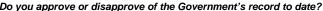




|                      | Lab | Con | Lib Dem | Other | Lab lead |
|----------------------|-----|-----|---------|-------|----------|
|                      | %   | %   | %       | %     | %        |
| 2010                 |     |     |         |       |          |
| January              | 31  | 38  | 19      | 12    | -7       |
| 2009                 |     |     |         |       |          |
| December             | 30  | 40  | 17      | 12    | -10      |
| November             | 29  | 39  | 19      | 13    | -10      |
| October              | 28  | 41  | 16      | 15    | -13      |
| September            | 26  | 39  | 20      | 15    | -13      |
| August               | 26  | 42  | 18      | 14    | -16      |
| July                 | 27  | 41  | 18      | 15    | -14      |
| June                 | 25  | 38  | 18      | 19    | -13      |
| May                  | 22  | 39  | 18      | 21    | -17      |
| April                | 27  | 45  | 18      | 10    | -18      |
| March                | 31  | 41  | 17      | 11    | -10      |
| February             | 31  | 41  | 15      | 12    | -10      |
| January              | 32  | 43  | 16      | 10    | -11      |
| 2008                 |     |     |         |       |          |
| December             | 35  | 42  | 14      | 9     | -7       |
| November             | 36  | 40  | 14      | 10    | -4       |
| October              | 33  | 42  | 15      | 10    | -9       |
| September            | 24  | 44  | 20      | 12    | -20      |
| August               | 26  | 45  | 16      | 13    | -19      |
| July                 | 26  | 45  | 17      | 12    | -19      |
| June                 | 28  | 46  | 15      | 11    | -18      |
| May                  | 23  | 47  | 18      | 12    | -24      |
| April                | 26  | 44  | 17      | 13    | -18      |
| March                | 29  | 43  | 17      | 11    | -14      |
| February             | 33  | 40  | 16      | 11    | -7       |
| January              | 33  | 41  | 16      | 10    | -8       |
| 2005 election result | 36  | 33  | 23      | 8     | 3        |



| Yo   | u   | G     | <b>V</b> C |
|------|-----|-------|------------|
| What | the | world | thinks     |

| Do you approve or disapprove of the Government's record to date |         |            |            |  |  |  |
|---|---------|------------|------------|--|--|--|
|   | Approve | Disapprove | Don't know |  |  |  |
|   | %       | %          | %          |  |  |  |
| 2010  |         |            |            |  |  |  |
| January   | 20      | 64         | 16         |  |  |  |
| 2009  |         |            |            |  |  |  |
| December  | 20      | 65         | 15         |  |  |  |
| November  | 19      | 67         | 14         |  |  |  |
| October   | 19      | 67         | 14         |  |  |  |
| September   | 20      | 67         | 13         |  |  |  |
| August  | 17      | 69         | 14         |  |  |  |
| July  | 17      | 70         | 13         |  |  |  |
| June  | 17      | 69         | 14         |  |  |  |
| May   | 15      | 72         | 13         |  |  |  |
| April   | 20      | 67         | 13         |  |  |  |
| March   | 21      | 63         | 16         |  |  |  |
| February  | 20      | 64         | 16         |  |  |  |
| January   | 22      | 62         | 15         |  |  |  |
| 2008  |         |            |            |  |  |  |
| December  | 24      | 60         | 16         |  |  |  |
| November  | 28      | 58         | 14         |  |  |  |
| October   | 23      | 62         | 15         |  |  |  |
| September   | 17      | 70         | 13         |  |  |  |
| August  | 18      | 68         | 14         |  |  |  |
| July  | 18      | 70         | 12         |  |  |  |
| June  | 17      | 70         | 13         |  |  |  |
| May   | 16      | 72         | 12         |  |  |  |
| April   | 17      | 68         | 15         |  |  |  |
| March   | 21      | 64         | 16         |  |  |  |
| February  | 24      | 60         | 17         |  |  |  |
| January   | 23      | 61         | 16         |  |  |  |



#### Which of these would make the best Prime Minister?

|           | Gordon<br>Brown | David<br>Cameron | Nick Clegg | Don't know |
|-----------|-----------------|------------------|------------|------------|
|           | %               | %                | %          | %          |
| 2010      |                 |                  |            |            |
| January   | 23              | 33               | 11         | 33         |
| 2009      | <u> </u>        |                  | 1.0        |            |
| December  | 22              | 34               | 10         | 34         |
| November  | 22              | 34               | 10         | 34         |
| October   | 20              | 36               | 11         | 33         |
| September | 20              | 35               | 12         | 33         |
| August    | 19              | 35               | 10         | 36         |
| July      | 19              | 37               | 10         | 34         |
| June      | 18              | 35               | 10         | 36         |
| Мау       | 17              | 36               | 10         | 38         |
| April     | 22              | 39               | 9          | 30         |
| March     | 24              | 35               | 7          | 34         |
| February  | 25              | 33               | 6          | 36         |
| January   | 27              | 35               | 7          | 32         |
| 2008      |                 |                  |            |            |
| December  | 29              | 31               | 7          | 34         |
| November  | 31              | 33               | 7          | 30         |
| October   | 27              | 34               | 5          | 34         |
| September | 16              | 34               | 10         | 40         |
| August    | 19              | 37               | 6          | 37         |
| July      | 18              | 37               | 7          | 38         |
| June      | 18              | 37               | 6          | 39         |
| Мау       | 17              | 39               | 7          | 38         |
| April     | 19              | 32               | 7          | 42         |
| March     | 24              | 32               | 7          | 37         |
| February  | 27              | 29               | 6          | 38         |
| January   | 27              | 31               | 5          | 38         |





| ,         | dissatisfied with Gordon Brown as Prime Mir |              |            |  |  |  |
|-----------|---|--------------|------------|--|--|--|
|           | Satisfied                                   | Dissatisfied | Don't know |  |  |  |
|           | %   | %            | %          |  |  |  |
| 2010      |   |              |            |  |  |  |
| January   | 25  | 64           | 11         |  |  |  |
| 2009      |   |              |            |  |  |  |
| December  | 23  | 66           | 11         |  |  |  |
| November  | 22  | 67           | 11         |  |  |  |
| October   | 21  | 70           | 9          |  |  |  |
| September | 20  | 71           | 9          |  |  |  |
| August    | 19  | 71           | 10         |  |  |  |
| July      | 17  | 72           | 9          |  |  |  |
| June      | 19  | 71           | 10         |  |  |  |
| May       | 17  | 73           | 10         |  |  |  |
| April     | 23  | 69           | 8          |  |  |  |
| March     | 23  | 65           | 12         |  |  |  |
| February  | 25  | 65           | 11         |  |  |  |
| January   | 27  | 63           | 10         |  |  |  |
| 2008      |   |              |            |  |  |  |
| December  | 30  | 60           | 10         |  |  |  |
| November  | 32  | 59           | 10         |  |  |  |
| October   | 25  | 63           | 11         |  |  |  |
| September | 16  | 74           | 10         |  |  |  |
| August    | 17  | 72           | 11         |  |  |  |
| July      | 15  | 74           | 11         |  |  |  |
| June      | 14  | 76           | 10         |  |  |  |
| May       | 15  | 75           | 10         |  |  |  |
| April     | 17  | 70           | 13         |  |  |  |
| March     | 23  | 63           | 14         |  |  |  |
| February  | 25  | 59           | 16         |  |  |  |
| January   | 25  | 58           | 17         |  |  |  |
| Juau. y   |   |              |            |  |  |  |



### Do you think that David Cameron is or is not proving a good leader of the Conservative Party?

|           | ls | Is not | Don't know |
|-----------|----|--------|------------|
|           | %  | %      | %          |
| 2010      |    |        |            |
| January   | 47 | 33     | 20         |
| 2009      |    |        |            |
| December  | 47 | 31     | 22         |
| November  | 48 | 31     | 21         |
| October   | 53 | 28     | 18         |
| September | 52 | 30     | 18         |
| August    | 51 | 31     | 18         |
| July      | 52 | 28     | 19         |
| June      | 49 | 30     | 21         |
| Мау       | 53 | 26     | 21         |
| April     | 56 | 26     | 18         |
| March     | 49 | 28     | 24         |
| February  | 46 | 32     | 22         |
| January   | 46 | 34     | 20         |
| 2008      |    |        |            |
| December  | 43 | 35     | 22         |
| November  | 47 | 34     | 20         |
| October   | 44 | 31     | 24         |
| September | 52 | 26     | 21         |
| August    | 48 | 27     | 25         |
| July      | 50 | 28     | 22         |
| June      | 52 | 28     | 21         |
| Мау       | 55 | 22     | 23         |
| April     | 42 | 33     | 25         |
| March     | 44 | 34     | 23         |
| February  | 39 | 37     | 23         |
| January   | 43 | 32     | 26         |



# If you had to choose, which would you prefer, a Conservative government led by David Cameron, or a Labour Government led by Gordon Brown?

|           | Con | Lab | Don't know | Lab lead |
|-----------|-----|-----|------------|----------|
|           | %   | %   | %          | %        |
| 2010      |     |     |            |          |
| January   | 44  | 37  | 19         | -7       |
| 2009      |     |     |            |          |
| December  | 46  | 35  | 20         | -11      |
| November  | 47  | 35  | 18         | -12      |
| October   | 49  | 33  | 18         | -16      |
| September | 48  | 32  | 20         | -16      |
| August    | 50  | 32  | 19         | -18      |
| July      | 51  | 31  | 18         | -20      |
| June      | 50  | 31  | 19         | -19      |
| May       | 51  | 29  | 21         | -22      |
| April     | 54  | 32  | 15         | -22      |
| March     | 46  | 33  | 21         | -13      |
| February  | 46  | 35  | 19         | -11      |
| January   | 46  | 38  | 16         | -8       |
| 2008      |     |     |            |          |
| December  | 43  | 38  | 18         | -5       |
| November  | 44  | 41  | 15         | -3       |
| October   | 46  | 36  | 19         | -10      |
| September | 51  | 28  | 20         | -23      |
| August    | 51  | 32  | 17         | -19      |
| July      | 52  | 31  | 17         | -21      |
| June      | 54  | 29  | 17         | -25      |
| May       | 54  | 29  | 18         | -25      |
| April     | 49  | 31  | 20         | -18      |
| March     | 47  | 35  | 19         | -12      |
| February  | 44  | 36  | 20         | -8       |
| January   | 43  | 36  | 20         | -7       |



## Which party do you think is more likely to run Britain's economy well - the Conservatives or Labour?

|           | Con | Lab | Neither | Don't know |
|-----------|-----|-----|---------|------------|
|           | %   | %   | %       | %          |
| 2010      |     |     |         |            |
| January   | 34  | 26  | 32      | 9          |
| 2009      |     |     |         |            |
| December  | 35  | 26  | 30      | 10         |
| November  | 35  | 25  | 30      | 10         |
| October   | 38  | 25  | 29      | 9          |
| September | 35  | 24  | 31      | 9          |
| August    | 37  | 23  | 32      | 8          |
| July      | 37  | 23  | 31      | 8          |
| June      | 36  | 24  | 32      | 9          |
| May       | 36  | 21  | 33      | 9          |
| April     | 39  | 24  | 27      | 10         |
| March     | 35  | 25  | 29      | 12         |
| February  | 34  | 26  | 29      | 11         |
| January   | 36  | 28  | 27      | 9          |
| 2008      |     |     |         |            |
| December  | 33  | 31  | 25      | 11         |
| November  | 34  | 32  | 25      | 9          |
| October   | 34  | 30  | 24      | 12         |
| September | 37  | 20  | 32      | 11         |
| August    | 38  | 24  | 27      | 11         |
| July      | 37  | 23  | 29      | 11         |
| June      | 38  | 23  | 29      | 10         |
| Мау       | 39  | 22  | 28      | 11         |
| April     | 36  | 24  | 30      | 10         |
| March     | 35  | 27  | 27      | 12         |
| February  | 32  | 29  | 27      | 11         |
| January   | 34  | 30  | 25      | 10         |



### How do you think the financial situation of your household will change over the next 12 months?

|           | Get better | Stay same | Get worse | Don't know | Feel-good<br>factor* |  |
|-----------|------------|-----------|-----------|------------|----------------------|--|
|           | %          | %         | %         | %          | %                    |  |
| 2010      |            |           |           |            |                      |  |
| January   | 23         | 41        | 33        | 4          | -10                  |  |
| 2009      |            |           |           |            |                      |  |
| December  | 24         | 36        | 37        | 5          | -13                  |  |
| November  | 21         | 40        | 36        | 4          | -15                  |  |
| October   | 22         | 37        | 37        | 4          | -15                  |  |
| September | 21         | 37        | 37        | 5          | -16                  |  |
| August    | 22         | 38        | 36        | 4          | -14                  |  |
| July      | 20         | 35        | 41        | 4          | -21                  |  |
| June      | 21         | 35        | 41        | 4          | -20                  |  |
| May       | 18         | 38        | 40        | 4          | -22                  |  |
| April     | 13         | 31        | 53        | 3          | -40                  |  |
| March     | 14         | 30        | 54        | 4          | -40                  |  |
| February  | 14         | 27        | 56        | 3          | -42                  |  |
| January   | 12         | 29        | 56        | 3          | -44                  |  |
| 2008      |            |           |           |            |                      |  |
| December  | 13         | 25        | 59        | 3          | -46                  |  |
| November  | 14         | 24        | 60        | 3          | -46                  |  |
| October   | 10         | 21        | 66        | 4          | -57                  |  |
| September | 9          | 15        | 72        | 4          | -63                  |  |
| August    | 9          | 17        | 71        | 4          | -62                  |  |
| July      | 10         | 14        | 73        | 3          | -63                  |  |
| June      | 8          | 13        | 75        | 4          | -67                  |  |
| May       | 8          | 15        | 73        | 4          | -65                  |  |
| April     | 9          | 17        | 69        | 5          | -60                  |  |
| March     | 12         | 20        | 64        | 4          | -52                  |  |
| February  | 16         | 25        | 55        | 5          | -39                  |  |
| January   | 17         | 23        | 56        | 5          | -39                  |  |
|           |            |           | •         |            |                      |  |

<sup>\* %</sup> saying "get better" minus % saying "get worse"



### Looking further ahead,how do you think the financial situation of your household will change during the two to three years following the next 12 months?

|           | Get better Stay same |    | Get worse | Don't know | Feel-good<br>factor |
|-----------|----------------------|----|-----------|------------|---------------------|
|           | %                    | %  | %         | %          |                     |
| 2010      |                      |    |           |            |                     |
| January   | 40                   | 28 | 25        | 7          | 12                  |
| 2009      |                      |    |           |            |                     |
| December  | 39                   | 26 | 29        | 7          | 10                  |
| November  | 36                   | 27 | 30        | 7          | 6                   |
| September | 38                   | 28 | 27        | 7          | 11                  |
| April     | 35                   | 23 | 36        | 7          | -1                  |
| January   | 32                   | 24 | 36        | 7          | -4                  |
| 2008      |                      |    |           |            |                     |
| October   | 33                   | 25 | 39        | 8          | -6                  |

### Overall, do you think the Government's measures for tackling Britain's recession...

|           | G G G G G G G G G G G G G G G G G G G |                                       |  |  |                                       |            |  |
|-----------|---------------------------------------|---------------------------------------|--|--|---------------------------------------|------------|--|
|           | Have started to work                  | Will start to work in the near future | Will start to work<br>but not for some<br>time | Will make little or<br>no difference to<br>the economy | Will end up<br>making things<br>worse | Don't know |  |
|           | %                                     | %                                     | %  | %  | %                                     | %          |  |
| 2010      |                                       |                                       |  |  |                                       |            |  |
| January   | 22                                    | 12                                    | 21   | 23   | 16                                    | 7          |  |
| 2009      |                                       |                                       |  |  |                                       |            |  |
| December  | 15                                    | 14                                    | 20   | 24   | 21                                    | 7          |  |
| November  | 17                                    | 14                                    | 20   | 24   | 19                                    | 7          |  |
| October   | 14                                    | 14                                    | 23   | 25   | 17                                    | 8          |  |
| September | 16                                    | 12                                    | 23   | 24   | 18                                    | 7          |  |
| August    | 14                                    | 13                                    | 23   | 24   | 19                                    | 8          |  |
| July      | 10                                    | 12                                    | 26   | 26   | 18                                    | 8          |  |
| June      | 11                                    | 13                                    | 23   | 26   | 18                                    | 9          |  |
| May       | 8                                     | 12                                    | 26   | 27   | 19                                    | 9          |  |
| April     | 6                                     | 13                                    | 27   | 23   | 25                                    | 6          |  |
| March     | 2                                     | 13                                    | 28   | 24   | 24                                    | 9          |  |
| February  | 2                                     | 12                                    | 29   | 28   | 23                                    | 7          |  |