

## Party Images

*Here are some statements that different people make about different political parties. In each case, which party do you think it applies to most - the Conservatives, Labour or the Liberal Democrats?*

The kind of society it wants is broadly the kind of society I want

|                 | Con | Lab | Lib Dem | None | Don't know |
|-----------------|-----|-----|---------|------|------------|
| <b>2014</b>     | %   | %   | %       | %    | %          |
| July 16-17      | 25  | 27  | 10      | 23   | 14         |
| July 2-3        | 28  | 27  | 10      | 19   | 16         |
| June 18-19      | 27  | 27  | 9       | 22   | 14         |
| June 4-5        | 28  | 28  | 9       | 22   | 12         |
| May 21-22       | 27  | 27  | 10      | 24   | 13         |
| May 7-8         | 27  | 27  | 10      | 22   | 14         |
| April 16-17     | 27  | 27  | 9       | 21   | 15         |
| April 2-3       | 28  | 28  | 9       | 23   | 12         |
| March 19-20     | 29  | 29  | 10      | 20   | 13         |
| March 5-6       | 25  | 29  | 9       | 24   | 13         |
| February 19-20  | 28  | 28  | 10      | 23   | 12         |
| February 5-6    | 26  | 26  | 11      | 22   | 14         |
| January 22-23   | 27  | 28  | 9       | 22   | 13         |
| January 8-9     | 27  | 26  | 10      | 23   | 14         |
| <b>2013</b>     |     |     |         |      |            |
| November 27-28  | 26  | 27  | 9       | 23   | 15         |
| November 13-14  | 25  | 29  | 10      | 23   | 12         |
| October 30-31   | 28  | 29  | 9       | 22   | 12         |
| October 20-21   | 28  | 29  | 8       | 22   | 13         |
| October 2-3     | 29  | 27  | 11      | 20   | 12         |
| September 18-19 | 28  | 27  | 12      | 20   | 14         |
| September 4-5   | 26  | 27  | 10      | 24   | 13         |
| August 21-22    | 27  | 26  | 13      | 21   | 14         |
| August 7-8      | 29  | 28  | 11      | 21   | 12         |
| July 24-25      | 26  | 28  | 11      | 21   | 13         |
| July 10-11      | 26  | 28  | 12      | 22   | 12         |
| June 26-27      | 26  | 25  | 11      | 24   | 14         |
| June 12-13      | 27  | 27  | 11      | 22   | 14         |
| May 29-30       | 26  | 27  | 12      | 22   | 13         |
| May 15-16       | 27  | 25  | 11      | 24   | 13         |
| May 1 - 2       | 27  | 30  | 12      | 20   | 11         |
| April 17-18     | 29  | 28  | 12      | 20   | 10         |
| April 3-4       | 27  | 29  | 11      | 22   | 12         |
| March 20-21     | 26  | 29  | 12      | 22   | 12         |
| March 6-7       | 25  | 28  | 13      | 22   | 12         |
| February 20-21  | 26  | 30  | 11      | 20   | 13         |
| February 6-7    | 24  | 28  | 13      | 22   | 13         |
| January 23-24   | 27  | 29  | 12      | 19   | 14         |
| January 9-10    | 26  | 30  | 13      | 18   | 13         |
| <b>2012</b>     |     |     |         |      |            |
| December 19-20  | 26  | 30  | 11      | 21   | 13         |
| December 5-6    | 26  | 29  | 12      | 21   | 12         |

|                        | Con | Lab | Lib Dem | None | Don't know |
|------------------------|-----|-----|---------|------|------------|
| <b>2012 cont.</b>      | %   | %   | %       | %    | %          |
| November 21-22         | 26  | 30  | 11      | 22   | 12         |
| November 7-8           | 28  | 31  | 10      | 20   | 12         |
| October 24-25          | 28  | 29  | 10      | 20   | 13         |
| October 10-11          | 28  | 28  | 10      | 22   | 12         |
| September 26-27        | 26  | 27  | 13      | 23   | 12         |
| September 12-13        | 27  | 28  | 10      | 23   | 12         |
| August 29-30           | 27  | 29  | 11      | 22   | 12         |
| August 15-16           | 27  | 30  | 11      | 19   | 13         |
| August 1-2             | 26  | 29  | 10      | 22   | 14         |
| July 18-19             | 27  | 28  | 10      | 21   | 13         |
| July 4-5               | 28  | 28  | 10      | 21   | 12         |
| June 20-21             | 26  | 28  | 10      | 23   | 13         |
| June 6-7               | 27  | 29  | 9       | 20   | 14         |
| May 23-24              | 29  | 28  | 10      | 22   | 11         |
| May 9-10               | 26  | 29  | 10      | 23   | 11         |
| April 25-26            | 26  | 29  | 10      | 24   | 11         |
| April 11-12            | 28  | 26  | 10      | 25   | 12         |
| March 28-29            | 27  | 29  | 10      | 23   | 12         |
| March 14-15            | 27  | 29  | 11      | 21   | 13         |
| February 29 - March 1  | 31  | 27  | 10      | 20   | 13         |
| February 15-16         | 30  | 27  | 10      | 20   | 13         |
| February 1-2           | 30  | 27  | 9       | 22   | 13         |
| January 18-19          | 30  | 26  | 8       | 21   | 15         |
| January 4-5            | 31  | 27  | 11      | 18   | 12         |
| <b>2011</b>            |     |     |         |      |            |
| December 14-15         | 31  | 27  | 11      | 20   | 12         |
| November 30-December 1 | 29  | 27  | 11      | 21   | 13         |
| November 16-17         | 29  | 26  | 11      | 22   | 13         |
| November 2-3           | 28  | 28  | 10      | 21   | 13         |
| October 19-20          | 28  | 28  | 10      | 21   | 12         |
| September 21-22        | 30  | 27  | 11      | 20   | 12         |
| September 7-8          | 30  | 28  | 9       | 20   | 12         |
| August 24-25           | 30  | 29  | 9       | 20   | 12         |
| August 10-11           | 29  | 29  | 9       | 19   | 14         |
| July 27- 28            | 29  | 30  | 10      | 19   | 11         |
| July 13-14             | 30  | 28  | 10      | 19   | 12         |
| June 29-30             | 29  | 28  | 9       | 21   | 13         |
| June 15-16             | 28  | 29  | 10      | 19   | 13         |
| June 1-2               | 30  | 29  | 10      | 18   | 12         |
| May 18-19              | 30  | 31  | 10      | 17   | 12         |
| April 27-28            | 29  | 30  | 12      | 18   | 11         |
| April 13-14            | 29  | 29  | 11      | 20   | 11         |
| March 30-31            | 29  | 30  | 10      | 18   | 14         |
| March 16-17            | 28  | 29  | 10      | 20   | 13         |
| March 2-3              | 30  | 30  | 11      | 16   | 13         |
| February 16-17         | 30  | 28  | 11      | 19   | 12         |
| February 2-3           | 29  | 32  | 10      | 17   | 12         |
| January 19-20          | 29  | 29  | 9       | 21   | 12         |

|                   | Con | Lab | Lib Dem | None | Don't know |
|-------------------|-----|-----|---------|------|------------|
| <b>2011 cont.</b> | %   | %   | %       | %    | %          |
| January 5-6       | 31  | 30  | 8       | 20   | 12         |
| <b>2010</b>       |     |     |         |      |            |
| December 15-16    | 30  | 29  | 10      | 20   | 11         |
| December 1-2      | 30  | 28  | 10      | 17   | 14         |
| November 17-18    | 33  | 27  | 10      | 18   | 13         |
| November 3-4      | 30  | 27  | 11      | 18   | 14         |
| October 20-21     | 34  | 27  | 9       | 18   | 12         |
| October 6-7       | 35  | 27  | 10      | 15   | 14         |
| September 22-23   | 32  | 26  | 13      | 16   | 14         |
| September 8-9     | 33  | 27  | 12      | 15   | 14         |
| August 25-26      | 32  | 27  | 12      | 16   | 13         |
| August 11-12      | 33  | 26  | 12      | 15   | 14         |
| August 4-5        | 35  | 24  | 13      | 16   | 13         |
| July 14-15        | 32  | 25  | 15      | 14   | 14         |
| June 30-July 1    | 33  | 25  | 15      | 13   | 13         |
| June 16-17        | 33  | 27  | 17      | 12   | 11         |
| June 1-2          | 34  | 25  | 17      | 12   | 12         |
| May 25-26         | 34  | 26  | 17      | 12   | 11         |
| May 18-19         | 34  | 26  | 17      | 12   | 11         |

# It is led by people of real ability

|                 | Con | Lab | Lib Dem | None | Don't know |
|-----------------|-----|-----|---------|------|------------|
| <b>2014</b>     | %   | %   | %       | %    | %          |
| July 16-17      | 22  | 13  | 3       | 44   | 18         |
| July 2-3        | 24  | 14  | 3       | 41   | 18         |
| June 18-19      | 22  | 14  | 3       | 44   | 17         |
| June 4-5        | 22  | 13  | 4       | 46   | 15         |
| May 21-22       | 21  | 13  | 5       | 45   | 17         |
| May 7-8         | 21  | 14  | 5       | 44   | 17         |
| April 16-17     | 22  | 15  | 5       | 43   | 17         |
| April 2-3       | 22  | 15  | 5       | 43   | 16         |
| March 19-20     | 24  | 17  | 4       | 40   | 15         |
| March 5-6       | 20  | 16  | 4       | 45   | 15         |
| February 19-20  | 21  | 17  | 4       | 43   | 15         |
| February 5-6    | 21  | 14  | 5       | 43   | 17         |
| January 22-23   | 22  | 14  | 4       | 44   | 17         |
| January 8-9     | 21  | 14  | 3       | 44   | 17         |
| <b>2013</b>     |     |     |         |      |            |
| November 27-28  | 20  | 14  | 3       | 44   | 19         |
| November 13-14  | 22  | 14  | 5       | 43   | 16         |
| October 30-31   | 22  | 16  | 5       | 42   | 16         |
| October 20-21   | 23  | 14  | 3       | 43   | 17         |
| October 2-3     | 22  | 16  | 4       | 42   | 17         |
| September 18-19 | 20  | 12  | 6       | 44   | 18         |
| September 4-5   | 20  | 14  | 3       | 45   | 18         |
| August 21-22    | 21  | 15  | 4       | 44   | 16         |
| August 7-8      | 22  | 14  | 4       | 44   | 17         |
| July 24-25      | 20  | 15  | 5       | 44   | 17         |
| July 10-11      | 20  | 15  | 4       | 45   | 16         |
| June 26-27      | 20  | 13  | 4       | 47   | 16         |
| June 12-13      | 19  | 15  | 4       | 45   | 16         |
| May 29-30       | 17  | 15  | 4       | 48   | 15         |
| May 15-16       | 18  | 15  | 4       | 47   | 16         |
| May 1 - 2       | 20  | 17  | 3       | 43   | 17         |
| April 17-18     | 20  | 14  | 5       | 47   | 14         |
| April 3-4       | 18  | 17  | 5       | 46   | 15         |
| March 20-21     | 20  | 17  | 5       | 43   | 15         |
| March 6-7       | 18  | 15  | 4       | 47   | 16         |
| February 20-21  | 19  | 17  | 4       | 43   | 17         |
| February 6-7    | 19  | 16  | 5       | 45   | 15         |
| January 23-24   | 20  | 17  | 6       | 41   | 17         |
| January 9-10    | 20  | 17  | 4       | 44   | 15         |
| <b>2012</b>     |     |     |         |      |            |
| December 19-20  | 20  | 18  | 5       | 42   | 15         |
| December 5-6    | 20  | 16  | 3       | 44   | 17         |
| November 21-22  | 19  | 15  | 4       | 45   | 17         |
| November 7-8    | 20  | 19  | 4       | 41   | 16         |
| October 24-25   | 18  | 19  | 4       | 44   | 15         |
| October 10-11   | 21  | 16  | 3       | 44   | 15         |
| September 26-27 | 19  | 16  | 4       | 46   | 15         |

|                        | Con | Lab | Lib Dem | None | Don't know |
|------------------------|-----|-----|---------|------|------------|
| <b>2012 cont.</b>      | %   | %   | %       | %    | %          |
| September 12-13        | 18  | 17  | 4       | 47   | 14         |
| August 29-30           | 19  | 16  | 4       | 46   | 15         |
| August 15-16           | 22  | 17  | 3       | 42   | 16         |
| August 1-2             | 18  | 16  | 3       | 47   | 16         |
| July 18-19             | 18  | 15  | 4       | 48   | 15         |
| July 4-5               | 19  | 15  | 5       | 46   | 16         |
| June 20-21             | 19  | 15  | 3       | 47   | 17         |
| June 6-7               | 20  | 16  | 3       | 45   | 16         |
| May 23-24              | 20  | 16  | 4       | 45   | 15         |
| May 9-10               | 21  | 16  | 3       | 46   | 14         |
| April 25-26            | 18  | 16  | 3       | 48   | 14         |
| April 11-12            | 22  | 12  | 4       | 46   | 15         |
| March 28-29            | 23  | 14  | 3       | 45   | 15         |
| March 14-15            | 22  | 16  | 4       | 43   | 15         |
| February 29 - March 1  | 25  | 13  | 4       | 42   | 17         |
| February 15-16         | 25  | 14  | 3       | 41   | 17         |
| February 1-2           | 25  | 12  | 4       | 42   | 17         |
| January 18-19          | 25  | 12  | 3       | 43   | 17         |
| January 4-5            | 28  | 12  | 4       | 39   | 17         |
| <b>2011</b>            |     |     |         |      |            |
| December 14-15         | 27  | 16  | 3       | 38   | 16         |
| November 30-December 1 | 22  | 17  | 4       | 42   | 15         |
| November 16-17         | 22  | 14  | 4       | 44   | 17         |
| November 2-3           | 24  | 15  | 3       | 43   | 16         |
| October 19-20          | 23  | 17  | 4       | 40   | 16         |
| September 21-22        | 24  | 17  | 4       | 39   | 16         |
| September 7-8          | 23  | 15  | 4       | 42   | 15         |
| August 24-25           | 25  | 18  | 3       | 38   | 16         |
| August 10-11           | 23  | 18  | 3       | 40   | 16         |
| July 27- 28            | 24  | 18  | 4       | 38   | 15         |
| July 13-14             | 25  | 17  | 4       | 38   | 17         |
| June 29-30             | 24  | 14  | 3       | 42   | 17         |
| June 15-16             | 24  | 16  | 4       | 39   | 18         |
| June 1-2               | 26  | 18  | 4       | 36   | 16         |
| May 18-19              | 28  | 19  | 4       | 33   | 17         |
| April 27-28            | 25  | 20  | 4       | 36   | 15         |
| April 13-14            | 25  | 17  | 4       | 38   | 16         |
| March 30-31            | 25  | 17  | 4       | 36   | 17         |
| March 16-17            | 23  | 17  | 4       | 38   | 18         |
| March 2-3              | 26  | 18  | 4       | 34   | 18         |
| February 16-17         | 26  | 19  | 4       | 35   | 17         |
| February 2-3           | 25  | 20  | 4       | 34   | 17         |
| January 19-20          | 25  | 16  | 4       | 38   | 17         |
| January 5-6            | 27  | 17  | 3       | 35   | 17         |
| <b>2010</b>            |     |     |         |      |            |
| December 15-16         | 27  | 19  | 5       | 33   | 17         |
| December 1-2           | 27  | 18  | 5       | 32   | 18         |
| November 17-18         | 30  | 17  | 5       | 30   | 18         |

|                   | Con | Lab | Lib Dem | None | Don't know |
|-------------------|-----|-----|---------|------|------------|
| <b>2010 cont.</b> | %   | %   | %       | %    | %          |
| November 3-4      | 28  | 18  | 5       | 30   | 19         |
| October 20-21     | 31  | 18  | 5       | 29   | 18         |
| October 6-7       | 32  | 19  | 7       | 25   | 18         |
| September 22-23   | 30  | 17  | 8       | 28   | 17         |
| September 8-9     | 30  | 18  | 5       | 28   | 20         |
| August 25-26      | 30  | 18  | 6       | 28   | 19         |
| August 11-12      | 30  | 16  | 5       | 30   | 19         |
| August 4-5        | 30  | 17  | 6       | 28   | 19         |
| July 14-15        | 31  | 15  | 8       | 25   | 22         |
| June 30-July 1    | 31  | 17  | 7       | 25   | 20         |
| June 16-17        | 30  | 21  | 10      | 23   | 17         |
| June 1-2          | 30  | 19  | 11      | 20   | 19         |
| May 25-26         | 33  | 18  | 9       | 19   | 20         |
| May 18-19         | 32  | 19  | 9       | 22   | 19         |

# Its leaders are prepared to take tough and unpopular decisions

|                 | Con | Lab | Lib Dem | None | Don't know |
|-----------------|-----|-----|---------|------|------------|
| <b>2014</b>     | %   | %   | %       | %    | %          |
| July 16-17      | 44  | 11  | 5       | 25   | 15         |
| July 2-3        | 43  | 11  | 5       | 24   | 17         |
| June 18-19      | 42  | 12  | 5       | 25   | 16         |
| June 4-5        | 44  | 10  | 5       | 28   | 13         |
| May 21-22       | 43  | 12  | 5       | 25   | 14         |
| May 7-8         | 44  | 10  | 5       | 25   | 15         |
| April 16-17     | 46  | 10  | 5       | 25   | 15         |
| April 2-3       | 45  | 11  | 5       | 25   | 14         |
| March 19-20     | 45  | 12  | 6       | 22   | 14         |
| March 5-6       | 44  | 12  | 4       | 27   | 14         |
| February 19-20  | 48  | 12  | 4       | 22   | 13         |
| February 5-6    | 43  | 10  | 6       | 26   | 15         |
| January 22-23   | 46  | 11  | 4       | 25   | 15         |
| January 8-9     | 45  | 10  | 4       | 25   | 15         |
| <b>2013</b>     |     |     |         |      |            |
| November 27-28  | 40  | 11  | 4       | 29   | 15         |
| November 13-14  | 43  | 12  | 5       | 26   | 14         |
| October 30-31   | 44  | 13  | 4       | 25   | 14         |
| October 20-21   | 46  | 11  | 4       | 24   | 15         |
| October 2-3     | 47  | 13  | 4       | 23   | 14         |
| September 18-19 | 45  | 9   | 5       | 24   | 16         |
| September 4-5   | 43  | 10  | 4       | 27   | 16         |
| August 21-22    | 49  | 10  | 4       | 23   | 15         |
| August 7-8      | 50  | 10  | 4       | 23   | 13         |
| July 24-25      | 45  | 12  | 4       | 24   | 14         |
| July 10-11      | 44  | 12  | 4       | 27   | 13         |
| June 26-27      | 45  | 9   | 4       | 26   | 15         |
| June 12-13      | 43  | 11  | 5       | 25   | 16         |
| May 29-30       | 44  | 10  | 4       | 28   | 14         |
| May 15-16       | 41  | 11  | 5       | 29   | 14         |
| May 1 - 2       | 47  | 12  | 4       | 24   | 13         |
| April 17-18     | 50  | 10  | 4       | 25   | 12         |
| April 3-4       | 48  | 11  | 4       | 24   | 13         |
| March 20-21     | 46  | 12  | 6       | 24   | 12         |
| March 6-7       | 44  | 9   | 6       | 27   | 14         |
| February 20-21  | 43  | 13  | 6       | 24   | 15         |
| February 6-7    | 45  | 11  | 6       | 25   | 14         |
| January 23-24   | 44  | 12  | 6       | 23   | 15         |
| January 9-10    | 46  | 11  | 5       | 23   | 14         |
| <b>2012</b>     |     |     |         |      |            |
| December 19-20  | 44  | 12  | 5       | 24   | 14         |
| December 5-6    | 44  | 12  | 4       | 25   | 14         |
| November 21-22  | 45  | 10  | 4       | 25   | 15         |
| November 7-8    | 42  | 13  | 5       | 26   | 14         |
| October 24-25   | 41  | 14  | 5       | 25   | 15         |
| October 10-11   | 48  | 11  | 4       | 23   | 14         |
| September 26-27 | 42  | 11  | 6       | 27   | 13         |

|                        | Con | Lab | Lib Dem | None | Don't know |
|------------------------|-----|-----|---------|------|------------|
| <b>2012 cont.</b>      | %   | %   | %       | %    | %          |
| September 12-13        | 41  | 11  | 5       | 29   | 13         |
| August 29-30           | 39  | 12  | 5       | 31   | 13         |
| August 15-16           | 45  | 12  | 4       | 25   | 14         |
| August 1-2             | 43  | 11  | 4       | 29   | 13         |
| July 18-19             | 43  | 10  | 4       | 28   | 15         |
| July 4-5               | 42  | 12  | 5       | 29   | 13         |
| June 20-21             | 47  | 9   | 4       | 26   | 13         |
| June 6-7               | 46  | 11  | 4       | 23   | 16         |
| May 23-24              | 47  | 10  | 4       | 25   | 15         |
| May 9-10               | 50  | 10  | 4       | 24   | 12         |
| April 25-26            | 52  | 9   | 3       | 24   | 12         |
| April 11-12            | 48  | 9   | 4       | 26   | 13         |
| March 28-29            | 50  | 10  | 3       | 24   | 13         |
| March 14-15            | 48  | 11  | 5       | 22   | 13         |
| February 29 - March 1  | 52  | 9   | 4       | 21   | 14         |
| February 15-16         | 52  | 9   | 4       | 20   | 15         |
| February 1-2           | 51  | 10  | 5       | 21   | 13         |
| January 18-19          | 52  | 9   | 4       | 21   | 14         |
| January 4-5            | 55  | 9   | 5       | 17   | 13         |
| <b>2011</b>            |     |     |         |      |            |
| December 14-15         | 53  | 11  | 3       | 20   | 12         |
| November 30-December 1 | 52  | 10  | 5       | 19   | 13         |
| November 16-17         | 48  | 9   | 3       | 26   | 14         |
| November 2-3           | 51  | 11  | 4       | 22   | 13         |
| October 19-20          | 49  | 11  | 5       | 21   | 13         |
| September 21-22        | 52  | 10  | 6       | 18   | 13         |
| September 7-8          | 50  | 11  | 4       | 22   | 13         |
| August 24-25           | 49  | 12  | 3       | 23   | 13         |
| August 10-11           | 45  | 13  | 4       | 25   | 14         |
| July 27- 28            | 51  | 12  | 5       | 20   | 13         |
| July 13-14             | 50  | 12  | 4       | 21   | 13         |
| June 29-30             | 52  | 9   | 4       | 20   | 14         |
| June 15-16             | 52  | 11  | 4       | 19   | 14         |
| June 1-2               | 55  | 11  | 5       | 17   | 13         |
| May 18-19              | 57  | 11  | 5       | 14   | 13         |
| April 27-28            | 53  | 14  | 5       | 16   | 12         |
| April 13-14            | 55  | 11  | 5       | 16   | 12         |
| March 30-31            | 57  | 10  | 4       | 15   | 13         |
| March 16-17            | 55  | 11  | 5       | 15   | 14         |
| March 2-3              | 56  | 13  | 5       | 14   | 13         |
| February 16-17         | 57  | 12  | 5       | 14   | 12         |
| February 2-3           | 59  | 11  | 4       | 13   | 12         |
| January 19-20          | 56  | 11  | 5       | 16   | 13         |
| January 5-6            | 56  | 11  | 6       | 15   | 12         |
| <b>2010</b>            |     |     |         |      |            |
| December 15-16         | 58  | 10  | 6       | 15   | 12         |
| December 1-2           | 54  | 11  | 5       | 14   | 15         |
| November 17-18         | 57  | 10  | 5       | 13   | 14         |

|                   | Con | Lab | Lib Dem | None | Don't know |
|-------------------|-----|-----|---------|------|------------|
| <b>2010 cont.</b> | %   | %   | %       | %    | %          |
| November 3-4      | 59  | 11  | 5       | 12   | 14         |
| October 20-21     | 62  | 10  | 5       | 11   | 12         |
| October 6-7       | 62  | 11  | 4       | 12   | 12         |
| September 22-23   | 54  | 13  | 7       | 13   | 13         |
| September 8-9     | 53  | 14  | 5       | 14   | 15         |
| August 25-26      | 56  | 11  | 6       | 12   | 14         |
| August 11-12      | 57  | 14  | 5       | 11   | 13         |
| August 4-5        | 56  | 13  | 6       | 12   | 13         |
| July 14-15        | 58  | 11  | 7       | 11   | 13         |
| June 30-July 1    | 58  | 12  | 6       | 10   | 14         |
| June 16-17        | 50  | 18  | 7       | 12   | 13         |
| June 1-2          | 48  | 17  | 9       | 13   | 13         |
| May 25-26         | 50  | 17  | 7       | 11   | 15         |
| May 18-19         | 51  | 19  | 6       | 12   | 13         |

# It seems to chop and change all the time: you can never be quite sure what it stands for

|                 | Con | Lab | Lib Dem | None | Don't know |
|-----------------|-----|-----|---------|------|------------|
| <b>2014</b>     | %   | %   | %       | %    | %          |
| July 16-17      | 21  | 25  | 30      | 7    | 16         |
| July 2-3        | 16  | 30  | 30      | 8    | 17         |
| June 18-19      | 19  | 27  | 29      | 9    | 16         |
| June 4-5        | 16  | 29  | 31      | 10   | 15         |
| May 21-22       | 18  | 30  | 27      | 9    | 16         |
| May 7-8         | 16  | 28  | 30      | 9    | 16         |
| April 16-17     | 19  | 29  | 26      | 9    | 17         |
| April 2-3       | 18  | 29  | 29      | 8    | 15         |
| March 19-20     | 19  | 27  | 29      | 9    | 15         |
| March 5-6       | 20  | 26  | 31      | 8    | 15         |
| February 19-20  | 22  | 28  | 30      | 8    | 13         |
| February 5-6    | 20  | 26  | 29      | 9    | 16         |
| January 22-23   | 20  | 27  | 29      | 8    | 16         |
| January 8-9     | 21  | 26  | 27      | 9    | 16         |
| <b>2013</b>     |     |     |         |      |            |
| November 27-28  | 22  | 25  | 26      | 10   | 17         |
| November 13-14  | 21  | 28  | 26      | 10   | 15         |
| October 30-31   | 21  | 28  | 27      | 9    | 15         |
| October 20-21   | 20  | 29  | 28      | 9    | 14         |
| October 2-3     | 17  | 29  | 30      | 9    | 15         |
| September 18-19 | 19  | 28  | 28      | 9    | 16         |
| September 4-5   | 20  | 29  | 25      | 9    | 17         |
| August 21-22    | 23  | 28  | 23      | 10   | 16         |
| August 7-8      | 22  | 25  | 30      | 8    | 15         |
| July 24-25      | 23  | 28  | 25      | 8    | 16         |
| July 10-11      | 23  | 25  | 27      | 9    | 16         |
| June 26-27      | 22  | 25  | 28      | 9    | 17         |
| June 12-13      | 24  | 27  | 27      | 7    | 15         |
| May 29-30       | 27  | 23  | 25      | 10   | 15         |
| May 15-16       | 27  | 22  | 28      | 9    | 15         |
| May 1 - 2       | 23  | 26  | 29      | 8    | 14         |
| April 17-18     | 23  | 24  | 31      | 9    | 14         |
| April 3-4       | 25  | 22  | 28      | 10   | 14         |
| March 20-21     | 26  | 24  | 28      | 8    | 14         |
| March 6-7       | 22  | 24  | 29      | 9    | 15         |
| February 20-21  | 25  | 23  | 29      | 8    | 16         |
| February 6-7    | 28  | 23  | 27      | 8    | 14         |
| January 23-24   | 26  | 28  | 25      | 7    | 15         |
| January 9-10    | 26  | 26  | 27      | 7    | 15         |
| <b>2012</b>     |     |     |         |      |            |
| December 19-20  | 26  | 23  | 28      | 8    | 15         |
| December 5-6    | 24  | 25  | 28      | 8    | 14         |
| November 21-22  | 25  | 23  | 29      | 8    | 15         |
| November 7-8    | 24  | 24  | 28      | 8    | 15         |
| October 24-25   | 28  | 22  | 27      | 8    | 16         |
| October 10-11   | 24  | 23  | 31      | 7    | 14         |

|                        | Con | Lab | Lib Dem | None | Don't know |
|------------------------|-----|-----|---------|------|------------|
| <b>2012 cont.</b>      | %   | %   | %       | %    | %          |
| September 26-27        | 23  | 20  | 33      | 9    | 15         |
| September 12-13        | 26  | 22  | 28      | 10   | 14         |
| August 29-30           | 29  | 20  | 29      | 8    | 14         |
| August 15-16           | 29  | 22  | 27      | 8    | 15         |
| August 1-2             | 31  | 22  | 24      | 9    | 15         |
| July 18-19             | 29  | 22  | 25      | 8    | 16         |
| July 4-5               | 34  | 23  | 21      | 8    | 14         |
| June 20-21             | 27  | 21  | 28      | 9    | 15         |
| June 6-7               | 30  | 21  | 24      | 8    | 15         |
| May 23-24              | 22  | 23  | 29      | 10   | 15         |
| May 9-10               | 25  | 22  | 30      | 9    | 14         |
| April 25-26            | 26  | 24  | 29      | 9    | 13         |
| April 11-12            | 20  | 26  | 29      | 10   | 14         |
| March 28-29            | 22  | 24  | 32      | 9    | 13         |
| March 14-15            | 19  | 25  | 33      | 8    | 15         |
| February 29 - March 1  | 20  | 28  | 29      | 7    | 15         |
| February 15-16         | 20  | 27  | 31      | 7    | 15         |
| February 1-2           | 18  | 32  | 29      | 7    | 14         |
| January 18-19          | 16  | 33  | 28      | 7    | 16         |
| January 4-5            | 18  | 28  | 31      | 8    | 15         |
| <b>2011</b>            |     |     |         |      |            |
| December 14-15         | 19  | 28  | 31      | 9    | 14         |
| November 30-December 1 | 20  | 26  | 30      | 8    | 15         |
| November 16-17         | 22  | 26  | 28      | 9    | 16         |
| November 2-3           | 20  | 27  | 32      | 8    | 14         |
| October 19-20          | 20  | 27  | 30      | 9    | 15         |
| September 21-22        | 17  | 24  | 35      | 8    | 16         |
| September 7-8          | 25  | 24  | 29      | 8    | 15         |
| August 24-25           | 23  | 23  | 31      | 8    | 15         |
| August 10-11           | 22  | 23  | 31      | 7    | 17         |
| July 27- 28            | 23  | 24  | 30      | 8    | 14         |
| July 13-14             | 24  | 24  | 30      | 8    | 14         |
| June 29-30             | 27  | 21  | 30      | 8    | 15         |
| June 15-16             | 25  | 24  | 29      | 7    | 15         |
| June 1-2               | 18  | 23  | 37      | 7    | 14         |
| May 18-19              | 17  | 23  | 40      | 6    | 14         |
| April 27-28            | 19  | 25  | 35      | 6    | 14         |
| April 13-14            | 19  | 25  | 35      | 8    | 14         |
| March 30-31            | 17  | 27  | 35      | 8    | 14         |
| March 16-17            | 17  | 24  | 36      | 7    | 15         |
| March 2-3              | 20  | 27  | 32      | 7    | 14         |
| February 16-17         | 18  | 26  | 33      | 8    | 15         |
| February 2-3           | 18  | 27  | 33      | 7    | 15         |
| January 19-20          | 19  | 27  | 34      | 7    | 14         |
| January 5-6            | 15  | 29  | 35      | 7    | 14         |
| <b>2010</b>            |     |     |         |      |            |
| December 15-16         | 15  | 28  | 36      | 6    | 14         |
| December 1-2           | 14  | 28  | 35      | 8    | 15         |

|                   | Con | Lab | Lib Dem | None | Don't know |
|-------------------|-----|-----|---------|------|------------|
| <b>2010 cont.</b> | %   | %   | %       | %    | %          |
| November 17-18    | 15  | 28  | 33      | 9    | 15         |
| November 3-4      | 18  | 29  | 30      | 7    | 16         |
| October 20-21     | 18  | 30  | 29      | 9    | 15         |
| October 6-7       | 19  | 34  | 23      | 8    | 16         |
| September 22-23   | 14  | 33  | 27      | 9    | 17         |
| September 8-9     | 18  | 33  | 24      | 7    | 18         |
| August 25-26      | 18  | 30  | 27      | 8    | 16         |
| August 11-12      | 22  | 30  | 22      | 7    | 19         |
| August 4-5        | 20  | 32  | 23      | 7    | 18         |
| July 14-15        | 18  | 32  | 24      | 8    | 18         |
| June 30-July 1    | 19  | 31  | 24      | 8    | 18         |
| June 16-17        | 22  | 31  | 22      | 8    | 17         |
| June 1-2          | 23  | 31  | 21      | 8    | 17         |
| May 25-26         | 20  | 31  | 22      | 9    | 17         |
| May 18-19         | 22  | 29  | 24      | 8    | 17         |

# It seems rather old and tired

|                       | Con | Lab | Lib Dem | None | Don't know |
|-----------------------|-----|-----|---------|------|------------|
| <b>2014</b>           | %   | %   | %       | %    | %          |
| July 9-10             | 33  | 27  | 16      | 9    | 14         |
| June 25-26            | 34  | 26  | 16      | 10   | 15         |
| June 11-12            | 32  | 26  | 18      | 9    | 15         |
| May 28-29             | 35  | 24  | 18      | 8    | 15         |
| May 14-15             | 32  | 29  | 13      | 10   | 16         |
| April 23-24           | 35  | 28  | 11      | 10   | 15         |
| April 9-10            | 35  | 29  | 13      | 9    | 14         |
| March 26-27           | 34  | 28  | 12      | 11   | 15         |
| March 12-13           | 36  | 27  | 13      | 11   | 13         |
| February 26-27        | 34  | 27  | 14      | 9    | 15         |
| February 12-13        | 33  | 27  | 13      | 10   | 17         |
| January 15-16         | 33  | 27  | 13      | 10   | 16         |
| <b>2013</b>           |     |     |         |      |            |
| December 18-19        | 34  | 30  | 11      | 9    | 16         |
| December 4-5          | 36  | 28  | 11      | 9    | 16         |
| November 20-21        | 35  | 30  | 12      | 10   | 14         |
| November 6-7          | 36  | 27  | 13      | 10   | 14         |
| October 23-24         | 34  | 28  | 13      | 9    | 16         |
| October 9-10          | 34  | 28  | 12      | 10   | 17         |
| September 25-26       | 32  | 28  | 13      | 11   | 16         |
| September 11-12       | 30  | 32  | 13      | 9    | 16         |
| August 28-29          | 32  | 32  | 13      | 9    | 15         |
| July 31 - August 1    | 33  | 29  | 12      | 11   | 14         |
| July 17-18            | 35  | 31  | 11      | 8    | 15         |
| July 3-4              | 34  | 26  | 13      | 11   | 16         |
| June 19-20            | 34  | 29  | 9       | 12   | 15         |
| June 5-6              | 35  | 30  | 11      | 10   | 14         |
| May 22-23             | 36  | 23  | 12      | 12   | 16         |
| May 8-9               | 33  | 29  | 12      | 11   | 16         |
| April 24-25           | 35  | 31  | 9       | 11   | 14         |
| April 10-11           | 34  | 29  | 13      | 9    | 16         |
| March 27-28           | 34  | 29  | 11      | 10   | 16         |
| March 13-14           | 39  | 28  | 9       | 12   | 13         |
| February 27-28        | 38  | 28  | 11      | 9    | 14         |
| February 13-14        | 35  | 26  | 11      | 12   | 16         |
| January 30-31         | 34  | 29  | 12      | 10   | 15         |
| January 16-17         | 33  | 27  | 12      | 11   | 17         |
| January 2-3           | 36  | 25  | 14      | 9    | 16         |
| <b>2012</b>           |     |     |         |      |            |
| December 12-13        | 34  | 27  | 11      | 13   | 15         |
| November 28-29        | 35  | 26  | 13      | 10   | 15         |
| October 31-November 1 | 36  | 26  | 12      | 12   | 14         |
| October 17-18         | 34  | 24  | 14      | 12   | 16         |
| October 3-4           | 34  | 24  | 13      | 12   | 16         |
| September 19-20       | 34  | 28  | 14      | 11   | 13         |
| September 4-5         | 36  | 26  | 13      | 11   | 14         |
| August 22-23          | 33  | 25  | 13      | 11   | 17         |

|                       | Con | Lab | Lib Dem | None | Don't know |
|-----------------------|-----|-----|---------|------|------------|
| <b>2012 cont.</b>     | %   | %   | %       | %    | %          |
| August 8-9            | 34  | 27  | 13      | 11   | 15         |
| July 25-26            | 33  | 27  | 14      | 11   | 15         |
| July 11-12            | 35  | 26  | 14      | 11   | 14         |
| June 27-28            | 33  | 25  | 13      | 12   | 17         |
| June 13-14            | 32  | 27  | 15      | 11   | 15         |
| May 30-31             | 34  | 26  | 13      | 11   | 16         |
| May 16-17             | 33  | 29  | 13      | 11   | 15         |
| May 2-3               | 32  | 30  | 10      | 11   | 17         |
| April 18-19           | 33  | 30  | 11      | 12   | 15         |
| April 4-5             | 31  | 33  | 10      | 10   | 16         |
| March 21-22           | 31  | 33  | 10      | 11   | 16         |
| March 7-8             | 28  | 33  | 12      | 11   | 16         |
| February 22-23        | 26  | 37  | 10      | 11   | 15         |
| February 8-9          | 28  | 34  | 12      | 11   | 16         |
| January 25-26         | 26  | 38  | 12      | 10   | 15         |
| January 11-12         | 27  | 37  | 13      | 11   | 14         |
| <b>2011</b>           | %   | %   | %       | %    | %          |
| December 21-22        | 29  | 33  | 11      | 11   | 16         |
| December 7-8          | 32  | 31  | 12      | 11   | 15         |
| November 23-24        | 30  | 31  | 12      | 10   | 15         |
| November 9-10         | 32  | 33  | 10      | 10   | 15         |
| October 26-27         | 29  | 33  | 10      | 11   | 16         |
| October 12-13         | 28  | 34  | 10      | 13   | 15         |
| October 5-6           | 29  | 33  | 10      | 11   | 16         |
| September 28-29       | 28  | 35  | 11      | 11   | 15         |
| September 14-15       | 28  | 35  | 12      | 10   | 15         |
| August 31-September 1 | 29  | 33  | 13      | 11   | 14         |
| August 17-18          | 29  | 32  | 12      | 11   | 16         |
| August 3-4            | 28  | 33  | 11      | 13   | 15         |
| July 20-21            | 29  | 31  | 12      | 12   | 15         |
| July 6-7              | 29  | 35  | 10      | 11   | 15         |
| June 22-23            | 28  | 37  | 10      | 12   | 14         |
| June 8-9              | 26  | 37  | 11      | 13   | 13         |
| May 25-26             | 26  | 34  | 11      | 13   | 15         |
| May 11-12             | 27  | 36  | 9       | 14   | 13         |
| April 19-20           | 28  | 33  | 9       | 15   | 15         |
| April 6-7             | 26  | 35  | 8       | 15   | 15         |
| March 23-24           | 27  | 36  | 9       | 13   | 15         |
| March 9-10            | 24  | 35  | 10      | 15   | 16         |
| March 2-3             | 26  | 38  | 7       | 13   | 15         |
| February 23-24        | 27  | 39  | 8       | 12   | 14         |
| February 9-10         | 26  | 39  | 8       | 12   | 15         |
| January 26-27         | 26  | 36  | 7       | 15   | 16         |
| January 12-13         | 25  | 40  | 7       | 13   | 16         |
| <b>2010</b>           |     |     |         |      |            |
| December 22-23        | 25  | 40  | 7       | 11   | 17         |
| December 8-9          | 22  | 43  | 7       | 13   | 14         |
| November 24-25        | 24  | 44  | 7       | 10   | 15         |

|                   | Con | Lab | Lib Dem | None | Don't know |
|-------------------|-----|-----|---------|------|------------|
| <b>2010 cont.</b> | %   | %   | %       | %    | %          |
| November 10-11    | 21  | 44  | 5       | 13   | 17         |
| October 27-28     | 21  | 44  | 7       | 14   | 15         |
| October 13-14     | 22  | 41  | 7       | 15   | 15         |
| September 29-30   | 24  | 39  | 7       | 15   | 15         |
| September 26-27   | 24  | 41  | 7       | 13   | 16         |
| September 15-16   | 20  | 44  | 6       | 13   | 17         |
| September 01-02   | 21  | 44  | 6       | 11   | 18         |
| August 18-19      | 19  | 49  | 4       | 13   | 15         |
| July 27-28        | 21  | 50  | 4       | 13   | 13         |
| July 21-22        | 19  | 51  | 4       | 12   | 15         |
| July 7-8          | 21  | 49  | 3       | 11   | 15         |
| June 23-24        | 21  | 52  | 2       | 12   | 13         |
| June 2-3          | 21  | 53  | 2       | 13   | 12         |
| May 26-27         | 20  | 54  | 2       | 12   | 12         |
| May 4-5           | 28  | 37  | 8       | 14   | 14         |

# Even if I don't always agree with it, at least its heart is in the right place

|                       | Con | Lab | Lib Dem | None | Don't know |
|-----------------------|-----|-----|---------|------|------------|
| <b>2014</b>           | %   | %   | %       | %    | %          |
| July 9-10             | 22  | 31  | 15      | 20   | 12         |
| June 25-26            | 23  | 31  | 13      | 21   | 12         |
| June 11-12            | 24  | 29  | 15      | 19   | 13         |
| May 28-29             | 22  | 31  | 12      | 21   | 14         |
| May 14-15             | 23  | 28  | 15      | 20   | 14         |
| April 23-24           | 21  | 30  | 14      | 21   | 13         |
| April 9-10            | 23  | 30  | 14      | 21   | 13         |
| March 26-27           | 21  | 30  | 17      | 19   | 13         |
| March 12-13           | 23  | 32  | 16      | 20   | 9          |
| February 26-27        | 23  | 32  | 14      | 19   | 12         |
| February 12-13        | 19  | 31  | 16      | 19   | 15         |
| January 15-16         | 22  | 29  | 15      | 19   | 15         |
| <b>2013</b>           |     |     |         |      |            |
| December 18-19        | 22  | 31  | 15      | 20   | 13         |
| December 4-5          | 19  | 30  | 15      | 22   | 14         |
| November 20-21        | 23  | 29  | 17      | 19   | 12         |
| November 6-7          | 23  | 31  | 15      | 19   | 12         |
| October 23-24         | 22  | 30  | 16      | 20   | 13         |
| October 9-10          | 21  | 30  | 14      | 21   | 14         |
| September 25-26       | 20  | 32  | 17      | 18   | 12         |
| September 11-12       | 23  | 32  | 15      | 19   | 12         |
| August 28-29          | 25  | 28  | 15      | 20   | 12         |
| July 31 - August 1    | 22  | 29  | 15      | 21   | 13         |
| July 17-18            | 24  | 29  | 17      | 19   | 12         |
| July 3-4              | 20  | 31  | 15      | 21   | 12         |
| June 19-20            | 24  | 28  | 17      | 19   | 11         |
| June 5-6              | 21  | 30  | 16      | 21   | 12         |
| May 22-23             | 20  | 31  | 17      | 20   | 13         |
| May 8-9               | 23  | 29  | 16      | 19   | 13         |
| April 24-25           | 23  | 29  | 16      | 20   | 12         |
| April 10-11           | 23  | 31  | 15      | 19   | 12         |
| March 27-28           | 20  | 31  | 17      | 19   | 13         |
| March 13-14           | 21  | 30  | 18      | 20   | 11         |
| February 27-28        | 23  | 31  | 15      | 19   | 11         |
| February 13-14        | 21  | 29  | 16      | 19   | 14         |
| January 30-31         | 22  | 32  | 17      | 17   | 12         |
| January 16-17         | 23  | 31  | 15      | 18   | 13         |
| January 2-3           | 23  | 30  | 15      | 19   | 13         |
| <b>2012</b>           |     |     |         |      |            |
| December 12-13        | 22  | 30  | 15      | 20   | 13         |
| November 28-29        | 22  | 31  | 15      | 19   | 13         |
| October 31-November 1 | 20  | 31  | 16      | 21   | 12         |
| October 17-18         | 23  | 31  | 17      | 18   | 11         |
| October 3-4           | 21  | 31  | 16      | 20   | 12         |
| September 19-20       | 21  | 32  | 14      | 22   | 11         |
| September 4-5         | 22  | 31  | 15      | 21   | 11         |

|                       | Con | Lab | Lib Dem | None | Don't know |
|-----------------------|-----|-----|---------|------|------------|
| <b>2012 cont.</b>     | %   | %   | %       | %    | %          |
| August 22-23          | 21  | 33  | 14      | 19   | 13         |
| August 8-9            | 19  | 32  | 17      | 19   | 13         |
| July 25-26            | 20  | 29  | 16      | 22   | 13         |
| July 11-12            | 23  | 30  | 16      | 21   | 11         |
| June 27-28            | 21  | 33  | 15      | 21   | 10         |
| June 13-14            | 21  | 31  | 15      | 21   | 12         |
| May 30-31             | 21  | 32  | 14      | 20   | 13         |
| May 16-17             | 21  | 34  | 15      | 21   | 9          |
| May 2-3               | 20  | 29  | 15      | 22   | 13         |
| April 18-19           | 20  | 30  | 17      | 22   | 12         |
| April 4-5             | 20  | 29  | 17      | 21   | 13         |
| March 21-22           | 22  | 31  | 14      | 21   | 12         |
| March 7-8             | 23  | 31  | 16      | 18   | 12         |
| February 22-23        | 22  | 30  | 17      | 18   | 12         |
| February 8-9          | 26  | 30  | 15      | 18   | 12         |
| January 25-26         | 23  | 30  | 17      | 19   | 12         |
| January 11-12         | 26  | 31  | 17      | 15   | 11         |
| <b>2011</b>           |     |     |         |      |            |
| December 21-22        | 22  | 29  | 17      | 18   | 14         |
| December 7-8          | 21  | 32  | 17      | 17   | 13         |
| November 23-24        | 22  | 31  | 16      | 20   | 12         |
| November 9-10         | 22  | 30  | 16      | 18   | 13         |
| October 26-27         | 22  | 29  | 17      | 20   | 13         |
| October 12-13         | 23  | 30  | 16      | 18   | 12         |
| October 5-6           | 23  | 30  | 17      | 17   | 13         |
| September 28-29       | 23  | 32  | 17      | 17   | 12         |
| September 14-15       | 24  | 32  | 16      | 17   | 11         |
| August 31-September 1 | 24  | 31  | 17      | 16   | 12         |
| August 17-18          | 23  | 30  | 17      | 18   | 12         |
| August 3-4            | 23  | 31  | 17      | 18   | 12         |
| July 20-21            | 23  | 32  | 16      | 17   | 12         |
| July 6-7              | 25  | 29  | 15      | 18   | 13         |
| June 22-23            | 24  | 32  | 15      | 17   | 12         |
| June 8-9              | 24  | 32  | 16      | 17   | 12         |
| May 25-26             | 23  | 32  | 16      | 17   | 12         |
| May 11-12             | 22  | 31  | 18      | 18   | 11         |
| April 19-20           | 21  | 32  | 17      | 17   | 13         |
| April 6-7             | 21  | 32  | 16      | 19   | 22         |
| March 23-24           | 23  | 31  | 17      | 17   | 13         |
| March 9-10            | 22  | 34  | 15      | 19   | 10         |
| March 2-3             | 22  | 31  | 18      | 17   | 12         |
| February 23-24        | 24  | 32  | 17      | 16   | 10         |
| February 9-10         | 21  | 34  | 16      | 18   | 11         |
| January 26-27         | 21  | 34  | 17      | 16   | 13         |
| January 12-13         | 23  | 32  | 14      | 18   | 13         |
| <b>2010</b>           |     |     |         |      |            |
| December 22-23        | 22  | 31  | 15      | 17   | 15         |
| December 8-9          | 24  | 30  | 17      | 16   | 13         |

|                   | Con | Lab | Lib Dem | None | Don't know |
|-------------------|-----|-----|---------|------|------------|
| <b>2010 cont.</b> | %   | %   | %       | %    | %          |
| November 24-25    | 25  | 30  | 16      | 16   | 13         |
| November 10-11    | 23  | 30  | 17      | 16   | 13         |
| October 27-28     | 24  | 31  | 19      | 14   | 11         |
| October 13-14     | 25  | 28  | 19      | 16   | 13         |
| September 29-30   | 23  | 29  | 19      | 16   | 13         |
| September 26-27   | 20  | 31  | 23      | 14   | 11         |
| September 15-16   | 22  | 30  | 17      | 17   | 14         |
| September 01-02   | 21  | 30  | 19      | 16   | 14         |
| August 18-19      | 21  | 31  | 19      | 15   | 13         |
| July 27-28        | 23  | 28  | 22      | 15   | 12         |
| July 21-22        | 22  | 29  | 22      | 15   | 13         |
| July 7-8          | 23  | 27  | 22      | 15   | 13         |
| June 23-24        | 23  | 27  | 22      | 14   | 14         |
| June 2-3          | 20  | 32  | 24      | 14   | 10         |
| May 26-27         | 21  | 33  | 23      | 12   | 11         |
| May 4-5           | 25  | 30  | 18      | 16   | 11         |

# It seems to have succeeded in moving on and left its past behind it

|                       | Con | Lab | Lib Dem | None | Don't know |
|-----------------------|-----|-----|---------|------|------------|
| <b>2014</b>           | %   | %   | %       | %    | %          |
| July 9-10             | 18  | 20  | 6       | 40   | 16         |
| June 25-26            | 17  | 18  | 5       | 45   | 16         |
| June 11-12            | 19  | 18  | 4       | 42   | 16         |
| May 28-29             | 17  | 19  | 4       | 42   | 18         |
| May 14-15             | 20  | 19  | 5       | 39   | 17         |
| April 23-24           | 17  | 20  | 5       | 40   | 18         |
| April 9-10            | 18  | 19  | 7       | 41   | 15         |
| March 26-27           | 20  | 20  | 6       | 37   | 17         |
| March 12-13           | 19  | 23  | 8       | 36   | 13         |
| February 26-27        | 18  | 21  | 6       | 39   | 17         |
| February 12-13        | 17  | 21  | 7       | 39   | 16         |
| January 15-16         | 18  | 19  | 8       | 38   | 17         |
| <b>2013</b>           |     |     |         |      |            |
| December 18-19        | 20  | 19  | 7       | 38   | 16         |
| December 4-5          | 17  | 18  | 7       | 41   | 18         |
| November 20-21        | 19  | 20  | 9       | 37   | 16         |
| November 6-7          | 17  | 22  | 6       | 38   | 16         |
| October 23-24         | 18  | 18  | 7       | 39   | 16         |
| October 9-10          | 18  | 20  | 8       | 36   | 18         |
| September 25-26       | 20  | 21  | 6       | 38   | 16         |
| September 11-12       | 20  | 18  | 7       | 40   | 16         |
| August 28-29          | 19  | 18  | 7       | 41   | 16         |
| July 31 - August 1    | 17  | 19  | 6       | 42   | 16         |
| July 17-18            | 20  | 18  | 6       | 41   | 15         |
| July 3-4              | 16  | 22  | 7       | 40   | 15         |
| June 19-20            | 16  | 20  | 8       | 41   | 16         |
| June 5-6              | 15  | 20  | 7       | 44   | 15         |
| May 22-23             | 12  | 20  | 7       | 45   | 17         |
| May 8-9               | 17  | 20  | 7       | 40   | 17         |
| April 24-25           | 16  | 20  | 8       | 40   | 16         |
| April 10-11           | 18  | 21  | 8       | 39   | 15         |
| March 27-28           | 13  | 24  | 8       | 39   | 16         |
| March 13-14           | 14  | 21  | 8       | 42   | 15         |
| February 27-28        | 15  | 21  | 6       | 41   | 17         |
| February 13-14        | 16  | 23  | 8       | 37   | 17         |
| January 30-31         | 17  | 24  | 7       | 36   | 15         |
| January 16-17         | 16  | 23  | 6       | 38   | 18         |
| January 2-3           | 17  | 23  | 6       | 37   | 16         |
| <b>2012</b>           |     |     |         |      |            |
| December 12-13        | 17  | 21  | 7       | 39   | 16         |
| November 28-29        | 15  | 22  | 9       | 39   | 16         |
| October 31-November 1 | 16  | 22  | 7       | 41   | 15         |
| October 17-18         | 17  | 23  | 6       | 38   | 15         |
| October 3-4           | 15  | 27  | 6       | 37   | 14         |
| September 19-20       | 18  | 22  | 7       | 39   | 14         |
| September 4-5         | 18  | 20  | 6       | 41   | 14         |
| August 22-23          | 17  | 19  | 7       | 41   | 16         |

|                       | Con | Lab | Lib Dem | None | Don't know |
|-----------------------|-----|-----|---------|------|------------|
| <b>2012 cont.</b>     | %   | %   | %       | %    | %          |
| August 8-9            | 17  | 22  | 7       | 39   | 15         |
| July 25-26            | 18  | 23  | 6       | 40   | 13         |
| July 11-12            | 16  | 22  | 7       | 42   | 14         |
| June 27-28            | 17  | 23  | 6       | 40   | 14         |
| June 13-14            | 15  | 21  | 6       | 43   | 14         |
| May 30-31             | 16  | 22  | 7       | 40   | 16         |
| May 16-17             | 15  | 22  | 7       | 41   | 14         |
| May 2-3               | 15  | 16  | 7       | 45   | 17         |
| April 18-19           | 17  | 19  | 6       | 44   | 14         |
| April 4-5             | 18  | 17  | 7       | 42   | 16         |
| March 7-8             | 21  | 18  | 7       | 38   | 15         |
| February 22-23        | 23  | 17  | 6       | 37   | 16         |
| February 8-9          | 22  | 17  | 7       | 40   | 15         |
| January 25-26         | 24  | 16  | 8       | 38   | 15         |
| January 11-12         | 25  | 17  | 7       | 37   | 13         |
| <b>2011</b>           |     |     |         |      |            |
| December 21-22        | 23  | 18  | 7       | 36   | 16         |
| December 7-8          | 20  | 19  | 8       | 37   | 16         |
| November 23-24        | 21  | 17  | 8       | 38   | 16         |
| November 9-10         | 21  | 18  | 8       | 36   | 17         |
| October 26-27         | 21  | 17  | 7       | 39   | 15         |
| October 12-13         | 23  | 18  | 7       | 37   | 15         |
| October 5-6           | 23  | 18  | 9       | 34   | 16         |
| September 28-29       | 23  | 20  | 9       | 34   | 14         |
| September 14-15       | 25  | 17  | 8       | 36   | 14         |
| August 31-September 1 | 22  | 19  | 8       | 36   | 15         |
| August 17-18          | 23  | 20  | 8       | 33   | 16         |
| August 3-4            | 24  | 19  | 7       | 36   | 14         |
| July 20-21            | 23  | 20  | 7       | 36   | 15         |
| July 6-7              | 25  | 17  | 6       | 35   | 16         |
| June 22-23            | 24  | 18  | 7       | 36   | 15         |
| June 8-9              | 26  | 20  | 7       | 32   | 15         |
| May 25-26             | 26  | 20  | 6       | 33   | 16         |
| May 11-12             | 27  | 20  | 7       | 32   | 14         |
| May 4-5               | 26  | 20  | 9       | 31   | 14         |
| April 19-20           | 23  | 21  | 8       | 31   | 16         |
| April 6-7             | 24  | 20  | 8       | 33   | 16         |
| March 23-24           | 26  | 20  | 9       | 30   | 15         |
| March 9-10            | 23  | 20  | 7       | 35   | 15         |
| March 2-3             | 24  | 20  | 9       | 31   | 16         |
| February 23-24        | 25  | 19  | 11      | 30   | 15         |
| February 9-10         | 23  | 19  | 9       | 34   | 15         |
| January 26-27         | 22  | 17  | 10      | 32   | 17         |
| January 12-13         | 27  | 17  | 9       | 32   | 15         |
| <b>2010</b>           |     |     |         |      |            |
| December 22-23        | 28  | 16  | 5       | 32   | 18         |
| December 8-9          | 29  | 17  | 9       | 29   | 16         |
| November 24-25        | 28  | 17  | 11      | 29   | 15         |

|                   | Con | Lab | Lib Dem | None | Don't know |
|-------------------|-----|-----|---------|------|------------|
| <b>2010 cont.</b> | %   | %   | %       | %    | %          |
| November 10-11    | 27  | 16  | 10      | 31   | 15         |
| October 27-28     | 31  | 18  | 11      | 26   | 14         |
| October 13-14     | 29  | 18  | 11      | 27   | 15         |
| September 29-30   | 29  | 19  | 11      | 26   | 15         |
| September 26-27   | 29  | 19  | 14      | 23   | 16         |
| September 15-16   | 31  | 15  | 11      | 28   | 16         |
| September 01-02   | 32  | 13  | 10      | 27   | 18         |
| August 18-19      | 34  | 12  | 13      | 27   | 15         |
| July 27-28        | 32  | 12  | 13      | 28   | 15         |
| July 21-22        | 33  | 11  | 13      | 26   | 16         |
| July 7-8          | 33  | 15  | 10      | 26   | 16         |
| June 23-24        | 34  | 12  | 14      | 24   | 16         |
| June 2-3          | 36  | 13  | 15      | 24   | 13         |
| May 26-27         | 37  | 12  | 15      | 21   | 15         |

## It seems to appeal to one section of society rather than to the whole country

|                       | Con | Lab | Lib Dem | None | Don't know |
|-----------------------|-----|-----|---------|------|------------|
| <b>2014</b>           | %   | %   | %       | %    | %          |
| July 9-10             | 49  | 23  | 7       | 7    | 15         |
| June 25-26            | 50  | 21  | 7       | 8    | 13         |
| June 11-12            | 51  | 21  | 7       | 8    | 13         |
| May 28-29             | 50  | 20  | 9       | 7    | 14         |
| May 14-15             | 49  | 20  | 7       | 8    | 15         |
| April 23-24           | 50  | 20  | 8       | 7    | 15         |
| April 9-10            | 51  | 21  | 7       | 7    | 14         |
| March 26-27           | 50  | 22  | 8       | 6    | 13         |
| March 12-13           | 51  | 22  | 9       | 6    | 11         |
| February 26-27        | 50  | 21  | 7       | 7    | 14         |
| February 12-13        | 50  | 22  | 7       | 8    | 14         |
| January 15-16         | 48  | 20  | 8       | 9    | 14         |
| <b>2013</b>           |     |     |         |      |            |
| December 18-19        | 50  | 19  | 9       | 8    | 14         |
| December 4-5          | 51  | 20  | 7       | 7    | 15         |
| November 20-21        | 50  | 21  | 8       | 7    | 13         |
| November 6-7          | 51  | 22  | 8       | 7    | 13         |
| October 23-24         | 49  | 23  | 8       | 6    | 15         |
| October 9-10          | 50  | 22  | 7       | 7    | 15         |
| September 25-26       | 49  | 23  | 7       | 7    | 13         |
| September 11-12       | 52  | 20  | 7       | 7    | 13         |
| August 28-29          | 50  | 22  | 7       | 7    | 14         |
| July 31 - August 1    | 51  | 21  | 8       | 8    | 12         |
| July 17-18            | 48  | 22  | 8       | 7    | 14         |
| July 3-4              | 50  | 21  | 8       | 7    | 14         |
| June 19-20            | 49  | 23  | 9       | 8    | 12         |
| June 5-6              | 48  | 20  | 9       | 8    | 15         |
| May 22-23             | 50  | 20  | 8       | 8    | 15         |
| May 8-9               | 48  | 22  | 6       | 9    | 15         |
| April 24-25           | 49  | 24  | 7       | 7    | 13         |
| April 10-11           | 52  | 22  | 7       | 6    | 13         |
| March 27-28           | 49  | 19  | 8       | 9    | 14         |
| March 13-14           | 51  | 21  | 9       | 8    | 11         |
| February 27-28        | 52  | 21  | 7       | 6    | 14         |
| February 13-14        | 49  | 21  | 8       | 8    | 14         |
| January 30-31         | 50  | 20  | 9       | 8    | 13         |
| January 16-17         | 50  | 22  | 7       | 6    | 15         |
| January 2-3           | 50  | 19  | 8       | 8    | 15         |
| <b>2012</b>           |     |     |         |      |            |
| December 12-13        | 51  | 19  | 7       | 8    | 14         |
| November 28-29        | 50  | 20  | 9       | 7    | 14         |
| October 31-November 1 | 53  | 21  | 7       | 7    | 13         |
| October 17-18         | 50  | 20  | 9       | 7    | 14         |
| October 3-4           | 50  | 23  | 7       | 8    | 12         |
| September 19-20       | 49  | 22  | 7       | 8    | 13         |
| September 4-5         | 52  | 20  | 8       | 8    | 12         |

|                       | Con | Lab | Lib Dem | None | Don't know |
|-----------------------|-----|-----|---------|------|------------|
| <b>2012 cont.</b>     | %   | %   | %       | %    | %          |
| August 22-23          | 53  | 19  | 8       | 7    | 14         |
| August 8-9            | 53  | 19  | 8       | 7    | 13         |
| July 25-26            | 51  | 21  | 8       | 8    | 12         |
| July 11-12            | 52  | 20  | 9       | 7    | 13         |
| June 27-28            | 52  | 20  | 8       | 7    | 12         |
| June 13-14            | 52  | 20  | 7       | 8    | 13         |
| May 30-31             | 51  | 22  | 8       | 7    | 13         |
| May 16-17             | 55  | 20  | 6       | 8    | 10         |
| May 2-3               | 50  | 18  | 8       | 9    | 16         |
| April 18-19           | 52  | 21  | 6       | 8    | 13         |
| April 4-5             | 53  | 21  | 6       | 8    | 12         |
| February 8-9          | 47  | 22  | 10      | 8    | 13         |
| March 21-22           | 51  | 20  | 8       | 8    | 14         |
| March 7-8             | 49  | 20  | 10      | 8    | 14         |
| February 22-23        | 46  | 21  | 10      | 8    | 15         |
| January 25-26         | 46  | 24  | 10      | 7    | 13         |
| January 11-12         | 46  | 22  | 10      | 9    | 13         |
| <b>2011</b>           | %   | %   | %       | %    | %          |
| December 21-22        | 50  | 19  | 11      | 6    | 14         |
| December 7-8          | 48  | 20  | 11      | 8    | 13         |
| November 23-24        | 49  | 19  | 9       | 8    | 14         |
| November 9-10         | 48  | 20  | 10      | 7    | 14         |
| October 26-27         | 47  | 20  | 10      | 8    | 15         |
| October 12-13         | 49  | 21  | 9       | 7    | 13         |
| October 5-6           | 48  | 22  | 9       | 7    | 14         |
| September 28-29       | 50  | 22  | 9       | 8    | 11         |
| September 14-15       | 51  | 19  | 9       | 7    | 12         |
| August 31-September 1 | 49  | 21  | 10      | 7    | 13         |
| August 17-18          | 51  | 20  | 9       | 7    | 13         |
| August 3-4            | 47  | 20  | 10      | 8    | 14         |
| July 20-21            | 47  | 22  | 9       | 8    | 14         |
| July 6-7              | 49  | 20  | 10      | 8    | 14         |
| June 22-23            | 48  | 22  | 10      | 8    | 13         |
| June 8-9              | 50  | 19  | 11      | 8    | 13         |
| May 25-26             | 49  | 20  | 11      | 7    | 13         |
| May 11-12             | 48  | 20  | 11      | 8    | 13         |
| May 4-5               | 49  | 19  | 11      | 8    | 13         |
| April 19-20           | 47  | 20  | 10      | 9    | 14         |
| April 6-7             | 50  | 21  | 7       | 8    | 13         |
| March 23-24           | 47  | 21  | 10      | 8    | 14         |
| March 9-10            | 52  | 19  | 8       | 8    | 13         |
| March 2-3             | 48  | 21  | 8       | 9    | 14         |
| February 23-24        | 47  | 20  | 10      | 9    | 14         |
| February 9-10         | 52  | 18  | 8       | 8    | 14         |
| January 26-27         | 49  | 20  | 6       | 9    | 15         |
| January 12-13         | 47  | 21  | 9       | 8    | 15         |
| <b>2010</b>           |     |     |         |      |            |
| December 22-23        | 47  | 20  | 8       | 9    | 17         |

|                   | Con | Lab | Lib Dem | None | Don't know |
|-------------------|-----|-----|---------|------|------------|
| <b>2010 cont.</b> | %   | %   | %       | %    | %          |
| December 8-9      | 46  | 21  | 10      | 9    | 15         |
| November 24-25    | 47  | 23  | 8       | 7    | 15         |
| November 10-11    | 47  | 20  | 9       | 8    | 15         |
| October 27-28     | 46  | 24  | 7       | 8    | 15         |
| October 13-14     | 44  | 24  | 9       | 8    | 16         |
| September 29-30   | 43  | 24  | 9       | 9    | 15         |
| September 26-27   | 44  | 23  | 9       | 8    | 15         |
| September 15-16   | 46  | 21  | 9       | 8    | 16         |
| September 01-02   | 45  | 19  | 10      | 7    | 18         |
| August 18-19      | 45  | 22  | 9       | 8    | 16         |
| July 27-28        | 44  | 21  | 10      | 9    | 16         |
| July 21-22        | 44  | 24  | 9       | 8    | 16         |
| July 7-8          | 44  | 21  | 10      | 10   | 15         |
| June 23-24        | 41  | 21  | 11      | 10   | 17         |
| June 2-3          | 45  | 20  | 12      | 10   | 13         |
| May 26-27         | 46  | 23  | 11      | 8    | 11         |