

Appendix 1

	Total	London	Region Rest of South	North	South
All GB Adults	2002	284	724	920	1008
Unweighted sample	2002	339	669	920	1008
	%	%	%	%	%
Headline Voting Intention					
Con	39	35	52	33	47
Lab	40	49	25	50	31
Lib Dem	9	7	11	8	10
Other	13	8	12	10	11
CON LEAD	-1	-14	27	-17	16
Other Parties Voting Intention					
SNP / PCY	4	1	0	0	0
Green	3	3	3	2	3
UKIP	5	4	8	6	7
BNP	1	0	1	1	1
Respect	0	0	0	0	0
Other	0	1	0	1	0
Non Voters					
Would Not Vote	10	9	10	10	9
Don't know	15	20	13	13	15
The next election is not expected to be until 2015. Will you definitely vote for that party, or might you change your mind?					
I will definitely vote for that party	41	52	35	42	39
I will probably vote for that party, it is very unlikely that I will change my mind	37	26	42	36	38
I will possibly vote for that party, but there is a chance I will change my mind	17	17	18	18	18
More likely than not I will change my mind	2	1	2	1	2
Don't know	3	4	3	4	3
On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?					
Conservatives					
0 – Would never consider voting for them	34	34	25	39	27
1	4	3	4	5	4
2	5	4	3	4	3
3	4	4	4	4	4
4	3	4	2	2	3
5	7	9	7	6	8
6	3	2	4	3	4

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	%	%	%	%	%
7	4	4	6	4	5
8	6	6	8	5	7
9	4	4	5	4	5
10 – Would definitely consider voting for them	21	18	27	18	25
Don't know	6	8	5	7	6
AVERAGE	4.3	4.2	5.4	3.9	5.1
Labour					
0 – Would never consider voting for them	25	23	31	20	29
1	5	2	6	5	5
2	6	5	7	5	6
3	4	6	5	4	5
4	4	3	6	3	5
5	10	7	11	9	10
6	5	3	5	6	4
7	6	9	6	4	7
8	6	6	3	5	4
9	4	4	2	6	3
10 – Would definitely consider voting for them	20	25	13	26	16
Don't know	6	8	5	7	6
AVERAGE	4.7	5.3	3.8	5.4	4.2
Liberal Democrat					
0 – Would never consider voting for them	34	36	32	36	33
1	7	4	6	8	6
2	6	7	4	7	5
3	7	8	9	5	8
4	6	7	6	7	6
5	11	10	13	10	12
6	6	5	6	4	6
7	5	5	6	5	6
8	4	4	4	3	4
9	2	1	2	2	2
10 – Would definitely consider voting for them	5	4	6	6	5
Don't know	6	9	6	7	7
AVERAGE	3.1	2.9	3.4	3.0	3.2
Which, if any, of the following parties have you voted for in the past? Please tick all that apply.					
Labour	50	33	42	61	39
Conservatives	46	57	41	39	45
Liberal/SDP/Liberal Democrat	36	39	54	36	50

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Green	10	8	12	10	11
UKIP	9	2	2	8	2
SNP	5	1	1	4	1
BNP	3	8	7	1	7
Plaid Cymru	2	12	11	1	11
Have never voted	7	0	0	6	0
Don't know	2	2	2	2	2

Thinking back, which of the political parties do you think your parents mostly voted for?

Conservatives	31	28	38	25	35
Labour	44	45	36	53	38
Liberal/SDP/Liberal Democrat	8	8	10	6	9
Another party	2	1	1	2	1
Did not vote	4	5	4	4	5
Don't know	11	12	12	10	12

Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With this in mind, where would you place each of the following?

Labour Party

Very left-wing	8	7	9	8	8
Fairly left-wing	20	23	23	18	23
Slightly left-of-centre	28	29	27	25	27
Centre	10	10	9	12	9
Slightly right-of-centre	5	6	3	4	4
Fairly right-wing	2	2	2	3	2
Very right-wing	1	0	1	1	1
Don't know	27	23	27	30	26
	2.9	2.9	2.8	3.0	2.8

Conservative Party

Very left-wing	1	0	1	1	1
Fairly left-wing	2	0	1	2	1
Slightly left-of-centre	3	3	2	3	2
Centre	6	9	6	7	7
Slightly right-of-centre	20	19	21	17	21
Fairly right-wing	26	27	30	22	29
Very right-wing	14	16	12	17	13
Don't know	28	24	27	31	26
	5.4	5.6	5.5	5.5	5.5

Liberal Democrats

Very left-wing	3	3	4	3	4
Fairly left-wing	9	10	9	8	9
Slightly left-of-centre	17	15	19	14	18
Centre	21	20	19	21	20

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Slightly right-of-centre	14	16	12	14	13
Fairly right-wing	4	6	3	5	4
Very right-wing	1	2	1	2	1
Don't know	32	28	32	34	31
	3.7	3.9	3.6	3.9	3.7
Yourself					
Very left-wing	2	2	2	3	2
Fairly left-wing	9	12	7	10	9
Slightly left-of-centre	14	19	11	12	13
Centre	21	21	22	22	21
Slightly right-of-centre	13	11	17	11	15
Fairly right-wing	9	8	11	8	10
Very right-wing	2	2	3	3	3
Don't know	29	25	27	31	27
	4.0	3.8	4.2	3.9	4.1

Which of the following do you think best describes where you live?

In a city	18	46	8	14	19
In a town	30	20	34	36	30
In the suburbs of a city	15	26	10	16	15
In the suburbs of a town	16	5	22	16	17
In a village or the countryside	21	2	25	17	18
Don't know	1	1	1	0	1

Which of the following best applies to you?

Working in the public sector	19	18	15	21	16
Working in the private sector	32	35	36	29	35
Working in the voluntary sector	3	4	2	2	3
Retired	25	22	27	26	26
In full time education	6	6	6	4	6
Currently unemployed and seeking work	5	6	5	5	5
Not seeking work at present	9	6	8	11	7
Don't know	1	4	1	1	1

If you have a partner or spouse, which of the following best applies to them

Working in the public sector	15	12	14	17	13
Working in the private sector	27	27	29	26	28
Working in the voluntary sector	1	1	1	1	1
Retired	18	13	19	16	18
In full time education	2	3	2	1	2

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Currently unemployed and seeking work	2	3	3	3	3
Not seeking work at present	5	5	5	5	5
Don't know	1	2	0	1	1
Not applicable – I do not have a partner or spouse.	29	35	27	30	29

Which, if any, of the following tax credits or benefits do you currently receive? Please tick all that apply.

Child Benefit	16	16	18	14	17
Disability Living Allowance	8	4	6	9	6
Working Tax Credit	6	3	6	6	5
Housing Benefit	7	7	7	8	7
State pension	17	14	19	17	18
Child Tax Credit	10	10	9	10	9
Income Support	3	2	3	4	3
Job Seekers Allowance	3	3	2	3	2
Incapacity Benefit or Employment and Support Allowance	6	5	5	6	5
None of these	51	56	48	51	51
Don't know	2	3	2	2	2

Would you consider yourself to be:

Working class	33	30	28	41	28
Upper working class	10	8	11	10	10
Lower middle class	16	16	16	15	16
Middle class	27	32	33	22	33
Upper middle class	3	5	3	2	4
Upper class	0	0	0	0	0
None of these	6	6	5	5	6
Don't know	5	3	4	4	4
WORKING	43	38	39	51	38
MIDDLE	46	53	52	39	53

How worried, if at all, are you that...

You or your partner will become unemployed?

Very worried	11	12	8	11	9
Fairly worried	22	23	24	21	24
Not very worried	27	27	27	26	27
Not worried at all	31	25	35	33	32
Don't know	9	12	6	9	8
FAIRLY OR VERY	33	35	32	32	33

You will lose your home?

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Very worried	7	7	7	6	7
Fairly worried	12	11	11	14	11
Not very worried	34	37	33	31	34
Not worried at all	42	37	44	45	42
Don't know	5	8	4	5	5
FAIRLY OR VERY	19	18	18	20	18
You will not be able to pay your bills?					
Very worried	12	15	11	14	12
Fairly worried	27	27	25	29	26
Not very worried	34	32	39	31	37
Not worried at all	23	22	23	23	23
Don't know	3	4	3	2	3
FAIRLY OR VERY	39	42	36	43	38
Your children will find it hard to get on in life?					
Very worried	17	17	16	18	16
Fairly worried	28	24	30	29	28
Not very worried	18	16	18	16	17
Not worried at all	21	22	21	20	21
Don't know	17	21	15	17	17
FAIRLY OR VERY	45	41	46	47	44
Which of the following would be the most helpful things politicians could do to improve life for you and your family? Please tick up to three					
Reducing energy bills	50	38	48	54	45
Reducing fuel duty	43	22	48	43	41
Reducing income tax	26	27	30	27	29
Reducing VAT	26	22	28	25	26
Reducing council tax	22	25	23	22	24
Making it easier to find a job	16	16	15	18	15
Reducing fares on public transport	16	27	17	13	20
Reducing the cost of mortgages and rents	16	17	16	15	16
Reducing crime and anti-social behaviour in my neighbourhood	14	19	11	14	13
Improving our local hospital	11	11	9	10	9
Reducing university tuition fees	10	11	11	10	11
Increasing benefit levels	5	6	5	8	5
Reducing traffic jams and congestion on public transport	5	10	4	3	6
Making our area feel nicer and reducing rubbish and graffiti	4	6	3	4	4
Reducing the cost of childcare	4	6	5	4	5

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Improving my child's school	3	5	4	3	4
Creating an elected mayor for my area with powers to fix local problems	2	2	2	1	2
Schools looking after children until after working hours	2	3	1	2	2
None of these	1	2	1	1	1
Don't know	3	3	3	3	3

Thinking about your career or occupation (if any), which of the following best applies to you?

I am generally happy with my career/occupation as it already is	33	34	33	32	33
I am keen to improve and look for promotions, success and status	20	21	23	18	22
I am struggling to hold on to the position I have now	5	6	3	5	4
None of these	39	35	39	42	38
Not sure	3	3	2	3	2

Thinking about the place you live, which of the following best applies to you?

I am generally happy with my home and neighbourhood as it already is	63	52	68	64	63
I am keen to improve my home and/or move to a better area	23	31	21	23	24
I am struggling to maintain my home and stay where I am	6	6	6	6	6
None of these	5	8	4	5	5
Not sure	2	3	1	2	2

Do you agree or disagree with the following statements?

In a fair society, people's incomes should depend on how hard they work and how talented they are

Strongly agree	34	33	33	36	33
Tend to agree	53	52	56	51	55
TOTAL AGREE	87	85	89	87	88
Tend to disagree	6	7	6	5	6
Strongly disagree	2	1	2	3	2
TOTAL DISAGREE	8	8	8	8	8
Don't know	5	7	4	5	4

In Britain today, people's incomes reflect how hard they work and how talented they are.

Strongly agree	3	6	2	3	3
Tend to agree	18	19	17	18	17
TOTAL AGREE	21	25	19	21	20
Tend to disagree	40	38	45	38	43

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	%	%	%	%	%
Strongly disagree	34	30	32	35	32
TOTAL DISAGREE	74	68	77	73	75
Don't know	5	7	4	5	5
NET DISAGREE	53	43	58	52	55

Which of the following comes closer to your idea of what fairness is? Even if you don't agree completely with either, please select the one that comes closest to your view.

Fairness is about getting what you deserve: that those who do the wrong thing are punished and those who do the right thing	70	65	75	71	73
Fairness is about equality – about treating people equally and having an equal distribution of wealth and income	30	35	25	29	27
NET MERIT	40	30	50	42	46

For each of the following leaders can you tell me how positive or negative you feel towards them on a scale of 0 to 10 where 0 means strongly negative, and 10 means strongly positive.

Margaret Thatcher					
0 – strongly negative	25	26	20	30	22
1	4	6	4	4	4
2	5	3	3	7	3
3	6	5	4	6	4
4	4	5	3	5	3
5	7	10	6	8	7
6	6	8	6	5	6
7	9	8	12	6	11
8	9	8	13	8	12
9	5	4	7	4	6
10 – strongly positive	11	9	14	10	12
Don't know	10	8	9	7	9
AVERAGE	4.5	4.3	5.3	4.0	5.0
Tony Blair					
0 – strongly negative	20	17	22	17	20
1	6	5	6	6	6
2	9	7	12	9	11
3	9	7	10	9	9
4	9	10	7	10	8
5	10	11	12	12	12
6	10	11	10	10	10
7	9	12	6	10	8
8	6	6	5	6	6
9	2	4	1	2	2

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	%	%	%	%	%
10 – strongly positive	3	3	2	4	3
Don't know	7	6	7	5	7
AVERAGE	3.8	4.3	3.4	4.1	3.8
Gordon Brown					
0 – strongly negative	24	20	28	22	26
1	9	6	12	9	10
2	10	6	12	10	10
3	9	11	8	9	9
4	10	13	7	11	9
5	10	10	10	11	10
6	7	10	7	6	7
7	6	7	4	7	5
8	4	4	4	4	4
9	2	2	1	2	1
10 – strongly positive	2	4	1	2	2
Don't know	7	7	6	5	6
AVERAGE	3.20	3.8	2.8	3.3	3.0
David Cameron					
0 – strongly negative	20	18	16	23	16
1	6	5	6	9	5
2	7	8	6	8	6
3	7	10	5	7	6
4	7	9	5	9	6
5	10	12	11	9	11
6	10	9	12	7	11
7	11	11	14	8	13
8	9	6	12	9	10
9	3	2	5	4	4
10 – strongly positive	4	4	4	3	4
Don't know	7	7	6	5	6
AVERAGE	4.2	4.1	4.8	3.8	4.6
Ed Miliband					
0 – strongly negative	19	15	22	19	20
1	11	9	12	10	11
2	10	9	11	11	11
3	12	10	12	9	11
4	11	11	11	10	11
5	11	15	10	12	11
6	7	10	6	8	7
7	5	5	3	6	4
8	3	4	2	3	3
9	1	2	1	2	1
10 – strongly positive	2	2	2	1	2

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	%	%	%	%	%
Don't know	9	8	8	8	8
AVERAGE	3.2	3.7	2.9	3.3	3.1
Nick Clegg					
0 – strongly negative	24	21	24	28	23
1	10	10	8	11	9
2	11	11	9	12	9
3	10	11	10	9	10
4	11	11	13	10	12
5	12	10	13	12	12
6	8	10	8	6	9
7	4	5	4	3	5
8	3	2	3	3	3
9	0	0	1	1	1
10 – strongly positive	0	0	0	1	0
Don't know	7	7	6	6	7
AVERAGE	2.9	3.0	3.0	2.7	3.1

Do you agree or disagree with each of the following statements?

People in the public sector get better pay and pensions than people in the private sector for doing equivalent jobs

Strongly agree	19	19	20	19	20
Tend to agree	31	27	34	32	32
TOTAL AGREE	50	46	54	51	52
Tend to disagree	23	28	22	21	24
Strongly disagree	11	10	10	12	10
TOTAL DISAGREE	34	38	32	33	34
Don't know	17	15	14	16	14

The real way to fight poverty isn't to hand out more benefits, but to tackle the causes like drug addiction, educational failure, and bad parenting

Strongly agree	38	35	42	39	40
Tend to agree	43	45	42	41	43
TOTAL AGREE	81	80	84	80	83
Tend to disagree	7	7	5	8	6
Strongly disagree	4	3	4	4	3
TOTAL DISAGREE	11	10	9	12	9
Don't know	8	10	8	7	8

Building the high speed rail line from London to the North is a good use of money

Strongly agree	6	9	5	7	6
Tend to agree	24	26	22	25	23
TOTAL AGREE	30	35	27	32	29
Tend to disagree	25	25	26	27	25
Strongly disagree	27	23	28	26	26
TOTAL DISAGREE	52	48	54	53	51

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	%	%	%	%	%
Don't know	18	18	19	16	19
Low interest rates are a good thing					
Strongly agree	14	16	17	15	16
Tend to agree	44	40	44	43	43
TOTAL AGREE	58	56	61	58	59
Tend to disagree	21	24	22	19	23
Strongly disagree	5	4	6	5	5
TOTAL DISAGREE	26	28	28	24	28
Don't know	16	16	12	18	13
Rising house prices are a good thing					
Strongly agree	2	4	3	3	3
Tend to agree	23	18	22	23	21
TOTAL AGREE	25	22	25	26	24
Tend to disagree	39	36	40	38	39
Strongly disagree	22	27	22	24	23
TOTAL DISAGREE	61	63	62	62	62
Don't know	14	15	13	11	13
Public sector workers in areas where the cost of living is high should be paid more than public sector workers in less expensive places					
Strongly agree	5	12	6	3	8
Tend to agree	40	45	43	35	44
TOTAL AGREE	45	57	49	38	52
Tend to disagree	26	21	26	31	24
Strongly disagree	12	6	10	16	9
TOTAL DISAGREE	38	27	36	47	33
Don't know	17	16	15	14	16
The benefits system is too generous					
Strongly agree	33	30	34	36	33
Tend to agree	30	26	35	27	33
TOTAL AGREE	63	56	69	63	66
Tend to disagree	17	17	14	19	15
Strongly disagree	9	12	9	9	10
TOTAL DISAGREE	26	29	23	28	25
Don't know	10	14	8	9	10
Government should favour manufacturing over other sectors of the economy					
Strongly agree	16	13	14	16	14
Tend to agree	40	37	40	41	39
TOTAL AGREE	56	50	54	57	53
Tend to disagree	16	20	19	17	19
Strongly disagree	3	4	3	3	3
TOTAL DISAGREE	19	24	22	20	22
Don't know	24	26	24	22	25
The political parties are pretty much all the same these days					

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Strongly agree	16	18	15	17	16
Tend to agree	43	40	41	45	41
TOTAL AGREE	59	58	56	62	57
Tend to disagree	24	21	28	22	26
Strongly disagree	8	11	7	8	8
TOTAL DISAGREE	32	32	35	30	34
Don't know	9	10	9	7	9
Britain's future is going to be better than its past					
Strongly agree	2	3	2	2	2
Tend to agree	16	15	18	14	17
TOTAL AGREE	18	18	20	16	19
Tend to disagree	34	33	33	37	33
Strongly disagree	21	20	18	23	19
TOTAL DISAGREE	55	53	51	60	52
Don't know	27	29	29	24	29
I would use private healthcare and/or education if I could					
Strongly agree	20	25	21	18	22
Tend to agree	37	38	40	36	39
TOTAL AGREE	57	63	61	54	61
Tend to disagree	20	18	19	23	19
Strongly disagree	14	9	12	15	11
TOTAL DISAGREE	34	27	31	38	30
Don't know	9	11	8	8	9
Politicians don't understand the real world at all					
Strongly agree	39	34	36	46	35
Tend to agree	42	40	45	37	44
TOTAL AGREE	81	74	81	83	79
Tend to disagree	11	14	14	10	14
Strongly disagree	1	3	1	1	1
TOTAL DISAGREE	12	17	15	11	15
Don't know	6	9	5	5	6
We need to build more houses in Britain					
Strongly agree	18	22	15	19	17
Tend to agree	37	41	35	37	36
TOTAL AGREE	55	63	50	56	53
Tend to disagree	25	18	29	26	26
Strongly disagree	8	5	12	7	10
TOTAL DISAGREE	33	23	41	33	36
Don't know	12	14	10	10	11
So called "green" policies are mostly a waste of money					
Strongly agree	17	14	17	18	16
Tend to agree	31	26	31	33	30
TOTAL AGREE	48	40	48	51	46

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Tend to disagree	29	32	30	27	31
Strongly disagree	10	12	10	9	11
TOTAL DISAGREE	39	44	40	36	42
Don't know	13	16	11	13	12
You can't get ahead in life these days without a good education and qualifications					
Strongly agree	17	17	17	16	17
Tend to agree	47	50	48	46	48
TOTAL AGREE	64	67	65	62	65
Tend to disagree	24	17	26	25	23
Strongly disagree	5	4	3	6	4
TOTAL DISAGREE	29	21	29	31	27
Don't know	7	12	5	6	7
We should allow almost no immigration					
Strongly agree	33	28	33	37	31
Tend to agree	28	23	33	29	30
TOTAL AGREE	61	51	66	66	61
Tend to disagree	21	22	18	18	19
Strongly disagree	10	16	9	8	11
TOTAL DISAGREE	31	38	27	26	30
Don't know	8	12	6	8	8
My local council delivers reasonably good value for money compared to other councils					
Strongly agree	5	7	5	5	5
Tend to agree	38	44	36	37	38
TOTAL AGREE	43	51	41	42	43
Tend to disagree	23	16	22	27	20
Strongly disagree	8	8	9	8	9
TOTAL DISAGREE	31	24	31	35	29
Don't know	27	25	29	24	28
Criminals should be given longer sentences, even if that means we have to build more prisons					
Strongly agree	36	29	35	41	33
Tend to agree	33	34	34	32	34
TOTAL AGREE	69	63	69	73	67
Tend to disagree	15	16	15	13	15
Strongly disagree	5	7	5	3	5
TOTAL DISAGREE	20	23	20	16	20
Don't know	12	14	11	10	12
Human Rights have become a charter for criminals and the undeserving					
Strongly agree	45	38	48	49	45
Tend to agree	27	26	30	27	28
TOTAL AGREE	72	64	78	76	73
Tend to disagree	10	14	8	9	10
Strongly disagree	6	11	6	5	8
TOTAL DISAGREE	16	25	14	14	18

	Total	Region			
		London	Rest of South	North	South
All GB Adults	2002	284	724	920	1008
Unweighted sample	2002	339	669	920	1008
	%	%	%	%	%
Don't know	11	11	8	11	9
Schools should not be allowed to teach children that homosexuality is normal					
Strongly agree	15	15	16	17	16
Tend to agree	20	14	21	20	19
TOTAL AGREE	35	29	37	37	35
Tend to disagree	24	21	25	23	23
Strongly disagree	27	33	28	26	29
TOTAL DISAGREE	51	54	53	49	52
Don't know	13	17	11	14	13

Imagine a scale where 0 means it is entirely the government's role to look after people and ensure they have jobs, income and housing, and 10 means it is entirely people's own responsibility to look after their jobs, income and housing, where would you

0 – It is entirely the government's role to ensure people have jobs, income and housing	4	1	3	4	2
1	1	0	1	1	1
2	4	4	2	4	2
3	6	6	5	5	6
4	6	10	6	7	7
5	22	22	23	22	23
6	11	13	12	10	13
7	16	18	16	16	17
8	13	10	14	13	13
9	5	5	7	5	6
10 – It is entirely people's own responsibility to ensure they have jobs, income and housing	9	7	9	9	8
Don't know	3	3	2	3	2
AVERAGE	6.0	6.0	6.2	6.0	6.1

Thinking about the local area that you live in now, do you agree or disagree with the following statements?

It is more prosperous than most of the country					
Strongly agree	5	11	8	3	8
Tend to agree	29	39	38	19	38
TOTAL AGREE	34	50	46	22	46
Tend to disagree	35	25	31	39	29
Strongly disagree	16	8	9	26	8
TOTAL DISAGREE	51	33	40	65	37
Don't know	15	18	15	13	15
NET	-17	17	6	-43	9
It is a nicer place to live than most of the country					
Strongly agree	11	8	11	9	10

	Total	Region			
		London	Rest of South	North	South
All GB Adults	2002	284	724	920	1008
Unweighted sample	2002	339	669	920	1008
	%	%	%	%	%
Tend to agree	46	38	54	43	50
TOTAL AGREE	57	46	65	52	60
Tend to disagree	22	27	18	25	21
Strongly disagree	8	8	5	12	6
TOTAL DISAGREE	30	35	23	37	27
Don't know	12	18	11	11	13
NET	27	11	42	15	33
We get less than our fair share of public spending					
Strongly agree	11	8	9	16	9
Tend to agree	36	31	34	38	33
TOTAL AGREE	47	39	43	54	42
Tend to disagree	21	28	22	17	23
Strongly disagree	2	2	2	3	2
TOTAL DISAGREE	23	30	24	20	25
Don't know	30	31	34	25	33
NET	24	9	19	34	17
People are more likely to vote Labour than Conservative					
Strongly agree	14	10	3	24	5
Tend to agree	25	28	13	35	17
TOTAL AGREE	39	38	16	59	22
Tend to disagree	27	24	37	17	33
Strongly disagree	14	14	25	8	22
TOTAL DISAGREE	41	38	62	25	55
Don't know	20	24	22	15	22
NET	-2	0	-46	34	-33
It is more expensive to live in than most of the country					
Strongly agree	9	20	14	2	16
Tend to agree	28	52	36	13	41
TOTAL AGREE	37	72	50	15	57
Tend to disagree	38	13	33	50	27
Strongly disagree	12	2	3	23	3
TOTAL DISAGREE	50	15	36	73	30
Don't know	13	14	13	12	13
NET	-13	57	14	-58	27
The public sector provides more of the jobs than in most of the country					
Strongly agree	5	5	2	5	2
Tend to agree	17	17	12	18	13
TOTAL AGREE	22	22	14	23	15
Tend to disagree	33	31	39	31	37
Strongly disagree	12	13	12	12	12
TOTAL DISAGREE	45	44	51	43	49
Don't know	34	36	36	33	36
NET	-23	-22	-37	-20	-34

	Total	London	Region Rest of South	North	South
All GB Adults	2002	284	724	920	1008
Unweighted sample	2002	339	669	920	1008
	%	%	%	%	%
People are nicer than in most of the rest of the country					
Strongly agree	6	3	6	11	5
Tend to agree	34	17	28	44	25
TOTAL AGREE	40	20	34	55	30
Tend to disagree	26	38	30	16	32
Strongly disagree	7	12	8	5	9
TOTAL DISAGREE	33	50	38	21	41
Don't know	27	30	28	24	29
NET	7	-30	-4	34	-11
We pay more into government than we get back					
Strongly agree	17	19	15	17	16
Tend to agree	39	36	41	38	40
TOTAL AGREE	56	55	56	55	56
Tend to disagree	14	17	12	13	13
Strongly disagree	2	0	1	2	1
TOTAL DISAGREE	16	17	13	15	14
Don't know	28	26	31	31	30
NET	40	38	43	40	42
There are more immigrants than most of the country					
Strongly agree	12	25	8	13	13
Tend to agree	21	33	19	20	23
TOTAL AGREE	33	58	27	33	36
Tend to disagree	33	20	37	34	32
Strongly disagree	18	6	21	17	17
TOTAL DISAGREE	51	26	58	51	49
Don't know	16	17	15	15	16
NET	-18	32	-31	-18	-13
My part of the country is quite different to all the rest					
Strongly agree	5	8	4	5	5
Tend to agree	22	24	20	25	21
TOTAL AGREE	27	32	24	30	26
Tend to disagree	42	36	46	41	43
Strongly disagree	6	7	4	5	5
TOTAL DISAGREE	48	43	50	46	48
Don't know	25	24	25	24	25
NET	-21	-11	-26	-16	-22
Unemployment is higher where I live than elsewhere in the country					
Strongly agree	8	9	3	13	4
Tend to agree	23	16	16	34	16
TOTAL AGREE	31	25	19	47	20
Tend to disagree	34	37	39	23	39
Strongly disagree	8	10	13	5	12
TOTAL DISAGREE	42	47	52	28	51

	Total	Region			
		London	Rest of South	North	South
All GB Adults	2002	284	724	920	1008
Unweighted sample	2002	339	669	920	1008
	%	%	%	%	%
Don't know	27	28	29	24	29
NET	-11	-22	-33	19	-31

Do you agree or disagree with the following statements

The Labour party waste your money, and they can't be trusted to run the economy

Strongly agree	29	20	35	25	30
Tend to agree	25	26	27	27	27
TOTAL AGREE	54	46	62	52	57
Tend to disagree	22	24	18	24	19
Strongly disagree	12	15	10	13	12
TOTAL DISAGREE	34	39	28	37	31
Don't know	12	15	10	11	11

The Conservative party looks after the interests of the rich, not ordinary people

Strongly agree	33	30	26	39	27
Tend to agree	31	33	30	29	31
TOTAL AGREE	64	63	56	68	58
Tend to disagree	22	18	30	20	27
Strongly disagree	5	7	6	4	6
TOTAL DISAGREE	27	25	36	24	33
Don't know	9	12	8	8	9

Thinking about the Conservative party and the background of the MPs that represent them in Parliament, which of the following do you think should be their biggest priorities in seeking to better reflect the country? Please tick up to 3

Recruiting more MPs from a working class background	40	34	41	42	39
Recruiting more MPs with experience outside politics	40	39	45	36	43
Recruiting more MPs with experience of business	25	19	33	19	29
Recruiting more female MPs	13	14	14	13	14
Recruiting more younger MPs	13	11	13	12	13
Recruiting more MPs from the North of England	10	7	4	28	4
Recruiting more MPs from a middle class background	9	8	10	9	9
Recruiting more MPs from ethnic minorities	9	17	8	5	11
Recruiting more older MPs	5	7	6	3	7
Recruiting more MPs from Scotland and Wales	4	5	2	2	3
Recruiting more MPs from the South of England	1	3	3	1	3
None of these should be a priority	18	16	20	16	19
Don't know	15	17	11	17	12

	Total	Region			South
		London	Rest of South	North	
All GB Adults	2002	284	724	920	1008
Unweighted sample	2002	339	669	920	1008
	%	%	%	%	%

And thinking about the Labour party and the background of the MPs that represent them in Parliament, which of the following do you think should be their biggest priorities in seeking to better reflect the county? Please tick up to 3

Recruiting more MPs with experience outside politics	38	38	41	32	40
Recruiting more MPs with experience of business	30	29	36	26	34
Recruiting more MPs from a working class background	25	21	22	27	22
Recruiting more younger MPs	11	9	10	10	10
Recruiting more MPs from a middle class background	10	13	12	9	12
Recruiting more female MPs	9	10	9	11	10
Recruiting more MPs from ethnic minorities	7	11	7	5	8
Recruiting more older MPs	6	8	5	4	6
Recruiting more MPs from the North of England	5	2	1	15	1
Recruiting more MPs from the South of England	4	7	6	2	7
Recruiting more MPs from Scotland and Wales	2	1	0	1	0
None of these should be a priority	20	20	20	19	20
Don't know	19	18	18	21	18

From what you have seen or heard, since the new government was elected in 2010 is it true or false that:

Taxes are being cut for those on low incomes					
TRUE	37	32	40	38	38
FALSE	39	40	37	40	38
Don't know	25	28	23	22	24
Spending on the NHS is being protected					
TRUE	30	28	36	29	34
FALSE	48	52	42	53	45
Don't know	21	20	22	18	21
Unemployment is falling					
TRUE	5	5	5	4	5
FALSE	85	82	86	87	85
Don't know	10	14	8	9	10
Criminals are less likely to get lenient sentences					
TRUE	23	23	21	24	22
FALSE	56	53	57	57	56
Don't know	21	24	22	19	22
The number of immigrants is being reduced					
TRUE	20	23	21	18	21
FALSE	62	57	62	65	61

		Region			
	Total	London	Rest of South	North	South
All GB Adults	2002	284	724	920	1008
Unweighted sample	2002	339	669	920	1008
	%	%	%	%	%
Don't know	18	20	17	17	18
Standards and discipline in schools are being improved					
TRUE	19	20	24	18	23
FALSE	57	51	51	61	51
Don't know	24	28	25	21	26
The number of people cheating the benefits system is being reduced					
TRUE	30	29	33	30	32
FALSE	51	44	49	53	48
Don't know	20	27	18	17	21
Government spending is being cut back					
TRUE	66	59	68	66	65
FALSE	21	22	20	22	21
Don't know	13	19	12	12	14
Which of the following things would most convince you that the Labour party would be good at running the economy if it returned to Government? Please tick up to three					
Pledging to control spending on welfare and stop people ripping off the benefits system	39	40	44	37	43
Pledging to reduce immigration	32	30	32	35	32
Announcing a cap on bankers salaries	25	26	22	28	23
Announcing a number of specific areas in which it would find savings and spend less	19	21	19	21	19
Announcing a plan to create government jobs for people in areas of high unemployment	18	16	20	17	18
Not opposing all of the cutbacks being made by the current government	17	23	15	17	17
Announcing that it would abide by tough rules on borrowing	16	16	17	14	17
Announcing tax cuts	14	14	15	14	15
Apologising for its previous record in government	14	18	11	12	13
Making a clear distinction between good and bad businesses	8	9	7	9	8
Announcing spending increases	5	5	4	6	4
Announcing tax rises	3	3	3	1	3
None of these	13	9	16	13	14
Don't know	11	10	9	11	9

	Total	Region			
		London	Rest of South	North	South
All GB Adults	2002	284	724	920	1008
Unweighted sample	2002	339	669	920	1008
	%	%	%	%	%
Which of the following things would most convince you that the Conservative party was for everyone, not just the rich? Please tick up to three					
Reducing the cost of living for ordinary people	31	34	34	33	34
Cutting tax for low earners	29	25	32	28	30
Clamping down on business and privatised utilities that rip off their customers	28	27	30	27	29
Raising tax on the rich	27	22	26	26	25
Reducing unemployment	27	27	25	26	25
Bringing the pay of top bankers under control	23	23	22	25	23
Improving public services like the NHS and schools	21	27	21	20	23
Tackling the root causes of poverty like drug dependency and bad parents	20	19	23	17	22
Introducing a tax on expensive houses (a "mansion tax")	12	10	13	12	12
Reducing crime in poor neighbourhoods	9	12	8	9	9
Enabling people in social housing to buy their own homes	5	6	7	4	6
Increasing spending on benefits	4	4	3	4	3
None of these	9	6	9	9	8
Don't know	9	12	6	9	7