

Table 15

ap1. Do you approve or disapprove of David Cameron's performance as Prime Minister?

			Total	Region					Gender		Age			Social Grade	
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE
David Cameron	All Respondents	BASE	1,992	253	643	428	492	177	965	1,027	561	718	712	1,017	975
		UNWT	1,992	255	623	435	486	193	987	1,005	524	706	762	1,003	989
	Strongly approve	COUNT	326	41	121	83	66	15	168	158	57	112	158	199	127
		COL %	16%	16%	19%	19%	13%	9%	17%	15%	10%	16%	22%	20%	13%
	Moderately approve	COUNT	730	94	252	161	183	40	353	377	219	249	262	416	314
		COL %	37%	37%	39%	38%	37%	23%	37%	37%	39%	35%	37%	41%	32%
	Moderately disapprove	COUNT	315	45	82	69	78	40	152	163	103	118	95	149	166
		COL %	16%	18%	13%	16%	16%	23%	16%	16%	18%	16%	13%	15%	17%
	Strongly disapprove	COUNT	381	34	104	77	100	65	204	177	84	153	144	164	217
		COL %	19%	14%	16%	18%	20%	37%	21%	17%	15%	21%	20%	16%	22%
	Not sure	COUNT	239	38	84	38	65	16	88	151	99	87	53	89	151
		COL %	12%	15%	13%	9%	13%	9%	9%	15%	18%	12%	7%	9%	15%
	Top2box	COUNT	1,057	135	373	244	249	56	521	535	276	361	420	615	442
		COL %	53%	54%	58%	57%	51%	31%	54%	52%	49%	50%	59%	60%	45%
	Low2box	COUNT	696	80	186	146	178	106	356	340	186	271	239	314	382
		COL %	35%	32%	29%	34%	36%	60%	37%	33%	33%	38%	34%	31%	39%

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Table 16

ap2. Do you approve or disapprove of Nick Clegg's performance as Deputy Prime Minister?

			Total	Region					Gender		Age			Social Grade	
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE
Nick Clegg	All Respondents	BASE	1,992	253	643	428	492	177	965	1,027	561	718	712	1,017	975
		UNWT	1,992	255	623	435	486	193	987	1,005	524	706	762	1,003	989
	Strongly approve	COUNT	182	21	74	44	35	8	90	92	44	51	87	109	73
		COL %	9%	8%	11%	10%	7%	4%	9%	9%	8%	7%	12%	11%	8%
	Moderately approve	COUNT	754	106	256	161	187	44	354	400	217	253	284	445	310
		COL %	38%	42%	40%	38%	38%	25%	37%	39%	39%	35%	40%	44%	32%
	Moderately disapprove	COUNT	344	40	89	92	90	32	174	170	103	130	111	159	184
		COL %	17%	16%	14%	21%	18%	18%	18%	17%	18%	18%	16%	16%	19%
	Strongly disapprove	COUNT	414	44	120	82	99	69	237	177	82	173	159	190	224
		COL %	21%	17%	19%	19%	20%	39%	25%	17%	15%	24%	22%	19%	23%
	Not sure	COUNT	298	42	103	49	80	24	110	188	116	110	71	113	184
		COL %	15%	17%	16%	12%	16%	13%	11%	18%	21%	15%	10%	11%	19%
	Top2box	COUNT	937	127	330	205	223	52	444	492	260	305	371	554	383
		COL %	47%	50%	51%	48%	45%	29%	46%	48%	46%	42%	52%	54%	39%
	Low2box	COUNT	758	84	210	173	189	102	411	347	185	303	270	350	408
		COL %	38%	33%	33%	41%	38%	57%	43%	34%	33%	42%	38%	34%	42%

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Table 17

Bs1. Overall do you agree or disagree with the 'Big Society' policy?

			Total	Region					Gender		Age			Social Grade	
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE
Agreement	All Respondents	BASE	1,992	253	643	428	492	177	965	1,027	561	718	712	1,017	975
		UNWT	1,992	255	623	435	486	193	987	1,005	524	706	762	1,003	989
	Strongly agree	COUNT	205	31	87	48	31	8	120	85	40	57	108	119	86
		COL %	10%	12%	14%	11%	6%	4%	12%	8%	7%	8%	15%	12%	9%
	Moderately agree	COUNT	729	98	237	161	188	45	369	360	212	261	256	405	324
		COL %	37%	39%	37%	38%	38%	26%	38%	35%	38%	36%	36%	40%	33%
	Moderately disagree	COUNT	317	48	75	69	88	37	146	171	102	110	106	173	144
		COL %	16%	19%	12%	16%	18%	21%	15%	17%	18%	15%	15%	17%	15%
	Strongly disagree	COUNT	386	34	125	79	90	58	216	170	67	159	160	175	211
		COL %	19%	13%	19%	19%	18%	33%	22%	17%	12%	22%	22%	17%	22%
	Not sure	COUNT	355	43	119	71	93	28	114	240	140	131	83	145	209
		COL %	18%	17%	18%	17%	19%	16%	12%	23%	25%	18%	12%	14%	21%
	Top2box	COUNT	934	128	325	208	220	53	489	445	253	318	364	524	411
		COL %	47%	51%	50%	49%	45%	30%	51%	43%	45%	44%	51%	52%	42%
	Low2box	COUNT	703	81	199	148	179	95	362	341	168	269	266	348	355
		COL %	35%	32%	31%	35%	36%	54%	37%	33%	30%	37%	37%	34%	36%

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Table 18

Bs2. Agreement with - The 'Big Society' policy will allow people to help themselves instead of relying on officials ?

			Total	Region					Gender		Age			Social Grade	
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE
The 'Big Society' policy will allow people to help themselves instead of relying on officials	All Respondents	BASE	1,992	253	643	428	492	177	965	1,027	561	718	712	1,017	975
		UNWT	1,992	255	623	435	486	193	987	1,005	524	706	762	1,003	989
	Strongly agree	COUNT	276	38	124	54	49	10	143	133	47	88	141	151	124
		COL %	14%	15%	19%	13%	10%	6%	15%	13%	8%	12%	20%	15%	13%
	Moderately agree	COUNT	788	95	242	167	217	66	379	409	226	284	278	451	337
		COL %	40%	38%	38%	39%	44%	37%	39%	40%	40%	39%	39%	44%	35%
	Moderately disagree	COUNT	341	46	101	91	75	28	179	162	112	112	117	179	162
		COL %	17%	18%	16%	21%	15%	16%	19%	16%	20%	16%	16%	18%	17%
	Strongly disagree	COUNT	239	28	65	46	61	39	140	99	48	92	99	107	132
		COL %	12%	11%	10%	11%	12%	22%	14%	10%	9%	13%	14%	11%	13%
	Not sure	COUNT	349	46	110	69	89	34	125	224	129	143	77	129	221
		COL %	18%	18%	17%	16%	18%	19%	13%	22%	23%	20%	11%	13%	23%
	Top2box	COUNT	1,063	133	367	222	266	76	521	542	272	372	419	602	461
		COL %	53%	53%	57%	52%	54%	43%	54%	53%	49%	52%	59%	59%	47%
	Low2box	COUNT	579	73	166	137	136	67	319	260	159	204	216	286	293
		COL %	29%	29%	26%	32%	28%	38%	33%	25%	28%	28%	30%	28%	30%

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Table 19

Bs2. Agreement with - The 'Big Society' policy will lead to more service cuts and more jobs lost ?

			Total	Region					Gender		Age			Social Grade	
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE
The 'Big Society' policy will lead to more service cuts and more jobs lost	All Respondents	BASE	1,992	253	643	428	492	177	965	1,027	561	718	712	1,017	975
		UNWT	1,992	255	623	435	486	193	987	1,005	524	706	762	1,003	989
	Strongly agree	COUNT	461	51	135	96	115	64	249	212	80	196	185	223	238
		COL %	23%	20%	21%	23%	23%	36%	26%	21%	14%	27%	26%	22%	24%
	Moderately agree	COUNT	619	85	191	133	153	57	292	328	186	216	218	330	289
		COL %	31%	34%	30%	31%	31%	32%	30%	32%	33%	30%	31%	32%	30%
	Moderately disagree	COUNT	380	51	121	89	97	22	194	186	109	124	146	209	170
		COL %	19%	20%	19%	21%	20%	12%	20%	18%	19%	17%	20%	21%	17%
	Strongly disagree	COUNT	112	7	40	29	26	10	59	53	27	31	55	64	48
		COL %	6%	3%	6%	7%	5%	6%	6%	5%	5%	4%	8%	6%	5%
	Not sure	COUNT	420	60	155	81	100	24	171	249	160	151	109	190	230
		COL %	21%	24%	24%	19%	20%	14%	18%	24%	29%	21%	15%	19%	24%
	Top2box	COUNT	1,080	136	326	229	268	121	541	539	265	412	403	553	527
		COL %	54%	54%	51%	54%	54%	68%	56%	52%	47%	57%	57%	54%	54%
	Low2box	COUNT	492	57	161	117	124	32	253	238	136	155	201	274	218
		COL %	25%	23%	25%	27%	25%	18%	26%	23%	24%	22%	28%	27%	22%

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[Table 20](#)

Bs3. Overall, do you expect the Big Society policy to be a success or a failure for - The Conservative Party ?

			Total	Region					Gender		Age			Social Grade	
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE
The Conservative Party	All Respondents	BASE	1,992	253	643	428	492	177	965	1,027	561	718	712	1,017	975
		UNWT	1,992	255	623	435	486	193	987	1,005	524	706	762	1,003	989
	A success	COUNT	598	73	212	134	139	41	326	272	143	195	260	334	264
		COL %	30%	29%	33%	31%	28%	23%	34%	27%	26%	27%	37%	33%	27%
	A failure	COUNT	646	74	184	135	166	87	343	303	157	262	227	317	330
		COL %	32%	29%	29%	32%	34%	49%	36%	30%	28%	37%	32%	31%	34%
	Not sure	COUNT	747	105	247	158	187	49	296	451	260	261	226	366	381
		COL %	38%	42%	38%	37%	38%	28%	31%	44%	46%	36%	32%	36%	39%

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[Table 21](#)

Bs3. Overall, do you expect the Big Society policy to be a success or a failure for - The Liberal Democrats ?

			Total	Region					Gender		Age			Social Grade	
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE
The Liberal Democrats	All Respondents	BASE	1,992	253	643	428	492	177	965	1,027	561	718	712	1,017	975
		UNWT	1,992	255	623	435	486	193	987	1,005	524	706	762	1,003	989
	A success	COUNT	452	56	172	101	100	22	236	216	115	150	186	242	210
		COL %	23%	22%	27%	24%	20%	12%	24%	21%	20%	21%	26%	24%	21%
	A failure	COUNT	678	74	202	144	165	93	377	301	156	268	254	337	341
		COL %	34%	29%	31%	34%	34%	53%	39%	29%	28%	37%	36%	33%	35%
	Not sure	COUNT	863	122	269	183	226	62	353	510	290	300	272	438	425
		COL %	43%	48%	42%	43%	46%	35%	37%	50%	52%	42%	38%	43%	44%

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Table 22

Bs3. Overall, do you expect the Big Society policy to be a success or a failure for - Councils ?

			Total	Region					Gender		Age			Social Grade	
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE
Councils	All Respondents	BASE	1,992	253	643	428	492	177	965	1,027	561	718	712	1,017	975
		UNWT	1,992	255	623	435	486	193	987	1,005	524	706	762	1,003	989
	A success	COUNT	455	60	156	119	87	32	235	220	121	151	183	242	213
		COL %	23%	24%	24%	28%	18%	18%	24%	21%	22%	21%	26%	24%	22%
	A failure	COUNT	833	91	247	173	224	97	447	386	191	326	315	427	406
		COL %	42%	36%	38%	41%	46%	55%	46%	38%	34%	45%	44%	42%	42%
	Not sure	COUNT	704	101	240	135	180	48	283	422	249	241	215	348	357
		COL %	35%	40%	37%	32%	37%	27%	29%	41%	44%	34%	30%	34%	37%

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[Table 23](#)

Bs3. Overall, do you expect the Big Society policy to be a success or a failure for - The voluntary sector ?

			Total	Region					Gender		Age			Social Grade	
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE
The voluntary sector	All Respondents	BASE	1,992	253	643	428	492	177	965	1,027	561	718	712	1,017	975
		UNWT	1,992	255	623	435	486	193	987	1,005	524	706	762	1,003	989
	A success	COUNT	724	84	262	140	189	49	371	352	189	245	290	434	290
		COL %	36%	33%	41%	33%	38%	28%	38%	34%	34%	34%	41%	43%	30%
	A failure	COUNT	559	70	162	127	129	71	293	266	150	209	200	255	304
		COL %	28%	28%	25%	30%	26%	40%	30%	26%	27%	29%	28%	25%	31%
	Not sure	COUNT	709	99	219	161	173	57	300	409	222	265	222	328	381
		COL %	36%	39%	34%	38%	35%	32%	31%	40%	40%	37%	31%	32%	39%

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Table 24

Bs3. Overall, do you expect the Big Society policy to be a success or a failure for - Business ?

			Total	Region					Gender		Age			Social Grade	
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE
Business	All Respondents	BASE	1,992	253	643	428	492	177	965	1,027	561	718	712	1,017	975
		UNWT	1,992	255	623	435	486	193	987	1,005	524	706	762	1,003	989
	A success	COUNT	488	62	173	121	104	28	260	228	129	155	204	292	197
		COL %	25%	25%	27%	28%	21%	16%	27%	22%	23%	22%	29%	29%	20%
	A failure	COUNT	653	74	200	131	168	81	348	305	165	248	241	305	348
		COL %	33%	29%	31%	31%	34%	45%	36%	30%	29%	34%	34%	30%	36%
	Not sure	COUNT	851	116	270	175	220	69	357	494	267	316	267	420	431
		COL %	43%	46%	42%	41%	45%	39%	37%	48%	48%	44%	38%	41%	44%

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Table 25

Bs3. Overall, do you expect the Big Society policy to be a success or a failure for - Charity workers ?

			Total	Region					Gender		Age			Social Grade	
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE
Charity workers	All Respondents	BASE	1,992	253	643	428	492	177	965	1,027	561	718	712	1,017	975
		UNWT	1,992	255	623	435	486	193	987	1,005	524	706	762	1,003	989
	A success	COUNT	649	77	241	131	155	46	340	310	182	220	247	370	280
		COL %	33%	30%	37%	31%	32%	26%	35%	30%	32%	31%	35%	36%	29%
	A failure	COUNT	605	70	170	141	144	80	312	293	150	234	221	283	322
		COL %	30%	28%	26%	33%	29%	45%	32%	29%	27%	33%	31%	28%	33%
	Not sure	COUNT	738	106	232	155	193	51	314	424	229	264	244	364	374
		COL %	37%	42%	36%	36%	39%	29%	32%	41%	41%	37%	34%	36%	38%

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[Table 26](#)

Bs3. Overall, do you expect the Big Society policy to be a success or a failure for - People in the UK ?

			Total	Region					Gender		Age			Social Grade	
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE
People in the UK	All Respondents	BASE	1,992	253	643	428	492	177	965	1,027	561	718	712	1,017	975
		UNWT	1,992	255	623	435	486	193	987	1,005	524	706	762	1,003	989
	A success	COUNT	549	69	208	119	117	36	302	247	150	168	231	322	227
		COL %	28%	27%	32%	28%	24%	20%	31%	24%	27%	23%	32%	32%	23%
	A failure	COUNT	731	88	204	157	187	96	360	371	173	285	274	348	384
		COL %	37%	35%	32%	37%	38%	54%	37%	36%	31%	40%	38%	34%	39%
	Not sure	COUNT	712	96	231	152	187	46	303	409	238	266	208	347	365
		COL %	36%	38%	36%	36%	38%	26%	31%	40%	42%	37%	29%	34%	37%

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