

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
2013	%	%	%	%	%
January 9-10	26	30	13	18	13
2012					
December 19-20	26	30	11	21	13
December 5-6	26	29	12	21	12
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
2011					
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

	Con	Lab	Lib Dem	None	Don't know
2011 cont.	%	%	%	%	%
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
January 5-6	31	30	8	20	12
2010					
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
2013	%	%	%	%	%
January 9-10	20	17	4	44	15
2012					
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
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
2011					
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

	Con	Lab	Lib Dem	None	Don't know
2011 cont.	%	%	%	%	%
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
2010					
December 15-16	27	19	5	33	17
December 1-2	27	18	5	32	18
November 17-18	30	17	5	30	18
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
	%	%	%	%	%
2013					
January 9-10	46	11	5	23	14
2012					
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
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
2011					
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

	Con	Lab	Lib Dem	None	Don't know
2011 cont.	%	%	%	%	%
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
2010					
December 15-16	58	10	6	15	12
December 1-2	54	11	5	14	15
November 17-18	57	10	5	13	14
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
2013	%	%	%	%	%
January 9-10	26	26	27	7	15
2012					
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
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
2011					
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

	Con	Lab	Lib Dem	None	Don't know
2011 cont.	%	%	%	%	%
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
2010					
December 15-16	15	28	36	6	14
December 1-2	14	28	35	8	15
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
2013	%	%	%	%	%
January 2-3	36	25	14	9	16
2012					
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
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
2011					
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
May 4-5	28	37	8	14	14
April 19-20	28	33	9	15	15
April 6-7	26	35	8	15	15

	Con	Lab	Lib Dem	None	Don't know
2011 cont.	%	%	%	%	%
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
2010					
December 22-23	25	40	7	11	17
December 8-9	22	43	7	13	14
November 24-25	24	44	7	10	15
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

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
2013	%	%	%	%	%
January 2-3	23	30	15	19	13
2012					
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
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
2011					
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
May 4-5	25	30	18	16	11
April 19-20	21	32	17	17	13
April 6-7	21	32	16	19	22

	Con	Lab	Lib Dem	None	Don't know
2011 cont.	%	%	%	%	%
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
2010					
December 22-23	22	31	15	17	15
December 8-9	24	30	17	16	13
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

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

	Con	Lab	Lib Dem	None	Don't know
2013	%	%	%	%	%
January 2-3	17	23	6	37	16
2012					
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
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
2011					
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

	Con	Lab	Lib Dem	None	Don't know
2011 cont.	%	%	%	%	%
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
2010					
December 22-23	28	16	5	32	18
December 8-9	29	17	9	29	16
November 24-25	28	17	11	29	15
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
2013	%	%	%	%	%
January 2-3	50	19	8	8	15
2012					
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
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
March 21-22	51	20	8	8	14
March 7-8	49	20	10	8	14
February 22-23	46	21	10	8	15
February 8-9	47	22	10	8	13
January 25-26	46	24	10	7	13
January 11-12	46	22	10	9	13
2011					
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

	Con	Lab	Lib Dem	None	Don't know
2011 cont.	%	%	%	%	%
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
2010					
December 22-23	47	20	8	9	17
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