

# Story Awareness Survey

LORD ASHCROFT

Sample Size: 1681 GB Adults

Fieldwork: 28th - 29th October 2012

Weighted Sample

Unweighted Sample

Total	Voting intention			2010 Vote			Gender		Age				Social grade		London	Rest of South
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE		
1681	427	555	123	542	429	384	817	864	203	429	575	474	958	723	215	546
1681	441	525	117	559	408	402	782	899	122	462	635	462	1126	555	326	565
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

We would like you to think about any political events, or news stories about political parties or politicians you have heard about in the last few weeks or months. For each story that comes to mind please write a very brief description of it in the boxes below. We would like to know what political stories you can remember, whether you think they were important or trivial. Please use a different box for each story.

[Only asked to a random sub-sample n=835]

Andrew Mitchell and plebgate	33	39	35	51	41	34	33	37	30	19	26	41	36	35	31	35	36
George Osbornes train ticket	13	12	16	22	11	16	18	14	13	11	5	15	19	14	12	16	11
Scottish referendum	8	9	9	14	6	10	7	8	8	4	5	9	11	8	9	7	4
Child benefit cuts	7	7	8	13	9	6	9	6	9	1	7	8	10	8	7	8	9
MPs expenses	6	5	5	3	9	4	5	7	5	4	3	7	9	6	6	6	5
Jimmy Savile affair	6	4	6	6	5	6	8	5	7	5	4	7	7	7	5	11	7
Cameron on energy prices	6	6	6	7	8	6	7	8	5	1	1	7	12	7	6	5	6
Other benefit cuts	6	5	7	7	5	8	8	6	7	2	5	9	6	6	7	7	4
GDP increase	5	8	5	2	9	6	2	6	4	1	3	6	7	6	4	5	6
Prisoner votes	5	6	5	5	6	3	5	3	5	0	1	7	6	5	4	4	4
USA elections	4	3	5	10	3	5	4	4	5	9	6	3	3	6	3	5	4
Party conferences	4	5	4	9	5	3	4	5	4	1	3	6	4	4	5	8	4
NHS cuts/reforms	4	1	5	6	2	4	7	4	4	3	2	4	5	4	4	9	3
Pressure for EU referendum	3	5	2	3	6	2	1	5	2	2	1	4	5	3	3	3	3
Speculation on Boris for leader	3	2	3	3	2	2	3	2	3	1	3	3	2	2	3	2	3
Postponing badger cull	2	1	3	1	3	2	3	2	2	0	1	3	2	3	1	3	2
Police Commissioner elections	2	1	2	12	1	1	5	3	2	1	4	3	1	3	1	2	3
East Coast rail line	2	1	3	2	2	1	5	3	1	0	1	3	2	2	2	3	1
TUC march against cuts	2	2	2	1	2	2	3	2	2	2	1	3	2	2	2	4	2
Miliband conference speech	2	1	1	3	1	1	2	2	1	0	2	3	1	2	1	2	1
Exam changes/marketing	2	1	2	5	1	2	4	1	2	0	1	3	1	2	1	2	1
Immigration	2	1	0	0	3	2	1	3	1	0	0	3	3	2	3	1	2
Leveson inquiry/phone hacking	2	2	3	1	2	3	3	1	3	1	2	3	2	2	2	4	2
Abu Hamza extradition	1	2	1	0	2	2	0	1	1	0	1	1	2	2	1	1	1
McKinnon extradition blocked	1	2	1	2	3	1	1	1	2	0	0	2	3	2	0	1	2
Burlusconi jailed	1	1	2	0	0	1	2	1	1	1	1	1	1	1	0	1	1
Changes to teacher training	1	0	1	5	1	1	1	1	1	0	0	1	1	1	0	0	0
Cameron leaving daughter in pub	1	0	0	0	1	0	1	1	1	2	0	1	1	1	0	1	1
EU budget	1	2	0	0	3	0	0	1	1	0	0	1	2	1	1	2	1
Replacing trident	1	1	1	0	1	1	1	1	0	0	1	1	0	1	1	1	1
Having to work for pensions	1	0	3	2	0	2	3	1	1	0	0	1	3	1	1	0	1
Cabinet reshuffle	1	0	1	0	1	1	1	1	0	0	1	1	1	1	1	0	1
Nick Clegg apologises	1	0	1	2	1	2	2	1	2	1	1	2	2	2	1	2	2
Jeremy Hunt on abortion	1	1	1	3	0	1	2	1	1	0	1	0	1	1	1	0	1

# Story Awareness Survey

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Sample Size: 1681 GB Adults

Fieldwork: 28th - 29th October 2012

	Region			
	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1681</b>	<b>360</b>	<b>414</b>	<b>146</b>
Unweighted Sample	1681	296	377	117
	%	%	%	%

We would like you to think about any political events, or news stories about political parties or politicians you have heard about in the last few weeks or months. For each story that comes to mind please write a very brief description of it in the boxes below. We would like to know what political stories you can remember, whether you think they were important or trivial. Please use a different box for each story.

[Only asked to a random sub-sample n=835]

Andrew Mitchell and plebgate	33	36	29	29
George Osbornes train ticket	13	14	15	11
Scottish referendum	8	4	3	41
Child benefit cuts	7	11	5	3
MPs expenses	6	7	8	3
Jimmy Savile affair	6	3	3	11
Cameron on energy prices	6	9	6	2
Other benefit cuts	6	6	7	11
GDP increase	5	5	5	2
Prisoner votes	5	9	3	2
USA elections	4	3	6	3
Party conferences	4	3	3	4
NHS cuts/reforms	4	1	5	0
Pressure for EU referendum	3	5	2	2
Speculation on Boris for leader	3	0	3	5
Postponing badger cull	2	3	1	2
Police Commissioner elections	2	2	2	0
East Coast rail line	2	2	3	0
TUC march against cuts	2	1	2	0
Miliband conference speech	2	3	1	2
Exam changes/marking	2	1	3	0
Immigration	2	3	2	2
Leveson inquiry/phone hacking	2	2	1	2
Abu Hamza extradition	1	2	2	0
McKinnon extradition blocked	1	1	0	3
Burlusconi jailed	1	1	0	2
Changes to teacher training	1	2	1	0
Cameron leaving daughter in pub	1	0	2	1
EU budget	1	1	0	1
Replacing trident	1	0	1	0
Having to work for pensions	1	1	2	3
Cabinet reshuffle	1	1	0	0
Nick Clegg apologises	1	3	0	0
Jeremy Hunt on abortion	1	0	1	0

	Voting intention			2010 Vote			Gender		Age				Social grade		London	Rest of South	
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1			C2DE
<b>Weighted Sample</b>	<b>1681</b>	<b>427</b>	<b>555</b>	<b>123</b>	<b>542</b>	<b>429</b>	<b>384</b>	<b>817</b>	<b>864</b>	<b>203</b>	<b>429</b>	<b>575</b>	<b>474</b>	<b>958</b>	<b>723</b>	<b>215</b>	<b>546</b>
Unweighted Sample	1681	441	525	117	559	408	402	782	899	122	462	635	462	1126	555	326	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Two tier road tax	1	1	2	0	1	1	2	1	1	1	2	2	0	1	2	3	0
Falling unemployment	1	3	1	0	2	1	0	1	1	0	0	1	3	1	1	4	0
Hillsborough	1	0	1	0	0	1	0	1	1	0	0	2	0	1	1	0	1
Cameron on Letterman	1	2	0	0	2	0	0	1	0	0	2	1	0	0	1	0	0
Lords wanting iPads	1	1	1	0	1	2	0	2	0	0	0	1	1	0	2	2	0
Tax cuts for the rich	1	0	1	2	1	1	1	1	1	0	1	1	1	1	0	0	1
Ed Balls admitting deficit	1	2	1	1	3	0	1	2	0	0	1	1	2	2	0	2	0
Education reforms	1	1	1	3	1	1	2	1	2	1	1	2	1	2	0	4	1
HS2	1	1	0	0	1	0	1	1	1	0	0	1	1	1	1	2	1
Inflation falling	1	2	0	2	2	0	1	1	1	0	1	0	2	1	1	0	1
Factory closures	1	0	1	0	1	1	1	0	1	0	0	0	1	1	0	1	1
Afghanistan	1	0	1	2	0	1	2	0	1	0	0	1	1	1	0	1	1
Defence cuts	1	1	1	0	1	1	1	1	1	0	0	1	2	1	0	0	2
Workplace pensions	1	0	0	1	0	0	1	1	0	3	0	1	0	1	1	0	0
Cost of tuition fees	1	1	1	2	1	0	1	1	1	0	1	1	1	0	1	2	1
Fuel tax rising	1	1	2	0	1	1	2	2	0	1	0	0	3	1	2	4	1
Cameron supporting gay marriage	0	0	0	1	1	0	1	0	0	1	0	0	0	1	0	2	0
Jon Cruddas driving offence	0	0	1	1	0	1	0	1	0	0	1	0	1	0	1	0	0
Syria	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Boris at the Olympics	0	0	0	3	0	0	1	1	0	2	0	1	0	1	0	0	1
Boris on a wire	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Shares for Rights proposal	0	0	1	1	0	1	1	0	0	0	0	1	0	1	0	0	1
Gove apologising to old teacher	0	0	0	3	0	0	1	0	0	0	0	0	0	0	0	0	0
Heathrow third runway	0	1	0	0	1	0	0	0	0	0	0	0	1	1	0	2	0
Planning changes	0	0	1	1	0	1	0	0	1	0	0	0	1	1	0	1	0
Louise Mensch resigns	0	0	0	1	0	1	0	0	0	0	1	0	0	1	0	1	0
Public sector pay and pensions	0	0	1	0	0	0	2	1	0	0	0	1	1	0	1	2	0
Pasty tax	0	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	1
Chris Huhne speeding offence	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Care home standards	0	1	0	0	1	0	1	0	1	0	0	0	0	0	1	0	0
Private prisons	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0
Eurozone crisis	0	1	0	0	1	1	0	0	1	0	1	0	0	1	0	0	1
ECHR	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0	0
Osborne booed at Paralympics	0	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0	1
Other	20	19	22	15	23	17	22	24	16	11	15	19	29	18	21	22	19
Don't know/No answer	41	38	40	28	35	45	33	37	44	54	50	35	34	40	42	44	41

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	%	%	%	%
Two tier road tax	1	3	1	0
Falling unemployment	1	2	0	0
Hillsborough	1	0	1	0
Cameron on Letterman	1	3	0	0
Lords wanting iPads	1	2	0	2
Tax cuts for the rich	1	2	0	0
Ed Balls admitting deficit	1	2	1	0
Education reforms	1	1	1	0
HS2	1	0	0	0
Inflation falling	1	1	0	0
Factory closures	1	0	0	0
Afghanistan	1	0	1	0
Defence cuts	1	0	1	0
Workplace pensions	1	0	2	0
Cost of tuition fees	1	1	1	0
Fuel tax rising	1	0	0	2
Cameron supporting gay marriage	0	1	0	0
Jon Cruddas driving offence	0	0	1	2
Syria	0	0	0	0
Boris at the Olympics	0	0	1	0
Boris on a wire	0	0	0	0
Shares for Rights proposal	0	0	0	0
Gove apologising to old teacher	0	0	0	0
Heathrow third runway	0	0	0	0
Planning changes	0	0	0	0
Louise Mensch resigns	0	1	0	0
Public sector pay and pensions	0	0	0	1
Pasty tax	0	0	0	0
Chris Huhne speeding offence	0	0	0	0
Care home standards	0	0	0	0
Private prisons	0	1	0	0
Eurozone crisis	0	0	1	0
ECHR	0	0	0	0
Osborne booed at Paralympics	0	0	0	0
Other	20	20	19	20
Don't know/No answer	41	36	43	38

	Voting intention			2010 Vote			Gender		Age				Social grade				
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below is a list of political stories that you may have heard about in the last few weeks or months. Some of these are true, and some are invented. We would like to know whether you have heard about each one. For each story please indicate whether you have

*[Only asked to a random sub-sample n=846]*

**The Conservative Chief Whip being allegedly calling a policeman a "pleb"**

Have heard a great deal about this	<b>70</b>	77	72	70	74	72	75	75	66	55	63	72	82	72	67	70	70
Have heard a bit about this	<b>18</b>	19	16	25	20	16	19	17	19	26	18	19	14	17	20	18	20
Have heard nothing at all about this	<b>7</b>	3	8	5	4	7	4	5	9	13	11	6	2	8	5	5	6
Not sure	<b>5</b>	1	4	0	2	5	2	3	6	5	8	3	2	2	8	6	4

**The government forcing energy companies to make sure customers are on the best value deals - but David Cameron announcing the policy before the details were ready**

Have heard a great deal about this	<b>37</b>	41	41	34	37	41	40	40	33	29	28	40	44	38	35	34	39
Have heard a bit about this	<b>41</b>	42	40	46	49	42	37	43	40	28	36	42	51	42	41	46	37
Have heard nothing at all about this	<b>14</b>	11	15	16	9	10	17	11	17	30	22	13	2	15	13	11	15
Not sure	<b>8</b>	6	4	4	5	7	7	6	10	14	14	5	3	6	11	8	9

**David Cameron accidentally leaving one of his children at a pub**

Have heard a great deal about this	<b>43</b>	38	50	36	40	49	47	37	48	43	37	42	49	42	44	52	44
Have heard a bit about this	<b>40</b>	49	33	42	49	33	40	44	37	32	40	44	40	43	36	32	41
Have heard nothing at all about this	<b>13</b>	10	13	22	9	12	12	15	11	20	13	12	9	12	13	10	10
Not sure	<b>4</b>	2	4	0	2	5	0	5	4	5	10	2	2	3	6	6	4

**The government imposing VAT on hot food like pasties and then changing its mind**

Have heard a great deal about this	<b>49</b>	46	53	55	47	53	55	51	47	58	41	46	55	53	43	47	51
Have heard a bit about this	<b>37</b>	43	35	39	43	37	37	38	37	22	36	44	38	34	42	37	36
Have heard nothing at all about this	<b>9</b>	7	8	6	7	5	9	6	11	13	13	6	5	8	9	9	7
Not sure	<b>5</b>	4	4	0	4	5	0	5	5	7	9	4	2	4	6	7	6

**George Osborne sitting in a first class train carriage with a standard class ticket**

Have heard a great deal about this	<b>47</b>	46	49	43	49	56	46	50	44	45	34	48	59	49	45	44	47
Have heard a bit about this	<b>29</b>	39	25	42	35	20	31	29	28	21	29	29	32	27	31	38	27
Have heard nothing at all about this	<b>18</b>	12	20	14	11	16	22	14	21	30	26	18	5	19	15	10	20
Not sure	<b>6</b>	3	6	0	5	8	1	6	6	5	11	5	5	4	9	9	6

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**The Conservative Chief Whip being allegedly calling a policeman a "pleb"**

Have heard a great deal about this	<b>70</b>	73	66	78
Have heard a bit about this	<b>18</b>	14	21	13
Have heard nothing at all about this	<b>7</b>	9	7	8
Not sure	<b>5</b>	5	5	1

**The government forcing energy companies to make sure customers are on the best value deals - but David Cameron announcing the policy before the details were ready**

Have heard a great deal about this	<b>37</b>	34	35	47
Have heard a bit about this	<b>41</b>	43	46	33
Have heard nothing at all about this	<b>14</b>	16	12	16
Not sure	<b>8</b>	7	8	4

**David Cameron accidentally leaving one of his children at a pub**

Have heard a great deal about this	<b>43</b>	40	36	51
Have heard a bit about this	<b>40</b>	39	47	34
Have heard nothing at all about this	<b>13</b>	17	12	14
Not sure	<b>4</b>	4	5	1

**The government imposing VAT on hot food like pasties and then changing its mind**

Have heard a great deal about this	<b>49</b>	51	43	56
Have heard a bit about this	<b>37</b>	34	43	36
Have heard nothing at all about this	<b>9</b>	11	8	8
Not sure	<b>5</b>	4	5	0

**George Osborne sitting in a first class train carriage with a standard class ticket**

Have heard a great deal about this	<b>47</b>	44	50	57
Have heard a bit about this	<b>29</b>	29	28	24
Have heard nothing at all about this	<b>18</b>	22	15	12
Not sure	<b>6</b>	5	7	7

	Voting intention			2010 Vote			Gender		Age				Social grade				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**The last Budget being described as an "omnishambles"**

Have heard a great deal about this	16	8	24	27	11	22	21	20	11	30	11	12	19	16	15	20	14
Have heard a bit about this	18	16	23	15	19	23	15	23	13	10	16	23	18	18	19	26	16
Have heard nothing at all about this	53	60	43	53	57	41	57	47	60	50	60	54	48	55	51	44	55
Not sure	13	15	11	5	13	14	8	10	16	11	13	12	15	11	16	10	15

**The top rate of income tax being cut from 50p to 45p for those earning £150,000 or more**

Have heard a great deal about this	23	22	35	24	20	31	25	27	19	20	16	21	32	25	20	29	21
Have heard a bit about this	32	36	28	39	34	31	34	39	25	29	35	31	31	31	33	32	32
Have heard nothing at all about this	34	34	28	31	37	26	34	27	42	41	36	38	26	37	30	28	35
Not sure	11	9	10	6	8	13	8	8	14	10	13	10	11	7	17	11	12

**Rail fares to rise by no more than inflation plus 1%**

Have heard a great deal about this	10	8	11	16	12	11	10	12	8	12	6	9	13	12	6	11	9
Have heard a bit about this	25	27	26	28	27	23	26	28	21	17	23	27	26	25	24	29	23
Have heard nothing at all about this	51	49	51	46	47	49	54	48	54	64	55	52	41	52	51	45	53
Not sure	14	17	12	9	14	16	9	12	17	7	16	12	19	11	19	15	15

**The income tax threshold being raised so nobody earning under £10,000 will pay income tax**

Have heard a great deal about this	15	13	16	27	16	16	17	17	13	24	11	11	19	17	12	22	13
Have heard a bit about this	34	31	34	42	35	34	41	37	30	19	36	38	33	33	34	38	34
Have heard nothing at all about this	39	43	38	27	40	37	34	35	43	43	39	41	36	41	37	29	41
Not sure	12	12	12	3	9	13	8	10	14	14	14	10	12	9	17	12	12

**Ed Miliband saying Labour is the "one nation" party**

Have heard a great deal about this	23	22	31	35	21	32	25	28	19	37	16	19	28	27	18	28	23
Have heard a bit about this	30	39	29	25	36	26	31	36	23	9	29	29	39	27	33	31	32
Have heard nothing at all about this	36	32	31	38	36	31	35	27	45	37	43	42	24	39	32	29	35
Not sure	11	7	10	3	7	11	10	9	13	17	12	10	10	7	17	12	10

**Child Benefit being removed from families in which one parent earns over £50,000**

Have heard a great deal about this	32	38	34	35	36	34	35	32	32	28	21	35	41	33	31	38	33
Have heard a bit about this	41	41	39	44	44	39	46	40	42	34	46	42	39	42	39	33	42
Have heard nothing at all about this	17	17	18	10	15	14	14	18	17	29	21	16	11	18	16	21	16
Not sure	9	5	9	11	6	12	5	10	9	9	12	7	10	7	13	8	10

	Region			
	Total	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1681</b>	360	414	146
Unweighted Sample	1681	296	377	117
	%	%	%	%

**The last Budget being described as an "omnishambles"**

Have heard a great deal about this	<b>16</b>	14	13	29
Have heard a bit about this	<b>18</b>	20	14	18
Have heard nothing at all about this	<b>53</b>	56	57	45
Not sure	<b>13</b>	11	16	8

**The top rate of income tax being cut from 50p to 45p for those earning £150,000 or more**

Have heard a great deal about this	<b>23</b>	21	21	35
Have heard a bit about this	<b>32</b>	34	31	19
Have heard nothing at all about this	<b>34</b>	34	36	38
Not sure	<b>11</b>	10	12	8

**Rail fares to rise by no more than inflation plus 1%**

Have heard a great deal about this	<b>10</b>	8	7	21
Have heard a bit about this	<b>25</b>	24	27	18
Have heard nothing at all about this	<b>51</b>	56	52	41
Not sure	<b>14</b>	12	14	19

**The income tax threshold being raised so nobody earning under £10,000 will pay income tax**

Have heard a great deal about this	<b>15</b>	11	14	26
Have heard a bit about this	<b>34</b>	32	32	34
Have heard nothing at all about this	<b>39</b>	45	42	28
Not sure	<b>12</b>	13	12	13

**Ed Miliband saying Labour is the "one nation" party**

Have heard a great deal about this	<b>23</b>	18	22	35
Have heard a bit about this	<b>30</b>	32	27	19
Have heard nothing at all about this	<b>36</b>	40	39	31
Not sure	<b>11</b>	11	11	14

**Child Benefit being removed from families in which one parent earns over £50,000**

Have heard a great deal about this	<b>32</b>	27	33	34
Have heard a bit about this	<b>41</b>	52	36	32
Have heard nothing at all about this	<b>17</b>	15	17	24
Not sure	<b>9</b>	5	14	10



	Voting intention			2010 Vote			Gender		Age				Social grade		London	Rest of South	
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE			
<b>Weighted Sample</b>	<b>1681</b>	<b>427</b>	<b>555</b>	<b>123</b>	<b>542</b>	<b>429</b>	<b>384</b>	<b>817</b>	<b>864</b>	<b>203</b>	<b>429</b>	<b>575</b>	<b>474</b>	<b>958</b>	<b>723</b>	<b>215</b>	<b>546</b>
Unweighted Sample	1681	441	525	117	559	408	402	782	899	122	462	635	462	1126	555	326	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>New legal rights for householders to be able to use force against burglars and other intruders</b>																	
Have heard a great deal about this	32	36	34	24	36	33	29	32	33	30	20	33	43	32	32	32	36
Have heard a bit about this	50	53	48	57	56	49	55	52	48	40	51	53	50	51	48	54	45
Have heard nothing at all about this	12	9	12	19	6	10	13	11	12	22	20	9	2	13	9	6	14
Not sure	6	2	6	0	2	8	3	5	7	8	10	5	4	4	10	8	5
<b>Speculation that Boris Johnson wants to be Prime Minister</b>																	
Have heard a great deal about this	28	28	33	30	32	32	28	28	28	25	19	26	39	31	24	40	32
Have heard a bit about this	45	53	40	48	52	42	52	51	40	34	48	48	45	45	45	46	42
Have heard nothing at all about this	20	16	20	20	13	18	17	15	25	32	23	20	12	20	20	7	22
Not sure	7	2	7	1	2	8	3	7	7	8	10	6	5	4	11	7	5
<b>New figures showing the economy came out of recession and grew by 1% in the last quarter</b>																	
Have heard a great deal about this	30	37	27	28	37	31	31	37	24	33	19	30	40	35	24	26	30
Have heard a bit about this	45	43	47	51	41	42	52	45	45	42	45	45	45	43	48	53	46
Have heard nothing at all about this	16	13	18	16	15	15	14	12	19	17	24	14	10	17	14	11	15
Not sure	9	7	7	5	7	12	4	7	11	8	12	11	6	6	14	10	9
<b>News that married Tory MP David Williams has been having an affair with another man</b>																	
Have heard a great deal about this	2	1	3	10	2	2	3	3	2	9	1	1	2	3	1	7	1
Have heard a bit about this	9	7	12	5	6	15	6	7	10	8	10	8	8	8	10	12	8
Have heard nothing at all about this	78	83	76	82	82	70	87	80	77	74	76	82	79	80	76	70	79
Not sure	10	9	9	3	10	13	5	10	11	8	14	8	11	9	12	11	12
<b>Plans to cap welfare benefits so nobody can claim more than £26,000 per year</b>																	
Have heard a great deal about this	21	24	25	24	26	24	22	23	20	18	13	19	33	22	20	21	22
Have heard a bit about this	42	43	37	57	41	42	50	44	40	38	40	48	39	41	43	44	44
Have heard nothing at all about this	25	24	27	11	24	23	21	23	26	31	32	24	17	26	23	23	22
Not sure	12	9	10	8	10	12	7	10	14	14	15	9	11	10	14	13	13

	Region			
	Total	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1681</b>	360	414	146
Unweighted Sample	1681	296	377	117
	%	%	%	%

**New legal rights for householders to be able to use force against burglars and other intruders**

Have heard a great deal about this	<b>32</b>	36	24	29
Have heard a bit about this	<b>50</b>	45	63	36
Have heard nothing at all about this	<b>12</b>	10	7	30
Not sure	<b>6</b>	8	6	5

**Speculation that Boris Johnson wants to be Prime Minister**

Have heard a great deal about this	<b>28</b>	24	19	30
Have heard a bit about this	<b>45</b>	46	51	39
Have heard nothing at all about this	<b>20</b>	26	19	20
Not sure	<b>7</b>	4	11	11

**New figures showing the economy came out of recession and grew by 1% in the last quarter**

Have heard a great deal about this	<b>30</b>	31	29	43
Have heard a bit about this	<b>45</b>	42	42	39
Have heard nothing at all about this	<b>16</b>	19	18	8
Not sure	<b>9</b>	8	10	10

**News that married Tory MP David Williams has been having an affair with another man**

Have heard a great deal about this	<b>2</b>	1	1	9
Have heard a bit about this	<b>9</b>	6	13	1
Have heard nothing at all about this	<b>78</b>	87	72	83
Not sure	<b>10</b>	6	14	6

**Plans to cap welfare benefits so nobody can claim more than £26,000 per year**

Have heard a great deal about this	<b>21</b>	21	18	34
Have heard a bit about this	<b>42</b>	40	44	35
Have heard nothing at all about this	<b>25</b>	29	26	20
Not sure	<b>12</b>	10	12	11

	Voting intention			2010 Vote			Gender		Age				Social grade				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	
<b>Weighted Sample</b>	<b>1681</b>	<b>427</b>	<b>555</b>	<b>123</b>	<b>542</b>	<b>429</b>	<b>384</b>	<b>817</b>	<b>864</b>	<b>203</b>	<b>429</b>	<b>575</b>	<b>474</b>	<b>958</b>	<b>723</b>	<b>215</b>	<b>546</b>
Unweighted Sample	1681	441	525	117	559	408	402	782	899	122	462	635	462	1126	555	326	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Virgin Trains not winning the franchise for the West Coast Main Line, and the tendering process having to be repeated because of mistakes by the Department of Transport.**

Have heard a great deal about this	<b>56</b>	61	59	67	59	61	63	64	49	50	47	55	67	61	49	57	55
Have heard a bit about this	<b>28</b>	31	25	23	32	24	29	26	31	20	27	33	29	25	34	30	28
Have heard nothing at all about this	<b>11</b>	6	12	10	7	10	7	6	15	23	18	8	2	12	9	6	11
Not sure	<b>5</b>	2	3	0	2	5	1	4	5	6	9	4	2	3	7	7	5

**Nick Clegg's video apology for promising not to raise tuition fees**

Have heard a great deal about this	<b>35</b>	32	39	50	29	40	43	36	34	42	29	34	37	37	31	39	35
Have heard a bit about this	<b>33</b>	37	35	31	40	33	30	38	28	21	29	35	39	33	33	36	30
Have heard nothing at all about this	<b>25</b>	27	21	17	27	21	22	21	29	26	32	26	18	24	27	16	27
Not sure	<b>7</b>	4	5	2	4	6	5	5	9	10	10	5	5	6	9	10	8

**Government has announced that council tax will be frozen for a third year in a row**

Have heard a great deal about this	<b>11</b>	12	12	17	15	10	10	14	9	16	5	9	18	13	9	13	10
Have heard a bit about this	<b>30</b>	27	30	43	30	31	36	34	25	17	28	29	38	29	31	33	26
Have heard nothing at all about this	<b>47</b>	52	44	34	47	41	46	42	51	55	53	51	33	49	44	41	52
Not sure	<b>12</b>	9	14	6	8	17	7	10	15	13	15	11	11	10	16	12	12

**Labour MP Audrey Cockburn has been using union campaign funds to redecorate her home**

Have heard a great deal about this	<b>3</b>	2	5	7	4	3	4	3	3	6	2	1	5	4	2	6	3
Have heard a bit about this	<b>11</b>	8	10	13	12	8	11	9	12	12	7	12	12	11	11	16	12
Have heard nothing at all about this	<b>74</b>	78	74	78	72	75	78	76	72	76	77	76	68	75	72	63	73
Not sure	<b>12</b>	12	11	3	11	14	7	11	13	5	15	11	15	10	15	15	12

	Region			
	Total	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1681</b>	360	414	146
Unweighted Sample	1681	296	377	117
	%	%	%	%

**Virgin Trains not winning the franchise for the West Coast Main Line, and the tendering process having to be repeated because of mistakes by the Department of Transport.**

Have heard a great deal about this	<b>56</b>	52	57	69
Have heard a bit about this	<b>28</b>	30	27	23
Have heard nothing at all about this	<b>11</b>	14	9	9
Not sure	<b>5</b>	3	6	0

**Nick Clegg's video apology for promising not to raise tuition fees**

Have heard a great deal about this	<b>35</b>	31	32	48
Have heard a bit about this	<b>33</b>	29	39	28
Have heard nothing at all about this	<b>25</b>	34	21	21
Not sure	<b>7</b>	5	8	3

**Government has announced that council tax will be frozen for a third year in a row**

Have heard a great deal about this	<b>11</b>	8	12	25
Have heard a bit about this	<b>30</b>	29	33	31
Have heard nothing at all about this	<b>47</b>	50	44	29
Not sure	<b>12</b>	13	12	15

**Labour MP Audrey Cockburn has been using union campaign funds to redecorate her home**

Have heard a great deal about this	<b>3</b>	2	2	9
Have heard a bit about this	<b>11</b>	9	9	8
Have heard nothing at all about this	<b>74</b>	80	75	74
Not sure	<b>12</b>	9	14	9

	Voting intention			2010 Vote			Gender		Age				Social grade		London	Rest of South	
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1			C2DE
<b>Weighted Sample</b>	<b>1681</b>	<b>427</b>	<b>555</b>	<b>123</b>	<b>542</b>	<b>429</b>	<b>384</b>	<b>817</b>	<b>864</b>	<b>203</b>	<b>429</b>	<b>575</b>	<b>474</b>	<b>958</b>	<b>723</b>	<b>215</b>	<b>546</b>
Unweighted Sample	1681	441	525	117	559	408	402	782	899	122	462	635	462	1126	555	326	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Looking at the same list of stories, please say how important you think each story is on a 0-10 scale, where 0 means "not important at all" and 10 means "extremely important".

[Only asked to a random sub-sample n=846]

The Conservative Chief Whip being allegedly calling a policeman a "pleb".

0 - Not important at all	11	14	5	23	15	5	14	10	12	14	7	10	15	12	10	7	11
1	5	10	3	7	9	2	4	5	4	6	6	6	2	6	3	4	6
2	7	9	3	16	8	4	9	7	8	6	9	7	7	9	5	7	6
3	6	8	2	8	10	5	5	6	6	8	6	6	5	8	4	3	6
4	5	4	5	6	3	4	7	5	4	1	7	5	4	4	6	6	2
5	10	12	7	7	12	6	11	9	10	4	10	11	11	10	9	12	13
6	9	12	9	6	8	11	11	7	11	13	12	7	6	9	9	11	9
7	10	12	10	6	13	7	9	12	8	15	8	10	11	11	9	11	9
8	9	6	11	3	6	15	6	9	8	5	9	8	10	7	11	10	9
9	8	6	14	4	7	12	7	10	7	5	7	11	8	7	10	7	9
10 - Extremely important	13	6	23	9	8	20	13	13	12	5	7	15	18	11	15	13	13
Don't know	8	1	8	6	2	9	5	7	8	18	13	4	3	6	10	8	8
<b>Mean</b>	<b>5.4</b>	<b>4.8</b>	<b>6.9</b>	<b>3.8</b>	<b>4.9</b>	<b>6.6</b>	<b>5.3</b>	<b>5.6</b>	<b>5.1</b>	<b>4.1</b>	<b>4.9</b>	<b>5.8</b>	<b>5.9</b>	<b>5.1</b>	<b>5.8</b>	<b>5.7</b>	<b>5.5</b>

The government forcing energy companies to make sure customers are on the best value deals - but David Cameron announcing the policy before the details were ready

0 - Not important at all	3	3	1	6	3	1	4	3	2	4	2	2	3	3	2	2	2
1	1	3	1	0	2	2	0	2	1	0	1	2	1	1	1	0	1
2	1	2	1	3	2	1	1	2	1	1	1	1	2	2	0	2	1
3	2	3	1	1	4	2	1	3	1	1	2	1	3	2	2	2	3
4	5	4	5	9	5	3	8	7	3	8	4	3	6	6	4	6	4
5	9	10	8	8	10	8	8	9	9	10	8	8	10	9	9	13	11
6	8	10	5	16	9	5	11	8	8	3	12	8	6	9	6	7	10
7	14	16	13	6	14	12	15	15	14	15	17	14	11	17	10	13	15
8	18	20	17	26	18	19	20	22	15	24	20	20	12	18	19	22	14
9	10	9	13	6	11	13	8	7	14	3	9	15	10	10	11	10	12
10 - Extremely important	20	17	25	14	19	26	18	16	24	15	12	19	31	17	25	15	18
Don't know	8	2	8	6	3	9	6	7	9	16	12	5	4	6	11	10	8
<b>Mean</b>	<b>7.0</b>	<b>7.2</b>	<b>7.4</b>	<b>6.7</b>	<b>7.2</b>	<b>7.6</b>	<b>7.1</b>	<b>6.9</b>	<b>7.5</b>	<b>6.2</b>	<b>6.6</b>	<b>7.4</b>	<b>7.5</b>	<b>7.1</b>	<b>7.3</b>	<b>7.0</b>	<b>7.0</b>

	Region			
	Total	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1681</b>	360	414	146
Unweighted Sample	1681	296	377	117
	%	%	%	%

Looking at the same list of stories, please say how important you think each story is on a 0-10 scale, where 0 means "not important at all" and 10 means "extremely important".

[Only asked to a random sub-sample n=846]

The Conservative Chief Whip being allegedly calling a policeman a "pleb"

0 - Not important at all	11	12	12	15
1	5	3	5	7
2	7	8	7	12
3	6	6	8	3
4	5	7	6	3
5	10	10	7	2
6	9	10	10	1
7	10	9	11	15
8	9	11	5	12
9	8	6	10	10
10 - Extremely important	13	13	10	20
Don't know	8	6	9	1
<b>Mean</b>	<b>5.4</b>	<b>5.5</b>	<b>5.0</b>	<b>6.0</b>

The government forcing energy companies to make sure customers are on the best value deals - but David Cameron announcing the policy before the details were ready

0 - Not important at all	3	4	2	7
1	1	1	1	5
2	1	1	2	0
3	2	0	2	3
4	5	4	5	8
5	9	10	6	2
6	8	6	7	9
7	14	12	13	21
8	18	21	18	25
9	10	9	10	8
10 - Extremely important	20	25	24	12
Don't know	8	7	9	1
<b>Mean</b>	<b>7.0</b>	<b>7.4</b>	<b>7.2</b>	<b>7.0</b>

	Voting intention			2010 Vote			Gender		Age				Social grade		London	Rest of South	
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1			C2DE
<b>Weighted Sample</b>	<b>1681</b>	<b>427</b>	<b>555</b>	<b>123</b>	<b>542</b>	<b>429</b>	<b>384</b>	<b>817</b>	<b>864</b>	<b>203</b>	<b>429</b>	<b>575</b>	<b>474</b>	<b>958</b>	<b>723</b>	<b>215</b>	<b>546</b>
Unweighted Sample	1681	441	525	117	559	408	402	782	899	122	462	635	462	1126	555	326	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**David Cameron accidentally leaving one of his children at a pub**

0 - Not important at all	20	31	10	24	30	9	21	18	21	18	16	18	26	24	15	17	23
1	10	15	12	10	13	8	12	12	9	10	11	10	10	12	8	11	9
2	10	8	8	16	8	10	13	11	9	8	8	9	12	10	9	9	11
3	9	10	8	17	9	8	8	8	10	15	9	9	6	11	6	10	11
4	7	4	7	1	7	7	8	9	6	1	8	7	10	6	9	8	5
5	13	11	14	16	10	14	14	14	12	14	14	16	9	10	17	13	10
6	6	7	7	3	8	6	5	6	6	5	7	6	6	5	7	10	8
7	4	3	6	2	3	5	5	4	5	8	4	4	3	5	4	2	3
8	4	4	6	5	3	8	4	4	4	3	5	3	5	4	5	3	5
9	3	3	6	1	3	5	3	3	3	0	4	3	4	2	4	2	3
10 - Extremely important	5	2	10	0	4	10	3	4	6	2	3	8	6	5	6	5	4
Don't know	7	1	8	6	2	9	5	7	8	17	12	4	3	6	9	9	8
<b>Mean</b>	<b>3.5</b>	<b>2.9</b>	<b>4.7</b>	<b>2.8</b>	<b>3.2</b>	<b>4.6</b>	<b>3.4</b>	<b>3.5</b>	<b>3.6</b>	<b>3.0</b>	<b>3.6</b>	<b>3.8</b>	<b>3.5</b>	<b>3.3</b>	<b>4.0</b>	<b>3.5</b>	<b>3.3</b>

**The government imposing VAT on hot food like pasties and then changing its mind**

0 - Not important at all	8	15	4	12	13	6	6	8	9	9	5	7	14	9	8	6	10
1	4	7	3	1	7	2	1	5	4	2	5	4	5	5	3	6	5
2	5	8	4	4	8	3	6	5	5	5	7	4	5	7	3	6	7
3	8	8	6	15	9	6	10	9	7	3	9	9	8	8	8	5	8
4	8	9	8	12	8	5	11	8	8	8	9	8	7	9	7	8	7
5	13	17	8	16	13	10	16	10	16	11	12	16	11	12	14	10	11
6	11	13	13	15	12	13	13	13	9	14	11	12	9	13	9	13	13
7	13	7	16	15	7	19	14	15	12	21	15	12	11	13	14	13	12
8	8	6	9	4	9	9	8	8	7	4	7	9	8	7	9	10	5
9	5	4	9	1	4	8	4	5	5	5	2	7	6	4	7	4	6
10 - Extremely important	8	4	12	1	8	12	4	6	9	3	5	8	12	7	9	8	6
Don't know	8	3	9	3	3	7	7	7	8	14	12	4	5	5	11	9	9
<b>Mean</b>	<b>5.2</b>	<b>4.5</b>	<b>6.1</b>	<b>4.6</b>	<b>4.9</b>	<b>6.1</b>	<b>5.2</b>	<b>5.1</b>	<b>5.1</b>	<b>4.8</b>	<b>4.7</b>	<b>5.6</b>	<b>5.3</b>	<b>5.1</b>	<b>5.5</b>	<b>5.2</b>	<b>4.8</b>

	Region			
	Total	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1681</b>	360	414	146
Unweighted Sample	1681	296	377	117
	%	%	%	%

**David Cameron accidentally leaving one of his children at a pub**

0 - Not important at all	20	17	21	17
1	10	15	8	11
2	10	10	7	14
3	9	6	9	10
4	7	8	9	9
5	13	16	13	14
6	6	2	6	2
7	4	9	2	7
8	4	3	3	13
9	3	4	5	0
10 - Extremely important	5	4	9	2
Don't know	7	6	9	1
<b>Mean</b>	<b>3.5</b>	<b>3.7</b>	<b>3.9</b>	<b>3.9</b>

**The government imposing VAT on hot food like pasties and then changing its mind**

0 - Not important at all	8	10	4	16
1	4	3	5	1
2	5	4	4	2
3	8	8	8	13
4	8	8	8	10
5	13	18	14	4
6	11	6	14	8
7	13	12	13	26
8	8	10	8	7
9	5	7	3	7
10 - Extremely important	8	9	10	5
Don't know	8	5	9	1
<b>Mean</b>	<b>5.2</b>	<b>5.5</b>	<b>5.4</b>	<b>5.4</b>



	Voting intention			2010 Vote			Gender		Age				Social grade				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South
<b>Weighted Sample</b>	<b>1681</b>	<b>427</b>	<b>555</b>	<b>123</b>	<b>542</b>	<b>429</b>	<b>384</b>	<b>817</b>	<b>864</b>	<b>203</b>	<b>429</b>	<b>575</b>	<b>474</b>	<b>958</b>	<b>723</b>	<b>215</b>	<b>546</b>
Unweighted Sample	1681	441	525	117	559	408	402	782	899	122	462	635	462	1126	555	326	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**George Osborne sitting in a first class train carriage with a standard class ticket**

0 - Not important at all	12	23	3	19	19	3	13	13	10	8	10	10	16	12	11	9	14
1	8	12	4	8	12	5	7	10	6	14	6	8	6	9	7	5	8
2	7	8	5	8	9	7	7	7	8	5	10	7	8	8	7	7	7
3	7	9	5	8	8	8	7	8	7	3	8	6	10	8	6	8	8
4	8	7	9	9	4	8	12	6	9	7	11	8	5	9	6	8	8
5	11	15	10	15	12	10	13	12	11	16	10	13	9	12	11	10	10
6	7	6	10	8	6	10	7	8	6	7	6	8	8	8	6	7	7
7	9	6	10	2	11	8	7	9	9	12	11	8	7	10	7	8	7
8	8	4	10	1	6	11	6	5	10	5	8	8	8	7	8	10	6
9	6	5	10	11	5	10	6	8	5	5	6	8	6	4	10	11	5
10 - Extremely important	9	4	16	4	6	14	9	7	11	2	3	12	14	8	11	10	11
Don't know	7	1	7	6	1	7	6	7	7	16	11	5	2	5	10	8	8
<b>Mean</b>	<b>4.8</b>	<b>3.8</b>	<b>6.2</b>	<b>4.0</b>	<b>4.3</b>	<b>6.0</b>	<b>4.7</b>	<b>4.6</b>	<b>5.0</b>	<b>4.0</b>	<b>4.4</b>	<b>5.3</b>	<b>5.1</b>	<b>4.7</b>	<b>5.0</b>	<b>5.4</b>	<b>4.5</b>

**The last Budget being described as an "omnishambles"**

0 - Not important at all	18	28	9	24	23	7	23	18	18	21	13	17	22	19	16	12	18
1	6	7	5	13	5	5	9	6	6	2	6	8	6	7	5	6	9
2	7	12	4	5	12	5	7	9	6	1	9	7	8	9	6	5	6
3	7	7	3	5	10	7	4	7	6	12	4	7	7	7	6	5	6
4	6	7	4	9	6	7	7	6	6	2	7	7	6	7	6	9	7
5	12	14	12	12	13	10	12	10	15	9	16	11	12	12	13	16	11
6	8	6	9	3	8	10	7	8	8	6	9	9	8	9	8	12	7
7	9	6	13	11	6	14	8	10	8	12	13	8	5	10	8	4	8
8	5	1	9	8	3	7	4	7	4	8	4	6	4	4	7	7	4
9	4	1	9	1	2	9	4	4	4	1	5	4	5	3	5	7	4
10 - Extremely important	6	1	13	4	3	10	6	6	6	8	1	6	10	4	8	6	7
Don't know	12	8	10	7	9	10	9	10	13	18	14	10	8	10	14	12	13
<b>Mean</b>	<b>4.0</b>	<b>2.7</b>	<b>5.7</b>	<b>3.7</b>	<b>3.3</b>	<b>5.5</b>	<b>3.8</b>	<b>4.2</b>	<b>3.9</b>	<b>3.9</b>	<b>4.0</b>	<b>4.1</b>	<b>4.2</b>	<b>3.8</b>	<b>4.4</b>	<b>4.6</b>	<b>3.8</b>

	Region			
	Total	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1681</b>	360	414	146
Unweighted Sample	1681	296	377	117
	%	%	%	%

**George Osborne sitting in a first class train carriage with a standard class ticket**

0 - Not important at all	12	10	12	15
1	8	6	10	9
2	7	9	7	8
3	7	7	8	5
4	8	9	6	8
5	11	11	15	12
6	7	8	6	12
7	9	13	7	10
8	8	8	8	9
9	6	6	6	7
10 - Extremely important	9	8	9	4
Don't know	7	6	8	0
<b>Mean</b>	<b>4.8</b>	<b>5.1</b>	<b>4.7</b>	<b>4.8</b>

**The last Budget being described as an "omnishambles"**

0 - Not important at all	18	19	19	20
1	6	5	5	0
2	7	6	11	11
3	7	9	5	11
4	6	6	3	12
5	12	14	11	10
6	8	7	10	3
7	9	13	7	13
8	5	3	6	10
9	4	4	3	4
10 - Extremely important	6	4	6	6
Don't know	12	9	15	1
<b>Mean</b>	<b>4.0</b>	<b>4.0</b>	<b>3.8</b>	<b>4.7</b>

	Voting intention			2010 Vote			Gender		Age				Social grade				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South
<b>Weighted Sample</b>	<b>1681</b>	<b>427</b>	<b>555</b>	<b>123</b>	<b>542</b>	<b>429</b>	<b>384</b>	<b>817</b>	<b>864</b>	<b>203</b>	<b>429</b>	<b>575</b>	<b>474</b>	<b>958</b>	<b>723</b>	<b>215</b>	<b>546</b>
Unweighted Sample	1681	441	525	117	559	408	402	782	899	122	462	635	462	1126	555	326	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**The top rate of income tax being cut from 50p to 45p for those earning £150,000 or more**

0 - Not important at all	6	6	6	10	3	4	12	6	6	10	2	4	9	5	7	1	5
1	1	1	1	0	2	1	1	1	2	0	1	2	1	2	1	1	2
2	2	2	1	5	3	0	2	2	1	1	1	2	2	2	1	4	1
3	4	4	2	8	4	2	2	4	3	7	3	4	3	4	3	7	4
4	5	5	2	4	6	2	4	6	3	2	6	5	4	4	6	5	4
5	11	16	6	10	15	7	9	10	13	7	9	14	12	9	14	11	12
6	7	7	8	6	7	7	5	7	6	5	9	7	6	8	6	11	7
7	13	19	9	8	16	10	12	16	10	17	15	12	11	15	10	13	13
8	14	13	16	23	12	15	21	13	16	12	18	15	12	16	13	14	16
9	9	9	9	11	9	11	9	9	9	5	8	10	9	9	9	9	8
10 - Extremely important	19	13	31	6	16	30	16	17	21	18	15	18	24	20	18	15	18
Don't know	9	6	8	7	6	9	5	9	10	16	12	7	6	7	12	10	11
<b>Mean</b>	<b>6.5</b>	<b>6.5</b>	<b>7.3</b>	<b>5.8</b>	<b>6.6</b>	<b>7.3</b>	<b>6.4</b>	<b>6.5</b>	<b>6.6</b>	<b>5.8</b>	<b>6.5</b>	<b>6.7</b>	<b>6.7</b>	<b>6.9</b>	<b>6.2</b>	<b>6.5</b>	<b>6.5</b>

**Rail fares to rise by no more than inflation plus 1%**

0 - Not important at all	4	3	2	10	2	3	7	6	2	7	3	4	3	4	4	1	2
1	2	3	0	4	3	1	1	3	1	0	4	2	1	2	1	1	2
2	2	3	1	4	3	1	2	3	1	0	3	3	2	3	2	2	2
3	4	6	2	9	6	2	4	3	4	5	3	5	3	5	3	4	5
4	4	7	2	1	7	1	3	4	4	4	5	3	4	5	3	6	3
5	14	16	15	14	16	14	9	13	15	19	12	17	11	12	18	18	12
6	10	7	14	17	7	12	16	10	11	10	17	9	7	12	9	10	10
7	14	16	14	11	16	12	16	15	14	11	11	18	14	14	15	11	15
8	14	14	13	14	14	15	14	15	13	14	18	10	14	15	12	16	15
9	10	10	6	5	8	12	9	8	11	9	6	10	12	10	9	8	8
10 - Extremely important	13	12	22	5	11	18	14	10	15	4	7	13	21	11	16	14	14
Don't know	9	5	8	6	6	9	6	8	10	16	13	5	6	8	11	9	11
<b>Mean</b>	<b>6.4</b>	<b>6.6</b>	<b>7.0</b>	<b>5.4</b>	<b>6.3</b>	<b>7.0</b>	<b>6.6</b>	<b>6.0</b>	<b>6.7</b>	<b>5.3</b>	<b>5.9</b>	<b>6.5</b>	<b>7.0</b>	<b>6.4</b>	<b>6.6</b>	<b>6.5</b>	<b>6.3</b>

	Region			
	Total	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1681</b>	360	414	146
Unweighted Sample	1681	296	377	117
	%	%	%	%

**The top rate of income tax being cut from 50p to 45p for those earning £150,000 or more**

0 - Not important at all	6	9	4	11
1	1	1	1	3
2	2	1	1	5
3	4	3	3	3
4	5	4	6	7
5	11	12	12	4
6	7	5	7	5
7	13	17	9	18
8	14	17	10	14
9	9	8	10	11
10 - Extremely important	19	18	25	15
Don't know	9	6	11	4
<b>Mean</b>	<b>6.5</b>	<b>6.7</b>	<b>6.7</b>	<b>6.3</b>

**Rail fares to rise by no more than inflation plus 1%**

0 - Not important at all	4	7	5	7
1	2	3	1	3
2	2	2	4	2
3	4	5	1	3
4	4	4	4	4
5	14	17	14	10
6	10	8	12	16
7	14	17	11	17
8	14	14	12	11
9	10	7	14	11
10 - Extremely important	13	10	14	14
Don't know	9	7	9	1
<b>Mean</b>	<b>6.4</b>	<b>6.1</b>	<b>6.5</b>	<b>6.7</b>

	Voting intention			2010 Vote			Gender		Age				Social grade		London	Rest of South	
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE			
<b>Weighted Sample</b>	<b>1681</b>	<b>427</b>	<b>555</b>	<b>123</b>	<b>542</b>	<b>429</b>	<b>384</b>	<b>817</b>	<b>864</b>	<b>203</b>	<b>429</b>	<b>575</b>	<b>474</b>	<b>958</b>	<b>723</b>	<b>215</b>	<b>546</b>
Unweighted Sample	1681	441	525	117	559	408	402	782	899	122	462	635	462	1126	555	326	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**The income tax threshold being raised so nobody earning under £10,000 will pay income tax**

0 - Not important at all	1	0	0	6	1	1	3	2	0	4	1	1	1	2	1	0	1
1	0	0	0	0	0	1	0	1	0	0	1	1	0	1	0	0	0
2	0	0	0	1	0	1	0	1	0	0	0	1	1	1	0	0	0
3	1	1	1	0	1	1	1	2	1	1	0	3	1	1	1	2	1
4	2	3	3	0	3	3	2	3	2	2	4	1	3	3	1	4	3
5	6	8	5	6	6	4	6	6	7	7	9	6	4	7	5	10	6
6	8	11	9	8	12	8	5	11	6	13	7	10	6	10	6	14	9
7	12	12	12	15	11	14	11	12	12	20	14	11	9	14	10	11	9
8	15	15	16	9	15	17	17	17	14	8	20	16	15	15	17	15	17
9	15	16	13	23	16	13	17	14	15	9	14	18	14	15	14	14	14
10 - Extremely important	30	30	33	30	31	31	32	24	35	23	20	28	43	26	34	22	32
Don't know	8	3	8	2	3	8	5	8	8	14	12	6	4	6	11	9	8
<b>Mean</b>	<b>7.8</b>	<b>8.3</b>	<b>8.1</b>	<b>8.2</b>	<b>8.3</b>	<b>8.0</b>	<b>8.1</b>	<b>7.6</b>	<b>8.2</b>	<b>6.9</b>	<b>7.4</b>	<b>8.1</b>	<b>8.7</b>	<b>7.8</b>	<b>8.0</b>	<b>7.5</b>	<b>8.0</b>

**Ed Miliband saying Labour is the "one nation" party**

0 - Not important at all	22	37	7	26	37	7	19	22	21	14	18	21	30	21	23	16	21
1	9	15	4	10	14	4	8	11	7	8	8	11	8	8	10	7	10
2	10	11	7	12	11	4	14	10	10	9	12	10	9	13	6	14	10
3	8	8	6	10	8	7	9	8	7	6	7	10	7	9	6	8	7
4	7	5	7	13	5	7	8	6	8	7	8	6	7	6	8	7	6
5	12	9	17	8	7	19	12	10	13	4	13	14	12	10	15	10	11
6	8	6	11	8	7	11	8	8	9	12	7	8	8	9	7	13	8
7	6	3	10	8	2	10	6	7	5	10	6	5	4	7	3	5	5
8	3	1	7	0	2	7	4	4	3	2	4	2	4	3	3	4	4
9	2	2	4	0	1	5	2	2	2	3	2	3	1	2	3	2	1
10 - Extremely important	4	1	12	0	1	12	3	4	5	6	1	4	7	4	5	3	5
Don't know	9	4	8	6	5	8	7	7	11	19	15	6	4	8	10	10	11
<b>Mean</b>	<b>3.4</b>	<b>2.4</b>	<b>5.3</b>	<b>2.8</b>	<b>2.2</b>	<b>5.5</b>	<b>3.5</b>	<b>3.4</b>	<b>3.5</b>	<b>3.6</b>	<b>3.2</b>	<b>3.5</b>	<b>3.5</b>	<b>3.4</b>	<b>3.3</b>	<b>3.5</b>	<b>3.3</b>

	Region			
	Total	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1681</b>	360	414	146
Unweighted Sample	1681	296	377	117
	%	%	%	%

**The income tax threshold being raised so nobody earning under £10,000 will pay income tax**

0 - Not important at all	1	2	1	7
1	0	0	1	3
2	0	1	0	2
3	1	2	0	4
4	2	0	3	1
5	6	9	3	4
6	8	4	8	7
7	12	15	13	16
8	15	18	12	14
9	15	16	16	11
10 - Extremely important	30	28	32	29
Don't know	8	7	10	4
<b>Mean</b>	<b>7.8</b>	<b>8.1</b>	<b>7.8</b>	<b>7.5</b>

**Ed Miliband saying Labour is the "one nation" party**

0 - Not important at all	22	27	22	21
1	9	9	11	5
2	10	8	7	18
3	8	7	9	5
4	7	6	6	15
5	12	13	14	7
6	8	4	9	9
7	6	9	3	12
8	3	2	3	0
9	2	2	2	2
10 - Extremely important	4	4	5	2
Don't know	9	8	10	2
<b>Mean</b>	<b>3.4</b>	<b>3.2</b>	<b>3.4</b>	<b>3.5</b>

	Voting intention			2010 Vote			Gender		Age				Social grade				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South
<b>Weighted Sample</b>	<b>1681</b>	<b>427</b>	<b>555</b>	<b>123</b>	<b>542</b>	<b>429</b>	<b>384</b>	<b>817</b>	<b>864</b>	<b>203</b>	<b>429</b>	<b>575</b>	<b>474</b>	<b>958</b>	<b>723</b>	<b>215</b>	<b>546</b>
Unweighted Sample	1681	441	525	117	559	408	402	782	899	122	462	635	462	1126	555	326	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Child Benefit being removed from families in which one parent earns over £50,000**

0 - Not important at all	3	1	2	12	2	3	6	5	2	4	1	2	5	3	3	1	2
1	1	1	2	0	1	1	1	2	1	3	1	1	1	1	1	2	3
2	1	1	1	0	2	1	1	2	1	0	0	3	2	2	1	0	1
3	2	3	2	2	3	2	2	3	1	1	2	2	3	2	2	2	2
4	3	3	3	8	3	2	5	4	2	4	3	4	1	3	3	3	3
5	11	14	9	14	13	8	10	12	10	11	6	15	12	9	14	18	12
6	11	9	13	8	12	12	12	13	9	19	12	10	8	11	10	15	9
7	13	12	13	16	11	9	18	15	10	11	21	11	8	16	8	10	9
8	14	14	14	16	12	17	16	12	15	7	18	17	9	15	11	16	13
9	12	14	13	10	13	15	11	11	13	10	10	12	15	12	12	8	14
10 - Extremely important	21	25	21	13	25	22	14	14	27	17	11	20	31	19	24	15	24
Don't know	8	4	8	2	4	8	5	7	9	14	13	5	5	7	9	9	8
<b>Mean</b>	<b>7.1</b>	<b>7.7</b>	<b>7.3</b>	<b>6.6</b>	<b>7.6</b>	<b>7.3</b>	<b>6.9</b>	<b>6.5</b>	<b>7.5</b>	<b>6.3</b>	<b>6.6</b>	<b>7.4</b>	<b>7.5</b>	<b>7.1</b>	<b>6.9</b>	<b>6.7</b>	<b>7.2</b>

**New legal rights for householders to be able to use force against burglars and other intruders**

0 - Not important at all	2	1	3	6	1	4	3	3	1	4	2	2	3	3	2	1	2
1	2	1	1	9	0	1	3	3	1	5	1	1	1	2	1	3	0
2	2	2	3	2	1	2	2	2	1	1	1	2	1	2	1	1	1
3	2	2	4	0	3	2	2	2	2	8	1	1	2	3	1	4	2
4	3	2	6	1	4	4	3	5	2	4	4	3	3	4	3	5	4
5	9	8	9	10	8	11	9	11	7	10	9	9	8	10	7	11	9
6	9	11	9	17	7	7	13	9	8	11	11	9	5	11	6	10	10
7	13	14	11	23	13	11	16	13	14	12	16	12	14	15	11	11	13
8	16	19	15	6	19	19	15	15	18	10	23	18	12	15	19	18	16
9	10	13	9	5	15	8	7	9	11	2	7	13	13	8	12	6	13
10 - Extremely important	24	26	24	19	27	24	22	19	29	19	13	24	36	21	28	21	23
Don't know	8	2	8	2	3	7	5	8	7	14	12	6	3	6	10	8	7
<b>Mean</b>	<b>7.2</b>	<b>8.1</b>	<b>7.1</b>	<b>6.6</b>	<b>8.1</b>	<b>7.2</b>	<b>7.1</b>	<b>6.7</b>	<b>7.9</b>	<b>5.8</b>	<b>6.7</b>	<b>7.6</b>	<b>8.2</b>	<b>7.0</b>	<b>7.6</b>	<b>6.8</b>	<b>7.5</b>

	Region			
	Total	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1681</b>	360	414	146
Unweighted Sample	1681	296	377	117
	%	%	%	%

**Child Benefit being removed from families in which one parent earns over £50,000**

0 - Not important at all	3	4	3	7
1	1	0	0	0
2	1	1	2	3
3	2	3	1	3
4	3	3	4	3
5	11	9	9	7
6	11	12	13	6
7	13	19	11	19
8	14	11	13	21
9	12	11	12	13
10 - Extremely important	21	19	23	14
Don't know	8	7	9	5
<b>Mean</b>	<b>7.1</b>	<b>7.0</b>	<b>7.2</b>	<b>7.1</b>

**New legal rights for householders to be able to use force against burglars and other intruders**

0 - Not important at all	2	4	0	11
1	2	1	1	8
2	2	1	3	2
3	2	2	2	2
4	3	2	3	1
5	9	9	8	4
6	9	7	6	14
7	13	16	12	14
8	16	20	15	11
9	10	8	10	8
10 - Extremely important	24	25	29	20
Don't know	8	6	11	4
<b>Mean</b>	<b>7.2</b>	<b>7.5</b>	<b>7.4</b>	<b>6.3</b>



	Voting intention			2010 Vote			Gender		Age				Social grade				
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South
<b>Weighted Sample</b>	<b>1681</b>	<b>427</b>	<b>555</b>	<b>123</b>	<b>542</b>	<b>429</b>	<b>384</b>	<b>817</b>	<b>864</b>	<b>203</b>	<b>429</b>	<b>575</b>	<b>474</b>	<b>958</b>	<b>723</b>	<b>215</b>	<b>546</b>
Unweighted Sample	1681	441	525	117	559	408	402	782	899	122	462	635	462	1126	555	326	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Speculation that Boris Johnson wants to be Prime Minister**

0 - Not important at all	19	22	18	33	17	15	25	21	17	17	13	21	23	19	20	11	20
1	9	12	5	11	11	5	11	10	8	6	9	11	8	9	9	7	7
2	9	7	10	11	7	9	9	10	8	12	7	11	7	11	6	12	9
3	8	7	5	8	8	8	9	8	8	13	7	7	8	8	8	9	8
4	8	7	7	5	11	9	6	7	9	5	9	9	8	8	8	7	7
5	14	18	15	9	17	16	10	13	15	8	14	13	19	13	15	16	13
6	8	8	6	14	7	7	12	7	9	7	9	9	8	8	9	10	8
7	7	8	10	1	6	11	5	7	7	11	9	6	4	8	6	8	9
8	5	3	7	5	5	7	4	5	5	1	11	3	4	6	4	4	3
9	2	1	3	0	3	2	0	2	1	3	0	2	2	2	1	3	2
10 - Extremely important	4	5	5	1	5	5	2	2	5	4	1	3	6	3	5	4	4
Don't know	8	1	9	3	3	7	6	7	8	14	12	5	4	6	10	9	9
<b>Mean</b>	<b>3.7</b>	<b>3.8</b>	<b>4.1</b>	<b>2.8</b>	<b>4.1</b>	<b>4.4</b>	<b>3.1</b>	<b>3.4</b>	<b>3.9</b>	<b>3.5</b>	<b>3.9</b>	<b>3.5</b>	<b>3.9</b>	<b>3.8</b>	<b>3.6</b>	<b>4.1</b>	<b>3.6</b>

**New figures showing the economy came out of recession and grew by 1% in the last quarter**

0 - Not important at all	3	2	1	6	1	2	5	2	3	8	1	3	1	2	4	0	3
1	1	0	3	0	0	3	1	2	1	1	1	2	1	1	2	0	1
2	2	2	1	5	2	1	2	2	1	2	2	2	0	2	1	0	3
3	2	2	2	1	2	3	0	2	1	0	1	3	1	1	2	2	1
4	3	3	3	4	4	2	4	3	3	1	6	2	3	3	3	5	2
5	8	8	7	10	7	4	6	8	7	9	9	8	6	8	7	8	8
6	10	8	11	10	11	10	8	8	12	10	7	13	8	10	10	15	12
7	15	12	19	15	15	19	12	17	13	16	16	15	14	15	15	15	10
8	13	12	11	25	10	10	20	14	12	12	20	12	9	16	8	13	12
9	15	18	15	3	16	16	15	14	16	8	14	16	19	16	14	17	16
10 - Extremely important	21	31	19	17	27	21	19	19	23	16	12	20	32	19	23	16	22
Don't know	8	3	9	6	4	8	8	9	8	16	12	5	6	6	11	9	10
<b>Mean</b>	<b>7.3</b>	<b>8.2</b>	<b>7.2</b>	<b>6.9</b>	<b>7.8</b>	<b>7.2</b>	<b>7.2</b>	<b>7.1</b>	<b>7.4</b>	<b>6.0</b>	<b>6.8</b>	<b>7.4</b>	<b>8.1</b>	<b>7.4</b>	<b>6.9</b>	<b>7.3</b>	<b>7.1</b>

	Region			
	Total	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1681</b>	360	414	146
Unweighted Sample	1681	296	377	117
	%	%	%	%

**Speculation that Boris Johnson wants to be Prime Minister**

0 - Not important at all	<b>19</b>	21	18	21
1	<b>9</b>	10	10	9
2	<b>9</b>	7	7	19
3	<b>8</b>	7	8	9
4	<b>8</b>	10	9	4
5	<b>14</b>	11	20	9
6	<b>8</b>	9	6	6
7	<b>7</b>	7	3	10
8	<b>5</b>	7	4	11
9	<b>2</b>	1	2	0
10 - Extremely important	<b>4</b>	4	3	2
Don't know	<b>8</b>	6	9	1
<b>Mean</b>	<b>3.7</b>	<b>3.7</b>	<b>3.5</b>	<b>3.8</b>

**New figures showing the economy came out of recession and grew by 1% in the last quarter**

0 - Not important at all	<b>3</b>	4	1	7
1	<b>1</b>	0	3	3
2	<b>2</b>	1	2	3
3	<b>2</b>	1	3	2
4	<b>3</b>	5	2	2
5	<b>8</b>	8	5	9
6	<b>10</b>	8	8	8
7	<b>15</b>	15	19	21
8	<b>13</b>	15	11	18
9	<b>15</b>	19	9	15
10 - Extremely important	<b>21</b>	18	27	13
Don't know	<b>8</b>	5	10	1
<b>Mean</b>	<b>7.3</b>	<b>7.4</b>	<b>7.2</b>	<b>7.2</b>

	Voting intention			2010 Vote			Gender		Age				Social grade		London	Rest of South	
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1			C2DE
<b>Weighted Sample</b>	<b>1681</b>	<b>427</b>	<b>555</b>	<b>123</b>	<b>542</b>	<b>429</b>	<b>384</b>	<b>817</b>	<b>864</b>	<b>203</b>	<b>429</b>	<b>575</b>	<b>474</b>	<b>958</b>	<b>723</b>	<b>215</b>	<b>546</b>
Unweighted Sample	1681	441	525	117	559	408	402	782	899	122	462	635	462	1126	555	326	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**News that married Tory MP David Williams has been having an affair with another man**

0 - Not important at all	<b>38</b>	41	29	45	41	29	46	37	38	39	28	41	42	38	37	30	44
1	<b>11</b>	10	13	12	10	11	12	12	11	4	10	14	12	9	14	13	10
2	<b>11</b>	15	8	13	14	10	12	11	11	12	12	11	10	12	10	8	9
3	<b>7</b>	8	4	9	9	6	6	8	7	13	6	7	7	8	6	9	8
4	<b>5</b>	6	6	2	4	6	4	5	5	2	7	5	4	5	5	9	3
5	<b>7</b>	6	10	7	6	11	6	6	9	3	12	5	7	7	7	5	7
6	<b>3</b>	2	6	6	3	4	3	3	3	3	4	3	2	4	2	5	3
7	<b>3</b>	2	4	2	3	3	2	4	2	6	2	3	3	3	3	4	2
8	<b>2</b>	1	5	0	1	4	2	2	1	1	5	1	1	2	1	3	0
9	<b>2</b>	1	2	3	3	3	0	2	1	0	0	1	5	2	1	3	1
10 - Extremely important	<b>2</b>	1	4	0	1	4	1	1	3	2	1	2	2	1	3	2	3
Don't know	<b>9</b>	6	9	1	6	8	6	8	10	14	11	7	7	7	12	9	10
<b>Mean</b>	<b>2.2</b>	<b>1.8</b>	<b>3.0</b>	<b>2.0</b>	<b>2.1</b>	<b>2.9</b>	<b>1.7</b>	<b>2.1</b>	<b>2.1</b>	<b>1.9</b>	<b>2.5</b>	<b>1.9</b>	<b>2.3</b>	<b>2.2</b>	<b>2.0</b>	<b>2.6</b>	<b>1.8</b>

**Plans to cap welfare benefits so nobody can claim more than £26,000 per year**

0 - Not important at all	<b>2</b>	1	2	10	0	2	4	3	1	4	1	1	3	2	3	0	2
1	<b>0</b>	1	1	0	1	1	0	1	0	0	0	1	0	0	0	2	0
2	<b>0</b>	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0
3	<b>1</b>	1	1	3	1	1	1	2	1	2	1	2	1	2	1	0	2
4	<b>1</b>	0	1	1	1	0	3	2	0	0	2	1	1	1	1	2	1
5	<b>7</b>	6	6	3	7	7	7	8	6	12	8	6	5	7	8	7	6
6	<b>7</b>	7	10	6	6	9	7	9	6	8	7	10	5	6	10	11	7
7	<b>11</b>	10	11	14	10	10	13	12	10	10	13	11	8	14	7	12	10
8	<b>15</b>	13	19	16	12	19	17	17	13	14	20	14	13	18	12	16	16
9	<b>13</b>	14	12	23	15	11	15	12	15	13	17	12	12	14	13	14	14
10 - Extremely important	<b>33</b>	42	29	21	42	31	27	27	39	23	19	36	47	31	36	27	35
Don't know	<b>8</b>	4	7	2	5	7	5	8	8	14	12	4	5	6	10	8	8
<b>Mean</b>	<b>7.8</b>	<b>8.6</b>	<b>7.8</b>	<b>7.6</b>	<b>8.6</b>	<b>7.8</b>	<b>7.8</b>	<b>7.6</b>	<b>8.3</b>	<b>6.9</b>	<b>7.4</b>	<b>8.2</b>	<b>8.6</b>	<b>8.2</b>	<b>7.8</b>	<b>7.7</b>	<b>8.1</b>

	Region			
	Total	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1681</b>	360	414	146
Unweighted Sample	1681	296	377	117
	%	%	%	%

**News that married Tory MP David Williams has been having an affair with another man**

0 - Not important at all	<b>38</b>	34	36	41
1	<b>11</b>	14	9	8
2	<b>11</b>	13	15	8
3	<b>7</b>	8	7	3
4	<b>5</b>	4	6	5
5	<b>7</b>	7	9	8
6	<b>3</b>	0	2	11
7	<b>3</b>	4	3	3
8	<b>2</b>	3	0	7
9	<b>2</b>	1	2	3
10 - Extremely important	<b>2</b>	3	1	1
Don't know	<b>9</b>	9	11	3
<b>Mean</b>	<b>2.2</b>	<b>2.2</b>	<b>2.0</b>	<b>2.9</b>

**Plans to cap welfare benefits so nobody can claim more than £26,000 per year**

0 - Not important at all	<b>2</b>	1	3	7
1	<b>0</b>	0	1	0
2	<b>0</b>	0	1	0
3	<b>1</b>	1	1	3
4	<b>1</b>	0	1	1
5	<b>7</b>	11	7	0
6	<b>7</b>	7	7	5
7	<b>11</b>	14	7	17
8	<b>15</b>	18	10	19
9	<b>13</b>	11	13	17
10 - Extremely important	<b>33</b>	30	40	28
Don't know	<b>8</b>	6	11	4
<b>Mean</b>	<b>7.8</b>	<b>8.0</b>	<b>7.9</b>	<b>8.0</b>

	Voting intention			2010 Vote			Gender		Age				Social grade				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	
<b>Weighted Sample</b>	<b>1681</b>	<b>427</b>	<b>555</b>	<b>123</b>	<b>542</b>	<b>429</b>	<b>384</b>	<b>817</b>	<b>864</b>	<b>203</b>	<b>429</b>	<b>575</b>	<b>474</b>	<b>958</b>	<b>723</b>	<b>215</b>	<b>546</b>
Unweighted Sample	1681	441	525	117	559	408	402	782	899	122	462	635	462	1126	555	326	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Virgin Trains not winning the franchise for the West Coast Main Line, and the tendering process having to be repeated because of mistakes by the Department of Transport.

0 - Not important at all	5	4	1	13	4	1	8	5	4	6	3	5	5	5	4	1	4
1	2	2	1	1	2	1	1	2	2	2	3	2	0	3	1	1	2
2	2	2	2	2	3	2	3	2	3	1	5	1	2	3	2	2	4
3	4	7	3	2	7	2	2	4	3	5	4	3	3	4	3	4	5
4	5	5	4	5	6	3	5	4	5	9	6	3	3	5	4	9	2
5	13	16	12	16	15	10	14	12	15	11	15	14	12	14	12	13	11
6	11	11	13	8	10	16	7	12	10	16	9	13	9	10	13	9	12
7	14	13	14	21	13	15	16	16	12	12	17	15	11	16	11	13	15
8	14	15	15	14	15	16	16	17	11	17	15	16	10	15	13	20	12
9	7	9	8	10	10	7	6	5	9	1	6	8	11	6	9	4	7
10 - Extremely important	15	13	20	3	14	19	18	14	16	1	5	13	31	13	18	15	16
Don't know	8	2	7	6	3	7	5	8	8	18	12	5	3	6	11	9	8
<b>Mean</b>	<b>6.4</b>	<b>6.6</b>	<b>7.1</b>	<b>5.8</b>	<b>6.8</b>	<b>7.0</b>	<b>6.7</b>	<b>6.4</b>	<b>6.3</b>	<b>4.8</b>	<b>5.6</b>	<b>6.5</b>	<b>7.6</b>	<b>6.3</b>	<b>6.6</b>	<b>6.5</b>	<b>6.3</b>

Nick Clegg's video apology for promising not to raise tuition fees

0 - Not important at all	14	19	9	18	17	10	16	15	13	8	6	16	21	14	14	9	14
1	7	8	8	4	8	7	5	9	4	3	5	10	5	6	8	6	6
2	8	11	5	6	12	7	7	9	8	11	10	8	7	9	7	6	10
3	7	9	7	6	9	6	6	10	5	5	7	7	8	9	5	10	6
4	9	10	8	12	7	9	11	9	9	11	11	7	9	9	9	10	8
5	14	16	13	16	17	15	12	13	15	9	17	13	14	15	13	14	17
6	11	10	11	10	9	8	13	9	12	13	10	11	10	11	9	13	11
7	7	7	9	8	6	9	11	6	9	11	7	6	7	7	8	5	6
8	5	2	8	6	3	9	7	5	5	7	8	5	2	5	4	9	2
9	4	3	5	4	5	4	2	3	5	2	3	5	5	3	5	1	5
10 - Extremely important	6	3	10	3	5	8	5	4	7	3	3	7	8	5	6	6	6
Don't know	8	2	8	6	3	8	6	8	8	16	12	5	4	6	11	11	10
<b>Mean</b>	<b>4.3</b>	<b>3.9</b>	<b>5.1</b>	<b>4.2</b>	<b>4.2</b>	<b>4.8</b>	<b>4.5</b>	<b>3.9</b>	<b>4.7</b>	<b>4.2</b>	<b>4.4</b>	<b>4.3</b>	<b>4.3</b>	<b>4.2</b>	<b>4.1</b>	<b>4.4</b>	<b>4.2</b>

	Region			
	Total	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1681</b>	360	414	146
Unweighted Sample	1681	296	377	117
	%	%	%	%

**Virgin Trains not winning the franchise for the West Coast Main Line, and the tendering process having to be repeated because of mistakes by the Department of Transport.**

0 - Not important at all	5	6	4	11
1	2	2	2	4
2	2	2	2	1
3	4	2	3	3
4	5	5	5	6
5	13	18	14	10
6	11	12	11	9
7	14	15	9	24
8	14	13	15	12
9	7	5	10	10
10 - Extremely important	15	14	16	6
Don't know	8	6	10	4
<b>Mean</b>	<b>6.4</b>	<b>6.3</b>	<b>6.5</b>	<b>6.0</b>

**Nick Clegg's video apology for promising not to raise tuition fees**

0 - Not important at all	14	16	13	22
1	7	7	8	6
2	8	6	10	7
3	7	8	8	6
4	9	9	10	9
5	14	11	15	7
6	11	11	8	14
7	7	10	8	7
8	5	7	3	11
9	4	6	3	5
10 - Extremely important	6	3	7	6
Don't know	8	6	9	1
<b>Mean</b>	<b>4.3</b>	<b>4.4</b>	<b>4.2</b>	<b>4.7</b>

	Voting intention			2010 Vote			Gender		Age				Social grade				
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	
<b>Weighted Sample</b>	<b>1681</b>	<b>427</b>	<b>555</b>	<b>123</b>	<b>542</b>	<b>429</b>	<b>384</b>	<b>817</b>	<b>864</b>	<b>203</b>	<b>429</b>	<b>575</b>	<b>474</b>	<b>958</b>	<b>723</b>	<b>215</b>	<b>546</b>
Unweighted Sample	1681	441	525	117	559	408	402	782	899	122	462	635	462	1126	555	326	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Government has announced that council tax will be frozen for a third year in a row**

0 - Not important at all	2	1	2	6	0	2	3	3	1	4	1	1	2	2	1	0	1
1	1	0	0	0	0	1	0	1	0	0	1	1	0	1	0	0	0
2	1	0	1	1	0	1	1	0	1	1	0	1	1	1	1	2	0
3	2	3	2	0	2	2	0	2	1	2	1	3	1	2	2	3	2
4	3	3	5	1	3	4	4	5	1	0	4	3	4	3	3	4	5
5	9	13	7	13	10	6	9	10	8	12	13	10	4	11	7	11	8
6	8	3	10	16	5	11	10	10	7	18	9	6	6	10	6	7	8
7	14	14	14	18	14	12	14	15	13	17	13	13	14	16	11	15	14
8	17	21	15	11	20	16	16	17	16	6	16	23	15	16	17	20	15
9	11	14	9	10	11	11	14	8	13	8	12	10	12	11	10	11	13
10 - Extremely important	25	26	25	22	29	27	21	20	30	17	16	23	40	21	31	17	25
Don't know	8	3	8	3	4	7	6	7	9	15	13	6	3	7	10	9	8
<b>Mean</b>	<b>7.5</b>	<b>8.1</b>	<b>7.2</b>	<b>7.4</b>	<b>8.0</b>	<b>7.5</b>	<b>7.4</b>	<b>7.0</b>	<b>7.8</b>	<b>6.3</b>	<b>6.7</b>	<b>7.6</b>	<b>8.6</b>	<b>7.4</b>	<b>7.6</b>	<b>7.1</b>	<b>7.5</b>

**Labour MP Audrey Cockburn has been using union campaign funds to redecorate her home**

0 - Not important at all	5	4	3	12	5	3	7	7	3	9	2	4	6	5	4	1	4
1	4	4	2	7	3	6	3	6	2	5	4	4	3	6	2	5	3
2	4	3	4	7	3	4	5	4	3	7	2	2	5	3	5	2	4
3	6	7	6	10	6	4	7	6	6	6	4	7	6	6	5	8	6
4	5	5	7	6	4	6	5	6	4	3	7	5	3	5	4	5	4
5	9	8	12	4	9	12	8	11	8	5	9	10	11	10	9	12	9
6	10	8	9	11	11	8	12	9	10	7	13	10	8	10	9	10	11
7	14	15	13	19	16	11	12	13	15	17	17	11	12	15	13	11	14
8	9	9	10	9	9	12	9	9	9	2	13	12	7	9	10	9	9
9	8	10	8	1	8	7	11	6	9	7	9	7	8	8	7	10	9
10 - Extremely important	16	22	15	7	21	13	14	14	19	13	6	20	24	14	20	17	15
Don't know	11	6	12	6	6	13	8	10	12	19	13	9	7	9	13	10	11
<b>Mean</b>	<b>6.0</b>	<b>6.7</b>	<b>6.1</b>	<b>4.8</b>	<b>6.7</b>	<b>5.6</b>	<b>6.0</b>	<b>5.6</b>	<b>6.3</b>	<b>4.8</b>	<b>5.8</b>	<b>6.4</b>	<b>6.4</b>	<b>5.9</b>	<b>6.2</b>	<b>6.3</b>	<b>6.0</b>

	Region			
	Total	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1681</b>	360	414	146
Unweighted Sample	1681	296	377	117
	%	%	%	%

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0 - Not important at all	2	2	0	9
1	1	0	1	4
2	1	1	1	0
3	2	1	2	0
4	3	1	2	4
5	9	10	9	8
6	8	10	8	10
7	14	17	9	12
8	17	18	16	14
9	11	8	11	13
10 - Extremely important	25	24	31	25
Don't know	8	8	10	1
<b>Mean</b>	<b>7.5</b>	<b>7.5</b>	<b>7.6</b>	<b>7.3</b>

**Labour MP Audrey Cockburn has been using union campaign funds to redecorate her home**

0 - Not important at all	5	6	5	7
1	4	3	5	4
2	4	2	4	5
3	6	5	6	2
4	5	6	5	3
5	9	11	9	7
6	10	9	7	16
7	14	18	13	10
8	9	9	10	10
9	8	6	7	7
10 - Extremely important	16	17	16	23
Don't know	11	9	12	7
<b>Mean</b>	<b>6.0</b>	<b>6.2</b>	<b>5.7</b>	<b>6.5</b>