

Table 18

1. How would you rate the economic conditions in the United Kingdom today?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
United Kingdom	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Very good	COUNT	16	6	2	2	6	0	13	4	14	1	1	6	10	9	3	2	0	0	0
		COL %	1%	2%	0%	1%	1%	0%	1%	0%	3%	0%	0%	1%	1%	2%	1%	1%	0%	0%	0%
	Good	COUNT	168	33	49	25	47	14	103	66	77	40	51	85	84	56	44	26	1	2	6
		COL %	8%	13%	7%	6%	10%	8%	11%	6%	14%	6%	7%	8%	9%	12%	7%	7%	3%	12%	4%
	Poor	COUNT	1,081	138	367	226	254	96	519	562	305	390	386	602	479	234	339	220	27	5	79
		COL %	54%	54%	57%	52%	51%	54%	53%	54%	54%	54%	54%	59%	49%	51%	57%	61%	42%	51%	
	Very poor	COUNT	689	65	222	166	170	66	316	373	147	271	271	307	382	142	205	129	16	6	67
		COL %	34%	26%	34%	38%	34%	37%	33%	36%	26%	37%	38%	30%	39%	31%	34%	34%	36%	47%	43%
	Not sure	COUNT	53	12	8	12	18	2	22	31	22	22	9	25	28	16	7	5	0	0	4
		COL %	3%	5%	1%	3%	4%	1%	2%	3%	4%	3%	1%	2%	3%	3%	1%	1%	0%	0%	3%
	Top2box	COUNT	185	39	50	28	54	14	115	70	91	41	52	91	94	65	48	28	1	2	6
		COL %	9%	15%	8%	6%	11%	8%	12%	7%	16%	6%	7%	9%	10%	14%	8%	7%	3%	12%	4%
	Low2box	COUNT	1,770	204	589	392	424	162	836	935	452	661	657	909	861	376	544	349	43	11	147
		COL %	88%	80%	91%	91%	86%	91%	86%	90%	80%	91%	91%	89%	88%	82%	91%	91%	97%	88%	94%

Table 19

2. How would you rate your own personal finances today?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
Personal finance	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Very good	COUNT	47	14	7	9	13	3	33	14	27	8	12	28	19	15	15	13	0	0	0
		COL %	2%	5%	1%	2%	3%	2%	3%	1%	5%	1%	2%	3%	2%	3%	3%	3%	0%	0%	0%
	Good	COUNT	595	78	201	122	146	48	311	283	164	181	249	375	220	141	223	105	17	3	33
		COL %	30%	30%	31%	28%	29%	27%	32%	27%	29%	25%	35%	37%	22%	31%	37%	27%	39%	20%	21%
	Poor	COUNT	883	109	279	193	213	89	426	458	234	330	320	419	464	184	262	181	19	6	64
		COL %	44%	43%	43%	45%	43%	50%	44%	44%	41%	46%	45%	41%	47%	40%	44%	47%	43%	45%	41%
	Very poor	COUNT	428	47	142	94	110	35	178	250	118	187	122	167	261	107	79	75	7	5	54
		COL %	21%	19%	22%	22%	22%	19%	18%	24%	21%	26%	17%	16%	27%	24%	13%	20%	15%	35%	34%
	Not sure	COUNT	55	7	18	13	14	3	25	30	22	18	15	35	20	10	21	9	1	0	6
		COL %	3%	3%	3%	3%	3%	2%	3%	3%	4%	3%	2%	3%	2%	2%	3%	2%	3%	0%	4%
	Top2box	COUNT	641	92	208	131	159	52	344	297	191	189	261	403	238	155	238	118	17	3	33
		COL %	32%	36%	32%	30%	32%	29%	35%	29%	34%	26%	36%	39%	24%	34%	40%	31%	39%	20%	21%
	Low2box	COUNT	1,311	156	422	287	323	124	604	708	352	517	442	587	725	292	340	256	26	10	118
		COL %	65%	61%	65%	67%	65%	69%	62%	68%	62%	71%	62%	57%	74%	64%	57%	67%	58%	80%	75%

: - UK Omni - June 23 2010 --- Vision Critical --- 6/26/2010 tl

Table 20

3. Over the next six months, do you think the UK economy will improve, remain the same, or decline?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
Next 6 months	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Improve	COUNT	316	47	114	63	72	20	183	133	118	80	118	173	143	46	149	48	3	1	12
		COL %	16%	18%	18%	15%	15%	11%	19%	13%	21%	11%	16%	17%	15%	10%	25%	13%	6%	6%	7%
	Remain the same	COUNT	869	119	292	193	201	63	424	445	275	314	280	456	413	155	317	171	20	3	65
		COL %	43%	47%	45%	45%	41%	35%	44%	43%	49%	43%	39%	45%	42%	34%	53%	45%	45%	22%	42%
	Decline	COUNT	681	67	193	143	192	86	329	351	128	279	274	339	341	230	102	136	19	9	62
		COL %	34%	26%	30%	33%	39%	48%	34%	34%	23%	38%	38%	33%	35%	50%	17%	36%	42%	72%	39%
	Not sure	COUNT	142	21	48	33	30	10	36	106	45	51	46	56	86	25	30	28	3	0	18
		COL %	7%	8%	7%	8%	6%	6%	4%	10%	8%	7%	6%	6%	9%	5%	5%	7%	6%	0%	12%

Table 21

4. In the past couple of months, how often have you worried about - The safety of your savings ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
The safety of your savings	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Never worried	COUNT	907	109	303	193	218	85	453	455	264	355	289	472	436	199	264	155	23	3	80
		COL %	45%	43%	47%	45%	44%	47%	47%	44%	47%	49%	40%	46%	44%	44%	44%	40%	52%	26%	51%
	Worried once or twice	COUNT	423	65	122	92	109	36	223	201	143	122	159	231	192	100	141	90	6	2	32
		COL %	21%	26%	19%	21%	22%	20%	23%	19%	25%	17%	22%	23%	20%	22%	24%	24%	13%	12%	21%
	Worried occasionally	COUNT	373	41	135	70	93	34	167	205	92	124	157	191	181	80	119	81	7	3	19
		COL %	19%	16%	21%	16%	19%	19%	17%	20%	16%	17%	22%	19%	18%	18%	20%	21%	16%	21%	12%
	Worried frequently	COUNT	304	39	88	77	76	24	130	174	68	123	113	130	174	77	75	57	8	5	24
		COL %	15%	16%	14%	18%	15%	14%	13%	17%	12%	17%	16%	13%	18%	17%	12%	15%	19%	42%	16%
	Top2box	COUNT	1,331	174	425	285	327	121	675	656	406	477	448	703	628	298	405	245	29	5	113
		COL %	66%	68%	66%	66%	66%	68%	69%	63%	72%	66%	62%	69%	64%	65%	68%	64%	66%	38%	72%
	Low2box	COUNT	677	81	223	147	169	58	298	379	160	247	270	322	355	158	194	138	15	8	44
		COL %	34%	32%	34%	34%	34%	32%	31%	37%	28%	34%	38%	31%	36%	35%	32%	36%	34%	62%	28%

Table 22

4. In the past couple of months, how often have you worried about - The value of your investments ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
The value of your investments	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	718	1,048	960	422	626	408	44	12
	Never worried	COUNT	973	109	326	201	245	92	451	522	301	367	306	460	514	234	255	172	24	3	83
		COL %	48%	43%	50%	47%	49%	51%	46%	50%	53%	51%	43%	45%	52%	51%	43%	45%	53%	26%	53%
	Worried once or twice	COUNT	342	43	99	83	84	33	177	165	116	116	110	198	144	72	121	72	7	1	18
		COL %	17%	17%	15%	19%	17%	18%	18%	16%	20%	16%	15%	19%	15%	16%	20%	19%	15%	9%	11%
	Worried occasionally	COUNT	366	59	112	75	90	29	197	169	91	122	153	216	150	85	111	81	8	4	30
		COL %	18%	23%	17%	17%	18%	16%	20%	16%	16%	17%	21%	21%	15%	19%	19%	21%	18%	30%	19%
	Worried frequently	COUNT	327	43	110	72	77	25	148	179	58	119	149	152	175	65	112	58	6	5	25
		COL %	16%	17%	17%	17%	15%	14%	15%	17%	10%	16%	21%	15%	18%	14%	19%	15%	13%	35%	16%
	Top2box	COUNT	1,315	152	426	284	329	124	628	687	416	483	416	658	658	306	376	244	31	4	101
		COL %	66%	60%	66%	66%	66%	70%	65%	66%	74%	67%	58%	64%	67%	67%	63%	64%	69%	35%	65%
	Low2box	COUNT	693	103	222	147	167	54	345	348	149	241	302	367	325	151	222	139	14	8	55
		COL %	34%	40%	34%	34%	34%	30%	35%	34%	26%	33%	42%	36%	33%	33%	37%	36%	31%	65%	35%

Table 23

4. In the past couple of months, how often have you worried about - Your employer running into serious financial trouble ?

		Total	Region					Gender		Age			Social Grade		Voted May 6 2010						
			London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other	
Your employer running into serious financial trouble	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Never worried	COUNT	1,171	132	384	261	297	96	557	613	260	363	547	594	576	258	371	222	26	6	95
		COL %	58%	52%	59%	61%	60%	54%	57%	59%	46%	50%	76%	58%	59%	57%	62%	58%	59%	49%	61%
	Worried once or twice	COUNT	305	56	91	54	71	33	167	138	123	123	58	167	138	70	96	67	6	0	17
		COL %	15%	22%	14%	12%	14%	18%	17%	13%	22%	17%	8%	16%	14%	15%	16%	18%	13%	0%	11%
	Worried occasionally	COUNT	284	36	93	61	70	23	135	149	112	121	50	153	131	59	75	50	7	1	22
		COL %	14%	14%	14%	14%	14%	13%	14%	14%	20%	17%	7%	15%	13%	13%	12%	13%	16%	10%	14%
	Worried frequently	COUNT	249	31	80	55	58	26	113	136	69	117	63	111	138	70	57	43	5	5	23
		COL %	12%	12%	12%	13%	12%	14%	12%	13%	12%	16%	9%	11%	14%	15%	9%	11%	11%	41%	14%
	Top2box	COUNT	1,475	188	475	315	368	129	725	751	384	486	605	761	714	327	467	290	32	6	112
		COL %	73%	74%	73%	73%	74%	72%	74%	73%	68%	67%	84%	74%	73%	72%	78%	76%	72%	49%	72%
	Low2box	COUNT	533	67	173	117	128	49	248	285	182	238	113	264	269	129	131	93	12	6	44
		COL %	27%	26%	27%	27%	26%	28%	26%	27%	32%	33%	16%	26%	27%	28%	22%	24%	28%	51%	28%

Table 24

4. In the past couple of months, how often have you worried about - Being able to pay your mortgage or rent ?

		Total	Region					Gender		Age			Social Grade		Voted May 6 2010						
			London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other	
Being able to pay your mortgage or rent	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Never worried	COUNT	995	113	309	220	266	86	490	505	205	294	496	546	448	221	347	190	23	7	68
		COL %	50%	44%	48%	51%	54%	48%	50%	49%	36%	41%	69%	53%	46%	48%	58%	50%	53%	54%	44%
	Worried once or twice	COUNT	356	55	121	64	80	36	183	173	136	137	83	181	175	64	105	80	9	1	29
		COL %	18%	22%	19%	15%	16%	20%	19%	17%	24%	19%	12%	18%	18%	14%	18%	21%	20%	9%	18%
	Worried occasionally	COUNT	314	44	101	68	78	24	163	151	111	121	81	152	162	85	80	56	6	2	25
		COL %	16%	17%	16%	16%	16%	13%	17%	15%	20%	17%	11%	15%	16%	19%	13%	15%	12%	12%	16%
	Worried frequently	COUNT	343	43	117	79	71	32	138	205	114	171	58	145	198	87	67	57	7	3	35
		COL %	17%	17%	18%	18%	14%	18%	14%	20%	20%	24%	8%	14%	20%	19%	11%	15%	15%	25%	22%
	Top2box	COUNT	1,351	168	430	284	346	122	679	341	432	579	728	623	284	452	269	32	8	97	
		COL %	67%	66%	66%	66%	70%	68%	69%	66%	60%	60%	81%	71%	63%	62%	76%	70%	73%	63%	62%
	Low2box	COUNT	657	87	218	147	149	56	301	356	225	292	140	297	360	172	147	113	12	5	59
		COL %	33%	34%	34%	34%	30%	32%	31%	34%	40%	40%	19%	29%	37%	38%	24%	30%	27%	37%	38%

Table 25

4. In the past couple of months, how often have you worried about - You, or somebody in your household becoming unemployed ?

		Total	Region					Gender		Age			Social Grade		Voted May 6 2010						
			London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other	
You, or somebody in your household becoming unemployed	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Never worried	COUNT	765	79	258	165	204	59	404	361	131	219	415	377	389	179	263	145	19	3	56
		COL %	38%	31%	40%	38%	41%	33%	41%	35%	23%	30%	58%	37%	40%	39%	44%	38%	42%	22%	36%
	Worried once or twice	COUNT	369	61	111	74	81	40	180	188	142	139	88	214	154	76	111	76	9	2	29
		COL %	18%	24%	17%	17%	16%	23%	19%	18%	25%	19%	12%	21%	16%	17%	19%	20%	20%	13%	19%
	Worried occasionally	COUNT	393	51	128	77	109	29	188	205	145	149	99	212	181	88	109	76	6	4	28
		COL %	20%	20%	20%	18%	22%	16%	19%	20%	26%	21%	14%	21%	18%	19%	18%	20%	13%	30%	18%
	Worried frequently	COUNT	481	63	151	115	102	50	201	280	147	217	116	222	259	113	115	86	11	5	44
		COL %	24%	25%	23%	27%	21%	28%	21%	27%	26%	30%	16%	22%	26%	25%	19%	22%	25%	35%	28%
	Top2box	COUNT	1,134	141	369	240	285	100	584	550	273	358	503	591	543	255	374	221	28	4	85
		COL %	56%	55%	57%	56%	57%	56%	60%	53%	48%	49%	70%	58%	55%	56%	62%	58%	62%	35%	54%
	Low2box	COUNT	874	114	279	192	211	79	389	485	293	366	215	434	440	201	225	162	17	8	72
		COL %	44%	45%	43%	44%	43%	44%	40%	47%	52%	51%	30%	42%	45%	44%	38%	42%	38%	65%	46%

Table 26

5. Thinking about the next 6 months, do you expect the price of each of the following items to go up, stay about the same or go down- Petrol ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
Petrol	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Prices will go up	COUNT	1,714	194	567	379	420	154	834	880	451	633	629	866	848	404	496	329	40	13	129
		COL %	85%	76%	87%	88%	85%	86%	86%	85%	80%	87%	88%	84%	86%	88%	83%	86%	89%	100%	83%
	Prices will stay the same	COUNT	179	36	51	37	44	12	83	96	62	55	63	106	74	27	75	41	3	0	11
		COL %	9%	14%	8%	9%	9%	7%	9%	9%	11%	8%	9%	10%	7%	6%	13%	11%	8%	0%	7%
	Prices will go down	COUNT	41	10	13	2	12	3	28	13	21	9	11	23	18	9	9	7	0	0	2
		COL %	2%	4%	2%	1%	2%	2%	3%	1%	4%	1%	2%	2%	2%	2%	2%	2%	0%	0%	1%
	Not sure	COUNT	74	14	18	13	19	10	29	45	32	27	14	30	43	17	18	6	1	0	14
		COL %	4%	6%	3%	3%	4%	6%	3%	4%	6%	4%	2%	3%	4%	4%	3%	2%	3%	0%	9%

Table 27

5. Thinking about the next 6 months, do you expect the price of each of the following items to go up, stay about the same or go down- Property prices ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
Property prices	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Prices will go up	COUNT	884	116	295	199	203	72	445	439	281	296	307	447	437	202	276	149	17	4	63
		COL %	44%	46%	46%	46%	41%	40%	46%	42%	50%	41%	43%	44%	44%	44%	46%	39%	39%	28%	40%
	Prices will stay the same	COUNT	690	73	229	153	176	59	334	356	158	247	285	365	325	141	231	143	16	7	51
		COL %	34%	29%	35%	35%	35%	33%	34%	34%	28%	34%	40%	36%	33%	31%	39%	37%	37%	53%	33%
	Prices will go down	COUNT	250	39	78	40	66	27	136	114	64	109	77	137	113	72	58	49	9	2	20
		COL %	12%	15%	12%	9%	13%	15%	14%	11%	11%	15%	11%	13%	12%	16%	10%	13%	21%	18%	13%
	Not sure	COUNT	184	26	46	40	51	21	57	127	62	72	50	76	108	41	34	42	2	0	22
		COL %	9%	10%	7%	9%	10%	12%	6%	12%	11%	10%	7%	7%	11%	9%	6%	11%	4%	0%	14%

Table 28

5. Thinking about the next 6 months, do you expect the price of each of the following items to go up, stay about the same or go down- A new car ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
A new car	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Prices will go up	COUNT	1,264	131	414	282	323	114	597	667	313	452	499	642	621	306	377	239	25	9	93
		COL %	63%	51%	64%	65%	65%	64%	61%	64%	55%	62%	70%	63%	63%	67%	63%	63%	57%	72%	60%
	Prices will stay the same	COUNT	489	73	162	109	110	35	266	222	157	182	150	261	228	94	167	96	11	2	33
		COL %	24%	29%	25%	25%	22%	20%	27%	21%	28%	25%	21%	25%	23%	21%	28%	25%	25%	19%	21%
	Prices will go down	COUNT	98	25	31	14	19	9	54	44	44	24	30	53	44	21	25	18	5	1	10
		COL %	5%	10%	5%	3%	4%	5%	6%	4%	8%	3%	4%	5%	5%	5%	4%	5%	11%	9%	6%
	Not sure	COUNT	158	26	41	27	44	20	55	103	52	66	39	69	89	35	30	29	3	0	20
		COL %	8%	10%	6%	6%	9%	11%	6%	10%	9%	9%	5%	7%	9%	8%	5%	7%	7%	0%	13%

Table 29

5. Thinking about the next 6 months, do you expect the price of each of the following items to go up, stay about the same or go down- A new TV ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
A new TV	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Prices will go up	COUNT	1,098	119	350	248	288	92	492	606	285	416	396	556	542	285	300	211	24	7	86
		COL %	55%	47%	54%	58%	58%	52%	51%	59%	50%	58%	55%	54%	55%	62%	50%	55%	55%	53%	55%
	Prices will stay the same	COUNT	518	64	175	108	127	44	267	251	158	183	178	283	236	90	178	114	5	4	35
		COL %	26%	25%	27%	25%	26%	25%	27%	24%	28%	25%	25%	28%	24%	20%	30%	30%	10%	29%	22%
	Prices will go down	COUNT	291	55	102	53	57	24	178	113	80	87	124	142	148	59	103	48	10	2	22
		COL %	14%	21%	16%	12%	12%	13%	18%	11%	14%	12%	17%	14%	15%	13%	17%	13%	22%	18%	14%
	Not sure	COUNT	101	17	21	22	24	18	36	65	43	39	20	44	57	22	18	10	6	0	15
		COL %	5%	7%	3%	5%	5%	10%	4%	6%	8%	5%	3%	4%	6%	5%	3%	3%	13%	0%	9%

Table 30

5. Thinking about the next 6 months, do you expect the price of each of the following items to go up, stay about the same or go down- A week's worth of groceries ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
A week's worth of groceries	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Prices will go up	COUNT	1,669	178	539	374	423	155	780	889	414	630	625	849	821	383	478	335	39	11	131
		COL %	83%	70%	83%	87%	85%	87%	80%	86%	73%	87%	87%	83%	83%	84%	80%	87%	87%	87%	84%
	Prices will stay the same	COUNT	256	56	87	39	55	18	149	107	110	72	74	142	114	58	94	36	3	2	18
		COL %	13%	22%	13%	9%	11%	10%	15%	10%	20%	10%	10%	14%	12%	13%	16%	9%	7%	13%	12%
	Prices will go down	COUNT	36	7	10	6	7	5	24	12	18	7	11	17	19	4	13	7	2	0	3
		COL %	2%	3%	2%	1%	1%	3%	2%	1%	3%	1%	2%	2%	2%	1%	2%	2%	5%	0%	2%
	Not sure	COUNT	48	14	12	12	10	0	21	27	23	16	9	18	30	11	14	5	0	0	4
		COL %	2%	5%	2%	3%	2%	0%	2%	3%	4%	2%	1%	2%	3%	2%	2%	1%	0%	0%	3%

Table 31

6. If you were given £1,000 today, what would you do with it?

Mean Summary

	Total	Region					Gender		Age			Social Grade		Voted May 6 2010						Support
		London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other	
Buy shares in a particular company	2.9	4.7	2.6	3.2	2.5	1.8	4.0	1.9	3.3	2.6	2.9	3.1	2.7	3.6	3.3	1.7	1.2	9.1	2.7	2.6
Invest in an ISA	11.0	13.6	10.5	10.5	12.0	8.1	12.2	9.9	10.0	8.2	14.7	13.1	8.9	10.0	12.8	13.5	5.7	23.3	9.9	10.4
Pay back debts	27.6	25.5	29.7	27.1	25.5	30.3	25.6	29.6	30.1	33.0	20.3	28.5	26.7	27.5	25.9	26.6	24.8	15.6	27.7	28.1
Save in a bank account	19.9	20.1	21.2	19.4	19.1	18.6	21.3	18.7	18.8	17.2	23.6	19.3	20.6	18.9	22.5	18.2	15.5	15.6	18.9	18.1
Put towards a big purchase (like a car or home improvements)	11.2	11.1	10.0	11.2	12.4	12.2	9.7	12.6	10.2	10.8	12.3	12.2	10.1	10.6	11.5	12.5	17.0	6.9	12.2	11.2
Spend on personal items (gifts, special treats, etc.)	10.9	10.5	10.4	10.8	11.9	10.8	10.6	11.2	11.7	10.0	11.2	10.4	11.4	10.0	10.8	12.2	12.0	3.3	9.7	10.3
Cover day to day expenses (groceries, travel costs etc.)	16.4	14.3	15.6	17.9	16.6	18.2	16.7	16.2	15.9	18.1	15.1	13.4	19.5	19.3	13.1	15.4	23.7	26.2	18.8	19.4

: - UK Omni - June 23 2010 --- Vision Critical --- 6/26/2010 tl

Table 32

7. When do you think the United Kingdom's economy will get out of recession?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
Get out of recession	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	It is already out of recession	COUNT	151	31	45	25	39	12	109	42	60	44	47	114	38	46	51	28	5	1	5
		COL %	8%	12%	7%	6%	8%	6%	11%	4%	11%	6%	7%	11%	4%	10%	9%	7%	11%	9%	3%
	In the first half of 2010	COUNT	43	9	11	13	5	5	37	6	22	14	7	23	20	11	19	5	2	0	3
		COL %	2%	3%	2%	3%	1%	3%	4%	1%	4%	2%	1%	2%	2%	2%	3%	1%	5%	0%	2%
	In the second half of 2010	COUNT	115	20	37	23	26	8	78	37	42	36	37	63	51	19	46	24	3	0	4
		COL %	6%	8%	6%	5%	5%	5%	8%	4%	7%	5%	5%	6%	5%	4%	8%	6%	7%	0%	3%
	In 2011	COUNT	420	39	138	97	109	38	206	214	122	138	160	208	212	68	164	82	9	1	24
		COL %	21%	15%	21%	23%	22%	21%	21%	22%	19%	22%	20%	22%	15%	27%	21%	21%	10%	15%	
	After 2011	COUNT	908	105	303	191	223	85	413	495	202	334	372	452	456	216	247	183	20	7	85
		COL %	45%	41%	47%	44%	45%	48%	42%	48%	36%	46%	52%	44%	46%	47%	41%	48%	45%	57%	55%
	Not sure	COUNT	371	52	113	82	93	31	130	241	117	158	95	164	206	96	71	61	5	3	35
		COL %	18%	20%	17%	19%	19%	17%	13%	23%	21%	22%	13%	16%	21%	21%	12%	16%	10%	24%	23%

Table 33

8. The worldwide recession has affected countries differently. How would you say the UK's economy is doing compared to - Canada ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
Canada	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	The UK's economy is doing better	COUNT	96	16	37	12	22	10	54	42	35	30	31	48	48	21	26	21	4	1	8
		COL %	5%	6%	6%	3%	4%	5%	6%	4%	6%	4%	4%	5%	5%	5%	4%	5%	9%	7%	5%
	The UK's economy is doing about the same	COUNT	378	52	121	80	101	23	187	191	106	126	146	216	162	97	123	81	5	3	18
		COL %	19%	21%	19%	19%	20%	13%	19%	18%	19%	17%	20%	21%	16%	21%	20%	21%	10%	21%	11%
	The UK's economy is doing worse	COUNT	880	103	281	210	195	92	492	389	223	321	337	456	424	184	286	169	28	7	75
		COL %	44%	41%	43%	49%	39%	51%	51%	38%	39%	44%	47%	44%	43%	40%	48%	44%	62%	54%	48%
	Not sure	COUNT	654	83	209	128	178	54	240	414	202	247	204	305	348	154	164	111	8	2	56
		COL %	33%	33%	32%	30%	36%	30%	25%	40%	36%	34%	28%	30%	35%	34%	27%	29%	19%	18%	36%

Table 34

8. The worldwide recession has affected countries differently. How would you say the UK's economy is doing compared to - Japan ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
Japan	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	The UK's economy is doing better	COUNT	243	43	85	46	53	16	148	94	60	80	103	145	98	57	87	47	3	0	21
		COL %	12%	17%	13%	11%	11%	9%	15%	9%	11%	11%	14%	14%	10%	12%	15%	12%	7%	0%	13%
	The UK's economy is doing about the same	COUNT	382	54	115	73	109	32	241	142	94	133	155	221	161	93	127	80	7	2	24
		COL %	19%	21%	18%	17%	22%	18%	25%	14%	17%	18%	22%	22%	16%	20%	21%	21%	17%	19%	15%
	The UK's economy is doing worse	COUNT	788	94	252	196	166	79	393	395	219	289	279	391	396	170	230	163	23	8	64
		COL %	39%	37%	39%	45%	33%	44%	40%	38%	39%	40%	39%	38%	40%	37%	38%	42%	51%	59%	41%
	Not sure	COUNT	595	63	196	117	168	51	191	404	192	222	181	268	328	136	155	93	11	3	48
		COL %	30%	25%	30%	27%	34%	29%	20%	39%	34%	31%	25%	26%	33%	30%	26%	24%	26%	22%	31%

Table 35

8. The worldwide recession has affected countries differently. How would you say the UK's economy is doing compared to - France ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
France	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	The UK's economy is doing better	COUNT	265	50	80	59	62	14	165	100	78	78	109	137	128	75	88	44	7	3	19
		COL %	13%	20%	12%	14%	13%	8%	17%	10%	14%	11%	15%	13%	13%	16%	15%	11%	16%	20%	12%
	The UK's economy is doing about the same	COUNT	728	85	251	155	179	58	371	356	160	279	289	409	318	159	251	157	16	2	47
		COL %	36%	33%	39%	36%	36%	32%	38%	34%	28%	39%	40%	40%	32%	35%	42%	41%	35%	19%	30%
	The UK's economy is doing worse	COUNT	487	64	149	103	112	59	249	238	149	168	170	247	239	100	141	95	13	4	48
		COL %	24%	25%	23%	24%	23%	33%	26%	23%	26%	23%	24%	24%	24%	22%	24%	25%	30%	31%	31%
	Not sure	COUNT	528	56	168	114	142	48	187	341	179	199	150	231	298	122	119	87	8	4	42
		COL %	26%	22%	26%	27%	29%	27%	19%	33%	32%	27%	21%	23%	30%	27%	20%	23%	19%	31%	27%

Table 36

8. The worldwide recession has affected countries differently. How would you say the UK's economy is doing compared to - The United States ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
The United States	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	The UK's economy is doing better	COUNT	216	36	65	38	60	16	99	117	73	71	73	123	93	51	62	41	7	2	15
		COL %	11%	14%	10%	9%	12%	9%	10%	11%	13%	10%	10%	12%	9%	11%	10%	11%	16%	13%	10%
	The UK's economy is doing about the same	COUNT	734	83	240	170	179	63	384	349	188	258	288	422	312	156	239	159	14	6	50
		COL %	37%	32%	37%	39%	36%	35%	40%	34%	33%	36%	40%	41%	32%	34%	40%	42%	31%	46%	32%
	The UK's economy is doing worse	COUNT	615	79	202	137	140	57	334	282	158	228	229	286	329	147	192	102	16	4	55
		COL %	31%	31%	31%	32%	28%	32%	34%	27%	28%	31%	32%	28%	34%	32%	32%	27%	36%	31%	35%
	Not sure	COUNT	443	57	141	86	116	42	156	287	147	168	129	194	249	103	106	81	8	1	36
		COL %	22%	22%	22%	20%	23%	24%	16%	28%	26%	23%	18%	19%	25%	22%	18%	21%	17%	9%	23%

Table 37

8. The worldwide recession has affected countries differently. How would you say the UK's economy is doing compared to - Australia ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
Australia	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	The UK's economy is doing better	COUNT	97	22	37	15	22	1	50	47	41	28	27	52	45	20	29	17	1	1	9
		COL %	5%	9%	6%	3%	4%	1%	5%	5%	7%	4%	4%	5%	5%	4%	5%	4%	1%	7%	6%
	The UK's economy is doing about the same	COUNT	414	52	152	80	99	32	213	201	106	134	175	229	185	95	139	88	9	1	25
		COL %	21%	20%	23%	19%	20%	18%	22%	19%	19%	19%	24%	22%	19%	21%	23%	23%	19%	10%	16%
	The UK's economy is doing worse	COUNT	856	96	259	210	199	93	466	390	222	309	326	440	417	198	273	157	24	9	71
		COL %	43%	38%	40%	49%	40%	52%	48%	38%	39%	43%	45%	43%	42%	43%	46%	41%	55%	68%	45%
	Not sure	COUNT	640	85	201	127	176	53	243	397	197	253	190	304	336	144	157	121	11	2	52
		COL %	32%	33%	31%	29%	35%	29%	25%	38%	35%	35%	27%	30%	34%	32%	26%	32%	24%	16%	33%

Table 38

8. The worldwide recession has affected countries differently. How would you say the UK's economy is doing compared to - Germany ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
Germany	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	The UK's economy is doing better	COUNT	198	29	68	38	50	13	106	92	53	70	76	116	82	43	66	37	6	1	17
		COL %	10%	11%	11%	9%	10%	7%	11%	9%	9%	10%	11%	11%	8%	9%	11%	10%	13%	7%	11%
	The UK's economy is doing about the same	COUNT	543	73	190	118	125	37	271	272	135	186	221	301	242	123	184	113	7	2	39
		COL %	27%	29%	29%	27%	25%	21%	28%	26%	24%	26%	31%	29%	25%	27%	31%	30%	16%	19%	25%
	The UK's economy is doing worse	COUNT	765	93	243	171	182	76	424	341	196	279	291	391	374	172	239	149	20	7	62
		COL %	38%	37%	37%	40%	37%	43%	44%	33%	35%	38%	40%	38%	38%	38%	40%	39%	44%	58%	40%
	Not sure	COUNT	502	60	146	104	138	53	171	330	182	189	130	217	285	118	109	84	12	2	38
		COL %	25%	24%	23%	24%	28%	29%	18%	32%	32%	26%	18%	21%	29%	26%	18%	22%	27%	16%	24%

Table 39

8. The worldwide recession has affected countries differently. How would you say the UK's economy is doing compared to - China ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
China	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	The UK's economy is doing better	COUNT	155	26	48	35	36	9	75	79	47	57	51	71	83	40	41	36	1	2	8
		COL %	8%	10%	7%	8%	7%	5%	8%	8%	8%	8%	7%	7%	8%	9%	7%	9%	3%	13%	5%
	The UK's economy is doing about the same	COUNT	216	26	75	46	60	8	114	102	64	80	72	99	117	57	67	43	2	2	10
		COL %	11%	10%	12%	11%	12%	5%	12%	10%	11%	11%	10%	10%	12%	13%	11%	11%	5%	16%	7%
	The UK's economy is doing worse	COUNT	1,037	142	336	227	234	99	596	441	268	361	408	581	456	223	336	208	29	7	89
		COL %	52%	56%	52%	53%	47%	55%	61%	43%	47%	50%	57%	57%	46%	49%	56%	54%	65%	52%	57%
	Not sure	COUNT	600	61	189	123	166	62	188	413	187	227	187	274	327	135	155	96	12	2	49
		COL %	30%	24%	29%	28%	33%	35%	19%	40%	33%	31%	26%	27%	33%	30%	26%	25%	27%	19%	31%

Table 40

9. How much trust do you trust David Cameron, Prime Minister to do the right thing to help the economy ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
David Cameron, Prime Minister	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Completely trust	COUNT	269	30	123	52	57	7	150	120	50	72	148	154	115	7	219	16	0	0	14
		COL %	13%	12%	19%	12%	12%	4%	15%	12%	9%	10%	21%	15%	12%	1%	37%	4%	0%	0%	9%
	Moderately trust	COUNT	740	90	265	176	167	42	347	393	199	266	275	425	315	79	316	184	6	4	42
		COL %	37%	35%	41%	41%	34%	23%	36%	38%	35%	37%	38%	41%	32%	17%	53%	48%	14%	33%	27%
	Moderately distrust	COUNT	322	51	79	76	77	39	155	166	121	101	99	154	167	94	30	79	15	5	26
		COL %	16%	20%	12%	18%	16%	22%	16%	16%	21%	14%	14%	15%	17%	21%	5%	21%	34%	41%	17%
	Completely distrust	COUNT	446	51	110	80	136	68	233	213	94	200	152	197	249	240	10	62	18	2	41
		COL %	22%	20%	17%	19%	27%	38%	24%	21%	17%	28%	21%	19%	25%	53%	2%	16%	41%	17%	26%
	Not sure	COUNT	231	32	70	48	58	23	88	143	102	85	44	94	137	37	24	41	5	1	33
		COL %	12%	13%	11%	11%	12%	13%	9%	14%	18%	12%	6%	9%	14%	8%	4%	11%	11%	9%	21%
	Trust (Net)	COUNT	1,009	121	388	228	224	49	497	513	249	338	423	579	430	85	534	200	6	4	56
		COL %	50%	47%	60%	53%	45%	27%	51%	50%	44%	47%	59%	57%	44%	19%	89%	52%	14%	33%	36%
	Distruset (Net)	COUNT	767	102	190	156	213	107	388	379	215	301	251	351	416	334	40	142	33	7	67
		COL %	38%	40%	29%	36%	43%	60%	40%	37%	38%	42%	35%	34%	42%	73%	7%	37%	74%	58%	43%

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Table 41

9. How much trust do you trust Nick Clegg, Deputy Prime Minister to do the right thing to help the economy ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
Nick Clegg, Deputy Prime Minister	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Completely trust	COUNT	146	20	53	30	32	10	80	66	36	39	71	81	64	8	70	47	2	0	7
		COL %	7%	8%	8%	7%	6%	5%	8%	6%	6%	5%	10%	8%	7%	2%	12%	12%	5%	0%	4%
	Moderately trust	COUNT	828	111	300	184	189	43	388	439	220	280	327	470	358	88	363	211	5	6	50
		COL %	41%	44%	46%	43%	38%	24%	40%	42%	39%	39%	46%	46%	36%	19%	61%	55%	12%	43%	32%
	Moderately distrust	COUNT	372	49	110	85	87	41	177	195	120	127	125	184	188	110	96	57	14	3	24
		COL %	19%	19%	17%	20%	18%	23%	18%	19%	21%	18%	17%	18%	19%	24%	16%	15%	32%	23%	15%
	Completely distrust	COUNT	412	38	106	81	126	62	225	187	79	183	151	182	230	211	28	38	19	3	42
		COL %	21%	15%	16%	19%	25%	35%	23%	18%	14%	25%	21%	18%	23%	46%	5%	10%	43%	26%	27%
	Not sure	COUNT	250	36	79	52	61	22	102	148	110	96	44	108	142	39	41	31	4	1	34
		COL %	12%	14%	12%	12%	13%	11%	14%	20%	13%	6%	11%	14%	8%	7%	8%	8%	9%	22%	
	Trust (Net)	COUNT	973	131	354	214	221	53	468	505	256	319	398	551	423	96	433	257	8	6	56
		COL %	48%	52%	55%	50%	45%	30%	48%	49%	45%	44%	55%	54%	43%	21%	72%	67%	17%	43%	36%
	Distruset (Net)	COUNT	784	87	215	165	213	103	402	382	199	309	276	366	418	322	125	94	33	6	66
		COL %	39%	34%	33%	38%	43%	58%	41%	37%	35%	43%	38%	36%	43%	71%	21%	25%	75%	48%	42%

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Table 42

9. How much trust do you trust Mervyn King, Governor of the Bank of England to do the right thing to help the economy ?

		Total	Region					Gender		Age			Social Grade		Voted May 6 2010						
			London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other	
Mervyn King, Governor of the Bank of England	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Completely trust	COUNT	189	25	82	34	36	12	134	55	35	56	98	121	69	22	96	36	3	1	18
		COL %	9%	10%	13%	8%	7%	7%	14%	5%	6%	8%	14%	12%	7%	5%	16%	10%	6%	7%	12%
	Moderately trust	COUNT	767	98	265	160	179	65	436	331	160	271	335	433	334	177	289	155	17	1	43
		COL %	38%	39%	41%	37%	36%	36%	45%	32%	28%	37%	47%	42%	34%	39%	48%	41%	38%	9%	27%
	Moderately distrust	COUNT	390	52	116	90	93	38	181	209	124	122	143	206	184	107	110	69	12	6	25
		COL %	19%	21%	18%	21%	19%	21%	19%	20%	22%	17%	20%	20%	19%	23%	18%	18%	26%	44%	16%
	Completely distrust	COUNT	250	29	61	57	72	31	97	153	74	122	54	102	148	62	31	54	8	4	26
		COL %	12%	11%	9%	13%	14%	17%	10%	15%	13%	17%	8%	10%	15%	14%	5%	14%	17%	32%	17%
	Not sure	COUNT	412	50	124	89	116	33	125	287	172	153	88	164	248	88	73	68	6	1	44
		COL %	21%	20%	19%	21%	23%	19%	13%	28%	30%	21%	12%	16%	25%	19%	12%	18%	13%	9%	28%
	Trust (Net)	COUNT	956	123	347	194	215	77	570	386	196	328	433	553	403	199	385	192	20	2	61
		COL %	48%	48%	54%	45%	43%	43%	59%	37%	35%	45%	60%	54%	41%	44%	64%	50%	44%	16%	39%
	Distruset (Net)	COUNT	640	81	177	148	165	68	278	361	198	244	198	308	332	169	141	123	19	10	51
		COL %	32%	32%	27%	34%	33%	38%	29%	35%	35%	34%	28%	30%	34%	37%	24%	32%	43%	76%	33%

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Table 43

9. How much trust do you trust George Osborne, Chancellor of the Exchequer to do the right thing to help the economy ?

		Total	Region					Gender		Age			Social Grade		Voted May 6 2010						
			London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other	
George Osborne, Chancellor of the Exchequer	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Completely trust	COUNT	146	19	57	30	34	5	95	51	29	32	86	93	54	7	115	13	0	0	7
		COL %	7%	8%	9%	7%	7%	3%	10%	5%	5%	4%	12%	9%	5%	1%	19%	3%	0%	0%	4%
	Moderately trust	COUNT	723	97	267	172	152	35	343	380	169	257	297	421	301	75	364	150	5	4	48
		COL %	36%	38%	41%	40%	31%	20%	35%	37%	30%	36%	41%	41%	31%	16%	61%	39%	11%	28%	31%
	Moderately distrust	COUNT	353	40	109	79	83	43	183	170	114	126	114	173	180	100	55	85	12	4	20
		COL %	18%	16%	17%	18%	17%	24%	19%	16%	20%	17%	16%	17%	18%	22%	9%	22%	26%	31%	13%
	Completely distrust	COUNT	460	60	109	88	140	63	246	214	94	202	164	206	254	229	21	71	20	4	44
		COL %	23%	24%	17%	20%	28%	36%	25%	21%	17%	28%	23%	20%	26%	50%	3%	18%	44%	34%	28%
	Not sure	COUNT	325	39	105	62	87	32	105	220	160	107	58	131	194	46	44	64	8	1	37
		COL %	16%	15%	16%	14%	18%	18%	11%	21%	28%	15%	8%	13%	20%	10%	7%	17%	18%	7%	23%
	Trust (Net)	COUNT	869	116	324	202	186	40	438	431	198	289	382	514	355	81	479	163	5	4	55
		COL %	43%	46%	50%	47%	38%	23%	45%	42%	35%	40%	53%	50%	36%	18%	80%	43%	11%	28%	35%
	Distruset (Net)	COUNT	813	99	218	167	222	106	430	384	208	328	278	380	434	329	76	156	32	8	65
		COL %	41%	39%	34%	39%	45%	60%	44%	37%	37%	45%	39%	37%	44%	72%	13%	41%	71%	65%	42%

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Table 44

9. How much trust do you trust Alistair Darling, Labour Shadow Chancellor to do the right thing to help the economy ?

		Total	Region					Gender		Age			Social Grade		Voted May 6 2010						
			London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other	
Alistair Darling, Labour Shadow Chancellor	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Completely trust	COUNT	98	12	22	20	38	6	54	43	22	34	41	35	62	72	7	11	0	1	1
		COL %	5%	5%	3%	5%	8%	3%	6%	4%	4%	5%	6%	3%	6%	16%	1%	3%	0%	7%	1%
	Moderately trust	COUNT	466	67	133	77	132	57	237	229	155	143	168	258	209	223	66	93	9	2	15
		COL %	23%	26%	21%	18%	27%	32%	24%	22%	27%	20%	23%	25%	21%	49%	11%	24%	20%	12%	10%
	Moderately distrust	COUNT	465	64	150	110	95	46	219	247	125	168	172	253	212	77	138	113	11	5	37
		COL %	23%	25%	23%	26%	19%	26%	22%	24%	22%	23%	24%	25%	22%	17%	23%	30%	24%	38%	24%
	Completely distrust	COUNT	659	67	245	156	146	45	359	300	118	266	275	360	299	37	334	105	19	4	71
		COL %	33%	26%	38%	36%	29%	25%	37%	29%	21%	37%	38%	35%	30%	8%	56%	27%	43%	35%	45%
	Not sure	COUNT	320	45	98	68	84	25	104	217	146	113	62	120	201	48	54	60	6	1	32
		COL %	16%	18%	15%	16%	17%	14%	11%	21%	26%	16%	9%	12%	20%	10%	9%	16%	13%	9%	21%
	Trust (Net)	COUNT	564	79	155	97	171	63	292	272	177	177	210	293	271	295	73	104	9	2	16
		COL %	28%	31%	24%	22%	34%	35%	30%	26%	31%	24%	29%	29%	28%	65%	12%	27%	20%	18%	10%
	Distruset (Net)	COUNT	1,124	131	395	266	241	91	578	546	243	434	447	613	511	113	472	218	30	9	108
		COL %	56%	51%	61%	62%	49%	51%	59%	53%	43%	60%	62%	60%	52%	25%	79%	57%	68%	73%	69%

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Table 45

10. Please indicate which party you think is best able to deal with - Rein in the national debt ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
Rein in the national debt	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Conservative Party	COUNT	1,202	138	444	265	276	79	602	600	317	408	477	671	531	125	556	249	17	6	78
		COL %	60%	54%	69%	61%	56%	44%	62%	58%	56%	56%	66%	65%	54%	27%	93%	65%	37%	47%	50%
	Labour Party	COUNT	359	44	88	66	113	49	196	163	103	132	124	179	181	229	13	51	13	3	9
		COL %	18%	17%	14%	15%	23%	27%	20%	16%	18%	18%	17%	17%	18%	50%	2%	13%	29%	22%	6%
	Don't know	COUNT	446	73	116	101	107	50	175	272	146	184	116	176	271	102	30	83	15	4	69
		COL %	22%	29%	18%	23%	22%	28%	18%	26%	26%	25%	16%	17%	28%	22%	5%	22%	34%	30%	44%

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Table 46

10. Please indicate which party you think is best able to deal with - End the recession ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
End the recession	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Conservative Party	COUNT	947	115	364	210	210	48	469	478	250	314	383	544	402	62	534	172	10	4	62
		COL %	47%	45%	56%	49%	42%	27%	48%	46%	44%	43%	53%	53%	41%	14%	89%	45%	22%	34%	40%
	Labour Party	COUNT	486	61	118	89	157	61	270	215	135	181	170	242	243	296	12	75	9	2	17
		COL %	24%	24%	18%	21%	32%	34%	28%	21%	24%	25%	24%	24%	25%	65%	2%	20%	19%	15%	11%
	Don't know	COUNT	576	80	167	132	128	69	233	342	181	230	165	238	337	98	53	135	26	6	77
		COL %	29%	31%	26%	31%	26%	39%	24%	33%	32%	32%	23%	23%	34%	22%	9%	35%	59%	50%	49%

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Table 47

10. Please indicate which party you think is best able to deal with - Create jobs ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
Create jobs	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Conservative Party	COUNT	703	72	284	165	151	29	353	349	164	237	302	397	305	24	444	105	7	3	38
		COL %	35%	28%	44%	38%	31%	16%	36%	34%	29%	33%	42%	39%	31%	5%	74%	27%	16%	22%	24%
	Labour Party	COUNT	756	109	202	139	218	89	419	337	253	249	392	364	352	63	160	17	6	46	
		COL %	38%	43%	31%	32%	44%	50%	43%	33%	45%	35%	35%	38%	37%	77%	11%	42%	38%	50%	29%
	Don't know	COUNT	550	74	162	128	126	60	201	349	149	234	167	235	314	80	91	118	21	4	72
		COL %	27%	29%	25%	30%	25%	34%	21%	34%	26%	32%	23%	23%	32%	18%	15%	31%	47%	28%	46%

Table 48

10. Please indicate which party you think is best able to deal with - Control inflation ?

			Total	Region					Gender		Age			Social Grade		Voted May 6 2010					
				London	Rest of South	Midlands and Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Conservative	Liberal Democrats	Scottish National Party (SNP)	Plaid Cymru	Other
Control inflation	All Respondents	BASE	2,008	255	648	431	495	179	973	1,035	566	724	718	1,025	983	456	599	383	45	13	156
		UNWT	2,008	263	618	455	495	177	995	1,013	612	699	697	1,048	960	422	626	408	44	12	153
	Conservative Party	COUNT	998	124	381	233	205	55	510	488	255	316	427	573	425	66	530	193	14	5	67
		COL %	50%	49%	59%	54%	41%	31%	52%	47%	45%	44%	59%	56%	43%	14%	89%	50%	30%	41%	43%
	Labour Party	COUNT	499	60	114	90	167	69	258	241	146	185	169	231	268	306	19	78	11	2	13
		COL %	25%	23%	18%	21%	34%	38%	27%	23%	26%	25%	23%	23%	27%	67%	3%	20%	25%	15%	9%
	Don't know	COUNT	511	71	153	108	124	55	205	306	165	224	123	222	289	84	50	112	20	6	76
		COL %	25%	28%	24%	25%	25%	31%	21%	30%	29%	31%	17%	22%	29%	18%	8%	29%	44%	43%	48%

: - UK Omni - June 23 2010 --- Vision Critical --- 6/26/2010 tl

