

Table 7

1. What do you think is the most important issue facing the United Kingdom today?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|-------------------------------|-------|--|-------|------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|--------------|----------|
| | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) |
| All Respondents | BASE | | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 |
| | UNWT | | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 |
| Economy | COL % | | 28% | 31% | 28% | 26% | 27% | 37% | 30% | 27% | 28% | 29% | 29% | 32% | 25% |
| | SIG | | | | | | | | | | | | | B | |
| | COUNT | | 570 | 80 | 180 | 112 | 133 | 66 | 292 | 278 | 156 | 210 | 204 | 330 | 241 |
| Unemployment | COL % | | 13% | 12% | 14% | 14% | 12% | 15% | 13% | 14% | 20% | 14% | 8% | 12% | 14% |
| | SIG | | | | | | | | | | B | C | C | | |
| | COUNT | | 266 | 31 | 89 | 61 | 59 | 26 | 124 | 142 | 112 | 98 | 56 | 127 | 140 |
| Environment | COL % | | 2% | 2% | 2% | 2% | 3% | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 2% |
| | SIG | | | | | | | | B | | | | | | |
| | COUNT | | 42 | 5 | 14 | 8 | 13 | 3 | 27 | 15 | 14 | 11 | 17 | 25 | 16 |
| Healthcare / NHS | COL % | | 3% | 4% | 3% | 3% | 2% | 2% | 3% | 3% | 2% | 4% | 2% | 2% | 3% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 54 | 11 | 17 | 11 | 10 | 4 | 25 | 28 | 13 | 26 | 14 | 24 | 30 |
| Iraq / Afghanistan | COL % | | 4% | 3% | 4% | 4% | 6% | 3% | 3% | 5% | 3% | 3% | 6% | 4% | 5% |
| | SIG | | | | | | | | | A | | | A | B | |
| | COUNT | | 88 | 8 | 28 | 19 | 28 | 6 | 33 | 56 | 19 | 24 | 46 | 43 | 45 |
| Political corruption / Sleaze | COL % | | 4% | 4% | 4% | 3% | 4% | 3% | 4% | 3% | 2% | 3% | 5% | 3% | 4% |
| | SIG | | | | | | | | | | | | A | | |
| | COUNT | | 75 | 10 | 28 | 14 | 18 | 6 | 40 | 36 | 11 | 25 | 39 | 34 | 41 |
| Education | COL % | | 2% | 1% | 3% | 1% | 1% | 2% | 2% | 2% | 3% | 2% | 2% | 3% | 1% |
| | SIG | | | | | | | | | | | | | B | |
| | COUNT | | 39 | 4 | 18 | 6 | 7 | 4 | 18 | 21 | 15 | 12 | 11 | 27 | 12 |
| Terrorism | COL % | | 4% | 4% | 3% | 4% | 6% | 3% | 4% | 4% | 5% | 3% | 4% | 3% | 4% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 77 | 9 | 18 | 17 | 27 | 5 | 35 | 42 | 27 | 21 | 29 | 35 | 42 |
| Energy / Electricity | COL % | | 1% | 0% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 24 | 1 | 5 | 6 | 10 | 2 | 16 | 8 | 5 | 12 | 7 | 9 | 15 |
| Crime | COL % | | 4% | 6% | 4% | 4% | 5% | 3% | 5% | 4% | 6% | 5% | 3% | 5% | 4% |
| | SIG | | | | | | | | | | C | C | | | |
| | COUNT | | 89 | 15 | 29 | 16 | 25 | 5 | 46 | 43 | 34 | 36 | 18 | 47 | 43 |
| Poverty | COL % | | 3% | 4% | 2% | 2% | 4% | 6% | 2% | 4% | 4% | 3% | 3% | 3% | 4% |
| | SIG | | | | | | | | | A | | | | | |
| | COUNT | | 65 | 10 | 14 | 8 | 22 | 10 | 19 | 46 | 21 | 23 | 21 | 27 | 38 |
| Taxation | COL % | | 2% | 2% | 2% | 3% | 1% | 3% | 2% | 2% | 3% | 2% | 2% | 2% | 2% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 40 | 4 | 12 | 12 | 6 | 6 | 22 | 19 | 15 | 14 | 11 | 17 | 23 |
| Immigration | COL % | | 18% | 15% | 19% | 21% | 19% | 9% | 17% | 20% | 11% | 20% | 21% | 16% | 20% |
| | SIG | | | | E | E | E | | | | | A | A | | A |
| | COUNT | | 365 | 39 | 122 | 91 | 96 | 16 | 161 | 204 | 64 | 148 | 153 | 165 | 199 |
| Leadership | COL % | | 5% | 4% | 7% | 7% | 4% | 5% | 6% | 5% | 4% | 4% | 7% | 6% | 4% |
| | SIG | | | | | | | | | | | | A | | |
| | COUNT | | 108 | 10 | 42 | 29 | 19 | 8 | 54 | 53 | 23 | 32 | 53 | 64 | 44 |

| | | | | | | | | | | | | | | |
|----------------------|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Illegal Drugs | COL % | 2% | 2% | 1% | 1% | 2% | 4% | 2% | 1% | 2% | 1% | 2% | 1% | 2% |
| | SIG | | | | | | | | | | | | | A |
| | COUNT | 31 | 5 | 6 | 5 | 8 | 6 | 18 | 13 | 9 | 7 | 16 | 10 | 21 |
| Housing | COL % | 1% | 2% | 1% | 1% | 0% | 1% | 1% | 1% | 2% | 1% | 0% | 1% | 1% |
| | SIG | | | | | | | | | C | | | | |
| | COUNT | 21 | 4 | 10 | 3 | 2 | 2 | 12 | 9 | 12 | 7 | 2 | 8 | 13 |
| European Integration | COL % | 1% | 3% | 1% | 2% | 1% | 0% | 2% | 1% | 1% | 1% | 1% | 1% | 1% |
| | SIG | | | | | | | | | | | | | |
| | COUNT | 25 | 7 | 6 | 8 | 5 | 0 | 15 | 10 | 6 | 9 | 10 | 14 | 12 |
| Other | COL % | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% |
| | SIG | | | | | | | | | | | | | |
| | COUNT | 22 | 1 | 9 | 4 | 6 | 3 | 12 | 10 | 6 | 7 | 9 | 15 | 6 |

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Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 8

2/2a. If a General Election were held tomorrow, which one of the following parties would you be most likely to vote/support in your constituency?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|---|-------|-------|-------|------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|--------------|----------|
| | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) |
| | | | | | | | | | | | | | | | |
| All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 | |
| | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 | |
| Labour | COL % | 20% | 23% | 13% | 18% | 25% | 28% | 22% | 17% | 22% | 19% | 18% | 19% | 20% | |
| | SIG | | B | | | | B | B | C | B | | | | | |
| | COUNT | 392 | 58 | 85 | 76 | 122 | 50 | 218 | 174 | 125 | 139 | 128 | 192 | 200 | |
| Conservative | COL % | 30% | 32% | 35% | 31% | 26% | 16% | 33% | 27% | 24% | 28% | 37% | 35% | 25% | |
| | SIG | | E | D | E | E | | B | | | | A | B | B | |
| | COUNT | 601 | 82 | 229 | 132 | 129 | 29 | 319 | 283 | 136 | 199 | 266 | 354 | 247 | |
| Liberal Democrats | COL % | 13% | 10% | 17% | 9% | 13% | 12% | 12% | 14% | 12% | 12% | 15% | 14% | 12% | |
| | SIG | | | | C | | | | | | | | | | |
| | COUNT | 263 | 27 | 112 | 41 | 62 | 22 | 119 | 144 | 69 | 88 | 107 | 146 | 117 | |
| Scottish National Party (SNP) | COL % | 2% | 0% | 0% | 0% | 0% | 18% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | 32 | 0 | 0 | 0 | 0 | 32 | 14 | 18 | 4 | 15 | 13 | 18 | 14 | |
| Plaid Cymru | COL % | 1% | 0% | 0% | 3% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | 12 | 0 | 0 | 12 | 0 | 0 | 7 | 5 | 2 | 3 | 7 | 3 | 9 | |
| Other (Net) | COL % | 10% | 7% | 11% | 12% | 12% | 6% | 11% | 9% | 8% | 12% | 11% | 9% | 12% | |
| | SIG | | | | | | | | | | | | | A | |
| | COUNT | 206 | 17 | 70 | 51 | 57 | 11 | 109 | 97 | 45 | 84 | 77 | 91 | 115 | |
| -United Kingdom Independence Party (UKIP) | COL % | 4% | 4% | 5% | 5% | 5% | 1% | 4% | 5% | 2% | 4% | 6% | 4% | 5% | |
| | SIG | | | | E | | | | | | | A | | | |
| | COUNT | 89 | 9 | 30 | 23 | 26 | 1 | 43 | 47 | 12 | 31 | 46 | 38 | 51 | |
| -Green Party | COL % | 2% | 2% | 2% | 1% | 2% | 3% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | 36 | 4 | 14 | 4 | 8 | 5 | 18 | 19 | 14 | 13 | 9 | 22 | 14 | |
| -British National Party (BNP) | COL % | 3% | 1% | 4% | 4% | 4% | 2% | 4% | 2% | 2% | 5% | 3% | 2% | 5% | |
| | SIG | | | | | | | B | | | | | | A | |
| | COUNT | 65 | 3 | 23 | 18 | 18 | 3 | 41 | 24 | 13 | 33 | 18 | 20 | 44 | |
| -Other party [Please Specify] | COL % | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | 15 | 1 | 3 | 5 | 4 | 2 | 8 | 8 | 6 | 7 | 3 | 10 | 5 | |
| Would not vote | COL % | 9% | 12% | 7% | 9% | 8% | 8% | 7% | 10% | 14% | 8% | 5% | 6% | 11% | |
| | SIG | | | | | | | | A | B | C | | | A | |
| | COUNT | 173 | 29 | 46 | 41 | 42 | 15 | 71 | 102 | 77 | 60 | 36 | 65 | 108 | |
| Not Sure | COL % | 16% | 16% | 16% | 18% | 17% | 11% | 12% | 20% | 19% | 19% | 12% | 15% | 17% | |
| | SIG | | | | | | | | A | C | C | | | | |
| | COUNT | 323 | 41 | 103 | 78 | 82 | 20 | 114 | 209 | 106 | 135 | 83 | 152 | 171 | |

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Table 9

3/3a. We've noticed you did not select a party. Is there a party you are currently leaning towards?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|---|-------|--|-------|------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|--------------|----------|
| | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) |
| Would not Vote/ Not sure | BASE | | 496 | 70 | 149 | 119 | 123 | 34 | 185 | 311 | 183 | 195 | 118 | 217 | 279 |
| | UNWT | | 492 | 76 | 144 | 113 | 124 | 35 | 157 | 335 | 190 | 181 | 121 | 212 | 280 |
| Labour | COL % | | 9% | 18% | 9% | 7% | 7% | 4% | 13% | 7% | 8% | 11% | 7% | 10% | 8% |
| | SIG | | | | | | | | B | | | | | | |
| | COUNT | | 44 | 13 | 13 | 8 | 8 | 2 | 23 | 21 | 14 | 22 | 8 | 22 | 22 |
| Conservative | COL % | | 11% | 5% | 13% | 13% | 11% | 14% | 14% | 10% | 8% | 16% | 9% | 17% | 7% |
| | SIG | | | | | | | | | | A | | | B | |
| | COUNT | | 56 | 3 | 20 | 15 | 13 | 5 | 26 | 30 | 14 | 31 | 11 | 36 | 20 |
| Liberal Democrats | COL % | | 10% | 11% | 10% | 10% | 10% | 6% | 8% | 11% | 6% | 10% | 15% | 9% | 10% |
| | SIG | | | | | | | | | | | | A | | |
| | COUNT | | 49 | 8 | 15 | 11 | 12 | 2 | 14 | 35 | 11 | 20 | 17 | 21 | 28 |
| Scottish National Party (SNP) | COL % | | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 |
| Other (Net) | COL % | | 1% | 1% | 0% | 1% | 3% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 7 | 1 | 1 | 2 | 3 | 0 | 2 | 5 | 1 | 4 | 2 | 4 | 3 |
| -United Kingdom Independence Party (UKIP) | COL % | | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 1% | 1% | 0% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 2 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 1 |
| -Green Party | COL % | | 1% | 0% | 0% | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 0% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 3 | 0 | 0 | 2 | 1 | 0 | 1 | 2 | 0 | 3 | 0 | 2 | 1 |
| -British National Party (BNP) | COL % | | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 |
| -Other party [Please Specify] | COL % | | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 |
| Would not vote | COL % | | 27% | 28% | 25% | 25% | 28% | 33% | 28% | 26% | 36% | 21% | 23% | 21% | 31% |
| | SIG | | | | | | | | | | B C | | | | A |
| | COUNT | | 133 | 20 | 37 | 30 | 35 | 11 | 53 | 80 | 66 | 40 | 27 | 46 | 87 |
| Not Sure | COL % | | 42% | 37% | 42% | 44% | 42% | 40% | 36% | 45% | 42% | 40% | 44% | 41% | 42% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 206 | 26 | 63 | 52 | 52 | 14 | 67 | 139 | 76 | 78 | 53 | 88 | 118 |

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Table 10

2/3. (Including Leaners) If a General Election were held tomorrow, which one of the following parties would you be most likely to vote/ support in your constituency?

| | | | Total | Region | | | | | | Gender | | Age | | | Social Grade | |
|---|-------|--|-------|------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|----------|--------------|--|
| | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) | |
| All Respondents | BASE | | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 | |
| | UNWT | | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 | |
| Labour | COL % | | 22% | 28% | 15% | 20% | 26% | 29% | 25% | 19% | 25% | 22% | 19% | 21% | 23% | |
| | SIG | | | B | | | B | B | | | C | | | | | |
| | COUNT | | 436 | 71 | 99 | 84 | 131 | 52 | 241 | 195 | 139 | 161 | 136 | 214 | 222 | |
| Conservative | COL % | | 33% | 34% | 39% | 34% | 29% | 19% | 35% | 30% | 27% | 32% | 39% | 38% | 27% | |
| | SIG | | | E | D E | E | | | B | | | | A B | B | | |
| | COUNT | | 657 | 86 | 249 | 147 | 142 | 34 | 344 | 313 | 150 | 230 | 277 | 391 | 267 | |
| Liberal Democrats | COL % | | 16% | 14% | 20% | 12% | 15% | 13% | 14% | 17% | 14% | 15% | 17% | 16% | 15% | |
| | SIG | | | | C | | | | | A | | | | | | |
| | COUNT | | 312 | 34 | 127 | 52 | 74 | 24 | 133 | 179 | 80 | 108 | 124 | 167 | 145 | |
| Scottish National Party (SNP) | COL % | | 2% | 0% | 0% | 0% | 0% | 18% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | |
| | SIG | | | | | | | | | | | | | | | |
| | COUNT | | 32 | 0 | 0 | 0 | 0 | 32 | 14 | 18 | 4 | 15 | 14 | 18 | 15 | |
| Plaid Cymru | COL % | | 1% | 0% | 0% | 3% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | |
| | SIG | | | | | | | | | | | | | | | |
| | COUNT | | 12 | 0 | 0 | 12 | 0 | 0 | 7 | 5 | 2 | 3 | 7 | 3 | 9 | |
| Other (Net) | COL % | | 11% | 7% | 11% | 12% | 12% | 7% | 11% | 10% | 8% | 12% | 11% | 9% | 12% | |
| | SIG | | | | | | | | | | | | | A | | |
| | COUNT | | 213 | 17 | 71 | 52 | 61 | 12 | 111 | 102 | 47 | 88 | 79 | 95 | 118 | |
| -United Kingdom Independence Party (UKIP) | COL % | | 5% | 4% | 5% | 5% | 5% | 1% | 4% | 5% | 2% | 4% | 7% | 4% | 5% | |
| | SIG | | | | | | | | | | | | | A | | |
| | COUNT | | 91 | 10 | 31 | 23 | 26 | 1 | 43 | 48 | 12 | 32 | 47 | 39 | 52 | |
| -Green Party | COL % | | 2% | 2% | 2% | 1% | 2% | 3% | 2% | 2% | 3% | 2% | 1% | 2% | 2% | |
| | SIG | | | | | | | | | | | | | | | |
| | COUNT | | 39 | 4 | 14 | 6 | 10 | 5 | 18 | 21 | 14 | 16 | 9 | 24 | 15 | |
| -British National Party (BNP) | COL % | | 3% | 1% | 4% | 4% | 4% | 2% | 4% | 2% | 2% | 5% | 3% | 2% | 5% | |
| | SIG | | | | | | | | B | | | | | A | | |
| | COUNT | | 66 | 3 | 23 | 18 | 19 | 3 | 42 | 24 | 13 | 33 | 19 | 21 | 44 | |
| -Other party [Please Specify] | COL % | | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | |
| | SIG | | | | | | | | | | | | | | | |
| | COUNT | | 17 | 1 | 3 | 5 | 6 | 2 | 8 | 9 | 7 | 7 | 3 | 10 | 7 | |
| Would not vote | COL % | | 7% | 8% | 6% | 7% | 7% | 6% | 5% | 8% | 12% | 6% | 4% | 4% | 9% | |
| | SIG | | | | | | | | | A | B C | | | A | | |
| | COUNT | | 133 | 20 | 37 | 30 | 35 | 11 | 53 | 80 | 66 | 40 | 27 | 46 | 87 | |
| Not Sure | COL % | | 10% | 10% | 10% | 12% | 10% | 8% | 7% | 14% | 13% | 11% | 7% | 9% | 12% | |
| | SIG | | | | | | | | | A | C | | | A | | |
| | COUNT | | 206 | 26 | 63 | 52 | 52 | 14 | 67 | 139 | 76 | 78 | 53 | 88 | 118 | |

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Table 11

2/3. (Including Leaners) If a General Election were held tomorrow, which one of the following parties would you be most likely to vote/support in your constituency?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|---|-------|--|-------|------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|--------------|----------|
| | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) |
| | | | | | | | | | | | | | | | |
| Decided Voters | BASE | | 1,603 | 194 | 530 | 334 | 393 | 152 | 824 | 779 | 390 | 583 | 629 | 861 | 742 |
| | UNWT | | 1,605 | 200 | 509 | 345 | 394 | 157 | 761 | 844 | 398 | 541 | 666 | 860 | 745 |
| Labour | COL % | | 26% | 35% | 18% | 24% | 32% | 34% | 28% | 24% | 33% | 27% | 21% | 24% | 29% |
| | SIG | | | B | | | B | B | B | | C | | | | A |
| | COUNT | | 420 | 67 | 94 | 81 | 126 | 52 | 235 | 186 | 128 | 158 | 134 | 207 | 213 |
| Conservative | COL % | | 40% | 41% | 46% | 43% | 35% | 22% | 41% | 39% | 35% | 39% | 44% | 44% | 35% |
| | SIG | | | E | D E | E | E | | | | | | A | B | |
| | COUNT | | 639 | 79 | 244 | 144 | 139 | 34 | 334 | 305 | 139 | 225 | 276 | 380 | 259 |
| Liberal Democrats | COL % | | 18% | 16% | 23% | 14% | 18% | 16% | 15% | 21% | 19% | 17% | 19% | 19% | 17% |
| | SIG | | | | C | | | | | A | | | | | |
| | COUNT | | 292 | 31 | 122 | 47 | 69 | 24 | 125 | 167 | 74 | 99 | 120 | 163 | 129 |
| Scottish National Party (SNP) | COL % | | 2% | 0% | 0% | 0% | 0% | 20% | 2% | 2% | 1% | 3% | 2% | 2% | 2% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 31 | 0 | 0 | 0 | 0 | 31 | 14 | 17 | 2 | 15 | 14 | 16 | 15 |
| Plaid Cymru | COL % | | 1% | 0% | 0% | 4% | 0% | 0% | 1% | 1% | 1% | 0% | 1% | 0% | 1% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 12 | 0 | 0 | 12 | 0 | 0 | 7 | 5 | 2 | 3 | 7 | 3 | 9 |
| Other (Net) | COL % | | 13% | 9% | 13% | 15% | 15% | 8% | 13% | 13% | 12% | 14% | 13% | 11% | 16% |
| | SIG | | | | | | | | | | | | | | A |
| | COUNT | | 208 | 17 | 70 | 50 | 59 | 12 | 108 | 100 | 46 | 84 | 79 | 91 | 117 |
| -United Kingdom Independence Party (UKIP) | COL % | | 6% | 5% | 6% | 7% | 7% | 1% | 5% | 6% | 3% | 5% | 7% | 5% | 7% |
| | SIG | | | | | E | | | | | | | A | A | |
| | COUNT | | 91 | 10 | 31 | 23 | 26 | 1 | 43 | 48 | 12 | 32 | 47 | 39 | 52 |
| -Green Party | COL % | | 2% | 2% | 2% | 1% | 2% | 3% | 2% | 3% | 4% | 2% | 1% | 2% | 2% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 37 | 4 | 13 | 5 | 10 | 5 | 17 | 20 | 14 | 13 | 9 | 21 | 15 |
| -British National Party (BNP) | COL % | | 4% | 1% | 4% | 5% | 5% | 2% | 5% | 3% | 3% | 5% | 3% | 2% | 6% |
| | SIG | | | | | | | | | | | | | | A |
| | COUNT | | 64 | 3 | 23 | 18 | 18 | 3 | 40 | 24 | 13 | 32 | 19 | 20 | 44 |
| -Other party [Please Specify] | COL % | | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 0% | 1% | 1% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 16 | 1 | 3 | 4 | 6 | 2 | 8 | 8 | 6 | 7 | 3 | 10 | 6 |

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Table 12

PP1. And, how certain are you that you will vote/support for this party?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|--|-------|-------|----------------|------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|--------------|----------|
| | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) |
| | | | Decided Voters | BASE | 1,662 | 208 | 546 | 348 | 408 | 153 | 850 | 812 | 422 | 604 | 636 |
| | UNWT | 1,665 | 216 | 524 | 358 | 409 | 158 | 784 | 881 | 431 | 559 | 675 | 887 | 778 | |
| I will definitely vote for this party | COL % | 59% | 53% | 64% | 58% | 58% | 57% | 62% | 57% | 48% | 57% | 69% | 60% | 58% | |
| | SIG | | | | | | | B | | | A | A B | | | |
| | COUNT | 985 | 111 | 348 | 201 | 238 | 87 | 524 | 461 | 203 | 343 | 439 | 533 | 453 | |
| I could change my mind before the election takes place | COL % | 41% | 47% | 36% | 42% | 42% | 43% | 38% | 43% | 52% | 43% | 31% | 40% | 42% | |
| | SIG | | | | | | | A | | B C | C | | | | |
| | COUNT | 677 | 97 | 198 | 147 | 170 | 66 | 326 | 351 | 218 | 261 | 198 | 355 | 322 | |

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Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 13

PP2. How likely are you to vote in the next General Election?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|------------------|--------------------------------|-------|-------|------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|--------------|----------|
| | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) |
| | | | | | | | | | | | | | | | |
| Likely to vote | Decided Voters | BASE | 1,662 | 208 | 546 | 348 | 408 | 153 | 850 | 812 | 422 | 604 | 636 | 888 | 775 |
| | | UNWT | 1,665 | 216 | 524 | 358 | 409 | 158 | 784 | 881 | 431 | 559 | 675 | 887 | 778 |
| | Absolutely certain to vote | COL % | 69% | 69% | 67% | 68% | 72% | 73% | 72% | 66% | 51% | 69% | 82% | 69% | 69% |
| | | SIG | | | | | | | B | | | A | A B | | |
| | | COUNT | 1,152 | 144 | 365 | 236 | 295 | 112 | 616 | 536 | 213 | 418 | 521 | 615 | 537 |
| | | COL % | 24% | 22% | 27% | 25% | 21% | 22% | 22% | 26% | 35% | 25% | 16% | 26% | 22% |
| | Very likely to vote | SIG | | | | | | | | A | B C | C | | B | |
| | | COUNT | 402 | 46 | 149 | 86 | 87 | 33 | 186 | 215 | 149 | 149 | 103 | 232 | 170 |
| | Very likely not to vote | COL % | 3% | 5% | 3% | 4% | 3% | 1% | 3% | 4% | 7% | 3% | 1% | 3% | 4% |
| | | SIG | | | | | | | | | B C | C | | | |
| | | COUNT | 55 | 11 | 15 | 13 | 14 | 1 | 25 | 29 | 29 | 19 | 6 | 26 | 28 |
| | | COL % | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% |
| | Absolutely certain not to vote | SIG | | | | | | | | | | | | | |
| | | COUNT | 5 | 3 | 1 | 1 | 1 | 0 | 1 | 3 | 3 | 1 | 1 | 1 | 4 |
| | Not sure | COL % | 3% | 2% | 3% | 4% | 3% | 4% | 2% | 4% | 7% | 3% | 1% | 2% | 5% |
| | | SIG | | | | | | | | | B C | C | | | A |
| | | COUNT | 49 | 4 | 15 | 13 | 11 | 6 | 21 | 29 | 28 | 16 | 5 | 14 | 35 |
| | | COL % | 93% | 91% | 94% | 92% | 94% | 95% | 94% | 92% | 86% | 94% | 98% | 95% | 91% |
| | Likely (Net) | SIG | | | | | | | | | | A | A B | B | |
| | | COUNT | 1,554 | 190 | 514 | 321 | 382 | 146 | 803 | 751 | 363 | 567 | 624 | 847 | 707 |
| Not Likely (Net) | COL % | 4% | 7% | 3% | 4% | 4% | 1% | 3% | 4% | 7% | 3% | 1% | 3% | 4% | |
| | SIG | | | | | | | | | B C | C | | | | |
| | COUNT | 60 | 14 | 16 | 14 | 14 | 1 | 27 | 33 | 31 | 21 | 7 | 27 | 33 | |

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Table 14

PP3. You mentioned that you would be most likely to vote/support [%Q2a%]. If that party was not standing in your constituency, which of the following parties would you be most likely to support?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|-------------------------------|-------|--|-------|------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|--------------|----------|
| | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) |
| Select BNP/Green/UKIP at q2a | BASE | | 191 | 16 | 67 | 46 | 53 | 9 | 101 | 90 | 39 | 77 | 74 | 81 | 110 |
| | UNWT | | 209 | 20 | 73 | 49 | 56 | 11 | 103 | 106 | 44 | 79 | 86 | 86 | 123 |
| Labour | COL % | | 8% | 7% | 8% | 6% | 11% | 0% | 12% | 3% | 6% | 9% | 7% | 7% | 8% |
| | SIG | | | | | | | | B | | | | | | |
| | COUNT | | 15 | 1 | 5 | 3 | 6 | 0 | 12 | 3 | 2 | 7 | 5 | 5 | 9 |
| Conservative | COL % | | 13% | 18% | 9% | 21% | 11% | 12% | 12% | 15% | 19% | 10% | 13% | 20% | 8% |
| | SIG | | | | | | | | | | | | | B | |
| | COUNT | | 25 | 3 | 6 | 9 | 6 | 1 | 12 | 13 | 8 | 8 | 10 | 16 | 9 |
| Liberal Democrats | COL % | | 15% | 18% | 13% | 13% | 20% | 4% | 18% | 13% | 23% | 15% | 12% | 16% | 15% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 29 | 3 | 9 | 6 | 11 | 0 | 18 | 11 | 9 | 11 | 9 | 13 | 16 |
| Scottish National Party (SNP) | COL % | | 1% | 0% | 0% | 0% | 0% | 22% | 2% | 0% | 0% | 1% | 2% | 2% | 0% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 2 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 2 | 2 | 0 |
| Plaid Cymru | COL % | | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other party | COL % | | 33% | 39% | 36% | 31% | 34% | 4% | 33% | 33% | 24% | 39% | 32% | 32% | 34% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 63 | 6 | 24 | 14 | 18 | 0 | 34 | 30 | 10 | 30 | 23 | 26 | 37 |
| Would not vote | COL % | | 11% | 0% | 15% | 9% | 6% | 45% | 12% | 11% | 16% | 11% | 9% | 8% | 14% |
| | SIG | | | | | | | C D | | | | | | | |
| | COUNT | | 22 | 0 | 10 | 4 | 3 | 4 | 12 | 10 | 6 | 9 | 7 | 7 | 15 |
| Not sure | COL % | | 18% | 18% | 19% | 20% | 17% | 13% | 11% | 26% | 12% | 15% | 24% | 15% | 20% |
| | SIG | | | | | | | | A | | | | | | |
| | COUNT | | 35 | 3 | 13 | 9 | 9 | 1 | 11 | 23 | 5 | 12 | 18 | 12 | 22 |

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e. Comparisons are not performed for some pairs where compared categories of a multiple response set contain identical sets of observations.

Table 15

PP4. You mentioned that you would be most likely to vote/support [%Q3a%]. If that party was not standing in your constituency, which of the following parties would you be most likely to support?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|-------------------|-------|-----|------------------------------|------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|--------------|----------|
| | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) |
| | | | Select BNP/Green/UKIP at q3a | BASE | 6 | 1 | 1 | 2 | 2 | 0 | 2 | 3 | 0 | 4 | 2 |
| | UNWT | 8 | 1 | 1 | 2 | 3 | 1 | 3 | 5 | 1 | 5 | 2 | 5 | 3 | |
| Conservative | COL % | 11% | 0% | 100% | 0% | 0% | 0% | 0% | 18% | 0% | 0% | 41% | 0% | 32% | |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | |
| Liberal Democrats | COL % | 21% | 0% | 0% | 0% | 53% | 0% | 42% | 8% | 100% | 0% | 59% | 25% | 14% | |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | |
| Other party | COL % | 8% | 0% | 0% | 0% | 0% | 100% | 20% | 0% | 0% | 11% | 0% | 12% | 0% | |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Would not vote | COL % | 15% | 0% | 0% | 52% | 0% | 0% | 39% | 0% | 0% | 23% | 0% | 23% | 0% | |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | |
| Not sure | COL % | 45% | 100% | 0% | 48% | 47% | 0% | 0% | 73% | 0% | 66% | 0% | 40% | 54% | |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | 3 | 1 | 0 | 1 | 1 | 0 | 0 | 3 | 0 | 3 | 0 | 1 | 1 | |

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Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 16

4. Do you approve or disapprove of Gordon Brown's performance as Prime Minister?

| | | | Total | Region | | | | | | Gender | | Age | | | Social Grade | |
|--------------|-----------------------|-------|-------|--------|------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|--------------|----------|
| | | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) |
| | | | | | | | | | | | | | | | | |
| Gordon Brown | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 | |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 | |
| | Strongly approve | COL % | 6% | 9% | 3% | 4% | 10% | 9% | 9% | 4% | 8% | 5% | 6% | 5% | 7% | |
| | | SIG | | B C | | | B C | B C | B | | | | | | A | |
| | Moderately approve | COUNT | 124 | 24 | 22 | 15 | 47 | 16 | 87 | 37 | 46 | 38 | 41 | 51 | 73 | |
| | | COL % | 25% | 27% | 23% | 24% | 25% | 33% | 25% | 26% | 25% | 26% | 24% | 26% | 25% | |
| | Moderately disapprove | SIG | | | | | | | | | | | | | | |
| | | COUNT | 504 | 68 | 150 | 102 | 125 | 59 | 238 | 265 | 141 | 189 | 174 | 261 | 243 | |
| | Strongly disapprove | COL % | 24% | 24% | 26% | 24% | 22% | 24% | 21% | 27% | 29% | 25% | 19% | 25% | 23% | |
| | | SIG | | | | | | | A | C | | | | | | |
| | Not sure | COUNT | 480 | 61 | 166 | 102 | 109 | 42 | 204 | 275 | 165 | 177 | 138 | 255 | 225 | |
| | | COL % | 36% | 33% | 40% | 38% | 34% | 26% | 41% | 31% | 22% | 36% | 47% | 37% | 35% | |
| | Top2box | SIG | | | E | E | | | B | | | A | A B | | | |
| | | COUNT | 722 | 83 | 257 | 165 | 170 | 47 | 399 | 323 | 126 | 258 | 338 | 381 | 341 | |
| | Low2box | COL % | 9% | 7% | 8% | 11% | 9% | 8% | 4% | 13% | 15% | 8% | 4% | 7% | 10% | |
| | | SIG | | | | | | | A | B C | C | | | | A | |
| | Top2box | COUNT | 172 | 18 | 51 | 46 | 43 | 15 | 42 | 130 | 86 | 61 | 25 | 74 | 98 | |
| | | COL % | 31% | 36% | 27% | 27% | 35% | 42% | 34% | 29% | 33% | 31% | 30% | 30% | 32% | |
| | Low2box | SIG | | B | | | B | B C | B | | | | | | | |
| | | COUNT | 628 | 92 | 171 | 117 | 173 | 75 | 325 | 303 | 187 | 227 | 214 | 312 | 317 | |
| | Low2box | COL % | 60% | 57% | 66% | 62% | 56% | 50% | 62% | 58% | 52% | 60% | 67% | 62% | 58% | |
| | | SIG | | | D E | | | | | | | A | A B | B | | |
| | Low2box | COUNT | 1,202 | 144 | 424 | 267 | 279 | 89 | 603 | 599 | 291 | 435 | 476 | 636 | 565 | |

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Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 17

5. Do you approve or disapprove of David Cameron's performance as Leader of the Opposition?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|---------------|-----------------------|-------|-------|------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|--------------|----------|
| | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) |
| David Cameron | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 |
| | Strongly approve | COL % | 10% | 12% | 11% | 9% | 8% | 9% | 12% | 8% | 10% | 8% | 11% | 11% | 8% |
| | | SIG | | | | | | | | B | | | | | B |
| | Moderately approve | COUNT | 196 | 30 | 70 | 40 | 39 | 16 | 115 | 81 | 56 | 58 | 82 | 113 | 82 |
| | | COL % | 35% | 33% | 39% | 37% | 31% | 24% | 34% | 35% | 33% | 35% | 35% | 38% | 31% |
| | Moderately disapprove | SIG | | | E | E | | | | | | | | | B |
| | | COUNT | 692 | 83 | 252 | 161 | 154 | 42 | 334 | 357 | 184 | 255 | 253 | 385 | 306 |
| | Strongly disapprove | COL % | 23% | 22% | 20% | 24% | 23% | 31% | 23% | 23% | 22% | 23% | 24% | 24% | 21% |
| | | SIG | | | | | | | B | | | | | | |
| | Not sure | COUNT | 460 | 57 | 130 | 102 | 116 | 55 | 224 | 236 | 127 | 163 | 170 | 249 | 211 |
| | | COL % | 17% | 17% | 16% | 13% | 22% | 23% | 21% | 14% | 13% | 17% | 21% | 15% | 20% |
| | Top2box | SIG | | | | | C | C | B | | | | | A | A |
| | | COUNT | 350 | 44 | 102 | 57 | 107 | 41 | 203 | 147 | 75 | 124 | 152 | 152 | 199 |
| | Low2box | COL % | 15% | 16% | 14% | 16% | 16% | 13% | 10% | 20% | 22% | 17% | 8% | 12% | 19% |
| | | SIG | | | | | | | A | A | C | C | | | A |
| | Top2box | COUNT | 305 | 41 | 92 | 71 | 78 | 23 | 94 | 211 | 124 | 122 | 59 | 123 | 182 |
| | | COL % | 44% | 44% | 50% | 47% | 39% | 33% | 46% | 42% | 42% | 43% | 47% | 49% | 40% |
| | Low2box | SIG | | | D E | E | | | | | | | | | B |
| | | COUNT | 887 | 113 | 322 | 201 | 193 | 59 | 449 | 438 | 239 | 313 | 335 | 499 | 389 |
| | Low2box | COL % | 40% | 40% | 36% | 37% | 45% | 54% | 44% | 37% | 36% | 40% | 45% | 39% | 42% |
| | | SIG | | | | | B | A B C | B | | | | A | | |
| | Low2box | COUNT | 810 | 101 | 232 | 158 | 223 | 96 | 427 | 383 | 201 | 287 | 322 | 401 | 409 |

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Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 18

6. Do you approve or disapprove of Nick Clegg's performance as leader of the Liberal Democrats?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | | |
|------------|-----------------------|-------|-------|--------|--------|---------|---------|-------|----------|-------|--------|-------|-------|--------------|------|------|
| | | | | (A) | London | Rest of | Midland | North | Scotland | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE |
| | | | | | (A) | South | s and | (D) | (E) | (A) | (B) | (A) | (B) | (C) | (A) | (B) |
| Nick Clegg | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 | |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 | |
| | Strongly approve | COL % | 5% | 8% | 5% | 4% | 4% | 1% | 6% | 4% | 7% | 3% | 5% | 4% | 5% | |
| | | SIG | | E | | | | | B | | B | | | | | |
| | Moderately approve | COUNT | 94 | 21 | 31 | 19 | 21 | 2 | 57 | 37 | 37 | 24 | 33 | 44 | 49 | |
| | | COL % | 33% | 31% | 37% | 30% | 36% | 25% | 35% | 32% | 25% | 32% | 41% | 37% | 29% | |
| | Moderately disapprove | SIG | | | E | | | | | | A | A B | B | | | |
| | | COUNT | 666 | 79 | 237 | 127 | 178 | 44 | 337 | 329 | 143 | 230 | 293 | 383 | 283 | |
| | Strongly disapprove | COL % | 19% | 18% | 19% | 20% | 17% | 23% | 21% | 17% | 16% | 20% | 21% | 20% | 18% | |
| | | SIG | | | | | | | | | | | | | | |
| | Not sure | COUNT | 381 | 45 | 126 | 86 | 84 | 41 | 201 | 180 | 92 | 142 | 147 | 201 | 181 | |
| | | COL % | 10% | 7% | 7% | 9% | 13% | 17% | 13% | 7% | 10% | 11% | 10% | 9% | 11% | |
| | Top2box | SIG | | | | | B | A B | B | | | | | | | |
| | | COUNT | 200 | 18 | 47 | 39 | 66 | 30 | 126 | 75 | 54 | 76 | 69 | 96 | 104 | |
| | Low2box | COL % | 33% | 35% | 32% | 37% | 29% | 34% | 26% | 40% | 42% | 35% | 24% | 29% | 37% | |
| | | SIG | | | | | | | A | B C | C | | | | A | |
| | Top2box | COUNT | 660 | 90 | 205 | 159 | 146 | 61 | 249 | 412 | 237 | 250 | 174 | 298 | 362 | |
| | | COL % | 38% | 40% | 42% | 34% | 40% | 26% | 41% | 35% | 32% | 35% | 45% | 42% | 34% | |
| | Low2box | SIG | | E | E | | E | | B | | | | A B | B | | |
| | | COUNT | 760 | 100 | 268 | 146 | 199 | 46 | 395 | 366 | 180 | 254 | 326 | 427 | 333 | |
| | Low2box | COL % | 29% | 25% | 27% | 29% | 30% | 40% | 34% | 25% | 26% | 30% | 30% | 29% | 29% | |
| | | SIG | | | | | | A B | B | | | | | | | |
| | Low2box | COUNT | 581 | 64 | 173 | 125 | 150 | 70 | 327 | 255 | 147 | 218 | 216 | 297 | 285 | |

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Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 19

16/16a. Finally, which party did you vote for in the May 2005 UK General Election?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|---|-------|-------|-------|------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|--------------|----------|
| | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) |
| All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 | |
| | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 | |
| Labour | COL % | 27% | 28% | 20% | 26% | 35% | 33% | 30% | 25% | 22% | 30% | 28% | 25% | 29% | |
| | SIG | | | | | | B | B | B | | A | A | | | |
| | COUNT | 544 | 72 | 128 | 114 | 171 | 59 | 289 | 254 | 126 | 215 | 202 | 259 | 285 | |
| Conservative | COL % | 25% | 23% | 31% | 29% | 21% | 13% | 27% | 24% | 16% | 24% | 34% | 31% | 20% | |
| | SIG | | | D E | E | | | | | | A | A B | B | | |
| | COUNT | 510 | 58 | 201 | 123 | 105 | 23 | 260 | 249 | 87 | 176 | 246 | 313 | 197 | |
| Liberal Democrats | COL % | 17% | 13% | 20% | 14% | 17% | 18% | 15% | 18% | 13% | 17% | 19% | 19% | 14% | |
| | SIG | | | | | | | | A | | | A | B | | |
| | COUNT | 333 | 32 | 126 | 60 | 83 | 31 | 143 | 190 | 76 | 119 | 137 | 195 | 137 | |
| Scottish National Party (SNP) | COL % | 1% | 0% | 0% | 0% | 0% | 15% | 1% | 1% | 0% | 1% | 3% | 1% | 2% | |
| | SIG | | | | | | | | | | | A B | | | |
| | COUNT | 26 | 0 | 0 | 0 | 0 | 26 | 12 | 14 | 2 | 6 | 18 | 11 | 16 | |
| Plaid Cymru | COL % | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | |
| | SIG | | | | | | | B | | | | | | | |
| | COUNT | 6 | 0 | 0 | 6 | 0 | 0 | 5 | 0 | 2 | 2 | 2 | 2 | 4 | |
| Other (Net) | COL % | 5% | 5% | 4% | 5% | 5% | 4% | 5% | 4% | 3% | 6% | 5% | 4% | 6% | |
| | SIG | | | | | | | | | | A | | | | |
| | COUNT | 93 | 13 | 28 | 20 | 24 | 8 | 47 | 46 | 16 | 43 | 34 | 38 | 54 | |
| -United Kingdom Independence Party (UKIP) | COL % | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 1% | 2% | 3% | 1% | 3% | |
| | SIG | | | | | | | | | | | A | A | | |
| | COUNT | 41 | 4 | 14 | 10 | 11 | 2 | 18 | 23 | 4 | 17 | 20 | 14 | 27 | |
| -Green Party | COL % | 1% | 2% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | 22 | 5 | 9 | 1 | 6 | 1 | 8 | 14 | 6 | 11 | 5 | 13 | 8 | |
| -British National Party (BNP) | COL % | 1% | 0% | 0% | 2% | 1% | 0% | 1% | 0% | 1% | 1% | 1% | 0% | 1% | |
| | SIG | | | | | | | B | | | | | A | | |
| | COUNT | 15 | 1 | 3 | 7 | 4 | 1 | 12 | 3 | 5 | 5 | 5 | 4 | 12 | |
| -Other party [Please Specify] | COL % | 1% | 1% | 0% | 1% | 1% | 2% | 1% | 1% | 0% | 1% | 0% | 1% | 1% | |
| | SIG | | | | | | | B | | | A | | | | |
| | COUNT | 14 | 3 | 1 | 2 | 3 | 4 | 9 | 5 | 1 | 10 | 3 | 7 | 7 | |
| Did not vote | COL % | 25% | 31% | 25% | 25% | 22% | 17% | 22% | 27% | 45% | 22% | 11% | 20% | 29% | |
| | SIG | | E | | | | | | A | B C | C | | A | | |
| | COUNT | 491 | 79 | 163 | 108 | 110 | 31 | 213 | 278 | 255 | 160 | 76 | 204 | 287 | |

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 20

16/16a. Finally, which party did you vote for in the May 2005 UK General Election?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|---|-------|--|-------|------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|--------------|----------|
| | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) |
| Voters | BASE | | 1,511 | 175 | 483 | 322 | 384 | 147 | 757 | 754 | 309 | 562 | 640 | 818 | 693 |
| | UNWT | | 1,500 | 182 | 456 | 324 | 386 | 152 | 697 | 803 | 300 | 524 | 676 | 811 | 689 |
| Labour | COL % | | 36% | 41% | 27% | 35% | 45% | 40% | 38% | 34% | 41% | 38% | 32% | 32% | 41% |
| | SIG | | | B | | | B | B | | | C | C | | | A |
| | COUNT | | 544 | 72 | 128 | 114 | 171 | 59 | 289 | 254 | 126 | 215 | 202 | 259 | 285 |
| Conservative | COL % | | 34% | 33% | 42% | 38% | 27% | 16% | 34% | 33% | 28% | 31% | 38% | 38% | 28% |
| | SIG | | | E | D E | D E | E | | | | | | A B | B | |
| | COUNT | | 510 | 58 | 201 | 123 | 105 | 23 | 260 | 249 | 87 | 176 | 246 | 313 | 197 |
| Liberal Democrats | COL % | | 22% | 18% | 26% | 19% | 22% | 21% | 19% | 25% | 25% | 21% | 21% | 24% | 20% |
| | SIG | | | | | | | | | A | | | | | |
| | COUNT | | 333 | 32 | 126 | 60 | 83 | 31 | 143 | 190 | 76 | 119 | 137 | 195 | 137 |
| Scottish National Party (SNP) | COL % | | 2% | 0% | 0% | 0% | 0% | 18% | 2% | 2% | 1% | 1% | 3% | 1% | 2% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 26 | 0 | 0 | 0 | 0 | 26 | 12 | 14 | 2 | 6 | 18 | 11 | 16 |
| Plaid Cymru | COL % | | 0% | 0% | 0% | 2% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% |
| | SIG | | | | | | | | B | | | | | | |
| | COUNT | | 6 | 0 | 0 | 6 | 0 | 0 | 5 | 0 | 2 | 2 | 2 | 2 | 4 |
| Other (Net) | COL % | | 6% | 7% | 6% | 6% | 6% | 5% | 6% | 6% | 5% | 8% | 5% | 5% | 8% |
| | SIG | | | | | | | | | | | | | | A |
| | COUNT | | 93 | 13 | 28 | 20 | 24 | 8 | 47 | 46 | 16 | 43 | 34 | 38 | 54 |
| -United Kingdom Independence Party (UKIP) | COL % | | 3% | 2% | 3% | 3% | 3% | 1% | 2% | 3% | 1% | 3% | 3% | 2% | 4% |
| | SIG | | | | | | | | | | | | | | A |
| | COUNT | | 41 | 4 | 14 | 10 | 11 | 2 | 18 | 23 | 4 | 17 | 20 | 14 | 27 |
| -Green Party | COL % | | 1% | 3% | 2% | 0% | 2% | 1% | 1% | 2% | 2% | 2% | 1% | 2% | 1% |
| | SIG | | | | | | | | | | | | | | |
| | COUNT | | 22 | 5 | 9 | 1 | 6 | 1 | 8 | 14 | 6 | 11 | 5 | 13 | 8 |
| -British National Party (BNP) | COL % | | 1% | 0% | 1% | 2% | 1% | 0% | 2% | 0% | 2% | 1% | 1% | 0% | 2% |
| | SIG | | | | | | | | B | | | | | | A |
| | COUNT | | 15 | 1 | 3 | 7 | 4 | 1 | 12 | 3 | 5 | 5 | 5 | 4 | 12 |
| -Other party [Please Specify] | COL % | | 1% | 2% | 0% | 1% | 1% | 3% | 1% | 1% | 0% | 2% | 1% | 1% | 1% |
| | SIG | | | | | | | | B | | | | | | |
| | COUNT | | 14 | 3 | 1 | 2 | 3 | 4 | 9 | 5 | 1 | 10 | 3 | 7 | 7 |

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 21

LA1. Here are some words that people may use to describe Gordon Brown. Please choose up to six words that you think describe him.

| | | | Total | | Region | | | | | Gender | | Age | | | Social Grade | |
|-----------------|-------|-------|-------|------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|----------|--------------|--|
| | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) | |
| | | | | | | | | | | | | | | | | |
| All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 | | |
| | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 | | |
| Down to earth | COL % | 17% | 18% | 13% | 14% | 20% | 24% | 15% | 18% | 13% | 17% | 19% | 15% | 18% | | |
| | SIG | | | | | B | B C | | | | | A | | A | | |
| | COUNT | 331 | 45 | 85 | 60 | 99 | 43 | 148 | 183 | 74 | 121 | 135 | 150 | 181 | | |
| Arrogant | COL % | 28% | 27% | 33% | 27% | 25% | 23% | 33% | 24% | 18% | 28% | 36% | 29% | 27% | | |
| | SIG | | | | | | | B | | | A | A B | | | | |
| | COUNT | 563 | 69 | 213 | 115 | 126 | 40 | 319 | 244 | 102 | 200 | 261 | 296 | 267 | | |
| Open | COL % | 10% | 11% | 8% | 10% | 11% | 11% | 10% | 9% | 9% | 10% | 10% | 9% | 11% | | |
| | SIG | | | | | | | | | | | | | | | |
| | COUNT | 194 | 28 | 48 | 44 | 52 | 20 | 99 | 95 | 51 | 70 | 73 | 89 | 105 | | |
| Secretive | COL % | 28% | 32% | 29% | 29% | 26% | 22% | 32% | 25% | 23% | 26% | 34% | 31% | 25% | | |
| | SIG | | | | | | | B | | | | A B | B | | | |
| | COUNT | 564 | 81 | 187 | 126 | 130 | 39 | 308 | 255 | 131 | 190 | 243 | 317 | 247 | | |
| Efficient | COL % | 11% | 10% | 8% | 10% | 16% | 13% | 13% | 9% | 12% | 10% | 12% | 10% | 12% | | |
| | SIG | | | | | B | | B | | | | | | | | |
| | COUNT | 223 | 26 | 51 | 45 | 77 | 24 | 130 | 94 | 65 | 72 | 86 | 103 | 120 | | |
| Inefficient | COL % | 35% | 32% | 40% | 35% | 30% | 30% | 35% | 34% | 28% | 36% | 38% | 35% | 34% | | |
| | SIG | | | D | | | | | | | A | A | | | | |
| | COUNT | 692 | 81 | 255 | 152 | 150 | 53 | 339 | 353 | 161 | 260 | 272 | 357 | 335 | | |
| Compassionate | COL % | 18% | 14% | 15% | 16% | 19% | 32% | 15% | 20% | 13% | 19% | 20% | 17% | 18% | | |
| | SIG | | | | | | A B C D | | A | | A | A | | | | |
| | COUNT | 351 | 36 | 94 | 68 | 96 | 57 | 148 | 203 | 71 | 136 | 145 | 174 | 177 | | |
| Uncaring | COL % | 17% | 13% | 20% | 19% | 16% | 12% | 21% | 13% | 16% | 17% | 18% | 16% | 18% | | |
| | SIG | | | | | | | B | | | | | | | | |
| | COUNT | 339 | 34 | 127 | 80 | 77 | 21 | 201 | 138 | 91 | 120 | 128 | 164 | 175 | | |
| Honest | COL % | 15% | 16% | 12% | 13% | 17% | 28% | 16% | 15% | 10% | 17% | 18% | 16% | 15% | | |
| | SIG | | | | | | A B C D | | | | A | A | | | | |
| | COUNT | 308 | 41 | 80 | 55 | 82 | 49 | 155 | 153 | 57 | 120 | 131 | 161 | 147 | | |
| Dishonest | COL % | 23% | 23% | 26% | 24% | 21% | 13% | 26% | 20% | 19% | 20% | 28% | 24% | 22% | | |
| | SIG | | E | E | E | | | B | | | | A B | | | | |
| | COUNT | 457 | 59 | 168 | 105 | 102 | 22 | 250 | 207 | 109 | 146 | 201 | 244 | 213 | | |
| Strong | COL % | 13% | 12% | 9% | 13% | 14% | 21% | 15% | 11% | 11% | 13% | 13% | 12% | 14% | | |
| | SIG | | | | | | B | B | | | | | | | | |
| | COUNT | 253 | 29 | 60 | 56 | 70 | 37 | 143 | 110 | 63 | 96 | 95 | 120 | 133 | | |
| Weak | COL % | 34% | 31% | 37% | 35% | 32% | 26% | 34% | 33% | 33% | 31% | 37% | 36% | 31% | | |
| | SIG | | | E | | | | | | | | | B | | | |
| | COUNT | 674 | 79 | 241 | 152 | 157 | 46 | 329 | 345 | 184 | 227 | 262 | 371 | 303 | | |
| Exciting | COL % | 1% | 3% | 1% | 1% | 1% | 1% | 2% | 1% | 3% | 1% | 0% | 1% | 1% | | |
| | SIG | | | | | | | B | | B C | | | | | | |
| | COUNT | 22 | 7 | 5 | 4 | 5 | 1 | 16 | 6 | 16 | 6 | 1 | 13 | 9 | | |

| | | | | | | | | | | | | | | |
|-------------------|-------|-----|-----|-----|-----|-----|------------|-----|-----|-----|-----|-----|-----|-----|
| Boring | COL % | 42% | 44% | 45% | 45% | 39% | 33% | 44% | 40% | 43% | 40% | 44% | 43% | 41% |
| | SIG | | | | | | | | | | | | | |
| | COUNT | 844 | 111 | 288 | 194 | 192 | 59 | 428 | 417 | 240 | 292 | 313 | 440 | 405 |
| In touch | COL % | 8% | 8% | 4% | 7% | 11% | 10% | 9% | 6% | 8% | 6% | 8% | 6% | 9% |
| | SIG | | | | | B | B | B | | | | | | A |
| | COUNT | 150 | 21 | 28 | 29 | 55 | 18 | 91 | 59 | 47 | 45 | 58 | 63 | 87 |
| Out of touch | COL % | 45% | 42% | 50% | 47% | 42% | 34% | 46% | 44% | 36% | 45% | 51% | 48% | 42% |
| | SIG | | | E | E | | | | | | A | A | B | |
| | COUNT | 901 | 107 | 323 | 201 | 210 | 60 | 448 | 452 | 205 | 328 | 367 | 492 | 408 |
| Intelligent | COL % | 29% | 30% | 25% | 25% | 31% | 46% | 31% | 27% | 23% | 28% | 34% | 30% | 28% |
| | SIG | | | | | | A B C D | B | | | | A B | | |
| | COUNT | 577 | 77 | 159 | 109 | 151 | 82 | 301 | 277 | 132 | 201 | 244 | 307 | 270 |
| Foolish | COL % | 23% | 22% | 25% | 26% | 22% | 16% | 25% | 22% | 24% | 22% | 24% | 23% | 23% |
| | SIG | | | | | | | | | | | | | |
| | COUNT | 464 | 55 | 162 | 111 | 107 | 28 | 239 | 225 | 137 | 157 | 170 | 237 | 226 |
| None of the above | COL % | 6% | 4% | 6% | 7% | 6% | 8% | 4% | 9% | 9% | 8% | 2% | 6% | 7% |
| | SIG | | | | | | | | A | C | C | | | |
| | COUNT | 127 | 9 | 41 | 32 | 32 | 14 | 35 | 92 | 53 | 58 | 16 | 59 | 68 |

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 22

LA2. Here are some words that people may use to describe David Cameron. Please choose up to six words that you think describe him.

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|-----------------|-------|--|-------|------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|--------------|----------|
| | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) |
| All Respondents | BASE | | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 |
| | UNWT | | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 |
| Down to earth | COL % | | 18% | 16% | 21% | 19% | 15% | 14% | 17% | 18% | 17% | 16% | 20% | 18% | 17% |
| | SIG | | | | D | | | | | | | | | | |
| | COUNT | | 356 | 41 | 138 | 80 | 72 | 25 | 166 | 190 | 98 | 117 | 141 | 188 | 168 |
| Arrogant | COL % | | 34% | 37% | 30% | 32% | 36% | 43% | 37% | 31% | 28% | 34% | 39% | 35% | 33% |
| | SIG | | | | | | | B | B | | | | A | | |
| | COUNT | | 678 | 94 | 196 | 137 | 176 | 76 | 358 | 320 | 156 | 243 | 279 | 354 | 324 |
| Open | COL % | | 20% | 16% | 23% | 23% | 18% | 15% | 22% | 18% | 18% | 20% | 22% | 21% | 19% |
| | SIG | | | | | | | | B | | | | | | |
| | COUNT | | 403 | 40 | 146 | 101 | 90 | 26 | 213 | 190 | 99 | 146 | 158 | 220 | 184 |
| Secretive | COL % | | 14% | 13% | 11% | 15% | 16% | 13% | 16% | 11% | 14% | 14% | 13% | 12% | 15% |
| | SIG | | | | | | | | B | | | | | A | |
| | COUNT | | 274 | 33 | 74 | 64 | 79 | 24 | 159 | 115 | 80 | 100 | 93 | 123 | 151 |
| Efficient | COL % | | 20% | 18% | 22% | 20% | 20% | 14% | 21% | 19% | 16% | 19% | 23% | 21% | 18% |
| | SIG | | | | | | | | | | | | | A | |
| | COUNT | | 400 | 45 | 145 | 88 | 96 | 25 | 205 | 194 | 93 | 139 | 168 | 219 | 181 |
| Inefficient | COL % | | 11% | 10% | 11% | 12% | 12% | 12% | 13% | 10% | 9% | 11% | 14% | 8% | 14% |
| | SIG | | | | | | | | | | | | A | A | |
| | COUNT | | 226 | 25 | 69 | 51 | 59 | 21 | 123 | 103 | 50 | 78 | 97 | 85 | 141 |
| Compassionate | COL % | | 19% | 17% | 24% | 20% | 16% | 15% | 18% | 21% | 14% | 19% | 24% | 23% | 16% |
| | SIG | | | | D | | | | | | | | A | B | |
| | COUNT | | 390 | 43 | 152 | 87 | 81 | 26 | 175 | 215 | 80 | 137 | 173 | 231 | 160 |
| Uncaring | COL % | | 13% | 17% | 9% | 12% | 17% | 16% | 17% | 10% | 12% | 13% | 15% | 10% | 16% |
| | SIG | | | B | | | B | | B | | | | | | A |
| | COUNT | | 264 | 42 | 61 | 50 | 83 | 28 | 161 | 102 | 66 | 93 | 105 | 102 | 162 |
| Honest | COL % | | 18% | 14% | 21% | 19% | 15% | 15% | 18% | 17% | 11% | 16% | 24% | 20% | 15% |
| | SIG | | | | | | | | | | A | A B | B | | |
| | COUNT | | 350 | 35 | 133 | 82 | 74 | 26 | 179 | 172 | 61 | 116 | 173 | 202 | 148 |
| Dishonest | COL % | | 16% | 21% | 15% | 13% | 17% | 23% | 21% | 12% | 19% | 17% | 14% | 14% | 19% |
| | SIG | | | | | | | C | B | | | | | | A |
| | COUNT | | 330 | 52 | 97 | 57 | 84 | 40 | 208 | 122 | 107 | 121 | 103 | 147 | 183 |
| Strong | COL % | | 19% | 21% | 20% | 23% | 17% | 16% | 21% | 17% | 19% | 19% | 20% | 20% | 19% |
| | SIG | | | | | | | | B | | | | | | |
| | COUNT | | 387 | 52 | 126 | 97 | 83 | 29 | 207 | 180 | 109 | 138 | 140 | 206 | 182 |
| Weak | COL % | | 12% | 9% | 11% | 12% | 15% | 15% | 14% | 11% | 9% | 12% | 15% | 10% | 15% |
| | SIG | | | | | | | | B | | | | A | A | |
| | COUNT | | 246 | 22 | 71 | 51 | 75 | 27 | 138 | 108 | 53 | 83 | 110 | 103 | 144 |
| Exciting | COL % | | 7% | 9% | 7% | 6% | 6% | 4% | 8% | 5% | 8% | 5% | 7% | 7% | 6% |
| | SIG | | | | | | | | B | | | | | | |
| | COUNT | | 133 | 22 | 47 | 28 | 28 | 8 | 80 | 53 | 46 | 39 | 48 | 69 | 63 |
| Boring | COL % | | 15% | 13% | 13% | 16% | 16% | 25% | 18% | 13% | 14% | 14% | 19% | 15% | 16% |
| | SIG | | | | | | | A B | B | | | | A B | | |

| | | | | | | | | | | | | | | |
|-------------------|-------|-----|-----|-----|-----|-----|-------|-----|-----|-----|-----|-----|-----|-----|
| | COUNT | 310 | 32 | 84 | 69 | 81 | 44 | 176 | 134 | 76 | 100 | 134 | 152 | 159 |
| In touch | COL % | 21% | 17% | 24% | 22% | 21% | 13% | 21% | 21% | 16% | 21% | 25% | 22% | 20% |
| | SIG | | | E | | | | | | | | A | | |
| | COUNT | 421 | 43 | 155 | 95 | 104 | 24 | 204 | 217 | 92 | 151 | 178 | 230 | 191 |
| Out of touch | COL % | 25% | 23% | 22% | 25% | 27% | 37% | 31% | 20% | 18% | 27% | 29% | 25% | 25% |
| | SIG | | | | | | A B C | B | | | A | A | | |
| | COUNT | 504 | 58 | 141 | 106 | 132 | 67 | 297 | 206 | 101 | 192 | 211 | 259 | 244 |
| Intelligent | COL % | 43% | 41% | 44% | 44% | 42% | 41% | 45% | 41% | 33% | 43% | 50% | 49% | 36% |
| | SIG | | | | | | | B | | | A | A B | B | |
| | COUNT | 858 | 104 | 285 | 190 | 206 | 73 | 438 | 420 | 187 | 311 | 360 | 500 | 357 |
| Foolish | COL % | 11% | 13% | 9% | 10% | 13% | 12% | 14% | 9% | 12% | 8% | 13% | 11% | 11% |
| | SIG | | | | | | | B | | | | B | | |
| | COUNT | 226 | 34 | 60 | 45 | 65 | 22 | 136 | 90 | 69 | 61 | 96 | 115 | 111 |
| None of the above | COL % | 12% | 9% | 12% | 12% | 11% | 13% | 7% | 16% | 17% | 14% | 6% | 10% | 13% |
| | SIG | | | | | | | | A | C | C | | | |
| | COUNT | 236 | 24 | 80 | 52 | 57 | 23 | 71 | 164 | 97 | 98 | 41 | 107 | 129 |

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

| | | | | | | | | | | | | | | | |
|-------------------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|
| | SIG | | | | | | | | B | | | | | | |
| | COUNT | 414 | 52 | 127 | 89 | 104 | 42 | 234 | 180 | 103 | 151 | 159 | 215 | 199 | |
| In touch | COL % | 15% | 13% | 16% | 13% | 16% | 14% | 16% | 13% | 10% | 12% | 21% | 15% | 15% | |
| | SIG | | | | | | | | B | | | | A B | | |
| | COUNT | 295 | 34 | 101 | 57 | 79 | 24 | 160 | 135 | 57 | 89 | 150 | 152 | 144 | |
| Out of touch | COL % | 17% | 13% | 16% | 19% | 18% | 20% | 23% | 12% | 15% | 16% | 20% | 17% | 17% | |
| | SIG | | | | | | | | B | | | | | | |
| | COUNT | 344 | 32 | 105 | 82 | 89 | 35 | 219 | 125 | 87 | 114 | 143 | 175 | 169 | |
| Intelligent | COL % | 25% | 26% | 26% | 26% | 27% | 15% | 28% | 22% | 18% | 22% | 34% | 27% | 23% | |
| | SIG | | | E | | E | | B | | | | A B | B | | |
| | COUNT | 504 | 65 | 168 | 110 | 134 | 28 | 273 | 231 | 99 | 162 | 244 | 281 | 224 | |
| Foolish | COL % | 9% | 7% | 9% | 9% | 9% | 13% | 13% | 6% | 8% | 9% | 10% | 8% | 10% | |
| | SIG | | | | | | | | B | | | | | | |
| | COUNT | 181 | 19 | 56 | 38 | 44 | 24 | 124 | 57 | 46 | 66 | 70 | 86 | 95 | |
| None of the above | COL % | 29% | 30% | 29% | 28% | 28% | 30% | 21% | 36% | 37% | 32% | 19% | 26% | 32% | |
| | SIG | | | | | | | | A | C | C | | | | A |
| | COUNT | 577 | 77 | 187 | 122 | 137 | 53 | 206 | 371 | 209 | 232 | 136 | 267 | 309 | |

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 24

PL1. Thinking about these three political leaders, which ONE of them would you prefer for each of the following?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|---|-------------------------|-------|-------|--------|---------------|--------------------|-------|----------|--------|--------|-------|-------|-----|--------------|------|
| | | | | London | Rest of South | Midlands and Wales | North | Scotland | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE |
| | | | (A) | (A) | (B) | (C) | (D) | (E) | (A) | (B) | (A) | (B) | (C) | (A) | (B) |
| Having a beer with you at the local pub | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 |
| | Gordon Brown | COL % | 15% | 18% | 11% | 14% | 18% | 22% | 16% | 14% | 12% | 17% | 16% | 13% | 18% |
| | | SIG | | B | | | B | B | | | | | | | A |
| | | COUNT | 303 | 46 | 68 | 59 | 90 | 40 | 159 | 144 | 69 | 122 | 111 | 129 | 174 |
| | | COL % | 23% | 19% | 25% | 24% | 21% | 22% | 24% | 21% | 24% | 21% | 23% | 26% | 20% |
| | David Cameron | SIG | | | | | | | | | | | | B | |
| | | COUNT | 453 | 48 | 160 | 104 | 102 | 39 | 237 | 216 | 137 | 152 | 165 | 262 | 191 |
| | Nick Clegg | COL % | 17% | 18% | 18% | 19% | 17% | 13% | 20% | 15% | 14% | 18% | 20% | 19% | 16% |
| | | SIG | | | | | | | B | | | | | A | |
| | | COUNT | 349 | 45 | 120 | 81 | 82 | 22 | 196 | 153 | 79 | 128 | 143 | 192 | 157 |
| | | COL % | 45% | 46% | 46% | 43% | 44% | 43% | 39% | 50% | 50% | 44% | 42% | 43% | 47% |
| | Not sure / None of them | SIG | | | | | | | | A | C | | | | |
| | | COUNT | 896 | 116 | 298 | 186 | 220 | 76 | 378 | 518 | 279 | 319 | 297 | 439 | 457 |

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 25

PL1. Thinking about these three political leaders, which ONE of them would you prefer for each of the following?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|--|-------------------------|-------|-------|--------|---------------|--------------------|-------|----------|--------|--------|-------|-------|-----|--------------|------|
| | | | | London | Rest of South | Midlands and Wales | North | Scotland | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE |
| | | | (A) | (A) | (B) | (C) | (D) | (E) | (A) | (B) | (A) | (B) | (C) | (A) | (B) |
| Babysitting your kids or a relative's kids | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 |
| | Gordon Brown | COL % | 18% | 19% | 14% | 18% | 20% | 24% | 16% | 19% | 16% | 19% | 18% | 16% | 20% |
| | | SIG | | | | | | B | | | | | | | A |
| | | COUNT | 354 | 49 | 90 | 76 | 96 | 43 | 155 | 199 | 90 | 136 | 128 | 160 | 194 |
| | David Cameron | COL % | 25% | 21% | 29% | 29% | 20% | 22% | 24% | 26% | 22% | 25% | 27% | 30% | 20% |
| | | SIG | | | D | D | | | | | | | | B | |
| | | COUNT | 500 | 54 | 185 | 125 | 97 | 40 | 229 | 272 | 127 | 179 | 195 | 309 | 191 |
| | Nick Clegg | COL % | 10% | 12% | 10% | 9% | 12% | 8% | 14% | 7% | 10% | 11% | 11% | 10% | 11% |
| | | SIG | | | | | | | B | | | | | | |
| | | COUNT | 210 | 30 | 68 | 37 | 60 | 14 | 135 | 74 | 54 | 77 | 79 | 106 | 103 |
| | Not sure / None of them | COL % | 47% | 48% | 47% | 45% | 49% | 46% | 46% | 47% | 52% | 46% | 44% | 44% | 50% |
| | | SIG | | | | | | | | | C | | | | A |
| | | COUNT | 938 | 121 | 304 | 192 | 240 | 82 | 451 | 487 | 293 | 329 | 315 | 446 | 492 |

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 26

PL1. Thinking about these three political leaders, which ONE of them would you prefer for each of the following?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|-------------------------------------|-------------------------|-------|-------|--------|---------------|--------------------|-------|----------|--------|--------|-------|-------|-----|--------------|------|
| | | | | London | Rest of South | Midlands and Wales | North | Scotland | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE |
| | | | (A) | (A) | (B) | (C) | (D) | (E) | (A) | (B) | (A) | (B) | (C) | (A) | (B) |
| Being part of your trivia quiz team | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 |
| | Gordon Brown | COL % | 23% | 20% | 21% | 20% | 27% | 31% | 23% | 23% | 24% | 24% | 21% | 24% | 22% |
| | | SIG | | | | | | C | | | | | | | |
| | David Cameron | COUNT | 464 | 51 | 138 | 87 | 131 | 56 | 227 | 237 | 137 | 177 | 150 | 249 | 214 |
| | | COL % | 29% | 27% | 31% | 35% | 26% | 23% | 30% | 29% | 26% | 33% | 29% | 33% | 26% |
| | Nick Clegg | SIG | | | | D E | | | | | | A | | B | |
| | | COUNT | 589 | 68 | 199 | 152 | 128 | 42 | 290 | 299 | 148 | 235 | 206 | 336 | 254 |
| | Not sure / None of them | COL % | 12% | 15% | 13% | 12% | 12% | 7% | 15% | 10% | 13% | 10% | 15% | 12% | 13% |
| | | SIG | | | | | | | B | | | | B | | |
| | Not sure / None of them | COUNT | 247 | 37 | 84 | 53 | 61 | 12 | 145 | 102 | 71 | 71 | 106 | 121 | 127 |
| | | COL % | 35% | 38% | 35% | 32% | 35% | 39% | 32% | 38% | 37% | 33% | 36% | 31% | 39% |
| | Not sure / None of them | SIG | | | | | | | | A | | | | | A |
| | | COUNT | 702 | 97 | 224 | 137 | 174 | 69 | 308 | 394 | 208 | 239 | 254 | 316 | 385 |

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 27

PL1. Thinking about these three political leaders, which ONE of them would you prefer for each of the following?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|---------------------------|-------------------------|-------|-------|--------|---------------|--------------------|-------|----------|--------|--------|-------|-------|-----|--------------|------|
| | | | | London | Rest of South | Midlands and Wales | North | Scotland | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE |
| | | | (A) | (A) | (B) | (C) | (D) | (E) | (A) | (B) | (A) | (B) | (C) | (A) | (B) |
| Being on your sports team | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 |
| | Gordon Brown | COL % | 6% | 10% | 5% | 4% | 8% | 9% | 8% | 5% | 8% | 6% | 6% | 5% | 8% |
| | | SIG | | B C | | | | | | B | | | | | A |
| | David Cameron | COUNT | 130 | 26 | 31 | 19 | 37 | 17 | 78 | 52 | 46 | 44 | 40 | 55 | 75 |
| | | COL % | 26% | 26% | 29% | 26% | 22% | 22% | 26% | 25% | 27% | 28% | 22% | 28% | 23% |
| | Nick Clegg | SIG | | | D | | | | | | | C | | B | |
| | | COUNT | 514 | 66 | 190 | 112 | 107 | 40 | 257 | 257 | 154 | 201 | 158 | 286 | 228 |
| | Not sure / None of them | COL % | 16% | 15% | 15% | 20% | 16% | 13% | 17% | 15% | 13% | 16% | 19% | 17% | 15% |
| | | SIG | | | | | | | | | | | A | | |
| | | COUNT | 322 | 37 | 96 | 88 | 78 | 22 | 169 | 152 | 72 | 116 | 134 | 174 | 148 |
| | | COL % | 52% | 49% | 51% | 49% | 55% | 56% | 48% | 55% | 52% | 50% | 54% | 50% | 54% |
| | | SIG | | | | | | | | A | | | | | A |
| | | COUNT | 1,037 | 125 | 329 | 211 | 272 | 99 | 466 | 571 | 292 | 361 | 384 | 507 | 530 |

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 28

PL1. Thinking about these three political leaders, which ONE of them would you prefer for each of the following?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|--|-------------------------|-------|-------|--------|---------------|--------------------|-------|----------|--------|--------|-------|-------|-----|--------------|------|
| | | | | London | Rest of South | Midlands and Wales | North | Scotland | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE |
| | | | (A) | (A) | (B) | (C) | (D) | (E) | (A) | (B) | (A) | (B) | (C) | (A) | (B) |
| Giving you a good recommendation on a book to read | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 |
| | Gordon Brown | COL % | 16% | 21% | 12% | 14% | 18% | 27% | 17% | 16% | 17% | 18% | 14% | 15% | 18% |
| | | SIG | | B | | | | B C | | | | | | | |
| | | COUNT | 325 | 53 | 78 | 59 | 88 | 47 | 164 | 162 | 98 | 127 | 101 | 153 | 172 |
| | David Cameron | COL % | 21% | 21% | 23% | 22% | 21% | 12% | 23% | 19% | 24% | 20% | 20% | 23% | 19% |
| | | SIG | | | E | E | | | B | | | | | B | |
| | | COUNT | 425 | 53 | 150 | 96 | 104 | 22 | 225 | 199 | 134 | 146 | 145 | 236 | 188 |
| | Nick Clegg | COL % | 15% | 14% | 15% | 16% | 15% | 13% | 18% | 12% | 14% | 14% | 16% | 17% | 12% |
| | | SIG | | | | | | | B | | | | | B | |
| | | COUNT | 296 | 35 | 94 | 68 | 76 | 23 | 172 | 124 | 76 | 104 | 116 | 177 | 119 |
| | Not sure / None of them | COL % | 48% | 45% | 50% | 48% | 46% | 48% | 42% | 53% | 45% | 48% | 50% | 45% | 51% |
| | | SIG | | | | | | | | A | | | | | A |
| | | COUNT | 956 | 114 | 324 | 207 | 225 | 86 | 409 | 547 | 256 | 345 | 355 | 455 | 500 |

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 29

PL1. Thinking about these three political leaders, which ONE of them would you prefer for each of the following?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|---|-------------------------|-------|-------|--------|---------------|--------------------|-------|----------|--------|--------|-------|-------|-----|--------------|------|
| | | | | London | Rest of South | Midlands and Wales | North | Scotland | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE |
| | | | (A) | (A) | (B) | (C) | (D) | (E) | (A) | (B) | (A) | (B) | (C) | (A) | (B) |
| Being the Prime Minister in the event of a terrorist attack | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 |
| | Gordon Brown | COL % | 28% | 26% | 23% | 25% | 32% | 43% | 31% | 25% | 26% | 29% | 27% | 27% | 29% |
| | | SIG | | | | | B | A B C | B | | | | | | |
| | | COUNT | 555 | 67 | 149 | 105 | 157 | 76 | 302 | 253 | 149 | 213 | 193 | 274 | 281 |
| | David Cameron | COL % | 32% | 31% | 36% | 35% | 28% | 26% | 35% | 30% | 28% | 32% | 37% | 38% | 27% |
| | | SIG | | | | | | | B | | | | A | B | |
| | | COUNT | 648 | 79 | 234 | 149 | 140 | 47 | 338 | 311 | 157 | 230 | 262 | 385 | 263 |
| | Nick Clegg | COL % | 6% | 10% | 8% | 4% | 6% | 4% | 7% | 6% | 8% | 5% | 6% | 7% | 6% |
| | | SIG | | C | | | | | | | B | | | | |
| | | COUNT | 129 | 25 | 49 | 17 | 31 | 7 | 71 | 58 | 48 | 35 | 46 | 68 | 61 |
| | Not sure / None of them | COL % | 33% | 33% | 33% | 37% | 33% | 27% | 27% | 40% | 37% | 34% | 30% | 29% | 38% |
| | | SIG | | | | | | | | A | C | | | | A |
| | | COUNT | 670 | 83 | 214 | 159 | 165 | 49 | 260 | 410 | 211 | 245 | 214 | 295 | 375 |

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 30

PL1. Thinking about these three political leaders, which ONE of them would you prefer for each of the following?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|--|-------------------------|-------|-------|--------|---------------|--------------------|-------|----------|--------|--------|-------|-------|-----|--------------|------|
| | | | | London | Rest of South | Midlands and Wales | North | Scotland | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE |
| | | | (A) | (A) | (B) | (C) | (D) | (E) | (A) | (B) | (A) | (B) | (C) | (A) | (B) |
| Representing the country at next round of climate change talks | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 |
| | Gordon Brown | COL % | 22% | 27% | 17% | 19% | 24% | 31% | 24% | 19% | 19% | 22% | 22% | 20% | 23% |
| | | SIG | | B | | | B | B C | B | | | | | | |
| | | COUNT | 432 | 69 | 108 | 80 | 119 | 55 | 235 | 198 | 109 | 162 | 161 | 206 | 226 |
| | David Cameron | COL % | 31% | 28% | 33% | 34% | 30% | 23% | 33% | 29% | 32% | 30% | 31% | 34% | 28% |
| | | SIG | | | | | | | B | | | | | B | |
| | | COUNT | 619 | 70 | 216 | 145 | 146 | 41 | 320 | 299 | 179 | 216 | 223 | 345 | 274 |
| | Nick Clegg | COL % | 16% | 16% | 17% | 16% | 15% | 15% | 16% | 16% | 14% | 15% | 18% | 18% | 14% |
| | | SIG | | | | | | | | | | | | B | |
| | | COUNT | 317 | 40 | 107 | 67 | 76 | 28 | 154 | 163 | 78 | 110 | 129 | 185 | 133 |
| | Not sure / None of them | COL % | 32% | 29% | 33% | 32% | 31% | 30% | 27% | 36% | 35% | 32% | 28% | 28% | 35% |
| | | SIG | | | | | | | | A | C | | | | A |
| | | COUNT | 634 | 75 | 215 | 137 | 153 | 54 | 261 | 373 | 198 | 233 | 202 | 286 | 347 |

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 31

PL1. Thinking about these three political leaders, which ONE of them would you prefer for each of the following?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|---|-------------------------|-------|-------|--------|---------------|--------------------|-------|----------|--------|--------|-------|-------|-----|--------------|------|
| | | | | London | Rest of South | Midlands and Wales | North | Scotland | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE |
| | | | (A) | (A) | (B) | (C) | (D) | (E) | (A) | (B) | (A) | (B) | (C) | (A) | (B) |
| Negotiating with President Obama on trade and security issues | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 |
| | Gordon Brown | COL % | 26% | 27% | 22% | 24% | 30% | 37% | 30% | 23% | 25% | 28% | 26% | 25% | 28% |
| | | SIG | | | | | B | B C | B | | | | | | |
| | David Cameron | COUNT | 528 | 68 | 144 | 101 | 148 | 66 | 287 | 240 | 143 | 199 | 185 | 255 | 273 |
| | | COL % | 34% | 33% | 39% | 34% | 31% | 23% | 36% | 32% | 29% | 33% | 38% | 39% | 28% |
| | Nick Clegg | SIG | | | E | | | | | | | | A | B | |
| | | COUNT | 673 | 83 | 250 | 144 | 155 | 42 | 345 | 328 | 165 | 237 | 272 | 394 | 279 |
| | Not sure / None of them | COL % | 8% | 7% | 9% | 7% | 9% | 7% | 9% | 7% | 10% | 6% | 9% | 8% | 8% |
| | | SIG | | | | | | | | | B | | B | | |
| | Not sure / None of them | COUNT | 161 | 17 | 60 | 30 | 42 | 13 | 87 | 75 | 55 | 42 | 65 | 82 | 80 |
| | | COL % | 32% | 34% | 30% | 36% | 30% | 32% | 26% | 38% | 36% | 34% | 27% | 29% | 36% |
| | Not sure / None of them | SIG | | | | | | | | A | C | C | | | A |
| | | COUNT | 640 | 86 | 192 | 155 | 149 | 58 | 251 | 389 | 201 | 245 | 194 | 291 | 348 |

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 32

PL1. Thinking about these three political leaders, which ONE of them would you prefer for each of the following?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|------------------------------------|-------------------------|-------|-------|--------|---------------|--------------------|-------|----------|--------|--------|-------|-------|-----|--------------|------|
| | | | | London | Rest of South | Midlands and Wales | North | Scotland | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE |
| | | | (A) | (A) | (B) | (C) | (D) | (E) | (A) | (B) | (A) | (B) | (C) | (A) | (B) |
| Acting as head of the armed forces | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 |
| | Gordon Brown | COL % | 18% | 19% | 15% | 16% | 19% | 24% | 22% | 13% | 18% | 18% | 17% | 16% | 20% |
| | | SIG | | | | | | | B | | | | | | A |
| | David Cameron | COUNT | 355 | 48 | 100 | 69 | 95 | 43 | 217 | 138 | 102 | 128 | 124 | 163 | 192 |
| | | COL % | 29% | 30% | 33% | 31% | 24% | 22% | 33% | 26% | 24% | 30% | 32% | 34% | 24% |
| | Nick Clegg | SIG | | | D E | | | | B | | | | A | B | |
| | | COUNT | 582 | 77 | 212 | 135 | 119 | 38 | 316 | 266 | 136 | 216 | 230 | 346 | 236 |
| | Not sure / None of them | COL % | 7% | 10% | 7% | 6% | 7% | 6% | 7% | 7% | 8% | 6% | 6% | 7% | 7% |
| | | SIG | | | | | | | | | | | | | |
| | | COUNT | 140 | 26 | 43 | 27 | 34 | 11 | 67 | 73 | 47 | 47 | 46 | 67 | 73 |
| | | COL % | 46% | 41% | 45% | 46% | 50% | 48% | 38% | 54% | 50% | 46% | 44% | 44% | 49% |
| | | SIG | | | | | | | | A | | | | | A |
| | | COUNT | 926 | 103 | 291 | 199 | 247 | 86 | 370 | 555 | 279 | 331 | 316 | 446 | 480 |

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 33

PL1. Thinking about these three political leaders, which ONE of them would you prefer for each of the following?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|---|-------------------------|-------|-------|--------|---------------|--------------------|-------|----------|--------|--------|-------|-------|-----|--------------|------|
| | | | | London | Rest of South | Midlands and Wales | North | Scotland | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE |
| | | | (A) | (A) | (B) | (C) | (D) | (E) | (A) | (B) | (A) | (B) | (C) | (A) | (B) |
| Representing the UK at the London 2012 Olympics | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 |
| | Gordon Brown | COL % | 14% | 17% | 11% | 13% | 16% | 22% | 15% | 13% | 17% | 13% | 14% | 13% | 16% |
| | | SIG | | | | | | B C | | | | | | | A |
| | | COUNT | 283 | 43 | 68 | 56 | 77 | 39 | 146 | 137 | 93 | 93 | 97 | 129 | 154 |
| | David Cameron | COL % | 30% | 29% | 34% | 33% | 27% | 18% | 32% | 28% | 31% | 30% | 30% | 32% | 28% |
| | | SIG | | | E | E | | | B | | | | | B | |
| | | COUNT | 600 | 72 | 222 | 140 | 133 | 32 | 315 | 286 | 174 | 214 | 211 | 329 | 271 |
| | Nick Clegg | COL % | 13% | 16% | 13% | 13% | 13% | 9% | 14% | 12% | 9% | 14% | 15% | 13% | 13% |
| | | SIG | | | | | | | | | | A | A | | |
| | | COUNT | 261 | 42 | 85 | 54 | 64 | 17 | 140 | 121 | 50 | 101 | 110 | 138 | 124 |
| | Not sure / None of them | COL % | 43% | 38% | 42% | 42% | 44% | 50% | 38% | 47% | 44% | 43% | 42% | 42% | 44% |
| | | SIG | | | | | | | | A | | | | | |
| | | COUNT | 857 | 97 | 271 | 180 | 219 | 90 | 369 | 488 | 246 | 314 | 298 | 426 | 431 |

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Table 34

PL2. And which ONE of these three political leaders would you be most likely to...?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | | | |
|----------------------------|-------------------------|-------|-------|--------|---------------|--------------------|-------|----------|--------|--------|-------|-------|-----|--------------|------|-----|-----|
| | | | | London | Rest of South | Midlands and Wales | North | Scotland | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | | |
| | | | (A) | (A) | (B) | (C) | (D) | (E) | (A) | (B) | (A) | (B) | (C) | (A) | (B) | | |
| Watch on a reality TV show | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 | | |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 | | |
| | Gordon Brown | COL % | 17% | 20% | 16% | 17% | 19% | 14% | 20% | 15% | 21% | 17% | 15% | 17% | 18% | | |
| | | SIG | | | | | | | B | | C | | | | | | |
| | David Cameron | COUNT | 348 | 52 | 104 | 72 | 96 | 25 | 191 | 158 | 120 | 123 | 105 | 172 | 177 | | |
| | | COL % | 16% | 21% | 16% | 16% | 14% | 17% | 17% | 15% | 21% | 16% | 12% | 16% | 16% | | |
| | Nick Clegg | SIG | | | | | | | | | C | | | | | | |
| | | COUNT | 322 | 52 | 106 | 67 | 67 | 31 | 162 | 160 | 117 | 118 | 87 | 164 | 158 | | |
| | Not sure / None of them | COL % | 7% | 6% | 7% | 9% | 7% | 5% | 8% | 7% | 8% | 7% | 7% | 7% | 7% | | |
| | | SIG | | | | | | | | | | | | | | | |
| | | COUNT | 144 | 16 | 46 | 40 | 34 | 9 | 73 | 71 | 48 | 47 | 49 | 74 | 70 | | |
| | | | | COL % | 59% | 53% | 60% | 58% | 60% | 64% | 56% | 62% | 49% | 60% | 66% | 60% | 59% |
| | | | | SIG | | | | | | | A | | A | A B | | | |
| | | | | COUNT | 1,187 | 134 | 391 | 251 | 298 | 114 | 544 | 643 | 279 | 434 | 475 | 612 | 575 |

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Table 35

PL2. And which ONE of these three political leaders would you be most likely to...?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | | |
|--------------------|-------------------------|-------|-------|--------|---------------|--------------------|-------|----------|--------|--------|-------|-------|-----|--------------|------|-----|
| | | | | London | Rest of South | Midlands and Wales | North | Scotland | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | |
| | | | (A) | (A) | (B) | (C) | (D) | (E) | (A) | (B) | (A) | (B) | (C) | (A) | (B) | |
| Read their memoirs | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 | 716 | 1,022 | 980 | |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 | |
| | Gordon Brown | COL % | 26% | 29% | 23% | 22% | 29% | 36% | 29% | 23% | 25% | 27% | 25% | 26% | 26% | |
| | | SIG | | | | | | B C | B | | | | | | | |
| | David Cameron | COUNT | 521 | 75 | 148 | 93 | 141 | 64 | 282 | 239 | 143 | 196 | 182 | 268 | 253 | |
| | | COL % | 14% | 19% | 14% | 13% | 15% | 10% | 15% | 14% | 17% | 12% | 14% | 15% | 14% | |
| | Nick Clegg | SIG | | | | | | | | | | | | | | |
| | | COUNT | 286 | 47 | 89 | 56 | 76 | 18 | 141 | 145 | 97 | 90 | 100 | 153 | 133 | |
| | Not sure / None of them | COL % | 4% | 6% | 4% | 4% | 3% | 2% | 3% | 4% | 6% | 3% | 3% | 3% | 4% | |
| | | SIG | | | | | | | | | B C | | | | | |
| | Total | COUNT | 76 | 15 | 25 | 18 | 15 | 3 | 34 | 42 | 34 | 23 | 19 | 32 | 44 | |
| | | COL % | 56% | 46% | 59% | 61% | 53% | 52% | 53% | 59% | 52% | 57% | 58% | 56% | 56% | |
| | | SIG | | | A | A | | | | A | | | | | | |
| | Total | | | 1,119 | 118 | 383 | 262 | 263 | 93 | 514 | 605 | 291 | 413 | 416 | 569 | 551 |

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Table 36

PL2. And which ONE of these three political leaders would you be most likely to...?

| | | | Total | Region | | | | | Gender | | Age | | | Social Grade | |
|--|-------------------------|-------|--|-----------------|-------------------|------------------------|-----------|--------------|----------|------------|-----------|-----------|---------|--------------|----------|
| | | | (A) | London (A) | Rest of South (B) | Midlands and Wales (C) | North (D) | Scotland (E) | Male (A) | Female (B) | 18-34 (A) | 35-54 (B) | 55+ (C) | ABC1 (A) | C2DE (B) |
| | | | Find out what they were like in school | All Respondents | BASE | 2,002 | 254 | 646 | 430 | 494 | 178 | 970 | 1,032 | 564 | 722 |
| | | UNWT | 2,002 | 265 | 624 | 436 | 495 | 182 | 884 | 1,118 | 574 | 673 | 755 | 1,018 | 984 |
| | Gordon Brown | COL % | 20% | 19% | 19% | 17% | 23% | 21% | 20% | 20% | 22% | 20% | 18% | 18% | 22% |
| | | SIG | | | | | | | | | | | | | |
| | | COUNT | 399 | 48 | 125 | 73 | 114 | 38 | 197 | 202 | 121 | 147 | 130 | 188 | 211 |
| | David Cameron | COL % | 23% | 25% | 25% | 23% | 19% | 22% | 24% | 22% | 22% | 23% | 23% | 24% | 21% |
| | | SIG | | | | | | | | | | | | | |
| | | COUNT | 454 | 64 | 160 | 98 | 93 | 40 | 230 | 224 | 125 | 165 | 164 | 246 | 208 |
| | Nick Clegg | COL % | 8% | 9% | 8% | 8% | 8% | 7% | 8% | 8% | 7% | 8% | 8% | 8% | 8% |
| | | SIG | | | | | | | | | | | | | |
| | | COUNT | 158 | 24 | 49 | 33 | 39 | 13 | 80 | 78 | 42 | 56 | 60 | 81 | 77 |
| | Not sure / None of them | COL % | 50% | 47% | 48% | 53% | 50% | 49% | 48% | 51% | 49% | 49% | 51% | 50% | 49% |
| | | SIG | | | | | | | | | | | | | |
| | | COUNT | 992 | 119 | 312 | 227 | 247 | 87 | 463 | 528 | 276 | 354 | 362 | 508 | 484 |

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Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.