# The Leadership Factor
## 25th - 30th July 2011

Table 1

**Q1. At the general election in May last year many people didn't vote. Did you vote in that election?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Yes | **3928** | 2015 | 1914 | 324 | 516 | 735 | 676 | 681 | 996 | 350 | 820 | 1152 | 796 | 368 | 442 | - |
| | **79%** | 82% | 75% | 54% | 65% | 77% | 80% | 91% | 95% | 87% | 87% | 79% | 76% | 70% | 71% | - |
| No | **1072** | 435 | 637 | 276 | 284 | 215 | 173 | 69 | 55 | 54 | 126 | 298 | 254 | 157 | 183 | - |
| | **21%** | 18% | 25% | 46% | 35% | 23% | 20% | 9% | 5% | 13% | 13% | 21% | 24% | 30% | 29% | - |

**Prepared by Lord Ashcroft**

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## 25th - 30th July 2011

Table 1

**Q1. At the general election in May last year many people didn't vote. Did you vote in that election?**

**Base : All respondents**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Region | | | | | | | | How voted in 2010 | | | Who would make best PM | | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Yes | **3928** *79%* | 330 *76%* | 188 *83%* | 443 *75%* | 344 *78%* | 351 *76%* | 313 *81%* | 207 *78%* | 382 *82%* | 470 *75%* | 521 *81%* | 379 *83%* | 1487 *100%* | 1027 *100%* | 961 *100%* | 453 *100%* | 2115 *81%* | 443 *67%* | 1371 *79%* |
| No | **1072** *21%* | 104 *24%* | 38 *17%* | 144 *25%* | 97 *22%* | 112 *24%* | 75 *19%* | 58 *22%* | 86 *18%* | 159 *25%* | 120 *19%* | 77 *17%* | - - | - - | - - | - - | 488 *19%* | 218 *33%* | 366 *21%* |

# The Leadership Factor
## 25th - 30th July 2011

Table 2

**Q1a. Which party did you vote for in the general election in May 2010?**

**Base : All who voted in the election in May 2010**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **3977** | 1946 | 2031 | 234 | 526 | 780 | 700 | 706 | 1031 | 474 | 1138 | 1051 | 512 | 365 | 430 | 7 |
| Weighted Base | **3928** | 2015 | 1914 | 324 | 516 | 735 | 676 | 681 | 996 | 350 | 820 | 1152 | 796 | 368 | 442 | - |
| Conservative | **1487** | 819 | 668 | 75 | 147 | 220 | 268 | 269 | 508 | 166 | 335 | 441 | 305 | 124 | 116 | - |
| | **38%** | *41%* | *35%* | *23%* | *28%* | *30%* | *40%* | *39%* | *51%* | *47%* | *41%* | *38%* | *38%* | *34%* | *26%* | *-* |
| Labour | **1027** | 488 | 539 | 124 | 162 | 246 | 166 | 149 | 181 | 73 | 191 | 309 | 203 | 117 | 134 | - |
| | **26%** | *24%* | *28%* | *38%* | *31%* | *34%* | *24%* | *22%* | *18%* | *21%* | *23%* | *27%* | *26%* | *32%* | *30%* | *-* |
| Liberal Democrat | **961** | 466 | 496 | 94 | 159 | 189 | 158 | 167 | 194 | 83 | 232 | 291 | 171 | 81 | 104 | - |
| | **24%** | *23%* | *26%* | *29%* | *31%* | *26%* | *23%* | *24%* | *19%* | *24%* | *28%* | *25%* | *21%* | *22%* | *24%* | *-* |
| Another party | **453** | 243 | 210 | 31 | 48 | 79 | 84 | 96 | 114 | 28 | 62 | 111 | 118 | 46 | 87 | - |
| | **12%** | *12%* | *11%* | *10%* | *9%* | *11%* | *12%* | *14%* | *11%* | *8%* | *8%* | *10%* | *15%* | *13%* | *20%* | *-* |

# The Leadership Factor
## 25th - 30th July 2011

**Q1a. Which party did you vote for in the general election in May 2010?**

**Base : All who voted in the election in May 2010**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **3977** | 349 | 191 | 468 | 341 | 366 | 319 | 196 | 377 | 431 | 555 | 384 | 1503 | 1024 | 1013 | 437 | 2148 | 449 | 1380 |
| Weighted Base | **3928** | 330 | 188 | 443 | 344 | 351 | 313 | 207 | 382 | 470 | 521 | 379 | 1487 | 1027 | 961 | 453 | 2115 | 443 | 1371 |
| Conservative | **1487** **38%** | 80 24% | 42 22% | 159 36% | 119 35% | 149 42% | 149 48% | 65 32% | 170 44% | 165 35% | 228 44% | 161 42% | 1487 100% | - - | - - | - - | 1360 64% | 41 9% | 87 6% |
| Labour | **1027** **26%** | 85 26% | 80 42% | 141 32% | 91 27% | 108 31% | 76 24% | 69 33% | 71 19% | 144 31% | 96 18% | 66 18% | - - | 1027 100% | - - | - - | 170 8% | 71 16% | 787 57% |
| Liberal Democrat | **961** **24%** | 41 12% | 49 26% | 101 23% | 104 30% | 74 21% | 68 22% | 35 17% | 103 27% | 126 27% | 138 26% | 122 32% | - - | - - | 961 100% | - - | 347 16% | 269 61% | 345 25% |
| Another party | **453** **12%** | 124 38% | 17 9% | 42 9% | 29 9% | 20 6% | 20 6% | 37 18% | 38 10% | 35 7% | 59 11% | 30 8% | - - | - - | - - | 453 100% | 239 11% | 62 14% | 152 11% |

# The Leadership Factor
## 25th - 30th July 2011

Table 3

**Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all.**
**How likely are you end up voting for each party on a scale of 0 to 10 - where 0 means you definitely will not vote for that party, and 10 means you definitely will vote for it?**

**Base : All respondents**

|  |  | Conservative | Labour | Liberal Democrat | Another party |
|---|---|---|---|---|---|
| Unweighted Base |  | 5000 | 5000 | 5000 | 5000 |
| Weighted Base |  | 5000 | 5000 | 5000 | 5000 |
| 10 - Definitely will vote | (10) | 643 13% | 637 13% | 101 2% | 353 7% |
| 9 | (9) | 235 5% | 215 4% | 73 1% | 106 2% |
| 8 | (8) | 330 7% | 287 6% | 162 3% | 189 4% |
| 7 | (7) | 243 5% | 278 6% | 178 4% | 176 4% |
| 6 | (6) | 182 4% | 221 4% | 248 5% | 196 4% |
| 5 | (5) | 551 11% | 562 11% | 602 12% | 667 13% |
| 4 | (4) | 189 4% | 207 4% | 285 6% | 253 5% |
| 3 | (3) | 204 4% | 205 4% | 285 6% | 249 5% |
| 2 | (2) | 232 5% | 238 5% | 340 7% | 253 5% |
| 1 | (1) | 191 4% | 241 5% | 271 5% | 287 6% |
| 0 - Definitely will not vote | (0) | 2000 40% | 1908 38% | 2456 49% | 2271 45% |
| Net: 9-10 |  | 878 18% | 852 17% | 174 3% | 458 9% |
| Net: 0-1 |  | 2191 44% | 2150 43% | 2727 55% | 2558 51% |
| Mean |  | 3.75 | 3.77 | 2.33 | 2.86 |
| Standard Deviation |  | 3.80 | 3.75 | 2.85 | 3.32 |
| Standard Error |  | 0.054 | 0.053 | 0.040 | 0.047 |

# The Leadership Factor
## 25th - 30th July 2011

Table 4

**Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all.**
**How likely are you end up voting for the Conservative Party on a scale of 0 to 10 - where 0 means you definitely will not vote for them, and 10 means you definitely will vote for them?**

**Base : All respondents**

| | | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| 10 - Definitely will vote | (10) | 643 13% | 358 15% | 285 11% | 28 5% | 41 5% | 88 9% | 102 12% | 118 16% | 267 25% | 72 18% | 138 15% | 194 13% | 146 14% | 36 7% | 58 9% | - |
| 9 | (9) | 235 5% | 127 5% | 108 4% | 16 3% | 20 3% | 32 3% | 37 4% | 51 7% | 78 7% | 24 6% | 49 5% | 87 6% | 34 3% | 20 4% | 20 3% | - |
| 8 | (8) | 330 7% | 200 8% | 130 5% | 29 5% | 45 6% | 45 5% | 62 7% | 48 6% | 100 10% | 32 8% | 81 9% | 85 6% | 69 7% | 36 7% | 27 4% | - |
| 7 | (7) | 243 5% | 130 5% | 112 4% | 21 4% | 44 6% | 44 5% | 49 6% | 35 5% | 49 5% | 22 5% | 54 6% | 72 5% | 41 4% | 27 5% | 27 4% | - |
| 6 | (6) | 182 4% | 85 3% | 98 4% | 25 4% | 27 3% | 36 4% | 32 4% | 23 3% | 40 4% | 16 4% | 34 4% | 51 3% | 53 5% | 16 3% | 14 2% | - |
| 5 | (5) | 551 11% | 216 9% | 335 13% | 109 18% | 117 15% | 111 12% | 76 9% | 58 8% | 80 8% | 62 15% | 100 11% | 168 12% | 106 10% | 56 11% | 58 9% | - |
| 4 | (4) | 189 4% | 84 3% | 105 4% | 43 7% | 40 5% | 32 3% | 27 3% | 27 4% | 21 2% | 14 4% | 26 3% | 59 4% | 51 5% | 20 4% | 18 3% | - |
| 3 | (3) | 204 4% | 94 4% | 110 4% | 43 7% | 41 5% | 34 4% | 31 4% | 26 3% | 29 3% | 18 4% | 38 4% | 52 4% | 54 5% | 24 5% | 18 3% | - |
| 2 | (2) | 232 5% | 118 5% | 114 4% | 33 5% | 42 5% | 54 6% | 36 4% | 37 5% | 30 3% | 18 4% | 50 5% | 84 6% | 31 3% | 29 6% | 19 3% | - |
| 1 | (1) | 191 4% | 95 4% | 96 4% | 40 7% | 36 4% | 41 4% | 25 3% | 19 3% | 29 3% | 12 3% | 42 4% | 48 3% | 47 4% | 18 3% | 23 4% | - |
| 0 - Definitely will not vote | (0) | 2000 40% | 943 39% | 1057 41% | 212 35% | 347 43% | 432 45% | 372 44% | 310 41% | 327 31% | 114 28% | 333 35% | 550 38% | 418 40% | 243 46% | 341 55% | - |
| Net: 9-10 | | 878 18% | 485 20% | 393 15% | 44 7% | 61 8% | 120 13% | 139 16% | 168 22% | 345 33% | 96 24% | 188 20% | 281 19% | 180 17% | 55 11% | 78 13% | - |
| Net: 0-1 | | 2191 44% | 1038 42% | 1153 45% | 253 42% | 383 48% | 472 50% | 397 47% | 329 44% | 357 34% | 126 31% | 375 40% | 598 41% | 465 44% | 261 50% | 365 58% | - |
| Mean | | 3.75 | 3.99 | 3.52 | 3.18 | 3.00 | 3.15 | 3.61 | 3.95 | 5.16 | 4.73 | 4.14 | 3.90 | 3.73 | 3.08 | 2.77 | - |
| Standard Deviation | | 3.80 | 3.91 | 3.68 | 3.11 | 3.28 | 3.58 | 3.83 | 4.01 | 4.15 | 3.80 | 3.87 | 3.82 | 3.79 | 3.51 | 3.63 | - |
| Standard Error | | 0.054 | 0.081 | 0.071 | 0.148 | 0.115 | 0.113 | 0.130 | 0.144 | 0.126 | 0.163 | 0.106 | 0.105 | 0.146 | 0.153 | 0.148 | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 4

**Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all.**
**How likely are you end up voting for the Conservative Party on a scale of 0 to 10 - where 0 means you definitely will not vote for them, and 10 means you definitely will vote for them?**

**Base : All respondents**

| | | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| 10 - Definitely will vote | (10) | **643** **13%** | 30 7% | 16 7% | 66 11% | 46 11% | 65 14% | 61 16% | 33 12% | 85 18% | 60 10% | 103 16% | 77 17% | 584 39% | 8 1% | 15 2% | 4 1% | 626 24% | 6 1% | 11 1% |
| 9 | (9) | **235** **5%** | 11 3% | 4 2% | 29 5% | 20 5% | 30 6% | 27 7% | 8 3% | 23 5% | 25 4% | 35 5% | 23 5% | 190 13% | 6 1% | 15 2% | 4 1% | 228 9% | 5 1% | 2 * |
| 8 | (8) | **330** **7%** | 20 5% | 10 5% | 35 6% | 29 6% | 35 8% | 23 6% | 16 6% | 30 6% | 43 7% | 44 7% | 44 10% | 237 16% | 18 2% | 34 4% | 4 1% | 305 12% | 10 1% | 14 1% |
| 7 | (7) | **243** **5%** | 12 3% | 12 5% | 27 5% | 24 5% | 19 4% | 26 7% | 6 2% | 21 4% | 34 5% | 40 6% | 22 5% | 130 9% | 26 3% | 36 4% | 12 3% | 214 8% | 19 3% | 9 1% |
| 6 | (6) | **182** **4%** | 9 2% | 9 4% | 18 3% | 10 2% | 18 4% | 22 6% | 13 5% | 21 4% | 22 4% | 24 4% | 17 4% | 69 5% | 20 2% | 50 5% | 13 3% | 135 5% | 29 4% | 19 1% |
| 5 | (5) | **551** **11%** | 43 10% | 25 11% | 57 10% | 57 13% | 63 14% | 45 12% | 32 12% | 52 11% | 72 11% | 64 10% | 40 9% | 138 9% | 78 8% | 140 15% | 35 8% | 352 14% | 94 14% | 105 6% |
| 4 | (4) | **189** **4%** | 12 3% | 9 4% | 17 3% | 20 5% | 13 3% | 13 3% | 7 3% | 11 2% | 30 5% | 29 5% | 27 6% | 33 2% | 39 4% | 48 5% | 16 4% | 101 4% | 34 5% | 54 3% |
| 3 | (3) | **204** **4%** | 15 4% | 11 5% | 20 3% | 22 5% | 15 3% | 12 3% | 14 5% | 21 4% | 31 5% | 20 3% | 22 5% | 21 1% | 46 4% | 50 5% | 26 6% | 72 3% | 71 11% | 61 4% |
| 2 | (2) | **232** **5%** | 27 6% | 11 5% | 30 5% | 20 5% | 19 4% | 16 4% | 10 4% | 13 3% | 33 5% | 31 5% | 20 4% | 20 1% | 46 4% | 74 8% | 25 6% | 96 4% | 38 6% | 98 6% |
| 1 | (1) | **191** **4%** | 9 2% | 3 1% | 20 3% | 15 3% | 30 6% | 14 4% | 9 3% | 20 4% | 25 4% | 26 4% | 20 4% | 8 1% | 47 5% | 65 7% | 19 4% | 61 2% | 49 7% | 81 5% |
| 0 - Definitely will not vote | (0) | **2000** **40%** | 245 56% | 116 51% | 268 46% | 177 40% | 155 34% | 130 33% | 117 44% | 172 37% | 252 40% | 224 35% | 145 32% | 58 4% | 693 67% | 434 45% | 294 65% | 413 16% | 307 47% | 1280 74% |
| Net: 9-10 | | **878** **18%** | 41 9% | 20 9% | 95 16% | 67 15% | 95 21% | 87 23% | 41 15% | 107 23% | 86 14% | 138 22% | 100 22% | 774 52% | 14 1% | 30 3% | 8 2% | 854 33% | 11 2% | 13 1% |
| Net: 0-1 | | **2191** **44%** | 254 59% | 119 53% | 287 49% | 192 43% | 185 40% | 144 37% | 125 47% | 192 41% | 277 44% | 250 39% | 165 36% | 66 4% | 740 72% | 499 52% | 313 69% | 473 18% | 356 54% | 1361 78% |
| Mean | | **3.75** | 2.47 | 2.81 | 3.40 | 3.61 | 4.16 | 4.38 | 3.45 | 4.22 | 3.52 | 4.23 | 4.42 | 7.87 | 1.37 | 2.46 | 1.45 | 6.03 | 2.16 | 0.94 |
| Standard Deviation | | **3.80** | 3.39 | 3.42 | 3.79 | 3.68 | 3.84 | 3.87 | 3.75 | 3.98 | 3.62 | 3.90 | 3.89 | 2.59 | 2.37 | 2.83 | 2.38 | 3.55 | 2.53 | 1.91 |
| Standard Error | | **0.054** | 0.162 | 0.225 | 0.155 | 0.176 | 0.177 | 0.195 | 0.233 | 0.188 | 0.151 | 0.149 | 0.182 | 0.067 | 0.074 | 0.089 | 0.114 | 0.070 | 0.099 | 0.046 |

# The Leadership Factor
## 25th - 30th July 2011

Table 5

**Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all.**
**How likely are you end up voting for the Labour Party on a scale of 0 to 10 - where 0 means you definitely will not vote for them, and 10 means you definitely will vote for them?**

**Base : All respondents**

| | | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| 10 - Definitely will vote | (10) | 637 | 300 | 336 | 69 | 101 | 136 | 109 | 97 | 124 | 32 | 106 | 185 | 125 | 76 | 112 | - |
| | | 13% | 12% | 13% | 11% | 13% | 14% | 13% | 13% | 12% | 8% | 11% | 13% | 12% | 15% | 18% | - |
| 9 | (9) | 215 | 117 | 99 | 37 | 38 | 45 | 32 | 33 | 31 | 22 | 42 | 67 | 43 | 21 | 22 | - |
| | | 4% | 5% | 4% | 6% | 5% | 5% | 4% | 4% | 3% | 5% | 4% | 5% | 4% | 4% | 4% | - |
| 8 | (8) | 287 | 147 | 141 | 37 | 61 | 73 | 47 | 34 | 35 | 15 | 61 | 86 | 56 | 32 | 37 | - |
| | | 6% | 6% | 6% | 6% | 8% | 8% | 6% | 5% | 3% | 4% | 6% | 6% | 5% | 6% | 6% | - |
| 7 | (7) | 278 | 130 | 147 | 57 | 56 | 68 | 38 | 27 | 32 | 18 | 56 | 77 | 56 | 39 | 33 | - |
| | | 6% | 5% | 6% | 10% | 7% | 7% | 4% | 4% | 3% | 4% | 6% | 5% | 5% | 7% | 5% | - |
| 6 | (6) | 221 | 114 | 108 | 48 | 39 | 44 | 39 | 33 | 18 | 13 | 33 | 65 | 65 | 17 | 27 | - |
| | | 4% | 5% | 4% | 8% | 5% | 5% | 5% | 4% | 2% | 3% | 4% | 4% | 6% | 3% | 4% | - |
| 5 | (5) | 562 | 213 | 349 | 105 | 147 | 128 | 75 | 57 | 51 | 46 | 109 | 170 | 99 | 72 | 66 | - |
| | | 11% | 9% | 14% | 17% | 18% | 13% | 9% | 8% | 5% | 11% | 11% | 12% | 9% | 14% | 10% | - |
| 4 | (4) | 207 | 85 | 122 | 38 | 46 | 36 | 33 | 28 | 25 | 15 | 37 | 67 | 54 | 20 | 14 | - |
| | | 4% | 3% | 5% | 6% | 6% | 4% | 4% | 4% | 2% | 4% | 4% | 5% | 5% | 4% | 2% | - |
| 3 | (3) | 205 | 115 | 90 | 25 | 38 | 44 | 40 | 25 | 33 | 18 | 52 | 47 | 43 | 23 | 23 | - |
| | | 4% | 5% | 4% | 4% | 5% | 5% | 5% | 3% | 3% | 5% | 5% | 3% | 4% | 4% | 4% | - |
| 2 | (2) | 238 | 115 | 122 | 29 | 32 | 45 | 40 | 38 | 55 | 19 | 53 | 74 | 37 | 23 | 32 | - |
| | | 5% | 5% | 5% | 5% | 4% | 5% | 5% | 5% | 5% | 5% | 6% | 5% | 4% | 4% | 5% | - |
| 1 | (1) | 241 | 134 | 107 | 23 | 25 | 46 | 61 | 38 | 49 | 20 | 53 | 68 | 49 | 24 | 27 | - |
| | | 5% | 5% | 4% | 4% | 3% | 5% | 7% | 5% | 5% | 5% | 6% | 5% | 5% | 5% | 4% | - |
| 0 - Definitely will not vote | (0) | 1908 | 980 | 928 | 132 | 215 | 285 | 336 | 342 | 597 | 184 | 346 | 544 | 424 | 178 | 232 | - |
| | | 38% | 40% | 36% | 22% | 27% | 30% | 40% | 46% | 57% | 46% | 37% | 38% | 40% | 34% | 37% | - |
| Net: 9-10 | | 852 | 417 | 435 | 106 | 140 | 182 | 141 | 129 | 155 | 54 | 147 | 252 | 168 | 97 | 134 | - |
| | | 17% | 17% | 17% | 18% | 17% | 19% | 17% | 17% | 15% | 13% | 16% | 17% | 16% | 18% | 21% | - |
| Net: 0-1 | | 2150 | 1114 | 1035 | 154 | 241 | 331 | 397 | 380 | 647 | 204 | 399 | 613 | 473 | 202 | 259 | - |
| | | 43% | 45% | 41% | 26% | 30% | 35% | 47% | 51% | 62% | 51% | 42% | 42% | 45% | 38% | 42% | - |
| Mean | | 3.77 | 3.65 | 3.89 | 4.73 | 4.50 | 4.36 | 3.56 | 3.33 | 2.61 | 3.10 | 3.71 | 3.82 | 3.65 | 4.11 | 4.08 | - |
| Standard Deviation | | 3.75 | 3.78 | 3.72 | 3.40 | 3.54 | 3.73 | 3.76 | 3.82 | 3.71 | 3.56 | 3.67 | 3.76 | 3.73 | 3.77 | 3.95 | - |
| Standard Error | | 0.053 | 0.079 | 0.072 | 0.162 | 0.124 | 0.117 | 0.128 | 0.137 | 0.113 | 0.153 | 0.101 | 0.103 | 0.144 | 0.164 | 0.161 | - |

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Table 5

**Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all.**
**How likely are you end up voting for the Labour Party on a scale of 0 to 10 - where 0 means you definitely will not vote for them, and 10 means you definitely will vote for them?**

**Base : All respondents**

| | | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| 10 - Definitely will vote (10) | | **637** / **13%** | 54 / 13% | 45 / 20% | 106 / 18% | 59 / 13% | 60 / 13% | 50 / 13% | 44 / 16% | 41 / 9% | 88 / 14% | 57 / 9% | 34 / 7% | 26 / 2% | 446 / 43% | 71 / 7% | 9 / 2% | 52 / 2% | 21 / 3% | 564 / 32% |
| 9 (9) | | **215** / **4%** | 10 / 2% | 10 / 4% | 23 / 4% | 25 / 6% | 19 / 4% | 16 / 4% | 8 / 3% | 19 / 4% | 41 / 7% | 25 / 4% | 18 / 4% | 7 / * | 129 / 13% | 41 / 4% | 4 / 1% | 25 / 1% | 10 / 2% | 180 / 10% |
| 8 (8) | | **287** / **6%** | 24 / 5% | 11 / 5% | 34 / 6% | 22 / 5% | 28 / 6% | 21 / 5% | 21 / 8% | 22 / 5% | 45 / 7% | 33 / 5% | 26 / 6% | 19 / 1% | 152 / 15% | 48 / 5% | 11 / 2% | 54 / 2% | 14 / 2% | 219 / 13% |
| 7 (7) | | **278** / **6%** | 19 / 4% | 31 / 14% | 31 / 5% | 21 / 5% | 19 / 4% | 19 / 5% | 17 / 6% | 24 / 5% | 40 / 6% | 32 / 5% | 25 / 6% | 24 / 2% | 94 / 9% | 85 / 9% | 9 / 2% | 72 / 3% | 43 / 7% | 162 / 9% |
| 6 (6) | | **221** / **4%** | 20 / 5% | 7 / 3% | 29 / 5% | 19 / 4% | 22 / 5% | 18 / 5% | 16 / 6% | 13 / 3% | 28 / 4% | 28 / 4% | 22 / 5% | 32 / 2% | 57 / 6% | 56 / 6% | 16 / 3% | 97 / 4% | 28 / 4% | 97 / 6% |
| 5 (5) | | **562** / **11%** | 64 / 15% | 26 / 12% | 49 / 8% | 54 / 12% | 65 / 14% | 40 / 10% | 21 / 8% | 37 / 8% | 81 / 13% | 72 / 11% | 52 / 11% | 92 / 6% | 87 / 8% | 169 / 18% | 50 / 11% | 275 / 11% | 127 / 19% | 160 / 9% |
| 4 (4) | | **207** / **4%** | 12 / 3% | 11 / 5% | 34 / 6% | 17 / 4% | 16 / 3% | 18 / 5% | 11 / 4% | 18 / 4% | 27 / 4% | 27 / 4% | 17 / 4% | 46 / 3% | 27 / 3% | 66 / 7% | 20 / 4% | 112 / 4% | 42 / 6% | 53 / 3% |
| 3 (3) | | **205** / **4%** | 14 / 3% | 7 / 3% | 31 / 5% | 30 / 7% | 16 / 3% | 14 / 4% | 7 / 3% | 21 / 4% | 26 / 4% | 22 / 3% | 19 / 4% | 62 / 4% | 14 / 1% | 59 / 6% | 16 / 3% | 130 / 5% | 41 / 6% | 34 / 2% |
| 2 (2) | | **238** / **5%** | 19 / 4% | 6 / 2% | 31 / 5% | 18 / 4% | 22 / 5% | 15 / 4% | 16 / 6% | 26 / 6% | 18 / 3% | 35 / 5% | 34 / 8% | 71 / 5% | 6 / 1% | 70 / 7% | 43 / 9% | 145 / 6% | 55 / 8% | 37 / 2% |
| 1 (1) | | **241** / **5%** | 19 / 4% | 7 / 3% | 17 / 3% | 28 / 6% | 30 / 6% | 23 / 6% | 13 / 5% | 24 / 5% | 34 / 5% | 25 / 4% | 23 / 5% | 112 / 8% | 3 / * | 41 / 4% | 30 / 7% | 176 / 7% | 37 / 6% | 28 / 2% |
| 0 - Definitely will not vote (0) | | **1908** / **38%** | 180 / 42% | 66 / 29% | 204 / 35% | 148 / 34% | 165 / 36% | 155 / 40% | 93 / 35% | 223 / 48% | 201 / 32% | 285 / 44% | 187 / 41% | 995 / 67% | 11 / 1% | 256 / 27% | 247 / 55% | 1465 / 56% | 241 / 37% | 202 / 12% |
| Net: 9-10 | | **852** / **17%** | 65 / 15% | 55 / 24% | 129 / 22% | 84 / 19% | 79 / 17% | 67 / 17% | 51 / 19% | 61 / 13% | 129 / 21% | 82 / 13% | 52 / 11% | 33 / 2% | 575 / 56% | 112 / 12% | 12 / 3% | 77 / 3% | 31 / 5% | 744 / 43% |
| Net: 0-1 | | **2150** / **43%** | 199 / 46% | 73 / 32% | 220 / 38% | 176 / 40% | 195 / 42% | 178 / 46% | 105 / 40% | 248 / 53% | 235 / 37% | 310 / 48% | 210 / 46% | 1108 / 74% | 14 / 1% | 297 / 31% | 277 / 61% | 1641 / 63% | 279 / 42% | 230 / 13% |
| Mean | | **3.77** | 3.55 | 4.84 | 4.22 | 3.96 | 3.84 | 3.66 | 4.14 | 2.99 | 4.33 | 3.25 | 3.26 | 1.29 | 8.22 | 4.01 | 1.89 | 1.90 | 2.96 | 6.88 |
| Standard Deviation | | **3.75** | 3.71 | 3.86 | 3.90 | 3.73 | 3.73 | 3.78 | 3.89 | 3.60 | 3.79 | 3.59 | 3.49 | 2.36 | 2.17 | 3.28 | 2.64 | 2.70 | 2.92 | 3.36 |
| Standard Error | | **0.053** | 0.177 | 0.254 | 0.159 | 0.178 | 0.172 | 0.190 | 0.242 | 0.170 | 0.159 | 0.137 | 0.163 | 0.061 | 0.068 | 0.103 | 0.126 | 0.053 | 0.114 | 0.081 |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

**Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all.**
**How likely are you end up voting for the Liberal Democrat Party on a scale of 0 to 10 - where 0 means you definitely will not vote for them, and 10 means you definitely will vote for them?**

**Base : All respondents**

| | | Total | Gender | | Age | | | | | | SEG | | | | | | DK/Ref |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | |
| Unweighted Base | | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| 10 - Definitely will vote | (10) | **101** **2%** | 54 2% | 47 2% | 10 2% | 15 2% | 17 2% | 21 2% | 18 2% | 21 2% | 7 2% | 20 2% | 30 2% | 11 1% | 12 2% | 21 3% | - |
| 9 | (9) | **73** **1%** | 36 1% | 37 1% | 8 1% | 8 1% | 11 1% | 13 2% | 16 2% | 16 2% | 9 2% | 18 2% | 19 1% | 14 1% | 10 2% | 3 * | - |
| 8 | (8) | **162** **3%** | 74 3% | 88 3% | 11 2% | 32 4% | 23 2% | 25 3% | 33 4% | 38 4% | 21 5% | 35 4% | 49 3% | 25 2% | 13 3% | 18 3% | - |
| 7 | (7) | **178** **4%** | 93 4% | 86 3% | 26 4% | 41 5% | 29 3% | 33 4% | 22 3% | 28 3% | 11 3% | 40 4% | 59 4% | 36 3% | 12 2% | 20 3% | - |
| 6 | (6) | **248** **5%** | 120 5% | 128 5% | 50 8% | 49 6% | 55 6% | 23 3% | 31 4% | 40 4% | 14 3% | 55 6% | 80 6% | 48 5% | 22 4% | 28 5% | - |
| 5 | (5) | **602** **12%** | 239 10% | 363 14% | 100 17% | 125 16% | 116 12% | 106 12% | 68 9% | 88 8% | 53 13% | 122 13% | 175 12% | 118 11% | 69 13% | 64 10% | - |
| 4 | (4) | **285** **6%** | 134 5% | 151 6% | 49 8% | 53 7% | 58 6% | 44 5% | 39 5% | 43 4% | 20 5% | 56 6% | 93 6% | 66 6% | 27 5% | 23 4% | - |
| 3 | (3) | **285** **6%** | 123 5% | 162 6% | 43 7% | 57 7% | 48 5% | 54 6% | 35 5% | 47 5% | 34 8% | 48 5% | 88 6% | 60 6% | 35 7% | 20 3% | - |
| 2 | (2) | **340** **7%** | 181 7% | 159 6% | 32 5% | 36 5% | 84 9% | 59 7% | 62 8% | 66 6% | 34 8% | 80 8% | 96 7% | 66 6% | 27 5% | 37 6% | - |
| 1 | (1) | **271** **5%** | 144 6% | 128 5% | 37 6% | 32 4% | 60 6% | 53 6% | 42 6% | 48 5% | 19 5% | 50 5% | 81 6% | 50 5% | 29 5% | 42 7% | - |
| 0 - Definitely will not vote | (0) | **2456** **49%** | 1253 51% | 1203 47% | 235 39% | 351 44% | 448 47% | 420 49% | 386 51% | 615 59% | 183 45% | 422 45% | 677 47% | 558 53% | 268 51% | 348 56% | - |
| Net: 9-10 | | **174** **3%** | 90 4% | 83 3% | 18 3% | 23 3% | 29 3% | 34 4% | 33 4% | 37 4% | 15 4% | 38 4% | 50 3% | 25 2% | 22 4% | 24 4% | - |
| Net: 0-1 | | **2727** **55%** | 1397 57% | 1330 52% | 272 45% | 384 48% | 508 54% | 472 56% | 428 57% | 663 63% | 202 50% | 472 50% | 758 52% | 608 58% | 297 57% | 391 63% | - |
| Mean | | **2.33** | 2.22 | 2.44 | 2.77 | 2.71 | 2.29 | 2.27 | 2.25 | 1.93 | 2.50 | 2.59 | 2.45 | 2.08 | 2.24 | 2.05 | - |
| Standard Deviation | | **2.85** | 2.86 | 2.84 | 2.77 | 2.90 | 2.75 | 2.85 | 2.94 | 2.82 | 2.89 | 2.93 | 2.87 | 2.69 | 2.83 | 2.89 | - |
| Standard Error | | **0.040** | 0.059 | 0.055 | 0.132 | 0.102 | 0.086 | 0.097 | 0.105 | 0.086 | 0.124 | 0.080 | 0.079 | 0.104 | 0.124 | 0.118 | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 6

**Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all.**
**How likely are you end up voting for the Liberal Democrat Party on a scale of 0 to 10 - where 0 means you definitely will not vote for them, and 10 means you definitely will vote for them?**

**Base : All respondents**

| | | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| 10 - Definitely will vote | (10) | 101 / 2% | 6 / 1% | 8 / 3% | 12 / 2% | 11 / 2% | 11 / 2% | 2 / 1% | 6 / 2% | 7 / 1% | 11 / 2% | 18 / 3% | 8 / 2% | 8 / 1% | 6 / 1% | 73 / 8% | * | 29 / 1% | 63 / 10% | 9 / 1% |
| 9 | (9) | 73 / 1% | 5 / 1% | 1 / 1% | 11 / 2% | 6 / 1% | 3 / 1% | 1 / * | 5 / 2% | 8 / 2% | 11 / 2% | 7 / 1% | 15 / 3% | 9 / 1% | 3 / * | 48 / 5% | 1 / * | 34 / 1% | 30 / 5% | 8 / * |
| 8 | (8) | 162 / 3% | 2 / * | 5 / 2% | 18 / 3% | 16 / 4% | 11 / 2% | 12 / 3% | 7 / 3% | 18 / 4% | 25 / 4% | 27 / 4% | 21 / 5% | 28 / 2% | 8 / 1% | 106 / 11% | 3 / 1% | 73 / 3% | 66 / 10% | 23 / 1% |
| 7 | (7) | 178 / 4% | 8 / 2% | 9 / 4% | 18 / 3% | 21 / 5% | 11 / 2% | 14 / 4% | 8 / 3% | 20 / 4% | 29 / 5% | 22 / 3% | 17 / 4% | 33 / 2% | 19 / 2% | 91 / 9% | 1 / * | 85 / 3% | 67 / 10% | 27 / 2% |
| 6 | (6) | 248 / 5% | 20 / 5% | 4 / 2% | 23 / 4% | 17 / 4% | 31 / 7% | 30 / 8% | 10 / 4% | 16 / 3% | 29 / 5% | 38 / 6% | 28 / 6% | 63 / 4% | 31 / 3% | 85 / 9% | 10 / 2% | 147 / 6% | 48 / 7% | 53 / 3% |
| 5 | (5) | 602 / 12% | 44 / 10% | 25 / 11% | 62 / 11% | 55 / 12% | 62 / 14% | 48 / 12% | 31 / 12% | 57 / 12% | 83 / 13% | 83 / 13% | 51 / 11% | 160 / 11% | 100 / 10% | 164 / 17% | 29 / 6% | 350 / 13% | 102 / 15% | 150 / 9% |
| 4 | (4) | 285 / 6% | 31 / 7% | 10 / 5% | 27 / 5% | 30 / 7% | 22 / 5% | 18 / 5% | 19 / 7% | 30 / 6% | 34 / 5% | 35 / 5% | 28 / 6% | 95 / 6% | 52 / 5% | 59 / 6% | 18 / 4% | 165 / 6% | 41 / 6% | 79 / 5% |
| 3 | (3) | 285 / 6% | 16 / 4% | 9 / 4% | 27 / 5% | 32 / 7% | 29 / 6% | 22 / 6% | 8 / 3% | 25 / 5% | 42 / 7% | 45 / 7% | 30 / 7% | 97 / 6% | 55 / 5% | 41 / 4% | 23 / 5% | 151 / 6% | 38 / 6% | 96 / 6% |
| 2 | (2) | 340 / 7% | 30 / 7% | 16 / 7% | 42 / 7% | 29 / 7% | 34 / 7% | 21 / 5% | 20 / 8% | 23 / 5% | 39 / 6% | 39 / 6% | 46 / 10% | 120 / 8% | 74 / 7% | 49 / 5% | 38 / 8% | 197 / 8% | 29 / 4% | 114 / 7% |
| 1 | (1) | 271 / 5% | 18 / 4% | 11 / 5% | 32 / 5% | 21 / 5% | 33 / 7% | 31 / 8% | 13 / 5% | 23 / 5% | 35 / 5% | 31 / 5% | 24 / 5% | 96 / 6% | 59 / 6% | 35 / 4% | 23 / 5% | 154 / 6% | 15 / 2% | 102 / 6% |
| 0 - Definitely will not vote | (0) | 2456 / 49% | 257 / 59% | 127 / 56% | 315 / 54% | 202 / 46% | 212 / 46% | 188 / 48% | 138 / 52% | 241 / 51% | 290 / 46% | 295 / 46% | 188 / 41% | 780 / 52% | 621 / 60% | 209 / 22% | 305 / 67% | 1217 / 47% | 162 / 25% | 1076 / 62% |
| Net: 9-10 | | 174 / 3% | 10 / 2% | 9 / 4% | 23 / 4% | 17 / 4% | 15 / 3% | 3 / 1% | 11 / 4% | 15 / 3% | 22 / 3% | 25 / 4% | 23 / 5% | 17 / 1% | 9 / 1% | 121 / 13% | 2 / * | 63 / 2% | 93 / 14% | 17 / 1% |
| Net: 0-1 | | 2727 / 55% | 275 / 63% | 138 / 61% | 347 / 59% | 223 / 51% | 246 / 53% | 220 / 57% | 151 / 57% | 264 / 56% | 325 / 52% | 326 / 51% | 212 / 46% | 875 / 59% | 680 / 66% | 244 / 25% | 329 / 73% | 1371 / 53% | 177 / 27% | 1178 / 68% |
| Mean | | 2.33 | 1.73 | 2.01 | 2.12 | 2.54 | 2.36 | 2.22 | 2.19 | 2.29 | 2.51 | 2.57 | 2.73 | 1.88 | 1.51 | 4.65 | 1.09 | 2.33 | 4.61 | 1.46 |
| Standard Deviation | | 2.85 | 2.51 | 2.85 | 2.85 | 2.92 | 2.78 | 2.68 | 2.84 | 2.87 | 2.90 | 2.96 | 2.97 | 2.44 | 2.26 | 3.28 | 1.89 | 2.73 | 3.40 | 2.27 |
| Standard Error | | 0.040 | 0.120 | 0.187 | 0.116 | 0.140 | 0.128 | 0.135 | 0.177 | 0.135 | 0.121 | 0.113 | 0.139 | 0.063 | 0.071 | 0.103 | 0.091 | 0.053 | 0.133 | 0.054 |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 7

**Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all.**
**How likely are you end up voting for another party on a scale of 0 to 10 - where 0 means you definitely will not vote for them, and 10 means you definitely will vote for them?**

**Base : All respondents**

| | | Total | Gender | | Age | | | | | | SEG | | | | | | DK/Ref |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | |
| Unweighted Base | | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| 10 - Definitely will vote | (10) | 353 7% | 200 8% | 153 6% | 26 4% | 41 5% | 63 7% | 68 8% | 78 10% | 78 7% | 20 5% | 46 5% | 87 6% | 102 10% | 42 8% | 57 9% | - |
| 9 | (9) | 106 2% | 51 2% | 54 2% | 16 3% | 15 2% | 18 2% | 20 2% | 18 2% | 19 2% | 10 2% | 20 2% | 34 2% | 18 2% | 12 2% | 12 2% | - |
| 8 | (8) | 189 4% | 90 4% | 99 4% | 26 4% | 42 5% | 38 4% | 24 3% | 24 3% | 34 3% | 7 2% | 39 4% | 58 4% | 34 3% | 20 4% | 32 5% | - |
| 7 | (7) | 176 4% | 99 4% | 77 3% | 26 4% | 28 3% | 38 4% | 33 4% | 20 3% | 32 3% | 10 3% | 47 5% | 46 3% | 35 3% | 17 3% | 21 3% | - |
| 6 | (6) | 196 4% | 97 4% | 99 4% | 26 4% | 36 4% | 42 4% | 31 4% | 30 4% | 32 3% | 18 4% | 27 3% | 67 5% | 38 4% | 26 5% | 19 3% | - |
| 5 | (5) | 667 13% | 275 11% | 391 15% | 117 19% | 153 19% | 122 13% | 122 14% | 77 10% | 76 7% | 48 12% | 112 12% | 185 13% | 161 15% | 76 14% | 84 13% | - |
| 4 | (4) | 253 5% | 113 5% | 141 6% | 30 5% | 40 5% | 64 7% | 44 5% | 42 6% | 33 3% | 27 7% | 47 5% | 62 4% | 64 6% | 22 4% | 31 5% | - |
| 3 | (3) | 249 5% | 122 5% | 127 5% | 39 7% | 54 7% | 58 6% | 35 4% | 25 3% | 38 4% | 19 5% | 58 6% | 67 5% | 49 5% | 31 6% | 26 4% | - |
| 2 | (2) | 253 5% | 121 5% | 133 5% | 38 6% | 36 4% | 51 5% | 36 4% | 46 6% | 46 4% | 29 7% | 61 6% | 92 6% | 37 4% | 17 3% | 18 3% | - |
| 1 | (1) | 287 6% | 147 6% | 139 5% | 49 8% | 37 5% | 59 6% | 54 6% | 39 5% | 48 5% | 23 6% | 74 8% | 62 4% | 63 6% | 32 6% | 34 5% | - |
| 0 - Definitely will not vote | (0) | 2271 45% | 1133 46% | 1138 45% | 207 35% | 320 40% | 396 42% | 381 45% | 351 47% | 616 59% | 192 48% | 417 44% | 691 48% | 449 43% | 231 44% | 292 47% | - |
| Net: 9-10 | | 458 9% | 251 10% | 207 8% | 42 7% | 55 7% | 81 8% | 87 10% | 96 13% | 97 9% | 30 7% | 65 7% | 121 8% | 120 11% | 54 10% | 69 11% | - |
| Net: 0-1 | | 2558 51% | 1281 52% | 1277 50% | 257 43% | 357 45% | 455 48% | 436 51% | 390 52% | 664 63% | 215 53% | 490 52% | 752 52% | 512 49% | 262 50% | 326 52% | - |
| Mean | | 2.86 | 2.88 | 2.84 | 3.15 | 3.10 | 2.97 | 2.93 | 2.95 | 2.28 | 2.51 | 2.70 | 2.75 | 3.11 | 3.02 | 3.00 | - |
| Standard Deviation | | 3.32 | 3.41 | 3.23 | 3.08 | 3.17 | 3.26 | 3.37 | 3.54 | 3.34 | 3.07 | 3.16 | 3.27 | 3.44 | 3.39 | 3.50 | - |
| Standard Error | | 0.047 | 0.071 | 0.062 | 0.147 | 0.111 | 0.102 | 0.115 | 0.127 | 0.101 | 0.132 | 0.087 | 0.090 | 0.133 | 0.148 | 0.143 | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 7

**Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all.**
**How likely are you end up voting for another party on a scale of 0 to 10 - where 0 means you definitely will not vote for them, and 10 means you definitely will vote for them?**

**Base : All respondents**

| | | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | Region | | | | | | | | How voted in 2010 | | | Who would make best PM | | |
| Unweighted Base | | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| 10 - Definitely will vote | (10) | 353 / 7% | 102 / 23% | 18 / 8% | 37 / 6% | 21 / 5% | 17 / 4% | 16 / 4% | 15 / 6% | 26 / 6% | 30 / 5% | 43 / 7% | 28 / 6% | 45 / 3% | 9 / 1% | 39 / 4% | 219 / 48% | 198 / 8% | 41 / 6% | 113 / 7% |
| 9 | (9) | 106 / 2% | 18 / 4% | 3 / 2% | 11 / 2% | 5 / 1% | 9 / 2% | 6 / 2% | 10 / 4% | 9 / 2% | 10 / 2% | 14 / 2% | 9 / 2% | 11 / 1% | 8 / 1% | 22 / 2% | 43 / 10% | 46 / 2% | 18 / 3% | 42 / 2% |
| 8 | (8) | 189 / 4% | 29 / 7% | 11 / 5% | 23 / 4% | 18 / 4% | 19 / 4% | 9 / 2% | 10 / 4% | 12 / 3% | 17 / 3% | 25 / 4% | 15 / 3% | 36 / 2% | 25 / 2% | 51 / 5% | 54 / 12% | 90 / 3% | 34 / 5% | 64 / 4% |
| 7 | (7) | 176 / 4% | 20 / 5% | 12 / 5% | 16 / 3% | 22 / 5% | 9 / 2% | 10 / 3% | 14 / 5% | 10 / 2% | 31 / 5% | 14 / 2% | 18 / 4% | 41 / 3% | 29 / 3% | 36 / 4% | 34 / 7% | 91 / 3% | 30 / 5% | 55 / 3% |
| 6 | (6) | 196 / 4% | 17 / 4% | 3 / 1% | 16 / 3% | 16 / 4% | 17 / 4% | 10 / 3% | 18 / 7% | 18 / 4% | 24 / 4% | 43 / 7% | 14 / 3% | 45 / 3% | 44 / 4% | 54 / 6% | 22 / 5% | 90 / 3% | 25 / 4% | 81 / 5% |
| 5 | (5) | 667 / 13% | 56 / 13% | 23 / 10% | 71 / 12% | 51 / 12% | 70 / 15% | 49 / 13% | 39 / 15% | 66 / 14% | 86 / 14% | 88 / 14% | 69 / 15% | 163 / 11% | 127 / 12% | 168 / 17% | 43 / 10% | 333 / 13% | 110 / 17% | 224 / 13% |
| 4 | (4) | 253 / 5% | 26 / 6% | 12 / 5% | 33 / 6% | 24 / 6% | 19 / 4% | 15 / 4% | 15 / 6% | 26 / 6% | 35 / 6% | 18 / 3% | 29 / 6% | 52 / 3% | 73 / 7% | 47 / 5% | 7 / 2% | 91 / 3% | 49 / 7% | 113 / 7% |
| 3 | (3) | 249 / 5% | 21 / 5% | 9 / 4% | 30 / 5% | 24 / 6% | 22 / 5% | 19 / 5% | 11 / 4% | 27 / 6% | 37 / 6% | 22 / 3% | 27 / 6% | 73 / 5% | 64 / 6% | 55 / 6% | 9 / 2% | 119 / 5% | 37 / 6% | 93 / 5% |
| 2 | (2) | 253 / 5% | 14 / 3% | 8 / 3% | 38 / 6% | 26 / 6% | 24 / 5% | 20 / 5% | 12 / 4% | 19 / 4% | 37 / 6% | 28 / 4% | 28 / 6% | 86 / 6% | 48 / 5% | 57 / 6% | 6 / 1% | 135 / 5% | 38 / 6% | 80 / 5% |
| 1 | (1) | 287 / 6% | 10 / 2% | 10 / 4% | 25 / 4% | 30 / 7% | 32 / 7% | 28 / 7% | 16 / 6% | 28 / 6% | 45 / 7% | 38 / 6% | 25 / 6% | 93 / 6% | 67 / 6% | 54 / 6% | 2 / 1% | 164 / 6% | 32 / 5% | 91 / 5% |
| 0 - Definitely will not vote | (0) | 2271 / 45% | 122 / 28% | 118 / 52% | 287 / 49% | 202 / 46% | 226 / 49% | 206 / 53% | 106 / 40% | 226 / 48% | 277 / 44% | 308 / 48% | 194 / 42% | 841 / 57% | 535 / 52% | 378 / 39% | 13 / 3% | 1245 / 48% | 247 / 37% | 779 / 45% |
| Net: 9-10 | | 458 / 9% | 120 / 28% | 22 / 10% | 48 / 8% | 26 / 6% | 26 / 6% | 22 / 6% | 25 / 9% | 35 / 8% | 39 / 6% | 57 / 9% | 37 / 8% | 57 / 4% | 17 / 2% | 61 / 6% | 262 / 58% | 243 / 9% | 59 / 9% | 156 / 9% |
| Net: 0-1 | | 2558 / 51% | 132 / 30% | 127 / 56% | 313 / 53% | 232 / 53% | 257 / 56% | 234 / 60% | 122 / 46% | 254 / 54% | 322 / 51% | 346 / 54% | 219 / 48% | 934 / 63% | 602 / 59% | 432 / 45% | 15 / 3% | 1410 / 54% | 278 / 42% | 870 / 50% |
| Mean | | 2.86 | 4.92 | 2.71 | 2.62 | 2.65 | 2.45 | 2.19 | 3.19 | 2.57 | 2.67 | 2.79 | 2.89 | 1.95 | 2.05 | 3.05 | 8.09 | 2.73 | 3.28 | 2.88 |
| Standard Deviation | | 3.32 | 3.91 | 3.45 | 3.24 | 3.13 | 3.04 | 2.98 | 3.31 | 3.14 | 3.08 | 3.34 | 3.21 | 2.81 | 2.61 | 3.13 | 2.54 | 3.34 | 3.27 | 3.29 |
| Standard Error | | 0.047 | 0.187 | 0.227 | 0.132 | 0.150 | 0.140 | 0.150 | 0.206 | 0.148 | 0.129 | 0.127 | 0.150 | 0.072 | 0.081 | 0.098 | 0.122 | 0.065 | 0.128 | 0.079 |

# The Leadership Factor
## 25th - 30th July 2011

Table 8

**Q3a. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes Nick Clegg, the leader of the Liberal Democrats and Deputy Prime Minister?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | DK/Ref |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | |
| Unweighted Base | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Out of his depth | 1036 21% | 515 21% | 521 20% | 113 19% | 143 18% | 178 19% | 163 19% | 171 23% | 268 25% | 92 23% | 215 23% | 315 22% | 208 20% | 90 17% | 116 19% | - |
| Weak | 686 14% | 339 14% | 347 14% | 95 16% | 109 14% | 160 17% | 120 14% | 93 12% | 109 10% | 46 11% | 126 13% | 204 14% | 147 14% | 70 13% | 93 15% | - |
| Fake | 371 7% | 208 8% | 163 6% | 66 11% | 70 9% | 81 9% | 64 8% | 46 6% | 44 4% | 18 4% | 65 7% | 110 8% | 78 7% | 35 7% | 65 10% | - |
| Indecisive | 307 6% | 125 5% | 182 7% | 29 5% | 56 7% | 62 7% | 64 8% | 37 5% | 58 6% | 24 6% | 50 5% | 80 6% | 82 8% | 39 7% | 31 5% | - |
| Out of touch | 219 4% | 108 4% | 111 4% | 12 2% | 35 4% | 44 5% | 42 5% | 31 4% | 55 5% | 14 3% | 35 4% | 69 5% | 42 4% | 29 6% | 31 5% | - |
| Likeable | 212 4% | 95 4% | 117 5% | 17 3% | 19 2% | 32 3% | 37 4% | 35 5% | 72 7% | 18 4% | 59 6% | 66 5% | 36 3% | 15 3% | 17 3% | - |
| Calculating | 182 4% | 97 4% | 86 3% | 9 2% | 22 3% | 24 3% | 26 3% | 44 6% | 57 5% | 21 5% | 42 4% | 50 3% | 33 3% | 19 4% | 17 3% | - |
| Fair | 179 4% | 108 4% | 71 3% | 16 3% | 28 4% | 36 4% | 29 3% | 33 4% | 37 3% | 19 5% | 32 3% | 56 4% | 33 3% | 21 4% | 19 3% | - |
| Competent | 164 3% | 92 4% | 72 3% | 16 3% | 18 2% | 25 3% | 30 3% | 25 3% | 50 5% | 17 4% | 36 4% | 36 3% | 49 5% | 9 2% | 16 3% | - |
| Doesn't listen | 160 3% | 68 3% | 93 4% | 28 5% | 24 3% | 30 3% | 36 4% | 20 3% | 20 2% | 6 1% | 19 2% | 53 4% | 26 3% | 26 5% | 31 5% | - |
| Arrogant | 155 3% | 76 3% | 79 3% | 17 3% | 24 3% | 26 3% | 29 3% | 26 4% | 33 3% | 12 3% | 32 3% | 26 2% | 43 4% | 13 3% | 29 5% | - |
| Lucky | 136 3% | 72 3% | 63 2% | 15 2% | 30 4% | 26 3% | 26 3% | 12 2% | 27 3% | 16 4% | 30 3% | 36 3% | 22 2% | 15 3% | 15 2% | - |
| Smug | 130 3% | 50 2% | 80 3% | 24 4% | 26 3% | 23 2% | 22 3% | 16 2% | 19 2% | 12 3% | 16 2% | 43 3% | 32 3% | 13 3% | 13 2% | - |
| Principled | 115 2% | 64 3% | 51 2% | 7 1% | 16 2% | 30 3% | 15 2% | 20 3% | 28 3% | 15 4% | 33 3% | 29 2% | 15 1% | 7 1% | 16 3% | - |
| Up to the job | 93 2% | 48 2% | 45 2% | 6 1% | 12 2% | 20 2% | 17 2% | 12 2% | 25 2% | 7 2% | 15 2% | 19 1% | 21 2% | 11 2% | 19 3% | - |
| Down to earth | 93 2% | 43 2% | 49 2% | 15 2% | 20 3% | 19 2% | 16 2% | 8 1% | 15 1% | 3 1% | 16 2% | 25 2% | 23 2% | 14 3% | 12 2% | - |
| Explains himself | 87 2% | 39 2% | 48 2% | 3 * | 18 2% | 15 2% | 21 2% | 15 2% | 16 1% | 7 2% | 17 2% | 24 2% | 20 2% | 7 1% | 11 2% | - |
| Composed | 85 2% | 34 1% | 51 2% | 9 1% | 10 1% | 15 2% | 18 2% | 8 1% | 25 2% | 11 3% | 10 1% | 29 2% | 9 1% | 17 3% | 7 1% | - |
| Determined | 83 2% | 30 1% | 53 2% | 13 2% | 19 2% | 15 2% | 8 1% | 18 2% | 10 1% | 3 1% | 14 1% | 26 2% | 19 2% | 13 3% | 7 1% | - |
| Stands up for Britain | 64 1% | 39 2% | 25 1% | 15 3% | 10 1% | 9 1% | 11 1% | 5 1% | 13 1% | 5 1% | 11 1% | 15 1% | 18 2% | 8 1% | 7 1% | - |
| Weird | 57 1% | 22 1% | 35 1% | 10 2% | 12 1% | 13 1% | 5 1% | 7 1% | 9 1% | 8 2% | 10 1% | 9 1% | 11 1% | 9 2% | 11 2% | - |
| Caring | 49 1% | 20 1% | 29 1% | 6 1% | 10 1% | 8 1% | 6 1% | 7 1% | 12 1% | 3 1% | 10 1% | 17 1% | 9 1% | 4 1% | 5 1% | - |
| Tells the truth | 45 1% | 24 1% | 21 1% | 9 1% | 7 1% | 3 * | 7 1% | 9 1% | 11 1% | 4 1% | 12 1% | 14 1% | 6 1% | 6 1% | 4 1% | - |
| Shares my values | 41 1% | 19 1% | 22 1% | 11 2% | 4 * | 7 1% | 2 * | 11 1% | 7 1% | 4 1% | 8 1% | 10 1% | 9 1% | 5 1% | 5 1% | - |
| Bold | 37 1% | 24 1% | 12 * | 5 1% | 13 2% | 8 1% | 1 * | 7 1% | 3 * | 3 1% | 7 1% | 14 1% | 7 1% | 2 * | 4 1% | - |
| Right for Britain | 36 1% | 12 1% | 24 1% | 6 1% | 4 1% | 6 1% | 6 1% | 6 1% | 8 1% | 3 1% | 4 * | 15 1% | 3 * | 4 1% | 7 1% | - |
| Ruthless | 29 1% | 9 * | 20 1% | 4 1% | 7 1% | 5 * | 5 1% | 6 1% | 2 * | 3 1% | 3 * | 9 1% | 8 1% | 3 1% | 3 * | - |
| Strong | 28 1% | 15 1% | 13 1% | 5 1% | 6 1% | 7 1% | 8 1% | 1 * | 1 * | 2 * | 5 1% | 8 1% | 9 1% | 4 1% | 1 * | - |
| In touch | 28 1% | 12 * | 16 1% | 2 * | 6 1% | 3 * | 2 * | 6 1% | 9 1% | 2 * | 3 * | 14 1% | 8 1% | - - | 1 * | - |

# The Leadership Factor
## 25th - 30th July 2011

Q3a. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes
Nick Clegg, the leader of the Liberal Democrats and Deputy Prime Minister?

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Out of his depth | 1036 21% | 72 16% | 46 20% | 129 22% | 90 20% | 92 20% | 86 22% | 59 22% | 98 21% | 106 17% | 155 24% | 104 23% | 325 22% | 233 23% | 191 20% | 103 23% | 551 21% | 55 8% | 430 25% |
| Weak | 686 14% | 66 15% | 37 16% | 75 13% | 78 18% | 62 13% | 56 15% | 35 13% | 54 12% | 81 13% | 89 14% | 53 12% | 150 10% | 197 19% | 116 12% | 74 16% | 294 11% | 54 8% | 338 19% |
| Fake | 371 7% | 27 6% | 13 6% | 47 8% | 30 7% | 33 7% | 27 7% | 24 9% | 37 8% | 55 9% | 46 7% | 31 7% | 51 3% | 106 10% | 78 8% | 42 9% | 126 5% | 31 5% | 214 12% |
| Indecisive | 307 6% | 25 6% | 19 8% | 36 6% | 38 9% | 38 8% | 16 4% | 14 5% | 35 7% | 33 5% | 35 5% | 17 4% | 113 8% | 61 6% | 52 5% | 20 4% | 172 7% | 32 5% | 103 6% |
| Out of touch | 219 4% | 28 6% | 5 2% | 29 5% | 13 3% | 13 3% | 17 4% | 6 2% | 19 4% | 40 6% | 29 4% | 19 4% | 50 3% | 47 5% | 29 3% | 31 7% | 101 4% | 20 3% | 98 6% |
| Likeable | 212 4% | 10 2% | 6 3% | 20 3% | 11 3% | 25 5% | 21 5% | 15 5% | 22 5% | 25 4% | 33 5% | 24 5% | 91 6% | 21 2% | 50 5% | 11 2% | 133 5% | 47 7% | 31 2% |
| Calculating | 182 4% | 19 4% | 8 4% | 27 5% | 16 4% | 13 3% | 24 6% | 10 4% | 14 3% | 24 4% | 16 2% | 11 2% | 50 3% | 45 4% | 37 4% | 24 5% | 92 4% | 17 3% | 73 4% |
| Fair | 179 4% | 15 4% | 6 3% | 23 4% | 10 2% | 26 6% | 16 4% | 3 1% | 17 4% | 26 4% | 22 3% | 15 3% | 85 6% | 21 2% | 36 4% | 8 2% | 122 5% | 39 6% | 18 1% |
| Competent | 164 3% | 8 2% | 6 3% | 21 4% | 19 4% | 14 3% | 9 2% | 7 3% | 19 4% | 15 2% | 15 2% | 30 7% | 85 6% | 22 2% | 29 3% | 6 1% | 111 4% | 37 6% | 16 1% |
| Doesn't listen | 160 3% | 18 4% | 14 6% | 19 3% | 14 3% | 18 4% | 12 3% | 13 5% | 11 2% | 16 3% | 14 2% | 14 3% | 27 2% | 37 4% | 31 3% | 23 5% | 65 2% | 20 3% | 75 4% |
| Arrogant | 155 3% | 28 7% | 10 4% | 23 4% | 7 2% | 9 2% | 8 2% | 9 3% | 19 4% | 15 2% | 15 2% | 12 3% | 39 3% | 46 5% | 17 2% | 20 4% | 72 3% | 13 2% | 70 4% |
| Lucky | 136 3% | 15 3% | 3 1% | 12 2% | 10 2% | 12 3% | 11 3% | 8 3% | 14 3% | 23 4% | 17 3% | 10 2% | 49 3% | 25 2% | 20 2% | 8 2% | 90 3% | 4 1% | 41 2% |
| Smug | 130 3% | 25 6% | 13 6% | 13 2% | 10 2% | 12 3% | 9 2% | 5 2% | 7 2% | 12 2% | 16 2% | 7 2% | 36 2% | 32 3% | 14 1% | 18 4% | 67 3% | 12 2% | 50 3% |
| Principled | 115 2% | 13 3% | 4 2% | 9 1% | 6 1% | 7 1% | 9 2% | 7 3% | 9 2% | 19 3% | 14 2% | 18 4% | 33 2% | 11 1% | 37 4% | 9 2% | 68 3% | 33 5% | 14 1% |
| Up to the job | 93 2% | 4 1% | 3 2% | 6 1% | 8 2% | 6 1% | 7 2% | 5 2% | 7 1% | 18 3% | 16 3% | 12 3% | 37 3% | 8 1% | 26 3% | 9 2% | 66 3% | 21 3% | 6 * |
| Down to earth | 93 2% | 2 * | 4 2% | 13 2% | 9 2% | 12 3% | 9 2% | 4 1% | 9 2% | 13 2% | 6 1% | 13 3% | 28 2% | 15 1% | 26 3% | 5 1% | 54 2% | 28 4% | 11 1% |
| Explains himself | 87 2% | 3 1% | 3 1% | 9 2% | 7 2% | 9 2% | 6 2% | 2 1% | 12 3% | 13 2% | 16 2% | 6 1% | 26 2% | 11 1% | 27 3% | 4 1% | 47 2% | 24 4% | 16 1% |
| Composed | 85 2% | 5 1% | 3 1% | 10 2% | 9 2% | 7 2% | 7 2% | 6 2% | 12 3% | 7 1% | 10 2% | 8 2% | 35 2% | 4 * | 23 2% | 6 1% | 56 2% | 11 2% | 17 1% |
| Determined | 83 2% | 4 1% | 1 * | 6 1% | 6 1% | 13 3% | 5 1% | 5 2% | 9 2% | 9 1% | 18 3% | 6 1% | 30 2% | 12 1% | 14 1% | 4 1% | 52 2% | 16 2% | 15 1% |
| Stands up for Britain | 64 1% | 8 2% | 7 3% | 9 2% | 10 2% | 4 1% | 3 1% | 3 1% | 7 1% | 2 * | 4 1% | 7 2% | 19 1% | 10 1% | 10 1% | 4 1% | 45 2% | 15 2% | 4 * |
| Weird | 57 1% | 6 1% | - - | 10 2% | 1 * | 5 1% | 3 1% | 3 1% | 6 1% | 14 2% | 5 1% | 5 1% | 14 1% | 8 1% | 6 1% | 6 1% | 25 1% | 9 1% | 22 1% |
| Caring | 49 1% | 4 1% | - - | 7 1% | 2 * | 3 1% | 3 1% | - - | 7 1% | 8 1% | 7 1% | 8 2% | 19 1% | 3 * | 11 1% | 3 1% | 26 1% | 16 2% | 8 * |
| Tells the truth | 45 1% | 7 2% | 3 1% | 3 1% | 8 2% | 3 1% | 3 1% | 1 * | 2 * | 8 1% | 5 1% | 2 * | 14 1% | 7 1% | 12 1% | 4 1% | 31 1% | 10 2% | 4 * |
| Shares my values | 41 1% | 2 * | 1 * | 6 1% | 5 1% | 2 * | 2 1% | 6 2% | 6 1% | 1 * | 6 1% | 5 1% | 2 * | 3 * | 27 3% | 5 1% | 15 1% | 22 3% | 4 * |
| Bold | 37 1% | 2 * | 2 1% | 4 1% | 3 1% | 3 1% | 3 1% | 1 * | 3 1% | 11 2% | 4 1% | 2 1% | 11 1% | 4 * | 8 1% | 1 * | 17 1% | 13 2% | 7 * |
| Right for Britain | 36 1% | 4 1% | * * | 6 1% | 3 1% | 3 1% | 3 1% | 3 1% | 2 * | 3 * | 7 1% | 1 * | 12 1% | 4 * | 11 1% | 2 * | 20 1% | 14 2% | 2 * |
| Ruthless | 29 1% | 4 1% | 4 2% | 3 1% | 4 1% | * * | 3 1% | 1 * | 1 * | 3 1% | 3 1% | 2 * | 2 * | 10 1% | 1 * | 3 1% | 8 * | 1 * | 20 1% |
| Strong | 28 1% | 4 1% | - - | * * | 3 1% | 3 1% | 1 * | 3 1% | 1 * | 10 2% | 1 * | 2 * | 4 * | 7 1% | 1 * | * * | 6 * | 13 2% | 10 1% |
| In touch | 28 1% | 1 * | 1 * | 4 1% | 3 1% | - - | 4 1% | 1 * | 2 * | 4 1% | 6 1% | 2 1% | 17 1% | 1 * | 7 1% | - - | 19 1% | 7 1% | 3 * |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 8

**Q3a. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes Nick Clegg, the leader of the Liberal Democrats and Deputy Prime Minister?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Listens | **27** | 12 | 15 | 5 | 3 | 10 | 3 | 2 | 4 | - | 2 | 9 | 7 | 4 | 4 | - |
| | **1%** | 1% | 1% | 1% | * | 1% | * | * | * | - | * | 1% | 1% | 1% | 1% | - |
| On my side | **23** | 18 | 5 | 5 | 3 | 5 | 6 | 3 | 1 | 5 | 2 | 7 | 3 | 5 | 1 | - |
| | **\*** | 1% | * | 1% | * | 1% | 1% | * | * | 1% | * | * | * | 1% | * | - |
| Gets things done | **22** | 10 | 12 | 1 | 10 | 1 | 4 | 5 | 2 | 2 | 5 | 6 | 2 | 3 | 4 | - |
| | **\*** | * | * | * | 1% | * | * | 1% | * | * | 1% | * | * | 1% | 1% | - |
| Decisive | **21** | 4 | 18 | 4 | 7 | 3 | 4 | 2 | 2 | 1 | 1 | 6 | 7 | 4 | 2 | - |
| | **\*** | * | 1% | 1% | 1% | * | * | * | * | * | * | * | 1% | 1% | * | - |

# The Leadership Factor
## 25th - 30th July 2011

**Q3a. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes Nick Clegg, the leader of the Liberal Democrats and Deputy Prime Minister?**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Listens | **27** *1%* | 1 * | * * | 3 1% | 4 1% | 2 * | 2 1% | 2 1% | 2 * | 5 1% | 2 * | 3 1% | 12 1% | 6 1% | 2 * | - | 19 1% | 3 1% | 5 * |
| On my side | **23** * | - - | - - | 2 * | 1 * | 7 1% | 1 * | 1 * | 2 * | 4 1% | 2 * | 3 1% | 7 1% | 1 * | 8 1% | - | 8 * | 13 2% | 2 * |
| Gets things done | **22** * | 1 * | 2 1% | 2 * | 1 * | 2 * | 1 * | 2 1% | 4 1% | 4 1% | 3 * | - | 7 * | 3 * | 3 * | - | 13 1% | 5 1% | 3 * |
| Decisive | **21** * | 2 * | 2 1% | 1 * | - | 5 1% | 1 * | * * | 1 * | 5 1% | 3 * | 2 * | 5 * | 5 * | 2 * | - | 11 * | 3 * | 8 * |

# The Leadership Factor
## 25th - 30th July 2011

Table 9

**Q3b. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes David Cameron, the Prime Minister and leader of the Conservative Party?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | DK/Ref |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | |
| Unweighted Base | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Arrogant | 582 | 283 | 299 | 67 | 78 | 118 | 100 | 114 | 106 | 39 | 100 | 162 | 129 | 52 | 101 | - |
| | 12% | 12% | 12% | 11% | 10% | 12% | 12% | 15% | 10% | 10% | 11% | 11% | 12% | 10% | 16% | - |
| Out of touch | 428 | 225 | 203 | 32 | 66 | 90 | 72 | 70 | 99 | 25 | 80 | 119 | 99 | 39 | 66 | - |
| | 9% | 9% | 8% | 5% | 8% | 9% | 9% | 9% | 9% | 6% | 8% | 8% | 9% | 7% | 11% | - |
| Out of his depth | 319 | 142 | 177 | 33 | 42 | 61 | 64 | 52 | 67 | 18 | 54 | 99 | 70 | 36 | 42 | - |
| | 6% | 6% | 7% | 6% | 5% | 6% | 8% | 7% | 6% | 5% | 6% | 7% | 7% | 7% | 7% | - |
| Determined | 305 | 128 | 177 | 29 | 41 | 49 | 49 | 51 | 86 | 25 | 59 | 100 | 48 | 35 | 38 | - |
| | 6% | 5% | 7% | 5% | 5% | 5% | 6% | 7% | 8% | 6% | 6% | 7% | 5% | 7% | 6% | - |
| Smug | 297 | 127 | 170 | 51 | 57 | 68 | 50 | 35 | 36 | 24 | 66 | 90 | 52 | 31 | 34 | - |
| | 6% | 5% | 7% | 8% | 7% | 7% | 6% | 5% | 3% | 6% | 7% | 6% | 5% | 6% | 5% | - |
| Fake | 252 | 110 | 142 | 46 | 56 | 54 | 42 | 36 | 19 | 17 | 45 | 73 | 46 | 26 | 45 | - |
| | 5% | 4% | 6% | 8% | 7% | 6% | 5% | 5% | 2% | 4% | 5% | 5% | 4% | 5% | 7% | - |
| Doesn't listen | 251 | 114 | 136 | 39 | 43 | 46 | 47 | 31 | 45 | 17 | 36 | 68 | 53 | 33 | 44 | - |
| | 5% | 5% | 5% | 6% | 5% | 5% | 5% | 4% | 4% | 4% | 4% | 5% | 5% | 6% | 7% | - |
| Competent | 246 | 121 | 124 | 17 | 27 | 28 | 43 | 44 | 87 | 26 | 48 | 91 | 43 | 15 | 24 | - |
| | 5% | 5% | 5% | 3% | 3% | 3% | 5% | 6% | 8% | 6% | 5% | 6% | 4% | 3% | 4% | - |
| Up to the job | 228 | 121 | 107 | 23 | 30 | 35 | 37 | 33 | 70 | 20 | 48 | 66 | 54 | 17 | 23 | - |
| | 5% | 5% | 4% | 4% | 4% | 4% | 4% | 4% | 7% | 5% | 5% | 5% | 5% | 3% | 4% | - |
| Right for Britain | 208 | 111 | 97 | 13 | 24 | 24 | 36 | 35 | 76 | 25 | 42 | 57 | 49 | 17 | 19 | - |
| | 4% | 5% | 4% | 2% | 3% | 3% | 4% | 5% | 7% | 6% | 4% | 4% | 5% | 3% | 3% | - |
| Calculating | 171 | 98 | 72 | 16 | 36 | 32 | 31 | 27 | 29 | 15 | 43 | 51 | 23 | 21 | 17 | - |
| | 3% | 4% | 3% | 3% | 4% | 3% | 4% | 4% | 3% | 4% | 5% | 4% | 2% | 4% | 3% | - |
| Stands up for Britain | 165 | 82 | 84 | 9 | 20 | 35 | 23 | 37 | 42 | 17 | 27 | 51 | 34 | 18 | 18 | - |
| | 3% | 3% | 3% | 1% | 2% | 4% | 3% | 5% | 4% | 4% | 3% | 3% | 3% | 3% | 3% | - |
| Indecisive | 156 | 91 | 65 | 22 | 22 | 28 | 22 | 24 | 40 | 17 | 31 | 33 | 42 | 16 | 17 | - |
| | 3% | 4% | 3% | 4% | 3% | 3% | 3% | 3% | 4% | 4% | 3% | 2% | 4% | 3% | 3% | - |
| Composed | 137 | 68 | 69 | 10 | 20 | 27 | 34 | 17 | 28 | 13 | 33 | 42 | 23 | 15 | 10 | - |
| | 3% | 3% | 3% | 2% | 3% | 3% | 4% | 2% | 3% | 3% | 4% | 3% | 2% | 3% | 2% | - |
| Weak | 126 | 63 | 63 | 25 | 22 | 29 | 13 | 18 | 18 | 10 | 19 | 37 | 25 | 20 | 15 | - |
| | 3% | 3% | 2% | 4% | 3% | 3% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 4% | 2% | - |
| Gets things done | 110 | 66 | 44 | 27 | 19 | 23 | 16 | 13 | 12 | 11 | 22 | 31 | 20 | 18 | 9 | - |
| | 2% | 3% | 2% | 5% | 2% | 2% | 2% | 2% | 1% | 3% | 2% | 2% | 2% | 3% | 1% | - |
| Principled | 108 | 50 | 58 | 7 | 19 | 19 | 19 | 14 | 30 | 9 | 24 | 39 | 22 | 7 | 7 | - |
| | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 3% | 2% | 3% | 3% | 2% | 1% | 1% | - |
| Fair | 107 | 55 | 51 | 21 | 18 | 24 | 12 | 18 | 14 | 9 | 14 | 29 | 27 | 18 | 8 | - |
| | 2% | 2% | 2% | 4% | 2% | 3% | 1% | 2% | 1% | 2% | 1% | 2% | 3% | 4% | 1% | - |
| Ruthless | 104 | 36 | 68 | 20 | 25 | 20 | 21 | 11 | 7 | 6 | 17 | 29 | 16 | 15 | 21 | - |
| | 2% | 1% | 3% | 3% | 3% | 2% | 2% | 1% | 1% | 1% | 2% | 2% | 2% | 3% | 3% | - |
| Explains himself | 102 | 49 | 53 | 16 | 18 | 23 | 17 | 7 | 21 | 10 | 24 | 24 | 28 | 10 | 6 | - |
| | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 1% | 2% | 2% | 3% | 2% | 3% | 2% | 1% | - |
| Strong | 76 | 41 | 35 | 14 | 18 | 12 | 13 | 12 | 8 | 4 | 11 | 24 | 24 | 9 | 4 | - |
| | 2% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 2% | 2% | 2% | 1% | - |
| Down to earth | 74 | 28 | 46 | 13 | 24 | 17 | 10 | 2 | 7 | 6 | 10 | 17 | 23 | 8 | 9 | - |
| | 1% | 1% | 2% | 2% | 3% | 2% | 1% | * | 1% | 1% | 1% | 1% | 2% | 2% | 1% | - |
| Bold | 65 | 40 | 24 | 6 | 14 | 8 | 19 | 7 | 11 | 3 | 16 | 18 | 13 | 8 | 7 | - |
| | 1% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | - |
| Lucky | 63 | 25 | 39 | 8 | 19 | 18 | 9 | 2 | 7 | 3 | 11 | 17 | 15 | 6 | 11 | - |
| | 1% | 1% | 2% | 1% | 2% | 2% | 1% | * | 1% | 1% | 1% | 1% | 1% | 1% | 2% | - |
| Likeable | 61 | 31 | 30 | 4 | 10 | 15 | 11 | 4 | 16 | 6 | 13 | 14 | 16 | 10 | 2 | - |
| | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | * | - |
| Decisive | 60 | 33 | 26 | 9 | 8 | 13 | 10 | 11 | 9 | 8 | 10 | 15 | 15 | 7 | 6 | - |
| | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | - |
| Shares my values | 44 | 23 | 21 | 4 | 6 | 6 | 6 | 5 | 17 | 7 | 8 | 17 | 5 | 3 | 3 | - |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | * | - |
| Weird | 42 | 25 | 17 | 11 | 10 | 7 | 5 | 5 | 4 | 2 | 4 | 11 | 11 | 5 | 9 | - |
| | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | * | 1% | * | 1% | 1% | 1% | 1% | - |
| Tells the truth | 41 | 20 | 21 | 3 | 2 | 10 | 7 | 6 | 11 | 7 | 12 | 6 | 9 | 3 | 4 | - |
| | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | 2% | 1% | * | 1% | 1% | 1% | - |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

**Q3b. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes David Cameron, the Prime Minister and leader of the Conservative Party?**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Arrogant | 582 | 69 | 29 | 65 | 40 | 53 | 38 | 35 | 52 | 91 | 61 | 50 | 35 | 213 | 138 | 75 | 109 | 81 | 392 |
| | 12% | 16% | 13% | 11% | 9% | 11% | 10% | 13% | 11% | 14% | 9% | 11% | 2% | 21% | 14% | 16% | 4% | 12% | 23% |
| Out of touch | 428 | 38 | 16 | 56 | 34 | 44 | 35 | 17 | 49 | 42 | 53 | 44 | 64 | 136 | 99 | 44 | 134 | 58 | 235 |
| | 9% | 9% | 7% | 10% | 8% | 10% | 9% | 6% | 10% | 7% | 8% | 10% | 4% | 13% | 10% | 10% | 5% | 9% | 14% |
| Out of his depth | 319 | 30 | 15 | 45 | 43 | 16 | 22 | 19 | 25 | 28 | 49 | 26 | 42 | 84 | 68 | 41 | 79 | 59 | 181 |
| | 6% | 7% | 7% | 8% | 10% | 3% | 6% | 7% | 5% | 4% | 8% | 6% | 3% | 8% | 7% | 9% | 3% | 9% | 10% |
| Determined | 305 | 21 | 17 | 33 | 25 | 35 | 25 | 13 | 26 | 37 | 42 | 30 | 143 | 30 | 65 | 20 | 230 | 27 | 48 |
| | 6% | 5% | 8% | 6% | 6% | 7% | 6% | 5% | 5% | 6% | 7% | 7% | 10% | 3% | 7% | 4% | 9% | 4% | 3% |
| Smug | 297 | 37 | 16 | 32 | 31 | 31 | 21 | 10 | 23 | 40 | 36 | 20 | 25 | 95 | 81 | 31 | 77 | 43 | 176 |
| | 6% | 9% | 7% | 5% | 7% | 7% | 6% | 4% | 5% | 6% | 6% | 4% | 2% | 9% | 8% | 7% | 3% | 7% | 10% |
| Fake | 252 | 20 | 13 | 32 | 21 | 26 | 18 | 18 | 16 | 42 | 27 | 20 | 17 | 84 | 43 | 28 | 44 | 57 | 151 |
| | 5% | 5% | 6% | 5% | 5% | 6% | 5% | 7% | 3% | 7% | 4% | 4% | 1% | 8% | 5% | 6% | 2% | 9% | 9% |
| Doesn't listen | 251 | 22 | 15 | 29 | 30 | 24 | 18 | 15 | 19 | 35 | 26 | 19 | 38 | 72 | 45 | 32 | 53 | 58 | 139 |
| | 5% | 5% | 6% | 5% | 7% | 5% | 5% | 6% | 4% | 6% | 4% | 4% | 3% | 7% | 5% | 7% | 2% | 9% | 8% |
| Competent | 246 | 21 | 7 | 39 | 9 | 30 | 17 | 11 | 18 | 33 | 33 | 27 | 138 | 22 | 37 | 21 | 218 | 14 | 14 |
| | 5% | 5% | 3% | 7% | 2% | 6% | 4% | 4% | 4% | 5% | 5% | 6% | 9% | 2% | 4% | 5% | 8% | 2% | 1% |
| Up to the job | 228 | 13 | 8 | 28 | 28 | 20 | 25 | 9 | 20 | 22 | 34 | 21 | 150 | 9 | 28 | 11 | 207 | 14 | 7 |
| | 5% | 3% | 3% | 5% | 6% | 4% | 7% | 3% | 4% | 3% | 5% | 5% | 10% | 1% | 3% | 2% | 8% | 2% | * |
| Right for Britain | 208 | 12 | 5 | 24 | 13 | 19 | 21 | 11 | 21 | 22 | 33 | 26 | 165 | 8 | 13 | 5 | 205 | 2 | 2 |
| | 4% | 3% | 2% | 4% | 3% | 4% | 5% | 4% | 4% | 3% | 5% | 6% | 11% | 1% | 1% | 1% | 8% | * | * |
| Calculating | 171 | 25 | 15 | 25 | 11 | 12 | 11 | 9 | 20 | 16 | 16 | 9 | 22 | 43 | 50 | 22 | 75 | 36 | 60 |
| | 3% | 6% | 7% | 4% | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 2% | 1% | 4% | 5% | 5% | 3% | 5% | 3% |
| Stands up for Britain | 165 | 13 | 3 | 12 | 16 | 13 | 19 | 8 | 24 | 16 | 24 | 18 | 100 | 5 | 22 | 11 | 150 | 12 | 4 |
| | 3% | 3% | 1% | 2% | 4% | 3% | 5% | 3% | 5% | 2% | 4% | 4% | 7% | * | 2% | 2% | 6% | 2% | * |
| Indecisive | 156 | 15 | 7 | 18 | 13 | 12 | 13 | 14 | 14 | 23 | 14 | 13 | 37 | 26 | 33 | 20 | 64 | 30 | 62 |
| | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 5% | 3% | 4% | 2% | 3% | 2% | 3% | 3% | 5% | 2% | 5% | 4% |
| Composed | 137 | 9 | 3 | 18 | 12 | 19 | 6 | 3 | 14 | 18 | 19 | 14 | 50 | 8 | 33 | 7 | 97 | 28 | 12 |
| | 3% | 2% | 1% | 3% | 3% | 4% | 2% | 1% | 3% | 3% | 3% | 3% | 3% | 1% | 3% | 2% | 4% | 4% | 1% |
| Weak | 126 | 11 | 4 | 19 | 15 | 12 | 12 | 8 | 4 | 12 | 18 | 12 | 24 | 25 | 15 | 19 | 47 | 17 | 61 |
| | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% | 1% | 2% | 3% | 3% | 2% | 2% | 2% | 4% | 2% | 3% | 4% |
| Gets things done | 110 | 9 | 4 | 9 | 14 | 9 | 6 | 5 | 12 | 17 | 16 | 9 | 50 | 11 | 21 | 2 | 100 | 5 | 5 |
| | 2% | 2% | 2% | 2% | 3% | 2% | 1% | 2% | 3% | 3% | 2% | 2% | 3% | 1% | 2% | * | 4% | 1% | * |
| Principled | 108 | 3 | 4 | 10 | 13 | 6 | 7 | 6 | 20 | 11 | 19 | 10 | 55 | 5 | 18 | 6 | 95 | 5 | 8 |
| | 2% | 1% | 2% | 2% | 3% | 1% | 2% | 2% | 4% | 2% | 3% | 2% | 4% | 1% | 2% | 1% | 4% | 1% | * |
| Fair | 107 | 7 | 3 | 9 | 7 | 9 | 8 | 6 | 14 | 12 | 16 | 16 | 42 | 20 | 16 | 6 | 80 | 13 | 13 |
| | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 3% | 2% | 3% | 3% | 3% | 2% | 2% | 1% | 3% | 2% | 1% |
| Ruthless | 104 | 6 | 12 | 14 | 9 | 10 | 8 | 3 | 11 | 13 | 11 | 6 | 6 | 41 | 28 | 5 | 14 | 17 | 73 |
| | 2% | 1% | 5% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | * | 4% | 3% | 1% | 1% | 3% | 4% |
| Explains himself | 102 | 8 | 3 | 7 | 12 | 10 | 13 | 6 | 11 | 14 | 10 | 8 | 40 | 14 | 19 | 7 | 83 | 9 | 10 |
| | 2% | 2% | 1% | 1% | 3% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 3% | 1% | 2% | 2% | 3% | 1% | 1% |
| Strong | 76 | 2 | 4 | 7 | 5 | 3 | 8 | 9 | 5 | 14 | 8 | 12 | 39 | 6 | 8 | 8 | 69 | 4 | 4 |
| | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 3% | 1% | 2% | 1% | 3% | 3% | 1% | 1% | 2% | 3% | 1% | * |
| Down to earth | 74 | 5 | 1 | 10 | 8 | 10 | 3 | 5 | 7 | 8 | 14 | 4 | 19 | 7 | 11 | 6 | 54 | 14 | 6 |
| | 1% | 1% | * | 2% | 2% | 2% | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | * |
| Bold | 65 | 9 | 6 | 15 | 2 | 4 | 2 | 2 | 8 | 8 | 5 | 5 | 26 | 9 | 8 | 5 | 44 | 12 | 10 |
| | 1% | 2% | 3% | 3% | * | 1% | * | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 1% |
| Lucky | 63 | 7 | 2 | 10 | 8 | 4 | 4 | 1 | 7 | 7 | 9 | 4 | 12 | 20 | 14 | 3 | 23 | 12 | 28 |
| | 1% | 2% | 1% | 2% | 2% | 1% | 1% | * | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 2% |
| Likeable | 61 | 3 | 2 | 1 | 4 | 7 | 6 | 9 | 6 | 8 | 11 | 5 | 27 | 4 | 10 | 6 | 54 | 3 | 4 |
| | 1% | 1% | 1% | * | 1% | 2% | 1% | 3% | 1% | 1% | 2% | 1% | 2% | * | 1% | 1% | 2% | * | * |
| Decisive | 60 | 3 | 7 | 6 | 3 | 4 | 7 | 5 | 6 | 10 | 4 | 4 | 28 | 4 | 9 | 3 | 47 | 8 | 4 |
| | 1% | 1% | 3% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 2% | * | 1% | 1% | 2% | 1% | * |
| Shares my values | 44 | 1 | 1 | - | 6 | 4 | 5 | 3 | 5 | 5 | 7 | 7 | 31 | 1 | 4 | 5 | 44 | - | - |
| | 1% | * | * | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | * | * | 1% | 2% | - | - |
| Weird | 42 | 8 | - | 2 | 3 | 7 | 1 | 2 | 3 | 7 | 6 | 4 | - | 17 | 7 | 1 | 4 | 12 | 26 |
| | 1% | 2% | - | * | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | - | 2% | 1% | * | * | 2% | 1% |
| Tells the truth | 41 | 3 | 1 | 5 | 4 | 1 | 5 | 4 | 4 | 7 | 2 | 6 | 22 | 2 | 9 | 2 | 34 | 5 | 1 |
| | 1% | 1% | * | 1% | 1% | * | 1% | 2% | 1% | 1% | * | 1% | 1% | * | 1% | 1% | 1% | 1% | * |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 9

**Q3b. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes David Cameron, the Prime Minister and leader of the Conservative Party?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Listens | **26** | 13 | 13 | - | 3 | 5 | 3 | 5 | 9 | 1 | 7 | 8 | 6 | - | 3 | - |
| | **1%** | 1% | 1% | - | * | 1% | * | 1% | 1% | * | 1% | 1% | 1% | - | * | - |
| Caring | **19** | 15 | 4 | 2 | 1 | 1 | 1 | 3 | 12 | 2 | 4 | 2 | 4 | 6 | 1 | - |
| | ***** | 1% | * | * | * | * | * | * | 1% | * | * | * | * | 1% | * | - |
| On my side | **15** | 10 | 5 | 2 | 2 | 2 | 4 | 1 | 4 | 1 | 3 | 5 | 1 | 2 | 2 | - |
| | ***** | * | * | * | * | * | * | * | * | * | * | * | * | * | * | - |
| In touch | **13** | 5 | 8 | 2 | 1 | 5 | 2 | 2 | 1 | 1 | 4 | 2 | 4 | - | 3 | - |
| | ***** | * | * | * | * | 1% | * | * | * | * | * | * | * | - | * | - |

# The Leadership Factor
## 25th - 30th July 2011

**Q3b. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes David Cameron, the Prime Minister and leader of the Conservative Party?**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Listens | **26** *1%* | 1 * | 1 * | 2 * | 3 1% | 4 1% | 3 1% | 1 * | 1 * | 4 1% | 3 * | 3 1% | 12 1% | 3 * | 6 1% | - | 25 1% | - | * * |
| Caring | **19** * | 2 1% | 1 1% | - | - | 1 * | 1 * | * * | 3 1% | 1 * | 8 1% | 1 * | 15 1% | - | 1 * | 1 * | 19 1% | * * | - |
| On my side | **15** * | - - | - - | 4 1% | - - | 1 * | - - | - - | 3 1% | 2 * | 4 1% | 1 * | 10 1% | - - | 1 * | - - | 14 1% | 1 * | - - |
| In touch | **13** * | 1 * | - - | 2 * | - - | 1 * | 1 * | - - | - - | 4 1% | 2 * | 2 1% | 6 * | 2 * | 1 * | 1 * | 10 * | 1 * | 2 * |

# The Leadership Factor
## 25th - 30th July 2011

Table 10

**Q3c. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes Ed Miliband, the leader of the Labour Party?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | DK/Ref |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | |
| Unweighted Base | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Out of his depth | 894 18% | 540 22% | 354 14% | 69 12% | 82 10% | 142 15% | 151 18% | 154 20% | 296 28% | 91 23% | 193 20% | 287 20% | 171 16% | 62 12% | 91 15% | - |
| Weak | 543 11% | 306 12% | 237 9% | 49 8% | 72 9% | 117 12% | 97 11% | 97 13% | 112 11% | 46 11% | 118 12% | 160 11% | 114 11% | 40 8% | 64 10% | - |
| Weird | 357 7% | 154 6% | 203 8% | 45 8% | 72 9% | 66 7% | 56 7% | 45 6% | 73 7% | 28 7% | 66 7% | 101 7% | 82 8% | 40 8% | 40 6% | - |
| Arrogant | 245 5% | 92 4% | 153 6% | 25 4% | 40 5% | 36 4% | 42 5% | 43 6% | 59 6% | 22 6% | 37 4% | 70 5% | 50 5% | 36 7% | 30 5% | - |
| Smug | 216 4% | 93 4% | 123 5% | 26 4% | 39 5% | 37 4% | 46 5% | 36 5% | 33 3% | 10 2% | 37 4% | 70 5% | 55 5% | 27 5% | 17 3% | - |
| Fake | 215 4% | 115 5% | 100 4% | 26 4% | 33 4% | 49 5% | 46 5% | 19 2% | 42 4% | 25 6% | 35 4% | 58 4% | 45 4% | 17 3% | 33 5% | - |
| Out of touch | 213 4% | 106 4% | 108 4% | 28 5% | 38 5% | 34 4% | 39 5% | 32 4% | 43 4% | 10 3% | 37 4% | 57 4% | 50 5% | 31 6% | 27 4% | - |
| Competent | 184 4% | 99 4% | 85 3% | 21 3% | 29 4% | 42 4% | 31 4% | 21 3% | 40 4% | 15 4% | 34 4% | 52 4% | 38 4% | 24 5% | 22 3% | - |
| Determined | 165 3% | 64 3% | 101 4% | 25 4% | 31 4% | 32 3% | 15 2% | 32 4% | 30 3% | 10 2% | 30 3% | 54 4% | 35 3% | 14 3% | 23 4% | - |
| Fair | 149 3% | 71 3% | 79 3% | 28 5% | 36 4% | 26 3% | 23 3% | 18 2% | 18 2% | 9 2% | 22 2% | 49 3% | 30 3% | 18 3% | 20 3% | - |
| Indecisive | 140 3% | 76 3% | 64 3% | 14 2% | 25 3% | 25 3% | 22 3% | 26 3% | 28 3% | 14 3% | 32 3% | 46 3% | 28 3% | 12 2% | 9 1% | - |
| Calculating | 139 3% | 70 3% | 69 3% | 10 2% | 14 2% | 19 2% | 30 3% | 23 3% | 43 4% | 13 3% | 31 3% | 33 2% | 37 4% | 11 2% | 12 2% | - |
| Up to the job | 132 3% | 72 3% | 60 2% | 15 2% | 28 4% | 23 2% | 35 4% | 17 2% | 15 1% | 10 2% | 27 3% | 37 3% | 19 2% | 16 3% | 24 4% | - |
| Down to earth | 122 2% | 48 2% | 74 3% | 22 4% | 30 4% | 29 3% | 15 2% | 10 1% | 16 2% | 6 1% | 20 2% | 34 2% | 25 2% | 15 3% | 21 3% | - |
| Likeable | 113 2% | 36 1% | 77 3% | 8 1% | 26 3% | 22 2% | 23 3% | 22 3% | 12 1% | 6 2% | 15 2% | 35 2% | 26 2% | 17 3% | 14 2% | - |
| Principled | 111 2% | 49 2% | 62 2% | 6 1% | 17 2% | 21 2% | 14 2% | 22 3% | 32 3% | 17 4% | 27 3% | 22 2% | 19 2% | 11 2% | 16 3% | - |
| Stands up for Britain | 105 2% | 34 1% | 71 3% | 23 4% | 12 1% | 29 3% | 14 2% | 13 2% | 14 1% | 5 1% | 11 1% | 22 2% | 26 2% | 18 3% | 23 4% | - |
| Doesn't listen | 99 2% | 34 1% | 65 3% | 15 2% | 27 3% | 17 2% | 20 2% | 15 2% | 5 * | 6 2% | 10 1% | 29 2% | 19 2% | 11 2% | 25 4% | - |
| Lucky | 97 2% | 50 2% | 46 2% | 22 4% | 15 2% | 21 2% | 14 2% | 11 2% | 14 1% | 6 2% | 20 2% | 30 2% | 24 2% | 9 2% | 7 1% | - |
| Explains himself | 93 2% | 47 2% | 46 2% | 16 3% | 16 2% | 24 2% | 16 2% | 9 1% | 12 1% | 8 2% | 14 2% | 23 2% | 17 2% | 16 3% | 14 2% | - |
| In touch | 82 2% | 40 2% | 42 2% | 9 1% | 16 2% | 16 2% | 13 1% | 13 2% | 15 1% | 4 1% | 19 2% | 20 1% | 19 2% | 11 2% | 10 2% | - |
| Composed | 75 1% | 34 1% | 41 2% | 9 2% | 14 2% | 19 2% | 13 1% | 13 2% | 7 1% | 6 2% | 18 2% | 20 1% | 12 1% | 14 3% | 4 1% | - |
| Right for Britain | 69 1% | 27 1% | 42 2% | 4 1% | 12 1% | 20 2% | 16 2% | 10 1% | 8 1% | 4 1% | 8 1% | 26 2% | 8 1% | 5 1% | 17 3% | - |
| Shares my values | 67 1% | 34 1% | 33 1% | 8 1% | 7 1% | 14 1% | 9 1% | 9 1% | 19 2% | 5 1% | 18 2% | 15 1% | 11 1% | 9 2% | 8 1% | - |
| Bold | 60 1% | 16 1% | 43 2% | 10 2% | 12 1% | 16 2% | 9 1% | 3 * | 10 1% | 5 1% | 12 1% | 14 1% | 13 1% | 10 2% | 5 1% | - |
| Tells the truth | 56 1% | 32 1% | 24 1% | 12 2% | 4 1% | 9 1% | 7 1% | 9 1% | 15 1% | 3 1% | 12 1% | 17 1% | 12 1% | 3 1% | 8 1% | - |
| Strong | 49 1% | 27 1% | 22 1% | 14 2% | 12 2% | 10 1% | 7 1% | 3 * | 2 * | 2 * | 5 1% | 14 1% | 20 2% | 8 1% | 1 * | - |
| On my side | 46 1% | 21 1% | 24 1% | 9 2% | 8 1% | 9 1% | 7 1% | 4 1% | 8 1% | 2 1% | 7 1% | 15 1% | 12 1% | 4 1% | 5 1% | - |
| Ruthless | 43 1% | 14 1% | 29 1% | 7 1% | 8 1% | 6 1% | 4 * | 9 1% | 9 1% | 5 1% | 11 1% | 3 * | 9 1% | 5 1% | 10 2% | - |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 10

**Q3c. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes Ed Miliband, the leader of the Labour Party?**

**Base : All respondents**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Region | | | | | | | | How voted in 2010 | | | Who would make best PM | | |
| Unweighted Base | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Out of his depth | 894 / 18% | 87 / 20% | 40 / 18% | 98 / 17% | 80 / 18% | 69 / 15% | 72 / 19% | 41 / 15% | 95 / 20% | 93 / 15% | 112 / 17% | 108 / 24% | 388 / 26% | 87 / 8% | 187 / 19% | 101 / 22% | 648 / 25% | 117 / 18% | 128 / 7% |
| Weak | 543 / 11% | 41 / 9% | 30 / 13% | 56 / 10% | 43 / 10% | 62 / 13% | 38 / 10% | 28 / 10% | 52 / 11% | 58 / 9% | 68 / 11% | 66 / 15% | 232 / 16% | 81 / 8% | 95 / 10% | 49 / 11% | 372 / 14% | 92 / 14% | 79 / 5% |
| Weird | 357 / 7% | 19 / 4% | 15 / 7% | 39 / 7% | 37 / 8% | 32 / 7% | 44 / 11% | 9 / 3% | 33 / 7% | 49 / 8% | 48 / 8% | 33 / 7% | 146 / 10% | 27 / 3% | 59 / 6% | 31 / 7% | 243 / 9% | 57 / 9% | 57 / 3% |
| Arrogant | 245 / 5% | 25 / 6% | 9 / 4% | 22 / 4% | 34 / 8% | 20 / 4% | 13 / 3% | 11 / 4% | 26 / 6% | 32 / 5% | 32 / 5% | 22 / 5% | 112 / 8% | 10 / 1% | 43 / 4% | 22 / 5% | 192 / 7% | 32 / 5% | 21 / 1% |
| Smug | 216 / 4% | 21 / 5% | 4 / 2% | 24 / 4% | 30 / 7% | 22 / 5% | 19 / 5% | 7 / 3% | 16 / 3% | 16 / 3% | 36 / 6% | 22 / 5% | 90 / 6% | 19 / 2% | 32 / 3% | 24 / 5% | 140 / 5% | 34 / 5% | 43 / 2% |
| Fake | 215 / 4% | 15 / 4% | 5 / 2% | 31 / 5% | 16 / 4% | 15 / 3% | 22 / 6% | 16 / 6% | 26 / 5% | 32 / 5% | 23 / 4% | 14 / 3% | 96 / 6% | 13 / 1% | 21 / 2% | 27 / 6% | 153 / 6% | 33 / 5% | 28 / 2% |
| Out of touch | 213 / 4% | 18 / 4% | 5 / 2% | 24 / 4% | 14 / 3% | 17 / 4% | 21 / 5% | 15 / 6% | 24 / 5% | 26 / 4% | 34 / 5% | 16 / 4% | 67 / 5% | 13 / 1% | 41 / 4% | 32 / 7% | 140 / 5% | 37 / 6% | 36 / 2% |
| Competent | 184 / 4% | 19 / 4% | 12 / 5% | 26 / 5% | 14 / 3% | 14 / 3% | 12 / 3% | 10 / 4% | 11 / 2% | 25 / 4% | 25 / 4% | 16 / 3% | 22 / 1% | 73 / 7% | 50 / 5% | 15 / 3% | 40 / 2% | 17 / 3% | 128 / 7% |
| Determined | 165 / 3% | 10 / 2% | 4 / 2% | 18 / 3% | 10 / 2% | 23 / 5% | 9 / 2% | 10 / 4% | 15 / 3% | 31 / 5% | 23 / 4% | 12 / 3% | 21 / 1% | 51 / 5% | 45 / 5% | 14 / 3% | 50 / 2% | 23 / 4% | 92 / 5% |
| Fair | 149 / 3% | 15 / 3% | 9 / 4% | 29 / 5% | 7 / 2% | 17 / 4% | 17 / 4% | 7 / 3% | 11 / 2% | 22 / 3% | 10 / 2% | 5 / 1% | 21 / 1% | 56 / 5% | 16 / 2% | 13 / 3% | 42 / 2% | 15 / 2% | 93 / 5% |
| Indecisive | 140 / 3% | 9 / 2% | 8 / 3% | 15 / 3% | 7 / 2% | 9 / 2% | 11 / 3% | 11 / 4% | 12 / 3% | 26 / 4% | 24 / 4% | 8 / 2% | 49 / 3% | 21 / 2% | 27 / 3% | 13 / 3% | 80 / 3% | 23 / 4% | 37 / 2% |
| Calculating | 139 / 3% | 10 / 2% | 5 / 2% | 14 / 2% | 12 / 3% | 14 / 3% | 9 / 2% | 9 / 3% | 12 / 3% | 14 / 2% | 23 / 4% | 16 / 4% | 58 / 4% | 12 / 1% | 30 / 3% | 12 / 3% | 95 / 4% | 17 / 3% | 26 / 2% |
| Up to the job | 132 / 3% | 18 / 4% | 10 / 5% | 19 / 3% | 8 / 2% | 5 / 1% | 6 / 2% | 6 / 2% | 12 / 2% | 19 / 3% | 16 / 3% | 11 / 2% | 11 / 1% | 45 / 4% | 29 / 3% | 2 / * | 23 / 1% | 14 / 2% | 94 / 5% |
| Down to earth | 122 / 2% | 19 / 4% | 6 / 2% | 12 / 2% | 13 / 3% | 12 / 3% | 5 / 1% | 5 / 2% | 16 / 3% | 13 / 2% | 14 / 2% | 7 / 2% | 15 / 1% | 46 / 5% | 20 / 2% | 11 / 2% | 32 / 1% | 10 / 1% | 80 / 5% |
| Likeable | 113 / 2% | 10 / 2% | 7 / 3% | 6 / 1% | 12 / 3% | 11 / 2% | 2 / 1% | 8 / 3% | 11 / 2% | 21 / 3% | 11 / 2% | 14 / 3% | 9 / 1% | 41 / 4% | 20 / 2% | 7 / 1% | 23 / 1% | 11 / 2% | 79 / 5% |
| Principled | 111 / 2% | 11 / 2% | 5 / 2% | 19 / 3% | 8 / 2% | 14 / 3% | 10 / 2% | 4 / 1% | 11 / 2% | 6 / 1% | 13 / 2% | 11 / 2% | 14 / 1% | 37 / 4% | 36 / 4% | 6 / 1% | 29 / 1% | 12 / 2% | 70 / 4% |
| Stands up for Britain | 105 / 2% | 9 / 2% | 4 / 2% | 14 / 2% | 8 / 2% | 14 / 3% | 12 / 3% | 5 / 2% | 12 / 3% | 12 / 2% | 10 / 2% | 4 / 1% | 4 / * | 41 / 4% | 15 / 2% | 4 / 1% | 15 / 1% | 6 / 1% | 84 / 5% |
| Doesn't listen | 99 / 2% | 13 / 3% | 3 / 1% | 15 / 3% | 15 / 3% | 2 / 1% | 7 / 2% | 1 / * | 9 / 2% | 16 / 2% | 14 / 2% | 4 / 1% | 24 / 2% | 8 / 1% | 22 / 2% | 12 / 3% | 52 / 2% | 29 / 4% | 19 / 1% |
| Lucky | 97 / 2% | 6 / 1% | 8 / 3% | 12 / 2% | 9 / 2% | 9 / 2% | 4 / 1% | 10 / 4% | 9 / 2% | 11 / 2% | 11 / 2% | 9 / 2% | 19 / 1% | 24 / 2% | 19 / 2% | 14 / 3% | 51 / 2% | 15 / 2% | 31 / 2% |
| Explains himself | 93 / 2% | 8 / 2% | 1 / 1% | 14 / 2% | 7 / 2% | 15 / 3% | 6 / 2% | 7 / 3% | 5 / 1% | 17 / 3% | 8 / 2% | 4 / 1% | 7 / * | 34 / 3% | 19 / 2% | 5 / 1% | 28 / 1% | 11 / 2% | 54 / 3% |
| In touch | 82 / 2% | 7 / 2% | 3 / 1% | 6 / 1% | 6 / 1% | 12 / 3% | 5 / 1% | 11 / 4% | 5 / 1% | 11 / 2% | 10 / 2% | 7 / 1% | 12 / 1% | 40 / 4% | 20 / 2% | 2 / * | 3 / * | 9 / 1% | 70 / 4% |
| Composed | 75 / 1% | 6 / 1% | 2 / 1% | 13 / 2% | 7 / 2% | 9 / 2% | 9 / 2% | * / * | 9 / 2% | 8 / 1% | 7 / 1% | 5 / 1% | 13 / 1% | 22 / 2% | 19 / 2% | 3 / 1% | 26 / 1% | 8 / 1% | 41 / 2% |
| Right for Britain | 69 / 1% | 6 / 1% | 5 / 2% | 9 / 2% | 9 / 2% | 3 / 1% | 7 / 2% | 5 / 2% | 7 / 1% | 9 / 1% | 6 / 1% | 4 / 1% | 2 / * | 42 / 4% | 14 / 1% | 4 / 1% | 3 / * | 1 / * | 65 / 4% |
| Shares my values | 67 / 1% | 2 / * | 3 / 1% | 10 / 2% | 11 / 3% | 5 / 1% | 4 / 1% | 4 / 1% | 2 / * | 9 / 1% | 12 / 2% | 6 / 1% | - | 40 / 4% | 17 / 2% | 3 / 1% | 3 / * | 1 / * | 63 / 4% |
| Bold | 60 / 1% | 3 / 1% | 1 / * | 7 / 1% | 3 / 1% | 2 / * | 8 / 2% | 3 / 1% | 5 / 1% | 9 / 1% | 14 / 2% | 6 / 1% | 7 / * | 13 / 1% | 15 / 2% | 5 / 1% | 24 / 1% | 9 / 1% | 26 / 2% |
| Tells the truth | 56 / 1% | 5 / 1% | 2 / 1% | 6 / 1% | 3 / 1% | 7 / 2% | 4 / 1% | 8 / 3% | 2 / * | 9 / 1% | 1 / * | 8 / 2% | 6 / * | 21 / 2% | 10 / 1% | 2 / * | 17 / 1% | 3 / 1% | 35 / 2% |
| Strong | 49 / 1% | 2 / * | 3 / 2% | 10 / 2% | 1 / * | 5 / 1% | 2 / * | 4 / 2% | 4 / 1% | 9 / 1% | 9 / 1% | * / * | 9 / 1% | 18 / 2% | 5 / 1% | 3 / 1% | 14 / 1% | 6 / 1% | 29 / 2% |
| On my side | 46 / 1% | 3 / 1% | 3 / 1% | 7 / 1% | 5 / 1% | 3 / 1% | 2 / 1% | 7 / 3% | 3 / 1% | 6 / 1% | 3 / * | 4 / 1% | 2 / * | 30 / 3% | 5 / * | 3 / 1% | 3 / * | * / * | 42 / 2% |
| Ruthless | 43 / 1% | 4 / 1% | 1 / * | 2 / * | 3 / 1% | 8 / 2% | 3 / 1% | 1 / * | 7 / 1% | 2 / * | 9 / 1% | 4 / 1% | 19 / 1% | 2 / * | 12 / 1% | 5 / 1% | 27 / 1% | 9 / 1% | 7 / 1% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 10

**Q3c. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes Ed Miliband, the leader of the Labour Party?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Caring | **40** | 20 | 20 | 4 | 4 | 8 | 5 | 6 | 14 | 3 | 10 | 10 | 6 | 5 | 7 | - |
| | **1%** | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | - |
| Listens | **34** | 11 | 23 | 5 | 9 | 5 | 7 | 4 | 5 | 6 | 4 | 9 | 7 | 1 | 7 | - |
| | **1%** | * | 1% | 1% | 1% | * | 1% | 1% | * | 2% | * | 1% | 1% | * | 1% | - |
| Gets things done | **25** | 11 | 14 | 11 | 6 | 6 | 2 | - | - | - | 1 | 6 | 6 | 3 | 8 | - |
| | **\*** | * | 1% | 2% | 1% | 1% | * | - | - | - | * | * | 1% | 1% | 1% | - |
| Decisive | **23** | 7 | 16 | 6 | 7 | 2 | 4 | 2 | 1 | 2 | 5 | 9 | 3 | 2 | 4 | - |
| | **\*** | * | 1% | 1% | 1% | * | 1% | * | * | * | 1% | 1% | * | * | 1% | - |

# The Leadership Factor
## 25th - 30th July 2011

**Q3c. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes Ed Miliband, the leader of the Labour Party?**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Caring | **40** **1%** | 5 1% | 2 1% | 6 1% | 2 * | 8 2% | 2 1% | - - | 2 * | 6 1% | 7 1% | 1 * | 3 * | 25 2% | 4 * | 2 * | 8 * | 1 * | 31 2% |
| Listens | **34** **1%** | 6 1% | 4 2% | 3 * | 3 1% | 2 * | 2 * | - - | 2 * | 8 1% | 1 * | 2 1% | 3 * | 10 1% | 7 1% | 3 1% | 9 * | 4 1% | 21 1% |
| Gets things done | **25** ***** | - - | 6 3% | 1 * | 2 * | 1 * | 2 1% | 3 1% | 1 * | 3 * | 3 * | 3 1% | 1 * | 15 1% | 4 * | - - | 6 * | 4 1% | 14 1% |
| Decisive | **23** ***** | 2 1% | 2 1% | 1 * | 1 * | 3 1% | 2 1% | 1 1% | 2 1% | 2 * | 3 * | 3 1% | 4 * | 8 1% | 3 * | 1 * | 9 * | - - | 14 1% |

# The Leadership Factor
## 25th - 30th July 2011

Table 11

**Q4. Which of these leaders would make the best Prime Minister?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| David Cameron | **2603** | 1341 | 1262 | 290 | 362 | 421 | 420 | 416 | 695 | 254 | 529 | 777 | 554 | 255 | 234 | - |
| | **52%** | 55% | 49% | 48% | 45% | 44% | 49% | 55% | 66% | 63% | 56% | 54% | 53% | 49% | 37% | - |
| Ed Miliband | **1737** | 811 | 925 | 207 | 295 | 390 | 316 | 259 | 269 | 106 | 299 | 496 | 350 | 199 | 286 | - |
| | **35%** | 33% | 36% | 35% | 37% | 41% | 37% | 34% | 26% | 26% | 32% | 34% | 33% | 38% | 46% | - |
| Nick Clegg | **660** | 297 | 364 | 103 | 142 | 139 | 114 | 76 | 87 | 44 | 118 | 177 | 145 | 71 | 105 | - |
| | **13%** | 12% | 14% | 17% | 18% | 15% | 13% | 10% | 8% | 11% | 12% | 12% | 14% | 14% | 17% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 11

**Q4. Which of these leaders would make the best Prime Minister?**

**Base : All respondents**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Region | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| David Cameron | **2603** **52%** | 228 53% | 96 43% | 282 48% | 222 50% | 227 49% | 225 58% | 129 49% | 263 56% | 307 49% | 367 57% | 258 57% | 1360 91% | 170 17% | 347 36% | 239 53% | 2603 100% | - - | - - |
| Ed Miliband | **1737** **35%** | 159 37% | 93 41% | 232 39% | 151 34% | 181 39% | 118 30% | 97 37% | 143 31% | 232 37% | 198 31% | 132 29% | 87 6% | 787 77% | 345 36% | 152 34% | - - | - - | 1737 100% |
| Nick Clegg | **660** **13%** | 47 11% | 37 16% | 74 13% | 68 15% | 55 12% | 46 12% | 39 15% | 62 13% | 90 14% | 77 12% | 66 14% | 41 3% | 71 7% | 269 28% | 62 14% | - - | 660 100% | - - |

# The Leadership Factor
## 25th - 30th July 2011

Table 12

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

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| I am more favourable towards David Cameron than I am to the Conservative Party generally | **944** **19%** | 483 20% | 461 18% | 159 26% | 186 23% | 166 18% | 148 17% | 128 17% | 157 15% | 88 22% | 205 22% | 275 19% | 181 17% | 108 21% | 87 14% | - - |
| I am more favourable towards the Conservative Party generally than I am to David Cameron | **948** **19%** | 521 21% | 427 17% | 109 18% | 126 16% | 152 16% | 138 16% | 153 20% | 269 26% | 95 23% | 182 19% | 267 18% | 220 21% | 84 16% | 101 16% | - - |
| I am no more favourable or unfavourable to David Cameron than to the Conservative Party generally | **3108** **62%** | 1446 59% | 1663 65% | 332 55% | 487 61% | 631 66% | 564 66% | 469 63% | 626 60% | 221 55% | 559 59% | 908 63% | 650 62% | 333 63% | 437 70% | - - |

# The Leadership Factor
## 25th - 30th July 2011

Table 12

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

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| I am more favourable towards David Cameron than I am to the Conservative Party generally | 944 19% | 81 19% | 44 20% | 92 16% | 90 20% | 93 20% | 75 19% | 60 23% | 75 16% | 125 20% | 131 20% | 78 17% | 270 18% | 142 14% | 249 26% | 70 15% | 707 27% | 113 17% | 124 7% |
| I am more favourable towards the Conservative Party generally than I am to David Cameron | 948 19% | 64 15% | 31 14% | 100 17% | 100 23% | 88 19% | 75 19% | 40 15% | 111 24% | 103 16% | 137 21% | 100 22% | 492 33% | 98 10% | 119 12% | 63 14% | 643 25% | 105 16% | 200 11% |
| I am no more favourable or unfavourable to David Cameron than to the Conservative Party generally | 3108 62% | 289 67% | 151 67% | 396 67% | 251 57% | 282 61% | 238 61% | 165 62% | 282 60% | 401 64% | 373 58% | 279 61% | 725 49% | 787 77% | 594 62% | 320 71% | 1253 48% | 442 67% | 1413 81% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 13

**Q5b. And would you say you are more favourable to Ed Miliband, or to the Labour Party generally?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| I am more favourable towards Ed Miliband than I am to the Labour Party generally | **483** **10%** | 237 10% | 246 10% | 97 16% | 75 9% | 105 11% | 74 9% | 68 9% | 64 6% | 33 8% | 78 8% | 136 9% | 94 9% | 59 11% | 83 13% | - - |
| I am more favourable towards the Labour Party generally than I am to Ed Miliband | **1809** **36%** | 928 38% | 880 35% | 246 41% | 342 43% | 385 41% | 287 34% | 252 34% | 298 28% | 140 35% | 381 40% | 516 36% | 390 37% | 192 37% | 190 30% | - - |
| I am no more favourable or unfavourable towards Ed Miliband than to the Labour Party generally | **2708** **54%** | 1284 52% | 1424 56% | 256 43% | 383 48% | 459 48% | 489 58% | 431 57% | 690 66% | 231 57% | 487 51% | 798 55% | 566 54% | 274 52% | 352 56% | - - |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

**Q5b. And would you say you are more favourable to Ed Miliband, or to the Labour Party generally?**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| I am more favourable towards Ed Miliband than I am to the Labour Party generally | **483** *10%* | 49 *11%* | 19 *8%* | 58 *10%* | 33 *7%* | 58 *13%* | 37 *9%* | 22 *8%* | 32 *7%* | 81 *13%* | 55 *9%* | 40 *9%* | 114 *8%* | 99 *10%* | 112 *12%* | 37 *8%* | 158 *6%* | 50 *8%* | 275 *16%* |
| I am more favourable towards the Labour Party generally than I am to Ed Miliband | **1809** *36%* | 155 *36%* | 94 *42%* | 208 *35%* | 171 *39%* | 155 *34%* | 136 *35%* | 114 *43%* | 156 *33%* | 245 *39%* | 220 *34%* | 153 *34%* | 316 *21%* | 644 *63%* | 370 *38%* | 117 *26%* | 711 *27%* | 233 *35%* | 864 *50%* |
| I am no more favourable or unfavourable towards Ed Miliband than to the Labour Party generally | **2708** *54%* | 230 *53%* | 113 *50%* | 322 *55%* | 237 *54%* | 249 *54%* | 215 *55%* | 129 *49%* | 280 *60%* | 303 *48%* | 366 *57%* | 263 *58%* | 1056 *71%* | 284 *28%* | 479 *50%* | 299 *66%* | 1735 *67%* | 377 *57%* | 597 *34%* |

# The Leadership Factor
## 25th - 30th July 2011

Table 14

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

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| I am more favourable towards Nick Clegg than I am to the Liberal Democrats generally | **688** **14%** | 392 16% | 296 12% | 107 18% | 89 11% | 104 11% | 117 14% | 99 13% | 172 16% | 63 16% | 140 15% | 210 14% | 139 13% | 66 13% | 69 11% | - - |
| I am more favourable towards the Liberal Democrats generally than I am to Nick Clegg | **1422** **28%** | 736 30% | 686 27% | 194 32% | 268 34% | 261 27% | 241 28% | 216 29% | 243 23% | 121 30% | 307 32% | 434 30% | 274 26% | 138 26% | 149 24% | - - |
| I am no more favourable or unfavourable to Nick Clegg than to the Liberal Democrats generally | **2890** **58%** | 1321 54% | 1569 62% | 299 50% | 442 55% | 585 62% | 491 58% | 436 58% | 637 61% | 220 55% | 500 53% | 806 56% | 637 61% | 321 61% | 406 65% | - - |

# The Leadership Factor
## 25th - 30th July 2011

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

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| I am more favourable towards Nick Clegg than I am to the Liberal Democrats generally | **688** **14%** | 37 8% | 30 13% | 59 10% | 73 16% | 70 15% | 58 15% | 38 14% | 70 15% | 100 16% | 89 14% | 64 14% | 351 24% | 76 7% | 85 9% | 40 9% | 472 18% | 148 22% | 69 4% |
| I am more favourable towards the Liberal Democrats generally than I am to Nick Clegg | **1422** **28%** | 113 26% | 53 23% | 158 27% | 144 33% | 127 27% | 98 25% | 71 27% | 147 31% | 188 30% | 187 29% | 137 30% | 261 18% | 352 34% | 472 49% | 95 21% | 595 23% | 188 29% | 639 37% |
| I am no more favourable or unfavourable to Nick Clegg than to the Liberal Democrats generally | **2890** **58%** | 285 66% | 143 63% | 371 63% | 225 51% | 266 57% | 232 60% | 157 59% | 251 54% | 340 54% | 365 57% | 255 56% | 875 59% | 600 58% | 403 42% | 318 70% | 1537 59% | 324 49% | 1029 59% |

# The Leadership Factor
## 25th - 30th July 2011

Table 15

**Q6a. 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 he says | 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 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 |
| Weighted Base | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 |
| True | 1887 38% | 2181 44% | 3388 68% | 1711 34% | 2638 53% | 1705 34% | 1505 30% | 2558 51% | 2140 43% | 1944 39% |
| False | 3113 62% | 2819 56% | 1612 32% | 3289 66% | 2362 47% | 3295 66% | 3495 70% | 2442 49% | 2860 57% | 3055 61% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 16

**Q6a. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **1887** | 961 | 926 | 212 | 277 | 294 | 301 | 284 | 519 | 190 | 385 | 564 | 395 | 187 | 165 | - |
| | **38%** | 39% | 36% | 35% | 35% | 31% | 35% | 38% | 49% | 47% | 41% | 39% | 38% | 36% | 26% | - |
| False | **3113** | 1489 | 1624 | 388 | 522 | 655 | 549 | 466 | 532 | 213 | 561 | 886 | 655 | 338 | 460 | - |
| | **62%** | 61% | 64% | 65% | 65% | 69% | 65% | 62% | 51% | 53% | 59% | 61% | 62% | 64% | 74% | - |

# The Leadership Factor
## 25th - 30th July 2011

**Q6a. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **1887** | 130 | 64 | 200 | 162 | 181 | 165 | 98 | 178 | 226 | 274 | 208 | 1108 | 126 | 237 | 90 | 1674 | 124 | 89 |
| | **38%** | 30% | 28% | 34% | 37% | 39% | 43% | 37% | 38% | 36% | 43% | 46% | 74% | 12% | 25% | 20% | 64% | 19% | 5% |
| False | **3113** | 304 | 162 | 388 | 279 | 281 | 223 | 167 | 290 | 403 | 367 | 248 | 379 | 901 | 725 | 363 | 929 | 536 | 1647 |
| | **62%** | 70% | 72% | 66% | 63% | 61% | 57% | 63% | 62% | 64% | 57% | 54% | 26% | 88% | 75% | 80% | 36% | 81% | 95% |

# The Leadership Factor
## 25th - 30th July 2011

Table 17

**Q6a. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **2181** | 1113 | 1068 | 247 | 313 | 350 | 350 | 324 | 597 | 213 | 442 | 646 | 455 | 212 | 214 | - |
| | **44%** | 45% | 42% | 41% | 39% | 37% | 41% | 43% | 57% | 53% | 47% | 45% | 43% | 40% | 34% | - |
| False | **2819** | 1337 | 1482 | 353 | 487 | 600 | 500 | 426 | 454 | 191 | 505 | 804 | 595 | 313 | 411 | - |
| | **56%** | 55% | 58% | 59% | 61% | 63% | 59% | 57% | 43% | 47% | 53% | 55% | 57% | 60% | 66% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 17

**Q6a. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **2181** **44%** | 156 36% | 74 33% | 233 40% | 181 41% | 200 43% | 194 50% | 116 44% | 220 47% | 255 40% | 317 49% | 235 52% | 1162 78% | 182 18% | 309 32% | 140 31% | 1836 71% | 178 27% | 168 10% |
| False | **2819** **56%** | 278 64% | 152 67% | 354 60% | 260 59% | 263 57% | 195 50% | 149 56% | 249 53% | 374 60% | 324 51% | 221 48% | 325 22% | 846 82% | 652 68% | 313 69% | 767 29% | 483 73% | 1569 90% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 18

**Q6a. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **3388** | 1692 | 1697 | 407 | 490 | 598 | 571 | 512 | 810 | 292 | 689 | 1027 | 686 | 335 | 359 | - |
| | **68%** | 69% | 67% | 68% | 61% | 63% | 67% | 68% | 77% | 72% | 73% | 71% | 65% | 64% | 57% | - |
| False | **1612** | 758 | 854 | 193 | 309 | 352 | 279 | 238 | 241 | 111 | 258 | 423 | 364 | 190 | 266 | - |
| | **32%** | 31% | 33% | 32% | 39% | 37% | 33% | 32% | 23% | 28% | 27% | 29% | 35% | 36% | 43% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 18

**Q6a. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **3388** | 270 | 136 | 392 | 301 | 316 | 274 | 177 | 327 | 415 | 455 | 325 | 1337 | 502 | 656 | 271 | 2248 | 384 | 756 |
| | **68%** | 62% | 60% | 67% | 68% | 68% | 71% | 67% | 70% | 66% | 71% | 71% | 90% | 49% | 68% | 60% | 86% | 58% | 44% |
| False | **1612** | 165 | 90 | 195 | 140 | 146 | 114 | 88 | 142 | 214 | 186 | 131 | 150 | 526 | 306 | 182 | 355 | 277 | 980 |
| | **32%** | 38% | 40% | 33% | 32% | 32% | 29% | 33% | 30% | 34% | 29% | 29% | 10% | 51% | 32% | 40% | 14% | 42% | 56% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 19

**Q6a. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **1711** | 888 | 822 | 178 | 223 | 277 | 282 | 265 | 485 | 174 | 367 | 527 | 336 | 166 | 141 | - |
| | **34%** | 36% | 32% | 30% | 28% | 29% | 33% | 35% | 46% | 43% | 39% | 36% | 32% | 32% | 23% | - |
| False | **3289** | 1561 | 1728 | 422 | 576 | 672 | 567 | 485 | 566 | 230 | 580 | 923 | 714 | 360 | 483 | - |
| | **66%** | 64% | 68% | 70% | 72% | 71% | 67% | 65% | 54% | 57% | 61% | 64% | 68% | 68% | 77% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 19

**Q6a. 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**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Region | | | | | | | | How voted in 2010 | | | Who would make best PM | | |
| Unweighted Base | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | 1711 34% | 122 28% | 58 26% | 187 32% | 141 32% | 170 37% | 159 41% | 74 28% | 178 38% | 194 31% | 244 38% | 184 40% | 1083 73% | 99 10% | 199 21% | 75 17% | 1545 59% | 92 14% | 74 4% |
| False | 3289 66% | 313 72% | 168 74% | 401 68% | 300 68% | 292 63% | 229 59% | 191 72% | 291 62% | 435 69% | 398 62% | 272 60% | 404 27% | 928 90% | 762 79% | 378 83% | 1058 41% | 568 86% | 1663 96% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 20

**Q6a. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **2638** | 1339 | 1300 | 325 | 399 | 471 | 447 | 367 | 629 | 238 | 537 | 807 | 534 | 266 | 257 | - |
| | **53%** | 55% | 51% | 54% | 50% | 50% | 53% | 49% | 60% | 59% | 57% | 56% | 51% | 51% | 41% | - |
| False | **2362** | 1111 | 1251 | 275 | 400 | 479 | 402 | 383 | 422 | 166 | 409 | 643 | 516 | 260 | 368 | - |
| | **47%** | 45% | 49% | 46% | 50% | 50% | 47% | 51% | 40% | 41% | 43% | 44% | 49% | 49% | 59% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 20

**Q6a. 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**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Region | | | | | | | | How voted in 2010 | | | Who would make best PM | | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **2638** | 203 | 100 | 292 | 227 | 252 | 228 | 146 | 256 | 330 | 355 | 248 | 1229 | 292 | 470 | 159 | 2028 | 281 | 329 |
| | **53%** | 47% | 44% | 50% | 51% | 55% | 59% | 55% | 55% | 52% | 55% | 54% | 83% | 28% | 49% | 35% | 78% | 43% | 19% |
| False | **2362** | 231 | 126 | 296 | 214 | 210 | 160 | 119 | 212 | 299 | 287 | 208 | 258 | 735 | 491 | 293 | 575 | 380 | 1407 |
| | **47%** | 53% | 56% | 50% | 49% | 45% | 41% | 45% | 45% | 48% | 45% | 46% | 17% | 72% | 51% | 65% | 22% | 57% | 81% |

# The Leadership Factor
## 25th - 30th July 2011

Table 21

**Q6a. 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 he says**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | 1705 | 895 | 810 | 207 | 255 | 292 | 313 | 249 | 390 | 151 | 341 | 503 | 361 | 177 | 173 | - |
| | 34% | 37% | 32% | 35% | 32% | 31% | 37% | 33% | 37% | 37% | 36% | 35% | 34% | 34% | 28% | - |
| False | 3295 | 1554 | 1740 | 393 | 545 | 658 | 537 | 501 | 661 | 253 | 606 | 947 | 689 | 348 | 452 | - |
| | 66% | 63% | 68% | 65% | 68% | 69% | 63% | 67% | 63% | 63% | 64% | 65% | 66% | 66% | 72% | - |

Prepared by Lord Ashcroft

# The Leadership Factor
## 25th - 30th July 2011

Table 21

**Q6a. 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 he says**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **1705** | 125 | 74 | 187 | 152 | 156 | 137 | 79 | 176 | 225 | 216 | 178 | 811 | 228 | 289 | 91 | 1294 | 168 | 244 |
| | **34%** | 29% | 33% | 32% | 35% | 34% | 35% | 30% | 37% | 36% | 34% | 39% | 55% | 22% | 30% | 20% | 50% | 25% | 14% |
| False | **3295** | 309 | 152 | 400 | 289 | 307 | 252 | 186 | 293 | 404 | 425 | 278 | 676 | 799 | 672 | 361 | 1309 | 493 | 1493 |
| | **66%** | 71% | 67% | 68% | 65% | 66% | 65% | 70% | 63% | 64% | 66% | 61% | 45% | 78% | 70% | 80% | 50% | 75% | 86% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 22

Q6a. 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

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | 1505 | 769 | 736 | 177 | 223 | 233 | 242 | 211 | 421 | 141 | 288 | 433 | 327 | 167 | 150 | - |
| | 30% | 31% | 29% | 29% | 28% | 24% | 28% | 28% | 40% | 35% | 30% | 30% | 31% | 32% | 24% | - |
| False | 3495 | 1681 | 1814 | 423 | 577 | 717 | 608 | 539 | 631 | 263 | 658 | 1017 | 723 | 359 | 474 | - |
| | 70% | 69% | 71% | 71% | 72% | 76% | 72% | 72% | 60% | 65% | 70% | 70% | 69% | 68% | 76% | - |

# The Leadership Factor
## 25th - 30th July 2011

**Q6a. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | 1505 30% | 97 22% | 59 26% | 170 29% | 118 27% | 153 33% | 136 35% | 64 24% | 159 34% | 181 29% | 205 32% | 162 35% | 865 58% | 125 12% | 177 18% | 59 13% | 1316 51% | 95 14% | 94 5% |
| False | 3495 70% | 337 78% | 167 74% | 417 71% | 323 73% | 310 67% | 252 65% | 201 76% | 310 66% | 448 71% | 436 68% | 294 65% | 622 42% | 903 88% | 785 82% | 394 87% | 1287 49% | 565 86% | 1643 95% |

# The Leadership Factor
## 25th - 30th July 2011

Table 23

**Q6a. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **2558** | 1314 | 1244 | 286 | 348 | 421 | 432 | 392 | 680 | 239 | 534 | 752 | 536 | 248 | 248 | - |
| | **51%** | 54% | 49% | 48% | 43% | 44% | 51% | 52% | 65% | 59% | 56% | 52% | 51% | 47% | 40% | - |
| False | **2442** | 1136 | 1306 | 314 | 452 | 528 | 418 | 359 | 371 | 165 | 412 | 698 | 514 | 277 | 377 | - |
| | **49%** | 46% | 51% | 52% | 57% | 56% | 49% | 48% | 35% | 41% | 44% | 48% | 49% | 53% | 60% | - |

# The Leadership Factor
## 25th - 30th July 2011

**Q6a. 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**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | Region | | | | | | | How voted in 2010 | | | Who would make best PM | | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **2558** | 195 | 87 | 292 | 219 | 237 | 227 | 144 | 263 | 281 | 363 | 250 | 1264 | 257 | 426 | 164 | 1995 | 250 | 313 |
| | **51%** | 45% | 39% | 50% | 50% | 51% | 58% | 54% | 56% | 45% | 57% | 55% | 85% | 25% | 44% | 36% | 77% | 38% | 18% |
| False | **2442** | 240 | 139 | 296 | 222 | 225 | 161 | 121 | 205 | 348 | 279 | 206 | 223 | 770 | 535 | 289 | 608 | 411 | 1423 |
| | **49%** | 55% | 61% | 50% | 50% | 49% | 42% | 46% | 44% | 55% | 43% | 45% | 15% | 75% | 56% | 64% | 23% | 62% | 82% |

# The Leadership Factor
## 25th - 30th July 2011

Table 24

**Q6a. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **2140** | 1133 | 1007 | 238 | 302 | 345 | 340 | 326 | 589 | 213 | 430 | 659 | 440 | 208 | 189 | - |
| | **43%** | 46% | 39% | 40% | 38% | 36% | 40% | 43% | 56% | 53% | 45% | 45% | 42% | 40% | 30% | - |
| False | **2860** | 1317 | 1543 | 362 | 498 | 604 | 510 | 425 | 462 | 191 | 516 | 791 | 610 | 317 | 436 | - |
| | **57%** | 54% | 61% | 60% | 62% | 64% | 60% | 57% | 44% | 47% | 55% | 55% | 58% | 60% | 70% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 24

**Q6a. 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**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Region | | | | | | | | How voted in 2010 | | | Who would make best PM | | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **2140** | 158 | 78 | 241 | 186 | 198 | 179 | 108 | 224 | 244 | 294 | 228 | 1179 | 180 | 311 | 108 | 1810 | 169 | 162 |
| | **43%** | 36% | 35% | 41% | 42% | 43% | 46% | 41% | 48% | 39% | 46% | 50% | 79% | 18% | 32% | 24% | 70% | 26% | 9% |
| False | **2860** | 277 | 148 | 346 | 255 | 264 | 209 | 157 | 244 | 385 | 348 | 228 | 308 | 847 | 650 | 344 | 793 | 492 | 1575 |
| | **57%** | 64% | 65% | 59% | 58% | 57% | 54% | 59% | 52% | 61% | 54% | 50% | 21% | 82% | 68% | 76% | 30% | 74% | 91% |

# The Leadership Factor
## 25th - 30th July 2011

Table 25

**Q6a. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **1944** | 1018 | 927 | 226 | 274 | 320 | 320 | 286 | 519 | 183 | 380 | 594 | 398 | 202 | 186 | - |
| | **39%** | 42% | 36% | 38% | 34% | 34% | 38% | 38% | 49% | 45% | 40% | 41% | 38% | 39% | 30% | - |
| False | **3055** | 1432 | 1624 | 374 | 525 | 629 | 530 | 465 | 532 | 221 | 566 | 856 | 652 | 323 | 439 | - |
| | **61%** | 58% | 64% | 62% | 66% | 66% | 62% | 62% | 51% | 55% | 60% | 59% | 62% | 61% | 70% | - |

# The Leadership Factor
## 25th - 30th July 2011

**Q6a. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **1944** | 152 | 71 | 211 | 164 | 181 | 169 | 95 | 203 | 233 | 263 | 203 | 1081 | 148 | 260 | 101 | 1662 | 151 | 132 |
| | **39%** | 35% | 31% | 36% | 37% | 39% | 44% | 36% | 43% | 37% | 41% | 45% | 73% | 14% | 27% | 22% | 64% | 23% | 8% |
| False | **3055** | 282 | 155 | 377 | 277 | 282 | 219 | 170 | 265 | 396 | 379 | 253 | 406 | 879 | 702 | 352 | 941 | 509 | 1605 |
| | **61%** | 65% | 69% | 64% | 63% | 61% | 56% | 64% | 57% | 63% | 59% | 55% | 27% | 86% | 73% | 78% | 36% | 77% | 92% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 26

**Q6b. 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 he says | 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 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 |
| Weighted Base | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 |
| True | 2169 43% | 2998 60% | 1858 37% | 1648 33% | 1804 36% | 1654 33% | 1627 33% | 2869 57% | 2511 50% | 2518 50% |
| False | 2831 57% | 2002 40% | 3142 63% | 3352 67% | 3196 64% | 3346 67% | 3373 67% | 2131 43% | 2489 50% | 2482 50% |

# The Leadership Factor
## 25th - 30th July 2011

Table 27

Q6b. 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

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Unweighted Base | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | 2169 | 1014 | 1155 | 298 | 412 | 462 | 349 | 301 | 347 | 150 | 411 | 645 | 428 | 249 | 287 | - |
| | 43% | 41% | 45% | 50% | 52% | 49% | 41% | 40% | 33% | 37% | 43% | 45% | 41% | 47% | 46% | - |
| False | 2831 | 1435 | 1395 | 302 | 387 | 488 | 501 | 449 | 704 | 254 | 536 | 805 | 622 | 276 | 338 | - |
| | 57% | 59% | 55% | 50% | 48% | 51% | 59% | 60% | 67% | 63% | 57% | 55% | 59% | 53% | 54% | - |

Prepared by Lord Ashcroft

# The Leadership Factor

## 25th - 30th July 2011

Table 27

**Q6b. 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**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | Region | | | | | | | How voted in 2010 | | | | Who would make best PM | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **2169** **43%** | 195 45% | 112 50% | 296 50% | 200 45% | 218 47% | 141 36% | 128 48% | 174 37% | 282 45% | 248 39% | 175 38% | 244 16% | 861 84% | 489 51% | 134 30% | 558 21% | 240 36% | 1371 79% |
| False | **2831** **57%** | 239 55% | 114 50% | 292 50% | 241 55% | 245 53% | 247 64% | 137 52% | 294 63% | 347 55% | 394 61% | 281 62% | 1243 84% | 166 16% | 472 49% | 319 70% | 2045 79% | 421 64% | 365 21% |

# The Leadership Factor
## 25th - 30th July 2011

Table 28

**Q6b. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **2998** | 1479 | 1519 | 366 | 468 | 592 | 501 | 450 | 621 | 253 | 634 | 878 | 557 | 304 | 371 | - |
| | **60%** | 60% | 60% | 61% | 59% | 62% | 59% | 60% | 59% | 63% | 67% | 61% | 53% | 58% | 59% | - |
| False | **2002** | 971 | 1031 | 234 | 332 | 358 | 349 | 301 | 430 | 150 | 312 | 572 | 493 | 222 | 253 | - |
| | **40%** | 40% | 40% | 39% | 41% | 38% | 41% | 40% | 41% | 37% | 33% | 39% | 47% | 42% | 41% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 28

Q6b. 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**

| | Total | \| | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | \| | Conservative | Labour | Liberal Democrat | Another party | \| | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | Region | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| Unweighted Base | **5000** | | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | | 1503 | 1024 | 1013 | 437 | | 2610 | 651 | 1739 |
| Weighted Base | **5000** | | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | | 1487 | 1027 | 961 | 453 | | 2603 | 660 | 1737 |
| True | **2998** | | 254 | 145 | 360 | 271 | 285 | 213 | 164 | 273 | 393 | 378 | 262 | | 684 | 881 | 657 | 224 | | 1220 | 320 | 1458 |
| | **60%** | | 59% | 64% | 61% | 62% | 62% | 55% | 62% | 58% | 63% | 59% | 57% | | 46% | 86% | 68% | 49% | | 47% | 48% | 84% |
| False | **2002** | | 180 | 81 | 228 | 170 | 178 | 175 | 101 | 195 | 236 | 264 | 194 | | 803 | 146 | 304 | 229 | | 1383 | 340 | 278 |
| | **40%** | | 41% | 36% | 39% | 38% | 38% | 45% | 38% | 42% | 37% | 41% | 43% | | 54% | 14% | 32% | 51% | | 53% | 52% | 16% |

# The Leadership Factor
## 25th - 30th July 2011

Table 29

**Q6b. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **1858** | 842 | 1016 | 273 | 333 | 388 | 315 | 255 | 294 | 120 | 333 | 536 | 356 | 238 | 276 | - |
| | **37%** | 34% | 40% | 45% | 42% | 41% | 37% | 34% | 28% | 30% | 35% | 37% | 34% | 45% | 44% | - |
| False | **3142** | 1607 | 1535 | 327 | 466 | 562 | 535 | 495 | 757 | 284 | 613 | 914 | 694 | 288 | 349 | - |
| | **63%** | 66% | 60% | 55% | 58% | 59% | 63% | 66% | 72% | 70% | 65% | 63% | 66% | 55% | 56% | - |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 29

**Q6b. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **1858** **37%** | 181 42% | 96 42% | 244 41% | 152 34% | 174 38% | 132 34% | 114 43% | 161 34% | 240 38% | 237 37% | 127 28% | 207 14% | 696 68% | 383 40% | 133 29% | 493 19% | 201 30% | 1165 67% |
| False | **3142** **63%** | 254 58% | 130 58% | 344 59% | 289 66% | 288 62% | 257 66% | 151 57% | 307 66% | 389 62% | 404 63% | 329 72% | 1280 86% | 331 32% | 578 60% | 320 71% | 2110 81% | 460 70% | 572 33% |

# The Leadership Factor
## 25th - 30th July 2011

Table 30

**Q6b. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **1648** | 797 | 852 | 241 | 299 | 338 | 263 | 231 | 278 | 120 | 318 | 471 | 322 | 192 | 225 | - |
| | **33%** | 33% | 33% | 40% | 37% | 36% | 31% | 31% | 26% | 30% | 34% | 32% | 31% | 37% | 36% | - |
| False | **3352** | 1653 | 1699 | 359 | 501 | 612 | 587 | 519 | 774 | 283 | 628 | 979 | 728 | 333 | 400 | - |
| | **67%** | 67% | 67% | 60% | 63% | 64% | 69% | 69% | 74% | 70% | 66% | 68% | 69% | 63% | 64% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 30

**Q6b. 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**

| | Total | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Region | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **1648** | 128 | 93 | 224 | 146 | 174 | 116 | 100 | 140 | 218 | 188 | 121 | 146 | 747 | 364 | 93 | 349 | 153 | 1147 |
| | **33%** | 29% | 41% | 38% | 33% | 38% | 30% | 38% | 30% | 35% | 29% | 26% | 10% | 73% | 38% | 21% | 13% | 23% | 66% |
| False | **3352** | 307 | 133 | 363 | 295 | 289 | 272 | 165 | 328 | 411 | 453 | 335 | 1341 | 281 | 597 | 360 | 2255 | 507 | 590 |
| | **67%** | 71% | 59% | 62% | 67% | 62% | 70% | 62% | 70% | 65% | 71% | 74% | 90% | 27% | 62% | 79% | 87% | 77% | 34% |

# The Leadership Factor
## 25th - 30th July 2011

Table 31

**Q6b. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **1804** | 839 | 965 | 257 | 348 | 383 | 312 | 238 | 266 | 124 | 323 | 519 | 359 | 213 | 265 | - |
| | **36%** | 34% | 38% | 43% | 44% | 40% | 37% | 32% | 25% | 31% | 34% | 36% | 34% | 41% | 42% | - |
| False | **3196** | 1611 | 1586 | 343 | 452 | 566 | 538 | 513 | 785 | 280 | 623 | 931 | 691 | 312 | 360 | - |
| | **64%** | 66% | 62% | 57% | 56% | 60% | 63% | 68% | 75% | 69% | 66% | 64% | 66% | 59% | 58% | - |

# The Leadership Factor
## 25th - 30th July 2011

**Q6b. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **1804** | 168 | 84 | 236 | 153 | 182 | 124 | 116 | 165 | 242 | 208 | 126 | 224 | 691 | 357 | 97 | 458 | 157 | 1189 |
| | *36%* | *39%* | *37%* | *40%* | *35%* | *39%* | *32%* | *44%* | *35%* | *39%* | *32%* | *28%* | *15%* | *67%* | *37%* | *21%* | *18%* | *24%* | *68%* |
| False | **3196** | 267 | 142 | 352 | 288 | 281 | 265 | 149 | 304 | 387 | 434 | 330 | 1263 | 336 | 604 | 356 | 2145 | 504 | 548 |
| | *64%* | *61%* | *63%* | *60%* | *65%* | *61%* | *68%* | *56%* | *65%* | *61%* | *68%* | *72%* | *85%* | *33%* | *63%* | *79%* | *82%* | *76%* | *32%* |

# The Leadership Factor
## 25th - 30th July 2011

Table 32

**Q6b. 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 he says**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **1654** | 829 | 825 | 215 | 315 | 324 | 265 | 209 | 325 | 121 | 318 | 494 | 322 | 171 | 229 | - |
| | **33%** | 34% | 32% | 36% | 39% | 34% | 31% | 28% | 31% | 30% | 34% | 34% | 31% | 33% | 37% | - |
| False | **3346** | 1620 | 1726 | 385 | 485 | 625 | 584 | 541 | 726 | 283 | 628 | 956 | 728 | 354 | 396 | - |
| | **67%** | 66% | 68% | 64% | 61% | 66% | 69% | 72% | 69% | 70% | 66% | 66% | 69% | 67% | 63% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 32

**Q6b. 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 he says**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **1654** | 135 | 94 | 223 | 129 | 152 | 102 | 103 | 157 | 238 | 196 | 125 | 304 | 585 | 320 | 98 | 558 | 167 | 929 |
| | **33%** | 31% | 41% | 38% | 29% | 33% | 26% | 39% | 34% | 38% | 31% | 27% | 20% | 57% | 33% | 22% | 21% | 25% | 53% |
| False | **3346** | 300 | 132 | 364 | 312 | 311 | 286 | 162 | 312 | 391 | 445 | 331 | 1183 | 443 | 642 | 354 | 2045 | 493 | 808 |
| | **67%** | 69% | 59% | 62% | 71% | 67% | 74% | 61% | 66% | 62% | 69% | 73% | 80% | 43% | 67% | 78% | 79% | 75% | 47% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 33

**Q6b. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **1627** | 753 | 875 | 219 | 325 | 363 | 258 | 226 | 236 | 108 | 285 | 475 | 320 | 194 | 245 | - |
| | **33%** | 31% | 34% | 37% | 41% | 38% | 30% | 30% | 22% | 27% | 30% | 33% | 30% | 37% | 39% | - |
| False | **3373** | 1697 | 1676 | 381 | 475 | 586 | 591 | 525 | 815 | 295 | 662 | 975 | 730 | 331 | 380 | - |
| | **67%** | 69% | 66% | 63% | 59% | 62% | 70% | 70% | 78% | 73% | 70% | 67% | 70% | 63% | 61% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 33

**Q6b. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **1627** | 137 | 92 | 223 | 134 | 166 | 112 | 86 | 137 | 235 | 180 | 124 | 154 | 657 | 349 | 94 | 390 | 169 | 1068 |
| | **33%** | 32% | 41% | 38% | 30% | 36% | 29% | 32% | 29% | 37% | 28% | 27% | 10% | 64% | 36% | 21% | 15% | 26% | 62% |
| False | **3373** | 297 | 134 | 364 | 307 | 296 | 276 | 179 | 332 | 394 | 462 | 332 | 1333 | 371 | 612 | 359 | 2213 | 491 | 668 |
| | **67%** | 68% | 59% | 62% | 70% | 64% | 71% | 68% | 71% | 63% | 72% | 73% | 90% | 36% | 64% | 79% | 85% | 74% | 38% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 34

**Q6b. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **2869** **57%** | 1437 59% | 1431 56% | 342 57% | 460 58% | 582 61% | 491 58% | 437 58% | 556 53% | 215 53% | 576 61% | 853 59% | 563 54% | 302 57% | 359 57% | - |
| False | **2131** **43%** | 1012 41% | 1119 44% | 258 43% | 339 42% | 367 39% | 359 42% | 313 42% | 495 47% | 189 47% | 370 39% | 597 41% | 487 46% | 223 43% | 266 43% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 34

**Q6b. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **2869** | 249 | 136 | 362 | 250 | 265 | 223 | 160 | 258 | 373 | 349 | 245 | 602 | 886 | 627 | 210 | 1139 | 312 | 1418 |
| | **57%** | 57% | 60% | 62% | 57% | 57% | 57% | 60% | 55% | 59% | 54% | 54% | 41% | 86% | 65% | 46% | 44% | 47% | 82% |
| False | **2131** | 185 | 90 | 225 | 191 | 198 | 165 | 105 | 211 | 256 | 292 | 211 | 885 | 141 | 334 | 243 | 1465 | 348 | 319 |
| | **43%** | 43% | 40% | 38% | 43% | 43% | 43% | 40% | 45% | 41% | 46% | 46% | 59% | 14% | 35% | 54% | 56% | 53% | 18% |

# The Leadership Factor
## 25th - 30th July 2011

Table 35

**Q6b. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **2511** | 1250 | 1261 | 334 | 412 | 516 | 409 | 374 | 467 | 191 | 501 | 738 | 490 | 264 | 328 | - |
| | **50%** | 51% | 49% | 56% | 52% | 54% | 48% | 50% | 44% | 47% | 53% | 51% | 47% | 50% | 53% | - |
| False | **2489** | 1199 | 1290 | 266 | 388 | 433 | 441 | 377 | 584 | 213 | 445 | 712 | 560 | 262 | 296 | - |
| | **50%** | 49% | 51% | 44% | 48% | 46% | 52% | 50% | 56% | 53% | 47% | 49% | 53% | 50% | 47% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 35

**Q6b. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **2511** | 218 | 124 | 326 | 226 | 248 | 188 | 133 | 213 | 333 | 295 | 207 | 423 | 860 | 560 | 181 | 859 | 267 | 1385 |
| | **50%** | 50% | 55% | 55% | 51% | 54% | 48% | 50% | 46% | 53% | 46% | 45% | 28% | 84% | 58% | 40% | 33% | 40% | 80% |
| False | **2489** | 217 | 102 | 262 | 215 | 214 | 200 | 132 | 255 | 296 | 346 | 249 | 1064 | 168 | 401 | 272 | 1744 | 393 | 352 |
| | **50%** | 50% | 45% | 45% | 49% | 46% | 52% | 50% | 54% | 47% | 54% | 55% | 72% | 16% | 42% | 60% | 67% | 60% | 20% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 36

**Q6b. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **2518** | 1265 | 1253 | 323 | 430 | 514 | 403 | 388 | 460 | 199 | 513 | 737 | 476 | 264 | 328 | - |
| | **50%** | 52% | 49% | 54% | 54% | 54% | 47% | 52% | 44% | 49% | 54% | 51% | 45% | 50% | 53% | - |
| False | **2482** | 1185 | 1297 | 277 | 369 | 435 | 447 | 363 | 591 | 205 | 433 | 713 | 574 | 261 | 296 | - |
| | **50%** | 48% | 51% | 46% | 46% | 46% | 53% | 48% | 56% | 51% | 46% | 49% | 55% | 50% | 47% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 36

**Q6b. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **2518** | 217 | 128 | 314 | 223 | 241 | 180 | 131 | 231 | 338 | 294 | 222 | 440 | 847 | 563 | 166 | 898 | 278 | 1342 |
| | **50%** | 50% | 57% | 53% | 51% | 52% | 46% | 49% | 49% | 54% | 46% | 49% | 30% | 82% | 59% | 37% | 34% | 42% | 77% |
| False | **2482** | 218 | 98 | 273 | 218 | 221 | 209 | 134 | 238 | 291 | 347 | 234 | 1047 | 180 | 398 | 286 | 1705 | 383 | 394 |
| | **50%** | 50% | 43% | 47% | 49% | 48% | 54% | 51% | 51% | 46% | 54% | 51% | 70% | 18% | 41% | 63% | 66% | 58% | 23% |

# The Leadership Factor
## 25th - 30th July 2011

Table 37

**Q6c. 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 he says | 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 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 |
| Weighted Base | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 |
| True | 1982 40% | 2720 54% | 1916 38% | 1475 29% | 1603 32% | 1318 26% | 1363 27% | 2791 56% | 2353 47% | 2221 44% |
| False | 3018 60% | 2280 46% | 3084 62% | 3525 71% | 3397 68% | 3682 74% | 3637 73% | 2209 44% | 2647 53% | 2779 56% |

# The Leadership Factor
## 25th - 30th July 2011

Table 38

**Q6c. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **1982** | 969 | 1013 | 251 | 310 | 359 | 322 | 297 | 443 | 175 | 413 | 612 | 406 | 187 | 190 | - |
| | **40%** | 40% | 40% | 42% | 39% | 38% | 38% | 40% | 42% | 43% | 44% | 42% | 39% | 36% | 30% | - |
| False | **3018** | 1480 | 1538 | 349 | 489 | 591 | 527 | 454 | 608 | 228 | 533 | 838 | 644 | 338 | 435 | - |
| | **60%** | 60% | 60% | 58% | 61% | 62% | 62% | 60% | 58% | 57% | 56% | 58% | 61% | 64% | 70% | - |

# The Leadership Factor
## 25th - 30th July 2011

**Q6c. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **1982** | 146 | 77 | 218 | 180 | 198 | 153 | 109 | 192 | 237 | 259 | 213 | 712 | 272 | 529 | 89 | 1184 | 431 | 366 |
| | **40%** | 34% | 34% | 37% | 41% | 43% | 39% | 41% | 41% | 38% | 40% | 47% | 48% | 26% | 55% | 20% | 45% | 65% | 21% |
| False | **3018** | 288 | 149 | 369 | 261 | 265 | 235 | 156 | 277 | 392 | 382 | 243 | 775 | 755 | 433 | 364 | 1419 | 229 | 1370 |
| | **60%** | 66% | 66% | 63% | 59% | 57% | 61% | 59% | 59% | 62% | 60% | 53% | 52% | 74% | 45% | 80% | 55% | 35% | 79% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 39

**Q6c. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **2720** | 1370 | 1350 | 336 | 388 | 476 | 460 | 422 | 638 | 249 | 586 | 798 | 559 | 252 | 277 | - |
| | **54%** | 56% | 53% | 56% | 48% | 50% | 54% | 56% | 61% | 62% | 62% | 55% | 53% | 48% | 44% | - |
| False | **2280** | 1079 | 1201 | 264 | 412 | 473 | 390 | 328 | 413 | 155 | 360 | 652 | 491 | 273 | 348 | - |
| | **46%** | 44% | 47% | 44% | 52% | 50% | 46% | 44% | 39% | 38% | 38% | 45% | 47% | 52% | 56% | - |

# The Leadership Factor
## 25th - 30th July 2011

**Q6c. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | 2720 54% | 203 47% | 98 43% | 297 51% | 238 54% | 257 56% | 211 54% | 143 54% | 283 60% | 338 54% | 370 58% | 282 62% | 1019 69% | 398 39% | 636 66% | 172 38% | 1648 63% | 487 74% | 585 34% |
| False | 2280 46% | 232 53% | 128 57% | 290 49% | 203 46% | 205 44% | 177 46% | 122 46% | 186 40% | 291 46% | 271 42% | 174 38% | 468 31% | 629 61% | 325 34% | 281 62% | 955 37% | 173 26% | 1152 66% |

# The Leadership Factor
## 25th - 30th July 2011

Table 40

**Q6c. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **1916** | 971 | 945 | 239 | 319 | 322 | 312 | 298 | 427 | 175 | 377 | 568 | 381 | 185 | 231 | - |
| | **38%** | 40% | 37% | 40% | 40% | 34% | 37% | 40% | 41% | 43% | 40% | 39% | 36% | 35% | 37% | - |
| False | **3084** | 1478 | 1605 | 361 | 481 | 628 | 538 | 453 | 624 | 229 | 569 | 882 | 669 | 340 | 394 | - |
| | **62%** | 60% | 63% | 60% | 60% | 66% | 63% | 60% | 59% | 57% | 60% | 61% | 64% | 65% | 63% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 40

**Q6c. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | 1916 | 154 | 78 | 216 | 165 | 171 | 152 | 96 | 191 | 266 | 239 | 188 | 636 | 288 | 483 | 130 | 1106 | 396 | 414 |
| | 38% | 35% | 34% | 37% | 37% | 37% | 39% | 36% | 41% | 42% | 37% | 41% | 43% | 28% | 50% | 29% | 42% | 60% | 24% |
| False | 3084 | 281 | 148 | 371 | 276 | 291 | 236 | 169 | 277 | 363 | 402 | 268 | 851 | 740 | 479 | 323 | 1497 | 264 | 1322 |
| | 62% | 65% | 66% | 63% | 63% | 63% | 61% | 64% | 59% | 58% | 63% | 59% | 57% | 72% | 50% | 71% | 58% | 40% | 76% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 41

**Q6c. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **1475** | 702 | 773 | 209 | 241 | 266 | 227 | 227 | 305 | 137 | 312 | 442 | 293 | 156 | 136 | - |
| | **29%** | 29% | 30% | 35% | 30% | 28% | 27% | 30% | 29% | 34% | 33% | 30% | 28% | 30% | 22% | - |
| False | **3525** | 1747 | 1778 | 391 | 559 | 683 | 622 | 523 | 746 | 267 | 634 | 1008 | 757 | 369 | 489 | - |
| | **71%** | 71% | 70% | 65% | 70% | 72% | 73% | 70% | 71% | 66% | 67% | 70% | 72% | 70% | 78% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 41

**Q6c. 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**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | **Region** | | | | | | | | **How voted in 2010** | | | | **Who would make best PM** | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **1475** | 99 | 58 | 161 | 150 | 152 | 103 | 79 | 154 | 195 | 179 | 145 | 465 | 199 | 493 | 52 | 837 | 353 | 286 |
| | **29%** | 23% | 26% | 27% | 34% | 33% | 27% | 30% | 33% | 31% | 28% | 32% | 31% | 19% | 51% | 11% | 32% | 53% | 16% |
| False | **3525** | 336 | 168 | 427 | 291 | 311 | 286 | 186 | 314 | 434 | 463 | 311 | 1022 | 829 | 469 | 401 | 1766 | 308 | 1451 |
| | **71%** | 77% | 74% | 73% | 66% | 67% | 73% | 70% | 67% | 69% | 72% | 68% | 69% | 81% | 49% | 89% | 68% | 47% | 84% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 42

**Q6c. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **1603** | 797 | 806 | 205 | 267 | 292 | 277 | 241 | 321 | 137 | 311 | 452 | 328 | 187 | 188 | - |
| | **32%** | 33% | 32% | 34% | 33% | 31% | 33% | 32% | 31% | 34% | 33% | 31% | 31% | 36% | 30% | - |
| False | **3397** | 1652 | 1745 | 395 | 532 | 658 | 572 | 510 | 731 | 267 | 636 | 998 | 722 | 338 | 437 | - |
| | **68%** | 67% | 68% | 66% | 67% | 69% | 67% | 68% | 69% | 66% | 67% | 69% | 69% | 64% | 70% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 42

**Q6c. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **1603** | 121 | 65 | 166 | 138 | 158 | 135 | 77 | 153 | 222 | 210 | 159 | 585 | 203 | 390 | 88 | 949 | 392 | 261 |
| | **32%** | 28% | 29% | 28% | 31% | 34% | 35% | 29% | 33% | 35% | 33% | 35% | 39% | 20% | 41% | 20% | 36% | 59% | 15% |
| False | **3397** | 313 | 161 | 421 | 303 | 304 | 254 | 188 | 316 | 407 | 432 | 297 | 902 | 825 | 571 | 364 | 1654 | 268 | 1476 |
| | **68%** | 72% | 71% | 72% | 69% | 66% | 65% | 71% | 67% | 65% | 67% | 65% | 61% | 80% | 59% | 80% | 64% | 41% | 85% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 43

**Q6c. 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 he says**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **1318** **26%** | 662 27% | 656 26% | 163 27% | 211 26% | 229 24% | 226 27% | 189 25% | 300 29% | 113 28% | 262 28% | 374 26% | 270 26% | 140 27% | 159 26% | - - |
| False | **3682** **74%** | 1788 73% | 1894 74% | 437 73% | 589 74% | 720 76% | 624 73% | 561 75% | 751 71% | 291 72% | 684 72% | 1076 74% | 780 74% | 386 73% | 465 74% | - - |

# The Leadership Factor
## 25th - 30th July 2011

Table 43

**Q6c. 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 he says**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **1318** | 106 | 54 | 171 | 109 | 117 | 96 | 59 | 134 | 175 | 159 | 138 | 446 | 200 | 317 | 80 | 776 | 263 | 279 |
| | **26%** | 24% | 24% | 29% | 25% | 25% | 25% | 22% | 29% | 28% | 25% | 30% | 30% | 19% | 33% | 18% | 30% | 40% | 16% |
| False | **3682** | 329 | 172 | 417 | 332 | 345 | 293 | 206 | 334 | 454 | 482 | 318 | 1041 | 828 | 645 | 373 | 1827 | 397 | 1457 |
| | **74%** | 76% | 76% | 71% | 75% | 75% | 75% | 78% | 71% | 72% | 75% | 70% | 70% | 81% | 67% | 82% | 70% | 60% | 84% |

# The Leadership Factor
## 25th - 30th July 2011

Table 44

**Q6c. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **1363** | 671 | 691 | 195 | 232 | 261 | 206 | 201 | 268 | 117 | 271 | 413 | 249 | 159 | 154 | - |
| | **27%** | 27% | 27% | 33% | 29% | 27% | 24% | 27% | 25% | 29% | 29% | 29% | 24% | 30% | 25% | - |
| False | **3637** | 1778 | 1859 | 404 | 568 | 689 | 644 | 549 | 784 | 287 | 676 | 1037 | 801 | 366 | 471 | - |
| | **73%** | 73% | 73% | 67% | 71% | 73% | 76% | 73% | 75% | 71% | 71% | 71% | 76% | 70% | 75% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 44

**Q6c. 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**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Region | | | | | | | | How voted in 2010 | | | | Who would make best PM | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **1363** **27%** | 96 22% | 53 24% | 156 27% | 136 31% | 128 28% | 103 26% | 57 22% | 147 31% | 180 29% | 166 26% | 140 31% | 448 30% | 177 17% | 389 40% | 70 15% | 789 30% | 319 48% | 255 15% |
| False | **3637** **73%** | 339 78% | 173 76% | 431 73% | 305 69% | 335 72% | 286 74% | 208 78% | 322 69% | 449 71% | 475 74% | 316 69% | 1039 70% | 850 83% | 573 60% | 383 85% | 1815 70% | 342 52% | 1481 85% |

# The Leadership Factor
## 25th - 30th July 2011

Table 45

**Q6c. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | **2791** | 1405 | 1386 | 325 | 400 | 496 | 481 | 449 | 639 | 244 | 590 | 820 | 587 | 258 | 292 | - |
| | **56%** | 57% | 54% | 54% | 50% | 52% | 57% | 60% | 61% | 61% | 62% | 57% | 56% | 49% | 47% | - |
| False | **2209** | 1044 | 1165 | 274 | 399 | 453 | 369 | 301 | 412 | 159 | 356 | 630 | 463 | 267 | 333 | - |
| | **44%** | 43% | 46% | 46% | 50% | 48% | 43% | 40% | 39% | 39% | 38% | 43% | 44% | 51% | 53% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 45

**Q6c. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **2791** | 215 | 106 | 326 | 249 | 264 | 216 | 153 | 267 | 324 | 380 | 292 | 1036 | 420 | 645 | 178 | 1709 | 467 | 616 |
| | **56%** | 49% | 47% | 55% | 57% | 57% | 56% | 58% | 57% | 51% | 59% | 64% | 70% | 41% | 67% | 39% | 66% | 71% | 35% |
| False | **2209** | 220 | 120 | 262 | 192 | 199 | 173 | 112 | 201 | 305 | 262 | 164 | 451 | 607 | 317 | 275 | 895 | 193 | 1121 |
| | **44%** | 51% | 53% | 45% | 43% | 43% | 44% | 42% | 43% | 49% | 41% | 36% | 30% | 59% | 33% | 61% | 34% | 29% | 65% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 46

**Q6c. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | 2353 | 1229 | 1124 | 263 | 351 | 415 | 376 | 363 | 585 | 221 | 512 | 703 | 464 | 225 | 229 | - |
| | 47% | 50% | 44% | 44% | 44% | 44% | 44% | 48% | 56% | 55% | 54% | 48% | 44% | 43% | 37% | - |
| False | 2647 | 1221 | 1426 | 337 | 448 | 534 | 474 | 388 | 466 | 183 | 434 | 747 | 586 | 300 | 396 | - |
| | 53% | 50% | 56% | 56% | 56% | 56% | 56% | 52% | 44% | 45% | 46% | 52% | 56% | 57% | 63% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 46

**Q6c. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | **2353** | 171 | 93 | 264 | 203 | 225 | 180 | 122 | 241 | 300 | 302 | 252 | 904 | 321 | 567 | 138 | 1465 | 438 | 449 |
| | **47%** | 39% | 41% | 45% | 46% | 49% | 46% | 46% | 52% | 48% | 47% | 55% | 61% | 31% | 59% | 31% | 56% | 66% | 26% |
| False | **2647** | 264 | 133 | 323 | 238 | 238 | 208 | 143 | 227 | 329 | 340 | 204 | 583 | 706 | 394 | 314 | 1138 | 222 | 1287 |
| | **53%** | 61% | 59% | 55% | 54% | 51% | 54% | 54% | 48% | 52% | 53% | 45% | 39% | 69% | 41% | 69% | 44% | 34% | 74% |

# The Leadership Factor
## 25th - 30th July 2011

Table 47

**Q6c. 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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| True | 2221 | 1172 | 1050 | 261 | 335 | 401 | 359 | 342 | 524 | 204 | 487 | 665 | 433 | 224 | 208 | - |
| | 44% | 48% | 41% | 43% | 42% | 42% | 42% | 46% | 50% | 51% | 51% | 46% | 41% | 43% | 33% | - |
| False | 2779 | 1278 | 1501 | 339 | 465 | 549 | 490 | 408 | 527 | 200 | 459 | 785 | 617 | 301 | 417 | - |
| | 56% | 52% | 59% | 57% | 58% | 58% | 58% | 54% | 50% | 49% | 49% | 54% | 59% | 57% | 67% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 47

**Q6c. 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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| True | 2221 44% | 160 37% | 86 38% | 245 42% | 193 44% | 208 45% | 167 43% | 108 41% | 239 51% | 281 45% | 294 46% | 241 53% | 833 56% | 303 30% | 563 59% | 127 28% | 1377 53% | 403 61% | 441 25% |
| False | 2779 56% | 275 63% | 140 62% | 343 58% | 248 56% | 255 55% | 222 57% | 157 59% | 230 49% | 348 55% | 347 54% | 215 47% | 654 44% | 724 70% | 398 41% | 325 72% | 1226 47% | 257 39% | 1296 75% |

# The Leadership Factor
## 25th - 30th July 2011

Table 48

**Q7. Which party do you think has the best policies when it comes to each of the following things - the Conservatives, Labour, the Liberal Democrats or none of them? Summary**

**Base : All respondents**

| | Getting the economy growing and creating jobs | Cutting the deficit and the debt | Improving the NHS | Improving schools | Protecting the environment | Dealing with crime | Defending Britain's interests in Europe | Reforming welfare to stop scroungers and cut benefit dependency | Controlling immigration | Cutting taxes |
|---|---|---|---|---|---|---|---|---|---|---|
| Unweighted Base | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 |
| Weighted Base | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 | 5000 |
| Conservatives | 1636 33% | 2311 46% | 1048 21% | 1205 24% | 827 17% | 1576 32% | 1593 32% | 2574 51% | 1608 32% | 1074 21% |
| Labour | 1303 26% | 863 17% | 1554 31% | 1465 29% | 846 17% | 1016 20% | 932 19% | 608 12% | 592 12% | 1042 21% |
| Liberal Democrats | 315 6% | 253 5% | 473 9% | 524 10% | 1165 23% | 252 5% | 361 7% | 255 5% | 317 6% | 380 8% |
| None of them | 1746 35% | 1574 31% | 1925 38% | 1806 36% | 2162 43% | 2157 43% | 2113 42% | 1563 31% | 2483 50% | 2504 50% |

# The Leadership Factor
## 25th - 30th July 2011

Table 49

**Q7. Which party do you think has the best policies when it comes to getting the economy growing and creating jobs?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Conservatives | **1636** | 897 | 739 | 134 | 195 | 239 | 282 | 266 | 520 | 175 | 358 | 492 | 318 | 142 | 151 | - |
| | **33%** | 37% | 29% | 22% | 24% | 25% | 33% | 35% | 49% | 43% | 38% | 34% | 30% | 27% | 24% | - |
| Labour | **1303** | 657 | 646 | 188 | 242 | 274 | 207 | 189 | 202 | 85 | 249 | 415 | 243 | 144 | 166 | - |
| | **26%** | 27% | 25% | 31% | 30% | 29% | 24% | 25% | 19% | 21% | 26% | 29% | 23% | 27% | 27% | - |
| Liberal Democrats | **315** | 167 | 148 | 55 | 60 | 53 | 49 | 42 | 56 | 34 | 58 | 89 | 60 | 35 | 40 | - |
| | **6%** | 7% | 6% | 9% | 7% | 6% | 6% | 6% | 5% | 8% | 6% | 6% | 6% | 7% | 6% | - |
| None of them | **1746** | 728 | 1018 | 222 | 303 | 383 | 312 | 253 | 273 | 109 | 281 | 454 | 430 | 204 | 268 | - |
| | **35%** | 30% | 40% | 37% | 38% | 40% | 37% | 34% | 26% | 27% | 30% | 31% | 41% | 39% | 43% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 49

**Q7. Which party do you think has the best policies when it comes to getting the economy growing and creating jobs?**

**Base : All respondents**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | **How voted in 2010** | | | | **Who would make best PM** | | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Conservatives | **1636** **33%** | 104 24% | 52 23% | 185 31% | 149 34% | 157 34% | 132 34% | 84 32% | 189 40% | 179 28% | 233 36% | 173 38% | 1072 72% | 79 8% | 185 19% | 96 21% | 1504 58% | 72 11% | 60 3% |
| Labour | **1303** **26%** | 120 28% | 77 34% | 174 30% | 115 26% | 119 26% | 97 25% | 85 32% | 102 22% | 192 30% | 143 22% | 79 17% | 64 4% | 675 66% | 238 25% | 72 16% | 199 8% | 97 15% | 1007 58% |
| Liberal Democrats | **315** **6%** | 31 7% | 15 7% | 22 4% | 35 8% | 27 6% | 23 6% | 16 6% | 32 7% | 35 6% | 44 7% | 36 8% | 28 2% | 19 2% | 171 18% | 18 4% | 104 4% | 163 25% | 47 3% |
| None of them | **1746** **35%** | 180 41% | 82 36% | 207 35% | 142 32% | 160 35% | 137 35% | 80 30% | 146 31% | 223 35% | 222 35% | 168 37% | 323 22% | 255 25% | 368 38% | 267 59% | 796 31% | 328 50% | 622 36% |

# The Leadership Factor
## 25th - 30th July 2011

Table 50

**Q7. Which party do you think has the best policies when it comes to cutting the deficit and the debt?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Conservatives | 2311 | 1278 | 1033 | 225 | 288 | 369 | 417 | 365 | 647 | 235 | 495 | 689 | 471 | 205 | 216 | - |
| | 46% | 52% | 40% | 38% | 36% | 39% | 49% | 49% | 62% | 58% | 52% | 48% | 45% | 39% | 35% | - |
| Labour | 863 | 430 | 433 | 129 | 161 | 178 | 136 | 122 | 138 | 49 | 159 | 267 | 165 | 95 | 128 | - |
| | 17% | 18% | 17% | 21% | 20% | 19% | 16% | 16% | 13% | 12% | 17% | 18% | 16% | 18% | 21% | - |
| Liberal Democrats | 253 | 137 | 116 | 47 | 53 | 40 | 32 | 42 | 38 | 31 | 58 | 60 | 40 | 31 | 33 | - |
| | 5% | 6% | 5% | 8% | 7% | 4% | 4% | 6% | 4% | 8% | 6% | 4% | 4% | 6% | 5% | - |
| None of them | 1574 | 605 | 968 | 199 | 297 | 362 | 265 | 222 | 228 | 88 | 234 | 434 | 375 | 194 | 248 | - |
| | 31% | 25% | 38% | 33% | 37% | 38% | 31% | 30% | 22% | 22% | 25% | 30% | 36% | 37% | 40% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 50

**Q7. Which party do you think has the best policies when it comes to cutting the deficit and the debt?**

**Base : All respondents**

| | Total | | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Conservatives | **2311** **46%** | 162 37% | 81 36% | 262 45% | 221 50% | 225 49% | 185 48% | 119 45% | 242 52% | 278 44% | 306 48% | 231 51% | 1271 86% | 201 20% | 349 36% | 165 36% | 1867 72% | 175 27% | 269 15% |
| Labour | **863** **17%** | 93 21% | 56 25% | 106 18% | 75 17% | 74 16% | 61 16% | 55 21% | 73 16% | 116 18% | 92 14% | 62 14% | 31 2% | 477 46% | 149 15% | 40 9% | 109 4% | 59 9% | 695 40% |
| Liberal Democrats | **253** **5%** | 25 6% | 14 6% | 20 3% | 20 5% | 15 3% | 25 6% | 8 3% | 24 5% | 31 5% | 41 6% | 29 6% | 22 1% | 26 3% | 137 14% | 12 3% | 83 3% | 130 20% | 40 2% |
| None of them | **1574** **31%** | 155 36% | 75 33% | 200 34% | 125 28% | 148 32% | 118 30% | 83 31% | 129 28% | 204 32% | 202 32% | 134 29% | 162 11% | 323 31% | 326 34% | 236 52% | 544 21% | 296 45% | 733 42% |

# The Leadership Factor
## 25th - 30th July 2011

Table 51

**Q7. Which party do you think has the best policies when it comes to improving the NHS?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Conservatives | **1048** | 561 | 488 | 104 | 132 | 158 | 151 | 164 | 339 | 110 | 201 | 303 | 243 | 96 | 95 | - |
| | **21%** | 23% | 19% | 17% | 17% | 17% | 18% | 22% | 32% | 27% | 21% | 21% | 23% | 18% | 15% | - |
| Labour | **1554** | 820 | 734 | 215 | 271 | 334 | 273 | 209 | 251 | 105 | 320 | 449 | 314 | 170 | 197 | - |
| | **31%** | 33% | 29% | 36% | 34% | 35% | 32% | 28% | 24% | 26% | 34% | 31% | 30% | 32% | 31% | - |
| Liberal Democrats | **473** | 257 | 216 | 74 | 82 | 81 | 75 | 66 | 94 | 50 | 103 | 142 | 77 | 42 | 58 | - |
| | **9%** | 11% | 8% | 12% | 10% | 9% | 9% | 9% | 9% | 12% | 11% | 10% | 7% | 8% | 9% | - |
| None of them | **1925** | 811 | 1114 | 207 | 314 | 376 | 350 | 311 | 367 | 139 | 322 | 555 | 415 | 218 | 275 | - |
| | **38%** | 33% | 44% | 35% | 39% | 40% | 41% | 41% | 35% | 34% | 34% | 38% | 40% | 41% | 44% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 51

**Q7. Which party do you think has the best policies when it comes to improving the NHS?**

**Base : All respondents**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | Region | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| Unweighted Base | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Conservatives | 1048 21% | 83 19% | 33 15% | 119 20% | 92 21% | 114 25% | 73 19% | 33 12% | 123 26% | 115 18% | 152 24% | 111 24% | 715 48% | 40 4% | 89 9% | 56 12% | 981 38% | 36 5% | 32 2% |
| Labour | 1554 31% | 156 36% | 91 40% | 197 34% | 154 35% | 142 31% | 121 31% | 86 33% | 122 26% | 215 34% | 165 26% | 105 23% | 115 8% | 765 74% | 289 30% | 98 22% | 308 12% | 120 18% | 1125 65% |
| Liberal Democrats | 473 9% | 23 5% | 24 11% | 48 8% | 50 11% | 34 7% | 35 9% | 26 10% | 58 12% | 53 8% | 76 12% | 45 10% | 93 6% | 31 3% | 233 24% | 29 6% | 208 8% | 199 30% | 65 4% |
| None of them | 1925 38% | 172 40% | 77 34% | 224 38% | 145 33% | 172 37% | 160 41% | 120 45% | 165 35% | 246 39% | 249 39% | 196 43% | 564 38% | 191 19% | 350 36% | 270 60% | 1106 42% | 305 46% | 515 30% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 52

**Q7. Which party do you think has the best policies when it comes to improving schools?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Conservatives | **1205** | 659 | 546 | 95 | 124 | 198 | 188 | 200 | 400 | 127 | 259 | 361 | 264 | 94 | 99 | - |
| | **24%** | 27% | 21% | 16% | 15% | 21% | 22% | 27% | 38% | 32% | 27% | 25% | 25% | 18% | 16% | - |
| Labour | **1465** | 764 | 701 | 210 | 278 | 312 | 253 | 193 | 219 | 93 | 287 | 411 | 282 | 180 | 212 | - |
| | **29%** | 31% | 27% | 35% | 35% | 33% | 30% | 26% | 21% | 23% | 30% | 28% | 27% | 34% | 34% | - |
| Liberal Democrats | **524** | 270 | 255 | 92 | 96 | 89 | 78 | 79 | 90 | 50 | 114 | 161 | 106 | 47 | 47 | - |
| | **10%** | 11% | 10% | 15% | 12% | 9% | 9% | 11% | 9% | 12% | 12% | 11% | 10% | 9% | 7% | - |
| None of them | **1806** | 757 | 1049 | 203 | 302 | 350 | 331 | 278 | 342 | 134 | 286 | 517 | 398 | 205 | 267 | - |
| | **36%** | 31% | 41% | 34% | 38% | 37% | 39% | 37% | 33% | 33% | 30% | 36% | 38% | 39% | 43% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 52

**Q7. Which party do you think has the best policies when it comes to improving schools?**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Conservatives | **1205** *24%* | 72 *17%* | 43 *19%* | 137 *23%* | 105 *24%* | 109 *24%* | 97 *25%* | 48 *18%* | 140 *30%* | 144 *23%* | 173 *27%* | 137 *30%* | 833 *56%* | 44 *4%* | 121 *13%* | 67 *15%* | 1104 *42%* | 54 *8%* | 47 *3%* |
| Labour | **1465** *29%* | 148 *34%* | 92 *41%* | 189 *32%* | 141 *32%* | 133 *29%* | 115 *30%* | 79 *30%* | 112 *24%* | 196 *31%* | 159 *25%* | 101 *22%* | 98 *7%* | 711 *69%* | 266 *28%* | 97 *21%* | 300 *12%* | 113 *17%* | 1052 *61%* |
| Liberal Democrats | **524** *10%* | 35 *8%* | 21 *9%* | 53 *9%* | 49 *11%* | 49 *11%* | 38 *10%* | 31 *12%* | 55 *12%* | 64 *10%* | 86 *13%* | 44 *10%* | 104 *7%* | 53 *5%* | 242 *25%* | 27 *6%* | 224 *9%* | 205 *31%* | 95 *5%* |
| None of them | **1806** *36%* | 179 *41%* | 70 *31%* | 208 *35%* | 146 *33%* | 172 *37%* | 138 *36%* | 108 *41%* | 161 *34%* | 226 *36%* | 224 *35%* | 173 *38%* | 453 *30%* | 220 *21%* | 332 *35%* | 262 *58%* | 975 *37%* | 289 *44%* | 542 *31%* |

# The Leadership Factor
## 25th - 30th July 2011

Table 53

**Q7. Which party do you think has the best policies when it comes to protecting the environment?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Conservatives | 827 | 392 | 436 | 97 | 113 | 129 | 123 | 137 | 228 | 65 | 133 | 252 | 208 | 83 | 85 | - |
| | 17% | 16% | 17% | 16% | 14% | 14% | 15% | 18% | 22% | 16% | 14% | 17% | 20% | 16% | 14% | - |
| Labour | 846 | 429 | 417 | 117 | 168 | 192 | 136 | 118 | 115 | 59 | 136 | 251 | 183 | 88 | 130 | - |
| | 17% | 18% | 16% | 20% | 21% | 20% | 16% | 16% | 11% | 14% | 14% | 17% | 17% | 17% | 21% | - |
| Liberal Democrats | 1165 | 686 | 479 | 117 | 153 | 207 | 213 | 184 | 290 | 128 | 305 | 342 | 188 | 96 | 106 | - |
| | 23% | 28% | 19% | 20% | 19% | 22% | 25% | 24% | 28% | 32% | 32% | 24% | 18% | 18% | 17% | - |
| None of them | 2162 | 943 | 1218 | 269 | 364 | 421 | 377 | 311 | 418 | 153 | 372 | 604 | 470 | 258 | 304 | - |
| | 43% | 39% | 48% | 45% | 46% | 44% | 44% | 41% | 40% | 38% | 39% | 42% | 45% | 49% | 49% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 53

**Q7. Which party do you think has the best policies when it comes to protecting the environment?**

**Base : All respondents**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Region | | | | | | | | How voted in 2010 | | | Who would make best PM | | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Conservatives | **827** **17%** | 58 13% | 28 12% | 104 18% | 61 14% | 74 16% | 82 21% | 41 15% | 93 20% | 96 15% | 112 17% | 77 17% | 525 35% | 50 5% | 73 8% | 33 7% | 719 28% | 44 7% | 64 4% |
| Labour | **846** **17%** | 71 16% | 67 30% | 112 19% | 80 18% | 72 16% | 55 14% | 48 18% | 77 17% | 127 20% | 82 13% | 54 12% | 39 3% | 482 47% | 118 12% | 42 9% | 133 5% | 60 9% | 653 38% |
| Liberal Democrats | **1165** **23%** | 89 21% | 42 19% | 128 22% | 119 27% | 100 22% | 86 22% | 56 21% | 106 23% | 139 22% | 182 28% | 118 26% | 385 26% | 144 14% | 381 40% | 85 19% | 666 26% | 242 37% | 258 15% |
| None of them | **2162** **43%** | 216 50% | 89 39% | 243 41% | 181 41% | 217 47% | 166 43% | 120 45% | 192 41% | 266 42% | 265 41% | 207 45% | 538 36% | 353 34% | 390 41% | 293 65% | 1085 42% | 315 48% | 762 44% |

# The Leadership Factor
## 25th - 30th July 2011

Table 54

**Q7. Which party do you think has the best policies when it comes to dealing with crime?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Conservatives | **1576** | 850 | 725 | 150 | 205 | 273 | 253 | 251 | 443 | 159 | 355 | 479 | 308 | 137 | 137 | - |
| | **32%** | 35% | 28% | 25% | 26% | 29% | 30% | 33% | 42% | 39% | 37% | 33% | 29% | 26% | 22% | - |
| Labour | **1016** | 514 | 502 | 151 | 210 | 219 | 161 | 133 | 143 | 76 | 178 | 303 | 189 | 125 | 144 | - |
| | **20%** | 21% | 20% | 25% | 26% | 23% | 19% | 18% | 14% | 19% | 19% | 21% | 18% | 24% | 23% | - |
| Liberal Democrats | **252** | 122 | 130 | 52 | 48 | 44 | 43 | 30 | 35 | 22 | 56 | 72 | 42 | 30 | 30 | - |
| | **5%** | 5% | 5% | 9% | 6% | 5% | 5% | 4% | 3% | 5% | 6% | 5% | 4% | 6% | 5% | - |
| None of them | **2157** | 964 | 1193 | 247 | 337 | 413 | 393 | 337 | 430 | 146 | 358 | 596 | 512 | 233 | 313 | - |
| | **43%** | 39% | 47% | 41% | 42% | 44% | 46% | 45% | 41% | 36% | 38% | 41% | 49% | 44% | 50% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 54

**Q7. Which party do you think has the best policies when it comes to dealing with crime?**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Conservatives | **1576** **32%** | 122 28% | 56 25% | 174 30% | 123 28% | 156 34% | 132 34% | 81 30% | 162 35% | 187 30% | 224 35% | 157 34% | 896 60% | 127 12% | 228 24% | 92 20% | 1313 50% | 114 17% | 149 9% |
| Labour | **1016** **20%** | 88 20% | 63 28% | 131 22% | 100 23% | 97 21% | 80 20% | 60 23% | 81 17% | 140 22% | 112 18% | 64 14% | 56 4% | 523 51% | 163 17% | 51 11% | 158 6% | 78 12% | 779 45% |
| Liberal Democrats | **252** **5%** | 23 5% | 11 5% | 30 5% | 23 5% | 13 3% | 18 5% | 12 5% | 28 6% | 27 4% | 43 7% | 23 5% | 26 2% | 22 2% | 140 15% | 11 2% | 73 3% | 129 20% | 50 3% |
| None of them | **2157** **43%** | 200 46% | 96 42% | 253 43% | 195 44% | 196 42% | 158 41% | 112 42% | 198 42% | 275 44% | 262 41% | 212 46% | 510 34% | 356 35% | 431 45% | 300 66% | 1059 41% | 340 51% | 758 44% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 55

**Q7. Which party do you think has the best policies when it comes to defending Britain's interests in Europe?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Conservatives | **1593** | 906 | 687 | 164 | 197 | 276 | 259 | 267 | 429 | 159 | 364 | 474 | 317 | 145 | 134 | - |
| | **32%** | 37% | 27% | 27% | 25% | 29% | 30% | 36% | 41% | 39% | 38% | 33% | 30% | 28% | 21% | - |
| Labour | **932** | 460 | 472 | 137 | 190 | 211 | 174 | 106 | 115 | 63 | 167 | 293 | 177 | 97 | 134 | - |
| | **19%** | 19% | 19% | 23% | 24% | 22% | 21% | 14% | 11% | 16% | 18% | 20% | 17% | 19% | 22% | - |
| Liberal Democrats | **361** | 198 | 163 | 63 | 69 | 65 | 50 | 40 | 74 | 41 | 88 | 88 | 60 | 46 | 37 | - |
| | **7%** | 8% | 6% | 11% | 9% | 7% | 6% | 5% | 7% | 10% | 9% | 6% | 6% | 9% | 6% | - |
| None of them | **2113** | 885 | 1228 | 235 | 343 | 397 | 366 | 338 | 433 | 141 | 328 | 594 | 496 | 236 | 319 | - |
| | **42%** | 36% | 48% | 39% | 43% | 42% | 43% | 45% | 41% | 35% | 35% | 41% | 47% | 45% | 51% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 55

**Q7. Which party do you think has the best policies when it comes to defending Britain's interests in Europe?**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Conservatives | **1593** **32%** | 120 28% | 63 28% | 174 30% | 141 32% | 167 36% | 125 32% | 66 25% | 170 36% | 203 32% | 215 33% | 150 33% | 909 61% | 147 14% | 232 24% | 73 16% | 1323 51% | 107 16% | 163 9% |
| Labour | **932** **19%** | 85 19% | 53 24% | 120 21% | 100 23% | 81 18% | 75 19% | 66 25% | 73 16% | 134 21% | 88 14% | 57 12% | 49 3% | 502 49% | 139 14% | 43 10% | 151 6% | 72 11% | 709 41% |
| Liberal Democrats | **361** **7%** | 25 6% | 20 9% | 31 5% | 36 8% | 20 4% | 21 5% | 21 8% | 37 8% | 50 8% | 58 9% | 42 9% | 31 2% | 45 4% | 198 21% | 15 3% | 109 4% | 151 23% | 101 6% |
| None of them | **2113** **42%** | 206 47% | 89 39% | 262 45% | 165 37% | 195 42% | 168 43% | 112 42% | 188 40% | 243 39% | 280 44% | 207 45% | 499 34% | 334 32% | 393 41% | 322 71% | 1020 39% | 331 50% | 763 44% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 56

**Q7. Which party do you think has the best policies when it comes to reforming welfare to stop scroungers and cut benefit dependency?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Conservatives | **2574** | 1368 | 1206 | 259 | 320 | 443 | 430 | 402 | 721 | 249 | 554 | 751 | 525 | 239 | 256 | - |
| | **51%** | 56% | 47% | 43% | 40% | 47% | 51% | 54% | 69% | 62% | 59% | 52% | 50% | 46% | 41% | - |
| Labour | **608** | 268 | 340 | 97 | 128 | 147 | 82 | 78 | 76 | 43 | 89 | 189 | 112 | 71 | 104 | - |
| | **12%** | 11% | 13% | 16% | 16% | 15% | 10% | 10% | 7% | 11% | 9% | 13% | 11% | 13% | 17% | - |
| Liberal Democrats | **255** | 120 | 136 | 49 | 57 | 47 | 34 | 27 | 42 | 27 | 51 | 69 | 45 | 35 | 28 | - |
| | **5%** | 5% | 5% | 8% | 7% | 5% | 4% | 4% | 4% | 7% | 5% | 5% | 4% | 7% | 5% | - |
| None of them | **1563** | 694 | 869 | 195 | 295 | 312 | 304 | 243 | 212 | 85 | 252 | 441 | 368 | 180 | 237 | - |
| | **31%** | 28% | 34% | 33% | 37% | 33% | 36% | 32% | 20% | 21% | 27% | 30% | 35% | 34% | 38% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 56

**Q7. Which party do you think has the best policies when it comes to reforming welfare to stop scroungers and cut benefit dependency?**

**Base : All respondents**

| | Total | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | **Region** | | | | | | | | | **How voted in 2010** | | | | **Who would make best PM** | |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Conservatives | **2574** **51%** | 192 44% | 98 43% | 307 52% | 238 54% | 246 53% | 206 53% | 135 51% | 251 54% | 311 49% | 346 54% | 244 53% | 1222 82% | 332 32% | 423 44% | 198 44% | 1842 71% | 229 35% | 503 29% |
| Labour | **608** **12%** | 78 18% | 40 18% | 76 13% | 40 9% | 51 11% | 51 13% | 39 15% | 52 11% | 80 13% | 60 9% | 42 9% | 19 1% | 340 33% | 81 8% | 30 7% | 103 4% | 42 6% | 463 27% |
| Liberal Democrats | **255** **5%** | 24 5% | 13 6% | 26 4% | 23 5% | 24 5% | 21 6% | 10 4% | 25 5% | 25 4% | 41 6% | 23 5% | 14 1% | 30 3% | 133 14% | 10 2% | 73 3% | 110 17% | 72 4% |
| None of them | **1563** **31%** | 142 33% | 75 33% | 178 30% | 140 32% | 141 31% | 110 28% | 82 31% | 140 30% | 213 34% | 194 30% | 147 32% | 232 16% | 325 32% | 324 34% | 215 47% | 585 22% | 278 42% | 699 40% |

# The Leadership Factor
## 25th - 30th July 2011

Table 57

**Q7. Which party do you think has the best policies when it comes to controlling immigration?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Conservatives | **1608** | 880 | 728 | 193 | 243 | 303 | 270 | 214 | 386 | 167 | 350 | 508 | 321 | 130 | 132 | - |
| | **32%** | 36% | 29% | 32% | 30% | 32% | 32% | 28% | 37% | 41% | 37% | 35% | 31% | 25% | 21% | - |
| Labour | **592** | 256 | 336 | 92 | 134 | 134 | 89 | 75 | 68 | 40 | 90 | 176 | 113 | 71 | 101 | - |
| | **12%** | 10% | 13% | 15% | 17% | 14% | 11% | 10% | 7% | 10% | 10% | 12% | 11% | 14% | 16% | - |
| Liberal Democrats | **317** | 155 | 162 | 58 | 54 | 62 | 56 | 36 | 50 | 30 | 70 | 96 | 58 | 33 | 29 | - |
| | **6%** | 6% | 6% | 10% | 7% | 7% | 7% | 5% | 5% | 7% | 7% | 7% | 6% | 6% | 5% | - |
| None of them | **2483** | 1158 | 1325 | 258 | 369 | 450 | 434 | 425 | 547 | 166 | 435 | 670 | 558 | 291 | 363 | - |
| | **50%** | 47% | 52% | 43% | 46% | 47% | 51% | 57% | 52% | 41% | 46% | 46% | 53% | 55% | 58% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 57

**Q7. Which party do you think has the best policies when it comes to controlling immigration?**

**Base : All respondents**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | **Region** | | | | | | | | **How voted in 2010** | | | **Who would make best PM** | | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Conservatives | **1608** *32%* | 135 *31%* | 61 *27%* | 187 *32%* | 156 *35%* | 148 *32%* | 118 *30%* | 83 *31%* | 153 *33%* | 220 *35%* | 200 *31%* | 146 *32%* | 789 *53%* | 209 *20%* | 266 *28%* | 77 *17%* | 1190 *46%* | 147 *22%* | 271 *16%* |
| Labour | **592** *12%* | 53 *12%* | 40 *18%* | 81 *14%* | 46 *11%* | 52 *11%* | 50 *13%* | 27 *10%* | 49 *10%* | 94 *15%* | 56 *9%* | 44 *10%* | 22 *1%* | 310 *30%* | 94 *10%* | 29 *6%* | 91 *4%* | 54 *8%* | 446 *26%* |
| Liberal Democrats | **317** *6%* | 21 *5%* | 16 *7%* | 29 *5%* | 28 *6%* | 28 *6%* | 26 *7%* | 15 *6%* | 34 *7%* | 37 *6%* | 54 *8%* | 29 *6%* | 46 *3%* | 49 *5%* | 145 *15%* | 15 *3%* | 126 *5%* | 116 *18%* | 75 *4%* |
| None of them | **2483** *50%* | 226 *52%* | 108 *48%* | 292 *50%* | 210 *48%* | 235 *51%* | 195 *50%* | 140 *53%* | 233 *50%* | 277 *44%* | 331 *52%* | 237 *52%* | 630 *42%* | 459 *45%* | 457 *48%* | 332 *73%* | 1196 *46%* | 343 *52%* | 944 *54%* |

# The Leadership Factor
## 25th - 30th July 2011

Table 58

**Q7. Which party do you think has the best policies when it comes to cutting taxes?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Conservatives | **1074** | 607 | 467 | 90 | 128 | 167 | 190 | 181 | 318 | 118 | 246 | 296 | 219 | 108 | 87 | - |
| | **21%** | 25% | 18% | 15% | 16% | 18% | 22% | 24% | 30% | 29% | 26% | 20% | 21% | 20% | 14% | - |
| Labour | **1042** | 495 | 548 | 161 | 213 | 245 | 157 | 124 | 142 | 71 | 169 | 318 | 229 | 114 | 141 | - |
| | **21%** | 20% | 21% | 27% | 27% | 26% | 19% | 17% | 13% | 18% | 18% | 22% | 22% | 22% | 23% | - |
| Liberal Democrats | **380** | 215 | 165 | 78 | 71 | 68 | 58 | 48 | 57 | 37 | 91 | 125 | 61 | 33 | 34 | - |
| | **8%** | 9% | 6% | 13% | 9% | 7% | 7% | 6% | 5% | 9% | 10% | 9% | 6% | 6% | 6% | - |
| None of them | **2504** | 1133 | 1371 | 270 | 388 | 470 | 445 | 397 | 534 | 178 | 441 | 711 | 541 | 271 | 362 | - |
| | **50%** | 46% | 54% | 45% | 48% | 50% | 52% | 53% | 51% | 44% | 47% | 49% | 52% | 52% | 58% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 58

**Q7. Which party do you think has the best policies when it comes to cutting taxes?**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Conservatives | **1074** *21%* | 58 13% | 31 14% | 124 21% | 92 21% | 111 24% | 96 25% | 44 16% | 101 22% | 139 22% | 156 24% | 122 27% | 634 43% | 111 11% | 136 14% | 58 13% | 861 33% | 78 12% | 135 8% |
| Labour | **1042** *21%* | 94 22% | 70 31% | 150 26% | 98 22% | 91 20% | 71 18% | 73 27% | 80 17% | 137 22% | 109 17% | 70 15% | 112 8% | 487 47% | 187 19% | 57 13% | 256 10% | 91 14% | 696 40% |
| Liberal Democrats | **380** *8%* | 37 8% | 23 10% | 33 6% | 42 10% | 25 5% | 29 7% | 20 8% | 38 8% | 45 7% | 56 9% | 31 7% | 78 5% | 28 3% | 170 18% | 18 4% | 178 7% | 134 20% | 68 4% |
| None of them | **2504** *50%* | 247 57% | 101 45% | 280 48% | 209 47% | 235 51% | 193 50% | 129 49% | 249 53% | 308 49% | 321 50% | 233 51% | 663 45% | 402 39% | 469 49% | 320 71% | 1309 50% | 358 54% | 838 48% |

# The Leadership Factor
## 25th - 30th July 2011

Table 59

**Age group**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| 18 to 24 | **600** | 278 | 322 | 600 | - | - | - | - | - | 37 | 70 | 207 | 153 | 75 | 59 | - |
| | *12%* | *11%* | *13%* | *100%* | - | - | - | - | - | *9%* | *7%* | *14%* | *15%* | *14%* | *9%* | - |
| 25 to 34 | **800** | 315 | 484 | - | 800 | - | - | - | - | 45 | 134 | 259 | 196 | 97 | 68 | - |
| | *16%* | *13%* | *19%* | - | *100%* | - | - | - | - | *11%* | *14%* | *18%* | *19%* | *18%* | *11%* | - |
| 35 to 44 | **949** | 482 | 467 | - | - | 949 | - | - | - | 63 | 186 | 267 | 209 | 115 | 108 | - |
| | *19%* | *20%* | *18%* | - | - | *100%* | - | - | - | *16%* | *20%* | *18%* | *20%* | *22%* | *17%* | - |
| 45 to 54 | **850** | 427 | 422 | - | - | - | 850 | - | - | 54 | 136 | 227 | 182 | 120 | 130 | - |
| | *17%* | *17%* | *17%* | - | - | - | *100%* | - | - | *13%* | *14%* | *16%* | *17%* | *23%* | *21%* | - |
| 55 to 64 | **750** | 370 | 380 | - | - | - | - | 750 | - | 61 | 157 | 210 | 143 | 75 | 105 | - |
| | *15%* | *15%* | *15%* | - | - | - | - | *100%* | - | *15%* | *17%* | *15%* | *14%* | *14%* | *17%* | - |
| 65 or older | **1051** | 576 | 475 | - | - | - | - | - | 1051 | 144 | 263 | 279 | 167 | 44 | 154 | - |
| | *21%* | *24%* | *19%* | - | - | - | - | - | *100%* | *36%* | *28%* | *19%* | *16%* | *8%* | *25%* | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 59

**Age group**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| 18 to 24 | **600** *12%* | 65 *15%* | 24 *11%* | 68 *12%* | 53 *12%* | 72 *16%* | 46 *12%* | 32 *12%* | 52 *11%* | 88 *14%* | 56 *9%* | 45 *10%* | 75 *5%* | 124 *12%* | 94 *10%* | 31 *7%* | 290 *11%* | 103 *16%* | 207 *12%* |
| 25 to 34 | **800** *16%* | 59 *14%* | 44 *20%* | 96 *16%* | 80 *18%* | 71 *15%* | 65 *17%* | 34 *13%* | 59 *12%* | 136 *22%* | 109 *17%* | 46 *10%* | 147 *10%* | 162 *16%* | 159 *17%* | 48 *11%* | 362 *14%* | 142 *21%* | 295 *17%* |
| 35 to 44 | **949** *19%* | 92 *21%* | 41 *18%* | 109 *19%* | 97 *22%* | 95 *21%* | 58 *15%* | 56 *21%* | 82 *17%* | 147 *23%* | 103 *16%* | 69 *15%* | 220 *15%* | 246 *24%* | 189 *20%* | 79 *18%* | 421 *16%* | 139 *21%* | 390 *22%* |
| 45 to 54 | **850** *17%* | 81 *19%* | 35 *16%* | 87 *15%* | 75 *17%* | 76 *16%* | 68 *18%* | 45 *17%* | 92 *20%* | 100 *16%* | 99 *15%* | 91 *20%* | 268 *18%* | 166 *16%* | 158 *16%* | 84 *19%* | 420 *16%* | 114 *17%* | 316 *18%* |
| 55 to 64 | **750** *15%* | 59 *14%* | 33 *14%* | 96 *16%* | 63 *14%* | 63 *14%* | 57 *15%* | 35 *13%* | 64 *14%* | 63 *10%* | 122 *19%* | 96 *21%* | 269 *18%* | 149 *15%* | 167 *17%* | 96 *21%* | 416 *16%* | 76 *12%* | 259 *15%* |
| 65 or older | **1051** *21%* | 78 *18%* | 49 *22%* | 131 *22%* | 73 *17%* | 85 *18%* | 94 *24%* | 62 *24%* | 120 *26%* | 97 *15%* | 152 *24%* | 109 *24%* | 508 *34%* | 181 *18%* | 194 *20%* | 114 *25%* | 695 *27%* | 87 *13%* | 269 *16%* |

# The Leadership Factor
### 25th - 30th July 2011

Table 60

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

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Yes | **3100** | 1570 | 1531 | 362 | 508 | 512 | 492 | 480 | 746 | 330 | 731 | 933 | 626 | 274 | 206 | - |
| | *62%* | *64%* | *60%* | *60%* | *63%* | *54%* | *58%* | *64%* | *71%* | *82%* | *77%* | *64%* | *60%* | *52%* | *33%* | *-* |
| No | **1900** | 880 | 1020 | 238 | 292 | 437 | 358 | 270 | 305 | 74 | 215 | 517 | 424 | 252 | 418 | - |
| | *38%* | *36%* | *40%* | *40%* | *37%* | *46%* | *42%* | *36%* | *29%* | *18%* | *23%* | *36%* | *40%* | *48%* | *67%* | *-* |

# The Leadership Factor
## 25th - 30th July 2011

Table 60

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

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Yes | **3100** *62%* | 249 *57%* | 131 *58%* | 384 *65%* | 274 *62%* | 252 *55%* | 233 *60%* | 156 *59%* | 282 *60%* | 413 *66%* | 433 *68%* | 292 *64%* | 1047 *70%* | 594 *58%* | 647 *67%* | 243 *54%* | 1746 *67%* | 379 *57%* | 976 *56%* |
| No | **1900** *38%* | 185 *43%* | 95 *42%* | 203 *35%* | 167 *38%* | 210 *45%* | 156 *40%* | 109 *41%* | 186 *40%* | 216 *34%* | 208 *32%* | 164 *36%* | 440 *30%* | 433 *42%* | 314 *33%* | 210 *46%* | 857 *33%* | 282 *43%* | 761 *44%* |

# The Leadership Factor
## 25th - 30th July 2011

Table 61

**Is the house or flat in which you live...?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Owned outright - without mortgage | **1651** **33%** | 898 *37%* | 753 *30%* | 94 *16%* | 56 *7%* | 99 *10%* | 191 *23%* | 407 *54%* | 804 *76%* | 199 *49%* | 404 *43%* | 445 *31%* | 319 *30%* | 113 *22%* | 170 *27%* | - - |
| Owned with a mortgage or loan | **1750** **35%** | 827 *34%* | 922 *36%* | 184 *31%* | 325 *41%* | 501 *53%* | 406 *48%* | 204 *27%* | 129 *12%* | 146 *36%* | 397 *42%* | 573 *40%* | 410 *39%* | 149 *28%* | 74 *12%* | - - |
| Rented from the council | **650** **13%** | 290 *12%* | 360 *14%* | 113 *19%* | 141 *18%* | 147 *16%* | 118 *14%* | 69 *9%* | 62 *6%* | 15 *4%* | 30 *3%* | 116 *8%* | 148 *14%* | 128 *24%* | 212 *34%* | - - |
| Rented from a housing association | **267** **5%** | 111 *5%* | 156 *6%* | 50 *8%* | 46 *6%* | 61 *6%* | 53 *6%* | 32 *4%* | 23 *2%* | 8 *2%* | 16 *2%* | 68 *5%* | 58 *5%* | 37 *7%* | 80 *13%* | - - |
| Rented from someone else | **626** **13%** | 300 *12%* | 326 *13%* | 135 *22%* | 216 *27%* | 135 *14%* | 76 *9%* | 34 *5%* | 29 *3%* | 32 *8%* | 88 *9%* | 227 *16%* | 108 *10%* | 90 *17%* | 82 *13%* | - - |
| Rent free | **57** **1%** | 24 *1%* | 33 *1%* | 25 *4%* | 15 *2%* | 6 *1%* | 5 *1%* | 4 *\** | 3 *\** | 3 *1%* | 12 *1%* | 20 *1%* | 6 *1%* | 9 *2%* | 7 *1%* | - - |

# The Leadership Factor
## 25th - 30th July 2011

Table 61

**Is the house or flat in which you live...?**

**Base : All respondents**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | **Region** | | | | | | | | **How voted in 2010** | | | | **Who would make best PM** | | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Owned outright - without mortgage | **1651** **33%** | 116 27% | 70 31% | 182 31% | 135 31% | 154 33% | 147 38% | 97 37% | 182 39% | 144 23% | 227 35% | 197 43% | 709 48% | 285 28% | 332 35% | 170 37% | 1049 40% | 150 23% | 451 26% |
| Owned with a mortgage or loan | **1750** **35%** | 155 36% | 89 39% | 189 32% | 165 37% | 186 40% | 139 36% | 82 31% | 178 38% | 195 31% | 229 36% | 143 31% | 536 36% | 376 37% | 360 37% | 126 28% | 913 35% | 246 37% | 591 34% |
| Rented from the council | **650** **13%** | 88 20% | 37 16% | 93 16% | 58 13% | 41 9% | 36 9% | 36 13% | 34 7% | 122 19% | 71 11% | 34 7% | 83 6% | 185 18% | 90 9% | 79 18% | 233 9% | 115 17% | 302 17% |
| Rented from a housing association | **267** **5%** | 21 5% | 9 4% | 39 7% | 17 4% | 28 6% | 16 4% | 14 5% | 23 5% | 44 7% | 32 5% | 21 5% | 34 2% | 62 6% | 54 6% | 28 6% | 90 3% | 44 7% | 133 8% |
| Rented from someone else | **626** **13%** | 47 11% | 19 9% | 82 14% | 60 14% | 49 10% | 44 11% | 33 12% | 47 10% | 110 17% | 76 12% | 57 13% | 113 8% | 110 11% | 115 12% | 46 10% | 290 11% | 94 14% | 242 14% |
| Rent free | **57** **1%** | 6 1% | 1 1% | 3 * | 6 1% | 4 1% | 6 1% | 3 1% | 4 1% | 13 2% | 7 1% | 3 1% | 12 1% | 8 1% | 11 1% | 4 1% | 29 1% | 12 2% | 17 1% |

# The Leadership Factor
## 25th - 30th July 2011

Table 62

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

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| 2 | 1 | 1 | - | - | - | - | 1 | - | - | 1 | - | - | - | - | - | - |
| | * | * | - | - | - | - | * | - | - | * | - | - | - | - | - | - |
| 13 | 2 | - | 2 | 2 | - | - | - | - | - | - | - | - | - | - | 2 | - |
| | * | - | * | * | - | - | - | - | - | - | - | - | - | - | * | - |
| 14 | 29 | 22 | 6 | 3 | 3 | 2 | 2 | 3 | 16 | 1 | 5 | 7 | 8 | - | 8 | - |
| | 1% | 1% | * | * | * | * | * | * | 1% | * | 1% | * | 1% | - | 1% | - |
| 15 | 394 | 213 | 181 | 5 | 5 | 29 | 28 | 114 | 213 | 19 | 29 | 90 | 94 | 47 | 114 | - |
| | 8% | 9% | 7% | 1% | 1% | 3% | 3% | 15% | 20% | 5% | 3% | 6% | 9% | 9% | 18% | - |
| 16 | 1244 | 591 | 652 | 81 | 137 | 273 | 291 | 204 | 258 | 59 | 134 | 319 | 332 | 194 | 206 | - |
| | 25% | 24% | 26% | 13% | 17% | 29% | 34% | 27% | 25% | 15% | 14% | 22% | 32% | 37% | 33% | - |
| 17 | 446 | 189 | 257 | 42 | 55 | 76 | 89 | 83 | 100 | 31 | 71 | 150 | 93 | 50 | 50 | - |
| | 9% | 8% | 10% | 7% | 7% | 8% | 10% | 11% | 10% | 8% | 8% | 10% | 9% | 10% | 8% | - |
| 18 | 687 | 311 | 376 | 122 | 112 | 129 | 126 | 96 | 102 | 57 | 122 | 215 | 166 | 66 | 60 | - |
| | 14% | 13% | 15% | 20% | 14% | 14% | 15% | 13% | 10% | 14% | 13% | 15% | 16% | 13% | 10% | - |
| 19 | 213 | 91 | 122 | 34 | 44 | 53 | 38 | 17 | 28 | 22 | 38 | 58 | 44 | 23 | 27 | - |
| | 4% | 4% | 5% | 6% | 5% | 6% | 4% | 2% | 3% | 5% | 4% | 4% | 4% | 4% | 4% | - |
| 20 | 141 | 63 | 78 | 23 | 34 | 24 | 25 | 11 | 24 | 12 | 30 | 39 | 32 | 12 | 16 | - |
| | 3% | 3% | 3% | 4% | 4% | 3% | 3% | 1% | 2% | 3% | 3% | 3% | 3% | 2% | 3% | - |
| 21 | 494 | 252 | 242 | 53 | 110 | 91 | 69 | 80 | 91 | 58 | 164 | 164 | 56 | 28 | 24 | - |
| | 10% | 10% | 9% | 9% | 14% | 10% | 8% | 11% | 9% | 14% | 17% | 11% | 5% | 5% | 4% | - |
| 22 | 300 | 164 | 137 | 30 | 66 | 58 | 36 | 53 | 57 | 40 | 100 | 87 | 43 | 16 | 14 | - |
| | 6% | 7% | 5% | 5% | 8% | 6% | 4% | 7% | 5% | 10% | 11% | 6% | 4% | 3% | 2% | - |
| 23 | 177 | 104 | 73 | 8 | 44 | 44 | 17 | 20 | 43 | 20 | 57 | 61 | 25 | 4 | 10 | - |
| | 4% | 4% | 3% | 1% | 6% | 5% | 2% | 3% | 4% | 5% | 6% | 4% | 2% | 1% | 2% | - |
| 24 | 106 | 64 | 42 | 3 | 27 | 24 | 19 | 7 | 26 | 18 | 36 | 22 | 20 | 6 | 5 | - |
| | 2% | 3% | 2% | * | 3% | 3% | 2% | 1% | 3% | 4% | 4% | 2% | 2% | 1% | 1% | - |
| 25 | 81 | 47 | 34 | - | 28 | 18 | 11 | 9 | 15 | 16 | 26 | 24 | 6 | 3 | 6 | - |
| | 2% | 2% | 1% | - | 4% | 2% | 1% | 1% | 1% | 4% | 3% | 2% | 1% | * | 1% | - |
| 26 | 43 | 29 | 14 | - | 11 | 16 | 5 | 6 | 4 | 4 | 20 | 9 | 2 | 4 | 4 | - |
| | 1% | 1% | 1% | - | 1% | 2% | 1% | 1% | * | 1% | 2% | 1% | * | 1% | 1% | - |
| 27 | 26 | 14 | 12 | - | 11 | 6 | 2 | 4 | 3 | 1 | 8 | 9 | 2 | 1 | 5 | - |
| | 1% | 1% | * | - | 1% | 1% | * | * | * | * | 1% | 1% | * | * | 1% | - |
| 28 | 22 | 9 | 13 | - | 10 | 4 | 3 | 3 | 1 | 2 | 9 | 9 | - | 1 | 2 | - |
| | * | * | 1% | - | 1% | * | * | * | * | * | 1% | 1% | - | * | * | - |
| 29 | 13 | 4 | 9 | - | 6 | 5 | 2 | * | - | 1 | 4 | 3 | 2 | 1 | 1 | - |
| | * | * | * | - | 1% | 1% | * | * | - | * | * | * | * | * | * | - |
| 30 | 17 | 7 | 10 | - | 4 | 7 | 4 | 1 | - | - | 4 | 4 | 2 | 1 | 6 | - |
| | * | * | * | - | * | 1% | 1% | * | - | - | * | * | * | * | 1% | - |
| 31 | 9 | 3 | 5 | - | 3 | 3 | - | - | 2 | 1 | 3 | 2 | 1 | - | 1 | - |
| | * | * | * | - | * | * | - | - | * | * | * | * | * | - | * | - |
| 32 | 17 | 13 | 4 | - | 2 | 5 | 7 | 2 | 2 | 1 | 5 | 5 | 5 | - | 1 | - |
| | * | 1% | * | - | * | 1% | 1% | * | * | * | 1% | * | * | - | * | - |
| 33 | 9 | 4 | 5 | - | - | 1 | 5 | 1 | 1 | - | 1 | 6 | - | - | 2 | - |
| | * | * | * | - | - | * | 1% | * | * | - | * | * | - | - | * | - |
| 34 | 5 | 4 | 1 | - | - | 2 | 1 | - | 2 | 2 | 2 | 1 | - | 1 | - | - |
| | * | * | * | - | - | * | * | - | * | * | * | * | - | * | - | - |
| 35 | 12 | 6 | 5 | - | - | 2 | 7 | * | 3 | 2 | 1 | 5 | - | 2 | 2 | - |
| | * | * | * | - | - | * | 1% | * | * | 1% | * | * | - | * | * | - |
| 36 | 1 | 1 | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | - |
| | * | * | - | - | - | - | - | - | * | - | * | - | - | - | - | - |
| 37 | 4 | 2 | 3 | - | - | 3 | - | - | 2 | - | * | - | 2 | 1 | 2 | - |
| | * | * | * | - | - | * | - | - | * | - | * | - | * | * | * | - |
| 38 | 2 | - | 2 | - | - | - | 1 | - | 1 | 1 | 1 | - | - | 1 | - | - |
| | * | - | * | - | - | - | * | - | * | * | * | - | - | * | - | - |
| 39 | 4 | 1 | 3 | - | - | 1 | 3 | - | - | - | 1 | - | 1 | 1 | 1 | - |
| | * | * | * | - | - | * | * | - | - | - | * | - | * | * | * | - |
| 40 | 9 | 2 | 7 | - | - | - | 5 | 2 | 2 | - | 2 | 2 | 3 | - | 2 | - |
| | * | * | * | - | - | - | 1% | * | * | - | * | * | * | - | * | - |
| 41 | 3 | * | 2 | - | - | 1 | 2 | - | - | 1 | 1 | 1 | - | - | - | - |
| | * | * | * | - | - | * | * | - | - | * | * | * | - | - | - | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 62

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

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| 2 | 1 (*) | 1 (*) | - | - | - | - | - | - | - | - | - | - | 1 (*) | - | - | - | 1 (*) | - | - |
| 13 | 2 (*) | 2 (1%) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 2 (*) | - | - |
| 14 | 29 (1%) | 1 (*) | 2 (1%) | 3 (1%) | 3 (1%) | 2 (*) | 2 (1%) | - | 1 (*) | 7 (1%) | 5 (1%) | 1 (*) | 9 (1%) | 7 (1%) | 4 (*) | 2 (*) | 10 (*) | 4 (1%) | 14 (1%) |
| 15 | 394 (8%) | 31 (7%) | 30 (13%) | 43 (7%) | 37 (8%) | 33 (7%) | 35 (9%) | 25 (9%) | 50 (11%) | 22 (3%) | 56 (9%) | 32 (7%) | 136 (9%) | 93 (9%) | 56 (6%) | 52 (12%) | 213 (8%) | 32 (5%) | 149 (9%) |
| 16 | 1244 (25%) | 98 (23%) | 69 (31%) | 153 (26%) | 137 (31%) | 129 (28%) | 117 (30%) | 62 (23%) | 116 (25%) | 92 (15%) | 142 (22%) | 128 (28%) | 373 (25%) | 270 (26%) | 202 (21%) | 131 (29%) | 630 (24%) | 166 (25%) | 447 (26%) |
| 17 | 446 (9%) | 52 (12%) | 14 (6%) | 46 (8%) | 23 (5%) | 42 (9%) | 33 (8%) | 36 (13%) | 48 (10%) | 45 (7%) | 73 (11%) | 35 (8%) | 143 (10%) | 73 (7%) | 81 (8%) | 47 (10%) | 233 (9%) | 58 (9%) | 154 (9%) |
| 18 | 687 (14%) | 51 (12%) | 21 (9%) | 95 (16%) | 55 (12%) | 68 (15%) | 52 (13%) | 22 (8%) | 73 (16%) | 70 (11%) | 106 (16%) | 74 (16%) | 221 (15%) | 114 (11%) | 136 (14%) | 38 (8%) | 391 (15%) | 80 (12%) | 216 (12%) |
| 19 | 213 (4%) | 12 (3%) | 14 (6%) | 18 (3%) | 25 (6%) | 27 (6%) | 14 (4%) | 11 (4%) | 21 (4%) | 27 (4%) | 33 (5%) | 11 (2%) | 71 (5%) | 46 (4%) | 30 (3%) | 20 (4%) | 110 (4%) | 31 (5%) | 72 (4%) |
| 20 | 141 (3%) | 15 (3%) | 7 (3%) | 13 (2%) | 12 (3%) | 15 (3%) | 5 (1%) | 7 (2%) | 15 (3%) | 32 (5%) | 14 (2%) | 6 (1%) | 44 (3%) | 21 (2%) | 23 (2%) | 16 (4%) | 80 (3%) | 20 (3%) | 41 (2%) |
| 21 | 494 (10%) | 30 (7%) | 19 (8%) | 61 (10%) | 43 (10%) | 36 (8%) | 44 (11%) | 23 (8%) | 46 (10%) | 65 (10%) | 76 (12%) | 51 (11%) | 164 (11%) | 101 (10%) | 136 (14%) | 29 (6%) | 282 (11%) | 67 (10%) | 145 (8%) |
| 22 | 300 (6%) | 35 (8%) | 10 (4%) | 31 (5%) | 34 (8%) | 25 (5%) | 23 (6%) | 12 (5%) | 22 (5%) | 40 (6%) | 34 (5%) | 34 (8%) | 91 (6%) | 59 (6%) | 87 (9%) | 22 (5%) | 173 (7%) | 34 (5%) | 94 (5%) |
| 23 | 177 (4%) | 21 (5%) | 4 (2%) | 18 (3%) | 8 (2%) | 20 (4%) | 5 (1%) | 11 (4%) | 11 (2%) | 37 (6%) | 18 (3%) | 23 (5%) | 58 (4%) | 38 (4%) | 43 (4%) | 12 (3%) | 93 (4%) | 23 (3%) | 60 (3%) |
| 24 | 106 (2%) | 11 (2%) | 2 (1%) | 12 (2%) | 9 (2%) | 8 (2%) | 6 (2%) | 5 (2%) | 18 (4%) | 19 (3%) | 10 (2%) | 7 (1%) | 32 (2%) | 29 (3%) | 18 (2%) | 4 (1%) | 47 (2%) | 18 (3%) | 41 (2%) |
| 25 | 81 (2%) | 5 (1%) | 7 (3%) | 5 (1%) | 7 (1%) | 6 (1%) | 7 (2%) | 2 (1%) | 6 (1%) | 20 (3%) | 9 (1%) | 7 (1%) | 24 (2%) | 19 (2%) | 12 (1%) | 9 (2%) | 44 (2%) | 12 (2%) | 25 (1%) |
| 26 | 43 (1%) | 4 (1%) | 2 (1%) | 5 (1%) | 5 (1%) | 1 (*) | 2 (1%) | 2 (1%) | 3 (1%) | 11 (2%) | 4 (1%) | 4 (1%) | 10 (1%) | 9 (1%) | 12 (1%) | 6 (1%) | 19 (1%) | 5 (1%) | 18 (1%) |
| 27 | 26 (1%) | 4 (1%) | 1 (*) | 3 (*) | - | 1 (*) | - | 1 (*) | 2 (*) | 10 (2%) | 2 (*) | 2 (1%) | 3 (*) | 6 (1%) | 8 (1%) | 3 (1%) | 13 (*) | 3 (*) | 10 (1%) |
| 28 | 22 (*) | 1 (*) | 1 (1%) | 4 (1%) | - | * | - | 1 (*) | 2 (1%) | 9 (1%) | 1 (*) | 2 (1%) | 8 (1%) | 4 (*) | 4 (*) | 1 (*) | 13 (*) | 2 (*) | 7 (*) |
| 29 | 13 (*) | 2 (*) | - | 1 (*) | - | 2 (*) | - | - | 2 (*) | 4 (1%) | 3 (*) | - | 1 (*) | 4 (*) | 5 (*) | 2 (*) | 3 (*) | 1 (*) | 8 (*) |
| 30 | 17 (*) | 3 (1%) | 1 (1%) | 3 (1%) | 1 (*) | 2 (*) | 1 (*) | - | 3 (1%) | 3 (*) | - | - | 3 (*) | 5 (*) | 5 (*) | 1 (*) | 6 (*) | 4 (1%) | 8 (*) |
| 31 | 9 (*) | 1 (*) | - | 2 (*) | 1 (*) | 1 (*) | - | 2 (1%) | 1 (*) | 1 (*) | - | - | * | 2 (*) | 4 (*) | - | 3 (*) | 2 (*) | 4 (*) |
| 32 | 17 (*) | * | 1 (*) | 4 (1%) | 1 (*) | 1 (*) | 1 (*) | 2 (1%) | * | 3 (1%) | * | 2 (*) | 2 (*) | 6 (1%) | 2 (*) | 1 (*) | 6 (*) | 1 (*) | 9 (1%) |
| 33 | 9 (*) | 2 (1%) | - | - | 2 (*) | - | - | 1 (*) | - | 3 (*) | - | 1 (*) | 2 (*) | 2 (*) | 2 (*) | 3 (1%) | 3 (*) | - | 6 (*) |
| 34 | 5 (*) | 1 (*) | 1 (*) | 1 (*) | 1 (*) | 1 (*) | 1 (*) | - | - | - | - | - | 2 (*) | 2 (*) | 1 (*) | 1 (*) | 1 (*) | 1 (*) | 4 (*) |
| 35 | 12 (*) | - | - | 1 (*) | - | 1 (*) | 2 (*) | 2 (1%) | 1 (*) | 5 (1%) | - | - | 1 (*) | 3 (*) | 5 (1%) | 2 (*) | 2 (*) | 2 (*) | 8 (*) |
| 36 | 1 (*) | - | - | 1 (*) | - | - | - | - | - | - | - | - | 1 (*) | - | - | - | 1 (*) | - | - |
| 37 | 4 (*) | - | - | - | - | 1 (*) | - | - | * | 2 (*) | 2 (*) | - | 2 (*) | * | 2 (*) | - | 2 (*) | 2 (*) | 1 (*) |
| 38 | 2 (*) | - | - | - | - | - | - | 1 (*) | - | 1 (*) | 1 (*) | - | - | 1 (*) | 1 (*) | - | 1 (*) | - | 1 (*) |
| 39 | 4 (*) | 1 (*) | - | - | - | - | 1 (*) | - | - | 1 (*) | - | 1 (*) | - | 1 (*) | - | 2 (*) | 1 (*) | - | 3 (*) |
| 40 | 9 (*) | - | - | 1 (*) | 1 (*) | - | - | 2 (1%) | 1 (*) | - | 4 (1%) | - | 3 (*) | 2 (*) | 2 (*) | - | 3 (*) | 1 (*) | 5 (*) |
| 41 | 3 (*) | * | - | - | - | - | - | - | - | - | 2 (*) | - | 1 (*) | * | 1 (*) | * | 2 (*) | - | 1 (*) |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 62

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

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| 42 | **5** <br> * | 2 <br> * | 3 <br> * | - <br> - | - <br> - | - <br> - | 2 <br> * | 1 <br> * | 2 <br> * | 2 <br> * | - <br> - | - <br> - | 2 <br> * | - <br> - | 1 <br> * | - <br> - |
| 43 | **3** <br> * | - <br> - | 3 <br> * | - <br> - | - <br> - | - <br> - | 1 <br> * | 2 <br> * | 1 <br> * | - <br> - | 1 <br> * | - <br> - | - <br> - | 1 <br> * | 1 <br> * | - <br> - |
| 44 | **1** <br> * | 1 <br> * | - <br> - | - <br> - | - <br> - | - <br> - | 1 <br> * | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | 1 <br> * | - <br> - |
| 45 | **4** <br> * | 3 <br> * | 1 <br> * | - <br> - | - <br> - | - <br> - | 1 <br> * | 1 <br> * | 1 <br> * | - <br> - | 1 <br> * | 3 <br> * | - <br> - | * <br> * | - <br> - | - <br> - |
| 46 | **3** <br> * | 2 <br> * | 1 <br> * | - <br> - | - <br> - | - <br> - | 1 <br> * | 3 <br> * | - <br> - | - <br> - | 2 <br> * | 1 <br> * | - <br> - | - <br> - | - <br> - | - <br> - |
| 47 | **2** <br> * | 2 <br> * | - <br> - | - <br> - | - <br> - | - <br> - | 2 <br> * | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | 2 <br> * | - <br> - | - <br> - | - <br> - |
| 48 | **1** <br> * | - <br> - | 1 <br> * | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | 1 <br> * | - <br> - | 1 <br> * | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - |
| 49 | **1** <br> * | - <br> - | 1 <br> * | - <br> - | - <br> - | - <br> - | - <br> - | 1 <br> * | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | 1 <br> * | - <br> - | - <br> - |
| 54 | **\*** <br> * | - <br> - | * <br> * | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | * <br> * | - <br> - | * <br> * | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - |
| 56 | **3** <br> * | 2 <br> * | 1 <br> * | - <br> - | - <br> - | - <br> - | - <br> - | 2 <br> * | 1 <br> * | - <br> - | - <br> - | 1 <br> * | 2 <br> * | - <br> - | - <br> - | - <br> - |
| 57 | **1** <br> * | - <br> - | 1 <br> * | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | 1 <br> * | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | 1 <br> * | - <br> - |
| 60 | **1** <br> * | 1 <br> * | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | 1 <br> * | 1 <br> * | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - |
| 71 | **\*** <br> * | * <br> * | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | * <br> * | - <br> - | - <br> - | * <br> * | - <br> - | - <br> - | - <br> - | - <br> - |
| 76 | **\*** <br> * | * <br> * | - <br> - | - <br> - | - <br> - | - <br> - | * <br> * | - <br> - | - <br> - | - <br> - | * <br> * | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - |
| 96 | **3** <br> * | 3 <br> * | - <br> - | - <br> - | 3 <br> * | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | 3 <br> 1% | - <br> - | - <br> - |
| 98 | **1** <br> * | 1 <br> * | - <br> - | - <br> - | - <br> - | 1 <br> * | - <br> - | - <br> - | - <br> - | 1 <br> * | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - | - <br> - |
| Still in full time education | **202** <br> *4%* | 98 <br> 4% | 104 <br> 4% | 150 <br> 25% | 30 <br> 4% | 11 <br> 1% | 5 <br> 1% | 2 <br> * | 3 <br> * | 13 <br> 3% | 29 <br> 3% | 83 <br> 6% | 47 <br> 4% | 20 <br> 4% | 9 <br> 1% | - <br> - |
| Never had any full time education | **17** <br> * | 7 <br> * | 11 <br> * | 3 <br> * | 2 <br> * | 6 <br> 1% | 1 <br> * | 2 <br> * | 3 <br> * | 1 <br> * | 5 <br> * | 5 <br> * | - <br> - | 4 <br> 1% | 3 <br> 1% | - <br> - |
| Don't know | **80** <br> *2%* | 42 <br> 2% | 38 <br> 2% | 13 <br> 2% | 18 <br> 2% | 20 <br> 2% | 13 <br> 1% | 5 <br> 1% | 11 <br> 1% | 4 <br> 1% | 9 <br> 1% | 22 <br> 2% | 23 <br> 2% | 8 <br> 1% | 14 <br> 2% | - <br> - |
| Prefer not to answer | **163** <br> *3%* | 74 <br> 3% | 89 <br> 3% | 28 <br> 5% | 33 <br> 4% | 34 <br> 4% | 22 <br> 3% | 15 <br> 2% | 30 <br> 3% | 14 <br> 4% | 23 <br> 2% | 42 <br> 3% | 35 <br> 3% | 23 <br> 4% | 25 <br> 4% | - <br> - |

# The Leadership Factor
## 25th - 30th July 2011

Table 62

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

**Base : All respondents**

| | Total | Region | | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| 42 | **5** <br> * | 1 <br> * | - | 1 <br> * | 1 <br> * | - | - | 1 <br> * | - | - | 1 <br> * | - | 3 <br> * | - | 1 <br> * | 1 <br> * | 4 <br> * | - | 1 <br> * |
| 43 | **3** <br> * | - | 1 <br> 1% | 1 <br> * | - | - | - | - | - | 1 <br> * | - | - | - | 1 <br> * | 3 <br> * | - | 1 <br> * | 2 <br> * | 1 <br> * |
| 44 | **1** <br> * | - | - | - | - | - | - | - | - | 1 <br> * | - | - | - | 1 <br> * | - | - | - | - | 1 <br> * |
| 45 | **4** <br> * | 2 <br> * | - | - | - | - | 1 <br> * | - | - | - | - | 1 <br> * | 2 <br> * | 2 <br> * | - | - | 2 <br> * | 1 <br> * | * |
| 46 | **3** <br> * | 1 <br> * | 1 <br> * | - | - | 1 <br> * | - | - | - | 1 <br> * | - | - | - | - | 2 <br> * | 1 <br> * | 1 <br> * | 1 <br> * | 1 <br> * |
| 47 | **2** <br> * | - | - | - | - | - | - | - | 2 <br> * | - | - | - | - | 2 <br> * | - | - | - | - | 2 <br> * |
| 48 | **1** <br> * | - | - | 1 <br> * | - | - | - | - | - | - | - | - | 1 <br> * | - | - | - | 1 <br> * | - | - |
| 49 | **1** <br> * | - | - | - | - | - | - | - | - | - | - | 1 <br> * | 1 <br> * | - | - | - | 1 <br> * | - | - |
| 54 | **\*** <br> * | - | - | - | - | - | - | - | - | - | * <br> * | - | * <br> * | - | - | - | * <br> * | - | - |
| 56 | **3** <br> * | 2 <br> * | - | - | - | - | - | - | - | 1 <br> * | - | - | 1 <br> * | - | - | 2 <br> * | 1 <br> * | 2 <br> * | - |
| 57 | **1** <br> * | - | - | 1 <br> * | - | - | - | - | - | - | - | - | 1 <br> * | - | - | - | 1 <br> * | - | - |
| 60 | **1** <br> * | - | - | - | - | 1 <br> * | - | - | - | - | - | - | - | 1 <br> * | - | - | - | - | 1 <br> * |
| 71 | **\*** <br> * | - | - | - | - | * <br> * | - | - | - | - | - | - | * <br> * | - | - | - | * <br> * | - | - |
| 76 | **\*** <br> * | - | - | - | * <br> * | - | - | - | - | - | - | - | - | - | - | * <br> * | * <br> * | - | - |
| 96 | **3** <br> * | - | - | - | 3 <br> 1% | - | - | - | - | - | - | - | - | - | 3 <br> * | - | 3 <br> * | - | - |
| 98 | **1** <br> * | - | - | - | 1 <br> * | - | - | - | - | - | - | - | - | 1 <br> * | - | - | 1 <br> * | - | - |
| Still in full time education | **202** <br> *4%* | 18 <br> 4% | 8 <br> 4% | 25 <br> 4% | 12 <br> 3% | 25 <br> 5% | 13 <br> 3% | 18 <br> 7% | 14 <br> 3% | 34 <br> 5% | 16 <br> 3% | 18 <br> 4% | 22 <br> 1% | 42 <br> 4% | 39 <br> 4% | 15 <br> 3% | 78 <br> 3% | 40 <br> 6% | 84 <br> 5% |
| Never had any full time education | **17** <br> * | 1 <br> * | - | 6 <br> 1% | - | - | 2 <br> 1% | 1 <br> * | 2 <br> 1% | 3 <br> * | * <br> * | 2 <br> * | 2 <br> * | 5 <br> * | 3 <br> * | 4 <br> 1% | 8 <br> * | 2 <br> * | 8 <br> * |
| Don't know | **80** <br> *2%* | 10 <br> 2% | 4 <br> 2% | 12 <br> 2% | 4 <br> 1% | 6 <br> 1% | 7 <br> 2% | 7 <br> 3% | 2 <br> * | 15 <br> 2% | 9 <br> 1% | 5 <br> 1% | 13 <br> 1% | 16 <br> 2% | 7 <br> 1% | 12 <br> 3% | 39 <br> 2% | 17 <br> 3% | 24 <br> 1% |
| Prefer not to answer | **163** <br> *3%* | 15 <br> 4% | 5 <br> 2% | 19 <br> 3% | 15 <br> 4% | 7 <br> 2% | 13 <br> 3% | 10 <br> 4% | 7 <br> 1% | 46 <br> 7% | 19 <br> 3% | 7 <br> 1% | 35 <br> 2% | 40 <br> 4% | 22 <br> 2% | 14 <br> 3% | 73 <br> 3% | 27 <br> 4% | 62 <br> 4% |

# The Leadership Factor
## 25th - 30th July 2011

Table 63

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

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Secondary school, high school, NVQ levels 1 to 3, etc. | **2515** **50%** | 1130 *46%* | 1386 *54%* | 299 *50%* | 361 *45%* | 492 *52%* | 450 *53%* | 391 *52%* | 523 *50%* | 128 *32%* | 262 *28%* | 672 *46%* | 663 *63%* | 363 *69%* | 426 *68%* | - - |
| University degree or equivalent professional qualification, NVQ level 4, etc. | **1702** **34%** | 892 *36%* | 811 *32%* | 145 *24%* | 299 *37%* | 291 *31%* | 309 *36%* | 266 *35%* | 393 *37%* | 189 *47%* | 466 *49%* | 546 *38%* | 261 *25%* | 111 *21%* | 129 *21%* | - - |
| Higher university degree, doctorate, MBA, NVQ level 5, etc. | **498** **10%** | 289 *12%* | 209 *8%* | 38 *6%* | 103 *13%* | 118 *12%* | 64 *8%* | 73 *10%* | 102 *10%* | 77 *19%* | 191 *20%* | 140 *10%* | 44 *4%* | 12 *2%* | 34 *5%* | - - |
| Still in full time education | **114** **2%** | 42 *2%* | 71 *3%* | 87 *15%* | 16 *2%* | 7 *1%* | 4 *\** | - - | - - | 5 *1%* | 12 *1%* | 54 *4%* | 33 *3%* | 7 *1%* | 3 *\** | - - |
| Don't know | **49** **1%** | 37 *2%* | 12 *\** | 7 *1%* | 8 *1%* | 9 *1%* | 6 *1%* | 8 *1%* | 11 *1%* | 2 *1%* | 6 *1%* | 3 *\** | 15 *1%* | 9 *2%* | 13 *2%* | - - |
| Prefer not to answer | **122** **2%** | 60 *2%* | 62 *2%* | 24 *4%* | 13 *2%* | 32 *3%* | 18 *2%* | 13 *2%* | 22 *2%* | 2 *1%* | 9 *1%* | 35 *2%* | 34 *3%* | 22 *4%* | 20 *3%* | - - |

# The Leadership Factor
## 25th - 30th July 2011

Table 63

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

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Secondary school, high school, NVQ levels 1 to 3, etc. | **2515** **50%** | 188 43% | 124 55% | 300 51% | 231 52% | 244 53% | 207 53% | 135 51% | 249 53% | 256 41% | 348 54% | 234 51% | 717 48% | 533 52% | 418 44% | 223 49% | 1287 49% | 322 49% | 907 52% |
| University degree or equivalent professional qualification, NVQ level 4, etc. | **1702** **34%** | 162 37% | 76 34% | 199 34% | 151 34% | 154 33% | 127 33% | 76 28% | 159 34% | 237 38% | 206 32% | 157 34% | 578 39% | 316 31% | 388 40% | 151 33% | 949 36% | 211 32% | 543 31% |
| Higher university degree, doctorate, MBA, NVQ level 5, etc. | **498** **10%** | 51 12% | 18 8% | 53 9% | 37 8% | 42 9% | 35 9% | 35 13% | 37 8% | 82 13% | 58 9% | 49 11% | 140 9% | 113 11% | 116 12% | 53 12% | 246 9% | 78 12% | 173 10% |
| Still in full time education | **114** **2%** | 10 2% | 2 1% | 16 3% | 8 2% | 13 3% | 5 1% | 9 4% | 11 2% | 18 3% | 10 2% | 12 3% | 12 1% | 23 2% | 20 2% | 9 2% | 48 2% | 21 3% | 45 3% |
| Don't know | **49** **1%** | 4 1% | 1 1% | 4 1% | 5 1% | 4 1% | 4 1% | 4 1% | 7 1% | 8 1% | 8 1% | 1 * | 13 1% | 10 1% | 3 * | 5 1% | 23 1% | 10 1% | 16 1% |
| Prefer not to answer | **122** **2%** | 20 5% | 4 2% | 16 3% | 9 2% | 6 1% | 11 3% | 5 2% | 6 1% | 28 4% | 13 2% | 3 1% | 27 2% | 32 3% | 16 2% | 11 2% | 50 2% | 20 3% | 53 3% |

# The Leadership Factor
## 25th - 30th July 2011

Table 64

**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**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Yes - responsible for half or more of the items bought | **4289** *86%* | 1882 *77%* | 2407 *94%* | 376 *63%* | 725 *91%* | 882 *93%* | 761 *90%* | 675 *90%* | 869 *83%* | 316 *78%* | 774 *82%* | 1269 *88%* | 899 *86%* | 460 *88%* | 572 *92%* | - - |
| No - not responsible for most of the items bought | **711** *14%* | 568 *23%* | 143 *6%* | 223 *37%* | 74 *9%* | 67 *7%* | 89 *10%* | 75 *10%* | 182 *17%* | 88 *22%* | 173 *18%* | 181 *12%* | 151 *14%* | 65 *12%* | 52 *8%* | - - |

# The Leadership Factor
## 25th - 30th July 2011

Table 64

**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**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Yes - responsible for half or more of the items bought | **4289** **86%** | 389 89% | 195 86% | 500 85% | 385 87% | 396 86% | 345 89% | 225 85% | 384 82% | 537 85% | 543 85% | 389 85% | 1263 85% | 917 89% | 833 87% | 389 86% | 2204 85% | 557 84% | 1528 88% |
| No - not responsible for most of the items bought | **711** **14%** | 46 11% | 31 14% | 87 15% | 56 13% | 67 14% | 43 11% | 40 15% | 84 18% | 92 15% | 98 15% | 67 15% | 224 15% | 111 11% | 128 13% | 63 14% | 399 15% | 104 16% | 208 12% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 65

**How many cars are there in your household?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| 1 | **2050** | 992 | 1058 | 176 | 313 | 381 | 325 | 305 | 550 | 143 | 382 | 617 | 468 | 214 | 226 | - |
| | **41%** | 40% | 41% | 29% | 39% | 40% | 38% | 41% | 52% | 35% | 40% | 43% | 45% | 41% | 36% | - |
| 2 | **1450** | 736 | 714 | 148 | 223 | 270 | 235 | 252 | 321 | 174 | 357 | 416 | 325 | 117 | 62 | - |
| | **29%** | 30% | 28% | 25% | 28% | 28% | 28% | 34% | 31% | 43% | 38% | 29% | 31% | 22% | 10% | - |
| 3 | **349** | 199 | 150 | 66 | 49 | 49 | 74 | 61 | 50 | 41 | 86 | 81 | 91 | 33 | 18 | - |
| | **7%** | 8% | 6% | 11% | 6% | 5% | 9% | 8% | 5% | 10% | 9% | 6% | 9% | 6% | 3% | - |
| 4 | **79** | 46 | 33 | 27 | 12 | 3 | 17 | 15 | 5 | 6 | 15 | 18 | 24 | 10 | 5 | - |
| | **2%** | 2% | 1% | 5% | 1% | * | 2% | 2% | * | 2% | 2% | 1% | 2% | 2% | 1% | - |
| 5 | **17** | 4 | 12 | 4 | 2 | 2 | 4 | 2 | 2 | 1 | 2 | 7 | 5 | 1 | - | - |
| | * | * | * | 1% | * | * | 1% | * | * | * | * | * | * | * | - | - |
| 6 | **5** | 3 | 2 | 3 | 1 | - | - | - | 1 | - | 1 | - | - | 2 | 2 | - |
| | * | * | * | * | * | - | - | - | * | - | * | - | - | * | * | - |
| No cars in the household | **1050** | 469 | 581 | 174 | 200 | 244 | 195 | 116 | 121 | 39 | 103 | 311 | 137 | 148 | 312 | - |
| | **21%** | 19% | 23% | 29% | 25% | 26% | 23% | 15% | 12% | 10% | 11% | 21% | 13% | 28% | 50% | - |
| Mean | **1.29** | 1.34 | 1.23 | 1.37 | 1.21 | 1.15 | 1.30 | 1.41 | 1.31 | 1.59 | 1.51 | 1.24 | 1.44 | 1.15 | 0.70 | - |
| Standard Deviation | **0.96** | 0.96 | 0.95 | 1.22 | 0.97 | 0.89 | 1.01 | 0.93 | 0.78 | 0.87 | 0.90 | 0.93 | 0.94 | 1.02 | 0.87 | - |
| Standard Error | **0.014** | 0.020 | 0.018 | 0.058 | 0.034 | 0.028 | 0.034 | 0.033 | 0.024 | 0.037 | 0.025 | 0.026 | 0.036 | 0.044 | 0.036 | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 65

**How many cars are there in your household?**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| 1 | **2050** *41%* | 189 *44%* | 96 *43%* | 244 *42%* | 194 *44%* | 183 *39%* | 188 *48%* | 99 *37%* | 201 *43%* | 222 *35%* | 233 *36%* | 201 *44%* | 622 *42%* | 445 *43%* | 416 *43%* | 190 *42%* | 1067 *41%* | 257 *39%* | 726 *42%* |
| 2 | **1450** *29%* | 101 *23%* | 70 *31%* | 173 *30%* | 143 *32%* | 136 *29%* | 100 *26%* | 82 *31%* | 156 *33%* | 106 *17%* | 235 *37%* | 147 *32%* | 546 *37%* | 264 *26%* | 284 *29%* | 121 *27%* | 850 *33%* | 177 *27%* | 423 *24%* |
| 3 | **349** *7%* | 19 *4%* | 13 *6%* | 29 *5%* | 19 *4%* | 48 *10%* | 26 *7%* | 27 *10%* | 35 *7%* | 31 *5%* | 61 *10%* | 41 *9%* | 132 *9%* | 65 *6%* | 53 *5%* | 37 *8%* | 203 *8%* | 36 *5%* | 110 *6%* |
| 4 | **79** *2%* | 3 *1%* | 2 *1%* | 9 *1%* | 3 *1%* | 14 *3%* | 5 *1%* | 3 *1%* | 12 *2%* | 6 *1%* | 10 *2%* | 13 *3%* | 26 *2%* | 7 *1%* | 15 *2%* | 5 *1%* | 53 *2%* | 13 *2%* | 13 *1%* |
| 5 | **17** *\** | 2 *1%* | - | - | - | 1 *\** | 2 *\** | - | 4 *1%* | 1 *\** | 4 *1%* | 2 *\** | 11 *1%* | 1 *\** | 1 *\** | - | 11 *\** | 4 *1%* | 2 *\** |
| 6 | **5** *\** | - | - | 2 *\** | - | - | 1 *\** | - | 1 *\** | - | 1 *\** | - | 1 *\** | - | - | 1 *\** | 4 *\** | 1 *\** | - |
| No cars in the household | **1050** *21%* | 120 *28%* | 45 *20%* | 130 *22%* | 83 *19%* | 81 *17%* | 66 *17%* | 53 *20%* | 59 *13%* | 263 *42%* | 97 *15%* | 53 *12%* | 148 *10%* | 245 *24%* | 193 *20%* | 100 *22%* | 415 *16%* | 172 *26%* | 462 *27%* |
| Mean | **1.29** | 1.09 | 1.25 | 1.23 | 1.24 | 1.43 | 1.29 | 1.35 | 1.48 | 0.88 | 1.49 | 1.48 | 1.53 | 1.17 | 1.26 | 1.26 | 1.41 | 1.20 | 1.13 |
| Standard Deviation | **0.96** | 0.91 | 0.87 | 0.94 | 0.83 | 1.01 | 0.93 | 0.96 | 0.98 | 0.94 | 0.97 | 0.93 | 0.91 | 0.89 | 0.90 | 0.96 | 0.96 | 1.01 | 0.91 |
| Standard Error | **0.014** | 0.044 | 0.057 | 0.038 | 0.039 | 0.047 | 0.047 | 0.059 | 0.046 | 0.039 | 0.037 | 0.044 | 0.024 | 0.028 | 0.028 | 0.046 | 0.019 | 0.039 | 0.022 |

# The Leadership Factor
## 25th - 30th July 2011

Table 66

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

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| White | **4569** | 2255 | 2314 | 503 | 669 | 839 | 795 | 732 | 1031 | 373 | 862 | 1305 | 984 | 477 | 568 | - |
| | **91%** | 92% | 91% | 84% | 84% | 88% | 94% | 98% | 98% | 92% | 91% | 90% | 94% | 91% | 91% | - |
| Mixed | **71** | 30 | 40 | 13 | 25 | 19 | 6 | 2 | 6 | 2 | 13 | 25 | 8 | 7 | 16 | - |
| | **1%** | 1% | 2% | 2% | 3% | 2% | 1% | * | 1% | * | 1% | 2% | 1% | 1% | 3% | - |
| Asian | **142** | 80 | 63 | 32 | 63 | 34 | 9 | 1 | 2 | 13 | 33 | 44 | 26 | 19 | 8 | - |
| | **3%** | 3% | 2% | 5% | 8% | 4% | 1% | * | * | 3% | 3% | 3% | 2% | 4% | 1% | - |
| Black | **104** | 30 | 74 | 34 | 26 | 20 | 18 | 4 | 2 | 7 | 14 | 42 | 14 | 11 | 16 | - |
| | **2%** | 1% | 3% | 6% | 3% | 2% | 2% | 1% | * | 2% | 1% | 3% | 1% | 2% | 3% | - |
| Chinese | **16** | 8 | 8 | 6 | 5 | 3 | 2 | * | - | 1 | 5 | 7 | - | 2 | 1 | - |
| | **\*** | * | * | 1% | 1% | * | * | * | - | * | 1% | * | - | * | * | - |
| Other ethnic group | **15** | 4 | 11 | 4 | 2 | 3 | 4 | 2 | - | 1 | 5 | 4 | 2 | - | 3 | - |
| | **\*** | * | * | 1% | * | * | * | * | - | * | 1% | * | * | - | * | - |
| Prefer not to answer | **84** | 43 | 41 | 7 | 11 | 31 | 16 | 9 | 10 | 7 | 15 | 22 | 17 | 10 | 12 | - |
| | **2%** | 2% | 2% | 1% | 1% | 3% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 66

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

**Base : All respondents**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Region | | | | | | | | How voted in 2010 | | | Who would make best PM | | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| White | **4569** **91%** | 420 97% | 215 95% | 549 94% | 425 96% | 416 90% | 368 95% | 257 97% | 455 97% | 430 68% | 597 93% | 436 96% | 1432 96% | 890 87% | 902 94% | 427 94% | 2434 93% | 594 90% | 1541 89% |
| Mixed | **71** **1%** | 4 1% | 2 1% | 10 2% | 2 1% | 6 1% | 4 1% | 1 * | - - | 29 5% | 6 1% | 6 1% | 6 * | 16 2% | 16 2% | 5 1% | 32 1% | 14 2% | 24 1% |
| Asian | **142** **3%** | 1 * | 3 1% | 6 1% | 6 1% | 14 3% | 11 3% | 3 1% | 6 1% | 73 12% | 17 3% | 2 * | 27 2% | 49 5% | 19 2% | * * | 60 2% | 14 2% | 68 4% |
| Black | **104** **2%** | 1 * | 1 * | 8 1% | 2 * | 19 4% | 2 1% | 2 1% | 2 * | 59 9% | 6 1% | 1 * | 6 * | 47 5% | 11 1% | 1 * | 25 1% | 23 3% | 56 3% |
| Chinese | **16** * | 1 * | - - | 3 * | 1 * | 1 * | - - | 1 1% | - - | 5 1% | 3 * | 1 * | 1 * | 3 * | 2 * | - - | 9 * | 1 * | 6 * |
| Other ethnic group | **15** * | 1 * | - - | 3 * | - - | - - | 1 * | - - | - - | 7 1% | 2 * | 2 * | 4 * | 1 * | 2 * | - - | 5 * | 3 * | 7 * |
| Prefer not to answer | **84** **2%** | 5 1% | 5 2% | 9 2% | 5 1% | 6 1% | 3 1% | - - | 6 1% | 27 4% | 11 2% | 7 2% | 11 1% | 22 2% | 9 1% | 19 4% | 39 1% | 12 2% | 34 2% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 67

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

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Christian | **2788** | 1322 | 1466 | 221 | 362 | 465 | 495 | 497 | 749 | 225 | 526 | 812 | 615 | 279 | 330 | - |
| | **56%** | 54% | 57% | 37% | 45% | 49% | 58% | 66% | 71% | 56% | 56% | 56% | 59% | 53% | 53% | - |
| Muslim | **64** | 31 | 33 | 19 | 27 | 15 | 2 | - | 1 | 5 | 14 | 18 | 10 | 8 | 8 | |
| | **1%** | 1% | 1% | 3% | 3% | 2% | * | - | * | 1% | 2% | 1% | 1% | 2% | 1% | - |
| Hindu | **45** | 28 | 17 | 10 | 21 | 8 | 2 | 2 | 1 | 8 | 13 | 13 | 8 | 2 | 1 | - |
| | **1%** | 1% | 1% | 2% | 3% | 1% | * | * | * | 2% | 1% | 1% | 1% | * | * | - |
| Jewish | **32** | 21 | 11 | - | - | 4 | 4 | 5 | 19 | 8 | 10 | 9 | - | 2 | 3 | - |
| | **1%** | 1% | * | - | - | * | * | 1% | 2% | 2% | 1% | 1% | - | * | * | - |
| Sikh | **17** | 7 | 10 | 4 | 10 | 1 | 1 | - | - | - | 2 | 8 | 3 | 3 | 1 | |
| | * | * | * | 1% | 1% | * | * | - | - | - | * | 1% | * | 1% | * | - |
| Buddhist | **36** | 21 | 15 | 4 | 13 | 3 | 11 | 4 | 2 | 1 | 6 | 7 | 10 | 4 | 8 | - |
| | **1%** | 1% | 1% | 1% | 2% | * | 1% | * | * | * | 1% | * | 1% | 1% | 1% | - |
| Other | **127** | 53 | 75 | 22 | 18 | 27 | 26 | 21 | 13 | 7 | 17 | 33 | 30 | 11 | 29 | - |
| | **3%** | 2% | 3% | 4% | 2% | 3% | 3% | 3% | 1% | 2% | 2% | 2% | 3% | 2% | 5% | - |
| Prefer not to say | **112** | 56 | 56 | 18 | 18 | 30 | 23 | 9 | 15 | 8 | 21 | 32 | 22 | 11 | 17 | - |
| | **2%** | 2% | 2% | 3% | 2% | 3% | 3% | 1% | 1% | 2% | 2% | 2% | 2% | 2% | 3% | - |
| None | **1779** | 911 | 867 | 302 | 331 | 398 | 285 | 213 | 251 | 141 | 336 | 519 | 352 | 204 | 228 | - |
| | **36%** | 37% | 34% | 50% | 41% | 42% | 34% | 28% | 24% | 35% | 35% | 36% | 34% | 39% | 36% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 67

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

**Base : All respondents**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | **How voted in 2010** | | | | **Who would make best PM** | | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Christian | **2788** **56%** | 236 54% | 153 68% | 347 59% | 236 54% | 271 59% | 226 58% | 162 61% | 246 52% | 297 47% | 353 55% | 262 57% | 1016 68% | 573 56% | 498 52% | 229 51% | 1585 61% | 315 48% | 887 51% |
| Muslim | **64** **1%** | * * | 3 1% | 6 1% | 5 1% | 12 3% | 4 1% | - - | 3 1% | 26 4% | 4 1% | 2 * | 10 1% | 25 2% | 9 1% | - - | 17 1% | 9 1% | 38 2% |
| Hindu | **45** **1%** | 1 * | - - | 2 * | 2 1% | * * | 5 1% | 3 1% | 1 * | 20 3% | 9 1% | 1 * | 10 1% | 15 1% | 5 * | * * | 25 1% | 4 1% | 16 1% |
| Jewish | **32** **1%** | 1 * | - - | 6 1% | 1 * | - - | 1 * | * * | 1 * | 16 2% | 6 1% | 1 * | 15 1% | 6 1% | 6 1% | 2 * | 20 1% | 2 * | 10 1% |
| Sikh | **17** ***** | - - | - - | * * | - - | 3 1% | 4 1% | - - | - - | 8 1% | 1 * | - - | - - | 12 1% | - - | - - | 5 * | 3 * | 9 1% |
| Buddhist | **36** **1%** | - - | - - | * * | 3 1% | 2 * | 1 * | 2 1% | 5 1% | 13 2% | 4 1% | 6 1% | 4 * | 6 1% | 19 2% | 2 * | 9 * | 13 2% | 14 1% |
| Other | **127** **3%** | 7 2% | 9 4% | 19 3% | 10 2% | 9 2% | 9 2% | 1 * | 20 4% | 16 3% | 16 3% | 8 2% | 31 2% | 23 2% | 21 2% | 16 3% | 67 3% | 25 4% | 35 2% |
| Prefer not to say | **112** **2%** | 7 1% | 3 1% | 8 1% | 9 2% | 14 3% | 12 3% | 6 2% | 8 2% | 28 4% | 14 2% | 4 1% | 23 2% | 26 3% | 19 2% | 14 3% | 46 2% | 20 3% | 47 3% |
| None | **1779** **36%** | 182 42% | 59 26% | 199 34% | 176 40% | 151 33% | 127 33% | 90 34% | 186 40% | 201 32% | 234 37% | 173 38% | 377 25% | 342 33% | 384 40% | 190 42% | 829 32% | 270 41% | 680 39% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 68

**Which of the following best describes where you live?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Urban - Population over 10,000 | **1938** *39%* | 1047 *43%* | 891 *35%* | 265 *44%* | 372 *47%* | 411 *43%* | 315 *37%* | 238 *32%* | 337 *32%* | 147 *36%* | 391 *41%* | 619 *43%* | 348 *33%* | 195 *37%* | 238 *38%* | - - |
| Town and Fringe | **1927** *39%* | 869 *35%* | 1058 *41%* | 239 *40%* | 305 *38%* | 366 *39%* | 309 *36%* | 315 *42%* | 393 *37%* | 132 *33%* | 327 *35%* | 529 *37%* | 460 *44%* | 219 *42%* | 261 *42%* | - - |
| Village | **990** *20%* | 456 *19%* | 534 *21%* | 90 *15%* | 115 *14%* | 160 *17%* | 194 *23%* | 160 *21%* | 272 *26%* | 103 *26%* | 202 *21%* | 262 *18%* | 210 *20%* | 102 *19%* | 111 *18%* | - - |
| Hamlet & Isolated Dwelling | **145** *3%* | 77 *3%* | 68 *3%* | 6 *1%* | 7 *1%* | 12 *1%* | 33 *4%* | 37 *5%* | 50 *5%* | 21 *5%* | 27 *3%* | 40 *3%* | 32 *3%* | 10 *2%* | 15 *2%* | - - |

# The Leadership Factor
## 25th - 30th July 2011

Table 68

**Which of the following best describes where you live?**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Urban - Population over 10,000 | **1938** **39%** | 184 42% | 67 30% | 230 39% | 156 35% | 187 40% | 109 28% | 62 23% | 123 26% | 509 81% | 184 29% | 126 28% | 464 31% | 486 47% | 419 44% | 146 32% | 889 34% | 266 40% | 783 45% |
| Town and Fringe | **1927** **39%** | 139 32% | 111 49% | 259 44% | 182 41% | 180 39% | 161 41% | 108 41% | 177 38% | 109 17% | 300 47% | 201 44% | 581 39% | 377 37% | 342 36% | 165 36% | 1017 39% | 241 37% | 668 38% |
| Village | **990** **20%** | 88 20% | 42 19% | 90 15% | 101 23% | 82 18% | 106 27% | 69 26% | 150 32% | 11 2% | 146 23% | 106 23% | 375 25% | 150 15% | 179 19% | 117 26% | 597 23% | 138 21% | 255 15% |
| Hamlet & Isolated Dwelling | **145** **3%** | 23 5% | 6 2% | 9 2% | 3 1% | 12 3% | 12 3% | 27 10% | 18 4% | 1 * | 11 2% | 23 5% | 66 4% | 14 1% | 22 2% | 24 5% | 99 4% | 15 2% | 31 2% |

# The Leadership Factor
## 25th - 30th July 2011

Table 69

**Which of the following best describes your current working status?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Working full time - working 30 hours per week or more | 2200 *44%* | 1309 *53%* | 891 *35%* | 295 *49%* | 535 *67%* | 611 *64%* | 483 *57%* | 223 *30%* | 53 *5%* | 165 *41%* | 450 *48%* | 785 *54%* | 520 *49%* | 267 *51%* | 14 *2%* | - - |
| Working part time - working between 8 and 29 hours per week | 600 *12%* | 186 *8%* | 414 *16%* | 110 *18%* | 86 *11%* | 111 *12%* | 116 *14%* | 102 *14%* | 76 *7%* | 35 *9%* | 104 *11%* | 204 *14%* | 150 *14%* | 98 *19%* | 9 *1%* | - - |
| Not working but seeking work or temporarily unemployed or sick | 394 *8%* | 178 *7%* | 216 *8%* | 97 *16%* | 55 *7%* | 89 *9%* | 105 *12%* | 45 *6%* | 4 *\** | 12 *3%* | 24 *3%* | 57 *4%* | 51 *5%* | 44 *8%* | 205 *33%* | - - |
| Not working and not seeking work | 194 *4%* | 90 *4%* | 105 *4%* | 45 *8%* | 21 *3%* | 35 *4%* | 40 *5%* | 53 *7%* | - - | 5 *1%* | 14 *2%* | 41 *3%* | 19 *2%* | 10 *2%* | 105 *17%* | - - |
| Retired on a state pension only | 283 *6%* | 90 *4%* | 193 *8%* | - - | - - | 1 *\** | 2 *\** | 56 *7%* | 225 *21%* | 8 *2%* | 16 *2%* | 28 *2%* | 52 *5%* | 17 *3%* | 161 *26%* | - - |
| Retired with a private pension | 922 *18%* | 565 *23%* | 357 *14%* | - - | - - | 6 *1%* | 16 *2%* | 221 *29%* | 679 *65%* | 156 *39%* | 296 *31%* | 274 *19%* | 144 *14%* | 35 *7%* | 17 *3%* | - - |
| House person, housewife, househusband, etc. | 406 *8%* | 32 *1%* | 374 *15%* | 53 *9%* | 103 *13%* | 98 *10%* | 88 *10%* | 49 *7%* | 15 *1%* | 23 *6%* | 42 *4%* | 61 *4%* | 114 *11%* | 53 *10%* | 113 *18%* | - - |

# The Leadership Factor
## 25th - 30th July 2011

Table 69

**Which of the following best describes your current working status?**

**Base : All respondents**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Region | | | | | | | | How voted in 2010 | | | Who would make best PM | | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Working full time - working 30 hours per week or more | **2200** **44%** | 222 *51%* | 88 *39%* | 249 *42%* | 218 *49%* | 215 *46%* | 156 *40%* | 93 *35%* | 169 *36%* | 319 *51%* | 278 *43%* | 193 *42%* | 623 *42%* | 455 *44%* | 424 *44%* | 172 *38%* | 1146 *44%* | 302 *46%* | 753 *43%* |
| Working part time - working between 8 and 29 hours per week | **600** **12%** | 45 *10%* | 28 *13%* | 69 *12%* | 49 *11%* | 53 *11%* | 43 *11%* | 36 *14%* | 56 *12%* | 86 *14%* | 79 *12%* | 56 *12%* | 152 *10%* | 128 *12%* | 120 *12%* | 47 *10%* | 292 *11%* | 89 *14%* | 218 *13%* |
| Not working but seeking work or temporarily unemployed or sick | **394** **8%** | 26 *6%* | 23 *10%* | 42 *7%* | 31 *7%* | 40 *9%* | 30 *8%* | 38 *14%* | 27 *6%* | 72 *11%* | 35 *5%* | 31 *7%* | 51 *3%* | 81 *8%* | 79 *8%* | 43 *9%* | 135 *5%* | 79 *12%* | 180 *10%* |
| Not working and not seeking work | **194** **4%** | 11 *2%* | 5 *2%* | 32 *5%* | 12 *3%* | 18 *4%* | 16 *4%* | 11 *4%* | 25 *5%* | 18 *3%* | 26 *4%* | 20 *4%* | 35 *2%* | 46 *4%* | 38 *4%* | 23 *5%* | 86 *3%* | 23 *4%* | 85 *5%* |
| Retired on a state pension only | **283** **6%** | 21 *5%* | 15 *7%* | 36 *6%* | 24 *5%* | 20 *4%* | 36 *9%* | 14 *5%* | 32 *7%* | 20 *3%* | 41 *6%* | 25 *6%* | 113 *8%* | 59 *6%* | 45 *5%* | 40 *9%* | 163 *6%* | 32 *5%* | 88 *5%* |
| Retired with a private pension | **922** **18%** | 73 *17%* | 48 *21%* | 112 *19%* | 72 *16%* | 78 *17%* | 74 *19%* | 48 *18%* | 111 *24%* | 75 *12%* | 126 *20%* | 105 *23%* | 438 *29%* | 161 *16%* | 195 *20%* | 87 *19%* | 604 *23%* | 80 *12%* | 238 *14%* |
| House person, housewife, househusband, etc. | **406** **8%** | 36 *8%* | 19 *8%* | 48 *8%* | 36 *8%* | 38 *8%* | 32 *8%* | 25 *9%* | 49 *10%* | 40 *6%* | 57 *9%* | 27 *6%* | 76 *5%* | 99 *10%* | 59 *6%* | 41 *9%* | 178 *7%* | 55 *8%* | 174 *10%* |

# The Leadership Factor
## 25th - 30th July 2011

Table 70

**Which of the following best describes the employment status of the Chief Income Earner in your household?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Full-Time employment (more than 29 hours a week) | **2939** **59%** | 1444 59% | 1495 59% | 439 73% | 672 84% | 766 81% | 623 73% | 334 44% | 105 10% | 220 54% | 579 61% | 968 67% | 790 75% | 382 73% | - - | - - |
| Part-Time employment (less than 29 hours per week) | **399** **8%** | 169 7% | 231 9% | 47 8% | 42 5% | 66 7% | 72 8% | 90 12% | 83 8% | 16 4% | 54 6% | 149 10% | 84 8% | 96 18% | - | - |
| Retired / Widow / Widower | **1171** **23%** | 626 26% | 545 21% | 15 2% | 6 1% | 14 1% | 33 4% | 255 34% | 848 81% | 168 42% | 313 33% | 266 18% | 176 17% | 48 9% | 201 32% | - |
| Student | **66** **1%** | 31 1% | 35 1% | 48 8% | 13 2% | 4 * | 2 * | 1 * | - - | - - | - - | 66 5% | - - | - - | - - | - - |
| Not working / Sick / Disabled / Working less than 8 hours per week | **424** **8%** | 180 7% | 244 10% | 51 8% | 66 8% | 100 11% | 120 14% | 71 9% | 16 2% | - - | - - | - - | - - | - - | 424 68% | - - |

# The Leadership Factor
## 25th - 30th July 2011

Table 70

**Which of the following best describes the employment status of the Chief Income Earner in your household?**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Full-Time employment (more than 29 hours a week) | **2939** *59%* | 269 *62%* | 124 *55%* | 328 *56%* | 287 *65%* | 286 *62%* | 206 *53%* | 137 *52%* | 256 *55%* | 410 *65%* | 387 *60%* | 249 *55%* | 798 *54%* | 624 *61%* | 561 *58%* | 237 *52%* | 1508 *58%* | 408 *62%* | 1024 *59%* |
| Part-Time employment (less than 29 hours per week) | **399** *8%* | 32 *7%* | 14 *6%* | 41 *7%* | 26 *6%* | 32 *7%* | 38 *10%* | 31 *12%* | 35 *8%* | 53 *8%* | 46 *7%* | 50 *11%* | 108 *7%* | 92 *9%* | 74 *8%* | 39 *9%* | 200 *8%* | 52 *8%* | 147 *8%* |
| Retired / Widow / Widower | **1171** *23%* | 97 *22%* | 63 *28%* | 146 *25%* | 89 *20%* | 111 *24%* | 103 *26%* | 55 *21%* | 133 *28%* | 87 *14%* | 163 *25%* | 124 *27%* | 532 *36%* | 203 *20%* | 230 *24%* | 125 *28%* | 742 *28%* | 112 *17%* | 317 *18%* |
| Student | **66** *1%* | 10 *2%* | 2 *1%* | 12 *2%* | 6 *1%* | 1 *** | 4 *1%* | 12 *5%* | 2 *** | 11 *2%* | 2 *** | 6 *1%* | 1 *** | 17 *2%* | 16 *2%* | 1 *** | 23 *1%* | 14 *2%* | 30 *2%* |
| Not working / Sick / Disabled / Working less than 8 hours per week | **424** *8%* | 27 *6%* | 22 *10%* | 60 *10%* | 33 *8%* | 32 *7%* | 38 *10%* | 30 *11%* | 42 *9%* | 69 *11%* | 43 *7%* | 28 *6%* | 47 *3%* | 92 *9%* | 80 *8%* | 51 *11%* | 130 *5%* | 75 *11%* | 219 *13%* |

# The Leadership Factor
## 25th - 30th July 2011

Table 71

**Does the Chief Income Earner have a private pension / allowance?**

**Base : All retired/ widowed**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **1257** | 673 | 584 | 11 | 9 | 15 | 42 | 287 | 893 | 229 | 431 | 245 | 111 | 48 | 189 | 4 |
| Weighted Base | **1171** | 626 | 545 | 15 | 6 | 14 | 33 | 255 | 848 | 168 | 313 | 266 | 176 | 48 | 201 | - |
| Yes | **970** | 552 | 418 | 6 | 4 | 6 | 24 | 221 | 709 | 168 | 313 | 266 | 176 | 48 | - | - |
| | **83%** | 88% | 77% | 42% | 65% | 43% | 71% | 87% | 84% | 100% | 100% | 100% | 100% | 100% | - | - |
| No | **201** | 74 | 126 | 9 | 2 | 8 | 10 | 34 | 138 | - | - | - | - | - | 201 | - |
| | **17%** | 12% | 23% | 58% | 35% | 57% | 29% | 13% | 16% | - | - | - | - | - | 100% | - |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 71

**Does the Chief Income Earner have a private pension / allowance?**

**Base : All retired/ widowed**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | 1257 | 111 | 65 | 158 | 92 | 126 | 102 | 63 | 136 | 85 | 184 | 135 | 566 | 217 | 265 | 128 | 797 | 121 | 339 |
| Weighted Base | 1171 | 97 | 63 | 146 | 89 | 111 | 103 | 55 | 133 | 87 | 163 | 124 | 532 | 203 | 230 | 125 | 742 | 112 | 317 |
| Yes | 970 83% | 75 78% | 53 84% | 110 76% | 78 88% | 94 85% | 82 80% | 47 85% | 115 86% | 74 85% | 134 83% | 107 86% | 463 87% | 161 79% | 206 89% | 89 71% | 639 86% | 82 73% | 250 79% |
| No | 201 17% | 22 22% | 10 16% | 36 24% | 11 12% | 17 15% | 20 20% | 8 15% | 18 14% | 13 15% | 28 17% | 17 14% | 69 13% | 42 21% | 24 11% | 36 29% | 103 14% | 30 27% | 67 21% |

# The Leadership Factor
## 25th - 30th July 2011

Table 72

**Do you work in any of the following occupations?**

**Base : All working**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | 2726 | 1327 | 1399 | 288 | 614 | 764 | 604 | 324 | 132 | 264 | 774 | 898 | 410 | 353 | 23 | 4 |
| Weighted Base | 2800 | 1495 | 1305 | 404 | 621 | 721 | 599 | 326 | 129 | 200 | 554 | 989 | 669 | 365 | 23 | - |
| Central government including all administrative departments and central government agencies such as the Bank of England | 78 _3%_ | 52 _3%_ | 27 _2%_ | 6 _1%_ | 17 _3%_ | 25 _3%_ | 17 _3%_ | 14 _4%_ | - - | 6 _3%_ | 25 _4%_ | 42 _4%_ | 3 _*_ | 3 _1%_ | - - | - - |
| HM Forces | 12 _*_ | 8 _1%_ | 4 _*_ | 3 _1%_ | 2 _*_ | 4 _1%_ | 1 _*_ | 1 _*_ | - - | 1 _1%_ | 3 _*_ | 3 _*_ | 5 _1%_ | - - | - - | - - |
| National Health Service | 166 _6%_ | 57 _4%_ | 109 _8%_ | 24 _6%_ | 34 _5%_ | 52 _7%_ | 40 _7%_ | 13 _4%_ | 3 _2%_ | 14 _7%_ | 27 _5%_ | 60 _6%_ | 43 _6%_ | 22 _6%_ | 2 _7%_ | - - |
| Universities and Academies funded by government | 70 _3%_ | 31 _2%_ | 39 _3%_ | 6 _2%_ | 17 _3%_ | 19 _3%_ | 14 _2%_ | 10 _3%_ | 3 _3%_ | 4 _2%_ | 17 _3%_ | 31 _3%_ | 12 _2%_ | 5 _1%_ | 1 _3%_ | - - |
| Courts service | 11 _*_ | 5 _*_ | 5 _*_ | 4 _1%_ | 4 _1%_ | - - | - - | 2 _1%_ | 1 _1%_ | 4 _2%_ | 2 _*_ | 2 _*_ | 3 _1%_ | - - | - - | - - |
| Local government administration | 99 _4%_ | 43 _3%_ | 56 _4%_ | 5 _1%_ | 30 _5%_ | 27 _4%_ | 24 _4%_ | 9 _3%_ | 5 _4%_ | 7 _4%_ | 14 _3%_ | 60 _6%_ | 8 _1%_ | 6 _2%_ | 3 _14%_ | - - |
| Police service | 39 _1%_ | 24 _2%_ | 15 _1%_ | 3 _1%_ | 13 _2%_ | 9 _1%_ | 12 _2%_ | 1 _*_ | - - | 1 _*_ | 2 _*_ | 27 _3%_ | 7 _1%_ | 1 _*_ | 1 _5%_ | - - |
| Public sector housing | 24 _1%_ | 12 _1%_ | 12 _1%_ | 2 _1%_ | 8 _1%_ | 2 _*_ | 8 _1%_ | 4 _1%_ | - - | 4 _2%_ | 4 _1%_ | 5 _1%_ | 4 _1%_ | 7 _2%_ | - - | - - |
| Teaching employed by local education authority including voluntary aided schools and foundation schools | 108 _4%_ | 28 _2%_ | 80 _6%_ | 8 _2%_ | 19 _3%_ | 29 _4%_ | 32 _5%_ | 15 _5%_ | 5 _4%_ | 7 _4%_ | 62 _11%_ | 25 _2%_ | 10 _2%_ | 3 _1%_ | - - | - - |
| Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency | 30 _1%_ | 27 _2%_ | 3 _*_ | 4 _1%_ | 5 _1%_ | 10 _1%_ | 8 _1%_ | 3 _1%_ | - - | 3 _1%_ | - - | 6 _1%_ | 9 _1%_ | 13 _3%_ | - - | - - |
| Bradford and Bingley or Northern Rock Building societies | 3 _*_ | - - | 3 _*_ | - - | 3 _1%_ | - - | - - | - - | - - | - - | - - | 3 _*_ | - - | - - | - - | - - |
| Other public sector occupation (please specify as much detail as possible) | 160 _6%_ | 78 _5%_ | 82 _6%_ | 30 _7%_ | 33 _5%_ | 34 _5%_ | 40 _7%_ | 19 _6%_ | 4 _3%_ | 10 _5%_ | 25 _4%_ | 56 _6%_ | 37 _6%_ | 31 _8%_ | 1 _4%_ | - - |
| None of the above | 2000 _71%_ | 1130 _76%_ | 870 _67%_ | 308 _76%_ | 436 _70%_ | 511 _71%_ | 404 _67%_ | 233 _71%_ | 108 _84%_ | 139 _70%_ | 373 _67%_ | 670 _68%_ | 527 _79%_ | 275 _75%_ | 15 _67%_ | - - |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 72

**Do you work in any of the following occupations?**

**Base : All working**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | 2726 | 253 | 117 | 318 | 260 | 261 | 197 | 127 | 214 | 373 | 369 | 237 | 749 | 577 | 557 | 208 | 1390 | 377 | 959 |
| Weighted Base | 2800 | 267 | 116 | 318 | 266 | 268 | 199 | 130 | 226 | 405 | 356 | 249 | 774 | 583 | 544 | 219 | 1438 | 391 | 971 |
| Central government including all administrative departments and central government agencies such as the Bank of England | 78 / 3% | 16 / 6% | 11 / 10% | 11 / 4% | 5 / 2% | 5 / 2% | 7 / 3% | 3 / 3% | 5 / 2% | 7 / 2% | 5 / 1% | 4 / 1% | 15 / 2% | 26 / 4% | 15 / 3% | 5 / 2% | 31 / 2% | 10 / 3% | 37 / 4% |
| HM Forces | 12 / * | 3 / 1% | - / - | - / - | - / - | 1 / * | 1 / 1% | - / - | - / - | 2 / * | 1 / * | 4 / 2% | 7 / 1% | 2 / * | 2 / * | 1 / 1% | 7 / * | 2 / 1% | 2 / * |
| National Health Service | 166 / 6% | 13 / 5% | 11 / 10% | 21 / 7% | 14 / 5% | 18 / 7% | 17 / 8% | 9 / 7% | 12 / 5% | 23 / 6% | 24 / 7% | 5 / 2% | 39 / 5% | 34 / 6% | 35 / 6% | 18 / 8% | 74 / 5% | 25 / 6% | 67 / 7% |
| Universities and Academies funded by government | 70 / 3% | 9 / 4% | 3 / 3% | 9 / 3% | 2 / 1% | 6 / 2% | 3 / 1% | 4 / 3% | 5 / 2% | 6 / 1% | 6 / 2% | 16 / 7% | 11 / 1% | 16 / 3% | 17 / 3% | 7 / 3% | 23 / 2% | 15 / 4% | 32 / 3% |
| Courts service | 11 / * | - / - | 1 / 1% | 1 / * | 2 / 1% | - / - | 1 / * | 1 / 1% | - / - | 5 / 1% | - / - | 1 / * | 3 / * | 6 / 1% | 2 / * | - / - | 4 / * | 4 / 1% | 3 / * |
| Local government administration | 99 / 4% | 12 / 4% | 5 / 4% | 16 / 5% | 8 / 3% | 11 / 4% | 9 / 4% | 8 / 6% | 4 / 2% | 11 / 3% | 10 / 3% | 6 / 2% | 23 / 3% | 33 / 6% | 27 / 5% | 4 / 2% | 32 / 2% | 13 / 3% | 54 / 6% |
| Police service | 39 / 1% | 1 / * | 2 / 1% | 1 / * | 7 / 3% | 4 / 1% | 5 / 2% | 5 / 4% | 4 / 2% | 2 / 1% | 7 / 2% | 1 / 1% | 17 / 2% | 2 / * | - / - | 6 / 3% | 27 / 2% | 2 / * | 11 / 1% |
| Public sector housing | 24 / 1% | 2 / 1% | - / - | 3 / 1% | 2 / 1% | 1 / * | 1 / 1% | 2 / 2% | 1 / * | 8 / 2% | 2 / 1% | 2 / 1% | 7 / 1% | 8 / 1% | 6 / 1% | - / - | 10 / 1% | 3 / 1% | 10 / 1% |
| Teaching employed by local education authority including voluntary aided schools and foundation schools | 108 / 4% | 3 / 1% | 4 / 3% | 13 / 4% | 9 / 3% | 16 / 6% | 6 / 3% | 6 / 5% | 6 / 3% | 20 / 5% | 11 / 3% | 15 / 6% | 34 / 4% | 36 / 6% | 23 / 4% | 4 / 2% | 48 / 3% | 21 / 5% | 38 / 4% |
| Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency | 30 / 1% | 8 / 3% | 3 / 2% | 4 / 1% | - / - | 5 / 2% | 1 / * | 3 / 2% | 3 / 1% | 2 / * | 2 / 1% | 1 / * | 5 / 1% | 13 / 2% | 2 / * | 3 / 1% | 11 / 1% | 5 / 1% | 14 / 1% |
| Bradford and Bingley or Northern Rock Building societies | 3 / * | - / - | 3 / 3% | - / - | - / - | - / - | - / - | - / - | - / - | - / - | - / - | - / - | 1 / * | 3 / * | - / - | - / - | 1 / * | - / - | 3 / * |
| Other public sector occupation (please specify as much detail as possible) | 160 / 6% | 17 / 6% | 7 / 6% | 15 / 5% | 20 / 7% | 16 / 6% | 12 / 6% | 11 / 9% | 14 / 6% | 13 / 3% | 27 / 8% | 7 / 3% | 27 / 3% | 38 / 7% | 40 / 7% | 10 / 5% | 76 / 5% | 32 / 8% | 51 / 5% |
| None of the above | 2000 / 71% | 183 / 69% | 66 / 57% | 224 / 70% | 198 / 74% | 186 / 69% | 138 / 69% | 77 / 59% | 172 / 76% | 306 / 76% | 261 / 73% | 188 / 76% | 586 / 76% | 366 / 63% | 374 / 69% | 160 / 73% | 1093 / 76% | 257 / 66% | 650 / 67% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 73

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

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| No children aged 18 or under | **3523** **70%** | 1807 74% | 1716 67% | 451 75% | 429 54% | 419 44% | 505 59% | 686 91% | 1032 98% | 298 74% | 694 73% | 1042 72% | 708 67% | 344 66% | 436 70% | - - |
| Yes - children aged under 5 years old | **605** **12%** | 224 9% | 380 15% | 100 17% | 264 33% | 207 22% | 25 3% | 2 * | 6 1% | 43 11% | 109 11% | 173 12% | 148 14% | 57 11% | 75 12% | - - |
| Yes - children aged 5 to 10 years old | **547** **11%** | 240 10% | 307 12% | 42 7% | 162 20% | 253 27% | 79 9% | 7 1% | 3 * | 42 10% | 88 9% | 146 10% | 131 12% | 78 15% | 63 10% | - - |
| Yes - children aged 11 to 15 years old | **489** **10%** | 244 10% | 245 10% | 16 3% | 57 7% | 219 23% | 167 20% | 29 4% | 1 * | 40 10% | 79 8% | 123 8% | 113 11% | 65 12% | 69 11% | - - |
| Yes - children aged 16 to 18 years old | **337** **7%** | 160 7% | 177 7% | 17 3% | 9 1% | 108 11% | 167 20% | 32 4% | 4 * | 22 5% | 58 6% | 87 6% | 73 7% | 46 9% | 51 8% | - - |
| Prefer not to answer | **42** **1%** | 25 1% | 16 1% | 10 2% | 8 1% | 8 1% | 5 1% | 5 1% | 5 1% | 2 * | 6 1% | 15 1% | 6 1% | 6 1% | 6 1% | - - |

# The Leadership Factor
## 25th - 30th July 2011

Table 73

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

**Base : All respondents**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Region | | | | | | | | How voted in 2010 | | | Who would make best PM | | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| No children aged 18 or under | **3523** **70%** | 298 68% | 152 67% | 419 71% | 307 70% | 322 70% | 272 70% | 175 66% | 343 73% | 426 68% | 462 72% | 346 76% | 1132 76% | 651 63% | 720 75% | 342 76% | 1910 73% | 466 71% | 1146 66% |
| Yes - children aged under 5 years old | **605** **12%** | 56 13% | 34 15% | 59 10% | 55 13% | 67 15% | 49 13% | 22 8% | 42 9% | 103 16% | 82 13% | 34 8% | 120 8% | 168 16% | 91 9% | 35 8% | 276 11% | 91 14% | 238 14% |
| Yes - children aged 5 to 10 years old | **547** **11%** | 56 13% | 28 13% | 59 10% | 57 13% | 58 13% | 38 10% | 39 15% | 43 9% | 78 12% | 56 9% | 35 8% | 125 8% | 147 14% | 97 10% | 41 9% | 253 10% | 61 9% | 232 13% |
| Yes - children aged 11 to 15 years old | **489** **10%** | 50 12% | 33 15% | 61 10% | 44 10% | 51 11% | 36 9% | 25 9% | 41 9% | 50 8% | 53 8% | 45 10% | 128 9% | 126 12% | 80 8% | 38 8% | 229 9% | 58 9% | 202 12% |
| Yes - children aged 16 to 18 years old | **337** **7%** | 23 5% | 16 7% | 46 8% | 25 6% | 16 4% | 25 6% | 31 12% | 35 7% | 43 7% | 42 7% | 35 8% | 92 6% | 86 8% | 59 6% | 26 6% | 167 6% | 30 4% | 141 8% |
| Prefer not to answer | **42** **1%** | 4 1% | - - | 4 1% | 6 1% | 2 * | 4 1% | - - | * * | 11 2% | 5 1% | 5 1% | 6 * | 10 1% | 9 1% | 9 2% | 20 1% | 7 1% | 14 1% |

# The Leadership Factor
## 25th - 30th July 2011

Table 74

Are you....?

Base : All respondents

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Male | **2450** | 2450 | - | 278 | 315 | 482 | 427 | 370 | 576 | 250 | 538 | 649 | 515 | 244 | 254 | - |
| | *49%* | *100%* | *-* | *46%* | *39%* | *51%* | *50%* | *49%* | *55%* | *62%* | *57%* | *45%* | *49%* | *46%* | *41%* | *-* |
| Female | **2550** | - | 2550 | 322 | 484 | 467 | 422 | 380 | 475 | 154 | 409 | 801 | 535 | 281 | 371 | - |
| | *51%* | *-* | *100%* | *54%* | *61%* | *49%* | *50%* | *51%* | *45%* | *38%* | *43%* | *55%* | *51%* | *54%* | *59%* | *-* |

# The Leadership Factor
## 25th - 30th July 2011

Table 74

**Are you....?**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Male | 2450 49% | 209 48% | 115 51% | 274 47% | 219 50% | 228 49% | 192 49% | 134 51% | 244 52% | 337 54% | 278 43% | 219 48% | 819 55% | 488 48% | 466 48% | 243 54% | 1341 52% | 297 45% | 811 47% |
| Female | 2550 51% | 226 52% | 111 49% | 313 53% | 222 50% | 234 51% | 197 51% | 131 49% | 225 48% | 292 46% | 363 57% | 237 52% | 668 45% | 539 52% | 496 52% | 210 46% | 1262 48% | 364 55% | 925 53% |

# The Leadership Factor
## 25th - 30th July 2011

Table 75

**Which of the following ITV regions do you live in?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Anglia | 548 | 262 | 285 | 73 | 85 | 97 | 95 | 78 | 120 | 37 | 109 | 149 | 130 | 56 | 67 | - |
| | 11% | 11% | 11% | 12% | 11% | 10% | 11% | 10% | 11% | 9% | 11% | 10% | 12% | 11% | 11% | - |
| Border | 49 | 24 | 26 | 3 | 5 | 12 | 7 | 11 | 12 | 4 | 7 | 22 | 3 | 6 | 8 | - |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | - |
| Central | 750 | 372 | 377 | 91 | 120 | 141 | 136 | 106 | 155 | 64 | 162 | 193 | 148 | 89 | 94 | - |
| | 15% | 15% | 15% | 15% | 15% | 15% | 16% | 14% | 15% | 16% | 17% | 13% | 14% | 17% | 15% | - |
| Granada | 565 | 264 | 301 | 75 | 84 | 101 | 87 | 91 | 128 | 47 | 90 | 160 | 113 | 64 | 92 | - |
| | 11% | 11% | 12% | 12% | 10% | 11% | 10% | 12% | 12% | 12% | 9% | 11% | 11% | 12% | 15% | - |
| London | 841 | 427 | 414 | 99 | 171 | 176 | 131 | 99 | 165 | 83 | 180 | 271 | 134 | 75 | 98 | - |
| | 17% | 17% | 16% | 16% | 21% | 18% | 15% | 13% | 16% | 21% | 19% | 19% | 13% | 14% | 16% | - |
| Meridian | 458 | 225 | 233 | 42 | 62 | 73 | 81 | 87 | 113 | 38 | 106 | 115 | 89 | 51 | 58 | - |
| | 9% | 9% | 9% | 7% | 8% | 8% | 9% | 12% | 11% | 10% | 11% | 8% | 9% | 10% | 9% | - |
| TyneTees | 226 | 120 | 107 | 22 | 41 | 44 | 35 | 32 | 54 | 22 | 40 | 70 | 46 | 16 | 32 | - |
| | 5% | 5% | 4% | 4% | 5% | 5% | 4% | 4% | 5% | 5% | 4% | 5% | 4% | 3% | 5% | - |
| Wales | 253 | 126 | 127 | 32 | 36 | 52 | 43 | 33 | 57 | 12 | 41 | 66 | 72 | 24 | 37 | - |
| | 5% | 5% | 5% | 5% | 4% | 5% | 5% | 4% | 5% | 3% | 4% | 5% | 7% | 5% | 6% | - |
| West | 173 | 81 | 92 | 21 | 26 | 31 | 27 | 31 | 38 | 17 | 32 | 48 | 42 | 16 | 17 | - |
| | 3% | 3% | 4% | 3% | 3% | 3% | 3% | 4% | 4% | 4% | 3% | 3% | 4% | 3% | 3% | - |
| Westcountry | 246 | 113 | 133 | 24 | 25 | 41 | 50 | 54 | 51 | 18 | 40 | 63 | 67 | 31 | 25 | - |
| | 5% | 5% | 5% | 4% | 3% | 4% | 6% | 7% | 5% | 5% | 4% | 4% | 6% | 6% | 4% | - |
| Yorkshire | 484 | 237 | 247 | 57 | 85 | 104 | 82 | 72 | 85 | 30 | 75 | 152 | 118 | 57 | 52 | - |
| | 10% | 10% | 10% | 10% | 11% | 11% | 10% | 10% | 8% | 7% | 8% | 10% | 11% | 11% | 8% | - |
| STV | 407 | 198 | 209 | 61 | 59 | 80 | 77 | 56 | 74 | 32 | 64 | 141 | 87 | 39 | 45 | - |
| | 8% | 8% | 8% | 10% | 7% | 8% | 9% | 7% | 7% | 8% | 7% | 10% | 8% | 7% | 7% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 75

**Which of the following ITV regions do you live in?**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Anglia | **548** **11%** | 1 * | - - | 4 1% | 3 1% | 1 * | 66 17% | - - | 423 90% | 1 * | 48 7% | 2 * | 181 12% | 90 9% | 118 12% | 40 9% | 300 12% | 73 11% | 174 10% |
| Border | **49** **1%** | 23 5% | - - | 26 4% | - - | - - | 1 * | - - | - - | - - | - - | - - | 16 1% | 10 1% | 7 1% | 6 1% | 28 1% | 4 1% | 17 1% |
| Central | **750** **15%** | 6 1% | - - | 3 * | 1 * | 435 94% | 265 68% | 2 1% | 2 1% | 2 * | 24 4% | 10 2% | 266 18% | 164 16% | 123 13% | 34 7% | 397 15% | 86 13% | 267 15% |
| Granada | **565** **11%** | - - | 5 2% | 540 92% | 3 1% | 2 * | 4 1% | 7 3% | - - | 1 * | 2 * | - - | 150 10% | 140 14% | 99 10% | 40 9% | 271 10% | 69 10% | 225 13% |
| London | **841** **17%** | - - | - - | - - | - - | 1 * | 3 1% | - - | 37 8% | 625 99% | 172 27% | 2 * | 253 17% | 167 16% | 176 18% | 47 10% | 437 17% | 113 17% | 291 17% |
| Meridian | **458** **9%** | - - | - - | - - | - - | 1 * | 2 * | - - | - - | 1 * | 391 61% | 63 14% | 167 11% | 70 7% | 98 10% | 47 10% | 268 10% | 57 9% | 134 8% |
| TyneTees | **226** **5%** | 2 * | 214 95% | - - | 11 3% | - - | - - | - - | - - | - - | - - | - - | 44 3% | 76 7% | 53 6% | 18 4% | 100 4% | 36 5% | 91 5% |
| Wales | **253** **5%** | - - | - - | 2 * | - - | - - | - - | 251 95% | - - | - - | - - | - - | 60 4% | 69 7% | 35 4% | 36 8% | 118 5% | 38 6% | 96 6% |
| West | **173** **3%** | 2 * | - - | 9 1% | - - | 21 4% | - - | 5 2% | - - | - - | - - | 136 30% | 55 4% | 34 3% | 43 4% | 9 2% | 91 4% | 30 5% | 51 3% |
| Westcountry | **246** **5%** | - - | - - | 1 * | - - | 1 * | - - | - - | - - | - - | 1 * | 243 53% | 77 5% | 38 4% | 62 6% | 20 4% | 129 5% | 35 5% | 82 5% |
| Yorkshire | **484** **10%** | - - | 7 3% | * * | 423 96% | - - | 48 12% | - - | 6 1% | - - | - - | - - | 143 10% | 96 9% | 109 11% | 36 8% | 248 10% | 76 12% | 160 9% |
| STV | **407** **8%** | 400 92% | - - | 2 * | - - | - - | - - | - - | - - | - - | 4 1% | 1 * | 73 5% | 74 7% | 40 4% | 121 27% | 215 8% | 43 6% | 149 9% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 76

**Which one of these regions do you live in?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Scotland | **435** | 209 | 226 | 65 | 59 | 92 | 81 | 59 | 78 | 32 | 68 | 153 | 88 | 46 | 48 | - |
| | **9%** | 9% | 9% | 11% | 7% | 10% | 10% | 8% | 7% | 8% | 7% | 11% | 8% | 9% | 8% | - |
| North East | **226** | 115 | 111 | 24 | 44 | 41 | 35 | 33 | 49 | 20 | 39 | 72 | 47 | 16 | 33 | - |
| | **5%** | 5% | 4% | 4% | 6% | 4% | 4% | 4% | 5% | 5% | 4% | 5% | 4% | 3% | 5% | - |
| North West | **587** | 274 | 313 | 68 | 96 | 109 | 87 | 96 | 131 | 50 | 94 | 167 | 114 | 67 | 96 | - |
| | **12%** | 11% | 12% | 11% | 12% | 11% | 10% | 13% | 12% | 12% | 10% | 11% | 11% | 13% | 15% | - |
| Yorkshire & Humberside | **441** | 219 | 222 | 53 | 80 | 97 | 75 | 63 | 73 | 32 | 70 | 136 | 108 | 50 | 44 | - |
| | **9%** | 9% | 9% | 9% | 10% | 10% | 9% | 8% | 7% | 8% | 7% | 9% | 10% | 10% | 7% | - |
| West Midlands | **462** | 228 | 234 | 72 | 71 | 95 | 76 | 63 | 85 | 40 | 105 | 110 | 98 | 60 | 49 | - |
| | **9%** | 9% | 9% | 12% | 9% | 10% | 9% | 8% | 8% | 10% | 11% | 8% | 9% | 11% | 8% | - |
| East Midlands | **388** | 192 | 197 | 46 | 65 | 58 | 68 | 57 | 94 | 26 | 64 | 113 | 83 | 43 | 59 | - |
| | **8%** | 8% | 8% | 8% | 8% | 6% | 8% | 8% | 9% | 6% | 7% | 8% | 8% | 8% | 9% | - |
| Wales | **265** | 134 | 131 | 32 | 34 | 56 | 45 | 35 | 62 | 12 | 42 | 71 | 76 | 26 | 38 | - |
| | **5%** | 5% | 5% | 5% | 4% | 6% | 5% | 5% | 6% | 3% | 4% | 5% | 7% | 5% | 6% | - |
| Eastern | **469** | 244 | 225 | 52 | 59 | 82 | 92 | 64 | 120 | 38 | 105 | 126 | 101 | 38 | 60 | - |
| | **9%** | 10% | 9% | 9% | 7% | 9% | 11% | 9% | 11% | 9% | 11% | 9% | 10% | 7% | 10% | - |
| London | **629** | 337 | 292 | 88 | 136 | 147 | 100 | 63 | 97 | 56 | 138 | 206 | 97 | 49 | 82 | - |
| | **13%** | 14% | 11% | 15% | 17% | 15% | 12% | 8% | 9% | 14% | 15% | 14% | 9% | 9% | 13% | - |
| South East | **642** | 278 | 363 | 56 | 109 | 103 | 99 | 122 | 152 | 54 | 132 | 175 | 131 | 78 | 72 | - |
| | **13%** | 11% | 14% | 9% | 14% | 11% | 12% | 16% | 14% | 13% | 14% | 12% | 12% | 15% | 11% | - |
| South West | **456** | 219 | 237 | 45 | 46 | 69 | 91 | 96 | 109 | 44 | 88 | 119 | 108 | 51 | 45 | - |
| | **9%** | 9% | 9% | 7% | 6% | 7% | 11% | 13% | 10% | 11% | 9% | 8% | 10% | 10% | 7% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 76

**Which one of these regions do you live in?**

**Base : All respondents**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | **Region** | | | | | | | | **How voted in 2010** | | | **Who would make best PM** | | |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Scotland | **435** | 435 | - | - | - | - | - | - | - | - | - | - | 80 | 85 | 41 | 124 | 228 | 47 | 159 |
| | **9%** | 100% | - | - | - | - | - | - | - | - | - | - | 5% | 8% | 4% | 27% | 9% | 7% | 9% |
| North East | **226** | - | 226 | - | - | - | - | - | - | - | - | - | 42 | 80 | 49 | 17 | 96 | 37 | 93 |
| | **5%** | - | 100% | - | - | - | - | - | - | - | - | - | 3% | 8% | 5% | 4% | 4% | 6% | 5% |
| North West | **587** | - | - | 587 | - | - | - | - | - | - | - | - | 159 | 141 | 101 | 42 | 282 | 74 | 232 |
| | **12%** | - | - | 100% | - | - | - | - | - | - | - | - | 11% | 14% | 10% | 9% | 11% | 11% | 13% |
| Yorkshire & Humberside | **441** | - | - | - | 441 | - | - | - | - | - | - | - | 119 | 91 | 104 | 29 | 222 | 68 | 151 |
| | **9%** | - | - | - | 100% | - | - | - | - | - | - | - | 8% | 9% | 11% | 6% | 9% | 10% | 9% |
| West Midlands | **462** | - | - | - | - | 462 | - | - | - | - | - | - | 149 | 108 | 74 | 20 | 227 | 55 | 181 |
| | **9%** | - | - | - | - | 100% | - | - | - | - | - | - | 10% | 10% | 8% | 4% | 9% | 8% | 10% |
| East Midlands | **388** | - | - | - | - | - | 388 | - | - | - | - | - | 149 | 76 | 68 | 20 | 225 | 46 | 118 |
| | **8%** | - | - | - | - | - | 100% | - | - | - | - | - | 10% | 7% | 7% | 4% | 9% | 7% | 7% |
| Wales | **265** | - | - | - | - | - | - | 265 | - | - | - | - | 65 | 69 | 35 | 37 | 129 | 39 | 97 |
| | **5%** | - | - | - | - | - | - | 100% | - | - | - | - | 4% | 7% | 4% | 8% | 5% | 6% | 6% |
| Eastern | **469** | - | - | - | - | - | - | - | 469 | - | - | - | 170 | 71 | 103 | 38 | 263 | 62 | 143 |
| | **9%** | - | - | - | - | - | - | - | 100% | - | - | - | 11% | 7% | 11% | 8% | 10% | 9% | 8% |
| London | **629** | - | - | - | - | - | - | - | - | 629 | - | - | 165 | 144 | 126 | 35 | 307 | 90 | 232 |
| | **13%** | - | - | - | - | - | - | - | - | 100% | - | - | 11% | 14% | 13% | 8% | 12% | 14% | 13% |
| South East | **642** | - | - | - | - | - | - | - | - | - | 642 | - | 228 | 96 | 138 | 59 | 367 | 77 | 198 |
| | **13%** | - | - | - | - | - | - | - | - | - | 100% | - | 15% | 9% | 14% | 13% | 14% | 12% | 11% |
| South West | **456** | - | - | - | - | - | - | - | - | - | - | 456 | 161 | 66 | 122 | 30 | 258 | 66 | 132 |
| | **9%** | - | - | - | - | - | - | - | - | - | - | 100% | 11% | 6% | 13% | 7% | 10% | 10% | 8% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 77

**Which of the following best describes your marital status?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Single | **1194** | 644 | 550 | 423 | 271 | 228 | 171 | 62 | 39 | 64 | 167 | 394 | 228 | 143 | 198 | - |
| | **24%** | 26% | 22% | 71% | 34% | 24% | 20% | 8% | 4% | 16% | 18% | 27% | 22% | 27% | 32% | - |
| Married | **2399** | 1242 | 1157 | 36 | 269 | 446 | 444 | 477 | 727 | 262 | 562 | 628 | 541 | 216 | 191 | - |
| | **48%** | 51% | 45% | 6% | 34% | 47% | 52% | 64% | 69% | 65% | 59% | 43% | 52% | 41% | 31% | - |
| Civil Partnership | **48** | 29 | 19 | 8 | 11 | 10 | 8 | 6 | 5 | 6 | 5 | 11 | 8 | 12 | 7 | - |
| | **1%** | 1% | 1% | 1% | 1% | 1% | 1% | 1% | * | 2% | 1% | 1% | 1% | 2% | 1% | - |
| Co Habiting | **717** | 306 | 411 | 123 | 216 | 172 | 99 | 60 | 47 | 46 | 109 | 214 | 191 | 96 | 60 | - |
| | **14%** | 13% | 16% | 21% | 27% | 18% | 12% | 8% | 4% | 12% | 11% | 15% | 18% | 18% | 10% | - |
| Widowed | **154** | 52 | 101 | 1 | - | 4 | 11 | 41 | 96 | 12 | 27 | 52 | 16 | 8 | 38 | - |
| | **3%** | 2% | 4% | * | - | * | 1% | 5% | 9% | 3% | 3% | 4% | 2% | 2% | 6% | - |
| Separated | **81** | 33 | 48 | - | 12 | 20 | 25 | 15 | 10 | 1 | 13 | 21 | 11 | 10 | 25 | - |
| | **2%** | 1% | 2% | - | 2% | 2% | 3% | 2% | 1% | * | 1% | 1% | 1% | 2% | 4% | - |
| Divorced | **355** | 108 | 247 | - | 8 | 53 | 85 | 87 | 122 | 11 | 57 | 119 | 37 | 35 | 98 | - |
| | **7%** | 4% | 10% | - | 1% | 6% | 10% | 12% | 12% | 3% | 6% | 8% | 3% | 7% | 16% | - |
| Prefer not to answer | **52** | 34 | 18 | 9 | 13 | 16 | 6 | 3 | 5 | 1 | 7 | 11 | 18 | 6 | 9 | - |
| | **1%** | 1% | 1% | 2% | 2% | 2% | 1% | * | * | * | 1% | 1% | 2% | 1% | 1% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 77

**Which of the following best describes your marital status?**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Single | **1194** | 107 | 45 | 157 | 85 | 107 | 82 | 71 | 93 | 233 | 123 | 91 | 209 | 243 | 241 | 100 | 537 | 200 | 457 |
| | **24%** | 25% | 20% | 27% | 19% | 23% | 21% | 27% | 20% | 37% | 19% | 20% | 14% | 24% | 25% | 22% | 21% | 30% | 26% |
| Married | **2399** | 189 | 115 | 275 | 237 | 240 | 174 | 121 | 240 | 239 | 329 | 240 | 895 | 493 | 463 | 220 | 1369 | 265 | 765 |
| | **48%** | 43% | 51% | 47% | 54% | 52% | 45% | 46% | 51% | 38% | 51% | 53% | 60% | 48% | 48% | 49% | 53% | 40% | 44% |
| Civil Partnership | **48** | 5 | - | 8 | * | 4 | 6 | 4 | 3 | 8 | 1 | 7 | 10 | 15 | 5 | 3 | 19 | 9 | 20 |
| | **1%** | 1% | - | 1% | * | 1% | 2% | 2% | 1% | 1% | * | 2% | 1% | 1% | * | 1% | 1% | 1% | 1% |
| Co Habiting | **717** | 79 | 29 | 79 | 80 | 64 | 65 | 39 | 66 | 69 | 92 | 56 | 167 | 144 | 133 | 57 | 350 | 108 | 259 |
| | **14%** | 18% | 13% | 13% | 18% | 14% | 17% | 15% | 14% | 11% | 14% | 12% | 11% | 14% | 14% | 13% | 13% | 16% | 15% |
| Widowed | **154** | 11 | 9 | 19 | 10 | 12 | 20 | 6 | 15 | 18 | 18 | 15 | 77 | 27 | 19 | 15 | 98 | 14 | 41 |
| | **3%** | 2% | 4% | 3% | 2% | 3% | 5% | 2% | 3% | 3% | 3% | 3% | 5% | 3% | 2% | 3% | 4% | 2% | 2% |
| Separated | **81** | 13 | 1 | 3 | 4 | 5 | 8 | 3 | 11 | 8 | 15 | 10 | 21 | 15 | 7 | 13 | 39 | 9 | 34 |
| | **2%** | 3% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 3% | 1% | 1% | 2% |
| Divorced | **355** | 21 | 23 | 42 | 20 | 27 | 30 | 20 | 36 | 44 | 62 | 30 | 99 | 78 | 86 | 32 | 165 | 46 | 144 |
| | **7%** | 5% | 10% | 7% | 5% | 6% | 8% | 7% | 8% | 7% | 10% | 7% | 7% | 8% | 9% | 7% | 6% | 7% | 8% |
| Prefer not to answer | **52** | 10 | 3 | 4 | 3 | 4 | 3 | 1 | 5 | 10 | 1 | 7 | 8 | 12 | 7 | 13 | 27 | 9 | 16 |
| | **1%** | 2% | 1% | 1% | 1% | 1% | 1% | * | 1% | 2% | * | 1% | 1% | 1% | 1% | 3% | 1% | 1% | 1% |

# The Leadership Factor
## 25th - 30th July 2011

Table 78

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

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| Up to £7,000 | **244** | 100 | 143 | 62 | 34 | 50 | 56 | 24 | 18 | * | 6 | 39 | 20 | 25 | 153 | - |
| | **5%** | 4% | 6% | 10% | 4% | 5% | 7% | 3% | 2% | * | 1% | 3% | 2% | 5% | 25% | - |
| £7,001 to £14,000 | **616** | 242 | 374 | 67 | 74 | 101 | 102 | 97 | 176 | 13 | 32 | 138 | 100 | 103 | 230 | - |
| | **12%** | 10% | 15% | 11% | 9% | 11% | 12% | 13% | 17% | 3% | 3% | 10% | 10% | 20% | 37% | - |
| £14,001 to £21,000 | **688** | 315 | 373 | 70 | 107 | 102 | 104 | 117 | 188 | 32 | 80 | 218 | 169 | 116 | 74 | - |
| | **14%** | 13% | 15% | 12% | 13% | 11% | 12% | 16% | 18% | 8% | 8% | 15% | 16% | 22% | 12% | - |
| £21,001 to £28,000 | **706** | 353 | 354 | 81 | 115 | 113 | 113 | 103 | 182 | 35 | 110 | 246 | 185 | 100 | 29 | - |
| | **14%** | 14% | 14% | 14% | 14% | 12% | 13% | 14% | 17% | 9% | 12% | 17% | 18% | 19% | 5% | - |
| £28,001 to £34,000 | **564** | 283 | 281 | 67 | 98 | 100 | 97 | 91 | 112 | 40 | 118 | 190 | 150 | 48 | 18 | - |
| | **11%** | 12% | 11% | 11% | 12% | 11% | 11% | 12% | 11% | 10% | 13% | 13% | 14% | 9% | 3% | - |
| £34,001 to £41,000 | **488** | 270 | 218 | 42 | 101 | 104 | 75 | 87 | 78 | 50 | 127 | 129 | 139 | 37 | 5 | - |
| | **10%** | 11% | 9% | 7% | 13% | 11% | 9% | 12% | 7% | 12% | 13% | 9% | 13% | 7% | 1% | - |
| £41,001 to £48,000 | **297** | 171 | 126 | 14 | 62 | 74 | 71 | 41 | 34 | 40 | 62 | 104 | 73 | 16 | 1 | - |
| | **6%** | 7% | 5% | 2% | 8% | 8% | 8% | 5% | 3% | 10% | 7% | 7% | 7% | 3% | * | - |
| £48,001 to £55,000 | **271** | 155 | 117 | 29 | 54 | 70 | 48 | 37 | 33 | 38 | 80 | 81 | 59 | 11 | 4 | - |
| | **5%** | 6% | 5% | 5% | 7% | 7% | 6% | 5% | 3% | 9% | 8% | 6% | 6% | 2% | 1% | - |
| £55,001 to £62,000 | **150** | 89 | 61 | 16 | 28 | 39 | 28 | 15 | 24 | 20 | 66 | 43 | 15 | 4 | 1 | - |
| | **3%** | 4% | 2% | 3% | 3% | 4% | 3% | 2% | 2% | 5% | 7% | 3% | 1% | 1% | * | - |
| £62,001 to £69,000 | **82** | 50 | 32 | 6 | 14 | 30 | 15 | 5 | 12 | 16 | 41 | 17 | 5 | 2 | - | - |
| | **2%** | 2% | 1% | 1% | 2% | 3% | 2% | 1% | 1% | 4% | 4% | 1% | * | * | - | - |
| £69,001 to £76,000 | **82** | 51 | 31 | 10 | 16 | 19 | 14 | 9 | 13 | 18 | 29 | 20 | 13 | 1 | 2 | - |
| | **2%** | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 1% | 4% | 3% | 1% | 1% | * | * | - |
| £76,001 to £83,000 | **51** | 33 | 18 | 8 | 6 | 9 | 11 | 11 | 6 | 17 | 19 | 9 | 6 | - | - | - |
| | **1%** | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 4% | 2% | 1% | 1% | - | - | - |
| £83,001 or more | **89** | 64 | 25 | 7 | 15 | 25 | 17 | 13 | 11 | 30 | 37 | 11 | 7 | 4 | - | - |
| | **2%** | 3% | 1% | 1% | 2% | 3% | 2% | 2% | 1% | 7% | 4% | 1% | 1% | 1% | - | - |
| Prefer not to answer | **671** | 274 | 397 | 119 | 76 | 114 | 97 | 102 | 163 | 54 | 139 | 203 | 109 | 56 | 109 | - |
| | **13%** | 11% | 16% | 20% | 9% | 12% | 11% | 14% | 15% | 13% | 15% | 14% | 10% | 11% | 17% | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 78

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

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| Up to £7,000 | **244** **5%** | 16 4% | 14 6% | 36 6% | 15 3% | 16 4% | 18 5% | 30 11% | 20 4% | 37 6% | 24 4% | 17 4% | 23 2% | 57 6% | 49 5% | 32 7% | 77 3% | 52 8% | 115 7% |
| £7,001 to £14,000 | **616** **12%** | 54 12% | 34 15% | 81 14% | 54 12% | 62 13% | 58 15% | 33 13% | 59 13% | 55 9% | 64 10% | 62 14% | 127 9% | 150 15% | 110 11% | 66 15% | 259 10% | 99 15% | 258 15% |
| £14,001 to £21,000 | **688** **14%** | 57 13% | 35 16% | 91 15% | 71 16% | 74 16% | 66 17% | 32 12% | 58 12% | 62 10% | 80 13% | 62 14% | 194 13% | 155 15% | 114 12% | 69 15% | 334 13% | 99 15% | 256 15% |
| £21,001 to £28,000 | **706** **14%** | 68 16% | 34 15% | 81 14% | 70 16% | 67 15% | 60 15% | 44 17% | 72 15% | 53 8% | 89 14% | 68 15% | 225 15% | 128 12% | 152 16% | 52 11% | 384 15% | 106 16% | 216 12% |
| £28,001 to £34,000 | **564** **11%** | 48 11% | 25 11% | 54 9% | 63 14% | 36 8% | 37 10% | 27 10% | 65 14% | 87 14% | 67 10% | 55 12% | 172 12% | 119 12% | 115 12% | 52 11% | 324 12% | 75 11% | 166 10% |
| £34,001 to £41,000 | **488** **10%** | 60 14% | 26 12% | 54 9% | 45 10% | 49 11% | 29 8% | 19 7% | 40 8% | 64 10% | 59 9% | 42 9% | 156 11% | 87 9% | 101 11% | 46 10% | 259 10% | 57 9% | 172 10% |
| £41,001 to £48,000 | **297** **6%** | 18 4% | 17 7% | 33 6% | 22 5% | 23 5% | 20 5% | 20 8% | 40 8% | 35 6% | 33 5% | 37 8% | 112 8% | 58 6% | 64 7% | 25 5% | 163 6% | 41 6% | 93 5% |
| £48,001 to £55,000 | **271** **5%** | 27 6% | 10 4% | 24 4% | 29 7% | 29 6% | 12 3% | 11 4% | 20 4% | 38 6% | 50 8% | 22 5% | 87 6% | 65 6% | 45 5% | 25 6% | 158 6% | 18 3% | 95 5% |
| £55,001 to £62,000 | **150** **3%** | 13 3% | 4 2% | 19 3% | 6 1% | 17 4% | 14 4% | 6 2% | 16 3% | 17 3% | 28 4% | 10 2% | 51 3% | 28 3% | 42 4% | 7 1% | 84 3% | 21 3% | 46 3% |
| £62,001 to £69,000 | **82** **2%** | 9 2% | 1 * | 6 1% | 5 1% | 4 1% | 3 1% | 3 1% | 5 1% | 20 3% | 17 3% | 8 2% | 30 2% | 16 2% | 13 1% | 6 1% | 47 2% | 8 1% | 26 1% |
| £69,001 to £76,000 | **82** **2%** | 6 1% | 1 * | 4 1% | 6 1% | 11 2% | 4 1% | 1 * | 8 2% | 17 3% | 18 3% | 7 2% | 31 2% | 15 1% | 17 2% | 8 2% | 46 2% | 8 1% | 28 2% |
| £76,001 to £83,000 | **51** **1%** | 6 1% | 2 1% | 6 1% | 5 1% | 6 1% | 3 1% | 1 * | 4 1% | 11 2% | 4 1% | 4 1% | 20 1% | 8 1% | 15 2% | 4 1% | 29 1% | 5 1% | 17 1% |
| £83,001 or more | **89** **2%** | 3 1% | - - | 10 2% | 2 * | 5 1% | 4 1% | 3 1% | 9 2% | 26 4% | 19 3% | 8 2% | 42 3% | 14 1% | 17 2% | 8 2% | 55 2% | 9 1% | 25 1% |
| Prefer not to answer | **671** **13%** | 49 11% | 24 11% | 89 15% | 48 11% | 62 13% | 60 16% | 36 14% | 52 11% | 107 17% | 89 14% | 54 12% | 217 15% | 126 12% | 107 11% | 55 12% | 384 15% | 63 9% | 224 13% |

**Prepared by Lord Ashcroft**

# The Leadership Factor
## 25th - 30th July 2011

Table 79

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

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| 0 | **3538** | 1822 | 1716 | 383 | 436 | 447 | 554 | 693 | 1026 | 297 | 701 | 1041 | 704 | 349 | 447 | - |
| | **71%** | 74% | 67% | 64% | 55% | 47% | 65% | 92% | 98% | 74% | 74% | 72% | 67% | 66% | 72% | - |
| 1 | **745** | 316 | 430 | 132 | 180 | 200 | 176 | 35 | 22 | 63 | 127 | 219 | 164 | 77 | 96 | - |
| | **15%** | 13% | 17% | 22% | 23% | 21% | 21% | 5% | 2% | 16% | 13% | 15% | 16% | 15% | 15% | - |
| 2 | **526** | 241 | 285 | 63 | 129 | 222 | 89 | 19 | 3 | 32 | 90 | 147 | 130 | 66 | 60 | - |
| | **11%** | 10% | 11% | 11% | 16% | 23% | 10% | 3% | * | 8% | 10% | 10% | 12% | 13% | 10% | - |
| 3 | **145** | 57 | 88 | 13 | 42 | 61 | 26 | 3 | - | 8 | 20 | 38 | 38 | 28 | 13 | - |
| | **3%** | 2% | 3% | 2% | 5% | 6% | 3% | * | - | 2% | 2% | 3% | 4% | 5% | 2% | - |
| 4 | **34** | 11 | 23 | 8 | 6 | 16 | 4 | - | - | 1 | 6 | 5 | 11 | 5 | 7 | - |
| | **1%** | * | 1% | 1% | 1% | 2% | * | - | - | * | 1% | * | 1% | 1% | 1% | - |
| 5 | **8** | 3 | 6 | 1 | 3 | 3 | 1 | - | - | 3 | 1 | - | 2 | - | 2 | - |
| | ***** | * | * | * | * | * | * | - | - | 1% | * | - | * | - | * | - |
| 6 | **3** | 1 | 2 | 1 | 2 | - | - | - | - | - | 1 | - | 1 | - | 1 | - |
| | ***** | * | * | * | * | - | - | - | - | - | * | - | * | - | * | - |
| 9 | **1** | 1 | - | - | - | 1 | - | - | - | - | 1 | - | - | - | - | - |
| | ***** | * | - | - | - | * | - | - | - | - | * | - | - | - | - | - |
| Mean | **0.49** | 0.42 | 0.55 | 0.56 | 0.78 | 0.96 | 0.53 | 0.11 | 0.03 | 0.42 | 0.43 | 0.45 | 0.57 | 0.60 | 0.47 | - |
| Standard Deviation | **0.88** | 0.83 | 0.93 | 0.90 | 1.03 | 1.10 | 0.85 | 0.41 | 0.18 | 0.83 | 0.86 | 0.80 | 0.96 | 0.97 | 0.89 | - |
| Standard Error | **0.012** | 0.017 | 0.018 | 0.043 | 0.036 | 0.035 | 0.029 | 0.015 | 0.005 | 0.036 | 0.024 | 0.022 | 0.037 | 0.042 | 0.036 | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 79

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

**Base : All respondents**

| | Total | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Region | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| Unweighted Base | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| 0 | 3538 71% | 302 70% | 152 67% | 412 70% | 321 73% | 314 68% | 279 72% | 178 67% | 344 73% | 420 67% | 462 72% | 355 78% | 1154 78% | 647 63% | 728 76% | 342 76% | 1926 74% | 471 71% | 1141 66% |
| 1 | 745 15% | 66 15% | 40 18% | 91 16% | 44 10% | 79 17% | 57 15% | 49 19% | 67 14% | 104 16% | 98 15% | 50 11% | 173 12% | 184 18% | 111 12% | 63 14% | 353 14% | 95 14% | 297 17% |
| 2 | 526 11% | 51 12% | 21 9% | 67 11% | 55 13% | 48 10% | 35 9% | 26 10% | 45 10% | 84 13% | 61 9% | 33 7% | 126 8% | 138 13% | 91 9% | 32 7% | 242 9% | 68 10% | 215 12% |
| 3 | 145 3% | 11 3% | 12 5% | 13 2% | 14 3% | 15 3% | 16 4% | 10 4% | 9 2% | 18 3% | 15 2% | 12 3% | 27 2% | 49 5% | 17 2% | 12 3% | 62 2% | 19 3% | 63 4% |
| 4 | 34 1% | 4 1% | - | 3 * | 3 1% | 7 1% | - | 2 1% | 4 1% | 1 * | 4 1% | 7 1% | 4 * | 8 1% | 12 1% | 1 * | 12 * | 5 1% | 17 1% |
| 5 | 8 * | - | * | 1 * | 3 1% | - | 1 * | - | - | 1 * | 2 * | * | 2 * | 1 * | 2 * | 2 * | 4 * | 2 * | 2 * |
| 6 | 3 * | - | - | 1 * | - | - | 1 * | - | - | 1 * | - | - | 1 * | - | - | 1 * | 3 * | - | - |
| 9 | 1 * | - | - | - | - | - | - | - | - | 1 * | - | - | 1 * | - | - | - | 1 * | - | - |
| Mean | 0.49 | 0.50 | 0.53 | 0.49 | 0.51 | 0.54 | 0.47 | 0.53 | 0.43 | 0.55 | 0.45 | 0.39 | 0.36 | 0.63 | 0.42 | 0.40 | 0.43 | 0.48 | 0.58 |
| Standard Deviation | 0.88 | 0.87 | 0.89 | 0.87 | 0.95 | 0.91 | 0.89 | 0.88 | 0.81 | 0.92 | 0.84 | 0.86 | 0.79 | 0.95 | 0.86 | 0.85 | 0.84 | 0.88 | 0.93 |
| Standard Error | 0.012 | 0.041 | 0.059 | 0.036 | 0.045 | 0.042 | 0.045 | 0.055 | 0.038 | 0.039 | 0.032 | 0.040 | 0.020 | 0.030 | 0.027 | 0.041 | 0.016 | 0.035 | 0.022 |

# The Leadership Factor
## 25th - 30th July 2011

Table 80

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

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| 0 | 4 | 3 | 1 | 1 | - | - | - | - | 4 | - | 1 | 1 | 3 | - | - | - |
| | * | * | * | * | - | - | - | - | * | - | * | * | * | - | - | - |
| 1 | 952 | 417 | 535 | 58 | 122 | 194 | 194 | 151 | 233 | 37 | 148 | 329 | 96 | 73 | 269 | - |
| | 19% | 17% | 21% | 10% | 15% | 20% | 23% | 20% | 22% | 9% | 16% | 23% | 9% | 14% | 43% | - |
| 2 | 2908 | 1431 | 1476 | 200 | 515 | 605 | 410 | 462 | 717 | 280 | 605 | 806 | 650 | 289 | 277 | - |
| | 58% | 58% | 58% | 33% | 64% | 64% | 48% | 62% | 68% | 69% | 64% | 56% | 62% | 55% | 44% | - |
| 3 | 714 | 386 | 327 | 176 | 87 | 104 | 173 | 100 | 73 | 51 | 112 | 201 | 196 | 101 | 51 | - |
| | 14% | 16% | 13% | 29% | 11% | 11% | 20% | 13% | 7% | 13% | 12% | 14% | 19% | 19% | 8% | - |
| 4 | 317 | 170 | 147 | 116 | 54 | 34 | 62 | 32 | 20 | 29 | 62 | 82 | 78 | 46 | 20 | - |
| | 6% | 7% | 6% | 19% | 7% | 4% | 7% | 4% | 2% | 7% | 7% | 6% | 7% | 9% | 3% | - |
| 5 | 81 | 34 | 48 | 38 | 15 | 10 | 9 | 5 | 4 | 3 | 13 | 24 | 23 | 13 | 6 | - |
| | 2% | 1% | 2% | 6% | 2% | 1% | 1% | 1% | * | 1% | 1% | 2% | 2% | 3% | 1% | - |
| 6 | 20 | 5 | 15 | 10 | 7 | 1 | 1 | 1 | 1 | 2 | 6 | 6 | 4 | - | 1 | - |
| | * | * | 1% | 2% | 1% | * | * | * | * | * | 1% | * | * | - | * | - |
| 7 | 1 | 1 | - | 1 | - | - | - | - | - | - | - | - | - | 1 | - | - |
| | * | * | - | * | - | - | - | - | - | - | - | - | - | * | - | - |
| 8 | 2 | 1 | 1 | 1 | - | 1 | - | - | - | 1 | - | 1 | - | - | - | - |
| | * | * | * | * | - | * | - | - | - | * | - | * | - | - | - | - |
| 10 | 1 | * | 1 | - | * | 1 | - | - | - | - | - | * | - | 1 | - | - |
| | * | * | * | - | * | * | - | - | - | - | - | * | - | * | - | - |
| Mean | 2.15 | 2.18 | 2.12 | 2.85 | 2.18 | 2.03 | 2.16 | 2.04 | 1.89 | 2.24 | 2.16 | 2.10 | 2.32 | 2.33 | 1.75 | - |
| Standard Deviation | 0.90 | 0.88 | 0.92 | 1.17 | 0.91 | 0.82 | 0.91 | 0.76 | 0.64 | 0.83 | 0.86 | 0.92 | 0.86 | 0.98 | 0.84 | - |
| Standard Error | 0.013 | 0.018 | 0.018 | 0.056 | 0.032 | 0.026 | 0.031 | 0.027 | 0.020 | 0.036 | 0.024 | 0.025 | 0.033 | 0.043 | 0.034 | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 80

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

**Base : All respondents**

| | Total | | | | | Region | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | | Conservative | Labour | Liberal Democrat | Another party | | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | 5000 | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | | 1503 | 1024 | 1013 | 437 | | 2610 | 651 | 1739 |
| Weighted Base | 5000 | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | | 1487 | 1027 | 961 | 453 | | 2603 | 660 | 1737 |
| 0 | 4 | - | - | - | - | 3 | - | - | - | 1 | - | 1 | | - | 4 | - | - | | 3 | - | 1 |
|  | * | - | - | - | - | 1% | - | - | - | * | - | * | | - | * | - | - | | * | - | * |
| 1 | 952 | 94 | 46 | 120 | 60 | 76 | 88 | 48 | 70 | 155 | 111 | 84 | | 265 | 177 | 205 | 89 | | 470 | 135 | 347 |
|  | 19% | 22% | 20% | 20% | 14% | 16% | 23% | 18% | 15% | 25% | 17% | 18% | | 18% | 17% | 21% | 20% | | 18% | 20% | 20% |
| 2 | 2908 | 258 | 127 | 319 | 301 | 257 | 229 | 154 | 293 | 311 | 386 | 274 | | 923 | 594 | 566 | 264 | | 1560 | 369 | 979 |
|  | 58% | 59% | 56% | 54% | 68% | 56% | 59% | 58% | 62% | 50% | 60% | 60% | | 62% | 58% | 59% | 58% | | 60% | 56% | 56% |
| 3 | 714 | 63 | 35 | 97 | 60 | 69 | 53 | 40 | 75 | 79 | 81 | 63 | | 202 | 157 | 115 | 67 | | 363 | 89 | 262 |
|  | 14% | 14% | 15% | 17% | 14% | 15% | 14% | 15% | 16% | 13% | 13% | 14% | | 14% | 15% | 12% | 15% | | 14% | 13% | 15% |
| 4 | 317 | 14 | 17 | 44 | 15 | 50 | 17 | 13 | 23 | 51 | 46 | 28 | | 73 | 70 | 58 | 30 | | 165 | 46 | 107 |
|  | 6% | 3% | 8% | 7% | 3% | 11% | 4% | 5% | 5% | 8% | 7% | 6% | | 5% | 7% | 6% | 7% | | 6% | 7% | 6% |
| 5 | 81 | 5 | 1 | 6 | 5 | 7 | 1 | 10 | 7 | 21 | 12 | 5 | | 18 | 18 | 14 | 2 | | 36 | 16 | 30 |
|  | 2% | 1% | * | 1% | 1% | 2% | * | 4% | 2% | 3% | 2% | 1% | | 1% | 2% | 1% | * | | 1% | 2% | 2% |
| 6 | 20 | - | - | 1 | 1 | 2 | - | 1 | - | 9 | 5 | - | | 6 | 5 | 4 | 1 | | 6 | 5 | 10 |
|  | * | - | - | * | * | * | - | * | - | 1% | 1% | - | | * | 1% | * | * | | * | 1% | 1% |
| 7 | 1 | 1 | - | - | - | - | - | - | - | - | - | - | | - | - | - | - | | - | 1 | - |
|  | * | * | - | - | - | - | - | - | - | - | - | - | | - | - | - | - | | - | * | - |
| 8 | 2 | - | - | - | - | - | - | - | - | 1 | 1 | - | | - | - | - | - | | 1 | - | 1 |
|  | * | - | - | - | - | - | - | - | - | * | * | - | | - | - | - | - | | * | - | * |
| 10 | 1 | - | - | 1 | - | - | - | - | - | * | - | - | | - | 1 | - | - | | * | - | 1 |
|  | * | - | - | * | - | - | - | - | - | * | - | - | | - | * | - | - | | * | - | * |
| Mean | 2.15 | 2.04 | 2.12 | 2.16 | 2.11 | 2.25 | 2.01 | 2.19 | 2.16 | 2.21 | 2.19 | 2.11 | | 2.11 | 2.19 | 2.09 | 2.10 | | 2.14 | 2.18 | 2.15 |
| Standard Deviation | 0.90 | 0.82 | 0.83 | 0.92 | 0.73 | 0.96 | 0.76 | 0.94 | 0.79 | 1.14 | 0.95 | 0.82 | | 0.82 | 0.93 | 0.87 | 0.81 | | 0.86 | 0.98 | 0.93 |
| Standard Error | 0.013 | 0.039 | 0.055 | 0.038 | 0.035 | 0.044 | 0.038 | 0.059 | 0.037 | 0.048 | 0.036 | 0.038 | | 0.021 | 0.029 | 0.027 | 0.039 | | 0.017 | 0.038 | 0.022 |

# The Leadership Factor
## 25th - 30th July 2011

Table 81

**Including yourself , how many people in total live in your household?**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | 5000 | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | 5000 | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| 1 | 792 | 389 | 403 | 44 | 79 | 137 | 153 | 144 | 235 | 33 | 131 | 288 | 89 | 57 | 193 | - |
| | 16% | 16% | 16% | 7% | 10% | 14% | 18% | 19% | 22% | 8% | 14% | 20% | 8% | 11% | 31% | - |
| 2 | 2051 | 1022 | 1029 | 130 | 255 | 245 | 275 | 436 | 711 | 204 | 442 | 561 | 415 | 182 | 246 | - |
| | 41% | 42% | 40% | 22% | 32% | 26% | 32% | 58% | 68% | 51% | 47% | 39% | 39% | 35% | 39% | - |
| 3 | 964 | 456 | 508 | 163 | 212 | 222 | 186 | 105 | 75 | 81 | 158 | 271 | 240 | 117 | 97 | - |
| | 19% | 19% | 20% | 27% | 27% | 23% | 22% | 14% | 7% | 20% | 17% | 19% | 23% | 22% | 16% | - |
| 4 | 787 | 415 | 372 | 135 | 166 | 248 | 167 | 53 | 17 | 60 | 151 | 221 | 191 | 108 | 55 | - |
| | 16% | 17% | 15% | 23% | 21% | 26% | 20% | 7% | 2% | 15% | 16% | 15% | 18% | 21% | 9% | - |
| 5 | 273 | 120 | 153 | 81 | 60 | 59 | 56 | 6 | 11 | 15 | 38 | 81 | 78 | 43 | 17 | - |
| | 5% | 5% | 6% | 14% | 8% | 6% | 7% | 1% | 1% | 4% | 4% | 6% | 7% | 8% | 3% | - |
| 6 | 87 | 32 | 55 | 24 | 20 | 26 | 9 | 6 | 2 | 3 | 19 | 22 | 21 | 12 | 10 | - |
| | 2% | 1% | 2% | 4% | 2% | 3% | 1% | 1% | * | 1% | 2% | 2% | 2% | 2% | 2% | - |
| 7 | 28 | 11 | 17 | 12 | 5 | 7 | 4 | - | - | 6 | 4 | 3 | 9 | 5 | 1 | - |
| | 1% | * | 1% | 2% | 1% | 1% | * | - | - | 1% | * | * | 1% | 1% | * | - |
| 8 | 15 | 3 | 12 | 10 | 2 | 3 | - | - | - | 1 | 2 | 1 | 6 | - | 5 | - |
| | * | * | * | 2% | * | * | - | - | - | * | * | * | 1% | - | 1% | - |
| 9 | 2 | 1 | 1 | - | - | 1 | - | 1 | - | 1 | - | 1 | - | - | - | - |
| | * | * | * | - | - | * | - | * | - | * | - | * | - | - | - | - |
| 10 | * | * | - | - | * | - | - | - | - | - | - | * | - | - | - | - |
| | * | * | - | - | * | - | - | - | - | - | - | * | - | - | - | - |
| 11 | 1 | 1 | - | - | - | 1 | - | - | - | - | 1 | - | - | - | - | - |
| | * | * | - | - | - | * | - | - | - | - | * | - | - | - | - | - |
| 12 | 1 | - | 1 | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - |
| | * | - | * | - | - | * | - | - | - | - | - | - | - | * | - | - |
| Mean | 2.63 | 2.60 | 2.66 | 3.41 | 2.96 | 2.99 | 2.69 | 2.15 | 1.92 | 2.65 | 2.59 | 2.54 | 2.89 | 2.93 | 2.22 | - |
| Standard Deviation | 1.28 | 1.23 | 1.33 | 1.48 | 1.28 | 1.39 | 1.26 | 0.92 | 0.69 | 1.20 | 1.23 | 1.25 | 1.30 | 1.34 | 1.26 | - |
| Standard Error | 0.018 | 0.026 | 0.026 | 0.071 | 0.045 | 0.044 | 0.043 | 0.033 | 0.021 | 0.051 | 0.034 | 0.034 | 0.050 | 0.059 | 0.051 | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 81

**Including yourself , how many people in total live in your household?**

**Base : All respondents**

| | Total | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | | Conservative | Labour | Liberal Democrat | Another party | | David Cameron | Nick Clegg | Ed Miliband |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Region | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| Unweighted Base | **5000** | | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | | 1503 | 1024 | 1013 | 437 | | 2610 | 651 | 1739 |
| Weighted Base | **5000** | | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | | 1487 | 1027 | 961 | 453 | | 2603 | 660 | 1737 |
| 1 | **792** | *16%* | 79 18% | 37 17% | 96 16% | 54 12% | 64 14% | 77 20% | 37 14% | 59 13% | 134 21% | 89 14% | 66 14% | | 233 16% | 146 14% | 186 19% | 76 17% | | 400 15% | 120 18% | 272 16% |
| 2 | **2051** | *41%* | 178 41% | 83 37% | 224 38% | 208 47% | 172 37% | 159 41% | 101 38% | 221 47% | 197 31% | 284 44% | 223 49% | | 719 48% | 357 35% | 418 43% | 209 46% | | 1165 45% | 244 37% | 642 37% |
| 3 | **964** | *19%* | 82 19% | 50 22% | 128 22% | 81 18% | 97 21% | 71 18% | 57 22% | 90 19% | 109 17% | 118 18% | 80 18% | | 255 17% | 224 22% | 145 15% | 79 17% | | 475 18% | 131 20% | 358 21% |
| 4 | **787** | *16%* | 65 15% | 37 16% | 97 16% | 66 15% | 78 17% | 57 15% | 47 18% | 65 14% | 114 18% | 101 16% | 60 13% | | 198 13% | 190 19% | 142 15% | 61 14% | | 380 15% | 108 16% | 299 17% |
| 5 | **273** | *5%* | 19 4% | 15 6% | 28 5% | 20 5% | 34 7% | 19 5% | 17 6% | 21 4% | 50 8% | 30 5% | 19 4% | | 59 4% | 77 7% | 45 5% | 17 4% | | 126 5% | 37 6% | 110 6% |
| 6 | **87** | *2%* | 9 2% | 4 2% | 9 2% | 6 1% | 12 3% | 3 1% | 5 2% | 9 2% | 10 2% | 11 2% | 8 2% | | 12 1% | 20 2% | 18 2% | 7 2% | | 35 1% | 11 2% | 40 2% |
| 7 | **28** | *1%* | 2 * | - | 1 * | 5 1% | 1 * | 1 * | 1 * | 2 * | 9 1% | 4 1% | 1 * | | 6 * | 8 1% | 5 1% | 3 1% | | 14 1% | 8 1% | 6 * |
| 8 | **15** | *** | - | * | 3 * | - | 3 1% | 1 * | - | - | 5 1% | 3 * | - | | 3 * | 3 * | 2 * | 1 * | | 7 * | 2 * | 7 * |
| 9 | **2** | *** | - | - | - | - | - | - | - | - | - | 2 * | - | | 1 * | 1 * | - | - | | - | - | 2 * |
| 10 | ***** | *** | - | - | - | - | - | - | - | - | * | - | - | | - | - | - | - | | * | - | - |
| 11 | **1** | *** | - | - | - | - | - | - | - | - | 1 * | - | - | | 1 * | - | - | - | | 1 * | - | - |
| 12 | **1** | *** | - | - | 1 * | - | - | - | - | - | - | - | - | | - | 1 * | - | - | | - | - | 1 * |
| Mean | **2.63** | | 2.54 | 2.65 | 2.64 | 2.62 | 2.79 | 2.48 | 2.72 | 2.58 | 2.76 | 2.64 | 2.50 | | 2.47 | 2.82 | 2.51 | 2.50 | | 2.56 | 2.66 | 2.73 |
| Standard Deviation | **1.28** | | 1.23 | 1.23 | 1.29 | 1.21 | 1.34 | 1.20 | 1.24 | 1.17 | 1.52 | 1.29 | 1.15 | | 1.17 | 1.36 | 1.27 | 1.21 | | 1.23 | 1.33 | 1.34 |
| Standard Error | **0.018** | | 0.059 | 0.081 | 0.053 | 0.058 | 0.062 | 0.061 | 0.077 | 0.055 | 0.063 | 0.049 | 0.054 | | 0.030 | 0.042 | 0.040 | 0.058 | | 0.024 | 0.052 | 0.032 |

# The Leadership Factor
## 25th - 30th July 2011

Table 82

**SEG**

**Base : All respondents**

| | Total | Gender | | Age | | | | | | SEG | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | A | B | C1 | C2 | D | E | DK/Ref |
| Unweighted Base | **5000** | 2319 | 2681 | 441 | 816 | 1014 | 868 | 777 | 1084 | 543 | 1329 | 1322 | 672 | 525 | 602 | 7 |
| Weighted Base | **5000** | 2450 | 2550 | 600 | 800 | 949 | 850 | 750 | 1051 | 404 | 946 | 1450 | 1050 | 525 | 625 | - |
| A | **404** | 250 | 154 | 37 | 45 | 63 | 54 | 61 | 144 | 404 | - | - | - | - | - | - |
| | **8%** | 10% | 6% | 6% | 6% | 7% | 6% | 8% | 14% | 100% | - | - | - | - | - | - |
| B | **946** | 538 | 409 | 70 | 134 | 186 | 136 | 157 | 263 | - | 946 | - | - | - | - | - |
| | **19%** | 22% | 16% | 12% | 17% | 20% | 16% | 21% | 25% | - | 100% | - | - | - | - | - |
| C1 | **1450** | 649 | 801 | 207 | 259 | 267 | 227 | 210 | 279 | - | - | 1450 | - | - | - | - |
| | **29%** | 27% | 31% | 34% | 32% | 28% | 27% | 28% | 27% | - | - | 100% | - | - | - | - |
| C2 | **1050** | 515 | 535 | 153 | 196 | 209 | 182 | 143 | 167 | - | - | - | 1050 | - | - | - |
| | **21%** | 21% | 21% | 25% | 25% | 22% | 21% | 19% | 16% | - | - | - | 100% | - | - | - |
| D | **525** | 244 | 281 | 75 | 97 | 115 | 120 | 75 | 44 | - | - | - | - | 525 | - | - |
| | **11%** | 10% | 11% | 12% | 12% | 12% | 14% | 10% | 4% | - | - | - | - | 100% | - | - |
| E | **625** | 254 | 371 | 59 | 68 | 108 | 130 | 105 | 154 | - | - | - | - | - | 625 | - |
| | **12%** | 10% | 15% | 10% | 9% | 11% | 15% | 14% | 15% | - | - | - | - | - | 100% | - |
| DK/Ref | **-** | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | **-** | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

# The Leadership Factor
## 25th - 30th July 2011

Table 82

**SEG**

**Base : All respondents**

| | Total | Region | | | | | | | | | | | How voted in 2010 | | | | Who would make best PM | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Scotland | North East | North West | Yorkshire & Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West | Conservative | Labour | Liberal Democrat | Another party | David Cameron | Nick Clegg | Ed Miliband |
| Unweighted Base | **5000** | 440 | 231 | 599 | 438 | 470 | 395 | 258 | 450 | 572 | 689 | 458 | 1503 | 1024 | 1013 | 437 | 2610 | 651 | 1739 |
| Weighted Base | **5000** | 435 | 226 | 587 | 441 | 462 | 388 | 265 | 469 | 629 | 642 | 456 | 1487 | 1027 | 961 | 453 | 2603 | 660 | 1737 |
| A | **404** *8%* | 32 *7%* | 20 *9%* | 50 *9%* | 32 *7%* | 40 *9%* | 26 *7%* | 12 *5%* | 38 *8%* | 56 *9%* | 54 *8%* | 44 *10%* | 166 *11%* | 73 *7%* | 83 *9%* | 28 *6%* | 254 *10%* | 44 *7%* | 106 *6%* |
| B | **946** *19%* | 68 *16%* | 39 *17%* | 94 *16%* | 70 *16%* | 105 *23%* | 64 *17%* | 42 *16%* | 105 *22%* | 138 *22%* | 132 *21%* | 88 *19%* | 335 *23%* | 191 *19%* | 232 *24%* | 62 *14%* | 529 *20%* | 118 *18%* | 299 *17%* |
| C1 | **1450** *29%* | 153 *35%* | 72 *32%* | 167 *28%* | 136 *31%* | 110 *24%* | 113 *29%* | 71 *27%* | 126 *27%* | 206 *33%* | 175 *27%* | 119 *26%* | 441 *30%* | 309 *30%* | 291 *30%* | 111 *24%* | 777 *30%* | 177 *27%* | 496 *29%* |
| C2 | **1050** *21%* | 88 *20%* | 47 *21%* | 114 *19%* | 108 *25%* | 98 *21%* | 83 *21%* | 76 *29%* | 101 *21%* | 97 *15%* | 131 *20%* | 108 *24%* | 305 *20%* | 203 *20%* | 171 *18%* | 118 *26%* | 554 *21%* | 145 *22%* | 350 *20%* |
| D | **525** *11%* | 46 *11%* | 16 *7%* | 67 *11%* | 50 *11%* | 60 *13%* | 43 *11%* | 26 *10%* | 38 *8%* | 49 *8%* | 78 *12%* | 51 *11%* | 124 *8%* | 117 *11%* | 81 *8%* | 46 *10%* | 255 *10%* | 71 *11%* | 199 *11%* |
| E | **625** *12%* | 48 *11%* | 33 *14%* | 96 *16%* | 44 *10%* | 49 *11%* | 59 *15%* | 38 *14%* | 60 *13%* | 82 *13%* | 72 *11%* | 45 *10%* | 116 *8%* | 134 *13%* | 104 *11%* | 87 *19%* | 234 *9%* | 105 *16%* | 286 *16%* |
| DK/Ref | **-** | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | **-** | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

| | Page | Table | Title | Base Description | Base |
|---|---|---|---|---|---|
| | 1 | | Q1. At the general election in May last year many people didn't vote. Did you vote in that election? | Base : All respondents | 5000 |
| | 2 | | Q1. At the general election in May last year many people didn't vote. Did you vote in that election? | Base : All respondents | 5000 |
| | 3 | | Q1a. Which party did you vote for in the general election in May 2010? | Base : All who voted in the election in May 2010 | 3977 |
| | 4 | | Q1a. Which party did you vote for in the general election in May 2010? | Base : All who voted in the election in May 2010 | 3977 |
| | 5 | | Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all. | Base : All respondents | 5000 |
| | 6 | | Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all. | Base : All respondents | 5000 |
| | 7 | | Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all. | Base : All respondents | 5000 |
| | 8 | | Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all. | Base : All respondents | 5000 |
| | 9 | | Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all. | Base : All respondents | 5000 |
| | 10 | | Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all. | Base : All respondents | 5000 |
| | 11 | | Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all. | Base : All respondents | 5000 |
| | 12 | | Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all. | Base : All respondents | 5000 |
| | 13 | | Q2. Some people have already decided how they will vote at the next general election, and others have not yet decided which party to vote for - or whether to vote at all. | Base : All respondents | 5000 |
| | 14 | | Q3a. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes | Base : All respondents | 5000 |
| | 15 | | Q3a. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes | Base : All respondents | 5000 |
| | 16 | | Q3a. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes | Base : All respondents | 5000 |

| | Page | Table | Title | Base Description | Base |
|---|------|-------|-------|------------------|------|
| | 17 | | Q3a. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes | Base : All respondents | 5000 |
| | 18 | | Q3b. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes | Base : All respondents | 5000 |
| | 19 | | Q3b. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes | Base : All respondents | 5000 |
| | 20 | | Q3b. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes | Base : All respondents | 5000 |
| | 21 | | Q3b. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes | Base : All respondents | 5000 |
| | 22 | | Q3c. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes | Base : All respondents | 5000 |
| | 23 | | Q3c. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes | Base : All respondents | 5000 |
| | 24 | | Q3c. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes | Base : All respondents | 5000 |
| | 25 | | Q3c. Below are some words that some people have used to describe various political leaders. Which one of these words do you think best describes | Base : All respondents | 5000 |
| | 26 | | Q4. Which of these leaders would make the best Prime Minister? | Base : All respondents | 5000 |
| | 27 | | Q4. Which of these leaders would make the best Prime Minister? | Base : All respondents | 5000 |
| | 28 | | Q5a. Would you say you are more favourable to David Cameron, or to the Conservative Party generally? | Base : All respondents | 5000 |
| | 29 | | Q5a. Would you say you are more favourable to David Cameron, or to the Conservative Party generally? | Base : All respondents | 5000 |
| | 30 | | Q5b. And would you say you are more favourable to Ed Miliband, or to the Labour Party generally? | Base : All respondents | 5000 |
| | 31 | | Q5b. And would you say you are more favourable to Ed Miliband, or to the Labour Party generally? | Base : All respondents | 5000 |
| | 32 | | Q5c. And would you say you are more favourable to Nick Clegg, or to the Liberal Democrat Party generally? | Base : All respondents | 5000 |

| | Page | Table | Title | Base Description | Base |
|---|------|-------|-------|------------------|------|
| | 33 | | Q5c. And would you say you are more favourable to Nick Clegg, or to the Liberal Democrat Party generally? | Base : All respondents | 5000 |
| | 34 | | Q6a. 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 | Base : All respondents | 5000 |
| | 35 | | Q6a. 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 | Base : All respondents | 5000 |
| | 36 | | Q6a. 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 | Base : All respondents | 5000 |
| | 37 | | Q6a. 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 | Base : All respondents | 5000 |
| | 38 | | Q6a. 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 | Base : All respondents | 5000 |
| | 39 | | Q6a. 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 | Base : All respondents | 5000 |
| | 40 | | Q6a. 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 | Base : All respondents | 5000 |
| | 41 | | Q6a. 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 | Base : All respondents | 5000 |
| | 42 | | Q6a. 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 | Base : All respondents | 5000 |
| | 43 | | Q6a. 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 | Base : All respondents | 5000 |
| | 44 | | Q6a. 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 | Base : All respondents | 5000 |
| | 45 | | Q6a. 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 | Base : All respondents | 5000 |
| | 46 | | Q6a. 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 | Base : All respondents | 5000 |
| | 47 | | Q6a. 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 | Base : All respondents | 5000 |

| | Page | Table | Title | Base Description | Base |
|---|---|---|---|---|---|
| | 48 | | Q6a. 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 | Base : All respondents | 5000 |
| | 49 | | Q6a. 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 | Base : All respondents | 5000 |
| | 50 | | Q6a. 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 | Base : All respondents | 5000 |
| | 51 | | Q6a. 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 | Base : All respondents | 5000 |
| | 52 | | Q6a. 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 | Base : All respondents | 5000 |
| | 53 | | Q6a. 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 | Base : All respondents | 5000 |
| | 54 | | Q6a. 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 | Base : All respondents | 5000 |
| | 55 | | Q6b. 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 | Base : All respondents | 5000 |
| | 56 | | Q6b. 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 | Base : All respondents | 5000 |
| | 57 | | Q6b. 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 | Base : All respondents | 5000 |
| | 58 | | Q6b. 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 | Base : All respondents | 5000 |
| | 59 | | Q6b. 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 | Base : All respondents | 5000 |
| | 60 | | Q6b. 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 | Base : All respondents | 5000 |
| | 61 | | Q6b. 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 | Base : All respondents | 5000 |
| | 62 | | Q6b. 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 | Base : All respondents | 5000 |

| | Page | Table | Title | Base Description | Base |
|---|---|---|---|---|---|
| | 63 | | Q6b. 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 | Base : All respondents | 5000 |
| | 64 | | Q6b. 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 | Base : All respondents | 5000 |
| | 65 | | Q6b. 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 | Base : All respondents | 5000 |
| | 66 | | Q6b. 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 | Base : All respondents | 5000 |
| | 67 | | Q6b. 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 | Base : All respondents | 5000 |
| | 68 | | Q6b. 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 | Base : All respondents | 5000 |
| | 69 | | Q6b. 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 | Base : All respondents | 5000 |
| | 70 | | Q6b. 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 | Base : All respondents | 5000 |
| | 71 | | Q6b. 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 | Base : All respondents | 5000 |
| | 72 | | Q6b. 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 | Base : All respondents | 5000 |
| | 73 | | Q6b. 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 | Base : All respondents | 5000 |
| | 74 | | Q6b. 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 | Base : All respondents | 5000 |
| | 75 | | Q6b. 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 | Base : All respondents | 5000 |
| | 76 | | Q6c. 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 | Base : All respondents | 5000 |
| | 77 | | Q6c. 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 | Base : All respondents | 5000 |

| | Page | Table | Title | Base Description | Base |
|---|------|-------|-------|------------------|------|
| | 78 | | Q6c. 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 | Base : All respondents | 5000 |
| | 79 | | Q6c. 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 | Base : All respondents | 5000 |
| | 80 | | Q6c. 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 | Base : All respondents | 5000 |
| | 81 | | Q6c. 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 | Base : All respondents | 5000 |
| | 82 | | Q6c. 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 | Base : All respondents | 5000 |
| | 83 | | Q6c. 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 | Base : All respondents | 5000 |
| | 84 | | Q6c. 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 | Base : All respondents | 5000 |
| | 85 | | Q6c. 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 | Base : All respondents | 5000 |
| | 86 | | Q6c. 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 | Base : All respondents | 5000 |
| | 87 | | Q6c. 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 | Base : All respondents | 5000 |
| | 88 | | Q6c. 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 | Base : All respondents | 5000 |
| | 89 | | Q6c. 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 | Base : All respondents | 5000 |
| | 90 | | Q6c. 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 | Base : All respondents | 5000 |
| | 91 | | Q6c. 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 | Base : All respondents | 5000 |
| | 92 | | Q6c. 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 | Base : All respondents | 5000 |

| | Page | Table | Title | Base Description | Base |
|---|---|---|---|---|---|
| | 93 | | Q6c. 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 | Base : All respondents | 5000 |
| | 94 | | Q6c. 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 | Base : All respondents | 5000 |
| | 95 | | Q6c. 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 | Base : All respondents | 5000 |
| | 96 | | Q6c. 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 | Base : All respondents | 5000 |
| | 97 | | Q7. Which party do you think has the best policies when it comes to each of the following things - the Conservatives, Labour, the Liberal Democrats or none of them? Summary | Base : All respondents | 5000 |
| | 98 | | Q7. Which party do you think has the best policies when it comes to getting the economy growing and creating jobs? | Base : All respondents | 5000 |
| | 99 | | Q7. Which party do you think has the best policies when it comes to getting the economy growing and creating jobs? | Base : All respondents | 5000 |
| | 100 | | Q7. Which party do you think has the best policies when it comes to cutting the deficit and the debt? | Base : All respondents | 5000 |
| | 101 | | Q7. Which party do you think has the best policies when it comes to cutting the deficit and the debt? | Base : All respondents | 5000 |
| | 102 | | Q7. Which party do you think has the best policies when it comes to improving the NHS? | Base : All respondents | 5000 |
| | 103 | | Q7. Which party do you think has the best policies when it comes to improving the NHS? | Base : All respondents | 5000 |
| | 104 | | Q7. Which party do you think has the best policies when it comes to improving schools? | Base : All respondents | 5000 |
| | 105 | | Q7. Which party do you think has the best policies when it comes to improving schools? | Base : All respondents | 5000 |
| | 106 | | Q7. Which party do you think has the best policies when it comes to protecting the environment? | Base : All respondents | 5000 |
| | 107 | | Q7. Which party do you think has the best policies when it comes to protecting the environment? | Base : All respondents | 5000 |
| | 108 | | Q7. Which party do you think has the best policies when it comes to dealing with crime? | Base : All respondents | 5000 |
| | 109 | | Q7. Which party do you think has the best policies when it comes to dealing with crime? | Base : All respondents | 5000 |
| | 110 | | Q7. Which party do you think has the best policies when it comes to defending Britain's interests in Europe? | Base : All respondents | 5000 |

| | Page | Table | Title | Base Description | Base |
|---|---|---|---|---|---|
| | 111 | | Q7. Which party do you think has the best policies when it comes to defending Britain's interests in Europe? | Base : All respondents | 5000 |
| | 112 | | Q7. Which party do you think has the best policies when it comes to reforming welfare to stop scroungers and cut benefit dependency? | Base : All respondents | 5000 |
| | 113 | | Q7. Which party do you think has the best policies when it comes to reforming welfare to stop scroungers and cut benefit dependency? | Base : All respondents | 5000 |
| | 114 | | Q7. Which party do you think has the best policies when it comes to controlling immigration? | Base : All respondents | 5000 |
| | 115 | | Q7. Which party do you think has the best policies when it comes to controlling immigration? | Base : All respondents | 5000 |
| | 116 | | Q7. Which party do you think has the best policies when it comes to cutting taxes? | Base : All respondents | 5000 |
| | 117 | | Q7. Which party do you think has the best policies when it comes to cutting taxes? | Base : All respondents | 5000 |
| | 118 | | Age group | Base : All respondents | 5000 |
| | 119 | | Age group | Base : All respondents | 5000 |
| | 120 | | Have you taken a foreign holiday in the last 3 years? | Base : All respondents | 5000 |
| | 121 | | Have you taken a foreign holiday in the last 3 years? | Base : All respondents | 5000 |
| | 122 | | Is the house or flat in which you live...? | Base : All respondents | 5000 |
| | 123 | | Is the house or flat in which you live...? | Base : All respondents | 5000 |
| | 124 | | At what age did you finish your full time education? | Base : All respondents | 5000 |
| | 125 | | At what age did you finish your full time education? | Base : All respondents | 5000 |
| | 126 | | At what age did you finish your full time education? | Base : All respondents | 5000 |
| | 127 | | At what age did you finish your full time education? | Base : All respondents | 5000 |
| | 128 | | What is the highest educational level that you have achieved to date? | Base : All respondents | 5000 |
| | 129 | | What is the highest educational level that you have achieved to date? | Base : All respondents | 5000 |
| | 130 | | 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 | 5000 |

| | Page | Table | Title | Base Description | Base |
|---|---|---|---|---|---|
| | 131 | | 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 | 5000 |
| | 132 | | How many cars are there in your household? | Base : All respondents | 5000 |
| | 133 | | How many cars are there in your household? | Base : All respondents | 5000 |
| | 134 | | To which of the following ethnic groups do you consider you belong? | Base : All respondents | 5000 |
| | 135 | | To which of the following ethnic groups do you consider you belong? | Base : All respondents | 5000 |
| | 136 | | To which of the following religious groups do you consider yourself to be a member of? | Base : All respondents | 5000 |
| | 137 | | To which of the following religious groups do you consider yourself to be a member of? | Base : All respondents | 5000 |
| | 138 | | Which of the following best describes where you live? | Base : All respondents | 5000 |
| | 139 | | Which of the following best describes where you live? | Base : All respondents | 5000 |
| | 140 | | Which of the following best describes your current working status? | Base : All respondents | 5000 |
| | 141 | | Which of the following best describes your current working status? | Base : All respondents | 5000 |
| | 142 | | Which of the following best describes the employment status of the Chief Income Earner in your household? | Base : All respondents | 5000 |
| | 143 | | Which of the following best describes the employment status of the Chief Income Earner in your household? | Base : All respondents | 5000 |
| | 144 | | Does the Chief Income Earner have a private pension / allowance? | Base : All retired/ widowed | 1257 |
| | 145 | | Does the Chief Income Earner have a private pension / allowance? | Base : All retired/ widowed | 1257 |
| | 146 | | Do you work in any of the following occupations? | Base : All working | 2726 |
| | 147 | | Do you work in any of the following occupations? | Base : All working | 2726 |
| | 148 | | Do you have any children aged 18 or under? If so, how old are they? | Base : All respondents | 5000 |
| | 149 | | Do you have any children aged 18 or under? If so, how old are they? | Base : All respondents | 5000 |
| | 150 | | Are you....? | Base : All respondents | 5000 |
| | 151 | | Are you....? | Base : All respondents | 5000 |

| | Page | Table | Title | Base Description | Base |
|---|------|-------|-------|------------------|------|
| | 152 | | Which of the following ITV regions do you live in? | Base : All respondents | 5000 |
| | 153 | | Which of the following ITV regions do you live in? | Base : All respondents | 5000 |
| | 154 | | Which one of these regions do you live in? | Base : All respondents | 5000 |
| | 155 | | Which one of these regions do you live in? | Base : All respondents | 5000 |
| | 156 | | Which of the following best describes your marital status? | Base : All respondents | 5000 |
| | 157 | | Which of the following best describes your marital status? | Base : All respondents | 5000 |
| | 158 | | What is the combined annual income of your household, prior to tax being deducted? | Base : All respondents | 5000 |
| | 159 | | What is the combined annual income of your household, prior to tax being deducted? | Base : All respondents | 5000 |
| | 160 | | How many people under the age of 18 live in your household? | Base : All respondents | 5000 |
| | 161 | | How many people under the age of 18 live in your household? | Base : All respondents | 5000 |
| | 162 | | How many people aged 18 and over live in your household? | Base : All respondents | 5000 |
| | 163 | | How many people aged 18 and over live in your household? | Base : All respondents | 5000 |
| | 164 | | Including yourself , how many people in total live in your household? | Base : All respondents | 5000 |
| | 165 | | Including yourself , how many people in total live in your household? | Base : All respondents | 5000 |
| | 166 | | SEG | Base : All respondents | 5000 |
| | 167 | | SEG | Base : All respondents | 5000 |