

open verdict why voters left labour

Edited by Richard Darlington
with additional analysis by Graeme Cooke, Anthony Painter,
Tim Gosling, Zaki Nahaboo and Joe Coward

Open
Left

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Richard Darlington, Head of Open Left
September 2010

Foreword

After the Conservative Party's defeat in the 2005 General Election, Michael Ashcroft published an analysis called 'Smell the coffee: A wake up call for the Conservative Party'. In the introduction he argued that:

"(...) the Conservative Party's problem is its brand... the brand problem means that the most robust, coherent, principled and attractive Conservative policies will have no impact on the voters".

Ashcroft realised that policy is nothing without presentation and presentation is nothing without policy. Labour now has a problem with both. Labour needs to 'smell the coffee' now and not wait for three election defeats, as the Conservatives did.

To this end, Open Left commissioned YouGov to undertake a poll on social attitudes and the public's perception of the main political parties, in order to better understand the outcome of the 2010 General Election. Overall, some 92,733 British adults took part between May 5th and 21st 2010. Base sizes for each of 40 questions are in the region of 8,300, allowing for robust analysis of different subgroups within the population. The raw data is included in this report to allow others to conduct their own analysis.

Most importantly, the poll allows us to compare the outlook of the voters Labour lost since 2005, with the ones they retained in 2010. This comparison is important because there is no longer a 'core Labour' vote based on social class. Labour's 'lost vote' is represented across the social class spectrum and the Party's 2010 'loyal Labour' vote represents the second worst vote share in living memory.

Figure 1 Voting behaviour at the 2010 general election by social class

	Con	Lab	LD	Other	Con lead	Turnout	Con	Lab	LD	Turnout	Con-Lab over Lab	swing
AB	44	23	27	7	21	76%	+7	-4	-1	+7		5.5
C1	40	28	22	10	12	67%	+1	-1	0	+3		1.0
C2	33	33	19	15	0	58%	+1	-6	+1	+1		3.5
DE	32	35	13	20	-3	59%	+8	-12	-4	+4		10
All	37	30	24	10	7	65%	+4	-6	0	+4		5

Source: IPSOS MORI

Labour lost a share of the vote across all social classes compared to 2005. The fall in vote share was, though, especially acute in both working class (DE) and skilled working class voters (C2).

Social class, on its own, is now an insufficient variable for voter analysis. It is more instructive to consider the issues and views of the voters that Labour lost and look for commonalities and correlations.

Overall, the polling in this report shows us that voters who left Labour at the last election were more likely to have views in common with the mainstream of public opinion than with the voters that stayed with Labour.

People who voted Labour in 2010 are much more comfortable with a bigger, more active state. They are less likely to see public sector cuts as a priority and are more tolerant of immigration.

Conversely, Labour's lost voters, who voted for the Party in 2005 but did not vote Labour in 2010 are less likely to look favourably upon the state, are more likely to see public sector cuts as a priority and express discomfort with immigration.

The polling data shows (see page 21–22) that more than one in four of the voters that Labour lost said they saw government as 'part of the problem not the solution,' compared with just over one in ten voters that Labour retained. More than half of voters who stuck by Labour at the last election consider government to be 'a force for good' but among voters that left Labour this view fell to just one in three.

The data also shows (see page 7–8) that voters were turned off by Labour's main election message on the need to avoid cuts to public services. When asked about the NHS, a third – fully 33 per cent – of the voters that Labour retained thought the priority was to 'avoid cuts'. Among the voters that Labour, lost that proportion was 13 per cent, just over one in ten. More than half (55 per cent) of voters Labour lost thought that the priority should be to 'seek greater efficiency and end top-down control' in the NHS, compared to 31 per cent of voters Labour retained. While both Labour and the Conservative Party pledged to protect NHS spending, voters who deserted Labour at the last election felt Government spending had reached or even breached acceptable limits.

Our analysis shows (see page 2) that immigration was 'a class issue' with social class showing the strongest correlation to concern over immigration. Voters in the lowest social class (E) were almost twice as likely as the highest social class (AB) – 46 per cent to 25 per cent – to want restrictions on economic migrants. Conversely, those in social class AB are more likely to favour an approach to immigration based on reciprocity. There is a clear social class gradient evident in the data.

Immigration was a real concern for a small but significant number of voters who deserted Labour at the last election. But the

poll also shows (see page 1) that voters remain moderate in their desire for border controls and are more concerned about immigrants making a fair contribution.

Labour will need to address voters' perceptions on immigration, but that does not necessarily mean it needs stronger policies on border control. Labour should position policies on housing, welfare and employment rights in the context of the debates voters themselves are having about immigration. If immigration becomes a 'no go area', the Party will remain disconnected from the electorate at large.

Throughout this report other data shows a similar story of disconnection with mainstream voter opinion. On this analysis, Labour has lost the political centre-ground and will struggle at the next election without a shift in political positioning. Labour needs to show they are prepared to cut public spending, that they don't think the state is the answer to every problem and that they are prepared to protect low paid workers against the insecurity that comes with globalisation.

The Party needs to be open to the verdict of the electorate and must accept that it needs more than a change of leader to reconnect with the voters it lost.

The most widely held perceptions of the Labour Party from people who voted Labour in 2005 but not in 2010 were (see page 29–32) that the Party is 'weak' (73 per cent), rather than strong (16 per cent) and 'divided' (72 per cent), rather than united (19 per cent). While a change of leader might shift perceptions of 'weakness' and 'division', the poll shows that Gordon Brown had a far better rating for being seen as 'strong' than the Party itself did.

Labour's biggest problem is being seen as 'out of touch'. Two thirds of voters that Labour lost at the last election said the Party was 'out of touch'; and 58 per cent said the Party represents 'the past' rather than the future. Only 67 per cent of all Labour voters thought Labour was 'in touch' while 85 per cent of Tory voters saw the Conservatives as 'in touch'. One in four Labour voters actually put their cross in the box while believing Labour was 'out of touch'.

Labour campaigned under the slogan 'a future fair for all'. This polling evidence shows that Labour's campaign only half worked: Labour did manage to deny the Tories the political territory of 'fairness', but it failed to stake a claim to 'the future'.

The weekend after the 2005 General Election, Tory advertising guru and Party co-chairman Lord Saatchi wrote that:

"(...) mere anger at the problems of the world we live in is not enough to convince the voters that the Conservative Party is fit to solve them."

For Labour, opposition to the unfairness of the Budget and of the public service cuts in the Comprehensive Spending Review will be politically necessary but not politically sufficient. Labour will not get elected again on the determination of its opposition but the credibility of its alternative.

Labour's new leader needs to face up quickly to the fact that Labour's brand is broken and that the Party are seen as out of touch. The new leader needs to show they have listened to disaffected voters, not just party members. Only by listening to the voters that Labour lost will the party win again.

Richard Darlington, Head of Open Left
September 2010

YouGov / Demos Survey Results

Sample Size: 92733 GB Adults
Fieldwork: 5th - 21st May 2010

	Voters							Labour 2005->2010	
	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour	%
Total	1077	2041	2624	1835	154	539	1276	878	
Weighted Sample	840	1561	2795	2354	177	608	947	901	
Unweighted Sample									
%									

[SPLIT A]

Below are some groups of statements, in each case please say which one of them you most agree with. Even if you don't agree completely with any of the statements, try to pick the one closest to your views

Which of these statements do you most agree with?

"Unemployed people should get benefits for as long as they need them. They shouldn't be forced to work or have their benefits cut if they don't."	6	8	2	8	9	10	7	8
"The government should make sure there is work provided for anyone unemployed for a year, paid at least the minimum wage. In return, people should be required to take up the work or lose their benefits."	43	35	51	39	45	41	51	49
"Unemployed people should only get access to benefits for a short period of time, and not indefinitely. They should have their benefits cut if they don't look for work or take a job that's offered to them."	42	39	34	54	39	40	35	35
None of them	5	9	4	3	5	3	4	5
Don't know	3	9	3	2	3	1	3	4

Which of these statements do you most agree with?

"Britain should allow people coming from other countries to live and work here because, on balance, they benefit our economy and society."	11	10	16	3	17	8	14	11
"Britain should allow people coming from other countries to live and work here but only grant them access to the benefits of citizenship once they have contributed to our economy and society."	49	40	52	49	57	54	54	49
"Britain should limit the number of people coming from other countries to live and work here because, on balance, they damage our economy and society."	34	37	27	44	21	34	28	36
None of them	3	5	3	3	3	3	2	1
Don't know	3	8	3	1	3	1	2	3

YouGov / Demos Survey Results

Sample Size: 92733 GB Adults
Fieldwork: 5th - 21st May 2010

	Gender		Age			Social Grade					Region					
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands/Wales	North	Scotland	
Total																
8270	3992	4278	2012	2591	2541	1960	2427	1076	1366	1198	1022	2702	1825	2004	694	
8335	4343	3992	1949	2656	2603	3496	2421	949	593	633	1072	3035	1647	1845	713	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Weighted Sample
Unweighted Sample

[SPLIT A]

Below are some groups of statements, in each case please say which one of them you most agree with. Even if you don't agree completely with any of the statements, try to pick the one closest to your views

Which of these statements do you most agree with?

"Unemployed people should get benefits for as long as they need them. They shouldn't be forced to work or have their benefits cut if they don't."

"The government should make sure there is work provided for anyone unemployed for a year, paid at least the minimum wage. In return, people should be required to take up the work or lose their benefits."

"Unemployed people should only get access to benefits for a short period of time, and not indefinitely. They should have their benefits cut if they don't look for work or take a job that's offered to them."

None of them
Don't know

Which of these statements do you most agree with?

"Britain should allow people coming from other countries to live and work here because, on balance, they benefit our economy and society."

"Britain should allow people coming from other countries to live and work here but only grant them access to the benefits of citizenship once they have contributed to our economy and society."

"Britain should limit the number of people coming from other countries to live and work here because, on balance, they damage our economy and society."

None of them
Don't know

6	7	6	6	7	5	4	5	3	7	15	9	5	5	8	7
43	41	45	37	45	48	43	44	47	42	43	39	42	45	45	47
42	43	42	47	38	43	47	44	43	42	29	43	45	43	40	38
5	5	4	5	6	2	4	4	3	5	9	4	4	5	5	6
3	4	3	5	4	1	2	3	4	4	4	5	4	2	3	3
11	12	9	13	10	6	15	12	6	8	8	13	8	9	11	15
49	48	51	50	48	49	55	52	48	46	39	53	49	50	48	48
34	34	34	28	37	41	25	31	41	40	46	27	36	36	35	30
3	3	3	4	4	2	3	2	2	3	4	3	3	3	3	4
3	3	3	6	3	1	3	3	4	3	3	4	3	2	2	3

	Voters							Labour 2005->2010	
	Total	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour
Which of these statements do you most agree with?									
"It's the government's responsibility to look after people who can't look after themselves."	15	15	22	9	15	23	18	21	19
"Government should be there for people when they need help, but they must take responsibility for themselves too."	62	55	65	62	67	57	55	68	60
"Too much help from the government undermines people's responsibility to look after themselves."	18	16	10	27	14	17	24	10	16
None of them	2	6	1	1	2	1	2	1	1
Don't know	3	9	3	2	3	2	2	1	3
Which of these statements do you most agree with?									
"Where people get in life is mainly down to their own talents and effort."	22	20	20	28	17	26	20	20	22
"Where people get to in life is a fairly even combination of their own talent and effort, plus luck and circumstance."	63	55	62	63	68	66	59	65	63
"Where people get to in life is mostly down to luck and circumstance."	10	11	13	5	11	6	15	12	10
None of them	2	5	3	2	2	2	3	2	2
Don't know	4	9	3	2	3	0	4	2	4
Which of these statements do you most agree with?									
"Increased international travel, communications and trade bring great benefits to our society and show how we're all citizens of the world. This makes the idea of patriotism towards Britain seem a bit outdated."	12	14	16	4	21	12	7	15	14
"There are some advantages to increased international travel, communication and trade, but the problem is we're losing our sense of identity and pride in Britain. We need to resist this change."	21	21	18	25	14	19	37	20	19
"Increased international travel, communications and trade bring real benefits, and Britain should be engaged with the world. But this shouldn't, come at the expense of pride in Britain and the places we come from."	55	42	52	64	54	59	45	54	56
None of them	5	6	5	3	5	8	6	5	5
Don't know	8	17	9	5	6	2	5	7	7

Which of these statements do you most agree with?

"It's the government's responsibility to look after people who can't look after themselves."
 "Government should be there for people when they need help, but they must take responsibility for themselves too."
 "Too much help from the government undermines people's responsibility to look after themselves."
 None of them
 Don't know

Which of these statements do you most agree with?

"Where people get in life is mainly down to their own talents and effort."
 "Where people get to in life is a fairly even combination of their own talent and effort, plus luck and circumstance."
 "Where people get to in life is mostly down to luck and circumstance."
 None of them
 Don't know

Which of these statements do you most agree with?

"Increased international travel, communications and trade bring great benefits to our society and show how we're all citizens of the world. This makes the idea of patriotism towards Britain seem a bit outdated."
 "There are some advantages to increased international travel, communication and trade, but the problem is we're losing our sense of identity and pride in Britain. We need to resist this change."
 "Increased international travel, communications and trade bring real benefits, and Britain should be engaged with the world. But this shouldn't, come at the expense of pride in Britain and the places we come from."
 None of them
 Don't know

	Gender		Age				Social Grade					Region				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North	Scotland

Which of these statements do you most agree with?

"It's the government's responsibility to look after people who can't look after themselves."
 "Government should be there for people when they need help, but they must take responsibility for themselves too."
 "Too much help from the government undermines people's responsibility to look after themselves."
 None of them
 Don't know

15	16	14	13	15	16	13	13	14	15	27	16	14	14	16	18
62	58	66	60	63	63	62	63	64	65	55	62	62	65	63	58
18	21	15	18	17	20	21	20	18	15	12	17	19	17	18	18
2	2	2	3	2	1	2	2	1	3	2	2	2	2	2	3
3	3	3	6	3	2	2	3	4	3	4	4	4	2	2	3

Which of these statements do you most agree with?

"Where people get in life is mainly down to their own talents and effort."
 "Where people get to in life is a fairly even combination of their own talent and effort, plus luck and circumstance."
 "Where people get to in life is mostly down to luck and circumstance."
 None of them
 Don't know

22	22	21	18	21	25	22	21	23	22	20	16	22	22	23	25
63	61	65	61	61	65	67	64	61	60	57	65	63	63	62	58
10	11	8	11	11	7	7	9	10	11	14	12	9	10	10	9
2	3	2	4	3	1	2	2	2	3	3	4	2	2	2	3
4	4	4	6	4	2	2	3	4	4	6	4	4	3	2	4

Which of these statements do you most agree with?

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 "There are some advantages to increased international travel, communication and trade, but the problem is we're losing our sense of identity and pride in Britain. We need to resist this change."
 "Increased international travel, communications and trade bring real benefits, and Britain should be engaged with the world. But this shouldn't, come at the expense of pride in Britain and the places we come from."
 None of them
 Don't know

12	14	11	15	12	7	16	14	11	8	9	17	11	11	12	16
21	20	22	15	22	27	15	18	23	25	32	18	20	23	23	17
55	55	54	52	54	57	60	57	54	50	45	52	56	56	54	50
5	5	4	5	5	4	5	4	4	5	5	6	4	4	4	9
8	6	9	13	8	5	4	8	8	11	9	8	9	6	8	9

	Voters							Labour 2005->2010	
	Total	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour
"Greater diversity is a source of strength to our society, and means that British identity continues to evolve – which is a good thing."	24	20	33	12	38	29	11	34	23
"Greater diversity brings benefits to our society, but it's important to maintain a clear sense of British identity."	45	38	43	53	44	50	31	45	51
"Greater diversity is undermining British identity."	22	21	16	30	10	8	49	15	19
None of them	3	5	1	2	3	8	3	1	2
Don't know	6	15	7	4	4	5	6	6	6

Which of these statements do you most agree with?

"Greater diversity is a source of strength to our society, and means that British identity continues to evolve – which is a good thing."
 "Greater diversity brings benefits to our society, but it's important to maintain a clear sense of British identity."
 "Greater diversity is undermining British identity."
 None of them
 Don't know

Which of these statements do you most agree with?

- "Greater diversity is a source of strength to our society, and means that British identity continues to evolve – which is a good thing."
- "Greater diversity brings benefits to our society, but it's important to maintain a clear sense of British identity."
- "Greater diversity is undermining British identity."
- None of them
- Don't know

	Gender		Age				Social Grade					Region			
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands/Wales	North	Scotland
Total	24	24	27	23	18	31	26	20	19	18	30	22	22	23	34
	44	46	42	45	50	46	45	46	46	42	41	47	48	46	38
	24	20	17	23	28	17	20	26	22	30	19	23	22	24	15
	3	3	4	3	2	2	3	2	4	4	4	2	2	3	5
	5	8	10	7	4	3	5	7	10	8	5	7	6	5	8

Total	Voters							Labour 2005->2010	
	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour	

Weighted Sample	8490	1102	2138	2683	1874	167	526	1298	910
Unweighted Sample	8531	918	1608	2865	2345	192	603	961	961
%	%	%	%	%	%	%	%	%	%

[SPLIT B]

Which of these statements do you most agree with?

"The causes of crime are often about problems in our society and the lives of offenders. So the best way to reduce it is to tackle those problems and to help offenders turn around their lives."

22

18

26

15

29

27

16

26

20

"Crime is caused by people just doing the wrong thing, but it's also about wider problems in our society. We should punish offenders but also seek to turn them away from a life of crime."

36

31

36

35

42

37

29

36

37

"Blaming crime on problems in our society lets offenders off the hook. The best way to reduce it is to take strong action against those who commit it."

37

37

34

46

25

30

50

36

36

None of them
Don't know

2

5

1

1

4

2

2

1

4

None of them
Don't know

3

8

3

3

2

2

2

2

4

Which of these statements do you most agree with?

"The NHS has got a lot better over the last ten years. The main reason is because government now spends more money on it. The priority now is to avoid cuts."

14

9

29

4

12

20

9

33

13

"The NHS has got better over the last ten years. Extra money from government has been important and cuts need to be avoided. But the priority now is to give patients more power and challenging poor standards."

17

16

27

8

20

20

15

29

17

"The NHS has, in some ways, got better over the last ten years. But a lot of the extra money has been wasted. The priority now is to seek greater efficiency and end the top-down control."

55

46

35

76

55

41

57

31

55

None of them
Don't know

7

14

4

8

5

13

12

3

7

None of them
Don't know

7

16

5

5

7

6

7

4

8

	Gender		Age				Social Grade					Region			
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North	Scotland

Weighted Sample	8490	4166	4324	2211	2588	2540	1924	2513	1254	1239	1304	1116	2850	1822	1959	726
Unweighted Sample	8531	4418	4113	2096	2666	2618	3559	2503	1019	542	652	1156	3091	1671	1855	741
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT B]

Which of these statements do you most agree with?

"The causes of crime are often about problems in our society and the lives of offenders. So the best way to reduce it is to tackle those problems and to help offenders turn around their lives."

22

"Crime is caused by people just doing the wrong thing, but it's also about wider problems in our society. We should punish offenders but also seek to turn them away from a life of crime."

36

"Blaming crime on problems in our society lets offenders off the hook. The best way to reduce it is to take strong action against those who commit it."

37

None of them
Don't know

2
3

Which of these statements do you most agree with?

"The NHS has got a lot better over the last ten years. The main reason is because government now spends more money on it. The priority now is to avoid cuts."

14

"The NHS has got better over the last ten years. Extra money from government has been important and cuts need to be avoided. But the priority now is to give patients more power and challenging poor standards."

17

"The NHS has, in some ways, got better over the last ten years. But a lot of the extra money has been wasted. The priority now is to seek greater efficiency and end the top-down control."

55

None of them
Don't know

7
7

	20	23	22	22	19	26	21	20	17	22	26	22	19	22	20
	36	36	41	37	30	41	39	29	34	31	39	36	34	35	38
	38	36	29	37	48	30	34	47	42	40	28	37	42	38	37
	2	2	3	2	1	2	2	1	3	2	3	2	2	1	3
	3	3	6	3	2	2	3	4	4	5	4	3	5	3	3
	14	13	15	15	12	12	13	14	16	14	15	11	12	16	19
	16	18	18	17	16	15	17	17	19	19	15	17	18	17	19
	56	54	49	52	62	63	54	55	48	51	55	58	55	55	47
	7	8	6	10	7	7	8	8	7	8	9	8	7	6	9
	7	8	13	6	4	4	8	6	10	9	7	7	9	6	7

	Voters							Labour 2005->2010	
	Total	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour

Which of these statements do you most agree with?

"Society should make sure people have a decent standard of living irrespective of whether they work or not."	11	12	15	5	13	15	10	17	13
"Society should expect people to work hard, but ensure they have a decent wage and enough income to live a good life if they do."	72	66	73	73	72	70	73	73	73
"Society should expect people to work hard, but if employers are forced to pay wages above the market rate then that could just end up pricing some people out of a job."	10	7	7	17	7	9	12	6	7
None of them	4	6	2	3	5	5	2	2	4
Don't know	4	9	3	3	3	1	3	3	4

Which of these statements do you most agree with?

"The credit crunch showed that neo-liberalism is fundamentally flawed. We need a totally new economic model less driven by short term profit and the free market logic."	12	11	14	8	13	25	20	15	15
"The credit crunch was not just a massive failure of the banking system but it revealed some big problems with our wider economy. We need a more stable, balanced and sustainable economy in the years ahead."	51	46	44	58	55	49	49	44	49
"The credit crunch was a massive failure of the banking system. It needs to be better regulated in the future, but we shouldn't overreact as our basic model has served us well."	24	21	31	24	21	22	19	32	25
None of them	3	7	2	3	3	4	3	2	3
Don't know	9	16	9	7	8	1	9	8	9

Which of these statements do you most agree with?

"On balance, the freedom for business to make a profit serves the interests of society as a whole – so there should be minimal government regulation of the market."	27	18	16	45	21	18	25	13	23
"On balance, the freedom for business to make a profit often serves the interests of a minority in society – so government must intervene to prevent the market's excesses."	41	34	53	27	46	53	45	58	43
Neither of them	13	19	11	12	14	13	13	10	13
Don't know	19	30	20	16	18	15	17	19	21

	Gender		Age				Social Grade					Region				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands/Wales	North	Scotland

Which of these statements do you most agree with?

"Society should make sure people have a decent standard of living irrespective of whether they work or not."	11	11	10	12	12	10	7	7	7	13	23	12	9	12	10	12
"Society should expect people to work hard, but ensure they have a decent wage and enough income to live a good life if they do."	72	70	74	69	72	73	73	74	77	75	57	70	74	70	71	74
"Society should expect people to work hard, but if employers are forced to pay wages above the market rate then that could just end up pricing some people out of a job."	10	12	9	9	9	12	13	11	9	5	10	10	11	11	11	7
None of them	4	3	4	4	4	3	4	4	3	2	5	4	4	3	3	4
Don't know	4	3	4	7	3	2	3	3	4	4	6	4	3	5	4	3

Which of these statements do you most agree with?

"The credit crunch showed that neo-liberalism is fundamentally flawed. We need a totally new economic model less driven by short term profit and the free market logic."	12	16	8	12	13	12	13	13	14	8	11	13	11	11	11	18
"The credit crunch was not just a massive failure of the banking system but it revealed some big problems with our wider economy. We need a more stable, balanced and sustainable economy in the years ahead."	51	48	55	48	51	54	57	51	48	50	48	52	54	50	51	46
"The credit crunch was a massive failure of the banking system. It needs to be better regulated in the future, but we shouldn't overreact as our basic model has served us well."	24	28	21	22	25	26	23	24	26	27	26	22	24	26	25	25
None of them	3	3	3	5	3	2	3	3	2	4	4	5	3	3	3	2
Don't know	9	5	12	13	9	7	5	9	10	11	12	8	8	10	10	8

Which of these statements do you most agree with?

"On balance, the freedom for business to make a profit serves the interests of society as a whole – so there should be minimal government regulation of the market."	27	31	23	22	24	33	35	28	21	18	26	29	29	29	23	22
"On balance, the freedom for business to make a profit often serves the interests of a minority in society – so government must intervene to prevent the market's excesses."	41	46	35	36	43	41	39	39	43	42	40	36	40	38	44	47
Neither of them	13	13	14	16	14	11	13	15	14	9	13	17	12	12	13	13
Don't know	19	11	27	26	19	16	13	18	21	31	22	18	19	22	20	19

	Voters							Labour 2005->2010	
	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour	
Total									
"I mainly get my information via things like the television, radio, newspaper and the telephone."	48	64	70	54	67	62	67	62	
"I mainly get my information via things like the internet, digital and satellite television, a 3G phone and social media site like Facebook and Twitter."	34	26	22	36	25	27	25	30	
Neither of them	11	6	5	8	7	8	5	5	
Don't know	7	4	3	3	1	3	4	3	

Which of these statements do you most agree with?

"I mainly get my information via things like the television, radio, newspaper and the telephone."
 "I mainly get my information via things like the internet, digital and satellite television, a 3G phone and social media site like Facebook and Twitter."
 Neither of them
 Don't know

	Gender		Age			Social Grade					Region					
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands/Wales	North	Scotland	
Which of these statements do you most agree with?																
"I mainly get my information via things like the television, radio, newspaper and the telephone."	57	66	44	63	81	63	57	65	64	62	55	63	64	62	59	
"I mainly get my information via things like the internet, digital and satellite television, a 3G phone and social media site like Facebook and Twitter."	33	23	42	25	12	29	32	25	25	25	33	26	28	26	33	
Neither of them	7	7	7	9	5	6	7	6	7	9	8	7	6	8	6	
Don't know	3	4	7	3	2	2	4	4	5	5	4	4	3	4	3	

Which of these statements do you most agree with?

"I mainly get my information via things like the television, radio, newspaper and the telephone."
 "I mainly get my information via things like the internet, digital and satellite television, a 3G phone and social media site like Facebook and Twitter."
 Neither of them
 Don't know

	Voters							Labour 2005->2010	
	Total	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour

Weighted Sample	8505	1112	2173	2659	1892	153	516	1353	895
Unweighted Sample	8475	891	1710	2801	2347	176	550	1053	914
%		%	%	%	%	%	%	%	%

[SPLIT C]

Which of these statements do you most agree with?

"Like anyone else, I have bad days now and again, but I'm basically a happy person and have a good life."	77	63	80	80	78	77	68	81	79
"There are sometimes exceptions, but I'm pretty unhappy and dissatisfied with my life."	13	18	11	12	13	13	20	11	12
Neither of them	8	12	6	7	8	10	10	6	7
Don't know	2	8	3	1	1	0	2	2	2

Which of these statements do you most agree with?

"It's not all been perfect, but overall I'm pleased and proud of what I've done in my life and where I've got to."	58	45	59	63	60	64	49	59	58
"It's not all been bad, but overall I'm a bit disappointed about where I've ended up in life and what I've achieved."	31	36	31	30	28	29	36	33	31
Neither of them	9	11	8	6	10	6	13	7	8
Don't know	2	8	2	1	1	1	3	1	3

Which of these statements do you most agree with?

"I've taken advantage of my chances, but have had a lot of good opportunities and people around to help me in life."	28	21	29	28	34	25	18	28	25
"You make your own luck in life. I've worked hard and that's what's got me where I am today."	36	29	35	43	32	39	34	36	37
"Despite all my efforts, it's impossible for people like me to get ahead. The odds are just stacked against me."	17	24	16	16	15	16	23	15	21
None of them	15	17	16	11	16	20	20	18	14
Don't know	4	10	4	2	3	0	4	3	4

	Gender		Age				Social Grade					Region			
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North	Scotland

Weighted Sample	8505	4160	4345	2141	2539	2657	2004	2427	1216	1338	1276	1116	2885	1797	1957	729
Unweighted Sample	8475	4399	4076	2069	2597	2641	3566	2398	1035	562	670	1083	3099	1700	1809	764
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT C]

Which of these statements do you most agree with?

"Like anyone else, I have bad days now and again, but I'm basically a happy person and have a good life."	77	74	79	74	73	81	83	80	79	73	60	75	79	74	77	78
"There are sometimes exceptions, but I'm pretty unhappy and dissatisfied with my life."	13	16	11	14	16	10	9	12	14	14	22	14	11	15	13	15
Neither of them	8	8	8	9	8	8	7	7	6	8	13	9	9	7	7	7
Don't know	2	3	2	4	3	1	1	2	2	5	4	2	2	4	3	1

Which of these statements do you most agree with?

"It's not all been perfect, but overall I'm pleased and proud of what I've done in my life and where I've got to."	58	56	61	56	55	61	70	62	59	51	37	54	59	57	59	60
"It's not all been bad, but overall I'm a bit disappointed about where I've ended up in life and what I've achieved."	31	33	29	29	34	32	22	28	31	37	48	32	30	33	30	32
Neither of them	9	9	8	10	9	7	7	9	7	8	13	12	8	7	9	7
Don't know	2	2	2	5	2	1	1	2	2	4	3	3	2	3	2	1

Which of these statements do you most agree with?

"I've taken advantage of my chances, but have had a lot of good opportunities and people around to help me in life."	28	27	29	33	22	25	39	32	22	16	18	30	28	26	26	32
"You make your own luck in life. I've worked hard and that's what's got me where I am today."	36	38	34	29	36	43	40	35	39	37	29	35	36	35	38	34
"Despite all my efforts, it's impossible for people like me to get ahead. The odds are just stacked against me."	17	18	17	16	23	15	9	16	21	23	26	16	17	21	16	15
None of them	15	14	16	15	15	15	11	14	14	17	22	15	15	13	16	17
Don't know	4	4	4	7	4	3	2	4	4	7	5	4	4	5	4	2

Total	Voters							Labour 2005->2010	
	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour	

Which of these statements do you most agree with?

"My aspiration is to earn more money and live in a better area.

Relationships with other people and links to particular places tend to come and go."

14	17	11	16	13	7	12	10	16
69	60	71	68	73	78	68	72	70
14	15	15	15	13	15	16	15	10
3	8	4	2	2	0	5	4	4

"The most important thing for me is to have good relationships with the people I care about and to find a place where I feel I belong. I'd sacrifice money and things for that."

Neither of them
Don't know

Which of these statements do you most agree with?

"You never know what's round the corner, but I don't feel particularly optimistic about what the future holds."

"You never know what's around the corner, but I feel pretty optimistic about what the future holds."

Neither of them
Don't know

36	38	33	38	33	33	50	36	34
50	42	53	51	54	56	33	51	53
10	11	11	9	10	9	13	11	10
4	9	3	2	3	2	4	2	4

Which of these statements do you most agree with?

"I feel part of the community where I live. It's where my roots are and I'm proud to call it home."

"I don't particularly feel part of the community where I live. I don't really have roots here – it's just a place to live really"

Neither of them
Don't know

39	25	45	41	38	54	32	46	41
38	45	30	40	41	24	43	31	38
20	22	22	18	20	20	22	21	18
3	9	3	1	2	2	4	3	4

	Gender		Age				Social Grade					Region				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North	Scotland

Which of these statements do you most agree with?

"My aspiration is to earn more money and live in a better area. Relationships with other people and links to particular places tend to come and go."

"The most important thing for me is to have good relationships with the people I care about and to find a place where I feel I belong. I'd sacrifice money and things for that."

Neither of them
Don't know

14	18	10	20	14	7	12	14	15	14	13	18	12	13	13	13
69	65	73	63	68	74	71	70	68	67	66	66	69	69	69	71
14	14	15	12	14	17	15	14	14	14	16	13	16	14	14	14
3	4	3	5	4	2	2	3	3	5	5	3	3	4	4	2

Which of these statements do you most agree with?

"You never know what's round the corner, but I don't feel particularly optimistic about what the future holds."

"You never know what's around the corner, but I feel pretty optimistic about what the future holds."

Neither of them
Don't know

36	39	34	28	39	45	29	32	41	40	50	34	36	38	39	31
50	49	51	55	47	43	57	55	45	46	34	53	50	49	46	55
10	10	11	11	11	10	12	10	11	8	10	10	11	9	10	12
4	3	4	6	4	2	2	3	3	6	6	3	3	4	5	2

Which of these statements do you most agree with?

"I feel part of the community where I live. It's where my roots are and I'm proud to call it home."

"I don't particularly feel part of the community where I live. I don't really have roots here – it's just a place to live really"

Neither of them
Don't know

39	38	39	30	38	46	42	37	41	39	35	29	38	38	44	46
38	41	36	46	37	31	38	41	36	34	41	45	39	39	36	32
20	18	22	19	22	21	18	21	22	22	20	23	22	20	17	20
3	3	3	5	3	2	2	2	2	5	5	3	2	4	3	3

	Voters						Labour 2005->2010	
	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour

Total	8368	2134	2668	1830	150	587	1243	865
Weighted Sample	1148	2134	2668	1830	150	587	1243	865
Unweighted Sample	884	1624	2763	2289	180	628	940	887
%	%	%	%	%	%	%	%	%

[SPLIT D]

Which of these statements do you most agree with?

"I work to earn a living and that's pretty much it. As long as I receive a good salary then I'm satisfied."	15	21	14	15	11	13	20	14	15
"Work is about more than just earning a living. A good job is about being treated with respect, getting on with colleagues and having a say in how things are run as well."	51	42	50	51	61	52	45	47	52
"A decent salary is important, but the things that really makes a difference at work are the extra benefits – things like pension, good holiday entitlement, and training."	23	20	25	26	20	26	23	28	24
None of them	6	8	6	6	5	7	10	7	5
Don't know	4	10	5	2	3	3	2	4	4

Which of these statements do you most agree with?

"When I face a challenge in life I normally feel able to solve it myself – or I know someone or somewhere I can go for help if I need it."	64	50	63	71	65	59	67	65	62
"When I face a challenge in life I often struggle to solve it – and don't really have many people or places to go to for help."	13	16	13	11	12	16	15	10	17
"When I face a challenge in life I sometimes feel overwhelmed – but thankfully I have lots of people to rely on and places to go for help."	16	19	18	13	17	18	12	17	15
None of them	4	6	4	3	3	4	2	5	2
Don't know	4	10	3	2	3	4	4	3	4

Which of these statements do you most agree with?

"I basically feel in control of my life and the important things around me. If I want to make a change, I know what to do or where to go."	46	32	43	54	48	50	36	47	48
"I mostly just take each day as it comes and make the best of my lot. I don't feel like I have as much control over the things that happen to me in life as I'd like."	41	48	43	37	40	37	50	41	39
Neither of them	10	11	10	8	10	12	12	8	9
Don't know	3	9	4	2	2	1	2	4	4

	Gender		Age				Social Grade					Region			
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North	Scotland

Weighted Sample	4068	4448	2168	2666	2536	1919	2467	1222	1372	1285	1149	2831	1709	2118	692
Unweighted Sample	4256	4112	2037	2658	2527	3428	2418	1038	582	651	1133	3091	1592	1813	721
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT D]

Which of these statements do you most agree with?

- "I work to earn a living and that's pretty much it. As long as I receive a good salary then I'm satisfied."
- "Work is about more than just earning a living. A good job is about being treated with respect, getting on with colleagues and having a say in how things are run as well."
- "A decent salary is important, but the things that really makes a difference at work are the extra benefits – things like pension, good holiday entitlement, and training."
- None of them
- Don't know

15	17	13	15	19	11	10	14	20	22	12	12	14	16	17	14
51	50	53	50	47	52	60	53	44	47	47	54	52	51	49	52
23	23	24	23	24	24	23	25	27	20	20	25	23	24	22	26
6	6	7	5	6	9	5	4	5	7	14	4	7	7	7	5
4	4	4	7	3	3	2	4	4	5	7	6	4	2	5	3

Which of these statements do you most agree with?

- "When I face a challenge in life I normally feel able to solve it myself – or I know someone or somewhere I can go for help if I need it."
- "When I face a challenge in life I often struggle to solve it – and don't really have many people or places to go to for help."
- "When I face a challenge in life I sometimes feel overwhelmed – but thankfully I have lots of people to rely on and places to go for help."
- None of them
- Don't know

64	70	59	58	62	70	71	66	63	60	55	62	66	65	63	65
13	12	14	11	17	12	9	11	13	16	18	12	13	14	13	11
16	11	20	22	15	12	16	17	16	16	15	19	15	15	16	17
4	3	4	3	4	5	2	3	4	4	7	3	3	3	4	4
4	3	4	7	3	2	2	4	4	4	6	4	3	3	4	4

Which of these statements do you most agree with?

- "I basically feel in control of my life and the important things around me. If I want to make a change, I know what to do or where to go."
- "I mostly just take each day as it comes and make the best of my lot. I don't feel like I have as much control over the things that happen to me in life as I'd like."
- Neither of them
- Don't know

46	47	45	44	40	50	58	47	41	38	33	49	47	45	43	46
41	41	42	39	47	40	31	40	45	51	49	37	41	43	44	40
10	9	10	10	11	8	9	10	11	7	13	9	9	9	10	11
3	3	4	7	3	2	2	4	3	4	6	5	3	3	4	3

	Voters							Labour 2005->2010	
	Total	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour
Which of these statements do you most agree with?									
"Central government interferes too much in local services like schools, hospitals and the police. They should leave it to the professionals who know best."	22	16	13	31	23	24	25	12	19
"The whole point of government is to make sure there are decent standards across the board and everyone gets a fair deal. Too much local control means some do well and others do badly."	32	24	47	25	34	31	23	48	35
"People should have more choices and control over local services – otherwise professionals or government bureaucrats end up deciding what happens."	33	33	28	35	32	36	41	28	35
None of them	5	9	5	4	5	4	5	5	4
Don't know	8	18	8	5	7	5	6	7	7
Which of these statements do you most agree with?									
"British society is broken and things will probably get worse. There's nothing much that can be done, it's just the way things are going."	14	22	8	16	8	9	24	7	12
"British society has its problems, but to describe it as broken is an over generalization and is just talking our country down."	24	18	34	16	31	25	17	36	27
"There are parts of British society that have problems, but they are not beyond repair if government and people work together to solve them."	55	40	52	65	57	59	52	51	55
None of them	3	7	2	2	1	6	3	2	2
Don't know	4	13	5	2	3	1	4	4	5

Which of these statements do you most agree with?

"Central government interferes too much in local services like schools, hospitals and the police. They should leave it to the professionals who know best."

"The whole point of government is to make sure there are decent standards across the board and everyone gets a fair deal. Too much local control means some do well and others do badly."

"People should have more choices and control over local services – otherwise professionals or government bureaucrats end up deciding what happens."

None of them
Don't know

Which of these statements do you most agree with?

"British society is broken and things will probably get worse. There's nothing much that can be done, it's just the way things are going."

"British society has its problems, but to describe it as broken is an over generalization and is just talking our country down."

"There are parts of British society that have problems, but they are not beyond repair if government and people work together to solve them."

None of them
Don't know

	Gender		Age			Social Grade					Region					
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands/Wales	North	Scotland	
	Total															
Which of these statements do you most agree with?																
"Central government interferes too much in local services like schools, hospitals and the police. They should leave it to the professionals who know best."	24	21	18	23	26	26	22	19	20	22	19	26	20	22	19	
"The whole point of government is to make sure there are decent standards across the board and everyone gets a fair deal. Too much local control means some do well and others do badly."	32	32	32	32	31	34	32	33	32	28	37	30	33	30	37	
"People should have more choices and control over local services – otherwise professionals or government bureaucrats end up deciding what happens."	33	32	32	32	34	30	32	34	35	34	28	34	35	34	28	
None of them	5	5	5	5	4	4	5	4	5	6	5	4	4	6	7	
Don't know	6	10	14	7	5	6	9	10	8	9	10	7	7	8	9	
Which of these statements do you most agree with?																
"British society is broken and things will probably get worse. There's nothing much that can be done, it's just the way things are going."	15	13	14	15	14	10	12	15	18	17	15	12	14	15	12	
"British society has its problems, but to describe it as broken is an over generalization and is just talking our country down."	27	21	27	24	21	27	25	23	20	21	26	21	26	24	26	
"There are parts of British society that have problems, but they are not beyond repair if government and people work together to solve them."	53	58	48	55	60	59	56	55	54	51	52	60	53	54	53	
None of them	2	3	3	3	3	2	2	3	2	5	2	2	3	3	4	
Don't know	3	5	9	4	3	2	5	5	6	6	5	4	4	5	4	

	Voters									
	Total	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour	Labour 2005->2010
Weighted Sample	8140	1058	2049	2549	1815	168	501	1206	793	813
Unweighted Sample	8223	879	1598	2708	2276	200	562	935	813	
%	%	%	%	%	%	%	%	%	%	%

[SPLIT E]

Which of these statements do you most agree with?

"In general, I think government is a force for good. It helps improve my life and that of my family. It's normally part of the solution not the problem"	32	17	48	28	33	35	16	54	33
"In general, government doesn't really seem to have much impact on my life of that of my family."	18	20	17	17	19	16	15	15	19
"In general, I think government gets in the way and makes my life and that of my family harder. Overall, it's part of the problem not the solution."	29	30	15	37	26	32	52	14	27
None of them	14	17	14	13	16	11	12	13	14
Don't know	7	16	6	6	6	7	6	4	7

Which of these statements do you most agree with?

"I'd really like to be more active in my local community but I just don't have the time what with the pressures of work and family."	35	27	39	34	40	35	29	39	33
"It's not my job to look after my local community. That's what we pay our taxes and elect politicians for."	19	20	18	19	17	17	22	16	21
"I enjoy being active in my local community and get involved whenever I have the time and feel it's worthwhile to do so."	15	10	15	16	16	20	17	16	18
None of them	25	29	22	26	22	24	26	24	22
Don't know	7	14	6	5	5	4	6	5	7

Which of these statements do you most agree with?

"Trade unions are a relic of an industrial age that is now long gone. They just get in the way of an efficient economy and individual workers solving their own problems."	25	18	10	46	19	18	23	9	22
"Trade unions are essential to preventing the interests of big business and bad management trampling over those of workers."	18	17	25	8	21	30	21	28	24
"Trade unions have an important role to play in bringing people together to improve conditions at work and to help employees when they need it."	42	32	51	34	48	42	39	53	42
None of them	7	12	5	6	5	6	7	5	6
Don't know	9	22	8	6	7	3	10	6	6

	Gender		Age				Social Grade					Region			
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North	Scotland
Total	3986	4154	2083	2574	2363	1954	2330	1226	1157	1225	1112	2638	1712	1921	734
Weighted Sample	4264	3959	2002	2613	2488	3474	2277	1083	498	643	1088	2957	1626	1791	737
Unweighted Sample	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT E]

Which of these statements do you most agree with?

- "In general, I think government is a force for good. It helps improve my life and that of my family. It's normally part of the solution not the problem"
- "In general, government doesn't really seem to have much impact on my life of that of my family."
- "In general, I think government gets in the way and makes my life and that of my family harder. Overall, it's part of the problem not the solution."
- None of them
- Don't know

32	33	31	32	31	30	37	32	30	32	26	32	30	32	35	33
18	15	20	19	16	17	16	17	19	19	18	22	17	17	15	21
29	35	23	23	30	34	31	28	29	23	34	26	33	29	27	26
14	11	17	15	14	14	13	17	14	13	13	14	14	15	15	13
7	6	9	11	8	5	4	6	8	12	9	6	7	8	8	8

Which of these statements do you most agree with?

- "I'd really like to be more active in my local community but I just don't have the time what with the pressures of work and family."
- "It's not my job to look after my local community. That's what we pay our taxes and elect politicians for."
- "I enjoy being active in my local community and get involved whenever I have the time and feel it's worthwhile to do so."
- None of them
- Don't know

35	36	35	43	39	20	38	40	35	33	23	41	35	33	35	35
19	22	15	20	20	18	16	17	23	22	18	19	18	18	21	17
15	15	15	12	13	20	21	14	10	10	17	15	16	17	12	16
25	21	28	17	23	36	21	23	25	27	31	21	26	26	24	26
7	5	8	9	7	6	4	6	7	9	10	6	6	7	8	7

Which of these statements do you most agree with?

- "Trade unions are a relic of an industrial age that is now long gone. They just get in the way of an efficient economy and individual workers solving their own problems."
- "Trade unions are essential to preventing the interests of big business and bad management trampling over those of workers."
- "Trade unions have an important role to play in bringing people together to improve conditions at work and to help employees when they need it."
- None of them
- Don't know

25	31	20	23	24	28	33	26	18	19	23	29	30	23	19	21
18	20	16	19	18	18	14	18	19	22	18	18	15	18	21	23
42	39	44	32	45	46	43	40	47	38	40	37	40	43	44	44
7	5	8	8	6	6	5	7	6	8	7	7	6	8	6	6
9	6	11	18	8	3	5	8	10	13	12	10	9	8	10	7

	Voters							Labour 2005->2010	
	Total	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour
Which of these statements do you most agree with?									
"Politics is something best left to the politicians. It's their job to run the country and mine to sort out my life."	9	12	10	10	8	6	7	9	11
"Politics should be the way people come together to solve their problems, or make a difference to the things they care about. But it just doesn't work like that."	48	44	43	48	53	54	62	43	47
"Politics should be the way people come together to solve their problems, or make a difference to the things they care about. It's not perfect, but it basically works."	29	16	36	31	30	30	17	37	31
None of them	6	13	4	5	5	8	6	5	6
Don't know	7	15	7	5	5	3	8	6	6
Which of these statements do you most agree with?									
"No one political party can ever have all the right ideas, so working together is a sign of strength and weakness."	48	44	43	42	62	53	48	43	52
"Of course political parties should work together when they agree, but a mushy compromise is not good for democracy."	32	22	37	41	20	27	29	38	30
Neither of them	14	17	13	12	13	17	15	14	12
Don't know	7	17	6	6	5	3	8	5	7
Which of these statements do you most agree with?									
"I care about the place I live and I'm willing to commit some of my time to community action to making it even better than local services alone can achieve."	32	22	32	35	34	42	32	33	33
"I care about the place I live but it is the job of the local council and the government to provide local services and to improve the area."	43	37	45	45	44	38	43	46	48
"The place I live is basically just somewhere I live and sleep. As long as it's safe and clean then I am happy."	11	16	9	10	11	5	10	8	9
None of them	8	12	8	6	8	12	9	8	6
Don't know	6	14	5	4	4	3	6	4	4

Which of these statements do you most agree with?

"Politics is something best left to the politicians. It's their job to run the country and mine to sort out my life."
 "Politics should be the way people come together to solve their problems, or make a difference to the things they care about.
 But it just doesn't work like that."
 "Politics should be the way people come together to solve their problems, or make a difference to the things they care about.
 It's not perfect, but it basically works."
 None of them
 Don't know

Which of these statements do you most agree with?

"No one political party can ever have all the right ideas, so working together is a sign of strength and weakness."
 "Of course political parties should work together when they agree, but a mushy compromise is not good for democracy."
 Neither of them
 Don't know

Which of these statements do you most agree with?

"I care about the place I live and I'm willing to commit some of my time to community action to making it even better than local services alone can achieve."
 "I care about the place I live but it is the job of the local council and the government to provide local services and to improve the area."
 "The place I live is basically just somewhere I live and sleep. As long as it's safe and clean then I am happy."
 None of them
 Don't know

	Gender		Age			Social Grade					Region					
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands/Wales	North	Scotland	
	Total															
Which of these statements do you most agree with?																
"Politics is something best left to the politicians. It's their job to run the country and mine to sort out my life."	9	9	9	10	9	8	8	11	11	12	11	9	10	10	8	8
"Politics should be the way people come together to solve their problems, or make a difference to the things they care about. But it just doesn't work like that."	48	50	47	47	49	49	49	49	43	48	43	50	48	48	52	52
"Politics should be the way people come together to solve their problems, or make a difference to the things they care about. It's not perfect, but it basically works."	29	26	25	28	32	35	30	25	29	24	32	29	28	29	30	30
None of them	6	7	7	7	6	5	6	6	6	8	6	6	7	5	5	5
Don't know	7	9	12	8	4	4	7	8	12	8	8	6	7	8	5	5
Which of these statements do you most agree with?																
"No one political party can ever have all the right ideas, so working together is a sign of strength and weakness."	48	48	47	48	45	50	49	48	45	42	46	50	46	46	50	50
"Of course political parties should work together when they agree, but a mushy compromise is not good for democracy."	32	30	27	30	38	34	31	31	30	32	31	30	34	33	30	30
Neither of them	14	14	14	14	13	13	13	13	14	17	15	14	13	13	14	14
Don't know	7	9	12	8	4	4	6	9	11	10	8	6	8	8	6	6
Which of these statements do you most agree with?																
"I care about the place I live and I'm willing to commit some of my time to community action to making it even better than local services alone can achieve."	32	31	27	31	37	39	32	28	28	30	31	34	35	29	32	32
"I care about the place I live but it is the job of the local council and the government to provide local services and to improve the area."	43	44	41	44	44	41	43	47	44	42	44	43	40	46	44	44
"The place I live is basically just somewhere I live and sleep. As long as it's safe and clean then I am happy."	11	9	14	10	8	10	11	12	11	10	12	10	11	11	10	10
None of them	8	9	7	10	8	7	9	7	8	10	9	8	8	7	9	9
Don't know	6	7	10	5	4	3	5	7	9	8	5	5	6	7	5	5

	Voters									
	Did't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour		
Total	1077	2041	2624	1835	154	539	1276	878		
Weighted Sample	840	1561	2795	2354	177	608	947	901		
Unweighted Sample	8335	1561	2795	2354	177	608	947	901		
	%	%	%	%	%	%	%	%		

[SPLIT A]

Do you think the CONSERVATIVE PARTY ...

Are in touch or out of touch?

In touch	42	28	11	85	28	25	27	10	36
Out of touch	40	36	73	5	51	62	53	76	46
Don't know	18	36	17	10	21	13	21	14	18

Care about ordinary people, or care about only a select few?

Cares about ordinary people	34	20	5	78	17	25	19	4	28
Cares about only a select few	54	51	88	12	73	70	66	92	59
Don't know	12	29	6	11	11	5	15	5	13

Are trustworthy or untrustworthy?

Trustworthy	33	24	7	73	17	24	16	5	27
Untrustworthy	43	39	78	5	56	60	57	81	49
Don't know	23	36	15	22	27	17	27	14	25

[SPLIT B]

Do you think the CONSERVATIVE PARTY ...

Are divided or united?

Divided	27	25	43	9	31	38	33	45	28
United	48	30	28	80	39	39	39	26	47
Don't know	25	45	29	11	30	23	28	29	25

Are trying to do the right thing, or serving their own interests?

Trying to do the right thing	44	28	13	89	31	29	30	11	43
Serving their own interests	46	45	81	7	58	64	60	84	48
Don't know	10	26	6	5	11	7	10	5	10

Are strong or weak?

Strong	50	35	27	82	45	34	31	24	49
Weak	28	28	51	5	32	43	41	54	28
Don't know	22	37	22	13	24	23	29	22	23

Are the future or the past?

The future	43	30	10	89	26	20	29	8	41
The past	35	29	66	1	45	56	42	70	35
Don't know	23	41	24	9	29	24	29	22	24

	Gender		Age				Social Grade				Region				
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North	Scotland
Total	3992	4278	2012	2591	2541	1960	2427	1076	1366	1198	1022	2702	1825	2004	694
Weighted Sample	4343	3992	1949	2656	2603	3496	2421	949	593	633	1072	3035	1647	1845	713
Unweighted Sample	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT A]
Do you think the CONSERVATIVE PARTY ...
Are in touch or out of touch?

In touch	44	39	37	40	46	48	44	41	35	33	45	48	40	38	30
Out of touch	40	40	39	42	41	38	39	40	41	48	35	35	42	44	53
Don't know	18	21	24	19	13	14	17	19	24	19	20	18	18	18	18

Care about ordinary people, or care about only a select few?

Cares about ordinary people	37	31	29	31	41	41	36	31	28	26	36	40	32	30	24
Cares about only a select few	54	55	54	57	50	49	52	55	58	62	49	48	56	58	65
Don't know	12	13	17	12	9	10	12	15	14	12	15	12	12	12	10

Are trustworthy or untrustworthy?

Trustworthy	38	29	29	30	39	39	34	30	30	29	37	38	31	30	25
Untrustworthy	43	43	44	47	40	40	43	43	45	49	38	37	46	48	55
Don't know	23	19	27	23	21	20	24	27	25	23	25	25	23	23	20

[SPLIT B]
Do you think the CONSERVATIVE PARTY ...
Are divided or united?

Weighted Sample	8489	4166	4323	2211	2588	2540	1924	2512	1254	1239	1304	1116	2849	1822	1959	726
Unweighted Sample	8530	4418	4112	2096	2666	2618	3559	2502	1019	542	652	1156	3090	1671	1855	741
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Divided	29	24	24	26	27	29	25	27	25	30	29	24	25	27	40
United	48	51	45	49	50	53	49	46	43	43	48	48	51	49	35
Don't know	25	20	31	25	23	19	26	27	32	27	23	25	26	27	24

Are trying to do the right thing, or serving their own interests?

Trying to do the right thing	46	43	37	41	50	53	43	41	39	39	47	51	44	38	31
Serving their own interests	46	47	46	50	44	40	46	47	51	53	43	40	45	53	60
Don't know	10	7	12	9	6	7	11	12	10	9	10	9	11	9	9

Are strong or weak?

Strong	51	49	52	46	50	56	52	46	45	44	53	55	48	47	38
Weak	28	31	26	32	28	26	26	31	30	34	26	24	28	33	41
Don't know	22	18	26	23	22	19	22	23	25	22	21	21	25	21	21

Are the future or the past?

The future	43	42	39	39	48	50	43	41	36	39	45	49	44	38	28
The past	35	37	37	36	31	31	34	35	37	38	32	29	32	40	51
Don't know	23	20	26	24	21	19	23	24	27	24	23	22	24	23	22

	Voters							Labour 2005->2010	
	Total	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour

Weighted Sample	8505	1112	2173	2659	1892	153	516	1353	895
Unweighted Sample	8475	891	1710	2801	2347	176	550	1053	914
%		%	%	%	%	%	%	%	%

[SPLIT C]
Do you think the CONSERVATIVE PARTY...

Are competent or incompetent?

Competent	50	30	22	91	44	31	36	20	47
Incompetent	30	31	59	2	33	46	40	61	30
Don't know	20	39	20	7	24	23	25	19	22

Have a clear sense of purpose, or are unclear about what they stand for?

Have a clear sense of purpose	54	33	34	84	51	44	39	35	53
Are unclear what they stand for	34	36	55	10	37	46	45	55	36
Don't know	13	31	11	6	12	11	16	10	12

Are honest or dishonest?

Honest	35	21	15	69	22	18	21	15	30
Dishonest	37	41	62	5	45	50	52	61	39
Don't know	29	38	23	26	33	33	27	24	32

Are active in your local community, or do you never hear from them?

Active in my local community	29	14	19	48	24	12	25	19	23
I never hear from them	59	58	71	43	66	82	65	72	65
Don't know	12	28	10	10	11	6	11	9	12

[SPLIT A]
Do you think the LABOUR PARTY...

Are in touch or out of touch?

In touch	27	20	67	8	22	22	8	70	23
Out of touch	62	50	25	88	66	74	83	25	66
Don't know	11	30	8	5	11	4	9	5	11

Care about ordinary people, or care about only a select few?

Cares about ordinary people	47	31	87	23	53	43	21	89	45
Cares about only a select few	42	42	8	67	36	52	67	8	43
Don't know	11	28	5	10	12	5	13	3	12

Are trustworthy or untrustworthy?

Trustworthy	25	14	64	5	21	20	5	69	22
Untrustworthy	57	51	16	87	56	67	81	14	57
Don't know	19	35	21	8	23	14	14	17	21

Weighted Sample	8270	1077	2041	2624	1835	154	539	1276	878
Unweighted Sample	8335	840	1561	2795	2354	177	608	947	901
%		%	%	%	%	%	%	%	%

	Gender		Age				Social Grade				Region			
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North

Weighted Sample	8505	4160	4345	2141	2539	2657	2004	2427	1216	1338	1276	1116	2885	1797	1957	729
Unweighted Sample	8475	4399	4076	2069	2597	2641	3566	2398	1035	562	670	1083	3099	1700	1809	764
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT C]

Do you think the CONSERVATIVE PARTY...

Are competent or incompetent?

Competent	50	52	49	45	46	56	57	52	47	44	45	44	58	50	48	38
Incompetent	30	33	28	32	34	27	27	31	31	31	33	30	25	29	35	42
Don't know	20	15	23	23	20	17	16	17	21	25	22	26	17	21	18	20

Have a clear sense of purpose, or are unclear about what they stand for?

Have a clear sense of purpose	54	54	54	49	52	57	60	55	53	47	50	50	60	52	52	47
Are unclear what they stand for	34	37	31	35	36	32	32	33	33	37	35	34	29	34	36	43
Don't know	13	9	16	15	12	12	8	12	15	17	16	15	11	15	12	10

Are honest or dishonest?

Honest	35	38	32	29	30	41	40	35	34	31	31	30	41	34	32	25
Dishonest	37	40	34	45	39	29	34	37	38	38	39	38	31	35	41	50
Don't know	29	23	34	26	30	30	26	28	28	31	30	32	28	31	27	25

Are active in your local community, or do you never hear from them?

Active in my local community	29	29	28	25	26	33	34	30	26	22	25	30	37	27	22	16
I never hear from them	59	60	58	58	61	57	57	58	60	63	60	54	51	61	65	77
Don't know	12	11	14	17	13	10	9	11	14	16	16	17	12	12	13	7

Weighted Sample	8270	3992	4278	2012	2591	2541	1960	2427	1076	1366	1198	1022	2702	1825	2004	694
Unweighted Sample	8335	4343	3992	1949	2656	2603	3496	2421	949	593	633	1072	3035	1647	1845	713
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT A]

Do you think the LABOUR PARTY...

Are in touch or out of touch?

In touch	27	22	33	29	27	27	25	28	26	29	29	27	23	27	31	37
Out of touch	62	70	55	54	62	68	67	61	62	57	61	61	67	64	59	51
Don't know	11	9	13	18	11	6	8	11	12	15	10	12	11	9	11	13

Care about ordinary people, or care about only a select few?

Cares about ordinary people	47	46	48	50	45	43	51	48	42	43	46	49	41	48	50	55
Cares about only a select few	42	45	39	34	43	48	41	41	43	44	43	38	47	41	40	37
Don't know	11	9	13	16	11	8	9	12	15	13	11	13	12	12	11	8

Are trustworthy or untrustworthy?

Trustworthy	25	23	26	25	25	23	24	25	24	24	27	24	22	24	28	33
Untrustworthy	57	63	51	50	57	63	60	57	58	55	52	56	62	58	52	45
Don't know	19	14	23	25	18	15	16	19	18	21	22	21	16	18	20	22

Total	Voters							Labour 2005->2010	
	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour	

Weighted Sample	8488	1102	2136	2683	1874	167	526	1297	910
Unweighted Sample	8529	918	1606	2865	2345	192	603	960	961
%	%	%	%	%	%	%	%	%	%

[SPLIT B]
Do you think the LABOUR PARTY...
Are divided or united?

Divided	66	51	43	85	72	74	72	40	72
United	22	19	47	9	17	18	15	51	19
Don't know	12	30	11	7	11	8	13	9	9

Are trying to do the right thing, or serving their own interests?

Trying to do the right thing	44	30	84	18	49	45	28	89	48
Serving their own interests	47	46	10	76	43	48	64	6	44
Don't know	9	24	6	6	8	8	9	5	8

Are strong or weak?

Strong	20	16	48	5	15	18	10	51	16
Weak	67	56	37	89	74	71	77	34	73
Don't know	13	27	16	6	11	11	13	16	11

Are the future or the past?

The future	25	17	66	2	18	24	11	71	21
The past	56	48	13	90	56	56	69	10	58
Don't know	20	35	22	8	26	21	20	19	21

	Gender		Age				Social Grade					Region			
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North	Scotland

Weighted Sample	8488	4166	4322	2210	2588	2540	1924	2511	1254	1239	1304	1116	2848	1822	1959	726
Unweighted Sample	8529	4418	4111	2095	2666	2618	3559	2501	1019	542	652	1156	3089	1671	1855	741
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT B]
Do you think the LABOUR PARTY...
Are divided or united?

Divided	66	69	63	61	66	69	71	68	61	63	61	67	70	64	63	62
United	22	22	22	21	23	22	21	19	25	24	25	20	19	23	25	26
Don't know	12	10	15	18	11	9	8	13	15	13	14	13	11	13	13	12

Are trying to do the right thing, or serving their own interests?

Trying to do the right thing	44	43	46	50	43	40	44	44	45	45	42	45	39	42	51	52
Serving their own interests	47	49	44	36	49	54	49	46	46	44	49	47	53	47	41	38
Don't know	9	8	10	14	8	6	7	10	9	11	9	9	8	11	8	10

Are strong or weak?

Strong	20	20	20	21	21	19	17	18	23	23	25	19	18	20	22	25
Weak	67	71	64	63	67	68	73	69	64	60	63	68	71	67	63	62
Don't know	13	10	16	16	12	13	10	14	13	17	12	13	12	12	15	13

Are the future or the past?

The future	25	24	25	25	25	24	21	22	28	29	28	22	20	25	29	35
The past	56	58	53	50	56	60	62	57	52	48	54	56	62	56	50	45
Don't know	20	18	22	25	19	16	17	21	20	23	18	22	18	19	21	20

	Voters									
	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour		
Total	1112	2173	2658	1892	153	516	1353	895		
Weighted Sample	891	1710	2800	2347	176	550	1053	914		
Unweighted Sample	%	%	%	%	%	%	%	%		

[SPLIT C]

Do you think the LABOUR PARTY...
Are competent or incompetent?

Competent	37	82	8	37	31	17	86	42
Incompetent	51	8	87	49	54	74	5	43
Don't know	12	33	5	14	15	9	9	15

Have a clear sense of purpose, or are unclear about what they stand for?

Have a clear sense of purpose	43	79	25	40	38	22	82	43
Are unclear what they stand for	46	13	67	49	51	66	12	44
Don't know	12	30	8	10	11	12	6	13

Are honest or dishonest?

Honest	28	62	8	27	20	12	65	29
Dishonest	50	13	78	48	60	74	11	44
Don't know	22	35	14	26	20	14	25	27

Are active in your local community, or do you never hear from them?

Active in my local community	32	58	18	27	36	25	61	29
I never hear from them	56	49	73	62	58	66	30	60
Don't know	12	28	9	11	6	8	8	12

	Gender		Age				Social Grade					Region			
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North	Scotland
Total	4160	4345	2141	2538	2657	2004	2427	1216	1338	1276	1116	2885	1797	1957	729
Weighted Sample	4398	4076	2069	2596	2641	3565	2398	1035	562	670	1083	3099	1700	1808	764
Unweighted Sample	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT C]

Do you think the LABOUR PARTY...

Are competent or incompetent?

Competent	37	36	38	39	34	37	37	38	38	34	39	29	36	41	53
Incompetent	51	55	47	49	57	53	52	50	44	54	45	59	51	48	37
Don't know	12	9	15	13	9	10	11	12	18	13	16	12	13	12	10

Have a clear sense of purpose, or are unclear about what they stand for?

Have a clear sense of purpose	43	43	43	46	40	46	44	41	43	37	45	37	43	47	54
Are unclear what they stand for	46	49	42	43	49	46	46	46	39	49	42	51	45	42	40
Don't know	12	8	15	14	10	8	10	13	18	14	14	12	13	11	7

Are honest or dishonest?

Honest	28	27	29	27	26	30	28	28	27	24	27	23	27	32	39
Dishonest	50	55	45	48	53	50	52	50	44	53	47	55	49	47	42
Don't know	22	17	28	25	20	21	20	22	29	23	26	22	24	21	19

Are active in your local community, or do you never hear from them?

Active in my local community	32	32	34	32	28	33	33	30	31	32	40	17	32	42	47
I never hear from them	56	59	54	55	63	59	56	59	53	54	44	71	54	47	47
Don't know	12	10	14	13	9	9	11	12	17	14	16	12	14	11	6

	Voters									
	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour		
Total	1077	2041	2624	1835	154	539	1276	878		
Weighted Sample	840	1561	2795	2354	177	608	947	901		
Unweighted Sample	8335									
	%	%	%	%	%	%	%	%		

[SPLIT A]

And do you think the LIBERAL DEMOCRAT PARTY...
Are in touch or out of touch?

In touch	33	42	49	79	50	26	43	54
Out of touch	29	37	33	10	36	53	39	25
Don't know	21	21	19	12	14	20	19	21

Care about ordinary people, or care about only a select few?

Cares about ordinary people	56	53	54	82	46	33	54	55
Cares about only a select few	23	24	27	7	35	47	25	23
Don't know	21	23	19	11	18	20	21	22

Are trustworthy or untrustworthy?

Trustworthy	35	26	33	63	25	17	26	40
Untrustworthy	29	39	30	10	41	52	40	25
Don't know	36	36	36	26	34	32	34	35

[SPLIT B]

And do you think the LIBERAL DEMOCRAT PARTY...
Are divided or united?

Divided	27	17	36	28	18	35	31	36
United	52	38	43	54	70	44	47	43
Don't know	22	46	22	18	12	21	22	21

Are trying to do the right thing, or serving their own interests?

Trying to do the right thing	56	47	56	82	47	42	47	64
Serving their own interests	30	30	34	11	47	43	39	24
Don't know	14	33	15	6	7	15	15	12

Are strong or weak?

Strong	29	20	26	52	25	20	16	35
Weak	48	37	60	53	60	56	63	42
Don't know	23	41	20	19	15	24	21	24

Are the future or the past?

The future	46	36	41	79	38	31	33	55
The past	16	14	17	3	28	29	27	13
Don't know	38	50	42	18	34	39	40	32

	Gender		Age				Social Grade				Region				
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North	Scotland
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Total	3992	4278	2012	2591	2541	1960	2427	1076	1366	1198	1022	2702	1825	2004	694
Weighted Sample	4343	3992	1949	2656	2603	3496	2421	949	593	633	1072	3035	1647	1845	713
Unweighted Sample	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT A]
And do you think the LIBERAL DEMOCRAT PARTY...
Are in touch or out of touch?

In touch	50	49	51	53	49	45	55	45	45	43	51	51	50	49	49
Out of touch	29	33	25	21	30	37	30	26	30	36	25	28	30	32	32
Don't know	21	18	24	26	21	18	16	20	25	21	24	21	21	19	20

Care about ordinary people, or care about only a select few?

Cares about ordinary people	56	58	54	58	52	52	63	60	49	46	58	57	54	55	51
Cares about only a select few	23	24	23	17	26	27	20	20	26	27	19	21	24	26	28
Don't know	21	19	24	25	22	21	17	20	25	27	23	21	22	20	21

Are trustworthy or untrustworthy?

Trustworthy	35	37	33	37	33	32	40	38	33	29	37	37	34	34	31
Untrustworthy	29	33	26	27	31	31	30	27	29	31	29	27	29	32	34
Don't know	36	30	41	37	36	37	30	35	38	40	34	36	37	35	35

Weighted Sample
Unweighted Sample

8488	4166	4322	2210	2588	2540	1924	2511	1254	1239	1304	1116	2848	1822	1959	726
8529	4418	4111	2095	2666	2618	3559	2501	1019	542	652	1156	3089	1671	1855	741
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT B]
And do you think the LIBERAL DEMOCRAT PARTY...
Are divided or united?

Divided	27	29	25	23	25	27	31	27	24	23	31	26	26	25	32
United	52	54	50	51	54	52	54	52	51	53	47	53	52	54	47
Don't know	22	17	26	26	21	15	22	22	25	24	22	21	22	21	22

Are trying to do the right thing, or serving their own interests?

Trying to do the right thing	56	57	55	57	55	53	62	56	53	53	53	59	54	55	54
Serving their own interests	30	33	28	24	31	35	29	30	31	29	30	28	30	32	36
Don't know	14	10	18	19	14	12	8	14	17	18	17	13	16	13	10

Are strong or weak?

Strong	29	29	29	33	29	24	31	30	26	29	29	30	30	28	30
Weak	48	53	43	40	49	53	49	48	49	46	48	47	46	50	50
Don't know	23	18	27	26	22	23	20	22	25	25	23	23	24	22	20

Are the future or the past?

The future	46	46	47	50	45	40	51	47	43	45	45	48	46	45	45
The past	16	20	13	11	17	21	14	14	18	18	15	14	17	17	19
Don't know	38	34	41	39	38	39	35	38	39	38	40	37	37	38	36

	Voters							
	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Labour 2005->2010	
Total							Loyal Labour	Lost Labour

Weighted Sample	8505	1112	2173	2658	1892	153	516	1353	895
Unweighted Sample	8474	891	1710	2800	2347	176	550	1053	914
%	%	%	%	%	%	%	%	%	%

[SPLIT C]

And do you think the LIBERAL DEMOCRAT PARTY ...

Are competent or incompetent?

Competent	43	24	37	39	72	36	27	37	50
Incompetent	24	26	28	29	5	22	42	30	19
Don't know	34	51	35	33	23	43	32	33	31

Have a clear sense of purpose, or are unclear about what they stand for?

Have a clear sense of purpose	38	25	26	34	71	35	27	26	48
Are unclear what they stand for	40	34	49	48	18	43	51	50	33
Don't know	22	41	25	18	12	22	22	24	18

Are honest or dishonest?

Honest	43	27	37	41	68	33	28	35	51
Dishonest	20	25	23	19	8	24	40	24	16
Don't know	37	48	40	39	25	43	31	42	34

Are active in your local community, or do you never hear from them?

Active in my local community	30	19	25	27	49	22	25	26	30
I never hear from them	53	46	57	60	40	66	63	58	56
Don't know	17	35	18	13	11	12	12	17	14

	Gender		Age			Social Grade					Region			
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North

	8505	4160	4345	2141	2538	2657	2004	2427	1216	1338	1276	1116	2885	1797	1957	729
Weighted Sample	8474	4398	4076	2069	2596	2641	3565	2398	1035	562	670	1083	3099	1700	1808	764
Unweighted Sample	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT C]

And do you think the LIBERAL DEMOCRAT PARTY ...

Are competent or incompetent?

Competent	43	44	42	44	41	40	47	46	42	37	34	40	45	41	41	45
Incompetent	24	28	20	22	25	25	24	22	23	22	27	21	22	24	27	24
Don't know	34	28	39	34	35	35	29	32	35	40	39	39	33	35	32	32

Have a clear sense of purpose, or are unclear about what they stand for?

Have a clear sense of purpose	38	37	39	42	36	36	42	41	36	34	33	38	41	38	36	37
Are unclear what they stand for	40	46	34	35	41	42	43	39	42	36	38	38	39	38	43	44
Don't know	22	17	26	23	23	22	14	20	22	31	29	25	20	24	21	19

Are honest or dishonest?

Honest	43	48	39	47	39	40	51	45	41	38	35	41	45	42	42	44
Dishonest	20	23	17	21	21	18	18	19	20	20	25	19	18	20	21	22
Don't know	37	30	44	32	40	42	32	36	40	43	40	40	37	38	36	34

Are active in your local community, or do you never hear from them?

Active in my local community	30	32	28	30	27	30	35	33	25	26	25	33	36	22	29	27
I never hear from them	53	54	53	49	56	56	53	52	55	53	54	45	50	61	54	60
Don't know	17	14	19	21	17	14	11	15	20	21	21	22	15	17	17	14

		Voters							Labour 2005->2010	
Total	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Labour	Lost Labour		
8516	1148	2134	2668	1830	150	587	1243	865		
%	884	1624	2763	2289	180	628	940	887		
	%	%	%	%	%	%	%	%		

Weighted Sample
Unweighted Sample

[SPLIT D]
Do you think DAVID CAMERON ...
Is in touch or out of touch?

In touch	44	25	13	87	33	27	30	12	41
Out of touch	38	34	72	4	46	53	46	75	38
Don't know	19	41	15	8	21	20	25	13	21

Cares about ordinary people, or cares about only a select few?

Cares about ordinary people	36	17	6	81	22	16	25	5	34
Cares about only a select few	49	51	84	9	62	70	55	87	50
Don't know	15	33	10	10	16	14	20	8	16

Is trustworthy or untrustworthy?

Trustworthy	35	14	6	78	23	21	20	4	31
Untrustworthy	38	38	69	4	47	57	47	73	38
Don't know	27	48	24	18	30	22	33	23	32

	Gender		Age				Social Grade				Region				
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North	Scotland
Total	4068	4448	2168	2666	2536	1919	2467	1222	1372	1285	1149	2831	1709	2118	692
Weighted Sample	4256	4112	2037	2658	2527	3428	2418	1038	582	651	1133	3091	1592	1813	721
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Unweighted Sample

[SPLIT D]
Do you think DAVID CAMERON ...
Is in touch or out of touch?

In touch	44	45	43	41	51	50	44	47	37	38	41	52	45	38	28
Out of touch	38	39	37	39	36	35	35	35	43	44	38	31	37	43	54
Don't know	19	16	21	20	13	16	21	18	20	18	21	17	18	19	19

Cares about ordinary people, or cares about only a select few?

Cares about ordinary people	36	36	35	32	43	41	37	37	30	28	35	44	35	31	21
Cares about only a select few	49	50	49	51	45	46	47	47	54	56	45	42	50	54	66
Don't know	15	14	16	17	12	13	16	16	15	16	19	14	15	15	13

Is trustworthy or untrustworthy?

Trustworthy	35	37	32	32	44	42	36	34	27	29	36	42	34	29	22
Untrustworthy	38	40	36	43	33	34	36	37	43	43	36	32	37	43	53
Don't know	27	23	31	30	23	24	28	29	30	28	29	26	28	28	25

	Voters							Labour 2005->2010	
	Total	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour
Weighted Sample	8140	1058	2049	2549	1815	168	501	1206	793
Unweighted Sample	8223	879	1598	2708	2276	200	562	935	813
	%	%	%	%	%	%	%	%	%

[SPLIT E]
Do you think DAVID CAMERON ...
Is decisive or dithering?

Decisive	53	36	26	87	48	53	43	25	50
Dithering	28	24	54	5	31	29	37	57	31
Don't know	19	40	21	8	21	18	20	19	20

Is trying to do the right thing, or serving his own interests?

Trying to do the right thing	46	30	14	88	36	33	33	11	44
Serving their own interests	43	40	78	6	52	58	55	82	46
Don't know	11	30	8	6	12	9	12	8	10

Is strong or weak?

Strong	50	36	25	83	45	46	38	23	47
Weak	25	22	49	4	26	32	33	52	27
Don't know	25	42	26	13	29	22	29	25	26

Is the future or the past?

The future	48	34	18	89	37	36	37	14	45
The past	25	20	51	1	30	37	31	56	25
Don't know	27	46	32	9	33	27	32	30	30

[SPLIT F]
Do you think DAVID CAMERON ...
Is competent or incompetent?

Weighted Sample	8541	1116	2126	2744	1880	164	510	1379	925
Unweighted Sample	8420	920	1538	2825	2364	183	590	936	936
	%	%	%	%	%	%	%	%	%

Competent	53	36	21	92	49	37	43	19	52
Incompetent	24	22	52	1	25	28	26	52	21
Don't know	23	42	28	7	26	35	31	29	27

Has a clear sense of purpose, or is unclear about what he stands for?

Has a clear sense of purpose	54	34	26	89	48	47	47	25	50
Is unclear what he stands for	34	32	63	6	40	40	38	65	37
Don't know	12	34	10	5	12	13	15	10	14

Is honest or dishonest?

Honest	39	24	12	77	29	22	30	11	33
Dishonest	28	31	53	3	34	40	33	51	28
Don't know	32	46	35	20	36	38	37	38	40

	Gender		Age				Social Grade				Region				
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North	Scotland
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Weighted Sample
8140
Unweighted Sample

[SPLIT E]
Do you think DAVID CAMERON ...
Is decisive or dithering?

Total	8140	4264	3959	2002	2613	2488	3474	2277	1083	498	643	1088	2957	1626	1791	737
Decisive	53	54	51	48	51	56	61	55	51	43	45	47	60	55	50	40
Dithering	28	29	26	28	29	29	24	26	31	31	33	27	23	28	31	40
Don't know	19	16	22	24	20	16	15	19	18	26	22	25	18	18	20	20

Is trying to do the right thing, or serving his own interests?

Trying to do the right thing
Serving their own interests
Don't know

Is strong or weak?

Strong	50	52	49	49	49	52	56	52	51	43	44	47	56	54	45	40
Weak	25	28	22	25	26	24	23	23	24	29	30	24	19	26	28	37
Don't know	25	21	29	26	25	24	21	25	24	28	26	29	25	21	27	23

Is the future or the past?

The future	48	49	47	42	48	52	55	49	46	43	42	47	56	51	42	32
The past	25	27	23	28	25	23	23	24	25	27	30	25	18	25	30	40
Don't know	27	24	30	30	27	25	22	27	29	30	28	28	26	24	29	29

Weighted Sample
8541
Unweighted Sample

Total	8541	4076	4465	2140	2666	2630	1963	2413	1262	1347	1308	1152	2772	1703	2143	747
Competent	53	56	51	52	51	55	62	57	55	46	40	57	61	53	47	40
Incompetent	24	24	24	25	25	23	19	21	26	27	31	19	18	24	30	34
Don't know	23	20	25	23	24	21	19	22	19	28	29	24	21	23	23	27

[SPLIT F]
Do you think DAVID CAMERON ...
Is competent or incompetent?

Competent	53	56	51	52	51	55	62	57	55	46	40	57	61	53	47	40
Incompetent	24	24	24	25	25	23	19	21	26	27	31	19	18	24	30	34
Don't know	23	20	25	23	24	21	19	22	19	28	29	24	21	23	23	27

Has a clear sense of purpose, or is unclear about what he stands for?

Has a clear sense of purpose
Is unclear what he stands for
Don't know

Is honest or dishonest?

Honest	39	43	36	32	36	47	48	40	37	33	31	39	47	38	35	29
Dishonest	28	29	28	37	28	22	24	30	29	30	32	29	22	27	33	41
Don't know	32	27	37	30	36	31	28	30	35	37	37	32	31	35	32	31

	Voters							Labour 2005->2010	
	Total	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour

Weighted Sample	8516	1148	2134	2668	1830	150	587	1243	865
Unweighted Sample	8368	884	1624	2763	2289	180	628	940	887
%		%	%	%	%	%	%	%	%

[SPLIT D]
Do you think GORDON BROWN...
Is in touch or out of touch?

In touch	27	20	66	6	22	33	14	71	26
Out of touch	62	53	25	90	67	58	77	23	64
Don't know	10	28	9	4	11	9	9	7	10

Cares about ordinary people, or cares about only a select few?

Cares about ordinary people	50	31	86	28	57	53	31	89	54
Cares about only a select few	38	41	8	62	32	34	54	8	34
Don't know	12	28	6	10	11	14	15	4	12

Is trustworthy or untrustworthy?

Trustworthy	34	21	74	10	34	42	16	79	36
Untrustworthy	47	43	10	79	44	38	64	8	40
Don't know	19	36	16	12	23	21	21	13	25

[SPLIT E]
Do you think GORDON BROWN...
Is decisive or dithering?

Weighted Sample	8140	1058	2049	2549	1815	168	501	1206	793
Unweighted Sample	8223	879	1598	2708	2276	200	562	935	813
%		%	%	%	%	%	%	%	%

Decisive	36	25	68	16	37	36	23	72	40
Dithering	56	48	26	79	55	59	70	24	52
Don't know	9	27	6	5	8	5	7	5	8

Is trying to do the right thing, or serving his own interests?

Trying to do the right thing	56	41	90	33	66	56	35	92	63
Serving their own interests	35	33	7	60	27	42	58	5	28
Don't know	8	26	3	7	7	2	7	2	9

Is strong or weak?

Strong	35	26	66	17	34	33	23	69	39
Weak	52	46	22	75	52	58	65	21	49
Don't know	13	29	12	8	14	10	12	10	13

Is the future or the past?

The future	16	13	43	2	8	8	8	46	13
The past	70	58	39	92	77	74	79	39	73
Don't know	15	29	18	6	15	18	13	16	15

	Gender		Age				Social Grade				Region			
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North

Weighted Sample	8516	4068	4448	2168	2666	2536	1919	2467	1222	1372	1285	1149	2831	1709	2118	692
Unweighted Sample	8368	4256	4112	2037	2658	2527	3428	2418	1038	582	651	1133	3091	1592	1813	721
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT D]
Do you think GORDON BROWN...
Is in touch or out of touch?

In touch	27	24	30	28	27	28	27	26	25	31	31	28	21	27	31	43
Out of touch	62	68	58	56	63	67	66	64	64	59	57	59	70	65	58	47
Don't know	10	8	12	16	10	6	8	11	11	10	12	13	9	9	11	10

Cares about ordinary people, or cares about only a select few?

Cares about ordinary people	50	50	50	53	46	45	55	50	43	49	47	54	44	49	50	66
Cares about only a select few	38	40	37	31	42	45	34	36	44	40	42	33	44	40	38	24
Don't know	12	10	14	17	12	10	11	14	13	11	12	14	12	11	13	10

Is trustworthy or untrustworthy?

Trustworthy	34	33	34	33	32	32	36	34	28	34	33	32	28	34	35	51
Untrustworthy	47	52	43	42	48	53	48	46	51	47	46	45	55	48	44	29
Don't know	19	15	23	25	20	15	16	20	21	19	21	23	17	18	21	20

[SPLIT E]
Do you think GORDON BROWN...
Is decisive or dithering?

Weighted Sample	8140	3986	4154	2083	2574	2363	1954	2330	1226	1157	1225	1112	2638	1712	1921	734
Unweighted Sample	8223	4264	3959	2002	2613	2488	3474	2277	1083	498	643	1088	2957	1626	1791	737
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Decisive	36	35	37	32	38	35	35	37	34	38	34	34	31	36	39	45
Dithering	56	59	52	53	53	61	59	54	58	50	58	55	61	55	53	47
Don't know	9	6	11	15	8	5	6	9	8	13	9	11	8	9	9	7

Is trying to do the right thing, or serving his own interests?

Trying to do the right thing	56	55	57	58	56	50	58	57	55	56	53	57	51	54	60	70
Serving their own interests	35	38	33	29	36	44	36	34	38	31	40	32	41	38	32	23
Don't know	8	7	10	13	8	6	6	10	7	13	8	12	8	8	8	7

Is strong or weak?

Strong	35	35	34	32	37	35	35	35	34	40	31	32	30	34	40	46
Weak	52	54	50	50	49	55	55	52	52	43	56	54	57	53	47	42
Don't know	13	11	16	18	14	10	11	13	14	18	13	14	13	13	14	12

Is the future or the past?

The future	16	15	16	17	15	17	11	14	15	24	19	14	11	15	20	24
The past	70	73	67	62	70	71	78	70	69	59	65	69	76	70	65	59
Don't know	15	12	17	21	15	12	11	16	15	17	16	17	13	15	15	17

	Voters							Labour 2005->2010	
	Total	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour

Weighted Sample	8541	1116	2126	2744	1880	164	510	1379	925
Unweighted Sample	8420	920	1538	2825	2364	183	590	936	936
%	%	%	%	%	%	%	%	%	%

[SPLIT F]
Do you think **GORDON BROWN**...
Is competent or incompetent?

Competent	42	30	85	15	45	45	24	86	39
Incompetent	48	42	10	80	45	45	64	9	46
Don't know	10	28	5	5	11	10	12	5	15

Has a clear sense of purpose, or is unclear about what he stands for?

Has a clear sense of purpose	51	31	89	32	52	47	39	91	48
Is unclear what he stands for	40	41	7	62	41	41	54	5	43
Don't know	9	28	4	6	8	12	7	4	9

Is honest or dishonest?

Honest	40	25	77	18	45	37	23	79	39
Dishonest	38	38	7	64	31	38	56	6	35
Don't know	22	37	16	18	24	25	21	16	26

[SPLIT D]
Do you think **NICK CLEGG**...
Is in touch or out of touch?

Weighted Sample	8516	1148	2134	2668	1830	150	587	1243	865
Unweighted Sample	8368	884	1624	2763	2289	180	628	940	887
%	%	%	%	%	%	%	%	%	%

In touch	53	34	42	58	75	44	33	43	55
Out of touch	25	21	36	23	10	36	41	35	24
Don't know	23	45	23	19	14	20	27	22	22

Cares about ordinary people, or cares about only a select few?

Cares about ordinary people	51	30	44	53	76	37	33	43	53
Cares about only a select few	25	26	31	26	10	35	41	33	25
Don't know	24	44	25	21	15	28	26	24	22

Is trustworthy or untrustworthy?

Trustworthy	36	19	24	38	63	26	21	25	42
Untrustworthy	26	25	36	25	11	41	40	36	23
Don't know	38	56	41	37	26	34	39	39	35

	Gender		Age				Social Grade					Region			
	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North	Scotland

	8541	4076	4465	2140	2666	2630	1963	2413	1262	1347	1308	1152	2772	1703	2143	747
Weighted Sample																
Unweighted Sample	8420	4339	4081	2098	2642	2575	3531	2366	1076	550	649	1150	3077	1554	1863	752
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT F]
Do you think **GORDON BROWN**...
Is competent or incompetent?

Competent	42	42	42	41	40	40	43	40	41	40	44	43	36	41	44	58
Incompetent	48	50	46	44	48	53	50	50	50	47	43	47	54	49	47	33
Don't know	10	8	12	13	11	7	7	9	9	13	12	10	10	10	9	9

Has a clear sense of purpose, or is unclear about what he stands for?

Has a clear sense of purpose	51	52	51	49	49	53	55	52	51	44	51	48	49	51	53	59
Is unclear what he stands for	40	41	39	39	41	42	39	40	42	45	37	41	42	42	39	32
Don't know	9	7	10	13	10	6	6	9	8	12	13	10	9	8	9	9

Is honest or dishonest?

Honest	40	40	40	39	38	41	43	40	39	37	41	44	35	38	41	56
Dishonest	38	43	34	38	39	40	40	38	40	38	34	36	43	40	37	26
Don't know	22	17	26	23	23	19	17	22	21	25	25	20	23	22	22	18

[SPLIT D]
Do you think **NICK CLEGG**...
Is in touch or out of touch?

	8516	4068	4448	2168	2666	2536	1919	2467	1222	1372	1285	1149	2831	1709	2118	692
Weighted Sample																
Unweighted Sample	8368	4256	4112	2037	2658	2527	3428	2418	1038	582	651	1133	3091	1592	1813	721
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In touch	53	53	52	55	49	50	58	56	49	51	43	49	56	53	52	48
Out of touch	25	28	21	20	26	29	22	22	27	26	31	25	23	24	26	29
Don't know	23	19	26	25	25	21	21	22	25	24	27	26	22	23	22	24

Cares about ordinary people, or cares about only a select few?

Cares about ordinary people	51	53	49	53	48	48	57	55	45	46	42	52	54	50	48	44
Cares about only a select few	25	26	24	21	27	29	22	22	28	26	32	22	23	26	27	30
Don't know	24	21	27	27	25	24	21	24	27	28	26	26	23	24	25	26

Is trustworthy or untrustworthy?

Trustworthy	36	38	34	37	34	35	40	38	32	34	30	34	38	39	33	32
Untrustworthy	26	30	22	24	26	26	26	24	26	26	30	27	23	25	27	32
Don't know	38	32	44	39	40	39	34	38	42	40	41	39	39	36	39	36

	Voters							Labour 2005->2010	
	Total	Didn't Vote	Lab	Con	Lib Dem	SNP/PC	Others	Loyal Labour	Lost Labour

Weighted Sample	8140	1058	2049	2549	1815	168	501	1206	793
Unweighted Sample	8223	879	1598	2708	2276	200	562	935	813
%	%	%	%	%	%	%	%	%	%

[SPLIT E]
Do you think NICK CLEGG...
Is decisive or dithering?

Decisive	45	32	33	43	72	40	34	32	52
Dithering	32	25	44	36	14	38	39	47	28
Don't know	24	43	23	22	15	22	27	21	20

Is trying to do the right thing, or serving his own interests?

Trying to do the right thing	54	39	43	52	81	49	39	45	62
Serving their own interests	33	27	44	37	12	41	49	44	28
Don't know	14	34	14	11	7	9	12	12	10

Is strong or weak?

Strong	40	27	28	38	65	36	31	29	49
Weak	32	28	46	33	13	36	41	47	27
Don't know	28	45	26	29	22	28	28	24	25

Is the future or the past?

The future	51	35	39	49	80	49	39	38	57
The past	14	14	23	14	4	10	24	25	13
Don't know	35	51	38	38	17	41	37	37	30

[SPLIT F]
Do you think NICK CLEGG...
Is competent or incompetent?

Competent	53	35	40	56	79	39	38	40	59
Incompetent	18	19	30	18	4	25	25	29	13
Don't know	29	46	29	26	18	36	37	31	28

Has a clear sense of purpose, or is unclear about what he stands for?

Has a clear sense of purpose	45	30	31	42	76	34	37	29	54
Is unclear what he stands for	37	32	53	41	15	43	42	56	29
Don't know	18	38	16	17	9	24	22	15	17

Is honest or dishonest?

Honest	47	32	38	48	70	31	30	37	48
Dishonest	17	18	25	15	5	29	29	23	12
Don't know	36	50	37	37	25	40	42	40	40

Weighted Sample	8540	1116	2126	2744	1880	164	510	1379	925
Unweighted Sample	8419	920	1538	2824	2364	183	590	936	936
%	%	%	%	%	%	%	%	%	%

	Gender		Age				Social Grade					Region			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	D	E	London	Rest of South	Midlands / Wales	North

Weighted Sample	8140	3986	4154	2083	2574	2363	1954	2330	1226	1157	1225	1112	2638	1712	1921	734
Unweighted Sample	8223	4264	3959	2002	2613	2488	3474	2277	1083	498	643	1088	2957	1626	1791	737
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[SPLIT E]
Do you think NICK CLEGG...
Is decisive or dithering?

Decisive	45	45	45	45	44	43	48	46	36	40	43	45	46	46	46	41
Dithering	32	34	29	28	33	34	33	29	34	31	31	32	32	32	31	37
Don't know	24	21	26	28	23	24	19	24	20	29	27	24	24	23	23	22

Is trying to do the right thing, or serving his own interests?

Trying to do the right thing	54	56	52	55	53	53	58	57	53	44	50	53	54	55	54	50
Serving their own interests	33	34	32	27	33	36	33	29	34	40	32	31	32	33	32	37
Don't know	14	11	16	18	14	11	9	14	13	17	19	16	14	13	14	12

Is strong or weak?

Strong	40	40	39	40	39	39	43	41	38	36	37	38	41	39	41	38
Weak	32	35	29	31	32	32	32	29	34	35	33	32	31	31	33	35
Don't know	28	24	32	29	29	30	26	30	28	29	30	30	29	29	27	28

Is the future or the past?

The future	51	52	49	53	48	49	56	52	49	45	46	50	53	49	50	49
The past	14	16	13	12	15	16	13	13	14	19	18	13	13	14	17	16
Don't know	35	31	38	35	37	36	32	35	36	37	36	37	34	37	33	34

[SPLIT F]
Do you think NICK CLEGG...
Is competent or incompetent?

Weighted Sample	8540	4076	4465	2140	2666	2629	1963	2413	1262	1347	1308	1152	2771	1703	2143	747
Unweighted Sample	8419	4338	4081	2098	2642	2574	3530	2366	1076	550	649	1150	3076	1554	1863	752
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Has a clear sense of purpose, or is unclear about what he stands for?

Competent	53	54	52	55	49	53	58	56	51	47	47	52	57	51	53	46
Incompetent	18	21	17	18	19	20	16	17	19	19	24	19	15	18	20	26
Don't know	29	25	32	27	32	28	27	27	31	34	29	29	28	31	28	28

Is honest or dishonest?

Has a clear sense of purpose	45	44	46	47	41	45	48	49	45	37	40	43	48	45	45	35
Is unclear what he stands for	37	42	33	34	37	40	38	36	34	38	41	39	35	36	37	46
Don't know	18	15	21	19	22	16	14	15	21	25	20	19	17	19	17	19

Honest	47	51	44	48	43	48	53	50	45	38	39	47	51	48	44	40
Dishonest	17	19	14	19	17	14	15	16	18	17	20	18	14	16	17	25
Don't know	36	30	42	33	40	39	31	34	38	45	41	36	35	37	39	35

Labour needs to be open to the verdict of the electorate and accept that the Party needs more than a change of leadership to reconnect with the voters they lost. This is the outcome of a poll commissioned by Open Left in order to better understand the outcome of the 2010 General Election. The poll measured current social attitudes and the public's perception of the main political parties. Overall, some 92,733 British adults took part between May 5th and 21st 2010. Base sizes for each of 40 questions are in the region of 8,300, allowing for robust analysis of different subgroups within the population.

Most importantly, the poll allows for a comparison of the voters that Labour lost with those they retained in the 2010 election. It finds that there is no longer a 'core' Labour vote based on social class. Instead, the 2010 'loyal Labour' vote represents the second worst vote share in living memory. Labour must now listen to the voters it lost in the 2010 election if it is to win again.