

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 | |
| Weighted Sample | 1640 | 383 | 533 | 105 | 502 | 405 | 389 | 797 | 843 | 198 | 418 | 561 | 462 | 935 | 705 | 210 | 533 | 351 | 403 | 143 | |
| 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 | | | | | | | | | | | | | | | | | | | |
| Do you think that David Cameron is doing well or badly as Prime Minister? | | | | | | | | | | | | | | | | | | | | | |
| 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 |
| TOTAL WELL | 33 | 34 | 88 | 5 | 48 | 65 | 10 | 26 | 33 | 33 | 27 | 34 | 34 | 34 | 39 | 25 | 35 | 42 | 28 | 24 | 30 |
| 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 |
| TOTAL BADLY | 63 | 60 | 11 | 92 | 47 | 31 | 88 | 69 | 61 | 60 | 56 | 58 | 62 | 64 | 55 | 68 | 61 | 49 | 65 | 70 | 69 |
| Don't know | 5 | 6 | 2 | 3 | 4 | 4 | 2 | 6 | 6 | 6 | 17 | 8 | 4 | 3 | 6 | 7 | 4 | 9 | 7 | 6 | 2 |
| Do you think Ed Miliband is doing well or badly as leader of the Labour party? | | | | | | | | | | | | | | | | | | | | | |
| 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 |
| TOTAL WELL | 30 | 33 | 14 | 70 | 24 | 15 | 63 | 35 | 35 | 30 | 36 | 29 | 33 | 36 | 30 | 36 | 31 | 29 | 35 | 38 | 29 |
| 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 |
| TOTAL BADLY | 57 | 56 | 80 | 26 | 66 | 78 | 31 | 55 | 58 | 54 | 40 | 58 | 57 | 58 | 60 | 50 | 58 | 60 | 51 | 52 | 57 |
| Don't know | 13 | 12 | 6 | 4 | 10 | 7 | 6 | 9 | 7 | 16 | 25 | 13 | 10 | 6 | 10 | 14 | 11 | 11 | 14 | 10 | 14 |
| Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats? | | | | | | | | | | | | | | | | | | | | | |
| 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 |
| TOTAL WELL | 17 | 18 | 38 | 4 | 60 | 31 | 5 | 21 | 18 | 18 | 14 | 18 | 19 | 18 | 20 | 15 | 15 | 22 | 20 | 15 | 9 |
| 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 |
| TOTAL BADLY | 73 | 73 | 54 | 95 | 36 | 61 | 92 | 75 | 76 | 70 | 65 | 70 | 73 | 79 | 72 | 74 | 71 | 67 | 71 | 81 | 81 |
| Don't know | 10 | 9 | 9 | 1 | 4 | 8 | 3 | 4 | 6 | 12 | 20 | 11 | 7 | 4 | 7 | 11 | 13 | 11 | 9 | 4 | 10 |
| Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly? | | | | | | | | | | | | | | | | | | | | | |
| 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 |
| TOTAL WELL | 25 | 27 | 63 | 6 | 61 | 49 | 7 | 28 | 28 | 25 | 16 | 27 | 30 | 28 | 32 | 20 | 28 | 31 | 28 | 22 | 21 |
| 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 |
| TOTAL BADLY | 67 | 66 | 31 | 92 | 35 | 46 | 88 | 67 | 65 | 66 | 71 | 66 | 62 | 68 | 63 | 71 | 66 | 59 | 64 | 73 | 72 |
| 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 | |
| Weighted Sample | 1640 | 383 | 533 | 105 | 502 | 405 | 389 | 797 | 843 | 198 | 418 | 561 | 462 | 935 | 705 | 210 | 533 | 351 | 403 | 143 | |
| Unweighted Sample | 1640 | 409 | 502 | 113 | 526 | 386 | 402 | 808 | 832 | 55 | 427 | 675 | 483 | 1119 | 521 | 247 | 555 | 324 | 371 | 143 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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 | |
| TOTAL GOOD | 16 | 17 | 45 | 2 | 46 | 32 | 2 | 18 | 18 | 16 | 10 | 19 | 16 | 19 | 21 | 12 | 20 | 21 | 15 | 12 | 11 |
| 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 |
| TOTAL BAD | 59 | 59 | 25 | 88 | 34 | 38 | 88 | 61 | 61 | 58 | 60 | 57 | 58 | 63 | 57 | 62 | 60 | 50 | 61 | 68 | 67 |
| 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 |
| TOTAL WELL | 29 | 29 | 79 | 4 | 42 | 59 | 7 | 23 | 32 | 25 | 22 | 30 | 29 | 29 | 35 | 20 | 30 | 34 | 29 | 21 | 24 |
| 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 |
| TOTAL BADLY | 61 | 64 | 14 | 93 | 49 | 35 | 89 | 71 | 62 | 66 | 61 | 62 | 64 | 66 | 58 | 72 | 63 | 53 | 65 | 74 | 71 |
| 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 | 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 |
| TOTAL GOOD | 4 | 3 | 10 | 1 | 5 | 8 | 0 | 1 | 4 | 3 | 6 | 6 | 3 | 2 | 4 | 2 | 3 | 6 | 4 | 2 | 0 |
| 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 |
| TOTAL BAD | 78 | 79 | 61 | 92 | 70 | 70 | 90 | 86 | 77 | 81 | 73 | 75 | 81 | 84 | 77 | 82 | 81 | 74 | 80 | 85 | 79 |
| 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 |
| TOTAL BETTER | 8 | 9 | 21 | 4 | 10 | 14 | 3 | 8 | 11 | 8 | 8 | 16 | 9 | 5 | 11 | 6 | 12 | 10 | 9 | 7 | 10 |
| 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 |
| TOTAL WORSE | 56 | 56 | 32 | 69 | 43 | 43 | 72 | 59 | 54 | 58 | 49 | 45 | 59 | 66 | 52 | 62 | 54 | 48 | 58 | 65 | 57 |
| 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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|------------------------|------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|---------------|------------------|------------|------------|------------|---|
| 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 | | |
| Weighted Sample | 1640 | 383 | 533 | 105 | 502 | 405 | 389 | 797 | 843 | 198 | 418 | 561 | 462 | 935 | 705 | 210 | 533 | 351 | 403 | 143 | |
| 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 | | | | | | | | | | | | | | | | | | | |
|---|-------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Thinking about David Cameron, do you think he... | | | | | | | | | | | | | | | | | | | | | |
| Is in touch or out of touch? | | | | | | | | | | | | | | | | | | | | | |
| 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 |
| Is strong or weak? | | | | | | | | | | | | | | | | | | | | | |
| 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 |
| Is likeable or dislikeable? | | | | | | | | | | | | | | | | | | | | | |
| 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 |
| Does or does not have a vision to sort out the country? | | | | | | | | | | | | | | | | | | | | | |
| 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 |
| Works too hard, doesn't work hard enough, or gets the balance about right? | | | | | | | | | | | | | | | | | | | | | |
| 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 |
| Thinking about Vince Cable and his role as Secretary of State for Business, do you think he... | | | | | | | | | | | | | | | | | | | | | |
| 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 |

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

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 | 33 | 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 | 34 | 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 | 11 | 24 | 4 | 18 | 18 | 6 | 12 | 10 | 11 | 4 | 13 | 11 | 11 | 14 | 6 | 14 | 11 | 11 | 8 | 13 |
| Don't know | 23 | 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 | 5 | 7 | 6 | 6 | 7 | 7 | 3 | 6 | 4 | 4 | 7 | 6 | 4 | 5 | 6 | 6 | 5 | 7 | 5 | 2 |
| Less competitive | 70 | 66 | 73 | 79 | 70 | 68 | 80 | 75 | 64 | 56 | 65 | 70 | 79 | 73 | 65 | 73 | 68 | 74 | 64 | 75 |
| About the same | 10 | 13 | 9 | 5 | 11 | 10 | 7 | 9 | 11 | 14 | 11 | 10 | 7 | 10 | 9 | 10 | 11 | 7 | 11 | 10 |
| Don't know | 16 | 14 | 11 | 11 | 13 | 15 | 10 | 10 | 21 | 26 | 17 | 14 | 11 | 12 | 20 | 11 | 16 | 13 | 20 | 13 |

The United States

| | | | | | | | | | | | | | | | | | | | | |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| More competitive | 8 | 8 | 6 | 11 | 9 | 8 | 8 | 10 | 6 | 9 | 10 | 10 | 4 | 9 | 7 | 6 | 10 | 10 | 7 | 5 |
| Less competitive | 55 | 50 | 65 | 51 | 51 | 61 | 58 | 59 | 51 | 49 | 54 | 55 | 58 | 55 | 54 | 60 | 49 | 57 | 54 | 64 |
| About the same | 21 | 27 | 15 | 27 | 25 | 14 | 23 | 20 | 21 | 15 | 18 | 21 | 25 | 23 | 18 | 20 | 24 | 19 | 19 | 18 |
| Don't know | 16 | 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 | 20 | 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 | 30 | 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 | 42 | 36 | 47 | 51 | 35 | 48 | 48 | 40 | 43 | 46 | 43 | 41 | 39 | 45 | 38 | 41 | 39 | 42 | 44 | 45 |
| Don't know | 8 | 7 | 6 | 3 | 6 | 8 | 6 | 9 | 8 | 13 | 8 | 10 | 5 | 6 | 12 | 8 | 7 | 10 | 10 | 5 |

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| | Voting intention | | | 2010 Vote | | | Gender | | Age | | | | Social grade | | Region | | | | | |
|--------------------------|------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|-------------|------------|---------------|------------------|------------|------------|------------|
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| Weighted Sample | 1640 | 383 | 533 | 105 | 502 | 405 | 389 | 797 | 843 | 198 | 418 | 561 | 462 | 935 | 705 | 210 | 533 | 351 | 403 | 143 |
| Unweighted Sample | 1640 | 409 | 502 | 113 | 526 | 386 | 402 | 808 | 832 | 55 | 427 | 675 | 483 | 1119 | 521 | 247 | 555 | 324 | 371 | 143 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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 | 17 | 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 | 39 | 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 | 33 | 23 | 40 | 47 | 26 | 39 | 44 | 35 | 31 | 40 | 31 | 33 | 32 | 37 | 28 | 39 | 35 | 33 | 27 | 36 |
| Don't know | 11 | 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 | 49 | 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 | 33 | 20 | 50 | 41 | 21 | 48 | 36 | 32 | 34 | 32 | 39 | 34 | 27 | 34 | 31 | 39 | 28 | 32 | 36 | 39 |
| Don't know | 18 | 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 | 36 | 53 | 25 | 25 | 54 | 26 | 24 | 40 | 32 | 17 | 32 | 39 | 44 | 35 | 37 | 35 | 36 | 35 | 37 | 33 |
| Not far enough | 15 | 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 | 36 | 31 | 39 | 53 | 29 | 37 | 47 | 35 | 36 | 30 | 38 | 38 | 33 | 40 | 30 | 39 | 33 | 35 | 35 | 46 |
| Don't know | 13 | 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 | 55 | 74 | 45 | 40 | 71 | 45 | 49 | 56 | 54 | 29 | 48 | 59 | 67 | 57 | 53 | 49 | 58 | 56 | 53 | 56 |
| Should not be a limit | 32 | 18 | 44 | 49 | 18 | 42 | 40 | 34 | 30 | 38 | 39 | 28 | 28 | 34 | 30 | 43 | 27 | 31 | 32 | 38 |
| Don't know | 13 | 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 |
| Weighted Sample | 1640 | 383 | 533 | 105 | 502 | 405 | 389 | 797 | 843 | 198 | 418 | 561 | 462 | 935 | 705 | 210 | 533 | 351 | 403 | 143 |
| Unweighted Sample | 1640 | 409 | 502 | 113 | 526 | 386 | 402 | 808 | 832 | 55 | 427 | 675 | 483 | 1119 | 521 | 247 | 555 | 324 | 371 | 143 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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

| | | | | | | | | | | | | | | | | | | | | |
|-----------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The Conservatives | 59 | 57 | 74 | 66 | 52 | 69 | 65 | 61 | 57 | 59 | 61 | 60 | 55 | 62 | 55 | 59 | 55 | 62 | 58 | 72 |
| The Liberal Democrats | 9 | 14 | 5 | 9 | 17 | 4 | 6 | 12 | 6 | 6 | 8 | 7 | 14 | 11 | 7 | 10 | 12 | 7 | 7 | 8 |
| Both equally | 11 | 12 | 10 | 17 | 11 | 10 | 12 | 11 | 10 | 5 | 9 | 11 | 14 | 10 | 11 | 9 | 10 | 10 | 14 | 7 |
| Don't know | 21 | 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 | 56 | 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 | 20 | 17 | 22 | 34 | 17 | 23 | 24 | 21 | 19 | 16 | 24 | 21 | 19 | 22 | 18 | 24 | 19 | 21 | 20 | 19 |
| TOTAL GOOD MONARCH | 75 | 76 | 91 | 75 | 85 | 90 | 72 | 78 | 75 | 77 | 56 | 71 | 82 | 85 | 81 | 71 | 74 | 80 | 78 | 74 | 71 |
| An average monarch | 11 | 10 | 3 | 14 | 9 | 5 | 15 | 11 | 11 | 9 | 10 | 13 | 9 | 10 | 9 | 13 | 11 | 8 | 12 | 12 | 9 |
| A poor monarch | 2 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 |
| A terrible monarch | 2 | 2 | 0 | 3 | 0 | 0 | 4 | 1 | 2 | 1 | 9 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 3 | 5 |
| TOTAL BAD MONARCH | 4 | 3 | 0 | 3 | 1 | 0 | 4 | 2 | 3 | 2 | 9 | 2 | 2 | 2 | 2 | 3 | 1 | 2 | 3 | 4 | 6 |
| Don't know | 10 | 11 | 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 | 37 | 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 | 37 | 33 | 40 | 32 | 35 | 37 | 37 | 38 | 37 | 36 | 34 | 37 | 42 | 37 | 38 | 39 | 36 | 39 | 39 | 32 |
| Not sure | 26 | 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 | 38 | 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 | 44 | 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 | 11 | 4 | 14 | 13 | 4 | 15 | 16 | 14 | 9 | 13 | 10 | 10 | 12 | 13 | 9 | 14 | 10 | 10 | 9 | 21 |
| Don't know | 7 | 7 | 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 |
| Weighted Sample | 1640 | 383 | 533 | 105 | 502 | 405 | 389 | 797 | 843 | 198 | 418 | 561 | 462 | 935 | 705 | 210 | 533 | 351 | 403 | 143 |
| 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 | | | | | | | | | | | | | | | | | | | |
|---|---------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 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? | | | | | | | | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----|
| Will you be going to a street party to celebrate the Queen's jubilee? | | | | | | | | | | | | | | | | | | | | | |
| 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 |
| TOTAL YES | 20 | 26 | 17 | 19 | 24 | 15 | 21 | 19 | 21 | 18 | 22 | 20 | 17 | 23 | 14 | 18 | 24 | 17 | 17 | 15 | |
| 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 |
| TOTAL NO | 73 | 69 | 78 | 72 | 68 | 82 | 74 | 73 | 72 | 62 | 72 | 73 | 78 | 72 | 74 | 71 | 67 | 77 | 75 | 83 | |
| 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 | | | | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----|
| Will you be watching, either in person or on TV, the royal flotilla as it goes down the Thames on Sunday? | | | | | | | | | | | | | | | | | | | | | |
| 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 |
| TOTAL YES | 52 | 66 | 47 | 52 | 67 | 46 | 50 | 44 | 59 | 47 | 45 | 48 | 63 | 54 | 48 | 55 | 58 | 45 | 49 | 50 | |
| 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 |
| TOTAL NO | 41 | 28 | 47 | 40 | 27 | 49 | 45 | 48 | 34 | 37 | 49 | 44 | 32 | 41 | 42 | 38 | 34 | 45 | 45 | 48 | |
| 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 | |
| Weighted Sample | 1640 | 383 | 533 | 105 | 502 | 405 | 389 | 797 | 843 | 198 | 418 | 561 | 462 | 935 | 705 | 210 | 533 | 351 | 403 | 143 | |
| 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?

| | | | | | | | | | | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Google | | | | | | | | | | | | | | | | | | | | |
| 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 |
| TOTAL POWER | 82 | 79 | 85 | 84 | 81 | 83 | 82 | 80 | 82 | 89 | 88 | 77 | 76 | 85 | 76 | 86 | 78 | 81 | 81 | 87 |
| 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 |
| TOTAL NO POWER | 12 | 13 | 12 | 14 | 11 | 11 | 13 | 13 | 9 | 3 | 7 | 15 | 14 | 10 | 13 | 10 | 12 | 12 | 12 | 10 |
| Don't know | 8 | 8 | 4 | 3 | 8 | 6 | 5 | 7 | 8 | 9 | 5 | 8 | 10 | 5 | 11 | 5 | 10 | 8 | 7 | 4 |
| Facebook | | | | | | | | | | | | | | | | | | | | |
| 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 |
| TOTAL POWER | 78 | 76 | 83 | 73 | 79 | 83 | 75 | 74 | 81 | 75 | 83 | 77 | 74 | 79 | 75 | 76 | 75 | 79 | 81 | 82 |
| 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 |
| TOTAL NO POWER | 15 | 18 | 12 | 24 | 14 | 12 | 19 | 18 | 12 | 16 | 12 | 16 | 16 | 16 | 14 | 20 | 17 | 14 | 12 | 13 |
| 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 | |
| Weighted Sample | 1640 | 383 | 533 | 105 | 502 | 405 | 389 | 797 | 843 | 198 | 418 | 561 | 462 | 935 | 705 | 210 | 533 | 351 | 403 | 143 |
| Unweighted Sample | 1640 | 409 | 502 | 113 | 526 | 386 | 402 | 808 | 832 | 55 | 427 | 675 | 483 | 1119 | 521 | 247 | 555 | 324 | 371 | 143 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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 |
| TOTAL TRUST | 23 | 19 | 28 | 27 | 20 | 28 | 26 | 19 | 29 | 44 | 29 | 22 | 14 | 24 | 24 | 21 | 24 | 20 | 31 | 19 |
| 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 |
| TOTAL DO NOT TRUST | 68 | 72 | 66 | 68 | 72 | 65 | 69 | 73 | 62 | 46 | 63 | 69 | 80 | 70 | 65 | 72 | 67 | 71 | 61 | 74 |
| 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 |
| TOTAL TRUST | 35 | 30 | 39 | 42 | 29 | 39 | 38 | 31 | 39 | 47 | 42 | 32 | 28 | 37 | 34 | 36 | 33 | 32 | 42 | 30 |
| 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 |
| TOTAL DO NOT TRUST | 56 | 61 | 55 | 53 | 63 | 53 | 56 | 60 | 53 | 43 | 50 | 59 | 65 | 58 | 54 | 58 | 57 | 58 | 49 | 63 |
| 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 |
| TOTAL YES | 30 | 32 | 29 | 31 | 30 | 32 | 30 | 31 | 29 | 10 | 37 | 34 | 25 | 33 | 26 | 42 | 29 | 30 | 29 | 22 |
| 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 | |
| Weighted Sample | 1640 | 383 | 533 | 105 | 502 | 405 | 389 | 797 | 843 | 198 | 418 | 561 | 462 | 935 | 705 | 210 | 533 | 351 | 403 | 143 |
| Unweighted Sample | 1640 | 409 | 502 | 113 | 526 | 386 | 402 | 808 | 832 | 55 | 427 | 675 | 483 | 1119 | 521 | 247 | 555 | 324 | 371 | 143 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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 |
| TOTAL YES | 21 | 23 | 20 | 26 | 24 | 22 | 20 | 20 | 22 | 7 | 23 | 22 | 24 | 23 | 19 | 21 | 22 | 24 | 19 | 22 |
| 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 |
| TOTAL YES | 62 | 63 | 62 | 66 | 63 | 55 | 68 | 56 | 67 | 59 | 70 | 61 | 56 | 66 | 56 | 69 | 64 | 61 | 61 | 51 |
| 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 |
| TOTAL YES | 39 | 39 | 39 | 32 | 43 | 36 | 43 | 38 | 41 | 26 | 49 | 36 | 41 | 44 | 34 | 36 | 42 | 42 | 31 | 48 |
| 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 | |
| Weighted Sample | 1640 | 383 | 533 | 105 | 502 | 405 | 389 | 797 | 843 | 198 | 418 | 561 | 462 | 935 | 705 | 210 | 533 | 351 | 403 | 143 |
| 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 |
| TOTAL YES | 38 | 42 | 35 | 49 | 40 | 36 | 37 | 31 | 42 | 36 | 42 | 32 | 41 | 42 | 31 | 33 | 38 | 40 | 37 | 46 |
| 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 |
| TOTAL YES | 20 | 23 | 17 | 18 | 25 | 12 | 20 | 22 | 19 | 11 | 20 | 20 | 23 | 21 | 18 | 25 | 22 | 20 | 15 | 19 |
| 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 |
| TOTAL YES | 21 | 22 | 27 | 41 | 25 | 22 | 16 | 21 | 20 | 9 | 25 | 22 | 20 | 23 | 16 | 35 | 20 | 13 | 24 | 6 |
| 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 |