

Table 1
Q1. Which of these political party leaders do you think is the most open and straightforward with voters?
Base: All respondents

	<u>Gender</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
Unweighted base	1006	403	603	78	124	208	216	187	193	338	238	169	261	268	253	249	147	89
Weighted base	1006	483	523	120	159	199	169	149	209	262	292	211	241	264	264	248	142	89
Gordon Brown	187 19%	90 19%	97 19%	34 28%	24 15%	41 20%	30 18%	26 18%	32 15%	51 20%	53 18%	31 14%	52 22%	60 23%	37 14%	42 17%	25 18%	23 26%
David Cameron	330 33%	183 38%	147 28%	48 40%	56 35%	65 33%	47 28%	45 30%	69 33%	94 36%	96 33%	68 32%	72 30%	94 36%	100 38%	75 30%	41 29%	19 22%
Nick Clegg	63 6%	37 8%	26 5%	2 2%	10 6%	10 5%	12 7%	13 9%	17 8%	21 8%	23 8%	8 4%	12 5%	18 7%	10 4%	21 9%	10 7%	3 4%
None of these/ Don't know	426 42%	173 36%	252 48%	36 30%	69 43%	84 42%	81 48%	65 44%	90 43%	95 36%	120 41%	105 50%	105 44%	92 35%	116 44%	110 44%	65 46%	43 48%

Table 2

Q1. Which of these political party leaders do you think is the most open and straightforward with voters?

Base: All respondents

	<u>Q4. Generally speaking, do you think of yourself as?</u>							
	<u>Total</u>	<u>Labour</u>	<u>Conservative</u>	<u>Liberal Democrat</u>	<u>Other</u>	<u>None of these</u>	<u>Refused</u>	<u>Don't know</u>
Unweighted base	1006	281	241	130	163	125	24	42
Weighted base	1006	284	249	117	165	121	23	46
Gordon Brown	187 19%	133 47%	8 3%	17 14%	20 12%	5 4%	- -	5 11%
David Cameron	330 33%	42 15%	183 73%	29 25%	38 23%	32 26%	3 14%	3 7%
Nick Clegg	63 6%	17 6%	3 1%	27 23%	11 6%	3 2%	2 7%	1 2%
None of these/ Don't know	426 42%	93 33%	55 22%	44 38%	97 59%	82 68%	18 79%	37 80%

Table 3

Q2. Many people are saying that the British economy is about to go through a very difficult period. Who do you trust most to steer the economy through these difficult times?

Base: All respondents

	<u>Gender</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
Unweighted base	1006	403	603	78	124	208	216	187	193	338	238	169	261	268	253	249	147	89
Weighted base	1006	483	523	120	159	199	169	149	209	262	292	211	241	264	264	248	142	89
Gordon Brown & Alistair Darling	277 28%	139 29%	137 26%	44 37%	33 21%	59 30%	46 27%	35 23%	60 29%	85 33%	82 28%	41 19%	68 28%	70 26%	59 22%	75 30%	40 28%	33 37%
David Cameron & George Osborne	341 34%	185 38%	157 30%	42 35%	53 33%	62 31%	53 31%	50 34%	82 39%	85 32%	100 34%	73 35%	83 34%	97 37%	102 39%	78 31%	44 31%	20 22%
Nick Clegg & Vince Cable	59 6%	34 7%	25 5%	4 3%	8 5%	12 6%	7 4%	13 9%	16 8%	18 7%	15 5%	13 6%	14 6%	13 5%	9 3%	19 8%	12 8%	7 7%
None of these/ Don't know	329 33%	125 26%	204 39%	30 25%	66 41%	66 33%	64 38%	51 34%	51 24%	73 28%	94 32%	85 40%	76 32%	84 32%	93 35%	76 31%	47 33%	29 33%

Table 4

Q2. Many people are saying that the British economy is about to go through a very difficult period. Who do you trust most to steer the economy through these difficult times?

Base: All respondents

	Q4. Generally speaking, do you think of yourself as?							
	<u>Total</u>	<u>Labour</u>	<u>Conservative</u>	<u>Liberal Democrat</u>	<u>Other</u>	<u>None of these</u>	<u>Refused</u>	<u>Don't know</u>
Unweighted base	1006	281	241	130	163	125	24	42
Weighted base	1006	284	249	117	165	121	23	46
Gordon Brown & Alistair Darling	277 28%	178 63%	18 7%	29 25%	27 17%	14 11%	4 16%	7 15%
David Cameron & George Osborne	341 34%	43 15%	186 75%	29 24%	42 25%	29 24%	4 19%	8 18%
Nick Clegg & Vince Cable	59 6%	12 4%	2 1%	26 22%	14 8%	3 3%	1 4%	1 3%
None of these/ Don't know	329 33%	51 18%	43 17%	34 29%	82 50%	75 62%	14 61%	29 64%

Table 5

Q3. Putting to one side your own party preferences, which of the three main party leaders do you feel would likely do the best job as Prime Minister?

Base: All respondents

	<u>Gender</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
Unweighted base	1006	403	603	78	124	208	216	187	193	338	238	169	261	268	253	249	147	89
Weighted base	1006	483	523	120	159	199	169	149	209	262	292	211	241	264	264	248	142	89
Gordon Brown	236	112	124	36	27	50	40	29	55	68	74	36	59	64	54	51	34	33
	23%	23%	24%	30%	17%	25%	24%	19%	26%	26%	25%	17%	24%	24%	20%	20%	24%	38%
David Cameron	466	252	214	60	77	94	70	67	99	124	133	102	108	126	135	118	54	33
	46%	52%	41%	50%	48%	47%	41%	45%	48%	48%	46%	48%	45%	48%	51%	48%	38%	37%
Nick Clegg	73	38	35	-	10	11	14	18	20	19	20	14	21	16	14	22	14	7
	7%	8%	7%	-	6%	5%	8%	12%	10%	7%	7%	7%	9%	6%	5%	9%	10%	8%
None of these/ Don't know	230	81	150	24	46	45	46	36	34	51	65	59	54	57	60	58	39	16
	23%	17%	29%	20%	29%	23%	27%	24%	16%	20%	22%	28%	22%	22%	23%	23%	28%	18%

Table 6

Q3. Putting to one side your own party preferences, which of the three main party leaders do you feel would likely do the best job as Prime Minister?

Base: All respondents

	<u>Q4. Generally speaking, do you think of yourself as?</u>							
	<u>Total</u>	<u>Labour</u>	<u>Conservative</u>	<u>Liberal Democrat</u>	<u>Other</u>	<u>None of these</u>	<u>Refused</u>	<u>Don't know</u>
Unweighted base	1006	281	241	130	163	125	24	42
Weighted base	1006	284	249	117	165	121	23	46
Gordon Brown	236 23%	161 57%	8 3%	20 17%	28 17%	8 7%	4 19%	6 13%
David Cameron	466 46%	64 23%	222 89%	51 44%	68 41%	45 37%	3 14%	13 28%
Nick Clegg	73 7%	23 8%	2 1%	23 20%	17 10%	5 4%	1 4%	2 5%
None of these/ Don't know	230 23%	36 13%	18 7%	23 19%	52 32%	62 51%	15 63%	24 53%

Table 7
Q4. Generally speaking, do you think of yourself as?
Base: All respondents

	<u>Gender</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
Unweighted base	1006	403	603	78	124	208	216	187	193	338	238	169	261	268	253	249	147	89
Weighted base	1006	483	523	120	159	199	169	149	209	262	292	211	241	264	264	248	142	89
Labour	284 28%	134 28%	150 29%	37 31%	36 23%	66 33%	54 32%	36 24%	55 26%	75 29%	77 26%	61 29%	72 30%	56 21%	72 27%	90 36%	39 27%	28 31%
Conservative	249 25%	133 28%	116 22%	30 25%	32 20%	41 20%	36 21%	36 24%	76 36%	66 25%	72 25%	48 23%	64 26%	75 29%	71 27%	52 21%	35 25%	16 18%
Liberal Democrat	117 12%	48 10%	69 13%	6 5%	24 15%	21 10%	18 10%	19 13%	30 15%	31 12%	41 14%	16 8%	30 12%	33 13%	29 11%	26 10%	21 15%	8 9%
Other	165 16%	83 17%	82 16%	21 17%	35 22%	28 14%	31 18%	28 19%	23 11%	43 16%	49 17%	39 18%	35 14%	40 15%	39 15%	36 14%	19 13%	32 36%
None of these	121 12%	57 12%	64 12%	14 12%	17 11%	37 18%	22 13%	21 14%	10 5%	33 13%	36 12%	26 12%	25 11%	39 15%	36 14%	25 10%	18 12%	4 4%
Refused	23 2%	12 2%	12 2%	- -	5 3%	1 1%	4 2%	2 2%	11 5%	5 2%	5 2%	5 2%	8 4%	6 2%	7 3%	7 3%	3 2%	- -
Don't know	46 5%	16 3%	29 6%	12 10%	10 6%	7 3%	6 3%	7 5%	4 2%	9 4%	12 4%	17 8%	7 3%	15 6%	10 4%	13 5%	6 5%	1 1%