

ITV News Index

METHODOLOGY NOTE

ComRes interviewed 2,026 British adults online between 10th and 12th April 2015. Data were weighted to be representative of all GB 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.

To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: andrew.hawkins@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

ITV News Index Survey

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 1
Q.1 Which of the following do you think should be the biggest priorities for the Government at the present time?
Please select up to three
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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
Managing the NHS	992 49%	458 46%	534 51%	97 40%	147 43%	158 46%	165 45%	167 55%	259 58%	254 47%	282 50%	223 50%	234 48%	140 49%	345 40%
Controlling immigration	896 44%	448 45%	448 43%	54 22%	98 29%	143 42%	183 50%	165 54%	254 57%	202 37%	219 39%	210 47%	265 55%	108 37%	341 40%
Keeping down the cost of everyday items, such as food, energy and travel	469 23%	189 19%	280 27%	72 30%	99 29%	83 24%	105 29%	56 19%	55 12%	109 20%	131 23%	119 27%	109 23%	68 24%	222 26%
Making sure that the benefits of economic growth are felt by all	412 20%	213 21%	199 19%	37 15%	44 13%	68 20%	87 24%	69 23%	108 24%	133 24%	119 21%	69 16%	91 19%	64 22%	165 19%
Promoting UK economic growth	412 20%	224 22%	188 18%	73 30%	57 17%	65 19%	62 17%	67 22%	89 20%	137 25%	118 21%	84 19%	74 15%	52 18%	188 22%
Reducing the Government's budget deficit	371 18%	196 20%	175 17%	42 17%	58 17%	42 12%	54 15%	61 20%	114 26%	133 24%	104 18%	65 15%	69 14%	45 16%	143 17%
Making the welfare system fairer	365 18%	162 16%	203 20%	37 15%	59 17%	58 17%	74 20%	60 20%	77 17%	112 21%	94 17%	82 18%	77 16%	53 18%	150 18%
Providing adequate care for the elderly	345 17%	146 15%	199 19%	13 5%	38 11%	57 17%	60 17%	69 23%	108 24%	89 16%	99 18%	75 17%	82 17%	48 17%	113 13%
Redefining Britain's relationship with the EU	326 16%	172 17%	154 15%	26 11%	38 11%	40 12%	51 14%	59 20%	111 25%	93 17%	87 15%	63 14%	83 17%	34 12%	115 14%
Improving housing affordability	317 16%	145 15%	171 16%	50 21%	72 21%	52 15%	68 19%	26 9%	49 11%	76 14%	88 16%	79 18%	73 15%	59 20%	144 17%
Improving the education system	206 10%	91 9%	115 11%	48 20%	34 10%	41 12%	30 8%	23 7%	29 7%	63 12%	64 11%	36 8%	43 9%	42 15%	88 10%
Reducing crime and anti-social behaviour	159 8%	80 8%	79 8%	18 7%	38 11%	28 8%	28 8%	19 6%	27 6%	40 7%	41 7%	33 7%	45 9%	22 8%	75 9%
Don't know	114 6%	63 6%	51 5%	29 12%	28 8%	38 11%	12 3%	3 1%	4 1%	19 4%	46 8%	17 4%	31 6%	13 4%	59 7%

ITV News Index Survey

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 2
Q.1 Which of the following do you think should be the biggest priorities for the Government at the present time?
Please select up to three
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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
Managing the NHS	992 49%	848 48%	90 49%	36 44%	123 55%	92 50%	87 48%	69 49%	54 53%	103 51%	103 39%	138 49%	96 52%	485 43%	370 41%	115 47%	507 57%	39 48%	60 51%	132 59%	213 60%	63 53%
Controlling immigration	896 44%	787 45%	68 37%	25 31%	113 50%	84 46%	83 45%	66 46%	42 41%	107 53%	96 36%	125 44%	87 47%	449 39%	350 39%	99 40%	448 50%	28 35%	36 31%	141 63%	181 51%	61 52%
Keeping down the cost of everyday items, such as food, energy and travel	469 23%	397 23%	45 25%	23 29%	48 21%	49 27%	33 18%	44 31%	27 26%	43 21%	51 19%	58 20%	47 26%	290 25%	229 26%	61 25%	179 20%	17 22%	35 30%	42 19%	45 13%	41 34%
Making sure that the benefits of economic growth are felt by all	412 20%	337 19%	52 28%	17 21%	51 23%	30 17%	32 17%	29 20%	24 23%	45 22%	37 14%	57 20%	37 20%	229 20%	167 19%	62 25%	183 20%	14 17%	23 20%	49 22%	84 24%	13 11%
Promoting UK economic growth	412 20%	363 21%	35 19%	14 17%	53 24%	37 20%	43 23%	22 16%	15 14%	44 22%	49 19%	62 22%	40 22%	240 21%	190 21%	49 20%	172 19%	11 14%	30 26%	34 15%	85 24%	12 10%
Reducing the Government's budget deficit	371 18%	336 19%	21 11%	11 13%	33 15%	33 18%	38 21%	29 20%	14 14%	38 19%	44 17%	72 25%	40 22%	188 16%	130 15%	58 24%	183 20%	8 10%	20 17%	37 17%	100 28%	18 15%
Making the welfare system fairer	365 18%	287 16%	59 32%	26 32%	41 18%	34 18%	40 22%	17 12%	19 19%	33 16%	32 12%	35 12%	32 17%	203 18%	158 18%	45 18%	162 18%	21 25%	13 11%	41 18%	62 18%	25 21%
Providing adequate care for the elderly	345 17%	280 16%	49 27%	12 15%	43 19%	19 11%	23 12%	29 21%	16 16%	24 12%	38 14%	54 19%	36 20%	162 14%	129 14%	33 13%	183 20%	9 12%	8 7%	50 23%	94 26%	22 18%
Redefining Britain's relationship with the EU	326 16%	292 17%	17 9%	11 14%	34 15%	34 18%	30 16%	22 16%	16 16%	45 22%	40 15%	50 18%	25 14%	149 13%	110 12%	39 16%	177 20%	10 12%	14 12%	50 22%	87 25%	15 13%
Improving housing affordability	317 16%	284 16%	24 13%	14 18%	26 12%	20 11%	31 17%	12 8%	9 9%	31 15%	66 25%	56 20%	29 16%	203 18%	160 18%	42 17%	114 13%	9 12%	18 15%	26 11%	41 12%	20 17%
Improving the education system	206 10%	180 10%	15 8%	8 9%	21 9%	20 11%	18 10%	17 12%	10 10%	25 12%	31 12%	21 7%	20 11%	130 11%	113 13%	17 7%	76 8%	9 11%	16 14%	15 7%	23 6%	12 10%
Reducing crime and anti-social behaviour	159 8%	135 8%	13 7%	6 7%	16 7%	19 10%	14 8%	13 9%	11 11%	12 6%	20 8%	19 7%	16 9%	97 8%	74 8%	22 9%	62 7%	7 9%	10 8%	19 9%	14 4%	12 10%
Don't know	114 6%	104 6%	4 2%	6 7%	7 3%	8 4%	8 4%	10 7%	6 6%	6 3%	36 14%	14 5%	9 5%	72 6%	62 7%	10 4%	42 5%	18 22%	10 9%	5 2%	2 1%	7 6%

ITV News Index Survey

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 3
Q.2 Which party do you trust most to...
Summary Table
Base: All respondents

	Priorities											
	Promote UK economic growth	Make sure that the benefits of economic growth are felt by all	Redefine Britain's relationship with the EU	Manage the NHS	Control immigration	Keep down the cost of everyday items, such as food, energy and travel	Improve the education system	Improve housing affordability	Reduce crime and anti-social behaviour	Reduce the Government's budget deficit	Make the welfare system fairer	Provide adequate care for the elderly
Unweighted base	2036	2036	2036	2036	2036	2036	2036	2036	2036	2036	2036	2036
Weighted base	2036	2036	2036	2036	2036	2036	2036	2036	2036	2036	2036	2036
Labour	520 26%	685 34%	422 21%	753 37%	347 17%	701 34%	623 31%	725 36%	478 23%	422 21%	689 34%	685 34%
Conservatives	803 39%	483 24%	536 26%	495 24%	357 18%	505 25%	532 26%	407 20%	630 31%	885 43%	527 26%	392 19%
Liberal Democrats	76 4%	167 8%	91 4%	144 7%	65 3%	114 6%	201 10%	149 7%	94 5%	91 4%	174 9%	190 9%
UKIP	144 7%	152 7%	463 23%	128 6%	787 39%	121 6%	128 6%	145 7%	212 10%	127 6%	169 8%	145 7%
Don't know	493 24%	549 27%	523 26%	517 25%	480 24%	595 29%	551 27%	611 30%	621 31%	510 25%	478 23%	625 31%

ITV News Index Survey
ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 4
Q.2 Which party do you trust most to...
Promote UK economic growth
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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
Conservatives	803 39%	409 41%	394 38%	81 34%	88 26%	99 29%	136 37%	145 48%	254 57%	260 48%	221 39%	159 36%	162 33%	104 36%	315 37%
Labour	520 26%	280 28%	241 23%	50 21%	107 31%	109 32%	92 25%	79 26%	83 19%	122 22%	130 23%	130 29%	137 28%	85 29%	219 26%
UKIP	144 7%	93 9%	51 5%	15 6%	28 8%	27 8%	31 8%	18 6%	25 6%	19 3%	32 6%	47 11%	47 10%	10 4%	66 8%
Liberal Democrats	76 4%	42 4%	34 3%	10 4%	15 4%	19 5%	8 2%	9 3%	16 4%	32 6%	18 3%	12 3%	14 3%	10 4%	35 4%
Don't know	493 24%	174 17%	319 31%	85 35%	105 31%	90 26%	97 27%	51 17%	65 15%	111 20%	163 29%	96 22%	123 25%	79 27%	217 25%

ITV News Index Survey

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 5
Q.2 Which party do you trust most to...
Promote UK economic growth
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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
Conservatives	803 39%	721 41%	45 25%	22 27%	83 37%	72 39%	81 44%	66 46%	36 35%	91 45%	91 35%	136 48%	79 43%	419 37%	313 35%	106 44%	384 43%	12 15%	36 31%	101 45%	209 59%	26 22%
Labour	520 26%	431 25%	58 32%	27 34%	67 30%	55 30%	47 26%	28 20%	31 30%	34 17%	77 29%	58 20%	38 21%	304 27%	246 27%	58 24%	216 24%	24 29%	39 33%	54 24%	66 18%	35 29%
UKIP	144 7%	130 7%	11 6%	7 9%	16 7%	11 6%	7 4%	11 8%	3 3%	19 9%	25 9%	24 8%	10 5%	76 7%	60 7%	16 7%	68 8%	12 14%	7 6%	16 7%	20 6%	14 12%
Liberal Democrats	76 4%	58 3%	13 7%	- -	9 4%	3 1%	10 5%	2 2%	5 5%	8 4%	9 4%	12 4%	4 2%	45 4%	39 4%	6 3%	31 3%	4 4%	4 3%	5 2%	17 5%	2 2%
Don't know	493 24%	410 23%	56 30%	25 31%	48 22%	43 23%	38 21%	36 25%	26 26%	52 25%	62 23%	55 19%	52 28%	296 26%	238 27%	58 24%	197 22%	30 38%	32 28%	48 21%	44 12%	42 35%

ITV News Index Survey
ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 6
Q.2 Which party do you trust most to...
Make sure that the benefits of economic growth are felt by all
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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
Labour	685 34%	356 36%	330 32%	72 30%	130 38%	131 38%	121 33%	106 35%	125 28%	177 33%	183 32%	148 33%	177 37%	118 41%	280 33%
Conservatives	483 24%	234 23%	249 24%	47 19%	52 15%	60 17%	74 20%	83 27%	168 38%	163 30%	125 22%	89 20%	106 22%	57 20%	175 21%
Liberal Democrats	167 8%	78 8%	89 9%	21 9%	18 5%	31 9%	30 8%	33 11%	33 8%	59 11%	52 9%	34 8%	23 5%	23 8%	78 9%
UKIP	152 7%	102 10%	50 5%	12 5%	34 10%	20 6%	29 8%	26 9%	30 7%	28 5%	34 6%	41 9%	49 10%	13 4%	69 8%
Don't know	549 27%	229 23%	320 31%	90 37%	109 32%	100 29%	109 30%	54 18%	87 20%	117 22%	171 30%	132 30%	129 27%	78 27%	251 29%

ITV News Index Survey

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 7
Q.2 Which party do you trust most to...
Make sure that the benefits of economic growth are felt by all
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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
Labour	685 34%	577 33%	69 38%	34 42%	96 43%	71 39%	63 34%	45 32%	39 38%	45 22%	87 33%	75 26%	62 34%	398 35%	320 36%	78 32%	287 32%	27 33%	50 43%	69 31%	107 30%	35 29%
Conservatives	483 24%	438 25%	24 13%	11 14%	50 22%	31 17%	54 30%	41 29%	22 22%	64 31%	55 21%	79 28%	53 29%	231 20%	174 19%	58 24%	252 28%	7 9%	21 18%	71 32%	129 36%	23 19%
Liberal Democrats	167 8%	131 7%	26 14%	6 8%	17 7%	22 12%	15 8%	10 7%	10 10%	18 9%	16 6%	21 8%	6 3%	101 9%	82 9%	19 8%	66 7%	4 5%	7 6%	12 5%	34 10%	9 7%
UKIP	152 7%	142 8%	7 4%	7 9%	15 7%	12 7%	10 6%	12 8%	3 3%	22 11%	27 10%	26 9%	10 6%	81 7%	60 7%	21 9%	70 8%	9 12%	5 5%	23 10%	20 6%	12 10%
Don't know	549 27%	463 26%	58 32%	22 28%	47 21%	47 26%	41 23%	35 24%	28 27%	55 27%	81 31%	84 29%	51 28%	328 29%	260 29%	69 28%	221 25%	33 41%	33 28%	48 22%	65 18%	41 34%

ITV News Index Survey
ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 8
Q.2 Which party do you trust most to...
Redefine Britain's relationship with the EU
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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
Conservatives	536 26%	266 27%	270 26%	53 22%	55 16%	67 20%	86 24%	98 32%	176 40%	179 33%	162 29%	94 21%	101 21%	65 23%	206 24%
UKIP	463 23%	291 29%	172 17%	29 12%	83 24%	68 20%	93 26%	76 25%	113 26%	121 22%	93 16%	119 27%	130 27%	61 21%	195 23%
Labour	422 21%	212 21%	210 20%	44 18%	90 26%	93 27%	78 21%	52 17%	65 15%	98 18%	124 22%	102 23%	99 21%	79 28%	188 22%
Liberal Democrats	91 4%	42 4%	50 5%	18 8%	17 5%	21 6%	9 2%	13 4%	14 3%	32 6%	26 5%	17 4%	16 3%	10 4%	40 5%
Don't know	523 26%	186 19%	337 32%	97 40%	98 29%	94 27%	97 27%	63 21%	75 17%	114 21%	160 28%	112 25%	138 28%	72 25%	223 26%

ITV News Index Survey

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 9
Q.2 Which party do you trust most to...
Redefine Britain's relationship with the EU
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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
Conservatives	536 26%	484 28%	27 15%	19 23%	59 26%	40 22%	59 32%	38 26%	24 24%	57 28%	65 25%	88 31%	60 33%	272 24%	200 22%	72 30%	264 29%	4 5%	23 20%	65 29%	156 44%	15 13%
UKIP	463 23%	415 24%	32 17%	17 21%	52 23%	41 22%	39 22%	39 27%	16 16%	62 30%	55 21%	73 26%	36 20%	256 22%	217 24%	39 16%	207 23%	21 26%	19 16%	64 29%	75 21%	28 24%
Labour	422 21%	344 20%	45 24%	19 23%	51 23%	44 24%	36 20%	28 19%	33 33%	24 12%	69 26%	38 13%	35 19%	268 23%	217 24%	51 21%	155 17%	16 20%	26 22%	34 15%	53 15%	26 22%
Liberal Democrats	91 4%	68 4%	21 11%	* 1%	10 4%	9 5%	9 5%	3 2%	3 3%	12 6%	7 3%	11 4%	6 3%	50 4%	36 4%	14 6%	41 5%	5 7%	6 5%	3 1%	18 5%	8 7%
Don't know	523 26%	440 25%	59 32%	26 32%	52 23%	49 27%	40 22%	35 25%	25 25%	48 24%	68 26%	75 26%	46 25%	295 26%	226 25%	69 28%	229 26%	34 42%	42 36%	58 26%	54 15%	41 34%

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Absolutes/col percents

Table 10
Q.2 Which party do you trust most to...
Manage the NHS
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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
Labour	753 37%	398 40%	355 34%	75 31%	141 41%	149 43%	139 38%	119 39%	130 29%	179 33%	195 35%	177 40%	202 42%	113 39%	330 39%
Conservatives	495 24%	252 25%	243 23%	46 19%	62 18%	54 16%	84 23%	82 27%	167 38%	164 30%	135 24%	100 22%	96 20%	58 20%	190 22%
Liberal Democrats	144 7%	72 7%	71 7%	18 7%	33 10%	23 7%	25 7%	16 5%	29 7%	62 11%	45 8%	22 5%	15 3%	26 9%	64 7%
UKIP	128 6%	81 8%	47 4%	14 6%	20 6%	21 6%	17 5%	26 9%	30 7%	22 4%	28 5%	35 8%	43 9%	12 4%	43 5%
Don't know	517 25%	194 19%	323 31%	89 37%	87 25%	96 28%	98 27%	59 20%	87 20%	117 22%	162 29%	110 25%	127 26%	78 27%	226 26%

ITV News Index Survey

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 11
**Q.2 Which party do you trust most to...
 Manage the NHS**
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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
Labour	753 37%	642 37%	72 39%	38 47%	102 45%	85 47%	62 34%	45 32%	40 39%	60 30%	104 39%	80 28%	65 36%	443 39%	363 41%	80 33%	310 35%	29 36%	48 42%	76 34%	112 31%	45 38%
Conservatives	495 24%	439 25%	31 17%	13 16%	50 22%	29 16%	46 25%	44 31%	25 24%	64 31%	55 21%	83 29%	57 31%	249 22%	189 21%	60 25%	246 27%	7 9%	16 14%	70 31%	135 38%	18 15%
Liberal Democrats	144 7%	115 7%	18 10%	3 4%	14 6%	10 5%	19 10%	9 7%	10 10%	13 6%	16 6%	22 8%	9 5%	90 8%	70 8%	20 8%	54 6%	5 6%	8 7%	3 2%	30 8%	8 6%
UKIP	128 6%	119 7%	7 4%	6 8%	12 5%	11 6%	10 5%	11 8%	2 2%	19 9%	19 7%	21 7%	9 5%	54 5%	39 4%	16 6%	73 8%	10 13%	9 8%	22 10%	20 6%	11 9%
Don't know	517 25%	436 25%	55 30%	21 26%	47 21%	48 26%	46 25%	33 23%	25 25%	48 23%	71 27%	80 28%	42 23%	304 27%	236 26%	68 28%	213 24%	30 37%	35 30%	52 23%	59 17%	37 31%

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Absolutes/col percents

Table 12
Q.2 Which party do you trust most to...
Control immigration
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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
UKIP	787 39%	442 44%	345 33%	57 24%	111 32%	110 32%	167 46%	139 46%	203 46%	212 39%	177 31%	192 43%	207 43%	101 35%	308 36%
Conservatives	357 18%	166 17%	191 18%	51 21%	52 15%	49 14%	55 15%	54 18%	98 22%	112 21%	103 18%	71 16%	70 15%	55 19%	138 16%
Labour	347 17%	173 17%	174 17%	41 17%	69 20%	86 25%	56 15%	46 15%	49 11%	71 13%	96 17%	88 20%	91 19%	65 22%	148 17%
Liberal Democrats	65 3%	34 3%	31 3%	7 3%	17 5%	14 4%	10 3%	6 2%	11 2%	23 4%	25 4%	7 2%	10 2%	6 2%	35 4%
Don't know	480 24%	182 18%	298 29%	86 36%	94 27%	85 25%	75 21%	58 19%	82 18%	126 23%	164 29%	85 19%	105 22%	61 21%	223 26%

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Absolutes/col percents

Table 13
Q.2 Which party do you trust most to...
Control immigration
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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
UKIP	787 39%	692 40%	59 32%	35 43%	94 42%	71 39%	70 38%	59 41%	36 35%	92 45%	83 31%	131 46%	57 31%	409 36%	323 36%	86 35%	378 42%	30 37%	34 30%	106 48%	156 44%	51 43%
Conservatives	357 18%	314 18%	28 15%	7 8%	35 15%	34 19%	34 19%	30 21%	15 15%	33 16%	46 17%	54 19%	41 22%	194 17%	149 17%	45 18%	163 18%	4 5%	19 16%	43 19%	78 22%	19 16%
Labour	347 17%	288 16%	37 20%	19 23%	38 17%	36 20%	32 17%	25 17%	21 21%	23 11%	62 23%	26 9%	28 15%	212 19%	174 19%	39 16%	134 15%	15 19%	27 23%	36 16%	36 10%	21 17%
Liberal Democrats	65 3%	55 3%	5 3%	2 3%	6 3%	3 2%	9 5%	4 3%	5 5%	6 3%	8 3%	11 4%	6 3%	41 4%	36 4%	5 2%	24 3%	1 2%	5 4%	5 2%	10 3%	2 2%
Don't know	480 24%	402 23%	54 30%	19 23%	52 23%	38 21%	38 20%	25 18%	25 24%	50 24%	66 25%	63 22%	52 29%	284 25%	214 24%	70 29%	197 22%	30 37%	31 27%	33 15%	76 21%	26 22%

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Absolutes/col percents

Table 14

Q.2 Which party do you trust most to...**Keep down the cost of everyday items, such as food, energy and travel****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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
Labour	701 34%	363 36%	339 33%	87 36%	131 38%	136 40%	118 32%	107 35%	123 28%	175 32%	172 31%	177 40%	177 37%	109 38%	300 35%
Conservatives	505 25%	259 26%	246 24%	37 15%	48 14%	61 18%	99 27%	93 31%	166 37%	175 32%	136 24%	89 20%	105 22%	60 21%	188 22%
UKIP	121 6%	71 7%	50 5%	16 6%	23 7%	22 6%	19 5%	17 6%	24 5%	12 2%	30 5%	36 8%	43 9%	8 3%	56 7%
Liberal Democrats	114 6%	58 6%	55 5%	14 6%	23 7%	19 6%	18 5%	26 8%	14 3%	44 8%	36 6%	13 3%	22 5%	27 9%	55 6%
Don't know	595 29%	247 25%	348 34%	88 36%	117 34%	105 31%	109 30%	60 20%	117 26%	139 25%	190 34%	130 29%	137 28%	85 30%	254 30%

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Absolutes/col percents

Table 15

Q.2 Which party do you trust most to...**Keep down the cost of everyday items, such as food, energy and travel****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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
Labour	701 34%	581 33%	78 42%	34 42%	98 44%	73 40%	62 34%	44 31%	43 42%	50 25%	102 38%	67 23%	51 28%	408 36%	330 37%	79 32%	293 33%	26 32%	52 45%	70 31%	103 29%	42 35%
Conservatives	505 25%	458 26%	24 13%	13 16%	56 25%	33 18%	48 26%	50 35%	22 22%	63 31%	48 18%	92 32%	54 30%	248 22%	190 21%	58 24%	257 29%	9 11%	20 17%	70 31%	135 38%	24 20%
UKIP	121 6%	108 6%	9 5%	6 8%	10 4%	15 8%	6 4%	8 6%	4 4%	15 7%	15 6%	23 8%	9 5%	63 6%	46 5%	17 7%	57 6%	9 11%	7 6%	19 8%	14 4%	9 8%
Liberal Democrats	114 6%	92 5%	16 9%	5 6%	4 2%	13 7%	12 7%	2 2%	5 5%	15 8%	13 5%	18 6%	10 5%	81 7%	64 7%	17 7%	33 4%	5 7%	3 3%	2 1%	18 5%	3 3%
Don't know	595 29%	511 29%	56 31%	24 29%	56 25%	49 27%	55 30%	38 27%	28 28%	60 29%	87 33%	84 30%	59 32%	340 30%	266 30%	74 30%	256 29%	32 39%	34 29%	63 28%	87 24%	40 34%

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Absolutes/col percents

Table 16
**Q.2 Which party do you trust most to...
 Improve the education system**
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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
Labour	623 31%	332 33%	291 28%	67 28%	124 36%	125 36%	111 30%	93 31%	104 23%	162 30%	146 26%	157 35%	158 33%	102 35%	251 30%
Conservatives	532 26%	256 26%	277 27%	54 23%	58 17%	65 19%	100 28%	90 30%	165 37%	182 34%	146 26%	99 22%	106 22%	70 24%	212 25%
Liberal Democrats	201 10%	100 10%	101 10%	22 9%	33 10%	37 11%	29 8%	37 12%	44 10%	55 10%	69 12%	42 9%	36 7%	25 9%	97 11%
UKIP	128 6%	79 8%	49 5%	15 6%	22 6%	22 6%	22 6%	19 6%	28 6%	20 4%	34 6%	37 8%	37 8%	13 5%	57 7%
Don't know	551 27%	230 23%	321 31%	84 35%	105 31%	95 28%	101 28%	62 21%	103 23%	124 23%	170 30%	110 25%	147 30%	78 27%	235 28%

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Absolutes/col percents

Table 17
**Q.2 Which party do you trust most to...
 Improve the education system**
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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
Labour	623 31%	519 30%	65 36%	35 43%	87 39%	61 33%	58 32%	40 28%	39 38%	44 22%	87 33%	58 20%	50 27%	354 31%	287 32%	67 27%	269 30%	28 35%	47 41%	64 28%	92 26%	39 33%
Conservatives	532 26%	479 27%	31 17%	16 19%	61 27%	35 19%	52 28%	45 31%	23 22%	60 30%	61 23%	87 31%	62 34%	282 25%	215 24%	67 27%	250 28%	5 6%	19 17%	65 29%	140 39%	22 18%
Liberal Democrats	201 10%	169 10%	23 12%	3 3%	17 8%	28 15%	18 10%	10 7%	10 10%	22 11%	27 10%	30 11%	14 7%	122 11%	100 11%	22 9%	80 9%	7 9%	9 8%	18 8%	37 10%	9 7%
UKIP	128 6%	119 7%	4 2%	4 5%	10 4%	11 6%	8 4%	10 7%	5 5%	21 10%	22 8%	24 8%	8 4%	70 6%	49 6%	20 8%	58 6%	9 11%	5 4%	17 8%	16 5%	10 9%
Don't know	551 27%	465 27%	61 33%	24 29%	50 22%	48 26%	48 26%	38 27%	25 24%	56 28%	67 25%	85 30%	49 27%	313 27%	245 27%	69 28%	238 27%	32 39%	36 31%	60 27%	71 20%	39 33%

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Absolutes/col percents

Table 18
Q.2 Which party do you trust most to...
Improve housing affordability
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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
Labour	725 36%	379 38%	346 33%	71 29%	133 39%	142 41%	130 36%	121 40%	129 29%	169 31%	196 35%	178 40%	182 38%	112 39%	312 37%
Conservatives	407 20%	200 20%	208 20%	43 18%	45 13%	47 14%	73 20%	66 22%	134 30%	126 23%	105 19%	80 18%	97 20%	57 20%	143 17%
Liberal Democrats	149 7%	77 8%	72 7%	23 10%	26 8%	20 6%	24 7%	30 10%	26 6%	59 11%	36 6%	31 7%	24 5%	29 10%	66 8%
UKIP	145 7%	83 8%	62 6%	13 5%	39 11%	23 7%	25 7%	17 6%	29 6%	35 6%	35 6%	37 8%	38 8%	11 4%	72 8%
Don't know	611 30%	260 26%	351 34%	92 38%	100 29%	112 33%	112 31%	69 23%	126 28%	157 29%	193 34%	119 27%	143 29%	80 28%	259 30%

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Absolutes/col percents

Table 19
**Q.2 Which party do you trust most to...
 Improve housing affordability**
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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
Labour	725 36%	601 34%	81 44%	39 48%	98 44%	75 41%	56 31%	47 33%	42 41%	48 24%	110 41%	73 26%	55 30%	424 37%	342 38%	82 34%	301 34%	25 30%	51 43%	69 31%	114 32%	42 36%
Conservatives	407 20%	371 21%	19 10%	9 11%	45 20%	27 15%	45 25%	39 28%	17 17%	48 23%	40 15%	65 23%	53 29%	200 18%	151 17%	49 20%	208 23%	5 6%	19 16%	60 27%	104 29%	21 17%
Liberal Democrats	149 7%	127 7%	18 10%	3 4%	15 7%	19 10%	17 9%	7 5%	4 4%	17 9%	18 7%	21 7%	10 5%	95 8%	70 8%	25 10%	54 6%	9 11%	7 6%	13 6%	22 6%	4 4%
UKIP	145 7%	126 7%	10 5%	5 7%	13 6%	13 7%	7 4%	12 9%	9 9%	24 12%	16 6%	27 10%	8 4%	83 7%	67 7%	16 7%	61 7%	9 11%	4 3%	19 9%	17 5%	12 10%
Don't know	611 30%	526 30%	56 30%	25 31%	53 24%	49 27%	58 32%	37 26%	29 28%	67 33%	81 31%	99 35%	58 32%	339 30%	266 30%	73 30%	272 30%	34 42%	37 32%	63 28%	99 28%	39 33%

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Absolutes/col percents

Table 20
Q.2 Which party do you trust most to...
Reduce crime and anti-social behaviour
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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
Conservatives	630 31%	335 34%	295 28%	52 22%	74 22%	86 25%	117 32%	116 38%	185 42%	230 42%	165 29%	110 25%	124 26%	83 29%	251 30%
Labour	478 23%	255 26%	223 21%	49 20%	100 29%	102 30%	88 24%	65 22%	74 17%	101 19%	130 23%	118 27%	129 27%	88 31%	195 23%
UKIP	212 10%	132 13%	81 8%	22 9%	33 10%	27 8%	42 11%	34 11%	54 12%	44 8%	38 7%	59 13%	72 15%	18 6%	92 11%
Liberal Democrats	94 5%	41 4%	53 5%	23 9%	19 6%	15 4%	11 3%	12 4%	15 3%	28 5%	35 6%	21 5%	10 2%	12 4%	50 6%
Don't know	621 31%	235 24%	386 37%	96 40%	116 34%	112 33%	106 29%	76 25%	115 26%	141 26%	197 35%	135 31%	148 31%	88 30%	264 31%

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Absolutes/col percents

Table 21
**Q.2 Which party do you trust most to...
 Reduce crime and anti-social behaviour**
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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
Conservatives	630 31%	561 32%	42 23%	15 19%	74 33%	41 23%	66 36%	52 36%	27 26%	73 36%	69 26%	109 38%	62 34%	334 29%	253 28%	81 33%	296 33%	14 17%	27 23%	68 31%	163 46%	23 20%
Labour	478 23%	399 23%	47 26%	23 29%	60 27%	52 29%	48 26%	35 25%	32 31%	29 14%	68 26%	47 16%	37 20%	283 25%	232 26%	51 21%	195 22%	18 22%	38 33%	46 20%	60 17%	32 27%
UKIP	212 10%	190 11%	18 10%	12 14%	15 7%	23 13%	17 9%	14 10%	5 4%	25 13%	31 12%	35 12%	18 10%	109 10%	81 9%	28 11%	103 12%	10 12%	10 9%	33 15%	35 10%	15 13%
Liberal Democrats	94 5%	76 4%	14 8%	2 3%	6 2%	14 8%	7 4%	3 2%	4 4%	9 5%	17 6%	7 3%	9 5%	62 5%	50 6%	12 5%	32 4%	3 4%	5 4%	4 2%	19 5%	1 1%
Don't know	621 31%	524 30%	62 34%	29 35%	69 31%	52 28%	45 24%	38 27%	34 34%	67 33%	80 30%	87 31%	57 31%	351 31%	280 31%	71 29%	270 30%	35 44%	36 31%	73 32%	80 22%	47 39%

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Absolutes/col percents

Table 22
Q.2 Which party do you trust most to...
Reduce the Government's budget deficit
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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
Conservatives	885 43%	463 46%	423 41%	74 31%	106 31%	117 34%	160 44%	172 57%	256 58%	304 56%	238 42%	171 38%	173 36%	128 44%	340 40%
Labour	422 21%	221 22%	201 19%	42 17%	92 27%	97 28%	81 22%	51 17%	60 14%	94 17%	105 19%	108 24%	115 24%	76 26%	184 22%
UKIP	127 6%	88 9%	39 4%	17 7%	28 8%	17 5%	21 6%	19 6%	26 6%	22 4%	25 4%	39 9%	42 9%	6 2%	60 7%
Liberal Democrats	91 4%	34 3%	57 5%	26 11%	22 7%	20 6%	8 2%	7 2%	7 2%	23 4%	32 6%	22 5%	14 3%	11 4%	56 7%
Don't know	510 25%	192 19%	319 31%	83 34%	95 28%	92 27%	94 26%	52 17%	94 21%	102 19%	166 29%	104 23%	139 29%	67 23%	212 25%

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Absolutes/col percents

Table 23
**Q.2 Which party do you trust most to...
 Reduce the Government's budget deficit**
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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
Conservatives	885 43%	784 45%	60 33%	33 40%	96 43%	73 40%	86 47%	67 47%	42 41%	88 43%	93 35%	148 52%	100 55%	468 41%	358 40%	111 45%	417 47%	14 17%	37 32%	103 46%	227 64%	36 30%
Labour	422 21%	351 20%	46 25%	20 25%	58 26%	45 25%	36 19%	29 20%	25 25%	28 14%	66 25%	42 15%	27 15%	260 23%	212 24%	48 20%	162 18%	22 27%	32 28%	37 16%	44 12%	27 23%
UKIP	127 6%	122 7%	3 2%	6 7%	14 6%	11 6%	9 5%	11 8%	2 2%	23 11%	20 8%	20 7%	8 4%	66 6%	48 5%	17 7%	61 7%	10 12%	5 4%	16 7%	19 5%	11 9%
Liberal Democrats	91 4%	76 4%	10 6%	1 1%	12 5%	11 6%	9 5%	1 1%	4 4%	9 5%	14 5%	11 4%	7 4%	67 6%	59 7%	8 3%	24 3%	3 3%	7 6%	2 1%	8 2%	4 4%
Don't know	510 25%	418 24%	64 35%	22 27%	43 19%	43 23%	43 24%	34 24%	28 28%	56 28%	72 27%	63 22%	41 23%	279 24%	219 24%	59 24%	232 26%	33 41%	35 30%	65 29%	58 16%	40 34%

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Absolutes/col percents

Table 24
Q.2 Which party do you trust most to...
Make the welfare system fairer
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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
Labour	689 34%	362 36%	327 31%	68 28%	111 32%	134 39%	130 36%	116 38%	130 29%	169 31%	169 30%	154 35%	197 41%	95 33%	293 34%
Conservatives	527 26%	257 26%	270 26%	46 19%	63 18%	67 20%	99 27%	83 27%	169 38%	175 32%	140 25%	107 24%	105 22%	76 26%	201 24%
Liberal Democrats	174 9%	90 9%	84 8%	23 10%	36 11%	24 7%	25 7%	29 10%	36 8%	67 12%	55 10%	30 7%	23 5%	33 11%	66 8%
UKIP	169 8%	105 11%	63 6%	18 7%	32 9%	28 8%	27 7%	27 9%	37 8%	28 5%	37 7%	54 12%	50 10%	15 5%	76 9%
Don't know	478 23%	183 18%	294 28%	87 36%	101 30%	89 26%	82 22%	47 16%	71 16%	106 19%	164 29%	98 22%	110 23%	69 24%	217 25%

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Absolutes/col percents

Table 25
**Q.2 Which party do you trust most to...
 Make the welfare system fairer**
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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
Labour	689 34%	567 32%	81 44%	32 39%	98 44%	78 42%	49 27%	43 30%	41 40%	40 19%	99 38%	75 26%	53 29%	388 34%	316 35%	72 30%	300 34%	25 30%	51 44%	80 36%	103 29%	42 35%
Conservatives	527 26%	477 27%	21 11%	17 21%	59 27%	35 19%	56 31%	49 35%	29 28%	60 29%	50 19%	92 32%	57 31%	277 24%	215 24%	62 25%	250 28%	5 6%	19 16%	70 31%	136 38%	20 17%
Liberal Democrats	174 9%	144 8%	25 14%	2 3%	10 5%	11 6%	21 11%	9 6%	6 6%	25 12%	24 9%	22 8%	18 10%	98 9%	76 8%	22 9%	76 9%	10 12%	11 9%	6 3%	41 11%	9 7%
UKIP	169 8%	158 9%	7 4%	10 12%	16 7%	16 9%	14 8%	12 8%	4 4%	33 16%	21 8%	27 9%	9 5%	91 8%	66 7%	26 10%	77 9%	13 16%	8 7%	20 9%	27 7%	10 8%
Don't know	478 23%	405 23%	50 27%	20 25%	41 18%	42 23%	43 23%	29 20%	23 22%	47 23%	70 26%	69 24%	45 25%	286 25%	224 25%	62 26%	192 21%	30 37%	28 24%	47 21%	50 14%	38 32%

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Absolutes/col percents

Table 26
Q.2 Which party do you trust most to...
Provide adequate care for the elderly
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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
Labour	685 34%	364 36%	320 31%	71 29%	129 38%	131 38%	119 33%	113 37%	122 28%	170 31%	166 29%	166 37%	183 38%	110 38%	289 34%
Conservatives	392 19%	182 18%	210 20%	41 17%	49 14%	42 12%	71 20%	64 21%	126 28%	127 23%	114 20%	73 17%	78 16%	45 16%	148 17%
Liberal Democrats	190 9%	107 11%	83 8%	18 7%	29 9%	28 8%	31 9%	39 13%	44 10%	75 14%	56 10%	32 7%	27 6%	37 13%	66 8%
UKIP	145 7%	92 9%	53 5%	15 6%	25 7%	26 8%	24 7%	22 7%	33 7%	22 4%	34 6%	39 9%	50 10%	15 5%	63 7%
Don't know	625 31%	253 25%	372 36%	98 41%	111 32%	116 34%	117 32%	64 21%	118 27%	150 28%	194 34%	134 30%	147 30%	81 28%	286 34%

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Absolutes/col percents

Table 27
**Q.2 Which party do you trust most to...
 Provide adequate care for the elderly**
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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
Labour	685 34%	570 33%	74 40%	35 43%	89 40%	68 37%	58 31%	49 34%	41 40%	46 23%	102 39%	68 24%	56 31%	399 35%	318 36%	81 33%	286 32%	25 31%	46 40%	71 32%	101 28%	42 35%
Conservatives	392 19%	345 20%	29 16%	9 12%	40 18%	22 12%	35 19%	31 22%	18 18%	48 24%	46 17%	67 23%	46 25%	193 17%	150 17%	43 18%	199 22%	1 2%	22 19%	53 24%	103 29%	20 17%
Liberal Democrats	190 9%	158 9%	22 12%	4 5%	18 8%	19 10%	16 9%	11 8%	9 9%	26 13%	14 5%	33 11%	18 10%	104 9%	84 9%	20 8%	86 10%	12 14%	10 9%	12 6%	45 13%	7 6%
UKIP	145 7%	137 8%	3 2%	9 11%	19 8%	14 7%	16 9%	9 7%	5 5%	19 9%	21 8%	21 7%	9 5%	78 7%	56 6%	22 9%	67 7%	9 11%	4 4%	24 11%	22 6%	8 7%
Don't know	625 31%	541 31%	55 30%	25 30%	58 26%	61 33%	59 32%	43 30%	28 28%	64 32%	82 31%	97 34%	54 29%	367 32%	288 32%	79 32%	258 29%	34 42%	34 29%	64 28%	85 24%	42 35%

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Absolutes/col percents

Table 28

Q.3 In the past couple of weeks, how would you describe the election campaigns and what you have seen and heard from each of the following parties?

Please select all that apply in each column

Summary Table

Base: All respondents

	Parties	
	Labour	Conservative
Unweighted base	2036	2036
Weighted base	2036	2036
Negative	626 31%	680 33%
Positive	599 29%	526 26%
Inspiring	354 17%	290 14%
Bold	373 18%	353 17%
Boring	671 33%	656 32%
Dirty	411 20%	603 30%
Confusing	602 30%	535 26%
Haven't heard anything from them	343 17%	350 17%

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Absolutes/col percents

Table 29

Q.3 In the past couple of weeks, how would you describe the election campaigns and what you have seen and heard from each of the following parties?

Please select all that apply in each column

Labour

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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
Boring	671 33%	366 37%	306 29%	50 21%	105 31%	88 26%	134 37%	99 33%	195 44%	183 34%	194 34%	150 34%	144 30%	88 31%	284 33%
Negative	626 31%	348 35%	278 27%	50 21%	87 25%	81 24%	103 28%	112 37%	194 44%	199 36%	157 28%	130 29%	140 29%	71 25%	249 29%
Confusing	602 30%	318 32%	283 27%	39 16%	72 21%	67 20%	119 33%	111 37%	194 44%	179 33%	150 27%	128 29%	144 30%	60 21%	243 29%
Positive	599 29%	299 30%	300 29%	65 27%	114 33%	108 31%	110 30%	93 31%	108 24%	163 30%	149 26%	135 31%	151 31%	92 32%	245 29%
Dirty	411 20%	219 22%	192 19%	30 12%	60 18%	52 15%	82 23%	67 22%	120 27%	122 22%	108 19%	91 20%	91 19%	54 19%	171 20%
Bold	373 18%	202 20%	171 16%	33 14%	83 24%	70 20%	54 15%	59 19%	74 17%	85 16%	85 15%	94 21%	109 23%	68 24%	134 16%
Inspiring	354 17%	193 19%	161 16%	44 18%	75 22%	75 22%	56 15%	44 14%	60 14%	80 15%	84 15%	83 19%	108 22%	61 21%	150 18%
Haven't heard anything from them	343 17%	128 13%	215 21%	93 38%	67 19%	70 20%	48 13%	33 11%	33 7%	77 14%	110 20%	64 14%	93 19%	44 15%	160 19%

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Absolutes/col percents

Table 30

Q.3 In the past couple of weeks, how would you describe the election campaigns and what you have seen and heard from each of the following parties?

Please select all that apply in each column

Labour

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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
Boring	671 33%	594 34%	52 29%	20 24%	67 30%	52 28%	66 36%	55 39%	25 25%	83 41%	74 28%	112 39%	64 35%	372 33%	288 32%	84 34%	299 33%	18 22%	26 23%	82 37%	145 41%	28 24%
Negative	626 31%	529 30%	68 37%	15 19%	57 25%	50 27%	68 37%	44 31%	29 29%	75 37%	54 21%	100 35%	66 36%	320 28%	235 26%	84 35%	307 34%	18 22%	28 24%	75 34%	158 44%	28 24%
Confusing	602 30%	532 30%	49 27%	19 23%	61 27%	53 29%	60 33%	46 32%	21 20%	57 28%	74 28%	99 35%	63 34%	303 27%	217 24%	86 35%	299 33%	11 14%	22 19%	87 39%	147 41%	32 27%
Positive	599 29%	501 29%	61 34%	28 34%	84 38%	61 33%	45 24%	44 31%	36 35%	40 20%	86 32%	68 24%	45 25%	336 30%	268 30%	68 28%	262 29%	26 33%	43 37%	58 26%	97 27%	39 33%
Dirty	411 20%	354 20%	40 22%	11 13%	35 16%	27 15%	34 19%	39 28%	17 16%	51 25%	49 18%	66 23%	42 23%	224 20%	170 19%	54 22%	187 21%	9 11%	20 17%	52 23%	91 26%	15 12%
Bold	373 18%	325 19%	29 16%	10 12%	55 24%	43 23%	27 15%	31 22%	19 18%	24 12%	59 22%	51 18%	26 14%	202 18%	164 18%	37 15%	171 19%	17 21%	27 24%	47 21%	56 16%	24 20%
Inspiring	354 17%	296 17%	38 21%	16 20%	54 24%	40 22%	29 16%	23 16%	19 19%	16 8%	59 22%	41 14%	20 11%	210 18%	167 19%	44 18%	144 16%	11 14%	27 23%	38 17%	43 12%	25 21%
Haven't heard anything from them	343 17%	300 17%	24 13%	18 22%	32 14%	32 17%	26 14%	24 17%	19 19%	40 19%	55 21%	55 19%	20 11%	204 18%	169 19%	35 14%	140 16%	27 34%	33 28%	24 11%	27 8%	28 24%

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Absolutes/col percents

Table 31

Q.3 In the past couple of weeks, how would you describe the election campaigns and what you have seen and heard from each of the following parties?

Please select all that apply in each column

Conservative

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	Pri- vate
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
Negative	680 33%	375 38%	305 29%	67 28%	106 31%	116 34%	124 34%	118 39%	150 34%	173 32%	175 31%	152 34%	180 37%	100 35%	248 29%
Boring	656 32%	336 34%	320 31%	57 24%	99 29%	116 34%	123 34%	99 33%	163 37%	168 31%	185 33%	141 32%	162 34%	101 35%	250 29%
Dirty	603 30%	357 36%	247 24%	56 23%	92 27%	104 30%	110 30%	101 33%	140 32%	161 30%	156 28%	133 30%	153 32%	84 29%	219 26%
Confusing	535 26%	281 28%	254 24%	54 22%	79 23%	85 25%	107 30%	80 27%	130 29%	128 24%	134 24%	122 27%	150 31%	72 25%	216 25%
Positive	526 26%	267 27%	258 25%	45 18%	68 20%	68 20%	91 25%	94 31%	160 36%	177 32%	142 25%	96 22%	111 23%	52 18%	229 27%
Bold	353 17%	190 19%	164 16%	41 17%	56 16%	49 14%	59 16%	51 17%	98 22%	94 17%	91 16%	74 17%	94 19%	43 15%	151 18%
Inspiring	290 14%	141 14%	149 14%	34 14%	53 15%	29 9%	44 12%	51 17%	80 18%	83 15%	69 12%	68 15%	70 14%	36 12%	129 15%
Haven't heard anything from them	350 17%	133 13%	217 21%	84 35%	83 24%	73 21%	49 13%	28 9%	34 8%	76 14%	108 19%	74 17%	92 19%	57 20%	159 19%

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Absolutes/col percents

Table 32

Q.3 In the past couple of weeks, how would you describe the election campaigns and what you have seen and heard from each of the following parties?

Please select all that apply in each column

Conservative

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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
Negative	680 33%	546 31%	93 51%	28 34%	88 39%	60 33%	55 30%	38 27%	41 41%	54 27%	76 29%	78 28%	68 37%	348 31%	265 30%	83 34%	332 37%	34 42%	47 40%	73 33%	135 38%	44 37%
Boring	656 32%	535 31%	79 43%	17 20%	76 34%	63 34%	54 30%	42 29%	41 40%	60 29%	80 30%	84 30%	60 33%	351 31%	271 30%	79 32%	305 34%	29 35%	38 33%	71 32%	124 35%	43 37%
Dirty	603 30%	500 29%	75 41%	22 27%	79 35%	51 28%	38 21%	40 28%	28 27%	50 25%	84 32%	75 26%	61 33%	303 27%	240 27%	64 26%	300 33%	28 35%	40 34%	68 30%	124 35%	40 33%
Confusing	535 26%	441 25%	67 37%	21 26%	66 30%	51 28%	41 22%	36 26%	27 26%	40 20%	73 28%	74 26%	38 21%	288 25%	219 24%	69 28%	247 28%	22 28%	28 24%	70 31%	91 26%	34 29%
Positive	526 26%	484 28%	25 13%	16 19%	49 22%	44 24%	55 30%	52 36%	17 17%	54 27%	64 24%	91 32%	60 33%	281 25%	212 24%	69 28%	245 27%	6 7%	16 14%	71 32%	128 36%	24 20%
Bold	353 17%	315 18%	21 12%	13 16%	29 13%	24 13%	39 22%	30 21%	17 17%	37 18%	51 19%	61 21%	31 17%	194 17%	141 16%	53 22%	159 18%	8 10%	19 16%	47 21%	66 19%	19 16%
Inspiring	290 14%	263 15%	13 7%	13 16%	26 12%	21 11%	33 18%	22 15%	15 15%	24 12%	39 15%	56 20%	28 16%	165 14%	123 14%	41 17%	126 14%	* *	13 11%	37 17%	61 17%	14 12%
Haven't heard anything from them	350 17%	309 18%	23 12%	17 20%	34 15%	38 21%	29 16%	23 16%	18 18%	42 21%	54 20%	51 18%	22 12%	216 19%	179 20%	37 15%	134 15%	24 29%	31 26%	26 12%	25 7%	29 24%

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Absolutes/col percents

Table 33
Q.4 Do you agree or disagree with 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	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	215	669
Weighted base	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
<u>Ed Miliband is a risk to Britain's safety</u>															
Agree	701 34%	393 39%	308 30%	60 25%	98 29%	99 29%	114 31%	114 38%	215 49%	216 40%	181 32%	142 32%	162 33%	81 28%	281 33%
Disagree	818 40%	421 42%	397 38%	82 34%	142 41%	146 43%	154 43%	145 48%	150 34%	215 40%	218 39%	178 40%	207 43%	126 44%	332 39%
Don't know	517 25%	184 18%	333 32%	100 41%	103 30%	98 29%	94 26%	43 14%	78 18%	113 21%	165 29%	124 28%	115 24%	81 28%	239 28%
<u>David Cameron has been effective against threats to Britain's safety such as ISIS and Vladimir Putin</u>															
Agree	699 34%	350 35%	349 34%	65 27%	116 34%	100 29%	116 32%	119 39%	183 41%	224 41%	171 30%	146 33%	158 33%	107 37%	291 34%
Disagree	722 35%	413 41%	309 30%	65 27%	137 40%	106 31%	137 38%	117 39%	160 36%	174 32%	204 36%	163 37%	182 38%	116 40%	267 31%
Don't know	614 30%	235 24%	380 37%	112 46%	90 26%	136 40%	109 30%	66 22%	100 23%	146 27%	190 34%	134 30%	144 30%	65 22%	294 34%
<u>Ed Miliband will stop at nothing to get into power</u>															
Agree	807 40%	416 42%	390 38%	60 25%	115 34%	113 33%	150 41%	127 42%	241 54%	232 43%	223 39%	165 37%	187 39%	99 34%	325 38%
Disagree	651 32%	336 34%	315 30%	60 25%	120 35%	112 33%	119 33%	124 41%	116 26%	179 33%	166 29%	153 34%	154 32%	97 34%	263 31%
Don't know	578 28%	246 25%	333 32%	121 50%	107 31%	117 34%	95 26%	52 17%	86 19%	134 25%	176 31%	125 28%	143 30%	92 32%	263 31%

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Absolutes/col percents

Table 33
Q.4 Do you agree or disagree with 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	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
<u>Facing down so many personal attacks shows that Ed Miliband is a resilient leader</u>															
Agree	881 43%	452 45%	429 41%	75 31%	149 43%	166 48%	167 46%	146 48%	178 40%	209 38%	242 43%	212 48%	218 45%	129 45%	351 41%
Disagree	665 33%	347 35%	318 31%	64 26%	98 29%	86 25%	109 30%	108 36%	199 45%	220 40%	161 28%	131 30%	153 32%	86 30%	258 30%
Don't know	490 24%	199 20%	291 28%	103 43%	96 28%	90 26%	86 24%	48 16%	66 15%	115 21%	162 29%	101 23%	112 23%	73 25%	243 29%
<u>Ed Miliband beating his brother to be leader of the Labour Party shows he is a strong leader</u>															
Agree	578 28%	294 29%	283 27%	51 21%	127 37%	121 35%	98 27%	88 29%	92 21%	129 24%	132 23%	162 37%	155 32%	95 33%	236 28%
Disagree	900 44%	467 47%	433 42%	82 34%	112 33%	128 37%	152 42%	161 53%	266 60%	287 53%	260 46%	157 35%	196 40%	116 40%	351 41%
Don't know	559 27%	237 24%	322 31%	109 45%	103 30%	94 27%	114 31%	53 18%	85 19%	129 24%	173 31%	124 28%	133 28%	78 27%	265 31%
<u>Ed Miliband beating his brother to be leader of the Labour Party shows he has a bad moral character</u>															
Agree	461 23%	235 24%	226 22%	33 14%	88 26%	62 18%	63 17%	67 22%	146 33%	135 25%	130 23%	98 22%	98 20%	59 21%	184 22%
Disagree	1038 51%	517 52%	520 50%	105 43%	163 48%	182 53%	207 57%	187 62%	193 44%	288 53%	279 49%	216 49%	255 53%	162 56%	420 49%
Don't know	538 26%	246 25%	292 28%	104 43%	91 27%	99 29%	92 25%	48 16%	104 23%	122 22%	156 28%	129 29%	131 27%	67 23%	248 29%

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Absolutes/col percents

Table 33
Q.4 Do you agree or disagree with 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	2036	998	1038	242	343	343	363	302	443	544	564	444	484	288	852
<u>It is right that politicians attacks their opponent's character as it is important in understanding who to vote for</u>															
Agree	505 25%	296 30%	209 20%	53 22%	98 28%	84 24%	94 26%	69 23%	108 24%	149 27%	127 23%	116 26%	112 23%	82 29%	224 26%
Disagree	1080 53%	525 53%	554 53%	83 34%	147 43%	171 50%	196 54%	197 65%	286 64%	297 55%	297 53%	219 49%	266 55%	146 51%	403 47%
Don't know	451 22%	176 18%	275 27%	106 44%	98 29%	88 26%	73 20%	36 12%	50 11%	98 18%	140 25%	108 24%	105 22%	60 21%	225 26%
<u>By personally attacking Ed Miliband, the Conservatives have shown themselves to be the nasty party</u>															
Agree	930 46%	466 47%	463 45%	89 37%	154 45%	182 53%	164 45%	145 48%	195 44%	243 45%	242 43%	207 47%	239 49%	161 56%	350 41%
Disagree	666 33%	363 36%	303 29%	58 24%	99 29%	75 22%	127 35%	119 39%	188 42%	196 36%	170 30%	150 34%	150 31%	81 28%	276 32%
Don't know	440 22%	168 17%	272 26%	95 39%	90 26%	85 25%	72 20%	38 13%	60 14%	106 19%	152 27%	87 20%	95 20%	47 16%	226 27%

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Absolutes/col percents

Table 34
Q.4 Do you agree or disagree with 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	2036	1762	171	84	245	182	199	153	103	166	223	312	198	884	594	290	1152	103	177	231	462	179
Weighted base	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
<u>Ed Miliband is a risk to Britain's safety</u>																						
Agree	701 34%	633 36%	41 23%	29 36%	74 33%	61 33%	69 38%	63 44%	26 26%	83 41%	74 28%	113 40%	67 36%	362 32%	276 31%	87 35%	338 38%	13 17%	32 27%	94 42%	168 47%	32 27%
Disagree	818 40%	670 38%	94 52%	32 39%	112 50%	77 42%	69 38%	50 35%	53 53%	62 30%	103 39%	93 33%	73 40%	457 40%	371 41%	87 35%	361 40%	36 45%	55 48%	87 39%	135 38%	48 40%
Don't know	517 25%	448 26%	47 26%	20 25%	38 17%	46 25%	45 25%	29 21%	22 21%	59 29%	87 33%	79 28%	44 24%	321 28%	250 28%	71 29%	197 22%	31 38%	29 25%	43 19%	54 15%	39 33%
<u>David Cameron has been effective against threats to Britain's safety such as ISIS and Vladimir Putin</u>																						
Agree	699 34%	621 35%	51 28%	28 34%	65 29%	63 34%	69 38%	57 40%	27 26%	76 37%	87 33%	109 38%	66 36%	398 35%	312 35%	87 35%	301 34%	10 12%	28 24%	83 37%	149 42%	31 26%
Disagree	722 35%	596 34%	79 43%	32 39%	101 45%	72 40%	58 31%	41 29%	47 46%	62 31%	81 31%	87 30%	63 34%	383 34%	308 34%	76 31%	339 38%	34 42%	43 37%	82 37%	136 38%	43 36%
Don't know	614 30%	534 30%	53 29%	22 27%	58 26%	48 26%	56 31%	44 31%	28 28%	65 32%	96 36%	89 31%	55 30%	359 31%	276 31%	82 34%	256 29%	37 46%	45 38%	59 26%	71 20%	44 37%
<u>Ed Miliband will stop at nothing to get into power</u>																						
Agree	807 40%	703 40%	68 37%	26 32%	93 41%	72 39%	80 44%	66 46%	37 36%	88 43%	87 33%	123 43%	69 38%	425 37%	314 35%	111 45%	382 43%	17 20%	35 30%	110 49%	184 52%	36 31%
Disagree	651 32%	546 31%	67 37%	29 36%	80 36%	55 30%	54 30%	36 25%	38 37%	61 30%	83 31%	79 28%	67 37%	360 32%	304 34%	56 23%	291 32%	30 37%	45 39%	68 30%	111 31%	37 31%
Don't know	578 28%	503 29%	48 26%	26 32%	51 23%	56 31%	49 27%	40 28%	27 27%	55 27%	95 36%	83 29%	47 26%	355 31%	278 31%	77 32%	223 25%	35 43%	37 32%	45 20%	61 17%	45 38%

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Table 34
Q.4 Do you agree or disagree with 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	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
<u>Facing down so many personal attacks shows that Ed Miliband is a resilient leader</u>																						
Agree	881 43%	737 42%	91 49%	39 48%	120 54%	79 43%	71 39%	59 41%	54 53%	91 45%	100 38%	100 35%	78 43%	480 42%	391 44%	89 37%	401 45%	41 51%	57 49%	102 45%	149 42%	52 44%
Disagree	665 33%	580 33%	60 33%	22 27%	71 32%	51 28%	64 35%	56 39%	26 25%	66 32%	77 29%	110 38%	63 35%	344 30%	248 28%	96 39%	321 36%	9 11%	35 30%	85 38%	159 45%	33 28%
Don't know	490 24%	435 25%	33 18%	21 25%	33 15%	54 29%	48 26%	28 20%	22 22%	46 23%	88 33%	76 27%	42 23%	316 28%	257 29%	59 24%	174 19%	31 38%	25 21%	37 17%	48 13%	33 28%
<u>Ed Miliband beating his brother to be leader of the Labour Party shows he is a strong leader</u>																						
Agree	578 28%	487 28%	54 30%	24 29%	82 37%	60 33%	42 23%	37 26%	36 35%	46 23%	89 34%	68 24%	40 22%	331 29%	265 30%	66 27%	247 28%	27 34%	43 37%	66 30%	71 20%	40 33%
Disagree	900 44%	792 45%	71 39%	34 42%	95 42%	73 40%	98 53%	67 47%	37 36%	97 48%	98 37%	138 48%	92 50%	466 41%	356 40%	110 45%	433 48%	23 28%	39 33%	111 50%	221 62%	39 33%
Don't know	559 27%	472 27%	58 32%	23 29%	47 21%	50 27%	43 24%	38 27%	29 29%	60 30%	78 30%	79 28%	51 28%	343 30%	275 31%	68 28%	216 24%	30 38%	35 30%	47 21%	64 18%	40 33%
<u>Ed Miliband beating his brother to be leader of the Labour Party shows he has a bad moral character</u>																						
Agree	461 23%	409 23%	35 19%	19 24%	44 20%	42 23%	58 32%	35 25%	17 17%	39 19%	58 22%	78 27%	34 19%	243 21%	193 22%	50 21%	217 24%	9 11%	19 17%	59 26%	111 31%	19 16%
Disagree	1038 51%	878 50%	103 56%	39 48%	128 57%	96 52%	91 50%	67 47%	57 56%	106 52%	119 45%	129 45%	102 56%	582 51%	463 52%	118 48%	456 51%	45 55%	65 56%	107 48%	180 51%	60 50%
Don't know	538 26%	464 27%	45 25%	23 28%	51 23%	45 25%	34 19%	40 28%	28 28%	58 29%	88 33%	78 27%	47 26%	315 28%	240 27%	76 31%	222 25%	27 34%	32 28%	58 26%	65 18%	40 33%

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Table 34
Q.4 Do you agree or disagree with the following statements?
Base: All respondents

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	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	2036	1751	183	81	224	183	183	143	102	204	265	285	183	1140	896	244	896	81	116	224	356	119
<u>It is right that politicians attacks their opponent's character as it is important in understanding who to vote for</u>																						
Agree	505 25%	438 25%	38 21%	15 19%	60 27%	52 28%	48 26%	31 22%	29 28%	45 22%	74 28%	75 26%	38 21%	306 27%	240 27%	66 27%	199 22%	9 12%	27 23%	47 21%	92 26%	24 20%
Disagree	1080 53%	916 52%	113 62%	42 52%	121 54%	84 46%	91 50%	81 57%	51 50%	114 56%	121 46%	154 54%	107 59%	549 48%	424 47%	125 51%	531 59%	41 51%	54 46%	149 67%	229 64%	58 49%
Don't know	451 22%	397 23%	32 18%	24 29%	43 19%	48 26%	44 24%	30 21%	22 22%	44 22%	70 26%	57 20%	38 21%	286 25%	232 26%	54 22%	166 19%	30 37%	36 31%	28 12%	35 10%	37 31%
<u>By personally attacking Ed Miliband, the Conservatives have shown themselves to be the nasty party</u>																						
Agree	930 46%	774 44%	103 56%	41 50%	124 55%	84 46%	81 44%	61 43%	53 52%	89 44%	98 37%	110 39%	85 47%	511 45%	403 45%	108 44%	419 47%	39 48%	53 46%	107 48%	159 45%	61 51%
Disagree	666 33%	596 34%	45 25%	19 23%	66 29%	58 32%	66 36%	50 35%	25 24%	71 35%	91 34%	114 40%	62 34%	357 31%	280 31%	76 31%	309 35%	11 14%	36 31%	84 37%	152 43%	26 22%
Don't know	440 22%	381 22%	35 19%	22 27%	34 15%	41 23%	37 20%	31 22%	25 24%	44 22%	75 29%	60 21%	36 20%	273 24%	213 24%	60 25%	167 19%	30 38%	27 23%	33 15%	45 13%	32 27%