

PARTY IMAGES

Irrespective of how you intend to vote, which of the following statements do you think apply more to the Conservative Party and which apply more to the Labour Party?

The kind of society it wants is broadly the kind of society I want

	Con	Lab	Both	Neither	Don't know
	%	%	%	%	%
2010					
March 30-31	32	31	7	20	8
March 16-17	32	29	6	22	11
March 2-3	35	29	6	20	10
February 16-17	33	29	7	20	12
2005					
April 29-May 1	33	40	19		8

It is led by people of real ability

2010					
March 30-31	23	23	9	34	10
March 16-17	24	20	10	35	12
March 2-3	23	20	10	37	10
February 16-17	24	18	11	36	12
2005					
April 29-May 1	19	36	34		12

Its leaders are prepared to take tough and unpopular decisions

2010					
March 30-31	27	26	16	22	8
March 16-17	26	24	15	24	11
March 2-3	27	24	18	22	10
February 16-17	27	21	17	25	11
2005					
April 29-May 1	19	42	28		11

It seems to chop and change all the time: you can never be quite sure what it stands for

2010					
March 30-31	28	25	21	8	7
March 16-17	25	24	31	10	10
March 2-3	26	23	34	9	8
February 16-17	23	25	34	8	10
2005					
April 29-May 1	35	26	26		12

It seems rather old and tired

	Con	Lab	Both	Neither	Don't know
	%	%	%	%	%
2010					
March 17-18	16	36	33	8	8
March 3-4	18	35	30	9	8
February 17-18	15	34	35	9	8
2005					
April 29-May 1	44	18	27		10

Even if I don't always agree with it, at least its heart is in the right place

2010					
March 17-18	23	32	7	29	10
March 3-4	24	33	6	27	10
February 17-18	22	34	7	30	9
2005					
April 29-May 1	22	40	22		17

It seems to have succeeded in moving on and left its past behind it

2010					
March 17-18	28	17	7	37	11
March 3-4	29	19	8	34	10
February 17-18	29	17	8	37	9
2005					
April 29-May 1	17	42	24		17

It seems to appeal to one section of society rather than to the whole country

2010					
March 17-18	32	19	27	10	12
March 3-4	37	17	27	9	10
February 17-18	35	16	30	11	8
2005					
April 29-May 1	48	20	22		10