

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

**Q4.1 Which of the main parties do you think generally has the best approach to the following issue? - Immigration**

**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Conservative	4205	2262	1943	389	530	753	685	693	1155	1264	1259	904	778	241	171	475	381	407	364	207	440	520	592	409	612	1659
	53%	58%	48%	41%	41%	50%	50%	58%	69%	58%	54%	54%	42%	35%	47%	51%	54%	55%	59%	49%	59%	52%	58%	56%	46%	53%
Labour	2163	953	1209	325	427	453	404	274	280	467	608	426	661	155	123	303	200	213	166	122	178	305	237	161	438	797
	27%	24%	30%	34%	33%	30%	30%	23%	17%	22%	26%	25%	36%	22%	34%	32%	28%	29%	27%	29%	24%	30%	23%	22%	33%	25%
Liberal Democrats	1364	590	774	212	284	244	221	194	209	378	382	282	323	72	68	162	125	121	92	53	132	182	198	159	231	583
	17%	15%	19%	22%	22%	16%	16%	16%	12%	17%	16%	17%	18%	10%	19%	17%	18%	16%	15%	13%	18%	18%	19%	22%	17%	19%
SNP	228	93	134	33	29	56	44	33	32	43	64	56	65	228	-	-	-	-	-	-	-	-	-	-	42	93
	3%	2%	3%	3%	2%	4%	3%	3%	2%	4%	3%	3%	4%	33%	-	-	-	-	-	-	-	-	-	-	3%	3%
Plaid Cymru	42	22	20	1	10	14	6	6	5	9	7	13	13	-	-	-	-	-	-	42	-	-	-	-	9	15
	1%	1%	*	*	1%	1%	*	*	*	*	*	1%	1%	-	-	-	-	-	-	10%	-	-	-	-	1%	*

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**Q4.2 Which of the main parties do you think generally has the best approach to the following issue? - Taxes**

**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034	
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148	
Conservative	3244 41%	1722 44%	1522 37%	265 28%	366 29%	548 36%	506 37%	586 49%	973 58%	1007 47%	929 40%	666 40%	642 35%	163 23%	113 31%	362 39%	280 40%	294 40%	279 45%	154 36%	341 46%	417 41%	505 49%	336 46%	427 32%	1259 40%	
Labour	3116 39%	1411 36%	1705 42%	484 50%	603 47%	651 43%	557 41%	385 32%	436 26%	709 33%	908 39%	674 40%	825 45%	227 33%	185 51%	412 44%	302 43%	319 43%	240 39%	171 40%	265 35%	429 43%	330 32%	237 32%	613 46%	1198 38%	
Liberal Democrats	1348 17%	660 17%	688 17%	182 19%	264 21%	243 16%	244 18%	185 15%	231 14%	392 18%	402 17%	265 16%	289 16%	58 8%	63 18%	166 18%	124 18%	128 17%	102 16%	55 13%	144 19%	161 16%	191 19%	157 21%	232 17%	574 18%	
SNP	247 3%	101 3%	146 4%	26 3%	32 3%	65 4%	49 4%	37 3%	38 2%	45 2%	69 3%	63 4%	70 4%	247 36%	-	-	-	-	-	-	-	-	-	-	-	51 4%	95 3%
Plaid Cymru	45 1%	25 1%	20 *	3 *	14 1%	12 1%	4 *	7 1%	4 *	8 *	11 *	12 1%	14 1%	-	-	-	-	-	-	45 11%	-	-	-	-	9 1%	21 1%	

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**Q4.3 Which of the main parties do you think generally has the best approach to the following issue? - The NHS**

**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Labour	3658	1771	1887	540	677	749	670	471	550	879	1033	767	980	253	207	508	352	363	286	194	305	487	410	293	723	1407
	46%	45%	46%	56%	53%	49%	49%	39%	33%	41%	45%	46%	53%	36%	57%	54%	50%	49%	46%	46%	41%	48%	40%	40%	54%	45%
Conservative	2744	1408	1336	216	303	430	427	496	872	859	820	541	525	128	96	288	240	254	236	121	305	344	436	296	326	1052
	34%	36%	33%	23%	24%	28%	31%	41%	52%	40%	35%	32%	29%	18%	27%	31%	34%	34%	38%	28%	41%	34%	42%	41%	24%	33%
Liberal Democrats	1272	602	670	175	250	260	201	179	207	357	371	280	263	48	58	144	113	123	100	50	140	176	180	141	216	557
	16%	15%	16%	18%	20%	17%	15%	15%	12%	17%	16%	17%	14%	7%	16%	15%	16%	17%	16%	12%	19%	17%	18%	19%	16%	18%
SNP	267	108	159	22	39	67	51	44	44	52	82	74	59	267	-	-	-	-	-	-	-	-	-	-	53	110
	3%	3%	4%	2%	3%	4%	4%	4%	3%	2%	4%	4%	3%	38%	-	-	-	-	-	-	-	-	-	-	4%	3%
Plaid Cymru	60	31	28	7	11	13	11	10	8	14	14	18	13	-	-	-	-	-	-	60	-	-	-	-	15	22
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	-	-	-	-	-	-	14%	-	-	-	-	1%	1%

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**Q4.4 Which of the main parties do you think generally has the best approach to the following issue? - Schools**

**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034	
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148	
Labour	3263 41%	1519 39%	1744 43%	499 52%	650 51%	666 44%	607 45%	409 34%	432 26%	754 35%	930 40%	694 41%	885 48%	219 32%	205 57%	454 48%	329 47%	331 45%	260 42%	159 37%	275 37%	425 42%	351 34%	256 35%	647 49%	1293 41%	
Conservative	3067 38%	1598 41%	1469 36%	239 25%	343 27%	510 34%	456 34%	544 45%	974 58%	945 44%	922 40%	620 37%	580 32%	137 20%	110 31%	327 35%	255 36%	305 41%	261 42%	141 33%	318 42%	397 39%	496 48%	320 44%	369 28%	1190 38%	
Liberal Democrats	1305 16%	635 16%	670 16%	185 19%	233 18%	256 17%	224 16%	189 16%	219 13%	392 18%	355 15%	273 16%	285 15%	51 7%	47 13%	160 17%	121 17%	104 14%	101 16%	46 11%	158 21%	185 18%	179 17%	153 21%	238 18%	529 17%	
SNP	288 4%	127 3%	160 4%	23 2%	39 3%	72 5%	58 4%	46 4%	49 3%	56 3%	90 4%	66 4%	76 4%	288 41%	-	-	-	-	-	-	-	-	-	-	-	56 4%	109 3%
Plaid Cymru	78 1%	41 1%	37 1%	14 1%	14 1%	16 1%	14 1%	13 1%	7 *	14 1%	24 1%	26 2%	14 1%	-	-	-	-	-	-	78 18%	-	-	-	-	23 2%	27 1%	

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**Q4.5 Which of the main parties do you think generally has the best approach to the following issue? - Climate change and the environment**

**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034	
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148	
Liberal Democrats	2750 34%	1459 37%	1291 32%	301 31%	429 34%	512 34%	505 37%	423 35%	581 35%	872 40%	804 35%	538 32%	536 29%	165 24%	113 31%	327 35%	231 33%	282 38%	212 34%	101 24%	281 38%	372 37%	376 37%	291 40%	460 35%	1132 36%	
Conservative	2609 33%	1277 33%	1332 33%	268 28%	325 25%	429 28%	385 28%	441 37%	762 45%	731 34%	749 32%	584 35%	545 30%	134 19%	116 32%	279 30%	242 34%	240 32%	217 35%	129 30%	286 38%	317 31%	383 37%	265 36%	331 25%	1003 32%	
Labour	2350 29%	1046 27%	1304 32%	357 37%	481 38%	510 34%	415 31%	296 25%	291 17%	496 23%	689 30%	481 29%	684 37%	167 24%	133 37%	334 36%	233 33%	218 30%	192 31%	131 31%	182 24%	318 32%	268 26%	174 24%	481 36%	908 29%	
SNP	229 3%	103 3%	127 3%	25 3%	33 3%	51 3%	44 3%	32 3%	44 3%	45 2%	66 3%	56 3%	62 3%	229 33%	-	-	-	-	-	-	-	-	-	-	-	43 3%	81 3%
Plaid Cymru	63 1%	35 1%	28 1%	9 1%	12 1%	18 1%	11 1%	8 1%	4 *	16 1%	12 1%	21 1%	14 1%	-	-	-	-	-	-	63 15%	-	-	-	-	17 1%	24 1%	

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**Q4.6 Which of the main parties do you think generally has the best approach to the following issue? - Defence and national security**

**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034	
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148	
Conservative	3922 49%	2053 52%	1869 46%	353 37%	470 37%	647 43%	649 48%	703 59%	1099 65%	1225 57%	1145 49%	787 47%	764 42%	226 33%	146 40%	418 44%	350 50%	369 50%	328 53%	196 46%	398 53%	505 50%	587 57%	399 55%	557 42%	1510 48%	
Labour	2916 36%	1373 35%	1543 38%	449 47%	553 43%	634 42%	529 39%	352 29%	400 24%	652 30%	822 35%	650 39%	792 43%	247 35%	177 49%	392 42%	280 40%	292 39%	228 37%	158 37%	249 33%	365 36%	302 29%	225 31%	569 43%	1170 37%	
Liberal Democrats	951 12%	404 10%	547 13%	137 14%	222 17%	180 12%	145 11%	116 10%	150 9%	249 12%	288 12%	192 11%	223 12%	48 7%	38 11%	130 14%	76 11%	78 11%	66 11%	32 8%	102 14%	136 14%	138 13%	105 14%	157 12%	402 13%	
SNP	174 2%	70 2%	104 3%	19 2%	25 2%	46 3%	33 2%	22 2%	29 2%	29 1%	54 2%	41 2%	50 3%	174 25%	-	-	-	-	-	-	-	-	-	-	-	40 3%	56 2%
Plaid Cymru	38 *	21 1%	17 *	2 *	10 1%	12 1%	3 *	8 1%	3 *	6 *	12 1%	10 1%	11 1%	-	-	-	-	-	-	38 9%	-	-	-	-	10 1%	10 *	

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**Q4.7 Which of the main parties do you think generally has the best approach to the following issue? - Welfare**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034	
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148	
Labour	3677	1760	1917	505	651	725	687	513	597	873	1054	766	984	269	212	500	351	367	279	190	304	509	415	282	672	1408	
		46%	45%	47%	53%	51%	48%	51%	43%	36%	40%	45%	46%	53%	39%	59%	53%	50%	50%	45%	45%	41%	51%	40%	39%	50%	45%
Conservative	2802	1435	1367	290	342	483	416	467	804	863	825	575	539	129	95	291	268	259	251	124	307	341	439	299	390	1126	
		35%	37%	34%	30%	27%	32%	31%	39%	48%	40%	36%	34%	29%	19%	26%	31%	38%	35%	40%	29%	41%	34%	43%	41%	29%	36%
Liberal Democrats	1230	598	632	141	243	240	197	176	233	370	351	264	246	60	55	149	87	113	92	57	139	156	173	150	215	496	
		15%	15%	15%	15%	19%	16%	15%	14%	17%	15%	16%	13%	9%	15%	16%	12%	15%	15%	13%	19%	15%	17%	20%	16%	16%	
SNP	238	100	138	23	28	58	50	36	43	44	77	56	61	238	-	-	-	-	-	-	-	-	-	-	40	95	
		3%	3%	3%	2%	2%	4%	4%	3%	3%	4%	3%	3%	34%	-	-	-	-	-	-	-	-	-	-	3%	3%	
Plaid Cymru	53	27	26	2	16	14	9	8	4	11	13	19	10	-	-	-	-	-	-	53	-	-	-	-	15	22	
		1%	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	-	-	-	-	-	-	13%	-	-	-	-	1%	1%	

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**Q4.8 Which of the main parties do you think generally has the best approach to the following issue? - Crime and anti-social behaviour**

**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034	
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148	
Conservative	4150 52%	2210 56%	1940 48%	376 39%	509 40%	726 48%	672 49%	711 59%	1157 69%	1267 59%	1214 52%	869 52%	800 43%	219 32%	159 44%	461 49%	375 53%	393 53%	350 56%	199 47%	446 60%	529 53%	610 59%	409 56%	582 44%	1640 52%	
Labour	2527 32%	1142 29%	1384 34%	395 41%	509 40%	546 36%	448 33%	312 26%	316 19%	549 25%	751 32%	517 31%	710 39%	170 24%	156 43%	365 39%	240 34%	247 33%	196 31%	144 34%	203 27%	324 32%	281 27%	202 28%	526 39%	976 31%	
Liberal Democrats	1030 13%	439 11%	591 14%	163 17%	215 17%	176 12%	177 13%	135 11%	163 10%	287 13%	276 12%	223 13%	244 13%	52 7%	47 13%	114 12%	90 13%	100 14%	76 12%	41 10%	100 13%	154 15%	136 13%	119 16%	171 13%	418 13%	
SNP	254 3%	107 3%	147 4%	24 3%	34 3%	59 4%	59 4%	34 3%	44 3%	50 2%	70 3%	59 4%	75 4%	254 37%	-	-	-	-	-	-	-	-	-	-	-	42 3%	96 3%
Plaid Cymru	40 1%	23 1%	18 *	2 *	13 1%	13 1%	4 *	8 1%	1 *	8 *	9 *	12 1%	11 1%	-	-	-	-	-	-	40 9%	-	-	-	-	12 1%	18 1%	



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**Q4.9 Which of the main parties do you think generally has the best approach to the following issue? - Relations with the EU**

**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034	
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148	
Conservative	3512 44%	1800 46%	1711 42%	331 34%	419 33%	588 39%	590 43%	628 52%	956 57%	1044 48%	1001 43%	754 45%	712 39%	200 29%	131 36%	384 41%	318 45%	331 45%	299 48%	173 41%	366 49%	431 43%	527 51%	352 48%	486 36%	1362 43%	
Labour	2732 34%	1248 32%	1484 36%	410 43%	540 42%	612 40%	477 35%	338 28%	355 21%	609 28%	775 33%	591 35%	757 41%	186 27%	171 47%	371 39%	260 37%	272 37%	221 35%	156 37%	225 30%	355 35%	290 28%	226 31%	539 40%	1083 34%	
Liberal Democrats	1499 19%	752 19%	747 18%	193 20%	283 22%	259 17%	233 17%	195 16%	335 20%	461 21%	470 20%	278 17%	291 16%	88 13%	60 17%	185 20%	128 18%	138 19%	102 16%	58 14%	158 21%	221 22%	210 20%	152 21%	251 19%	606 19%	
SNP	221 3%	97 2%	124 3%	25 3%	28 2%	52 3%	54 4%	29 2%	32 2%	39 2%	64 3%	50 3%	68 4%	221 32%	-	-	-	-	-	-	-	-	-	-	-	45 3%	84 3%
Plaid Cymru	37 *	23 1%	14 *	1 *	9 1%	9 1%	5 *	10 1%	3 *	7 *	10 *	8 *	12 1%	-	-	-	-	-	-	37 9%	-	-	-	-	11 1%	13 *	

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**Q4.10 Which of the main parties do you think generally has the best approach to the following issue? - Managing the economy overall**

**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Conservative	3885 49%	2077 53%	1808 44%	354 37%	454 35%	675 44%	609 45%	690 58%	1102 66%	1210 56%	1118 48%	808 48%	748 41%	191 27%	139 39%	434 46%	352 50%	372 50%	327 53%	186 44%	428 57%	479 48%	580 57%	395 54%	531 40%	1536 49%
Labour	2820 35%	1299 33%	1521 37%	410 43%	560 44%	577 38%	519 38%	345 29%	408 24%	655 30%	824 36%	581 35%	760 41%	220 32%	179 49%	384 41%	263 37%	284 38%	220 35%	153 36%	231 31%	372 37%	295 29%	220 30%	557 42%	1068 34%
Liberal Democrats	1008 13%	419 11%	589 14%	164 17%	220 17%	196 13%	174 13%	119 10%	135 8%	245 11%	290 12%	217 13%	256 14%	45 6%	44 12%	122 13%	90 13%	84 11%	75 12%	38 9%	91 12%	155 15%	151 15%	114 16%	187 14%	436 14%
SNP	240 3%	100 3%	140 3%	26 3%	33 3%	60 4%	51 4%	36 3%	34 2%	41 2%	75 3%	64 4%	61 3%	240 35%	-	-	-	-	-	-	-	-	-	-	46 3%	92 3%
Plaid Cymru	48 1%	25 1%	23 1%	7 1%	13 1%	11 1%	6 *	10 1%	1 *	8 *	13 1%	10 1%	16 1%	-	-	-	-	-	-	48 11%	-	-	-	-	12 1%	17 1%

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**Q5.1 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?  
 Shares my values**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	3040	1391	1649	461	606	630	535	384	424	752	888	623	777	283	190	399	279	293	224	177	224	430	327	215	616	1188
	38%	35%	40%	48%	47%	41%	39%	32%	25%	35%	38%	37%	42%	41%	53%	42%	40%	40%	36%	42%	30%	43%	32%	30%	46%	38%
Not true	4961	2529	2432	499	674	890	825	817	1257	1409	1432	1057	1063	413	171	541	427	447	398	247	526	576	700	514	716	1960
	62%	65%	60%	52%	53%	59%	61%	68%	75%	65%	62%	63%	58%	59%	47%	58%	60%	60%	64%	58%	70%	57%	68%	70%	54%	62%

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**Q5.2 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?**  
**Competent and capable**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	2694	1198	1497	446	573	570	458	327	319	604	804	573	714	240	163	354	248	267	200	155	227	361	288	193	531	1099
	34%	31%	37%	46%	45%	38%	34%	27%	19%	28%	35%	34%	39%	34%	45%	38%	35%	36%	32%	37%	30%	36%	28%	26%	40%	35%
Not true	5307	2722	2585	514	707	950	901	873	1362	1557	1517	1107	1127	456	199	586	458	473	422	269	523	646	739	537	802	2049
	66%	69%	63%	54%	55%	62%	66%	73%	81%	72%	65%	66%	61%	66%	55%	62%	65%	64%	68%	63%	70%	64%	72%	74%	60%	65%

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**Q5.3 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?**  
**Honest and principled**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	2631	1256	1375	398	505	548	444	336	400	664	793	515	660	227	144	344	215	239	198	154	215	371	329	195	489	1069
	33%	32%	34%	41%	39%	36%	33%	28%	24%	31%	34%	31%	36%	33%	40%	37%	30%	32%	32%	36%	29%	37%	32%	27%	37%	34%
Not true	5370	2663	2706	562	775	972	916	864	1281	1496	1528	1165	1180	469	218	596	491	502	423	270	535	635	697	534	844	2079
	67%	68%	66%	59%	61%	64%	67%	72%	76%	69%	66%	69%	64%	67%	60%	63%	70%	68%	68%	64%	71%	63%	68%	73%	63%	66%

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**Q5.4 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?**  
**Their heart is in the right place**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	4637	2281	2355	573	799	914	825	646	879	1257	1413	903	1063	401	243	583	392	435	359	256	418	582	580	388	837	1827
	58%	58%	58%	60%	62%	60%	61%	54%	52%	58%	61%	54%	58%	58%	67%	62%	56%	59%	58%	60%	56%	58%	57%	53%	63%	58%
Not true	3364	1638	1726	387	481	606	535	554	802	903	907	777	777	295	119	357	314	305	263	168	332	425	446	342	496	1321
	42%	42%	42%	40%	38%	40%	39%	46%	48%	42%	39%	46%	42%	42%	33%	38%	44%	41%	42%	40%	44%	42%	43%	47%	37%	42%

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**Q5.5 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?**  
**Tolerant and respectful towards minorities**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	5570	2844	2726	671	911	1045	974	825	1143	1591	1677	1096	1206	479	267	697	492	511	424	310	495	717	698	480	989	2166
	70%	73%	67%	70%	71%	69%	72%	69%	68%	74%	72%	65%	66%	69%	74%	74%	70%	69%	68%	73%	68%	71%	68%	66%	74%	69%
Not true	2431	1076	1355	289	369	475	386	375	538	570	643	585	634	216	95	243	213	230	198	114	255	289	328	250	343	982
	30%	27%	33%	30%	29%	31%	28%	31%	32%	26%	28%	35%	34%	31%	26%	26%	30%	31%	32%	27%	34%	29%	32%	34%	26%	31%

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**Q5.6 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?  
Clear about what they stand for**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	3095	1325	1770	512	633	627	499	401	424	705	941	670	779	274	178	411	282	290	253	179	263	391	341	233	588	1229
	39%	34%	43%	53%	49%	41%	37%	33%	25%	33%	41%	40%	42%	39%	49%	44%	40%	39%	41%	42%	35%	39%	33%	32%	44%	39%
Not true	4906	2595	2311	448	647	893	861	800	1257	1455	1379	1010	1062	421	184	529	424	450	369	245	486	616	685	497	745	1919
	61%	66%	57%	47%	51%	59%	63%	67%	75%	67%	59%	60%	58%	61%	51%	56%	60%	61%	59%	58%	65%	61%	67%	68%	56%	61%



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**Q5.7 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?  
They stand for fairness**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	4043	1942	2101	567	728	801	704	549	694	1078	1214	803	948	373	225	511	370	378	297	218	343	525	480	325	750	1595
	51%	50%	51%	59%	57%	53%	52%	46%	41%	50%	52%	48%	52%	54%	62%	54%	52%	51%	48%	51%	46%	52%	47%	44%	56%	51%
Not true	3958	1978	1980	393	552	719	656	652	986	1082	1107	877	892	323	137	430	336	362	325	206	407	482	547	405	582	1553
	49%	50%	49%	41%	43%	47%	48%	54%	59%	50%	48%	52%	48%	46%	38%	46%	48%	49%	52%	49%	54%	48%	53%	56%	44%	49%

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**Q5.8 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?  
 On the side of ordinary people, not just the best off**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	4923	2403	2520	642	800	900	850	716	1015	1391	1465	967	1100	421	257	603	437	456	365	276	446	635	622	404	871	1857
	62%	61%	62%	67%	63%	59%	63%	60%	60%	64%	63%	58%	60%	61%	71%	64%	62%	62%	59%	65%	59%	63%	61%	55%	65%	59%
Not true	3078	1516	1561	318	480	620	510	484	666	769	855	713	740	274	105	337	268	284	257	148	304	371	404	326	462	1291
	38%	39%	38%	33%	37%	41%	37%	40%	40%	36%	37%	42%	40%	39%	29%	36%	38%	38%	41%	35%	41%	37%	39%	45%	35%	41%

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**Q5.9 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?  
 In touch with the concerns of people like you**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	3271	1445	1827	514	643	655	546	409	505	790	982	671	829	287	191	424	291	305	252	184	251	497	352	238	632	1276
	41%	37%	45%	54%	50%	43%	40%	34%	30%	37%	42%	40%	45%	41%	53%	45%	41%	41%	41%	43%	34%	49%	34%	33%	47%	41%
Not true	4730	2475	2255	446	637	865	814	791	1176	1370	1339	1009	1012	408	171	516	415	435	369	240	499	510	674	492	701	1872
	59%	63%	55%	46%	50%	57%	60%	66%	70%	63%	58%	60%	55%	59%	47%	55%	59%	59%	57%	66%	51%	66%	67%	53%	59%	

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**Q5.10** Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?  
**They believe in equal opportunity for all**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	4740 59%	2315 59%	2425 59%	641 67%	807 63%	896 59%	836 61%	665 55%	895 53%	1296 60%	1432 62%	928 55%	1085 59%	434 62%	244 67%	585 62%	435 62%	447 60%	341 55%	255 60%	398 53%	648 64%	559 54%	395 54%	844 63%	1850 59%
Not true	3261 41%	1605 41%	1656 41%	319 33%	473 37%	624 41%	524 39%	535 45%	786 47%	865 40%	888 38%	753 45%	756 41%	261 38%	118 33%	355 38%	271 38%	293 40%	281 45%	169 40%	352 47%	359 36%	467 46%	335 46%	489 37%	1298 41%

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**Q5.11 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?  
 Shares my values**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	2504	1124	1380	340	440	477	373	379	495	776	756	503	470	161	113	313	218	232	180	128	238	318	342	261	435	1000
	31%	29%	34%	35%	34%	31%	27%	32%	29%	36%	33%	30%	26%	23%	31%	33%	31%	31%	29%	30%	32%	32%	33%	36%	33%	32%
Not true	5497	2796	2701	620	840	1043	987	821	1186	1385	1565	1177	1371	534	248	627	488	508	441	296	512	688	684	469	898	2148
	69%	71%	66%	65%	66%	69%	73%	68%	71%	64%	67%	70%	74%	77%	69%	67%	69%	69%	71%	70%	68%	68%	67%	64%	67%	68%

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**Q5.12 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?  
 Competent and capable**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	1942	862	1080	294	408	390	263	269	318	530	575	419	418	129	87	241	151	188	140	95	168	272	268	204	350	810
	24%	22%	26%	31%	32%	26%	19%	22%	19%	25%	25%	25%	23%	19%	24%	26%	21%	25%	23%	22%	22%	27%	26%	28%	26%	26%
Not true	6059	3058	3001	667	872	1130	1097	931	1363	1630	1745	1261	1423	566	275	699	555	552	481	329	581	735	759	526	983	2338
	76%	78%	74%	69%	68%	74%	81%	78%	81%	75%	75%	75%	77%	81%	76%	74%	79%	75%	77%	78%	78%	73%	74%	72%	74%	74%

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**Q5.13 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?  
Honest and principled**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	2979	1508	1471	336	449	519	459	468	748	945	880	586	567	197	111	341	237	295	231	150	305	363	443	305	446	1183
	37%	38%	36%	35%	35%	34%	34%	39%	44%	44%	38%	35%	31%	28%	31%	36%	34%	40%	37%	35%	41%	36%	43%	42%	33%	38%
Not true	5022	2412	2610	624	831	1001	901	732	933	1215	1440	1094	1273	498	250	599	469	445	391	274	445	643	583	424	887	1965
	63%	62%	64%	65%	65%	66%	66%	61%	56%	56%	62%	65%	69%	72%	69%	64%	66%	60%	63%	65%	59%	64%	57%	58%	67%	62%

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**Q5.14** Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?  
**Their heart is in the right place**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	4801	2381	2419	495	707	872	815	781	1131	1472	1432	984	913	362	203	557	429	441	384	256	472	549	667	482	785	1917
	60%	61%	59%	52%	55%	57%	60%	65%	67%	68%	62%	59%	50%	52%	56%	59%	61%	60%	62%	60%	63%	55%	65%	66%	59%	61%
Not true	3200	1539	1662	465	573	648	545	419	550	688	888	697	927	334	158	383	277	299	238	169	278	457	360	248	547	1231
	40%	39%	41%	48%	45%	43%	40%	35%	33%	32%	38%	41%	50%	48%	44%	41%	39%	40%	38%	40%	37%	45%	35%	34%	41%	39%



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**Q5.15 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?  
 Tolerant and respectful towards minorities**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	5217	2652	2564	532	773	960	883	847	1221	1619	1543	1042	1013	405	220	608	466	491	408	277	506	630	702	502	865	2039
	65%	68%	63%	55%	60%	63%	65%	71%	73%	75%	66%	62%	55%	58%	61%	65%	66%	66%	66%	65%	67%	63%	68%	69%	65%	65%
Not true	2784	1268	1517	428	507	559	477	353	460	541	778	638	827	290	141	332	239	249	214	147	244	377	324	227	468	1109
	35%	32%	37%	45%	40%	37%	35%	29%	27%	25%	34%	38%	45%	42%	39%	35%	34%	34%	34%	35%	33%	37%	32%	31%	35%	35%

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**Q5.16 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?  
Clear about what they stand for**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	2079	931	1147	302	432	415	303	278	349	542	610	460	468	133	85	228	173	197	165	101	203	320	278	196	366	866
	26%	24%	28%	31%	34%	27%	22%	23%	21%	25%	26%	27%	25%	19%	24%	24%	25%	27%	27%	24%	27%	32%	27%	27%	27%	28%
Not true	5922	2989	2934	659	848	1105	1057	922	1332	1618	1711	1221	1373	562	276	712	532	543	457	323	547	687	749	534	967	2282
	74%	76%	72%	69%	66%	73%	78%	77%	79%	75%	74%	73%	75%	81%	76%	76%	75%	73%	73%	76%	73%	68%	73%	73%	73%	72%

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Q5.17 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?  
**They stand for fairness**

Base : All respondents

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	4045	2012	2033	431	644	740	660	634	936	1268	1217	793	767	300	162	460	335	375	324	213	395	532	553	396	645	1615
	51%	51%	50%	45%	50%	49%	49%	53%	56%	59%	52%	47%	42%	43%	45%	49%	47%	51%	52%	50%	53%	54%	54%	48%	51%	
Not true	3956	1908	2048	529	636	780	699	567	745	892	1103	887	1073	396	200	480	371	365	298	211	354	474	474	333	687	1533
	49%	49%	50%	55%	50%	51%	51%	47%	44%	41%	48%	53%	58%	57%	55%	51%	53%	49%	48%	50%	47%	47%	46%	46%	52%	49%

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**Q5.18** Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?  
**On the side of ordinary people, not just the best off**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	4042	1987	2055	456	661	734	629	631	932	1286	1217	777	762	288	171	473	338	376	315	208	381	504	573	416	653	1585
	51%	51%	50%	48%	52%	48%	46%	53%	55%	60%	52%	46%	41%	41%	47%	50%	48%	51%	51%	49%	51%	50%	56%	57%	49%	50%
Not true	3959	1933	2026	504	619	786	731	569	749	874	1104	903	1078	408	190	467	367	365	306	216	369	503	454	313	680	1563
	49%	49%	50%	52%	48%	52%	54%	47%	45%	40%	48%	54%	59%	59%	53%	50%	52%	49%	49%	51%	49%	50%	44%	43%	51%	50%

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**Q5.19** Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?  
**In touch with the concerns of people like you**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	2701	1171	1530	347	509	507	406	390	542	817	814	541	529	170	121	309	251	259	216	143	248	344	374	267	456	1066
	34%	30%	37%	36%	40%	33%	30%	32%	32%	38%	35%	32%	29%	24%	33%	33%	36%	35%	35%	34%	33%	34%	36%	37%	34%	34%
Not true	5300	2749	2551	613	771	1012	954	810	1139	1343	1507	1139	1312	526	241	631	455	481	405	282	502	662	652	463	877	2082
	66%	70%	63%	64%	60%	67%	70%	68%	68%	62%	65%	68%	71%	76%	67%	67%	64%	65%	66%	67%	66%	64%	63%	66%	66%	

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**Q5.20** Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?  
**They believe in equal opportunity for all**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	4543	2298	2244	463	702	826	756	733	1062	1414	1378	875	875	349	196	513	410	425	367	239	444	559	600	440	738	1783
	57%	59%	55%	48%	55%	54%	56%	61%	63%	65%	59%	52%	48%	50%	54%	55%	58%	57%	59%	56%	59%	56%	58%	60%	55%	57%
Not true	3458	1622	1837	497	578	694	604	467	619	746	942	805	965	346	166	427	296	315	254	185	306	447	427	290	595	1365
	43%	41%	45%	52%	45%	46%	44%	39%	37%	35%	41%	48%	52%	50%	46%	45%	42%	43%	41%	44%	41%	44%	42%	40%	45%	43%

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**Q5.21 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?  
 Shares my values**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	2926	1555	1371	290	385	467	422	493	869	957	896	572	500	150	105	335	235	284	271	134	311	386	429	286	389	1149
	37%	40%	34%	30%	30%	31%	31%	41%	52%	44%	39%	34%	27%	22%	29%	36%	33%	38%	44%	32%	42%	38%	42%	39%	29%	37%
Not true	5075	2365	2710	670	895	1053	938	708	812	1203	1424	1108	1340	545	256	605	471	456	351	290	438	621	597	444	943	1999
	63%	60%	66%	70%	70%	69%	69%	59%	48%	56%	61%	66%	73%	78%	71%	64%	67%	62%	56%	68%	58%	62%	58%	61%	71%	63%

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**Q5.22 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?  
Competent and capable**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	3892 49%	1989 51%	1903 47%	443 46%	580 45%	667 44%	597 44%	608 51%	998 59%	1204 56%	1140 49%	809 48%	739 40%	247 36%	146 40%	452 48%	319 45%	377 51%	313 50%	197 47%	401 54%	498 49%	554 54%	388 53%	556 42%	1541 49%
Not true	4109 51%	1931 49%	2178 53%	517 54%	700 55%	853 56%	763 56%	593 49%	683 41%	956 44%	1181 51%	872 52%	1101 60%	448 64%	216 60%	488 52%	387 55%	363 49%	308 50%	227 53%	349 46%	509 51%	473 46%	342 47%	776 58%	1607 51%



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**Q5.23 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?  
Honest and principled**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	2775	1448	1327	300	388	460	402	438	787	910	832	539	495	166	98	325	225	259	235	137	289	358	406	277	368	1108
	35%	37%	33%	31%	30%	30%	30%	36%	47%	42%	36%	32%	27%	24%	27%	35%	32%	35%	38%	32%	39%	36%	40%	38%	28%	35%
Not true	5226	2472	2754	660	892	1060	958	762	894	1251	1488	1142	1345	529	264	615	481	481	386	287	460	649	621	453	964	2040
	65%	63%	67%	69%	70%	70%	70%	64%	53%	58%	64%	68%	73%	76%	73%	65%	68%	65%	62%	68%	61%	64%	60%	62%	72%	65%

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**Q5.24** Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?  
**Their heart is in the right place**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	3657	1866	1791	385	482	615	569	611	995	1139	1062	754	702	224	146	423	314	337	304	182	382	436	538	371	510	1421
	46%	48%	44%	40%	38%	40%	42%	51%	59%	53%	46%	45%	38%	32%	40%	45%	44%	45%	49%	43%	51%	43%	52%	51%	38%	45%
Not true	4344	2054	2290	575	798	905	791	590	686	1022	1258	926	1138	471	216	517	392	404	318	242	368	570	489	359	823	1727
	54%	52%	56%	60%	62%	60%	58%	49%	41%	47%	54%	55%	62%	68%	60%	55%	56%	55%	57%	49%	57%	48%	49%	62%	55%	

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Q5.25 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?  
Tolerant and respectful towards minorities

Base : All respondents

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	3850 48%	1944 50%	1906 47%	390 41%	556 43%	676 44%	592 44%	643 54%	993 59%	1134 53%	1101 47%	841 50%	774 42%	247 36%	167 46%	425 45%	351 50%	360 49%	320 51%	186 44%	395 53%	457 45%	548 53%	393 54%	562 42%	1512 48%
Not true	4151 52%	1976 50%	2175 53%	570 59%	724 57%	844 56%	768 56%	557 46%	688 41%	1026 47%	1219 53%	839 50%	1067 58%	448 64%	194 54%	515 55%	354 50%	380 51%	302 49%	238 56%	354 47%	550 55%	478 47%	336 46%	771 58%	1636 52%

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

Q5.26 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?  
 Clear about what they stand for

Base : All respondents

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	4263	2190	2073	478	653	751	699	686	996	1306	1285	859	813	304	179	486	375	392	332	233	427	551	575	409	690	1715
	53%	56%	51%	50%	51%	49%	51%	57%	59%	60%	55%	51%	44%	44%	50%	52%	53%	53%	53%	55%	57%	55%	56%	56%	52%	54%
Not true	3738	1730	2008	482	627	768	661	514	685	854	1036	822	1027	391	182	455	331	348	289	192	323	456	451	321	642	1433
	47%	44%	49%	50%	49%	51%	49%	43%	41%	40%	45%	49%	56%	56%	50%	48%	47%	47%	47%	45%	43%	45%	44%	44%	48%	46%

## Blueprint

### ONLINE FIELDWORK : 26th - 31st August 2011

Q5.27 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?  
They stand for fairness

Base : All respondents

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	3112	1608	1504	324	454	504	452	513	866	979	908	648	576	184	117	381	254	288	266	158	328	379	445	311	427	1226
	39%	41%	37%	34%	35%	33%	33%	43%	52%	45%	39%	39%	31%	27%	32%	41%	36%	39%	43%	37%	44%	38%	43%	43%	32%	39%
Not true	4889	2312	2577	636	826	1016	908	687	815	1181	1412	1032	1264	511	244	559	452	452	356	266	421	628	582	419	906	1921
	61%	59%	63%	66%	65%	67%	67%	57%	48%	55%	61%	61%	69%	73%	68%	59%	64%	61%	57%	63%	56%	62%	57%	57%	68%	61%

## Blueprint

### ONLINE FIELDWORK : 26th - 31st August 2011

Q5.28 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?  
On the side of ordinary people, not just the best off

Base : All respondents

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	2529 32%	1295 33%	1234 30%	279 29%	378 30%	387 25%	335 25%	415 35%	736 44%	816 38%	746 32%	521 31%	446 24%	141 20%	93 26%	286 30%	195 28%	244 33%	225 36%	113 27%	263 35%	324 32%	382 37%	261 36%	331 25%	997 32%
Not true	5472 68%	2625 67%	2847 70%	681 71%	902 70%	1133 75%	1025 75%	786 65%	945 56%	1344 62%	1574 68%	1159 69%	1394 76%	554 80%	268 74%	654 70%	510 72%	496 67%	397 64%	311 73%	487 65%	682 68%	644 63%	469 64%	1001 75%	2151 68%

## Blueprint

### ONLINE FIELDWORK : 26th - 31st August 2011

Q5.29 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?  
In touch with the concerns of people like you

Base : All respondents

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	2630	1368	1262	297	394	440	357	407	736	887	772	528	443	142	95	309	221	248	212	122	276	357	388	262	364	1045
	33%	35%	31%	31%	31%	29%	26%	34%	44%	41%	33%	31%	24%	20%	26%	33%	31%	33%	34%	29%	37%	35%	38%	36%	27%	33%
Not true	5371	2552	2819	663	886	1080	1003	794	945	1274	1548	1152	1397	554	267	632	484	493	410	302	474	650	639	468	969	2103
	67%	65%	69%	69%	69%	71%	74%	66%	56%	59%	67%	69%	76%	80%	74%	67%	69%	67%	66%	71%	63%	65%	62%	64%	73%	67%

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

**Q5.30 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?  
 They believe in equal opportunity for all**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
True	3152 39%	1661 42%	1490 37%	358 37%	438 34%	518 34%	450 33%	502 42%	866 53%	986 46%	930 40%	658 39%	577 31%	179 26%	122 34%	343 36%	265 38%	307 42%	253 41%	162 38%	331 44%	418 42%	449 44%	323 44%	419 31%	1245 40%
Not true	4849 61%	2259 58%	2591 63%	603 63%	842 66%	1002 66%	910 67%	699 58%	795 47%	1174 54%	1390 60%	1022 61%	1264 69%	516 74%	239 66%	598 64%	441 62%	433 58%	368 59%	263 62%	419 56%	589 58%	577 56%	407 56%	914 69%	1903 60%



## Blueprint ONLINE FIELDWORK : 26th - 31st August 2011

**Q6.1** Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

**David Cameron**

**Base :** All respondents

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
-100	295 4%	150 4%	145 4%	35 4%	56 4%	63 4%	71 5%	33 3%	37 2%	55 3%	94 4%	53 3%	92 5%	35 5%	14 4%	41 4%	28 4%	30 4%	22 4%	15 3%	26 3%	36 4%	23 2%	23 3%	57 4%	106 3%
-98	462 6%	250 6%	213 5%	66 7%	68 5%	106 7%	97 7%	66 6%	59 3%	86 4%	115 5%	84 5%	178 10%	68 10%	24 7%	53 6%	46 7%	34 5%	38 6%	33 8%	34 4%	60 6%	42 4%	31 4%	94 7%	161 5%
-97	104 1%	49 1%	56 1%	11 1%	15 1%	22 1%	20 1%	18 1%	19 1%	17 1%	35 2%	19 1%	33 2%	16 2%	2 1%	13 1%	9 1%	7 1%	13 2%	7 2%	3 1%	14 1%	10 1%	10 1%	17 1%	32 1%
-96	76 1%	29 1%	47 1%	7 1%	6 1%	18 1%	22 2%	13 1%	9 1%	15 1%	29 1%	13 1%	19 1%	13 2%	4 1%	7 1%	9 1%	9 1%	3 1%	6 1%	2 1%	9 1%	8 1%	8 1%	15 1%	30 1%
-95	56 1%	23 1%	34 1%	6 1%	9 1%	20 1%	9 1%	7 1%	6 1%	10 1%	19 1%	9 1%	18 1%	6 1%	5 1%	8 1%	9 1%	3 1%	5 1%	2 1%	- 1%	8 1%	7 1%	5 1%	9 1%	27 1%
-94	41 1%	19 1%	22 1%	7 1%	5 1%	13 1%	6 1%	3 1%	6 1%	8 1%	9 1%	10 1%	13 1%	2 1%	5 1%	6 1%	- 1%	1 1%	3 1%	4 1%	8 1%	6 1%	6 1%	- 1%	6 1%	17 1%
-93	30 1%	14 1%	16 1%	4 1%	6 1%	4 1%	8 1%	2 1%	5 1%	5 1%	10 1%	4 1%	10 1%	4 1%	1 1%	1 1%	8 1%	- 1%	2 1%	- 1%	6 1%	2 1%	2 1%	4 1%	9 1%	12 1%
-92	27 1%	9 1%	19 1%	4 1%	10 1%	4 1%	3 1%	3 1%	3 1%	5 1%	8 1%	9 1%	5 1%	1 1%	2 1%	1 1%	3 1%	1 1%	3 1%	2 1%	1 1%	5 1%	1 1%	6 1%	6 1%	12 1%
-91	39 1%	17 1%	22 1%	2 1%	9 1%	6 1%	10 1%	7 1%	5 1%	9 1%	5 1%	4 1%	20 1%	5 1%	4 1%	3 1%	4 1%	2 1%	5 1%	2 1%	6 1%	6 1%	1 1%	2 1%	5 1%	10 1%
-90	115 1%	56 1%	58 1%	16 2%	23 2%	23 1%	24 2%	18 1%	11 1%	34 2%	34 1%	11 1%	36 2%	17 3%	3 1%	13 1%	14 2%	10 1%	9 1%	10 2%	7 1%	10 1%	15 1%	6 1%	22 2%	48 2%
-89	47 1%	31 1%	16 1%	3 1%	4 1%	13 1%	12 1%	11 1%	4 1%	14 1%	6 1%	13 1%	14 1%	9 1%	1 1%	3 1%	2 1%	6 1%	3 1%	6 2%	3 1%	1 1%	7 1%	7 1%	9 1%	19 1%
-88	21 1%	5 1%	17 1%	1 1%	4 1%	6 1%	4 1%	3 1%	3 1%	6 1%	6 1%	5 1%	4 1%	2 1%	- 1%	- 1%	- 1%	6 1%	3 1%	- 1%	1 1%	4 1%	3 1%	1 1%	7 1%	7 1%
-87	15 1%	7 1%	9 1%	1 1%	4 1%	5 1%	3 1%	2 1%	4 1%	4 1%	4 1%	3 1%	3 1%	- 1%	1 1%	1 1%	1 1%	2 1%	1 1%	4 1%	- 1%	2 1%	2 1%	3 1%	6 1%	6 1%
-86	11 1%	2 1%	9 1%	3 1%	1 1%	4 1%	1 1%	1 1%	2 1%	3 1%	3 1%	2 1%	2 1%	1 1%	- 1%	2 1%	2 1%	1 1%	2 1%	- 1%	1 1%	2 1%	- 1%	1 1%	3 1%	3 1%
-85	16 1%	8 1%	7 1%	3 1%	1 1%	4 1%	2 1%	3 1%	3 1%	4 1%	6 1%	4 1%	1 1%	1 1%	1 1%	1 1%	1 1%	3 1%	1 1%	3 1%	- 1%	1 1%	5 1%	1 1%	2 1%	7 1%
-84	14 1%	7 1%	8 1%	1 1%	1 1%	6 1%	2 1%	1 1%	3 1%	3 1%	3 1%	6 1%	3 1%	- 1%	- 1%	3 1%	3 1%	1 1%	- 1%	- 1%	3 1%	1 1%	3 1%	1 1%	2 1%	7 1%
-83	17 1%	3 1%	14 1%	9 1%	1 1%	2 1%	6 1%	- 1%	- 1%	5 1%	1 1%	6 1%	5 1%	1 1%	1 1%	- 1%	1 1%	3 1%	1 1%	- 1%	2 1%	4 1%	3 1%	2 1%	4 1%	7 1%
-82	7 1%	2 1%	5 1%	- 1%	3 1%	1 1%	1 1%	1 1%	1 1%	3 1%	1 1%	- 1%	4 1%	1 1%	- 1%	1 1%	- 1%	1 1%	- 1%	1 1%	- 1%	3 1%	1 1%	1 1%	1 1%	1 1%
-81	40 1%	18 1%	22 1%	5 1%	4 1%	2 1%	8 1%	8 1%	12 1%	10 1%	7 1%	11 1%	12 1%	6 1%	- 1%	11 1%	6 1%	2 1%	1 1%	- 1%	2 1%	- 1%	9 1%	4 1%	4 1%	17 1%

## Blueprint ONLINE FIELDWORK : 26th - 31st August 2011

**Q6.1** Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

**David Cameron**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
-80	90 1%	43 1%	47 1%	3 *	15 1%	25 2%	13 1%	15 1%	19 1%	28 1%	30 1%	14 1%	19 1%	12 2%	5 1%	13 1%	6 1%	10 1%	6 1%	5 1%	11 2%	7 1%	10 1%	6 1%	17 1%	35 1%
-79	47 1%	18 *	29 1%	7 1%	8 1%	6 *	9 1%	2 *	16 1%	13 1%	19 1%	8 *	8 *	7 1%	4 1%	8 1%	9 1%	2 *	2 *	2 *	1 *	9 1%	2 *	2 *	6 *	17 1%
-78	13 *	10 *	4 *	2 *	1 *	2 *	3 *	2 *	4 *	4 *	4 *	1 *	4 *	2 *	- *	1 *	2 *	1 *	1 *	- *	2 *	2 *	2 *	1 *	1 *	8 *
-77	5 *	2 *	3 *	2 *	- *	- *	1 *	- *	2 *	2 *	1 *	- *	1 *	- *	* *	1 *	- *	1 *	- *	- *	- *	1 *	2 *	1 *	- *	* *
-76	12 *	7 *	5 *	- *	2 *	2 *	2 *	2 *	3 *	2 *	4 *	3 *	3 *	1 *	- *	3 *	- *	- *	2 *	- *	3 *	- *	1 *	1 *	- *	6 *
-75	9 *	5 *	4 *	2 *	- *	2 *	2 *	2 *	1 *	2 *	3 *	- *	3 *	1 *	- *	2 *	- *	1 *	2 *	- *	1 *	1 *	1 *	1 *	- *	6 *
-74	6 *	2 *	4 *	4 *	1 *	* *	1 *	- *	- *	2 *	1 *	- *	3 *	* *	1 *	- *	1 *	1 *	- *	- *	- *	1 *	1 *	- *	- *	2 *
-73	8 *	2 *	6 *	2 *	2 *	1 *	2 *	- *	- *	2 *	3 *	- *	4 *	1 *	- *	- *	- *	1 *	3 *	1 *	- *	- *	1 *	1 *	2 *	4 *
-72	9 *	5 *	4 *	- *	3 *	1 *	1 *	1 *	3 *	3 *	- *	5 *	1 *	3 *	- *	3 *	* *	1 *	- *	- *	1 *	- *	- *	- *	2 *	3 *
-71	20 *	9 *	10 *	2 *	7 1%	3 *	4 *	1 *	3 *	10 *	5 *	- *	4 *	2 *	2 1%	4 *	2 *	1 *	2 *	1 *	2 *	2 *	* *	2 *	4 *	9 *
-70	68 1%	35 1%	33 1%	10 1%	7 1%	14 1%	10 1%	11 1%	16 1%	20 1%	22 1%	12 1%	14 1%	5 1%	4 1%	8 1%	5 1%	7 1%	9 1%	2 *	5 1%	8 1%	12 1%	4 1%	12 1%	22 1%
-69	47 1%	28 1%	19 *	6 1%	10 1%	7 *	5 *	12 1%	7 *	12 1%	18 1%	6 *	10 1%	6 1%	4 1%	6 1%	6 1%	2 *	1 *	1 *	2 *	7 1%	6 1%	6 1%	10 1%	21 1%
-68	21 *	14 *	7 *	* *	2 *	6 *	4 *	4 *	3 *	6 *	4 *	2 *	9 *	2 *	1 *	2 *	1 *	1 *	2 *	2 *	1 *	4 *	4 *	1 *	4 *	9 *
-67	10 *	7 *	3 *	- *	* *	2 *	5 *	1 *	1 *	1 *	2 *	4 *	3 *	- *	- *	4 *	5 1%	- *	- *	- *	- *	1 *	- *	- *	1 *	5 *
-66	15 *	8 *	7 *	- *	5 *	* *	3 *	3 *	4 *	4 *	1 *	5 *	5 *	1 *	1 *	1 *	2 *	2 *	- *	1 *	3 *	- *	1 *	4 1%	3 *	4 *
-65	4 *	3 *	1 *	- *	1 *	2 *	- *	1 *	- *	1 *	1 *	- *	2 *	- *	1 *	- *	- *	1 *	- *	- *	- *	1 *	1 *	- *	1 *	2 *
-64	13 *	4 *	9 *	- *	5 *	2 *	2 *	4 *	1 *	3 *	3 *	5 *	3 *	- *	- *	6 1%	- *	- *	2 *	- *	2 *	1 *	1 *	2 *	1 *	7 *
-63	11 *	3 *	7 *	1 *	5 *	4 *	- *	1 *	- *	2 *	3 *	- *	5 *	1 *	- *	2 *	* *	1 *	1 *	2 *	- *	- *	2 *	1 *	3 *	4 *
-62	12 *	5 *	7 *	1 *	- *	1 *	3 *	3 *	4 *	1 *	6 *	1 *	3 *	3 *	- *	1 *	- *	- *	- *	- *	- *	2 *	4 *	1 *	2 *	3 *
-61	21 *	5 *	16 *	1 *	1 *	5 *	8 1%	1 *	6 *	8 *	9 *	- *	4 *	2 *	- *	* *	3 *	1 *	- *	1 *	1 *	9 1%	1 *	3 *	7 1%	5 *

## Blueprint ONLINE FIELDWORK : 26th - 31st August 2011

**Q6.1** Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

**David Cameron**

**Base :** All respondents

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
-60	57 1%	32 1%	25 1%	2 *	11 1%	17 1%	9 1%	8 1%	10 1%	13 1%	22 1%	10 1%	11 1%	5 1%	4 1%	4 *	7 1%	2 *	3 *	3 1%	10 1%	7 1%	6 1%	6 1%	15 1%	17 1%
-59	50 1%	20 1%	30 1%	5 1%	9 1%	11 1%	11 1%	9 1%	5 *	12 1%	14 1%	11 1%	13 1%	9 1%	1 *	5 1%	2 *	7 1%	4 1%	3 1%	3 1%	5 1%	10 1%	* *	12 1%	21 1%
-58	15 *	8 *	7 *	1 *	2 *	3 *	6 *	1 *	2 *	3 *	2 *	5 *	4 *	- *	1 *	2 *	2 *	2 *	2 *	2 *	2 *	- *	1 *	- *	3 *	6 *
-57	7 *	6 *	2 *	- *	2 *	- *	3 *	1 *	2 *	2 *	1 *	1 *	2 *	- *	1 *	1 *	- *	2 *	- *	- *	- *	2 *	* *	1 *	2 *	1 *
-56	12 *	4 *	8 *	- *	1 *	4 *	1 *	4 *	2 *	4 *	4 *	4 *	- *	1 *	1 *	1 *	2 *	2 *	1 *	- *	- *	1 *	- *	2 *	2 *	7 *
-55	9 *	4 *	5 *	4 *	1 *	1 *	1 *	3 *	- *	1 *	4 *	2 *	2 *	1 *	1 *	2 *	- *	- *	1 *	- *	- *	3 *	1 *	1 *	2 *	4 *
-54	6 *	5 *	1 *	4 *	1 *	- *	- *	- *	1 *	- *	6 *	- *	- *	1 *	- *	- *	3 *	- *	- *	2 1%	- *	- *	- *	- *	1 *	2 *
-53	12 *	7 *	5 *	2 *	3 *	2 *	- *	4 *	1 *	2 *	4 *	2 *	3 *	2 *	2 1%	- *	1 *	- *	- *	5 *	2 *	* *	- *	- *	2 *	6 *
-52	13 *	6 *	7 *	5 1%	1 *	1 *	4 *	1 *	1 *	2 *	4 *	5 *	2 *	4 1%	- *	1 *	1 *	- *	1 *	- *	- *	- *	3 *	2 *	* *	8 *
-51	32 *	20 1%	12 *	6 1%	2 *	4 *	9 *	5 *	6 *	8 *	8 *	4 *	12 1%	3 *	1 *	1 *	1 *	3 *	9 1%	1 *	1 *	8 1%	2 *	2 *	5 *	15 *
-50	153 2%	83 2%	70 2%	17 2%	43 3%	30 2%	26 2%	19 2%	18 1%	42 2%	42 2%	37 2%	32 2%	16 2%	7 2%	13 1%	20 3%	20 3%	9 1%	8 2%	7 1%	20 2%	19 2%	14 2%	35 3%	68 2%
-49	48 1%	30 1%	18 *	2 *	10 1%	5 *	14 1%	6 *	12 1%	14 1%	10 *	12 1%	12 1%	7 1%	3 1%	5 1%	9 1%	5 1%	4 1%	3 1%	1 *	4 *	4 *	2 *	10 1%	13 *
-48	23 *	9 *	14 *	3 *	5 *	3 *	5 *	1 *	6 *	7 *	9 *	3 *	4 *	3 *	- *	5 1%	2 *	1 *	2 *	3 1%	- *	3 *	3 *	2 *	7 1%	5 *
-47	21 *	8 *	13 *	1 *	4 *	6 *	5 *	3 *	2 *	8 *	6 *	2 *	5 *	2 *	2 1%	3 *	2 *	- *	2 *	1 *	1 *	5 1%	3 *	- *	9 1%	5 *
-46	7 *	4 *	2 *	- *	- *	1 *	3 *	1 *	2 *	3 *	- *	3 *	1 *	1 *	- *	- *	- *	- *	- *	1 *	- *	5 *	- *	- *	1 *	4 *
-45	5 *	3 *	2 *	- *	3 *	- *	1 *	1 *	- *	- *	1 *	3 *	1 *	- *	2 *	1 *	- *	- *	- *	- *	- *	1 *	1 *	- *	3 *	2 *
-44	19 *	10 *	8 *	11 1%	2 *	2 *	4 *	1 *	- *	2 *	3 *	8 1%	5 *	4 1%	1 *	- *	1 *	1 *	1 *	1 *	5 1%	- *	- *	6 1%	4 *	11 *
-43	6 *	1 *	5 *	2 *	* *	1 *	1 *	2 *	1 *	2 *	1 *	2 *	2 *	- *	- *	1 *	* *	2 *	- *	* *	- *	- *	1 *	1 *	* *	1 *
-42	11 *	5 *	6 *	1 *	3 *	2 *	2 *	2 *	1 *	2 *	3 *	4 *	1 *	- *	2 1%	- *	1 *	2 *	1 *	2 1%	- *	1 *	1 *	- *	2 *	7 *
-41	25 *	16 *	9 *	5 1%	1 *	10 1%	3 *	3 *	2 *	3 *	12 1%	5 *	5 *	1 *	- *	4 *	- *	3 *	* *	- *	2 *	5 *	5 *	4 1%	2 *	11 *

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-40	91 1%	51 1%	39 1%	12 1%	15 1%	20 1%	14 1%	13 1%	17 1%	25 1%	22 1%	15 1%	29 2%	12 2%	4 1%	12 1%	10 1%	5 1%	5 1%	8 2%	9 1%	9 1%	14 1%	6 1%	16 1%	39 1%
-39	31	15	16	6 1%	2	8 1%	3	8 1%	3	8	8	6	8	4 1%	2	4	1	4	1	2	-	5 1%	6 1%	2	7	10
-38	13	6	7	2	2	2	4	1	1	4	3	5	1	1	1	-	2	3	1	3 1%	1	1	1	-	1	3
-37	10	4	6	2	*	3	1	2	1	2	3	2	3	1	2 1%	2	-	2	-	-	-	2	*	-	4	2
-36	7	2	4	3	1	-	2	1	-	-	3	1	3	-	1	-	-	1	-	-	-	-	1	3	4	1
-35	10	3	7	2	3	2	*	1	1	1	7	1	2	-	-	*	*	2	3	-	-	2	1	1	3	3
-34	6	5	1	-	1	1	*	3	-	1	-	1	3	3	1	1	1	-	-	-	-	-	-	-	3	3
-33	7	4	3	2	1	1	2	1	1	2	4	-	2	-	-	1	-	2	1	-	-	-	2	1	1	4
-32	12	2	10	-	2	3	2	-	5	2	6	3	2	1	-	1	1	3	1	1	2	1	1	-	2	5
-31	25	13	12	1	3	5	3	3	9 1%	8	6	6	4	2	1	3	2	5 1%	-	1	2	3	4	2	4	8
-30	71 1%	38 1%	33 1%	19 2%	17 1%	8 1%	6	10 1%	13 1%	21 1%	23 1%	16 1%	11 1%	6 1%	6 2%	10 1%	3	1	7 1%	6 1%	4 1%	4	14 1%	8 1%	14 1%	24 1%
-29	33	12	21 1%	3	4	9 1%	3	7 1%	6	7	11	5	10 1%	4 1%	1	2	5 1%	1	4 1%	-	10 1%	-	5	-	4	10
-28	15	7	8	3	2	5	1	3	2	3	8	2	2	3	-	-	-	-	1	-	-	4	2	6 1%	4	3
-27	7	4	3	-	6	-	-	1	-	1	5	1	-	-	-	-	1	1	-	-	-	2	1	1	3	4
-26	6	5	1	-	1	1	-	2	2	1	1	4	*	-	-	2	-	2	1	1	-	1	*	-	1	3
-25	11	6	5	1	4	2	1	2	-	3	7	-	1	2	-	1	3	-	1	-	2	1	*	-	2	4
-24	11	3	8	2	4	1	1	2	1	1	7	-	4	1	-	3	2	-	3	-	-	-	2	1	1	6
-23	8	3	4	3	2	1	-	-	1	4	2	-	1	-	-	2	-	*	-	1	1	3	-	-	2	2
-22	10	5	5	3	2	3	*	1	1	1	5	3	1	-	1	3	1	-	-	-	2	1	-	2	3	6
-21	27	17	10	3	5	2	4	7 1%	6	9	5	9 1%	5	2	-	2	5 1%	1	5 1%	1	4 1%	3	1	4 1%	2	12

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Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
-20	67 1%	40 1%	27 1%	6 1%	8 1%	12 1%	19 1%	7 1%	14 1%	24 1%	18 1%	15 1%	10 1%	6 1%	2 1%	5 1%	7 1%	11 1%	4 1%	4 1%	6 1%	6 1%	13 1%	3 1%	14 1%	28 1%
-19	29	17	12	1	8 1%	8 1%	6	1	5	8	12 1%	4	5	4 1%	1	5	2	3	2	1	4	3	1	4 1%	7 1%	13
-18	10	4	6	1	2	2	2	2	1	3	2	1	4	3	-	1	1	-	2	-	-	1	2	-	-	3
-17	7	3	4	1	1	2	2	-	1	1	-	3	3	-	-	2	2	1	-	-	-	-	1	1	-	3
-16	11	4	7	-	3	3	2	2	2	3	1	3	4	2	2	3	-	-	1	1	-	1	2	-	3	6
-15	5	3	2	2	-	-	1	1	2	2	-	3	-	1	2	1	1	-	-	-	-	-	-	2	1	3
-14	8	5	3	-	1	-	1	3	3	5	-	3	-	2	-	1	1	-	1	-	3	-	-	-	-	4
-13	4	-	4	1	-	2	1	-	-	-	2	1	1	1	-	-	-	2	-	-	-	-	1	-	1	1
-12	11	2	9	5 1%	-	4	1	-	1	3	3	2	3	2	1	1	-	-	2	-	-	2	2	1	2	6
-11	20	12	8	1	2	4	3	4	5	7	5	5	3	2	1	3	1	2	2	-	2	7 1%	1	-	3	11
-10	56 1%	23 1%	33 1%	7 1%	14 1%	13 1%	7 1%	9 1%	7	16 1%	3	18 1%	19 1%	2	3 1%	7 1%	3	8 1%	4 1%	2	10 1%	10 1%	5	3	8 1%	25 1%
-9	33	20 1%	13	10 1%	3	5	6	5	4	9	5	11 1%	8	2	3 1%	4	8 1%	1	1	1	2	5	5	2	6	11
-8	15	3	11	7 1%	-	3	3	1	1	3	3	6	3	3	1	-	1	-	-	-	-	2	2	5 1%	5	7
-7	9	2	8	3	1	4	1	-	-	-	2	3	4	1	1	2	-	3	-	-	1	1	-	1	1	5
-6	2	-	2	-	-	2	-	1	-	1	2	-	-	2	-	-	-	-	-	-	-	-	1	-	-	2
-5	15	7	8	3	4	2	3	2	1	5	2	2	6	1	1	2	-	1	2	1	2	4	1	-	3	6
-4	10	-	10	2	1	2	3	-	3	1	5	-	4	2	-	-	-	-	2	-	4 1%	1	-	1	4	3
-3	7	1	6	4	1	1	1	-	1	4	-	-	3	3	-	1	-	-	-	1	1	-	1	-	-	3
-2	14	2	13	1	2	2	5	1	3	1	2	6	5	3	-	2	1	2	1	1	1	4	-	1	1	4
-1	69 1%	31 1%	38 1%	6 1%	12 1%	23 2%	10 1%	6	12 1%	15 1%	12 1%	28 2%	14 1%	10 1%	3 1%	6 1%	6 1%	8 1%	11 2%	2 1%	6 1%	5 1%	7 1%	6 1%	7 1%	33 1%

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0	262 3%	110 3%	152 4%	47 5%	59 5%	48 3%	43 3%	27 2%	38 2%	55 3%	83 4%	60 4%	64 3%	22 3%	19 5%	36 4%	25 4%	24 3%	12 2%	12 3%	26 3%	25 2%	41 4%	20 3%	48 4%	111 4%
1	75 1%	26 1%	49 1%	10 1%	13 1%	10 1%	15 1%	10 1%	17 1%	19 1%	15 1%	20 1%	19 1%	5 1%	3 1%	8 1%	12 2%	8 1%	5 1%	3 1%	6 1%	3 1%	10 1%	12 2%	14 1%	22 1%
2	23 *	13 *	11 *	5 1%	1 *	8 1%	4 *	4 *	1 *	3 *	3 *	4 *	14 1%	1 *	- *	6 1%	1 *	3 *	3 1%	2 1%	1 *	1 *	2 *	3 *	4 *	10 *
3	11 *	6 *	5 *	- *	1 *	3 *	5 *	1 *	1 *	1 *	5 *	2 *	4 *	- *	1 *	- *	2 *	4 1%	- *	1 *	- *	- *	2 *	1 *	4 *	5 *
4	10 *	7 *	3 *	3 *	1 *	4 *	1 *	- *	1 *	4 *	5 *	- *	1 *	- *	- *	- *	- *	1 *	2 *	- *	1 *	3 *	1 *	2 *	3 *	7 *
5	13 *	7 *	5 *	1 *	5 *	3 *	3 *	1 *	- *	2 *	6 *	3 *	2 *	3 *	- *	1 *	- *	3 *	1 *	1 *	3 *	- *	1 *	- *	4 *	6 *
6	9 *	5 *	4 *	1 *	3 *	4 *	- *	1 *	- *	5 *	2 *	3 *	- *	- *	- *	- *	2 *	2 *	- *	1 *	- *	2 *	- *	1 *	2 *	5 *
7	3 *	2 *	1 *	3 *	- *	- *	- *	- *	- *	- *	2 *	- *	1 *	- *	- *	2 *	- *	- *	- *	- *	- *	- *	- *	1 *	- *	2 *
8	16 *	1 *	15 *	5 *	4 *	4 *	- *	1 *	1 *	2 *	5 *	7 *	2 *	- *	1 *	- *	5 1%	2 *	- *	2 *	- *	2 *	- *	3 *	- *	9 *
9	28 *	11 *	17 *	2 *	5 *	10 1%	5 *	3 *	3 *	8 *	13 1%	2 *	5 *	4 1%	3 1%	6 1%	3 *	1 *	4 1%	- *	2 *	3 *	1 *	1 *	7 1%	12 *
10	68 1%	33 1%	35 1%	6 1%	13 1%	17 1%	13 1%	8 1%	11 1%	23 1%	22 1%	15 1%	8 *	7 1%	8 2%	7 1%	4 1%	7 1%	4 1%	3 1%	3 *	9 1%	11 1%	5 1%	14 1%	23 *
11	58 1%	22 1%	36 1%	10 1%	10 1%	11 1%	5 *	12 1%	11 1%	14 1%	16 1%	17 1%	12 1%	3 *	3 1%	6 1%	4 1%	2 *	6 1%	5 1%	6 1%	10 1%	7 1%	5 1%	9 1%	28 1%
12	16 *	6 *	9 *	1 *	1 *	2 *	7 1%	3 *	1 *	2 *	9 *	1 *	4 *	1 *	3 1%	- *	1 *	4 1%	2 *	- *	1 *	2 *	- *	1 *	6 *	4 *
13	12 *	4 *	9 *	1 *	6 *	1 *	1 *	1 *	2 *	3 *	2 *	4 *	3 *	2 *	- *	2 *	1 *	1 *	1 *	1 *	1 *	2 *	1 *	1 *	3 *	3 *
14	9 *	3 *	6 *	1 *	4 *	1 *	1 *	3 *	- *	1 *	3 *	5 *	- *	- *	1 *	2 *	- *	1 *	2 *	- *	- *	2 *	- *	1 *	3 *	5 *
15	16 *	7 *	9 *	4 *	3 *	4 *	3 *	2 *	- *	3 *	2 *	9 1%	2 *	1 *	- *	2 *	- *	3 *	1 *	- *	5 1%	1 *	2 *	2 *	6 *	6 *
16	12 *	9 *	3 *	- *	6 *	1 *	1 *	3 *	- *	3 *	4 *	3 *	2 *	2 *	- *	1 *	1 *	- *	1 *	- *	2 *	1 *	3 *	1 *	1 *	7 *
17	21 *	14 *	7 *	6 1%	3 *	6 *	4 *	1 *	2 *	3 *	7 *	6 *	5 *	2 *	1 *	9 1%	- *	1 *	- *	5 1%	2 *	1 *	- *	2 *	4 *	10 *
18	11 *	5 *	6 *	- *	4 *	2 *	- *	4 *	2 *	4 *	1 *	5 *	2 *	1 *	1 *	- *	2 *	- *	- *	- *	5 1%	1 *	2 *	1 *	3 *	6 *
19	38 *	18 *	20 *	2 *	4 *	6 *	8 1%	8 1%	9 1%	13 1%	11 *	10 1%	4 *	4 1%	6 2%	2 *	4 1%	3 *	2 *	2 1%	5 1%	4 *	7 1%	1 *	5 *	16 1%

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20	126 2%	67 2%	58 1%	15 2%	16 1%	20 1%	19 1%	22 2%	34 2%	32 1%	42 2%	33 2%	19 1%	13 2%	7 2%	13 1%	15 2%	8 1%	7 1%	4 1%	16 2%	13 1%	16 2%	15 2%	17 1%	51 2%
21	50 1%	26 1%	24 1%	7 1%	7 1%	15 1%	8 1%	4 *	8 1%	11 1%	13 1%	16 1%	10 1%	6 1%	1 *	5 1%	2 *	2 *	4 1%	3 1%	2 *	15 2%	2 *	6 1%	8 1%	31 1%
22	17 *	6 *	10 *	1 *	1 *	7 *	3 *	1 *	4 *	2 *	2 *	6 *	7 *	1 *	1 *	1 *	3 *	3 *	1 *	2 *	1 *	2 *	3 *	- *	5 *	5 *
23	9 *	6 *	3 *	1 *	- *	- *	3 *	3 *	2 *	2 *	2 *	2 *	2 *	1 *	2 1%	- *	- *	3 *	- *	- *	1 *	- *	- *	2 *	2 *	4 *
24	14 *	8 *	6 *	1 *	1 *	6 *	- *	3 *	4 *	6 *	3 *	3 *	3 *	3 *	- *	3 *	2 *	1 *	1 *	- *	1 *	1 *	1 *	1 *	1 *	5 *
25	15 *	8 *	6 *	4 *	3 *	3 *	1 *	2 *	2 *	4 *	* *	6 *	5 *	2 *	1 *	2 *	- *	1 *	* *	- *	2 *	3 *	3 *	1 *	3 *	8 *
26	15 *	9 *	6 *	- *	8 1%	3 *	1 *	1 *	3 *	5 *	6 *	2 *	2 *	1 *	- *	3 *	- *	2 *	1 *	* *	- *	4 *	3 *	- *	4 *	8 *
27	12 *	4 *	7 *	5 1%	2 *	1 *	1 *	- *	2 *	5 *	6 *	1 *	- *	- *	1 *	1 *	- *	2 *	3 *	- *	1 *	- *	3 *	1 *	1 *	3 *
28	22 *	11 *	11 *	3 *	6 *	5 *	2 *	1 *	4 *	10 *	3 *	4 *	5 *	2 *	- *	1 *	- *	1 *	5 1%	1 *	1 *	5 1%	4 *	1 *	3 *	8 *
29	59 1%	25 1%	35 1%	10 1%	5 *	11 1%	6 *	14 1%	14 1%	20 1%	17 1%	7 *	15 1%	5 1%	2 1%	5 *	2 *	8 1%	5 1%	4 1%	11 1%	7 1%	5 1%	7 1%	8 1%	22 1%
30	134 2%	66 2%	68 2%	10 1%	23 2%	25 2%	22 2%	23 2%	32 2%	44 2%	43 2%	26 2%	21 1%	8 1%	4 1%	14 2%	13 2%	13 2%	5 1%	6 2%	16 2%	14 1%	23 2%	15 2%	25 2%	49 2%
31	52 1%	25 1%	27 1%	8 1%	10 1%	8 1%	13 1%	9 1%	5 *	17 1%	17 1%	7 *	12 1%	3 *	1 *	5 1%	6 1%	3 *	3 1%	1 *	7 1%	9 1%	5 1%	8 1%	6 *	33 1%
32	16 *	8 *	8 *	2 *	2 *	3 *	1 *	2 *	6 *	6 *	5 *	2 *	3 *	- *	- *	2 *	2 *	5 1%	1 *	- *	1 *	3 *	1 *	1 *	1 *	3 *
33	13 *	7 *	6 *	- *	6 *	5 *	2 *	1 *	- *	2 *	3 *	6 *	2 *	- *	- *	5 1%	1 *	- *	- *	- *	- *	1 *	6 1%	* *	- *	8 *
34	31 *	15 *	16 *	8 1%	6 1%	3 *	7 1%	2 *	3 *	7 *	9 *	7 *	8 *	3 *	4 1%	1 *	1 *	1 *	2 *	1 *	* *	7 1%	7 1%	4 *	10 1%	15 *
35	20 *	14 *	6 *	3 *	6 *	6 *	2 *	2 *	2 *	6 *	7 *	3 *	4 *	1 *	- *	2 *	2 *	2 *	- *	- *	4 1%	2 *	4 *	1 *	3 *	14 *
36	25 *	10 *	15 *	4 *	7 1%	6 *	6 *	1 *	- *	6 *	8 *	2 *	9 *	2 *	- *	4 *	2 *	3 *	* *	1 *	- *	6 1%	3 *	3 *	6 *	12 *
37	12 *	5 *	7 *	5 1%	3 *	1 *	2 *	* *	1 *	4 *	3 *	4 *	1 *	1 *	1 *	1 *	1 *	- *	1 *	3 1%	3 *	- *	1 *	1 *	1 *	8 *
38	22 *	10 *	12 *	3 *	5 *	8 1%	1 *	1 *	4 *	4 *	5 *	11 1%	2 *	5 1%	2 *	4 *	3 *	3 *	- *	* *	4 1%	- *	1 *	- *	7 1%	6 *
39	39 *	23 1%	17 *	2 *	5 *	5 *	7 1%	7 1%	13 1%	11 1%	13 1%	6 *	8 *	1 *	1 *	9 1%	1 *	3 *	3 1%	4 1%	3 *	7 1%	3 *	3 *	19 1%	

## Blueprint ONLINE FIELDWORK : 26th - 31st August 2011

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40	136 2%	62 2%	74 2%	30 3%	16 1%	29 2%	15 1%	18 1%	28 2%	31 1%	45 2%	24 1%	37 2%	8 1%	3 1%	11 1%	10 1%	10 1%	8 1%	5 1%	20 3%	24 2%	23 2%	14 2%	20 2%	44 1%	
41	58 1%	27 1%	31 1%	6 1%	14 1%	11 1%	10 1%	8 1%	9 1%	13 1%	25 1%	9 1%	11 1%	-	5 1%	5 1%	6 1%	7 1%	5 1%	7 2%	3 1%	8 1%	8 1%	4 1%	12 1%	22 1%	
42	18 *	8 *	11 *	1 *	3 *	6 *	2 *	2 *	4 *	6 *	7 *	3 *	2 *	3 *	2 *	1 *	1 *	-	2 *	1 *	-	3 *	3 *	3 *	3 *	8 *	
43	12 *	8 *	5 *	3 *	4 *	1 *	2 *	-	3 *	5 *	3 *	3 *	2 *	*	-	2 *	2 *	1 *	1 *	-	1 *	2 *	3 *	-	3 *	6 *	
44	12 *	7 *	5 *	4 *	3 *	-	1 *	3 *	1 *	3 *	6 *	1 *	2 *	-	-	2 *	-	2 *	-	1 *	2 *	2 *	4 *	-	2 *	4 *	
45	4 *	* *	4 *	-	2 *	-	1 *	2 *	-	1 *	2 *	-	1 *	-	-	* *	-	1 *	* *	1 *	-	1 *	-	-	-	2 *	-
46	13 *	10 *	3 *	2 *	3 *	5 *	1 *	-	2 *	7 *	3 *	1 *	1 *	1 *	1 *	1 *	2 *	1 *	1 *	2 *	1 *	2 *	-	2 *	7 *		
47	22 *	11 *	11 *	6 1%	4 *	4 *	3 *	1 *	5 *	4 *	6 *	7 *	6 *	-	2 *	4 *	-	4 1%	2 *	1 *	1 *	2 *	6 1%	1 *	3 *	11 *	
48	19 *	9 *	10 *	2 *	4 *	3 *	3 *	2 *	5 *	6 *	6 *	4 *	2 *	1 *	1 *	2 *	-	3 *	3 *	2 1%	1 *	2 *	3 *	1 *	4 *	7 *	
49	60 1%	33 1%	27 1%	3 *	9 1%	9 1%	14 1%	7 1%	18 1%	24 1%	18 1%	12 1%	7 *	2 *	2 1%	11 1%	3 *	4 1%	5 1%	9 2%	12 2%	3 *	4 1%	6 1%	7 1%	28 1%	
50	198 2%	103 3%	95 2%	14 1%	30 2%	37 2%	33 2%	32 3%	50 3%	60 3%	56 2%	35 2%	46 2%	16 2%	5 1%	19 2%	12 2%	10 1%	15 2%	11 3%	24 3%	40 4%	31 3%	13 2%	31 2%	79 2%	
51	69 1%	25 1%	43 1%	7 1%	10 1%	11 1%	17 1%	9 1%	16 1%	21 1%	22 1%	18 1%	8 *	4 1%	3 1%	8 1%	7 1%	6 1%	4 1%	5 1%	2 *	14 1%	10 1%	7 1%	8 1%	27 1%	
52	25 *	8 *	17 *	1 *	10 1%	4 *	2 *	7 1%	3 *	5 *	4 *	10 1%	6 *	2 *	4 1%	1 *	-	4 *	2 *	2 *	1 *	7 1%	4 *	-	3 *	14 *	
53	10 *	6 *	4 *	2 *	-	3 *	-	3 *	2 *	3 *	4 *	2 *	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *	2 *	2 *	-	1 *	3 *	4 *	
54	12 *	5 *	7 *	-	3 *	3 *	4 *	* *	1 *	6 *	2 *	1 *	2 *	1 *	1 *	1 *	-	1 *	1 *	1 *	-	2 *	3 *	1 *	3 *	7 *	
55	19 *	9 *	10 *	2 *	5 *	8 1%	1 *	3 *	-	6 *	5 *	3 *	4 *	-	1 *	4 *	1 *	2 *	1 *	1 *	1 1%	5 1%	3 *	-	3 *	11 *	
56	24 *	11 *	13 *	13 1%	3 *	4 *	1 *	2 *	2 *	6 *	3 *	13 1%	2 *	2 *	-	3 *	6 1%	1 *	3 1%	5 1%	-	1 *	1 *	2 *	3 *	10 *	
57	14 *	6 *	8 *	1 *	3 *	3 *	1 *	4 *	2 *	4 *	4 *	4 *	3 *	-	-	2 *	-	2 *	-	1 *	1 *	4 *	2 *	1 *	1 *	4 *	
58	24 *	10 *	14 *	-	7 1%	3 *	* *	3 *	11 1%	7 *	10 *	6 *	1 *	1 *	5 1%	3 *	1 *	2 *	-	-	2 *	5 1%	3 *	3 *	1 *	6 *	
59	66 1%	31 1%	36 1%	-	13 1%	13 1%	14 1%	6 *	20 1%	25 1%	15 1%	15 1%	12 1%	4 1%	2 *	7 1%	7 1%	8 1%	4 1%	2 *	6 1%	8 1%	13 1%	6 1%	10 1%	25 1%	



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60	137 2%	82 2%	55 1%	5 *	21 2%	26 2%	26 2%	17 1%	42 3%	47 2%	36 2%	33 2%	21 1%	3 *	5 1%	19 2%	14 2%	11 1%	12 2%	6 1%	13 2%	14 1%	25 2%	16 2%	21 2%	53 2%
61	61 1%	31 1%	30 1%	5 *	6 *	9 1%	13 1%	8 1%	20 1%	22 1%	21 1%	12 1%	6 *	1 *	5 1%	8 1%	4 *	7 1%	4 1%	10 1%	7 1%	3 *	12 2%	7 1%	23 1%	
62	32 *	11 *	20 *	2 *	1 *	8 1%	7 1%	8 1%	6 *	11 *	8 *	6 *	7 *	3 *	1 *	4 *	5 *	4 1%	2 *	1 *	3 *	7 1%	1 *	1 *	4 *	9 *
63	17 *	14 *	2 *	- *	2 *	5 *	1 *	2 *	7 *	6 *	4 *	7 *	1 *	2 *	1 *	1 *	1 *	5 1%	- *	- *	2 *	2 *	1 *	1 *	- *	9 *
64	15 *	8 *	7 *	2 *	* *	1 *	5 *	1 *	5 *	3 *	3 *	3 *	6 *	- *	* *	2 *	3 *	2 *	- *	1 *	- *	2 *	2 *	3 *	1 *	5 *
65	26 *	17 *	9 *	7 1%	4 *	6 *	3 *	2 *	5 *	12 1%	5 *	7 *	3 *	1 *	2 *	6 1%	2 *	3 *	1 *	1 *	3 *	3 *	3 *	- *	7 1%	10 *
66	30 *	16 *	14 *	4 *	7 1%	5 *	2 *	3 *	8 *	15 1%	8 *	2 *	5 *	2 *	1 *	2 *	* *	1 *	3 1%	2 1%	4 1%	4 *	7 1%	2 *	5 *	11 *
67	24 *	9 *	15 *	2 *	2 *	4 *	6 *	4 *	6 *	7 *	5 *	8 *	4 *	4 1%	3 1%	2 *	2 *	1 *	2 *	- *	1 *	2 *	5 1%	2 *	3 *	8 *
68	48 1%	17 *	30 1%	7 1%	7 1%	8 1%	9 1%	8 1%	10 1%	12 1%	19 1%	8 *	8 *	2 *	- *	2 *	4 1%	7 1%	2 *	8 2%	1 *	9 1%	5 1%	7 1%	6 *	24 1%
69	65 1%	30 1%	35 1%	8 1%	5 *	6 *	10 1%	16 1%	21 1%	22 1%	25 1%	11 1%	8 *	2 *	2 1%	7 1%	4 1%	6 1%	10 2%	3 1%	4 1%	6 1%	15 1%	7 1%	9 1%	21 1%
70	227 3%	138 4%	89 2%	19 2%	32 3%	28 2%	31 2%	48 4%	69 4%	62 3%	69 3%	59 4%	37 2%	9 1%	4 1%	26 3%	17 2%	25 3%	22 4%	8 2%	29 4%	26 3%	31 3%	31 4%	33 2%	78 2%
71	82 1%	35 1%	47 1%	5 1%	7 1%	12 1%	19 1%	16 1%	24 1%	24 1%	32 1%	11 1%	16 1%	6 1%	1 *	13 1%	6 1%	10 1%	9 1%	2 1%	9 1%	9 1%	10 1%	7 1%	14 1%	33 1%
72	41 1%	21 1%	20 *	- *	4 *	6 *	9 1%	6 1%	16 1%	8 *	15 1%	15 1%	4 *	1 *	2 1%	5 1%	3 *	3 *	4 1%	1 *	2 *	11 1%	8 1%	- *	4 *	17 1%
73	16 *	6 *	10 *	3 *	5 *	1 *	1 *	2 *	5 *	4 *	7 *	4 *	1 *	- *	2 1%	2 *	- *	- *	1 *	- *	2 *	2 *	4 *	3 *	4 *	5 *
74	29 *	15 *	14 *	7 1%	3 *	8 *	1 *	7 1%	4 *	12 1%	11 *	3 *	3 *	1 *	1 *	5 *	- *	5 1%	7 1%	- *	1 *	4 *	6 1%	- *	3 *	15 *
75	57 1%	35 1%	23 1%	2 *	3 *	11 1%	9 1%	10 1%	22 1%	20 1%	21 1%	6 *	11 1%	4 1%	1 *	8 1%	3 *	10 1%	3 *	3 1%	7 1%	5 1%	10 1%	4 *	7 1%	19 1%
76	27 *	20 *	7 *	2 *	5 *	6 *	4 *	5 *	6 *	7 *	10 *	3 *	7 *	2 *	* *	4 *	5 1%	3 *	- *	1 *	3 *	2 *	3 *	3 *	3 *	14 *
77	21 *	11 *	10 *	- *	5 *	3 *	3 *	1 *	8 *	12 1%	5 *	2 *	2 *	- *	- *	1 *	1 *	5 1%	1 *	- *	6 1%	3 *	2 *	3 *	5 *	7 *
78	44 1%	23 1%	21 1%	6 1%	8 1%	4 *	6 *	3 *	17 1%	19 1%	10 *	8 *	6 *	3 *	2 1%	2 *	3 *	4 *	4 1%	4 1%	4 1%	9 1%	8 1%	3 *	8 1%	15 *
79	78 1%	50 1%	28 1%	2 *	* *	16 1%	14 1%	17 1%	29 2%	31 1%	23 1%	18 1%	7 *	5 1%	4 1%	11 1%	4 1%	6 1%	4 1%	9 2%	8 1%	5 1%	12 1%	9 1%	10 1%	35 1%

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80	212 3%	110 3%	101 2%	8 1%	18 1%	26 2%	29 2%	54 4%	77 5%	70 3%	71 3%	34 2%	36 2%	12 2%	6 2%	26 3%	18 3%	21 3%	24 4%	7 2%	23 3%	23 2%	31 3%	20 3%	22 2%	75 2%
81	93 1%	55 1%	37 1%	5 1%	10 1%	10 1%	7 1%	21 2%	39 2%	30 1%	29 1%	21 1%	12 1%	6 1%	- 1%	13 1%	8 1%	11 1%	9 1%	1 *	17 2%	5 *	11 1%	11 2%	11 1%	36 1%
82	25 *	13 *	12 *	- *	3 *	6 *	4 *	1 *	11 1%	6 *	7 *	4 *	7 *	1 *	- *	1 *	5 1%	2 *	2 *	1 *	4 1%	5 *	3 *	3 *	1 *	11 *
83	25 *	16 *	10 *	4 *	2 *	5 *	2 *	6 1%	6 *	8 *	8 *	6 *	3 *	- *	2 1%	3 *	2 *	3 *	1 *	6 1%	4 1%	- *	2 *	1 *	3 *	9 *
84	15 *	12 *	3 *	2 *	- *	1 *	3 *	1 *	9 1%	9 *	5 *	- *	2 *	2 *	1 *	- *	2 *	2 *	- *	2 *	2 *	1 *	2 *	2 *	2 *	8 *
85	29 *	15 *	15 *	- *	3 *	3 *	4 *	9 1%	10 1%	12 1%	6 *	9 1%	3 *	1 *	3 1%	- *	3 *	4 1%	4 1%	2 *	3 *	4 *	2 *	3 *	5 *	9 *
86	29 *	16 *	13 *	3 *	2 *	6 *	6 *	3 *	8 *	7 *	10 *	9 1%	3 *	2 *	- *	3 *	3 *	6 1%	2 *	- *	5 1%	2 *	6 1%	- *	6 *	14 *
87	19 *	12 *	7 *	1 *	3 *	3 *	4 *	2 *	6 *	9 *	3 *	4 *	3 *	1 *	1 *	1 *	1 *	2 *	2 *	- *	1 *	3 *	7 1%	2 *	1 *	12 *
88	25 *	13 *	13 *	7 1%	1 *	4 *	1 *	6 1%	6 *	8 *	13 1%	3 *	2 *	3 *	3 1%	2 *	1 *	- *	5 1%	- *	4 1%	3 *	1 *	3 *	3 *	12 *
89	64 1%	40 1%	24 1%	2 *	6 *	6 *	11 1%	12 1%	26 2%	20 1%	13 1%	7 *	24 1%	2 *	2 1%	8 1%	3 *	4 1%	8 1%	3 1%	9 1%	9 1%	9 1%	8 1%	7 1%	18 1%
90	164 2%	96 2%	68 2%	6 1%	11 1%	20 1%	22 2%	36 3%	68 4%	60 3%	46 2%	26 2%	32 2%	8 1%	1 *	15 2%	11 2%	13 2%	18 3%	16 4%	20 3%	19 2%	20 2%	24 3%	10 1%	58 2%
91	61 1%	39 1%	22 1%	9 1%	4 *	4 *	6 *	13 1%	25 1%	27 1%	18 1%	8 *	8 *	2 *	4 1%	7 1%	8 1%	6 1%	5 1%	4 1%	3 *	9 1%	5 *	8 1%	3 *	24 1%
92	21 *	13 *	8 *	4 *	2 *	2 *	1 *	5 *	6 *	8 *	6 *	5 *	2 *	2 *	1 *	8 1%	- *	- *	2 *	- *	- *	4 *	4 *	1 *	4 *	6 *
93	23 *	18 *	5 *	3 *	- *	3 *	4 *	3 *	11 1%	7 *	7 *	6 *	3 *	1 *	- *	- *	5 1%	- *	2 *	1 *	4 1%	5 1%	4 *	1 *	1 *	11 *
94	19 *	11 *	8 *	1 *	3 *	1 *	4 *	3 *	9 1%	6 *	4 *	2 *	7 *	1 *	1 *	5 *	4 1%	- *	3 *	- *	- *	2 *	2 *	3 *	2 *	5 *
95	23 *	11 *	12 *	1 *	2 *	1 *	4 *	4 *	11 1%	8 *	9 *	2 *	4 *	2 *	- *	2 *	- *	2 *	1 *	- *	6 1%	3 *	4 *	3 *	3 *	7 *
96	13 *	6 *	8 *	2 *	1 *	1 *	1 *	5 *	4 *	7 *	2 *	1 *	2 *	1 *	1 *	- *	- *	1 *	- *	- *	3 *	3 *	3 *	1 *	2 *	4 *
97	16 *	11 *	5 *	- *	4 *	2 *	2 *	3 *	6 *	6 *	4 *	- *	5 *	4 1%	- *	- *	2 *	1 *	- *	1 *	1 *	1 *	3 *	2 *	1 *	6 *
98	20 *	9 *	11 *	3 *	2 *	1 *	3 *	6 1%	4 *	9 *	3 *	2 *	6 *	3 *	1 1%	5 1%	1 *	3 *	- *	1 *	2 *	2 *	- *	3 *	3 *	4 *
99	47 1%	23 1%	24 1%	3 *	6 *	11 1%	6 *	6 1%	14 1%	10 *	18 1%	10 1%	9 1%	2 *	5 2%	3 *	8 1%	6 1%	1 *	3 *	3 *	6 1%	8 1%	5 1%	3 *	18 1%

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100	152	79	73	10	14	24	23	30	51	50	37	32	32	-	5	15	16	11	11	10	17	26	22	19	16	64	
	2%	2%	2%	1%	1%	2%	2%	2%	3%	2%	2%	2%	2%	-	1%	2%	2%	2%	2%	2%	3%	3%	2%	3%	1%	2%	
Don't know	385	91	294	74	93	88	69	34	27	49	91	108	137	38	24	64	30	38	30	17	33	40	38	32	75	148	
	5%	2%	7%	8%	7%	6%	5%	3%	2%	2%	4%	6%	7%	5%	7%	7%	4%	5%	5%	4%	4%	4%	4%	4%	6%	5%	
Mean	2.97	5.50	0.41	-7.09	-5.77	-6.27	-6.06	10.06	24.69	13.42	4.35	3.81	-12.6	-21.73	-6.01	1.68	-2.95	5.59	4.74	0.11	13.35	5.43	10.94	10.12	-8.54	3.64	
Standard Deviation	66.56	67.40	65.61	62.38	62.84	65.57	68.00	67.79	64.56	65.08	66.39	63.56	68.47	64.35	64.49	66.62	67.80	65.53	67.98	68.34	64.71	66.21	64.22	66.21	64.56	65.25	
Standard Error	0.761	1.101	1.050	2.518	1.799	1.655	1.829	1.922	1.604	1.184	1.518	1.978	1.676	2.516	3.357	2.181	2.689	2.458	2.726	3.426	2.578	2.391	1.878	2.402	1.776	1.213	

## Blueprint

### ONLINE FIELDWORK : 26th - 31st August 2011

Q6.2 Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Nick Clegg

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034	
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148	
-100	265	162	103	27	31	49	66	44	48	62	66	63	74	30	15	32	26	20	18	21	26	24	29	24	41	93	
	3%	4%	3%	3%	2%	3%	5%	4%	3%	3%	3%	4%	4%	4%	4%	3%	4%	3%	5%	4%	2%	3%	3%	3%	3%	3%	
-98	431	254	177	62	45	94	94	58	78	88	106	88	150	51	25	52	43	27	39	33	31	57	47	27	73	147	
	5%	6%	4%	6%	4%	6%	7%	5%	5%	4%	5%	5%	8%	7%	7%	6%	6%	4%	6%	8%	4%	6%	5%	4%	6%	5%	
-97	134	72	62	17	16	31	22	18	31	29	30	25	49	14	8	17	17	10	12	4	10	11	15	15	24	49	
	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	3%	2%	2%	2%	2%	1%	2%	1%	1%	1%	1%	2%	2%	2%	
-96	66	37	29	2	8	13	15	11	16	11	21	19	14	4	6	7	11	8	6	2	2	7	6	7	15	22	
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	*	1%	1%	1%	1%	1%	1%	
-95	66	32	35	7	8	19	14	9	10	19	15	12	20	5	5	10	6	4	3	2	5	12	10	3	13	23	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	
-94	44	16	28	-	6	13	13	3	9	7	11	14	12	14	-	4	5	*	2	1	4	8	3	2	8	15	
	1%	*	1%	-	*	1%	1%	*	1%	*	*	1%	1%	2%	-	*	1%	*	*	1	1%	1%	*	*	1%	*	
-93	30	12	18	6	6	10	4	1	3	7	10	4	8	1	2	5	7	5	2	2	2	1	2	2	6	16	
	*	*	*	1%	*	1%	*	*	*	*	*	*	*	*	*	1%	1%	1%	*	*	*	*	*	*	*	1%	1%
-92	37	21	16	1	2	10	8	9	7	10	6	9	12	9	-	7	3	1	5	3	-	3	5	2	8	9	
	*	1%	*	*	1%	1%	1%	1%	*	*	*	1%	1%	1%	-	1%	*	*	1%	1%	-	*	*	*	1%	*	
-91	60	28	32	1	7	10	24	6	12	21	9	19	12	9	3	2	6	7	2	3	7	5	11	6	13	24	
	1%	1%	1%	*	1%	1%	2%	*	1%	1%	*	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	
-90	156	86	70	8	26	26	34	30	32	39	39	29	49	17	9	28	10	22	13	9	7	14	18	9	27	63	
	2%	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	3%	3%	1%	3%	2%	2%	1%	1%	2%	1%	2%	2%	
-89	48	25	23	5	5	7	10	4	17	16	10	2	20	9	2	5	7	3	1	2	5	7	5	3	7	13	
	1%	1%	1%	1%	*	1%	*	*	1%	1%	*	*	1%	1%	*	1%	1%	1%	*	*	1%	1%	*	*	1%	*	
-88	28	6	21	4	4	3	2	5	10	7	9	5	7	8	2	8	-	1	3	1	1	-	2	3	*	13	
	*	*	1%	*	*	*	*	*	1%	*	*	*	*	1%	*	1%	-	*	*	*	*	-	*	*	*	*	
-87	16	8	8	3	3	1	4	3	2	7	3	3	3	1	2	4	-	2	1	1	3	1	1	1	4	5	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	*	*	
-86	10	5	6	1	2	1	3	2	2	4	3	-	3	2	1	-	1	2	1	1	1	-	2	-	-	7	
	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*	-	*	*	*	*	*	-	*	-	-	*	
-85	20	9	11	5	4	4	3	1	4	5	6	2	7	-	2	2	4	2	-	-	2	3	3	2	2	10	
	*	*	*	*	*	*	*	*	*	*	*	2	7	-	1%	2	1%	2	-	-	2	3	3	2	2	10	
-84	24	13	11	1	3	4	7	3	4	3	4	9	8	1	-	1	1	3	1	4	5	2	6	-	6	10	
	*	*	*	*	*	*	1%	*	*	*	*	1%	*	*	-	*	*	*	*	1%	1%	*	1%	-	*	*	
-83	13	5	7	1	-	6	3	3	1	1	5	1	5	1	2	1	-	2	1	-	-	1	3	2	1	7	
	*	*	*	*	-	*	*	*	*	*	*	*	*	1	1%	*	-	2	1	-	-	1	3	2	1	7	
-82	18	9	9	2	3	3	4	2	5	6	5	4	3	2	1	5	1	1	2	2	-	2	1	2	1	9	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	*	*	*	2	-	2	1	2	1	9	
-81	28	18	11	1	1	6	3	4	13	10	12	2	4	1	1	2	5	5	2	2	1	6	1	3	3	8	
	*	*	*	*	*	*	*	*	1%	*	1%	*	*	*	*	*	1%	1%	2	2	1	6	1	3	3	8	

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

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-80	111 1%	60 2%	52 1%	16 2%	12 1%	14 1%	18 1%	14 1%	37 2%	33 2%	38 2%	22 1%	18 1%	15 2%	6 2%	8 1%	13 2%	14 2%	3 1%	10 2%	6 1%	12 1%	16 2%	9 1%	22 2%	39 1%
-79	35 *	25 1%	10 *	6 1%	3 *	6 *	8 1%	3 *	10 1%	14 1%	5 *	7 *	9 *	1 *	2 1%	8 1%	1 *	5 1%	6 1%	1 *	2 *	3 *	3 *	2 *	6 *	16 1%
-78	21 *	14 *	7 *	4 *	3 *	1 *	2 *	4 *	6 *	4 *	7 *	5 *	5 *	7 1%	1 *	4 *	* *	1 *	1 *	1 *	- *	1 *	5 1%	* *	1 *	11 *
-77	19 *	4 *	14 *	5 *	4 *	6 *	* *	2 *	1 *	4 *	12 1%	1 *	1 *	2 *	1 *	2 *	1 *	2 *	- *	2 *	2 *	5 *	1 *	1 *	4 *	6 *
-76	10 *	6 *	5 *	- *	2 *	2 *	1 *	1 *	4 *	2 *	4 *	2 *	1 *	2 *	1 *	- *	1 *	1 *	3 *	1 *	* *	- *	1 *	- *	2 *	2 *
-75	17 *	11 *	6 *	5 1%	1 *	4 *	6 *	- *	2 *	5 *	2 *	6 *	5 *	2 *	1 *	3 *	3 *	3 *	- *	- *	- *	- *	3 *	2 *	5 *	8 *
-74	18 *	11 *	7 *	5 1%	3 *	4 *	4 *	1 *	2 *	3 *	7 *	3 *	5 *	1 *	- *	1 *	2 *	6 1%	2 *	- *	1 *	3 *	1 *	1 *	3 *	7 *
-73	10 *	6 *	4 *	- *	1 *	5 *	2 *	1 *	1 *	5 *	1 *	3 *	1 *	- *	1 *	1 *	- *	* *	2 *	1 *	4 *	- *	1 *	- *	3 *	4 *
-72	15 *	6 *	9 *	- *	- *	5 *	2 *	6 *	3 *	4 *	7 *	1 *	3 *	2 *	* *	2 *	1 *	- *	3 *	- *	2 *	4 *	2 *	- *	4 *	9 *
-71	37 *	15 *	22 1%	2 *	3 *	6 *	3 *	11 1%	12 1%	15 1%	10 *	4 *	8 *	2 *	3 1%	2 *	1 *	4 1%	6 1%	2 1%	1 *	7 1%	4 *	6 1%	6 *	6 *
-70	92 1%	58 1%	34 1%	6 1%	14 1%	21 1%	18 1%	17 1%	17 1%	29 1%	34 1%	15 1%	15 1%	9 1%	3 1%	11 1%	9 1%	2 *	11 2%	6 1%	10 1%	9 1%	12 1%	9 1%	23 2%	36 1%
-69	47 1%	23 1%	24 1%	3 *	12 1%	6 *	11 1%	5 *	10 1%	16 1%	13 1%	7 *	10 1%	8 1%	4 1%	1 *	3 *	3 *	1 *	2 1%	10 1%	4 *	5 1%	5 1%	8 1%	16 1%
-68	13 *	3 *	10 *	3 *	1 *	2 *	3 *	- *	4 *	2 *	5 *	- *	6 *	- *	- *	1 *	4 1%	1 *	1 *	1 *	2 *	2 *	* *	- *	1 *	6 *
-67	14 *	7 *	7 *	1 *	1 *	4 *	1 *	1 *	7 *	5 *	5 *	2 *	2 *	2 *	- *	1 *	2 *	1 *	3 1%	- *	- *	1 *	2 *	2 *	4 *	3 *
-66	13 *	2 *	11 *	1 *	3 *	3 *	2 *	1 *	2 *	2 *	6 *	2 *	2 *	3 *	1 *	2 *	- *	- *	1 *	- *	2 *	1 *	2 *	- *	3 *	5 *
-65	17 *	10 *	7 *	2 *	3 *	3 *	5 *	1 *	2 *	4 *	8 *	1 *	3 *	* *	1 *	2 *	1 *	2 *	2 *	- *	2 *	3 *	1 *	1 *	1 *	5 *
-64	8 *	5 *	4 *	- *	3 *	4 *	- *	1 *	- *	1 *	3 *	3 *	1 *	2 *	- *	- *	1 *	1 *	- *	1 *	- *	2 *	2 *	- *	3 *	5 *
-63	14 *	7 *	7 *	2 *	3 *	2 *	1 *	3 *	3 *	2 *	5 *	- *	7 *	5 1%	- *	1 *	1 *	1 *	- *	1 *	- *	4 *	1 *	- *	5 *	5 *
-62	21 *	12 *	9 *	4 *	2 *	9 1%	1 *	2 *	2 *	3 *	9 *	6 *	3 *	6 1%	- *	- *	1 *	- *	- *	- *	5 1%	3 *	* *	6 1%	- *	16 *
-61	24 *	14 *	10 *	4 *	5 *	5 *	5 *	2 *	4 *	8 *	7 *	6 *	3 *	6 1%	1 *	4 *	3 *	2 *	1 *	- *	1 *	1 *	4 *	2 *	7 *	10 *

## Blueprint

### ONLINE FIELDWORK : 26th - 31st August 2011

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-60	65 1%	38 1%	27 1%	7 1%	17 1%	11 1%	8 1%	10 1%	12 1%	19 1%	21 1%	11 1%	13 1%	9 1%	5 1%	8 1%	2 1%	8 1%	2 1%	5 1%	5 1%	6 1%	9 1%	7 1%	12 1%	25 1%
-59	40 1%	20 1%	20 1%	5 1%	3 1%	5 1%	8 1%	7 1%	13 1%	12 1%	9 1%	10 1%	9 1%	4 1%	4 1%	4 1%	1 1%	3 1%	- 1%	- 1%	5 1%	10 1%	5 1%	3 1%	4 1%	15 1%
-58	20 1%	9 1%	11 1%	4 1%	2 1%	5 1%	1 1%	2 1%	5 1%	3 1%	8 1%	6 1%	3 1%	6 1%	3 1%	- 1%	2 1%	4 1%	- 1%	3 1%	- 1%	2 1%	2 1%	2 1%	2 1%	11 1%
-57	14 1%	3 1%	12 1%	1 1%	3 1%	1 1%	4 1%	3 1%	2 1%	3 1%	3 1%	3 1%	4 1%	1 1%	4 1%	- 1%	3 1%	2 1%	- 1%	2 1%	- 1%	2 1%	2 1%	2 1%	1 1%	7 1%
-56	15 1%	9 1%	6 1%	5 1%	3 1%	2 1%	1 1%	3 1%	1 1%	3 1%	3 1%	5 1%	5 1%	2 1%	1 1%	2 1%	2 1%	2 1%	- 1%	2 1%	1 1%	1 1%	2 1%	1 1%	- 1%	9 1%
-55	8 1%	7 1%	2 1%	3 1%	3 1%	3 1%	2 1%	- 1%	1 1%	1 1%	6 1%	- 1%	1 1%	2 1%	1 1%	1 1%	- 1%	2 1%	- 1%	2 1%	2 1%	- 1%	- 1%	2 1%	1 1%	4 1%
-54	9 1%	2 1%	7 1%	- 1%	3 1%	3 1%	1 1%	1 1%	1 1%	3 1%	4 1%	- 1%	1 1%	1 1%	- 1%	3 1%	2 1%	2 1%	1 1%	- 1%	1 1%	1 1%	- 1%	- 1%	4 1%	5 1%
-53	14 1%	6 1%	8 1%	1 1%	2 1%	5 1%	2 1%	4 1%	- 1%	1 1%	6 1%	3 1%	3 1%	2 1%	- 1%	3 1%	4 1%	- 1%	- 1%	- 1%	2 1%	3 1%	1 1%	- 1%	4 1%	6 1%
-52	24 1%	13 1%	12 1%	2 1%	5 1%	2 1%	2 1%	1 1%	12 1%	5 1%	11 1%	2 1%	6 1%	2 1%	- 1%	2 1%	1 1%	1 1%	2 1%	4 1%	1 1%	4 1%	6 1%	1 1%	4 1%	9 1%
-51	59 1%	16 1%	43 1%	4 1%	5 1%	7 1%	14 1%	17 1%	11 1%	13 1%	18 1%	8 1%	20 1%	8 1%	1 1%	7 1%	3 1%	8 1%	4 1%	4 1%	6 1%	5 1%	6 1%	7 1%	7 1%	15 1%
-50	156 2%	85 2%	71 2%	21 2%	29 2%	22 1%	39 3%	23 2%	22 1%	39 2%	52 2%	41 2%	25 1%	17 2%	5 1%	22 2%	12 2%	15 2%	11 2%	6 1%	8 1%	27 3%	19 2%	13 2%	31 2%	71 2%
-49	59 1%	31 1%	28 1%	9 1%	6 1%	10 1%	13 1%	7 1%	15 1%	15 1%	19 1%	9 1%	15 1%	2 1%	1 1%	7 1%	9 1%	5 1%	5 1%	1 1%	2 1%	9 1%	4 1%	12 2%	9 1%	27 1%
-48	19 1%	7 1%	12 1%	3 1%	4 1%	3 1%	3 1%	4 1%	2 1%	3 1%	4 1%	10 1%	2 1%	- 1%	- 1%	- 1%	1 1%	4 1%	2 1%	- 1%	4 1%	1 1%	5 1%	2 1%	1 1%	10 1%
-47	16 1%	11 1%	5 1%	3 1%	3 1%	- 1%	5 1%	1 1%	4 1%	5 1%	5 1%	2 1%	4 1%	2 1%	1 1%	1 1%	1 1%	4 1%	1 1%	- 1%	2 1%	1 1%	2 1%	1 1%	3 1%	4 1%
-46	16 1%	11 1%	4 1%	6 1%	1 1%	5 1%	1 1%	1 1%	1 1%	8 1%	4 1%	1 1%	3 1%	1 1%	- 1%	3 1%	1 1%	2 1%	1 1%	2 1%	2 1%	2 1%	1 1%	- 1%	3 1%	8 1%
-45	9 1%	5 1%	4 1%	- 1%	2 1%	2 1%	1 1%	1 1%	3 1%	1 1%	6 1%	- 1%	2 1%	- 1%	- 1%	3 1%	1 1%	- 1%	- 1%	- 1%	- 1%	3 1%	2 1%	- 1%	2 1%	4 1%
-44	8 1%	2 1%	5 1%	- 1%	1 1%	3 1%	2 1%	1 1%	1 1%	4 1%	1 1%	2 1%	2 1%	1 1%	1 1%	- 1%	- 1%	1 1%	1 1%	1 1%	1 1%	- 1%	2 1%	1 1%	1 1%	3 1%
-43	9 1%	6 1%	3 1%	1 1%	2 1%	2 1%	1 1%	3 1%	- 1%	2 1%	2 1%	3 1%	2 1%	- 1%	- 1%	3 1%	1 1%	- 1%	1 1%	1 1%	- 1%	- 1%	2 1%	1 1%	1 1%	5 1%
-42	13 1%	8 1%	5 1%	1 1%	- 1%	2 1%	1 1%	5 1%	4 1%	3 1%	4 1%	3 1%	3 1%	2 1%	- 1%	2 1%	2 1%	- 1%	3 1%	- 1%	4 1%	1 1%	- 1%	1 1%	4 1%	4 1%
-41	21 1%	8 1%	13 1%	2 1%	7 1%	1 1%	4 1%	4 1%	3 1%	6 1%	6 1%	2 1%	8 1%	1 1%	- 1%	2 1%	3 1%	3 1%	3 1%	- 1%	2 1%	3 1%	3 1%	1 1%	6 1%	6 1%

## Blueprint ONLINE FIELDWORK : 26th - 31st August 2011

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-40	97 1%	46 1%	51 1%	11 1%	25 2%	16 1%	14 1%	9 1%	22 1%	29 1%	29 1%	20 1%	19 1%	10 1%	4 1%	10 1%	9 1%	13 2%	4 1%	4 1%	14 2%	9 1%	12 1%	8 1%	15 1%	44 1%
-39	40 1%	23 1%	18 *	2 *	5 *	8 *	6 *	7 1%	12 1%	13 1%	10 1%	5 *	5 1%	1 *	7 1%	1 *	1 *	1 1%	7 1%	5 1%	4 1%	3 *	2 *	3 *	6 *	17 1%
-38	23 *	15 *	8 *	4 *	3 *	7 *	3 *	- *	6 *	4 *	9 *	5 *	5 *	4 1%	- *	4 *	3 *	1 *	2 *	- *	- *	6 1%	1 *	3 *	3 *	8 *
-37	9 *	3 *	5 *	- *	1 *	2 *	2 *	1 *	2 *	2 *	2 *	1 *	4 *	1 *	- *	2 *	1 *	2 *	* *	1 *	- *	1 *	1 *	- *	2 *	3 *
-36	7 *	4 *	3 *	- *	2 *	- *	1 *	3 *	1 *	2 *	3 *	1 *	- *	2 *	- *	1 *	- *	2 *	1 *	- *	- *	- *	1 *	- *	1 *	5 *
-35	8 *	6 *	2 *	1 *	2 *	1 *	1 *	1 *	1 *	3 *	1 *	3 *	1 *	* *	1 *	1 *	- *	1 *	- *	* *	3 *	1 *	- *	1 *	- *	6 *
-34	10 *	6 *	5 *	1 *	4 *	- *	2 *	3 *	- *	2 *	3 *	1 *	4 *	- *	- *	2 *	1 *	- *	1 *	- *	1 *	2 *	3 *	1 *	2 *	5 *
-33	9 *	4 *	5 *	1 *	1 *	4 *	2 *	1 *	1 *	3 *	7 *	- *	- *	2 *	* *	- *	1 *	- *	- *	- *	2 *	- *	4 *	- *	5 *	3 *
-32	21 *	15 *	6 *	6 1%	4 *	3 *	3 *	2 *	2 *	3 *	4 *	10 1%	4 *	1 *	- *	8 1%	2 *	- *	3 1%	1 *	- *	4 *	1 *	- *	2 *	13 *
-31	28 *	12 *	16 *	3 *	4 *	4 *	6 *	3 *	6 *	5 *	12 1%	7 *	3 *	3 *	- *	4 *	2 *	3 *	3 1%	3 1%	1 *	2 *	3 *	3 *	4 *	10 *
-30	95 1%	46 1%	49 1%	20 2%	12 1%	24 2%	10 1%	15 1%	14 1%	22 1%	23 1%	19 1%	31 2%	10 1%	8 2%	10 1%	9 1%	3 *	6 1%	3 1%	9 1%	21 2%	12 1%	5 1%	14 1%	35 1%
-29	38 *	18 *	20 *	4 *	9 1%	9 1%	7 *	3 *	6 *	10 *	9 *	5 *	15 1%	3 1%	2 1%	8 1%	1 *	2 *	2 *	3 1%	2 *	9 1%	6 1%	1 *	4 *	15 *
-28	23 *	15 *	9 *	1 *	8 1%	6 *	6 *	1 *	1 *	3 *	9 *	8 1%	3 *	2 *	* *	2 *	6 1%	- *	3 *	3 1%	- *	5 *	1 *	1 *	6 *	12 *
-27	22 *	8 *	14 *	13 1%	3 *	1 *	3 *	- *	2 *	1 *	12 1%	8 *	1 *	- *	2 *	2 *	2 *	- *	5 1%	- *	1 *	7 1%	1 *	3 *	5 *	10 *
-26	10 *	8 *	2 *	- *	1 *	3 *	3 *	- *	3 *	1 *	4 *	4 *	1 *	- *	3 1%	1 *	2 *	- *	- *	- *	1 *	2 *	1 *	- *	3 *	4 *
-25	9 *	6 *	4 *	1 *	3 *	1 *	2 *	2 *	- *	4 *	2 *	- *	4 *	* *	- *	2 *	2 *	2 *	2 *	1 *	1 *	- *	- *	- *	1 *	3 *
-24	8 *	5 *	3 *	2 *	3 *	- *	1 *	1 *	1 *	1 *	5 *	2 *	- *	1 *	- *	- *	2 *	- *	- *	- *	- *	3 *	1 *	2 *	4 *	3 *
-23	3 *	2 *	1 *	- *	- *	1 *	- *	2 *	- *	1 *	- *	1 *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	1 *	1 *	- *	1 *
-22	12 *	6 *	7 *	- *	- *	3 *	1 *	5 *	3 *	1 *	1 *	8 *	2 *	- *	- *	2 *	- *	1 *	1 *	2 1%	- *	3 *	3 *	1 *	2 *	8 *
-21	32 *	22 1%	10 *	2 *	7 1%	4 *	10 1%	3 *	5 *	14 1%	8 *	7 *	3 *	4 1%	1 *	1 *	1 *	5 1%	4 1%	1 1%	7 1%	3 *	2 *	2 *	7 1%	15 *

## Blueprint ONLINE FIELDWORK : 26th - 31st August 2011

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	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
-20	114 1%	73 2%	41 1%	14 1%	14 1%	14 1%	22 2%	26 2%	24 1%	35 2%	44 2%	16 1%	19 1%	14 2%	6 2%	15 2%	16 2%	8 1%	9 1%	1 *	10 1%	21 2%	7 1%	7 1%	17 1%	46 1%
-19	44 1%	28 1%	16 *	6 1%	5 *	5 *	10 1%	8 1%	9 1%	14 1%	7 *	15 1%	8 *	3 *	3 1%	6 1%	4 1%	4 1%	3 1%	5 1%	3 *	1 *	6 1%	6 1%	8 1%	17 1%
-18	22 *	7 *	14 *	2 *	3 *	5 *	2 *	5 *	4 *	5 *	4 *	6 *	6 *	1 *	1 *	5 1%	1 *	2 *	1 *	1 *	3 *	1 *	6 1%	- *	3 *	7 *
-17	10 *	3 *	7 *	3 *	2 *	1 *	- *	2 *	2 *	5 *	3 *	1 *	- *	- *	1 *	1 *	- *	3 *	1 *	* *	- *	2 *	1 *	- *	1 *	2 *
-16	7 *	4 *	4 *	- *	2 *	2 *	* *	2 *	1 *	1 *	3 *	3 *	- *	3 *	1 *	- *	- *	1 *	- *	- *	1 *	1 *	* *	- *	1 *	4 *
-15	11 *	7 *	4 *	2 *	1 *	- *	2 *	1 *	5 *	3 *	1 *	2 *	6 *	1 *	- *	3 *	3 *	- *	- *	- *	3 *	- *	2 *	- *	- *	2 *
-14	10 *	2 *	8 *	2 *	2 *	3 *	2 *	- *	2 *	4 *	3 *	- *	4 *	1 *	1 *	2 *	- *	- *	- *	- *	1 *	3 *	2 *	1 *	1 *	5 *
-13	12 *	6 *	6 *	1 *	4 *	1 *	3 *	1 *	2 *	7 *	2 *	1 *	3 *	2 *	2 1%	1 *	1 *	- *	- *	- *	- *	4 *	2 *	1 *	4 *	3 *
-12	15 *	9 *	6 *	1 *	5 *	4 *	- *	2 *	5 *	4 *	4 *	4 *	4 *	1 *	1 *	1 *	2 *	1 *	4 1%	- *	2 *	2 *	2 *	- *	- *	9 *
-11	28 *	8 *	20 *	3 *	5 *	7 *	3 *	5 *	6 *	8 *	6 *	6 *	8 *	1 *	- *	4 *	6 1%	7 1%	- *	1 *	2 *	3 *	3 *	1 *	6 *	8 *
-10	96 1%	45 1%	52 1%	10 1%	25 2%	15 1%	14 1%	14 1%	17 1%	25 1%	33 1%	22 1%	16 1%	12 2%	6 2%	7 1%	10 1%	5 1%	8 1%	6 1%	4 1%	12 1%	14 1%	12 2%	22 2%	37 1%
-9	53 1%	28 1%	25 1%	4 *	8 1%	14 1%	4 *	11 1%	13 1%	14 1%	18 1%	10 1%	11 1%	1 *	1 *	5 1%	5 1%	6 1%	4 1%	3 1%	3 *	13 1%	3 *	9 1%	8 1%	21 1%
-8	17 *	7 *	10 *	1 *	2 *	5 *	2 *	3 *	2 *	7 *	6 *	2 *	2 *	- *	1 *	2 *	1 *	- *	6 1%	1 *	2 *	1 *	1 *	2 *	3 *	11 *
-7	15 *	4 *	11 *	3 *	7 1%	4 *	1 *	1 *	- *	2 *	3 *	6 *	4 *	- *	- *	1 *	4 1%	2 *	- *	1 *	1 *	4 *	1 *	1 *	1 *	8 *
-6	13 *	9 *	4 *	2 *	4 *	4 *	2 *	- *	1 *	6 *	1 *	1 *	5 *	1 *	1 *	3 *	- *	1 *	2 *	- *	- *	3 *	1 *	2 *	2 *	6 *
-5	12 *	4 *	8 *	3 *	7 1%	1 *	1 *	1 *	- *	2 *	2 *	4 *	5 *	- *	1 *	2 *	- *	- *	1 *	- *	2 *	- *	4 *	3 *	- *	10 *
-4	6 *	- *	6 *	2 *	3 *	1 *	1 *	- *	- *	2 *	2 *	- *	2 *	- *	- *	2 *	1 *	- *	1 *	- *	- *	- *	2 *	- *	1 *	1 *
-3	14 *	7 *	7 *	7 1%	2 *	2 *	1 *	2 *	- *	2 *	7 *	2 *	4 *	1 *	1 *	2 *	4 1%	- *	- *	- *	2 *	1 *	1 *	1 *	- *	11 *
-2	22 *	7 *	15 *	2 *	8 1%	4 *	1 *	1 *	6 *	7 *	6 *	6 *	4 *	1 *	* *	6 1%	- *	7 1%	3 1%	1 *	- *	3 *	* *	- *	2 *	8 *
-1	73 1%	32 1%	42 1%	3 *	11 1%	18 1%	13 1%	9 1%	20 1%	20 1%	15 1%	24 1%	13 1%	8 1%	6 2%	8 1%	8 1%	8 1%	4 1%	2 *	3 *	9 1%	11 1%	6 1%	7 1%	24 1%



## Blueprint

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0	440 5%	221 6%	219 5%	65 7%	89 7%	74 5%	61 5%	56 5%	95 6%	111 5%	132 6%	90 5%	107 6%	36 5%	24 7%	40 4%	40 6%	43 6%	29 5%	27 6%	50 7%	51 5%	67 6%	32 4%	68 5%	174 6%
1	121 2%	51 1%	70 2%	12 1%	19 1%	20 1%	28 2%	16 1%	26 2%	33 2%	31 1%	25 2%	32 2%	8 1%	9 2%	17 2%	12 2%	12 2%	7 1%	9 2%	9 1%	11 1%	11 1%	16 2%	21 2%	44 1%
2	40 *	19 *	20 *	2 *	7 1%	7 *	11 1%	6 *	6 *	7 *	7 *	17 1%	9 *	4 1%	1 *	10 1%	4 1%	1 *	3 *	1 *	2 *	6 1%	5 *	3 *	9 1%	18 1%
3	18 *	5 *	13 *	- *	5 *	11 1%	1 *	1 *	- *	2 *	1 *	8 *	7 *	1 *	- *	4 *	- *	1 *	1 *	- *	4 1%	5 *	3 *	- *	5 *	8 *
4	24 *	8 *	16 *	6 1%	7 1%	3 *	4 *	4 *	1 *	6 *	3 *	13 1%	2 *	- *	- *	3 *	1 *	3 *	- *	- *	4 *	3 *	4 *	6 1%	9 1%	8 *
5	25 *	12 *	12 *	7 1%	5 *	6 *	- *	4 *	4 *	7 *	7 *	7 *	4 *	3 *	1 *	3 *	* *	- *	4 1%	2 *	4 *	4 *	4 *	1 *	4 *	13 *
6	19 *	13 *	6 *	6 1%	4 *	5 *	3 *	1 *	1 *	5 *	4 *	6 *	4 *	3 *	- *	3 *	- *	- *	3 *	1 *	1 *	1 *	6 1%	2 *	7 1%	7 *
7	13 *	6 *	7 *	2 *	4 *	4 *	1 *	1 *	1 *	5 *	4 *	1 *	3 *	- *	1 *	1 *	3 *	1 *	1 *	- *	- *	4 *	1 *	1 *	2 *	5 *
8	23 *	12 *	11 *	4 *	5 *	7 *	3 *	3 *	1 *	7 *	9 *	6 *	2 *	1 *	1 *	* *	2 *	4 1%	3 *	2 *	1 *	6 1%	2 *	- *	9 1%	5 *
9	37 *	20 1%	17 *	5 1%	6 *	8 1%	3 *	7 1%	9 1%	10 *	9 *	13 1%	6 *	3 *	1 *	5 1%	4 1%	4 1%	3 *	1 *	4 1%	4 *	4 1%	5 1%	3 *	23 1%
10	149 2%	75 2%	74 2%	15 2%	29 2%	30 2%	21 2%	25 2%	29 2%	49 2%	39 2%	35 2%	26 1%	9 1%	7 2%	7 1%	11 2%	17 2%	11 2%	11 3%	23 3%	19 2%	22 2%	12 2%	22 2%	72 2%
11	72 1%	34 1%	38 1%	11 1%	8 1%	11 1%	9 1%	12 1%	20 1%	28 1%	16 1%	16 1%	12 1%	2 *	1 *	10 1%	4 1%	8 1%	5 1%	3 1%	6 1%	7 1%	13 1%	13 2%	9 1%	27 1%
12	27 *	9 *	18 *	3 *	3 *	8 1%	4 *	5 *	3 *	9 *	8 *	6 *	3 *	3 *	2 *	2 *	2 *	5 1%	5 1%	- *	1 *	1 *	5 *	1 *	6 *	9 *
13	21 *	6 *	15 *	3 *	7 1%	5 *	1 *	4 *	1 *	3 *	8 *	4 *	6 *	2 *	1 *	4 *	- *	1 *	1 *	1 *	- *	6 1%	4 *	* *	2 *	7 *
14	21 *	14 *	7 *	8 1%	1 *	2 *	3 *	5 *	2 *	3 *	11 *	8 *	- *	- *	1 *	- *	4 1%	2 *	1 *	3 1%	3 *	6 1%	- *	1 *	1 *	9 *
15	19 *	8 *	11 *	3 *	9 1%	2 *	3 *	1 *	1 *	5 *	10 *	3 *	2 *	7 1%	- *	1 *	1 *	2 *	2 *	2 1%	2 *	1 *	1 *	- *	4 *	10 *
16	16 *	9 *	7 *	4 *	4 *	6 *	1 *	2 *	- *	- *	9 *	6 *	1 *	- *	- *	1 *	4 1%	- *	1 *	- *	3 *	- *	5 1%	3 *	2 *	11 *
17	22 *	12 *	10 *	2 *	5 *	4 *	4 *	1 *	5 *	7 *	3 *	5 *	7 *	1 *	- *	1 *	1 *	4 1%	3 *	- *	4 1%	6 1%	1 *	- *	- *	14 *
18	28 *	16 *	13 *	3 *	4 *	5 *	6 *	2 *	8 1%	4 *	14 1%	8 *	2 *	1 *	3 1%	2 *	6 1%	2 *	2 *	- *	2 *	5 *	3 *	3 *	6 *	12 *
19	65 1%	27 1%	38 1%	3 *	9 1%	15 1%	12 1%	9 1%	18 1%	17 1%	22 1%	17 1%	9 1%	10 1%	1 *	6 1%	3 *	7 1%	5 1%	6 1%	3 *	7 1%	7 1%	9 1%	11 1%	29 1%

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20	151 2%	79 2%	72 2%	21 2%	19 1%	28 2%	20 1%	22 2%	41 2%	47 2%	46 2%	29 2%	30 2%	8 1%	10 3%	19 2%	9 1%	12 2%	9 2%	4 1%	16 2%	19 2%	25 2%	19 3%	20 2%	46 1%
21	62 1%	33 1%	29 1%	5 1%	14 1%	5 *	9 1%	11 1%	18 1%	25 1%	18 1%	11 1%	8 *	10 2%	4 1%	6 1%	2 *	5 1%	4 1%	4 1%	6 1%	4 *	11 1%	5 1%	10 1%	23 1%
22	23 *	8 *	16 *	4 *	5 *	4 *	2 *	3 *	5 *	7 *	10 *	4 *	3 *	2 *	- *	1 *	1 *	6 1%	3 *	- *	1 *	5 *	3 *	1 *	6 *	8 *
23	17 *	8 *	10 *	1 *	1 *	4 *	2 *	3 *	6 *	4 *	8 *	3 *	2 *	3 *	2 1%	2 *	1 *	3 *	- *	3 1%	- *	2 *	- *	1 *	6 *	3 *
24	22 *	16 *	6 *	5 1%	1 *	10 1%	1 *	2 *	2 *	6 *	5 *	6 *	6 *	2 *	- *	4 *	- *	3 *	1 *	4 1%	2 *	3 *	1 *	2 *	3 *	13 *
25	21 *	12 *	8 *	5 *	4 *	1 *	6 *	1 *	4 *	6 *	3 *	2 *	10 1%	2 *	1 *	3 *	2 *	5 1%	1 *	2 *	2 *	- *	3 *	- *	4 *	3 *
26	17 *	6 *	11 *	3 *	3 *	1 *	3 *	- *	6 *	3 *	4 *	6 *	4 *	- *	- *	1 *	3 *	1 *	4 1%	1 *	1 *	3 *	3 *	1 *	1 *	4 *
27	21 *	15 *	6 *	2 *	6 1%	3 *	5 *	1 *	3 *	3 *	6 *	8 *	4 *	1 *	* *	2 *	2 *	1 *	1 *	2 *	1 *	7 1%	1 *	2 *	2 *	12 *
28	35 *	14 *	21 1%	8 1%	7 1%	9 1%	7 *	4 *	2 *	5 *	15 1%	8 1%	7 *	3 *	1 *	4 *	2 *	4 1%	5 1%	1 *	4 *	4 *	5 *	5 1%	3 *	21 1%
29	60 1%	25 1%	34 1%	3 *	5 *	12 1%	13 1%	13 1%	13 1%	19 1%	23 1%	6 *	11 1%	3 *	3 1%	8 1%	6 1%	7 1%	3 1%	4 1%	3 *	9 1%	9 1%	4 1%	12 1%	16 1%
30	159 2%	72 2%	87 2%	19 2%	25 2%	29 2%	28 2%	25 2%	34 2%	43 2%	61 3%	29 2%	26 1%	13 2%	1 *	23 2%	17 2%	18 2%	19 3%	5 1%	14 2%	8 1%	21 2%	20 3%	31 2%	70 2%
31	67 1%	29 1%	38 1%	5 1%	18 1%	9 1%	9 1%	11 1%	15 1%	20 1%	18 1%	19 1%	10 1%	4 1%	- *	6 1%	9 1%	6 1%	8 1%	4 1%	10 1%	10 1%	6 1%	4 1%	13 1%	25 1%
32	28 *	11 *	18 *	4 *	7 1%	5 *	5 *	3 *	5 *	10 *	5 *	6 *	7 *	1 *	1 *	3 *	1 *	1 *	1 *	1 *	4 1%	9 1%	3 *	3 *	5 *	13 *
33	29 *	14 *	15 *	3 *	5 *	7 *	6 *	3 *	6 *	8 *	8 1%	11 1%	2 *	- *	1 1%	6 1%	2 *	2 *	1 *	- *	3 *	2 *	11 1%	1 *	9 1%	10 *
34	18 *	9 *	9 *	- *	4 *	7 *	1 *	3 *	2 *	8 *	3 *	6 *	2 *	- *	3 1%	1 *	3 *	1 *	* *	* *	2 *	3 *	3 *	2 *	3 *	10 *
35	20 *	8 *	12 *	4 *	9 1%	3 *	- *	2 *	2 *	6 *	2 *	7 *	5 *	1 *	1 *	* *	1 *	3 *	- *	1 *	- *	4 *	6 1%	4 1%	1 *	12 *
36	7 *	4 *	3 *	1 *	1 *	* *	- *	4 *	1 *	3 *	3 *	- *	1 *	- *	- *	- *	- *	- *	- *	2 1%	2 *	- *	2 *	1 *	- *	3 *
37	17 *	7 *	10 *	4 *	5 *	4 *	1 *	* *	4 *	3 *	3 *	7 *	4 *	1 *	* *	2 *	- *	4 1%	1 *	- *	1 *	1 *	1 *	5 1%	7 *	5 *
38	14 *	7 *	7 *	3 *	1 *	2 *	2 *	3 *	3 *	6 *	7 *	- *	- *	1 *	- *	2 *	2 *	1 *	1 *	1 *	- *	4 *	- *	2 *	4 *	4 *
39	54 1%	25 1%	30 1%	7 1%	9 1%	10 1%	6 *	9 1%	14 1%	17 1%	15 1%	13 1%	9 *	1 *	1 *	2 *	4 1%	* *	9 1%	1 *	17 2%	8 1%	10 1%	2 *	13 1%	21 1%

## Blueprint

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
40	134 2%	77 2%	57 1%	20 2%	18 1%	20 1%	18 1%	20 2%	38 2%	44 2%	40 2%	20 1%	30 2%	6 1%	2 1%	13 1%	13 2%	8 1%	13 2%	11 3%	14 2%	16 2%	19 2%	19 3%	20 1%	56 2%
41	63 1%	32 1%	30 1%	5 *	10 1%	16 1%	6 *	14 1%	11 1%	16 1%	17 1%	11 1%	19 1%	1 *	2 *	9 1%	11 2%	4 1%	5 1%	3 1%	6 1%	10 1%	9 1%	5 1%	9 1%	32 1%
42	22 *	11 *	11 *	1 *	2 *	4 *	9 1%	2 *	5 *	4 *	5 *	8 *	4 *	- *	- *	4 *	4 1%	2 *	4 1%	- *	5 1%	- *	3 *	1 *	4 *	9 *
43	13 *	4 *	9 *	5 1%	6 *	1 *	- *	2 *	- *	4 *	* *	5 *	4 *	1 *	- *	1 *	- *	- *	1 *	- *	3 *	2 *	3 *	3 *	3 *	6 *
44	17 *	6 *	11 *	3 *	1 *	2 *	5 *	3 *	4 *	5 *	8 *	2 *	3 *	- *	- *	3 *	1 *	5 1%	- *	- *	5 1%	1 *	2 *	- *	1 *	6 *
45	27 *	12 *	15 *	3 *	9 1%	5 *	2 *	5 *	3 *	8 *	9 *	9 1%	1 *	4 1%	1 1%	5 1%	- *	1 *	1 *	2 1%	3 *	4 *	4 *	* *	7 1%	11 *
46	10 *	4 *	7 *	- *	1 *	3 *	2 *	3 *	1 *	1 *	1 *	5 *	3 *	- *	- *	- *	1 *	3 *	2 *	- *	1 *	- *	3 *	- *	1 *	7 *
47	17 *	11 *	6 *	3 *	4 *	3 *	- *	3 *	3 *	9 *	6 *	- *	2 *	1 *	- *	2 *	1 *	2 *	1 *	3 1%	- *	6 1%	1 *	- *	4 *	4 *
48	31 *	12 *	18 *	4 *	4 *	7 *	5 *	6 *	6 *	10 *	6 *	8 *	6 *	2 *	- *	2 *	5 1%	2 *	2 *	3 1%	3 *	6 1%	3 *	2 *	4 *	12 *
49	57 1%	23 1%	34 1%	3 *	7 1%	6 *	8 *	11 1%	22 1%	19 1%	19 1%	7 *	12 1%	2 *	4 1%	8 1%	1 *	3 *	7 1%	1 *	7 1%	6 1%	11 1%	7 1%	9 1%	19 1%
50	213 3%	110 3%	103 3%	18 2%	19 1%	38 3%	35 3%	52 4%	52 3%	67 3%	61 3%	41 2%	44 2%	17 2%	4 1%	27 3%	11 2%	24 3%	18 3%	9 2%	20 3%	22 2%	30 3%	30 4%	39 3%	71 2%
51	73 1%	29 1%	44 1%	8 1%	4 *	14 1%	12 1%	12 1%	23 1%	32 1%	17 1%	14 1%	9 1%	2 *	1 *	7 1%	5 1%	8 1%	8 1%	6 1%	3 *	4 *	12 1%	19 3%	9 1%	27 1%
52	30 *	13 *	16 *	1 *	3 *	7 *	4 *	5 *	9 1%	12 1%	10 *	3 *	4 *	3 *	1 *	- *	1 *	1 *	1 *	1 *	8 1%	5 *	8 1%	1 *	3 *	15 *
53	9 *	3 *	7 *	1 *	1 *	3 *	1 *	2 *	2 *	4 *	2 *	1 *	3 *	1 *	- *	1 *	1 *	2 *	1 *	1 *	2 *	1 *	1 *	1 *	1 *	5 *
54	21 *	14 *	7 *	1 *	1 *	5 *	3 *	3 *	8 *	6 *	9 *	4 *	2 *	1 *	- *	2 *	2 *	2 *	1 *	1 *	2 *	3 *	8 1%	- *	5 *	11 *
55	15 *	13 *	3 *	- *	- *	7 *	1 *	* *	6 *	4 *	8 *	2 *	1 *	1 *	2 *	1 *	2 *	- *	2 *	- *	2 *	1 *	3 *	2 *	2 *	6 *
56	12 *	9 *	4 *	1 *	1 *	3 *	4 *	1 *	1 *	5 *	2 *	2 *	3 *	- *	- *	1 *	- *	3 *	- *	2 1%	2 *	2 *	1 *	1 *	3 *	7 *
57	6 *	4 *	2 *	- *	2 *	4 *	1 *	- *	- *	2 *	2 *	2 *	- *	- *	1 *	2 *	- *	- *	1 *	- *	1 *	- *	- *	- *	2 *	4 *
58	27 *	7 *	19 *	8 1%	2 *	4 *	3 *	4 *	6 *	7 *	10 *	5 *	4 *	1 *	5 1%	4 *	2 *	4 1%	- *	- *	2 *	2 *	5 *	3 *	4 *	10 *
59	41 1%	16 *	25 1%	- *	7 1%	9 1%	7 1%	9 1%	10 1%	16 1%	8 *	7 *	10 1%	1 *	2 1%	4 *	6 1%	3 *	4 1%	- *	8 1%	5 *	7 1%	3 *	5 *	13 *

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

**Q6.2** Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

**Base :** All respondents

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
60	131 2%	79 2%	52 1%	9 1%	12 1%	28 2%	11 1%	28 2%	43 3%	47 2%	39 2%	26 2%	19 1%	7 1%	6 2%	10 1%	13 2%	17 2%	7 1%	9 2%	10 1%	8 1%	25 2%	21 3%	17 1%	53 2%
61	48 1%	16 *	32 1%	4 *	2 *	7 *	11 1%	11 1%	13 1%	11 1%	13 1%	8 *	16 1%	* *	2 *	5 1%	6 1%	2 *	3 1%	1 *	6 1%	5 1%	9 1%	9 1%	5 *	10 *
62	27 *	10 *	18 *	6 1%	2 *	5 *	2 *	6 1%	8 *	10 *	8 *	7 *	3 *	3 *	2 *	5 1%	- *	2 *	- *	3 1%	4 1%	6 1%	2 *	2 *	4 *	9 *
63	10 *	6 *	4 *	- *	2 *	3 *	- *	2 *	4 *	3 *	2 *	1 *	4 *	1 *	- *	2 *	1 *	- *	1 *	- *	1 *	2 *	2 *	1 *	* *	4 *
64	9 *	5 *	5 *	3 *	* *	- *	1 *	- *	5 *	4 *	3 *	3 *	- *	1 *	- *	- *	- *	3 *	3 *	- *	1 *	* *	2 *	- *	- *	2 *
65	19 *	15 *	3 *	- *	3 *	1 *	4 *	5 *	6 *	7 *	8 *	3 *	1 *	- *	1 *	1 *	2 *	3 *	1 *	- *	4 *	2 *	2 *	3 *	4 *	11 *
66	8 *	3 *	5 *	- *	3 *	1 *	- *	2 *	2 *	2 *	4 *	- *	1 *	3 *	- *	2 *	* *	- *	- *	- *	1 *	- *	2 *	- *	1 *	3 *
67	13 *	5 *	8 *	- *	1 *	2 *	1 *	1 *	8 *	3 *	3 *	5 *	3 *	1 *	- *	3 *	3 *	- *	- *	1 *	3 *	2 *	1 *	- *	3 *	3 *
68	18 *	6 *	12 *	1 *	2 *	3 *	5 *	3 *	4 *	6 *	6 *	1 *	5 *	- *	- *	4 *	- *	1 *	3 *	- *	1 *	3 *	1 *	5 1%	4 *	8 *
69	31 *	16 *	15 *	3 *	* *	7 *	3 *	5 *	12 1%	16 1%	6 *	4 *	5 *	1 *	1 *	6 1%	1 *	4 1%	4 1%	1 *	1 *	6 1%	4 *	2 *	5 *	10 *
70	108 1%	63 2%	45 1%	6 1%	17 1%	17 1%	16 1%	22 2%	30 2%	34 2%	36 2%	15 1%	22 1%	4 1%	6 2%	17 2%	9 1%	10 1%	9 1%	9 2%	10 1%	15 2%	11 1%	9 1%	11 1%	50 2%
71	42 1%	24 1%	18 *	1 *	5 *	6 *	10 1%	5 *	15 1%	15 1%	11 *	5 *	11 1%	2 *	- *	3 *	6 1%	4 1%	4 1%	1 *	8 1%	3 *	6 1%	5 1%	6 *	16 1%
72	15 *	7 *	8 *	- *	2 *	3 *	3 *	3 *	3 *	4 *	6 *	1 *	4 *	- *	1 *	1 *	2 *	1 *	2 *	1 *	2 *	2 *	3 *	- *	1 *	7 *
73	14 *	9 *	5 *	4 *	2 *	2 *	2 *	1 *	3 *	3 *	9 *	- *	3 *	1 *	- *	2 *	- *	2 *	1 *	1 *	4 1%	3 *	- *	1 *	2 *	7 *
74	11 *	4 *	7 *	1 *	- *	2 *	1 *	2 *	6 *	4 *	3 *	3 *	1 *	- *	- *	1 *	1 *	1 *	- *	1 *	5 1%	1 *	1 *	* *	1 *	3 *
75	17 *	8 *	9 *	1 *	1 *	3 *	2 *	3 *	8 *	7 *	8 *	- *	2 *	- *	- *	- *	1 *	1 *	3 *	- *	1 *	6 1%	3 *	2 *	3 *	6 *
76	11 *	6 *	5 *	- *	3 *	4 *	* *	1 *	3 *	3 *	3 *	3 *	2 *	- *	- *	- *	1 *	4 *	- *	- *	- *	1 *	5 *	- *	2 *	4 *
77	5 *	3 *	2 *	- *	- *	2 *	2 *	2 *	- *	2 *	1 *	2 *	- *	- *	1 *	1 *	- *	- *	- *	- *	- *	3 *	- *	- *	2 *	3 *
78	14 *	7 *	7 *	- *	3 *	5 *	2 *	1 *	3 *	5 *	5 *	1 *	3 *	- *	- *	1 *	* *	4 1%	1 *	1 *	1 *	2 *	1 *	2 *	2 *	3 *
79	29 *	13 *	16 *	4 *	4 *	7 *	4 *	3 *	8 *	9 *	8 *	7 *	5 *	1 *	2 1%	4 *	2 *	3 *	1 *	1 *	3 *	3 *	4 *	5 1%	6 *	13 *

## Blueprint ONLINE FIELDWORK : 26th - 31st August 2011

**Q6.2** Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

**Base :** All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
80	61 1%	29 1%	31 1%	4 *	9 1%	8 1%	9 1%	19 2%	13 1%	25 1%	16 1%	10 1%	10 1%	3 *	3 1%	8 1%	4 1%	4 1%	1 *	3 1%	6 1%	11 1%	7 1%	10 1%	9 1%	25 1%
81	24 *	11 *	13 *	3 *	3 *	5 *	2 *	8 1%	4 *	10 *	8 *	2 *	5 *	1 *	2 1%	-	-	3 *	3 *	1 *	5 1%	4 *	3 *	2 *	3 *	13 *
82	15 *	8 *	8 *	1 *	2 *	1 *	3 *	6 *	2 *	5 *	6 *	1 *	3 *	-	-	2 *	3 *	1 *	-	2 *	1 *	-	2 *	3 *	3 *	5 *
83	6 *	3 *	3 *	-	1 *	1 *	-	-	4 *	3 *	3 *	-	1 *	-	-	-	1 *	-	1 *	-	-	4 *	-	-	-	4 *
84	5 *	1 *	4 *	-	-	-	1 *	2 *	3 *	3 *	2 *	-	-	-	-	1 *	-	1 *	1 *	-	1 *	-	2 *	-	-	1 *
85	6 *	4 *	2 *	-	-	-	1 *	1 *	4 *	2 *	4 *	-	1 *	1 *	1 *	-	1 *	-	-	-	1 *	-	-	3 *	-	1 *
86	6 *	3 *	3 *	1 *	2 *	2 *	1 *	-	-	3 *	1 *	2 *	-	-	-	1 *	-	1 *	-	-	-	2 *	-	2 *	2 *	2 *
87	8 *	5 *	3 *	-	1 *	* *	3 *	2 *	2 *	5 *	3 *	-	1 *	2 *	-	1 *	1 *	-	* *	1 *	1 *	1 *	1 *	* *	3 *	3 *
88	9 *	8 *	2 *	2 *	1 *	1 *	1 *	2 *	3 *	2 *	4 *	1 *	2 *	-	-	3 *	-	2 *	1 *	1 *	-	1 *	1 *	1 *	-	6 *
89	16 *	4 *	12 *	1 *	2 *	5 *	2 *	1 *	5 *	3 *	6 *	2 *	5 *	-	-	5 *	3 *	1 *	2 *	-	1 *	3 *	2 *	-	2 *	8 *
90	35 *	23 1%	13 *	7 1%	3 *	3 *	5 *	6 1%	11 1%	8 *	12 *	12 1%	3 *	3 *	-	4 *	4 1%	2 *	3 *	3 1%	2 *	6 1%	3 *	5 1%	3 *	12 *
91	14 *	11 *	3 *	-	1 *	2 *	5 *	4 *	3 *	6 *	5 *	-	3 *	-	1 *	1 *	1 *	1 *	2 *	2 1%	1 *	-	2 *	2 *	2 *	5 *
92	4 *	3 *	1 *	-	1 *	1 *	1 *	-	1 *	1 *	2 *	1 *	-	1 *	-	-	-	1 *	-	-	-	1 *	1 *	-	-	1 *
93	5 *	3 *	2 *	-	1 *	2 *	1 *	1 *	-	2 *	1 *	2 *	-	-	-	1 *	-	1 *	-	-	1 *	-	2 *	-	1 *	3 *
94	2 *	1 *	1 *	-	-	-	2 *	-	-	1 *	-	-	1 *	-	-	1 *	1 *	-	-	-	-	-	-	-	-	1 *
95	7 *	3 *	4 *	-	2 *	1 *	1 *	2 *	1 *	1 *	3 *	1 *	2 *	-	-	1 *	-	-	1 *	1 *	-	1 *	1 *	2 *	2 *	2 *
96	5 *	1 *	4 *	3 *	1 *	-	-	* *	1 *	2 *	-	-	4 *	-	-	-	-	* *	-	1 *	3 *	-	1 *	* *	* *	3 *
97	2 *	-	2 *	-	2 *	-	-	-	-	-	-	2 *	-	-	-	-	-	2 *	-	-	-	-	-	-	-	-
98	5 *	3 *	1 *	2 *	* *	1 *	1 *	1 *	-	4 *	1 *	-	* *	-	* *	2 *	-	-	-	* *	-	2 *	-	-	* *	4 *
99	13 *	7 *	6 *	-	-	4 *	2 *	1 *	6 *	2 *	1 *	7 *	4 *	1 *	1 *	4 *	1 *	1 *	2 *	1 *	-	-	-	2 *	-	5 *

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

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**Base : All respondents**

	Gender		Age							Social grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
100	40	11	29	5	11	2	11	5	6	8	16	5	11	-	1	2	3	4	2	3	6	10	4	3	10	10
	*	*	1%	1%	1%	*	1%	*	*	*	1%	*	1%	-	*	*	*	1%	*	1%	1%	1%	*	*	1%	*
Don't know	501	116	385	94	119	112	84	45	47	65	119	133	184	50	30	71	37	43	38	27	44	67	55	40	94	187
	6%	3%	9%	10%	9%	7%	6%	4%	3%	3%	5%	8%	10%	7%	8%	8%	5%	6%	6%	6%	6%	7%	5%	5%	7%	6%
Mean	-13.35	-15.85	-10.77	-15.93	-11.68	-15.69	-21.51	-8.73	-8.03	-7.13	-11.0	-14.9	-22.8	-32.64	-23.97	-14.83	-17.20	-10.74	-12.36	-16.36	-5.03	-11.20	-8.11	-5.13	-16.09	-12.24
Standard Deviation	57.71	58.41	56.88	54.30	53.12	57.79	59.55	58.86	59.41	57.67	56.90	55.76	59.39	54.18	57.24	58.58	57.94	57.59	57.43	59.52	57.04	56.79	56.69	57.58	57.28	56.57
Standard Error	0.664	0.957	0.920	2.217	1.537	1.470	1.612	1.674	1.484	1.053	1.308	1.752	1.471	2.132	3.004	1.926	2.306	2.171	2.320	3.014	2.289	2.079	1.670	2.100	1.588	1.058

## Blueprint ONLINE FIELDWORK : 26th - 31st August 2011

**Q6.3** Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

**Base :** All respondents

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
-100	244 3%	155 4%	89 2%	13 1%	34 3%	46 3%	67 5%	35 3%	48 3%	59 3%	74 3%	40 2%	71 4%	30 4%	15 4%	31 3%	27 4%	21 3%	17 4%	24 3%	21 2%	21 2%	21 3%	46 3%	77 2%	
-98	390 5%	240 6%	150 4%	44 5%	48 4%	97 6%	72 5%	59 5%	70 4%	100 5%	107 5%	69 4%	115 6%	53 8%	23 6%	52 6%	37 5%	24 3%	32 5%	36 8%	27 4%	40 4%	30 3%	36 5%	81 6%	141 4%
-97	99 1%	39 1%	60 1%	7 1%	18 1%	19 1%	15 1%	22 2%	17 1%	28 1%	23 1%	18 1%	30 2%	8 1%	3 1%	10 1%	4 1%	10 1%	20 3%	5 1%	5 1%	10 1%	20 2%	4 1%	16 1%	40 1%
-96	67 1%	30 1%	37 1%	2 *	6 *	17 1%	18 1%	12 1%	12 1%	16 1%	21 1%	9 1%	21 1%	7 1%	2 1%	8 1%	11 2%	4 1%	3 *	2 *	7 1%	6 1%	7 1%	9 1%	13 1%	18 1%
-95	52 1%	25 1%	27 1%	3 *	10 1%	14 1%	14 1%	4 *	7 *	17 1%	15 *	8 *	12 1%	7 1%	6 2%	3 *	5 1%	3 *	2 *	2 *	3 *	7 1%	10 1%	3 *	10 1%	19 1%
-94	46 1%	20 1%	26 1%	2 *	3 *	13 1%	10 1%	10 1%	6 *	7 *	14 1%	13 1%	12 1%	6 1%	4 1%	8 1%	4 1%	2 *	1 *	2 *	2 *	3 *	8 1%	6 1%	7 1%	22 1%
-93	31 *	13 *	17 *	- *	5 *	6 *	8 1%	7 1%	4 *	7 *	10 *	7 *	7 *	4 1%	3 1%	3 *	2 *	3 *	3 1%	1 *	1 *	3 *	4 *	3 *	7 1%	14 *
-92	32 *	13 *	19 *	4 *	5 *	4 *	7 1%	5 *	7 *	6 *	6 *	8 *	11 1%	3 *	*	3 *	1 *	1 *	2 *	2 1%	3 *	5 1%	5 1%	5 1%	3 *	12 *
-91	50 1%	16 *	33 1%	1 *	11 1%	13 1%	8 1%	6 1%	10 1%	17 1%	12 1%	8 *	13 1%	2 *	2 *	8 1%	4 1%	8 1%	1 *	2 *	2 *	13 1%	5 1%	2 *	12 1%	17 1%
-90	121 2%	80 2%	41 1%	3 *	18 1%	23 2%	26 2%	28 2%	22 1%	42 2%	37 2%	19 1%	22 1%	16 2%	3 1%	16 2%	17 2%	13 2%	6 1%	6 1%	10 1%	14 1%	10 1%	10 1%	20 2%	48 2%
-89	53 1%	23 1%	30 1%	5 1%	7 1%	8 1%	11 1%	10 1%	14 1%	14 1%	16 1%	12 1%	12 1%	8 1%	1 *	10 1%	6 1%	5 1%	2 *	2 *	2 *	6 1%	9 1%	4 1%	12 1%	19 1%
-88	22 *	9 *	13 *	2 *	5 *	1 *	6 *	3 *	5 *	7 *	5 *	2 *	8 *	2 *	1 *	4 *	3 *	1 *	1 *	4 1%	- *	3 *	3 *	4 *	4 *	9 *
-87	14 *	11 *	3 *	- *	1 *	3 *	3 *	5 *	2 *	6 *	5 *	1 *	2 *	2 *	2 1%	3 *	1 *	3 *	1 *	1 *	1 *	2 *	- *	1 *	3 *	4 *
-86	15 *	5 *	9 *	3 *	1 *	1 *	4 *	3 *	4 *	6 *	4 *	1 *	4 *	1 *	- *	1 *	3 *	1 *	1 *	1 *	1 *	1 *	3 *	2 *	1 *	4 *
-85	12 *	4 *	7 *	2 *	2 *	3 *	1 *	3 *	1 *	3 *	1 *	2 *	6 *	4 1%	1 *	1 *	- *	- *	- *	- *	- *	3 *	1 *	3 *	2 *	6 *
-84	18 *	9 *	9 *	5 1%	7 1%	2 *	1 *	- *	2 *	1 *	2 *	11 1%	5 *	2 *	3 1%	7 1%	- *	2 *	1 *	- *	1 *	- *	1 *	- *	5 *	9 *
-83	13 *	6 *	7 *	1 *	1 *	4 *	- *	3 *	4 *	5 *	3 *	3 *	2 *	2 *	- *	- *	1 *	1 *	1 *	2 *	4 *	2 *	2 *	1 *	6 *	6 *
-82	4 *	1 *	3 *	1 *	1 *	1 *	1 *	1 *	- *	2 *	- *	1 *	1 *	1 *	1 *	1 *	- *	- *	- *	- *	- *	- *	- *	1 *	1 *	3 *
-81	32 *	14 *	18 *	- *	2 *	5 *	7 1%	4 *	13 1%	8 *	9 *	5 *	9 1%	2 *	- *	1 *	4 1%	2 *	3 *	- *	4 *	5 *	7 1%	3 *	2 *	7 *

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

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**Base :** All respondents

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
-80	75 1%	49 1%	26 1%	4 *	5 *	15 1%	17 1%	18 1%	17 1%	22 1%	24 1%	12 1%	18 1%	11 2%	5 1%	5 1%	8 1%	7 1%	4 1%	7 2%	2 *	8 1%	11 1%	9 1%	17 1%	21 1%
-79	45 1%	20 1%	25 1%	3 *	10 1%	15 1%	3 *	7 1%	6 *	17 1%	16 1%	7 *	6 *	5 1%	* *	5 *	5 1%	5 1%	3 *	4 1%	3 *	4 *	6 1%	4 1%	14 1%	12 *
-78	23 *	10 *	13 *	3 *	4 *	3 *	3 *	5 *	4 *	4 *	7 *	5 *	7 *	2 *	1 *	2 *	2 *	1 *	6 1%	- *	1 *	4 *	* *	5 1%	3 *	8 *
-77	10 *	6 *	4 *	- *	1 *	6 *	2 *	1 *	1 *	5 *	1 *	2 *	2 *	2 *	1 *	3 *	1 *	1 *	1 *	- *	2 *	- *	- *	- *	2 *	4 *
-76	11 *	7 *	4 *	- *	7 1%	1 *	2 *	1 *	- *	4 *	1 *	- *	6 *	4 1%	1 *	1 *	- *	- *	1 *	1 *	- *	2 *	3 *	- *	2 *	5 *
-75	13 *	11 *	3 *	2 *	5 *	3 *	2 *	- *	2 *	5 *	1 *	5 *	2 *	3 *	3 1%	2 *	1 *	- *	1 *	- *	1 *	1 *	2 *	- *	3 *	8 *
-74	17 *	8 *	9 *	- *	3 *	5 *	4 *	2 *	3 *	4 *	5 *	3 *	5 *	- *	- *	5 1%	1 *	1 *	2 *	1 *	1 *	2 *	4 *	1 *	2 *	7 *
-73	13 *	3 *	10 *	5 *	1 *	3 *	1 *	1 *	2 *	2 *	2 *	6 *	3 *	1 *	1 *	2 *	- *	- *	2 *	- *	4 1%	1 *	1 *	- *	4 *	5 *
-72	25 *	13 *	11 *	5 1%	9 1%	5 *	4 *	- *	2 *	3 *	10 *	5 *	7 *	1 *	6 2%	3 *	4 1%	7 1%	1 *	- *	1 *	1 *	* *	* *	8 1%	9 *
-71	27 *	14 *	13 *	1 *	4 *	4 *	7 1%	8 1%	3 *	9 *	8 *	- *	10 1%	7 1%	1 *	2 *	1 *	1 *	1 *	1 *	2 *	6 1%	4 *	1 *	6 *	12 *
-70	60 1%	36 1%	24 1%	4 *	7 1%	11 1%	17 1%	7 1%	15 1%	19 1%	19 1%	5 *	16 1%	7 1%	2 1%	5 1%	5 1%	4 *	2 *	4 1%	8 1%	7 1%	7 1%	8 1%	8 1%	29 1%
-69	37 *	20 1%	17 *	6 1%	1 *	10 1%	3 *	4 *	13 1%	10 *	8 *	8 *	11 1%	5 1%	- *	3 *	7 1%	* *	1 *	1 *	- *	3 *	9 1%	7 1%	5 *	16 1%
-68	18 *	9 *	9 *	7 1%	- *	5 *	3 *	1 *	2 *	6 *	4 *	2 *	6 *	1 *	1 *	1 *	3 *	3 *	2 *	1 *	2 *	- *	2 *	* *	4 *	6 *
-67	14 *	9 *	6 *	- *	2 *	4 *	4 *	3 *	1 *	2 *	4 *	2 *	6 *	2 *	- *	1 *	2 *	6 1%	- *	* *	- *	1 *	2 *	1 *	4 *	4 *
-66	14 *	7 *	7 *	3 *	4 *	2 *	3 *	- *	2 *	3 *	7 *	- *	4 *	3 *	2 1%	1 *	- *	- *	- *	2 *	- *	3 *	1 *	2 *	3 *	7 *
-65	17 *	15 *	2 *	6 1%	4 *	1 *	1 *	4 *	1 *	3 *	6 *	3 *	5 *	- *	- *	2 *	- *	1 *	2 *	2 *	1 *	5 1%	- *	3 *	4 *	3 *
-64	14 *	8 *	6 *	3 *	1 *	3 *	3 *	3 *	2 *	3 *	4 *	1 *	6 *	3 *	4 1%	1 *	3 *	1 *	1 *	- *	* *	- *	1 *	- *	3 *	7 *
-63	8 *	5 *	4 *	- *	2 *	- *	4 *	- *	2 *	2 *	1 *	3 *	1 *	1 *	- *	1 *	1 *	2 *	- *	- *	2 *	- *	- *	1 *	2 *	2 *
-62	18 *	9 *	9 *	5 *	4 *	3 *	3 *	2 *	1 *	3 *	12 1%	1 *	3 *	2 *	- *	- *	2 *	3 *	1 *	- *	1 *	6 1%	4 *	- *	4 *	6 *
-61	21 *	10 *	11 *	4 *	1 *	4 *	4 *	2 *	6 *	6 *	5 *	8 *	3 *	5 1%	3 1%	3 *	2 *	1 *	1 *	- *	- *	4 *	1 *	1 *	3 *	8 *



## Blueprint ONLINE FIELDWORK : 26th - 31st August 2011

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**Base :** All respondents

	Gender		Age							Social grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
-60	68 1%	37 1%	31 1%	5 1%	10 1%	15 1%	13 1%	6 *	20 1%	16 1%	24 1%	15 1%	13 1%	11 2%	5 1%	7 1%	4 1%	3 *	4 1%	6 1%	7 1%	8 1%	8 1%	5 1%	15 1%	22 1%
-59	38 *	21 1%	16 *	2 *	4 *	8 1%	11 1%	5 *	7 *	7 *	12 1%	11 1%	7 *	1 *	3 1%	3 *	1 *	6 1%	3 1%	5 1%	- *	9 1%	5 1%	1 *	7 1%	16 1%
-58	14 *	9 *	4 *	1 *	- *	5 *	1 *	2 *	4 *	2 *	3 *	5 *	3 *	3 *	- *	2 *	2 *	1 *	- *	- *	- *	1 *	4 *	1 *	2 *	4 *
-57	12 *	4 *	8 *	3 *	3 *	2 *	3 *	1 *	1 *	3 *	3 *	5 *	1 *	3 *	2 *	2 *	1 *	1 *	1 *	1 *	- *	- *	1 *	1 *	3 *	6 *
-56	10 *	4 *	7 *	2 *	4 *	2 *	1 *	- *	- *	4 *	- *	4 *	3 *	1 *	1 *	1 *	2 *	1 *	- *	1 *	1 *	2 *	- *	1 *	1 *	4 *
-55	19 *	6 *	13 *	3 *	4 *	6 *	3 *	- *	2 *	4 *	9 *	2 *	3 *	3 *	- *	1 *	- *	4 1%	1 *	1 *	1 *	3 *	4 *	4 *	4 *	9 *
-54	7 *	3 *	3 *	- *	3 *	3 *	1 *	1 *	- *	1 *	1 *	4 *	1 *	- *	- *	1 *	1 *	1 *	2 *	- *	- *	- *	2 *	- *	1 *	5 *
-53	9 *	8 *	2 *	2 *	2 *	1 *	1 *	2 *	1 *	1 *	5 *	1 *	2 *	1 *	1 *	- *	- *	1 *	- *	- *	1 *	3 *	2 *	- *	2 *	5 *
-52	11 *	6 *	5 *	- *	4 *	1 *	4 *	2 *	- *	4 *	1 *	4 *	2 *	3 *	- *	1 *	1 *	- *	2 *	- *	1 *	3 *	1 *	- *	1 *	6 *
-51	36 *	22 1%	14 *	4 *	9 1%	6 *	6 *	1 *	10 1%	12 1%	4 *	15 1%	4 *	1 *	2 1%	4 *	- *	8 1%	1 *	5 1%	4 1%	4 *	6 1%	1 *	4 *	17 1%
-50	117 1%	76 2%	40 1%	4 *	19 1%	19 1%	30 2%	21 2%	24 1%	31 1%	32 1%	26 2%	27 1%	13 2%	4 1%	16 2%	15 2%	8 1%	8 1%	5 1%	8 1%	13 1%	19 2%	9 1%	17 1%	48 2%
-49	37 *	22 1%	15 *	1 *	4 *	5 *	8 1%	10 1%	9 1%	14 1%	8 *	9 1%	7 *	4 1%	4 1%	3 *	1 *	5 1%	3 *	3 1%	4 1%	3 *	4 *	4 1%	7 *	15 *
-48	15 *	8 *	7 *	- *	2 *	4 *	1 *	3 *	4 *	4 *	9 *	- *	2 *	1 *	2 *	2 *	1 *	1 *	1 *	1 *	2 *	1 *	3 *	- *	3 *	5 *
-47	13 *	5 *	8 *	3 *	3 *	2 *	3 *	1 *	1 *	3 *	6 *	1 *	3 *	2 *	- *	1 *	3 *	1 *	1 *	1 *	- *	4 *	1 *	1 *	1 *	4 *
-46	8 *	3 *	5 *	3 *	2 *	- *	1 *	2 *	- *	2 *	3 *	3 *	- *	- *	- *	- *	- *	1 *	2 *	1 *	- *	1 *	- *	3 *	1 *	5 *
-45	5 *	3 *	2 *	- *	1 *	3 *	- *	- *	1 *	3 *	2 *	- *	- *	1 *	- *	- *	- *	1 *	- *	- *	1 *	1 *	1 *	- *	1 *	3 *
-44	11 *	3 *	8 *	1 *	2 *	2 *	4 *	1 *	1 *	4 *	4 *	1 *	2 *	1 *	- *	- *	- *	- *	1 *	1 *	- *	2 *	3 *	2 *	6 *	3 *
-43	10 *	4 *	6 *	2 *	1 *	3 *	3 *	1 *	- *	3 *	5 *	2 *	- *	1 *	1 *	1 *	- *	3 *	- *	1 *	1 *	- *	2 *	1 *	4 *	5 *
-42	18 *	10 *	8 *	2 *	5 *	3 *	3 *	2 *	2 *	4 *	6 *	8 *	1 *	1 *	2 1%	2 *	- *	3 *	- *	- *	2 *	5 1%	1 *	1 *	3 *	10 *
-41	25 *	11 *	15 *	3 *	3 *	1 *	8 1%	6 1%	5 *	5 *	8 *	10 1%	3 *	3 *	2 1%	3 *	3 *	3 *	1 *	1 *	4 1%	4 *	- *	2 *	3 *	7 *

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

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	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
-40	58 1%	31 1%	28 1%	8 1%	8 1%	10 1%	9 1%	5 1%	19 1%	12 1%	21 1%	11 1%	14 1%	1 1%	1 1%	9 1%	3 1%	6 1%	4 1%	2 1%	9 1%	5 1%	13 1%	5 1%	10 1%	26 1%
-39	38 *	22 1%	16 *	8 1%	5 *	3 *	10 1%	7 1%	6 *	13 1%	8 *	8 *	10 1%	4 1%	1 *	3 *	8 1%	4 1%	3 1%	3 1%	1 *	5 *	5 1%	1 *	4 *	14 *
-38	14 *	8 *	6 *	1 *	1 *	4 *	- *	4 *	4 *	3 *	7 *	3 *	2 *	2 *	- *	1 *	2 *	1 *	3 *	1 *	2 *	- *	2 *	1 *	- *	8 *
-37	19 *	5 *	14 *	2 *	5 *	3 *	3 *	5 *	2 *	4 *	4 *	4 *	6 *	3 *	- *	3 *	4 1%	- 1%	5 1%	1 *	- *	- *	2 *	1 *	6 *	8 *
-36	7 *	2 *	5 *	- *	2 *	3 *	1 *	- *	- *	2 *	3 *	- *	2 *	1 *	1 *	1 *	- *	- *	- *	- *	1 *	- *	2 *	1 *	2 *	3 *
-35	10 *	6 *	3 *	1 *	1 *	3 *	2 *	1 *	1 *	- *	4 *	4 *	2 *	- *	1 *	1 *	- *	- *	3 1%	1 *	- *	2 *	- *	1 *	4 *	5 *
-34	13 *	5 *	8 *	4 *	1 *	1 *	1 *	5 *	1 *	2 *	2 *	6 *	3 *	1 *	- *	- *	2 *	- *	1 *	- *	2 *	1 *	2 *	4 *	4 *	5 *
-33	7 *	3 *	4 *	- *	3 *	1 *	- *	1 *	1 *	3 *	2 *	3 *	- *	1 *	- *	- *	1 *	1 *	1 *	1 *	1 *	- *	1 *	2 *	1 *	3 *
-32	14 *	11 *	4 *	1 *	2 *	3 *	2 *	4 *	1 *	2 *	6 *	1 *	6 *	- *	1 *	3 *	- *	- *	1 *	1 *	2 *	4 *	- *	2 *	4 *	8 *
-31	24 *	15 *	9 *	- *	6 *	5 *	4 *	3 *	6 *	10 *	9 *	2 *	4 *	2 *	- *	3 *	3 *	1 *	1 *	1 *	3 *	5 1%	4 *	2 *	5 *	10 *
-30	73 1%	35 1%	39 1%	9 1%	5 *	18 1%	14 1%	10 1%	17 1%	23 1%	19 1%	14 1%	18 1%	9 1%	2 1%	10 1%	3 *	4 1%	6 1%	4 1%	7 1%	7 1%	9 1%	11 2%	9 1%	35 1%
-29	34 *	17 *	17 *	2 *	11 1%	7 *	3 *	7 1%	2 *	9 *	12 1%	4 *	9 *	- *	3 1%	2 *	2 *	3 *	3 *	1 *	4 1%	7 1%	7 1%	2 *	8 1%	11 *
-28	12 *	4 *	8 *	2 *	2 *	4 *	- *	3 *	1 *	3 *	3 *	4 *	3 *	3 *	1 *	1 *	- *	2 *	1 *	1 *	1 *	- *	3 *	- *	3 *	7 *
-27	9 *	6 *	4 *	1 *	2 *	1 *	3 *	1 *	2 *	4 *	1 *	3 *	1 *	1 *	- *	3 *	- *	1 *	1 *	1 *	2 *	- *	1 *	1 *	1 *	5 *
-26	14 *	6 *	8 *	4 *	2 *	2 *	3 *	1 *	2 *	2 *	3 *	6 *	2 *	1 *	- *	1 *	- *	- *	3 1%	1 *	2 *	2 *	1 *	3 *	1 *	7 *
-25	13 *	8 *	4 *	2 *	5 *	4 *	- *	1 *	1 *	1 *	5 *	4 *	3 *	1 *	1 *	1 *	2 *	- *	- *	4 1%	- *	- *	2 *	1 *	3 *	7 *
-24	6 *	1 *	4 *	- *	4 *	1 *	- *	- *	1 *	1 *	3 *	2 *	- *	- *	2 1%	- *	1 *	- *	- *	- *	- *	- *	1 *	- *	2 *	4 *
-23	6 *	3 *	3 *	2 *	3 *	- *	1 *	- *	- *	1 *	- *	1 *	4 *	- *	- *	1 *	1 *	- *	4 1%	- *	- *	- *	- *	- *	3 *	3 *
-22	22 *	12 *	9 *	3 *	4 *	7 *	2 *	5 *	1 *	4 *	4 *	9 1%	4 *	- *	- *	4 *	4 1%	- *	1 *	- *	3 *	5 1%	4 *	1 *	8 1%	8 *
-21	28 *	10 *	17 *	3 *	5 *	7 *	5 *	1 *	6 *	7 *	13 1%	1 *	6 *	5 1%	- *	1 *	3 *	2 *	2 *	- *	6 1%	3 *	4 *	1 *	2 *	12 *

## Blueprint ONLINE FIELDWORK : 26th - 31st August 2011

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-20	66 1%	42 1%	24 1%	8 1%	9 1%	11 1%	17 1%	7 1%	14 1%	19 1%	18 1%	22 1%	7 1%	10 1%	2 1%	5 1%	12 2%	6 1%	1 *	5 1%	10 1%	4 *	6 1%	4 1%	13 1%	29 1%
-19	28 *	17 *	11 *	2 *	7 1%	9 1%	4 *	4 *	9 *	8 *	6 *	6 *	6 *	- *	2 1%	5 *	4 1%	4 1%	1 *	2 *	3 *	4 *	4 *	1 *	6 *	13 *
-18	14 *	7 *	7 *	1 *	* *	3 *	1 *	3 *	6 *	5 *	4 *	2 *	3 *	2 *	* *	3 *	1 *	4 1%	1 *	- *	- *	- *	3 *	- *	4 *	3 *
-17	19 *	13 *	6 *	5 1%	2 *	1 *	6 *	- *	4 *	3 *	4 *	12 1%	1 *	- *	* *	5 1%	1 *	2 *	1 *	- *	6 1%	2 *	2 *	- *	3 *	12 *
-16	8 *	2 *	6 *	- *	- *	2 *	3 *	- *	3 *	2 *	1 *	- *	6 *	- *	- *	2 *	2 *	1 *	1 *	- *	1 *	- *	1 *	1 *	2 *	2 *
-15	9 *	4 *	4 *	2 *	1 *	1 *	3 *	2 *	- *	3 *	1 *	2 *	2 *	- *	- *	4 *	1 *	- *	1 *	* *	- *	2 *	1 *	- *	1 *	5 *
-14	10 *	5 *	6 *	1 *	2 *	2 *	- *	3 *	2 *	2 *	6 *	- *	3 *	3 *	- *	2 *	2 *	- *	- *	1 *	- *	2 *	1 *	- *	1 *	7 *
-13	7 *	4 *	3 *	1 *	1 *	3 *	1 *	2 *	- *	2 *	2 *	3 *	- *	1 *	- *	3 *	1 *	1 *	- *	- *	- *	1 *	- *	1 *	2 *	4 *
-12	18 *	9 *	9 *	3 *	2 *	2 *	3 *	7 1%	2 *	5 *	3 *	3 *	8 *	1 *	- *	2 *	* *	1 *	1 *	1 *	7 1%	2 *	* *	3 *	3 *	6 *
-11	23 *	11 *	12 *	5 *	2 *	5 *	3 *	4 *	4 *	10 *	8 *	4 *	1 *	5 1%	- *	1 *	2 *	4 1%	1 *	2 *	1 *	2 *	2 *	4 1%	2 *	13 *
-10	63 1%	33 1%	31 1%	4 *	7 1%	13 1%	9 1%	19 2%	11 1%	18 1%	17 1%	18 1%	10 1%	4 1%	4 1%	9 1%	8 1%	3 *	5 1%	4 1%	6 1%	10 1%	7 1%	4 1%	14 1%	25 1%
-9	30 *	10 *	19 *	2 *	1 *	5 *	6 *	9 1%	7 *	9 *	4 *	4 *	12 1%	5 1%	2 *	3 *	1 *	8 1%	1 *	1 *	2 *	2 *	4 *	1 *	2 *	10 *
-8	20 *	10 *	10 *	3 *	1 *	8 1%	- *	2 *	6 *	6 *	1 *	9 1%	4 *	2 *	2 *	4 *	1 *	3 *	1 *	1 *	- *	4 *	1 *	1 *	2 *	8 *
-7	11 *	5 *	6 *	2 *	3 *	2 *	1 *	3 *	- *	2 *	3 *	3 *	2 *	- *	2 1%	2 *	1 *	2 *	- *	- *	3 *	- *	1 *	1 *	3 *	5 *
-6	8 *	5 *	4 *	3 *	2 *	2 *	1 *	- *	- *	2 *	1 *	1 *	4 *	1 *	1 *	- *	1 *	* *	- *	- *	2 *	- *	1 *	2 *	- *	6 *
-5	22 *	14 *	7 *	7 1%	1 *	8 1%	5 *	- *	1 *	2 *	8 1%	11 1%	1 *	4 1%	3 1%	8 1%	- *	1 *	3 *	- *	1 *	- *	2 *	- *	5 *	13 *
-4	14 *	9 *	4 *	1 *	5 *	3 *	4 *	1 *	- *	5 *	1 *	2 *	6 *	- *	- *	2 *	2 *	4 1%	1 *	1 *	1 *	2 *	1 *	1 *	2 *	6 *
-3	15 *	8 *	7 *	1 *	3 *	6 *	2 *	2 *	1 *	4 *	3 *	7 *	2 *	4 1%	- *	1 *	5 1%	* *	- *	* *	- *	3 *	1 *	- *	3 *	6 *
-2	26 *	7 *	19 *	1 *	1 *	7 *	7 1%	2 *	8 *	6 *	8 *	5 *	8 *	2 *	1 *	4 *	- *	3 *	3 *	- *	3 *	4 *	5 *	2 *	4 *	9 *
-1	98 1%	34 1%	64 2%	14 1%	15 1%	27 2%	14 1%	12 1%	16 1%	21 1%	31 1%	23 1%	22 1%	12 2%	4 1%	11 1%	8 1%	14 2%	12 2%	4 1%	4 1%	9 1%	13 1%	6 1%	18 1%	38 1%

## Blueprint

### ONLINE FIELDWORK : 26th - 31st August 2011

Q6.3 Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

George Osborne

Base : All respondents

	Gender		Age						Social grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148	
0	579	237	342	118	133	122	86	54	66	137	164	143	135	34	21	74	64	59	35	31	72	68	73	48	95	246	
	7%	6%	8%	12%	10%	8%	6%	4%	4%	6%	7%	9%	7%	5%	6%	8%	9%	8%	6%	7%	10%	7%	7%	7%	7%	8%	
1	148	56	92	24	26	35	29	12	22	28	45	36	40	8	7	10	14	8	14	9	14	31	22	11	23	61	
	2%	1%	2%	3%	2%	2%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	3%	2%	1%	2%	2%	
2	24	9	15	1	3	3	8	2	7	5	8	3	9	1	1	8	1	4	3	2	1	1	2	-	6	9	
	*	*	*	*	*	*	1%	*	*	*	*	*	*	*	*	1%	*	1%	*	*	*	*	*	*	*	*	*
3	28	13	15	6	4	4	7	3	5	7	12	2	8	3	-	4	2	1	4	1	2	8	2	1	4	15	
	*	*	*	1%	*	*	1%	*	*	*	1%	*	*	*	*	*	*	*	1%	*	*	1%	*	*	*	*	*
4	10	4	7	4	3	2	-	-	1	1	7	-	2	2	-	-	-	1	-	-	-	-	2	3	2	5	
	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	*	*
5	22	10	12	6	5	7	2	1	1	1	6	9	6	3	2	1	1	2	1	2	2	5	3	1	4	11	
	*	*	*	1%	*	*	*	*	*	*	*	1%	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	*
6	12	7	5	1	1	*	5	*	3	4	2	3	3	1	-	-	-	*	3	-	2	4	*	2	3	4	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
7	17	10	7	2	2	5	5	3	-	3	7	3	4	2	-	2	-	1	1	-	3	3	4	1	-	12	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
8	9	2	7	-	2	2	2	3	-	3	4	1	1	-	1	2	-	1	-	1	1	1	1	1	3	5	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
9	47	24	23	6	10	6	13	9	3	13	12	9	13	3	3	7	2	7	2	1	2	10	7	3	5	28	
	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	*	1%	1%	*	1%	*	*	2	10	7	3	5	28	
10	103	59	44	9	17	17	21	16	23	36	35	15	17	4	10	11	11	6	7	7	13	10	15	9	17	41	
	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	3%	1%	1%	1%	1%	2%	2%	10	15	9	17	41	
11	57	28	29	6	2	9	11	15	14	13	9	12	22	5	4	5	5	6	5	1	6	4	11	5	8	19	
	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	4	11	5	8	19	
12	17	10	7	1	3	1	4	3	4	6	6	3	3	-	2	2	2	-	5	-	2	1	*	3	2	6	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	*	*	*	*	1%	*	*	*	*	*	*	*
13	26	15	11	5	7	5	1	4	4	5	3	10	8	5	3	6	2	1	-	3	1	2	1	1	4	11	
	*	*	*	1%	1%	*	*	*	*	*	*	10	8	5	3	6	2	1	-	3	1	2	1	1	4	11	
14	12	6	6	5	4	2	1	-	-	2	6	3	2	1	-	1	-	3	-	*	2	4	-	1	-	12	
	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
15	21	10	11	2	9	1	4	5	-	5	6	5	5	3	1	1	5	1	3	-	3	2	1	2	3	10	
	*	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	1%	*	1%	*	*	3	2	1	2	3	10
16	4	3	1	-	2	1	*	*	1	3	1	-	-	-	-	-	1	-	*	-	-	1	1	2	1	2	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
17	14	7	7	-	3	6	1	3	1	2	4	6	2	2	1	2	1	-	3	-	1	-	4	-	3	6	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
18	23	10	14	-	10	8	3	1	2	7	5	8	3	1	1	3	2	2	1	-	6	1	4	2	6	13	
	*	*	*	*	1%	1%	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	*	*	*	*	*
19	51	31	20	1	7	7	9	10	17	17	13	11	10	2	3	11	6	3	1	1	4	7	7	5	12	16	
	1%	1%	*	*	1%	*	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	*	*	1%	1%	1%	1%	1%	1%	

## Blueprint

### ONLINE FIELDWORK : 26th - 31st August 2011

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
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20	100 1%	52 1%	47 1%	7 1%	10 1%	22 1%	14 1%	21 2%	25 2%	29 1%	38 2%	19 1%	14 1%	9 1%	3 1%	9 1%	3 *	9 1%	13 2%	7 2%	12 2%	16 2%	11 1%	9 1%	18 1%	35 1%
21	47 1%	26 1%	21 1%	1 *	9 1%	7 *	3 *	10 1%	16 1%	15 1%	16 1%	8 *	7 *	3 *	* *	3 *	2 *	4 1%	3 1%	3 1%	7 1%	2 *	12 1%	8 1%	10 1%	14 *
22	30 *	14 *	16 *	6 1%	4 *	4 *	7 *	7 1%	3 *	6 *	10 *	11 1%	4 *	2 *	- *	5 1%	1 *	* *	2 *	5 1%	1 *	4 *	4 *	5 1%	4 *	13 *
23	15 *	5 *	10 *	2 *	* *	3 *	6 *	1 *	3 *	4 *	6 *	3 *	2 *	3 *	- *	- *	- *	1 *	2 *	- *	1 *	2 *	* *	6 1%	2 *	7 *
24	12 *	5 *	7 *	- *	6 *	2 *	1 *	1 *	2 *	6 *	6 *	- *	- *	1 *	1 *	4 *	- *	- *	- *	1 *	- *	3 *	1 *	1 *	4 *	4 *
25	18 *	12 *	6 *	5 1%	1 *	3 *	1 *	2 *	6 *	6 *	5 *	3 *	4 *	2 *	- *	2 *	2 *	1 *	3 1%	- *	- *	5 *	2 *	1 *	6 *	3 *
26	11 *	4 *	7 *	1 *	1 *	2 *	2 *	- *	4 *	5 *	4 *	- *	2 *	1 *	- *	2 *	1 *	1 *	- *	1 *	1 *	1 *	1 *	1 *	- *	5 *
27	15 *	5 *	11 *	4 *	2 *	1 *	2 *	2 *	5 *	3 *	2 *	7 *	3 *	- *	- *	6 1%	1 *	3 *	- *	1 *	- *	1 *	1 *	3 *	5 *	* *
28	19 *	7 *	11 *	5 1%	2 *	3 *	4 *	1 *	3 *	7 *	5 *	3 *	3 *	- *	1 *	3 *	1 *	3 *	2 *	* *	1 *	1 *	5 *	1 *	4 *	6 *
29	52 1%	27 1%	25 1%	1 *	6 *	7 *	5 *	14 1%	19 1%	13 1%	17 1%	12 1%	10 1%	2 *	1 *	10 1%	2 *	3 *	2 *	5 1%	6 1%	9 1%	6 1%	8 1%	6 *	20 1%
30	108 1%	61 2%	48 1%	13 1%	9 1%	19 1%	13 1%	23 2%	32 2%	38 2%	32 1%	21 1%	18 1%	10 1%	3 1%	8 1%	11 2%	10 1%	13 2%	3 1%	14 2%	12 1%	13 1%	12 2%	13 1%	47 2%
31	58 1%	29 1%	29 1%	11 1%	9 1%	4 *	9 1%	8 1%	18 1%	22 1%	13 1%	8 *	15 1%	1 *	1 *	10 1%	3 *	2 *	4 1%	4 1%	12 2%	9 1%	5 1%	6 1%	8 1%	19 1%
32	34 *	23 1%	12 *	4 *	4 *	5 *	7 1%	2 *	11 1%	8 *	17 1%	8 *	2 *	4 1%	1 *	1 *	5 1%	2 *	1 *	3 1%	5 1%	9 1%	2 *	3 *	6 *	9 *
33	13 *	12 *	2 *	- *	2 *	5 *	4 *	1 *	1 *	7 *	5 *	- *	1 *	- *	- *	1 *	- *	- *	2 *	- *	1 *	6 1%	2 *	2 *	3 *	9 *
34	17 *	5 *	12 *	6 1%	5 *	2 *	2 *	2 *	- *	2 *	8 *	4 *	2 *	1 *	- *	4 *	- *	4 1%	1 *	- *	1 *	2 *	2 *	2 *	3 *	11 *
35	12 *	7 *	5 *	6 1%	- *	1 *	1 *	- *	4 *	3 *	2 *	6 *	2 *	- *	- *	- *	2 *	- *	2 *	- *	2 *	2 *	4 *	1 *	- *	8 *
36	15 *	6 *	9 *	1 *	3 *	5 *	2 *	3 *	- *	8 *	3 *	2 *	1 *	2 *	- *	1 *	1 *	3 *	1 *	- *	1 *	2 *	4 *	- *	- *	11 *
37	15 *	9 *	6 *	1 *	7 1%	- *	2 *	4 *	1 *	5 *	3 *	5 *	2 *	3 *	1 *	- *	- *	1 *	3 *	1 *	- *	1 *	4 *	1 *	2 *	8 *
38	19 *	12 *	7 *	1 *	1 *	3 *	2 *	6 *	6 *	3 *	6 *	4 *	6 *	2 *	1 *	6 1%	3 *	2 *	* *	2 1%	- *	- *	3 *	- *	2 *	7 *
39	35 *	22 1%	13 *	- *	3 *	6 *	6 *	4 *	16 1%	12 1%	12 1%	5 *	5 *	1 *	3 1%	4 *	2 *	3 *	2 *	2 *	4 1%	8 1%	4 *	2 *	4 *	13 *

## Blueprint ONLINE FIELDWORK : 26th - 31st August 2011

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
40	109 1%	63 2%	46 1%	8 1%	15 1%	17 1%	23 2%	16 1%	30 2%	32 1%	41 2%	14 1%	22 1%	3 *	4 1%	18 2%	10 1%	11 1%	14 2%	5 1%	10 1%	16 2%	11 1%	7 1%	10 1%	44 1%
41	52 1%	28 1%	24 1%	-	2 *	4 *	17 1%	9 1%	21 1%	15 1%	14 1%	10 1%	13 1%	4 1%	-	4 *	4 1%	3 *	8 1%	5 1%	11 2%	5 1%	4 *	4 1%	10 1%	13 *
42	17 *	7 *	10 *	-	4 *	4 *	3 *	1 *	5 *	4 *	12 1%	1 *	-	-	2 1%	2 *	3 *	2 *	1 *	1 *	1 *	3 *	1 *	2 *	9 *	
43	18 *	11 *	7 *	4 *	4 *	2 *	2 *	4 *	1 *	4 *	3 *	8 *	4 *	1 *	-	1 *	2 *	4 1%	1 *	-	1 *	1 *	2 *	5 1%	7 *	7 *
44	6 *	2 *	3 *	-	2 *	1 *	1 *	1 *	2 *	1 *	1 *	2 *	2 *	-	-	-	2 *	-	1 *	-	-	1 *	1 *	2 *	-	1 *
45	17 *	10 *	8 *	1 *	5 *	1 *	1 *	3 *	7 *	7 *	3 *	4 *	3 *	1 *	-	2 *	-	3 *	1 *	-	5 1%	4 *	2 *	5 *	4 *	
46	12 *	9 *	3 *	2 *	-	5 *	-	1 *	3 *	6 *	1 *	4 *	-	1 *	-	4 *	1 *	2 *	-	-	1 *	2 *	-	1 *	7 *	
47	9 *	6 *	4 *	3 *	2 *	1 *	1 *	1 *	2 *	3 *	4 *	-	2 *	1 *	-	-	3 *	1 *	2 *	-	-	-	1 *	1 *	2 *	4 *
48	27 *	14 *	13 *	1 *	3 *	7 *	-	2 *	14 1%	6 *	7 *	12 1%	2 *	-	-	2 *	4 1%	4 1%	5 1%	2 1%	3 *	1 *	2 *	3 *	3 *	7 *
49	62 1%	32 1%	31 1%	4 *	8 1%	10 1%	10 1%	11 1%	19 1%	23 1%	23 1%	6 *	11 1%	6 1%	2 1%	5 1%	7 1%	2 1%	7 1%	3 1%	5 1%	10 1%	6 1%	9 1%	7 1%	24 1%
50	141 2%	93 2%	47 1%	8 1%	15 1%	31 2%	11 1%	30 2%	46 3%	48 2%	37 2%	30 2%	26 1%	11 2%	1 *	12 1%	10 1%	11 2%	13 2%	7 2%	16 2%	20 2%	17 2%	24 3%	16 1%	59 2%
51	64 1%	42 1%	22 1%	5 *	10 1%	11 1%	11 1%	11 1%	17 1%	16 1%	27 1%	10 1%	13 1%	2 *	1 *	7 1%	5 1%	6 1%	11 2%	3 1%	11 1%	8 1%	7 1%	4 1%	12 1%	27 1%
52	10 *	7 *	2 *	-	2 *	1 *	2 *	1 *	4 *	7 *	2 *	-	1 *	1 *	1 *	-	1 *	3 *	1 *	1 *	1 *	1 *	2 *	-	2 *	4 *
53	13 *	11 *	2 *	-	3 *	1 *	7 *	1 *	3 *	1 *	5 *	4 *	3 *	1 *	-	1 *	-	2 *	6 1%	1 *	-	-	2 *	2 *	5 *	4 *
54	14 *	10 *	4 *	3 *	1 *	1 *	3 *	-	5 *	6 *	3 *	-	5 *	-	1 *	2 *	1 *	2 *	-	-	1 *	3 *	3 *	1 *	4 *	5 *
55	7 *	4 *	2 *	-	-	1 *	-	4 *	2 *	3 *	4 *	-	-	1 *	-	-	1 *	-	2 *	-	-	1 *	-	2 *	-	3 *
56	8 *	2 *	6 *	-	2 *	1 *	1 *	1 *	4 *	1 *	3 *	1 *	3 *	1 *	-	-	1 *	1 *	-	1 *	3 *	1 *	1 *	2 *	1 *	
57	15 *	12 *	3 *	-	1 *	4 *	6 *	5 *	6 *	3 *	5 *	1 *	2 *	1 *	3 *	2 *	3 *	-	1 *	4 *	1 *	-	-	2 *	9 *	
58	16 *	7 *	8 *	-	1 *	2 *	1 *	4 *	8 *	6 *	9 *	1 *	-	1 *	-	1 *	1 *	1 *	-	2 *	1 *	3 *	6 1%	1 *	1 *	4 *
59	50 1%	31 1%	19 *	1 *	3 *	3 *	4 *	11 1%	28 2%	12 1%	19 1%	8 *	11 1%	2 *	2 1%	4 *	6 1%	5 1%	7 1%	4 1%	5 1%	5 *	5 1%	3 *	12 *	

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

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Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
60	100 1%	65 2%	35 1%	3 *	6 *	17 1%	17 1%	12 1%	46 3%	50 2%	25 1%	9 1%	16 1%	12 2%	2 1%	10 1%	3 *	13 2%	8 1%	2 1%	16 2%	8 1%	14 1%	12 2%	10 1%	35 1%
61	39 *	28 1%	12 *	4 *	3 *	4 *	3 *	5 *	20 1%	19 1%	9 *	2 *	10 1%	5 1%	- *	5 1%	- *	2 *	2 *	- *	10 1%	5 1%	8 1%	2 *	5 *	10 *
62	19 *	12 *	7 *	2 *	1 *	4 *	2 *	6 *	4 *	8 *	1 *	10 1%	- *	3 *	- *	1 *	- *	5 1%	1 *	2 *	- *	3 *	2 *	3 *	3 *	8 *
63	13 *	8 *	5 *	- *	1 *	1 *	- *	4 *	7 *	5 *	6 *	1 *	1 *	- *	1 *	1 *	1 *	1 *	1 *	1 *	3 *	4 *	1 *	- *	4 *	1 *
64	8 *	5 *	4 *	2 *	1 *	2 *	1 *	- *	2 *	5 *	3 *	- *	- *	- *	1 *	2 *	1 *	2 *	- *	- *	1 *	1 *	1 *	- *	2 *	2 *
65	16 *	11 *	5 *	- *	2 *	7 *	- *	2 *	5 *	8 *	4 *	- *	5 *	1 *	1 *	1 *	1 *	- *	1 *	1 *	1 *	5 *	3 *	1 *	2 *	5 *
66	9 *	4 *	5 *	1 *	4 *	2 *	1 *	- *	1 *	4 *	5 *	- *	- *	2 *	- *	1 *	- *	1 *	- *	- *	1 *	2 *	1 *	1 *	5 *	2 *
67	18 *	8 *	10 *	- *	1 *	5 *	6 *	2 *	4 *	8 *	3 *	3 *	4 *	1 *	1 *	2 *	1 *	3 *	1 *	1 *	5 1%	1 *	3 *	1 *	4 *	8 *
68	18 *	13 *	5 *	2 *	3 *	4 *	1 *	- *	9 1%	8 *	6 *	1 *	3 *	3 *	- *	2 *	- *	2 *	1 *	- *	3 *	2 *	3 *	2 *	4 *	4 *
69	45 1%	29 1%	16 *	- *	1 *	8 *	5 *	10 1%	21 1%	17 1%	12 1%	12 1%	5 *	2 *	1 *	8 1%	5 1%	6 1%	3 *	1 *	3 *	6 1%	8 1%	3 *	2 *	16 *
70	98 1%	70 2%	27 1%	5 *	8 1%	6 *	13 1%	22 2%	43 3%	41 2%	33 1%	15 1%	9 *	4 1%	4 1%	19 2%	3 *	4 *	8 1%	6 1%	11 1%	21 2%	10 1%	10 1%	3 *	41 1%
71	36 *	23 1%	13 *	1 *	2 *	5 *	3 *	10 1%	15 1%	18 1%	10 *	5 *	3 *	4 1%	1 *	3 *	3 *	5 1%	3 *	4 1%	6 1%	2 *	3 *	1 *	4 *	11 *
72	15 *	10 *	6 *	2 *	2 *	3 *	1 *	- *	6 *	6 *	6 *	3 *	1 *	- *	1 *	- *	2 *	2 *	1 *	4 1%	3 *	1 *	- *	1 *	2 *	4 *
73	15 *	11 *	3 *	1 *	2 *	- *	3 *	2 *	7 *	7 *	2 *	4 *	2 *	1 *	1 *	1 *	- *	2 *	- *	2 *	2 *	6 1%	1 *	- *	- *	8 *
74	12 *	5 *	7 *	1 *	1 *	4 *	1 *	3 *	2 *	8 *	2 *	- *	1 *	2 *	1 *	2 *	- *	1 *	- *	- *	- *	4 *	2 *	- *	3 *	4 *
75	18 *	17 *	1 *	- *	1 *	2 *	1 *	6 *	9 1%	9 *	4 *	3 *	2 *	- *	1 *	1 *	2 *	4 1%	2 *	1 *	3 *	- *	3 *	2 *	2 *	5 *
76	9 *	6 *	3 *	- *	- *	- *	2 *	4 *	2 *	3 *	2 *	1 *	2 *	1 *	- *	- *	- *	- *	1 *	- *	2 *	1 *	1 *	4 *	1 *	5 *
77	7 *	6 *	1 *	1 *	- *	1 *	- *	1 *	4 *	3 *	2 *	3 *	- *	- *	1 *	1 *	2 *	- *	- *	- *	- *	2 *	- *	1 *	- *	5 *
78	12 *	5 *	7 *	- *	- *	2 *	1 *	4 *	5 *	5 *	2 *	- *	6 *	2 *	- *	1 *	- *	4 *	- *	- *	1 *	- *	4 *	1 *	- *	2 *
79	34 *	21 1%	13 *	2 *	1 *	5 *	3 *	7 1%	16 1%	10 *	7 *	7 *	10 1%	1 *	3 1%	4 *	3 *	- *	3 *	3 1%	1 *	7 1%	5 1%	6 1%	3 *	15 *

## Blueprint ONLINE FIELDWORK : 26th - 31st August 2011

**Q6.3** Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

**Base :** All respondents

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
80	105 1%	76 2%	29 1%	3 *	6 *	5 *	16 1%	23 2%	52 3%	35 2%	34 1%	16 1%	20 1%	6 1%	1 *	14 1%	7 1%	5 1%	6 1%	7 2%	10 1%	13 1%	17 2%	18 2%	3 *	35 1%
81	45 1%	35 1%	10 *	2 *	- *	2 *	5 *	15 1%	21 1%	23 1%	6 *	9 1%	7 *	1 *	- *	1 *	3 *	2 *	8 1%	5 1%	3 *	9 1%	7 1%	6 1%	1 *	17 1%
82	5 *	- *	5 *	- *	- *	* *	* *	3 *	2 *	1 *	- *	- *	4 *	- *	- *	3 *	* *	* *	- *	- *	1 *	- *	- *	- *	- *	1 *
83	12 *	9 *	4 *	4 *	* *	- *	3 *	1 *	4 *	6 *	1 *	5 *	1 *	* *	- *	4 *	1 *	1 *	- *	- *	1 *	- *	3 *	2 *	- *	7 *
84	5 *	3 *	2 *	- *	- *	- *	1 *	2 *	2 *	2 *	1 *	- *	2 *	- *	- *	- *	- *	- *	1 *	1 *	- *	- *	1 *	2 *	- *	1 *
85	9 *	5 *	4 *	- *	3 *	1 *	2 *	2 *	1 *	3 *	2 *	3 *	1 *	- *	1 *	4 *	- *	- *	- *	- *	4 *	- *	- *	1 *	1 *	5 *
86	4 *	1 *	3 *	- *	- *	1 *	- *	- *	3 *	1 *	2 *	- *	1 *	- *	- *	1 *	2 *	1 *	- *	- *	- *	- *	1 *	- *	- *	1 *
87	5 *	4 *	* *	1 *	* *	2 *	- *	- *	2 *	2 *	2 *	1 *	- *	- *	2 *	- *	- *	- *	- *	- *	- *	1 *	1 *	1 *	1 *	2 *
88	3 *	1 *	2 *	- *	- *	- *	- *	1 *	1 *	3 *	- *	- *	- *	1 *	- *	1 *	- *	- *	1 *	- *	- *	1 *	- *	- *	- *	1 *
89	22 *	11 *	11 *	- *	1 *	- *	2 *	6 1%	12 1%	6 *	2 *	7 *	7 *	- *	- *	6 1%	1 *	1 *	2 *	2 *	1 *	3 *	3 *	3 *	3 *	8 *
90	82 1%	44 1%	17 *	1 *	2 *	4 *	9 1%	13 1%	32 2%	21 1%	17 1%	12 1%	12 1%	3 *	2 *	5 1%	7 1%	6 1%	6 1%	4 1%	4 1%	4 *	10 1%	10 1%	5 *	18 1%
91	18 *	17 *	2 *	1 *	1 *	4 *	2 *	3 *	7 *	9 *	6 *	2 *	2 *	2 *	- *	3 *	- *	3 *	1 *	1 *	2 *	1 *	5 1%	- *	2 *	9 *
92	5 *	4 *	1 *	- *	- *	- *	1 *	1 *	3 *	1 *	1 *	- *	2 *	- *	- *	- *	- *	1 *	1 *	- *	- *	- *	1 *	2 *	- *	1 *
93	9 *	6 *	3 *	1 *	3 *	- *	1 *	4 *	1 *	1 *	5 *	3 *	- *	- *	- *	- *	2 *	2 *	- *	- *	- *	4 *	2 *	- *	- *	7 *
94	3 *	3 *	- *	- *	1 *	- *	- *	- *	2 *	3 *	- *	- *	- *	- *	- *	- *	1 *	1 *	1 *	- *	- *	1 *	- *	- *	- *	- *
95	4 *	2 *	2 *	- *	- *	2 *	- *	1 *	2 *	3 *	1 *	- *	1 *	- *	- *	- *	1 *	1 *	1 *	- *	1 *	- *	- *	1 *	1 *	- *
96	3 *	2 *	1 *	- *	- *	- *	1 *	- *	2 *	3 *	- *	- *	- *	- *	1 *	1 *	- *	- *	- *	- *	1 *	- *	1 *	- *	1 *	- *
97	7 *	4 *	3 *	1 *	3 *	- *	- *	1 *	2 *	3 *	1 *	2 *	1 *	- *	- *	1 *	1 *	3 *	- *	* *	- *	- *	- *	2 *	* *	3 *
98	4 *	3 *	1 *	- *	1 *	2 *	- *	1 *	1 *	1 *	- *	3 *	1 *	- *	- *	- *	- *	- *	2 *	1 *	- *	- *	1 *	- *	1 *	3 *
99	8 *	6 *	2 *	- *	- *	- *	2 *	1 *	5 *	4 *	1 *	2 *	1 *	- *	1 *	1 *	2 *	1 *	- *	- *	1 *	- *	2 *	1 *	- *	2 *



**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

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**Base : All respondents**

	Gender		Age							Social grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
100	26	13	13	2	5	-	4	2	13	10	7	5	4	-	2	4	3	3	-	1	6	3	2	2	4	8
Don't know	1350	312	1038	287	305	279	208	151	121	224	391	338	397	107	72	144	116	143	109	58	103	178	197	122	250	537
	17%	8%	25%	30%	24%	18%	15%	13%	7%	10%	17%	20%	22%	15%	20%	15%	16%	19%	18%	14%	14%	18%	19%	17%	19%	17%
Mean	-11.77	-9.09	-14.96	-15.02	-18.49	-21.32	-21.37	-8.11	6.05	-4.38	-11.5	-12.2	-21.6	-28.98	-25.58	-12.26	-17.06	-9.22	-8.39	-15.32	-1.53	-8.31	-8.47	-6.15	-22.33	-11.76
Standard Deviation	58.47	60.99	55.18	48.63	52.83	55.32	57.70	61.71	62.17	60.71	57.47	55.20	58.29	56.80	57.15	58.74	58.09	57.80	58.35	60.22	55.58	57.42	58.27	60.35	55.32	56.43
Standard Error	0.713	1.025	0.978	2.245	1.666	1.499	1.649	1.836	1.587	1.155	1.412	1.861	1.548	2.348	3.200	2.024	2.457	2.342	2.513	3.192	2.330	2.209	1.842	2.328	1.636	1.122

## Blueprint

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Ed Miliband

Base : All respondents

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
-100	165	108	57	10	20	34	38	36	27	36	43	47	38	20	8	17	15	10	16	13	13	11	20	24	21	72
	2%	3%	1%	1%	2%	2%	3%	3%	2%	2%	3%	3%	2%	3%	2%	2%	2%	1%	3%	3%	2%	1%	2%	3%	2%	2%
-98	317	211	106	26	40	58	64	55	74	91	84	65	77	27	10	32	26	29	23	17	41	40	48	22	47	132
	4%	5%	3%	3%	3%	4%	5%	5%	4%	4%	4%	4%	4%	4%	3%	3%	4%	4%	4%	4%	6%	4%	5%	3%	4%	4%
-97	114	61	53	10	11	17	27	16	33	34	22	34	25	13	8	13	13	4	11	9	8	9	14	13	12	46
	1%	2%	1%	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	1%
-96	58	25	33	1	6	6	17	13	16	16	14	19	9	3	4	7	5	6	7	1	5	7	11	2	8	25
	1%	1%	1%	*	*	*	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%
-95	60	33	27	4	3	16	8	6	23	19	22	7	12	4	1	4	4	5	6	1	8	10	7	10	4	21
	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	*	1%	1%	*	*	1%	1%	1%	*	1%	1%	1%	1%	*	1%
-94	32	14	18	3	2	4	3	9	10	10	8	3	10	4	1	5	-	3	2	4	3	5	1	5	1	14
	*	*	*	*	*	*	*	1%	1%	*	*	*	1%	1%	*	1%	*	*	*	1%	*	*	*	1%	*	*
-93	32	11	21	2	2	4	6	8	10	7	12	5	8	4	2	4	2	1	3	1	3	2	6	4	3	9
	*	*	1%	*	*	*	*	1%	1%	*	1%	*	*	1%	*	*	*	*	1%	*	*	*	1%	1%	*	*
-92	29	13	16	4	1	8	4	3	10	12	2	11	4	-	-	5	4	5	4	-	3	1	4	3	1	16
	*	*	*	*	*	*	*	1%	1%	1%	1%	1%	*	-	-	1%	1%	1%	1%	-	1%	*	1%	1%	*	1%
-91	73	38	34	*	7	8	15	14	28	18	17	13	25	3	2	5	5	4	8	3	7	14	15	7	12	22
	1%	1%	1%	*	1%	1%	1%	1%	2%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
-90	135	77	59	12	16	18	30	19	41	50	27	25	33	16	5	13	9	12	16	6	9	13	21	16	19	47
	2%	2%	1%	1%	1%	1%	2%	2%	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%	3%	1%	1%	1%	2%	2%	1%	1%
-89	57	39	18	-	2	15	8	7	24	16	21	10	11	3	4	8	6	2	5	3	6	6	8	6	6	25
	1%	1%	*	-	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%
-88	25	9	15	-	1	3	9	1	11	8	5	7	4	3	-	-	3	4	3	1	2	2	2	5	2	9
	*	*	*	-	*	*	1%	*	1%	*	*	*	*	*	-	-	*	1%	1%	*	*	*	*	1%	*	*
-87	14	2	12	1	2	1	3	2	6	5	2	5	1	1	-	-	3	1	1	-	5	1	2	1	2	5
	*	*	*	*	*	*	*	*	*	*	*	*	*	1	-	-	*	1	1	-	1%	*	*	*	*	*
-86	11	4	7	-	-	4	5	2	1	3	3	1	3	-	1	2	1	1	-	-	-	2	1	3	5	3
	*	*	*	-	-	*	*	*	*	*	*	*	*	-	*	*	*	*	-	-	-	*	*	*	*	*
-85	30	12	18	5	4	11	4	4	2	11	6	8	5	2	2	1	2	1	4	-	5	3	3	7	5	15
	*	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2	1%	1%	2	1	4	-	1%	3	3	7	5	15
-84	10	4	7	1	1	5	2	-	1	4	4	2	-	1	-	2	-	-	3	1	1	2	2	-	3	4
	*	*	*	*	*	*	*	-	*	*	*	*	-	1	-	*	-	-	1%	1	1	2	2	-	3	4
-83	11	3	8	-	*	2	2	3	3	2	2	2	5	1	-	1	-	-	*	-	3	2	1	2	2	3
	*	*	*	-	*	1%	1%	1%	1%	1%	1%	1%	1%	1	-	1	-	-	*	-	1%	2	1	2	2	3
-82	17	9	8	-	1	3	4	2	6	6	6	1	4	2	1	1	-	2	3	-	4	2	2	-	3	6
	*	*	*	-	*	1%	1%	1%	1%	1%	1%	1%	1%	2	1	1	-	2	3	-	1%	2	2	-	3	6
-81	51	26	25	2	2	7	15	9	15	15	13	6	17	6	3	5	6	3	1	3	8	8	3	4	5	15
	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3	1	1%	1%	1%	1%	1%	1%	1%

## Blueprint

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Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148	
-80	112 1%	71 2%	41 1%	11 1%	7 1%	21 1%	23 2%	19 2%	31 2%	34 2%	35 1%	22 1%	21 1%	10 1%	4 1%	10 1%	3 *	8 1%	16 3%	6 1%	12 2%	9 1%	20 2%	14 2%	10 1%	10 1%	46 1%
-79	53 1%	38 1%	15 *	2 *	10 1%	8 1%	5 *	9 1%	18 1%	16 1%	10 *	18 1%	8 *	1 *	1 *	7 1%	7 1%	4 1%	3 *	1 *	6 1%	4 *	9 1%	10 1%	6 *	26 1%	
-78	30 *	17 *	13 *	1 *	5 *	3 *	5 *	6 1%	9 1%	10 *	5 *	9 1%	5 *	1 *	- *	4 *	2 *	4 1%	1 *	5 1%	4 *	3 *	6 1%	5 *	13 *		
-77	16 *	10 *	7 *	- *	3 *	3 *	2 *	2 *	6 *	3 *	3 *	3 *	8 *	- *	2 1%	6 1%	- *	1 *	- *	- *	- *	3 *	2 *	3 *	3 *	5 *	
-76	17 *	7 *	9 *	- *	3 *	3 *	1 *	1 *	8 *	5 *	3 *	6 *	2 *	- *	1 *	9 1%	- *	- *	1 *	- *	5 1%	- *	1 *	- *	1 *	8 *	
-75	19 *	14 *	5 *	3 *	3 *	7 *	3 *	1 *	3 *	5 *	10 *	3 *	2 *	1 *	1 *	2 *	1 *	1 *	3 1%	2 1%	3 *	- *	4 *	2 *	5 *	9 *	
-74	15 *	4 *	10 *	3 *	1 *	2 *	5 *	2 *	1 *	3 *	9 *	2 *	2 *	2 *	- *	2 *	3 *	3 *	1 *	1 *	2 *	1 *	1 *	- *	3 *	10 *	
-73	12 *	5 *	7 *	- *	2 *	1 *	2 *	4 *	3 *	2 *	4 *	- *	6 *	- *	- *	2 *	- *	2 *	- *	- *	4 *	1 *	2 *	1 *	1 *	6 *	
-72	22 *	12 *	9 *	2 *	5 *	5 *	3 *	1 *	6 *	6 *	4 *	6 *	6 *	- *	- *	1 *	- *	- *	3 *	2 *	5 1%	5 1%	3 *	2 *	2 *	9 *	
-71	33 *	19 *	14 *	- *	6 *	3 *	7 *	4 *	14 1%	9 *	7 *	10 1%	7 *	4 1%	3 1%	5 1%	1 *	1 *	4 1%	4 1%	1 *	3 *	6 1%	1 *	6 *	10 *	
-70	84 1%	60 2%	24 1%	3 *	7 1%	19 1%	14 1%	14 1%	28 2%	27 1%	19 1%	19 1%	18 1%	6 1%	1 *	15 2%	9 1%	7 1%	7 1%	1 *	7 1%	12 1%	11 1%	8 1%	12 1%	38 1%	
-69	60 1%	36 1%	24 1%	9 1%	5 *	7 *	4 *	14 1%	20 1%	25 1%	13 1%	10 1%	12 1%	5 1%	6 2%	4 *	7 1%	4 1%	5 1%	2 *	4 1%	8 1%	8 1%	7 1%	2 *	22 1%	
-68	36 *	13 *	23 1%	4 *	4 *	2 *	7 *	10 1%	8 *	6 *	17 1%	8 *	6 *	4 1%	3 *	1 *	2 *	1 *	2 *	4 *	9 1%	7 1%	3 *	2 *	17 *		
-67	8 *	6 *	2 *	- *	1 *	1 *	2 *	4 *	- *	3 *	3 *	- *	2 *	- *	- *	1 *	- *	2 *	1 *	- *	2 *	- *	3 *	- *	2 *	4 *	
-66	12 *	5 *	6 *	- *	3 *	5 *	4 *	4 *	- *	3 *	4 *	2 *	3 *	2 *	- *	- *	2 *	1 *	- *	1 *	- *	3 *	3 *	- *	9 *		
-65	9 *	7 *	3 *	5 *	- *	1 *	3 *	- *	1 *	1 *	2 *	1 *	5 *	- *	- *	2 *	1 *	- *	- *	- *	- *	5 *	2 *	1 *	- *	4 *	
-64	11 *	6 *	5 *	- *	4 *	2 *	1 *	2 *	2 *	2 *	3 *	4 *	2 *	2 *	1 *	1 *	- *	- *	1 *	- *	- *	1 *	2 *	3 *	3 *	5 *	
-63	8 *	5 *	3 *	- *	2 *	3 *	1 *	4 *	2 *	4 *	3 *	2 *	- *	- *	- *	2 *	- *	2 *	- *	1 *	- *	- *	1 *	2 *	2 *	4 *	
-62	13 *	6 *	8 *	- *	2 *	2 *	4 *	1 *	5 *	5 *	3 *	1 *	4 *	1 *	1 *	- *	- *	1 *	1 *	1 1%	4 1%	1 *	1 *	1 *	- *	5 *	
-61	25 *	12 *	13 *	- *	4 *	4 *	1 *	4 *	11 1%	9 *	10 *	1 *	5 *	1 *	2 1%	3 *	1 *	- *	2 *	3 1%	5 1%	- *	7 1%	- *	5 *	7 *	

## Blueprint

### ONLINE FIELDWORK : 26th - 31st August 2011

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Ed Miliband

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
-60	81 1%	54 1%	27 1%	2 *	6 *	11 1%	17 1%	20 2%	24 1%	31 1%	20 1%	18 1%	12 1%	12 2%	*	8 1%	4 1%	8 1%	3 *	7 2%	15 2%	3 *	12 1%	9 1%	8 1%	34 1%
-59	41 1%	24 1%	17 *	4 *	3 *	7 *	9 1%	7 1%	11 1%	14 1%	6 *	15 1%	6 *	2 *	3 1%	2 *	4 1%	3 *	5 1%	-	9 1%	3 *	6 1%	4 1%	7 *	15 *
-58	20 *	13 *	7 *	2 *	1 *	5 *	3 *	3 *	6 *	4 *	7 *	3 *	6 *	-	-	4 *	4 1%	1 *	2 *	1 *	-	7 1%	*	-	1 *	11 *
-57	21 *	10 *	11 *	2 *	3 *	4 *	2 *	1 *	8 *	8 *	4 *	4 *	5 *	6 1%	2 *	1 *	1 *	-	2 *	-	2 *	3 *	3 *	1 *	4 *	8 *
-56	5 *	2 *	3 *	-	1 *	2 *	2 *	-	-	1 *	1 *	2 *	1 *	-	1 *	2 *	-	1 *	-	-	-	-	-	1 *	-	2 *
-55	8 *	3 *	5 *	1 *	3 *	-	*	1 *	2 *	3 *	1 *	2 *	1 *	-	*	2 *	-	-	1 *	1 *	1 *	-	1 *	2 *	2 *	2 *
-54	13 *	2 *	11 *	-	3 *	3 *	3 *	2 *	2 *	3 *	7 *	1 *	2 *	4 1%	-	3 *	-	-	-	2 *	3 *	-	-	2 *	3 *	6 *
-53	10 *	4 *	6 *	2 *	1 *	2 *	2 *	3 *	-	3 *	3 *	1 *	3 *	1 *	*	1 *	-	*	4 1%	-	2 *	-	1 *	*	1 *	7 *
-52	17 *	13 *	4 *	-	3 *	4 *	2 *	3 *	4 *	5 *	3 *	6 *	3 *	2 *	-	1 *	3 *	3 *	1 *	1 *	1 *	4 *	2 *	-	4 *	5 *
-51	56 1%	30 1%	26 1%	2 *	4 *	10 1%	8 1%	12 1%	21 1%	19 1%	15 1%	15 1%	8 *	6 1%	2 1%	3 *	8 1%	3 *	6 1%	2 1%	4 *	6 1%	10 1%	7 1%	12 1%	17 1%
-50	187 2%	113 3%	74 2%	15 2%	23 2%	34 2%	34 3%	39 3%	42 3%	65 3%	59 3%	32 2%	32 2%	18 3%	7 2%	18 2%	17 2%	23 3%	13 2%	11 2%	18 2%	19 2%	24 2%	19 3%	26 2%	81 3%
-49	68 1%	47 1%	21 1%	2 *	5 *	7 *	9 1%	18 2%	26 2%	25 1%	20 1%	13 1%	10 1%	3 *	1 *	5 *	5 1%	9 1%	8 1%	6 1%	7 1%	3 *	16 2%	6 1%	8 1%	28 1%
-48	24 *	17 *	7 *	4 *	1 *	4 *	4 *	4 *	8 *	8 *	8 *	5 *	4 *	-	2 1%	5 1%	2 *	2 *	1 *	1 *	2 *	6 1%	3 *	*	3 *	9 *
-47	11 *	5 *	6 *	2 *	1 *	1 *	1 *	3 *	3 *	5 *	3 *	1 *	2 *	-	-	2 *	1 *	-	3 *	1 *	-	1 *	1 *	2 *	2 *	4 *
-46	16 *	7 *	8 *	3 *	3 *	2 *	3 *	4 *	1 *	4 *	4 *	2 *	6 *	4 1%	1 *	-	1 *	1 *	2 *	-	1 *	3 *	1 *	1 *	3 *	7 *
-45	8 *	4 *	5 *	-	3 *	1 *	1 *	3 *	2 *	5 *	2 *	-	2 *	-	-	1 *	-	1 *	1 *	-	1 *	2 *	2 *	1 *	1 *	4 *
-44	14 *	6 *	9 *	-	1 *	6 *	1 *	2 *	4 *	3 *	5 *	2 *	5 *	3 *	-	5 1%	-	-	2 *	1 *	-	2 *	-	3 *	6 *	1 *
-43	10 *	7 *	3 *	2 *	1 *	1 *	4 *	2 *	-	3 *	6 *	1 *	1 *	1 *	-	1 *	2 *	3 *	-	2 *	*	-	1 *	-	5 *	4 *
-42	25 *	13 *	12 *	-	1 *	5 *	2 *	8 1%	9 1%	7 *	7 *	4 *	7 *	3 *	-	6 1%	3 *	1 *	1 *	1 *	-	3 *	4 *	1 *	3 *	9 *
-41	24 *	14 *	11 *	6 1%	2 *	3 *	1 *	6 1%	6 *	9 *	8 *	5 *	3 *	3 *	2 *	1 *	5 1%	-	-	1 *	1 *	1 *	7 1%	3 *	6 *	6 *

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-40	94 1%	63 2%	31 1%	8 1%	11 1%	13 1%	15 1%	16 1%	30 2%	38 2%	29 1%	14 1%	12 1%	8 1%	5 1%	14 1%	9 1%	14 2%	9 1%	2 1%	8 1%	6 1%	12 1%	7 1%	15 1%	33 1%
-39	51 1%	35 1%	16 *	3 *	3 *	9 1%	5 *	11 1%	20 1%	16 1%	21 1%	6 *	7 *	7 1%	1 *	5 1%	4 1%	5 1%	2 1%	5 1%	3 *	5 *	10 1%	4 1%	6 *	21 1%
-38	21 *	11 *	10 *	1 *	5 *	1 *	4 *	4 *	6 *	9 *	3 *	4 *	4 *	1 *	2 *	1 *	2 *	2 *	1 *	1 *	3 *	- *	5 *	2 *	2 *	10 *
-37	22 *	9 *	13 *	2 *	4 *	4 *	4 *	1 *	7 *	8 *	11 *	2 *	1 *	- *	- *	1 *	2 *	2 *	2 *	2 *	4 1%	6 1%	1 *	3 *	4 *	6 *
-36	15 *	8 *	7 *	4 *	2 *	1 *	3 *	5 *	- *	1 *	6 *	2 *	5 *	5 1%	- *	1 *	1 *	2 *	- *	- *	- *	- *	4 *	- *	1 *	8 *
-35	13 *	7 *	5 *	- *	6 *	4 *	1 *	1 *	1 *	4 *	5 *	1 *	3 *	- *	1 *	2 *	1 *	- *	* *	- *	1 *	5 *	3 *	1 *	1 *	7 *
-34	10 *	4 *	6 *	1 *	- *	5 *	- *	1 *	3 *	4 *	3 *	3 *	- *	- *	- *	- *	1 *	2 *	- *	- *	- *	1 *	4 *	2 *	1 *	3 *
-33	13 *	3 *	9 *	2 *	5 *	- *	- *	5 *	1 *	2 *	5 *	1 *	4 *	- *	- *	1 *	1 *	- *	3 1%	1 *	2 *	3 *	1 *	- *	4 *	4 *
-32	21 *	9 *	11 *	2 *	2 *	1 *	5 *	4 *	6 *	5 *	3 *	6 *	7 *	2 *	2 *	1 *	6 1%	- *	2 *	1 *	- *	1 *	4 *	2 *	4 *	8 *
-31	29 *	12 *	16 *	3 *	4 *	4 *	4 *	3 *	11 1%	5 *	11 *	2 *	10 1%	1 *	* *	5 1%	2 *	6 1%	5 1%	- *	2 *	3 *	4 *	- *	2 *	11 *
-30	96 1%	51 1%	45 1%	5 1%	13 1%	18 1%	13 1%	17 1%	30 2%	44 2%	28 1%	12 1%	12 1%	10 1%	4 1%	9 1%	7 1%	7 1%	6 1%	5 1%	13 2%	8 1%	12 1%	15 2%	17 1%	32 1%
-29	51 1%	22 1%	30 1%	4 *	4 *	7 *	4 *	12 1%	19 1%	19 1%	18 1%	4 *	9 1%	4 1%	* *	5 *	5 1%	5 1%	4 1%	3 1%	9 1%	12 1%	3 *	1 *	5 *	16 1%
-28	24 *	8 *	15 *	5 1%	4 *	6 *	1 *	2 *	5 *	6 *	9 *	6 *	3 *	3 *	- *	1 *	3 *	3 *	- *	1 *	1 *	3 *	4 *	5 1%	6 *	6 *
-27	6 *	1 *	5 *	- *	1 *	1 *	2 *	- *	1 *	1 *	1 *	1 *	2 *	- *	1 *	2 *	* *	- *	- *	- *	* *	- *	1 *	1 *	2 *	* *
-26	7 *	4 *	3 *	2 *	- *	- *	3 *	- *	1 *	2 *	- *	1 *	4 *	- *	- *	1 *	- *	1 *	2 *	- *	- *	2 *	1 *	- *	1 *	- *
-25	17 *	12 *	5 *	3 *	7 1%	3 *	- *	2 *	3 *	5 *	8 *	2 *	3 *	2 *	* *	1 *	1 *	3 *	1 *	2 *	1 *	2 *	- *	3 *	2 *	10 *
-24	9 *	5 *	3 *	2 *	2 *	4 *	- *	1 *	- *	3 *	2 *	1 *	2 *	1 *	1 *	- *	2 *	1 *	1 *	- *	1 *	1 *	1 *	1 *	1 *	5 *
-23	8 *	6 *	2 *	1 *	3 *	1 *	1 *	1 *	2 *	2 *	3 *	1 *	2 *	1 *	1 *	1 *	- *	1 *	- *	- *	- *	2 *	1 *	2 *	1 *	4 *
-22	23 *	15 *	8 *	2 *	2 *	3 *	5 *	2 *	8 *	4 *	7 *	8 *	4 *	- *	- *	4 *	2 *	4 1%	1 *	2 1%	5 1%	2 1%	1 *	2 *	1 *	10 *
-21	34 *	14 *	20 *	4 *	4 *	5 *	7 1%	4 *	11 1%	8 *	7 *	8 *	12 1%	- *	2 1%	1 *	2 *	3 *	3 1%	2 *	1 *	9 1%	7 1%	4 1%	- *	13 *

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Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
-20	111 1%	71 2%	41 1%	16 2%	19 1%	19 1%	20 1%	16 1%	22 1%	32 1%	38 2%	25 2%	16 1%	8 1%	7 2%	11 1%	10 1%	13 2%	12 2%	9 2%	4 1%	13 1%	16 2%	8 1%	11 1%	54 2%
-19	54 1%	31 1%	23 1%	5 *	5 *	11 1%	10 1%	9 1%	15 1%	23 1%	6 *	10 1%	4 1%	3 1%	8 1%	4 1%	6 1%	5 1%	3 1%	5 1%	3 *	7 1%	5 1%	9 1%	17 1%	
-18	16 *	8 *	7 *	2 *	3 *	1 *	2 *	3 *	5 *	3 *	10 *	2 *	2 *	* *	1 *	1 *	2 *	- *	3 1%	3 1%	2 *	- *	2 *	1 *	2 *	5 *
-17	23 *	11 *	12 *	5 1%	5 *	4 *	1 *	3 *	5 *	2 *	8 *	9 1%	4 *	2 *	3 1%	5 1%	3 *	- *	- *	2 *	2 *	2 *	1 *	3 *	3 *	10 *
-16	16 *	10 *	6 *	2 *	5 *	3 *	5 *	1 *	- *	5 *	6 *	- *	4 *	- *	- *	4 *	2 *	2 *	1 *	- *	- *	2 *	3 *	2 *	6 *	6 *
-15	7 *	5 *	3 *	1 *	1 *	1 *	1 *	2 *	2 *	2 *	2 *	2 *	1 *	- *	- *	1 *	- *	- *	1 *	2 *	- *	2 *	1 *	1 *	1 *	2 *
-14	7 *	2 *	5 *	1 *	1 *	- *	- *	1 *	4 *	4 *	- *	1 *	2 *	- *	1 *	- *	2 *	- *	- *	- *	1 *	2 *	1 *	1 *	- *	1 *
-13	9 *	5 *	4 *	4 *	1 *	1 *	1 *	- *	1 *	2 *	3 *	3 *	1 *	1 *	2 1%	1 *	- *	1 *	3 *	- *	1 *	1 *	- *	- *	- *	5 *
-12	19 *	9 *	10 *	6 1%	2 *	5 *	4 *	1 *	1 *	3 *	6 *	9 1%	1 *	1 *	- *	3 *	1 *	1 *	7 1%	3 1%	- *	2 *	1 *	- *	3 *	13 *
-11	23 *	9 *	13 *	2 *	2 *	6 *	3 *	4 *	5 *	5 *	10 *	6 *	2 *	2 *	1 *	1 *	1 *	7 1%	1 *	* *	1 *	3 *	3 *	4 *	3 *	8 *
-10	92 1%	47 1%	45 1%	14 1%	14 1%	16 1%	12 1%	11 1%	26 2%	37 2%	20 1%	14 1%	22 1%	6 1%	2 1%	7 1%	11 2%	8 1%	5 1%	4 1%	13 2%	9 1%	16 2%	9 1%	13 1%	35 1%
-9	47 1%	28 1%	19 *	2 *	2 *	8 1%	10 1%	10 1%	15 1%	19 1%	12 1%	8 *	9 *	4 1%	1 *	7 1%	2 *	5 1%	2 *	1 *	10 1%	1 *	8 1%	6 1%	7 1%	18 1%
-8	14 *	9 *	5 *	- *	3 *	2 *	3 *	2 *	4 *	6 *	3 *	- *	5 *	1 *	- *	4 *	2 *	3 *	- *	- *	* *	- *	3 *	- *	1 *	3 *
-7	9 *	3 *	6 *	- *	* *	8 *	1 *	- *	- *	- *	4 *	3 *	2 *	3 *	2 *	- *	- *	- *	1 *	2 1%	- *	1 *	- *	- *	2 *	5 *
-6	9 *	2 *	7 *	2 *	4 *	- *	1 *	3 *	- *	- *	5 *	3 *	1 *	1 *	- *	2 *	3 *	- *	- *	- *	1 *	2 *	1 *	- *	- *	6 *
-5	20 *	10 *	10 *	10 1%	* *	2 *	3 *	1 *	3 *	3 *	5 *	9 1%	3 *	1 *	1 *	1 *	3 *	3 *	1 *	4 1%	5 1%	- *	1 *	- *	4 *	8 *
-4	7 *	5 *	3 *	- *	2 *	1 *	1 *	- *	3 *	1 *	5 *	1 *	1 *	1 *	- *	1 *	- *	- *	- *	- *	* *	4 *	1 *	- *	2 *	- *
-3	15 *	5 *	10 *	2 *	4 *	5 *	3 *	- *	1 *	1 *	9 *	2 *	2 *	3 *	- *	3 *	1 *	4 *	1 *	1 *	1 *	2 *	1 *	- *	3 *	4 *
-2	42 1%	15 *	27 1%	5 1%	7 1%	11 1%	6 *	2 *	11 1%	5 *	15 1%	12 1%	11 1%	6 1%	2 1%	3 *	4 1%	6 1%	6 1%	1 *	4 1%	3 *	2 *	4 1%	11 1%	13 *
-1	92 1%	35 1%	57 1%	7 1%	11 1%	17 1%	20 1%	15 1%	22 1%	28 1%	28 1%	18 1%	18 1%	13 2%	4 1%	7 1%	4 1%	18 2%	2 *	4 1%	12 2%	10 1%	12 1%	7 1%	20 1%	33 1%

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0	495 6%	227 6%	268 7%	87 9%	94 7%	95 6%	76 6%	56 5%	86 5%	119 6%	128 6%	96 6%	152 8%	51 7%	16 4%	69 7%	45 6%	52 7%	31 5%	20 5%	48 6%	62 6%	55 5%	44 6%	84 6%	187 6%
1	135 2%	55 1%	80 2%	25 3%	23 2%	20 1%	24 2%	16 1%	27 2%	33 2%	43 2%	31 2%	27 1%	18 3%	9 3%	15 2%	7 1%	10 1%	6 1%	9 2%	15 2%	20 2%	21 2%	6 1%	20 2%	51 2%
2	43 1%	14 *	29 1%	4 *	8 1%	9 1%	15 1%	3 *	4 *	10 *	12 1%	9 1%	12 1%	4 1%	6 2%	3 *	4 1%	2 *	3 *	3 1%	2 *	7 1%	5 *	5 1%	8 1%	16 1%
3	15 *	5 *	10 *	2 *	3 *	6 *	3 *	2 *	- *	5 *	2 *	2 *	5 *	1 *	- *	1 *	2 *	3 *	* *	1 *	- *	2 *	3 *	1 *	6 *	7 *
4	22 *	12 *	10 *	3 *	6 1%	7 *	5 *	1 *	* *	4 *	5 *	4 *	8 *	4 1%	4 1%	* *	1 *	5 1%	2 *	- *	2 *	4 *	- *	- *	4 *	13 *
5	13 *	3 *	10 *	3 *	1 *	3 *	2 *	1 *	3 *	4 *	4 *	1 *	4 *	1 *	- *	1 *	2 *	1 *	1 *	1 *	1 *	3 *	2 *	- *	3 *	1 *
6	21 *	11 *	10 *	4 *	9 1%	1 *	5 *	1 *	1 *	11 1%	6 *	3 *	1 *	2 *	1 *	1 *	1 *	2 *	1 *	2 *	3 *	2 *	6 1%	2 *	6 *	8 *
7	6 *	2 *	5 *	2 *	2 *	* *	1 *	1 *	- *	2 *	2 *	- *	3 *	1 *	- *	- *	- *	* *	- *	1 *	- *	- *	2 *	2 *	2 *	2 *
8	14 *	8 *	6 *	3 *	5 *	1 *	1 *	1 *	1 *	5 *	1 *	4 *	5 *	- *	2 *	3 *	1 *	4 1%	1 *	- *	- *	1 *	1 *	1 *	3 *	5 *
9	45 1%	11 *	34 1%	4 *	2 *	8 1%	6 *	18 2%	6 *	9 *	8 *	10 1%	17 1%	1 *	1 *	3 *	7 1%	7 1%	7 1%	1 *	6 1%	8 1%	4 *	1 *	7 1%	19 1%
10	127 2%	69 2%	57 1%	12 1%	21 2%	27 2%	25 2%	21 2%	21 1%	44 2%	35 1%	30 2%	19 1%	17 2%	3 1%	14 1%	9 1%	13 2%	8 1%	2 2%	11 1%	14 1%	16 2%	16 2%	31 2%	48 2%
11	51 1%	27 1%	24 1%	5 *	3 *	8 1%	11 1%	15 1%	10 1%	11 1%	20 1%	9 1%	10 1%	7 1%	2 1%	5 1%	3 *	3 *	4 1%	2 *	2 *	5 *	6 1%	13 2%	12 1%	20 1%
12	17 *	5 *	12 *	2 *	- *	7 *	2 *	3 *	4 *	4 *	2 *	6 *	5 *	1 *	- *	1 *	3 *	1 *	- *	- *	1 *	- *	6 1%	4 1%	2 *	8 *
13	12 *	4 *	8 *	- *	2 *	5 *	2 *	1 *	2 *	1 *	3 *	6 *	2 *	4 1%	- *	4 *	1 *	- *	- *	- *	1 *	- *	2 *	1 *	1 *	6 *
14	21 *	8 *	13 *	4 *	2 *	7 *	3 *	3 *	1 *	4 *	2 *	8 *	7 *	3 *	2 *	1 *	6 1%	5 1%	2 *	- *	1 *	* *	* *	1 *	3 *	7 *
15	21 *	14 *	6 *	2 *	6 1%	4 *	1 *	2 *	4 *	6 *	9 *	1 *	4 *	* *	1 *	1 *	3 *	1 *	1 *	4 1%	1 *	3 *	4 *	3 *	2 *	9 *
16	16 *	8 *	8 *	4 *	2 *	2 *	2 *	3 *	2 *	2 *	9 *	1 *	3 *	3 *	- *	2 *	1 *	1 *	2 *	1 *	1 *	3 *	1 *	- *	3 *	8 *
17	20 *	6 *	13 *	5 1%	7 1%	3 *	2 *	* *	2 *	6 *	5 *	4 *	4 *	2 *	1 *	1 *	4 1%	1 *	4 1%	- *	- *	5 *	3 *	* *	2 *	11 *
18	20 *	9 *	10 *	5 1%	4 *	* *	2 *	2 *	7 *	5 *	4 *	9 1%	2 *	1 *	1 *	* *	3 *	2 *	2 *	- *	5 1%	* *	1 *	3 *	1 *	9 *
19	42 1%	20 1%	22 1%	4 *	5 *	7 *	9 1%	7 1%	10 1%	13 1%	12 *	11 1%	6 *	4 1%	3 1%	8 1%	5 1%	2 *	3 *	2 1%	5 1%	4 *	3 *	2 *	9 1%	19 1%

## Blueprint ONLINE FIELDWORK : 26th - 31st August 2011

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Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
20	126 2%	71 2%	55 1%	21 2%	15 1%	21 1%	29 2%	12 1%	28 2%	35 2%	49 2%	18 1%	24 1%	15 2%	9 2%	13 1%	10 1%	8 1%	11 2%	9 2%	13 2%	9 1%	18 2%	12 2%	31 2%	39 1%
21	59 1%	27 1%	32 1%	6 1%	7 1%	14 1%	10 1%	6 1%	16 1%	20 1%	13 1%	18 1%	8 *	3 *	1 *	7 1%	8 1%	4 1%	7 1%	2 *	4 1%	12 1%	5 1%	4 1%	7 *	28 1%
22	20 *	7 *	12 *	- *	6 1%	6 *	1 *	2 *	5 *	6 *	7 *	2 *	6 *	1 *	1 *	7 1%	2 *	4 1%	1 *	1 *	1 *	2 *	- *	2 *	6 *	
23	7 *	2 *	5 *	1 *	1 *	- *	3 *	2 *	1 *	3 *	1 *	2 *	2 *	1 *	- *	- *	* *	- *	3 *	1 *	- *	1 *	1 *	1 *	2 *	1 *
24	14 *	6 *	8 *	2 *	2 *	2 *	3 *	1 *	5 *	4 *	5 *	3 *	3 *	1 *	- *	4 *	1 *	1 *	- *	2 *	3 *	- *	2 *	1 *	4 *	6 *
25	26 *	13 *	13 *	14 1%	3 *	3 *	3 *	1 *	2 *	7 *	3 *	13 1%	2 *	1 *	1 *	8 1%	* *	1 *	3 *	- *	2 *	3 *	3 *	4 *	6 *	12 *
26	13 *	6 *	7 *	- *	5 *	3 *	1 *	1 *	2 *	2 *	8 *	2 *	1 *	3 *	- *	2 *	- *	2 *	- *	- *	1 *	2 *	3 *	- *	7 1%	3 *
27	19 *	10 *	9 *	3 *	8 1%	2 *	3 *	- *	2 *	9 *	8 *	3 *	- *	- *	2 *	* *	1 *	- *	- *	2 *	9 1%	2 *	3 *	5 *	13 *	
28	12 *	3 *	9 *	2 *	1 *	2 *	3 *	4 *	1 *	1 *	6 *	2 *	3 *	3 *	1 *	1 *	- *	2 *	* *	- *	- *	4 *	2 *	- *	2 *	5 *
29	53 1%	27 1%	26 1%	12 1%	2 *	9 1%	5 *	10 1%	14 1%	19 1%	6 *	19 1%	9 *	2 *	3 1%	10 1%	6 1%	1 1%	7 1%	7 2%	3 *	2 *	7 1%	6 1%	13 1%	19 1%
30	128 2%	62 2%	65 2%	19 2%	20 2%	31 2%	23 2%	14 1%	20 1%	44 3%	31 1%	23 1%	30 2%	7 1%	2 1%	15 2%	12 2%	11 2%	11 2%	13 3%	10 1%	19 2%	18 2%	9 1%	23 2%	52 2%
31	50 1%	18 *	32 1%	8 1%	4 *	15 1%	9 1%	6 *	9 1%	12 1%	13 1%	11 1%	14 1%	2 *	1 *	7 1%	7 1%	3 *	4 1%	3 1%	7 1%	8 1%	6 1%	3 *	13 1%	15 *
32	23 *	13 *	9 *	1 *	6 *	4 *	5 *	6 1%	2 *	5 *	8 *	6 *	3 *	2 *	2 *	3 *	3 *	3 *	3 1%	1 *	4 *	1 *	1 *	1 *	4 *	9 *
33	9 *	6 *	3 *	1 *	3 *	* *	1 *	4 *	- *	2 *	1 *	3 *	3 *	2 *	- *	2 *	- *	* *	1 *	- *	- *	- *	3 *	* *	3 *	3 *
34	13 *	5 *	8 *	1 *	5 *	4 *	1 *	1 *	- *	3 *	5 *	4 *	1 *	1 *	- *	1 *	3 *	- *	- *	- *	- *	2 *	2 *	5 1%	6 *	5 *
35	17 *	8 *	9 *	6 1%	4 *	2 *	* *	2 *	2 *	3 *	3 *	6 *	5 *	- *	1 *	4 *	- *	- *	4 1%	2 *	4 1%	1 *	1 *	- *	4 *	7 *
36	16 *	10 *	6 *	3 *	1 *	5 *	* *	3 *	3 *	4 *	7 *	2 *	3 *	5 1%	2 1%	- *	1 *	6 1%	1 *	* *	- *	- *	1 *	1 *	2 *	9 *
37	18 *	8 *	9 *	5 1%	3 *	3 *	1 *	1 *	4 *	3 *	7 *	3 *	5 *	- *	- *	3 *	1 *	- *	1 *	- *	- *	10 1%	3 *	- *	5 *	6 *
38	27 *	6 *	21 1%	7 1%	6 *	3 *	3 *	4 *	4 *	5 *	8 *	3 *	11 1%	3 *	4 1%	7 1%	- *	2 *	- *	2 1%	2 *	1 *	2 1%	4 1%	6 *	6 *
39	50 1%	20 1%	39 1%	11 1%	12 1%	12 1%	7 1%	10 1%	7 *	16 1%	19 1%	14 1%	10 1%	3 *	3 1%	10 1%	7 1%	1 *	3 *	2 *	3 *	8 1%	8 1%	11 2%	13 1%	30 1%



**Blueprint**  
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Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
40	111 1%	53 1%	58 1%	12 1%	16 1%	34 2%	17 1%	20 2%	12 1%	34 2%	34 1%	28 2%	14 1%	9 1%	6 2%	13 1%	9 1%	11 1%	3 1%	6 1%	11 2%	16 2%	13 1%	14 2%	23 2%	40 1%
41	64 1%	31 1%	33 1%	7 1%	10 1%	11 1%	16 1%	11 1%	9 1%	12 1%	23 1%	13 1%	15 1%	7 1%	5 1%	5 1%	7 1%	8 1%	5 1%	4 1%	6 1%	6 1%	7 1%	4 1%	9 1%	33 1%
42	19 *	7 *	12 *	* *	9 1%	4 *	2 *	3 *	* *	6 *	5 *	4 *	4 *	1 *	2 *	1 *	- *	2 *	1 *	3 1%	4 *	5 *	* *	1 *	7 1%	8 *
43	14 *	8 *	6 *	4 *	2 *	5 *	- *	- *	3 *	1 *	7 *	4 *	1 *	3 *	- *	- *	2 *	3 *	1 *	- *	- *	5 *	1 *	- *	1 *	6 *
44	6 *	1 *	5 *	- *	2 *	1 *	- *	4 *	- *	2 *	2 *	- *	2 *	- *	- *	- *	- *	1 *	1 *	- *	1 *	1 *	1 *	2 *	- *	5 *
45	16 *	9 *	7 *	4 *	2 *	3 *	2 *	2 *	3 *	5 *	3 *	2 *	6 *	- *	1 *	2 *	- *	3 *	1 *	- *	5 1%	2 *	2 *	1 *	2 *	6 *
46	17 *	9 *	8 *	1 *	8 1%	6 *	1 *	- *	- *	4 *	8 *	3 *	2 *	5 1%	2 *	1 *	1 *	- *	1 *	2 *	1 *	2 *	* *	2 *	3 *	10 *
47	14 *	5 *	10 *	3 *	5 *	4 *	1 *	1 *	1 *	3 *	6 *	3 *	2 *	* *	1 *	2 *	- *	2 *	* *	- *	- *	6 1%	3 *	- *	5 *	4 *
48	13 *	7 *	6 *	1 *	4 *	2 *	3 *	- *	2 *	5 *	5 *	1 *	2 *	1 *	- *	1 *	3 *	- *	1 *	2 *	1 *	2 *	1 *	2 *	2 *	9 *
49	58 1%	33 1%	25 1%	1 *	3 *	14 1%	12 1%	11 1%	16 1%	17 1%	14 1%	8 *	19 1%	2 *	1 *	7 1%	8 1%	6 1%	7 1%	6 1%	8 1%	3 *	7 1%	6 1%	8 1%	21 1%
50	167 2%	89 2%	78 2%	23 2%	35 3%	32 2%	25 2%	24 2%	29 2%	44 2%	53 2%	38 2%	31 2%	17 2%	4 1%	15 2%	20 3%	14 2%	9 1%	16 4%	16 2%	23 2%	21 2%	14 2%	30 2%	72 2%
51	68 1%	32 1%	36 1%	5 1%	13 1%	15 1%	10 1%	9 1%	15 1%	20 1%	25 1%	10 1%	14 1%	9 1%	3 1%	9 1%	3 *	4 1%	9 1%	11 3%	5 1%	4 *	7 1%	4 1%	13 1%	21 1%
52	28 *	11 *	17 *	- *	8 1%	4 *	5 *	8 1%	3 *	6 *	11 *	3 *	8 *	4 1%	2 1%	2 *	4 1%	3 *	2 *	2 1%	- *	5 *	3 *	1 *	5 *	11 *
53	9 *	5 *	4 *	1 *	3 *	3 *	2 *	- *	1 *	1 *	3 *	3 *	1 *	1 *	1 *	1 *	- *	2 *	2 *	1 *	- *	- *	1 *	- *	5 *	1 *
54	20 *	13 *	8 *	2 *	9 1%	2 *	4 *	3 *	1 *	3 *	9 *	1 *	8 *	- *	2 1%	1 *	4 1%	- *	2 *	- *	1 *	9 1%	- *	2 *	8 1%	6 *
55	15 *	9 *	7 *	1 *	6 1%	3 *	2 *	2 *	1 *	1 *	6 *	4 *	5 *	1 *	3 1%	3 *	- *	- *	- *	1 *	1 *	6 1%	- *	1 *	3 *	8 *
56	16 *	10 *	6 *	- *	7 1%	2 *	3 *	1 *	3 *	4 *	7 *	3 *	3 *	- *	- *	3 *	3 *	- *	2 *	1 *	- *	4 *	2 *	- *	5 *	5 *
57	8 *	1 *	7 *	1 *	2 *	2 *	2 *	- *	1 *	2 *	3 *	3 *	- *	1 *	- *	* *	4 1%	1 *	2 *	1 *	- *	- *	- *	- *	1 *	3 *
58	19 *	10 *	10 *	1 *	7 1%	2 *	4 *	3 *	3 *	4 *	7 *	2 *	6 *	2 *	1 *	4 *	1 *	- *	1 *	- *	1 *	3 *	2 *	4 1%	6 *	5 *
59	33 *	12 *	21 1%	3 *	8 1%	6 *	8 1%	3 *	6 *	11 1%	8 *	3 *	11 1%	1 *	1 *	3 *	2 *	7 1%	* *	2 *	5 1%	3 *	7 1%	1 *	3 *	15 *

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60	83 1%	42 1%	40 1%	5 1%	16 1%	20 1%	11 1%	12 1%	20 1%	31 1%	17 1%	16 1%	19 1%	3 *	10 3%	8 1%	4 1%	6 1%	9 1%	2 *	12 2%	16 2%	6 1%	7 1%	13 1%	30 1%
61	64 1%	31 1%	33 1%	10 1%	13 1%	15 1%	10 1%	7 1%	8 *	19 1%	27 1%	7 *	11 1%	5 1%	3 1%	7 1%	2 *	8 1%	5 1%	5 1%	6 1%	14 1%	6 1%	4 *	13 1%	28 1%
62	22 *	14 *	8 *	4 *	2 *	3 *	3 *	10 1%	- *	7 *	4 *	5 *	6 *	1 *	- *	4 *	2 *	4 *	3 *	- *	2 *	1 *	5 *	1 *	2 *	13 *
63	7 *	4 *	3 *	1 *	1 *	2 *	1 *	- *	1 *	3 *	2 *	1 *	1 *	- *	- *	- *	1 *	- *	- *	* *	* *	3 *	1 *	- *	1 *	4 *
64	24 *	11 *	13 *	8 1%	11 1%	4 *	- *	- *	1 *	5 *	12 1%	5 *	2 *	1 *	1 *	4 *	* *	3 *	1 *	1 *	2 *	3 *	5 *	2 *	6 *	9 *
65	17 *	13 *	4 *	6 1%	1 *	4 *	2 *	3 *	1 *	5 *	4 *	1 *	7 *	3 *	2 1%	2 *	1 *	2 *	- *	- *	- *	5 1%	1 *	1 *	1 *	9 *
66	18 *	10 *	8 *	3 *	3 *	2 *	4 *	3 *	3 *	3 *	7 *	2 *	5 *	1 *	3 1%	1 *	1 *	1 *	- *	- *	2 *	5 *	2 *	2 *	4 *	7 *
67	9 *	7 *	2 *	- *	* *	2 *	6 *	1 *	- *	2 *	1 *	5 *	1 *	- *	- *	1 *	- *	1 *	1 *	1 *	5 1%	* *	- *	- *	1 *	5 *
68	24 *	9 *	15 *	5 1%	3 *	5 *	5 *	4 *	2 *	4 *	7 *	5 *	7 *	2 *	2 *	5 *	3 *	2 *	1 *	1 *	2 *	1 *	2 1%	4 1%	5 *	10 *
69	49 1%	26 1%	24 1%	9 1%	6 *	10 1%	8 1%	5 *	11 1%	12 1%	12 1%	9 1%	16 1%	1 *	2 1%	7 1%	8 1%	2 *	3 *	3 1%	1 *	10 1%	7 1%	6 1%	7 1%	22 1%
70	100 1%	36 1%	64 2%	19 2%	16 1%	20 1%	16 1%	15 1%	14 1%	30 1%	34 1%	14 1%	23 1%	3 *	3 1%	19 2%	7 1%	10 1%	10 2%	6 1%	4 1%	20 2%	11 1%	6 1%	12 1%	45 1%
71	41 1%	20 1%	21 1%	2 *	5 *	9 1%	5 *	10 1%	8 *	11 *	11 *	10 1%	9 *	3 *	- *	5 *	5 1%	2 *	5 1%	2 1%	2 *	3 *	10 1%	4 1%	5 *	11 *
72	22 *	10 *	12 *	1 *	9 1%	2 *	7 1%	3 *	1 *	3 *	5 *	7 *	7 *	3 *	4 1%	2 *	4 1%	- *	- *	2 *	4 1%	1 *	3 *	* *	5 *	9 *
73	15 *	11 *	4 *	1 *	4 *	2 *	4 *	1 *	3 *	5 *	8 *	2 *	- *	- *	- *	4 *	1 *	1 *	1 *	- *	3 *	3 *	- *	1 *	5 *	6 *
74	16 *	9 *	7 *	2 *	2 *	* *	4 *	6 1%	1 *	5 *	3 *	4 *	4 *	- *	2 *	2 *	1 *	1 *	2 *	2 *	2 *	1 *	1 *	3 *	4 *	6 *
75	32 *	23 1%	10 *	4 *	12 1%	5 *	3 *	2 *	7 *	6 *	12 1%	10 1%	5 *	4 1%	4 1%	3 *	3 *	4 1%	- *	4 1%	1 *	4 *	3 *	4 1%	10 1%	11 *
76	9 *	4 *	5 *	2 *	4 *	2 *	3 *	- *	- *	3 *	7 *	- *	- *	1 *	1 *	- *	- *	* *	- *	- *	2 *	3 *	1 *	1 *	3 *	7 *
77	10 *	5 *	5 *	1 *	2 *	1 *	4 *	- *	2 *	5 *	1 *	- *	3 *	* *	- *	1 *	- *	2 *	- *	2 *	- *	3 *	1 *	1 *	2 *	3 *
78	24 *	15 *	8 *	3 *	4 *	2 *	8 1%	3 *	4 *	5 *	8 *	7 *	4 *	- *	1 *	5 1%	1 *	5 1%	2 *	- *	4 1%	5 *	1 *	1 *	3 *	14 *
79	27 *	16 *	11 *	5 *	3 *	4 *	2 *	4 *	9 1%	7 *	8 *	8 *	5 *	3 *	2 1%	5 1%	1 *	1 *	* *	1 *	3 *	6 1%	2 *	1 *	2 *	11 *

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80	66	32	34	5	5	17	9	11	18	14	23	9	19	5	1	12	12	7	4	3	4	4	7	7	8	22	
	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
81	26	9	17	2	5	4	6	5	5	7	10	8	*	3	-	2	4	3	2	1	1	7	-	3	4	10	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	1%	-	-	*	*	*
82	10	2	8	1	4	3	2	-	1	2	2	3	3	-	-	2	*	4	1	-	-	2	-	-	3	5	
	*	*	*	*	*	*	*	-	*	*	*	*	*	-	-	*	*	1%	*	-	-	*	-	-	*	*	
83	5	4	1	-	*	2	-	1	1	1	-	2	1	1	-	-	2	-	-	-	-	*	1	-	*	3	
	*	*	*	-	*	*	-	*	*	-	-	*	*	*	-	-	*	-	-	-	-	-	*	-	-	*	*
84	3	2	1	-	2	-	-	1	-	-	-	1	2	-	1	-	1	-	-	2	-	-	-	-	-	-	
	-	-	-	-	*	-	-	*	-	-	-	*	*	-	*	-	-	-	-	*	-	-	-	-	-	-	
85	12	5	7	-	*	2	6	2	3	3	4	2	3	-	-	2	1	2	-	1	2	3	1	-	3	4	
	*	*	*	-	*	*	*	*	*	*	*	*	*	-	-	*	*	*	*	-	*	*	*	-	-	*	*
86	8	3	5	-	*	3	2	2	1	5	-	2	1	*	-	2	-	1	1	-	3	1	-	-	1	2	
	-	-	-	-	*	*	*	*	*	*	-	*	*	*	-	*	-	*	*	-	*	*	-	-	-	*	*
87	5	4	1	-	3	-	2	-	-	*	4	-	1	3	1	-	-	1	-	-	-	-	-	-	-	5	
	*	*	*	-	*	-	*	-	-	*	*	-	*	*	-	-	-	*	-	-	-	-	-	-	-	*	
88	8	3	5	3	1	2	-	-	2	1	5	-	2	-	-	-	2	-	-	2	-	-	3	1	2	1	
	*	*	*	*	*	*	-	-	*	*	*	-	*	-	-	-	*	-	-	1%	-	-	*	*	*	*	
89	11	4	6	1	1	3	2	1	3	3	2	4	2	-	2	1	*	-	1	-	4	2	1	-	3	3	
	-	-	-	*	*	*	*	*	*	*	*	*	*	-	*	*	*	-	*	-	*	*	*	-	*	*	
90	38	20	18	6	6	12	5	6	2	5	11	9	13	5	3	5	4	3	1	-	3	9	5	-	10	14	
	*	*	*	1%	*	1%	*	1%	*	*	*	1%	1%	1%	1%	1%	1%	3	*	-	3	1%	*	-	1%	*	
91	15	8	7	1	1	1	2	3	7	6	6	3	-	-	-	3	1	1	3	-	1	3	*	3	4	7	
	*	*	*	*	*	*	*	*	*	*	*	*	-	-	-	*	*	*	*	-	*	*	*	*	*	*	
92	10	7	3	-	3	3	-	2	3	2	2	2	5	1	2	1	2	-	1	-	-	1	2	1	1	3	
	*	*	*	-	*	*	-	*	*	*	*	*	*	*	*	*	*	-	*	-	-	*	*	*	*	*	
93	7	4	4	2	-	2	1	2	-	-	4	4	-	2	1	-	-	-	-	-	2	-	2	-	-	4	
	*	*	*	*	-	*	*	*	-	-	*	*	-	*	*	-	-	-	-	-	*	-	*	-	-	*	
94	3	1	2	-	*	-	1	1	1	1	1	-	1	1	-	-	-	1	-	1	-	*	-	-	-	2	
	*	*	*	-	*	-	*	*	*	*	*	-	*	*	-	-	-	*	-	*	-	*	-	-	-	*	
95	6	2	4	-	*	-	3	-	2	2	1	1	2	2	-	1	-	-	-	1	1	-	1	1	1	2	
	-	-	-	-	*	-	*	-	*	*	*	*	*	*	-	*	-	-	-	*	*	-	*	*	*	*	
96	11	5	6	4	3	3	1	-	1	1	5	-	5	3	-	3	-	2	2	1	-	-	*	-	4	4	
	*	*	*	*	*	*	*	-	*	*	*	-	*	*	-	*	-	*	*	*	-	-	*	-	-	*	
97	8	4	3	-	5	-	2	1	-	2	1	5	-	-	-	2	-	1	-	-	1	4	1	-	1	4	
	*	*	*	-	*	-	*	*	-	*	*	*	-	-	-	*	-	*	-	-	*	*	*	-	*	*	
98	13	5	8	1	5	5	*	-	1	2	3	5	3	-	-	1	-	6	4	-	-	-	2	-	2	4	
	*	*	*	*	*	*	*	-	*	*	*	*	*	-	-	*	-	1%	1%	-	-	-	*	-	*	*	
99	23	9	14	1	3	6	5	3	5	2	8	5	8	2	2	1	6	3	-	-	2	5	2	*	2	6	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	*	-	-	*	*	*	*	*	*	

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**Q6.4** Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

**Ed Miliband**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	940	730	1333	3148
100	84	42	43	5	14	14	15	22	14	14	25	11	35	5	8	13	7	10	10	6	4	12	6	3	26	20	
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	*	2%	1%	
Don't know	748	170	578	154	178	158	110	75	73	103	192	204	249	70	41	92	72	70	54	28	54	96	99	70	136	288	
	9%	4%	14%	16%	14%	10%	8%	6%	4%	5%	8%	12%	14%	10%	11%	10%	10%	9%	9%	7%	7%	10%	10%	10%	10%	9%	
Mean	-11.40	-15.65	-6.84	0.57	1.38	-7.73	-14.37	-15.87	-23.81	-15.7	-7.85	-12.7	-9.33	-12.86	-4.73	-7.06	-8.27	-7.03	-16.44	-7.54	-16.43	-4.17	-18.20	-19.33	-1.93	-12.13	
Standard Deviation	57.48	58.29	56.25	51.19	55.29	57.58	59.30	58.67	56.42	55.99	56.85	58.16	59.19	55.92	59.01	58.02	57.02	56.30	58.85	57.03	57.20	58.55	56.01	56.53	56.03	57.47	
Standard Error	0.673	0.962	0.934	2.165	1.640	1.493	1.623	1.689	1.420	1.033	1.330	1.868	1.499	2.233	3.150	1.936	2.330	2.156	2.413	2.903	2.316	2.171	1.687	2.098	1.578	1.093	

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Demog\_Trade. Are you a member of a trade union?

Base : All respondents

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Yes	1093 14%	612 16%	480 12%	57 6%	169 13%	271 18%	268 20%	175 15%	153 9%	353 16%	348 15%	271 16%	121 7%	123 18%	48 13%	155 17%	109 15%	115 16%	88 14%	59 14%	81 11%	119 12%	109 11%	85 12%	532 40%	347 11%
No	6908 86%	3308 84%	3601 88%	903 34%	1111 87%	1249 82%	1092 80%	1025 85%	1528 91%	1808 84%	1972 85%	1409 84%	1720 93%	572 82%	314 87%	785 83%	597 85%	625 84%	533 86%	365 86%	669 89%	887 88%	917 89%	644 88%	800 60%	2801 89%

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Demog\_Health. Do you have private health insurance?

Base : All respondents

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Yes	1158 14%	677 17%	481 12%	92 10%	200 16%	243 16%	192 14%	171 14%	260 15%	513 24%	322 14%	192 11%	132 7%	68 10%	37 10%	119 13%	88 12%	82 11%	80 13%	34 8%	110 15%	238 24%	196 19%	106 15%	174 13%	606 19%
No	6843 86%	3243 83%	3600 88%	868 90%	1080 84%	1277 84%	1168 86%	1029 86%	1421 85%	1648 76%	1999 86%	1488 89%	1709 93%	627 90%	325 90%	821 87%	618 88%	658 89%	542 87%	390 92%	640 85%	768 76%	831 81%	624 85%	1158 87%	2542 81%

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Demog\_PrivateSchool. Were you educated in a fee paying private school?

Base : All respondents

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Yes	771	431	340	92	129	135	94	111	210	317	255	97	102	60	22	69	53	57	43	24	80	162	117	83	110	331
	10%	11%	8%	10%	10%	9%	7%	9%	13%	15%	11%	6%	6%	9%	6%	7%	8%	8%	7%	6%	11%	16%	11%	11%	8%	11%
No	7230	3489	3741	868	1151	1385	1266	1090	1471	1843	2066	1583	1738	635	340	871	653	683	578	400	670	845	910	646	1223	2817
	90%	89%	92%	90%	90%	91%	93%	91%	87%	85%	89%	94%	94%	91%	94%	93%	92%	92%	93%	94%	89%	84%	89%	89%	92%	89%

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Demog\_PensionArr. Which of these best describes your pension arrangements?

Base : All working

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	4421	2190	2231	405	996	1269	1028	541	182	1735	1336	743	599	399	205	534	370	412	355	214	350	523	637	422	1387	3034
Weighted Base	4481	2346	2134	592	981	1178	991	557	181	1203	1555	1138	584	410	194	523	391	406	340	225	406	642	551	392	1333	3148
Final salary pension	1371	749	622	106	277	397	351	180	60	482	454	321	114	115	70	186	109	136	103	70	132	180	153	118	742	630
	31%	32%	29%	18%	28%	34%	35%	32%	33%	40%	29%	28%	20%	28%	36%	36%	28%	33%	30%	31%	32%	28%	28%	30%	56%	20%
Other type of pension fund to which I make contributions	1382	848	534	95	266	394	336	221	69	443	471	323	145	125	52	163	123	123	119	66	121	192	177	121	290	1092
	31%	36%	25%	16%	27%	33%	34%	40%	38%	37%	30%	28%	25%	31%	27%	31%	30%	35%	29%	30%	30%	32%	31%	22%	35%	
Other type of pension fund to which only my employer makes contributions	353	192	161	49	91	92	84	31	5	91	131	85	47	40	15	28	19	25	20	6	40	61	65	34	102	251
	8%	8%	8%	8%	9%	8%	8%	6%	3%	8%	8%	7%	8%	10%	8%	5%	5%	6%	6%	3%	10%	9%	12%	9%	8%	8%
Other	1626	728	897	370	388	361	293	151	62	278	583	452	312	151	65	178	150	148	120	88	143	249	195	138	271	1355
	36%	31%	42%	63%	40%	31%	30%	27%	34%	23%	37%	40%	53%	37%	33%	34%	38%	36%	35%	39%	35%	39%	35%	35%	20%	43%



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demogs\_hols. Have you taken a foreign holiday in the last 3 years?

Base : All respondents

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Yes	4961 62%	2564 65%	2396 59%	588 61%	819 64%	817 54%	772 57%	749 62%	1216 72%	1684 78%	1532 66%	986 59%	759 41%	402 58%	228 63%	591 63%	427 60%	426 58%	369 59%	245 58%	452 60%	702 70%	672 66%	447 61%	887 67%	2072 66%
No	3040 38%	1356 35%	1685 41%	372 39%	461 36%	703 46%	588 43%	452 38%	465 28%	476 22%	788 34%	694 41%	1081 59%	294 42%	133 37%	349 37%	279 40%	314 42%	253 41%	179 42%	298 40%	304 30%	354 34%	283 39%	446 33%	1076 34%

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demogs\_house. Is the house or flat in which you live...?

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Owned outright - without mortgage	2641 33%	1484 38%	1157 28%	144 15%	117 9%	179 12%	308 23%	629 52%	1264 75%	975 45%	746 32%	461 27%	458 25%	199 29%	105 29%	321 34%	225 32%	236 32%	224 36%	159 38%	274 36%	247 24%	370 36%	281 38%	238 18%	667 21%
Owned with a mortgage or loan	2800 35%	1342 34%	1457 36%	302 31%	516 40%	811 53%	639 47%	328 27%	203 12%	853 39%	882 38%	701 42%	364 20%	241 35%	137 38%	343 36%	238 34%	277 37%	212 34%	150 35%	303 40%	276 27%	364 35%	260 36%	684 51%	1458 46%
Rented from the council	1040 13%	434 11%	606 15%	181 19%	213 17%	212 14%	201 15%	120 10%	113 7%	70 3%	214 9%	213 13%	543 30%	138 20%	53 15%	108 11%	121 17%	90 12%	85 14%	48 11%	48 6%	188 19%	111 11%	52 7%	144 11%	341 11%
Rented from a housing association	415 5%	181 5%	234 6%	64 7%	79 6%	95 6%	88 6%	52 4%	37 2%	41 2%	97 4%	89 5%	188 10%	33 5%	17 5%	60 6%	27 4%	38 5%	30 5%	15 3%	42 6%	74 7%	49 5%	30 4%	61 5%	146 5%
Rented from someone else	1006 13%	430 11%	576 14%	228 24%	330 26%	212 14%	112 8%	65 5%	59 3%	197 9%	354 15%	195 12%	260 14%	77 11%	44 12%	102 11%	83 12%	87 12%	68 11%	45 11%	75 10%	205 20%	124 12%	94 13%	187 14%	493 16%
Rent free	99 1%	48 1%	51 1%	41 4%	25 2%	11 1%	11 1%	5 *	6 *	24 1%	27 1%	21 1%	27 1%	6 1%	6 2%	6 1%	12 2%	12 2%	3 *	8 2%	8 1%	17 2%	8 1%	12 2%	19 1%	43 1%

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demogs\_education1. At what age did you finish your full time education?

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034	
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148	
5	1	-	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	
10	2	2	-	-	1	-	-	*	-	-	-	1	*	-	-	-	-	-	-	1	-	-	-	*	1	-	
13	3	-	3	3	-	-	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	-	-	-	-	
14	44	30	14	2	6	-	3	6	27	8	18	4	14	4	1	4	5	4	6	4	3	3	9	2	1	2	
	1%	1%	*	*	*	-	*	1%	2%	*	1%	*	1%	1%	*	*	1%	*	1%	1%	*	*	1%	*	*	*	
15	772	422	350	12	21	47	58	243	391	96	169	194	313	61	40	109	93	80	61	45	79	38	106	60	49	167	
	10%	11%	9%	1%	2%	3%	4%	20%	23%	4%	7%	12%	17%	9%	11%	12%	13%	11%	10%	11%	11%	4%	10%	8%	4%	5%	
16	1989	966	1023	111	212	435	526	314	390	328	501	553	607	146	93	237	195	205	213	97	210	147	244	201	266	779	
	25%	25%	25%	12%	17%	29%	39%	26%	23%	15%	22%	33%	33%	21%	26%	25%	28%	28%	34%	23%	28%	15%	24%	28%	20%	25%	
17	770	349	421	61	105	159	134	126	184	180	246	168	175	86	35	74	62	58	63	54	84	69	113	71	115	298	
	10%	9%	10%	6%	8%	10%	10%	11%	11%	8%	11%	10%	10%	12%	10%	8%	9%	8%	10%	13%	11%	7%	11%	10%	9%	9%	
18	1038	456	582	153	175	216	197	147	152	265	328	240	206	65	41	122	102	92	75	56	124	109	133	120	210	474	
	13%	12%	14%	16%	14%	14%	14%	12%	9%	12%	14%	14%	11%	9%	11%	13%	14%	12%	12%	13%	17%	11%	13%	16%	16%	15%	
19	337	145	191	68	62	72	57	30	46	86	107	68	75	23	18	44	33	35	23	13	21	60	49	18	51	174	
	4%	4%	5%	7%	5%	5%	4%	3%	3%	4%	5%	4%	4%	3%	5%	5%	5%	5%	4%	3%	3%	6%	5%	3%	4%	6%	
20	189	87	102	33	37	36	29	21	33	59	50	47	33	21	10	22	11	13	11	11	17	42	20	11	36	80	
	2%	2%	2%	3%	3%	2%	2%	2%	2%	3%	2%	3%	2%	3%	3%	2%	2%	2%	2%	2%	2%	4%	2%	1%	3%	3%	
21	732	376	356	86	160	144	118	106	118	336	235	90	71	60	34	90	50	71	57	37	60	105	111	58	181	304	
	9%	10%	9%	9%	12%	9%	9%	9%	7%	16%	10%	5%	4%	9%	9%	10%	7%	10%	9%	9%	8%	10%	11%	8%	14%	10%	
22	498	265	233	42	117	102	79	65	94	246	139	62	51	62	14	48	45	46	28	25	27	88	63	52	111	218	
	6%	7%	6%	4%	9%	7%	6%	5%	6%	11%	6%	4%	3%	9%	4%	5%	6%	6%	4%	6%	4%	9%	6%	7%	8%	7%	
23	302	172	130	24	88	62	29	27	73	140	97	32	34	31	13	28	16	30	10	13	23	74	38	26	61	136	
	4%	4%	3%	3%	7%	4%	2%	2%	4%	6%	4%	2%	2%	4%	4%	3%	2%	4%	2%	3%	3%	7%	4%	3%	5%	4%	
24	159	91	68	8	51	30	13	18	39	79	42	24	14	20	4	23	16	10	4	8	14	23	16	22	28	78	
	2%	2%	2%	1%	4%	2%	1%	2%	2%	4%	2%	1%	1%	3%	1%	2%	2%	1%	1%	2%	2%	2%	2%	3%	2%	2%	
25	136	83	53	1	47	30	12	12	33	70	39	12	15	11	5	14	12	13	2	2	12	40	15	10	28	60	
	2%	2%	1%	*	4%	2%	1%	1%	2%	3%	2%	1%	1%	2%	1%	1%	2%	2%	*	1%	2%	4%	1%	1%	2%	2%	
26	63	36	27	1	22	21	7	6	5	27	19	8	9	7	3	7	6	1	6	4	3	12	7	6	13	28	
	1%	1%	1%	*	2%	1%	1%	*	*	1%	1%	*	*	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	
27	34	20	14	-	12	12	3	2	5	14	13	4	4	1	3	3	1	2	-	1	5	12	3	4	12	13	
	*	1%	*	-	1%	1%	*	*	*	1%	1%	*	*	*	1%	*	*	*	-	*	1%	1%	*	*	1%	*	
28	26	18	8	-	7	10	4	3	1	11	11	1	2	1	2	5	-	2	1	3	3	7	1	1	6	14	
	*	*	*	-	1%	1%	*	*	*	1%	*	*	*	*	1%	1%	*	*	*	1%	1%	1%	*	*	*	*	
29	23	9	15	-	7	10	4	1	1	7	8	6	2	6	-	2	1	3	1	2	4	3	1	1	13	6	
	*	*	*	-	1%	1%	*	*	*	*	*	*	*	1%	-	*	*	*	*	*	*	*	*	*	*	1%	*
30	13	7	6	-	3	6	1	1	3	8	*	-	4	2	*	1	2	-	1	2	2	1	1	1	3	4	
	*	*	*	-	*	*	*	*	*	*	*	-	*	*	*	*	*	-	*	*	*	*	*	*	*	*	*

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

demogs\_education1. At what age did you finish your full time education?

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	730	Public
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
31	8	3	5	-	-	5	2	-	1	5	1	2	-	*	*	1	1	-	-	-	3	2	1	-	2	5
32	15	7	8	-	4	3	4	3	1	8	3	1	4	1	2	1	1	-	*	3	1	3	2	2	6	3
33	16	5	11	-	2	3	4	3	5	4	2	4	6	1	-	3	1	2	1	-	1	2	3	2	3	5
34	9	4	5	-	1	2	2	2	2	4	2	-	3	3	-	1	-	2	-	-	-	1	1	1	2	1
35	9	6	3	-	-	1	4	2	2	6	2	-	1	*	-	1	-	-	1	2	1	3	1	-	4	1
36	6	4	1	-	-	2	2	1	*	2	2	2	-	1	-	*	-	-	2	-	1	1	1	-	1	4
37	7	3	5	-	-	2	3	1	1	2	4	2	-	-	-	-	-	2	-	2	-	2	1	-	1	4
38	3	-	3	-	-	1	-	-	2	2	-	-	1	-	-	-	-	-	-	1	1	1	-	-	1	-
39	4	1	3	-	-	1	1	3	-	2	2	-	1	-	-	2	-	1	1	-	-	-	1	-	2	2
40	7	2	5	-	-	3	2	1	2	3	-	3	1	3	-	*	-	1	1	1	-	-	2	-	2	2
41	2	*	1	-	-	*	-	1	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	1
42	10	3	7	-	-	-	3	4	3	4	3	1	2	*	-	1	2	1	-	1	3	-	1	1	1	5
43	4	*	4	-	-	1	2	-	2	2	-	1	1	-	1	1	-	-	*	*	-	-	-	1	*	2
44	8	2	6	-	-	1	3	3	1	1	2	3	1	-	-	1	-	2	-	-	2	1	2	-	1	5
45	5	3	2	-	-	-	2	3	-	1	1	1	1	2	-	-	1	-	-	1	-	-	*	-	2	1
46	3	2	1	-	-	-	2	1	-	*	2	-	1	-	1	*	-	-	-	1	-	1	-	-	*	-
47	1	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-
48	2	-	2	-	-	-	-	-	2	-	2	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1
49	1	*	1	-	-	-	*	-	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	*	-
50	2	1	1	-	-	-	-	-	2	1	1	-	-	-	1	1	-	-	-	-	-	-	1	-	-	-

**Blueprint**  
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demogs\_education1. At what age did you finish your full time education?

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
52	2	1	2	-	-	-	-	1	1	1	-	-	2	-	-	1	-	-	-	-	-	-	1	1	-	-
53	1	1	*	-	-	-	-	1	-	1	-	-	*	-	-	-	-	-	*	1	-	-	-	-	1	-
56	2	2	1	-	-	-	-	2	-	1	-	2	-	2	-	-	-	1	-	-	-	-	-	-	-	-
57	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
62	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
67	2	-	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	2	-	-	-	-	-
75	2	2	-	-	-	-	1	-	1	2	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1
89	*	*	-	-	-	*	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-
97	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1
Still in full time education	364 5%	162 4%	203 5%	282 29%	57 4%	16 1%	4 *	3 *	2 *	62 3%	178 8%	57 3%	68 4%	29 4%	20 6%	43 5%	27 4%	35 5%	20 3%	21 5%	16 2%	86 9%	44 4%	24 3%	47 3%	125 4%
Never had any full time education	29 *	16 *	12 *	6 1%	5 *	7 *	3 *	4 *	3 *	3 *	4 *	9 1%	13 1%	4 1%	-	1 *	-	4 1%	3 *	2 *	4 1%	4 *	2 *	4 1%	3 *	12 *
Don't know	126 2%	59 2%	66 2%	22 2%	32 3%	27 2%	18 1%	9 1%	16 1%	25 1%	32 1%	24 1%	45 2%	16 2%	8 2%	21 2%	3 *	8 1%	13 2%	4 1%	3 *	21 2%	16 2%	14 2%	26 2%	50 2%
Prefer not to answer	219 3%	98 2%	121 3%	42 4%	47 4%	51 3%	24 2%	22 2%	33 2%	56 3%	56 2%	55 3%	52 3%	23 3%	11 3%	27 3%	18 3%	15 2%	16 3%	9 2%	18 2%	47 5%	16 2%	18 2%	43 3%	81 3%
Mean	18.75	18.79	18.71	18.65	19.83	19.12	18.51	18.31	18.23	20.24	18.85	17.89	17.63	19.21	18.50	18.67	18.17	18.69	17.92	18.87	18.56	20.08	18.62	18.54	19.63	19.00
Standard Deviation	4.39	4.39	4.38	2.34	3.37	4.39	4.54	4.95	4.86	4.84	3.97	3.74	4.33	4.77	4.30	4.52	3.60	4.97	3.56	4.86	4.74	4.48	4.15	3.69	4.26	4.14
Standard Error	0.051	0.074	0.071	0.116	0.099	0.112	0.122	0.141	0.122	0.090	0.094	0.117	0.107	0.191	0.228	0.151	0.144	0.191	0.146	0.248	0.190	0.171	0.123	0.136	0.119	0.078

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demogs\_education2. What is the highest educational level that you have achieved to date?

Base : All respondents

	Gender			Age						Social grade					Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Secondary school, high school, NVQ levels 1 to 3, etc.	4131	1914	2218	452	569	764	784	668	894	638	1141	1063	1289	339	194	484	394	382	361	223	426	400	537	392	526	1630
	52%	49%	54%	47%	44%	50%	58%	56%	53%	30%	49%	63%	70%	49%	54%	51%	56%	52%	58%	53%	57%	40%	52%	54%	39%	52%
University degree or equivalent professional qualification, NVQ level 4, etc.	2676	1387	1289	262	471	537	433	394	578	1011	865	433	366	250	120	320	221	252	188	130	235	388	346	226	561	1091
	33%	35%	32%	27%	37%	35%	32%	33%	34%	47%	37%	26%	20%	36%	33%	34%	31%	34%	30%	31%	31%	39%	34%	31%	42%	35%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	783	431	351	42	187	162	107	116	169	444	198	75	66	67	30	90	50	67	45	44	66	148	94	81	200	304
	10%	11%	9%	4%	15%	11%	8%	10%	10%	21%	9%	4%	4%	10%	8%	10%	7%	9%	7%	10%	9%	15%	9%	11%	15%	10%
Still in full time education	185	80	105	158	22	4	2	-	1	31	83	42	31	16	11	18	14	23	7	12	12	38	19	15	15	52
	2%	2%	3%	16%	2%	*	*	-	*	1%	4%	2%	2%	2%	3%	2%	2%	3%	1%	3%	2%	4%	2%	2%	1%	2%
Don't know	85	46	39	10	11	20	13	8	22	9	11	27	38	9	1	13	13	6	8	4	5	5	19	2	11	27
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	2%	2%	1%	*	1%	2%	1%	1%	1%	1%	*	2%	*	1%	1%
Prefer not to answer	141	62	79	36	19	33	20	15	17	28	23	41	50	14	6	15	14	11	12	10	6	29	11	14	20	43
	2%	2%	2%	4%	2%	2%	2%	1%	1%	1%	1%	2%	3%	2%	2%	2%	2%	1%	2%	2%	1%	3%	1%	2%	2%	1%

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demogs\_responsible. Thinking about your household's food and grocery shopping, 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						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Yes - responsible for half or more of the items bought	6836	2988	3849	644	1154	1396	1242	1061	1341	1757	2003	1450	1626	598	314	788	618	621	545	352	641	905	842	615	1200	2696
	85%	76%	94%	67%	90%	92%	91%	88%	80%	81%	86%	86%	88%	86%	87%	84%	88%	84%	88%	83%	86%	90%	82%	84%	90%	86%
No - not responsible for most of the items bought	1165	932	232	316	126	124	118	140	340	403	317	230	214	97	48	153	88	119	77	72	109	102	185	115	133	452
	15%	24%	6%	33%	10%	8%	9%	12%	20%	19%	14%	14%	12%	14%	13%	16%	12%	16%	12%	17%	14%	10%	18%	16%	10%	14%

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demogs\_cars. How many cars are there in your household?

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
1	3280 41%	1635 42%	1646 40%	249 26%	503 39%	612 40%	537 40%	514 43%	866 52%	815 38%	991 43%	759 45%	715 39%	281 40%	160 44%	382 41%	311 44%	291 39%	276 44%	160 38%	330 44%	369 37%	406 40%	315 43%	545 41%	1213 39%
2	2320 29%	1219 31%	1102 27%	210 22%	334 26%	465 31%	402 30%	367 31%	543 32%	878 41%	630 27%	531 32%	281 15%	184 27%	106 29%	271 29%	216 31%	230 31%	189 30%	145 34%	241 32%	165 16%	337 33%	235 32%	387 29%	1003 32%
3	536 7%	279 7%	258 6%	102 11%	66 5%	86 6%	110 8%	101 8%	71 4%	188 9%	145 6%	128 8%	76 4%	33 5%	21 6%	55 6%	33 5%	59 8%	36 6%	40 9%	61 8%	25 2%	111 11%	62 9%	118 9%	246 8%
4	146 2%	72 2%	74 2%	50 5%	22 2%	12 1%	28 2%	25 2%	9 1%	50 2%	29 1%	41 2%	27 1%	11 2%	7 2%	21 2%	8 1%	14 2%	5 1%	5 1%	23 3%	13 1%	14 1%	25 3%	31 2%	82 3%
5	27 *	8 *	19 *	10 1%	3 *	5 *	6 *	3 *	1 *	10 *	8 *	8 *	1 *	- *	- *	5 1%	5 1%	2 *	4 *	1 *	1 *	2 *	3 *	4 1%	2 *	15 *
6	5 *	4 *	1 *	2 *	- *	3 *	- *	- *	- *	- *	2 *	- *	3 *	- *	- *	2 *	- *	- *	- *	2 *	- *	- *	1 *	- *	- *	3 *
7	3 *	2 *	1 *	- *	1 *	- *	1 *	- *	1 *	3 *	- *	- *	- *	1 *	- *	- *	- *	- *	- *	- *	1 *	- *	- *	1 *	- *	1 *
19	2 *	2 *	- *	2 *	- *	- *	- *	- *	- *	2 *	- *	- *	- *	- *	- *	- *	- *	2 *	- *	- *	- *	- *	- *	- *	- *	2 *
21	2 *	2 *	- *	- *	2 *	- *	- *	- *	- *	- *	- *	2 *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	2 *	2 *	- *
No cars in the household	1680 21%	698 18%	982 24%	336 35%	350 27%	337 22%	276 20%	192 16%	190 11%	215 10%	515 22%	213 13%	738 40%	185 27%	67 19%	203 22%	133 19%	143 19%	112 22%	70 17%	93 12%	432 43%	155 15%	86 12%	248 19%	584 19%
Mean	1.64	1.66	1.62	2.03	1.62	1.60	1.68	1.65	1.49	1.76	1.58	1.66	1.48	1.56	1.57	1.65	1.57	1.71	1.57	1.73	1.67	1.46	1.71	1.76	1.70	1.72
Standard Deviation	0.89	0.98	0.79	1.34	1.13	0.74	0.81	0.78	0.65	0.94	0.76	1.03	0.77	0.74	0.73	0.83	0.75	1.18	0.73	0.83	0.83	0.72	0.78	1.31	1.10	0.94
Standard Error	0.011	0.017	0.013	0.062	0.035	0.020	0.023	0.023	0.017	0.018	0.019	0.033	0.022	0.031	0.039	0.029	0.031	0.047	0.031	0.043	0.034	0.031	0.024	0.049	0.032	0.018



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demogs\_ethnicity. To which of the following ethnic groups do you consider you belong?

Base : All respondents

	Gender		Age						Social grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034	
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148	
White	7356	3624	3731	798	1077	1388	1273	1170	1649	1984	2074	1594	1704	678	345	895	674	683	580	409	726	706	959	700	1213	2857	
	92%	92%	91%	83%	84%	91%	94%	97%	98%	92%	89%	95%	93%	97%	96%	95%	96%	92%	93%	96%	97%	70%	93%	96%	91%	91%	
Mixed	105	41	64	18	31	30	9	5	12	26	45	10	25	7	3	10	3	10	5	2	4	38	12	11	22	41	
	1%	1%	2%	2%	2%	2%	1%	*	1%	1%	2%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	4%	1%	2%	2%	1%	
Asian	238	124	114	70	96	44	19	6	2	67	87	40	44	2	7	14	13	25	17	4	11	118	20	7	38	115	
	3%	3%	3%	7%	8%	3%	1%	*	*	3%	4%	2%	2%	*	2%	2%	2%	3%	3%	1%	1%	12%	2%	1%	3%	4%	
Black	137	51	85	36	38	23	33	7	-	30	60	20	27	1	2	8	1	19	6	1	3	81	11	3	32	63	
	2%	1%	2%	4%	3%	1%	2%	1%	-	1%	3%	1%	1%	*	*	1%	*	3%	1%	*	*	8%	1%	*	2%	2%	
Chinese	38	17	21	9	14	8	2	3	3	10	14	5	9	*	2	4	2	1	2	6	1	15	5	1	4	21	
	*	*	1%	1%	1%	1%	*	*	*	*	1%	*	*	*	1%	*	*	*	*	1%	*	*	1%	*	*	*	1%
Other ethnic group	27	7	20	5	9	5	8	-	-	10	9	1	7	1	-	2	1	1	3	-	*	14	3	1	9	11	
	*	*	*	1%	1%	*	1%	-	-	*	*	*	*	*	-	*	*	*	*	-	*	1%	*	*	*	1%	*
Prefer not to answer	102	56	46	24	14	23	16	10	15	33	32	11	25	6	3	7	12	2	8	2	5	34	16	7	15	39	
	1%	1%	1%	3%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	1%	3%	2%	1%	1%	1%	

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

Base : All respondents

	Gender		Age						Social grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034	
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148	
Christian	4484	2158	2327	342	547	753	803	808	1232	1242	1271	983	988	374	222	575	375	436	355	248	431	488	583	398	715	1619	
	56%	55%	57%	36%	43%	50%	59%	67%	73%	58%	55%	59%	54%	54%	61%	61%	53%	59%	57%	59%	58%	48%	57%	55%	54%	51%	
Muslim	119	61	58	35	53	20	7	2	2	30	46	16	27	4	4	11	15	15	6	4	5	47	6	2	28	45	
	1%	2%	1%	4%	4%	1%	1%	*	*	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	5%	1%	*	*	2%	1%	
Hindu	71	36	35	17	30	12	8	3	2	30	15	15	10	-	2	6	1	5	8	1	2	38	5	2	8	37	
	1%	1%	1%	2%	2%	1%	1%	*	*	1%	1%	1%	1%	-	*	1%	*	1%	1%	*	*	4%	1%	*	1%	1%	
Jewish	58	34	24	3	1	5	11	7	31	23	21	2	12	2	-	9	3	1	4	-	3	32	5	1	5	18	
	1%	1%	1%	*	*	*	1%	1%	2%	1%	1%	*	1%	*	-	1%	*	*	1%	-	*	3%	*	*	*	1%	
Sikh	12	5	8	5	3	2	2	1	-	4	4	-	4	-	-	*	-	5	2	-	-	5	*	-	1	6	
	*	*	*	1%	*	*	*	*	-	*	*	-	*	-	-	*	-	1%	*	-	-	*	*	-	*	*	
Buddhist	39	20	19	7	13	7	5	2	4	10	9	12	8	1	1	4	2	2	4	4	5	11	3	2	5	23	
	*	1%	*	1%	1%	*	*	*	*	*	*	1%	*	*	*	*	*	*	1%	1%	1%	1%	3	*	*	*	1%
Other	213	74	139	42	37	49	31	37	17	36	49	49	78	21	6	22	17	21	10	9	24	33	33	18	42	84	
	3%	2%	3%	4%	3%	3%	2%	3%	1%	2%	2%	3%	4%	3%	2%	2%	2%	3%	2%	2%	3%	3%	2%	2%	3%	3%	
Prefer not to say	142	70	73	22	32	30	28	14	16	40	45	21	37	11	5	14	8	7	9	6	12	34	21	15	35	51	
	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	1%	1%	1%	1%	2%	2%	3%	2%	2%	3%	2%	
None	2862	1463	1399	488	565	642	465	325	377	744	860	582	676	283	123	300	285	249	223	153	267	320	369	291	496	1264	
	36%	37%	34%	51%	44%	42%	34%	27%	22%	34%	37%	35%	37%	41%	34%	32%	40%	34%	36%	36%	36%	32%	36%	40%	37%	40%	

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demogs\_town. Which of the following best describes where you live?

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034	
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148	
Urban - Population over 10,000	3162	1702	1460	446	606	622	528	404	557	860	1064	547	692	276	122	387	259	300	186	123	180	818	312	199	585	1374	
	40%	43%	36%	46%	47%	41%	39%	34%	33%	40%	46%	33%	38%	40%	34%	41%	37%	41%	30%	33%	29%	24%	81%	30%	27%	44%	44%
Town and Fringe	3098	1388	1710	363	492	603	537	488	616	736	817	736	809	240	161	399	276	307	253	143	316	177	494	332	508	1176	
	39%	35%	42%	38%	38%	40%	39%	41%	37%	34%	35%	44%	44%	35%	44%	42%	39%	41%	41%	34%	42%	18%	48%	46%	38%	37%	
Village	1537	713	823	141	171	267	256	260	441	482	378	358	318	138	72	140	162	118	176	121	232	11	201	165	221	515	
	19%	18%	20%	15%	13%	18%	19%	22%	26%	22%	16%	21%	17%	20%	20%	15%	23%	16%	28%	29%	31%	1%	20%	23%	17%	16%	
Hamlet & Isolated Dwelling	204	116	88	11	11	28	39	48	67	83	61	38	22	41	7	14	8	15	7	37	22	-	19	33	19	83	
	3%	3%	2%	1%	1%	2%	3%	4%	4%	4%	3%	2%	1%	6%	2%	2%	1%	2%	1%	9%	3%	-	2%	5%	1%	3%	

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demogs\_status. Which of the following best describes your current working status?

Base : All respondents

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Working full time - working 30 hours per week or more	3521	2071	1449	420	838	973	806	409	74	998	1243	878	401	324	162	419	314	324	273	175	316	509	427	277	1068	2453
	44%	53%	36%	44%	65%	64%	59%	34%	4%	46%	54%	52%	22%	47%	45%	45%	45%	44%	44%	41%	42%	51%	42%	38%	80%	78%
Working part time - working between 8 and 29 hours per week	960	275	685	172	143	205	185	148	107	205	312	260	183	87	32	104	77	82	66	50	90	133	124	115	265	695
	12%	7%	17%	18%	11%	13%	14%	12%	6%	9%	13%	15%	10%	13%	9%	11%	11%	11%	12%	12%	13%	12%	16%	20%	22%	
Not working but seeking work or temporarily unemployed or sick	634	277	358	193	120	120	123	71	7	53	107	100	375	46	26	68	63	80	42	42	43	112	70	43	-	-
	8%	7%	9%	20%	9%	8%	9%	6%	*	2%	5%	6%	20%	7%	7%	7%	9%	11%	7%	10%	6%	11%	7%	6%	-	-
Not working and not seeking work	328	143	185	101	31	39	67	88	2	40	70	32	186	28	12	44	22	24	30	21	27	35	51	34	-	-
	4%	4%	5%	11%	2%	3%	5%	7%	*	2%	3%	2%	10%	4%	3%	5%	3%	3%	5%	5%	4%	4%	5%	5%	-	-
Retired on a state pension only	460	166	294	-	-	1	2	92	365	39	48	57	317	41	21	65	39	36	39	16	55	44	53	51	-	-
	6%	4%	7%	-	-	*	*	8%	22%	2%	2%	3%	17%	6%	6%	7%	5%	5%	6%	4%	7%	4%	5%	7%	-	-
Retired with a private pension	1454	946	508	-	-	3	26	316	1110	711	440	200	102	113	74	163	127	137	119	88	148	113	216	158	-	-
	18%	24%	12%	-	-	*	2%	26%	66%	33%	19%	12%	6%	16%	20%	17%	18%	19%	19%	21%	20%	11%	21%	22%	-	-
House person, housewife, househusband, etc.	644	42	602	74	148	180	150	77	15	115	101	153	276	57	35	77	64	57	51	33	72	60	85	52	-	-
	8%	1%	15%	8%	12%	12%	11%	6%	1%	5%	4%	9%	15%	8%	10%	8%	9%	8%	8%	8%	10%	6%	8%	7%	-	-

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demogs\_ciestatus. The Chief Income Earner is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source. If two or more related people in the household have equal income, please think of this question with the oldest in mind. The Chief Income Earner can be of either sex, with no preference to either. Which of the following best describes the employment status of the Chief Income Earner in your household?

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Full-Time employment (more than 29 hours a week)	4721	2284	2437	677	1053	1239	1027	566	159	1312	1512	1335	562	412	210	544	418	445	354	242	444	637	609	406	1188	2718
	59%	58%	60%	71%	82%	81%	76%	47%	9%	61%	65%	79%	31%	59%	58%	58%	59%	60%	57%	57%	59%	63%	59%	56%	89%	86%
Part-Time employment (less than 29 hours per week)	592	268	324	77	66	112	94	122	122	100	227	115	150	45	17	76	55	56	40	33	47	83	70	71	116	329
	7%	7%	8%	8%	5%	7%	7%	10%	7%	5%	10%	7%	8%	6%	5%	8%	8%	8%	6%	8%	6%	8%	7%	10%	9%	10%
Retired / Widow / Widower	1882	1059	823	17	21	22	51	392	1379	748	457	230	446	159	96	215	161	170	166	98	198	155	264	199	11	52
	24%	27%	20%	2%	2%	1%	4%	33%	82%	35%	20%	14%	24%	23%	27%	23%	23%	23%	27%	23%	26%	15%	26%	27%	1%	2%
Student	124	58	65	88	30	4	1	-	1	-	124	-	-	18	3	9	8	18	6	4	8	39	8	1	11	28
	2%	1%	2%	9%	2%	*	*	-	*	-	5%	-	-	3%	1%	1%	1%	2%	1%	1%	1%	4%	1%	*	1%	1%
Not working / Sick / Disabled / Working less than 8 hours per week	682	250	432	101	110	143	188	120	19	-	-	-	682	62	35	97	63	51	55	46	53	93	75	52	6	21
	9%	6%	11%	11%	9%	9%	14%	10%	1%	-	-	-	37%	9%	10%	10%	9%	7%	9%	11%	7%	9%	7%	7%	*	1%

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demogs\_pension. Does the Chief Income Earner have a private pension / allowance?

Base : All retired

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	1970	1135	835	15	20	26	67	478	1364	1037	383	141	406	165	109	243	158	177	175	103	175	121	328	216	13	60
Weighted Base	1882	1059	823	17	21	22	51	392	1379	748	457	230	446	159	96	215	161	170	166	98	198	155	264	199	11	52
Yes	1525	913	613	6	13	9	36	326	1135	748	457	230	90	123	77	168	135	140	135	83	159	116	228	162	7	37
	81%	86%	74%	33%	60%	42%	71%	83%	82%	100%	100%	100%	20%	78%	80%	78%	84%	82%	81%	84%	80%	75%	86%	81%	64%	72%
No	356	146	210	11	8	13	15	65	243	-	-	-	356	36	19	47	26	30	31	16	39	39	36	37	4	14
	19%	14%	26%	67%	40%	58%	29%	17%	18%	-	-	-	80%	22%	20%	22%	16%	18%	19%	16%	20%	25%	14%	19%	36%	28%

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demogs\_occupation. Do you work in any of the following occupations?

Base : All working

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	4421	2190	2231	405	996	1269	1028	541	182	1735	1336	743	599	399	205	534	370	412	355	214	350	523	637	422	1387	3034	
Weighted Base	4481	2346	2134	592	981	1178	991	557	181	1203	1555	1138	584	410	194	523	391	406	340	225	406	642	551	392	1333	3148	
Central government including all administrative departments and central government agencies such as the Bank of England	116	65	51	4	30	41	29	13	1	59	53	3	1	11	10	14	10	4	8	14	9	15	10	12	116	-	
	3%	3%	2%	1%	3%	3%	3%	2%	*	5%	3%	*	*	3%	5%	3%	2%	1%	2%	6%	2%	2%	2%	3%	9%	-	
HM Forces	32	27	5	14	8	7	1	1	-	8	6	13	5	3	-	1	3	1	-	1	2	8	4	10	32	-	
	1%	1%	*	2%	1%	1%	*	*	-	1%	*	1%	1%	1%	-	*	1%	*	-	*	1%	1%	1%	3%	2%	-	
National Health Service	271	88	183	30	64	82	58	30	6	71	99	68	33	25	14	35	22	32	19	12	31	30	34	19	271	-	
	6%	4%	9%	5%	7%	7%	6%	5%	3%	6%	6%	6%	6%	6%	7%	7%	6%	8%	6%	5%	8%	5%	6%	5%	20%	-	
Universities and Academies funded by government	92	48	44	20	24	23	14	6	6	34	41	10	7	8	4	10	5	8	10	10	8	11	8	11	92	-	
	2%	2%	2%	3%	2%	2%	1%	1%	3%	3%	3%	1%	1%	2%	2%	2%	1%	2%	3%	5%	2%	2%	1%	3%	7%	-	
Courts service	11	5	6	-	3	4	1	2	1	6	4	-	1	2	-	3	1	*	-	1	1	2	1	1	11	-	
	*	*	*	-	*	*	*	*	1%	1%	*	-	*	*	-	1%	*	*	-	*	*	*	*	*	*	1%	-
Local government administration	173	86	88	4	45	51	41	28	4	42	105	16	10	22	9	24	9	13	9	14	14	35	12	13	173	-	
	4%	4%	4%	1%	5%	4%	4%	5%	2%	3%	7%	1%	2%	5%	4%	5%	2%	3%	3%	6%	3%	5%	2%	3%	13%	-	
Police service	60	37	23	9	15	14	19	2	1	11	43	4	3	8	1	6	7	3	4	4	11	2	8	5	60	-	
	1%	2%	1%	2%	2%	1%	2%	*	1%	1%	3%	*	1%	2%	*	1%	2%	1%	1%	2%	3%	*	2%	1%	4%	-	
Public sector housing	32	16	17	2	6	8	13	3	1	12	9	7	4	8	-	5	2	4	2	1	2	5	2	1	32	-	
	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	*	1%	1%	*	*	2%	-	
Teaching employed by local education authority including voluntary aided schools and foundation schools	203	46	158	13	39	61	50	30	10	113	44	35	12	11	9	24	14	18	20	6	18	26	33	24	203	-	
	5%	2%	7%	2%	4%	5%	5%	5%	5%	9%	3%	3%	2%	3%	5%	5%	3%	5%	6%	3%	4%	4%	6%	6%	15%	-	
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	42	35	7	4	6	15	16	1	-	4	11	14	13	3	4	6	-	6	2	5	4	3	7	3	42	-	
	1%	1%	*	1%	1%	1%	2%	*	-	*	1%	1%	2%	1%	2%	1%	-	1%	1%	2%	1%	*	1%	1%	3%	-	
Bradford and Bingley or Northern Rock Building societies	6	*	5	-	3	1	-	1	-	1	3	1	-	-	5	-	-	-	-	-	-	-	-	1	6	-	
	*	*	*	-	*	*	-	*	-	*	*	*	-	-	3%	-	-	-	-	-	-	-	-	*	*	-	
Other public sector occupation (please specify as much detail as possible)	295	139	156	30	78	78	78	26	5	62	92	86	54	39	18	34	25	27	29	20	14	39	31	19	295	-	
	7%	6%	7%	5%	8%	7%	8%	5%	3%	5%	6%	8%	9%	10%	9%	7%	6%	7%	9%	9%	4%	6%	6%	5%	22%	-	
None of the above	3148	1755	1393	461	660	794	672	414	146	780	1045	881	441	272	122	362	295	290	236	139	291	468	400	273	-	3148	
	70%	75%	65%	78%	67%	67%	68%	74%	81%	65%	67%	77%	75%	66%	63%	69%	75%	71%	69%	62%	72%	73%	73%	70%	-	100%	

**Blueprint**  
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demogs\_children. Do you have any children aged 18 or under? If so, how old are they?

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
No children aged 18 or under	5663 71%	2908 74%	2755 68%	741 77%	694 54%	623 41%	840 62%	1107 92%	1658 99%	1609 74%	1696 73%	1085 65%	1275 69%	485 70%	228 63%	658 70%	501 71%	525 71%	419 67%	302 71%	551 73%	702 70%	750 73%	542 74%	790 59%	2073 66%
Yes - children aged under 5 years old	890 11%	328 8%	562 14%	154 16%	395 31%	296 19%	40 3%	4 *	3 *	215 10%	231 10%	228 14%	216 12%	65 9%	63 18%	102 11%	77 11%	90 12%	76 12%	43 10%	69 9%	123 12%	109 11%	73 10%	188 14%	369 12%
Yes - children aged 5 to 10 years old	897 11%	377 10%	519 13%	39 4%	264 21%	442 29%	135 10%	12 1%	4 *	205 9%	232 10%	240 14%	220 12%	84 12%	59 16%	121 13%	85 12%	79 11%	57 9%	46 11%	83 11%	102 10%	111 11%	71 10%	210 16%	407 13%
Yes - children aged 11 to 15 years old	843 11%	399 10%	445 11%	19 2%	90 7%	402 26%	282 21%	41 3%	9 1%	217 10%	205 9%	221 13%	200 11%	75 11%	53 15%	104 11%	72 10%	84 11%	79 13%	39 9%	71 10%	103 10%	101 10%	63 9%	212 16%	399 13%
Yes - children aged 16 to 18 years old	500 6%	216 6%	284 7%	9 1%	14 1%	192 13%	225 17%	52 4%	8 *	120 6%	134 6%	126 8%	120 7%	48 7%	25 7%	63 7%	43 6%	37 5%	51 8%	30 7%	48 6%	60 6%	64 6%	32 4%	128 10%	235 7%
Prefer not to answer	65 1%	45 1%	20 *	29 3%	17 1%	7 *	7 *	3 *	3 *	13 1%	21 1%	9 1%	22 1%	7 1%	1 *	2 *	5 1%	4 1%	4 1%	2 1%	3 *	27 3%	3 *	7 1%	9 1%	27 1%



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demogs\_gender. Are you....?

Base : All respondents

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Male	3920	3920	-	358	518	741	678	598	1027	1250	1082	816	772	323	189	448	338	373	307	233	397	496	478	339	591	1755
	49%	100%	-	37%	40%	49%	50%	50%	61%	58%	47%	49%	42%	46%	52%	48%	48%	50%	49%	55%	53%	49%	47%	46%	44%	56%
Female	4081	-	4081	602	762	779	682	602	654	910	1238	865	1068	373	173	492	367	368	315	191	353	511	548	391	742	1393
	51%	-	100%	63%	60%	51%	50%	50%	39%	42%	53%	51%	58%	54%	48%	52%	50%	51%	45%	47%	51%	53%	54%	56%	44%	

**Blueprint**  
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demogs\_itv. Which of the following ITV regions do you live in?

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Anglia	862 11%	443 11%	419 10%	104 11%	126 10%	161 11%	163 12%	127 11%	181 11%	225 10%	238 10%	186 11%	213 12%	-	4 1%	*	3 *	7 1%	105 17%	-	652 87%	3 *	85 8%	3 *	131 10%	338 11%
Border	82 1%	41 1%	41 1%	7 1%	9 1%	22 1%	16 1%	12 1%	16 1%	20 1%	27 1%	22 1%	13 1%	44 6%	*	37 4%	-	-	-	-	-	-	1 *	-	16 1%	34 1%
Central	1212 15%	619 16%	593 15%	131 14%	178 14%	234 15%	229 17%	191 16%	249 15%	331 15%	338 15%	277 17%	267 14%	8 1%	1 *	6 1%	-	692 93%	437 70%	3 1%	7 1%	1 *	33 3%	24 3%	206 15%	468 15%
Granada	920 12%	440 11%	481 12%	111 12%	147 11%	169 11%	149 11%	157 13%	188 11%	228 11%	234 10%	213 13%	246 13%	1 *	5 1%	879 93%	5 1%	6 1%	4 1%	15 3%	-	-	5 1%	-	154 12%	358 11%
London	1343 17%	646 16%	696 17%	207 22%	260 20%	253 17%	218 16%	130 11%	275 16%	420 19%	453 20%	208 12%	261 14%	-	-	2 *	-	3 *	4 1%	-	73 10%	998 99%	255 25%	8 1%	223 17%	582 18%
Meridian	759 9%	359 9%	400 10%	73 8%	115 9%	138 9%	112 8%	140 12%	180 11%	244 11%	205 9%	149 9%	160 9%	-	-	-	-	3 *	3 *	-	4 *	4 *	644 63%	102 14%	104 8%	318 10%
TyneTees	359 4%	193 5%	166 4%	45 5%	75 6%	57 4%	50 4%	47 4%	84 5%	84 4%	115 5%	85 5%	74 4%	3 *	342 95%	-	14 2%	-	-	-	-	-	-	-	68 5%	118 4%
Wales	408 5%	223 6%	185 5%	42 4%	76 6%	73 5%	64 5%	68 6%	84 5%	103 5%	134 6%	79 5%	92 5%	-	1 *	1 *	-	-	-	403 95%	-	-	-	2 *	82 6%	136 4%
West	250 3%	118 3%	132 3%	37 4%	35 3%	41 3%	33 2%	46 4%	58 3%	80 4%	65 3%	45 3%	61 3%	1 *	-	8 1%	-	24 3%	-	2 1%	*	1 *	1 *	212 29%	36 3%	93 3%
Westcountry	382 5%	170 4%	211 5%	53 6%	41 3%	70 5%	64 5%	67 6%	86 5%	96 4%	104 4%	90 5%	92 5%	-	-	*	-	2 *	2 *	-	-	-	1 *	376 52%	75 6%	135 4%
Yorkshire	778 10%	367 9%	411 10%	89 9%	129 10%	153 10%	138 10%	108 9%	162 10%	177 8%	207 9%	197 12%	197 11%	-	6 2%	4 *	684 97%	3 *	67 11%	-	13 2%	-	2 *	-	108 8%	321 10%
STV	646 8%	300 8%	346 8%	60 6%	90 7%	147 10%	124 9%	107 9%	118 7%	154 7%	202 9%	129 8%	162 9%	639 92%	2 1%	4 *	-	-	-	-	-	-	1 *	1 *	132 10%	247 8%

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demogs\_region. Which one of these regions do you live in?

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Scotland	695	323	373	68	93	161	133	114	125	162	219	144	171	695	-	-	-	-	-	-	-	-	-	-	138	272
	9%	8%	9%	7%	7%	11%	10%	10%	7%	7%	9%	9%	9%	100%	-	-	-	-	-	-	-	-	-	-	10%	9%
North East	362	189	173	45	85	57	54	46	74	82	115	83	81	-	362	-	-	-	-	-	-	-	-	-	72	122
	5%	5%	4%	5%	7%	4%	4%	4%	4%	4%	5%	5%	4%	-	100%	-	-	-	-	-	-	-	-	-	5%	4%
North West	940	448	492	119	145	173	154	159	189	241	240	211	248	-	-	940	-	-	-	-	-	-	-	-	161	362
	12%	11%	12%	12%	11%	11%	11%	13%	11%	11%	10%	13%	13%	-	-	100%	-	-	-	-	-	-	-	-	12%	12%
Yorkshire & Humberside	706	338	367	87	117	137	123	94	148	163	188	182	172	-	-	-	706	-	-	-	-	-	-	-	96	295
	9%	9%	9%	9%	9%	9%	9%	8%	9%	8%	8%	11%	9%	-	-	-	100%	-	-	-	-	-	-	-	7%	9%
West Midlands	740	373	368	97	108	146	123	119	147	212	202	164	162	-	-	-	-	740	-	-	-	-	-	-	116	290
	9%	10%	9%	10%	8%	10%	9%	10%	9%	10%	9%	10%	9%	-	-	-	-	100%	-	-	-	-	-	-	9%	9%
East Midlands	622	307	315	66	86	120	127	90	133	150	171	154	146	-	-	-	-	-	622	-	-	-	-	-	104	236
	8%	8%	8%	7%	7%	8%	9%	8%	8%	7%	7%	9%	8%	-	-	-	-	-	100%	-	-	-	-	-	8%	7%
Wales	424	233	191	43	75	81	65	72	88	105	139	85	96	-	-	-	-	-	-	424	-	-	-	-	86	139
	5%	6%	5%	4%	6%	5%	5%	6%	5%	5%	6%	5%	5%	-	-	-	-	-	-	100%	-	-	-	-	6%	4%
Eastern	750	397	353	76	102	130	149	108	184	208	208	157	177	-	-	-	-	-	-	-	750	-	-	-	115	291
	9%	10%	9%	8%	8%	9%	11%	9%	11%	10%	9%	9%	10%	-	-	-	-	-	-	-	100%	-	-	-	9%	9%
London	1007	496	511	165	226	210	166	81	158	306	369	137	195	-	-	-	-	-	-	-	-	1007	-	-	174	468
	13%	13%	13%	17%	18%	14%	12%	7%	9%	14%	16%	8%	11%	-	-	-	-	-	-	-	-	100%	-	-	13%	15%
South East	1027	478	548	110	155	185	144	184	249	323	270	207	225	-	-	-	-	-	-	-	-	-	1027	-	151	400
	13%	12%	13%	11%	12%	12%	11%	15%	15%	15%	12%	12%	12%	-	-	-	-	-	-	-	-	-	100%	-	11%	13%
South West	730	339	391	86	86	121	120	133	185	208	199	155	167	-	-	-	-	-	-	-	-	-	-	730	119	273
	9%	9%	10%	9%	7%	8%	9%	11%	11%	10%	9%	9%	9%	-	-	-	-	-	-	-	-	-	-	100%	9%	9%

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demogs\_marital. Which of the following best describes your marital status?

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Single	1946 24%	998 25%	948 23%	677 71%	469 37%	386 25%	248 18%	105 9%	62 4%	349 16%	678 29%	370 22%	549 30%	168 24%	89 25%	257 27%	151 21%	187 25%	124 20%	99 23%	138 18%	370 37%	216 21%	147 20%	375 28%	916 29%
Married	3912 49%	2115 54%	1797 44%	61 6%	440 34%	709 47%	730 54%	764 64%	1208 72%	1368 63%	988 43%	856 51%	701 38%	322 46%	190 52%	438 47%	352 50%	376 51%	309 50%	222 52%	395 53%	394 39%	520 51%	394 54%	590 44%	1341 43%
Civil Partnership	77 1%	39 1%	38 1%	19 2%	15 1%	18 1%	7 1%	10 1%	7 *	19 1%	20 1%	14 1%	24 1%	7 1%	4 1%	7 1%	9 1%	4 1%	7 1%	2 *	4 1%	10 1%	13 1%	10 1%	5 *	37 1%
Co Habiting	1077 13%	424 11%	653 16%	171 18%	313 24%	290 19%	163 12%	82 7%	57 3%	228 11%	319 14%	294 17%	237 13%	112 16%	45 12%	135 14%	106 15%	94 13%	99 16%	57 14%	93 12%	115 11%	130 13%	91 12%	216 16%	556 18%
Widowed	227 3%	79 2%	148 4%	- -	- -	9 1%	14 1%	57 5%	148 9%	53 2%	81 4%	25 1%	68 4%	21 3%	12 3%	26 3%	17 2%	14 2%	22 4%	10 2%	30 4%	26 3%	31 3%	19 3%	17 1%	37 1%
Separated	124 2%	53 1%	71 2%	5 *	7 1%	26 2%	43 3%	21 2%	23 1%	20 1%	42 2%	20 1%	41 2%	16 2%	4 1%	5 1%	15 2%	6 1%	17 3%	6 1%	15 2%	16 2%	17 2%	7 1%	25 2%	43 1%
Divorced	565 7%	186 5%	380 9%	- -	18 1%	70 5%	144 11%	159 13%	173 10%	109 5%	177 8%	86 5%	192 10%	39 6%	14 4%	66 7%	51 7%	56 8%	40 6%	25 6%	68 9%	62 6%	88 9%	57 8%	93 7%	182 6%
Prefer not to answer	72 1%	26 1%	46 1%	27 3%	17 1%	11 1%	11 1%	3 *	4 *	14 1%	15 1%	15 1%	28 2%	11 2%	3 1%	7 1%	5 1%	3 *	3 *	3 1%	6 1%	13 1%	12 1%	5 1%	11 1%	36 1%

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

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Up to £7,000	401	151	250	108	76	64	68	55	29	12	73	37	279	44	9	49	26	51	32	24	24	62	48	32	25	70
	5%	4%	6%	11%	6%	4%	5%	5%	2%	1%	3%	2%	15%	6%	3%	5%	4%	7%	5%	6%	3%	6%	5%	4%	2%	2%
£7,001 to £14,000	1016	401	615	131	118	159	157	170	281	67	246	149	554	87	58	129	112	88	78	56	101	99	103	105	70	239
	13%	10%	15%	14%	9%	10%	12%	14%	17%	3%	11%	9%	30%	13%	16%	14%	16%	12%	13%	13%	13%	10%	10%	14%	5%	8%
£14,001 to £21,000	1167	546	620	119	183	205	177	203	280	150	424	249	343	97	54	143	118	119	114	73	100	115	138	96	172	445
	15%	14%	15%	12%	14%	13%	13%	17%	17%	7%	18%	15%	19%	14%	15%	15%	17%	16%	18%	17%	13%	11%	13%	13%	13%	14%
£21,001 to £28,000	1119	577	542	105	173	204	171	171	295	242	357	335	185	108	64	124	105	108	110	60	111	100	136	93	179	437
	14%	15%	13%	11%	13%	13%	13%	14%	18%	11%	15%	20%	10%	16%	18%	13%	15%	15%	18%	14%	15%	10%	13%	13%	13%	14%
£28,001 to £34,000	872	434	438	77	151	175	153	135	182	259	276	236	100	83	39	86	78	75	52	55	82	112	119	90	163	389
	11%	11%	11%	8%	12%	12%	11%	11%	11%	12%	12%	14%	5%	12%	11%	9%	11%	10%	8%	13%	11%	11%	12%	12%	12%	12%
£34,001 to £41,000	742	413	329	56	129	153	152	105	147	267	217	204	54	77	38	77	72	72	48	31	69	96	99	64	160	355
	9%	11%	8%	6%	10%	10%	11%	9%	9%	12%	9%	12%	3%	11%	11%	8%	10%	10%	8%	7%	9%	10%	10%	9%	12%	11%
£41,001 to £48,000	467	257	211	33	98	114	100	61	61	197	147	92	31	43	24	61	43	35	37	28	57	51	52	36	130	221
	6%	7%	5%	3%	8%	7%	7%	5%	4%	9%	6%	5%	2%	6%	7%	6%	6%	5%	6%	7%	8%	5%	5%	10%	10%	7%
£48,001 to £55,000	416	231	184	41	89	93	79	55	59	192	115	89	19	31	18	46	32	43	25	19	36	52	67	46	108	209
	5%	6%	5%	4%	7%	6%	6%	5%	3%	9%	5%	5%	1%	4%	5%	5%	4%	6%	4%	4%	5%	5%	7%	6%	8%	7%
£55,001 to £62,000	260	164	96	32	59	54	55	27	33	136	67	48	9	20	9	40	16	16	14	11	27	45	40	21	76	133
	3%	4%	2%	3%	5%	4%	4%	2%	2%	6%	3%	3%	*	3%	2%	4%	2%	2%	2%	3%	4%	5%	4%	3%	6%	4%
£62,001 to £69,000	148	93	55	21	25	42	22	20	19	93	34	21	-	7	6	8	11	15	5	8	13	28	31	15	29	86
	2%	2%	1%	2%	2%	3%	2%	2%	1%	4%	1%	1%	-	1%	2%	1%	2%	2%	1%	2%	2%	3%	3%	2%	2%	3%
£69,001 to £76,000	120	77	44	9	18	31	23	16	24	80	25	13	2	7	3	12	8	14	4	4	11	29	21	8	31	63
	2%	2%	1%	1%	1%	2%	2%	1%	1%	4%	1%	1%	*	1%	1%	1%	1%	2%	1%	1%	1%	3%	2%	1%	2%	2%
£76,001 to £83,000	89	50	39	11	14	23	15	11	16	57	20	7	5	9	1	8	4	8	4	1	9	13	24	7	21	49
	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	*	*	1%	*	1%	1%	1%	1%	*	1%	1%	2%	1%	2%	2%
£83,001 or more	170	115	56	18	29	47	34	24	18	127	33	5	5	14	3	11	10	15	11	-	14	50	31	11	40	103
	2%	3%	1%	2%	2%	3%	2%	2%	1%	6%	1%	*	*	2%	1%	1%	1%	2%	2%	-	2%	5%	3%	2%	3%	3%
Prefer not to answer	1014	412	602	199	118	157	153	148	239	279	285	196	253	69	37	147	69	80	87	54	96	152	117	105	130	349
	13%	11%	15%	21%	9%	10%	11%	12%	14%	13%	12%	12%	14%	10%	10%	16%	10%	11%	14%	13%	13%	15%	11%	14%	10%	11%

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

QCAgeBand. Please select which age band you fall into

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
18 to 24	960 12%	358 9%	602 15%	960 100%	-	-	-	-	-	162 8%	313 13%	246 15%	239 13%	68 10%	45 12%	119 13%	87 12%	97 13%	66 11%	43 10%	76 10%	165 16%	110 11%	86 12%	130 10%	461 15%
25 to 34	1280 16%	518 13%	762 19%	-	1280 100%	-	-	-	-	293 14%	438 19%	298 18%	251 14%	93 13%	85 24%	145 15%	117 17%	108 15%	86 14%	75 18%	102 14%	226 22%	155 15%	86 12%	321 24%	660 21%
35 to 44	1520 19%	741 19%	779 19%	-	-	1520 100%	-	-	-	388 18%	432 19%	369 22%	331 18%	161 23%	57 16%	173 18%	137 19%	146 20%	120 19%	81 19%	130 17%	210 21%	185 18%	121 17%	384 29%	794 25%
45 to 54	1360 17%	678 17%	682 17%	-	-	-	1360 100%	-	-	311 14%	365 16%	317 19%	367 20%	133 19%	54 15%	154 16%	123 17%	123 17%	127 20%	65 15%	149 20%	166 17%	144 14%	120 16%	319 24%	672 21%
55 to 64	1200 15%	598 15%	602 15%	-	-	-	-	1200 100%	-	354 16%	327 14%	219 13%	300 16%	114 16%	46 13%	159 17%	94 13%	119 16%	90 15%	72 17%	108 14%	81 8%	184 18%	133 18%	143 11%	414 13%
65 or older	1681 21%	1027 26%	654 16%	-	-	-	-	-	1681 100%	653 30%	445 19%	231 14%	352 19%	125 18%	74 21%	189 20%	148 21%	147 20%	133 21%	88 21%	184 25%	158 16%	249 24%	185 25%	35 3%	146 5%

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

QCUnder18. How many people under the age of 18 live in your household?

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
1	1179 15%	496 13%	683 17%	230 24%	274 21%	320 21%	254 19%	70 6%	31 2%	269 12%	331 14%	287 17%	293 16%	116 17%	64 18%	159 17%	102 14%	109 15%	99 16%	75 18%	92 12%	135 13%	147 14%	80 11%	249 19%	545 17%
2	837 10%	357 9%	480 12%	80 8%	193 15%	377 25%	165 12%	17 1%	7 *	213 10%	217 9%	225 13%	183 10%	66 10%	45 12%	95 10%	83 12%	80 11%	69 11%	32 7%	77 10%	128 13%	94 9%	69 9%	213 16%	373 12%
3	254 3%	113 3%	141 3%	16 2%	74 6%	123 8%	36 3%	3 *	2 *	56 3%	60 3%	79 5%	58 3%	16 2%	24 7%	26 3%	21 3%	25 3%	25 4%	10 2%	17 2%	35 3%	37 4%	16 2%	54 4%	102 3%
4	60 1%	20 1%	39 1%	12 1%	22 2%	22 1%	3 *	- -	1 *	13 1%	8 *	23 1%	15 1%	6 1%	4 1%	8 1%	4 1%	6 1%	2 *	2 *	6 1%	5 1%	10 1%	7 1%	10 1%	25 1%
5	11 *	4 *	7 *	- -	5 *	3 *	3 *	- -	- -	4 *	1 *	4 *	3 *	- -	3 1%	1 *	1 *	- -	2 *	* *	1 *	1 *	* *	* *	4 *	2 *
6	5 *	2 *	3 *	- -	2 *	1 *	2 *	- -	- -	2 *	- -	- -	3 *	1 *	* *	1 *	- -	1 *	1 *	- -	- -	1 *	- -	- -	- -	2 *
8	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -
Mean	0.49	0.42	0.56	0.51	0.79	1.02	0.54	0.09	0.03	0.44	0.42	0.65	0.51	0.47	0.72	0.50	0.50	0.51	0.54	0.44	0.44	0.52	0.47	0.41	0.67	0.55
Standard Deviation	0.89	0.83	0.94	0.82	1.07	1.09	0.90	0.36	0.23	0.86	0.80	0.99	0.92	0.84	1.10	0.89	0.87	0.91	0.93	0.87	0.85	0.91	0.88	0.83	0.97	0.90
Standard Error	0.010	0.013	0.015	0.032	0.030	0.027	0.024	0.010	0.006	0.015	0.018	0.030	0.022	0.032	0.055	0.028	0.034	0.033	0.036	0.043	0.033	0.032	0.025	0.029	0.026	0.016

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

QCOver18. How many people aged 18 and over live in your household?

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
1	1493 19%	668 17%	825 20%	100 10%	213 17%	324 21%	281 21%	238 20%	337 20%	288 13%	497 21%	176 10%	532 29%	141 20%	57 16%	181 19%	125 18%	134 18%	112 18%	69 16%	141 19%	237 24%	185 18%	111 15%	277 21%	499 16%
2	4684 59%	2339 60%	2345 57%	314 33%	812 63%	977 64%	685 50%	706 59%	1190 71%	1442 67%	1291 56%	1031 61%	920 50%	414 60%	224 62%	524 56%	433 61%	422 57%	391 63%	265 63%	446 59%	512 51%	601 59%	452 62%	752 56%	1773 56%
3	1138 14%	570 15%	569 14%	278 29%	144 11%	164 11%	257 19%	187 16%	109 6%	249 12%	340 15%	299 18%	250 14%	108 15%	47 13%	147 16%	99 14%	114 15%	87 14%	52 12%	103 14%	123 12%	156 15%	103 14%	196 15%	531 17%
4	509 6%	264 7%	245 6%	193 20%	68 5%	43 3%	110 8%	63 5%	33 2%	143 7%	134 6%	139 8%	93 5%	24 4%	28 8%	70 7%	36 5%	54 7%	24 4%	31 7%	47 6%	83 8%	59 6%	50 7%	86 6%	267 8%
5	119 1%	49 1%	70 2%	49 5%	24 2%	11 1%	25 2%	7 1%	5 *	26 1%	36 2%	23 1%	34 2%	6 1%	2 *	13 1%	9 1%	13 2%	7 1%	5 1%	9 1%	28 3%	19 2%	8 1%	14 1%	55 2%
6	28 *	13 *	15 *	18 2%	6 *	- *	1 *	- *	3 *	8 *	9 *	7 *	5 *	- *	2 *	2 *	1 *	3 *	- *	- *	1 *	14 1%	2 *	2 *	2 *	9 *
7	12 *	8 *	4 *	5 1%	7 1%	- *	- *	- *	- *	9 *	- *	4 *	3 *	- *	1 *	- *	1 *	- *	- *	- *	1 *	4 *	1 *	2 *	1 *	9 *
8	5 *	3 *	2 *	- *	5 *	- *	- *	- *	- *	1 *	2 *	2 *	- *	- *	2 1%	- *	- *	- *	- *	- *	- *	3 *	- *	- *	3 *	2 *
9	2 *	1 *	2 *	2 *	1 *	- *	- *	- *	- *	- *	1 *	- *	2 *	- *	- *	- *	- *	- *	1 *	1 *	- *	1 *	- *	- *	- *	1 *
10	3 *	2 *	1 *	2 *	- *	1 *	- *	- *	- *	2 *	- *	- *	1 *	- *	- *	1 *	- *	- *	- *	- *	2 *	- *	- *	- *	2 *	- *
Mean	2.16	2.18	2.14	2.87	2.18	1.97	2.20	2.08	1.91	2.17	2.13	2.30	2.03	2.07	2.19	2.18	2.11	2.19	2.08	2.16	2.15	2.23	2.15	2.18	2.13	2.26
Standard Deviation	0.92	0.92	0.93	1.25	1.00	0.73	0.93	0.78	0.63	0.85	0.96	0.88	0.98	0.82	0.93	0.93	0.82	0.92	0.79	0.89	0.95	1.16	0.88	0.87	0.95	0.95
Standard Error	0.010	0.015	0.014	0.048	0.028	0.018	0.024	0.022	0.016	0.015	0.021	0.026	0.023	0.031	0.047	0.030	0.032	0.034	0.031	0.044	0.037	0.041	0.025	0.031	0.025	0.017



**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

QCHouseTot. Total household members

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
1	1246 16%	623 16%	623 15%	67 7%	149 12%	223 15%	236 17%	230 19%	341 20%	260 12%	430 19%	152 9%	404 22%	113 16%	44 12%	145 15%	111 16%	110 15%	93 15%	58 14%	120 16%	198 20%	157 15%	97 13%	224 17%	427 14%
2	3256 41%	1671 43%	1585 39%	210 22%	403 32%	368 24%	427 31%	671 56%	1177 70%	1052 49%	917 40%	600 36%	687 37%	295 42%	133 37%	360 38%	298 42%	289 39%	259 42%	183 43%	324 43%	345 34%	428 42%	341 47%	410 31%	1052 33%
3	1559 19%	713 18%	846 21%	266 28%	334 26%	361 24%	303 22%	186 16%	108 6%	353 16%	473 20%	379 23%	353 19%	152 22%	69 19%	194 21%	121 17%	150 20%	128 21%	100 23%	142 19%	174 17%	193 19%	134 18%	291 22%	759 24%
4	1285 16%	614 16%	671 16%	253 26%	237 19%	381 25%	284 21%	94 8%	35 2%	348 16%	334 14%	360 21%	243 13%	94 13%	68 19%	164 17%	127 18%	128 17%	93 15%	54 13%	116 16%	170 17%	160 16%	112 15%	289 22%	631 20%
5	455 6%	221 6%	234 6%	100 10%	95 7%	152 10%	83 6%	13 1%	13 1%	98 5%	120 5%	143 8%	95 5%	25 4%	34 9%	56 6%	40 6%	44 6%	37 6%	22 5%	30 4%	75 7%	68 7%	24 3%	85 6%	204 6%
6	120 1%	44 1%	76 2%	34 3%	34 3%	24 2%	17 1%	5 *	7 *	32 1%	26 1%	26 2%	36 2%	13 2%	8 2%	16 2%	7 1%	12 2%	6 1%	4 1%	8 1%	20 2%	13 1%	12 2%	17 1%	43 1%
7	47 1%	23 1%	24 1%	16 2%	15 1%	8 *	7 1%	1 *	1 *	9 *	15 1%	11 1%	11 1%	3 *	3 1%	4 *	3 *	2 *	3 *	1 *	5 1%	13 1%	4 *	7 1%	12 1%	23 1%
8	23 *	7 *	16 *	12 1%	9 1%	1 *	2 *	- *	- *	6 *	2 *	10 1%	6 *	1 *	* *	1 *	- *	6 1%	1 *	- *	* *	11 1%	2 *	2 *	1 *	8 *
9	4 *	1 *	3 *	2 *	1 *	1 *	- *	- *	- *	* *	1 *	- *	3 *	- *	- *	* *	- *	- *	1 *	1 *	- *	1 *	- *	- *	* *	1 *
10	3 *	2 *	1 *	- *	3 *	- *	- *	- *	- *	- *	3 *	- *	- *	- *	2 1%	- *	- *	- *	- *	- *	1 *	- *	- *	- *	2 *	- *
12	2 *	- *	2 *	- *	- *	1 *	1 *	- *	- *	- *	- *	- *	2 *	- *	- *	1 *	- *	- *	- *	1 *	- *	- *	- *	- *	- *	- *
13	2 *	2 *	- *	2 *	- *	- *	- *	- *	- *	2 *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	2 *	- *	- *	- *	2 *	- *
Mean	2.65	2.60	2.70	3.38	2.97	2.99	2.74	2.17	1.94	2.61	2.56	2.95	2.54	2.53	2.92	2.68	2.60	2.70	2.62	2.60	2.58	2.75	2.63	2.59	2.80	2.81
Standard Deviation	1.29	1.27	1.32	1.48	1.41	1.34	1.30	0.90	0.70	1.23	1.26	1.29	1.37	1.18	1.44	1.27	1.21	1.30	1.25	1.26	1.33	1.49	1.24	1.21	1.38	1.27
Standard Error	0.014	0.020	0.020	0.057	0.039	0.033	0.034	0.025	0.017	0.022	0.028	0.039	0.032	0.045	0.073	0.041	0.047	0.048	0.049	0.062	0.052	0.053	0.036	0.043	0.037	0.023

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

grader\_output. SEG

Base : All respondents

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
A	633 8%	379 10%	254 6%	46 5%	75 6%	104 7%	83 6%	95 8%	230 14%	633 29%	-	-	-	49 7%	27 7%	67 7%	51 7%	52 7%	44 7%	26 6%	63 8%	87 9%	100 10%	67 9%	104 8%	212 7%
B	1527 19%	871 22%	656 16%	116 12%	217 17%	284 19%	228 17%	259 22%	423 25%	1527 71%	-	-	-	113 16%	56 15%	174 18%	112 16%	160 22%	107 17%	79 19%	145 19%	219 22%	223 22%	141 19%	318 24%	568 18%
C1	2320 29%	1082 28%	1238 30%	313 33%	438 34%	432 28%	365 27%	327 27%	445 26%	-	2320 100%	-	-	219 31%	115 32%	240 26%	188 27%	202 27%	171 28%	139 33%	208 28%	369 37%	270 26%	199 27%	510 38%	1045 33%
C2	1680 21%	816 21%	865 21%	246 26%	298 23%	369 24%	317 23%	219 18%	231 14%	-	-	1680 100%	-	144 21%	83 23%	211 22%	182 26%	164 22%	154 25%	85 20%	157 21%	137 14%	207 20%	155 21%	257 19%	881 28%
D	798 10%	373 10%	425 10%	127 13%	133 10%	175 11%	165 12%	111 9%	87 5%	-	-	-	798 43%	71 10%	27 7%	103 11%	83 12%	81 11%	60 10%	34 8%	85 11%	63 6%	113 11%	78 11%	131 10%	405 13%
E	1043 13%	400 10%	643 16%	112 12%	119 9%	156 10%	202 15%	188 16%	264 16%	-	-	-	1043 57%	100 14%	54 15%	145 15%	89 13%	82 11%	86 14%	62 15%	92 12%	132 13%	112 11%	89 12%	13 1%	36 1%
DK/Ref	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## Blueprint

### ONLINE FIELDWORK : 26th - 31st August 2011

vote\_q1. Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote if there was another general election - on a scale of 1-10, where 1 means you definitely would not vote, and 10 means you would be absolutely certain to vote.

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
1 - Definitely would not vote	511	249	262	78	117	110	79	72	54	80	123	130	178	48	24	66	61	46	39	23	35	68	57	43	75	210
	6%	6%	6%	8%	9%	7%	6%	6%	3%	4%	5%	8%	10%	7%	7%	7%	9%	6%	6%	6%	5%	7%	6%	6%	6%	7%
2	133	52	81	27	28	32	22	15	9	29	39	26	39	8	2	20	8	13	16	4	11	20	18	13	20	65
	2%	1%	2%	3%	2%	2%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	3%	1%	1%	2%	2%	2%	2%	2%
3	172	58	115	45	43	34	29	15	7	28	62	42	40	11	14	23	22	17	9	10	14	23	20	9	30	90
	2%	1%	3%	5%	3%	2%	2%	1%	*	1%	3%	3%	2%	2%	4%	2%	3%	2%	1%	2%	2%	2%	2%	1%	2%	3%
4	129	46	84	29	47	26	14	7	5	25	42	31	31	9	9	24	6	9	7	2	6	17	21	19	26	57
	2%	1%	2%	3%	4%	2%	1%	1%	*	1%	2%	2%	2%	1%	2%	3%	1%	1%	1%	*	1%	2%	2%	3%	2%	2%
5	376	131	245	83	86	85	64	35	23	70	105	97	104	31	21	51	29	37	20	24	29	51	61	23	69	159
	5%	3%	6%	9%	7%	6%	5%	3%	1%	3%	5%	6%	6%	4%	6%	5%	4%	5%	3%	6%	4%	5%	6%	3%	5%	5%
6	215	84	131	40	54	55	38	12	17	34	65	59	57	16	9	36	20	15	16	8	19	34	20	23	40	101
	3%	2%	3%	4%	4%	4%	3%	1%	1%	2%	3%	4%	3%	2%	2%	4%	3%	2%	3%	2%	3%	3%	2%	3%	3%	3%
7	362	174	188	89	88	74	49	37	24	72	114	87	88	21	12	42	42	33	38	26	22	49	41	36	69	187
	5%	4%	5%	9%	7%	5%	4%	3%	1%	3%	5%	5%	5%	3%	3%	4%	6%	4%	6%	6%	3%	5%	4%	5%	5%	6%
8	622	288	335	108	127	141	104	76	66	159	195	135	133	42	31	69	49	58	45	35	55	96	84	57	112	291
	8%	7%	8%	11%	10%	9%	8%	6%	4%	7%	8%	8%	7%	6%	9%	7%	7%	8%	7%	8%	7%	10%	8%	8%	8%	9%
9	802	399	403	75	121	159	141	132	173	242	234	166	160	79	24	77	71	83	61	39	94	95	109	69	121	333
	10%	10%	10%	8%	9%	10%	10%	11%	10%	11%	10%	10%	9%	11%	7%	8%	10%	11%	10%	9%	13%	9%	11%	9%	9%	11%
10 - Absolutely certain to vote	4479	2374	2105	339	530	750	784	788	1288	1393	1302	857	927	423	208	499	382	404	360	240	451	510	577	425	752	1581
	56%	61%	52%	35%	41%	49%	58%	66%	77%	64%	56%	51%	50%	61%	58%	53%	54%	55%	58%	57%	60%	51%	56%	58%	56%	50%
Don't know	200	66	134	46	39	54	35	11	15	29	39	49	82	6	8	33	16	26	9	12	13	44	18	13	20	74
	2%	2%	3%	5%	3%	4%	3%	1%	1%	1%	2%	3%	4%	1%	2%	4%	2%	3%	2%	3%	2%	4%	2%	2%	2%	2%
Mean	8.27	8.49	8.05	7.22	7.47	7.99	8.38	8.71	9.28	8.80	8.31	7.99	7.82	8.43	8.18	8.02	8.09	8.27	8.34	8.39	8.61	8.07	8.30	8.38	8.28	8.03
Standard Deviation	2.75	2.64	2.83	3.01	3.05	2.87	2.68	2.53	1.92	2.31	2.66	2.89	3.08	2.72	2.83	2.90	2.93	2.74	2.73	2.61	2.48	2.82	2.69	2.67	2.68	2.82
Standard Error	0.031	0.043	0.044	0.119	0.086	0.072	0.071	0.071	0.048	0.042	0.060	0.088	0.074	0.104	0.143	0.094	0.115	0.102	0.108	0.129	0.098	0.102	0.078	0.095	0.073	0.052

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

vote\_Q2. If there were a general election tomorrow, which party would you vote for?

Base : All who would vote in a new general election

	Gender		Age						Social grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	7355	3557	3798	588	1166	1493	1335	1195	1578	2933	1852	994	1564	640	363	896	603	674	603	382	616	721	1122	735	1293	2786	
Weighted Base	7290	3604	3686	836	1123	1356	1246	1117	1612	2052	2158	1500	1580	641	330	840	628	669	573	388	701	895	951	674	1237	2864	
Conservative	2218	1242	976	156	200	337	328	410	786	778	678	402	359	95	70	231	176	211	201	97	275	261	363	237	253	857	
	30%	34%	26%	19%	18%	25%	26%	37%	49%	38%	31%	27%	23%	15%	21%	27%	28%	32%	35%	25%	39%	29%	38%	35%	20%	30%	
Labour	2202	1095	1108	336	420	461	393	277	316	533	678	444	547	140	150	303	218	221	189	123	162	316	223	158	455	868	
	30%	30%	30%	40%	37%	34%	32%	25%	20%	26%	31%	30%	35%	22%	45%	36%	35%	33%	32%	23%	35%	23%	24%	37%	30%		
Liberal Democrat	632	312	320	78	113	110	87	112	131	228	182	110	112	18	27	78	57	43	42	30	54	78	108	95	116	249	
	9%	9%	9%	9%	10%	8%	7%	10%	8%	11%	8%	7%	7%	3%	8%	9%	9%	6%	7%	8%	8%	9%	11%	14%	9%	9%	
SNP	270	119	152	21	36	69	61	39	44	60	70	64	76	270	-	-	-	-	-	-	-	-	-	-	-	56	100
	4%	3%	4%	2%	3%	5%	5%	3%	3%	3%	3%	4%	5%	42%	-	-	-	-	-	-	-	-	-	-	-	5%	3%
Plaid Cymru	66	38	28	10	9	13	15	11	9	15	15	24	12	-	-	-	-	-	66	-	-	-	-	-	21	21	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	-	-	-	-	17%	-	-	-	-	-	2%	1%	
Another party	784	436	348	95	97	126	157	132	176	173	222	182	207	26	37	94	79	73	66	15	113	85	111	84	116	310	
	11%	12%	9%	11%	9%	9%	13%	12%	11%	8%	10%	12%	13%	4%	11%	11%	13%	11%	11%	4%	16%	10%	12%	13%	9%	11%	
Don't know	906	284	622	94	190	188	176	120	138	218	256	216	215	73	37	104	79	96	59	45	73	134	121	86	175	357	
	12%	8%	17%	11%	17%	14%	14%	11%	9%	11%	12%	14%	14%	11%	11%	12%	13%	14%	10%	12%	10%	15%	13%	13%	14%	12%	
Would not vote	111	38	73	27	28	30	17	6	4	22	27	33	29	6	5	14	12	11	11	5	14	11	14	6	21	59	
	2%	1%	2%	3%	2%	2%	1%	1%	*	1%	1%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%	1%	1%	2%	2%	
Rather not say	101	42	60	20	30	22	12	10	7	24	30	24	23	13	3	17	5	13	5	7	10	10	11	8	23	43	
	1%	1%	2%	2%	3%	2%	1%	1%	*	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

vote\_Q2b. Would that be...?

Base : All who would vote for another party

	Gender			Age						Social grade					Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	772	419	353	67	105	130	167	143	160	248	187	122	214	25	42	95	77	73	69	17	90	62	127	95	116	301
Weighted Base	798	439	359	97	99	131	159	135	177	177	225	186	210	26	38	94	81	73	68	16	115	90	113	85	118	319
The UK Independence Party	404 51%	235 53%	170 47%	34 35%	24 25%	43 33%	74 46%	84 63%	145 82%	87 49%	121 54%	89 48%	107 51%	7 27%	18 48%	53 56%	37 46%	33 44%	40 59%	8 48%	62 54%	42 47%	53 47%	52 61%	42 36%	131 41%
The Green Party	201 25%	91 21%	110 31%	38 39%	35 36%	41 31%	43 27%	29 22%	15 9%	52 30%	68 30%	38 21%	43 20%	14 53%	10 25%	18 19%	22 27%	18 25%	7 10%	6 37%	40 35%	16 17%	35 31%	16 19%	38 32%	92 29%
The British National Party	122 15%	75 17%	46 13%	18 18%	27 27%	29 22%	25 16%	12 9%	11 6%	16 9%	16 7%	42 23%	48 23%	4 17%	7 18%	15 16%	18 22%	18 25%	14 20%	1 5%	5 4%	16 18%	14 12%	10 11%	25 21%	63 20%
Some other party	57 7%	35 8%	22 6%	6 6%	11 11%	13 10%	16 10%	7 5%	4 2%	18 10%	17 8%	12 7%	9 4%	1 4%	2 6%	7 8%	3 3%	4 5%	5 8%	1 6%	7 6%	11 13%	9 8%	7 8%	10 9%	24 8%
Don't know	14 2%	3 1%	11 3%	2 2%	2 2%	5 4%	2 1%	2 2%	1 *	4 2%	3 1%	4 2%	3 1%	-	1 3%	-	2 2%	* 3%	2 3%	1 3%	1 1%	4 5%	2 2%	1 1%	2 2%	9 3%

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

vote\_Q3. At the general election in May last year, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Base : All respondents

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Humber-side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	8001	3821	4180	668	1310	1657	1449	1276	1641	3087	1990	1106	1806	687	393	987	664	738	651	416	660	799	1212	794	1387	3034
Weighted Base	8001	3920	4081	960	1280	1520	1360	1200	1681	2160	2320	1680	1840	695	362	940	706	740	622	424	750	1007	1027	730	1333	3148
Voted	6264 78%	3244 83%	3020 74%	509 53%	814 64%	1154 76%	1124 83%	1066 89%	1597 95%	1883 87%	1821 78%	1272 76%	1288 70%	552 79%	278 77%	698 74%	533 76%	577 78%	491 79%	338 80%	632 84%	745 74%	826 81%	593 81%	1064 80%	2372 75%
Did not vote	1621 20%	630 16%	991 24%	419 44%	441 34%	342 22%	214 16%	125 10%	80 5%	258 12%	466 20%	376 22%	521 28%	136 20%	79 22%	220 23%	166 23%	148 20%	125 20%	81 19%	116 16%	228 23%	195 19%	126 17%	251 19%	730 23%
Prefer not to say	116 1%	46 1%	70 2%	32 3%	25 2%	24 2%	22 2%	9 1%	4 *	19 1%	34 1%	31 2%	31 2%	7 1%	4 1%	22 2%	7 1%	15 2%	5 1%	5 1%	1 *	33 3%	5 *	11 1%	18 1%	46 1%

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

vote\_Q4. And which party did you vote for in the general election in May last year?

Base : All who voted in the general election in May last year

	Gender			Age						Social grade					Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	6372	3216	3156	350	849	1269	1197	1144	1563	2689	1566	832	1277	559	305	759	517	582	518	328	559	604	982	659	1127	2303	
Weighted Base	6264	3244	3020	509	814	1154	1124	1066	1597	1883	1821	1272	1288	552	278	698	533	577	491	338	632	745	826	593	1064	2372	
Conservative	2412	1330	1083	123	213	380	391	456	850	832	714	458	408	106	71	268	192	236	222	104	287	310	365	252	321	883	
	39%	41%	36%	24%	26%	33%	35%	43%	53%	44%	39%	36%	32%	19%	26%	38%	36%	41%	45%	31%	45%	42%	44%	43%	30%	37%	
Labour	1553	747	805	153	276	327	284	230	283	382	465	322	383	142	110	215	146	173	134	105	105	193	134	95	325	586	
	25%	23%	27%	30%	34%	28%	25%	22%	18%	20%	26%	25%	30%	26%	39%	31%	27%	30%	27%	31%	17%	26%	16%	16%	31%	25%	
Liberal Democrat	1478	746	731	156	223	288	263	245	303	486	429	279	284	78	73	164	142	118	94	66	157	168	228	189	269	576	
	24%	23%	24%	31%	27%	25%	23%	23%	19%	26%	24%	22%	22%	14%	26%	24%	27%	20%	19%	20%	25%	23%	28%	32%	25%	24%	
SNP	186	83	103	10	17	47	44	27	41	39	51	49	47	186	-	-	-	-	-	-	-	-	-	-	38	65	
	3%	3%	3%	2%	2%	4%	4%	3%	3%	2%	3%	4%	4%	34%	-	-	-	-	-	-	-	-	-	-	4%	3%	
Plaid Cymru	48	32	17	5	6	10	10	10	8	11	8	22	7	-	-	-	-	-	-	48	-	-	-	-	17	16	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	1%	-	-	-	-	-	-	14%	-	-	-	-	2%	1%	
Another party	407	230	177	32	38	74	95	74	95	85	100	104	118	18	16	39	43	31	32	6	66	44	69	43	57	166	
	6%	7%	6%	6%	5%	6%	8%	7%	6%	5%	5%	8%	9%	3%	6%	6%	8%	5%	7%	2%	11%	6%	8%	7%	5%	7%	
Don't know	17	3	15	7	2	3	3	*	2	5	6	3	4	2	5	2	-	1	-	-	2	3	1	2	5	6	
	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	2%	*	*	*	*	*	*	*	*	*	*	1%	*
Rather not say	162	73	89	24	40	25	34	24	15	43	47	35	38	19	3	10	11	18	9	8	15	28	29	13	32	73	
	3%	2%	3%	5%	5%	2%	3%	2%	1%	2%	3%	3%	3%	4%	1%	1%	2%	3%	2%	2%	2%	4%	4%	2%	3%	3%	

**Blueprint**  
**ONLINE FIELDWORK : 26th - 31st August 2011**

vote\_Q4b. Would that be...?

Base : All who voted for another party

	Gender			Age						Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	385	217	168	22	40	78	93	72	80	119	82	69	114	21	15	41	41	29	33	6	54	26	73	46	54	154
Weighted Base	407	230	177	32	38	74	95	74	95	85	100	104	118	18	16	39	43	31	32	6	66	44	69	43	57	166
The UK Independence Party	215 53%	130 57%	85 48%	15 47%	11 30%	26 35%	43 46%	43 58%	76 80%	45 53%	55 55%	57 49%	58 49%	4 24%	9 56%	21 55%	19 45%	11 34%	22 67%	2 36%	43 64%	14 33%	39 57%	30 70%	22 40%	79 47%
The Green Party	88 22%	39 17%	49 27%	7 21%	11 29%	20 27%	23 24%	16 22%	11 12%	23 27%	29 29%	16 15%	20 17%	7 38%	- -	5 12%	6 13%	5 17%	5 14%	1 22%	20 31%	18 41%	15 22%	6 15%	16 28%	40 24%
The British National Party	74 18%	43 19%	31 17%	10 32%	13 33%	18 24%	19 20%	11 15%	4 4%	4 5%	11 11%	24 23%	34 29%	4 23%	6 36%	8 20%	15 36%	10 32%	4 11%	2 25%	3 4%	9 20%	8 12%	6 15%	12 21%	34 20%
Some other party	29 7%	17 7%	12 7%	- -	3 8%	10 13%	8 9%	4 5%	4 4%	12 14%	5 5%	7 7%	5 4%	3 15%	1 7%	4 11%	3 6%	5 17%	2 7%	1 17%	1 1%	2 6%	6 8%	1 1%	7 12%	13 8%
Don't know	1 *	- -	1 1%	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	1 1%	- -	- -	1 2%	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	1 *



Page	Table	Title	Base Description	Base
1		Q4.1 Which of the main parties do you think generally has the best approach to the following issue? - Immigration	Base : All respondents	8001
2		Q4.2 Which of the main parties do you think generally has the best approach to the following issue? - Taxes	Base : All respondents	8001
3		Q4.3 Which of the main parties do you think generally has the best approach to the following issue? - The NHS	Base : All respondents	8001
4		Q4.4 Which of the main parties do you think generally has the best approach to the following issue? - Schools	Base : All respondents	8001
5		Q4.5 Which of the main parties do you think generally has the best approach to the following issue? - Climate change and the environment	Base : All respondents	8001
6		Q4.6 Which of the main parties do you think generally has the best approach to the following issue? - Defence and national security	Base : All respondents	8001
7		Q4.7 Which of the main parties do you think generally has the best approach to the following issue? - Welfare	Base : All respondents	8001
8		Q4.8 Which of the main parties do you think generally has the best approach to the following issue? - Crime and anti-social behaviour	Base : All respondents	8001
9		Q4.9 Which of the main parties do you think generally has the best approach to the following issue? - Relations with the EU	Base : All respondents	8001
10		Q4.10 Which of the main parties do you think generally has the best approach to the following issue? - Managing the economy overall	Base : All respondents	8001
11		Q5.1 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?	Base : All respondents	8001
12		Q5.2 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?	Base : All respondents	8001
13		Q5.3 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?	Base : All respondents	8001
14		Q5.4 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?	Base : All respondents	8001
15		Q5.5 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?	Base : All respondents	8001

Page	Table	Title	Base Description	Base
16		Q5.6 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?	Base : All respondents	8001
17		Q5.7 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?	Base : All respondents	8001
18		Q5.8 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?	Base : All respondents	8001
19		Q5.9 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?	Base : All respondents	8001
20		Q5.10 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Labour Party?	Base : All respondents	8001
21		Q5.11 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?	Base : All respondents	8001
22		Q5.12 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?	Base : All respondents	8001
23		Q5.13 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?	Base : All respondents	8001
24		Q5.14 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?	Base : All respondents	8001
25		Q5.15 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?	Base : All respondents	8001
26		Q5.16 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?	Base : All respondents	8001
27		Q5.17 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?	Base : All respondents	8001
28		Q5.18 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?	Base : All respondents	8001
29		Q5.19 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?	Base : All respondents	8001
30		Q5.20 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Liberal Democrats?	Base : All respondents	8001

Page	Table	Title	Base Description	Base
31		Q5.21 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?	Base : All respondents	8001
32		Q5.22 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?	Base : All respondents	8001
33		Q5.23 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?	Base : All respondents	8001
34		Q5.24 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?	Base : All respondents	8001
35		Q5.25 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?	Base : All respondents	8001
36		Q5.26 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?	Base : All respondents	8001
37		Q5.27 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?	Base : All respondents	8001
38		Q5.28 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?	Base : All respondents	8001
39		Q5.29 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?	Base : All respondents	8001
40		Q5.30 Regardless of which party you would vote for, please say whether you think the following words or phrases are true or are not true of the Conservative Party?	Base : All respondents	8001
41		Q6.1 Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed),	Base : All respondents	8001
42		Q6.1 Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed),	Base : All respondents	8001
43		Q6.1 Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed),	Base : All respondents	8001
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Page	Table	Title	Base Description	Base
76		Q6.4 Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed),	Base : All respondents	8001
77		Q6.4 Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed),	Base : All respondents	8001
78		Q6.4 Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed),	Base : All respondents	8001
79		Q6.4 Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed),	Base : All respondents	8001
80		Q6.4 Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed),	Base : All respondents	8001
81		Q6.4 Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed),	Base : All respondents	8001
82		Q6.4 Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed),	Base : All respondents	8001
83		Q6.4 Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed),	Base : All respondents	8001
● 84		Q6.4 Now please indicate how positively or negatively you feel about the following individuals - using a scale from -100 (very negative indeed) to +100 (very positive indeed),	Base : All respondents	8001
85		Demog_Trade. Are you a member of a trade union?	Base : All respondents	8001
86		Demog_Health. Do you have private health insurance?	Base : All respondents	8001
87		Demog_PrivateSchool. Were you educated in a fee paying private school?	Base : All respondents	8001
88		Demog_PensionArr. Which of these best describes your pension arrangements?	Base : All working	4421
89		demogs_hols. Have you taken a foreign holiday in the last 3 years?	Base : All respondents	8001
90		demogs_house. Is the house or flat in which you live...?	Base : All respondents	8001
91		demogs_education1. At what age did you finish your full time education?	Base : All respondents	8001
92		demogs_education1. At what age did you finish your full time education?	Base : All respondents	8001
93		demogs_education1. At what age did you finish your full time education?	Base : All respondents	8001

Page	Table	Title	Base Description	Base
94		demogs_education2. What is the highest educational level that you have achieved to date?	Base : All respondents	8001
95		demogs_responsible. Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from	Base : All respondents	8001
96		demogs_cars. How many cars are there in your household?	Base : All respondents	8001
97		demogs_ethnicity. To which of the following ethnic groups do you consider you belong?	Base : All respondents	8001
98		demogs_religion. To which of the following religious groups do you consider yourself to be a member of?	Base : All respondents	8001
99		demogs_town. Which of the following best describes where you live?	Base : All respondents	8001
100		demogs_status. Which of the following best describes your current working status?	Base : All respondents	8001
101		demogs_ciestatus. The Chief Income Earner is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source. If	Base : All respondents	8001
102		demogs_pension. Does the Chief Income Earner have a private pension / allowance?	Base : All retired	1970
103		demogs_occupation. Do you work in any of the following occupations?	Base : All working	4421
104		demogs_children. Do you have any children aged 18 or under? If so, how old are they?	Base : All respondents	8001
105		demogs_gender. Are you....?	Base : All respondents	8001
106		demogs_itv. Which of the following ITV regions do you live in?	Base : All respondents	8001
107		demogs_region. Which one of these regions do you live in?	Base : All respondents	8001
108		demogs_marital. Which of the following best describes your marital status?	Base : All respondents	8001
109		demogs_income. What is the combined annual income of your household, prior to tax being deducted?	Base : All respondents	8001
110		QCAgeBand. Please select which age band you fall into	Base : All respondents	8001
111		QCUnder18. How many people under the age of 18 live in your household?	Base : All respondents	8001
112		QCOver18. How many people aged 18 and over live in your household?	Base : All respondents	8001
113		QCHouseTot. Total household members	Base : All respondents	8001
114		grader_output. SEG	Base : All respondents	8001

	Page	Table	Title	Base Description	Base
	115		vote_q1. Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely	Base : All respondents	8001
	116		vote_Q2. If there were a general election tomorrow, which party would you vote for?	Base : All who would vote in a new general election	7355
	117		vote_Q2b. Would that be...?	Base : All who would vote for another party	772
	118		vote_Q3. At the general election in May last year, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?	Base : All respondents	8001
	119		vote_Q4. And which party did you vote for in the general election in May last year?	Base : All who voted in the general election in May last year	6372
	120		vote_Q4b. Would that be...?	Base : All who voted for another party	385