9%	13%	11%	10%	10%	12%	11%	10%	10%	10%	12%	15%	12%	11%	12%	10%	11%	12%	13%	10%	10%	10%	10%
Mean	6.30	6.13	6.48	6.15	6.16	6.21	6.21	6.42	6.50	6.27	6.29	6.46	6.28	6.54	6.57	6.28	6.17	6.31	6.18	6.39	6.33	6.33	6.25	6.21
Standard Error	0.03	0.04	0.04	0.11	0.07	0.06	0.06	0.05	0.06	0.04	0.04	0.07	0.07	0.09	0.11	0.07	0.08	0.09	0.09	0.12	0.09	0.08	0.06	0.08
Standard Deviation	2.56	2.56	2.54	2.52	2.51	2.53	2.66	2.55	2.49	2.51	2.49	2.54	2.77	2.51	2.41	2.61	2.58	2.56	2.67	2.61	2.52	2.47	2.55	2.55

General Public
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Table 178

Q38 How important is The views of the candidates on local issues directly affecting your area in deciding how to vote in general elections?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
0 - completely unimportant	439 4%	98 3%	68 3%	52 2%	87 3%	97 3%	35 2%	85 3%	98 3%	28 2%	86 3%	111 3%	21 2%	94 3%	77 3%	22 2%	251 5%	150 3%	3 4%
1	173 2%	52 2%	38 2%	40 2%	39 1%	58 2%	26 2%	40 2%	59 2%	22 2%	39 2%	59 2%	19 2%	45 2%	45 2%	21 2%	83 2%	81 2%	1 1%
2	355 3%	120 4%	88 4%	70 3%	98 4%	115 3%	50 3%	98 4%	120 4%	45 3%	103 4%	126 4%	35 3%	109 4%	88 4%	35 3%	149 3%	192 4%	5 6%
3	428 4%	124 4%	105 4%	101 5%	113 4%	144 4%	65 4%	106 4%	152 5%	54 4%	107 4%	159 4%	48 5%	132 5%	112 4%	45 4%	169 3%	233 5%	3 4%
4	620 6%	182 6%	155 6%	128 6%	142 5%	204 6%	97 6%	139 5%	192 6%	86 6%	131 5%	216 6%	68 7%	152 5%	148 6%	65 6%	296 6%	292 6%	6 7%
5	1608 16%	480 15%	338 14%	317 15%	397 15%	470 14%	218 14%	386 15%	452 13%	196 15%	377 15%	479 13%	138 14%	414 15%	330 13%	152 14%	797 16%	704 15%	10 12%
6	1234 12%	370 12%	292 12%	300 14%	299 11%	396 12%	225 15%	303 12%	411 12%	179 13%	276 11%	430 12%	132 13%	314 11%	286 11%	138 13%	538 11%	649 14%	10 12%
7	1681 16%	594 19%	388 16%	361 17%	472 18%	549 16%	276 18%	465 18%	554 16%	242 18%	441 18%	581 16%	190 19%	503 18%	399 16%	196 19%	809 16%	804 17%	12 15%
8	1736 17%	579 18%	416 17%	364 17%	491 19%	570 17%	288 19%	474 18%	596 18%	240 18%	461 19%	665 19%	170 17%	506 18%	453 18%	188 18%	831 17%	833 17%	8 10%
9	850 8%	289 9%	202 8%	172 8%	239 9%	304 9%	117 8%	238 9%	299 9%	110 8%	227 9%	307 9%	85 8%	257 9%	219 9%	79 7%	443 9%	370 8%	7 9%
10 - very important indeed	1113 11%	315 10%	320 13%	198 9%	248 9%	437 13%	152 10%	237 9%	442 13%	134 10%	233 9%	456 13%	102 10%	248 9%	339 14%	111 11%	600 12%	452 9%	15 18%
Mean	6.30	6.42	6.49	6.35	6.39	6.51	6.43	6.38	6.52	6.45	6.36	6.50	6.41	6.34	6.53	6.43	6.36	6.28	6.44
Standard Error	0.03	0.04	0.06	0.05	0.05	0.05	0.06	0.05	0.05	0.06	0.05	0.04	0.07	0.05	0.05	0.07	0.04	0.04	0.31
Standard Deviation	2.56	2.44	2.51	2.39	2.46	2.51	2.35	2.45	2.51	2.34	2.49	2.51	2.39	2.47	2.54	2.38	2.62	2.46	2.77

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 178

Q38 How important is The views of the candidates on local issues directly affecting your area in deciding how to vote in general elections?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
0 - completely unimportant	439 4%	1 1%	20 5%	82 6%	74 4%	36 5%	16 4%	3 3%	8 6%	37 4%	37 3%	30 3%	21 3%	3 2%	5 6%	36 5%	28 14%	60 5%	379 4%	59 4%	178 5%
1	173 2%	2 2%	7 2%	28 2%	21 1%	13 2%	10 2%	1 1%	1 1%	18 2%	17 1%	21 2%	10 2%	8 5%	1 1%	12 2%	5 2%	22 2%	151 2%	23 1%	70 2%
2	355 3%	2 2%	11 3%	23 2%	56 3%	19 3%	16 4%	5 4%	4 3%	53 5%	50 4%	52 5%	35 6%	2 1%	3 3%	14 2%	8 4%	31 3%	325 4%	59 4%	127 3%
3	428 4%	7 7%	16 4%	47 4%	77 4%	26 4%	16 4%	4 4%	4 3%	45 4%	44 4%	64 6%	32 5%	10 6%	1 1%	25 4%	11 6%	36 3%	392 4%	80 5%	169 4%
4	620 6%	4 4%	25 7%	78 6%	107 5%	49 7%	24 5%	7 6%	9 6%	62 6%	85 7%	65 6%	37 6%	11 6%	6 6%	35 5%	16 8%	85 7%	535 6%	115 7%	240 6%
5	1608 16%	25 25%	84 22%	242 19%	306 15%	90 14%	80 17%	17 15%	27 20%	134 13%	181 15%	144 14%	91 15%	26 16%	8 8%	96 14%	57 27%	205 18%	1403 15%	260 15%	633 16%
6	1234 12%	9 9%	53 14%	123 10%	231 11%	83 13%	45 10%	11 10%	20 15%	142 14%	168 14%	131 13%	97 16%	26 16%	14 15%	66 10%	15 7%	129 11%	1106 12%	255 15%	478 12%
7	1681 16%	11 12%	53 14%	212 17%	352 17%	85 13%	74 16%	20 18%	27 20%	183 18%	218 18%	179 17%	95 15%	35 21%	16 18%	104 15%	16 8%	187 16%	1494 16%	287 17%	628 16%
8	1736 17%	18 18%	57 15%	192 15%	389 19%	112 17%	83 18%	16 14%	12 9%	178 17%	200 17%	173 17%	100 16%	27 16%	23 24%	128 19%	28 14%	184 16%	1552 17%	255 15%	643 17%
9	850 8%	8 8%	16 4%	94 7%	221 11%	48 7%	43 9%	11 10%	10 7%	87 8%	98 8%	77 7%	49 8%	7 4%	9 10%	64 9%	9 4%	75 7%	775 9%	138 8%	293 8%
10 - very important indeed	1113 11%	12 12%	45 12%	154 12%	236 11%	95 14%	55 12%	17 15%	15 11%	97 9%	98 8%	93 9%	56 9%	13 8%	8 8%	108 16%	13 6%	132 12%	981 11%	144 9%	403 10%
Mean	6.30	6.47	6.03	6.18	6.59	6.32	6.43	6.57	6.12	6.26	6.26	6.16	6.14	6.11	6.53	6.60	5.03	6.21	6.32	6.21	6.22
Standard Error	0.03	0.24	0.13	0.08	0.05	0.11	0.12	0.24	0.22	0.08	0.07	0.08	0.10	0.18	0.26	0.10	0.20	0.08	0.03	0.06	0.04
Standard Deviation	2.56	2.36	2.57	2.69	2.46	2.72	2.55	2.52	2.54	2.52	2.40	2.50	2.51	2.32	2.51	2.68	2.89	2.60	2.55	2.43	2.57

General Public
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Table 178

Q38 How important is The views of the candidates on local issues directly affecting your area in deciding how to vote in general elections?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
0 - completely unimportant	439 4%	160 7%	28 4%	26 4%	22 3%	71 6%	29 3%	24 2%	20 2%	32 3%	26 3%	12 3%
1	173 2%	52 2%	14 2%	14 2%	10 2%	14 1%	15 2%	11 1%	9 1%	21 2%	14 2%	6 2%
2	355 3%	82 4%	29 5%	21 3%	27 4%	33 3%	28 3%	32 3%	45 4%	34 3%	23 3%	12 3%
3	428 4%	109 5%	28 4%	23 4%	22 4%	45 4%	34 4%	39 4%	50 4%	50 4%	29 3%	12 3%
4	620 6%	133 6%	45 7%	41 6%	51 8%	61 6%	66 7%	61 6%	70 6%	64 5%	29 3%	31 8%
5	1608 16%	324 15%	94 15%	113 18%	100 16%	206 19%	180 20%	150 15%	174 16%	140 12%	128 15%	38 10%
6	1234 12%	229 11%	90 14%	84 13%	88 14%	131 12%	125 14%	154 15%	137 12%	134 11%	61 7%	50 13%
7	1681 16%	278 13%	91 14%	97 15%	99 16%	173 16%	159 17%	203 20%	214 19%	227 19%	140 16%	60 16%
8	1736 17%	305 14%	116 18%	106 17%	108 17%	174 16%	145 16%	176 17%	206 18%	239 20%	161 19%	67 18%
9	850 8%	167 8%	37 6%	57 9%	46 7%	73 7%	62 7%	89 9%	102 9%	126 11%	93 11%	38 10%
10 - very important indeed	1113 11%	344 16%	57 9%	54 9%	56 9%	109 10%	64 7%	80 8%	91 8%	107 9%	149 17%	54 14%
Mean	6.30	6.14	6.07	6.19	6.19	6.08	6.12	6.42	6.44	6.56	6.88	6.62
Standard Error	0.03	0.06	0.10	0.10	0.10	0.08	0.08	0.07	0.07	0.07	0.09	0.13
Standard Deviation	2.56	2.93	2.57	2.51	2.46	2.63	2.34	2.26	2.27	2.39	2.54	2.53

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 179

Q38 How important is Your feelings about the party leaders nationally in deciding how to vote in general elections?

Base : All respondents

	Total	Gender		Age					SEG				Region											
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
0 - completely unimportant	481 5%	230 4%	251 5%	37 7%	97 7%	112 6%	109 5%	81 3%	45 2%	109 3%	173 5%	65 5%	134 7%	48 6%	20 4%	69 5%	54 6%	43 5%	31 4%	30 6%	26 4%	41 4%	76 5%	43 4%
1	172 2%	82 2%	90 2%	12 2%	23 2%	37 2%	42 2%	37 2%	22 1%	50 1%	52 1%	30 2%	41 2%	25 3%	8 2%	21 2%	19 2%	22 3%	12 1%	10 2%	7 1%	14 1%	19 1%	15 2%
2	235 2%	135 3%	100 2%	16 3%	28 2%	39 2%	58 3%	58 2%	36 2%	67 2%	86 2%	35 3%	47 3%	23 3%	7 1%	29 2%	28 3%	18 2%	19 2%	11 2%	16 2%	18 2%	44 3%	23 2%
3	272 3%	133 3%	140 3%	11 2%	44 3%	60 3%	65 3%	64 3%	29 2%	75 2%	100 3%	47 4%	50 3%	20 2%	13 3%	38 3%	26 3%	24 3%	22 3%	18 3%	15 2%	31 3%	42 2%	25 3%
4	403 4%	183 4%	220 4%	22 4%	67 5%	84 4%	86 4%	88 4%	57 3%	121 3%	132 4%	62 5%	88 5%	34 4%	23 5%	52 4%	40 4%	34 4%	38 5%	22 4%	19 3%	31 3%	73 4%	38 4%
5	1281 13%	605 12%	676 13%	110 21%	193 13%	300 16%	268 13%	241 10%	168 9%	368 10%	425 12%	188 14%	300 16%	104 12%	71 14%	179 14%	114 12%	107 12%	95 12%	66 13%	101 14%	142 14%	190 11%	112 11%
6	1098 11%	591 11%	507 10%	61 12%	145 10%	236 12%	230 11%	239 10%	186 10%	408 11%	371 11%	148 11%	171 9%	89 10%	56 11%	145 11%	111 11%	95 11%	80 10%	53 11%	83 11%	111 11%	175 10%	100 10%
7	1794 18%	961 18%	833 17%	64 12%	265 18%	328 17%	340 16%	458 19%	339 18%	687 19%	656 19%	201 16%	250 14%	159 19%	85 17%	220 17%	182 19%	136 16%	148 18%	78 16%	129 18%	194 19%	291 17%	171 18%
8	2062 20%	1084 21%	978 19%	85 16%	282 19%	326 17%	384 19%	545 22%	441 24%	809 22%	716 21%	225 17%	311 17%	177 21%	88 18%	244 19%	185 19%	177 20%	161 20%	101 20%	151 21%	206 20%	358 21%	214 22%
9	1213 12%	626 12%	587 12%	47 9%	139 10%	196 10%	242 12%	320 13%	270 15%	504 14%	379 11%	157 12%	173 10%	99 11%	57 12%	136 10%	118 12%	96 11%	102 13%	47 9%	97 13%	125 12%	217 13%	121 12%
10 - very important indeed	1227 12%	573 11%	654 13%	55 11%	162 11%	209 11%	243 12%	301 12%	257 14%	432 12%	401 11%	138 11%	256 14%	84 10%	64 13%	178 14%	96 10%	115 13%	99 12%	66 13%	78 11%	130 12%	202 12%	115 12%
Mean	6.67	6.69	6.65	6.11	6.43	6.38	6.52	6.91	7.17	6.97	6.63	6.42	6.32	6.48	6.69	6.61	6.50	6.63	6.76	6.50	6.82	6.78	6.76	6.76
Standard Error	0.03	0.03	0.04	0.12	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.07	0.07	0.09	0.11	0.07	0.08	0.09	0.09	0.12	0.09	0.08	0.06	0.08
Standard Deviation	2.55	2.50	2.60	2.74	2.68	2.62	2.65	2.42	2.27	2.33	2.55	2.63	2.84	2.65	2.50	2.62	2.62	2.64	2.49	2.70	2.37	2.45	2.52	2.51

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 179

Q38 How important is Your feelings about the party leaders nationally in deciding how to vote in general elections?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
0 - completely unimportant	481 5%	79	73	65	60	110	46	56	98	37	59	111	23	63	73	28	321	124	3
1	172 2%	26	41	32	30	50	26	22	60	24	24	65	16	27	55	16	105	59	1
2	235 2%	48	55	58	37	72	46	37	73	38	43	75	27	43	64	30	131	95	1
3	272 3%	61	70	51	52	87	45	55	93	31	66	86	26	67	61	23	157	99	2
4	403 4%	96	87	86	72	129	68	77	129	54	73	138	42	77	93	48	224	155	2
5	1281 13%	296	288	257	246	399	178	235	386	161	239	404	135	261	293	134	702	487	12
6	1098 11%	343	256	248	288	342	186	275	345	170	257	373	138	295	251	141	528	521	8
7	1794 18%	559	422	437	479	591	314	464	612	263	432	657	197	487	449	197	780	945	11
8	2062 20%	776	486	452	637	684	343	618	679	310	597	749	217	676	500	219	865	1108	13
9	1213 12%	504	274	236	391	407	161	398	428	139	369	457	103	434	311	112	533	631	11
10 - very important indeed	1227 12%	414	360	180	334	474	135	335	470	107	324	474	83	343	344	104	621	538	16
Mean	6.67	7.19	6.88	6.67	7.17	6.89	6.63	7.20	6.90	6.65	7.13	6.89	6.64	7.16	6.85	6.68	6.40	6.99	7.10
Standard Error	0.03	0.04	0.06	0.05	0.04	0.04	0.06	0.04	0.04	0.06	0.04	0.04	0.07	0.04	0.05	0.07	0.04	0.03	0.28
Standard Deviation	2.55	2.22	2.46	2.33	2.21	2.45	2.35	2.19	2.43	2.31	2.26	2.42	2.25	2.22	2.47	2.32	2.75	2.27	2.51

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 179

Q38 How important is Your feelings about the party leaders nationally in deciding how to vote in general elections?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
0 - completely unimportant	481 5%	1	22	108	76	34	17	5	13	37	39	33	26	1	4	40	25	64	418	64	194
1	172 2%	1	10	22	25	15	8	2	2	15	11	16	11	1	4	22	7	23	149	23	67
2	235 2%	1	11	35	33	20	10	3	3	20	22	27	18	7	2	16	8	22	213	41	98
3	272 3%	2	10	42	55	20	12	1	7	30	26	17	16	4	5	23	4	30	243	52	103
4	403 4%	5	18	65	63	30	23	6	9	23	52	29	25	6	4	30	14	62	341	80	153
5	1281 13%	13	60	219	231	82	64	19	30	101	118	115	46	14	11	111	48	168	1113	192	510
6	1098 11%	9	55	132	232	56	48	12	14	105	131	117	72	24	14	68	12	132	967	216	413
7	1794 18%	21	66	170	343	110	86	21	16	218	239	192	132	35	14	113	18	184	1610	323	706
8	2062 20%	17	60	211	442	126	84	18	19	245	282	220	136	38	17	113	33	202	1860	339	761
9	1213 12%	10	28	124	322	57	50	11	3	119	157	144	74	14	9	74	17	129	1084	180	420
10 - very important indeed	1227 12%	20	48	146	246	107	61	14	20	123	123	119	68	21	8	79	23	131	1096	165	439
Mean	6.67	7.23	6.29	6.13	6.94	6.60	6.69	6.53	5.80	6.91	6.91	6.91	6.77	6.98	6.24	6.32	5.63	6.46	6.70	6.62	6.58
Standard Error	0.03	0.22	0.14	0.08	0.05	0.11	0.12	0.24	0.25	0.07	0.07	0.08	0.10	0.16	0.28	0.10	0.22	0.08	0.03	0.06	0.04
Standard Deviation	2.55	2.19	2.66	2.85	2.41	2.74	2.49	2.53	2.90	2.38	2.30	2.38	2.48	2.12	2.66	2.73	3.09	2.63	2.54	2.42	2.57

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 179

Q38 How important is Your feelings about the party leaders nationally in deciding how to vote in general elections?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
0 - completely unimportant	481 5%	194 9%	43 7%	31 5%	24 4%	73 7%	26 3%	17 2%	28 3%	23 2%	20 2%	17 5%
1	172 2%	55 3%	21 3%	15 2%	13 2%	23 2%	14 2%	9 1%	8 1%	7 1%	7 1%	8 2%
2	235 2%	63 3%	16 3%	17 3%	21 3%	26 2%	27 3%	15 1%	19 2%	18 1%	14 2%	6 2%
3	272 3%	66 3%	23 4%	24 4%	17 3%	39 4%	21 2%	30 3%	15 1%	23 2%	14 2%	11 3%
4	403 4%	94 4%	27 4%	26 4%	32 5%	65 6%	57 6%	34 3%	31 3%	19 2%	18 2%	21 6%
5	1281 13%	264 12%	74 12%	101 16%	95 15%	191 17%	153 17%	120 12%	120 11%	96 8%	67 8%	39 10%
6	1098 11%	178 8%	72 11%	78 12%	74 12%	135 12%	125 14%	161 16%	134 12%	96 8%	45 5%	49 13%
7	1794 18%	298 14%	134 21%	110 17%	119 19%	165 15%	198 22%	237 23%	232 21%	205 17%	95 11%	74 19%
8	2062 20%	357 16%	96 15%	112 18%	136 22%	194 18%	146 16%	204 20%	279 25%	344 29%	193 23%	60 16%
9	1213 12%	213 10%	62 10%	67 10%	53 8%	91 8%	82 9%	122 12%	166 15%	194 17%	165 19%	48 13%
10 - very important indeed	1227 12%	402 18%	61 10%	55 9%	44 7%	88 8%	59 7%	69 7%	86 8%	148 13%	215 25%	48 13%
Mean	6.67	6.42	6.20	6.31	6.36	6.07	6.34	6.79	7.01	7.38	7.74	6.66
Standard Error	0.03	0.07	0.11	0.10	0.10	0.08	0.07	0.06	0.06	0.06	0.08	0.13
Standard Deviation	2.55	3.05	2.75	2.56	2.42	2.64	2.27	2.04	2.11	2.09	2.32	2.55

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 180

Q38 How important is Your view on which party you hope will win nationally and form a government in deciding how to vote in general elections?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
0 - completely unimportant	458	226	232	26	89	108	105	83	48	131	161	52	114	49	20	61	45	33	35	25	23	38	77	53
	4%	4%	5%	5%	6%	6%	5%	3%	3%	4%	5%	4%	6%	6%	4%	5%	5%	4%	4%	5%	3%	4%	5%	5%
1	134	75	60	5	16	31	22	44	17	48	40	17	29	15	7	15	16	13	12	6	6	9	23	13
	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
2	209	126	83	10	17	50	56	48	27	70	75	35	29	23	7	24	19	21	18	10	21	19	33	13
	2%	2%	2%	2%	1%	3%	3%	2%	1%	2%	2%	3%	2%	3%	1%	2%	2%	2%	2%	2%	3%	2%	2%	1%
3	231	112	119	14	37	64	37	51	29	75	85	20	51	16	10	23	34	20	19	14	13	21	41	21
	2%	2%	2%	3%	3%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	4%	2%	2%	3%	2%	2%	2%	2%
4	382	175	208	22	66	93	84	81	36	102	132	75	74	36	17	46	34	31	38	18	25	44	53	38
	4%	3%	4%	4%	5%	5%	4%	3%	2%	3%	4%	6%	4%	4%	3%	4%	3%	4%	5%	4%	3%	4%	3%	4%
5	1103	494	608	98	227	254	216	193	114	302	381	161	258	91	54	132	112	101	88	53	76	136	171	88
	11%	9%	12%	19%	16%	13%	10%	8%	6%	8%	11%	12%	14%	11%	11%	10%	12%	12%	11%	11%	11%	13%	10%	9%
6	816	413	404	58	140	175	171	167	106	276	286	104	150	75	43	108	89	67	60	39	51	80	129	75
	8%	8%	8%	11%	10%	9%	8%	7%	6%	8%	8%	8%	8%	9%	9%	8%	9%	8%	7%	8%	7%	8%	8%	8%
7	1338	693	645	75	211	264	272	284	232	463	474	172	228	122	64	172	120	107	94	73	104	157	206	119
	13%	13%	13%	14%	15%	14%	13%	12%	13%	13%	14%	13%	13%	14%	13%	13%	12%	12%	12%	15%	14%	15%	12%	12%
8	1926	1000	927	80	271	323	378	483	391	743	683	226	274	164	93	256	178	163	159	86	145	170	338	173
	19%	19%	18%	15%	19%	17%	18%	20%	21%	20%	20%	17%	15%	19%	19%	20%	18%	19%	20%	17%	20%	16%	20%	18%
9	1453	774	679	50	137	235	293	401	338	565	500	192	198	108	76	182	117	131	119	71	94	141	255	159
	14%	15%	13%	10%	9%	12%	14%	17%	18%	16%	14%	15%	11%	13%	15%	14%	12%	15%	15%	14%	13%	14%	15%	16%
10 - very important indeed	2186	1117	1069	84	233	330	433	596	511	855	674	240	416	160	102	291	208	179	165	105	163	228	360	226
	21%	21%	21%	16%	16%	17%	21%	25%	28%	24%	19%	19%	23%	19%	21%	22%	21%	21%	20%	21%	23%	22%	21%	23%
Mean	7.12	7.17	7.07	6.60	6.65	6.68	7.06	7.41	7.80	7.38	7.05	6.96	6.84	6.85	7.20	7.19	6.98	7.12	7.08	7.05	7.26	7.15	7.17	7.22
Standard Error	0.03	0.04	0.04	0.11	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.07	0.07	0.09	0.12	0.07	0.09	0.09	0.09	0.12	0.09	0.08	0.06	0.09
Standard Deviation	2.65	2.65	2.65	2.60	2.68	2.77	2.71	2.60	2.34	2.55	2.64	2.63	2.85	2.77	2.56	2.63	2.72	2.63	2.67	2.70	2.53	2.55	2.66	2.73

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 180

Q38 How important is Your view on which party you hope will win nationally and form a government in deciding how to vote in general elections?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
0 - completely unimportant	458 4%	62 2%	76 3%	72 3%	53 2%	104 3%	47 3%	52 2%	104 3%	44 3%	52 2%	106 3%	35 3%	53 2%	82 3%	33 3%	263 5%	150 3%	2 2%
1	134 1%	33 1%	19 1%	33 2%	27 1%	30 1%	25 2%	24 1%	36 1%	22 2%	22 1%	46 1%	14 1%	29 1%	34 1%	13 1%	61 1%	67 1%	- -
2	209 2%	45 1%	41 2%	44 2%	37 1%	63 2%	41 3%	36 1%	66 2%	42 3%	42 2%	69 2%	29 3%	45 2%	46 2%	32 3%	94 2%	109 2%	1 1%
3	231 2%	44 1%	47 2%	50 2%	35 1%	64 2%	42 3%	28 1%	64 2%	38 3%	33 1%	60 2%	34 3%	45 2%	39 2%	38 4%	116 2%	99 2%	3 4%
4	382 4%	73 2%	76 3%	85 4%	65 2%	117 3%	65 4%	67 3%	116 3%	55 4%	60 2%	128 4%	46 5%	72 3%	78 3%	47 5%	203 4%	155 3%	4 5%
5	1103 11%	245 8%	243 10%	233 11%	190 7%	329 10%	160 10%	176 7%	313 9%	136 10%	174 7%	315 9%	113 11%	193 7%	213 9%	104 10%	620 12%	401 8%	10 12%
6	816 8%	213 7%	161 7%	203 10%	171 7%	236 7%	135 9%	165 6%	232 7%	121 9%	172 7%	247 7%	95 9%	184 7%	160 6%	88 8%	434 9%	343 7%	6 8%
7	1338 13%	409 13%	281 12%	323 15%	338 13%	425 13%	241 16%	315 12%	425 13%	220 17%	307 12%	439 12%	158 16%	349 13%	291 12%	158 15%	660 13%	623 13%	6 8%
8	1926 19%	696 22%	448 19%	430 20%	571 22%	640 19%	322 21%	568 22%	640 19%	273 20%	537 22%	688 19%	200 20%	594 21%	463 19%	211 20%	848 17%	1005 21%	14 18%
9	1453 14%	570 18%	378 16%	283 13%	450 17%	523 16%	213 14%	449 17%	552 16%	164 12%	437 18%	607 17%	121 12%	498 18%	416 17%	137 13%	644 13%	751 16%	11 13%
10 - very important indeed	2186 21%	812 25%	642 27%	346 16%	689 26%	814 24%	258 17%	691 27%	829 25%	219 16%	648 26%	885 25%	164 16%	712 26%	674 27%	191 18%	1023 21%	1058 22%	23 28%
Mean	7.12	7.72	7.50	6.99	7.74	7.42	7.01	7.79	7.44	6.92	7.73	7.47	6.87	7.72	7.53	7.00	6.96	7.35	7.43
Standard Error	0.03	0.04	0.06	0.05	0.04	0.05	0.06	0.04	0.05	0.07	0.05	0.04	0.08	0.04	0.05	0.08	0.04	0.04	0.28
Standard Deviation	2.65	2.27	2.50	2.51	2.29	2.50	2.51	2.27	2.51	2.55	2.30	2.50	2.56	2.30	2.55	2.56	2.72	2.52	2.50

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 180

Q38 How important is Your view on which party you hope will win nationally and form a government in deciding how to vote in general elections?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
0 - completely unimportant	458 4%	5	29	90	62	29	15	5	7	37	37	39	24	10	4	39	27	54	404	71	188
1	134 1%	2	5	17	17	9	8	1	4	11	18	13	8	4	2	14	2	13	121	23	40
2	209 2%	1	9	25	26	13	7	2	4	21	24	29	14	5	5	16	9	26	183	41	84
3	231 2%	2	8	35	34	12	12	2	9	21	24	17	21	7	1	19	6	28	203	46	88
4	382 4%	9	14	57	72	28	15	7	9	31	42	19	17	7	6	33	16	51	331	71	158
5	1103 11%	10	70	205	212	69	48	14	23	66	123	78	39	11	7	84	43	171	932	183	459
6	816 8%	8	43	119	179	47	33	10	14	63	87	78	47	8	13	51	16	90	726	157	328
7	1338 13%	13	54	154	262	91	77	13	18	140	155	127	76	30	12	101	15	152	1185	238	538
8	1926 19%	16	60	208	433	105	86	21	15	208	278	164	135	40	11	118	28	206	1721	319	727
9	1453 14%	7	30	161	329	93	61	14	10	162	174	191	97	13	12	83	15	144	1309	219	532
10 - very important indeed	2186 21%	26	67	202	442	159	99	22	23	276	236	276	144	32	21	130	31	210	1976	307	721
Mean	7.12	6.94	6.45	6.56	7.39	7.19	7.21	6.98	6.18	7.54	7.24	7.50	7.34	6.82	6.85	6.77	5.71	6.86	7.15	6.95	6.98
Standard Error	0.03	0.28	0.14	0.08	0.05	0.11	0.12	0.25	0.25	0.08	0.07	0.08	0.10	0.22	0.30	0.11	0.22	0.08	0.03	0.06	0.04
Standard Deviation	2.65	2.81	2.81	2.82	2.40	2.69	2.53	2.63	2.85	2.54	2.49	2.62	2.62	2.83	2.83	2.80	3.16	2.66	2.65	2.63	2.65

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 180

Q38 How important is Your view on which party you hope will win nationally and form a government in deciding how to vote in general elections?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
0 - completely unimportant	458 4%	185 8%	30 5%	34 5%	25 4%	66 6%	32 4%	15 1%	26 2%	29 2%	17 2%	12 3%
1	134 1%	37 2%	12 2%	15 2%	12 2%	13 1%	6 1%	13 1%	8 1%	10 1%	9 1%	5 1%
2	209 2%	53 2%	17 3%	14 2%	15 2%	27 3%	19 2%	21 2%	19 2%	12 1%	14 2%	6 2%
3	231 2%	43 2%	25 4%	17 3%	25 4%	35 3%	25 3%	27 3%	14 1%	15 1%	6 1%	10 3%
4	382 4%	80 4%	24 4%	27 4%	29 5%	48 4%	60 7%	43 4%	29 3%	28 2%	15 2%	16 4%
5	1103 11%	222 10%	69 11%	75 12%	73 12%	175 16%	154 17%	117 11%	92 8%	74 6%	52 6%	43 11%
6	816 8%	134 6%	64 10%	60 9%	69 11%	109 10%	91 10%	112 11%	86 8%	65 6%	26 3%	40 11%
7	1338 13%	217 10%	95 15%	90 14%	86 14%	157 14%	139 15%	176 17%	161 14%	152 13%	65 8%	56 15%
8	1926 19%	262 12%	104 17%	121 19%	128 20%	198 18%	181 20%	223 22%	275 25%	290 25%	144 17%	72 19%
9	1453 14%	299 14%	75 12%	86 14%	81 13%	110 10%	99 11%	131 13%	184 16%	226 19%	163 19%	51 13%
10 - very important indeed	2186 21%	652 30%	115 18%	97 15%	87 14%	153 14%	103 11%	140 14%	224 20%	274 23%	342 40%	71 19%
Mean	7.12	7.02	6.77	6.73	6.73	6.50	6.63	7.04	7.52	7.76	8.23	7.09
Standard Error	0.03	0.07	0.11	0.11	0.10	0.08	0.08	0.07	0.07	0.06	0.08	0.12
Standard Deviation	2.65	3.14	2.73	2.73	2.59	2.70	2.41	2.24	2.25	2.24	2.31	2.46

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 181

Q38 How important is How active each candidate has been locally in deciding how to vote in general elections?

Base : All respondents

	Total	Gender		Age					SEG				Region											
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
0 - completely unimportant	622	328	294	28	119	134	144	121	76	183	210	79	150	49	23	90	69	53	49	25	33	48	108	74
	6%	6%	6%	5%	8%	7%	7%	5%	4%	5%	6%	6%	8%	6%	5%	7%	7%	6%	6%	5%	5%	5%	6%	8%
1	311	175	136	14	46	77	64	66	44	124	96	34	58	16	10	45	23	29	29	13	14	40	58	35
	3%	3%	3%	3%	3%	4%	3%	3%	2%	3%	3%	3%	3%	2%	2%	3%	2%	3%	4%	3%	2%	4%	3%	4%
2	509	314	195	26	72	100	111	128	71	209	182	57	61	41	24	62	57	38	43	26	44	44	90	41
	5%	6%	4%	5%	5%	5%	5%	5%	4%	6%	5%	4%	3%	5%	5%	5%	6%	4%	5%	5%	6%	4%	5%	4%
3	536	296	240	31	73	117	124	103	87	202	185	66	83	36	30	70	59	37	37	27	47	53	97	43
	5%	6%	5%	6%	5%	6%	6%	4%	5%	6%	5%	5%	5%	4%	6%	5%	6%	4%	5%	5%	6%	5%	6%	4%
4	731	374	357	39	114	170	148	151	109	265	259	89	119	63	25	105	86	58	53	39	40	66	136	60
	7%	7%	7%	7%	8%	9%	7%	6%	6%	7%	7%	7%	7%	7%	5%	8%	9%	7%	7%	8%	6%	6%	8%	6%
5	1792	910	883	122	309	378	355	382	245	595	603	255	339	145	85	245	192	151	146	73	111	193	280	173
	18%	17%	18%	24%	21%	20%	17%	16%	13%	16%	17%	20%	19%	17%	17%	19%	20%	17%	18%	14%	15%	18%	17%	18%
6	1274	643	630	80	194	219	240	329	211	472	494	144	164	103	66	144	105	106	101	60	114	128	211	135
	12%	12%	13%	15%	13%	11%	12%	14%	11%	13%	14%	11%	9%	12%	13%	11%	11%	12%	13%	12%	16%	12%	13%	14%
7	1507	749	758	72	205	279	283	372	297	539	504	203	261	118	68	178	145	139	111	85	102	158	257	147
	15%	14%	15%	14%	14%	14%	14%	15%	16%	15%	14%	16%	14%	14%	14%	14%	15%	16%	14%	17%	14%	15%	15%	15%
8	1418	690	728	46	153	237	275	356	352	533	486	160	238	138	79	177	126	107	118	70	107	162	204	130
	14%	13%	14%	9%	11%	12%	13%	15%	19%	15%	14%	12%	13%	16%	16%	14%	13%	12%	15%	14%	15%	16%	12%	13%
9	717	344	373	27	73	97	128	210	182	249	228	95	145	77	32	78	47	77	54	34	50	74	127	67
	7%	7%	7%	5%	5%	5%	6%	9%	10%	7%	7%	7%	8%	9%	6%	6%	5%	9%	7%	7%	7%	7%	8%	7%
10 - very important indeed	821	379	441	35	86	118	195	212	175	260	243	115	203	75	49	116	62	72	65	51	61	78	119	72
	8%	7%	9%	7%	6%	6%	9%	9%	9%	7%	7%	9%	11%	9%	10%	9%	6%	8%	8%	10%	8%	7%	7%	7%
Mean	5.76	5.62	5.91	5.52	5.37	5.41	5.68	6.00	6.30	5.76	5.71	5.82	5.85	6.01	6.02	5.66	5.47	5.86	5.74	5.95	5.91	5.88	5.64	5.69
Standard Error	0.03	0.04	0.04	0.11	0.07	0.06	0.06	0.05	0.06	0.04	0.04	0.07	0.07	0.09	0.12	0.08	0.09	0.09	0.10	0.12	0.10	0.08	0.06	0.09
Standard Deviation	2.69	2.71	2.66	2.51	2.67	2.67	2.79	2.65	2.59	2.64	2.64	2.68	2.88	2.67	2.63	2.76	2.66	2.71	2.71	2.68	2.61	2.60	2.71	2.74

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 181

Q38 How important is How active each candidate has been locally in deciding how to vote in general elections?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
0 - completely unimportant	622 6%	140 4%	114 5%	101 5%	120 5%	158 5%	55 4%	118 5%	157 5%	55 4%	121 5%	171 5%	31 3%	125 5%	122 5%	34 3%	341 7%	232 5%	2 2%
1	311 3%	101 3%	73 3%	49 2%	71 3%	99 3%	44 3%	79 3%	101 3%	39 3%	76 3%	113 3%	28 3%	91 3%	71 3%	26 3%	147 3%	151 3%	3 4%
2	509 5%	157 5%	106 4%	116 5%	134 5%	151 5%	78 5%	121 5%	158 5%	62 5%	112 4%	172 5%	44 4%	128 5%	116 5%	54 5%	223 4%	261 5%	5 6%
3	536 5%	180 6%	114 5%	117 6%	146 6%	168 5%	80 5%	139 5%	177 5%	65 5%	135 5%	178 5%	60 6%	151 5%	121 5%	55 5%	235 5%	285 6%	2 2%
4	731 7%	224 7%	160 7%	144 7%	184 7%	222 7%	89 6%	188 7%	221 7%	73 5%	168 7%	244 7%	65 6%	200 7%	159 6%	57 5%	345 7%	347 7%	6 8%
5	1792 18%	549 17%	398 17%	339 16%	438 17%	553 17%	247 16%	425 17%	537 16%	216 16%	411 17%	555 15%	174 17%	452 16%	397 16%	169 16%	937 19%	742 16%	14 17%
6	1274 12%	430 13%	290 12%	266 13%	371 14%	389 12%	183 12%	359 14%	392 12%	161 12%	352 14%	424 12%	112 11%	375 14%	283 11%	118 11%	545 11%	668 14%	13 17%
7	1507 15%	482 15%	370 15%	343 16%	400 15%	530 16%	255 16%	385 15%	535 16%	223 17%	371 15%	556 15%	169 17%	406 15%	394 16%	183 17%	735 15%	723 15%	8 11%
8	1418 14%	447 14%	373 15%	335 16%	376 14%	515 15%	257 17%	366 14%	534 16%	213 16%	369 15%	561 16%	158 16%	421 15%	379 15%	169 16%	665 13%	686 14%	8 10%
9	717 7%	246 8%	177 7%	146 7%	193 7%	243 7%	135 9%	204 8%	248 7%	116 9%	191 8%	271 8%	84 8%	223 8%	191 8%	94 9%	345 7%	337 7%	7 9%
10 - very important indeed	821 8%	245 8%	237 10%	149 7%	194 7%	316 9%	125 8%	188 7%	317 9%	114 9%	177 7%	345 10%	84 8%	201 7%	264 11%	92 9%	448 9%	328 7%	11 14%
Mean	5.76	5.87	6.02	5.88	5.87	6.00	6.10	5.87	6.01	6.09	5.87	6.00	6.08	5.89	6.06	6.16	5.78	5.78	6.18
Standard Error	0.03	0.04	0.06	0.05	0.05	0.05	0.06	0.05	0.05	0.07	0.05	0.05	0.08	0.05	0.06	0.08	0.04	0.04	0.30
Standard Deviation	2.69	2.59	2.65	2.58	2.57	2.64	2.56	2.59	2.65	2.59	2.59	2.67	2.52	2.60	2.68	2.54	2.74	2.61	2.67

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 181

Q38 How important is How active each candidate has been locally in deciding how to vote in general elections?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
0 - completely unimportant	622 6%	3 3%	37 10%	107 8%	106 5%	48 7%	24 5%	3 3%	12 9%	53 5%	54 4%	51 5%	33 5%	9 5%	4 4%	48 7%	31 15%	79 7%	543 6%	89 5%	262 7%
1	311 3%	2 2%	13 3%	37 3%	49 2%	23 4%	18 4%	2 2%	3 2%	39 4%	48 4%	34 3%	9 1%	7 4%	2 2%	21 3%	5 2%	18 2%	293 3%	58 3%	133 3%
2	509 5%	8 8%	14 4%	44 3%	87 4%	30 5%	18 4%	5 5%	4 3%	72 7%	62 5%	62 6%	44 7%	11 6%	5 5%	32 5%	12 6%	52 5%	457 5%	102 6%	205 5%
3	536 5%	7 7%	19 5%	63 5%	79 4%	42 6%	20 4%	3 3%	8 6%	54 5%	82 7%	63 6%	38 6%	10 6%	2 2%	34 5%	12 6%	54 5%	481 5%	112 7%	202 5%
4	731 7%	11 11%	41 11%	86 7%	138 7%	45 7%	39 8%	10 9%	12 9%	73 7%	90 8%	60 6%	45 7%	14 8%	2 2%	47 7%	18 9%	93 8%	639 7%	146 9%	283 7%
5	1792 18%	20 20%	86 22%	277 22%	353 17%	108 16%	73 16%	23 20%	30 22%	159 15%	209 17%	152 15%	93 15%	22 13%	15 17%	116 17%	55 27%	226 20%	1566 17%	282 17%	717 19%
6	1274 12%	12 12%	45 12%	141 11%	273 13%	61 9%	55 12%	8 8%	18 14%	121 12%	155 13%	152 15%	82 13%	29 18%	16 17%	83 12%	21 10%	132 12%	1141 13%	232 14%	473 12%
7	1507 15%	9 9%	51 13%	177 14%	317 15%	85 13%	62 13%	16 14%	18 13%	170 16%	173 14%	168 16%	93 15%	26 16%	15 16%	109 16%	18 9%	165 14%	1343 15%	258 15%	584 15%
8	1418 14%	15 15%	35 9%	157 12%	288 14%	91 14%	71 15%	20 17%	12 9%	155 15%	178 15%	142 14%	109 17%	17 10%	21 23%	88 13%	19 9%	146 13%	1272 14%	208 12%	501 13%
9	717 7%	3 3%	20 5%	78 6%	191 9%	52 8%	42 9%	10 9%	5 4%	66 6%	74 6%	68 7%	36 6%	6 4%	5 5%	54 8%	6 3%	84 7%	633 7%	93 6%	232 6%
10 - very important indeed	821 8%	11 11%	25 7%	107 8%	186 9%	71 11%	40 9%	12 11%	13 10%	74 7%	72 6%	80 8%	41 7%	14 8%	7 7%	57 8%	10 5%	97 8%	724 8%	96 6%	271 7%
Mean	5.76	5.74	5.26	5.62	6.06	5.78	5.94	6.29	5.51	5.71	5.66	5.80	5.79	5.54	6.22	5.78	4.68	5.78	5.76	5.52	5.59
Standard Error	0.03	0.26	0.14	0.08	0.06	0.12	0.13	0.24	0.24	0.08	0.07	0.08	0.10	0.21	0.26	0.11	0.19	0.08	0.03	0.06	0.04
Standard Deviation	2.69	2.60	2.73	2.76	2.62	2.89	2.71	2.51	2.72	2.69	2.58	2.64	2.61	2.67	2.44	2.74	2.79	2.68	2.69	2.59	2.70

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 181

Q38 How important is How active each candidate has been locally in deciding how to vote in general elections?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
0 - completely unimportant	622 6%	223 10%	40 6%	37 6%	30 5%	77 7%	49 5%	29 3%	46 4%	51 4%	40 5%	17 5%
1	311 3%	69 3%	25 4%	29 5%	17 3%	29 3%	29 3%	32 3%	29 3%	35 3%	18 2%	10 3%
2	509 5%	109 5%	39 6%	40 6%	37 6%	42 4%	44 5%	46 4%	55 5%	59 5%	37 4%	13 4%
3	536 5%	105 5%	39 6%	41 6%	36 6%	55 5%	42 5%	60 6%	74 7%	49 4%	35 4%	17 5%
4	731 7%	142 6%	51 8%	42 7%	54 9%	90 8%	77 8%	84 8%	80 7%	76 6%	35 4%	27 7%
5	1792 18%	353 16%	102 16%	110 17%	130 21%	201 18%	201 22%	181 18%	201 18%	176 15%	138 16%	65 17%
6	1274 12%	221 10%	70 11%	76 12%	62 10%	144 13%	125 14%	161 16%	172 15%	159 14%	84 10%	41 11%
7	1507 15%	275 13%	102 16%	80 13%	110 17%	156 14%	140 15%	153 15%	171 15%	208 18%	114 13%	58 15%
8	1418 14%	289 13%	73 12%	96 15%	82 13%	146 13%	98 11%	148 14%	158 14%	201 17%	126 15%	52 14%
9	717 7%	137 6%	42 7%	50 8%	32 5%	73 7%	57 6%	71 7%	72 6%	79 7%	105 12%	34 9%
10 - very important indeed	821 8%	262 12%	46 7%	34 5%	39 6%	78 7%	45 5%	55 5%	60 5%	80 7%	121 14%	46 12%
Mean	5.76	5.65	5.55	5.55	5.63	5.69	5.55	5.83	5.75	5.98	6.44	6.19
Standard Error	0.03	0.07	0.11	0.11	0.10	0.08	0.08	0.07	0.07	0.07	0.09	0.13
Standard Deviation	2.69	3.02	2.74	2.71	2.53	2.67	2.50	2.40	2.47	2.54	2.74	2.66

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 182

Q38 How important is Which candidates have a realistic chance of winning locally in deciding how to vote in general elections?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
0 - completely unimportant	1316	713	602	56	183	246	280	316	234	494	403	151	267	113	50	168	144	97	110	69	92	106	219	148
	13%	14%	12%	11%	13%	13%	14%	13%	13%	14%	12%	12%	15%	13%	10%	13%	15%	11%	14%	14%	13%	10%	13%	15%
1	580	323	257	20	55	97	126	165	117	250	190	59	81	45	29	73	62	53	44	31	45	48	92	58
	6%	6%	5%	4%	4%	5%	6%	7%	6%	7%	5%	5%	4%	5%	6%	6%	6%	6%	5%	6%	6%	5%	5%	6%
2	732	409	323	28	83	137	167	195	122	278	277	84	93	68	43	75	81	61	63	26	60	56	128	70
	7%	8%	6%	5%	6%	7%	8%	8%	7%	8%	8%	6%	5%	8%	9%	6%	8%	7%	8%	5%	8%	5%	8%	7%
3	725	373	352	33	94	130	160	167	141	251	262	88	123	58	30	84	72	60	75	28	41	84	125	67
	7%	7%	7%	6%	6%	7%	8%	7%	8%	7%	8%	7%	7%	7%	6%	6%	7%	7%	9%	6%	6%	8%	7%	7%
4	830	385	446	42	141	174	174	178	122	261	309	116	145	79	45	98	84	71	70	43	53	71	146	69
	8%	7%	9%	8%	10%	9%	8%	7%	7%	7%	9%	9%	8%	9%	9%	7%	9%	8%	9%	9%	7%	7%	9%	7%
5	1833	877	956	113	314	377	337	393	299	572	639	248	374	145	86	239	177	156	148	92	118	211	300	163
	18%	17%	19%	22%	22%	20%	16%	16%	16%	16%	18%	19%	21%	17%	17%	18%	18%	18%	18%	18%	16%	20%	18%	17%
6	1083	540	543	73	180	212	210	225	184	373	403	130	177	93	57	159	83	91	72	54	75	109	192	97
	11%	10%	11%	14%	12%	11%	10%	9%	10%	10%	12%	10%	10%	11%	12%	12%	9%	11%	9%	11%	10%	10%	11%	10%
7	1126	550	575	55	158	217	211	292	192	433	367	150	175	87	43	162	103	92	90	58	93	134	157	106
	11%	11%	11%	11%	11%	11%	10%	12%	10%	12%	11%	12%	10%	10%	9%	12%	11%	11%	11%	12%	13%	13%	9%	11%
8	1055	518	537	56	122	190	201	248	237	387	350	144	174	93	50	123	90	98	81	50	83	125	154	108
	10%	10%	11%	11%	8%	10%	10%	10%	13%	11%	10%	11%	10%	11%	10%	9%	9%	11%	10%	10%	12%	12%	9%	11%
9	454	237	217	20	58	61	85	134	95	165	138	59	91	44	27	51	42	41	26	19	31	48	84	41
	4%	5%	4%	4%	4%	3%	4%	6%	5%	5%	4%	5%	5%	5%	6%	4%	4%	5%	3%	4%	4%	5%	5%	4%
10 - very important indeed	506	278	227	24	56	85	113	119	107	166	153	66	120	37	30	78	35	47	29	31	31	51	87	49
	5%	5%	5%	5%	4%	4%	5%	5%	6%	5%	4%	5%	7%	4%	6%	6%	4%	5%	4%	6%	4%	5%	5%	5%
Mean	4.75	4.68	4.83	5.00	4.77	4.70	4.63	4.73	4.89	4.68	4.73	4.92	4.83	4.72	4.90	4.87	4.45	4.88	4.51	4.81	4.77	5.07	4.70	4.65
Standard Error	0.03	0.04	0.04	0.12	0.07	0.06	0.07	0.06	0.07	0.05	0.05	0.08	0.07	0.10	0.13	0.08	0.09	0.10	0.10	0.13	0.11	0.09	0.07	0.09
Standard Deviation	2.91	2.98	2.84	2.74	2.75	2.82	2.96	2.99	3.01	2.97	2.82	2.86	2.99	2.91	2.90	2.91	2.91	2.90	2.84	2.97	2.94	2.79	2.92	3.01

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 182

Q38 How important is Which candidates have a realistic chance of winning locally in deciding how to vote in general elections?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
0 - completely unimportant	1316	371	284	229	331	350	173	327	349	158	322	393	111	337	297	125	675	558	4
	13%	12%	12%	11%	13%	10%	11%	13%	10%	12%	13%	11%	11%	12%	12%	12%	14%	12%	5%
1	580	197	124	123	170	168	101	176	176	78	168	203	67	187	142	62	245	309	5
	6%	6%	5%	6%	6%	5%	6%	7%	5%	6%	7%	6%	7%	7%	6%	6%	5%	6%	6%
2	732	240	151	157	219	225	111	216	228	90	200	257	70	226	183	78	331	377	4
	7%	7%	6%	7%	8%	7%	7%	8%	7%	7%	8%	7%	7%	8%	7%	7%	7%	8%	5%
3	725	239	161	152	173	234	115	167	249	100	171	258	75	195	171	74	340	354	2
	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	2%
4	830	248	190	158	212	266	114	198	260	96	186	267	79	213	184	73	409	390	6
	8%	8%	8%	8%	8%	8%	7%	8%	8%	7%	7%	7%	8%	8%	7%	7%	8%	8%	7%
5	1833	516	439	353	419	622	236	392	619	208	394	632	158	434	445	169	971	737	17
	18%	16%	18%	17%	16%	19%	15%	15%	18%	16%	16%	18%	16%	16%	18%	16%	20%	15%	21%
6	1083	338	251	250	285	350	165	274	366	137	274	375	98	301	239	99	528	505	7
	11%	11%	10%	12%	11%	10%	11%	11%	11%	10%	11%	10%	10%	11%	10%	9%	11%	11%	9%
7	1126	364	279	256	295	404	184	284	407	155	272	426	117	319	277	122	508	568	11
	11%	11%	12%	12%	11%	12%	12%	11%	12%	12%	11%	12%	12%	11%	11%	12%	10%	12%	14%
8	1055	362	270	241	274	376	189	276	367	173	252	416	118	294	283	134	488	525	12
	10%	11%	11%	11%	10%	11%	12%	11%	11%	13%	10%	12%	12%	11%	11%	13%	10%	11%	15%
9	454	168	105	99	125	153	85	131	152	74	125	158	59	130	107	61	212	228	1
	4%	5%	4%	5%	5%	5%	5%	5%	5%	6%	5%	4%	6%	5%	4%	6%	4%	5%	1%
10 - very important indeed	506	159	156	86	124	196	76	128	202	65	121	205	57	138	166	55	260	210	12
	5%	5%	6%	4%	5%	6%	5%	5%	6%	5%	5%	6%	6%	5%	7%	5%	5%	4%	15%
Mean	4.75	4.85	4.97	4.88	4.72	5.02	4.92	4.73	5.00	4.94	4.71	4.94	4.95	4.75	4.91	4.94	4.74	4.77	5.87
Standard Error	0.03	0.05	0.07	0.06	0.06	0.05	0.07	0.06	0.05	0.08	0.06	0.05	0.09	0.05	0.06	0.09	0.04	0.04	0.31
Standard Deviation	2.91	2.93	2.93	2.84	2.94	2.86	2.94	2.98	2.86	2.95	2.97	2.90	2.96	2.94	2.97	2.98	2.91	2.91	2.81

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 182

Q38 How important is Which candidates have a realistic chance of winning locally in deciding how to vote in general elections?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
0 - completely unimportant	1316 13%	12 12%	54 14%	165 13%	222 11%	81 12%	58 13%	10 9%	20 15%	151 15%	134 11%	130 13%	79 13%	18 11%	13 14%	123 18%	44 21%	129 11%	1187 13%	193 12%	499 13%
1	580 6%	4 4%	13 3%	41 3%	111 5%	38 6%	28 6%	7 6%	6 5%	79 8%	66 6%	69 7%	49 8%	14 9%	7 7%	35 5%	13 6%	40 4%	539 6%	91 5%	211 5%
2	732 7%	4 4%	25 6%	72 6%	145 7%	45 7%	31 7%	8 7%	3 2%	99 10%	88 7%	89 9%	51 8%	10 6%	12 12%	46 7%	6 3%	63 6%	669 7%	130 8%	288 7%
3	725 7%	7 7%	24 6%	79 6%	139 7%	43 6%	24 5%	7 7%	7 5%	87 8%	98 8%	74 7%	50 8%	14 9%	8 8%	46 7%	17 8%	67 6%	657 7%	123 7%	249 6%
4	830 8%	11 11%	30 8%	106 8%	195 9%	47 7%	37 8%	12 11%	10 8%	69 7%	100 8%	77 7%	46 7%	11 7%	6 6%	53 8%	17 8%	98 9%	733 8%	152 9%	341 9%
5	1833 18%	22 22%	92 24%	288 23%	353 17%	114 17%	76 16%	26 23%	37 27%	154 15%	209 17%	159 15%	88 14%	21 13%	11 11%	120 17%	64 31%	247 22%	1586 17%	295 18%	718 19%
6	1083 11%	10 10%	47 12%	135 11%	219 11%	61 9%	61 13%	6 5%	16 11%	104 10%	137 11%	127 12%	54 9%	24 15%	10 11%	57 8%	14 7%	116 10%	967 11%	194 12%	415 11%
7	1126 11%	7 7%	45 12%	140 11%	231 11%	75 11%	48 10%	13 12%	15 11%	119 11%	143 12%	111 11%	79 13%	22 14%	8 8%	66 10%	6 3%	141 12%	984 11%	207 12%	425 11%
8	1055 10%	10 10%	24 6%	130 10%	246 12%	75 11%	56 12%	10 9%	9 7%	97 9%	120 10%	96 9%	74 12%	13 8%	12 13%	73 11%	11 5%	111 10%	944 10%	173 10%	385 10%
9	454 4%	5 5%	13 3%	46 4%	110 5%	27 4%	24 5%	8 7%	5 4%	37 4%	56 5%	47 5%	27 4%	4 2%	5 5%	32 5%	9 4%	56 5%	398 4%	53 3%	156 4%
10 - very important indeed	506 5%	9 9%	22 6%	71 6%	99 5%	51 8%	19 4%	4 4%	9 6%	39 4%	47 4%	52 5%	25 4%	13 8%	2 2%	37 5%	7 3%	77 7%	429 5%	64 4%	177 5%
Mean	4.75	5.06	4.74	4.90	4.95	4.96	4.87	4.89	4.79	4.39	4.79	4.67	4.64	4.82	4.36	4.54	3.97	5.10	4.71	4.73	4.71
Standard Error	0.03	0.29	0.14	0.08	0.06	0.12	0.13	0.27	0.25	0.09	0.08	0.09	0.12	0.23	0.31	0.12	0.20	0.08	0.03	0.07	0.05
Standard Deviation	2.91	2.93	2.82	2.83	2.86	3.03	2.92	2.78	2.87	2.95	2.82	2.94	2.97	2.97	2.98	3.09	2.84	2.85	2.92	2.79	2.88

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 182

Q38 How important is Which candidates have a realistic chance of winning locally in deciding how to vote in general elections?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
0 - completely unimportant	1316 13%	417 19%	79 13%	91 14%	72 11%	128 12%	88 10%	76 7%	111 10%	145 12%	109 13%	43 11%
1	580 6%	131 6%	46 7%	40 6%	31 5%	52 5%	48 5%	48 5%	66 6%	63 5%	57 7%	18 5%
2	732 7%	140 6%	54 9%	43 7%	49 8%	68 6%	71 8%	74 7%	96 9%	94 8%	44 5%	22 6%
3	725 7%	151 7%	44 7%	51 8%	43 7%	84 8%	68 8%	71 7%	87 8%	67 6%	58 7%	24 6%
4	830 8%	175 8%	48 8%	50 8%	57 9%	106 10%	78 9%	87 9%	94 8%	90 8%	44 5%	38 10%
5	1833 18%	384 18%	123 20%	116 18%	109 17%	233 21%	192 21%	205 20%	185 17%	162 14%	123 14%	60 16%
6	1083 11%	167 8%	73 12%	63 10%	82 13%	118 11%	115 13%	140 14%	129 12%	128 11%	69 8%	41 11%
7	1126 11%	171 8%	66 10%	67 11%	78 12%	118 11%	113 12%	148 15%	130 12%	144 12%	91 11%	58 15%
8	1055 10%	181 8%	48 8%	61 10%	63 10%	114 10%	80 9%	113 11%	135 12%	163 14%	96 11%	36 10%
9	454 4%	92 4%	29 5%	27 4%	19 3%	35 3%	34 4%	37 4%	40 4%	70 6%	71 8%	15 4%
10 - very important indeed	506 5%	175 8%	21 3%	28 4%	25 4%	34 3%	19 2%	18 2%	45 4%	48 4%	92 11%	24 6%
Mean	4.75	4.45	4.51	4.58	4.77	4.71	4.73	4.99	4.83	4.95	5.26	5.02
Standard Error	0.03	0.07	0.12	0.12	0.11	0.08	0.09	0.08	0.08	0.08	0.11	0.14
Standard Deviation	2.91	3.19	2.82	2.92	2.77	2.72	2.62	2.53	2.80	2.97	3.25	2.88

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 183

Q38 How important is Which party you most hope to prevent from winning locally in deciding how to vote in general elections?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
0 - completely unimportant	1478	779	698	52	210	271	309	363	273	561	469	167	282	130	69	202	151	106	100	67	111	118	265	158
	14%	15%	14%	10%	15%	14%	15%	15%	15%	15%	13%	13%	15%	15%	14%	15%	16%	12%	12%	13%	15%	11%	16%	16%
1	589	300	289	26	69	106	122	163	102	222	209	67	91	41	25	71	53	62	36	35	49	64	87	65
	6%	6%	6%	5%	5%	5%	6%	7%	6%	6%	6%	5%	5%	5%	5%	5%	7%	7%	4%	7%	7%	6%	5%	7%
2	769	399	370	34	98	146	165	206	121	293	277	95	104	75	40	87	89	70	63	34	59	66	121	65
	8%	8%	7%	7%	7%	8%	8%	8%	7%	8%	8%	7%	6%	9%	8%	7%	9%	8%	8%	7%	8%	6%	7%	7%
3	689	335	354	25	96	134	157	157	120	263	222	89	115	42	37	83	70	66	67	37	48	63	113	63
	7%	6%	7%	5%	7%	7%	8%	6%	6%	7%	6%	7%	6%	5%	8%	6%	7%	8%	8%	7%	7%	6%	7%	6%
4	819	382	437	37	132	164	175	170	140	251	281	120	167	71	39	92	74	71	75	40	60	69	156	72
	8%	7%	9%	7%	9%	9%	8%	7%	8%	7%	8%	9%	9%	8%	8%	7%	8%	8%	9%	8%	8%	7%	9%	7%
5	1864	867	997	138	309	417	362	383	256	570	636	255	404	146	84	242	193	159	155	87	122	215	290	171
	18%	17%	20%	26%	21%	22%	18%	16%	14%	16%	18%	20%	22%	17%	17%	18%	20%	18%	19%	17%	17%	21%	17%	17%
6	882	432	450	58	138	176	178	201	131	302	333	110	138	75	40	126	77	80	78	51	62	82	133	78
	9%	8%	9%	11%	10%	9%	9%	8%	7%	8%	10%	8%	8%	9%	8%	10%	8%	9%	10%	10%	9%	8%	8%	8%
7	976	522	454	55	135	187	185	237	177	363	347	132	135	95	50	120	85	71	59	51	68	126	159	91
	10%	10%	9%	11%	9%	10%	9%	10%	10%	10%	10%	10%	7%	11%	10%	9%	9%	8%	7%	10%	9%	12%	9%	9%
8	897	459	439	41	122	131	176	232	196	338	318	103	138	78	45	121	72	73	67	42	63	97	147	91
	9%	9%	9%	8%	8%	7%	8%	10%	11%	9%	9%	8%	8%	9%	9%	9%	7%	8%	8%	8%	9%	9%	9%	9%
9	497	304	193	18	61	79	79	132	128	199	158	62	79	51	27	59	45	37	44	20	30	53	87	46
	5%	6%	4%	3%	4%	4%	4%	5%	7%	5%	5%	5%	4%	6%	6%	4%	5%	4%	5%	4%	4%	5%	5%	5%
10 - very important indeed	777	423	355	36	74	116	158	187	206	269	242	97	169	57	35	109	63	71	61	36	50	90	128	78
	8%	8%	7%	7%	5%	6%	8%	8%	11%	7%	7%	8%	9%	7%	7%	8%	6%	8%	8%	7%	7%	9%	8%	8%
Mean	4.72	4.78	4.67	4.98	4.61	4.58	4.60	4.70	5.05	4.68	4.74	4.79	4.72	4.76	4.76	4.77	4.49	4.71	4.79	4.70	4.55	5.04	4.68	4.65
Standard Error	0.03	0.04	0.04	0.12	0.08	0.07	0.07	0.06	0.08	0.05	0.05	0.08	0.07	0.11	0.14	0.09	0.10	0.10	0.11	0.14	0.11	0.09	0.07	0.10
Standard Deviation	3.07	3.14	2.99	2.77	2.90	2.92	3.06	3.15	3.29	3.14	3.01	2.98	3.08	3.08	3.06	3.11	3.03	3.03	2.97	3.02	3.07	3.01	3.10	3.16

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 183

Q38 How important is Which party you most hope to prevent from winning locally in deciding how to vote in general elections?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
0 - completely unimportant	1478 14%	476	295	258	410	403	197	415	389	182	402	416	140	434	304	145	720	679	7
1	589 6%	198	123	133	165	162	105	172	174	84	164	189	73	192	125	65	268	293	4
2	769 8%	259	167	153	221	237	116	205	258	96	184	272	72	213	181	77	341	402	4
3	689 7%	216	168	131	173	231	103	166	245	85	167	254	59	173	164	70	330	328	1
4	819 8%	247	209	161	194	291	123	190	271	103	180	271	86	193	198	89	433	348	4
5	1864 18%	528	413	369	401	619	247	379	610	203	373	638	154	431	445	153	1001	742	17
6	882 9%	263	218	203	221	314	123	197	312	111	191	332	79	228	214	83	427	417	7
7	976 10%	291	236	241	237	332	182	229	349	146	223	375	100	252	269	110	451	490	9
8	897 9%	291	245	202	245	324	148	234	325	135	233	354	103	259	242	107	392	463	8
9	497 5%	172	127	112	135	171	93	144	179	82	145	202	53	158	137	65	211	264	4
10 - very important indeed	777 8%	263	214	141	224	261	112	240	263	108	221	285	91	242	218	90	393	334	15
Mean	4.72	4.72	5.00	4.87	4.69	4.94	4.86	4.70	4.95	4.90	4.71	4.98	4.84	4.73	5.01	4.89	4.70	4.74	5.95
Standard Error	0.03	0.05	0.07	0.06	0.06	0.05	0.07	0.06	0.05	0.08	0.06	0.05	0.10	0.06	0.06	0.09	0.04	0.04	0.35
Standard Deviation	3.07	3.14	3.05	3.00	3.19	2.99	3.07	3.25	2.99	3.13	3.24	3.01	3.17	3.21	3.05	3.16	3.03	3.10	3.13

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 183

Q38 How important is Which party you most hope to prevent from winning locally in deciding how to vote in general elections?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
0 - completely unimportant	1478 14%	15 15%	65 17%	183 14%	259 13%	81 12%	61 13%	20 17%	22 16%	171 17%	165 14%	134 13%	91 15%	27 16%	19 21%	124 18%	43 21%	152 13%	1326 15%	225 13%	542 14%
1	589 6%	6 6%	18 5%	56 4%	121 6%	37 6%	31 7%	3 2%	5 4%	82 8%	72 6%	49 5%	50 8%	11 6%	6 7%	30 4%	12 6%	47 4%	542 6%	104 6%	235 6%
2	769 8%	7 7%	24 6%	84 7%	156 8%	44 7%	34 7%	13 12%	5 3%	104 10%	101 8%	78 8%	45 7%	7 4%	8 8%	52 8%	8 4%	71 6%	699 8%	154 9%	306 8%
3	689 7%	7 7%	20 5%	86 7%	144 7%	43 7%	24 5%	5 5%	13 9%	73 7%	85 7%	65 6%	48 8%	11 6%	4 4%	55 8%	7 3%	69 6%	620 7%	102 6%	255 7%
4	819 8%	6 6%	31 8%	123 10%	176 9%	55 8%	41 9%	11 10%	10 8%	76 7%	90 8%	69 7%	39 6%	5 3%	8 8%	57 8%	21 10%	111 10%	708 8%	134 8%	319 8%
5	1864 18%	14 14%	97 25%	321 25%	372 18%	117 18%	93 20%	21 19%	42 31%	149 14%	197 16%	150 15%	80 13%	28 17%	15 16%	114 17%	54 26%	234 20%	1630 18%	307 18%	765 20%
6	882 9%	8 8%	31 8%	91 7%	197 10%	54 8%	41 9%	6 5%	10 7%	84 8%	114 10%	115 11%	54 9%	9 5%	12 13%	45 7%	11 5%	96 8%	786 9%	179 11%	324 8%
7	976 10%	10 10%	42 11%	110 9%	190 9%	65 10%	37 8%	8 7%	5 4%	82 8%	137 11%	119 12%	61 10%	26 15%	9 9%	62 9%	14 7%	113 10%	863 9%	172 10%	375 10%
8	897 9%	12 12%	25 6%	91 7%	180 9%	59 9%	40 9%	10 9%	12 9%	80 8%	118 10%	104 10%	63 10%	19 11%	5 6%	66 10%	14 7%	99 9%	799 9%	153 9%	314 8%
9	497 5%	4 4%	10 3%	45 4%	95 5%	35 5%	20 4%	7 6%	3 2%	59 6%	55 5%	69 7%	40 6%	13 8%	4 5%	30 4%	7 3%	61 5%	436 5%	60 4%	162 4%
10 - very important indeed	777 8%	11 11%	25 6%	86 7%	178 9%	67 10%	40 9%	8 7%	9 7%	75 7%	65 5%	78 8%	53 8%	12 7%	3 3%	52 8%	16 8%	94 8%	684 8%	86 5%	266 7%
Mean	4.72	4.96	4.53	4.62	4.84	5.01	4.77	4.56	4.56	4.40	4.68	5.03	4.79	5.02	4.12	4.54	4.34	4.93	4.70	4.58	4.64
Standard Error	0.03	0.33	0.15	0.08	0.07	0.13	0.14	0.30	0.25	0.10	0.09	0.10	0.13	0.25	0.32	0.12	0.22	0.09	0.03	0.07	0.05
Standard Deviation	3.07	3.29	2.94	2.90	3.04	3.11	3.06	3.16	2.89	3.18	2.99	3.08	3.23	3.25	3.01	3.16	3.11	3.00	3.07	2.92	3.00

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 183

Q38 How important is Which party you most hope to prevent from winning locally in deciding how to vote in general elections?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
0 - completely unimportant	1478 14%	388 18%	86 14%	78 12%	76 12%	169 16%	98 11%	121 12%	147 13%	189 16%	126 15%	52 14%
1	589 6%	95 4%	35 6%	44 7%	33 5%	62 6%	52 6%	60 6%	66 6%	89 8%	53 6%	13 4%
2	769 8%	138 6%	50 8%	47 7%	50 8%	65 6%	77 8%	99 10%	108 10%	82 7%	54 6%	26 7%
3	689 7%	105 5%	41 6%	44 7%	39 6%	80 7%	83 9%	89 9%	94 8%	70 6%	43 5%	25 7%
4	819 8%	145 7%	57 9%	51 8%	49 8%	114 10%	80 9%	97 9%	85 8%	89 8%	53 6%	44 12%
5	1864 18%	375 17%	114 18%	123 19%	123 20%	237 22%	195 22%	176 17%	187 17%	208 18%	126 15%	81 21%
6	882 9%	160 7%	61 10%	60 9%	73 12%	98 9%	77 8%	100 10%	100 9%	100 9%	54 6%	29 8%
7	976 10%	192 9%	59 9%	63 10%	70 11%	102 9%	99 11%	110 11%	116 10%	92 8%	73 9%	40 11%
8	897 9%	193 9%	53 8%	58 9%	63 10%	73 7%	71 8%	94 9%	107 10%	111 9%	73 9%	26 7%
9	497 5%	127 6%	31 5%	27 4%	23 4%	37 3%	42 5%	36 4%	41 4%	66 6%	69 8%	19 5%
10 - very important indeed	777 8%	265 12%	44 7%	41 7%	30 5%	53 5%	33 4%	36 4%	67 6%	77 7%	131 15%	26 7%
Mean	4.72	4.94	4.72	4.73	4.77	4.42	4.61	4.52	4.60	4.56	5.24	4.76
Standard Error	0.03	0.07	0.12	0.12	0.11	0.09	0.09	0.09	0.09	0.09	0.11	0.15
Standard Deviation	3.07	3.34	3.01	2.96	2.85	2.87	2.75	2.80	2.97	3.13	3.43	2.92

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 184

Q38 How important is Party policies on the important national issues in deciding how to vote in general elections?

Base : All respondents

	Total	Gender		Age					SEG				Region											
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
0 - completely unimportant	258 3%	109 2%	148 3%	19 4%	58 4%	61 3%	51 2%	38 2%	30 2%	49 1%	87 2%	39 3%	83 5%	26 3%	12 2%	42 3%	29 3%	15 2%	17 2%	16 3%	10 1%	17 2%	45 3%	30 3%
1	50 *	22 *	28 1%	4 1%	8 1%	13 1%	16 1%	7 *	2 *	11 *	15 *	6 *	19 1%	6 1%	2 *	6 *	5 1%	7 1%	3 *	2 *	4 1%	4 *	6 *	6 1%
2	96 1%	52 1%	44 1%	6 1%	20 1%	19 1%	20 1%	24 1%	8 *	22 1%	29 1%	16 1%	29 2%	13 2%	5 1%	6 *	15 2%	14 2%	7 1%	5 1%	5 1%	7 1%	13 1%	6 1%
3	114 1%	49 1%	66 1%	4 1%	23 2%	33 2%	21 1%	17 1%	16 1%	27 1%	39 1%	17 1%	31 2%	6 1%	3 1%	18 1%	14 1%	8 1%	9 1%	7 1%	7 1%	9 1%	21 1%	13 1%
4	272 3%	122 2%	150 3%	25 5%	46 3%	59 3%	60 3%	50 2%	32 2%	61 2%	92 3%	47 4%	72 4%	29 3%	14 3%	35 3%	37 4%	23 3%	29 4%	9 2%	19 3%	18 2%	43 3%	17 2%
5	1044 10%	444 9%	600 12%	100 19%	209 14%	252 13%	198 10%	173 7%	111 6%	234 6%	350 10%	178 14%	282 16%	87 10%	52 11%	142 11%	90 9%	97 11%	93 12%	50 10%	63 9%	133 13%	145 9%	91 9%
6	767 7%	379 7%	388 8%	47 9%	120 8%	170 9%	173 8%	161 7%	96 5%	244 7%	286 8%	95 7%	142 8%	68 8%	38 8%	86 7%	75 8%	60 7%	63 8%	42 8%	53 7%	94 9%	123 7%	67 7%
7	1352 13%	730 14%	622 12%	69 13%	213 15%	260 14%	282 14%	303 12%	225 12%	474 13%	497 14%	174 13%	208 11%	96 11%	61 12%	176 13%	126 13%	111 13%	102 13%	75 15%	111 15%	152 15%	223 13%	119 12%
8	2090 20%	1127 22%	964 19%	76 15%	290 20%	373 19%	421 20%	530 22%	400 22%	789 22%	755 22%	234 18%	313 17%	192 22%	106 22%	263 20%	205 21%	169 20%	164 20%	100 20%	147 20%	188 18%	349 21%	209 21%
9	1707 17%	889 17%	818 16%	76 15%	187 13%	271 14%	317 15%	462 19%	393 21%	730 20%	573 16%	201 16%	203 11%	141 16%	80 16%	209 16%	159 16%	152 18%	131 16%	83 17%	132 18%	173 17%	299 18%	149 15%
10 - very important indeed	2487 24%	1281 25%	1206 24%	95 18%	270 19%	415 22%	506 24%	666 27%	536 29%	989 27%	769 22%	290 22%	439 24%	198 23%	120 24%	328 25%	219 22%	211 24%	187 23%	111 22%	172 24%	250 24%	420 25%	272 28%
Mean	7.61	7.72	7.49	6.97	7.11	7.30	7.57	7.95	8.11	8.02	7.56	7.36	7.08	7.50	7.64	7.58	7.47	7.62	7.54	7.50	7.75	7.63	7.69	7.71
Standard Error	0.02	0.03	0.03	0.11	0.07	0.06	0.05	0.04	0.05	0.03	0.04	0.07	0.06	0.08	0.10	0.07	0.08	0.08	0.08	0.10	0.08	0.07	0.05	0.07
Standard Deviation	2.29	2.19	2.38	2.48	2.47	2.41	2.31	2.08	1.99	1.99	2.24	2.41	2.67	2.39	2.25	2.36	2.39	2.26	2.26	2.33	2.09	2.14	2.27	2.35

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 184

Q38 How important is Party policies on the important national issues in deciding how to vote in general elections?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
0 - completely unimportant	258 3%	26 1%	21 1%	26 1%	18 1%	33 1%	20 1%	18 1%	27 1%	17 1%	18 1%	42 1%	10 1%	18 1%	26 1%	12 1%	169 3%	60 1%	1 1%
1	50 *	9 *	9 *	3 *	8 *	13 *	4 *	8 *	13 *	3 *	8 *	12 *	4 *	9 *	11 *	3 *	35 1%	14 *	- -
2	96 1%	16 1%	19 1%	14 1%	12 *	28 1%	14 1%	8 *	27 1%	11 1%	12 *	28 1%	8 1%	13 *	23 1%	10 1%	59 1%	33 1%	- -
3	114 1%	20 1%	28 1%	22 1%	17 1%	36 1%	16 1%	16 1%	39 1%	16 1%	18 1%	40 1%	11 1%	22 1%	22 1%	14 1%	72 1%	35 1%	2 3%
4	272 3%	59 2%	46 2%	51 2%	50 2%	75 2%	35 2%	51 2%	67 2%	31 2%	41 2%	76 2%	28 3%	43 2%	56 2%	27 3%	164 3%	92 2%	2 3%
5	1044 10%	246 8%	214 9%	193 9%	179 7%	317 9%	123 8%	173 7%	294 9%	109 8%	170 7%	299 8%	88 9%	185 7%	211 8%	81 8%	624 13%	333 7%	15 19%
6	767 7%	237 7%	168 7%	174 8%	198 8%	234 7%	123 8%	187 7%	232 7%	113 8%	186 8%	243 7%	82 8%	201 7%	154 6%	85 8%	413 8%	328 7%	4 5%
7	1352 13%	412 13%	291 12%	345 16%	339 13%	413 12%	245 16%	334 13%	417 12%	217 16%	322 13%	440 12%	166 16%	372 13%	285 11%	174 17%	641 13%	640 13%	8 11%
8	2090 20%	680 21%	509 21%	488 23%	557 21%	694 21%	382 25%	551 21%	732 22%	298 22%	539 22%	771 21%	222 22%	578 21%	549 22%	223 21%	936 19%	1071 22%	16 20%
9	1707 17%	654 20%	427 18%	338 16%	528 20%	592 18%	259 17%	515 20%	594 18%	212 16%	500 20%	639 18%	166 16%	578 21%	447 18%	180 17%	718 14%	934 20%	8 10%
10 - very important indeed	2487 24%	843 26%	682 28%	450 21%	721 27%	910 27%	327 21%	710 28%	935 28%	308 23%	669 27%	1001 28%	224 22%	756 27%	711 28%	244 23%	1135 23%	1220 26%	24 30%
Mean	7.61	8.00	7.94	7.69	8.05	7.87	7.71	8.07	7.93	7.72	8.04	7.93	7.70	8.07	7.95	7.74	7.33	7.95	7.62
Standard Error	0.02	0.03	0.05	0.04	0.04	0.04	0.05	0.04	0.04	0.05	0.04	0.04	0.06	0.03	0.04	0.06	0.04	0.03	0.25
Standard Deviation	2.29	1.91	2.03	2.00	1.89	2.06	2.01	1.87	2.01	2.03	1.89	2.06	2.02	1.87	2.06	2.03	2.46	1.99	2.22

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 184

Q38 How important is Party policies on the important national issues in deciding how to vote in general elections?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
0 - completely unimportant	258 3%	1	15	73	38	21	15	2	5	15	10	11	9	1	1	20	20	38	219	32	101
		1%	4%	6%	2%	3%	3%	2%	4%	1%	1%	1%	1%	1%	1%	3%	10%	3%	2%	2%	3%
1	50 *	-	4	11	8	8	2	-	1	1	3	1	1	-	1	7	3	8	43	14	21
		-	1%	1%	*	1%	*	-	1%	*	*	*	*	-	1%	1%	1%	1%	*	1%	1%
2	96 1%	-	4	21	14	7	9	2	4	3	6	5	5	1	1	12	3	19	77	12	36
		-	1%	2%	1%	1%	2%	2%	3%	*	*	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
3	114 1%	-	6	26	14	10	6	2	6	12	8	4	3	1	-	12	4	25	89	21	46
		-	2%	2%	1%	2%	1%	2%	5%	1%	1%	*	*	1%	-	2%	2%	2%	1%	1%	1%
4	272 3%	3	12	60	41	26	21	2	7	23	21	5	15	1	2	20	12	54	218	38	113
		3%	3%	5%	2%	4%	5%	2%	5%	2%	2%	1%	2%	1%	2%	3%	6%	5%	2%	2%	3%
5	1044 10%	18	70	229	207	72	46	16	27	57	57	62	30	10	8	86	51	179	865	160	458
		18%	18%	18%	10%	11%	10%	15%	20%	5%	5%	6%	5%	6%	9%	12%	25%	16%	10%	10%	12%
6	767 7%	6	46	102	171	50	36	7	11	72	94	48	30	17	7	61	10	89	678	150	308
		6%	12%	8%	8%	8%	8%	6%	8%	7%	8%	5%	5%	10%	7%	9%	5%	8%	7%	9%	8%
7	1352 13%	16	59	172	286	83	58	14	17	138	171	112	78	32	14	88	14	135	1217	254	527
		16%	15%	13%	14%	13%	12%	12%	12%	13%	14%	11%	13%	19%	16%	13%	7%	12%	13%	15%	14%
8	2090 20%	16	62	204	428	141	100	29	20	215	283	232	140	32	18	135	33	197	1894	363	792
		16%	16%	16%	21%	22%	22%	26%	14%	21%	24%	23%	23%	19%	19%	20%	16%	17%	21%	22%	21%
9	1707 17%	11	45	143	381	85	70	16	12	202	241	217	118	27	14	99	24	167	1540	267	612
		11%	12%	11%	18%	13%	15%	14%	9%	20%	20%	21%	19%	16%	15%	14%	12%	15%	17%	16%	16%
10 - very important indeed	2487 24%	29	66	231	480	154	100	22	26	297	303	333	194	45	27	149	33	235	2253	366	850
		29%	17%	18%	23%	24%	22%	20%	19%	29%	25%	32%	31%	27%	29%	22%	16%	20%	25%	22%	22%
Mean	7.61	7.68	6.90	6.73	7.72	7.37	7.35	7.42	6.62	8.04	8.05	8.31	8.15	8.00	7.84	7.29	6.27	7.10	7.68	7.57	7.47
Standard Error	0.02	0.21	0.12	0.08	0.05	0.10	0.11	0.21	0.23	0.06	0.05	0.06	0.08	0.14	0.23	0.09	0.21	0.07	0.02	0.05	0.04
Standard Deviation	2.29	2.07	2.44	2.70	2.13	2.46	2.45	2.23	2.66	2.00	1.84	1.83	2.00	1.79	2.15	2.44	3.00	2.52	2.25	2.19	2.31

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 184

Q38 How important is Party policies on the important national issues in deciding how to vote in general elections?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
0 - completely unimportant	258 3%	108 5%	27 4%	19 3%	11 2%	47 4%	17 2%	6 1%	8 1%	7 1%	9 1%	8 2%
1	50 *	8 *	7 1%	7 1%	6 1%	8 1%	7 1%	2 *	2 *	-	4 *	3 1%
2	96 1%	32 1%	6 1%	5 1%	7 1%	16 1%	13 1%	4 *	3 *	3 *	7 1%	3 1%
3	114 1%	28 1%	15 2%	-	8 1%	19 2%	12 1%	10 1%	9 1%	10 1%	3 *	2 1%
4	272 3%	57 3%	27 4%	19 3%	17 3%	39 4%	30 3%	25 2%	23 2%	19 2%	16 2%	11 3%
5	1044 10%	220 10%	71 11%	78 12%	79 13%	163 15%	137 15%	105 10%	73 7%	66 6%	51 6%	49 13%
6	767 7%	125 6%	56 9%	47 7%	52 8%	98 9%	83 9%	101 10%	94 8%	73 6%	38 4%	39 10%
7	1352 13%	201 9%	83 13%	94 15%	94 15%	156 14%	173 19%	181 18%	164 15%	134 11%	71 8%	56 15%
8	2090 20%	372 17%	122 19%	121 19%	145 23%	211 19%	161 18%	245 24%	288 26%	282 24%	143 17%	62 16%
9	1707 17%	294 13%	95 15%	106 17%	90 14%	158 14%	132 15%	178 17%	208 19%	269 23%	177 21%	67 18%
10 - very important indeed	2487 24%	738 34%	121 19%	139 22%	121 19%	175 16%	143 16%	161 16%	245 22%	310 26%	334 39%	82 21%
Mean	7.61	7.62	7.13	7.45	7.39	6.98	7.15	7.57	7.91	8.18	8.38	7.47
Standard Error	0.02	0.06	0.10	0.09	0.09	0.08	0.07	0.06	0.05	0.05	0.07	0.11
Standard Deviation	2.29	2.68	2.56	2.35	2.22	2.50	2.21	1.83	1.81	1.75	2.00	2.23

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 185

Q38 How important is The views of family and friends in deciding how to vote in general elections?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
0 - completely unimportant	2836	1539	1297	64	252	459	609	853	600	1177	902	293	464	245	117	352	284	224	243	138	220	223	495	297
	28%	30%	26%	12%	17%	24%	29%	35%	32%	32%	26%	23%	25%	28%	24%	27%	29%	26%	30%	27%	30%	21%	29%	30%
1	1131	657	473	37	84	179	235	342	253	485	376	105	164	94	63	131	101	92	85	53	82	104	201	124
	11%	13%	9%	7%	6%	9%	11%	14%	14%	13%	11%	8%	9%	11%	13%	10%	10%	11%	11%	11%	11%	10%	12%	13%
2	1165	637	528	41	116	202	242	312	252	470	436	118	140	110	37	132	116	106	92	56	91	100	203	121
	11%	12%	10%	8%	8%	10%	12%	13%	14%	13%	12%	9%	8%	13%	8%	10%	12%	12%	11%	11%	13%	10%	12%	12%
3	812	426	387	38	106	147	183	190	149	287	267	122	136	73	36	88	84	65	64	38	48	89	143	85
	8%	8%	8%	7%	7%	8%	9%	8%	8%	8%	8%	9%	7%	8%	7%	7%	9%	8%	8%	8%	7%	9%	8%	9%
4	758	345	413	44	132	158	147	143	133	255	264	109	129	56	40	90	67	67	65	47	56	72	117	79
	7%	7%	8%	8%	9%	8%	7%	6%	7%	7%	8%	8%	7%	7%	8%	7%	7%	8%	8%	9%	8%	7%	7%	8%
5	1480	662	818	123	288	313	265	286	204	402	504	234	340	118	79	210	154	113	106	81	98	180	210	130
	14%	13%	16%	24%	20%	16%	13%	12%	11%	11%	14%	18%	19%	14%	16%	16%	16%	13%	13%	16%	14%	17%	12%	13%
6	656	306	350	58	135	160	121	106	77	197	257	86	116	57	44	86	53	65	45	33	47	73	112	42
	6%	6%	7%	11%	9%	8%	6%	4%	4%	5%	7%	7%	6%	7%	9%	7%	5%	7%	6%	6%	6%	7%	7%	4%
7	547	256	292	30	139	118	109	77	74	158	199	84	106	49	34	82	47	56	37	21	33	71	73	45
	5%	5%	6%	6%	10%	6%	5%	3%	4%	4%	6%	6%	6%	6%	7%	6%	5%	6%	5%	4%	5%	7%	4%	5%
8	412	179	232	29	94	96	60	74	60	102	149	71	89	23	25	69	35	40	29	19	25	52	69	26
	4%	3%	5%	6%	6%	5%	3%	3%	3%	3%	4%	6%	5%	3%	5%	5%	4%	5%	4%	4%	3%	5%	4%	3%
9	165	77	88	25	42	29	35	16	18	37	54	32	42	14	9	24	10	10	18	4	4	34	26	11
	2%	1%	2%	5%	3%	1%	2%	1%	1%	1%	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%	1%	3%	2%	1%
10 - very important indeed	277	120	157	31	56	67	61	32	31	60	84	40	94	22	9	47	22	28	22	12	19	42	38	17
	3%	2%	3%	6%	4%	3%	3%	1%	2%	2%	2%	3%	5%	3%	2%	4%	2%	3%	3%	2%	3%	4%	2%	2%
Mean	3.09	2.85	3.34	4.51	4.20	3.48	2.94	2.38	2.53	2.58	3.17	3.61	3.59	2.98	3.39	3.35	2.93	3.24	2.97	3.03	2.85	3.69	2.91	2.69
Standard Error	0.03	0.04	0.04	0.13	0.08	0.07	0.06	0.05	0.06	0.04	0.05	0.08	0.07	0.10	0.13	0.08	0.09	0.10	0.10	0.12	0.10	0.09	0.07	0.08
Standard Deviation	2.83	2.77	2.88	2.86	2.88	2.89	2.82	2.56	2.62	2.64	2.81	2.88	3.05	2.79	2.83	2.97	2.74	2.88	2.86	2.72	2.75	2.98	2.79	2.63

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 185

Q38 How important is The views of family and friends in deciding how to vote in general elections?

Base : All respondents

	Total	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class		
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
0 - completely unimportant	2836 28%	939	621	588	827	830	467	820	881	414	806	1001	314	898	719	346	1257	1424	16
1	1131 11%	381	259	262	307	363	205	294	380	172	288	438	151	332	307	142	444	639	4
2	1165 11%	417	254	283	342	356	216	335	381	194	324	397	135	375	269	140	508	622	4
3	812 8%	267	168	182	208	242	143	205	259	110	193	276	80	222	185	83	382	391	8
4	758 7%	230	169	177	180	262	106	195	230	103	180	239	83	197	161	80	385	338	7
5	1480 14%	408	379	239	320	504	170	296	488	142	303	483	100	310	336	114	829	560	11
6	656 6%	181	160	146	150	228	88	150	222	63	139	239	44	163	156	47	354	279	9
7	547 5%	152	133	113	117	201	79	108	206	68	100	188	53	111	133	52	304	215	7
8	412 4%	113	127	68	100	158	45	94	153	37	88	151	25	96	103	25	240	152	1
9	165 2%	41	65	12	30	81	6	26	70	10	23	67	8	22	54	7	93	61	5
10 - very important indeed	277 3%	73	77	33	46	120	23	48	106	21	38	110	15	48	74	16	170	80	9
Mean	3.09	2.85	3.36	2.82	2.73	3.39	2.63	2.71	3.25	2.60	2.65	3.09	2.53	2.63	3.06	2.50	3.42	2.72	4.47
Standard Error	0.03	0.05	0.07	0.05	0.05	0.05	0.06	0.05	0.05	0.07	0.05	0.05	0.08	0.05	0.06	0.08	0.04	0.04	0.37
Standard Deviation	2.83	2.75	2.96	2.63	2.71	2.95	2.59	2.70	2.91	2.60	2.66	2.89	2.58	2.66	2.91	2.59	2.91	2.68	3.31

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 185

Q38 How important is The views of family and friends in deciding how to vote in general elections?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
0 - completely unimportant	2836 28%	25 25%	80 21%	231 18%	537 26%	137 21%	125 27%	24 21%	24 17%	382 37%	375 31%	336 33%	220 35%	48 29%	31 33%	205 30%	57 28%	248 22%	2588 28%	413 25%	1003 26%
1	1131 11%	3 3%	20 5%	82 6%	219 11%	52 8%	59 13%	9 8%	5 4%	137 13%	163 14%	152 15%	100 16%	22 13%	12 13%	76 11%	18 9%	79 7%	1051 12%	209 12%	377 10%
2	1165 11%	6 6%	36 9%	75 6%	226 11%	71 11%	66 14%	13 11%	12 9%	137 13%	176 15%	123 12%	91 15%	26 16%	14 16%	73 11%	18 9%	116 10%	1049 12%	197 12%	443 11%
3	812 8%	9 9%	24 6%	110 9%	176 9%	53 8%	31 7%	11 10%	9 7%	79 8%	91 8%	78 8%	42 7%	14 8%	9 10%	61 9%	15 7%	76 7%	736 8%	161 10%	287 7%
4	758 7%	8 8%	28 7%	107 8%	172 8%	63 10%	39 8%	7 6%	9 7%	58 6%	94 8%	57 5%	47 8%	11 7%	1 1%	40 6%	17 8%	92 8%	666 7%	119 7%	299 8%
5	1480 14%	20 21%	89 23%	255 20%	306 15%	112 17%	56 12%	25 22%	24 18%	104 10%	120 10%	140 14%	56 9%	12 7%	13 14%	98 14%	51 25%	240 21%	1240 14%	228 14%	593 15%
6	656 6%	8 8%	34 9%	109 9%	148 7%	43 7%	28 6%	8 7%	13 10%	42 4%	67 6%	63 6%	30 5%	10 6%	6 6%	39 6%	9 4%	78 7%	578 6%	128 8%	278 7%
7	547 5%	11 11%	28 7%	117 9%	102 5%	44 7%	26 6%	6 5%	12 9%	45 4%	48 4%	35 3%	19 3%	10 6%	4 4%	36 5%	6 3%	70 6%	478 5%	83 5%	244 6%
8	412 4%	5 5%	18 5%	75 6%	105 5%	38 6%	15 3%	1 1%	12 9%	30 3%	36 3%	24 2%	12 2%	8 5%	1 1%	25 4%	7 3%	62 5%	350 4%	79 5%	157 4%
9	165 2%	2 2%	10 3%	34 3%	28 1%	22 3%	5 1%	4 3%	7 5%	8 1%	14 1%	8 1%	4 1%	- -	- -	14 2%	5 2%	30 3%	134 1%	23 1%	71 2%
10 - very important indeed	277 3%	3 3%	22 6%	78 6%	52 3%	22 3%	12 3%	5 5%	9 7%	12 1%	13 1%	15 1%	2 *	6 3%	1 1%	21 3%	4 2%	55 5%	223 2%	37 2%	112 3%
Mean	3.09	3.88	4.04	4.26	3.20	3.74	2.93	3.58	4.59	2.32	2.55	2.51	2.15	2.80	2.40	3.02	3.18	3.82	3.00	3.14	3.28
Standard Error	0.03	0.29	0.15	0.08	0.06	0.12	0.13	0.28	0.27	0.08	0.07	0.08	0.09	0.22	0.26	0.11	0.19	0.09	0.03	0.07	0.05
Standard Deviation	2.83	2.92	2.97	2.99	2.81	2.92	2.75	2.86	3.12	2.58	2.58	2.58	2.34	2.83	2.46	2.89	2.74	2.97	2.80	2.77	2.87

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 185

Q38 How important is The views of family and friends in deciding how to vote in general elections?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
0 - completely unimportant	2836 28%	760 35%	155 25%	175 27%	144 23%	258 24%	196 22%	230 23%	304 27%	348 30%	267 31%	85 22%
1	1131 11%	230 11%	78 12%	73 11%	68 11%	108 10%	113 12%	127 12%	113 10%	138 12%	83 10%	48 13%
2	1165 11%	225 10%	68 11%	78 12%	73 12%	109 10%	107 12%	123 12%	150 13%	140 12%	91 11%	43 11%
3	812 8%	124 6%	48 8%	47 7%	58 9%	107 10%	83 9%	101 10%	107 10%	89 8%	48 6%	29 8%
4	758 7%	141 6%	45 7%	35 6%	59 9%	87 8%	75 8%	85 8%	87 8%	91 8%	53 6%	31 8%
5	1480 14%	299 14%	101 16%	112 18%	86 14%	183 17%	150 16%	138 14%	144 13%	145 12%	121 14%	49 13%
6	656 6%	91 4%	43 7%	42 7%	52 8%	79 7%	69 8%	84 8%	69 6%	77 7%	50 6%	22 6%
7	547 5%	96 4%	34 5%	30 5%	47 7%	64 6%	51 6%	65 6%	55 5%	64 5%	41 5%	26 7%
8	412 4%	88 4%	27 4%	18 3%	24 4%	53 5%	27 3%	39 4%	56 5%	47 4%	35 4%	18 5%
9	165 2%	36 2%	17 3%	3 *	10 2%	12 1%	17 2%	13 1%	19 2%	19 2%	20 2%	8 2%
10 - very important indeed	277 3%	94 4%	13 2%	24 4%	10 2%	31 3%	20 2%	13 1%	14 1%	15 1%	44 5%	22 6%
Mean	3.09	2.89	3.24	3.05	3.28	3.36	3.26	3.17	3.00	2.88	3.18	3.51
Standard Error	0.03	0.07	0.12	0.11	0.11	0.08	0.09	0.08	0.08	0.08	0.10	0.15
Standard Deviation	2.83	3.01	2.83	2.81	2.71	2.80	2.70	2.66	2.72	2.74	3.10	3.06

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 186

Q38 How important are each of the following factors in deciding how to vote in general elections?

Base : All respondents

	Factors							
	The views of the candidates on local issues directly affecting your area	Your feelings about the party leaders nationally	Your view on which party you hope will win nationally and form a government	How active each candidate has been locally	Which candidates have a realistic chance of winning locally	Which party you most hope to prevent from winning locally	Party policies on the important national issues	The views of family and friends
Unweighted Base	10238	10238	10238	10238	10238	10238	10238	10238
Weighted Base	10238	10238	10238	10238	10238	10238	10238	10238
0 - completely unimportant	439 4%	481 5%	458 4%	622 6%	1316 13%	1478 14%	258 3%	2836 28%
1	173 2%	172 2%	134 1%	311 3%	580 6%	589 6%	50 *	1131 11%
2	355 3%	235 2%	209 2%	509 5%	732 7%	769 8%	96 1%	1165 11%
3	428 4%	272 3%	231 2%	536 5%	725 7%	689 7%	114 1%	812 8%
4	620 6%	403 4%	382 4%	731 7%	830 8%	819 8%	272 3%	758 7%
5	1608 16%	1281 13%	1103 11%	1792 18%	1833 18%	1864 18%	1044 10%	1480 14%
6	1234 12%	1098 11%	816 8%	1274 12%	1083 11%	882 9%	767 7%	656 6%
7	1681 16%	1794 18%	1338 13%	1507 15%	1126 11%	976 10%	1352 13%	547 5%
8	1736 17%	2062 20%	1926 19%	1418 14%	1055 10%	897 9%	2090 20%	412 4%
9	850 8%	1213 12%	1453 14%	717 7%	454 4%	497 5%	1707 17%	165 2%
10 - very important indeed	1113 11%	1227 12%	2186 21%	821 8%	506 5%	777 8%	2487 24%	277 3%
Mean	6.30	6.67	7.12	5.76	4.75	4.72	7.61	3.09
Standard Error	0.03	0.03	0.03	0.03	0.03	0.03	0.02	0.03
Standard Deviation	2.56	2.55	2.65	2.69	2.91	3.07	2.29	2.83

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 187

Q39. The coalition government has already announced that the next general election will be held on Thursday May 7th 2015. Taking everything into account, including the performance of the coalition, the fact that coalition parties will be standing separately, the other parties, your own local MP and the other party candidates in your local area, what do you think you are most likely to end up doing at the next election?

Base : All respondents

	Gender		Age						SEG				Region												
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West		
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007	
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977	
Voting Conservative	2872	1713	1159	85	273	396	491	811	818	1377	911	278	305	139	101	309	250	258	241	119	259	286	587	324	
	28%	33%	23%	16%	19%	21%	24%	33%	44%	38%	26%	21%	17%	16%	21%	24%	26%	30%	30%	24%	36%	27%	35%	33%	
Voting Labour	2831	1482	1349	168	440	574	600	658	391	870	1019	376	566	225	198	439	316	266	221	146	139	329	334	219	
	28%	28%	27%	32%	30%	30%	29%	27%	21%	24%	29%	29%	31%	26%	40%	34%	32%	31%	27%	29%	19%	40%	32%	20%	22%
Voting Liberal Democrat	902	467	435	61	132	148	143	240	178	386	318	79	119	52	41	121	70	68	69	39	59	85	185	112	
	9%	9%	9%	12%	9%	8%	7%	10%	10%	11%	9%	6%	7%	6%	8%	9%	7%	8%	9%	8%	8%	8%	11%	11%	
Voting SNP	193	112	81	4	19	34	46	45	44	57	66	32	39	193	-	-	-	-	-	-	-	-	-	-	
	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	22%	-	-	-	-	-	-	-	-	-	-	
Voting Plaid Cymru	47	33	14	1	6	8	8	16	9	15	18	7	7	-	-	-	-	-	-	47	-	-	-	-	
	*	1%	*	*	*	*	*	1%	*	*	1%	1%	*	-	-	-	-	-	-	9%	-	-	-	-	
Voting for another party	810	416	395	41	114	162	216	183	94	210	279	134	187	54	44	109	97	56	57	20	79	83	148	65	
	8%	8%	8%	8%	8%	8%	10%	8%	5%	6%	8%	10%	10%	6%	9%	8%	10%	6%	7%	4%	11%	8%	9%	7%	
Probably not voting	725	314	411	67	159	194	150	101	55	141	229	124	232	52	38	98	85	58	61	50	39	63	125	56	
	7%	6%	8%	13%	11%	10%	7%	4%	3%	4%	7%	10%	13%	6%	8%	7%	9%	7%	8%	10%	5%	6%	7%	6%	
Don't know	1858	667	1191	94	301	411	413	378	261	575	652	265	366	146	70	234	155	161	158	80	147	197	308	202	
	18%	13%	24%	18%	21%	21%	20%	16%	14%	16%	19%	20%	20%	17%	14%	18%	16%	19%	20%	16%	20%	19%	18%	21%	

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 187

Q39. The coalition government has already announced that the next general election will be held on Thursday May 7th 2015. Taking everything into account, including the performance of the coalition, the fact that coalition parties will be standing separately, the other parties, your own local MP and the other party candidates in your local area, what do you think you are most likely to end up doing at the next election?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Voting Conservative	2872 28%	2403 75%	68 3%	156 7%	2019 77%	276 8%	184 12%	1940 75%	320 9%	171 13%	1826 74%	394 11%	145 14%	1936 70%	144 6%	147 14%	974 20%	1795 38%	31 40%
Voting Labour	2831 28%	100 3%	1919 80%	436 21%	55 2%	2116 63%	251 16%	54 2%	2028 60%	206 15%	63 3%	1983 55%	138 14%	132 5%	1600 64%	191 18%	1709 34%	1017 21%	17 21%
Voting Liberal Democrat	902 9%	56 2%	27 1%	714 34%	59 2%	141 4%	553 36%	80 3%	156 5%	493 37%	89 4%	199 6%	380 38%	118 4%	115 5%	357 34%	305 6%	551 12%	17 22%
Voting SNP	193 2%	4 *	12 *	14 1%	2 *	28 1%	14 1%	7 *	36 1%	15 1%	8 *	37 1%	13 1%	16 1%	35 1%	12 1%	104 2%	81 2%	- -
Voting Plaid Cymru	47 *	1 *	4 *	6 *	4 *	9 *	6 *	6 *	11 *	5 *	6 *	15 *	4 *	5 *	14 1%	4 *	30 1%	16 *	1 1%
Voting for another party	810 8%	111 3%	45 2%	170 8%	132 5%	154 5%	131 8%	138 5%	187 6%	101 8%	136 5%	250 7%	83 8%	176 6%	166 7%	88 8%	466 9%	303 6%	3 4%
Probably not voting	725 7%	48 1%	37 2%	62 3%	39 2%	90 3%	42 3%	34 1%	97 3%	35 3%	34 1%	122 3%	24 2%	41 1%	73 3%	28 3%	484 10%	181 4%	3 4%
Don't know	1858 18%	480 15%	301 12%	546 26%	317 12%	531 16%	368 24%	313 12%	541 16%	308 23%	320 13%	591 16%	221 22%	351 13%	348 14%	224 21%	894 18%	816 17%	7 8%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 187

Q39. The coalition government has already announced that the next general election will be held on Thursday May 7th 2015. Taking everything into account, including the performance of the coalition, the fact that coalition parties will be standing separately, the other parties, your own local MP and the other party candidates in your local area, what do you think you are most likely to end up doing at the next election?

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Voting Conservative	2872 28%	25 25%	59 15%	300 24%	871 42%	33 5%	161 35%	11 10%	10 7%	570 55%	466 39%	62 6%	93 15%	75 45%	12 13%	95 14%	28 13%	290 25%	2581 28%	342 20%	1111 29%
Voting Labour	2831 28%	28 28%	113 29%	347 27%	353 17%	402 61%	97 21%	43 39%	51 37%	100 10%	233 19%	546 53%	218 35%	25 15%	23 24%	205 30%	46 22%	335 29%	2496 27%	569 34%	1010 26%
Voting Liberal Democrat	902 9%	13 13%	35 9%	76 6%	128 6%	30 5%	40 9%	3 2%	8 6%	93 9%	143 12%	125 12%	116 19%	18 11%	6 7%	59 9%	8 4%	83 7%	819 9%	160 10%	339 9%
Voting SNP	193 2%	1 1%	7 2%	18 1%	24 1%	3 *	6 1%	32 28%	1 1%	7 1%	12 1%	11 1%	10 2%	1 1%	30 33%	22 3%	8 4%	17 1%	176 2%	40 2%	64 2%
Voting Plaid Cymru	47 *	- -	2 *	4 *	9 *	3 *	2 *	- -	- -	1 *	6 *	8 1%	4 1%	2 1%	- -	8 1%	- -	6 *	42 *	14 1%	14 *
Voting for another party	810 8%	6 6%	41 11%	103 8%	168 8%	40 6%	43 9%	- -	14 10%	73 7%	66 6%	95 9%	53 9%	11 7%	8 9%	68 10%	20 9%	93 8%	717 8%	128 8%	330 9%
Probably not voting	725 7%	7 7%	51 13%	179 14%	121 6%	58 9%	32 7%	4 4%	28 20%	27 3%	51 4%	34 3%	25 4%	4 2%	1 1%	70 10%	32 15%	104 9%	621 7%	96 6%	298 8%
Don't know	1858 18%	19 19%	81 21%	247 19%	394 19%	88 13%	82 18%	19 17%	25 18%	164 16%	219 18%	148 14%	105 17%	29 18%	12 13%	161 23%	66 32%	219 19%	1639 18%	326 19%	697 18%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 187

Q39. The coalition government has already announced that the next general election will be held on Thursday May 7th 2015. Taking everything into account, including the performance of the coalition, the fact that coalition parties will be standing separately, the other parties, your own local MP and the other party candidates in your local area, what do you think you are most likely to end up doing at the next election?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Voting Conservative	2872 28%	11 *	8 1%	22 3%	24 4%	90 8%	173 19%	371 36%	634 57%	832 71%	707 83%	34 9%
Voting Labour	2831 28%	1277 58%	330 52%	276 43%	245 39%	266 24%	192 21%	126 12%	62 6%	40 3%	18 2%	88 23%
Voting Liberal Democrat	902 9%	76 3%	31 5%	59 9%	80 13%	133 12%	108 12%	142 14%	144 13%	89 8%	41 5%	30 8%
Voting SNP	193 2%	72 3%	13 2%	17 3%	15 2%	24 2%	13 1%	12 1%	15 1%	10 1%	1 *	2 1%
Voting Plaid Cymru	47 *	18 1%	3 *	2 *	3 *	4 *	2 *	6 1%	7 1%	2 *	1 *	1 *
Voting for another party	810 8%	275 13%	77 12%	65 10%	71 11%	108 10%	76 8%	63 6%	45 4%	23 2%	9 1%	85 22%
Probably not voting	725 7%	218 10%	59 9%	67 11%	55 9%	137 13%	71 8%	56 5%	34 3%	15 1%	14 2%	24 6%
Don't know	1858 18%	236 11%	109 17%	129 20%	136 22%	329 30%	274 30%	242 24%	177 16%	162 14%	64 8%	117 31%

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Table 188

Q40. Are you very certain or almost certain to vote Conservative or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote Conservative at the next election

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	
Unweighted Base	2989	1785	1204	87	281	410	511	846	854	1436	947	289	317	144	105	321	262	266	251	124	270	297	611	338
Weighted Base	2872	1713	1159	85	273	396	491	811	818	1377	911	278	305	139	101	309	250	258	241	119	259	286	587	324
Almost certain to vote {EQ39txt}	2339	1393	946	52	187	303	398	683	716	1149	717	226	247	118	76	260	188	201	194	95	220	227	489	271
	81%	81%	82%	62%	68%	77%	81%	84%	88%	83%	79%	81%	81%	85%	75%	84%	75%	78%	81%	80%	85%	79%	83%	84%
A good chance I will change my mind	348	218	130	28	61	60	54	79	66	146	134	35	33	13	15	35	40	35	32	15	30	39	62	32
	12%	13%	11%	34%	22%	15%	11%	10%	8%	11%	15%	13%	11%	9%	15%	11%	16%	14%	13%	12%	11%	14%	11%	10%
Don't know	185	102	83	4	25	32	38	49	36	82	61	17	24	8	11	14	22	21	14	8	9	20	36	21
	6%	6%	7%	5%	9%	8%	8%	6%	4%	6%	7%	6%	8%	5%	10%	5%	9%	8%	6%	7%	3%	7%	6%	7%

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Table 188

Q40. Are you very certain or almost certain to vote Conservative or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote Conservative at the next election

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	2989	2506	53	179	2106	280	197	2025	328	182	1906	407	153	2021	145	156	1010	1873	32
Weighted Base	2872	2403	68	156	2019	276	184	1940	320	171	1826	394	145	1936	144	147	974	1795	31
Almost certain to vote {EQ39txt}	2339	2062	28	88	1807	160	115	1754	184	114	1650	240	103	1724	72	102	771	1497	23
	81%	86%	42%	56%	90%	58%	63%	90%	57%	67%	90%	61%	71%	89%	50%	69%	79%	83%	74%
A good chance I will change my mind	348	205	32	57	117	89	52	97	111	41	98	123	27	127	55	30	132	203	6
	12%	9%	47%	36%	6%	32%	28%	5%	35%	24%	5%	31%	19%	7%	38%	20%	14%	11%	19%
Don't know	185	136	8	11	94	26	17	89	25	16	79	31	15	85	17	16	72	96	2
	6%	6%	11%	7%	5%	10%	9%	5%	8%	9%	4%	8%	10%	4%	12%	11%	7%	5%	7%

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Table 188

Q40. Are you very certain or almost certain to vote Conservative or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote Conservative at the next election

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	2989	26	60	312	908	34	167	12	10	595	486	65	96	78	12	99	29	302	2687	355	1154
Weighted Base	2872	25	59	300	871	33	161	11	10	570	466	62	93	75	12	95	28	290	2581	342	1111
Almost certain to vote {£Q39txt}	2339 81%	20	42	225	735	23	124	10	9	498	372	42	69	62	8	78	22	242	2097	257	886
		81%	72%	75%	84%	70%	77%	84%	90%	87%	80%	68%	74%	82%	68%	82%	79%	83%	81%	75%	80%
A good chance I will change my mind	348 12%	3	13	50	83	7	25	2	-	45	62	11	18	11	2	11	5	37	311	60	151
		11%	22%	17%	10%	22%	15%	16%	-	8%	13%	18%	20%	15%	16%	12%	17%	13%	12%	18%	14%
Don't know	185 6%	2	4	25	53	3	12	-	1	27	33	8	6	2	2	6	1	11	173	25	74
		8%	7%	8%	6%	9%	8%	-	10%	5%	7%	13%	6%	3%	16%	6%	4%	4%	7%	7%	7%

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Table 188

Q40. Are you very certain or almost certain to vote Conservative or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote Conservative at the next election

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	2989	11	8	22	25	93	180	386	660	867	737	35
Weighted Base	2872	11	8	22	24	90	173	371	634	832	707	34
Almost certain to vote {EQ39txt}	2339 81%	7 61%	3 33%	14 66%	17 73%	61 67%	118 68%	263 71%	489 77%	721 87%	647 92%	14 43%
A good chance I will change my mind	348 12%	4 39%	3 31%	6 29%	5 19%	21 23%	39 23%	72 19%	98 15%	70 8%	30 4%	17 51%
Don't know	185 6%	- -	3 36%	1 4%	2 8%	9 10%	15 9%	36 10%	47 7%	42 5%	30 4%	2 6%

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ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 189

Q40. Are you very certain or almost certain to vote Labour or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote Labour at the next election

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	
Unweighted Base	2485	1306	1179	156	395	505	526	568	335	765	895	329	496	191	171	381	274	231	190	126	122	285	309	205
Weighted Base	2831	1482	1349	168	440	574	600	658	391	870	1019	376	566	225	198	439	316	266	221	146	139	329	334	219
Almost certain to vote {EQ39txt}	2367	1249	1118	131	334	481	510	577	334	733	831	319	485	184	168	379	260	228	197	129	121	264	266	172
	84%	84%	83%	78%	76%	84%	85%	88%	85%	84%	81%	85%	86%	82%	85%	86%	82%	86%	89%	88%	87%	80%	80%	79%
A good chance I will change my mind	280	143	137	26	70	51	53	51	29	85	120	29	46	30	19	29	29	22	11	10	14	43	41	31
	10%	10%	10%	15%	16%	9%	9%	8%	7%	10%	12%	8%	8%	14%	10%	7%	9%	8%	5%	7%	10%	13%	12%	14%
Don't know	184	90	94	11	36	42	36	30	28	52	69	28	35	10	11	31	27	17	12	7	4	23	27	16
	6%	6%	7%	7%	8%	7%	6%	5%	7%	6%	7%	7%	6%	5%	5%	7%	9%	6%	5%	5%	3%	7%	8%	7%

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Table 189

Q40. Are you very certain or almost certain to vote Labour or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote Labour at the next election

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	2485	104	1498	501	53	1801	254	52	1736	203	59	1702	134	120	1354	184	1483	910	15
Weighted Base	2831	100	1919	436	55	2116	251	54	2028	206	63	1983	138	132	1600	191	1709	1017	17
Almost certain to vote {£Q39txt}	2367	63	1704	323	29	1845	187	25	1785	145	31	1733	105	77	1429	150	1473	811	11
	84%	63%	89%	74%	53%	87%	74%	47%	88%	70%	50%	87%	76%	58%	89%	78%	86%	80%	65%
A good chance I will change my mind	280	28	119	71	17	163	42	20	140	40	19	154	20	34	99	27	133	135	5
	10%	28%	6%	16%	32%	8%	17%	36%	7%	19%	30%	8%	15%	26%	6%	14%	8%	13%	29%
Don't know	184	9	96	42	8	108	22	9	104	21	13	96	12	21	72	14	103	71	1
	6%	9%	5%	10%	15%	5%	9%	17%	5%	10%	20%	5%	9%	16%	5%	7%	6%	7%	6%

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Table 189

Q40. Are you very certain or almost certain to vote Labour or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote Labour at the next election

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	2485	25	100	308	305	341	88	36	47	89	206	483	198	22	19	178	40	290	2195	496	896
Weighted Base	2831	28	113	347	353	402	97	43	51	100	233	546	218	25	23	205	46	335	2496	569	1010
Almost certain to vote {EQ39txt}	2367 84%	22 80%	94 83%	292 84%	297 84%	369 92%	70 72%	42 96%	43 84%	75 75%	183 79%	473 87%	168 77%	17 68%	22 96%	165 80%	36 80%	289 86%	2078 83%	477 84%	828 82%
A good chance I will change my mind	280 10%	5 17%	15 13%	30 9%	26 7%	17 4%	19 19%	2 4%	4 8%	17 17%	37 16%	45 8%	29 13%	7 27%	- -	24 12%	5 11%	26 8%	254 10%	49 9%	127 13%
Don't know	184 6%	1 4%	4 4%	25 7%	30 9%	16 4%	9 9%	- -	4 8%	9 9%	13 6%	28 5%	21 10%	1 5%	1 4%	16 8%	4 9%	20 6%	164 7%	43 7%	55 5%

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Table 189

Q40. Are you very certain or almost certain to vote Labour or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote Labour at the next election

	Q30. Please indicate how positively or negatively you feel towards David Cameron										Voted Cons in 2010, but not currently planning to	
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes
Unweighted Base	2485	1109	291	244	216	237	171	111	56	34	16	92
Weighted Base	2831	1277	330	276	245	266	192	126	62	40	18	88
Almost certain to vote {EQ39txt}	2367	1161	283	232	185	204	137	85	37	27	15	58
	84%	91%	86%	84%	76%	77%	71%	67%	61%	68%	84%	65%
A good chance I will change my mind	280	70	23	25	42	32	34	28	14	9	2	24
	10%	5%	7%	9%	17%	12%	18%	22%	23%	24%	11%	27%
Don't know	184	47	23	18	18	30	20	13	10	3	1	7
	6%	4%	7%	7%	7%	11%	11%	10%	16%	8%	5%	8%

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Table 190

Q40. Are you very certain or almost certain to vote Liberal Democrat or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote liberal Democrat at the next election

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	1007	523	484	65	146	165	160	269	202	433	354	88	132	59	45	133	78	77	76	44	66	95	209	125
Weighted Base	902	467	435	61	132	148	143	240	178	386	318	79	119	52	41	121	70	68	69	39	59	85	185	112
Almost certain to vote {EQ39txt}	594	312	282	36	72	89	98	170	129	262	202	49	81	32	29	70	44	44	46	34	40	49	129	75
	66%	67%	65%	59%	54%	60%	69%	71%	73%	68%	64%	62%	68%	62%	71%	58%	63%	65%	67%	87%	67%	58%	70%	67%
A good chance I will change my mind	224	120	104	18	47	44	32	47	36	98	81	20	25	15	7	37	21	16	15	4	13	27	37	30
	25%	26%	24%	30%	35%	30%	22%	19%	20%	25%	25%	26%	21%	29%	18%	30%	30%	24%	22%	11%	23%	32%	20%	27%
Don't know	84	35	49	7	14	15	13	23	12	27	35	10	12	4	4	14	5	8	7	1	6	8	19	7
	9%	7%	11%	11%	10%	10%	9%	10%	7%	7%	11%	12%	10%	9%	11%	11%	7%	12%	11%	2%	10%	10%	10%	6%

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Table 190

Q40. Are you very certain or almost certain to vote Liberal Democrat or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote liberal Democrat at the next election

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	1007	58	21	821	65	153	627	90	170	557	100	220	430	132	127	403	338	618	19
Weighted Base	902	56	27	714	59	141	553	80	156	493	89	199	380	118	115	357	305	551	17
Almost certain to vote {£Q39txt}	594	21	9	508	29	71	419	41	79	384	51	106	318	63	69	287	191	372	11
	66%	38%	33%	71%	49%	51%	76%	52%	51%	78%	57%	53%	84%	54%	60%	80%	63%	68%	64%
A good chance I will change my mind	224	26	14	150	21	57	93	27	60	75	25	76	38	37	40	47	81	134	4
	25%	47%	52%	21%	35%	40%	17%	34%	38%	15%	28%	38%	10%	32%	35%	13%	27%	24%	25%
Don't know	84	9	4	56	9	13	41	12	17	35	13	17	24	17	5	24	33	45	2
	9%	16%	14%	8%	15%	9%	7%	15%	11%	7%	14%	9%	6%	15%	5%	7%	11%	8%	11%

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Table 190

Q40. Are you very certain or almost certain to vote Liberal Democrat or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote liberal Democrat at the next election

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	1007	14	39	82	143	33	43	3	9	105	160	143	131	20	7	66	9	93	914	179	378
Weighted Base	902	13	35	76	128	30	40	3	8	93	143	125	116	18	6	59	8	83	819	160	339
Almost certain to vote {EQ39txt}	594 66%	11 86%	20 59%	46 60%	82 64%	21 69%	28 71%	2 63%	4 52%	65 70%	88 61%	87 70%	77 67%	12 66%	5 84%	39 65%	6 78%	63 76%	531 65%	101 64%	216 64%
A good chance I will change my mind	224 25%	2 14%	13 37%	21 28%	32 25%	7 24%	6 16%	1 37%	2 26%	21 22%	44 31%	28 23%	27 23%	4 24%	1 16%	14 23%	-	12 14%	212 26%	43 27%	93 27%
Don't know	84 9%	-	2 5%	9 12%	14 11%	2 7%	5 12%	-	2 22%	7 8%	11 8%	10 8%	11 10%	2 10%	-	7 12%	2 22%	8 10%	76 9%	15 10%	30 9%

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Table 190

Q40. Are you very certain or almost certain to vote Liberal Democrat or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote liberal Democrat at the next election

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	1007	85	35	66	89	149	121	158	159	99	46	31
Weighted Base	902	76	31	59	80	133	108	142	144	89	41	30
Almost certain to vote {EQ39txt}	594 66%	54 71%	24 77%	33 57%	57 72%	93 70%	76 70%	84 59%	86 60%	58 66%	29 71%	12 39%
A good chance I will change my mind	224 25%	19 25%	5 17%	20 34%	16 21%	19 14%	24 22%	43 30%	45 31%	24 27%	9 22%	12 39%
Don't know	84 9%	3 4%	2 6%	5 9%	6 8%	22 16%	8 7%	15 11%	13 9%	7 8%	3 7%	7 23%

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Table 191

Q40. Are you very certain or almost certain to vote SNP or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote SNP at the next election

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	
Unweighted Base	205	119	86	4	21	35	49	49	47	61	69	34	41	205	-	-	-	-	-	-	-	-	-	-
Weighted Base	193	112	81	4	19	34	46	45	44	57	66	32	39	193	-	-	-	-	-	-	-	-	-	-
Almost certain to vote {EQ39txt}	155	88	67	4	13	26	36	35	40	44	48	28	35	155	-	-	-	-	-	-	-	-	-	-
	80%	79%	82%	100%	67%	79%	78%	78%	90%	78%	73%	87%	90%	80%	-	-	-	-	-	-	-	-	-	-
A good chance I will change my mind	29	19	10	-	5	6	8	6	4	10	14	3	2	29	-	-	-	-	-	-	-	-	-	-
	15%	17%	12%	-	23%	19%	18%	14%	8%	17%	21%	10%	6%	15%	-	-	-	-	-	-	-	-	-	-
Don't know	9	5	5	-	2	1	2	4	1	3	4	1	2	9	-	-	-	-	-	-	-	-	-	-
	5%	4%	6%	-	10%	3%	4%	8%	2%	5%	6%	3%	5%	5%	-	-	-	-	-	-	-	-	-	-

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Table 191

Q40. Are you very certain or almost certain to vote SNP or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote SNP at the next election

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	205	4	9	16	2	28	16	7	37	16	9	39	14	17	37	13	110	86	-
Weighted Base	193	4	12	14	2	28	14	7	36	15	8	37	13	16	35	12	104	81	-
Almost certain to vote {£Q39txt}	155	1	6	4	1	18	7	5	21	8	7	22	7	10	25	7	88	61	-
	80%	25%	56%	31%	50%	63%	50%	72%	59%	57%	78%	59%	57%	65%	70%	61%	85%	75%	-
A good chance I will change my mind	29	3	5	9	1	8	6	1	11	6	1	12	5	3	9	4	12	16	-
	15%	75%	44%	62%	50%	30%	44%	14%	31%	43%	11%	31%	36%	18%	25%	31%	12%	20%	-
Don't know	9	-	-	1	-	2	1	1	4	-	1	4	1	3	2	1	4	5	-
	5%	-	-	6%	-	7%	6%	14%	10%	-	11%	10%	7%	17%	5%	8%	4%	6%	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 191

Q40. Are you very certain or almost certain to vote SNP or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote SNP at the next election

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	205	1	7	19	26	3	6	34	1	8	13	12	10	1	32	23	9	18	187	43	67
Weighted Base	193	1	7	18	24	3	6	32	1	7	12	11	10	1	30	22	8	17	176	40	64
Almost certain to vote {£Q39txt}	155 80%	1 100%	5 72%	15 82%	20 85%	1 34%	5 78%	28 87%	- -	5 63%	8 64%	6 50%	10 100%	1 100%	27 88%	17 77%	8 100%	13 78%	142 80%	28 69%	50 78%
A good chance I will change my mind	29 15%	- -	1 14%	2 12%	3 11%	2 66%	1 22%	3 10%	1 100%	3 37%	4 29%	4 33%	- -	- -	3 9%	3 14%	- -	2 11%	27 15%	9 21%	13 20%
Don't know	9 5%	- -	1 14%	1 5%	1 4%	- -	- -	1 3%	- -	- -	1 7%	2 17%	- -	- -	1 3%	2 9%	- -	2 11%	7 4%	4 9%	1 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 191

Q40. Are you very certain or almost certain to vote SNP or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote SNP at the next election

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	205	77	14	18	16	25	14	13	16	11	1	2
Weighted Base	193	72	13	17	15	24	13	12	15	10	1	2
Almost certain to vote {EQ39txt}	155 80%	60 83%	12 92%	16 89%	11 74%	18 75%	11 86%	8 69%	11 74%	7 64%	1 100%	1 50%
A good chance I will change my mind	29 15%	10 15%	- -	- -	2 14%	4 17%	2 14%	3 23%	4 26%	4 36%	- -	1 50%
Don't know	9 5%	2 3%	1 8%	2 11%	2 12%	2 8%	- -	1 8%	- -	- -	- -	- -

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 192

Q40. Are you very certain or almost certain to vote Plaid Cymru or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote Plaid Cymru at the next election

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	
Unweighted Base	50	35	15	1	6	8	8	17	10	15	19	8	8	-	-	-	-	-	-	50	-	-	-	-
Weighted Base	47	33	14	1	6	8	8	16	9	15	18	7	7	-	-	-	-	-	-	47	-	-	-	-
Almost certain to vote {EQ39txt}	28	21	7	1	4	4	7	7	6	9	10	4	5	-	-	-	-	-	-	28	-	-	-	-
	59%	64%	48%	100%	65%	47%	87%	46%	60%	65%	57%	49%	62%	-	-	-	-	-	-	59%	-	-	-	-
A good chance I will change my mind	16	9	7	-	1	3	1	8	4	4	6	4	3	-	-	-	-	-	-	16	-	-	-	-
	34%	26%	52%	-	17%	36%	13%	48%	40%	27%	32%	51%	37%	-	-	-	-	-	-	34%	-	-	-	-
Don't know	3	3	-	-	1	1	-	1	-	1	2	-	-	-	-	-	-	-	-	3	-	-	-	-
	7%	10%	-	-	18%	16%	-	6%	-	9%	11%	-	-	-	-	-	-	-	7%	-	-	-	-	

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 192

Q40. Are you very certain or almost certain to vote Plaid Cymru or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote Plaid Cymru at the next election

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	50	1	3	7	4	9	7	6	11	6	6	15	5	5	14	5	32	17	1
Weighted Base	47	1	4	6	4	9	6	6	11	5	6	15	4	5	14	4	30	16	1
Almost certain to vote {£Q39txt}	28	-	1	2	2	3	1	4	4	1	4	5	-	3	6	1	18	9	1
	59%	-	33%	29%	51%	30%	15%	66%	36%	17%	66%	33%	-	59%	42%	21%	59%	58%	100%
A good chance I will change my mind	16	1	1	3	2	5	5	2	6	4	2	9	4	2	7	3	9	7	-
	34%	100%	33%	57%	49%	56%	72%	34%	53%	67%	34%	58%	81%	41%	49%	59%	31%	42%	-
Don't know	3	-	1	1	-	1	1	-	1	1	-	1	1	-	1	1	3	-	-
	7%	-	33%	14%	-	14%	14%	-	11%	16%	-	9%	19%	-	9%	20%	10%	-	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 192

Q40. Are you very certain or almost certain to vote Plaid Cymru or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote Plaid Cymru at the next election

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	50	-	2	4	10	3	2	-	-	1	6	8	4	2	-	8	-	6	44	15	15
Weighted Base	47	-	2	4	9	3	2	-	-	1	6	8	4	2	-	8	-	6	42	14	14
Almost certain to vote {£Q39txt}	28 59%	-	1	3	5	1	1	-	-	1	5	5	2	1	-	4	-	4	24	10	7
		-	50%	73%	60%	32%	50%	-	-	100%	83%	62%	52%	50%	-	47%	-	66%	58%	71%	48%
A good chance I will change my mind	16 34%	-	1	-	4	2	1	-	-	-	1	3	1	1	-	3	-	2	14	1	7
		-	50%	-	40%	68%	50%	-	-	-	17%	38%	24%	50%	-	37%	-	34%	34%	7%	52%
Don't know	3 7%	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	3	3	-
		-	-	27%	-	-	-	-	-	-	-	-	24%	-	-	16%	-	-	8%	22%	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 192

Q40. Are you very certain or almost certain to vote Plaid Cymru or is there a good chance that you will change your mind between now and the next election and end up voting differently?

Base : All likely to vote Plaid Cymru at the next election

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to	
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	50	19	3	2	3	4	2	7	7	2	1	1	1
Weighted Base	47	18	3	2	3	4	2	6	7	2	1	1	1
Almost certain to vote {EQ39txt}	28 59%	11 60%	3 100%	2 100%	1 42%	2 50%	2 100%	3 43%	3 42%	2 100%	-	-	-
A good chance I will change my mind	16 34%	5 28%	-	-	2 58%	2 50%	-	4 57%	3 42%	-	1 100%	1 100%	1 100%
Don't know	3 7%	2 12%	-	-	-	-	-	-	1 15%	-	-	-	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 193

Q41a. Are you a member of a Trade Union?**Base : All respondents**

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Yes	1453	776	677	33	164	304	375	417	160	534	595	201	123	131	94	228	148	128	102	80	98	141	188	114
	14%	15%	13%	6%	11%	16%	18%	17%	9%	15%	17%	16%	7%	15%	19%	17%	15%	15%	13%	16%	14%	13%	11%	12%
No	8711	4407	4304	470	1251	1613	1681	2011	1686	3080	2873	1086	1671	725	395	1078	818	726	698	420	620	887	1488	857
	85%	85%	85%	90%	87%	84%	81%	83%	91%	85%	82%	84%	92%	84%	80%	82%	84%	84%	87%	84%	86%	85%	88%	88%
Don't know	74	20	55	17	29	10	11	3	4	17	23	8	27	5	3	3	6	12	6	2	4	16	10	7
	1%	*	1%	3%	2%	1%	1%	*	*	*	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	2%	1%	1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 193

Q41a. Are you a member of a Trade Union?**Base : All respondents**

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Yes	1453 14%	318 10%	515 21%	325 15%	271 10%	658 20%	253 16%	262 10%	687 20%	208 16%	245 10%	715 20%	173 17%	272 10%	579 23%	176 17%	747 15%	644 14%	16 20%
No	8711 85%	2875 90%	1881 78%	1769 84%	2351 90%	2669 80%	1292 83%	2305 90%	2674 79%	1122 84%	2231 90%	2857 80%	832 83%	2496 90%	1908 76%	871 83%	4186 84%	4094 86%	60 75%
Don't know	74 1%	10 *	17 1%	10 *	5 *	18 1%	5 *	5 *	15 *	5 *	7 *	17 *	3 *	6 *	9 *	5 *	33 1%	23 *	4 4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 193

Q41a. Are you a member of a Trade Union?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Yes	1453 14%	12	42	122	255	122	73	21	22	103	151	249	107	26	22	98	30	151	1302	720	376
		12%	11%	10%	12%	19%	16%	19%	16%	10%	13%	24%	17%	16%	24%	14%	14%	13%	14%	43%	10%
No	8711 85%	86	339	1140	1809	530	389	91	111	930	1041	775	513	140	71	584	164	977	7734	945	3453
		86%	87%	89%	87%	81%	84%	81%	81%	90%	87%	75%	82%	84%	76%	85%	79%	85%	85%	56%	89%
Don't know	74 1%	2	7	12	5	5	1	-	3	3	6	6	3	-	-	7	14	18	56	11	34
		2%	2%	1%	*	1%	*	-	2%	*	1%	1%	1%	-	-	1%	7%	2%	1%	1%	1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 193

Q41a. Are you a member of a Trade Union?**Base : All respondents**

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Yes	1453 14%	429 20%	103 16%	108 17%	101 16%	140 13%	116 13%	141 14%	133 12%	108 9%	74 9%	49 13%
No	8711 85%	1739 80%	521 83%	522 82%	525 83%	937 86%	783 86%	867 85%	978 88%	1064 91%	774 91%	329 86%
Don't know	74 1%	16 1%	5 1%	5 1%	3 *	14 1%	9 1%	10 1%	6 1%	1 *	5 1%	3 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 194

Q41b. Have you ever been a member of a Trade Union?**Base : All not currently a member of a trade union**

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	8823	4460	4363	486	1276	1614	1698	2030	1719	3153	2906	1088	1676	724	390	1065	820	733	701	422	635	900	1545	888
Weighted Base	8785	4427	4358	487	1280	1622	1692	2014	1690	3097	2896	1094	1698	730	397	1082	824	738	704	422	624	903	1498	864
Yes	3351	2043	1308	17	139	393	761	1171	869	1324	1023	401	603	299	182	489	335	271	280	202	241	232	510	309
	38%	46%	30%	3%	11%	24%	45%	58%	51%	43%	35%	37%	35%	41%	46%	45%	41%	37%	40%	48%	39%	26%	34%	36%
No	5346	2359	2986	455	1106	1212	919	835	819	1757	1849	678	1061	427	209	583	475	458	415	217	380	658	974	549
	61%	53%	69%	93%	86%	75%	54%	41%	48%	57%	64%	62%	63%	59%	53%	54%	58%	62%	59%	52%	61%	73%	65%	64%
Don't know	89	25	65	16	35	17	12	8	2	16	24	15	34	4	7	10	14	9	9	2	3	13	14	5
	1%	1%	1%	3%	3%	1%	1%	*	*	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	*	*	1%	1%	1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 194

Q41b. Have you ever been a member of a Trade Union?**Base : All not currently a member of a trade union**

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	8823	3008	1481	2045	2461	2448	1424	2417	2485	1227	2339	2707	909	2606	1753	941	4150	4217	65
Weighted Base	8785	2884	1898	1778	2356	2687	1296	2310	2689	1127	2238	2875	835	2502	1917	876	4219	4117	63
Yes	3351	1040	869	766	881	1248	591	878	1310	538	864	1476	409	1031	1107	446	1637	1572	11
	38%	36%	46%	43%	37%	46%	46%	38%	49%	48%	39%	51%	49%	41%	58%	51%	39%	38%	17%
No	5346	1830	1010	999	1467	1414	695	1425	1359	579	1364	1374	423	1459	797	422	2538	2518	49
	61%	63%	53%	56%	62%	53%	54%	62%	51%	51%	61%	48%	51%	58%	42%	48%	60%	61%	78%
Don't know	89	14	19	13	8	25	10	8	20	10	11	24	3	12	12	7	44	28	4
	1%	*	1%	1%	*	1%	1%	*	1%	1%	*	1%	*	*	1%	1%	1%	1%	6%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 194

Q41b. Have you ever been a member of a Trade Union?**Base : All not currently a member of a trade union**

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	8823	90	344	1143	1845	493	398	88	113	969	1071	766	528	143	70	585	177	989	7834	956	3507
Weighted Base	8785	88	346	1152	1814	535	389	91	114	933	1047	781	517	140	71	591	177	995	7790	955	3487
Yes	3351 38%	26 29%	80 23%	325 28%	723 40%	204 38%	164 42%	41 45%	32 28%	386 41%	393 38%	392 50%	241 47%	42 30%	34 48%	223 38%	47 27%	334 34%	3017 39%	346 36%	1044 30%
No	5346 61%	60 68%	261 75%	813 71%	1077 59%	322 60%	225 58%	50 55%	78 68%	542 58%	649 62%	382 49%	272 53%	98 70%	37 52%	361 61%	118 66%	648 65%	4697 60%	596 62%	2408 69%
Don't know	89 1%	2 2%	5 2%	15 1%	14 1%	9 2%	1 *	- -	4 4%	4 *	5 *	8 1%	3 1%	- -	- -	7 1%	13 7%	13 1%	76 1%	13 1%	35 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 194

Q41b. Have you ever been a member of a Trade Union?

Base : All not currently a member of a trade union

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	8823	1656	505	521	521	955	810	905	1026	1109	815	346
Weighted Base	8785	1755	526	528	528	951	792	877	985	1065	779	332
Yes	3351 38%	754 43%	206 39%	212 40%	181 34%	339 36%	273 34%	310 35%	381 39%	417 39%	278 36%	95 29%
No	5346 61%	981 56%	313 59%	312 59%	342 65%	595 63%	510 64%	557 63%	597 61%	642 60%	497 64%	232 70%
Don't know	89 1%	19 1%	7 1%	4 1%	5 1%	17 2%	10 1%	11 1%	7 1%	6 1%	4 1%	5 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 195

Q42. Do you have private health insurance?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Yes	1717	999	718	59	236	336	319	426	342	923	555	139	100	110	52	193	158	116	113	56	125	254	397	143
	17%	19%	14%	11%	16%	17%	15%	18%	18%	25%	16%	11%	5%	13%	11%	15%	16%	13%	14%	11%	17%	24%	24%	15%
No	8463	4186	4277	448	1189	1577	1744	2002	1502	2696	2917	1148	1701	745	436	1111	803	743	689	445	594	783	1281	833
	83%	80%	85%	86%	82%	82%	84%	82%	81%	74%	84%	89%	93%	86%	89%	85%	83%	86%	86%	89%	82%	75%	76%	85%
Don't know	58	18	40	13	19	13	4	3	6	11	19	8	20	6	3	6	11	8	3	1	4	6	8	2
	1%	*	1%	3%	1%	1%	*	*	*	*	1%	1%	1%	1%	1%	*	1%	1%	*	*	1%	1%	*	*

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 195

Q42. Do you have private health insurance?**Base : All respondents**

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Yes	1717	718	332	330	625	457	293	615	461	242	592	531	163	650	328	178	554	1079	34
	17%	22%	14%	16%	24%	14%	19%	24%	14%	18%	24%	15%	16%	23%	13%	17%	11%	23%	43%
No	8463	2477	2072	1766	1995	2874	1249	1952	2902	1088	1886	3044	840	2118	2160	869	4394	3655	43
	83%	77%	86%	84%	76%	86%	81%	76%	86%	82%	76%	85%	83%	76%	87%	83%	88%	77%	54%
Don't know	58	8	9	7	6	14	7	5	12	5	5	15	5	6	8	4	18	26	2
	1%	*	*	*	*	*	*	*	*	*	*	*	1%	*	*	*	*	1%	2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 195

Q42. Do you have private health insurance?**Base : All respondents**

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Yes	1717 17%	21 21%	50 13%	152 12%	374 18%	59 9%	75 16%	5 4%	16 11%	239 23%	300 25%	151 15%	108 17%	56 34%	9 9%	86 12%	18 9%	180 16%	1537 17%	233 14%	888 23%
No	8463 83%	79 79%	334 86%	1114 87%	1686 81%	593 90%	385 83%	107 95%	118 86%	794 77%	891 74%	879 85%	513 82%	109 66%	83 90%	598 87%	181 87%	952 83%	7511 83%	1438 86%	2957 77%
Don't know	58 1%	- -	4 1%	8 1%	9 *	4 1%	2 *	1 1%	3 2%	3 *	7 1%	- -	2 *	1 1%	1 1%	5 1%	8 4%	14 1%	44 *	5 *	19 *

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 195

Q42. Do you have private health insurance?**Base : All respondents**

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Yes	1717 17%	213 10%	80 13%	95 15%	89 14%	166 15%	168 18%	212 21%	263 24%	252 21%	180 21%	74 19%
No	8463 83%	1961 90%	546 87%	534 84%	536 85%	916 84%	733 81%	796 78%	851 76%	918 78%	671 79%	306 80%
Don't know	58 1%	9 *	3 1%	7 1%	3 1%	9 1%	7 1%	10 1%	3 *	4 *	3 *	1 *

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 196

Q43a. Were you privately educated**Base : All respondents**

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
Yes	1036	556	480	59	179	159	169	213	256	517	337	75	106	80	34	98	61	75	56	23	67	193	220	127
	10%	11%	10%	11%	12%	8%	8%	9%	14%	14%	10%	6%	6%	9%	7%	8%	6%	9%	7%	5%	9%	19%	13%	13%
No	9203	4647	4555	462	1265	1767	1897	2218	1594	3113	3155	1220	1714	781	458	1211	911	791	750	478	656	850	1466	850
	90%	89%	90%	89%	88%	92%	92%	91%	86%	86%	90%	94%	94%	91%	93%	92%	94%	91%	93%	95%	91%	81%	87%	87%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 196

Q43a. Were you privately educated**Base : All respondents**

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
Yes	1036 10%	434 14%	140 6%	253 12%	376 14%	223 7%	187 12%	383 15%	226 7%	156 12%	371 15%	236 7%	123 12%	412 15%	136 5%	116 11%	174 3%	781 16%	49 61%
No	9203 90%	2768 86%	2273 94%	1851 88%	2250 86%	3122 93%	1362 88%	2188 85%	3149 93%	1179 88%	2111 85%	3354 93%	885 88%	2362 85%	2360 95%	936 89%	4793 97%	3979 84%	31 39%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 196

Q43a. Were you privately educated**Base : All respondents**

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
Yes	1036 10%	15 16%	30 8%	60 5%	166 8%	20 3%	35 8%	3 2%	8 6%	188 18%	196 16%	133 13%	77 12%	41 25%	9 10%	39 6%	15 7%	98 9%	937 10%	149 9%	446 12%
No	9203 90%	84 84%	358 92%	1214 95%	1903 92%	637 97%	427 92%	110 98%	128 94%	848 82%	1002 84%	897 87%	546 88%	125 75%	83 90%	649 94%	191 93%	1047 91%	8155 90%	1527 91%	3417 88%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 196

Q43a. Were you privately educated**Base : All respondents**

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Yes	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
Yes	1036 10%	124 6%	36 6%	39 6%	49 8%	91 8%	98 11%	147 14%	157 14%	166 14%	128 15%	39 10%
No	9203 90%	2060 94%	593 94%	597 94%	580 92%	999 92%	809 89%	871 86%	960 86%	1007 86%	726 85%	341 90%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 197

Q43b. Are your children privately educated**Base : All with children**

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	2846	1272	1574	107	624	1162	764	162	27	858	957	488	543	255	144	367	272	227	238	143	188	284	463	265
Weighted Base	2884	1287	1597	109	634	1180	767	166	28	860	969	497	557	263	153	377	276	235	242	146	187	292	453	259
Yes	148	82	67	11	22	39	51	18	7	94	35	13	6	10	4	19	10	14	8	1	11	34	25	12
	5%	6%	4%	10%	3%	3%	7%	11%	25%	11%	4%	3%	1%	4%	3%	5%	4%	6%	3%	1%	6%	12%	6%	5%
No	2735	1205	1530	98	612	1141	716	148	21	766	934	483	552	253	149	359	266	221	235	145	176	258	427	247
	95%	94%	96%	90%	97%	97%	93%	89%	75%	89%	96%	97%	99%	96%	97%	95%	96%	94%	97%	99%	94%	88%	94%	95%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 197

Q43b. Are your children privately educated**Base : All with children**

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	2846	743	607	614	531	1008	382	510	1006	324	494	986	242	536	614	229	1581	1117	22
Weighted Base	2884	712	778	534	509	1109	350	487	1094	300	472	1062	226	519	679	218	1629	1104	22
Yes	148	54	27	30	49	38	23	45	42	19	43	42	19	50	23	17	33	96	13
	5%	8%	3%	6%	10%	3%	7%	9%	4%	6%	9%	4%	9%	10%	3%	8%	2%	9%	57%
No	2735	659	751	503	459	1071	326	442	1052	281	429	1021	207	469	656	201	1596	1008	10
	95%	92%	97%	94%	90%	97%	93%	91%	96%	94%	91%	96%	91%	90%	97%	92%	98%	91%	43%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 197

Q43b. Are your children privately educated**Base : All with children**

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	2846	39	116	586	500	213	107	43	70	168	300	215	156	39	19	213	62	301	2545	623	1356
Weighted Base	2884	40	116	594	499	229	107	46	71	163	295	225	154	40	19	223	63	304	2579	639	1362
Yes	148	3	3	9	21	4	3	2	1	20	36	20	6	13	1	4	2	22	126	27	92
	5%	7%	2%	2%	4%	2%	2%	4%	2%	12%	12%	9%	4%	33%	5%	2%	3%	7%	5%	4%	7%
No	2735	37	114	586	478	225	104	44	70	143	259	205	148	27	18	219	61	282	2453	612	1270
	95%	93%	98%	98%	96%	98%	98%	96%	98%	88%	88%	91%	96%	67%	95%	98%	97%	93%	95%	96%	93%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 197

Q43b. Are your children privately educated**Base : All with children**

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	2846	644	186	198	195	357	294	266	282	274	150	132
Weighted Base	2884	688	195	201	204	361	290	260	273	266	145	127
Yes	148	11	3	5	5	20	22	23	28	22	9	11
	5%	2%	1%	3%	3%	6%	8%	9%	10%	8%	6%	8%
No	2735	677	192	196	199	341	268	237	246	243	136	116
	95%	98%	99%	97%	97%	94%	92%	91%	90%	92%	94%	92%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 198

Q44a. Which of the following apply to you?**Base : All non-retired respondents**

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West	
Unweighted Base	7507	3507	4000	520	1438	1901	1974	1422	252	2178	2823	1110	1396	624	345	941	716	626	594	352	517	827	1257	708
Weighted Base	7531	3512	4018	520	1444	1920	1983	1413	250	2167	2831	1120	1412	634	357	964	728	640	598	354	508	842	1220	688
I have a private pension plan and my employer pays money into it	2030 27%	1140 32%	890 22%	43 8%	398 28%	596 31%	541 27%	387 27%	65 26%	768 35%	881 31%	248 22%	133 9%	196 31%	91 26%	248 26%	189 26%	181 28%	150 25%	99 28%	130 26%	221 26%	351 29%	174 25%
I have a private pension plan and I pay money into it	1568 21%	969 28%	599 15%	31 6%	227 16%	357 19%	466 24%	412 29%	74 30%	617 28%	614 22%	189 17%	148 11%	98 15%	78 22%	198 21%	160 22%	129 20%	120 20%	61 17%	115 23%	178 21%	265 22%	164 24%
I don't have a private pension plan	4351 58%	1669 48%	2682 67%	457 88%	916 63%	1071 56%	1085 55%	692 49%	130 52%	958 44%	1525 54%	716 64%	1150 81%	372 59%	210 59%	568 59%	419 58%	369 58%	354 59%	212 60%	287 56%	489 58%	677 56%	394 57%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 198

Q44a. Which of the following apply to you?**Base : All non-retired respondents**

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	7507	2101	1421	1780	1632	2313	1161	1582	2323	956	1522	2437	672	1626	1595	681	3951	3153	60
Weighted Base	7531	2015	1821	1548	1563	2546	1060	1512	2521	880	1456	2603	621	1565	1748	640	4035	3094	60
I have a private pension plan and my employer pays money into it	2030 27%	631	541	454	508	742	331	483	739	284	461	770	191	496	502	194	957	1001	19
		31%	30%	29%	32%	29%	31%	32%	29%	32%	32%	30%	31%	32%	29%	30%	24%	32%	31%
I have a private pension plan and I pay money into it	1568 21%	548	338	356	439	504	292	448	505	233	443	555	176	489	358	166	639	851	16
		27%	19%	23%	28%	20%	28%	30%	20%	26%	30%	21%	28%	31%	20%	26%	16%	28%	27%
I don't have a private pension plan	4351 58%	965	1042	841	726	1427	527	689	1410	429	653	1423	294	692	981	319	2603	1482	30
		48%	57%	54%	46%	56%	50%	46%	56%	49%	45%	55%	47%	44%	56%	50%	65%	48%	49%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 198

Q44a. Which of the following apply to you?

Base : All non-retired respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	7507	92	362	1140	1412	484	318	93	124	574	842	709	470	112	57	541	177	868	6639	1657	3875
Weighted Base	7531	91	364	1151	1395	521	315	98	125	556	829	727	464	110	58	547	179	875	6655	1676	3863
I have a private pension plan and my employer pays money into it	2030 27%	21	87	238	405	121	99	29	19	164	280	217	145	31	20	121	34	249	1781	825	1115
		23%	24%	21%	29%	23%	31%	29%	15%	29%	34%	30%	31%	28%	34%	22%	19%	28%	27%	49%	29%
I have a private pension plan and I pay money into it	1568 21%	16	50	144	308	85	70	12	15	177	234	159	121	45	12	90	32	186	1383	312	1035
		17%	14%	13%	22%	16%	22%	12%	12%	32%	28%	22%	26%	40%	21%	17%	18%	21%	21%	19%	27%
I don't have a private pension plan	4351 58%	59	240	811	749	334	169	61	97	258	381	399	235	45	30	360	122	492	3859	687	1970
		65%	66%	70%	54%	64%	54%	63%	77%	46%	46%	55%	51%	41%	52%	66%	68%	56%	58%	41%	51%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 198

Q44a. Which of the following apply to you?

Base : All non-retired respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	7507	1662	490	482	487	860	739	742	789	736	520	309
Weighted Base	7531	1761	508	492	495	858	725	722	760	710	499	296
I have a private pension plan and my employer pays money into it	2030 27%	394 22%	121 24%	128 26%	126 26%	228 27%	187 26%	243 34%	234 31%	212 30%	157 32%	84 28%
I have a private pension plan and I pay money inot it	1568 21%	291 17%	92 18%	90 18%	78 16%	158 18%	172 24%	163 23%	214 28%	210 30%	101 20%	57 19%
I don't have a private pension plan	4351 58%	1158 66%	310 61%	294 60%	310 63%	524 61%	417 58%	369 51%	367 48%	338 48%	264 53%	171 58%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 199

Q44b. Which of the following apply to you?**Base : All retired respondents**

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	2731	1706	1025	-	-	6	83	1018	1624	1493	664	172	402	228	133	342	246	229	205	146	218	206	479	299
Weighted Base	2707	1691	1017	-	-	7	84	1018	1599	1463	660	175	409	227	135	346	245	226	208	148	215	202	467	289
I receive income from a private pension plan that my employer paid money into	1700 63%	1172 69%	528 52%	-	-	4	52	692	951	1079	459	92	70	143	89	230	150	138	133	95	133	119	292	178
				-	-	66%	62%	68%	59%	74%	70%	53%	17%	63%	66%	66%	61%	61%	64%	64%	62%	59%	63%	61%
I receive income from a private pension plan that I paid money into	1376 51%	949 56%	427 42%	-	-	2	35	494	844	851	377	85	63	121	65	169	144	112	100	76	109	105	241	134
				-	-	34%	42%	49%	53%	58%	57%	48%	16%	53%	48%	49%	59%	50%	48%	52%	51%	52%	52%	46%
I don't receive income from a private pension plan	176 7%	69 4%	107 11%	-	-	1	11	74	91	39	20	11	105	14	11	22	13	15	15	11	10	11	31	25
				-	-	19%	13%	7%	6%	3%	3%	7%	26%	6%	8%	6%	5%	6%	7%	7%	5%	5%	7%	9%
I am in receipt of a state pension	1283 47%	676 40%	607 60%	-	-	-	6	283	994	613	274	79	317	91	53	148	118	102	105	60	104	101	234	168
				-	-	-	7%	28%	62%	42%	42%	45%	77%	40%	40%	43%	48%	45%	50%	41%	48%	50%	50%	58%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 199

Q44b. Which of the following apply to you?**Base : All retired respondents**

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	2731	1239	462	639	1111	716	536	1109	779	494	1073	918	422	1264	673	447	913	1706	20
Weighted Base	2707	1188	592	556	1063	799	489	1059	854	454	1026	987	387	1209	748	412	932	1666	19
I receive income from a private pension plan that my employer paid money into	1700 63%	717 60%	384 65%	383 69%	662 62%	515 65%	331 68%	658 62%	553 65%	308 68%	629 61%	647 66%	260 67%	752 62%	486 65%	281 68%	499 54%	1136 68%	12 61%
I receive income from a private pension plan that I paid money into	1376 51%	637 54%	281 47%	280 50%	566 53%	372 47%	274 56%	572 54%	400 47%	249 55%	560 55%	467 47%	208 54%	650 54%	353 47%	222 54%	421 45%	904 54%	8 40%
I don't receive income from a private pension plan	176 7%	65 5%	37 6%	42 8%	62 6%	51 6%	31 6%	60 6%	59 7%	30 7%	58 6%	69 7%	22 6%	62 5%	54 7%	24 6%	83 9%	85 5%	- -
I am in receipt of a state pension	1283 47%	552 46%	268 45%	265 48%	489 46%	385 48%	226 46%	487 46%	416 49%	208 46%	474 46%	469 47%	190 49%	552 46%	365 49%	196 47%	464 50%	753 45%	11 60%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 199

Q44b. Which of the following apply to you?**Base : All retired respondents**

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	2731	9	25	122	690	119	151	15	10	501	379	291	161	57	34	138	29	268	2463	-	-
Weighted Base	2707	8	25	123	673	136	147	15	11	480	369	303	159	55	35	141	28	270	2437	-	-
I receive income from a private pension plan that my employer paid money into	1700 63%	7 78%	12 49%	54 44%	387 58%	71 52%	78 53%	5 36%	5 42%	319 67%	261 71%	225 74%	123 77%	43 79%	25 72%	72 51%	11 38%	144 53%	1556 64%	-	-
I receive income from a private pension plan that I paid money into	1376 51%	4 46%	5 22%	52 43%	308 46%	59 43%	69 47%	2 13%	5 42%	275 57%	222 60%	170 56%	83 52%	31 56%	16 45%	62 44%	12 44%	109 40%	1267 52%	-	-
I don't receive income from a private pension plan	176 7%	1 10%	4 17%	18 15%	40 6%	12 9%	11 7%	3 18%	2 17%	21 4%	17 5%	16 5%	8 5%	2 4%	2 6%	15 10%	4 16%	24 9%	153 6%	-	-
I am in receipt of a state pension	1283 47%	3 33%	13 55%	62 50%	321 48%	64 47%	73 50%	8 51%	7 62%	232 48%	161 44%	148 49%	69 44%	26 47%	10 29%	70 49%	16 55%	140 52%	1143 47%	-	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 199

Q44b. Which of the following apply to you?**Base : All retired respondents**

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	2731	390	112	140	129	235	187	307	375	484	372	88
Weighted Base	2707	423	121	143	134	232	182	296	357	464	354	84
I receive income from a private pension plan that my employer paid money into	1700 63%	255 60%	84 69%	90 62%	91 68%	157 68%	115 63%	197 66%	228 64%	279 60%	204 57%	56 66%
I receive income from a private pension plan that I paid money into	1376 51%	209 50%	61 50%	65 46%	64 48%	120 52%	83 45%	152 51%	195 55%	251 54%	175 49%	40 48%
I don't receive income from a private pension plan	176 7%	29 7%	5 4%	12 9%	12 9%	11 5%	14 8%	22 7%	20 6%	21 5%	29 8%	4 5%
I am in receipt of a state pension	1283 47%	203 48%	51 42%	71 50%	63 47%	122 53%	92 50%	143 48%	157 44%	224 48%	158 45%	35 42%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 200

QCAgeBand. Please select which age band you fall into

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
18 to 24	520 5%	189 4%	332 7%	520 100%	-	-	-	-	-	107 3%	240 7%	70 5%	103 6%	45 5%	36 7%	60 5%	44 4%	48 6%	39 5%	21 4%	39 5%	78 8%	72 4%	38 4%
25 to 34	1444 14%	570 11%	874 17%	-	1444 100%	-	-	-	-	336 9%	670 19%	190 15%	249 14%	122 14%	58 12%	194 15%	155 16%	130 15%	105 13%	69 14%	84 12%	236 23%	191 11%	101 10%
35 to 44	1926 19%	879 17%	1048 21%	-	-	1926 100%	-	-	-	552 15%	684 20%	325 25%	365 20%	186 22%	86 18%	247 19%	176 18%	152 18%	153 19%	96 19%	120 17%	208 20%	297 18%	204 21%
45 to 54	2066 20%	998 19%	1068 21%	-	-	-	2066 100%	-	-	621 17%	673 19%	349 27%	424 23%	170 20%	106 22%	254 19%	227 23%	165 19%	174 22%	98 20%	149 21%	181 17%	359 21%	184 19%
55 to 64	2431 24%	1364 26%	1068 21%	-	-	-	-	2431 100%	-	1028 28%	753 22%	256 20%	393 22%	194 23%	122 25%	343 26%	222 23%	209 24%	188 23%	119 24%	177 24%	179 17%	441 26%	237 24%
65 or older	1850 18%	1204 23%	646 13%	-	-	-	-	-	1850 100%	986 27%	472 14%	105 8%	286 16%	144 17%	84 17%	210 16%	150 15%	162 19%	146 18%	98 20%	154 21%	162 15%	326 19%	214 22%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 200

QCAgeBand. Please select which age band you fall into

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class	
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
18 to 24	520 5%	82	99	100	30	72	42	14	35	22	11	22	17	10	15	13	273	202	17
		3%	4%	5%	1%	2%	3%	1%	1%	2%	*	1%	2%	*	1%	1%	5%	4%	21%
25 to 34	1444 14%	285	334	309	183	468	198	156	383	149	91	266	63	50	69	24	778	578	17
		9%	14%	15%	7%	14%	13%	6%	11%	11%	4%	7%	6%	2%	3%	2%	16%	12%	21%
35 to 44	1926 19%	476	505	374	336	736	256	320	761	195	326	802	140	335	497	150	1120	710	8
		15%	21%	18%	13%	22%	17%	12%	23%	15%	13%	22%	14%	12%	20%	14%	23%	15%	10%
45 to 54	2066 20%	595	525	410	491	776	276	491	795	275	510	877	200	586	673	227	1180	802	4
		19%	22%	19%	19%	23%	18%	19%	24%	21%	21%	24%	20%	21%	27%	22%	24%	17%	5%
55 to 64	2431 24%	883	593	558	783	799	453	792	868	398	778	1004	332	900	773	369	1009	1318	12
		28%	25%	27%	30%	24%	29%	31%	26%	30%	31%	28%	33%	32%	31%	35%	20%	28%	15%
65 or older	1850 18%	883	356	353	803	494	324	798	533	296	767	618	256	893	468	270	607	1150	22
		28%	15%	17%	31%	15%	21%	31%	16%	22%	31%	17%	25%	32%	19%	26%	12%	24%	28%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 200

QCAgeBand. Please select which age band you fall into

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
18 to 24	520 5%	13 13%	47 12%	101 8%	51 2%	25 4%	15 3%	7 6%	19 14%	24 2%	65 5%	46 4%	27 4%	7 4%	6 7%	47 7%	22 11%	41 4%	480 5%	55 3%	252 7%
25 to 34	1444 14%	25 25%	128 33%	334 26%	157 8%	92 14%	29 6%	15 13%	31 23%	68 7%	189 16%	152 15%	77 12%	19 12%	6 6%	89 13%	34 17%	194 17%	1251 14%	335 20%	768 20%
35 to 44	1926 19%	26 26%	89 23%	358 28%	340 16%	149 23%	70 15%	31 28%	45 33%	91 9%	194 16%	181 18%	108 17%	22 14%	14 15%	147 21%	61 29%	244 21%	1682 18%	429 26%	1002 26%
45 to 54	2066 20%	19 19%	72 19%	250 20%	454 22%	170 26%	120 26%	27 24%	20 15%	169 16%	184 15%	184 18%	138 22%	31 19%	18 20%	167 24%	42 20%	226 20%	1840 20%	476 28%	939 24%
55 to 64	2431 24%	11 11%	32 8%	163 13%	573 28%	139 21%	134 29%	16 14%	16 12%	302 29%	328 27%	274 27%	177 28%	46 28%	29 31%	160 23%	32 16%	232 20%	2199 24%	331 20%	727 19%
65 or older	1850 18%	6 6%	20 5%	68 5%	493 24%	83 13%	93 20%	16 15%	5 4%	382 37%	238 20%	195 19%	96 15%	40 24%	19 21%	79 11%	16 8%	208 18%	1641 18%	50 3%	175 5%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 200

QCAgeBand. Please select which age band you fall into

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to Yes
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
18 to 24	520 5%	118 5%	44 7%	42 7%	39 6%	59 5%	62 7%	49 5%	56 5%	25 2%	26 3%	18 5%
25 to 34	1444 14%	289 13%	101 16%	96 15%	118 19%	214 20%	151 17%	150 15%	139 12%	121 10%	66 8%	45 12%
35 to 44	1926 19%	497 23%	121 19%	140 22%	135 22%	220 20%	175 19%	184 18%	189 17%	173 15%	92 11%	77 20%
45 to 54	2066 20%	545 25%	154 24%	126 20%	124 20%	215 20%	203 22%	178 17%	194 17%	194 17%	134 16%	97 25%
55 to 64	2431 24%	471 22%	139 22%	149 23%	126 20%	225 21%	178 20%	250 25%	285 26%	347 30%	260 31%	88 23%
65 or older	1850 18%	264 12%	71 11%	84 13%	86 14%	158 14%	138 15%	206 20%	254 23%	314 27%	275 32%	56 15%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 201

QCUnder18. How many people under the age of 18 live in your household?

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
None	7381	3980	3401	333	801	792	1355	2285	1815	2767	2520	817	1277	604	337	932	705	630	574	359	527	747	1231	734
	72%	76%	68%	64%	55%	41%	66%	94%	98%	76%	72%	63%	70%	70%	69%	71%	72%	73%	71%	72%	73%	72%	73%	75%
One	1374	610	765	128	298	434	380	106	27	400	486	216	273	140	79	187	133	110	105	70	106	140	208	98
	13%	12%	15%	25%	21%	23%	18%	4%	1%	11%	14%	17%	15%	16%	16%	14%	14%	13%	14%	15%	13%	12%	10%	
Two	1062	455	607	39	237	488	262	29	6	351	357	174	179	89	54	127	99	86	89	55	61	127	174	101
	10%	9%	12%	8%	16%	25%	13%	1%	*	10%	10%	13%	10%	10%	11%	10%	10%	11%	11%	9%	12%	10%	10%	
Three	320	126	194	16	83	154	57	9	1	92	100	66	62	20	16	46	31	29	29	13	18	27	57	34
	3%	2%	4%	3%	6%	8%	3%	*	*	3%	3%	5%	3%	2%	3%	3%	3%	3%	4%	3%	3%	3%	3%	4%
Four	71	22	49	4	17	40	8	1	1	14	16	18	23	8	5	11	2	11	4	4	7	3	12	7
	1%	*	1%	1%	1%	2%	*	*	*	*	*	1%	1%	1%	1%	*	1%	*	1%	1%	*	1%	1%	1%
Five or more	30	10	20	-	7	18	3	1	-	7	13	4	6	1	-	8	3	1	5	1	2	1	5	2
	*	*	*	-	1%	1%	*	*	-	*	*	*	*	*	-	1%	*	*	1%	*	*	*	*	*
Mean	0.48	0.39	0.57	0.52	0.79	1.10	0.55	0.08	0.02	0.40	0.47	0.66	0.52	0.48	0.52	0.50	0.46	0.48	0.51	0.47	0.45	0.47	0.47	0.45
Standard Error	0.01	0.01	0.01	0.04	0.03	0.03	0.02	0.01	*	0.01	0.01	0.03	0.02	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.02	0.03
Standard Deviation	0.89	0.81	0.96	0.82	1.06	1.15	0.87	0.37	0.20	0.82	0.88	1.02	0.93	0.86	0.89	0.93	0.85	0.91	0.95	0.87	0.91	0.84	0.90	0.90

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 201

QCUnder18. How many people under the age of 18 live in your household?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
None	7381 72%	2507 78%	1649 68%	1576 75%	2130 81%	2265 68%	1221 79%	2100 82%	2330 69%	1050 79%	2027 82%	2574 72%	798 79%	2276 82%	1855 74%	853 81%	3354 68%	3665 77%	57 72%
One	1374 13%	316 10%	351 15%	260 12%	234 9%	492 15%	157 10%	223 9%	475 14%	139 10%	214 9%	459 13%	111 11%	231 8%	294 12%	101 10%	779 16%	516 11%	11 14%
Two	1062 10%	275 9%	301 12%	196 9%	185 7%	424 13%	131 8%	173 7%	414 12%	110 8%	170 7%	408 11%	79 8%	201 7%	255 10%	78 7%	576 12%	441 9%	6 8%
Three	320 3%	90 3%	83 3%	54 3%	63 2%	119 4%	34 2%	62 2%	118 3%	28 2%	60 2%	115 3%	17 2%	55 2%	73 3%	13 1%	188 4%	115 2%	3 4%
Four	71 1%	8 *	17 1%	16 1%	9 *	31 1%	4 *	7 *	28 1%	5 *	7 *	26 1%	2 *	7 *	11 *	6 1%	53 1%	11 *	1 1%
Five or more	30 *	7 *	12 *	3 *	5 *	15 *	3 *	7 *	11 *	2 *	4 *	8 *	2 *	5 *	7 *	2 *	16 *	13 *	1 2%
Mean	0.48	0.38	0.55	0.42	0.33	0.57	0.36	0.32	0.54	0.35	0.32	0.49	0.33	0.31	0.44	0.31	0.56	0.39	0.55
Standard Error	0.01	0.01	0.02	0.02	0.01	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.01	0.02	0.02	0.01	0.01	0.12
Standard Deviation	0.89	0.81	0.95	0.84	0.77	0.96	0.77	0.78	0.93	0.77	0.75	0.90	0.73	0.75	0.86	0.74	0.95	0.81	1.07

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 201

QCUnder18. How many people under the age of 18 live in your household?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
None	7381 72%	60 60%	260 67%	690 54%	1570 76%	435 66%	358 78%	67 60%	65 48%	876 85%	903 75%	812 79%	468 75%	128 77%	75 81%	472 69%	142 69%	840 73%	6541 72%	1062 63%	2517 65%
One	1374 13%	19 19%	73 19%	270 21%	233 11%	106 16%	59 13%	19 17%	47 34%	74 7%	147 12%	103 10%	81 13%	13 8%	7 8%	97 14%	27 13%	155 14%	1219 13%	306 18%	638 17%
Two	1062 10%	15 15%	40 10%	224 18%	189 9%	78 12%	33 7%	19 16%	15 11%	61 6%	110 9%	92 9%	55 9%	19 12%	9 10%	82 12%	22 11%	113 10%	948 10%	236 14%	535 14%
Three	320 3%	6 6%	12 3%	65 5%	59 3%	26 4%	11 2%	6 5%	8 6%	20 2%	27 2%	19 2%	16 3%	6 4%	2 2%	26 4%	11 5%	26 2%	295 3%	62 4%	140 4%
Four	71 1%	- -	2 1%	17 1%	14 1%	9 1%	- -	2 2%	1 1%	3 *	6 *	4 *	2 *	- -	- -	8 1%	5 2%	8 1%	63 1%	8 *	20 1%
Five or more	30 *	- -	1 *	9 1%	4 *	2 *	1 *	- -	1 1%	1 *	5 *	1 *	2 *	- -	- -	3 *	- -	4 *	25 *	2 *	13 *
Mean	0.48	0.68	0.52	0.80	0.42	0.59	0.35	0.72	0.79	0.27	0.41	0.35	0.41	0.41	0.33	0.56	0.60	0.45	0.48	0.60	0.59
Standard Error	0.01	0.09	0.04	0.03	0.02	0.04	0.03	0.10	0.08	0.02	0.02	0.02	0.03	0.06	0.08	0.04	0.07	0.03	0.01	0.02	0.02
Standard Deviation	0.89	0.95	0.87	1.06	0.86	0.97	0.75	1.02	0.98	0.70	0.85	0.76	0.84	0.83	0.73	0.98	1.02	0.86	0.90	0.91	0.94

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 201

QCUnder18. How many people under the age of 18 live in your household?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
None	7381 72%	1498 69%	439 70%	436 69%	422 67%	747 68%	616 68%	760 75%	843 75%	914 78%	706 83%	255 67%
One	1374 13%	359 16%	83 13%	100 16%	96 15%	140 13%	144 16%	114 11%	146 13%	122 10%	70 8%	53 14%
Two	1062 10%	222 10%	84 13%	71 11%	74 12%	148 14%	105 12%	104 10%	96 9%	94 8%	64 7%	54 14%
Three	320 3%	78 4%	16 3%	21 3%	27 4%	40 4%	32 3%	34 3%	25 2%	34 3%	13 2%	17 5%
Four	71 1%	17 1%	6 1%	4 1%	8 1%	12 1%	8 1%	3 *	5 *	8 1%	1 *	1 *
Five or more	30 *	10 *	1 *	3 *	2 *	4 *	2 *	3 *	2 *	2 *	- -	1 *
Mean	0.48	0.53	0.52	0.53	0.59	0.57	0.54	0.44	0.40	0.39	0.28	0.58
Standard Error	0.01	0.02	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.02	0.02	0.05
Standard Deviation	0.89	0.94	0.91	0.93	0.99	0.98	0.92	0.86	0.80	0.83	0.68	0.94

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 202

QCOver18. How many people aged 18 and over live in your household?

Base : All respondents

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
None	13 *	9 *	4 *	- -	4 *	4 *	- -	2 *	2 *	5 *	3 *	1 *	4 *	- -	- -	3 *	1 *	1 *	- -	- -	3 *	1 *	4 *	- -
One	1949 19%	830 16%	1119 22%	44 8%	267 18%	403 21%	416 20%	451 19%	367 20%	508 14%	720 21%	162 13%	558 31%	168 19%	95 19%	252 19%	158 16%	154 18%	151 19%	81 16%	134 19%	245 24%	323 19%	188 19%
Two	6404 63%	3372 65%	3032 60%	211 41%	945 65%	1298 67%	1101 53%	1523 63%	1327 72%	2533 70%	2086 60%	833 64%	953 52%	546 63%	295 60%	803 61%	656 67%	546 63%	519 64%	336 67%	445 62%	575 55%	1052 62%	632 65%
Three	1271 12%	668 13%	603 12%	131 25%	139 10%	172 9%	377 18%	330 14%	122 7%	407 11%	443 13%	205 16%	216 12%	118 14%	78 16%	174 13%	109 11%	110 13%	95 12%	55 11%	96 13%	131 13%	201 12%	104 11%
Four	460 4%	258 5%	202 4%	88 17%	59 4%	41 2%	145 7%	98 4%	29 2%	146 4%	175 5%	70 5%	69 4%	24 3%	21 4%	58 4%	40 4%	45 5%	33 4%	22 4%	27 4%	62 6%	83 5%	45 5%
Five or more	141 1%	66 1%	75 1%	47 9%	29 2%	8 *	28 1%	27 1%	3 *	33 1%	65 2%	23 2%	21 1%	6 1%	4 1%	19 1%	8 1%	11 1%	7 1%	7 1%	18 3%	28 3%	23 1%	9 1%
Mean	2.07	2.11	2.03	2.85	2.06	1.93	2.16	2.06	1.90	2.08	2.09	2.20	1.92	2.02	2.08	2.07	2.06	2.09	2.04	2.08	2.10	2.10	2.07	2.04
Standard Error	0.01	0.01	0.01	0.06	0.02	0.02	0.02	0.02	0.01	0.01	0.02	0.02	0.02	0.02	0.04	0.02	0.02	0.03	0.03	0.03	0.03	0.03	0.02	0.03
Standard Deviation	0.82	0.80	0.83	1.33	0.85	0.66	0.88	0.77	0.58	0.72	0.90	0.80	0.84	0.73	0.78	0.82	0.75	0.81	0.76	0.77	0.89	0.96	0.82	0.83

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 202

QCOver18. How many people aged 18 and over live in your household?

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
None	13 *	1 *	5 *	2 *	3 *	5 *	2 *	2 *	6 *	1 *	2 *	4 *	1 *	2 *	3 *	1 *	8 *	3 *	- -
One	1949 19%	531 17%	445 18%	411 20%	483 18%	565 17%	311 20%	475 18%	600 18%	263 20%	477 19%	657 18%	185 18%	515 19%	464 19%	212 20%	976 20%	852 18%	18 23%
Two	6404 63%	2158 67%	1516 63%	1308 62%	1751 67%	2162 65%	962 62%	1709 66%	2173 64%	858 64%	1626 65%	2289 64%	652 65%	1824 66%	1558 62%	667 63%	2981 60%	3130 66%	45 56%
Three	1271 12%	357 11%	291 12%	271 13%	278 11%	412 12%	190 12%	272 11%	423 13%	147 11%	261 11%	454 13%	118 12%	312 11%	331 13%	121 11%	684 14%	524 11%	11 14%
Four	460 4%	122 4%	124 5%	83 4%	84 3%	163 5%	68 4%	85 3%	145 4%	54 4%	92 4%	155 4%	43 4%	96 3%	118 5%	42 4%	252 5%	185 4%	2 2%
Five or more	141 1%	35 1%	32 1%	28 1%	28 1%	38 1%	16 1%	28 1%	29 1%	12 1%	24 1%	30 1%	9 1%	25 1%	23 1%	10 1%	64 1%	66 1%	3 4%
Mean	2.07	2.06	2.08	2.06	2.02	2.09	2.04	2.02	2.06	2.02	2.02	2.06	2.05	2.02	2.07	2.02	2.08	2.05	2.10
Standard Error	0.01	0.01	0.02	0.02	0.01	0.01	0.02	0.01	0.01	0.02	0.01	0.01	0.02	0.01	0.02	0.02	0.01	0.01	0.11
Standard Deviation	0.82	0.73	0.81	0.84	0.73	0.81	0.80	0.75	0.78	0.75	0.74	0.77	0.75	0.73	0.81	0.76	0.84	0.78	0.96

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 202

QCOver18. How many people aged 18 and over live in your household?

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
None	13 *	-	2 1%	4 *	1 *	1 *	-	-	-	1 *	1 *	2 *	-	-	-	-	-	6 1%	7 *	1 *	5 *
One	1949 19%	20 20%	69 18%	245 19%	384 19%	130 20%	81 17%	22 19%	24 18%	191 18%	189 16%	237 23%	114 18%	37 22%	26 28%	125 18%	57 28%	255 22%	1694 19%	321 19%	676 17%
Two	6404 63%	60 60%	238 61%	765 60%	1321 64%	407 62%	280 61%	64 57%	81 60%	695 67%	794 66%	618 60%	395 63%	101 61%	51 56%	422 61%	110 53%	696 61%	5708 63%	1026 61%	2362 61%
Three	1271 12%	14 15%	52 14%	183 14%	251 12%	81 12%	72 16%	22 20%	20 14%	97 9%	131 11%	128 12%	74 12%	16 10%	10 10%	92 13%	27 13%	128 11%	1143 13%	226 13%	555 14%
Four	460 4%	4 4%	20 5%	58 5%	90 4%	31 5%	27 6%	3 3%	10 8%	35 3%	64 5%	29 3%	33 5%	7 4%	4 4%	37 5%	7 3%	42 4%	418 5%	86 5%	196 5%
Five or more	141 1%	1 1%	6 2%	20 2%	21 1%	6 1%	3 1%	1 1%	1 1%	16 2%	19 2%	15 1%	7 1%	5 3%	2 2%	12 2%	5 3%	19 2%	123 1%	16 1%	70 2%
Mean	2.07	2.05	2.10	2.09	2.06	2.05	2.12	2.11	2.14	2.03	2.11	1.99	2.08	2.05	1.99	2.11	2.00	2.01	2.08	2.08	2.13
Standard Error	0.01	0.08	0.04	0.02	0.02	0.03	0.04	0.08	0.07	0.02	0.02	0.03	0.03	0.07	0.10	0.03	0.06	0.02	0.01	0.02	0.01
Standard Deviation	0.82	0.77	0.87	0.86	0.81	0.80	0.78	0.85	0.82	0.79	0.83	0.80	0.79	0.89	0.93	0.82	0.88	0.84	0.82	0.80	0.85

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 202

QCOver18. How many people aged 18 and over live in your household?

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
None	13 *	5 *	1 *	1 *	- -	1 *	1 *	1 *	- -	1 *	1 *	- -
One	1949 19%	436 20%	129 20%	126 20%	134 21%	210 19%	189 21%	167 16%	193 17%	199 17%	165 19%	65 17%
Two	6404 63%	1273 58%	377 60%	383 60%	381 60%	698 64%	529 58%	672 66%	722 65%	801 68%	569 67%	238 62%
Three	1271 12%	318 15%	75 12%	90 14%	74 12%	124 11%	136 15%	124 12%	126 11%	125 11%	79 9%	50 13%
Four	460 4%	118 5%	39 6%	29 4%	34 5%	48 4%	34 4%	35 3%	54 5%	36 3%	32 4%	24 6%
Five or more	141 1%	33 2%	9 1%	8 1%	7 1%	9 1%	18 2%	19 2%	21 2%	11 1%	7 1%	4 1%
Mean	2.07	2.10	2.09	2.07	2.04	2.04	2.09	2.09	2.10	2.03	2.00	2.12
Standard Error	0.01	0.02	0.04	0.03	0.03	0.02	0.03	0.03	0.02	0.02	0.02	0.04
Standard Deviation	0.82	0.85	0.89	0.82	0.81	0.78	0.93	0.83	0.82	0.71	0.73	0.80

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 203

QCHouseTot. Total of household members from under 18 and over 18

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Wales	East -ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
One	1623 16%	763 15%	861 17%	27 5%	173 12%	286 15%	336 16%	438 18%	363 20%	453 12%	611 17%	126 10%	434 24%	137 16%	80 16%	193 15%	137 14%	130 15%	128 16%	68 14%	114 16%	198 19%	283 17%	156 16%
Two	4587 45%	2517 48%	2070 41%	145 28%	496 34%	455 24%	716 35%	1457 60%	1318 71%	1929 53%	1447 41%	512 40%	699 38%	381 44%	197 40%	591 45%	469 48%	382 44%	361 45%	236 47%	326 45%	417 40%	757 45%	470 48%
Three	1877 18%	913 18%	964 19%	137 26%	374 26%	454 24%	443 21%	343 14%	127 7%	559 15%	682 20%	289 22%	348 19%	178 21%	105 21%	261 20%	177 18%	167 19%	148 18%	92 18%	137 19%	195 19%	268 16%	150 15%
Four	1425 14%	697 13%	728 14%	108 21%	260 18%	474 25%	407 20%	141 6%	34 2%	495 14%	515 15%	219 17%	196 11%	122 14%	72 15%	158 12%	125 13%	127 15%	113 14%	69 14%	92 13%	150 14%	259 15%	139 14%
Five or more	726 7%	314 6%	412 8%	103 20%	141 10%	257 13%	164 8%	53 2%	9 *	196 5%	237 7%	150 12%	143 8%	43 5%	38 8%	108 8%	65 7%	60 7%	58 7%	36 7%	54 7%	83 8%	120 7%	61 6%
Mean	2.55	2.50	2.60	3.36	2.85	3.03	2.71	2.15	1.93	2.48	2.55	2.86	2.44	2.50	2.60	2.57	2.52	2.58	2.56	2.56	2.55	2.57	2.54	2.50
Standard Error	0.01	0.02	0.02	0.07	0.03	0.03	0.03	0.02	0.01	0.02	0.02	0.04	0.03	0.04	0.06	0.03	0.04	0.04	0.04	0.05	0.05	0.04	0.03	0.04
Standard Deviation	1.22	1.15	1.29	1.53	1.32	1.39	1.26	0.87	0.63	1.12	1.26	1.29	1.28	1.14	1.21	1.25	1.16	1.21	1.23	1.16	1.27	1.32	1.24	1.22

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 203

QCHouseTot. Total of household members from under 18 and over 18

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
One	1623 16%	482 15%	363 15%	364 17%	441 17%	451 13%	279 18%	438 17%	481 14%	235 18%	438 18%	549 15%	167 17%	471 17%	394 16%	192 18%	767 15%	759 16%	12 15%
Two	4587 45%	1662 52%	1007 42%	954 45%	1403 53%	1445 43%	749 48%	1388 54%	1486 44%	664 50%	1332 54%	1619 45%	514 51%	1498 54%	1162 47%	539 51%	2006 40%	2375 50%	37 47%
Three	1877 18%	492 15%	469 19%	381 18%	386 15%	650 19%	256 17%	353 14%	652 19%	213 16%	323 13%	660 18%	163 16%	388 14%	432 17%	161 15%	1027 21%	751 16%	12 16%
Four	1425 14%	381 12%	392 16%	278 13%	267 10%	535 16%	184 12%	265 10%	511 15%	157 12%	270 11%	516 14%	117 12%	290 10%	347 14%	115 11%	743 15%	612 13%	9 12%
Five or more	726 7%	186 6%	182 8%	126 6%	129 5%	263 8%	81 5%	127 5%	246 7%	65 5%	120 5%	245 7%	47 5%	127 5%	161 6%	45 4%	423 9%	263 6%	9 11%
Mean	2.55	2.43	2.63	2.48	2.34	2.66	2.40	2.34	2.60	2.38	2.33	2.55	2.38	2.33	2.51	2.33	2.65	2.44	2.65
Standard Error	0.01	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.03	0.03	0.02	0.02	0.15
Standard Deviation	1.22	1.12	1.24	1.21	1.08	1.26	1.14	1.12	1.22	1.09	1.09	1.20	1.07	1.07	1.19	1.08	1.27	1.15	1.38

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 203

QCHouseTot. Total of household members from under 18 and over 18

Base : All respondents

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
One	1623 16%	12 12%	58 15%	160 13%	329 16%	108 16%	72 16%	15 13%	14 10%	179 17%	167 14%	211 21%	101 16%	33 20%	25 27%	89 13%	50 24%	216 19%	1407 15%	250 15%	548 14%
Two	4587 45%	38 38%	160 41%	407 32%	1005 49%	250 38%	209 45%	40 36%	43 31%	583 56%	590 49%	480 47%	298 48%	81 49%	41 44%	296 43%	68 33%	519 45%	4068 45%	613 37%	1470 38%
Three	1877 18%	26 26%	83 21%	322 25%	342 17%	143 22%	97 21%	25 23%	41 30%	127 12%	197 16%	175 17%	98 16%	14 8%	11 12%	138 20%	38 18%	194 17%	1683 19%	397 24%	836 22%
Four	1425 14%	15 15%	56 14%	238 19%	268 13%	102 16%	65 14%	22 20%	19 14%	99 10%	171 14%	117 11%	86 14%	21 13%	10 11%	106 15%	28 14%	144 13%	1281 14%	299 18%	676 18%
Five or more	726 7%	9 9%	31 8%	147 12%	124 6%	53 8%	20 4%	11 9%	20 14%	48 5%	72 6%	47 5%	41 7%	17 10%	6 7%	58 8%	23 11%	72 6%	653 7%	117 7%	334 9%
Mean	2.55	2.73	2.63	2.90	2.48	2.64	2.47	2.83	2.93	2.30	2.53	2.35	2.49	2.46	2.32	2.67	2.60	2.46	2.56	2.68	2.72
Standard Error	0.01	0.12	0.06	0.04	0.03	0.05	0.05	0.13	0.11	0.03	0.03	0.04	0.05	0.10	0.14	0.05	0.10	0.04	0.01	0.03	0.02
Standard Deviation	1.22	1.16	1.25	1.33	1.20	1.25	1.07	1.33	1.25	1.07	1.21	1.12	1.19	1.28	1.34	1.26	1.41	1.22	1.22	1.20	1.27

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 203

QCHouseTot. Total of household members from under 18 and over 18

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
None	-	-	-	-	-	-	-	-	-	-	-	-
One	1623 16%	350 16%	109 17%	97 15%	102 16%	168 15%	159 18%	147 14%	176 16%	173 15%	143 17%	54 14%
Two	4587 45%	873 40%	249 40%	272 43%	257 41%	466 43%	341 38%	489 48%	537 48%	624 53%	480 56%	152 40%
Three	1877 18%	470 22%	111 18%	122 19%	121 19%	198 18%	199 22%	172 17%	180 16%	190 16%	112 13%	75 20%
Four	1425 14%	305 14%	120 19%	96 15%	95 15%	177 16%	131 14%	141 14%	152 14%	122 10%	87 10%	63 17%
Five or more	726 7%	186 9%	40 6%	47 7%	55 9%	83 8%	78 9%	69 7%	72 6%	65 6%	31 4%	37 10%
Mean	2.55	2.63	2.61	2.61	2.63	2.61	2.63	2.53	2.50	2.41	2.28	2.70
Standard Error	0.01	0.03	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.06
Standard Deviation	1.22	1.27	1.26	1.27	1.28	1.25	1.32	1.22	1.18	1.12	1.00	1.22

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 204

A9. Please indicate which of the categories below BEST fits the occupation of the chief income earner in your household.

Base : All respondents

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
White-collar, in a managerial role	2367	1321	1046	106	332	546	586	531	265	2367	-	-	-	162	93	286	205	202	168	94	185	305	425	241
	23%	25%	21%	20%	23%	28%	28%	22%	14%	65%	-	-	-	19%	19%	22%	21%	23%	21%	19%	26%	29%	25%	25%
White-collar, not in a managerial role	2412	1129	1283	154	545	558	531	460	163	-	2412	-	-	223	119	290	216	198	161	124	143	293	424	221
	24%	22%	25%	30%	38%	29%	26%	19%	9%	-	69%	-	-	26%	24%	22%	22%	23%	20%	25%	20%	28%	25%	23%
Blue-collar, in a managerial role	658	309	350	55	138	169	144	113	40	-	444	215	-	44	41	79	60	55	64	34	49	79	90	63
	6%	6%	7%	11%	10%	9%	7%	5%	2%	-	13%	17%	-	5%	8%	6%	6%	6%	8%	7%	7%	8%	5%	6%
Blue-collar, not in a managerial role	1544	675	869	100	251	421	454	276	43	-	-	931	613	152	72	198	183	136	145	75	113	104	232	133
	15%	13%	17%	19%	17%	22%	22%	11%	2%	-	-	72%	34%	18%	15%	15%	19%	16%	18%	15%	16%	10%	14%	14%
Retired with a private pension	2012	1274	738	3	13	17	86	800	1094	1264	535	150	64	167	103	261	201	161	162	107	157	133	347	213
	20%	24%	15%	1%	1%	1%	4%	33%	59%	35%	15%	12%	4%	19%	21%	20%	21%	19%	20%	21%	22%	13%	21%	22%
Retired with a state pension ONLY	386	177	208	6	2	12	28	97	240	-	-	-	386	34	11	45	30	35	33	19	29	42	66	41
	4%	3%	4%	1%	*	1%	1%	4%	13%	-	-	-	21%	4%	2%	3%	3%	4%	4%	4%	4%	4%	4%	4%
Unemployed/not working/ housewife or househusband	758	270	488	45	133	195	232	150	4	-	-	-	758	64	47	135	71	68	67	41	40	74	90	61
	7%	5%	10%	9%	9%	10%	11%	6%	*	-	-	-	42%	7%	10%	10%	7%	8%	8%	8%	6%	7%	5%	6%
Student	101	48	53	51	31	9	5	3	1	-	101	-	-	15	5	14	8	11	6	7	5	13	11	5
	1%	1%	1%	10%	2%	*	*	*	*	-	3%	-	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 204

A9. Please indicate which of the categories below BEST fits the occupation of the chief income earner in your household.

Base : All respondents

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
White-collar, in a managerial role	2367 23%	846	536	531	693	770	412	692	784	352	667	827	253	724	560	274	729	1521	40
White-collar, not in a managerial role	2412 24%	661	615	540	506	807	388	496	776	311	461	805	218	492	528	208	1192	1126	8
Blue-collar, in a managerial role	658 6%	196	131	120	149	214	78	142	200	65	132	212	45	141	135	46	404	226	7
Blue-collar, not in a managerial role	1544 15%	340	402	271	252	565	161	233	581	135	230	588	106	273	404	103	1225	253	2
Retired with a private pension	2012 20%	889	423	436	812	571	385	810	605	358	788	704	306	915	526	324	623	1305	10
Retired with a state pension ONLY	386 4%	144	106	60	118	142	43	109	151	42	109	162	33	124	126	43	227	133	5
Unemployed/not working/housewife or househusband	758 7%	119	183	121	90	262	70	84	269	65	92	277	42	103	207	51	519	159	3
Student	101 1%	9	17	24	6	13	11	5	10	7	3	15	4	2	10	4	49	37	4
		*	1%	1%	*	*	1%	*	*	1%	*	*	*	*	*	*	1%	1%	5%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 204

A9. Please indicate which of the categories below BEST fits the occupation of the chief income earner in your household.

Base : All respondents

	Newspaper readership																	Data source		Sector	
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
White-collar, in a managerial role	2367 23%	33 33%	72 19%	175 14%	458 22%	90 14%	88 19%	9 8%	18 14%	274 26%	392 33%	307 30%	188 30%	67 41%	28 30%	120 17%	47 23%	273 24%	2094 23%	541 32%	1243 32%
White-collar, not in a managerial role	2412 24%	28 28%	157 40%	295 23%	437 21%	140 21%	100 22%	34 30%	21 15%	196 19%	308 26%	294 29%	161 26%	27 16%	19 21%	146 21%	50 24%	280 24%	2132 23%	729 44%	1235 32%
Blue-collar, in a managerial role	658 6%	9 9%	24 6%	114 9%	147 7%	43 6%	29 6%	5 4%	11 8%	45 4%	49 4%	51 5%	41 7%	8 5%	6 6%	67 10%	11 5%	61 5%	598 7%	95 6%	397 10%
Blue-collar, not in a managerial role	1544 15%	15 16%	61 16%	355 28%	322 16%	171 26%	85 18%	40 36%	50 37%	53 5%	94 8%	52 5%	56 9%	4 3%	8 9%	143 21%	34 17%	184 16%	1360 15%	272 16%	859 22%
Retired with a private pension	2012 20%	7 7%	13 3%	61 5%	500 24%	84 13%	103 22%	5 5%	5 4%	390 38%	290 24%	251 24%	126 20%	48 29%	25 27%	89 13%	16 8%	184 16%	1828 20%	24 1%	74 2%
Retired with a state pension ONLY	386 4%	- -	9 2%	56 4%	99 5%	37 6%	30 7%	8 7%	5 4%	38 4%	20 2%	21 2%	12 2%	1 1%	6 7%	34 5%	9 4%	67 6%	319 4%	5 *	8 *
Unemployed/not working/ housewife or househusband	758 7%	6 6%	42 11%	203 16%	96 5%	86 13%	25 5%	11 9%	21 15%	33 3%	27 2%	42 4%	35 6%	8 5%	- -	87 13%	37 18%	90 8%	668 7%	4 *	22 1%
Student	101 1%	2 2%	11 3%	16 1%	11 1%	5 1%	1 *	1 1%	5 4%	7 1%	17 1%	13 1%	4 1%	2 1%	- -	3 *	4 2%	7 1%	94 1%	5 *	24 1%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 204

A9. Please indicate which of the categories below BEST fits the occupation of the chief income earner in your household.

Base : All respondents

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
White-collar, in a managerial role	2367 23%	456 21%	116 18%	127 20%	132 21%	218 20%	246 27%	268 26%	309 28%	288 25%	209 24%	89 23%
White-collar, not in a managerial role	2412 24%	508 23%	174 28%	162 25%	161 26%	269 25%	237 26%	266 26%	245 22%	235 20%	155 18%	83 22%
Blue-collar, in a managerial role	658 6%	119 5%	33 5%	51 8%	62 10%	76 7%	61 7%	66 7%	60 5%	86 7%	44 5%	32 8%
Blue-collar, not in a managerial role	1544 15%	405 19%	120 19%	126 20%	114 18%	185 17%	122 13%	112 11%	144 13%	110 9%	106 12%	56 15%
Retired with a private pension	2012 20%	295 13%	99 16%	96 15%	95 15%	188 17%	135 15%	213 21%	284 25%	359 31%	249 29%	61 16%
Retired with a state pension ONLY	386 4%	101 5%	23 4%	24 4%	16 3%	25 2%	27 3%	37 4%	29 3%	51 4%	53 6%	20 5%
Unemployed/not working/ housewife or househusband	758 7%	277 13%	53 8%	46 7%	45 7%	113 10%	69 8%	41 4%	41 4%	42 4%	32 4%	39 10%
Student	101 1%	23 1%	10 2%	6 1%	4 1%	18 2%	11 1%	15 1%	5 *	3 *	5 1%	- -

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 205

A10. And has the chief income earner in your household have formal training and/or obtain qualifications to undertake their role?

Base : All blue-collar workers

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	2188	978	1210	155	384	584	590	393	82	-	446	1134	608	191	110	269	237	187	206	109	165	181	331	202
Weighted Base	2202	984	1218	155	389	590	597	389	83	-	444	1145	613	196	114	278	243	191	209	108	163	182	322	196
Yes	1374	633	741	80	227	372	393	241	60	-	444	931	-	141	80	159	141	119	120	66	100	110	212	126
	62%	64%	61%	52%	58%	63%	66%	62%	73%	-	100%	81%	-	72%	70%	57%	58%	62%	58%	61%	62%	60%	66%	65%
No	762	326	435	61	140	205	195	138	21	-	-	198	564	52	32	114	90	66	79	41	61	62	101	65
	35%	33%	36%	40%	36%	35%	33%	35%	26%	-	-	17%	92%	27%	28%	41%	37%	34%	38%	38%	37%	34%	31%	33%
Don't know	67	25	42	14	21	12	9	10	1	-	-	17	50	3	2	5	12	7	10	1	2	11	10	5
	3%	3%	3%	9%	5%	2%	1%	3%	1%	-	-	1%	8%	2%	2%	2%	5%	4%	5%	1%	1%	6%	3%	2%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 205

A10. And has the chief income earner in your household have formal training and/or obtain qualifications to undertake their role?

Base : All blue-collar workers

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	2188	559	416	450	419	710	263	392	718	220	377	750	165	430	492	158	1606	486	9
Weighted Base	2202	536	533	391	401	779	239	375	780	200	361	800	151	414	539	148	1628	479	9
Yes	1374	349	346	248	257	517	155	236	518	128	226	541	92	263	365	94	990	323	5
	62%	65%	65%	63%	64%	66%	65%	63%	66%	64%	63%	68%	61%	64%	68%	63%	61%	68%	58%
No	762	176	176	130	138	246	80	134	247	68	128	241	56	143	167	51	599	138	3
	35%	33%	33%	33%	34%	32%	33%	36%	32%	34%	35%	30%	37%	35%	31%	34%	37%	29%	31%
Don't know	67	11	12	13	7	16	5	5	15	4	7	17	3	7	7	4	39	18	1
	3%	2%	2%	3%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	4%	11%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 205

A10. And has the chief income earner in your household have formal training and/or obtain qualifications to undertake their role?

Base : All blue-collar workers

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	2188	25	85	467	471	199	114	43	59	100	146	100	99	12	14	209	45	245	1943	364	1250
Weighted Base	2202	24	85	469	469	213	114	45	61	98	143	103	98	12	14	210	45	245	1957	367	1256
Yes	1374 62%	13 53%	49 58%	286 61%	307 65%	133 63%	81 71%	31 69%	35 57%	56 57%	80 56%	65 63%	69 70%	6 51%	11 79%	131 63%	21 46%	145 59%	1229 63%	269 73%	739 59%
No	762 35%	8 35%	32 38%	169 36%	151 32%	77 36%	33 29%	13 29%	23 38%	39 40%	59 41%	35 34%	27 27%	5 42%	3 21%	70 33%	17 39%	89 36%	673 34%	95 26%	482 38%
Don't know	67 3%	3 12%	4 4%	14 3%	10 2%	3 2%	-	1 2%	3 4%	3 3%	4 2%	3 3%	2 2%	1 8%	-	9 4%	7 15%	12 5%	55 3%	3 1%	36 3%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 205

A10. And has the chief income earner in your household have formal training and/or obtain qualifications to undertake their role?

Base : All blue-collar workers

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	2188	496	146	172	174	261	185	185	211	203	155	91
Weighted Base	2202	525	153	176	176	261	183	179	204	195	150	87
Yes	1374 62%	320 61%	92 60%	128 73%	111 63%	159 61%	107 59%	126 71%	111 54%	123 63%	95 64%	62 71%
No	762 35%	191 36%	56 37%	46 26%	58 33%	86 33%	73 40%	48 27%	86 42%	66 34%	52 34%	22 25%
Don't know	67 3%	14 3%	5 3%	3 2%	7 4%	16 6%	3 2%	4 2%	7 3%	6 3%	3 2%	3 3%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 206

A11. Before the chief income earner retired, which of the following would have BEST applied to her/his occupation?

Base : All retired with private pension

	Gender		Age						SEG				Region											
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted Base	2037	1291	746	3	13	16	87	800	1118	1291	537	148	61	168	103	256	205	162	160	107	161	136	359	220
Weighted Base	2012	1274	738	3	13	17	86	800	1094	1264	535	150	64	167	103	261	201	161	162	107	157	133	347	213
White-collar, in a managerial role	1264 63%	884 69%	380 51%	1 29%	4 31%	6 34%	35 40%	497 62%	721 66%	1264 100%	-	-	-	105 63%	53 51%	165 63%	122 61%	100 62%	93 58%	56 52%	107 68%	92 70%	228 66%	142 67%
White-collar, not in a managerial role	421 21%	204 16%	218 30%	1 29%	5 38%	6 36%	25 29%	165 21%	220 20%	-	421 79%	-	-	32 19%	25 24%	54 21%	44 22%	39 24%	30 19%	25 23%	29 18%	30 22%	72 21%	42 20%
Blue-collar, in a managerial role	139 7%	91 7%	48 6%	-	-	2 12%	14 16%	53 7%	69 6%	-	114 21%	25 17%	-	16 9%	11 11%	14 6%	13 7%	8 5%	18 11%	10 9%	7 4%	7 5%	24 7%	10 5%
Blue-collar, not in a managerial role	189 9%	96 8%	93 13%	1 42%	4 31%	3 19%	12 14%	85 11%	83 8%	-	-	125 83%	64 100%	15 9%	14 14%	28 11%	21 11%	14 9%	21 13%	16 15%	14 9%	4 3%	23 7%	19 9%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 206

A11. Before the chief income earner retired, which of the following would have BEST applied to her/his occupation?

Base : All retired with private pension

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	2037	927	330	501	849	515	420	848	555	388	824	658	333	957	478	350	613	1339	10
Weighted Base	2012	889	423	436	812	571	385	810	605	358	788	704	306	915	526	324	623	1305	10
White-collar, in a managerial role	1264	595	229	303	548	321	265	543	345	246	524	408	212	611	287	234	214	997	9
	63%	67%	54%	69%	67%	56%	69%	67%	57%	69%	66%	58%	69%	67%	55%	72%	34%	76%	87%
White-collar, not in a managerial role	421	174	105	87	151	133	78	155	140	73	158	159	62	175	137	56	178	222	1
	21%	20%	25%	20%	19%	23%	20%	19%	23%	20%	20%	23%	20%	19%	26%	17%	29%	17%	13%
Blue-collar, in a managerial role	139	66	29	20	62	38	19	62	40	19	58	48	14	71	28	13	79	56	-
	7%	7%	7%	5%	8%	7%	5%	8%	7%	5%	7%	7%	5%	8%	5%	4%	13%	4%	-
Blue-collar, not in a managerial role	189	54	59	26	51	79	23	50	81	20	49	89	18	58	73	20	153	30	-
	9%	6%	14%	6%	6%	14%	6%	6%	13%	5%	6%	13%	6%	6%	14%	6%	24%	2%	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 206

A11. Before the chief income earner retired, which of the following would have BEST applied to her/his occupation?

Base : All retired with private pension

	Newspaper readership																	Data source		Sector	
	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector	
Unweighted Base	2037	7	14	60	513	73	106	5	5	409	299	242	127	49	25	87	16	182	1855	24	77
Weighted Base	2012	7	13	61	500	84	103	5	5	390	290	251	126	48	25	89	16	184	1828	24	74
White-collar, in a managerial role	1264 63%	6 85%	4 34%	21 35%	269 54%	28 33%	46 45%	1 18%	- -	288 74%	223 77%	196 78%	87 69%	36 74%	17 67%	33 37%	10 62%	96 52%	1168 64%	15 63%	39 52%
White-collar, not in a managerial role	421 21%	- -	5 37%	13 22%	117 23%	22 27%	23 22%	1 18%	2 42%	70 18%	51 18%	47 19%	26 21%	9 19%	4 17%	28 31%	3 18%	48 26%	374 20%	6 24%	13 18%
Blue-collar, in a managerial role	139 7%	1 15%	2 15%	7 12%	46 9%	7 8%	15 14%	1 18%	1 18%	22 6%	9 3%	5 2%	8 7%	2 4%	1 4%	10 11%	2 13%	14 7%	125 7%	- -	6 8%
Blue-collar, not in a managerial role	189 9%	- -	2 14%	19 32%	68 14%	27 32%	20 19%	3 47%	2 40%	10 2%	8 3%	3 1%	4 4%	1 2%	3 12%	18 21%	1 6%	27 15%	162 9%	3 13%	16 22%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 206

A11. Before the chief income earner retired, which of the following would have BEST applied to her/his occupation?

Base : All retired with private pension

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	2037	272	92	95	91	189	139	222	300	375	262	64
Weighted Base	2012	295	99	96	95	188	135	213	284	359	249	61
White-collar, in a managerial role	1264	160	59	55	60	111	80	145	203	222	169	34
	63%	54%	59%	57%	64%	59%	59%	68%	72%	62%	68%	55%
White-collar, not in a managerial role	421	63	22	32	19	53	30	44	43	76	42	16
	21%	21%	22%	33%	20%	28%	22%	20%	15%	21%	17%	27%
Blue-collar, in a managerial role	139	28	7	5	4	9	11	12	16	29	18	6
	7%	9%	7%	5%	4%	5%	8%	6%	6%	8%	7%	9%
Blue-collar, not in a managerial role	189	44	12	5	12	15	14	12	22	33	20	6
	9%	15%	13%	5%	13%	8%	10%	6%	8%	9%	8%	9%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 207

A12. And prior to their retirement, did the chief income earner in your household have formal training and/or obtain qualifications to undertake their role?

Base : All who were blue-collar workers before retiring

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	324	185	139	1	4	5	27	136	151	-	115	148	61	30	25	40	36	23	36	25	22	11	47	29
Weighted Base	327	187	140	1	4	5	26	138	153	-	114	150	64	30	25	42	35	23	38	26	21	11	47	29
Yes	238	140	98	1	2	4	19	99	112	-	114	125	-	23	17	33	26	17	28	18	16	8	31	22
	73%	75%	70%	100%	55%	81%	73%	72%	74%	-	100%	83%	-	77%	67%	79%	74%	75%	72%	68%	77%	73%	66%	75%
No	81	45	37	-	2	1	6	37	36	-	-	24	58	7	7	7	9	5	10	8	5	3	16	6
	25%	24%	26%	-	45%	19%	23%	27%	24%	-	-	16%	90%	23%	28%	16%	26%	20%	25%	29%	23%	27%	34%	22%
Don't know	7	2	6	-	-	-	1	2	4	-	-	1	6	-	1	2	-	1	1	1	-	-	-	1
	2%	1%	4%	-	-	-	4%	2%	3%	-	-	1%	10%	-	5%	5%	-	4%	3%	3%	-	-	-	3%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 207

A12. And prior to their retirement, did the chief income earner in your household have formal training and/or obtain qualifications to undertake their role?

Base : All who were blue-collar workers before retiring

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	324	125	69	53	119	103	45	118	109	41	112	125	34	134	90	36	228	86	-
Weighted Base	327	120	88	46	113	117	42	112	121	38	107	137	32	129	101	34	232	86	-
Yes	238	94	53	33	90	73	34	88	77	30	83	89	24	105	58	28	158	71	-
	73%	78%	59%	72%	80%	62%	81%	79%	64%	79%	78%	65%	76%	82%	57%	84%	68%	83%	-
No	81	26	32	10	22	39	7	23	39	7	22	42	8	23	38	5	67	15	-
	25%	22%	36%	23%	19%	34%	17%	21%	33%	19%	21%	31%	24%	18%	37%	14%	29%	17%	-
Don't know	7	-	4	3	1	5	1	1	5	1	1	6	-	-	6	1	7	-	-
	2%	-	4%	6%	1%	4%	2%	1%	4%	2%	1%	4%	-	-	6%	3%	3%	-	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 207

A12. And prior to their retirement, did the chief income earner in your household have formal training and/or obtain qualifications to undertake their role?

Base : All who were blue-collar workers before retiring

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	324	1	4	26	115	30	36	3	3	33	16	7	13	3	4	27	3	38	286	3	23
Weighted Base	327	1	4	26	115	34	35	4	3	32	16	8	13	3	4	28	3	40	287	3	22
Yes	238	1	1	16	79	26	29	2	3	25	12	6	9	3	4	19	2	29	209	1	17
	73%	100%	26%	62%	69%	77%	83%	64%	100%	79%	75%	83%	69%	100%	100%	67%	67%	72%	73%	30%	76%
No	81	-	3	9	33	7	5	1	-	7	3	1	3	-	-	9	1	10	72	1	5
	25%	-	74%	33%	29%	20%	14%	36%	-	21%	19%	17%	24%	-	-	33%	33%	25%	25%	42%	20%
Don't know	7	-	-	1	2	1	1	-	-	-	1	-	1	-	-	-	-	1	6	1	1
	2%	-	-	5%	2%	4%	3%	-	-	-	5%	-	8%	-	-	-	-	3%	2%	28%	4%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 207

A12. And prior to their retirement, did the chief income earner in your household have formal training and/or obtain qualifications to undertake their role?

Base : All who were blue-collar workers before retiring

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	324	66	17	9	15	24	25	25	40	63	40	12
Weighted Base	327	71	19	9	16	24	25	24	38	61	39	12
Yes	238	51	13	7	13	18	17	20	27	46	28	9
	73%	71%	66%	73%	80%	76%	68%	81%	70%	75%	72%	75%
No	81	20	7	3	3	8	4	10	14	11	11	3
	25%	28%	34%	27%	20%	13%	32%	15%	27%	22%	28%	25%
Don't know	7	1	-	-	-	3	-	1	1	2	-	-
	2%	1%	-	-	-	11%	-	4%	3%	3%	-	-

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 208

Social Grade**Base : All respondents**

	Gender		Age						SEG				Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber -side	West Mid-lands	East Mid-lands	Wales	East -ern	London	South East	South West
Unweighted Base	10238	5213	5025	520	1438	1907	2057	2440	1876	3671	3487	1282	1798	852	478	1283	962	855	799	498	735	1033	1736	1007
Weighted Base	10238	5203	5035	520	1444	1926	2066	2431	1850	3631	3491	1295	1821	861	492	1310	972	866	806	502	723	1043	1686	977
AB	3631	2205	1426	107	336	552	621	1028	986	3631	-	-	-	267	146	451	327	302	261	150	292	398	653	384
	35%	42%	28%	21%	23%	29%	30%	42%	53%	100%	-	-	-	31%	30%	34%	34%	35%	32%	30%	40%	38%	39%	39%
C1	3491	1670	1822	240	670	684	673	753	472	-	3491	-	-	316	184	418	317	292	250	187	216	396	591	324
	34%	32%	36%	46%	46%	36%	33%	31%	26%	-	100%	-	-	37%	37%	32%	33%	34%	31%	37%	30%	38%	35%	33%
C2	1295	594	702	70	190	325	349	256	105	-	-	1295	-	134	79	168	140	110	123	67	94	83	190	108
	13%	11%	14%	14%	13%	17%	17%	11%	6%	-	-	100%	-	16%	16%	13%	14%	13%	15%	13%	13%	8%	11%	11%
DE	1821	735	1086	103	249	365	424	393	286	-	-	-	1821	145	83	274	188	162	171	98	120	166	252	162
	18%	14%	22%	20%	17%	19%	21%	16%	15%	-	-	-	100%	17%	17%	21%	19%	19%	21%	20%	17%	16%	15%	17%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 208

Social Grade**Base : All respondents**

	2010 vote			2005 vote			2001 vote			1997 vote			1992 vote			Class			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Working class	Middle class	Upper class
Unweighted Base	10238	3340	1883	2419	2743	3029	1697	2691	3102	1450	2595	3355	1094	2890	2268	1128	4864	4859	80
Weighted Base	10238	3203	2413	2104	2626	3344	1549	2571	3376	1335	2482	3590	1008	2774	2496	1052	4966	4761	79
AB	3631 35%	1441 45%	765 32%	834 40%	1240 47%	1092 33%	676 44%	1235 48%	1129 33%	598 45%	1192 48%	1235 34%	465 46%	1336 48%	847 34%	508 48%	943 19%	2519 53%	49 62%
C1	3491 34%	1028 32%	850 35%	757 36%	817 31%	1132 34%	554 36%	800 31%	1099 33%	456 34%	759 31%	1170 33%	327 32%	823 30%	797 32%	313 30%	1743 35%	1593 33%	19 24%
C2	1295 13%	335 10%	333 14%	210 10%	253 10%	484 14%	134 9%	239 9%	487 14%	113 8%	225 9%	508 14%	88 9%	273 10%	341 14%	91 9%	980 20%	262 5%	2 2%
DE	1821 18%	399 12%	465 19%	303 14%	316 12%	637 19%	185 12%	297 12%	661 20%	168 13%	307 12%	677 19%	127 13%	343 12%	510 20%	140 13%	1300 26%	387 8%	10 12%

General Public
ONLINE FIELDWORK : 10th December 2010 - 5th January 2011

Table 208

Social Grade**Base : All respondents**

	Newspaper readership																Data source		Sector		
	Total	Evening Standard	Metro	The Sun	Daily Mail	The Mirror	The Express	Daily Record	Daily Star	The Daily Telegraph	The Times	The Guardian	The Independent	Financial Times	The Herald	Local Newspaper	Other	ROS	Panel company	Public sector	Private sector
Unweighted Base	10238	101	387	1262	2102	603	469	108	134	1075	1221	1000	631	169	91	679	206	1136	9102	1657	3875
Weighted Base	10238	100	388	1274	2069	656	462	113	136	1036	1198	1030	623	166	93	688	207	1146	9093	1676	3863
AB	3631 35%	39	76	196	727	118	134	10	18	562	615	504	275	103	45	153	57	369	3262	556	1282
		39%	20%	15%	35%	18%	29%	9%	14%	54%	51%	49%	44%	62%	48%	22%	27%	32%	36%	33%	33%
C1	3491 34%	36	188	414	697	199	163	41	36	317	413	393	230	44	29	225	66	393	3098	814	1530
		36%	49%	32%	34%	30%	35%	36%	27%	31%	35%	38%	37%	27%	32%	33%	32%	34%	34%	49%	40%
C2	1295 13%	12	44	243	313	146	75	30	33	59	77	50	49	7	11	129	16	130	1165	216	644
		12%	11%	19%	15%	22%	16%	26%	24%	6%	6%	5%	8%	4%	12%	19%	8%	11%	13%	13%	17%
DE	1821 18%	13	79	421	332	193	90	33	48	97	93	84	69	11	8	181	68	253	1568	89	407
		13%	20%	33%	16%	29%	20%	29%	35%	9%	8%	8%	11%	7%	9%	26%	33%	22%	17%	5%	11%

General Public
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Table 208

Social Grade**Base : All respondents**

	Q30. Please indicate how positively or negatively you feel towards David Cameron											Voted Cons in 2010, but not currently planning to
	Total	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	
Unweighted Base	10238	2052	602	622	616	1095	926	1049	1164	1220	892	397
Weighted Base	10238	2184	629	636	629	1091	908	1018	1117	1173	853	381
AB	3631 35%	616 28%	175 28%	181 29%	192 30%	329 30%	326 36%	412 41%	512 46%	510 43%	378 44%	123 32%
C1	3491 34%	697 32%	230 36%	240 38%	230 37%	400 37%	326 36%	384 38%	342 31%	402 34%	241 28%	131 35%
C2	1295 13%	312 14%	98 16%	110 17%	97 15%	143 13%	100 11%	106 10%	116 10%	107 9%	107 13%	45 12%
DE	1821 18%	559 26%	127 20%	105 17%	110 18%	219 20%	156 17%	116 11%	147 13%	154 13%	127 15%	82 21%