



ITV NEWS INDEX

METHODOLOGY NOTE

ComRes interviewed 2,014 British adults online between 5th and 7th October 2012. Data were weighted to be demographically representative of all British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

ITV Index Survey

ONLINE Fieldwork : 5th-7th October 2012

Absolutes/col percents

Table 1

Q.1 Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2014	916	1098	158	335	393	348	318	462	713	531	295	475	312	741
Weighted base	2014	987	1027	242	322	383	342	302	423	544	584	423	463	340	788
<u>Chancellor of the Exchequer, George Osborne</u>															
Yes	333 17%	193 20%	140 14%	29 12%	60 19%	42 11%	50 15%	45 15%	107 25%	127 23%	87 15%	64 15%	56 12%	68 20%	110 14%
No	1179 59%	610 62%	569 55%	115 48%	168 52%	252 66%	214 63%	201 66%	230 54%	309 57%	344 59%	246 58%	281 61%	204 60%	478 61%
Don't know	502 25%	184 19%	318 31%	97 40%	95 29%	89 23%	78 23%	57 19%	85 20%	108 20%	153 26%	113 27%	127 27%	68 20%	199 25%
<u>Prime Minister, David Cameron</u>															
Yes	658 33%	352 36%	306 30%	90 37%	94 29%	101 27%	102 30%	88 29%	182 43%	211 39%	200 34%	136 32%	111 24%	104 31%	256 33%
No	994 49%	505 51%	489 48%	96 40%	142 44%	215 56%	183 53%	170 56%	188 44%	253 47%	280 48%	213 50%	247 53%	175 51%	386 49%
Don't know	362 18%	130 13%	232 23%	55 23%	86 27%	66 17%	57 17%	44 15%	53 13%	79 15%	104 18%	74 17%	105 23%	61 18%	145 18%
<u>Deputy Prime Minister, Nick Clegg</u>															
Yes	285 14%	151 15%	135 13%	51 21%	52 16%	44 11%	40 12%	37 12%	61 14%	102 19%	82 14%	54 13%	48 10%	51 15%	111 14%
No	1304 65%	678 69%	627 61%	116 48%	180 56%	258 67%	241 70%	210 70%	299 71%	335 62%	378 65%	286 68%	306 66%	222 65%	507 64%
Don't know	424 21%	158 16%	266 26%	74 31%	90 28%	81 21%	62 18%	55 18%	62 15%	107 20%	124 21%	84 20%	109 24%	67 20%	171 22%

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2014	987	1027	242	322	383	342	302	423	544	584	423	463	340	788
<u>Leader of the Opposition, Ed Miliband</u>															
Yes	402 20%	220 22%	183 18%	51 21%	71 22%	89 23%	60 18%	62 21%	69 16%	109 20%	104 18%	80 19%	110 24%	77 23%	158 20%
No	1153 57%	602 61%	552 54%	126 52%	149 46%	203 53%	204 60%	188 62%	285 67%	343 63%	344 59%	242 57%	225 49%	177 52%	446 57%
Don't know	458 23%	166 17%	292 28%	65 27%	103 32%	91 24%	78 23%	52 17%	69 16%	92 17%	137 23%	101 24%	128 28%	85 25%	184 23%
<u>Shadow Chancellor, Ed Balls</u>															
Yes	293 15%	173 18%	120 12%	30 12%	45 14%	59 15%	47 14%	53 17%	59 14%	83 15%	83 14%	57 13%	70 15%	72 21%	101 13%
No	1203 60%	620 63%	583 57%	112 46%	167 52%	227 59%	219 64%	193 64%	285 67%	349 64%	347 59%	258 61%	249 54%	186 55%	473 60%
Don't know	519 26%	195 20%	324 32%	100 41%	110 34%	97 25%	77 22%	56 19%	79 19%	112 21%	154 26%	109 26%	144 31%	81 24%	214 27%

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Table 1

Q.1 Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2014	1770	150	89	240	175	180	145	94	194	255	297	195	1053	707	346	961	147	102	121	396	195
Weighted base	2014	1732	175	91	237	178	186	157	107	189	253	258	184	1128	886	242	886	143	113	118	350	161
Chancellor of the Exchequer, George Osborne																						
Yes	333 17%	297 17%	19 11%	16 18%	36 15%	27 15%	22 12%	31 20%	18 17%	35 19%	46 18%	57 22%	26 14%	178 16%	134 15%	45 19%	155 17%	11 7%	17 15%	24 20%	85 24%	18 11%
No	1179 59%	989 57%	116 66%	62 68%	145 61%	108 61%	93 50%	88 56%	74 69%	106 56%	129 51%	138 54%	121 66%	682 60%	540 61%	143 59%	497 56%	84 59%	59 52%	73 62%	195 56%	86 53%
Don't know	502 25%	446 26%	40 23%	13 14%	56 24%	43 24%	72 38%	37 24%	15 14%	48 25%	78 31%	63 24%	37 20%	267 24%	213 24%	54 22%	235 26%	49 34%	37 33%	21 18%	70 20%	58 36%
Prime Minister, David Cameron																						
Yes	658 33%	596 34%	38 22%	25 27%	69 29%	45 26%	69 37%	51 32%	24 23%	84 44%	90 36%	103 40%	61 33%	360 32%	281 32%	79 33%	298 34%	28 19%	39 35%	38 32%	155 44%	38 24%
No	994 49%	817 47%	107 61%	58 64%	124 52%	99 56%	79 42%	67 43%	70 65%	83 44%	106 42%	109 42%	93 50%	561 50%	436 49%	125 52%	433 49%	81 57%	54 48%	65 55%	153 44%	80 50%
Don't know	362 18%	319 18%	30 17%	9 9%	44 18%	33 19%	39 21%	38 25%	12 12%	22 12%	57 23%	46 18%	30 16%	206 18%	168 19%	38 16%	155 18%	34 24%	20 17%	16 13%	43 12%	43 27%
Deputy Prime Minister, Nick Clegg																						
Yes	285 14%	263 15%	11 6%	14 15%	30 13%	26 15%	19 10%	28 18%	12 11%	38 20%	46 18%	36 14%	26 14%	161 14%	125 14%	36 15%	124 14%	21 15%	19 17%	16 13%	55 16%	13 8%
No	1304 65%	1096 63%	129 74%	61 68%	156 66%	119 67%	117 63%	93 60%	79 74%	120 63%	137 54%	175 68%	118 64%	729 65%	574 65%	155 64%	576 65%	81 57%	68 60%	82 70%	245 70%	100 62%
Don't know	424 21%	373 22%	34 20%	16 18%	51 22%	32 18%	51 27%	35 22%	17 15%	31 16%	71 28%	47 18%	39 21%	238 21%	187 21%	51 21%	186 21%	41 28%	26 23%	20 17%	50 14%	49 30%

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	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2014	1732	175	91	237	178	186	157	107	189	253	258	184	1128	886	242	886	143	113	118	350	161
Leader of the Opposition, Ed Miliband																						
Yes	402 20%	344 20%	29 17%	37 41%	52 22%	31 17%	32 17%	29 18%	30 28%	36 19%	54 21%	45 17%	28 15%	235 21%	184 21%	51 21%	167 19%	28 19%	24 22%	24 20%	58 17%	33 20%
No	1153 57%	985 57%	107 61%	38 42%	128 54%	104 59%	108 58%	86 55%	62 58%	122 65%	124 49%	159 62%	114 62%	623 55%	490 55%	134 55%	530 60%	72 50%	64 57%	72 61%	247 70%	75 47%
Don't know	458 23%	404 23%	39 22%	16 18%	56 24%	43 24%	46 25%	41 26%	15 14%	31 16%	75 30%	54 21%	41 23%	269 24%	213 24%	57 23%	189 21%	44 31%	24 22%	23 19%	45 13%	53 33%
Shadow Chancellor, Ed Balls																						
Yes	293 15%	247 14%	20 12%	28 31%	35 15%	32 18%	22 12%	22 14%	25 24%	24 13%	31 12%	32 13%	21 11%	173 15%	131 15%	42 18%	119 13%	14 10%	12 11%	17 14%	54 15%	22 14%
No	1203 60%	1029 59%	106 61%	48 53%	132 56%	107 60%	105 56%	89 57%	67 63%	123 65%	138 55%	168 65%	119 65%	660 58%	521 59%	139 58%	543 61%	78 55%	64 57%	75 64%	242 69%	83 52%
Don't know	519 26%	456 26%	48 28%	15 17%	70 29%	39 22%	60 32%	45 29%	15 14%	42 22%	84 33%	58 22%	44 24%	295 26%	235 26%	60 25%	224 25%	50 35%	37 32%	26 22%	54 15%	56 35%

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Absolutes/col percents

Table 2
Q.2 Do you think the Coalition Government understands the concerns of each of the following groups?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2014	916	1098	158	335	393	348	318	462	713	531	295	475	312	741
Weighted base	2014	987	1027	242	322	383	342	302	423	544	584	423	463	340	788
People on low incomes															
Yes	391 19%	196 20%	195 19%	62 26%	66 20%	72 19%	53 16%	48 16%	90 21%	114 21%	115 20%	99 23%	63 14%	71 21%	152 19%
No	1413 70%	704 71%	709 69%	133 55%	213 66%	269 70%	258 75%	238 79%	302 71%	376 69%	412 71%	282 67%	343 74%	235 69%	552 70%
Don't know	209 10%	86 9%	123 12%	46 19%	44 14%	41 11%	32 9%	16 5%	30 7%	54 10%	57 10%	42 10%	57 12%	34 10%	84 11%
People on middle incomes															
Yes	546 27%	307 31%	239 23%	59 25%	80 25%	94 24%	96 28%	88 29%	129 30%	153 28%	161 27%	129 31%	103 22%	87 26%	223 28%
No	1207 60%	578 59%	628 61%	130 54%	189 59%	233 61%	212 62%	189 63%	253 60%	335 62%	362 62%	234 55%	275 59%	210 62%	471 60%
Don't know	262 13%	102 10%	160 16%	52 22%	53 17%	56 15%	35 10%	25 8%	41 10%	56 10%	61 10%	59 14%	86 19%	43 13%	94 12%
People on high incomes															
Yes	1365 68%	683 69%	681 66%	138 57%	202 63%	241 63%	247 72%	225 74%	311 74%	399 73%	392 67%	300 71%	274 59%	223 66%	524 66%
No	393 20%	194 20%	199 19%	56 23%	73 23%	88 23%	60 17%	51 17%	65 15%	93 17%	116 20%	84 20%	100 22%	71 21%	173 22%
Don't know	256 13%	110 11%	147 14%	47 20%	47 15%	54 14%	35 10%	26 9%	46 11%	51 9%	76 13%	39 9%	89 19%	46 13%	91 12%

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Weighted base	2014	987	1027	242	322	383	342	302	423	544	584	423	463	340	788
<u>The banks and big business</u>															
Yes	1154 57%	584 59%	570 56%	136 56%	175 54%	205 54%	204 60%	184 61%	250 59%	340 63%	351 60%	227 54%	236 51%	188 55%	434 55%
No	542 27%	292 30%	251 24%	46 19%	95 29%	118 31%	89 26%	87 29%	108 26%	134 25%	150 26%	127 30%	132 28%	97 28%	242 31%
Don't know	318 16%	112 11%	206 20%	60 25%	52 16%	60 16%	49 14%	31 10%	65 15%	70 13%	84 14%	68 16%	96 21%	55 16%	112 14%
<u>Small business owners and entrepreneurs</u>															
Yes	527 26%	286 29%	240 23%	79 33%	81 25%	83 22%	90 26%	81 27%	112 27%	159 29%	147 25%	130 31%	90 20%	87 26%	203 26%
No	1192 59%	584 59%	609 59%	107 44%	182 56%	239 62%	210 61%	189 63%	265 63%	323 59%	353 60%	246 58%	270 58%	196 58%	474 60%
Don't know	295 15%	117 12%	178 17%	56 23%	59 18%	60 16%	42 12%	32 11%	46 11%	62 11%	83 14%	47 11%	102 22%	56 17%	111 14%
<u>Families</u>															
Yes	483 24%	253 26%	230 22%	73 30%	73 23%	83 22%	79 23%	67 22%	108 26%	151 28%	144 25%	113 27%	75 16%	85 25%	204 26%
No	1297 64%	638 65%	659 64%	119 49%	199 62%	257 67%	230 67%	212 70%	280 66%	334 61%	377 64%	269 64%	317 69%	217 64%	488 62%
Don't know	234 12%	96 10%	137 13%	50 21%	50 16%	43 11%	33 10%	23 8%	34 8%	59 11%	63 11%	41 10%	71 15%	37 11%	96 12%

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Weighted base	2014	987	1027	242	322	383	342	302	423	544	584	423	463	340	788
<u>The elderly</u>															
Yes	432 21%	223 23%	210 20%	65 27%	77 24%	74 19%	71 21%	57 19%	88 21%	131 24%	134 23%	95 23%	72 15%	83 24%	179 23%
No	1354 67%	675 68%	679 66%	122 50%	196 61%	267 70%	236 69%	226 75%	308 73%	359 66%	387 66%	283 67%	325 70%	223 66%	505 64%
Don't know	227 11%	89 9%	139 13%	55 23%	50 15%	42 11%	35 10%	19 6%	27 7%	53 10%	63 11%	45 11%	66 14%	34 10%	103 13%

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Unweighted base	2014	1770	150	89	240	175	180	145	94	194	255	297	195	1053	707	346	961	147	102	121	396	195
Weighted base	2014	1732	175	91	237	178	186	157	107	189	253	258	184	1128	886	242	886	143	113	118	350	161
People on low incomes																						
Yes	391 19%	353 20%	23 13%	16 17%	30 12%	38 22%	36 19%	35 22%	16 15%	45 24%	56 22%	62 24%	34 19%	223 20%	177 20%	46 19%	168 19%	15 10%	25 22%	18 16%	84 24%	25 16%
No	1413 70%	1205 70%	127 73%	72 79%	186 79%	124 70%	132 71%	102 65%	81 76%	130 69%	161 63%	165 64%	133 73%	787 70%	613 69%	174 72%	627 71%	107 75%	75 66%	91 77%	242 69%	111 69%
Don't know	209 10%	175 10%	25 14%	3 4%	21 9%	16 9%	19 10%	20 13%	9 9%	13 7%	36 14%	31 12%	16 9%	118 10%	97 11%	21 9%	91 10%	21 15%	13 11%	9 7%	24 7%	25 15%
People on middle incomes																						
Yes	546 27%	487 28%	32 18%	22 24%	52 22%	53 30%	57 31%	38 24%	27 25%	56 30%	79 31%	80 31%	49 27%	310 28%	241 27%	69 29%	236 27%	25 18%	38 33%	33 28%	108 31%	31 19%
No	1207 60%	1023 59%	116 67%	64 70%	152 64%	97 55%	103 56%	95 61%	67 63%	121 64%	129 51%	149 58%	114 62%	681 60%	536 60%	145 60%	526 59%	86 60%	61 54%	69 58%	214 61%	96 59%
Don't know	262 13%	222 13%	27 15%	6 6%	33 14%	28 16%	25 14%	24 15%	13 12%	12 6%	45 18%	29 11%	21 11%	137 12%	109 12%	28 11%	125 14%	31 22%	14 13%	16 14%	29 8%	35 21%
People on high incomes																						
Yes	1365 68%	1193 69%	101 58%	66 73%	158 67%	119 67%	128 69%	114 73%	71 66%	137 73%	174 69%	172 66%	123 67%	747 66%	577 65%	170 70%	618 70%	81 57%	79 69%	82 70%	270 77%	105 65%
No	393 20%	322 19%	43 25%	22 24%	42 18%	34 19%	32 17%	18 12%	28 26%	30 16%	46 18%	54 21%	44 24%	244 22%	196 22%	48 20%	149 17%	31 22%	17 15%	21 18%	48 14%	32 20%
Don't know	256 13%	218 13%	31 18%	2 3%	36 15%	25 14%	26 14%	24 15%	8 7%	22 12%	33 13%	33 13%	17 9%	137 12%	113 13%	24 10%	119 13%	31 21%	17 15%	15 12%	32 9%	24 15%

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Weighted base	2014	1732	175	91	237	178	186	157	107	189	253	258	184	1128	886	242	886	143	113	118	350	161
<u>The banks and big business</u>																						
Yes	1154 57%	1013 58%	82 47%	49 54%	127 54%	95 53%	117 63%	106 68%	58 55%	120 63%	151 59%	143 55%	106 58%	623 55%	475 54%	148 61%	531 60%	77 54%	72 64%	63 53%	230 66%	89 55%
No	542 27%	453 26%	49 28%	34 37%	67 28%	49 28%	44 24%	30 19%	40 37%	46 24%	61 24%	67 26%	55 30%	339 30%	279 32%	60 25%	203 23%	28 20%	25 22%	37 32%	74 21%	39 24%
Don't know	318 16%	266 15%	43 25%	8 8%	43 18%	33 19%	25 14%	21 13%	8 8%	23 12%	41 16%	49 19%	23 12%	166 15%	132 15%	35 14%	151 17%	38 26%	16 14%	18 15%	47 13%	33 21%
<u>Small business owners and entrepreneurs</u>																						
Yes	527 26%	472 27%	31 18%	16 18%	47 20%	43 24%	52 28%	44 28%	23 22%	58 31%	86 34%	75 29%	51 28%	290 26%	226 26%	64 26%	236 27%	32 22%	35 31%	25 21%	109 31%	35 22%
No	1192 59%	1018 59%	106 60%	68 75%	160 67%	106 60%	97 52%	84 53%	69 64%	106 56%	129 51%	153 59%	116 63%	670 59%	522 59%	148 61%	522 59%	76 53%	61 54%	80 67%	208 59%	98 61%
Don't know	295 15%	242 14%	38 22%	7 7%	29 12%	29 16%	38 20%	29 18%	15 14%	25 13%	39 15%	31 12%	17 9%	167 15%	138 16%	29 12%	128 14%	35 25%	17 15%	14 12%	33 9%	28 18%
<u>Families</u>																						
Yes	483 24%	438 25%	24 14%	17 18%	42 18%	42 24%	53 28%	38 24%	21 19%	55 29%	69 27%	78 30%	44 24%	289 26%	226 26%	63 26%	194 22%	19 13%	29 26%	23 19%	94 27%	30 18%
No	1297 64%	1094 63%	124 71%	71 78%	168 71%	118 67%	105 57%	100 64%	79 74%	121 64%	138 55%	154 59%	119 65%	706 63%	553 62%	152 63%	592 67%	100 70%	71 62%	83 70%	230 66%	109 67%
Don't know	234 12%	200 12%	26 15%	3 4%	27 11%	17 10%	28 15%	19 12%	7 7%	13 7%	46 18%	27 10%	20 11%	133 12%	106 12%	27 11%	101 11%	25 17%	14 12%	13 11%	26 7%	23 14%

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Q.2 Do you think the Coalition Government understands the concerns of each of the following groups?

Base: All respondents

	Region													Which of the following best describes your current working status?								
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Weighted base	2014	1732	175	91	237	178	186	157	107	189	253	258	184	1128	886	242	886	143	113	118	350	161
<u>The elderly</u>																						
Yes	432 21%	392 23%	24 14%	17 18%	39 16%	39 22%	51 28%	36 23%	16 15%	49 26%	66 26%	61 24%	35 19%	262 23%	209 24%	53 22%	170 19%	16 11%	29 26%	21 18%	81 23%	24 15%
No	1354 67%	1147 66%	125 72%	67 74%	177 75%	120 67%	110 59%	102 65%	82 77%	126 67%	148 58%	167 64%	130 71%	728 65%	570 64%	158 65%	626 71%	105 73%	69 61%	90 76%	252 72%	111 69%
Don't know	227 11%	193 11%	26 15%	7 8%	21 9%	19 11%	25 13%	19 12%	9 8%	13 7%	39 16%	31 12%	19 10%	138 12%	107 12%	31 13%	90 10%	23 16%	15 13%	8 7%	18 5%	26 16%

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Absolutes/col percents

Table 3
Q.3 Do you agree or disagree with each of the following statements?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2014	916	1098	158	335	393	348	318	462	713	531	295	475	312	741
Weighted base	2014	987	1027	242	322	383	342	302	423	544	584	423	463	340	788
<u>The Conservatives would have a better chance in the next General Election without David Cameron as Party leader</u>															
Agree	563 28%	300 30%	262 26%	48 20%	95 29%	99 26%	82 24%	94 31%	145 34%	167 31%	150 26%	117 28%	129 28%	88 26%	213 27%
Disagree	782 39%	411 42%	371 36%	103 43%	114 35%	157 41%	125 36%	118 39%	165 39%	207 38%	222 38%	179 42%	174 38%	134 40%	306 39%
Don't know	670 33%	276 28%	394 38%	90 37%	114 35%	127 33%	136 40%	90 30%	113 27%	170 31%	212 36%	127 30%	160 35%	117 35%	268 34%
<u>I would prefer a Conservative/Liberal Democrat Coalition to a majority Conservative Government</u>															
Agree	623 31%	341 35%	283 28%	61 25%	122 38%	127 33%	92 27%	96 32%	125 30%	205 38%	185 32%	125 30%	109 24%	111 33%	254 32%
Disagree	855 42%	449 45%	407 40%	83 34%	96 30%	152 40%	160 47%	127 42%	237 56%	229 42%	253 43%	197 46%	177 38%	145 43%	314 40%
Don't know	535 27%	197 20%	338 33%	98 41%	104 32%	103 27%	90 26%	79 26%	61 14%	110 20%	146 25%	101 24%	178 38%	84 25%	221 28%
<u>I would prefer a Conservative/Liberal Democrat Coalition to a Labour/Liberal Democrat Coalition</u>															
Agree	738 37%	392 40%	346 34%	88 36%	95 29%	105 27%	120 35%	113 37%	217 51%	238 44%	225 39%	157 37%	117 25%	122 36%	283 36%
Disagree	804 40%	415 42%	389 38%	64 26%	122 38%	181 47%	149 44%	134 44%	154 36%	207 38%	227 39%	173 41%	197 42%	142 42%	299 38%
Don't know	472 23%	179 18%	292 28%	90 37%	106 33%	97 25%	73 21%	55 18%	51 12%	98 18%	132 23%	92 22%	149 32%	75 22%	206 26%

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Absolutes/col percents

Table 3
Q.3 Do you agree or disagree with each of the following statements?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2014	987	1027	242	322	383	342	302	423	544	584	423	463	340	788
<u>The Conservative Party would be more electable with Boris Johnson as its leader</u>															
Agree	675 34%	365 37%	310 30%	85 35%	127 39%	134 35%	111 32%	90 30%	128 30%	183 34%	197 34%	169 40%	126 27%	124 37%	283 36%
Disagree	765 38%	372 38%	393 38%	65 27%	106 33%	146 38%	143 42%	132 44%	173 41%	208 38%	231 40%	147 35%	178 39%	115 34%	299 38%
Don't know	574 29%	250 25%	324 32%	92 38%	89 28%	103 27%	89 26%	80 26%	122 29%	153 28%	156 27%	107 25%	159 34%	100 30%	206 26%
<u>David Cameron's time in office has damaged his party's chances of being able to win the next General Election</u>															
Agree	895 44%	457 46%	438 43%	88 36%	134 42%	173 45%	154 45%	162 54%	183 43%	224 41%	263 45%	187 44%	220 48%	163 48%	336 43%
Disagree	637 32%	344 35%	292 28%	72 30%	100 31%	114 30%	107 31%	89 29%	154 37%	193 35%	184 32%	143 34%	117 25%	98 29%	261 33%
Don't know	483 24%	186 19%	297 29%	82 34%	88 27%	95 25%	81 24%	51 17%	85 20%	126 23%	137 23%	93 22%	126 27%	79 23%	191 24%
<u>I expect David Cameron to still be the Prime Minister after the next General Election</u>															
Agree	686 34%	377 38%	309 30%	86 35%	114 35%	121 32%	111 32%	88 29%	167 39%	225 41%	204 35%	151 36%	107 23%	110 32%	280 36%
Disagree	772 38%	387 39%	385 38%	75 31%	115 36%	156 41%	136 40%	136 45%	153 36%	181 33%	220 38%	168 40%	202 44%	142 42%	278 35%
Don't know	556 28%	224 23%	332 32%	81 33%	93 29%	106 28%	95 28%	78 26%	103 24%	138 25%	160 27%	103 24%	154 33%	88 26%	230 29%

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Table 3
Q.3 Do you agree or disagree with each of the following statements?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2014	987	1027	242	322	383	342	302	423	544	584	423	463	340	788
<u>The Conservatives can't be trusted to run the economy</u>															
Agree	897 45%	445 45%	452 44%	89 37%	153 47%	174 45%	165 48%	147 49%	169 40%	228 42%	250 43%	193 46%	226 49%	171 50%	331 42%
Disagree	700 35%	383 39%	317 31%	82 34%	90 28%	115 30%	107 31%	104 34%	201 48%	217 40%	212 36%	144 34%	127 27%	104 31%	265 34%
Don't know	418 21%	160 16%	258 25%	70 29%	79 25%	93 24%	71 21%	52 17%	53 13%	99 18%	123 21%	86 20%	110 24%	65 19%	192 24%
<u>The Conservative Party can no longer be called the nasty party</u>															
Agree	669 33%	329 33%	339 33%	87 36%	90 28%	106 28%	110 32%	93 31%	181 43%	210 39%	207 35%	151 36%	100 22%	112 33%	270 34%
Disagree	858 43%	455 46%	403 39%	82 34%	131 41%	173 45%	155 45%	152 50%	165 39%	215 40%	246 42%	175 41%	223 48%	146 43%	310 39%
Don't know	487 24%	203 21%	284 28%	72 30%	101 31%	104 27%	77 22%	57 19%	76 18%	118 22%	131 22%	97 23%	140 30%	81 24%	208 26%
<u>The Conservatives have shown themselves to be the party of the rich</u>															
Agree	1161 58%	596 60%	564 55%	108 44%	189 59%	235 61%	212 62%	190 63%	227 54%	313 58%	337 58%	242 57%	268 58%	216 64%	435 55%
Disagree	495 25%	262 27%	234 23%	66 27%	59 18%	73 19%	74 22%	69 23%	154 37%	159 29%	142 24%	101 24%	94 20%	73 22%	190 24%
Don't know	358 18%	129 13%	229 22%	68 28%	74 23%	74 19%	57 17%	44 14%	41 10%	72 13%	106 18%	80 19%	100 22%	50 15%	163 21%

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Absolutes/col percents

Table 3
Q.3 Do you agree or disagree with each of the following statements?
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2014	1770	150	89	240	175	180	145	94	194	255	297	195	1053	707	346	961	147	102	121	396	195
Weighted base	2014	1732	175	91	237	178	186	157	107	189	253	258	184	1128	886	242	886	143	113	118	350	161
<u>The Conservatives would have a better chance in the next General Election without David Cameron as Party leader</u>																						
Agree	563 28%	486 28%	48 27%	34 37%	77 33%	51 29%	37 20%	39 25%	30 28%	45 24%	81 32%	65 25%	57 31%	302 27%	226 26%	75 31%	261 29%	27 19%	28 25%	38 32%	119 34%	49 30%
Disagree	782 39%	689 40%	50 29%	39 43%	84 35%	64 36%	85 46%	65 41%	43 40%	93 49%	89 35%	97 38%	72 39%	441 39%	354 40%	87 36%	341 38%	48 33%	46 40%	49 42%	139 40%	59 37%
Don't know	670 33%	558 32%	77 44%	18 20%	76 32%	63 35%	64 34%	53 34%	35 32%	51 27%	83 33%	96 37%	54 30%	385 34%	306 35%	79 33%	284 32%	68 48%	40 35%	31 26%	92 26%	53 33%
<u>I would prefer a Conservative/Liberal Democrat Coalition to a majority Conservative Government</u>																						
Agree	623 31%	545 31%	56 32%	29 31%	79 33%	58 32%	45 24%	46 29%	23 21%	64 34%	87 34%	81 31%	57 31%	364 32%	286 32%	79 33%	259 29%	36 25%	26 23%	35 29%	111 32%	51 32%
Disagree	855 42%	728 42%	68 39%	42 46%	80 34%	66 37%	89 48%	64 41%	59 55%	85 45%	101 40%	119 46%	81 44%	458 41%	369 42%	89 37%	397 45%	42 29%	47 41%	51 43%	199 57%	59 36%
Don't know	535 27%	459 26%	51 29%	20 22%	77 33%	54 30%	52 28%	47 30%	25 23%	40 21%	65 26%	58 22%	46 25%	305 27%	231 26%	74 31%	230 26%	65 46%	40 36%	33 28%	40 12%	51 32%
<u>I would prefer a Conservative/Liberal Democrat Coalition to a Labour/Liberal Democrat Coalition</u>																						
Agree	738 37%	651 38%	53 30%	29 31%	80 34%	58 33%	61 33%	58 37%	35 32%	99 53%	86 34%	115 44%	66 36%	405 36%	320 36%	85 35%	333 38%	22 15%	34 30%	48 41%	186 53%	43 27%
Disagree	804 40%	675 39%	75 43%	50 55%	107 45%	80 45%	62 33%	56 36%	55 52%	57 30%	100 39%	94 36%	68 37%	442 39%	349 39%	93 38%	363 41%	65 46%	50 44%	46 39%	130 37%	71 44%
Don't know	472 23%	407 23%	48 27%	12 13%	49 21%	40 22%	63 34%	43 27%	17 16%	32 17%	68 27%	50 19%	50 27%	281 25%	218 25%	64 26%	190 21%	56 39%	29 26%	24 20%	35 10%	47 29%

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Absolutes/col percents

Table 3
Q.3 Do you agree or disagree with each of the following statements?
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2014	1732	175	91	237	178	186	157	107	189	253	258	184	1128	886	242	886	143	113	118	350	161
<u>The Conservative Party would be more electable with Boris Johnson as its leader</u>																						
Agree	675 34%	583 34%	51 29%	32 35%	75 32%	58 32%	45 24%	46 29%	41 38%	65 35%	94 37%	110 42%	59 32%	407 36%	325 37%	82 34%	268 30%	31 21%	35 31%	29 24%	115 33%	58 36%
Disagree	765 38%	656 38%	69 39%	44 48%	92 39%	62 35%	76 41%	56 36%	40 38%	72 38%	88 35%	89 34%	77 42%	414 37%	317 36%	97 40%	351 40%	52 36%	41 37%	53 44%	146 42%	59 37%
Don't know	574 29%	493 28%	55 32%	16 18%	70 29%	58 32%	65 35%	55 35%	25 24%	51 27%	71 28%	60 23%	48 26%	307 27%	244 28%	62 26%	267 30%	60 42%	37 32%	37 31%	90 26%	44 27%
<u>David Cameron's time in office has damaged his party's chances of being able to win the next General Election</u>																						
Agree	895 44%	747 43%	88 51%	54 59%	114 48%	84 47%	68 37%	66 42%	59 55%	70 37%	118 47%	95 37%	80 43%	499 44%	385 43%	114 47%	396 45%	61 43%	48 43%	57 48%	152 43%	77 48%
Disagree	637 32%	564 33%	45 26%	26 28%	60 25%	45 25%	67 36%	49 31%	27 26%	76 40%	75 30%	107 41%	59 32%	359 32%	289 33%	70 29%	278 31%	30 21%	32 28%	37 32%	134 38%	45 28%
Don't know	483 24%	421 24%	41 24%	11 13%	63 26%	49 28%	51 27%	42 27%	21 19%	43 23%	60 24%	57 22%	45 24%	270 24%	212 24%	58 24%	213 24%	52 36%	33 29%	24 20%	64 18%	40 25%
<u>I expect David Cameron to still be the Prime Minister after the next General Election</u>																						
Agree	686 34%	622 36%	40 23%	29 32%	75 32%	58 33%	69 37%	53 34%	24 22%	79 42%	97 38%	101 39%	62 34%	390 35%	314 35%	75 31%	297 33%	27 19%	44 39%	42 35%	140 40%	44 27%
Disagree	772 38%	633 37%	82 47%	46 51%	92 39%	76 43%	60 32%	56 36%	57 54%	59 31%	86 34%	95 37%	62 33%	420 37%	321 36%	99 41%	352 40%	60 42%	40 35%	51 43%	128 37%	73 45%
Don't know	556 28%	477 28%	53 30%	16 18%	70 30%	44 25%	57 30%	47 30%	26 24%	50 27%	70 28%	62 24%	60 33%	318 28%	251 28%	67 28%	238 27%	55 39%	29 26%	26 22%	82 24%	45 28%

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Absolutes/col percents

Table 3
Q.3 Do you agree or disagree with each of the following statements?
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2014	1732	175	91	237	178	186	157	107	189	253	258	184	1128	886	242	886	143	113	118	350	161
<u>The Conservatives can't be trusted to run the economy</u>																						
Agree	897	751	90	51	121	86	77	49	55	73	125	98	71	502	384	118	395	68	53	60	140	75
	45%	43%	52%	56%	51%	48%	41%	31%	52%	38%	49%	38%	38%	44%	43%	49%	45%	47%	46%	50%	40%	47%
Disagree	700	618	48	30	67	51	65	62	34	85	75	108	75	370	294	76	330	30	39	38	175	48
	35%	36%	27%	33%	28%	29%	35%	40%	32%	45%	30%	42%	41%	33%	33%	31%	37%	21%	35%	32%	50%	30%
Don't know	418	364	37	9	48	41	45	45	18	31	54	52	38	257	208	48	161	45	22	21	36	38
	21%	21%	21%	10%	20%	23%	24%	29%	16%	17%	21%	20%	21%	23%	23%	20%	18%	32%	19%	17%	10%	24%
<u>The Conservative Party can no longer be called the nasty party</u>																						
Agree	669	595	48	20	63	46	70	52	26	84	91	103	66	383	302	81	286	22	29	34	157	45
	33%	34%	27%	22%	27%	26%	38%	33%	25%	44%	36%	40%	36%	34%	34%	33%	32%	15%	26%	28%	45%	28%
Disagree	858	714	85	53	109	84	67	58	59	76	103	91	73	457	350	106	402	73	54	59	139	76
	43%	41%	49%	58%	46%	47%	36%	37%	55%	40%	41%	35%	40%	40%	44%	45%	51%	48%	50%	40%	47%	
Don't know	487	423	42	18	64	47	49	47	21	29	59	64	46	289	234	55	198	48	30	26	55	40
	24%	24%	24%	19%	27%	27%	26%	30%	20%	15%	23%	25%	25%	26%	26%	23%	22%	33%	26%	22%	16%	25%
<u>The Conservatives have shown themselves to be the party of the rich</u>																						
Agree	1161	981	104	68	147	116	89	80	76	102	155	124	100	651	505	146	510	84	70	73	188	96
	58%	57%	59%	75%	62%	65%	48%	51%	71%	54%	61%	48%	55%	58%	57%	60%	58%	58%	61%	62%	54%	59%
Disagree	495	446	33	16	47	31	52	42	16	68	57	87	46	263	212	52	232	15	25	32	130	31
	25%	26%	19%	18%	20%	17%	28%	27%	15%	36%	23%	34%	25%	23%	24%	21%	26%	10%	22%	27%	37%	19%
Don't know	358	305	38	6	43	31	46	34	15	18	41	48	38	214	170	44	144	45	19	13	33	35
	18%	18%	22%	7%	18%	18%	24%	22%	14%	10%	16%	18%	21%	19%	19%	18%	16%	31%	17%	11%	9%	21%

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Table 4
Q.4 Which of the following, if any, would be the most likely to lead the Conservative Party to win the next General Election?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2014	916	1098	158	335	393	348	318	462	713	531	295	475	312	741
Weighted base	2014	987	1027	242	322	383	342	302	423	544	584	423	463	340	788
David Cameron	548 27%	301 31%	247 24%	72 30%	82 25%	108 28%	81 24%	67 22%	138 33%	186 34%	155 27%	117 28%	90 19%	89 26%	224 28%
Boris Johnson	363 18%	184 19%	179 17%	27 11%	55 17%	67 17%	73 21%	58 19%	83 20%	99 18%	96 16%	94 22%	75 16%	73 22%	143 18%
William Hague	77 4%	42 4%	35 3%	3 1%	8 3%	5 1%	15 4%	16 5%	30 7%	26 5%	23 4%	13 3%	16 4%	11 3%	32 4%
George Osborne	23 1%	17 2%	6 1%	8 3%	7 2%	6 2%	1 *	- -	2 *	8 2%	3 *	4 1%	8 2%	3 1%	17 2%
Michael Gove	18 1%	13 1%	5 *	6 2%	3 1%	3 1%	3 1%	2 1%	1 *	7 1%	4 1%	2 1%	4 1%	2 *	11 1%
Theresa May	17 1%	10 1%	8 1%	- -	5 2%	2 1%	5 1%	3 1%	2 1%	3 1%	5 1%	5 1%	4 1%	5 2%	4 *
Andrew Mitchell	5 *	4 *	1 *	3 1%	* *	2 *	- -	- -	- -	1 *	4 1%	- -	- -	1 *	1 *
Someone else	38 2%	25 3%	13 1%	3 1%	12 4%	3 1%	1 *	7 2%	11 3%	7 1%	11 2%	8 2%	11 2%	1 *	14 2%
I don't think that anyone could lead the Conservative Party to win the next General Election	533 26%	256 26%	277 27%	52 22%	62 19%	108 28%	97 28%	100 33%	114 27%	122 22%	158 27%	103 24%	150 32%	77 23%	184 23%
Don't know	392 19%	135 14%	257 25%	69 28%	87 27%	80 21%	67 20%	49 16%	40 10%	85 16%	125 21%	77 18%	105 23%	78 23%	158 20%

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Table 4

Q.4 Which of the following, if any, would be the most likely to lead the Conservative Party to win the next General Election?

Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2014	1770	150	89	240	175	180	145	94	194	255	297	195	1053	707	346	961	147	102	121	396	195
Weighted base	2014	1732	175	91	237	178	186	157	107	189	253	258	184	1128	886	242	886	143	113	118	350	161
David Cameron	548 27%	495 29%	30 17%	18 20%	58 25%	41 23%	57 31%	48 30%	22 21%	69 37%	75 30%	74 29%	55 30%	313 28%	257 29%	56 23%	235 27%	19 13%	32 28%	33 28%	118 34%	33 20%
Boris Johnson	363 18%	317 18%	28 16%	16 17%	41 17%	30 17%	27 14%	20 13%	18 17%	38 20%	46 18%	65 25%	35 19%	216 19%	173 20%	43 18%	147 17%	21 15%	9 8%	16 14%	71 20%	30 18%
William Hague	77 4%	70 4%	4 2%	7 8%	3 1%	8 5%	7 4%	6 4%	3 3%	8 4%	8 3%	18 7%	5 3%	43 4%	31 4%	11 5%	34 4%	3 2%	- -	5 4%	24 7%	2 1%
George Osborne	23 1%	16 1%	1 1%	2 2%	5 2%	1 1%	- -	1 *	6 6%	2 1%	4 1%	1 1%	- -	20 2%	16 2%	4 2%	3 *	- -	2 2%	- -	- -	1 1%
Michael Gove	18 1%	16 1%	2 1%	1 1%	- -	1 *	2 1%	* *	- -	* *	9 4%	3 1%	- -	13 1%	9 1%	4 2%	5 1%	- -	1 1%	- -	2 *	2 1%
Theresa May	17 1%	16 1%	- -	2 3%	2 1%	* *	1 1%	1 1%	1 1%	- -	3 1%	5 2%	1 1%	9 1%	5 1%	4 2%	8 1%	2 1%	* *	1 1%	2 1%	3 2%
Andrew Mitchell	5 *	5 *	- -	- -	1 1%	- -	3 2%	- -	- -	- -	* *	- -	- -	2 *	1 *	1 *	3 *	- -	3 2%	- -	- -	- -
Someone else	38 2%	30 2%	6 4%	2 3%	6 3%	1 *	5 3%	2 1%	2 2%	2 1%	2 1%	6 2%	2 1%	15 1%	11 1%	4 2%	23 3%	4 3%	4 3%	4 3%	11 3%	- -
I don't think that anyone could lead the Conservative Party to win the next General Election	533 26%	436 25%	64 36%	29 32%	71 30%	53 30%	41 22%	52 33%	33 31%	43 23%	49 19%	51 20%	48 26%	261 23%	190 21%	71 29%	271 31%	54 38%	29 26%	43 36%	93 27%	52 32%
Don't know	392 19%	331 19%	40 23%	14 15%	49 21%	43 24%	43 23%	27 17%	22 20%	25 13%	58 23%	36 14%	37 20%	236 21%	192 22%	44 18%	156 18%	39 27%	33 30%	17 14%	30 8%	38 23%