

Ipsos MORI statistics research - October 2010

Table 1

Q.13. I am now going to ask you some questions about official figures. By official figures I mean those produced by the Government about the economy and the society we live in. Please tell me how strongly you agree or disagree with each of the following statements. Official figures are generally accurate

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Strongly agree	68 7%	49 8%	57 7%	56 7%	55 8%	52 8%	2 2%	46 9%	22 4%	24 8%	20 6%	24 7%	11 9%	13 8%	9 5%	11 6%	12 8%	12 6%	8 8%	21 8%	26 9%	7 4%	13 6%	47 8%	21 5%	69 7%
Tend to agree	279 28%	176 29%	236 31%	232 31%	216 30%	195 30%	15 15%	142 29%	137 27%	112 39%	76 21%	92 25%	39 32%	73 44%	31 16%	45 26%	40 26%	51 25%	19 19%	95 35%	85 29%	53 25%	45 19%	180 32%	99 22%	281 28%
Neither agree not disagree	151 15%	82 13%	114 15%	113 15%	99 14%	92 14%	14 14%	59 12%	92 18%	38 13%	69 19%	44 12%	18 15%	20 12%	39 20%	30 17%	20 13%	24 11%	16 16%	35 13%	38 13%	35 16%	43 18%	74 13%	77 17%	151 15%
Tend to disagree	291 29%	179 29%	220 29%	217 29%	210 29%	192 29%	28 28%	139 28%	153 30%	72 25%	113 31%	106 29%	34 28%	38 23%	65 34%	48 28%	47 31%	59 28%	28 28%	75 28%	88 30%	72 34%	57 24%	163 29%	129 29%	287 28%
Strongly disagree	174 17%	106 17%	122 16%	121 16%	118 17%	113 17%	33 33%	88 18%	85 16%	28 10%	73 20%	73 20%	12 10%	16 9%	41 21%	32 19%	31 20%	43 21%	19 19%	34 12%	47 16%	38 18%	55 23%	81 14%	93 21%	178 18%
Don't know	46 5%	15 2%	21 3%	19 2%	17 2%	15 2%	7 7%	18 4%	28 5%	14 5%	11 3%	21 6%	8 6%	6 3%	6 3%	5 3%	2 1%	19 9%	11 11%	11 4%	7 2%	5 3%	23 10%	17 3%	29 6%	43 4%
Combinations - Summary																										
Agree	347 34%	225 37%	293 38%	288 38%	271 38%	248 38%	17 17%	188 38%	159 31%	136 47%	96 27%	115 32%	50 41%	86 52%	40 21%	56 33%	52 34%	63 30%	27 27%	116 43%	111 38%	61 29%	59 25%	227 40%	119 27%	350 35%
Disagree	465 46%	284 47%	342 44%	338 45%	328 46%	305 46%	62 62%	227 46%	238 46%	100 35%	186 51%	179 50%	46 38%	54 32%	105 55%	80 47%	78 51%	101 49%	47 47%	109 40%	134 46%	110 52%	111 47%	244 43%	222 50%	465 46%
Net Agree	-118 -12%	-59 -10%	-49 -6%	-50 -7%	-57 -8%	-57 -9%	-45 -45%	-39 -8%	-79 -15%	36 12%	-90 -25%	-64 -18%	4 3%	32 19%	-65 -34%	-24 -14%	-26 -17%	-38 -18%	-20 -20%	7 3%	-23 -8%	-50 -23%	-53 -22%	-16 -3%	-102 -23%	-115 -11%

Fieldwork dates : 15th to 17th October 2010

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

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	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure					GOR Regions					Newspaper readership		Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Priv-ate/Voluntary	Mortgage	Owned out right	Private rent-er	Social rent-er	Total owner occupier	Other	North	Mid-lands	South	Grea-ter Lon-don	Eng-land	Tabloid	Broad sheet	Con	Lab		LD	
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009	
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009	
Strongly agree	68 7%	28 9%	19 6%	11 9%	33 7%	42 8%	39 9%	31 7%	36 6%	43 10%	15 3%	7 5%	32 8%	1 6%	33 8%	26 6%	22 8%	6 7%	11 7%	48 7%	2 11%	16 5%	21 7%	31 9%	11 8%	59 7%	29 7%	22 9%	27 9%	12 5%	11 7%	69 7%	
Tend to agree	279 28%	100 33%	80 26%	40 34%	145 29%	164 33%	140 33%	119 27%	160 28%	136 32%	109 24%	35 29%	112 26%	5 26%	117 26%	132 29%	83 30%	27 30%	32 19%	215 29%	4 27%	80 24%	92 29%	107 30%	40 31%	242 28%	100 24%	94 37%	92 30%	62 26%	55 34%	281 28%	
Neither agree not disagree	151 15%	50 16%	46 15%	12 10%	72 14%	76 15%	62 15%	65 15%	87 15%	67 16%	55 12%	19 16%	69 16%	2 12%	72 16%	74 16%	31 11%	13 14%	31 18%	105 14%	3 17%	53 16%	46 15%	52 14%	23 18%	131 15%	55 13%	23 9%	47 15%	39 16%	18 11%	151 15%	
Tend to disagree	291 29%	82 27%	89 29%	40 34%	149 30%	141 28%	122 29%	135 31%	157 28%	118 28%	140 31%	33 27%	135 32%	8 40%	143 32%	136 30%	79 29%	25 28%	45 26%	214 29%	6 38%	109 32%	88 28%	95 26%	27 21%	249 29%	132 32%	72 28%	93 30%	73 30%	49 30%	287 28%	
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Don't know	46 5%	14 5%	11 4%	1 1%	12 2%	15 3%	15 4%	12 3%	34 6%	22 5%	15 3%	6 5%	11 3%	- -	11 2%	21 5%	10 4%	6 6%	10 6%	30 4%	- -	11 3%	15 5%	19 5%	7 5%	43 5%	17 4%	7 3%	17 5%	6 3%	5 3%	43 4%	
Combinations - Summary																																	
Agree	347 34%	127 42%	99 32%	51 44%	178 35%	206 41%	178 43%	150 34%	196 35%	179 42%	125 28%	42 34%	144 34%	7 33%	151 34%	159 35%	104 38%	34 37%	44 25%	263 36%	6 39%	95 28%	113 36%	139 39%	51 39%	301 35%	130 32%	116 45%	120 39%	74 30%	66 41%	350 35%	
Disagree	465 46%	110 36%	151 49%	53 45%	241 48%	200 40%	163 39%	213 48%	252 44%	156 37%	255 57%	55 45%	201 47%	11 43%	212 48%	201 44%	130 47%	38 43%	89 51%	331 45%	7 44%	176 52%	139 44%	150 42%	48 38%	395 45%	209 51%	110 43%	123 40%	123 51%	74 45%	465 46%	
Net Agree	-118 -12%	18 6%	-52 -17%	-2 -1%	-63 -13%	6 1%	16 4%	-62 -14%	-56 -10%	23 5%	-130 -29%	-13 -11%	-57 -13%	-5 -23%	-62 -14%	-42 -9%	-26 -9%	-5 -5%	-45 -26%	-68 -9%	-1 -5%	-81 -24%	-26 -8%	-11 -3%	2 2%	-94 -11%	-79 -19%	6 2%	-4 -1%	-49 -20%	-8 -5%	-115 -11%	

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	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
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Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Strongly agree	69 7%	51 8%	56 7%	55 7%	54 8%	54 8%	3 3%	42 9%	27 5%	23 8%	17 5%	29 8%	12 9%	12 7%	7 4%	10 6%	10 7%	18 9%	8 8%	19 7%	22 8%	14 7%	14 6%	41 7%	28 6%	68 7%
Tend to agree	180 18%	111 18%	144 19%	143 19%	139 19%	123 19%	10 10%	99 20%	82 16%	44 15%	67 18%	70 19%	21 17%	23 14%	41 22%	25 15%	32 21%	38 18%	19 19%	56 21%	55 19%	28 13%	41 17%	111 20%	69 15%	177 18%
Neither agree not disagree	140 14%	69 11%	96 12%	94 12%	85 12%	75 11%	17 17%	52 10%	89 17%	59 21%	44 12%	37 10%	26 21%	34 20%	27 14%	18 10%	16 10%	21 10%	10 10%	34 13%	38 13%	39 18%	30 13%	72 13%	68 15%	137 14%
Tend to disagree	349 35%	231 38%	295 38%	291 38%	272 38%	251 38%	21 21%	167 34%	182 35%	104 36%	134 37%	110 31%	41 34%	63 38%	65 34%	69 40%	52 34%	58 28%	29 29%	101 37%	112 38%	71 34%	64 27%	213 38%	135 30%	356 35%
Strongly disagree	201 20%	121 20%	145 19%	144 19%	138 19%	132 20%	34 34%	111 23%	91 18%	42 15%	83 23%	77 21%	17 14%	24 15%	45 23%	38 22%	34 22%	42 20%	15 15%	55 20%	47 16%	46 22%	54 23%	102 18%	99 22%	207 21%
Don't know	70 7%	24 4%	33 4%	31 4%	28 4%	26 4%	15 15%	21 4%	48 9%	15 5%	16 4%	38 11%	6 5%	9 6%	6 3%	11 6%	8 5%	30 15%	20 20%	7 2%	16 6%	13 6%	33 14%	23 4%	47 10%	64 6%
Combinations - Summary																										
Agree	249 25%	162 27%	200 26%	198 26%	193 27%	176 27%	13 13%	141 29%	108 21%	67 23%	84 23%	99 27%	32 26%	35 21%	48 25%	36 21%	43 28%	56 27%	27 26%	75 28%	77 27%	42 20%	55 23%	152 27%	97 22%	245 24%
Disagree	550 54%	352 58%	440 57%	435 57%	409 57%	383 58%	55 55%	278 56%	272 53%	146 51%	217 60%	187 52%	59 48%	87 53%	110 58%	107 63%	86 56%	101 48%	44 44%	156 58%	159 55%	117 55%	118 50%	315 56%	235 53%	563 56%
Net Agree	-301 -30%	-190 -31%	-240 -31%	-237 -31%	-216 -30%	-207 -31%	-42 -42%	-137 -28%	-164 -32%	-79 -27%	-133 -37%	-88 -24%	-27 -22%	-52 -32%	-62 -32%	-72 -42%	-44 -29%	-44 -21%	-17 -17%	-81 -30%	-82 -28%	-75 -35%	-63 -27%	-163 -29%	-137 -31%	-318 -32%

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Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009	
Strongly agree	69 7%	29 10%	21 7%	8 7%	32 6%	40 8%	37 9%	23 5%	46 8%	33 8%	32 7%	5 4%	25 6%	2 11%	27 6%	26 6%	24 9%	7 7%	11 6%	50 7%	1 8%	21 6%	19 6%	29 8%	11 9%	60 7%	31 8%	17 7%	26 8%	16 6%	11 7%	68 7%	
Tend to agree	180 18%	57 19%	49 16%	23 19%	93 19%	101 20%	80 19%	87 20%	93 16%	91 21%	60 13%	19 15%	86 20%	5 24%	91 21%	81 18%	56 20%	16 17%	27 15%	137 19%	1 7%	54 16%	44 14%	82 23%	21 16%	156 18%	71 17%	63 25%	59 19%	39 16%	32 19%	177 18%	
Neither agree not disagree	140 14%	47 16%	32 11%	16 13%	51 10%	66 13%	63 15%	48 11%	93 16%	69 16%	49 11%	22 18%	42 10%	4 18%	46 10%	65 14%	30 11%	11 12%	31 18%	95 13%	4 24%	50 15%	44 14%	46 13%	17 13%	123 14%	64 16%	19 7%	44 14%	28 12%	22 14%	137 14%	
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Strongly disagree	201 20%	40 13%	62 20%	25 21%	109 22%	87 17%	65 16%	96 22%	106 19%	62 15%	124 28%	24 20%	90 21%	6 31%	96 22%	81 18%	56 20%	18 20%	43 25%	137 19%	3 21%	70 21%	71 23%	61 17%	18 14%	167 19%	78 19%	59 23%	47 15%	55 23%	29 18%	207 21%	
Don't know	70 7%	17 6%	19 6%	3 2%	26 5%	23 5%	20 5%	7 2%	63 11%	25 6%	26 6%	5 4%	9 2%	- -	9 2%	23 5%	22 8%	6 7%	16 9%	45 6%	3 17%	13 4%	28 9%	29 8%	9 7%	63 7%	34 8%	7 3%	19 6%	8 3%	11 7%	64 6%	
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Net Agree	-301 -30%	-65 -21%	-116 -38%	-37 -32%	-175 -35%	-124 -25%	-102 -24%	-165 -38%	-135 -24%	-81 -19%	-190 -42%	-49 -40%	-150 -35%	-2 -11%	-153 -34%	-152 -34%	-63 -23%	-29 -32%	-52 -30%	-215 -29%	-5 -29%	-123 -37%	-116 -37%	-62 -17%	-37 -29%	-252 -29%	-108 -26%	-70 -27%	-75 -24%	-97 -40%	-44 -27%	-318 -32%	

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Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Strongly agree	48 5%	28 5%	35 5%	35 5%	33 5%	31 5%	5 5%	28 6%	20 4%	21 7%	10 3%	17 5%	13 11%	8 5%	6 3%	5 3%	5 3%	12 6%	7 7%	12 4%	15 5%	9 4%	12 5%	26 5%	22 5%	48 5%
Tend to agree	199 20%	121 20%	158 20%	156 21%	146 20%	132 20%	13 13%	106 22%	93 18%	62 22%	62 17%	75 21%	25 20%	37 23%	27 14%	35 20%	37 24%	39 19%	15 15%	61 22%	63 22%	36 17%	39 17%	124 22%	76 17%	199 20%
Neither agree not disagree	152 15%	89 15%	122 16%	119 16%	111 16%	102 15%	14 14%	72 15%	79 15%	55 19%	54 15%	43 12%	22 18%	33 20%	33 17%	21 12%	21 13%	22 11%	15 15%	37 14%	41 14%	36 17%	38 16%	78 14%	74 17%	152 15%
Tend to disagree	328 32%	207 34%	254 33%	251 33%	236 33%	226 34%	29 29%	158 32%	170 33%	97 34%	123 34%	108 30%	36 30%	61 37%	66 35%	56 33%	46 30%	62 30%	27 26%	98 36%	102 35%	64 30%	64 27%	200 36%	128 29%	328 32%
Strongly disagree	219 22%	137 23%	166 22%	163 22%	157 22%	145 22%	31 31%	106 22%	113 22%	37 13%	100 28%	82 23%	18 15%	19 11%	53 28%	47 28%	41 27%	42 20%	14 14%	50 18%	57 20%	56 26%	56 24%	107 19%	112 25%	219 23%
Don't know	63 6%	24 4%	35 5%	34 4%	31 4%	24 4%	9 9%	22 4%	42 8%	16 5%	12 3%	36 10%	8 7%	8 5%	6 3%	6 4%	4 3%	31 15%	22 22%	14 5%	13 4%	9 4%	27 11%	27 5%	36 8%	63 6%
Combinations - Summary																										
Agree	247 25%	149 25%	192 25%	191 25%	179 25%	163 25%	18 18%	134 27%	114 22%	83 29%	72 20%	92 26%	38 31%	45 27%	33 17%	40 23%	41 27%	51 25%	22 22%	72 27%	78 27%	46 22%	52 22%	150 27%	97 22%	246 24%
Disagree	547 54%	344 57%	420 55%	414 55%	393 55%	371 56%	59 59%	264 54%	283 55%	134 47%	223 62%	190 53%	55 45%	80 48%	119 63%	104 61%	87 57%	103 50%	41 41%	148 54%	160 55%	120 57%	120 51%	307 55%	239 54%	556 55%
Net Agree	-299 -30%	-195 -32%	-228 -30%	-223 -29%	-214 -30%	-208 -31%	-42 -42%	-130 -26%	-169 -33%	-52 -18%	-150 -42%	-98 -27%	-17 -14%	-35 -21%	-86 -45%	-64 -37%	-45 -30%	-52 -25%	-19 -19%	-75 -28%	-82 -28%	-74 -35%	-68 -29%	-157 -28%	-142 -32%	-310 -31%

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Q.13. I am now going to ask you some questions about official figures. By official figures I mean those produced by the Government about the economy and the society we live in. Please tell me how strongly you agree or disagree with each of the following statements. The Government uses official figures honestly when talking about its policies

Base : All

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure					GOR Regions					Newspaper readership		Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab		LD	
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009	
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009	
Strongly agree	48 5%	27 9%	9 3%	2 2%	12 2%	30 6%	29 7%	19 4%	29 5%	33 8%	11 3%	3 3%	22 5%	- -	22 5%	15 3%	17 6%	3 3%	11 6%	33 4%	2 11%	12 4%	17 6%	19 5%	6 5%	38 4%	28 7%	8 3%	24 8%	7 3%	2 1%	48 5%	
Tend to agree	199 20%	84 28%	46 15%	28 24%	90 18%	128 26%	112 27%	93 21%	106 19%	121 29%	54 12%	21 17%	94 22%	4 18%	97 22%	93 21%	65 24%	20 22%	18 10%	159 22%	3 18%	63 19%	66 21%	70 20%	22 17%	164 19%	82 20%	56 22%	77 25%	38 16%	40 24%	198 20%	
Neither agree not disagree	152 15%	43 14%	37 12%	22 19%	75 15%	81 16%	65 16%	66 15%	85 15%	77 18%	46 10%	20 16%	61 14%	4 22%	66 15%	69 15%	33 12%	14 16%	34 19%	102 14%	1 9%	50 15%	41 13%	61 17%	25 20%	130 15%	53 13%	35 14%	39 13%	36 15%	28 17%	148 15%	
Tend to disagree	328 32%	94 31%	121 39%	35 30%	182 36%	156 31%	130 31%	153 35%	175 31%	122 29%	160 36%	42 35%	154 36%	3 14%	157 35%	158 35%	84 31%	24 27%	56 32%	242 33%	5 29%	118 35%	100 32%	110 31%	40 31%	288 33%	140 34%	90 35%	102 33%	90 37%	48 29%	321 32%	
Strongly disagree	219 22%	34 11%	83 27%	23 20%	125 25%	77 15%	58 14%	97 22%	122 22%	47 11%	154 34%	30 24%	83 20%	9 46%	93 21%	93 21%	57 21%	23 25%	43 21%	151 21%	2 15%	78 23%	69 22%	71 20%	27 21%	192 22%	84 21%	51 20%	41 13%	64 26%	33 20%	235 23%	
Don't know	63 6%	20 7%	13 4%	5 4%	18 4%	25 5%	25 6%	12 3%	51 9%	24 6%	24 5%	6 5%	10 2%	- -	10 2%	25 5%	18 7%	6 6%	12 7%	43 6%	3 17%	16 5%	20 6%	28 8%	9 7%	58 7%	23 6%	15 6%	23 7%	8 3%	13 8%	59 6%	
Combinations - Summary																																	
Agree	247 25%	110 37%	55 18%	30 26%	102 20%	158 32%	141 34%	112 25%	135 24%	154 36%	66 15%	25 20%	116 27%	4 18%	119 27%	108 24%	83 30%	23 25%	29 17%	191 26%	5 30%	74 22%	84 27%	89 25%	27 21%	202 23%	110 27%	65 25%	101 33%	44 18%	42 26%	246 24%	
Disagree	547 54%	129 43%	203 66%	59 50%	308 61%	233 47%	187 45%	249 57%	297 52%	169 40%	314 70%	72 59%	238 56%	12 60%	250 56%	251 55%	141 51%	48 53%	99 57%	393 54%	7 44%	196 58%	169 54%	181 50%	67 52%	480 55%	224 55%	142 55%	143 47%	154 64%	80 49%	556 55%	
Net Agree	-299 -30%	-18 -6%	-149 -48%	-29 -25%	-206 -41%	-75 -15%	-47 -11%	-137 -31%	-162 -28%	-15 -4%	-249 -55%	-47 -39%	-122 -29%	-9 -42%	-131 -29%	-143 -31%	-59 -21%	-25 -28%	-70 -40%	-202 -28%	-2 -15%	-122 -36%	-85 -27%	-92 -26%	-40 -31%	-278 -32%	-114 -28%	-77 -30%	-42 -14%	-110 -45%	-39 -24%	-310 -31%	

Fieldwork dates : 15th to 17th October 2010

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*Less than 0.5%

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<http://www.ipsos-mori.com/politicaltrends>

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Table 7

Q.13. I am now going to ask you some questions about official figures. By official figures I mean those produced by the Government about the economy and the society we live in. Please tell me how strongly you agree or disagree with each of the following statements.

- Summary Table -

Base : All

	Official figures are generally accurate	Official figures are produced without political interference	The Government uses official figures honestly when talking about its policies
Unweighted Total	1009	1009	1009
Weighted Total	1009	1009	1009
Strongly agree	68 7%	69 7%	48 5%
Tend to agree	279 28%	180 18%	199 20%
Neither agree not disagree	151 15%	140 14%	152 15%
Tend to disagree	291 29%	349 35%	328 32%
Strongly disagree	174 17%	201 20%	219 22%
Don't know	46 5%	70 7%	63 6%
Combinations - Summary			
Agree	347 34%	249 25%	247 25%
Disagree	465 46%	550 54%	547 54%
Net Agree	-118 -12%	-301 -30%	-299 -30%

Fieldwork dates : 15th to 17th October 2010

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*=Less than 0.5%

Ipsos MORI statistics research - October 2010

Table 8

Q.14. A former prime minister said: 'There are lies, damn lies and statistics'. Please tell me how strongly you agree or disagree with his view.

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1009	619	780	765	727	670	98	477	532	258	368	383	107	151	184	184	173	210	83	279	305	194	231	584	425	1009
Weighted Total	1009	606	769	758	715	660	100	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Strongly agree	343 34%	237 39%	272 35%	271 36%	263 37%	253 38%	34 34%	191 39%	152 29%	72 25%	145 40%	126 35%	32 26%	40 24%	76 40%	69 40%	67 44%	59 29%	30 30%	99 36%	101 35%	61 29%	82 35%	200 36%	143 32%	341 34%
Tend to agree	314 31%	195 32%	257 33%	251 33%	233 33%	216 33%	21 21%	155 32%	159 31%	103 36%	112 31%	100 28%	42 34%	61 37%	68 36%	43 25%	42 28%	58 28%	25 25%	82 30%	103 36%	67 32%	63 27%	185 33%	129 29%	317 31%
Neither agree not disagree	119 12%	61 10%	85 11%	84 11%	79 11%	69 10%	13 13%	43 9%	76 15%	48 17%	39 11%	32 9%	21 17%	28 17%	21 11%	19 11%	16 10%	16 8%	8 8%	29 11%	32 11%	28 13%	30 13%	61 11%	59 13%	119 12%
Tend to disagree	98 10%	45 7%	64 8%	64 8%	58 8%	52 8%	11 11%	42 8%	56 11%	32 11%	29 8%	37 10%	18 15%	14 8%	11 6%	18 11%	12 8%	24 12%	8 8%	34 12%	24 8%	21 10%	20 8%	57 10%	41 9%	103 10%
Strongly disagree	74 7%	45 7%	51 7%	51 7%	50 7%	47 7%	13 13%	42 9%	32 6%	19 6%	22 6%	34 9%	5 4%	14 8%	7 4%	15 9%	11 7%	22 11%	10 10%	16 6%	14 5%	21 10%	22 9%	31 5%	43 10%	74 7%
Don't know	61 6%	23 4%	39 5%	37 5%	32 5%	23 4%	8 8%	19 4%	42 8%	15 5%	15 4%	32 9%	6 5%	8 5%	7 4%	7 4%	4 2%	28 14%	19 19%	12 4%	17 6%	13 6%	19 8%	29 5%	32 7%	55 5%
Combinations - Summary																										
Agree	657 65%	432 71%	529 69%	522 69%	496 69%	469 71%	55 54%	346 70%	311 60%	174 61%	256 71%	226 63%	73 60%	101 61%	144 76%	112 66%	110 72%	117 56%	55 55%	181 67%	204 70%	128 61%	145 61%	385 68%	273 61%	658 65%
Disagree	172 17%	89 15%	115 15%	115 15%	108 15%	99 15%	24 24%	84 17%	88 17%	50 17%	51 14%	70 20%	22 18%	28 17%	18 10%	33 19%	24 16%	46 22%	17 17%	50 18%	38 13%	42 20%	42 18%	88 16%	84 19%	177 18%
Net Agree	485 48%	343 57%	414 54%	407 54%	388 54%	370 56%	30 30%	262 53%	223 43%	124 43%	205 57%	156 43%	51 41%	74 45%	126 66%	79 46%	86 56%	70 34%	38 38%	131 48%	166 57%	86 41%	103 44%	297 53%	189 42%	481 48%

Fieldwork dates : 15th to 17th October 2010

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

*=Less than 0.5%

Ipsos MORI statistics research - October 2010

Table 9

Q.14. A former prime minister said: 'There are lies, damn lies and statistics'. Please tell me how strongly you agree or disagree with his view.

Base : All

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure						GOR Regions					Newspaper readership		Past vote (2010 General Election)			UnW Tot.
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broadsheet	Con	Lab	LD	
Unweighted Total	1009	294	319	116	512	487	410	441	568	406	472	234	321	17	338	395	327	118	148	722	21	343	314	352	130	853	410	262	292	253	165	1009
Weighted Total	1009	301	307	116	502	497	418	440	569	423	449	122	425	20	445	454	275	90	173	730	16	336	313	359	129	871	411	256	306	242	163	1009
Strongly agree	343	103	107	45	183	178	148	181	162	126	177	43	175	9	185	164	102	23	52	266	2	117	115	111	42	291	137	103	103	91	50	341
		34%	34%	35%	38%	36%	35%	41%	28%	30%	39%	35%	41%	45%	41%	36%	37%	26%	30%	36%	13%	35%	37%	31%	32%	33%	33%	40%	34%	38%	31%	34%
Tend to agree	314	111	95	33	158	173	144	134	180	157	122	47	128	5	133	146	82	33	49	228	4	97	102	115	40	269	130	81	109	70	57	317
		31%	37%	31%	28%	31%	35%	30%	32%	37%	27%	38%	30%	24%	30%	32%	30%	37%	28%	31%	26%	29%	33%	32%	31%	31%	32%	31%	36%	29%	35%	31%
Neither agree nor disagree	119	29	33	19	55	51	48	49	70	56	38	14	52	3	55	56	23	14	23	79	4	34	32	53	23	104	43	20	28	28	23	119
		12%	10%	11%	16%	11%	10%	11%	12%	13%	8%	12%	12%	13%	12%	12%	8%	16%	13%	11%	24%	10%	10%	15%	18%	12%	11%	8%	9%	11%	14%	12%
Tend to disagree	98	26	30	10	47	43	35	37	61	39	47	9	34	2	36	37	33	8	16	70	4	47	19	31	8	86	45	24	34	18	13	103
		10%	9%	10%	8%	9%	8%	8%	11%	9%	11%	7%	8%	12%	8%	8%	12%	9%	9%	10%	22%	14%	6%	9%	6%	10%	11%	9%	11%	7%	8%	10%
Strongly disagree	74	18	27	6	38	29	23	28	45	22	47	7	24	-	24	28	21	5	18	49	1	26	25	23	9	64	34	20	16	23	7	74
		7%	6%	9%	5%	8%	6%	6%	8%	5%	10%	6%	6%	-	5%	6%	7%	6%	10%	7%	9%	8%	8%	7%	7%	7%	8%	8%	5%	10%	4%	7%
Don't know	61	15	15	4	22	22	20	10	51	23	18	3	10	1	11	23	15	6	16	38	1	16	19	26	8	57	21	9	16	12	12	55
		6%	5%	5%	4%	4%	5%	2%	9%	6%	4%	3%	2%	6%	3%	5%	6%	7%	9%	5%	6%	5%	6%	7%	6%	7%	5%	3%	5%	5%	8%	5%
Combinations - Summary																																
Agree	657	214	203	78	340	351	292	315	342	283	299	89	304	14	318	310	184	56	101	494	6	213	218	226	81	560	267	184	212	161	107	658
		65%	71%	66%	67%	68%	71%	72%	60%	67%	67%	73%	71%	69%	71%	68%	67%	63%	58%	68%	39%	63%	69%	63%	63%	64%	65%	72%	69%	67%	66%	65%
Disagree	172	44	57	15	85	72	59	66	106	61	94	15	58	2	61	65	54	13	34	119	5	73	44	55	16	150	79	43	50	41	20	177
		17%	14%	19%	13%	17%	14%	15%	19%	14%	21%	13%	14%	12%	14%	14%	19%	15%	20%	16%	32%	22%	14%	15%	13%	17%	19%	17%	16%	17%	12%	18%
Net Agree	485	170	145	63	255	279	233	250	236	222	205	74	245	12	257	245	130	43	67	375	1	141	173	171	65	410	188	141	161	120	88	481
		48%	56%	47%	54%	51%	56%	57%	41%	52%	46%	61%	58%	57%	58%	54%	47%	48%	38%	51%	7%	42%	55%	48%	50%	47%	46%	55%	53%	50%	54%	48%

Fieldwork dates : 15th to 17th October 2010

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J09-038671-10 (J2010/10/r & J3867110)

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