

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election now they probably wouldn't vote at all, while others say they definitely would vote. How likely would you be to vote in a new general election?

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Certain to vote	(10) 4647	2540	2107	338	566	830	808	826	1280	1349	1367	936	996	1123	1262	1135	691	436	654	1808	1170	1648	337	747	1645	1297	954
	58%	64%	51%	35%	44%	54%	59%	68%	76%	62%	59%	55%	54%	55%	59%	56%	59%	62%	58%	54%	71%	70%	61%	72%	73%	71%	65%
(9)	824	413	412	74	125	165	139	141	181	278	231	162	154	215	208	201	125	75	127	349	200	243	66	129	253	191	170
	10%	10%	10%	8%	10%	11%	10%	12%	11%	13%	10%	10%	8%	11%	10%	10%	11%	11%	11%	10%	12%	10%	12%	13%	11%	10%	12%
(8)	559	245	313	113	122	115	90	57	62	158	170	116	114	165	144	128	77	44	67	279	108	169	56	65	121	122	116
	7%	6%	8%	12%	9%	7%	7%	5%	4%	7%	7%	7%	6%	8%	7%	6%	7%	6%	6%	8%	7%	7%	10%	6%	5%	7%	8%
(7)	408	178	229	128	83	89	54	22	32	100	124	93	91	139	93	106	43	27	67	213	87	130	42	29	80	86	69
	5%	5%	6%	13%	6%	6%	4%	2%	2%	5%	5%	5%	5%	7%	4%	5%	4%	4%	6%	6%	5%	6%	8%	3%	4%	5%	5%
(6)	167	57	110	31	52	36	21	14	12	36	36	46	49	50	37	48	26	6	34	75	17	59	15	9	26	28	18
	2%	1%	3%	3%	4%	2%	2%	1%	1%	2%	2%	3%	3%	2%	2%	2%	2%	1%	3%	2%	1%	3%	3%	1%	1%	2%	1%
(5)	250	86	164	53	64	51	46	17	19	48	68	57	76	64	71	67	26	22	36	119	33	52	17	30	24	23	32
	3%	2%	4%	5%	5%	3%	3%	1%	1%	2%	3%	3%	4%	3%	3%	3%	2%	3%	3%	4%	2%	2%	3%	3%	1%	1%	2%
(4)	80	36	44	11	23	22	10	8	5	11	27	18	24	18	17	17	23	6	12	39	17	6	4	10	8	4	8
	1%	1%	1%	1%	2%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	*	*	1%
(3)	97	33	64	28	22	27	10	7	3	19	36	17	24	24	28	21	16	8	17	39	10	9	11	6	5	5	12
	1%	1%	2%	3%	2%	2%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	1%	*	*	1%
(2)	130	52	77	29	42	17	24	14	5	25	35	40	29	36	38	36	14	6	14	75	16	26	3	5	10	11	8
	2%	1%	2%	3%	3%	1%	2%	1%	*	1%	2%	2%	2%	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	*	*	1%	1%
Definitely would not vote	(1) 524	202	323	74	118	100	103	63	67	96	129	126	174	121	128	147	77	51	57	226	-	-	-	-	58	51	31
	7%	5%	8%	8%	9%	7%	8%	5%	4%	4%	6%	7%	9%	6%	6%	7%	7%	7%	5%	7%	-	-	-	-	3%	3%	2%
Don't know	365	103	263	87	73	80	64	37	23	54	111	80	120	91	99	113	45	17	46	157	-	-	-	-	36	21	51
	5%	3%	6%	9%	6%	5%	5%	3%	1%	2%	5%	5%	7%	4%	5%	6%	4%	2%	4%	5%	-	-	-	-	2%	1%	3%
Mean	8.44	8.76	8.12	7.46	7.67	8.34	8.43	8.94	9.26	8.80	8.52	8.25	8.07	8.40	8.51	8.34	8.49	8.56	8.53	8.27	9.27	9.24	8.96	9.34	9.26	9.16	9.07
Standard deviation	2.68	2.43	2.88	2.91	3.05	2.70	2.77	2.37	1.98	2.30	2.59	2.83	3.01	2.62	2.65	2.78	2.68	2.68	2.52	2.75	1.51	1.51	1.70	1.42	1.79	1.88	1.89
Standard error	0.03	0.04	0.05	0.11	0.09	0.07	0.07	0.07	0.05	0.05	0.06	0.08	0.07	0.06	0.06	0.06	0.08	0.10	0.08	0.05	0.04	0.03	0.07	0.04	0.04	0.05	0.05

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Table 2

Q.2 If there was a general election tomorrow, which party would you vote for? Would it be Conservative, Labour, Liberal Democrat, SNP or another party?

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Conservative	1659	936	723	212	205	269	242	242	490	541	548	334	237	522	525	336	203	73	158	793	1659	-	-	-	1326	45	92
	21%	24%	18%	22%	16%	18%	18%	20%	29%	25%	23%	20%	13%	26%	25%	17%	17%	10%	14%	23%	100%	-	-	-	59%	2%	6%
Labour	2343	1170	1173	299	430	507	413	332	361	623	629	493	598	566	549	722	328	178	425	982	-	2343	-	-	85	1435	389
	29%	30%	29%	31%	33%	33%	30%	28%	21%	29%	27%	29%	32%	28%	26%	36%	28%	26%	38%	29%	-	100%	-	-	4%	78%	26%
Liberal Democrat	551	277	274	55	111	106	82	72	125	206	154	101	90	162	137	99	117	36	87	230	-	-	551	-	29	29	406
	7%	7%	7%	6%	9%	7%	6%	6%	7%	9%	7%	6%	5%	8%	6%	5%	10%	5%	8%	7%	-	-	100%	-	1%	2%	28%
Plaid Cymru	31	19	12	2	4	5	6	7	7	5	11	7	8	-	-	-	31	-	7	9	-	-	-	-	3	2	2
	*	*	*	*	*	*	*	1%	*	*	*	*	*	-	-	-	3%	-	1%	1%	-	-	-	-	*	*	*
SNP	191	106	86	8	26	39	43	37	38	51	48	46	47	-	-	-	-	191	34	76	-	-	-	-	5	18	18
	2%	3%	2%	1%	2%	3%	3%	3%	2%	2%	2%	3%	3%	-	-	-	-	27%	3%	2%	-	-	-	-	*	1%	1%
The British National Party	55	27	27	10	12	11	8	8	5	5	17	16	18	14	14	18	7	1	4	29	-	-	-	-	10	5	2
	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	*	*	1%	-	-	-	-	*	*	*
The Green Party	189	99	90	23	31	39	42	32	23	54	67	32	37	62	45	39	31	12	43	70	-	-	-	-	10	23	55
	2%	3%	2%	2%	2%	3%	3%	3%	1%	2%	3%	2%	2%	3%	2%	2%	3%	2%	4%	2%	-	-	-	-	*	1%	4%
The UK Independence Party	1032	618	414	45	61	158	187	234	346	247	275	242	268	253	317	264	160	38	116	351	-	-	-	1032	451	81	167
	13%	16%	10%	5%	5%	10%	14%	19%	20%	11%	12%	14%	14%	12%	15%	13%	14%	5%	10%	10%	-	-	-	100%	20%	4%	11%
Some other party	25	16	9	4	6	4	6	2	4	9	7	5	4	5	8	5	2	4	6	6	-	-	-	-	3	2	6
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	1%	1%	-	-	-	-	*	*	*
Would not vote	612	230	383	102	145	118	113	66	69	112	154	148	197	146	149	170	87	60	67	273	-	-	-	-	62	56	37
	8%	6%	9%	11%	11%	8%	8%	5%	4%	5%	7%	9%	11%	7%	7%	8%	7%	9%	6%	8%	-	-	-	-	3%	3%	3%
Don't know	1273	414	859	195	234	253	216	160	215	301	402	256	315	288	363	343	181	98	173	520	-	-	-	-	279	140	291
	16%	10%	21%	20%	18%	17%	16%	13%	13%	14%	17%	15%	17%	14%	17%	17%	16%	14%	15%	15%	-	-	-	-	12%	8%	20%
Rather not say	89	35	55	11	22	22	11	17	6	20	22	13	33	27	18	24	13	7	11	38	-	-	-	-	3	2	5
	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	*	*	*

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Table 3

Q.2 If there was a general election tomorrow, which party would you vote for? Would it be Conservative, Labour, Liberal Democrat, SNP or another party?

Base: All respondents expressing an intention to vote

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	6052	3196	2856	489	818	1052	1169	1061	1463	1988	1700	975	1389	1625	1525	1510	882	510	812	2393	1697	2152	551	1114	2016	1422	1178
Weighted base	6077	3267	2809	659	887	1137	1029	965	1399	1740	1756	1274	1306	1585	1595	1483	880	534	880	2547	1659	2343	551	1032	1922	1639	1135
Conservative	1659	936	723	212	205	269	242	242	490	541	548	334	237	522	525	336	203	73	158	793	1659	-	-	-	1326	45	92
	27%	29%	26%	32%	23%	24%	23%	25%	35%	31%	31%	26%	18%	33%	33%	23%	23%	14%	18%	31%	100%	-	-	-	69%	3%	8%
Labour	2343	1170	1173	299	430	507	413	332	361	623	629	493	598	566	549	722	328	178	425	982	-	2343	-	-	85	1435	389
	39%	36%	42%	45%	48%	45%	40%	34%	26%	36%	36%	39%	46%	36%	34%	49%	37%	33%	48%	39%	-	100%	-	-	4%	88%	34%
Liberal Democrat	551	277	274	55	111	106	82	72	125	206	154	101	90	162	137	99	117	36	87	230	-	-	551	-	29	29	406
	9%	8%	10%	8%	13%	9%	8%	7%	9%	12%	9%	8%	7%	10%	9%	7%	13%	7%	10%	9%	-	-	100%	-	2%	2%	36%
Plaid Cymru	31	19	12	2	4	5	6	7	7	5	11	7	8	-	-	-	31	-	7	9	-	-	-	-	3	2	2
	1%	1%	*	*	*	*	1%	1%	1%	*	1%	1%	1%	-	-	-	4%	-	1%	*	-	-	-	-	*	*	*
SNP	191	106	86	8	26	39	43	37	38	51	48	46	47	-	-	-	-	191	34	76	-	-	-	-	5	18	18
	3%	3%	3%	1%	3%	3%	4%	4%	3%	3%	3%	4%	4%	-	-	-	-	36%	4%	3%	-	-	-	-	*	1%	2%
The British National Party	55	27	27	10	12	11	8	8	5	5	17	16	18	14	14	18	7	1	4	29	-	-	-	-	10	5	2
	1%	1%	1%	2%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	*	*	1%	-	-	-	-	1%	*	*
The Green Party	189	99	90	23	31	39	42	32	23	54	67	32	37	62	45	39	31	12	43	70	-	-	-	-	10	23	55
	3%	3%	3%	3%	4%	3%	4%	3%	2%	3%	4%	2%	3%	4%	3%	3%	4%	2%	5%	3%	-	-	-	-	*	1%	5%
The UK Independence Party	1032	618	414	45	61	158	187	234	346	247	275	242	268	253	317	264	160	38	116	351	-	-	-	1032	451	81	167
	17%	19%	15%	7%	7%	14%	18%	24%	25%	14%	16%	19%	20%	16%	20%	18%	18%	7%	13%	14%	-	-	-	100%	23%	5%	15%
Some other party	25	16	9	4	6	4	6	2	4	9	7	5	4	5	8	5	2	4	6	6	-	-	-	-	3	2	6
	*	*	*	1%	1%	*	1%	*	*	1%	*	*	*	*	*	*	*	1%	1%	*	-	-	-	-	*	*	1%

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Table 4

Q.2 If there was a general election tomorrow, which party would you vote for? Would it be Conservative, Labour, Liberal Democrat, SNP or another party?

Base: All respondents expressing an intention to vote (Turnout Weighted)

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	4836	2600	2236	337	589	817	941	892	1260	1627	1352	765	1092	1263	1234	1208	710	421	642	1847	1370	1724	423	905	1703	1182	973
Weighted base	4813	2640	2173	446	639	889	824	811	1205	1418	1390	986	1018	1220	1273	1175	706	438	688	1958	1328	1860	415	836	1619	1354	934
Conservative	1328	766	562	152	146	209	190	204	426	440	435	260	192	412	431	260	163	62	123	611	1328	-	-	-	1119	33	76
	28%	29%	26%	34%	23%	23%	23%	25%	35%	31%	31%	26%	19%	34%	34%	22%	23%	14%	18%	31%	100%	-	-	-	69%	2%	8%
Labour	1860	939	922	208	313	396	340	286	317	511	510	377	462	439	434	573	266	149	340	758	-	1860	-	-	69	1192	327
	39%	36%	42%	47%	49%	45%	41%	35%	26%	36%	37%	38%	45%	36%	34%	49%	38%	34%	49%	39%	-	100%	-	-	4%	88%	35%
Liberal Democrat	415	218	197	29	73	83	65	58	106	164	115	74	61	115	102	78	93	27	58	169	-	-	415	-	22	20	330
	9%	8%	9%	7%	11%	9%	8%	7%	9%	12%	8%	8%	6%	9%	8%	7%	13%	6%	8%	9%	-	-	100%	-	1%	1%	35%
Plaid Cymru	25	16	9	2	2	4	4	6	7	4	9	5	7	-	-	-	25	-	7	7	-	-	-	-	3	1	1
	1%	1%	*	*	*	*	1%	1%	1%	*	1%	1%	1%	-	-	-	4%	-	1%	*	-	-	-	-	*	*	*
SNP	153	83	70	6	22	30	33	31	32	42	39	36	37	-	-	-	-	153	27	60	-	-	-	-	5	16	15
	3%	3%	3%	1%	3%	3%	4%	4%	3%	3%	3%	4%	4%	-	-	-	-	35%	4%	3%	-	-	-	-	*	1%	2%
The British National Party	38	22	16	2	9	8	8	7	5	4	11	9	14	8	10	13	5	1	3	21	-	-	-	-	9	4	2
	1%	1%	1%	*	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	*	*	1%	-	-	-	-	1%	*	*
The Green Party	140	74	66	14	22	28	31	26	19	40	49	23	27	44	32	30	23	10	34	48	-	-	-	-	8	18	44
	3%	3%	3%	3%	3%	3%	4%	3%	2%	3%	4%	2%	3%	4%	3%	3%	3%	2%	5%	2%	-	-	-	-	*	1%	5%
The UK Independence Party	836	511	326	29	48	128	149	191	291	206	219	197	214	198	259	217	129	33	92	279	-	-	-	836	382	68	135
	17%	19%	15%	7%	7%	14%	18%	24%	24%	15%	16%	20%	21%	16%	20%	18%	18%	7%	13%	14%	-	-	-	100%	24%	5%	14%
Some other party	18	11	7	2	5	3	3	2	2	7	4	3	4	4	5	3	2	4	5	4	-	-	-	-	2	1	4
	*	*	*	1%	1%	*	*	*	*	1%	*	*	*	*	*	*	*	1%	1%	*	-	-	-	-	*	*	*

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Table 5

Q.2 If there was a general election tomorrow, which party would you vote for? Would it be Conservative, Labour, Liberal Democrat, SNP or another party?

Base: All respondents (Turnout Weighted)

Q.3 Voting at 2010 General Election

	Total	Conservative	Labour	Liberal Democrat	Plaid Cymru	SNP	The British National Party	The Green Party	The UK Independence Party	Some other party	Did not vote	Don't know	Prefer not to say
Unweighted base	5484	1892	1258	1156	27	140	40	86	193	28	555	19	92
Weighted base	5443	1803	1443	1105	25	123	36	70	160	21	551	21	86
Conservative	1328 24%	1119 62%	33 2%	76 7%	1 3%	2 2%	2 5%	1 1%	8 5%	* 1%	79 14%	3 14%	4 5%
Labour	1860 34%	69 4%	1192 83%	327 30%	2 7%	5 4%	1 4%	6 8%	5 3%	7 34%	229 42%	6 27%	10 12%
Liberal Democrat	415 8%	22 1%	20 1%	330 30%	1 5%	1 1%	- -	1 2%	1 1%	* 1%	35 6%	- -	3 4%
Plaid Cymru	25 *	3 *	1 *	1 *	17 70%	- -	* 1%	- -	- -	- -	2 *	- -	1 1%
SNP	153 3%	5 *	16 1%	15 1%	- -	102 82%	- -	- -	- -	- -	16 3%	- -	* *
The British National Party	38 1%	9 *	4 *	2 *	- -	- -	13 37%	* 1%	4 2%	- -	5 1%	- -	- -
The Green Party	140 3%	8 *	18 1%	44 4%	- -	1 1%	* 1%	43 61%	* *	* 1%	24 4%	- -	1 1%
The UK Independence Party	836 15%	382 21%	68 5%	135 12%	* 2%	7 5%	17 46%	8 12%	134 83%	5 22%	75 14%	2 8%	5 6%
Some other party	18 *	2 *	1 *	4 *	- -	- -	- -	3 4%	* *	4 19%	2 *	- -	* *
Would not vote	5 *	* *	1 *	* *	- -	- -	- -	- -	1 *	- -	4 1%	- -	* *
Don't know	565 10%	181 10%	87 6%	166 15%	3 14%	5 4%	1 3%	6 8%	7 5%	4 21%	74 14%	10 46%	20 23%
Rather not say	60 1%	2 *	1 *	5 *	- -	1 1%	1 2%	1 2%	- -	* 1%	4 1%	1 6%	42 49%

Boris Johnson Poll

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Absolutes/col percents

Table 6

**Q.3 At the last general election in May 2010, many people didn't vote. Did you vote in that election?
Which party did you vote for in the general election in May 2010?**

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
Conservative	2266	1316	950	185	208	356	354	385	777	733	703	450	380	650	742	474	303	96	237	937	1326	85	29	451	2266	-	-	
	28%	33%	23%	19%	16%	23%	26%	32%	46%	34%	30%	27%	21%	32%	35%	23%	26%	14%	21%	28%	80%	4%	5%	44%	100%	-	-	
Labour	1837	909	928	180	295	408	341	288	325	487	493	398	460	419	400	576	248	194	324	786	45	1435	29	81	-	1837	-	
	23%	23%	23%	19%	23%	27%	25%	24%	19%	22%	21%	24%	25%	21%	19%	29%	21%	28%	29%	23%	3%	61%	5%	8%	-	100%	-	
Liberal Democrat	1469	711	758	101	213	278	263	263	350	472	452	261	284	380	339	383	275	92	231	594	92	389	406	167	-	-	1469	
	18%	18%	18%	11%	17%	18%	19%	22%	21%	22%	19%	15%	15%	19%	16%	19%	24%	13%	20%	18%	6%	17%	74%	16%	-	-	100%	
Plaid Cymru	31	17	14	-	3	5	9	6	9	5	10	8	8	-	-	-	31	-	8	8	1	2	1	*	-	-	-	
	*	*	*	-	*	*	1%	*	1%	*	*	*	*	-	-	-	3%	-	1%	*	*	*	*	*	-	-	-	
SNP	153	83	70	5	16	24	35	32	41	45	41	36	32	-	-	-	-	153	35	48	2	6	1	8	-	-	-	
	2%	2%	2%	1%	1%	2%	3%	3%	2%	2%	2%	2%	2%	-	-	-	-	22%	3%	1%	*	*	*	1%	-	-	-	
The British National Party	48	30	17	4	10	9	12	9	4	6	9	7	25	7	20	12	8	*	3	25	2	3	-	19	-	-	-	
	1%	1%	*	*	1%	1%	1%	1%	*	*	*	*	1%	*	1%	1%	1%	*	*	1%	*	*	-	2%	-	-	-	
The Green Party	90	55	35	6	13	16	21	19	15	29	19	20	23	30	24	13	14	9	24	28	1	7	1	10	-	-	-	
	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	*	*	1%	-	-	-	
The UK Independence Party	199	110	89	6	9	30	44	52	58	39	46	63	51	50	65	48	32	4	20	69	10	6	2	154	-	-	-	
	2%	3%	2%	1%	1%	2%	3%	4%	3%	2%	2%	4%	3%	2%	3%	2%	3%	1%	2%	2%	1%	*	*	15%	-	-	-	
Some other party	29	15	14	2	7	3	6	5	7	7	9	6	7	10	8	7	2	2	7	8	*	*	1	5	-	-	-	
	*	*	*	*	1%	*	*	*	*	*	*	*	*	1%	*	*	*	*	*	1%	*	*	*	*	1%	-	-	-
Did not vote	1696	620	1076	437	462	336	252	123	87	302	484	399	512	437	455	446	223	136	207	765	166	376	75	127	-	-	-	
	21%	16%	26%	45%	36%	22%	18%	10%	5%	14%	21%	24%	28%	21%	21%	22%	19%	19%	18%	23%	10%	16%	14%	12%	-	-	-	
Don't know	42	9	33	6	11	10	8	3	4	2	14	9	17	8	13	18	2	*	5	20	7	6	-	2	-	-	-	
	1%	*	1%	1%	1%	1%	1%	*	*	*	1%	1%	1%	*	1%	1%	*	*	*	1%	*	*	-	*	-	-	-	
Prefer not to say	190	69	121	34	42	55	25	22	12	49	55	33	53	55	59	41	23	12	29	91	7	18	6	7	-	-	-	
	2%	2%	3%	3%	3%	4%	2%	2%	1%	2%	2%	2%	3%	3%	3%	2%	2%	2%	3%	3%	*	1%	1%	1%	-	-	-	

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Absolutes/col percents

Table 7

Q.3 At the last general election in May 2010, many people didn't vote. Did you vote in that election?

Which party did you vote for in the general election in May 2010?

Base: All respondents giving a past vote

	Gender			Age						SEG				Region					Employment Sector		Vote Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	6155	3189	2966	351	706	1046	1229	1159	1664	2095	1730	979	1351	1593	1570	1546	912	534	839	2342	1524	1769	475	975	2381	1595	1531	
Weighted base	6123	3247	2876	490	773	1130	1084	1060	1587	1821	1782	1250	1269	1546	1598	1515	913	551	889	2502	1479	1942	470	896	2266	1837	1469	
Conservative	2266	1316	950	185	208	356	354	385	777	733	703	450	380	650	742	474	303	96	237	937	1326	85	29	451	2266	-	-	
	37%	41%	33%	38%	27%	32%	33%	36%	49%	40%	39%	36%	30%	42%	46%	31%	33%	17%	27%	37%	90%	4%	6%	50%	100%	-	-	
Labour	1837	909	928	180	295	408	341	288	325	487	493	398	460	419	400	576	248	194	324	786	45	1435	29	81	-	1837	-	
	30%	28%	32%	37%	38%	36%	31%	27%	21%	27%	28%	32%	36%	27%	25%	38%	27%	35%	36%	31%	3%	74%	6%	9%	-	100%	-	
Liberal Democrat	1469	711	758	101	213	278	263	263	350	472	452	261	284	380	339	383	275	92	231	594	92	389	406	167	-	-	1469	
	24%	22%	26%	21%	28%	25%	24%	25%	22%	26%	25%	21%	22%	25%	21%	25%	30%	17%	26%	24%	6%	20%	86%	19%	-	-	100%	
Plaid Cymru	31	17	14	-	3	5	9	6	9	5	10	8	8	-	-	-	31	-	8	8	1	2	1	*	-	-	-	
	1%	1%	*	-	*	*	1%	1%	1%	*	1%	1%	1%	-	-	-	3%	-	1%	*	*	*	*	*	-	-	-	
SNP	153	83	70	5	16	24	35	32	41	45	41	36	32	-	-	-	-	153	35	48	2	6	1	8	-	-	-	
	3%	3%	2%	1%	2%	2%	3%	3%	3%	2%	2%	3%	3%	-	-	-	-	28%	4%	2%	*	*	*	1%	-	-	-	
The British National Party	48	30	17	4	10	9	12	9	4	6	9	7	25	7	20	12	8	*	3	25	2	3	-	19	-	-	-	
	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	2%	*	1%	1%	1%	*	*	1%	*	*	-	2%	-	-	-	
The Green Party	90	55	35	6	13	16	21	19	15	29	19	20	23	30	24	13	14	9	24	28	1	7	1	10	-	-	-	
	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	1%	2%	3%	1%	*	*	*	1%	-	-	-	
The UK Independence Party	199	110	89	6	9	30	44	52	58	39	46	63	51	50	65	48	32	4	20	69	10	6	2	154	-	-	-	
	3%	3%	3%	1%	1%	3%	4%	5%	4%	2%	3%	5%	4%	3%	4%	3%	4%	1%	2%	3%	1%	*	*	17%	-	-	-	
Some other party	29	15	14	2	7	3	6	5	7	7	9	6	7	10	8	7	2	2	7	8	*	8	1	5	-	-	-	
	*	*	*	*	1%	*	1%	*	*	*	*	1%	1%	1%	*	*	*	*	1%	*	*	*	*	1%	-	-	-	

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Absolutes/col percents

Table 8

Q.4 Have you definitely decided which party you will vote for at the next general election, or do you think you may well change your mind?

Base: All respondents expressing an intention to vote

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	6052	3196	2856	489	818	1052	1169	1061	1463	1988	1700	975	1389	1625	1525	1510	882	510	812	2393	1697	2152	551	1114	2016	1422	1178
Weighted base	6077	3267	2809	659	887	1137	1029	965	1399	1740	1756	1274	1306	1585	1595	1483	880	534	880	2547	1659	2343	551	1032	1922	1639	1135
Yes, I am pretty sure which party I will vote for at the next general election	4990	2723	2267	514	705	929	841	812	1189	1387	1437	1060	1106	1281	1318	1248	707	436	718	2073	1425	2049	409	756	1600	1460	885
	82%	83%	81%	78%	79%	82%	82%	84%	85%	80%	82%	83%	85%	81%	83%	84%	80%	82%	82%	81%	86%	87%	74%	73%	83%	89%	78%
No, I have not finally decided which party to vote for and may well change my mind	1086	544	542	145	182	208	188	153	210	353	319	214	201	303	276	236	173	98	162	474	234	294	142	276	322	179	251
	18%	17%	19%	22%	21%	18%	18%	16%	15%	20%	18%	17%	15%	19%	17%	16%	20%	18%	18%	19%	14%	13%	26%	27%	17%	11%	22%

Boris Johnson Poll

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Absolutes/col percents

Table 9

Q.5 Please indicate the extent to which you agree with each pair of opposing statements?

Statement A: Britain should remain a member of the European Union

OR Statement B: Britain should leave the European Union

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
NET: Agree with Statements A	2870	1444	1426	363	482	542	454	440	589	984	847	528	511	750	665	707	457	292	428	1222	540	1075	274	119	589	806	658	
	36%	37%	35%	38%	37%	35%	33%	36%	35%	45%	36%	31%	28%	37%	31%	35%	39%	42%	38%	36%	33%	46%	50%	12%	26%	44%	45%	
Strongly agree with Statement A	(+5)	1164	636	529	122	175	208	181	191	288	417	311	226	211	334	264	264	194	108	190	445	157	488	137	48	192	357	301
		14%	16%	13%	13%	14%	14%	13%	16%	17%	19%	13%	13%	11%	16%	12%	13%	17%	15%	17%	13%	9%	21%	25%	5%	8%	19%	20%
(+4)	398	193	205	48	66	60	74	62	89	147	140	50	61	94	85	103	63	54	70	158	76	159	27	11	84	106	97	
		5%	5%	5%	5%	5%	4%	5%	5%	7%	6%	3%	3%	5%	4%	5%	5%	8%	6%	5%	5%	7%	5%	1%	4%	6%	7%	
(+3)	489	235	255	69	98	93	77	70	82	157	144	93	95	117	114	131	70	57	64	221	87	170	57	21	96	133	115	
		6%	6%	6%	7%	8%	6%	6%	5%	7%	6%	6%	5%	6%	5%	7%	6%	8%	6%	7%	5%	7%	10%	2%	4%	7%	8%	
(+2)	453	223	231	63	73	107	65	73	73	149	148	80	76	122	105	115	73	39	52	224	129	135	23	25	128	116	75	
		6%	6%	6%	6%	7%	5%	6%	4%	7%	6%	5%	4%	6%	5%	6%	6%	6%	5%	7%	8%	6%	4%	2%	6%	6%	5%	
(+1)	365	158	207	62	71	73	57	45	57	115	104	78	68	84	96	93	57	35	53	175	92	122	30	14	90	94	70	
		5%	4%	5%	6%	5%	5%	4%	3%	5%	4%	5%	4%	4%	5%	5%	5%	5%	5%	5%	6%	5%	6%	1%	4%	5%	5%	
(0)	1669	645	1024	252	314	362	293	193	256	333	485	376	475	441	422	437	230	139	244	699	300	479	86	89	393	365	293	
		21%	16%	25%	26%	24%	24%	21%	16%	15%	15%	21%	22%	26%	22%	20%	22%	20%	20%	22%	21%	18%	20%	16%	9%	17%	20%	
(-1)	394	214	181	86	66	69	63	40	70	111	121	88	75	80	130	103	48	34	48	197	133	93	21	27	147	82	51	
		5%	5%	4%	9%	5%	5%	3%	4%	5%	5%	5%	4%	4%	6%	5%	4%	5%	4%	6%	8%	4%	4%	4%	3%	6%	4%	
(-2)	498	267	231	77	98	88	77	58	100	138	169	82	109	132	145	122	69	30	74	238	140	135	39	56	169	101	85	
		6%	7%	6%	8%	8%	6%	6%	5%	6%	7%	5%	6%	6%	7%	6%	6%	4%	4%	7%	7%	8%	6%	7%	5%	7%	6%	
(-3)	627	322	305	81	86	112	112	106	131	164	196	140	128	157	185	152	92	41	100	271	165	152	47	95	218	114	114	
		8%	8%	7%	8%	7%	7%	8%	9%	8%	8%	8%	7%	8%	9%	8%	8%	6%	9%	8%	10%	6%	9%	9%	10%	6%	8%	
(-4)	325	158	168	29	44	63	63	48	79	87	78	84	76	76	94	84	41	31	49	134	72	94	22	61	121	68	52	
		4%	4%	4%	3%	3%	4%	5%	4%	4%	3%	5%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	6%	5%	4%	4%	
Strongly agree with Statement B	(-5)	1667	896	771	78	198	294	308	324	465	358	439	393	477	410	484	416	225	132	187	617	308	314	63	583	628	300	218
		21%	23%	19%	8%	15%	19%	23%	27%	28%	16%	19%	23%	26%	20%	23%	21%	19%	19%	17%	18%	13%	11%	11%	57%	28%	16%	15%
NET: Agree with Statements B	3512	1856	1655	351	492	626	622	575	846	857	1003	787	865	855	1038	877	474	268	459	1457	819	789	191	824	1284	666	519	
		44%	47%	40%	36%	38%	41%	45%	48%	39%	43%	47%	47%	42%	49%	43%	41%	38%	41%	43%	49%	34%	35%	35%	80%	57%	36%	35%

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Absolutes/col percents

Table 9

Q.5 Please indicate the extent to which you agree with each pair of opposing statements?

Statement A: Britain should remain a member of the European Union

OR Statement B: Britain should leave the European Union

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Mean	-0.34	-0.40	-0.29	0.21	-0.03	-0.30	-0.53	-0.56	-0.63	0.25	-0.26	-0.66	-0.84	-0.22	-0.69	-0.38	-0.10	0.05	-0.05	-0.29	-0.63	0.52	0.72	-3.08	-1.25	0.29	0.41
Standard deviation	3.45	3.58	3.33	2.92	3.25	3.35	3.46	3.69	3.74	3.54	3.38	3.42	3.37	3.49	3.39	3.40	3.50	3.45	3.34	3.19	3.44	3.49	2.88	3.29	3.49	3.49	
Standard error	0.04	0.06	0.05	0.11	0.09	0.09	0.09	0.10	0.09	0.07	0.07	0.09	0.08	0.08	0.07	0.08	0.10	0.14	0.11	0.06	0.08	0.07	0.15	0.09	0.07	0.09	0.09

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Absolutes/col percents

Table 10

Q.5 Please indicate the extent to which you agree with each pair of opposing statements?

Statement A: Gay marriage should be introduced

OR Statement B: Gay marriage should not be introduced

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
NET: Agree with Statements A	3355	1328	2027	510	662	735	604	406	439	919	1020	686	729	842	816	899	481	318	555	1531	556	1157	249	243	647	848	746	
	42%	34%	49%	53%	51%	48%	44%	34%	26%	42%	44%	41%	39%	41%	38%	45%	41%	46%	49%	45%	34%	49%	45%	24%	29%	46%	51%	
Strongly agree with Statement A	(+5)	1852	689	1163	334	390	432	301	202	193	482	587	353	430	482	444	486	267	173	308	814	250	651	143	140	297	458	418
		23%	17%	28%	35%	30%	28%	22%	17%	11%	22%	25%	21%	23%	24%	21%	24%	23%	25%	27%	24%	15%	28%	26%	14%	13%	25%	28%
	(+4)	400	168	232	32	57	94	89	61	67	116	111	90	83	85	101	112	53	49	66	187	63	152	24	36	72	115	100
		5%	4%	6%	3%	4%	6%	7%	5%	4%	5%	5%	5%	5%	4%	5%	6%	5%	7%	6%	6%	4%	6%	4%	3%	3%	6%	7%
	(+3)	494	212	281	62	97	90	108	71	67	143	140	113	97	118	134	131	62	49	96	231	108	163	41	30	117	127	107
		6%	5%	7%	6%	7%	6%	8%	6%	4%	7%	6%	7%	5%	6%	6%	6%	5%	7%	9%	7%	7%	7%	7%	3%	5%	7%	7%
	(+2)	316	126	190	44	63	58	69	30	52	94	99	62	61	74	64	108	49	21	43	151	76	100	21	15	88	78	60
		4%	3%	5%	5%	5%	4%	5%	3%	3%	4%	4%	4%	3%	4%	3%	5%	4%	3%	4%	4%	5%	4%	4%	1%	4%	4%	4%
	(+1)	293	133	160	38	56	61	37	41	60	85	82	68	58	83	73	61	49	26	42	149	58	91	21	22	72	69	61
		4%	3%	4%	4%	4%	4%	3%	3%	4%	4%	4%	4%	3%	4%	3%	3%	4%	4%	4%	4%	4%	4%	4%	2%	3%	4%	4%
	(0)	1522	771	751	166	208	284	295	263	306	372	442	328	379	386	429	364	219	123	198	636	306	420	92	192	402	369	266
		19%	20%	18%	17%	16%	19%	22%	22%	18%	17%	19%	19%	20%	19%	20%	18%	19%	18%	18%	19%	18%	18%	17%	19%	18%	20%	18%
	(-1)	250	128	122	44	58	40	52	26	30	61	75	67	47	80	66	56	37	11	49	123	66	72	17	17	82	54	35
		3%	3%	3%	5%	4%	3%	4%	2%	2%	3%	3%	4%	3%	4%	3%	3%	3%	2%	4%	4%	4%	3%	3%	2%	4%	3%	2%
	(-2)	343	193	151	72	55	62	52	42	61	87	118	69	69	95	102	82	40	25	42	165	105	96	34	35	127	78	42
		4%	5%	4%	7%	4%	4%	4%	3%	4%	4%	5%	4%	4%	5%	5%	4%	3%	4%	4%	5%	6%	4%	6%	3%	6%	4%	3%
	(-3)	373	199	174	48	42	86	48	52	96	114	115	71	73	70	131	85	56	31	54	156	120	88	36	47	164	81	68
		5%	5%	4%	5%	3%	6%	4%	4%	6%	5%	5%	4%	4%	3%	6%	4%	5%	4%	5%	5%	7%	4%	7%	5%	7%	4%	5%
	(-4)	252	147	105	15	36	51	36	46	69	85	65	57	44	66	61	65	31	30	35	90	58	76	19	34	86	48	41
		3%	4%	3%	2%	3%	3%	3%	4%	4%	4%	3%	3%	2%	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	4%	3%	3%
Strongly agree with Statement B	(-5)	1956	1180	776	111	228	273	281	373	690	535	500	412	509	508	520	469	298	161	196	678	448	435	105	465	758	360	272
		24%	30%	19%	11%	18%	18%	21%	31%	41%	25%	21%	24%	27%	25%	24%	23%	26%	23%	17%	20%	27%	19%	19%	45%	33%	20%	19%
NET: Agree with Statements B		3174	1846	1328	290	419	511	470	539	946	882	873	676	743	818	880	757	461	257	376	1211	797	766	211	597	1216	620	457
		39%	47%	32%	30%	32%	33%	34%	45%	56%	41%	37%	40%	40%	40%	41%	37%	40%	37%	33%	36%	48%	33%	38%	58%	54%	34%	31%

Boris Johnson Poll
ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 10

Q.5 Please indicate the extent to which you agree with each pair of opposing statements?

Statement A: Gay marriage should be introduced

OR Statement B: Gay marriage should not be introduced

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Mean	0.05	-0.62	0.70	1.21	0.83	0.65	0.37	-0.62	-1.52	-0.01	0.28	-0.03	-0.09	0.03	-0.13	0.23	-0.01	0.28	0.71	0.38	-0.65	0.70	0.36	-1.65	-1.14	0.50	0.78
Standard deviation	3.81	3.75	3.75	3.53	3.73	3.75	3.66	3.76	3.64	3.83	3.77	3.75	3.87	3.81	3.75	3.82	3.82	3.88	3.70	3.70	3.61	3.74	3.76	3.73	3.61	3.71	3.76
Standard error	0.04	0.06	0.06	0.13	0.11	0.10	0.09	0.10	0.09	0.08	0.08	0.10	0.09	0.08	0.08	0.08	0.11	0.15	0.11	0.07	0.09	0.08	0.16	0.11	0.07	0.09	0.10

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 11

Q.5 Please indicate the extent to which you agree with each pair of opposing statements?

Statement A: Britain should take a tougher approach to controlling immigration

OR Statement B: Britain should have a more open-door approach to immigration

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
NET: Agree with Statements A	5873	2769	3103	574	812	1147	1063	961	1315	1523	1655	1288	1406	1354	1596	1529	868	525	800	2408	1295	1468	368	927	1842	1211	1033	
	73%	70%	76%	59%	63%	75%	78%	80%	78%	70%	71%	76%	76%	66%	75%	76%	75%	75%	71%	71%	78%	63%	67%	90%	81%	66%	70%	
Strongly agree with Statement A	(+5)	3654	1731	1923	311	466	703	676	637	861	829	952	842	1031	821	1032	981	518	302	452	1450	828	776	180	813	1283	682	551
		45%	44%	47%	32%	36%	46%	49%	53%	51%	38%	41%	50%	56%	40%	49%	49%	45%	43%	40%	43%	50%	33%	33%	79%	57%	37%	38%
	(+4)	749	332	417	78	107	157	141	119	147	197	225	191	136	160	209	208	105	68	115	342	181	215	51	61	227	182	146
		9%	8%	10%	8%	8%	10%	10%	10%	9%	9%	10%	11%	7%	8%	10%	10%	9%	10%	10%	10%	11%	9%	9%	6%	10%	10%	10%
	(+3)	721	355	367	90	123	141	117	99	151	239	234	131	118	183	180	173	119	67	120	300	149	227	60	36	182	171	160
		9%	9%	9%	9%	10%	9%	9%	8%	9%	11%	10%	8%	6%	9%	8%	9%	10%	10%	11%	9%	10%	11%	11%	4%	8%	9%	11%
	(+2)	463	216	247	65	82	86	87	56	87	144	150	88	82	121	98	114	79	52	65	203	88	140	51	14	95	96	108
		6%	5%	6%	7%	6%	6%	6%	5%	5%	7%	6%	5%	4%	6%	5%	6%	7%	7%	6%	6%	5%	6%	9%	1%	4%	5%	7%
	(+1)	284	135	149	31	34	59	42	50	69	115	94	36	40	69	77	53	48	37	48	113	50	109	27	3	56	79	68
		4%	3%	4%	3%	3%	4%	3%	4%	4%	5%	4%	2%	2%	3%	4%	3%	4%	5%	4%	3%	3%	5%	5%	*	2%	4%	5%
	(0)	785	388	396	134	180	130	114	88	138	221	251	140	172	256	171	175	116	66	101	339	102	309	63	13	106	237	183
		10%	10%	10%	14%	14%	8%	8%	7%	8%	10%	11%	8%	9%	12%	8%	9%	10%	10%	9%	10%	6%	13%	11%	1%	5%	13%	12%
	(-1)	216	115	101	64	48	27	20	19	38	71	76	35	33	70	50	56	18	22	31	108	40	91	29	2	33	65	56
		3%	3%	2%	7%	4%	2%	1%	2%	2%	3%	3%	2%	2%	3%	2%	3%	2%	3%	3%	3%	2%	4%	5%	*	1%	4%	4%
	(-2)	272	163	109	75	67	38	26	24	41	89	97	48	38	103	69	49	33	18	40	141	56	127	22	2	62	92	43
		3%	4%	3%	8%	5%	3%	2%	2%	2%	4%	4%	3%	2%	5%	3%	2%	3%	3%	4%	4%	3%	5%	4%	*	3%	5%	3%
	(-3)	254	147	107	51	50	61	31	27	33	92	98	27	38	74	67	61	35	17	65	114	46	109	32	7	59	81	52
		3%	4%	3%	5%	4%	4%	2%	2%	2%	4%	4%	2%	2%	4%	3%	3%	3%	2%	6%	3%	3%	5%	6%	1%	3%	4%	4%
	(-4)	141	86	55	20	29	29	24	13	26	48	42	19	32	32	37	33	22	16	24	61	22	65	12	8	29	41	25
		2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	1%	2%	2%
Strongly agree with Statement B	(-5)	511	278	233	47	102	97	90	75	99	129	115	133	133	156	135	117	68	35	70	209	98	175	24	74	134	109	76
		6%	7%	6%	5%	8%	6%	7%	6%	6%	6%	5%	8%	7%	8%	6%	6%	6%	5%	6%	6%	6%	7%	4%	7%	6%	6%	5%
NET: Agree with Statements B		1394	788	606	258	296	253	192	158	237	429	429	262	273	436	358	316	177	108	229	632	262	566	120	92	317	389	253
		17%	20%	15%	27%	23%	17%	14%	13%	14%	20%	18%	16%	15%	21%	17%	16%	15%	15%	20%	19%	16%	24%	22%	9%	14%	21%	17%

Boris Johnson Poll
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Absolutes/col percents

Table 11

Q.5 Please indicate the extent to which you agree with each pair of opposing statements?

Statement A: Britain should take a tougher approach to controlling immigration

OR Statement B: Britain should have a more open-door approach to immigration

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Mean	2.48	2.28	2.68	1.67	1.84	2.56	2.78	2.93	2.82	2.16	2.33	2.74	2.83	2.05	2.64	2.71	2.54	2.54	2.22	2.37	2.82	1.71	1.95	3.90	3.09	2.03	2.26
Standard deviation	3.17	3.29	3.04	3.18	3.33	3.17	3.09	3.02	3.04	3.17	3.10	3.18	3.20	3.30	3.17	3.09	3.09	3.01	3.24	3.18	3.07	3.31	3.07	2.79	3.03	3.22	3.04
Standard error	0.04	0.05	0.05	0.12	0.10	0.08	0.08	0.08	0.07	0.06	0.07	0.09	0.07	0.07	0.07	0.07	0.09	0.12	0.10	0.06	0.07	0.07	0.13	0.08	0.06	0.08	0.08

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 12

Q.6 Here are some pictures of people you may or may not recognise. In each case, please can you say whether you recognise the person?

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
David Cameron																											
Yes	7724	3773	3951	842	1192	1477	1340	1194	1679	2117	2194	1640	1774	1936	2043	1953	1114	678	1096	3187	1577	2247	521	1024	2187	1765	1434
	96%	96%	96%	87%	93%	97%	98%	99%	99%	97%	94%	97%	96%	95%	96%	97%	96%	97%	97%	94%	95%	96%	95%	99%	97%	96%	98%
No	327	172	155	124	96	53	29	14	11	57	141	51	77	110	81	67	47	21	34	191	82	95	30	8	79	73	35
	4%	4%	4%	13%	7%	3%	2%	1%	1%	3%	6%	3%	4%	5%	4%	3%	4%	3%	3%	6%	5%	4%	5%	1%	3%	4%	2%
Boris Johnson																											
Yes	7553	3734	3819	804	1130	1441	1317	1182	1679	2081	2169	1590	1713	1905	1991	1903	1098	657	1062	3103	1565	2185	503	1020	2171	1722	1425
	94%	95%	93%	83%	88%	94%	96%	98%	99%	96%	93%	94%	93%	93%	94%	94%	95%	94%	94%	92%	94%	93%	91%	99%	96%	94%	97%
No	498	211	286	162	158	89	52	26	11	93	166	101	138	141	134	117	63	42	68	276	94	158	48	12	95	116	45
	6%	5%	7%	17%	12%	6%	4%	2%	1%	4%	7%	6%	7%	7%	6%	6%	5%	6%	6%	8%	6%	7%	9%	1%	4%	6%	3%
Ed Miliband																											
Yes	7174	3602	3572	716	1035	1353	1256	1167	1646	1998	2081	1505	1590	1787	1886	1823	1049	630	1032	2919	1511	2113	481	1004	2114	1675	1381
	89%	91%	87%	74%	80%	88%	92%	97%	97%	92%	89%	89%	86%	87%	89%	90%	90%	90%	91%	86%	91%	90%	87%	97%	93%	91%	94%
No	877	344	533	250	253	177	113	41	44	176	254	185	261	259	239	198	112	69	98	459	148	230	70	28	151	162	89
	11%	9%	13%	26%	20%	12%	8%	3%	3%	8%	11%	11%	14%	13%	11%	10%	10%	10%	9%	14%	9%	10%	13%	3%	7%	9%	6%
Nick Clegg																											
Yes	6440	3296	3143	615	914	1178	1109	1068	1556	1887	1862	1322	1369	1633	1699	1598	946	563	919	2595	1408	1903	461	914	1975	1501	1316
	80%	84%	77%	64%	71%	77%	81%	88%	92%	87%	80%	78%	74%	80%	80%	79%	81%	81%	81%	77%	85%	81%	84%	89%	87%	82%	90%
No	1611	649	962	351	375	352	259	140	134	287	473	369	482	413	425	422	215	135	211	784	251	440	89	118	291	336	153
	20%	16%	23%	36%	29%	23%	19%	12%	8%	13%	20%	22%	26%	20%	20%	21%	19%	19%	19%	23%	15%	19%	16%	11%	13%	18%	10%

Lord Ashcroft

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 12

Q.6 Here are some pictures of people you may or may not recognise. In each case, please can you say whether you recognise the person?

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>William Hague</u>																											
Yes	6607	3402	3205	468	905	1295	1201	1118	1620	1882	1912	1366	1447	1590	1785	1667	977	588	952	2666	1439	1902	428	967	2046	1547	1298
	82%	86%	78%	48%	70%	85%	88%	93%	96%	87%	82%	81%	78%	78%	84%	83%	84%	84%	84%	79%	87%	81%	78%	94%	90%	84%	88%
No	1444	544	900	499	383	235	167	90	70	291	423	325	405	456	340	353	184	111	178	712	220	441	123	65	220	290	172
	18%	14%	22%	52%	30%	15%	12%	7%	4%	13%	18%	19%	22%	22%	16%	17%	16%	16%	16%	21%	13%	19%	22%	6%	10%	16%	12%
<u>Theresa May</u>																											
Yes	4803	2659	2144	323	530	807	827	885	1431	1519	1377	947	961	1238	1279	1155	712	419	664	1808	1122	1397	322	782	1638	1135	983
	60%	67%	52%	33%	41%	53%	60%	73%	85%	70%	59%	56%	52%	61%	60%	57%	61%	60%	59%	54%	68%	60%	59%	76%	72%	62%	67%
No	3248	1286	1962	643	759	722	542	322	260	655	958	744	891	808	846	865	449	280	466	1571	537	946	228	250	628	702	487
	40%	33%	48%	67%	59%	47%	40%	27%	15%	30%	41%	44%	48%	39%	40%	43%	39%	40%	41%	46%	32%	40%	41%	24%	28%	38%	33%
<u>George Osborne</u>																											
Yes	5978	3179	2799	513	787	1107	1040	1011	1520	1765	1739	1196	1278	1497	1598	1447	899	538	861	2350	1329	1773	419	877	1897	1404	1211
	74%	81%	68%	53%	61%	72%	76%	84%	90%	81%	74%	71%	69%	73%	75%	72%	77%	77%	76%	70%	80%	76%	76%	85%	84%	76%	82%
No	2073	766	1307	453	501	423	328	197	170	409	596	494	574	549	527	573	262	161	269	1029	330	570	132	155	368	433	258
	26%	19%	32%	47%	39%	28%	24%	16%	10%	19%	26%	29%	31%	27%	25%	28%	23%	23%	24%	30%	20%	24%	24%	15%	16%	24%	18%
<u>Michael Gove</u>																											
Yes	2812	1719	1093	186	262	407	423	541	994	1051	804	478	480	780	754	636	423	219	410	926	701	840	226	459	1012	654	669
	35%	44%	27%	19%	20%	27%	31%	45%	59%	48%	34%	28%	26%	38%	35%	31%	36%	31%	36%	27%	42%	36%	41%	44%	45%	36%	46%
No	5239	2226	3012	781	1026	1122	946	667	696	1123	1531	1213	1372	1266	1371	1385	738	479	720	2452	958	1503	325	573	1253	1183	801
	65%	56%	73%	81%	80%	73%	69%	55%	41%	52%	66%	72%	74%	62%	65%	69%	64%	69%	64%	73%	58%	64%	59%	56%	55%	64%	54%

Lord Ashcroft

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 12

Q.6 Here are some pictures of people you may or may not recognise. In each case, please can you say whether you recognise the person?

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Philip Hammond</u>																											
Yes	1816	1172	644	118	166	242	246	353	691	641	533	355	286	481	517	365	291	162	240	595	516	513	163	291	745	399	397
	23%	30%	16%	12%	13%	16%	18%	29%	41%	30%	23%	21%	15%	24%	24%	18%	25%	23%	21%	18%	31%	22%	30%	28%	33%	22%	27%
No	6235	2773	3462	848	1122	1288	1123	855	999	1532	1802	1335	1566	1565	1607	1655	870	537	891	2784	1143	1829	388	740	1521	1438	1072
	77%	70%	84%	88%	87%	84%	82%	71%	59%	70%	77%	79%	85%	76%	76%	82%	75%	77%	79%	82%	69%	78%	70%	72%	67%	78%	73%
<u>Jeremy Hunt</u>																											
Yes	2263	1328	935	213	273	370	315	373	719	802	687	387	387	639	610	472	362	180	316	825	535	710	181	346	758	527	545
	28%	34%	23%	22%	21%	24%	23%	31%	43%	37%	29%	23%	21%	31%	29%	23%	31%	26%	28%	24%	32%	30%	33%	34%	33%	29%	37%
No	5788	2617	3171	753	1015	1160	1054	835	971	1372	1648	1304	1464	1407	1515	1548	800	518	814	2554	1124	1633	370	685	1508	1311	924
	72%	66%	77%	78%	79%	76%	77%	69%	57%	63%	71%	77%	79%	69%	71%	77%	69%	74%	72%	76%	68%	70%	67%	66%	67%	71%	63%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 13

Q.8a Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: David Cameron

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Smug																											
Is true	4276	2111	2165	458	614	847	813	724	821	1113	1191	913	1060	932	1088	1181	643	432	664	1685	289	1771	260	654	686	1353	940
	53%	54%	53%	47%	48%	55%	59%	60%	49%	51%	51%	54%	57%	46%	51%	58%	55%	62%	59%	50%	17%	76%	47%	63%	30%	74%	64%
Is not true	2692	1384	1308	287	404	464	424	386	727	811	825	561	495	758	759	608	378	189	338	1165	1181	355	201	287	1331	304	385
	33%	35%	32%	30%	31%	30%	31%	32%	43%	37%	35%	33%	27%	37%	36%	30%	33%	27%	30%	34%	71%	15%	37%	28%	59%	17%	26%
Don't know	1083	450	632	222	270	218	132	98	142	250	319	217	296	356	278	232	139	78	129	529	189	217	89	91	248	180	144
	13%	11%	15%	23%	21%	14%	10%	8%	8%	12%	14%	13%	16%	17%	13%	11%	12%	11%	11%	16%	11%	9%	16%	9%	11%	10%	10%
Arrogant																											
Is true	4089	2047	2042	437	613	810	753	702	774	1088	1116	862	1023	932	1003	1130	612	411	642	1591	238	1730	256	612	629	1302	889
	51%	52%	50%	45%	48%	53%	55%	58%	46%	50%	48%	51%	55%	46%	47%	56%	53%	59%	57%	47%	14%	74%	47%	59%	28%	71%	60%
Is not true	2847	1425	1423	321	433	525	447	392	729	831	879	612	525	803	808	634	395	207	355	1287	1234	396	209	318	1387	343	397
	35%	36%	35%	33%	34%	34%	33%	32%	43%	38%	38%	36%	28%	39%	38%	31%	34%	30%	31%	38%	74%	17%	38%	31%	61%	19%	27%
Don't know	1115	474	641	208	242	195	169	113	187	255	340	217	303	311	313	256	153	81	133	500	187	217	86	102	250	193	183
	14%	12%	16%	22%	19%	13%	12%	9%	11%	12%	15%	13%	16%	15%	15%	13%	13%	12%	12%	15%	11%	9%	16%	10%	11%	10%	12%
Out of touch																											
Is true	4099	2026	2074	444	602	809	757	685	802	1048	1159	846	1047	933	1031	1115	605	414	644	1589	221	1671	232	683	681	1282	860
	51%	51%	51%	46%	47%	53%	55%	57%	47%	48%	50%	50%	57%	46%	49%	55%	52%	59%	57%	47%	13%	71%	42%	66%	30%	70%	59%
Is not true	2867	1479	1388	303	437	521	453	413	740	869	846	604	548	807	796	651	405	208	341	1290	1252	469	231	262	1320	380	454
	36%	37%	34%	31%	34%	34%	33%	34%	44%	40%	36%	36%	30%	39%	37%	32%	35%	30%	30%	38%	75%	20%	42%	25%	58%	21%	31%
Don't know	1085	441	644	219	249	200	159	109	148	257	331	241	256	305	298	254	151	77	145	500	186	202	89	87	265	176	156
	13%	11%	16%	23%	19%	13%	12%	9%	9%	12%	14%	14%	14%	15%	14%	13%	13%	11%	13%	15%	11%	9%	16%	8%	12%	10%	11%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 13

Q.8a Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: David Cameron

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Out of their depth																											
Is true	3207 40%	1495 38%	1711 42%	376 39%	461 36%	644 42%	588 43%	535 44%	603 36%	789 36%	861 37%	678 40%	879 47%	729 36%	809 38%	870 43%	464 40%	334 48%	507 45%	1240 37%	142 9%	1418 61%	169 31%	499 48%	449 20%	1068 58%	649 44%
Is not true	3341 42%	1818 46%	1523 37%	346 36%	505 39%	625 41%	536 39%	493 41%	835 49%	1033 48%	1000 43%	700 41%	608 33%	898 44%	920 43%	794 39%	487 42%	242 35%	429 38%	1467 43%	1310 79%	568 24%	286 52%	372 36%	1479 65%	477 26%	601 41%
Don't know	1503 19%	632 16%	871 21%	244 25%	323 25%	261 17%	244 18%	179 15%	252 15%	351 16%	474 20%	313 19%	365 20%	419 20%	396 19%	356 18%	209 18%	123 18%	194 17%	671 20%	207 13%	357 15%	95 17%	161 16%	337 15%	292 16%	219 15%
Understands Britain's problems																											
Is true	3111 39%	1623 41%	1488 36%	323 33%	467 36%	537 35%	482 35%	459 38%	843 50%	967 45%	902 39%	659 39%	582 31%	876 43%	880 41%	706 35%	443 38%	205 29%	375 33%	1356 40%	1387 84%	364 16%	255 46%	336 33%	1531 68%	336 18%	498 34%
Is not true	3906 49%	1875 48%	2031 49%	442 46%	596 46%	812 53%	740 54%	633 52%	683 40%	941 43%	1107 47%	820 49%	1038 56%	870 43%	981 46%	1073 53%	576 50%	406 58%	618 55%	1573 47%	123 7%	1767 75%	210 38%	592 57%	481 21%	1337 73%	821 56%
Don't know	1034 13%	447 11%	587 14%	202 21%	225 17%	181 12%	146 11%	115 10%	165 10%	265 12%	326 14%	211 13%	231 12%	300 15%	264 12%	240 12%	142 12%	88 13%	138 12%	449 13%	149 9%	212 9%	86 16%	104 10%	253 11%	164 9%	151 10%
Weak																											
Is true	2551 32%	1319 33%	1232 30%	237 25%	363 28%	539 35%	468 34%	426 35%	518 31%	621 29%	663 28%	552 33%	715 39%	589 29%	646 30%	687 34%	373 32%	255 37%	384 34%	981 29%	106 6%	1172 50%	138 25%	422 41%	368 16%	861 47%	518 35%
Is not true	4120 51%	2057 52%	2063 50%	473 49%	649 50%	754 49%	693 51%	610 51%	940 56%	1217 56%	1261 54%	856 51%	785 42%	1106 54%	1103 52%	988 49%	590 51%	334 48%	555 49%	1796 53%	1411 85%	813 35%	331 60%	452 44%	1629 72%	702 38%	724 49%
Don't know	1380 17%	570 14%	810 20%	256 26%	277 21%	237 15%	208 15%	171 14%	232 14%	335 15%	411 18%	282 17%	351 19%	351 17%	376 18%	345 17%	198 17%	110 16%	191 17%	601 18%	142 9%	358 15%	82 15%	158 15%	268 12%	275 15%	228 15%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 13

Q.8a Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: David Cameron

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Competent																											
Is true	3418	1759	1659	356	554	637	533	511	827	1037	1034	719	629	971	940	778	478	250	441	1521	1401	509	286	365	1579	436	556
	42%	45%	40%	37%	43%	42%	39%	42%	49%	48%	44%	43%	34%	47%	44%	39%	41%	36%	39%	45%	84%	22%	52%	35%	70%	24%	38%
Is not true	3282	1607	1675	363	484	665	617	545	609	805	884	703	890	707	804	930	504	338	500	1293	116	1518	165	502	406	1169	678
	41%	41%	41%	38%	38%	43%	45%	45%	36%	37%	38%	42%	48%	35%	38%	46%	43%	48%	44%	38%	7%	65%	30%	49%	18%	64%	46%
Don't know	1351	580	771	248	251	227	219	152	254	331	417	269	333	368	381	313	179	110	190	565	142	316	100	165	280	233	236
	17%	15%	19%	26%	19%	15%	16%	13%	15%	15%	18%	16%	18%	18%	18%	15%	15%	16%	17%	17%	9%	13%	18%	16%	12%	13%	16%
Explains things clearly																											
Is true	3404	1768	1636	361	517	597	531	507	891	1077	1013	699	614	944	975	747	500	239	434	1504	1300	566	285	412	1523	471	583
	42%	45%	40%	37%	40%	39%	39%	42%	53%	50%	43%	41%	33%	46%	46%	37%	43%	34%	38%	45%	78%	24%	52%	40%	67%	26%	40%
Is not true	3356	1636	1721	383	529	697	626	533	589	783	927	717	929	785	814	935	475	347	526	1321	165	1513	177	491	468	1134	682
	42%	41%	42%	40%	41%	46%	46%	44%	35%	36%	40%	42%	50%	38%	38%	46%	41%	50%	47%	39%	10%	65%	32%	48%	21%	62%	46%
Don't know	1291	542	749	222	242	236	212	168	210	313	395	275	308	318	336	339	186	113	170	553	194	263	90	129	275	232	204
	16%	14%	18%	23%	19%	15%	15%	14%	12%	14%	17%	16%	17%	16%	16%	17%	16%	16%	15%	16%	12%	11%	16%	12%	12%	13%	14%
Strong																											
Is true	3544	1792	1753	421	577	653	593	508	793	1047	1039	762	697	977	963	842	483	279	472	1577	1300	680	290	367	1429	580	629
	44%	45%	43%	44%	45%	43%	43%	42%	47%	48%	44%	45%	38%	48%	45%	42%	42%	40%	42%	47%	78%	29%	53%	36%	63%	32%	43%
Is not true	3104	1548	1556	327	447	622	562	513	632	770	864	646	824	702	819	826	451	306	468	1238	154	1383	159	517	492	1036	615
	39%	39%	38%	34%	35%	41%	41%	42%	37%	35%	37%	38%	45%	34%	39%	41%	39%	44%	41%	37%	9%	59%	29%	50%	22%	56%	42%
Don't know	1403	606	797	218	264	254	214	187	265	357	432	283	331	368	342	352	227	114	190	563	205	280	103	148	345	220	225
	17%	15%	19%	23%	20%	17%	16%	15%	16%	16%	19%	17%	18%	18%	16%	17%	20%	16%	17%	17%	12%	12%	19%	14%	15%	12%	15%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 13

Q.8a Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: David Cameron

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Fair																											
Is true	2597	1397	1200	295	376	467	374	361	725	790	817	543	448	765	760	546	362	165	280	1204	1326	245	212	266	1409	224	382
	32%	35%	29%	30%	29%	31%	27%	30%	43%	36%	35%	32%	24%	37%	36%	27%	31%	24%	25%	36%	80%	10%	38%	26%	62%	12%	26%
Is not true	3979	1912	2068	439	622	803	770	647	699	985	1075	857	1062	879	983	1120	582	416	634	1543	123	1814	230	585	492	1383	841
	49%	48%	50%	45%	48%	52%	56%	54%	41%	45%	46%	51%	57%	43%	46%	55%	50%	60%	56%	46%	7%	77%	42%	57%	22%	75%	57%
Don't know	1474	636	838	233	290	260	225	200	266	399	443	291	341	402	382	355	217	117	215	632	211	284	109	181	364	230	246
	18%	16%	20%	24%	23%	17%	16%	17%	16%	18%	19%	17%	18%	20%	18%	18%	19%	17%	19%	19%	13%	12%	20%	18%	16%	13%	17%
Likeable																											
Is true	3004	1563	1441	293	407	532	475	448	849	953	917	608	526	866	841	640	443	214	368	1308	1280	361	259	385	1521	324	471
	37%	40%	35%	30%	32%	35%	35%	37%	50%	44%	39%	36%	28%	42%	40%	32%	38%	31%	33%	39%	77%	15%	47%	37%	67%	18%	32%
Is not true	3759	1790	1969	484	623	772	692	591	596	884	1046	819	1010	842	940	1067	528	382	600	1528	170	1733	188	478	429	1301	781
	47%	45%	48%	50%	48%	50%	51%	49%	35%	41%	45%	48%	55%	41%	44%	53%	45%	55%	53%	45%	10%	74%	34%	46%	19%	71%	53%
Don't know	1288	593	695	189	259	225	202	168	245	336	372	264	316	338	344	313	190	103	162	542	208	250	104	169	315	212	217
	16%	15%	17%	20%	20%	15%	15%	14%	15%	15%	16%	16%	17%	17%	16%	16%	16%	15%	14%	16%	13%	11%	19%	16%	14%	12%	15%
A people person																											
Is true	2562	1261	1301	306	427	481	372	355	620	829	751	526	455	735	760	527	372	167	321	1173	1137	368	199	258	1256	303	378
	32%	32%	32%	32%	33%	31%	27%	29%	37%	38%	32%	31%	25%	36%	36%	26%	32%	24%	28%	35%	69%	16%	36%	25%	55%	16%	26%
Is not true	4048	2029	2019	438	617	816	763	665	749	967	1137	870	1074	914	981	1150	591	413	612	1629	223	1750	243	607	617	1317	846
	50%	51%	49%	45%	48%	53%	56%	55%	44%	44%	49%	51%	58%	45%	46%	57%	51%	59%	54%	48%	13%	75%	44%	59%	27%	72%	58%
Don't know	1441	654	786	221	245	233	234	187	321	378	446	294	322	397	384	344	198	119	198	576	299	225	109	167	392	218	245
	18%	17%	19%	23%	19%	15%	17%	15%	19%	17%	19%	17%	17%	19%	18%	17%	17%	17%	18%	17%	18%	10%	20%	16%	17%	12%	17%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 13

Q.8a Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: David Cameron

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Listens																											
Is true	2764	1468	1296	308	413	475	428	396	745	830	860	599	476	804	779	603	383	196	343	1242	1258	364	245	270	1388	309	447
	34%	37%	32%	32%	32%	31%	31%	33%	44%	38%	37%	35%	26%	39%	37%	30%	33%	28%	30%	37%	76%	16%	44%	26%	61%	17%	30%
Is not true	3961	1907	2054	445	601	810	743	640	722	968	1089	825	1079	877	998	1080	604	402	600	1572	167	1738	217	638	559	1315	806
	49%	48%	50%	46%	47%	53%	54%	53%	43%	45%	47%	49%	58%	43%	47%	53%	52%	58%	53%	47%	10%	74%	39%	62%	25%	72%	55%
Don't know	1326	571	755	214	274	245	198	171	224	376	386	268	297	365	348	337	175	101	187	565	234	241	89	124	318	213	216
	16%	14%	18%	22%	21%	16%	14%	14%	13%	17%	17%	16%	16%	18%	16%	17%	15%	14%	17%	17%	14%	10%	16%	12%	14%	12%	15%
Decisive																											
Is true	3548	1729	1819	405	585	659	603	522	775	1015	1096	739	699	934	957	858	497	303	473	1548	1225	723	298	377	1370	592	628
	44%	44%	44%	42%	45%	43%	44%	43%	46%	47%	47%	44%	38%	46%	45%	42%	43%	43%	42%	46%	74%	31%	54%	37%	60%	32%	43%
Is not true	3160	1665	1495	303	461	629	552	529	687	843	840	668	809	761	813	819	470	298	484	1245	218	1348	167	521	563	1035	644
	39%	42%	36%	31%	36%	41%	40%	44%	41%	39%	36%	39%	44%	37%	38%	41%	40%	43%	43%	37%	13%	58%	30%	51%	25%	56%	44%
Don't know	1342	551	791	258	243	242	215	156	229	315	399	284	344	351	355	344	194	98	174	586	216	272	86	133	333	210	197
	17%	14%	19%	27%	19%	16%	16%	13%	14%	14%	17%	17%	19%	17%	17%	17%	14%	15%	17%	13%	12%	16%	13%	15%	11%	13%	
On my side																											
Is true	1815	960	855	194	272	314	261	257	517	606	523	389	298	534	546	378	240	117	194	840	1155	129	121	126	1165	123	211
	23%	24%	21%	20%	21%	21%	19%	21%	31%	28%	22%	23%	16%	26%	26%	19%	21%	17%	17%	25%	70%	5%	22%	12%	51%	7%	14%
Is not true	4640	2281	2359	511	706	929	860	765	868	1143	1312	987	1197	1052	1157	1281	687	462	736	1830	186	2021	287	719	629	1546	973
	58%	58%	57%	53%	55%	61%	63%	63%	51%	53%	56%	58%	65%	51%	54%	63%	59%	66%	65%	54%	11%	86%	52%	70%	28%	84%	66%
Don't know	1596	705	892	261	310	287	247	185	306	425	500	315	357	460	421	361	234	121	201	708	318	193	143	187	472	168	285
	20%	18%	22%	27%	24%	19%	18%	15%	18%	20%	21%	19%	19%	22%	20%	18%	20%	17%	18%	21%	19%	8%	26%	18%	21%	9%	19%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 13

Q.8a Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: David Cameron

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
<u>Up to the job</u>																												
Is true	3033	1580	1453	337	494	537	493	436	735	931	914	636	553	879	816	693	439	207	379	1367	1346	408	274	306	1462	360	483	
	38%	40%	35%	35%	38%	35%	36%	36%	44%	43%	39%	38%	30%	43%	38%	34%	38%	30%	34%	40%	81%	17%	50%	30%	65%	20%	33%	
Is not true	3574	1752	1822	382	515	753	651	593	679	872	974	766	962	787	913	986	509	379	531	1407	125	1632	174	556	452	1234	724	
	44%	44%	44%	40%	40%	49%	48%	49%	40%	40%	42%	45%	52%	38%	43%	49%	44%	54%	47%	42%	8%	70%	32%	54%	20%	67%	49%	
Don't know	1444	613	831	247	280	240	225	178	275	371	448	290	336	381	396	342	213	113	220	605	188	303	103	170	352	244	262	
	18%	16%	20%	26%	22%	16%	16%	15%	16%	17%	19%	17%	18%	19%	19%	17%	18%	16%	19%	18%	11%	13%	19%	16%	16%	13%	18%	
<u>Gets things done</u>																												
Is true	3355	1718	1637	374	530	626	549	500	776	1037	1019	676	623	943	909	776	468	258	473	1449	1312	583	316	338	1418	500	609	
	42%	44%	40%	39%	41%	41%	40%	41%	46%	48%	44%	40%	34%	46%	43%	38%	40%	37%	42%	43%	79%	25%	57%	33%	63%	27%	41%	
Is not true	3315	1618	1697	377	505	658	590	536	648	803	911	714	888	763	842	898	480	332	469	1353	167	1450	155	534	515	1085	635	
	41%	41%	41%	39%	39%	43%	43%	44%	38%	37%	39%	42%	48%	37%	40%	44%	41%	48%	41%	40%	10%	62%	28%	52%	23%	59%	43%	
Don't know	1381	610	771	215	253	246	230	171	266	333	406	301	341	340	373	346	213	108	189	576	179	310	80	159	332	252	225	
	17%	15%	19%	22%	20%	16%	17%	14%	16%	15%	17%	18%	18%	17%	18%	17%	18%	15%	17%	17%	11%	13%	14%	15%	15%	14%	15%	
<u>Safe pair of hands</u>																												
Is true	2343	1331	1013	233	376	403	358	331	642	756	695	490	403	678	673	506	333	154	268	1071	1254	240	198	220	1283	239	332	
	29%	34%	25%	24%	29%	26%	26%	27%	38%	35%	30%	29%	22%	33%	32%	25%	29%	22%	24%	32%	76%	10%	36%	21%	57%	13%	23%	
Is not true	3914	1840	2074	433	598	811	717	646	708	928	1098	831	1058	866	974	1099	567	408	620	1545	120	1781	200	605	486	1346	810	
	49%	47%	51%	45%	46%	53%	52%	53%	42%	43%	47%	49%	57%	42%	46%	54%	49%	58%	55%	46%	7%	76%	36%	59%	21%	73%	55%	
Don't know	1793	774	1019	299	314	316	295	230	339	490	543	370	391	502	478	415	261	137	242	763	286	322	153	207	496	252	327	
	22%	20%	25%	31%	24%	21%	22%	19%	20%	23%	23%	22%	21%	25%	23%	21%	23%	20%	21%	23%	17%	14%	28%	20%	22%	14%	22%	

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 13

Q.8a Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: David Cameron

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>A winner</u>																											
Is true	2579	1424	1155	293	427	471	404	386	598	802	761	576	440	767	708	566	371	168	336	1182	1179	368	243	252	1248	324	419
	32%	36%	28%	30%	33%	31%	30%	32%	35%	37%	33%	34%	24%	37%	33%	28%	32%	24%	30%	35%	71%	16%	44%	24%	55%	18%	29%
Is not true	3520	1669	1851	398	514	724	654	559	670	839	1003	720	957	794	871	975	500	380	545	1365	140	1596	178	531	492	1221	681
	44%	42%	45%	41%	40%	47%	48%	46%	40%	39%	43%	43%	52%	39%	41%	48%	43%	54%	48%	40%	8%	68%	32%	51%	22%	66%	46%
Don't know	1952	853	1099	275	347	334	311	262	422	532	571	395	454	485	546	480	291	151	249	832	340	378	131	249	525	292	370
	24%	22%	27%	28%	27%	22%	23%	22%	25%	24%	24%	23%	25%	24%	26%	24%	25%	22%	22%	25%	21%	16%	24%	24%	23%	16%	25%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 14

Q.8b Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Boris Johnson

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
Smug																												
Is true	2713	1479	1234	221	372	480	484	527	628	796	784	552	580	698	628	704	399	285	431	1051	349	1043	200	340	552	810	621	
	34%	37%	30%	23%	29%	31%	35%	44%	37%	37%	34%	33%	31%	34%	30%	35%	34%	41%	38%	31%	21%	45%	36%	33%	24%	44%	42%	
Is not true	3848	1895	1953	454	561	761	686	523	864	1034	1126	862	827	969	1091	937	568	283	502	1667	1076	920	249	564	1412	729	641	
	48%	48%	48%	47%	44%	50%	50%	43%	51%	48%	48%	51%	45%	47%	51%	46%	49%	40%	44%	49%	65%	39%	45%	55%	62%	40%	44%	
Don't know	1490	572	918	292	355	289	199	157	198	344	425	277	444	379	406	380	194	131	197	660	233	379	102	127	302	299	207	
	19%	14%	22%	30%	28%	19%	15%	13%	12%	16%	18%	16%	24%	19%	19%	19%	17%	19%	17%	20%	14%	16%	19%	12%	13%	16%	14%	
Arrogant																												
Is true	2705	1499	1206	186	348	479	459	539	694	836	773	544	552	695	662	686	393	269	417	1026	378	1000	208	361	603	781	615	
	34%	38%	29%	19%	27%	31%	34%	45%	41%	38%	33%	32%	30%	34%	31%	34%	34%	38%	37%	30%	23%	43%	38%	35%	27%	42%	42%	
Is not true	3900	1894	2006	491	605	781	693	518	811	1020	1160	853	867	1016	1053	955	579	297	522	1723	1065	948	243	561	1400	748	631	
	48%	48%	49%	51%	47%	51%	51%	43%	48%	47%	50%	50%	47%	50%	50%	47%	50%	42%	46%	51%	64%	40%	44%	54%	62%	41%	43%	
Don't know	1446	553	893	289	335	270	216	151	186	317	402	294	433	335	410	379	189	134	191	629	215	395	100	110	262	309	224	
	18%	14%	22%	30%	26%	18%	16%	12%	11%	15%	17%	17%	23%	16%	19%	19%	16%	19%	17%	19%	13%	17%	18%	11%	12%	17%	15%	
Out of touch																												
Is true	1962	1067	896	214	296	402	366	320	364	536	560	429	438	468	479	511	282	221	353	797	185	844	158	204	283	646	471	
	24%	27%	22%	22%	23%	26%	27%	27%	22%	25%	24%	25%	24%	23%	23%	25%	24%	32%	31%	24%	11%	36%	29%	20%	12%	35%	32%	
Is not true	4294	2194	2101	424	600	794	721	679	1076	1240	1254	894	906	1179	1130	1019	651	316	543	1816	1212	1019	281	651	1618	809	728	
	53%	56%	51%	44%	47%	52%	53%	56%	64%	57%	54%	53%	49%	58%	53%	50%	56%	45%	48%	54%	73%	43%	51%	63%	71%	44%	50%	
Don't know	1795	685	1110	328	393	334	281	208	250	398	521	368	508	399	516	491	228	161	234	765	262	481	111	176	365	383	271	
	22%	17%	27%	34%	31%	22%	21%	17%	15%	18%	22%	22%	27%	20%	24%	24%	20%	23%	21%	23%	16%	21%	20%	17%	16%	21%	18%	

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 14

Q.8b Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Boris Johnson

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Out of their depth																											
Is true	1567 19%	831 21%	736 18%	205 21%	265 21%	297 19%	279 20%	264 22%	258 15%	417 19%	420 18%	387 23%	343 19%	399 20%	382 18%	442 22%	190 16%	154 22%	259 23%	653 19%	183 11%	678 29%	101 18%	155 15%	246 11%	531 29%	340 23%
Is not true	4473 56%	2337 59%	2136 52%	444 46%	606 47%	823 54%	771 56%	715 59%	1116 66%	1299 60%	1323 57%	894 53%	958 52%	1202 59%	1221 57%	1048 52%	668 58%	334 48%	604 53%	1851 55%	1211 73%	1095 47%	313 57%	693 67%	1650 73%	859 47%	796 54%
Don't know	2010 25%	777 20%	1233 30%	317 33%	417 32%	410 27%	320 23%	229 19%	317 19%	458 21%	591 25%	410 24%	551 30%	444 22%	522 25%	530 26%	303 26%	211 30%	267 24%	874 26%	265 16%	569 24%	137 25%	184 18%	370 16%	447 24%	333 23%
Understands Britain's problems																											
Is true	3634 45%	1815 46%	1818 44%	397 41%	541 42%	695 45%	614 45%	536 44%	851 50%	1030 47%	1031 44%	806 48%	766 41%	1027 50%	998 47%	827 41%	536 46%	245 35%	483 43%	1546 46%	1120 68%	780 33%	249 45%	562 54%	1450 64%	599 33%	567 39%
Is not true	2104 26%	1190 30%	914 22%	226 23%	326 25%	411 27%	381 28%	360 30%	400 24%	587 27%	584 25%	455 27%	478 26%	495 24%	508 24%	561 28%	306 26%	234 33%	364 32%	886 26%	162 10%	975 42%	150 27%	223 22%	276 12%	767 42%	486 33%
Don't know	2313 29%	940 24%	1373 33%	344 36%	421 33%	424 28%	374 27%	312 26%	440 26%	556 26%	720 31%	430 25%	607 33%	523 26%	619 29%	633 31%	319 27%	220 31%	283 25%	947 28%	377 23%	588 25%	152 28%	247 24%	540 24%	471 26%	416 28%
Weak																											
Is true	956 12%	521 13%	435 11%	104 11%	163 13%	188 12%	174 13%	177 15%	150 9%	206 9%	260 11%	236 14%	254 14%	218 11%	222 10%	287 14%	124 11%	105 15%	163 14%	412 12%	77 5%	451 19%	56 10%	98 10%	108 5%	365 20%	177 12%
Is not true	5416 67%	2769 70%	2647 64%	530 55%	758 59%	1024 67%	934 68%	846 70%	1324 78%	1585 73%	1562 67%	1134 67%	1135 61%	1443 71%	1481 70%	1267 63%	803 69%	421 60%	719 64%	2235 66%	1379 83%	1396 60%	384 70%	800 78%	1880 83%	1104 60%	1010 69%
Don't know	1680 21%	656 17%	1023 25%	333 34%	368 29%	318 21%	261 19%	184 15%	216 13%	382 18%	514 22%	321 19%	463 25%	384 19%	422 20%	466 23%	235 20%	173 25%	249 22%	731 22%	203 12%	496 21%	111 20%	134 13%	278 12%	368 20%	283 19%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 14

Q.8b Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Boris Johnson

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Competent																											
Is true	3991	2030	1961	403	538	749	662	652	988	1162	1152	829	848	1111	1089	900	593	298	521	1662	1177	886	271	622	1555	686	682
	50%	51%	48%	42%	42%	49%	48%	54%	58%	53%	49%	49%	46%	54%	51%	45%	51%	43%	46%	49%	71%	38%	49%	60%	69%	37%	46%
Is not true	1927	1074	853	226	329	386	359	311	316	491	555	454	426	447	472	537	267	204	332	839	175	880	132	192	271	676	422
	24%	27%	21%	23%	26%	25%	26%	26%	19%	23%	24%	27%	23%	22%	22%	27%	23%	29%	29%	25%	11%	38%	24%	19%	12%	37%	29%
Don't know	2133	841	1291	337	421	395	348	245	386	520	628	407	578	487	564	584	301	197	277	877	306	577	149	218	440	475	365
	26%	21%	31%	35%	33%	26%	25%	20%	23%	24%	27%	24%	31%	24%	27%	29%	26%	28%	25%	26%	18%	25%	27%	21%	19%	26%	25%
Explains things clearly																											
Is true	2902	1481	1421	313	413	554	496	440	685	849	844	620	589	857	759	647	436	202	372	1252	853	672	207	459	1138	539	458
	36%	38%	35%	32%	32%	36%	36%	36%	41%	39%	36%	37%	32%	42%	36%	32%	38%	29%	33%	37%	51%	29%	38%	44%	50%	29%	31%
Is not true	2891	1585	1306	332	469	540	507	481	562	800	832	609	650	718	745	739	412	278	444	1207	402	1137	204	328	564	865	636
	36%	40%	32%	34%	36%	35%	37%	40%	33%	37%	36%	36%	35%	35%	35%	37%	35%	40%	39%	36%	24%	49%	37%	32%	25%	47%	43%
Don't know	2258	880	1378	321	407	435	366	286	443	525	659	462	612	471	621	635	313	219	314	919	405	534	140	245	564	433	376
	28%	22%	34%	33%	32%	28%	27%	24%	26%	24%	28%	27%	33%	23%	29%	31%	27%	31%	28%	27%	24%	23%	25%	24%	25%	24%	26%
Strong																											
Is true	4454	2347	2107	422	601	867	752	694	1118	1356	1266	924	908	1218	1235	1013	641	347	589	1863	1225	1075	326	681	1651	852	796
	55%	59%	51%	44%	47%	57%	55%	57%	66%	62%	54%	55%	49%	60%	58%	50%	55%	50%	52%	55%	74%	46%	59%	66%	73%	46%	54%
Is not true	1585	820	766	211	282	306	292	259	235	358	468	387	372	387	359	445	222	173	277	695	150	724	103	167	220	569	315
	20%	21%	19%	22%	22%	20%	21%	21%	14%	16%	20%	23%	20%	19%	17%	22%	19%	25%	24%	21%	9%	31%	19%	16%	10%	31%	21%
Don't know	2012	779	1233	333	405	357	325	254	337	460	600	380	572	441	532	563	298	178	265	820	284	544	122	184	395	416	358
	25%	20%	30%	34%	31%	23%	24%	21%	20%	21%	26%	22%	31%	22%	25%	28%	26%	26%	23%	24%	17%	23%	22%	18%	17%	23%	24%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 14

Q.8b Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Boris Johnson

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Fair</u>																											
Is true	3815	1928	1887	424	544	737	659	573	877	1057	1140	808	810	1045	1035	897	555	282	493	1649	1147	844	258	599	1499	695	600
	47%	49%	46%	44%	42%	48%	48%	47%	52%	49%	49%	48%	44%	51%	49%	44%	48%	40%	44%	49%	69%	36%	47%	58%	66%	38%	41%
Is not true	1608	929	680	179	260	290	301	291	286	433	439	359	378	416	391	427	194	180	273	665	117	800	109	153	194	630	350
	20%	24%	17%	19%	20%	19%	22%	24%	17%	20%	19%	21%	20%	20%	18%	21%	17%	26%	24%	20%	7%	34%	20%	15%	9%	34%	24%
Don't know	2627	1089	1539	362	484	503	409	343	527	684	756	524	664	585	698	696	412	236	364	1064	395	698	184	280	572	512	520
	33%	28%	37%	38%	38%	33%	30%	28%	31%	31%	32%	31%	36%	29%	33%	34%	35%	34%	32%	31%	24%	30%	33%	27%	25%	28%	35%
<u>Likeable</u>																											
Is true	5753	2930	2823	612	820	1114	984	869	1353	1640	1694	1207	1212	1489	1561	1387	864	453	781	2374	1405	1501	394	863	1927	1193	1041
	71%	74%	69%	63%	64%	73%	72%	72%	80%	75%	73%	71%	65%	73%	73%	69%	74%	65%	69%	70%	85%	64%	72%	84%	85%	65%	71%
Is not true	1210	633	577	133	195	215	230	223	214	310	335	260	305	307	268	339	155	142	204	502	107	555	75	103	161	433	248
	15%	16%	14%	14%	15%	14%	17%	18%	13%	14%	14%	15%	16%	15%	13%	17%	13%	20%	18%	15%	6%	24%	14%	10%	7%	24%	17%
Don't know	1088	382	706	221	273	201	154	116	123	223	306	223	335	250	296	295	142	105	145	503	147	287	81	66	177	211	180
	14%	10%	17%	23%	21%	13%	11%	10%	7%	10%	13%	13%	18%	12%	14%	15%	12%	15%	13%	15%	9%	12%	15%	6%	8%	11%	12%
<u>A people person</u>																											
Is true	5642	2781	2861	610	836	1082	977	837	1300	1634	1647	1175	1186	1462	1514	1375	842	449	763	2361	1359	1488	398	824	1849	1186	1060
	70%	70%	70%	63%	65%	71%	71%	69%	77%	75%	71%	70%	64%	71%	71%	68%	73%	64%	68%	70%	82%	64%	72%	80%	82%	65%	72%
Is not true	1174	659	516	135	169	217	228	224	202	260	330	288	297	308	275	303	154	135	203	485	117	521	74	117	182	400	238
	15%	17%	13%	14%	13%	14%	17%	19%	12%	12%	14%	17%	16%	15%	13%	15%	13%	19%	18%	14%	7%	22%	13%	11%	8%	22%	16%
Don't know	1235	505	729	221	284	231	164	147	188	280	359	228	368	276	336	343	165	115	164	533	183	333	78	91	234	251	172
	15%	13%	18%	23%	22%	15%	12%	12%	11%	13%	15%	13%	20%	13%	16%	17%	14%	16%	15%	16%	11%	14%	14%	9%	10%	14%	12%

Boris Johnson Poll

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Absolutes/col percents

Table 14

Q.8b Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Boris Johnson

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Listens																											
Is true	4055	2061	1994	422	603	790	696	614	931	1143	1168	892	853	1105	1109	930	607	303	540	1712	1118	977	289	619	1487	768	677
	50%	52%	49%	44%	47%	52%	51%	51%	55%	53%	50%	53%	46%	54%	52%	46%	52%	43%	48%	51%	67%	42%	53%	60%	66%	42%	46%
Is not true	1776	978	798	216	268	317	333	301	340	477	503	379	416	465	405	474	240	191	298	747	177	812	115	187	265	635	390
	22%	25%	19%	22%	21%	21%	24%	25%	20%	22%	22%	22%	22%	23%	19%	23%	21%	27%	26%	22%	11%	35%	21%	18%	12%	35%	27%
Don't know	2220	907	1314	329	418	423	339	293	419	554	663	420	582	475	610	615	314	205	292	919	364	553	147	227	514	434	403
	28%	23%	32%	34%	32%	28%	25%	24%	25%	25%	28%	25%	31%	23%	29%	30%	27%	29%	26%	27%	22%	24%	27%	22%	23%	24%	27%
Decisive																											
Is true	4100	2145	1955	367	531	766	687	683	1067	1259	1168	847	826	1161	1080	967	590	303	550	1670	1120	1001	296	666	1526	803	713
	51%	54%	48%	38%	41%	50%	50%	57%	63%	58%	50%	50%	45%	57%	51%	48%	51%	43%	49%	49%	68%	43%	54%	65%	67%	44%	49%
Is not true	1713	936	777	225	279	351	318	283	258	415	482	414	402	431	420	431	243	188	278	757	190	761	100	173	257	578	360
	21%	24%	19%	23%	22%	23%	23%	23%	15%	19%	21%	25%	22%	21%	20%	21%	21%	27%	25%	22%	11%	32%	18%	17%	11%	31%	24%
Don't know	2237	864	1373	374	479	413	364	242	366	500	685	430	624	454	625	622	328	208	302	952	349	581	155	193	482	456	397
	28%	22%	33%	39%	37%	27%	27%	20%	22%	23%	29%	25%	34%	22%	29%	31%	28%	30%	27%	28%	21%	25%	28%	19%	21%	25%	27%
On my side																											
Is true	2556	1313	1244	339	386	498	401	330	603	748	735	585	488	790	701	532	376	157	320	1136	942	455	162	380	1180	338	365
	32%	33%	30%	35%	30%	33%	29%	27%	36%	34%	31%	35%	26%	39%	33%	26%	32%	23%	28%	34%	57%	19%	29%	37%	52%	18%	25%
Is not true	2466	1376	1091	219	342	466	465	451	523	660	734	501	572	592	604	650	352	269	403	1009	180	1145	176	275	323	896	562
	31%	35%	27%	23%	27%	30%	34%	37%	31%	30%	31%	30%	31%	29%	28%	32%	30%	39%	36%	30%	11%	49%	32%	27%	14%	49%	38%
Don't know	3029	1257	1771	408	560	567	504	426	564	766	866	605	791	664	820	838	434	272	407	1234	537	742	213	377	762	603	543
	38%	32%	43%	42%	43%	37%	37%	35%	33%	35%	37%	36%	43%	32%	39%	41%	37%	39%	36%	37%	32%	32%	39%	37%	34%	33%	37%

Boris Johnson Poll

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Absolutes/col percents

Table 14

Q.8b Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Boris Johnson

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Up to the job</u>																											
Is true	4445	2275	2171	433	645	825	762	690	1090	1288	1269	919	970	1229	1179	1025	669	344	594	1850	1255	1013	309	674	1669	813	762
	55%	58%	53%	45%	50%	54%	56%	57%	65%	59%	54%	54%	52%	60%	55%	51%	58%	49%	53%	55%	76%	43%	56%	65%	74%	44%	52%
Is not true	1708	933	775	217	269	346	295	281	301	454	492	395	368	412	409	469	233	184	281	735	162	781	101	176	248	601	372
	21%	24%	19%	22%	21%	23%	22%	23%	18%	21%	21%	23%	20%	20%	19%	23%	20%	26%	25%	22%	10%	33%	18%	17%	11%	33%	25%
Don't know	1897	737	1160	316	374	359	312	237	299	432	574	377	514	405	537	526	258	171	255	793	242	549	140	182	348	423	335
	24%	19%	28%	33%	29%	23%	23%	20%	18%	20%	25%	22%	28%	20%	25%	26%	22%	24%	23%	23%	15%	23%	25%	18%	15%	23%	23%
<u>Gets things done</u>																											
Is true	4658	2446	2212	406	632	839	820	755	1207	1408	1343	955	951	1302	1245	1074	688	349	619	1875	1255	1131	344	718	1707	881	854
	58%	62%	54%	42%	49%	55%	60%	63%	71%	65%	58%	56%	51%	64%	59%	53%	59%	50%	55%	56%	76%	48%	62%	70%	75%	48%	58%
Is not true	1371	734	636	236	226	266	235	206	201	321	401	324	325	357	321	363	176	153	218	615	128	646	81	127	184	503	276
	17%	19%	15%	24%	18%	17%	17%	17%	12%	15%	17%	19%	18%	17%	15%	18%	15%	22%	19%	18%	8%	28%	15%	12%	8%	27%	19%
Don't know	2023	765	1258	325	430	425	314	246	282	444	591	412	576	387	559	583	297	197	294	888	275	566	126	187	375	453	340
	25%	19%	31%	34%	33%	28%	23%	20%	17%	20%	25%	24%	31%	19%	26%	29%	26%	28%	26%	26%	17%	24%	23%	18%	17%	25%	23%
<u>Safe pair of hands</u>																											
Is true	2745	1429	1315	292	404	540	452	393	664	763	794	602	586	830	733	580	431	172	337	1187	886	567	189	437	1145	455	423
	34%	36%	32%	30%	31%	35%	33%	33%	39%	35%	34%	36%	32%	41%	34%	29%	37%	25%	30%	35%	53%	24%	34%	42%	51%	25%	29%
Is not true	2465	1369	1096	301	384	458	443	406	473	701	716	532	517	591	615	671	330	259	413	1043	272	1059	182	268	405	836	549
	31%	35%	27%	31%	30%	30%	32%	34%	28%	32%	31%	31%	28%	29%	29%	33%	28%	37%	37%	31%	16%	45%	33%	26%	18%	45%	37%
Don't know	2841	1147	1694	373	500	531	474	409	553	710	825	557	749	626	777	770	400	268	380	1148	501	717	180	327	716	546	497
	35%	29%	41%	39%	39%	35%	35%	34%	33%	33%	35%	33%	40%	31%	37%	38%	34%	38%	34%	34%	30%	31%	33%	32%	32%	30%	34%

Boris Johnson Poll

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Absolutes/col percents

Table 14

Q.8b Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Boris Johnson

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>A winner</u>																											
Is true	4463	2419	2044	420	587	824	795	723	1114	1344	1281	924	915	1231	1191	1027	690	323	598	1838	1240	1103	309	709	1680	855	787
	55%	61%	50%	44%	46%	54%	58%	60%	66%	62%	55%	55%	49%	60%	56%	51%	59%	46%	53%	54%	75%	47%	56%	69%	74%	47%	54%
Is not true	1505	753	751	199	267	294	264	239	242	344	450	356	354	354	368	417	188	177	259	647	140	671	99	153	213	534	307
	19%	19%	18%	21%	21%	19%	19%	20%	14%	16%	19%	21%	19%	17%	17%	21%	16%	25%	23%	19%	8%	29%	18%	15%	9%	29%	21%
Don't know	2083	773	1310	346	434	413	310	246	334	485	604	411	583	461	565	576	283	198	274	894	280	568	143	169	373	448	375
	26%	20%	32%	36%	34%	27%	23%	20%	20%	22%	26%	24%	31%	23%	27%	29%	24%	28%	24%	26%	17%	24%	26%	16%	16%	24%	26%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 15

Q.8c Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Ed Miliband

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Smug																											
Is true	2581	1345	1237	253	336	432	459	448	654	721	751	574	535	643	735	616	355	233	304	1104	846	286	162	529	1180	276	410
	32%	34%	30%	26%	26%	28%	34%	37%	39%	33%	32%	34%	29%	31%	35%	30%	31%	33%	27%	33%	51%	12%	29%	51%	52%	15%	28%
Is not true	3641	1879	1762	359	537	743	649	569	783	988	1060	746	846	879	903	970	571	318	594	1431	501	1712	270	331	665	1272	809
	45%	48%	43%	37%	42%	49%	47%	46%	45%	45%	44%	46%	46%	43%	43%	48%	49%	46%	53%	42%	30%	73%	49%	32%	29%	69%	55%
Don't know	1829	721	1107	355	416	354	261	190	253	464	525	370	470	524	487	434	236	148	232	843	312	345	119	173	420	290	251
	23%	18%	27%	37%	32%	23%	19%	16%	15%	21%	22%	22%	25%	26%	23%	21%	20%	21%	21%	25%	19%	15%	22%	17%	19%	16%	17%
Arrogant																											
Is true	2264	1159	1105	204	289	397	396	395	584	636	668	491	469	562	650	528	330	195	272	935	752	226	146	487	1056	212	363
	28%	29%	27%	21%	22%	26%	29%	33%	35%	29%	29%	29%	25%	27%	31%	26%	28%	28%	24%	28%	45%	10%	27%	47%	47%	12%	25%
Is not true	3924	2013	1911	396	605	789	710	604	820	1083	1144	810	887	999	967	1010	598	350	626	1624	560	1806	276	349	751	1365	836
	49%	51%	47%	41%	47%	52%	52%	50%	48%	50%	49%	48%	48%	49%	46%	50%	51%	50%	55%	48%	34%	77%	50%	34%	33%	74%	57%
Don't know	1863	774	1089	367	395	344	263	209	286	454	524	390	495	486	508	482	234	154	233	820	346	311	129	195	459	261	270
	23%	20%	27%	38%	31%	22%	19%	17%	17%	21%	22%	23%	27%	24%	24%	24%	20%	22%	21%	24%	21%	13%	23%	19%	20%	14%	18%
Out of touch																											
Is true	2689	1486	1204	225	338	474	454	461	738	788	771	569	562	709	772	597	375	237	332	1114	894	264	152	607	1253	295	407
	33%	38%	29%	23%	26%	31%	33%	38%	44%	36%	33%	34%	30%	35%	36%	30%	32%	34%	29%	33%	54%	11%	28%	59%	55%	16%	28%
Is not true	3326	1687	1639	349	504	642	612	524	695	902	941	691	792	801	816	891	513	305	508	1356	444	1701	234	245	593	1237	687
	41%	43%	40%	36%	39%	42%	45%	43%	41%	41%	40%	41%	43%	39%	38%	44%	44%	44%	45%	40%	27%	73%	42%	24%	26%	67%	47%
Don't know	2035	772	1263	392	447	414	303	223	257	484	623	431	498	536	536	533	274	157	289	909	321	379	165	180	419	305	376
	25%	20%	31%	41%	35%	27%	22%	18%	15%	22%	27%	25%	27%	26%	25%	26%	24%	22%	26%	27%	19%	16%	30%	17%	18%	17%	26%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 15

Q.8c Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Ed Miliband

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Out of their depth																											
Is true	3227	1741	1486	266	432	586	581	528	834	957	941	661	668	842	902	753	453	277	407	1354	1004	390	232	668	1419	403	579
	40%	44%	36%	28%	34%	38%	42%	44%	49%	44%	40%	39%	36%	41%	42%	37%	39%	40%	36%	40%	61%	17%	42%	65%	63%	22%	39%
Is not true	2618	1331	1287	301	396	516	450	399	555	674	753	543	648	627	656	709	396	230	405	1048	329	1386	166	192	438	995	525
	33%	34%	31%	31%	31%	34%	33%	33%	33%	31%	32%	32%	35%	31%	31%	35%	34%	33%	36%	31%	20%	59%	30%	19%	19%	54%	36%
Don't know	2206	874	1332	399	460	428	337	280	301	543	640	487	535	577	567	558	312	192	318	976	327	566	153	173	408	439	364
	27%	22%	32%	41%	36%	28%	25%	23%	18%	25%	27%	29%	29%	28%	27%	28%	27%	27%	28%	29%	20%	24%	28%	17%	18%	24%	25%
Understands Britain's problems																											
Is true	3197	1566	1631	349	525	623	580	512	609	855	914	651	777	803	765	865	459	305	502	1303	321	1738	207	217	425	1279	668
	40%	40%	40%	36%	41%	41%	42%	42%	36%	39%	39%	38%	42%	39%	36%	43%	40%	44%	44%	39%	19%	74%	38%	21%	19%	70%	45%
Is not true	2839	1551	1288	225	348	504	485	481	795	836	813	609	582	722	810	638	428	241	360	1173	999	241	178	644	1402	254	409
	35%	39%	31%	23%	27%	33%	35%	40%	47%	38%	35%	36%	31%	35%	38%	32%	37%	34%	32%	35%	60%	10%	32%	62%	62%	14%	28%
Don't know	2016	829	1187	392	416	403	304	215	286	483	608	432	493	522	549	518	274	153	268	903	339	364	166	170	439	304	392
	25%	21%	29%	41%	32%	26%	22%	18%	17%	22%	26%	26%	27%	26%	26%	26%	24%	22%	24%	27%	20%	16%	30%	16%	19%	17%	27%
Weak																											
Is true	2973	1681	1292	238	407	528	516	499	786	885	883	582	624	781	812	699	422	258	386	1222	930	390	203	623	1323	381	507
	37%	43%	31%	25%	32%	35%	38%	41%	46%	41%	38%	34%	34%	38%	38%	35%	36%	37%	34%	36%	56%	17%	37%	60%	58%	21%	35%
Is not true	2950	1427	1523	324	472	569	525	445	615	778	831	647	694	726	757	785	420	261	434	1197	382	1500	215	227	512	1103	602
	37%	36%	37%	34%	37%	37%	38%	37%	36%	36%	36%	38%	37%	36%	36%	39%	36%	37%	38%	35%	23%	64%	39%	22%	23%	60%	41%
Don't know	2128	838	1290	404	410	433	328	264	289	511	622	462	533	538	556	536	319	179	310	959	347	453	132	181	430	353	360
	26%	21%	31%	42%	32%	28%	24%	22%	17%	23%	27%	27%	29%	26%	26%	27%	27%	26%	27%	28%	21%	19%	24%	18%	19%	19%	25%

Boris Johnson Poll

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Absolutes/col percents

Table 15

Q.8c Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Ed Miliband

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Competent																											
Is true	2669	1313	1356	306	458	516	485	412	492	709	777	549	635	651	668	710	387	254	442	1105	266	1521	174	155	334	1103	535
	33%	33%	33%	32%	36%	34%	35%	34%	29%	33%	33%	32%	34%	32%	31%	35%	33%	36%	39%	33%	16%	65%	32%	15%	15%	60%	36%
Is not true	2915	1632	1283	270	364	519	504	471	786	857	825	635	597	759	820	663	407	265	349	1227	970	291	206	627	1366	320	460
	36%	41%	31%	28%	28%	34%	37%	39%	47%	39%	35%	38%	32%	37%	39%	33%	35%	38%	31%	36%	58%	12%	37%	61%	60%	17%	31%
Don't know	2467	1001	1466	390	467	495	379	324	412	607	733	507	620	636	637	647	367	180	340	1046	423	531	171	251	565	414	475
	31%	25%	36%	40%	36%	32%	28%	27%	24%	28%	31%	30%	33%	31%	30%	32%	32%	26%	30%	31%	25%	23%	31%	24%	25%	23%	32%
Explains things clearly																											
Is true	2754	1378	1376	320	472	539	485	425	513	731	772	601	650	683	694	730	395	251	436	1159	304	1506	184	206	421	1110	531
	34%	35%	34%	33%	37%	35%	35%	35%	30%	34%	33%	36%	35%	33%	33%	36%	34%	36%	39%	34%	18%	64%	33%	20%	19%	60%	36%
Is not true	3029	1684	1346	265	357	533	525	500	850	900	884	624	622	780	820	713	445	272	378	1218	946	379	204	638	1315	375	521
	38%	43%	33%	27%	28%	35%	38%	41%	50%	41%	38%	37%	34%	38%	39%	35%	38%	39%	33%	36%	57%	16%	37%	62%	58%	20%	35%
Don't know	2268	884	1384	381	460	457	359	283	328	544	679	466	579	583	611	577	321	176	317	1001	410	458	163	188	529	352	417
	28%	22%	34%	39%	36%	30%	26%	23%	19%	25%	29%	28%	31%	28%	29%	29%	28%	25%	28%	30%	25%	20%	30%	18%	23%	19%	28%
Strong																											
Is true	2139	997	1142	273	378	421	371	311	385	517	596	480	546	520	549	570	289	211	327	878	223	1215	148	130	289	895	389
	27%	25%	28%	28%	29%	28%	27%	26%	23%	24%	26%	28%	29%	25%	26%	28%	25%	30%	29%	26%	13%	52%	27%	13%	13%	49%	26%
Is not true	3458	1928	1530	291	458	626	616	558	908	1029	1044	682	703	906	944	832	490	285	445	1452	1072	469	250	701	1497	450	630
	43%	49%	37%	30%	36%	41%	45%	46%	54%	47%	45%	40%	38%	44%	44%	41%	42%	41%	39%	43%	65%	20%	45%	68%	66%	25%	43%
Don't know	2455	1021	1434	403	452	483	381	339	397	627	695	529	603	619	632	618	382	203	359	1049	364	660	153	201	479	492	450
	30%	26%	35%	42%	35%	32%	28%	28%	24%	29%	30%	31%	33%	30%	30%	31%	33%	29%	32%	31%	22%	28%	28%	19%	21%	27%	31%

Boris Johnson Poll

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Absolutes/col percents

Table 15

Q.8c Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Ed Miliband

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Fair</u>																											
Is true	3346	1754	1592	356	524	644	628	518	677	904	986	699	758	810	826	904	485	322	519	1387	413	1747	235	241	535	1300	709
	42%	44%	39%	37%	41%	42%	46%	43%	40%	42%	42%	41%	41%	40%	39%	45%	42%	46%	46%	41%	25%	75%	43%	23%	24%	71%	48%
Is not true	1950	1026	924	204	279	372	338	296	462	531	544	443	433	507	550	448	292	153	251	844	655	183	115	462	939	176	279
	24%	26%	23%	21%	22%	24%	25%	25%	27%	24%	23%	26%	23%	25%	26%	22%	25%	22%	22%	25%	39%	8%	21%	45%	41%	10%	19%
Don't know	2754	1165	1589	407	485	514	403	393	552	739	805	549	661	729	749	668	385	224	361	1147	592	412	200	329	792	361	481
	34%	30%	39%	42%	38%	34%	29%	33%	33%	34%	34%	32%	36%	36%	35%	33%	33%	32%	32%	34%	36%	18%	36%	32%	35%	20%	33%
<u>Likeable</u>																											
Is true	2869	1458	1411	316	457	545	521	439	590	769	780	632	688	707	709	765	427	262	440	1183	317	1527	208	217	423	1131	595
	36%	37%	34%	33%	35%	36%	38%	36%	35%	35%	33%	37%	37%	35%	33%	38%	37%	37%	39%	35%	19%	65%	38%	21%	19%	62%	41%
Is not true	3173	1658	1515	318	426	578	552	523	777	911	955	655	652	815	886	750	456	266	420	1336	1012	378	211	611	1408	346	537
	39%	42%	37%	33%	33%	38%	40%	43%	46%	42%	41%	39%	35%	40%	42%	37%	39%	38%	37%	40%	61%	16%	38%	59%	62%	19%	37%
Don't know	2009	829	1180	333	405	407	296	246	323	493	601	404	512	524	530	506	278	171	270	860	330	438	132	203	435	360	336
	25%	21%	29%	34%	31%	27%	22%	20%	19%	23%	26%	24%	28%	26%	25%	25%	24%	24%	24%	25%	20%	19%	24%	20%	19%	20%	23%
<u>A people person</u>																											
Is true	2971	1508	1464	302	506	594	534	448	588	802	810	632	728	752	725	801	430	264	491	1228	367	1558	206	226	461	1168	590
	37%	38%	36%	31%	39%	39%	39%	37%	35%	37%	35%	37%	39%	37%	34%	40%	37%	38%	43%	36%	22%	66%	37%	22%	20%	64%	40%
Is not true	2731	1423	1309	285	362	483	490	456	656	758	839	573	562	692	771	637	391	239	344	1173	829	341	181	560	1192	307	467
	34%	36%	32%	29%	28%	32%	36%	38%	39%	35%	36%	34%	30%	34%	36%	32%	34%	34%	30%	35%	50%	15%	33%	54%	53%	17%	32%
Don't know	2348	1015	1333	379	420	453	346	304	446	614	686	486	562	602	628	582	340	196	295	978	463	444	163	246	613	362	412
	29%	26%	32%	39%	33%	30%	25%	25%	26%	28%	29%	29%	30%	29%	30%	29%	29%	28%	26%	29%	28%	19%	30%	24%	27%	20%	28%

Boris Johnson Poll

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Absolutes/col percents

Table 15

Q.8c Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Ed Miliband

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Listens																											
Is true	3383	1756	1628	336	540	669	607	517	714	951	973	691	768	860	839	897	479	307	532	1376	446	1706	257	260	594	1277	698
	42%	44%	40%	35%	42%	44%	44%	43%	42%	44%	42%	41%	41%	42%	39%	44%	41%	44%	47%	41%	27%	73%	47%	25%	26%	70%	48%
Is not true	2283	1224	1059	219	301	415	402	379	566	606	633	530	513	585	626	537	343	191	285	967	723	231	136	526	1036	238	348
	28%	31%	26%	23%	23%	27%	29%	31%	34%	28%	27%	31%	28%	29%	29%	27%	30%	27%	25%	29%	44%	10%	25%	51%	46%	13%	24%
Don't know	2385	966	1419	411	448	446	360	311	409	616	729	469	571	600	660	586	339	201	312	1035	490	406	158	245	636	322	423
	30%	24%	35%	43%	35%	29%	26%	26%	24%	28%	31%	28%	31%	29%	31%	29%	29%	29%	28%	31%	30%	17%	29%	24%	28%	18%	29%
Decisive																											
Is true	2187	1037	1150	256	388	422	393	339	388	541	604	499	543	553	505	596	325	209	337	916	228	1215	154	141	298	884	418
	27%	26%	28%	27%	30%	28%	29%	28%	23%	25%	26%	30%	29%	27%	24%	30%	28%	30%	30%	27%	14%	52%	28%	14%	13%	48%	28%
Is not true	3167	1770	1397	277	406	580	538	513	852	944	939	635	649	819	889	744	442	273	417	1306	996	432	225	647	1389	433	537
	39%	45%	34%	29%	32%	38%	39%	43%	50%	43%	40%	38%	35%	40%	42%	37%	38%	39%	37%	39%	60%	18%	41%	63%	61%	24%	37%
Don't know	2697	1139	1558	433	494	528	438	355	450	689	792	556	660	674	731	680	394	217	376	1157	435	696	172	244	579	520	515
	33%	29%	38%	45%	38%	35%	32%	29%	27%	32%	34%	33%	36%	33%	34%	34%	34%	31%	33%	34%	26%	30%	31%	24%	26%	28%	35%
On my side																											
Is true	2460	1241	1219	282	404	493	450	377	454	642	666	526	627	607	567	707	355	224	392	1000	100	1666	140	121	179	1223	499
	31%	31%	30%	29%	31%	32%	33%	31%	27%	30%	29%	31%	34%	30%	27%	35%	31%	32%	35%	30%	6%	71%	25%	12%	8%	67%	34%
Is not true	3177	1728	1449	255	393	559	537	524	908	973	911	661	632	814	927	716	458	262	395	1315	1183	241	207	679	1611	249	482
	39%	44%	35%	26%	31%	37%	39%	43%	54%	45%	39%	39%	34%	40%	44%	35%	39%	37%	35%	39%	71%	10%	38%	66%	71%	14%	33%
Don't know	2414	977	1437	429	492	477	382	306	328	559	758	504	593	625	631	597	348	213	343	1064	376	436	204	232	475	366	488
	30%	25%	35%	44%	38%	31%	28%	25%	19%	26%	32%	30%	32%	31%	30%	30%	30%	30%	30%	31%	23%	19%	37%	22%	21%	20%	33%

Boris Johnson Poll

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Absolutes/col percents

Table 15

Q.8c Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Ed Miliband

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Up to the job</u>																											
Is true	2203	1044	1160	272	411	422	387	329	382	567	629	455	552	548	525	623	300	207	355	888	146	1387	136	99	220	1010	421
	27%	26%	28%	28%	32%	28%	28%	27%	23%	26%	27%	27%	30%	27%	25%	31%	26%	30%	31%	26%	9%	59%	25%	10%	10%	55%	29%
Is not true	3336	1858	1478	291	411	601	578	550	904	982	949	714	691	877	943	764	487	265	410	1398	1132	328	228	708	1556	354	560
	41%	47%	36%	30%	32%	39%	42%	46%	54%	45%	41%	42%	37%	43%	44%	38%	42%	38%	36%	41%	68%	14%	41%	69%	69%	19%	38%
Don't know	2512	1044	1468	403	466	507	404	329	403	625	756	522	609	621	657	633	374	227	365	1093	382	628	186	224	490	473	489
	31%	26%	36%	42%	36%	33%	29%	27%	24%	29%	32%	31%	33%	30%	31%	31%	32%	32%	32%	32%	23%	27%	34%	22%	22%	26%	33%
<u>Gets things done</u>																											
Is true	1800	873	927	244	344	370	299	256	288	453	500	392	456	451	432	498	246	172	306	755	153	1132	118	77	207	844	310
	22%	22%	23%	25%	27%	24%	22%	21%	17%	21%	21%	23%	25%	22%	20%	25%	21%	25%	27%	22%	9%	48%	21%	7%	9%	46%	21%
Is not true	3069	1687	1382	273	411	542	542	484	817	911	868	656	635	809	854	725	429	251	377	1281	1010	367	199	641	1381	359	498
	38%	43%	34%	28%	32%	35%	40%	40%	48%	42%	37%	39%	34%	40%	40%	36%	37%	36%	33%	38%	61%	16%	36%	62%	61%	20%	34%
Don't know	3181	1385	1797	449	533	618	527	468	586	810	967	644	761	785	838	797	486	275	447	1343	496	843	234	314	678	634	661
	40%	35%	44%	46%	41%	40%	39%	39%	35%	37%	41%	38%	41%	38%	39%	39%	42%	39%	40%	40%	30%	36%	42%	30%	30%	35%	45%
<u>Safe pair of hands</u>																											
Is true	1903	960	942	224	352	396	326	262	342	488	525	419	471	487	432	547	264	172	327	764	128	1267	114	72	180	918	346
	24%	24%	23%	23%	27%	26%	24%	22%	20%	22%	22%	25%	25%	24%	20%	27%	23%	25%	29%	23%	8%	54%	21%	7%	8%	50%	24%
Is not true	3343	1823	1520	292	410	589	563	576	913	997	973	711	662	849	966	757	500	270	412	1379	1155	310	223	703	1577	338	566
	42%	46%	37%	30%	32%	38%	41%	48%	54%	46%	42%	42%	36%	42%	45%	37%	43%	39%	36%	41%	70%	13%	41%	68%	70%	18%	39%
Don't know	2805	1162	1643	450	527	545	479	370	435	689	838	561	718	710	726	715	397	257	391	1235	376	766	214	256	509	581	557
	35%	29%	40%	47%	41%	36%	35%	31%	26%	32%	36%	33%	39%	35%	34%	35%	34%	37%	35%	37%	23%	33%	39%	25%	22%	32%	38%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 15

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Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>A winner</u>																											
Is true	1582	817	765	189	321	304	281	220	267	362	452	348	420	394	389	440	209	149	267	666	124	1029	107	58	163	769	275
	20%	21%	19%	20%	25%	20%	21%	18%	16%	17%	19%	21%	23%	19%	18%	22%	18%	21%	24%	20%	7%	44%	19%	6%	7%	42%	19%
Is not true	3606	1949	1657	319	438	637	618	614	981	1090	1060	739	718	940	980	847	520	319	439	1482	1184	435	252	721	1622	410	645
	45%	49%	40%	33%	34%	42%	45%	51%	58%	50%	45%	44%	39%	46%	46%	42%	45%	46%	39%	44%	71%	19%	46%	70%	72%	22%	44%
Don't know	2863	1179	1684	458	530	589	470	373	443	723	823	604	714	712	755	733	432	231	423	1230	351	879	191	253	481	658	549
	36%	30%	41%	47%	41%	39%	34%	31%	26%	33%	35%	36%	39%	35%	36%	36%	37%	33%	37%	36%	21%	38%	35%	25%	21%	36%	37%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 16

Q.8d Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Nick Clegg

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Smug																											
Is true	2854	1541	1312	274	362	497	514	525	681	760	774	601	719	699	699	783	403	270	396	1089	410	1015	86	565	789	831	418
	35%	39%	32%	28%	28%	32%	38%	44%	40%	35%	33%	36%	39%	34%	33%	39%	35%	39%	35%	32%	25%	43%	16%	55%	35%	45%	28%
Is not true	3445	1723	1722	336	537	685	606	510	771	991	1066	723	665	862	964	833	512	275	489	1491	951	901	371	326	1097	679	855
	43%	44%	42%	35%	42%	45%	44%	42%	46%	46%	46%	43%	36%	42%	45%	41%	44%	39%	43%	44%	57%	38%	67%	32%	48%	37%	58%
Don't know	1753	681	1072	356	390	348	249	172	238	423	495	367	468	485	462	405	247	155	245	798	298	427	94	141	380	328	196
	22%	17%	26%	37%	30%	23%	18%	14%	14%	19%	21%	22%	25%	24%	22%	20%	21%	22%	22%	24%	18%	18%	17%	14%	17%	18%	13%
Arrogant																											
Is true	2511	1390	1120	215	305	459	471	468	594	644	672	544	651	600	631	672	359	248	361	928	351	902	76	508	685	753	340
	31%	35%	27%	22%	24%	30%	34%	39%	35%	30%	29%	32%	35%	29%	30%	33%	31%	36%	32%	27%	21%	38%	14%	49%	30%	41%	23%
Is not true	3751	1852	1899	411	596	725	621	555	843	1097	1173	764	717	954	1034	913	548	302	537	1638	994	1007	399	362	1170	756	920
	47%	47%	46%	43%	46%	47%	45%	46%	50%	50%	50%	45%	39%	47%	49%	45%	47%	43%	48%	48%	60%	43%	72%	35%	52%	41%	63%
Don't know	1790	703	1086	341	387	346	277	185	253	433	490	383	484	491	460	436	254	149	232	813	314	434	76	161	410	329	209
	22%	18%	26%	35%	30%	23%	20%	15%	15%	20%	21%	23%	26%	24%	22%	22%	22%	21%	21%	24%	19%	19%	14%	16%	18%	18%	14%
Out of touch																											
Is true	3557	1884	1674	315	466	676	659	611	831	941	983	760	874	837	895	964	512	349	529	1349	547	1280	76	668	965	1028	546
	44%	48%	41%	33%	36%	44%	48%	51%	49%	43%	42%	45%	47%	41%	42%	48%	44%	50%	47%	40%	33%	55%	14%	65%	43%	56%	37%
Is not true	2701	1395	1307	289	415	487	455	431	624	810	813	554	524	729	754	631	388	200	377	1183	792	650	377	239	889	499	704
	34%	35%	32%	30%	32%	32%	33%	36%	37%	37%	35%	33%	28%	36%	35%	31%	33%	29%	33%	35%	48%	28%	68%	23%	39%	27%	48%
Don't know	1792	667	1125	362	408	367	255	165	235	423	539	377	453	480	476	425	262	150	225	847	320	414	98	125	412	311	220
	22%	17%	27%	37%	32%	24%	19%	14%	14%	19%	23%	22%	24%	23%	22%	21%	23%	21%	20%	25%	19%	18%	18%	12%	18%	17%	15%

Boris Johnson Poll

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Absolutes/col percents

Table 16

Q.8d Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Nick Clegg

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Out of their depth																											
Is true	4305	2150	2155	441	585	820	791	700	968	1157	1231	892	1025	1021	1112	1165	613	394	635	1679	738	1487	102	734	1189	1166	747
	53%	55%	52%	46%	45%	54%	58%	58%	57%	53%	53%	53%	55%	50%	52%	58%	53%	56%	56%	50%	45%	63%	18%	71%	52%	63%	51%
Is not true	2000	1107	893	210	315	358	321	311	485	609	602	411	379	543	532	465	306	154	277	888	573	472	320	184	665	381	490
	25%	28%	22%	22%	24%	23%	23%	26%	29%	28%	26%	24%	20%	27%	25%	23%	26%	22%	25%	26%	35%	20%	58%	18%	29%	21%	33%
Don't know	1745	688	1057	315	389	352	256	197	237	408	503	388	447	482	481	390	242	151	218	812	348	384	130	114	411	290	232
	22%	17%	26%	33%	30%	23%	19%	16%	14%	19%	22%	23%	24%	24%	23%	19%	21%	22%	19%	24%	21%	16%	24%	11%	18%	16%	16%
Understands Britain's problems																											
Is true	2640	1341	1299	257	433	505	448	408	588	816	757	552	515	684	742	618	387	209	395	1125	738	649	391	194	812	474	736
	33%	34%	32%	27%	34%	33%	33%	34%	35%	38%	32%	33%	28%	33%	35%	31%	33%	30%	35%	33%	44%	28%	71%	19%	36%	26%	50%
Is not true	3573	1879	1694	389	467	684	629	593	812	911	1007	754	901	875	908	961	495	335	508	1415	545	1274	73	682	990	1029	485
	44%	48%	41%	40%	36%	45%	46%	49%	48%	42%	43%	45%	49%	43%	43%	48%	43%	48%	45%	42%	33%	54%	13%	66%	44%	56%	33%
Don't know	1838	725	1113	321	389	341	291	207	290	446	571	385	436	488	475	441	279	155	227	838	376	420	87	156	464	334	248
	23%	18%	27%	33%	30%	22%	21%	17%	17%	21%	24%	23%	24%	24%	22%	22%	24%	22%	20%	25%	23%	18%	16%	15%	20%	18%	17%
Weak																											
Is true	4048	2077	1970	405	554	794	724	661	910	1072	1180	846	950	976	1051	1098	559	363	597	1583	682	1478	89	694	1095	1147	677
	50%	53%	48%	42%	43%	52%	53%	55%	54%	49%	51%	50%	51%	48%	49%	54%	48%	52%	53%	47%	41%	63%	16%	67%	48%	62%	46%
Is not true	2208	1164	1045	221	378	394	365	337	514	679	643	455	431	582	598	494	358	176	304	977	664	462	363	184	761	371	570
	27%	29%	25%	23%	29%	26%	27%	28%	30%	31%	28%	27%	23%	28%	28%	24%	31%	25%	27%	29%	40%	20%	66%	18%	34%	20%	39%
Don't know	1795	705	1090	340	357	342	280	209	267	423	512	390	470	488	476	428	243	160	229	818	313	403	99	154	409	319	223
	22%	18%	27%	35%	28%	22%	20%	17%	16%	19%	22%	23%	25%	24%	22%	21%	21%	23%	20%	24%	19%	17%	18%	15%	18%	17%	15%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 16

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Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Competent</u>																											
Is true	2132	1103	1029	230	374	408	343	319	459	659	655	444	375	585	579	479	331	157	303	969	652	453	365	162	701	367	567
	26%	28%	25%	24%	29%	27%	25%	26%	27%	30%	28%	26%	20%	29%	27%	24%	29%	22%	27%	29%	39%	19%	66%	16%	31%	20%	39%
Is not true	3809	2003	1806	400	514	718	691	625	860	993	1101	785	930	888	960	1062	537	361	543	1492	577	1401	78	696	1049	1113	572
	47%	51%	44%	41%	40%	47%	50%	52%	51%	46%	47%	46%	50%	43%	45%	53%	46%	52%	48%	44%	35%	60%	14%	67%	46%	61%	39%
Don't know	2110	840	1270	336	400	404	335	263	371	522	579	462	547	572	585	479	292	181	284	917	430	489	108	174	516	357	330
	26%	21%	31%	35%	31%	26%	24%	22%	22%	24%	25%	27%	30%	28%	28%	24%	25%	26%	25%	27%	26%	21%	20%	17%	23%	19%	22%
<u>Explains things clearly</u>																											
Is true	2602	1348	1253	229	422	492	441	404	613	820	805	499	477	694	717	566	415	210	375	1139	742	613	378	244	832	468	717
	32%	34%	31%	24%	33%	32%	32%	33%	36%	38%	34%	30%	26%	34%	34%	28%	36%	30%	33%	34%	45%	26%	69%	24%	37%	25%	49%
Is not true	3409	1815	1594	361	467	655	592	570	764	870	923	749	867	826	882	933	467	301	478	1344	538	1283	67	590	942	1035	472
	42%	46%	39%	37%	36%	43%	43%	47%	45%	40%	40%	44%	47%	40%	42%	46%	40%	43%	42%	40%	32%	55%	12%	57%	42%	56%	32%
Don't know	2041	783	1258	376	399	383	336	233	314	484	606	443	508	526	526	521	279	188	277	895	379	446	106	198	491	335	280
	25%	20%	31%	39%	31%	25%	25%	19%	19%	22%	26%	26%	27%	26%	25%	26%	24%	27%	25%	26%	23%	19%	19%	19%	22%	18%	19%
<u>Strong</u>																											
Is true	1363	723	640	158	269	244	201	193	298	427	403	290	244	390	373	298	200	102	178	609	430	288	286	88	461	215	366
	17%	18%	16%	16%	21%	16%	15%	16%	18%	20%	17%	17%	13%	19%	18%	15%	17%	15%	16%	18%	26%	12%	52%	8%	20%	12%	25%
Is not true	4667	2428	2239	474	633	894	851	766	1049	1235	1358	980	1094	1144	1217	1233	653	421	688	1859	849	1600	129	781	1326	1269	804
	58%	62%	55%	49%	49%	58%	62%	63%	62%	57%	58%	58%	59%	56%	57%	61%	56%	60%	61%	55%	51%	68%	23%	76%	59%	69%	55%
Don't know	2021	795	1226	334	387	391	317	248	343	512	574	421	514	512	536	488	309	176	263	910	379	454	136	163	479	353	300
	25%	20%	30%	35%	30%	26%	23%	21%	20%	24%	25%	25%	28%	25%	25%	24%	27%	25%	23%	27%	23%	19%	25%	16%	21%	19%	20%

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Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Fair</u>																											
Is true	2897	1575	1322	288	439	544	490	441	697	921	900	573	503	773	808	649	425	243	391	1290	905	647	409	244	999	509	776
	36%	40%	32%	30%	34%	36%	36%	36%	41%	42%	39%	34%	27%	38%	38%	32%	37%	35%	35%	38%	55%	28%	74%	24%	44%	28%	53%
Is not true	2976	1522	1454	325	419	587	535	495	615	702	817	659	798	706	737	843	416	275	446	1144	347	1218	52	556	713	945	422
	37%	39%	35%	34%	33%	38%	39%	41%	36%	32%	35%	39%	43%	34%	35%	42%	36%	39%	39%	34%	21%	52%	9%	54%	31%	51%	29%
Don't know	2177	848	1330	354	430	400	344	272	378	550	618	459	550	568	580	528	321	181	293	944	406	478	90	232	554	383	271
	27%	21%	32%	37%	33%	26%	25%	23%	22%	25%	26%	27%	30%	28%	27%	26%	28%	26%	26%	28%	24%	20%	16%	22%	24%	21%	18%
<u>Likeable</u>																											
Is true	3224	1669	1555	269	481	598	557	506	813	1004	995	636	590	867	911	722	488	237	452	1372	934	781	423	308	1097	581	828
	40%	42%	38%	28%	37%	39%	41%	42%	48%	46%	43%	38%	32%	42%	43%	36%	42%	34%	40%	41%	56%	33%	77%	30%	48%	32%	56%
Is not true	2978	1543	1435	370	444	565	519	488	593	721	854	637	767	705	752	827	402	292	439	1176	419	1103	57	552	767	884	398
	37%	39%	35%	38%	34%	37%	38%	40%	35%	33%	37%	38%	41%	34%	35%	41%	35%	42%	39%	35%	25%	47%	10%	53%	34%	48%	27%
Don't know	1848	733	1115	328	363	367	293	214	284	449	486	418	495	474	462	471	271	170	239	830	306	459	71	172	402	372	243
	23%	19%	27%	34%	28%	24%	21%	18%	17%	21%	21%	25%	27%	23%	22%	23%	23%	24%	21%	25%	18%	20%	13%	17%	18%	20%	17%
<u>A people person</u>																											
Is true	2847	1444	1403	293	452	586	476	437	603	901	873	563	510	756	786	667	436	202	408	1247	834	699	378	258	958	527	742
	35%	37%	34%	30%	35%	38%	35%	36%	36%	41%	37%	33%	28%	37%	37%	33%	38%	29%	36%	37%	50%	30%	69%	25%	42%	29%	50%
Is not true	3077	1614	1463	335	423	580	570	516	654	740	860	672	805	744	785	845	403	299	447	1213	433	1156	62	555	771	942	432
	38%	41%	36%	35%	33%	38%	42%	43%	39%	34%	37%	40%	43%	36%	37%	42%	35%	43%	40%	36%	26%	49%	11%	54%	34%	51%	29%
Don't know	2127	887	1240	339	413	365	322	254	434	532	602	456	537	546	553	508	321	198	275	918	392	488	111	219	536	369	296
	26%	22%	30%	35%	32%	24%	24%	21%	26%	24%	26%	27%	29%	27%	26%	25%	28%	28%	24%	27%	24%	21%	20%	21%	24%	20%	20%

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Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Listens																											
Is true	2926	1540	1386	254	458	549	512	451	701	915	916	561	535	751	810	680	445	240	417	1273	886	678	401	249	984	549	745
	36%	39%	34%	26%	36%	36%	37%	37%	41%	42%	39%	33%	29%	37%	38%	34%	38%	34%	37%	38%	53%	29%	73%	24%	43%	30%	51%
Is not true	3198	1635	1564	365	447	630	570	531	656	771	875	713	840	787	804	876	426	305	463	1255	408	1250	62	597	790	981	465
	40%	41%	38%	38%	35%	41%	42%	44%	39%	35%	37%	42%	45%	38%	38%	43%	37%	44%	41%	37%	25%	53%	11%	58%	35%	53%	32%
Don't know	1926	771	1156	347	383	351	287	225	333	488	544	417	477	508	510	464	290	154	250	850	365	414	88	186	491	308	259
	24%	20%	28%	36%	30%	23%	21%	19%	20%	22%	23%	25%	26%	25%	24%	23%	25%	22%	22%	25%	22%	18%	16%	18%	22%	17%	18%
Decisive																											
Is true	1481	750	731	144	264	270	237	227	339	444	403	341	292	425	390	332	211	123	205	627	445	310	272	127	467	252	403
	18%	19%	18%	15%	20%	18%	17%	19%	20%	20%	17%	20%	16%	21%	18%	16%	18%	18%	18%	19%	27%	13%	49%	12%	21%	14%	27%
Is not true	4447	2326	2121	471	605	857	806	707	1002	1198	1319	908	1022	1079	1144	1187	622	415	659	1780	788	1586	138	718	1268	1254	726
	55%	59%	52%	49%	47%	56%	59%	59%	55%	57%	54%	55%	55%	53%	54%	59%	54%	59%	58%	53%	47%	68%	25%	70%	56%	68%	49%
Don't know	2123	870	1254	352	420	403	326	274	349	532	612	442	538	542	591	502	328	161	266	971	426	447	140	187	530	332	340
	26%	22%	31%	36%	33%	26%	24%	23%	21%	24%	26%	26%	29%	26%	28%	25%	28%	23%	24%	29%	26%	19%	25%	18%	23%	18%	23%
On my side																											
Is true	1505	785	720	162	265	306	235	216	322	491	456	298	260	421	424	346	216	98	237	679	426	320	371	78	441	218	531
	19%	20%	18%	17%	21%	20%	17%	18%	19%	23%	20%	18%	14%	21%	20%	17%	19%	14%	21%	20%	26%	14%	67%	8%	19%	12%	36%
Is not true	4147	2189	1958	433	551	758	747	693	966	1062	1196	866	1023	994	1071	1108	592	381	580	1619	693	1506	70	774	1188	1217	574
	52%	55%	48%	45%	43%	50%	55%	57%	57%	49%	51%	51%	55%	49%	50%	55%	51%	54%	51%	48%	42%	64%	13%	75%	52%	66%	39%
Don't know	2399	972	1427	371	473	466	387	299	403	621	683	527	568	630	630	567	352	220	313	1081	540	517	110	180	636	402	363
	30%	25%	35%	38%	37%	30%	28%	25%	24%	29%	29%	31%	31%	31%	30%	28%	30%	31%	28%	32%	33%	22%	20%	17%	28%	22%	25%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 16

Q.8d Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Nick Clegg

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Up to the job</u>																											
Is true	1610	834	776	155	306	305	256	242	345	495	486	325	305	480	438	331	251	110	244	697	470	326	331	109	512	256	456
	20%	21%	19%	16%	24%	20%	19%	20%	20%	23%	21%	19%	16%	23%	21%	16%	22%	16%	22%	21%	28%	14%	60%	11%	23%	14%	31%
Is not true	4331	2265	2066	483	577	812	782	699	978	1156	1250	903	1024	1024	1103	1198	600	407	595	1750	744	1542	95	761	1234	1222	679
	54%	57%	50%	50%	45%	53%	57%	58%	58%	53%	54%	53%	55%	50%	52%	59%	52%	58%	53%	52%	45%	66%	17%	74%	54%	67%	46%
Don't know	2110	846	1264	329	405	413	330	266	367	524	600	463	523	542	584	492	310	182	291	931	445	475	125	162	519	359	334
	26%	21%	31%	34%	31%	27%	24%	22%	22%	24%	26%	27%	28%	26%	27%	24%	27%	26%	26%	28%	27%	20%	23%	16%	23%	20%	23%
<u>Gets things done</u>																											
Is true	1457	777	680	143	267	263	224	214	347	438	441	321	257	442	380	312	217	107	218	619	449	281	314	104	487	228	418
	18%	20%	17%	15%	21%	17%	16%	18%	21%	20%	19%	19%	14%	22%	18%	15%	19%	15%	19%	18%	27%	12%	57%	10%	22%	12%	28%
Is not true	4429	2284	2146	507	626	813	787	706	990	1188	1264	913	1064	1041	1165	1186	619	418	630	1778	744	1613	120	740	1213	1267	718
	55%	58%	52%	52%	49%	53%	58%	58%	59%	55%	54%	54%	57%	51%	55%	59%	53%	60%	56%	53%	45%	69%	22%	72%	54%	69%	49%
Don't know	2164	885	1280	316	396	454	357	288	353	547	630	456	530	563	579	523	325	174	282	982	467	449	116	188	565	342	333
	27%	22%	31%	33%	31%	30%	26%	24%	21%	25%	27%	27%	29%	27%	27%	26%	28%	25%	25%	29%	28%	19%	21%	18%	25%	19%	23%
<u>Safe pair of hands</u>																											
Is true	1339	696	643	121	274	271	222	181	270	429	395	293	222	396	361	282	199	100	209	632	408	268	312	91	427	196	413
	17%	18%	16%	13%	21%	18%	16%	15%	16%	20%	17%	17%	12%	19%	17%	14%	17%	14%	19%	19%	25%	11%	57%	9%	19%	11%	28%
Is not true	4278	2224	2055	471	570	754	774	716	992	1122	1258	863	1035	1002	1111	1160	606	399	612	1663	707	1550	92	755	1179	1257	660
	53%	56%	50%	49%	44%	49%	57%	59%	59%	52%	54%	51%	56%	49%	52%	57%	52%	57%	54%	49%	43%	66%	17%	73%	52%	68%	45%
Don't know	2434	1026	1408	374	444	504	372	311	428	622	682	535	595	647	653	578	355	200	309	1083	543	525	147	186	659	384	396
	30%	26%	34%	39%	34%	33%	27%	26%	25%	29%	29%	32%	32%	32%	31%	29%	31%	29%	27%	32%	33%	22%	27%	18%	29%	21%	27%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 16

Q.8d Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Nick Clegg

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>A winner</u>																											
Is true	1024	558	466	131	209	210	159	141	174	303	318	234	170	313	294	206	142	70	150	511	311	215	233	70	321	172	294
	13%	14%	11%	14%	16%	14%	12%	12%	10%	14%	14%	14%	9%	15%	14%	10%	12%	10%	13%	15%	19%	9%	42%	7%	14%	9%	20%
Is not true	4724	2415	2308	501	626	871	839	764	1123	1278	1361	984	1100	1148	1200	1279	662	434	680	1842	885	1640	132	780	1384	1293	774
	59%	61%	56%	52%	49%	57%	61%	63%	66%	59%	58%	58%	59%	56%	56%	63%	57%	62%	60%	55%	53%	70%	24%	76%	61%	70%	53%
Don't know	2303	972	1331	334	453	449	371	302	393	593	656	473	582	585	631	535	357	196	301	1025	464	488	186	182	561	372	401
	29%	25%	32%	35%	35%	29%	27%	25%	23%	27%	28%	28%	31%	29%	30%	26%	31%	28%	27%	30%	28%	21%	34%	18%	25%	20%	27%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 17

Q.8e Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: William Hague

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Smug																											
Is true	2645	1425	1220	171	358	556	563	500	497	658	742	555	689	583	679	731	360	293	433	1101	211	1159	162	378	407	938	587
	33%	36%	30%	18%	28%	36%	41%	41%	29%	30%	32%	33%	37%	29%	32%	36%	31%	42%	38%	33%	13%	49%	29%	37%	18%	51%	40%
Is not true	3187	1748	1439	233	391	541	522	524	977	1018	934	665	570	821	893	753	484	236	397	1243	1129	625	241	473	1467	500	571
	40%	44%	35%	24%	30%	35%	38%	43%	58%	47%	40%	39%	31%	40%	42%	37%	42%	34%	35%	37%	68%	27%	44%	46%	65%	27%	39%
Don't know	2219	772	1446	562	540	433	283	183	217	497	659	471	592	641	553	537	317	171	300	1035	320	558	149	180	391	398	311
	28%	20%	35%	58%	42%	28%	21%	15%	13%	23%	28%	28%	32%	31%	26%	27%	27%	24%	27%	31%	19%	24%	27%	17%	17%	22%	21%
Arrogant																											
Is true	2394	1265	1130	152	331	489	528	460	435	590	645	530	629	527	592	670	344	261	370	1001	174	1063	153	338	344	867	514
	30%	32%	28%	16%	26%	32%	39%	38%	26%	27%	28%	31%	34%	26%	28%	33%	30%	37%	33%	30%	10%	45%	28%	33%	15%	47%	35%
Is not true	3392	1865	1526	235	444	590	545	559	1019	1071	1015	686	619	891	963	784	502	252	444	1344	1172	695	253	497	1520	563	633
	42%	47%	37%	24%	34%	39%	40%	46%	60%	49%	43%	41%	33%	44%	45%	39%	43%	36%	39%	40%	71%	30%	46%	48%	67%	31%	43%
Don't know	2265	816	1450	579	514	451	296	188	236	513	674	474	603	628	570	566	315	186	316	1034	313	584	145	198	402	407	322
	28%	21%	35%	60%	40%	29%	22%	16%	14%	24%	29%	28%	33%	31%	27%	28%	27%	27%	28%	31%	19%	25%	26%	19%	18%	22%	22%
Out of touch																											
Is true	2381	1228	1152	144	374	505	527	427	404	590	641	518	632	556	603	648	304	270	388	1000	143	1049	140	363	340	855	508
	30%	31%	28%	15%	29%	33%	39%	35%	24%	27%	27%	31%	34%	27%	28%	32%	26%	39%	34%	30%	9%	45%	25%	35%	15%	47%	35%
Is not true	3234	1873	1361	235	356	536	510	542	1056	1057	933	638	606	822	900	765	502	246	395	1249	1163	657	249	458	1481	521	599
	40%	47%	33%	24%	28%	35%	37%	45%	62%	49%	40%	38%	33%	40%	42%	38%	43%	35%	35%	37%	70%	28%	45%	44%	65%	28%	41%
Don't know	2436	844	1592	587	559	489	332	239	230	527	761	535	613	668	622	608	355	183	346	1129	353	636	162	210	445	461	363
	30%	21%	39%	61%	43%	32%	24%	20%	14%	24%	33%	32%	33%	33%	29%	30%	31%	26%	31%	33%	21%	27%	29%	20%	20%	25%	25%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 17

Q.8e Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: William Hague

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Out of their depth																											
Is true	1728	903	825	120	253	342	372	336	304	377	473	406	471	412	421	480	213	201	259	698	126	773	85	261	251	644	319
	21%	23%	20%	12%	20%	22%	27%	28%	18%	17%	20%	24%	25%	20%	20%	24%	18%	29%	23%	21%	8%	33%	15%	25%	11%	35%	22%
Is not true	3779	2183	1596	264	461	645	626	637	1146	1240	1094	741	704	945	1058	900	576	300	493	1516	1204	839	309	548	1598	667	751
	47%	55%	39%	27%	36%	42%	46%	53%	68%	57%	47%	44%	38%	46%	50%	45%	50%	43%	44%	45%	73%	36%	56%	53%	71%	36%	51%
Don't know	2544	860	1684	583	574	543	371	234	240	556	768	544	676	688	646	641	372	198	378	1164	329	731	157	223	417	526	399
	32%	22%	41%	60%	45%	36%	27%	19%	14%	26%	33%	32%	37%	34%	30%	32%	32%	28%	33%	34%	20%	31%	28%	22%	18%	29%	27%
Understands Britain's problems																											
Is true	3125	1752	1373	199	356	491	507	546	1027	1053	860	623	590	833	884	732	469	208	362	1245	1177	550	250	471	1518	462	534
	39%	44%	33%	21%	28%	32%	37%	45%	61%	48%	37%	37%	32%	41%	42%	36%	40%	30%	32%	37%	71%	23%	45%	46%	67%	25%	36%
Is not true	2404	1263	1141	178	367	524	527	418	390	537	681	542	644	530	608	661	326	279	413	986	118	1153	133	335	279	908	501
	30%	32%	28%	18%	28%	34%	38%	35%	23%	25%	29%	32%	35%	26%	29%	33%	28%	40%	37%	29%	7%	49%	24%	32%	12%	49%	34%
Don't know	2522	930	1592	589	566	515	335	244	273	584	794	526	618	683	633	627	366	212	355	1147	364	640	168	225	468	468	435
	31%	24%	39%	61%	44%	34%	24%	20%	16%	27%	34%	31%	33%	33%	30%	31%	32%	30%	31%	34%	22%	27%	30%	22%	21%	25%	30%
Weak																											
Is true	1608	861	747	93	220	332	361	318	283	348	426	384	449	366	406	454	207	175	259	658	122	748	84	238	235	603	311
	20%	22%	18%	10%	17%	22%	26%	26%	17%	16%	18%	23%	24%	18%	19%	22%	18%	25%	23%	19%	7%	32%	15%	23%	10%	33%	21%
Is not true	3966	2216	1750	264	504	705	680	660	1153	1270	1156	778	761	1007	1093	960	593	312	534	1588	1229	919	316	576	1620	750	759
	49%	56%	43%	27%	39%	46%	50%	55%	68%	58%	50%	46%	41%	49%	51%	48%	51%	45%	47%	47%	74%	39%	57%	56%	72%	41%	52%
Don't know	2477	869	1608	609	564	493	328	229	254	556	753	528	641	672	625	606	361	212	338	1133	307	676	151	218	410	484	399
	31%	22%	39%	63%	44%	32%	24%	19%	15%	26%	32%	31%	35%	33%	29%	30%	31%	30%	30%	34%	19%	29%	27%	21%	18%	26%	27%

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Table 17

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Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Competent																											
Is true	3807	2158	1649	257	455	636	616	660	1183	1266	1124	712	704	989	1074	865	577	302	479	1507	1244	793	329	570	1652	642	743
	47%	55%	40%	27%	35%	42%	45%	55%	70%	58%	48%	42%	38%	48%	51%	43%	50%	43%	42%	45%	75%	34%	60%	55%	73%	35%	51%
Is not true	1884	991	893	158	275	405	416	337	293	419	495	456	514	425	458	562	231	207	305	809	130	908	90	262	243	741	360
	23%	25%	22%	16%	21%	26%	30%	28%	17%	19%	21%	27%	28%	21%	22%	28%	20%	30%	27%	24%	8%	39%	16%	25%	11%	40%	25%
Don't know	2360	796	1564	551	558	489	337	210	214	488	715	523	634	632	592	593	353	189	345	1062	285	642	132	200	371	455	366
	29%	20%	38%	57%	43%	32%	25%	17%	13%	22%	31%	31%	34%	31%	28%	29%	30%	27%	31%	31%	17%	27%	24%	19%	16%	25%	25%
Explains things clearly																											
Is true	3376	1943	1433	191	389	554	558	590	1095	1137	992	648	600	888	960	776	493	259	409	1343	1133	688	261	497	1517	562	635
	42%	49%	35%	20%	30%	36%	41%	49%	65%	52%	42%	38%	32%	43%	45%	38%	42%	37%	36%	40%	68%	29%	47%	48%	67%	31%	43%
Is not true	2119	1132	987	176	305	466	442	376	354	457	576	490	597	481	527	596	283	232	347	874	158	962	128	327	303	779	416
	26%	29%	24%	18%	24%	30%	32%	31%	21%	21%	25%	29%	32%	24%	25%	30%	24%	33%	31%	26%	10%	41%	23%	32%	13%	42%	28%
Don't know	2556	870	1685	600	595	509	369	242	241	580	768	554	654	677	638	648	385	208	374	1162	368	693	162	209	446	496	418
	32%	22%	41%	62%	46%	33%	27%	20%	14%	27%	33%	33%	35%	33%	30%	32%	33%	30%	33%	34%	22%	30%	29%	20%	20%	27%	28%
Strong																											
Is true	3189	1815	1374	231	413	537	508	531	967	1035	930	625	599	834	889	741	480	245	376	1303	1099	653	266	460	1424	529	584
	40%	46%	33%	24%	32%	35%	37%	44%	57%	48%	40%	37%	32%	41%	42%	37%	41%	35%	33%	39%	66%	28%	48%	45%	63%	29%	40%
Is not true	2160	1136	1024	163	306	445	474	396	377	487	609	505	559	508	526	609	283	234	356	898	181	978	115	320	329	797	440
	27%	29%	25%	17%	24%	29%	35%	33%	22%	22%	26%	30%	30%	25%	25%	30%	24%	34%	31%	27%	11%	42%	21%	31%	15%	43%	30%
Don't know	2703	994	1708	572	569	548	387	280	346	652	796	561	693	704	710	671	399	219	398	1177	379	711	170	252	513	511	445
	34%	25%	42%	59%	44%	36%	28%	23%	20%	30%	34%	33%	37%	34%	33%	33%	34%	31%	35%	35%	23%	30%	31%	24%	23%	28%	30%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 17

Q.8e Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: William Hague

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Fair</u>																											
Is true	3064	1750	1315	197	353	481	503	520	1011	1014	910	590	550	806	882	700	458	219	361	1224	1161	530	230	464	1493	448	542
	38%	44%	32%	20%	27%	31%	37%	43%	60%	47%	39%	35%	30%	39%	41%	35%	39%	31%	32%	36%	70%	23%	42%	45%	66%	24%	37%
Is not true	2091	1117	973	163	319	449	471	367	322	465	569	501	556	449	515	601	281	246	373	859	97	1031	112	305	233	837	423
	26%	28%	24%	17%	25%	29%	34%	30%	19%	21%	24%	30%	30%	22%	24%	30%	24%	35%	33%	25%	6%	44%	20%	30%	10%	46%	29%
Don't know	2896	1078	1818	607	616	600	395	321	358	695	855	600	746	791	729	719	423	235	396	1295	401	781	208	263	540	553	504
	36%	27%	44%	63%	48%	39%	29%	27%	21%	32%	37%	36%	40%	39%	34%	36%	36%	34%	35%	38%	24%	33%	38%	25%	24%	30%	34%
<u>Likeable</u>																											
Is true	3022	1705	1317	202	345	468	491	524	993	1020	896	586	521	793	878	669	464	218	365	1170	1063	571	227	475	1436	455	547
	38%	43%	32%	21%	27%	31%	36%	43%	59%	47%	38%	35%	28%	39%	41%	33%	40%	31%	32%	35%	64%	24%	41%	46%	63%	25%	37%
Is not true	2641	1366	1276	195	402	587	555	460	442	613	749	584	695	589	639	752	378	283	438	1116	209	1155	171	368	372	961	576
	33%	35%	31%	20%	31%	38%	41%	38%	26%	28%	32%	35%	38%	29%	30%	37%	33%	41%	39%	33%	13%	49%	31%	36%	16%	52%	39%
Don't know	2387	875	1513	569	542	475	323	224	255	541	690	521	636	664	608	599	319	198	327	1092	387	616	153	189	458	421	346
	30%	22%	37%	59%	42%	31%	24%	19%	15%	25%	30%	31%	34%	32%	29%	30%	27%	28%	29%	32%	23%	26%	28%	18%	20%	23%	24%
<u>A people person</u>																											
Is true	2158	1188	970	157	265	358	335	360	683	725	617	428	389	588	623	486	329	132	271	848	817	402	159	330	1071	319	368
	27%	30%	24%	16%	21%	23%	24%	30%	40%	33%	26%	25%	21%	29%	29%	24%	28%	19%	24%	25%	49%	17%	29%	32%	47%	17%	25%
Is not true	3040	1626	1413	216	448	633	642	542	558	736	899	644	761	688	756	829	426	340	497	1306	301	1270	185	434	510	1065	631
	38%	41%	34%	22%	35%	41%	47%	45%	33%	34%	39%	38%	41%	34%	36%	41%	37%	49%	44%	39%	18%	54%	34%	42%	23%	58%	43%
Don't know	2853	1131	1722	593	575	539	392	306	449	713	819	618	702	769	746	705	406	227	362	1225	540	670	207	267	685	453	471
	35%	29%	42%	61%	45%	35%	29%	25%	27%	33%	35%	37%	38%	38%	35%	35%	35%	32%	32%	36%	33%	29%	38%	26%	30%	25%	32%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 17

Q.8e Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: William Hague

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Listens																											
Is true	2794	1579	1215	160	329	468	448	490	900	939	795	529	532	724	806	638	412	214	332	1107	1060	502	223	416	1361	402	500
	35%	40%	30%	17%	26%	31%	33%	41%	53%	43%	34%	31%	29%	35%	38%	32%	36%	31%	29%	33%	64%	21%	40%	40%	60%	22%	34%
Is not true	2357	1269	1088	194	368	487	511	404	393	515	664	563	615	544	598	667	305	243	393	1006	169	1101	127	332	316	891	472
	29%	32%	26%	20%	29%	32%	37%	33%	23%	24%	28%	33%	33%	27%	28%	33%	26%	35%	35%	30%	10%	47%	23%	32%	14%	49%	32%
Don't know	2900	1097	1803	612	591	575	410	314	397	720	877	599	705	778	721	715	443	242	405	1265	430	740	201	284	588	544	497
	36%	28%	44%	63%	46%	38%	30%	26%	24%	33%	38%	35%	38%	38%	34%	35%	38%	35%	36%	37%	26%	32%	36%	27%	26%	30%	34%
Decisive																											
Is true	3407	1904	1503	224	431	563	559	573	1056	1126	1006	632	643	881	943	791	515	277	440	1329	1104	724	273	524	1465	606	640
	42%	48%	37%	23%	33%	37%	41%	47%	62%	52%	43%	37%	35%	43%	44%	39%	44%	40%	39%	39%	67%	31%	50%	51%	65%	33%	44%
Is not true	1908	1043	865	149	271	416	406	341	325	430	528	437	512	434	482	540	248	204	312	822	159	887	108	268	284	718	352
	24%	26%	21%	15%	21%	27%	30%	28%	19%	20%	23%	26%	28%	21%	23%	27%	21%	29%	28%	24%	10%	38%	20%	26%	13%	39%	24%
Don't know	2737	998	1738	593	586	551	403	294	309	618	801	621	697	731	700	689	398	218	378	1228	396	732	170	240	516	513	477
	34%	25%	42%	61%	45%	36%	29%	24%	18%	28%	34%	37%	38%	36%	33%	34%	34%	31%	33%	36%	24%	31%	31%	23%	23%	28%	32%
On my side																											
Is true	1825	1049	776	99	210	282	280	300	654	634	525	361	305	482	559	384	274	125	211	716	957	192	125	257	1131	175	245
	23%	27%	19%	10%	16%	18%	20%	25%	39%	29%	22%	21%	16%	24%	26%	19%	24%	18%	19%	21%	58%	8%	23%	25%	50%	10%	17%
Is not true	3079	1672	1407	240	418	630	650	556	585	776	886	650	767	692	755	839	444	349	508	1272	181	1456	189	418	400	1153	660
	38%	42%	34%	25%	32%	41%	48%	46%	35%	36%	38%	38%	41%	34%	36%	42%	38%	50%	45%	38%	11%	62%	34%	41%	18%	63%	45%
Don't know	3147	1225	1923	628	661	619	438	351	452	764	924	680	780	872	811	797	443	225	411	1390	520	695	238	357	735	509	564
	39%	31%	47%	65%	51%	40%	32%	29%	27%	35%	40%	40%	42%	43%	38%	39%	38%	32%	36%	41%	31%	30%	43%	35%	32%	28%	38%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 17

Q.8e Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: William Hague

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Up to the job</u>																											
Is true	3410	1952	1459	210	402	556	550	598	1094	1163	980	658	610	898	954	804	512	243	425	1331	1200	664	276	502	1576	534	665
	42%	49%	36%	22%	31%	36%	40%	50%	65%	54%	42%	39%	33%	44%	45%	40%	44%	35%	38%	39%	72%	28%	50%	49%	70%	29%	45%
Is not true	2081	1120	961	171	302	441	460	362	345	460	567	487	567	471	502	604	278	226	357	877	131	983	111	297	268	792	400
	26%	28%	23%	18%	23%	29%	34%	30%	20%	21%	24%	29%	31%	23%	24%	30%	24%	32%	32%	26%	8%	42%	20%	29%	12%	43%	27%
Don't know	2559	874	1686	584	584	534	359	247	251	550	789	546	675	677	668	613	371	230	348	1170	328	696	163	232	422	511	404
	32%	22%	41%	60%	45%	35%	26%	20%	15%	25%	34%	32%	36%	33%	31%	30%	32%	33%	31%	35%	20%	30%	30%	23%	19%	28%	28%
<u>Gets things done</u>																											
Is true	3083	1747	1336	207	396	504	490	526	959	1060	887	585	551	816	841	718	468	238	392	1211	1111	610	253	432	1409	505	578
	38%	44%	33%	21%	31%	33%	36%	44%	57%	49%	38%	35%	30%	40%	40%	36%	40%	34%	35%	36%	67%	26%	46%	42%	62%	27%	39%
Is not true	2091	1128	963	181	300	456	446	370	339	455	572	483	580	469	528	606	263	225	321	895	163	979	117	307	319	780	390
	26%	29%	23%	19%	23%	30%	33%	31%	20%	21%	25%	29%	31%	23%	25%	30%	23%	32%	28%	26%	10%	42%	21%	30%	14%	42%	27%
Don't know	2877	1070	1807	579	592	570	433	312	392	658	876	622	721	760	756	696	429	236	417	1272	385	754	181	292	538	553	502
	36%	27%	44%	60%	46%	37%	32%	26%	23%	30%	38%	37%	39%	37%	36%	34%	37%	34%	37%	38%	23%	32%	33%	28%	24%	30%	34%
<u>Safe pair of hands</u>																											
Is true	2855	1676	1179	179	334	436	453	487	966	1012	844	519	480	753	808	652	431	211	347	1114	1096	505	233	425	1392	429	537
	35%	42%	29%	19%	26%	28%	33%	40%	57%	47%	36%	31%	26%	37%	38%	32%	37%	30%	31%	33%	66%	22%	42%	41%	61%	23%	37%
Is not true	2328	1227	1101	194	332	512	502	405	382	524	640	541	622	519	574	649	314	272	383	990	164	1076	129	325	306	875	460
	29%	31%	27%	20%	26%	33%	37%	34%	23%	24%	27%	32%	34%	25%	27%	32%	27%	39%	34%	29%	10%	46%	23%	31%	14%	48%	31%
Don't know	2868	1043	1825	594	623	582	413	315	342	637	851	631	749	774	743	719	416	216	400	1274	398	762	190	282	567	532	473
	36%	26%	44%	61%	48%	38%	30%	26%	20%	29%	36%	37%	40%	38%	35%	36%	36%	31%	35%	38%	24%	33%	34%	27%	25%	29%	32%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 17

Q.8e Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: William Hague

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>A winner</u>																											
Is true	1958	1179	779	151	237	307	297	333	634	671	557	396	334	522	569	436	292	138	243	787	858	308	153	273	1050	255	299
	24%	30%	19%	16%	18%	20%	22%	28%	37%	31%	24%	23%	18%	26%	27%	22%	25%	20%	22%	23%	52%	13%	28%	26%	46%	14%	20%
Is not true	2852	1474	1378	196	403	591	599	501	562	712	813	618	710	664	711	769	409	299	445	1155	244	1233	185	420	471	987	616
	35%	37%	34%	20%	31%	39%	44%	41%	33%	33%	35%	37%	38%	32%	33%	38%	35%	43%	39%	34%	15%	53%	34%	41%	21%	54%	42%
Don't know	3241	1292	1949	619	648	632	473	374	494	791	965	677	808	860	845	815	459	262	442	1436	557	801	213	339	745	594	554
	40%	33%	47%	64%	50%	41%	35%	31%	29%	36%	41%	40%	44%	42%	40%	40%	40%	37%	39%	43%	34%	34%	39%	33%	33%	32%	38%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 18

Q.8f Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Theresa May

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Smug																											
Is true	2209	1316	893	139	266	407	453	439	505	595	627	471	516	553	574	542	319	220	335	907	236	923	139	347	446	719	500
	27%	33%	22%	14%	21%	27%	33%	36%	30%	27%	27%	28%	28%	27%	27%	28%	28%	32%	30%	27%	14%	39%	25%	34%	20%	39%	34%
Is not true	2566	1387	1178	199	306	411	409	435	805	833	759	495	479	663	718	604	366	215	323	977	872	576	178	387	1164	466	431
	32%	35%	29%	21%	24%	27%	30%	36%	48%	38%	32%	29%	26%	32%	34%	30%	32%	31%	29%	29%	53%	25%	32%	37%	51%	25%	29%
Don't know	3276	1242	2034	628	717	712	506	333	380	746	949	725	857	830	833	874	476	263	473	1495	551	844	233	298	656	652	538
	41%	31%	50%	65%	56%	47%	37%	28%	22%	34%	41%	43%	46%	41%	39%	43%	41%	38%	42%	44%	33%	36%	42%	29%	29%	36%	37%
Arrogant																											
Is true	2273	1350	923	137	291	409	455	453	527	643	635	486	509	581	563	552	350	227	352	898	250	937	160	346	454	723	516
	28%	34%	22%	14%	23%	27%	33%	38%	31%	30%	27%	29%	27%	28%	26%	27%	30%	32%	31%	27%	15%	40%	29%	34%	20%	39%	35%
Is not true	2551	1373	1178	219	298	429	412	410	782	817	775	483	476	684	710	595	360	203	320	1023	876	560	180	391	1161	465	430
	32%	35%	29%	23%	23%	28%	30%	34%	46%	38%	33%	29%	26%	33%	33%	29%	31%	29%	28%	30%	53%	24%	33%	38%	51%	25%	29%
Don't know	3227	1222	2005	610	699	692	501	345	380	714	925	722	867	781	852	873	451	269	458	1457	533	847	212	295	650	650	523
	40%	31%	49%	63%	54%	45%	37%	29%	22%	33%	40%	43%	47%	38%	40%	43%	39%	39%	40%	43%	32%	36%	38%	29%	29%	35%	36%
Out of touch																											
Is true	2279	1305	974	154	305	444	477	429	470	602	657	471	549	594	549	575	328	232	380	904	209	968	151	354	421	753	528
	28%	33%	24%	16%	24%	29%	35%	35%	28%	28%	28%	28%	30%	29%	26%	28%	28%	33%	34%	27%	13%	41%	27%	34%	19%	41%	36%
Is not true	2575	1434	1141	198	285	372	401	443	877	848	745	493	489	682	718	595	379	202	307	971	915	546	185	418	1209	449	419
	32%	36%	28%	20%	22%	24%	29%	37%	52%	39%	32%	29%	26%	33%	34%	29%	33%	29%	27%	29%	55%	23%	34%	40%	53%	24%	29%
Don't know	3197	1207	1990	614	699	713	491	336	343	724	933	726	814	769	858	851	453	265	443	1504	535	829	214	260	636	636	522
	40%	31%	48%	64%	54%	47%	36%	28%	20%	33%	40%	43%	44%	38%	40%	42%	39%	38%	39%	45%	32%	35%	39%	25%	28%	35%	35%

Lord Ashcroft

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 18

Q.8f Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Theresa May

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Out of their depth																											
Is true	1946	1133	813	134	257	357	407	383	408	524	526	423	473	495	477	481	291	202	318	771	186	815	132	328	369	632	444
	24%	29%	20%	14%	20%	23%	30%	32%	24%	24%	23%	25%	26%	24%	22%	24%	25%	29%	28%	23%	11%	35%	24%	32%	16%	34%	30%
Is not true	2736	1526	1211	223	296	454	429	455	880	910	801	524	502	729	759	654	381	213	330	1086	924	632	185	412	1237	539	472
	34%	39%	29%	23%	23%	30%	31%	38%	52%	42%	34%	31%	27%	36%	36%	32%	33%	30%	29%	32%	56%	27%	34%	40%	55%	29%	32%
Don't know	3368	1287	2082	609	736	719	532	370	402	740	1008	744	876	821	888	885	489	284	482	1522	549	896	234	292	660	666	554
	42%	33%	51%	63%	57%	47%	39%	31%	24%	34%	43%	44%	47%	40%	42%	44%	42%	41%	43%	45%	33%	38%	42%	28%	29%	36%	38%
Understands Britain's problems																											
Is true	2422	1300	1122	169	254	344	376	415	863	808	698	451	464	661	682	575	333	170	278	905	926	436	174	403	1220	380	379
	30%	33%	27%	18%	20%	23%	27%	34%	51%	37%	30%	27%	25%	32%	32%	28%	29%	24%	25%	27%	56%	19%	32%	39%	54%	21%	26%
Is not true	2451	1425	1026	204	353	498	516	445	434	637	692	536	586	643	587	623	352	245	424	1016	182	1125	151	364	381	870	553
	30%	36%	25%	21%	27%	33%	38%	37%	26%	29%	30%	32%	32%	31%	28%	31%	30%	35%	37%	30%	11%	48%	27%	35%	17%	47%	38%
Don't know	3178	1221	1958	593	681	687	476	348	393	728	944	704	802	742	855	822	475	283	428	1458	552	782	225	264	665	587	538
	39%	31%	48%	61%	53%	45%	35%	29%	23%	33%	40%	42%	43%	36%	40%	41%	41%	41%	38%	43%	33%	33%	41%	26%	29%	32%	37%
Weak																											
Is true	1502	976	526	99	215	298	326	283	281	379	392	339	392	388	366	382	194	172	237	631	122	649	82	285	288	498	296
	19%	25%	13%	10%	17%	19%	24%	23%	17%	17%	17%	20%	21%	19%	17%	19%	17%	25%	21%	19%	7%	28%	15%	28%	13%	27%	20%
Is not true	3332	1776	1556	254	374	534	534	574	1061	1085	998	626	623	877	920	787	500	248	432	1285	1039	803	266	476	1376	687	604
	41%	45%	38%	26%	29%	35%	39%	48%	63%	50%	43%	37%	34%	43%	43%	39%	43%	35%	38%	38%	63%	34%	48%	46%	61%	37%	41%
Don't know	3217	1194	2023	613	699	698	509	351	347	710	945	726	837	780	839	851	467	280	462	1463	498	892	203	271	602	653	569
	40%	30%	49%	63%	54%	46%	37%	29%	21%	33%	40%	43%	45%	38%	39%	42%	40%	40%	41%	43%	30%	38%	37%	26%	27%	36%	39%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 18

Q.8f Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Theresa May

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Competent																											
Is true	2674	1409	1265	230	278	406	419	434	907	904	792	475	503	729	749	626	379	190	311	1015	931	563	210	400	1240	494	452
	33%	36%	31%	24%	22%	27%	31%	36%	54%	42%	34%	28%	27%	36%	35%	31%	33%	27%	28%	30%	56%	24%	38%	39%	55%	27%	31%
Is not true	2205	1330	876	154	307	446	444	412	442	580	624	488	514	556	523	550	335	242	360	925	209	945	136	360	415	735	480
	27%	34%	21%	16%	24%	29%	32%	34%	26%	27%	27%	29%	28%	27%	25%	27%	29%	35%	32%	27%	13%	40%	25%	35%	18%	40%	33%
Don't know	3171	1207	1965	582	703	677	506	361	342	690	919	728	835	761	852	845	446	267	459	1439	519	835	205	271	611	607	537
	39%	31%	48%	60%	55%	44%	37%	30%	20%	32%	39%	43%	45%	37%	40%	42%	38%	38%	41%	43%	31%	36%	37%	26%	27%	33%	37%
Explains things clearly																											
Is true	2350	1240	1109	184	266	350	346	394	809	795	675	434	446	667	641	540	337	164	280	852	816	496	179	363	1098	435	377
	29%	31%	27%	19%	21%	23%	25%	33%	48%	37%	29%	26%	24%	33%	30%	27%	29%	23%	25%	25%	49%	21%	33%	35%	48%	24%	26%
Is not true	2240	1342	899	163	299	426	467	433	452	599	605	488	548	560	547	553	331	249	361	954	235	970	137	346	422	756	491
	28%	34%	22%	17%	23%	28%	34%	36%	27%	28%	26%	29%	30%	27%	26%	27%	28%	36%	32%	28%	14%	41%	25%	34%	19%	41%	33%
Don't know	3461	1363	2098	619	724	753	556	380	429	780	1054	769	857	819	936	927	493	286	490	1572	607	877	234	323	745	647	601
	43%	35%	51%	64%	56%	49%	41%	32%	25%	36%	45%	45%	46%	40%	44%	46%	42%	41%	43%	47%	37%	37%	43%	31%	33%	35%	41%
Strong																											
Is true	2976	1572	1404	243	324	465	474	504	965	984	876	553	562	797	829	702	425	221	378	1122	934	709	242	451	1248	579	557
	37%	40%	34%	25%	25%	30%	35%	42%	57%	45%	38%	33%	30%	39%	39%	35%	37%	32%	33%	33%	56%	30%	44%	44%	55%	32%	38%
Is not true	1904	1172	732	148	277	380	385	347	368	471	537	425	470	499	474	458	280	193	295	824	201	824	110	323	398	639	391
	24%	30%	18%	15%	21%	25%	28%	29%	22%	22%	23%	25%	25%	24%	22%	23%	24%	28%	26%	24%	12%	35%	20%	31%	18%	35%	27%
Don't know	3171	1201	1970	576	688	685	509	356	357	718	922	712	819	749	822	860	456	284	457	1433	524	810	199	257	619	619	522
	39%	30%	48%	60%	53%	45%	37%	29%	21%	33%	39%	42%	44%	37%	39%	43%	39%	41%	40%	42%	32%	35%	36%	25%	27%	34%	35%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 18

Q.8f Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Theresa May

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Fair</u>																											
Is true	2220	1199	1021	170	230	334	349	361	775	737	655	418	410	607	626	512	325	151	258	838	868	400	166	340	1145	359	331
	28%	30%	25%	18%	18%	22%	26%	30%	46%	34%	28%	25%	22%	30%	29%	25%	28%	22%	23%	25%	52%	17%	30%	33%	51%	20%	23%
Is not true	2177	1296	880	188	323	434	453	371	408	570	598	477	531	588	524	543	302	219	375	908	174	982	143	338	347	780	490
	27%	33%	21%	19%	25%	28%	33%	31%	24%	26%	26%	28%	29%	29%	25%	27%	26%	31%	33%	27%	10%	42%	26%	33%	15%	42%	33%
Don't know	3654	1450	2204	608	735	761	567	475	508	867	1081	795	911	851	975	965	535	329	497	1632	617	960	242	353	773	699	648
	45%	37%	54%	63%	57%	50%	41%	39%	30%	40%	46%	47%	49%	42%	46%	48%	46%	47%	44%	48%	37%	41%	44%	34%	34%	38%	44%
<u>Likeable</u>																											
Is true	1681	911	770	139	162	266	261	258	594	535	482	353	312	475	455	393	242	117	191	637	609	326	131	276	811	277	270
	21%	23%	19%	14%	13%	17%	19%	21%	35%	25%	21%	21%	17%	23%	21%	19%	21%	17%	17%	19%	37%	14%	24%	27%	36%	15%	18%
Is not true	2853	1655	1198	219	405	541	571	527	592	811	830	584	628	743	702	711	429	268	454	1201	376	1159	190	433	626	905	627
	35%	42%	29%	23%	31%	35%	42%	44%	35%	37%	36%	35%	34%	36%	33%	35%	37%	38%	40%	36%	23%	49%	34%	42%	28%	49%	43%
Don't know	3517	1379	2138	608	722	723	537	423	504	828	1023	755	912	828	969	917	490	314	485	1540	674	857	230	323	828	655	572
	44%	35%	52%	63%	56%	47%	39%	35%	30%	38%	44%	45%	49%	40%	46%	45%	42%	45%	43%	46%	41%	37%	42%	31%	37%	36%	39%
<u>A people person</u>																											
Is true	1361	703	658	130	183	241	197	182	429	411	400	273	278	403	378	281	197	102	161	534	520	279	109	180	645	238	194
	17%	18%	16%	13%	14%	16%	14%	15%	25%	19%	17%	16%	15%	20%	18%	14%	17%	15%	14%	16%	31%	12%	20%	17%	28%	13%	13%
Is not true	2937	1699	1238	229	397	538	574	544	654	848	837	607	644	763	746	730	415	282	465	1226	371	1181	203	444	654	925	654
	36%	43%	30%	24%	31%	35%	42%	45%	39%	39%	36%	36%	35%	37%	35%	36%	36%	40%	41%	36%	22%	50%	37%	43%	29%	50%	45%
Don't know	3752	1543	2210	607	709	751	598	482	606	915	1098	811	929	880	1001	1009	548	314	505	1618	769	883	239	407	967	674	621
	47%	39%	54%	63%	55%	49%	44%	40%	36%	42%	47%	48%	50%	43%	47%	50%	47%	45%	45%	48%	46%	38%	43%	39%	43%	37%	42%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 18

Q.8f Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Theresa May

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Listens																											
Is true	2102	1109	993	176	248	338	306	339	695	667	611	418	405	572	560	489	328	152	252	782	768	419	166	326	1006	366	333
	26%	28%	24%	18%	19%	22%	22%	28%	41%	31%	26%	25%	22%	28%	26%	24%	28%	22%	22%	23%	46%	18%	30%	32%	44%	20%	23%
Is not true	2386	1405	980	194	327	467	500	434	465	634	674	519	559	633	623	573	321	236	390	1011	250	1052	150	364	449	805	524
	30%	36%	24%	20%	25%	31%	37%	36%	27%	29%	29%	31%	30%	31%	29%	28%	28%	34%	35%	30%	15%	45%	27%	35%	20%	44%	36%
Don't know	3564	1431	2132	596	714	725	563	435	530	872	1050	754	887	841	941	958	512	311	488	1585	642	872	235	342	811	666	613
	44%	36%	52%	62%	55%	47%	41%	36%	31%	40%	45%	45%	48%	41%	44%	47%	44%	44%	43%	47%	39%	37%	43%	33%	36%	36%	42%
Decisive																											
Is true	2864	1511	1353	216	315	460	450	492	930	981	819	515	548	771	776	702	397	219	380	1048	892	686	235	419	1213	561	528
	36%	38%	33%	22%	24%	30%	33%	41%	55%	45%	35%	30%	30%	38%	37%	35%	34%	31%	34%	31%	54%	29%	43%	41%	54%	31%	36%
Is not true	1957	1189	768	140	281	370	401	372	393	488	554	455	459	535	478	454	285	205	309	845	223	823	103	330	398	649	386
	24%	30%	19%	15%	22%	24%	29%	31%	23%	22%	24%	27%	25%	26%	23%	22%	25%	29%	27%	25%	13%	35%	19%	32%	18%	35%	26%
Don't know	3230	1245	1985	611	692	700	518	343	367	705	961	721	844	740	871	865	479	275	441	1485	544	834	213	283	655	628	555
	40%	32%	48%	63%	54%	46%	38%	28%	22%	32%	41%	43%	46%	36%	41%	43%	41%	39%	39%	44%	33%	36%	39%	27%	29%	34%	38%
On my side																											
Is true	1518	858	660	124	159	226	205	246	558	531	430	287	269	418	442	329	223	106	152	591	727	187	104	238	936	175	187
	19%	22%	16%	13%	12%	15%	15%	20%	33%	24%	18%	17%	15%	20%	21%	16%	19%	15%	13%	17%	44%	8%	19%	23%	41%	10%	13%
Is not true	2793	1624	1170	215	370	534	562	519	592	771	798	582	643	707	691	710	407	279	457	1128	229	1262	188	430	444	984	653
	35%	41%	28%	22%	29%	35%	41%	43%	35%	35%	34%	34%	35%	35%	33%	35%	35%	40%	40%	33%	14%	54%	34%	42%	20%	54%	44%
Don't know	3740	1464	2276	627	759	770	602	442	540	872	1107	822	940	922	992	981	532	314	521	1659	703	894	258	363	886	679	629
	46%	37%	55%	65%	59%	50%	44%	37%	32%	40%	47%	49%	51%	45%	47%	49%	46%	45%	46%	49%	42%	38%	47%	35%	39%	37%	43%

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Table 18

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Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Up to the job</u>																											
Is true	2410	1279	1131	178	252	375	378	402	826	828	675	446	461	664	651	574	355	166	295	890	871	474	195	371	1160	407	418
	30%	32%	28%	18%	20%	25%	28%	33%	49%	38%	29%	26%	25%	32%	31%	28%	31%	24%	26%	26%	53%	20%	35%	36%	51%	22%	28%
Is not true	2360	1435	924	199	319	474	460	428	479	605	702	496	556	603	595	568	352	243	383	997	241	1015	147	375	454	797	502
	29%	36%	23%	21%	25%	31%	34%	35%	28%	28%	30%	29%	30%	29%	28%	30%	35%	34%	30%	15%	43%	27%	36%	20%	43%	34%	
Don't know	3281	1231	2050	589	717	681	531	378	386	740	958	748	835	780	879	879	454	290	452	1491	547	854	209	286	651	634	550
	41%	31%	50%	61%	56%	44%	39%	31%	23%	34%	41%	44%	45%	38%	41%	44%	39%	41%	40%	44%	33%	36%	38%	28%	29%	35%	37%
<u>Gets things done</u>																											
Is true	2303	1193	1110	198	261	362	346	369	767	808	662	416	417	631	612	549	345	166	295	849	814	490	185	326	1065	419	397
	29%	30%	27%	21%	20%	24%	25%	31%	45%	37%	28%	25%	23%	31%	29%	27%	30%	24%	26%	25%	49%	21%	34%	32%	47%	23%	27%
Is not true	2426	1477	950	159	318	456	493	458	542	647	668	534	577	617	618	604	336	251	377	998	254	1022	151	426	503	793	515
	30%	37%	23%	16%	25%	30%	36%	38%	32%	30%	29%	32%	31%	30%	29%	30%	29%	36%	33%	30%	15%	44%	27%	41%	22%	43%	35%
Don't know	3322	1276	2046	608	710	712	530	380	381	718	1006	741	857	798	895	867	480	282	458	1531	592	831	215	280	698	625	557
	41%	32%	50%	63%	55%	47%	39%	31%	23%	33%	43%	44%	46%	39%	42%	43%	41%	40%	40%	45%	36%	35%	39%	27%	31%	34%	38%
<u>Safe pair of hands</u>																											
Is true	1878	1045	833	136	204	276	280	295	686	648	541	357	331	544	501	432	264	136	215	705	760	310	158	290	995	280	304
	23%	26%	20%	14%	16%	18%	20%	24%	41%	30%	23%	21%	18%	27%	24%	21%	23%	19%	19%	21%	46%	13%	29%	28%	44%	15%	21%
Is not true	2483	1442	1042	211	332	480	494	482	485	643	702	540	598	620	614	622	365	263	399	1024	255	1082	148	382	458	836	534
	31%	37%	25%	22%	26%	31%	36%	40%	29%	30%	30%	32%	32%	30%	29%	31%	31%	38%	35%	30%	15%	46%	27%	37%	20%	45%	36%
Don't know	3690	1459	2231	620	753	774	595	431	518	882	1093	793	922	882	1010	966	532	299	516	1649	644	951	245	359	812	722	631
	46%	37%	54%	64%	58%	51%	43%	36%	31%	41%	47%	47%	50%	43%	48%	48%	46%	43%	46%	49%	39%	41%	44%	35%	36%	39%	43%

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Table 18

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Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>A winner</u>																											
Is true	1585	913	672	130	193	226	226	253	557	522	479	300	285	470	442	349	218	105	179	602	646	288	128	229	833	254	238
	20%	23%	16%	13%	15%	15%	16%	21%	33%	24%	21%	18%	15%	23%	21%	17%	19%	15%	16%	18%	39%	12%	23%	22%	37%	14%	16%
Is not true	2505	1466	1039	193	338	467	513	461	533	681	676	551	597	641	609	624	360	271	384	1038	263	1057	168	417	502	824	558
	31%	37%	25%	20%	26%	31%	38%	38%	32%	31%	29%	33%	32%	31%	29%	31%	31%	39%	34%	31%	16%	45%	31%	40%	22%	45%	38%
Don't know	3961	1566	2394	643	758	838	630	493	599	971	1180	841	969	935	1073	1047	582	322	567	1739	749	998	255	386	931	759	673
	49%	40%	58%	67%	59%	55%	46%	41%	35%	45%	51%	50%	52%	46%	51%	52%	50%	46%	50%	51%	45%	43%	46%	37%	41%	41%	46%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 19

Q.8g Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: George Osborne

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Smug																											
Is true	3901	2140	1761	283	514	716	756	711	921	1109	1105	777	911	887	991	1042	579	402	591	1487	435	1516	278	607	835	1177	916
	48%	54%	43%	29%	40%	47%	55%	59%	54%	51%	47%	46%	49%	43%	47%	52%	50%	57%	52%	44%	26%	65%	50%	59%	37%	64%	62%
Is not true	1790	986	805	194	219	316	285	271	506	545	532	405	308	519	506	400	245	119	209	784	800	293	113	227	933	243	231
	22%	25%	20%	20%	17%	21%	21%	22%	30%	25%	23%	24%	17%	25%	24%	20%	21%	17%	18%	23%	48%	13%	21%	22%	41%	13%	16%
Don't know	2359	820	1540	490	555	497	328	226	263	520	698	508	632	639	627	577	337	178	331	1108	424	533	160	198	498	417	322
	29%	21%	38%	51%	43%	33%	24%	19%	16%	24%	30%	30%	34%	31%	30%	29%	29%	25%	29%	33%	26%	23%	29%	19%	22%	23%	22%
Arrogant																											
Is true	3789	2068	1720	268	487	714	756	683	881	1093	1059	767	870	890	939	988	591	380	578	1432	410	1489	272	593	791	1165	893
	47%	52%	42%	28%	38%	47%	55%	57%	52%	50%	45%	45%	47%	43%	44%	49%	51%	54%	51%	42%	25%	64%	49%	57%	35%	63%	61%
Is not true	1881	1036	845	213	245	336	283	283	521	556	579	409	337	530	549	436	239	127	225	824	808	326	133	228	953	261	263
	23%	26%	21%	22%	19%	22%	21%	23%	31%	26%	25%	24%	18%	26%	26%	22%	21%	18%	20%	24%	49%	14%	24%	22%	42%	14%	18%
Don't know	2381	841	1540	486	556	480	330	242	288	525	697	515	645	626	637	596	331	192	327	1122	441	528	146	211	521	411	313
	30%	21%	38%	50%	43%	31%	24%	20%	17%	24%	30%	30%	35%	31%	30%	29%	28%	27%	29%	33%	27%	23%	27%	20%	23%	22%	21%
Out of touch																											
Is true	3696	1979	1717	292	514	736	713	657	784	1002	1053	773	869	891	901	975	546	382	577	1430	301	1476	245	582	705	1162	843
	46%	50%	42%	30%	40%	48%	52%	54%	46%	46%	45%	46%	47%	44%	42%	48%	47%	55%	51%	42%	18%	63%	44%	56%	31%	63%	57%
Is not true	2062	1165	897	196	250	314	321	317	664	655	597	432	378	586	587	474	289	126	247	853	909	374	146	257	1052	304	306
	26%	30%	22%	20%	19%	21%	23%	26%	39%	30%	26%	26%	20%	29%	28%	23%	25%	18%	22%	25%	55%	16%	26%	25%	46%	17%	21%
Don't know	2293	801	1492	478	525	480	334	234	242	517	684	486	605	568	637	571	326	190	306	1096	449	493	160	193	509	372	321
	28%	20%	36%	49%	41%	31%	24%	19%	14%	24%	29%	29%	33%	28%	30%	28%	28%	27%	27%	32%	27%	21%	29%	19%	22%	20%	22%

Lord Ashcroft

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 19

Q.8g Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: George Osborne

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Out of their depth																											
Is true	3230	1743	1486	235	432	650	641	583	689	888	897	681	764	774	788	842	481	344	505	1209	258	1331	219	526	599	1027	754
	40%	44%	36%	24%	34%	42%	47%	48%	41%	41%	38%	40%	41%	38%	37%	42%	41%	49%	45%	36%	16%	57%	40%	51%	26%	56%	51%
Is not true	2235	1266	969	242	290	355	336	322	689	717	676	456	386	622	628	525	315	144	274	935	936	416	158	279	1098	354	350
	28%	32%	24%	25%	23%	23%	25%	27%	41%	33%	29%	27%	21%	30%	30%	26%	27%	21%	24%	28%	56%	18%	29%	27%	48%	19%	24%
Don't know	2587	936	1651	489	566	525	392	302	312	568	762	554	701	650	708	653	364	211	351	1235	465	596	174	227	569	456	365
	32%	24%	40%	51%	44%	34%	29%	25%	18%	26%	33%	33%	38%	32%	33%	32%	31%	30%	31%	37%	28%	25%	32%	22%	25%	25%	25%
Understands Britain's problems																											
Is true	2227	1252	976	180	284	332	354	357	720	750	635	453	389	657	628	497	318	128	252	923	1044	272	167	300	1231	226	325
	28%	32%	24%	19%	22%	22%	26%	30%	43%	35%	27%	27%	21%	32%	30%	25%	27%	18%	22%	27%	63%	12%	30%	29%	54%	12%	22%
Is not true	3532	1867	1664	319	481	737	686	611	698	934	1016	732	850	834	861	939	525	372	575	1371	200	1563	221	537	529	1201	815
	44%	47%	41%	33%	37%	48%	50%	51%	41%	43%	44%	43%	46%	41%	41%	46%	45%	53%	51%	41%	12%	67%	40%	52%	23%	65%	55%
Don't know	2292	826	1466	467	523	461	329	240	272	490	684	506	612	554	636	584	318	198	303	1084	415	508	163	195	506	410	329
	28%	21%	36%	48%	41%	30%	24%	20%	16%	23%	29%	30%	33%	27%	30%	29%	27%	28%	27%	32%	25%	22%	30%	19%	22%	22%	22%
Weak																											
Is true	2519	1392	1127	203	352	519	482	449	515	671	678	544	626	573	625	673	374	274	392	988	174	1106	154	413	443	846	550
	31%	35%	27%	21%	27%	34%	35%	37%	30%	31%	29%	32%	34%	28%	29%	33%	32%	39%	35%	29%	10%	47%	28%	40%	20%	46%	37%
Is not true	2826	1557	1269	250	375	456	465	451	830	900	831	570	524	775	796	634	426	195	372	1147	1084	546	227	357	1293	468	476
	35%	39%	31%	26%	29%	30%	34%	37%	49%	41%	36%	34%	28%	38%	37%	31%	37%	28%	33%	34%	65%	23%	41%	35%	57%	25%	32%
Don't know	2706	996	1710	514	562	555	422	308	345	602	825	577	702	698	704	713	361	230	367	1244	401	691	170	261	529	523	443
	34%	25%	42%	53%	44%	36%	31%	25%	20%	28%	35%	34%	38%	34%	33%	35%	31%	33%	32%	37%	24%	30%	31%	25%	23%	28%	30%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 19

Q.8g Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: George Osborne

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Competent																											
Is true	2151	1184	967	206	297	355	343	311	640	706	637	430	378	595	622	486	314	135	252	928	998	294	184	244	1152	264	315
	27%	30%	24%	21%	23%	23%	25%	26%	38%	32%	27%	25%	20%	29%	29%	24%	27%	19%	22%	27%	60%	13%	33%	24%	51%	14%	21%
Is not true	3307	1820	1487	273	445	640	638	597	714	909	934	679	786	766	789	898	494	361	523	1271	199	1467	210	530	528	1129	765
	41%	46%	36%	28%	35%	42%	47%	49%	42%	42%	40%	40%	42%	37%	37%	44%	43%	52%	46%	38%	12%	63%	38%	51%	23%	61%	52%
Don't know	2593	941	1652	488	546	535	388	299	337	559	764	582	688	684	714	637	353	204	355	1180	462	582	156	257	585	444	389
	32%	24%	40%	50%	42%	35%	28%	25%	20%	26%	33%	34%	37%	33%	34%	32%	30%	29%	31%	35%	28%	25%	28%	25%	26%	24%	26%
Explains things clearly																											
Is true	1937	1085	852	184	272	310	288	282	602	672	546	387	333	528	566	442	276	126	235	799	846	302	158	259	1008	261	282
	24%	28%	21%	19%	21%	20%	21%	23%	36%	31%	23%	23%	18%	26%	27%	22%	24%	18%	21%	24%	51%	13%	29%	25%	44%	14%	19%
Is not true	3512	1895	1616	278	463	680	682	624	786	952	1010	717	832	859	859	907	519	369	526	1368	341	1460	218	548	702	1124	779
	44%	48%	39%	29%	36%	44%	50%	52%	46%	44%	43%	42%	45%	42%	40%	45%	45%	53%	47%	41%	21%	62%	39%	53%	31%	61%	53%
Don't know	2602	965	1637	505	554	540	400	301	303	549	779	587	687	658	701	672	367	204	369	1211	472	581	175	225	556	452	409
	32%	24%	40%	52%	43%	35%	29%	25%	18%	25%	33%	35%	37%	32%	33%	33%	32%	29%	33%	36%	28%	25%	32%	22%	25%	25%	28%
Strong																											
Is true	2196	1250	947	206	287	332	361	341	669	737	640	447	372	619	605	513	318	142	273	896	934	383	202	263	1090	317	377
	27%	32%	23%	21%	22%	22%	26%	28%	40%	34%	27%	26%	20%	30%	28%	25%	27%	20%	24%	27%	56%	16%	37%	25%	48%	17%	26%
Is not true	3061	1668	1393	265	448	621	571	533	623	812	867	650	732	717	764	810	450	320	465	1254	265	1299	194	486	567	1004	665
	38%	42%	34%	27%	35%	41%	42%	44%	37%	37%	37%	38%	40%	35%	36%	40%	39%	46%	41%	37%	16%	55%	35%	47%	25%	55%	45%
Don't know	2794	1027	1766	496	553	577	436	333	398	624	828	594	747	710	757	698	392	237	392	1229	461	661	154	284	609	516	427
	35%	26%	43%	51%	43%	38%	32%	28%	24%	29%	35%	35%	40%	35%	36%	35%	34%	34%	35%	36%	28%	28%	28%	27%	27%	28%	29%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 19

Q.8g Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: George Osborne

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Fair</u>																											
Is true	1709	967	742	173	233	272	244	251	536	547	525	353	284	502	495	373	239	100	175	765	914	189	124	207	1011	179	209
	21%	25%	18%	18%	18%	18%	18%	21%	32%	25%	22%	21%	15%	25%	23%	18%	21%	14%	16%	23%	55%	8%	22%	20%	45%	10%	14%
Is not true	3596	1937	1658	292	489	719	698	644	753	959	1018	759	860	845	879	946	552	374	572	1372	201	1601	242	569	588	1228	827
	45%	49%	40%	30%	38%	47%	51%	53%	45%	44%	44%	45%	46%	41%	41%	47%	48%	54%	51%	41%	12%	68%	44%	55%	26%	67%	56%
Don't know	2746	1041	1705	502	566	539	427	312	401	667	792	579	708	700	751	701	369	225	383	1241	545	552	185	256	666	429	434
	34%	26%	42%	52%	44%	35%	31%	26%	24%	31%	34%	34%	38%	34%	35%	35%	32%	32%	34%	37%	33%	24%	34%	25%	29%	23%	30%
<u>Likeable</u>																											
Is true	1209	626	583	128	182	204	169	166	361	353	373	260	223	368	339	268	162	72	134	510	553	192	102	157	653	168	152
	15%	16%	14%	13%	14%	13%	12%	14%	21%	16%	16%	15%	12%	18%	16%	13%	14%	10%	12%	15%	33%	8%	19%	15%	29%	9%	10%
Is not true	4202	2295	1907	360	582	792	802	751	916	1214	1213	842	934	1012	1041	1093	632	425	653	1669	524	1601	276	617	930	1238	941
	52%	58%	46%	37%	45%	52%	59%	62%	54%	56%	52%	50%	50%	49%	49%	54%	54%	61%	58%	49%	32%	68%	50%	60%	41%	67%	64%
Don't know	2639	1024	1615	478	525	534	398	290	414	606	749	589	695	666	745	659	367	202	343	1199	582	550	172	258	683	431	376
	33%	26%	39%	49%	41%	35%	29%	24%	24%	28%	32%	35%	38%	33%	35%	33%	32%	29%	30%	35%	35%	23%	31%	25%	30%	23%	26%
<u>A people person</u>																											
Is true	796	418	378	116	150	142	111	96	181	246	213	176	160	258	218	172	101	46	87	391	382	144	74	84	400	128	94
	10%	11%	9%	12%	12%	9%	8%	8%	11%	11%	9%	10%	9%	13%	10%	9%	9%	7%	8%	12%	23%	6%	13%	8%	18%	7%	6%
Is not true	4569	2475	2094	371	595	861	871	816	1054	1293	1340	948	987	1112	1151	1176	679	451	712	1776	643	1670	304	691	1096	1292	992
	57%	63%	51%	38%	46%	56%	64%	68%	62%	60%	57%	56%	53%	54%	54%	58%	58%	65%	63%	53%	39%	71%	55%	67%	48%	70%	68%
Don't know	2687	1053	1634	479	543	527	387	295	455	634	781	567	704	676	756	672	381	202	331	1212	634	528	172	257	769	417	384
	33%	27%	40%	50%	42%	34%	28%	24%	27%	29%	33%	34%	38%	33%	36%	33%	33%	29%	29%	36%	38%	23%	31%	25%	34%	23%	26%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 19

Q.8g Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: George Osborne

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Listens																											
Is true	1446	822	624	146	220	231	210	201	437	444	422	318	262	449	379	314	208	95	159	638	707	214	122	168	772	180	202
	18%	21%	15%	15%	17%	15%	15%	17%	26%	20%	18%	19%	14%	22%	18%	16%	18%	14%	14%	19%	43%	9%	22%	16%	34%	10%	14%
Is not true	3872	2064	1809	334	505	770	761	670	833	1069	1124	785	894	910	981	1010	569	402	607	1511	338	1592	256	610	740	1237	863
	48%	52%	44%	35%	39%	50%	56%	55%	49%	49%	48%	46%	48%	44%	46%	50%	49%	58%	54%	45%	20%	68%	46%	59%	33%	67%	59%
Don't know	2733	1060	1673	487	563	528	398	336	420	660	789	588	696	687	764	696	385	201	364	1229	614	537	173	254	753	420	404
	34%	27%	41%	50%	44%	35%	29%	28%	25%	30%	34%	35%	38%	34%	36%	34%	33%	29%	32%	36%	37%	23%	31%	25%	33%	23%	28%
Decisive																											
Is true	2685	1460	1225	250	364	425	452	431	763	873	796	515	502	738	720	626	407	195	358	1067	978	547	219	335	1185	455	475
	33%	37%	30%	26%	28%	28%	33%	36%	45%	40%	34%	30%	27%	36%	34%	31%	35%	28%	32%	32%	59%	23%	40%	33%	52%	25%	32%
Is not true	2748	1551	1197	227	357	570	525	491	577	752	764	594	638	662	682	738	377	289	418	1096	233	1196	162	442	511	925	595
	34%	39%	29%	24%	28%	37%	38%	41%	34%	35%	33%	35%	34%	32%	32%	37%	32%	41%	37%	32%	14%	51%	29%	43%	23%	50%	40%
Don't know	2618	935	1683	489	567	535	392	285	350	549	776	581	712	646	723	656	378	215	354	1216	448	599	169	255	570	457	399
	33%	24%	41%	51%	44%	35%	29%	24%	21%	25%	33%	34%	38%	32%	34%	32%	33%	31%	31%	36%	27%	26%	31%	25%	25%	25%	27%
On my side																											
Is true	1220	697	523	113	149	202	169	179	408	419	376	230	195	373	353	264	163	67	131	526	753	121	83	124	792	118	142
	15%	18%	13%	12%	12%	13%	12%	15%	24%	19%	16%	14%	11%	18%	17%	13%	14%	10%	12%	16%	45%	5%	15%	12%	35%	6%	10%
Is not true	4103	2209	1894	344	573	786	801	723	875	1104	1203	832	964	957	1017	1082	624	422	652	1595	302	1698	280	644	721	1318	938
	51%	56%	46%	36%	44%	51%	59%	60%	52%	51%	52%	49%	52%	47%	48%	54%	54%	60%	58%	47%	18%	72%	51%	62%	32%	72%	64%
Don't know	2728	1040	1688	509	566	542	399	305	407	650	756	629	693	715	754	674	374	210	348	1257	603	525	189	264	752	401	389
	34%	26%	41%	53%	44%	35%	29%	25%	24%	30%	32%	37%	37%	35%	35%	33%	32%	30%	31%	37%	36%	22%	34%	26%	33%	22%	26%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 19

Q.8g Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: George Osborne

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
<u>Up to the job</u>																												
Is true	1844	1039	804	153	263	285	286	275	582	615	519	384	325	538	506	413	273	114	218	754	924	212	141	223	1042	196	249	
	23%	26%	20%	16%	20%	19%	21%	23%	34%	28%	22%	23%	18%	26%	24%	20%	24%	16%	19%	22%	56%	9%	26%	22%	46%	11%	17%	
Is not true	3559	1943	1617	302	460	702	688	628	780	961	1026	726	846	833	891	950	514	371	548	1374	247	1576	227	549	594	1210	821	
	44%	49%	39%	31%	36%	46%	50%	52%	46%	44%	44%	43%	46%	41%	42%	47%	44%	53%	49%	41%	15%	67%	41%	53%	26%	66%	56%	
Don't know	2648	963	1684	511	565	543	396	304	329	598	789	581	680	675	728	657	373	214	364	1251	488	555	183	259	629	432	400	
	33%	24%	41%	53%	44%	36%	29%	25%	19%	27%	34%	34%	37%	33%	34%	33%	32%	31%	32%	37%	29%	24%	33%	25%	28%	24%	27%	
<u>Gets things done</u>																												
Is true	2380	1301	1079	209	336	378	385	379	692	788	715	491	386	684	635	544	350	167	286	984	999	410	199	271	1164	334	383	
	30%	33%	26%	22%	26%	25%	28%	31%	41%	36%	31%	29%	21%	33%	30%	27%	30%	24%	25%	29%	60%	18%	36%	26%	51%	18%	26%	
Is not true	2972	1636	1336	252	395	598	592	507	629	791	828	619	734	701	725	796	432	318	465	1179	207	1326	184	475	490	1011	659	
	37%	41%	33%	26%	31%	39%	43%	42%	37%	36%	35%	37%	40%	34%	34%	39%	37%	45%	41%	35%	12%	57%	33%	46%	22%	55%	45%	
Don't know	2699	1008	1691	506	558	554	392	321	370	595	792	581	731	661	765	680	379	214	379	1215	453	606	167	286	612	491	427	
	34%	26%	41%	52%	43%	36%	29%	27%	22%	27%	34%	34%	39%	32%	36%	34%	33%	31%	34%	36%	27%	26%	30%	28%	27%	27%	29%	
<u>Safe pair of hands</u>																												
Is true	1469	856	613	121	204	236	219	208	481	503	439	280	247	444	413	333	203	75	161	632	799	153	121	174	887	137	203	
	18%	22%	15%	13%	16%	15%	16%	17%	28%	23%	19%	17%	13%	22%	19%	16%	17%	11%	14%	19%	48%	7%	22%	17%	39%	7%	14%	
Is not true	3695	1965	1731	324	501	725	719	655	772	980	1044	785	886	862	922	972	549	390	595	1439	262	1610	254	554	591	1241	849	
	46%	50%	42%	33%	39%	47%	53%	54%	46%	45%	45%	46%	48%	42%	43%	48%	47%	56%	53%	43%	16%	69%	46%	54%	26%	68%	58%	
Don't know	2887	1125	1762	522	583	569	431	345	437	691	852	626	719	739	791	715	409	234	374	1307	599	580	176	303	788	460	418	
	36%	29%	43%	54%	45%	37%	32%	29%	26%	32%	37%	37%	39%	36%	37%	35%	35%	33%	33%	39%	36%	25%	32%	29%	35%	25%	28%	

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 19

Q.8g Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: George Osborne

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>A winner</u>																											
Is true	1187	725	462	119	178	192	183	174	342	390	350	252	195	355	336	270	165	61	122	535	627	149	104	128	672	132	167
	15%	18%	11%	12%	14%	13%	13%	14%	20%	18%	15%	15%	11%	17%	16%	13%	14%	9%	11%	16%	38%	6%	19%	12%	30%	7%	11%
Is not true	3640	1953	1687	315	483	691	710	648	793	990	1055	726	868	895	904	946	522	373	579	1402	320	1513	238	574	672	1179	837
	45%	50%	41%	33%	38%	45%	52%	54%	47%	46%	45%	43%	47%	44%	43%	47%	45%	53%	51%	42%	19%	65%	43%	56%	30%	64%	57%
Don't know	3224	1267	1957	532	628	647	476	386	556	794	931	713	788	796	885	804	474	265	429	1441	712	681	208	329	922	526	465
	40%	32%	48%	55%	49%	42%	35%	32%	33%	37%	40%	42%	43%	39%	42%	40%	41%	38%	38%	43%	43%	29%	38%	32%	41%	29%	32%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 20

Q.8h Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Michael Gove

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Smug																											
Is true	2255	1331	925	139	230	369	407	484	626	774	621	410	451	573	579	580	341	182	381	772	263	920	188	338	462	717	597
	28%	34%	23%	14%	18%	24%	30%	40%	37%	36%	27%	24%	24%	28%	27%	29%	29%	26%	34%	23%	16%	39%	34%	33%	20%	39%	41%
Is not true	1314	818	495	157	166	171	150	193	478	443	415	239	216	389	382	265	185	93	145	510	541	239	107	202	718	188	189
	16%	21%	12%	16%	13%	11%	11%	16%	28%	20%	18%	14%	12%	19%	18%	13%	16%	13%	13%	15%	33%	10%	19%	20%	32%	10%	13%
Don't know	4482	1796	2686	670	893	990	812	530	586	957	1300	1042	1184	1084	1164	1175	635	424	604	2097	855	1184	256	492	1085	932	683
	56%	46%	65%	69%	69%	65%	59%	44%	35%	44%	56%	62%	64%	53%	55%	58%	55%	61%	53%	62%	52%	51%	46%	48%	48%	51%	47%
Arrogant																											
Is true	2252	1308	944	156	235	367	399	488	607	800	597	405	450	573	552	602	335	189	394	759	269	930	197	309	459	710	607
	28%	33%	23%	16%	18%	24%	29%	40%	36%	37%	26%	24%	24%	28%	26%	30%	29%	27%	35%	22%	16%	40%	36%	30%	20%	39%	41%
Is not true	1306	820	486	150	182	179	136	189	469	430	419	238	218	406	385	246	185	83	136	530	540	254	82	210	710	217	148
	16%	21%	12%	15%	14%	12%	10%	16%	28%	20%	18%	14%	12%	20%	18%	12%	16%	12%	12%	16%	33%	11%	15%	20%	31%	12%	10%
Don't know	4494	1817	2676	661	871	984	834	531	614	943	1319	1048	1184	1066	1188	1172	641	427	601	2089	850	1159	272	513	1096	910	714
	56%	46%	65%	68%	68%	64%	61%	44%	36%	43%	56%	62%	64%	52%	56%	58%	55%	61%	53%	62%	51%	49%	49%	50%	48%	50%	49%
Out of touch																											
Is true	2156	1219	937	143	256	380	393	455	529	710	596	401	449	534	553	566	317	186	380	755	223	924	169	308	396	705	568
	27%	31%	23%	15%	20%	25%	29%	38%	31%	33%	26%	24%	24%	26%	26%	28%	27%	27%	34%	22%	13%	39%	31%	30%	18%	38%	39%
Is not true	1419	900	518	147	148	172	171	220	561	514	439	240	226	439	403	290	206	80	161	525	560	260	100	240	752	218	197
	18%	23%	13%	15%	11%	11%	12%	18%	33%	24%	19%	14%	12%	21%	19%	14%	18%	12%	14%	16%	34%	11%	18%	23%	33%	12%	13%
Don't know	4476	1826	2650	676	884	978	805	533	600	950	1300	1051	1176	1073	1169	1164	638	432	589	2098	876	1158	281	484	1117	914	705
	56%	46%	65%	70%	69%	64%	59%	44%	36%	44%	56%	62%	64%	52%	55%	58%	55%	62%	52%	62%	53%	49%	51%	47%	49%	50%	48%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 20

Q.8h Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Michael Gove

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Out of their depth																											
Is true	1839	1044	795	141	223	307	344	381	442	618	488	339	393	470	483	479	259	147	321	640	194	823	155	247	339	623	485
	23%	26%	19%	15%	17%	20%	25%	32%	26%	28%	21%	20%	21%	23%	23%	24%	22%	21%	28%	19%	12%	35%	28%	24%	15%	34%	33%
Is not true	1518	972	546	137	168	201	191	225	596	572	455	250	241	475	409	315	221	98	184	551	575	303	87	263	794	238	212
	19%	25%	13%	14%	13%	13%	14%	19%	35%	26%	19%	15%	13%	23%	19%	16%	19%	14%	16%	16%	35%	13%	16%	25%	35%	13%	14%
Don't know	4694	1930	2764	688	898	1022	834	601	652	983	1392	1103	1217	1100	1233	1226	680	454	625	2187	890	1217	308	522	1133	976	772
	58%	49%	67%	71%	70%	67%	61%	50%	39%	45%	60%	65%	66%	54%	58%	61%	59%	65%	55%	65%	54%	52%	56%	51%	50%	53%	53%
Understands Britain's problems																											
Is true	1214	749	465	112	141	148	141	195	478	465	364	206	180	392	351	228	174	70	125	464	553	155	94	222	733	126	163
	15%	19%	11%	12%	11%	10%	10%	16%	28%	21%	16%	12%	10%	19%	17%	11%	15%	10%	11%	14%	33%	7%	17%	22%	32%	7%	11%
Is not true	2245	1288	957	186	272	392	417	449	530	716	644	414	471	564	571	592	336	182	399	818	213	1007	173	288	381	765	573
	28%	33%	23%	19%	21%	26%	30%	37%	31%	33%	28%	25%	25%	28%	27%	29%	29%	26%	35%	24%	13%	43%	31%	28%	17%	42%	39%
Don't know	4592	1909	2683	668	876	990	811	564	682	993	1327	1071	1201	1090	1203	1201	651	447	607	2097	893	1181	284	522	1151	947	733
	57%	48%	65%	69%	68%	65%	59%	47%	40%	46%	57%	63%	65%	53%	57%	59%	56%	64%	54%	62%	54%	50%	52%	51%	51%	52%	50%
Weak																											
Is true	1436	861	575	96	181	255	278	296	331	427	363	311	336	355	380	370	209	123	257	506	129	643	119	220	263	477	348
	18%	22%	14%	10%	14%	17%	20%	25%	20%	20%	16%	18%	18%	17%	18%	18%	18%	18%	23%	15%	8%	27%	22%	21%	12%	26%	24%
Is not true	1852	1153	699	191	196	236	226	309	693	709	573	291	278	560	501	406	262	122	222	679	676	415	140	275	879	330	329
	23%	29%	17%	20%	15%	15%	17%	26%	41%	33%	25%	17%	15%	27%	24%	20%	23%	17%	20%	20%	41%	18%	25%	27%	39%	18%	22%
Don't know	4763	1932	2831	679	911	1039	865	602	666	1038	1399	1088	1238	1131	1245	1244	690	454	651	2193	854	1285	292	536	1123	1031	792
	59%	49%	69%	70%	71%	68%	63%	50%	39%	48%	60%	64%	67%	55%	59%	62%	59%	65%	58%	65%	51%	55%	53%	52%	50%	56%	54%

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Table 20

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Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Competent																											
Is true	1348 17%	868 22%	480 12%	125 13%	160 12%	164 11%	157 11%	205 17%	536 32%	512 24%	404 17%	226 13%	206 11%	428 21%	386 18%	266 13%	187 16%	81 12%	133 12%	511 15%	604 36%	201 9%	91 17%	239 23%	792 35%	172 9%	159 11%
Is not true	2073 26%	1195 30%	878 21%	171 18%	242 19%	350 23%	375 27%	429 36%	505 30%	669 31%	579 25%	386 23%	439 24%	506 25%	525 25%	547 27%	322 28%	173 25%	379 34%	731 22%	194 12%	944 40%	167 30%	272 26%	364 16%	710 39%	549 37%
Don't know	4630 58%	1882 48%	2748 67%	670 69%	886 69%	1016 66%	837 61%	573 47%	649 38%	992 46%	1352 58%	1079 64%	1207 65%	1112 54%	1214 57%	1207 60%	652 56%	445 64%	619 55%	2137 63%	861 52%	1199 51%	293 53%	521 51%	1110 49%	955 52%	762 52%
Explains things clearly																											
Is true	1225 15%	773 20%	452 11%	121 13%	135 10%	147 10%	146 11%	207 17%	470 28%	476 22%	381 16%	185 11%	184 10%	377 18%	348 16%	242 12%	179 15%	80 11%	151 13%	445 13%	513 31%	207 9%	100 18%	207 20%	664 29%	178 10%	182 12%
Is not true	2090 26%	1231 31%	859 21%	173 18%	250 19%	364 24%	353 26%	394 33%	557 33%	688 32%	556 24%	399 24%	446 24%	549 27%	527 25%	544 27%	296 25%	174 25%	338 30%	755 22%	253 15%	918 39%	162 29%	280 27%	421 19%	708 39%	498 34%
Don't know	4736 59%	1941 49%	2795 68%	672 70%	904 70%	1019 67%	870 64%	607 50%	664 39%	1009 46%	1398 60%	1107 65%	1221 66%	1121 55%	1250 59%	1234 61%	686 59%	445 64%	641 57%	2178 64%	893 54%	1218 52%	289 52%	544 53%	1180 52%	952 52%	789 54%
Strong																											
Is true	1409 17%	879 22%	530 13%	146 15%	154 12%	149 10%	154 11%	244 20%	561 33%	571 26%	435 19%	216 13%	186 10%	431 21%	420 20%	271 13%	198 17%	89 13%	159 14%	508 15%	553 33%	273 12%	117 21%	222 22%	726 32%	214 12%	231 16%
Is not true	1856 23%	1099 28%	756 18%	163 17%	241 19%	335 22%	361 26%	349 29%	406 24%	562 26%	504 22%	367 22%	422 23%	501 25%	447 21%	484 24%	269 23%	155 22%	331 29%	702 21%	210 13%	805 34%	141 26%	267 26%	386 17%	612 33%	428 29%
Don't know	4786 59%	1967 50%	2819 69%	657 68%	894 69%	1045 68%	854 62%	614 51%	723 43%	1040 48%	1396 60%	1107 65%	1243 67%	1114 54%	1258 59%	1265 63%	694 60%	455 65%	640 57%	2169 64%	896 54%	1265 54%	293 53%	543 53%	1154 51%	1012 55%	810 55%

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Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Fair</u>																											
Is true	1176	748	428	127	141	148	131	179	450	430	365	190	191	352	350	239	164	71	126	450	563	143	77	215	735	124	128
	15%	19%	10%	13%	11%	10%	10%	15%	27%	20%	16%	11%	10%	17%	16%	12%	14%	10%	11%	13%	34%	6%	14%	21%	32%	7%	9%
Is not true	2090	1197	893	169	261	372	385	419	484	681	591	384	434	545	526	533	310	176	362	775	181	980	169	258	325	755	529
	26%	30%	22%	18%	20%	24%	28%	35%	29%	31%	25%	23%	23%	27%	25%	26%	27%	25%	32%	23%	11%	42%	31%	25%	14%	41%	36%
Don't know	4786	2001	2784	670	887	1010	853	609	756	1062	1379	1117	1227	1150	1249	1249	688	451	642	2154	915	1220	305	558	1205	958	812
	59%	51%	68%	69%	69%	66%	62%	50%	45%	49%	59%	66%	66%	56%	59%	62%	59%	65%	57%	64%	55%	52%	55%	54%	53%	52%	55%
<u>Likeable</u>																											
Is true	850	539	312	105	118	121	83	115	308	301	284	138	127	271	257	151	116	56	87	352	390	142	60	151	496	122	97
	11%	14%	8%	11%	9%	8%	6%	10%	18%	14%	12%	8%	7%	13%	12%	7%	10%	8%	8%	10%	24%	6%	11%	15%	22%	7%	7%
Is not true	2546	1481	1065	199	298	427	445	512	665	874	702	465	505	673	639	657	377	199	443	910	348	1052	205	336	557	808	632
	32%	38%	26%	21%	23%	28%	32%	42%	39%	40%	30%	27%	27%	33%	30%	33%	32%	28%	39%	27%	21%	45%	37%	33%	25%	44%	43%
Don't know	4654	1926	2729	663	872	981	841	580	717	999	1349	1088	1219	1102	1229	1212	668	444	600	2117	921	1149	286	545	1212	908	740
	58%	49%	66%	69%	68%	64%	61%	48%	42%	46%	58%	64%	66%	54%	58%	60%	58%	63%	53%	63%	56%	49%	52%	53%	54%	49%	50%
<u>A people person</u>																											
Is true	681	421	260	110	107	99	63	95	207	232	215	125	108	224	205	124	89	39	76	303	320	106	61	100	374	99	80
	8%	11%	6%	11%	8%	6%	5%	8%	12%	11%	9%	7%	6%	11%	10%	6%	8%	6%	7%	9%	19%	5%	11%	10%	17%	5%	5%
Is not true	2549	1499	1051	178	300	416	459	517	680	864	725	457	503	675	660	648	363	203	419	930	332	1046	205	352	577	790	635
	32%	38%	26%	18%	23%	27%	34%	43%	40%	40%	31%	27%	27%	33%	31%	32%	31%	29%	37%	28%	20%	45%	37%	34%	25%	43%	43%
Don't know	4820	2026	2794	679	882	1015	846	596	803	1078	1394	1108	1240	1147	1260	1248	709	457	635	2146	1007	1191	285	581	1314	947	754
	60%	51%	68%	70%	68%	66%	62%	49%	48%	50%	60%	66%	67%	56%	59%	62%	61%	65%	56%	64%	61%	51%	52%	56%	58%	52%	51%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 20

Q.8h Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Michael Gove

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Listens																											
Is true	1073	685	388	121	137	124	107	154	431	401	332	183	156	338	309	205	151	71	102	419	498	148	82	188	633	132	148
	13%	17%	9%	12%	11%	8%	8%	13%	25%	18%	14%	11%	8%	17%	15%	10%	13%	10%	9%	12%	30%	6%	15%	18%	28%	7%	10%
Is not true	2330	1335	995	188	283	412	419	466	561	751	663	436	481	606	610	594	337	183	411	832	244	1028	183	306	431	792	573
	29%	34%	24%	19%	22%	27%	31%	39%	33%	35%	28%	26%	26%	30%	29%	29%	29%	26%	36%	25%	15%	44%	33%	30%	19%	43%	39%
Don't know	4648	1926	2722	658	869	993	843	588	698	1022	1340	1072	1215	1102	1206	1222	674	444	617	2128	916	1166	286	538	1201	913	749
	58%	49%	66%	68%	67%	65%	62%	49%	41%	47%	57%	63%	66%	54%	57%	60%	58%	64%	55%	63%	55%	50%	52%	52%	53%	50%	51%
Decisive																											
Is true	1686	996	690	136	187	212	190	294	667	673	526	257	230	502	485	354	240	105	211	586	584	372	133	269	791	299	291
	21%	25%	17%	14%	14%	14%	14%	24%	39%	31%	23%	15%	12%	25%	23%	18%	21%	15%	19%	17%	35%	16%	24%	26%	35%	16%	20%
Is not true	1598	976	622	139	202	290	302	318	347	480	424	332	361	416	390	422	238	131	271	613	192	712	120	223	331	553	366
	20%	25%	15%	14%	16%	19%	22%	26%	21%	22%	18%	20%	20%	20%	18%	21%	20%	19%	24%	18%	12%	30%	22%	22%	15%	30%	25%
Don't know	4767	1973	2794	692	900	1028	876	596	676	1021	1385	1101	1260	1128	1249	1244	683	463	649	2179	883	1259	298	541	1144	986	812
	59%	50%	68%	72%	70%	67%	64%	49%	40%	47%	59%	65%	68%	55%	59%	62%	59%	66%	57%	64%	53%	54%	54%	52%	50%	54%	55%
On my side																											
Is true	791	501	290	73	83	101	85	118	332	324	245	113	109	249	235	144	118	46	79	312	435	78	44	144	547	66	74
	10%	13%	7%	8%	6%	7%	6%	10%	20%	15%	10%	7%	6%	12%	11%	7%	10%	7%	7%	9%	26%	3%	8%	14%	24%	4%	5%
Is not true	2465	1439	1027	234	297	414	435	493	593	802	694	461	508	630	646	630	350	209	414	911	236	1097	193	328	434	845	618
	31%	36%	25%	24%	23%	27%	32%	41%	35%	37%	30%	27%	27%	31%	30%	31%	30%	30%	37%	27%	14%	47%	35%	32%	19%	46%	42%
Don't know	4795	2006	2789	659	909	1015	849	597	765	1047	1396	1117	1234	1166	1244	1246	694	445	637	2156	988	1168	314	560	1284	927	777
	60%	51%	68%	68%	71%	66%	62%	49%	45%	48%	60%	66%	67%	57%	59%	62%	60%	64%	56%	64%	60%	50%	57%	54%	57%	50%	53%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 20

Q.8h Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Michael Gove

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Up to the job</u>																											
Is true	1199	751	448	104	129	141	130	194	500	470	356	188	184	383	339	226	171	81	128	419	552	157	72	227	728	138	134
	15%	19%	11%	11%	10%	9%	9%	16%	30%	22%	15%	11%	10%	19%	16%	11%	15%	12%	11%	12%	33%	7%	13%	22%	32%	8%	9%
Is not true	2196	1274	922	186	258	379	402	434	537	715	629	400	451	551	561	587	321	175	374	802	213	995	182	287	384	766	579
	27%	32%	22%	19%	20%	25%	29%	36%	32%	33%	27%	24%	24%	27%	26%	29%	28%	25%	33%	24%	13%	42%	33%	28%	17%	42%	39%
Don't know	4656	1921	2736	675	901	1010	837	580	653	988	1349	1102	1217	1112	1225	1207	669	443	628	2157	894	1191	297	517	1154	933	757
	58%	49%	67%	70%	70%	66%	61%	48%	39%	45%	58%	65%	66%	54%	58%	60%	58%	63%	56%	64%	54%	51%	54%	50%	51%	51%	51%
<u>Gets things done</u>																											
Is true	1476	918	557	130	163	188	164	245	587	606	451	212	206	479	391	302	214	89	174	523	569	287	131	240	754	231	250
	18%	23%	14%	13%	13%	12%	12%	20%	35%	28%	19%	13%	11%	23%	18%	15%	18%	13%	15%	15%	34%	12%	24%	23%	33%	13%	17%
Is not true	1743	1033	711	174	230	306	311	338	384	522	482	351	388	421	461	445	250	166	304	652	197	783	119	246	343	580	401
	22%	26%	17%	18%	18%	20%	23%	28%	23%	24%	21%	21%	21%	21%	22%	22%	22%	24%	27%	19%	12%	33%	22%	24%	15%	32%	27%
Don't know	4832	1994	2838	663	896	1036	894	625	719	1045	1402	1128	1257	1145	1273	1273	697	443	652	2203	893	1272	300	546	1169	1026	819
	60%	51%	69%	69%	70%	68%	65%	52%	43%	48%	60%	67%	68%	56%	60%	63%	60%	63%	58%	65%	54%	54%	55%	53%	52%	56%	56%
<u>Safe pair of hands</u>																											
Is true	976	636	340	103	115	105	104	139	410	383	292	161	140	318	271	189	148	51	97	367	472	130	63	181	621	95	109
	12%	16%	8%	11%	9%	7%	8%	11%	24%	18%	12%	10%	8%	16%	13%	9%	13%	7%	9%	11%	28%	6%	11%	18%	27%	5%	7%
Is not true	2277	1302	975	174	289	392	401	455	566	747	645	433	452	568	585	604	323	197	389	840	236	999	189	293	407	782	587
	28%	33%	24%	18%	22%	26%	29%	38%	34%	34%	28%	26%	24%	28%	28%	30%	28%	28%	34%	25%	14%	43%	34%	28%	18%	43%	40%
Don't know	4798	2007	2791	690	884	1033	864	614	713	1044	1398	1096	1259	1160	1268	1227	690	452	644	2171	951	1214	299	558	1237	961	773
	60%	51%	68%	71%	69%	68%	63%	51%	42%	48%	60%	65%	68%	57%	60%	61%	59%	65%	57%	64%	57%	52%	54%	54%	55%	52%	53%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 20

Q.8h Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Michael Gove

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>A winner</u>																											
Is true	753 9%	491 12%	262 6%	81 8%	85 7%	90 6%	89 6%	115 10%	294 17%	281 13%	244 10%	118 7%	110 6%	244 12%	213 10%	142 7%	105 9%	49 7%	90 8%	293 9%	355 21%	125 5%	44 8%	146 14%	454 20%	108 6%	72 5%
Is not true	2255 28%	1298 33%	957 23%	199 21%	284 22%	376 25%	405 30%	449 37%	542 32%	746 34%	606 26%	433 26%	470 25%	583 29%	583 27%	586 29%	325 28%	177 25%	381 34%	820 24%	270 16%	961 41%	195 35%	293 28%	444 20%	739 40%	574 39%
Don't know	5043 63%	2156 55%	2886 70%	686 71%	920 71%	1064 70%	875 64%	643 53%	855 51%	1147 53%	1485 64%	1140 67%	1272 69%	1219 60%	1329 63%	1292 64%	731 63%	472 68%	659 58%	2265 67%	1034 62%	1257 54%	311 57%	593 57%	1367 60%	990 54%	824 56%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 21

Q.8i Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Philip Hammond

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Smug																											
Is true	1141	712	429	77	115	212	238	238	261	317	300	269	255	281	285	298	161	116	163	448	121	514	86	197	235	407	235
	14%	18%	10%	8%	9%	14%	17%	20%	15%	15%	13%	16%	14%	14%	13%	15%	14%	17%	14%	13%	7%	22%	16%	19%	10%	22%	16%
Is not true	1077	729	347	143	140	142	117	132	404	377	333	200	167	353	308	199	148	70	134	402	434	237	102	134	528	187	168
	13%	18%	8%	15%	11%	9%	9%	11%	24%	17%	14%	12%	9%	17%	14%	10%	13%	10%	12%	12%	26%	10%	19%	13%	23%	10%	11%
Don't know	5833	2504	3329	747	1033	1176	1014	838	1026	1480	1702	1222	1429	1412	1532	1524	852	513	834	2528	1104	1593	362	700	1502	1243	1067
	72%	63%	81%	77%	80%	77%	74%	69%	61%	68%	73%	72%	77%	69%	72%	75%	73%	73%	74%	75%	67%	68%	66%	68%	66%	68%	73%
Arrogant																											
Is true	1051	665	386	78	117	195	205	224	232	296	282	245	228	270	257	264	158	102	157	400	101	482	86	173	187	390	215
	13%	17%	9%	8%	9%	13%	15%	19%	14%	14%	12%	14%	12%	13%	12%	13%	14%	15%	14%	12%	6%	21%	16%	17%	8%	21%	15%
Is not true	1120	750	370	150	148	148	118	142	413	389	359	192	179	363	304	224	155	74	129	443	453	260	97	138	560	208	170
	14%	19%	9%	16%	12%	10%	9%	12%	24%	18%	15%	11%	10%	18%	14%	11%	13%	11%	11%	13%	27%	11%	18%	13%	25%	11%	12%
Don't know	5881	2531	3350	738	1023	1187	1046	842	1045	1488	1694	1254	1444	1414	1564	1532	849	523	844	2536	1105	1601	368	721	1519	1240	1085
	73%	64%	82%	76%	79%	78%	76%	70%	62%	68%	73%	74%	78%	69%	74%	76%	73%	75%	75%	75%	67%	68%	67%	70%	67%	67%	74%
Out of touch																											
Is true	1179	747	432	105	143	209	216	229	278	339	319	254	268	300	291	295	168	125	158	467	117	529	87	204	230	429	251
	15%	19%	11%	11%	11%	14%	16%	19%	16%	16%	14%	15%	14%	15%	14%	15%	14%	18%	14%	14%	7%	23%	16%	20%	10%	23%	17%
Is not true	990	650	339	134	128	126	118	126	357	354	301	180	155	308	294	193	136	60	119	395	430	217	81	124	524	170	134
	12%	16%	8%	14%	10%	8%	9%	10%	21%	16%	13%	11%	8%	15%	14%	10%	12%	9%	11%	12%	26%	9%	15%	12%	23%	9%	9%
Don't know	5882	2548	3334	727	1017	1195	1035	853	1055	1481	1715	1257	1429	1438	1540	1532	858	514	853	2517	1112	1597	383	703	1512	1238	1084
	73%	65%	81%	75%	79%	78%	76%	71%	62%	68%	73%	74%	77%	70%	72%	76%	74%	74%	75%	74%	67%	68%	69%	68%	67%	67%	74%

Lord Ashcroft

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 21

Q.8i Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Philip Hammond

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Out of their depth																											
Is true	973	614	359	72	125	161	180	195	241	275	254	210	235	239	250	255	136	94	143	362	112	424	74	174	195	336	211
	12%	16%	9%	7%	10%	11%	13%	16%	14%	13%	11%	12%	13%	12%	12%	13%	12%	13%	13%	11%	7%	18%	13%	17%	9%	18%	14%
Is not true	1068	734	333	147	152	150	117	134	368	391	324	201	151	345	307	206	144	66	124	439	437	251	95	127	542	206	141
	13%	19%	8%	15%	12%	10%	9%	11%	22%	18%	14%	12%	8%	17%	14%	10%	12%	9%	11%	13%	26%	11%	17%	12%	24%	11%	10%
Don't know	6010	2597	3413	748	1012	1219	1072	878	1081	1507	1757	1280	1465	1462	1568	1559	881	539	864	2578	1110	1668	382	730	1528	1295	1118
	75%	66%	83%	77%	79%	80%	78%	73%	64%	69%	75%	76%	79%	71%	74%	77%	76%	77%	76%	76%	67%	71%	69%	71%	67%	71%	76%
Understands Britain's problems																											
Is true	825	551	274	97	120	97	96	110	306	323	235	146	121	277	236	158	110	44	82	326	397	157	76	100	478	127	99
	10%	14%	7%	10%	9%	6%	7%	9%	18%	15%	10%	9%	7%	14%	11%	8%	9%	6%	7%	10%	24%	7%	14%	10%	21%	7%	7%
Is not true	1259	779	480	120	157	241	236	238	268	349	367	267	276	309	330	326	171	124	180	525	126	572	85	199	236	453	262
	16%	20%	12%	12%	12%	16%	17%	20%	16%	16%	16%	16%	15%	15%	16%	16%	15%	18%	16%	16%	8%	24%	15%	19%	10%	25%	18%
Don't know	5967	2616	3351	750	1011	1192	1037	860	1117	1503	1732	1278	1454	1460	1559	1537	881	531	868	2528	1136	1614	390	733	1552	1257	1108
	74%	66%	82%	78%	78%	78%	76%	71%	66%	69%	74%	76%	79%	71%	73%	76%	76%	76%	77%	75%	68%	69%	71%	71%	68%	68%	75%
Weak																											
Is true	821	547	274	61	123	140	156	155	185	214	220	182	204	206	212	213	114	75	116	330	93	360	57	149	167	298	145
	10%	14%	7%	6%	10%	9%	11%	13%	11%	10%	9%	11%	11%	10%	10%	11%	10%	11%	10%	10%	6%	15%	10%	14%	7%	16%	10%
Is not true	1209	800	409	159	148	179	142	172	410	435	356	235	182	374	344	231	175	86	136	480	473	284	131	141	585	232	193
	15%	20%	10%	16%	11%	12%	10%	14%	24%	20%	15%	14%	10%	18%	16%	11%	15%	12%	12%	14%	28%	12%	24%	14%	26%	13%	13%
Don't know	6022	2599	3422	746	1018	1211	1071	881	1095	1524	1759	1274	1465	1466	1569	1576	873	537	878	2569	1094	1698	363	742	1513	1307	1131
	75%	66%	83%	77%	79%	79%	78%	73%	65%	70%	75%	75%	79%	72%	74%	78%	75%	77%	78%	76%	66%	72%	66%	72%	67%	71%	77%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 21

Q.8i Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Philip Hammond

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Competent																											
Is true	1008	666	342	121	127	130	114	136	379	376	309	174	150	328	293	193	130	64	106	388	436	215	92	119	536	158	147
	13%	17%	8%	13%	10%	9%	8%	11%	22%	17%	13%	10%	8%	16%	14%	10%	11%	9%	9%	11%	26%	9%	17%	12%	24%	9%	10%
Is not true	1038	669	369	125	148	187	177	196	205	300	276	232	230	262	278	249	151	97	163	441	135	463	75	164	215	387	187
	13%	17%	9%	13%	11%	12%	13%	16%	12%	14%	12%	14%	12%	13%	13%	12%	13%	14%	14%	13%	8%	20%	14%	16%	9%	21%	13%
Don't know	6005	2610	3395	720	1013	1213	1077	876	1107	1498	1750	1286	1472	1456	1553	1578	880	538	861	2550	1087	1665	384	749	1515	1292	1136
	75%	66%	83%	75%	79%	79%	79%	73%	65%	69%	75%	76%	80%	71%	73%	78%	76%	77%	76%	75%	66%	71%	70%	73%	67%	70%	77%
Explains things clearly																											
Is true	900	585	314	110	126	118	96	122	327	338	275	173	115	307	250	155	127	59	106	345	369	214	90	102	451	172	142
	11%	15%	8%	11%	10%	8%	7%	10%	19%	16%	12%	10%	6%	15%	12%	8%	11%	8%	9%	10%	22%	9%	16%	10%	20%	9%	10%
Is not true	1115	715	400	126	144	213	193	197	242	313	296	247	259	288	275	284	162	105	150	474	139	487	89	179	231	401	211
	14%	18%	10%	13%	11%	14%	14%	16%	14%	14%	13%	15%	14%	14%	13%	14%	14%	15%	13%	14%	8%	21%	16%	17%	10%	22%	14%
Don't know	6036	2645	3391	730	1019	1199	1079	888	1121	1523	1765	1271	1478	1450	1599	1580	872	535	874	2560	1151	1641	373	750	1583	1264	1116
	75%	67%	83%	76%	79%	78%	79%	74%	66%	70%	76%	75%	80%	71%	75%	78%	75%	77%	77%	76%	69%	70%	68%	73%	70%	69%	76%
Strong																											
Is true	854	569	285	127	130	96	99	107	295	307	274	162	111	297	236	148	109	63	105	356	364	199	93	86	437	156	123
	11%	14%	7%	13%	10%	6%	7%	9%	17%	14%	12%	10%	6%	15%	11%	7%	9%	9%	9%	11%	22%	8%	17%	8%	19%	8%	8%
Is not true	1048	696	352	101	134	198	184	198	233	294	279	230	245	258	266	280	148	96	157	435	134	454	77	175	226	371	210
	13%	18%	9%	11%	10%	13%	13%	16%	14%	14%	12%	14%	13%	13%	13%	14%	13%	14%	14%	13%	8%	19%	14%	17%	10%	20%	14%
Don't know	6149	2680	3469	738	1025	1236	1086	903	1162	1572	1782	1299	1496	1491	1623	1591	904	540	867	2588	1160	1690	381	771	1602	1311	1136
	76%	68%	84%	76%	80%	81%	79%	75%	69%	72%	76%	77%	81%	73%	76%	79%	78%	77%	77%	77%	70%	72%	69%	75%	71%	71%	77%

Boris Johnson Poll

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Absolutes/col percents

Table 21

Q.8i Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Philip Hammond

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Fair</u>																											
Is true	868	576	292	130	121	97	105	112	304	308	297	161	103	278	254	179	113	45	95	361	406	176	79	104	477	156	109
	11%	15%	7%	13%	9%	6%	8%	9%	18%	14%	13%	10%	6%	14%	12%	9%	10%	6%	8%	11%	24%	8%	14%	10%	21%	9%	7%
Is not true	1063	685	378	108	146	209	193	199	208	298	272	238	254	254	290	264	158	96	160	454	97	492	84	166	188	395	219
	13%	17%	9%	11%	11%	14%	14%	16%	12%	14%	12%	14%	14%	12%	14%	13%	14%	14%	14%	13%	6%	21%	15%	16%	8%	22%	15%
Don't know	6120	2685	3435	728	1022	1224	1071	897	1178	1567	1767	1292	1494	1514	1581	1577	890	558	875	2564	1155	1675	388	761	1601	1286	1141
	76%	68%	84%	75%	79%	80%	78%	74%	70%	72%	76%	76%	81%	74%	74%	78%	77%	80%	77%	76%	70%	72%	70%	74%	71%	70%	78%
<u>Likeable</u>																											
Is true	854	547	307	132	118	98	97	101	308	309	276	147	123	277	249	157	122	49	94	348	367	188	89	111	436	156	139
	11%	14%	7%	14%	9%	6%	7%	8%	18%	14%	12%	9%	7%	14%	12%	8%	10%	7%	8%	10%	22%	8%	16%	11%	19%	8%	9%
Is not true	1234	787	448	115	178	230	222	237	253	346	330	290	268	324	308	319	164	119	177	515	145	528	94	197	261	437	231
	15%	20%	11%	12%	14%	15%	16%	20%	15%	16%	14%	17%	15%	16%	14%	16%	14%	17%	16%	15%	9%	23%	17%	19%	12%	24%	16%
Don't know	5962	2611	3351	719	993	1202	1051	870	1129	1519	1729	1255	1460	1445	1568	1543	875	530	859	2516	1147	1627	368	723	1568	1244	1100
	74%	66%	82%	74%	77%	79%	77%	72%	67%	70%	74%	74%	79%	71%	74%	76%	75%	76%	76%	74%	69%	69%	67%	70%	69%	68%	75%
<u>A people person</u>																											
Is true	594	374	219	108	107	86	50	68	175	210	192	110	81	200	173	109	80	32	75	264	258	139	67	61	287	112	80
	7%	9%	5%	11%	8%	6%	4%	6%	10%	10%	8%	7%	4%	10%	8%	5%	7%	5%	7%	8%	16%	6%	12%	6%	13%	6%	5%
Is not true	1299	842	457	120	168	234	234	244	299	370	362	283	283	341	333	325	182	117	175	534	175	561	104	202	299	450	258
	16%	21%	11%	12%	13%	15%	17%	20%	18%	17%	16%	17%	15%	17%	16%	16%	16%	17%	15%	16%	11%	24%	19%	20%	13%	24%	18%
Don't know	6159	2729	3429	738	1014	1211	1084	896	1216	1593	1780	1298	1488	1505	1618	1587	899	550	880	2581	1226	1643	380	769	1679	1276	1131
	76%	69%	84%	76%	79%	79%	79%	74%	72%	73%	76%	77%	80%	74%	76%	79%	77%	79%	78%	76%	74%	70%	69%	74%	74%	69%	77%

Boris Johnson Poll

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Absolutes/col percents

Table 21

Q.8i Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Philip Hammond

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Listens																											
Is true	827	547	280	115	138	96	84	101	293	293	269	161	105	278	238	154	113	43	86	352	378	166	83	93	433	144	111
	10%	14%	7%	12%	11%	6%	6%	8%	17%	13%	12%	9%	6%	14%	11%	8%	10%	6%	8%	10%	23%	7%	15%	9%	19%	8%	8%
Is not true	1147	726	421	120	133	233	224	215	222	311	309	262	264	284	311	284	162	106	180	473	110	505	93	195	229	418	215
	14%	18%	10%	12%	10%	15%	16%	18%	13%	14%	13%	16%	14%	14%	15%	14%	14%	15%	16%	14%	7%	22%	17%	19%	10%	23%	15%
Don't know	6077	2672	3405	731	1017	1200	1061	891	1175	1570	1756	1268	1483	1484	1576	1582	885	550	864	2553	1171	1672	375	743	1603	1276	1143
	75%	68%	83%	76%	79%	78%	78%	74%	70%	72%	75%	75%	80%	73%	74%	78%	76%	79%	76%	76%	71%	71%	68%	72%	71%	69%	78%
Decisive																											
Is true	898	600	298	96	125	110	124	121	322	338	262	175	122	288	244	170	125	71	104	356	353	211	106	107	446	180	137
	11%	15%	7%	10%	10%	7%	9%	10%	19%	16%	11%	10%	7%	14%	11%	8%	11%	10%	9%	11%	21%	9%	19%	10%	20%	10%	9%
Is not true	1000	647	353	116	129	193	161	198	203	265	283	208	244	258	259	257	140	86	153	413	139	437	64	156	211	354	187
	12%	16%	9%	12%	10%	13%	12%	16%	12%	12%	12%	12%	13%	13%	12%	13%	12%	12%	14%	12%	8%	19%	12%	15%	9%	19%	13%
Don't know	6153	2699	3454	755	1035	1226	1084	888	1165	1570	1790	1307	1486	1500	1622	1593	896	542	874	2609	1167	1695	382	769	1608	1304	1146
	76%	68%	84%	78%	80%	80%	79%	74%	69%	72%	77%	77%	80%	73%	76%	79%	77%	78%	77%	77%	70%	72%	69%	75%	71%	71%	78%
On my side																											
Is true	553	383	170	90	85	76	42	70	190	216	164	104	70	203	154	93	73	31	68	229	310	92	58	52	333	83	70
	7%	10%	4%	9%	7%	5%	3%	6%	11%	10%	7%	6%	4%	10%	7%	5%	6%	4%	6%	7%	19%	4%	10%	5%	15%	5%	5%
Is not true	1435	893	541	142	164	242	260	280	346	421	401	303	309	342	391	362	202	137	188	567	155	624	108	237	283	503	299
	18%	23%	13%	15%	13%	16%	19%	23%	20%	19%	17%	18%	17%	17%	18%	18%	17%	20%	17%	17%	9%	27%	20%	23%	12%	27%	20%
Don't know	6063	2669	3394	734	1039	1212	1067	858	1154	1537	1770	1284	1473	1501	1580	1565	887	531	875	2582	1195	1626	385	743	1649	1251	1100
	75%	68%	83%	76%	81%	79%	78%	71%	68%	71%	76%	76%	80%	73%	74%	77%	76%	76%	77%	76%	72%	69%	70%	72%	73%	68%	75%

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Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Up to the job</u>																											
Is true	893	611	283	98	118	110	100	121	347	344	266	155	128	294	259	165	122	54	111	324	405	179	86	110	490	147	134
	11%	15%	7%	10%	9%	7%	7%	10%	21%	16%	11%	9%	7%	14%	12%	8%	10%	8%	10%	10%	24%	8%	16%	11%	22%	8%	9%
Is not true	1132	718	414	141	145	198	194	202	253	310	304	259	259	270	306	294	161	102	156	477	137	511	78	174	230	400	213
	14%	18%	10%	15%	11%	13%	14%	17%	15%	14%	13%	15%	14%	13%	14%	15%	14%	15%	14%	14%	8%	22%	14%	17%	10%	22%	15%
Don't know	6025	2617	3409	728	1025	1223	1075	885	1090	1519	1765	1277	1464	1483	1560	1561	878	543	863	2578	1116	1653	387	748	1546	1291	1122
	75%	66%	83%	75%	80%	80%	79%	73%	64%	70%	76%	76%	79%	72%	73%	77%	76%	78%	76%	76%	67%	71%	70%	72%	68%	70%	76%
<u>Gets things done</u>																											
Is true	867	600	268	105	133	99	97	120	315	324	268	155	121	285	252	157	114	60	109	333	363	187	91	107	441	165	118
	11%	15%	7%	11%	10%	6%	7%	10%	19%	15%	11%	9%	7%	14%	12%	8%	10%	9%	10%	10%	22%	8%	16%	10%	19%	9%	8%
Is not true	1063	670	393	115	142	217	181	188	220	287	295	241	240	270	260	278	157	97	154	444	130	473	75	158	229	368	212
	13%	17%	10%	12%	11%	14%	13%	16%	13%	13%	13%	14%	13%	13%	12%	14%	14%	14%	14%	13%	8%	20%	14%	15%	10%	20%	14%
Don't know	6120	2676	3444	746	1014	1214	1091	900	1155	1562	1773	1295	1490	1491	1613	1585	890	542	868	2602	1165	1682	386	767	1596	1304	1139
	76%	68%	84%	77%	79%	79%	80%	75%	68%	72%	76%	77%	80%	73%	76%	78%	77%	78%	77%	77%	70%	72%	70%	74%	70%	71%	78%
<u>Safe pair of hands</u>																											
Is true	805	553	252	93	111	102	90	97	312	316	245	139	104	291	224	141	110	39	96	306	361	162	88	94	446	130	114
	10%	14%	6%	10%	9%	7%	7%	8%	18%	15%	11%	8%	6%	14%	11%	7%	9%	6%	9%	9%	22%	7%	16%	9%	20%	7%	8%
Is not true	1165	730	436	133	164	199	200	212	257	312	328	262	263	274	302	304	167	118	168	494	143	519	72	183	241	409	224
	14%	18%	11%	14%	13%	13%	15%	18%	15%	14%	14%	15%	14%	13%	14%	15%	14%	17%	15%	15%	9%	22%	13%	18%	11%	22%	15%
Don't know	6080	2662	3418	740	1014	1229	1079	898	1121	1545	1762	1290	1484	1481	1599	1575	883	542	866	2579	1155	1662	391	755	1578	1299	1131
	76%	67%	83%	77%	79%	80%	79%	74%	66%	71%	75%	76%	80%	72%	75%	78%	76%	78%	77%	76%	70%	71%	71%	73%	70%	71%	77%

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>A winner</u>																											
Is true	563 7%	394 10%	169 4%	109 11%	97 8%	62 4%	50 4%	69 6%	176 10%	203 9%	180 8%	105 6%	74 4%	215 11%	143 7%	92 5%	75 6%	37 5%	65 6%	243 7%	276 17%	124 5%	55 10%	51 5%	304 13%	101 6%	62 4%
Is not true	1254 16%	784 20%	469 11%	125 13%	147 11%	208 14%	229 17%	242 20%	303 18%	373 17%	340 15%	276 16%	265 14%	304 15%	341 16%	314 16%	187 16%	107 15%	177 16%	513 15%	163 10%	530 23%	98 18%	203 20%	276 12%	422 23%	263 18%
Don't know	6234 77%	2767 70%	3467 84%	732 76%	1045 81%	1260 82%	1090 80%	897 74%	1210 72%	1597 73%	1815 78%	1310 77%	1512 82%	1526 75%	1640 77%	1614 80%	898 77%	555 79%	888 79%	2623 78%	1220 74%	1689 72%	398 72%	778 75%	1685 74%	1314 71%	1144 78%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 22

Q.8j Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Jeremy Hunt

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Smug																											
Is true	1976	1163	813	141	237	363	331	390	515	626	540	395	415	520	504	479	283	189	321	717	217	848	147	318	394	648	486
	25%	29%	20%	15%	18%	24%	24%	32%	30%	29%	23%	23%	22%	25%	24%	24%	24%	27%	28%	21%	13%	36%	27%	31%	17%	35%	33%
Is not true	1093	674	419	130	145	163	141	148	367	375	333	218	166	339	293	218	162	81	135	445	443	249	99	135	543	210	161
	14%	17%	10%	13%	11%	11%	10%	12%	22%	17%	14%	13%	9%	17%	14%	11%	14%	12%	12%	13%	27%	11%	18%	13%	24%	11%	11%
Don't know	4982	2109	2873	695	907	1005	898	670	809	1173	1462	1077	1270	1187	1327	1323	716	429	674	2217	1000	1246	306	579	1329	979	822
	62%	53%	70%	72%	70%	66%	66%	55%	48%	54%	63%	64%	69%	58%	62%	65%	62%	61%	60%	66%	60%	53%	55%	56%	59%	53%	56%
Arrogant																											
Is true	1868	1088	780	138	224	366	303	378	460	586	509	382	391	505	460	458	263	182	317	679	195	835	141	284	354	633	447
	23%	28%	19%	14%	17%	24%	22%	31%	27%	27%	22%	23%	21%	25%	22%	23%	23%	26%	28%	20%	12%	36%	26%	28%	16%	34%	30%
Is not true	1158	735	422	147	164	155	147	145	401	374	364	230	190	344	325	246	168	75	117	484	473	251	95	137	575	225	162
	14%	19%	10%	15%	13%	10%	11%	12%	24%	17%	16%	14%	10%	17%	15%	12%	14%	11%	10%	14%	29%	11%	17%	13%	25%	12%	11%
Don't know	5026	2122	2904	682	901	1009	919	685	830	1214	1462	1079	1271	1197	1340	1316	730	442	696	2215	991	1256	314	611	1337	979	860
	62%	54%	71%	71%	70%	66%	67%	57%	49%	56%	63%	64%	69%	59%	63%	65%	63%	63%	62%	66%	60%	54%	57%	59%	59%	53%	59%
Out of touch																											
Is true	1846	1096	750	137	218	345	311	375	461	561	538	356	392	481	472	447	262	185	321	664	181	813	129	304	370	636	439
	23%	28%	18%	14%	17%	23%	23%	31%	27%	26%	23%	21%	21%	23%	22%	22%	23%	27%	28%	20%	11%	35%	23%	29%	16%	35%	30%
Is not true	1122	687	435	138	151	144	143	154	392	376	330	229	187	357	321	212	158	75	107	464	456	261	83	136	541	222	147
	14%	17%	11%	14%	12%	9%	10%	13%	23%	17%	14%	14%	10%	17%	15%	10%	14%	11%	9%	14%	27%	11%	15%	13%	24%	12%	10%
Don't know	5082	2162	2920	691	919	1041	915	679	836	1236	1467	1106	1272	1208	1332	1362	741	439	702	2251	1022	1270	338	592	1354	979	883
	63%	55%	71%	72%	71%	68%	67%	56%	49%	57%	63%	65%	69%	59%	63%	67%	64%	63%	62%	67%	62%	54%	61%	57%	60%	53%	60%

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Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Out of their depth																											
Is true	1675	994	680	107	200	310	288	349	421	526	453	355	341	432	434	395	249	165	286	585	177	753	119	271	344	566	406
	21%	25%	17%	11%	16%	20%	21%	29%	25%	24%	19%	21%	18%	21%	20%	20%	21%	24%	25%	17%	11%	32%	22%	26%	15%	31%	28%
Is not true	1126	718	408	164	146	159	134	140	382	378	347	205	195	346	304	246	151	78	129	472	421	278	101	136	497	244	166
	14%	18%	10%	17%	11%	10%	10%	12%	23%	17%	15%	12%	11%	17%	14%	12%	13%	11%	11%	14%	25%	12%	18%	13%	22%	13%	11%
Don't know	5250	2233	3017	695	942	1061	947	718	887	1270	1535	1131	1315	1267	1387	1379	761	456	716	2322	1061	1312	331	625	1424	1027	897
	65%	57%	73%	72%	73%	69%	69%	59%	52%	58%	66%	67%	71%	62%	65%	68%	66%	65%	63%	69%	64%	56%	60%	61%	63%	56%	61%
Understands Britain's problems																											
Is true	853	525	327	87	121	115	111	114	305	293	253	172	135	268	235	168	123	59	83	346	411	153	83	96	457	135	107
	11%	13%	8%	9%	9%	7%	8%	9%	18%	13%	11%	10%	7%	13%	11%	8%	11%	8%	7%	10%	25%	7%	15%	9%	20%	7%	7%
Is not true	1967	1149	818	166	252	384	331	380	454	590	552	407	419	530	485	491	279	183	346	728	167	914	125	311	352	706	452
	24%	29%	20%	17%	20%	25%	24%	32%	27%	27%	24%	24%	23%	26%	23%	24%	24%	26%	31%	22%	10%	39%	23%	30%	16%	38%	31%
Don't know	5231	2271	2960	713	916	1032	926	713	931	1291	1530	1112	1298	1248	1405	1362	760	456	701	2304	1081	1275	343	624	1456	996	911
	65%	58%	72%	74%	71%	67%	68%	59%	55%	59%	66%	66%	70%	61%	66%	67%	65%	65%	62%	68%	65%	54%	62%	61%	64%	54%	62%
Weak																											
Is true	1431	903	528	91	167	284	251	300	337	427	389	312	303	354	366	367	204	139	245	536	131	672	96	240	273	500	340
	18%	23%	13%	9%	13%	19%	18%	25%	20%	20%	17%	18%	16%	17%	17%	18%	18%	20%	22%	16%	8%	29%	17%	23%	12%	27%	23%
Is not true	1265	757	507	153	185	180	156	160	431	426	393	246	200	383	355	259	178	90	148	510	492	310	117	146	583	267	199
	16%	19%	12%	16%	14%	12%	11%	13%	25%	20%	17%	15%	11%	19%	17%	13%	15%	13%	13%	15%	30%	13%	21%	14%	26%	15%	14%
Don't know	5355	2285	3070	722	937	1065	962	747	922	1321	1553	1132	1349	1308	1404	1394	779	470	737	2332	1036	1361	338	646	1409	1070	930
	67%	58%	75%	75%	73%	70%	70%	62%	55%	61%	67%	67%	73%	64%	66%	69%	67%	67%	65%	69%	62%	58%	61%	63%	62%	58%	63%

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	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Competent																											
Is true	987	612	375	132	139	131	121	127	336	342	310	180	155	331	261	204	129	62	107	405	460	199	81	113	521	173	124
	12%	16%	9%	14%	11%	9%	9%	11%	20%	16%	13%	11%	8%	16%	12%	10%	11%	9%	9%	12%	28%	9%	15%	11%	23%	9%	8%
Is not true	1788	1078	709	164	214	335	304	350	421	535	516	370	367	448	464	436	258	182	293	685	167	815	130	275	333	622	427
	22%	27%	17%	17%	17%	22%	22%	29%	25%	25%	22%	22%	20%	22%	22%	22%	22%	26%	26%	20%	10%	35%	24%	27%	15%	34%	29%
Don't know	5276	2255	3021	671	935	1063	943	730	934	1297	1509	1140	1330	1267	1400	1380	773	455	730	2288	1032	1328	340	644	1412	1042	918
	66%	57%	74%	69%	73%	70%	69%	60%	55%	60%	65%	67%	72%	62%	66%	68%	67%	65%	65%	68%	62%	57%	62%	62%	62%	57%	62%
Explains things clearly																											
Is true	879	555	324	108	138	123	105	101	304	318	283	167	112	285	239	176	128	52	104	355	357	204	94	102	435	175	134
	11%	14%	8%	11%	11%	8%	8%	8%	18%	15%	12%	10%	6%	14%	11%	9%	11%	7%	9%	11%	22%	9%	17%	10%	19%	9%	9%
Is not true	1781	1084	698	159	226	332	294	338	432	519	490	366	407	467	452	444	249	169	281	685	212	782	130	285	360	620	402
	22%	27%	17%	16%	18%	22%	21%	28%	26%	24%	21%	22%	22%	23%	21%	22%	21%	24%	25%	20%	13%	33%	24%	28%	16%	34%	27%
Don't know	5390	2307	3083	699	925	1074	970	768	955	1337	1563	1158	1333	1294	1434	1401	783	478	745	2338	1090	1357	326	645	1470	1042	934
	67%	58%	75%	72%	72%	70%	71%	64%	56%	61%	67%	68%	72%	63%	67%	69%	67%	68%	66%	69%	66%	58%	59%	62%	65%	57%	64%
Strong																											
Is true	815	498	317	112	126	114	103	99	262	275	260	160	120	263	222	149	119	63	96	344	350	191	86	77	392	175	114
	10%	13%	8%	12%	10%	7%	7%	8%	15%	13%	11%	9%	6%	13%	10%	7%	10%	9%	8%	10%	21%	8%	16%	7%	17%	10%	8%
Is not true	1790	1097	693	161	223	328	302	354	423	532	517	369	372	468	466	456	230	171	282	708	208	791	115	285	380	614	391
	22%	28%	17%	17%	17%	21%	22%	29%	25%	24%	22%	22%	20%	23%	22%	23%	20%	24%	25%	21%	13%	34%	21%	28%	17%	33%	27%
Don't know	5445	2350	3095	693	940	1088	965	755	1006	1367	1558	1161	1360	1315	1437	1416	813	465	753	2327	1101	1361	350	670	1494	1048	964
	68%	60%	75%	72%	73%	71%	70%	63%	60%	63%	67%	69%	73%	64%	68%	70%	70%	67%	67%	69%	66%	58%	64%	65%	66%	57%	66%

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Fair																											
Is true	883	538	345	113	119	99	120	113	319	297	297	170	120	264	244	186	128	61	100	360	424	161	89	96	492	142	121
	11%	14%	8%	12%	9%	6%	9%	9%	19%	14%	13%	10%	6%	13%	11%	9%	11%	9%	9%	11%	26%	7%	16%	9%	22%	8%	8%
Is not true	1759	1073	686	155	234	356	297	339	377	523	490	364	383	464	456	432	246	161	292	685	149	841	119	266	287	659	403
	22%	27%	17%	16%	18%	23%	22%	28%	22%	24%	21%	22%	21%	23%	21%	21%	23%	26%	20%	9%	36%	22%	26%	13%	36%	27%	
Don't know	5408	2334	3075	698	935	1075	952	755	994	1354	1548	1157	1349	1318	1425	1403	787	476	739	2334	1086	1341	343	670	1486	1036	945
	67%	59%	75%	72%	73%	70%	70%	63%	59%	62%	66%	68%	73%	64%	67%	69%	68%	68%	65%	69%	65%	57%	62%	65%	66%	56%	64%
Likeable																											
Is true	934	577	357	126	122	123	97	117	349	320	309	178	127	303	275	168	127	60	99	362	393	194	85	120	483	151	140
	12%	15%	9%	13%	9%	8%	7%	10%	21%	15%	13%	11%	7%	15%	13%	8%	11%	9%	9%	11%	24%	8%	15%	12%	21%	8%	10%
Is not true	1922	1138	784	161	264	358	341	379	419	585	531	396	410	507	465	486	277	186	318	746	206	851	144	288	374	661	452
	24%	29%	19%	17%	20%	23%	25%	31%	25%	27%	23%	23%	22%	25%	22%	24%	24%	27%	28%	22%	12%	36%	26%	28%	17%	36%	31%
Don't know	5195	2231	2964	679	903	1049	931	711	922	1269	1495	1117	1314	1236	1384	1366	756	453	714	2270	1060	1298	322	624	1408	1025	878
	65%	57%	72%	70%	70%	69%	68%	59%	55%	58%	64%	66%	71%	60%	65%	68%	65%	65%	63%	67%	64%	55%	59%	60%	62%	56%	60%
A people person																											
Is true	718	429	290	117	118	107	71	75	231	250	239	133	97	238	204	120	110	46	83	315	324	174	64	66	369	135	95
	9%	11%	7%	12%	9%	7%	5%	6%	14%	11%	10%	8%	5%	12%	10%	6%	9%	7%	7%	9%	20%	7%	12%	6%	16%	7%	6%
Is not true	1936	1165	771	160	252	353	346	371	455	577	540	388	430	503	495	486	256	195	314	751	231	835	151	300	405	654	444
	24%	30%	19%	17%	20%	23%	25%	31%	27%	27%	23%	23%	23%	25%	23%	24%	22%	28%	28%	22%	14%	36%	27%	29%	18%	36%	30%
Don't know	5397	2352	3045	690	919	1070	953	762	1004	1347	1556	1169	1325	1305	1426	1414	795	458	733	2312	1104	1333	336	666	1492	1048	930
	67%	60%	74%	71%	71%	70%	70%	63%	59%	62%	67%	69%	72%	64%	67%	70%	68%	65%	65%	68%	67%	57%	61%	65%	66%	57%	63%

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Listens																											
Is true	858 11%	526 13%	332 8%	126 13%	118 9%	108 7%	99 7%	103 9%	304 18%	295 14%	278 12%	172 10%	113 6%	272 13%	243 11%	152 8%	127 11%	63 9%	95 8%	344 10%	408 25%	164 7%	86 16%	93 9%	466 21%	141 8%	114 8%
Is not true	1884 23%	1126 29%	758 18%	163 17%	251 19%	370 24%	315 23%	361 30%	424 25%	553 25%	508 22%	402 24%	421 23%	500 24%	472 22%	470 23%	261 23%	181 26%	304 27%	728 22%	177 11%	852 36%	119 22%	308 30%	343 15%	667 36%	425 29%
Don't know	5309 66%	2293 58%	3016 73%	677 70%	919 71%	1052 69%	954 70%	744 62%	962 57%	1325 61%	1549 66%	1117 66%	1318 71%	1274 62%	1410 66%	1398 69%	772 67%	455 65%	731 65%	2306 68%	1074 65%	1327 57%	346 63%	631 61%	1457 64%	1029 56%	930 63%
Decisive																											
Is true	913 11%	545 14%	369 9%	111 11%	129 10%	121 8%	121 9%	124 10%	307 18%	334 15%	278 12%	170 10%	131 7%	301 15%	229 11%	174 9%	142 12%	67 10%	110 10%	364 11%	358 22%	237 10%	87 16%	104 10%	410 18%	197 11%	146 10%
Is not true	1603 20%	982 25%	621 15%	134 14%	209 16%	316 21%	257 19%	319 26%	367 22%	466 21%	441 19%	347 21%	348 19%	410 20%	417 20%	414 20%	208 18%	154 22%	264 23%	619 18%	187 11%	725 31%	108 20%	256 25%	333 15%	577 31%	329 22%
Don't know	5535 69%	2419 61%	3116 76%	722 75%	950 74%	1093 71%	991 72%	764 63%	1016 60%	1374 63%	1615 69%	1173 69%	1373 74%	1335 65%	1479 70%	1433 71%	811 70%	478 68%	757 67%	2395 71%	1114 67%	1381 59%	356 65%	672 65%	1523 67%	1063 58%	994 68%
On my side																											
Is true	575 7%	363 9%	212 5%	73 8%	97 8%	66 4%	59 4%	67 6%	213 13%	223 10%	190 8%	100 6%	62 3%	197 10%	162 8%	93 5%	84 7%	38 5%	55 5%	251 7%	339 20%	76 3%	53 10%	50 5%	369 16%	78 4%	56 4%
Is not true	2181 27%	1296 33%	886 22%	171 18%	271 21%	403 26%	370 27%	420 35%	547 32%	658 30%	604 26%	444 26%	476 26%	567 28%	567 27%	551 27%	297 26%	199 28%	354 31%	806 24%	188 11%	979 42%	159 29%	355 34%	396 17%	758 41%	519 35%
Don't know	5295 66%	2287 58%	3008 73%	723 75%	921 71%	1061 69%	939 69%	721 60%	931 55%	1293 59%	1542 66%	1147 68%	1313 71%	1282 63%	1395 66%	1376 68%	780 67%	461 66%	721 64%	2321 69%	1132 68%	1288 55%	339 62%	627 61%	1500 66%	1001 54%	895 61%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 22

Q.8j Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Jeremy Hunt

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
<u>Up to the job</u>																											
Is true	814	493	321	92	130	111	97	97	286	293	250	146	126	278	218	165	103	50	84	335	380	164	73	90	434	149	102
	10%	12%	8%	9%	10%	7%	7%	8%	17%	13%	11%	9%	7%	14%	10%	8%	9%	7%	7%	10%	23%	7%	13%	9%	19%	8%	7%
Is not true	1909	1145	764	171	214	359	320	385	460	573	542	398	396	504	492	457	263	192	316	718	183	854	139	300	362	666	450
	24%	29%	19%	18%	17%	23%	23%	32%	27%	26%	23%	24%	21%	25%	23%	23%	23%	27%	28%	21%	11%	36%	25%	29%	16%	36%	31%
Don't know	5329	2308	3021	703	944	1059	952	726	944	1308	1544	1147	1330	1263	1414	1398	795	457	730	2325	1096	1325	338	642	1470	1023	918
	66%	59%	74%	73%	73%	69%	70%	60%	56%	60%	66%	68%	72%	62%	67%	69%	69%	65%	65%	69%	66%	57%	61%	62%	65%	56%	62%
<u>Gets things done</u>																											
Is true	896	541	354	115	141	113	95	113	319	323	282	167	124	289	237	173	122	75	89	349	390	202	93	93	440	164	134
	11%	14%	9%	12%	11%	7%	7%	9%	19%	15%	12%	10%	7%	14%	11%	9%	11%	11%	8%	10%	24%	9%	17%	9%	19%	9%	9%
Is not true	1703	1042	661	144	221	313	310	329	387	471	480	374	379	449	435	434	230	155	274	674	180	779	122	270	344	607	378
	21%	26%	16%	15%	17%	20%	23%	27%	23%	22%	21%	22%	20%	22%	20%	21%	20%	22%	24%	20%	11%	33%	22%	26%	15%	33%	26%
Don't know	5452	2362	3090	708	926	1104	964	765	985	1380	1573	1150	1349	1308	1453	1413	808	470	767	2355	1089	1362	336	669	1482	1066	957
	68%	60%	75%	73%	72%	72%	70%	63%	58%	63%	67%	68%	73%	64%	68%	70%	70%	67%	68%	70%	66%	58%	61%	65%	65%	58%	65%
<u>Safe pair of hands</u>																											
Is true	669	434	235	80	115	89	72	72	242	238	212	131	89	229	168	134	92	46	73	281	327	122	63	79	381	106	82
	8%	11%	6%	8%	9%	6%	5%	6%	14%	11%	9%	8%	5%	11%	8%	7%	8%	7%	6%	8%	20%	5%	11%	8%	17%	6%	6%
Is not true	1976	1181	795	173	247	362	342	383	470	609	553	384	431	512	503	477	280	205	311	763	208	879	156	292	373	686	465
	25%	30%	19%	18%	19%	24%	25%	32%	28%	28%	24%	23%	23%	25%	24%	24%	24%	29%	28%	23%	13%	38%	28%	28%	16%	37%	32%
Don't know	5406	2331	3075	713	927	1080	955	753	978	1327	1571	1177	1331	1305	1454	1409	789	448	746	2334	1124	1342	332	661	1512	1045	922
	67%	59%	75%	74%	72%	71%	70%	62%	58%	61%	67%	70%	72%	64%	68%	70%	68%	64%	66%	69%	68%	57%	60%	64%	67%	57%	63%

Boris Johnson Poll

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Absolutes/col percents

Table 22

Q.8j Please can you say whether or not you think each of the following words and phrases is true or not true of each of the following people: Jeremy Hunt

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
A winner																											
Is true	584 7%	379 10%	205 5%	103 11%	102 8%	79 5%	64 5%	59 5%	177 10%	185 9%	204 9%	118 7%	76 4%	207 10%	161 8%	96 5%	81 7%	38 6%	75 7%	268 8%	269 16%	132 6%	63 11%	54 5%	292 13%	109 6%	80 5%
Is not true	1988 25%	1183 30%	805 20%	166 17%	236 18%	355 23%	351 26%	385 32%	494 29%	605 28%	559 24%	404 24%	419 23%	516 25%	505 24%	498 25%	278 24%	190 27%	330 29%	725 21%	231 14%	866 37%	145 26%	311 30%	405 18%	683 37%	459 31%
Don't know	5479 68%	2383 60%	3096 75%	697 72%	950 74%	1096 72%	954 70%	763 63%	1019 60%	1383 64%	1571 67%	1168 69%	1356 73%	1323 65%	1458 69%	1426 71%	802 69%	470 67%	726 64%	2385 71%	1158 70%	1344 57%	343 62%	667 65%	1569 69%	1045 57%	931 63%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 23

Q.9 Which of the following do you think best describes Boris Johnson?**Base: All respondents**

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
He's different from most politicians, and in a good way	4281	2216	2066	482	661	851	748	603	937	1215	1224	925	917	1132	1164	1024	635	326	593	1822	1188	974	272	645	1565	763	709
	53%	56%	50%	50%	51%	56%	55%	50%	55%	56%	52%	55%	50%	55%	55%	51%	55%	47%	53%	54%	72%	42%	49%	63%	69%	42%	48%
He's different from most politicians, but in a bad way	531	298	233	71	94	93	80	74	120	185	168	95	82	157	119	135	69	51	89	215	45	276	51	33	73	195	144
	7%	8%	6%	7%	7%	6%	6%	6%	7%	9%	7%	6%	4%	8%	6%	7%	6%	7%	8%	6%	3%	12%	9%	3%	3%	11%	10%
He's basically the same as most other politicians	1567	705	863	182	285	300	270	251	279	408	433	319	407	386	400	398	235	149	216	658	194	560	108	167	290	445	306
	19%	18%	21%	19%	22%	20%	20%	21%	17%	19%	19%	19%	22%	19%	19%	20%	20%	21%	19%	19%	12%	24%	20%	16%	13%	24%	21%
He's not really a politician at all	1432	632	800	118	175	257	255	274	352	329	420	320	363	314	360	410	194	155	212	548	171	486	103	183	272	404	295
	18%	16%	19%	12%	14%	17%	19%	23%	21%	15%	18%	19%	20%	15%	17%	20%	17%	22%	19%	16%	10%	21%	19%	18%	12%	22%	20%
I have not heard of Boris Johnson	239	94	145	114	73	29	16	5	2	36	90	32	81	58	82	53	28	18	21	135	60	46	17	3	66	31	15
	3%	2%	4%	12%	6%	2%	1%	*	*	2%	4%	2%	4%	3%	4%	3%	2%	3%	2%	4%	4%	2%	3%	*	3%	2%	1%

Boris Johnson Poll

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Absolutes/col percents

Table 24

Q.10 Would you be more likely or less likely to vote Conservative, or would it make no difference, if...?

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
<u>Boris Johnson were standing to be your local MP</u>																												
I would be more likely to vote Conservative	2271	1215	1056	283	358	488	370	314	457	693	668	470	440	642	628	508	354	139	298	1045	599	405	165	428	890	308	411	
	28%	31%	26%	29%	28%	32%	27%	26%	27%	32%	29%	28%	24%	31%	30%	25%	30%	20%	26%	31%	36%	17%	30%	41%	39%	17%	28%	
It would make no difference	3863	1900	1962	333	581	716	715	632	886	1035	1067	842	918	905	974	1016	572	396	580	1531	783	1353	248	410	972	1071	710	
	48%	48%	48%	34%	45%	47%	52%	52%	52%	48%	46%	50%	50%	44%	46%	50%	49%	57%	51%	45%	47%	58%	45%	40%	43%	58%	48%	
I would be less likely to vote Conservative	1071	565	506	113	157	178	168	182	273	305	325	213	227	278	285	263	134	110	146	420	151	406	105	130	230	311	255	
	13%	14%	12%	12%	12%	12%	12%	15%	16%	14%	14%	13%	12%	14%	13%	13%	11%	16%	13%	12%	9%	17%	19%	13%	10%	17%	17%	
Don't know	847	265	582	238	192	148	115	80	74	140	275	165	266	221	238	232	102	53	106	382	125	179	34	65	174	148	93	
	11%	7%	14%	25%	15%	10%	8%	7%	4%	6%	12%	10%	14%	11%	11%	12%	9%	8%	9%	11%	8%	8%	6%	6%	8%	8%	6%	
<u>Boris Johnson were leader of the Conservative Party</u>																												
I would be more likely to vote Conservative	1814	955	859	247	328	424	289	237	289	525	534	408	347	518	488	411	293	103	248	872	432	356	133	364	693	253	307	
	23%	24%	21%	26%	25%	28%	21%	20%	17%	24%	23%	24%	19%	25%	23%	20%	25%	15%	22%	26%	26%	15%	24%	35%	31%	14%	21%	
It would make no difference	3989	1979	2010	326	568	738	747	660	950	1066	1122	842	959	919	1010	1051	586	422	590	1578	794	1373	257	436	983	1097	751	
	50%	50%	49%	34%	44%	48%	55%	55%	56%	49%	48%	50%	52%	45%	48%	52%	50%	60%	52%	47%	48%	59%	47%	42%	43%	60%	51%	
I would be less likely to vote Conservative	1351	707	643	160	197	212	198	232	351	416	391	263	280	366	373	329	159	125	180	530	285	446	121	160	376	348	304	
	17%	18%	16%	17%	15%	14%	14%	19%	21%	19%	17%	16%	15%	18%	18%	16%	14%	18%	16%	16%	17%	19%	22%	15%	17%	19%	21%	
Don't know	897	304	593	233	195	156	135	79	99	167	288	177	265	242	254	229	123	49	112	399	149	168	41	72	214	139	108	
	11%	8%	14%	24%	15%	10%	10%	7%	6%	8%	12%	10%	14%	12%	12%	11%	11%	7%	10%	12%	9%	7%	7%	7%	9%	8%	7%	

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 25

Q.11 Please indicate the extent to which you think Boris Johnson agrees with each pair of opposing statements

Statement A: Britain should remain a member of the European Union

OR Statement B: Britain should leave the European Union

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
NET: Agree with Statements A	2419	1325	1093	252	353	430	434	368	581	772	661	521	465	636	620	589	360	213	339	982	534	739	200	315	683	546	481	
	30%	34%	27%	26%	27%	28%	32%	31%	34%	36%	28%	31%	25%	31%	29%	29%	31%	31%	30%	29%	32%	32%	36%	31%	30%	30%	33%	
Strongly agree with Statement A	(+5)	686	378	309	72	117	119	115	113	149	169	177	154	201	154	173	89	69	98	273	114	211	57	112	161	154	145	
		9%	10%	8%	7%	9%	8%	8%	9%	9%	9%	7%	10%	8%	10%	7%	9%	8%	10%	9%	8%	7%	9%	10%	11%	7%	8%	10%
	(+4)	348	192	156	32	36	54	71	62	92	119	115	69	45	94	77	86	57	34	58	130	74	121	26	47	87	97	71
		4%	5%	4%	3%	3%	4%	5%	5%	5%	5%	4%	2%	5%	4%	4%	5%	5%	5%	4%	4%	5%	5%	5%	4%	5%	5%	
	(+3)	556	312	244	44	77	95	112	87	140	201	153	101	101	135	159	133	87	42	61	234	129	177	49	69	173	135	111
		7%	8%	6%	5%	6%	6%	8%	7%	8%	9%	7%	6%	5%	7%	7%	8%	8%	6%	5%	7%	8%	9%	7%	8%	7%	8%	
	(+2)	472	270	202	55	74	85	79	62	118	163	126	94	89	111	138	104	70	49	62	203	122	131	31	50	155	87	87
		6%	7%	5%	6%	6%	6%	6%	5%	7%	8%	5%	6%	5%	5%	7%	5%	6%	7%	6%	6%	7%	6%	6%	5%	7%	5%	6%
	(+1)	356	173	183	49	49	77	56	45	80	103	97	81	76	96	91	93	56	19	59	142	94	99	37	37	107	74	67
		4%	4%	4%	5%	4%	5%	4%	4%	5%	5%	4%	5%	4%	5%	4%	5%	5%	3%	5%	4%	6%	4%	7%	4%	5%	4%	5%
	(0)	1581	660	921	185	283	313	289	223	288	363	469	340	410	413	427	401	210	130	205	670	304	442	94	170	419	346	286
		20%	17%	22%	19%	22%	20%	21%	19%	17%	17%	20%	20%	22%	20%	20%	20%	18%	19%	18%	20%	18%	19%	17%	16%	19%	19%	19%
	(-1)	400	214	187	69	71	63	62	58	77	109	114	88	89	109	111	99	60	22	62	179	106	119	28	37	128	102	63
		5%	5%	5%	7%	6%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	3%	5%	5%	6%	5%	5%	4%	6%	6%	4%
	(-2)	442	245	197	93	58	71	76	63	80	131	150	84	77	135	125	100	58	25	57	209	125	140	35	46	150	108	69
		5%	6%	5%	10%	5%	5%	6%	5%	5%	6%	6%	5%	4%	7%	6%	5%	5%	4%	5%	6%	8%	6%	6%	4%	7%	6%	5%
	(-3)	483	277	206	68	65	90	81	71	108	137	172	78	96	118	146	105	77	36	60	229	137	134	36	58	175	95	90
		6%	7%	5%	7%	5%	6%	6%	6%	6%	6%	7%	5%	5%	6%	7%	5%	7%	5%	5%	7%	8%	6%	7%	6%	8%	5%	6%
	(-4)	397	242	155	55	76	76	49	49	93	114	122	83	78	104	101	90	52	50	51	189	82	143	28	49	126	106	87
		5%	6%	4%	6%	6%	5%	4%	4%	6%	5%	5%	5%	4%	5%	5%	4%	4%	7%	5%	6%	5%	6%	5%	5%	6%	6%	6%
Strongly agree with Statement B	(-5)	482	253	229	36	81	95	85	78	108	121	114	113	134	137	104	131	65	45	68	205	85	156	34	90	146	124	83
		6%	6%	6%	4%	6%	6%	6%	6%	6%	6%	5%	7%	7%	7%	5%	7%	6%	6%	6%	6%	5%	7%	6%	9%	6%	7%	6%
NET: Agree with Statements B		2205	1230	975	321	351	394	353	319	467	612	672	447	473	604	587	525	312	177	299	1012	536	692	161	280	726	535	392
		27%	31%	24%	33%	27%	26%	26%	26%	28%	28%	29%	26%	26%	30%	28%	26%	27%	25%	26%	30%	32%	30%	29%	27%	32%	29%	27%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 25

Q.11 Please indicate the extent to which you think Boris Johnson agrees with each pair of opposing statements

Statement A: Britain should remain a member of the European Union

OR Statement B: Britain should leave the European Union

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Don't know	1846	730	1116	208	301	393	293	297	354	426	533	383	504	393	491	505	279	179	287	715	285	470	95	267	437	410	311
	23%	19%	27%	22%	23%	26%	21%	25%	21%	20%	23%	23%	27%	19%	23%	25%	24%	26%	25%	21%	17%	20%	17%	26%	19%	22%	21%
Mean	0.17	0.17	0.17	-0.10	0.07	0.08	0.31	0.29	0.28	0.34	0.07	0.26	-0.01	0.16	0.12	0.18	0.22	0.24	0.22	0.03	0.05	0.15	0.33	0.19	-0.05	0.11	0.30
Standard deviation	2.97	3.07	2.86	2.77	2.97	2.94	2.94	3.05	3.06	2.99	2.90	3.04	2.96	3.02	2.85	2.99	2.95	3.16	3.00	2.95	2.84	3.05	3.04	3.27	2.93	3.04	3.04
Standard error	0.04	0.05	0.05	0.12	0.10	0.09	0.09	0.10	0.08	0.07	0.07	0.10	0.08	0.07	0.07	0.08	0.10	0.14	0.11	0.06	0.08	0.07	0.14	0.11	0.07	0.09	0.09

Boris Johnson Poll

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Absolutes/col percents

Table 26

Q.11 Please indicate the extent to which you think Boris Johnson agrees with each pair of opposing statements

Statement A: Gay marriage should be introduced

OR Statement B: Gay marriage should not be introduced

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
NET: Agree with Statements A	2997	1455	1543	345	486	599	538	460	570	919	844	607	628	780	767	734	448	268	448	1277	619	922	213	366	790	718	597	
	37%	37%	38%	36%	38%	39%	39%	38%	34%	42%	36%	36%	34%	38%	36%	36%	39%	38%	40%	38%	37%	39%	39%	35%	35%	39%	41%	
Strongly agree with Statement A	(+5)	1054	487	567	128	193	244	172	152	165	286	277	222	269	327	243	267	133	84	169	447	191	332	65	157	244	264	178
		13%	12%	14%	13%	15%	16%	13%	13%	10%	13%	12%	13%	15%	16%	11%	13%	11%	12%	15%	13%	11%	14%	12%	15%	11%	14%	12%
	(+4)	474	218	255	52	58	94	90	80	99	151	153	96	74	112	113	116	81	51	68	192	104	151	36	56	136	125	100
		6%	6%	6%	5%	5%	6%	7%	7%	6%	7%	7%	6%	4%	5%	5%	6%	7%	7%	6%	6%	6%	6%	6%	5%	6%	7%	7%
	(+3)	628	311	317	61	101	99	137	104	126	189	189	120	130	154	165	140	115	54	95	263	137	185	53	74	170	145	146
		8%	8%	8%	6%	8%	6%	10%	9%	7%	9%	8%	7%	7%	8%	8%	7%	10%	8%	8%	8%	8%	10%	7%	8%	8%	8%	10%
	(+2)	492	261	231	57	64	104	80	69	117	173	145	88	86	112	137	122	72	48	76	214	105	154	31	52	146	116	100
		6%	7%	6%	6%	5%	7%	6%	6%	7%	8%	6%	5%	5%	5%	6%	6%	6%	7%	7%	6%	6%	7%	6%	5%	6%	6%	7%
	(+1)	350	177	173	47	68	58	57	56	63	120	80	81	69	74	109	89	47	32	40	161	82	99	28	27	94	68	73
		4%	4%	4%	5%	5%	4%	4%	5%	4%	5%	3%	5%	4%	4%	5%	4%	4%	5%	4%	5%	5%	4%	5%	3%	4%	4%	5%
	(0)	1509	718	790	156	232	282	284	226	328	350	434	347	378	394	394	381	214	126	204	630	312	419	100	194	426	324	259
		19%	18%	19%	16%	18%	18%	21%	19%	19%	16%	19%	21%	20%	19%	19%	19%	18%	18%	18%	19%	19%	18%	18%	19%	19%	18%	18%
	(-1)	332	200	131	62	68	43	57	40	61	77	89	98	68	112	84	75	39	21	45	160	87	109	18	35	103	86	44
		4%	5%	3%	6%	5%	3%	4%	3%	4%	4%	4%	6%	4%	5%	4%	4%	3%	3%	4%	5%	5%	5%	3%	3%	5%	5%	3%
	(-2)	268	141	127	62	44	40	48	30	45	86	85	47	50	85	72	72	28	12	38	133	80	71	22	21	90	51	46
		3%	4%	3%	6%	3%	3%	3%	2%	3%	4%	4%	3%	3%	4%	3%	4%	2%	2%	3%	4%	5%	3%	4%	2%	4%	3%	3%
	(-3)	365	229	136	71	49	60	62	48	75	103	129	74	59	99	107	92	38	30	42	180	107	107	30	35	127	91	61
		5%	6%	3%	7%	4%	4%	5%	4%	4%	5%	6%	4%	3%	5%	5%	5%	3%	4%	4%	5%	6%	5%	5%	3%	6%	5%	4%
	(-4)	245	146	99	35	43	34	33	23	76	62	78	58	48	66	84	51	29	15	25	98	80	76	15	34	114	60	40
		3%	4%	2%	4%	3%	2%	2%	2%	4%	3%	3%	3%	3%	3%	4%	3%	2%	2%	2%	3%	5%	3%	3%	3%	5%	3%	3%
Strongly agree with Statement B	(-5)	423	218	205	31	72	93	66	58	103	97	113	85	128	124	109	95	58	37	49	177	75	151	30	56	119	102	71
		5%	6%	5%	3%	6%	6%	5%	5%	6%	4%	5%	7%	6%	6%	5%	5%	5%	5%	4%	5%	5%	6%	5%	5%	5%	6%	5%
NET: Agree with Statements B		1632	934	698	261	276	270	266	199	360	424	493	362	352	486	456	385	191	115	198	749	429	515	115	181	552	390	263
		20%	24%	17%	27%	21%	18%	19%	17%	20%	21%	21%	21%	19%	24%	21%	19%	16%	16%	18%	22%	26%	22%	21%	17%	24%	21%	18%

Boris Johnson Poll
ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 26

Q.11 Please indicate the extent to which you think Boris Johnson agrees with each pair of opposing statements

Statement A: Gay marriage should be introduced

OR Statement B: Gay marriage should not be introduced

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Don't know	1913	838	1075	204	295	379	281	322	432	481	564	375	493	387	508	521	308	189	280	722	299	487	124	291	498	406	350
	24%	21%	26%	21%	23%	25%	21%	27%	26%	22%	24%	22%	27%	19%	24%	26%	27%	27%	25%	21%	18%	21%	22%	28%	22%	22%	24%
Mean	0.87	0.68	1.06	0.65	0.87	1.09	0.97	1.08	0.56	1.05	0.80	0.79	0.81	0.83	0.69	0.92	1.07	1.04	1.18	0.80	0.60	0.86	0.83	1.04	0.54	0.94	1.04
Standard deviation	3.03	3.05	3.00	2.99	3.08	3.12	2.93	2.95	3.05	2.97	3.03	3.00	3.14	3.13	3.01	3.00	2.95	3.00	2.98	3.02	3.00	3.12	3.02	3.14	3.05	3.11	2.97
Standard error	0.04	0.06	0.05	0.13	0.10	0.09	0.08	0.09	0.08	0.07	0.07	0.09	0.08	0.08	0.08	0.08	0.10	0.13	0.10	0.06	0.08	0.08	0.15	0.11	0.07	0.09	0.09

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 27

Q.11 Please indicate the extent to which you think Boris Johnson agrees with each pair of opposing statements

Statement A: Britain should take a tougher approach to controlling immigration

OR Statement B: Britain should have a more open-door approach to immigration

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
NET: Agree with Statements A	4265	2189	2076	408	587	808	762	715	986	1177	1191	914	983	1070	1134	1052	632	377	576	1743	996	1153	288	583	1361	899	791	
	53%	55%	51%	42%	46%	53%	56%	59%	58%	54%	51%	54%	53%	52%	53%	52%	54%	54%	51%	52%	60%	49%	52%	56%	60%	49%	54%	
Strongly agree with Statement A	(+5)	1668	794	875	118	226	343	313	297	371	362	430	382	494	406	448	433	230	152	218	647	371	417	80	303	564	350	263
		21%	20%	21%	12%	18%	22%	23%	25%	22%	17%	18%	23%	27%	20%	21%	21%	20%	22%	19%	19%	22%	18%	15%	29%	25%	19%	18%
	(+4)	722	374	348	66	80	134	142	126	175	205	188	177	152	162	208	172	120	60	111	299	180	212	52	78	222	177	144
		9%	9%	8%	7%	6%	9%	10%	10%	10%	9%	8%	10%	8%	8%	10%	9%	10%	9%	10%	9%	11%	9%	9%	8%	10%	10%	10%
	(+3)	809	440	369	66	126	162	136	129	191	250	271	138	150	208	219	192	119	72	118	330	203	220	80	92	249	152	184
		10%	11%	9%	7%	10%	11%	10%	11%	11%	12%	12%	8%	8%	10%	10%	9%	10%	10%	10%	10%	12%	9%	14%	9%	11%	8%	13%
	(+2)	693	379	314	107	95	116	120	107	148	228	191	154	120	190	165	169	106	63	77	320	161	190	45	74	220	139	136
		9%	10%	8%	11%	7%	8%	9%	9%	10%	10%	8%	9%	6%	9%	8%	8%	9%	9%	7%	9%	10%	8%	8%	7%	10%	8%	9%
	(+1)	373	203	170	51	60	52	50	57	102	111	63	68	105	95	86	57	30	52	146	81	114	32	37	106	80	64	
		5%	5%	4%	5%	5%	3%	4%	5%	6%	6%	5%	4%	4%	5%	4%	4%	5%	4%	5%	4%	5%	6%	4%	5%	4%	4%	
	(0)	1044	476	569	117	184	188	189	143	223	297	257	234	300	285	225	148	86	124	441	182	324	65	125	264	253	191	
		13%	12%	14%	12%	14%	12%	14%	12%	13%	12%	13%	15%	13%	15%	13%	11%	13%	12%	11%	13%	11%	14%	12%	12%	12%	14%	13%
	(-1)	270	151	120	62	59	34	34	37	44	79	83	60	49	80	62	67	40	22	40	136	62	87	24	25	66	73	54
		3%	4%	3%	6%	5%	2%	3%	3%	4%	4%	4%	4%	3%	4%	3%	3%	3%	3%	4%	4%	4%	4%	4%	2%	3%	4%	4%
	(-2)	274	157	117	65	55	43	40	22	50	91	99	42	42	74	65	84	25	25	36	149	68	104	31	17	64	76	56
		3%	4%	3%	7%	4%	3%	3%	2%	3%	4%	4%	2%	2%	4%	3%	4%	2%	4%	3%	4%	4%	4%	6%	2%	3%	4%	4%
	(-3)	348	195	152	68	63	50	64	29	73	117	109	57	65	104	100	91	33	19	60	157	91	109	32	43	122	81	73
		4%	5%	4%	7%	5%	3%	5%	2%	4%	5%	5%	3%	4%	5%	5%	5%	3%	3%	5%	5%	5%	5%	6%	4%	5%	4%	5%
	(-4)	192	107	85	37	31	44	21	23	35	53	64	29	46	69	45	43	25	10	28	87	43	66	19	22	48	62	27
		2%	3%	2%	4%	2%	3%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	1%	2%	3%	3%	3%	3%	2%	2%	3%	2%
Strongly agree with Statement B	(-5)	292	156	136	23	65	58	52	47	46	67	83	64	78	80	71	77	38	25	36	130	44	137	13	40	70	92	32
		4%	4%	3%	2%	5%	4%	4%	4%	3%	4%	4%	4%	4%	4%	3%	4%	3%	4%	3%	4%	3%	6%	2%	4%	3%	5%	2%
NET: Agree with Statements B		1375	766	609	255	273	229	211	158	249	408	437	252	279	407	342	362	162	102	200	659	308	504	118	146	370	383	243
		17%	19%	15%	26%	21%	15%	15%	13%	15%	19%	19%	15%	15%	20%	16%	18%	14%	15%	18%	20%	19%	21%	21%	14%	16%	21%	17%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 27

Q.11 Please indicate the extent to which you think Boris Johnson agrees with each pair of opposing statements

Statement A: Britain should take a tougher approach to controlling immigration

OR Statement B: Britain should have a more open-door approach to immigration

Base: All respondents

	Gender		Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Don't know	1366	515	852	186	245	305	207	192	232	332	411	269	355	268	364	381	219	134	230	535	173	363	81	177	270	302	245
	17%	13%	21%	19%	19%	20%	15%	16%	14%	15%	18%	16%	19%	13%	17%	19%	19%	19%	20%	16%	10%	15%	15%	17%	12%	16%	17%
Mean	1.69	1.60	1.80	0.84	1.22	1.87	1.88	2.11	1.91	1.53	1.52	1.87	1.96	1.44	1.78	1.70	1.88	1.90	1.68	1.51	1.83	1.27	1.38	2.12	1.95	1.37	1.73
Standard deviation	2.98	3.00	2.95	2.92	3.09	3.03	2.96	2.89	2.84	2.89	2.99	2.92	3.10	3.02	2.96	3.04	2.86	2.90	3.02	3.00	2.92	3.14	2.89	3.05	2.94	3.14	2.81
Standard error	0.04	0.05	0.05	0.12	0.10	0.09	0.08	0.09	0.07	0.06	0.07	0.09	0.08	0.07	0.07	0.07	0.09	0.12	0.10	0.06	0.07	0.07	0.13	0.10	0.06	0.09	0.08

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 28

Q.12 From what you know or have heard, what kind of job do you think Boris Johnson is doing as Mayor of London?

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
NET: Good	5318	2723	2595	601	756	989	900	818	1254	1531	1584	1103	1100	1387	1465	1236	808	421	720	2270	1441	1289	382	793	1921	1018	936
	66%	69%	63%	62%	59%	65%	66%	68%	74%	70%	68%	65%	59%	68%	69%	61%	70%	60%	64%	67%	87%	55%	69%	77%	85%	55%	64%
Very good	(+2) 2179	1100	1079	138	268	376	376	377	645	653	629	433	464	561	645	475	350	148	257	863	780	392	124	376	1038	306	340
	27%	28%	26%	14%	21%	25%	27%	31%	38%	30%	27%	26%	25%	27%	30%	24%	30%	21%	23%	26%	47%	17%	23%	36%	46%	17%	23%
Fairly good	(+1) 3138	1622	1516	462	487	613	524	442	610	878	955	670	636	826	821	761	458	273	463	1407	661	897	258	417	883	713	596
	39%	41%	37%	48%	38%	40%	38%	37%	36%	40%	41%	40%	34%	40%	39%	38%	39%	39%	41%	42%	40%	38%	47%	40%	39%	39%	41%
Neither good nor bad	(0) 1456	649	807	169	265	282	267	213	261	356	371	354	375	393	333	414	193	122	206	609	145	550	106	148	214	451	299
	18%	16%	20%	18%	21%	18%	19%	18%	15%	16%	16%	21%	20%	19%	16%	21%	17%	17%	18%	18%	9%	23%	19%	14%	9%	25%	20%
Fairly bad	(-1) 329	200	129	37	60	69	45	54	63	102	106	60	60	99	84	79	25	41	60	132	10	195	21	17	17	134	81
	4%	5%	3%	4%	5%	5%	3%	4%	4%	5%	5%	4%	3%	5%	4%	4%	2%	6%	5%	4%	1%	8%	4%	2%	1%	7%	5%
Very bad	(-2) 220	135	86	19	36	43	50	36	37	56	75	45	45	78	36	50	26	31	44	83	8	115	7	17	16	86	46
	3%	3%	2%	2%	3%	3%	4%	3%	2%	3%	3%	3%	2%	4%	2%	2%	4%	4%	4%	2%	*	5%	1%	2%	1%	5%	3%
NET: Bad	549	334	215	56	95	112	96	90	100	158	180	105	105	177	120	129	51	72	104	215	18	309	28	34	33	219	127
	7%	8%	5%	6%	7%	7%	7%	7%	6%	7%	8%	6%	6%	9%	6%	6%	4%	10%	9%	6%	1%	13%	5%	3%	1%	12%	9%
Don't know	728	240	489	140	173	148	107	86	75	128	200	129	272	88	207	240	109	84	101	285	54	195	35	57	97	149	107
	9%	6%	12%	15%	13%	10%	8%	7%	4%	6%	9%	8%	15%	4%	10%	12%	9%	12%	9%	8%	3%	8%	6%	6%	4%	8%	7%
Mean	0.92	0.91	0.93	0.80	0.80	0.88	0.90	0.95	1.09	0.96	0.92	0.89	0.90	0.86	1.02	0.86	1.03	0.76	0.80	0.92	1.37	0.59	0.91	1.15	1.34	0.60	0.81
Standard deviation	0.97	1.00	0.93	0.85	0.97	0.97	1.00	1.00	0.96	0.97	0.99	0.95	0.96	1.02	0.92	0.95	0.91	1.05	1.02	0.94	0.72	1.05	0.85	0.86	0.75	1.03	0.99
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	0.02	0.02	0.02	0.03	0.04	0.03	0.02	0.02	0.02	0.04	0.03	0.02	0.03	0.03

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 29

Q.13 Here are some things people have said about Boris Johnson. Please could you say whether you agree or disagree with each statement.

Being Mayor of London is mainly about generating publicity for the city rather than running anything

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
NET: Agree	3401	1731	1670	405	513	589	577	539	777	925	986	743	746	813	910	893	461	324	486	1441	650	1138	266	458	920	909	668	
	42%	44%	41%	42%	40%	39%	42%	45%	46%	43%	42%	44%	40%	40%	43%	44%	40%	46%	43%	43%	39%	49%	48%	44%	41%	49%	45%	
Strongly agree	(+2)	862	434	428	77	130	160	141	156	197	250	210	177	226	222	230	223	106	82	131	338	150	310	55	131	219	259	164
		11%	11%	10%	8%	10%	10%	10%	13%	12%	11%	9%	10%	12%	11%	11%	11%	9%	12%	12%	10%	9%	13%	10%	13%	10%	14%	11%
Somewhat agree	(+1)	2539	1297	1242	328	383	429	436	383	579	676	776	566	520	591	680	670	356	242	355	1103	499	829	211	327	701	650	504
		32%	33%	30%	34%	30%	28%	32%	32%	34%	31%	33%	33%	28%	29%	32%	33%	31%	35%	31%	33%	30%	35%	38%	32%	31%	35%	34%
Neither agree nor disagree	(0)	1886	823	1062	239	333	412	344	238	321	469	526	410	482	468	489	489	275	164	276	796	372	535	128	208	480	417	344
		23%	21%	26%	25%	26%	27%	25%	20%	19%	22%	23%	24%	26%	23%	23%	24%	24%	23%	24%	24%	22%	23%	23%	20%	21%	23%	23%
Somewhat disagree	(-1)	1256	691	565	121	171	232	225	206	301	418	394	216	228	346	330	295	188	98	177	533	345	293	89	199	450	217	246
		16%	18%	14%	12%	13%	15%	16%	17%	18%	19%	17%	13%	12%	17%	16%	15%	16%	14%	16%	16%	21%	13%	16%	19%	20%	12%	17%
Strongly disagree	(-2)	793	480	313	50	84	144	126	153	236	243	221	165	164	276	201	147	124	45	92	293	222	216	39	123	327	173	116
		10%	12%	8%	5%	7%	9%	9%	13%	14%	11%	9%	10%	9%	14%	9%	7%	11%	6%	8%	9%	13%	9%	7%	12%	14%	9%	8%
NET: Disagree		2049	1171	878	171	255	376	351	359	537	661	615	381	392	623	531	442	312	142	269	826	567	509	128	322	777	391	362
		25%	30%	21%	18%	20%	25%	26%	30%	32%	30%	26%	23%	21%	30%	25%	22%	27%	20%	24%	24%	34%	22%	23%	31%	34%	21%	25%
Don't know		715	220	495	152	187	153	97	70	56	118	207	157	232	143	195	196	112	69	99	315	70	160	29	44	88	120	96
		9%	6%	12%	16%	15%	10%	7%	6%	3%	5%	9%	9%	13%	7%	9%	10%	10%	10%	9%	9%	4%	7%	5%	4%	4%	7%	7%
Mean		0.19	0.14	0.25	0.32	0.28	0.17	0.19	0.16	0.12	0.13	0.17	0.24	0.26	0.07	0.21	0.29	0.13	0.35	0.25	0.22	0.01	0.33	0.29	0.14	0.02	0.35	0.26
Standard deviation		1.18	1.22	1.12	1.04	1.10	1.16	1.15	1.26	1.26	1.21	1.15	1.16	1.17	1.24	1.17	1.12	1.17	1.11	1.15	1.15	1.21	1.17	1.10	1.24	1.24	1.18	1.14
Standard error		0.01	0.02	0.02	0.04	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.05	0.04	0.02	0.03	0.03	0.05	0.04	0.03	0.03	0.03

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 30

Q.13 Here are some things people have said about Boris Johnson. Please could you say whether you agree or disagree with each statement.

Being Mayor of London is a serious job and Boris Johnson has shown he is capable of taking on real responsibility

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
NET: Agree	4614	2364	2251	521	626	856	771	708	1132	1331	1366	949	969	1238	1237	1102	703	334	600	1902	1295	1089	326	715	1747	833	806	
	57%	60%	55%	54%	49%	56%	56%	59%	67%	61%	58%	56%	52%	61%	58%	55%	61%	48%	53%	56%	78%	46%	59%	69%	77%	45%	55%	
Strongly agree	(+2)	1843	987	857	152	236	348	284	308	516	559	508	367	410	539	508	395	289	113	214	738	609	328	123	343	844	257	297
		23%	25%	21%	16%	18%	23%	21%	25%	31%	26%	22%	22%	22%	26%	24%	20%	25%	16%	19%	22%	37%	14%	22%	33%	37%	14%	20%
Somewhat agree	(+1)	2771	1377	1394	368	391	508	488	400	616	773	858	582	558	699	729	707	414	222	386	1164	686	760	204	371	903	576	508
		34%	35%	34%	38%	30%	33%	36%	33%	36%	37%	34%	30%	34%	34%	35%	36%	32%	34%	34%	41%	32%	37%	36%	40%	31%	35%	
Neither agree nor disagree	(0)	1582	712	869	190	291	302	300	230	269	375	435	362	410	386	418	416	210	152	241	700	228	514	116	169	305	446	293
		20%	18%	21%	20%	23%	20%	22%	19%	16%	17%	19%	21%	22%	19%	20%	21%	18%	22%	21%	14%	22%	21%	16%	13%	24%	20%	
Somewhat disagree	(-1)	662	359	302	74	126	125	110	96	132	207	193	120	141	161	175	165	90	72	97	276	60	302	63	60	96	223	160
		8%	9%	7%	8%	10%	8%	8%	8%	8%	10%	8%	7%	8%	8%	8%	8%	10%	9%	8%	4%	13%	11%	6%	4%	12%	11%	
Strongly disagree	(-2)	550	327	223	50	74	105	101	110	109	154	145	130	121	151	119	145	64	70	109	214	23	295	19	52	44	225	125
		7%	8%	5%	5%	6%	7%	7%	9%	6%	7%	6%	8%	7%	7%	6%	7%	6%	10%	10%	6%	1%	13%	3%	5%	2%	12%	8%
NET: Disagree		1212	686	526	124	200	230	211	205	241	362	338	249	262	312	294	310	154	141	206	490	84	597	82	112	139	448	284
		15%	17%	13%	13%	16%	15%	15%	17%	14%	17%	14%	15%	14%	15%	14%	15%	13%	20%	18%	14%	5%	25%	15%	11%	6%	24%	19%
Don't know		643	183	460	132	171	141	87	64	49	106	196	131	210	110	175	193	95	71	83	287	53	143	26	36	74	111	87
		8%	5%	11%	14%	13%	9%	6%	5%	3%	5%	8%	8%	11%	5%	8%	10%	8%	10%	7%	8%	3%	6%	5%	3%	3%	6%	6%
Mean		0.63	0.62	0.65	0.60	0.53	0.63	0.58	0.61	0.79	0.66	0.65	0.60	0.61	0.68	0.68	0.57	0.73	0.38	0.48	0.63	1.12	0.24	0.66	0.90	1.10	0.24	0.50
Standard deviation		1.16	1.21	1.11	1.07	1.14	1.17	1.15	1.23	1.16	1.19	1.14	1.17	1.16	1.19	1.13	1.16	1.13	1.22	1.21	1.14	0.89	1.25	1.07	1.10	0.93	1.23	1.21
Standard error		0.01	0.02	0.02	0.04	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.03	0.03	0.03	0.03	0.03	0.05	0.04	0.02	0.02	0.03	0.05	0.03	0.02	0.03	0.03

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 31

Q.13 Here are some things people have said about Boris Johnson. Please could you say whether you agree or disagree with each statement.

Boris Johnson might be popular in London, but he wouldn't go down as well outside the South East of England

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
NET: Agree	3663	2001	1662	404	483	592	610	650	924	1123	1042	750	749	921	974	930	474	365	539	1475	680	1327	273	472	963	1063	769	
	46%	51%	40%	42%	37%	39%	45%	54%	55%	52%	45%	44%	40%	45%	46%	46%	41%	52%	48%	44%	41%	57%	50%	46%	43%	58%	52%	
Strongly agree	(+2)	1270	699	571	87	174	223	225	250	311	422	310	256	282	314	297	344	148	167	221	446	127	589	95	151	210	446	312
		16%	18%	14%	9%	13%	15%	16%	21%	18%	19%	13%	15%	15%	15%	14%	17%	13%	24%	20%	13%	8%	25%	17%	15%	9%	24%	21%
Somewhat agree	(+1)	2394	1303	1091	317	309	369	385	400	613	701	732	494	467	607	676	586	326	198	318	1030	553	738	178	321	754	617	457
		30%	33%	27%	33%	24%	24%	28%	33%	36%	32%	31%	29%	25%	30%	32%	29%	28%	28%	28%	30%	33%	31%	32%	31%	33%	34%	31%
Neither agree nor disagree	(0)	1617	696	922	198	293	360	302	196	267	368	464	358	427	444	419	396	223	134	227	721	336	443	96	183	446	339	229
		20%	18%	22%	21%	23%	24%	22%	16%	16%	17%	20%	21%	23%	22%	20%	20%	19%	19%	20%	21%	20%	19%	17%	18%	20%	18%	16%
Somewhat disagree	(-1)	1104	580	524	106	152	217	216	160	253	317	345	213	229	272	274	283	199	76	150	480	315	229	87	182	406	166	222
		14%	15%	13%	11%	12%	14%	16%	13%	15%	15%	13%	12%	12%	13%	13%	14%	17%	11%	13%	14%	19%	10%	16%	18%	18%	9%	15%
Strongly disagree	(-2)	629	340	290	60	111	139	96	92	131	170	180	131	149	171	184	135	103	36	70	276	201	114	49	108	277	90	100
		8%	9%	7%	6%	9%	9%	7%	8%	8%	8%	8%	8%	8%	8%	9%	7%	9%	5%	6%	8%	12%	5%	9%	10%	12%	5%	7%
NET: Disagree		1733	920	813	166	264	356	312	252	384	487	524	344	378	444	458	418	302	112	220	757	516	343	137	290	684	256	322
		22%	23%	20%	17%	20%	23%	23%	21%	23%	22%	22%	20%	20%	22%	22%	21%	26%	16%	19%	22%	31%	15%	25%	28%	30%	14%	22%
Don't know		1037	328	708	197	249	221	145	109	115	196	305	238	298	237	274	276	161	88	144	426	127	230	46	87	173	179	149
		13%	8%	17%	20%	19%	14%	11%	9%	7%	9%	13%	14%	16%	12%	13%	14%	14%	13%	13%	13%	8%	10%	8%	8%	8%	10%	10%
Mean		0.37	0.40	0.33	0.34	0.27	0.24	0.35	0.51	0.46	0.45	0.32	0.37	0.32	0.34	0.34	0.41	0.22	0.63	0.48	0.30	0.06	0.69	0.36	0.24	0.10	0.70	0.50
Standard deviation		1.20	1.23	1.17	1.09	1.21	1.22	1.19	1.22	1.21	1.23	1.18	1.19	1.21	1.20	1.20	1.19	1.22	1.18	1.19	1.18	1.19	1.15	1.24	1.25	1.21	1.13	1.23
Standard error		0.01	0.02	0.02	0.05	0.04	0.03	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.04	0.05	0.04	0.02	0.03	0.03	0.05	0.04	0.03	0.03	0.03	0.03

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 32

Q.13 Here are some things people have said about Boris Johnson. Please could you say whether you agree or disagree with each statement.

Boris Johnson would be capable of running the country as Prime Minister

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
NET: Agree	2836	1569	1267	347	449	573	441	398	627	813	841	606	575	800	799	639	419	180	362	1278	862	595	190	490	1171	444	455	
	35%	40%	31%	36%	35%	37%	32%	33%	37%	37%	36%	36%	31%	39%	38%	32%	36%	26%	32%	38%	52%	25%	34%	47%	52%	24%	31%	
Strongly agree	(+2)	1032	587	445	109	178	219	148	151	227	292	279	235	226	312	291	199	168	62	113	481	317	205	65	210	462	141	156
		13%	15%	11%	11%	14%	14%	11%	12%	13%	12%	14%	12%	15%	14%	10%	14%	9%	10%	14%	19%	9%	12%	20%	20%	8%	11%	
Somewhat agree	(+1)	1804	982	822	238	270	355	293	248	400	522	563	371	348	488	508	440	251	118	249	797	544	390	125	280	709	303	299
		22%	25%	20%	25%	21%	23%	21%	21%	24%	24%	22%	19%	24%	24%	22%	22%	17%	22%	24%	33%	17%	23%	27%	31%	16%	20%	
Neither agree nor disagree	(0)	1504	678	826	202	258	307	294	183	259	363	411	332	398	401	391	370	215	126	223	658	302	455	106	147	387	367	223
		19%	17%	20%	21%	20%	20%	21%	15%	15%	17%	18%	20%	21%	20%	18%	18%	19%	18%	20%	19%	18%	19%	19%	14%	17%	20%	15%
Somewhat disagree	(-1)	1153	571	582	131	192	207	188	180	254	337	352	241	223	273	310	300	156	114	171	473	223	357	88	148	316	300	243
		14%	14%	14%	14%	15%	14%	14%	15%	15%	16%	15%	14%	12%	13%	15%	15%	13%	16%	15%	14%	13%	15%	16%	14%	14%	16%	17%
Strongly disagree	(-2)	1673	863	810	121	193	278	311	336	434	479	472	345	377	382	388	464	235	204	271	605	164	740	122	176	240	573	406
		21%	22%	20%	13%	15%	18%	23%	28%	26%	22%	20%	20%	20%	19%	18%	23%	20%	29%	24%	18%	10%	32%	22%	17%	11%	31%	28%
NET: Disagree		2826	1434	1392	253	385	485	500	516	688	816	824	586	600	655	698	765	391	317	442	1078	387	1097	211	324	556	873	649
		35%	36%	34%	26%	30%	32%	37%	43%	41%	38%	35%	35%	32%	32%	33%	38%	34%	45%	39%	32%	23%	47%	38%	31%	25%	48%	44%
Don't know		885	264	621	165	196	164	134	110	116	181	259	166	279	191	236	247	136	76	104	365	109	196	45	71	151	154	143
		11%	7%	15%	17%	15%	11%	10%	9%	7%	8%	11%	10%	15%	9%	11%	12%	12%	11%	9%	11%	7%	8%	8%	7%	7%	8%	10%
Mean		-0.09	-0.04	-0.14	0.10	0.04	0.02	-0.18	-0.28	-0.17	-0.10	-0.08	-0.06	-0.11	0.04	*	-0.22	-0.04	-0.45	-0.23	0.03	0.41	-0.48	-0.16	0.21	0.40	-0.51	-0.34
Standard deviation		1.38	1.41	1.35	1.27	1.34	1.37	1.36	1.44	1.44	1.40	1.37	1.39	1.37	1.38	1.37	1.37	1.40	1.37	1.36	1.36	1.25	1.37	1.37	1.42	1.29	1.34	1.41
Standard error		0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.06	0.04	0.03	0.03	0.03	0.06	0.04	0.03	0.04	0.04	0.04

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 33

Q.13 Here are some things people have said about Boris Johnson. Please could you say whether you agree or disagree with each statement.

Boris Johnson would change Britain for the better, if he became Prime Minister

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
NET: Agree	2562	1378	1184	358	404	518	413	349	520	732	765	556	507	708	734	562	393	165	329	1178	744	572	174	443	1021	436	388	
	32%	35%	29%	37%	31%	34%	30%	29%	31%	34%	33%	33%	27%	35%	35%	28%	34%	24%	29%	35%	45%	24%	32%	43%	45%	24%	26%	
Strongly agree	(+2)	871	471	400	101	172	187	128	130	153	223	252	207	189	260	245	178	137	51	103	406	246	181	48	187	358	132	125
		11%	12%	10%	10%	13%	12%	9%	11%	9%	10%	11%	12%	10%	13%	12%	9%	12%	7%	9%	12%	15%	8%	9%	18%	16%	7%	9%
Somewhat agree	(+1)	1690	907	783	257	232	330	285	219	367	510	513	349	318	448	489	383	257	113	227	773	499	390	126	257	663	303	263
		21%	23%	19%	27%	18%	22%	21%	18%	22%	23%	22%	21%	17%	22%	23%	19%	22%	16%	20%	23%	30%	17%	23%	25%	29%	17%	18%
Neither agree nor disagree	(0)	1987	926	1061	223	330	383	370	266	416	564	430	477	523	499	533	256	176	281	859	486	546	133	211	618	416	329	
		25%	23%	26%	23%	26%	25%	27%	22%	25%	24%	24%	25%	26%	23%	26%	22%	25%	25%	25%	29%	23%	24%	20%	22%	27%	23%	22%
Somewhat disagree	(-1)	995	520	475	121	154	161	155	168	236	270	306	209	209	248	257	259	147	84	137	404	185	328	76	128	262	268	197
		12%	13%	12%	13%	12%	11%	11%	14%	14%	12%	13%	12%	11%	12%	12%	13%	13%	12%	12%	12%	11%	14%	14%	12%	12%	15%	13%
Strongly disagree	(-2)	1474	785	688	88	177	260	271	304	374	444	402	290	338	340	336	394	210	195	244	518	111	680	112	155	177	549	379
		18%	20%	17%	9%	14%	17%	20%	25%	22%	20%	17%	17%	18%	17%	16%	20%	18%	28%	22%	15%	7%	29%	20%	15%	8%	30%	26%
NET: Disagree		2469	1306	1163	209	331	421	426	472	610	714	708	500	547	588	593	653	357	279	381	922	296	1008	188	282	439	817	576
		31%	33%	28%	22%	26%	28%	31%	39%	36%	33%	30%	30%	30%	29%	28%	32%	31%	40%	34%	27%	18%	43%	34%	27%	19%	44%	39%
Don't know		1034	335	698	176	223	208	161	121	145	211	298	205	320	227	299	273	155	80	138	419	132	217	56	95	188	169	175
		13%	8%	17%	18%	17%	14%	12%	10%	9%	10%	13%	12%	17%	11%	14%	13%	13%	11%	12%	12%	8%	9%	10%	9%	8%	9%	12%
Mean		-0.07	-0.07	-0.08	0.20	0.06	0.02	-0.13	-0.27	-0.20	-0.10	-0.05	-0.02	-0.12	0.02	0.03	-0.18	-0.04	-0.42	-0.19	0.05	0.38	-0.44	-0.16	0.21	0.37	-0.48	-0.34
Standard deviation		1.31	1.34	1.28	1.18	1.29	1.31	1.29	1.37	1.31	1.32	1.30	1.31	1.31	1.30	1.30	1.28	1.33	1.32	1.32	1.28	1.11	1.33	1.30	1.35	1.16	1.32	1.34
Standard error		0.02	0.02	0.02	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.04	0.05	0.04	0.02	0.03	0.03	0.06	0.04	0.02	0.03	0.04	

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 34
Gender
Base: All respondents

	Gender		Age							SEG				Region					Employment Sector		Vote Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
Male	3945	3945	-	415	530	737	651	598	1014	1203	1106	861	776	1028	1066	950	553	350	507	1852	936	1170	277	618	1316	909	711	
	49%	100%	-	43%	41%	48%	48%	50%	60%	55%	47%	51%	42%	50%	50%	47%	48%	50%	45%	55%	56%	50%	50%	60%	58%	49%	48%	
Female	4106	-	4106	551	758	793	718	610	676	971	1229	830	1076	1018	1059	1070	608	349	623	1526	723	1173	274	414	950	928	758	
	51%	-	100%	57%	59%	52%	52%	50%	40%	45%	53%	49%	58%	50%	50%	53%	52%	50%	55%	45%	44%	50%	50%	40%	42%	51%	52%	

Boris Johnson Poll

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Absolutes/col percents

Table 35

Age**Base: All respondents**

	Gender			Age						SEG				Region					Employment Sector		Vote Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
18-24	966	415	551	966	-	-	-	-	-	214	374	196	183	307	270	247	89	53	88	489	212	299	55	45	185	180	101	
	12%	11%	13%	100%	-	-	-	-	-	10%	16%	12%	10%	15%	13%	12%	8%	8%	8%	14%	13%	10%	4%	8%	10%	7%		
25-34	1288	530	758	-	1288	-	-	-	-	320	415	297	256	390	322	304	170	102	242	754	205	430	111	61	208	295	213	
	16%	13%	18%	-	100%	-	-	-	-	15%	18%	18%	14%	19%	15%	15%	15%	15%	21%	22%	12%	18%	20%	6%	9%	16%	15%	
35-44	1530	737	793	-	-	1530	-	-	-	367	436	373	353	391	407	370	220	142	302	884	269	507	106	158	356	408	278	
	19%	19%	19%	-	-	100%	-	-	-	17%	19%	22%	19%	19%	19%	18%	19%	20%	27%	26%	16%	22%	19%	15%	16%	22%	19%	
45-54	1369	651	718	-	-	-	1369	-	-	275	359	340	396	296	356	386	204	126	304	689	242	413	82	187	354	341	263	
	17%	17%	17%	-	-	-	100%	-	-	13%	15%	20%	21%	14%	17%	19%	18%	18%	27%	20%	15%	18%	15%	18%	16%	19%	18%	
55-64	1208	598	610	-	-	-	-	1208	-	359	305	221	323	271	304	332	198	103	154	403	242	332	72	234	385	288	263	
	15%	15%	15%	-	-	-	-	100%	-	16%	13%	13%	17%	13%	14%	16%	17%	15%	14%	12%	15%	14%	13%	23%	17%	16%	18%	
65+	1690	1014	676	-	-	-	-	-	1690	640	447	263	340	391	465	381	281	172	40	159	490	361	125	346	777	325	350	
	21%	26%	16%	-	-	-	-	-	100%	29%	19%	16%	18%	19%	22%	19%	24%	25%	4%	5%	30%	15%	23%	34%	34%	18%	24%	

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 36
SEG
Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Private	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
A	590 7%	336 9%	254 6%	74 8%	76 6%	95 6%	65 5%	80 7%	200 12%	590 27%	-	-	-	177 9%	151 7%	123 6%	76 7%	63 9%	72 6%	228 7%	154 9%	167 7%	58 11%	69 7%	217 10%	139 8%	120 8%	
B	1584 20%	867 22%	716 17%	139 14%	244 19%	272 18%	210 15%	278 23%	440 26%	1584 73%	-	-	-	428 21%	403 19%	403 20%	209 18%	141 20%	277 25%	625 19%	387 23%	456 19%	147 27%	178 17%	516 23%	347 19%	351 24%	
C1	2335 29%	1106 28%	1229 30%	374 39%	415 32%	436 29%	359 26%	305 25%	447 26%	-	2335 100%	-	-	625 31%	618 29%	550 27%	349 30%	192 27%	428 38%	1100 33%	548 33%	629 27%	154 28%	275 27%	703 31%	493 27%	452 31%	
C2	1691 21%	861 22%	830 20%	196 20%	297 23%	373 24%	340 25%	221 18%	263 16%	-	-	1691 100%	-	450 22%	428 20%	430 21%	246 21%	138 20%	215 19%	912 27%	334 20%	493 21%	101 18%	242 23%	450 20%	398 22%	261 18%	
D	900 11%	418 11%	482 12%	106 11%	140 11%	198 13%	203 15%	142 12%	111 7%	-	-	-	900 49%	153 7%	286 13%	242 12%	136 12%	83 12%	134 12%	496 15%	117 7%	291 12%	51 9%	130 13%	175 8%	231 13%	144 10%	
E	952 12%	358 9%	594 14%	77 8%	116 9%	155 10%	193 14%	181 15%	230 14%	-	-	-	952 51%	213 10%	238 11%	273 14%	145 12%	82 12%	4 *	17 1%	120 7%	307 13%	39 7%	138 13%	204 9%	228 12%	141 10%	

Boris Johnson Poll

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Absolutes/col percents

Table 37
Which one of these regions do you live in?
Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Scotland	699	350	349	53	102	142	126	103	172	203	192	138	166	-	-	-	-	699	133	254	73	178	36	38	96	194	92
	9%	9%	9%	6%	8%	9%	9%	9%	10%	9%	8%	8%	9%	-	-	-	-	100%	12%	8%	4%	8%	7%	4%	4%	11%	6%
North East	364	178	186	61	60	54	69	59	61	90	109	65	100	-	-	364	-	-	52	129	50	150	21	46	71	126	68
	5%	5%	5%	6%	5%	4%	5%	5%	4%	4%	5%	4%	5%	-	-	18%	-	-	5%	4%	3%	6%	4%	4%	3%	7%	5%
North West	946	452	494	113	137	169	171	174	182	257	237	200	252	-	-	946	-	-	116	398	160	356	47	114	226	279	184
	12%	11%	12%	12%	11%	11%	13%	14%	11%	12%	10%	12%	14%	-	-	47%	-	-	10%	12%	10%	15%	9%	11%	10%	15%	13%
Yorkshire & Humberside	710	320	390	74	107	146	145	99	139	178	205	164	162	-	-	710	-	-	103	293	126	216	31	104	178	171	132
	9%	8%	10%	8%	8%	10%	11%	8%	8%	8%	9%	10%	9%	-	-	35%	-	-	9%	9%	8%	9%	6%	10%	8%	9%	9%
West Midlands	745	366	379	90	141	153	111	107	143	197	208	152	187	-	745	-	-	-	105	321	158	237	42	92	241	166	111
	9%	9%	9%	9%	11%	10%	8%	9%	8%	9%	9%	9%	10%	-	35%	-	-	-	9%	9%	10%	10%	8%	9%	11%	9%	8%
East Midlands	626	322	303	62	84	111	124	91	154	153	160	149	165	-	626	-	-	-	67	266	146	164	45	109	213	131	117
	8%	8%	7%	6%	7%	7%	9%	7%	9%	7%	7%	9%	9%	-	29%	-	-	-	6%	8%	9%	7%	8%	11%	9%	7%	8%
Wales	427	198	229	32	83	73	84	71	83	90	125	104	108	-	-	-	427	-	83	151	55	170	31	41	79	143	71
	5%	5%	6%	3%	6%	5%	6%	6%	5%	4%	5%	6%	6%	-	-	-	37%	-	7%	4%	3%	7%	6%	4%	3%	8%	5%
East Of England	754	377	377	118	97	144	121	107	168	205	250	127	173	-	754	-	-	-	91	332	221	149	50	116	289	102	111
	9%	10%	9%	12%	8%	9%	9%	9%	10%	9%	11%	8%	9%	-	36%	-	-	-	8%	10%	13%	6%	9%	11%	13%	6%	8%
London	1013	538	475	191	216	226	130	101	150	320	335	205	153	1013	-	-	-	-	148	511	240	348	83	87	294	277	172
	13%	14%	12%	20%	17%	15%	10%	8%	9%	15%	14%	12%	8%	50%	-	-	-	-	13%	15%	14%	15%	15%	8%	13%	15%	12%
South East	1033	489	544	117	174	165	166	171	241	285	290	245	213	1033	-	-	-	-	119	448	282	218	80	166	356	142	208
	13%	12%	13%	12%	14%	11%	12%	14%	14%	13%	12%	14%	12%	50%	-	-	-	-	11%	13%	17%	9%	14%	16%	16%	8%	14%
South West	734	355	379	57	87	147	120	126	197	195	224	142	173	-	-	-	734	-	113	276	148	158	86	119	224	105	204
	9%	9%	9%	6%	7%	10%	9%	10%	12%	9%	10%	8%	9%	-	-	-	63%	-	10%	8%	9%	7%	16%	12%	10%	6%	14%

Boris Johnson Poll

ONLINE Fieldwork : 26th April-6th May 2013

Absolutes/col percents

Table 38

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

Base: All respondents

	Gender		Age							SEG				Region					Employment Sector		Vote Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
Yes	4992	2511	2481	598	818	881	775	739	1181	1649	1467	1021	854	1399	1231	1253	669	439	775	2172	1114	1428	391	622	1505	1118	964	
		62%	64%	60%	62%	63%	58%	57%	61%	70%	76%	63%	60%	46%	68%	58%	62%	58%	63%	69%	64%	67%	61%	71%	60%	66%	61%	66%
No	3059	1435	1625	368	471	649	594	469	509	524	868	669	998	647	894	767	492	260	355	1206	545	915	160	410	761	719	506	
		38%	36%	40%	38%	37%	42%	43%	39%	30%	24%	37%	40%	54%	32%	42%	38%	42%	37%	31%	36%	33%	39%	29%	40%	34%	39%	34%

Boris Johnson Poll

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Absolutes/col percents

Table 39
Is the house or flat in which you live...?
Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Owned outright - without mortgage	2656	1456	1200	159	135	215	302	608	1236	968	757	493	439	590	741	649	446	230	261	689	714	619	218	457	1044	535	559
	33%	37%	29%	17%	11%	14%	22%	50%	73%	45%	32%	29%	24%	29%	35%	32%	38%	33%	23%	20%	43%	26%	40%	44%	46%	29%	38%
Owned with a mortgage or loan	2818	1300	1518	290	541	784	643	340	220	834	857	666	462	648	773	780	378	238	544	1551	588	829	201	320	770	673	527
	35%	33%	37%	30%	42%	51%	47%	28%	13%	38%	37%	39%	25%	32%	36%	39%	33%	34%	48%	46%	35%	35%	37%	31%	34%	37%	36%
Rented from the council	1047	466	580	135	205	224	235	130	118	96	208	242	501	300	225	283	116	122	134	370	78	439	35	116	140	322	141
	13%	12%	14%	14%	16%	15%	17%	11%	7%	4%	9%	14%	27%	15%	11%	14%	10%	18%	12%	11%	5%	19%	6%	11%	6%	18%	10%
Rented from a housing association	443	194	249	65	77	111	81	57	52	53	115	95	179	125	112	109	61	35	44	171	57	154	18	52	82	120	64
	5%	5%	6%	7%	6%	7%	6%	5%	3%	2%	5%	6%	10%	6%	5%	5%	5%	5%	4%	5%	3%	7%	3%	5%	4%	7%	4%
Rented from someone else	1013	487	526	284	312	190	100	69	60	208	375	180	250	364	252	185	149	63	142	565	215	283	75	83	216	177	166
	13%	12%	13%	29%	24%	12%	7%	6%	4%	10%	16%	11%	14%	18%	12%	9%	13%	9%	13%	17%	13%	12%	14%	8%	10%	10%	11%
Rent free	74	41	33	33	19	6	8	4	5	15	22	16	21	19	21	14	10	10	5	33	8	20	3	5	14	11	13
	1%	1%	1%	3%	1%	*	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	*	1%	1%	1%

Boris Johnson Poll

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Absolutes/col percents

Table 40
How many cars are there in your household?
Base: All respondents

	Gender		Age							SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Private	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
No cars in the household	1627	740	887	330	329	350	265	176	177	243	541	256	587	549	356	408	160	153	191	682	259	542	88	152	309	403	244
	20%	19%	22%	34%	26%	23%	19%	15%	10%	11%	23%	15%	32%	27%	17%	20%	14%	22%	17%	20%	16%	23%	16%	15%	14%	22%	17%
1	3334	1626	1709	211	510	623	541	551	898	860	941	708	826	782	890	868	482	312	443	1289	638	1005	221	469	914	835	648
	41%	41%	42%	22%	40%	41%	40%	46%	53%	40%	40%	42%	45%	38%	42%	43%	42%	45%	39%	38%	38%	43%	40%	45%	40%	45%	44%
2	2358	1211	1147	221	351	466	412	372	537	826	668	541	322	520	664	597	396	181	358	1050	571	621	185	336	806	476	456
	29%	31%	28%	23%	27%	30%	30%	31%	32%	38%	29%	32%	17%	25%	31%	30%	34%	26%	32%	31%	34%	27%	34%	33%	36%	26%	31%
3+	732	369	363	204	98	91	151	109	79	246	184	186	117	196	214	146	123	52	138	357	191	175	56	75	237	123	121
	9%	9%	9%	21%	8%	6%	11%	9%	5%	11%	8%	11%	6%	10%	10%	7%	11%	7%	12%	11%	12%	7%	10%	7%	10%	7%	8%

Boris Johnson Poll

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Absolutes/col percents

Table 41
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender		Age							SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
White	7286	3567	3720	739	1036	1374	1283	1185	1668	1958	2047	1562	1719	1653	1938	1915	1113	667	1005	2968	1533	1988	494	1015	2137	1584	1368
	91%	90%	91%	77%	80%	90%	94%	98%	99%	90%	88%	92%	93%	81%	91%	95%	96%	95%	89%	88%	92%	85%	90%	98%	94%	86%	93%
NET: BAME	674	333	342	211	227	140	72	12	12	185	263	115	112	354	164	90	40	27	108	377	114	331	49	10	114	235	92
	8%	8%	8%	22%	18%	9%	5%	1%	1%	8%	11%	7%	6%	17%	8%	4%	3%	4%	10%	11%	7%	14%	9%	1%	5%	13%	6%
Mixed	141	74	66	42	41	33	16	5	4	31	60	24	25	73	25	17	18	8	16	90	21	63	12	5	21	51	27
	2%	2%	2%	4%	3%	2%	1%	*	*	1%	3%	1%	1%	4%	1%	1%	2%	1%	1%	3%	1%	3%	2%	1%	1%	3%	2%
Asian	332	174	157	121	125	54	25	3	3	100	112	61	59	164	92	48	18	10	51	180	63	173	25	4	66	114	46
	4%	4%	4%	13%	10%	4%	2%	*	*	5%	5%	4%	3%	8%	4%	2%	2%	1%	5%	5%	4%	7%	4%	*	3%	6%	3%
Black	148	64	84	28	45	44	24	3	4	38	58	30	23	94	34	15	3	3	34	79	20	79	11	-	18	58	17
	2%	2%	2%	3%	3%	3%	2%	*	*	2%	2%	2%	1%	5%	2%	1%	*	*	3%	2%	1%	3%	2%	-	1%	3%	1%
Chinese	39	15	23	16	12	6	4	-	-	8	27	-	4	16	11	6	-	6	5	20	6	9	1	-	7	7	2
	*	*	1%	2%	1%	*	*	-	-	*	1%	-	*	1%	1%	*	-	1%	*	1%	*	*	*	-	*	*	*
Other ethnic group	16	4	11	4	4	4	3	1	-	8	5	*	2	8	2	5	1	-	2	8	3	7	1	1	2	5	1
	*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	*	*
Refused	90	46	44	16	26	15	13	10	10	31	25	13	20	39	23	15	8	5	17	34	12	24	7	8	14	19	9
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%

Boris Johnson Poll

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Absolutes/col percents

Table 42

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

Base: All respondents

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531	
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469	
Christian	4411	2154	2257	310	488	779	812	784	1237	1213	1219	935	1043	1045	1177	1187	608	395	591	1708	1074	1200	286	655	1527	1020	735	
	55%	55%	55%	32%	38%	51%	59%	65%	73%	56%	52%	55%	56%	51%	55%	59%	52%	57%	52%	51%	65%	51%	52%	64%	67%	55%	50%	
NET: Other	630	337	294	202	167	107	72	38	45	145	236	111	139	280	174	100	46	29	99	335	154	247	47	34	175	174	98	
	8%	9%	7%	21%	13%	7%	5%	3%	3%	7%	10%	7%	7%	14%	8%	5%	4%	4%	9%	10%	9%	11%	8%	3%	8%	9%	7%	
Muslim	277	171	107	154	78	23	17	1	3	53	120	50	54	123	102	41	4	6	38	176	94	131	16	3	89	97	27	
	3%	4%	3%	16%	6%	2%	1%	*	*	2%	5%	3%	3%	6%	5%	2%	*	1%	3%	5%	6%	6%	3%	*	4%	5%	2%	
Hindu	79	38	41	15	41	19	3	1	-	35	17	15	12	54	14	4	5	3	10	43	11	40	9	*	20	21	12	
	1%	1%	1%	2%	3%	1%	*	*	-	2%	1%	1%	1%	3%	1%	*	*	*	1%	1%	1%	2%	2%	*	1%	1%	1%	
Jewish	56	33	23	5	1	7	10	6	27	19	22	5	11	28	7	14	4	4	3	23	24	12	2	3	34	8	8	
	1%	1%	1%	1%	*	*	1%	*	2%	1%	1%	*	1%	1%	*	1%	*	1%	*	1%	1%	1%	*	*	1%	*	1%	
Sikh	14	7	7	2	5	3	4	-	-	1	5	4	3	1	8	3	1	-	6	6	1	8	2	1	2	5	2	
	*	*	*	*	*	*	*	-	-	*	*	*	*	*	*	*	*	-	1%	*	*	*	*	*	*	*	*	*
Buddhist	58	32	26	12	10	13	11	7	5	13	20	10	16	25	12	5	9	7	9	24	3	16	7	4	5	12	20	
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	*	*	1%	1%	
Other	146	55	90	13	31	42	27	23	11	24	52	27	43	49	31	33	24	9	33	64	20	40	11	23	25	32	29	
	2%	1%	2%	1%	2%	3%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	1%	3%	2%	1%	2%	2%	2%	1%	2%	2%	
None	2835	1363	1472	419	588	607	463	361	397	774	822	605	634	655	740	702	480	258	410	1265	403	849	206	334	529	602	610	
	35%	35%	36%	43%	46%	40%	34%	30%	23%	36%	35%	36%	34%	32%	35%	35%	41%	37%	36%	37%	24%	36%	37%	32%	23%	33%	42%	
Refused	174	92	83	35	45	37	21	24	11	41	58	40	36	66	34	31	27	16	31	70	28	47	13	8	35	42	27	
	2%	2%	2%	4%	4%	2%	2%	2%	1%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	2%	

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Absolutes/col percents

Table 43

Which of the following best describes your current working status?

Base: All respondents

	Gender		Age							SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	8051	3858	4193	722	1214	1448	1567	1333	1767	2487	2266	1309	1989	2120	2049	2038	1175	669	1065	3171	1697	2152	551	1114	2381	1595	1531
Weighted base	8051	3945	4106	966	1288	1530	1369	1208	1690	2174	2335	1691	1851	2046	2125	2020	1161	699	1130	3378	1659	2343	551	1032	2266	1837	1469
Working full time - working 30 hours per week or more	3542	2064	1478	441	855	994	796	385	73	963	1259	885	436	971	943	844	478	307	883	2659	761	1116	257	361	923	887	642
	44%	52%	36%	46%	66%	65%	58%	32%	4%	44%	54%	52%	24%	47%	44%	42%	41%	44%	78%	79%	46%	48%	47%	35%	41%	48%	44%
Working part time - working between 8 and 29 hours per week	966	296	671	137	142	192	197	172	126	239	269	242	216	256	238	247	145	80	247	719	191	290	59	107	250	223	183
	12%	7%	16%	14%	11%	13%	14%	14%	7%	11%	12%	14%	12%	12%	11%	12%	13%	11%	22%	21%	11%	12%	11%	10%	11%	12%	12%
Not working but seeking work or temporarily unemployed or sick	487	214	274	94	109	107	111	60	7	48	46	62	332	134	115	128	61	50	-	-	37	157	33	48	73	101	67
	6%	5%	7%	10%	8%	7%	8%	5%	*	2%	2%	4%	18%	7%	5%	6%	5%	7%	-	-	2%	7%	6%	5%	3%	5%	5%
Not working and not seeking work / Student	436	180	256	251	38	41	45	60	-	60	159	51	165	108	109	127	51	40	-	-	47	147	19	40	55	91	57
	5%	5%	6%	26%	3%	3%	3%	5%	-	3%	7%	3%	9%	5%	5%	6%	4%	6%	-	-	3%	6%	3%	4%	2%	5%	4%
Retired on a state pension only	413	143	270	-	-	-	2	80	331	36	44	53	281	97	111	105	74	26	-	-	91	103	21	94	153	100	71
	5%	4%	7%	-	-	-	*	7%	20%	2%	2%	3%	15%	5%	5%	5%	6%	4%	-	-	5%	4%	4%	9%	7%	5%	5%
Retired with a private pension	1533	990	543	-	-	3	35	356	1139	742	454	235	102	325	435	373	251	149	-	-	437	336	125	307	683	291	350
	19%	25%	13%	-	-	*	3%	29%	67%	34%	19%	14%	6%	16%	20%	18%	22%	21%	-	-	26%	14%	23%	30%	30%	16%	24%
House person, housewife, househusband, etc.	673	59	614	44	145	194	182	94	14	86	104	164	319	155	172	197	102	47	-	-	95	194	36	75	129	145	99
	8%	1%	15%	5%	11%	13%	13%	8%	1%	4%	4%	10%	17%	8%	8%	10%	9%	7%	-	-	6%	8%	7%	7%	6%	8%	7%

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Absolutes/col percents

Table 44

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	4236	2118	2118	410	898	1076	1087	562	203	1311	1431	832	662	1203	1082	1025	588	338	1065	3171	916	1223	300	467	1154	898	820	
Weighted base	4509	2360	2149	577	997	1185	993	557	199	1202	1528	1126	652	1226	1182	1091	623	387	1130	3378	951	1407	316	467	1173	1110	825	
NET: Public Sector	1130	507	623	88	242	302	304	154	40	349	428	215	139	267	263	271	196	133	1130	-	158	425	87	116	237	324	231	
	25%	21%	29%	15%	24%	25%	31%	28%	20%	29%	28%	19%	21%	22%	22%	25%	31%	34%	100%	-	17%	30%	27%	25%	20%	29%	28%	
Central government including all administrative departments and central government agencies such as the Bank of England	97	53	43	5	27	28	25	8	3	46	33	15	2	24	22	20	20	11	97	-	19	39	9	7	24	29	22	
	2%	2%	2%	1%	3%	2%	3%	1%	2%	4%	2%	1%	*	2%	2%	2%	3%	3%	9%	-	2%	3%	3%	1%	2%	3%	3%	
HM Forces	12	11	1	1	3	5	3	-	-	3	3	5	2	2	3	1	3	3	12	-	1	1	-	4	2	3	-	
	*	*	*	*	*	*	*	-	-	*	*	*	*	*	*	*	1%	1%	1%	-	*	*	-	1%	*	*	-	-
National Health Service	237	81	155	33	58	55	54	26	11	51	93	60	33	39	75	66	42	15	237	-	27	97	17	18	44	55	42	
	5%	3%	7%	6%	6%	5%	5%	5%	5%	4%	6%	5%	5%	3%	6%	6%	7%	4%	21%	-	3%	7%	5%	4%	4%	5%	5%	
Universities and Academies funded by government	104	39	65	6	28	32	21	10	8	42	45	10	7	26	18	17	30	13	104	-	16	35	9	8	17	26	38	
	2%	2%	3%	1%	3%	3%	2%	2%	4%	4%	3%	1%	1%	2%	2%	2%	5%	3%	9%	-	2%	2%	3%	2%	1%	2%	5%	
Courts service	8	4	4	2	-	3	3	-	1	1	5	3	-	4	1	1	2	-	8	-	3	1	2	-	2	-	3	
	*	*	*	*	-	*	*	-	*	*	*	*	-	*	*	*	*	-	1%	-	*	*	1%	-	*	-	*	
Local government administration	133	60	73	8	27	47	33	17	2	35	86	8	4	31	29	28	27	18	133	-	20	51	12	13	26	47	26	
	3%	3%	3%	1%	3%	4%	3%	3%	1%	3%	6%	1%	1%	3%	2%	3%	4%	5%	12%	-	2%	4%	4%	3%	2%	4%	3%	
Police service	28	18	9	1	2	7	15	2	-	3	20	4	1	6	3	11	2	5	28	-	4	5	1	7	7	6	4	
	1%	1%	*	*	*	1%	2%	*	-	*	1%	*	*	*	*	1%	*	1%	2%	-	*	*	*	2%	1%	1%	*	
Public sector housing	46	29	17	3	20	8	10	4	-	11	15	13	7	15	11	10	6	3	46	-	6	23	5	7	8	21	7	
	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	4%	-	1%	2%	2%	2%	1%	2%	1%	
Teaching employed by local education authority including voluntary aided schools and foundation schools	166	44	122	5	35	39	50	32	5	92	47	16	10	49	38	47	21	12	166	-	22	60	11	19	40	52	31	
	4%	2%	6%	1%	4%	3%	5%	6%	3%	8%	3%	1%	2%	4%	3%	4%	3%	3%	15%	-	2%	4%	3%	4%	3%	5%	4%	

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Absolutes/col percents

Table 44

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age						SEG				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	4509	2360	2149	577	997	1185	993	557	199	1202	1528	1126	652	1226	1182	1091	623	387	1130	3378	951	1407	316	467	1173	1110	825
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	43	39	3	4	6	9	20	3	1	6	9	11	17	11	11	12	6	3	43	-	9	18	2	5	10	17	4
	1%	2%	*	1%	1%	1%	2%	*	*	*	1%	1%	3%	1%	1%	1%	1%	1%	4%	-	1%	1%	1%	1%	1%	2%	1%
Bradford and Bingley or Northern Rock Building societies	1	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1
	*	*	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-	*
Other public sector occupation (please specify as much detail as possible)	256	126	130	20	35	70	69	52	10	60	71	70	56	60	53	57	36	50	256	-	31	95	19	28	58	67	53
	6%	5%	6%	3%	4%	6%	7%	9%	5%	5%	5%	6%	9%	5%	4%	5%	6%	13%	23%	-	3%	7%	6%	6%	5%	6%	6%
None of the above (Private Sector)	3378	1852	1526	489	754	884	689	403	159	853	1100	912	514	959	919	820	427	254	-	3378	793	982	230	351	937	786	594
	75%	79%	71%	85%	76%	75%	69%	72%	80%	71%	72%	81%	79%	78%	78%	75%	69%	66%	-	100%	83%	70%	73%	75%	80%	71%	72%