

PARTY IMAGES

Irrespective of how you intend to vote, which of the following statements do you think apply more to the Conservative Party and which apply more to the Labour Party?

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

	Con	Lab	Lib Dem	None	Don't know
2012	%	%	%	%	%
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
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

	Con	Lab	Lib Dem	None	Don't know
2010 cont.	%	%	%	%	%
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
2012	%	%	%	%	%
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
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

	Con	Lab	Lib Dem	None	Don't know
2010 cont.	%	%	%	%	%
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
2012	%	%	%	%	%
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
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

	Con	Lab	Lib Dem	None	Don't know
2010 cont.	%	%	%	%	%
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
2012	%	%	%	%	%
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
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

	Con	Lab	Lib Dem	None	Don't know
2010 cont.	%	%	%	%	%
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
2012	%	%	%	%	%
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
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

	Con	Lab	Lib Dem	None	Don't know
2010 cont.	%	%	%	%	%
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
2012	%	%	%	%	%
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
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

	Con	Lab	Lib Dem	None	Don't know
2010 cont.	%	%	%	%	%
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
2012	%	%	%	%	%
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
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

	Con	Lab	Lib Dem	None	Don't know
2010 cont.	%	%	%	%	%
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
2012	%	%	%	%	%
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
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

	Con	Lab	Lib Dem	None	Don't know
2010 cont.	%	%	%	%	%
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