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ONLINE Fieldwork : 30th September - 2nd October 2011

Table 1

Absolutes/col percents

Q1.1 In your view, how has David Cameron performed on each of the following issues over the past 12 months?
Providing economic leadership

Base : All respondents

| | Gender | | | Age | | | | | | Social grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|--------------|------|------|------|-----------|------------|------------|------------------|---------------|---------------|-------|----------|---------|------------|-------------------|---------|----------|-----|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | Yorks & Hum'side | West Midlands | East Midlands | Wales | East-ern | Lon-don | South East | South West | Pub-lic | Pri-vate | |
| Unweighted Base | 2047 | 928 | 1119 | 145 | 341 | 427 | 360 | 318 | 456 | 508 | 449 | 236 | 852 | 188 | 98 | 246 | 169 | 197 | 162 | 113 | 184 | 219 | 281 | 190 | 295 | 752 | |
| Weighted Base | 2047 | 1003 | 1044 | 246 | 327 | 389 | 348 | 307 | 430 | 553 | 594 | 430 | 471 | 178 | 93 | 241 | 181 | 189 | 159 | 108 | 192 | 258 | 263 | 187 | 312 | 835 | |
| SUM: Top 2 | 794 | 410 | 384 | 79 | 112 | 138 | 110 | 119 | 235 | 225 | 214 | 145 | 210 | 49 | 25 | 103 | 54 | 72 | 75 | 44 | 89 | 105 | 103 | 76 | 109 | 318 | |
| | 39% | 41% | 37% | 32% | 34% | 36% | 32% | 39% | 55% | 41% | 36% | 34% | 45% | 27% | 27% | 43% | 30% | 38% | 47% | 40% | 47% | 41% | 39% | 41% | 35% | 38% | |
| Very well | (4) | 161 | 90 | 71 | 12 | 24 | 34 | 25 | 22 | 45 | 52 | 36 | 34 | 40 | 14 | 7 | 16 | 9 | 15 | 17 | 9 | 12 | 23 | 26 | 13 | 22 | 76 |
| | | 8% | 9% | 7% | 5% | 7% | 9% | 7% | 7% | 10% | 9% | 6% | 8% | 8% | 8% | 7% | 7% | 5% | 8% | 11% | 8% | 6% | 9% | 10% | 7% | 7% | 9% |
| Fairly well | (3) | 633 | 320 | 313 | 67 | 89 | 105 | 85 | 97 | 190 | 173 | 178 | 111 | 171 | 35 | 19 | 87 | 45 | 57 | 58 | 34 | 77 | 81 | 77 | 63 | 86 | 242 |
| | | 31% | 32% | 30% | 27% | 27% | 27% | 24% | 32% | 44% | 31% | 30% | 26% | 36% | 20% | 20% | 36% | 25% | 30% | 36% | 32% | 40% | 32% | 29% | 34% | 28% | 29% |
| Fairly poorly | (2) | 589 | 284 | 305 | 65 | 103 | 131 | 112 | 88 | 90 | 161 | 166 | 146 | 117 | 66 | 31 | 55 | 65 | 54 | 42 | 28 | 51 | 71 | 73 | 53 | 97 | 258 |
| | | 29% | 28% | 29% | 27% | 31% | 34% | 32% | 29% | 21% | 29% | 28% | 34% | 25% | 37% | 34% | 23% | 36% | 29% | 26% | 26% | 26% | 27% | 28% | 29% | 31% | 31% |
| Very poorly | (1) | 512 | 250 | 262 | 70 | 77 | 89 | 96 | 87 | 93 | 134 | 164 | 106 | 108 | 51 | 33 | 69 | 47 | 44 | 37 | 24 | 36 | 59 | 64 | 48 | 85 | 190 |
| | | 25% | 25% | 25% | 28% | 24% | 23% | 28% | 28% | 22% | 24% | 28% | 25% | 23% | 29% | 36% | 28% | 26% | 23% | 22% | 19% | 23% | 24% | 24% | 26% | 27% | 23% |
| SUM: Bottom 2 | 1101 | 534 | 567 | 135 | 180 | 220 | 208 | 175 | 183 | 295 | 330 | 251 | 225 | 117 | 64 | 124 | 112 | 98 | 79 | 52 | 87 | 129 | 137 | 101 | 182 | 448 | |
| | | 54% | 53% | 54% | 55% | 55% | 57% | 60% | 57% | 42% | 53% | 56% | 58% | 48% | 66% | 69% | 52% | 62% | 52% | 49% | 48% | 45% | 50% | 52% | 54% | 58% | 54% |
| Don't know | 152 | 59 | 94 | 31 | 35 | 31 | 30 | 13 | 12 | 33 | 49 | 34 | 36 | 12 | 3 | 13 | 14 | 20 | 6 | 13 | 15 | 23 | 23 | 10 | 21 | 69 | |
| | | 7% | 6% | 9% | 13% | 11% | 8% | 9% | 4% | 3% | 6% | 8% | 8% | 8% | 7% | 3% | 6% | 8% | 10% | 4% | 12% | 8% | 9% | 5% | 7% | 8% | |
| Mean | 2.23 | 2.27 | 2.20 | 2.10 | 2.20 | 2.23 | 2.12 | 2.18 | 2.45 | 2.27 | 2.16 | 2.18 | 2.33 | 2.07 | 1.99 | 2.22 | 2.09 | 2.25 | 2.36 | 2.30 | 2.37 | 2.29 | 2.27 | 2.23 | 2.16 | 2.26 | |
| Standard deviation | 0.94 | 0.96 | 0.93 | 0.93 | 0.92 | 0.93 | 0.93 | 0.94 | 0.95 | 0.96 | 0.93 | 0.92 | 0.95 | 0.92 | 0.94 | 0.96 | 0.88 | 0.94 | 0.97 | 0.95 | 0.89 | 0.96 | 0.98 | 0.93 | 0.93 | 0.94 | |
| Standard error | 0.02 | 0.03 | 0.03 | 0.08 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.04 | 0.05 | 0.06 | 0.03 | 0.07 | 0.10 | 0.06 | 0.07 | 0.07 | 0.08 | 0.10 | 0.07 | 0.07 | 0.06 | 0.07 | 0.06 | 0.04 | |

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Table 2

Absolutes/col percents

**Q1.2 In your view, how has David Cameron performed on each of the following issues over the past 12 months?
Responding to the telephone hacking scandal**

Base : All respondents

| | Gender | | | Age | | | | | | Social grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|--------------|------|------|------|-----------|------------|------------|------------------|---------------|---------------|-------|----------|---------|------------|-------------------|---------|----------|-----|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | Yorks & Hum'side | West Midlands | East Midlands | Wales | East-ern | Lon-don | South East | South West | Pub-lic | Pri-vate | |
| Unweighted Base | 2047 | 928 | 1119 | 145 | 341 | 427 | 360 | 318 | 456 | 508 | 449 | 236 | 852 | 188 | 98 | 246 | 169 | 197 | 162 | 113 | 184 | 219 | 281 | 190 | 295 | 752 | |
| Weighted Base | 2047 | 1003 | 1044 | 246 | 327 | 389 | 348 | 307 | 430 | 553 | 594 | 430 | 471 | 178 | 93 | 241 | 181 | 189 | 159 | 108 | 192 | 258 | 263 | 187 | 312 | 835 | |
| SUM: Top 2 | 861 | 393 | 468 | 113 | 134 | 139 | 133 | 131 | 212 | 223 | 259 | 166 | 213 | 77 | 36 | 95 | 60 | 81 | 76 | 47 | 75 | 104 | 128 | 83 | 125 | 324 | |
| | 42% | 39% | 45% | 46% | 41% | 36% | 38% | 43% | 49% | 40% | 44% | 39% | 45% | 43% | 39% | 39% | 33% | 43% | 48% | 44% | 39% | 40% | 49% | 44% | 40% | 39% | |
| Very well | (4) | 159 | 69 | 91 | 23 | 27 | 21 | 27 | 16 | 44 | 48 | 23 | 43 | 14 | 2 | 14 | 14 | 9 | 15 | 13 | 15 | 26 | 28 | 9 | 23 | 56 | |
| | | 8% | 7% | 9% | 10% | 8% | 5% | 8% | 5% | 10% | 9% | 8% | 5% | 9% | 8% | 2% | 6% | 8% | 5% | 9% | 12% | 8% | 10% | 5% | 7% | 7% | |
| Fairly well | (3) | 702 | 324 | 377 | 90 | 106 | 117 | 106 | 115 | 168 | 175 | 213 | 143 | 171 | 63 | 34 | 80 | 45 | 72 | 61 | 34 | 60 | 77 | 100 | 74 | 103 | 268 |
| | | 34% | 32% | 36% | 36% | 33% | 30% | 30% | 37% | 39% | 32% | 36% | 33% | 36% | 37% | 33% | 25% | 38% | 38% | 31% | 31% | 30% | 38% | 40% | 33% | 32% | |
| Fairly poorly | (2) | 567 | 294 | 273 | 66 | 77 | 125 | 96 | 87 | 117 | 176 | 154 | 120 | 116 | 42 | 20 | 68 | 62 | 51 | 33 | 38 | 55 | 80 | 64 | 54 | 89 | 252 |
| | | 28% | 29% | 26% | 27% | 24% | 32% | 27% | 28% | 27% | 32% | 26% | 28% | 25% | 24% | 22% | 28% | 34% | 27% | 21% | 35% | 29% | 31% | 24% | 29% | 29% | 30% |
| Very poorly | (1) | 453 | 250 | 203 | 39 | 77 | 92 | 85 | 79 | 80 | 114 | 136 | 105 | 99 | 47 | 25 | 54 | 44 | 43 | 42 | 16 | 46 | 49 | 50 | 37 | 78 | 182 |
| | | 22% | 25% | 19% | 16% | 23% | 24% | 24% | 26% | 19% | 21% | 23% | 24% | 21% | 27% | 22% | 24% | 23% | 27% | 15% | 24% | 19% | 19% | 20% | 25% | 22% | |
| SUM: Bottom 2 | 1020 | 545 | 475 | 105 | 154 | 217 | 180 | 166 | 197 | 290 | 290 | 225 | 215 | 89 | 45 | 122 | 106 | 94 | 75 | 54 | 101 | 129 | 113 | 90 | 167 | 434 | |
| | | 50% | 54% | 46% | 43% | 47% | 56% | 52% | 54% | 46% | 52% | 49% | 52% | 46% | 50% | 49% | 51% | 59% | 49% | 47% | 49% | 53% | 50% | 43% | 48% | 53% | 52% |
| Don't know | 166 | 65 | 101 | 27 | 40 | 33 | 34 | 10 | 22 | 40 | 45 | 39 | 42 | 11 | 11 | 24 | 15 | 15 | 8 | 8 | 15 | 24 | 22 | 14 | 20 | 76 | |
| | | 8% | 6% | 10% | 11% | 12% | 9% | 10% | 3% | 5% | 7% | 8% | 9% | 9% | 6% | 12% | 10% | 8% | 8% | 5% | 7% | 8% | 9% | 8% | 7% | 6% | 9% |
| Mean | 2.30 | 2.23 | 2.38 | 2.44 | 2.29 | 2.19 | 2.24 | 2.23 | 2.43 | 2.31 | 2.31 | 2.22 | 2.37 | 2.27 | 2.15 | 2.25 | 2.18 | 2.27 | 2.32 | 2.45 | 2.25 | 2.35 | 2.44 | 2.32 | 2.24 | 2.26 | |
| Standard deviation | 0.93 | 0.93 | 0.93 | 0.91 | 0.97 | 0.89 | 0.95 | 0.91 | 0.93 | 0.92 | 0.94 | 0.91 | 0.95 | 0.97 | 0.89 | 0.91 | 0.93 | 0.89 | 0.99 | 0.91 | 0.94 | 0.94 | 0.94 | 0.86 | 0.93 | 0.91 | |
| Standard error | 0.02 | 0.03 | 0.03 | 0.08 | 0.06 | 0.05 | 0.05 | 0.05 | 0.04 | 0.04 | 0.05 | 0.06 | 0.03 | 0.07 | 0.09 | 0.06 | 0.07 | 0.07 | 0.08 | 0.09 | 0.07 | 0.07 | 0.06 | 0.07 | 0.06 | 0.03 | |

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Table 3

Absolutes/col percents

Q1.3 In your view, how has David Cameron performed on each of the following issues over the past 12 months?
Responding to the riots

Base : All respondents

| | Gender | | Age | | | | | | Social grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|--------------------|---------|------|--------|-------|-------|-------|-------|-------|--------------|------|------|------|--------|-----------|------------|------------|------------------|---------------|---------------|-------|----------|---------|-------------------|------------|---------|----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | Yorks & Hum-side | West Midlands | East Midlands | Wales | East-ern | Lon-don | South East | South West | Pub-lic | Pri-vate |
| Unweighted Base | 2047 | 928 | 1119 | 145 | 341 | 427 | 360 | 318 | 456 | 508 | 449 | 236 | 852 | 188 | 98 | 246 | 169 | 197 | 162 | 113 | 184 | 219 | 281 | 190 | 295 | 752 |
| Weighted Base | 2047 | 1003 | 1044 | 246 | 327 | 389 | 348 | 307 | 430 | 553 | 594 | 430 | 471 | 178 | 93 | 241 | 181 | 189 | 159 | 108 | 192 | 258 | 263 | 187 | 312 | 835 |
| SUM: Top 2 | 1019 | 501 | 518 | 109 | 140 | 192 | 161 | 158 | 259 | 280 | 285 | 204 | 250 | 73 | 37 | 126 | 78 | 103 | 87 | 58 | 98 | 113 | 143 | 102 | 142 | 401 |
| | 50% | 50% | 50% | 44% | 43% | 49% | 46% | 51% | 60% | 51% | 48% | 48% | 53% | 41% | 40% | 52% | 43% | 54% | 55% | 53% | 51% | 44% | 55% | 55% | 45% | 48% |
| Very well | (4) 273 | 125 | 148 | 27 | 46 | 46 | 43 | 32 | 80 | 85 | 62 | 64 | 62 | 18 | 8 | 32 | 15 | 27 | 27 | 14 | 23 | 36 | 52 | 21 | 36 | 107 |
| | 13% | 12% | 14% | 11% | 14% | 12% | 12% | 10% | 19% | 15% | 10% | 15% | 13% | 10% | 8% | 13% | 8% | 14% | 17% | 13% | 12% | 14% | 20% | 11% | 11% | 13% |
| Fairly well | (3) 746 | 377 | 370 | 82 | 94 | 146 | 118 | 126 | 179 | 195 | 223 | 140 | 189 | 56 | 30 | 94 | 63 | 76 | 60 | 43 | 75 | 77 | 92 | 81 | 106 | 294 |
| | 36% | 38% | 35% | 34% | 29% | 38% | 34% | 41% | 42% | 35% | 37% | 33% | 40% | 31% | 32% | 39% | 35% | 40% | 37% | 40% | 39% | 30% | 35% | 43% | 34% | 35% |
| Fairly poorly | (2) 475 | 231 | 244 | 58 | 72 | 95 | 89 | 73 | 88 | 136 | 150 | 91 | 98 | 56 | 22 | 52 | 48 | 37 | 32 | 29 | 35 | 65 | 63 | 37 | 82 | 208 |
| | 23% | 23% | 23% | 24% | 22% | 24% | 26% | 24% | 20% | 25% | 25% | 21% | 21% | 32% | 23% | 22% | 27% | 19% | 20% | 27% | 18% | 25% | 24% | 20% | 26% | 25% |
| Very poorly | (1) 450 | 226 | 224 | 55 | 88 | 82 | 76 | 72 | 76 | 118 | 128 | 108 | 97 | 43 | 30 | 51 | 44 | 38 | 37 | 18 | 43 | 62 | 43 | 43 | 77 | 171 |
| | 22% | 23% | 21% | 22% | 27% | 21% | 22% | 24% | 18% | 21% | 22% | 25% | 21% | 24% | 32% | 21% | 24% | 20% | 23% | 16% | 22% | 24% | 16% | 23% | 25% | 21% |
| SUM: Bottom 2 | 925 | 457 | 469 | 113 | 160 | 176 | 165 | 146 | 164 | 254 | 278 | 198 | 195 | 100 | 51 | 103 | 92 | 74 | 69 | 46 | 78 | 127 | 105 | 80 | 159 | 379 |
| | 45% | 46% | 45% | 46% | 49% | 45% | 47% | 47% | 38% | 46% | 47% | 46% | 41% | 56% | 55% | 43% | 51% | 39% | 43% | 43% | 41% | 49% | 40% | 43% | 51% | 45% |
| Don't know | 103 | 45 | 58 | 23 | 27 | 21 | 21 | 3 | 7 | 19 | 31 | 27 | 25 | 5 | 4 | 12 | 10 | 12 | 3 | 4 | 15 | 18 | 14 | 5 | 11 | 54 |
| | 5% | 4% | 6% | 9% | 8% | 5% | 6% | 1% | 2% | 4% | 5% | 6% | 5% | 3% | 4% | 5% | 6% | 6% | 2% | 4% | 8% | 7% | 5% | 3% | 3% | 7% |
| Mean | 2.43 | 2.42 | 2.45 | 2.36 | 2.32 | 2.42 | 2.39 | 2.39 | 2.62 | 2.46 | 2.39 | 2.40 | 2.48 | 2.27 | 2.17 | 2.47 | 2.29 | 2.52 | 2.50 | 2.52 | 2.44 | 2.36 | 2.61 | 2.44 | 2.34 | 2.43 |
| Standard deviation | 0.99 | 0.99 | 1.00 | 0.99 | 1.05 | 0.97 | 0.99 | 0.96 | 0.99 | 1.00 | 0.96 | 1.05 | 0.98 | 0.95 | 1.00 | 0.99 | 0.95 | 0.99 | 1.04 | 0.93 | 1.00 | 1.02 | 1.00 | 0.98 | 0.99 | 0.98 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.09 | 0.06 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.07 | 0.03 | 0.07 | 0.10 | 0.06 | 0.08 | 0.07 | 0.08 | 0.09 | 0.08 | 0.07 | 0.06 | 0.07 | 0.06 | 0.04 |

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Table 4

Absolutes/col percents

**Q1.4 In your view, how has David Cameron performed on each of the following issues over the past 12 months?
In delivering a statesmanlike presence**

Base : All respondents

| | Gender | | | Age | | | | | | Social grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|--------------|------|------|------|-----------|------------|------------|------------------|---------------|---------------|-------|----------|---------|------------|-------------------|---------|----------|-----|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | Yorks & Hum-side | West Midlands | East Midlands | Wales | East-ern | Lon-don | South East | South West | Pub-lic | Pri-vate | |
| Unweighted Base | 2047 | 928 | 1119 | 145 | 341 | 427 | 360 | 318 | 456 | 508 | 449 | 236 | 852 | 188 | 98 | 246 | 169 | 197 | 162 | 113 | 184 | 219 | 281 | 190 | 295 | 752 | |
| Weighted Base | 2047 | 1003 | 1044 | 246 | 327 | 389 | 348 | 307 | 430 | 553 | 594 | 430 | 471 | 178 | 93 | 241 | 181 | 189 | 159 | 108 | 192 | 258 | 263 | 187 | 312 | 835 | |
| SUM: Top 2 | 1038 | 522 | 516 | 111 | 134 | 192 | 170 | 149 | 283 | 308 | 269 | 195 | 266 | 79 | 38 | 120 | 75 | 100 | 95 | 56 | 97 | 137 | 143 | 99 | 137 | 409 | |
| | 51% | 52% | 49% | 45% | 41% | 49% | 49% | 48% | 66% | 56% | 45% | 45% | 56% | 44% | 41% | 50% | 42% | 53% | 59% | 51% | 50% | 53% | 54% | 53% | 44% | 49% | |
| Very well | (4) | 249 | 144 | 105 | 18 | 31 | 29 | 44 | 39 | 87 | 72 | 58 | 38 | 80 | 16 | 9 | 23 | 15 | 24 | 28 | 12 | 23 | 35 | 44 | 18 | 31 | 98 |
| | | 12% | 14% | 10% | 7% | 10% | 8% | 13% | 13% | 20% | 13% | 10% | 9% | 17% | 9% | 10% | 10% | 8% | 13% | 18% | 11% | 12% | 14% | 17% | 10% | 10% | 12% |
| Fairly well | (3) | 789 | 378 | 411 | 93 | 102 | 163 | 126 | 110 | 196 | 236 | 211 | 157 | 186 | 62 | 29 | 97 | 60 | 76 | 66 | 44 | 73 | 102 | 98 | 81 | 106 | 311 |
| | | 39% | 38% | 39% | 38% | 31% | 42% | 36% | 36% | 46% | 43% | 36% | 36% | 39% | 35% | 31% | 40% | 33% | 40% | 42% | 40% | 38% | 39% | 37% | 43% | 34% | 37% |
| Fairly poorly | (2) | 480 | 249 | 232 | 59 | 88 | 108 | 84 | 77 | 64 | 114 | 159 | 115 | 93 | 48 | 29 | 57 | 44 | 44 | 22 | 32 | 48 | 61 | 54 | 42 | 109 | 195 |
| | | 23% | 25% | 22% | 24% | 27% | 28% | 24% | 25% | 15% | 21% | 27% | 27% | 20% | 27% | 31% | 24% | 24% | 14% | 30% | 25% | 24% | 20% | 22% | 35% | 23% | |
| Very poorly | (1) | 363 | 175 | 189 | 41 | 55 | 58 | 65 | 70 | 74 | 90 | 117 | 79 | 78 | 41 | 24 | 40 | 49 | 28 | 36 | 12 | 29 | 31 | 41 | 34 | 49 | 153 |
| | | 18% | 17% | 18% | 17% | 17% | 15% | 19% | 23% | 17% | 16% | 20% | 18% | 17% | 23% | 26% | 16% | 27% | 15% | 23% | 11% | 15% | 12% | 15% | 18% | 16% | 18% |
| SUM: Bottom 2 | | 844 | 423 | 421 | 99 | 142 | 166 | 149 | 148 | 139 | 203 | 276 | 193 | 171 | 89 | 53 | 97 | 93 | 72 | 58 | 44 | 77 | 92 | 94 | 75 | 157 | 348 |
| | | 41% | 42% | 40% | 41% | 44% | 43% | 43% | 48% | 32% | 37% | 47% | 45% | 36% | 50% | 57% | 40% | 51% | 38% | 36% | 40% | 40% | 36% | 36% | 40% | 50% | 42% |
| Don't know | | 165 | 58 | 108 | 35 | 51 | 31 | 29 | 10 | 9 | 41 | 48 | 42 | 34 | 10 | 2 | 24 | 12 | 17 | 7 | 9 | 18 | 28 | 26 | 13 | 18 | 78 |
| | | 8% | 6% | 10% | 14% | 16% | 8% | 8% | 3% | 2% | 7% | 8% | 10% | 7% | 6% | 2% | 10% | 7% | 9% | 4% | 8% | 9% | 11% | 10% | 7% | 6% | 9% |
| Mean | | 2.49 | 2.52 | 2.46 | 2.42 | 2.40 | 2.46 | 2.47 | 2.40 | 2.57 | 2.39 | 2.40 | 2.61 | 2.32 | 2.26 | 2.48 | 2.25 | 2.56 | 2.57 | 2.56 | 2.53 | 2.62 | 2.62 | 2.48 | 2.41 | 2.47 | |
| Standard deviation | | 0.95 | 0.96 | 0.94 | 0.90 | 0.93 | 0.86 | 0.97 | 0.99 | 0.94 | 0.94 | 0.92 | 0.98 | 0.95 | 0.96 | 0.91 | 0.98 | 0.92 | 1.05 | 0.85 | 0.93 | 0.90 | 0.98 | 0.92 | 0.89 | 0.96 | |
| Standard error | | 0.02 | 0.03 | 0.03 | 0.08 | 0.06 | 0.04 | 0.05 | 0.06 | 0.04 | 0.05 | 0.06 | 0.03 | 0.07 | 0.10 | 0.06 | 0.08 | 0.07 | 0.08 | 0.08 | 0.07 | 0.07 | 0.06 | 0.07 | 0.05 | 0.04 | |

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Table 5

Absolutes/col percents

**Q1.5 In your view, how has David Cameron performed on each of the following issues over the past 12 months?
In managing the Eurozone crisis to the UK's advantage**

Base : All respondents

| | Gender | | Age | | | | | | Social grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|--------------|------|------|------|--------|-----------|------------|------------|------------------|---------------|---------------|-------|----------|---------|-------------------|------------|---------|----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | Yorks & Hum'side | West Midlands | East Midlands | Wales | East-ern | Lon-don | South East | South West | Pub-lic | Pri-vate |
| Unweighted Base | 2047 | 928 | 1119 | 145 | 341 | 427 | 360 | 318 | 456 | 508 | 449 | 236 | 852 | 188 | 98 | 246 | 169 | 197 | 162 | 113 | 184 | 219 | 281 | 190 | 295 | 752 |
| Weighted Base | 2047 | 1003 | 1044 | 246 | 327 | 389 | 348 | 307 | 430 | 553 | 594 | 430 | 471 | 178 | 93 | 241 | 181 | 189 | 159 | 108 | 192 | 258 | 263 | 187 | 312 | 835 |
| SUM: Top 2 | 610 | 316 | 294 | 70 | 100 | 107 | 87 | 76 | 170 | 182 | 172 | 96 | 160 | 44 | 26 | 72 | 34 | 41 | 56 | 39 | 58 | 92 | 77 | 73 | 88 | 253 |
| | 30% | 32% | 28% | 28% | 31% | 27% | 25% | 25% | 40% | 33% | 29% | 22% | 34% | 24% | 28% | 30% | 19% | 22% | 35% | 36% | 30% | 36% | 29% | 39% | 28% | 30% |
| Very well | (4) | 80 | 41 | 39 | 12 | 17 | 13 | 12 | 10 | 17 | 31 | 17 | 14 | 8 | 1 | 7 | 4 | 8 | 9 | 1 | 9 | 14 | 12 | 6 | 13 | 32 |
| | | 4% | 4% | 4% | 5% | 5% | 3% | 3% | 3% | 4% | 6% | 3% | 3% | 4% | 5% | 2% | 3% | 2% | 4% | 6% | 1% | 5% | 6% | 5% | 3% | 4% |
| Fairly well | (3) | 530 | 275 | 255 | 58 | 83 | 94 | 75 | 67 | 153 | 154 | 82 | 142 | 35 | 24 | 65 | 30 | 33 | 47 | 38 | 49 | 78 | 65 | 67 | 75 | 220 |
| | | 26% | 27% | 24% | 24% | 25% | 24% | 22% | 22% | 36% | 27% | 26% | 19% | 30% | 20% | 26% | 27% | 16% | 17% | 29% | 35% | 25% | 30% | 25% | 36% | 24% |
| Fairly poorly | (2) | 628 | 319 | 308 | 69 | 87 | 137 | 115 | 104 | 115 | 161 | 174 | 159 | 135 | 60 | 27 | 67 | 76 | 72 | 41 | 29 | 51 | 77 | 83 | 45 | 265 |
| | | 31% | 32% | 30% | 28% | 26% | 35% | 33% | 34% | 27% | 29% | 29% | 37% | 29% | 34% | 29% | 28% | 42% | 38% | 26% | 27% | 26% | 30% | 32% | 24% | 31% |
| Very poorly | (1) | 541 | 269 | 272 | 63 | 79 | 84 | 103 | 100 | 112 | 139 | 166 | 116 | 120 | 57 | 31 | 70 | 46 | 39 | 47 | 24 | 58 | 55 | 65 | 51 | 204 |
| | | 26% | 27% | 26% | 26% | 24% | 22% | 30% | 32% | 26% | 25% | 28% | 27% | 25% | 32% | 34% | 29% | 26% | 20% | 29% | 22% | 30% | 21% | 25% | 27% | 24% |
| SUM: Bottom 2 | 1169 | 589 | 580 | 133 | 166 | 221 | 218 | 204 | 227 | 300 | 340 | 275 | 255 | 116 | 58 | 137 | 122 | 111 | 87 | 53 | 109 | 132 | 147 | 96 | 177 | 469 |
| | 57% | 59% | 56% | 54% | 51% | 57% | 63% | 66% | 53% | 54% | 57% | 64% | 54% | 65% | 62% | 57% | 68% | 59% | 55% | 49% | 57% | 51% | 56% | 52% | 57% | 56% |
| Don't know | 268 | 98 | 170 | 43 | 61 | 61 | 43 | 27 | 33 | 71 | 82 | 58 | 56 | 18 | 9 | 32 | 25 | 37 | 16 | 16 | 25 | 33 | 38 | 18 | 47 | 113 |
| | 13% | 10% | 16% | 17% | 19% | 16% | 12% | 9% | 8% | 13% | 14% | 14% | 12% | 10% | 10% | 13% | 14% | 20% | 10% | 15% | 13% | 15% | 10% | 15% | 14% | |
| Mean | 2.08 | 2.10 | 2.07 | 2.09 | 2.14 | 2.11 | 1.99 | 1.95 | 2.19 | 2.15 | 2.04 | 1.99 | 2.14 | 1.97 | 1.95 | 2.04 | 1.94 | 2.07 | 2.13 | 2.18 | 2.05 | 2.23 | 2.11 | 2.16 | 2.07 | 2.11 |
| Standard deviation | 0.88 | 0.88 | 0.88 | 0.91 | 0.92 | 0.83 | 0.86 | 0.86 | 0.90 | 0.91 | 0.87 | 0.83 | 0.89 | 0.89 | 0.86 | 0.88 | 0.77 | 0.83 | 0.95 | 0.84 | 0.93 | 0.89 | 0.89 | 0.90 | 0.88 | 0.87 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.08 | 0.06 | 0.04 | 0.05 | 0.05 | 0.04 | 0.04 | 0.05 | 0.06 | 0.03 | 0.07 | 0.09 | 0.06 | 0.06 | 0.07 | 0.08 | 0.09 | 0.07 | 0.07 | 0.06 | 0.07 | 0.06 | 0.03 |

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Table 6

Absolutes/col percents

Q2.1 In your opinion, is David Cameron a better or worse Prime Minister than Edward Heath?**Base : All respondents**

| | Gender | | Age | | | | | | Social grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|-----------------|------------|------------|------------|------------|------------|------------|-----------|------------|--------------|------------|------------|------------|------------|-----------|------------|------------|-------------------|---------------|---------------|-----------|-----------|------------|-------------------|------------|------------|------------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | Yorks & Hum 'side | West Midlands | East Midlands | Wales | East-ern | Lon-don | South East | South West | Pub-lic | Pri-vate |
| Unweighted Base | 2047 | 928 | 1119 | 145 | 341 | 427 | 360 | 318 | 456 | 508 | 449 | 236 | 852 | 188 | 98 | 246 | 169 | 197 | 162 | 113 | 184 | 219 | 281 | 190 | 295 | 752 |
| Weighted Base | 2047 | 1003 | 1044 | 246 | 327 | 389 | 348 | 307 | 430 | 553 | 594 | 430 | 471 | 178 | 93 | 241 | 181 | 189 | 159 | 108 | 192 | 258 | 263 | 187 | 312 | 835 |
| Better | 524 26% | 295 29% | 229 22% | 25 10% | 36 11% | 63 16% | 86 25% | 115 37% | 199 46% | 135 24% | 124 21% | 96 22% | 168 36% | 33 18% | 18 20% | 62 26% | 43 24% | 52 27% | 49 31% | 22 20% | 60 31% | 58 23% | 71 27% | 56 30% | 66 21% | 180 22% |
| Same | 471 23% | 252 25% | 219 21% | 46 19% | 64 20% | 55 14% | 97 28% | 82 27% | 126 29% | 125 23% | 121 20% | 98 23% | 127 27% | 38 22% | 31 34% | 56 23% | 50 28% | 35 19% | 31 20% | 40 37% | 41 21% | 53 21% | 56 21% | 40 21% | 65 21% | 176 21% |
| Worse | 386 19% | 210 21% | 177 17% | 23 9% | 47 14% | 71 18% | 77 22% | 89 29% | 80 19% | 103 19% | 110 18% | 88 21% | 86 18% | 49 28% | 18 19% | 38 16% | 36 20% | 44 23% | 35 22% | 19 17% | 28 15% | 34 13% | 54 20% | 31 17% | 60 19% | 151 18% |
| Don't know | 666 33% | 246 25% | 420 40% | 152 62% | 181 55% | 199 51% | 87 25% | 21 7% | 25 6% | 190 34% | 238 40% | 147 34% | 90 19% | 58 32% | 25 27% | 85 35% | 51 28% | 58 31% | 44 27% | 28 26% | 63 33% | 113 44% | 81 31% | 60 32% | 120 39% | 327 39% |

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Table 7

Absolutes/col percents

Q2.2 In your opinion, is David Cameron a better or worse Prime Minister than Jim Callaghan?

Base : All respondents

| | Gender | | Age | | | | | | Social grade | | | | Region | | | | | | | | Employment Sector | | | | | |
|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|-----------|------------|------------|-------------------|---------------|---------------|-----------|-------------------|------------|------------|------------|------------|------------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | Yorks & Hum 'side | West Midlands | East Midlands | Wales | East-ern | Lon-don | South East | South West | Pub-lic | Pri-vate |
| Unweighted Base | 2047 | 928 | 1119 | 145 | 341 | 427 | 360 | 318 | 456 | 508 | 449 | 236 | 852 | 188 | 98 | 246 | 169 | 197 | 162 | 113 | 184 | 219 | 281 | 190 | 295 | 752 |
| Weighted Base | 2047 | 1003 | 1044 | 246 | 327 | 389 | 348 | 307 | 430 | 553 | 594 | 430 | 471 | 178 | 93 | 241 | 181 | 189 | 159 | 108 | 192 | 258 | 263 | 187 | 312 | 835 |
| Better | 580 28% | 362 36% | 218 21% | 24 10% | 36 11% | 71 18% | 105 30% | 120 39% | 224 52% | 163 29% | 136 23% | 100 23% | 181 39% | 38 22% | 20 22% | 63 26% | 43 24% | 58 31% | 50 24% | 22 20% | 84 44% | 63 24% | 76 29% | 62 33% | 67 21% | 219 26% |
| Same | 394 19% | 188 19% | 206 20% | 39 16% | 62 19% | 56 14% | 67 19% | 75 25% | 94 22% | 113 20% | 102 17% | 79 18% | 101 21% | 42 23% | 20 22% | 50 21% | 34 19% | 35 19% | 36 23% | 24 22% | 21 11% | 48 19% | 52 20% | 32 17% | 65 21% | 140 17% |
| Worse | 377 18% | 212 21% | 165 16% | 34 14% | 37 11% | 65 17% | 86 25% | 81 26% | 75 17% | 81 15% | 114 19% | 94 22% | 88 19% | 38 22% | 20 22% | 45 19% | 49 27% | 36 19% | 29 18% | 27 25% | 26 13% | 32 13% | 47 18% | 28 15% | 59 19% | 149 18% |
| Don't know | 696 34% | 241 24% | 456 44% | 149 61% | 192 59% | 197 51% | 90 26% | 31 10% | 37 9% | 196 36% | 242 41% | 158 37% | 101 21% | 59 33% | 32 34% | 82 34% | 55 31% | 60 32% | 44 28% | 36 33% | 61 32% | 115 45% | 88 33% | 65 35% | 120 39% | 327 39% |

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Table 8

Q2.3 In your opinion, is David Cameron a better or worse Prime Minister than Margaret Thatcher?

Absolutes/col percents

Base : All respondents

| | Gender | | Age | | | | | | Social grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|-----------------|------------|------------|------------|-----------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|-----------|------------|------------|-------------------|---------------|---------------|-----------|-----------|-----------|-------------------|------------|------------|------------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | Yorks & Hum 'side | West Midlands | East Midlands | Wales | East-ern | Lon-don | South East | South West | Pub-lic | Pri-vate |
| Unweighted Base | 2047 | 928 | 1119 | 145 | 341 | 427 | 360 | 318 | 456 | 508 | 449 | 236 | 852 | 188 | 98 | 246 | 169 | 197 | 162 | 113 | 184 | 219 | 281 | 190 | 295 | 752 |
| Weighted Base | 2047 | 1003 | 1044 | 246 | 327 | 389 | 348 | 307 | 430 | 553 | 594 | 430 | 471 | 178 | 93 | 241 | 181 | 189 | 159 | 108 | 192 | 258 | 263 | 187 | 312 | 835 |
| Better | 427 21% | 181 18% | 246 24% | 56 23% | 54 17% | 93 24% | 75 22% | 64 21% | 85 20% | 120 22% | 109 18% | 99 23% | 98 21% | 63 35% | 27 29% | 38 16% | 40 22% | 26 14% | 26 16% | 20 19% | 22 11% | 60 23% | 64 24% | 41 22% | 82 26% | 154 18% |
| Same | 562 27% | 280 28% | 283 27% | 47 19% | 87 27% | 90 23% | 97 28% | 98 32% | 143 33% | 151 27% | 152 26% | 119 28% | 141 30% | 53 30% | 22 24% | 70 29% | 60 33% | 47 25% | 46 29% | 30 28% | 60 31% | 52 20% | 62 24% | 60 32% | 87 28% | 212 25% |
| Worse | 819 40% | 461 46% | 357 34% | 63 25% | 111 34% | 163 42% | 153 44% | 137 45% | 192 45% | 219 40% | 244 41% | 165 38% | 190 40% | 45 25% | 36 39% | 96 40% | 70 39% | 93 49% | 68 43% | 44 41% | 88 46% | 96 37% | 115 44% | 67 36% | 107 34% | 352 42% |
| Don't know | 239 12% | 81 8% | 158 15% | 81 33% | 75 23% | 42 11% | 23 7% | 8 2% | 11 3% | 62 11% | 89 15% | 47 11% | 42 9% | 16 9% | 8 9% | 35 15% | 10 6% | 23 12% | 19 12% | 14 13% | 22 11% | 49 19% | 23 9% | 19 10% | 35 11% | 116 14% |

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Table 9

Q2.4 In your opinion, is David Cameron a better or worse Prime Minister than John Major?

Absolutes/col percents

Base : All respondents

| | Gender | | Age | | | | | | Social grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|-----------|------------|------------|-------------------|---------------|---------------|-----------|-----------|-----------|-------------------|------------|------------|------------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | Yorks & Hum 'side | West Midlands | East Midlands | Wales | East-ern | Lon-don | South East | South West | Pub-lic | Pri-vate |
| Unweighted Base | 2047 | 928 | 1119 | 145 | 341 | 427 | 360 | 318 | 456 | 508 | 449 | 236 | 852 | 188 | 98 | 246 | 169 | 197 | 162 | 113 | 184 | 219 | 281 | 190 | 295 | 752 |
| Weighted Base | 2047 | 1003 | 1044 | 246 | 327 | 389 | 348 | 307 | 430 | 553 | 594 | 430 | 471 | 178 | 93 | 241 | 181 | 189 | 159 | 108 | 192 | 258 | 263 | 187 | 312 | 835 |
| Better | 709 35% | 355 35% | 353 34% | 40 16% | 70 21% | 148 38% | 125 36% | 132 43% | 193 45% | 199 36% | 172 29% | 148 34% | 189 40% | 50 28% | 38 41% | 93 39% | 58 32% | 75 39% | 55 35% | 36 33% | 67 35% | 78 30% | 87 33% | 72 39% | 111 36% | 278 33% |
| Same | 657 32% | 350 35% | 307 29% | 65 26% | 103 31% | 122 31% | 115 33% | 108 35% | 146 34% | 185 33% | 189 32% | 129 30% | 154 33% | 77 43% | 30 32% | 74 31% | 55 31% | 61 32% | 54 34% | 41 38% | 51 27% | 64 25% | 99 38% | 52 28% | 102 33% | 262 31% |
| Worse | 396 19% | 209 21% | 188 18% | 35 14% | 74 23% | 76 20% | 77 22% | 57 19% | 76 18% | 105 19% | 117 20% | 99 23% | 76 16% | 36 20% | 17 18% | 42 18% | 50 27% | 29 15% | 38 24% | 20 18% | 44 23% | 45 17% | 40 15% | 36 19% | 61 19% | 168 20% |
| Don't know | 285 14% | 89 9% | 196 19% | 105 43% | 80 25% | 43 11% | 31 9% | 10 3% | 15 4% | 64 11% | 116 20% | 53 12% | 52 11% | 15 9% | 8 9% | 31 13% | 17 10% | 25 13% | 12 7% | 12 11% | 30 16% | 71 28% | 37 14% | 26 14% | 38 12% | 127 15% |

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Table 10

Absolutes/col percents

Q2.5 In your opinion, is David Cameron a better or worse Prime Minister than Tony Blair?**Base : All respondents**

| | Gender | | Age | | | | | | Social grade | | | | Region | | | | | | | | | Employment Sector | | | | |
|-----------------|------------|------------|------------|-----------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|-----------|------------|------------|-------------------|---------------|---------------|-----------|-----------|-------------------|------------|------------|------------|------------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | Yorks & Hum 'side | West Midlands | East Midlands | Wales | East-ern | Lon-don | South East | South West | Pub-lic | Pri-vate |
| Unweighted Base | 2047 | 928 | 1119 | 145 | 341 | 427 | 360 | 318 | 456 | 508 | 449 | 236 | 852 | 188 | 98 | 246 | 169 | 197 | 162 | 113 | 184 | 219 | 281 | 190 | 295 | 752 |
| Weighted Base | 2047 | 1003 | 1044 | 246 | 327 | 389 | 348 | 307 | 430 | 553 | 594 | 430 | 471 | 178 | 93 | 241 | 181 | 189 | 159 | 108 | 192 | 258 | 263 | 187 | 312 | 835 |
| Better | 682 33% | 361 36% | 321 31% | 56 23% | 57 17% | 107 27% | 112 32% | 131 43% | 220 51% | 186 34% | 171 29% | 132 31% | 193 41% | 52 29% | 20 22% | 74 31% | 53 29% | 68 36% | 72 45% | 30 28% | 74 39% | 69 27% | 102 39% | 68 36% | 80 26% | 283 34% |
| Same | 513 25% | 210 21% | 304 29% | 59 24% | 112 34% | 106 27% | 78 22% | 68 22% | 90 21% | 142 26% | 134 23% | 121 28% | 116 25% | 47 26% | 28 31% | 59 24% | 51 28% | 46 25% | 42 26% | 30 27% | 41 21% | 61 24% | 54 21% | 55 30% | 89 29% | 197 24% |
| Worse | 709 35% | 385 38% | 325 31% | 93 38% | 122 37% | 149 38% | 133 38% | 102 33% | 111 26% | 191 35% | 245 41% | 141 33% | 133 28% | 72 41% | 37 40% | 89 37% | 66 36% | 56 30% | 43 27% | 40 36% | 62 32% | 99 38% | 92 35% | 54 29% | 121 39% | 293 35% |
| Don't know | 142 7% | 47 5% | 95 9% | 37 15% | 37 11% | 27 7% | 25 7% | 6 2% | 10 2% | 33 6% | 44 7% | 35 8% | 29 6% | 7 4% | 6 7% | 19 8% | 11 6% | 18 10% | 3 2% | 9 8% | 15 8% | 29 11% | 15 6% | 9 5% | 21 7% | 61 7% |

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Table 11

Absolutes/col percents

Q2.6 In your opinion, is David Cameron a better or worse Prime Minister than Gordon Brown?**Base : All respondents**

| | Gender | | Age | | | | | | Social grade | | | | Region | | | | | | | | | | Employment Sector | | | |
|-----------------|-------------|------------|------------|-----------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|-----------|------------|------------|-------------------|---------------|---------------|-----------|------------|------------|-------------------|------------|------------|------------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | Yorks & Hum 'side | West Midlands | East Midlands | Wales | East-ern | Lon-don | South East | South West | Pub-lic | Pri-vate |
| Unweighted Base | 2047 | 928 | 1119 | 145 | 341 | 427 | 360 | 318 | 456 | 508 | 449 | 236 | 852 | 188 | 98 | 246 | 169 | 197 | 162 | 113 | 184 | 219 | 281 | 190 | 295 | 752 |
| Weighted Base | 2047 | 1003 | 1044 | 246 | 327 | 389 | 348 | 307 | 430 | 553 | 594 | 430 | 471 | 178 | 93 | 241 | 181 | 189 | 159 | 108 | 192 | 258 | 263 | 187 | 312 | 835 |
| Better | 1013 49% | 553 55% | 460 44% | 88 36% | 113 34% | 176 45% | 166 48% | 177 57% | 293 68% | 274 50% | 260 44% | 208 48% | 272 58% | 76 43% | 35 38% | 108 45% | 88 49% | 105 55% | 85 53% | 54 50% | 111 58% | 114 44% | 139 53% | 96 51% | 150 48% | 405 48% |
| Same | 428 21% | 202 20% | 226 22% | 59 24% | 93 29% | 85 22% | 76 22% | 55 18% | 60 14% | 122 22% | 125 21% | 92 21% | 89 19% | 33 19% | 37 40% | 49 21% | 43 24% | 30 16% | 37 23% | 28 26% | 38 20% | 44 17% | 60 23% | 28 15% | 59 19% | 201 24% |
| Worse | 453 22% | 206 21% | 247 24% | 55 23% | 77 24% | 104 27% | 81 23% | 67 22% | 68 16% | 113 20% | 163 27% | 94 22% | 83 18% | 63 35% | 15 17% | 62 26% | 41 23% | 40 21% | 31 19% | 22 20% | 23 12% | 68 26% | 40 15% | 49 26% | 85 27% | 165 20% |
| Don't know | 153 7% | 42 4% | 111 11% | 43 17% | 44 13% | 24 6% | 25 7% | 9 3% | 8 2% | 43 8% | 46 8% | 37 9% | 27 6% | 5 3% | 5 5% | 21 9% | 8 4% | 14 7% | 6 4% | 4 4% | 20 11% | 32 12% | 24 9% | 14 8% | 17 6% | 65 8% |