

YouGov / Policy Network Results

Sample Size: 1872 GB Adults
Fieldwork: 26th - 27th August 2010

	Region					Gender		Age				Social grade				
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Male	Female	18-29	30-39	40-59	60+	AB	C1	C2	DE
Weighted Sample	1872	241	612	398	460	162	911	961	420	290	639	523	518	536	388	407
Unweighted Sample	1872	271	623	352	432	194	898	974	298	317	728	529	715	513	266	355
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the main three political parties, how clear are you about what they stand for these days?

Conservatives

Very clear	20	21	21	19	21	21	25	16	14	15	21	28	21	21	21	18
Fairly clear	41	45	45	42	36	27	41	40	37	41	41	43	47	42	37	33
TOTAL CLEAR	61	66	66	61	57	48	66	56	51	56	62	71	68	63	58	51
Not very clear	19	18	17	21	18	23	18	20	21	25	17	15	16	19	20	21
Not clear at all	13	10	10	13	17	18	11	16	11	12	16	12	12	13	12	17
TOTAL NOT CLEAR	32	28	27	34	35	41	29	36	32	37	33	27	28	32	32	38
Don't know	7	6	7	5	8	11	5	9	17	7	5	2	5	5	10	10

Labour

Very clear	13	13	10	11	17	17	15	11	10	8	15	17	13	13	14	14
Fairly clear	24	25	22	22	25	30	24	24	22	23	28	22	28	23	25	19
TOTAL CLEAR	37	38	32	33	42	47	39	35	32	31	43	39	41	36	39	33
Not very clear	29	30	32	32	26	25	29	30	34	39	25	26	30	30	29	27
Not clear at all	26	25	28	28	24	17	26	26	18	22	27	32	24	28	22	29
TOTAL NOT CLEAR	55	55	60	60	50	42	55	56	52	61	52	58	54	58	51	56
Don't know	8	6	7	7	9	11	6	9	17	8	5	3	5	6	10	11

Liberal Democrats

Very clear	5	5	6	4	5	6	5	6	2	3	6	8	4	5	4	6
Fairly clear	27	29	30	25	24	17	28	25	23	25	30	26	27	30	26	21
TOTAL CLEAR	32	34	36	29	29	23	33	31	25	28	36	34	31	35	30	27
Not very clear	33	35	37	33	26	34	30	36	32	37	28	38	31	34	33	34
Not clear at all	28	25	20	30	36	32	32	23	27	27	30	26	32	24	26	27
TOTAL NOT CLEAR	61	60	57	63	62	66	62	59	59	64	58	64	63	58	59	61
Don't know	8	6	7	8	9	11	6	9	16	8	6	3	5	6	11	11

	Region					Gender		Age				Social grade				
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Male	Female	18-29	30-39	40-59	60+	AB	C1	C2	DE
Weighted Sample	1872	241	612	398	460	162	911	961	420	290	639	523	518	536	388	407
Unweighted Sample	1872	271	623	352	432	194	898	974	298	317	728	529	715	513	266	355
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some people describe political parties as being close to particular groups in society. Thinking about the Labour party, we'd like you to say how close they are to the following groups in society?

Immigrants

Very close	24	28	23	32	23	10	28	21	16	20	26	32	25	25	25	22
Fairly close	35	32	34	32	39	35	34	35	32	36	37	33	37	35	36	29
TOTAL CLOSE	59	60	57	64	62	45	62	56	48	56	63	65	62	60	61	51
Not very close	17	19	16	16	15	27	18	17	16	17	17	18	18	17	13	20
Not close at all	8	7	10	7	6	10	7	9	7	6	8	9	8	8	7	8
TOTAL NOT CLOSE	25	26	26	23	21	37	25	26	23	23	25	27	26	25	20	28
Don't know	16	15	18	12	17	17	14	18	28	21	12	8	12	15	18	20

Benefit claimants

Very close	30	33	29	35	30	20	34	27	25	30	29	36	33	31	29	26
Fairly close	36	32	38	33	37	44	38	35	33	38	38	36	40	38	32	33
TOTAL CLOSE	66	65	67	68	67	64	72	62	58	68	67	72	73	69	61	59
Not very close	13	18	13	13	11	15	12	14	9	8	17	14	12	14	13	13
Not close at all	6	3	6	7	6	7	4	8	4	5	7	7	5	5	7	8
TOTAL NOT CLOSE	19	21	19	20	17	22	16	22	13	13	24	21	17	19	20	21
Don't know	14	14	15	12	17	14	13	16	29	18	9	7	9	13	18	20

The working class

Very close	21	21	18	19	25	21	21	20	22	20	19	22	22	21	20	19
Fairly close	36	36	39	36	34	34	36	36	30	37	40	35	41	39	30	32
TOTAL CLOSE	57	57	57	55	59	55	57	56	52	57	59	57	63	60	50	51
Not very close	20	23	20	23	15	27	21	19	13	16	22	27	21	21	20	20
Not close at all	10	8	9	13	13	5	10	11	9	10	11	11	8	10	14	11
TOTAL NOT CLOSE	30	31	29	36	28	32	31	30	22	26	33	38	29	31	34	31
Don't know	13	12	14	9	13	12	11	14	26	17	8	5	9	10	16	17

The trade unions

Very close	35	38	34	38	33	29	41	29	24	36	34	44	41	36	30	30
Fairly close	34	32	33	34	34	44	32	36	28	29	38	37	35	36	30	34
TOTAL CLOSE	69	70	67	72	67	73	73	65	52	65	72	81	76	72	60	64
Not very close	12	12	13	14	11	11	11	14	12	11	13	13	12	12	12	14
Not close at all	4	5	5	4	4	3	3	5	4	6	5	2	4	5	5	4
TOTAL NOT CLOSE	16	17	18	18	15	14	14	19	16	17	18	15	16	17	17	18
Don't know	15	14	15	11	19	13	13	16	33	18	10	4	8	12	23	19

			Region					Gender		Age				Social grade			
		Total	London	Rest of South	Midlands / Wales	North	Scotland	Male	Female	18-29	30-39	40-59	60+	AB	C1	C2	DE
Weighted Sample		1872	241	612	398	460	162	911	961	420	290	639	523	518	536	388	407
	Unweighted Sample	1872	271	623	352	432	194	898	974	298	317	728	529	715	513	266	355
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The middle class																	
	Very close	4	4	3	7	4	7	6	3	3	7	5	4	2	5	6	5
	Fairly close	31	30	26	30	36	42	32	31	32	27	34	30	30	31	34	32
	TOTAL CLOSE	35	34	29	37	40	49	38	34	35	34	39	34	32	36	40	37
	Not very close	34	34	36	36	32	27	33	35	25	35	36	38	36	37	30	31
	Not close at all	16	20	19	16	14	11	17	16	11	14	17	22	22	15	14	13
	TOTAL NOT CLOSE	50	54	55	52	46	38	50	51	36	49	53	60	58	52	44	44
	Don't know	14	12	16	11	14	13	13	15	28	17	9	6	9	13	16	18
Women																	
	Very close	8	9	7	10	8	7	10	7	8	9	8	8	10	6	6	9
	Fairly close	37	36	33	37	41	44	45	30	38	34	40	34	38	38	39	33
	TOTAL CLOSE	45	45	40	47	49	51	55	37	46	43	48	42	48	44	45	42
	Not very close	27	27	29	29	22	22	23	30	16	23	27	36	29	28	22	26
	Not close at all	10	10	10	10	9	10	5	14	6	11	10	11	9	11	11	8
	TOTAL NOT CLOSE	37	37	39	39	31	32	28	44	22	34	37	47	38	39	33	34
	Don't know	19	18	21	14	20	17	17	20	32	23	15	10	14	17	21	23
People with families																	
	Very close	13	8	9	16	15	16	12	13	14	13	12	12	13	11	12	15
	Fairly close	41	45	41	38	40	42	43	39	37	39	43	41	42	45	40	34
	TOTAL CLOSE	54	53	50	54	55	58	55	52	51	52	55	53	55	56	52	49
	Not very close	24	25	25	26	21	26	25	23	15	21	27	30	27	24	21	24
	Not close at all	9	9	10	10	8	4	8	10	6	9	9	10	10	8	10	7
	TOTAL NOT CLOSE	33	34	35	36	29	30	33	33	21	30	36	40	37	32	31	31
	Don't know	14	14	15	11	15	13	12	15	27	18	9	7	9	12	17	19
Homeowners																	
	Very close	3	2	3	3	5	4	4	3	3	5	3	3	2	4	4	4
	Fairly close	28	24	24	29	32	40	30	27	32	23	30	26	28	29	26	30
	TOTAL CLOSE	31	26	27	32	37	44	34	30	35	28	33	29	30	33	30	34
	Not very close	36	39	41	41	29	26	37	36	23	36	39	44	39	37	37	32
	Not close at all	15	18	15	15	13	14	14	16	9	11	16	20	19	14	13	13
	TOTAL NOT CLOSE	51	57	56	56	42	40	51	52	32	47	55	64	58	51	50	45
	Don't know	17	16	18	12	20	15	15	18	32	25	11	8	12	15	20	22
Older people																	
	Very close	11	14	7	12	13	8	13	8	13	10	9	11	11	9	11	11
	Fairly close	33	30	31	28	36	44	33	32	34	33	37	26	30	34	37	30
	TOTAL CLOSE	44	44	38	40	49	52	46	40	47	43	46	37	41	43	48	41
	Not very close	26	26	28	31	22	21	27	25	18	25	28	31	32	26	19	26
	Not close at all	16	15	17	16	14	14	13	18	7	9	15	27	17	17	14	13
	TOTAL NOT CLOSE	42	41	45	47	36	35	40	43	25	34	43	58	49	43	33	39
	Don't know	15	15	17	13	16	13	14	16	29	22	11	6	10	13	19	19

		Region					Gender		Age				Social grade				
		Total	London	Rest of South	Midlands / Wales	North	Scotland	Male	Female	18-29	30-39	40-59	60+	AB	C1	C2	DE
Weighted Sample		1872	241	612	398	460	162	911	961	420	290	639	523	518	536	388	407
	Unweighted Sample	1872	271	623	352	432	194	898	974	298	317	728	529	715	513	266	355
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Businessmen and the City																	
	Very close	8	8	7	9	10	6	7	10	9	7	7	9	7	7	9	10
	Fairly close	24	20	22	30	22	32	28	21	22	23	26	26	24	23	28	24
	TOTAL CLOSE	32	28	29	39	32	38	35	31	31	30	33	35	31	30	37	34
	Not very close	32	35	31	33	32	30	33	32	25	32	36	33	35	32	32	30
	Not close at all	20	23	23	16	19	16	20	20	16	20	20	23	24	24	14	14
	TOTAL NOT CLOSE	52	58	54	49	51	46	53	52	41	52	56	56	59	56	46	44
	Don't know	15	14	18	12	17	16	13	17	29	18	11	8	10	14	18	22
Rich people																	
	Very close	9	6	7	12	11	6	8	10	8	7	9	10	7	7	11	11
	Fairly close	19	21	17	22	16	27	20	19	16	16	21	22	17	21	19	21
	TOTAL CLOSE	28	27	24	34	27	33	28	29	24	23	30	32	24	28	30	32
	Not very close	31	30	29	32	33	35	32	31	32	32	34	27	33	31	30	29
	Not close at all	26	29	29	23	25	19	27	24	14	28	27	33	33	29	19	19
	TOTAL NOT CLOSE	57	59	58	55	58	54	59	55	46	60	61	60	66	60	49	48
	Don't know	15	14	17	12	15	14	13	16	30	17	10	7	10	12	20	20
People in the North and in Scotland																	
	Very close	21	28	20	22	18	21	27	16	22	23	21	19	23	21	21	18
	Fairly close	33	31	35	34	34	27	33	34	23	33	39	35	39	35	28	28
	TOTAL CLOSE	54	59	55	56	52	48	60	50	45	56	60	54	62	56	49	46
	Not very close	16	18	13	19	16	22	16	17	15	12	15	22	16	17	14	18
	Not close at all	10	5	8	9	13	16	8	12	6	10	11	12	9	8	12	10
	TOTAL NOT CLOSE	26	23	21	28	29	38	24	29	21	22	26	34	25	25	26	28
	Don't know	20	19	25	15	19	15	17	22	34	22	14	13	12	19	24	25
People in the South																	
	Very close	7	4	4	8	11	7	7	6	7	7	7	6	6	7	7	7
	Fairly close	25	27	19	28	28	31	26	25	24	23	30	23	23	28	24	25
	TOTAL CLOSE	32	31	23	36	39	38	33	31	31	30	37	29	29	35	31	32
	Not very close	32	36	35	30	29	33	34	30	26	31	33	38	39	29	31	29
	Not close at all	15	18	20	14	12	10	15	16	9	14	16	21	19	18	11	13
	TOTAL NOT CLOSE	47	54	55	44	41	43	49	46	35	45	49	59	58	47	42	42
	Don't know	20	16	22	19	20	19	17	23	34	25	14	13	12	18	27	26

	Region					Gender		Age				Social grade				
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And thinking about the Conservative party, we'd like you to say how close they are to the following groups in society?

Immigrants

Very close	4	3	3	6	4	2	4	3	6	2	3	4	2	3	5	5
Fairly close	16	13	16	16	15	17	15	17	11	12	17	19	16	16	14	17
TOTAL CLOSE	20	16	19	22	19	19	19	20	17	14	20	23	18	19	19	22
Not very close	41	41	46	42	37	38	41	42	34	38	43	47	45	41	44	33
Not close at all	22	25	18	20	26	31	25	20	21	27	23	20	26	25	15	22
TOTAL NOT CLOSE	63	66	64	62	63	69	66	62	55	65	66	67	71	66	59	55
Don't know	17	18	17	17	18	13	16	18	29	22	13	10	11	15	22	22

Benefit claimants

Very close	2	2	2	1	1	0	1	2	3	2	1	2	1	1	2	2
Fairly close	10	14	10	8	8	7	9	10	9	5	11	11	10	11	13	5
TOTAL CLOSE	12	16	12	9	9	7	10	12	12	7	12	13	11	12	15	7
Not very close	38	36	43	42	34	29	37	40	32	38	38	45	42	37	34	39
Not close at all	36	32	29	38	42	51	41	32	29	37	40	37	38	38	32	36
TOTAL NOT CLOSE	74	68	72	80	76	80	78	72	61	75	78	82	80	75	66	75
Don't know	14	16	16	11	15	13	13	16	28	18	11	6	9	13	19	18

The working class

Very close	2	2	2	2	1	2	2	2	4	2	0	2	1	2	3	1
Fairly close	17	19	19	16	14	13	15	18	12	15	16	21	20	15	17	14
TOTAL CLOSE	19	21	21	18	15	15	17	20	16	17	16	23	21	17	20	15
Not very close	37	40	38	42	30	29	36	37	24	37	40	43	41	39	31	33
Not close at all	31	23	25	30	40	45	35	28	31	30	34	29	31	32	31	32
TOTAL NOT CLOSE	68	63	63	72	70	74	71	65	55	67	74	72	72	71	62	65
Don't know	14	17	15	9	14	12	12	15	29	16	9	6	8	12	17	20

The trade unions

Very close	1	1	1	2	1	0	1	1	3	1	0	0	1	1	2	1
Fairly close	8	7	9	9	5	6	5	10	14	4	5	7	6	7	10	8
TOTAL CLOSE	9	8	10	11	6	6	6	11	17	5	5	7	7	8	12	9
Not very close	34	31	35	36	33	38	29	39	21	34	37	42	38	36	31	31
Not close at all	41	43	38	42	42	44	51	31	28	39	47	45	47	42	34	38
TOTAL NOT CLOSE	75	74	73	78	75	82	80	70	49	73	84	87	85	78	65	69
Don't know	16	18	16	12	20	12	13	19	34	21	11	5	9	14	23	21

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The middle class																	
	Very close	15	17	12	14	17	24	16	15	16	18	15	15	14	15	15	17
	Fairly close	53	47	57	55	52	41	54	51	42	44	56	62	61	53	52	44
	TOTAL CLOSE	68	64	69	69	69	65	70	66	58	62	71	77	75	68	67	61
	Not very close	14	15	12	18	12	17	14	14	10	16	15	15	13	16	12	16
	Not close at all	4	6	4	3	4	6	4	4	4	7	4	3	5	3	3	6
	TOTAL NOT CLOSE	18	21	16	21	16	23	18	18	14	23	19	18	18	19	15	22
	Don't know	14	16	14	10	15	12	12	15	28	15	10	5	8	13	18	18
Women																	
	Very close	2	2	3	3	1	1	3	2	3	2	2	2	2	3	2	2
	Fairly close	37	44	40	34	34	29	40	34	28	33	37	46	41	36	38	31
	TOTAL CLOSE	39	46	43	37	35	30	43	36	31	35	39	48	43	39	40	33
	Not very close	32	25	30	39	28	39	32	31	23	32	34	36	33	33	26	32
	Not close at all	11	10	7	10	15	16	9	12	12	11	12	7	9	11	11	13
	TOTAL NOT CLOSE	43	35	37	49	43	55	41	43	35	43	46	43	42	44	37	45
	Don't know	19	19	21	14	21	15	16	21	35	23	15	8	14	17	23	22
People with families																	
	Very close	5	8	5	5	4	4	6	5	7	6	4	5	7	5	5	4
	Fairly close	37	41	44	33	31	30	36	38	25	33	38	47	43	39	35	29
	TOTAL CLOSE	42	49	49	38	35	34	42	43	32	39	42	52	50	44	40	33
	Not very close	30	23	27	35	32	34	31	29	27	30	33	29	28	30	33	30
	Not close at all	14	10	9	17	17	20	15	13	11	12	16	14	13	14	11	17
	TOTAL NOT CLOSE	44	33	36	52	49	54	46	42	38	42	49	43	41	44	44	47
	Don't know	14	18	15	10	15	12	12	15	29	19	9	5	9	13	17	20
Homeowners																	
	Very close	12	17	9	12	11	13	12	12	12	16	10	12	11	11	13	13
	Fairly close	45	43	51	44	41	43	48	43	31	35	51	57	53	46	41	39
	TOTAL CLOSE	57	60	60	56	52	56	60	55	43	51	61	69	64	57	54	52
	Not very close	21	14	19	27	23	20	20	22	18	22	24	19	22	20	21	22
	Not close at all	7	9	5	8	9	9	8	6	7	7	7	7	6	9	7	6
	TOTAL NOT CLOSE	28	23	24	35	32	29	28	28	25	29	31	26	28	29	28	28
	Don't know	14	17	16	10	15	14	13	16	31	20	8	5	8	14	17	19
Older people																	
	Very close	4	6	5	2	3	2	5	3	6	5	3	3	4	4	3	3
	Fairly close	29	32	34	28	23	29	30	29	23	36	29	31	36	34	24	22
	TOTAL CLOSE	33	38	39	30	26	31	35	32	29	41	32	34	40	38	27	25
	Not very close	34	31	33	40	32	30	34	33	27	28	37	39	34	33	36	33
	Not close at all	18	15	13	20	23	26	18	18	12	13	21	22	16	16	18	24
	TOTAL NOT CLOSE	52	46	46	60	55	56	52	51	39	41	58	61	50	49	54	57
	Don't know	15	17	16	10	18	12	12	17	31	18	10	5	10	13	18	19

			Region					Gender		Age				Social grade			
		Total	London	Rest of South	Midlands / Wales	North	Scotland	Male	Female	18-29	30-39	40-59	60+	AB	C1	C2	DE
Weighted Sample		1872	241	612	398	460	162	911	961	420	290	639	523	518	536	388	407
	Unweighted Sample	1872	271	623	352	432	194	898	974	298	317	728	529	715	513	266	355
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Businessmen and the City																	
	Very close	46	45	43	46	49	53	53	40	36	41	51	51	46	47	46	45
	Fairly close	34	30	37	35	31	30	30	37	26	33	35	39	38	36	29	30
	TOTAL CLOSE	80	75	80	81	80	83	83	77	62	74	86	90	84	83	75	75
	Not very close	5	7	5	7	4	3	5	5	7	7	4	4	6	5	7	2
	Not close at all	2	2	1	1	2	3	1	2	3	3	1	1	1	1	2	2
	TOTAL NOT CLOSE	7	9	6	8	6	6	6	7	10	10	5	5	7	6	9	4
	Don't know	13	16	14	10	14	11	11	16	28	17	9	4	8	11	16	20
Rich people																	
	Very close	54	52	50	57	56	61	62	47	50	50	57	56	51	58	56	52
	Fairly close	29	30	31	30	28	22	25	33	20	31	29	36	36	29	24	25
	TOTAL CLOSE	83	82	81	87	84	83	87	80	70	81	86	92	87	87	80	77
	Not very close	4	3	4	5	3	4	3	5	2	4	5	4	5	3	4	3
	Not close at all	1	2	1	0	1	2	1	2	3	1	1	0	2	1	1	1
	TOTAL NOT CLOSE	5	5	5	5	4	6	4	7	5	5	6	4	7	4	5	4
	Don't know	12	12	14	8	13	11	10	14	26	15	8	5	7	10	15	18
People in the North and in Scotland																	
	Very close	1	1	2	1	0	0	1	1	2	1	1	0	1	1	2	1
	Fairly close	12	12	13	16	12	3	11	14	11	11	12	15	16	13	12	7
	TOTAL CLOSE	13	13	15	17	12	3	12	15	13	12	13	15	17	14	14	8
	Not very close	42	46	44	43	39	33	43	41	35	42	43	46	44	44	40	40
	Not close at all	26	19	19	25	30	52	29	23	19	24	30	27	28	24	22	29
	TOTAL NOT CLOSE	68	65	63	68	69	85	72	64	54	66	73	73	72	68	62	69
	Don't know	19	22	22	16	18	12	15	22	32	22	14	12	12	18	24	23
People in the South																	
	Very close	28	19	16	31	39	49	34	23	29	30	29	26	30	26	28	29
	Fairly close	44	44	52	47	37	30	43	45	30	33	49	57	49	49	42	35
	TOTAL CLOSE	72	63	68	78	76	79	77	68	59	63	78	83	79	75	70	64
	Not very close	8	14	10	8	5	3	8	8	7	11	9	8	10	7	5	10
	Not close at all	3	5	3	1	1	4	1	4	4	4	3	1	2	2	2	4
	TOTAL NOT CLOSE	11	19	13	9	6	7	9	12	11	15	12	9	12	9	7	14
	Don't know	16	18	19	12	17	14	13	19	31	22	11	9	9	15	23	22

	Region					Gender		Age				Social grade				
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Male	Female	18-29	30-39	40-59	60+	AB	C1	C2	DE
Weighted Sample	1872	241	612	398	460	162	911	961	420	290	639	523	518	536	388	407
Unweighted Sample	1872	271	623	352	432	194	898	974	298	317	728	529	715	513	266	355
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the main political parties do you trust the most to...

Run the economy

Conservatives	38	39	44	44	29	24	39	37	30	38	35	48	46	37	35	29
Labour	23	24	16	21	30	38	27	20	24	22	25	23	25	23	23	24
Liberal Democrats	6	4	7	4	6	7	6	5	8	6	5	5	4	10	4	5
None of them	22	22	23	21	24	16	19	25	19	20	28	19	20	19	25	26
Don't know	11	11	11	10	10	14	8	13	20	13	8	6	5	11	12	16

Reduce the spending deficit

Conservatives	46	49	51	51	42	28	51	42	42	48	42	54	54	46	48	35
Labour	19	18	12	19	23	32	20	17	16	16	20	20	18	17	18	22
Liberal Democrats	6	7	7	3	4	11	6	6	6	4	5	7	3	8	5	6
None of them	19	16	21	19	19	14	15	23	16	19	25	14	19	18	18	22
Don't know	10	9	10	9	12	15	8	12	21	12	8	5	5	12	11	14

Cut spending in a way that is fair to all

Conservatives	24	24	27	28	19	13	23	25	17	24	22	31	29	22	24	18
Labour	24	25	16	24	28	36	27	21	24	24	26	21	25	21	25	25
Liberal Democrats	13	15	14	9	13	16	14	11	16	15	11	12	13	17	8	10
None of them	29	25	31	31	30	21	27	32	24	26	35	30	27	29	31	32
Don't know	10	11	11	7	10	14	9	11	20	11	7	6	5	11	12	15

Get good value for money from taxpayers money

Conservatives	27	31	31	31	22	15	30	25	21	31	26	33	37	26	24	20
Labour	18	17	12	16	23	31	19	17	17	18	19	17	17	17	18	19
Liberal Democrats	8	11	9	5	8	12	10	7	10	12	6	8	8	13	5	7
None of them	33	30	36	32	35	24	31	35	28	28	39	33	29	31	37	37
Don't know	13	12	12	16	12	18	11	16	24	12	11	9	8	13	15	18

Achieve greater equality and social mobility

Labour	23	27	16	23	29	33	27	20	26	23	25	20	24	24	22	24
Conservatives	20	25	22	22	17	10	18	22	16	20	18	26	23	20	19	17
Liberal Democrats	13	12	15	8	14	18	15	11	14	15	11	13	15	14	13	9
None of them	29	24	32	34	27	22	27	31	20	28	35	31	27	27	30	34
Don't know	14	12	15	14	14	18	13	16	23	14	11	11	10	15	16	17

	Region					Gender		Age				Social grade				
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Male	Female	18-29	30-39	40-59	60+	AB	C1	C2	DE
Weighted Sample	1872	241	612	398	460	162	911	961	420	290	639	523	518	536	388	407
Unweighted Sample	1872	271	623	352	432	194	898	974	298	317	728	529	715	513	266	355
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the increasing public spending under the last Labour government, which of the following best reflects your view?

Increased public spending improved services without much waste	10	7	7	10	13	12	11	9	9	8	11	10	9	7	10	13
Increased public spending improved services a bit, but a lot of it was wasted	37	43	35	38	34	38	43	31	37	39	36	36	38	43	34	29
Increased public spending did not improve services much and was mostly wasted	40	37	47	42	36	28	38	43	31	39	41	48	44	41	38	37
None of these	3	4	2	2	5	5	2	4	5	5	4	1	3	3	4	4
Don't know	10	10	8	8	11	18	6	13	18	9	8	5	6	6	13	17

	Region					Gender		Age				Social grade				
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Male	Female	18-29	30-39	40-59	60+	AB	C1	C2	DE
Weighted Sample	1872	241	612	398	460	162	911	961	420	290	639	523	518	536	388	407
Unweighted Sample	1872	271	623	352	432	194	898	974	298	317	728	529	715	513	266	355
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Moving on,
Which of the following applies to you? Please tick all
that apply

I have children under the age of 18

Yes	23	22	24	21	25	22	25	21	20	41	34	2	22	22	26	24
No	77	78	76	79	75	78	75	79	80	59	66	98	78	78	74	76

I have grandchildren under the age of 18

Yes	26	21	29	26	24	31	23	29	1	0	23	64	26	22	33	27
No	74	79	71	74	76	69	77	71	99	100	77	36	74	78	67	73

Neither

Yes	52	58	49	53	52	48	53	51	79	59	46	34	54	58	42	50
No	48	42	51	47	48	52	47	49	21	41	54	66	46	42	58	50

Thinking about your own future, how confident are you
that you will...
have a secure home in the future?

Very confident	21	20	24	19	21	18	22	20	12	12	20	35	27	19	20	18
Fairly confident	48	46	46	48	48	53	48	47	42	52	51	46	50	49	54	37
TOTAL CONFIDENT	69	66	70	67	69	71	70	67	54	64	71	81	77	68	74	55
Not very confident	18	23	16	16	19	19	18	18	25	21	17	11	16	19	15	20
Not confident at all	9	7	8	14	8	5	7	10	11	10	9	6	4	9	7	16
TOTAL NOT CONFIDENT	27	30	24	30	27	24	25	28	36	31	26	17	20	28	22	36
Don't know	5	4	6	3	4	5	5	5	11	4	3	2	2	4	5	9

will have enough money to make ends meet?

Very confident	10	8	12	10	10	7	13	7	10	8	7	14	15	8	11	5
Fairly confident	44	50	43	41	44	47	46	42	45	51	41	44	52	46	45	31
TOTAL CONFIDENT	54	58	55	51	54	54	59	49	55	59	48	58	67	54	56	36
Not very confident	30	27	31	29	30	31	27	33	26	28	32	31	25	33	28	33
Not confident at all	12	12	10	18	12	8	11	14	10	10	16	11	7	10	11	23
TOTAL NOT CONFIDENT	42	39	41	47	42	39	38	47	36	38	48	42	32	43	39	56
Don't know	4	3	4	2	5	7	4	4	10	4	3	1	1	2	5	8

have a good standard of living when you retire?

Very confident	7	6	9	6	6	4	9	5	5	3	4	13	10	5	7	4
Fairly confident	30	33	28	29	30	37	32	29	30	24	27	38	36	29	34	21
TOTAL CONFIDENT	37	39	37	35	36	41	41	34	35	27	31	51	46	34	41	25
Not very confident	33	31	35	31	34	31	34	32	26	43	38	27	34	37	32	29
Not confident at all	23	22	21	29	23	22	19	28	23	25	28	18	17	24	20	36
TOTAL NOT CONFIDENT	56	53	56	60	57	53	53	60	49	68	66	45	51	61	52	65
Don't know	6	8	6	4	6	6	6	6	16	5	3	3	4	5	7	10

	Region					Gender		Age				Social grade				
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Male	Female	18-29	30-39	40-59	60+	AB	C1	C2	DE
Weighted Sample	1872	241	612	398	460	162	911	961	420	290	639	523	518	536	388	407
Unweighted Sample	1872	271	623	352	432	194	898	974	298	317	728	529	715	513	266	355
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

will not be made redundant and have difficulty finding work?

Very confident	15	16	16	15	14	15	17	14	7	7	11	31	19	13	15	13
Fairly confident	26	30	28	21	26	25	28	25	30	35	29	14	29	30	28	15
TOTAL CONFIDENT	41	46	44	36	40	40	45	39	37	42	40	45	48	43	43	28
Not very confident	23	22	24	24	24	21	23	24	30	24	29	11	24	23	25	21
Not confident at all	16	17	15	18	15	15	17	14	15	23	19	8	13	18	12	21
TOTAL NOT CONFIDENT	39	39	39	42	39	36	40	38	45	47	48	19	37	41	37	42
Don't know	20	14	18	21	21	24	15	24	18	11	12	35	15	16	20	30

will be able to live somewhere you feel part of the community?

Very confident	12	6	15	12	10	14	11	13	6	5	9	24	16	8	12	12
Fairly confident	45	46	43	42	47	49	47	43	45	42	45	46	47	46	52	35
TOTAL CONFIDENT	57	52	58	54	57	63	58	56	51	47	54	70	63	54	64	47
Not very confident	22	25	22	22	20	19	22	22	22	26	24	15	23	23	17	21
Not confident at all	12	12	10	15	11	10	10	13	11	13	14	8	9	11	8	19
TOTAL NOT CONFIDENT	34	37	32	37	31	29	32	35	33	39	38	23	32	34	25	40
Don't know	10	11	10	9	11	9	11	10	16	13	8	7	6	11	11	13

Thinking about the future for your children and/or grandchildren, how confident are you that they will...

[Only those who have children or grandchildren under the age of 18]

be able to afford to buy a house on their own before they are 30?

Very confident	2	3	1	2	3	1	3	1	7	1	1	2	4	0	1	2
Fairly confident	16	16	14	10	20	25	17	15	23	11	14	17	17	14	21	10
TOTAL CONFIDENT	18	19	15	12	23	26	20	16	30	12	15	19	21	14	22	12
Not very confident	39	38	38	38	40	46	39	39	27	45	40	39	41	43	37	35
Not confident at all	37	42	37	46	33	20	34	39	16	39	40	37	34	38	31	45
TOTAL NOT CONFIDENT	76	80	75	84	73	66	73	78	43	84	80	76	75	81	68	80
Don't know	6	1	11	3	5	8	7	6	27	4	4	4	4	4	10	9

will be able to fulfill their educational potential without large debts?

Very confident	2	1	2	2	3	1	3	1	6	0	1	2	4	1	1	2
Fairly confident	17	16	15	17	19	23	19	16	17	15	18	17	16	19	21	12
TOTAL CONFIDENT	19	17	17	19	22	24	22	17	23	15	19	19	20	20	22	14
Not very confident	40	43	40	37	42	39	40	39	42	35	36	44	42	40	42	34
Not confident at all	35	38	35	40	33	31	32	39	11	46	42	32	36	37	27	43
TOTAL NOT CONFIDENT	75	81	75	77	75	70	72	78	53	81	78	76	78	77	69	77
Don't know	6	3	9	4	3	6	6	5	25	4	3	4	2	4	9	9

find a stable and fulfilling job?

		Region					Gender		Age				Social grade			
		Total	London	Rest of South	Midlands / Wales	North	Scotland	Male	Female	18-29	30-39	40-59	60+	AB	C1	C2
Weighted Sample	1872	241	612	398	460	162	911	961	420	290	639	523	518	536	388	407
	1872	271	623	352	432	194	898	974	298	317	728	529	715	513	266	355
Unweighted Sample	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very confident	4	6	4	3	4	4	5	3	9	2	3	4	6	3	3	4
Fairly confident	31	25	32	32	31	32	33	29	27	37	31	30	38	31	30	21
TOTAL CONFIDENT	35	31	36	35	35	36	38	32	36	39	34	34	44	34	33	25
Not very confident	35	38	34	29	38	39	35	34	29	37	37	34	34	34	38	34
Not confident at all	23	29	20	30	21	18	20	26	8	18	24	29	19	27	18	31
TOTAL NOT CONFIDENT	58	67	54	59	59	57	55	60	37	55	61	63	53	61	56	65
Don't know	7	1	10	7	6	7	7	8	27	6	6	4	4	5	10	10

	Region					Gender		Age				Social grade				
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Male	Female	18-29	30-39	40-59	60+	AB	C1	C2	DE
Weighted Sample	1872	241	612	398	460	162	911	961	420	290	639	523	518	536	388	407
Unweighted Sample	1872	271	623	352	432	194	898	974	298	317	728	529	715	513	266	355
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

be able to find a home and job in their own local area?

Very confident	2	3	3	2	2	1	3	2	10	1	1	2	3	2	2	3
Fairly confident	24	25	21	22	27	32	29	20	31	26	22	24	28	21	31	15
TOTAL CONFIDENT	26	28	24	24	29	33	32	22	41	27	23	26	31	23	33	18
Not very confident	36	30	36	40	37	36	36	37	16	44	42	33	39	38	32	37
Not confident at all	27	37	26	28	24	22	23	30	16	21	27	31	22	30	21	34
TOTAL NOT CONFIDENT	63	67	62	68	61	58	59	67	32	65	69	64	61	68	53	71
Don't know	11	5	14	9	10	9	10	11	27	8	8	10	8	9	15	10

will be secure financially?

Very confident	2	3	2	2	2	1	3	1	5	1	1	2	4	1	1	1
Fairly confident	26	25	27	23	26	29	28	24	34	32	23	25	29	26	26	22
TOTAL CONFIDENT	28	28	29	25	28	30	31	25	39	33	24	27	33	27	27	23
Not very confident	39	40	37	37	40	41	39	38	29	45	44	34	37	41	43	35
Not confident at all	25	31	22	30	25	19	22	28	5	19	26	32	23	27	18	33
TOTAL NOT CONFIDENT	64	71	59	67	65	60	61	66	34	64	70	66	60	68	61	68
Don't know	8	2	11	7	6	10	8	9	27	4	6	7	6	5	12	9

will be able to live somewhere they feel part of the community?

Very confident	3	4	3	3	2	4	4	2	3	1	2	5	6	2	3	1
Fairly confident	38	35	38	35	42	36	40	35	30	39	41	36	41	37	46	25
TOTAL CONFIDENT	41	39	41	38	44	40	44	37	33	40	43	41	47	39	49	26
Not very confident	28	29	30	25	27	31	28	29	27	35	29	26	29	27	28	30
Not confident at all	18	27	14	23	18	14	17	20	9	17	18	21	16	22	10	27
TOTAL NOT CONFIDENT	46	56	44	48	45	45	45	49	36	52	47	47	45	49	38	57
Don't know	12	6	14	14	11	14	11	14	32	8	10	11	8	12	13	17

	Region					Gender		Age				Social grade				
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Male	Female	18-29	30-39	40-59	60+	AB	C1	C2	DE
Weighted Sample	1872	241	612	398	460	162	911	961	420	290	639	523	518	536	388	407
Unweighted Sample	1872	271	623	352	432	194	898	974	298	317	728	529	715	513	266	355
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you expect your children/grandchildren to be better or worse off than you are today when they reach your age?

[Only those who have children or grandchildren under the age of 18]

My children/grandchildren will be better off than me	27	29	25	24	34	26	27	28	28	24	28	28	24	25	35	26
My children/grandchildren will be worse off than me	39	45	36	48	35	35	40	39	34	31	39	43	46	43	31	36
My children/grandchildren will be about the same as me financially	21	19	23	20	19	28	22	21	8	32	22	20	23	20	21	20
Don't know	12	7	17	9	12	12	12	13	30	13	11	9	7	12	13	18