Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 1

Q.1 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?

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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base		8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Absolutely certain to vote	(10)	4745	2533	2212	368	558	817	840	846	1316	1375	1402	959	1008	299	1134	1294	1190	692	434	664	1840
		56%	61%	51%	36%	41%	51%	59%	67%	74%	60%	57%	54%	52%	49%	53%	58%	56%	57%	59%	56%	52%
	(9)	833	421	412	107	132	148	131	119	196	308	235	143	146	36	231	211	190	122	80	113	333
		10%	10%	10%	11%	10%	9%	9%	9%	11%	14%	10%	8%	8%	6%	11%	9%	9%	10%	11%	9%	9%
	(8)	686	319	367	125	146	154	105	83	73	193	204	139	149	47	172	187	162	113	52	118	344
		8%	8%	9%	12%	11%	10%	7%	7%	4%	8%	8%	8%	8%	8%	8%	8%	8%	9%	7%	10%	10%
	(7)	373	150	223	85	92	71	65	27	33	90	118	89	76	29	110	101	87	46	30	68	185
		4%	4%	5%	8%	7%	4%	5%	2%	2%	4%	5%	5%	4%	5%	5%	5%	4%	4%	4%	6%	5%
	(6)	213	80	134	51	54	56	27	18	9	48	68	43	55	22	62	52	57	28	15	36	105
		3%	2%	3%	5%	4%	3%	2%	1%	1%	2%	3%	2%	3%	4%	3%	2%	3%	2%	2%	3%	3%
	(5)	401	154	247	77	92	98	58	48	27	70	118	104	110	43	116	98	108	48	30	56	197
		5%	4%	6%	8%	7%	6%	4%	4%	2%	3%	5%	6%	6%	7%	5%	4%	5%	4%	4%	5%	6%
	(4)	117	50	67	35	20	22	16	15	10	23	40	23	32	12	37	29	27	18	7	15	53
		1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%
	(3)	140	59	81	25	31	37	28	13	6	27	44	34	35	18	28	31	39	23	19	25	70
		2%	1%	2%	2%	2%	2%	2%	1%	*	1%	2%	2%	2%	3%	1%	1%	2%	2%	3%	2%	2%
	(2)	137	51	87	35	32	25	25	11	10	25	28	43	41	17	40	36	36	18	8	12	64
		2%	1%	2%	3%	2%	2%	2%	1%	1%	1%	1%	2%	2%	3%	2%	2%	2%	1%	1%	1%	2%
Definitely would not vote	(1)	556	258	298	68	125	132	109	62	61	84	115	154	203	77	146	126	157	82	45	68	241
		7%	6%	7%	7%	9%	8%	8%	5%	3%	4%	5%	9%	10%	13%	7%	6%	7%	7%	6%	6%	7%
Don't know		222	54	168	36	66	41	29	23	27	30	70	41	81	9	65	58	61	25	12	21	89
		3%	1%	4%	4%	5%	3%	2%	2%	2%	1%	3%	2%	4%	1%	3%	3%	3%	2%	2%	2%	3%
Mean		8.30	8.52	8.08	7.46	7.59	7.98	8.29	8.79	9.23	8.75	8.45	7.99	7.82	7.42	8.18	8.43	8.21	8.33	8.44	8.34	8.11
Standard deviation		2.74	2.63	2.83	2.87	3.02	2.91	2.83	2.42	1.97	2.27	2.53	2.99	3.14	3.31	2.78	2.62	2.84	2.73	2.67	2.61	2.79
Standard error		0.03	0.04	0.04	0.10	0.09	0.08	0.07	0.06	0.05	0.04	0.06	0.08	0.08	0.15	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Table 1

Q.1 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?

Base: All respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base		8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Absolutely certain to vote	(10)	4745	1354	1785	360	1665	1368	932	1536	1134	671	627	776
		56%	70%	67%	58%	70%	71%	61%	64%	49%	53%	52%	64%
	(9)	833	214	291	88	243	181	216	252	217	102	146	116
		10%	11%	11%	14%	10%	9%	14%	10%	9%	8%	12%	10%
	(8)	686	150	213	69	179	123	150	187	197	100	125	76
		8%	8%	8%	11%	8%	6%	10%	8%	8%	8%	10%	6%
	(7)	373	65	124	34	77	66	70	93	108	65	69	39
		4%	3%	5%	6%	3%	3%	5%	4%	5%	5%	6%	3%
	(6)	213	28	77	21	32	28	20	43	76	49	26	20
		3%	1%	3%	3%	1%	1%	1%	2%	3%	4%	2%	2%
	(5)	401	61	95	26	48	58	48	65	144	77	71	44
		5%	3%	4%	4%	2%	3%	3%	3%	6%	6%	6%	4%
	(4)	117	21	22	9	14	11	10	26	36	25	21	9
		1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%
	(3)	140	21	27	7	15	13	16	30	47	24	18	21
		2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%
	(2)	137	11	22	4	12	6	13	24	54	25	13	22
		2%	1%	1%	1%	1%	*	1%	1%	2%	2%	1%	2%
Definitely would not vote	(1)	556	-	-	-	55	43	34	116	210	94	60	76
		7%	-	-	-	2%	2%	2%	5%	9%	7%	5%	6%
Don't know		222	-	-	-	25	22	25	40	98	33	30	20
		3%	-	-	-	1%	1%	2%	2%	4%	3%	3%	2%
Mean		8.30	9.23	9.11	8.91	9.15	9.15	8.92	8.73	7.83	8.02	8.34	8.54
Standard deviation		2.74	1.56	1.65	1.73	1.87	1.88	1.99	2.40	3.03	2.88	2.53	2.68
Standard error		0.03	0.03	0.03	0.07	0.04	0.05	0.05	0.05	0.07	0.08	0.07	0.08

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Absolutes/col percents

Table 2

Q.2 If there were to be a general election tomorrow, which party do you think you would vote 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Conservative	1925	1072	853	149	233	299	305	301	637	634	612	380	299	140	563	604	401	280	76	198	839
	23%	26%	20%	15%	17%	19%	21%	24%	36%	28%	25%	21%	15%	23%	26%	27%	19%	23%	10%	17%	24%
Labour	2654	1287	1367	372	483	552	468	371	408	680	781	537	656	155	639	641	819	342	214	496	1099
	32%	31%	32%	37%	36%	34%	33%	29%	23%	30%	32%	30%	34%	25%	30%	29%	39%	28%	29%	42%	31%
Liberal Democrat	617	311	306	86	112	109	86	106	118	226	166	111	115	34	165	159	135	128	30	65	278
	7%	8%	7%	9%	8%	7%	6%	8%	7%	10%	7%	6%	6%	6%	8%	7%	6%	11%	4%	5%	8%
SNP	229	122	107	17	32	49	46	43	42	57	57	54	62	13	-	-	-	-	229	36	91
	3%	3%	2%	2%	2%	3%	3%	3%	2%	2%	2%	3%	3%	2%	-	-	-	-	31%	3%	3%
Plaid Cymru	43	24	19	2	7	8	8	10	9	10	14	14	6	4	-	-	-	43	-	8	20
	1%	1%	*	*	1%	1%	1%	1%	1%	*	1%	1%	*	1%	-	-	-	4%	-	1%	1%
The UK Independence Party	584	373	211	20	35	69	96	128	237	143	174	128	140	36	139	184	150	91	20	53	205
	7%	9%	5%	2%	3%	4%	7%	10%	13%	6%	7%	7%	7%	6%	6%	8%	7%	7%	3%	4%	6%
The Green Party	232	110	123	52	30	39	46	41	24	69	81	30	53	11	66	75	48	33	10	41	95
	3%	3%	3%	5%	2%	2%	3%	3%	1%	3%	3%	2%	3%	2%	3%	3%	2%	3%	1%	3%	3%
The British National Party	91	52	39	4	13	23	29	13	9	9	26	28	28	11	26	35	23	5	3	14	43
	1%	1%	1%	*	1%	1%	2%	1%	1%	*	1%	2%	1%	2%	1%	2%	1%	*	*	1%	1%
Some other party	41	25	16	5	6	7	10	9	5	12	9	9	11	4	14	13	9	4	2	10	17
	*	1%	*	1%	*	*	1%	1%	*	1%	*	1%	1%	1%	1%	1%	*	*	*	1%	*
Would not vote	655	298	357	90	151	156	122	69	67	105	133	180	237	85	174	149	176	103	52	83	281
	8%	7%	8%	9%	11%	10%	9%	5%	4%	5%	5%	10%	12%	14%	8%	7%	8%	8%	7%	7%	8%
Rather not say	99	38	61	25	18	24	8	15	10	25	19	24	32	13	24	31	24	11	10	9	44
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%
Don't know	1252	417	835	188	229	264	209	159	202	306	373	275	298	104	330	331	329	176	86	183	512
	15%	10%	19%	19%	17%	17%	15%	13%	11%	13%	15%	16%	15%	17%	15%	15%	16%	14%	12%	15%	15%

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Table 2

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?

Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optimistic Individualists	Entitlement Anxiety	Suspicious Strivers	Liberal Idealists	Downbeat Dependants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Conservative	1925	1925	-	-	1561	42	105	1267	208	252	170	29
	23%	100%	-	-	66%	2%	7%	53%	9%	20%	14%	2%
Labour	2654	-	2654	-	136	1588	416	269	866	311	520	688
	32%	-	100%	-	6%	83%	27%	11%	37%	25%	43%	56%
Liberal Democrat	617	-	-	617	32	10	481	184	130	101	135	68
	7%	-	-	100%	1%	1%	31%	8%	6%	8%	11%	6%
SNP	229	-	-	-	2	24	22	31	90	17	42	49
	3%	-	-	-	*	1%	1%	1%	4%	1%	3%	4%
Plaid Cymru	43	-	-	-	1	2	8	5	12	11	6	9
	1%	-	-	-	*	*	*	*	1%	1%	1%	1%
The UK Independence Party	584	-	-	-	259	31	71	180	171	149	17	67
	7%	-	-	-	11%	2%	5%	7%	7%	12%	1%	6%
The Green Party	232	-	-	-	15	16	82	28	61	31	47	65
	3%	-	-	-	1%	1%	5%	1%	3%	2%	4%	5%
The British National Party	91	-	-	-	17	8	7	9	37	26	5	14
	1%	-	-	-	1%	*	*	*	2%	2%	*	1%
Some other party	41	-	-	-	5	5	12	8	16	6	4	8
	*	-	-	-	*	*	1%	*	1%	*	*	1%
Would not vote	655	-	-	-	63	46	42	134	248	109	75	89
	8%	-	-	-	3%	2%	3%	6%	11%	9%	6%	7%
Rather not say	99	-	-	-	9	3	5	26	36	14	16	7
	1%	-	-	-	*	*	*	1%	2%	1%	1%	1%
Don't know	1252	-	-	-	266	143	285	272	447	237	169	127
	15%	-	-	-	11%	7%	19%	11%	19%	19%	14%	10%

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Table 3

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?
Base: All respondents expressing an intention to vote

		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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	6450	3448	3002	618	904	1085	1116	1154	1573	2603	1573	1059	1215	334	1725	1591	1651	895	588	898	2584
Weighted base	6418	3376	3042	707	950	1156	1093	1021	1490	1840	1918	1289	1370	408	1612	1712	1585	925	584	921	2686
Conservative	1925	1072	853	149	233	299	305	301	637	634	612	380	299	140	563	604	401	280	76	198	839
	30%	32%	28%	21%	25%	26%	28%	30%	43%	34%	32%	29%	22%	34%	35%	35%	25%	30%	13%	22%	31%
Labour	2654	1287	1367	372	483	552	468	371	408	680	781	537	656	155	639	641	819	342	214	496	1099
	41%	38%	45%	53%	51%	48%	43%	36%	27%	37%	41%	42%	48%	38%	40%	37%	52%	37%	37%	54%	41%
Liberal Democrat	617	311	306	86	112	109	86	106	118	226	166	111	115	34	165	159	135	128	30	65	278
	10%	9%	10%	12%	12%	9%	8%	10%	8%	12%	9%	9%	8%	8%	10%	9%	9%	14%	5%	7%	10%
SNP	229	122	107	17	32	49	46	43	42	57	57	54	62	13	-	-	-	-	229	36	91
	4%	4%	4%	2%	3%	4%	4%	4%	3%	3%	3%	4%	5%	3%	-	-	-	-	39%	4%	3%
Plaid Cymru	43	24	19	2	7	8	8	10	9	10	14	14	6	4	-	-	-	43	-	8	20
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	-	-	-	5%	-	1%	1%
The UK Independence Party	584	373	211	20	35	69	96	128	237	143	174	128	140	36	139	184	150	91	20	53	205
	9%	11%	7%	3%	4%	6%	9%	13%	16%	8%	9%	10%	10%	9%	9%	11%	9%	10%	3%	6%	8%
The Green Party	232	110	123	52	30	39	46	41	24	69	81	30	53	11	66	75	48	33	10	41	95
	4%	3%	4%	7%	3%	3%	4%	4%	2%	4%	4%	2%	4%	3%	4%	4%	3%	4%	2%	4%	4%
The British National Party	91	52	39	4	13	23	29	13	9	9	26	28	28	11	26	35	23	5	3	14	43
	1%	2%	1%	1%	1%	2%	3%	1%	1%	1%	1%	2%	2%	3%	2%	2%	1%	1%	*	2%	2%
Some other party	41	25	16	5	6	7	10	9	5	12	9	9	11	4	14	13	9	4	2	10	17
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	*	*	1%	1%

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Table 3

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?
Base: All respondents expressing an intention to vote

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	6450	2120	2384	664	2270	1428	1279	2171	1480	901	931	967
Weighted base	6418	1925	2654	617	2028	1726	1203	1980	1590	905	946	997
Conservative	1925	1925	-	-	1561	42	105	1267	208	252	170	29
	30%	100%	-	-	77%	2%	9%	64%	13%	28%	18%	3%
Labour	2654	-	2654	-	136	1588	416	269	866	311	520	688
	41%	-	100%	-	7%	92%	35%	14%	54%	34%	55%	69%
Liberal Democrat	617	-	-	617	32	10	481	184	130	101	135	68
	10%	-	-	100%	2%	1%	40%	9%	8%	11%	14%	7%
SNP	229	-	-	-	2	24	22	31	90	17	42	49
	4%	-	-	-	*	1%	2%	2%	6%	2%	4%	5%
Plaid Cymru	43	-	-	-	1	2	8	5	12	11	6	9
	1%	-	-	-	*	*	1%	*	1%	1%	1%	1%
The UK Independence Party	584	-	-	-	259	31	71	180	171	149	17	67
	9%	-	-	-	13%	2%	6%	9%	11%	16%	2%	7%
The Green Party	232	-	-	-	15	16	82	28	61	31	47	65
	4%	-	-	-	1%	1%	7%	1%	4%	3%	5%	7%
The British National Party	91	-	-	-	17	8	7	9	37	26	5	14
	1%	-	-	-	1%	*	1%	*	2%	3%	1%	1%
Some other party	41	-	-	-	5	5	12	8	16	6	4	8
	1%	-	-	-	*	*	1%	*	1%	1%	*	1%

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Absolutes/col percents

Table 4

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?
Base: All respondents expressing an intention to vote
Weighting: Turnout Weights
This table has been weighted on the basis of past voting to be politicically representative of the UK population as a whole and including only those most likely to vote

		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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	5049	2752	2297	402	644	825	883	946	1349	2089	1219	816	925	243	1327	1258	1288	704	470	701	1949
Weighted base	4980	2676	2304	465	676	868	863	831	1277	1476	1480	987	1037	293	1228	1340	1230	725	458	711	2016
Conservative	1528	863	665	90	161	233	247	252	546	516	481	292	239	103	446	483	314	223	62	153	642
	31%	32%	29%	19%	24%	27%	29%	30%	43%	35%	32%	30%	23%	35%	36%	36%	26%	31%	14%	21%	32%
Labour	2057	1030	1027	261	346	413	375	305	358	547	602	412	496	110	488	500	634	269	165	387	833
	41%	38%	45%	56%	51%	48%	43%	37%	28%	37%	41%	42%	48%	37%	40%	37%	52%	37%	36%	54%	41%
Liberal Democrat	460	237	223	49	80	82	67	85	98	172	121	84	83	25	121	124	103	90	23	47	197
	9%	9%	10%	11%	12%	9%	8%	10%	8%	12%	8%	9%	8%	9%	10%	9%	8%	12%	5%	7%	10%
SNP	182	100	82	11	24	37	39	34	37	47	46	44	45	9	-	-	-	-	182	27	70
	4%	4%	4%	2%	4%	4%	4%	4%	3%	3%	3%	4%	4%	3%	-	-	-	-	40%	4%	3%
Plaid Cymru	33	18	15	1	5	5	6	8	8	8	11	11	3	3	-	-	-	33	-	7	15
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	-	-	-	5%	-	1%	1%
The UK Independence Party	462	296	165	13	24	52	69	102	201	116	136	102	107	28	107	144	120	76	15	42	156
	9%	11%	7%	3%	4%	6%	8%	12%	16%	8%	9%	10%	10%	10%	9%	11%	10%	10%	3%	6%	8%
The Green Party	169	80	89	35	23	27	35	30	18	53	59	21	36	7	43	55	38	27	7	31	68
	3%	3%	4%	8%	3%	3%	4%	4%	1%	4%	4%	2%	3%	2%	3%	4%	3%	4%	1%	4%	3%
The British National Party	61	35	26	1	8	15	19	10	8	7	18	17	19	6	13	24	17	5	2	10	24
	1%	1%	1%	*	1%	2%	2%	1%	1%	*	1%	2%	2%	2%	1%	2%	1%	1%	*	1%	1%
Some other party	29	17	12	3	5	5	7	6	4	9	6	4	9	2	11	11	4	2	2	7	11
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	*	1%	1%	1%	1%	*	*	*	1%	1%

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Absolutes/col percents

Table 4

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?
Base: All respondents expressing an intention to vote
Weighting: Turnout Weights
This table has been weighted on the basis of past voting to be politicically representative of the UK population as a whole and including only those most likely to vote

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	5049	1702	1853	499	1891	1174	1028	1765	1114	680	712	778
Weighted base	4980	1528	2057	460	1683	1407	964	1600	1187	680	714	799
Conservative	1528	1528	-	-	1303	34	86	1033	153	197	127	17
	31%	100%	-	-	77%	2%	9%	65%	13%	29%	18%	2%
Labour	2057	-	2057	-	112	1304	336	210	644	234	402	567
	41%	-	100%	-	7%	93%	35%	13%	54%	34%	56%	71%
Liberal Democrat	460	-	-	460	22	7	384	144	96	71	99	50
	9%	-	-	100%	1%	*	40%	9%	8%	11%	14%	6%
SNP	182	-	-	-	1	19	19	25	72	13	31	40
	4%	-	-	-	*	1%	2%	2%	6%	2%	4%	5%
Plaid Cymru	33	-	-	-	1	*	6	4	8	8	5	7
	1%	-	-	-	*	*	1%	*	1%	1%	1%	1%
The UK Independence Party	462	-	-	-	214	24	56	148	134	114	11	55
	9%	-	-	-	13%	2%	6%	9%	11%	17%	2%	7%
The Green Party	169	-	-	-	12	11	64	23	42	24	32	48
	3%	-	-	-	1%	1%	7%	1%	4%	3%	5%	6%
The British National Party	61	-	-	-	14	4	5	7	27	15	3	9
	1%	-	-	-	1%	*	1%	*	2%	2%	*	1%
Some other party	29	-	-	-	4	4	7	5	12	4	3	6
	1%	-	-	-	*	*	1%	*	1%	1%	*	1%

Blue Collar Workers Study

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Absolutes/col percents

Table 5

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?
Base: All respondents
Weighting: Turnout Weights

		Q.3 General Election Vote											
	Total	Conservative	Labour	Liberal Democrat	SNP	Plaid Cymru	The UK Independence Party	The Green Party	The British National Party	Some other party	Did not vote	Prefer not to say	Don't know
Unweighted base	5720	2078	1254	1217	148	29	166	73	48	36	535	113	21
Weighted base	5636	1853	1495	1147	137	25	156	65	44	30	549	114	20
Conservative	1528	1303	34	86	2	1	6	-	4	3	80	9	-
	27%	70%	2%	8%	1%	3%	4%	-	9%	11%	15%	8%	-
Labour	2057	112	1304	336	5	1	12	8	4	8	248	18	1
	36%	6%	87%	29%	3%	6%	7%	13%	10%	27%	45%	16%	3%
Liberal Democrat	460	22	7	384	1	1	1	2	-	1	40	2	*
	8%	1%	*	33%	1%	3%	1%	3%	-	2%	7%	2%	2%
SNP	182	1	19	19	123	-	-	-	-	-	17	2	-
	3%	*	1%	2%	90%	-	-	-	-	-	3%	2%	-
Plaid Cymru	33	1	*	6	-	21	-	-	-	-	5	1	-
	1%	*	*	1%	-	81%	-	-	-	-	1%	1%	-
The UK Independence Party	462	214	24	56	1	-	125	2	10	3	25	2	*
	8%	12%	2%	5%	1%	-	80%	3%	22%	10%	5%	2%	2%
The Green Party	169	12	11	64	1	-	1	46	-	-	30	1	1
	3%	1%	1%	6%	1%	-	1%	72%	-	-	5%	1%	6%
The British National Party	61	14	4	5	*	-	3	*	25	1	7	-	-
	1%	1%	*	*	*	-	2%	1%	57%	2%	1%	-	-
Some other party	29	4	4	7	-	-	-	2	-	9	3	1	*
	1%	*	*	1%	-	-	-	2%	-	29%	1%	1%	1%
Would not vote	7	*	*	*	-	-	-	-	*	-	6	-	-
	*	*	*	*	-	-	-	-	*	-	1%	-	-
Rather not say	74	8	2	5	-	-	1	-	-	-	9	49	1
	1%	*	*	*	-	-	1%	-	-	-	2%	43%	2%
Don't know	575	162	87	178	3	2	6	5	1	5	80	29	17
	10%	9%	6%	16%	2%	8%	4%	7%	3%	18%	14%	26%	83%

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Absolutes/col percents

Table 6

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Conservative	2365	1327	1038	132	234	381	369	408	841	750	740	474	400	166	693	739	489	343	101	249	967
	28%	32%	24%	13%	17%	24%	26%	32%	48%	33%	30%	27%	21%	27%	32%	33%	23%	28%	14%	21%	27%
Labour	1918	912	1006	173	321	413	350	302	360	487	532	415	484	124	423	454	600	245	196	371	770
	23%	22%	23%	17%	24%	26%	24%	24%	20%	21%	22%	23%	25%	20%	20%	20%	28%	20%	27%	31%	22%
Liberal Democrat	1535	734	801	147	247	289	269	254	328	522	456	267	289	75	379	408	383	292	73	240	622
	18%	18%	19%	15%	18%	18%	19%	20%	19%	23%	19%	15%	15%	12%	18%	18%	18%	24%	10%	20%	18%
SNP	164	91	73	7	22	26	30	37	41	35	49	34	46	8	-	-	-	-	164	21	58
	2%	2%	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	2%	1%	-	-	-	-	22%	2%	2%
Plaid Cymru	30	19	11	1	6	1	7	7	8	9	5	11	5	2	-	-	-	30	-	5	13
	*	*	*	*	*	*	1%	1%	*	*	*	1%	*	*	-	-	-	2%	-	*	*
The UK Independence Party	195	111	84	3	15	23	36	48	69	40	53	55	47	16	45	64	52	32	2	23	76
	2%	3%	2%	*	1%	1%	3%	4%	4%	2%	2%	3%	2%	3%	2%	3%	2%	3%	*	2%	2%
The Green Party	85	43	42	11	12	14	21	17	9	25	26	13	21	2	28	26	19	7	4	25	27
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	2%	1%
The British National Party	64	38	26	-	11	17	21	12	4	5	15	15	28	9	20	23	17	3	1	4	36
	1%	1%	1%	-	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	*	*	*	1%
Some other party	38	21	17	3	5	8	6	6	11	13	14	2	10	2	8	14	7	1	8	7	12
	*	1%	*	*	*	*	*	*	1%	1%	1%	*	*	*	*	1%	*	*	1%	1%	*
Did not vote	1762	730	1032	468	419	377	285	137	77	332	478	423	529	173	466	423	483	236	155	218	824
	21%	18%	24%	46%	31%	24%	20%	11%	4%	15%	20%	24%	27%	28%	22%	19%	23%	19%	21%	18%	23%
Prefer not to say	227	86	141	58	52	41	28	27	20	46	69	44	67	20	70	65	46	22	23	28	96
	3%	2%	3%	6%	4%	3%	2%	2%	1%	2%	3%	2%	3%	3%	3%	3%	2%	2%	3%	2%	3%
Don't know	41	17	24	8	5	9	10	8	2	10	5	16	10	14	9	6	17	4	5	5	21
	*	*	1%	1%	*	1%	1%	1%	*	*	*	1%	1%	2%	*	*	1%	*	1%	*	1%

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Absolutes/col percents

Table 6

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Conservative	2365	1561	136	32	2365	-	-	1360	390	362	182	71
	28%	81%	5%	5%	100%	-	-	56%	17%	29%	15%	6%
Labour	1918	42	1588	10	-	1918	-	211	650	237	358	462
	23%	2%	60%	2%	-	100%	-	9%	28%	19%	30%	38%
Liberal Democrat	1535	105	416	481	-	-	1535	317	409	225	283	302
	18%	5%	16%	78%	-	-	100%	13%	18%	18%	23%	25%
SNP	164	2	7	1	-	-	-	24	62	17	27	34
	2%	*	*	*	-	-	-	1%	3%	1%	2%	3%
Plaid Cymru	30	1	2	1	-	-	-	5	7	5	6	8
	*	*	*	*	-	-	-	*	*	*	1%	1%
The UK Independence Party	195	7	14	2	-	-	-	47	67	39	9	34
	2%	*	1%	*	-	-	-	2%	3%	3%	1%	3%
The Green Party	85	-	9	2	-	-	-	12	22	10	15	26
	1%	-	*	*	-	-	-	*	1%	1%	1%	2%
The British National Party	64	5	5	-	-	-	-	8	32	16	-	8
	1%	*	*	-	-	-	-	*	1%	1%	-	1%
Some other party	38	4	9	1	-	-	-	9	11	5	5	8
	*	*	*	*	-	-	-	*	*	*	*	1%
Did not vote	1762	184	439	79	-	-	-	365	583	305	269	240
	21%	10%	17%	13%	-	-	-	15%	25%	24%	22%	20%
Prefer not to say	227	16	28	9	-	-	-	47	77	30	44	28
	3%	1%	1%	1%	-	-	-	2%	3%	2%	4%	2%
Don't know	41	-	3	1	-	-	-	8	12	14	7	1
	*	-	*	*	-	-	-	*	1%	1%	1%	*

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Absolutes/col percents

Table 7

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents giving a past vote

		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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	6488	3408	3080	405	825	1117	1141	1238	1762	2683	1553	1064	1188	335	1725	1643	1641	918	561	929	2501
Weighted base	6394	3296	3098	477	873	1173	1110	1091	1670	1887	1890	1286	1331	403	1596	1729	1567	953	548	945	2581
Conservative	2365	1327	1038	132	234	381	369	408	841	750	740	474	400	166	693	739	489	343	101	249	967
	37%	40%	34%	28%	27%	33%	33%	37%	50%	40%	39%	37%	30%	41%	43%	43%	31%	36%	18%	26%	37%
Labour	1918	912	1006	173	321	413	350	302	360	487	532	415	484	124	423	454	600	245	196	371	770
	30%	28%	32%	36%	37%	35%	32%	28%	22%	26%	28%	32%	36%	31%	26%	26%	38%	26%	36%	39%	30%
Liberal Democrat	1535	734	801	147	247	289	269	254	328	522	456	267	289	75	379	408	383	292	73	240	622
	24%	22%	26%	31%	28%	25%	24%	23%	20%	28%	24%	21%	22%	19%	24%	24%	24%	31%	13%	25%	24%
SNP	164	91	73	7	22	26	30	37	41	35	49	34	46	8	-	-	-	-	164	21	58
	3%	3%	2%	2%	3%	2%	3%	3%	2%	2%	3%	3%	3%	2%	-	-	-	-	30%	2%	2%
Plaid Cymru	30	19	11	1	6	1	7	7	8	9	5	11	5	2	-	-	-	30	-	5	13
	*	1%	*	*	1%	*	1%	1%	*	*	*	1%	*	*	-	-	-	3%	-	1%	1%
The UK Independence Party	195	111	84	3	15	23	36	48	69	40	53	55	47	16	45	64	52	32	2	23	76
	3%	3%	3%	1%	2%	2%	3%	4%	4%	2%	3%	4%	4%	4%	3%	4%	3%	3%	*	2%	3%
The Green Party	85	43	42	11	12	14	21	17	9	25	26	13	21	2	28	26	19	7	4	25	27
	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	3%	1%
The British National Party	64	38	26	-	11	17	21	12	4	5	15	15	28	9	20	23	17	3	1	4	36
	1%	1%	1%	-	1%	1%	2%	1%	*	*	1%	1%	2%	2%	1%	1%	1%	*	*	*	1%
Some other party	38	21	17	3	5	8	6	6	11	13	14	2	10	2	8	14	7	1	8	7	12
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	*	*	1%	1%	*

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Absolutes/col percents

Table 7

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?
Base: All respondents giving a past vote

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	6488	1920	1947	571	2645	1594	1623	2207	1543	927	879	932
Weighted base	6394	1726	2185	529	2365	1918	1535	1992	1649	916	885	952
Conservative	2365	1561	136	32	2365	-	-	1360	390	362	182	71
	37%	90%	6%	6%	100%	-	-	68%	24%	40%	21%	7%
Labour	1918	42	1588	10	-	1918	-	211	650	237	358	462
	30%	2%	73%	2%	-	100%	-	11%	39%	26%	40%	48%
Liberal Democrat	1535	105	416	481	-	-	1535	317	409	225	283	302
	24%	6%	19%	91%	-	-	100%	16%	25%	25%	32%	32%
SNP	164	2	7	1	-	-	-	24	62	17	27	34
	3%	*	*	*	-	-	-	1%	4%	2%	3%	4%
Plaid Cymru	30	1	2	1	-	-	-	5	7	5	6	8
	*	*	*	*	-	-	-	*	*	1%	1%	1%
The UK Independence Party	195	7	14	2	-	-	-	47	67	39	9	34
	3%	*	1%	*	-	-	-	2%	4%	4%	1%	4%
The Green Party	85	-	9	2	-	-	-	12	22	10	15	26
	1%	-	*	*	-	-	-	1%	1%	1%	2%	3%
The British National Party	64	5	5	-	-	-	-	8	32	16	-	8
	1%	*	*	-	-	-	-	*	2%	2%	-	1%
Some other party	38	4	9	1	-	-	-	9	11	5	5	8
	1%	*	*	*	-	-	-	*	1%	1%	1%	1%

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Absolutes/col percents

Table 8

Q.4 Can you say briefly in your own words what is the main reason you would not vote Conservative at the next election?
Base: All self-employed C2s who intend to vote for a party other than the Conservatives at the next 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	212	161	51	8	28	50	63	49	14	-	-	212	-	212	50	43	60	35	24	11	201
Weighted base	267	208	59	11	38	65	76	62	16	-	-	267	-	267	61	58	71	46	32	16	251
Dislike their other policies (non-specific)/what they are doing/not doing	51 19%	36 17%	15 26%	2 17%	4 10%	16 25%	13 17%	11 18%	5 33%	- -	- -	51 19%	- -	51 19%	11 18%	14 23%	9 13%	10 22%	8 24%	1 7%	50 20%
Have performed poorly/ doing a bad job/nothing improving/no confidence in the party	49 18%	45 21%	5 8%	- -	4 11%	10 15%	19 26%	11 17%	5 34%	- -	- -	49 18%	- -	49 18%	8 14%	8 14%	15 22%	12 26%	6 18%	2 16%	47 19%
Do not represent/ understand/work for the people/working classes/ others	42 16%	32 15%	11 18%	- -	10 27%	8 12%	16 21%	6 10%	2 15%	- -	- -	42 16%	- -	42 16%	4 7%	10 16%	18 25%	4 9%	6 20%	5 29%	38 15%
Broken promises/lies/do not trust them	37 14%	30 14%	7 13%	1 7%	3 7%	7 11%	13 17%	11 18%	3 18%	- -	- -	37 14%	- -	37 14%	9 15%	13 22%	10 14%	5 11%	- -	- -	37 15%
Look after their own interests/ of the wealthy/elite	35 13%	23 11%	12 20%	2 16%	5 12%	10 16%	10 13%	9 14%	- -	- -	- -	35 13%	- -	35 13%	10 17%	6 10%	9 12%	6 14%	3 11%	- -	35 14%
Dislike conservatives/ conservative politicians/would never vote conservative	25 9%	22 11%	2 4%	- -	7 18%	3 4%	6 9%	8 13%	1 6%	- -	- -	25 9%	- -	25 9%	6 10%	1 2%	6 9%	3 8%	7 23%	- -	25 10%
Prefer other political parties	24 9%	22 11%	2 3%	- -	4 11%	8 12%	5 6%	6 10%	1 6%	- -	- -	24 9%	- -	24 9%	4 7%	6 11%	5 7%	5 10%	4 12%	2 11%	22 9%
Dislike the cuts	19 7%	11 5%	8 13%	2 16%	1 3%	8 12%	8 10%	1 1%	- -	- -	- -	19 7%	- -	19 7%	5 8%	8 14%	3 4%	3 7%	- -	- -	19 8%
Their handling of the economic situation/ poor/no improvement	17 6%	10 5%	7 12%	1 13%	2 6%	2 3%	6 8%	5 9%	- -	- -	- -	17 6%	- -	17 6%	2 4%	6 10%	4 5%	5 12%	- -	1 9%	16 6%
All political parties are the same/as bad as each other	8 3%	8 4%	- -	- -	1 3%	5 8%	1 2%	- -	- -	- -	- -	8 3%	- -	8 3%	3 6%	- -	2 2%	1 3%	1 4%	- -	8 3%

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Table 8

Q.4 Can you say briefly in your own words what is the main reason you would not vote Conservative at the next election?
Base: All self-employed C2s who intend to vote for a party other than the Conservatives at the next 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	267	208	59	11	38	65	76	62	16	-	-	267	-	267	61	58	71	46	32	16	251
I do not like/trust their leader/David Cameron	7 3%	7 3%	- -	- -	2 4%	1 2%	2 2%	3 4%	- -	- -	- -	7 3%	- -	7 3%	1 2%	- -	* 1%	3 6%	3 9%	1 8%	6 2%
Do not like the coalition	4 2%	4 2%	- -	- -	- -	1 2%	1 2%	2 2%	- -	- -	- -	4 2%	- -	4 2%	- -	3 5%	- -	1 3%	- -	- -	4 2%
Failure on immigration/ immigration policies	4 1%	3 2%	1 1%	- -	- -	2 3%	1 1%	- -	1 6%	- -	- -	4 1%	- -	4 1%	- -	2 4%	1 1%	1 2%	- -	- -	4 2%
Appathetic/dislike politics/politicians	3 1%	1 1%	2 3%	2 17%	1 4%	- -	- -	- -	- -	- -	- -	3 1%	- -	3 1%	- -	- -	1 2%	2 4%	- -	- -	3 1%
Interfering/pushy	3 1%	3 1%	- -	- -	- -	1 2%	1 2%	- -	- -	- -	- -	3 1%	- -	3 1%	- -	1 2%	1 2%	- -	- -	- -	3 1%
Neutral/undecided/ depends	2 1%	1 *	1 1%	- -	- -	1 1%	1 1%	- -	- -	- -	- -	2 1%	- -	2 1%	- -	1 1%	- -	1 2%	- -	- -	2 1%
Their handling of the banking situation/ badly/not decisive	1 1%	1 1%	- -	- -	- -	- -	1 2%	- -	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	1 3%	- -	- -	1 1%
I would vote conservative	1 1%	- -	1 2%	1 13%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 1%	- -	1 2%	- -	- -	- -	- -	1 1%
Other answers	5 2%	4 2%	1 2%	- -	- -	4 6%	- -	1 2%	- -	- -	- -	5 2%	- -	5 2%	- -	2 3%	2 3%	1 3%	- -	- -	5 2%
No particular reason	1 1%	1 1%	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	1 1%	- -	1 1%	- -	1 2%	- -	- -	- -	- -	1 1%
Don't know	21 8%	11 5%	10 18%	2 18%	6 16%	4 6%	5 7%	3 4%	2 11%	- -	- -	21 8%	- -	21 8%	14 24%	1 2%	2 4%	2 4%	1 3%	5 31%	16 6%

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Base: All self-employed C2s who intend to vote for a party other than the Conservatives at the next election

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	212	-	114	28	25	72	43	31	63	53	35	30
Weighted base	267	-	155	34	27	105	52	36	82	65	47	37
Dislike their other policies (non-specific)/what they are doing/not doing	51	-	24	10	8	18	14	9	16	10	9	8
	19%	-	15%	29%	31%	17%	26%	24%	19%	15%	19%	21%
Have performed poorly/ doing a bad job/nothing improving/no confidence in the party	49	-	31	1	7	12	8	8	18	15	7	2
	18%	-	20%	4%	27%	11%	15%	22%	22%	23%	14%	6%
Do not represent/ understand/work for the people/working classes/ others	42	-	32	3	-	23	9	4	8	16	5	9
	16%	-	21%	9%	-	22%	17%	11%	10%	24%	11%	25%
Broken promises/lies/do not trust them	37	-	17	3	3	13	4	7	12	12	2	4
	14%	-	11%	9%	11%	13%	8%	19%	14%	19%	3%	12%
Look after their own interests/ of the wealthy/elite	35	-	17	7	-	10	11	-	9	10	3	13
	13%	-	11%	20%	-	10%	22%	-	11%	15%	7%	35%
Dislike conservatives/ conservative politicians/would never vote conservative	25	-	11	3	1	8	6	3	5	4	9	4
	9%	-	7%	8%	4%	7%	11%	7%	6%	6%	20%	10%
Prefer other political parties	24	-	13	5	2	11	1	5	12	4	1	1
	9%	-	8%	15%	8%	10%	2%	14%	15%	7%	2%	2%
Dislike the cuts	19	-	15	-	1	6	3	-	2	9	-	7
	7%	-	10%	-	4%	5%	6%	-	3%	14%	-	20%
Their handling of the economic situation/ poor/no improvement	17	-	12	-	3	8	5	-	2	4	3	9
	6%	-	8%	-	10%	7%	9%	-	2%	6%	5%	24%
All political parties are the same/as bad as each other	8	-	2	-	2	2	-	1	4	1	2	-
	3%	-	1%	-	8%	1%	-	4%	4%	2%	3%	-

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Base: All self-employed C2s who intend to vote for a party other than the Conservatives at the next election

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	267	-	155	34	27	105	52	36	82	65	47	37
I do not like/trust their leader/David Cameron	7 3%	- -	3 2%	1 4%	- -	2 2%	3 5%	3 8%	4 5%	- -	- -	* 1%
Do not like the coalition	4 2%	- -	3 2%	- -	- -	2 1%	- -	3 7%	- -	2 2%	- -	- -
Failure on immigration/ immigration policies	4 1%	- -	1 1%	- -	1 4%	1 1%	- -	- -	2 3%	2 3%	- -	- -
Appathetic/dislike politics/politicians	3 1%	- -	3 2%	- -	- -	2 2%	- -	- -	- -	2 3%	1 3%	- -
Interfering/pushy	3 1%	- -	- -	1 4%	- -	- -	1 3%	- -	3 3%	- -	- -	- -
Neutral/undecided/ depends	2 1%	- -	- -	2 5%	- -	- -	- -	- -	1 1%	- -	- -	1 3%
Their handling of the banking situation/ badly/not decisive	1 1%	- -	- -	- -	- -	- -	- -	1 4%	- -	- -	- -	- -
I would vote conservative	1 1%	- -	- -	1 4%	- -	- -	1 3%	1 4%	- -	- -	- -	- -
Other answers	5 2%	- -	3 2%	- -	1 4%	1 1%	- -	1 3%	1 2%	3 4%	- -	- -
No particular reason	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 2%	- -	- -	- -
Don't know	21 8%	- -	16 10%	1 2%	3 10%	12 12%	4 7%	3 9%	2 3%	2 4%	11 24%	2 5%

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Table 9

Q.5 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats?
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
On the side of people like me																					
The Conservative Party	2012	1123	889	195	240	307	307	333	630	708	589	409	306	157	555	601	436	306	113	212	874
	24%	27%	21%	19%	18%	19%	21%	26%	36%	31%	24%	23%	16%	26%	26%	27%	21%	25%	15%	18%	25%
The Labour Party	3134	1507	1628	430	566	634	549	430	526	777	924	642	791	183	736	746	927	412	313	554	1265
	37%	37%	38%	43%	42%	40%	38%	34%	30%	34%	38%	36%	41%	30%	34%	34%	44%	34%	43%	46%	36%
The Liberal Democrats	2002	1060	942	250	322	370	338	310	412	659	627	364	352	149	492	541	479	341	151	277	875
	24%	26%	22%	25%	24%	23%	24%	25%	23%	29%	26%	21%	18%	24%	23%	24%	23%	28%	21%	23%	25%
None of them	3097	1405	1692	389	537	627	538	448	559	711	886	707	793	271	818	813	723	450	293	428	1330
	37%	34%	39%	38%	40%	39%	38%	35%	32%	31%	36%	40%	41%	44%	38%	37%	34%	37%	40%	36%	38%
Wants to help ordinary people get on in life																					
The Conservative Party	2323	1278	1045	240	316	353	337	347	731	772	705	476	371	166	640	685	502	353	144	244	999
	28%	31%	24%	24%	23%	22%	24%	27%	41%	34%	29%	27%	19%	27%	30%	31%	24%	29%	20%	20%	28%
The Labour Party	4456	2194	2261	574	730	840	738	661	912	1323	1290	870	973	272	1091	1134	1191	618	421	730	1801
	53%	53%	53%	57%	54%	52%	52%	52%	52%	58%	53%	49%	50%	45%	51%	51%	56%	51%	58%	61%	51%
The Liberal Democrats	3188	1688	1501	345	502	589	494	511	747	1090	977	575	546	212	805	875	735	528	246	438	1363
	38%	41%	35%	34%	37%	37%	35%	40%	42%	48%	40%	32%	28%	35%	38%	39%	35%	43%	34%	37%	39%
None of them	2497	1123	1374	326	443	517	461	352	398	513	690	596	698	235	657	648	608	349	235	326	1083
	30%	27%	32%	32%	33%	32%	32%	28%	23%	23%	28%	34%	36%	39%	31%	29%	29%	29%	32%	27%	31%

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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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Willing to take tough decisions for the long term																					
The Conservative Party	4782	2486	2296	482	680	838	810	788	1185	1454	1432	964	932	328	1214	1338	1156	709	364	659	1975
	57%	60%	53%	48%	50%	52%	57%	62%	67%	64%	59%	54%	48%	54%	57%	60%	55%	58%	50%	55%	56%
The Labour Party	2418	1186	1232	340	440	484	404	356	394	631	683	534	569	160	585	605	657	327	244	414	1007
	29%	29%	29%	34%	33%	30%	28%	28%	22%	28%	28%	30%	29%	26%	27%	27%	31%	27%	33%	35%	29%
The Liberal Democrats	2003	1043	961	207	331	364	329	326	446	603	537	427	437	163	498	551	474	315	165	270	860
	24%	25%	22%	21%	25%	23%	23%	26%	25%	26%	22%	24%	23%	27%	23%	25%	22%	26%	23%	23%	24%
None of them	2522	1073	1449	383	472	526	438	316	387	530	717	552	722	210	660	612	634	355	261	334	1100
	30%	26%	34%	38%	35%	33%	31%	25%	22%	23%	29%	31%	37%	34%	31%	28%	30%	29%	36%	28%	31%
Shares my values																					
The Conservative Party	2295	1248	1047	202	276	368	338	372	738	770	683	467	375	171	639	688	500	340	127	252	955
	27%	30%	24%	20%	20%	23%	24%	29%	42%	34%	28%	26%	19%	28%	30%	31%	24%	28%	17%	21%	27%
The Labour Party	2915	1427	1488	392	523	582	516	419	482	781	832	608	693	175	678	721	847	393	274	528	1194
	35%	35%	35%	39%	39%	36%	36%	33%	27%	34%	34%	34%	36%	29%	32%	32%	40%	32%	37%	44%	34%
The Liberal Democrats	1825	943	882	235	307	319	296	296	372	626	541	348	311	129	480	496	424	297	129	236	822
	22%	23%	21%	23%	23%	20%	21%	23%	21%	28%	22%	20%	16%	21%	22%	22%	20%	24%	18%	20%	23%
None of them	2946	1308	1638	418	540	608	527	400	452	614	857	673	802	263	773	748	697	410	317	410	1277
	35%	32%	38%	41%	40%	38%	37%	32%	26%	27%	35%	38%	41%	43%	36%	34%	33%	34%	43%	34%	36%

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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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Competent and capable																					
The Conservative Party	2450	1310	1139	284	362	424	369	355	656	759	751	497	443	191	639	733	547	381	150	291	1062
	29%	32%	27%	28%	27%	26%	26%	28%	37%	33%	31%	28%	23%	31%	30%	33%	26%	31%	21%	24%	30%
The Labour Party	2257	1094	1163	330	438	480	352	295	362	587	624	484	561	130	560	563	649	277	208	411	929
	27%	26%	27%	33%	32%	30%	25%	23%	20%	26%	26%	27%	29%	21%	26%	25%	31%	23%	28%	34%	26%
The Liberal Democrats	1125	573	553	142	212	223	177	154	219	355	292	252	226	90	286	330	265	167	77	132	530
	13%	14%	13%	14%	16%	14%	12%	12%	12%	16%	12%	14%	12%	15%	13%	15%	13%	14%	11%	11%	15%
None of them	4135	1902	2233	517	667	781	756	631	783	1030	1221	882	1002	330	1057	1040	1019	607	412	586	1723
	49%	46%	52%	51%	49%	49%	53%	50%	44%	45%	50%	50%	52%	54%	49%	47%	48%	50%	56%	49%	49%
Will do what they say																					
The Conservative Party	1874	990	884	208	279	304	270	289	523	592	561	363	359	120	474	556	423	280	142	242	759
	22%	24%	21%	21%	21%	19%	19%	23%	30%	26%	23%	21%	19%	20%	22%	25%	20%	23%	19%	20%	22%
The Labour Party	1891	927	965	270	340	398	302	242	340	504	518	394	476	113	461	467	547	225	192	359	750
	22%	22%	22%	27%	25%	25%	21%	19%	19%	22%	21%	22%	25%	19%	22%	21%	26%	19%	26%	30%	21%
The Liberal Democrats	1021	550	471	102	173	189	153	155	249	341	249	210	220	81	245	285	255	159	76	130	455
	12%	13%	11%	10%	13%	12%	11%	12%	14%	15%	10%	12%	11%	13%	11%	13%	12%	13%	10%	11%	13%
None of them	4879	2293	2586	607	785	935	889	740	922	1234	1444	1058	1144	392	1248	1274	1186	737	435	656	2097
	58%	56%	60%	60%	58%	58%	62%	59%	52%	54%	59%	60%	59%	64%	58%	57%	56%	61%	59%	55%	60%

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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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Represents the whole country, not just some types of people																					
The Conservative Party	1435	790	645	113	191	235	185	226	485	451	405	309	271	113	394	441	307	216	77	142	608
	17%	19%	15%	11%	14%	15%	13%	18%	27%	20%	17%	17%	14%	18%	18%	20%	15%	18%	10%	12%	17%
The Labour Party	2692	1295	1397	368	483	568	450	358	466	689	755	565	683	169	665	662	758	349	259	486	1090
	32%	31%	33%	36%	36%	35%	31%	28%	26%	30%	31%	32%	35%	28%	31%	30%	36%	29%	35%	41%	31%
The Liberal Democrats	1838	950	887	219	301	339	301	285	393	617	520	358	343	132	456	506	434	295	146	249	789
	22%	23%	21%	22%	22%	21%	21%	23%	22%	27%	21%	20%	18%	22%	21%	23%	21%	24%	20%	21%	22%
None of them	4114	1942	2172	520	680	785	743	606	779	1039	1225	885	964	339	1055	1085	998	596	381	570	1759
	49%	47%	51%	51%	50%	49%	52%	48%	44%	46%	50%	50%	50%	56%	49%	49%	47%	49%	52%	48%	50%
Its heart is in the right place																					
The Conservative Party	2486	1328	1158	239	348	399	384	389	727	771	762	512	441	183	696	732	538	366	155	270	1043
	30%	32%	27%	24%	26%	25%	27%	31%	41%	34%	31%	29%	23%	30%	32%	33%	25%	30%	21%	23%	30%
The Labour Party	3607	1792	1815	443	603	721	615	540	683	1030	1050	734	793	232	854	919	988	487	358	625	1469
	43%	43%	42%	44%	45%	45%	43%	43%	39%	45%	43%	41%	41%	38%	40%	41%	47%	40%	49%	52%	42%
The Liberal Democrats	3276	1730	1546	349	497	599	557	530	744	1104	993	610	569	225	800	922	769	509	276	454	1381
	39%	42%	36%	34%	37%	37%	39%	42%	42%	49%	41%	34%	29%	37%	37%	41%	36%	42%	38%	38%	39%
None of them	2680	1166	1514	397	490	548	472	355	419	553	763	607	757	233	731	680	664	356	248	357	1168
	32%	28%	35%	39%	36%	34%	33%	28%	24%	24%	31%	34%	39%	38%	34%	31%	31%	29%	34%	30%	33%

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Table 9

Q.5 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats?
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Stands for fairness																					
The Conservative Party	1996	1073	923	191	275	312	294	314	610	637	608	414	337	151	559	603	422	297	114	213	854
	24%	26%	21%	19%	20%	20%	21%	25%	34%	28%	25%	23%	17%	25%	26%	27%	20%	24%	16%	18%	24%
The Labour Party	3364	1708	1656	474	598	631	569	490	602	945	985	677	757	208	819	834	932	448	332	577	1367
	40%	41%	39%	47%	44%	39%	40%	39%	34%	42%	40%	38%	39%	34%	38%	38%	44%	37%	45%	48%	39%
The Liberal Democrats	2892	1622	1270	326	442	507	479	490	648	950	888	546	508	205	742	798	680	445	225	378	1258
	34%	39%	30%	32%	33%	32%	33%	39%	37%	42%	36%	31%	26%	34%	35%	36%	32%	37%	31%	32%	36%
None of them	2992	1285	1707	388	521	631	523	407	523	653	853	676	809	253	769	763	750	420	290	412	1284
	36%	31%	40%	38%	39%	39%	36%	32%	30%	29%	35%	38%	42%	42%	36%	34%	36%	35%	40%	34%	36%
Stands for equal opportunity for all																					
The Conservative Party	1944	1080	864	175	265	317	280	296	612	623	568	418	335	163	554	587	410	282	111	189	839
	23%	26%	20%	17%	20%	20%	20%	23%	35%	27%	23%	24%	17%	27%	26%	26%	19%	23%	15%	16%	24%
The Labour Party	3736	1881	1855	492	609	727	670	544	694	1060	1097	754	825	252	907	952	972	534	372	619	1543
	44%	46%	43%	49%	45%	45%	47%	43%	39%	47%	45%	43%	43%	41%	42%	43%	46%	44%	51%	52%	44%
The Liberal Democrats	2968	1655	1313	340	472	535	485	477	660	983	891	579	516	227	756	806	705	470	232	401	1307
	35%	40%	31%	34%	35%	33%	34%	38%	37%	43%	36%	33%	27%	37%	35%	36%	33%	39%	32%	34%	37%
None of them	3023	1297	1726	385	518	605	530	446	539	662	863	689	809	243	801	760	766	422	273	416	1276
	36%	31%	40%	38%	38%	38%	37%	35%	30%	29%	35%	39%	42%	40%	37%	34%	36%	35%	37%	35%	36%

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Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
On the side of people like me												
The Conservative Party	2012	1457	135	115	1389	116	202	1326	177	255	226	28
	24%	76%	5%	19%	59%	6%	13%	55%	8%	20%	19%	2%
The Labour Party	3134	157	2241	141	249	1536	572	402	1031	372	610	720
	37%	8%	84%	23%	11%	80%	37%	17%	44%	29%	51%	59%
The Liberal Democrats	2002	560	542	478	550	362	712	702	406	263	405	226
	24%	29%	20%	78%	23%	19%	46%	29%	17%	21%	34%	19%
None of them	3097	396	358	116	783	326	480	694	1014	624	344	421
	37%	21%	13%	19%	33%	17%	31%	29%	44%	49%	29%	35%
Wants to help ordinary people get on in life												
The Conservative Party	2323	1455	211	148	1451	173	268	1422	279	302	280	41
	28%	76%	8%	24%	61%	9%	17%	59%	12%	24%	23%	3%
The Labour Party	4456	726	2351	297	863	1634	897	1058	1241	554	778	824
	53%	38%	89%	48%	36%	85%	58%	44%	53%	44%	65%	68%
The Liberal Democrats	3188	1004	876	502	1035	610	909	1230	620	429	537	372
	38%	52%	33%	81%	44%	32%	59%	51%	27%	34%	45%	30%
None of them	2497	319	273	95	608	250	333	499	868	512	269	350
	30%	17%	10%	15%	26%	13%	22%	21%	37%	40%	22%	29%

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Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Willing to take tough decisions for the long term												
The Conservative Party	4782	1752	1226	370	1939	894	855	1914	1077	679	658	454
	57%	91%	46%	60%	82%	47%	56%	79%	46%	54%	55%	37%
The Labour Party	2418	148	1639	133	214	1163	431	327	780	300	484	527
	29%	8%	62%	22%	9%	61%	28%	14%	34%	24%	40%	43%
The Liberal Democrats	2003	474	604	380	519	439	605	622	479	292	363	247
	24%	25%	23%	62%	22%	23%	39%	26%	21%	23%	30%	20%
None of them	2522	156	637	132	380	449	448	384	870	443	343	482
	30%	8%	24%	21%	16%	23%	29%	16%	37%	35%	28%	39%
Shares my values												
The Conservative Party	2295	1626	110	112	1611	101	214	1463	240	324	232	36
	27%	84%	4%	18%	68%	5%	14%	61%	10%	26%	19%	3%
The Labour Party	2915	107	2206	119	183	1525	540	348	944	321	586	715
	35%	6%	83%	19%	8%	79%	35%	14%	41%	25%	49%	59%
The Liberal Democrats	1825	439	468	494	459	264	775	607	376	247	363	232
	22%	23%	18%	80%	19%	14%	50%	25%	16%	20%	30%	19%
None of them	2946	260	393	102	609	336	430	566	1036	589	342	413
	35%	14%	15%	16%	26%	18%	28%	23%	45%	47%	28%	34%

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Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Competent and capable												
The Conservative Party	2450	1459	322	185	1391	247	330	1363	349	333	332	72
	29%	76%	12%	30%	59%	13%	21%	57%	15%	26%	28%	6%
The Labour Party	2257	150	1713	87	203	1222	332	321	718	258	479	482
	27%	8%	65%	14%	9%	64%	22%	13%	31%	20%	40%	39%
The Liberal Democrats	1125	376	212	324	364	144	355	445	204	179	224	73
	13%	20%	8%	52%	15%	8%	23%	18%	9%	14%	19%	6%
None of them	4135	454	901	245	893	646	832	865	1331	736	518	685
	49%	24%	34%	40%	38%	34%	54%	36%	57%	58%	43%	56%
Will do what they say												
The Conservative Party	1874	1111	283	138	1053	228	260	1027	237	239	277	94
	22%	58%	11%	22%	45%	12%	17%	43%	10%	19%	23%	8%
The Labour Party	1891	117	1443	76	166	1020	287	280	573	211	410	416
	22%	6%	54%	12%	7%	53%	19%	12%	25%	17%	34%	34%
The Liberal Democrats	1021	359	188	297	362	136	327	433	179	153	186	69
	12%	19%	7%	48%	15%	7%	21%	18%	8%	12%	15%	6%
None of them	4879	786	1134	289	1219	829	912	1183	1531	827	591	748
	58%	41%	43%	47%	52%	43%	59%	49%	66%	65%	49%	61%

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Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Represents the whole country, not just some types of people												
The Conservative Party	1435	1016	107	71	970	97	122	922	147	168	179	19
	17%	53%	4%	11%	41%	5%	8%	38%	6%	13%	15%	2%
The Labour Party	2692	206	1857	119	267	1303	456	401	864	317	499	611
	32%	11%	70%	19%	11%	68%	30%	17%	37%	25%	41%	50%
The Liberal Democrats	1838	502	524	397	498	355	609	649	363	255	336	234
	22%	26%	20%	64%	21%	19%	40%	27%	16%	20%	28%	19%
None of them	4114	793	723	200	1180	560	674	1096	1238	748	496	537
	49%	41%	27%	32%	50%	29%	44%	45%	53%	59%	41%	44%
Its heart is in the right place												
The Conservative Party	2486	1526	245	156	1518	192	296	1447	362	346	284	47
	30%	79%	9%	25%	64%	10%	19%	60%	16%	27%	24%	4%
The Labour Party	3607	444	2149	233	529	1526	713	697	1047	452	663	747
	43%	23%	81%	38%	22%	80%	46%	29%	45%	36%	55%	61%
The Liberal Democrats	3276	1031	902	502	1074	628	908	1176	679	477	557	386
	39%	54%	34%	81%	45%	33%	59%	49%	29%	38%	46%	32%
None of them	2680	278	439	99	579	335	372	542	941	508	305	384
	32%	14%	17%	16%	24%	17%	24%	22%	41%	40%	25%	31%

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Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Stands for fairness												
The Conservative Party	1996	1340	154	114	1303	130	219	1265	238	253	217	24
	24%	70%	6%	19%	55%	7%	14%	52%	10%	20%	18%	2%
The Labour Party	3364	316	2177	197	383	1502	660	573	992	413	644	742
	40%	16%	82%	32%	16%	78%	43%	24%	43%	33%	53%	61%
The Liberal Democrats	2892	882	814	502	888	543	864	1086	552	404	499	350
	34%	46%	31%	81%	38%	28%	56%	45%	24%	32%	41%	29%
None of them	2992	409	420	103	756	359	406	661	1035	568	331	397
	36%	21%	16%	17%	32%	19%	26%	27%	45%	45%	27%	33%
Stands for equal opportunity for all												
The Conservative Party	1944	1241	190	114	1243	146	207	1186	253	237	230	38
	23%	64%	7%	19%	53%	8%	13%	49%	11%	19%	19%	3%
The Labour Party	3736	498	2170	240	600	1498	743	781	1054	453	697	751
	44%	26%	82%	39%	25%	78%	48%	32%	45%	36%	58%	62%
The Liberal Democrats	2968	879	851	480	917	572	870	1108	576	398	511	376
	35%	46%	32%	78%	39%	30%	57%	46%	25%	31%	42%	31%
None of them	3023	489	435	109	804	371	416	689	1034	574	325	401
	36%	25%	16%	18%	34%	19%	27%	29%	45%	45%	27%	33%

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Table 10

Q.6 Which of the following issues facing the country at the moment do you think are important? (Most Important)
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Getting the economy growing and creating jobs	3948 48%	1873 48%	2075 48%	468 47%	628 48%	732 47%	652 48%	607 50%	860 49%	1176 52%	1223 50%	672 44%	877 45%	140 38%	967 46%	1022 47%	1010 50%	577 49%	372 53%	615 51%	1555 47%
Controlling immigration	1185 14%	549 14%	635 15%	66 7%	131 10%	214 14%	237 18%	210 17%	326 19%	223 10%	303 12%	280 18%	378 20%	66 18%	311 15%	331 15%	316 16%	153 13%	74 10%	139 12%	420 13%
Cutting the deficit and the debt	920 11%	538 14%	382 9%	107 11%	133 10%	158 10%	157 12%	111 9%	255 15%	333 15%	288 12%	134 9%	165 9%	39 11%	231 11%	259 12%	213 10%	144 12%	74 11%	113 9%	386 12%
Reforming welfare to stop scroungers and cut benefit dependency	649 8%	264 7%	384 9%	77 8%	122 9%	130 8%	106 8%	95 8%	118 7%	178 8%	210 9%	145 10%	116 6%	41 11%	157 7%	171 8%	164 8%	100 9%	57 8%	125 10%	288 9%
Ensuring people are treated fairly	356 4%	162 4%	193 5%	60 6%	69 5%	69 4%	57 4%	58 5%	41 2%	86 4%	100 4%	61 4%	108 6%	21 6%	93 4%	101 5%	68 3%	59 5%	35 5%	52 4%	138 4%
Improving the NHS	276 3%	107 3%	169 4%	53 5%	56 4%	61 4%	36 3%	38 3%	33 2%	65 3%	61 2%	62 4%	89 5%	12 3%	73 3%	81 4%	66 3%	36 3%	21 3%	40 3%	106 3%
Cutting taxes	236 3%	104 3%	132 3%	55 6%	73 6%	66 4%	20 1%	12 1%	10 1%	51 2%	73 3%	53 4%	59 3%	15 4%	79 4%	58 3%	56 3%	20 2%	23 3%	32 3%	136 4%
Defending Britain's interests in Europe	161 2%	91 2%	70 2%	9 1%	20 2%	26 2%	19 1%	27 2%	60 3%	46 2%	46 2%	34 2%	36 2%	8 2%	45 2%	37 2%	44 2%	21 2%	14 2%	12 1%	69 2%
Dealing with crime	161 2%	67 2%	95 2%	36 4%	40 3%	42 3%	21 2%	16 1%	5 *	36 2%	43 2%	33 2%	50 3%	11 3%	67 3%	40 2%	30 1%	17 1%	6 1%	25 2%	66 2%
Scrapping unnecessary rules and regulations	107 1%	65 2%	42 1%	16 2%	10 1%	20 1%	19 1%	17 1%	25 1%	27 1%	35 1%	18 1%	27 1%	8 2%	20 1%	27 1%	23 1%	24 2%	12 2%	16 1%	41 1%
Protecting the environment	96 1%	41 1%	55 1%	26 3%	12 1%	16 1%	19 1%	12 1%	11 1%	25 1%	36 1%	17 1%	18 1%	2 *	24 1%	25 1%	23 1%	18 2%	6 1%	16 1%	34 1%
Improving schools	76 1%	29 1%	48 1%	24 2%	18 1%	14 1%	8 1%	2 *	10 1%	28 1%	26 1%	8 1%	15 1%	2 1%	31 1%	11 *	18 1%	7 1%	10 1%	11 1%	36 1%

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Table 10

Q.6 Which of the following issues facing the country at the moment do you think are important? (Most Important)
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Getting the economy growing and creating jobs	3948 48%	787 42%	1536 59%	314 51%	933 41%	1089 58%	862 57%	1020 44%	1117 50%	511 42%	596 51%	704 58%
Controlling immigration	1185 14%	271 14%	260 10%	57 9%	423 18%	206 11%	136 9%	282 12%	449 20%	213 18%	96 8%	145 12%
Cutting the deficit and the debt	920 11%	422 23%	121 5%	77 13%	432 19%	89 5%	160 11%	467 20%	164 7%	129 11%	116 10%	45 4%
Reforming welfare to stop scroungers and cut benefit dependency	649 8%	221 12%	128 5%	45 7%	240 10%	107 6%	98 6%	284 12%	150 7%	116 10%	55 5%	43 4%
Ensuring people are treated fairly	356 4%	19 1%	176 7%	28 5%	28 1%	111 6%	73 5%	33 1%	115 5%	42 4%	64 5%	102 8%
Improving the NHS	276 3%	22 1%	104 4%	29 5%	32 1%	86 5%	53 3%	42 2%	76 3%	33 3%	81 7%	45 4%
Cutting taxes	236 3%	40 2%	98 4%	9 1%	47 2%	65 3%	29 2%	45 2%	63 3%	40 3%	42 4%	46 4%
Defending Britain's interests in Europe	161 2%	47 2%	33 1%	6 1%	80 3%	22 1%	16 1%	66 3%	32 1%	32 3%	20 2%	11 1%
Dealing with crime	161 2%	12 1%	59 2%	16 3%	29 1%	42 2%	23 2%	22 1%	43 2%	26 2%	44 4%	26 2%
Scrapping unnecessary rules and regulations	107 1%	19 1%	27 1%	9 1%	33 1%	18 1%	18 1%	33 1%	22 1%	29 2%	7 1%	15 1%
Protecting the environment	96 1%	5 *	28 1%	11 2%	7 *	21 1%	27 2%	18 1%	13 1%	12 1%	32 3%	20 2%
Improving schools	76 1%	5 *	35 1%	10 2%	14 1%	20 1%	19 1%	14 1%	13 1%	18 1%	23 2%	8 1%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 11

Q.6 Which of the following issues facing the country at the moment do you think are important? (2nd Most Important)
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Cutting the deficit and the debt	1564 19%	843 22%	720 17%	173 17%	251 19%	309 20%	253 19%	222 18%	356 20%	520 23%	455 19%	271 18%	317 16%	51 14%	381 18%	442 20%	364 18%	232 20%	145 21%	210 18%	645 20%
Getting the economy growing and creating jobs	1436 18%	691 18%	745 17%	194 19%	197 15%	266 17%	260 19%	208 17%	311 18%	407 18%	411 17%	255 17%	363 19%	81 22%	404 19%	367 17%	337 17%	190 16%	138 20%	193 16%	554 17%
Controlling immigration	1049 13%	452 12%	597 14%	83 8%	148 11%	177 11%	217 16%	199 16%	225 13%	221 10%	332 14%	222 15%	275 14%	45 12%	249 12%	308 14%	278 14%	141 12%	72 10%	149 12%	426 13%
Reforming welfare to stop scroungers and cut benefit dependency	1048 13%	476 12%	572 13%	111 11%	165 13%	210 14%	145 11%	145 12%	271 15%	312 14%	344 14%	198 13%	193 10%	45 12%	247 12%	270 12%	284 14%	163 14%	84 12%	169 14%	437 13%
Improving the NHS	750 9%	309 8%	441 10%	105 11%	135 10%	152 10%	109 8%	97 8%	151 9%	187 8%	207 8%	149 10%	207 11%	30 8%	201 10%	189 9%	195 10%	103 9%	63 9%	128 11%	295 9%
Ensuring people are treated fairly	632 8%	291 7%	341 8%	79 8%	123 9%	125 8%	101 7%	100 8%	105 6%	177 8%	196 8%	104 7%	155 8%	23 6%	152 7%	162 8%	165 8%	88 7%	65 9%	112 9%	221 7%
Defending Britain's interests in Europe	454 6%	252 6%	202 5%	36 4%	36 3%	52 3%	80 6%	90 7%	159 9%	130 6%	132 5%	78 5%	115 6%	17 5%	98 5%	132 6%	103 5%	87 7%	34 5%	56 5%	144 4%
Cutting taxes	346 4%	160 4%	186 4%	63 6%	97 7%	87 6%	53 4%	22 2%	23 1%	69 3%	97 4%	98 6%	82 4%	29 8%	98 5%	77 4%	97 5%	48 4%	27 4%	56 5%	181 6%
Dealing with crime	292 4%	115 3%	177 4%	37 4%	65 5%	57 4%	57 4%	41 3%	34 2%	52 2%	90 4%	56 4%	95 5%	12 3%	87 4%	57 3%	82 4%	32 3%	33 5%	47 4%	126 4%
Scrapping unnecessary rules and regulations	268 3%	148 4%	119 3%	22 2%	42 3%	46 3%	45 3%	39 3%	74 4%	67 3%	84 3%	48 3%	70 4%	22 6%	75 4%	65 3%	61 3%	52 4%	14 2%	36 3%	107 3%
Improving schools	180 2%	78 2%	102 2%	52 5%	32 2%	41 3%	19 1%	15 1%	22 1%	72 3%	41 2%	27 2%	40 2%	4 1%	64 3%	43 2%	42 2%	18 1%	14 2%	22 2%	70 2%
Protecting the environment	154 2%	76 2%	78 2%	45 5%	21 2%	26 2%	13 1%	27 2%	21 1%	60 3%	55 2%	13 1%	27 1%	4 1%	41 2%	49 2%	24 1%	23 2%	16 2%	17 1%	71 2%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 11

Q.6 Which of the following issues facing the country at the moment do you think are important? (2nd Most Important)
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optimistic Individualists	Entitlement Anxiety	Suspicious Strivers	Liberal Idealists	Downbeat Dependants
Unweighted base	8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Cutting the deficit and the debt	1564 19%	458 24%	451 17%	137 22%	494 22%	328 17%	340 22%	571 25%	368 16%	210 17%	243 21%	171 14%
Getting the economy growing and creating jobs	1436 18%	412 22%	370 14%	108 18%	466 20%	271 14%	263 17%	500 21%	395 18%	200 17%	179 15%	161 13%
Controlling immigration	1049 13%	250 13%	288 11%	74 12%	339 15%	225 12%	160 11%	309 13%	343 15%	184 15%	87 7%	126 10%
Reforming welfare to stop scroungers and cut benefit dependency	1048 13%	307 16%	246 9%	72 12%	391 17%	194 10%	183 12%	385 17%	299 13%	178 15%	119 10%	67 6%
Improving the NHS	750 9%	81 4%	383 15%	56 9%	107 5%	265 14%	147 10%	106 5%	228 10%	81 7%	147 12%	188 16%
Ensuring people are treated fairly	632 8%	40 2%	314 12%	54 9%	53 2%	215 11%	168 11%	57 2%	185 8%	68 6%	115 10%	207 17%
Defending Britain's interests in Europe	454 6%	133 7%	115 4%	22 4%	198 9%	87 5%	54 4%	160 7%	121 5%	80 7%	47 4%	45 4%
Cutting taxes	346 4%	33 2%	144 6%	20 3%	54 2%	92 5%	37 2%	44 2%	116 5%	68 6%	57 5%	61 5%
Dealing with crime	292 4%	53 3%	97 4%	17 3%	66 3%	65 3%	41 3%	48 2%	94 4%	44 4%	56 5%	49 4%
Scrapping unnecessary rules and regulations	268 3%	62 3%	73 3%	22 4%	83 4%	51 3%	51 3%	77 3%	57 3%	52 4%	37 3%	44 4%
Improving schools	180 2%	26 1%	70 3%	14 2%	26 1%	47 3%	35 2%	39 2%	27 1%	25 2%	48 4%	42 3%
Protecting the environment	154 2%	15 1%	54 2%	14 2%	21 1%	36 2%	35 2%	31 1%	23 1%	14 1%	40 3%	47 4%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 12

Q.6 Which of the following issues facing the country at the moment do you think are important? (3rd Most Important)
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Reforming welfare to stop scroungers and cut benefit dependency	1102 13%	530 14%	573 13%	113 11%	164 13%	195 13%	167 12%	158 13%	304 17%	342 15%	332 14%	197 13%	232 12%	38 10%	263 13%	300 14%	263 13%	179 15%	97 14%	138 12%	442 13%
Cutting the deficit and the debt	988 12%	467 12%	521 12%	134 13%	186 14%	197 13%	140 10%	138 11%	194 11%	285 13%	326 13%	173 11%	204 11%	40 11%	230 11%	276 13%	243 12%	148 13%	91 13%	160 13%	418 13%
Controlling immigration	976 12%	465 12%	511 12%	103 10%	145 11%	148 10%	154 11%	167 14%	259 15%	246 11%	273 11%	206 14%	251 13%	53 14%	224 11%	279 13%	259 13%	134 11%	81 11%	109 9%	390 12%
Improving the NHS	884 11%	356 9%	527 12%	127 13%	156 12%	181 12%	168 12%	101 8%	150 9%	224 10%	266 11%	152 10%	240 12%	29 8%	238 11%	231 11%	223 11%	110 9%	81 12%	149 12%	332 10%
Getting the economy growing and creating jobs	852 10%	393 10%	459 11%	119 12%	114 9%	177 11%	143 11%	129 11%	169 10%	221 10%	283 12%	165 11%	182 9%	40 11%	224 11%	244 11%	201 10%	137 12%	45 6%	132 11%	353 11%
Ensuring people are treated fairly	636 8%	306 8%	330 8%	80 8%	93 7%	130 8%	111 8%	85 7%	136 8%	192 8%	169 7%	106 7%	169 9%	23 6%	145 7%	139 6%	176 9%	106 9%	70 10%	98 8%	221 7%
Defending Britain's interests in Europe	611 7%	339 9%	272 6%	32 3%	65 5%	87 6%	104 8%	117 10%	206 12%	174 8%	206 8%	92 6%	139 7%	17 5%	160 8%	160 7%	155 8%	77 7%	59 8%	73 6%	203 6%
Dealing with crime	523 6%	237 6%	286 7%	63 6%	97 7%	126 8%	89 7%	74 6%	74 4%	120 5%	142 6%	115 8%	147 8%	38 10%	158 8%	117 5%	136 7%	68 6%	45 6%	79 7%	236 7%
Scrapping unnecessary rules and regulations	495 6%	278 7%	217 5%	39 4%	47 4%	77 5%	92 7%	107 9%	133 8%	136 6%	140 6%	100 7%	119 6%	33 9%	132 6%	149 7%	120 6%	61 5%	35 5%	47 4%	200 6%
Cutting taxes	489 6%	225 6%	264 6%	68 7%	129 10%	104 7%	80 6%	53 4%	54 3%	119 5%	131 5%	115 8%	124 6%	25 7%	134 6%	114 5%	133 7%	64 5%	44 6%	87 7%	231 7%
Improving schools	391 5%	182 5%	209 5%	86 9%	77 6%	93 6%	56 4%	41 3%	38 2%	127 6%	111 5%	69 5%	83 4%	18 5%	131 6%	89 4%	79 4%	56 5%	35 5%	85 7%	154 5%
Protecting the environment	226 3%	113 3%	112 3%	36 4%	40 3%	34 2%	46 3%	35 3%	35 2%	89 4%	63 3%	27 2%	47 2%	11 3%	57 3%	64 3%	45 2%	36 3%	23 3%	37 3%	97 3%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 12

Q.6 Which of the following issues facing the country at the moment do you think are important? (3rd Most Important)
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Reforming welfare to stop scroungers and cut benefit dependency	1102 13%	384 21%	249 10%	80 13%	444 19%	189 10%	192 13%	470 20%	264 12%	167 14%	130 11%	71 6%
Cutting the deficit and the debt	988 12%	251 13%	307 12%	81 13%	299 13%	218 12%	188 12%	320 14%	229 10%	168 14%	147 12%	124 10%
Controlling immigration	976 12%	253 14%	262 10%	73 12%	323 14%	189 10%	165 11%	300 13%	303 13%	158 13%	113 10%	102 8%
Improving the NHS	884 11%	113 6%	380 15%	67 11%	126 6%	270 14%	202 13%	149 6%	239 11%	107 9%	175 15%	214 18%
Getting the economy growing and creating jobs	852 10%	229 12%	220 8%	56 9%	276 12%	159 8%	117 8%	272 12%	236 10%	152 13%	107 9%	85 7%
Ensuring people are treated fairly	636 8%	58 3%	277 11%	58 9%	92 4%	198 11%	151 10%	104 4%	190 8%	63 5%	113 10%	166 14%
Defending Britain's interests in Europe	611 7%	204 11%	153 6%	38 6%	254 11%	123 7%	95 6%	256 11%	157 7%	83 7%	55 5%	60 5%
Dealing with crime	523 6%	81 4%	190 7%	30 5%	122 5%	128 7%	86 6%	102 4%	185 8%	78 6%	80 7%	79 7%
Scrapping unnecessary rules and regulations	495 6%	133 7%	131 5%	39 6%	176 8%	96 5%	84 6%	157 7%	124 5%	88 7%	53 5%	73 6%
Cutting taxes	489 6%	76 4%	178 7%	31 5%	98 4%	124 7%	68 5%	77 3%	198 9%	72 6%	76 7%	65 5%
Improving schools	391 5%	57 3%	178 7%	32 5%	58 3%	122 7%	94 6%	74 3%	83 4%	44 4%	85 7%	105 9%
Protecting the environment	226 3%	30 2%	79 3%	30 5%	30 1%	58 3%	72 5%	46 2%	48 2%	22 2%	42 4%	67 6%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 13

Q.6 Which of the following issues facing the country at the moment do you think are important? (NET: Top 3 Most Important)
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Getting the economy growing and creating jobs	6236 76%	2957 76%	3279 77%	781 78%	939 72%	1175 76%	1055 78%	945 78%	1341 76%	1805 79%	1917 78%	1092 72%	1422 73%	261 72%	1596 76%	1633 76%	1548 76%	903 77%	556 79%	940 79%	2461 75%
Cutting the deficit and the debt	3472 42%	1849 48%	1624 38%	415 41%	569 43%	664 43%	550 41%	470 39%	805 46%	1139 50%	1070 44%	578 38%	686 35%	130 36%	842 40%	976 45%	820 40%	524 45%	310 44%	483 40%	1449 44%
Controlling immigration	3210 39%	1466 38%	1743 41%	252 25%	425 32%	539 35%	607 45%	577 48%	810 46%	690 30%	908 37%	708 47%	903 47%	164 45%	783 37%	918 42%	853 42%	428 36%	227 32%	398 33%	1236 38%
Reforming welfare to stop scroungers and cut benefit dependency	2799 34%	1270 33%	1529 36%	301 30%	452 34%	536 35%	418 31%	399 33%	693 40%	832 37%	886 36%	540 36%	541 28%	124 34%	668 32%	741 34%	711 35%	442 38%	237 34%	433 36%	1167 36%
Improving the NHS	1910 23%	773 20%	1137 27%	286 29%	347 26%	393 25%	313 23%	237 20%	334 19%	477 21%	534 22%	364 24%	536 28%	70 19%	512 24%	501 23%	484 24%	249 21%	165 23%	316 26%	734 22%
Ensuring people are treated fairly	1623 20%	759 20%	864 20%	219 22%	285 22%	323 21%	269 20%	244 20%	283 16%	455 20%	465 19%	271 18%	431 22%	68 19%	389 19%	402 19%	410 20%	252 21%	170 24%	262 22%	580 18%
Defending Britain's interests in Europe	1227 15%	682 18%	544 13%	78 8%	122 9%	165 11%	203 15%	234 19%	426 24%	350 15%	384 16%	203 13%	289 15%	42 12%	304 14%	328 15%	302 15%	186 16%	107 15%	141 12%	416 13%
Cutting taxes	1071 13%	489 13%	582 14%	186 19%	300 23%	258 17%	154 11%	87 7%	87 5%	239 10%	301 12%	266 18%	265 14%	68 19%	310 15%	249 11%	286 14%	133 11%	93 13%	174 15%	547 17%
Dealing with crime	977 12%	418 11%	559 13%	137 14%	202 15%	226 15%	167 12%	131 11%	113 6%	208 9%	274 11%	204 13%	292 15%	60 17%	312 15%	214 10%	249 12%	117 10%	84 12%	152 13%	428 13%
Scrapping unnecessary rules and regulations	870 11%	492 13%	378 9%	77 8%	99 8%	144 9%	155 11%	164 14%	232 13%	229 10%	259 11%	166 11%	216 11%	63 17%	227 11%	241 11%	204 10%	136 12%	62 9%	99 8%	348 11%
Improving schools	647 8%	288 7%	359 8%	162 16%	127 10%	149 10%	83 6%	58 5%	70 4%	227 10%	177 7%	105 7%	138 7%	24 7%	226 11%	143 7%	140 7%	80 7%	59 8%	118 10%	260 8%
Protecting the environment	476 6%	230 6%	246 6%	107 11%	73 6%	76 5%	79 6%	74 6%	68 4%	174 8%	154 6%	56 4%	92 5%	17 5%	122 6%	139 6%	93 5%	78 7%	45 6%	70 6%	202 6%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 13

Q.6 Which of the following issues facing the country at the moment do you think are important? (NET: Top 3 Most Important)
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Getting the economy growing and creating jobs	6236 76%	1429 76%	2126 82%	478 78%	1675 73%	1519 81%	1243 82%	1793 77%	1748 77%	864 72%	882 75%	950 79%
Cutting the deficit and the debt	3472 42%	1131 60%	879 34%	295 48%	1224 53%	635 34%	687 45%	1359 58%	762 34%	507 42%	505 43%	340 28%
Controlling immigration	3210 39%	774 41%	810 31%	205 33%	1086 47%	620 33%	461 30%	891 38%	1095 49%	555 46%	295 25%	374 31%
Reforming welfare to stop scroungers and cut benefit dependency	2799 34%	912 49%	624 24%	197 32%	1074 47%	490 26%	472 31%	1140 49%	713 32%	462 38%	303 26%	181 15%
Improving the NHS	1910 23%	216 12%	867 33%	152 25%	265 12%	620 33%	402 27%	297 13%	543 24%	221 18%	402 34%	447 37%
Ensuring people are treated fairly	1623 20%	117 6%	767 29%	139 23%	173 8%	525 28%	392 26%	194 8%	490 22%	173 14%	292 25%	475 39%
Defending Britain's interests in Europe	1227 15%	385 21%	301 12%	66 11%	531 23%	231 12%	165 11%	482 21%	310 14%	196 16%	122 10%	117 10%
Cutting taxes	1071 13%	150 8%	419 16%	59 10%	198 9%	280 15%	134 9%	166 7%	377 17%	180 15%	175 15%	172 14%
Dealing with crime	977 12%	145 8%	346 13%	63 10%	217 9%	234 12%	150 10%	172 7%	321 14%	148 12%	181 15%	155 13%
Scrapping unnecessary rules and regulations	870 11%	215 11%	231 9%	70 11%	292 13%	164 9%	153 10%	268 12%	202 9%	169 14%	98 8%	132 11%
Improving schools	647 8%	89 5%	283 11%	57 9%	97 4%	189 10%	148 10%	127 5%	123 5%	86 7%	157 13%	154 13%
Protecting the environment	476 6%	50 3%	161 6%	55 9%	58 3%	115 6%	134 9%	95 4%	85 4%	48 4%	114 10%	134 11%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 14

Q.7 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Getting the economy growing and creating jobs																					
Conservatives	3326	1679	1648	329	436	556	505	510	990	1038	1040	596	652	160	907	994	728	502	196	387	1341
	41%	43%	38%	33%	33%	36%	37%	42%	56%	46%	43%	39%	34%	44%	43%	46%	36%	43%	28%	32%	41%
Labour	3811	1766	2045	519	667	789	676	546	615	957	1118	719	1017	153	892	920	1082	502	416	665	1511
	47%	45%	48%	52%	51%	51%	50%	45%	35%	42%	46%	47%	53%	42%	43%	43%	53%	43%	59%	56%	46%
Liberal Democrats	1035	446	588	153	210	204	170	150	149	279	284	203	269	52	298	248	223	172	93	143	424
	13%	11%	14%	15%	16%	13%	13%	12%	8%	12%	12%	13%	14%	14%	14%	11%	11%	15%	13%	12%	13%
Cutting the deficit and the debt																					
Conservatives	4442	2279	2162	457	605	755	729	703	1193	1388	1389	795	869	202	1168	1287	1020	658	309	552	1812
	54%	59%	51%	46%	46%	49%	54%	58%	68%	61%	57%	52%	45%	55%	56%	60%	50%	56%	44%	46%	55%
Labour	2783	1211	1571	406	501	604	473	374	425	645	781	543	813	115	658	659	788	365	313	506	1073
	34%	31%	37%	41%	38%	39%	35%	31%	24%	28%	32%	36%	42%	32%	31%	30%	39%	31%	44%	42%	33%
Liberal Democrats	948	401	547	137	208	189	149	129	135	242	272	179	254	47	270	216	225	153	83	137	391
	12%	10%	13%	14%	16%	12%	11%	11%	8%	11%	11%	12%	13%	13%	13%	10%	11%	13%	12%	12%	12%
Improving the NHS																					
Conservatives	2368	1187	1181	247	293	379	334	359	757	738	731	415	483	102	682	712	501	338	136	251	941
	29%	31%	28%	25%	22%	24%	25%	30%	43%	32%	30%	27%	25%	28%	33%	33%	25%	29%	19%	21%	29%
Labour	4344	2050	2293	567	756	859	764	638	759	1118	1272	826	1128	182	999	1085	1225	577	458	759	1696
	53%	53%	54%	57%	58%	55%	57%	53%	43%	49%	52%	54%	58%	50%	48%	50%	60%	49%	65%	63%	52%
Liberal Democrats	1461	654	807	186	264	310	252	209	238	418	440	277	326	80	417	365	307	261	111	185	639
	18%	17%	19%	19%	20%	20%	19%	17%	14%	18%	18%	18%	17%	22%	20%	17%	15%	22%	16%	16%	20%

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Table 14

Q.7 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Improving schools																					
Conservatives	2719	1394	1325	239	336	436	407	430	871	869	829	492	529	124	783	808	571	402	156	286	1100
	33%	36%	31%	24%	26%	28%	30%	36%	50%	38%	34%	32%	27%	34%	37%	37%	28%	34%	22%	24%	34%
Labour	3851	1767	2084	547	689	794	676	540	605	955	1127	718	1051	157	868	949	1104	498	432	680	1505
	47%	45%	49%	55%	52%	51%	50%	45%	35%	42%	46%	47%	54%	43%	41%	44%	54%	42%	61%	57%	46%
Liberal Democrats	1602	730	872	214	288	319	268	236	277	450	486	309	357	83	446	405	358	276	117	229	672
	20%	19%	20%	21%	22%	21%	20%	20%	16%	20%	20%	20%	18%	23%	21%	19%	18%	23%	17%	19%	20%
Protecting the environment																					
Conservatives	1929	908	1021	218	254	315	281	294	568	549	591	353	436	63	533	557	450	278	111	198	776
	24%	23%	24%	22%	19%	20%	21%	24%	32%	24%	24%	23%	23%	17%	25%	26%	22%	24%	16%	17%	24%
Labour	2710	1208	1502	358	510	607	481	353	400	615	758	545	792	114	620	650	783	354	302	493	1079
	33%	31%	35%	36%	39%	39%	36%	29%	23%	27%	31%	36%	41%	31%	30%	30%	39%	30%	43%	41%	33%
Liberal Democrats	3533	1775	1758	424	550	627	589	558	786	1111	1094	619	709	187	943	955	799	544	293	505	1422
	43%	46%	41%	42%	42%	40%	44%	46%	45%	49%	45%	41%	37%	51%	45%	44%	39%	46%	42%	42%	43%
Dealing with crime																					
Conservatives	4003	2055	1948	391	515	686	641	639	1132	1275	1247	683	798	166	1063	1166	887	587	301	497	1570
	49%	53%	46%	39%	39%	44%	47%	53%	65%	56%	51%	45%	41%	45%	51%	54%	44%	50%	43%	42%	48%
Labour	3153	1411	1742	444	566	659	551	444	488	734	910	631	878	135	737	756	913	426	321	548	1264
	39%	36%	41%	44%	43%	43%	41%	37%	28%	32%	37%	42%	45%	37%	35%	35%	45%	36%	46%	46%	39%
Liberal Democrats	1016	425	591	165	233	203	159	123	134	266	286	203	262	63	297	240	233	164	83	150	442
	12%	11%	14%	16%	18%	13%	12%	10%	8%	12%	12%	13%	13%	17%	14%	11%	11%	14%	12%	13%	13%

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Table 14

Q.7 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Defending Britain's interests in Europe																					
Conservatives	4277	2173	2105	439	590	733	678	681	1157	1326	1353	744	853	178	1172	1209	969	625	303	548	1693
	52%	56%	49%	44%	45%	47%	50%	56%	66%	58%	55%	49%	44%	49%	56%	56%	48%	53%	43%	46%	52%
Labour	2820	1277	1543	400	510	612	500	385	413	641	785	568	826	123	637	687	818	364	314	487	1138
	35%	33%	36%	40%	39%	40%	37%	32%	24%	28%	32%	37%	43%	34%	30%	32%	40%	31%	45%	41%	35%
Liberal Democrats	1075	441	634	161	213	204	173	139	184	308	304	205	258	63	288	266	246	188	88	160	446
	13%	11%	15%	16%	16%	13%	13%	12%	11%	14%	12%	14%	13%	17%	14%	12%	12%	16%	12%	13%	14%
Reforming welfare to stop scroungers and cut benefit dependency																					
Conservatives	4832	2441	2390	506	652	837	791	762	1285	1502	1474	886	970	212	1265	1370	1121	712	364	642	1931
	59%	63%	56%	51%	50%	54%	59%	63%	73%	66%	60%	58%	50%	58%	60%	63%	55%	61%	52%	54%	59%
Labour	2390	1031	1359	352	470	515	412	318	324	531	684	462	713	102	572	560	685	315	258	407	952
	29%	27%	32%	35%	36%	33%	30%	26%	18%	23%	28%	30%	37%	28%	27%	26%	34%	27%	37%	34%	29%
Liberal Democrats	951	418	532	143	191	197	149	127	144	241	285	170	254	51	260	232	226	149	84	146	393
	12%	11%	12%	14%	15%	13%	11%	11%	8%	11%	12%	11%	13%	14%	12%	11%	11%	13%	12%	12%	12%
Controlling immigration																					
Conservatives	4306	2200	2106	463	605	741	703	659	1136	1373	1333	749	851	184	1180	1208	992	613	313	580	1736
	53%	57%	49%	46%	46%	48%	52%	55%	65%	60%	55%	49%	44%	51%	56%	56%	49%	52%	44%	48%	53%
Labour	2656	1178	1478	361	464	568	460	377	426	586	760	527	782	106	595	636	770	360	294	436	1042
	32%	30%	35%	36%	35%	37%	34%	31%	24%	26%	31%	35%	40%	29%	28%	29%	38%	31%	42%	36%	32%
Liberal Democrats	1211	513	697	175	244	240	188	171	192	315	350	241	304	74	321	317	272	203	97	180	498
	15%	13%	16%	18%	19%	16%	14%	14%	11%	14%	14%	16%	16%	20%	15%	15%	13%	17%	14%	15%	15%

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Table 14

Q.7 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Cutting taxes																					
Conservatives	2882	1623	1260	258	352	481	461	458	872	958	882	503	540	143	782	857	630	422	191	342	1155
	35%	42%	29%	26%	27%	31%	34%	38%	50%	42%	36%	33%	28%	39%	37%	40%	31%	36%	27%	29%	35%
Labour	3845	1624	2222	541	675	783	679	544	624	908	1122	772	1044	157	931	927	1056	526	406	674	1508
	47%	42%	52%	54%	51%	51%	50%	45%	36%	40%	46%	51%	54%	43%	44%	43%	52%	45%	58%	56%	46%
Liberal Democrats	1445	645	800	201	286	285	210	204	258	409	440	243	353	64	383	378	347	228	109	179	614
	18%	17%	19%	20%	22%	18%	16%	17%	15%	18%	18%	16%	18%	18%	18%	18%	17%	19%	15%	15%	19%
Scrapping unnecessary rules and regulations																					
Conservatives	3293	1863	1430	296	405	545	517	528	1003	1090	1031	560	612	151	904	930	745	504	211	394	1305
	40%	48%	33%	30%	31%	35%	38%	44%	57%	48%	42%	37%	32%	41%	43%	43%	37%	43%	30%	33%	40%
Labour	2928	1202	1725	444	563	615	514	389	401	636	825	600	867	112	666	707	844	383	328	526	1167
	36%	31%	40%	44%	43%	40%	38%	32%	23%	28%	34%	40%	45%	31%	32%	33%	42%	33%	47%	44%	36%
Liberal Democrats	1951	825	1126	260	345	388	320	289	349	549	587	358	458	101	528	525	444	289	166	275	805
	24%	21%	26%	26%	26%	25%	24%	24%	20%	24%	24%	24%	24%	28%	25%	24%	22%	25%	24%	23%	25%
Ensuring people are treated fairly																					
Conservatives	2093	1073	1020	178	273	340	316	304	683	635	656	369	432	86	593	629	469	291	111	208	858
	26%	28%	24%	18%	21%	22%	23%	25%	39%	28%	27%	24%	22%	24%	28%	29%	23%	25%	16%	17%	26%
Labour	3805	1719	2086	539	651	762	662	551	640	938	1084	750	1032	150	878	931	1067	524	406	679	1450
	47%	44%	49%	54%	50%	49%	49%	46%	36%	41%	44%	49%	53%	41%	42%	43%	52%	45%	58%	57%	44%
Liberal Democrats	2275	1099	1176	283	389	447	373	351	431	701	703	398	473	128	626	602	497	361	188	309	969
	28%	28%	27%	28%	30%	29%	28%	29%	25%	31%	29%	26%	24%	35%	30%	28%	24%	31%	27%	26%	30%

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Table 14

Q.7 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Getting the economy growing and creating jobs												
Conservatives	3326	1716	171	157	1918	171	386	1713	633	530	345	105
	41%	92%	7%	26%	83%	9%	25%	74%	28%	44%	29%	9%
Labour	3811	111	2335	93	283	1623	671	419	1297	487	640	969
	47%	6%	90%	15%	12%	87%	44%	18%	57%	40%	54%	80%
Liberal Democrats	1035	44	99	361	96	80	457	196	327	185	190	136
	13%	2%	4%	59%	4%	4%	30%	8%	14%	15%	16%	11%
Cutting the deficit and the debt												
Conservatives	4442	1792	658	265	2086	491	700	1944	942	736	500	319
	54%	96%	25%	43%	91%	26%	46%	84%	42%	61%	43%	26%
Labour	2783	41	1821	60	138	1299	417	244	1006	298	501	733
	34%	2%	70%	10%	6%	69%	28%	10%	45%	25%	43%	61%
Liberal Democrats	948	38	126	287	72	85	397	140	309	168	174	157
	12%	2%	5%	47%	3%	5%	26%	6%	14%	14%	15%	13%
Improving the NHS												
Conservatives	2368	1370	107	56	1519	115	172	1317	394	375	225	57
	29%	73%	4%	9%	66%	6%	11%	57%	17%	31%	19%	5%
Labour	4344	282	2367	135	502	1676	757	616	1453	569	710	995
	53%	15%	91%	22%	22%	89%	50%	26%	64%	47%	60%	82%
Liberal Democrats	1461	218	130	421	276	84	585	395	409	259	241	157
	18%	12%	5%	69%	12%	4%	39%	17%	18%	22%	20%	13%

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Table 14

Q.7 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Improving schools												
Conservatives	2719	1478	149	88	1681	131	237	1435	505	446	254	79
	33%	79%	6%	14%	73%	7%	16%	62%	22%	37%	22%	7%
Labour	3851	179	2241	109	337	1591	657	491	1302	484	649	925
	47%	10%	86%	18%	15%	85%	43%	21%	58%	40%	55%	77%
Liberal Democrats	1602	214	215	415	278	152	620	402	449	272	273	205
	20%	11%	8%	68%	12%	8%	41%	17%	20%	23%	23%	17%
Protecting the environment												
Conservatives	1929	1019	134	62	1123	128	155	929	379	320	225	77
	24%	54%	5%	10%	49%	7%	10%	40%	17%	27%	19%	6%
Labour	2710	78	1686	58	198	1240	361	299	989	322	455	645
	33%	4%	65%	9%	9%	66%	24%	13%	44%	27%	39%	53%
Liberal Democrats	3533	774	784	492	976	507	999	1100	889	561	496	488
	43%	41%	30%	81%	42%	27%	66%	47%	39%	47%	42%	40%
Dealing with crime												
Conservatives	4003	1740	476	255	1991	377	596	1814	811	681	437	260
	49%	93%	18%	42%	87%	20%	39%	78%	36%	57%	37%	22%
Labour	3153	66	1970	79	197	1381	537	336	1117	365	544	791
	39%	4%	76%	13%	9%	74%	35%	14%	50%	30%	46%	65%
Liberal Democrats	1016	65	159	278	109	116	382	178	328	157	195	159
	12%	3%	6%	45%	5%	6%	25%	8%	15%	13%	17%	13%

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Table 14

Q.7 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Defending Britain's interests in Europe												
Conservatives	4277	1754	592	246	2040	437	646	1859	910	716	490	302
	52%	94%	23%	40%	89%	23%	43%	80%	40%	60%	42%	25%
Labour	2820	57	1811	68	159	1288	428	292	1008	341	470	710
	35%	3%	70%	11%	7%	69%	28%	13%	45%	28%	40%	59%
Liberal Democrats	1075	61	202	298	98	149	441	176	338	146	216	198
	13%	3%	8%	49%	4%	8%	29%	8%	15%	12%	18%	16%
Reforming welfare to stop scroungers and cut benefit dependency												
Conservatives	4832	1787	912	296	2090	656	798	1963	1075	802	559	433
	59%	96%	35%	48%	91%	35%	53%	84%	48%	67%	48%	36%
Labour	2390	42	1514	58	127	1075	349	217	859	265	433	617
	29%	2%	58%	10%	6%	57%	23%	9%	38%	22%	37%	51%
Liberal Democrats	951	42	179	258	80	143	367	148	323	137	184	159
	12%	2%	7%	42%	3%	8%	24%	6%	14%	11%	16%	13%
Controlling immigration												
Conservatives	4306	1694	717	260	1978	522	665	1838	872	717	514	365
	53%	91%	28%	43%	86%	28%	44%	79%	39%	60%	44%	30%
Labour	2656	82	1657	62	176	1187	402	268	989	315	443	641
	32%	4%	64%	10%	8%	63%	27%	12%	44%	26%	38%	53%
Liberal Democrats	1211	95	231	290	143	165	447	222	396	172	218	203
	15%	5%	9%	47%	6%	9%	30%	10%	18%	14%	19%	17%

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Table 14

Q.7 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Cutting taxes												
Conservatives	2882	1328	355	164	1520	308	376	1353	469	481	356	223
	35%	71%	14%	27%	66%	16%	25%	58%	21%	40%	30%	18%
Labour	3845	329	2036	126	509	1411	638	651	1337	484	589	784
	47%	18%	78%	21%	22%	75%	42%	28%	59%	40%	50%	65%
Liberal Democrats	1445	214	214	322	268	155	501	323	451	238	230	202
	18%	11%	8%	53%	12%	8%	33%	14%	20%	20%	20%	17%
Scrapping unnecessary rules and regulations												
Conservatives	3293	1550	426	141	1790	315	429	1553	568	558	376	238
	40%	83%	16%	23%	78%	17%	28%	67%	25%	46%	32%	20%
Labour	2928	93	1788	78	204	1300	411	339	1105	361	474	649
	36%	5%	69%	13%	9%	69%	27%	15%	49%	30%	40%	54%
Liberal Democrats	1951	228	391	392	302	259	675	435	584	284	326	323
	24%	12%	15%	64%	13%	14%	45%	19%	26%	24%	28%	27%
Ensuring people are treated fairly												
Conservatives	2093	1310	61	41	1429	80	114	1184	343	322	196	50
	26%	70%	2%	7%	62%	4%	8%	51%	15%	27%	17%	4%
Labour	3805	149	2301	64	329	1643	568	447	1286	500	644	928
	47%	8%	88%	10%	14%	88%	38%	19%	57%	42%	55%	77%
Liberal Democrats	2275	411	243	507	539	151	832	697	628	381	336	232
	28%	22%	9%	83%	23%	8%	55%	30%	28%	32%	29%	19%

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Table 15

Q.8 Which of the following do you think would make the best Prime Minister?

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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
David Cameron	3920	2046	1874	422	552	693	612	592	1049	1178	1182	825	735	318	1096	1128	863	568	264	461	1696
	47%	50%	44%	42%	41%	43%	43%	47%	59%	52%	48%	47%	38%	52%	51%	51%	41%	47%	36%	39%	48%
Ed Miliband	3301	1542	1760	426	536	675	602	500	562	787	930	702	883	206	757	808	952	430	355	566	1307
	39%	37%	41%	42%	40%	42%	42%	40%	32%	35%	38%	40%	46%	34%	35%	36%	45%	35%	49%	47%	37%
Nick Clegg	1202	541	662	163	260	233	218	171	157	310	331	242	319	87	288	288	299	217	112	168	519
	14%	13%	15%	16%	19%	15%	15%	14%	9%	14%	14%	14%	16%	14%	13%	13%	14%	18%	15%	14%	15%

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Absolutes/col percents

Table 15

Q.8 Which of the following do you think would make the best Prime Minister?

Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
David Cameron	3920	1846	286	201	2082	274	460	1940	749	656	441	133
	47%	96%	11%	33%	88%	14%	30%	80%	32%	52%	37%	11%
Ed Miliband	3301	25	2180	71	185	1498	558	279	1178	393	550	903
	39%	1%	82%	12%	8%	78%	36%	12%	51%	31%	46%	74%
Nick Clegg	1202	54	188	345	99	146	516	193	394	216	214	185
	14%	3%	7%	56%	4%	8%	34%	8%	17%	17%	18%	15%

Blue Collar Workers Study

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Absolutes/col percents

Table 16

Q.9 Do you think that, overall, things in Britain are better or worse than they were ten years ago?
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
For yourself and your family																					
Better	2257	1242	1016	369	396	406	245	284	557	821	666	418	352	114	628	573	547	330	180	318	967
	27%	30%	24%	37%	29%	25%	17%	22%	31%	36%	27%	24%	18%	19%	29%	26%	26%	27%	25%	27%	27%
Worse	6167	2886	3280	641	952	1195	1187	980	1212	1453	1777	1351	1585	496	1513	1650	1567	885	551	878	2555
	73%	70%	76%	63%	71%	75%	83%	78%	69%	64%	73%	76%	82%	81%	71%	74%	74%	73%	75%	73%	73%
For Britain as a whole																					
Better	1193	663	531	225	250	235	127	123	233	396	342	235	220	72	409	278	246	178	82	174	539
	14%	16%	12%	22%	19%	15%	9%	10%	13%	17%	14%	13%	11%	12%	19%	13%	12%	15%	11%	15%	15%
Worse	7231	3465	3765	786	1098	1365	1305	1141	1536	1879	2101	1534	1717	538	1731	1945	1868	1037	649	1021	2984
	86%	84%	88%	78%	81%	85%	91%	90%	87%	83%	86%	87%	89%	88%	81%	87%	88%	85%	89%	85%	85%

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Absolutes/col percents

Table 16

Q.9 Do you think that, overall, things in Britain are better or worse than they were ten years ago?
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
For yourself and your family												
Better	2257	818	565	227	849	404	411	1134	88	281	630	124
	27%	43%	21%	37%	36%	21%	27%	47%	4%	22%	52%	10%
Worse	6167	1107	2090	390	1516	1514	1124	1278	2233	984	575	1096
	73%	57%	79%	63%	64%	79%	73%	53%	96%	78%	48%	90%
For Britain as a whole												
Better	1193	474	290	142	475	219	194	579	71	139	349	55
	14%	25%	11%	23%	20%	11%	13%	24%	3%	11%	29%	5%
Worse	7231	1451	2364	475	1890	1699	1341	1833	2250	1126	856	1165
	86%	75%	89%	77%	80%	89%	87%	76%	97%	89%	71%	95%

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Absolutes/col percents

Table 17

Q.10 Do you think that, overall, things in ten years' time will be better or worse than they are now?
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
For yourself and your family																					
Better	4311	2215	2096	606	746	816	665	584	894	1332	1324	871	784	315	1148	1149	1021	608	384	608	1904
	51%	54%	49%	60%	55%	51%	46%	46%	51%	59%	54%	49%	40%	52%	54%	52%	48%	50%	53%	51%	54%
Worse	4113	1913	2200	405	602	785	767	680	875	943	1119	898	1153	295	993	1074	1092	607	347	587	1619
	49%	46%	51%	40%	45%	49%	54%	54%	49%	41%	46%	51%	60%	48%	46%	48%	52%	50%	47%	49%	46%
For Britain as a whole																					
Better	4245	2180	2066	569	697	762	639	618	958	1303	1280	866	797	311	1136	1125	1003	615	366	577	1815
	50%	53%	48%	56%	52%	48%	45%	49%	54%	57%	52%	49%	41%	51%	53%	51%	47%	51%	50%	48%	52%
Worse	4179	1948	2230	441	650	838	793	645	810	971	1164	904	1140	298	1005	1098	1110	600	365	618	1707
	50%	47%	52%	44%	48%	52%	55%	51%	46%	43%	48%	51%	59%	49%	47%	49%	53%	49%	50%	52%	48%

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Absolutes/col percents

Table 17

Q.10 Do you think that, overall, things in ten years' time will be better or worse than they are now?
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
For yourself and your family												
Better	4311	1455	1162	374	1543	820	805	1897	618	548	954	293
	51%	76%	44%	61%	65%	43%	52%	79%	27%	43%	79%	24%
Worse	4113	470	1493	243	822	1098	729	515	1703	717	251	927
	49%	24%	56%	39%	35%	57%	48%	21%	73%	57%	21%	76%
For Britain as a whole												
Better	4245	1500	1121	382	1587	783	810	1875	657	546	890	276
	50%	78%	42%	62%	67%	41%	53%	78%	28%	43%	74%	23%
Worse	4179	425	1533	235	779	1135	725	537	1664	719	315	944
	50%	22%	58%	38%	33%	59%	47%	22%	72%	57%	26%	77%

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Absolutes/col percents

Table 18

Q.12 What is your overall feeling about the period when Margaret Thatcher was Prime Minister, back in the 1980s?
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base		8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Positive		3785	2009	1777	274	466	672	668	634	1070	1065	1129	829	762	353	1084	1075	848	547	232	431	1627
		45%	49%	41%	27%	35%	42%	47%	50%	61%	47%	46%	47%	39%	58%	51%	48%	40%	45%	32%	36%	46%
Very positive	(4)	1534	895	639	81	129	210	249	300	565	438	450	345	301	151	449	449	336	218	82	146	611
		18%	22%	15%	8%	10%	13%	17%	24%	32%	19%	18%	20%	16%	25%	21%	20%	16%	18%	11%	12%	17%
Quite positive	(3)	2251	1114	1138	193	337	463	419	335	505	627	679	484	461	203	635	626	512	328	150	284	1016
		27%	27%	26%	19%	25%	29%	29%	26%	29%	28%	28%	27%	24%	33%	30%	28%	24%	27%	21%	24%	29%
Quite negative	(2)	1177	551	625	128	197	281	206	178	187	343	322	229	283	61	293	314	289	180	100	182	506
		14%	13%	15%	13%	15%	18%	14%	14%	11%	15%	13%	13%	15%	10%	14%	14%	14%	15%	14%	15%	14%
Very negative	(1)	2301	1216	1085	189	283	453	486	404	486	601	635	469	596	147	434	536	676	339	315	403	854
		27%	29%	25%	19%	21%	28%	34%	32%	27%	26%	26%	27%	31%	24%	20%	24%	32%	28%	43%	34%	24%
NET: Negative		3478	1768	1710	317	480	735	692	581	672	944	956	698	879	209	727	851	965	520	415	585	1360
		41%	43%	40%	31%	36%	46%	48%	46%	38%	42%	39%	39%	45%	34%	34%	38%	46%	43%	57%	49%	39%
Don't know		1161	352	809	419	402	194	72	48	26	265	358	242	296	48	329	298	301	148	84	179	535
		14%	9%	19%	41%	30%	12%	5%	4%	1%	12%	15%	14%	15%	8%	15%	13%	14%	12%	12%	15%	15%
Mean		2.42	2.45	2.38	2.28	2.33	2.30	2.32	2.44	2.66	2.45	2.45	2.46	2.28	2.63	2.61	2.51	2.28	2.40	2.00	2.17	2.46
Standard deviation		1.14	1.17	1.11	1.06	1.05	1.07	1.14	1.18	1.20	1.13	1.13	1.15	1.14	1.14	1.10	1.13	1.15	1.13	1.11	1.11	1.11
Standard error		0.01	0.02	0.02	0.05	0.03	0.03	0.03	0.03	0.03	0.02	0.03	0.03	0.03	0.05	0.02	0.03	0.03	0.04	0.04	0.04	0.02

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Table 18

Q.12 What is your overall feeling about the period when Margaret Thatcher was Prime Minister, back in the 1980s?
Base: All respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base		8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Positive		3785	1570	550	253	1954	365	460	1800	801	722	357	104
		45%	82%	21%	41%	83%	19%	30%	75%	35%	57%	30%	9%
Very positive	(4)	1534	812	157	69	1027	100	96	895	218	287	109	25
		18%	42%	6%	11%	43%	5%	6%	37%	9%	23%	9%	2%
Quite positive	(3)	2251	758	393	184	927	264	364	905	584	436	248	79
		27%	39%	15%	30%	39%	14%	24%	38%	25%	34%	21%	6%
Quite negative	(2)	1177	117	453	130	140	316	332	208	380	161	244	185
		14%	6%	17%	21%	6%	16%	22%	9%	16%	13%	20%	15%
Very negative	(1)	2301	51	1352	166	90	1047	559	131	733	187	428	823
		27%	3%	51%	27%	4%	55%	36%	5%	32%	15%	36%	67%
NET: Negative		3478	168	1805	296	230	1363	890	338	1113	348	672	1007
		41%	9%	68%	48%	10%	71%	58%	14%	48%	27%	56%	83%
Don't know		1161	187	299	69	181	190	185	273	408	195	176	109
		14%	10%	11%	11%	8%	10%	12%	11%	18%	15%	15%	9%
Mean		2.42	3.34	1.73	2.28	3.32	1.66	2.00	3.20	2.15	2.77	2.04	1.38
Standard deviation		1.14	0.73	0.97	1.03	0.77	0.94	0.98	0.85	1.06	1.03	1.04	0.72
Standard error		0.01	0.02	0.02	0.04	0.02	0.02	0.03	0.02	0.02	0.03	0.03	0.02

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Table 19
Q.13 Would you describe yourself as...?
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Working class	4850	2271	2579	551	801	999	958	729	811	769	1349	1287	1445	446	1050	1282	1380	689	448	676	2147
	58%	55%	60%	55%	59%	62%	67%	58%	46%	34%	55%	73%	75%	73%	49%	58%	65%	57%	61%	57%	61%
Middle class	3473	1803	1670	429	519	580	466	530	948	1462	1076	461	475	152	1044	920	712	519	278	502	1321
	41%	44%	39%	42%	38%	36%	33%	42%	54%	64%	44%	26%	24%	25%	49%	41%	34%	43%	38%	42%	38%
Upper class	101	54	47	31	28	22	7	4	10	44	18	21	18	11	46	22	21	6	5	18	54
	1%	1%	1%	3%	2%	1%	1%	*	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%

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Absolutes/col percents

Table 19
Q.13 Would you describe yourself as...?
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Working class	4850	816	1746	268	1066	1293	761	947	1793	784	536	790
	58%	42%	66%	43%	45%	67%	50%	39%	77%	62%	45%	65%
Middle class	3473	1080	871	336	1270	595	763	1430	523	466	629	425
	41%	56%	33%	55%	54%	31%	50%	59%	23%	37%	52%	35%
Upper class	101	29	37	12	29	30	11	35	6	16	40	5
	1%	1%	1%	2%	1%	2%	1%	1%	*	1%	3%	*

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Table 20

Q.14 Below are some characteristics that people have said are important for a Prime Minister to have? (Most Important)
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Does what he believes is best for Britain regardless of what is popular	2079 25%	1073 28%	1005 23%	185 19%	268 20%	317 20%	308 23%	352 29%	648 37%	678 30%	646 26%	365 24%	390 20%	81 22%	516 25%	608 28%	483 24%	325 28%	146 21%	239 20%	805 25%
Truly listens to the people	1787 22%	680 17%	1107 26%	284 28%	328 25%	369 24%	311 23%	240 20%	254 14%	349 15%	490 20%	386 25%	563 29%	70 19%	451 22%	453 21%	487 24%	240 20%	157 22%	274 23%	690 21%
Strong and decisive	1119 14%	619 16%	500 12%	98 10%	173 13%	248 16%	193 14%	145 12%	263 15%	324 14%	373 15%	203 13%	219 11%	51 14%	295 14%	279 13%	291 14%	150 13%	103 15%	163 14%	494 15%
Fair-minded and flexible	656 8%	298 8%	358 8%	92 9%	105 8%	136 9%	125 9%	100 8%	97 6%	180 8%	204 8%	118 8%	154 8%	39 11%	170 8%	163 8%	170 8%	94 8%	58 8%	143 12%	254 8%
Has wide experience outside politics	635 8%	324 8%	310 7%	60 6%	71 5%	97 6%	119 9%	133 11%	154 9%	196 9%	184 8%	108 7%	147 8%	34 9%	154 7%	162 7%	147 7%	102 9%	70 10%	89 7%	243 7%
Respected and intelligent	589 7%	305 8%	284 7%	89 9%	106 8%	112 7%	84 6%	95 8%	102 6%	203 9%	191 8%	90 6%	105 5%	25 7%	163 8%	156 7%	123 6%	91 8%	57 8%	90 7%	255 8%
Came from an ordinary background	500 6%	196 5%	303 7%	65 6%	110 8%	133 9%	90 7%	53 4%	49 3%	84 4%	124 5%	114 8%	177 9%	33 9%	117 6%	131 6%	150 7%	61 5%	40 6%	66 6%	217 7%
Hard-headed and clear-thinking	455 6%	221 6%	234 5%	55 6%	70 5%	58 4%	72 5%	53 4%	148 8%	174 8%	130 5%	55 4%	96 5%	10 3%	127 6%	113 5%	108 5%	69 6%	38 5%	68 6%	158 5%
Caring and compassionate	277 3%	127 3%	150 4%	57 6%	67 5%	52 3%	38 3%	29 2%	34 2%	61 3%	75 3%	66 4%	76 4%	16 4%	77 4%	78 4%	57 3%	35 3%	30 4%	47 4%	122 4%
Charismatic and engaging	76 1%	46 1%	29 1%	16 2%	14 1%	26 2%	10 1%	5 *	4 *	26 1%	27 1%	12 1%	11 1%	5 1%	27 1%	18 1%	17 1%	9 1%	5 1%	16 1%	38 1%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 20

Q.14 Below are some characteristics that people have said are important for a Prime Minister to have? (Most Important)
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Does what he believes is best for Britain regardless of what is popular	2079 25%	850 45%	367 14%	161 26%	927 40%	271 14%	360 24%	1001 43%	413 18%	285 24%	242 21%	137 11%
Truly listens to the people	1787 22%	179 10%	689 26%	101 17%	291 13%	488 26%	295 20%	251 11%	746 33%	222 18%	235 20%	333 28%
Strong and decisive	1119 14%	380 20%	287 11%	71 12%	452 20%	214 11%	163 11%	463 20%	263 12%	179 15%	131 11%	83 7%
Fair-minded and flexible	656 8%	71 4%	305 12%	62 10%	99 4%	201 11%	154 10%	106 5%	179 8%	81 7%	122 10%	168 14%
Has wide experience outside politics	635 8%	89 5%	206 8%	56 9%	140 6%	168 9%	156 10%	121 5%	168 7%	130 11%	84 7%	130 11%
Respected and intelligent	589 7%	102 5%	244 9%	48 8%	118 5%	171 9%	146 10%	128 5%	129 6%	85 7%	132 11%	114 9%
Came from an ordinary background	500 6%	24 1%	233 9%	34 6%	54 2%	179 10%	75 5%	30 1%	179 8%	101 8%	52 4%	137 11%
Hard-headed and clear-thinking	455 6%	128 7%	110 4%	53 9%	149 6%	72 4%	99 7%	180 8%	91 4%	66 6%	82 7%	36 3%
Caring and compassionate	277 3%	30 2%	123 5%	20 3%	43 2%	91 5%	50 3%	25 1%	81 4%	37 3%	73 6%	62 5%
Charismatic and engaging	76 1%	17 1%	40 2%	4 1%	23 1%	20 1%	15 1%	22 1%	8 *	16 1%	22 2%	8 1%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 21

Q.14 Below are some characteristics that people have said are important for a Prime Minister to have? (2nd Most Important)
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Truly listens to the people	1405 17%	613 16%	792 19%	172 17%	236 18%	267 17%	265 20%	224 19%	242 14%	311 14%	405 17%	302 20%	387 20%	79 22%	340 16%	378 17%	367 18%	192 16%	128 18%	203 17%	563 17%
Strong and decisive	1333 16%	708 18%	625 15%	115 11%	206 16%	249 16%	237 18%	209 17%	317 18%	416 18%	411 17%	251 17%	255 13%	54 15%	331 16%	369 17%	337 17%	194 16%	102 14%	201 17%	577 18%
Does what he believes is best for Britain regardless of what is popular	1015 12%	503 13%	512 12%	102 10%	148 11%	184 12%	163 12%	158 13%	261 15%	298 13%	295 12%	183 12%	240 12%	42 12%	242 12%	273 13%	265 13%	154 13%	81 11%	130 11%	388 12%
Fair-minded and flexible	960 12%	422 11%	538 13%	110 11%	162 12%	194 13%	163 12%	142 12%	189 11%	264 12%	311 13%	146 10%	239 12%	40 11%	269 13%	234 11%	238 12%	138 12%	81 12%	143 12%	379 12%
Respected and intelligent	816 10%	400 10%	417 10%	134 13%	144 11%	149 10%	108 8%	104 9%	177 10%	279 12%	258 11%	128 8%	152 8%	25 7%	219 10%	217 10%	181 9%	106 9%	94 13%	137 11%	334 10%
Has wide experience outside politics	809 10%	380 10%	429 10%	104 10%	120 9%	134 9%	115 9%	143 12%	195 11%	234 10%	231 9%	164 11%	181 9%	39 11%	212 10%	216 10%	189 9%	135 11%	57 8%	89 7%	328 10%
Hard-headed and clear-thinking	765 9%	393 10%	372 9%	102 10%	90 7%	126 8%	96 7%	109 9%	242 14%	256 11%	242 10%	121 8%	147 8%	26 7%	210 10%	197 9%	183 9%	123 10%	52 7%	103 9%	307 9%
Caring and compassionate	488 6%	206 5%	282 7%	69 7%	84 6%	102 7%	106 8%	61 5%	65 4%	103 5%	144 6%	89 6%	152 8%	22 6%	140 7%	116 5%	122 6%	65 6%	44 6%	97 8%	156 5%
Came from an ordinary background	467 6%	200 5%	268 6%	61 6%	95 7%	125 8%	82 6%	49 4%	55 3%	71 3%	125 5%	111 7%	159 8%	28 8%	92 4%	139 6%	125 6%	56 5%	56 8%	77 6%	194 6%
Charismatic and engaging	112 1%	67 2%	45 1%	31 3%	28 2%	19 1%	15 1%	7 1%	12 1%	44 2%	21 1%	22 1%	25 1%	7 2%	41 2%	22 1%	26 1%	15 1%	9 1%	16 1%	51 2%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 21

Q.14 Below are some characteristics that people have said are important for a Prime Minister to have? (2nd Most Important)
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Truly listens to the people	1405	251	494	96	339	362	253	278	497	186	198	246
	17%	13%	19%	16%	15%	19%	17%	12%	22%	15%	17%	20%
Strong and decisive	1333	461	346	78	523	251	224	502	341	197	186	109
	16%	25%	13%	13%	23%	13%	15%	22%	15%	16%	16%	9%
Does what he believes is best for Britain regardless of what is popular	1015	326	211	88	405	174	168	396	244	171	126	78
	12%	17%	8%	14%	18%	9%	11%	17%	11%	14%	11%	6%
Fair-minded and flexible	960	161	382	75	202	256	213	218	266	122	146	209
	12%	9%	15%	12%	9%	14%	14%	9%	12%	10%	12%	17%
Respected and intelligent	816	164	277	88	188	199	187	258	170	118	141	130
	10%	9%	11%	14%	8%	11%	12%	11%	8%	10%	12%	11%
Has wide experience outside politics	809	129	274	64	197	172	160	199	197	145	121	148
	10%	7%	11%	10%	9%	9%	11%	9%	9%	12%	10%	12%
Hard-headed and clear-thinking	765	281	167	59	313	131	125	346	154	108	107	51
	9%	15%	6%	10%	14%	7%	8%	15%	7%	9%	9%	4%
Caring and compassionate	488	42	222	30	47	161	87	60	172	61	80	114
	6%	2%	9%	5%	2%	9%	6%	3%	8%	5%	7%	9%
Came from an ordinary background	467	26	197	28	51	143	77	38	191	67	52	119
	6%	1%	8%	5%	2%	8%	5%	2%	8%	6%	4%	10%
Charismatic and engaging	112	29	36	7	32	24	21	33	26	28	20	5
	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	*

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 22

Q.14 Below are some characteristics that people have said are important for a Prime Minister to have? (3rd Most Important)
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Truly listens to the people	1218 15%	570 15%	649 15%	147 15%	181 14%	245 16%	214 16%	191 16%	239 14%	311 14%	395 16%	226 15%	286 15%	52 14%	320 15%	320 15%	299 15%	171 15%	108 15%	173 15%	530 16%
Strong and decisive	1158 14%	576 15%	582 14%	135 14%	196 15%	182 12%	180 13%	184 15%	280 16%	310 14%	349 14%	257 17%	242 13%	67 18%	321 15%	313 14%	289 14%	146 12%	88 13%	159 13%	479 15%
Fair-minded and flexible	1150 14%	557 14%	593 14%	108 11%	171 13%	190 12%	223 17%	203 17%	254 14%	316 14%	336 14%	205 14%	293 15%	46 12%	268 13%	325 15%	281 14%	164 14%	112 16%	173 14%	430 13%
Respected and intelligent	1038 13%	505 13%	533 12%	147 15%	189 14%	192 12%	154 11%	136 11%	220 13%	314 14%	308 13%	181 12%	235 12%	41 11%	260 12%	254 12%	256 13%	174 15%	93 13%	145 12%	415 13%
Has wide experience outside politics	859 11%	395 10%	464 11%	98 10%	120 9%	183 12%	140 10%	107 9%	210 12%	251 11%	264 11%	164 11%	179 9%	41 11%	224 11%	217 10%	218 11%	127 11%	73 10%	114 10%	332 10%
Hard-headed and clear-thinking	731 9%	361 9%	370 9%	82 8%	104 8%	139 9%	96 7%	120 10%	192 11%	244 11%	202 8%	130 9%	155 8%	33 9%	191 9%	197 9%	171 8%	120 10%	52 7%	97 8%	282 9%
Does what he believes is best for Britain regardless of what is popular	709 9%	328 8%	381 9%	79 8%	103 8%	159 10%	138 10%	86 7%	143 8%	193 8%	220 9%	131 9%	165 9%	39 11%	172 8%	183 8%	193 10%	102 9%	58 8%	123 10%	318 10%
Caring and compassionate	664 8%	291 7%	373 9%	86 9%	113 9%	125 8%	104 8%	94 8%	142 8%	161 7%	190 8%	96 6%	217 11%	20 5%	168 8%	169 8%	172 8%	86 7%	69 10%	99 8%	231 7%
Came from an ordinary background	460 6%	191 5%	269 6%	78 8%	89 7%	87 6%	84 6%	68 6%	55 3%	103 5%	128 5%	97 6%	133 7%	20 5%	113 5%	133 6%	112 6%	61 5%	40 6%	83 7%	169 5%
Charismatic and engaging	186 2%	118 3%	68 2%	38 4%	47 4%	46 3%	18 1%	17 1%	20 1%	73 3%	52 2%	29 2%	32 2%	6 2%	58 3%	51 2%	41 2%	24 2%	12 2%	27 2%	90 3%

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Absolutes/col percents

Table 22

Q.14 Below are some characteristics that people have said are important for a Prime Minister to have? (3rd Most Important)
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Truly listens to the people	1218	296	411	92	353	293	221	326	353	179	186	174
	15%	16%	16%	15%	15%	16%	15%	14%	16%	15%	16%	14%
Strong and decisive	1158	320	319	86	388	239	209	386	323	181	168	100
	14%	17%	12%	14%	17%	13%	14%	17%	14%	15%	14%	8%
Fair-minded and flexible	1150	270	382	85	321	265	228	299	352	148	158	193
	14%	14%	15%	14%	14%	14%	15%	13%	16%	12%	13%	16%
Respected and intelligent	1038	258	310	75	303	222	202	337	254	146	150	150
	13%	14%	12%	12%	13%	12%	13%	14%	11%	12%	13%	12%
Has wide experience outside politics	859	165	254	72	226	187	179	248	207	146	107	152
	11%	9%	10%	12%	10%	10%	12%	11%	9%	12%	9%	13%
Hard-headed and clear-thinking	731	224	163	54	270	116	126	285	162	118	109	57
	9%	12%	6%	9%	12%	6%	8%	12%	7%	10%	9%	5%
Does what he believes is best for Britain regardless of what is popular	709	176	210	51	208	164	114	219	192	112	98	87
	9%	9%	8%	8%	9%	9%	8%	9%	9%	9%	8%	7%
Caring and compassionate	664	80	289	55	119	195	138	119	213	70	99	164
	8%	4%	11%	9%	5%	10%	9%	5%	9%	6%	8%	14%
Came from an ordinary background	460	34	194	23	66	140	65	46	172	67	58	117
	6%	2%	7%	4%	3%	7%	4%	2%	8%	6%	5%	10%
Charismatic and engaging	186	47	72	19	42	53	32	64	28	37	42	15
	2%	3%	3%	3%	2%	3%	2%	3%	1%	3%	4%	1%

Blue Collar Workers Study

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Absolutes/col percents

Table 23

Q.14 Below are some characteristics that people have said are important for a Prime Minister to have? (NET: Top 3 Most Important)
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Truly listens to the people	4411 54%	1863 48%	2548 60%	604 60%	745 57%	882 57%	790 58%	655 54%	735 42%	971 43%	1289 53%	914 60%	1237 64%	201 55%	1112 53%	1151 53%	1153 57%	603 51%	393 56%	651 54%	1784 54%
Does what he believes is best for Britain regardless of what is popular	3801 47%	1904 49%	1898 44%	366 37%	519 39%	660 43%	610 45%	595 49%	1052 60%	1169 51%	1161 48%	678 45%	794 41%	163 45%	929 44%	1065 49%	941 46%	581 49%	286 41%	492 41%	1511 46%
Strong and decisive	3610 44%	1903 49%	1706 40%	348 35%	575 44%	679 44%	610 45%	538 45%	859 49%	1049 46%	1133 46%	712 47%	716 37%	172 47%	948 45%	962 44%	917 45%	489 42%	294 42%	523 44%	1550 47%
Fair-minded and flexible	2766 34%	1277 33%	1490 35%	310 31%	439 33%	520 34%	512 38%	446 37%	540 31%	760 33%	850 35%	470 31%	686 35%	124 34%	707 34%	723 33%	689 34%	396 34%	251 36%	460 38%	1062 32%
Respected and intelligent	2443 30%	1210 31%	1233 29%	370 37%	439 33%	453 29%	346 26%	334 28%	499 28%	796 35%	756 31%	399 26%	492 25%	92 25%	642 31%	627 29%	560 28%	370 31%	244 35%	372 31%	1004 31%
Has wide experience outside politics	2303 28%	1100 28%	1203 28%	262 26%	311 24%	414 27%	374 28%	382 32%	559 32%	681 30%	678 28%	437 29%	507 26%	115 31%	590 28%	595 28%	554 27%	363 31%	201 28%	292 24%	903 28%
Hard-headed and clear-thinking	1952 24%	975 25%	976 23%	239 24%	264 20%	322 21%	264 20%	282 23%	581 33%	673 30%	574 23%	306 20%	398 21%	69 19%	528 25%	507 23%	462 23%	313 27%	142 20%	268 22%	747 23%
Caring and compassionate	1429 17%	624 16%	806 19%	212 21%	265 20%	279 18%	248 18%	184 15%	241 14%	324 14%	409 17%	251 17%	445 23%	58 16%	385 18%	363 17%	351 17%	186 16%	143 20%	243 20%	509 16%
Came from an ordinary background	1427 17%	587 15%	840 20%	204 20%	294 22%	345 22%	256 19%	171 14%	158 9%	258 11%	378 15%	323 21%	469 24%	81 22%	323 15%	403 19%	386 19%	179 15%	136 19%	226 19%	580 18%
Charismatic and engaging	374 5%	231 6%	143 3%	85 9%	89 7%	91 6%	43 3%	30 2%	36 2%	142 6%	101 4%	63 4%	68 3%	18 5%	126 6%	90 4%	84 4%	48 4%	26 4%	60 5%	179 5%

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Absolutes/col percents

Table 23

Q.14 Below are some characteristics that people have said are important for a Prime Minister to have? (NET: Top 3 Most Important)
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Truly listens to the people	4411 54%	726 39%	1594 61%	289 47%	984 43%	1144 61%	770 51%	856 37%	1596 71%	587 49%	620 53%	753 62%
Does what he believes is best for Britain regardless of what is popular	3801 47%	1351 72%	788 30%	300 49%	1538 67%	609 33%	641 42%	1615 69%	850 38%	568 47%	466 40%	303 25%
Strong and decisive	3610 44%	1162 62%	952 37%	234 38%	1363 59%	704 38%	596 39%	1350 58%	927 41%	557 46%	485 41%	291 24%
Fair-minded and flexible	2766 34%	502 27%	1068 41%	222 36%	622 27%	722 39%	595 39%	623 27%	797 35%	350 29%	426 36%	571 47%
Respected and intelligent	2443 30%	525 28%	831 32%	211 34%	609 27%	592 32%	535 35%	723 31%	553 25%	349 29%	423 36%	394 33%
Has wide experience outside politics	2303 28%	382 20%	735 28%	192 31%	563 25%	527 28%	496 33%	568 24%	572 25%	421 35%	312 27%	430 36%
Hard-headed and clear-thinking	1952 24%	634 34%	440 17%	166 27%	733 32%	320 17%	350 23%	810 35%	406 18%	293 24%	298 25%	144 12%
Caring and compassionate	1429 17%	153 8%	633 24%	105 17%	210 9%	446 24%	275 18%	204 9%	465 21%	168 14%	252 21%	340 28%
Came from an ordinary background	1427 17%	84 4%	624 24%	85 14%	171 7%	461 25%	216 14%	114 5%	542 24%	236 20%	162 14%	374 31%
Charismatic and engaging	374 5%	93 5%	149 6%	30 5%	97 4%	97 5%	69 5%	118 5%	62 3%	81 7%	84 7%	29 2%

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Table 24

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Caring and compassionate
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	173	77	96	6	22	36	34	26	48	45	43	37	47	8	52	48	38	29	6	15	71
		2%	2%	2%	1%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%
	(9)	221	91	130	22	35	41	29	22	73	74	53	44	51	12	82	61	43	29	7	29	72
		3%	2%	3%	2%	3%	3%	2%	2%	4%	3%	2%	3%	3%	3%	4%	3%	2%	2%	1%	2%	2%
	(8)	502	251	251	42	83	81	74	67	156	155	170	96	81	16	142	142	100	75	43	52	207
		6%	6%	6%	4%	6%	5%	5%	6%	9%	7%	7%	6%	4%	5%	7%	7%	5%	6%	6%	4%	6%
	(7)	742	354	387	81	128	119	104	107	203	226	235	125	156	27	215	220	152	99	57	96	311
		9%	9%	9%	8%	10%	8%	8%	9%	12%	10%	10%	8%	8%	7%	10%	10%	7%	8%	8%	8%	9%
	(6)	800	386	414	116	134	140	124	125	161	232	253	173	143	55	235	224	185	102	55	87	377
		10%	10%	10%	12%	10%	9%	9%	10%	9%	10%	10%	11%	7%	15%	11%	10%	9%	9%	8%	7%	12%
	(5)	1229	557	673	185	237	240	164	155	248	363	387	224	256	45	331	323	285	190	101	185	506
		15%	14%	16%	18%	18%	16%	12%	13%	14%	16%	16%	15%	13%	12%	16%	15%	14%	16%	14%	15%	15%
	(4)	833	383	451	109	127	167	142	107	182	244	247	154	188	42	213	202	228	109	81	121	350
		10%	10%	11%	11%	10%	11%	10%	9%	10%	11%	10%	10%	10%	11%	10%	9%	11%	9%	11%	10%	11%
	(3)	746	382	364	96	122	147	124	111	146	222	250	124	150	30	177	190	199	108	72	142	300
		9%	10%	9%	10%	9%	9%	9%	9%	8%	10%	10%	8%	8%	8%	8%	9%	10%	9%	10%	12%	9%
	(2)	652	318	334	87	107	121	116	100	120	187	214	107	143	36	145	179	170	104	54	103	275
		8%	8%	8%	9%	8%	8%	9%	8%	7%	8%	9%	7%	7%	10%	7%	8%	8%	9%	8%	9%	8%
	(1)	642	313	329	67	82	122	132	113	128	170	177	131	164	19	152	162	175	101	53	100	236
		8%	8%	8%	7%	6%	8%	10%	9%	7%	7%	7%	9%	8%	5%	7%	8%	9%	9%	8%	8%	7%
Not true at all	(0)	1632	780	853	189	237	335	309	273	289	358	414	303	557	73	354	411	458	232	177	266	572
		20%	20%	20%	19%	18%	22%	23%	23%	16%	16%	17%	20%	29%	20%	17%	19%	23%	20%	25%	22%	17%
NET: 8-10		895	419	476	70	140	158	136	115	277	274	266	176	179	37	275	251	181	132	56	96	349
		11%	11%	11%	7%	11%	10%	10%	10%	16%	12%	11%	12%	9%	10%	13%	12%	9%	11%	8%	8%	11%
NET: 4-7		3605	1680	1925	492	626	666	533	494	793	1064	1122	676	743	169	994	969	850	499	293	488	1544
		44%	43%	45%	49%	48%	43%	39%	41%	45%	47%	46%	45%	38%	46%	47%	45%	42%	42%	42%	41%	47%

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Absolutes/col percents

Table 24

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Caring and compassionate
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	3672 45%	1792 46%	1881 44%	438 44%	548 42%	725 47%	681 50%	597 50%	683 39%	937 41%	1056 43%	665 44%	1014 52%	159 44%	828 39%	942 44%	1002 49%	544 46%	356 50%	611 51%	1383 42%
Mean	3.84	3.80	3.87	3.75	4.00	3.69	3.54	3.60	4.30	4.10	3.97	3.88	3.34	3.89	4.19	3.96	3.54	3.79	3.40	3.48	3.99
Standard deviation	2.84	2.83	2.85	2.61	2.76	2.83	2.87	2.86	2.93	2.77	2.75	2.88	2.94	2.81	2.86	2.86	2.79	2.85	2.73	2.73	2.77
Standard error	0.03	0.04	0.04	0.09	0.08	0.07	0.08	0.08	0.07	0.05	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Absolutes/col percents

Table 24

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Caring and compassionate
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	173	131	9	12	128	13	13	103	24	14	31	2
		2%	7%	*	2%	6%	1%	1%	4%	1%	1%	3%	*
	(9)	221	149	19	14	145	13	25	129	25	27	37	2
		3%	8%	1%	2%	6%	1%	2%	6%	1%	2%	3%	*
	(8)	502	286	60	41	278	41	72	289	74	53	71	15
		6%	15%	2%	7%	12%	2%	5%	12%	3%	4%	6%	1%
	(7)	742	365	118	64	391	107	112	393	114	100	110	25
		9%	19%	5%	10%	17%	6%	7%	17%	5%	8%	9%	2%
	(6)	800	306	168	80	328	121	134	348	174	116	128	34
		10%	16%	6%	13%	14%	6%	9%	15%	8%	10%	11%	3%
	(5)	1229	294	252	123	367	177	227	418	344	194	192	82
		15%	16%	10%	20%	16%	9%	15%	18%	15%	16%	16%	7%
	(4)	833	139	242	75	205	189	184	216	263	159	119	77
		10%	7%	9%	12%	9%	10%	12%	9%	12%	13%	10%	6%
	(3)	746	90	268	58	162	184	154	180	222	124	121	99
		9%	5%	10%	10%	7%	10%	10%	8%	10%	10%	10%	8%
	(2)	652	59	282	64	91	203	162	100	209	103	104	135
		8%	3%	11%	10%	4%	11%	11%	4%	9%	9%	9%	11%
	(1)	642	27	283	40	82	196	134	65	218	117	84	158
		8%	1%	11%	6%	4%	10%	9%	3%	10%	10%	7%	13%
Not true at all	(0)	1632	26	903	40	120	631	298	86	591	197	179	580
		20%	1%	35%	7%	5%	34%	20%	4%	26%	16%	15%	48%
NET: 8-10		895	566	89	67	551	67	110	521	123	94	138	19
		11%	30%	3%	11%	24%	4%	7%	22%	5%	8%	12%	2%
NET: 4-7		3605	1103	780	343	1291	593	656	1375	894	568	550	218
		44%	59%	30%	56%	56%	32%	43%	59%	40%	47%	47%	18%

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Absolutes/col percents

Table 24

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Caring and compassionate
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	3672 45%	201 11%	1736 67%	202 33%	455 20%	1214 65%	748 49%	432 19%	1240 55%	541 45%	488 41%	972 80%
Mean	3.84	6.29	2.48	4.52	5.63	2.58	3.50	5.63	3.09	3.74	4.11	1.64
Standard deviation	2.84	2.19	2.49	2.43	2.56	2.55	2.62	2.39	2.61	2.62	2.77	2.11
Standard error	0.03	0.05	0.05	0.09	0.05	0.06	0.07	0.05	0.06	0.08	0.08	0.06

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Table 25

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Hard-headed and clear-thinking
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	298	131	167	23	42	56	52	50	74	73	83	55	87	13	76	80	69	60	14	44	113
		4%	3%	4%	2%	3%	4%	4%	4%	4%	3%	3%	4%	4%	4%	4%	4%	3%	5%	2%	4%	3%
	(9)	402	196	206	38	63	74	66	56	105	138	115	68	80	18	116	106	89	61	30	48	162
		5%	5%	5%	4%	5%	5%	5%	5%	6%	6%	5%	4%	4%	5%	6%	5%	4%	5%	4%	4%	5%
	(8)	849	402	447	98	141	144	130	118	219	240	277	160	172	30	223	261	168	136	62	106	357
		10%	10%	10%	10%	11%	9%	10%	10%	12%	11%	11%	11%	9%	8%	11%	12%	8%	12%	9%	9%	11%
	(7)	1034	534	499	121	191	187	178	137	220	327	308	190	209	52	273	280	257	149	73	134	461
		13%	14%	12%	12%	15%	12%	13%	11%	13%	14%	13%	12%	11%	14%	13%	13%	13%	13%	10%	11%	14%
	(6)	976	462	513	139	188	172	148	143	184	301	332	166	177	47	258	267	240	129	81	168	395
		12%	12%	12%	14%	14%	11%	11%	12%	11%	13%	14%	11%	9%	13%	12%	12%	12%	11%	12%	14%	12%
	(5)	1272	544	727	189	218	267	185	164	248	342	366	245	319	56	345	317	336	158	116	184	521
		16%	14%	17%	19%	17%	17%	14%	14%	14%	15%	15%	16%	16%	15%	16%	15%	17%	13%	16%	15%	16%
	(4)	676	306	370	101	112	117	101	89	157	202	197	138	140	35	188	163	165	93	66	101	285
		8%	8%	9%	10%	9%	8%	7%	7%	9%	9%	8%	9%	7%	10%	9%	8%	8%	8%	9%	8%	9%
	(3)	610	305	305	65	88	127	107	85	139	168	199	96	146	17	149	159	151	96	54	97	241
		7%	8%	7%	6%	7%	8%	8%	7%	8%	7%	8%	6%	8%	5%	7%	7%	7%	8%	8%	8%	7%
	(2)	486	248	238	47	58	80	92	104	106	142	145	83	115	22	124	126	121	74	41	72	181
		6%	6%	6%	5%	4%	5%	7%	9%	6%	6%	6%	5%	6%	6%	6%	6%	6%	6%	6%	6%	6%
	(1)	479	223	256	61	50	93	88	74	113	112	153	87	127	18	117	118	127	75	42	76	171
		6%	6%	6%	6%	4%	6%	7%	6%	6%	5%	6%	6%	7%	5%	6%	5%	6%	6%	6%	6%	5%
Not true at all	(0)	1091	540	551	118	161	232	205	185	189	229	268	230	365	55	227	284	309	146	125	165	389
		13%	14%	13%	12%	12%	15%	15%	15%	11%	10%	11%	15%	19%	15%	11%	13%	15%	12%	18%	14%	12%
NET: 8-10		1549	729	820	159	246	275	247	224	398	452	475	284	339	61	415	446	325	256	106	197	632
		19%	19%	19%	16%	19%	18%	18%	19%	23%	20%	19%	19%	18%	17%	20%	21%	16%	22%	15%	17%	19%
NET: 4-7		3957	1847	2111	550	710	743	612	534	809	1172	1203	738	845	190	1064	1028	999	529	336	587	1663
		48%	47%	49%	55%	54%	48%	45%	44%	46%	52%	49%	49%	44%	52%	51%	48%	49%	45%	48%	49%	51%

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Absolutes/col percents

Table 25

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Hard-headed and clear-thinking
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	2665 33%	1315 34%	1350 32%	291 29%	357 27%	531 34%	492 36%	448 37%	547 31%	651 29%	765 31%	496 33%	753 39%	113 31%	617 29%	687 32%	708 35%	390 33%	262 37%	410 34%	982 30%
Mean	4.75	4.72	4.78	4.74	4.99	4.62	4.59	4.55	4.95	5.02	4.87	4.67	4.36	4.71	4.93	4.85	4.54	4.86	4.31	4.60	4.90
Standard deviation	2.90	2.92	2.88	2.71	2.77	2.92	2.99	3.00	2.90	2.77	2.82	2.94	3.06	2.91	2.81	2.91	2.90	2.97	2.89	2.87	2.83
Standard error	0.03	0.05	0.04	0.09	0.08	0.08	0.08	0.08	0.07	0.05	0.06	0.08	0.07	0.17	0.06	0.06	0.06	0.09	0.11	0.08	0.05

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Table 25

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Hard-headed and clear-thinking
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	298	167	55	16	163	39	39	150	41	34	48	25
		4%	9%	2%	3%	7%	2%	3%	6%	2%	3%	4%	2%
	(9)	402	236	67	32	226	45	62	235	56	34	56	21
		5%	13%	3%	5%	10%	2%	4%	10%	2%	3%	5%	2%
	(8)	849	420	131	91	403	107	150	423	157	109	117	43
		10%	22%	5%	15%	18%	6%	10%	18%	7%	9%	10%	4%
	(7)	1034	386	242	84	403	187	192	406	237	152	164	75
		13%	21%	9%	14%	18%	10%	13%	17%	10%	13%	14%	6%
	(6)	976	264	272	89	333	179	181	325	242	159	158	91
		12%	14%	10%	15%	15%	10%	12%	14%	11%	13%	13%	7%
	(5)	1272	205	375	114	296	270	235	338	392	211	189	142
		16%	11%	14%	19%	13%	14%	16%	15%	17%	17%	16%	12%
	(4)	676	75	239	70	123	188	165	141	207	107	118	104
		8%	4%	9%	11%	5%	10%	11%	6%	9%	9%	10%	9%
	(3)	610	52	252	45	96	170	127	110	199	103	85	112
		7%	3%	10%	7%	4%	9%	8%	5%	9%	9%	7%	9%
	(2)	486	31	198	40	80	135	103	70	161	87	65	104
		6%	2%	8%	7%	3%	7%	7%	3%	7%	7%	6%	9%
	(1)	479	16	215	13	70	149	94	61	139	72	70	137
		6%	1%	8%	2%	3%	8%	6%	3%	6%	6%	6%	11%
Not true at all	(0)	1091	18	557	17	104	405	164	68	424	137	107	354
		13%	1%	21%	3%	5%	22%	11%	3%	19%	11%	9%	29%
NET: 8-10		1549	823	254	139	792	192	252	808	255	178	220	89
		19%	44%	10%	23%	34%	10%	17%	35%	11%	15%	19%	7%
NET: 4-7		3957	930	1129	357	1155	823	773	1210	1078	628	629	412
		48%	50%	43%	58%	50%	44%	51%	52%	48%	52%	54%	34%

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Table 25

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Hard-headed and clear-thinking
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	2665 33%	118 6%	1222 47%	116 19%	350 15%	859 46%	489 32%	310 13%	924 41%	397 33%	327 28%	708 59%
Mean	4.75	6.95	3.74	5.52	6.18	3.77	4.69	6.26	4.05	4.63	5.00	3.03
Standard deviation	2.90	2.03	2.85	2.30	2.56	2.86	2.74	2.40	2.81	2.71	2.73	2.82
Standard error	0.03	0.04	0.06	0.09	0.05	0.07	0.07	0.05	0.06	0.08	0.08	0.08

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Table 26

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Strong and decisive
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	371	172	198	28	62	72	67	54	89	93	113	71	94	14	94	107	78	66	27	48	159
		5%	4%	5%	3%	5%	5%	5%	4%	5%	4%	5%	5%	5%	4%	4%	5%	4%	6%	4%	4%	5%
	(9)	469	227	242	50	87	89	74	65	104	145	144	79	100	18	135	132	99	76	26	49	199
		6%	6%	6%	5%	7%	6%	5%	5%	6%	6%	6%	5%	5%	5%	6%	6%	5%	6%	4%	4%	6%
	(8)	925	445	481	122	145	157	152	141	209	276	287	181	181	43	242	253	205	154	71	123	405
		11%	11%	11%	12%	11%	10%	11%	12%	12%	12%	12%	12%	9%	12%	12%	12%	10%	13%	10%	10%	12%
	(7)	989	489	500	137	198	185	146	134	190	314	293	174	208	53	268	273	241	132	75	144	408
		12%	13%	12%	14%	15%	12%	11%	11%	11%	14%	12%	11%	11%	15%	13%	13%	12%	11%	11%	12%	12%
	(6)	978	468	510	129	185	201	144	116	203	284	315	190	189	46	249	273	259	123	75	158	395
		12%	12%	12%	13%	14%	13%	11%	10%	12%	12%	13%	13%	10%	13%	12%	13%	13%	10%	11%	13%	12%
	(5)	1164	513	651	173	211	210	182	164	224	304	361	219	280	54	324	303	269	174	94	180	484
		14%	13%	15%	17%	16%	14%	13%	14%	13%	13%	15%	14%	14%	15%	15%	14%	13%	15%	13%	15%	15%
	(4)	674	303	371	81	99	113	116	95	170	199	214	113	147	21	187	153	184	90	59	91	290
		8%	8%	9%	8%	8%	7%	9%	8%	10%	9%	9%	7%	8%	6%	9%	7%	9%	8%	8%	8%	9%
	(3)	563	280	283	72	88	92	81	98	131	163	173	96	130	22	149	144	138	78	54	83	209
		7%	7%	7%	7%	7%	6%	6%	8%	7%	7%	7%	6%	7%	6%	7%	7%	7%	7%	8%	7%	6%
	(2)	471	235	235	43	47	97	93	83	107	146	119	84	121	20	102	122	124	73	50	72	178
		6%	6%	5%	4%	4%	6%	7%	7%	6%	6%	5%	6%	6%	6%	5%	6%	6%	6%	7%	6%	5%
	(1)	463	222	241	53	43	97	81	73	116	119	146	74	124	14	108	127	116	58	54	86	151
		6%	6%	6%	5%	3%	6%	6%	6%	7%	5%	6%	5%	6%	4%	5%	6%	6%	5%	8%	7%	5%
Not true at all	(0)	1106	538	568	113	148	236	215	183	211	230	277	236	363	59	241	274	319	153	119	161	397
		14%	14%	13%	11%	11%	15%	16%	15%	12%	10%	11%	16%	19%	16%	11%	13%	16%	13%	17%	13%	12%
NET: 8-10		1765	844	921	199	294	317	293	259	402	515	544	331	375	74	470	492	382	296	124	219	763
		22%	22%	22%	20%	22%	20%	22%	22%	23%	23%	22%	22%	19%	20%	22%	23%	19%	25%	18%	18%	23%
NET: 4-7		3805	1772	2033	520	693	709	588	509	786	1102	1183	696	824	175	1027	1002	954	518	304	573	1577
		47%	46%	47%	52%	53%	46%	44%	42%	45%	48%	48%	46%	43%	48%	49%	46%	47%	44%	43%	48%	48%

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Absolutes/col percents

Table 26

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Strong and decisive
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	2603 32%	1275 33%	1327 31%	281 28%	326 25%	522 34%	470 35%	438 36%	566 32%	658 29%	716 29%	490 32%	738 38%	115 32%	599 29%	668 31%	697 34%	361 31%	277 39%	403 34%	936 29%
Mean	4.86	4.85	4.88	4.97	5.26	4.74	4.68	4.66	4.88	5.09	5.00	4.81	4.45	4.84	5.04	4.98	4.63	5.02	4.36	4.68	5.05
Standard deviation	2.97	2.99	2.95	2.77	2.82	3.04	3.08	3.04	2.97	2.85	2.89	3.02	3.12	2.99	2.88	2.98	2.98	3.02	3.01	2.92	2.92
Standard error	0.03	0.05	0.05	0.09	0.08	0.08	0.08	0.08	0.07	0.05	0.06	0.08	0.08	0.17	0.06	0.07	0.06	0.09	0.11	0.09	0.05

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Absolutes/col percents

Table 26

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Strong and decisive
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	371	215	58	24	206	45	43	183	64	44	59	21
		5%	11%	2%	4%	9%	2%	3%	8%	3%	4%	5%	2%
	(9)	469	266	73	38	247	63	72	269	77	48	61	14
		6%	14%	3%	6%	11%	3%	5%	12%	3%	4%	5%	1%
	(8)	925	419	184	77	408	127	174	408	185	128	139	67
		11%	22%	7%	13%	18%	7%	11%	18%	8%	11%	12%	6%
	(7)	989	330	255	105	364	183	183	376	235	149	138	91
		12%	18%	10%	17%	16%	10%	12%	16%	10%	12%	12%	8%
	(6)	978	251	270	86	312	202	186	328	254	144	163	89
		12%	13%	10%	14%	14%	11%	12%	14%	11%	12%	14%	7%
	(5)	1164	182	352	97	285	249	190	301	353	205	182	124
		14%	10%	14%	16%	12%	13%	13%	13%	16%	17%	15%	10%
	(4)	674	74	235	72	110	184	177	136	195	101	117	125
		8%	4%	9%	12%	5%	10%	12%	6%	9%	8%	10%	10%
	(3)	563	70	211	47	106	127	137	117	179	98	80	90
		7%	4%	8%	8%	5%	7%	9%	5%	8%	8%	7%	7%
	(2)	471	35	190	32	79	143	90	71	159	75	68	98
		6%	2%	7%	5%	3%	8%	6%	3%	7%	6%	6%	8%
	(1)	463	14	210	11	67	145	91	63	136	58	71	135
		6%	1%	8%	2%	3%	8%	6%	3%	6%	5%	6%	11%
Not true at all	(0)	1106	15	566	22	113	407	171	77	421	153	100	356
		14%	1%	22%	4%	5%	22%	11%	3%	19%	13%	8%	29%
NET: 8-10		1765	899	315	140	861	235	289	859	325	220	258	102
		22%	48%	12%	23%	37%	13%	19%	37%	14%	18%	22%	8%
NET: 4-7		3805	837	1112	360	1071	818	737	1141	1037	599	600	428
		47%	45%	43%	59%	47%	44%	49%	49%	46%	50%	51%	35%

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Absolutes/col percents

Table 26

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Strong and decisive
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	2603	135	1178	112	365	822	489	327	894	384	318	679
	32%	7%	45%	18%	16%	44%	32%	14%	40%	32%	27%	56%
Mean	4.86	7.06	3.85	5.63	6.26	3.90	4.76	6.32	4.22	4.77	5.11	3.11
Standard deviation	2.97	2.11	2.94	2.37	2.64	2.96	2.80	2.49	2.93	2.83	2.78	2.86
Standard error	0.03	0.05	0.06	0.09	0.05	0.07	0.07	0.05	0.06	0.08	0.08	0.08

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Table 27

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Respected and intelligent
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	283	131	152	20	36	61	49	42	75	76	81	54	72	16	88	77	62	43	14	27	124
		3%	3%	4%	2%	3%	4%	4%	3%	4%	3%	3%	4%	4%	4%	4%	4%	3%	4%	2%	2%	4%
	(9)	390	190	199	39	65	64	63	55	103	129	104	75	82	15	112	122	72	64	19	52	159
		5%	5%	5%	4%	5%	4%	5%	5%	6%	6%	4%	5%	4%	4%	5%	6%	4%	5%	3%	4%	5%
	(8)	818	414	404	90	113	140	119	130	226	256	260	137	164	32	221	223	175	132	67	98	333
		10%	11%	9%	9%	9%	9%	9%	11%	13%	11%	11%	9%	8%	9%	11%	10%	9%	11%	9%	8%	10%
	(7)	1001	514	486	139	177	163	161	123	237	316	337	180	168	50	283	291	225	135	67	114	448
		12%	13%	11%	14%	13%	11%	12%	10%	14%	14%	14%	12%	9%	14%	14%	13%	11%	11%	9%	10%	14%
	(6)	968	469	498	124	187	182	147	126	202	287	316	184	181	51	260	259	239	131	78	158	419
		12%	12%	12%	12%	14%	12%	11%	10%	12%	13%	13%	12%	9%	14%	12%	12%	12%	11%	11%	13%	13%
	(5)	1265	538	727	189	229	258	181	175	231	362	361	228	313	50	329	317	330	177	111	194	494
		15%	14%	17%	19%	17%	17%	13%	15%	13%	16%	15%	15%	16%	14%	16%	15%	16%	15%	16%	16%	15%
	(4)	697	328	369	81	130	118	105	112	152	211	205	118	163	32	174	177	169	116	61	107	281
		9%	8%	9%	8%	10%	8%	8%	9%	9%	9%	8%	8%	8%	9%	8%	8%	8%	10%	9%	9%	9%
	(3)	584	285	299	76	73	120	114	82	118	145	185	111	143	25	141	152	164	74	53	89	228
		7%	7%	7%	8%	6%	8%	8%	7%	7%	6%	8%	7%	7%	7%	7%	7%	8%	6%	7%	7%	7%
	(2)	503	247	256	49	63	106	96	90	99	140	162	102	99	19	110	112	142	77	62	99	203
		6%	6%	6%	5%	5%	7%	7%	8%	6%	6%	7%	7%	5%	5%	5%	5%	7%	7%	9%	8%	6%
	(1)	489	232	257	58	65	87	95	78	107	128	146	79	136	19	136	124	122	73	34	85	172
		6%	6%	6%	6%	5%	6%	7%	6%	6%	6%	6%	5%	7%	5%	6%	6%	6%	6%	5%	7%	5%
Not true at all	(0)	1176	542	634	136	175	249	220	193	203	226	285	248	417	57	243	308	334	152	140	172	415
		14%	14%	15%	14%	13%	16%	16%	16%	12%	10%	12%	16%	22%	16%	12%	14%	16%	13%	20%	14%	13%
NET: 8-10		1490	735	755	149	214	266	231	227	404	461	445	266	318	62	421	422	308	240	100	177	616
		18%	19%	18%	15%	16%	17%	17%	19%	23%	20%	18%	18%	16%	17%	20%	20%	15%	20%	14%	15%	19%
NET: 4-7		3930	1849	2081	533	723	721	595	536	822	1175	1219	711	825	183	1047	1044	963	559	317	574	1642
		48%	48%	49%	53%	55%	47%	44%	44%	47%	52%	50%	47%	43%	50%	50%	48%	47%	48%	45%	48%	50%

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Table 27

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Respected and intelligent
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	2752 34%	1306 34%	1445 34%	319 32%	376 29%	562 36%	525 39%	443 37%	527 30%	638 28%	779 32%	541 36%	794 41%	119 33%	629 30%	695 32%	761 37%	377 32%	289 41%	445 37%	1019 31%
Mean	4.66	4.71	4.61	4.64	4.79	4.50	4.42	4.48	5.01	5.01	4.80	4.55	4.13	4.69	4.92	4.78	4.38	4.76	4.11	4.36	4.83
Standard deviation	2.92	2.92	2.91	2.76	2.79	2.95	2.99	2.98	2.93	2.78	2.82	2.97	3.07	2.95	2.87	2.94	2.89	2.92	2.90	2.82	2.87
Standard error	0.03	0.05	0.04	0.09	0.08	0.08	0.08	0.08	0.07	0.05	0.06	0.08	0.07	0.17	0.06	0.07	0.06	0.09	0.11	0.08	0.05

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Table 27

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Respected and intelligent
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	283	202	24	18	180	28	30	160	33	32	52	6
		3%	11%	1%	3%	8%	2%	2%	7%	1%	3%	4%	1%
	(9)	390	232	48	21	231	39	49	232	47	40	64	6
		5%	12%	2%	3%	10%	2%	3%	10%	2%	3%	5%	*
	(8)	818	438	122	78	426	96	134	435	136	112	104	31
		10%	23%	5%	13%	19%	5%	9%	19%	6%	9%	9%	3%
	(7)	1001	377	203	97	407	137	180	446	187	143	159	66
		12%	20%	8%	16%	18%	7%	12%	19%	8%	12%	14%	5%
	(6)	968	260	265	100	320	188	190	315	258	163	154	79
		12%	14%	10%	16%	14%	10%	13%	14%	11%	14%	13%	7%
	(5)	1265	181	374	110	288	264	236	315	379	234	202	134
		15%	10%	14%	18%	13%	14%	16%	14%	17%	19%	17%	11%
	(4)	697	81	247	63	140	180	162	164	225	87	102	120
		9%	4%	9%	10%	6%	10%	11%	7%	10%	7%	9%	10%
	(3)	584	51	245	51	91	173	140	95	195	95	89	109
		7%	3%	9%	8%	4%	9%	9%	4%	9%	8%	8%	9%
	(2)	503	19	222	39	65	162	112	57	183	85	65	113
		6%	1%	9%	6%	3%	9%	7%	2%	8%	7%	6%	9%
	(1)	489	16	231	14	52	160	95	50	141	79	72	147
		6%	1%	9%	2%	2%	9%	6%	2%	6%	7%	6%	12%
Not true at all	(0)	1176	14	624	20	96	448	187	60	473	132	112	398
		14%	1%	24%	3%	4%	24%	12%	3%	21%	11%	10%	33%
NET: 8-10		1490	872	193	118	837	163	212	827	216	184	220	43
		18%	47%	7%	19%	36%	9%	14%	36%	10%	15%	19%	4%
NET: 4-7		3930	899	1089	370	1155	768	768	1239	1048	627	616	399
		48%	48%	42%	61%	50%	41%	51%	53%	46%	52%	52%	33%

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Table 27

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Respected and intelligent
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	2752 34%	100 5%	1322 51%	124 20%	304 13%	943 50%	534 35%	262 11%	992 44%	392 33%	339 29%	767 63%
Mean	4.66	7.08	3.43	5.44	6.32	3.48	4.47	6.38	3.80	4.66	4.98	2.60
Standard deviation	2.92	1.99	2.74	2.29	2.50	2.80	2.71	2.33	2.77	2.71	2.78	2.54
Standard error	0.03	0.04	0.06	0.09	0.05	0.07	0.07	0.05	0.06	0.08	0.08	0.07

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Table 28

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Charismatic and engaging
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	217	104	114	22	33	51	33	28	50	56	59	49	53	12	69	62	43	33	11	23	98
		3%	3%	3%	2%	3%	3%	2%	2%	3%	2%	2%	3%	3%	3%	3%	3%	2%	3%	2%	2%	3%
	(9)	347	175	172	39	51	66	44	59	88	113	106	66	63	20	105	108	68	49	17	42	156
		4%	4%	4%	4%	4%	4%	3%	5%	5%	5%	4%	4%	3%	5%	5%	5%	3%	4%	2%	4%	5%
	(8)	688	376	311	66	115	134	108	93	171	232	214	120	122	33	181	198	137	108	63	98	284
		8%	10%	7%	7%	9%	9%	8%	8%	10%	10%	9%	8%	6%	9%	9%	9%	7%	9%	9%	8%	9%
	(7)	966	501	465	126	138	149	166	133	255	312	321	162	170	44	266	278	233	135	54	108	417
		12%	13%	11%	13%	11%	10%	12%	11%	15%	14%	13%	11%	9%	12%	13%	13%	11%	11%	8%	9%	13%
	(6)	947	437	509	120	188	172	137	124	207	296	293	166	191	37	242	246	229	151	79	144	390
		12%	11%	12%	12%	14%	11%	10%	10%	12%	13%	12%	11%	10%	10%	12%	11%	11%	13%	11%	12%	12%
	(5)	1168	526	642	175	218	217	165	154	239	323	357	214	275	56	324	298	274	174	99	167	480
		14%	14%	15%	18%	17%	14%	12%	13%	14%	14%	15%	14%	14%	15%	15%	14%	13%	15%	14%	14%	15%
	(4)	756	323	432	88	150	126	127	126	138	230	230	141	154	27	207	174	197	108	69	128	310
		9%	8%	10%	9%	11%	8%	9%	10%	8%	10%	9%	9%	8%	7%	10%	8%	10%	9%	10%	11%	9%
	(3)	680	342	338	103	99	133	111	86	148	185	210	119	167	32	187	176	172	81	65	99	265
		8%	9%	8%	10%	8%	9%	8%	7%	8%	8%	9%	8%	9%	9%	9%	8%	8%	7%	9%	8%	8%
	(2)	565	266	300	66	72	118	100	91	119	142	169	113	142	19	132	142	171	83	38	103	212
		7%	7%	7%	7%	5%	8%	7%	8%	7%	6%	7%	7%	7%	5%	6%	7%	8%	7%	5%	9%	6%
	(1)	502	232	270	50	49	110	103	76	114	123	141	96	142	20	112	138	137	65	50	79	184
		6%	6%	6%	5%	4%	7%	8%	6%	7%	5%	6%	6%	7%	5%	5%	6%	7%	6%	7%	7%	6%
Not true at all	(0)	1337	608	728	146	200	273	257	236	225	262	343	273	458	65	272	342	373	188	161	205	480
		16%	16%	17%	15%	15%	18%	19%	20%	13%	12%	14%	18%	24%	18%	13%	16%	18%	16%	23%	17%	15%
NET: 8-10		1252	655	597	127	200	251	185	180	309	401	379	234	238	65	355	367	247	191	91	163	539
		15%	17%	14%	13%	15%	16%	14%	15%	18%	18%	16%	15%	12%	18%	17%	17%	12%	16%	13%	14%	16%
NET: 4-7		3836	1788	2049	509	693	664	594	537	839	1162	1202	683	791	163	1038	997	933	568	301	546	1597
		47%	46%	48%	51%	53%	43%	44%	45%	48%	51%	49%	45%	41%	45%	50%	46%	46%	48%	43%	46%	49%

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Absolutes/col percents

Table 28

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Charismatic and engaging
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	3084 38%	1448 37%	1636 38%	365 37%	420 32%	634 41%	571 42%	489 41%	605 35%	712 31%	863 35%	601 40%	909 47%	136 37%	703 34%	798 37%	853 42%	417 35%	313 44%	486 41%	1141 35%
Mean	4.38	4.49	4.28	4.41	4.56	4.25	4.10	4.16	4.69	4.79	4.53	4.27	3.78	4.49	4.67	4.50	4.08	4.48	3.84	4.13	4.57
Standard deviation	2.90	2.92	2.88	2.75	2.78	2.98	2.95	2.98	2.88	2.77	2.83	2.97	2.99	3.02	2.83	2.95	2.87	2.90	2.91	2.84	2.88
Standard error	0.03	0.05	0.04	0.09	0.08	0.08	0.08	0.08	0.07	0.05	0.06	0.08	0.07	0.17	0.06	0.07	0.06	0.09	0.11	0.08	0.05

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Absolutes/col percents

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Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Charismatic and engaging
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	217	140	27	11	141	23	21	116	27	29	42	3
		3%	8%	1%	2%	6%	1%	1%	5%	1%	2%	4%	*
	(9)	347	198	53	27	189	45	51	193	48	40	53	13
		4%	11%	2%	4%	8%	2%	3%	8%	2%	3%	4%	1%
	(8)	688	363	99	63	362	75	113	354	103	100	101	29
		8%	19%	4%	10%	16%	4%	7%	15%	5%	8%	9%	2%
	(7)	966	399	175	93	424	143	169	438	174	141	142	72
		12%	21%	7%	15%	18%	8%	11%	19%	8%	12%	12%	6%
	(6)	947	282	258	93	344	159	200	351	204	154	161	77
		12%	15%	10%	15%	15%	8%	13%	15%	9%	13%	14%	6%
	(5)	1168	240	270	100	320	204	202	355	336	195	184	100
		14%	13%	10%	16%	14%	11%	13%	15%	15%	16%	16%	8%
	(4)	756	106	269	76	169	192	156	175	234	130	131	85
		9%	6%	10%	12%	7%	10%	10%	8%	10%	11%	11%	7%
	(3)	680	70	264	67	107	187	150	138	226	92	93	131
		8%	4%	10%	11%	5%	10%	10%	6%	10%	8%	8%	11%
	(2)	565	32	263	37	75	183	122	68	188	103	76	131
		7%	2%	10%	6%	3%	10%	8%	3%	8%	9%	6%	11%
	(1)	502	16	233	18	54	169	107	55	165	80	64	138
		6%	1%	9%	3%	2%	9%	7%	2%	7%	7%	5%	11%
Not true at all	(0)	1337	24	694	28	112	493	225	84	552	140	131	430
		16%	1%	27%	4%	5%	26%	15%	4%	24%	12%	11%	36%
NET: 8-10		1252	701	178	101	692	143	184	664	178	169	196	46
		15%	37%	7%	17%	30%	8%	12%	29%	8%	14%	17%	4%
NET: 4-7		3836	1028	972	361	1257	698	727	1319	947	619	617	334
		47%	55%	37%	59%	55%	37%	48%	57%	42%	51%	52%	28%

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Absolutes/col percents

Table 28

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Charismatic and engaging
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	3084 38%	142 8%	1454 56%	150 24%	348 15%	1033 55%	604 40%	345 15%	1131 50%	415 34%	362 31%	830 69%
Mean	4.38	6.68	3.18	5.16	6.02	3.24	4.21	6.01	3.46	4.50	4.76	2.46
Standard deviation	2.90	2.08	2.74	2.35	2.50	2.79	2.75	2.38	2.76	2.72	2.76	2.56
Standard error	0.03	0.05	0.06	0.09	0.05	0.07	0.07	0.05	0.06	0.08	0.08	0.07

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Table 29

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Fair-minded and flexible
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	192	96	96	17	25	44	29	23	55	50	57	39	46	10	63	52	38	31	8	24	82
		2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	3%	2%	3%	3%	2%	2%	3%	1%	2%	2%
	(9)	259	129	129	21	35	37	36	41	87	95	70	41	53	9	84	80	54	30	10	26	98
		3%	3%	3%	2%	3%	2%	3%	3%	5%	4%	3%	3%	3%	2%	4%	4%	3%	3%	1%	2%	3%
	(8)	634	315	319	55	98	99	89	96	198	198	187	132	116	33	186	183	128	95	42	66	267
		8%	8%	7%	5%	7%	6%	7%	8%	11%	9%	8%	9%	6%	9%	9%	8%	6%	8%	6%	6%	8%
	(7)	807	421	386	90	124	137	129	125	202	250	272	132	152	36	206	243	189	119	51	87	365
		10%	11%	9%	9%	9%	9%	10%	10%	12%	11%	11%	9%	8%	10%	10%	11%	9%	10%	7%	7%	11%
	(6)	873	441	432	125	143	165	132	110	198	277	280	150	166	41	247	231	203	121	72	125	374
		11%	11%	10%	12%	11%	11%	10%	9%	11%	12%	11%	10%	9%	11%	12%	11%	10%	10%	10%	10%	11%
	(5)	1234	521	713	173	251	246	170	163	232	355	375	235	269	58	331	310	302	188	104	198	506
		15%	13%	17%	17%	19%	16%	13%	14%	13%	16%	15%	15%	14%	16%	16%	14%	15%	16%	15%	17%	15%
	(4)	839	398	441	120	143	146	148	112	170	240	277	140	182	31	210	216	215	119	79	119	342
		10%	10%	10%	12%	11%	9%	11%	9%	10%	11%	11%	9%	9%	9%	10%	10%	11%	10%	11%	10%	10%
	(3)	688	317	371	90	101	128	125	107	136	197	208	131	152	30	167	169	172	116	64	104	282
		8%	8%	9%	9%	8%	8%	9%	9%	8%	9%	9%	9%	8%	8%	8%	8%	8%	10%	9%	9%	9%
	(2)	626	307	319	86	100	122	106	76	136	174	195	120	138	25	156	158	156	98	58	120	235
		8%	8%	7%	9%	8%	8%	8%	6%	8%	8%	8%	8%	7%	7%	7%	7%	8%	8%	8%	10%	7%
	(1)	563	263	300	56	69	128	112	94	105	149	162	93	160	25	139	145	166	63	51	99	200
		7%	7%	7%	6%	5%	8%	8%	8%	6%	7%	7%	6%	8%	7%	7%	7%	8%	5%	7%	8%	6%
Not true at all	(0)	1457	683	774	168	224	297	276	259	233	290	360	303	504	67	309	376	409	195	168	228	527
		18%	18%	18%	17%	17%	19%	20%	21%	13%	13%	15%	20%	26%	18%	15%	17%	20%	17%	24%	19%	16%
NET: 8-10		1085	540	544	93	158	180	154	159	340	343	314	213	215	51	333	315	220	157	60	116	446
		13%	14%	13%	9%	12%	12%	11%	13%	19%	15%	13%	14%	11%	14%	16%	15%	11%	13%	9%	10%	14%
NET: 4-7		3753	1781	1973	508	661	693	578	510	803	1122	1204	658	769	166	993	999	909	547	305	528	1586
		46%	46%	46%	51%	50%	45%	43%	42%	46%	49%	49%	43%	40%	46%	47%	46%	45%	47%	43%	44%	48%

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Absolutes/col percents

Table 29

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Fair-minded and flexible
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	3335 41%	1570 40%	1764 41%	400 40%	494 38%	675 44%	619 46%	537 45%	610 35%	810 36%	925 38%	647 43%	953 49%	147 40%	771 37%	848 39%	903 44%	472 40%	340 48%	551 46%	1244 38%
Mean	4.11	4.18	4.05	4.02	4.17	3.93	3.82	3.92	4.65	4.47	4.27	4.03	3.56	4.15	4.40	4.24	3.84	4.19	3.52	3.74	4.29
Standard deviation	2.86	2.89	2.84	2.67	2.75	2.87	2.88	2.95	2.90	2.77	2.77	2.92	2.96	2.90	2.86	2.90	2.84	2.81	2.75	2.76	2.82
Standard error	0.03	0.05	0.04	0.09	0.08	0.07	0.08	0.08	0.07	0.05	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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David Cameron - Fair-minded and flexible
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	192	132	25	8	126	29	13	118	15	18	35	6
		2%	7%	1%	1%	5%	2%	1%	5%	1%	1%	3%	1%
	(9)	259	177	25	16	181	25	26	164	27	30	36	1
		3%	9%	1%	3%	8%	1%	2%	7%	1%	2%	3%	*
	(8)	634	396	52	48	383	39	77	370	85	76	92	11
		8%	21%	2%	8%	17%	2%	5%	16%	4%	6%	8%	1%
	(7)	807	405	105	82	422	81	137	420	146	111	104	26
		10%	22%	4%	13%	18%	4%	9%	18%	6%	9%	9%	2%
	(6)	873	310	172	93	338	123	179	352	192	151	133	44
		11%	17%	7%	15%	15%	7%	12%	15%	9%	13%	11%	4%
	(5)	1234	224	308	111	316	229	223	377	348	205	209	95
		15%	12%	12%	18%	14%	12%	15%	16%	15%	17%	18%	8%
	(4)	839	105	286	88	184	192	192	188	254	159	141	97
		10%	6%	11%	14%	8%	10%	13%	8%	11%	13%	12%	8%
	(3)	688	60	258	65	107	182	161	133	226	115	103	111
		8%	3%	10%	11%	5%	10%	11%	6%	10%	10%	9%	9%
	(2)	626	32	311	48	71	221	144	74	217	100	104	132
		8%	2%	12%	8%	3%	12%	10%	3%	10%	8%	9%	11%
	(1)	563	15	275	23	56	199	106	55	192	84	74	159
		7%	1%	11%	4%	2%	11%	7%	2%	9%	7%	6%	13%
Not true at all	(0)	1457	17	787	29	114	556	256	77	554	155	146	526
		18%	1%	30%	5%	5%	30%	17%	3%	25%	13%	12%	43%
NET: 8-10		1085	704	103	73	689	92	116	653	127	124	163	19
		13%	38%	4%	12%	30%	5%	8%	28%	6%	10%	14%	2%
NET: 4-7		3753	1043	871	374	1260	625	732	1337	940	626	587	263
		46%	56%	33%	61%	55%	33%	48%	57%	42%	52%	50%	22%

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Table 29

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Fair-minded and flexible
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	3335	123	1631	165	348	1157	667	338	1189	453	426	928
	41%	7%	63%	27%	15%	62%	44%	15%	53%	38%	36%	77%
Mean	4.11	6.71	2.70	4.85	5.99	2.79	3.81	5.98	3.24	4.18	4.36	1.85
Standard deviation	2.86	1.99	2.51	2.28	2.49	2.60	2.60	2.36	2.61	2.60	2.72	2.19
Standard error	0.03	0.04	0.05	0.09	0.05	0.07	0.06	0.05	0.06	0.07	0.08	0.06

Blue Collar Workers Study

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Absolutes/col percents

Table 30

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Truly listens to the people
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	177	85	92	20	19	39	28	20	50	42	59	29	48	8	53	58	32	29	5	26	69
		2%	2%	2%	2%	1%	3%	2%	2%	3%	2%	2%	2%	2%	2%	3%	3%	2%	2%	1%	2%	2%
	(9)	211	99	112	29	30	42	29	22	60	71	55	46	39	8	73	50	48	31	9	24	87
		3%	3%	3%	3%	2%	3%	2%	2%	3%	3%	2%	3%	2%	2%	3%	2%	2%	3%	1%	2%	3%
	(8)	485	231	254	41	74	73	69	80	147	147	151	89	97	20	137	138	109	73	27	52	193
		6%	6%	6%	4%	6%	5%	5%	7%	8%	6%	6%	6%	5%	6%	7%	6%	5%	6%	4%	4%	6%
	(7)	687	348	339	72	124	124	89	98	179	217	232	115	123	33	194	196	159	88	49	75	317
		8%	9%	8%	7%	9%	8%	7%	8%	10%	10%	9%	8%	6%	9%	9%	9%	8%	8%	7%	6%	10%
	(6)	739	371	368	88	133	127	125	108	158	231	240	133	134	36	204	220	163	98	53	99	329
		9%	10%	9%	9%	10%	8%	9%	9%	9%	10%	10%	9%	7%	10%	10%	10%	8%	8%	8%	8%	10%
	(5)	1104	501	603	164	218	226	152	123	220	315	337	205	247	46	317	258	256	186	87	167	479
		14%	13%	14%	16%	17%	15%	11%	10%	13%	14%	14%	14%	13%	13%	15%	12%	13%	16%	12%	14%	15%
	(4)	785	354	431	101	117	151	126	125	165	253	223	140	169	37	194	220	192	109	71	113	309
		10%	9%	10%	10%	9%	10%	9%	10%	9%	11%	9%	9%	9%	10%	9%	10%	9%	9%	10%	9%	9%
	(3)	688	352	336	87	85	139	124	104	149	199	218	125	146	37	158	173	194	88	75	111	266
		8%	9%	8%	9%	6%	9%	9%	9%	8%	9%	9%	8%	8%	10%	8%	8%	10%	7%	11%	9%	8%
	(2)	684	312	371	96	127	125	118	78	140	200	218	111	155	21	174	158	173	120	58	113	273
		8%	8%	9%	10%	10%	8%	9%	7%	8%	9%	9%	7%	8%	6%	8%	7%	9%	10%	8%	9%	8%
	(1)	735	347	388	106	101	125	131	130	143	205	217	151	163	29	189	191	186	103	66	126	279
		9%	9%	9%	11%	8%	8%	10%	11%	8%	9%	9%	10%	8%	8%	9%	9%	9%	9%	9%	11%	9%
Not true at all	(0)	1878	892	986	195	285	378	360	318	342	393	494	373	617	90	403	499	520	251	205	289	675
		23%	23%	23%	19%	22%	24%	27%	26%	19%	17%	20%	25%	32%	25%	19%	23%	26%	21%	29%	24%	21%
NET: 8-10		873	415	459	90	124	154	127	122	257	261	265	165	183	36	264	246	189	134	40	102	350
		11%	11%	11%	9%	9%	10%	9%	10%	15%	11%	11%	11%	9%	10%	13%	11%	9%	11%	6%	9%	11%
NET: 4-7		3315	1573	1741	425	592	628	492	454	723	1017	1032	593	673	151	909	894	770	481	261	454	1433
		41%	40%	41%	42%	45%	41%	36%	38%	41%	45%	42%	39%	35%	41%	43%	41%	38%	41%	37%	38%	44%

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Table 30

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Truly listens to the people
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	3985 49%	1903 49%	2082 49%	485 48%	597 45%	767 50%	732 54%	630 52%	774 44%	997 44%	1147 47%	760 50%	1081 56%	177 49%	925 44%	1021 47%	1073 53%	561 48%	404 57%	639 53%	1493 46%
Mean	3.62	3.65	3.60	3.61	3.72	3.55	3.31	3.39	4.02	3.93	3.78	3.53	3.14	3.60	3.93	3.71	3.38	3.69	3.02	3.33	3.80
Standard deviation	2.90	2.91	2.89	2.77	2.82	2.90	2.88	2.91	2.98	2.81	2.87	2.92	2.95	2.90	2.92	2.95	2.85	2.88	2.68	2.81	2.87
Standard error	0.03	0.05	0.04	0.09	0.08	0.08	0.08	0.08	0.07	0.05	0.06	0.08	0.07	0.17	0.06	0.07	0.06	0.09	0.10	0.08	0.05

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David Cameron - Truly listens to the people
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	177	130	13	10	117	21	12	109	15	16	32	5
		2%	7%	1%	2%	5%	1%	1%	5%	1%	1%	3%	*
	(9)	211	145	25	12	145	23	18	124	18	22	43	4
		3%	8%	1%	2%	6%	1%	1%	5%	1%	2%	4%	*
	(8)	485	308	55	32	297	47	55	282	60	57	73	12
		6%	16%	2%	5%	13%	2%	4%	12%	3%	5%	6%	1%
	(7)	687	358	87	75	350	66	111	386	104	92	94	12
		8%	19%	3%	12%	15%	3%	7%	17%	5%	8%	8%	1%
	(6)	739	320	132	68	326	96	128	321	157	120	112	29
		9%	17%	5%	11%	14%	5%	8%	14%	7%	10%	10%	2%
	(5)	1104	265	229	103	337	177	200	397	297	164	171	75
		14%	14%	9%	17%	15%	9%	13%	17%	13%	14%	15%	6%
	(4)	785	161	221	89	198	154	183	232	213	137	134	69
		10%	9%	9%	14%	9%	8%	12%	10%	9%	11%	11%	6%
	(3)	688	73	223	70	135	153	148	152	214	134	108	80
		8%	4%	9%	12%	6%	8%	10%	7%	9%	11%	9%	7%
	(2)	684	54	299	62	117	213	150	123	232	106	111	111
		8%	3%	11%	10%	5%	11%	10%	5%	10%	9%	9%	9%
	(1)	735	23	345	40	85	239	161	80	263	122	109	161
		9%	1%	13%	7%	4%	13%	11%	3%	12%	10%	9%	13%
Not true at all	(0)	1878	34	975	50	187	686	348	122	683	233	189	651
		23%	2%	37%	8%	8%	37%	23%	5%	30%	19%	16%	54%
NET: 8-10		873	582	93	54	560	90	86	515	93	96	148	22
		11%	31%	4%	9%	24%	5%	6%	22%	4%	8%	13%	2%
NET: 4-7		3315	1104	669	335	1212	493	622	1336	771	513	511	184
		41%	59%	26%	55%	53%	26%	41%	57%	34%	43%	43%	15%

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David Cameron - Truly listens to the people
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	3985	185	1842	223	525	1291	806	477	1393	594	517	1004
	49%	10%	71%	36%	23%	69%	53%	20%	62%	49%	44%	83%
Mean	3.62	6.31	2.24	4.32	5.43	2.37	3.24	5.49	2.73	3.56	3.97	1.42
Standard deviation	2.90	2.20	2.45	2.45	2.73	2.57	2.62	2.52	2.55	2.69	2.83	2.06
Standard error	0.03	0.05	0.05	0.10	0.05	0.06	0.07	0.05	0.06	0.08	0.08	0.06

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Table 31

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Does what he believes is best for Britain regardless of what is popular
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	713	324	389	66	82	110	124	135	196	190	198	137	189	36	191	206	150	119	48	96	259
		9%	8%	9%	7%	6%	7%	9%	11%	11%	8%	8%	9%	10%	10%	9%	10%	7%	10%	7%	8%	8%
	(9)	750	383	367	70	102	136	117	124	200	247	232	139	131	30	185	217	197	103	48	78	323
		9%	10%	9%	7%	8%	9%	9%	10%	11%	11%	10%	9%	7%	8%	9%	10%	10%	9%	7%	7%	10%
	(8)	1121	578	544	100	197	185	179	175	285	333	361	210	217	49	268	333	226	184	110	146	472
		14%	15%	13%	10%	15%	12%	13%	15%	16%	15%	15%	14%	11%	13%	13%	15%	11%	16%	16%	12%	14%
	(7)	1025	510	515	135	165	189	178	127	232	320	357	151	198	37	295	280	252	129	68	144	441
		13%	13%	12%	13%	13%	12%	13%	11%	13%	14%	15%	10%	10%	10%	14%	13%	12%	11%	10%	12%	13%
	(6)	775	354	421	106	145	143	116	108	157	244	235	141	155	40	222	186	182	106	79	147	300
		9%	9%	10%	11%	11%	9%	9%	9%	9%	11%	10%	9%	8%	11%	11%	9%	9%	9%	11%	12%	9%
	(5)	991	449	542	163	176	223	136	128	166	265	288	177	261	42	294	226	264	128	79	148	419
		12%	12%	13%	16%	13%	14%	10%	11%	9%	12%	12%	12%	13%	12%	14%	10%	13%	11%	11%	12%	13%
	(4)	504	205	299	85	85	88	81	79	86	141	157	88	118	25	121	127	134	69	52	78	206
		6%	5%	7%	8%	6%	6%	6%	7%	5%	6%	6%	6%	6%	7%	6%	6%	7%	6%	7%	7%	6%
	(3)	453	214	239	51	78	87	75	68	93	126	132	94	101	17	124	112	115	66	36	72	186
		6%	5%	6%	5%	6%	6%	6%	6%	5%	6%	5%	6%	5%	5%	6%	5%	6%	6%	5%	6%	6%
	(2)	412	202	210	55	67	86	65	52	87	117	120	85	91	21	86	107	116	77	26	63	177
		5%	5%	5%	6%	5%	6%	5%	4%	5%	5%	5%	6%	5%	6%	4%	5%	6%	7%	4%	5%	5%
	(1)	398	188	210	44	49	87	80	62	77	92	102	96	109	17	95	99	97	68	38	71	141
		5%	5%	5%	4%	4%	6%	6%	5%	4%	4%	4%	6%	6%	5%	5%	5%	5%	6%	5%	6%	4%
Not true at all	(0)	1031	485	545	125	168	215	200	149	175	202	261	201	368	51	215	268	299	127	123	152	354
		13%	12%	13%	12%	13%	14%	15%	12%	10%	9%	11%	13%	19%	14%	10%	12%	15%	11%	17%	13%	11%
NET: 8-10		2584	1285	1299	236	381	431	420	435	681	769	792	486	537	115	644	756	574	406	205	320	1053
		32%	33%	30%	24%	29%	28%	31%	36%	39%	34%	32%	32%	28%	32%	31%	35%	28%	34%	29%	27%	32%
NET: 4-7		3295	1518	1778	489	571	643	511	441	640	970	1037	557	732	144	933	820	832	433	278	517	1365
		40%	39%	42%	49%	43%	42%	38%	37%	37%	43%	42%	37%	38%	40%	45%	38%	41%	37%	39%	43%	42%

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David Cameron - Does what he believes is best for Britain regardless of what is popular
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	2293 28%	1089 28%	1204 28%	275 27%	361 28%	475 31%	420 31%	330 27%	433 25%	536 24%	614 25%	475 31%	669 35%	105 29%	520 25%	586 27%	627 31%	338 29%	222 32%	359 30%	858 26%
Mean	5.41	5.47	5.35	5.14	5.31	5.15	5.26	5.58	5.88	5.75	5.60	5.26	4.90	5.32	5.59	5.57	5.15	5.50	5.01	5.17	5.53
Standard deviation	3.16	3.16	3.15	2.98	3.04	3.16	3.28	3.24	3.14	2.98	3.04	3.24	3.37	3.23	3.02	3.19	3.20	3.18	3.24	3.10	3.06
Standard error	0.03	0.05	0.05	0.10	0.09	0.08	0.09	0.09	0.07	0.05	0.07	0.09	0.08	0.18	0.06	0.07	0.07	0.09	0.12	0.09	0.05

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David Cameron - Does what he believes is best for Britain regardless of what is popular
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	713	382	143	39	370	114	96	348	127	84	73	80
		9%	20%	5%	6%	16%	6%	6%	15%	6%	7%	6%	7%
	(9)	750	378	128	76	382	90	145	385	148	86	95	35
		9%	20%	5%	12%	17%	5%	10%	17%	7%	7%	8%	3%
	(8)	1121	447	229	104	488	174	200	481	231	144	185	81
		14%	24%	9%	17%	21%	9%	13%	21%	10%	12%	16%	7%
	(7)	1025	291	289	103	319	193	220	349	233	176	156	111
		13%	16%	11%	17%	14%	10%	15%	15%	10%	15%	13%	9%
	(6)	775	131	280	62	180	208	158	199	215	135	139	86
		9%	7%	11%	10%	8%	11%	10%	9%	10%	11%	12%	7%
	(5)	991	116	310	78	202	224	171	230	312	169	172	109
		12%	6%	12%	13%	9%	12%	11%	10%	14%	14%	15%	9%
	(4)	504	45	185	32	88	133	99	97	171	95	70	71
		6%	2%	7%	5%	4%	7%	7%	4%	8%	8%	6%	6%
	(3)	453	26	169	46	65	111	106	65	156	74	56	102
		6%	1%	6%	8%	3%	6%	7%	3%	7%	6%	5%	8%
	(2)	412	30	193	29	66	128	82	72	118	71	55	95
		5%	2%	7%	5%	3%	7%	5%	3%	5%	6%	5%	8%
	(1)	398	11	166	24	42	119	85	35	131	56	66	111
		5%	1%	6%	4%	2%	6%	6%	1%	6%	5%	6%	9%
Not true at all	(0)	1031	15	514	19	95	380	153	66	414	113	109	328
		13%	1%	20%	3%	4%	20%	10%	3%	18%	9%	9%	27%
NET: 8-10		2584	1207	500	219	1240	378	442	1214	506	314	353	196
		32%	65%	19%	36%	54%	20%	29%	52%	22%	26%	30%	16%
NET: 4-7		3295	583	1064	275	789	758	647	875	931	575	537	377
		40%	31%	41%	45%	34%	40%	43%	38%	41%	48%	46%	31%

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David Cameron - Does what he believes is best for Britain regardless of what is popular
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	2293 28%	81 4%	1041 40%	118 19%	268 12%	738 39%	425 28%	239 10%	818 36%	314 26%	286 24%	636 53%
Mean	5.41	7.76	4.40	6.11	7.00	4.43	5.40	7.02	4.63	5.36	5.51	3.72
Standard deviation	3.16	2.01	3.18	2.62	2.64	3.22	3.02	2.50	3.18	2.91	2.93	3.30
Standard error	0.03	0.04	0.07	0.10	0.05	0.08	0.08	0.05	0.07	0.08	0.09	0.10

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Absolutes/col percents

Table 32

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Came from an ordinary background
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	90	49	41	9	11	22	17	8	24	24	19	19	29	7	29	28	18	11	4	11	35
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%
	(9)	85	27	58	20	18	21	10	4	12	24	19	17	25	3	40	16	20	7	2	17	36
		1%	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	1%
	(8)	188	89	99	22	42	43	32	25	24	38	55	42	53	11	63	49	34	23	18	30	96
		2%	2%	2%	2%	3%	3%	2%	2%	1%	2%	2%	3%	3%	3%	3%	2%	2%	2%	3%	2%	3%
	(7)	264	122	142	42	63	52	38	23	46	76	81	51	57	11	80	69	70	28	16	30	122
		3%	3%	3%	4%	5%	3%	3%	2%	3%	3%	3%	3%	3%	3%	4%	3%	3%	2%	2%	3%	4%
	(6)	324	128	195	44	66	59	44	42	68	85	89	77	72	23	105	89	73	33	22	46	148
		4%	3%	5%	4%	5%	4%	3%	3%	4%	4%	4%	5%	4%	6%	5%	4%	4%	3%	3%	4%	5%
	(5)	841	331	510	141	186	186	111	86	131	199	264	155	223	29	226	235	192	126	61	115	376
		10%	9%	12%	14%	14%	12%	8%	7%	7%	9%	11%	10%	12%	8%	11%	11%	9%	11%	9%	10%	11%
	(4)	533	235	299	72	97	78	93	83	110	126	167	120	120	32	156	152	119	64	42	75	226
		7%	6%	7%	7%	7%	5%	7%	7%	6%	6%	7%	8%	6%	9%	7%	7%	6%	5%	6%	6%	7%
	(3)	640	286	354	75	101	115	108	96	145	182	194	117	146	34	163	160	159	107	51	91	261
		8%	7%	8%	7%	8%	7%	8%	8%	8%	8%	8%	8%	8%	9%	8%	7%	8%	9%	7%	8%	8%
	(2)	757	341	416	99	115	147	126	114	155	236	252	132	137	29	184	199	178	129	66	104	323
		9%	9%	10%	10%	9%	9%	9%	9%	9%	10%	10%	9%	7%	8%	9%	9%	9%	11%	9%	9%	10%
	(1)	1003	507	496	101	142	192	182	145	241	308	293	185	217	46	249	263	258	156	78	132	394
		12%	13%	12%	10%	11%	12%	13%	12%	14%	14%	12%	12%	11%	13%	12%	12%	13%	13%	11%	11%	12%
Not true at all	(0)	3448	1777	1671	376	472	634	590	579	797	976	1010	602	859	139	801	901	911	490	345	545	1259
		42%	46%	39%	38%	36%	41%	44%	48%	45%	43%	41%	40%	44%	38%	38%	42%	45%	42%	49%	46%	38%
NET: 8-10		363	165	198	51	71	85	59	37	60	86	93	77	106	22	131	93	72	42	23	58	167
		4%	4%	5%	5%	5%	5%	4%	3%	3%	4%	4%	5%	5%	6%	6%	4%	4%	4%	3%	5%	5%
NET: 4-7		1962	816	1146	299	412	375	286	235	356	486	601	403	471	95	568	546	455	252	142	266	872
		24%	21%	27%	30%	31%	24%	21%	19%	20%	21%	25%	27%	24%	26%	27%	25%	22%	21%	20%	22%	27%

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Absolutes/col percents

Table 32

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Came from an ordinary background
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	5848 72%	2910 75%	2938 69%	651 65%	830 63%	1088 70%	1006 74%	935 77%	1338 76%	1702 75%	1749 72%	1037 68%	1360 70%	247 68%	1397 67%	1523 70%	1505 74%	882 75%	540 77%	872 73%	2238 68%
Mean	2.17	1.98	2.34	2.52	2.62	2.29	2.02	1.79	1.91	2.04	2.16	2.34	2.21	2.43	2.48	2.20	2.01	2.03	1.82	2.07	2.38
Standard deviation	2.56	2.51	2.58	2.66	2.68	2.65	2.50	2.31	2.44	2.48	2.48	2.62	2.66	2.69	2.72	2.56	2.49	2.40	2.36	2.56	2.61
Standard error	0.03	0.04	0.04	0.09	0.08	0.07	0.07	0.06	0.06	0.04	0.06	0.07	0.06	0.15	0.06	0.06	0.05	0.07	0.09	0.08	0.05

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Absolutes/col percents

Table 32

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Came from an ordinary background
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	90	51	18	6	52	14	10	37	13	9	25	5
		1%	3%	1%	1%	2%	1%	1%	2%	1%	1%	2%	*
	(9)	85	36	22	5	35	17	9	35	10	14	25	1
		1%	2%	1%	1%	2%	1%	1%	1%	*	1%	2%	*
	(8)	188	81	32	17	83	32	16	78	32	27	44	8
		2%	4%	1%	3%	4%	2%	1%	3%	1%	2%	4%	1%
	(7)	264	103	81	20	100	57	33	104	62	34	52	11
		3%	5%	3%	3%	4%	3%	2%	4%	3%	3%	4%	1%
	(6)	324	137	75	25	145	51	32	122	85	46	62	8
		4%	7%	3%	4%	6%	3%	2%	5%	4%	4%	5%	1%
	(5)	841	242	169	70	260	130	109	315	255	116	123	33
		10%	13%	6%	11%	11%	7%	7%	14%	11%	10%	10%	3%
	(4)	533	177	108	51	193	80	91	220	125	78	76	34
		7%	9%	4%	8%	8%	4%	6%	9%	6%	7%	6%	3%
	(3)	640	215	140	60	233	95	114	263	177	87	77	35
		8%	11%	5%	10%	10%	5%	7%	11%	8%	7%	7%	3%
	(2)	757	229	169	81	252	118	162	266	214	120	100	57
		9%	12%	6%	13%	11%	6%	11%	11%	9%	10%	8%	5%
	(1)	1003	229	295	94	295	202	223	312	270	147	158	116
		12%	12%	11%	15%	13%	11%	15%	13%	12%	12%	13%	10%
Not true at all	(0)	3448	371	1496	182	650	1079	717	575	1013	524	433	902
		42%	20%	57%	30%	28%	58%	47%	25%	45%	44%	37%	75%
NET: 8-10		363	168	72	28	170	63	35	150	55	50	94	14
		4%	9%	3%	5%	7%	3%	2%	6%	2%	4%	8%	1%
NET: 4-7		1962	658	433	166	697	318	265	761	527	275	313	86
		24%	35%	17%	27%	30%	17%	17%	33%	23%	23%	27%	7%

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Absolutes/col percents

Table 32

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Came from an ordinary background
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	5848 72%	1045 56%	2100 81%	417 68%	1430 62%	1494 80%	1215 80%	1417 61%	1674 74%	878 73%	768 65%	1110 92%
Mean	2.17	3.35	1.53	2.49	2.89	1.57	1.67	2.95	1.96	2.07	2.62	0.73
Standard deviation	2.56	2.75	2.35	2.47	2.74	2.41	2.21	2.62	2.37	2.50	2.87	1.65
Standard error	0.03	0.06	0.05	0.10	0.05	0.06	0.06	0.05	0.05	0.07	0.08	0.05

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Table 33

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Has wide experience outside politics
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	118	51	67	16	20	27	23	10	23	24	30	26	38	9	42	35	25	16	1	23	49
		1%	1%	2%	2%	2%	2%	2%	1%	1%	1%	1%	2%	2%	3%	2%	2%	1%	1%	*	2%	1%
	(9)	118	60	58	20	27	29	12	8	21	34	33	24	27	3	40	31	22	19	6	19	50
		1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%
	(8)	291	124	167	30	60	51	46	38	66	68	89	66	68	14	102	79	62	34	15	29	134
		4%	3%	4%	3%	5%	3%	3%	3%	4%	3%	4%	4%	4%	4%	5%	4%	3%	3%	2%	2%	4%
	(7)	418	189	229	67	76	70	70	52	84	121	132	72	93	16	111	129	101	48	28	48	191
		5%	5%	5%	7%	6%	5%	5%	4%	5%	5%	5%	5%	5%	5%	5%	6%	5%	4%	4%	4%	6%
	(6)	569	238	331	83	100	124	81	78	104	166	183	113	108	38	171	161	119	70	49	73	274
		7%	6%	8%	8%	8%	8%	6%	6%	6%	7%	7%	7%	6%	10%	8%	7%	6%	6%	7%	6%	8%
	(5)	1272	519	753	185	267	243	200	167	209	315	371	257	329	57	350	337	298	194	93	170	551
		16%	13%	18%	18%	20%	16%	15%	14%	12%	14%	15%	17%	17%	16%	17%	16%	15%	16%	13%	14%	17%
	(4)	810	368	443	93	144	140	144	120	170	216	256	155	184	38	213	194	225	98	80	125	320
		10%	9%	10%	9%	11%	9%	11%	10%	10%	9%	10%	10%	9%	10%	10%	9%	11%	8%	11%	10%	10%
	(3)	812	378	434	103	121	162	147	116	163	238	267	139	169	42	184	208	215	133	72	136	345
		10%	10%	10%	10%	9%	10%	11%	10%	9%	10%	11%	9%	9%	12%	9%	10%	11%	11%	10%	11%	11%
	(2)	807	416	390	99	126	143	137	122	180	264	251	143	149	31	194	235	200	113	65	122	336
		10%	11%	9%	10%	10%	9%	10%	10%	10%	12%	10%	9%	8%	8%	9%	11%	10%	10%	9%	10%	10%
	(1)	878	438	439	95	116	156	144	138	228	271	269	152	186	29	202	228	220	136	91	125	327
		11%	11%	10%	10%	9%	10%	11%	11%	13%	12%	11%	10%	10%	8%	10%	11%	11%	12%	13%	10%	10%
Not true at all	(0)	2080	1111	970	210	257	402	348	357	507	558	564	371	588	86	487	525	546	317	205	325	700
		25%	29%	23%	21%	20%	26%	26%	30%	29%	25%	23%	24%	30%	24%	23%	24%	27%	27%	29%	27%	21%
NET: 8-10		527	235	292	66	107	108	81	56	109	126	152	117	132	27	184	144	108	68	23	71	232
		6%	6%	7%	7%	8%	7%	6%	5%	6%	6%	6%	8%	7%	7%	9%	7%	5%	6%	3%	6%	7%
NET: 4-7		3069	1313	1755	427	587	577	494	417	566	817	941	596	714	150	845	822	743	409	249	416	1336
		38%	34%	41%	43%	45%	37%	37%	35%	32%	36%	39%	39%	37%	41%	40%	38%	37%	35%	35%	35%	41%

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Absolutes/col percents

Table 33

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Has wide experience outside politics
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	4577 56%	2343 60%	2234 52%	507 51%	619 47%	863 56%	776 57%	733 61%	1078 61%	1331 59%	1350 55%	805 53%	1091 56%	188 52%	1068 51%	1195 55%	1182 58%	699 59%	433 61%	708 59%	1708 52%
Mean	3.11	2.89	3.31	3.44	3.58	3.16	3.04	2.78	2.82	3.03	3.18	3.26	3.01	3.38	3.41	3.20	2.96	2.95	2.69	2.96	3.37
Standard deviation	2.66	2.66	2.65	2.66	2.65	2.71	2.63	2.55	2.66	2.60	2.61	2.71	2.75	2.71	2.76	2.69	2.59	2.62	2.45	2.64	2.65
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.07	0.15	0.06	0.06	0.06	0.08	0.09	0.08	0.05

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Table 33

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David Cameron - Has wide experience outside politics
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	118	71	23	12	69	15	16	51	22	11	33	1
		1%	4%	1%	2%	3%	1%	1%	2%	1%	1%	3%	*
	(9)	118	60	25	13	62	26	14	68	12	11	24	3
		1%	3%	1%	2%	3%	1%	1%	3%	1%	1%	2%	*
	(8)	291	157	46	16	154	36	30	135	54	30	59	14
		4%	8%	2%	3%	7%	2%	2%	6%	2%	2%	5%	1%
	(7)	418	184	87	38	183	67	54	194	84	61	61	18
		5%	10%	3%	6%	8%	4%	4%	8%	4%	5%	5%	1%
	(6)	569	234	134	50	227	98	75	246	134	78	88	23
		7%	13%	5%	8%	10%	5%	5%	11%	6%	6%	7%	2%
	(5)	1272	343	279	108	416	204	201	428	356	198	213	78
		16%	18%	11%	18%	18%	11%	13%	18%	16%	16%	18%	6%
	(4)	810	218	212	74	247	172	162	292	235	101	128	54
		10%	12%	8%	12%	11%	9%	11%	13%	10%	8%	11%	5%
	(3)	812	190	242	72	214	162	173	246	242	122	103	100
		10%	10%	9%	12%	9%	9%	11%	11%	11%	10%	9%	8%
	(2)	807	157	299	68	196	190	181	218	230	126	121	111
		10%	8%	11%	11%	9%	10%	12%	9%	10%	10%	10%	9%
	(1)	878	122	331	64	183	235	192	183	251	142	130	172
		11%	6%	13%	11%	8%	13%	13%	8%	11%	12%	11%	14%
Not true at all	(0)	2080	136	926	97	346	670	418	268	638	323	216	636
		25%	7%	36%	16%	15%	36%	28%	11%	28%	27%	18%	53%
NET: 8-10		527	288	94	40	285	77	59	254	87	52	116	18
		6%	15%	4%	7%	12%	4%	4%	11%	4%	4%	10%	1%
NET: 4-7		3069	979	712	270	1073	541	491	1160	808	438	489	173
		38%	52%	27%	44%	47%	29%	32%	50%	36%	36%	42%	14%

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Table 33

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
David Cameron - Has wide experience outside politics
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	4577 56%	604 32%	1798 69%	301 49%	939 41%	1257 67%	964 64%	914 39%	1361 60%	713 59%	570 48%	1018 84%
Mean	3.11	4.70	2.36	3.56	4.10	2.42	2.69	4.17	2.79	2.91	3.60	1.41
Standard deviation	2.66	2.60	2.48	2.56	2.77	2.53	2.45	2.61	2.49	2.56	2.75	2.00
Standard error	0.03	0.06	0.05	0.10	0.05	0.06	0.06	0.05	0.05	0.07	0.08	0.06

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Absolutes/col percents

Table 34

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Caring and compassionate
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	300	151	149	27	43	73	55	46	57	74	77	63	87	18	74	84	92	27	23	62	102
		4%	4%	3%	3%	3%	5%	4%	4%	3%	3%	3%	4%	4%	5%	4%	4%	5%	2%	3%	5%	3%
	(9)	272	124	148	31	49	53	38	44	56	86	58	55	72	11	77	81	65	26	23	53	100
		3%	3%	3%	3%	4%	3%	3%	4%	3%	4%	2%	4%	4%	3%	4%	4%	3%	2%	3%	4%	3%
	(8)	686	340	345	83	115	119	115	97	157	196	204	131	154	26	203	165	173	89	56	120	258
		8%	9%	8%	8%	9%	8%	9%	8%	9%	9%	8%	9%	8%	7%	10%	8%	9%	8%	8%	10%	8%
	(7)	911	475	436	128	169	172	161	129	154	290	250	162	209	23	220	223	269	105	95	141	383
		11%	12%	10%	13%	13%	11%	12%	11%	9%	13%	10%	11%	11%	6%	10%	10%	13%	9%	13%	12%	12%
	(6)	951	459	492	132	185	187	148	119	180	272	313	171	195	37	224	240	265	137	84	130	397
		12%	12%	12%	13%	14%	12%	11%	10%	10%	12%	13%	11%	10%	10%	11%	11%	13%	12%	12%	11%	12%
	(5)	1509	648	861	231	276	296	233	189	284	385	488	247	388	61	392	392	371	232	121	234	608
		18%	17%	20%	23%	21%	19%	17%	16%	16%	17%	20%	16%	20%	17%	19%	18%	18%	20%	17%	20%	19%
	(4)	859	393	465	101	128	146	143	140	200	267	256	137	198	34	209	233	206	133	78	116	352
		11%	10%	11%	10%	10%	9%	11%	12%	11%	12%	10%	9%	10%	9%	10%	11%	10%	11%	11%	10%	11%
	(3)	805	365	440	98	116	138	129	122	203	215	271	154	164	43	194	241	173	137	59	130	298
		10%	9%	10%	10%	9%	9%	10%	10%	12%	9%	11%	10%	8%	12%	9%	11%	9%	12%	8%	11%	9%
	(2)	562	283	279	47	65	109	99	107	135	166	165	103	128	38	143	148	121	100	50	80	234
		7%	7%	7%	5%	5%	7%	7%	9%	8%	7%	7%	7%	7%	10%	7%	7%	6%	8%	7%	7%	7%
	(1)	487	236	251	42	57	90	77	81	141	133	131	96	127	25	125	138	96	75	53	42	192
		6%	6%	6%	4%	4%	6%	6%	7%	8%	6%	5%	6%	7%	7%	6%	6%	5%	6%	8%	4%	6%
Not true at all	(0)	832	417	415	81	112	165	154	131	188	191	228	198	215	48	237	215	200	116	64	87	353
		10%	11%	10%	8%	9%	11%	11%	11%	11%	8%	9%	13%	11%	13%	11%	10%	10%	10%	9%	7%	11%
NET: 8-10		1258	615	642	141	207	245	207	188	270	357	340	249	313	55	353	330	331	142	102	235	460
		15%	16%	15%	14%	16%	16%	15%	16%	15%	16%	14%	16%	16%	15%	17%	15%	16%	12%	14%	20%	14%
NET: 4-7		4229	1974	2255	592	757	801	685	577	817	1213	1307	718	991	156	1045	1088	1111	606	378	621	1739
		52%	51%	53%	59%	58%	52%	51%	48%	47%	53%	54%	47%	51%	43%	50%	50%	55%	52%	54%	52%	53%

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Absolutes/col percents

Table 34

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Caring and compassionate
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	2686 33%	1301 33%	1384 32%	268 27%	349 27%	503 32%	459 34%	441 37%	666 38%	705 31%	796 33%	551 36%	634 33%	153 42%	699 33%	743 34%	591 29%	428 36%	225 32%	339 28%	1077 33%
Mean	4.65	4.66	4.64	4.89	4.95	4.69	4.60	4.50	4.40	4.77	4.63	4.53	4.64	4.25	4.64	4.60	4.87	4.38	4.68	5.07	4.59
Standard deviation	2.70	2.75	2.65	2.48	2.57	2.75	2.75	2.77	2.73	2.64	2.58	2.85	2.77	2.83	2.76	2.70	2.69	2.55	2.67	2.65	2.67
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Absolutes/col percents

Table 34

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Caring and compassionate
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	300	20	231	6	26	175	39	33	98	27	59	83
		4%	1%	9%	1%	1%	9%	3%	1%	4%	2%	5%	7%
	(9)	272	22	205	7	28	153	34	33	81	29	64	65
		3%	1%	8%	1%	1%	8%	2%	1%	4%	2%	5%	5%
	(8)	686	77	420	54	96	298	154	121	190	90	145	139
		8%	4%	16%	9%	4%	16%	10%	5%	8%	7%	12%	11%
	(7)	911	128	497	76	163	330	194	194	250	111	168	188
		11%	7%	19%	12%	7%	18%	13%	8%	11%	9%	14%	16%
	(6)	951	191	393	77	198	265	211	237	268	152	156	138
		12%	10%	15%	13%	9%	14%	14%	10%	12%	13%	13%	11%
	(5)	1509	327	371	121	399	275	273	461	444	210	223	170
		18%	18%	14%	20%	17%	15%	18%	20%	20%	17%	19%	14%
	(4)	859	240	173	98	269	123	199	278	226	127	129	99
		11%	13%	7%	16%	12%	7%	13%	12%	10%	11%	11%	8%
	(3)	805	259	135	70	294	99	135	289	218	123	93	81
		10%	14%	5%	11%	13%	5%	9%	12%	10%	10%	8%	7%
	(2)	562	202	71	35	252	57	98	225	131	92	52	62
		7%	11%	3%	6%	11%	3%	6%	10%	6%	8%	4%	5%
	(1)	487	138	59	27	211	42	68	176	124	82	30	76
		6%	7%	2%	4%	9%	2%	5%	8%	6%	7%	3%	6%
Not true at all	(0)	832	265	50	40	361	58	109	280	225	161	57	109
		10%	14%	2%	7%	16%	3%	7%	12%	10%	13%	5%	9%
NET: 8-10		1258	119	856	67	150	626	228	188	370	145	268	286
		15%	6%	33%	11%	7%	33%	15%	8%	16%	12%	23%	24%
NET: 4-7		4229	887	1435	372	1029	993	876	1170	1188	600	676	594
		52%	47%	55%	61%	45%	53%	58%	50%	53%	50%	58%	49%

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Absolutes/col percents

Table 34

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Caring and compassionate
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	2686 33%	864 46%	314 12%	172 28%	1118 49%	255 14%	410 27%	969 42%	698 31%	458 38%	232 20%	329 27%
Mean	4.65	3.73	6.34	4.67	3.60	6.26	4.88	3.99	4.77	4.26	5.51	5.25
Standard deviation	2.70	2.44	2.33	2.29	2.51	2.45	2.48	2.49	2.71	2.68	2.47	2.89
Standard error	0.03	0.05	0.05	0.09	0.05	0.06	0.06	0.05	0.06	0.08	0.07	0.08

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Absolutes/col percents

Table 35

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Hard-headed and clear-thinking
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	212	112	100	22	33	50	37	31	40	47	50	52	63	14	54	56	65	22	15	40	77
		3%	3%	2%	2%	2%	3%	3%	3%	2%	2%	2%	3%	3%	4%	3%	3%	3%	2%	2%	3%	2%
	(9)	219	93	126	28	48	51	31	28	33	54	58	50	56	11	56	50	66	24	24	43	80
		3%	2%	3%	3%	4%	3%	2%	2%	2%	2%	2%	3%	3%	3%	3%	2%	3%	2%	3%	4%	2%
	(8)	510	227	283	62	90	91	81	75	112	131	139	99	140	18	131	125	139	65	50	92	197
		6%	6%	7%	6%	7%	6%	6%	6%	6%	6%	6%	7%	7%	5%	6%	6%	7%	6%	7%	8%	6%
	(7)	782	348	433	126	154	151	125	99	126	200	237	165	180	35	202	190	235	95	60	136	332
		10%	9%	10%	13%	12%	10%	9%	8%	7%	9%	10%	11%	9%	10%	10%	9%	12%	8%	9%	11%	10%
	(6)	913	431	482	124	151	185	158	128	168	263	297	146	207	33	199	242	254	130	87	131	367
		11%	11%	11%	12%	12%	12%	12%	11%	10%	12%	12%	10%	11%	9%	9%	11%	13%	11%	12%	11%	11%
	(5)	1542	660	882	242	316	296	228	179	281	413	493	236	400	41	422	399	363	236	122	241	622
		19%	17%	21%	24%	24%	19%	17%	15%	16%	18%	20%	16%	21%	11%	20%	18%	18%	20%	17%	20%	19%
	(4)	915	426	489	113	138	149	157	137	220	272	261	168	214	43	236	244	227	129	79	117	348
		11%	11%	11%	11%	11%	10%	12%	11%	13%	12%	11%	11%	11%	12%	11%	11%	11%	11%	11%	10%	11%
	(3)	847	407	440	94	112	156	149	134	201	255	256	153	183	40	213	248	191	124	71	144	325
		10%	10%	10%	9%	9%	10%	11%	11%	11%	11%	10%	10%	9%	11%	10%	11%	9%	11%	10%	12%	10%
	(2)	686	355	331	70	89	115	111	136	163	224	217	123	122	45	173	179	146	127	60	101	292
		8%	9%	8%	7%	7%	7%	8%	11%	9%	10%	9%	8%	6%	12%	8%	8%	7%	11%	9%	8%	9%
	(1)	563	298	265	44	62	112	98	84	162	162	174	102	125	23	144	156	110	92	61	61	225
		7%	8%	6%	4%	5%	7%	7%	7%	9%	7%	7%	7%	6%	6%	7%	7%	5%	8%	9%	5%	7%
Not true at all	(0)	983	535	449	74	119	193	175	175	247	252	261	223	248	60	266	271	236	133	78	89	413
		12%	14%	10%	7%	9%	12%	13%	15%	14%	11%	11%	15%	13%	17%	13%	13%	12%	11%	11%	7%	13%
NET: 8-10		941	432	510	112	170	191	149	134	185	233	247	202	260	44	241	231	270	111	88	174	353
		12%	11%	12%	11%	13%	12%	11%	11%	11%	10%	10%	13%	13%	12%	12%	11%	13%	9%	12%	15%	11%
NET: 4-7		4152	1865	2286	605	760	780	669	542	795	1148	1288	715	1001	152	1059	1076	1080	589	348	625	1669
		51%	48%	53%	60%	58%	50%	50%	45%	45%	50%	53%	47%	52%	42%	50%	50%	53%	50%	49%	52%	51%

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Absolutes/col percents

Table 35

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Hard-headed and clear-thinking
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	3079 38%	1594 41%	1485 35%	283 28%	383 29%	577 37%	533 39%	530 44%	774 44%	894 39%	907 37%	601 40%	677 35%	168 46%	797 38%	855 40%	683 34%	476 40%	269 38%	396 33%	1254 38%
Mean	4.28	4.12	4.42	4.72	4.70	4.35	4.19	4.00	3.91	4.18	4.28	4.25	4.40	3.96	4.24	4.18	4.54	4.09	4.28	4.71	4.23
Standard deviation	2.65	2.71	2.58	2.41	2.53	2.72	2.67	2.71	2.66	2.57	2.56	2.82	2.71	2.86	2.66	2.63	2.69	2.55	2.66	2.57	2.65
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Table 35

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Hard-headed and clear-thinking
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	212	15	170	4	20	127	28	23	67	24	47	52
		3%	1%	7%	1%	1%	7%	2%	1%	3%	2%	4%	4%
	(9)	219	12	161	6	18	123	28	27	69	26	47	50
		3%	1%	6%	1%	1%	7%	2%	1%	3%	2%	4%	4%
	(8)	510	45	330	26	66	246	74	92	154	63	110	91
		6%	2%	13%	4%	3%	13%	5%	4%	7%	5%	9%	8%
	(7)	782	89	460	61	112	299	157	149	264	88	152	129
		10%	5%	18%	10%	5%	16%	10%	6%	12%	7%	13%	11%
	(6)	913	149	413	82	171	285	205	193	262	129	161	169
		11%	8%	16%	13%	7%	15%	14%	8%	12%	11%	14%	14%
	(5)	1542	280	475	121	343	338	290	406	446	225	237	229
		19%	15%	18%	20%	15%	18%	19%	17%	20%	19%	20%	19%
	(4)	915	259	213	88	296	143	206	286	254	125	136	115
		11%	14%	8%	14%	13%	8%	14%	12%	11%	10%	12%	9%
	(3)	847	277	146	91	291	114	176	292	206	140	107	102
		10%	15%	6%	15%	13%	6%	12%	13%	9%	12%	9%	8%
	(2)	686	239	109	56	281	82	131	261	165	102	77	80
		8%	13%	4%	9%	12%	4%	9%	11%	7%	8%	7%	7%
	(1)	563	185	69	35	252	52	84	237	120	89	49	68
		7%	10%	3%	6%	11%	3%	6%	10%	5%	7%	4%	6%
Not true at all	(0)	983	321	59	41	446	66	135	363	250	192	53	125
		12%	17%	2%	7%	19%	4%	9%	16%	11%	16%	5%	10%
NET: 8-10		941	73	662	37	104	496	130	142	290	113	203	193
		12%	4%	25%	6%	5%	26%	9%	6%	13%	9%	17%	16%
NET: 4-7		4152	777	1560	352	923	1065	859	1032	1226	566	686	641
		51%	42%	60%	58%	40%	57%	57%	44%	54%	47%	58%	53%

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Absolutes/col percents

Table 35

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Hard-headed and clear-thinking
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	3079	1021	383	223	1270	313	526	1153	741	523	287	375
	38%	55%	15%	37%	55%	17%	35%	50%	33%	44%	24%	31%
Mean	4.28	3.24	5.93	4.25	3.17	5.85	4.36	3.53	4.54	3.91	5.14	4.76
Standard deviation	2.65	2.34	2.33	2.21	2.43	2.46	2.42	2.47	2.64	2.66	2.44	2.73
Standard error	0.03	0.05	0.05	0.09	0.05	0.06	0.06	0.05	0.06	0.08	0.07	0.08

Blue Collar Workers Study

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Absolutes/col percents

Table 36

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Strong and decisive
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	238	108	129	25	47	55	42	30	38	49	61	52	75	12	62	53	81	22	19	46	88
		3%	3%	3%	2%	4%	4%	3%	3%	2%	2%	3%	3%	4%	3%	3%	2%	4%	2%	3%	4%	3%
	(9)	219	87	132	30	41	52	25	28	44	52	53	52	63	10	61	49	56	33	21	37	91
		3%	2%	3%	3%	3%	3%	2%	2%	2%	2%	2%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%
	(8)	493	218	275	70	96	90	83	72	83	105	141	118	130	29	121	129	135	54	54	92	199
		6%	6%	6%	7%	7%	6%	6%	6%	5%	5%	6%	8%	7%	8%	6%	6%	7%	5%	8%	8%	6%
	(7)	707	327	380	113	130	141	121	85	117	178	208	130	190	22	168	198	212	77	51	117	272
		9%	8%	9%	11%	10%	9%	9%	7%	7%	8%	9%	9%	10%	6%	8%	9%	10%	7%	7%	10%	8%
	(6)	876	407	469	110	170	177	158	107	154	258	268	165	185	37	212	232	232	117	83	132	381
		11%	10%	11%	11%	13%	11%	12%	9%	9%	11%	11%	11%	10%	10%	10%	11%	11%	10%	12%	11%	12%
	(5)	1432	595	837	228	296	277	192	186	253	366	456	243	367	44	380	370	341	219	124	222	583
		18%	15%	20%	23%	23%	18%	14%	15%	14%	16%	19%	16%	19%	12%	18%	17%	17%	19%	18%	19%	18%
	(4)	899	410	488	120	116	144	155	139	225	283	282	127	206	34	240	222	231	132	74	126	338
		11%	11%	11%	12%	9%	9%	11%	11%	13%	12%	12%	8%	11%	9%	11%	10%	11%	11%	11%	11%	10%
	(3)	906	428	479	105	133	147	161	141	219	286	281	140	200	35	240	266	199	136	65	147	332
		11%	11%	11%	11%	10%	9%	12%	12%	12%	13%	11%	9%	10%	10%	11%	12%	10%	12%	9%	12%	10%
	(2)	711	392	319	70	82	129	119	141	172	242	201	135	133	50	169	188	170	125	59	104	295
		9%	10%	7%	7%	6%	8%	9%	12%	10%	11%	8%	9%	7%	14%	8%	9%	8%	11%	8%	9%	9%
	(1)	609	325	284	49	68	123	94	99	176	185	191	105	128	26	156	160	122	110	61	69	235
		7%	8%	7%	5%	5%	8%	7%	8%	10%	8%	8%	7%	7%	7%	7%	7%	6%	9%	9%	6%	7%
Not true at all	(0)	1082	593	489	81	133	214	200	179	274	271	300	250	260	65	289	296	253	150	94	103	463
		13%	15%	11%	8%	10%	14%	15%	15%	16%	12%	12%	16%	13%	18%	14%	14%	12%	13%	13%	9%	14%
NET: 8-10		950	413	537	124	184	197	151	129	165	206	255	222	268	51	243	231	272	110	94	175	378
		12%	11%	13%	12%	14%	13%	11%	11%	9%	9%	10%	15%	14%	14%	12%	11%	13%	9%	13%	15%	12%
NET: 4-7		3914	1740	2174	571	713	738	626	517	749	1084	1215	666	949	137	999	1021	1016	545	333	597	1573
		48%	45%	51%	57%	54%	48%	46%	43%	43%	48%	50%	44%	49%	38%	48%	47%	50%	46%	47%	50%	48%

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Absolutes/col percents

Table 36

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Strong and decisive
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	3308 40%	1738 45%	1570 37%	305 30%	416 32%	613 40%	574 43%	560 46%	840 48%	984 43%	973 40%	630 41%	721 37%	176 48%	854 41%	909 42%	745 37%	521 44%	279 40%	424 35%	1325 40%
Mean	4.16	3.95	4.36	4.65	4.66	4.24	4.07	3.85	3.72	3.99	4.15	4.19	4.36	3.85	4.13	4.09	4.41	3.90	4.20	4.58	4.14
Standard deviation	2.70	2.74	2.65	2.48	2.62	2.79	2.73	2.69	2.66	2.57	2.62	2.89	2.78	2.89	2.70	2.67	2.75	2.59	2.74	2.63	2.72
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Absolutes/col percents

Table 36

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Strong and decisive
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	238	16	183	9	24	134	29	25	81	31	50	50
		3%	1%	7%	2%	1%	7%	2%	1%	4%	3%	4%	4%
	(9)	219	13	154	12	21	120	30	34	66	35	41	43
		3%	1%	6%	2%	1%	6%	2%	1%	3%	3%	3%	4%
	(8)	493	46	328	21	56	244	72	71	147	68	119	89
		6%	2%	13%	3%	2%	13%	5%	3%	6%	6%	10%	7%
	(7)	707	68	424	43	100	273	125	110	243	86	127	142
		9%	4%	16%	7%	4%	15%	8%	5%	11%	7%	11%	12%
	(6)	876	125	451	69	141	301	194	190	255	109	156	166
		11%	7%	17%	11%	6%	16%	13%	8%	11%	9%	13%	14%
	(5)	1432	236	439	106	303	317	247	352	434	205	242	199
		18%	13%	17%	17%	13%	17%	16%	15%	19%	17%	21%	16%
	(4)	899	256	221	99	284	153	221	304	228	112	126	128
		11%	14%	8%	16%	12%	8%	15%	13%	10%	9%	11%	11%
	(3)	906	285	168	88	296	131	191	292	245	144	112	114
		11%	15%	6%	14%	13%	7%	13%	13%	11%	12%	9%	9%
	(2)	711	258	92	75	301	66	149	288	159	110	82	72
		9%	14%	4%	12%	13%	4%	10%	12%	7%	9%	7%	6%
	(1)	609	225	70	42	282	55	108	255	135	93	57	70
		7%	12%	3%	7%	12%	3%	7%	11%	6%	8%	5%	6%
Not true at all	(0)	1082	343	75	47	489	80	148	406	265	210	65	135
		13%	18%	3%	8%	21%	4%	10%	17%	12%	17%	6%	11%
NET: 8-10		950	75	664	42	101	498	132	131	294	134	209	183
		12%	4%	25%	7%	4%	27%	9%	6%	13%	11%	18%	15%
NET: 4-7		3914	684	1536	317	828	1044	787	956	1159	512	651	636
		48%	37%	59%	52%	36%	56%	52%	41%	51%	43%	55%	53%

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Table 36

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Strong and decisive
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	3308	1111	405	252	1368	332	595	1241	803	558	315	391
	40%	59%	16%	41%	60%	18%	39%	53%	36%	46%	27%	32%
Mean	4.16	3.03	5.89	4.03	2.98	5.80	4.15	3.32	4.47	3.86	5.02	4.68
Standard deviation	2.70	2.32	2.38	2.31	2.43	2.51	2.47	2.47	2.70	2.77	2.52	2.74
Standard error	0.03	0.05	0.05	0.09	0.05	0.06	0.06	0.05	0.06	0.08	0.07	0.08

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Absolutes/col percents

Table 37

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Respected and intelligent
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	259	120	139	32	41	65	45	32	43	59	61	53	85	12	65	70	80	24	19	56	88
		3%	3%	3%	3%	3%	4%	3%	3%	2%	3%	2%	4%	4%	3%	3%	3%	4%	2%	3%	5%	3%
	(9)	254	113	141	32	50	47	36	35	54	72	60	54	68	17	68	59	67	37	23	50	95
		3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	2%	4%	3%	5%	3%	3%	3%	3%	3%	4%	3%
	(8)	643	313	330	91	106	121	106	88	132	162	185	141	155	21	164	152	188	74	65	102	262
		8%	8%	8%	9%	8%	8%	8%	7%	7%	7%	8%	9%	8%	6%	8%	7%	9%	6%	9%	8%	8%
	(7)	822	394	428	114	173	152	132	114	135	217	269	162	173	29	197	232	227	105	60	152	330
		10%	10%	10%	11%	13%	10%	10%	9%	8%	10%	11%	11%	9%	8%	9%	11%	11%	9%	9%	13%	10%
	(6)	876	434	442	116	166	162	142	125	165	269	242	142	223	33	194	235	245	121	81	115	357
		11%	11%	10%	12%	13%	10%	10%	10%	9%	12%	10%	9%	12%	9%	9%	11%	12%	10%	11%	10%	11%
	(5)	1469	632	838	220	276	292	234	182	265	379	469	254	368	61	399	376	348	212	134	209	631
		18%	16%	20%	22%	21%	19%	17%	15%	15%	17%	19%	17%	19%	17%	19%	17%	17%	18%	19%	17%	19%
	(4)	883	384	499	120	139	147	133	125	218	283	265	144	190	32	220	230	215	138	80	128	320
		11%	10%	12%	12%	11%	9%	10%	10%	12%	12%	11%	10%	10%	9%	10%	11%	11%	12%	11%	11%	10%
	(3)	787	376	410	80	103	138	151	124	191	230	259	134	163	37	217	225	176	111	59	133	312
		10%	10%	10%	8%	8%	9%	11%	10%	11%	10%	11%	9%	8%	10%	10%	10%	9%	9%	8%	11%	10%
	(2)	604	297	307	60	67	93	105	112	166	191	183	104	126	37	147	163	134	119	40	72	222
		7%	8%	7%	6%	5%	6%	8%	9%	9%	8%	7%	7%	7%	10%	7%	8%	7%	10%	6%	6%	7%
	(1)	575	308	267	53	57	125	87	104	150	171	170	106	129	30	155	156	115	90	60	76	225
		7%	8%	6%	5%	4%	8%	6%	9%	9%	8%	7%	7%	7%	8%	7%	7%	6%	8%	9%	6%	7%
Not true at all	(0)	1001	521	480	82	134	207	180	162	236	241	279	223	257	55	270	263	239	144	85	104	436
		12%	13%	11%	8%	10%	13%	13%	13%	13%	11%	11%	15%	13%	15%	13%	12%	12%	12%	12%	9%	13%
NET: 8-10		1156	546	610	155	197	233	187	156	228	293	306	248	308	49	298	282	335	135	106	207	445
		14%	14%	14%	15%	15%	15%	14%	13%	13%	13%	13%	16%	16%	14%	14%	13%	16%	12%	15%	17%	14%
NET: 4-7		4050	1843	2207	571	755	753	641	547	783	1148	1245	703	954	154	1010	1074	1034	577	356	603	1638
		50%	47%	52%	57%	57%	49%	47%	45%	45%	50%	51%	46%	49%	42%	48%	50%	51%	49%	50%	50%	50%

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Absolutes/col percents

Table 37

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Respected and intelligent
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	2966 36%	1502 39%	1464 34%	274 27%	362 28%	563 36%	523 39%	502 42%	742 42%	833 37%	891 36%	567 37%	675 35%	160 44%	789 38%	807 37%	664 33%	464 39%	243 34%	385 32%	1194 36%
Mean	4.41	4.32	4.50	4.83	4.84	4.42	4.33	4.16	4.08	4.37	4.37	4.41	4.50	4.07	4.34	4.37	4.66	4.17	4.43	4.80	4.37
Standard deviation	2.74	2.79	2.69	2.56	2.62	2.83	2.76	2.77	2.73	2.65	2.65	2.88	2.83	2.86	2.76	2.72	2.77	2.66	2.73	2.73	2.73
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Absolutes/col percents

Table 37

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Respected and intelligent
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	259	15	207	6	32	149	28	28	85	24	60	61
		3%	1%	8%	1%	1%	8%	2%	1%	4%	2%	5%	5%
	(9)	254	12	184	13	18	134	45	29	83	35	50	58
		3%	1%	7%	2%	1%	7%	3%	1%	4%	3%	4%	5%
	(8)	643	69	427	34	86	316	102	93	187	92	139	131
		8%	4%	16%	5%	4%	17%	7%	4%	8%	8%	12%	11%
	(7)	822	97	446	68	115	300	178	170	240	102	148	162
		10%	5%	17%	11%	5%	16%	12%	7%	11%	9%	13%	13%
	(6)	876	135	385	75	168	243	211	201	242	126	160	148
		11%	7%	15%	12%	7%	13%	14%	9%	11%	10%	14%	12%
	(5)	1469	308	413	115	365	301	260	412	424	212	224	197
		18%	16%	16%	19%	16%	16%	17%	18%	19%	18%	19%	16%
	(4)	883	226	213	92	243	142	203	267	230	125	147	113
		11%	12%	8%	15%	11%	8%	13%	11%	10%	10%	13%	9%
	(3)	787	253	134	68	302	110	143	276	224	119	83	85
		10%	14%	5%	11%	13%	6%	9%	12%	10%	10%	7%	7%
	(2)	604	227	68	61	259	55	116	244	160	92	54	54
		7%	12%	3%	10%	11%	3%	8%	10%	7%	8%	5%	4%
	(1)	575	204	70	40	248	58	103	252	118	81	47	77
		7%	11%	3%	6%	11%	3%	7%	11%	5%	7%	4%	6%
Not true at all	(0)	1001	325	57	42	460	65	125	355	262	194	64	126
		12%	17%	2%	7%	20%	3%	8%	15%	12%	16%	5%	10%
NET: 8-10		1156	96	818	52	136	599	176	150	356	151	249	250
		14%	5%	31%	9%	6%	32%	12%	6%	16%	13%	21%	21%
NET: 4-7		4050	766	1458	349	891	987	851	1051	1136	565	679	619
		50%	41%	56%	57%	39%	53%	56%	45%	50%	47%	58%	51%

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Absolutes/col percents

Table 37

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Respected and intelligent
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	2966 36%	1009 54%	329 13%	210 34%	1270 55%	288 15%	487 32%	1126 48%	765 34%	487 40%	248 21%	341 28%
Mean	4.41	3.29	6.18	4.37	3.24	6.06	4.55	3.60	4.60	4.11	5.33	5.02
Standard deviation	2.74	2.42	2.35	2.34	2.53	2.50	2.51	2.52	2.75	2.76	2.53	2.84
Standard error	0.03	0.05	0.05	0.09	0.05	0.06	0.06	0.05	0.06	0.08	0.07	0.08

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Absolutes/col percents

Table 38

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Charismatic and engaging
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	200	90	111	24	41	52	37	21	25	44	53	35	68	8	56	47	64	20	14	48	69
		2%	2%	3%	2%	3%	3%	3%	2%	1%	2%	2%	2%	4%	2%	3%	2%	3%	2%	2%	4%	2%
	(9)	153	56	97	35	34	31	13	20	19	38	38	46	31	8	59	27	43	13	11	25	63
		2%	1%	2%	3%	3%	2%	1%	2%	1%	2%	2%	3%	2%	2%	3%	1%	2%	1%	2%	2%	2%
	(8)	385	166	219	56	94	91	53	44	47	87	95	84	119	17	94	97	120	38	37	63	182
		5%	4%	5%	6%	7%	6%	4%	4%	3%	4%	4%	6%	6%	5%	4%	4%	6%	3%	5%	5%	6%
	(7)	561	276	285	94	105	115	98	73	76	131	164	118	147	19	123	159	150	70	60	90	230
		7%	7%	7%	9%	8%	7%	7%	6%	4%	6%	7%	8%	8%	5%	6%	7%	7%	6%	9%	8%	7%
	(6)	730	333	397	113	143	154	122	71	127	183	224	150	172	39	183	182	213	93	59	128	311
		9%	9%	9%	11%	11%	10%	9%	6%	7%	8%	9%	10%	9%	11%	9%	8%	10%	8%	8%	11%	9%
	(5)	1256	515	741	225	258	239	177	158	198	332	391	198	334	42	333	334	308	175	105	199	501
		15%	13%	17%	23%	20%	15%	13%	13%	11%	15%	16%	13%	17%	11%	16%	15%	15%	15%	15%	17%	15%
	(4)	901	421	480	106	147	160	138	141	210	269	282	154	196	28	225	238	224	134	81	117	369
		11%	11%	11%	11%	11%	10%	10%	12%	12%	12%	12%	10%	10%	8%	11%	11%	11%	11%	11%	10%	11%
	(3)	927	450	477	111	129	150	160	131	245	266	303	162	196	35	235	249	226	147	71	143	319
		11%	12%	11%	11%	10%	10%	12%	11%	14%	12%	12%	11%	10%	10%	11%	11%	11%	12%	10%	12%	10%
	(2)	819	420	399	77	99	126	146	148	223	254	250	134	181	43	220	202	182	138	77	120	310
		10%	11%	9%	8%	8%	8%	11%	12%	13%	11%	10%	9%	9%	12%	10%	9%	9%	12%	11%	10%	9%
	(1)	757	392	365	58	76	157	129	138	201	270	210	129	148	37	181	220	161	126	69	106	308
		9%	10%	9%	6%	6%	10%	10%	11%	11%	12%	9%	9%	8%	10%	9%	10%	8%	11%	10%	9%	9%
Not true at all	(0)	1483	772	711	102	187	274	277	262	381	399	432	307	345	88	390	407	342	222	123	158	615
		18%	20%	17%	10%	14%	18%	20%	22%	22%	18%	18%	20%	18%	24%	19%	19%	17%	19%	17%	13%	19%
NET: 8-10		738	312	426	114	170	174	103	85	91	169	186	165	218	32	208	170	227	70	62	136	314
		9%	8%	10%	11%	13%	11%	8%	7%	5%	7%	8%	11%	11%	9%	10%	8%	11%	6%	9%	11%	10%
NET: 4-7		3448	1545	1903	538	652	668	535	443	612	916	1062	620	850	129	863	914	894	473	304	533	1410
		42%	40%	44%	54%	50%	43%	40%	37%	35%	40%	43%	41%	44%	35%	41%	42%	44%	40%	43%	45%	43%

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Table 38

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Charismatic and engaging
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	3986 49%	2034 52%	1952 46%	348 35%	491 37%	707 46%	712 53%	678 56%	1050 60%	1189 52%	1195 49%	732 48%	869 45%	204 56%	1025 49%	1078 50%	912 45%	633 54%	339 48%	526 44%	1552 47%
Mean	3.65	3.47	3.81	4.43	4.27	3.84	3.46	3.20	3.03	3.43	3.61	3.72	3.89	3.30	3.66	3.56	3.91	3.33	3.67	4.05	3.68
Standard deviation	2.71	2.71	2.71	2.56	2.72	2.83	2.72	2.65	2.50	2.61	2.63	2.85	2.80	2.82	2.75	2.68	2.78	2.56	2.70	2.74	2.74
Standard error	0.03	0.04	0.04	0.09	0.08	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Table 38

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Charismatic and engaging
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	200	11	160	4	23	115	22	24	68	24	41	43
		2%	1%	6%	1%	1%	6%	1%	1%	3%	2%	3%	4%
	(9)	153	19	104	5	19	70	19	29	47	18	35	23
		2%	1%	4%	1%	1%	4%	1%	1%	2%	2%	3%	2%
	(8)	385	21	261	27	36	176	61	49	132	61	81	62
		5%	1%	10%	4%	2%	9%	4%	2%	6%	5%	7%	5%
	(7)	561	53	336	37	77	218	96	83	173	87	107	111
		7%	3%	13%	6%	3%	12%	6%	4%	8%	7%	9%	9%
	(6)	730	94	379	55	110	283	144	154	200	88	159	129
		9%	5%	15%	9%	5%	15%	10%	7%	9%	7%	14%	11%
	(5)	1256	192	459	81	219	323	207	271	402	163	233	186
		15%	10%	18%	13%	10%	17%	14%	12%	18%	14%	20%	15%
	(4)	901	183	304	76	215	200	194	228	267	119	130	158
		11%	10%	12%	12%	9%	11%	13%	10%	12%	10%	11%	13%
	(3)	927	263	229	103	275	161	221	296	252	127	111	141
		11%	14%	9%	17%	12%	9%	15%	13%	11%	11%	9%	12%
	(2)	819	255	144	84	300	127	170	314	199	111	108	87
		10%	14%	6%	14%	13%	7%	11%	13%	9%	9%	9%	7%
	(1)	757	272	115	60	337	89	144	299	158	141	69	91
		9%	15%	4%	10%	15%	5%	10%	13%	7%	12%	6%	8%
Not true at all	(0)	1483	508	113	80	685	112	236	580	360	264	103	177
		18%	27%	4%	13%	30%	6%	16%	25%	16%	22%	9%	15%
NET: 8-10		738	51	525	36	77	361	102	102	246	104	157	129
		9%	3%	20%	6%	3%	19%	7%	4%	11%	9%	13%	11%
NET: 4-7		3448	522	1479	249	622	1024	641	737	1042	457	629	584
		42%	28%	57%	41%	27%	55%	42%	32%	46%	38%	53%	48%

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Table 38

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Charismatic and engaging
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	3986 49%	1298 69%	601 23%	327 53%	1597 70%	489 26%	772 51%	1489 64%	968 43%	643 53%	391 33%	496 41%
Mean	3.65	2.48	5.32	3.49	2.44	5.15	3.55	2.79	3.97	3.38	4.57	4.09
Standard deviation	2.71	2.29	2.53	2.37	2.39	2.62	2.51	2.46	2.72	2.77	2.59	2.73
Standard error	0.03	0.05	0.05	0.09	0.05	0.07	0.06	0.05	0.06	0.08	0.08	0.08

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Table 39

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Fair-minded and flexible
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	298	146	152	27	48	72	52	42	57	77	78	53	90	9	81	79	89	32	17	66	98
		4%	4%	4%	3%	4%	5%	4%	3%	3%	3%	3%	3%	5%	2%	4%	4%	4%	3%	2%	6%	3%
	(9)	287	133	154	47	49	42	44	44	61	83	74	65	65	15	74	89	83	19	21	42	107
		4%	3%	4%	5%	4%	3%	3%	4%	3%	4%	3%	4%	3%	4%	4%	4%	4%	2%	3%	4%	3%
	(8)	721	363	357	85	155	131	133	101	115	189	210	145	177	21	163	169	224	97	68	126	299
		9%	9%	8%	8%	12%	8%	10%	8%	7%	8%	9%	10%	9%	6%	8%	8%	11%	8%	10%	11%	9%
	(7)	901	427	473	131	167	193	138	126	146	246	280	161	214	36	196	237	262	115	90	160	370
		11%	11%	11%	13%	13%	12%	10%	10%	8%	11%	11%	11%	11%	10%	9%	11%	13%	10%	13%	13%	11%
	(6)	916	454	462	119	175	173	141	122	185	287	287	143	198	38	244	236	223	129	84	144	366
		11%	12%	11%	12%	13%	11%	10%	10%	11%	13%	12%	9%	10%	10%	12%	11%	11%	11%	12%	12%	11%
	(5)	1524	641	882	233	285	309	213	186	297	404	475	261	383	62	415	400	358	225	127	223	646
		19%	16%	21%	23%	22%	20%	16%	15%	17%	18%	19%	17%	20%	17%	20%	18%	18%	19%	18%	19%	20%
	(4)	810	368	442	102	122	123	150	131	183	246	231	159	174	39	211	208	197	127	67	115	317
		10%	9%	10%	10%	9%	8%	11%	11%	10%	11%	9%	10%	9%	11%	10%	10%	10%	11%	10%	10%	10%
	(3)	763	365	398	89	81	158	142	116	177	204	257	128	174	42	207	202	164	121	68	110	290
		9%	9%	9%	9%	6%	10%	11%	10%	10%	9%	11%	8%	9%	12%	10%	9%	8%	10%	10%	9%	9%
	(2)	607	301	306	62	68	88	111	110	168	194	179	104	129	27	152	172	122	116	45	78	231
		7%	8%	7%	6%	5%	6%	8%	9%	10%	9%	7%	7%	7%	8%	7%	8%	6%	10%	6%	7%	7%
	(1)	489	256	233	41	55	90	69	89	146	146	135	101	107	26	132	135	103	76	44	48	195
		6%	7%	5%	4%	4%	6%	5%	7%	8%	6%	6%	7%	6%	7%	6%	6%	5%	6%	6%	4%	6%
Not true at all	(0)	858	435	423	64	108	169	159	140	217	197	236	198	226	47	224	237	207	119	72	83	359
		10%	11%	10%	6%	8%	11%	12%	12%	12%	9%	10%	13%	12%	13%	11%	11%	10%	10%	10%	7%	11%
NET: 8-10		1305	642	663	159	253	245	228	187	234	349	362	263	332	45	318	337	397	147	107	234	504
		16%	17%	15%	16%	19%	16%	17%	15%	13%	15%	15%	17%	17%	12%	15%	16%	20%	13%	15%	20%	15%
NET: 4-7		4151	1891	2260	586	749	798	642	565	811	1184	1273	724	970	176	1065	1080	1040	597	369	642	1698
		51%	49%	53%	59%	57%	52%	48%	47%	46%	52%	52%	48%	50%	48%	51%	50%	51%	51%	52%	54%	52%

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Absolutes/col percents

Table 39

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Fair-minded and flexible
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	2717 33%	1358 35%	1359 32%	256 26%	312 24%	505 33%	481 36%	454 38%	709 40%	742 33%	808 33%	531 35%	636 33%	143 39%	714 34%	745 34%	596 29%	432 37%	230 33%	318 27%	1074 33%
Mean	4.65	4.60	4.69	5.01	5.13	4.72	4.56	4.43	4.23	4.67	4.65	4.54	4.69	4.26	4.57	4.59	4.93	4.38	4.67	5.14	4.62
Standard deviation	2.72	2.78	2.67	2.47	2.60	2.75	2.78	2.79	2.76	2.66	2.65	2.85	2.80	2.72	2.71	2.75	2.77	2.60	2.66	2.64	2.70
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.08	0.06	0.05	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Table 39

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Fair-minded and flexible
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	298	14	246	3	31	175	38	30	95	29	55	88
		4%	1%	9%	*	1%	9%	3%	1%	4%	2%	5%	7%
	(9)	287	13	216	9	19	165	43	37	89	30	54	77
		4%	1%	8%	1%	1%	9%	3%	2%	4%	2%	5%	6%
	(8)	721	47	495	44	67	332	153	91	232	100	159	139
		9%	3%	19%	7%	3%	18%	10%	4%	10%	8%	14%	11%
	(7)	901	119	482	71	137	340	181	182	241	111	175	191
		11%	6%	18%	12%	6%	18%	12%	8%	11%	9%	15%	16%
	(6)	916	168	379	80	200	256	215	241	251	129	144	151
		11%	9%	15%	13%	9%	14%	14%	10%	11%	11%	12%	12%
	(5)	1524	340	376	135	389	269	299	441	428	220	244	191
		19%	18%	14%	22%	17%	14%	20%	19%	19%	18%	21%	16%
	(4)	810	248	146	75	274	103	163	260	231	126	113	80
		10%	13%	6%	12%	12%	5%	11%	11%	10%	10%	10%	7%
	(3)	763	272	101	72	297	80	134	280	197	133	75	77
		9%	15%	4%	12%	13%	4%	9%	12%	9%	11%	6%	6%
	(2)	607	204	75	48	257	61	108	266	147	82	61	52
		7%	11%	3%	8%	11%	3%	7%	11%	6%	7%	5%	4%
	(1)	489	172	44	37	235	37	76	197	115	79	40	58
		6%	9%	2%	6%	10%	2%	5%	8%	5%	7%	3%	5%
Not true at all	(0)	858	274	44	39	391	57	105	303	232	163	54	105
		10%	15%	2%	6%	17%	3%	7%	13%	10%	14%	5%	9%
NET: 8-10		1305	74	958	56	117	672	234	158	416	159	269	303
		16%	4%	37%	9%	5%	36%	15%	7%	18%	13%	23%	25%
NET: 4-7		4151	875	1382	361	999	968	858	1124	1150	587	677	613
		51%	47%	53%	59%	43%	52%	57%	48%	51%	49%	58%	51%

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Absolutes/col percents

Table 39

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Fair-minded and flexible
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	2717 33%	922 49%	264 10%	196 32%	1180 51%	234 12%	423 28%	1046 45%	690 31%	458 38%	230 20%	293 24%
Mean	4.65	3.51	6.52	4.51	3.42	6.38	4.88	3.82	4.81	4.29	5.50	5.45
Standard deviation	2.72	2.34	2.27	2.28	2.47	2.43	2.50	2.49	2.75	2.71	2.47	2.84
Standard error	0.03	0.05	0.05	0.09	0.05	0.06	0.06	0.05	0.06	0.08	0.07	0.08

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Absolutes/col percents

Table 40

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Truly listens to the people
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	342	163	179	36	57	75	62	49	62	82	80	61	119	14	79	99	113	26	25	61	112
		4%	4%	4%	4%	4%	5%	5%	4%	4%	4%	3%	4%	6%	4%	4%	5%	6%	2%	3%	5%	3%
	(9)	380	171	209	55	82	71	49	50	73	99	92	84	105	19	115	81	116	39	28	74	148
		5%	4%	5%	6%	6%	5%	4%	4%	4%	4%	4%	6%	5%	5%	5%	4%	6%	3%	4%	6%	5%
	(8)	760	355	405	107	124	143	144	110	133	190	242	149	178	31	173	199	210	99	79	135	298
		9%	9%	9%	11%	9%	9%	11%	9%	8%	8%	10%	10%	9%	8%	8%	9%	10%	8%	11%	11%	9%
	(7)	836	438	399	100	173	163	145	119	137	260	243	147	186	27	178	234	227	127	72	141	345
		10%	11%	9%	10%	13%	10%	11%	10%	8%	11%	10%	10%	10%	7%	8%	11%	11%	11%	10%	12%	11%
	(6)	896	427	469	125	164	173	139	120	175	265	303	153	176	45	238	219	240	122	77	128	377
		11%	11%	11%	12%	12%	11%	10%	10%	10%	12%	12%	10%	9%	12%	11%	10%	12%	10%	11%	11%	12%
	(5)	1421	581	841	220	267	289	193	166	287	406	432	226	357	38	388	351	332	227	123	207	586
		17%	15%	20%	22%	20%	19%	14%	14%	16%	18%	18%	15%	18%	10%	19%	16%	16%	19%	17%	17%	18%
	(4)	829	382	447	99	113	155	143	138	182	244	239	165	181	45	207	220	207	121	74	128	340
		10%	10%	10%	10%	9%	10%	11%	11%	10%	11%	10%	11%	9%	12%	10%	10%	10%	10%	11%	11%	10%
	(3)	701	333	368	91	99	118	118	105	171	192	234	118	156	36	194	203	146	99	58	106	256
		9%	9%	9%	9%	8%	8%	9%	9%	10%	8%	10%	8%	8%	10%	9%	9%	7%	8%	8%	9%	8%
	(2)	581	311	270	51	62	87	97	111	173	170	196	95	120	28	151	159	112	108	52	74	217
		7%	8%	6%	5%	5%	6%	7%	9%	10%	7%	8%	6%	6%	8%	7%	7%	5%	9%	7%	6%	7%
	(1)	509	259	250	51	52	106	86	78	136	157	141	98	113	25	132	137	113	78	49	55	219
		6%	7%	6%	5%	4%	7%	6%	6%	8%	7%	6%	6%	6%	7%	6%	6%	6%	7%	7%	5%	7%
Not true at all	(0)	917	472	445	67	120	169	176	160	225	210	240	221	246	57	243	260	217	130	67	86	378
		11%	12%	10%	7%	9%	11%	13%	13%	13%	9%	10%	15%	13%	16%	12%	12%	11%	11%	9%	7%	12%
NET: 8-10		1482	689	793	198	264	289	254	210	268	371	414	294	402	64	367	379	439	165	132	271	558
		18%	18%	19%	20%	20%	19%	19%	17%	15%	16%	17%	19%	21%	18%	17%	18%	22%	14%	19%	23%	17%
NET: 4-7		3983	1827	2156	544	716	780	620	543	781	1174	1217	691	901	154	1011	1023	1006	596	347	604	1648
		49%	47%	50%	54%	55%	50%	46%	45%	45%	52%	50%	46%	46%	42%	48%	47%	49%	51%	49%	51%	50%

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Absolutes/col percents

Table 40

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Truly listens to the people
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	2708 33%	1376 35%	1332 31%	259 26%	333 25%	480 31%	477 35%	454 38%	704 40%	729 32%	811 33%	532 35%	635 33%	145 40%	719 34%	759 35%	588 29%	415 35%	226 32%	321 27%	1070 33%
Mean	4.69	4.61	4.77	5.08	5.14	4.78	4.61	4.46	4.28	4.71	4.68	4.57	4.77	4.33	4.61	4.61	4.99	4.45	4.74	5.17	4.65
Standard deviation	2.82	2.87	2.77	2.58	2.71	2.83	2.91	2.89	2.82	2.72	2.71	2.96	2.96	2.96	2.81	2.85	2.87	2.68	2.75	2.72	2.79
Standard error	0.03	0.05	0.04	0.09	0.08	0.07	0.08	0.08	0.07	0.05	0.06	0.08	0.07	0.17	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Absolutes/col percents

Table 40

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Truly listens to the people
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	342	20	270	5	34	199	40	35	114	32	59	102
		4%	1%	10%	1%	1%	11%	3%	1%	5%	3%	5%	8%
	(9)	380	17	293	17	29	209	61	51	118	40	79	92
		5%	1%	11%	3%	1%	11%	4%	2%	5%	3%	7%	8%
	(8)	760	62	504	37	84	352	150	110	243	96	143	167
		9%	3%	19%	6%	4%	19%	10%	5%	11%	8%	12%	14%
	(7)	836	120	428	66	136	307	159	192	233	106	162	143
		10%	6%	16%	11%	6%	16%	11%	8%	10%	9%	14%	12%
	(6)	896	183	345	84	207	218	208	222	231	129	175	140
		11%	10%	13%	14%	9%	12%	14%	10%	10%	11%	15%	12%
	(5)	1421	339	321	120	389	236	279	414	406	203	219	178
		17%	18%	12%	20%	17%	13%	18%	18%	18%	17%	19%	15%
	(4)	829	230	186	83	261	136	188	275	222	133	113	86
		10%	12%	7%	14%	11%	7%	12%	12%	10%	11%	10%	7%
	(3)	701	223	102	73	240	86	132	261	178	116	78	68
		9%	12%	4%	12%	10%	5%	9%	11%	8%	10%	7%	6%
	(2)	581	217	59	42	262	42	96	247	142	84	53	55
		7%	12%	2%	7%	11%	2%	6%	11%	6%	7%	5%	5%
	(1)	509	179	48	39	242	28	78	207	124	89	36	53
		6%	10%	2%	6%	11%	1%	5%	9%	5%	7%	3%	4%
Not true at all	(0)	917	281	47	44	414	63	123	314	245	174	58	127
		11%	15%	2%	7%	18%	3%	8%	13%	11%	14%	5%	10%
NET: 8-10		1482	100	1068	59	147	760	251	196	476	169	282	360
		18%	5%	41%	10%	6%	41%	17%	8%	21%	14%	24%	30%
NET: 4-7		3983	872	1280	353	992	897	834	1103	1092	571	670	547
		49%	47%	49%	58%	43%	48%	55%	47%	48%	47%	57%	45%

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Table 40

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Truly listens to the people
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	2708 33%	899 48%	257 10%	199 33%	1157 50%	218 12%	430 28%	1028 44%	688 31%	464 39%	224 19%	303 25%
Mean	4.69	3.57	6.63	4.48	3.46	6.53	4.83	3.88	4.89	4.26	5.58	5.47
Standard deviation	2.82	2.44	2.34	2.37	2.57	2.47	2.58	2.57	2.85	2.79	2.51	2.99
Standard error	0.03	0.05	0.05	0.09	0.05	0.06	0.06	0.05	0.06	0.08	0.07	0.09

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Absolutes/col percents

Table 41

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Does what he believes is best for Britain regardless of what is popular
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	292	150	141	27	46	68	54	50	46	64	79	62	87	14	65	80	95	27	25	57	104
		4%	4%	3%	3%	3%	4%	4%	4%	3%	3%	3%	4%	4%	4%	3%	4%	5%	2%	4%	5%	3%
	(9)	258	121	138	32	59	50	38	31	48	67	59	50	83	8	71	61	78	26	22	48	90
		3%	3%	3%	3%	5%	3%	3%	3%	3%	3%	2%	3%	4%	2%	3%	3%	4%	2%	3%	4%	3%
	(8)	623	300	323	67	112	141	101	91	112	159	188	125	151	31	165	165	173	65	55	103	270
		8%	8%	8%	7%	9%	9%	7%	8%	6%	7%	8%	8%	8%	9%	8%	8%	9%	6%	8%	9%	8%
	(7)	831	392	439	105	152	154	146	96	178	232	249	149	202	31	185	230	227	112	76	120	340
		10%	10%	10%	11%	12%	10%	11%	8%	10%	10%	10%	10%	10%	8%	9%	11%	11%	10%	11%	10%	10%
	(6)	908	405	503	145	176	188	144	120	135	261	305	158	185	38	212	231	264	120	82	168	388
		11%	10%	12%	15%	13%	12%	11%	10%	8%	11%	13%	10%	10%	11%	10%	11%	13%	10%	12%	14%	12%
	(5)	1548	642	906	245	282	311	208	214	287	407	479	258	403	56	425	386	368	222	147	248	606
		19%	16%	21%	24%	22%	20%	15%	18%	16%	18%	20%	17%	21%	15%	20%	18%	18%	19%	21%	21%	19%
	(4)	861	398	463	118	136	152	139	131	185	260	264	153	184	38	236	208	195	156	66	130	353
		11%	10%	11%	12%	10%	10%	10%	11%	11%	11%	11%	10%	9%	10%	11%	10%	10%	13%	9%	11%	11%
	(3)	730	357	374	91	105	108	138	111	178	212	232	141	145	38	188	205	165	116	57	104	283
		9%	9%	9%	9%	8%	7%	10%	9%	10%	9%	9%	9%	7%	10%	9%	9%	8%	10%	8%	9%	9%
	(2)	600	306	294	53	62	94	111	111	170	179	182	101	138	29	145	173	120	103	59	69	218
		7%	8%	7%	5%	5%	6%	8%	9%	10%	8%	7%	7%	7%	8%	7%	8%	6%	9%	8%	6%	7%
	(1)	527	295	232	42	59	96	85	77	168	163	143	97	124	25	142	137	121	84	43	50	197
		6%	8%	5%	4%	5%	6%	6%	6%	10%	7%	6%	6%	6%	7%	7%	6%	6%	7%	6%	4%	6%
Not true at all	(0)	993	526	468	75	124	187	187	175	245	270	263	224	236	57	262	286	227	145	73	99	428
		12%	14%	11%	8%	9%	12%	14%	14%	14%	12%	11%	15%	12%	16%	13%	13%	11%	12%	10%	8%	13%
NET: 8-10		1173	571	602	127	217	259	194	171	206	291	325	237	321	53	302	306	346	118	102	208	464
		14%	15%	14%	13%	17%	17%	14%	14%	12%	13%	13%	16%	17%	15%	14%	14%	17%	10%	14%	17%	14%
NET: 4-7		4148	1837	2311	613	747	805	636	562	786	1159	1298	718	974	162	1058	1054	1054	610	371	666	1686
		51%	47%	54%	61%	57%	52%	47%	47%	45%	51%	53%	47%	50%	45%	50%	49%	52%	52%	53%	56%	51%

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Absolutes/col percents

Table 41

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Does what he believes is best for Britain regardless of what is popular
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	2851 35%	1483 38%	1368 32%	261 26%	350 27%	485 31%	521 39%	473 39%	761 43%	825 36%	820 34%	563 37%	643 33%	149 41%	737 35%	801 37%	633 31%	447 38%	232 33%	322 27%	1126 34%
Mean	4.48	4.35	4.59	4.82	4.92	4.67	4.36	4.25	4.03	4.37	4.52	4.40	4.61	4.20	4.41	4.40	4.76	4.17	4.60	4.96	4.47
Standard deviation	2.74	2.83	2.66	2.42	2.62	2.79	2.83	2.81	2.76	2.69	2.64	2.87	2.82	2.86	2.73	2.79	2.79	2.60	2.69	2.62	2.74
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.08	0.08	0.06	0.05	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Table 41

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Does what he believes is best for Britain regardless of what is popular
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	292	21	221	5	34	175	32	41	98	33	48	72
		4%	1%	8%	1%	1%	9%	2%	2%	4%	3%	4%	6%
	(9)	258	14	181	12	24	120	42	35	93	24	56	50
		3%	1%	7%	2%	1%	6%	3%	1%	4%	2%	5%	4%
	(8)	623	64	402	48	82	287	121	101	186	83	130	123
		8%	3%	15%	8%	4%	15%	8%	4%	8%	7%	11%	10%
	(7)	831	92	463	67	125	316	166	147	253	108	171	153
		10%	5%	18%	11%	5%	17%	11%	6%	11%	9%	15%	13%
	(6)	908	131	423	69	160	278	186	193	267	124	178	146
		11%	7%	16%	11%	7%	15%	12%	8%	12%	10%	15%	12%
	(5)	1548	288	446	117	345	319	307	405	450	209	236	249
		19%	15%	17%	19%	15%	17%	20%	17%	20%	17%	20%	21%
	(4)	861	247	185	91	266	141	200	265	228	133	133	103
		11%	13%	7%	15%	12%	8%	13%	11%	10%	11%	11%	8%
	(3)	730	240	126	77	264	92	140	277	189	98	85	81
		9%	13%	5%	13%	11%	5%	9%	12%	8%	8%	7%	7%
	(2)	600	227	64	45	259	52	116	257	149	87	46	60
		7%	12%	2%	7%	11%	3%	8%	11%	7%	7%	4%	5%
	(1)	527	211	43	33	266	38	71	222	108	102	35	61
		6%	11%	2%	5%	12%	2%	5%	10%	5%	8%	3%	5%
Not true at all	(0)	993	335	51	48	470	57	134	386	235	203	58	112
		12%	18%	2%	8%	20%	3%	9%	17%	10%	17%	5%	9%
NET: 8-10		1173	100	804	65	141	581	195	177	377	140	234	246
		14%	5%	31%	11%	6%	31%	13%	8%	17%	12%	20%	20%
NET: 4-7		4148	758	1517	344	898	1054	859	1009	1198	573	717	651
		51%	41%	58%	56%	39%	56%	57%	43%	53%	48%	61%	54%

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Absolutes/col percents

Table 41

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Does what he believes is best for Britain regardless of what is popular
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	2851	1013	283	203	1259	239	461	1141	682	490	224	313
	35%	54%	11%	33%	55%	13%	30%	49%	30%	41%	19%	26%
Mean	4.48	3.26	6.28	4.45	3.23	6.18	4.62	3.59	4.79	4.03	5.43	5.11
Standard deviation	2.74	2.44	2.26	2.37	2.57	2.40	2.50	2.59	2.72	2.79	2.41	2.76
Standard error	0.03	0.05	0.05	0.09	0.05	0.06	0.06	0.05	0.06	0.08	0.07	0.08

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Absolutes/col percents

Table 42

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Came from an ordinary background
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	276	121	155	44	46	55	45	38	49	53	73	57	92	17	75	56	100	26	19	58	97
		3%	3%	4%	4%	3%	4%	3%	3%	3%	2%	3%	4%	5%	5%	4%	3%	5%	2%	3%	5%	3%
	(9)	222	95	127	19	42	51	32	27	51	54	66	39	62	7	71	47	60	32	12	46	79
		3%	2%	3%	2%	3%	3%	2%	2%	3%	2%	3%	3%	3%	2%	3%	2%	3%	3%	2%	4%	2%
	(8)	488	222	266	62	90	103	74	59	99	129	138	100	120	21	134	120	131	58	45	99	198
		6%	6%	6%	6%	7%	7%	5%	5%	6%	6%	6%	7%	6%	6%	6%	6%	6%	5%	6%	8%	6%
	(7)	618	310	308	87	112	115	110	85	109	174	183	126	134	30	158	163	182	63	51	103	245
		8%	8%	7%	9%	9%	7%	8%	7%	6%	8%	7%	8%	7%	8%	8%	8%	9%	5%	7%	9%	7%
	(6)	729	363	366	114	141	122	126	98	127	200	225	149	155	32	171	191	204	96	67	97	312
		9%	9%	9%	11%	11%	8%	9%	8%	7%	9%	9%	10%	8%	9%	8%	9%	10%	8%	9%	8%	10%
	(5)	1524	630	894	216	285	348	218	192	266	392	473	254	406	65	387	409	370	232	127	207	631
		19%	16%	21%	22%	22%	22%	16%	16%	15%	17%	19%	17%	21%	18%	18%	19%	18%	20%	18%	17%	19%
	(4)	889	400	488	110	130	146	150	148	205	251	285	144	209	23	244	232	211	121	81	123	357
		11%	10%	11%	11%	10%	9%	11%	12%	12%	11%	12%	9%	11%	6%	12%	11%	10%	10%	11%	10%	11%
	(3)	855	423	432	114	116	148	153	126	199	253	271	140	191	34	202	240	190	141	81	119	330
		10%	11%	10%	11%	9%	10%	11%	10%	11%	11%	11%	9%	10%	9%	10%	11%	9%	12%	11%	10%	10%
	(2)	739	367	372	69	114	121	129	130	176	241	208	139	152	42	180	199	157	129	74	105	299
		9%	9%	9%	7%	9%	8%	10%	11%	10%	11%	8%	9%	8%	11%	9%	9%	8%	11%	10%	9%	9%
	(1)	607	301	306	51	84	116	95	82	180	188	196	91	133	19	156	164	141	101	46	79	236
		7%	8%	7%	5%	6%	8%	7%	7%	10%	8%	8%	6%	7%	5%	7%	8%	7%	9%	6%	7%	7%
Not true at all	(0)	1226	659	567	116	152	225	220	220	293	339	325	278	285	74	318	342	287	177	103	157	492
		15%	17%	13%	12%	12%	15%	16%	18%	17%	15%	13%	18%	15%	20%	15%	16%	14%	15%	15%	13%	15%
NET: 8-10		985	437	548	125	178	208	151	124	199	237	278	197	273	45	280	223	291	116	76	203	374
		12%	11%	13%	12%	14%	13%	11%	10%	11%	10%	11%	13%	14%	12%	13%	10%	14%	10%	11%	17%	11%
NET: 4-7		3760	1703	2057	527	669	730	604	523	707	1017	1166	673	903	150	961	995	966	512	326	531	1545
		46%	44%	48%	53%	51%	47%	45%	43%	40%	45%	48%	44%	47%	41%	46%	46%	48%	44%	46%	44%	47%

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Absolutes/col percents

Table 42

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Came from an ordinary background
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	3427 42%	1751 45%	1677 39%	349 35%	467 36%	610 39%	596 44%	558 46%	848 48%	1020 45%	999 41%	648 43%	760 39%	169 46%	856 41%	944 44%	776 38%	548 47%	303 43%	461 39%	1357 41%
Mean	4.06	3.92	4.19	4.44	4.41	4.19	3.97	3.78	3.73	3.90	4.09	4.05	4.22	3.91	4.12	3.92	4.33	3.79	3.99	4.41	4.05
Standard deviation	2.76	2.79	2.72	2.65	2.70	2.78	2.77	2.76	2.77	2.69	2.68	2.88	2.83	2.95	2.81	2.70	2.85	2.64	2.67	2.88	2.72
Standard error	0.03	0.04	0.04	0.09	0.08	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.07	0.17	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Absolutes/col percents

Table 42

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Came from an ordinary background
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	276	23	193	9	34	146	36	44	98	32	46	57
		3%	1%	7%	1%	1%	8%	2%	2%	4%	3%	4%	5%
	(9)	222	28	142	11	36	102	33	40	79	20	41	42
		3%	1%	5%	2%	2%	5%	2%	2%	4%	2%	3%	3%
	(8)	488	78	271	29	89	204	83	115	137	47	104	85
		6%	4%	10%	5%	4%	11%	6%	5%	6%	4%	9%	7%
	(7)	618	114	327	55	132	228	112	141	173	83	127	92
		8%	6%	13%	9%	6%	12%	7%	6%	8%	7%	11%	8%
	(6)	729	140	316	56	166	207	154	206	208	87	130	99
		9%	8%	12%	9%	7%	11%	10%	9%	9%	7%	11%	8%
	(5)	1524	304	457	126	368	325	259	422	466	211	242	183
		19%	16%	18%	21%	16%	17%	17%	18%	21%	18%	21%	15%
	(4)	889	215	253	75	248	193	181	266	228	130	137	128
		11%	12%	10%	12%	11%	10%	12%	11%	10%	11%	12%	11%
	(3)	855	219	230	81	247	147	201	258	229	127	107	133
		10%	12%	9%	13%	11%	8%	13%	11%	10%	11%	9%	11%
	(2)	739	214	166	67	250	125	152	232	189	117	91	110
		9%	11%	6%	11%	11%	7%	10%	10%	8%	10%	8%	9%
	(1)	607	184	105	44	234	76	116	225	132	89	64	97
		7%	10%	4%	7%	10%	4%	8%	10%	6%	7%	5%	8%
Not true at all	(0)	1226	352	146	60	492	121	187	381	316	259	87	184
		15%	19%	6%	10%	21%	6%	12%	16%	14%	21%	7%	15%
NET: 8-10		985	129	605	48	159	452	153	198	314	99	191	184
		12%	7%	23%	8%	7%	24%	10%	8%	14%	8%	16%	15%
NET: 4-7		3760	773	1353	313	914	953	706	1034	1075	512	636	503
		46%	41%	52%	51%	40%	51%	47%	44%	48%	43%	54%	42%

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Absolutes/col percents

Table 42

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Came from an ordinary background
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	3427 42%	969 52%	647 25%	251 41%	1223 53%	469 25%	656 43%	1096 47%	867 38%	592 49%	349 30%	523 43%
Mean	4.06	3.42	5.37	4.06	3.31	5.34	4.01	3.68	4.30	3.55	4.81	4.14
Standard deviation	2.76	2.57	2.69	2.42	2.63	2.75	2.59	2.62	2.79	2.74	2.59	2.91
Standard error	0.03	0.06	0.06	0.09	0.05	0.07	0.06	0.05	0.06	0.08	0.08	0.08

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Absolutes/col percents

Table 43

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Has wide experience outside politics
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	196	88	109	28	35	54	31	23	25	33	49	42	72	12	51	50	58	24	13	42	73
		2%	2%	3%	3%	3%	3%	2%	2%	1%	1%	2%	3%	4%	3%	2%	2%	3%	2%	2%	4%	2%
	(9)	121	41	80	28	31	30	16	8	8	29	28	33	31	11	52	20	33	8	9	30	52
		1%	1%	2%	3%	2%	2%	1%	1%	*	1%	1%	2%	2%	3%	3%	1%	2%	1%	1%	2%	2%
	(8)	327	138	189	51	71	67	56	46	36	63	98	80	86	10	82	85	93	36	32	64	148
		4%	4%	4%	5%	5%	4%	4%	4%	2%	3%	4%	5%	4%	3%	4%	4%	5%	3%	4%	5%	5%
	(7)	493	219	274	65	99	104	74	64	87	128	151	88	126	16	117	122	170	42	41	95	186
		6%	6%	6%	7%	8%	7%	5%	5%	5%	6%	6%	6%	6%	4%	6%	6%	8%	4%	6%	8%	6%
	(6)	692	291	401	91	138	161	115	80	107	170	214	136	172	26	174	186	175	93	64	106	297
		8%	7%	9%	9%	10%	10%	9%	7%	6%	7%	9%	9%	9%	7%	8%	9%	9%	8%	9%	9%	9%
	(5)	1471	569	902	232	308	290	236	183	222	361	459	252	399	58	368	394	380	220	110	215	625
		18%	15%	21%	23%	23%	19%	17%	15%	13%	16%	19%	17%	21%	16%	18%	18%	19%	19%	16%	18%	19%
	(4)	934	411	523	136	155	148	150	152	192	258	294	150	232	30	254	240	222	128	90	126	360
		11%	11%	12%	14%	12%	10%	11%	13%	11%	11%	12%	10%	12%	8%	12%	11%	11%	11%	13%	11%	11%
	(3)	927	447	480	108	126	168	189	128	209	276	285	165	201	46	236	242	227	142	80	134	385
		11%	11%	11%	11%	10%	11%	14%	11%	12%	12%	12%	11%	10%	13%	11%	11%	11%	12%	11%	11%	12%
	(2)	842	441	401	95	94	150	139	136	229	295	250	150	147	43	209	228	180	162	64	115	325
		10%	11%	9%	9%	7%	10%	10%	11%	13%	13%	10%	10%	8%	12%	10%	11%	9%	14%	9%	10%	10%
	(1)	758	414	344	61	92	115	114	125	251	248	227	128	156	30	193	186	181	124	74	101	264
		9%	11%	8%	6%	7%	7%	8%	10%	14%	11%	9%	8%	8%	8%	9%	9%	9%	11%	11%	8%	8%
Not true at all	(0)	1411	833	578	105	165	262	232	261	387	414	387	294	316	81	361	411	313	198	128	167	561
		17%	21%	14%	10%	13%	17%	17%	22%	22%	18%	16%	19%	16%	22%	17%	19%	15%	17%	18%	14%	17%
NET: 8-10		645	267	378	107	137	151	103	77	69	125	175	156	189	33	185	154	184	68	54	136	274
		8%	7%	9%	11%	10%	10%	8%	6%	4%	5%	7%	10%	10%	9%	9%	7%	9%	6%	8%	11%	8%
NET: 4-7		3590	1490	2100	524	700	703	575	480	609	917	1118	626	929	130	913	941	947	483	305	543	1469
		44%	38%	49%	52%	53%	45%	43%	40%	35%	40%	46%	41%	48%	36%	44%	44%	47%	41%	43%	45%	45%

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Absolutes/col percents

Table 43

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Has wide experience outside politics
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	3938 48%	2135 55%	1803 42%	369 37%	476 36%	695 45%	673 50%	649 54%	1076 61%	1232 54%	1149 47%	736 49%	820 42%	201 55%	999 48%	1066 49%	901 44%	625 53%	346 49%	517 43%	1534 47%
Mean	3.62	3.28	3.93	4.22	4.22	3.87	3.59	3.24	2.90	3.30	3.65	3.67	3.91	3.39	3.66	3.52	3.87	3.35	3.53	4.03	3.70
Standard deviation	2.63	2.65	2.57	2.53	2.59	2.74	2.59	2.60	2.46	2.51	2.56	2.78	2.71	2.79	2.67	2.62	2.68	2.47	2.62	2.74	2.62
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.04	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.07	0.10	0.08	0.05

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Absolutes/col percents

Table 43

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Has wide experience outside politics
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	196	13	153	2	21	116	20	26	68	26	35	42
		2%	1%	6%	*	1%	6%	1%	1%	3%	2%	3%	3%
	(9)	121	11	81	12	19	52	15	22	39	13	29	18
		1%	1%	3%	2%	1%	3%	1%	1%	2%	1%	2%	1%
	(8)	327	22	220	21	39	148	39	55	118	38	72	44
		4%	1%	8%	3%	2%	8%	3%	2%	5%	3%	6%	4%
	(7)	493	52	305	32	64	223	89	97	158	64	98	76
		6%	3%	12%	5%	3%	12%	6%	4%	7%	5%	8%	6%
	(6)	692	123	320	47	120	237	138	154	216	75	131	116
		8%	7%	12%	8%	5%	13%	9%	7%	10%	6%	11%	10%
	(5)	1471	262	513	109	300	350	269	364	460	191	252	205
		18%	14%	20%	18%	13%	19%	18%	16%	20%	16%	21%	17%
	(4)	934	221	293	85	245	203	184	261	259	138	158	118
		11%	12%	11%	14%	11%	11%	12%	11%	11%	11%	13%	10%
	(3)	927	236	259	80	280	185	199	262	269	150	108	138
		11%	13%	10%	13%	12%	10%	13%	11%	12%	12%	9%	11%
	(2)	842	250	183	89	288	135	183	289	191	110	113	137
		10%	13%	7%	15%	13%	7%	12%	12%	8%	9%	10%	11%
	(1)	758	244	113	61	308	82	148	298	166	115	79	100
		9%	13%	4%	10%	13%	4%	10%	13%	7%	10%	7%	8%
Not true at all	(0)	1411	437	163	74	612	143	230	501	313	283	99	215
		17%	23%	6%	12%	27%	8%	15%	22%	14%	24%	8%	18%
NET: 8-10		645	45	454	34	79	316	74	103	225	77	137	103
		8%	2%	17%	6%	3%	17%	5%	4%	10%	6%	12%	9%
NET: 4-7		3590	659	1431	273	729	1014	680	875	1092	468	639	516
		44%	35%	55%	45%	32%	54%	45%	38%	48%	39%	54%	43%

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Absolutes/col percents

Table 43

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Ed Miliband - Has wide experience outside politics
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	3938 48%	1167 62%	719 28%	304 50%	1489 65%	545 29%	760 50%	1350 58%	939 42%	658 55%	400 34%	591 49%
Mean	3.62	2.75	5.02	3.54	2.64	4.94	3.49	3.02	4.02	3.22	4.41	3.67
Standard deviation	2.63	2.29	2.59	2.33	2.38	2.66	2.42	2.46	2.63	2.64	2.52	2.71
Standard error	0.03	0.05	0.05	0.09	0.05	0.07	0.06	0.05	0.06	0.08	0.07	0.08

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Absolutes/col percents

Table 44

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Caring and compassionate
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	134	59	76	25	23	22	26	20	19	43	28	31	33	13	39	39	34	17	6	22	55
		2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	4%	2%	2%	2%	1%	1%	2%	2%
	(9)	207	107	100	18	38	46	32	31	42	72	50	42	43	15	56	52	42	40	18	36	83
		3%	3%	2%	2%	3%	3%	2%	3%	2%	3%	2%	3%	2%	4%	3%	2%	2%	3%	2%	3%	3%
	(8)	588	299	289	58	102	115	90	77	145	183	182	112	111	24	156	162	137	83	50	63	262
		7%	8%	7%	6%	8%	7%	7%	6%	8%	8%	7%	7%	6%	7%	7%	7%	7%	7%	7%	5%	8%
	(7)	880	434	446	106	150	169	138	125	192	266	290	153	171	25	233	253	196	129	69	115	365
		11%	11%	10%	11%	11%	11%	10%	10%	11%	12%	12%	10%	9%	7%	11%	12%	10%	11%	10%	10%	11%
	(6)	950	449	501	119	182	176	138	131	204	304	281	167	198	46	245	269	241	123	73	153	386
		12%	12%	12%	12%	14%	11%	10%	11%	12%	13%	12%	11%	10%	13%	12%	12%	12%	10%	10%	13%	12%
	(5)	1522	657	865	212	294	297	250	213	256	414	493	256	359	60	430	375	361	230	126	224	660
		19%	17%	20%	21%	22%	19%	18%	18%	15%	18%	20%	17%	19%	16%	21%	17%	18%	20%	18%	19%	20%
	(4)	902	437	464	107	143	162	142	136	212	270	290	154	188	37	196	247	228	137	94	130	366
		11%	11%	11%	11%	11%	10%	11%	11%	12%	12%	12%	10%	10%	10%	9%	11%	11%	12%	13%	11%	11%
	(3)	667	323	344	94	88	120	116	101	148	187	206	122	152	43	181	153	175	103	56	97	251
		8%	8%	8%	9%	7%	8%	9%	8%	8%	8%	8%	8%	8%	12%	9%	7%	9%	9%	8%	8%	8%
	(2)	613	290	324	88	84	107	101	97	135	170	169	115	159	26	157	166	150	90	50	108	239
		8%	7%	8%	9%	6%	7%	7%	8%	8%	7%	7%	8%	8%	7%	8%	8%	7%	8%	7%	9%	7%
	(1)	523	249	274	41	67	103	89	89	135	135	127	113	148	27	131	129	127	80	56	75	200
		6%	6%	6%	4%	5%	7%	7%	7%	8%	6%	5%	7%	8%	7%	6%	6%	6%	7%	8%	6%	6%
Not true at all	(0)	1185	587	598	134	140	232	229	185	264	228	328	252	376	48	272	318	342	144	109	172	409
		14%	15%	14%	13%	11%	15%	17%	15%	15%	10%	13%	17%	19%	13%	13%	15%	17%	12%	15%	14%	12%
NET: 8-10		929	465	465	101	164	183	148	127	206	299	259	184	187	52	251	253	213	140	73	121	400
		11%	12%	11%	10%	12%	12%	11%	11%	12%	13%	11%	12%	10%	14%	12%	12%	10%	12%	10%	10%	12%
NET: 4-7		4255	1978	2277	543	769	804	669	605	865	1255	1354	730	916	168	1104	1143	1026	619	362	623	1778
		52%	51%	53%	54%	59%	52%	49%	50%	49%	55%	55%	48%	47%	46%	53%	53%	50%	53%	51%	52%	54%

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Absolutes/col percents

Table 44

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Caring and compassionate
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	2988 37%	1448 37%	1540 36%	356 36%	380 29%	562 36%	535 40%	473 39%	683 39%	721 32%	830 34%	603 40%	835 43%	144 40%	742 35%	766 35%	794 39%	417 35%	270 38%	452 38%	1098 34%
Mean	4.25	4.24	4.26	4.31	4.63	4.26	4.09	4.10	4.15	4.59	4.34	4.12	3.85	4.29	4.37	4.31	4.08	4.34	4.06	4.18	4.42
Standard deviation	2.69	2.72	2.65	2.60	2.55	2.71	2.75	2.71	2.72	2.59	2.59	2.80	2.77	2.79	2.66	2.71	2.71	2.64	2.66	2.67	2.63
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Table 44

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Caring and compassionate
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	134	42	27	36	41	22	45	48	25	18	33	12
		2%	2%	1%	6%	2%	1%	3%	2%	1%	1%	3%	1%
	(9)	207	58	42	50	70	29	68	82	31	40	42	13
		3%	3%	2%	8%	3%	2%	4%	4%	1%	3%	4%	1%
	(8)	588	186	148	126	186	111	192	223	112	91	112	50
		7%	10%	6%	21%	8%	6%	13%	10%	5%	8%	10%	4%
	(7)	880	261	262	122	285	190	219	331	193	130	138	87
		11%	14%	10%	20%	12%	10%	14%	14%	9%	11%	12%	7%
	(6)	950	279	254	88	307	182	212	348	223	127	150	103
		12%	15%	10%	14%	13%	10%	14%	15%	10%	11%	13%	9%
	(5)	1522	334	433	94	393	322	243	430	449	223	238	183
		19%	18%	17%	15%	17%	17%	16%	18%	20%	19%	20%	15%
	(4)	902	236	290	47	268	202	158	281	245	131	132	114
		11%	13%	11%	8%	12%	11%	10%	12%	11%	11%	11%	9%
	(3)	667	132	218	29	181	146	117	169	185	105	98	110
		8%	7%	8%	5%	8%	8%	8%	7%	8%	9%	8%	9%
	(2)	613	117	244	8	156	154	72	139	199	88	74	113
		8%	6%	9%	1%	7%	8%	5%	6%	9%	7%	6%	9%
	(1)	523	95	199	5	132	155	67	105	186	78	55	99
		6%	5%	8%	1%	6%	8%	4%	5%	8%	6%	5%	8%
Not true at all	(0)	1185	131	487	6	278	360	121	173	409	173	104	326
		14%	7%	19%	1%	12%	19%	8%	7%	18%	14%	9%	27%
NET: 8-10		929	286	217	212	297	162	305	352	168	148	187	74
		11%	15%	8%	35%	13%	9%	20%	15%	7%	12%	16%	6%
NET: 4-7		4255	1110	1239	352	1253	897	832	1389	1109	611	658	487
		52%	59%	48%	57%	55%	48%	55%	60%	49%	51%	56%	40%

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Table 44

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Caring and compassionate
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	2988 37%	475 25%	1149 44%	48 8%	746 32%	815 43%	378 25%	586 25%	979 43%	444 37%	331 28%	648 54%
Mean	4.25	4.95	3.78	6.49	4.52	3.80	5.16	4.97	3.76	4.27	4.84	3.21
Standard deviation	2.69	2.49	2.69	2.03	2.66	2.72	2.62	2.49	2.63	2.71	2.58	2.70
Standard error	0.03	0.05	0.06	0.08	0.05	0.07	0.07	0.05	0.06	0.08	0.08	0.08

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Absolutes/col percents

Table 45

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Hard-headed and clear-thinking
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	74	34	40	13	13	15	15	8	11	22	15	13	24	5	23	21	18	11	1	13	28
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%
	(9)	113	55	58	20	24	29	11	13	15	37	23	25	28	6	31	27	27	20	8	14	51
		1%	1%	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%
	(8)	299	162	137	32	81	41	39	44	61	85	84	63	66	18	78	83	65	43	31	42	126
		4%	4%	3%	3%	6%	3%	3%	4%	3%	4%	3%	4%	3%	5%	4%	4%	3%	4%	4%	4%	4%
	(7)	605	285	320	72	119	114	79	86	136	194	153	120	137	21	150	173	156	89	37	72	253
		7%	7%	7%	7%	9%	7%	6%	7%	8%	9%	6%	8%	7%	6%	7%	8%	8%	8%	5%	6%	8%
	(6)	799	382	417	101	134	152	130	106	175	236	263	141	158	32	215	198	213	106	66	123	324
		10%	10%	10%	10%	10%	10%	10%	9%	10%	10%	11%	9%	8%	9%	10%	9%	10%	9%	9%	10%	10%
	(5)	1485	642	843	208	287	323	221	191	254	386	470	260	369	63	404	378	346	224	133	210	655
		18%	16%	20%	21%	22%	21%	16%	16%	14%	17%	19%	17%	19%	17%	19%	17%	17%	19%	19%	18%	20%
	(4)	1030	442	588	121	178	177	173	160	221	317	330	180	202	42	274	267	252	154	83	167	422
		13%	11%	14%	12%	14%	11%	13%	13%	13%	14%	14%	12%	10%	11%	13%	12%	12%	13%	12%	14%	13%
	(3)	906	458	447	103	124	162	165	145	206	270	273	169	193	49	209	252	232	134	78	126	368
		11%	12%	10%	10%	9%	10%	12%	12%	12%	12%	11%	11%	10%	14%	10%	12%	11%	11%	11%	11%	11%
	(2)	801	376	425	111	116	141	138	110	185	228	262	121	190	34	199	226	192	115	69	133	290
		10%	10%	10%	11%	9%	9%	10%	9%	11%	10%	11%	8%	10%	9%	9%	10%	9%	10%	10%	11%	9%
	(1)	651	324	327	63	72	114	112	104	186	187	173	113	178	26	171	158	152	99	71	88	242
		8%	8%	8%	6%	6%	7%	8%	9%	11%	8%	7%	7%	9%	7%	8%	7%	7%	8%	10%	7%	7%
Not true at all	(0)	1410	731	679	155	164	280	267	240	304	311	396	311	392	68	342	379	380	181	129	206	517
		17%	19%	16%	16%	13%	18%	20%	20%	17%	14%	16%	20%	20%	19%	16%	18%	19%	15%	18%	17%	16%
NET: 8-10		487	251	236	65	119	85	66	65	87	145	122	101	118	29	132	131	110	74	40	69	204
		6%	6%	6%	7%	9%	5%	5%	5%	5%	6%	5%	7%	6%	8%	6%	6%	5%	6%	6%	6%	6%
NET: 4-7		3918	1751	2167	502	718	766	603	543	786	1134	1216	702	866	157	1043	1017	966	572	319	573	1654
		48%	45%	51%	50%	55%	49%	45%	45%	45%	50%	50%	46%	45%	43%	50%	47%	48%	49%	45%	48%	50%

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Absolutes/col percents

Table 45

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Hard-headed and clear-thinking
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	3768 46%	1889 49%	1878 44%	433 43%	477 36%	698 45%	682 50%	598 50%	880 50%	996 44%	1105 45%	714 47%	953 49%	178 49%	922 44%	1014 47%	956 47%	529 45%	346 49%	554 46%	1418 43%
Mean	3.63	3.56	3.70	3.79	4.16	3.65	3.39	3.43	3.46	3.81	3.63	3.58	3.47	3.59	3.71	3.63	3.58	3.71	3.44	3.59	3.77
Standard deviation	2.52	2.57	2.47	2.51	2.48	2.53	2.50	2.52	2.49	2.48	2.41	2.62	2.60	2.59	2.52	2.53	2.54	2.50	2.47	2.49	2.49
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.04	0.05	0.07	0.06	0.15	0.05	0.06	0.06	0.07	0.09	0.07	0.04

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Table 45

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Hard-headed and clear-thinking
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	74	25	21	16	22	13	22	22	14	10	18	10
		1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	1%
	(9)	113	17	26	41	18	16	51	31	19	20	34	9
		1%	1%	1%	7%	1%	1%	3%	1%	1%	2%	3%	1%
	(8)	299	78	82	77	82	63	94	94	61	56	62	26
		4%	4%	3%	13%	4%	3%	6%	4%	3%	5%	5%	2%
	(7)	605	190	156	120	191	111	168	230	117	79	118	61
		7%	10%	6%	20%	8%	6%	11%	10%	5%	7%	10%	5%
	(6)	799	217	235	97	224	157	196	269	203	112	134	82
		10%	12%	9%	16%	10%	8%	13%	12%	9%	9%	11%	7%
	(5)	1485	344	400	107	404	319	252	451	443	206	226	158
		18%	18%	15%	18%	18%	17%	17%	19%	20%	17%	19%	13%
	(4)	1030	265	321	72	305	245	181	326	268	149	170	116
		13%	14%	12%	12%	13%	13%	12%	14%	12%	12%	14%	10%
	(3)	906	235	296	51	279	202	173	281	232	142	128	123
		11%	13%	11%	8%	12%	11%	11%	12%	10%	12%	11%	10%
	(2)	801	170	289	14	211	190	120	197	239	132	91	142
		10%	9%	11%	2%	9%	10%	8%	8%	11%	11%	8%	12%
	(1)	651	149	217	8	199	147	106	173	203	87	66	121
		8%	8%	8%	1%	9%	8%	7%	7%	9%	7%	6%	10%
Not true at all	(0)	1410	182	562	7	362	411	151	252	457	209	129	363
		17%	10%	22%	1%	16%	22%	10%	11%	20%	17%	11%	30%
NET: 8-10		487	120	128	134	122	92	167	147	94	86	115	45
		6%	6%	5%	22%	5%	5%	11%	6%	4%	7%	10%	4%
NET: 4-7		3918	1015	1112	397	1124	832	797	1276	1031	547	648	417
		48%	54%	43%	65%	49%	44%	53%	55%	46%	45%	55%	34%

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Absolutes/col percents

Table 45

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Hard-headed and clear-thinking
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	3768 46%	736 39%	1364 52%	81 13%	1050 46%	950 51%	550 36%	904 39%	1131 50%	570 47%	413 35%	748 62%
Mean	3.63	4.08	3.29	5.86	3.67	3.31	4.38	4.06	3.32	3.62	4.30	2.75
Standard deviation	2.52	2.39	2.52	2.06	2.47	2.51	2.56	2.39	2.45	2.54	2.50	2.53
Standard error	0.03	0.05	0.05	0.08	0.05	0.06	0.06	0.05	0.05	0.07	0.07	0.07

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Absolutes/col percents

Table 46

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Strong and decisive
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	82	35	47	11	15	21	13	8	14	23	10	16	32	8	26	25	17	13	-	10	32
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	2%	1%	1%	1%	1%	-	1%	1%
	(9)	88	43	44	11	28	21	10	9	9	26	20	19	22	3	26	22	20	14	6	13	41
		1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	(8)	269	128	141	37	60	44	33	42	53	69	81	58	61	12	69	66	66	42	26	46	109
		3%	3%	3%	4%	5%	3%	2%	4%	3%	3%	3%	4%	3%	3%	3%	3%	3%	4%	4%	4%	3%
	(7)	494	252	242	73	97	90	70	58	106	163	131	90	109	15	127	144	115	77	32	56	206
		6%	6%	6%	7%	7%	6%	5%	5%	6%	7%	5%	6%	6%	4%	6%	7%	6%	7%	5%	5%	6%
	(6)	699	313	386	85	117	132	99	100	165	216	213	127	143	34	187	180	171	103	58	89	282
		9%	8%	9%	9%	9%	9%	7%	8%	9%	9%	9%	8%	7%	9%	9%	8%	8%	9%	8%	7%	9%
	(5)	1328	572	756	174	255	287	194	176	242	347	431	233	317	57	380	347	319	179	104	197	569
		16%	15%	18%	17%	19%	19%	14%	15%	14%	15%	18%	15%	16%	16%	18%	16%	16%	15%	15%	16%	17%
	(4)	1017	473	545	112	186	181	189	140	209	288	325	180	225	38	245	274	252	156	90	149	440
		12%	12%	13%	11%	14%	12%	14%	12%	12%	13%	13%	12%	12%	10%	12%	13%	12%	13%	13%	12%	13%
	(3)	958	479	479	116	152	181	154	137	217	297	278	173	209	52	228	257	244	150	80	141	385
		12%	12%	11%	12%	12%	12%	11%	11%	12%	13%	11%	11%	11%	14%	11%	12%	12%	13%	11%	12%	12%
	(2)	883	410	474	121	118	140	151	150	203	256	295	143	189	33	212	235	229	118	88	147	331
		11%	11%	11%	12%	9%	9%	11%	12%	12%	11%	12%	9%	10%	9%	10%	11%	11%	10%	13%	12%	10%
	(1)	743	341	402	70	103	138	127	115	190	208	213	142	179	28	201	174	170	125	73	103	281
		9%	9%	9%	7%	8%	9%	9%	10%	11%	9%	9%	9%	9%	8%	10%	8%	8%	11%	10%	9%	9%
Not true at all	(0)	1612	846	765	191	181	313	311	271	345	380	444	335	452	83	396	438	430	198	149	245	601
		20%	22%	18%	19%	14%	20%	23%	22%	20%	17%	18%	22%	23%	23%	19%	20%	21%	17%	21%	21%	18%
NET: 8-10		439	206	233	59	104	87	55	59	75	119	112	93	114	23	121	113	103	69	32	69	182
		5%	5%	5%	6%	8%	6%	4%	5%	4%	5%	5%	6%	6%	6%	6%	5%	5%	6%	4%	6%	6%
NET: 4-7		3538	1609	1929	444	655	690	552	474	723	1014	1100	631	794	144	939	944	857	515	283	490	1497
		43%	41%	45%	44%	50%	45%	41%	39%	41%	45%	45%	42%	41%	40%	45%	44%	42%	44%	40%	41%	46%

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Absolutes/col percents

Table 46

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Strong and decisive
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	4196 51%	2076 53%	2120 50%	497 50%	555 42%	772 50%	743 55%	673 56%	956 54%	1142 50%	1231 50%	794 52%	1029 53%	196 54%	1037 49%	1105 51%	1072 53%	591 50%	390 55%	636 53%	1598 49%
Mean	3.37	3.28	3.45	3.50	3.87	3.42	3.09	3.12	3.23	3.50	3.37	3.31	3.25	3.31	3.45	3.38	3.28	3.47	3.11	3.27	3.48
Standard deviation	2.51	2.54	2.49	2.54	2.51	2.55	2.47	2.49	2.47	2.48	2.41	2.60	2.62	2.62	2.54	2.53	2.50	2.51	2.41	2.49	2.50
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.04	0.05	0.07	0.06	0.15	0.05	0.06	0.05	0.07	0.09	0.07	0.04

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Table 46

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Strong and decisive
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	82	21	22	21	18	19	27	20	14	15	26	7
		1%	1%	1%	4%	1%	1%	2%	1%	1%	1%	2%	1%
	(9)	88	26	13	31	31	10	30	29	14	18	21	5
		1%	1%	*	5%	1%	1%	2%	1%	1%	1%	2%	*
	(8)	269	72	68	67	69	56	86	93	56	42	61	17
		3%	4%	3%	11%	3%	3%	6%	4%	2%	3%	5%	1%
	(7)	494	138	126	104	149	93	135	178	97	75	100	43
		6%	7%	5%	17%	6%	5%	9%	8%	4%	6%	9%	4%
	(6)	699	198	189	97	213	128	161	256	152	88	128	75
		9%	11%	7%	16%	9%	7%	11%	11%	7%	7%	11%	6%
	(5)	1328	322	328	115	357	248	242	413	404	183	199	129
		16%	17%	13%	19%	16%	13%	16%	18%	18%	15%	17%	11%
	(4)	1017	257	303	76	318	223	185	320	277	162	151	109
		12%	14%	12%	12%	14%	12%	12%	14%	12%	13%	13%	9%
	(3)	958	244	324	45	282	223	177	287	251	147	145	129
		12%	13%	12%	7%	12%	12%	12%	12%	11%	12%	12%	11%
	(2)	883	213	317	31	240	216	146	248	255	130	105	145
		11%	11%	12%	5%	10%	12%	10%	11%	11%	11%	9%	12%
	(1)	743	161	254	15	215	185	134	186	230	115	91	120
		9%	9%	10%	2%	9%	10%	9%	8%	10%	10%	8%	10%
Not true at all	(0)	1612	219	661	10	404	474	191	298	507	228	149	429
		20%	12%	25%	2%	18%	25%	13%	13%	22%	19%	13%	35%
NET: 8-10		439	119	103	120	117	85	143	142	84	75	108	30
		5%	6%	4%	20%	5%	5%	9%	6%	4%	6%	9%	2%
NET: 4-7		3538	915	947	391	1037	692	723	1166	929	508	578	356
		43%	49%	36%	64%	45%	37%	48%	50%	41%	42%	49%	29%

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Table 46

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Strong and decisive
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	4196 51%	837 45%	1555 60%	101 17%	1143 50%	1098 59%	648 43%	1020 44%	1243 55%	620 52%	490 42%	824 68%
Mean	3.37	3.81	2.92	5.60	3.45	2.97	3.99	3.81	3.07	3.39	4.03	2.39
Standard deviation	2.51	2.41	2.47	2.20	2.47	2.51	2.60	2.42	2.41	2.54	2.58	2.41
Standard error	0.03	0.05	0.05	0.09	0.05	0.06	0.06	0.05	0.05	0.07	0.08	0.07

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Table 47

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Respected and intelligent
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	105	46	59	9	25	22	21	13	16	26	26	23	30	12	34	32	21	16	3	14	54
		1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	3%	2%	1%	1%	1%	*	1%	2%
	(9)	174	89	84	22	27	34	21	25	44	55	53	34	32	13	46	52	41	25	10	26	64
		2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	4%	2%	2%	2%	2%	1%	2%	2%
	(8)	434	217	217	44	90	73	57	60	110	118	109	101	106	18	114	110	100	75	36	44	180
		5%	6%	5%	4%	7%	5%	4%	5%	6%	5%	4%	7%	5%	5%	5%	5%	5%	6%	5%	4%	5%
	(7)	702	355	348	74	117	145	97	106	163	230	222	122	127	29	174	211	167	84	66	100	300
		9%	9%	8%	7%	9%	9%	7%	9%	9%	10%	9%	8%	7%	8%	8%	10%	8%	7%	9%	8%	9%
	(6)	871	411	460	106	167	164	129	116	188	258	266	151	194	41	245	235	207	123	60	120	354
		11%	11%	11%	11%	13%	11%	10%	10%	11%	11%	11%	10%	10%	11%	12%	11%	10%	10%	9%	10%	11%
	(5)	1428	621	806	201	255	298	244	187	243	387	436	256	348	55	377	378	350	208	115	202	615
		17%	16%	19%	20%	19%	19%	18%	15%	14%	17%	18%	17%	18%	15%	18%	17%	17%	18%	16%	17%	19%
	(4)	946	446	499	111	176	169	161	122	207	277	309	172	187	42	228	249	246	132	91	149	386
		12%	11%	12%	11%	13%	11%	12%	10%	12%	12%	13%	11%	10%	12%	11%	12%	12%	11%	13%	12%	12%
	(3)	817	369	448	118	109	131	149	139	172	251	255	127	184	35	227	199	193	115	84	134	307
		10%	9%	10%	12%	8%	8%	11%	12%	10%	11%	10%	8%	9%	9%	11%	9%	9%	10%	12%	11%	9%
	(2)	724	351	373	104	91	130	118	109	172	198	225	132	169	29	163	185	188	127	61	112	278
		9%	9%	9%	10%	7%	8%	9%	9%	10%	9%	9%	9%	9%	8%	8%	9%	9%	11%	9%	9%	8%
	(1)	621	291	330	57	95	112	100	105	152	166	172	124	158	35	168	162	136	99	56	88	239
		8%	7%	8%	6%	7%	7%	7%	9%	9%	7%	7%	8%	8%	10%	8%	7%	7%	8%	8%	7%	7%
Not true at all	(0)	1351	694	656	155	160	270	253	224	288	307	368	275	401	56	323	351	383	172	122	206	501
		17%	18%	15%	16%	12%	17%	19%	19%	16%	14%	15%	18%	21%	15%	15%	16%	19%	15%	17%	17%	15%
NET: 8-10		713	353	360	74	142	129	99	98	170	199	188	158	167	42	193	193	161	116	49	85	298
		9%	9%	8%	7%	11%	8%	7%	8%	10%	9%	8%	10%	9%	12%	9%	9%	8%	10%	7%	7%	9%
NET: 4-7		3946	1833	2113	492	716	776	631	531	800	1153	1234	702	858	166	1023	1073	971	547	332	571	1655
		48%	47%	49%	49%	55%	50%	47%	44%	46%	51%	51%	46%	44%	46%	49%	50%	48%	47%	47%	48%	51%

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Table 47

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Respected and intelligent
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	3513 43%	1705 44%	1808 42%	434 43%	455 35%	643 42%	620 46%	577 48%	783 45%	922 41%	1020 42%	658 43%	912 47%	155 43%	880 42%	896 41%	901 44%	512 44%	323 46%	540 45%	1324 40%
Mean	3.88	3.84	3.91	3.85	4.28	3.90	3.67	3.68	3.85	4.06	3.92	3.85	3.63	4.02	3.97	3.96	3.74	3.89	3.70	3.74	4.00
Standard deviation	2.64	2.69	2.60	2.52	2.59	2.67	2.62	2.68	2.69	2.58	2.57	2.74	2.71	2.81	2.64	2.67	2.65	2.63	2.56	2.59	2.63
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Table 47

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Respected and intelligent
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	105	33	20	31	35	14	40	38	14	17	26	10
		1%	2%	1%	5%	2%	1%	3%	2%	1%	1%	2%	1%
	(9)	174	44	46	45	48	32	51	58	35	31	33	17
		2%	2%	2%	7%	2%	2%	3%	2%	2%	3%	3%	1%
	(8)	434	133	108	100	137	76	132	170	77	60	91	36
		5%	7%	4%	16%	6%	4%	9%	7%	3%	5%	8%	3%
	(7)	702	223	180	104	234	128	184	263	125	114	126	75
		9%	12%	7%	17%	10%	7%	12%	11%	6%	9%	11%	6%
	(6)	871	243	249	101	265	156	212	308	210	119	148	87
		11%	13%	10%	16%	12%	8%	14%	13%	9%	10%	13%	7%
	(5)	1428	313	394	114	363	316	227	427	421	206	212	161
		17%	17%	15%	19%	16%	17%	15%	18%	19%	17%	18%	13%
	(4)	946	238	294	47	286	225	163	287	272	128	150	109
		12%	13%	11%	8%	12%	12%	11%	12%	12%	11%	13%	9%
	(3)	817	196	269	32	241	173	134	222	233	122	113	128
		10%	10%	10%	5%	10%	9%	9%	10%	10%	10%	10%	11%
	(2)	724	160	266	21	191	183	134	187	210	107	86	135
		9%	9%	10%	3%	8%	10%	9%	8%	9%	9%	7%	11%
	(1)	621	127	222	9	175	158	98	152	199	95	64	111
		8%	7%	9%	1%	8%	8%	6%	7%	9%	8%	5%	9%
Not true at all	(0)	1351	161	557	7	322	413	140	216	461	204	127	343
		17%	9%	21%	1%	14%	22%	9%	9%	20%	17%	11%	28%
NET: 8-10		713	210	174	177	220	122	223	266	127	108	151	62
		9%	11%	7%	29%	10%	6%	15%	11%	6%	9%	13%	5%
NET: 4-7		3946	1017	1117	366	1148	825	786	1284	1028	567	635	432
		48%	54%	43%	60%	50%	44%	52%	55%	46%	47%	54%	36%

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Absolutes/col percents

Table 47

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Respected and intelligent
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	3513 43%	644 34%	1313 50%	69 11%	929 40%	927 49%	505 33%	778 33%	1102 49%	528 44%	390 33%	716 59%
Mean	3.88	4.47	3.43	6.15	4.07	3.41	4.64	4.48	3.42	3.87	4.50	2.96
Standard deviation	2.64	2.52	2.63	2.14	2.63	2.62	2.66	2.52	2.53	2.69	2.60	2.63
Standard error	0.03	0.06	0.05	0.08	0.05	0.07	0.07	0.05	0.06	0.08	0.08	0.08

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Absolutes/col percents

Table 48

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Charismatic and engaging
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	101	41	60	19	22	20	12	10	17	28	27	17	29	9	32	25	25	17	3	17	37
		1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	*	1%	1%
	(9)	202	93	109	37	44	33	32	21	34	57	64	41	40	14	57	52	36	40	16	35	83
		2%	2%	3%	4%	3%	2%	2%	2%	2%	2%	3%	3%	2%	4%	3%	2%	2%	3%	2%	3%	3%
	(8)	449	227	222	50	81	101	64	49	104	129	123	104	94	19	121	118	116	61	35	51	194
		5%	6%	5%	5%	6%	7%	5%	4%	6%	6%	5%	7%	5%	5%	6%	5%	6%	5%	5%	4%	6%
	(7)	709	348	361	100	125	147	84	98	154	230	218	131	130	30	177	206	143	119	65	91	302
		9%	9%	8%	10%	10%	9%	6%	8%	9%	10%	9%	9%	7%	8%	8%	10%	7%	10%	9%	8%	9%
	(6)	904	434	471	94	200	166	130	124	189	279	297	152	177	36	238	248	231	118	69	130	379
		11%	11%	11%	9%	15%	11%	10%	10%	11%	12%	12%	10%	9%	10%	11%	11%	11%	10%	10%	11%	12%
	(5)	1367	612	754	197	262	272	228	188	220	357	434	234	342	59	356	356	352	198	105	200	604
		17%	16%	18%	20%	20%	18%	17%	16%	13%	16%	18%	15%	18%	16%	17%	16%	17%	17%	15%	17%	18%
	(4)	883	383	500	111	146	155	154	127	191	272	290	140	181	43	248	227	217	116	75	142	353
		11%	10%	12%	11%	11%	10%	11%	11%	11%	12%	12%	9%	9%	12%	12%	10%	11%	10%	11%	12%	11%
	(3)	756	373	384	95	92	136	132	121	180	242	205	130	179	33	203	202	175	107	69	117	276
		9%	10%	9%	10%	7%	9%	10%	10%	10%	11%	8%	9%	9%	9%	10%	9%	9%	9%	10%	10%	8%
	(2)	746	336	410	86	93	128	129	128	181	198	222	128	197	23	179	182	201	112	72	115	274
		9%	9%	10%	9%	7%	8%	10%	11%	10%	9%	9%	8%	10%	6%	9%	8%	10%	10%	10%	10%	8%
	(1)	662	346	316	62	79	123	121	110	167	188	176	145	153	31	161	166	159	108	67	97	266
		8%	9%	7%	6%	6%	8%	9%	9%	10%	8%	7%	10%	8%	9%	8%	8%	8%	9%	10%	8%	8%
Not true at all	(0)	1394	699	695	149	169	266	264	231	315	295	387	297	415	68	325	381	378	180	130	200	507
		17%	18%	16%	15%	13%	17%	20%	19%	18%	13%	16%	20%	21%	19%	15%	18%	19%	15%	18%	17%	15%
NET: 8-10		752	361	391	105	148	155	108	80	156	214	214	161	163	41	209	195	176	118	54	103	315
		9%	9%	9%	11%	11%	10%	8%	7%	9%	9%	9%	11%	8%	11%	10%	9%	9%	10%	8%	9%	10%
NET: 4-7		3863	1777	2086	503	733	740	597	536	754	1138	1239	656	830	168	1019	1036	943	551	314	563	1639
		47%	46%	49%	50%	56%	48%	44%	44%	43%	50%	51%	43%	43%	46%	49%	48%	46%	47%	44%	47%	50%

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Absolutes/col percents

Table 48

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Charismatic and engaging
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	3558 44%	1753 45%	1805 42%	392 39%	432 33%	654 42%	646 48%	590 49%	843 48%	923 41%	990 41%	700 46%	945 49%	155 43%	869 41%	931 43%	914 45%	507 43%	338 48%	529 44%	1323 40%
Mean	3.87	3.81	3.91	4.13	4.40	3.94	3.57	3.55	3.69	4.08	3.97	3.76	3.56	3.92	3.99	3.89	3.74	3.97	3.63	3.81	4.01
Standard deviation	2.69	2.72	2.66	2.69	2.63	2.72	2.65	2.63	2.70	2.61	2.64	2.80	2.72	2.83	2.67	2.70	2.67	2.72	2.66	2.66	2.66
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Table 48

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Charismatic and engaging
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	101	33	22	22	34	14	30	28	24	15	22	10
		1%	2%	1%	4%	1%	1%	2%	1%	1%	1%	2%	1%
	(9)	202	49	43	48	52	31	75	63	28	41	53	16
		2%	3%	2%	8%	2%	2%	5%	3%	1%	3%	4%	1%
	(8)	449	141	116	80	143	94	130	162	94	74	85	35
		5%	8%	4%	13%	6%	5%	9%	7%	4%	6%	7%	3%
	(7)	709	221	196	105	245	124	178	282	124	103	129	71
		9%	12%	8%	17%	11%	7%	12%	12%	6%	9%	11%	6%
	(6)	904	223	257	131	256	181	238	312	220	119	148	105
		11%	12%	10%	21%	11%	10%	16%	13%	10%	10%	13%	9%
	(5)	1367	318	396	98	373	294	201	386	393	211	215	162
		17%	17%	15%	16%	16%	16%	13%	17%	17%	18%	18%	13%
	(4)	883	226	255	52	241	198	151	264	243	108	155	112
		11%	12%	10%	8%	11%	11%	10%	11%	11%	9%	13%	9%
	(3)	756	188	262	39	229	174	146	242	201	115	91	107
		9%	10%	10%	6%	10%	9%	10%	10%	9%	10%	8%	9%
	(2)	746	152	270	21	199	167	131	192	229	107	88	130
		9%	8%	10%	3%	9%	9%	9%	8%	10%	9%	7%	11%
	(1)	662	128	233	10	177	187	93	155	227	106	67	107
		8%	7%	9%	2%	8%	10%	6%	7%	10%	9%	6%	9%
Not true at all	(0)	1394	190	554	6	349	411	142	241	472	204	124	352
		17%	10%	21%	1%	15%	22%	9%	10%	21%	17%	11%	29%
NET: 8-10		752	224	181	150	228	138	234	254	146	130	160	62
		9%	12%	7%	25%	10%	7%	15%	11%	6%	11%	14%	5%
NET: 4-7		3863	988	1104	386	1114	797	769	1244	980	540	646	451
		47%	53%	42%	63%	49%	43%	51%	53%	43%	45%	55%	37%

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Table 48

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Charismatic and engaging
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	3558	659	1319	76	955	939	512	830	1129	532	370	697
	44%	35%	51%	12%	42%	50%	34%	36%	50%	44%	31%	58%
Mean	3.87	4.43	3.46	6.02	4.04	3.43	4.68	4.40	3.40	3.90	4.57	2.99
Standard deviation	2.69	2.59	2.66	2.09	2.69	2.67	2.68	2.56	2.61	2.76	2.62	2.66
Standard error	0.03	0.06	0.05	0.08	0.05	0.07	0.07	0.05	0.06	0.08	0.08	0.08

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Absolutes/col percents

Table 49

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Fair-minded and flexible
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	118	57	61	19	21	20	26	14	18	39	28	25	26	11	36	29	28	22	3	23	45
		1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	3%	2%	1%	1%	2%	*	2%	1%
	(9)	215	118	97	42	41	42	28	29	34	72	66	35	42	9	59	51	50	40	16	30	97
		3%	3%	2%	4%	3%	3%	2%	2%	2%	3%	3%	2%	2%	3%	3%	2%	2%	3%	2%	2%	3%
	(8)	606	324	282	76	125	112	83	73	136	191	172	127	116	24	158	182	145	82	39	75	279
		7%	8%	7%	8%	10%	7%	6%	6%	8%	8%	7%	8%	6%	7%	8%	8%	7%	7%	6%	6%	9%
	(7)	845	405	440	93	153	171	126	125	177	264	269	151	160	38	225	234	194	120	71	123	356
		10%	10%	10%	9%	12%	11%	9%	10%	10%	12%	11%	10%	8%	11%	11%	11%	10%	10%	10%	10%	11%
	(6)	950	435	515	105	177	190	142	124	213	300	299	151	200	30	242	264	213	154	77	143	374
		12%	11%	12%	10%	14%	12%	10%	10%	12%	13%	12%	10%	10%	8%	12%	12%	10%	13%	11%	12%	11%
	(5)	1516	664	852	211	282	301	245	219	258	402	487	282	346	81	416	377	375	217	131	218	658
		19%	17%	20%	21%	21%	19%	18%	18%	15%	18%	20%	19%	18%	22%	20%	17%	18%	18%	19%	18%	20%
	(4)	786	376	411	88	121	136	138	120	184	232	245	114	196	28	198	203	201	120	65	109	306
		10%	10%	10%	9%	9%	9%	10%	10%	10%	10%	10%	8%	10%	8%	9%	9%	10%	10%	9%	9%	9%
	(3)	756	344	412	100	101	134	121	118	183	217	214	140	185	38	184	201	197	103	70	119	276
		9%	9%	10%	10%	8%	9%	9%	10%	10%	10%	9%	9%	10%	10%	9%	9%	10%	9%	10%	10%	8%
	(2)	600	273	327	87	82	98	101	85	147	171	179	103	148	19	136	157	151	98	58	92	226
		7%	7%	8%	9%	6%	6%	7%	7%	8%	7%	7%	7%	8%	5%	6%	7%	7%	8%	8%	8%	7%
	(1)	549	272	277	41	68	109	106	102	122	139	154	106	149	30	144	132	139	79	55	81	220
		7%	7%	6%	4%	5%	7%	8%	8%	7%	6%	6%	7%	8%	8%	7%	6%	7%	7%	8%	7%	7%
Not true at all	(0)	1232	625	607	139	143	235	236	199	281	247	331	284	371	55	298	332	339	142	120	181	438
		15%	16%	14%	14%	11%	15%	17%	16%	16%	11%	14%	19%	19%	15%	14%	15%	17%	12%	17%	15%	13%
NET: 8-10		938	499	440	137	187	173	137	116	188	302	266	187	183	45	253	262	223	143	58	128	421
		11%	13%	10%	14%	14%	11%	10%	10%	11%	13%	11%	12%	9%	12%	12%	12%	11%	12%	8%	11%	13%
NET: 4-7		4097	1879	2218	496	733	798	651	587	832	1198	1300	698	902	177	1082	1078	983	611	344	594	1695
		50%	48%	52%	50%	56%	52%	48%	49%	47%	53%	53%	46%	47%	49%	52%	50%	48%	52%	49%	50%	52%

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Absolutes/col percents

Table 49

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Fair-minded and flexible
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	3137 38%	1513 39%	1624 38%	367 37%	393 30%	577 37%	563 42%	503 42%	734 42%	774 34%	878 36%	633 42%	852 44%	142 39%	762 36%	822 38%	827 41%	422 36%	303 43%	473 40%	1161 35%
Mean	4.20	4.20	4.20	4.38	4.67	4.24	3.96	3.98	4.04	4.52	4.29	4.05	3.82	4.22	4.30	4.24	4.05	4.37	3.89	4.16	4.37
Standard deviation	2.70	2.77	2.64	2.71	2.60	2.71	2.74	2.70	2.70	2.63	2.63	2.82	2.73	2.78	2.70	2.72	2.72	2.66	2.64	2.71	2.68
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.08	0.10	0.08	0.05

Blue Collar Workers Study

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Absolutes/col percents

Table 49

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Fair-minded and flexible
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	118	41	20	35	38	18	44	37	20	16	30	15
		1%	2%	1%	6%	2%	1%	3%	2%	1%	1%	3%	1%
	(9)	215	50	55	58	55	39	73	78	30	40	46	21
		3%	3%	2%	10%	2%	2%	5%	3%	1%	3%	4%	2%
	(8)	606	181	147	136	175	111	212	232	126	91	106	52
		7%	10%	6%	22%	8%	6%	14%	10%	6%	8%	9%	4%
	(7)	845	255	224	117	265	158	230	318	170	117	163	77
		10%	14%	9%	19%	12%	8%	15%	14%	8%	10%	14%	6%
	(6)	950	258	267	99	305	180	204	322	224	133	163	108
		12%	14%	10%	16%	13%	10%	13%	14%	10%	11%	14%	9%
	(5)	1516	355	465	95	411	341	246	437	421	228	229	200
		19%	19%	18%	16%	18%	18%	16%	19%	19%	19%	19%	17%
	(4)	786	204	231	37	238	176	112	237	238	109	108	94
		10%	11%	9%	6%	10%	9%	7%	10%	11%	9%	9%	8%
	(3)	756	177	260	16	209	191	110	215	217	106	95	123
		9%	9%	10%	3%	9%	10%	7%	9%	10%	9%	8%	10%
	(2)	600	114	218	10	155	135	92	136	184	106	72	103
		7%	6%	8%	2%	7%	7%	6%	6%	8%	9%	6%	8%
	(1)	549	100	205	5	148	157	71	130	189	85	54	90
		7%	5%	8%	1%	6%	8%	5%	6%	8%	7%	5%	7%
Not true at all	(0)	1232	137	513	3	298	370	120	187	436	172	110	327
		15%	7%	20%	*	13%	20%	8%	8%	19%	14%	9%	27%
NET: 8-10		938	271	221	229	267	167	330	348	176	146	181	88
		11%	15%	8%	37%	12%	9%	22%	15%	8%	12%	15%	7%
NET: 4-7		4097	1072	1187	349	1219	855	791	1313	1053	588	664	479
		50%	57%	46%	57%	53%	46%	52%	56%	47%	49%	56%	40%

Blue Collar Workers Study

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Absolutes/col percents

Table 49

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Fair-minded and flexible
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	3137 38%	527 28%	1197 46%	34 6%	810 35%	852 45%	393 26%	667 29%	1026 45%	470 39%	331 28%	643 53%
Mean	4.20	4.86	3.73	6.66	4.37	3.74	5.21	4.84	3.67	4.20	4.88	3.29
Standard deviation	2.70	2.49	2.70	1.92	2.65	2.71	2.67	2.53	2.64	2.71	2.60	2.76
Standard error	0.03	0.05	0.06	0.07	0.05	0.07	0.07	0.05	0.06	0.08	0.08	0.08

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Absolutes/col percents

Table 50

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Truly listens to the people
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	125	61	64	17	28	24	23	14	18	38	28	24	35	10	37	31	30	23	4	22	52
		2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%	3%	2%	1%	1%	2%	1%	2%	2%
	(9)	210	109	101	41	43	42	24	24	36	62	50	57	41	13	46	65	52	37	10	25	104
		3%	3%	2%	4%	3%	3%	2%	2%	2%	3%	2%	4%	2%	3%	2%	3%	3%	3%	1%	2%	3%
	(8)	508	249	260	52	104	100	84	64	105	151	155	108	95	25	138	137	115	84	35	71	227
		6%	6%	6%	5%	8%	6%	6%	5%	6%	7%	6%	7%	5%	7%	7%	6%	6%	7%	5%	6%	7%
	(7)	754	366	388	75	125	147	121	107	179	250	247	109	149	29	181	213	183	109	68	99	311
		9%	9%	9%	8%	10%	10%	9%	9%	10%	11%	10%	7%	8%	8%	9%	10%	9%	9%	10%	8%	10%
	(6)	902	418	485	119	154	180	119	130	199	293	278	153	178	33	241	253	220	133	56	151	356
		11%	11%	11%	12%	12%	12%	9%	11%	11%	13%	11%	10%	9%	9%	11%	12%	11%	11%	8%	13%	11%
	(5)	1365	580	785	170	272	288	227	183	225	369	422	242	331	60	388	346	319	197	115	193	595
		17%	15%	18%	17%	21%	19%	17%	15%	13%	16%	17%	16%	17%	17%	19%	16%	16%	17%	16%	16%	18%
	(4)	833	395	438	88	157	133	143	123	190	240	270	132	191	34	219	219	196	117	81	118	333
		10%	10%	10%	9%	12%	9%	11%	10%	11%	11%	11%	9%	10%	9%	10%	10%	10%	10%	11%	10%	10%
	(3)	730	341	390	107	99	143	118	103	159	210	232	123	165	43	179	189	186	107	69	98	285
		9%	9%	9%	11%	8%	9%	9%	9%	9%	9%	9%	8%	9%	12%	9%	9%	9%	9%	10%	8%	9%
	(2)	691	329	362	84	90	108	115	116	177	186	197	125	183	24	160	190	187	92	64	111	253
		8%	8%	8%	8%	7%	7%	9%	10%	10%	8%	8%	8%	9%	7%	8%	9%	9%	8%	9%	9%	8%
	(1)	595	303	293	63	75	112	101	97	146	160	186	114	135	24	163	133	151	95	52	98	240
		7%	8%	7%	6%	6%	7%	7%	8%	8%	7%	8%	8%	7%	7%	8%	6%	7%	8%	7%	8%	7%
Not true at all	(0)	1458	741	717	184	165	271	275	244	319	315	378	330	435	68	345	387	394	182	151	209	521
		18%	19%	17%	18%	13%	18%	20%	20%	18%	14%	15%	22%	22%	19%	16%	18%	19%	16%	21%	17%	16%
NET: 8-10		844	419	425	110	175	166	130	102	159	251	233	189	171	48	221	233	197	144	49	118	383
		10%	11%	10%	11%	13%	11%	10%	8%	9%	11%	10%	12%	9%	13%	11%	11%	10%	12%	7%	10%	12%
NET: 4-7		3854	1759	2095	452	708	748	610	543	793	1152	1217	636	849	156	1029	1031	919	556	320	560	1595
		47%	45%	49%	45%	54%	48%	45%	45%	45%	51%	50%	42%	44%	43%	49%	48%	45%	47%	45%	47%	49%

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Absolutes/col percents

Table 50

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Truly listens to the people
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	3475 43%	1713 44%	1762 41%	438 44%	430 33%	634 41%	610 45%	560 46%	802 46%	871 38%	994 41%	693 46%	918 47%	160 44%	847 40%	899 42%	917 45%	476 40%	336 48%	516 43%	1298 40%
Mean	3.94	3.88	4.00	3.95	4.45	4.04	3.75	3.69	3.80	4.23	4.02	3.80	3.61	4.00	4.02	4.02	3.81	4.12	3.56	3.90	4.12
Standard deviation	2.75	2.81	2.70	2.79	2.66	2.76	2.77	2.74	2.73	2.69	2.66	2.89	2.78	2.87	2.72	2.77	2.77	2.77	2.66	2.75	2.74
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Absolutes/col percents

Table 50

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Truly listens to the people
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	125	42	23	33	40	18	44	40	29	21	25	10
		2%	2%	1%	5%	2%	1%	3%	2%	1%	2%	2%	1%
	(9)	210	49	52	65	56	35	82	79	37	33	48	13
		3%	3%	2%	11%	2%	2%	5%	3%	2%	3%	4%	1%
	(8)	508	165	111	110	156	86	164	209	103	66	92	39
		6%	9%	4%	18%	7%	5%	11%	9%	5%	5%	8%	3%
	(7)	754	241	181	118	244	141	207	285	158	115	124	72
		9%	13%	7%	19%	11%	8%	14%	12%	7%	10%	11%	6%
	(6)	902	275	232	98	310	169	190	314	201	134	157	96
		11%	15%	9%	16%	13%	9%	13%	14%	9%	11%	13%	8%
	(5)	1365	318	385	94	374	284	214	413	384	201	225	141
		17%	17%	15%	15%	16%	15%	14%	18%	17%	17%	19%	12%
	(4)	833	199	274	42	236	193	143	243	240	118	123	110
		10%	11%	11%	7%	10%	10%	9%	10%	11%	10%	10%	9%
	(3)	730	178	249	21	207	168	114	216	207	99	110	97
		9%	9%	10%	3%	9%	9%	8%	9%	9%	8%	9%	8%
	(2)	691	142	261	13	180	171	104	179	222	97	70	124
		8%	8%	10%	2%	8%	9%	7%	8%	10%	8%	6%	10%
	(1)	595	118	228	9	172	164	87	136	189	99	61	110
		7%	6%	9%	1%	8%	9%	6%	6%	8%	8%	5%	9%
Not true at all	(0)	1458	144	608	9	323	446	165	214	487	219	140	399
		18%	8%	23%	1%	14%	24%	11%	9%	22%	18%	12%	33%
NET: 8-10		844	256	186	208	252	138	291	327	168	121	166	62
		10%	14%	7%	34%	11%	7%	19%	14%	7%	10%	14%	5%
NET: 4-7		3854	1033	1072	351	1163	787	754	1256	983	568	629	418
		47%	55%	41%	57%	51%	42%	50%	54%	44%	47%	53%	35%

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Absolutes/col percents

Table 50

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Truly listens to the people
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	3475	581	1346	52	883	949	470	744	1106	514	381	730
	43%	31%	52%	8%	38%	51%	31%	32%	49%	43%	32%	60%
Mean	3.94	4.73	3.37	6.45	4.21	3.40	4.86	4.66	3.49	3.92	4.58	2.81
Standard deviation	2.75	2.54	2.69	2.12	2.70	2.73	2.81	2.58	2.68	2.78	2.66	2.69
Standard error	0.03	0.06	0.06	0.08	0.05	0.07	0.07	0.05	0.06	0.08	0.08	0.08

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Absolutes/col percents

Table 51

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Does what he believes is best for Britain regardless of what is popular
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	210	110	101	31	44	28	36	34	37	56	48	46	60	14	56	60	45	37	13	28	79
		3%	3%	2%	3%	3%	2%	3%	3%	2%	2%	2%	3%	3%	4%	3%	3%	2%	3%	2%	2%	2%
	(9)	200	101	99	34	29	36	24	32	46	67	63	29	42	4	47	55	51	33	14	21	88
		2%	3%	2%	3%	2%	2%	2%	3%	3%	3%	3%	2%	2%	1%	2%	3%	3%	3%	2%	2%	3%
	(8)	579	314	266	65	115	111	74	87	128	170	179	111	118	29	149	158	128	100	44	77	261
		7%	8%	6%	6%	9%	7%	5%	7%	7%	7%	7%	7%	6%	8%	7%	7%	6%	9%	6%	6%	8%
	(7)	791	407	384	69	122	161	143	110	187	245	233	140	171	30	198	226	184	124	58	114	313
		10%	10%	9%	7%	9%	10%	11%	9%	11%	11%	10%	9%	9%	8%	9%	10%	9%	11%	8%	10%	10%
	(6)	836	382	454	91	150	170	115	128	181	251	261	157	167	45	239	212	216	103	66	118	346
		10%	10%	11%	9%	11%	11%	9%	11%	10%	11%	11%	10%	9%	12%	11%	10%	11%	9%	9%	10%	11%
	(5)	1425	589	835	192	272	290	223	184	264	380	458	242	345	57	381	356	346	213	128	213	610
		17%	15%	20%	19%	21%	19%	16%	15%	15%	17%	19%	16%	18%	16%	18%	16%	17%	18%	18%	18%	19%
	(4)	854	378	477	119	148	154	143	106	184	250	277	135	192	32	228	222	224	104	76	132	325
		10%	10%	11%	12%	11%	10%	11%	9%	11%	11%	11%	9%	10%	9%	11%	10%	11%	9%	11%	11%	10%
	(3)	691	323	368	90	109	132	118	106	136	203	205	125	158	38	188	187	146	104	67	98	288
		8%	8%	9%	9%	8%	9%	9%	9%	8%	9%	8%	8%	8%	11%	9%	9%	7%	9%	9%	8%	9%
	(2)	676	321	354	81	97	110	120	107	161	176	208	135	157	29	158	177	180	99	61	92	265
		8%	8%	8%	8%	7%	7%	9%	9%	9%	8%	9%	9%	8%	8%	8%	8%	9%	8%	9%	8%	8%
	(1)	581	281	301	66	79	106	107	86	138	167	174	100	140	27	155	136	151	86	53	109	214
		7%	7%	7%	7%	6%	7%	8%	7%	8%	7%	7%	7%	7%	7%	7%	6%	7%	7%	7%	9%	7%
Not true at all	(0)	1328	685	643	163	150	251	248	225	292	309	336	297	386	59	298	373	360	172	125	194	488
		16%	18%	15%	16%	11%	16%	18%	19%	17%	14%	14%	20%	20%	16%	14%	17%	18%	15%	18%	16%	15%
NET: 8-10		990	525	465	129	188	175	134	153	211	294	290	187	219	48	251	273	224	171	71	126	427
		12%	13%	11%	13%	14%	11%	10%	13%	12%	13%	12%	12%	11%	13%	12%	13%	11%	15%	10%	11%	13%
NET: 4-7		3906	1756	2150	471	691	775	624	528	816	1126	1230	674	876	163	1047	1016	970	545	328	576	1594
		48%	45%	50%	47%	53%	50%	46%	44%	47%	50%	50%	44%	45%	45%	50%	47%	48%	46%	47%	48%	49%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 51

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Does what he believes is best for Britain regardless of what is popular
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	3277 40%	1611 41%	1666 39%	400 40%	435 33%	599 39%	593 44%	525 43%	727 41%	855 38%	924 38%	657 43%	842 43%	153 42%	799 38%	874 40%	838 41%	460 39%	306 43%	493 41%	1255 38%
Mean	4.12	4.11	4.12	4.09	4.51	4.15	3.89	4.00	4.06	4.30	4.21	3.98	3.89	4.14	4.22	4.13	3.98	4.29	3.87	3.99	4.24
Standard deviation	2.79	2.88	2.70	2.79	2.67	2.74	2.80	2.88	2.81	2.75	2.69	2.89	2.86	2.84	2.72	2.83	2.79	2.84	2.72	2.75	2.76
Standard error	0.03	0.05	0.04	0.09	0.07	0.07	0.08	0.08	0.07	0.05	0.06	0.08	0.07	0.16	0.06	0.06	0.06	0.08	0.10	0.08	0.05

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Absolutes/col percents

Table 51

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Does what he believes is best for Britain regardless of what is popular
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	210	57	55	43	55	46	55	69	45	33	36	28
		3%	3%	2%	7%	2%	2%	4%	3%	2%	3%	3%	2%
	(9)	200	56	39	51	55	39	58	74	39	32	36	19
		2%	3%	1%	8%	2%	2%	4%	3%	2%	3%	3%	2%
	(8)	579	163	159	117	169	130	174	226	96	96	101	61
		7%	9%	6%	19%	7%	7%	11%	10%	4%	8%	9%	5%
	(7)	791	236	203	122	266	131	217	283	174	111	138	85
		10%	13%	8%	20%	12%	7%	14%	12%	8%	9%	12%	7%
	(6)	836	240	228	82	253	175	186	298	208	104	136	89
		10%	13%	9%	13%	11%	9%	12%	13%	9%	9%	12%	7%
	(5)	1425	323	400	90	377	300	224	404	433	226	218	144
		17%	17%	15%	15%	16%	16%	15%	17%	19%	19%	19%	12%
	(4)	854	195	274	52	226	191	161	233	228	128	151	114
		10%	10%	11%	9%	10%	10%	11%	10%	10%	11%	13%	9%
	(3)	691	169	239	29	212	160	98	190	214	96	93	99
		8%	9%	9%	5%	9%	9%	6%	8%	10%	8%	8%	8%
	(2)	676	149	259	12	181	162	108	187	201	89	80	119
		8%	8%	10%	2%	8%	9%	7%	8%	9%	7%	7%	10%
	(1)	581	127	199	7	181	136	90	143	198	81	61	98
		7%	7%	8%	1%	8%	7%	6%	6%	9%	7%	5%	8%
Not true at all	(0)	1328	157	552	7	321	405	144	220	420	208	127	354
		16%	8%	21%	1%	14%	22%	9%	9%	19%	17%	11%	29%
NET: 8-10		990	276	252	210	279	215	286	369	179	161	173	108
		12%	15%	10%	34%	12%	11%	19%	16%	8%	13%	15%	9%
NET: 4-7		3906	994	1105	347	1123	797	788	1219	1043	569	643	432
		48%	53%	42%	57%	49%	42%	52%	52%	46%	47%	55%	36%

Blue Collar Workers Study

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Absolutes/col percents

Table 51

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Does what he believes is best for Britain regardless of what is popular
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	3277 40%	602 32%	1248 48%	55 9%	895 39%	863 46%	440 29%	740 32%	1034 46%	474 39%	360 31%	670 55%
Mean	4.12	4.70	3.64	6.45	4.24	3.74	4.93	4.72	3.70	4.13	4.65	3.20
Standard deviation	2.79	2.63	2.78	2.13	2.75	2.86	2.75	2.68	2.69	2.83	2.66	2.88
Standard error	0.03	0.06	0.06	0.08	0.05	0.07	0.07	0.05	0.06	0.08	0.08	0.08

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Absolutes/col percents

Table 52

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Came from an ordinary background
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	82	34	48	19	14	19	12	8	10	20	14	26	23	9	29	24	21	7	1	15	38
		1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	1%	*	1%	1%
	(9)	85	40	45	11	22	30	8	10	4	30	15	25	16	7	29	23	15	13	6	10	54
		1%	1%	1%	1%	2%	2%	1%	1%	*	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%
	(8)	279	121	158	46	67	48	39	26	53	64	77	72	67	18	84	60	73	38	24	52	122
		3%	3%	4%	5%	5%	3%	3%	2%	3%	3%	3%	5%	3%	5%	4%	3%	4%	3%	3%	4%	4%
	(7)	411	177	235	55	87	104	60	45	59	114	128	73	96	27	87	110	102	74	39	61	205
		5%	5%	5%	6%	7%	7%	4%	4%	3%	5%	5%	5%	5%	7%	4%	5%	5%	6%	6%	5%	6%
	(6)	550	242	308	65	117	111	82	71	103	156	188	86	119	20	176	147	138	57	31	75	212
		7%	6%	7%	7%	9%	7%	6%	6%	6%	7%	8%	6%	6%	5%	8%	7%	7%	5%	4%	6%	6%
	(5)	1563	667	895	225	318	315	244	205	257	397	472	306	388	60	398	430	372	230	133	211	686
		19%	17%	21%	23%	24%	20%	18%	17%	15%	17%	19%	20%	20%	17%	19%	20%	18%	20%	19%	18%	21%
	(4)	847	404	443	93	147	155	137	139	177	269	268	144	166	38	196	227	225	118	82	120	343
		10%	10%	10%	9%	11%	10%	10%	12%	10%	12%	11%	9%	9%	10%	9%	11%	11%	10%	12%	10%	10%
	(3)	836	382	455	123	129	163	137	112	173	231	273	145	187	38	232	209	199	124	72	140	330
		10%	10%	11%	12%	10%	11%	10%	9%	10%	10%	11%	10%	10%	10%	11%	10%	10%	11%	10%	12%	10%
	(2)	830	410	420	92	120	132	151	119	216	269	259	114	188	29	199	217	221	124	68	120	320
		10%	11%	10%	9%	9%	9%	11%	10%	12%	12%	11%	7%	10%	8%	9%	10%	11%	11%	10%	10%	10%
	(1)	827	417	410	92	94	144	144	132	221	237	248	155	187	36	227	216	172	135	77	122	312
		10%	11%	10%	9%	7%	9%	11%	11%	13%	10%	10%	10%	10%	10%	11%	10%	8%	11%	11%	10%	10%
Not true at all	(0)	1862	998	864	178	199	329	337	339	479	487	501	372	501	82	439	499	495	256	172	269	654
		23%	26%	20%	18%	15%	21%	25%	28%	27%	21%	21%	25%	26%	22%	21%	23%	24%	22%	24%	22%	20%
NET: 8-10		446	195	252	77	103	96	59	44	68	114	105	122	105	35	142	106	109	58	30	76	214
		5%	5%	6%	8%	8%	6%	4%	4%	4%	5%	4%	8%	5%	9%	7%	5%	5%	5%	4%	6%	7%
NET: 4-7		3371	1490	1881	438	669	684	523	460	596	936	1056	609	770	145	857	914	836	479	285	468	1446
		41%	38%	44%	44%	51%	44%	39%	38%	34%	41%	43%	40%	40%	40%	41%	42%	41%	41%	40%	39%	44%

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Absolutes/col percents

Table 52

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Came from an ordinary background
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	4355 53%	2206 57%	2148 50%	485 48%	542 41%	768 50%	769 57%	701 58%	1089 62%	1225 54%	1281 52%	786 52%	1062 55%	184 51%	1098 52%	1141 53%	1087 53%	639 54%	389 55%	651 54%	1616 49%
Mean	3.21	3.00	3.39	3.59	3.87	3.44	2.99	2.83	2.72	3.19	3.25	3.30	3.11	3.49	3.33	3.20	3.17	3.17	3.03	3.22	3.45
Standard deviation	2.55	2.55	2.54	2.59	2.52	2.62	2.50	2.48	2.43	2.51	2.45	2.72	2.60	2.81	2.60	2.55	2.56	2.52	2.47	2.58	2.59
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.04	0.05	0.08	0.06	0.16	0.06	0.06	0.06	0.07	0.09	0.08	0.05

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Absolutes/col percents

Table 52

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Came from an ordinary background
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	82	22	20	17	24	16	22	18	20	17	22	5
		1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	*
	(9)	85	20	20	24	28	9	30	31	21	10	19	4
		1%	1%	1%	4%	1%	1%	2%	1%	1%	1%	2%	*
	(8)	279	71	86	46	84	64	75	98	66	39	62	15
		3%	4%	3%	8%	4%	3%	5%	4%	3%	3%	5%	1%
	(7)	411	119	115	60	118	78	106	154	91	57	75	35
		5%	6%	4%	10%	5%	4%	7%	7%	4%	5%	6%	3%
	(6)	550	149	161	65	163	112	107	173	151	79	102	45
		7%	8%	6%	11%	7%	6%	7%	7%	7%	7%	9%	4%
	(5)	1563	379	429	143	414	321	273	500	456	223	248	136
		19%	20%	16%	23%	18%	17%	18%	21%	20%	19%	21%	11%
	(4)	847	222	247	76	249	204	162	273	208	138	140	88
		10%	12%	9%	12%	11%	11%	11%	12%	9%	11%	12%	7%
	(3)	836	220	256	62	244	158	178	253	224	111	127	122
		10%	12%	10%	10%	11%	8%	12%	11%	10%	9%	11%	10%
	(2)	830	202	287	52	233	192	165	253	232	109	104	132
		10%	11%	11%	9%	10%	10%	11%	11%	10%	9%	9%	11%
	(1)	827	188	280	29	249	196	163	222	240	114	99	152
		10%	10%	11%	5%	11%	10%	11%	10%	11%	9%	8%	13%
Not true at all	(0)	1862	279	705	37	492	524	234	352	548	307	179	476
		23%	15%	27%	6%	21%	28%	15%	15%	24%	26%	15%	39%
NET: 8-10		446	113	126	87	136	89	127	147	107	66	102	25
		5%	6%	5%	14%	6%	5%	8%	6%	5%	5%	9%	2%
NET: 4-7		3371	868	952	344	943	715	648	1100	906	497	565	304
		41%	46%	37%	56%	41%	38%	43%	47%	40%	41%	48%	25%

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Absolutes/col percents

Table 52

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Came from an ordinary background
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	4355 53%	889 48%	1527 59%	180 29%	1218 53%	1070 57%	740 49%	1081 46%	1243 55%	641 53%	508 43%	881 73%
Mean	3.21	3.60	2.91	4.75	3.25	2.91	3.64	3.63	3.08	3.13	3.83	2.10
Standard deviation	2.55	2.46	2.54	2.45	2.56	2.54	2.60	2.47	2.52	2.60	2.58	2.30
Standard error	0.03	0.05	0.05	0.10	0.05	0.06	0.06	0.05	0.05	0.07	0.08	0.07

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Absolutes/col percents

Table 53

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Has wide experience outside politics
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Completely true	(10)	62	26	36	14	13	13	14	4	3	16	11	12	22	9	15	19	14	12	2	9	30
		1%	1%	1%	1%	1%	1%	1%	*	*	1%	*	1%	1%	2%	1%	1%	1%	1%	*	1%	1%
	(9)	69	39	30	18	17	20	5	8	1	22	12	25	10	11	29	17	9	9	5	10	43
		1%	1%	1%	2%	1%	1%	*	1%	*	1%	*	2%	1%	3%	1%	1%	*	1%	1%	1%	1%
	(8)	180	87	93	20	53	45	22	16	24	49	45	38	48	6	66	35	45	21	13	38	81
		2%	2%	2%	2%	4%	3%	2%	1%	1%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	3%	2%
	(7)	372	145	227	67	86	73	44	53	48	103	118	79	72	13	105	103	85	48	32	51	172
		5%	4%	5%	7%	7%	5%	3%	4%	3%	5%	5%	5%	4%	3%	5%	5%	4%	4%	4%	4%	5%
	(6)	650	274	376	88	137	135	102	72	116	168	203	115	164	31	169	156	175	96	53	90	270
		8%	7%	9%	9%	10%	9%	8%	6%	7%	7%	8%	8%	8%	8%	8%	7%	9%	8%	8%	7%	8%
	(5)	1640	657	983	242	356	334	249	213	246	400	525	311	405	69	419	464	405	222	130	236	712
		20%	17%	23%	24%	27%	22%	18%	18%	14%	18%	21%	20%	21%	19%	20%	21%	20%	19%	18%	20%	22%
	(4)	978	461	518	108	166	174	177	132	222	294	296	170	218	39	244	259	240	143	93	145	399
		12%	12%	12%	11%	13%	11%	13%	11%	13%	13%	12%	11%	11%	11%	12%	12%	12%	12%	13%	12%	12%
	(3)	995	474	521	126	131	183	170	149	236	292	322	166	215	42	257	257	250	152	79	151	400
		12%	12%	12%	13%	10%	12%	13%	12%	13%	13%	13%	11%	11%	11%	12%	12%	12%	13%	11%	13%	12%
	(2)	865	429	436	103	108	136	169	130	220	271	268	133	193	31	216	227	207	133	81	136	320
		11%	11%	10%	10%	8%	9%	12%	11%	13%	12%	11%	9%	10%	8%	10%	11%	10%	11%	12%	11%	10%
	(1)	752	393	360	54	84	135	122	138	219	237	210	139	166	39	192	186	184	115	76	107	283
		9%	10%	8%	5%	6%	9%	9%	11%	12%	10%	9%	9%	9%	11%	9%	9%	9%	10%	11%	9%	9%
Not true at all	(0)	1609	907	702	160	162	299	278	290	420	424	434	329	423	76	386	437	419	225	142	222	566
		20%	23%	16%	16%	12%	19%	21%	24%	24%	19%	18%	22%	22%	21%	18%	20%	21%	19%	20%	19%	17%
NET: 8-10		311	152	159	53	83	79	41	28	27	86	68	76	81	25	109	72	68	42	20	57	154
		4%	4%	4%	5%	6%	5%	3%	2%	2%	4%	3%	5%	4%	7%	5%	3%	3%	4%	3%	5%	5%
NET: 4-7		3641	1537	2104	505	745	716	572	471	632	964	1141	675	860	151	937	983	905	509	308	523	1553
		45%	40%	49%	50%	57%	46%	42%	39%	36%	42%	47%	44%	44%	42%	45%	45%	45%	43%	44%	44%	47%

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Absolutes/col percents

Table 53

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Has wide experience outside politics
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: 0-3	4221 52%	2202 57%	2018 47%	443 44%	485 37%	754 49%	738 55%	707 59%	1094 62%	1224 54%	1234 50%	767 51%	996 51%	187 51%	1051 50%	1107 51%	1060 52%	625 53%	378 54%	615 51%	1569 48%
Mean	3.27	3.02	3.50	3.74	4.01	3.44	3.11	2.89	2.70	3.21	3.33	3.32	3.25	3.38	3.41	3.27	3.23	3.23	3.13	3.33	3.49
Standard deviation	2.40	2.42	2.36	2.45	2.37	2.48	2.33	2.35	2.20	2.37	2.30	2.53	2.46	2.66	2.45	2.39	2.38	2.38	2.34	2.41	2.42
Standard error	0.03	0.04	0.04	0.08	0.07	0.06	0.06	0.06	0.05	0.04	0.05	0.07	0.06	0.15	0.05	0.05	0.05	0.07	0.09	0.07	0.04

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Absolutes/col percents

Table 53

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Has wide experience outside politics
Base: All Online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Completely true	(10)	62	25	15	14	21	11	15	22	8	10	18	5
		1%	1%	1%	2%	1%	1%	1%	1%	*	1%	2%	*
	(9)	69	14	22	17	16	17	21	19	12	10	23	4
		1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	*
	(8)	180	48	53	40	49	38	48	62	28	29	51	11
		2%	3%	2%	7%	2%	2%	3%	3%	1%	2%	4%	1%
	(7)	372	93	122	66	97	79	106	121	97	47	74	33
		5%	5%	5%	11%	4%	4%	7%	5%	4%	4%	6%	3%
	(6)	650	172	196	94	168	149	133	218	176	92	114	51
		8%	9%	8%	15%	7%	8%	9%	9%	8%	8%	10%	4%
	(5)	1640	366	478	139	418	333	311	483	475	229	280	172
		20%	20%	18%	23%	18%	18%	21%	21%	21%	19%	24%	14%
	(4)	978	261	270	88	291	203	201	330	261	143	142	103
		12%	14%	10%	14%	13%	11%	13%	14%	12%	12%	12%	9%
	(3)	995	256	322	70	298	212	209	284	265	129	148	168
		12%	14%	12%	12%	13%	11%	14%	12%	12%	11%	13%	14%
	(2)	865	213	286	46	253	189	151	260	232	136	105	132
		11%	11%	11%	8%	11%	10%	10%	11%	10%	11%	9%	11%
	(1)	752	171	247	16	228	183	127	210	223	114	74	131
		9%	9%	9%	3%	10%	10%	8%	9%	10%	9%	6%	11%
Not true at all	(0)	1609	252	594	21	458	458	194	319	480	264	146	400
		20%	13%	23%	3%	20%	24%	13%	14%	21%	22%	12%	33%
NET: 8-10		311	87	90	70	86	66	83	103	48	49	91	20
		4%	5%	3%	12%	4%	4%	5%	4%	2%	4%	8%	2%
NET: 4-7		3641	892	1066	387	973	765	750	1152	1009	511	610	359
		45%	48%	41%	63%	42%	41%	50%	49%	45%	42%	52%	30%

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Absolutes/col percents

Table 53

Q.15 On a scale of 0 to 10, where 0 means “not true at all” and 10 means "completely true", how true do you think each of those characteristics is of the current party leaders - David Cameron, Ed Miliband and Nick Clegg?
Nick Clegg - Has wide experience outside politics
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: 0-3	4221 52%	892 48%	1449 56%	154 25%	1237 54%	1043 56%	681 45%	1073 46%	1199 53%	643 53%	474 40%	831 69%
Mean	3.27	3.57	3.09	4.91	3.18	3.04	3.74	3.59	3.12	3.15	3.99	2.38
Standard deviation	2.40	2.34	2.43	2.18	2.39	2.46	2.38	2.33	2.33	2.44	2.44	2.27
Standard error	0.03	0.05	0.05	0.08	0.05	0.06	0.06	0.05	0.05	0.07	0.07	0.07

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Table 54

Q.16 Below are some things that people have said are important when it comes to determining whether someone is likely to succeed in life in Britain today. Which of them do you think are important in determining whether someone will succeed? (Most Important)
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Their own hard work and determination	4173 50%	1777 43%	2396 56%	475 47%	675 50%	751 47%	678 47%	647 51%	947 54%	1101 48%	1248 51%	896 51%	929 48%	310 51%	1035 48%	1126 51%	1041 49%	585 48%	387 53%	561 47%	1769 50%
The connections they had through family and friends	1186 14%	639 15%	547 13%	140 14%	173 13%	229 14%	240 17%	190 15%	214 12%	334 15%	312 13%	249 14%	293 15%	81 13%	286 13%	313 14%	296 14%	185 15%	107 15%	188 16%	470 13%
Their natural talent and ability	999 12%	598 14%	401 9%	95 9%	122 9%	183 11%	177 12%	159 13%	262 15%	284 12%	304 12%	202 11%	209 11%	61 10%	264 12%	272 12%	223 11%	164 13%	76 10%	99 8%	429 12%
Their family circumstances when they were young	644 8%	306 7%	338 8%	94 9%	112 8%	140 9%	106 7%	82 7%	110 6%	194 9%	206 8%	119 7%	125 6%	54 9%	183 9%	176 8%	137 6%	102 8%	46 6%	115 10%	263 7%
Their parents' income	462 5%	254 6%	208 5%	80 8%	99 7%	108 7%	66 5%	50 4%	58 3%	109 5%	128 5%	80 5%	144 7%	28 5%	122 6%	112 5%	126 6%	62 5%	40 5%	78 7%	183 5%
The kind of school they went to	428 5%	262 6%	166 4%	39 4%	37 3%	73 5%	79 6%	79 6%	121 7%	143 6%	91 4%	111 6%	83 4%	37 6%	125 6%	105 5%	114 5%	52 4%	32 4%	62 5%	146 4%
Luck	304 4%	183 4%	121 3%	46 5%	70 5%	62 4%	58 4%	30 2%	38 2%	62 3%	85 3%	71 4%	87 4%	23 4%	76 4%	75 3%	99 5%	34 3%	19 3%	58 5%	143 4%
The area where they grew up	228 3%	109 3%	118 3%	41 4%	61 5%	55 3%	28 2%	26 2%	17 1%	49 2%	70 3%	42 2%	67 3%	15 2%	51 2%	46 2%	77 4%	31 3%	23 3%	35 3%	119 3%

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Table 54

Q.16 Below are some things that people have said are important when it comes to determining whether someone is likely to succeed in life in Britain today. Which of them do you think are important in determining whether someone will succeed? (Most Important)
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optimistic Individualists	Entitlement Anxiety	Suspicious Strivers	Liberal Idealists	Downbeat Dependants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Their own hard work and determination	4173 50%	1195 62%	1083 41%	303 49%	1411 60%	809 42%	689 45%	1761 73%	1674 72%	94 7%	602 50%	42 3%
The connections they had through family and friends	1186 14%	146 8%	454 17%	77 12%	225 10%	321 17%	237 15%	64 3%	100 4%	477 38%	56 5%	489 40%
Their natural talent and ability	999 12%	287 15%	297 11%	87 14%	317 13%	228 12%	190 12%	396 16%	351 15%	5 *	238 20%	10 1%
Their family circumstances when they were young	644 8%	116 6%	249 9%	44 7%	142 6%	177 9%	141 9%	95 4%	72 3%	160 13%	159 13%	159 13%
Their parents' income	462 5%	43 2%	208 8%	28 5%	59 2%	138 7%	97 6%	2 *	2 *	176 14%	32 3%	249 20%
The kind of school they went to	428 5%	63 3%	163 6%	39 6%	105 4%	114 6%	94 6%	51 2%	9 *	181 14%	30 3%	157 13%
Luck	304 4%	54 3%	104 4%	16 3%	77 3%	68 4%	54 4%	29 1%	76 3%	100 8%	53 4%	46 4%
The area where they grew up	228 3%	22 1%	95 4%	24 4%	31 1%	64 3%	33 2%	16 1%	36 2%	72 6%	36 3%	68 6%

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Table 55

Q.16 Below are some things that people have said are important when it comes to determining whether someone is likely to succeed in life in Britain today. Which of them do you think are important in determining whether someone will succeed? (2nd Most Important)
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Their natural talent and ability	2851 34%	1248 30%	1603 37%	282 28%	439 33%	509 32%	435 30%	490 39%	696 39%	804 35%	870 36%	563 32%	613 32%	158 26%	731 34%	762 34%	712 34%	396 33%	250 34%	396 33%	1165 33%
Their own hard work and determination	1310 16%	699 17%	610 14%	143 14%	182 14%	255 16%	235 16%	212 17%	283 16%	382 17%	386 16%	258 15%	284 15%	76 12%	336 16%	337 15%	317 15%	213 17%	106 15%	181 15%	532 15%
The connections they had through family and friends	1091 13%	568 14%	523 12%	181 18%	164 12%	203 13%	213 15%	140 11%	190 11%	271 12%	315 13%	234 13%	271 14%	94 15%	261 12%	271 12%	303 14%	163 13%	92 13%	150 13%	458 13%
The kind of school they went to	987 12%	534 13%	452 11%	104 10%	110 8%	170 11%	180 13%	152 12%	271 15%	287 13%	283 12%	209 12%	208 11%	69 11%	274 13%	251 11%	231 11%	147 12%	84 11%	142 12%	368 10%
Their family circumstances when they were young	814 10%	398 10%	416 10%	95 9%	154 11%	168 11%	121 8%	115 9%	160 9%	225 10%	220 9%	150 8%	219 11%	55 9%	208 10%	229 10%	190 9%	117 10%	70 10%	117 10%	343 10%
Their parents' income	617 7%	326 8%	291 7%	98 10%	121 9%	129 8%	114 8%	76 6%	78 4%	141 6%	169 7%	158 9%	149 8%	67 11%	162 8%	172 8%	148 7%	73 6%	62 9%	95 8%	273 8%
The area where they grew up	417 5%	190 5%	227 5%	62 6%	109 8%	97 6%	67 5%	34 3%	49 3%	90 4%	118 5%	94 5%	115 6%	38 6%	84 4%	113 5%	134 6%	48 4%	38 5%	72 6%	205 6%
Luck	338 4%	165 4%	173 4%	45 4%	70 5%	70 4%	67 5%	44 3%	42 2%	74 3%	84 3%	103 6%	77 4%	52 9%	85 4%	88 4%	79 4%	58 5%	28 4%	42 4%	178 5%

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Table 55

Q.16 Below are some things that people have said are important when it comes to determining whether someone is likely to succeed in life in Britain today. Which of them do you think are important in determining whether someone will succeed? (2nd Most Important)
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Their natural talent and ability	2851 34%	823 43%	759 29%	223 36%	980 41%	555 29%	490 32%	1248 52%	1110 48%	50 4%	421 35%	22 2%
Their own hard work and determination	1310 16%	317 16%	390 15%	106 17%	385 16%	277 14%	253 16%	418 17%	430 19%	138 11%	258 21%	65 5%
The connections they had through family and friends	1091 13%	212 11%	360 14%	80 13%	250 11%	258 13%	213 14%	219 9%	213 9%	260 21%	110 9%	288 24%
The kind of school they went to	987 12%	178 9%	355 13%	57 9%	240 10%	265 14%	195 13%	160 7%	131 6%	291 23%	92 8%	313 26%
Their family circumstances when they were young	814 10%	184 10%	252 10%	63 10%	229 10%	198 10%	142 9%	226 9%	165 7%	123 10%	140 12%	161 13%
Their parents' income	617 7%	83 4%	252 9%	40 6%	115 5%	168 9%	114 7%	17 1%	53 2%	268 21%	45 4%	233 19%
The area where they grew up	417 5%	71 4%	178 7%	24 4%	83 4%	118 6%	73 5%	53 2%	104 4%	70 6%	86 7%	104 9%
Luck	338 4%	59 3%	108 4%	24 4%	83 4%	78 4%	54 4%	71 3%	114 5%	66 5%	53 4%	34 3%

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Table 56

Q.16 Below are some things that people have said are important when it comes to determining whether someone is likely to succeed in life in Britain today. Which of them do you think are important in determining whether someone will succeed? (3rd Most Important)
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
The kind of school they went to	1373 16%	681 16%	692 16%	125 12%	168 12%	219 14%	263 18%	220 17%	378 21%	402 18%	369 15%	278 16%	323 17%	98 16%	349 16%	383 17%	355 17%	181 15%	105 14%	173 14%	514 15%
The connections they had through family and friends	1326 16%	654 16%	671 16%	180 18%	213 16%	254 16%	226 16%	189 15%	263 15%	339 15%	396 16%	295 17%	296 15%	87 14%	359 17%	328 15%	313 15%	212 17%	114 16%	191 16%	581 16%
Their natural talent and ability	1239 15%	580 14%	659 15%	173 17%	213 16%	225 14%	221 15%	166 13%	241 14%	351 15%	351 14%	265 15%	272 14%	101 17%	324 15%	311 14%	318 15%	172 14%	113 15%	166 14%	540 15%
Luck	1182 14%	568 14%	613 14%	123 12%	192 14%	225 14%	180 13%	182 14%	279 16%	304 13%	365 15%	236 13%	277 14%	64 10%	286 13%	322 14%	310 15%	177 15%	88 12%	152 13%	485 14%
Their family circumstances when they were young	1094 13%	534 13%	560 13%	105 10%	164 12%	204 13%	174 12%	192 15%	255 14%	306 13%	315 13%	216 12%	258 13%	77 13%	288 13%	272 12%	274 13%	144 12%	116 16%	155 13%	441 13%
Their own hard work and determination	825 10%	437 11%	388 9%	114 11%	142 10%	166 10%	125 9%	114 9%	163 9%	243 11%	252 10%	156 9%	174 9%	55 9%	232 11%	217 10%	199 9%	124 10%	53 7%	130 11%	347 10%
The area where they grew up	714 8%	317 8%	397 9%	92 9%	130 10%	160 10%	126 9%	116 9%	91 5%	171 8%	189 8%	179 10%	175 9%	83 14%	145 7%	209 9%	180 9%	93 8%	86 12%	115 10%	316 9%
Their parents' income	671 8%	357 9%	315 7%	99 10%	125 9%	147 9%	116 8%	84 7%	101 6%	158 7%	206 8%	144 8%	163 8%	46 7%	159 7%	182 8%	164 8%	111 9%	56 8%	114 10%	298 8%

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Table 56

Q.16 Below are some things that people have said are important when it comes to determining whether someone is likely to succeed in life in Britain today. Which of them do you think are important in determining whether someone will succeed? (3rd Most Important)
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
The kind of school they went to	1373 16%	354 18%	408 15%	103 17%	446 19%	297 15%	252 16%	437 18%	286 12%	207 16%	187 16%	256 21%
The connections they had through family and friends	1326 16%	309 16%	417 16%	111 18%	370 16%	278 15%	252 16%	418 17%	433 19%	136 11%	186 15%	153 13%
Their natural talent and ability	1239 15%	278 14%	378 14%	80 13%	361 15%	298 16%	204 13%	388 16%	390 17%	162 13%	205 17%	93 8%
Luck	1182 14%	312 16%	315 12%	99 16%	357 15%	225 12%	196 13%	430 18%	434 19%	93 7%	149 12%	74 6%
Their family circumstances when they were young	1094 13%	288 15%	336 13%	73 12%	336 14%	257 13%	199 13%	391 16%	301 13%	125 10%	157 13%	120 10%
Their own hard work and determination	825 10%	151 8%	302 11%	59 10%	192 8%	213 11%	171 11%	142 6%	132 6%	240 19%	139 12%	172 14%
The area where they grew up	714 8%	133 7%	247 9%	42 7%	165 7%	178 9%	118 8%	153 6%	227 10%	107 8%	98 8%	129 11%
Their parents' income	671 8%	99 5%	251 9%	50 8%	139 6%	171 9%	142 9%	52 2%	119 5%	195 15%	83 7%	223 18%

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Table 57

Q.16 Below are some things that people have said are important when it comes to determining whether someone is likely to succeed in life in Britain today. Which of them do you think are important in determining whether someone will succeed? (NET: Top 3 Most Important)
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Their own hard work and determination	6308 75%	2914 71%	3394 79%	733 73%	999 74%	1172 73%	1038 73%	973 77%	1393 79%	1726 76%	1885 77%	1311 74%	1386 72%	441 72%	1603 75%	1680 76%	1558 74%	922 76%	546 75%	872 73%	2648 75%
Their natural talent and ability	5089 60%	2425 59%	2663 62%	551 55%	774 57%	917 57%	832 58%	815 65%	1199 68%	1439 63%	1525 62%	1030 58%	1094 56%	321 53%	1318 62%	1345 61%	1253 59%	732 60%	440 60%	660 55%	2134 61%
The connections they had through family and friends	3602 43%	1861 45%	1742 41%	502 50%	550 41%	686 43%	679 47%	519 41%	667 38%	943 41%	1022 42%	777 44%	860 44%	262 43%	906 42%	912 41%	911 43%	559 46%	314 43%	529 44%	1509 43%
The kind of school they went to	2787 33%	1477 36%	1311 31%	267 26%	315 23%	462 29%	522 36%	451 36%	770 44%	832 37%	743 30%	598 34%	614 32%	204 33%	747 35%	738 33%	701 33%	380 31%	222 30%	377 32%	1028 29%
Their family circumstances when they were young	2553 30%	1238 30%	1314 31%	294 29%	430 32%	512 32%	401 28%	390 31%	525 30%	725 32%	740 30%	485 27%	603 31%	186 30%	678 32%	676 30%	602 28%	364 30%	233 32%	386 32%	1048 30%
Luck	1824 22%	916 22%	908 21%	214 21%	332 25%	356 22%	306 21%	257 20%	360 20%	439 19%	534 22%	409 23%	442 23%	139 23%	447 21%	486 22%	488 23%	269 22%	134 18%	252 21%	806 23%
Their parents' income	1751 21%	937 23%	814 19%	277 27%	345 26%	384 24%	297 21%	211 17%	237 13%	409 18%	503 21%	383 22%	456 24%	140 23%	443 21%	465 21%	439 21%	246 20%	158 22%	287 24%	754 21%
The area where they grew up	1359 16%	617 15%	742 17%	194 19%	300 22%	312 19%	221 15%	175 14%	157 9%	310 14%	377 15%	315 18%	356 18%	136 22%	280 13%	368 17%	391 18%	173 14%	147 20%	222 19%	641 18%

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Absolutes/col percents

Table 57

Q.16 Below are some things that people have said are important when it comes to determining whether someone is likely to succeed in life in Britain today. Which of them do you think are important in determining whether someone will succeed? (NET: Top 3 Most Important)
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Their own hard work and determination	6308 75%	1663 86%	1775 67%	467 76%	1988 84%	1299 68%	1113 73%	2320 96%	2236 96%	472 37%	1000 83%	280 23%
Their natural talent and ability	5089 60%	1388 72%	1434 54%	390 63%	1657 70%	1081 56%	885 58%	2032 84%	1852 80%	217 17%	864 72%	124 10%
The connections they had through family and friends	3602 43%	667 35%	1231 46%	268 43%	845 36%	857 45%	702 46%	701 29%	746 32%	873 69%	352 29%	930 76%
The kind of school they went to	2787 33%	595 31%	926 35%	198 32%	790 33%	676 35%	541 35%	648 27%	426 18%	679 54%	309 26%	725 59%
Their family circumstances when they were young	2553 30%	588 31%	838 32%	180 29%	707 30%	632 33%	481 31%	711 29%	538 23%	408 32%	455 38%	441 36%
Luck	1824 22%	424 22%	528 20%	139 23%	517 22%	370 19%	304 20%	530 22%	624 27%	260 21%	256 21%	155 13%
Their parents' income	1751 21%	224 12%	711 27%	118 19%	312 13%	477 25%	354 23%	71 3%	174 8%	639 51%	160 13%	705 58%
The area where they grew up	1359 16%	226 12%	520 20%	89 14%	280 12%	361 19%	225 15%	222 9%	367 16%	248 20%	220 18%	301 25%

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Absolutes/col percents

Table 58

Q.17 Do you identify with a political party - that is do you think of one party as consistently representing people like you and feel an affinity towards that party beyond the question of how you vote? If so, which one?
Base: All respondents

		Gender		Age						Social Grade					Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Labour	2441	1192	1250	312	450	507	432	341	399	600	702	515	624	139	583	599	744	310	206	463	1003
	29%	29%	29%	31%	33%	32%	30%	27%	23%	26%	29%	29%	32%	23%	27%	27%	35%	26%	28%	39%	28%
Conservative	1888	1068	820	133	201	297	273	314	672	646	593	363	286	131	547	579	397	282	83	191	776
	22%	26%	19%	13%	15%	19%	19%	25%	38%	28%	24%	21%	15%	21%	26%	26%	19%	23%	11%	16%	22%
Liberal Democrat	673	337	336	96	122	118	92	100	145	245	193	110	125	32	177	167	153	145	31	88	273
	8%	8%	8%	9%	9%	7%	6%	8%	8%	11%	8%	6%	6%	5%	8%	7%	7%	12%	4%	7%	8%
The UK Independence Party	362	217	145	14	20	41	66	76	146	87	103	88	84	29	87	118	93	54	9	34	134
	4%	5%	3%	1%	2%	3%	5%	6%	8%	4%	4%	5%	4%	5%	4%	5%	4%	4%	1%	3%	4%
SNP	177	92	84	11	22	31	40	32	41	44	43	39	51	4	-	-	-	-	177	24	64
	2%	2%	2%	1%	2%	2%	3%	3%	2%	2%	2%	2%	3%	1%	-	-	-	-	24%	2%	2%
The Green Party	176	80	96	33	24	33	36	28	21	52	63	21	40	3	48	56	39	24	9	29	74
	2%	2%	2%	3%	2%	2%	3%	2%	1%	2%	3%	1%	2%	*	2%	3%	2%	2%	1%	2%	2%
The British National Party	97	61	36	5	20	24	29	10	10	9	23	30	35	13	22	38	27	7	3	15	42
	1%	1%	1%	*	2%	1%	2%	1%	1%	*	1%	2%	2%	2%	1%	2%	1%	1%	*	1%	1%
Plaid Cymru	41	25	15	2	9	7	6	11	6	8	11	16	6	7	-	-	-	35	6	8	22
	*	1%	*	*	1%	*	*	1%	*	*	*	1%	*	1%	-	-	-	3%	1%	1%	1%
Some other party	40	23	18	13	3	8	6	7	3	11	12	6	12	1	10	12	10	4	4	6	22
	*	1%	*	1%	*	1%	*	1%	*	*	*	*	1%	*	*	1%	*	*	1%	*	1%
None	2503	1025	1479	388	470	531	449	341	326	566	696	579	662	251	660	651	643	349	201	333	1102
	30%	25%	34%	38%	35%	33%	31%	27%	18%	25%	28%	33%	34%	41%	31%	29%	30%	29%	27%	28%	31%
Don't know	25	8	17	6	7	4	4	3	1	7	6	2	11	1	7	4	7	4	3	5	10
	*	*	*	1%	1%	*	*	*	*	*	*	*	1%	*	*	*	*	*	*	*	*

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Absolutes/col percents

Table 58

Q.17 Do you identify with a political party - that is do you think of one party as consistently representing people like you and feel an affinity towards that party beyond the question of how you vote? If so, which one?
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Labour	2441	23	2107	33	105	1481	340	241	835	272	497	597
	29%	1%	79%	5%	4%	77%	22%	10%	36%	21%	41%	49%
Conservative	1888	1515	34	28	1531	35	90	1268	207	227	167	19
	22%	79%	1%	5%	65%	2%	6%	53%	9%	18%	14%	2%
Liberal Democrat	673	39	62	419	39	25	500	192	137	112	146	85
	8%	2%	2%	68%	2%	1%	33%	8%	6%	9%	12%	7%
The UK Independence Party	362	14	9	3	128	18	46	97	117	89	11	49
	4%	1%	*	*	5%	1%	3%	4%	5%	7%	1%	4%
SNP	177	1	2	1	2	14	13	26	70	13	24	43
	2%	*	*	*	*	1%	1%	1%	3%	1%	2%	4%
The Green Party	176	1	13	8	12	16	52	19	44	25	35	52
	2%	*	1%	1%	1%	1%	3%	1%	2%	2%	3%	4%
The British National Party	97	6	6	1	20	6	6	7	39	29	6	18
	1%	*	*	*	1%	*	*	*	2%	2%	*	1%
Plaid Cymru	41	1	3	-	1	4	4	2	10	10	8	11
	*	*	*	-	*	*	*	*	*	1%	1%	1%
Some other party	40	3	5	1	8	5	11	4	12	6	9	9
	*	*	*	*	*	*	1%	*	1%	*	1%	1%
None	2503	322	411	122	517	313	468	548	842	478	299	336
	30%	17%	15%	20%	22%	16%	31%	23%	36%	38%	25%	28%
Don't know	25	1	2	1	1	1	4	7	9	4	3	2
	*	*	*	*	*	*	*	*	*	*	*	*

Blue Collar Workers Study

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Absolutes/col percents

Table 59

Q.18 If we had to choose, which is most important, having a strong, competitive economy or having well-funded public services?
Base: All respondents

		Gender		Age						Social Grade					Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Strong, competitive economy	5502 65%	2967 72%	2534 59%	515 51%	800 59%	1014 63%	923 64%	881 70%	1369 77%	1550 68%	1554 64%	1246 70%	1152 59%	463 76%	1384 65%	1513 68%	1373 65%	782 64%	451 62%	603 50%	2464 70%
Well-funded public services	2922 35%	1161 28%	1762 41%	495 49%	548 41%	586 37%	510 36%	383 30%	400 23%	725 32%	889 36%	523 30%	785 41%	147 24%	757 35%	711 32%	741 35%	433 36%	281 38%	592 50%	1058 30%

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Absolutes/col percents

Table 59

Q.18 If we had to choose, which is most important, having a strong, competitive economy or having well-funded public services?
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Strong, competitive economy	5502 65%	1677 87%	1414 53%	412 67%	2017 85%	1058 55%	889 58%	2149 89%	1388 60%	965 76%	622 52%	379 31%
Well-funded public services	2922 35%	248 13%	1241 47%	205 33%	349 15%	860 45%	646 42%	263 11%	934 40%	301 24%	583 48%	841 69%

Blue Collar Workers Study

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Absolutes/col percents

Table 60

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) If you work hard, it is possible to be very successful in Britain no matter what your background
b) In Britain today, people from some backgrounds will never have a real chance to be successful no matter how hard they work
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base		8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Agree with A		4630	2284	2346	513	733	828	736	696	1123	1357	1368	1004	901	380	1219	1230	1109	679	393	602	2021
		55%	55%	55%	51%	54%	52%	51%	55%	63%	60%	56%	57%	47%	62%	57%	55%	52%	56%	54%	50%	57%
Strongly agree with A	(4)	1831	964	867	227	295	333	278	270	429	512	515	441	363	214	484	496	434	262	155	214	852
		22%	23%	20%	22%	22%	21%	19%	21%	24%	23%	21%	25%	19%	35%	23%	22%	21%	22%	21%	18%	24%
Tend to agree with A	(3)	2800	1321	1479	287	439	495	458	427	694	845	853	564	539	166	735	734	674	418	238	389	1168
		33%	32%	34%	28%	33%	31%	32%	34%	39%	37%	35%	32%	28%	27%	34%	33%	32%	34%	33%	33%	33%
Tend to agree with B	(2)	2216	1063	1153	313	360	418	385	330	409	587	662	421	546	115	570	574	573	316	182	363	858
		26%	26%	27%	31%	27%	26%	27%	26%	23%	26%	27%	24%	28%	19%	27%	26%	27%	26%	25%	30%	24%
Strongly agree with B	(1)	1578	780	798	184	255	354	312	237	237	331	413	344	490	115	352	419	432	219	156	230	643
		19%	19%	19%	18%	19%	22%	22%	19%	13%	15%	17%	19%	25%	19%	16%	19%	20%	18%	21%	19%	18%
NET: Agree with B		3794	1844	1950	497	614	772	696	567	646	918	1075	765	1036	230	922	993	1005	535	338	593	1501
		45%	45%	45%	49%	46%	48%	49%	45%	37%	40%	44%	43%	53%	38%	43%	45%	48%	44%	46%	50%	43%
Mean		2.58	2.60	2.56	2.55	2.57	2.50	2.49	2.58	2.74	2.68	2.60	2.62	2.40	2.78	2.63	2.59	2.53	2.59	2.54	2.49	2.63
Standard deviation		1.03	1.04	1.01	1.03	1.03	1.05	1.04	1.02	0.97	0.98	1.00	1.06	1.06	1.12	1.01	1.03	1.03	1.02	1.05	1.00	1.04
Standard error		0.01	0.02	0.02	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.03	0.05	0.02	0.02	0.02	0.03	0.04	0.03	0.02

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Absolutes/col percents

Table 60

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) If you work hard, it is possible to be very successful in Britain no matter what your background
b) In Britain today, people from some backgrounds will never have a real chance to be successful no matter how hard they work
Base: All respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base		8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Agree with A		4630	1475	1101	365	1697	833	783	2177	1181	544	629	100
		55%	77%	41%	59%	72%	43%	51%	90%	51%	43%	52%	8%
Strongly agree with A	(4)	1831	680	389	136	754	285	259	1111	359	164	186	11
		22%	35%	15%	22%	32%	15%	17%	46%	15%	13%	15%	1%
Tend to agree with A	(3)	2800	796	712	230	943	548	524	1066	822	380	443	88
		33%	41%	27%	37%	40%	29%	34%	44%	35%	30%	37%	7%
Tend to agree with B	(2)	2216	331	836	181	438	578	464	192	728	458	394	444
		26%	17%	31%	29%	19%	30%	30%	8%	31%	36%	33%	36%
Strongly agree with B	(1)	1578	118	717	71	231	507	287	43	413	264	182	677
		19%	6%	27%	12%	10%	26%	19%	2%	18%	21%	15%	55%
NET: Agree with B		3794	450	1553	252	668	1086	751	235	1141	721	576	1120
		45%	23%	59%	41%	28%	57%	49%	10%	49%	57%	48%	92%
Mean		2.58	3.06	2.29	2.70	2.94	2.32	2.49	3.35	2.49	2.35	2.53	1.54
Standard deviation		1.03	0.88	1.02	0.94	0.94	1.02	0.98	0.70	0.96	0.95	0.93	0.67
Standard error		0.01	0.02	0.02	0.04	0.02	0.03	0.02	0.01	0.02	0.03	0.03	0.02

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Absolutes/col percents

Table 61

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) Britain is becoming too much like America
b) Britain should be more like America
Base: All online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: Agree with A		6594	3108	3486	747	985	1215	1116	1040	1492	1850	1984	1217	1544	285	1659	1769	1635	974	558	973	2524
		81%	80%	81%	75%	75%	78%	83%	86%	85%	81%	81%	80%	80%	78%	79%	82%	80%	83%	79%	81%	77%
Strongly agree with A	(4)	2656	1322	1334	251	372	489	484	460	600	715	778	480	683	116	649	716	656	407	229	370	1041
		33%	34%	31%	25%	28%	32%	36%	38%	34%	31%	32%	32%	35%	32%	31%	33%	32%	35%	32%	31%	32%
Tend to agree with A	(3)	3938	1786	2152	496	612	725	632	581	892	1135	1206	737	861	169	1010	1053	979	567	330	603	1484
		48%	46%	50%	50%	47%	47%	47%	48%	51%	50%	49%	49%	44%	46%	48%	49%	48%	48%	47%	50%	45%
Tend to agree with B	(2)	1176	571	605	198	239	246	168	119	207	327	347	207	295	49	305	309	290	153	120	160	563
		14%	15%	14%	20%	18%	16%	12%	10%	12%	14%	14%	14%	15%	14%	15%	14%	14%	13%	17%	13%	17%
Strongly agree with B	(1)	401	211	190	56	89	88	68	47	54	98	112	94	98	30	133	84	108	49	27	62	189
		5%	5%	4%	6%	7%	6%	5%	4%	3%	4%	5%	6%	5%	8%	6%	4%	5%	4%	4%	5%	6%
NET: Agree with B		1578	783	795	253	328	334	235	166	261	425	459	301	393	79	438	393	398	202	147	222	752
		19%	20%	19%	25%	25%	22%	17%	14%	15%	19%	19%	20%	20%	22%	21%	18%	20%	17%	21%	19%	23%
Mean		3.08	3.08	3.08	2.94	2.97	3.04	3.13	3.20	3.16	3.08	3.08	3.06	3.10	3.02	3.04	3.11	3.07	3.13	3.08	3.07	3.03
Standard deviation		0.81	0.83	0.79	0.82	0.86	0.84	0.82	0.77	0.75	0.79	0.80	0.84	0.84	0.89	0.84	0.79	0.82	0.79	0.80	0.80	0.85
Standard error		0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.02	0.05	0.02	0.02	0.02	0.02	0.03	0.02	0.01

Blue Collar Workers Study

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Absolutes/col percents

Table 61

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) Britain is becoming too much like America
b) Britain should be more like America
Base: All online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: Agree with A		6594	1454	2160	506	1754	1556	1329	1874	1840	922	892	1067
		81%	78%	83%	83%	76%	83%	88%	81%	82%	77%	76%	88%
Strongly agree with A	(4)	2656	494	902	184	656	666	545	613	758	377	305	604
		33%	26%	35%	30%	29%	36%	36%	26%	34%	31%	26%	50%
Tend to agree with A	(3)	3938	960	1258	322	1098	890	784	1261	1082	545	588	463
		48%	51%	48%	53%	48%	47%	52%	54%	48%	45%	50%	38%
Tend to agree with B	(2)	1176	320	328	78	412	232	143	366	316	207	188	99
		14%	17%	13%	13%	18%	12%	9%	16%	14%	17%	16%	8%
Strongly agree with B	(1)	401	97	117	28	130	86	43	88	101	74	95	44
		5%	5%	5%	5%	6%	5%	3%	4%	4%	6%	8%	4%
NET: Agree with B		1578	417	445	106	542	318	185	454	417	281	283	143
		19%	22%	17%	17%	24%	17%	12%	19%	18%	23%	24%	12%
Mean		3.08	2.99	3.13	3.08	2.99	3.14	3.21	3.03	3.11	3.02	2.94	3.34
Standard deviation		0.81	0.80	0.80	0.78	0.83	0.80	0.72	0.76	0.80	0.86	0.86	0.78
Standard error		0.01	0.02	0.02	0.03	0.02	0.02	0.02	0.01	0.02	0.02	0.03	0.02

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 62

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) Government should do its best always to protect people from themselves
b) Government should leave people to make their own choices, even if these are unhealthy, foolish or risky
Base: All online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: Agree with A		3268	1534	1734	529	557	632	508	411	631	901	997	626	743	132	872	812	832	448	303	516	1320
		40%	39%	41%	53%	42%	41%	38%	34%	36%	40%	41%	41%	38%	36%	42%	38%	41%	38%	43%	43%	40%
Strongly agree with A	(4)	655	313	342	113	125	142	93	70	112	159	191	158	147	29	191	153	175	88	47	111	285
		8%	8%	8%	11%	10%	9%	7%	6%	6%	7%	8%	10%	8%	8%	9%	7%	9%	7%	7%	9%	9%
Tend to agree with A	(3)	2613	1221	1393	415	432	490	415	342	520	742	807	469	596	102	681	659	657	360	256	405	1035
		32%	31%	33%	42%	33%	32%	31%	28%	30%	33%	33%	31%	31%	28%	32%	30%	32%	31%	36%	34%	32%
Tend to agree with B	(2)	3337	1515	1821	342	514	643	549	512	777	964	1002	584	787	131	830	928	809	494	275	482	1297
		41%	39%	43%	34%	39%	41%	41%	42%	44%	42%	41%	38%	41%	36%	40%	43%	40%	42%	39%	40%	40%
Strongly agree with B	(1)	1568	842	726	129	242	274	294	283	345	410	443	307	407	102	395	421	391	234	126	197	660
		19%	22%	17%	13%	18%	18%	22%	23%	20%	18%	18%	20%	21%	28%	19%	19%	19%	20%	18%	16%	20%
NET: Agree with B		4904	2357	2547	471	756	917	843	795	1122	1373	1446	891	1194	233	1225	1349	1200	728	402	679	1957
		60%	61%	59%	47%	58%	59%	62%	66%	64%	60%	59%	59%	62%	64%	58%	62%	59%	62%	57%	57%	60%
Mean		2.29	2.26	2.32	2.51	2.33	2.32	2.23	2.16	2.23	2.29	2.30	2.31	2.25	2.16	2.32	2.25	2.30	2.26	2.32	2.36	2.29
Standard deviation		0.87	0.89	0.85	0.86	0.88	0.87	0.87	0.85	0.83	0.84	0.86	0.91	0.87	0.93	0.88	0.85	0.88	0.86	0.84	0.86	0.88
Standard error		0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.03	0.02	0.05	0.02	0.02	0.02	0.03	0.03	0.03	0.02

Blue Collar Workers Study

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Absolutes/col percents

Table 62

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) Government should do its best always to protect people from themselves
b) Government should leave people to make their own choices, even if these are unhealthy, foolish or risky
Base: All online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: Agree with A		3268	682	1220	239	779	856	571	846	987	443	528	464
		40%	36%	47%	39%	34%	46%	38%	36%	44%	37%	45%	38%
Strongly agree with A	(4)	655	126	253	42	152	187	91	171	197	98	109	79
		8%	7%	10%	7%	7%	10%	6%	7%	9%	8%	9%	7%
Tend to agree with A	(3)	2613	556	967	197	628	670	480	675	790	345	419	384
		32%	30%	37%	32%	27%	36%	32%	29%	35%	29%	36%	32%
Tend to agree with B	(2)	3337	791	970	280	985	728	686	996	900	465	479	496
		41%	42%	37%	46%	43%	39%	45%	43%	40%	39%	41%	41%
Strongly agree with B	(1)	1568	398	414	92	532	290	258	486	369	294	168	250
		19%	21%	16%	15%	23%	15%	17%	21%	16%	24%	14%	21%
NET: Agree with B		4904	1189	1384	373	1517	1018	944	1481	1270	760	648	746
		60%	64%	53%	61%	66%	54%	62%	64%	56%	63%	55%	62%
Mean		2.29	2.22	2.41	2.31	2.17	2.40	2.27	2.23	2.36	2.21	2.40	2.24
Standard deviation		0.87	0.86	0.87	0.81	0.86	0.87	0.81	0.86	0.86	0.90	0.84	0.85
Standard error		0.01	0.02	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02

Blue Collar Workers Study

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Absolutes/col percents

Table 63

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) We need leaders who listen to the people and do what the people want
b) We need leaders who will stick to what they believe is right, even if it is unpopular
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base		8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Agree with A		4498	2022	2475	619	795	900	811	640	733	978	1297	996	1226	310	1132	1183	1159	598	425	679	1852
		53%	49%	58%	61%	59%	56%	57%	51%	41%	43%	53%	56%	63%	51%	53%	53%	55%	49%	58%	57%	53%
Strongly agree with A	(4)	1970	921	1050	255	324	403	384	285	320	352	515	502	602	169	504	496	525	255	191	262	826
		23%	22%	24%	25%	24%	25%	27%	23%	18%	15%	21%	28%	31%	28%	24%	22%	25%	21%	26%	22%	23%
Tend to agree with A	(3)	2527	1102	1426	364	471	498	427	355	413	626	782	495	624	142	628	687	634	344	234	417	1026
		30%	27%	33%	36%	35%	31%	30%	28%	23%	28%	32%	28%	32%	23%	29%	31%	30%	28%	32%	35%	29%
Tend to agree with B	(2)	2510	1271	1239	271	354	466	408	385	626	829	742	476	463	169	641	652	609	407	202	369	1045
		30%	31%	29%	27%	26%	29%	29%	30%	35%	36%	30%	27%	24%	28%	30%	29%	29%	33%	28%	31%	30%
Strongly agree with B	(1)	1416	834	582	121	198	234	213	239	410	467	404	297	248	131	368	388	346	210	104	147	625
		17%	20%	14%	12%	15%	15%	15%	19%	23%	21%	17%	17%	13%	22%	17%	17%	16%	17%	14%	12%	18%
NET: Agree with B		3926	2106	1821	392	553	700	621	624	1036	1296	1146	773	711	300	1008	1040	955	616	306	516	1670
		47%	51%	42%	39%	41%	44%	43%	49%	59%	57%	47%	44%	37%	49%	47%	47%	45%	51%	42%	43%	47%
Mean		2.60	2.51	2.69	2.74	2.68	2.67	2.69	2.54	2.36	2.38	2.58	2.68	2.82	2.57	2.59	2.58	2.63	2.53	2.70	2.66	2.58
Standard deviation		1.02	1.05	0.99	0.97	1.00	1.01	1.02	1.04	1.03	0.98	1.00	1.06	1.01	1.11	1.03	1.02	1.03	1.01	1.01	0.95	1.03
Standard error		0.01	0.02	0.02	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.02	0.05	0.02	0.02	0.02	0.03	0.04	0.03	0.02

Blue Collar Workers Study

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Absolutes/col percents

Table 63

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) We need leaders who listen to the people and do what the people want
b) We need leaders who will stick to what they believe is right, even if it is unpopular
Base: All respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base		8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Agree with A		4498	504	1786	281	815	1268	806	684	1730	648	537	898
		53%	26%	67%	46%	34%	66%	52%	28%	75%	51%	45%	74%
Strongly agree with A	(4)	1970	188	790	98	361	551	298	235	863	284	170	418
		23%	10%	30%	16%	15%	29%	19%	10%	37%	22%	14%	34%
Tend to agree with A	(3)	2527	316	996	184	454	717	508	449	868	364	366	480
		30%	16%	38%	30%	19%	37%	33%	19%	37%	29%	30%	39%
Tend to agree with B	(2)	2510	777	630	227	854	471	519	981	451	403	421	255
		30%	40%	24%	37%	36%	25%	34%	41%	19%	32%	35%	21%
Strongly agree with B	(1)	1416	644	239	108	697	179	210	747	140	214	248	67
		17%	33%	9%	18%	29%	9%	14%	31%	6%	17%	21%	5%
NET: Agree with B		3926	1421	869	336	1551	650	729	1728	591	617	669	322
		47%	74%	33%	54%	66%	34%	48%	72%	25%	49%	55%	26%
Mean		2.60	2.03	2.88	2.44	2.20	2.86	2.58	2.07	3.06	2.57	2.38	3.02
Standard deviation		1.02	0.94	0.94	0.96	1.03	0.94	0.95	0.94	0.90	1.02	0.96	0.88
Standard error		0.01	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.02	0.03	0.03	0.03

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Absolutes/col percents

Table 64

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) The gap between the richest and the poorest doesn't matter much as long as the poorest are getting better off
b) The gap between rich and poor should not be allowed to get too wide, even if that means holding back the richest
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base		8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Agree with A		3905	1978	1927	464	613	727	652	585	864	1083	1135	851	835	316	984	1070	967	593	292	516	1718
		46%	48%	45%	46%	45%	45%	46%	46%	49%	48%	46%	48%	43%	52%	46%	48%	46%	49%	40%	43%	49%
Strongly agree with A	(4)	1160	643	517	131	187	203	213	176	250	317	322	272	249	129	294	285	301	189	91	141	533
		14%	16%	12%	13%	14%	13%	15%	14%	14%	14%	13%	15%	13%	21%	14%	13%	14%	16%	12%	12%	15%
Tend to agree with A	(3)	2745	1335	1411	333	426	524	440	409	614	767	813	579	586	187	691	784	666	404	201	376	1185
		33%	32%	33%	33%	32%	33%	31%	32%	35%	34%	33%	33%	30%	31%	32%	35%	31%	33%	27%	31%	34%
Tend to agree with B	(2)	2162	946	1216	309	381	407	359	294	412	606	640	431	485	132	586	552	553	279	192	301	885
		26%	23%	28%	31%	28%	25%	25%	23%	23%	27%	26%	24%	25%	22%	27%	25%	26%	23%	26%	25%	25%
Strongly agree with B	(1)	2357	1205	1153	239	353	467	421	385	492	586	668	487	617	162	570	602	595	343	247	378	919
		28%	29%	27%	24%	26%	29%	29%	31%	28%	26%	27%	28%	32%	27%	27%	27%	28%	28%	34%	32%	26%
NET: Agree with B		4519	2151	2369	547	735	874	780	679	905	1191	1308	918	1102	294	1157	1154	1147	622	440	679	1804
		54%	52%	55%	54%	55%	55%	54%	54%	51%	52%	54%	52%	57%	48%	54%	52%	54%	51%	60%	57%	51%
Mean		2.32	2.34	2.30	2.35	2.33	2.29	2.31	2.30	2.35	2.36	2.32	2.36	2.24	2.46	2.33	2.34	2.32	2.36	2.18	2.23	2.38
Standard deviation		1.03	1.06	0.99	0.98	1.01	1.02	1.05	1.05	1.03	1.01	1.01	1.04	1.04	1.10	1.01	1.01	1.03	1.05	1.04	1.02	1.03
Standard error		0.01	0.02	0.02	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.03	0.05	0.02	0.02	0.02	0.03	0.04	0.03	0.02

Blue Collar Workers Study

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Absolutes/col percents

Table 64

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) The gap between the richest and the poorest doesn't matter much as long as the poorest are getting better off
b) The gap between rich and poor should not be allowed to get too wide, even if that means holding back the richest
Base: All respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base		8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Agree with A		3905	1290	911	250	1511	664	562	1810	922	768	255	149
		46%	67%	34%	41%	64%	35%	37%	75%	40%	61%	21%	12%
Strongly agree with A	(4)	1160	424	255	66	493	195	136	619	222	243	45	31
		14%	22%	10%	11%	21%	10%	9%	26%	10%	19%	4%	3%
Tend to agree with A	(3)	2745	866	656	184	1018	469	426	1191	700	525	211	119
		33%	45%	25%	30%	43%	24%	28%	49%	30%	41%	17%	10%
Tend to agree with B	(2)	2162	384	728	186	481	507	467	456	714	294	403	295
		26%	20%	27%	30%	20%	26%	30%	19%	31%	23%	33%	24%
Strongly agree with B	(1)	2357	251	1016	181	374	747	506	146	686	203	547	776
		28%	13%	38%	29%	16%	39%	33%	6%	30%	16%	45%	64%
NET: Agree with B		4519	635	1744	367	855	1254	973	602	1399	497	950	1071
		54%	33%	66%	59%	36%	65%	63%	25%	60%	39%	79%	88%
Mean		2.32	2.76	2.06	2.22	2.69	2.06	2.12	2.95	2.20	2.64	1.79	1.51
Standard deviation		1.03	0.94	1.01	0.99	0.97	1.02	0.97	0.83	0.97	0.97	0.86	0.77
Standard error		0.01	0.02	0.02	0.04	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.02

Blue Collar Workers Study

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Absolutes/col percents

Table 65

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) My children's life will be better than mine
b) My children's life will be worse than mine
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base		8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Agree with A		4414	2170	2243	615	769	825	686	589	930	1200	1305	939	969	321	1133	1161	1094	642	384	603	1884
		52%	53%	52%	61%	57%	52%	48%	47%	53%	53%	53%	53%	50%	53%	53%	52%	52%	53%	52%	50%	53%
Strongly agree with A	(4)	1121	588	533	171	214	230	153	131	222	271	281	302	267	130	303	275	276	159	107	130	517
		13%	14%	12%	17%	16%	14%	11%	10%	13%	12%	11%	17%	14%	21%	14%	12%	13%	13%	15%	11%	15%
Tend to agree with A	(3)	3293	1582	1711	444	555	595	533	458	708	930	1025	637	701	191	829	885	818	484	277	472	1367
		39%	38%	40%	44%	41%	37%	37%	36%	40%	41%	42%	36%	36%	31%	39%	40%	39%	40%	38%	40%	39%
Tend to agree with B	(2)	2860	1403	1457	280	414	544	512	472	637	797	833	562	668	179	720	759	700	409	272	432	1152
		34%	34%	34%	28%	31%	34%	36%	37%	36%	35%	34%	32%	34%	29%	34%	34%	33%	34%	37%	36%	33%
Strongly agree with B	(1)	1150	554	596	115	165	231	234	202	202	277	304	268	301	110	288	303	319	164	76	161	486
		14%	13%	14%	11%	12%	14%	16%	16%	11%	12%	12%	15%	16%	18%	13%	14%	15%	13%	10%	13%	14%
NET: Agree with B		4010	1958	2053	396	579	776	746	675	839	1074	1138	830	969	289	1008	1063	1020	573	348	593	1638
		48%	47%	48%	39%	43%	48%	52%	53%	47%	47%	47%	47%	50%	47%	47%	48%	48%	47%	48%	50%	47%
Mean		2.52	2.53	2.51	2.66	2.61	2.51	2.42	2.41	2.54	2.52	2.52	2.55	2.48	2.56	2.54	2.51	2.50	2.52	2.57	2.48	2.54
Standard deviation		0.89	0.90	0.88	0.89	0.90	0.91	0.89	0.88	0.85	0.86	0.85	0.94	0.91	1.02	0.90	0.88	0.90	0.88	0.86	0.86	0.90
Standard error		0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.05	0.02	0.02	0.02	0.03	0.03	0.03	0.02

Blue Collar Workers Study

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Absolutes/col percents

Table 65

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) My children's life will be better than mine
b) My children's life will be worse than mine
Base: All respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base		8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Agree with A		4414	1200	1300	358	1351	954	760	1678	948	643	759	386
		52%	62%	49%	58%	57%	50%	49%	70%	41%	51%	63%	32%
Strongly agree with A	(4)	1121	338	336	84	349	255	147	495	195	183	194	54
		13%	18%	13%	14%	15%	13%	10%	21%	8%	14%	16%	4%
Tend to agree with A	(3)	3293	861	965	274	1002	699	612	1184	753	460	565	332
		39%	45%	36%	44%	42%	36%	40%	49%	32%	36%	47%	27%
Tend to agree with B	(2)	2860	568	944	195	746	683	570	611	930	445	360	515
		34%	30%	36%	32%	32%	36%	37%	25%	40%	35%	30%	42%
Strongly agree with B	(1)	1150	157	410	64	268	281	205	123	444	178	87	319
		14%	8%	15%	10%	11%	15%	13%	5%	19%	14%	7%	26%
NET: Agree with B		4010	725	1354	259	1015	964	775	734	1374	622	447	834
		48%	38%	51%	42%	43%	50%	51%	30%	59%	49%	37%	68%
Mean		2.52	2.72	2.46	2.61	2.61	2.48	2.46	2.85	2.30	2.51	2.72	2.10
Standard deviation		0.89	0.85	0.90	0.85	0.87	0.90	0.84	0.80	0.87	0.91	0.82	0.84
Standard error		0.01	0.02	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02

Blue Collar Workers Study

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Absolutes/col percents

Table 66

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) It should be easier for firms to hire people and let them go when they need to
b) There should be more protection for employees even if that costs firms more and fewer jobs are created 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base		8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Agree with A		4506	2313	2193	505	640	770	712	707	1172	1325	1301	967	913	393	1180	1200	1084	675	367	530	1872
		53%	56%	51%	50%	48%	48%	50%	56%	66%	58%	53%	55%	47%	64%	55%	54%	51%	56%	50%	44%	53%
Strongly agree with A	(4)	1323	785	537	109	167	208	205	218	415	407	338	330	248	166	353	356	302	215	96	118	599
		16%	19%	13%	11%	12%	13%	14%	17%	23%	18%	14%	19%	13%	27%	16%	16%	14%	18%	13%	10%	17%
Tend to agree with A	(3)	3183	1527	1656	396	474	562	507	489	756	918	963	637	665	227	827	844	781	460	270	412	1273
		38%	37%	39%	39%	35%	35%	35%	39%	43%	40%	39%	36%	34%	37%	39%	38%	37%	38%	37%	34%	36%
Tend to agree with B	(2)	2751	1225	1526	398	477	562	475	383	457	690	851	530	681	124	691	714	701	387	258	461	1117
		33%	30%	36%	39%	35%	35%	33%	30%	26%	30%	35%	30%	35%	20%	32%	32%	33%	32%	35%	39%	32%
Strongly agree with B	(1)	1167	590	577	108	231	269	245	174	141	260	291	272	344	93	269	310	329	153	106	204	533
		14%	14%	13%	11%	17%	17%	17%	14%	8%	11%	12%	15%	18%	15%	13%	14%	16%	13%	15%	17%	15%
NET: Agree with B		3918	1815	2103	505	707	831	720	557	597	950	1142	802	1024	217	960	1023	1030	540	365	665	1651
		47%	44%	49%	50%	52%	52%	50%	44%	34%	42%	47%	45%	53%	36%	45%	46%	49%	44%	50%	56%	47%
Mean		2.55	2.61	2.50	2.50	2.43	2.44	2.47	2.59	2.82	2.65	2.55	2.58	2.42	2.77	2.59	2.56	2.50	2.61	2.49	2.37	2.55
Standard deviation		0.92	0.95	0.88	0.82	0.91	0.92	0.94	0.93	0.88	0.90	0.87	0.96	0.92	1.02	0.91	0.92	0.92	0.92	0.90	0.88	0.94
Standard error		0.01	0.01	0.01	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.05	0.02	0.02	0.02	0.03	0.03	0.03	0.02

Blue Collar Workers Study

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Absolutes/col percents

Table 66

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) It should be easier for firms to hire people and let them go when they need to
b) There should be more protection for employees even if that costs firms more and fewer jobs are created overall
Base: All respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base		8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Agree with A		4506 53%	1412 73%	1018 38%	342 55%	1717 73%	751 39%	751 49%	1995 83%	1029 44%	830 66%	363 30%	288 24%
Strongly agree with A	(4)	1323 16%	529 27%	208 8%	80 13%	647 27%	162 8%	172 11%	760 32%	217 9%	265 21%	46 4%	34 3%
Tend to agree with A	(3)	3183 38%	884 46%	809 30%	262 42%	1070 45%	590 31%	580 38%	1235 51%	813 35%	565 45%	317 26%	253 21%
Tend to agree with B	(2)	2751 33%	394 20%	1073 40%	214 35%	471 20%	749 39%	595 39%	372 15%	933 40%	329 26%	559 46%	558 46%
Strongly agree with B	(1)	1167 14%	118 6%	564 21%	62 10%	177 7%	418 22%	189 12%	45 2%	359 15%	106 8%	283 23%	374 31%
NET: Agree with B		3918 47%	513 27%	1637 62%	275 45%	649 27%	1167 61%	783 51%	417 17%	1292 56%	435 34%	842 70%	932 76%
Mean		2.55	2.95	2.25	2.58	2.92	2.26	2.48	3.12	2.38	2.78	2.11	1.96
Standard deviation		0.92	0.85	0.88	0.84	0.88	0.89	0.85	0.73	0.86	0.87	0.80	0.79
Standard error		0.01	0.02	0.02	0.03	0.02	0.02	0.02	0.01	0.02	0.02	0.02	0.02

Blue Collar Workers Study

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Absolutes/col percents

Table 67

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) People expect too much from the government
b) People are entitled to expect more from the government
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base		8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Agree with A		3478	1902	1576	371	478	560	539	573	957	1112	1019	735	612	276	899	916	862	506	295	446	1431
		41%	46%	37%	37%	35%	35%	38%	45%	54%	49%	42%	42%	32%	45%	42%	41%	41%	42%	40%	37%	41%
Strongly agree with A	(4)	1238	770	469	121	158	181	187	198	393	401	352	281	204	128	336	312	311	184	96	140	554
		15%	19%	11%	12%	12%	11%	13%	16%	22%	18%	14%	16%	11%	21%	16%	14%	15%	15%	13%	12%	16%
Tend to agree with A	(3)	2239	1132	1107	250	320	379	352	375	564	711	667	454	407	148	563	604	551	323	199	305	877
		27%	27%	26%	25%	24%	24%	25%	30%	32%	31%	27%	26%	21%	24%	26%	27%	26%	27%	27%	26%	25%
Tend to agree with B	(2)	2859	1225	1634	393	492	582	500	400	493	714	823	588	734	171	719	757	699	441	243	434	1194
		34%	30%	38%	39%	36%	36%	35%	32%	28%	31%	34%	33%	38%	28%	34%	34%	33%	36%	33%	36%	34%
Strongly agree with B	(1)	2087	1001	1086	246	378	459	393	291	320	449	601	446	591	163	523	551	553	268	194	316	897
		25%	24%	25%	24%	28%	29%	27%	23%	18%	20%	25%	25%	31%	27%	24%	25%	26%	22%	26%	26%	25%
NET: Agree with B		4946	2226	2720	640	870	1041	893	691	812	1163	1424	1034	1326	334	1242	1308	1252	709	437	750	2092
		59%	54%	63%	63%	65%	65%	62%	55%	46%	51%	58%	58%	68%	55%	58%	59%	59%	58%	60%	63%	59%
Mean		2.31	2.40	2.22	2.24	2.19	2.18	2.23	2.38	2.58	2.47	2.32	2.32	2.12	2.40	2.33	2.30	2.29	2.35	2.27	2.23	2.31
Standard deviation		1.00	1.05	0.95	0.95	0.98	0.97	1.00	1.00	1.02	1.00	1.00	1.02	0.96	1.09	1.01	0.99	1.01	0.99	0.99	0.97	1.02
Standard error		0.01	0.02	0.01	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.02	0.05	0.02	0.02	0.02	0.03	0.04	0.03	0.02

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Absolutes/col percents

Table 67

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) People expect too much from the government
b) People are entitled to expect more from the government
Base: All respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base		8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Agree with A		3478	1236	717	304	1396	538	622	1788	498	645	373	174
		41%	64%	27%	49%	59%	28%	41%	74%	21%	51%	31%	14%
Strongly agree with A	(4)	1238	530	193	90	591	145	189	792	99	258	73	17
		15%	28%	7%	15%	25%	8%	12%	33%	4%	20%	6%	1%
Tend to agree with A	(3)	2239	706	525	214	805	394	433	996	400	387	300	156
		27%	37%	20%	35%	34%	21%	28%	41%	17%	31%	25%	13%
Tend to agree with B	(2)	2859	454	1055	208	614	751	532	480	979	376	520	504
		34%	24%	40%	34%	26%	39%	35%	20%	42%	30%	43%	41%
Strongly agree with B	(1)	2087	235	882	105	355	629	381	144	845	244	313	542
		25%	12%	33%	17%	15%	33%	25%	6%	36%	19%	26%	44%
NET: Agree with B		4946	689	1937	313	969	1380	913	624	1823	620	833	1046
		59%	36%	73%	51%	41%	72%	59%	26%	79%	49%	69%	86%
Mean		2.31	2.80	2.01	2.47	2.69	2.03	2.28	3.01	1.89	2.52	2.11	1.71
Standard deviation		1.00	0.98	0.91	0.94	1.01	0.91	0.97	0.88	0.83	1.02	0.86	0.74
Standard error		0.01	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02

Blue Collar Workers Study

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Absolutes/col percents

Table 68

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) If some people earn a great deal of money through their own ability and hard work that is a good thing and they should be allowed to enjoy it
b) The government should do more to ensure that wealth in Britain is shared out more equally by imposing much higher taxes on those with the highest incomes
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base		8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Agree with A		4038	2004	2034	525	653	754	659	583	864	1141	1150	898	850	339	1058	1116	1015	562	287	528	1785
		48%	49%	47%	52%	48%	47%	46%	46%	49%	50%	47%	51%	44%	56%	49%	50%	48%	46%	39%	44%	51%
Strongly agree with A	(4)	1613	845	769	210	267	291	268	223	354	462	433	394	325	182	453	434	385	235	107	192	763
		19%	20%	18%	21%	20%	18%	19%	18%	20%	20%	18%	22%	17%	30%	21%	20%	18%	19%	15%	16%	22%
Tend to agree with A	(3)	2425	1160	1265	315	385	463	392	360	510	679	717	504	525	157	605	682	630	327	181	336	1023
		29%	28%	29%	31%	29%	29%	27%	29%	29%	30%	29%	28%	27%	26%	28%	31%	30%	27%	25%	28%	29%
Tend to agree with B	(2)	2318	1079	1239	293	394	424	386	337	484	636	729	439	514	129	609	546	584	357	222	381	927
		28%	26%	29%	29%	29%	26%	27%	27%	27%	28%	30%	25%	27%	21%	28%	25%	28%	29%	30%	32%	26%
Strongly agree with B	(1)	2067	1045	1022	193	301	423	387	344	421	497	565	432	574	142	474	561	515	296	221	286	810
		25%	25%	24%	19%	22%	26%	27%	27%	24%	22%	23%	24%	30%	23%	22%	25%	24%	24%	30%	24%	23%
NET: Agree with B		4386	2124	2262	486	695	846	773	681	905	1134	1293	871	1087	271	1083	1107	1099	652	444	667	1737
		52%	51%	53%	48%	52%	53%	54%	54%	51%	50%	53%	49%	56%	44%	51%	50%	52%	54%	61%	56%	49%
Mean		2.43	2.44	2.41	2.54	2.46	2.39	2.38	2.37	2.45	2.49	2.42	2.49	2.31	2.62	2.48	2.44	2.42	2.41	2.24	2.36	2.49
Standard deviation		1.06	1.08	1.04	1.02	1.05	1.06	1.07	1.06	1.06	1.05	1.03	1.09	1.07	1.14	1.06	1.07	1.05	1.06	1.04	1.02	1.07
Standard error		0.01	0.02	0.02	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.03	0.05	0.02	0.02	0.02	0.03	0.04	0.03	0.02

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 68

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) If some people earn a great deal of money through their own ability and hard work that is a good thing and they should be allowed to enjoy it
b) The government should do more to ensure that wealth in Britain is shared out more equally by imposing much higher taxes on those with the highest incomes
Base: All respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base		8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Agree with A		4038	1325	870	260	1537	674	571	1892	1001	761	282	102
		48%	69%	33%	42%	65%	35%	37%	78%	43%	60%	23%	8%
Strongly agree with A	(4)	1613	629	273	80	719	214	174	917	339	281	59	17
		19%	33%	10%	13%	30%	11%	11%	38%	15%	22%	5%	1%
Tend to agree with A	(3)	2425	696	597	180	818	460	397	975	661	481	224	85
		29%	36%	22%	29%	35%	24%	26%	40%	28%	38%	19%	7%
Tend to agree with B	(2)	2318	396	818	221	515	549	543	417	707	330	489	374
		28%	21%	31%	36%	22%	29%	35%	17%	30%	26%	41%	31%
Strongly agree with B	(1)	2067	204	965	136	314	695	420	103	613	173	434	744
		25%	11%	36%	22%	13%	36%	27%	4%	26%	14%	36%	61%
NET: Agree with B		4386	600	1784	357	829	1244	963	520	1321	504	923	1118
		52%	31%	67%	58%	35%	65%	63%	22%	57%	40%	77%	92%
Mean		2.43	2.91	2.07	2.33	2.82	2.10	2.21	3.12	2.31	2.69	1.92	1.49
Standard deviation		1.06	0.97	1.00	0.96	1.01	1.02	0.97	0.84	1.02	0.97	0.86	0.69
Standard error		0.01	0.02	0.02	0.04	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.02

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 69

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) It is mainly the government's responsibility to ensure that everyone has a decent pension in their retirement
b) It is mainly the responsibility of people themselves to make sure they will be provided for when they retire
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base		8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Agree with A		4165	1886	2278	567	656	845	723	667	706	900	1128	954	1183	319	1048	1089	1052	590	386	576	1734
		49%	46%	53%	56%	49%	53%	50%	53%	40%	40%	46%	54%	61%	52%	49%	49%	50%	49%	53%	48%	49%
Strongly agree with A	(4)	1493	730	763	174	222	267	291	277	261	279	339	411	464	159	381	357	386	211	158	202	625
		18%	18%	18%	17%	16%	17%	20%	22%	15%	12%	14%	23%	24%	26%	18%	16%	18%	17%	22%	17%	18%
Tend to agree with A	(3)	2672	1156	1516	392	434	578	432	390	445	621	788	543	719	160	667	732	666	379	228	374	1109
		32%	28%	35%	39%	32%	36%	30%	31%	25%	27%	32%	31%	37%	26%	31%	33%	32%	31%	31%	31%	31%
Tend to agree with B	(2)	3003	1474	1529	342	500	519	516	413	712	955	936	552	559	168	756	813	734	448	251	456	1230
		36%	36%	36%	34%	37%	32%	36%	33%	40%	42%	38%	31%	29%	28%	35%	37%	35%	37%	34%	38%	35%
Strongly agree with B	(1)	1257	768	489	102	191	236	193	183	351	420	379	263	195	123	337	321	328	176	95	163	559
		15%	19%	11%	10%	14%	15%	13%	15%	20%	18%	16%	15%	10%	20%	16%	14%	16%	15%	13%	14%	16%
NET: Agree with B		4259	2242	2018	444	691	756	709	596	1063	1374	1315	815	755	291	1093	1134	1062	625	345	619	1789
		51%	54%	47%	44%	51%	47%	50%	47%	60%	60%	54%	46%	39%	48%	51%	51%	50%	51%	47%	52%	51%
Mean		2.52	2.45	2.59	2.63	2.51	2.55	2.57	2.60	2.35	2.33	2.45	2.62	2.75	2.58	2.51	2.51	2.52	2.51	2.61	2.51	2.51
Standard deviation		0.95	0.99	0.91	0.88	0.93	0.94	0.96	0.98	0.96	0.91	0.91	1.00	0.93	1.08	0.96	0.93	0.96	0.94	0.96	0.93	0.96
Standard error		0.01	0.02	0.01	0.03	0.03	0.02	0.03	0.03	0.02	0.02	0.02	0.03	0.02	0.05	0.02	0.02	0.02	0.03	0.04	0.03	0.02

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 69

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) It is mainly the government's responsibility to ensure that everyone has a decent pension in their retirement
b) It is mainly the responsibility of people themselves to make sure they will be provided for when they retire
Base: All respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base		8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Agree with A		4165	641	1552	272	862	1095	734	631	1497	564	557	916
		49%	33%	58%	44%	36%	57%	48%	26%	64%	45%	46%	75%
Strongly agree with A	(4)	1493	193	588	83	283	409	226	169	586	205	166	368
		18%	10%	22%	13%	12%	21%	15%	7%	25%	16%	14%	30%
Tend to agree with A	(3)	2672	448	965	189	579	686	508	463	912	359	391	548
		32%	23%	36%	31%	24%	36%	33%	19%	39%	28%	32%	45%
Tend to agree with B	(2)	3003	803	842	248	951	612	615	1148	670	487	438	260
		36%	42%	32%	40%	40%	32%	40%	48%	29%	38%	36%	21%
Strongly agree with B	(1)	1257	481	260	97	552	211	186	633	155	214	211	45
		15%	25%	10%	16%	23%	11%	12%	26%	7%	17%	17%	4%
NET: Agree with B		4259	1284	1102	345	1504	823	801	1781	824	701	649	305
		51%	67%	42%	56%	64%	43%	52%	74%	36%	55%	54%	25%
Mean		2.52	2.18	2.71	2.42	2.25	2.67	2.50	2.07	2.83	2.44	2.42	3.02
Standard deviation		0.95	0.92	0.92	0.91	0.95	0.93	0.89	0.85	0.88	0.95	0.93	0.81
Standard error		0.01	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.02	0.03	0.03	0.02

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 70

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) The person who benefits most from a university education is the student who receives it, so students should pay the biggest share of the cost of the university education over their lifetime
b) Everyone should have the chance of a free education, so the government should pay the costs of university from 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base		8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Agree with A		3580	1905	1674	380	536	671	581	560	851	984	1035	793	768	278	879	1012	870	538	280	452	1585
		42%	46%	39%	38%	40%	42%	41%	44%	48%	43%	42%	45%	40%	46%	41%	46%	41%	44%	38%	38%	45%
Strongly agree with A	(4)	1095	648	447	83	169	212	209	189	233	266	315	280	234	130	251	329	266	173	75	132	531
		13%	16%	10%	8%	13%	13%	15%	15%	13%	12%	13%	16%	12%	21%	12%	15%	13%	14%	10%	11%	15%
Tend to agree with A	(3)	2485	1257	1228	297	366	459	372	371	619	718	720	513	534	148	628	684	604	365	204	320	1054
		29%	30%	29%	29%	27%	29%	26%	29%	35%	32%	29%	29%	28%	24%	29%	31%	29%	30%	28%	27%	30%
Tend to agree with B	(2)	2739	1201	1537	329	454	523	468	393	571	742	828	535	633	160	716	675	699	411	238	411	1089
		33%	29%	36%	33%	34%	33%	33%	31%	32%	33%	34%	30%	33%	26%	33%	30%	33%	34%	33%	34%	31%
Strongly agree with B	(1)	2106	1022	1084	302	358	407	383	310	347	549	580	441	536	172	546	536	545	266	213	333	848
		25%	25%	25%	30%	27%	25%	27%	25%	20%	24%	24%	25%	28%	28%	26%	24%	26%	22%	29%	28%	24%
NET: Agree with B		4844	2223	2621	631	812	930	851	704	918	1291	1408	976	1169	332	1262	1211	1244	676	452	743	1937
		58%	54%	61%	62%	60%	58%	59%	56%	52%	57%	58%	55%	60%	54%	59%	54%	59%	56%	62%	62%	55%
Mean		2.30	2.37	2.24	2.16	2.26	2.30	2.28	2.35	2.42	2.31	2.31	2.36	2.24	2.39	2.27	2.36	2.28	2.37	2.19	2.21	2.36
Standard deviation		0.99	1.02	0.95	0.95	0.99	0.99	1.02	1.01	0.95	0.96	0.97	1.02	0.99	1.11	0.97	1.00	0.98	0.98	0.97	0.97	1.01
Standard error		0.01	0.02	0.01	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.02	0.05	0.02	0.02	0.02	0.03	0.04	0.03	0.02

Blue Collar Workers Study

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Absolutes/col percents

Table 70

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?

a) The person who benefits most from a university education is the student who receives it, so students should pay the biggest share of the cost of the university education over their lifetime

b) Everyone should have the chance of a free education, so the government should pay the costs of university from taxes

Base: All respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optimistic Individualists	Entitlement Anxiety	Suspicious Strivers	Liberal Idealists	Downbeat Dependants
Unweighted base		8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base		8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Agree with A		3580	1140	836	254	1346	619	581	1533	835	698	273	240
		42%	59%	32%	41%	57%	32%	38%	64%	36%	55%	23%	20%
Strongly agree with A	(4)	1095	369	221	71	463	176	157	540	222	251	38	44
		13%	19%	8%	12%	20%	9%	10%	22%	10%	20%	3%	4%
Tend to agree with A	(3)	2485	771	615	183	883	443	424	993	614	447	235	196
		29%	40%	23%	30%	37%	23%	28%	41%	26%	35%	20%	16%
Tend to agree with B	(2)	2739	531	920	221	658	686	534	650	851	357	460	421
		33%	28%	35%	36%	28%	36%	35%	27%	37%	28%	38%	34%
Strongly agree with B	(1)	2106	254	898	143	361	614	421	230	635	210	472	559
		25%	13%	34%	23%	15%	32%	27%	10%	27%	17%	39%	46%
NET: Agree with B		4844	785	1818	363	1019	1299	954	879	1486	567	932	980
		58%	41%	68%	59%	43%	68%	62%	36%	64%	45%	77%	80%
Mean		2.30	2.65	2.06	2.30	2.61	2.09	2.21	2.76	2.18	2.58	1.87	1.77
Standard deviation		0.99	0.94	0.95	0.95	0.97	0.95	0.96	0.90	0.94	0.99	0.83	0.85
Standard error		0.01	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 71

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) With the way the economy and society is changing, there will be more threats to my standard of living in future than there will be opportunities to improve it.
b) The way society and the economy is changing will bring more opportunities for me to improve my standard of living than threats to it
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base		8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Agree with A		6635	3190	3445	705	974	1225	1174	1078	1479	1743	1926	1385	1581	470	1593	1787	1711	950	594	942	2656
		79%	77%	80%	70%	72%	77%	82%	85%	84%	77%	79%	78%	82%	77%	74%	80%	81%	78%	81%	79%	75%
Strongly agree with A	(4)	2656	1272	1384	241	372	499	532	483	528	617	667	616	756	226	613	694	718	375	256	391	1047
		32%	31%	32%	24%	28%	31%	37%	38%	30%	27%	27%	35%	39%	37%	29%	31%	34%	31%	35%	33%	30%
Tend to agree with A	(3)	3979	1918	2061	464	602	726	642	595	952	1126	1259	769	825	244	981	1094	993	575	337	551	1609
		47%	46%	48%	46%	45%	45%	45%	47%	54%	50%	52%	43%	43%	40%	46%	49%	47%	47%	46%	46%	46%
Tend to agree with B	(2)	1469	758	712	243	300	307	208	157	255	443	428	316	282	102	452	363	318	220	117	194	707
		17%	18%	17%	24%	22%	19%	14%	12%	14%	19%	18%	18%	15%	17%	21%	16%	15%	18%	16%	16%	20%
Strongly agree with B	(1)	319	180	139	62	74	69	50	29	35	88	88	68	74	38	96	73	84	45	21	59	160
		4%	4%	3%	6%	5%	4%	4%	2%	2%	4%	4%	4%	4%	6%	4%	3%	4%	4%	3%	5%	5%
NET: Agree with B		1789	938	851	305	374	376	258	186	290	531	517	384	356	140	547	436	402	265	138	253	866
		21%	23%	20%	30%	28%	23%	18%	15%	16%	23%	21%	22%	18%	23%	26%	20%	19%	22%	19%	21%	25%
Mean		3.07	3.04	3.09	2.87	2.94	3.03	3.16	3.21	3.11	3.00	3.03	3.09	3.17	3.08	2.99	3.08	3.11	3.05	3.13	3.07	3.01
Standard deviation		0.80	0.82	0.78	0.84	0.85	0.82	0.80	0.74	0.71	0.79	0.77	0.82	0.81	0.88	0.82	0.77	0.80	0.80	0.78	0.83	0.82
Standard error		0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.03	0.02	0.01

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

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a) With the way the economy and society is changing, there will be more threats to my standard of living in future than there will be opportunities to improve it.
b) The way society and the economy is changing will bring more opportunities for me to improve my standard of living than threats to it
Base: All respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base		8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Agree with A		6635 79%	1319 69%	2179 82%	458 74%	1753 74%	1587 83%	1245 81%	1625 67%	2188 94%	1045 83%	626 52%	1151 94%
Strongly agree with A	(4)	2656 32%	363 19%	991 37%	140 23%	585 25%	703 37%	481 31%	355 15%	1086 47%	430 34%	89 7%	696 57%
Tend to agree with A	(3)	3979 47%	956 50%	1188 45%	318 52%	1168 49%	884 46%	763 50%	1270 53%	1102 47%	615 49%	537 45%	455 37%
Tend to agree with B	(2)	1469 17%	505 26%	360 14%	137 22%	522 22%	248 13%	248 16%	669 28%	121 5%	198 16%	431 36%	51 4%
Strongly agree with B	(1)	319 4%	101 5%	116 4%	22 4%	90 4%	83 4%	42 3%	117 5%	12 1%	23 2%	149 12%	18 2%
NET: Agree with B		1789 21%	606 31%	475 18%	159 26%	612 26%	331 17%	290 19%	787 33%	133 6%	220 17%	579 48%	69 6%
Mean		3.07	2.82	3.15	2.93	2.95	3.15	3.10	2.77	3.41	3.15	2.47	3.50
Standard deviation		0.80	0.79	0.81	0.77	0.79	0.80	0.76	0.75	0.61	0.74	0.80	0.65
Standard error		0.01	0.02	0.02	0.03	0.02	0.02	0.02	0.01	0.01	0.02	0.02	0.02

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 72

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) People have a right to things like decent housing, healthcare, education and enough to live on, and the government should make sure everyone has them
b) People are too ready to talk about their rights - people have a responsibility to provide for themselves and should not expect the government to do so for them
Base: All online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: Agree with A		4033	1822	2211	586	682	816	710	589	650	939	1123	777	1193	170	993	1037	1052	558	393	586	1581
		49%	47%	52%	59%	52%	53%	53%	49%	37%	41%	46%	51%	62%	47%	47%	48%	52%	47%	56%	49%	48%
Strongly agree with A	(4)	1741	778	963	251	326	357	317	255	236	384	436	329	592	72	441	426	471	233	171	266	647
		21%	20%	23%	25%	25%	23%	23%	21%	13%	17%	18%	22%	31%	20%	21%	20%	23%	20%	24%	22%	20%
Tend to agree with A	(3)	2292	1044	1247	335	356	459	393	334	414	555	687	449	601	98	552	611	581	325	222	320	934
		28%	27%	29%	33%	27%	30%	29%	28%	24%	24%	28%	30%	31%	27%	26%	28%	29%	28%	32%	27%	28%
Tend to agree with B	(2)	2458	1149	1309	276	392	440	396	347	607	754	801	444	459	109	655	690	546	368	200	364	1003
		30%	30%	31%	28%	30%	28%	29%	29%	35%	33%	33%	29%	24%	30%	31%	32%	27%	31%	28%	30%	31%
Strongly agree with B	(1)	1681	920	762	139	240	292	245	269	496	582	519	296	285	85	449	435	435	250	113	246	692
		21%	24%	18%	14%	18%	19%	18%	22%	28%	26%	21%	20%	15%	23%	21%	20%	21%	21%	16%	21%	21%
NET: Agree with B		4140	2069	2071	415	632	732	641	617	1104	1336	1320	740	744	194	1104	1125	980	618	312	610	1696
		51%	53%	48%	41%	48%	47%	47%	51%	63%	59%	54%	49%	38%	53%	53%	52%	48%	53%	44%	51%	52%
Mean		2.50	2.43	2.56	2.70	2.58	2.57	2.58	2.48	2.22	2.33	2.43	2.53	2.77	2.43	2.47	2.48	2.54	2.46	2.64	2.51	2.47
Standard deviation		1.04	1.06	1.03	1.00	1.05	1.04	1.04	1.06	1.00	1.03	1.01	1.04	1.04	1.05	1.05	1.02	1.07	1.03	1.02	1.05	1.03
Standard error		0.01	0.02	0.02	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.03	0.06	0.02	0.02	0.02	0.03	0.04	0.03	0.02

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 72

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) People have a right to things like decent housing, healthcare, education and enough to live on, and the government should make sure everyone has them
b) People are too ready to talk about their rights - people have a responsibility to provide for themselves and should not expect the government to do so for them
Base: All online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: Agree with A		4033	458	1757	292	631	1214	783	549	1363	515	659	947
		49%	24%	67%	48%	27%	65%	52%	24%	60%	43%	56%	78%
Strongly agree with A	(4)	1741	145	808	108	218	550	331	171	625	179	239	527
		21%	8%	31%	18%	9%	29%	22%	7%	28%	15%	20%	44%
Tend to agree with A	(3)	2292	313	949	184	413	664	452	377	738	336	420	420
		28%	17%	36%	30%	18%	35%	30%	16%	33%	28%	36%	35%
Tend to agree with B	(2)	2458	714	618	206	831	463	489	920	613	402	342	181
		30%	38%	24%	34%	36%	25%	32%	40%	27%	33%	29%	15%
Strongly agree with B	(1)	1681	699	230	113	835	197	243	859	280	286	174	81
		21%	37%	9%	18%	36%	11%	16%	37%	12%	24%	15%	7%
NET: Agree with B		4140	1413	847	319	1666	660	732	1779	893	688	516	262
		51%	76%	33%	52%	73%	35%	48%	76%	40%	57%	44%	22%
Mean		2.50	1.95	2.90	2.47	2.01	2.84	2.57	1.94	2.76	2.34	2.62	3.15
Standard deviation		1.04	0.92	0.94	0.99	0.96	0.97	1.00	0.91	0.99	1.00	0.97	0.91
Standard error		0.01	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.02	0.03	0.03	0.03

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 73

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) In Britain today, generally speaking, people tend to get what they deserve in life
b) In Britain today there seems to be little connection between what people get in life and what they deserve
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base		8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Agree with A		2455	1437	1018	289	365	384	379	369	668	797	736	488	434	195	671	636	597	371	180	320	1062
		29%	35%	24%	29%	27%	24%	26%	29%	38%	35%	30%	28%	22%	32%	31%	29%	28%	31%	25%	27%	30%
Strongly agree with A	(4)	469	295	174	70	67	74	70	75	114	129	130	117	94	69	139	124	96	70	40	59	224
		6%	7%	4%	7%	5%	5%	5%	6%	6%	6%	5%	7%	5%	11%	6%	6%	5%	6%	6%	5%	6%
Tend to agree with A	(3)	1986	1142	844	219	297	311	310	295	554	668	606	371	340	126	532	512	501	301	140	261	837
		24%	28%	20%	22%	22%	19%	22%	23%	31%	29%	25%	21%	18%	21%	25%	23%	24%	25%	19%	22%	24%
Tend to agree with B	(2)	3678	1663	2014	419	597	740	602	551	769	947	1080	757	893	216	907	1003	918	510	339	524	1484
		44%	40%	47%	41%	44%	46%	42%	44%	43%	42%	44%	43%	46%	35%	42%	45%	43%	42%	46%	44%	42%
Strongly agree with B	(1)	2292	1028	1264	303	386	476	451	343	332	531	627	524	610	199	563	584	598	334	212	351	976
		27%	25%	29%	30%	29%	30%	31%	27%	19%	23%	26%	30%	31%	33%	26%	26%	28%	27%	29%	29%	28%
NET: Agree with B		5969	2691	3278	722	983	1216	1053	894	1101	1478	1707	1281	1503	415	1470	1588	1517	844	551	875	2461
		71%	65%	76%	71%	73%	76%	74%	71%	62%	65%	70%	72%	78%	68%	69%	71%	72%	69%	75%	73%	70%
Mean		2.08	2.17	1.98	2.06	2.03	1.99	2.00	2.08	2.25	2.17	2.10	2.05	1.96	2.11	2.12	2.08	2.05	2.09	2.01	2.02	2.09
Standard deviation		0.85	0.88	0.81	0.89	0.84	0.82	0.85	0.86	0.83	0.85	0.84	0.88	0.83	0.99	0.87	0.84	0.84	0.86	0.84	0.84	0.87
Standard error		0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.02	0.04	0.02	0.02	0.02	0.03	0.03	0.02	0.01

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 73

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) In Britain today, generally speaking, people tend to get what they deserve in life
b) In Britain today there seems to be little connection between what people get in life and what they deserve
Base: All respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base		8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Agree with A		2455	896	551	205	971	440	402	1361	314	358	359	62
		29%	47%	21%	33%	41%	23%	26%	56%	14%	28%	30%	5%
Strongly agree with A	(4)	469	198	87	39	210	74	64	292	38	91	40	8
		6%	10%	3%	6%	9%	4%	4%	12%	2%	7%	3%	1%
Tend to agree with A	(3)	1986	698	464	166	761	366	338	1068	277	267	319	54
		24%	36%	17%	27%	32%	19%	22%	44%	12%	21%	26%	4%
Tend to agree with B	(2)	3678	738	1219	282	951	860	699	827	1193	575	588	495
		44%	38%	46%	46%	40%	45%	46%	34%	51%	45%	49%	41%
Strongly agree with B	(1)	2292	291	885	130	444	618	434	225	814	332	258	663
		27%	15%	33%	21%	19%	32%	28%	9%	35%	26%	21%	54%
NET: Agree with B		5969	1029	2103	412	1395	1478	1133	1051	2007	907	846	1158
		71%	53%	79%	67%	59%	77%	74%	44%	86%	72%	70%	95%
Mean		2.08	2.42	1.91	2.18	2.31	1.95	2.02	2.59	1.80	2.09	2.12	1.51
Standard deviation		0.85	0.87	0.79	0.84	0.88	0.82	0.82	0.82	0.70	0.87	0.77	0.61
Standard error		0.01	0.02	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 74

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) Most of the big improvements in life over the years come from the efforts, achievements, discoveries or inventions of individuals
b) Most of the big improvements in life over the years are the result of collective efforts, often led by governments
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base		8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Agree with A		6636	3190	3446	744	1007	1243	1163	1030	1450	1695	1933	1454	1554	498	1619	1797	1678	951	591	900	2786
		79%	77%	80%	74%	75%	78%	81%	81%	82%	75%	79%	82%	80%	82%	76%	81%	79%	78%	81%	75%	79%
Strongly agree with A	(4)	2365	1279	1086	228	350	414	422	404	548	573	674	543	574	232	564	625	590	364	222	300	1010
		28%	31%	25%	23%	26%	26%	29%	32%	31%	25%	28%	31%	30%	38%	26%	28%	28%	30%	30%	25%	29%
Tend to agree with A	(3)	4272	1911	2361	516	657	829	742	626	902	1122	1259	911	980	265	1055	1172	1088	587	370	601	1776
		51%	46%	55%	51%	49%	52%	52%	50%	51%	49%	52%	51%	51%	43%	49%	53%	51%	48%	51%	50%	50%
Tend to agree with B	(2)	1409	727	682	210	257	273	218	190	261	452	414	249	294	85	404	334	345	212	113	237	576
		17%	18%	16%	21%	19%	17%	15%	15%	15%	20%	17%	14%	15%	14%	19%	15%	16%	17%	15%	20%	16%
Strongly agree with B	(1)	379	211	167	57	83	85	51	44	58	128	96	66	88	27	117	92	91	52	27	58	160
		4%	5%	4%	6%	6%	5%	4%	4%	3%	6%	4%	4%	5%	4%	5%	4%	4%	4%	4%	5%	5%
NET: Agree with B		1788	938	850	267	341	358	269	234	319	580	510	315	383	112	521	426	436	264	140	295	737
		21%	23%	20%	26%	25%	22%	19%	19%	18%	25%	21%	18%	20%	18%	24%	19%	21%	22%	19%	25%	21%
Mean		3.02	3.03	3.02	2.90	2.94	2.98	3.07	3.10	3.10	2.94	3.03	3.09	3.05	3.15	2.97	3.05	3.03	3.04	3.08	2.96	3.03
Standard deviation		0.79	0.83	0.75	0.81	0.83	0.80	0.76	0.77	0.76	0.82	0.78	0.77	0.79	0.82	0.82	0.77	0.78	0.80	0.77	0.80	0.79
Standard error		0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.03	0.02	0.01

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 74

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a) Most of the big improvements in life over the years come from the efforts, achievements, discoveries or inventions of individuals
b) Most of the big improvements in life over the years are the result of collective efforts, often led by governments
Base: All respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base		8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Agree with A		6636	1585	1934	465	1974	1418	1179	2107	2011	1043	646	830
		79%	82%	73%	75%	83%	74%	77%	87%	87%	82%	54%	68%
Strongly agree with A	(4)	2365	604	654	148	756	468	378	829	709	393	177	256
		28%	31%	25%	24%	32%	24%	25%	34%	31%	31%	15%	21%
Tend to agree with A	(3)	4272	981	1279	317	1218	951	801	1277	1303	649	469	574
		51%	51%	48%	51%	51%	50%	52%	53%	56%	51%	39%	47%
Tend to agree with B	(2)	1409	270	559	111	310	385	280	269	265	180	400	296
		17%	14%	21%	18%	13%	20%	18%	11%	11%	14%	33%	24%
Strongly agree with B	(1)	379	70	162	41	82	115	75	36	45	43	160	95
		4%	4%	6%	7%	3%	6%	5%	2%	2%	3%	13%	8%
NET: Agree with B		1788	340	721	152	392	500	356	305	310	223	559	390
		21%	18%	27%	25%	17%	26%	23%	13%	13%	18%	46%	32%
Mean		3.02	3.10	2.91	2.93	3.12	2.92	2.97	3.20	3.15	3.10	2.55	2.81
Standard deviation		0.79	0.77	0.83	0.82	0.76	0.82	0.79	0.69	0.69	0.76	0.90	0.85
Standard error		0.01	0.02	0.02	0.03	0.01	0.02	0.02	0.01	0.01	0.02	0.03	0.02

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 75

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) I am pretty happy with the way my life has turned out so far
b) I am generally disappointed with the way my life has turned out so far
Base: All online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: Agree with A		5375	2629	2746	650	775	900	791	819	1440	1755	1657	961	1001	227	1356	1416	1318	805	479	803	2093
		66%	68%	64%	65%	59%	58%	59%	68%	82%	77%	68%	63%	52%	62%	65%	65%	65%	68%	68%	67%	64%
Strongly agree with A	(4)	1791	905	887	228	241	264	214	265	578	686	529	298	279	66	446	481	433	269	162	235	611
		22%	23%	21%	23%	18%	17%	16%	22%	33%	30%	22%	20%	14%	18%	21%	22%	21%	23%	23%	20%	19%
Tend to agree with A	(3)	3584	1724	1859	421	534	635	577	554	862	1069	1129	663	723	161	910	935	885	536	317	568	1482
		44%	44%	43%	42%	41%	41%	43%	46%	49%	47%	46%	44%	37%	44%	43%	43%	44%	46%	45%	48%	45%
Tend to agree with B	(2)	1758	794	964	225	335	394	318	257	229	360	517	349	532	76	475	451	425	244	163	258	777
		22%	20%	23%	23%	26%	25%	24%	21%	13%	16%	21%	23%	27%	21%	23%	21%	21%	21%	23%	22%	24%
Strongly agree with B	(1)	1040	468	572	125	203	255	242	130	85	159	268	208	404	61	265	295	289	127	64	134	407
		13%	12%	13%	13%	15%	16%	18%	11%	5%	7%	11%	14%	21%	17%	13%	14%	14%	11%	9%	11%	12%
NET: Agree with B		2798	1262	1536	351	538	649	560	387	313	519	786	557	936	137	740	746	714	371	226	392	1183
		34%	32%	36%	35%	41%	42%	41%	32%	18%	23%	32%	37%	48%	38%	35%	35%	35%	32%	32%	33%	36%
Mean		2.75	2.79	2.71	2.75	2.62	2.59	2.57	2.79	3.10	3.00	2.78	2.69	2.45	2.64	2.73	2.74	2.72	2.81	2.82	2.76	2.70
Standard deviation		0.94	0.93	0.94	0.95	0.96	0.96	0.96	0.91	0.80	0.86	0.91	0.94	0.98	0.97	0.94	0.95	0.96	0.91	0.89	0.90	0.91
Standard error		0.01	0.01	0.01	0.03	0.03	0.02	0.03	0.02	0.02	0.02	0.02	0.03	0.02	0.05	0.02	0.02	0.02	0.03	0.03	0.03	0.02

Blue Collar Workers Study

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Absolutes/col percents

Table 75

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) I am pretty happy with the way my life has turned out so far
b) I am generally disappointed with the way my life has turned out so far
Base: All online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: Agree with A		5375	1468	1608	427	1735	1184	1025	1960	1270	731	827	586
		66%	78%	62%	70%	76%	63%	68%	84%	56%	61%	70%	48%
Strongly agree with A	(4)	1791	569	491	148	661	367	323	851	314	193	301	132
		22%	30%	19%	24%	29%	20%	21%	37%	14%	16%	26%	11%
Tend to agree with A	(3)	3584	899	1117	279	1075	817	702	1110	955	538	526	454
		44%	48%	43%	46%	47%	44%	46%	48%	42%	45%	45%	38%
Tend to agree with B	(2)	1758	277	601	120	364	410	327	272	604	308	231	343
		22%	15%	23%	20%	16%	22%	22%	12%	27%	26%	20%	28%
Strongly agree with B	(1)	1040	126	396	65	197	280	163	95	382	164	118	280
		13%	7%	15%	11%	9%	15%	11%	4%	17%	14%	10%	23%
NET: Agree with B		2798	403	996	185	561	690	489	367	986	472	349	623
		34%	22%	38%	30%	24%	37%	32%	16%	44%	39%	30%	52%
Mean		2.75	3.02	2.65	2.83	2.96	2.68	2.78	3.17	2.53	2.63	2.86	2.36
Standard deviation		0.94	0.85	0.95	0.92	0.89	0.95	0.90	0.79	0.93	0.91	0.91	0.96
Standard error		0.01	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.02	0.03	0.03	0.03

Blue Collar Workers Study

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Absolutes/col percents

Table 76

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) It's not enough to pay your taxes and expect the government to deliver important services in return, if we can become more
b) involved in delivering those services as individuals or communities we should
Base: All online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base		8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
NET: Agree with A		2529	1304	1225	302	357	426	370	382	693	836	791	406	496	93	675	645	622	385	203	350	972
		31%	34%	29%	30%	27%	27%	27%	32%	40%	37%	32%	27%	26%	26%	32%	30%	31%	33%	29%	29%	30%
Strongly agree with A	(4)	536	321	215	63	65	89	71	78	170	179	165	91	102	26	158	125	127	78	48	81	203
		7%	8%	5%	6%	5%	6%	5%	7%	10%	8%	7%	6%	5%	7%	8%	6%	6%	7%	7%	7%	6%
Tend to agree with A	(3)	1992	982	1010	239	291	337	299	304	522	657	626	315	395	67	517	519	495	307	155	269	770
		24%	25%	24%	24%	22%	22%	22%	25%	30%	29%	26%	21%	20%	18%	25%	24%	24%	26%	22%	22%	23%
Tend to agree with B	(2)	3137	1349	1788	445	531	603	503	425	629	857	922	618	740	146	811	829	779	447	271	475	1239
		38%	35%	42%	45%	40%	39%	37%	35%	36%	38%	38%	41%	38%	40%	39%	38%	38%	38%	38%	40%	38%
Strongly agree with B	(1)	2506	1238	1268	253	425	520	478	399	432	581	730	494	701	125	611	688	632	344	231	371	1065
		31%	32%	30%	25%	32%	34%	35%	33%	25%	26%	30%	33%	36%	34%	29%	32%	31%	29%	33%	31%	33%
NET: Agree with B		5644	2588	3056	699	956	1123	981	824	1061	1438	1652	1112	1441	271	1422	1517	1411	791	502	845	2304
		69%	66%	71%	70%	73%	73%	73%	68%	60%	63%	68%	73%	74%	74%	68%	70%	69%	67%	71%	71%	70%
Mean		2.07	2.10	2.04	2.11	2.00	2.00	1.97	2.05	2.25	2.19	2.09	2.00	1.95	1.98	2.11	2.04	2.06	2.10	2.03	2.05	2.03
Standard deviation		0.90	0.94	0.86	0.86	0.86	0.88	0.89	0.92	0.93	0.91	0.90	0.88	0.88	0.90	0.91	0.89	0.89	0.90	0.91	0.90	0.90
Standard error		0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.05	0.02	0.02	0.02	0.03	0.03	0.03	0.02

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 76

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) It's not enough to pay your taxes and expect the government to deliver important services in return, if we can become more
b) involved in delivering those services as individuals or communities we should
Base: All online respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base		8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base		8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
NET: Agree with A		2529	888	614	215	962	458	467	1156	486	388	325	173
		31%	47%	24%	35%	42%	24%	31%	50%	22%	32%	28%	14%
Strongly agree with A	(4)	536	211	137	32	224	106	82	278	73	87	58	39
		7%	11%	5%	5%	10%	6%	5%	12%	3%	7%	5%	3%
Tend to agree with A	(3)	1992	677	476	183	738	352	386	878	413	301	267	134
		24%	36%	18%	30%	32%	19%	25%	38%	18%	25%	23%	11%
Tend to agree with B	(2)	3137	668	980	256	828	695	596	827	912	476	509	412
		38%	36%	38%	42%	36%	37%	39%	36%	40%	40%	43%	34%
Strongly agree with B	(1)	2506	316	1011	141	507	721	451	344	857	339	341	624
		31%	17%	39%	23%	22%	38%	30%	15%	38%	28%	29%	52%
NET: Agree with B		5644	983	1991	397	1335	1416	1047	1171	1770	815	851	1037
		69%	53%	76%	65%	58%	76%	69%	50%	78%	68%	72%	86%
Mean		2.07	2.42	1.90	2.17	2.30	1.92	2.06	2.47	1.87	2.11	2.04	1.66
Standard deviation		0.90	0.90	0.88	0.84	0.92	0.89	0.87	0.89	0.82	0.90	0.85	0.80
Standard error		0.01	0.02	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02

Blue Collar Workers Study

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Absolutes/col percents

Table 77

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) Immigration has added richness and variety to the culture of Britain and has made the country more prosperous overall
b) Immigration has changed the character of Britain for the worse and has put added pressure on schools, hospitals and public housing at a time when these are overstretched as it is
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base		8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base		8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Agree with A		2549	1295	1254	428	493	476	388	329	435	921	781	409	438	156	733	601	566	380	269	433	1108
		30%	31%	29%	42%	37%	30%	27%	26%	25%	40%	32%	23%	23%	26%	34%	27%	27%	31%	37%	36%	31%
Strongly agree with A	(4)	885	472	413	171	185	168	123	115	123	319	267	132	167	58	277	218	183	128	79	147	397
		11%	11%	10%	17%	14%	10%	9%	9%	7%	14%	11%	7%	9%	10%	13%	10%	9%	11%	11%	12%	11%
Tend to agree with A	(3)	1664	823	841	257	308	308	265	214	312	602	514	277	272	98	457	383	384	252	190	286	712
		20%	20%	20%	25%	23%	19%	19%	17%	18%	26%	21%	16%	14%	16%	21%	17%	18%	21%	26%	24%	20%
Tend to agree with B	(2)	2123	970	1154	286	334	399	346	304	453	570	665	423	465	121	538	567	524	309	185	324	849
		25%	23%	27%	28%	25%	25%	24%	24%	26%	25%	27%	24%	24%	20%	25%	25%	25%	25%	25%	27%	24%
Strongly agree with B	(1)	3751	1863	1888	296	521	726	698	630	880	784	997	937	1034	333	869	1056	1023	526	277	438	1565
		45%	45%	44%	29%	39%	45%	49%	50%	50%	34%	41%	53%	53%	55%	41%	47%	48%	43%	38%	37%	44%
NET: Agree with B		5875	2833	3042	582	855	1125	1044	935	1334	1354	1662	1361	1499	454	1408	1622	1547	835	462	762	2414
		70%	69%	71%	58%	63%	70%	73%	74%	75%	60%	68%	77%	77%	74%	66%	73%	73%	69%	63%	64%	69%
Mean		1.96	1.98	1.95	2.30	2.12	1.95	1.87	1.85	1.82	2.20	2.02	1.78	1.78	1.81	2.07	1.89	1.87	1.99	2.10	2.12	1.98
Standard deviation		1.03	1.05	1.01	1.07	1.07	1.03	1.00	1.01	0.96	1.06	1.03	0.97	0.98	1.03	1.06	1.01	1.00	1.03	1.03	1.04	1.05
Standard error		0.01	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.02	0.05	0.02	0.02	0.02	0.03	0.04	0.03	0.02

Blue Collar Workers Study

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Absolutes/col percents

Table 77

Q.19 Below are some pairs of statements. Please say which statements in each pair you most agree with, even if you don't completely agree with it. In each case, please say whether you strongly agree with the statement or tend to agree with it?
a) Immigration has added richness and variety to the culture of Britain and has made the country more prosperous overall
b) Immigration has changed the character of Britain for the worse and has put added pressure on schools, hospitals and public housing at a time when these are overstretched as it is
Base: All respondents

			Vote Intention			2010 Vote			Segment				
		Total	Con	Lab	LibDem	Con	Lab	LibDem	Optimistic Individualists	Entitlement Anxiety	Suspicious Strivers	Liberal Idealists	Downbeat Dependants
Unweighted base		8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base		8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Agree with A		2549	396	1065	267	423	731	659	704	398	306	624	517
		30%	21%	40%	43%	18%	38%	43%	29%	17%	24%	52%	42%
Strongly agree with A	(4)	885	106	431	95	110	297	217	219	92	93	260	221
		11%	6%	16%	15%	5%	15%	14%	9%	4%	7%	22%	18%
Tend to agree with A	(3)	1664	290	634	172	313	434	442	485	306	213	365	296
		20%	15%	24%	28%	13%	23%	29%	20%	13%	17%	30%	24%
Tend to agree with B	(2)	2123	587	608	177	653	430	391	697	602	286	302	235
		25%	31%	23%	29%	28%	22%	26%	29%	26%	23%	25%	19%
Strongly agree with B	(1)	3751	942	981	174	1289	757	484	1011	1321	673	279	468
		45%	49%	37%	28%	55%	39%	32%	42%	57%	53%	23%	38%
NET: Agree with B		5875	1529	1589	350	1942	1187	875	1708	1924	959	581	704
		70%	79%	60%	57%	82%	62%	57%	71%	83%	76%	48%	58%
Mean		1.96	1.77	2.19	2.31	1.68	2.14	2.26	1.96	1.64	1.78	2.50	2.22
Standard deviation		1.03	0.90	1.10	1.04	0.87	1.11	1.05	0.99	0.86	0.97	1.07	1.14
Standard error		0.01	0.02	0.02	0.04	0.02	0.03	0.03	0.02	0.02	0.03	0.03	0.03

Blue Collar Workers Study

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Absolutes/col percents

Table 78

Q.20 What kind of plan, if any, do you currently have for your retirement?

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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
I have a pension fund with my employer to which I do not contribute	391 5%	186 4%	205 5%	31 3%	87 6%	91 6%	100 7%	65 5%	16 1%	101 4%	136 6%	73 4%	81 4%	27 4%	95 4%	111 5%	107 5%	47 4%	30 4%	72 6%	233 7%
I have a pension fund with my employer to which I make contributions	1798 21%	922 22%	876 20%	123 12%	408 30%	536 34%	439 31%	232 18%	60 3%	681 30%	619 25%	333 19%	165 8%	40 7%	465 22%	430 19%	456 22%	268 22%	180 25%	806 67%	882 25%
I am making contributions into a private pension or other savings and investments	1180 14%	726 18%	454 11%	84 8%	187 14%	291 18%	326 23%	237 19%	54 3%	349 15%	305 12%	382 22%	144 7%	241 40%	317 15%	320 14%	275 13%	159 13%	109 15%	150 13%	867 25%
I am not currently able to make any contributions to a pension plan or similar investments	3282 39%	1308 32%	1974 46%	780 77%	707 52%	771 48%	624 44%	344 27%	56 3%	535 24%	883 36%	767 43%	1097 57%	308 50%	851 40%	850 38%	848 40%	463 38%	271 37%	220 18%	1636 46%
I am already retired	2093 25%	1176 28%	917 21%	6 1%	- -	8 1%	36 3%	450 36%	1593 90%	746 33%	586 24%	272 15%	490 25%	12 2%	500 23%	602 27%	503 24%	316 26%	173 24%	30 3%	93 3%

Blue Collar Workers Study

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Absolutes/col percents

Table 78

Q.20 What kind of plan, if any, do you currently have for your retirement?

Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
I have a pension fund with my employer to which I do not contribute	391 5%	96 5%	133 5%	30 5%	113 5%	111 6%	54 4%	100 4%	115 5%	56 4%	75 6%	45 4%
I have a pension fund with my employer to which I make contributions	1798 21%	423 22%	664 25%	126 20%	493 21%	503 26%	371 24%	501 21%	452 19%	295 23%	312 26%	238 20%
I am making contributions into a private pension or other savings and investments	1180 14%	319 17%	351 13%	86 14%	380 16%	278 15%	213 14%	437 18%	256 11%	173 14%	205 17%	109 9%
I am not currently able to make any contributions to a pension plan or similar investments	3282 39%	470 24%	1109 42%	234 38%	553 23%	672 35%	559 36%	603 25%	1128 49%	517 41%	464 39%	570 47%
I am already retired	2093 25%	705 37%	503 19%	165 27%	925 39%	439 23%	409 27%	879 36%	448 19%	260 21%	214 18%	292 24%

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Absolutes/col percents

Table 79

Q.22 Which party do you think best represents the interests of each of the following - the Conservatives, Labour, the Liberal Democrats, or none of them?
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
A middle class professional																					
Conservatives	4593	2248	2345	447	585	815	804	729	1212	1322	1428	850	993	205	1123	1282	1153	689	346	616	1800
	56%	58%	55%	45%	45%	53%	60%	60%	69%	58%	58%	56%	51%	56%	54%	59%	57%	59%	49%	52%	55%
Labour	1148	575	573	188	255	264	162	134	144	341	312	203	292	41	328	278	311	130	102	239	458
	14%	15%	13%	19%	19%	17%	12%	11%	8%	15%	13%	13%	15%	11%	16%	13%	15%	11%	14%	20%	14%
Liberal Democrats	850	422	428	115	144	130	148	130	183	255	242	158	194	37	221	205	203	131	90	124	335
	10%	11%	10%	12%	11%	8%	11%	11%	10%	11%	10%	10%	10%	10%	11%	9%	10%	11%	13%	10%	10%
None of them	1581	645	936	250	329	340	237	212	214	356	461	306	458	81	425	398	365	225	167	217	683
	19%	17%	22%	25%	25%	22%	18%	18%	12%	16%	19%	20%	24%	22%	20%	18%	18%	19%	24%	18%	21%
Someone who has started their own small business																					
Conservatives	2932	1627	1305	258	341	471	500	489	873	974	923	487	548	103	773	846	681	419	213	403	1107
	36%	42%	30%	26%	26%	30%	37%	41%	50%	43%	38%	32%	28%	28%	37%	39%	34%	36%	30%	34%	34%
Labour	1893	855	1038	302	400	420	296	215	261	450	552	345	545	64	453	481	543	241	175	337	757
	23%	22%	24%	30%	30%	27%	22%	18%	15%	20%	23%	23%	28%	17%	22%	22%	27%	20%	25%	28%	23%
Liberal Democrats	844	389	455	123	145	146	118	117	196	269	250	151	175	36	236	214	188	137	70	121	331
	10%	10%	11%	12%	11%	9%	9%	10%	11%	12%	10%	10%	9%	10%	11%	10%	9%	12%	10%	10%	10%
None of them	2504	1021	1483	317	428	512	437	386	424	582	718	534	670	161	635	621	621	379	247	334	1081
	31%	26%	35%	32%	33%	33%	32%	32%	24%	26%	29%	35%	35%	44%	30%	29%	31%	32%	35%	28%	33%

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Table 79

Q.22 Which party do you think best represents the interests of each of the following - the Conservatives, Labour, the Liberal Democrats, or none of them?
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Trade unions																					
Conservatives	402	160	241	90	124	100	38	19	30	95	100	97	110	26	126	98	99	58	21	68	207
	5%	4%	6%	9%	9%	6%	3%	2%	2%	4%	4%	6%	6%	7%	6%	5%	5%	5%	3%	6%	6%
Labour	5951	3089	2862	504	747	1052	1055	1006	1588	1826	1803	1047	1275	239	1503	1606	1480	846	515	834	2291
	73%	79%	67%	50%	57%	68%	78%	83%	91%	80%	74%	69%	66%	66%	72%	74%	73%	72%	73%	70%	70%
Liberal Democrats	271	109	162	103	69	52	24	14	8	69	91	54	58	10	94	64	52	46	14	49	130
	3%	3%	4%	10%	5%	3%	2%	1%	*	3%	4%	4%	3%	3%	5%	3%	3%	4%	2%	4%	4%
None of them	1549	533	1016	303	373	345	234	167	128	285	449	320	495	89	373	393	402	226	155	245	649
	19%	14%	24%	30%	28%	22%	17%	14%	7%	13%	18%	21%	26%	24%	18%	18%	20%	19%	22%	20%	20%
Big companies																					
Conservatives	5561	2945	2616	494	706	1003	944	941	1472	1702	1686	990	1181	246	1398	1499	1368	824	472	809	2132
	68%	76%	61%	49%	54%	65%	70%	78%	84%	75%	69%	65%	61%	68%	67%	69%	67%	70%	67%	68%	65%
Labour	856	352	504	166	203	178	144	77	89	207	255	169	226	28	229	199	254	101	73	144	380
	10%	9%	12%	17%	15%	11%	11%	6%	5%	9%	10%	11%	12%	8%	11%	9%	13%	9%	10%	12%	12%
Liberal Democrats	268	101	168	74	71	49	30	25	18	64	64	78	63	22	80	74	53	47	15	44	122
	3%	3%	4%	7%	5%	3%	2%	2%	1%	3%	3%	5%	3%	6%	4%	3%	3%	4%	2%	4%	4%
None of them	1487	493	994	266	333	318	232	163	174	302	437	281	467	68	390	390	357	204	145	199	643
	18%	13%	23%	27%	25%	21%	17%	14%	10%	13%	18%	18%	24%	19%	19%	18%	18%	17%	21%	17%	20%

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Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
People who would rather live on benefits than work																					
Conservatives	581	266	316	83	134	147	89	51	77	137	189	133	123	40	167	162	137	90	25	112	287
	7%	7%	7%	8%	10%	9%	7%	4%	4%	6%	8%	9%	6%	11%	8%	8%	7%	8%	4%	9%	9%
Labour	3922	2035	1887	387	540	687	635	609	1064	1261	1188	697	777	157	1039	1061	948	588	286	508	1609
	48%	52%	44%	39%	41%	44%	47%	51%	61%	55%	49%	46%	40%	43%	50%	49%	47%	50%	41%	42%	49%
Liberal Democrats	536	291	244	122	101	100	65	59	89	153	157	118	107	30	147	144	141	56	48	86	228
	7%	7%	6%	12%	8%	6%	5%	5%	5%	7%	6%	8%	6%	8%	7%	7%	7%	5%	7%	7%	7%
None of them	3133	1299	1834	408	538	615	562	487	523	724	910	569	930	137	743	795	807	442	346	489	1154
	38%	33%	43%	41%	41%	40%	42%	40%	30%	32%	37%	38%	48%	38%	35%	37%	40%	38%	49%	41%	35%
An ambitious person who wants to be successful																					
Conservatives	3708	1877	1831	299	435	650	659	607	1057	1202	1154	624	728	158	969	1083	859	530	267	506	1448
	45%	48%	43%	30%	33%	42%	49%	50%	60%	53%	47%	41%	38%	43%	46%	50%	42%	45%	38%	42%	44%
Labour	1496	697	799	261	306	300	231	177	221	385	429	292	390	47	365	360	443	173	155	279	570
	18%	18%	19%	26%	23%	19%	17%	15%	13%	17%	18%	19%	20%	13%	17%	17%	22%	15%	22%	23%	17%
Liberal Democrats	661	326	335	119	132	113	92	94	112	191	199	119	152	33	178	165	160	113	44	96	288
	8%	8%	8%	12%	10%	7%	7%	8%	6%	8%	8%	8%	8%	9%	9%	8%	8%	10%	6%	8%	9%
None of them	2307	991	1316	322	440	487	368	328	363	497	661	483	667	126	584	554	570	360	239	314	971
	28%	25%	31%	32%	33%	31%	27%	27%	21%	22%	27%	32%	34%	35%	28%	26%	28%	31%	34%	26%	30%

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Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Someone like you																					
Conservatives	1958	1091	867	167	217	305	278	309	682	706	618	319	316	77	547	584	435	289	103	215	793
	24%	28%	20%	17%	17%	20%	21%	26%	39%	31%	25%	21%	16%	21%	26%	27%	21%	25%	15%	18%	24%
Labour	2466	1154	1312	320	447	513	430	343	413	615	732	482	638	89	564	613	722	325	242	465	947
	30%	30%	31%	32%	34%	33%	32%	28%	24%	27%	30%	32%	33%	24%	27%	28%	36%	28%	34%	39%	29%
Liberal Democrats	843	417	426	125	159	156	115	127	161	313	244	120	166	31	226	226	185	146	61	112	344
	10%	11%	10%	12%	12%	10%	8%	11%	9%	14%	10%	8%	9%	9%	11%	10%	9%	12%	9%	9%	11%
None of them	2905	1229	1676	388	490	575	529	427	497	640	850	597	818	167	760	739	691	417	299	404	1192
	36%	32%	39%	39%	37%	37%	39%	35%	28%	28%	35%	39%	42%	46%	36%	34%	34%	35%	42%	34%	36%
The country as a whole																					
Conservatives	2113	1158	955	174	254	324	306	335	720	695	663	377	378	86	563	652	459	323	117	239	851
	26%	30%	22%	17%	19%	21%	23%	28%	41%	31%	27%	25%	20%	24%	27%	30%	23%	27%	17%	20%	26%
Labour	2402	1153	1249	360	424	484	408	338	388	626	715	458	603	87	574	587	714	277	249	438	923
	29%	30%	29%	36%	32%	31%	30%	28%	22%	28%	29%	30%	31%	24%	27%	27%	35%	24%	35%	37%	28%
Liberal Democrats	663	356	307	90	126	125	96	106	120	236	181	109	137	28	179	170	145	125	44	90	282
	8%	9%	7%	9%	10%	8%	7%	9%	7%	10%	7%	7%	7%	8%	9%	8%	7%	11%	6%	8%	9%
None of them	2994	1224	1770	376	510	616	541	426	525	717	884	574	818	163	780	754	715	450	295	428	1221
	37%	31%	41%	38%	39%	40%	40%	35%	30%	32%	36%	38%	42%	45%	37%	35%	35%	38%	42%	36%	37%

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Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
An unemployed person who wants to work and is looking for a job																					
Conservatives	1692	916	776	144	205	279	243	266	554	552	550	289	300	66	473	501	360	253	105	204	685
	21%	24%	18%	14%	16%	18%	18%	22%	32%	24%	23%	19%	15%	18%	23%	23%	18%	22%	15%	17%	21%
Labour	3129	1518	1611	416	554	611	531	451	566	880	931	566	752	113	747	790	874	411	306	564	1187
	38%	39%	38%	42%	42%	39%	39%	37%	32%	39%	38%	37%	39%	31%	36%	37%	43%	35%	43%	47%	36%
Liberal Democrats	744	391	353	117	129	123	108	105	161	259	213	115	157	28	212	194	165	125	48	86	310
	9%	10%	8%	12%	10%	8%	8%	9%	9%	11%	9%	8%	8%	8%	10%	9%	8%	11%	7%	7%	9%
None of them	2608	1067	1542	323	425	536	468	384	471	584	749	548	728	157	665	677	634	386	246	341	1095
	32%	27%	36%	32%	32%	35%	35%	32%	27%	26%	31%	36%	38%	43%	32%	31%	31%	33%	35%	29%	33%
A retired person with a comfortable pension																					
Conservatives	3291	1644	1646	327	437	594	573	526	835	1049	1053	540	648	148	854	886	787	493	271	491	1309
	40%	42%	38%	33%	33%	38%	42%	44%	48%	46%	43%	36%	33%	41%	41%	41%	39%	42%	38%	41%	40%
Labour	1539	722	817	243	343	316	252	174	212	387	415	309	428	47	399	393	441	183	124	256	665
	19%	19%	19%	24%	26%	20%	19%	14%	12%	17%	17%	20%	22%	13%	19%	18%	22%	16%	18%	21%	20%
Liberal Democrats	594	314	280	87	109	114	91	86	107	180	176	111	127	31	149	150	144	103	48	88	244
	7%	8%	7%	9%	8%	7%	7%	7%	6%	8%	7%	7%	7%	8%	7%	7%	7%	9%	7%	7%	7%
None of them	2748	1211	1537	343	425	525	436	420	600	658	798	557	734	138	695	733	661	396	262	360	1059
	34%	31%	36%	34%	32%	34%	32%	35%	34%	29%	33%	37%	38%	38%	33%	34%	33%	34%	37%	30%	32%

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Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
A retired person who struggles on a very small pension																					
Conservatives	1047	553	494	117	151	200	152	128	299	305	314	196	232	47	299	289	236	163	61	141	435
	13%	14%	12%	12%	11%	13%	11%	11%	17%	13%	13%	13%	12%	13%	14%	13%	12%	14%	9%	12%	13%
Labour	3271	1612	1659	415	532	653	598	478	595	954	985	586	747	114	795	822	892	446	316	568	1306
	40%	41%	39%	42%	41%	42%	44%	40%	34%	42%	40%	39%	39%	31%	38%	38%	44%	38%	45%	48%	40%
Liberal Democrats	736	402	333	100	148	118	102	115	152	246	236	125	129	39	185	205	179	132	34	97	315
	9%	10%	8%	10%	11%	8%	8%	10%	9%	11%	10%	8%	7%	11%	9%	9%	9%	11%	5%	8%	10%
None of them	3118	1323	1795	367	482	578	498	485	708	770	908	611	830	164	818	846	726	435	294	389	1222
	38%	34%	42%	37%	37%	37%	37%	40%	40%	34%	37%	40%	43%	45%	39%	39%	36%	37%	42%	33%	37%
Self-employed people																					
Conservatives	2618	1505	1112	219	291	423	409	441	833	882	788	444	503	96	676	737	592	393	218	352	949
	32%	39%	26%	22%	22%	27%	30%	37%	48%	39%	32%	29%	26%	26%	32%	34%	29%	33%	31%	29%	29%
Labour	1766	809	957	291	359	389	306	208	213	438	535	325	467	61	445	429	520	211	160	336	742
	22%	21%	22%	29%	27%	25%	23%	17%	12%	19%	22%	21%	24%	17%	21%	20%	26%	18%	23%	28%	23%
Liberal Democrats	659	289	370	107	127	120	93	90	123	209	202	107	141	19	180	170	155	102	51	86	279
	8%	7%	9%	11%	10%	8%	7%	7%	7%	9%	8%	7%	7%	5%	9%	8%	8%	9%	7%	7%	9%
None of them	3130	1288	1843	383	537	616	542	467	585	746	917	641	826	187	795	825	765	470	276	421	1306
	38%	33%	43%	38%	41%	40%	40%	39%	33%	33%	38%	42%	43%	51%	38%	38%	38%	40%	39%	35%	40%

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Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Low-paid public sector workers																					
Conservatives	751	380	371	92	128	142	102	98	190	212	242	150	147	33	221	212	167	107	44	103	329
	9%	10%	9%	9%	10%	9%	8%	8%	11%	9%	10%	10%	8%	9%	11%	10%	8%	9%	6%	9%	10%
Labour	4473	2325	2148	462	642	825	761	686	1097	1403	1337	782	951	179	1115	1186	1163	609	401	683	1719
	55%	60%	50%	46%	49%	53%	56%	57%	63%	62%	55%	52%	49%	49%	53%	55%	57%	52%	57%	57%	52%
Liberal Democrats	537	248	289	101	116	102	61	79	78	155	161	104	117	22	152	147	118	98	22	81	222
	7%	6%	7%	10%	9%	7%	5%	7%	4%	7%	7%	7%	6%	6%	7%	7%	6%	8%	3%	7%	7%
None of them	2411	939	1472	346	428	479	426	343	388	505	703	482	722	131	610	617	584	362	238	328	1006
	30%	24%	34%	35%	33%	31%	32%	28%	22%	22%	29%	32%	37%	36%	29%	29%	29%	31%	34%	27%	31%
Low-paid private sector workers																					
Conservatives	1105	570	535	150	170	178	150	152	304	332	376	201	196	43	307	323	239	166	69	148	436
	14%	15%	12%	15%	13%	12%	11%	13%	17%	15%	15%	13%	10%	12%	15%	15%	12%	14%	10%	12%	13%
Labour	3589	1796	1793	393	554	693	633	538	778	1085	1069	627	808	134	878	953	966	471	321	587	1400
	44%	46%	42%	39%	42%	45%	47%	45%	44%	48%	44%	41%	42%	37%	42%	44%	48%	40%	46%	49%	43%
Liberal Democrats	687	356	332	101	124	136	86	107	133	201	207	128	152	39	196	170	152	119	50	85	303
	8%	9%	8%	10%	9%	9%	6%	9%	8%	9%	8%	8%	8%	11%	9%	8%	7%	10%	7%	7%	9%
None of them	2791	1169	1622	356	466	542	481	409	537	657	792	562	781	149	716	716	675	420	264	375	1138
	34%	30%	38%	36%	35%	35%	36%	34%	31%	29%	32%	37%	40%	41%	34%	33%	33%	36%	37%	31%	35%

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Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
A skilled manual worker																					
Conservatives	1482	871	611	120	153	241	211	234	522	489	463	238	293	57	414	441	316	225	85	148	601
	18%	22%	14%	12%	12%	16%	16%	19%	30%	21%	19%	16%	15%	16%	20%	20%	16%	19%	12%	12%	18%
Labour	3749	1763	1986	459	624	710	643	550	763	1116	1143	657	833	127	925	977	995	491	361	649	1427
	46%	45%	46%	46%	47%	46%	48%	46%	44%	49%	47%	43%	43%	35%	44%	45%	49%	42%	51%	54%	44%
Liberal Democrats	550	261	289	111	92	102	74	75	97	163	166	107	114	33	149	130	132	102	38	91	233
	7%	7%	7%	11%	7%	7%	5%	6%	6%	7%	7%	7%	6%	9%	7%	6%	6%	9%	5%	8%	7%
None of them	2391	996	1395	310	445	495	423	347	371	506	671	516	698	147	608	614	590	358	221	307	1016
	29%	26%	33%	31%	34%	32%	31%	29%	21%	22%	27%	34%	36%	40%	29%	28%	29%	30%	31%	26%	31%
An immigrant who wants to work and contribute																					
Conservatives	1787	951	836	110	209	309	292	303	564	531	552	315	389	75	438	558	415	265	111	214	705
	22%	24%	20%	11%	16%	20%	22%	25%	32%	23%	23%	21%	20%	21%	21%	26%	20%	23%	16%	18%	22%
Labour	3006	1463	1544	399	483	589	536	438	561	855	917	577	657	118	796	756	784	418	252	524	1206
	37%	38%	36%	40%	37%	38%	40%	36%	32%	38%	38%	38%	34%	32%	38%	35%	39%	36%	36%	44%	37%
Liberal Democrats	1095	575	519	169	177	187	163	154	245	366	325	174	230	40	286	268	276	161	103	149	437
	13%	15%	12%	17%	14%	12%	12%	13%	14%	16%	13%	11%	12%	11%	14%	12%	14%	14%	15%	12%	13%
None of them	2285	902	1382	322	444	463	360	312	384	523	649	451	661	130	576	580	558	332	239	308	928
	28%	23%	32%	32%	34%	30%	27%	26%	22%	23%	27%	30%	34%	36%	27%	27%	27%	28%	34%	26%	28%

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Absolutes/col percents

Table 79

Q.22 Which party do you think best represents the interests of each of the following - the Conservatives, Labour, the Liberal Democrats, or none of them?
Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
An immigrant who wants to take advantage of the benefit system																					
Conservatives	1099	459	640	91	161	292	204	150	201	185	314	239	362	49	251	304	292	166	86	168	427
	13%	12%	15%	9%	12%	19%	15%	12%	11%	8%	13%	16%	19%	14%	12%	14%	14%	14%	12%	14%	13%
Labour	3625	1894	1731	384	518	641	605	569	909	1153	1115	655	702	163	974	1002	893	512	244	487	1495
	44%	49%	40%	38%	39%	41%	45%	47%	52%	51%	46%	43%	36%	45%	46%	46%	44%	44%	35%	41%	46%
Liberal Democrats	662	369	292	110	125	115	97	89	126	193	195	143	131	32	182	164	170	85	60	113	275
	8%	9%	7%	11%	10%	7%	7%	7%	7%	8%	8%	9%	7%	9%	9%	8%	8%	7%	9%	9%	8%
None of them	2787	1169	1618	415	509	502	445	398	517	744	819	481	742	119	689	691	677	413	315	427	1079
	34%	30%	38%	42%	39%	32%	33%	33%	29%	33%	34%	32%	38%	33%	33%	32%	33%	35%	45%	36%	33%

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Table 79

Q.22 Which party do you think best represents the interests of each of the following - the Conservatives, Labour, the Liberal Democrats, or none of them?
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
A middle class professional												
Conservatives	4593	1522	1218	292	1765	859	807	1676	1158	627	548	583
	56%	81%	47%	48%	77%	46%	53%	72%	51%	52%	47%	48%
Labour	1148	52	834	31	80	588	160	149	318	148	263	270
	14%	3%	32%	5%	3%	31%	11%	6%	14%	12%	22%	22%
Liberal Democrats	850	90	280	216	116	201	328	187	215	125	187	137
	10%	5%	11%	35%	5%	11%	22%	8%	10%	10%	16%	11%
None of them	1581	207	272	72	335	226	220	316	565	303	178	219
	19%	11%	10%	12%	15%	12%	15%	14%	25%	25%	15%	18%
Someone who has started their own small business												
Conservatives	2932	1354	552	174	1465	406	435	1388	511	387	361	285
	36%	72%	21%	28%	64%	22%	29%	60%	23%	32%	31%	24%
Labour	1893	85	1344	58	142	929	288	238	650	220	382	402
	23%	5%	52%	9%	6%	50%	19%	10%	29%	18%	33%	33%
Liberal Democrats	844	103	198	253	136	130	355	207	221	130	173	113
	10%	6%	8%	41%	6%	7%	23%	9%	10%	11%	15%	9%
None of them	2504	329	510	127	554	409	436	495	874	466	259	409
	31%	18%	20%	21%	24%	22%	29%	21%	39%	39%	22%	34%

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Table 79

Q.22 Which party do you think best represents the interests of each of the following - the Conservatives, Labour, the Liberal Democrats, or none of them?
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Trade unions												
Conservatives	402	156	105	21	153	74	30	131	97	59	82	33
	5%	8%	4%	4%	7%	4%	2%	6%	4%	5%	7%	3%
Labour	5951	1502	2102	446	1869	1488	1200	1884	1492	845	832	897
	73%	80%	81%	73%	81%	79%	79%	81%	66%	70%	71%	74%
Liberal Democrats	271	40	71	68	38	41	77	57	58	52	72	32
	3%	2%	3%	11%	2%	2%	5%	2%	3%	4%	6%	3%
None of them	1549	174	327	76	237	271	208	255	610	247	190	248
	19%	9%	13%	12%	10%	14%	14%	11%	27%	21%	16%	20%
Big companies												
Conservatives	5561	1443	1807	436	1747	1267	1168	1731	1359	767	752	951
	68%	77%	69%	71%	76%	68%	77%	74%	60%	64%	64%	79%
Labour	856	136	465	36	174	337	82	169	281	133	180	93
	10%	7%	18%	6%	8%	18%	5%	7%	12%	11%	15%	8%
Liberal Democrats	268	41	72	67	47	52	72	75	63	56	66	9
	3%	2%	3%	11%	2%	3%	5%	3%	3%	5%	6%	1%
None of them	1487	251	260	73	329	218	193	353	554	247	178	156
	18%	13%	10%	12%	14%	12%	13%	15%	25%	21%	15%	13%

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Table 79

Q.22 Which party do you think best represents the interests of each of the following - the Conservatives, Labour, the Liberal Democrats, or none of them?
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
People who would rather live on benefits than work												
Conservatives	581	129	241	34	146	176	71	121	204	70	119	67
	7%	7%	9%	6%	6%	9%	5%	5%	9%	6%	10%	6%
Labour	3922	1424	798	342	1703	574	706	1654	823	671	472	303
	48%	76%	31%	56%	74%	31%	47%	71%	36%	56%	40%	25%
Liberal Democrats	536	86	222	60	128	136	104	149	136	95	91	65
	7%	5%	9%	10%	6%	7%	7%	6%	6%	8%	8%	5%
None of them	3133	231	1343	175	320	988	633	404	1093	368	494	774
	38%	12%	52%	29%	14%	53%	42%	17%	48%	31%	42%	64%
An ambitious person who wants to be successful												
Conservatives	3708	1571	710	235	1765	545	605	1672	734	527	462	313
	45%	84%	27%	38%	77%	29%	40%	72%	33%	44%	39%	26%
Labour	1496	24	1169	35	66	830	200	155	520	168	307	346
	18%	1%	45%	6%	3%	44%	13%	7%	23%	14%	26%	29%
Liberal Democrats	661	80	152	225	88	69	298	172	169	96	140	84
	8%	4%	6%	37%	4%	4%	20%	7%	8%	8%	12%	7%
None of them	2307	196	574	116	377	430	412	329	833	411	268	467
	28%	10%	22%	19%	16%	23%	27%	14%	37%	34%	23%	39%

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Table 79

Q.22 Which party do you think best represents the interests of each of the following - the Conservatives, Labour, the Liberal Democrats, or none of them?
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Someone like you												
Conservatives	1958	1490	64	42	1474	70	120	1330	213	220	179	16
	24%	80%	2%	7%	64%	4%	8%	57%	9%	18%	15%	1%
Labour	2466	33	2000	29	121	1402	364	246	834	255	488	643
	30%	2%	77%	5%	5%	75%	24%	11%	37%	21%	42%	53%
Liberal Democrats	843	54	102	427	67	49	536	224	179	137	208	95
	10%	3%	4%	70%	3%	3%	35%	10%	8%	11%	18%	8%
None of them	2905	295	438	114	634	354	496	529	1030	591	300	455
	36%	16%	17%	19%	28%	19%	33%	23%	46%	49%	26%	38%
The country as a whole												
Conservatives	2113	1469	83	82	1454	92	188	1316	265	294	212	27
	26%	79%	3%	13%	63%	5%	12%	57%	12%	24%	18%	2%
Labour	2402	45	1886	53	129	1306	379	250	791	273	492	596
	29%	2%	72%	9%	6%	70%	25%	11%	35%	23%	42%	49%
Liberal Democrats	663	54	93	335	75	53	377	172	143	103	158	87
	8%	3%	4%	55%	3%	3%	25%	7%	6%	9%	13%	7%
None of them	2994	303	543	142	639	423	571	589	1057	533	315	500
	37%	16%	21%	23%	28%	23%	38%	25%	47%	44%	27%	41%

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Table 79

Q.22 Which party do you think best represents the interests of each of the following - the Conservatives, Labour, the Liberal Democrats, or none of them?
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
An unemployed person who wants to work and is looking for a job												
Conservatives	1692	1124	82	60	1150	68	152	1076	208	205	170	33
	21%	60%	3%	10%	50%	4%	10%	46%	9%	17%	14%	3%
Labour	3129	221	2028	142	343	1400	592	464	998	386	592	689
	38%	12%	78%	23%	15%	75%	39%	20%	44%	32%	50%	57%
Liberal Democrats	744	158	81	272	181	44	335	261	147	122	147	66
	9%	8%	3%	45%	8%	2%	22%	11%	7%	10%	13%	5%
None of them	2608	369	413	138	623	363	435	527	903	490	267	422
	32%	20%	16%	23%	27%	19%	29%	23%	40%	41%	23%	35%
A retired person with a comfortable pension												
Conservatives	3291	1193	850	248	1329	568	628	1293	662	449	444	443
	40%	64%	33%	41%	58%	30%	41%	56%	29%	37%	38%	37%
Labour	1539	108	1077	56	141	775	212	212	513	181	321	312
	19%	6%	41%	9%	6%	41%	14%	9%	23%	15%	27%	26%
Liberal Democrats	594	103	138	178	119	102	227	187	133	94	124	56
	7%	6%	5%	29%	5%	5%	15%	8%	6%	8%	11%	5%
None of them	2748	467	539	130	708	430	448	636	948	478	288	399
	34%	25%	21%	21%	31%	23%	30%	27%	42%	40%	24%	33%

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Table 79

Q.22 Which party do you think best represents the interests of each of the following - the Conservatives, Labour, the Liberal Democrats, or none of them?
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
A retired person who struggles on a very small pension												
Conservatives	1047	593	200	45	607	134	78	550	174	127	140	56
	13%	32%	8%	7%	26%	7%	5%	24%	8%	11%	12%	5%
Labour	3271	466	1804	196	582	1263	636	694	918	420	603	637
	40%	25%	69%	32%	25%	67%	42%	30%	41%	35%	51%	53%
Liberal Democrats	736	194	109	211	216	70	288	290	132	118	124	72
	9%	10%	4%	35%	9%	4%	19%	12%	6%	10%	11%	6%
None of them	3118	618	492	159	891	407	512	795	1032	538	309	445
	38%	33%	19%	26%	39%	22%	34%	34%	46%	45%	26%	37%
Self-employed people												
Conservatives	2618	1197	543	183	1281	381	434	1230	436	348	341	263
	32%	64%	21%	30%	56%	20%	29%	53%	19%	29%	29%	22%
Labour	1766	92	1247	63	164	867	257	218	603	214	356	374
	22%	5%	48%	10%	7%	46%	17%	9%	27%	18%	30%	31%
Liberal Democrats	659	107	148	201	118	95	260	200	154	92	133	80
	8%	6%	6%	33%	5%	5%	17%	9%	7%	8%	11%	7%	
None of them	3130	475	666	165	734	530	564	679	1063	550	346	492
	38%	25%	26%	27%	32%	28%	37%	29%	47%	46%	29%	41%

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Table 79

Q.22 Which party do you think best represents the interests of each of the following - the Conservatives, Labour, the Liberal Democrats, or none of them?
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Low-paid public sector workers												
Conservatives	751	477	97	36	455	72	60	406	109	83	116	36
	9%	26%	4%	6%	20%	4%	4%	17%	5%	7%	10%	3%
Labour	4473	894	2054	301	1139	1416	882	1233	1156	613	694	777
	55%	48%	79%	49%	50%	76%	58%	53%	51%	51%	59%	64%
Liberal Democrats	537	105	94	163	124	66	193	190	108	89	101	50
	7%	6%	4%	27%	5%	4%	13%	8%	5%	7%	9%	4%
None of them	2411	394	359	111	578	320	380	499	883	418	264	346
	30%	21%	14%	18%	25%	17%	25%	21%	39%	35%	22%	29%
Low-paid private sector workers												
Conservatives	1105	638	162	57	645	117	101	593	184	137	147	44
	14%	34%	6%	9%	28%	6%	7%	25%	8%	11%	12%	4%
Labour	3589	546	1913	206	710	1313	692	826	981	471	620	691
	44%	29%	73%	34%	31%	70%	46%	35%	43%	39%	53%	57%
Liberal Democrats	687	155	119	205	178	71	264	232	149	107	114	85
	8%	8%	5%	33%	8%	4%	17%	10%	7%	9%	10%	7%
None of them	2791	532	411	144	764	373	457	676	943	489	295	389
	34%	28%	16%	24%	33%	20%	30%	29%	42%	41%	25%	32%

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Q.22 Which party do you think best represents the interests of each of the following - the Conservatives, Labour, the Liberal Democrats, or none of them?
Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
A skilled manual worker												
Conservatives	1482	987	86	64	1022	82	116	919	189	180	157	36
	18%	53%	3%	10%	44%	4%	8%	39%	8%	15%	13%	3%
Labour	3749	423	2094	224	597	1435	756	746	1069	495	676	762
	46%	23%	80%	37%	26%	77%	50%	32%	47%	41%	57%	63%
Liberal Democrats	550	97	77	201	107	48	256	175	125	87	108	56
	7%	5%	3%	33%	5%	3%	17%	8%	6%	7%	9%	5%
None of them	2391	364	348	123	571	309	387	487	873	441	235	355
	29%	19%	13%	20%	25%	17%	26%	21%	39%	37%	20%	29%
An immigrant who wants to work and contribute												
Conservatives	1787	890	261	85	972	178	225	898	372	230	162	125
	22%	48%	10%	14%	42%	9%	15%	39%	16%	19%	14%	10%
Labour	3006	409	1599	170	568	1115	563	602	826	418	560	600
	37%	22%	61%	28%	25%	59%	37%	26%	37%	35%	48%	50%
Liberal Democrats	1095	235	254	224	283	170	336	346	239	177	196	136
	13%	13%	10%	37%	12%	9%	22%	15%	11%	15%	17%	11%
None of them	2285	337	491	133	473	411	390	481	819	378	259	349
	28%	18%	19%	22%	21%	22%	26%	21%	36%	31%	22%	29%

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Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
An immigrant who wants to take advantage of the benefit system												
Conservatives	1099	175	484	47	230	341	162	177	457	141	147	178
	13%	9%	19%	8%	10%	18%	11%	8%	20%	12%	12%	15%
Labour	3625	1263	827	314	1508	607	657	1473	763	625	438	327
	44%	68%	32%	51%	66%	32%	43%	63%	34%	52%	37%	27%
Liberal Democrats	662	143	232	73	186	151	129	185	174	116	94	93
	8%	8%	9%	12%	8%	8%	9%	8%	8%	10%	8%	8%
None of them	2787	289	1062	178	373	776	566	493	862	322	497	612
	34%	15%	41%	29%	16%	41%	37%	21%	38%	27%	42%	51%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 80
Segment
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Optimistic Individualists	2412 29%	1338 32%	1074 25%	236 23%	326 24%	362 23%	318 22%	386 31%	785 44%	866 38%	732 30%	462 26%	352 18%	180 29%	658 31%	692 31%	520 25%	375 31%	167 23%	244 20%	1028 29%
Entitlement Anxiety	2321 28%	871 21%	1450 34%	232 23%	363 27%	496 31%	477 33%	383 30%	370 21%	380 17%	653 27%	567 32%	722 37%	170 28%	508 24%	601 27%	659 31%	322 27%	231 32%	352 29%	969 28%
Suspicious Strivers	1265 15%	710 17%	555 13%	161 16%	224 17%	252 16%	249 17%	174 14%	205 12%	305 13%	349 14%	321 18%	290 15%	133 22%	325 15%	343 15%	336 16%	180 15%	82 11%	184 15%	567 16%
Liberal Idealists	1205 14%	574 14%	632 15%	234 23%	258 19%	242 15%	172 12%	129 10%	170 10%	390 17%	379 16%	208 12%	228 12%	71 12%	370 17%	269 12%	278 13%	165 14%	124 17%	207 17%	534 15%
Downbeat Dependants	1220 14%	635 15%	585 14%	148 15%	178 13%	248 15%	217 15%	192 15%	239 13%	334 15%	330 14%	211 12%	346 18%	55 9%	281 13%	319 14%	320 15%	173 14%	128 17%	208 17%	424 12%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 80
Segment
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Optimistic Individualists	2412	1267	269	184	1360	211	317	2412	-	-	-	-
	29%	66%	10%	30%	57%	11%	21%	100%	-	-	-	-
Entitlement Anxiety	2321	208	866	130	390	650	409	-	2321	-	-	-
	28%	11%	33%	21%	17%	34%	27%	-	100%	-	-	-
Suspicious Strivers	1265	252	311	101	362	237	225	-	-	1265	-	-
	15%	13%	12%	16%	15%	12%	15%	-	-	100%	-	-
Liberal Idealists	1205	170	520	135	182	358	283	-	-	-	1205	-
	14%	9%	20%	22%	8%	19%	18%	-	-	-	100%	-
Downbeat Dependants	1220	29	688	68	71	462	302	-	-	-	-	1220
	14%	2%	26%	11%	3%	24%	20%	-	-	-	-	100%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 81
Gender
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Male	4128	4128	-	347	562	797	719	658	1045	1236	1079	1038	775	472	985	1138	1035	599	371	469	2024
	49%	100%	-	34%	42%	50%	50%	52%	59%	54%	44%	59%	40%	77%	46%	51%	49%	49%	51%	39%	57%
Female	4296	-	4296	664	785	804	714	606	724	1038	1364	731	1162	138	1156	1085	1079	616	361	726	1499
	51%	-	100%	66%	58%	50%	50%	48%	41%	46%	56%	41%	60%	23%	54%	49%	51%	51%	49%	61%	43%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 81
Gender
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Male	4128	1072	1287	311	1327	912	734	1338	871	710	574	635
	49%	56%	48%	50%	56%	48%	48%	55%	38%	56%	48%	52%
Female	4296	853	1367	306	1038	1006	801	1074	1450	555	632	585
	51%	44%	52%	50%	44%	52%	52%	45%	62%	44%	52%	48%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 82
Age
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
18-24	1011	347	664	1011	-	-	-	-	-	263	359	170	218	25	355	216	237	134	68	118	404
	12%	8%	15%	100%	-	-	-	-	-	12%	15%	10%	11%	4%	17%	10%	11%	11%	9%	10%	11%
25-34	1348	562	785	-	1348	-	-	-	-	346	417	277	308	87	375	303	378	165	128	268	765
	16%	14%	18%	-	100%	-	-	-	-	15%	17%	16%	16%	14%	17%	14%	18%	14%	18%	22%	22%
35-44	1601	797	804	-	-	1601	-	-	-	414	460	368	358	145	385	450	378	245	142	318	920
	19%	19%	19%	-	-	100%	-	-	-	18%	19%	21%	18%	24%	18%	20%	18%	20%	19%	27%	26%
45-54	1432	719	714	-	-	-	1432	-	-	274	384	403	372	188	303	425	390	194	121	306	753
	17%	17%	17%	-	-	-	100%	-	-	12%	16%	23%	19%	31%	14%	19%	18%	16%	17%	26%	21%
55-64	1264	658	606	-	-	-	-	1264	-	344	326	307	287	138	281	352	307	193	130	147	499
	15%	16%	14%	-	-	-	-	100%	-	15%	13%	17%	15%	23%	13%	16%	15%	16%	18%	12%	14%
65+	1769	1045	724	-	-	-	-	-	1769	633	497	245	394	28	442	477	424	284	142	38	181
	21%	25%	17%	-	-	-	-	-	100%	28%	20%	14%	20%	5%	21%	21%	20%	23%	19%	3%	5%
Average age	46.90	49.41	44.49	21.17	30.11	39.83	49.84	59.30	69.55	48.72	45.64	46.10	47.07	46.59	45.05	48.21	46.56	48.15	47.24	41.59	41.88

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 82
Age
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
18-24	1011	149	372	86	132	173	147	236	232	161	234	148
	12%	8%	14%	14%	6%	9%	10%	10%	10%	13%	19%	12%
25-34	1348	233	483	112	234	321	247	326	363	224	258	178
	16%	12%	18%	18%	10%	17%	16%	14%	16%	18%	21%	15%
35-44	1601	299	552	109	381	413	289	362	496	252	242	248
	19%	16%	21%	18%	16%	22%	19%	15%	21%	20%	20%	20%
45-54	1432	305	468	86	369	350	269	318	477	249	172	217
	17%	16%	18%	14%	16%	18%	18%	13%	21%	20%	14%	18%
55-64	1264	301	371	106	408	302	254	386	383	174	129	192
	15%	16%	14%	17%	17%	16%	17%	16%	17%	14%	11%	16%
65+	1769	637	408	118	841	360	328	785	370	205	170	239
	21%	33%	15%	19%	36%	19%	21%	33%	16%	16%	14%	20%
Average age	46.90	51.73	44.51	45.94	53.58	47.04	47.86	50.92	46.41	45.18	41.69	46.80

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 83
Social Grade
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
AB	2275	1236	1038	263	346	414	274	344	633	2275	-	-	-	-	659	598	517	314	186	398	885
	27%	30%	24%	26%	26%	26%	19%	27%	36%	100%	-	-	-	-	31%	27%	24%	26%	25%	33%	25%
C1	2443	1079	1364	359	417	460	384	326	497	-	2443	-	-	-	659	611	606	356	211	493	1051
	29%	26%	32%	36%	31%	29%	27%	26%	28%	-	100%	-	-	-	31%	27%	29%	29%	29%	41%	30%
C2	1769	1038	731	170	277	368	403	307	245	-	-	1769	-	610	417	454	468	279	151	182	1088
	21%	25%	17%	17%	21%	23%	28%	24%	14%	-	-	100%	-	100%	19%	20%	22%	23%	21%	15%	31%
DE	1937	775	1162	218	308	358	372	287	394	-	-	-	1937	-	406	560	522	266	182	122	498
	23%	19%	27%	22%	23%	22%	26%	23%	22%	-	-	-	100%	-	19%	25%	25%	22%	25%	10%	14%

Blue Collar Workers Study

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Absolutes/col percents

Table 83
Social Grade
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
AB	2275	634	680	226	750	487	522	866	380	305	390	334
	27%	33%	26%	37%	32%	25%	34%	36%	16%	24%	32%	27%
C1	2443	612	781	166	740	532	456	732	653	349	379	330
	29%	32%	29%	27%	31%	28%	30%	30%	28%	28%	31%	27%
C2	1769	380	537	111	474	415	267	462	567	321	208	211
	21%	20%	20%	18%	20%	22%	17%	19%	24%	25%	17%	17%
DE	1937	299	656	115	400	484	289	352	722	290	228	346
	23%	16%	25%	19%	17%	25%	19%	15%	31%	23%	19%	28%

Blue Collar Workers Study

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Absolutes/col percents

Table 84
GO Region
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Scotland	731	371	361	68	128	142	121	130	142	186	211	151	182	46	-	-	-	-	731	133	282
	9%	9%	8%	7%	10%	9%	8%	10%	8%	8%	9%	9%	9%	8%	-	-	-	-	100%	11%	8%
North East	381	184	197	44	74	61	72	41	88	87	111	80	103	20	-	-	381	-	-	59	132
	5%	4%	5%	4%	5%	4%	5%	3%	5%	4%	5%	5%	5%	3%	-	-	18%	-	-	5%	4%
North West	990	487	503	101	172	171	193	148	205	256	273	205	256	79	-	-	990	-	-	137	417
	12%	12%	12%	10%	13%	11%	13%	12%	12%	11%	11%	12%	13%	13%	-	-	47%	-	-	11%	12%
Yorkshire & Humberside	743	365	378	93	132	145	125	118	130	175	222	183	163	64	-	-	743	-	-	123	317
	9%	9%	9%	9%	10%	9%	9%	9%	7%	8%	9%	10%	8%	11%	-	-	35%	-	-	10%	9%
West Midlands	779	399	381	83	117	171	146	127	134	209	203	168	200	49	-	779	-	-	-	105	326
	9%	10%	9%	8%	9%	11%	10%	10%	8%	9%	8%	9%	10%	8%	-	35%	-	-	-	9%	9%
East Midlands	655	333	321	69	93	131	127	85	149	161	203	132	159	48	-	655	-	-	-	73	269
	8%	8%	7%	7%	7%	8%	9%	7%	8%	7%	8%	7%	8%	8%	-	29%	-	-	-	6%	8%
Wales	447	228	218	39	65	102	76	71	94	103	145	98	100	32	-	-	-	447	-	92	178
	5%	6%	5%	4%	5%	6%	5%	6%	5%	5%	6%	6%	5%	5%	-	-	-	37%	-	8%	5%
Eastern	789	406	383	64	93	147	152	140	194	229	206	154	201	53	-	789	-	-	-	97	331
	9%	10%	9%	6%	7%	9%	11%	11%	11%	10%	8%	9%	10%	9%	-	36%	-	-	-	8%	9%
London	1060	479	581	206	209	223	156	125	141	339	357	180	185	56	1060	-	-	-	-	155	504
	13%	12%	14%	20%	16%	14%	11%	10%	8%	15%	15%	10%	10%	9%	50%	-	-	-	-	13%	14%
South East	1081	506	575	150	165	163	147	156	300	320	302	237	222	86	1081	-	-	-	-	128	432
	13%	12%	13%	15%	12%	10%	10%	12%	17%	14%	12%	13%	11%	14%	50%	-	-	-	-	11%	12%
South West	768	371	398	95	100	144	118	122	191	211	210	181	166	78	-	-	-	768	-	93	335
	9%	9%	9%	9%	7%	9%	8%	10%	11%	9%	9%	10%	9%	13%	-	-	-	63%	-	8%	10%

Blue Collar Workers Study

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Absolutes/col percents

Table 84
GO Region
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Scotland	731	76	214	30	101	196	73	167	231	82	124	128
	9%	4%	8%	5%	4%	10%	5%	7%	10%	6%	10%	10%
North East	381	52	167	25	72	124	69	80	123	60	46	71
	5%	3%	6%	4%	3%	6%	4%	3%	5%	5%	4%	6%
North West	990	199	384	60	245	279	170	265	306	150	122	146
	12%	10%	14%	10%	10%	15%	11%	11%	13%	12%	10%	12%
Yorkshire & Humberside	743	150	269	50	173	198	144	174	230	126	110	103
	9%	8%	10%	8%	7%	10%	9%	7%	10%	10%	9%	8%
West Midlands	779	193	278	46	244	200	126	199	251	124	90	116
	9%	10%	10%	7%	10%	10%	8%	8%	11%	10%	7%	10%
East Midlands	655	180	184	54	212	136	124	201	174	101	94	84
	8%	9%	7%	9%	9%	7%	8%	8%	8%	8%	8%	7%
Wales	447	83	151	34	106	113	80	119	135	72	57	63
	5%	4%	6%	5%	4%	6%	5%	5%	6%	6%	5%	5%
Eastern	789	231	180	59	283	118	158	292	176	118	85	118
	9%	12%	7%	10%	12%	6%	10%	12%	8%	9%	7%	10%
London	1060	240	407	72	293	272	169	295	221	178	209	158
	13%	12%	15%	12%	12%	14%	11%	12%	10%	14%	17%	13%
South East	1081	323	232	93	401	151	210	363	287	147	161	123
	13%	17%	9%	15%	17%	8%	14%	15%	12%	12%	13%	10%
South West	768	197	191	94	237	132	212	256	187	108	108	109
	9%	10%	7%	15%	10%	7%	14%	11%	8%	9%	9%	9%

Blue Collar Workers Study

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Absolutes/col percents

Table 85
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Yes	1063	558	505	59	166	230	260	179	168	357	341	220	145	29	222	248	315	159	119	498	323
	13%	14%	12%	6%	12%	14%	18%	14%	9%	16%	14%	12%	7%	5%	10%	11%	15%	13%	16%	42%	9%
No	7281	3533	3748	933	1168	1344	1166	1074	1596	1894	2084	1526	1776	569	1893	1953	1783	1048	605	685	3159
	86%	86%	87%	92%	87%	84%	81%	85%	90%	83%	85%	86%	92%	93%	88%	88%	84%	86%	83%	57%	90%
Refused	80	37	43	18	14	27	6	11	5	23	18	23	16	12	26	23	16	8	7	12	40
	1%	1%	1%	2%	1%	2%	*	1%	*	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 85
Are you a member of a Trade Union?
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Yes	1063	148	502	70	202	404	221	187	335	139	176	226
	13%	8%	19%	11%	9%	21%	14%	8%	14%	11%	15%	19%
No	7281	1772	2127	542	2155	1497	1309	2211	1964	1112	1009	985
	86%	92%	80%	88%	91%	78%	85%	92%	85%	88%	84%	81%
Refused	80	5	25	5	8	17	5	14	23	14	21	8
	1%	*	1%	1%	*	1%	*	1%	1%	1%	2%	1%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 86
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Yes	1134	650	485	101	196	248	174	170	245	516	322	203	93	89	403	286	233	149	64	135	643
	13%	16%	11%	10%	15%	16%	12%	13%	14%	23%	13%	11%	5%	15%	19%	13%	11%	12%	9%	11%	18%
No	7193	3433	3760	889	1134	1333	1243	1081	1512	1731	2098	1542	1822	508	1703	1911	1861	1057	661	1048	2841
	85%	83%	88%	88%	84%	83%	87%	86%	85%	76%	86%	87%	94%	83%	80%	86%	88%	87%	90%	88%	81%
Refused	97	45	52	21	18	19	15	13	12	27	23	25	22	13	34	26	20	10	7	12	38
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 86
Do you have Private Health Insurance?
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Yes	1134	383	290	102	440	233	207	484	221	185	169	74
	13%	20%	11%	17%	19%	12%	13%	20%	10%	15%	14%	6%
No	7193	1533	2347	509	1918	1667	1320	1908	2070	1058	1019	1138
	85%	80%	88%	83%	81%	87%	86%	79%	89%	84%	85%	93%
Refused	97	9	18	6	8	19	7	20	31	22	17	7
	1%	*	1%	1%	*	1%	*	1%	1%	2%	1%	1%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 87
Were you privately educated?
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Yes	759	370	389	122	131	137	90	93	186	333	236	105	86	45	270	162	131	130	66	103	344
	9%	9%	9%	12%	10%	9%	6%	7%	11%	15%	10%	6%	4%	7%	13%	7%	6%	11%	9%	9%	10%
No	7613	3730	3883	880	1205	1450	1335	1167	1576	1924	2200	1654	1835	558	1849	2042	1975	1082	664	1087	3156
	90%	90%	90%	87%	89%	91%	93%	92%	89%	85%	90%	94%	95%	91%	86%	92%	93%	89%	91%	91%	90%
Refused	52	28	24	9	12	13	8	3	7	18	8	10	16	7	22	19	8	3	1	6	23
	1%	1%	1%	1%	1%	1%	1%	*	*	1%	*	1%	1%	1%	1%	1%	*	*	*	*	1%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 87
Were you privately educated?
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Yes	759	260	169	91	280	110	170	318	129	105	150	58
	9%	14%	6%	15%	12%	6%	11%	13%	6%	8%	12%	5%
No	7613	1657	2469	523	2077	1796	1359	2087	2184	1143	1043	1157
	90%	86%	93%	85%	88%	94%	89%	87%	94%	90%	86%	95%
Refused	52	8	16	2	9	13	6	8	9	18	13	5
	1%	*	1%	*	*	1%	*	*	*	1%	1%	*

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 88
Are you self employed?
Base: All respondents who work

		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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	4561	2373	2188	443	983	1158	1061	677	239	1755	1233	1035	538	504	1257	1081	1184	636	403	1164	3397
Weighted base	4717	2493	2225	523	1033	1238	1058	646	219	1283	1544	1271	620	610	1219	1201	1185	697	415	1195	3522
Yes	1223	812	411	88	200	282	310	244	98	250	263	610	99	610	318	324	302	194	84	91	1131
	26%	33%	18%	17%	19%	23%	29%	38%	45%	20%	17%	48%	16%	100%	26%	27%	25%	28%	20%	8%	32%
No	3495	1681	1814	435	833	956	748	402	121	1032	1281	661	521	-	900	877	883	504	331	1104	2391
	74%	67%	82%	83%	81%	77%	71%	62%	55%	80%	83%	52%	84%	-	74%	73%	75%	72%	80%	92%	68%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 88
Are you self employed?
Base: All respondents who work

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	4561	1090	1389	359	1299	919	885	1324	1194	723	715	605
Weighted base	4717	1037	1595	343	1216	1142	862	1273	1321	751	741	632
Yes	1223	290	330	93	342	253	206	383	313	222	175	129
	26%	28%	21%	27%	28%	22%	24%	30%	24%	30%	24%	20%
No	3495	746	1265	250	874	889	657	890	1008	529	566	502
	74%	72%	79%	73%	72%	78%	76%	70%	76%	70%	76%	80%

Blue Collar Workers Study

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Absolutes/col percents

Table 89
Tenure
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Homeowners	5728 68%	2977 72%	2752 64%	529 52%	673 50%	1034 65%	989 69%	990 78%	1513 86%	1915 84%	1709 70%	1244 70%	861 44%	453 74%	1346 63%	1577 71%	1474 70%	864 71%	467 64%	863 72%	2374 67%
Owned outright - without mortgage	2779 33%	1530 37%	1250 29%	195 19%	125 9%	205 13%	314 22%	646 51%	1294 73%	980 43%	809 33%	522 29%	469 24%	176 29%	669 31%	737 33%	706 33%	452 37%	215 29%	233 20%	761 22%
Owned with a mortgage or loan	2949 35%	1447 35%	1502 35%	334 33%	548 41%	829 52%	675 47%	344 27%	219 12%	935 41%	901 37%	722 41%	391 20%	276 45%	677 32%	840 38%	768 36%	412 34%	252 34%	630 53%	1613 46%
NET: Renters	2597 31%	1116 27%	1480 34%	432 43%	658 49%	551 34%	435 30%	271 21%	251 14%	335 15%	702 29%	505 29%	1056 55%	152 25%	772 36%	611 27%	619 29%	338 28%	257 35%	321 27%	1099 31%
Rented from the council	1095 13%	482 12%	614 14%	136 13%	222 16%	248 16%	222 15%	141 11%	126 7%	65 3%	232 10%	216 12%	582 30%	55 9%	306 14%	254 11%	274 13%	118 10%	143 20%	117 10%	388 11%
Rented from a housing association	452 5%	190 5%	261 6%	67 7%	86 6%	103 6%	80 6%	54 4%	63 4%	43 2%	112 5%	86 5%	211 11%	28 5%	135 6%	125 6%	107 5%	58 5%	27 4%	45 4%	154 4%
Rented from someone else	1050 12%	444 11%	606 14%	229 23%	351 26%	199 12%	134 9%	76 6%	62 3%	227 10%	357 15%	203 11%	263 14%	69 11%	330 15%	233 10%	238 11%	162 13%	88 12%	159 13%	557 16%
Rent free	99 1%	35 1%	64 1%	50 5%	17 1%	16 1%	8 1%	4 *	5 *	25 1%	32 1%	21 1%	21 1%	5 1%	23 1%	36 2%	20 1%	13 1%	7 1%	10 1%	50 1%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 89
Tenure
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Homeowners	5728	1568	1648	443	1925	1228	1136	1940	1410	858	797	723
	68%	81%	62%	72%	81%	64%	74%	80%	61%	68%	66%	59%
Owned outright - without mortgage	2779	899	668	212	1132	549	530	1109	559	417	337	357
	33%	47%	25%	34%	48%	29%	35%	46%	24%	33%	28%	29%
Owned with a mortgage or loan	2949	669	980	230	793	679	606	832	851	440	460	366
	35%	35%	37%	37%	34%	35%	40%	34%	37%	35%	38%	30%
NET: Renters	2597	345	975	167	424	676	378	447	887	397	393	473
	31%	18%	37%	27%	18%	35%	25%	19%	38%	31%	33%	39%
Rented from the council	1095	100	459	55	155	350	128	128	443	160	138	226
	13%	5%	17%	9%	7%	18%	8%	5%	19%	13%	11%	18%
Rented from a housing association	452	51	175	21	68	131	71	58	170	76	57	91
	5%	3%	7%	3%	3%	7%	5%	2%	7%	6%	5%	7%
Rented from someone else	1050	194	341	91	200	196	179	261	273	161	198	157
	12%	10%	13%	15%	8%	10%	12%	11%	12%	13%	16%	13%
Rent free	99	11	31	8	17	13	21	25	25	11	15	24
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 90

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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Secondary school, high school, NVQ levels 1 to 3, etc.	4317 51%	2045 50%	2272 53%	359 36%	596 44%	849 53%	869 61%	712 56%	932 53%	635 28%	1153 47%	1178 67%	1351 70%	422 69%	993 46%	1210 54%	1146 54%	606 50%	362 49%	462 39%	1853 53%
University degree or equivalent professional qualification, NVQ level 4, etc.	2773 33%	1412 34%	1361 32%	312 31%	493 37%	529 33%	431 30%	392 31%	617 35%	1077 47%	919 38%	410 23%	368 19%	137 23%	748 35%	708 32%	657 31%	423 35%	238 33%	486 41%	1213 34%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	850 10%	452 11%	398 9%	60 6%	206 15%	185 12%	103 7%	133 11%	162 9%	467 21%	219 9%	85 5%	79 4%	29 5%	253 12%	191 9%	184 9%	124 10%	98 13%	222 19%	342 10%
Still in full time education	273 3%	105 3%	169 4%	243 24%	19 1%	10 1%	2 *	- -	- -	75 3%	117 5%	36 2%	45 2%	2 *	88 4%	58 3%	73 3%	34 3%	20 3%	9 1%	53 2%
Don't know	78 1%	47 1%	31 1%	13 1%	12 1%	8 1%	12 1%	6 *	26 1%	4 *	8 *	23 1%	43 2%	8 1%	14 1%	28 1%	22 1%	10 1%	4 1%	5 *	20 1%
Prefer not to answer	133 2%	68 2%	65 2%	24 2%	22 2%	19 1%	16 1%	21 2%	32 2%	18 1%	27 1%	37 2%	51 3%	12 2%	44 2%	29 1%	33 2%	17 1%	10 1%	11 1%	42 1%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 90

What is the highest educational level that you have achieved to date?
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Secondary school, high school, NVQ levels 1 to 3, etc.	4317 51%	949 49%	1325 50%	257 42%	1211 51%	988 52%	670 44%	1144 47%	1479 64%	647 51%	461 38%	586 48%
University degree or equivalent professional qualification, NVQ level 4, etc.	2773 33%	707 37%	845 32%	245 40%	856 36%	608 32%	605 39%	903 37%	603 26%	405 32%	456 38%	406 33%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	850 10%	195 10%	317 12%	79 13%	223 9%	244 13%	202 13%	252 10%	124 5%	120 10%	190 16%	164 13%
Still in full time education	273 3%	40 2%	109 4%	29 5%	24 1%	38 2%	38 2%	69 3%	53 2%	46 4%	69 6%	36 3%
Don't know	78 1%	12 1%	19 1%	1 *	20 1%	16 1%	6 *	13 1%	24 1%	17 1%	8 1%	15 1%
Prefer not to answer	133 2%	22 1%	40 1%	5 1%	31 1%	24 1%	14 1%	30 1%	39 2%	30 2%	21 2%	13 1%

Blue Collar Workers Study

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Absolutes/col percents

Table 91

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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
White	7672	3811	3862	763	1144	1422	1356	1243	1744	2042	2187	1658	1786	575	1752	2046	1996	1172	706	1059	3182
	91%	92%	90%	75%	85%	89%	95%	98%	99%	90%	89%	94%	92%	94%	82%	92%	94%	96%	96%	89%	90%
NET: Non-white	645	264	381	225	179	154	62	11	13	196	228	94	128	24	338	149	97	40	22	123	292
	8%	6%	9%	22%	13%	10%	4%	1%	1%	9%	9%	5%	7%	4%	16%	7%	5%	3%	3%	10%	8%
Mixed	110	48	62	31	26	34	12	4	3	32	39	13	26	10	56	25	13	13	3	24	57
	1%	1%	1%	3%	2%	2%	1%	*	*	1%	2%	1%	1%	2%	3%	1%	1%	1%	*	2%	2%
Asian	317	140	176	126	100	65	19	4	3	99	104	57	56	11	159	83	53	12	11	58	140
	4%	3%	4%	12%	7%	4%	1%	*	*	4%	4%	3%	3%	2%	7%	4%	2%	1%	1%	5%	4%
Black	131	45	86	33	29	37	26	1	5	39	45	15	31	3	85	26	9	7	4	31	58
	2%	1%	2%	3%	2%	2%	2%	*	*	2%	2%	1%	2%	1%	4%	1%	*	1%	*	3%	2%
Chinese	55	19	36	28	8	12	3	2	2	17	27	5	6	-	22	8	14	8	4	8	21
	1%	*	1%	3%	1%	1%	*	*	*	1%	1%	*	*	-	1%	*	1%	1%	1%	1%	1%
Other ethnic group	33	11	22	7	17	6	2	*	-	8	12	4	10	-	16	6	9	1	*	2	16
	*	*	1%	1%	1%	*	*	*	-	*	*	*	*	-	1%	*	*	*	*	*	*
Prefer not to answer	106	53	53	23	25	24	14	9	12	37	29	18	23	11	50	28	21	3	4	14	49
	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	*	1%	1%	1%

Blue Collar Workers Study

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Absolutes/col percents

Table 91

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

Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optimistic Individualists	Entitlement Anxiety	Suspicious Strivers	Liberal Idealists	Downbeat Dependants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
White	7672	1837	2284	573	2261	1667	1455	2234	2143	1149	1024	1122
	91%	95%	86%	93%	96%	87%	95%	93%	92%	91%	85%	92%
NET: Non-white	645	73	345	41	80	229	67	155	155	99	154	82
	8%	4%	13%	7%	3%	12%	4%	6%	7%	8%	13%	7%
Mixed	110	12	50	8	17	36	19	22	29	16	26	17
	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%
Asian	317	35	180	21	39	120	29	78	71	46	82	40
	4%	2%	7%	3%	2%	6%	2%	3%	3%	4%	7%	3%
Black	131	6	84	4	11	60	11	23	36	24	32	15
	2%	*	3%	1%	*	3%	1%	1%	2%	2%	3%	1%
Chinese	55	13	19	5	9	11	4	22	11	10	8	4
	1%	1%	1%	1%	*	1%	*	1%	*	1%	1%	*
Other ethnic group	33	6	13	3	3	3	4	9	8	4	6	6
	*	*	*	*	*	*	*	*	*	*	*	*
Prefer not to answer	106	15	26	4	25	22	13	23	23	17	27	16
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%

Blue Collar Workers Study

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Absolutes/col percents

Table 92

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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Christian	4562	2272	2290	313	541	766	828	828	1287	1265	1293	953	1051	323	1071	1235	1209	654	394	651	1782
	54%	55%	53%	31%	40%	48%	58%	65%	73%	56%	53%	54%	54%	53%	50%	56%	57%	54%	54%	54%	51%
NET: Other	619	268	351	163	151	132	67	48	58	158	198	130	132	41	270	150	114	48	37	110	272
	7%	6%	8%	16%	11%	8%	5%	4%	3%	7%	8%	7%	7%	7%	13%	7%	5%	4%	5%	9%	8%
Muslim	198	89	108	78	69	37	8	2	4	49	66	36	47	11	101	48	39	2	8	38	90
	2%	2%	3%	8%	5%	2%	1%	*	*	2%	3%	2%	2%	2%	5%	2%	2%	*	1%	3%	3%
Hindu	73	34	39	22	24	17	5	3	1	33	15	14	11	2	49	9	11	2	2	12	33
	1%	1%	1%	2%	2%	1%	*	*	*	1%	1%	1%	1%	*	2%	*	1%	*	*	1%	1%
Jewish	66	36	31	2	7	14	10	9	24	22	26	5	13	3	36	11	14	3	2	10	26
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	*	1%	*	2%	*	1%	*	*	1%	1%
Sikh	26	13	14	16	5	5	1	-	-	2	10	12	3	-	8	12	6	-	-	9	8
	*	*	*	2%	*	*	*	-	-	*	*	1%	*	-	*	1%	*	-	-	1%	*
Buddhist	73	36	36	18	17	19	7	4	8	15	34	16	8	5	34	13	5	13	8	9	41
	1%	1%	1%	2%	1%	1%	1%	*	*	1%	1%	1%	*	1%	2%	1%	*	1%	1%	1%	1%
Other	183	60	123	27	30	41	34	30	21	37	48	47	50	20	42	57	39	28	17	32	73
	2%	1%	3%	3%	2%	3%	2%	2%	1%	2%	2%	3%	3%	3%	2%	3%	2%	2%	2%	3%	2%
None	3058	1503	1555	489	606	665	515	373	409	796	899	649	714	227	735	795	743	497	287	410	1370
	36%	36%	36%	48%	45%	42%	36%	30%	23%	35%	37%	37%	37%	37%	34%	36%	35%	41%	39%	34%	39%
Prefer not to say	185	85	100	45	49	37	22	15	16	54	53	38	40	19	64	43	48	17	13	25	99
	2%	2%	2%	4%	4%	2%	2%	1%	1%	2%	2%	2%	2%	3%	3%	2%	2%	1%	2%	2%	3%

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Absolutes/col percents

Table 92

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

Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Christian	4562	1279	1364	304	1577	1041	748	1473	1277	690	572	551
	54%	66%	51%	49%	67%	54%	49%	61%	55%	55%	47%	45%
NET: Other	619	95	256	49	115	175	101	161	146	90	141	81
	7%	5%	10%	8%	5%	9%	7%	7%	6%	7%	12%	7%
Muslim	198	18	117	14	17	82	28	42	50	28	61	17
	2%	1%	4%	2%	1%	4%	2%	2%	2%	2%	5%	1%
Hindu	73	10	36	2	13	24	6	24	13	11	19	7
	1%	1%	1%	*	1%	1%	*	1%	1%	1%	2%	1%
Jewish	66	28	12	3	39	8	7	37	11	7	7	4
	1%	1%	*	*	2%	*	*	2%	*	1%	1%	*
Sikh	26	3	19	2	3	14	-	3	8	7	4	5
	*	*	1%	*	*	1%	-	*	*	1%	*	*
Buddhist	73	9	20	14	10	11	26	17	9	12	22	13
	1%	*	1%	2%	*	1%	2%	1%	*	1%	2%	1%
Other	183	26	52	14	32	36	35	38	55	26	29	35
	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	3%
None	3058	533	991	251	644	665	658	745	839	459	449	566
	36%	28%	37%	41%	27%	35%	43%	31%	36%	36%	37%	46%
Prefer not to say	185	19	43	12	29	38	27	33	59	27	43	23
	2%	1%	2%	2%	1%	2%	2%	1%	3%	2%	4%	2%

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Absolutes/col percents

Table 93

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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
NET: Working	4717 56%	2493 60%	2225 52%	523 52%	1033 77%	1238 77%	1058 74%	646 51%	219 12%	1283 56%	1544 63%	1271 72%	620 32%	610 100%	1219 57%	1201 54%	1185 56%	697 57%	415 57%	1195 100%	3522 100%
Working full time - working 30 hours per week or more	3707 44%	2185 53%	1522 35%	344 34%	885 66%	1048 65%	867 61%	477 38%	85 5%	1042 46%	1235 51%	1023 58%	407 21%	510 84%	951 44%	950 43%	944 45%	545 45%	317 43%	965 81%	2742 78%
Working part time - working between 8 and 29 hours per week	1011 12%	308 7%	703 16%	179 18%	148 11%	191 12%	191 13%	169 13%	135 8%	240 11%	310 13%	248 14%	213 11%	100 16%	268 12%	251 11%	242 11%	152 13%	98 13%	230 19%	781 22%
NET: Not working	3707 44%	1635 40%	2071 48%	488 48%	315 23%	362 23%	374 26%	618 49%	1550 88%	992 44%	899 37%	499 28%	1317 68%	- -	922 43%	1022 46%	928 44%	518 43%	316 43%	- -	- -
Not working but seeking work or temporarily unemployed or sick	519 6%	214 5%	305 7%	107 11%	106 8%	118 7%	126 9%	60 5%	2 *	42 2%	65 3%	56 3%	357 18%	- -	136 6%	136 6%	140 7%	63 5%	44 6%	- -	- -
Not working and not seeking work	568 7%	231 6%	337 8%	339 33%	57 4%	46 3%	66 5%	57 5%	4 *	109 5%	178 7%	63 4%	218 11%	- -	150 7%	142 6%	144 7%	78 6%	54 7%	- -	- -
Retired on a state pension only	477 6%	182 4%	296 7%	2 *	1 *	1 *	4 *	83 7%	387 22%	41 2%	53 2%	45 3%	339 17%	- -	117 5%	140 6%	109 5%	81 7%	30 4%	- -	- -
Retired with a private pension	1500 18%	958 23%	543 13%	- -	- -	3 *	23 2%	332 26%	1142 65%	694 31%	480 20%	198 11%	128 7%	- -	354 17%	420 19%	367 17%	224 18%	135 18%	- -	- -
House person, housewife, househusband, etc.	641 8%	51 1%	591 14%	42 4%	151 11%	194 12%	155 11%	85 7%	14 1%	106 5%	123 5%	136 8%	276 14%	- -	166 8%	185 8%	167 8%	71 6%	52 7%	- -	- -

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Absolutes/col percents

Table 93

Which of the following best describes your current working status?
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
NET: Working	4717 56%	1037 54%	1595 60%	343 56%	1216 51%	1142 60%	862 56%	1273 53%	1321 57%	751 59%	741 61%	632 52%
Working full time - working 30 hours per week or more	3707 44%	838 44%	1281 48%	266 43%	972 41%	922 48%	687 45%	1020 42%	1009 43%	589 47%	598 50%	491 40%
Working part time - working between 8 and 29 hours per week	1011 12%	198 10%	313 12%	78 13%	243 10%	219 11%	175 11%	253 10%	312 13%	162 13%	143 12%	141 12%
NET: Not working	3707 44%	888 46%	1060 40%	274 44%	1150 49%	777 40%	672 44%	1139 47%	1000 43%	514 41%	464 39%	588 48%
Not working but seeking work or temporarily unemployed or sick	519 6%	52 3%	166 6%	30 5%	66 3%	105 5%	82 5%	62 3%	183 8%	89 7%	77 6%	109 9%
Not working and not seeking work	568 7%	94 5%	213 8%	48 8%	84 4%	105 5%	94 6%	131 5%	139 6%	86 7%	115 10%	98 8%
Retired on a state pension only	477 6%	122 6%	136 5%	35 6%	172 7%	122 6%	83 5%	143 6%	172 7%	56 4%	36 3%	71 6%
Retired with a private pension	1500 18%	537 28%	351 13%	116 19%	704 30%	304 16%	302 20%	685 28%	254 11%	195 15%	163 13%	204 17%
House person, housewife, househusband, etc.	641 8%	84 4%	194 7%	45 7%	123 5%	140 7%	111 7%	119 5%	253 11%	88 7%	74 6%	108 9%

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Absolutes/col percents

Table 94

Do you work in any of the following occupations?
Base: All online respondents who work

		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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	4366	2191	2175	438	959	1119	993	630	227	1755	1233	840	538	309	1221	1039	1115	609	382	1164	3202
Weighted base	4472	2260	2211	514	998	1186	979	589	205	1283	1544	1025	620	364	1177	1144	1104	658	389	1195	3276
NET: Public Sector	1195 27%	469 21%	726 33%	118 23%	268 27%	318 27%	306 31%	147 25%	38 19%	398 31%	493 32%	182 18%	122 20%	30 8%	283 24%	275 24%	320 29%	185 28%	133 34%	1195 100%	- -
Central government including all administrative departments and central government agencies such as the Bank of England	107 2%	54 2%	53 2%	6 1%	20 2%	42 4%	20 2%	18 3%	2 1%	43 3%	46 3%	18 2%	1 *	8 2%	25 2%	22 2%	26 2%	21 3%	13 3%	107 9%	- -
HM Forces	20 *	13 1%	7 *	6 1%	5 *	6 1%	1 *	1 *	- -	2 *	12 1%	4 *	2 *	1 *	1 *	4 *	3 *	11 2%	- -	20 2%	- -
National Health Service	253 6%	69 3%	184 8%	24 5%	66 7%	62 5%	68 7%	30 5%	4 2%	72 6%	104 7%	42 4%	35 6%	- -	53 5%	62 5%	71 6%	41 6%	26 7%	253 21%	- -
Universities and Academies funded by government	119 3%	58 3%	61 3%	14 3%	39 4%	24 2%	23 2%	11 2%	8 4%	65 5%	33 2%	17 2%	3 1%	2 *	23 2%	40 3%	23 2%	20 3%	13 3%	119 10%	- -
Courts service	12 *	8 *	5 *	2 *	2 *	5 *	1 *	1 *	1 1%	5 *	6 *	1 *	- -	- -	4 *	2 *	3 *	4 1%	- -	12 1%	- -
Local government administration	156 3%	62 3%	94 4%	7 1%	37 4%	43 4%	47 5%	15 2%	6 3%	37 3%	106 7%	2 *	10 2%	- -	34 3%	33 3%	49 4%	22 3%	18 5%	156 13%	- -
Police service	27 1%	16 1%	11 1%	2 *	5 1%	9 1%	7 1%	3 *	1 1%	3 *	22 1%	- -	3 *	- -	5 *	4 *	9 1%	2 *	8 2%	27 2%	- -
Public sector housing	46 1%	20 1%	26 1%	5 1%	12 1%	13 1%	14 1%	3 *	- -	12 1%	13 1%	12 1%	9 1%	3 1%	8 1%	14 1%	11 1%	8 1%	6 1%	46 4%	- -
Teaching employed by local education authority including voluntary aided schools and foundation schools	186 4%	38 2%	148 7%	14 3%	38 4%	49 4%	49 5%	28 5%	7 3%	94 7%	58 4%	20 2%	13 2%	2 *	54 5%	43 4%	51 5%	21 3%	16 4%	186 16%	- -

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Absolutes/col percents

Table 94

Do you work in any of the following occupations?
Base: All online respondents who work

		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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	4472	2260	2211	514	998	1186	979	589	205	1283	1544	1025	620	364	1177	1144	1104	658	389	1195	3276
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	31 1%	26 1%	6 *	1 *	4 *	10 1%	14 1%	2 *	* *	7 1%	7 *	5 1%	12 2%	2 1%	12 1%	6 1%	5 *	7 1%	2 *	31 3%	- -
Bradford and Bingley or Northern Rock Building societies	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -
Other public sector occupation (please specify as much detail as possible)	237 5%	105 5%	132 6%	37 7%	39 4%	54 5%	61 6%	35 6%	9 5%	58 5%	85 5%	60 6%	33 5%	11 3%	64 5%	45 4%	69 6%	27 4%	31 8%	237 20%	- -
None of the above (Private Sector)	3276 73%	1792 79%	1485 67%	396 77%	731 73%	869 73%	674 69%	442 75%	166 81%	885 69%	1051 68%	842 82%	498 80%	335 92%	894 76%	869 76%	785 71%	473 72%	256 66%	- -	3276 100%

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Absolutes/col percents

Table 94

Do you work in any of the following occupations?
Base: All online respondents who work

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optimistic Individualists	Entitlement Anxiety	Suspicious Strivers	Liberal Idealists	Downbeat Dependants
Unweighted base	4366	1045	1354	355	1242	891	869	1257	1145	674	693	597
Weighted base	4472	983	1545	338	1149	1099	842	1190	1257	691	713	621
NET: Public Sector	1195	198	496	65	249	371	240	244	352	184	207	208
	27%	20%	32%	19%	22%	34%	29%	21%	28%	27%	29%	33%
Central government including all administrative departments and central government agencies such as the Bank of England	107	13	52	3	17	49	19	16	28	25	12	26
	2%	1%	3%	1%	2%	4%	2%	1%	2%	4%	2%	4%
HM Forces	20	5	2	1	5	4	2	7	8	4	-	1
	*	1%	*	*	*	*	*	1%	1%	1%	-	*
National Health Service	253	41	101	12	51	75	41	55	88	33	42	35
	6%	4%	7%	4%	4%	7%	5%	5%	7%	5%	6%	6%
Universities and Academies funded by government	119	15	50	12	19	39	39	23	20	19	38	19
	3%	1%	3%	4%	2%	4%	5%	2%	2%	3%	5%	3%
Courts service	12	3	5	*	3	4	3	5	-	3	2	2
	*	*	*	*	*	*	*	*	-	*	*	*
Local government administration	156	23	79	6	32	65	27	33	42	27	25	30
	3%	2%	5%	2%	3%	6%	3%	3%	3%	4%	3%	5%
Police service	27	9	6	-	13	6	1	15	4	5	-	4
	1%	1%	*	-	1%	1%	*	1%	*	1%	-	1%
Public sector housing	46	6	24	1	7	10	12	6	15	8	8	9
	1%	1%	2%	*	1%	1%	1%	1%	1%	1%	1%	2%
Teaching employed by local education authority including voluntary aided schools and foundation schools	186	34	72	14	44	55	41	37	65	28	27	29
	4%	3%	5%	4%	4%	5%	5%	3%	5%	4%	4%	5%

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Absolutes/col percents

Table 94

Do you work in any of the following occupations?
Base: All online respondents who work

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Weighted base	4472	983	1545	338	1149	1099	842	1190	1257	691	713	621
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	31 1%	5 1%	16 1%	1 *	10 1%	8 1%	4 *	3 *	8 1%	5 1%	8 1%	7 1%
Bradford and Bingley or Northern Rock Building societies	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -
Other public sector occupation (please specify as much detail as possible)	237 5%	44 4%	87 6%	14 4%	46 4%	58 5%	51 6%	46 4%	75 6%	28 4%	43 6%	44 7%
None of the above (Private Sector)	3276 73%	784 80%	1049 68%	272 81%	900 78%	728 66%	602 71%	945 79%	905 72%	507 73%	506 71%	413 67%

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Absolutes/col percents

Table 95

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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
No children aged 18 or under	6058 72%	3026 73%	3032 71%	861 85%	731 54%	675 42%	905 63%	1152 91%	1735 98%	1674 74%	1850 76%	1138 64%	1397 72%	356 58%	1554 73%	1610 72%	1488 70%	881 73%	526 72%	745 62%	2266 64%
NET: Yes	2284 27%	1050 25%	1234 29%	130 13%	600 44%	909 57%	513 36%	104 8%	28 2%	584 26%	571 23%	612 35%	517 27%	239 39%	562 26%	584 26%	615 29%	326 27%	197 27%	440 37%	1214 34%
Yes - children aged under 5 years old	899 11%	391 9%	508 12%	96 10%	424 31%	330 21%	42 3%	5 *	1 *	264 12%	210 9%	227 13%	198 10%	86 14%	271 13%	215 10%	208 10%	117 10%	88 12%	165 14%	469 13%
Yes - children aged 5 to 10 years old	864 10%	389 9%	475 11%	22 2%	266 20%	438 27%	124 9%	12 1%	3 *	234 10%	189 8%	219 12%	222 11%	90 15%	220 10%	222 10%	227 11%	132 11%	63 9%	151 13%	477 14%
Yes - children aged 11 to 15 years old	859 10%	409 10%	450 10%	14 1%	105 8%	398 25%	285 20%	47 4%	10 1%	191 8%	207 8%	252 14%	210 11%	108 18%	173 8%	226 10%	259 12%	129 11%	72 10%	163 14%	461 13%
Yes - children aged 16 to 18 years old	545 6%	260 6%	286 7%	14 1%	9 1%	205 13%	239 17%	62 5%	17 1%	114 5%	152 6%	165 9%	115 6%	65 11%	124 6%	130 6%	163 8%	81 7%	47 6%	117 10%	284 8%
Refused	81 1%	52 1%	29 1%	20 2%	17 1%	16 1%	14 1%	8 1%	6 *	16 1%	23 1%	20 1%	23 1%	15 3%	25 1%	29 1%	10 *	8 1%	8 1%	10 1%	42 1%

Blue Collar Workers Study

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Absolutes/col percents

Table 95

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

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
No children aged 18 or under	6058 72%	1515 79%	1775 67%	459 74%	1861 79%	1283 67%	1160 76%	1889 78%	1611 69%	827 65%	844 70%	888 73%
NET: Yes	2284 27%	401 21%	856 32%	155 25%	492 21%	617 32%	367 24%	510 21%	690 30%	419 33%	348 29%	316 26%
Yes - children aged under 5 years old	899 11%	145 8%	326 12%	67 11%	181 8%	234 12%	150 10%	221 9%	230 10%	179 14%	151 13%	118 10%
Yes - children aged 5 to 10 years old	864 10%	148 8%	357 13%	46 8%	183 8%	270 14%	113 7%	188 8%	255 11%	160 13%	140 12%	121 10%
Yes - children aged 11 to 15 years old	859 10%	154 8%	342 13%	54 9%	195 8%	248 13%	136 9%	167 7%	292 13%	144 11%	139 12%	117 10%
Yes - children aged 16 to 18 years old	545 6%	111 6%	201 8%	30 5%	142 6%	131 7%	85 6%	115 5%	175 8%	103 8%	62 5%	91 7%
Refused	81 1%	9 *	23 1%	3 1%	12 1%	17 1%	8 1%	13 1%	21 1%	19 2%	13 1%	16 1%

Blue Collar Workers Study

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Absolutes/col percents

Table 96

Which of the following ITV regions do you live in?

Base: All Online 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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8224	4003	4221	870	1271	1467	1389	1377	1850	3226	2007	1270	1721	309	2232	2015	2121	1139	717	1164	3202
Weighted base	8172	3891	4281	1000	1313	1549	1351	1206	1754	2275	2443	1518	1937	364	2097	2162	2033	1176	705	1195	3276
Anglia	870	416	454	88	118	167	142	147	207	235	260	149	226	40	77	786	8	-	-	113	345
	11%	11%	11%	9%	9%	11%	11%	12%	12%	10%	11%	10%	12%	11%	4%	36%	*	-	-	9%	11%
Border	80	43	37	6	7	11	16	19	21	21	22	14	25	3	-	-	42	-	38	12	32
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	-	2%	-	5%	1%	1%
Central	1197	609	588	117	186	258	235	170	231	335	330	226	306	54	30	1133	2	22	11	156	495
	15%	16%	14%	12%	14%	17%	17%	14%	13%	15%	14%	15%	16%	15%	1%	52%	*	2%	2%	13%	15%
Granada	924	434	490	97	159	162	170	138	198	250	264	165	245	42	6	10	894	12	2	132	363
	11%	11%	11%	10%	12%	10%	13%	11%	11%	11%	11%	11%	13%	12%	*	*	44%	1%	*	11%	11%
London	1433	653	779	262	250	268	208	181	264	476	475	233	248	52	1343	83	3	2	2	196	643
	18%	17%	18%	26%	19%	17%	15%	15%	15%	21%	19%	15%	13%	14%	64%	4%	*	*	*	16%	20%
Meridian	725	325	399	89	113	114	99	100	209	218	195	143	169	44	633	2	-	88	2	90	274
	9%	8%	9%	9%	9%	7%	7%	8%	12%	10%	8%	9%	9%	12%	30%	*	-	7%	*	8%	8%
TyneTees	371	178	192	41	69	63	66	41	91	85	116	68	102	9	-	-	371	-	-	57	120
	5%	5%	4%	4%	5%	4%	5%	3%	5%	4%	5%	4%	5%	2%	-	-	18%	-	-	5%	4%
Wales	421	207	214	36	66	97	72	60	89	100	139	83	99	20	1	2	1	418	-	90	158
	5%	5%	5%	4%	5%	6%	5%	5%	5%	4%	6%	5%	5%	5%	*	*	*	36%	-	8%	5%
West	283	125	159	48	49	46	40	44	57	81	86	59	57	18	4	25	12	243	-	37	119
	3%	3%	4%	5%	4%	3%	3%	4%	3%	4%	4%	4%	3%	5%	*	1%	1%	21%	-	3%	4%
Westcountry	400	197	203	51	48	76	62	66	97	106	106	88	99	31	2	5	1	392	-	55	166
	5%	5%	5%	5%	4%	5%	5%	6%	6%	5%	4%	6%	5%	8%	*	*	*	33%	-	5%	5%
Yorkshire	815	383	432	102	137	155	133	127	161	197	250	176	193	34	1	117	697	-	-	137	322
	10%	10%	10%	10%	10%	10%	10%	11%	9%	9%	10%	12%	10%	9%	*	5%	34%	-	-	11%	10%
STV	653	320	333	65	111	128	107	112	129	171	200	114	167	17	1	-	2	-	650	120	240
	8%	8%	8%	6%	8%	8%	8%	9%	7%	8%	8%	8%	9%	5%	*	-	*	-	92%	10%	7%

Blue Collar Workers Study

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Absolutes/col percents

Table 96

Which of the following ITV regions do you live in?

Base: All Online respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optimistic Individualists	Entitlement Anxiety	Suspicious Strivers	Liberal Idealists	Downbeat Dependants
Unweighted base	8224	2075	2349	660	2586	1565	1607	2560	2112	1208	1167	1177
Weighted base	8172	1871	2605	612	2297	1874	1514	2328	2256	1203	1176	1210
Anglia	870	240	216	67	290	141	166	295	223	127	106	118
	11%	13%	8%	11%	13%	8%	11%	13%	10%	11%	9%	10%
Border	80	16	24	5	23	16	15	23	29	9	11	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Central	1197	308	399	87	380	282	216	330	349	189	159	172
	15%	16%	15%	14%	17%	15%	14%	14%	15%	16%	13%	14%
Granada	924	190	364	56	229	274	162	247	284	134	115	145
	11%	10%	14%	9%	10%	15%	11%	11%	13%	11%	10%	12%
London	1433	370	472	100	455	309	248	431	297	229	269	207
	18%	20%	18%	16%	20%	17%	16%	19%	13%	19%	23%	17%
Meridian	725	220	159	74	264	114	148	252	198	91	94	89
	9%	12%	6%	12%	11%	6%	10%	11%	9%	8%	8%	7%
TyneTees	371	50	165	27	70	122	71	76	120	57	45	73
	5%	3%	6%	4%	3%	7%	5%	3%	5%	5%	4%	6%
Wales	421	74	141	34	97	106	74	106	129	69	57	60
	5%	4%	5%	6%	4%	6%	5%	5%	6%	6%	5%	5%
West	283	57	83	38	77	58	77	88	63	47	37	47
	3%	3%	3%	6%	3%	3%	5%	4%	3%	4%	3%	4%
Westcountry	400	103	102	46	121	65	112	131	103	49	60	57
	5%	6%	4%	7%	5%	3%	7%	6%	5%	4%	5%	5%
Yorkshire	815	176	288	51	206	213	155	198	257	135	112	114
	10%	9%	11%	8%	9%	11%	10%	9%	11%	11%	10%	9%
STV	653	67	192	28	86	173	69	151	205	67	111	119
	8%	4%	7%	5%	4%	9%	5%	6%	9%	6%	9%	10%

Blue Collar Workers Study

ONLINE & CATI Fieldwork : 24th-30th July 2012

Absolutes/col percents

Table 97
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	Self Emp-loyed C2	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8424	4189	4235	876	1295	1506	1459	1425	1863	3226	2007	1470	1721	504	2270	2060	2190	1166	738	1164	3397
Weighted base	8424	4128	4296	1011	1348	1601	1432	1264	1769	2275	2443	1769	1937	610	2141	2223	2114	1215	731	1195	3522
Single	2074 25%	949 23%	1125 26%	782 77%	433 32%	411 26%	265 18%	122 10%	62 3%	462 20%	714 29%	328 19%	570 29%	98 16%	632 30%	475 21%	501 24%	276 23%	191 26%	324 27%	913 26%
NET: Married/ Civil partnership/ co habiting	5265 62%	2762 67%	2503 58%	201 20%	873 65%	1064 66%	961 67%	875 69%	1290 73%	1583 70%	1397 57%	1269 72%	1016 52%	447 73%	1235 58%	1453 65%	1348 64%	786 65%	443 61%	739 62%	2282 65%
Married	4123 49%	2257 55%	1867 43%	65 6%	511 38%	778 49%	781 55%	770 61%	1218 69%	1329 58%	1060 43%	994 56%	739 38%	346 57%	966 45%	1134 51%	1050 50%	627 52%	347 47%	564 47%	1653 47%
Civil Partnership	81 1%	46 1%	35 1%	9 1%	23 2%	25 2%	6 *	8 1%	10 1%	20 1%	14 1%	21 1%	26 1%	11 2%	20 1%	29 1%	18 1%	10 1%	3 *	3 *	56 2%
Co Habiting	1061 13%	460 11%	601 14%	127 13%	339 25%	261 16%	174 12%	97 8%	63 4%	234 10%	323 13%	254 14%	251 13%	90 15%	249 12%	290 13%	280 13%	149 12%	92 13%	172 14%	572 16%
NET: Widowed/ separated/ divorced	1008 12%	378 9%	630 15%	4 *	22 2%	110 7%	196 14%	263 21%	413 23%	209 9%	314 13%	154 9%	331 17%	53 9%	246 11%	274 12%	245 12%	150 12%	93 13%	125 10%	287 8%
Widowed	260 3%	85 2%	175 4%	2 *	1 *	7 *	14 1%	54 4%	183 10%	65 3%	103 4%	30 2%	62 3%	6 1%	72 3%	72 3%	54 3%	43 4%	20 3%	17 1%	52 1%
Separated	132 2%	57 1%	74 2%	3 *	12 1%	25 2%	37 3%	23 2%	32 2%	25 1%	33 1%	22 1%	52 3%	9 2%	29 1%	36 2%	35 2%	15 1%	16 2%	22 2%	40 1%
Divorced	616 7%	235 6%	381 9%	- -	9 1%	78 5%	145 10%	186 15%	199 11%	119 5%	178 7%	103 6%	217 11%	38 6%	145 7%	166 7%	155 7%	93 8%	57 8%	85 7%	195 6%
Prefer not to answer	73 1%	36 1%	38 1%	23 2%	20 1%	13 1%	10 1%	4 *	4 *	21 1%	18 1%	15 1%	19 1%	9 1%	28 1%	20 1%	17 1%	3 *	5 1%	8 1%	37 1%
Refused	4 *	4 *	- -	- -	- -	3 *	1 *	- -	- -	- -	- -	4 *	- -	4 1%	- -	1 *	3 *	- -	- -	- -	4 *

Blue Collar Workers Study

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Absolutes/col percents

Table 97
Marital Status
Base: All respondents

		Vote Intention			2010 Vote			Segment				
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Optim-istic Indi-vidu-alists	Entit-lement Anx-iety	Suspic-ious Stri-vers	Lib-eral Ideal-ists	Down-beat Depen-dants
Unweighted base	8424	2120	2384	664	2645	1594	1623	2628	2162	1259	1190	1185
Weighted base	8424	1925	2654	617	2365	1918	1535	2412	2321	1265	1205	1220
Single	2074	371	707	158	390	439	362	467	553	308	401	345
	25%	19%	27%	26%	17%	23%	24%	19%	24%	24%	33%	28%
NET: Married/ Civil partnership/ co habiting	5265	1298	1642	380	1654	1218	979	1639	1426	810	676	714
	62%	67%	62%	62%	70%	63%	64%	68%	61%	64%	56%	58%
Married	4123	1101	1255	292	1415	962	756	1396	1069	588	528	541
	49%	57%	47%	47%	60%	50%	49%	58%	46%	47%	44%	44%
Civil Partnership	81	12	30	13	19	17	11	15	17	15	25	9
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%
Co Habiting	1061	184	356	75	219	239	212	228	339	206	124	163
	13%	10%	13%	12%	9%	12%	14%	9%	15%	16%	10%	13%
NET: Widowed/ separated/ divorced	1008	248	288	75	314	247	192	295	320	130	119	145
	12%	13%	11%	12%	13%	13%	12%	12%	14%	10%	10%	12%
Widowed	260	89	55	26	117	52	47	110	71	21	29	30
	3%	5%	2%	4%	5%	3%	3%	5%	3%	2%	2%	2%
Separated	132	31	40	6	30	26	21	31	37	20	27	18
	2%	2%	2%	1%	1%	1%	1%	1%	2%	2%	2%	1%
Divorced	616	128	193	43	167	169	124	154	212	90	62	98
	7%	7%	7%	7%	7%	9%	8%	6%	9%	7%	5%	8%
Prefer not to answer	73	7	18	4	6	12	2	10	22	16	9	17
	1%	*	1%	1%	*	1%	*	*	1%	1%	1%	1%
Refused	4	1	-	-	1	3	-	1	2	1	-	-
	*	*	-	-	*	*	-	*	*	*	-	-