

# ***Ipsos MORI Statistics Research for GetStats Programme of the Royal Statistical Society***

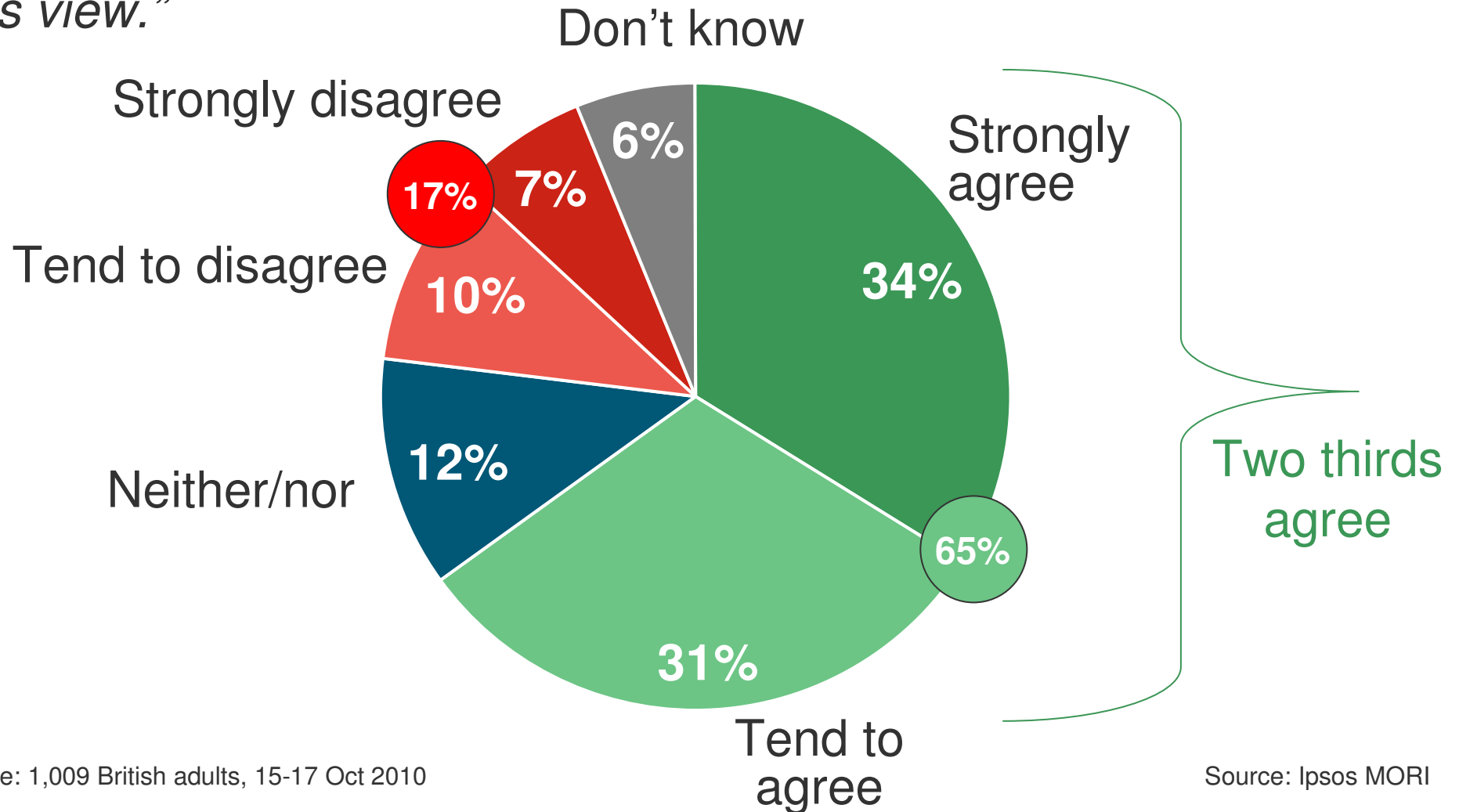
**September/October 2010**

**Ipsos MORI**



# Two in three agree that there are 'lies, damn lies and statistics'

Q. "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: 1,009 British adults, 15-17 Oct 2010

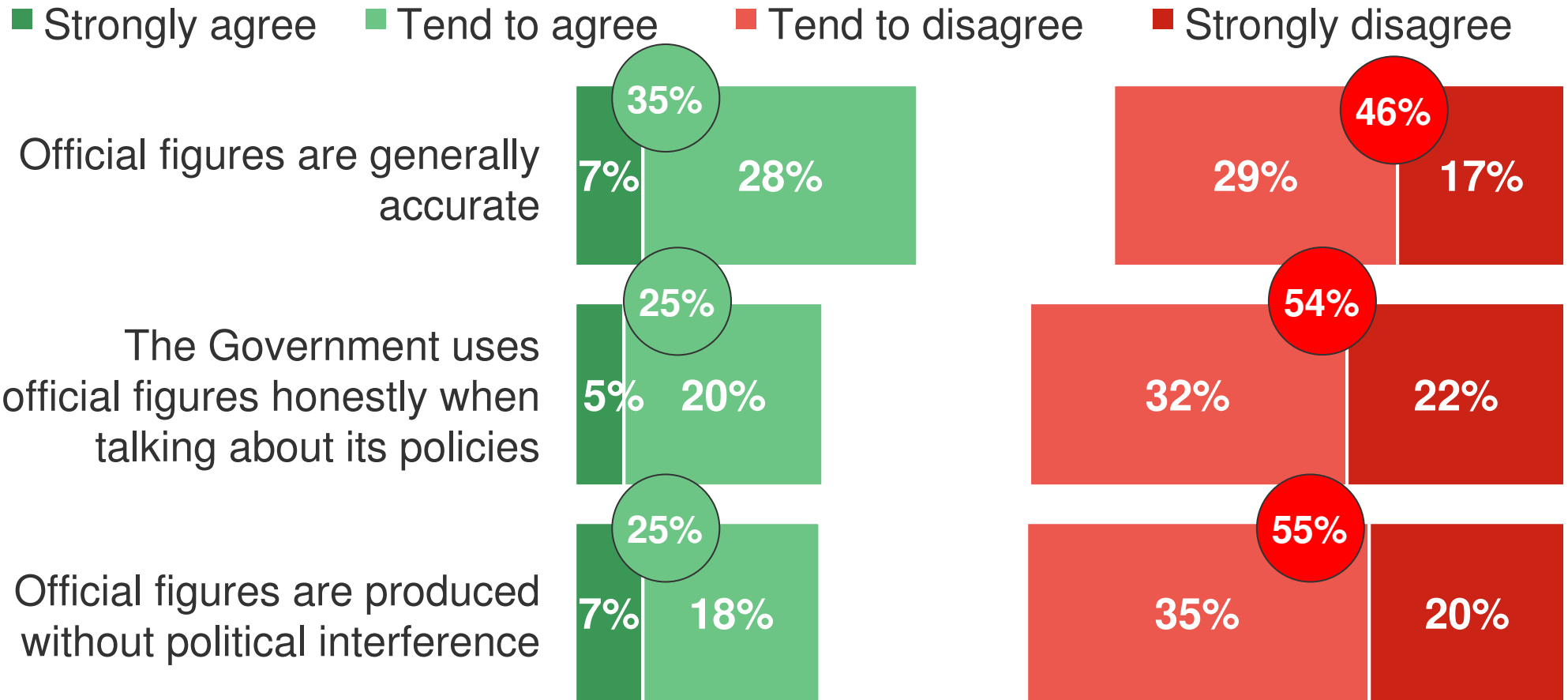
Ipsos MORI

Source: Ipsos MORI



# Most people are cynical about official figures, especially about Government/political involvement

Q “Please tell me how strongly you agree or disagree with each of the following statements.”

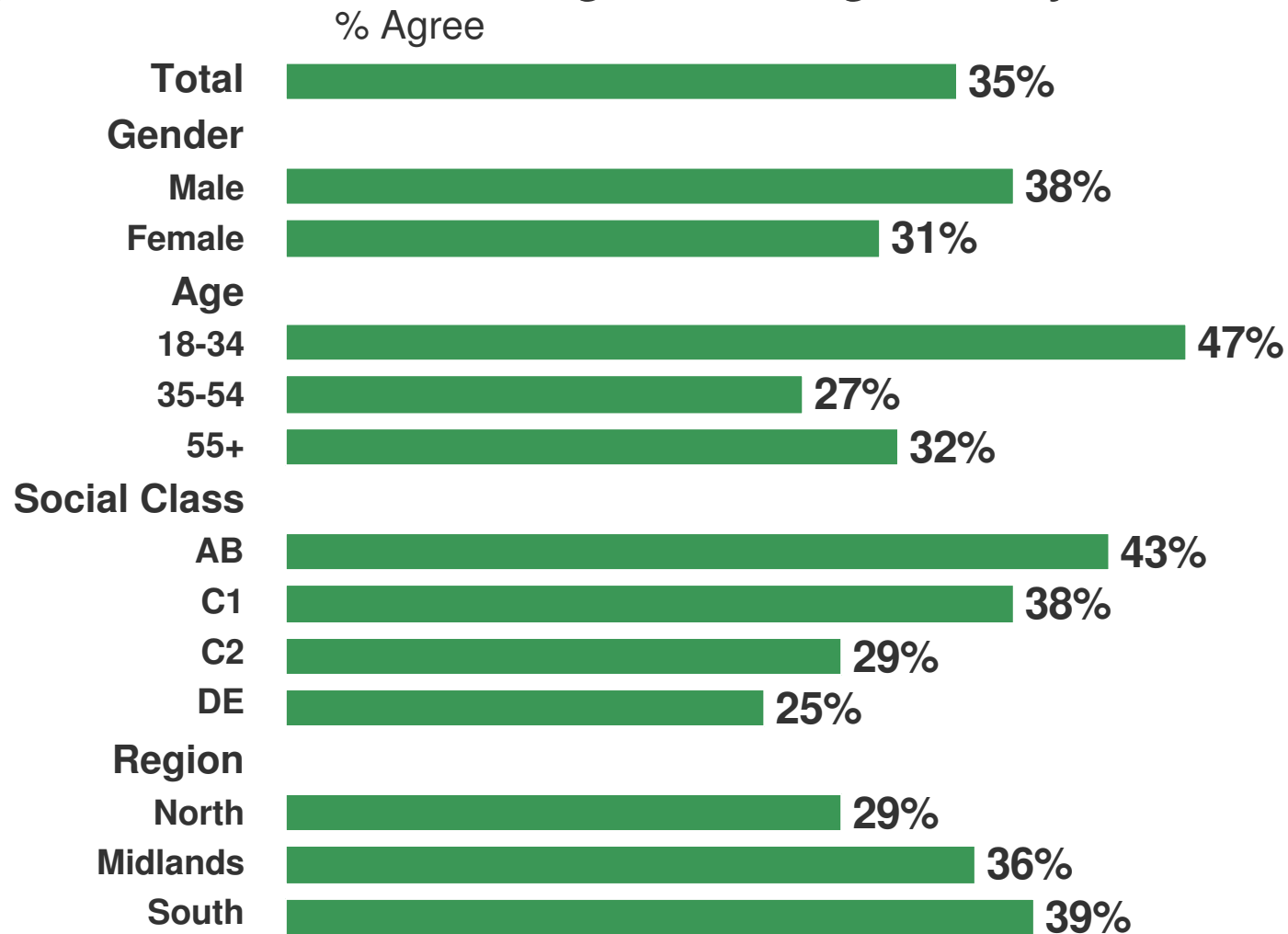


Base: 1,009 British adults, 15-17 Oct 2010

Source: Ipsos MORI

# Women, older people, C2DEs and those in the North are less likely to be trusting of figures

Q. "Please tell me how strongly you agree or disagree with each of the following statements. Official figures are generally accurate."



Base: 1,009 British adults, 15-17 Oct 2010

Ipsos MORI

Source: Ipsos MORI

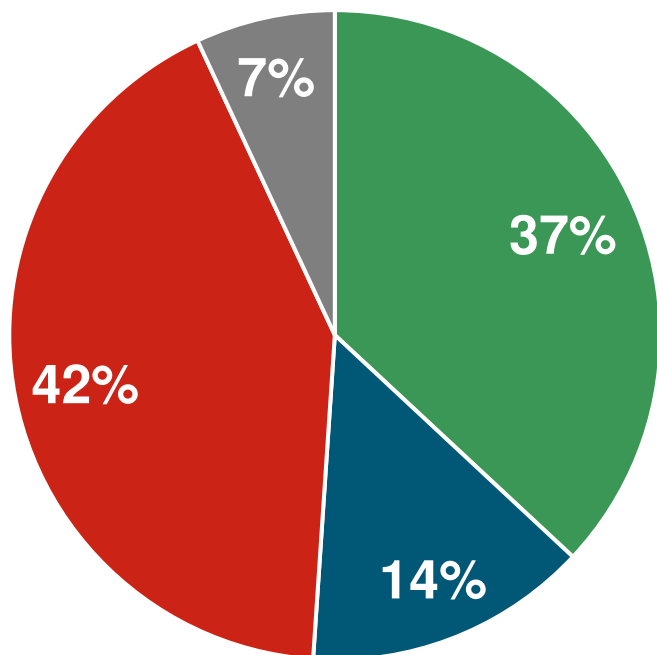


# Conservatives are more likely to believe Government are honest with figures than are Lib Dems

Q. "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."

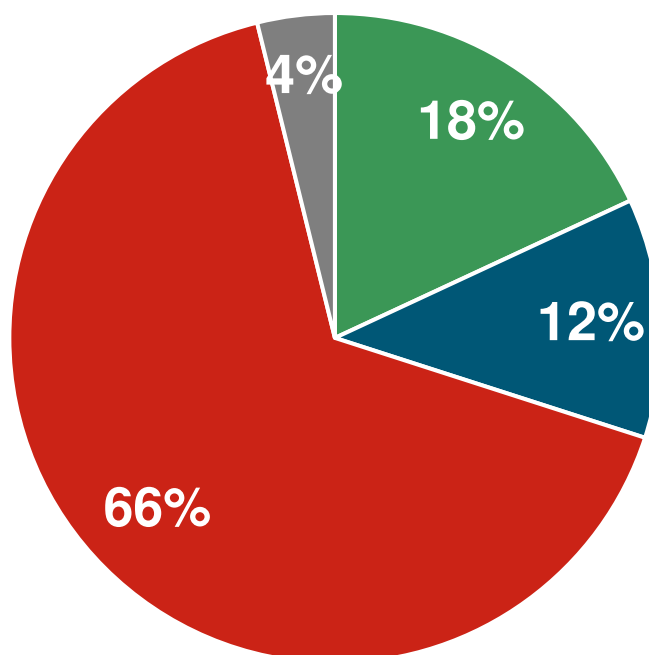
■ % Agree   ■ % Disagree   ■ % Neither / nor   ■ % Don't know

### Conservative



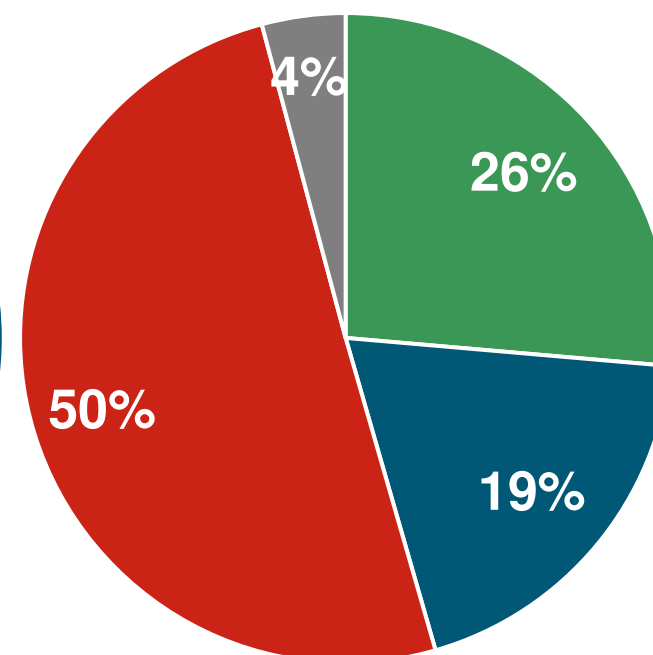
Net agree = **-5**

### Labour



Net agree = **-48**

### Lib Dems



Net agree = **-24**

Base: 1,009 British adults, 15-17 Oct 2010  
Ipsos MORI

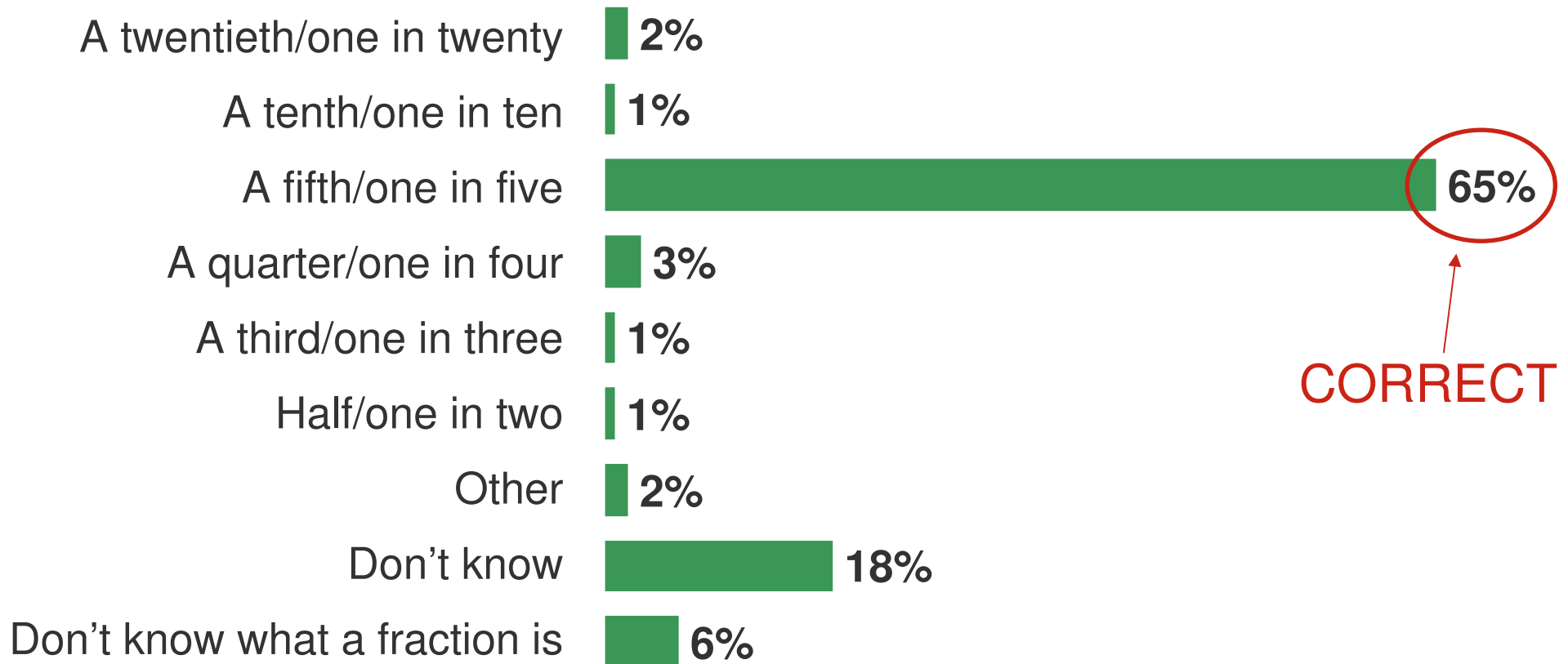
General agreement = **-29**

Source: Ipsos MORI



## Two in three know how to describe a percentage as a fraction

Q. "As far as you are aware, how would you describe 20 per cent as a fraction?"



Base: 1,004 British adults, 10-12 Sept 2010

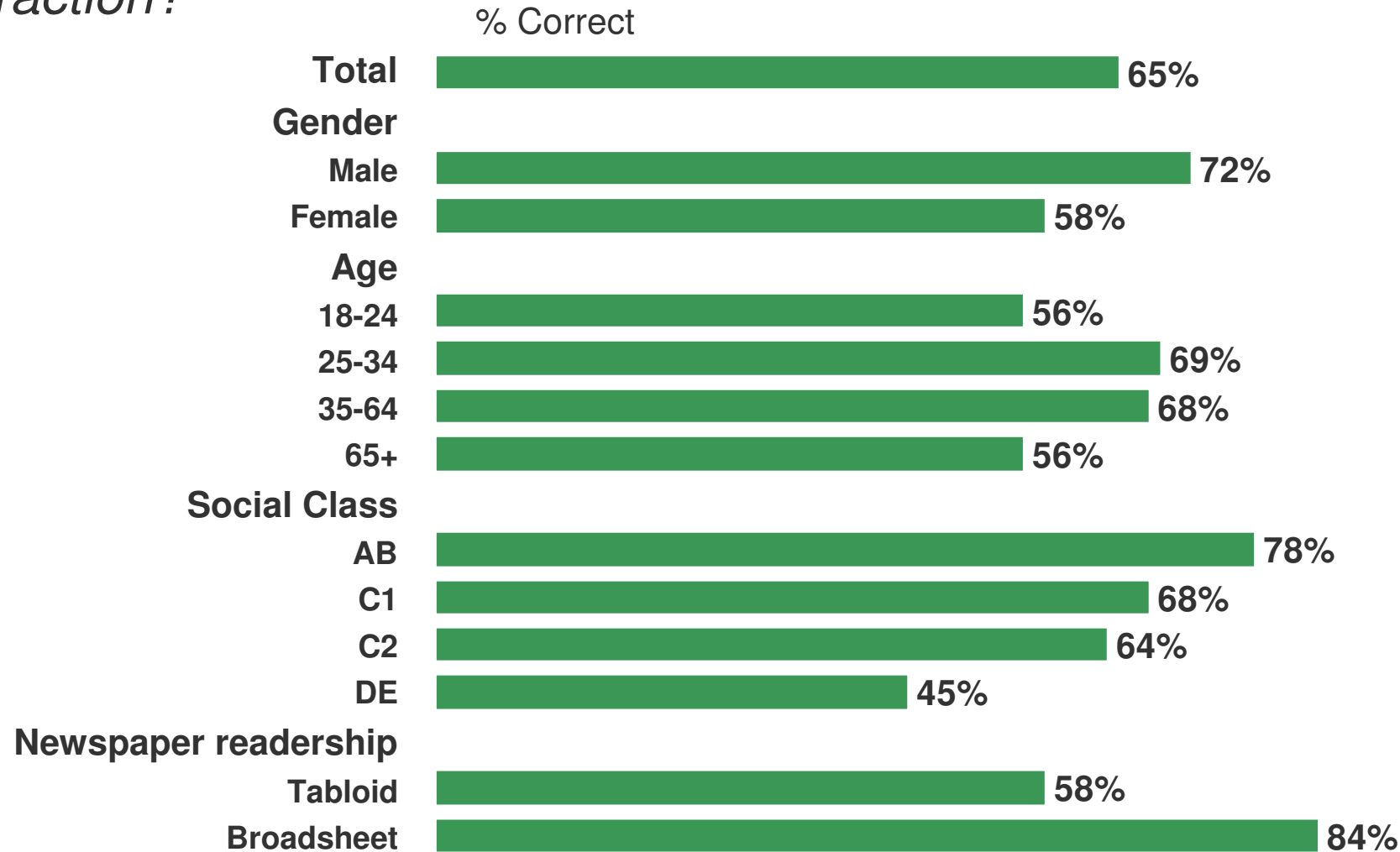
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Source: Ipsos MORI



# Women, the youngest and the oldest, DEs and tabloid readers are less likely to be correct

Q. "As far as you are aware, how would you describe 20 per cent as a fraction?"



Base: 1,004 British adults, 10-12 Sept 2010

Source: Ipsos MORI

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