

## Leaders - Demographically Weighted

### ONLINE Fieldwork : 9th - 11th September 2011

Table 1

Absolutes/col percents

**Q4. Past Vote****Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
Conservative	618	365	253	27	68	97	92	97	237	220	196	95	107	32	18	63	39	66	59	30	73	72	101	65	76	229
	30.2%	36.4%	24.2%	11.0%	20.8%	24.9%	26.5%	31.7%	54.9%	39.8%	32.9%	22.0%	22.7%	17.8%	19.6%	26.1%	21.6%	34.9%	37.0%	27.5%	38.2%	28.1%	38.5%	34.7%	25.9%	26.7%
Labour	419	187	233	51	60	99	69	75	66	101	117	100	101	40	30	66	44	48	38	24	27	49	28	24	73	171
	20.5%	18.6%	22.3%	20.7%	18.3%	25.4%	19.8%	24.4%	15.3%	18.2%	19.7%	23.4%	21.4%	22.6%	32.6%	27.4%	24.4%	25.6%	24.0%	22.2%	13.9%	18.9%	10.8%	12.9%	25.0%	20.0%
Liberal Democrat	357	174	183	29	60	64	76	62	66	108	118	65	67	22	22	41	37	24	23	11	39	44	49	44	68	148
	17.4%	17.4%	17.5%	11.9%	18.2%	16.5%	21.7%	20.3%	15.2%	19.4%	19.8%	15.0%	14.3%	12.1%	24.1%	17.0%	20.5%	12.9%	14.5%	10.2%	20.3%	17.1%	18.7%	23.7%	23.2%	17.3%
Other	160	83	77	5	15	39	32	30	40	32	32	56	41	53	7	10	12	7	8	15	15	8	17	8	15	65
	7.8%	8.3%	7.4%	2.0%	4.6%	10.0%	9.2%	9.6%	9.2%	5.7%	5.4%	13.1%	8.6%	30.0%	7.6%	4.3%	6.9%	3.7%	5.0%	13.5%	7.9%	2.9%	6.3%	4.3%	5.2%	7.6%
Don't know	3	-	3	-	1	1	*	-	-	1	1	1	-	-	-	1	*	-	-	1	-	-	1	-	1	-
	0.1%	-	0.2%	-	0.3%	0.3%	0.1%	-	-	0.1%	0.2%	0.2%	-	-	-	0.4%	0.2%	-	-	0.5%	-	-	0.2%	-	0.4%	-
Refused	62	28	34	14	13	11	8	8	7	17	19	11	15	3	1	7	3	5	5	3	8	15	6	5	13	31
	3.0%	2.8%	3.2%	5.8%	4.0%	2.8%	2.4%	2.7%	1.6%	3.1%	3.2%	2.5%	3.1%	1.6%	1.4%	2.8%	1.8%	2.7%	3.1%	2.5%	4.2%	5.8%	2.4%	2.9%	4.4%	3.6%
Did not vote	430	167	263	119	111	78	71	35	16	75	112	102	141	28	14	53	45	38	26	26	30	70	61	40	47	211
	21.0%	16.6%	25.2%	48.6%	33.8%	20.2%	20.3%	11.2%	3.8%	13.6%	18.8%	23.8%	29.9%	15.9%	14.7%	22.0%	24.7%	20.2%	16.4%	23.6%	15.5%	27.1%	23.1%	21.5%	15.9%	24.7%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 2

Absolutes/col percents

**Q4. Past Vote****Base : All respondents who stated that they voted**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	1555	757	798	81	207	315	259	257	436	590	413	202	349	146	75	183	134	143	131	77	157	153	212	144	228	554
Weighted Base	1555	809	746	112	203	299	269	264	408	460	462	316	316	147	78	180	132	146	128	80	154	173	195	141	232	613
Conservative	618	365	253	27	68	97	92	97	237	220	196	95	107	32	18	63	39	66	59	30	73	72	101	65	76	229
	39.8%	45.1%	33.9%	24.1%	33.6%	32.4%	34.3%	36.8%	58.0%	47.9%	42.3%	30.0%	33.9%	21.6%	23.3%	34.9%	29.4%	45.3%	45.9%	37.4%	47.5%	41.9%	51.8%	45.9%	32.7%	37.3%
Labour	419	187	233	51	60	99	69	75	66	101	117	100	101	40	30	66	44	48	38	24	27	49	28	24	73	171
	27.0%	23.1%	31.2%	45.5%	29.6%	33.1%	25.7%	28.3%	16.1%	21.9%	25.4%	31.8%	32.0%	27.4%	38.9%	36.6%	33.3%	33.2%	29.8%	30.2%	17.4%	28.2%	14.6%	17.1%	31.6%	27.9%
Liberal Democrat	357	174	183	29	60	64	76	62	66	108	118	65	67	22	22	41	37	24	23	11	39	44	49	44	68	148
	23.0%	21.5%	24.5%	26.1%	29.4%	21.5%	28.1%	23.6%	16.1%	23.4%	25.4%	20.4%	21.3%	14.7%	28.7%	22.7%	27.9%	16.7%	18.0%	14.0%	25.3%	25.5%	25.2%	31.3%	29.2%	24.2%
Other	160	83	77	5	15	39	32	30	40	32	32	56	41	53	7	10	12	7	8	15	15	8	17	8	15	65
	10.3%	10.2%	10.4%	4.3%	7.4%	13.0%	11.9%	11.2%	9.8%	6.9%	6.9%	17.8%	12.8%	36.3%	9.1%	5.8%	9.4%	4.8%	6.3%	18.4%	9.8%	4.4%	8.5%	5.7%	6.5%	10.6%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Did not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 3

Absolutes/col percents

**Sample****Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
Sample A	1023	484	538	116	160	187	187	149	224	288	305	198	231	80	45	129	86	108	77	54	103	125	129	89	149	418
		50%	48%	52%	47%	49%	48%	54%	48%	52%	51%	46%	49%	45%	48%	53%	47%	57%	48%	50%	54%	48%	49%	48%	51%	49%
Sample B	1026	519	507	130	168	202	161	159	207	266	289	232	240	98	48	112	95	82	82	55	89	133	134	98	144	437
		50%	52%	48%	53%	51%	52%	46%	52%	48%	49%	54%	51%	55%	52%	47%	53%	43%	52%	50%	46%	52%	51%	52%	49%	51%

## Leaders - Demographically Weighted

### ONLINE Fieldwork : 9th - 11th September 2011

Table 4

Absolutes/col percents

**Q1. 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 - on a scale of 1-10, where 1 means you definitely would not vote, and 10 means you are absolutely certain to vote?**

**Base : All respondents**

	Gender			Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	
Absolutely certain to vote	(10)	1138 56%	610 61%	527 50%	74 30%	134 41%	204 52%	195 56%	197 64%	334 78%	351 63%	347 58%	213 49%	227 48%	114 64%	59 64%	135 56%	92 51%	110 58%	90 57%	55 51%	118 62%	127 49%	136 52%	101 54%	175 60%	415 48%
	(9)	213 10%	116 12%	97 9%	26 11%	34 10%	42 11%	26 7%	29 9%	56 13%	65 12%	50 8%	63 15%	35 7%	16 9%	4 4%	15 6%	17 10%	17 9%	23 14%	14 13%	27 14%	30 12%	34 13%	15 8%	23 8%	97 11%
	(8)	175 9%	77 8%	98 9%	29 12%	50 15%	32 8%	29 8%	22 7%	13 3%	54 10%	50 8%	36 8%	35 7%	15 8%	11 12%	11 5%	16 9%	11 6%	15 10%	13 14%	28 11%	25 10%	14 7%	31 11%	84 10%	
	(7)	94 5%	30 3%	64 6%	19 8%	12 4%	25 6%	22 6%	11 3%	5 1%	15 3%	22 4%	30 7%	27 6%	5 3%	5 6%	20 8%	8 4%	14 7%	8 5%	3 3%	3 2%	6 2%	14 5%	8 4%	16 5%	45 5%
	(6)	51 2%	17 2%	33 3%	13 5%	10 3%	13 3%	6 2%	4 1%	5 1%	13 2%	12 2%	14 3%	12 2%	5 3%	-	5 2%	8 4%	8 4%	2 1%	1 1%	5 3%	7 3%	5 2%	5 3%	8 3%	27 3%
	(5)	98 5%	34 3%	64 6%	21 9%	22 7%	20 5%	18 5%	10 3%	5 1%	16 3%	40 7%	17 4%	25 5%	6 3%	5 5%	12 5%	12 7%	8 4%	8 5%	5 5%	6 3%	14 5%	10 4%	11 6%	12 4%	47 6%
	(4)	31 2%	8 1%	23 2%	12 5%	8 2%	4 1%	4 1%	3 1%	-	2 *	12 2%	8 2%	9 2%	2 1%	3 3%	6 2%	2 1%	3 2%	1 1%	1 1%	4 2%	4 1%	4 2%	6 2%	14 2%	
	(3)	29 1%	8 1%	21 2%	2 1%	11 3%	5 1%	5 1%	5 2%	1 *	8 1%	5 1%	5 1%	11 2%	3 2%	* 2%	4 2%	1 *	3 2%	* *	7 3%	2 1%	7 3%	1 1%	2 1%	16 2%	
	(2)	35 2%	14 1%	22 2%	11 5%	9 3%	6 1%	6 2%	2 1%	2 1%	6 1%	13 2%	3 1%	14 3%	3 2%	-	6 2%	1 *	2 1%	3 2%	* *	1 4%	10 3%	8 2%	2 1%	1 *	17 2%
Definitely would not vote	(1)	139 7%	74 7%	65 6%	22 9%	33 10%	29 7%	27 8%	21 7%	7 2%	17 3%	34 6%	29 7%	59 12%	7 4%	3 3%	21 9%	21 12%	9 5%	6 4%	10 9%	4 2%	23 9%	18 7%	17 9%	16 6%	69 8%
Don't know		47 2%	15 2%	32 3%	16 7%	6 2%	10 2%	11 3%	2 1%	2 1%	6 1%	9 1%	13 3%	20 4%	2 1%	2 2%	6 3%	3 1%	6 3%	1 1%	2 2%	7 4%	6 2%	2 1%	9 5%	24 3%	
Mean		8.27	8.50	8.05	7.07	7.48	8.16	8.19	8.58	9.46	8.87	8.32	8.24	7.52	8.70	8.77	7.98	7.88	8.46	8.62	8.22	8.87	7.87	8.14	8.07	8.52	7.95
Standard deviation		2.75	2.70	2.78	3.03	3.09	2.78	2.84	2.63	1.52	2.16	2.70	2.65	3.30	2.42	2.18	3.01	3.04	2.53	2.33	2.79	2.14	3.05	2.82	2.97	2.47	2.90
Standard error		0.06	0.09	0.08	0.23	0.17	0.14	0.16	0.15	0.07	0.08	0.12	0.16	0.15	0.18	0.23	0.19	0.23	0.19	0.18	0.27	0.16	0.21	0.17	0.22	0.15	0.10

## Leaders - Demographically Weighted

### ONLINE Fieldwork : 9th - 11th September 2011

Table 5

Absolutes/col percents

**Q2. If there were to be a general election tomorrow, parties would fight for your vote in your area. Which party do you think you would vote for?**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
Conservative	583	350	233	36	75	77	90	84	220	202	195	94	91	24	18	57	39	65	56	24	76	62	100	63	64	232
	28%	35%	22%	15%	23%	20%	26%	27%	51%	36%	33%	22%	19%	14%	19%	24%	21%	34%	35%	22%	39%	24%	38%	34%	22%	27%
Labour	578	252	326	93	99	135	95	82	74	139	149	142	148	47	39	91	52	60	47	34	42	86	43	35	104	238
	28%	25%	31%	38%	30%	35%	27%	27%	17%	25%	25%	33%	31%	27%	42%	38%	29%	32%	30%	32%	22%	33%	16%	19%	35%	28%
Liberal Democrat	171	79	92	19	33	28	34	27	30	55	58	28	31	7	8	16	20	8	14	8	16	26	26	20	29	76
	8%	8%	9%	8%	10%	7%	10%	9%	7%	10%	10%	6%	7%	4%	9%	7%	11%	4%	9%	7%	8%	10%	10%	11%	10%	9%
SNP	62	31	31	4	4	19	9	11	15	16	14	22	10	62	-	-	-	-	-	-	-	-	-	-	10	22
	3%	3%	3%	2%	1%	5%	3%	4%	3%	3%	2%	5%	2%	35%	-	-	-	-	-	-	-	-	-	-	3%	3%
Plaid Cymru	14	4	10	-	2	1	6	1	4	2	3	6	3	-	-	-	-	-	-	14	-	-	-	-	3	4
	1%	*	1%	-	*	*	2%	*	1%	*	1%	1%	1%	-	-	-	-	-	-	13%	-	-	-	-	1%	*
Green Party	40	19	21	3	7	11	11	6	2	9	18	5	8	-	3	7	3	6	1	1	3	5	10	2	11	13
	2%	2%	2%	1%	2%	3%	3%	2%	*	2%	3%	1%	2%	-	4%	3%	2%	3%	1%	1%	1%	2%	4%	1%	4%	2%
BNP	30	19	11	2	9	5	7	5	3	5	1	9	15	2	4	2	5	-	3	-	2	3	7	1	1	16
	1%	2%	1%	1%	3%	1%	2%	1%	1%	1%	*	2%	3%	1%	4%	1%	3%	-	2%	-	1%	1%	3%	1%	*	2%
UK Independence Party	99	63	36	5	6	12	6	29	42	29	30	18	22	1	6	13	10	8	7	3	18	6	15	12	8	30
	5%	6%	3%	2%	2%	3%	2%	9%	10%	5%	5%	4%	5%	1%	6%	5%	6%	4%	4%	3%	9%	2%	6%	6%	3%	4%
Another party	14	8	6	6	1	2	1	4	-	1	4	5	4	-	-	3	-	-	3	-	1	-	4	3	1	8
	1%	1%	1%	2%	*	1%	*	1%	-	*	1%	1%	1%	-	-	1%	-	-	2%	-	1%	-	1%	2%	*	1%
Don't know	258	79	179	43	43	56	52	33	31	61	72	63	63	21	10	26	26	28	16	12	25	35	30	29	35	114
	13%	8%	17%	17%	13%	14%	15%	11%	7%	11%	12%	15%	13%	12%	11%	11%	14%	15%	10%	11%	13%	13%	11%	15%	12%	13%
Wouldn't vote	177	89	88	32	44	36	35	23	7	25	42	35	75	12	3	23	22	15	10	13	6	30	25	19	20	90
	9%	9%	8%	13%	13%	9%	10%	7%	2%	5%	7%	8%	16%	7%	3%	10%	12%	8%	6%	12%	3%	12%	9%	10%	7%	11%
Rather not say	23	12	12	4	5	7	2	2	4	8	7	5	2	1	1	3	3	-	2	-	3	5	4	3	7	10
	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	*	*	1%	1%	1%	-	1%	-	2%	2%	1%	1%	2%	1%

**Leaders - Demographically Weighted**  
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Table 6

Absolutes/col percents

**Q2. If there were to be a general election tomorrow, parties would fight for your vote in your area. Which party do you think you would vote for?**

**Base : All respondents expressing an intention to vote**

	Gender		Age							Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	1586	776	810	126	242	307	253	242	416	588	415	218	364	149	76	198	129	141	130	82	157	161	219	144	226	584	
Weighted Base	1591	824	766	167	236	290	259	249	389	459	473	328	332	145	78	189	130	147	131	84	157	189	205	137	231	641	
Conservative	583 37%	350 42%	233 30%	36 22%	75 32%	77 27%	90 35%	84 34%	220 57%	202 44%	195 41%	94 29%	91 28%	24 17%	18 23%	57 30%	39 30%	65 44%	56 42%	24 29%	76 48%	62 33%	100 49%	63 46%	64 28%	232 36%	
Labour	578 36%	252 31%	326 43%	93 56%	99 42%	135 47%	95 37%	82 33%	74 19%	139 30%	149 32%	142 43%	148 44%	47 33%	39 50%	91 48%	52 40%	60 41%	47 36%	34 41%	42 27%	86 46%	43 21%	35 26%	104 45%	238 37%	
Liberal Democrat	171 11%	79 10%	92 12%	19 11%	33 14%	28 9%	34 13%	27 11%	30 8%	55 12%	58 12%	28 8%	31 9%	7 5%	8 11%	16 9%	20 16%	8 6%	14 11%	8 9%	16 10%	26 14%	26 13%	20 15%	29 13%	76 12%	
SNP	62 4%	31 4%	31 4%	4 2%	4 2%	19 7%	9 4%	11 5%	15 4%	16 4%	14 3%	22 7%	10 3%	62 43%	-	-	-	-	-	-	-	-	-	-	-	10 4%	22 3%
Plaid Cymru	14 1%	4 *	10 1%	- -	2 1%	1 *	6 2%	1 1%	4 1%	2 *	3 1%	6 2%	3 1%	-	-	-	-	-	-	14 16%	-	-	-	-	3 2%	4 1%	
Green Party	40 3%	19 2%	21 3%	3 2%	7 3%	11 4%	11 4%	6 2%	2 *	9 2%	18 4%	5 1%	8 2%	-	3 4%	7 3%	3 2%	6 4%	1 1%	1 1%	3 2%	5 3%	10 5%	2 1%	11 5%	13 2%	
BNP	30 2%	19 2%	11 1%	2 1%	9 4%	5 2%	7 3%	5 2%	3 1%	5 1%	1 *	9 3%	15 4%	2 2%	4 5%	2 1%	5 4%	-	3 2%	-	2 1%	3 1%	7 4%	1 1%	1 *	16 3%	
UK Independence Party	99 6%	63 8%	36 5%	5 3%	6 2%	12 4%	6 2%	29 11%	42 11%	29 6%	30 6%	18 5%	22 7%	1 1%	6 7%	13 7%	10 8%	8 5%	7 5%	3 4%	18 11%	6 3%	15 7%	12 9%	8 3%	30 5%	
Another party	14 1%	8 1%	6 1%	6 4%	1 1%	2 1%	1 *	4 2%	-	1 *	4 1%	5 1%	4 1%	-	-	3 1%	-	-	3 3%	-	1 1%	-	4 2%	3 2%	1 1%	8 1%	

## Leaders - Demographically Weighted

### ONLINE Fieldwork : 9th - 11th September 2011

Table 7

Absolutes/col percents

**Q2. If there were to be a general election tomorrow, parties would fight for your vote in your area. Which party do you think you would vote for?**

**Base : All respondents expressing an intention to vote**

**Weighting: Turnout Weights**

**This table has been weighted on the basis of past voting to be politically representative of the UK population as a whole and including only those most likely to vote**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	1586	776	810	126	242	307	253	242	416	588	415	218	364	149	76	198	129	141	130	82	157	161	219	144	226	584
Weighted Base	1451	769	683	139	204	264	237	233	374	429	429	297	297	134	72	170	117	134	121	76	146	170	186	125	212	573
Conservative	544	330	214	30	66	72	84	79	214	191	182	86	84	23	17	51	36	62	53	24	73	56	93	58	60	211
	37%	43%	31%	21%	33%	27%	35%	34%	57%	45%	42%	29%	28%	17%	23%	30%	30%	46%	44%	31%	50%	33%	50%	46%	28%	37%
Labour	527	237	290	80	88	121	88	77	72	130	137	127	132	45	37	83	48	54	43	30	37	79	40	32	95	215
	36%	31%	43%	58%	43%	46%	37%	33%	19%	30%	32%	43%	45%	33%	51%	49%	41%	40%	36%	39%	25%	46%	21%	26%	45%	38%
Liberal Democrat	151	72	79	14	27	26	29	25	29	51	49	24	27	6	7	13	17	8	12	7	14	23	23	18	27	63
	10%	9%	12%	10%	13%	10%	12%	11%	8%	12%	11%	8%	9%	5%	10%	8%	15%	6%	10%	9%	10%	14%	13%	15%	13%	11%
SNP	57	29	28	3	3	17	8	11	14	15	12	21	9	57	-	-	-	-	-	-	-	-	-	-	9	20
	4%	4%	4%	2%	2%	7%	3%	5%	4%	3%	3%	7%	3%	43%	-	-	-	-	-	-	-	-	-	-	4%	3%
Plaid Cymru	13	4	9	-	1	1	6	1	4	1	3	5	3	-	-	-	-	-	-	13	-	-	-	-	3	3
	1%	*	1%	-	1%	*	2%	*	1%	*	1%	2%	1%	-	-	-	-	-	-	16%	-	-	-	-	2%	1%
Green Party	33	16	17	2	4	9	11	5	1	8	14	4	6	-	2	6	3	4	1	1	2	5	8	1	10	11
	2%	2%	3%	2%	2%	4%	4%	2%	*	2%	3%	1%	2%	-	3%	4%	2%	3%	1%	1%	1%	3%	4%	1%	5%	2%
BNP	25	15	9	1	6	5	6	4	2	4	1	8	11	2	3	2	5	-	2	-	2	2	5	1	1	13
	2%	2%	1%	1%	3%	2%	3%	2%	1%	1%	*	3%	4%	1%	4%	1%	4%	-	2%	-	1%	1%	3%	1%	*	2%
UK Independence Party	89	59	31	4	5	11	6	26	38	27	25	16	21	1	6	12	9	6	7	3	17	5	14	10	7	27
	6%	8%	4%	3%	2%	4%	3%	11%	10%	6%	6%	5%	7%	1%	8%	7%	8%	5%	5%	3%	12%	3%	7%	8%	3%	5%
Another party	13	8	5	5	1	2	*	4	-	1	4	4	3	-	-	3	-	-	3	-	1	-	3	3	1	8
	1%	1%	1%	4%	1%	1%	*	2%	-	*	1%	1%	1%	-	-	1%	-	-	2%	-	1%	-	2%	3%	1%	1%

## Leaders - Demographically Weighted

### ONLINE Fieldwork : 9th - 11th September 2011

Table 8

Absolutes/col percents

**Q4. And which party did you vote for in the general election in May last year? Was it...****Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
Conservative	618	365	253	27	68	97	92	97	237	220	196	95	107	32	18	63	39	66	59	30	73	72	101	65	76	229
	30%	36%	24%	11%	21%	25%	26%	32%	55%	40%	33%	22%	23%	18%	20%	26%	22%	35%	37%	27%	38%	28%	39%	35%	26%	27%
Labour	419	187	233	51	60	99	69	75	66	101	117	100	101	40	30	66	44	48	38	24	27	49	28	24	73	171
	20%	19%	22%	21%	18%	25%	20%	24%	15%	18%	20%	23%	21%	23%	33%	27%	24%	26%	24%	22%	14%	19%	11%	13%	25%	20%
Liberal Democrat	357	174	183	29	60	64	76	62	66	108	118	65	67	22	22	41	37	24	23	11	39	44	49	44	68	148
	17%	17%	17%	12%	18%	17%	22%	20%	15%	19%	20%	15%	14%	12%	24%	17%	20%	13%	14%	10%	20%	17%	19%	24%	23%	17%
SNP	51	30	21	1	2	15	7	12	15	9	12	24	6	51	-	-	-	-	-	-	-	-	-	-	6	20
	2%	3%	2%	*	1%	4%	2%	4%	3%	2%	2%	5%	1%	29%	-	-	-	-	-	-	-	-	-	-	2%	2%
Plaid Cymru	13	5	8	-	-	1	6	1	5	3	3	5	3	-	-	-	-	-	-	13	-	-	-	-	2	5
	1%	*	1%	-	-	*	2%	*	1%	*	*	1%	1%	-	-	-	-	-	-	12%	-	-	-	-	1%	1%
The UK Independence Party	49	27	21	1	6	8	6	9	18	10	9	19	11	-	2	4	6	4	4	1	13	1	7	6	3	21
	2%	3%	2%	*	2%	2%	2%	3%	4%	2%	1%	4%	2%	-	3%	2%	3%	2%	2%	1%	7%	*	3%	3%	1%	3%
The Green Party	20	7	12	1	1	9	7	1	1	5	5	2	7	-	1	3	-	1	1	-	2	6	5	1	3	6
	1%	1%	1%	*	*	2%	2%	*	*	1%	1%	1%	2%	-	2%	1%	-	*	1%	-	1%	2%	2%	1%	1%	1%
The British National Party	20	11	9	2	5	5	5	4	-	2	2	7	8	1	3	1	6	2	3	-	-	-	4	-	-	11
	1%	1%	1%	1%	2%	1%	1%	1%	-	*	*	2%	2%	*	3%	1%	3%	1%	2%	-	-	-	1%	-	-	1%
Some other party	8	3	5	1	1	1	1	3	1	2	1	-	5	2	-	2	*	1	-	-	-	1	1	1	1	2
	*	*	*	1%	*	*	*	1%	*	*	*	-	1%	1%	-	1%	*	1%	-	-	-	*	*	*	*	*
Don't know	3	-	3	-	1	1	*	-	-	1	1	1	-	-	-	1	*	-	-	1	-	-	1	-	1	-
	*	-	*	-	*	*	*	-	-	*	*	*	-	-	-	*	*	-	-	1%	-	-	*	-	*	-
Rather not say	62	28	34	14	13	11	8	8	7	17	19	11	15	3	1	7	3	5	5	3	8	15	6	5	13	31
	3%	3%	3%	6%	4%	3%	2%	3%	2%	3%	3%	3%	3%	2%	1%	3%	2%	3%	3%	2%	4%	6%	2%	3%	4%	4%
Did not vote	430	167	263	119	111	78	71	35	16	75	112	102	141	28	14	53	45	38	26	26	30	70	61	40	47	211
	21%	17%	25%	49%	34%	20%	20%	11%	4%	14%	19%	24%	30%	16%	15%	22%	25%	20%	16%	24%	16%	27%	23%	22%	16%	25%



**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 9

Absolutes/col percents

**Q4. Which of these leaders would make the best Prime Minister?****Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	
David Cameron	1097	595	502	122	170	172	173	152	308	336	339	220	202	81	38	108	101	105	88	57	113	128	167	112	128	473	
		54%	48%	50%	52%	44%	50%	50%	71%	61%	57%	51%	43%	45%	41%	45%	56%	55%	56%	53%	59%	49%	63%	60%	44%	55%	
Nick Clegg	253	96	157	45	45	60	51	27	26	60	74	52	67	17	12	26	22	28	17	18	29	32	24	29	46	109	
		12%	10%	15%	18%	14%	15%	9%	6%	11%	12%	12%	14%	10%	13%	11%	12%	15%	11%	16%	15%	12%	9%	16%	16%	13%	
Ed Milliband	699	313	386	79	113	158	124	128	96	157	182	158	202	80	43	106	58	57	54	33	51	98	72	45	119	273	
		34%	31%	37%	32%	34%	41%	36%	42%	22%	28%	31%	37%	43%	45%	47%	44%	32%	30%	34%	31%	26%	38%	28%	24%	41%	32%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 10

Absolutes/col percents

**Q5a. Would you say you were more favourable to David Cameron, or to the Conservative Party generally?**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
I am more favourable towards David Cameron than I am to the Conservative Party generally	426	217	209	63	83	80	75	45	79	127	126	99	73	38	15	53	45	42	28	30	31	63	58	24	61	189
	21%	22%	20%	25%	25%	21%	21%	15%	18%	23%	21%	23%	16%	21%	17%	22%	25%	22%	17%	27%	16%	24%	22%	13%	21%	22%
I am more favourable towards the Conservative Party generally than I am to David Cameron	377	218	159	36	48	60	53	56	124	126	96	79	76	22	10	42	29	41	34	12	51	41	51	45	53	137
	18%	22%	15%	15%	15%	15%	15%	18%	29%	23%	16%	18%	16%	13%	11%	18%	16%	22%	21%	11%	27%	16%	19%	24%	18%	16%
I am no more favourable or unfavourable to David Cameron than to the Conservative Party generally	1246	569	677	147	196	249	220	206	228	300	372	252	322	118	67	145	107	107	98	67	110	155	154	118	179	529
	61%	57%	65%	60%	60%	64%	63%	67%	53%	54%	63%	59%	68%	66%	72%	60%	59%	56%	61%	61%	58%	60%	59%	63%	61%	62%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 11

Absolutes/col percents

**Q5b. And would you say you were more favourable to Ed Miliband, or to the Labour Party generally?****Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
I am more favourable towards Ed Miliband than I am to the Labour Party generally	208	90	118	29	40	49	29	23	39	53	46	38	71	12	10	36	10	26	11	15	23	25	32	8	32	80
	10%	9%	11%	12%	12%	13%	8%	7%	9%	10%	8%	9%	15%	7%	11%	15%	6%	14%	7%	14%	12%	10%	12%	5%	11%	9%
I am more favourable towards the Labour Party generally than I am to Ed Miliband	745	371	374	102	130	142	128	105	138	200	204	183	158	70	34	101	62	71	54	36	69	113	76	60	120	312
	36%	37%	36%	41%	40%	36%	37%	34%	32%	36%	34%	42%	34%	39%	37%	42%	34%	38%	34%	33%	36%	44%	29%	32%	41%	36%
I am no more favourable or unfavourable towards Ed Miliband than to the Labour Party generally	1095	543	553	115	158	199	191	179	254	300	344	210	242	97	48	104	109	92	94	58	100	120	155	119	140	463
	53%	54%	53%	47%	48%	51%	55%	58%	59%	54%	58%	49%	51%	54%	52%	43%	60%	49%	59%	53%	52%	47%	59%	64%	48%	54%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 12

Absolutes/col percents

**Q5c. And would you say you were more favourable to Nick Clegg, or to the Liberal Democrat party generally?**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
I am more favourable towards Nick Clegg than I am to the Liberal Democrats generally	261	163	99	13	41	56	39	32	80	93	66	57	45	19	7	22	22	30	22	16	30	35	32	25	40	117
	13%	16%	9%	5%	13%	15%	11%	10%	19%	17%	11%	13%	10%	11%	8%	9%	12%	16%	14%	14%	16%	14%	12%	13%	14%	14%
I am more favourable towards the Liberal Democrats generally than I am to Nick Clegg	509	251	258	87	92	81	84	75	91	162	160	97	90	42	22	62	42	39	29	28	57	77	72	40	93	219
	25%	25%	25%	35%	28%	21%	24%	24%	21%	29%	27%	23%	19%	23%	24%	26%	23%	20%	18%	26%	30%	30%	27%	22%	32%	26%
I am no more favourable or unfavourable to Nick Clegg than to the Liberal Democrats generally	1278	590	688	146	195	252	225	200	260	298	368	276	336	117	63	157	116	121	108	65	105	146	159	122	160	519
	62%	59%	66%	60%	59%	65%	65%	65%	60%	54%	62%	64%	71%	66%	68%	65%	64%	64%	68%	60%	54%	57%	60%	65%	55%	61%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 13

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.  
Please can you say in each case whether, on balance, you think the statement is true or not true of David Cameron?**

**Summary****Base : All respondents**

	On the side of people like me	Wants to help ordinary people get on in life	Willing to take tough decisions for the long term	Shares my values	Competent and capable	Will do what they say	Represents the whole country, not just some types of people	His heart is in the right place	Stands for fairness	Stands for equal opportunity for all
Unweighted Base	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049
Weighted Base	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049
True	816 40%	923 45%	1339 65%	753 37%	1102 54%	729 36%	635 31%	1132 55%	930 45%	835 41%
Not true	1233 60%	1126 55%	710 35%	1296 63%	947 46%	1320 64%	1414 69%	917 45%	1119 55%	1214 59%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 14

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of David Cameron?**  
**On the side of people like me**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	816	450	366	93	141	123	113	108	238	259	267	157	133	56	29	77	62	76	62	38	96	103	133	84	91	365
	40%	45%	35%	38%	43%	32%	32%	35%	55%	47%	45%	37%	28%	32%	31%	32%	34%	40%	39%	35%	50%	40%	51%	45%	31%	43%
Not true	1233	553	680	153	187	266	236	199	193	294	328	273	338	122	64	164	119	113	97	71	96	155	130	103	202	490
	60%	55%	65%	62%	57%	68%	68%	65%	45%	53%	55%	63%	72%	68%	69%	68%	66%	60%	61%	65%	50%	60%	49%	55%	69%	57%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 15

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of David Cameron?**  
**Wants to help ordinary people get on in life**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	923	500	423	113	150	131	141	124	264	295	282	183	163	57	28	92	81	88	74	50	101	112	148	92	106	398
	45%	50%	40%	46%	46%	34%	40%	40%	61%	53%	47%	42%	35%	32%	30%	38%	45%	47%	46%	46%	53%	44%	56%	49%	36%	47%
Not true	1126	504	622	133	178	258	208	183	167	258	312	248	308	121	65	149	100	101	86	59	91	146	115	95	187	457
	55%	50%	60%	54%	54%	66%	60%	60%	39%	47%	53%	58%	65%	68%	70%	62%	55%	53%	54%	54%	47%	56%	44%	51%	64%	53%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 16

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of David Cameron?**  
**Willing to take tough decisions for the long term**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	1339	669	670	169	206	219	220	196	330	388	408	266	276	102	42	158	110	123	107	79	133	165	184	136	184	555
	65%	67%	64%	69%	63%	56%	63%	64%	77%	70%	69%	62%	59%	57%	45%	65%	61%	65%	67%	73%	69%	64%	70%	73%	63%	65%
Not true	710	335	375	77	122	171	128	112	101	165	186	164	195	76	51	83	71	66	52	30	59	93	79	51	109	300
	35%	33%	36%	31%	37%	44%	37%	36%	23%	30%	31%	38%	41%	43%	55%	35%	39%	35%	33%	27%	31%	36%	30%	27%	37%	35%



**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 17

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of David Cameron?**  
**Shares my values**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	753	411	342	87	113	113	113	99	227	244	254	127	129	47	19	73	60	75	62	36	86	99	119	77	85	326
	37%	41%	33%	36%	35%	29%	32%	32%	53%	44%	43%	29%	27%	27%	21%	30%	33%	39%	39%	33%	45%	38%	45%	41%	29%	38%
Not true	1296	592	704	158	214	276	235	208	204	309	340	304	342	131	74	168	120	115	97	72	106	159	144	109	207	529
	63%	59%	67%	64%	65%	71%	68%	68%	47%	56%	57%	71%	73%	73%	79%	70%	67%	61%	61%	67%	55%	62%	55%	59%	71%	62%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 18

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of David Cameron?**  
**Competent and capable**

**Base : All respondents**

	Gender		Age							Social grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	1102	572	530	140	179	178	161	158	286	344	348	201	209	74	39	123	92	104	86	63	108	150	154	109	138	475
	54%	57%	51%	57%	55%	46%	46%	51%	66%	62%	59%	47%	44%	41%	42%	51%	51%	55%	54%	58%	56%	58%	59%	58%	47%	56%
Not true	947	431	516	105	148	211	188	150	145	210	246	229	262	104	54	118	88	85	74	46	84	108	109	78	155	380
	46%	43%	49%	43%	45%	54%	54%	49%	34%	38%	41%	53%	56%	59%	58%	49%	49%	45%	46%	42%	44%	42%	41%	42%	53%	44%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 19

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of David Cameron?**  
**Will do what they say**

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	729	380	349	83	122	113	117	110	185	215	230	131	153	57	24	92	54	67	59	29	74	96	111	66	91	306
	36%	38%	33%	34%	37%	29%	33%	36%	43%	39%	39%	30%	32%	32%	26%	38%	30%	36%	37%	26%	39%	37%	42%	35%	31%	36%
Not true	1320	624	696	163	206	276	232	197	246	338	364	299	319	121	68	148	127	122	100	80	118	162	152	121	202	549
	64%	62%	67%	66%	63%	71%	67%	64%	57%	61%	61%	70%	68%	68%	74%	62%	70%	64%	63%	74%	61%	63%	58%	65%	69%	64%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 20

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of David Cameron?**  
**Represents the whole country, not just some types of people**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	635	331	304	73	101	99	97	81	184	186	211	123	115	41	19	63	54	57	49	43	69	83	96	61	74	274
	31%	33%	29%	30%	31%	25%	28%	26%	43%	34%	35%	29%	24%	23%	20%	26%	30%	30%	31%	39%	36%	32%	37%	33%	25%	32%
Not true	1414	672	742	173	226	290	251	227	247	367	383	307	356	137	74	178	127	132	110	66	123	175	166	126	218	581
	69%	67%	71%	70%	69%	75%	72%	74%	57%	66%	65%	71%	76%	77%	80%	74%	70%	70%	69%	61%	64%	68%	63%	67%	75%	68%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 21

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of David Cameron?**  
**His heart is in the right place**

**Base : All respondents**

	Gender		Age							Social grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	1132	591	541	130	179	181	175	163	304	358	343	228	203	78	37	118	95	106	96	68	114	140	171	109	145	479
	55%	59%	52%	53%	55%	47%	50%	53%	70%	65%	58%	53%	43%	44%	40%	49%	52%	56%	60%	63%	59%	54%	65%	59%	50%	56%
Not true	917	412	505	116	148	208	174	145	127	195	251	202	268	100	56	122	86	84	64	40	78	118	92	78	148	376
	45%	41%	48%	47%	45%	53%	50%	47%	30%	35%	42%	47%	57%	56%	60%	51%	48%	44%	40%	37%	41%	46%	35%	41%	50%	44%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 22

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of David Cameron?**  
**Stands for fairness**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	930	508	422	108	148	147	139	122	266	293	296	180	161	58	28	93	82	94	73	52	102	110	145	92	106	402
	45%	51%	40%	44%	45%	38%	40%	40%	62%	53%	50%	42%	34%	32%	30%	39%	46%	50%	46%	48%	53%	43%	55%	49%	36%	47%
Not true	1119	495	623	137	179	242	210	186	165	260	298	250	310	120	65	148	98	95	86	57	90	148	117	94	187	453
	55%	49%	60%	56%	55%	62%	60%	60%	38%	47%	50%	58%	66%	68%	70%	61%	54%	50%	54%	52%	47%	57%	45%	51%	64%	53%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 23

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of David Cameron?**  
**Stands for equal opportunity for all**

**Base : All respondents**

	Gender		Age							Social grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	835	456	380	92	139	132	132	108	232	262	258	158	158	55	25	78	75	84	73	42	85	105	132	82	99	357
	41%	45%	36%	38%	43%	34%	38%	35%	54%	47%	43%	37%	33%	31%	27%	32%	42%	44%	46%	39%	44%	41%	50%	44%	34%	42%
Not true	1214	548	666	154	188	257	217	199	199	292	336	272	314	123	68	163	106	106	86	66	107	153	131	105	194	498
	59%	55%	64%	62%	57%	66%	62%	65%	46%	53%	57%	63%	67%	69%	73%	68%	58%	56%	54%	61%	56%	59%	50%	56%	66%	58%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 24

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.  
Please can you say in each case whether, on balance, you think the statement is true or not true of Ed Miliband?**

**Summary****Base : All respondents**

	On the side of people like me	Wants to help ordinary people get on in life	Willing to take tough decisions for the long term	Shares my values	Competent and capable	Will do what they say	Represents the whole country, not just some types of people	His heart is in the right place	Stands for fairness	Stands for equal opportunity for all
Unweighted Base	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049
Weighted Base	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049
True	936 46%	1233 60%	817 40%	728 36%	790 39%	645 31%	700 34%	1240 61%	1066 52%	1061 52%
Not true	1113 54%	816 40%	1232 60%	1321 64%	1259 61%	1404 69%	1349 66%	809 39%	983 48%	988 48%



**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 25

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Ed Miliband?**  
**On the side of people like me**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	936	403	533	145	157	201	154	138	141	232	261	205	238	83	48	136	87	85	66	55	81	122	98	75	159	378
	46%	40%	51%	59%	48%	52%	44%	45%	33%	42%	44%	48%	51%	46%	52%	57%	48%	45%	41%	50%	42%	47%	37%	40%	54%	44%
Not true	1113	600	512	101	171	188	194	170	290	322	333	225	233	95	44	104	94	104	93	54	111	136	165	112	134	476
	54%	60%	49%	41%	52%	48%	56%	55%	67%	58%	56%	52%	49%	54%	48%	43%	52%	55%	59%	50%	58%	53%	63%	60%	46%	56%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 26

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Ed Miliband?**  
**Wants to help ordinary people get on in life**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	1233	579	654	155	189	245	204	182	258	352	354	244	283	122	53	166	110	110	90	70	106	153	149	103	189	486
	60%	58%	63%	63%	58%	63%	59%	59%	60%	64%	60%	57%	60%	69%	57%	69%	61%	58%	57%	64%	55%	59%	57%	55%	65%	57%
Not true	816	425	391	91	139	144	144	125	173	201	240	186	188	56	39	75	70	79	69	39	86	105	113	84	104	369
	40%	42%	37%	37%	42%	37%	41%	41%	40%	36%	40%	43%	40%	31%	43%	31%	39%	42%	43%	36%	45%	41%	43%	45%	35%	43%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 27

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Ed Miliband?**  
**Willing to take tough decisions for the long term**

**Base : All respondents**

	Gender		Age							Social grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	817	359	458	112	139	179	138	126	123	205	211	169	232	79	45	117	73	73	59	48	63	111	92	57	128	323
	40%	36%	44%	46%	42%	46%	40%	41%	29%	37%	36%	39%	49%	44%	49%	49%	41%	38%	37%	44%	33%	43%	35%	31%	44%	38%
Not true	1232	644	587	134	188	210	211	181	307	348	383	261	239	99	47	124	107	117	100	60	129	147	171	130	165	532
	60%	64%	56%	54%	58%	54%	60%	59%	71%	63%	64%	61%	51%	56%	51%	51%	59%	62%	63%	56%	67%	57%	65%	69%	56%	62%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 28

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Ed Miliband?**  
**Shares my values**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	728	313	416	103	132	154	120	110	111	187	195	156	190	70	41	104	70	66	57	35	60	99	67	60	130	302
	36%	31%	40%	42%	40%	40%	34%	36%	26%	34%	33%	36%	40%	39%	44%	43%	39%	35%	36%	32%	31%	38%	25%	32%	44%	35%
Not true	1321	691	630	143	196	235	229	198	320	366	399	274	281	108	52	137	110	123	102	74	132	159	196	127	163	553
	64%	69%	60%	58%	60%	60%	66%	64%	74%	66%	67%	64%	60%	61%	56%	57%	61%	65%	64%	68%	69%	62%	75%	68%	56%	65%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 29

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Ed Miliband?**  
**Competent and capable**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	790	331	459	110	150	170	132	114	114	184	228	168	210	64	40	120	76	73	56	41	60	110	83	67	127	328
	39%	33%	44%	45%	46%	44%	38%	37%	26%	33%	38%	39%	45%	36%	43%	50%	42%	38%	35%	38%	31%	43%	32%	36%	43%	38%
Not true	1259	672	586	135	178	219	216	193	317	369	366	263	261	115	52	121	105	117	103	68	132	147	180	119	166	526
	61%	67%	56%	55%	54%	56%	62%	63%	74%	67%	62%	61%	55%	64%	57%	50%	58%	62%	65%	62%	69%	57%	68%	64%	57%	62%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 30

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Ed Miliband?**  
**Will do what they say**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	645	282	363	89	110	137	110	90	109	172	170	128	175	53	33	91	62	55	45	31	62	93	62	57	100	257
	31%	28%	35%	36%	34%	35%	32%	29%	25%	31%	29%	30%	37%	30%	36%	38%	34%	29%	28%	29%	32%	36%	24%	30%	34%	30%
Not true	1404	721	683	157	217	253	238	217	322	381	424	302	297	125	59	150	119	134	114	77	130	165	201	130	192	598
	69%	72%	65%	64%	66%	65%	68%	71%	75%	69%	71%	70%	63%	70%	64%	62%	66%	71%	72%	71%	68%	64%	76%	70%	66%	70%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 31

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Ed Miliband?**  
**Represents the whole country, not just some types of people**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	700	308	392	111	117	162	117	85	107	174	188	147	191	58	38	105	58	65	49	40	57	95	68	65	115	285
	34%	31%	38%	45%	36%	42%	34%	28%	25%	31%	32%	34%	41%	32%	41%	44%	32%	34%	31%	37%	30%	37%	26%	35%	39%	33%
Not true	1349	696	653	135	211	227	231	223	323	379	406	283	280	120	54	135	122	124	110	69	135	162	195	122	178	570
	66%	69%	62%	55%	64%	58%	66%	72%	75%	69%	68%	66%	59%	68%	59%	56%	68%	66%	69%	63%	70%	63%	74%	65%	61%	67%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 32

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Ed Miliband?**  
**His heart is in the right place**

**Base : All respondents**

	Gender		Age							Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	
True	1240	580	660	156	201	247	203	178	255	323	365	266	286	114	53	161	110	110	103	72	102	156	150	109	195	492	
		61%	58%	63%	64%	61%	63%	58%	58%	59%	58%	61%	62%	61%	64%	58%	67%	61%	58%	65%	67%	53%	61%	57%	58%	67%	58%
Not true	809	424	385	90	127	142	145	130	175	230	229	165	185	64	39	80	71	80	56	36	90	102	113	78	97	363	
		39%	42%	37%	36%	39%	37%	42%	42%	41%	42%	39%	38%	39%	36%	42%	33%	39%	42%	35%	33%	47%	39%	43%	42%	33%	42%



**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 33

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.  
Please can you say in each case whether, on balance, you think the statement is true or not true of Ed Miliband?  
Stands for fairness**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	
True	1066	515	551	137	171	216	175	166	200	293	298	217	258	98	50	158	94	103	77	62	78	144	117	85	162	432	
		52%	51%	53%	56%	52%	56%	50%	54%	47%	53%	50%	50%	55%	55%	54%	65%	52%	55%	48%	57%	41%	56%	44%	46%	55%	51%
Not true	983	488	495	109	157	173	173	141	230	260	297	213	213	80	43	83	86	86	82	47	114	114	146	102	131	423	
		48%	49%	47%	44%	48%	44%	50%	46%	47%	50%	50%	45%	45%	46%	35%	48%	45%	52%	43%	59%	44%	56%	54%	45%	49%	

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 34

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Ed Miliband?**  
**Stands for equal opportunity for all**

**Base : All respondents**

	Gender		Age							Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	
True	1061	511	549	137	170	221	179	158	196	295	293	216	257	99	52	142	93	106	76	57	88	146	109	92	164	436	
		52%	51%	53%	56%	52%	57%	51%	52%	45%	53%	49%	50%	55%	55%	56%	59%	52%	56%	48%	52%	46%	57%	41%	49%	56%	51%
Not true	988	492	496	109	158	168	169	149	235	258	301	214	214	79	40	99	88	83	83	52	104	112	154	94	129	419	
		48%	49%	47%	44%	48%	43%	49%	48%	47%	51%	50%	45%	45%	44%	41%	48%	44%	52%	48%	54%	43%	59%	51%	44%	49%	

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 35

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.  
Please can you say in each case whether, on balance, you think the statement is true or not true of Nick Clegg?**

**Summary****Base : All respondents**

	On the side of people like me	Wants to help ordinary people get on in life	Willing to take tough decisions for the long term	Shares my values	Competent and capable	Will do what they say	Represents the whole country, not just some types of people	His heart is in the right place	Stands for fairness	Stands for equal opportunity for all
Unweighted Base	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049
Weighted Base	2049	2049	2049	2049	2049	2049	2049	2049	2049	2049
True	772 38%	1040 51%	721 35%	587 29%	673 33%	478 23%	566 28%	1132 55%	937 46%	885 43%
Not true	1277 62%	1009 49%	1328 65%	1462 71%	1376 67%	1571 77%	1483 72%	917 45%	1112 54%	1164 57%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 36

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Nick Clegg?**  
**On the side of people like me**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	772	375	397	105	141	144	112	104	165	234	244	147	147	58	29	79	68	81	58	47	75	87	106	84	108	345
	38%	37%	38%	43%	43%	37%	32%	34%	38%	42%	41%	34%	31%	33%	31%	33%	37%	43%	37%	43%	39%	34%	40%	45%	37%	40%
Not true	1277	629	648	140	186	245	237	203	265	320	350	283	324	120	64	162	113	108	101	62	117	171	157	103	185	510
	62%	63%	62%	57%	57%	63%	68%	66%	62%	58%	59%	66%	69%	67%	69%	67%	63%	57%	63%	57%	61%	66%	60%	55%	63%	60%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 37

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Nick Clegg?**  
**Wants to help ordinary people get on in life**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	1040	532	508	128	168	187	148	156	253	337	304	194	205	76	37	104	82	104	85	62	108	116	155	112	138	432
		51%	53%	49%	52%	51%	48%	42%	51%	61%	51%	45%	44%	43%	40%	43%	46%	55%	53%	57%	56%	45%	59%	60%	47%	51%
Not true	1009	472	537	118	159	202	200	151	178	216	290	237	266	102	56	137	98	86	75	47	84	142	108	74	155	423
		49%	47%	51%	48%	49%	52%	58%	49%	39%	49%	55%	56%	57%	60%	57%	54%	45%	47%	43%	44%	55%	41%	40%	53%	49%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 38

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Nick Clegg?**  
**Willing to take tough decisions for the long term**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	721	360	362	111	123	127	105	100	156	199	220	142	161	50	36	82	58	77	55	36	80	97	85	63	91	320
	35%	36%	35%	45%	38%	33%	30%	32%	36%	36%	37%	33%	34%	28%	39%	34%	32%	41%	35%	34%	42%	38%	32%	34%	31%	37%
Not true	1328	644	684	135	205	262	244	208	275	355	374	289	311	128	56	159	123	112	104	72	112	160	178	124	202	535
	65%	64%	65%	55%	62%	67%	70%	68%	64%	64%	63%	67%	66%	72%	61%	66%	68%	59%	65%	66%	58%	62%	68%	66%	69%	63%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 39

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Nick Clegg?**  
**Shares my values**

**Base : All respondents**

	Gender		Age							Social grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	587	283	304	85	119	107	84	80	111	177	187	116	107	45	17	63	49	61	40	34	59	84	87	49	81	271
	29%	28%	29%	35%	36%	27%	24%	26%	26%	32%	31%	27%	23%	25%	18%	26%	27%	32%	25%	31%	31%	32%	33%	26%	28%	32%
Not true	1462	721	742	161	209	282	264	227	319	376	407	314	365	133	76	178	132	129	119	75	133	174	176	138	211	584
	71%	72%	71%	65%	64%	73%	76%	74%	74%	68%	69%	73%	77%	75%	82%	74%	73%	68%	75%	69%	69%	68%	67%	74%	72%	68%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 40

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Nick Clegg?**  
**Competent and capable**

**Base : All respondents**

	Gender		Age							Social grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	673	338	335	81	126	124	104	89	150	187	202	135	149	48	26	77	63	64	57	37	71	79	82	69	91	301
	33%	34%	32%	33%	38%	32%	30%	29%	35%	34%	34%	31%	32%	27%	29%	32%	35%	34%	36%	34%	37%	31%	31%	37%	31%	35%
Not true	1376	666	710	165	202	266	244	219	280	367	392	295	323	130	66	163	118	126	102	72	121	179	181	118	201	554
	67%	66%	68%	67%	62%	68%	70%	71%	65%	66%	66%	69%	68%	73%	71%	68%	65%	66%	64%	66%	63%	69%	69%	63%	69%	65%



**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 41

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Nick Clegg?**  
**Will do what they say**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	478	236	242	67	86	85	85	61	94	119	156	101	102	33	14	64	43	50	31	29	48	60	58	49	65	219
	23%	24%	23%	27%	26%	22%	24%	20%	22%	21%	26%	23%	22%	18%	15%	27%	24%	26%	20%	26%	25%	23%	22%	26%	22%	26%
Not true	1571	768	804	179	242	304	263	246	336	434	438	330	369	145	79	176	138	140	128	80	144	198	204	138	228	636
	77%	76%	77%	73%	74%	78%	76%	80%	78%	79%	74%	77%	78%	82%	85%	73%	76%	74%	80%	74%	75%	77%	78%	74%	78%	74%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 42

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Nick Clegg?**  
**Represents the whole country, not just some types of people**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	566	256	310	89	110	114	82	78	93	160	187	103	116	40	18	60	48	48	37	33	69	82	68	63	90	248
	28%	25%	30%	36%	33%	29%	24%	25%	22%	29%	32%	24%	25%	22%	20%	25%	26%	25%	24%	30%	36%	32%	26%	34%	31%	29%
Not true	1483	748	735	157	218	275	266	229	337	394	407	327	355	138	74	181	133	141	122	76	123	176	194	124	202	607
	72%	75%	70%	64%	67%	71%	76%	75%	78%	71%	68%	76%	75%	78%	80%	75%	74%	75%	76%	70%	64%	68%	74%	66%	69%	71%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 43

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Nick Clegg?**  
**His heart is in the right place**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	1132	578	554	136	172	200	173	167	284	343	338	224	227	79	42	132	96	106	91	68	119	128	147	124	163	471
		55%	58%	53%	55%	53%	51%	50%	54%	66%	62%	57%	52%	45%	45%	55%	53%	56%	57%	62%	62%	49%	56%	66%	56%	55%
Not true	917	426	491	110	156	189	176	140	146	211	256	206	244	99	51	109	84	84	68	41	73	130	116	63	130	384
		45%	42%	47%	45%	47%	49%	50%	46%	38%	43%	48%	52%	55%	55%	45%	47%	44%	43%	38%	38%	51%	44%	34%	44%	45%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 44

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Nick Clegg?**  
**Stands for fairness**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	937	506	431	100	152	164	145	134	242	288	296	179	173	68	37	108	79	96	75	48	92	109	130	96	128	394
	46%	50%	41%	41%	47%	42%	42%	44%	56%	52%	50%	42%	37%	38%	40%	45%	43%	51%	47%	44%	48%	42%	50%	51%	44%	46%
Not true	1112	497	615	146	175	226	204	173	188	265	298	251	298	110	56	133	102	94	84	61	100	149	133	91	164	461
	54%	50%	59%	59%	53%	58%	58%	56%	44%	48%	50%	58%	63%	62%	60%	55%	57%	49%	53%	56%	52%	58%	50%	49%	56%	54%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 45

Absolutes/col percents

**Q6. Here are some things that people have said about the main party leaders.**  
**Please can you say in each case whether, on balance, you think the statement is true or not true of Nick Clegg?**  
**Stands for equal opportunity for all**

**Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
True	885	456	429	112	155	154	138	128	198	276	268	165	176	65	37	99	71	80	64	48	82	113	126	98	124	377
	43%	45%	41%	45%	47%	39%	40%	42%	46%	50%	45%	38%	37%	37%	40%	41%	39%	42%	40%	45%	43%	44%	48%	53%	42%	44%
Not true	1164	547	617	134	172	236	210	180	232	277	327	266	295	113	55	142	110	110	95	60	110	145	136	88	169	478
	57%	55%	59%	55%	53%	61%	60%	58%	54%	50%	55%	62%	63%	63%	60%	59%	61%	58%	60%	55%	57%	56%	52%	47%	58%	56%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 46

Absolutes/col percents

**QX. After the recent riots last month which political leader, if any, responded best in your view?**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
David Cameron	698	388	310	85	104	101	88	106	214	221	218	140	119	46	23	70	50	71	54	35	73	90	117	68	75	288
	34%	39%	30%	35%	32%	26%	25%	35%	50%	40%	37%	33%	25%	26%	25%	29%	28%	38%	34%	32%	38%	35%	44%	37%	26%	34%
Nick Clegg	73	40	33	10	17	14	18	5	10	18	28	13	14	3	5	7	5	4	8	9	8	8	6	10	18	34
	4%	4%	3%	4%	5%	4%	5%	1%	2%	3%	5%	3%	3%	2%	6%	3%	3%	2%	5%	8%	4%	3%	2%	5%	6%	4%
Ed Milliband	280	130	150	29	52	62	57	35	44	81	71	65	63	21	21	46	26	27	19	13	32	37	20	18	57	113
	14%	13%	14%	12%	16%	16%	16%	12%	10%	15%	12%	15%	13%	12%	23%	19%	14%	14%	12%	12%	16%	14%	8%	10%	20%	13%
None of them	998	445	552	122	154	212	184	161	163	233	277	213	275	108	43	118	100	87	78	52	80	122	120	90	142	419
	49%	44%	53%	50%	47%	55%	53%	52%	38%	42%	47%	49%	58%	61%	47%	49%	55%	46%	49%	48%	42%	47%	46%	48%	49%	49%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 47

Absolutes/col percents

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

**Base : All respondents**

	Gender		Age						Social grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	
Yes	1270	639	632	145	216	226	198	186	300	424	390	243	213	107	53	159	111	118	85	69	113	175	176	105	196	563	
		62%	64%	60%	59%	66%	58%	57%	61%	70%	77%	66%	56%	45%	60%	57%	66%	61%	62%	53%	63%	59%	68%	67%	56%	67%	66%
No	779	365	414	101	111	163	151	121	131	129	205	187	258	72	40	81	70	71	74	40	79	83	87	82	97	292	
		38%	36%	40%	41%	34%	42%	43%	39%	23%	34%	44%	55%	40%	43%	34%	39%	38%	47%	37%	41%	32%	33%	44%	33%	34%	

## Leaders - Demographically Weighted

### ONLINE Fieldwork : 9th - 11th September 2011

Table 48

Absolutes/col percents

**Tenure****Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
Owned outright - without mortgage	676	413	263	27	27	52	87	144	340	250	195	112	119	60	17	71	62	78	65	37	76	66	71	74	53	194
	33%	41%	25%	11%	8%	13%	25%	47%	79%	45%	33%	26%	25%	34%	18%	30%	34%	41%	41%	34%	40%	26%	27%	39%	18%	23%
Owned with a mortgage or loan	717	317	400	84	140	203	171	73	46	222	235	169	91	60	40	87	61	65	53	41	71	73	109	58	160	389
	35%	32%	38%	34%	43%	52%	49%	24%	11%	40%	40%	39%	19%	34%	43%	36%	34%	34%	33%	38%	37%	28%	41%	31%	55%	45%
Rented from the council	266	115	151	42	46	59	41	56	23	16	54	53	144	34	15	36	28	14	20	8	12	56	26	18	21	90
	13%	11%	14%	17%	14%	15%	12%	18%	5%	3%	9%	12%	31%	19%	16%	15%	15%	7%	12%	7%	6%	22%	10%	10%	7%	11%
Rented from a housing association	106	41	64	18	21	19	21	20	7	12	24	23	47	8	5	15	7	8	3	6	15	14	13	13	14	39
	5%	4%	6%	7%	6%	5%	6%	7%	2%	2%	4%	5%	10%	4%	5%	6%	4%	4%	2%	5%	8%	5%	5%	7%	5%	5%
Rented from someone else	265	107	158	65	90	56	27	15	12	48	83	68	66	16	16	30	21	24	18	17	14	45	41	23	44	136
	13%	11%	15%	27%	27%	14%	8%	5%	3%	9%	14%	16%	14%	9%	17%	12%	12%	13%	11%	16%	7%	17%	16%	12%	15%	16%
Rent free	18	10	8	10	4	1	2	-	2	5	3	5	5	*	-	2	2	*	1	1	4	4	3	1	1	8
	1%	1%	1%	4%	1%	*	1%	-	*	1%	1%	1%	1%	*	-	1%	1%	*	*	*	2%	2%	1%	1%	*	1%



## Leaders - Demographically Weighted

### ONLINE Fieldwork : 9th - 11th September 2011

Table 49

**At what age did you finish your full time education?**

Absolutes/col percents

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
Under 16	735	392	343	44	56	104	145	160	226	124	171	204	234	59	41	96	76	76	25	87	47	82	70	64	263	
	36%	39%	33%	18%	17%	27%	42%	52%	52%	22%	29%	48%	50%	33%	45%	40%	42%	40%	23%	45%	18%	31%	38%	22%	31%	
17-18	408	171	236	39	53	94	81	62	78	109	143	71	85	37	14	28	31	30	29	44	52	56	54	58	175	
	20%	17%	23%	16%	16%	24%	23%	20%	18%	20%	24%	17%	18%	21%	15%	12%	17%	16%	21%	27%	23%	20%	21%	29%	20%	
19-24	587	298	289	71	147	122	90	62	96	235	186	89	77	59	24	79	45	55	27	31	40	93	89	44	109	288
	29%	30%	28%	29%	45%	31%	26%	20%	22%	42%	31%	21%	16%	33%	26%	33%	25%	29%	17%	29%	21%	36%	34%	23%	37%	
25-34	98	58	41	1	37	25	12	8	16	43	27	13	15	4	5	8	8	10	5	4	10	31	10	3	21	46
	5%	6%	4%	*	11%	6%	4%	3%	4%	8%	5%	3%	3%	2%	5%	3%	4%	5%	3%	4%	5%	12%	4%	2%	7%	
35-44	17	3	14	-	-	8	3	4	2	1	3	9	4	4	1	4	1	2	*	-	1	3	1	-	5	5
	1%	*	1%	-	-	2%	1%	1%	1%	*	*	2%	1%	2%	1%	2%	*	1%	*	-	1%	1%	*	-	2%	
45-54	5	2	3	-	-	-	4	1	-	-	2	-	4	-	-	2	-	-	1	3	-	-	-	-	-	2
	*	*	*	-	-	-	1%	*	-	-	*	-	1%	-	-	1%	-	-	1%	3%	-	-	-	-	-	*
55-64	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
65+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Still in full time education	96	40	57	77	15	5	-	-	-	22	40	19	16	7	3	10	6	11	8	9	8	16	12	6	8	40
	5%	4%	5%	31%	4%	1%	-	-	-	4%	7%	4%	3%	4%	3%	4%	3%	6%	5%	8%	4%	6%	5%	3%	3%	5%
Never had any full time education	6	2	4	-	1	3	1	-	1	1	2	-	3	-	1	2	-	-	-	*	2	*	-	-	-	3
	*	*	*	-	*	1%	*	-	*	*	*	-	1%	-	1%	1%	-	-	-	-	*	1%	*	-	-	*
Don't know	43	21	22	5	8	19	3	5	2	4	10	13	15	5	-	7	10	2	3	3	-	4	5	5	15	12
	2%	2%	2%	2%	2%	5%	1%	2%	1%	1%	2%	3%	3%	3%	-	3%	5%	1%	2%	3%	-	1%	2%	3%	5%	1%
Prefer not to answer	54	18	36	10	11	10	9	5	9	15	10	11	18	3	4	4	4	4	5	5	2	10	8	5	12	22
	3%	2%	3%	4%	3%	3%	3%	2%	2%	3%	2%	3%	4%	2%	4%	2%	2%	2%	3%	5%	1%	4%	3%	2%	4%	3%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 50

Absolutes/col percents

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

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
Secondary school, high school, NVQ levels 1 to 3, etc.	1012	468	544	106	120	195	198	171	221	168	280	265	298	90	51	108	97	86	96	47	98	102	124	112	120	397
	49%	47%	52%	43%	37%	50%	57%	56%	51%	30%	47%	62%	63%	50%	55%	45%	53%	46%	60%	44%	51%	40%	47%	60%	41%	46%
University degree or equivalent professional qualification, NVQ level 4, etc.	708	360	348	68	138	139	119	95	148	259	227	110	112	60	29	93	56	68	42	35	75	97	99	53	109	327
	35%	36%	33%	28%	42%	36%	34%	31%	34%	47%	38%	25%	24%	34%	32%	39%	31%	36%	27%	33%	39%	38%	28%	37%	38%	
Higher university degree, doctorate, MBA, NVQ level 5, etc.	200	114	86	17	50	38	22	24	50	108	53	28	12	18	6	22	13	23	10	15	13	42	25	12	53	89
	10%	11%	8%	7%	15%	10%	6%	8%	12%	19%	9%	6%	3%	10%	7%	9%	7%	12%	6%	14%	7%	16%	10%	6%	18%	10%
Still in full time education	53	20	33	48	4	1	-	-	-	11	23	10	9	5	1	6	5	6	8	4	-	7	7	3	3	18
	3%	2%	3%	19%	1%	*	-	-	-	2%	4%	2%	2%	3%	1%	2%	3%	3%	5%	4%	-	3%	3%	2%	1%	2%
Don't know	38	23	15	4	7	7	7	8	4	3	6	9	19	2	2	8	4	2	2	5	1	1	4	6	7	11
	2%	2%	1%	2%	2%	2%	2%	3%	1%	1%	1%	2%	4%	1%	2%	3%	2%	1%	1%	5%	1%	1%	2%	3%	3%	1%
Prefer not to answer	38	19	19	3	7	9	3	9	7	4	5	8	21	2	3	4	6	3	2	1	4	8	3	1	1	14
	2%	2%	2%	1%	2%	2%	1%	3%	2%	1%	1%	2%	4%	1%	3%	2%	3%	2%	1%	1%	2%	3%	1%	*	*	2%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 51

Absolutes/col percents

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
Yes - responsible for half or more of the items bought	1803	811	993	168	313	375	330	285	332	463	524	381	435	156	81	211	166	169	135	99	159	235	235	159	267	765
	88%	81%	95%	68%	95%	96%	95%	93%	77%	84%	88%	89%	92%	88%	87%	88%	92%	89%	85%	91%	83%	91%	90%	85%	91%	89%
No - not responsible for most of the items bought	246	193	53	78	15	14	18	22	98	90	70	49	37	22	12	30	15	21	25	10	33	23	27	28	25	90
	12%	19%	5%	32%	5%	4%	5%	7%	23%	16%	12%	11%	8%	12%	13%	12%	8%	11%	15%	9%	17%	9%	10%	15%	9%	11%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 52

Absolutes/col percents

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

	Gender		Age							Social grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
None	430	181	249	70	91	85	75	73	37	62	128	57	183	46	19	47	38	27	29	23	18	120	41	22	46	161
	21%	18%	24%	28%	28%	22%	22%	24%	8%	11%	21%	13%	39%	26%	21%	20%	21%	14%	19%	21%	9%	46%	16%	12%	16%	19%
1	840	442	398	62	133	164	138	144	199	204	226	229	182	82	47	94	83	80	69	38	93	89	93	72	128	349
	41%	44%	38%	25%	41%	42%	40%	47%	46%	37%	38%	53%	39%	46%	51%	39%	46%	42%	43%	35%	49%	35%	35%	38%	44%	41%
2	594	294	300	68	86	119	88	74	159	225	181	115	73	38	26	66	49	65	45	41	62	45	96	62	90	251
	29%	29%	29%	28%	26%	31%	25%	24%	37%	41%	31%	27%	16%	21%	28%	28%	27%	34%	28%	38%	32%	17%	36%	33%	31%	29%
3+	184	86	98	46	18	21	48	16	36	63	60	30	33	12	-	33	11	17	16	7	19	5	33	31	28	93
	9%	9%	9%	19%	5%	6%	14%	5%	8%	11%	10%	7%	7%	7%	-	14%	6%	9%	10%	6%	10%	2%	13%	17%	10%	11%

## Leaders - Demographically Weighted

### ONLINE Fieldwork : 9th - 11th September 2011

Table 53

Absolutes/col percents

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

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
White	1859	928	931	203	269	342	325	301	419	502	531	405	420	173	87	219	170	175	146	101	183	188	244	174	269	772
	91%	92%	89%	83%	82%	88%	93%	98%	97%	91%	89%	94%	89%	97%	94%	91%	94%	92%	92%	93%	95%	73%	93%	93%	92%	90%
NET: Non-white	167	66	101	38	51	42	24	4	8	43	56	22	46	5	3	21	9	15	12	7	7	62	18	9	23	71
	8%	7%	10%	16%	15%	11%	7%	1%	2%	8%	9%	5%	10%	3%	3%	9%	5%	8%	7%	6%	3%	24%	7%	5%	8%	8%
Mixed	27	9	18	4	7	11	1	*	3	8	9	3	7	3	2	6	-	2	3	1	4	3	2	1	2	11
	1%	1%	2%	2%	2%	3%	*	*	1%	2%	2%	1%	1%	2%	2%	3%	-	1%	2%	1%	2%	1%	1%	*	1%	1%
Asian	71	33	38	15	27	19	7	*	2	21	21	11	18	1	1	10	6	5	4	3	1	26	11	4	7	34
	3%	3%	4%	6%	8%	5%	2%	*	*	4%	3%	3%	4%	1%	1%	4%	3%	3%	3%	2%	1%	10%	4%	2%	2%	4%
Black	43	15	28	14	11	5	10	2	1	8	17	5	13	*	-	4	-	7	2	1	1	22	2	3	9	14
	2%	2%	3%	5%	3%	1%	3%	1%	*	2%	3%	1%	3%	*	-	2%	-	4%	1%	1%	*	9%	1%	2%	3%	2%
Chinese	16	6	10	4	4	3	4	1	1	1	8	3	4	-	-	1	1	-	1	2	1	7	3	1	1	10
	1%	1%	1%	1%	1%	1%	1%	*	*	*	1%	1%	1%	-	-	*	1%	-	1%	2%	*	3%	1%	*	1%	1%
Other ethnic group	9	3	7	1	2	4	1	-	1	4	1	1	3	-	-	-	1	-	1	-	-	4	1	1	3	2
	*	*	1%	1%	1%	1%	*	-	*	1%	*	*	1%	-	-	-	1%	-	1%	-	-	2%	1%	1%	1%	*
Prefer not to answer	23	10	14	4	8	5	-	2	4	8	7	3	5	*	2	1	2	-	2	1	2	8	1	4	1	12
	1%	1%	1%	2%	2%	1%	-	1%	1%	1%	1%	1%	1%	*	2%	*	1%	-	1%	1%	1%	3%	*	2%	*	1%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 54

Absolutes/col percents

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

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
Christian	1120	550	570	91	135	192	187	210	305	309	328	237	246	100	50	143	99	119	90	60	108	120	128	104	148	435
	55%	55%	55%	37%	41%	49%	54%	68%	71%	56%	55%	55%	52%	56%	54%	59%	55%	63%	57%	55%	56%	47%	49%	56%	51%	51%
Muslim	40	14	26	7	14	14	1	3	1	13	9	8	11	5	1	6	6	4	2	1	1	11	3	1	7	11
	2%	1%	3%	3%	4%	3%	*	1%	*	2%	2%	2%	2%	3%	1%	2%	3%	2%	1%	1%	1%	4%	1%	1%	2%	1%
Hindu	22	12	10	5	10	2	3	*	1	8	4	3	7	-	-	3	1	2	2	2	-	5	6	1	*	12
	1%	1%	1%	2%	3%	1%	1%	*	*	1%	1%	1%	1%	-	-	1%	1%	1%	1%	2%	-	2%	2%	1%	*	1%
Jew	17	9	8	-	-	2	7	2	7	6	3	-	8	1	-	4	*	-	3	-	1	8	1	-	1	5
	1%	1%	1%	-	-	1%	2%	1%	2%	1%	1%	-	2%	*	-	2%	*	-	2%	-	*	3%	*	-	*	1%
Sikh	1	1	*	-	1	*	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	*	-	1
	*	*	*	-	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	*
Buddist	17	9	7	2	7	4	2	-	1	2	6	4	5	-	-	-	-	1	4	3	-	5	3	*	4	7
	1%	1%	1%	1%	2%	1%	1%	-	*	*	1%	1%	1%	-	-	-	-	1%	2%	3%	-	2%	1%	*	1%	1%
Other	63	28	35	6	10	12	12	14	8	16	20	15	12	6	3	11	4	5	4	1	3	11	11	4	9	32
	3%	3%	3%	3%	3%	3%	3%	5%	2%	3%	3%	4%	3%	4%	3%	5%	2%	3%	2%	1%	2%	4%	4%	2%	3%	4%
Prefer not to say	64	30	33	9	16	14	13	7	5	14	28	14	8	4	2	3	3	3	-	7	5	19	10	8	14	31
	3%	3%	3%	3%	5%	4%	4%	2%	1%	3%	5%	3%	2%	2%	2%	1%	2%	2%	-	7%	3%	7%	4%	4%	5%	4%
None	704	350	354	125	133	148	124	70	103	183	197	149	175	62	36	72	67	56	56	35	74	77	101	68	109	320
	34%	35%	34%	51%	41%	38%	36%	23%	24%	33%	33%	35%	37%	35%	39%	30%	37%	30%	35%	32%	39%	30%	39%	36%	37%	37%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 55

Absolutes/col percents

Which of the following best describes where you live?

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
Urban - Population over 10,000	770	409	361	97	160	165	115	99	134	212	271	130	157	67	27	94	74	64	42	22	43	210	82	45	139	339
	38%	41%	35%	39%	49%	42%	33%	32%	31%	38%	46%	30%	33%	38%	29%	39%	41%	34%	26%	20%	23%	82%	31%	24%	48%	40%
Town and Fringe	821	365	457	107	114	167	160	123	150	191	211	201	218	69	39	112	68	85	67	47	83	46	122	84	104	348
	40%	36%	44%	44%	35%	43%	46%	40%	35%	35%	35%	47%	46%	39%	42%	46%	38%	45%	42%	43%	43%	18%	46%	45%	36%	41%
Village	396	195	201	41	48	53	60	73	121	127	95	93	82	29	26	34	37	35	49	32	56	1	50	47	45	146
	19%	19%	19%	17%	15%	14%	17%	24%	28%	23%	16%	22%	17%	16%	28%	14%	21%	19%	31%	29%	29%	*	19%	25%	15%	17%
Hamlet & Isolated Dwelling	62	34	27	1	5	4	13	13	26	24	18	6	14	13	1	2	2	6	1	8	10	-	9	11	4	22
	3%	3%	3%	*	2%	1%	4%	4%	6%	4%	3%	1%	3%	7%	2%	1%	1%	3%	1%	7%	5%	-	3%	6%	1%	3%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 56

Absolutes/col percents

Which of the following best describes your current working status?

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
Working full time - working 30 hours per week or more	902	479	422	108	213	237	200	119	24	256	326	210	110	75	38	104	84	78	72	46	74	136	116	80	242	659
	44%	48%	40%	44%	65%	61%	57%	39%	6%	46%	55%	49%	23%	42%	41%	43%	46%	41%	45%	42%	39%	53%	44%	43%	83%	77%
Working part time - working between 8 and 29 hours per week	246	72	174	50	40	50	43	34	29	54	78	75	39	20	7	31	27	19	13	12	24	26	38	31	51	195
	12%	7%	17%	20%	12%	13%	12%	11%	7%	10%	13%	17%	8%	11%	8%	13%	15%	10%	8%	11%	12%	10%	14%	16%	17%	23%
Not working but seeking work or temporarily unemployed or sick	159	69	90	51	17	36	36	18	-	16	28	19	96	14	12	18	12	12	9	10	9	21	24	15	-	-
	8%	7%	9%	21%	5%	9%	10%	6%	-	3%	5%	4%	20%	8%	13%	8%	7%	6%	6%	9%	5%	8%	9%	8%	-	-
Not working and not seeking work	92	41	51	25	6	15	20	24	2	9	17	12	54	8	2	14	6	6	6	9	8	13	13	7	-	-
	4%	4%	5%	10%	2%	4%	6%	8%	1%	2%	3%	3%	11%	4%	2%	6%	3%	3%	3%	8%	4%	5%	5%	4%	-	-
Retired on a state pension only	114	61	52	-	-	-	-	21	92	7	17	11	78	7	5	9	10	14	14	5	13	11	12	13	-	-
	6%	6%	5%	-	-	-	-	7%	21%	1%	3%	3%	17%	4%	5%	4%	5%	8%	9%	5%	7%	4%	5%	7%	-	-
Retired with a private pension	354	272	81	-	-	3	9	62	279	175	93	60	26	36	16	40	24	48	34	18	48	29	32	29	-	-
	17%	27%	8%	-	-	1%	3%	20%	65%	32%	16%	14%	6%	20%	17%	17%	13%	25%	21%	16%	25%	11%	12%	15%	-	-
House person, housewife, househusband, etc.	184	9	175	13	53	48	39	28	3	36	35	44	69	19	13	24	18	13	12	9	15	20	27	12	-	-
	9%	1%	17%	5%	16%	12%	11%	9%	1%	7%	6%	10%	15%	11%	14%	10%	10%	7%	8%	8%	8%	8%	10%	6%	-	-



## Leaders - Demographically Weighted

### ONLINE Fieldwork : 9th - 11th September 2011

Table 57

Absolutes/col percents

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

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	1072	454	618	114	247	299	218	134	60	391	345	186	150	96	40	134	100	90	78	51	87	135	157	104	288	784
Weighted Base	1147	552	596	158	252	287	244	153	54	310	404	285	148	95	45	134	110	96	85	57	98	162	154	111	293	855
Central government including all administrative departments and central government agencies such as the Bank of England	34	20	14	3	7	12	9	3	1	17	13	4	-	4	-	11	-	*	1	3	-	7	1	6	34	-
	3%	4%	2%	2%	3%	4%	3%	2%	2%	6%	3%	1%	-	5%	-	8%	-	1%	1%	5%	-	4%	1%	5%	11%	-
HM Forces	5	4	1	2	1	-	-	1	-	1	-	3	1	-	-	-	-	-	1	-	3	-	-	1	5	-
	*	1%	*	1%	1%	-	-	1%	-	*	-	1%	*	-	-	-	-	-	1%	-	3%	-	-	1%	2%	-
National Health Service	74	23	51	2	15	32	15	8	2	17	35	17	4	5	4	14	10	8	6	5	6	5	7	3	74	-
	6%	4%	9%	1%	6%	11%	6%	5%	4%	5%	9%	6%	3%	5%	10%	10%	9%	9%	8%	10%	6%	3%	4%	3%	25%	-
Universities and Academies funded by government	19	10	8	1	7	4	2	4	1	8	7	3	*	1	1	4	1	2	2	2	2	2	3	*	19	-
	2%	2%	1%	1%	3%	1%	1%	3%	1%	3%	2%	1%	*	1%	2%	3%	1%	2%	2%	3%	2%	1%	2%	*	6%	-
Courts service	4	1	3	1	1	1	1	-	-	3	1	-	-	-	1	-	-	-	-	-	-	1	1	1	4	-
	*	*	*	1%	*	*	*	-	-	1%	*	-	-	-	1%	-	-	-	-	-	-	1%	1%	1%	1%	-
Local government administration	33	13	20	-	10	9	10	4	-	12	16	4	2	7	1	6	*	2	3	5	1	4	3	1	33	-
	3%	2%	3%	-	4%	3%	4%	2%	-	4%	4%	1%	1%	7%	2%	5%	*	2%	3%	8%	1%	2%	2%	1%	11%	-
Police service	18	9	9	-	3	9	5	-	-	1	14	2	-	3	1	-	-	-	-	3	4	3	1	3	18	-
	2%	2%	2%	-	1%	3%	2%	-	-	*	4%	1%	-	3%	3%	-	-	-	-	5%	4%	2%	1%	3%	6%	-
Public sector housing	7	2	4	1	1	1	2	1	1	3	2	2	-	2	-	-	1	1	-	-	-	1	2	-	7	-
	1%	*	1%	1%	1%	*	1%	*	2%	1%	*	1%	-	2%	-	-	*	1%	-	-	-	1%	1%	-	2%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	34	8	26	3	7	8	9	3	3	15	12	6	1	1	-	7	4	4	2	1	2	4	6	5	34	-
	3%	1%	4%	2%	3%	3%	4%	2%	6%	5%	3%	2%	1%	1%	-	5%	4%	4%	3%	1%	2%	2%	4%	4%	12%	-
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	10	2	8	3	3	1	2	1	-	1	3	6	*	1	-	-	1	-	-	3	-	5	*	-	10	-
	1%	*	1%	2%	1%	*	1%	1%	-	*	1%	2%	*	1%	-	-	1%	-	-	5%	-	3%	*	-	3%	-
Bradford and Bingley or Northern Rock Building societies	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	*	-	*	-	-	*	-	-	-	-	*	-	-	-	1%	-	-	-	-	-	-	-	-	-	*	-
Other public sector occupation	55	24	30	6	5	13	18	11	1	17	20	6	11	10	3	6	3	4	9	1	4	6	7	2	55	-
	5%	4%	5%	4%	2%	4%	8%	7%	2%	5%	5%	2%	8%	10%	6%	4%	3%	4%	10%	2%	4%	4%	4%	2%	19%	-

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 57

Absolutes/col percents

Do you work in any of the following occupations?

Base : All who work

	Gender		Age							Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Weighted Base	1147	552	596	158	252	287	244	153	54	310	404	285	148	95	45	134	110	96	85	57	98	162	154	111	293	855	
None of the above	855	435	419	135	191	197	170	116	45	216	279	232	129	60	33	86	90	75	62	35	77	124	124	89	-	855	
		74%	79%	70%	86%	76%	69%	70%	76%	83%	69%	69%	81%	87%	64%	74%	64%	82%	78%	73%	60%	79%	76%	80%	80%	-	100%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 58

Absolutes/col percents

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

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
No	1444	783	661	195	175	175	202	273	424	406	430	284	325	130	51	170	122	139	114	68	153	182	177	139	172	581
	70%	78%	63%	79%	53%	45%	58%	89%	98%	73%	72%	66%	69%	73%	55%	70%	67%	73%	72%	63%	80%	70%	67%	75%	59%	68%
Net: Yes	589	208	381	45	149	213	146	31	6	146	163	145	136	47	42	71	59	51	45	40	38	71	81	45	121	270
	29%	21%	36%	18%	45%	55%	42%	10%	1%	26%	27%	34%	29%	26%	45%	29%	33%	27%	28%	37%	20%	27%	31%	24%	41%	32%
Yes: Aged under 5	247	75	172	40	113	79	12	2	-	65	62	62	58	16	22	24	21	24	10	16	12	38	44	19	46	112
	12%	7%	16%	16%	35%	20%	3%	1%	-	12%	10%	14%	12%	9%	24%	10%	12%	13%	6%	14%	6%	15%	17%	10%	16%	13%
Yes: Aged 5-10	232	85	147	14	65	113	34	5	1	59	67	66	41	17	17	39	18	16	15	18	17	32	27	15	53	101
	11%	9%	14%	5%	20%	29%	10%	2%	*	11%	11%	15%	9%	9%	18%	16%	10%	9%	10%	17%	9%	12%	10%	8%	18%	12%
Yes: Aged 11-15	203	77	126	5	23	88	77	7	2	61	51	47	45	21	15	23	26	11	22	12	12	21	23	17	43	91
	10%	8%	12%	2%	7%	23%	22%	2%	1%	11%	9%	11%	9%	12%	16%	9%	14%	6%	14%	11%	6%	8%	9%	9%	15%	11%
Yes: Aged 16-18	128	53	75	1	2	37	68	19	2	20	42	34	32	10	5	13	14	10	12	10	9	14	17	14	21	62
	6%	5%	7%	*	1%	9%	19%	6%	1%	4%	7%	8%	7%	6%	6%	5%	7%	6%	8%	9%	5%	5%	6%	8%	7%	7%
Prefer not to answer	16	12	4	6	5	1	-	3	1	2	2	2	10	1	-	1	-	-	-	-	2	5	5	2	-	4
	1%	1%	*	2%	1%	*	-	1%	*	*	*	*	2%	*	-	*	-	-	-	-	1%	2%	2%	1%	-	*

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 59

Absolutes/col percents

**Gender****Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
Male	1004	1004	-	90	114	169	147	153	332	323	255	214	212	89	39	110	86	91	84	54	113	134	112	92	116	435
	49%	100%	-	36%	35%	43%	42%	50%	77%	58%	43%	50%	45%	50%	42%	46%	47%	48%	53%	50%	59%	52%	43%	49%	40%	51%
Female	1045	-	1045	156	214	220	202	154	99	230	340	217	259	89	54	130	95	99	75	54	79	124	151	95	176	419
	51%	-	100%	64%	65%	57%	58%	50%	23%	42%	57%	50%	55%	50%	58%	54%	53%	52%	47%	50%	41%	48%	57%	51%	60%	49%

## Leaders - Demographically Weighted

### ONLINE Fieldwork : 9th - 11th September 2011

Table 60

Absolutes/col percents

Which of the following ITV regions do you live in?

Base : All respondents

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
Anglia	233	126	108	36	28	44	37	29	61	65	60	60	49	-	1	-	3	4	34	-	162	3	26	-	25	102
	11%	13%	10%	14%	9%	11%	11%	9%	14%	12%	10%	14%	10%	-	1%	-	2%	2%	22%	-	84%	1%	10%	-	9%	12%
Border	24	11	12	-	4	3	1	8	7	9	4	8	3	13	-	9	-	-	-	-	-	-	2	-	3	9
	1%	1%	1%	-	1%	1%	*	3%	2%	2%	1%	2%	1%	7%	-	4%	-	-	-	-	-	-	1%	-	1%	1%
Central	308	159	149	29	43	58	46	43	88	100	69	66	72	2	-	2	-	171	112	-	3	5	10	2	36	122
	15%	16%	14%	12%	13%	15%	13%	14%	20%	18%	12%	15%	15%	1%	-	1%	-	90%	70%	-	2%	2%	4%	1%	12%	14%
Granada	229	105	124	26	33	41	45	36	48	54	56	48	71	-	2	221	-	1	-	4	-	-	-	-	45	82
	11%	10%	12%	11%	10%	11%	13%	12%	11%	10%	9%	11%	15%	-	2%	92%	-	1%	-	4%	-	-	-	-	15%	10%
London	348	176	172	48	76	64	53	44	63	115	135	37	61	-	-	1	-	-	-	-	21	249	76	1	49	163
	17%	18%	16%	19%	23%	16%	15%	14%	15%	21%	23%	9%	13%	-	-	*	-	-	-	-	11%	97%	29%	1%	17%	19%
Meridian	167	74	92	21	33	28	35	33	17	49	49	26	43	-	1	-	-	3	-	-	-	-	145	19	23	77
	8%	7%	9%	9%	10%	7%	10%	11%	4%	9%	8%	6%	9%	-	1%	-	-	1%	-	-	-	-	55%	10%	8%	9%
TyneTees	88	39	49	6	23	17	11	18	14	16	30	20	22	1	86	-	2	-	-	-	-	-	-	-	12	32
	4%	4%	5%	2%	7%	4%	3%	6%	3%	3%	5%	5%	5%	*	93%	-	1%	-	-	-	-	-	-	-	4%	4%
Wales	105	52	53	14	19	22	19	13	19	27	37	20	20	-	-	1	-	-	-	103	-	-	-	1	21	35
	5%	5%	5%	6%	6%	6%	5%	4%	4%	5%	6%	5%	4%	-	-	1%	-	-	-	95%	-	-	-	*	7%	4%
West	77	30	48	17	10	11	14	8	18	18	32	13	15	-	-	4	-	9	1	*	-	-	-	63	12	38
	4%	3%	5%	7%	3%	3%	4%	3%	4%	3%	5%	3%	3%	-	-	2%	-	4%	*	-	-	-	-	34%	4%	4%
Westcountry	103	54	48	18	9	10	18	18	30	20	25	32	25	-	-	-	-	1	-	-	-	-	2	100	8	50
	5%	5%	5%	7%	3%	3%	5%	6%	7%	4%	4%	7%	5%	-	-	-	-	*	-	-	-	-	1%	54%	3%	6%
Yorkshire	198	92	106	15	29	53	39	29	33	40	51	53	54	1	1	1	176	1	12	-	4	-	1	-	25	90
	10%	9%	10%	6%	9%	14%	11%	10%	8%	7%	9%	12%	11%	*	1%	1%	97%	1%	8%	-	2%	-	1%	-	8%	11%
STV	169	86	83	17	21	38	31	28	33	42	46	47	35	162	2	1	-	-	-	1	2	-	-	1	34	57
	8%	9%	8%	7%	6%	10%	9%	9%	8%	8%	8%	11%	7%	91%	2%	1%	-	-	-	1%	1%	-	-	*	11%	7%
UTV	*	-	*	-	-	-	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-

## Leaders - Demographically Weighted

### ONLINE Fieldwork : 9th - 11th September 2011

Table 61

Absolutes/col percents

**GO Regions****Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum- side	West Mid-lands	East Mid-lands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	
Scotland	178	89	89	17	20	38	32	34	37	48	47	49	34	178	-	-	-	-	-	-	-	-	-	-	34	60	
	9%	9%	8%	7%	6%	10%	9%	11%	9%	9%	8%	11%	7%	100%	-	-	-	-	-	-	-	-	-	-	12%	7%	
North East	93	39	54	6	25	18	14	18	13	16	29	20	28	-	93	-	-	-	-	-	-	-	-	-	12	33	
	5%	4%	5%	2%	8%	5%	4%	6%	3%	3%	5%	5%	6%	-	100%	-	-	-	-	-	-	-	-	-	4%	4%	
North West	241	110	130	28	40	42	45	36	49	55	62	51	72	-	-	241	-	-	-	-	-	-	-	-	48	86	
	12%	11%	12%	11%	12%	11%	13%	12%	11%	10%	11%	12%	15%	-	-	100%	-	-	-	-	-	-	-	-	17%	10%	
Yorkshire & Humberside	181	86	95	16	29	45	37	25	30	37	50	48	46	-	-	-	181	-	-	-	-	-	-	-	20	90	
	9%	9%	9%	7%	9%	11%	11%	8%	7%	7%	8%	11%	10%	-	-	-	100%	-	-	-	-	-	-	-	7%	11%	
West Midlands	190	91	99	21	26	33	28	26	55	69	33	41	46	-	-	-	-	190	-	-	-	-	-	-	21	75	
	9%	9%	9%	9%	8%	9%	8%	8%	13%	12%	6%	10%	10%	-	-	-	-	100%	-	-	-	-	-	-	7%	9%	
East Midlands	159	84	75	18	15	33	23	27	43	42	43	41	33	-	-	-	-	-	159	-	-	-	-	-	23	62	
	8%	8%	7%	7%	4%	8%	7%	9%	10%	8%	7%	10%	7%	-	-	-	-	-	100%	-	-	-	-	-	8%	7%	
Wales	109	54	54	14	18	24	19	14	20	27	40	20	21	-	-	-	-	-	-	109	-	-	-	-	23	35	
	5%	5%	5%	6%	6%	6%	5%	4%	5%	5%	7%	5%	5%	-	-	-	-	-	-	100%	-	-	-	-	8%	4%	
Eastern	192	113	79	22	20	36	29	25	60	54	52	46	40	-	-	-	-	-	-	-	192	-	-	-	21	77	
	9%	11%	8%	9%	6%	9%	8%	8%	14%	10%	9%	11%	8%	-	-	-	-	-	-	-	100%	-	-	-	7%	9%	
London	258	134	124	41	61	52	39	24	41	85	99	26	48	-	-	-	-	-	-	-	-	258	-	-	38	124	
	13%	13%	12%	17%	19%	13%	11%	8%	9%	15%	17%	6%	10%	-	-	-	-	-	-	-	-	100%	-	-	13%	15%	
South East	263	112	151	35	56	43	44	52	34	78	81	42	62	-	-	-	-	-	-	-	-	-	263	-	30	124	
	13%	11%	14%	14%	17%	11%	13%	17%	8%	14%	14%	10%	13%	-	-	-	-	-	-	-	-	-	100%	-	10%	14%	
South West	187	92	95	28	18	25	38	28	50	43	59	45	40	-	-	-	-	-	-	-	-	-	-	-	187	89	
	9%	9%	9%	11%	5%	7%	11%	9%	12%	8%	10%	10%	9%	-	-	-	-	-	-	-	-	-	-	-	100%	8%	10%

## Leaders - Demographically Weighted

### ONLINE Fieldwork : 9th - 11th September 2011

Table 62

Absolutes/col percents

**Marital Status****Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
Single	428 21%	208 21%	220 21%	163 66%	79 24%	94 24%	60 17%	22 7%	11 2%	87 16%	144 24%	67 16%	130 28%	39 22%	14 15%	54 22%	38 21%	30 16%	28 17%	30 27%	28 15%	81 32%	43 16%	43 23%	62 21%	229 27%
Married	1042 51%	559 56%	484 46%	23 9%	144 44%	189 49%	178 51%	181 59%	327 76%	348 63%	268 45%	240 56%	186 39%	82 46%	50 54%	120 50%	87 48%	102 54%	88 55%	53 49%	114 60%	108 42%	137 52%	101 54%	141 48%	380 44%
Civil Partnership	30 1%	17 2%	13 1%	6 3%	4 1%	5 1%	4 1%	8 2%	3 1%	8 2%	3 *	14 3%	5 1%	3 2%	1 1%	4 2%	4 2%	2 1%	5 3%	1 1%	1 1%	5 2%	3 1%	1 1%	1 *	18 2%
Co Habiting	297 14%	121 12%	176 17%	50 20%	92 28%	70 18%	43 12%	28 9%	14 3%	62 11%	93 16%	80 19%	62 13%	33 19%	15 16%	39 16%	31 17%	25 13%	23 14%	12 11%	19 10%	31 12%	48 18%	20 11%	45 15%	159 19%
Widowed	55 3%	26 3%	30 3%	- -	- -	3 1%	5 2%	14 4%	34 8%	14 2%	21 4%	4 1%	16 3%	8 5%	3 4%	1 *	3 2%	9 5%	5 3%	3 3%	7 4%	8 3%	6 2%	2 1%	5 2%	12 1%
Separated	30 1%	15 2%	14 1%	1 *	2 1%	9 2%	7 2%	7 2%	4 1%	6 1%	10 2%	2 *	12 2%	1 *	- -	3 1%	2 1%	2 1%	4 3%	* *	4 2%	5 2%	7 3%	2 1%	6 2%	8 1%
Divorced	150 7%	53 5%	97 9%	- -	4 1%	18 5%	46 13%	46 15%	37 9%	27 5%	46 8%	23 5%	54 11%	12 7%	9 10%	15 6%	14 8%	19 10%	7 4%	7 7%	16 9%	17 7%	18 7%	15 8%	30 10%	44 5%
Prefer not to answer	17 1%	5 1%	12 1%	3 1%	3 1%	2 1%	6 2%	2 1%	1 *	1 *	9 2%	- -	7 1%	- -	- -	4 2%	1 *	1 *	1 1%	1 1%	2 1%	3 1%	2 1%	2 1%	4 1%	5 1%

## Leaders - Demographically Weighted

### ONLINE Fieldwork : 9th - 11th September 2011

Table 63

Absolutes/col percents

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

**Base : All respondents**

	Gender		Age							Social grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784	
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855	
Up to £7,000	(3.5)	84 4%	29 3%	54 5%	23 9%	11 3%	11 3%	24 7%	10 3%	5 1%	1 *	16 3%	5 1%	62 13%	8 5%	3 3%	9 4%	6 4%	6 3%	10 6%	6 5%	8 4%	13 5%	11 4%	3 2%	3 1%	12 7%
£7,001 to £14,000	(10.5)	237 12%	101 10%	136 13%	22 9%	29 9%	40 10%	39 11%	43 14%	63 15%	18 3%	54 9%	27 6%	138 29%	22 13%	13 14%	34 14%	21 12%	25 13%	15 9%	12 11%	24 12%	27 11%	26 10%	18 10%	9 3%	60 7%
£14,001 to £21,000	(17.5)	298 15%	153 15%	145 14%	27 11%	42 13%	59 15%	34 10%	54 18%	82 19%	45 8%	102 17%	76 18%	74 16%	27 15%	14 15%	36 15%	26 14%	25 13%	33 21%	23 21%	22 11%	24 9%	28 11%	40 21%	32 11%	110 13%
£21,001 to £28,000	(24.5)	289 14%	149 15%	140 13%	26 11%	42 13%	45 12%	48 14%	58 19%	71 16%	61 11%	92 16%	87 20%	49 10%	37 21%	15 16%	27 11%	29 16%	29 15%	28 18%	14 13%	29 15%	37 14%	22 12%	37 13%	131 15%	
£28,001 to £34,000	(31)	256 12%	121 12%	134 13%	24 10%	49 15%	53 13%	50 14%	29 10%	50 12%	78 14%	74 13%	62 14%	42 9%	27 15%	13 14%	20 8%	27 15%	31 17%	12 8%	10 9%	22 12%	36 14%	25 9%	31 17%	29 10%	126 15%
£34,001 to £41,000	(37.5)	179 9%	99 10%	80 8%	30 12%	36 11%	30 8%	31 9%	19 6%	33 8%	67 12%	57 10%	37 9%	17 4%	16 9%	16 11%	19 7%	12 11%	11 6%	8 7%	24 13%	24 9%	22 8%	17 9%	41 14%	88 10%	
£41,001 to £48,000	(44.5)	145 7%	76 8%	69 7%	9 4%	38 12%	34 9%	26 8%	19 4%	18 4%	46 8%	53 9%	35 8%	10 2%	10 6%	5 5%	20 8%	15 8%	17 9%	8 5%	9 8%	17 9%	20 8%	14 5%	11 6%	33 11%	76 9%
£48,001 to £55,000	(51.5)	93 5%	45 4%	48 5%	9 4%	17 5%	18 5%	20 6%	15 5%	14 3%	51 9%	23 4%	18 4%	- -	4 2%	3 3%	13 6%	7 4%	13 7%	4 3%	8 7%	8 4%	15 6%	14 5%	5 2%	28 9%	46 5%
£55,001 to £62,000	(58.5)	58 3%	33 3%	25 2%	3 1%	6 2%	22 6%	11 3%	5 2%	10 2%	33 6%	19 3%	6 1%	- -	6 3%	- -	16 7%	2 1%	2 1%	1 1%	1 1%	8 4%	7 3%	10 4%	5 3%	23 8%	22 3%
£62,001 to £69,000	(65.5)	32 2%	17 2%	15 1%	4 2%	9 3%	8 2%	6 2%	1 *	3 1%	24 4%	5 1%	2 1%	1 *	3 2%	- -	3 1%	- *	1 1%	2 2%	4 2%	3 1%	12 5%	3 2%	6 2%	16 2%	
£69,001 to £76,000	(72.5)	25 1%	16 2%	9 1%	2 1%	7 2%	6 2%	1 *	2 1%	7 2%	13 2%	8 1%	3 1%	1 *	2 1%	- -	2 1%	- -	1 1%	- -	1 1%	4 2%	8 3%	6 2%	- -	6 2%	15 2%
£76,001 to £83,000	(79.5)	31 2%	8 1%	23 2%	5 2%	5 2%	8 2%	5 1%	4 1%	4 1%	21 4%	6 1%	4 1%	- -	2 1%	1 1%	2 2%	3 1%	1 1%	3 2%	3 2%	4 2%	4 2%	5 2%	3 2%	11 4%	18 2%
£83,001 or more	(86)	37 2%	26 3%	12 1%	- -	5 1%	8 2%	10 3%	5 2%	9 2%	23 4%	11 2%	3 1%	1 *	- -	- -	2 1%	1 *	4 2%	3 2%	- -	5 2%	15 6%	6 2%	2 1%	7 3%	24 3%
Prefer not to answer		286 14%	130 13%	156 15%	62 25%	33 10%	46 12%	43 12%	40 13%	62 14%	73 13%	73 12%	63 15%	77 16%	13 7%	16 17%	41 17%	24 13%	23 12%	30 19%	14 13%	15 8%	37 14%	47 18%	26 14%	27 9%	112 13%
Mean (£'000s)	30.56	31.67	29.46	27.88	33.26	33.22	31.20	28.07	28.54	41.94	30.82	29.82	17.03	27.92	26.01	30.42	28.30	29.59	26.47	28.63	32.82	35.56	34.09	29.12	39.72	34.49	
Standard deviation	18.64	18.64	18.58	18.03	18.25	19.62	19.48	17.54	17.81	19.84	17.48	14.74	11.31	16.07	13.86	18.65	15.17	17.14	17.36	17.69	19.61	22.59	21.00	16.46	18.89	18.85	
Standard error	0.44	0.66	0.60	1.50	1.04	1.02	1.12	1.09	0.90	0.80	0.81	0.94	0.54	1.24	1.57	1.29	1.21	1.36	1.47	1.83	1.48	1.64	1.37	1.26	1.17	0.72	

**Prepared for Lord Ashcroft**



**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 64

Absolutes/col percents

**Age****Base : All respondents**

	Gender			Age						Social grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
18 to 24	246	90	156	246	-	-	-	-	-	55	77	57	57	17	6	28	16	21	18	14	22	41	35	28	23	135
	12%	9%	15%	100%	-	-	-	-	-	10%	13%	13%	12%	10%	6%	12%	9%	11%	12%	13%	11%	16%	13%	15%	8%	16%
25 to 34	328	114	214	-	328	-	-	-	-	77	114	78	59	20	25	40	29	26	15	18	20	61	56	18	61	191
	16%	11%	20%	-	100%	-	-	-	-	14%	19%	18%	13%	11%	27%	17%	16%	14%	9%	17%	10%	24%	21%	9%	21%	22%
35 to 44	389	169	220	-	-	389	-	-	-	97	114	95	83	38	18	42	45	33	33	24	36	52	43	25	90	197
	19%	17%	21%	-	-	100%	-	-	-	18%	19%	22%	18%	21%	20%	18%	25%	18%	21%	22%	19%	20%	16%	14%	31%	23%
45 to 54	348	147	202	-	-	-	348	-	-	78	82	79	109	32	14	45	37	28	23	19	29	39	44	38	73	170
	17%	15%	19%	-	-	-	100%	-	-	14%	14%	18%	23%	18%	15%	19%	20%	15%	15%	18%	15%	17%	20%	20%	25%	20%
55 to 64	307	153	154	-	-	-	-	307	-	67	102	56	82	34	18	36	25	26	27	14	25	24	52	28	37	116
	15%	15%	15%	-	-	-	-	100%	-	12%	17%	13%	17%	19%	19%	15%	14%	14%	17%	13%	13%	9%	20%	15%	13%	14%
65 or older	431	332	99	-	-	-	-	-	431	179	105	65	81	37	13	49	30	55	43	20	60	41	34	50	9	45
	21%	33%	9%	-	-	-	-	-	100%	32%	18%	15%	17%	21%	14%	20%	16%	29%	27%	18%	31%	16%	13%	27%	3%	5%

**Leaders - Demographically Weighted**  
**ONLINE Fieldwork : 9th - 11th September 2011**

Table 65

Absolutes/col percents

**Social grade****Base : All respondents**

	Gender		Age						Social grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2049	925	1124	190	341	416	343	300	459	715	532	286	515	184	93	247	181	184	163	108	190	226	282	191	288	784
Weighted Base	2049	1004	1045	246	328	389	348	307	431	553	594	430	471	178	93	241	181	190	159	109	192	258	263	187	293	855
AB	553	323	230	55	77	97	78	67	179	553	-	-	-	48	16	55	37	69	42	27	54	85	78	43	95	216
	27%	32%	22%	22%	24%	25%	22%	22%	42%	100%	-	-	-	27%	17%	23%	20%	36%	26%	25%	28%	33%	30%	23%	32%	25%
C1	594	255	340	77	114	114	82	102	105	-	594	-	-	47	29	62	50	33	43	40	52	99	81	59	125	279
	29%	25%	32%	31%	35%	29%	24%	33%	24%	-	100%	-	-	27%	31%	26%	28%	17%	27%	37%	27%	38%	31%	31%	43%	33%
C2	430	214	217	57	78	95	79	56	65	-	-	430	-	49	20	51	48	41	41	20	46	26	42	45	53	232
	21%	21%	21%	23%	24%	25%	23%	18%	15%	-	-	100%	-	27%	21%	21%	27%	22%	26%	19%	24%	10%	16%	24%	18%	27%
DE	471	212	259	57	59	83	109	82	81	-	-	-	471	34	28	72	46	46	33	21	40	48	62	40	20	129
	23%	21%	25%	23%	18%	21%	31%	27%	19%	-	-	-	100%	19%	30%	30%	25%	25%	21%	20%	21%	18%	23%	22%	7%	15%

	Page	Table	Title	Base Description	Base
	1	1	Q4. Past Vote	Base : All respondents	2049
	2	2	Q4. Past Vote	Base : All respondents who stated that they voted	1555
	3	3	Sample	Base : All respondents	2049
	4	4	Q1. 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.	Base : All respondents	2049
	5	5	Q2. If there were to be a general election tomorrow, parties would fight for your vote in your area. Which party do you think you would vote for?	Base : All respondents	2049
	6	6	Q2. If there were to be a general election tomorrow, parties would fight for your vote in your area. Which party do you think you would vote for?	Base : All respondents expressing an intention to vote	1586
	7	7	Q2. If there were to be a general election tomorrow, parties would fight for your vote in your area. Which party do you think you would vote for?	Base : All respondents expressing an intention to vote	1586
	8	8	Q4. And which party did you vote for in the general election in May last year? Was it...	Base : All respondents	2049
	9	9	Q4. Which of these leaders would make the best Prime Minister?	Base : All respondents	2049
	10	10	Q5a. Would you say you were more favourable to David Cameron, or to the Conservative Party generally?	Base : All respondents	2049
	11	11	Q5b. And would you say you were more favourable to Ed Miliband, or to the Labour Party generally?	Base : All respondents	2049
	12	12	Q5c. And would you say you were more favourable to Nick Clegg, or to the Liberal Democrat party generally?	Base : All respondents	2049
	13	13	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	14	14	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	15	15	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	16	16	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	17	17	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	18	18	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	19	19	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049

	Page	Table	Title	Base Description	Base
	20	20	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	21	21	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	22	22	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	23	23	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	24	24	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	25	25	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	26	26	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	27	27	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	28	28	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	29	29	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	30	30	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	31	31	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	32	32	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	33	33	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	34	34	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	35	35	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	36	36	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	37	37	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	38	38	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	39	39	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	40	40	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	41	41	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	42	42	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049

	Page	Table	Title	Base Description	Base
	43	43	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	44	44	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	45	45	Q6. Here are some things that people have said about the main party leaders.	Base : All respondents	2049
	46	46	QX. After the recent riots last month which political leader, if any, responded best in your view?	Base : All respondents	2049
	47	47	Have you taken a foreign holiday in the last 3 years?	Base : All respondents	2049
	48	48	Tenure	Base : All respondents	2049
	49	49	At what age did you finish your full time education?	Base : All respondents	2049
	50	50	What is the highest educational level that you have achieved to date?	Base : All respondents	2049
	51	51	Thinking about your household's food and grocery shopping, are you personally responsible for	Base : All respondents	2049
	52	52	How many cars are there in your household?	Base : All respondents	2049
	53	53	To which of the following ethnic groups do you consider you belong?	Base : All respondents	2049
	54	54	To which of the following religious groups do you consider yourself to be a member of?	Base : All respondents	2049
	55	55	Which of the following best describes where you live?	Base : All respondents	2049
	56	56	Which of the following best describes your current working status?	Base : All respondents	2049
	57	57	Do you work in any of the following occupations?	Base : All who work	1072
	58	57	Do you work in any of the following occupations?	Base : All who work	1147
	59	58	Do you have any children aged 18 or under? If so, how old are they?	Base : All respondents	2049
	60	59	Gender	Base : All respondents	2049
	61	60	Which of the following ITV regions do you live in?	Base : All respondents	2049
	62	61	GO Regions	Base : All respondents	2049
	63	62	Marital Status	Base : All respondents	2049
	64	63	What is the combined annual income of your household, prior to tax being deducted?	Base : All respondents	2049
	65	64	Age	Base : All respondents	2049

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	Page	Table	Title	Base Description	Base
	66	65	Social grade	Base : All respondents	2049

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