

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	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	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

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			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
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

Will you be going to a street party to celebrate the Queen's jubilee?

Yes, definitely	7	9	6	3	8	7	8	6	8	9	4	6	8	8	4	5	9	5	6	3
Yes, perhaps	13	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	35	35	33	34	36	35	32	34	24	36	32	35	34	32	30	32	35	34	34
No, definitely not	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	5	5	8	8	3	5	8	7	20	7	6	4	5	11	11	9	5	8	2

Will you be watching, either in person or on TV, the royal flotilla as it goes down the Thames on Sunday?

Yes, definitely	17	25	15	12	26	13	16	14	19	16	10	15	25	18	15	18	22	14	14	11
Yes, perhaps	35	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	16	20	23	15	19	22	24	14	9	24	22	15	19	20	19	17	23	19	17
No, definitely not	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	5	6	8	6	5	6	8	6	17	6	7	5	5	11	7	8	10	6	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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.

Next

Yes, I have bought clothes that turned out to be poor quality fabric or workmanship	8	8	8	3	8	9	7	7	8	6	13	8	4	9	6	15	7	6	7	6
Yes, I have bought clothes that turned out to be poor value for money	8	8	7	9	9	8	9	8	9	1	16	9	4	10	6	11	9	8	8	7
Yes, I have bought clothes that did not last well	10	8	10	12	8	11	9	8	11	2	18	11	4	10	8	11	10	10	9	6
TOTAL YES	19	20	19	20	19	21	18	18	21	7	30	23	11	22	15	27	18	20	18	16
No, I have never been disappointed in the quality of clothes I've bought from this store	41	37	44	41	39	44	41	33	48	58	47	40	28	42	39	34	40	40	41	52
Not applicable - I have never bought clothes from this store	35	39	32	36	38	31	37	42	28	23	17	33	58	32	39	34	36	34	37	28
Don't know	5	4	5	3	4	4	4	7	3	12	6	4	3	4	7	5	6	6	4	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Marks & Spencer																				
Yes, I have bought clothes that turned out to be poor quality fabric or workmanship	6	8	5	7	8	4	7	5	6	0	5	6	8	7	5	7	6	6	5	5
Yes, I have bought clothes that turned out to be poor value for money	6	8	5	6	8	7	5	6	6	1	6	7	7	7	6	9	6	5	5	7
Yes, I have bought clothes that did not last well	9	10	8	13	11	8	7	8	9	4	8	9	10	10	7	8	10	8	7	9
TOTAL YES	17	21	17	22	21	17	18	15	18	5	17	19	21	20	15	19	19	18	15	14
No, I have never been disappointed in the quality of clothes I've bought from this store	60	66	60	62	63	58	65	55	65	54	54	63	64	63	55	69	61	55	59	55
Not applicable - I have never bought clothes from this store	19	10	19	15	13	22	15	23	15	31	23	15	14	14	24	11	13	24	22	29
Don't know	4	3	4	1	3	3	2	7	2	10	6	3	1	3	6	1	7	3	4	2
Primark																				
Yes, I have bought clothes that turned out to be poor quality fabric or workmanship	20	20	20	22	21	17	22	13	27	32	28	17	11	22	17	31	19	19	19	14
Yes, I have bought clothes that turned out to be poor value for money	9	6	9	13	7	11	10	6	12	9	13	10	4	9	9	11	8	7	11	7
Yes, I have bought clothes that did not last well	24	16	28	24	19	21	32	21	28	35	33	22	15	25	23	25	23	23	25	29
TOTAL YES	41	35	45	42	37	38	45	33	49	51	53	40	28	43	39	49	39	40	42	34
No, I have never been disappointed in the quality of clothes I've bought from this store	21	18	23	19	19	27	20	20	22	29	16	23	20	19	24	19	18	20	25	30
Not applicable - I have never bought clothes from this store	34	45	28	37	41	31	33	41	27	13	25	34	50	36	31	29	39	34	31	32
Don't know	4	2	4	2	3	4	2	6	2	7	6	3	2	2	6	3	4	6	2	4
Tesco																				
Yes, I have bought clothes that turned out to be poor quality fabric or workmanship	9	9	9	2	12	10	5	5	12	5	13	8	7	9	9	6	9	13	7	7
Yes, I have bought clothes that turned out to be poor value for money	6	4	5	3	6	8	4	6	6	7	7	5	6	6	6	3	7	6	4	14
Yes, I have bought clothes that did not last well	15	11	15	15	14	14	17	13	17	9	20	13	13	15	14	12	16	14	13	22
TOTAL YES	25	23	25	18	25	24	24	20	28	17	33	23	22	26	22	18	26	27	18	35

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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
No, I have never been disappointed in the quality of clothes I've bought from this store	33	33	35	39	30	39	29	29	38	41	29	36	30	31	36	26	31	34	39	38
Not applicable - I have never bought clothes from this store	38	41	35	41	42	31	46	45	31	35	34	37	45	40	36	50	38	35	39	26
Don't know	4	3	5	2	3	6	1	6	3	7	4	4	3	3	6	6	5	4	4	1
H&M																				
Yes, I have bought clothes that turned out to be poor quality fabric or workmanship	6	3	6	8	5	6	7	2	9	11	10	4	2	6	5	7	5	3	8	4
Yes, I have bought clothes that turned out to be poor value for money	5	4	5	9	4	4	4	3	6	5	8	3	2	6	3	6	4	3	5	4
Yes, I have bought clothes that did not last well	9	7	9	11	6	9	11	5	12	16	17	5	3	11	6	10	10	7	6	14
TOTAL YES	15	13	17	18	12	16	15	9	21	26	26	10	7	18	12	16	16	13	16	19
No, I have never been disappointed in the quality of clothes I've bought from this store	20	14	24	16	15	24	24	15	25	35	28	19	8	21	19	29	19	15	22	19
Not applicable - I have never bought clothes from this store	60	70	52	64	69	55	59	70	51	29	40	67	83	57	63	49	60	68	57	59
Don't know	5	3	7	2	4	5	2	6	3	10	6	4	2	4	6	6	5	4	5	3
Sainsbury's																				
Yes, I have bought clothes that turned out to be poor quality fabric or workmanship	3	4	2	3	3	1	3	2	3	0	3	3	3	3	2	3	3	2	2	3
Yes, I have bought clothes that turned out to be poor value for money	2	2	2	1	2	2	2	2	2	0	1	2	3	3	1	2	2	2	2	1
Yes, I have bought clothes that did not last well	4	3	4	4	5	3	5	3	5	5	4	4	4	4	5	5	6	4	3	2
TOTAL YES	9	9	8	7	10	6	9	8	9	5	8	9	9	9	8	9	11	8	7	6
No, I have never been disappointed in the quality of clothes I've bought from this store	29	26	32	28	26	36	33	18	39	27	29	32	26	27	31	24	31	27	33	20
Not applicable - I have never bought clothes from this store	58	62	55	61	60	53	56	67	50	59	58	56	61	60	56	63	52	60	57	72
Don't know	4	3	5	4	4	5	2	7	2	9	5	3	4	4	5	4	6	5	3	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Boden																				
Yes, I have bought clothes that turned out to be poor quality fabric or workmanship	1	1	1	2	1	1	1	1	1	1	0	1	1	1	2	2	0	1	0	
Yes, I have bought clothes that turned out to be poor value for money	1	1	1	2	2	1	1	1	1	2	1	1	2	1	4	1	1	1	0	
Yes, I have bought clothes that did not last well	1	0	1	2	1	0	1	1	0	1	1	0	1	0	1	1	0	1	0	
TOTAL YES	2	2	3	6	3	2	2	3	2	1	3	3	2	3	2	5	4	2	2	0
No, I have never been disappointed in the quality of clothes I've bought from this store	5	7	4	6	6	4	6	4	6	5	6	5	5	7	3	7	6	5	3	5
Not applicable - I have never bought clothes from this store	89	88	90	86	87	91	91	88	89	88	86	90	90	87	91	85	85	89	93	93
Don't know	4	3	3	2	4	3	1	5	3	6	5	2	3	3	4	3	5	4	2	2