

## YouGov / Sunday Times Survey Results

Sample Size: 1640 GB Adults  
Fieldwork: 24th - 25th May 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1640</b>	383	533	105	502	405	389	797	843	198	418	561	462	935	705	210	533	351	403	143
<b>Unweighted Sample</b>	<b>1640</b>	409	502	113	526	386	402	808	832	55	427	675	483	1119	521	247	555	324	371	143
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	<b>31</b>	100	0	0	77	2	11	31	31	14	29	33	36	35	25	37	39	33	20	19
Lab	<b>43</b>	0	100	0	7	92	43	42	44	55	44	44	37	40	48	45	34	45	56	31
Lib Dem	<b>8</b>	0	0	100	3	0	28	9	8	8	12	8	6	10	6	7	11	6	11	3
Other	<b>17</b>	0	0	0	14	6	19	18	16	23	14	15	21	15	21	11	16	15	13	47

### Other Parties Voting Intention

UKIP	<b>8</b>	0	0	0	12	2	4	8	8	7	6	7	12	6	11	7	10	7	9	3
SNP / PCY	<b>4</b>	0	0	0	0	3	3	6	3	10	4	4	4	5	4	0	0	3	0	39
Green	<b>3</b>	0	0	0	0	1	10	3	3	6	3	3	3	3	3	3	4	3	3	3
BNP	<b>1</b>	0	0	0	1	1	1	1	1	0	1	2	1	0	2	0	2	1	1	1
Respect	<b>0</b>	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	1
Other	<b>0</b>	0	0	0	0	0	1	0	0	0	0	0	1	0	1	0	1	1	0	0

### Non Voters

Would Not Vote	<b>7</b>	0	0	0	4	4	6	7	8	12	8	8	4	7	8	4	7	7	10	6
Don't know	<b>17</b>	0	0	0	14	9	21	15	19	27	16	16	15	16	19	15	22	19	13	11

### Do you approve or disapprove of the Government's record to date?

	May 23-24	May 24-25																			
Approve	24	<b>24</b>	77	2	37	54	4	18	26	23	13	28	24	26	29	19	28	30	24	18	17
Disapprove	62	<b>62</b>	10	94	51	31	91	71	62	62	62	57	64	65	58	68	61	51	64	73	70
Don't know	14	<b>14</b>	13	5	12	14	5	12	12	15	25	15	12	9	14	13	11	19	12	9	12

Fieldwork: 24th - 25th May 2012

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1640</b>	<b>383</b>	<b>533</b>	<b>105</b>	<b>502</b>	<b>405</b>	<b>389</b>	<b>797</b>	<b>843</b>	<b>198</b>	<b>418</b>	<b>561</b>	<b>462</b>	<b>935</b>	<b>705</b>	<b>210</b>	<b>533</b>	<b>351</b>	<b>403</b>	<b>143</b>	
Unweighted Sample	1640	409	502	113	526	386	402	808	832	55	427	675	483	1119	521	247	555	324	371	143	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	May 17-18	May 24-25																			
<b>Do you think that David Cameron is doing well or badly as Prime Minister?</b>																					
Very well	4	4	14	0	1	9	1	2	3	4	4	4	2	4	5	2	3	3	4	3	4
Fairly well	29	30	74	5	47	56	9	24	30	29	23	30	32	30	34	23	32	39	24	21	26
<b>TOTAL WELL</b>	<b>33</b>	<b>34</b>	<b>88</b>	<b>5</b>	<b>48</b>	<b>65</b>	<b>10</b>	<b>26</b>	<b>33</b>	<b>33</b>	<b>27</b>	<b>34</b>	<b>34</b>	<b>34</b>	<b>39</b>	<b>25</b>	<b>35</b>	<b>42</b>	<b>28</b>	<b>24</b>	<b>30</b>
Fairly badly	34	31	10	38	38	23	32	35	31	31	30	32	30	33	31	32	35	29	32	31	38
Very badly	29	29	1	54	9	8	56	34	30	29	26	26	32	31	24	36	26	20	33	39	31
<b>TOTAL BADLY</b>	<b>63</b>	<b>60</b>	<b>11</b>	<b>92</b>	<b>47</b>	<b>31</b>	<b>88</b>	<b>69</b>	<b>61</b>	<b>60</b>	<b>56</b>	<b>58</b>	<b>62</b>	<b>64</b>	<b>55</b>	<b>68</b>	<b>61</b>	<b>49</b>	<b>65</b>	<b>70</b>	<b>69</b>
Don't know	5	6	2	3	4	4	2	6	6	6	17	8	4	3	6	7	4	9	7	6	2
<b>Do you think Ed Miliband is doing well or badly as leader of the Labour party?</b>																					
Very well	3	4	1	11	0	1	10	3	5	3	5	3	4	5	2	6	4	3	5	5	2
Fairly well	27	29	13	59	24	14	53	32	30	27	31	26	29	31	28	30	27	26	30	33	27
<b>TOTAL WELL</b>	<b>30</b>	<b>33</b>	<b>14</b>	<b>70</b>	<b>24</b>	<b>15</b>	<b>63</b>	<b>35</b>	<b>35</b>	<b>30</b>	<b>36</b>	<b>29</b>	<b>33</b>	<b>36</b>	<b>30</b>	<b>36</b>	<b>31</b>	<b>29</b>	<b>35</b>	<b>38</b>	<b>29</b>
Fairly badly	35	34	45	23	47	42	23	36	34	35	25	37	35	34	37	30	37	36	31	33	36
Very badly	22	22	35	3	19	36	8	19	24	19	15	21	22	24	23	20	21	24	20	19	21
<b>TOTAL BADLY</b>	<b>57</b>	<b>56</b>	<b>80</b>	<b>26</b>	<b>66</b>	<b>78</b>	<b>31</b>	<b>55</b>	<b>58</b>	<b>54</b>	<b>40</b>	<b>58</b>	<b>57</b>	<b>58</b>	<b>60</b>	<b>50</b>	<b>58</b>	<b>60</b>	<b>51</b>	<b>52</b>	<b>57</b>
Don't know	13	12	6	4	10	7	6	9	7	16	25	13	10	6	10	14	11	11	14	10	14
<b>Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?</b>																					
Very well	1	1	3	0	9	2	0	3	2	1	1	2	1	1	1	1	0	2	1	2	0
Fairly well	16	17	35	4	51	29	5	18	16	17	13	16	18	17	19	14	15	20	19	13	9
<b>TOTAL WELL</b>	<b>17</b>	<b>18</b>	<b>38</b>	<b>4</b>	<b>60</b>	<b>31</b>	<b>5</b>	<b>21</b>	<b>18</b>	<b>18</b>	<b>14</b>	<b>18</b>	<b>19</b>	<b>18</b>	<b>20</b>	<b>15</b>	<b>15</b>	<b>22</b>	<b>20</b>	<b>15</b>	<b>9</b>
Fairly badly	31	32	36	33	32	32	29	38	32	31	23	32	33	33	34	28	30	31	32	34	28
Very badly	42	41	18	62	4	29	63	37	44	39	42	38	40	46	38	46	41	36	39	47	53
<b>TOTAL BADLY</b>	<b>73</b>	<b>73</b>	<b>54</b>	<b>95</b>	<b>36</b>	<b>61</b>	<b>92</b>	<b>75</b>	<b>76</b>	<b>70</b>	<b>65</b>	<b>70</b>	<b>73</b>	<b>79</b>	<b>72</b>	<b>74</b>	<b>71</b>	<b>67</b>	<b>71</b>	<b>81</b>	<b>81</b>
Don't know	10	9	9	1	4	8	3	4	6	12	20	11	7	4	7	11	13	11	9	4	10
<b>Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?</b>																					
Very well	1	2	6	0	3	4	0	2	2	1	0	3	2	1	2	1	2	2	2	1	1
Fairly well	24	25	57	6	58	45	7	26	26	24	16	24	28	27	30	19	26	29	26	21	20
<b>TOTAL WELL</b>	<b>25</b>	<b>27</b>	<b>63</b>	<b>6</b>	<b>61</b>	<b>49</b>	<b>7</b>	<b>28</b>	<b>28</b>	<b>25</b>	<b>16</b>	<b>27</b>	<b>30</b>	<b>28</b>	<b>32</b>	<b>20</b>	<b>28</b>	<b>31</b>	<b>28</b>	<b>22</b>	<b>21</b>
Fairly badly	39	36	26	41	30	31	36	42	35	36	48	38	30	35	39	32	40	36	31	37	34
Very badly	28	30	5	51	5	15	52	25	30	30	23	28	32	33	24	39	26	23	33	36	38
<b>TOTAL BADLY</b>	<b>67</b>	<b>66</b>	<b>31</b>	<b>92</b>	<b>35</b>	<b>46</b>	<b>88</b>	<b>67</b>	<b>65</b>	<b>66</b>	<b>71</b>	<b>66</b>	<b>62</b>	<b>68</b>	<b>63</b>	<b>71</b>	<b>66</b>	<b>59</b>	<b>64</b>	<b>73</b>	<b>72</b>
Don't know	7	7	6	2	4	5	5	4	6	8	13	8	8	3	5	10	5	10	7	5	8

Fieldwork: 24th - 25th May 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1640</b>	<b>383</b>	<b>533</b>	<b>105</b>	<b>502</b>	<b>405</b>	<b>389</b>	<b>797</b>	<b>843</b>	<b>198</b>	<b>418</b>	<b>561</b>	<b>462</b>	<b>935</b>	<b>705</b>	<b>210</b>	<b>533</b>	<b>351</b>	<b>403</b>	<b>143</b>	
<b>Unweighted Sample</b>	<b>1640</b>	<b>409</b>	<b>502</b>	<b>113</b>	<b>526</b>	<b>386</b>	<b>402</b>	<b>808</b>	<b>832</b>	<b>55</b>	<b>427</b>	<b>675</b>	<b>483</b>	<b>1119</b>	<b>521</b>	<b>247</b>	<b>555</b>	<b>324</b>	<b>371</b>	<b>143</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Do you think this coalition government is good or bad for people like you?**

Very good	1	2	7	0	6	5	0	1	3	2	1	4	2	2	3	2	2	3	1	2	2
Fairly good	15	15	38	2	40	27	2	17	15	14	9	15	14	17	18	10	18	14	10	9	
<b>TOTAL GOOD</b>	<b>16</b>	<b>17</b>	<b>45</b>	<b>2</b>	<b>46</b>	<b>32</b>	<b>2</b>	<b>18</b>	<b>18</b>	<b>16</b>	<b>10</b>	<b>19</b>	<b>16</b>	<b>19</b>	<b>21</b>	<b>12</b>	<b>20</b>	<b>21</b>	<b>15</b>	<b>12</b>	<b>11</b>
Fairly bad	26	27	18	30	25	21	30	29	27	27	31	29	24	27	29	24	31	26	26	28	27
Very bad	33	32	7	58	9	17	58	32	34	31	29	28	34	36	28	38	29	24	35	40	40
<b>TOTAL BAD</b>	<b>59</b>	<b>59</b>	<b>25</b>	<b>88</b>	<b>34</b>	<b>38</b>	<b>88</b>	<b>61</b>	<b>61</b>	<b>58</b>	<b>60</b>	<b>57</b>	<b>58</b>	<b>63</b>	<b>57</b>	<b>62</b>	<b>60</b>	<b>50</b>	<b>61</b>	<b>68</b>	<b>67</b>
Won't make much difference either way	20	20	24	9	19	26	9	20	18	22	19	21	22	17	19	22	17	22	20	18	20
Don't know	5	4	5	1	1	3	1	1	3	5	10	5	3	2	3	6	3	6	3	2	2

**Do you think the coalition government is managing the economy well or badly?**

Very well	3	3	10	0	1	7	0	1	3	2	0	4	2	2	3	2	3	2	2	2	4
Fairly well	26	26	69	4	41	52	7	22	29	23	22	26	27	27	32	18	27	32	27	19	20
<b>TOTAL WELL</b>	<b>29</b>	<b>29</b>	<b>79</b>	<b>4</b>	<b>42</b>	<b>59</b>	<b>7</b>	<b>23</b>	<b>32</b>	<b>25</b>	<b>22</b>	<b>30</b>	<b>29</b>	<b>29</b>	<b>35</b>	<b>20</b>	<b>30</b>	<b>34</b>	<b>29</b>	<b>21</b>	<b>24</b>
Fairly badly	32	31	12	35	38	23	29	39	31	32	35	35	28	30	32	31	34	30	29	32	33
Very badly	29	33	2	58	11	12	60	32	31	34	26	27	36	36	26	41	29	23	36	42	38
<b>TOTAL BADLY</b>	<b>61</b>	<b>64</b>	<b>14</b>	<b>93</b>	<b>49</b>	<b>35</b>	<b>89</b>	<b>71</b>	<b>62</b>	<b>66</b>	<b>61</b>	<b>62</b>	<b>64</b>	<b>66</b>	<b>58</b>	<b>72</b>	<b>63</b>	<b>53</b>	<b>65</b>	<b>74</b>	<b>71</b>
Don't know	9	8	7	2	9	7	3	7	6	9	17	8	7	4	7	8	7	12	6	5	5

**In your opinion how good or bad is the state of Britain's economy at the moment?**

Very good	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0
Quite good	4	3	9	1	5	7	0	1	4	3	6	5	3	2	4	2	3	5	4	2	0
<b>TOTAL GOOD</b>	<b>4</b>	<b>3</b>	<b>10</b>	<b>1</b>	<b>5</b>	<b>8</b>	<b>0</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>0</b>
Neither good nor bad	16	15	29	7	23	21	9	13	16	14	9	17	15	14	16	12	15	16	14	12	21
Quite bad	48	46	51	46	51	50	42	53	48	44	49	46	43	50	51	40	51	49	42	44	45
Very bad	30	33	10	46	19	20	48	33	29	37	24	29	38	34	26	42	30	25	38	41	34
<b>TOTAL BAD</b>	<b>78</b>	<b>79</b>	<b>61</b>	<b>92</b>	<b>70</b>	<b>70</b>	<b>90</b>	<b>86</b>	<b>77</b>	<b>81</b>	<b>73</b>	<b>75</b>	<b>81</b>	<b>84</b>	<b>77</b>	<b>82</b>	<b>81</b>	<b>74</b>	<b>80</b>	<b>85</b>	<b>79</b>
Don't know	3	2	1	0	2	1	1	0	3	2	12	2	1	1	1	4	0	4	2	2	1

**How do you think the financial situation of your household will change over the next 12 months?**

Get a lot better	1	1	3	0	2	2	1	1	1	1	0	3	1	1	2	0	1	1	1	2	1
Get a little better	7	8	18	4	8	12	2	7	10	7	8	13	8	4	9	6	11	9	8	5	9
<b>TOTAL BETTER</b>	<b>8</b>	<b>9</b>	<b>21</b>	<b>4</b>	<b>10</b>	<b>14</b>	<b>3</b>	<b>8</b>	<b>11</b>	<b>8</b>	<b>8</b>	<b>16</b>	<b>9</b>	<b>5</b>	<b>11</b>	<b>6</b>	<b>12</b>	<b>10</b>	<b>9</b>	<b>7</b>	<b>10</b>
Stay about the same	31	30	44	23	43	38	22	29	30	29	30	35	28	26	33	25	30	34	28	25	31
Get a little worse	38	36	26	40	33	31	40	41	36	36	35	29	34	45	37	35	37	31	37	39	40
Get a lot worse	18	20	6	29	10	12	32	18	18	22	14	16	25	21	15	27	17	17	21	26	17
<b>TOTAL WORSE</b>	<b>56</b>	<b>56</b>	<b>32</b>	<b>69</b>	<b>43</b>	<b>43</b>	<b>72</b>	<b>59</b>	<b>54</b>	<b>58</b>	<b>49</b>	<b>45</b>	<b>59</b>	<b>66</b>	<b>52</b>	<b>62</b>	<b>54</b>	<b>48</b>	<b>58</b>	<b>65</b>	<b>57</b>
Don't know	4	5	4	4	3	5	2	3	5	5	13	5	4	3	4	7	4	7	5	4	2

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<b>Weighted Sample</b>	<b>1640</b>	<b>383</b>	<b>533</b>	<b>105</b>	<b>502</b>	<b>405</b>	<b>389</b>	<b>797</b>	<b>843</b>	<b>198</b>	<b>418</b>	<b>561</b>	<b>462</b>	<b>935</b>	<b>705</b>	<b>210</b>	<b>533</b>	<b>351</b>	<b>403</b>	<b>143</b>	
Unweighted Sample	1640	409	502	113	526	386	402	808	832	55	427	675	483	1119	521	247	555	324	371	143	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	April 26-27	May 24-25																			
<b>Thinking about David Cameron, do you think he...</b>																					
<b>Is in touch or out of touch?</b>																					
In touch	23	20	64	2	25	44	3	14	19	21	8	23	21	21	24	15	24	24	17	15	19
Out of touch	69	69	22	95	64	43	95	77	71	68	76	63	70	72	67	73	70	60	72	77	74
Don't know	8	11	14	2	11	13	2	9	10	11	16	15	9	7	10	12	6	16	11	8	8
<b>Is strong or weak?</b>																					
Strong	41	39	79	22	46	62	23	40	40	39	31	44	38	39	45	31	39	43	39	37	32
Weak	44	45	12	66	34	27	63	44	47	42	41	40	46	48	39	52	42	39	46	49	54
Don't know	14	16	9	12	20	11	14	16	14	19	27	16	16	13	16	17	19	18	15	14	15
<b>Is likeable or dislikeable?</b>																					
Likeable	42	39	85	16	47	74	16	31	37	42	24	36	40	48	44	33	38	50	35	34	28
Dislikeable	46	47	7	75	32	16	77	53	50	43	52	50	46	43	43	52	48	34	50	54	59
Don't know	12	14	8	9	21	10	7	15	13	15	24	14	14	9	13	15	14	15	15	12	13
<b>Does or does not have a vision to sort out the country?</b>																					
Does have a vision to sort out the country	37	37	80	17	40	63	17	35	36	38	42	38	38	34	42	31	40	44	34	32	34
Does not have a vision to sort out the country	51	51	13	78	45	28	76	56	54	47	39	49	50	59	50	53	52	41	55	56	59
Don't know	12	12	7	5	16	9	6	9	9	14	19	13	12	7	8	16	9	15	10	12	6
<b>Works too hard, doesn't work hard enough, or gets the balance about right?</b>																					
Works too hard	4	4	7	2	5	7	1	2	4	4	1	3	4	5	3	4	3	4	3	4	3
Doesn't work hard enough	33	33	11	52	17	19	53	29	36	31	30	28	34	39	27	41	29	27	35	37	46
Gets the balance about right	39	39	71	24	68	59	21	44	39	39	37	43	40	36	47	29	39	45	37	36	29
Don't know	24	24	11	21	11	15	25	25	22	27	33	26	22	21	23	26	29	23	25	23	22
<b>Thinking about Vince Cable and his role as Secretary of State for Business, do you think he...</b>																					
Is too friendly towards business, and should stand up more to them	14	14	9	22	8	10	18	15	15	13	5	14	15	15	13	15	14	12	11	17	18
Is too hostile towards business, and should do more to help them	25	25	39	21	14	36	25	14	32	19	19	23	25	31	27	24	23	27	28	23	23
Gets the balance about right	25	25	24	27	57	22	23	40	29	20	19	23	24	29	30	18	28	27	23	21	26
Don't know	36	36	28	30	21	32	34	31	24	48	58	39	36	25	30	44	35	34	39	38	33

Fieldwork: 24th - 25th May 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1640</b>	<b>383</b>	<b>533</b>	<b>105</b>	<b>502</b>	<b>405</b>	<b>389</b>	<b>797</b>	<b>843</b>	<b>198</b>	<b>418</b>	<b>561</b>	<b>462</b>	<b>935</b>	<b>705</b>	<b>210</b>	<b>533</b>	<b>351</b>	<b>403</b>	<b>143</b>
<b>Unweighted Sample</b>	<b>1640</b>	<b>409</b>	<b>502</b>	<b>113</b>	<b>526</b>	<b>386</b>	<b>402</b>	<b>808</b>	<b>832</b>	<b>55</b>	<b>427</b>	<b>675</b>	<b>483</b>	<b>1119</b>	<b>521</b>	<b>247</b>	<b>555</b>	<b>324</b>	<b>371</b>	<b>143</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which of the following best reflects your view?**

The government is cutting too much business regulation and leaving workers at risk from poor safety or mistreatment by their employers	<b>33</b>	10	56	28	16	49	41	35	30	21	33	37	33	32	34	34	29	34	35	35
The government is not cutting enough business regulation and should be doing more to free business from red tape so it can grow	<b>34</b>	55	23	35	54	25	23	40	29	28	31	33	42	35	33	32	37	33	32	36
The government is getting the balance about right	<b>11</b>	24	4	18	18	6	12	10	11	4	13	11	11	14	6	14	11	11	8	13
Don't know	<b>23</b>	11	17	19	13	20	25	16	29	47	23	20	15	19	28	21	24	22	25	17

**How competitive do you think the British economy is compared to...**

**Germany**

More competitive	<b>5</b>	7	6	6	7	7	3	6	4	4	7	6	4	5	6	6	5	7	5	2
Less competitive	<b>70</b>	66	73	79	70	68	80	75	64	56	65	70	79	73	65	73	68	74	64	75
About the same	<b>10</b>	13	9	5	11	10	7	9	11	14	11	10	7	10	9	10	11	7	11	10
Don't know	<b>16</b>	14	11	11	13	15	10	10	21	26	17	14	11	12	20	11	16	13	20	13

**The United States**

More competitive	<b>8</b>	8	6	11	9	8	8	10	6	9	10	10	4	9	7	6	10	10	7	5
Less competitive	<b>55</b>	50	65	51	51	61	58	59	51	49	54	55	58	55	54	60	49	57	54	64
About the same	<b>21</b>	27	15	27	25	14	23	20	21	15	18	21	25	23	18	20	24	19	19	18
Don't know	<b>16</b>	15	13	11	14	16	11	11	22	28	18	14	12	13	21	15	18	13	20	13

**Currently mothers are entitled to up to a year's maternity leave (39 weeks of maternity pay, and 13 weeks unpaid), fathers are entitled to 2 weeks of ordinary paternity leave and up to 26 weeks of additional paternity leave if their partner has returned to work without using their full maternity allowance.**

**Which of the following best reflects your view?**

Maternity and paternity leave should be extended and made more generous	<b>20</b>	10	28	25	12	26	21	18	23	41	33	15	6	22	19	26	18	17	21	27
Maternity and paternity leave is too much of a burden on business and should be cut	<b>30</b>	47	19	22	47	18	24	34	26	0	16	34	49	28	32	24	36	30	25	22
The current balance is about right	<b>42</b>	36	47	51	35	48	48	40	43	46	43	41	39	45	38	41	39	42	44	45
Don't know	<b>8</b>	7	6	3	6	8	6	9	8	13	8	10	5	6	12	8	7	10	10	5

Fieldwork: 24th - 25th May 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1640</b>	<b>383</b>	<b>533</b>	<b>105</b>	<b>502</b>	<b>405</b>	<b>389</b>	<b>797</b>	<b>843</b>	<b>198</b>	<b>418</b>	<b>561</b>	<b>462</b>	<b>935</b>	<b>705</b>	<b>210</b>	<b>533</b>	<b>351</b>	<b>403</b>	<b>143</b>
<b>Unweighted Sample</b>	<b>1640</b>	<b>409</b>	<b>502</b>	<b>113</b>	<b>526</b>	<b>386</b>	<b>402</b>	<b>808</b>	<b>832</b>	<b>55</b>	<b>427</b>	<b>675</b>	<b>483</b>	<b>1119</b>	<b>521</b>	<b>247</b>	<b>555</b>	<b>324</b>	<b>371</b>	<b>143</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**From what you know, do you think it is too easy or too difficult for companies to dismiss underperforming employees, or is the present balance about right?**

It is too easy for companies to dismiss employees and they should have more protection	<b>17</b>	6	26	19	8	26	15	17	17	22	14	20	15	13	22	15	14	16	23	21
It is too difficult for companies to dismiss employees and they should be made easier to sack	<b>39</b>	66	23	30	60	22	33	38	39	18	43	38	45	42	34	39	42	40	35	35
The current balance is about right	<b>33</b>	23	40	47	26	39	44	35	31	40	31	33	32	37	28	39	35	33	27	36
Don't know	<b>11</b>	5	10	4	6	12	8	9	12	19	12	10	8	8	15	7	9	11	15	8

**Would you support or oppose allowing small businesses employing fewer than ten people to opt of some business regulations, such as flexible working, flexible parental leave and the need to provide a pension scheme?**

Support allowing small businesses to opt out	<b>49</b>	71	34	45	67	34	47	54	44	35	44	47	62	53	44	45	56	46	43	53
Oppose allowing small businesses to opt out	<b>33</b>	20	50	41	21	48	36	32	34	32	39	34	27	34	31	39	28	32	36	39
Don't know	<b>18</b>	9	16	14	12	19	17	14	22	33	18	19	11	13	25	16	16	22	21	9

**Thinking about legislation ensuring equality in the workplace on grounds of race, gender and disability, do you think legislation has gone too far, not far enough or do you think the current balance is about right?**

Too far	<b>36</b>	53	25	25	54	26	24	40	32	17	32	39	44	35	37	35	36	35	37	33
Not far enough	<b>15</b>	7	25	17	8	23	17	14	17	20	15	14	15	15	17	16	15	15	17	13
The current balance is about right	<b>36</b>	31	39	53	29	37	47	35	36	30	38	38	33	40	30	39	33	35	35	46
Don't know	<b>13</b>	10	11	5	9	13	11	11	15	33	14	10	8	10	17	10	15	15	12	8

**There is currently no limit to the amount of compensation a company can be made to pay out of they are found to have discriminated against an employee on grounds of race or gender. Do you think there should be a limit on the amount of compensation that can be paid in discrimination cases?**

Should be a limit	<b>55</b>	74	45	40	71	45	49	56	54	29	48	59	67	57	53	49	58	56	53	56
Should not be a limit	<b>32</b>	18	44	49	18	42	40	34	30	38	39	28	28	34	30	43	27	31	32	38
Don't know	<b>13</b>	8	11	11	11	13	11	10	16	32	13	13	4	10	17	7	15	14	14	6

Fieldwork: 24th - 25th May 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1640</b>	<b>383</b>	<b>533</b>	<b>105</b>	<b>502</b>	<b>405</b>	<b>389</b>	<b>797</b>	<b>843</b>	<b>198</b>	<b>418</b>	<b>561</b>	<b>462</b>	<b>935</b>	<b>705</b>	<b>210</b>	<b>533</b>	<b>351</b>	<b>403</b>	<b>143</b>
<b>Unweighted Sample</b>	<b>1640</b>	<b>409</b>	<b>502</b>	<b>113</b>	<b>526</b>	<b>386</b>	<b>402</b>	<b>808</b>	<b>832</b>	<b>55</b>	<b>427</b>	<b>675</b>	<b>483</b>	<b>1119</b>	<b>521</b>	<b>247</b>	<b>555</b>	<b>324</b>	<b>371</b>	<b>143</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Who do you think has more influence over business and regulation policies in the coalition government, the Conservatives or Liberal Democrats?**

The Conservatives	<b>59</b>	57	74	66	52	69	65	61	57	59	61	60	55	62	55	59	55	62	58	72
The Liberal Democrats	<b>9</b>	14	5	9	17	4	6	12	6	6	8	7	14	11	7	10	12	7	7	8
Both equally	<b>11</b>	12	10	17	11	10	12	11	10	5	9	11	14	10	11	9	10	10	14	7
Don't know	<b>21</b>	18	12	7	20	16	17	16	26	30	22	21	17	17	26	21	23	21	21	13

**Thinking about how the Queen has carried out her role as monarch and how she compares to past Kings and Queens of Britain, England and Scotland, do you think she has been...**

	Feb 2-3	May 24-25																			
One of Britain's greatest monarchs	50	<b>56</b>	74	53	51	73	49	54	54	58	40	47	61	66	59	53	50	61	57	54	52
A good monarch, but not amongst the greatest	25	<b>20</b>	17	22	34	17	23	24	21	19	16	24	21	19	22	18	24	19	21	20	19
<b>TOTAL GOOD MONARCH</b>	<b>75</b>	<b>76</b>	<b>91</b>	<b>75</b>	<b>85</b>	<b>90</b>	<b>72</b>	<b>78</b>	<b>75</b>	<b>77</b>	<b>56</b>	<b>71</b>	<b>82</b>	<b>85</b>	<b>81</b>	<b>71</b>	<b>74</b>	<b>80</b>	<b>78</b>	<b>74</b>	<b>71</b>
An average monarch	11	<b>10</b>	3	14	9	5	15	11	11	9	10	13	9	10	9	13	11	8	12	12	9
A poor monarch	2	<b>1</b>	0	0	1	0	0	1	1	1	0	1	1	1	0	1	0	1	1	1	1
A terrible monarch	2	<b>2</b>	0	3	0	0	4	1	2	1	9	1	1	1	2	2	1	1	2	3	5
<b>TOTAL BAD MONARCH</b>	<b>4</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>9</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>6</b>
Don't know	10	<b>11</b>	6	8	5	5	9	9	10	11	25	16	8	3	9	14	13	11	7	11	14

**When the time comes, do you think Prince Charles will or will not make a good King?**

Will make a good king	<b>37</b>	45	38	38	41	40	37	38	35	27	38	40	35	38	35	41	34	33	38	45
Will not make a good king	<b>37</b>	33	40	32	35	37	37	38	37	36	34	37	42	37	38	39	36	39	39	32
Not sure	<b>26</b>	22	22	30	24	23	25	23	28	38	28	22	23	24	28	20	29	28	23	24

**Thinking about the future monarch, which of the following would you prefer?**

	April 26-27	May 24-25																			
Prince Charles should succeed as King after Queen Elizabeth II	37	<b>38</b>	51	35	45	45	38	40	38	38	22	38	40	43	41	34	46	38	38	33	42
Prince William should succeed as King after Queen Elizabeth II instead of Prince Charles	44	<b>44</b>	43	44	37	47	42	38	39	48	47	42	45	42	40	48	34	44	43	51	33
Neither - there should be no monarch after Queen Elizabeth II	13	<b>11</b>	4	14	13	4	15	16	14	9	13	10	10	12	13	9	14	10	10	9	21
Don't know	7	<b>7</b>	3	6	5	4	6	6	9	5	18	10	5	3	6	9	6	8	8	7	4

Fieldwork: 24th - 25th May 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1640</b>	<b>383</b>	<b>533</b>	<b>105</b>	<b>502</b>	<b>405</b>	<b>389</b>	<b>797</b>	<b>843</b>	<b>198</b>	<b>418</b>	<b>561</b>	<b>462</b>	<b>935</b>	<b>705</b>	<b>210</b>	<b>533</b>	<b>351</b>	<b>403</b>	<b>143</b>	
Unweighted Sample	1640	409	502	113	526	386	402	808	832	55	427	675	483	1119	521	247	555	324	371	143	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Feb 2-3	May 24-25																			
<b>From what you have read or heard about the plans to celebrate the Queen's Diamond Jubilee, do you think more should be done, less should be done, or are the planned celebrations about right?</b>																					
More should be done	18	10	10	10	14	11	11	9	11	9	9	14	11	5	10	10	10	8	9	10	18
Less should be done	15	20	10	26	12	11	24	23	24	16	25	19	19	20	21	19	18	18	23	20	28
The current plans are about right	46	60	73	57	67	70	53	61	54	64	43	58	60	68	62	57	63	65	57	59	45
Don't know	21	10	7	7	7	8	12	7	11	10	23	9	9	8	8	14	9	10	12	11	9

	Feb 2-3	May 24-25																			
<b>Will you be going to a street party to celebrate the Queen's jubilee?</b>																					
Yes, definitely	7	13	9	6	3	8	7	8	6	8	9	4	6	8	8	4	5	9	5	6	3
Yes, perhaps	13	20	17	11	16	16	8	13	13	13	9	18	14	9	15	10	13	15	12	11	12
<b>TOTAL YES</b>	<b>20</b>	<b>26</b>	<b>17</b>	<b>19</b>	<b>24</b>	<b>15</b>	<b>21</b>	<b>19</b>	<b>21</b>	<b>18</b>	<b>22</b>	<b>20</b>	<b>17</b>	<b>23</b>	<b>14</b>	<b>18</b>	<b>24</b>	<b>17</b>	<b>17</b>	<b>15</b>	
No, probably not	33	33	35	35	33	34	36	35	32	34	24	36	32	35	34	32	30	32	35	34	34
No, definitely not	40	40	34	43	39	34	46	39	41	38	38	36	41	43	38	42	41	35	42	41	49
<b>TOTAL NO</b>	<b>73</b>	<b>69</b>	<b>78</b>	<b>72</b>	<b>68</b>	<b>82</b>	<b>74</b>	<b>73</b>	<b>72</b>	<b>62</b>	<b>72</b>	<b>73</b>	<b>78</b>	<b>72</b>	<b>74</b>	<b>71</b>	<b>67</b>	<b>77</b>	<b>75</b>	<b>83</b>	
Don't know	8	8	5	5	8	8	3	5	8	7	20	7	6	4	5	11	11	9	5	8	2

	Feb 2-3	May 24-25																			
<b>Will you be watching, either in person or on TV, the royal flotilla as it goes down the Thames on Sunday?</b>																					
Yes, definitely	17	35	25	15	12	26	13	16	14	19	16	10	15	25	18	15	18	22	14	14	11
Yes, perhaps	35	52	41	32	40	41	33	34	30	40	31	35	33	38	36	33	37	36	31	35	39
<b>TOTAL YES</b>	<b>52</b>	<b>66</b>	<b>47</b>	<b>52</b>	<b>67</b>	<b>46</b>	<b>50</b>	<b>44</b>	<b>59</b>	<b>47</b>	<b>45</b>	<b>48</b>	<b>63</b>	<b>54</b>	<b>48</b>	<b>55</b>	<b>58</b>	<b>45</b>	<b>49</b>	<b>50</b>	
No, probably not	19	22	16	20	23	15	19	22	24	14	9	24	22	15	19	20	19	17	23	19	17
No, definitely not	22	22	12	27	17	12	30	23	24	20	28	25	22	17	22	22	19	17	22	26	31
<b>TOTAL NO</b>	<b>41</b>	<b>28</b>	<b>47</b>	<b>40</b>	<b>27</b>	<b>49</b>	<b>45</b>	<b>48</b>	<b>34</b>	<b>37</b>	<b>49</b>	<b>44</b>	<b>32</b>	<b>41</b>	<b>42</b>	<b>38</b>	<b>34</b>	<b>45</b>	<b>45</b>	<b>48</b>	
Don't know	7	7	5	6	8	6	5	6	8	6	17	6	7	5	5	11	7	8	10	6	2



Fieldwork: 24th - 25th May 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1640</b>	<b>383</b>	<b>533</b>	<b>105</b>	<b>502</b>	<b>405</b>	<b>389</b>	<b>797</b>	<b>843</b>	<b>198</b>	<b>418</b>	<b>561</b>	<b>462</b>	<b>935</b>	<b>705</b>	<b>210</b>	<b>533</b>	<b>351</b>	<b>403</b>	<b>143</b>	
Unweighted Sample	1640	409	502	113	526	386	402	808	832	55	427	675	483	1119	521	247	555	324	371	143	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the last fifteen years since the death of Princess Diana, who do you think has done the most to improve the image of the Royal Family during that time?

Prince William	45	46	49	39	43	49	47	39	51	32	47	49	44	44	46	48	41	47	47	47
The Queen	17	25	14	17	24	15	16	18	15	10	10	18	24	18	14	18	19	14	15	14
Kate, Duchess of Cambridge	10	6	12	14	9	9	10	9	12	22	11	7	7	11	9	8	11	9	11	13
Prince Harry	7	8	6	6	7	6	7	8	7	3	9	8	7	7	8	6	7	9	8	7
Prince Charles	2	3	1	0	2	1	3	2	1	0	1	2	2	2	1	2	1	2	1	1
Prince Philip	1	1	1	4	1	1	0	1	1	1	2	0	0	1	1	1	2	0	1	0
Camilla, Duchess of Cornwall	1	1	0	1	1	1	1	1	1	0	1	1	1	1	0	2	1	1	0	0
Princess Anne	1	0	1	2	1	1	2	1	1	0	0	0	3	1	1	1	2	1	1	2
Zara Phillips	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
None of them	8	4	11	7	4	14	8	11	5	13	7	8	8	8	9	8	7	9	8	12
Don't know	8	6	4	9	8	5	6	9	6	19	11	5	3	7	9	5	9	8	8	5

How much power do you think Google and Facebook have over the internet, companies and people's lives today?

<b>Google</b>																				
A lot of power	41	41	41	41	41	40	41	42	39	50	46	40	32	40	41	53	37	40	42	34
A fair amount of power	41	38	44	43	40	43	41	38	43	39	42	37	44	45	35	33	41	41	39	53
<b>TOTAL POWER</b>	<b>82</b>	<b>79</b>	<b>85</b>	<b>84</b>	<b>81</b>	<b>83</b>	<b>82</b>	<b>80</b>	<b>82</b>	<b>89</b>	<b>88</b>	<b>77</b>	<b>76</b>	<b>85</b>	<b>76</b>	<b>86</b>	<b>78</b>	<b>81</b>	<b>81</b>	<b>87</b>
Not a lot of power	8	9	8	9	8	8	8	9	6	3	6	10	9	7	9	7	8	10	7	6
No real power at all	4	4	4	5	3	3	5	4	3	0	1	5	5	3	4	3	4	2	5	4
<b>TOTAL NO POWER</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>14</b>	<b>11</b>	<b>11</b>	<b>13</b>	<b>13</b>	<b>9</b>	<b>3</b>	<b>7</b>	<b>15</b>	<b>14</b>	<b>10</b>	<b>13</b>	<b>10</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>10</b>
Don't know	8	8	4	3	8	6	5	7	8	9	5	8	10	5	11	5	10	8	7	4
<b>Facebook</b>																				
A lot of power	37	38	37	31	36	37	33	34	39	37	41	35	34	35	38	40	33	38	41	31
A fair amount of power	41	38	46	42	43	46	42	40	42	38	42	42	40	44	37	36	42	41	40	51
<b>TOTAL POWER</b>	<b>78</b>	<b>76</b>	<b>83</b>	<b>73</b>	<b>79</b>	<b>83</b>	<b>75</b>	<b>74</b>	<b>81</b>	<b>75</b>	<b>83</b>	<b>77</b>	<b>74</b>	<b>79</b>	<b>75</b>	<b>76</b>	<b>75</b>	<b>79</b>	<b>81</b>	<b>82</b>
Not a lot of power	10	12	8	19	9	8	12	12	8	13	9	11	9	10	10	15	10	12	7	8
No real power at all	5	6	4	5	5	4	7	6	4	3	3	5	7	6	4	5	7	2	5	5
<b>TOTAL NO POWER</b>	<b>15</b>	<b>18</b>	<b>12</b>	<b>24</b>	<b>14</b>	<b>12</b>	<b>19</b>	<b>18</b>	<b>12</b>	<b>16</b>	<b>12</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>14</b>	<b>20</b>	<b>17</b>	<b>14</b>	<b>12</b>	<b>13</b>
Don't know	7	7	4	4	6	5	6	7	7	9	5	7	9	5	10	4	9	7	7	5

Fieldwork: 24th - 25th May 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1640</b>	<b>383</b>	<b>533</b>	<b>105</b>	<b>502</b>	<b>405</b>	<b>389</b>	<b>797</b>	<b>843</b>	<b>198</b>	<b>418</b>	<b>561</b>	<b>462</b>	<b>935</b>	<b>705</b>	<b>210</b>	<b>533</b>	<b>351</b>	<b>403</b>	<b>143</b>
<b>Unweighted Sample</b>	<b>1640</b>	<b>409</b>	<b>502</b>	<b>113</b>	<b>526</b>	<b>386</b>	<b>402</b>	<b>808</b>	<b>832</b>	<b>55</b>	<b>427</b>	<b>675</b>	<b>483</b>	<b>1119</b>	<b>521</b>	<b>247</b>	<b>555</b>	<b>324</b>	<b>371</b>	<b>143</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you trust Google and Facebook to look after the personal data they have about people who use their websites?

**Facebook**

Trust a lot	2	3	2	1	3	3	1	3	2	6	3	2	1	3	2	3	3	1	4	0
Trust a fair amount	21	16	26	26	17	25	25	16	27	38	26	20	13	21	22	18	21	19	27	19
<b>TOTAL TRUST</b>	<b>23</b>	<b>19</b>	<b>28</b>	<b>27</b>	<b>20</b>	<b>28</b>	<b>26</b>	<b>19</b>	<b>29</b>	<b>44</b>	<b>29</b>	<b>22</b>	<b>14</b>	<b>24</b>	<b>24</b>	<b>21</b>	<b>24</b>	<b>20</b>	<b>31</b>	<b>19</b>
Do not trust much	37	42	37	37	41	36	39	39	34	36	35	38	37	42	30	42	38	38	29	40
Do not trust at all	31	30	29	31	31	29	30	34	28	10	28	31	43	28	35	30	29	33	32	34
<b>TOTAL DO NOT TRUST</b>	<b>68</b>	<b>72</b>	<b>66</b>	<b>68</b>	<b>72</b>	<b>65</b>	<b>69</b>	<b>73</b>	<b>62</b>	<b>46</b>	<b>63</b>	<b>69</b>	<b>80</b>	<b>70</b>	<b>65</b>	<b>72</b>	<b>67</b>	<b>71</b>	<b>61</b>	<b>74</b>
Don't know	8	10	6	5	8	7	5	8	8	11	8	9	8	6	11	7	10	8	8	7

**Google**

Trust a lot	4	4	4	6	5	5	3	3	5	5	6	5	1	4	5	6	3	3	6	1
Trust a fair amount	31	26	35	36	24	34	35	28	34	42	36	27	27	33	29	30	30	29	36	29
<b>TOTAL TRUST</b>	<b>35</b>	<b>30</b>	<b>39</b>	<b>42</b>	<b>29</b>	<b>39</b>	<b>38</b>	<b>31</b>	<b>39</b>	<b>47</b>	<b>42</b>	<b>32</b>	<b>28</b>	<b>37</b>	<b>34</b>	<b>36</b>	<b>33</b>	<b>32</b>	<b>42</b>	<b>30</b>
Do not trust much	34	39	36	29	39	34	35	35	34	30	33	36	36	38	30	33	37	36	29	35
Do not trust at all	22	22	19	24	24	19	21	25	19	13	17	23	29	20	24	25	20	22	20	28
<b>TOTAL DO NOT TRUST</b>	<b>56</b>	<b>61</b>	<b>55</b>	<b>53</b>	<b>63</b>	<b>53</b>	<b>56</b>	<b>60</b>	<b>53</b>	<b>43</b>	<b>50</b>	<b>59</b>	<b>65</b>	<b>58</b>	<b>54</b>	<b>58</b>	<b>57</b>	<b>58</b>	<b>49</b>	<b>63</b>
Don't know	8	9	7	5	8	8	5	8	9	11	7	9	8	6	12	6	9	10	9	7

Below is a list of stores. In each case please say whether or not you have bought clothes from that store and been disappointed in their quality. Please tick all that apply.

[Excluding those who have not bought clothes from each store]

**Next**

[Sample Number = 1042]

Yes, I have bought clothes that turned out to be poor quality fabric or workmanship	12	14	12	4	12	13	11	12	12	8	15	11	9	13	10	23	10	10	11	9
Yes, I have bought clothes that turned out to be poor value for money	13	13	10	15	14	12	14	14	12	1	19	13	10	14	10	16	14	12	12	9
Yes, I have bought clothes that did not last well	15	13	15	18	13	16	15	14	15	3	21	16	9	15	13	17	15	16	14	9
<b>TOTAL YES</b>	<b>30</b>	<b>32</b>	<b>29</b>	<b>31</b>	<b>30</b>	<b>32</b>	<b>30</b>	<b>31</b>	<b>29</b>	<b>10</b>	<b>37</b>	<b>34</b>	<b>25</b>	<b>33</b>	<b>26</b>	<b>42</b>	<b>29</b>	<b>30</b>	<b>29</b>	<b>22</b>
No, I have never been disappointed in the quality of clothes I've bought from this store	62	61	64	64	63	63	64	56	67	75	56	60	67	61	63	51	62	61	65	72
Don't know	8	7	7	5	7	5	6	13	4	15	7	6	8	6	11	7	9	9	6	6

Fieldwork: 24th - 25th May 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1640</b>	<b>383</b>	<b>533</b>	<b>105</b>	<b>502</b>	<b>405</b>	<b>389</b>	<b>797</b>	<b>843</b>	<b>198</b>	<b>418</b>	<b>561</b>	<b>462</b>	<b>935</b>	<b>705</b>	<b>210</b>	<b>533</b>	<b>351</b>	<b>403</b>	<b>143</b>
<b>Unweighted Sample</b>	<b>1640</b>	<b>409</b>	<b>502</b>	<b>113</b>	<b>526</b>	<b>386</b>	<b>402</b>	<b>808</b>	<b>832</b>	<b>55</b>	<b>427</b>	<b>675</b>	<b>483</b>	<b>1119</b>	<b>521</b>	<b>247</b>	<b>555</b>	<b>324</b>	<b>371</b>	<b>143</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Marks & Spencer**

[Sample Number = 1019]

Yes, I have bought clothes that turned out to be poor quality fabric or workmanship	7	9	7	8	9	6	8	7	7	0	7	8	9	8	6	7	7	8	7	7
Yes, I have bought clothes that turned out to be poor value for money	8	9	6	7	9	8	6	8	7	1	8	8	8	8	7	10	7	7	7	10
Yes, I have bought clothes that did not last well	10	11	10	15	12	10	8	10	11	5	11	10	12	12	9	9	12	10	9	12
<b>TOTAL YES</b>	<b>21</b>	<b>23</b>	<b>20</b>	<b>26</b>	<b>24</b>	<b>22</b>	<b>20</b>	<b>20</b>	<b>22</b>	<b>7</b>	<b>23</b>	<b>22</b>	<b>24</b>	<b>23</b>	<b>19</b>	<b>21</b>	<b>22</b>	<b>24</b>	<b>19</b>	<b>22</b>
No, I have never been disappointed in the quality of clothes I've bought from this store	74	74	75	73	73	74	77	71	76	78	70	74	74	74	73	78	70	72	76	76
Don't know	5	3	5	1	3	4	3	9	2	15	7	4	2	3	8	1	8	4	5	2

**Primark**

[Sample Number = 1019]

Yes, I have bought clothes that turned out to be poor quality fabric or workmanship	30	36	28	35	36	24	32	22	36	37	37	26	23	35	25	44	31	29	27	20
Yes, I have bought clothes that turned out to be poor value for money	13	11	13	20	12	16	15	10	16	10	17	15	8	14	13	16	13	10	16	10
Yes, I have bought clothes that did not last well	37	29	39	38	32	31	47	35	38	40	45	33	31	40	33	36	38	35	37	42
<b>TOTAL YES</b>	<b>62</b>	<b>63</b>	<b>62</b>	<b>66</b>	<b>63</b>	<b>55</b>	<b>68</b>	<b>56</b>	<b>67</b>	<b>59</b>	<b>70</b>	<b>61</b>	<b>56</b>	<b>66</b>	<b>56</b>	<b>69</b>	<b>64</b>	<b>61</b>	<b>61</b>	<b>51</b>
No, I have never been disappointed in the quality of clothes I've bought from this store	32	33	32	31	32	39	29	34	30	33	22	35	40	30	35	27	29	30	36	44
Don't know	6	4	6	3	5	6	3	10	3	8	8	4	4	4	9	4	7	9	3	5

**Tesco**

[Sample Number = 994]

Yes, I have bought clothes that turned out to be poor quality fabric or workmanship	14	15	14	4	20	14	10	10	17	8	19	13	13	14	13	11	15	19	11	9
Yes, I have bought clothes that turned out to be poor value for money	10	7	8	4	11	12	8	11	8	10	11	7	11	10	9	5	11	10	6	19
Yes, I have bought clothes that did not last well	24	19	24	26	24	20	32	23	24	15	31	21	24	25	22	25	26	21	20	30
<b>TOTAL YES</b>	<b>39</b>	<b>39</b>	<b>39</b>	<b>32</b>	<b>43</b>	<b>36</b>	<b>43</b>	<b>38</b>	<b>41</b>	<b>26</b>	<b>49</b>	<b>36</b>	<b>41</b>	<b>44</b>	<b>34</b>	<b>36</b>	<b>42</b>	<b>42</b>	<b>31</b>	<b>48</b>
No, I have never been disappointed in the quality of clothes I've bought from this store	54	56	54	65	51	56	54	52	55	63	45	57	54	51	57	52	50	52	63	51
Don't know	7	5	7	3	6	8	3	10	4	11	6	7	5	5	9	12	8	6	6	1

Fieldwork: 24th - 25th May 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1640</b>	<b>383</b>	<b>533</b>	<b>105</b>	<b>502</b>	<b>405</b>	<b>389</b>	<b>797</b>	<b>843</b>	<b>198</b>	<b>418</b>	<b>561</b>	<b>462</b>	<b>935</b>	<b>705</b>	<b>210</b>	<b>533</b>	<b>351</b>	<b>403</b>	<b>143</b>
Unweighted Sample	1640	409	502	113	526	386	402	808	832	55	427	675	483	1119	521	247	555	324	371	143
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**H&M**

[Sample Number = 599]

Yes, I have bought clothes that turned out to be poor quality fabric or workmanship	14	10	13	23	16	14	16	8	18	15	17	11	10	14	14	14	13	10	19	10
Yes, I have bought clothes that turned out to be poor value for money	11	13	10	26	14	8	9	11	11	7	14	10	14	13	9	12	11	10	13	10
Yes, I have bought clothes that did not last well	22	22	19	30	20	20	26	17	25	23	28	14	19	26	16	21	25	22	14	35
<b>TOTAL YES</b>	<b>38</b>	<b>42</b>	<b>35</b>	<b>49</b>	<b>40</b>	<b>36</b>	<b>37</b>	<b>31</b>	<b>42</b>	<b>36</b>	<b>42</b>	<b>32</b>	<b>41</b>	<b>42</b>	<b>31</b>	<b>33</b>	<b>38</b>	<b>40</b>	<b>37</b>	<b>46</b>
No, I have never been disappointed in the quality of clothes I've bought from this store	50	48	51	45	49	54	57	48	51	50	47	57	45	49	52	56	49	46	52	46
Don't know	12	10	14	6	11	10	6	21	7	14	11	11	14	9	17	11	13	14	11	8

**Sainsbury's**

[Sample Number = 664]

Yes, I have bought clothes that turned out to be poor quality fabric or workmanship	6	10	5	7	9	3	6	6	6	0	8	7	7	7	5	7	6	6	5	11
Yes, I have bought clothes that turned out to be poor value for money	5	6	5	2	5	4	5	6	4	0	4	5	7	6	3	7	4	5	4	3
Yes, I have bought clothes that did not last well	10	9	9	9	13	6	11	10	10	11	11	10	10	9	12	13	13	9	7	8
<b>TOTAL YES</b>	<b>20</b>	<b>23</b>	<b>17</b>	<b>18</b>	<b>25</b>	<b>12</b>	<b>20</b>	<b>22</b>	<b>19</b>	<b>11</b>	<b>20</b>	<b>20</b>	<b>23</b>	<b>21</b>	<b>18</b>	<b>25</b>	<b>22</b>	<b>20</b>	<b>15</b>	<b>19</b>
No, I have never been disappointed in the quality of clothes I've bought from this store	69	69	73	71	66	77	76	56	77	66	69	72	68	69	70	65	65	68	78	72
Don't know	11	8	10	11	9	11	4	22	4	23	11	8	9	10	12	10	13	12	7	9

**Boden**

[Sample Number = 192]

Yes, I have bought clothes that turned out to be poor quality fabric or workmanship	8	9	15	17	7	12	11	8	8	9	9	2	13	8	7	10	11	3	8	0
Yes, I have bought clothes that turned out to be poor value for money	11	10	15	12	13	8	13	10	12	9	12	11	10	12	8	26	7	10	8	6
Yes, I have bought clothes that did not last well	5	3	7	11	6	5	6	6	4	0	7	8	2	8	0	6	6	2	8	0
<b>TOTAL YES</b>	<b>21</b>	<b>22</b>	<b>27</b>	<b>41</b>	<b>25</b>	<b>22</b>	<b>16</b>	<b>21</b>	<b>20</b>	<b>9</b>	<b>25</b>	<b>22</b>	<b>20</b>	<b>23</b>	<b>16</b>	<b>35</b>	<b>20</b>	<b>13</b>	<b>24</b>	<b>6</b>
No, I have never been disappointed in the quality of clothes I've bought from this store	47	57	38	43	48	41	73	38	56	39	42	54	49	52	36	45	44	49	46	68
Don't know	32	21	35	16	27	37	11	41	24	52	33	24	31	25	48	20	36	38	30	26

## YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
<b>Age and Gender</b>		
Male 18 to 24	26	97
Male 25 to 39	210	210
Male 40 to 59	317	282
Male 60 +	255	208
Female 18 to 24	28	97
Female 25 to 39	217	208
Female 40 to 59	359	284
Female 60 +	228	254
<b>Region</b>		
North England	371	403
Midlands	241	269
East England	158	157
London	247	210
South England	397	376
Wales	83	82
Scotland	143	143
<b>Social Grade</b>		
AB	606	459
C1	513	476
C2	244	344
DE	277	361
<b>Newspaper Type</b>		
Express / Mail	345	262
Sun / Star	200	385
Mirror / Record	105	164
Guardian / Independent	94	74
FT / Times / Telegraph	110	156
Other Paper	224	189
No Paper	562	410
<b>Political Party Identification</b>		
Labour	498	533
Conservative	479	467
Liberal Democrat	199	197
SNP/Plaid Cymru	30	28
Others	76	21
None/ DK	358	394

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