

Fieldwork: 23rd - 24th May 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands/Wales	North	Scotland	
Weighted Sample	1839	442	588	154	212	557	450	394	894	945	223	469	629	519	1048	791	235	598	394	452	160	
Unweighted Sample	1839	427	579	121	251	582	439	408	870	969	143	429	742	525	1209	630	288	609	379	439	124	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	May 16-17	May 23-24																				
Do you think this coalition government is good or bad for people like you?																						
Very good	1	2	5	1	8	0	4	0	4	3	1	2	3	2	2	2	2	4	1	2	4	0
Fairly good	14	15	38	4	37	4	25	5	16	17	13	19	16	14	14	18	11	15	18	16	13	12
TOTAL GOOD	15	17	43	5	45	4	29	5	20	20	14	21	19	16	16	20	13	19	19	18	17	12
Fairly bad	27	26	21	33	17	26	23	31	27	24	28	24	25	25	29	28	23	25	25	28	27	24
Very bad	32	31	11	48	11	42	20	48	24	30	31	26	26	33	34	25	39	28	28	27	34	40
TOTAL BAD	59	57	32	81	28	68	43	79	51	54	59	50	51	58	63	53	62	53	53	55	61	64
Doesn't make much difference either way	22	22	22	11	23	26	27	12	24	22	21	18	23	23	21	22	21	21	24	21	21	21
Don't know	5	4	2	2	4	1	1	3	4	3	6	11	7	3	1	4	5	7	4	7	2	3
Do you think the coalition government is managing the economy well or badly?																						
Very well	2	2	8	0	3	0	6	0	1	3	2	4	2	2	2	3	2	2	2	2	5	0
Fairly well	27	27	62	5	44	24	50	8	23	32	22	24	25	26	30	32	21	26	32	30	19	24
TOTAL WELL	29	29	70	5	47	24	56	8	24	35	24	28	27	28	32	35	23	28	34	32	24	24
Fairly badly	33	33	19	42	34	31	25	41	37	30	36	37	30	34	35	33	33	39	31	32	33	40
Very badly	30	29	4	50	9	41	13	46	30	28	30	20	30	31	29	25	35	22	27	27	35	33
TOTAL BADLY	63	62	23	92	43	72	38	87	67	58	66	57	60	65	64	58	68	61	58	59	68	73
Don't know	9	8	6	3	10	4	7	5	9	6	10	15	12	7	3	8	9	11	8	10	7	2
In your opinion how good or bad is the state of Britain's economy at the moment?																						
Very good	0	1	1	0	2	0	1	0	0	0	1	1	1	1	0	1	0	1	0	0	1	0
Quite good	5	6	14	2	10	2	10	3	4	7	4	7	6	4	6	6	5	6	6	5	4	6
TOTAL GOOD	5	7	15	2	12	2	11	3	4	7	5	8	7	5	6	7	5	7	6	5	5	6
Neither good nor bad	21	22	40	12	30	21	32	12	21	25	20	24	20	21	24	24	20	25	25	23	19	14
Quite bad	44	43	36	48	51	39	39	47	47	43	44	36	43	46	45	44	42	44	42	41	44	54
Very bad	27	25	9	36	7	37	17	35	26	22	28	22	25	27	25	22	30	20	25	25	29	25
TOTAL BAD	71	68	45	84	58	76	56	82	73	65	72	58	68	73	70	66	72	64	67	66	73	79
Don't know	3	3	1	2	0	1	0	3	2	2	3	9	4	1	0	3	3	4	2	5	2	1

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

	May 16-17	May 23-24																						
How do you think the financial situation of your household will change over the next 12 months?																								
Get a lot better	2	1	4	1	1	1	3	1	1	2	1	2	2	2	0	2	1	1	1	2	2			
Get a little better	11	11	21	8	13	5	14	7	13	14	9	19	15	9	8	14	8	18	9	11	9	15		
TOTAL BETTER	13	12	25	9	14	6	17	8	14	16	10	21	17	11	8	16	9	19	10	12	11	17		
Stay about the same	35	40	52	35	50	27	43	37	39	41	38	43	39	38	40	38	41	36	39	39	44	36		
Get a little worse	32	29	18	34	24	37	27	34	30	26	31	16	24	30	36	30	26	26	30	29	26	32		
Get a lot worse	15	13	3	18	9	24	8	17	13	12	14	6	12	17	13	10	18	10	15	13	14	12		
TOTAL WORSE	47	42	21	52	33	61	35	51	43	38	45	22	36	47	49	40	44	36	45	42	40	44		
Don't know	5	6	3	3	3	6	4	4	4	5	6	14	7	4	3	5	6	8	5	7	5	2		

Thinking about David Cameron's leadership of the Conservative party, do you think he is or is not in control of his party?

Is in control of his party	24	56	9	23	11	40	12	17	25	23	32	27	24	17	26	21	25	26	21	24	20
Is not in control of his party	61	30	81	62	77	47	75	69	63	59	49	54	61	72	61	61	59	59	61	62	68
Don't know	15	14	10	15	12	13	13	14	12	19	18	19	15	11	14	17	16	15	17	14	11

Please think about the Conservative party in the 8 years since David Cameron became its leader. Regardless of whether you personally support or oppose the Conservative party, which of the following statements do you most agree with?

	Feb 28 - Mar 1	May 23-24																				
David Cameron did not do enough to modernise the Conservative party - while he made progress in some areas, under the surface it is the same old Conservative party	33	33	18	54	48	13	17	47	48	36	31	29	36	36	29	34	32	31	30	35	32	48
David Cameron got the balance between modernising the Conservative party and retaining what was important about right	20	16	42	6	20	5	27	8	13	17	15	21	20	14	12	19	12	20	16	14	14	19
David Cameron abandoned too many traditional Conservative policies and no longer seems to care about important issues like immigration, Europe or tax cuts	25	32	29	23	15	75	44	25	20	31	33	20	21	29	48	29	35	28	34	34	34	17
None of these	9	6	5	7	8	2	5	6	7	6	6	4	8	7	4	5	8	8	6	4	7	7
Don't know	14	13	6	10	9	5	7	14	12	10	16	26	14	14	7	12	15	14	14	13	14	9

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

Weighted Sample
Unweighted Sample

Sept 29-30 2011
May 23-24 2013

In 2002 Theresa May said that the Conservative party were seen as the "nasty party" and they needed to improve their image. Thinking about how the Conservative party have tried to improve their image since then, which of the following best reflects your view?

- David Cameron has managed to change the Conservative party's image and make it less of the "nasty party"
- David Cameron has failed to change the Conservative party's image, and it is still seen as the "nasty party"
- The Conservative party was never seen as the "nasty party" anyway
- None of these
- Don't know

23	14	31	6	23	6	21	7	16	16	13	19	18	15	9	17	11	17	16	14	12	12
42	48	16	79	58	40	22	70	59	51	46	50	43	50	51	46	51	39	43	47	55	68
19	18	40	5	5	32	40	7	8	17	19	7	13	16	29	19	16	23	21	18	14	9
8	7	5	5	9	10	8	5	7	7	7	3	9	8	6	7	8	6	8	6	8	5
9	12	8	5	5	12	9	10	9	9	15	22	16	11	5	11	14	14	13	15	10	7

Fieldwork: 23rd - 24th May 2013

Weighted Sample
Unweighted Sample

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1839	427	579	121	251	582	439	408	870	969	143	429	742	525	1209	630	288	609	379	439	124	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Last weekend several newspapers reported that a senior figure in the Conservative party had described Conservative party members as "mad, swivel eyed loons". The Conservative party have denied this.

Whether or not you believe the story, do you think "mad, swivel eyed loons" is a fair or unfair description of Conservative party members?

Fair	29	7	48	30	26	11	43	38	32	26	27	33	31	25	25	34	27	29	28	31	34
Unfair	51	79	34	50	58	76	35	46	50	51	42	41	51	62	55	45	50	55	49	47	50
Don't know	20	14	18	20	16	12	22	16	18	23	31	27	17	13	20	21	24	17	23	22	16

How effective do you think the current coalition government is at dealing with the threat from extremism and terrorism?

	21-22 Jan	May 23-24																				
Very effective	4	4	9	2	9	2	7	1	3	5	3	5	5	3	3	4	3	2	5	3	5	0
Fairly effective	37	37	51	31	56	23	46	28	44	43	31	38	33	38	39	42	30	36	38	39	33	39
TOTAL EFFECTIVE	41	41	60	33	65	25	53	29	47	48	34	43	38	41	42	46	33	38	43	42	38	39
Fairly ineffective	27	28	24	35	23	24	20	36	28	26	30	28	28	27	29	28	27	31	28	22	30	33
Very ineffective	11	19	7	20	4	47	20	21	12	18	20	10	18	22	21	13	27	15	19	20	21	17
TOTAL INEFFECTIVE	38	47	31	55	27	71	40	57	40	44	50	38	46	49	50	41	54	46	47	42	51	50
Don't know	20	12	9	12	9	5	8	13	13	9	15	19	17	9	9	13	12	16	10	16	11	11

How would you rate the chances of you or a member of your family or a good friend being killed or wounded in a terrorist attack? Do you think the chances are...?

	July 8 2005	21-22 Jan	May 23-24																				
Very high	1	1	2	2	1	0	4	1	1	2	1	2	1	3	1	1	1	2	2	2	1	3	1
Fairly high	15	7	8	8	6	4	15	8	6	5	7	8	10	9	7	6	6	10	10	7	6	7	9
TOTAL HIGH	16	8	10	10	7	4	19	9	7	7	8	10	11	12	8	7	7	12	12	9	7	10	10
Fairly low	40	32	28	32	29	23	35	32	30	23	24	32	23	28	28	29	27	30	31	27	26	29	30
Very low	23	27	26	29	25	21	18	27	28	26	28	23	25	25	26	26	30	21	23	25	27	28	26
TOTAL LOW	63	59	54	61	54	44	53	59	58	49	52	55	48	53	54	55	57	51	54	52	53	57	56
Almost non-existent	13	19	26	24	27	47	17	22	23	37	31	21	28	20	29	26	29	22	22	28	27	23	28
Don't know	8	14	11	4	12	5	11	9	13	8	9	13	13	15	8	11	8	15	12	12	14	10	7

Fieldwork: 23rd - 24th May 2013

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Unweighted Sample

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1839	427	579	121	251	582	439	408	870	969	143	429	742	525	1209	630	288	609	379	439	124	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July 8
2005

May 23-
24
2013

Which of the following statements about British Muslims comes closest to your own view?

Practically all British Muslims are peaceful, law-abiding citizens who deplore Wednesday's killing as much as everyone else

23

20

17	26	39	5	15	21	32	20	21	26	26	22	11	24	16	19	22	21	20	18
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The great majority are peaceful and law-abiding citizens but there is a dangerous minority who feel no sense of loyalty to this country and are prepared to carry out, or at least to condone, acts of terrorism

64

60

68	60	52	57	66	61	58	59	61	52	53	59	71	61	58	60	61	59	57	67
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A large proportion of British Muslims feel no sense of loyalty to this country and are prepared to condone or even carry out acts of terrorism

10

14

11	9	7	36	17	11	7	16	12	9	12	16	16	10	19	16	12	11	19	11
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Don't know

3

6

3	6	2	3	2	7	2	5	6	14	8	3	2	5	7	5	5	9	5	3
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Do you think the leaders of Britain's Muslim community are doing the best they can to fight terrorism, or are a significant number of them turning a blind eye to it?

The leaders of Britain's Muslim community are doing the best they can to fight terrorism

28

26	35	46	10	22	30	39	26	29	28	30	28	25	31	24	24	29	28	30	20
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A significant number of the leaders of Britain's Muslim communities are turning a blind eye to terrorism

50

57	43	35	81	61	48	39	56	44	40	42	50	61	47	54	51	51	45	50	55
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Don't know

22

18	22	19	9	17	23	22	18	27	32	28	22	14	22	22	25	20	27	20	25
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Unweighted Sample

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

Thinking about Britain's involvement in Afghanistan and Iraq, which of the following best reflects your view?

Britain's involvement in Afghanistan and Iraq has increased the risk of terrorist attack, and was the wrong thing to do

Britain's involvement in Afghanistan and Iraq has increased the risk of terrorist attack, but was still the right thing to do

Britain's involvement in Afghanistan and Iraq has not really increased the risk of terrorist attack, but was still the wrong thing to do

Britain's involvement in Afghanistan and Iraq has not really increased the risk of terrorist attack and was the right thing to do

None of these

Don't know

40	34	38	31	60	46	35	38	39	42	39	31	39	51	40	41	42	42	37	39	44
30	37	33	38	22	29	38	32	35	26	20	35	34	26	32	28	26	31	30	31	29
7	5	7	11	8	6	5	10	8	7	12	7	6	8	7	8	6	8	7	9	7
4	8	4	4	2	5	5	2	5	3	4	3	4	4	4	3	6	3	5	4	2
4	2	3	7	3	3	2	6	3	4	3	4	4	3	4	3	5	5	3	2	4
14	13	15	9	6	11	15	12	9	19	22	20	13	8	12	17	15	11	18	15	14

Earlier this year the government dropped the Draft Communications Data Bill which would have required internet service providers and mobile phones companies to store details of everyone's calls, webmail and social media for twelve months in case it was needed to investigate crime. Supporters of the Bill had said the powers were necessary to fight serious crime, opponents that it would have been a "snoopers charter" that infringed human rights.

Which of the following best reflects your view?

The Communications Data Bill would give the government more powers to fight terrorism and the terror threat shows it should be continued with after all

The Communications Data Bill would not have done much to fight terrorism, but would have given the government unnecessary powers to snoop on emails and phone calls - it was right to drop it

Neither

Don't know

31	48	26	20	37	40	31	21	30	31	28	24	31	38	32	29	28	31	30	34	28
44	30	49	62	47	38	39	61	51	38	47	44	45	43	48	39	42	46	43	44	47
8	8	8	10	5	7	9	7	8	8	7	7	9	8	7	9	12	8	7	7	7
17	14	16	8	11	15	21	12	11	23	19	25	15	11	13	22	18	16	20	16	18

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

Oct 18-19 2012
May 23-24 2013

As you may know, there is a difference between tax AVOIDANCE, whereby companies/people use artificial but legal methods to minimise the tax they pay, and tax EVASION, where companies/people act illegally to pay less tax, or no tax at all.

In general, do you think it is acceptable or unacceptable to LEGALLY avoid paying tax?

It is acceptable to legally avoid tax
It is unacceptable to legally avoid tax
Don't know

26	29	39	20	34	35	36	18	32	35	23	28	27	30	29	33	24	30	30	24	32	26
64	62	55	72	61	57	58	74	61	58	66	56	58	64	66	59	65	57	60	66	62	69
10	9	6	9	5	8	6	8	7	8	11	16	15	6	5	8	11	12	10	11	6	5

Which party, if any, do you think would do the most to cut down on tax AVOIDANCE?

Conservatives
Labour
Liberal Democrats
UKIP
None of them
Don't know

15	45	4	8	7	33	5	5	16	14	17	13	14	17	16	14	16	16	15	16	9
21	8	50	13	3	6	43	23	23	20	27	19	23	20	20	23	17	18	21	28	22
5	4	2	30	2	3	2	13	7	3	4	10	4	3	7	3	8	6	5	3	7
8	5	4	6	33	11	3	5	9	7	9	5	8	9	7	9	6	8	7	8	8
31	25	27	24	39	31	27	35	31	31	21	30	32	35	31	31	33	34	28	27	36
20	13	14	19	16	16	20	19	15	25	22	23	19	16	19	20	20	18	23	18	19

In recent months several well known companies have been criticised for not paying enough tax in the UK. Do you currently boycott the products or services of any companies in response to them not paying their fair share of tax?

Yes, there are companies I actively boycott because of they don't pay enough tax
No, while I care whether companies pay tax I don't really know enough about the subject or which companies don't pay tax to boycott them
No, the price and quality and other considerations are more important to me than whether a company pays tax
Not sure

20	22	21	26	23	21	19	26	23	18	14	18	23	22	23	17	20	21	21	20	18
42	42	44	38	37	41	46	43	39	44	40	39	41	46	38	46	39	39	41	44	49
25	28	24	25	27	29	20	24	26	24	28	27	24	23	27	22	27	26	24	24	22
13	8	12	12	13	9	15	7	11	15	18	17	12	9	11	16	14	14	14	11	11

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

Thinking specifically about some of the companies that have been accused of not paying enough taxation in the UK, which of the following best applies to you?

Google

I sometimes use Google's website	87	88	88	87	84	87	87	90	85	89	88	90	87	83	86	88	85	87	88	87	86
I used to use Google's website but have recently stopped doing so because of the issue of tax	5	3	6	4	8	5	5	4	6	3	3	3	6	5	5	4	3	4	5	5	7
I used to use Google's website, but have stopped doing so for other reasons	2	4	1	1	1	3	1	1	3	1	4	1	1	2	2	1	2	2	1	1	1
I never used Google's website anyway	4	2	3	7	5	3	4	4	4	4	1	2	4	7	3	5	4	4	4	3	5
Don't know	3	2	2	1	1	3	2	2	3	3	5	3	2	3	3	3	5	3	2	3	1

Amazon

I sometimes shop at Amazon	79	82	77	81	78	83	76	81	77	81	78	82	77	79	80	77	76	81	80	77	77
I used to shop at Amazon but have recently stopped doing so because of the issue of tax	8	8	9	12	11	8	10	9	9	8	4	7	11	8	10	7	9	7	8	10	9
I used to shop using Amazon, but have stopped doing so for other reasons	3	4	4	3	3	3	3	4	4	3	7	2	3	4	3	4	4	3	4	3	5
I never shopped at Amazon anyway	7	5	9	5	9	5	11	5	9	6	6	6	8	8	5	10	6	7	6	9	8
Don't know	2	1	1	0	0	1	1	1	2	1	5	2	1	1	2	1	5	1	2	1	1

Starbucks

I sometimes buy drinks or food from Starbucks	22	28	23	23	12	22	22	22	21	23	36	32	18	13	26	18	27	22	20	24	17
I used to buy drinks or food from Starbucks but have recently stopped doing so because of the issue of tax	13	13	14	17	14	13	15	15	14	12	11	11	16	11	16	8	12	13	12	13	13
I used to buy drinks or food from Starbucks, but have stopped doing so for other reasons	8	8	6	7	9	8	6	8	7	9	9	6	7	9	8	7	9	8	8	5	12
I never bought drinks or food from Starbucks anyway	55	49	56	54	63	56	56	53	55	55	39	48	57	66	48	65	47	55	58	56	56
Don't know	2	1	1	0	1	2	2	1	3	2	5	3	2	1	2	2	4	1	2	3	2