

Ipsos MORI Political Monitor - July 2010

Table 1

Q.1(A)/Q.1(B) Combined Voting Intention

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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Total Voting	821	537	720	689	649	584	16	397	424	226	295	300	99	127	154	141	134	167	80	243	246	172	160	490	332	825
Conservative	314 38%	214 40%	279 39%	266 39%	256 39%	230 39%	4 28%	149 38%	165 39%	73 32%	108 37%	133 44%	31 31%	42 33%	64 42%	44 31%	49 37%	84 50%	39 49%	112 46%	86 35%	68 40%	48 30%	198 40%	116 35%	300 36%
Labour	291 35%	202 38%	256 36%	248 36%	231 36%	215 37%	9 57%	144 36%	146 34%	81 36%	109 37%	101 34%	38 38%	43 34%	51 33%	58 41%	55 41%	47 28%	22 27%	69 28%	85 35%	65 38%	71 44%	154 32%	136 41%	298 36%
Liberal Democrats (Lib Dem)	124 15%	76 14%	111 15%	107 15%	101 15%	88 15%	-	52 13%	73 17%	39 17%	49 17%	37 12%	15 15%	24 19%	30 20%	19 13%	13 10%	23 14%	14 18%	39 16%	48 19%	20 12%	18 11%	86 18%	38 11%	132 16%
Scottish Nationalist	10 1%	6 1%	8 1%	7 1%	7 1%	6 1%	-	6 1%	5 1%	5 2%	3 1%	2 1%	1 1%	4 4%	1 1%	2 1%	1 1%	1 1%	*	1 1%	4 2%	2 1%	2 2%	6 1%	5 1%	13 2%
Plaid Cymru	11 1%	5 1%	11 1%	11 2%	9 1%	6 1%	-	9 2%	2 *	5 2%	3 1%	2 1%	1 1%	4 3%	3 2%	1 *	2 2%	-	-	3 1%	4 2%	3 2%	-	7 1%	3 1%	10 1%
Green Party	29 4%	13 3%	20 3%	17 2%	15 2%	14 2%	1 5%	16 4%	13 3%	11 5%	10 3%	8 3%	6 6%	5 4%	2 1%	8 6%	1 1%	7 4%	2 2%	6 2%	8 3%	5 3%	10 7%	14 3%	15 5%	29 4%
UKIP	20 2%	9 2%	15 2%	14 2%	13 2%	10 2%	* 2%	8 2%	13 3%	3 1%	4 1%	14 5%	1 1%	2 1%	-	4 3%	10 8%	4 2%	2 3%	6 3%	6 3%	4 3%	3 2%	13 3%	7 2%	22 3%
British National Party	20 2%	10 2%	17 2%	17 3%	16 2%	12 2%	1 7%	13 3%	7 2%	9 4%	8 3%	3 1%	6 6%	3 2%	2 1%	6 4%	2 2%	1 1%	-	6 2%	4 2%	4 2%	7 4%	10 2%	10 3%	17 2%
Other	2 *	2 *	2 *	2 *	2 *	2 *	-	1 *	2 *	1 1%	1 *	-	* 1%	1 1%	1 1%	-	-	-	-	2 1%	-	-	1 *	2 *	1 *	4 *
"Conservative Lead over Labour"	23 3%	12 2%	23 3%	19 3%	25 4%	15 3%	-5 -29%	5 1%	19 4%	-8 -4%	* *	32 11%	-7 -7%	-1 -1%	13 9%	-14 -10%	-5 -4%	37 22%	17 21%	43 18%	1 *	3 2%	-23 -14%	43 9%	-20 -6%	2 *
Undecided	61 6%	30 5%	44 6%	41 5%	37 5%	32 5%	2 2%	25 5%	36 7%	27 9%	21 6%	14 4%	10 8%	17 10%	13 7%	7 4%	5 3%	8 4%	2 2%	9 3%	14 5%	15 7%	22 9%	23 4%	37 8%	55 5%
Would not vote	99 10%	5 1%	11 1%	9 1%	8 1%	8 1%	62 76%	53 11%	47 9%	30 10%	42 12%	27 8%	13 11%	17 10%	21 11%	21 13%	10 6%	18 9%	6 6%	11 4%	25 9%	19 9%	45 19%	36 6%	63 14%	101 10%
Refused	28 3%	13 2%	22 3%	22 3%	21 3%	18 3%	2 2%	16 3%	11 2%	5 2%	4 1%	19 5%	-	5 3%	2 1%	2 1%	4 3%	15 7%	12 12%	8 3%	5 2%	5 3%	9 4%	13 2%	14 3%	28 3%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 2

Q.1(A)/Q.1(B) Combined Voting Intention

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	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009
Total Voting	821	314	291	124	488	511	438	371	451	370	323	102	362	21	383	382	236	76	123	618	4	266	246	309	118	711	365	193	267	219	158	825
Conservative	314	314	-	-	-	314	314	145	169	238	32	28	150	7	157	161	110	19	23	271	1	72	115	127	39	293	136	86	248	8	13	300
	38%	100%	-	-	-	61%	72%	39%	37%	64%	10%	27%	41%	33%	41%	42%	47%	24%	19%	44%	30%	27%	47%	41%	33%	41%	37%	45%	93%	4%	8%	36%
Labour	291	-	291	-	291	-	-	124	167	51	187	43	118	6	123	128	67	30	63	195	3	125	63	102	58	236	136	69	8	203	35	298
	35%	-	100%	-	60%	-	-	33%	37%	14%	58%	43%	32%	28%	32%	34%	28%	39%	51%	32%	63%	47%	26%	33%	49%	33%	37%	36%	3%	93%	22%	36%
Liberal Democrats (Lib Dem)	124	-	-	124	124	124	-	63	61	59	41	21	58	6	64	65	26	22	11	91	*	37	36	51	12	116	38	25	4	3	102	132
	15%	-	-	100%	25%	24%	28%	17%	14%	16%	13%	21%	16%	30%	17%	17%	11%	29%	9%	15%	7%	14%	15%	17%	10%	16%	10%	13%	2%	1%	65%	16%
Scottish Nationalist	10	-	-	-	10	10	-	8	3	2	7	1	7	-	7	3	4	2	2	7	-	10	-	-	-	-	7	1	-	*	-	13
	1%	-	-	-	2%	2%	-	2%	1%	*	2%	1%	2%	-	2%	1%	2%	3%	1%	1%	-	4%	-	-	-	-	2%	1%	-	*	-	2%
Plaid Cymru	11	-	-	-	11	11	-	6	4	2	6	2	5	-	5	4	4	1	2	8	-	-	11	-	-	-	6	1	-	2	-	10
	1%	-	-	-	2%	2%	-	2%	1%	1%	2%	1%	1%	-	1%	1%	2%	1%	1%	1%	-	-	4%	-	-	-	2%	*	-	1%	-	1%
Green Party	29	-	-	-	29	29	-	10	19	10	18	4	7	2	9	11	8	1	10	18	-	4	7	17	7	28	16	5	2	*	6	29
	4%	-	-	-	6%	6%	-	3%	4%	3%	5%	4%	2%	10%	2%	3%	3%	1%	8%	3%	-	2%	3%	6%	6%	4%	4%	3%	1%	*	4%	4%
UKIP	20	-	-	-	20	20	-	5	15	3	16	1	5	-	5	7	10	1	3	17	-	5	6	9	2	18	12	4	4	2	-	22
	2%	-	-	-	4%	4%	-	1%	3%	1%	5%	1%	1%	-	1%	2%	4%	1%	2%	3%	-	2%	3%	3%	1%	2%	3%	2%	2%	1%	-	3%
British National Party	20	-	-	-	-	-	-	9	10	4	14	1	12	-	12	3	7	1	9	10	-	11	6	3	-	20	14	1	1	1	1	17
	2%	-	-	-	-	-	-	2%	2%	1%	4%	1%	3%	-	3%	1%	3%	1%	7%	2%	-	4%	2%	1%	-	3%	4%	1%	*	*	1%	2%
Other	2	-	-	-	2	2	-	*	2	1	1	*	1	-	1	-	1	1	1	1	-	1	1	-	2	1	*	-	*	-	4	
	*	-	-	-	*	*	-	*	*	*	*	*	*	-	*	-	*	1%	1%	*	-	*	1%	-	-	*	*	*	-	*	-	*
"Conservative Lead over Labour"	23	314	-291	0	-291	314	314	21	2	187	-155	-16	32	1	33	33	43	-11	-40	76	-1	-53	52	24	-19	56	*	17	241	-195	-22	2
	3%	100%	-100%	0%	-60%	61%	72%	6%	1%	50%	-48%	-15%	9%	6%	9%	9%	18%	-15%	-32%	12%	-33%	-20%	21%	8%	-16%	8%	*	9%	90%	-89%	-14%	*
Undecided	61	-	-	-	-	-	-	25	35	30	20	6	28	1	29	32	11	8	10	42	1	21	27	13	4	49	32	7	13	4	8	55
	6%	-	-	-	-	-	-	6%	6%	7%	5%	5%	6%	6%	6%	7%	4%	8%	6%	6%	14%	6%	9%	4%	3%	6%	7%	3%	5%	2%	5%	5%
Would not vote	99	-	-	-	-	-	-	37	63	23	54	11	38	1	39	32	17	14	35	49	1	37	32	31	6	88	31	13	2	5	4	101
	10%	-	-	-	-	-	-	8%	11%	5%	14%	9%	9%	4%	9%	7%	6%	14%	20%	7%	9%	11%	10%	9%	4%	10%	7%	6%	1%	2%	2%	10%
Refused	28	-	-	-	-	-	-	7	20	11	6	4	7	-	7	8	12	1	5	20	1	13	8	7	1	23	11	3	1	3	-	28
	3%	-	-	-	-	-	-	2%	4%	2%	1%	3%	2%	-	1%	2%	4%	1%	3%	3%	20%	4%	3%	2%	1%	3%	3%	2%	*	1%	-	3%

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Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

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Table 3

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
Total Voting	821	190	269	353	256	422	268	430	260	825
Conservative	314 38%	76 40%	109 41%	187 53%	45 17%	227 54%	44 16%	224 52%	46 18%	300 36%
Labour	291 35%	63 33%	93 35%	71 20%	146 57%	81 19%	157 58%	94 22%	148 57%	298 36%
Liberal Democrats (Lib Dem)	124 15%	32 17%	41 15%	58 16%	31 12%	70 17%	39 14%	67 16%	38 15%	132 16%
Scottish Nationalist	10 1%	1 *	4 2%	2 1%	5 2%	5 1%	4 2%	7 2%	2 1%	13 2%
Plaid Cymru	11 1%	- -	3 1%	3 1%	3 1%	4 1%	3 1%	3 1%	3 1%	10 1%
Green Party	29 4%	8 4%	7 3%	18 5%	8 3%	17 4%	8 3%	17 4%	6 2%	29 4%
UKIP	20 2%	5 3%	6 2%	6 2%	6 2%	7 2%	6 2%	8 2%	6 2%	22 3%
British National Party	20 2%	2 1%	4 2%	7 2%	11 4%	10 2%	7 3%	10 2%	10 4%	17 2%
Other	2 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	4 *
"Conservative Lead over Labour"	23 3%	13 7%	16 6%	116 33%	-102 -40%	146 35%	-113 -42%	130 30%	-102 -39%	2 *
Undecided	61 6%	4 2%	18 6%	18 4%	15 5%	31 6%	13 4%	27 5%	17 5%	55 5%
Would not vote	99 10%	11 5%	19 6%	28 7%	30 10%	33 7%	32 10%	38 8%	31 10%	101 10%
Refused	28 3%	3 1%	11 3%	5 1%	5 2%	13 3%	5 2%	10 2%	6 2%	28 3%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 4

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All certain to vote

	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	589	589	589	589	589	589	-	277	312	128	216	245	43	85	102	114	108	137	64	188	164	114	123	352	237	589
Weighted Total	585	585	585	585	585	585	-	283	301	125	218	242	47	78	117	102	102	139	67	187	168	119	112	354	230	589
Total Voting	537	537	537	537	537	537	-	258	279	114	200	223	44	71	103	97	97	126	61	177	159	108	93	336	200	545
Conservative	214	214	214	214	214	214	-	99	115	37	71	105	11	27	42	29	37	68	33	78	63	47	26	141	73	204
	40%	40%	40%	40%	40%	40%	-	38%	41%	33%	36%	47%	25%	38%	41%	30%	39%	54%	54%	44%	40%	44%	28%	42%	36%	37%
Labour	202	202	202	202	202	202	-	100	102	44	78	80	22	22	37	41	44	36	17	55	57	42	47	112	90	212
	38%	38%	38%	38%	38%	38%	-	39%	37%	38%	39%	36%	50%	31%	36%	43%	45%	29%	29%	31%	36%	39%	51%	33%	45%	39%
Liberal Democrats (Lib Dem)	76	76	76	76	76	76	-	34	42	21	31	25	8	13	19	11	10	15	8	27	29	10	10	56	20	80
	14%	14%	14%	14%	14%	14%	-	13%	15%	18%	15%	11%	17%	18%	19%	12%	10%	12%	13%	15%	18%	10%	11%	17%	10%	15%
Scottish Nationalist	6	6	6	6	6	6	-	4	2	2	2	1	-	2	1	1	1	*	-	1	3	1	*	4	2	7
	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	-	3%	1%	1%	1%	*	-	*	2%	1%	*	1%	1%	1%
Plaid Cymru	5	5	5	5	5	5	-	4	*	1	2	2	-	1	1	1	2	-	-	2	*	2	-	2	2	6
	1%	1%	1%	1%	1%	1%	-	2%	*	1%	1%	1%	-	1%	1%	1%	2%	-	-	1%	*	2%	-	1%	1%	1%
Green Party	13	13	13	13	13	13	-	5	9	4	5	4	1	3	-	5	-	4	1	4	2	2	5	7	7	13
	3%	3%	3%	3%	3%	3%	-	2%	3%	4%	2%	2%	2%	5%	-	5%	-	4%	1%	3%	1%	2%	5%	2%	3%	2%
UKIP	9	9	9	9	9	9	-	4	5	*	4	5	-	*	-	4	3	2	2	4	3	1	1	7	2	11
	2%	2%	2%	2%	2%	2%	-	2%	2%	*	2%	2%	-	*	-	4%	3%	1%	3%	2%	2%	1%	1%	2%	1%	2%
British National Party	10	10	10	10	10	10	-	7	3	4	6	-	2	2	2	5	-	-	-	4	1	2	4	5	5	9
	2%	2%	2%	2%	2%	2%	-	3%	1%	3%	3%	-	5%	2%	2%	5%	-	-	-	2%	1%	1%	4%	1%	3%	2%
Other	2	2	2	2	2	2	-	1	1	1	*	-	*	1	*	-	-	-	-	2	-	-	-	2	-	3
	*	*	*	*	*	*	-	*	1	1%	*	-	1%	*	-	-	-	-	-	1%	-	-	-	1%	-	1%
"Conservative Lead over Labour"	12	12	12	12	12	12	0	-1	13	-6	-7	25	-11	5	5	-12	-6	32	16	23	6	5	-22	29	-17	-8
	2%	2%	2%	2%	2%	2%	0%	-1%	5%	-6%	-4%	11%	-25%	6%	5%	-12%	-7%	25%	26%	13%	4%	4%	-23%	9%	-8%	-1%
Undecided	30	30	30	30	30	30	-	12	18	8	12	10	3	5	9	3	4	6	1	6	8	7	9	14	16	26
	5%	5%	5%	5%	5%	5%	-	4%	6%	6%	5%	4%	7%	6%	7%	3%	4%	4%	2%	3%	5%	6%	8%	4%	7%	4%
Would not vote	5	5	5	5	5	5	-	4	2	-	4	2	-	-	3	*	-	2	-	1	-	-	4	1	4	5
	1%	1%	1%	1%	1%	1%	-	1%	1%	-	2%	1%	-	-	3%	*	-	1%	-	1%	-	-	4%	*	2%	1%
Refused	13	13	13	13	13	13	-	10	3	2	3	7	-	2	2	1	2	6	5	3	1	4	6	3	10	13
	2%	2%	2%	2%	2%	2%	-	4%	1%	2%	2%	3%	-	3%	2%	1%	2%	4%	8%	1%	*	3%	5%	1%	4%	2%

Fieldwork dates : 23rd to 25th July 2010

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Table 5

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All certain to vote

	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	589	204	212	80	332	324	284	266	323	256	236	149	193	14	207	246	224	60	54	470	5	205	172	212	72	506	234	165	199	173	125	589
Weighted Total	585	214	202	76	313	325	290	259	325	270	222	76	252	20	271	284	182	41	74	466	3	198	169	217	83	506	245	162	206	164	121	589
Total Voting	537	214	202	76	313	325	290	240	297	254	204	72	232	18	250	260	167	41	66	427	3	180	150	207	81	469	219	152	199	159	114	545
Conservative	214	214	-	-	-	214	214	95	119	170	15	20	96	7	103	111	80	9	12	191	1	52	76	86	27	201	90	67	189	3	9	204
	40%	100%	-	-	-	66%	74%	39%	40%	67%	7%	27%	42%	38%	41%	43%	48%	22%	19%	45%	39%	29%	51%	42%	33%	43%	41%	44%	95%	2%	8%	37%
Labour	202	-	202	-	202	-	-	84	118	34	136	34	81	3	84	96	51	17	37	147	2	91	38	73	43	164	85	60	4	151	31	212
	38%	-	100%	-	65%	-	-	35%	40%	13%	67%	47%	35%	17%	34%	37%	31%	41%	56%	34%	53%	50%	26%	35%	53%	35%	39%	39%	2%	95%	27%	39%
Liberal Democrats (Lib Dem)	76	-	-	76	76	76	76	42	35	41	21	13	35	6	41	40	15	13	8	55	*	22	25	30	5	70	17	19	*	2	68	80
	14%	-	-	100%	24%	24%	26%	17%	12%	16%	11%	18%	15%	34%	16%	16%	9%	31%	12%	13%	9%	12%	17%	14%	6%	15%	8%	13%	*	1%	60%	15%
Scottish Nationalist	6	-	-	-	6	6	-	5	1	1	3	*	5	-	5	2	3	-	-	6	-	6	-	-	-	-	2	1	-	-	-	7
	1%	-	-	-	2%	2%	-	2%	*	*	1%	1%	2%	-	2%	1%	2%	-	-	1%	-	3%	-	-	-	-	1%	1%	-	-	-	1%
Plaid Cymru	5	-	-	-	5	5	-	2	3	2	3	2	1	-	1	1	3	1	-	4	-	-	5	-	-	-	4	1	-	2	-	6
	1%	-	-	-	2%	1%	-	1%	1%	1%	1%	2%	*	-	*	*	2%	1%	-	1%	-	-	3%	-	-	-	2%	*	-	1%	-	1%
Green Party	13	-	-	-	13	13	-	4	10	2	9	2	2	2	4	4	3	1	6	7	-	1	2	10	4	13	7	2	2	-	4	13
	3%	-	-	-	4%	4%	-	1%	3%	1%	5%	2%	1%	11%	2%	2%	2%	9%	2%	-	1%	1%	5%	5%	3%	3%	3%	1%	1%	-	4%	2%
UKIP	9	-	-	-	9	9	-	1	8	3	6	1	2	-	2	3	5	*	-	8	-	2	1	6	2	9	5	1	4	*	-	11
	2%	-	-	-	3%	3%	-	1%	3%	1%	3%	1%	1%	-	1%	1%	3%	1%	-	2%	-	1%	1%	3%	2%	2%	2%	1%	2%	*	-	2%
British National Party	10	-	-	-	-	-	-	7	3	-	10	1	9	-	9	2	5	-	3	7	-	7	2	2	-	10	8	1	-	1	1	9
	2%	-	-	-	-	-	-	3%	1%	-	5%	1%	4%	-	4%	1%	3%	-	4%	2%	-	4%	1%	1%	-	2%	3%	1%	-	1%	1%	2%
Other	2	-	-	-	2	2	-	*	1	1	*	*	1	-	1	-	1	1	-	1	-	*	1	-	-	2	-	*	-	*	-	3
	*	-	-	-	1%	1%	-	*	*	*	*	1%	*	-	*	-	1%	2%	-	*	-	*	1%	-	-	*	-	*	-	*	-	1%
"Conservative Lead over Labour"	12	214	-202	0	-202	214	214	11	1	137	-120	-14	15	4	19	16	29	-8	-24	44	*	-39	37	13	-16	37	5	7	185	-148	-22	-8
	2%	100%	-100%	0%	-65%	66%	74%	4%	*	54%	-59%	-20%	7%	21%	8%	6%	17%	-19%	-37%	10%	-14%	-22%	25%	6%	-20%	8%	2%	4%	93%	-93%	-19%	-1%
Undecided	30	-	-	-	-	-	-	13	17	13	10	1	15	1	16	18	5	-	6	24	-	11	13	6	2	22	17	5	7	1	7	26
	5%	-	-	-	-	-	-	5%	5%	5%	4%	2%	6%	8%	6%	6%	3%	-	8%	5%	-	6%	7%	3%	3%	4%	7%	3%	3%	1%	6%	4%
Would not vote	5	-	-	-	-	-	-	1	4	*	5	-	1	-	1	-	3	*	2	3	-	2	2	2	-	4	*	2	-	1	-	5
	1%	-	-	-	-	-	-	*	1%	*	2%	-	1%	-	*	-	2%	1%	3%	1%	-	1%	1%	1%	-	1%	*	1%	-	1%	-	1%
Refused	13	-	-	-	-	-	-	5	8	4	3	2	4	-	4	6	6	-	1	12	-	5	5	3	-	11	9	3	1	3	-	13
	2%	-	-	-	-	-	-	2%	2%	1%	1%	3%	2%	-	2%	2%	3%	-	1%	3%	-	2%	3%	1%	-	2%	4%	2%	*	2%	-	2%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 6

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All certain to vote

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	589	172	216	253	194	289	208	288	203	589
Weighted Total	585	157	218	245	192	283	201	280	198	589
Total Voting	537	150	197	232	181	264	188	264	185	545
Conservative	214 40%	58 38%	80 41%	137 59%	35 19%	160 61%	28 15%	150 57%	32 17%	204 37%
Labour	202 38%	56 37%	73 37%	36 15%	115 63%	40 15%	120 64%	49 19%	114 62%	212 39%
Liberal Democrats (Lib Dem)	76 14%	24 16%	30 15%	40 17%	16 9%	42 16%	24 13%	40 15%	25 13%	80 15%
Scottish Nationalist	6 1%	1 1%	3 2%	2 1%	2 1%	3 1%	3 1%	3 1%	1 *	7 1%
Plaid Cymru	5 1%	- -	1 *	1 1%	2 1%	1 1%	2 1%	1 1%	2 1%	6 1%
Green Party	13 3%	3 2%	4 2%	8 4%	3 2%	8 3%	3 2%	9 3%	3 2%	13 2%
UKIP	9 2%	5 3%	3 1%	5 2%	1 1%	5 2%	1 1%	6 2%	1 1%	11 2%
British National Party	10 2%	2 1%	2 1%	2 1%	7 4%	3 1%	7 4%	4 1%	6 3%	9 2%
Other	2 *	1 1%	1 *	1 1%	* *	1 *	* *	1 *	* *	3 1%
"Conservative Lead over Labour"	12 2%	1 1%	8 4%	101 43%	-80 -44%	120 46%	-92 -49%	101 38%	-82 -45%	-8 -1%
Undecided	30 5%	4 2%	12 6%	9 4%	7 3%	14 5%	8 4%	13 5%	8 4%	26 4%
Would not vote	5 1%	1 1%	3 1%	* *	2 1%	* *	2 1%	* *	1 1%	5 1%
Refused	13 2%	2 1%	5 2%	3 1%	3 1%	6 2%	4 2%	4 1%	4 2%	13 2%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 7

Q.1(A). How would you vote if there were a General Election tomorrow?

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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009	
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009	
Conservative	281 28%	197 34%	251 31%	241 32%	233 32%	212 33%	3 4%	136 28%	145 28%	66 23%	96 27%	119 33%	30 25%	35 21%	59 31%	37 22%	48 31%	71 34%	33 32%	102 37%	77 27%	65 31%	37 16%	179 32%	102 23%	270 27%	
Labour	259 26%	185 32%	229 29%	223 29%	209 29%	196 30%	7 9%	128 26%	131 25%	73 26%	96 27%	90 25%	37 30%	36 22%	44 23%	52 30%	51 33%	39 19%	17 17%	56 21%	77 27%	62 29%	63 27%	134 24%	125 28%	263 26%	
Liberal Democrats (Lib Dem)	93 9%	61 11%	85 11%	81 11%	78 11%	68 11%	-	43 9%	50 10%	37 13%	28 8%	28 8%	14 11%	23 14%	13 7%	15 9%	10 7%	17 8%	10 10%	32 12%	31 11%	15 7%	15 6%	63 11%	30 7%	102 10%	
Scottish Nationalist	10 1%	6 1%	8 1%	7 1%	7 1%	6 1%	-	6 1%	5 1%	5 2%	3 1%	2 *	1 1%	4 3%	1 1%	2 1%	1 1%	1 *	1 *	1 1%	4 2%	2 1%	2 1%	6 1%	5 1%	13 1%	
Plaid Cymru	10 1%	4 1%	10 1%	10 1%	8 1%	5 1%	-	8 2%	2 *	5 2%	2 1%	2 1%	1 1%	4 2%	2 1%	1 *	2 1%	-	-	3 1%	4 1%	3 1%	-	7 1%	3 1%	9 1%	
Green Party	27 3%	13 2%	19 2%	16 2%	14 2%	13 2%	1 1%	16 3%	12 2%	10 3%	10 3%	8 2%	6 5%	4 3%	2 1%	8 5%	1 1%	7 3%	2 2%	6 2%	8 3%	4 2%	10 4%	14 2%	14 3%	25 2%	
UKIP	19 2%	9 2%	14 2%	13 2%	12 2%	10 2%	*	7 1%	13 2%	3 1%	4 1%	12 3%	1 1%	2 1%	-	4 2%	9 6%	4 2%	2 2%	6 2%	6 2%	4 2%	2 1%	13 2%	6 1%	21 2%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	19 2%	10 2%	16 2%	16 2%	15 2%	12 2%	1 1%	12 2%	7 1%	9 3%	8 2%	2 1%	6 5%	3 2%	2 1%	6 3%	2 2%	-	-	6 2%	3 1%	4 2%	7 3%	8 2%	10 2%	16 2%	
Independent Candidate	1 *	1 *	1 *	1 *	1 *	1 *	-	* *	1 *	1 *	* *	-	-	1 *	* *	-	-	-	-	1 *	-	-	-	1 *	-	2 *	
Other	1 *	* *	1 *	* *	* *	* *	-	* *	1 *	* *	1 *	-	* *	-	1 *	-	-	-	-	* *	-	-	1 *	* *	1 *	2 *	
Undecided	156 16%	77 13%	126 16%	118 15%	105 15%	89 14%	5 6%	64 13%	92 18%	43 15%	65 18%	49 14%	12 10%	31 19%	41 21%	24 14%	15 10%	34 16%	15 15%	40 15%	45 16%	25 12%	46 19%	85 15%	71 16%	153 15%	
Would not vote	96 10%	4 1%	10 1%	8 1%	7 1%	7 1%	62 76%	52 11%	44 8%	30 10%	41 11%	26 7%	13 11%	17 10%	21 11%	20 12%	10 6%	16 8%	6 6%	9 3%	25 9%	18 8%	44 19%	34 6%	62 14%	97 10%	
Refused	36 4%	18 3%	27 3%	27 4%	27 4%	22 3%	2 2%	20 4%	16 3%	6 2%	8 2%	22 6%	1 1%	5 3%	5 3%	2 1%	3 2%	19 9%	15 15%	8 3%	9 3%	9 4%	9 4%	17 3%	18 4%	36 4%	

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 8

Q.1(A). How would you vote if there were a General Election tomorrow?

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	Satis fied	Dissatis fied	Pub lic	Priv ate	Volun tary	Priv ate/Volun tary	Mort gage	Owned out right	Priv ate rent-er	Social rent-er	Total owner occupier	Other	North	Mid-lands	South	Grea-ter Lon don	Eng-land	Tab loid	Broad sheet	Con	Lab	LD			
																																281	281
Unweighted Total	1009	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009	
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009	
Conservative	281	281	-	-	-	281	281	133	148	223	25	27	132	7	139	149	98	17	16	247	1	64	102	114	34	265	130	80	229	8	11	270	
	28%	89%	-	-	-	55%	64%	30%	26%	51%	6%	22%	30%	30%	30%	33%	36%	17%	9%	34%	13%	19%	33%	32%	27%	30%	30%	30%	37%	81%	3%	7%	27%
Labour	259	-	259	-	259	-	-	110	149	44	169	39	106	5	110	116	57	25	58	173	3	111	60	89	52	208	122	57	5	188	28	263	
	26%	-	89%	-	53%	-	-	25%	26%	10%	42%	32%	24%	20%	24%	26%	21%	25%	34%	24%	36%	33%	19%	25%	40%	24%	28%	26%	2%	81%	16%	26%	
Liberal Democrats (Lib Dem)	93	-	-	93	93	93	93	50	43	49	25	16	43	6	49	45	20	19	9	65	*	29	28	36	7	86	24	21	3	2	77	102	
	9%	-	-	75%	19%	18%	21%	11%	8%	11%	6%	13%	10%	26%	11%	10%	7%	19%	5%	9%	4%	9%	9%	10%	6%	10%	5%	10%	1%	1%	45%	10%	
Scottish Nationalist	10	-	-	-	10	10	-	8	3	2	7	1	7	-	7	3	4	2	2	7	-	10	-	-	-	-	7	1	-	*	-	13	
	1%	-	-	-	2%	2%	-	2%	*	*	2%	1%	2%	-	1%	1%	1%	2%	1%	1%	-	3%	-	-	-	-	1%	1%	-	*	-	1%	
Plaid Cymru	10	-	-	-	10	10	-	5	4	1	6	2	4	-	4	4	3	1	2	7	-	-	10	-	-	-	5	1	-	2	-	9	
	1%	-	-	-	2%	2%	-	1%	1%	*	2%	1%	1%	-	1%	1%	1%	1%	1%	1%	-	-	3%	-	-	-	1%	*	-	1%	-	1%	
Green Party	27	-	-	-	27	27	-	10	17	9	17	3	7	2	9	11	7	-	10	17	-	4	6	17	7	26	15	5	2	-	6	25	
	3%	-	-	-	6%	5%	-	2%	3%	2%	4%	3%	2%	9%	2%	2%	2%	-	6%	2%	-	1%	2%	5%	6%	3%	3%	2%	1%	-	3%	2%	
UKIP	19	-	-	-	19	19	-	5	14	3	15	1	5	-	5	7	9	1	3	16	-	5	5	9	2	16	12	3	4	2	-	21	
	2%	-	-	-	4%	4%	-	1%	3%	1%	4%	1%	1%	-	1%	1%	3%	1%	2%	2%	-	2%	2%	2%	1%	2%	3%	1%	2%	1%	-	2%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
British National Party (BNP)	19	-	-	-	-	-	-	9	9	3	14	1	12	-	12	3	5	1	9	8	-	11	6	2	-	18	13	1	-	1	1	16	
	2%	-	-	-	-	-	-	2%	2%	1%	3%	1%	3%	-	3%	1%	2%	1%	5%	1%	-	3%	2%	*	-	2%	3%	*	-	*	1%	2%	
Independent Candidate	1	-	-	-	1	1	-	*	1	1	-	*	1	-	1	-	*	1	-	*	-	*	1	-	1	-	-	*	-	-	-	2	
	*	-	-	-	*	*	-	*	*	*	-	*	*	-	*	-	*	1%	-	*	-	*	*	-	-	*	-	*	-	-	-	*	
Other	1	-	-	-	1	1	-	-	1	-	1	-	-	-	-	-	*	-	1	*	-	1	*	-	*	-	1	-	-	*	-	2	
	*	-	-	-	*	*	-	-	*	-	*	-	-	-	-	-	*	-	*	*	-	*	*	-	*	-	*	-	-	*	-	*	
Undecided	156	33	28	27	59	63	60	63	94	65	59	18	73	1	74	73	42	18	22	115	1	50	52	54	18	133	64	31	36	19	41	153	
	16%	11%	10%	22%	12%	12%	14%	14%	16%	15%	15%	14%	17%	6%	16%	16%	15%	18%	13%	16%	18%	15%	17%	15%	14%	15%	15%	14%	13%	8%	24%	15%	
Would not vote	96	-	-	-	-	-	-	37	60	22	53	11	38	1	39	32	14	13	35	47	1	35	31	30	6	86	31	12	2	5	4	97	
	10%	-	-	-	-	-	-	8%	10%	5%	13%	9%	9%	4%	9%	7%	5%	14%	20%	6%	9%	10%	10%	8%	4%	10%	7%	5%	1%	2%	2%	10%	
Refused	36	-	3	4	8	5	4	10	26	12	11	4	8	1	9	10	16	1	7	26	1	15	12	9	3	30	17	5	2	4	2	36	
	4%	-	1%	3%	2%	1%	1%	2%	5%	3%	3%	3%	2%	4%	2%	2%	6%	1%	4%	4%	20%	4%	4%	2%	3%	3%	4%	2%	1%	2%	1%	4%	

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* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 9

Q.1(A). How would you vote if there were a General Election tomorrow?

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
Conservative	281 28%	71 34%	102 32%	172 43%	40 13%	207 41%	39 12%	202 40%	41 13%	270 27%
Labour	259 26%	56 27%	82 26%	61 15%	136 45%	71 14%	142 45%	83 16%	138 44%	263 26%
Liberal Democrats (Lib Dem)	93 9%	29 14%	29 9%	49 12%	21 7%	54 11%	28 9%	56 11%	26 8%	102 10%
Scottish Nationalist	10 1%	1 *	4 1%	2 1%	5 2%	5 1%	4 1%	7 1%	2 1%	13 1%
Plaid Cymru	10 1%	-	3 1%	2 1%	3 1%	3 1%	3 1%	2 *	3 1%	9 1%
Green Party	27 3%	8 4%	7 2%	18 4%	8 3%	16 3%	8 2%	16 3%	6 2%	25 2%
UKIP	19 2%	5 3%	5 2%	6 1%	6 2%	7 1%	6 2%	8 1%	6 2%	21 2%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	19 2%	2 1%	4 1%	7 2%	11 4%	10 2%	7 2%	9 2%	10 3%	16 2%
Independent Candidate	1 *	* *	1 *	1 *	- -	1 *	- -	1 *	- -	2 *
Other	1 *	* *	- -	- -	1 *	- -	1 *	- -	1 *	2 *
Undecided	156 16%	19 9%	49 16%	48 12%	40 13%	76 15%	42 13%	72 14%	42 13%	153 15%
Would not vote	96 10%	10 5%	19 6%	28 7%	29 9%	33 7%	30 9%	38 7%	30 9%	97 10%
Refused	36 4%	5 2%	11 4%	9 2%	6 2%	15 3%	6 2%	11 2%	9 3%	36 4%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 10

Q.1(B). Which party are you most inclined to support?

Base : All undecided or refused

	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	189	88	149	140	128	110	9	82	107	51	65	73	14	37	36	29	21	52	28	52	47	32	58	99	90	189
Weighted Total	192	95	153	145	132	112	7	84	108	49	72	71	13	36	46	27	18	53	30	48	54	34	55	103	90	189
Conservative	33 17%	17 18%	28 19%	25 17%	23 18%	18 16%	1 19%	13 16%	19 18%	7 14%	12 17%	14 20%	1 6%	6 17%	5 11%	7 26%	1 7%	12 24%	6 22%	10 21%	9 16%	3 10%	11 19%	19 18%	14 16%	30 16%
Labour	32 16%	18 18%	27 18%	25 17%	22 16%	20 18%	2 24%	16 19%	15 14%	7 15%	13 18%	11 16%	* 3%	7 19%	7 16%	6 22%	3 19%	8 15%	4 15%	13 26%	8 15%	3 9%	8 14%	21 20%	11 12%	35 19%
Liberal Democrats (Lib Dem)	31 16%	15 16%	26 17%	26 18%	23 17%	21 18%	-	9 11%	22 21%	2 4%	21 28%	9 12%	1 10%	1 2%	17 37%	4 13%	3 16%	6 11%	4 15%	7 14%	17 31%	5 14%	3 6%	24 23%	8 9%	30 16%
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	-	-	-	-	1 3%	-	-	1 1%	1 1%
Green Party	2 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	* 1%	1 1%	1 3%	-	* 1%	1 4%	1 2%	-	-	-	-	* 1%	* 1%	* 2%	1 1%	* 1%	1 1%	1 1%	4 2%
UKIP	1 1%	-	1 1%	1 1%	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	-	-	-	1 6%	-	-	-	-	1 2%	-	1 1%	1 1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party	1 1%	-	1 1%	1 1%	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	-	-	-	-	1 2%	-	1 2%	-	-	1 1%	-	1 1%
Undecided	61 32%	30 31%	44 29%	41 28%	37 28%	32 29%	2 27%	25 30%	36 33%	27 55%	21 28%	14 19%	10 77%	17 47%	13 29%	7 27%	5 28%	8 16%	2 7%	9 20%	14 25%	15 44%	22 40%	23 23%	37 42%	55 29%
Would not vote	3 2%	1 1%	1 1%	1 1%	1 1%	1 1%	-	* 1%	3 2%	-	1 2%	2 2%	-	-	-	1 5%	-	2 3%	-	1 3%	-	1 3%	1 1%	1 1%	2 2%	4 2%
Refused	28 14%	13 14%	22 14%	22 15%	21 16%	18 16%	2 30%	16 19%	11 11%	5 9%	4 5%	19 27%	-	5 13%	2 5%	2 7%	4 24%	15 28%	12 41%	8 17%	5 10%	5 15%	9 16%	13 13%	14 16%	28 15%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 11

Q.1(B). Which party are you most inclined to support?

Base : All undecided or refused

	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	189	30	35	30	71	66	60	73	116	74	70	44	58	2	60	73	68	25	20	141	3	58	66	65	19	161	74	37	29	26	46	189	
Weighted Total	192	33	32	31	67	68	64	73	120	77	70	22	80	2	83	84	58	19	29	141	3	65	64	63	21	163	82	36	38	23	43	189	
Conservative	33	33	-	-	-	33	33	12	21	15	7	1	18	-	18	12	12	2	7	24	*	8	13	12	4	28	6	6	19	-	2	30	
	17%	100%	-	-	-	48%	51%	16%	18%	19%	10%	5%	22%	-	21%	14%	21%	9%	24%	17%	12%	12%	20%	21%	17%	7%	17%	50%	-	4%	16%		
Labour	32	-	32	-	32	-	-	14	18	7	18	5	12	1	13	12	10	5	5	22	-	14	4	13	6	28	15	12	2	15	7	35	
	16%	-	100%	-	47%	-	-	19%	15%	9%	26%	22%	15%	40%	16%	15%	17%	25%	16%	16%	-	22%	6%	21%	28%	17%	18%	34%	6%	64%	17%	19%	
Liberal Democrats (Lib Dem)	31	-	-	31	31	31	31	14	18	10	16	6	15	-	15	20	7	3	2	26	-	8	9	15	5	29	14	4	2	1	25	30	
	16%	-	-	100%	47%	46%	49%	19%	15%	13%	23%	25%	19%	-	18%	23%	12%	15%	8%	19%	-	12%	14%	23%	25%	18%	17%	11%	5%	4%	58%	16%	
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	1	-	-	-	1	1	-	1	-	1	-	-	1	-	1	-	1	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	1
	1%	-	-	-	1%	1%	-	1%	-	1%	-	-	1%	-	1%	-	2%	-	-	1%	-	-	2%	-	-	-	1%	-	-	-	-	-	1%
Green Party	2	-	-	-	2	2	-	*	2	1	1	1	-	-	-	-	1	1	-	1	-	*	1	1	-	1	1	*	-	*	1	4	
	1%	-	-	-	3%	3%	-	*	1%	1%	1%	2%	-	-	-	-	2%	4%	-	1%	-	*	1%	1%	-	1%	2%	1%	-	1%	2%	2%	
UKIP	1	-	-	-	1	1	-	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	1	-	-	1	-	1	-	-	-	1	
	1%	-	-	-	2%	2%	-	-	1%	-	2%	-	-	-	-	-	2%	-	-	1%	-	-	2%	-	-	1%	-	3%	-	-	-	1%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
British National Party	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	1	-	-	1	-	-	1	-	1	1	-	1	-	-	-	1	
	1%	-	-	-	-	-	-	-	1%	1%	-	-	-	-	-	-	2%	-	-	1%	-	-	2%	-	1%	1%	-	3%	-	-	-	1%	
Undecided	61	-	-	-	-	-	-	25	35	30	20	6	28	1	29	32	11	8	10	42	1	21	27	13	4	49	32	7	13	4	8	55	
	32%	-	-	-	-	-	-	35%	30%	39%	28%	26%	35%	60%	35%	38%	18%	40%	34%	30%	36%	33%	42%	20%	21%	30%	39%	20%	34%	19%	19%	29%	
Would not vote	3	-	-	-	-	-	-	-	3	1	2	-	-	-	-	-	3	*	-	3	-	1	1	1	-	2	*	1	-	-	-	4	
	2%	-	-	-	-	-	-	-	3%	2%	2%	-	-	-	-	-	5%	2%	-	2%	-	2%	1%	2%	-	1%	*	4%	-	-	-	2%	
Refused	28	-	-	-	-	-	-	7	20	11	6	4	7	-	7	8	12	1	5	20	1	13	8	7	1	23	11	3	1	3	-	28	
	14%	-	-	-	-	-	-	10%	17%	14%	8%	19%	8%	-	8%	10%	20%	6%	18%	14%	52%	19%	13%	11%	5%	14%	14%	9%	2%	12%	-	15%	

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 12

Q.1(B). Which party are you most inclined to support?

Base : All undecided or refused

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	189	30	56	62	46	88	50	80	53	189
Weighted Total	192	24	61	58	46	92	49	83	51	189
Conservative	33 17%	5 20%	8 13%	14 25%	4 9%	20 22%	4 9%	22 26%	4 9%	30 16%
Labour	32 16%	8 31%	11 18%	10 17%	10 21%	10 11%	14 29%	11 13%	10 19%	35 19%
Liberal Democrats (Lib Dem)	31 16%	4 15%	12 19%	9 15%	10 22%	16 17%	11 22%	11 13%	12 24%	30 16%
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 1%	-	-	1 2%	-	1 1%	-	1 1%	-	1 1%
Green Party	2 1%	-	-	1 1%	* 1%	1 1%	-	1 1%	* *	4 2%
UKIP	1 1%	-	1 2%	-	-	-	-	-	-	1 1%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-
British National Party	1 1%	-	-	-	-	-	-	1 1%	-	1 1%
Undecided	61 32%	4 15%	18 30%	18 31%	15 33%	31 34%	13 26%	27 32%	17 33%	55 29%
Would not vote	3 2%	2 7%	-	* 1%	1 3%	* *	1 3%	* *	1 3%	4 2%
Refused	28 14%	3 12%	11 18%	5 8%	5 10%	13 14%	5 10%	10 12%	6 12%	28 15%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 13

Q.1(A). How would you vote if there were a General Election tomorrow? (certain to vote)

Base : All certain to vote

	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	589	589	589	589	589	589	-	277	312	128	216	245	43	85	102	114	108	137	64	188	164	114	123	352	237	589	
Weighted Total	585	585	585	585	585	585	-	283	301	125	218	242	47	78	117	102	102	139	67	187	168	119	112	354	230	589	
Conservative	197	197	197	197	197	197	-	91	106	35	66	96	11	24	38	28	36	59	29	75	56	45	21	131	66	190	
	34%	34%	34%	34%	34%	34%	-	32%	35%	28%	30%	40%	23%	32%	33%	27%	36%	43%	44%	40%	33%	38%	19%	37%	29%	32%	
Labour	185	185	185	185	185	185	-	88	96	43	69	73	22	21	32	37	41	32	14	46	52	42	45	98	86	193	
	32%	32%	32%	32%	32%	32%	-	31%	32%	34%	31%	30%	46%	27%	27%	36%	40%	23%	21%	25%	31%	35%	40%	28%	38%	33%	
Liberal Democrats (Lib Dem)	61	61	61	61	61	61	-	30	32	19	22	20	7	12	11	11	8	12	6	24	21	9	7	45	16	67	
	11%	11%	11%	11%	11%	11%	-	10%	11%	16%	10%	8%	15%	16%	10%	11%	8%	9%	9%	13%	13%	7%	7%	13%	7%	11%	
Scottish Nationalist	6	6	6	6	6	6	-	4	2	2	2	1	-	2	1	1	1	*	-	1	3	1	*	4	2	7	
	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	-	3%	1%	1%	1%	*	-	*	2%	1%	*	1%	1%	1%	
Plaid Cymru	4	4	4	4	4	4	-	3	*	1	1	2	-	1	-	1	2	-	-	2	*	2	-	2	2	5	
	1%	1%	1%	1%	1%	1%	-	1%	*	1%	*	1%	-	1%	-	1%	2%	-	-	1%	*	1%	-	1%	1%	1%	
Green Party	13	13	13	13	13	13	-	5	8	4	5	4	1	3	-	5	-	4	1	4	2	1	5	7	6	12	
	2%	2%	2%	2%	2%	2%	-	2%	3%	3%	2%	2%	2%	3%	-	5%	-	3%	1%	2%	1%	1%	4%	2%	3%	2%	
UKIP	9	9	9	9	9	9	-	4	5	*	4	5	-	*	-	4	3	2	2	4	3	1	1	7	2	11	
	2%	2%	2%	2%	2%	2%	-	1%	2%	*	2%	2%	-	*	-	4%	3%	1%	2%	2%	2%	1%	1%	2%	1%	2%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	10	10	10	10	10	10	-	7	3	4	6	-	2	2	2	5	-	-	-	4	1	2	4	5	5	9	
	2%	2%	2%	2%	2%	2%	-	3%	1%	3%	3%	-	4%	2%	2%	4%	-	-	-	2%	1%	1%	3%	1%	2%	2%	
Independent Candidate	1	1	1	1	1	1	-	*	1	1	*	-	-	1	*	-	-	-	-	1	-	-	-	1	-	2	
	*	*	*	*	*	*	-	*	*	1%	*	-	-	1%	*	-	-	-	-	1%	-	-	-	*	-	*	
Other	*	*	*	*	*	*	-	*	-	*	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-	1	
	*	*	*	*	*	*	-	*	-	*	-	-	1%	-	-	-	-	-	-	*	-	-	-	*	-	*	
Undecided	77	77	77	77	77	77	-	34	43	12	33	31	3	9	24	9	9	23	9	22	24	12	19	46	31	70	
	13%	13%	13%	13%	13%	13%	-	12%	14%	10%	15%	13%	7%	12%	21%	9%	9%	16%	13%	12%	14%	10%	17%	13%	13%	12%	
Would not vote	4	4	4	4	4	4	-	4	*	-	4	*	-	-	3	*	-	-	-	-	-	-	4	-	4	4	
	1%	1%	1%	1%	1%	1%	-	1%	*	-	2%	*	-	-	3%	*	-	*	-	-	-	-	4%	-	2%	1%	
Refused	18	18	18	18	18	18	-	14	5	3	7	8	1	2	5	2	2	7	6	3	4	5	6	8	11	18	
	3%	3%	3%	3%	3%	3%	-	5%	2%	2%	3%	3%	2%	3%	5%	2%	2%	5%	9%	2%	3%	4%	5%	2%	5%	3%	

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 14

Q.1(A). How would you vote if there were a General Election tomorrow? (certain to vote)

Base : All certain to vote

	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	Satis fied	Dissatis fied	Pub lic	Priv ate	Volun tary	Priv ate/Volun tary	Mort gage	Owned out right	Priv ate rent-er	Soc ial rent-er	Total owner occupier	Other	North	Mid-lands	South	Grea-ter Lon don	Eng-land	Tabloid	Broad sheet	Con	Lab		LD
Unweighted Total	589	204	212	80	332	324	284	266	323	256	236	149	193	14	207	246	224	60	54	470	5	205	172	212	72	506	234	165	199	173	125	589
Weighted Total	585	214	202	76	313	325	290	259	325	270	222	76	252	20	271	284	182	41	74	466	3	198	169	217	83	506	245	162	206	164	121	589
Conservative	197	197	-	-	-	197	197	91	106	164	12	19	88	7	95	106	72	9	9	178	1	48	68	80	25	186	90	64	180	3	8	190
	34%	92%	-	-	-	61%	68%	35%	33%	61%	5%	26%	35%	35%	35%	37%	40%	21%	12%	38%	28%	24%	40%	37%	30%	37%	37%	39%	87%	2%	7%	32%
Labour	185	-	185	-	185	-	-	78	107	31	124	31	74	3	77	88	45	14	35	134	2	84	37	63	39	146	79	52	3	141	25	193
	32%	-	91%	-	59%	-	-	30%	33%	11%	56%	41%	29%	15%	28%	31%	25%	34%	47%	29%	53%	42%	22%	29%	48%	29%	32%	32%	2%	86%	21%	33%
Liberal Democrats (Lib Dem)	61	-	-	61	61	61	61	37	25	36	13	11	29	6	35	32	11	12	6	43	*	20	17	25	3	57	10	17	*	1	57	67
	11%	-	-	80%	20%	19%	21%	14%	8%	13%	6%	15%	11%	31%	13%	11%	6%	30%	8%	9%	9%	10%	10%	12%	3%	11%	4%	11%	*	1%	47%	11%
Scottish Nationalist	6	-	-	-	6	6	-	5	1	1	3	*	5	-	5	2	3	-	-	6	-	6	-	-	-	-	2	1	-	-	-	7
	1%	-	-	-	2%	2%	-	2%	*	*	1%	1%	2%	-	2%	1%	2%	-	-	1%	-	3%	-	-	-	-	1%	1%	-	-	-	1%
Plaid Cymru	4	-	-	-	4	4	-	1	3	1	3	2	-	-	-	1	2	1	-	3	-	-	4	-	-	-	3	1	-	2	-	5
	1%	-	-	-	1%	1%	-	*	1%	*	1%	2%	-	-	-	*	1%	1%	-	1%	-	-	2%	-	-	-	1%	*	-	1%	-	1%
Green Party	13	-	-	-	13	13	-	4	9	1	9	2	2	2	4	4	3	-	6	7	-	1	2	10	4	12	6	2	2	-	3	12
	2%	-	-	-	4%	4%	-	1%	3%	1%	4%	2%	1%	11%	2%	2%	1%	-	8%	1%	-	*	1%	4%	5%	2%	3%	1%	1%	-	3%	2%
UKIP	9	-	-	-	9	9	-	1	8	3	6	1	2	-	2	3	5	*	-	8	-	2	1	6	2	9	5	1	4	*	-	11
	2%	-	-	-	3%	3%	-	*	2%	1%	3%	1%	1%	-	1%	1%	3%	1%	-	2%	-	1%	1%	3%	2%	2%	2%	1%	2%	*	-	2%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	10	-	-	-	-	-	-	7	3	-	10	1	9	-	9	2	5	-	3	7	-	7	2	2	-	10	8	1	-	1	1	9
	2%	-	-	-	-	-	-	3%	1%	-	5%	1%	4%	-	3%	1%	3%	-	4%	2%	-	3%	1%	1%	-	2%	3%	1%	-	1%	1%	2%
Independent Candidate	1	-	-	-	1	1	-	*	1	1	-	*	1	-	1	-	*	1	-	*	-	*	1	-	-	1	-	*	-	-	-	2
	*	-	-	-	*	*	-	*	*	*	-	1%	*	-	*	-	*	2%	-	*	-	*	*	-	-	*	-	*	-	-	-	*
Other	*	-	-	-	*	*	-	-	*	-	*	-	-	-	-	-	*	-	-	*	-	-	*	-	-	*	-	-	-	*	-	1
	*	-	-	-	*	*	-	-	*	-	*	-	-	-	-	-	*	-	-	*	-	-	*	-	-	*	-	-	-	*	-	*
Undecided	77	17	16	12	29	30	29	27	49	26	33	5	35	1	36	39	23	4	11	61	*	24	29	24	8	64	29	18	17	11	25	70
	13%	8%	8%	16%	9%	9%	10%	11%	15%	10%	15%	7%	14%	8%	13%	14%	13%	9%	15%	13%	10%	12%	17%	11%	9%	13%	12%	11%	8%	7%	21%	12%
Would not vote	4	-	-	-	-	-	-	1	3	*	4	-	1	-	1	-	2	*	2	2	-	*	2	2	-	4	*	*	-	1	-	4
	1%	-	-	-	-	-	-	*	1%	*	2%	-	1%	-	*	-	1%	1%	3%	*	-	*	1%	1%	-	1%	*	*	-	1%	-	1%
Refused	18	-	2	3	6	4	3	7	12	6	6	3	6	-	6	7	8	-	3	15	-	6	7	6	2	16	12	4	1	4	1	18
	3%	-	1%	4%	2%	1%	1%	3%	4%	2%	3%	4%	2%	-	2%	2%	5%	-	4%	3%	-	3%	4%	3%	3%	3%	5%	3%	*	2%	1%	3%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 15

Q.1(A). How would you vote if there were a General Election tomorrow? (certain to vote)

Base : All certain to vote

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	589	172	216	253	194	289	208	288	203	589
Weighted Total	585	157	218	245	192	283	201	280	198	589
Conservative	197 34%	55 35%	74 34%	128 52%	34 18%	150 53%	26 13%	139 50%	30 15%	190 32%
Labour	185 32%	49 31%	65 30%	30 12%	111 58%	35 12%	113 56%	42 15%	110 56%	193 33%
Liberal Democrats (Lib Dem)	61 11%	22 14%	24 11%	36 15%	11 6%	37 13%	17 8%	38 14%	17 8%	67 11%
Scottish Nationalist	6 1%	1 1%	3 2%	2 1%	2 1%	3 1%	2 1%	3 1%	1 *	7 1%
Plaid Cymru	4 1%	-	1 *	* *	2 1%	* *	2 1%	* *	2 1%	5 1%
Green Party	13 2%	3 2%	4 2%	8 3%	3 2%	7 2%	3 2%	8 3%	3 2%	12 2%
UKIP	9 2%	5 3%	3 1%	5 2%	1 1%	5 2%	1 1%	6 2%	1 *	11 2%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	10 2%	2 1%	2 1%	2 1%	7 4%	3 1%	7 3%	4 1%	6 3%	9 2%
Independent Candidate	1 *	* *	1 *	1 *	- -	1 *	- -	1 *	- -	2 *
Other	* *	* *	- -	- -	* *	- -	* *	- -	* *	1 *
Undecided	77 13%	15 10%	32 14%	25 10%	17 9%	33 12%	24 12%	34 12%	21 11%	70 12%
Would not vote	4 1%	-	3 1%	* *	2 1%	* *	2 1%	* *	1 1%	4 1%
Refused	18 3%	4 3%	5 2%	6 2%	3 2%	8 3%	5 3%	5 2%	5 3%	18 3%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 16

Q.1(B). Which party are you most inclined to support? (certain to vote)

Base : All undecided or refused - AND - certain to vote

	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	88	88	88	88	88	88	-	42	46	14	35	39	3	11	22	13	11	28	13	26	23	14	25	49	39	88
Weighted Total	95	95	95	95	95	95	-	47	48	15	40	40	4	11	29	11	10	29	15	25	28	17	25	53	42	88
Conservative	17	17	17	17	17	17	-	8	9	2	5	9	-	2	4	2	1	8	4	3	7	2	5	10	7	14
	18%	18%	18%	18%	18%	18%	-	17%	18%	14%	13%	24%	-	19%	13%	15%	9%	29%	26%	12%	26%	12%	19%	19%	16%	16%
Labour	18	18	18	18	18	18	-	12	6	1	10	7	-	1	6	4	2	5	3	9	5	*	3	14	3	19
	18%	18%	18%	18%	18%	18%	-	25%	12%	6%	24%	17%	-	8%	19%	39%	22%	16%	20%	38%	17%	3%	11%	27%	8%	22%
Liberal Democrats (Lib Dem)	15	15	15	15	15	15	-	5	10	1	9	5	1	*	8	1	1	3	2	3	8	2	2	11	4	13
	16%	16%	16%	16%	16%	16%	-	10%	21%	8%	22%	12%	19%	4%	28%	5%	14%	12%	13%	12%	27%	10%	10%	20%	10%	15%
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1	1	1	1	1	1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	1	1
	1%	1%	1%	1%	1%	1%	-	2%	-	-	2%	-	-	-	3%	-	-	-	-	-	-	6%	-	-	2%	1%
Green Party	1	1	1	1	1	1	-	-	1	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	1	1
	1%	1%	1%	1%	1%	1%	-	-	2%	5%	-	-	-	7%	-	-	-	-	-	-	-	4%	-	-	2%	1%
UKIP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided	30	30	30	30	30	30	-	12	18	8	12	10	3	5	9	3	4	6	1	6	8	7	9	14	16	26
	31%	31%	31%	31%	31%	31%	-	25%	38%	53%	29%	25%	81%	44%	29%	28%	39%	20%	7%	22%	28%	43%	36%	25%	39%	30%
Would not vote	1	1	1	1	1	1	-	-	1	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	1
	1%	1%	1%	1%	1%	1%	-	-	3%	-	-	3%	-	-	-	-	-	4%	-	5%	-	-	-	2%	-	1%
Refused	13	13	13	13	13	13	-	10	3	2	3	7	-	2	2	1	2	6	5	3	1	4	6	3	10	13
	14%	14%	14%	14%	14%	14%	-	21%	6%	15%	9%	18%	-	20%	7%	12%	16%	19%	34%	10%	2%	22%	24%	6%	23%	15%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 17

Q.1(B). Which party are you most inclined to support? (certain to vote)

Base : All undecided or refused - AND - certain to vote

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	Satis fied	Dissa tis -fied	Pub -lic	Priv -ate	Volun tary	Priv -ate/ Volun tary	Mort gage	Owned out right	Priv ate rent -er	Soc ial rent -er	Total owner occupier	Other	North	Mid-lands	South	Grea -ter Lon don	Eng-land	Tab loid	Broad sheet	Con	Lab	LD			
Unweighted Total	88	14	19	13	34	29	27	32	56	28	35	17	28	1	29	40	33	5	9	73	1	24	33	31	6	74	32	23	15	16	26	88	
Weighted Total	95	17	18	15	34	34	32	34	61	32	38	8	41	1	42	46	31	4	14	77	*	30	35	30	10	79	41	23	18	15	26	88	
Conservative	17	17	-	-	-	17	17	4	13	6	3	*	8	-	8	5	8	-	3	13	*	4	7	6	2	15	-	3	9	-	1	14	
	18%	100%	-	-	-	50%	53%	11%	22%	20%	9%	4%	20%	-	19%	12%	25%	-	23%	17%	100%	12%	20%	20%	17%	19%	-	13%	52%	-	5%	16%	
Labour	18	-	18	-	18	-	-	6	11	3	12	3	7	-	7	7	6	2	2	13	-	7	1	9	4	18	7	8	*	10	6	19	
	18%	-	100%	-	51%	-	-	19%	18%	8%	31%	31%	17%	-	16%	16%	19%	69%	14%	17%	-	23%	3%	32%	36%	22%	17%	37%	3%	67%	23%	22%	
Liberal Democrats (Lib Dem)	15	-	-	15	15	15	15	5	10	5	9	2	6	-	6	9	3	*	2	12	-	2	8	5	2	13	7	2	-	1	11	13	
	16%	-	-	100%	44%	45%	47%	15%	16%	16%	23%	23%	15%	-	14%	20%	11%	10%	15%	16%	-	7%	23%	16%	22%	16%	17%	9%	-	7%	43%	15%	
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Plaid Cymru	1	-	-	-	1	1	-	1	-	1	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	1
	1%	-	-	-	3%	3%	-	3%	-	3%	-	-	2%	-	2%	-	-	-	-	1%	-	-	3%	-	-	-	2%	-	-	-	-	-	1%
Green Party	1	-	-	-	1	1	-	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	1	-	-	-	1	1	
	1%	-	-	-	2%	2%	-	-	1%	2%	-	-	-	-	-	-	-	21%	-	-	-	-	-	2%	-	1%	2%	-	-	-	3%	1%	
UKIP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Undecided	30	-	-	-	-	-	-	13	17	13	10	1	15	1	16	18	5	-	6	24	-	11	13	6	2	22	17	5	7	1	7	26	
	31%	-	-	-	-	-	-	37%	28%	39%	26%	14%	36%	100%	38%	40%	18%	-	42%	31%	-	38%	36%	20%	24%	28%	41%	22%	40%	8%	26%	30%	
Would not vote	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	1	-	-	-	1	
	1%	-	-	-	-	-	-	-	2%	-	3%	-	-	-	-	-	4%	-	-	2%	-	4%	-	-	-	-	-	6%	-	-	-	1%	
Refused	13	-	-	-	-	-	-	5	8	4	3	2	4	-	4	6	6	-	1	12	-	5	5	3	-	11	9	3	1	3	-	13	
	14%	-	-	-	-	-	-	15%	13%	11%	8%	28%	10%	-	10%	13%	20%	-	6%	16%	-	16%	15%	10%	-	14%	21%	13%	5%	18%	-	15%	

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 18

Q.1(B). Which party are you most inclined to support? (certain to vote)

Base : All undecided or refused - AND - certain to vote

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	88	22	34	31	19	39	28	36	27	88
Weighted Total	95	19	37	31	20	41	29	39	27	88
Conservative	17 18%	3 14%	6 16%	8 26%	2 8%	10 24%	3 9%	11 29%	3 10%	14 16%
Labour	18 18%	7 38%	7 20%	5 17%	4 22%	5 12%	8 26%	7 18%	4 16%	19 22%
Liberal Democrats (Lib Dem)	15 16%	2 11%	6 16%	4 12%	5 24%	5 13%	7 25%	2 6%	8 30%	13 15%
Scottish Nationalist	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 1%	-	-	1 3%	-	1 2%	-	1 3%	-	1 1%
Green Party	1 1%	-	-	1 2%	-	1 2%	-	1 2%	-	1 1%
UKIP	-	-	-	-	-	-	-	-	-	-
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-
Undecided	30 31%	4 19%	12 34%	9 29%	7 33%	14 33%	8 27%	13 33%	8 29%	26 30%
Would not vote	1 1%	1 7%	-	-	-	-	-	-	-	1 1%
Refused	13 14%	2 12%	5 14%	3 10%	3 13%	6 14%	4 14%	4 10%	4 14%	13 15%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 19

Q.2. And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
1 - Absolutely certain not to vote	81	-	-	-	-	-	81	38	43	27	34	21	12	15	15	19	4	17	7	10	22	16	33	32	49	83
	8%	-	-	-	-	-	100%	8%	8%	9%	9%	6%	10%	9%	8%	11%	2%	8%	7%	4%	8%	8%	14%	6%	11%	8%
2	15	-	-	-	-	-	-	8	7	9	4	2	4	5	2	2	1	2	1	1	4	6	4	5	10	13
	1%	-	-	-	-	-	-	2%	1%	3%	1%	1%	3%	3%	1%	1%	*	1%	1%	*	1%	3%	1%	1%	2%	1%
3	24	-	-	-	-	-	-	18	5	13	5	5	7	6	2	3	5	-	-	3	4	9	7	8	16	22
	2%	-	-	-	-	-	-	4%	1%	5%	1%	2%	6%	4%	1%	2%	4%	-	-	1%	2%	4%	3%	1%	4%	2%
4	14	-	-	-	-	-	-	6	7	7	4	3	2	5	3	1	2	1	1	4	3	2	6	6	7	13
	1%	-	-	-	-	-	-	1%	1%	2%	1%	1%	2%	3%	2%	*	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
5	65	-	-	-	-	-	-	27	38	26	20	20	15	11	9	10	7	13	6	11	17	18	19	28	37	59
	6%	-	-	-	-	-	-	6%	7%	9%	5%	6%	12%	6%	5%	6%	5%	6%	6%	4%	6%	9%	8%	5%	8%	6%
6	35	-	35	-	-	-	-	20	15	19	12	4	4	15	10	3	2	3	2	3	14	7	11	17	19	34
	3%	-	4%	-	-	-	-	4%	3%	7%	3%	1%	3%	9%	5%	2%	1%	1%	2%	1%	5%	4%	5%	3%	4%	3%
7	45	-	45	45	-	-	-	23	23	14	21	10	9	5	9	12	5	6	1	8	19	7	12	27	19	41
	5%	-	6%	6%	-	-	-	5%	4%	5%	6%	3%	7%	3%	5%	7%	3%	3%	1%	3%	6%	3%	5%	5%	4%	4%
8	74	-	74	74	74	-	-	29	45	33	19	22	14	18	8	11	11	11	4	20	20	12	21	41	33	73
	7%	-	9%	10%	10%	-	-	6%	9%	11%	5%	6%	12%	11%	4%	7%	7%	5%	4%	8%	7%	6%	9%	7%	7%	7%
9	58	-	58	58	58	58	-	35	23	15	20	22	8	7	13	7	11	11	6	20	17	11	10	37	20	69
	6%	-	7%	8%	8%	9%	-	7%	4%	5%	6%	6%	7%	4%	7%	4%	8%	5%	6%	8%	6%	5%	4%	7%	5%	7%
10 - Absolutely certain to vote	585	585	585	585	585	585	-	283	301	125	218	242	47	78	117	102	102	139	67	187	168	119	112	354	230	589
	58%	100%	73%	77%	82%	91%	-	58%	58%	43%	60%	67%	38%	47%	61%	59%	67%	67%	67%	69%	58%	56%	47%	63%	52%	58%
Don't know	11	-	-	-	-	-	-	2	10	1	3	7	*	1	2	1	2	5	5	3	3	3	3	6	6	10
	1%	-	-	-	-	-	-	*	2%	*	1%	2%	*	1%	1%	1%	1%	3%	5%	1%	1%	1%	1%	1%	1%	1%
Refused	2	-	-	-	-	-	-	1	1	-	1	1	-	-	-	1	1	*	*	1	-	1	*	1	1	3
	*	-	-	-	-	-	-	*	*	-	*	*	-	-	-	*	*	*	*	*	*	*	*	*	*	*
Mean	8.08	10.00	9.39	9.55	9.71	9.91	1.00	8.05	8.12	7.31	8.14	8.65	7.10	7.47	8.25	8.02	8.83	8.52	8.60	8.89	8.14	7.86	7.28	8.50	7.55	8.14

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 20

Q.2. And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

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	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009	
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009	
1 - Absolutely certain not to vote	81	4	9	-	10	6	4	28	53	18	45	9	27	3	30	29	11	11	31	39	1	30	22	30	5	73	24	14	1	5	4	83	
	8%	1%	3%	-	2%	1%	1%	6%	9%	4%	11%	8%	6%	12%	7%	6%	4%	11%	18%	5%	9%	9%	7%	8%	4%	8%	6%	6%	*	2%	2%	8%	
2	15	1	5	-	5	1	1	7	8	3	6	2	6	-	6	5	2	2	7	6	-	3	9	3	2	15	5	1	2	1	-	13	
	1%	*	2%	-	1%	*	*	2%	1%	1%	2%	1%	1%	-	1%	1%	1%	2%	4%	1%	-	1%	3%	1%	2%	2%	1%	1%	1%	1%	-	1%	
3	24	4	2	2	5	7	6	13	11	10	10	3	13	-	13	15	1	3	5	15	-	7	11	5	1	19	16	1	*	3	3	22	
	2%	1%	1%	1%	1%	1%	1%	3%	2%	2%	2%	3%	3%	-	3%	3%	*	4%	3%	2%	-	2%	4%	1%	*	2%	4%	*	2%	2%	2%		
4	14	4	2	2	8	10	6	9	5	3	6	2	6	-	6	7	1	4	2	8	-	4	6	4	2	10	9	-	4	2	1	13	
	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%	1%	-	1%	1%	*	4%	1%	1%	-	1%	2%	1%	2%	1%	2%	-	1%	1%	1%	1%	
5	65	20	10	9	29	39	29	23	42	32	23	5	28	-	28	30	19	10	6	50	-	20	27	18	3	62	32	9	8	12	8	59	
	6%	6%	3%	7%	6%	8%	7%	5%	7%	7%	6%	4%	6%	-	6%	7%	7%	10%	3%	7%	-	6%	9%	5%	3%	7%	7%	4%	3%	5%	5%	6%	
6	35	13	9	5	18	22	17	14	21	16	15	4	16	-	16	12	4	8	10	17	-	13	10	12	7	28	22	1	8	6	5	34	
	3%	4%	3%	4%	4%	4%	4%	3%	4%	4%	4%	3%	4%	-	4%	3%	2%	8%	6%	2%	-	4%	3%	3%	5%	3%	5%	1%	3%	3%	3%	3%	
7	45	11	17	6	28	22	17	25	21	14	25	5	26	-	26	27	7	4	8	33	-	14	15	16	5	41	25	4	10	12	5	41	
	5%	3%	6%	5%	6%	4%	4%	6%	4%	3%	6%	4%	6%	-	6%	6%	2%	4%	5%	5%	-	4%	5%	4%	4%	5%	6%	2%	4%	5%	3%	4%	
8	74	25	15	12	35	45	38	26	47	36	23	8	29	1	30	24	24	6	17	49	3	18	26	30	10	55	37	7	25	8	10	73	
	7%	8%	5%	10%	7%	9%	9%	6%	8%	8%	6%	7%	7%	4%	6%	5%	9%	6%	10%	7%	33%	5%	8%	8%	8%	6%	9%	3%	9%	3%	6%	7%	
9	58	17	13	12	29	32	29	30	28	26	20	9	26	-	26	19	22	8	8	41	1	22	15	20	7	51	18	17	17	13	12	69	
	6%	5%	5%	10%	6%	6%	7%	7%	5%	6%	5%	7%	6%	-	6%	4%	8%	8%	5%	6%	13%	7%	5%	6%	5%	6%	4%	8%	6%	6%	7%	7%	
10 - Absolutely certain to vote	585	214	202	76	313	325	290	259	325	270	222	76	252	20	271	284	182	41	74	466	3	198	169	217	83	506	245	162	206	164	121	589	
	58%	68%	70%	61%	64%	64%	66%	62%	57%	62%	55%	62%	58%	84%	59%	63%	66%	42%	43%	64%	45%	59%	54%	60%	64%	58%	56%	75%	73%	71%	71%	58%	
Don't know	11	1	6	-	6	1	1	5	6	4	6	1	4	-	4	2	3	1	5	5	-	6	2	3	2	10	3	-	-	4	-	10	
	1%	*	2%	-	1%	*	*	1%	1%	1%	1%	1%	1%	-	1%	*	1%	1%	3%	1%	-	2%	1%	1%	2%	1%	1%	-	-	2%	-	1%	
Refused	2	-	*	1	1	1	1	1	1	2	*	1	1	-	1	1	*	1	-	1	-	-	*	1	2	1	-	-	-	-	-	3	
	*	-	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*	1%	-	*	-	-	*	1%	2	*	*	*	-	-	-	-	*
Mean	8.08	8.87	8.85	8.86	8.71	8.73	8.87	8.20	7.99	8.51	7.77	8.33	8.16	8.87	8.20	8.25	8.81	7.17	6.96	8.46	8.35	8.12	7.83	8.27	8.64	8.05	8.07	8.91	9.22	8.93	9.00	8.14	

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 21

Q.2. And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth -ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
1 - Absolutely certain not to vote	81 8%	9 4%	14 4%	21 5%	30 10%	26 5%	31 10%	31 6%	31 10%	83 8%
2	15 1%	2 1%	-	5 1%	2 1%	7 1%	3 1%	9 2%	2 1%	13 1%
3	24 2%	1 *	5 2%	11 3%	5 2%	14 3%	7 2%	13 3%	7 2%	22 2%
4	14 1%	-	3 1%	6 2%	2 1%	6 1%	4 1%	8 2%	4 1%	13 1%
5	65 6%	9 4%	12 4%	24 6%	18 6%	34 7%	15 5%	40 8%	16 5%	59 6%
6	35 3%	6 3%	5 1%	19 5%	7 2%	23 5%	11 3%	22 4%	10 3%	34 3%
7	45 5%	8 4%	10 3%	17 4%	14 4%	23 5%	10 3%	26 5%	12 4%	41 4%
8	74 7%	9 4%	21 7%	33 8%	13 4%	51 10%	13 4%	46 9%	14 5%	73 7%
9	58 6%	7 3%	28 9%	18 4%	15 5%	27 6%	17 5%	26 5%	16 5%	69 7%
10 - Absolutely certain to vote	585 58%	157 76%	218 69%	245 61%	192 63%	283 57%	201 63%	280 56%	198 63%	589 58%
Don't know	11 1%	*	1 *	2 1%	6 2%	2 *	6 2%	3 1%	5 1%	10 1%
Refused	2 *	1 *	1 *	2 *	*	2 *	-	2 *	*	3 *
Mean	8.08	8.98	8.87	8.30	8.19	8.21	8.18	8.06	8.16	8.14

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 22

Q.3 Are you satisfied or dissatisfied with the way the Government is running the country?

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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Satisfied	434	270	364	347	333	297	18	231	204	137	143	154	61	76	70	73	63	91	47	126	140	88	80	266	169	419
	43%	46%	46%	46%	47%	46%	22%	47%	39%	48%	40%	43%	50%	46%	37%	43%	41%	44%	47%	46%	48%	42%	34%	47%	38%	42%
Dissatisfied	403	222	306	291	265	242	45	190	213	110	156	137	41	69	90	66	57	79	35	100	104	87	111	205	198	420
	40%	38%	38%	38%	37%	38%	56%	39%	41%	38%	43%	38%	33%	42%	48%	38%	37%	38%	35%	37%	36%	41%	47%	36%	44%	42%
Don't know	172	92	127	123	118	104	18	71	101	41	62	69	20	20	30	32	33	36	19	45	46	35	45	92	81	170
	17%	16%	16%	16%	16%	16%	22%	14%	20%	14%	17%	19%	17%	12%	16%	19%	22%	18%	19%	17%	16%	17%	19%	16%	18%	17%
Net satisfied	32	48	58	57	68	55	-27	41	-9	27	-13	17	21	7	-20	7	5	12	12	26	36	1	-30	61	-29	-1
	3%	8%	7%	7%	9%	9%	-34%	8%	-2%	10%	-4%	5%	17%	4%	-11%	4%	4%	6%	12%	9%	12%	*	-13%	11%	-7%	*

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 23

Q.3 Are you satisfied or dissatisfied with the way the Government is running the country?

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	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009
Satisfied	434	238	51	59	128	315	297	212	223	434	-	45	208	11	219	221	120	48	42	341	4	120	153	161	48	389	175	107	201	45	70	419
	43%	76%	18%	48%	26%	62%	68%	48%	39%	100%	-	37%	48%	48%	48%	49%	43%	48%	24%	47%	51%	36%	49%	45%	37%	45%	40%	49%	71%	19%	41%	42%
Dissatisfied	403	32	187	41	277	122	73	160	243	-	403	59	149	8	157	165	101	33	100	266	3	171	95	137	58	339	203	74	40	148	67	420
	40%	10%	65%	33%	57%	24%	17%	36%	43%	-	100%	48%	34%	35%	34%	36%	37%	33%	58%	36%	46%	51%	30%	38%	45%	39%	46%	34%	14%	64%	40%	42%
Don't know	172	44	52	24	83	75	68	69	104	-	-	18	78	4	82	67	55	18	31	123	*	45	65	62	23	144	62	36	41	38	32	170
	17%	14%	18%	19%	17%	15%	15%	16%	18%	-	-	15%	18%	16%	18%	15%	20%	18%	18%	17%	4%	13%	21%	17%	17%	16%	14%	16%	14%	16%	19%	17%
Net satisfied	32	206	-136	18	-149	193	224	52	-20	434	-403	-14	60	3	63	56	19	15	-59	75	*	-52	59	25	-10	50	-28	33	161	-103	3	-1
	3%	65%	-47%	15%	-30%	38%	51%	12%	-4%	100%	-100%	-11%	14%	13%	14%	12%	7%	15%	-34%	10%	5%	-15%	19%	7%	-8%	6%	-6%	15%	57%	-45%	2%	*

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 24

Q.3 Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
Satisfied	434 43%	95 46%	149 47%	265 66%	60 20%	310 62%	63 20%	308 61%	56 18%	419 42%
Dissatisfied	403 40%	86 41%	106 33%	89 22%	199 65%	109 22%	203 64%	127 25%	202 64%	420 42%
Don't know	172 17%	27 13%	62 20%	49 12%	47 15%	80 16%	52 16%	69 14%	56 18%	170 17%
Net satisfied	32 3%	9 4%	43 14%	176 44%	-139 -45%	201 40%	-140 -44%	181 36%	-146 -46%	-1 *

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 25

Q.4 Are you satisfied or dissatisfied with the way David Cameron is doing his job as Prime Minister?

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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Satisfied	556 55%	336 58%	462 58%	440 58%	418 58%	369 57%	21 26%	279 57%	277 53%	156 54%	186 51%	214 59%	67 55%	89 54%	98 52%	88 51%	90 59%	124 60%	60 60%	164 60%	160 55%	115 54%	117 49%	324 58%	232 52%	539 53%
Dissatisfied	320 32%	182 31%	245 31%	233 31%	216 30%	199 31%	36 44%	163 33%	157 30%	91 32%	121 33%	107 30%	38 31%	54 33%	68 35%	53 31%	50 33%	57 27%	27 27%	82 30%	89 31%	74 35%	74 31%	172 31%	148 33%	335 33%
Don't know	134 13%	67 11%	90 11%	88 12%	82 11%	74 11%	24 30%	50 10%	84 16%	40 14%	54 15%	39 11%	18 14%	22 13%	25 13%	30 17%	13 8%	27 13%	13 13%	25 9%	41 14%	22 10%	46 19%	67 12%	67 15%	135 13%
Net satisfied	236 23%	155 26%	217 27%	207 27%	201 28%	170 26%	-15 -19%	116 24%	120 23%	65 23%	65 18%	106 30%	30 24%	35 21%	30 16%	34 20%	40 26%	67 32%	33 33%	81 30%	71 24%	40 19%	43 18%	152 27%	84 19%	204 20%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 26

Q.4 Are you satisfied or dissatisfied with the way David Cameron is doing his job as Prime Minister?

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	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009
Satisfied	556	288	68	78	180	400	365	256	299	406	70	56	257	15	272	273	163	53	62	436	4	151	192	212	63	492	238	130	249	62	91	539
	55%	92%	23%	62%	37%	78%	83%	58%	53%	93%	17%	46%	59%	66%	59%	60%	59%	54%	36%	60%	54%	45%	61%	59%	49%	56%	54%	60%	88%	27%	54%	53%
Dissatisfied	320	13	181	27	239	72	41	132	188	10	286	52	120	1	122	131	80	27	78	211	3	137	74	108	53	261	153	70	22	140	53	335
	32%	4%	62%	22%	49%	14%	9%	30%	33%	2%	71%	42%	28%	5%	27%	29%	29%	28%	45%	29%	46%	41%	24%	30%	41%	30%	35%	32%	8%	60%	31%	33%
Don't know	134	13	42	19	69	40	32	52	82	18	46	14	57	7	64	50	32	18	34	82	-	48	47	39	13	118	49	17	12	30	25	135
	13%	4%	14%	16%	14%	8%	7%	12%	14%	4%	12%	12%	13%	29%	14%	11%	12%	18%	19%	11%	-	14%	15%	11%	10%	14%	11%	8%	4%	13%	15%	13%
Net satisfied	236	274	-113	50	-58	328	325	124	112	395	-215	4	136	14	150	142	84	26	-16	225	1	14	118	104	10	231	85	60	227	-78	38	204
	23%	87%	-39%	40%	-12%	64%	74%	28%	20%	91%	-54%	4%	31%	60%	33%	31%	30%	26%	-9%	31%	9%	4%	38%	29%	8%	27%	19%	28%	80%	-34%	23%	20%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 27

Q.4 Are you satisfied or dissatisfied with the way David Cameron is doing his job as Prime Minister?

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
Satisfied	556 55%	123 59%	192 61%	304 75%	108 35%	370 74%	108 34%	368 73%	104 33%	539 53%
Dissatisfied	320 32%	70 34%	90 28%	62 15%	172 56%	73 15%	177 56%	81 16%	178 56%	335 33%
Don't know	134 13%	15 7%	36 11%	37 9%	26 9%	56 11%	33 10%	56 11%	33 10%	135 13%
Net satisfied	236 23%	54 26%	103 32%	243 60%	-64 -21%	298 60%	-69 -22%	287 57%	-73 -23%	204 20%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 28

Q.5 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?

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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Satisfied	479 47%	295 50%	395 50%	378 50%	360 50%	322 50%	17 21%	243 50%	236 46%	149 52%	159 44%	171 48%	67 55%	82 49%	91 48%	68 40%	72 47%	99 48%	46 46%	147 54%	141 49%	96 46%	94 40%	289 51%	190 43%	466 46%
Dissatisfied	341 34%	204 35%	273 34%	260 34%	240 34%	223 35%	34 42%	174 35%	167 32%	83 29%	126 35%	132 37%	30 24%	53 32%	66 35%	60 35%	59 38%	73 35%	36 36%	83 30%	90 31%	81 38%	88 37%	172 31%	169 38%	362 36%
Don't know	189 19%	86 15%	128 16%	124 16%	115 16%	97 15%	30 37%	74 15%	115 22%	55 19%	76 21%	57 16%	25 21%	30 18%	33 17%	43 25%	22 14%	35 17%	18 18%	42 15%	59 20%	34 16%	54 23%	101 18%	88 20%	181 18%
Net satisfied	138 14%	91 16%	122 15%	118 16%	120 17%	100 16%	-17 -21%	70 14%	68 13%	65 23%	33 9%	40 11%	37 30%	28 17%	25 13%	7 4%	14 9%	26 13%	11 11%	65 24%	52 18%	15 7%	6 3%	116 21%	21 5%	104 10%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 29

Q.5 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?

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	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009
Satisfied	479	231	71	77	181	340	308	217	262	346	74	51	225	13	238	242	138	49	46	380	3	129	164	186	52	424	176	110	192	57	92	466
	47%	74%	25%	62%	37%	67%	70%	49%	46%	80%	18%	42%	52%	54%	52%	53%	50%	50%	27%	52%	46%	38%	52%	52%	41%	49%	40%	51%	68%	25%	54%	46%
Dissatisfied	341	41	173	30	234	101	70	138	203	35	276	54	120	4	124	135	96	26	81	231	3	144	87	111	51	278	180	72	41	143	54	362
	34%	13%	60%	24%	48%	20%	16%	31%	36%	8%	69%	44%	28%	19%	27%	30%	35%	27%	47%	32%	40%	43%	28%	31%	39%	32%	41%	33%	15%	62%	32%	36%
Don't know	189	42	46	18	74	70	60	85	104	53	53	17	89	6	95	77	42	23	46	119	1	64	62	63	26	169	84	34	48	31	24	181
	19%	13%	16%	14%	15%	14%	14%	19%	18%	12%	13%	14%	21%	27%	21%	17%	15%	24%	26%	16%	14%	19%	20%	18%	20%	19%	19%	16%	17%	13%	14%	18%
Net satisfied	138	190	-102	47	-53	239	238	80	58	312	-202	-2	105	8	114	107	43	23	-35	150	*	-15	77	75	2	146	-4	38	151	-86	38	104
	14%	61%	-35%	38%	-11%	47%	54%	18%	10%	72%	-50%	-2%	24%	35%	25%	24%	15%	23%	-20%	21%	6%	-4%	25%	21%	1%	17%	-1%	18%	54%	-37%	22%	10%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 30

Q.5 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
Satisfied	479 47%	100 48%	164 52%	268 66%	90 30%	309 62%	99 31%	309 61%	93 30%	466 46%
Dissatisfied	341 34%	85 41%	102 32%	73 18%	181 59%	91 18%	182 57%	104 21%	181 58%	362 36%
Don't know	189 19%	22 11%	51 16%	62 15%	35 11%	99 20%	37 12%	93 18%	40 13%	181 18%
Net satisfied	138 14%	16 7%	62 19%	195 48%	-90 -29%	218 44%	-83 -26%	205 41%	-88 -28%	104 10%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 31
Q.6 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Improve	372 37%	226 39%	310 39%	299 39%	283 40%	247 38%	16 19%	183 37%	189 37%	107 37%	114 31%	151 42%	49 40%	58 35%	63 33%	51 30%	58 38%	93 45%	47 47%	112 41%	108 37%	76 36%	77 33%	220 39%	152 34%	354 35%
Stay the same	245 24%	139 24%	191 24%	181 24%	173 24%	158 25%	21 26%	126 26%	119 23%	80 28%	107 30%	57 16%	32 26%	48 29%	53 28%	54 32%	34 22%	23 11%	11 11%	75 28%	76 26%	49 23%	45 19%	151 27%	94 21%	244 24%
Get worse	348 34%	206 35%	273 34%	263 35%	243 34%	222 35%	31 38%	166 34%	182 35%	87 30%	133 37%	128 35%	34 28%	53 32%	71 37%	62 36%	60 39%	68 33%	30 30%	74 27%	97 33%	79 38%	98 41%	171 30%	177 40%	373 37%
Don't know	44 4%	13 2%	23 3%	19 2%	16 2%	15 2%	13 16%	17 3%	27 5%	13 4%	7 2%	24 7%	8 7%	5 3%	3 2%	4 2%	1 *	23 11%	13 13%	11 4%	9 3%	8 4%	16 7%	20 4%	24 5%	38 4%
Net improve	24 2%	19 3%	37 5%	36 5%	40 6%	25 4%	-16 -19%	17 3%	7 1%	20 7%	-19 -5%	23 6%	15 12%	5 3%	-8 -4%	-11 -7%	-2 -1%	25 12%	17 17%	38 14%	10 4%	-4 -2%	-21 -9%	49 9%	-25 -5%	-19 -2%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 32
Q.6 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

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	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009
Improve	372	175	70	46	137	242	221	153	219	234	76	33	158	16	174	162	116	41	51	277	2	102	133	137	51	327	166	83	159	52	54	354
	37%	56%	24%	37%	28%	47%	50%	35%	39%	54%	19%	27%	36%	70%	38%	36%	42%	42%	30%	38%	31%	30%	43%	38%	40%	38%	38%	38%	56%	22%	32%	35%
Stay the same	245	75	62	37	120	133	112	131	114	113	82	32	130	1	131	136	58	21	29	194	1	83	68	94	32	215	104	53	64	54	47	244
	24%	24%	21%	30%	25%	26%	26%	30%	20%	26%	20%	26%	30%	4%	29%	30%	21%	22%	16%	27%	17%	25%	22%	26%	25%	25%	24%	24%	23%	23%	28%	24%
Get worse	348	55	150	41	221	125	96	145	202	72	231	54	136	5	142	150	86	30	78	236	4	132	105	111	37	289	150	75	53	119	65	373
	34%	18%	52%	33%	45%	25%	22%	33%	36%	17%	57%	45%	31%	22%	31%	33%	31%	30%	45%	32%	53%	39%	34%	31%	29%	33%	34%	35%	19%	51%	39%	37%
Don't know	44	9	8	1	11	11	10	10	34	15	14	3	11	1	12	6	16	6	15	23	-	20	7	18	8	40	20	6	6	7	3	38
	4%	3%	3%	1%	2%	2%	2%	2%	6%	3%	3%	2%	2%	4%	3%	1%	6%	6%	9%	3%	-	6%	2%	5%	6%	5%	5%	3%	2%	3%	2%	4%
Net improve	24	119	-81	5	-84	116	125	8	17	162	-155	-21	21	11	32	11	30	11	-27	41	-2	-30	28	26	14	38	16	8	106	-67	-11	-19
	2%	38%	-28%	4%	-17%	23%	28%	2%	3%	37%	-39%	-18%	5%	47%	7%	2%	11%	12%	-15%	6%	-22%	-9%	9%	7%	11%	4%	4%	3%	37%	-29%	-7%	-2%

Fieldwork dates : 23rd to 25th July 2010
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)
 *=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 33

Q.5 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister?

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
Satisfied	479 47%	100 48%	164 52%	268 66%	90 30%	309 62%	99 31%	309 61%	93 30%	466 46%
Dissatisfied	341 34%	85 41%	102 32%	73 18%	181 59%	91 18%	182 57%	104 21%	181 58%	362 36%
Don't know	189 19%	22 11%	51 16%	62 15%	35 11%	99 20%	37 12%	93 18%	40 13%	181 18%
Net satisfied	138 14%	16 7%	62 19%	195 48%	-90 -29%	218 44%	-83 -26%	205 41%	-88 -28%	104 10%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 34

Q.7. On balance, do you agree or disagree that in the long term, this government's policies will improve the state of Britain's public services?

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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Agree	454 45%	277 47%	386 48%	364 48%	343 48%	303 47%	16 20%	228 46%	227 44%	140 49%	149 41%	165 46%	59 48%	82 50%	81 42%	68 40%	73 48%	92 44%	44 44%	113 42%	139 48%	104 49%	98 42%	253 45%	202 45%	441 44%
Disagree	454 45%	261 45%	348 44%	338 44%	315 44%	287 45%	45 55%	229 47%	224 43%	122 42%	187 52%	145 40%	53 43%	69 42%	99 52%	88 51%	65 43%	80 38%	32 32%	134 49%	120 41%	92 44%	107 45%	254 45%	200 45%	469 46%
Don't know	101 10%	47 8%	63 8%	60 8%	58 8%	53 8%	20 25%	34 7%	67 13%	25 9%	26 7%	50 14%	11 9%	14 8%	11 6%	15 9%	14 9%	36 17%	24 24%	24 9%	31 11%	15 7%	31 13%	55 10%	45 10%	99 10%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 35

Q.7. On balance, do you agree or disagree that in the long term, this government's policies will improve the state of Britain's public services?

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	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009
Agree	454	252	50	53	129	331	305	210	245	314	79	50	203	16	218	206	134	49	61	340	4	127	163	165	55	399	205	101	223	38	68	441
	45%	80%	17%	43%	26%	65%	70%	48%	43%	72%	20%	41%	47%	67%	48%	45%	49%	49%	35%	47%	59%	38%	52%	46%	43%	46%	47%	46%	79%	17%	40%	44%
Disagree	454	45	220	54	313	138	99	200	254	91	292	62	195	5	200	207	116	37	92	322	2	174	126	153	63	384	193	107	44	171	88	469
	45%	14%	76%	43%	64%	27%	23%	45%	45%	21%	73%	50%	45%	22%	44%	45%	42%	38%	53%	44%	27%	52%	40%	43%	49%	44%	44%	49%	16%	74%	52%	46%
Don't know	101	17	21	18	46	42	35	30	71	30	31	10	37	3	40	42	26	13	20	67	1	35	24	41	10	88	42	9	15	22	13	99
	10%	5%	7%	14%	9%	8%	8%	7%	12%	7%	8%	9%	9%	11%	9%	9%	9%	13%	11%	9%	14%	11%	8%	11%	8%	10%	9%	4%	5%	9%	8%	10%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 36

Q.7. On balance, do you agree or disagree that in the long term, this government's policies will improve the state of Britain's public services?

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
Agree	454 45%	91 44%	138 43%	275 68%	66 22%	338 68%	62 20%	340 67%	61 19%	441 44%
Disagree	454 45%	105 50%	158 50%	103 26%	226 74%	125 25%	240 75%	141 28%	238 76%	469 46%
Don't know	101 10%	12 6%	21 7%	25 6%	13 4%	36 7%	16 5%	25 5%	16 5%	99 10%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 37

Q.8. Recently David Cameron and the Conservative Party have been talking about their plans to create a “Big Society” in Britain. Do you remember hearing anything about this, or not?

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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Yes	528 52%	377 65%	470 59%	459 60%	442 62%	412 64%	24 30%	303 62%	225 43%	104 36%	203 56%	221 61%	37 31%	66 40%	99 52%	105 61%	98 64%	123 59%	63 62%	189 70%	170 59%	89 42%	80 34%	359 64%	169 38%	544 54%
No	476 47%	203 35%	323 41%	298 39%	270 38%	226 35%	57 70%	189 38%	288 56%	182 63%	156 43%	138 38%	85 69%	97 59%	91 48%	65 38%	53 35%	85 41%	38 38%	82 30%	120 41%	120 57%	154 65%	202 36%	274 61%	460 46%
Don't know	5 *	4 1%	4 1%	4 1%	4 1%	4 1%	-	-	5 1%	1 1%	2 1%	1 *	-	1 1%	*	2 1%	1 1%	-	-	*	1 *	2 1%	2 1%	1 *	4 1%	5 *

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 38

Q.8. Recently David Cameron and the Conservative Party have been talking about their plans to create a “Big Society” in Britain. Do you remember hearing anything about this, or not?

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	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009	
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009	
Yes	528	186	157	73	267	296	259	244	284	244	193	71	227	10	237	253	180	37	55	433	3	149	172	207	75	469	193	164	169	123	113	544	
		52%	59%	54%	59%	55%	58%	59%	56%	50%	56%	48%	58%	52%	45%	52%	56%	65%	38%	32%	59%	45%	44%	55%	57%	58%	54%	44%	76%	60%	53%	66%	54%
No	476	126	133	51	220	213	177	191	285	188	206	50	206	11	217	197	96	61	118	292	4	187	136	152	54	397	243	52	110	108	56	460	
		47%	40%	46%	41%	45%	42%	40%	43%	50%	43%	51%	41%	47%	49%	47%	43%	35%	62%	68%	40%	55%	56%	44%	42%	42%	46%	55%	24%	39%	47%	33%	46%
Don't know	5	2	1	-	1	2	2	4	1	2	3	1	2	1	3	5	-	-	*	5	-	-	4	1	1	5	3	-	2	1	1	5	
	*	1%	*	-	*	*	1%	1%	*	1%	1%	1%	*	6%	1%	1%	-	-	*	1%	-	-	1%	*	*	1%	1%	-	1%	*	1%	*	

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 39

Q.8. Recently David Cameron and the Conservative Party have been talking about their plans to create a “Big Society” in Britain. Do you remember hearing anything about this, or not?

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
Yes	528 52%	207 100%	317 100%	217 54%	166 54%	251 50%	173 54%	257 51%	169 54%	544 54%
No	476 47%	-	-	185 46%	139 46%	245 49%	143 45%	247 49%	143 46%	460 46%
Don't know	5 *	-	-	1 *	1 *	3 1%	2 1%	* *	2 1%	5 *

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 40

Q.9. How much, if anything, do you feel you know about their plans for a “Big Society”?

Base : All who recall hearing about plans for a “Big Society” (at Q.8)

	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	544	390	485	475	460	428	29	299	245	115	201	228	37	78	94	107	107	121	58	196	170	84	94	366	178	544
Weighted Total	528	377	470	459	442	412	24	303	225	104	203	221	37	66	99	105	98	123	63	189	170	89	80	359	169	544
A great deal	30 6%	22 6%	26 5%	24 5%	22 5%	22 5%	*	15 5%	15 7%	4 4%	13 7%	13 6%	-	4 6%	6 6%	7 7%	5 6%	8 6%	5 8%	12 6%	8 5%	7 8%	3 3%	20 6%	10 6%	30 6%
A fair amount	177 34%	135 36%	160 34%	156 34%	150 34%	142 34%	9 36%	94 31%	84 37%	36 35%	73 36%	68 31%	14 39%	22 33%	33 34%	40 38%	24 25%	44 36%	22 35%	73 38%	63 37%	25 29%	16 20%	136 38%	41 25%	199 37%
Not very much	193 37%	137 36%	179 38%	177 39%	170 39%	160 39%	5 23%	112 37%	81 36%	37 36%	72 35%	84 38%	10 26%	27 41%	36 37%	35 34%	45 46%	39 32%	20 32%	63 33%	60 35%	36 40%	34 43%	123 34%	70 41%	192 35%
Heard of, but know nothing	124 24%	81 21%	102 22%	100 22%	97 22%	86 21%	8 35%	80 26%	45 20%	27 26%	45 22%	52 24%	13 36%	13 20%	23 23%	22 21%	23 24%	29 24%	13 21%	40 21%	38 23%	20 23%	26 32%	79 22%	46 27%	120 22%
Don't know	3 1%	2 *	2 *	2 *	2 *	2 *	1 6%	3 1%	* *	* *	- -	3 1%	- -	* *	- -	- -	- -	3 2%	3 5%	1 1%	- -	* *	2 2%	1 *	2 1%	3 1%
Combinations - Summary																										
A great deal/fair amount	207 39%	157 42%	186 40%	180 39%	173 39%	164 40%	9 37%	109 36%	99 44%	40 38%	86 42%	81 37%	14 39%	25 38%	39 40%	47 45%	30 30%	51 42%	27 42%	84 45%	72 42%	33 37%	19 23%	156 43%	51 30%	229 42%
Not very much/heard of, but know nothing	317 60%	218 58%	281 60%	277 60%	267 61%	246 60%	14 57%	191 63%	126 56%	64 61%	117 58%	137 62%	23 61%	41 61%	59 60%	58 55%	68 70%	68 56%	33 53%	103 55%	98 58%	56 63%	60 75%	202 56%	116 69%	312 57%
Net - a great deal/fair amount	-110 -21%	-61 -16%	-95 -20%	-97 -21%	-95 -21%	-82 -20%	-5 -20%	-83 -27%	-27 -12%	-24 -23%	-31 -15%	-55 -25%	-9 -23%	-15 -23%	-20 -20%	-11 -10%	-38 -39%	-17 -14%	-7 -11%	-19 -10%	-27 -16%	-23 -26%	-41 -51%	-46 -13%	-64 -38%	-83 -15%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 41

Q.9. How much, if anything, do you feel you know about their plans for a "Big Society"?

Base : All who recall hearing about plans for a "Big Society" (at Q.8)

	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	Broad sheet	Con	Lab		LD	
Unweighted Total	544	182	166	80	289	305	262	261	283	240	214	145	176	8	184	224	216	56	43	440	5	162	172	210	72	475	191	177	165	132	119	544	
Weighted Total	528	186	157	73	267	296	259	244	284	244	193	71	227	10	237	253	180	37	55	433	3	149	172	207	75	469	193	164	169	123	113	544	
A great deal	30	12	10	3	14	17	15	11	19	12	14	3	10	2	12	18	6	1	5	24	-	5	12	13	9	29	11	15	12	7	5	30	
	6%	6%	6%	4%	5%	6%	6%	5%	7%	5%	7%	4%	4%	23%	5%	7%	3%	3%	9%	6%	-	3%	7%	6%	13%	6%	6%	9%	7%	6%	4%	6%	
A fair amount	177	64	54	30	97	108	94	84	93	83	71	30	70	4	74	82	67	12	15	149	1	58	52	68	28	154	62	66	55	45	45	199	
	34%	35%	34%	41%	36%	36%	36%	34%	33%	34%	37%	43%	31%	35%	31%	33%	37%	32%	28%	34%	33%	39%	30%	33%	38%	33%	32%	40%	33%	37%	40%	37%	
Not very much	193	73	60	27	96	109	100	91	102	97	58	22	95	1	96	91	68	16	17	159	1	47	68	79	25	173	68	55	70	48	38	192	
	37%	39%	38%	37%	36%	37%	38%	37%	36%	40%	30%	31%	42%	10%	41%	36%	38%	44%	31%	37%	28%	31%	39%	38%	33%	37%	35%	34%	41%	39%	34%	35%	
Heard of, but know nothing	124	37	33	14	59	63	50	57	67	53	48	15	52	3	55	61	36	8	18	98	1	37	41	46	12	110	50	28	32	22	23	120	
	24%	20%	21%	19%	22%	21%	20%	23%	24%	22%	25%	22%	23%	33%	23%	24%	20%	21%	32%	23%	39%	25%	24%	22%	16%	23%	26%	17%	19%	18%	20%	22%	
Don't know	3	-	*	-	*	-	-	*	3	-	2	*	-	-	-	-	3	*	-	3	-	3	-	*	*	3	2	-	-	*	1	3	
	1%	-	*	-	*	-	-	*	1%	-	1%	*	-	-	-	-	2%	1%	-	1%	-	2%	-	*	*	1%	1%	-	-	*	1%	1%	
Combinations - Summary																																	
A great deal/fair amount	207	76	63	32	111	124	109	95	112	95	86	33	80	6	86	100	73	13	20	173	1	62	64	81	37	183	73	81	68	52	50	229	
	39%	41%	40%	44%	42%	42%	42%	39%	39%	39%	44%	46%	35%	57%	36%	40%	41%	34%	37%	40%	33%	42%	37%	39%	50%	39%	38%	49%	40%	43%	45%	42%	
Not very much/heard of, but know nothing	317	109	93	41	155	172	150	149	169	149	106	38	147	4	151	152	104	24	35	256	2	84	108	125	37	284	118	83	101	70	61	312	
	60%	59%	59%	56%	58%	58%	58%	61%	60%	61%	55%	53%	65%	43%	64%	60%	58%	65%	63%	59%	67%	56%	63%	61%	50%	60%	61%	51%	60%	57%	54%	57%	
Net - a great deal/fair amount	-110	-33	-30	-8	-44	-48	-41	-53	-57	-55	-20	-5	-67	2	-65	-52	-31	-11	-14	-83	-1	-22	-44	-44	*	-101	-45	-2	-34	-18	-11	-83	
	-21%	-18%	-19%	-11%	-16%	-16%	-16%	-22%	-20%	-22%	-11%	-7%	-29%	15%	-27%	-21%	-17%	-30%	-26%	-19%	-35%	-14%	-26%	-21%	*	-22%	-24%	-1%	-20%	-15%	-10%	-15%	

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 42

Q.9. How much, if anything, do you feel you know about their plans for a "Big Society"?

Base : All who recall hearing about plans for a "Big Society" (at Q.8)

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	544	229	312	223	179	255	189	264	186	544
Weighted Total	528	207	317	217	166	251	173	257	169	544
A great deal	30 6%	30 15%	-	13 6%	14 8%	12 5%	14 8%	12 5%	15 9%	30 6%
A fair amount	177 34%	177 85%	-	87 40%	53 32%	88 35%	61 35%	95 37%	58 34%	199 37%
Not very much	193 37%	-	193 61%	68 31%	66 40%	92 37%	65 38%	89 34%	68 40%	192 35%
Heard of, but know nothing	124 24%	-	124 39%	48 22%	32 19%	57 23%	33 19%	61 24%	28 17%	120 22%
Don't know	3 1%	-	-	* *	1 1%	2 1%	-	* *	-	3 1%
Combinations - Summary										
A great deal/fair amount	207 39%	207 100%	-	100 46%	67 41%	100 40%	75 43%	107 42%	72 43%	229 42%
Not very much/heard of, but know nothing	317 60%	-	317 100%	116 54%	97 59%	149 60%	98 57%	150 58%	97 57%	312 57%
Net - a great deal/fair amount	-110 -21%	207 100%	-317 -100%	-16 -7%	-30 -18%	-49 -20%	-23 -13%	-43 -17%	-25 -15%	-83 -15%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 43

Q.10 Do you think the government's plans for a Big Society are a good thing or a bad thing....for you personally?

COMBINED

Base : All

	Total (Weigh ted)	Likelihood to vote						Gender		Age									Social Class						Unwei ghted Total	
		(10) Absolu tely cert -ain	(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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Good thing	403	245	332	313	296	263	21	211	193	146	135	123	65	80	74	60	55	68	24	104	133	84	82	237	166	410
	40%	42%	42%	41%	41%	41%	26%	43%	37%	51%	37%	34%	53%	49%	39%	35%	36%	33%	24%	38%	46%	40%	35%	42%	37%	41%
Bad thing	306	192	242	234	221	207	30	148	158	67	122	116	21	47	62	60	61	56	27	84	77	62	82	161	145	315
	30%	33%	30%	31%	31%	32%	37%	30%	31%	23%	34%	32%	17%	28%	33%	35%	40%	27%	27%	31%	26%	30%	35%	29%	32%	31%
Won't make a difference	209	105	159	152	144	124	20	98	111	50	71	87	26	24	31	40	25	63	38	64	48	44	52	112	97	201
	21%	18%	20%	20%	20%	19%	25%	20%	21%	18%	20%	24%	22%	15%	17%	23%	16%	30%	38%	24%	17%	21%	22%	20%	22%	20%
Don't know	91	42	64	63	56	49	10	35	56	24	33	33	10	14	22	11	13	21	11	19	33	20	20	52	40	83
	9%	7%	8%	8%	8%	8%	12%	7%	11%	8%	9%	9%	8%	9%	12%	6%	8%	10%	11%	7%	11%	9%	8%	9%	9%	8%
Net good thing	98	53	90	79	75	55	-9	63	34	78	12	7	45	34	12	*	-5	12	-2	20	56	22	*	76	22	95
	10%	9%	11%	10%	10%	9%	-11%	13%	7%	27%	3%	2%	36%	20%	6%	*	-4%	6%	-2%	7%	19%	11%	*	14%	5%	9%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 44

Q.10 Do you think the government's plans for a Big Society are a good thing or a bad thing....for you personally?

COMBINED

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	Broad sheet	Con	Lab		LD
Unweighted Total	1009	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009
Good thing	403	187	71	58	159	275	245	183	221	265	89	54	181	13	194	185	100	50	64	286	3	112	141	150	48	363	184	88	167	50	71	410
	40%	60%	24%	47%	33%	54%	56%	42%	39%	61%	22%	44%	42%	57%	42%	41%	36%	51%	37%	39%	43%	33%	45%	42%	37%	42%	42%	41%	59%	22%	42%	41%
Bad thing	306	45	146	31	200	99	75	136	170	60	199	43	126	6	132	151	80	20	54	231	1	117	82	106	43	254	132	71	43	124	53	315
	30%	14%	50%	25%	41%	19%	17%	31%	30%	14%	49%	35%	29%	24%	29%	33%	29%	20%	31%	32%	11%	35%	26%	30%	33%	29%	30%	33%	15%	54%	31%	31%
Won't make a difference	209	66	54	27	88	100	93	91	118	89	75	18	88	1	90	86	73	14	33	159	2	76	60	73	29	177	90	47	59	41	34	201
	21%	21%	19%	21%	18%	20%	21%	21%	21%	20%	19%	15%	20%	6%	20%	19%	27%	14%	19%	22%	26%	23%	19%	20%	23%	20%	20%	22%	21%	18%	20%	20%
Don't know	91	16	20	9	40	37	25	31	60	20	40	7	39	3	42	32	22	14	22	54	1	31	30	30	9	76	34	11	14	15	11	83
	9%	5%	7%	7%	8%	7%	6%	7%	11%	5%	10%	5%	9%	13%	9%	7%	8%	14%	13%	7%	20%	9%	10%	8%	7%	9%	8%	5%	5%	7%	7%	8%
Net good thing	98	142	-75	27	-41	176	170	47	51	205	-109	11	55	8	62	35	20	31	10	55	2	-5	59	44	5	109	52	18	124	-74	18	95
	10%	45%	-26%	22%	-8%	35%	39%	11%	9%	47%	-27%	9%	13%	33%	14%	8%	7%	31%	6%	7%	32%	-1%	19%	12%	4%	12%	12%	8%	44%	-32%	11%	9%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 45

Q.10 Do you think the government's plans for a Big Society are a good thing or a bad thing....for you personally?

COMBINED

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted
		Great deal /fair am- ount	Not v much/ Noth -ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
Good thing	403 40%	100 48%	116 37%	403 100%	-	365 73%	21 7%	369 73%	15 5%	410 41%
Bad thing	306 30%	67 33%	97 31%	-	306 100%	33 7%	249 79%	28 6%	246 78%	315 31%
Won't make a difference	209 21%	34 16%	73 23%	-	-	74 15%	40 12%	76 15%	47 15%	201 20%
Don't know	91 9%	6 3%	31 10%	-	-	27 5%	8 2%	32 6%	7 2%	83 8%
Net good thing	98 10%	33 16%	19 6%	403 100%	-306 -100%	332 67%	-229 -72%	340 67%	-230 -73%	95 9%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 46

Q.10 Do you think the government's plans for a Big Society are a good thing or a bad thing....for your local area?

COMBINED

Base : All

	Total (Weigh ted)	Likelihood to vote						Gender		Age										Social Class						Unwei ghted Total
		(10) Absolu tely cert -ain	(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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Good thing	499	283	408	385	362	311	26	248	251	169	159	171	76	93	88	71	71	100	45	127	146	107	119	273	225	492
	49%	48%	51%	51%	50%	48%	32%	50%	49%	59%	44%	47%	62%	56%	46%	41%	47%	48%	45%	47%	50%	51%	50%	49%	50%	49%
Bad thing	317	201	252	241	231	218	31	150	168	77	127	113	27	50	61	66	60	53	25	93	77	65	82	170	147	332
	31%	34%	32%	32%	34%	38%	31%	31%	32%	27%	35%	31%	22%	30%	32%	38%	39%	26%	25%	34%	27%	31%	35%	30%	33%	33%
Won't make a difference	108	56	80	79	71	64	11	64	44	33	42	33	17	16	17	25	9	24	11	32	35	25	17	67	42	105
	11%	10%	10%	10%	10%	14%	13%	9%	12%	12%	9%	14%	10%	9%	15%	6%	11%	11%	12%	12%	12%	7%	12%	9%	10%	10%
Don't know	84	44	57	57	52	49	13	30	55	8	33	44	2	6	23	9	13	31	19	19	33	14	18	52	33	80
	8%	8%	7%	7%	7%	8%	16%	6%	11%	3%	9%	12%	2%	4%	12%	6%	8%	15%	19%	7%	11%	7%	8%	9%	7%	8%
Net good thing	181	82	156	144	131	93	-5	98	84	92	32	58	49	43	27	5	11	47	20	35	69	41	37	103	78	160
	18%	14%	20%	19%	18%	14%	-6%	20%	16%	32%	9%	16%	40%	26%	14%	3%	7%	22%	20%	13%	24%	20%	16%	18%	18%	16%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 47

Q.10 Do you think the government's plans for a Big Society are a good thing or a bad thing....for your local area?

COMBINED

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	Broad sheet	Con	Lab		LD
Unweighted Total	1009	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009
Good thing	499	227	81	70	185	331	296	209	290	310	109	59	211	15	226	220	126	63	84	346	6	147	176	176	56	436	233	94	200	56	80	492
	49%	72%	28%	56%	38%	65%	68%	48%	51%	71%	27%	48%	49%	64%	49%	48%	46%	64%	48%	47%	76%	44%	56%	49%	43%	50%	53%	43%	71%	24%	47%	49%
Bad thing	317	44	157	39	217	104	82	149	168	63	203	47	134	8	143	151	86	21	57	238	2	124	81	112	45	265	131	82	42	128	63	332
	31%	14%	54%	31%	45%	20%	19%	34%	30%	14%	50%	39%	31%	36%	31%	33%	31%	22%	33%	33%	24%	37%	26%	31%	35%	30%	30%	38%	15%	55%	37%	33%
Won't make a difference	108	25	37	8	54	42	33	56	52	35	54	11	57	-	57	52	35	7	13	88	-	36	29	44	19	97	45	26	23	31	16	105
	11%	8%	13%	7%	11%	8%	8%	13%	9%	8%	13%	9%	13%	-	12%	12%	13%	7%	8%	12%	-	11%	9%	12%	15%	11%	10%	12%	8%	13%	9%	10%
Don't know	84	19	16	8	32	34	26	26	59	27	37	5	32	-	32	30	27	7	20	58	-	30	27	28	9	73	30	15	17	16	11	80
	8%	6%	6%	6%	6%	7%	6%	6%	10%	6%	9%	4%	7%	-	7%	7%	10%	7%	11%	8%	-	9%	8%	8%	7%	8%	7%	7%	6%	7%	7%	8%
Net good thing	181	183	-76	31	-32	226	214	60	122	247	-94	12	77	7	83	69	40	42	27	109	4	23	95	64	11	171	102	12	159	-72	17	160
	18%	58%	-26%	25%	-7%	44%	49%	14%	21%	57%	-23%	10%	18%	28%	18%	15%	15%	42%	16%	15%	53%	7%	30%	18%	8%	20%	23%	6%	56%	-31%	10%	16%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 48

Q.10 Do you think the government's plans for a Big Society are a good thing or a bad thing....for your local area?

COMBINED

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted
		Great deal /fair am- ount	Not v much/ Noth -ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
Good thing	499 49%	100 48%	149 47%	365 90%	33 11%	499 100%	-	434 86%	28 9%	492 49%
Bad thing	317 31%	75 36%	98 31%	21 5%	249 82%	-	317 100%	25 5%	266 84%	332 33%
Won't make a difference	108 11%	20 10%	47 15%	12 3%	15 5%	-	-	34 7%	12 4%	105 10%
Don't know	84 8%	13 6%	24 7%	6 1%	9 3%	-	-	12 2%	9 3%	80 8%
Net good thing	181 18%	25 12%	51 16%	344 85%	-217 -71%	499 100%	-317 -100%	409 81%	-237 -76%	160 16%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 49

Q.10 Do you think the government's plans for a Big Society are a good thing or a bad thing.....for Britain as a whole?

COMBINED

Base : All

	Total (Weigh ted)	Likelihood to vote						Gender		Age									Social Class						Unwei ghted Total	
		(10) Absolu tely cert -ain	(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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Good thing	505	280	399	378	352	306	31	255	250	180	164	162	81	98	87	77	69	93	41	130	155	104	117	284	221	497
	50%	48%	50%	50%	49%	48%	38%	52%	48%	62%	45%	45%	66%	60%	46%	45%	45%	45%	41%	48%	53%	49%	49%	51%	49%	49%
Bad thing	314	198	249	240	228	213	31	151	163	70	129	116	23	47	70	59	63	52	23	96	74	66	78	170	144	326
	31%	34%	31%	31%	32%	33%	38%	31%	32%	24%	36%	32%	18%	29%	37%	34%	41%	25%	23%	35%	26%	31%	33%	30%	32%	32%
Won't make a difference	81	49	67	65	62	55	6	43	38	19	31	30	11	9	11	21	8	22	11	20	27	14	19	47	34	81
	8%	8%	8%	9%	9%	9%	7%	9%	7%	7%	9%	8%	9%	5%	6%	12%	5%	11%	11%	8%	9%	7%	8%	8%	8%	8%
Don't know	109	58	81	79	74	68	13	43	66	18	37	53	8	11	22	15	13	40	25	25	35	26	22	60	48	105
	11%	10%	10%	10%	10%	11%	16%	9%	13%	6%	10%	15%	6%	7%	12%	9%	8%	19%	25%	9%	12%	12%	9%	11%	11%	10%
Net good thing	190	83	150	138	124	93	*	104	87	110	35	46	59	51	17	18	6	40	19	34	80	38	38	114	76	171
	19%	14%	19%	18%	17%	14%	*	21%	17%	38%	10%	13%	48%	31%	9%	11%	4%	19%	19%	12%	28%	18%	16%	20%	17%	17%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 50

Q.10 Do you think the government's plans for a Big Society are a good thing or a bad thing.....for Britain as a whole?

COMBINED

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	Broad sheet	Con	Lab		LD
Unweighted Total	1009	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009
Good thing	505	224	94	67	197	327	291	223	282	308	127	58	228	15	243	221	128	65	88	349	3	152	173	180	60	440	229	102	194	65	81	497
	50%	71%	32%	54%	40%	64%	66%	51%	50%	71%	32%	48%	53%	64%	53%	49%	46%	66%	51%	48%	43%	45%	55%	50%	46%	51%	52%	47%	69%	28%	48%	49%
Bad thing	314	46	148	38	205	103	84	149	165	56	202	48	128	8	137	163	75	21	53	238	3	116	93	106	38	264	130	82	43	123	60	326
	31%	15%	51%	31%	42%	20%	19%	34%	29%	13%	50%	40%	29%	36%	30%	36%	27%	21%	30%	33%	43%	34%	30%	29%	30%	30%	30%	38%	15%	53%	35%	32%
Won't make a difference	81	22	25	9	43	39	31	33	48	29	36	7	39	-	39	32	31	6	13	62	-	26	17	38	16	69	39	19	18	22	14	81
	8%	7%	9%	7%	9%	8%	7%	7%	8%	7%	9%	6%	9%	-	9%	7%	11%	6%	7%	9%	-	8%	5%	10%	13%	8%	9%	9%	7%	9%	8%	8%
Don't know	109	23	24	10	44	43	33	35	74	40	37	8	39	-	39	38	42	7	20	81	1	42	31	36	14	98	42	13	26	21	15	105
	11%	7%	8%	8%	9%	8%	8%	8%	13%	9%	9%	7%	9%	-	8%	8%	15%	7%	12%	11%	14%	13%	10%	10%	11%	11%	10%	6%	9%	9%	9%	10%
Net good thing	190	178	-54	29	-8	224	207	73	117	252	-75	10	100	7	107	58	53	44	35	111	*	36	80	74	21	176	99	20	151	-58	22	171
	19%	57%	-19%	23%	-2%	44%	47%	17%	21%	58%	-19%	8%	23%	28%	23%	13%	19%	45%	20%	15%	*	11%	26%	21%	16%	20%	22%	9%	54%	-25%	13%	17%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 51

Q.10 Do you think the government's plans for a Big Society are a good thing or a bad thing.....for Britain as a whole?

COMBINED

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted
		Great deal /fair am- ount	Not v much/ Noth -ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
Good thing	505 50%	107 52%	150 47%	369 91%	28 9%	434 87%	25 8%	505 100%	-	497 49%
Bad thing	314 31%	72 35%	97 30%	15 4%	246 80%	28 6%	266 84%	-	314 100%	326 32%
Won't make a difference	81 8%	15 7%	35 11%	7 2%	15 5%	8 2%	11 3%	-	-	81 8%
Don't know	109 11%	14 7%	36 11%	13 3%	17 6%	29 6%	15 5%	-	-	105 10%
Net good thing	190 19%	35 17%	53 17%	353 88%	-217 -71%	405 81%	-241 -76%	505 100%	-314 -100%	171 17%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 52

Q.10 Do you think the government's plans for a Big Society are a good thing or a bad thing ... COMBINED

- Summary Table -

Base : All

	for you personally?	for your local area?	for Britain as a whole?
Unweighted Total	1009	1009	1009
Weighted Total	1009	1009	1009
Good thing	403 40%	499 49%	505 50%
Bad thing	306 30%	317 31%	314 31%
Won't make a difference	209 21%	108 11%	81 8%
Don't know	91 9%	84 8%	109 11%
Net good thing	98 10%	181 18%	190 19%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 53

Q.10(a) The government's plans for creating a Big Society involve giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.
Do you think the government's plans for a Big Society are a good thing or a bad thing....for you personally?

Base : Half of sample (approx.)

	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	493	283	388	373	354	322	43	238	255	137	181	175	52	85	88	93	71	104	49	137	134	93	129	271	222	493
Weighted Total	492	283	381	367	345	312	42	242	250	135	178	179	55	79	95	84	70	109	52	135	134	97	126	269	223	493
Good thing	175 36%	113 40%	145 38%	139 38%	131 38%	120 38%	11 26%	92 38%	83 33%	57 42%	63 35%	56 31%	25 46%	31 40%	38 40%	25 30%	20 29%	36 33%	10 19%	48 35%	66 49%	33 34%	28 22%	114 42%	61 28%	188 38%
Bad thing	160 33%	95 33%	127 33%	123 34%	115 33%	107 34%	12 28%	80 33%	80 32%	38 28%	62 35%	60 33%	10 17%	28 36%	35 37%	27 32%	31 45%	29 26%	16 30%	47 35%	32 24%	25 26%	56 44%	79 29%	81 36%	158 32%
Won't make a difference	108 22%	53 19%	77 20%	73 20%	69 20%	59 19%	13 32%	51 21%	57 23%	25 19%	38 21%	45 25%	14 25%	11 14%	12 13%	26 31%	11 15%	35 32%	21 41%	31 23%	20 15%	28 29%	29 23%	51 19%	57 26%	107 22%
Don't know	48 10%	23 8%	32 8%	32 9%	30 9%	26 8%	6 14%	19 8%	29 12%	15 11%	16 9%	18 10%	7 12%	8 11%	10 10%	6 7%	8 11%	10 9%	5 10%	10 7%	16 12%	10 10%	13 10%	25 9%	23 10%	40 8%
Net good thing	15 3%	18 6%	18 5%	15 4%	16 5%	12 4%	-1 -3%	13 5%	2 1%	19 14%	1 1%	-4 -2%	16 28%	3 4%	2 3%	-1 -2%	-11 -16%	7 6%	-6 -11%	1 1%	34 25%	8 8%	-28 -22%	35 13%	-20 -9%	30 6%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 54

Q.10(a) The government's plans for creating a Big Society involve giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government. Do you think the government's plans for a Big Society are a good thing or a bad thing....for you personally?

Base : Half of sample (approx.)

	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	Mid-lands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab		LD
Unweighted Total	493	151	148	63	248	251	214	222	271	197	209	121	158	9	167	192	168	60	69	360	4	182	135	176	63	431	210	100	132	120	83	493
Weighted Total	492	155	144	58	238	248	213	210	282	197	209	60	200	12	212	209	135	43	100	345	4	174	136	182	65	435	224	97	132	115	77	493
Good thing	175	84	31	25	69	122	109	76	99	118	41	25	75	6	81	72	51	22	28	124	2	51	56	69	21	163	85	35	72	28	30	188
	36%	54%	21%	44%	29%	49%	51%	36%	35%	60%	20%	42%	37%	51%	38%	35%	38%	51%	28%	36%	41%	29%	41%	38%	33%	38%	38%	36%	54%	24%	39%	38%
Bad thing	160	25	78	15	109	55	41	70	90	20	106	21	61	4	65	75	40	7	38	115	-	63	40	57	27	133	77	33	22	60	25	158
	33%	16%	54%	27%	46%	22%	19%	33%	32%	10%	51%	36%	31%	32%	31%	36%	29%	17%	38%	33%	-	36%	30%	31%	42%	30%	34%	34%	17%	53%	33%	32%
Won't make a difference	108	38	29	10	41	50	48	47	62	48	39	12	43	-	43	44	38	7	18	82	1	42	27	39	13	96	44	23	30	22	14	107
	22%	25%	20%	17%	17%	20%	22%	22%	22%	24%	19%	20%	22%	-	20%	21%	28%	17%	18%	24%	23%	24%	20%	21%	20%	22%	20%	24%	23%	19%	19%	22%
Don't know	48	8	6	7	19	21	15	17	31	11	23	2	21	2	23	18	6	7	16	25	1	18	13	17	4	44	19	5	8	4	8	40
	10%	5%	4%	13%	8%	8%	7%	8%	11%	6%	11%	3%	10%	17%	11%	9%	5%	16%	15%	7%	36%	10%	10%	10%	6%	10%	8%	6%	6%	4%	10%	8%
Net good thing	15	59	-48	10	-40	67	69	6	9	97	-65	3	14	2	16	-3	12	15	-10	9	2	-12	15	12	-6	31	8	2	50	-33	5	30
	3%	38%	-33%	17%	-17%	27%	32%	3%	3%	49%	-31%	6%	7%	18%	7%	-1%	9%	34%	-10%	3%	41%	-7%	11%	7%	-9%	7%	4%	2%	38%	-28%	6%	6%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 55

Q.10(a) The government's plans for creating a Big Society involve giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.
Do you think the government's plans for a Big Society are a good thing or a bad thing....for you personally?

Base : Half of sample (approx.)

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	493	115	150	188	158	227	173	224	174	493
Weighted Total	492	107	152	175	160	220	174	220	176	493
Good thing	175 36%	45 42%	51 33%	175 100%	-	154 70%	12 7%	151 69%	13 7%	188 38%
Bad thing	160 33%	35 33%	51 33%	-	160 100%	21 10%	134 77%	19 8%	129 74%	158 32%
Won't make a difference	108 22%	23 22%	37 24%	-	-	30 13%	24 14%	34 15%	29 16%	107 22%
Don't know	48 10%	4 4%	14 9%	-	-	16 7%	4 2%	16 7%	5 3%	40 8%
Net good thing	15 3%	10 9%	* *	175 100%	-160 -100%	133 60%	-122 -70%	133 60%	-117 -66%	30 6%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 56

Q.10(a) The government's plans for creating a Big Society involve giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government. Do you think the government's plans for a Big Society are a good thing or a bad thing....for your local area?

Base : Half of sample (approx.)

	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	493	283	388	373	354	322	43	238	255	137	181	175	52	85	88	93	71	104	49	137	134	93	129	271	222	493
Weighted Total	492	283	381	367	345	312	42	242	250	135	178	179	55	79	95	84	70	109	52	135	134	97	126	269	223	493
Good thing	220 45%	133 47%	179 47%	170 46%	159 46%	141 45%	12 28%	111 46%	109 44%	71 53%	69 39%	80 45%	30 54%	41 52%	41 44%	27 32%	30 43%	50 46%	20 38%	59 43%	69 51%	43 45%	49 39%	128 47%	93 42%	227 46%
Bad thing	174 35%	102 36%	133 35%	127 35%	122 35%	115 37%	16 39%	84 35%	90 36%	45 34%	67 38%	61 34%	15 27%	30 38%	33 35%	34 41%	29 42%	32 29%	17 32%	52 39%	37 27%	29 30%	56 44%	89 33%	85 38%	173 35%
Won't make a difference	59 12%	27 10%	44 12%	44 12%	38 11%	34 11%	5 13%	35 15%	24 10%	15 11%	29 16%	15 9%	9 17%	5 7%	10 11%	19 23%	3 5%	12 11%	7 14%	18 13%	17 13%	16 16%	9 7%	35 13%	24 11%	57 12%
Don't know	39 8%	21 7%	25 7%	25 7%	25 7%	23 7%	9 20%	13 5%	26 11%	3 2%	13 7%	22 13%	1 2%	2 3%	10 10%	3 4%	7 10%	16 14%	8 15%	6 5%	12 9%	8 9%	12 10%	18 7%	21 9%	36 7%
Net good thing	47 9%	31 11%	47 12%	43 12%	37 11%	26 8%	-5 -11%	27 11%	20 8%	26 20%	1 1%	19 11%	15 27%	11 14%	8 9%	-7 -8%	1 1%	18 17%	3 6%	6 5%	32 24%	14 15%	-6 -5%	39 14%	8 3%	54 11%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 57

Q.10(a) The government's plans for creating a Big Society involve giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government. Do you think the government's plans for a Big Society are a good thing or a bad thing....for your local area?

Base : Half of sample (approx.)

	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	Mid-lands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab	LD	
Unweighted Total	493	151	148	63	248	251	214	222	271	197	209	121	158	9	167	192	168	60	69	360	4	182	135	176	63	431	210	100	132	120	83	493
Weighted Total	492	155	144	58	238	248	213	210	282	197	209	60	200	12	212	209	135	43	100	345	4	174	136	182	65	435	224	97	132	115	77	493
Good thing	220	105	38	27	81	148	132	83	138	134	56	29	81	7	88	85	61	28	43	146	3	69	74	77	22	200	112	31	84	32	32	227
	45%	68%	26%	47%	34%	60%	62%	39%	49%	68%	27%	49%	41%	56%	42%	41%	45%	66%	43%	42%	77%	40%	54%	42%	34%	46%	50%	32%	64%	28%	42%	46%
Bad thing	174	26	84	22	119	62	48	80	94	29	109	23	70	5	76	84	41	8	39	125	1	70	38	66	31	146	74	44	21	63	32	173
	35%	17%	58%	38%	50%	25%	23%	38%	33%	15%	52%	39%	35%	44%	36%	40%	30%	20%	39%	36%	23%	40%	28%	36%	48%	34%	33%	46%	16%	55%	42%	35%
Won't make a difference	59	14	20	4	27	22	18	34	25	22	27	6	35	-	35	29	20	3	6	50	-	20	15	24	9	52	27	14	16	17	7	57
	12%	9%	14%	7%	11%	9%	9%	16%	9%	11%	13%	9%	17%	-	16%	14%	15%	7%	6%	15%	-	11%	11%	13%	14%	12%	12%	14%	12%	15%	9%	12%
Don't know	39	9	3	5	10	17	14	14	25	12	18	2	14	-	14	10	13	3	12	24	-	15	9	15	3	37	11	8	11	3	6	36
	8%	6%	2%	9%	4%	7%	7%	7%	9%	6%	8%	3%	7%	-	6%	5%	10%	8%	12%	7%	-	9%	7%	8%	4%	8%	5%	8%	8%	2%	7%	7%
Net good thing	47	79	-46	5	-38	86	84	3	43	105	-54	6	11	2	13	1	20	20	4	20	2	*	36	11	-9	54	39	-13	63	-31	*	54
	9%	51%	-32%	9%	-16%	35%	39%	1%	15%	53%	-26%	10%	6%	13%	6%	*	15%	46%	4%	6%	53%	*	26%	6%	-14%	12%	17%	-14%	48%	-27%	*	11%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 58

Q.10(a) The government's plans for creating a Big Society involve giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.
Do you think the government's plans for a Big Society are a good thing or a bad thing....for your local area?

Base : Half of sample (approx.)

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	493	115	150	188	158	227	173	224	174	493
Weighted Total	492	107	152	175	160	220	174	220	176	493
Good thing	220 45%	45 42%	64 42%	154 88%	21 13%	220 100%	-	182 83%	20 11%	227 46%
Bad thing	174 35%	40 37%	53 34%	12 7%	134 84%	-	174 100%	13 6%	148 84%	173 35%
Won't make a difference	59 12%	13 12%	26 17%	5 3%	4 2%	-	-	20 9%	8 4%	57 12%
Don't know	39 8%	9 8%	10 7%	5 3%	1 1%	-	-	5 2%	-	36 7%
Net good thing	47 9%	5 5%	11 7%	142 81%	-113 -70%	220 100%	-174 -100%	169 77%	-128 -73%	54 11%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 59

Q.10(a) The government's plans for creating a Big Society involve giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.
Do you think the government's plans for a Big Society are a good thing or a bad thing.....for Britain as a whole?

Base : Half of sample (approx.)

	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	493	283	388	373	354	322	43	238	255	137	181	175	52	85	88	93	71	104	49	137	134	93	129	271	222	493
Weighted Total	492	283	381	367	345	312	42	242	250	135	178	179	55	79	95	84	70	109	52	135	134	97	126	269	223	493
Good thing	220 45%	122 43%	167 44%	160 44%	146 42%	132 42%	18 42%	114 47%	105 42%	77 57%	70 39%	72 40%	36 64%	42 53%	40 42%	30 36%	29 42%	43 40%	17 33%	57 42%	70 52%	44 46%	49 39%	127 47%	93 42%	224 45%
Bad thing	176 36%	102 36%	139 36%	132 36%	125 36%	114 36%	15 36%	84 35%	92 37%	43 32%	72 40%	61 34%	11 20%	32 40%	40 42%	32 38%	29 42%	32 29%	16 30%	54 40%	33 25%	31 32%	57 45%	87 32%	88 40%	174 35%
Won't make a difference	46 9%	24 9%	37 10%	36 10%	35 10%	29 9%	4 9%	25 10%	21 9%	10 8%	18 10%	17 10%	7 13%	3 4%	5 5%	13 16%	3 5%	14 13%	7 14%	13 9%	16 12%	8 9%	9 7%	28 11%	17 8%	47 10%
Don't know	51 10%	34 12%	39 10%	39 11%	39 11%	37 12%	5 13%	19 8%	32 13%	4 3%	18 10%	28 16%	2 3%	2 10%	10 10%	8 12%	8 18%	20 23%	12 23%	11 8%	15 12%	13 13%	11 9%	27 10%	24 11%	48 10%
Net good thing	44 9%	20 7%	27 7%	28 8%	21 6%	18 6%	2 5%	30 13%	14 5%	35 26%	-2 -1%	11 6%	24 44%	10 13%	* *	-2 -2%	* *	12 11%	2 3%	2 2%	37 28%	13 14%	-9 -7%	39 15%	5 2%	50 10%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 60

Q.10(a) The government's plans for creating a Big Society involve giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government. Do you think the government's plans for a Big Society are a good thing or a bad thing.....for Britain as a whole?

Base : Half of sample (approx.)

	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	Mid-lands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab		LD
Unweighted Total	493	151	148	63	248	251	214	222	271	197	209	121	158	9	167	192	168	60	69	360	4	182	135	176	63	431	210	100	132	120	83	493
Weighted Total	492	155	144	58	238	248	213	210	282	197	209	60	200	12	212	209	135	43	100	345	4	174	136	182	65	435	224	97	132	115	77	493
Good thing	220	98	44	28	90	144	126	92	128	130	67	27	95	7	102	87	61	27	43	147	2	69	66	84	28	196	108	36	79	37	32	224
	45%	63%	30%	48%	38%	58%	59%	44%	45%	66%	32%	45%	47%	56%	48%	41%	45%	64%	43%	43%	41%	40%	49%	46%	43%	45%	48%	37%	60%	32%	41%	45%
Bad thing	176	29	84	19	113	58	48	79	97	29	107	26	64	5	69	88	37	10	39	125	2	67	46	62	25	151	76	43	25	63	31	174
	36%	18%	58%	33%	48%	24%	22%	38%	34%	15%	51%	43%	32%	44%	32%	42%	28%	23%	38%	36%	59%	39%	34%	34%	39%	35%	34%	45%	19%	55%	40%	35%
Won't make a difference	46	14	11	4	19	22	18	20	26	19	19	4	22	-	22	19	18	3	5	37	-	16	10	20	7	39	20	9	13	10	7	47
	9%	9%	8%	7%	8%	9%	8%	9%	9%	9%	9%	6%	11%	-	10%	9%	14%	7%	5%	11%	-	9%	7%	11%	11%	9%	9%	10%	10%	9%	9%	10%
Don't know	51	15	6	7	16	24	22	19	31	20	16	4	20	-	20	16	19	3	13	35	-	21	14	15	5	48	19	8	15	5	8	48
	10%	9%	4%	12%	7%	10%	10%	9%	11%	10%	7%	6%	10%	-	9%	7%	14%	7%	13%	10%	-	12%	10%	8%	7%	11%	9%	8%	12%	4%	10%	10%
Net good thing	44	70	-40	8	-24	86	78	13	31	101	-40	1	31	2	33	-1	23	17	5	22	-1	2	20	22	3	45	32	-7	54	-26	1	50
	9%	45%	-28%	15%	-10%	34%	37%	6%	11%	51%	-19%	2%	16%	13%	15%	*	17%	41%	5%	7%	-19%	1%	15%	12%	4%	10%	14%	-7%	41%	-23%	2%	10%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 61

Q.10(a) The government's plans for creating a Big Society involve giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.
Do you think the government's plans for a Big Society are a good thing or a bad thing.....for Britain as a whole?

Base : Half of sample (approx.)

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	493	115	150	188	158	227	173	224	174	493
Weighted Total	492	107	152	175	160	220	174	220	176	493
Good thing	220 45%	47 44%	64 42%	151 86%	19 12%	182 83%	13 7%	220 100%	- -	224 45%
Bad thing	176 36%	39 37%	55 36%	13 7%	129 81%	20 9%	148 85%	- -	176 100%	174 35%
Won't make a difference	46 9%	11 10%	16 11%	4 2%	7 5%	4 2%	7 4%	- -	- -	47 10%
Don't know	51 10%	10 9%	17 11%	7 4%	5 3%	14 7%	6 4%	- -	- -	48 10%
Net good thing	44 9%	8 7%	8 5%	138 79%	-111 -69%	162 73%	-135 -78%	220 100%	-176 -100%	50 10%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 62

Q.10(a) The government's plans for creating a Big Society involve giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government. Do you think the government's plans for a Big Society are a good thing or a bad thing ...

- Summary Table -

Base : Half of sample (approx.)

	for you personally?	for your local area?	for Britain as a whole?
Unweighted Total	493	493	493
Weighted Total	492	492	492
Good thing	175 36%	220 45%	220 45%
Bad thing	160 33%	174 35%	176 36%
Won't make a difference	108 22%	59 12%	46 9%
Don't know	48 10%	39 8%	51 10%
Net good thing	15 3%	47 9%	44 9%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 63

Q.10(b) The government's plans for creating a Big Society involve providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.
Do you think the government's plans for a Big Society are a good thing or a bad thing....for you personally?

Base : Half of sample (approx.)

	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	516	306	418	399	377	336	40	238	278	149	173	194	58	91	84	89	87	107	50	136	147	110	123	283	233	516
Weighted Total	517	302	415	395	371	330	39	249	268	153	183	181	67	86	96	87	83	98	48	136	156	114	110	293	224	516
Good thing	228 44%	132 44%	187 45%	174 44%	164 44%	143 43%	10 27%	118 48%	110 41%	89 58%	72 39%	68 37%	40 60%	49 57%	37 38%	35 40%	35 42%	33 33%	14 30%	56 41%	67 43%	51 45%	54 49%	123 42%	105 47%	222 43%
Bad thing	146 28%	98 32%	114 27%	111 28%	106 28%	100 30%	18 47%	68 27%	78 29%	29 19%	60 33%	56 31%	11 16%	18 21%	27 28%	33 38%	29 35%	27 27%	11 23%	38 28%	45 29%	37 32%	27 24%	82 28%	64 28%	157 30%
Won't make a difference	100 19%	52 17%	82 20%	79 20%	75 20%	64 20%	7 17%	47 19%	54 20%	25 17%	33 18%	42 23%	12 19%	13 15%	20 21%	13 15%	14 17%	28 28%	17 35%	33 24%	28 18%	16 14%	23 21%	61 21%	39 18%	94 18%
Don't know	43 8%	20 6%	32 8%	31 8%	26 7%	22 7%	4 10%	16 6%	27 10%	9 6%	18 10%	15 8%	4 6%	6 7%	13 13%	5 6%	5 6%	11 11%	6 12%	9 7%	17 11%	10 9%	6 6%	26 9%	17 7%	43 8%
Net good thing	82 16%	35 12%	73 18%	63 16%	59 16%	43 13%	-8 -20%	50 20%	32 12%	60 39%	11 6%	11 6%	29 43%	31 36%	10 10%	2 2%	5 7%	6 6%	3 7%	19 14%	22 14%	14 12%	27 25%	41 14%	42 19%	65 13%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 64

Q.10(b) The government's plans for creating a Big Society involve providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government. Do you think the government's plans for a Big Society are a good thing or a bad thing....for you personally?

Base : Half of sample (approx.)

	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	Mid-lands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab		LD
Unweighted Total	516	149	150	69	260	259	218	221	295	222	211	124	170	8	178	199	174	75	63	373	5	159	173	184	62	438	213	125	136	123	98	516
Weighted Total	517	159	146	66	250	263	225	230	288	237	194	62	234	11	245	245	140	56	73	385	3	163	177	178	64	436	216	120	150	117	93	516
Good thing	228	103	40	33	90	153	136	107	122	148	48	29	106	7	113	113	49	29	36	162	2	62	85	81	26	200	99	53	95	22	42	222
	44%	65%	27%	49%	36%	58%	60%	46%	42%	62%	25%	47%	45%	63%	46%	46%	35%	52%	49%	42%	46%	38%	48%	46%	41%	46%	46%	44%	63%	19%	45%	43%
Bad thing	146	19	68	16	92	43	35	66	80	40	93	21	65	2	67	76	41	13	16	116	1	54	42	50	16	122	55	38	21	64	28	157
	28%	12%	46%	23%	37%	17%	15%	29%	28%	17%	48%	35%	28%	15%	27%	31%	29%	23%	22%	30%	24%	33%	24%	28%	24%	28%	26%	32%	14%	55%	31%	30%
Won't make a difference	100	28	25	17	47	50	45	44	56	41	35	7	45	1	47	42	35	7	15	78	1	33	33	34	16	82	46	24	29	19	19	94
	19%	18%	17%	25%	19%	19%	20%	19%	20%	17%	18%	11%	19%	13%	19%	17%	25%	12%	21%	20%	30%	21%	18%	19%	26%	19%	21%	20%	19%	16%	21%	18%
Don't know	43	8	14	1	21	16	10	13	29	9	17	5	18	1	19	14	15	7	6	29	-	13	17	12	5	33	16	5	6	11	4	43
	8%	5%	9%	2%	8%	6%	4%	6%	10%	4%	9%	8%	8%	8%	8%	6%	11%	13%	9%	8%	-	8%	10%	7%	8%	7%	7%	4%	4%	10%	4%	8%
Net good thing	82	84	-28	17	-2	110	101	41	41	108	-45	8	41	5	47	37	8	16	20	46	1	7	43	32	11	78	43	15	74	-42	13	65
	16%	53%	-19%	26%	-1%	42%	45%	18%	14%	46%	-23%	12%	18%	49%	19%	15%	6%	29%	27%	12%	23%	5%	24%	18%	17%	18%	20%	13%	49%	-36%	14%	13%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 65

Q.10(b) The government's plans for creating a Big Society involve providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.
Do you think the government's plans for a Big Society are a good thing or a bad thing....for you personally?

Base : Half of sample (approx.)

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	516	114	162	222	157	265	159	273	152	516
Weighted Total	517	100	165	228	146	279	144	285	139	516
Good thing	228 44%	56 55%	66 40%	228 100%	-	211 76%	9 6%	217 76%	3 2%	222 43%
Bad thing	146 28%	32 32%	46 28%	-	146 100%	11 4%	116 80%	10 3%	116 84%	157 30%
Won't make a difference	100 19%	10 10%	36 22%	-	-	45 16%	16 11%	42 15%	18 13%	94 18%
Don't know	43 8%	2 2%	17 10%	-	-	11 4%	3 2%	16 6%	2 1%	43 8%
Net good thing	82 16%	23 23%	19 12%	228 100%	-146 -100%	200 72%	-107 -74%	208 73%	-114 -82%	65 13%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 66

Q.10(b) The government's plans for creating a Big Society involve providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.
Do you think the government's plans for a Big Society are a good thing or a bad thing....for your local area?

Base : Half of sample (approx.)

	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	516	306	418	399	377	336	40	238	278	149	173	194	58	91	84	89	87	107	50	136	147	110	123	283	233	516
Weighted Total	517	302	415	395	371	330	39	249	268	153	183	181	67	86	96	87	83	98	48	136	156	114	110	293	224	516
Good thing	279 54%	151 50%	228 55%	215 54%	202 54%	170 52%	15 38%	137 55%	142 53%	97 64%	90 49%	91 50%	46 69%	51 60%	47 49%	44 50%	41 49%	50 51%	25 52%	69 50%	77 49%	63 55%	70 63%	146 50%	133 59%	265 51%
Bad thing	144 28%	99 33%	119 29%	113 29%	109 29%	103 31%	15 37%	66 27%	78 29%	32 21%	60 33%	52 29%	13 19%	20 23%	28 29%	31 36%	31 37%	21 22%	8 17%	41 30%	41 26%	36 32%	26 24%	81 28%	62 28%	159 31%
Won't make a difference	49 9%	28 9%	36 9%	35 9%	33 9%	30 9%	6 15%	29 12%	20 8%	18 12%	13 7%	17 10%	8 11%	11 13%	7 7%	6 7%	6 7%	12 12%	4 9%	14 10%	18 11%	9 8%	8 8%	32 11%	17 8%	48 9%
Don't know	46 9%	23 8%	32 8%	32 8%	27 7%	26 8%	4 11%	17 7%	29 11%	5 3%	20 11%	21 12%	1 1%	4 5%	14 14%	6 7%	6 7%	15 15%	11 22%	13 9%	21 13%	6 5%	6 6%	34 11%	12 5%	44 9%
Net good thing	135 26%	52 17%	109 26%	101 26%	93 25%	67 20%	* 1%	71 28%	64 24%	65 43%	31 17%	39 21%	33 50%	32 37%	19 19%	12 14%	10 13%	28 29%	17 34%	28 21%	36 23%	27 24%	43 39%	64 22%	70 31%	106 21%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 67

Q.10(b) The government's plans for creating a Big Society involve providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.
Do you think the government's plans for a Big Society are a good thing or a bad thing....for your local area?

Base : Half of sample (approx.)

	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	Mid-lands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab	LD	
Unweighted Total	516	149	150	69	260	259	218	221	295	222	211	124	170	8	178	199	174	75	63	373	5	159	173	184	62	438	213	125	136	123	98	516
Weighted Total	517	159	146	66	250	263	225	230	288	237	194	62	234	11	245	245	140	56	73	385	3	163	177	178	64	436	216	120	150	117	93	516
Good thing	279	122	43	42	104	183	164	127	152	176	53	29	130	8	138	135	66	35	40	201	3	78	102	99	34	236	121	63	116	24	47	265
	54%	77%	29%	64%	42%	70%	73%	55%	53%	74%	28%	48%	55%	72%	56%	55%	47%	63%	55%	52%	76%	48%	58%	56%	53%	54%	56%	52%	77%	21%	51%	51%
Bad thing	144	17	73	17	98	42	34	70	74	33	94	24	64	3	67	67	45	13	18	112	1	54	44	46	14	119	58	38	21	65	31	159
	28%	11%	50%	26%	39%	16%	15%	30%	26%	14%	49%	39%	27%	28%	27%	27%	32%	23%	24%	29%	24%	33%	25%	26%	22%	27%	27%	31%	14%	56%	33%	31%
Won't make a difference	49	11	17	5	26	20	15	22	27	12	27	6	22	-	22	23	15	4	7	38	-	16	14	19	10	44	18	12	7	14	9	48
	9%	7%	11%	7%	11%	8%	7%	10%	9%	5%	14%	9%	9%	-	9%	9%	11%	8%	10%	10%	-	10%	8%	11%	15%	10%	8%	10%	5%	12%	10%	9%
Don't know	46	9	14	3	22	17	12	11	34	15	19	3	18	-	18	20	14	3	8	34	-	15	17	14	7	36	19	7	6	14	6	44
	9%	6%	9%	4%	9%	7%	5%	5%	12%	6%	10%	5%	8%	-	7%	8%	10%	6%	11%	9%	-	9%	10%	8%	10%	8%	9%	6%	4%	12%	6%	9%
Net good thing	135	104	-30	25	6	141	130	57	78	143	-41	6	66	5	71	68	20	22	23	88	2	23	59	53	20	118	63	25	95	-41	17	106
	26%	66%	-21%	38%	3%	53%	58%	25%	27%	60%	-21%	9%	28%	44%	29%	28%	14%	40%	31%	23%	53%	14%	33%	30%	31%	27%	29%	21%	63%	-35%	18%	21%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 68

Q.10(b) The government's plans for creating a Big Society involve providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.
Do you think the government's plans for a Big Society are a good thing or a bad thing....for your local area?

Base : Half of sample (approx.)

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	516	114	162	222	157	265	159	273	152	516
Weighted Total	517	100	165	228	146	279	144	285	139	516
Good thing	279 54%	55 55%	85 52%	211 92%	11 8%	279 100%	-	252 88%	8 6%	265 51%
Bad thing	144 28%	35 35%	45 27%	9 4%	116 79%	-	144 100%	12 4%	118 85%	159 31%
Won't make a difference	49 9%	7 7%	21 12%	7 3%	11 8%	-	-	14 5%	4 3%	48 9%
Don't know	46 9%	4 4%	14 8%	1 *	8 5%	-	-	7 3%	9 6%	44 9%
Net good thing	135 26%	20 20%	40 24%	202 89%	-104 -71%	279 100%	-144 -100%	240 84%	-110 -79%	106 21%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 69

Q.10(b) The government's plans for creating a Big Society involve providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.
Do you think the government's plans for a Big Society are a good thing or a bad thing.....for Britain as a whole?

Base : Half of sample (approx.)

	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	516	306	418	399	377	336	40	238	278	149	173	194	58	91	84	89	87	107	50	136	147	110	123	283	233	516
Weighted Total	517	302	415	395	371	330	39	249	268	153	183	181	67	86	96	87	83	98	48	136	156	114	110	293	224	516
Good thing	285	158	233	218	206	174	14	140	145	102	94	89	46	56	47	47	40	49	24	73	85	60	68	158	128	273
	55%	52%	56%	55%	55%	53%	35%	56%	54%	67%	51%	49%	68%	66%	49%	53%	48%	50%	50%	53%	54%	52%	62%	54%	57%	53%
Bad thing	139	95	110	108	103	100	16	67	72	27	57	55	11	16	30	26	34	21	7	42	41	35	21	83	56	152
	27%	32%	26%	27%	28%	30%	40%	27%	27%	18%	31%	30%	17%	18%	32%	30%	41%	21%	15%	30%	26%	31%	19%	28%	25%	29%
Won't make a difference	35	25	30	29	27	26	2	18	17	9	13	12	4	5	6	8	4	8	4	8	11	6	10	19	16	34
	7%	8%	7%	7%	7%	8%	5%	7%	6%	6%	7%	7%	6%	6%	6%	9%	5%	8%	9%	6%	7%	5%	9%	6%	7%	7%
Don't know	58	24	43	40	36	31	8	24	34	14	19	25	6	8	13	7	5	20	13	14	20	13	11	34	24	57
	11%	8%	10%	10%	10%	9%	19%	10%	13%	9%	11%	14%	9%	10%	13%	8%	6%	20%	26%	10%	12%	12%	10%	12%	11%	11%
Net good thing	147	63	123	110	103	74	-2	73	73	75	37	35	34	41	17	20	6	29	17	31	43	25	47	75	72	121
	28%	21%	30%	28%	28%	23%	-5%	29%	27%	49%	20%	19%	51%	47%	18%	23%	7%	29%	35%	23%	28%	22%	43%	26%	32%	23%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 70

Q.10(b) The government's plans for creating a Big Society involve providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government. Do you think the government's plans for a Big Society are a good thing or a bad thing.....for Britain as a whole?

Base : Half of sample (approx.)

	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	Mid-lands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab	LD	
Unweighted Total	516	149	150	69	260	259	218	221	295	222	211	124	170	8	178	199	174	75	63	373	5	159	173	184	62	438	213	125	136	123	98	516
Weighted Total	517	159	146	66	250	263	225	230	288	237	194	62	234	11	245	245	140	56	73	385	3	163	177	178	64	436	216	120	150	117	93	516
Good thing	285	126	50	39	107	183	165	131	155	178	60	31	134	8	142	134	67	38	44	201	2	83	107	96	32	244	120	66	116	29	50	273
	55%	79%	34%	59%	43%	69%	73%	57%	54%	75%	31%	51%	57%	42%	58%	55%	48%	68%	61%	52%	46%	51%	60%	54%	50%	56%	56%	55%	77%	24%	53%	53%
Bad thing	139	17	64	19	92	44	36	70	69	28	95	23	64	3	68	75	38	11	14	113	1	49	46	44	13	113	54	39	18	61	29	152
	27%	11%	44%	28%	37%	17%	16%	31%	24%	12%	49%	36%	28%	28%	28%	31%	27%	20%	19%	29%	24%	30%	26%	25%	21%	26%	25%	32%	12%	52%	31%	29%
Won't make a difference	35	8	14	5	24	17	13	13	22	11	17	3	17	-	17	13	12	3	7	25	-	10	7	18	9	30	19	10	6	11	7	34
	7%	5%	10%	8%	9%	7%	6%	6%	8%	4%	9%	5%	7%	-	7%	5%	9%	5%	10%	6%	-	6%	4%	10%	14%	7%	9%	8%	4%	10%	8%	7%
Don't know	58	8	17	3	28	19	11	16	43	20	22	5	19	-	19	22	23	4	7	46	1	21	17	21	10	49	22	5	11	16	7	57
	11%	5%	12%	5%	11%	7%	5%	7%	15%	9%	11%	8%	8%	-	8%	9%	17%	7%	10%	12%	30%	13%	9%	12%	15%	11%	10%	5%	7%	14%	8%	11%
Net good thing	147	108	-14	21	16	138	129	61	86	150	-35	9	69	5	74	59	29	27	30	89	1	34	60	52	18	131	66	27	98	-32	21	121
	28%	68%	-10%	31%	6%	53%	57%	26%	30%	63%	-18%	14%	30%	44%	30%	24%	21%	48%	42%	23%	23%	21%	34%	29%	29%	30%	31%	23%	65%	-28%	22%	23%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 71

Q.10(b) The government's plans for creating a Big Society involve providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.
Do you think the government's plans for a Big Society are a good thing or a bad thing.....for Britain as a whole?

Base : Half of sample (approx.)

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	516	114	162	222	157	265	159	273	152	516
Weighted Total	517	100	165	228	146	279	144	285	139	516
Good thing	285 55%	59 59%	86 52%	217 95%	10 7%	252 90%	12 9%	285 100%	-	273 53%
Bad thing	139 27%	33 33%	41 25%	3 1%	116 80%	8 3%	118 82%	-	139 100%	152 29%
Won't make a difference	35 7%	4 4%	19 11%	2 1%	8 5%	4 1%	4 3%	-	-	34 7%
Don't know	58 11%	4 4%	19 11%	6 3%	12 8%	15 5%	9 7%	-	-	57 11%
Net good thing	147 28%	27 27%	45 27%	215 94%	-107 -73%	244 88%	-106 -74%	285 100%	-139 -100%	121 23%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 72

Q.10(b) The government's plans for creating a Big Society involve providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government. Do you think the government's plans for a Big Society are a good thing or a bad thing ...

- Summary Table -

Base : Half of sample (approx.)

	for you personally?	for your local area?	for Britain as a whole?
Unweighted Total	516	516	516
Weighted Total	517	517	517
Good thing	228 44%	279 54%	285 55%
Bad thing	146 28%	144 28%	139 27%
Won't make a difference	100 19%	49 9%	35 7%
Don't know	43 8%	46 9%	58 11%
Net good thing	82 16%	135 26%	147 28%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 73

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is a good idea in principle but won't work in practice

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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Strongly agree	225 22%	145 25%	174 22%	168 22%	163 23%	157 24%	21 26%	107 22%	118 23%	64 22%	88 24%	73 20%	29 24%	35 21%	41 22%	47 28%	33 21%	40 19%	22 22%	59 22%	53 18%	56 26%	57 24%	112 20%	113 25%	234 23%
Tend to agree	322 32%	176 30%	263 33%	251 33%	228 32%	200 31%	16 20%	147 30%	174 34%	86 30%	125 34%	111 31%	38 31%	48 29%	68 36%	56 33%	51 34%	60 29%	24 24%	87 32%	99 34%	62 30%	73 31%	186 33%	136 30%	320 32%
Neither agree nor disagree	136 14%	80 14%	108 14%	103 14%	102 14%	88 11%	9 11%	66 13%	70 14%	48 17%	47 13%	41 11%	21 17%	27 16%	20 11%	27 16%	20 13%	21 10%	8 8%	44 16%	43 15%	23 11%	26 11%	87 15%	49 11%	138 14%
Tend to disagree	164 16%	105 18%	143 18%	136 18%	128 18%	113 18%	6 7%	85 17%	79 15%	54 19%	53 15%	57 16%	21 17%	33 20%	31 16%	23 13%	25 16%	32 15%	21 21%	50 18%	54 19%	27 13%	33 14%	104 18%	60 13%	150 15%
Strongly disagree	99 10%	54 9%	71 9%	67 9%	62 9%	58 9%	16 19%	66 14%	32 6%	20 7%	33 9%	46 13%	7 5%	13 8%	18 10%	14 8%	21 14%	11 12%	11 11%	18 7%	28 10%	29 14%	23 10%	46 8%	52 12%	100 10%
Don't know	63 6%	25 4%	37 5%	37 5%	33 5%	28 4%	14 17%	19 4%	43 8%	16 5%	15 4%	32 9%	6 5%	9 6%	12 6%	3 2%	3 2%	29 14%	15 15%	14 5%	13 4%	13 6%	23 10%	27 5%	36 8%	67 7%
Combinations - Summary																										
Agree	547 54%	321 55%	438 55%	418 55%	391 55%	356 56%	37 46%	254 52%	293 57%	150 52%	213 59%	184 51%	67 55%	83 50%	109 57%	104 61%	84 55%	100 48%	45 45%	146 54%	153 52%	118 56%	131 55%	298 53%	249 56%	554 55%
Disagree	263 26%	159 27%	214 27%	203 27%	190 27%	171 27%	21 26%	151 31%	111 22%	74 26%	86 24%	103 29%	27 22%	46 28%	49 26%	37 22%	46 30%	57 27%	32 32%	68 25%	82 28%	57 27%	56 24%	150 27%	113 25%	250 25%
Net Agree	284 28%	161 28%	223 28%	215 28%	201 28%	186 29%	16 19%	103 21%	181 35%	76 27%	127 35%	81 22%	40 33%	36 22%	60 32%	67 39%	38 25%	43 21%	14 14%	78 29%	70 24%	61 29%	75 32%	148 26%	136 30%	304 30%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 74

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is a good idea in principle but won't work in practice

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	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009	
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009	
Strongly agree	225 22%	40 13%	93 32%	32 26%	140 29%	87 17%	72 16%	114 26%	112 20%	68 16%	116 29%	31 25%	96 22%	9 38%	105 23%	100 22%	64 23%	17 17%	43 25%	164 23%	1 16%	83 25%	67 21%	76 21%	30 23%	190 22%	102 23%	48 22%	42 15%	73 32%	48 28%	234 23%	
Tend to agree	322 32%	93 30%	92 31%	46 37%	162 33%	163 32%	139 32%	130 29%	192 34%	140 32%	130 32%	42 34%	147 34%	4 15%	151 33%	159 35%	87 31%	34 35%	39 22%	245 34%	3 43%	104 31%	97 31%	120 34%	45 35%	283 32%	137 31%	72 33%	81 29%	77 33%	58 34%	320 32%	
Neither agree nor disagree	136 14%	60 19%	29 10%	9 7%	48 10%	79 15%	70 16%	61 14%	75 13%	69 16%	36 9%	18 14%	63 14%	3 13%	66 14%	63 14%	28 10%	16 16%	29 17%	91 12%	1 13%	40 12%	54 17%	42 12%	14 11%	117 13%	58 13%	33 15%	48 17%	23 10%	17 10%	138 14%	
Tend to disagree	164 16%	81 26%	29 10%	24 19%	62 13%	113 22%	105 24%	75 17%	89 16%	101 23%	41 10%	16 13%	75 17%	6 26%	81 18%	80 18%	47 17%	18 18%	18 11%	127 17%	1 15%	47 14%	52 17%	64 18%	22 17%	148 17%	66 15%	40 18%	74 26%	19 8%	28 16%	150 15%	
Strongly disagree	99 10%	27 8%	36 12%	5 4%	53 11%	44 9%	32 7%	43 10%	55 10%	32 7%	55 14%	11 9%	38 9%	1 3%	39 8%	39 9%	29 10%	3 3%	27 15%	68 9%	1 13%	37 11%	23 7%	38 11%	12 9%	81 9%	49 11%	19 9%	26 9%	33 14%	10 6%	100 10%	
Don't know	63 6%	13 4%	12 4%	8 6%	23 5%	24 5%	21 5%	17 4%	46 8%	24 5%	25 6%	5 4%	15 3%	1 4%	16 4%	14 3%	21 8%	10 11%	18 11%	34 5%	-	24 7%	20 7%	19 5%	6 5%	52 6%	28 6%	4 2%	12 4%	6 3%	9 5%	67 7%	
Combinations - Summary																																	
Agree	547 54%	133 42%	184 63%	78 63%	302 62%	251 49%	211 48%	243 55%	304 53%	208 48%	245 61%	73 60%	243 56%	13 54%	256 56%	259 57%	151 55%	51 52%	82 47%	410 56%	4 59%	187 56%	163 52%	196 55%	75 58%	473 54%	239 54%	120 55%	123 44%	150 65%	106 63%	554 55%	
Disagree	263 26%	107 34%	65 22%	29 23%	115 24%	157 31%	136 31%	118 27%	145 25%	133 31%	96 24%	27 22%	113 26%	7 29%	120 26%	119 26%	76 27%	21 22%	45 26%	195 27%	2 28%	85 25%	75 24%	103 29%	34 26%	229 26%	115 26%	59 27%	100 35%	52 23%	37 22%	250 25%	
Net Agree	284 28%	26 8%	119 41%	50 40%	187 38%	93 18%	75 17%	125 28%	159 28%	74 17%	149 37%	46 38%	130 30%	6 24%	136 30%	140 31%	75 27%	30 30%	37 21%	215 29%	2 31%	102 30%	88 28%	94 26%	41 32%	244 28%	125 28%	60 28%	23 8%	97 42%	69 41%	304 30%	

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 75

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is a good idea in principle but won't work in practice

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
Strongly agree	225 22%	40 19%	77 24%	50 12%	101 33%	57 11%	124 39%	66 13%	120 38%	234 23%
Tend to agree	322 32%	67 32%	104 33%	129 32%	95 31%	167 33%	89 28%	164 32%	88 28%	320 32%
Neither agree nor disagree	136 14%	22 11%	48 15%	67 17%	25 8%	93 19%	17 5%	88 17%	24 8%	138 14%
Tend to disagree	164 16%	41 20%	61 19%	105 26%	21 7%	117 24%	27 9%	121 24%	23 7%	150 15%
Strongly disagree	99 10%	32 16%	18 6%	36 9%	55 18%	40 8%	53 17%	40 8%	52 17%	100 10%
Don't know	63 6%	5 2%	9 3%	16 4%	8 3%	25 5%	8 2%	26 5%	7 2%	67 7%
Combinations - Summary										
Agree	547 54%	107 52%	181 57%	179 44%	196 64%	224 45%	213 67%	230 46%	208 66%	554 55%
Disagree	263 26%	73 35%	79 25%	141 35%	76 25%	158 32%	80 25%	161 32%	75 24%	250 25%
Net Agree	284 28%	34 16%	102 32%	38 9%	120 39%	66 13%	133 42%	69 14%	133 42%	304 30%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 76

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is just an excuse for the government to save money by cutting back on public services

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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Strongly agree	318 32%	190 32%	242 30%	233 31%	221 31%	205 32%	38 47%	156 32%	162 31%	81 28%	127 35%	110 31%	34 28%	47 29%	71 37%	56 33%	53 34%	58 28%	30 30%	64 24%	80 27%	86 41%	88 37%	144 26%	174 39%	329 33%
Tend to agree	247 25%	125 21%	199 25%	188 25%	172 24%	144 22%	9 11%	118 24%	129 25%	81 28%	79 22%	88 24%	37 30%	44 27%	44 23%	35 20%	42 28%	46 22%	16 16%	84 31%	77 26%	37 18%	49 21%	161 29%	86 19%	244 24%
Neither agree nor disagree	92 9%	55 9%	70 9%	69 9%	65 9%	59 9%	5 6%	46 9%	46 9%	32 11%	27 8%	33 9%	10 8%	23 14%	13 7%	14 8%	10 7%	22 11%	11 11%	35 13%	20 7%	19 9%	18 8%	55 10%	37 8%	92 9%
Tend to disagree	171 17%	97 17%	139 17%	130 17%	123 17%	109 17%	17 21%	84 17%	87 17%	43 15%	77 21%	52 14%	17 14%	25 15%	37 20%	39 23%	23 15%	29 14%	16 16%	43 16%	62 21%	28 13%	38 16%	105 19%	66 15%	170 17%
Strongly disagree	136 13%	95 16%	115 14%	111 15%	107 15%	101 16%	6 7%	70 14%	66 13%	38 13%	43 12%	55 15%	18 15%	19 12%	21 11%	22 13%	22 14%	33 16%	16 16%	35 13%	42 14%	34 16%	25 11%	77 14%	59 13%	133 13%
Don't know	44 4%	22 4%	31 4%	31 4%	28 4%	24 4%	6 8%	18 4%	27 5%	13 5%	9 2%	23 6%	7 6%	6 4%	4 2%	5 3%	2 2%	20 10%	11 11%	10 4%	11 4%	7 3%	17 7%	21 4%	24 5%	41 4%
Combinations - Summary																										
Agree	566 56%	315 54%	442 55%	420 55%	393 55%	350 54%	47 58%	274 56%	291 56%	162 56%	205 57%	198 55%	70 58%	91 55%	115 60%	91 53%	95 62%	103 50%	46 46%	148 55%	157 54%	123 58%	137 58%	305 54%	261 58%	573 57%
Disagree	307 30%	192 33%	254 32%	241 32%	230 32%	209 33%	23 28%	153 31%	154 30%	80 28%	120 33%	107 30%	36 29%	45 27%	58 31%	62 36%	45 29%	32 30%	32 32%	78 29%	103 36%	61 29%	64 27%	182 32%	125 28%	303 30%
Net Agree	259 26%	123 21%	187 23%	179 24%	163 23%	140 22%	25 30%	121 25%	138 27%	82 28%	85 24%	92 25%	35 29%	47 28%	56 30%	29 17%	50 33%	42 20%	14 14%	70 26%	53 18%	62 29%	74 31%	123 22%	136 30%	270 27%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 77

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is just an excuse for the government to save money by cutting back on public services

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	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009	
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009	
Strongly agree	318	39	155	30	206	89	68	135	183	53	222	50	114	9	124	128	87	30	71	215	2	129	80	109	50	269	162	67	39	124	53	329	
		32%	12%	53%	24%	42%	17%	16%	31%	32%	12%	55%	41%	26%	40%	27%	28%	31%	41%	29%	24%	38%	26%	30%	39%	31%	37%	31%	14%	53%	31%	33%	
Tend to agree	247	79	62	37	125	143	116	113	135	120	75	26	119	2	121	132	68	17	29	200	1	74	83	90	34	210	97	56	64	43	53	244	
		25%	25%	21%	30%	26%	28%	27%	26%	24%	28%	19%	21%	27%	8%	26%	29%	25%	17%	17%	27%	13%	22%	27%	25%	26%	22%	26%	23%	19%	31%	24%	
Neither agree nor disagree	92	37	17	10	32	53	47	36	56	45	22	11	39	3	42	35	27	13	17	62	*	18	38	36	8	84	32	16	31	17	14	92	
		9%	12%	6%	8%	7%	10%	11%	8%	10%	10%	6%	9%	9%	13%	9%	8%	10%	14%	10%	8%	5%	5%	12%	10%	6%	10%	7%	7%	11%	7%	8%	9%
Tend to disagree	171	75	24	28	62	112	102	85	86	112	38	20	84	5	90	77	47	21	23	123	3	56	54	61	20	151	72	40	68	21	31	170	
		17%	24%	8%	22%	13%	22%	19%	15%	26%	10%	17%	19%	22%	20%	17%	17%	22%	13%	17%	39%	17%	17%	17%	15%	17%	16%	19%	24%	9%	19%	17%	
Strongly disagree	136	74	27	15	50	97	89	58	78	82	33	13	59	2	61	63	35	12	26	98	-	37	50	49	16	118	63	30	68	23	14	133	
		13%	24%	9%	12%	10%	19%	20%	13%	14%	19%	8%	10%	14%	7%	13%	14%	13%	12%	15%	13%	-	11%	16%	14%	12%	14%	14%	24%	10%	8%	13%	
Don't know	44	10	5	4	12	17	15	14	30	23	11	2	19	2	21	19	12	4	8	31	1	22	9	13	2	39	13	6	11	5	5	41	
		4%	3%	2%	4%	3%	3%	3%	5%	5%	3%	1%	4%	9%	5%	4%	4%	4%	4%	4%	20%	7%	3%	4%	1%	5%	3%	3%	4%	2%	3%	4%	
Combinations - Summary																																	
Agree	566	118	217	67	331	232	185	247	318	173	297	76	233	11	244	261	155	47	100	416	3	203	163	200	84	479	259	124	103	166	106	573	
		56%	38%	75%	54%	68%	45%	42%	56%	56%	40%	74%	62%	54%	48%	53%	57%	56%	48%	58%	57%	37%	60%	52%	56%	65%	55%	59%	57%	37%	72%	62%	57%
Disagree	307	148	51	43	112	209	191	142	165	194	72	33	143	7	150	140	82	34	49	221	3	93	104	110	35	269	135	70	136	44	45	303	
		30%	47%	18%	35%	23%	41%	44%	32%	29%	45%	18%	27%	33%	30%	33%	31%	30%	34%	28%	30%	39%	28%	33%	31%	27%	31%	31%	32%	48%	19%	27%	30%
Net Agree	259	-31	166	24	219	23	-7	105	154	-21	225	43	90	4	94	121	73	13	51	194	*	110	60	89	48	209	124	54	-33	123	61	270	
		26%	-10%	57%	19%	45%	4%	-2%	24%	27%	-5%	56%	35%	21%	18%	21%	27%	27%	14%	29%	27%	-2%	33%	19%	25%	38%	24%	28%	25%	-12%	53%	36%	27%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 78

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is just an excuse for the government to save money by cutting back on public services

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth -ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
Strongly agree	318 32%	69 33%	89 28%	52 13%	188 61%	62 12%	199 63%	72 14%	198 63%	329 33%
Tend to agree	247 25%	45 22%	93 29%	94 23%	67 22%	121 24%	69 22%	120 24%	72 23%	244 24%
Neither agree nor disagree	92 9%	14 7%	32 10%	42 10%	13 4%	58 12%	9 3%	55 11%	9 3%	92 9%
Tend to disagree	171 17%	40 19%	57 18%	114 28%	13 4%	137 27%	16 5%	132 26%	13 4%	170 17%
Strongly disagree	136 13%	39 19%	33 10%	88 22%	21 7%	98 20%	23 7%	108 21%	20 6%	133 13%
Don't know	44 4%	1 *	13 4%	14 4%	4 1%	22 4%	2 *	18 4%	2 1%	41 4%
Combinations - Summary										
Agree	566 56%	114 55%	182 57%	146 36%	254 83%	183 37%	268 84%	193 38%	270 86%	573 57%
Disagree	307 30%	79 38%	90 28%	202 50%	34 11%	235 47%	39 12%	240 47%	33 10%	303 30%
Net Agree	259 26%	35 17%	91 29%	-56 -14%	220 72%	-52 -10%	229 72%	-47 -9%	237 75%	270 27%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 79

Q.11. To what extent do you agree or disagree with the following statements?

- Summary Table -

Base : All

	Big Society is a good idea in principle but won't work in practice	Big Society is just an excuse for the government to save money by cutting back on public services
Unweighted Total	1009	1009
Weighted Total	1009	1009
Strongly agree	225 22%	318 32%
Tend to agree	322 32%	247 25%
Neither agree nor disagree	136 14%	92 9%
Tend to disagree	164 16%	171 17%
Strongly disagree	99 10%	136 13%
Don't know	63 6%	44 4%
Combinations - Summary		
Agree	547 54%	566 56%
Disagree	263 26%	307 30%
Net Agree	284 28%	259 26%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Half of sample (approx.) - asked - The government's plans for creating a Big Society involve

giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.

Table 80

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is a good idea in principle but won't work in practice

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	493	283	388	373	354	322	43	238	255	137	181	175	52	85	88	93	71	104	49	137	134	93	129	271	222	493
Weighted Total	492	283	381	367	345	312	42	242	250	135	178	179	55	79	95	84	70	109	52	135	134	97	126	269	223	493
Strongly agree	111 22%	68 24%	83 22%	81 22%	79 23%	76 24%	9 21%	52 22%	58 23%	30 22%	47 26%	34 19%	15 26%	15 19%	22 23%	25 30%	15 21%	19 17%	8 15%	27 20%	24 18%	22 23%	38 30%	51 19%	60 27%	123 25%
Tend to agree	167 34%	92 33%	134 35%	127 35%	111 32%	101 32%	11 26%	75 31%	92 37%	40 30%	71 40%	56 32%	16 29%	24 31%	34 36%	37 44%	20 29%	36 33%	15 30%	47 35%	49 37%	35 37%	35 28%	96 36%	71 32%	159 32%
Neither agree nor disagree	71 14%	38 13%	53 14%	52 14%	43 15%	43 14%	6 13%	38 16%	33 13%	30 22%	23 13%	19 10%	14 24%	16 20%	11 12%	12 14%	9 13%	9 9%	4 8%	27 20%	18 13%	11 12%	15 12%	44 16%	27 12%	68 14%
Tend to disagree	59 12%	40 14%	56 15%	53 14%	52 15%	44 14%	2 4%	28 11%	32 13%	15 11%	14 8%	30 17%	4 7%	12 15%	10 11%	4 5%	15 21%	15 14%	14 26%	19 14%	20 15%	9 9%	11 9%	39 15%	20 9%	59 12%
Strongly disagree	53 11%	32 11%	40 11%	39 11%	36 11%	35 11%	5 12%	41 17%	12 5%	13 9%	15 9%	25 14%	3 6%	9 12%	10 11%	5 6%	10 14%	15 14%	5 10%	9 7%	18 13%	13 14%	13 10%	26 10%	27 12%	51 10%
Don't know	31 6%	13 4%	14 4%	14 4%	14 4%	14 4%	10 23%	8 3%	22 9%	7 5%	9 5%	15 9%	4 7%	3 3%	7 7%	2 2%	1 1%	14 13%	6 11%	6 5%	6 4%	5 5%	14 11%	12 4%	19 8%	33 7%
Combinations - Summary																										
Agree	278 57%	160 57%	217 57%	209 57%	190 55%	177 57%	20 47%	127 53%	151 60%	70 52%	118 66%	90 50%	31 56%	39 50%	56 59%	62 74%	35 50%	55 51%	23 45%	74 55%	73 55%	58 60%	73 58%	147 55%	131 59%	282 57%
Disagree	112 23%	73 26%	97 25%	92 25%	88 26%	79 25%	7 16%	69 28%	44 17%	28 21%	29 17%	55 31%	7 13%	21 27%	21 22%	9 11%	24 35%	30 28%	19 36%	28 21%	38 28%	23 23%	24 19%	66 24%	47 21%	110 22%
Net Agree	166 34%	87 31%	120 32%	117 32%	102 30%	98 31%	13 31%	59 24%	107 43%	42 31%	88 49%	35 20%	24 43%	18 23%	35 38%	53 63%	11 15%	25 23%	4 8%	46 34%	35 26%	35 36%	49 39%	82 30%	84 38%	172 35%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Half of sample (approx.) - asked - The government's plans for creating a Big Society involve

giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.

Table 81

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is a good idea in principle but won't work in practice

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	493	151	148	63	248	251	214	222	271	197	209	121	158	9	167	192	168	60	69	360	4	182	135	176	63	431	210	100	132	120	83	493	
Weighted Total	492	155	144	58	238	248	213	210	282	197	209	60	200	12	212	209	135	43	100	345	4	174	136	182	65	435	224	97	132	115	77	493	
Strongly agree	111 22%	20 13%	52 36%	10 17%	70 30%	38 15%	30 14%	58 28%	53 19%	30 15%	56 27%	17 29%	45 23%	4 33%	49 23%	47 23%	30 22%	8 18%	26 26%	77 22%	-	49 28%	26 19%	36 20%	15 23%	93 21%	50 22%	22 23%	21 16%	38 33%	15 19%	123 25%	
Tend to agree	167 34%	53 34%	43 29%	31 53%	86 36%	97 39%	83 39%	73 35%	94 33%	74 37%	68 33%	17 29%	83 41%	4 29%	86 41%	85 41%	44 32%	16 38%	20 20%	129 37%	2	59 34%	49 36%	60 33%	23 36%	148 34%	67 30%	33 34%	40 30%	35 30%	40 51%	159 32%	
Neither agree nor disagree	71 14%	26 17%	16 11%	6 10%	26 11%	37 15%	32 15%	27 13%	44 16%	31 16%	25 12%	9 15%	27 13%	2 17%	29 14%	29 14%	9 7%	7 17%	25 25%	38 11%	1	21 12%	27 20%	23 12%	6 10%	63 15%	33 15%	15 15%	22 17%	15 13%	8 11%	68 14%	
Tend to disagree	59 12%	34 22%	9 6%	6 11%	17 7%	42 17%	41 19%	23 11%	37 13%	37 19%	14 7%	6 11%	21 10%	2 14%	23 11%	21 10%	27 20%	6 14%	6 5%	48 14%	-	15 9%	16 12%	28 16%	8 13%	55 13%	29 13%	10 11%	30 22%	6 6%	7 9%	59 12%	
Strongly disagree	53 11%	16 10%	19 13%	2 3%	28 12%	25 10%	18 8%	21 10%	32 11%	19 9%	28 13%	7 12%	18 9%	1 6%	19 9%	18 8%	19 14%	1 3%	14 14%	36 10%	1	16 9%	12 9%	25 14%	9 15%	44 10%	29 13%	14 14%	14 11%	18 16%	5 7%	51 10%	
Don't know	31 6%	7 4%	6 4%	3 6%	10 4%	10 4%	10 5%	9 4%	22 8%	7 4%	18 8%	3 5%	7 3%	-	7 3%	9 4%	7 6%	4 10%	10 10%	16 5%	-	13 8%	7 5%	11 6%	3 4%	30 7%	15 7%	3 3%	5 4%	2 2%	3 3%	33 7%	
Combinations - Summary																																	
Agree	278 57%	72 47%	95 66%	41 70%	157 66%	134 54%	113 53%	131 62%	147 52%	103 52%	124 59%	34 57%	128 64%	8 63%	135 64%	133 63%	73 54%	24 56%	46 46%	206 60%	2	108 62%	74 55%	96 53%	38 59%	241 56%	117 52%	55 57%	62 47%	73 64%	54 70%	282 57%	
Disagree	112 23%	50 32%	28 19%	8 14%	45 19%	67 27%	58 27%	44 21%	68 24%	56 28%	42 20%	14 22%	39 19%	2 20%	41 19%	39 19%	45 33%	7 17%	20 20%	84 24%	1	31 18%	28 20%	53 29%	18 27%	100 23%	58 26%	24 25%	44 33%	24 21%	12 16%	110 22%	
Net Agree	166 34%	22 14%	67 46%	33 57%	112 47%	67 27%	55 26%	87 41%	79 28%	48 24%	82 39%	21 35%	89 44%	5 42%	94 44%	94 45%	28 21%	17 39%	26 26%	122 35%	1	76 44%	46 34%	43 24%	21 31%	142 33%	59 27%	31 33%	18 14%	49 42%	42 55%	172 35%	

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Half of sample (approx.) - asked - The government's plans for creating a Big Society involve

giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.

Table 82

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is a good idea in principle but won't work in practice

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	493	115	150	188	158	227	173	224	174	493
Weighted Total	492	107	152	175	160	220	174	220	176	493
Strongly agree	111 22%	23 21%	33 22%	19 11%	50 31%	21 10%	66 38%	27 12%	64 37%	123 25%
Tend to agree	167 34%	39 37%	55 36%	56 32%	53 33%	77 35%	53 30%	77 35%	52 30%	159 32%
Neither agree nor disagree	71 14%	12 11%	29 19%	34 20%	16 10%	50 23%	9 5%	43 19%	16 9%	68 14%
Tend to disagree	59 12%	16 15%	22 15%	37 21%	8 5%	39 18%	12 7%	39 18%	11 6%	59 12%
Strongly disagree	53 11%	17 15%	10 6%	22 13%	28 17%	23 10%	28 16%	23 10%	26 15%	51 10%
Don't know	31 6%	* *	3 2%	7 4%	5 3%	10 4%	6 4%	12 5%	6 3%	33 7%
Combinations - Summary										
Agree	278 57%	62 58%	89 58%	75 43%	103 65%	98 45%	119 68%	103 47%	116 66%	282 57%
Disagree	112 23%	33 31%	32 21%	59 34%	36 22%	62 28%	40 23%	62 28%	38 21%	110 22%
Net Agree	166 34%	29 27%	56 37%	16 9%	67 42%	36 17%	79 45%	42 19%	79 45%	172 35%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Half of sample (approx.) - asked - The government's plans for creating a Big Society involve

giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.

Table 83

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is just an excuse for the government to save money by cutting back on public services

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	493	283	388	373	354	322	43	238	255	137	181	175	52	85	88	93	71	104	49	137	134	93	129	271	222	493
Weighted Total	492	283	381	367	345	312	42	242	250	135	178	179	55	79	95	84	70	109	52	135	134	97	126	269	223	493
Strongly agree	151 31%	90 32%	112 29%	110 30%	105 31%	100 32%	19 45%	74 31%	77 31%	35 26%	58 32%	58 33%	16 29%	18 23%	32 34%	26 31%	23 34%	35 32%	19 37%	30 23%	38 28%	31 32%	52 41%	69 25%	82 37%	148 30%
Tend to agree	127 26%	64 23%	101 27%	95 26%	85 25%	71 23%	6 15%	66 27%	62 25%	36 27%	51 28%	41 23%	10 18%	26 33%	26 28%	24 29%	18 25%	24 22%	10 19%	46 34%	37 28%	21 22%	23 18%	83 31%	44 20%	128 26%
Neither agree nor disagree	51 10%	30 11%	37 10%	37 10%	35 10%	32 10%	2 6%	26 11%	25 10%	19 14%	17 10%	15 8%	7 12%	13 16%	8 8%	9 11%	6 8%	9 8%	4 8%	18 13%	12 9%	11 11%	10 8%	30 11%	21 9%	54 11%
Tend to disagree	85 17%	50 18%	67 18%	63 17%	60 17%	56 18%	10 23%	41 17%	45 18%	23 17%	35 20%	28 15%	11 20%	12 15%	18 19%	17 20%	12 16%	16 15%	8 15%	23 17%	26 19%	17 17%	20 16%	49 18%	37 16%	88 18%
Strongly disagree	60 12%	39 14%	52 14%	49 13%	47 14%	43 14%	2 5%	33 14%	27 11%	17 13%	16 9%	27 15%	8 15%	9 11%	10 11%	5 6%	10 14%	17 16%	6 12%	15 11%	17 13%	13 14%	15 12%	32 12%	28 13%	60 12%
Don't know	17 3%	10 4%	13 3%	13 3%	13 4%	11 4%	3 6%	2 1%	15 6%	5 3%	2 1%	10 6%	3 6%	1 2%	- -	2 3%	1 2%	9 8%	5 9%	3 2%	3 3%	4 5%	6 5%	7 2%	10 5%	15 3%
Combinations - Summary																										
Agree	278 57%	154 54%	213 56%	205 56%	190 55%	171 55%	25 60%	140 58%	138 55%	70 52%	108 61%	99 56%	26 48%	44 56%	59 62%	50 60%	41 59%	59 54%	29 56%	76 57%	76 56%	52 53%	75 59%	152 56%	126 57%	276 56%
Disagree	145 30%	89 31%	119 31%	112 31%	107 31%	99 32%	12 28%	74 30%	72 29%	40 30%	50 28%	55 31%	19 35%	21 26%	28 30%	22 27%	22 31%	33 30%	14 27%	37 28%	43 32%	30 31%	35 28%	80 30%	65 29%	148 30%
Net Agree	133 27%	65 23%	94 25%	92 25%	83 24%	72 23%	14 32%	66 27%	67 27%	30 22%	58 33%	45 25%	7 13%	23 29%	31 32%	28 33%	19 28%	25 23%	15 29%	39 29%	33 24%	22 22%	40 32%	72 27%	62 28%	128 26%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Half of sample (approx.) - asked - The government's plans for creating a Big Society involve

giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.

Table 84

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is just an excuse for the government to save money by cutting back on public services

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	Broad sheet	Con	Lab	LD	
Unweighted Total	493	151	148	63	248	251	214	222	271	197	209	121	158	9	167	192	168	60	69	360	4	182	135	176	63	431	210	100	132	120	83	493
Weighted Total	492	155	144	58	238	248	213	210	282	197	209	60	200	12	212	209	135	43	100	345	4	174	136	182	65	435	224	97	132	115	77	493
Strongly agree	151	17	76	13	100	41	30	58	93	19	106	21	48	4	52	59	39	9	42	99	1	66	25	60	30	130	79	32	17	56	24	148
	31%	11%	53%	23%	42%	16%	14%	28%	33%	10%	51%	34%	24%	36%	25%	28%	29%	22%	42%	29%	23%	38%	19%	33%	46%	30%	35%	33%	13%	49%	32%	30%
Tend to agree	127	43	36	16	63	70	59	63	64	54	44	13	64	1	65	66	32	9	20	98	1	41	43	44	17	111	50	21	32	26	20	128
	26%	28%	25%	27%	26%	28%	28%	30%	23%	27%	21%	21%	32%	7%	31%	32%	23%	21%	20%	28%	17%	23%	31%	24%	25%	26%	22%	21%	25%	22%	26%	26%
Neither agree nor disagree	51	23	8	7	18	33	29	21	30	22	15	9	21	2	23	24	11	5	11	35	-	12	21	18	4	49	20	10	19	9	10	54
	10%	15%	5%	11%	7%	13%	14%	10%	11%	11%	7%	15%	11%	17%	11%	11%	8%	12%	11%	10%	-	7%	15%	10%	6%	11%	9%	11%	14%	8%	13%	11%
Tend to disagree	85	40	9	16	29	59	56	44	42	58	21	11	44	3	47	33	30	12	10	63	1	27	27	32	6	79	33	20	31	11	18	88
	17%	26%	6%	28%	12%	24%	26%	21%	15%	29%	10%	18%	22%	25%	22%	16%	22%	28%	10%	18%	23%	15%	20%	18%	9%	18%	15%	21%	24%	9%	24%	18%
Strongly disagree	60	27	15	5	26	38	32	20	40	35	17	6	17	2	19	21	20	5	14	42	-	19	18	23	7	49	33	13	27	12	4	60
	12%	18%	11%	9%	11%	15%	15%	9%	14%	18%	8%	10%	9%	14%	9%	10%	15%	11%	14%	12%	-	11%	13%	13%	11%	11%	15%	13%	21%	11%	5%	12%
Don't know	17	6	1	1	2	7	6	4	13	8	5	1	6	-	6	6	4	3	3	9	1	10	3	4	1	17	9	1	6	1	1	15
	3%	4%	1%	1%	1%	3%	3%	2%	5%	4%	3%	1%	3%	-	3%	3%	3%	7%	3%	3%	36%	6%	2%	2%	2%	4%	4%	1%	4%	1%	1%	3%
Combinations - Summary																																
Agree	278	60	112	29	163	111	89	121	157	73	150	33	112	5	117	125	71	18	62	196	2	106	68	104	47	241	130	52	49	82	44	276
	57%	39%	77%	50%	69%	45%	42%	58%	56%	37%	72%	55%	56%	44%	55%	60%	53%	43%	62%	57%	41%	61%	50%	57%	72%	55%	58%	54%	37%	71%	58%	56%
Disagree	145	67	24	22	55	97	89	63	82	93	39	17	61	5	66	54	50	16	24	104	1	46	44	56	13	129	66	33	59	23	22	148
	30%	43%	17%	37%	23%	39%	42%	30%	29%	47%	19%	28%	30%	39%	31%	26%	37%	38%	24%	30%	23%	26%	32%	31%	20%	30%	30%	34%	44%	20%	29%	30%
Net Agree	133	-7	87	7	108	14	1	58	75	-20	111	16	51	*	51	71	21	2	38	92	1	61	24	48	34	113	64	20	-10	59	23	128
	27%	-4%	60%	13%	45%	6%	*	28%	27%	-10%	53%	27%	25%	4%	24%	34%	16%	5%	38%	27%	18%	35%	18%	27%	52%	26%	28%	20%	-7%	51%	29%	26%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Half of sample (approx.) - asked - The government's plans for creating a Big Society involve

giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.

Table 85

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is just an excuse for the government to save money by cutting back on public services

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth -ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	493	115	150	188	158	227	173	224	174	493
Weighted Total	492	107	152	175	160	220	174	220	176	493
Strongly agree	151 31%	36 34%	42 27%	19 11%	96 60%	19 9%	107 62%	27 12%	107 61%	148 30%
Tend to agree	127 26%	23 22%	49 32%	35 20%	42 26%	48 22%	45 26%	52 24%	47 27%	128 26%
Neither agree nor disagree	51 10%	6 6%	19 12%	20 11%	7 5%	32 15%	3 2%	27 12%	5 3%	54 11%
Tend to disagree	85 17%	21 20%	26 17%	57 33%	6 4%	66 30%	7 4%	64 29%	6 3%	88 18%
Strongly disagree	60 12%	20 18%	13 8%	39 22%	8 5%	43 19%	10 6%	44 20%	9 5%	60 12%
Don't know	17 3%	1 1%	4 2%	5 3%	1 1%	12 5%	1 1%	6 3%	2 1%	15 3%
Combinations - Summary										
Agree	278 57%	60 56%	91 60%	54 31%	138 86%	67 31%	152 88%	79 36%	153 87%	276 56%
Disagree	145 30%	41 38%	39 25%	97 55%	14 9%	109 50%	17 10%	108 49%	15 8%	148 30%
Net Agree	133 27%	19 18%	53 35%	-42 -24%	124 78%	-42 -19%	135 78%	-28 -13%	139 79%	128 26%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Half of sample (approx.) - asked - The government's plans for creating a Big Society involve

giving responsibility

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.

Table 86

Q.11. To what extent do you agree or disagree with the following statements?

- Summary Table -

Base : All

	Big Society is a good idea in principle but won't work in practice	Big Society is just an excuse for the government to save money by cutting back on public services
Unweighted Total	493	493
Weighted Total	492	492
Strongly agree	111 22%	151 31%
Tend to agree	167 34%	127 26%
Neither agree nor disagree	71 14%	51 10%
Tend to disagree	59 12%	85 17%
Strongly disagree	53 11%	60 12%
Don't know	31 6%	17 3%
Combinations - Summary		
Agree	278 57%	278 57%
Disagree	112 23%	145 30%
Net Agree	166 34%	133 27%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Half of sample (approx.) - asked - The government's plans for creating a Big Society involve

providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.

Table 87

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is a good idea in principle but won't work in practice

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	516	306	418	399	377	336	40	238	278	149	173	194	58	91	84	89	87	107	50	136	147	110	123	283	233	516
Weighted Total	517	302	415	395	371	330	39	249	268	153	183	181	67	86	96	87	83	98	48	136	156	114	110	293	224	516
Strongly agree	115 22%	77 25%	91 22%	87 22%	84 23%	81 25%	12 31%	55 22%	60 22%	34 23%	41 22%	39 22%	14 22%	20 23%	19 20%	22 25%	18 22%	21 22%	14 29%	32 23%	30 19%	34 30%	20 18%	61 21%	53 24%	111 22%
Tend to agree	154 30%	84 28%	129 31%	123 31%	117 31%	99 30%	5 13%	72 29%	82 31%	46 30%	54 30%	54 30%	22 33%	24 27%	34 36%	20 23%	31 37%	24 24%	8 17%	40 29%	50 32%	27 24%	38 34%	89 31%	65 29%	161 31%
Neither agree nor disagree	65 13%	42 14%	55 13%	51 13%	50 14%	45 14%	4 9%	29 11%	37 14%	18 12%	25 14%	22 12%	8 11%	10 12%	10 10%	15 18%	11 13%	12 12%	4 9%	18 13%	25 16%	11 10%	11 10%	43 15%	23 10%	70 14%
Tend to disagree	105 20%	65 21%	86 21%	83 21%	76 20%	68 21%	4 10%	57 23%	48 18%	39 25%	39 21%	27 15%	17 26%	22 25%	20 21%	19 22%	10 13%	17 17%	8 16%	31 22%	34 22%	18 16%	22 20%	65 22%	40 18%	91 18%
Strongly disagree	46 9%	22 7%	31 7%	28 7%	26 7%	23 7%	11 27%	25 10%	20 8%	7 5%	17 9%	21 12%	3 5%	4 4%	8 8%	9 11%	11 14%	10 10%	5 11%	9 7%	10 7%	16 14%	10 9%	20 7%	26 11%	49 9%
Don't know	32 6%	12 4%	23 5%	23 6%	19 5%	14 4%	4 10%	11 4%	21 8%	9 6%	7 4%	17 9%	2 3%	7 8%	5 5%	2 2%	2 2%	15 15%	9 18%	7 5%	7 5%	8 7%	10 9%	15 5%	18 8%	34 7%
Combinations - Summary																										
Agree	269 52%	161 53%	221 53%	210 53%	200 54%	180 55%	17 44%	127 51%	142 53%	80 52%	95 52%	94 52%	37 55%	44 51%	53 55%	42 48%	49 59%	45 46%	22 46%	71 52%	79 51%	61 53%	57 52%	151 52%	118 53%	272 53%
Disagree	151 29%	87 29%	117 28%	111 28%	102 27%	92 28%	15 37%	83 33%	68 25%	46 30%	56 31%	49 27%	21 31%	25 29%	28 29%	28 32%	22 26%	27 27%	13 27%	40 29%	44 28%	34 30%	32 29%	84 29%	66 29%	140 27%
Net Agree	118 23%	74 24%	103 25%	98 25%	99 27%	88 27%	3 7%	44 18%	74 28%	34 22%	39 21%	45 25%	16 24%	18 21%	25 26%	14 16%	27 33%	18 18%	9 20%	31 23%	35 22%	26 23%	25 23%	66 23%	52 23%	132 26%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Half of sample (approx.) - asked - The government's plans for creating a Big Society involve providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.

Table 88

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is a good idea in principle but won't work in practice

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	Broad sheet	Con	Lab		LD	
Unweighted Total	516	149	150	69	260	259	218	221	295	222	211	124	170	8	178	199	174	75	63	373	5	159	173	184	62	438	213	125	136	123	98	516	
Weighted Total	517	159	146	66	250	263	225	230	288	237	194	62	234	11	245	245	140	56	73	385	3	163	177	178	64	436	216	120	150	117	93	516	
Strongly agree	115 22%	21 13%	41 28%	22 33%	70 28%	50 19%	43 19%	56 24%	59 20%	38 16%	60 31%	14 22%	51 22%	5 44%	56 23%	52 21%	35 25%	9 17%	17 23%	87 23%	1 36%	33 21%	41 23%	40 23%	14 23%	97 22%	52 24%	25 21%	21 14%	35 30%	33 36%	111 22%	
Tend to agree	154 30%	40 25%	49 34%	16 23%	76 30%	67 25%	56 25%	57 25%	98 34%	67 28%	61 32%	25 40%	65 28%	-	65 26%	74 30%	43 31%	18 32%	19 26%	116 30%	1 30%	46 28%	48 27%	60 34%	22 35%	135 31%	70 32%	39 32%	41 27%	42 36%	19 20%	161 31%	
Neither agree nor disagree	65 13%	34 22%	13 9%	3 5%	21 8%	42 16%	38 17%	35 15%	31 11%	39 16%	11 6%	8 14%	36 15%	1 9%	37 15%	34 14%	19 14%	8 15%	4 6%	53 14%	-	19 12%	27 15%	19 11%	8 12%	53 12%	24 11%	19 16%	25 17%	8 7%	9 10%	70 14%	
Tend to disagree	105 20%	46 29%	20 14%	18 27%	45 18%	71 27%	64 28%	53 23%	52 18%	64 27%	27 14%	9 15%	54 23%	4 39%	59 24%	59 24%	20 14%	12 22%	13 17%	79 20%	1 34%	32 20%	36 20%	36 20%	14 21%	93 21%	37 17%	30 25%	44 29%	13 11%	21 23%	91 18%	
Strongly disagree	46 9%	11 7%	17 12%	3 5%	26 10%	20 7%	14 6%	22 9%	24 8%	13 6%	27 14%	4 6%	20 9%	-	20 8%	22 9%	10 7%	2 3%	12 17%	32 8%	-	21 13%	11 6%	13 8%	2 4%	36 8%	20 9%	6 5%	12 8%	15 13%	5 5%	49 9%	
Don't know	32 6%	7 4%	6 4%	4 7%	13 5%	13 5%	11 5%	9 4%	24 8%	16 7%	7 4%	2 4%	8 3%	1 8%	9 4%	5 2%	13 10%	6 11%	8 11%	18 5%	-	10 6%	14 8%	8 5%	3 5%	22 5%	12 6%	2 1%	7 5%	4 3%	6 7%	34 7%	
Combinations - Summary																																	
Agree	269 52%	61 38%	90 61%	38 57%	146 58%	117 44%	98 44%	112 49%	157 54%	104 44%	121 63%	38 62%	115 49%	5 44%	120 49%	126 51%	77 55%	27 49%	36 49%	203 53%	2 66%	79 49%	89 50%	101 57%	37 58%	231 53%	122 57%	64 54%	61 41%	77 66%	52 56%	272 53%	
Disagree	151 29%	57 36%	37 26%	21 32%	71 28%	91 34%	78 35%	74 32%	76 27%	78 33%	54 28%	13 21%	74 32%	4 39%	79 32%	80 33%	30 22%	14 25%	25 34%	110 29%	1 34%	53 33%	47 27%	50 28%	16 25%	129 30%	57 26%	35 30%	56 37%	28 24%	26 27%	140 27%	
Net Agree	118 23%	4 2%	52 36%	17 25%	75 30%	26 10%	20 9%	38 17%	80 28%	27 11%	67 34%	25 41%	41 18%	1 5%	42 17%	46 19%	47 34%	13 24%	11 15%	93 24%	1 32%	26 16%	41 23%	51 29%	21 32%	102 23%	65 30%	29 24%	5 3%	49 42%	27 29%	132 26%	

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Half of sample (approx.) - asked - The government's plans for creating a Big Society involve providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.

Table 89

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is a good idea in principle but won't work in practice

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	516	114	162	222	157	265	159	273	152	516
Weighted Total	517	100	165	228	146	279	144	285	139	516
Strongly agree	115 22%	18 18%	44 27%	31 14%	51 35%	36 13%	58 40%	39 14%	56 40%	111 22%
Tend to agree	154 30%	27 27%	49 29%	73 32%	42 29%	89 32%	36 25%	87 31%	36 26%	161 31%
Neither agree nor disagree	65 13%	10 10%	19 12%	33 14%	10 7%	42 15%	8 5%	45 16%	9 6%	70 14%
Tend to disagree	105 20%	25 25%	39 24%	68 30%	13 9%	78 28%	16 11%	82 29%	11 8%	91 18%
Strongly disagree	46 9%	16 16%	8 5%	14 6%	27 19%	18 6%	25 17%	17 6%	26 19%	49 9%
Don't know	32 6%	4 4%	6 4%	9 4%	2 2%	15 5%	2 1%	14 5%	1 1%	34 7%
Combinations - Summary										
Agree	269 52%	45 45%	93 56%	104 46%	93 64%	125 45%	94 65%	126 44%	92 66%	272 53%
Disagree	151 29%	40 40%	47 28%	82 36%	41 28%	96 34%	40 28%	99 35%	37 27%	140 27%
Net Agree	118 23%	5 5%	46 28%	22 10%	52 36%	29 11%	54 37%	27 10%	54 39%	132 26%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Half of sample (approx.) - asked - The government's plans for creating a Big Society involve

providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.

Table 90

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is just an excuse for the government to save money by cutting back on public services

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	516	306	418	399	377	336	40	238	278	149	173	194	58	91	84	89	87	107	50	136	147	110	123	283	233	516
Weighted Total	517	302	415	395	371	330	39	249	268	153	183	181	67	86	96	87	83	98	48	136	156	114	110	293	224	516
Strongly agree	167 32%	100 33%	131 31%	122 31%	115 31%	106 32%	19 49%	81 33%	86 32%	46 30%	69 38%	52 29%	17 26%	29 34%	39 40%	30 34%	29 35%	23 23%	11 23%	34 25%	41 27%	55 48%	37 33%	75 26%	92 41%	181 35%
Tend to agree	120 23%	61 20%	98 24%	93 24%	87 24%	73 22%	3 7%	53 21%	67 25%	45 29%	28 15%	47 26%	27 40%	18 21%	18 18%	11 12%	25 30%	22 22%	6 12%	38 28%	40 25%	16 14%	26 24%	78 27%	42 19%	116 22%
Neither agree nor disagree	41 8%	25 8%	33 8%	32 8%	30 8%	27 8%	2 6%	20 8%	21 8%	13 8%	10 5%	18 10%	3 5%	10 11%	5 5%	5 5%	5 6%	13 14%	7 15%	17 12%	8 5%	9 8%	8 7%	24 8%	17 7%	38 7%
Tend to disagree	86 17%	47 16%	73 17%	67 17%	63 17%	53 16%	7 18%	43 17%	43 16%	19 13%	42 23%	24 13%	6 9%	13 16%	20 21%	22 26%	11 14%	13 13%	8 17%	21 15%	36 23%	11 10%	18 17%	56 19%	29 13%	82 16%
Strongly disagree	76 15%	56 19%	63 15%	62 16%	60 16%	58 18%	4 10%	37 15%	39 15%	21 13%	28 15%	28 15%	10 15%	10 12%	11 11%	17 19%	12 14%	16 16%	10 20%	20 15%	25 16%	20 18%	10 10%	45 15%	31 14%	73 14%
Don't know	28 5%	12 4%	18 4%	18 5%	16 4%	13 4%	4 10%	15 6%	12 5%	9 6%	7 4%	12 7%	4 5%	5 6%	4 4%	3 3%	1 1%	12 12%	6 13%	7 5%	7 5%	3 2%	11 10%	14 5%	13 6%	26 5%
Combinations - Summary																										
Agree	287 56%	161 53%	229 55%	216 55%	203 55%	179 54%	22 56%	134 54%	153 57%	92 60%	97 53%	99 54%	44 66%	47 55%	56 59%	41 47%	54 65%	45 46%	17 35%	72 53%	81 52%	72 63%	63 57%	153 52%	134 60%	297 58%
Disagree	162 31%	103 34%	135 33%	129 33%	123 33%	111 34%	11 28%	80 32%	82 31%	40 26%	70 38%	52 29%	16 24%	24 28%	30 32%	39 45%	23 28%	29 29%	18 37%	41 30%	61 39%	32 28%	29 26%	101 35%	60 27%	155 30%
Net Agree	125 24%	58 19%	93 22%	87 22%	80 22%	68 21%	11 28%	54 22%	71 27%	51 34%	27 15%	47 26%	28 42%	24 28%	26 27%	1 2%	31 37%	16 16%	-1 -3%	31 23%	20 13%	40 35%	34 31%	51 18%	74 33%	142 28%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Half of sample (approx.) - asked - The government's plans for creating a Big Society involve providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.

Table 91

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is just an excuse for the government to save money by cutting back on public services

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	Broad sheet	Con	Lab		LD
Unweighted Total	516	149	150	69	260	259	218	221	295	222	211	124	170	8	178	199	174	75	63	373	5	159	173	184	62	438	213	125	136	123	98	516
Weighted Total	517	159	146	66	250	263	225	230	288	237	194	62	234	11	245	245	140	56	73	385	3	163	177	178	64	436	216	120	150	117	93	516
Strongly agree	167	22	79	16	106	48	38	76	91	34	115	29	67	5	71	69	47	21	28	117	1	63	55	49	19	139	82	36	22	67	28	181
	32%	14%	54%	25%	42%	18%	17%	33%	32%	14%	59%	47%	28%	44%	29%	28%	34%	38%	39%	30%	24%	39%	31%	28%	31%	32%	38%	30%	15%	58%	31%	35%
Tend to agree	120	36	26	21	62	72	58	50	70	66	32	14	55	1	56	66	37	8	10	103	*	34	40	46	17	99	47	36	32	17	33	116
	23%	23%	18%	32%	25%	28%	26%	22%	24%	28%	16%	22%	23%	9%	23%	27%	26%	14%	13%	27%	8%	21%	23%	26%	27%	23%	22%	30%	21%	15%	36%	22%
Neither agree nor disagree	41	15	9	4	14	20	18	15	26	23	8	2	18	1	18	11	16	8	5	27	*	6	17	18	4	35	13	6	12	7	4	38
	8%	9%	6%	5%	6%	8%	8%	6%	9%	10%	4%	3%	7%	8%	8%	5%	11%	15%	7%	7%	10%	4%	9%	10%	6%	8%	6%	5%	8%	6%	5%	7%
Tend to disagree	86	35	15	11	33	53	46	41	45	54	17	9	40	2	43	44	17	10	13	61	2	29	27	29	14	72	39	20	37	10	13	82
	17%	22%	10%	17%	13%	20%	21%	18%	16%	23%	9%	15%	17%	19%	17%	18%	12%	17%	18%	16%	58%	18%	15%	16%	21%	16%	18%	17%	25%	9%	14%	16%
Strongly disagree	76	47	12	10	24	59	57	38	38	46	16	7	42	-	42	42	14	8	12	56	-	18	32	26	9	69	30	17	41	11	10	73
	15%	29%	8%	15%	10%	22%	25%	17%	13%	19%	8%	11%	18%	-	17%	17%	10%	14%	17%	15%	-	11%	18%	15%	14%	16%	14%	14%	27%	9%	11%	14%
Don't know	28	5	5	4	11	11	8	10	17	14	6	1	13	2	15	13	9	1	5	22	-	13	6	9	*	23	4	5	6	4	4	26
	5%	3%	3%	6%	4%	4%	4%	4%	6%	6%	3%	1%	5%	20%	6%	5%	6%	2%	6%	6%	-	8%	3%	5%	1%	5%	2%	4%	4%	3%	5%	5%
Combinations - Summary																																
Agree	287	58	106	38	168	121	96	126	161	100	147	43	121	6	127	135	84	29	38	219	1	96	95	96	37	237	129	71	54	85	61	297
	56%	37%	72%	57%	67%	46%	42%	55%	56%	42%	76%	69%	52%	53%	52%	55%	60%	52%	52%	57%	32%	59%	54%	54%	58%	54%	60%	59%	36%	73%	66%	58%
Disagree	162	82	27	21	57	112	103	79	83	100	33	16	82	2	85	85	32	17	25	117	2	47	59	55	22	141	69	37	78	21	23	155
	31%	51%	18%	32%	23%	43%	46%	34%	29%	42%	17%	26%	35%	19%	34%	35%	23%	31%	35%	30%	58%	29%	34%	31%	35%	32%	32%	31%	52%	18%	25%	30%
Net Agree	125	-24	79	16	111	9	-7	47	78	-1	114	27	39	4	43	50	52	11	13	102	-1	49	36	41	14	97	60	34	-24	64	38	142
	24%	-15%	54%	25%	44%	3%	-3%	20%	27%	*	59%	43%	17%	33%	17%	20%	37%	20%	17%	27%	-26%	30%	20%	23%	23%	22%	28%	28%	-16%	55%	41%	28%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Half of sample (approx.) - asked - The government's plans for creating a Big Society involve providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.

Table 92

Q.11. To what extent do you agree or disagree with the following statements?

Big Society is just an excuse for the government to save money by cutting back on public services

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth -ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	516	114	162	222	157	265	159	273	152	516
Weighted Total	517	100	165	228	146	279	144	285	139	516
Strongly agree	167 32%	32 32%	47 29%	33 14%	91 63%	43 15%	92 64%	45 16%	92 66%	181 35%
Tend to agree	120 23%	22 22%	43 26%	59 26%	25 17%	73 26%	24 17%	68 24%	25 18%	116 22%
Neither agree nor disagree	41 8%	8 7%	13 8%	22 10%	6 4%	26 9%	5 4%	28 10%	4 3%	38 7%
Tend to disagree	86 17%	19 19%	32 19%	56 25%	7 5%	71 25%	9 6%	68 24%	7 5%	82 16%
Strongly disagree	76 15%	19 19%	20 12%	49 21%	13 9%	55 20%	13 9%	64 22%	11 8%	73 14%
Don't know	28 5%	* *	9 6%	10 4%	3 2%	10 4%	1 *	12 4%	- -	26 5%
Combinations - Summary										
Agree	287 56%	54 54%	90 55%	92 40%	116 80%	116 42%	116 81%	113 40%	117 84%	297 58%
Disagree	162 31%	38 38%	52 31%	105 46%	20 14%	126 45%	22 15%	132 46%	18 13%	155 30%
Net Agree	125 24%	16 16%	39 23%	-13 -6%	96 66%	-10 -4%	94 65%	-18 -6%	99 71%	142 28%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Half of sample (approx.) - asked - The government's plans for creating a Big Society involve

providing support

to individuals like you to help themselves and their communities, rather than relying on services provided by local authorities or the government.

Table 93

Q.11. To what extent do you agree or disagree with the following statements?

- Summary Table -

Base : All

	Big Society is a good idea in principle but won't work in practice	Big Society is just an excuse for the government to save money by cutting back on public services
Unweighted Total	516	516
Weighted Total	517	517
Strongly agree	115 22%	167 32%
Tend to agree	154 30%	120 23%
Neither agree nor disagree	65 13%	41 8%
Tend to disagree	105 20%	86 17%
Strongly disagree	46 9%	76 15%
Don't know	32 6%	28 5%
Combinations - Summary		
Agree	269 52%	287 56%
Disagree	151 29%	162 31%
Net Agree	118 23%	125 24%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*=Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 94

Q.12. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, or what?

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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Conservative	327 32%	221 38%	288 36%	273 36%	264 37%	240 37%	5 6%	144 29%	183 35%	73 25%	117 32%	137 38%	33 27%	40 24%	67 35%	51 30%	48 31%	89 43%	44 44%	115 42%	84 29%	75 35%	53 23%	199 35%	128 29%	310 31%
Labour	312 31%	196 33%	259 32%	248 33%	228 32%	211 33%	13 16%	162 33%	151 29%	90 31%	111 31%	112 31%	38 31%	51 31%	49 26%	62 36%	64 42%	48 23%	25 25%	63 23%	86 29%	73 35%	91 38%	149 26%	164 37%	319 32%
Liberal Democrats (Lib Dem)	137 14%	86 15%	120 15%	115 15%	106 15%	94 15%	4 5%	63 13%	74 14%	46 16%	54 15%	37 10%	15 12%	31 19%	31 16%	23 14%	16 10%	21 10%	13 13%	44 16%	49 17%	21 10%	23 10%	93 17%	44 10%	148 15%
Scottish/Welsh Nationalist	8 1%	5 1%	8 1%	7 1%	7 1%	6 1%	- 1%	5 1%	3 1%	4 2%	3 1%	1 *	- 3%	4 1%	2 1%	1 1%	- 1%	1 1%	*	2 1%	5 2%	1 *	1 *	6 1%	2 *	12 1%
Green Party	11 1%	1 *	4 1%	3 *	2 *	1 *	1 2%	4 1%	7 1%	5 2%	3 1%	4 1%	4 3%	*	2 1%	1 1%	2 1%	1 1%	-	3 1%	3 1%	3 2%	2 1%	6 1%	5 1%	12 1%
UK Independence Party (UKIP)	11 1%	7 1%	11 1%	10 1%	10 1%	8 1%	- 1%	5 1%	6 1%	3 1%	3 1%	5 1%	- 2%	3 1%	1 1%	2 1%	1 1%	4 2%	1 1%	1 *	4 2%	4 2%	1 1%	6 1%	5 1%	14 1%
British National Party (BNP)	11 1%	3 1%	7 1%	7 1%	5 1%	5 1%	1 1%	7 1%	4 1%	4 2%	6 2%	- -	3 3%	1 1%	4 2%	3 2%	- -	- -	-	5 2%	2 1%	4 2%	- -	6 1%	4 1%	9 1%
Other	192 19%	65 11%	102 13%	99 13%	95 13%	77 12%	57 69%	102 21%	90 17%	62 22%	65 18%	65 18%	29 23%	33 20%	35 19%	29 17%	22 15%	43 21%	17 17%	39 14%	58 20%	30 14%	65 28%	97 17%	95 21%	185 18%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 95

Q.12. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, or what?

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	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009
Conservative	327	283	3	8	20	299	291	151	176	231	49	27	154	10	164	163	114	22	26	277	1	83	114	130	38	300	149	85	250	5	17	310
	32%	90%	1%	7%	4%	59%	66%	34%	31%	53%	12%	22%	35%	43%	36%	36%	41%	23%	15%	38%	13%	25%	36%	36%	30%	34%	34%	39%	89%	2%	10%	31%
Labour	312	6	254	6	277	29	12	140	172	60	195	43	130	6	136	138	68	32	70	207	4	128	81	103	58	249	160	73	10	197	39	319
	31%	2%	87%	5%	57%	6%	3%	32%	30%	14%	49%	35%	30%	26%	30%	30%	25%	32%	40%	28%	50%	38%	26%	29%	45%	29%	36%	34%	4%	85%	23%	32%
Liberal Democrats (Lib Dem)	137	6	11	99	118	113	106	62	75	65	45	26	62	4	66	71	31	22	12	102	1	37	40	60	11	124	39	24	5	6	96	148
	14%	2%	4%	80%	24%	22%	24%	14%	13%	15%	11%	22%	14%	16%	14%	16%	11%	23%	7%	14%	13%	11%	13%	17%	9%	14%	9%	11%	2%	3%	57%	15%
Scottish/Welsh Nationalist	8	-	1	-	8	7	-	7	1	2	4	2	4	1	5	4	3	1	-	7	-	8	1	-	-	-	4	1	-	1	-	12
	1%	-	*	-	2%	1%	-	2%	*	*	1%	2%	1%	4%	1%	1%	1%	1%	-	1%	-	2%	*	-	-	-	1%	*	-	*	-	1%
Green Party	11	-	2	-	10	8	-	3	9	3	8	1	2	-	2	5	4	-	2	9	-	6	2	3	*	10	3	3	-	*	1	12
	1%	-	1%	-	2%	2%	-	1%	2%	1%	2%	1%	*	-	*	1%	1%	-	1%	1%	-	2%	1%	1%	*	1%	1%	2%	-	*	1%	1%
UK Independence Party (UKIP)	11	2	3	*	9	8	2	2	9	3	8	*	3	-	3	1	5	1	4	6	-	5	2	4	*	11	6	2	2	1	1	14
	1%	1%	1%	*	2%	2%	*	*	2%	1%	2%	*	1%	-	1%	*	2%	1%	2%	1%	-	2%	1%	1%	*	1%	1%	1%	1%	*	1%	1%
British National Party (BNP)	11	-	-	-	-	-	-	5	6	3	8	1	7	-	7	5	1	1	4	6	-	7	3	1	-	11	5	1	-	-	-	9
	1%	-	-	-	-	-	-	1%	1%	1%	2%	1%	2%	-	2%	1%	*	1%	2%	1%	-	2%	1%	*	-	1%	1%	*	-	-	-	1%
Other	192	17	16	10	46	47	27	71	121	69	84	21	72	2	75	67	49	19	55	116	2	61	71	59	21	166	73	27	14	21	15	185
	19%	6%	6%	8%	9%	9%	6%	16%	21%	16%	21%	17%	17%	10%	16%	15%	18%	19%	32%	16%	24%	18%	23%	16%	16%	19%	17%	13%	5%	9%	9%	18%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 96

Q.12. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, or what?

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth- ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
Conservative	327 32%	79 38%	115 36%	190 47%	43 14%	235 47%	42 13%	236 47%	42 13%	310 31%
Labour	312 31%	70 34%	90 28%	84 21%	151 49%	98 20%	158 50%	109 22%	151 48%	319 32%
Liberal Democrats (Lib Dem)	137 14%	29 14%	47 15%	61 15%	38 12%	76 15%	44 14%	75 15%	45 14%	148 15%
Scottish/Welsh Nationalist	8 1%	- -	4 1%	3 1%	3 1%	4 1%	3 1%	4 1%	2 1%	12 1%
Green Party	11 1%	3 1%	2 1%	5 1%	6 2%	4 1%	5 1%	4 1%	4 1%	12 1%
UK Independence Party (UKIP)	11 1%	3 1%	5 2%	2 1%	5 2%	3 1%	5 2%	3 1%	4 1%	14 1%
British National Party (BNP)	11 1%	2 1%	1 *	4 1%	7 2%	4 1%	4 1%	4 1%	7 2%	9 1%
Other	192 19%	22 11%	53 17%	54 13%	53 17%	75 15%	57 18%	70 14%	60 19%	185 18%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 97
Q.13. Which party did you vote for at the General Election on May 6th 2010? If you are not sure, or did not vote, please say so.

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	589	806	772	731	658	83	476	533	286	354	369	110	176	172	182	158	211	99	273	281	203	252	554	455	1009
Weighted Total	1009	585	797	762	716	642	81	491	518	287	361	360	122	165	190	171	153	207	100	271	291	211	236	562	447	1009
Conservative	282 28%	206 35%	267 33%	259 34%	249 35%	224 35%	1 1%	121 25%	161 31%	51 18%	112 31%	119 33%	21 17%	30 18%	64 34%	48 28%	45 29%	74 36%	35 35%	95 35%	77 26%	69 33%	41 17%	172 31%	110 25%	268 27%
Labour	231 23%	164 28%	203 26%	197 26%	185 26%	177 28%	5 7%	117 24%	114 22%	52 18%	85 24%	93 26%	23 18%	30 18%	40 21%	45 26%	55 36%	39 19%	17 17%	51 19%	66 23%	48 23%	66 28%	117 21%	114 26%	243 24%
Lib Dems	170 17%	121 21%	154 19%	149 20%	143 20%	133 21%	4 5%	84 17%	86 17%	52 18%	69 19%	49 14%	17 14%	35 21%	40 21%	29 17%	13 9%	36 17%	17 17%	56 21%	62 21%	25 12%	27 11%	118 21%	52 12%	181 18%
Scottish/Welsh nationalist	13 1%	10 2%	12 1%	11 1%	11 2%	10 2%	1 1%	7 2%	6 1%	4 1%	6 2%	3 1%	1 1%	3 2%	2 1%	4 2%	1 1%	2 1%	2 2%	3 1%	4 2%	3 1%	3 1%	7 1%	6 1%	16 2%
UKIP - UK Independence Party	12 1%	6 1%	10 1%	10 1%	10 1%	7 1%	- -	7 1%	5 1%	4 1%	2 1%	6 2%	1 1%	3 2%	1 *	2 1%	4 2%	3 1%	2 2%	1 *	4 1%	3 1%	4 2%	5 1%	7 2%	14 1%
Green	9 1%	5 1%	8 1%	8 1%	6 1%	6 1%	- -	4 1%	4 1%	2 1%	1 *	5 1%	1 1%	1 1%	- 1%	1 1%	4 2%	1 1%	2 1%	2 1%	1 *	2 1%	4 1%	3 1%	6 1%	10 1%
BNP - British National Party	15 2%	8 1%	13 2%	13 2%	12 2%	9 1%	- -	7 1%	8 2%	6 2%	6 2%	4 1%	5 4%	* *	4 2%	3 1%	2 2%	1 1%	- -	6 2%	2 1%	4 2%	4 2%	7 1%	8 2%	11 1%
Other	13 1%	8 1%	13 2%	12 2%	12 2%	9 1%	1 1%	6 1%	7 1%	6 2%	1 *	6 2%	3 2%	4 2%	1 *	1 *	5 3%	1 *	- -	5 2%	4 1%	4 2%	1 *	9 2%	5 1%	14 1%
Did not vote	181 18%	20 3%	63 8%	54 7%	40 6%	26 4%	62 76%	94 19%	87 17%	86 30%	54 15%	40 11%	41 34%	45 27%	19 10%	36 21%	14 9%	26 13%	12 12%	30 11%	41 14%	45 21%	65 28%	71 13%	110 25%	178 18%
Too young	4 *	- -	2 *	2 *	2 *	- -	- -	2 *	2 *	4 1%	- -	- -	4 3%	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	2 1%	2 *	2 *	2 *
Can't remember	21 2%	8 1%	10 1%	8 1%	8 1%	8 1%	3 3%	11 2%	10 2%	11 4%	4 1%	7 2%	5 4%	6 4%	4 2%	- -	5 3%	2 1%	2 2%	4 1%	7 2%	3 1%	7 3%	11 2%	10 2%	17 2%
Refused	57 6%	29 5%	43 5%	40 5%	38 5%	33 5%	6 7%	30 6%	27 5%	9 3%	20 6%	28 8%	1 1%	8 5%	17 9%	3 2%	9 6%	19 9%	12 12%	18 7%	22 8%	5 2%	12 5%	40 7%	17 4%	55 5%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

* = Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 98
Q.13. Which party did you vote for at the General Election on May 6th 2010? If you are not sure, or did not vote, please say so.

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	300	298	132	508	510	432	443	566	419	420	245	328	17	345	391	342	135	132	733	9	341	308	360	125	869	423	225	268	243	181	1009
Weighted Total	1009	314	291	124	488	511	438	440	569	434	403	122	434	23	458	454	275	98	173	730	8	336	313	359	129	871	440	217	282	231	170	1009
Conservative	282	248	8	4	18	258	253	136	146	201	40	26	140	7	147	149	98	14	20	247	1	71	98	113	35	258	132	73	282	-	-	268
	28%	79%	3%	4%	4%	51%	58%	31%	26%	46%	10%	21%	32%	30%	32%	33%	36%	14%	12%	34%	17%	21%	31%	31%	27%	30%	30%	34%	100%	-	-	27%
Labour	231	8	203	3	211	15	11	99	132	45	148	38	93	4	96	95	62	19	54	156	2	103	55	73	43	187	114	52	-	231	-	243
	23%	2%	70%	2%	43%	3%	2%	22%	23%	10%	37%	31%	21%	15%	21%	21%	22%	20%	31%	21%	23%	31%	18%	20%	34%	21%	26%	24%	-	100%	-	24%
Lib Dems	170	13	35	102	144	122	115	76	93	70	67	26	74	8	82	87	40	28	13	127	1	44	48	77	20	156	47	50	-	-	170	181
	17%	4%	12%	82%	29%	24%	26%	17%	16%	16%	17%	21%	17%	33%	18%	19%	15%	29%	8%	17%	13%	13%	15%	21%	15%	18%	11%	23%	-	-	100%	18%
Scottish/Welsh nationalist	13	2	-	1	11	13	3	8	5	6	5	2	7	-	7	3	8	2	1	10	-	12	1	-	-	-	6	1	-	-	-	16
	1%	1%	-	1%	2%	2%	1%	2%	1%	1%	1%	2%	2%	-	1%	1%	3%	2%	*	1%	-	4%	*	-	-	-	1%	1%	-	-	-	2%
UKIP - UK Independence Party	12	2	-	1	10	12	2	2	10	4	7	1	3	-	3	3	5	*	3	9	-	4	4	4	-	12	5	3	-	-	-	14
	1%	1%	-	*	2%	2%	1%	*	2%	1%	2%	*	1%	-	1%	1%	2%	*	2%	1%	-	1%	1%	1%	-	1%	1%	1%	-	-	-	1%
Green	9	-	1	-	9	8	-	2	6	1	7	3	-	-	-	2	3	-	4	5	-	2	1	5	5	8	5	2	-	-	-	10
	1%	-	*	-	2%	2%	-	1%	1%	*	2%	3%	-	-	-	1%	1%	-	2%	1%	-	1%	*	1%	4%	1%	1%	1%	1%	-	-	1%
BNP - British National Party	15	-	-	-	-	-	-	6	10	3	10	1	9	-	9	4	3	*	8	7	-	8	7	1	-	15	9	1	-	-	-	11
	2%	-	-	-	-	-	-	1%	2%	1%	3%	1%	2%	-	2%	1%	1%	*	5%	1%	-	2%	2%	*	-	2%	2%	*	-	-	-	1%
Other	13	-	1	2	10	9	2	6	7	4	6	2	7	-	7	4	6	1	2	10	*	2	9	3	1	5	7	2	-	-	-	14
	1%	-	*	2%	2%	2%	*	1%	1%	1%	2%	2%	2%	-	1%	1%	2%	1%	1%	1%	4%	1%	3%	1%	1%	1%	2%	1%	-	-	-	1%
Did not vote	181	28	33	7	53	48	36	75	106	69	80	16	72	3	75	76	28	28	48	104	2	62	55	63	17	160	82	21	-	-	-	178
	18%	9%	11%	6%	11%	9%	8%	17%	19%	16%	20%	13%	17%	14%	16%	17%	10%	28%	27%	14%	23%	18%	18%	18%	13%	18%	19%	9%	-	-	-	18%
Too young	4	-	2	-	2	-	-	-	4	2	2	-	-	-	-	2	-	-	2	2	-	2	-	2	2	4	2	-	-	-	-	2
	*	-	1%	-	*	-	-	-	1%	*	*	-	-	-	-	*	-	-	1%	*	-	1%	-	*	1%	*	*	-	-	-	-	*
Can't remember	21	5	4	1	9	10	6	6	15	9	8	2	7	2	9	6	2	4	9	9	-	3	16	3	1	19	10	1	-	-	-	17
	2%	2%	1%	1%	2%	2%	1%	1%	3%	2%	2%	1%	2%	9%	2%	1%	1%	4%	5%	1%	-	1%	5%	1%	1%	2%	2%	1%	-	-	-	2%
Refused	57	8	5	3	13	16	11	23	34	21	21	6	23	-	23	23	21	1	11	44	1	23	18	16	6	48	21	11	-	-	-	55
	6%	3%	2%	2%	3%	3%	2%	5%	6%	5%	5%	5%	5%	-	5%	5%	8%	1%	6%	6%	20%	7%	6%	4%	4%	6%	5%	5%	-	-	-	5%

Fieldwork dates : 23rd to 25th July 2010

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

Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)

*Less than 0.5%

Ipsos MORI Political Monitor - July 2010

Table 99
Q.13. Which party did you vote for at the General Election on May 6th 2010? If you are not sure, or did not vote, please say so.

Base : All

	Total (Weighted)	Know about Big Society (Q.9)		Big Society for you personally (Q.10 combined)		Big Society for your local area (Q.10 combined)		Big Society for Britain as a whole (Q.10 combined)		Unweighted Total
		Great deal /fair am- ount	Not v much/ Noth -ing	Good thing	Bad thing	Good thing	Bad thing	Good thing	Bad thing	
Unweighted Total	1009	229	312	410	315	492	332	497	326	1009
Weighted Total	1009	207	317	403	306	499	317	505	314	1009
Conservative	282 28%	68 33%	101 32%	167 41%	43 14%	200 40%	42 13%	194 38%	43 14%	268 27%
Labour	231 23%	52 25%	70 22%	50 12%	124 41%	56 11%	128 40%	65 13%	123 39%	243 24%
Lib Dems	170 17%	50 24%	61 19%	71 18%	53 17%	80 16%	63 20%	81 16%	60 19%	181 18%
Scottish/Welsh nationalist	13 1%	2 1%	5 2%	3 1%	3 1%	9 2%	2 1%	9 2%	2 1%	16 2%
UKIP - UK Independence Party	12 1%	2 1%	5 2%	4 1%	4 1%	6 1%	4 1%	6 1%	2 1%	14 1%
Green	9 1%	1 1%	3 1%	6 2%	2 1%	4 1%	4 1%	5 1%	2 1%	10 1%
BNP - British National Party	15 2%	2 1%	5 1%	5 1%	8 3%	8 2%	4 1%	7 1%	8 3%	11 1%
Other	13 1%	3 1%	3 1%	5 1%	4 1%	6 1%	3 1%	5 1%	3 1%	14 1%
Did not vote	181 18%	18 9%	41 13%	66 16%	49 16%	88 18%	54 17%	91 18%	50 16%	178 18%
Too young	4 *	-	-	2 *	-	4 1%	-	4 1%	-	2 *
Can't remember	21 2%	*	4 1%	9 2%	3 1%	12 2%	2 1%	13 3%	4 1%	17 2%
Refused	57 6%	9 5%	20 6%	15 4%	13 4%	26 5%	12 4%	23 4%	16 5%	55 5%

Fieldwork dates : 23rd to 25th July 2010
 Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus
 Source : Ipsos MORI J09038671-07 (J2010/07 & J38671x7)
 *=Less than 0.5%