

## Conservative Party Poll - November 2011

### ONLINE Fieldwork : 18th-20th November 2011

Absolutes/col percents

Table 1  
Which of the following would make a better Chancellor of the Exchequer?  
Base: All respondents

	Gender		Age			Social Grade				Region					Current Vote					
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con	Lab	LibDem	Other	Don't know/ Refuse
Unweighted base	2039	923	1116	469	791	779	545	401	255	838	513	535	523	302	166	556	558	155	294	323
Weighted base	2039	999	1040	571	734	734	551	591	428	469	518	538	512	294	177	555	579	155	285	318
Alistair Darling	315 15%	187 19%	128 12%	64 11%	103 14%	148 20%	84 15%	78 13%	69 16%	84 18%	80 15%	83 15%	73 14%	49 17%	30 17%	132 24%	71 12%	33 21%	46 16%	27 8%
David Miliband	313 15%	158 16%	154 15%	122 21%	99 14%	91 12%	97 18%	96 16%	66 15%	54 12%	71 14%	81 15%	91 18%	54 18%	15 8%	72 13%	148 25%	24 16%	25 9%	30 10%
Ed Balls	300 15%	153 15%	147 14%	89 16%	129 18%	82 11%	85 15%	90 15%	69 16%	55 12%	66 13%	72 13%	88 17%	52 18%	22 12%	20 4%	200 35%	18 12%	31 11%	18 6%
Don't know	1111 54%	500 50%	611 59%	296 52%	403 55%	413 56%	285 52%	327 55%	224 52%	275 59%	301 58%	302 56%	259 51%	139 47%	110 62%	332 60%	160 28%	80 52%	183 64%	242 76%

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Table 2

**Which of these statements is closest to your view?**

**a) The last Labour government borrowed and spent too much and this was a major factor in Britain's current economic problems. The fact that Labour's Shadow Chancellor Ed Balls insists this isn't true and calls for more government borrowing now shows he hasn't learned the lessons from past mistakes and means he can't be trusted on the economy.**

**or b) The borrowing and spending policies of the last Labour government were not a factor in Britain's current economic problems. Labour's Shadow Chancellor Ed Balls is right to keep saying this and to call for more government borrowing now. I trust him on the economy.**

**Base: All "Sample A" respondents**

	Gender		Age			Social Grade				Region					Current Vote					
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con	Lab	LibDem	Other	Don't know/ Refuse
Unweighted base	1017	441	576	238	384	395	269	207	125	416	241	274	255	163	84	275	284	77	139	167
Weighted base	1024	478	546	296	357	372	280	294	214	236	242	276	251	173	82	282	298	82	132	165
Statement A	685	336	349	195	221	269	184	201	136	164	171	185	172	108	49	269	84	61	94	130
	67%	70%	64%	66%	62%	72%	66%	68%	63%	70%	71%	67%	68%	62%	60%	95%	28%	74%	71%	79%
Statement B	339	143	197	101	136	103	96	93	78	72	71	91	79	66	33	14	214	22	38	35
	33%	30%	36%	34%	38%	28%	34%	32%	37%	30%	29%	33%	32%	38%	40%	5%	72%	26%	29%	21%

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Table 3  
**Which of these statements is closest to your view of Labour's Shadow Chancellor Ed Balls?**  
**Base: All "Sample B" respondents**

	Gender		Age			Social Grade				Region					Current Vote					
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con	Lab	LibDem	Other	Don't know/ Refuse
Unweighted base	1022	482	540	231	407	384	276	194	130	422	272	261	268	139	82	281	274	78	155	156
Weighted base	1015	521	494	275	377	362	271	297	214	232	276	262	261	121	95	272	280	73	153	152
The fact that Ed Balls was Gordon Brown's closest economic adviser during the 10 years he was Chancellor gives me confidence that Ed Balls would do a good job of running the economy	227 22%	140 27%	88 18%	62 23%	100 26%	66 18%	70 26%	66 22%	46 21%	46 20%	57 21%	47 18%	80 31%	26 21%	18 18%	17 6%	153 55%	17 23%	25 16%	12 8%
The fact that Ed Balls was Gordon Brown's closest economic adviser during the 10 years he was Chancellor makes me think Ed Balls would do a bad job of running the economy	463 46%	270 52%	193 39%	113 41%	143 38%	207 57%	134 49%	132 44%	75 35%	122 52%	136 49%	124 47%	93 36%	56 47%	54 57%	202 74%	49 17%	35 48%	86 56%	61 40%
Don't know	324 32%	111 21%	213 43%	100 36%	134 36%	90 25%	67 25%	100 33%	93 44%	64 28%	83 30%	91 35%	87 33%	39 32%	24 25%	53 19%	79 28%	22 30%	42 28%	79 52%

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Table 4

The following are some different approaches that have been suggested for the economy. Please say in each case if you think it would a good or bad approach for government to follow?

Get the debt under control and at the same time build a foundation for growth that benefits everyone

Base: All respondents

	Gender			Age			Social Grade				Region					Current Vote				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con	Lab	LibDem	Other	Don't know/ Refuse
Unweighted base	2039	923	1116	469	791	779	545	401	255	838	513	535	523	302	166	556	558	155	294	323
Weighted base	2039	999	1040	571	734	734	551	591	428	469	518	538	512	294	177	555	579	155	285	318
NET: Good	1801	879	923	455	649	697	489	523	364	425	457	479	446	257	162	523	478	146	253	288
	88%	88%	89%	80%	88%	95%	89%	88%	85%	91%	88%	89%	87%	88%	91%	94%	83%	94%	89%	91%
Very good	(4) 870	416	453	195	285	390	219	252	173	226	221	246	202	132	69	326	166	71	120	132
	43%	42%	44%	34%	39%	53%	40%	43%	40%	48%	43%	46%	40%	45%	39%	59%	29%	46%	42%	42%
Quite good	(3) 932	462	469	260	364	308	271	271	191	199	237	233	244	125	93	198	313	75	132	155
	46%	46%	45%	46%	50%	42%	49%	46%	45%	42%	46%	43%	48%	43%	53%	36%	54%	48%	46%	49%
Quite bad	(2) 115	63	52	47	48	20	31	33	32	20	31	29	30	17	9	9	65	4	16	12
	6%	6%	5%	8%	7%	3%	6%	6%	7%	4%	6%	5%	6%	6%	5%	2%	11%	3%	6%	4%
Very bad	(1) 23	14	9	8	7	8	9	2	8	4	4	7	9	3	-	1	12	3	4	1
	1%	1%	1%	1%	1%	1%	2%	*	2%	1%	1%	1%	2%	1%	-	*	2%	2%	1%	*
NET: Bad	138	77	61	55	55	29	39	35	40	24	35	37	39	20	9	10	77	7	20	13
	7%	8%	6%	10%	7%	4%	7%	6%	9%	5%	7%	7%	8%	7%	5%	2%	13%	5%	7%	4%
Don't know	99	43	56	61	30	8	22	33	24	20	26	23	27	17	6	21	23	2	12	17
	5%	4%	5%	11%	4%	1%	4%	6%	6%	4%	5%	4%	5%	6%	4%	4%	4%	2%	4%	5%
Mean	3.37	3.34	3.39	3.26	3.32	3.49	3.32	3.38	3.31	3.44	3.37	3.39	3.32	3.40	3.35	3.59	3.14	3.39	3.35	3.39
Standard deviation	0.65	0.67	0.63	0.69	0.64	0.61	0.66	0.62	0.70	0.62	0.64	0.66	0.67	0.65	0.58	0.54	0.70	0.65	0.66	0.58
Standard error	0.01	0.02	0.02	0.03	0.02	0.02	0.03	0.03	0.05	0.02	0.03	0.03	0.03	0.04	0.05	0.02	0.03	0.05	0.04	0.03

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Table 5

The following are some different approaches that have been suggested for the economy. Please say in each case if you think it would a good or bad approach for government to follow?

**Increase government borrowing to pay for slowing down the planned spending cuts and funding measures to try and boost the economy, help with the cost of living and create jobs**

**Base: All respondents**

	Gender			Age			Social Grade				Region					Current Vote				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con	Lab	LibDem	Other	Don't know/ Refuse
Unweighted base	2039	923	1116	469	791	779	545	401	255	838	513	535	523	302	166	556	558	155	294	323
Weighted base	2039	999	1040	571	734	734	551	591	428	469	518	538	512	294	177	555	579	155	285	318
NET: Good	843 41%	397 40%	446 43%	249 44%	317 43%	276 38%	216 39%	268 45%	178 41%	181 39%	206 40%	205 38%	247 48%	113 39%	71 40%	138 25%	364 63%	68 44%	115 40%	98 31%
Very good	(4) 213 10%	108 11%	106 10%	52 9%	81 11%	80 11%	46 8%	50 8%	62 14%	55 12%	52 10%	58 11%	59 12%	36 12%	8 4%	40 7%	99 17%	8 5%	26 9%	30 9%
Quite good	(3) 629 31%	289 29%	340 33%	197 34%	236 32%	196 27%	170 31%	218 37%	116 27%	125 27%	154 30%	147 27%	188 37%	77 26%	63 36%	98 18%	265 46%	59 38%	89 31%	69 22%
Quite bad	(2) 631 31%	316 32%	315 30%	153 27%	208 28%	270 37%	167 30%	173 29%	137 32%	154 33%	169 33%	173 32%	132 26%	99 34%	59 33%	234 42%	123 21%	46 29%	86 30%	110 35%
Very bad	(1) 297 15%	193 19%	104 10%	66 12%	96 13%	135 18%	105 19%	66 11%	44 10%	82 18%	78 15%	82 15%	66 13%	43 15%	28 16%	136 24%	22 4%	25 16%	57 20%	35 11%
NET: Bad	928 46%	509 51%	419 40%	219 38%	305 41%	405 55%	272 49%	239 40%	180 42%	237 50%	247 48%	255 47%	198 39%	141 48%	87 49%	369 67%	145 25%	71 45%	143 50%	145 46%
Don't know	269 13%	93 9%	175 17%	103 18%	112 15%	53 7%	63 12%	83 14%	70 16%	51 11%	65 13%	78 15%	66 13%	39 13%	19 11%	47 8%	70 12%	17 11%	28 10%	74 23%
Mean	2.43	2.34	2.52	2.50	2.49	2.32	2.32	2.50	2.55	2.37	2.40	2.40	2.54	2.42	2.32	2.08	2.87	2.37	2.33	2.38
Standard deviation	0.91	0.94	0.86	0.87	0.91	0.92	0.92	0.84	0.92	0.95	0.90	0.92	0.90	0.93	0.82	0.88	0.77	0.85	0.93	0.88
Standard error	0.02	0.03	0.03	0.04	0.04	0.03	0.04	0.05	0.06	0.03	0.04	0.04	0.04	0.06	0.07	0.04	0.03	0.07	0.06	0.06