

YouGov Survey Results

Sample Size: 1952 GB Adults
Fieldwork: 4th - 5th January 2011

	Voting intention			2010 Vote			Lib Dem Voters		Gender		Age				Social grade	
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Loyal	Disloyal	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
1952	598	606	141	628	548	420	123	297	952	1000	233	502	670	547	1097	828
1952	567	592	142	603	513	439	122	317	948	1004	130	470	756	596	1255	670
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some statements about the Labour party. For each one please say how strongly you agree or disagree.

Labour need to make major changes to their policies and beliefs to be fit for government again

Strongly agree	31	60	8	27	55	11	22	27	20	36	27	25	24	31	41	34	28
Tend to agree	34	29	37	45	29	37	41	42	40	34	35	26	35	37	34	37	31
TOTAL AGREE	65	89	45	72	84	48	63	69	60	70	62	51	59	68	75	71	59
Tend to disagree	16	3	38	11	4	32	17	12	20	18	14	17	17	17	13	14	18
Strongly disagree	4	2	9	2	2	10	2	2	2	5	4	3	3	5	6	3	6
TOTAL DISAGREE	20	5	47	13	6	42	19	14	22	23	18	20	20	22	19	17	24
Don't know	14	7	8	15	10	10	18	17	18	8	20	28	21	10	6	12	17

Labour have seriously lost touch with ordinary working people

Strongly agree	25	46	4	26	45	5	22	26	21	27	23	20	17	27	32	26	24
Tend to agree	33	36	24	37	34	25	39	37	40	36	30	31	31	33	34	35	29
TOTAL AGREE	58	82	28	63	79	30	61	63	61	63	53	51	48	60	66	61	53
Tend to disagree	20	9	42	15	9	38	20	15	22	19	21	11	24	21	19	19	21
Strongly disagree	10	3	25	4	4	24	4	4	5	10	10	10	10	10	10	8	12
TOTAL DISAGREE	30	12	67	19	13	62	24	19	27	29	31	21	34	31	29	27	33
Don't know	12	6	4	18	9	8	14	18	12	8	17	29	17	9	6	11	14

Labour these days are mainly a party for immigrants, benefit claimants and trade unions

Strongly agree	22	47	2	9	45	4	14	8	16	23	21	18	19	22	27	23	22
Tend to agree	23	33	11	39	30	13	25	37	20	23	23	13	20	23	29	26	19
TOTAL AGREE	45	80	13	48	75	17	39	45	36	46	44	31	39	45	56	49	41
Tend to disagree	21	9	33	20	10	28	26	21	29	23	18	21	23	21	18	19	22
Strongly disagree	20	4	46	15	5	45	18	15	20	23	17	15	19	23	20	20	19
TOTAL DISAGREE	41	13	79	35	15	73	44	36	49	46	35	36	42	44	38	39	41
Don't know	14	6	7	17	10	10	16	19	15	8	20	33	19	11	6	12	18

Labour still haven't faced up to the damage they did to the British economy

Strongly agree	36	76	3	40	70	4	29	42	24	39	33	31	27	37	44	40	30
Tend to agree	22	17	16	32	17	19	33	30	34	21	24	14	27	21	24	23	23
TOTAL AGREE	58	93	19	72	87	23	62	72	58	60	57	45	54	58	68	63	53
Tend to disagree	17	1	41	11	4	35	16	9	19	21	13	18	19	19	13	17	17
Strongly disagree	12	2	32	2	2	31	5	2	6	12	11	7	9	14	13	10	14
TOTAL DISAGREE	29	3	73	13	6	66	21	11	25	33	24	25	28	33	26	27	31
Don't know	13	4	8	17	7	10	17	16	17	7	19	30	19	10	5	11	16

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	Region					Yourself on Left Right Scale				
Total	London	Rest of South	Midlands / Wales	North	Scotland	Very/ Fairly Left Wing	Slightly Left Wing	Centre	Slightly Right Wing	Very/ Fairly Right Wing
1952	252	637	416	479	168	233	251	429	254	200
1952	302	618	390	442	200	266	310	423	268	224
%	%	%	%	%	%	%	%	%	%	%

Below are some statements about the Labour party. For each one please say how strongly you agree or disagree.

Labour need to make major changes to their policies and beliefs to be fit for government again

Strongly agree	31	33	36	32	27	20	14	15	32	50	67
Tend to agree	34	37	30	34	36	40	36	44	40	36	24
TOTAL AGREE	65	70	66	66	63	60	50	59	72	86	91
Tend to disagree	16	17	13	13	20	20	34	26	17	4	3
Strongly disagree	4	2	6	5	3	7	12	9	3	1	3
TOTAL DISAGREE	20	19	19	18	23	27	46	35	20	5	6
Don't know	14	11	15	16	13	13	4	6	7	8	3

Labour have seriously lost touch with ordinary working people

Strongly agree	25	26	30	25	20	20	14	12	27	32	62
Tend to agree	33	33	29	35	36	30	25	36	37	47	28
TOTAL AGREE	58	59	59	60	56	50	39	48	64	79	90
Tend to disagree	20	23	18	19	21	23	40	30	20	12	5
Strongly disagree	10	9	8	7	14	14	17	16	9	4	3
TOTAL DISAGREE	30	32	26	26	35	37	57	46	29	16	8
Don't know	12	9	15	15	9	12	3	6	8	5	2

Labour these days are mainly a party for immigrants, benefit claimants and trade unions

Strongly agree	22	23	25	21	20	19	7	5	21	29	64
Tend to agree	23	23	26	24	21	16	7	16	32	40	22
TOTAL AGREE	45	46	51	45	41	35	14	21	53	69	86
Tend to disagree	21	19	16	23	24	23	29	32	22	15	6
Strongly disagree	20	21	18	17	22	28	54	42	15	8	6
TOTAL DISAGREE	41	40	34	40	46	51	83	74	37	23	12
Don't know	14	13	15	16	13	15	3	6	10	8	1

Labour still haven't faced up to the damage they did to the British economy

Strongly agree	36	37	43	37	28	26	11	11	40	64	81
Tend to agree	22	24	20	20	28	21	16	28	26	21	9
TOTAL AGREE	58	61	63	57	56	47	27	39	66	85	90
Tend to disagree	17	17	13	17	19	27	33	32	18	5	5
Strongly disagree	12	10	9	13	14	13	34	20	9	4	3
TOTAL DISAGREE	29	27	22	30	33	40	67	52	27	9	8
Don't know	13	11	15	13	12	13	6	9	7	6	1

	Voting intention			2010 Vote			Lib Dem Voters		Gender		Age				Social grade	
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Loyal	Disloyal	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
1952	598	606	141	628	548	420	123	297	952	1000	233	502	670	547	1097	828
1952	567	592	142	603	513	439	122	317	948	1004	130	470	756	596	1255	670
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If Labour returned to government they would put the country into even more debt

Strongly agree	27	63	1	24	59	2	16	25	12	29	24	18	20	28	34	31	21
Tend to agree	20	28	6	39	25	8	27	35	23	19	20	14	21	20	21	23	16
TOTAL AGREE	47	91	7	63	84	10	43	60	35	48	44	32	41	48	55	54	37
Tend to disagree	20	2	41	12	4	37	24	12	29	22	17	17	22	20	18	19	20
Strongly disagree	15	2	41	1	4	38	7	1	9	15	14	14	11	16	16	12	19
TOTAL DISAGREE	35	4	82	13	8	75	31	13	38	37	31	31	33	36	34	31	39
Don't know	19	4	12	23	8	15	27	26	27	13	25	37	26	16	10	16	24

After a short period in opposition Labour will be ready for a quick return to office

Strongly agree	11	1	31	4	2	29	5	4	5	12	10	12	11	12	10	8	15
Tend to agree	23	6	50	16	7	42	26	15	30	24	22	18	26	24	22	23	22
TOTAL AGREE	34	7	81	20	9	71	31	19	35	36	32	30	37	36	32	31	37
Tend to disagree	20	26	7	34	24	11	26	33	24	20	20	10	21	20	25	22	17
Strongly disagree	27	60	2	28	55	3	21	27	18	31	23	22	20	30	34	31	22
TOTAL DISAGREE	47	86	9	62	79	14	47	60	42	51	43	32	41	50	59	53	39
Don't know	18	8	10	18	11	15	22	20	23	12	24	38	23	15	10	15	23

Labour's past problems were down to poor leadership, there is nothing wrong with the party itself

Strongly agree	8	5	14	7	7	11	8	8	8	9	7	9	5	8	12	8	9
Tend to agree	27	19	38	27	18	37	29	27	30	25	28	12	27	31	28	27	26
TOTAL AGREE	35	24	52	34	25	48	37	35	38	34	35	21	32	39	40	35	35
Tend to disagree	31	38	29	36	36	29	36	36	36	34	28	22	28	33	35	34	28
Strongly disagree	18	31	12	11	29	12	11	12	11	21	15	19	18	17	19	18	19
TOTAL DISAGREE	49	69	41	47	65	41	47	48	47	55	43	41	46	50	54	52	47
Don't know	16	8	7	18	10	10	16	18	16	10	21	36	22	11	6	13	18

Labour's core values and principles are still strong and relevant

Strongly agree	12	1	35	6	1	34	6	5	6	13	11	15	10	13	12	10	15
Tend to agree	28	13	48	29	12	45	37	28	40	30	26	18	28	31	29	29	27
TOTAL AGREE	40	14	83	35	13	79	43	33	46	43	37	33	38	44	41	39	42
Tend to disagree	22	33	8	31	31	9	29	33	27	24	21	14	23	23	23	26	17
Strongly disagree	20	43	2	14	42	3	10	14	8	21	20	14	16	21	26	21	19
TOTAL DISAGREE	42	76	10	45	73	12	39	47	35	45	41	28	39	44	49	47	36
Don't know	18	11	7	20	14	10	19	20	19	13	22	40	23	12	10	14	23

	Region					Yourself on Left Right Scale				
Total	London	Rest of South	Midlands / Wales	North	Scotland	Very/ Fairly Left Wing	Slightly Left Wing	Centre	Slightly Right Wing	Very/ Fairly Right Wing
1952	252	637	416	479	168	233	251	429	254	200
1952	302	618	390	442	200	266	310	423	268	224
%	%	%	%	%	%	%	%	%	%	%

If Labour returned to government they would put the country into even more debt

Strongly agree	27	27	33	25	22	17	6	8	26	51	74
Tend to agree	20	20	22	20	18	19	10	17	27	26	15
TOTAL AGREE	47	47	55	45	40	36	16	25	53	77	89
Tend to disagree	20	19	14	22	23	25	38	37	19	11	2
Strongly disagree	15	18	12	12	17	21	36	25	13	4	5
TOTAL DISAGREE	35	37	26	34	40	46	74	62	32	15	7
Don't know	19	15	20	21	20	18	9	14	15	7	5

After a short period in opposition Labour will be ready for a quick return to office

Strongly agree	11	15	7	12	13	15	27	14	11	3	2
Tend to agree	23	26	20	18	26	34	38	43	24	11	6
TOTAL AGREE	34	41	27	30	39	49	65	57	35	14	8
Tend to disagree	20	20	23	18	21	15	16	18	25	24	26
Strongly disagree	27	26	30	29	26	17	10	13	25	55	63
TOTAL DISAGREE	47	46	53	47	47	32	26	31	50	79	89
Don't know	18	14	20	23	15	20	9	12	15	7	3

Labour's past problems were down to poor leadership, there is nothing wrong with the party itself

Strongly agree	8	14	6	10	8	7	12	11	9	5	6
Tend to agree	27	25	23	27	32	28	36	37	28	23	22
TOTAL AGREE	35	39	29	37	40	35	48	48	37	28	28
Tend to disagree	31	29	34	30	28	35	33	34	37	42	27
Strongly disagree	18	16	19	17	20	17	15	12	16	23	43
TOTAL DISAGREE	49	45	53	47	48	52	48	46	53	65	70
Don't know	16	17	18	16	12	13	4	6	9	6	2

Labour's core values and principles are still strong and relevant

Strongly agree	12	17	8	10	16	17	36	18	12	2	1
Tend to agree	28	30	25	28	30	29	38	52	31	21	10
TOTAL AGREE	40	47	33	38	46	46	74	70	43	23	11
Tend to disagree	22	20	25	21	20	24	13	18	25	40	28
Strongly disagree	20	18	23	20	19	14	7	6	21	28	54
TOTAL DISAGREE	42	38	48	41	39	38	20	24	46	68	82
Don't know	18	15	19	21	15	16	6	7	12	8	6

	Voting intention			2010 Vote			Lib Dem Voters		Gender		Age				Social grade	
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Loyal	Disloyal	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
1952	598	606	141	628	548	420	123	297	952	1000	233	502	670	547	1097	828
1952	567	592	142	603	513	439	122	317	948	1004	130	470	756	596	1255	670
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Labour party cares about helping all groups in society, not just the few

Strongly agree	11	1	32	1	1	31	4	1	6	11	11	10	9	14	10	9	13
Tend to agree	29	8	55	25	11	49	35	23	40	32	26	28	31	28	28	29	29
TOTAL AGREE	40	9	87	26	12	80	39	24	46	43	37	38	40	42	38	38	42
Tend to disagree	22	33	6	38	29	10	29	38	25	22	22	12	21	25	25	25	20
Strongly disagree	22	48	1	18	45	2	15	20	14	24	21	15	17	23	29	25	20
TOTAL DISAGREE	44	81	7	56	74	12	44	58	39	46	43	27	38	48	54	50	40
Don't know	16	10	6	18	14	8	17	18	16	11	20	34	21	11	8	13	20

Labour would cut spending in a fairer and more compassionate way than the coalition

Strongly agree	14	1	41	1	3	36	10	1	13	16	13	16	13	15	14	12	17
Tend to agree	23	4	45	19	5	43	25	16	29	25	22	20	25	24	22	24	23
TOTAL AGREE	37	5	86	20	8	79	35	17	42	41	35	36	38	39	36	36	40
Tend to disagree	21	32	5	35	30	8	27	36	23	23	19	17	19	21	25	22	19
Strongly disagree	24	55	1	21	51	1	16	22	14	26	22	16	19	25	29	28	19
TOTAL DISAGREE	45	87	6	56	81	9	43	58	37	49	41	33	38	46	54	50	38
Don't know	18	8	8	24	12	11	22	25	21	10	25	31	25	14	10	14	22

Below are some statements about the Conservative party. For each one please say how strongly you agree or disagree.

The Conservatives care more about the rich and affluent than ordinary people

Strongly agree	31	2	66	13	5	63	30	13	38	33	29	31	26	36	30	26	37
Tend to agree	25	18	24	43	20	23	36	43	34	26	25	17	28	25	28	28	22
TOTAL AGREE	56	20	90	56	25	86	66	56	72	59	54	48	54	61	58	54	59
Tend to disagree	22	54	2	23	48	4	15	24	12	23	21	17	19	22	28	26	18
Strongly disagree	8	17	3	3	16	3	4	4	4	8	8	6	6	8	9	8	7
TOTAL DISAGREE	30	71	5	26	64	7	19	28	16	31	29	23	25	30	37	34	25
Don't know	14	9	4	18	11	7	14	17	13	10	17	30	21	10	5	12	16

The Conservatives are cutting public spending for ideological reasons, not because they need to

Strongly agree	17	3	40	4	4	37	14	4	18	20	14	24	12	18	18	14	22
Tend to agree	20	9	32	17	10	27	25	15	30	21	20	11	24	21	21	19	21
TOTAL AGREE	37	12	72	21	14	64	39	19	48	41	34	35	36	39	39	33	43
Tend to disagree	26	39	13	44	35	15	29	45	23	27	25	19	27	26	27	29	21
Strongly disagree	19	45	6	16	40	8	14	17	12	21	18	11	15	21	25	22	15
TOTAL DISAGREE	45	84	19	60	75	23	43	62	35	48	43	30	42	47	52	51	36
Don't know	18	6	9	19	12	13	18	19	17	11	23	35	23	14	9	15	21

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Total	London	Rest of South	Midlands / Wales	North	Scotland	Very/ Fairly Left Wing	Slightly Left Wing	Centre	Slightly Right Wing	Very/ Fairly Right Wing
1952	252	637	416	479	168	233	251	429	254	200
1952	302	618	390	442	200	266	310	423	268	224
%	%	%	%	%	%	%	%	%	%	%

The Labour party cares about helping all groups in society, not just the few

Strongly agree	11	17	9	7	14	13	29	19	9	3	2
Tend to agree	29	27	24	32	31	36	45	51	31	18	10
TOTAL AGREE	40	44	33	39	45	49	74	70	40	21	12
Tend to disagree	22	21	25	24	20	20	15	14	29	32	29
Strongly disagree	22	21	26	20	20	20	9	9	22	39	53
TOTAL DISAGREE	44	42	51	44	40	40	24	23	51	71	82
Don't know	16	14	17	17	15	11	2	7	10	8	6

Labour would cut spending in a fairer and more compassionate way than the coalition

Strongly agree	14	22	9	14	16	20	35	24	15	2	1
Tend to agree	23	20	21	23	26	32	37	49	23	11	7
TOTAL AGREE	37	42	30	37	42	52	72	73	38	13	8
Tend to disagree	21	20	21	24	20	16	12	15	26	35	28
Strongly disagree	24	24	30	22	20	14	6	5	24	44	61
TOTAL DISAGREE	45	44	51	46	40	30	18	20	50	79	89
Don't know	18	14	19	18	18	18	9	8	13	8	3

Below are some statements about the Conservative party. For each one please say how strongly you agree or disagree.

The Conservatives care more about the rich and affluent than ordinary people

Strongly agree	31	32	24	33	36	36	66	54	28	8	7
Tend to agree	25	27	24	23	25	33	24	33	34	18	17
TOTAL AGREE	56	59	48	56	61	69	90	87	62	26	24
Tend to disagree	22	22	26	21	21	16	4	7	25	52	50
Strongly disagree	8	8	10	6	7	7	3	3	6	15	21
TOTAL DISAGREE	30	30	36	27	28	23	7	10	31	67	71
Don't know	14	11	15	17	12	8	3	3	7	7	5

The Conservatives are cutting public spending for ideological reasons, not because they need to

Strongly agree	17	20	12	18	21	21	43	29	15	4	3
Tend to agree	20	19	20	17	22	24	27	35	23	10	8
TOTAL AGREE	37	39	32	35	43	45	70	64	38	14	11
Tend to disagree	26	24	27	25	24	27	12	23	31	40	33
Strongly disagree	19	21	21	20	18	12	11	5	21	40	50
TOTAL DISAGREE	45	45	48	45	42	39	23	28	52	80	83
Don't know	18	16	19	19	16	16	7	8	10	7	5

	Voting intention			2010 Vote			Lib Dem Voters		Gender		Age				Social grade	
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Loyal	Disloyal	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
1952	598	606	141	628	548	420	123	297	952	1000	233	502	670	547	1097	828
1952	567	592	142	603	513	439	122	317	948	1004	130	470	756	596	1255	670
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Conservatives are out of touch with the way ordinary people live their lives

Strongly agree	30	3	64	9	7	59	30	8	39	33	28	30	25	34	31	25	37
Tend to agree	27	21	24	42	22	26	36	43	33	28	26	17	24	29	31	29	24
TOTAL AGREE	57	24	88	51	29	85	66	51	72	61	54	47	49	63	62	54	61
Tend to disagree	22	50	5	27	43	6	16	27	11	22	22	16	25	19	24	25	17
Strongly disagree	8	20	3	6	18	3	4	7	4	10	7	4	7	10	10	9	8
TOTAL DISAGREE	30	70	8	33	61	9	20	34	15	32	29	20	32	29	34	34	25
Don't know	13	6	5	16	10	6	14	15	13	8	17	32	19	9	4	12	14

Underneath the surface the Conservative party contains many people with bigoted and intolerant views

Strongly agree	26	3	60	14	5	54	26	14	31	29	24	26	23	29	27	23	30
Tend to agree	29	23	27	43	24	27	35	39	34	31	27	28	25	28	34	31	27
TOTAL AGREE	55	26	87	57	29	81	61	53	65	60	51	54	48	57	61	54	57
Tend to disagree	18	43	4	15	37	6	12	16	10	21	16	9	20	19	19	21	15
Strongly disagree	8	18	2	4	17	3	4	4	4	8	8	5	7	8	9	9	6
TOTAL DISAGREE	26	61	6	19	54	9	16	20	14	29	24	14	27	27	28	30	21
Don't know	19	13	7	24	16	11	22	26	20	12	26	33	25	17	11	16	23

The Conservatives are too close to big business and the banks

Strongly agree	24	2	53	10	5	47	25	11	30	25	23	20	19	29	24	21	28
Tend to agree	31	22	32	46	22	34	40	45	38	33	29	22	28	32	35	31	30
TOTAL AGREE	55	24	85	56	27	81	65	56	68	58	52	42	47	61	59	52	58
Tend to disagree	20	48	3	24	42	4	15	25	11	22	18	14	23	20	20	25	14
Strongly disagree	6	14	3	0	13	3	2	0	3	6	5	4	4	6	8	7	5
TOTAL DISAGREE	26	62	6	24	55	7	17	25	14	28	23	18	27	26	28	32	19
Don't know	19	13	9	20	18	12	18	19	18	13	25	40	25	13	13	17	23

The Conservatives are prepared to make the tough but necessary decisions the country needs

Strongly agree	18	47	3	17	41	4	11	17	9	19	16	14	16	17	23	20	16
Tend to agree	37	46	25	57	45	25	44	58	38	38	37	25	34	40	42	40	34
TOTAL AGREE	55	93	28	74	86	29	55	75	47	57	53	39	50	57	65	60	50
Tend to disagree	18	3	35	7	4	32	21	6	27	21	15	14	19	21	16	17	20
Strongly disagree	10	0	26	0	2	25	6	0	8	11	10	13	9	10	11	9	11
TOTAL DISAGREE	28	3	61	7	6	57	27	6	35	32	25	27	28	31	27	26	31
Don't know	16	4	11	18	8	13	18	18	18	11	22	34	22	12	9	14	19

	Region					Yourself on Left Right Scale				
Total	London	Rest of South	Midlands / Wales	North	Scotland	Very/ Fairly Left Wing	Slightly Left Wing	Centre	Slightly Right Wing	Very/ Fairly Right Wing
1952	252	637	416	479	168	233	251	429	254	200
1952	302	618	390	442	200	266	310	423	268	224
%	%	%	%	%	%	%	%	%	%	%

The Conservatives are out of touch with the way ordinary people live their lives

Strongly agree	30	32	24	31	34	40	66	47	28	8	9
Tend to agree	27	25	24	30	28	28	23	38	31	27	28
TOTAL AGREE	57	57	48	61	62	68	89	85	59	35	37
Tend to disagree	22	22	24	21	19	19	3	8	27	46	41
Strongly disagree	8	10	12	4	9	4	5	4	7	14	19
TOTAL DISAGREE	30	32	36	25	28	23	8	12	34	60	60
Don't know	13	11	15	15	11	10	3	3	8	5	3

Underneath the surface the Conservative party contains many people with bigoted and intolerant views

Strongly agree	26	30	21	25	30	34	60	43	23	10	7
Tend to agree	29	24	29	32	29	28	25	43	37	24	24
TOTAL AGREE	55	54	50	57	59	62	85	86	60	34	31
Tend to disagree	18	22	22	18	13	13	5	7	18	38	40
Strongly disagree	8	5	10	5	8	6	4	2	6	14	23
TOTAL DISAGREE	26	27	32	23	21	19	9	9	24	52	63
Don't know	19	20	18	20	20	19	7	4	15	14	7

The Conservatives are too close to big business and the banks

Strongly agree	24	27	19	26	26	28	56	38	23	9	7
Tend to agree	31	29	31	31	29	38	26	48	40	25	25
TOTAL AGREE	55	56	50	57	55	66	82	86	63	34	32
Tend to disagree	20	21	23	19	18	16	4	6	21	45	42
Strongly disagree	6	6	6	4	8	3	6	2	3	11	17
TOTAL DISAGREE	26	27	29	23	26	19	10	8	24	56	59
Don't know	19	17	21	20	19	16	9	5	13	10	8

The Conservatives are prepared to make the tough but necessary decisions the country needs

Strongly agree	18	20	22	13	17	12	5	6	16	38	43
Tend to agree	37	37	39	38	34	38	26	30	48	47	46
TOTAL AGREE	55	57	61	51	51	50	31	36	64	85	89
Tend to disagree	18	19	13	19	21	27	26	40	19	6	6
Strongly disagree	10	12	8	11	12	11	33	12	8	2	3
TOTAL DISAGREE	28	31	21	30	33	38	59	52	27	8	9
Don't know	16	12	18	18	16	12	11	11	8	7	2

	Voting intention			2010 Vote			Lib Dem Voters		Gender		Age				Social grade	
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Loyal	Disloyal	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
1952	598	606	141	628	548	420	123	297	952	1000	233	502	670	547	1097	828
1952	567	592	142	603	513	439	122	317	948	1004	130	470	756	596	1255	670
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Conservative party have changed for the better since their time in opposition

Strongly agree	7	19	2	8	16	2	5	9	4	8	7	8	7	6	8	9	6
Tend to agree	30	57	8	50	51	9	31	48	24	33	26	20	32	28	33	36	22
TOTAL AGREE	37	76	10	58	67	11	36	57	28	41	33	28	39	34	41	45	28
Tend to disagree	21	11	28	16	12	27	27	15	32	22	21	19	20	23	22	20	22
Strongly disagree	23	1	55	3	5	50	18	3	24	26	21	19	18	27	24	19	29
TOTAL DISAGREE	44	12	83	19	17	77	45	18	56	48	42	38	38	50	46	39	51
Don't know	19	12	7	23	16	12	19	25	17	11	26	33	22	16	12	16	22

The Conservatives are now genuinely committed to trying to deliver quality public services

Strongly agree	7	20	2	5	18	1	5	5	5	8	7	6	5	6	12	8	6
Tend to agree	28	60	7	37	53	7	22	34	17	29	26	17	29	25	33	32	23
TOTAL AGREE	35	80	9	42	71	8	27	39	22	37	33	23	34	31	45	40	29
Tend to disagree	24	10	32	31	11	30	34	31	36	24	23	21	24	25	22	24	23
Strongly disagree	23	0	54	3	3	52	17	3	23	26	19	19	18	28	23	20	26
TOTAL DISAGREE	47	10	86	34	14	82	51	34	59	50	42	40	42	53	45	44	49
Don't know	19	10	6	24	15	10	22	26	20	14	24	37	25	15	10	16	23

The Conservative party has a clear vision of how it wants to build a better society

Strongly agree	10	25	4	5	23	4	5	6	5	10	11	12	10	7	14	11	10
Tend to agree	34	57	19	46	51	19	38	47	35	35	33	18	36	36	38	39	28
TOTAL AGREE	44	82	23	51	74	23	43	53	40	45	44	30	46	43	52	50	38
Tend to disagree	23	9	32	23	11	31	28	21	31	25	21	24	21	23	24	22	24
Strongly disagree	15	1	35	2	3	35	9	3	12	17	13	10	10	18	16	12	18
TOTAL DISAGREE	38	10	67	25	14	66	37	24	43	42	34	34	31	41	40	34	42
Don't know	18	8	9	23	12	11	20	24	18	13	22	36	23	15	9	16	21

The Conservative party cares about helping all groups in society, not just the few

Strongly agree	6	16	1	4	14	1	2	4	2	6	6	5	5	5	8	6	6
Tend to agree	24	58	4	29	50	6	18	29	13	27	22	21	21	25	29	29	19
TOTAL AGREE	30	74	5	33	64	7	20	33	15	33	28	26	26	30	37	35	25
Tend to disagree	26	15	28	41	16	28	39	42	38	27	26	20	28	26	28	28	24
Strongly disagree	27	1	62	5	4	57	24	6	32	30	25	22	24	32	28	23	34
TOTAL DISAGREE	53	16	90	46	20	85	63	48	70	57	51	42	52	58	56	51	58
Don't know	16	10	5	20	15	8	17	19	16	11	21	32	22	13	7	15	17

	Region					Yourself on Left Right Scale				
Total	London	Rest of South	Midlands / Wales	North	Scotland	Very/ Fairly Left Wing	Slightly Left Wing	Centre	Slightly Right Wing	Very/ Fairly Right Wing
1952	252	637	416	479	168	233	251	429	254	200
1952	302	618	390	442	200	266	310	423	268	224
%	%	%	%	%	%	%	%	%	%	%

The Conservative party have changed for the better since their time in opposition

Strongly agree	7	8	9	6	7	2	3	3	4	15	20
Tend to agree	30	29	35	30	26	20	11	24	39	53	47
TOTAL AGREE	37	37	44	36	33	22	14	27	43	68	67
Tend to disagree	21	20	18	22	23	30	27	30	23	13	16
Strongly disagree	23	25	19	20	28	31	54	35	22	7	9
TOTAL DISAGREE	44	45	37	42	51	61	81	65	45	20	25
Don't know	19	18	19	22	17	17	6	8	12	12	9

The Conservatives are now genuinely committed to trying to deliver quality public services

Strongly agree	7	10	10	5	6	4	2	2	6	14	23
Tend to agree	28	28	33	26	26	16	7	13	37	51	49
TOTAL AGREE	35	38	43	31	32	20	9	15	43	65	72
Tend to disagree	24	20	21	24	23	35	27	37	25	19	15
Strongly disagree	23	26	16	24	26	28	56	42	20	6	4
TOTAL DISAGREE	47	46	37	48	49	63	83	79	45	25	19
Don't know	19	17	20	20	18	17	7	6	12	11	9

The Conservative party has a clear vision of how it wants to build a better society

Strongly agree	10	9	14	10	9	5	8	5	8	16	25
Tend to agree	34	34	38	33	32	30	22	24	42	54	48
TOTAL AGREE	44	43	52	43	41	35	30	29	50	70	73
Tend to disagree	23	22	17	24	26	36	29	40	24	18	11
Strongly disagree	15	19	11	14	16	19	34	23	15	5	7
TOTAL DISAGREE	38	41	28	38	42	55	63	63	39	23	18
Don't know	18	17	21	19	16	10	7	8	12	8	9

The Conservative party cares about helping all groups in society, not just the few

Strongly agree	6	8	7	5	5	4	2	2	4	12	16
Tend to agree	24	23	29	24	24	11	5	8	31	49	53
TOTAL AGREE	30	31	36	29	29	15	7	10	35	61	69
Tend to disagree	26	26	26	26	25	36	25	38	33	19	19
Strongly disagree	27	29	20	29	32	36	65	47	23	8	7
TOTAL DISAGREE	53	55	46	55	57	72	90	85	56	27	26
Don't know	16	14	18	17	14	12	4	4	9	12	5

	Voting intention			2010 Vote			Lib Dem Voters		Gender		Age				Social grade	
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Loyal	Disloyal	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
1952	598	606	141	628	548	420	123	297	952	1000	233	502	670	547	1097	828
1952	567	592	142	603	513	439	122	317	948	1004	130	470	756	596	1255	670
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some statements about the Liberal Democrat party. For each one please say how strongly you agree or disagree.

I could never trust the Liberal Democrats, even if they left the coalition

Strongly agree	28	13	56	0	18	53	14	0	20	31	25	27	20	31	31	24	32
Tend to agree	24	31	23	3	30	22	19	3	26	25	23	21	24	24	27	26	23
TOTAL AGREE	52	44	79	3	48	75	33	3	46	56	48	48	44	55	58	50	55
Tend to disagree	19	30	10	35	24	9	29	33	28	20	17	9	20	19	22	22	15
Strongly disagree	8	11	2	41	8	4	16	43	5	9	7	5	8	8	9	10	5
TOTAL DISAGREE	27	41	12	76	32	13	45	76	33	29	24	14	28	27	31	32	20
Don't know	21	15	9	20	19	13	21	21	22	15	28	37	28	19	12	19	25

I'm no longer sure what the Liberal Democrats stand for

Strongly agree	31	15	60	0	19	57	23	1	32	35	28	26	26	34	35	29	34
Tend to agree	34	45	29	17	41	28	35	18	42	33	36	28	33	36	36	36	32
TOTAL AGREE	65	60	89	17	60	85	58	19	74	68	64	54	59	70	71	65	66
Tend to disagree	14	24	4	44	19	5	21	42	12	16	12	14	12	14	15	16	11
Strongly disagree	3	3	1	19	2	2	7	20	1	4	2	2	3	3	4	4	2
TOTAL DISAGREE	17	27	5	63	21	7	28	62	13	20	14	16	15	17	19	20	13
Don't know	17	13	7	20	18	9	15	19	13	13	22	31	25	13	10	16	20

The Liberal Democrats have sold out their principles by going into coalition with the Conservatives

Strongly agree	31	7	68	3	11	63	24	2	33	35	28	31	27	35	30	26	38
Tend to agree	25	28	20	18	27	21	29	18	34	23	26	23	23	25	26	26	22
TOTAL AGREE	56	35	88	21	38	84	53	20	67	58	54	54	50	60	56	52	60
Tend to disagree	20	42	3	33	36	5	20	32	15	22	18	11	20	20	23	24	15
Strongly disagree	7	11	1	27	9	2	12	28	5	8	6	4	6	6	11	9	4
TOTAL DISAGREE	27	53	4	60	45	7	32	60	20	30	24	15	26	26	34	33	19
Don't know	17	12	7	19	17	8	15	20	13	12	22	31	24	13	10	14	21

The Liberal Democrats are propping up an extreme and right wing government

Strongly agree	17	1	42	2	2	39	14	2	19	20	14	13	11	20	20	14	20
Tend to agree	20	6	31	26	7	31	27	26	27	20	21	21	18	21	22	19	23
TOTAL AGREE	37	7	73	28	9	70	41	28	46	40	35	34	29	41	42	33	43
Tend to disagree	22	37	9	33	32	10	25	33	21	22	21	13	20	23	24	26	17
Strongly disagree	17	38	3	19	35	3	12	18	9	23	12	14	15	17	20	21	12
TOTAL DISAGREE	39	75	12	52	67	13	37	51	30	45	33	27	35	40	44	47	29
Don't know	24	17	15	21	24	16	23	21	24	16	33	40	36	19	14	21	29

	Region					Yourself on Left Right Scale				
Total	London	Rest of South	Midlands / Wales	North	Scotland	Very/ Fairly Left Wing	Slightly Left Wing	Centre	Slightly Right Wing	Very/ Fairly Right Wing
1952	252	637	416	479	168	233	251	429	254	200
1952	302	618	390	442	200	266	310	423	268	224
%	%	%	%	%	%	%	%	%	%	%

Below are some statements about the Liberal Democrat party. For each one please say how strongly you agree or disagree.

I could never trust the Liberal Democrats, even if they left the coalition

Strongly agree	28	30	25	26	28	38	53	35	26	15	29
Tend to agree	24	24	23	26	25	20	23	25	24	26	35
TOTAL AGREE	52	54	48	52	53	58	76	60	50	41	64
Tend to disagree	19	15	20	18	20	21	15	18	23	33	20
Strongly disagree	8	8	10	7	8	4	5	10	9	13	10
TOTAL DISAGREE	27	23	30	25	28	25	20	28	32	46	30
Don't know	21	22	23	22	20	16	4	12	17	14	7

I'm no longer sure what the Liberal Democrats stand for

Strongly agree	31	38	28	29	31	38	58	46	30	18	25
Tend to agree	34	26	34	38	37	31	30	35	37	41	42
TOTAL AGREE	65	64	62	67	68	69	88	81	67	59	67
Tend to disagree	14	15	13	14	13	15	8	11	19	25	22
Strongly disagree	3	3	5	3	2	2	3	4	4	4	4
TOTAL DISAGREE	17	18	18	17	15	17	11	15	23	29	26
Don't know	17	18	20	16	16	15	2	4	11	12	7

The Liberal Democrats have sold out their principles by going into coalition with the Conservatives

Strongly agree	31	31	26	29	36	43	65	49	28	11	17
Tend to agree	25	21	25	27	23	25	21	31	28	30	24
TOTAL AGREE	56	52	51	56	59	68	86	80	56	41	41
Tend to disagree	20	19	22	22	18	16	7	12	23	42	40
Strongly disagree	7	8	8	6	6	5	4	5	9	9	11
TOTAL DISAGREE	27	27	30	28	24	21	11	17	32	51	51
Don't know	17	21	18	16	18	12	3	3	11	9	8

The Liberal Democrats are propping up an extreme and right wing government

Strongly agree	17	19	11	18	21	22	50	29	16	3	3
Tend to agree	20	16	19	22	21	28	31	39	25	12	7
TOTAL AGREE	37	35	30	40	42	50	81	68	41	15	10
Tend to disagree	22	22	24	22	19	20	8	20	28	32	36
Strongly disagree	17	18	20	16	16	8	5	6	16	43	46
TOTAL DISAGREE	39	40	44	38	35	28	13	26	44	75	82
Don't know	24	25	26	22	23	23	6	6	15	10	8

	Voting intention			2010 Vote			Lib Dem Voters		Gender		Age				Social grade	
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Loyal	Disloyal	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
1952	598	606	141	628	548	420	123	297	952	1000	233	502	670	547	1097	828
1952	567	592	142	603	513	439	122	317	948	1004	130	470	756	596	1255	670
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Liberal Democrats have broken their promises and betrayed their supporters

Strongly agree	35	10	70	4	14	64	32	4	44	41	30	36	30	39	34	33	38
Tend to agree	28	37	20	21	35	23	25	20	27	25	31	22	28	28	30	28	28
TOTAL AGREE	63	47	90	25	49	87	57	24	71	66	61	58	58	67	64	61	66
Tend to disagree	16	32	2	43	26	4	23	44	14	17	14	10	14	15	20	19	11
Strongly disagree	4	6	1	10	5	1	5	11	2	5	3	2	2	3	6	5	2
TOTAL DISAGREE	20	38	3	53	31	5	28	55	16	22	17	12	16	18	26	24	13
Don't know	18	15	7	21	19	9	15	21	13	13	22	29	25	15	10	16	20

By entering coalition the Liberal Democrats have managed to get real Liberal policies put into action

Strongly agree	3	4	2	11	4	2	4	12	1	3	3	3	3	3	2	4	1
Tend to agree	24	50	6	47	44	7	25	48	16	29	19	18	21	23	32	29	17
TOTAL AGREE	27	54	8	58	48	9	29	60	17	32	22	21	24	26	34	33	18
Tend to disagree	28	26	28	23	25	27	33	18	40	26	29	23	28	27	30	28	26
Strongly disagree	25	5	55	2	7	52	19	2	26	28	21	22	21	29	25	21	30
TOTAL DISAGREE	53	31	83	25	32	79	52	20	66	54	50	45	49	56	55	49	56
Don't know	20	15	10	17	20	12	18	20	17	13	27	35	26	19	11	17	25

The Liberal Democrats offer different and distinctive policies from the other two parties

Strongly agree	3	2	1	14	2	2	6	15	2	3	2	2	3	2	2	4	1
Tend to agree	22	33	12	52	26	11	36	49	30	27	18	24	23	22	22	26	18
TOTAL AGREE	25	35	13	66	28	13	42	64	32	30	20	26	26	24	24	30	19
Tend to disagree	31	36	31	13	36	32	28	13	34	31	31	18	28	34	35	32	29
Strongly disagree	21	10	42	1	13	41	11	0	15	25	18	18	18	24	23	20	24
TOTAL DISAGREE	52	46	73	14	49	73	39	13	49	56	49	36	46	58	58	52	53
Don't know	23	19	14	20	24	15	20	22	19	15	31	39	29	18	17	19	29

The Liberal Democrats have made the coalition government more moderate and centrist

Strongly agree	4	5	1	16	4	2	7	16	4	5	3	3	3	5	4	5	2
Tend to agree	29	51	12	62	44	11	36	59	26	33	26	19	30	29	34	36	21
TOTAL AGREE	33	56	13	78	48	13	43	75	30	38	29	22	33	34	38	41	23
Tend to disagree	26	23	31	5	25	29	27	6	36	28	25	27	24	27	26	25	28
Strongly disagree	19	4	44	1	6	41	11	1	14	20	18	16	14	20	22	15	23
TOTAL DISAGREE	45	27	75	6	31	70	38	7	50	48	43	43	38	47	48	40	51
Don't know	22	16	12	16	21	16	19	18	19	15	29	35	29	19	14	19	26

	Region					Yourself on Left Right Scale				
Total	London	Rest of South	Midlands / Wales	North	Scotland	Very/ Fairly Left Wing	Slightly Left Wing	Centre	Slightly Right Wing	Very/ Fairly Right Wing
1952	252	637	416	479	168	233	251	429	254	200
1952	302	618	390	442	200	266	310	423	268	224
%	%	%	%	%	%	%	%	%	%	%

The Liberal Democrats have broken their promises and betrayed their supporters

Strongly agree	35	37	30	33	40	44	70	56	33	16	18
Tend to agree	28	22	29	32	26	28	20	28	32	37	37
TOTAL AGREE	63	59	59	65	66	72	90	84	65	53	55
Tend to disagree	16	16	16	15	16	12	6	9	19	29	30
Strongly disagree	4	4	5	3	2	3	3	3	5	4	6
TOTAL DISAGREE	20	20	21	18	18	15	9	12	24	33	36
Don't know	18	20	20	16	17	13	2	4	12	13	8

By entering coalition the Liberal Democrats have managed to get real Liberal policies put into action

Strongly agree	3	4	3	3	2	3	1	2	3	3	7
Tend to agree	24	23	29	24	22	13	7	16	29	49	45
TOTAL AGREE	27	27	32	27	24	16	8	18	32	52	52
Tend to disagree	28	26	27	27	27	35	29	39	30	28	24
Strongly disagree	25	26	20	24	29	33	56	39	21	10	11
TOTAL DISAGREE	53	52	47	51	56	68	85	78	51	38	35
Don't know	20	21	21	23	19	15	6	4	17	10	13

The Liberal Democrats offer different and distinctive policies from the other two parties

Strongly agree	3	6	2	2	2	1	2	3	3	4	1
Tend to agree	22	19	25	22	22	20	16	20	27	33	29
TOTAL AGREE	25	25	27	24	24	21	18	23	30	37	30
Tend to disagree	31	27	30	30	32	40	31	39	35	35	39
Strongly disagree	21	23	20	19	24	23	43	32	18	13	20
TOTAL DISAGREE	52	50	50	49	56	63	74	71	53	48	59
Don't know	23	25	24	27	21	16	7	7	17	15	10

The Liberal Democrats have made the coalition government more moderate and centrist

Strongly agree	4	4	5	3	3	3	1	6	5	4	7
Tend to agree	29	32	33	29	25	22	17	26	34	55	51
TOTAL AGREE	33	36	38	32	28	25	18	32	39	59	58
Tend to disagree	26	21	23	29	28	31	33	37	25	21	23
Strongly disagree	19	20	16	17	20	25	43	25	19	6	8
TOTAL DISAGREE	45	41	39	46	48	56	76	62	44	27	31
Don't know	22	24	22	22	23	19	6	6	17	13	11

	Voting intention			2010 Vote			Lib Dem Voters		Gender		Age				Social grade	
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Loyal	Disloyal	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
1952	598	606	141	628	548	420	123	297	952	1000	233	502	670	547	1097	828
1952	567	592	142	603	513	439	122	317	948	1004	130	470	756	596	1255	670
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Liberal Democrats did the responsible thing by entering government at a time of crisis

Strongly agree	11	22	2	34	19	2	16	34	8	14	8	9	11	8	15	15	6
Tend to agree	32	54	14	47	47	14	38	45	35	35	29	22	32	35	33	37	25
TOTAL AGREE	43	76	16	81	66	16	54	79	43	49	37	31	43	43	48	52	31
Tend to disagree	17	8	29	2	11	28	14	1	19	19	16	17	17	16	20	17	17
Strongly disagree	18	3	41	1	4	40	12	1	17	18	18	11	14	20	21	14	23
TOTAL DISAGREE	35	11	70	3	15	68	26	2	36	37	34	28	31	36	41	31	40
Don't know	22	13	14	17	19	16	20	19	21	15	28	41	26	20	12	17	28

The Liberal Democrats have shown they are a sensible party of government

Strongly agree	3	4	2	17	3	2	7	19	2	4	3	4	3	3	3	5	1
Tend to agree	23	42	7	56	36	7	28	52	18	25	21	16	23	20	28	28	16
TOTAL AGREE	26	46	9	73	39	9	35	71	20	29	24	20	26	23	31	33	17
Tend to disagree	26	27	26	8	27	25	29	7	38	26	27	19	26	29	27	27	25
Strongly disagree	27	10	56	1	15	53	14	2	19	31	23	27	20	30	29	22	32
TOTAL DISAGREE	53	37	82	9	42	78	43	9	57	57	50	46	46	59	56	49	57
Don't know	21	17	10	18	20	12	21	20	22	14	27	34	29	18	12	18	25

	Region					Yourself on Left Right Scale				
Total	London	Rest of South	Midlands / Wales	North	Scotland	Very/ Fairly Left Wing	Slightly Left Wing	Centre	Slightly Right Wing	Very/ Fairly Right Wing
1952	252	637	416	479	168	233	251	429	254	200
1952	302	618	390	442	200	266	310	423	268	224
%	%	%	%	%	%	%	%	%	%	%

The Liberal Democrats did the responsible thing by entering government at a time of crisis

Strongly agree	11	11	14	9	11	3	2	8	15	21	20
Tend to agree	32	34	35	32	27	32	23	24	36	55	54
TOTAL AGREE	43	45	49	41	38	35	25	32	51	76	74
Tend to disagree	17	17	14	19	19	26	22	30	17	9	12
Strongly disagree	18	17	14	16	23	22	47	27	17	4	5
TOTAL DISAGREE	35	34	28	35	42	48	69	57	34	13	17
Don't know	22	20	23	25	20	17	6	10	15	10	8

The Liberal Democrats have shown they are a sensible party of government

Strongly agree	3	5	3	3	3	2	1	3	3	7	5
Tend to agree	23	23	25	24	20	15	9	19	31	41	34
TOTAL AGREE	26	28	28	27	23	17	10	22	34	48	39
Tend to disagree	26	25	26	26	27	30	29	30	26	27	26
Strongly disagree	27	26	24	25	29	32	56	40	24	12	24
TOTAL DISAGREE	53	51	50	51	56	62	85	70	50	39	50
Don't know	21	21	22	21	20	20	5	8	16	13	11