

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 7

**Q6. Do you agree or disagree with these statements about David Cameron:**  
**David Cameron would make a better Prime Minister than Gordon Brown**  
**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 &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1021	499	522	74	145	198	203	193	208	341	217	187	276	264	267	256	142	92
Weighted base	1022	491	531	124	161	201	172	151	211	270	296	214	243	267	270	247	147	91
Agree	530 52%	275 56%	255 48%	51 41%	91 56%	95 47%	102 59%	78 52%	114 54%	160 59%	146 49%	107 50%	118 48%	144 54%	148 55%	125 51%	83 57%	29 32%
Disagree	344 34%	169 34%	176 33%	47 38%	46 28%	73 36%	43 25%	61 40%	76 36%	79 29%	105 36%	73 34%	87 36%	80 30%	90 33%	73 30%	50 34%	51 56%
Don't know	148 14%	47 10%	100 19%	27 22%	25 15%	34 17%	27 16%	13 8%	22 10%	31 11%	45 15%	34 16%	39 16%	42 16%	31 12%	49 20%	15 10%	10 11%

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Table 7

**Q6. Do you agree or disagree with these statements about David Cameron:  
 David Cameron would make a better Prime Minister than Gordon Brown**  
**Base: All respondents**

	<u>Q.3/4 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1021	319	190	105	10	18	27	6	5	20
Weighted base	1022	314	162	123	10	17	29	6	5	18
Agree	530 52%	280 89%	35 22%	55 44%	8 82%	4 21%	11 37%	2 26%	2 54%	8 44%
Disagree	344 34%	24 8%	109 67%	59 48%	2 18%	11 62%	17 56%	4 74%	2 46%	7 37%
Don't know	148 14%	10 3%	19 12%	10 8%	-	3 17%	2 7%	-	-	3 19%

**Opinion Poll**  
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Absolutes/col percents

Table 7

**Q6. Do you agree or disagree with these statements about David Cameron:**  
**David Cameron would make a better Prime Minister than Gordon Brown**  
**Base: All respondents**

	<u>Q.4 Generally speaking, do you think of yourself as...?</u>											
	<u>Total</u>	<u>Conser -vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>Other</u>	<u>Refused</u>	<u>SNP</u>	<u>Green</u>	<u>BNP</u>	<u>Plaid Cymru</u>	<u>UKIP</u>	<u>Don't know</u>
Unweighted base	1021	285	288	106	92	48	23	20	4	6	3	146
Weighted base	1022	284	257	127	95	43	26	21	6	5	3	156
Agree	530 52%	248 88%	80 31%	52 41%	48 51%	12 28%	10 37%	6 27%	1 19%	1 21%	2 81%	70 45%
Disagree	344 34%	20 7%	143 56%	65 51%	26 27%	12 28%	14 55%	12 60%	2 37%	4 79%	-	46 29%
Don't know	148 14%	15 5%	34 13%	11 8%	21 22%	19 44%	2 8%	3 13%	3 44%	-	1 19%	40 26%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 8

**Q6. Do you agree or disagree with these statements about David Cameron:**

**David Cameron is ready to become 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 &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1021	499	522	74	145	198	203	193	208	341	217	187	276	264	267	256	142	92
Weighted base	1022	491	531	124	161	201	172	151	211	270	296	214	243	267	270	247	147	91
Agree	475 46%	234 48%	241 45%	48 39%	72 45%	92 46%	82 48%	75 50%	105 50%	143 53%	130 44%	96 45%	107 44%	141 53%	129 48%	110 45%	67 46%	27 30%
Disagree	427 42%	214 44%	213 40%	55 44%	69 43%	79 39%	74 43%	62 41%	88 42%	97 36%	137 46%	85 40%	107 44%	91 34%	112 41%	103 42%	66 45%	56 61%
Don't know	120 12%	43 9%	77 15%	21 17%	20 13%	30 15%	17 10%	14 9%	18 8%	30 11%	29 10%	32 15%	29 12%	35 13%	29 11%	34 14%	15 10%	8 9%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 8

**Q6. Do you agree or disagree with these statements about David Cameron:**

**David Cameron is ready to become Prime Minister**

**Base: All respondents**

	<u>Q.3/4 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1021	319	190	105	10	18	27	6	5	20
Weighted base	1022	314	162	123	10	17	29	6	5	18
Agree	475 46%	250 80%	38 24%	55 45%	4 41%	1 3%	6 21%	1 17%	2 36%	7 36%
Disagree	427 42%	45 14%	115 71%	63 51%	6 59%	13 77%	22 74%	5 83%	1 32%	9 49%
Don't know	120 12%	19 6%	8 5%	5 4%	-	3 19%	1 5%	-	1 32%	3 15%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 8

**Q6. Do you agree or disagree with these statements about David Cameron:**

**David Cameron is ready to become Prime Minister**

**Base: All respondents**

	<u>Q.4 Generally speaking, do you think of yourself as...?</u>											
	<u>Total</u>	<u>Conser -vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>Other</u>	<u>Refused</u>	<u>SNP</u>	<u>Green</u>	<u>BNP</u>	<u>Plaid Cymru</u>	<u>UKIP</u>	<u>Don't know</u>
Unweighted base	1021	285	288	106	92	48	23	20	4	6	3	146
Weighted base	1022	284	257	127	95	43	26	21	6	5	3	156
Agree	475 46%	207 73%	76 30%	60 47%	42 44%	11 25%	5 21%	4 21%	4 63%	2 30%	2 81%	62 40%
Disagree	427 42%	57 20%	165 64%	59 46%	38 40%	17 41%	19 74%	13 62%	1 11%	4 70%	-	54 35%
Don't know	120 12%	20 7%	17 6%	8 7%	15 16%	15 34%	1 5%	3 16%	1 26%	-	1 19%	39 25%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 9

**Q6. Do you agree or disagree with these statements about David Cameron:**

**I don't really know what David Cameron stands for**

**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 &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1021	499	522	74	145	198	203	193	208	341	217	187	276	264	267	256	142	92
Weighted base	1022	491	531	124	161	201	172	151	211	270	296	214	243	267	270	247	147	91
Agree	499 49%	239 49%	260 49%	60 48%	87 54%	98 49%	86 50%	78 52%	89 42%	124 46%	132 45%	111 52%	132 54%	122 46%	127 47%	128 52%	76 52%	47 51%
Disagree	448 44%	225 46%	223 42%	54 43%	59 37%	94 46%	79 46%	65 43%	97 46%	135 50%	142 48%	79 37%	91 38%	116 44%	129 48%	98 39%	63 43%	43 47%
Don't know	75 7%	27 5%	48 9%	10 8%	15 9%	10 5%	7 4%	8 5%	25 12%	10 4%	22 7%	23 11%	20 8%	29 11%	14 5%	22 9%	9 6%	1 2%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 9

**Q6. Do you agree or disagree with these statements about David Cameron:**

**I don't really know what David Cameron stands for**

**Base: All respondents**

	<u>Q.3/4 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1021	319	190	105	10	18	27	6	5	20
Weighted base	1022	314	162	123	10	17	29	6	5	18
Agree	499 49%	103 33%	75 46%	82 66%	7 66%	13 77%	15 50%	3 52%	3 68%	7 36%
Disagree	448 44%	201 64%	81 50%	36 29%	3 34%	4 23%	14 46%	3 48%	-	7 41%
Don't know	75 7%	10 3%	6 4%	6 5%	-	-	1 4%	-	1 32%	4 23%



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Absolutes/col percents

Table 9

**Q6. Do you agree or disagree with these statements about David Cameron:**

**I don't really know what David Cameron stands for**

**Base: All respondents**

	<u>Q.4 Generally speaking, do you think of yourself as...?</u>											
	<u>Total</u>	<u>Conser - vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>Other</u>	<u>Refused</u>	<u>SNP</u>	<u>Green</u>	<u>BNP</u>	<u>Plaid Cymru</u>	<u>UKIP</u>	<u>Don't know</u>
Unweighted base	1021	285	288	106	92	48	23	20	4	6	3	146
Weighted base	1022	284	257	127	95	43	26	21	6	5	3	156
Agree	499 49%	91 32%	126 49%	88 69%	63 66%	22 50%	12 48%	12 58%	3 44%	3 58%	1 19%	80 52%
Disagree	448 44%	182 64%	124 48%	33 26%	25 26%	12 28%	14 52%	8 38%	1 11%	2 42%	2 81%	47 30%
Don't know	75 7%	11 4%	8 3%	7 5%	8 8%	9 21%	- -	1 4%	3 45%	- -	- -	29 18%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 10

**Q6. Do you agree or disagree with these statements about David Cameron:**

**David Cameron is really just a slick salesman**

**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 &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1021	499	522	74	145	198	203	193	208	341	217	187	276	264	267	256	142	92
Weighted base	1022	491	531	124	161	201	172	151	211	270	296	214	243	267	270	247	147	91
Agree	364 36%	202 41%	162 31%	44 35%	48 30%	84 42%	70 40%	50 33%	68 32%	84 31%	88 30%	86 40%	106 44%	85 32%	107 39%	87 35%	53 36%	33 36%
Disagree	537 52%	255 52%	281 53%	52 42%	93 57%	95 47%	90 52%	89 59%	118 56%	157 58%	175 59%	98 46%	106 44%	143 54%	135 50%	125 51%	82 56%	51 56%
Don't know	121 12%	34 7%	88 16%	28 23%	20 13%	23 11%	12 7%	12 8%	25 12%	28 10%	33 11%	29 14%	31 13%	38 14%	29 11%	35 14%	13 8%	7 8%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 10

**Q6. Do you agree or disagree with these statements about David Cameron:**

**David Cameron is really just a slick salesman**

**Base: All respondents**

	<u>Q.3/4 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1021	319	190	105	10	18	27	6	5	20
Weighted base	1022	314	162	123	10	17	29	6	5	18
Agree	364 36%	61 20%	91 56%	50 41%	5 53%	9 51%	13 46%	4 66%	3 68%	11 59%
Disagree	537 52%	241 77%	58 36%	64 52%	5 47%	6 34%	14 48%	2 34%	- -	6 32%
Don't know	121 12%	12 4%	13 8%	9 7%	- -	3 16%	2 6%	- -	1 32%	2 9%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 10

**Q6. Do you agree or disagree with these statements about David Cameron:**

**David Cameron is really just a slick salesman**

**Base: All respondents**

	<u>Q.4 Generally speaking, do you think of yourself as...?</u>											
	<u>Total</u>	<u>Conser -vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>Other</u>	<u>Refused</u>	<u>SNP</u>	<u>Green</u>	<u>BNP</u>	<u>Plaid Cymru</u>	<u>UKIP</u>	<u>Don't know</u>
Unweighted base	1021	285	288	106	92	48	23	20	4	6	3	146
Weighted base	1022	284	257	127	95	43	26	21	6	5	3	156
Agree	364 36%	57 20%	126 49%	50 40%	47 50%	9 21%	12 45%	5 24%	3 44%	4 74%	-	52 33%
Disagree	537 52%	214 76%	103 40%	69 54%	39 41%	20 47%	14 55%	11 54%	1 11%	1 26%	2 81%	62 40%
Don't know	121 12%	12 4%	29 11%	8 6%	9 9%	14 32%	-	5 22%	3 45%	-	1 19%	42 27%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 11

**Q7. Do you agree or disagree with these statements about the Conservative Party: The Conservative Party can no longer be called the nasty party**  
**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 &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1021	499	522	74	145	198	203	193	208	341	217	187	276	264	267	256	142	92
Weighted base	1022	491	531	124	161	201	172	151	211	270	296	214	243	267	270	247	147	91
Agree	546	269	277	71	87	110	89	91	98	154	160	104	128	131	149	139	83	44
	53%	55%	52%	57%	54%	54%	52%	60%	46%	57%	54%	49%	53%	49%	55%	56%	56%	48%
Disagree	367	191	176	30	54	70	68	47	98	98	98	79	93	98	97	80	53	40
	36%	39%	33%	24%	33%	35%	39%	31%	47%	36%	33%	37%	38%	37%	36%	32%	36%	44%
Don't know	110	31	79	23	21	22	15	13	15	18	38	31	23	37	25	29	12	7
	11%	6%	15%	19%	13%	11%	9%	9%	7%	7%	13%	14%	9%	14%	9%	12%	8%	8%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 11

**Q7. Do you agree or disagree with these statements about the Conservative Party: The Conservative Party can no longer be called the nasty party**

**Base: All respondents**

	<u>Q.3/4 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1021	319	190	105	10	18	27	6	5	20
Weighted base	1022	314	162	123	10	17	29	6	5	18
Agree	546 53%	199 63%	82 51%	70 57%	6 59%	10 60%	10 33%	2 25%	4 86%	10 54%
Disagree	367 36%	107 34%	67 41%	46 37%	4 37%	5 27%	14 48%	4 75%	1 14%	6 31%
Don't know	110 11%	8 2%	13 8%	7 6%	* 4%	2 13%	6 20%	- -	- -	3 15%

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Absolutes/col percents

Table 11

**Q7. Do you agree or disagree with these statements about the Conservative Party: The Conservative Party can no longer be called the nasty party**

**Base: All respondents**

	<u>Q.4 Generally speaking, do you think of yourself as...?</u>											
	<u>Total</u>	<u>Conser -vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>Other</u>	<u>Refused</u>	<u>SNP</u>	<u>Green</u>	<u>BNP</u>	<u>Plaid Cymru</u>	<u>UKIP</u>	<u>Don't know</u>
Unweighted base	1021	285	288	106	92	48	23	20	4	6	3	146
Weighted base	1022	284	257	127	95	43	26	21	6	5	3	156
Agree	546 53%	179 63%	129 50%	72 57%	49 52%	14 33%	8 31%	12 60%	4 70%	3 61%	2 81%	73 47%
Disagree	367 36%	101 35%	103 40%	48 38%	35 37%	15 36%	13 51%	6 31%	1 11%	2 39%	-	42 27%
Don't know	110 11%	4 1%	25 10%	7 5%	11 11%	13 31%	5 18%	2 10%	1 19%	-	1 19%	41 26%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 12

**Q7. Do you agree or disagree with these statements about the Conservative Party: The Conservatives are ready to govern the country after the next election**

**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 &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1021	499	522	74	145	198	203	193	208	341	217	187	276	264	267	256	142	92
Weighted base	1022	491	531	124	161	201	172	151	211	270	296	214	243	267	270	247	147	91
Agree	543 53%	277 56%	266 50%	50 40%	87 54%	102 51%	95 55%	87 57%	122 58%	160 59%	151 51%	116 54%	116 48%	150 56%	150 56%	131 53%	74 50%	38 42%
Disagree	380 37%	180 37%	200 38%	49 40%	53 33%	82 41%	66 38%	57 38%	73 35%	92 34%	111 38%	72 34%	106 44%	83 31%	94 35%	90 36%	66 45%	48 53%
Don't know	99 10%	34 7%	65 12%	26 20%	21 13%	18 9%	12 7%	7 5%	15 7%	18 7%	33 11%	26 12%	21 9%	33 13%	26 10%	27 11%	7 5%	5 6%



**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 12

**Q7. Do you agree or disagree with these statements about the Conservative Party: The Conservatives are ready to govern the country after the next election**

**Base: All respondents**

	<u>Q.3/4 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1021	319	190	105	10	18	27	6	5	20
Weighted base	1022	314	162	123	10	17	29	6	5	18
Agree	543 53%	285 91%	37 23%	65 53%	5 50%	3 17%	11 36%	2 31%	2 36%	8 46%
Disagree	380 37%	21 7%	117 72%	56 45%	5 50%	13 75%	16 56%	4 69%	3 64%	8 45%
Don't know	99 10%	7 2%	8 5%	2 2%	- -	1 9%	2 8%	- -	- -	2 9%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 12

**Q7. Do you agree or disagree with these statements about the Conservative Party: The Conservatives are ready to govern the country after the next election**

**Base: All respondents**

	<u>Q.4 Generally speaking, do you think of yourself as...?</u>											
	<u>Total</u>	<u>Conser -vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>Other</u>	<u>Refused</u>	<u>SNP</u>	<u>Green</u>	<u>BNP</u>	<u>Plaid Cymru</u>	<u>UKIP</u>	<u>Don't know</u>
Unweighted base	1021	285	288	106	92	48	23	20	4	6	3	146
Weighted base	1022	284	257	127	95	43	26	21	6	5	3	156
Agree	543 53%	258 91%	89 35%	58 46%	38 40%	12 28%	8 30%	7 35%	4 63%	2 38%	1 33%	66 42%
Disagree	380 37%	20 7%	148 57%	66 52%	45 47%	16 36%	16 61%	12 58%	2 37%	3 62%	2 67%	51 33%
Don't know	99 10%	5 2%	21 8%	3 2%	12 13%	15 35%	2 9%	2 7%	-	-	-	39 25%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 13

**Q7. Do you agree or disagree with these statements about the Conservative Party: The Conservatives lack the necessary experience to be trusted with running the country**

**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 &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1021	499	522	74	145	198	203	193	208	341	217	187	276	264	267	256	142	92
Weighted base	1022	491	531	124	161	201	172	151	211	270	296	214	243	267	270	247	147	91
Agree	375 37%	205 42%	169 32%	43 34%	48 30%	79 39%	62 36%	63 41%	80 38%	84 31%	102 34%	90 42%	99 41%	81 31%	91 34%	108 43%	57 39%	38 41%
Disagree	573 56%	269 55%	303 57%	62 50%	97 60%	113 56%	102 59%	81 54%	117 55%	170 63%	168 57%	105 49%	130 53%	159 60%	162 60%	118 48%	81 55%	53 59%
Don't know	75 7%	17 3%	59 11%	20 16%	16 10%	10 5%	8 5%	7 5%	14 7%	16 6%	26 9%	19 9%	14 6%	26 10%	17 6%	22 9%	10 6%	-

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 13

**Q7. Do you agree or disagree with these statements about the Conservative Party: The Conservatives lack the necessary experience to be trusted with running the country**

**Base: All respondents**

	<u>Q.3/4 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1021	319	190	105	10	18	27	6	5	20
Weighted base	1022	314	162	123	10	17	29	6	5	18
Agree	375 37%	73 23%	91 56%	57 46%	3 33%	8 45%	15 50%	4 60%	3 64%	5 30%
Disagree	573 56%	234 75%	66 41%	63 51%	7 67%	8 46%	15 50%	2 40%	2 36%	10 55%
Don't know	75 7%	7 2%	5 3%	3 2%	- -	1 9%	- -	- -	- -	3 15%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 13

**Q7. Do you agree or disagree with these statements about the Conservative Party: The Conservatives lack the necessary experience to be trusted with running the country**

**Base: All respondents**

	<u>Q.4 Generally speaking, do you think of yourself as...?</u>											
	<u>Total</u>	<u>Conser -vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>Other</u>	<u>Refused</u>	<u>SNP</u>	<u>Green</u>	<u>BNP</u>	<u>Plaid Cymru</u>	<u>UKIP</u>	<u>Don't know</u>
Unweighted base	1021	285	288	106	92	48	23	20	4	6	3	146
Weighted base	1022	284	257	127	95	43	26	21	6	5	3	156
Agree	375 37%	66 23%	130 51%	56 44%	39 41%	12 27%	11 44%	9 44%	2 37%	4 76%	1 52%	43 28%
Disagree	573 56%	213 75%	115 45%	69 54%	46 49%	21 49%	15 56%	11 53%	4 63%	1 24%	1 48%	77 50%
Don't know	75 7%	5 2%	12 5%	3 2%	10 10%	10 24%	- -	1 3%	- -	- -	- -	35 22%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 14

**Q7. Do you agree or disagree with these statements about the Conservative Party: The Conservatives don't have enough clear policies for me to understand what they stand for**

**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 &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1021	499	522	74	145	198	203	193	208	341	217	187	276	264	267	256	142	92
Weighted base	1022	491	531	124	161	201	172	151	211	270	296	214	243	267	270	247	147	91
Agree	491 48%	250 51%	242 45%	55 45%	71 44%	117 58%	82 48%	70 46%	96 46%	109 40%	140 47%	111 52%	131 54%	113 42%	127 47%	127 51%	73 49%	51 57%
Disagree	451 44%	221 45%	230 43%	47 37%	79 49%	71 35%	81 47%	77 51%	96 46%	146 54%	128 43%	86 40%	90 37%	122 46%	126 47%	102 41%	63 43%	37 41%
Don't know	81 8%	20 4%	60 11%	22 18%	12 8%	14 7%	9 5%	5 3%	18 9%	15 5%	28 9%	16 7%	23 9%	32 12%	18 7%	18 7%	11 8%	2 2%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 14

**Q7. Do you agree or disagree with these statements about the Conservative Party: The Conservatives don't have enough clear policies for me to understand what they stand for**

**Base: All respondents**

	<u>Q.3/4 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1021	319	190	105	10	18	27	6	5	20
Weighted base	1022	314	162	123	10	17	29	6	5	18
Agree	491 48%	77 25%	108 67%	71 58%	9 87%	13 77%	21 72%	5 83%	3 68%	14 79%
Disagree	451 44%	225 72%	48 29%	48 39%	1 13%	3 18%	8 28%	1 17%	1 32%	2 12%
Don't know	81 8%	12 4%	6 4%	4 3%	- -	1 5%	- -	- -	- -	2 9%

**Opinion Poll**  
**Fieldwork : July 23rd-July 24th 2008**

Absolutes/col percents

Table 14

**Q7. Do you agree or disagree with these statements about the Conservative Party: The Conservatives don't have enough clear policies for me to understand what they stand for**

**Base: All respondents**

	<u>Q.4 Generally speaking, do you think of yourself as...?</u>											
	<u>Total</u>	<u>Conser - vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>Other</u>	<u>Refused</u>	<u>SNP</u>	<u>Green</u>	<u>BNP</u>	<u>Plaid Cymru</u>	<u>UKIP</u>	<u>Don't know</u>
Unweighted base	1021	285	288	106	92	48	23	20	4	6	3	146
Weighted base	1022	284	257	127	95	43	26	21	6	5	3	156
Agree	491 48%	80 28%	168 65%	70 55%	52 55%	18 41%	17 67%	11 54%	3 44%	5 100%	1 48%	65 42%
Disagree	451 44%	196 69%	73 28%	51 40%	37 39%	14 33%	9 33%	10 46%	3 56%	-	1 52%	55 36%
Don't know	81 8%	7 3%	16 6%	5 4%	6 6%	11 26%	-	-	-	-	-	35 23%