

Clear thinking in a complex world



ICM Poll for The Guardian

Fieldwork dates: 18-20th April 2008

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method: Within each government office region a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

Sample size: 1,000

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status, number of cars in the household and whether or not respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 34,000 random face-to-face interviews conducted annually.

The data were further weighted by declared votes in the 2005 general election. The weighting scheme is designed as follows:

Weighting by past votes

1. Respondents are asked whether they voted in the last general election and if they did, which party they voted for.
2. The sample is weighted by demographics (age, sex, tenure etc). However, after such weighting the declared past votes may not match, exactly, the results of the last election. Partly this is because demographics (by which ICM control the sample) are relatively poorly correlated with vote behaviour. Nevertheless past vote weighting has to be used with caution as some people genuinely forget how they voted. We cannot simply weight the data to the actual results last time.

3. ICM takes the declared past votes on any new poll and adds it to the 20 or so most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme.

4. ICM compares the declared past votes derived in 3) above to the actual result of the last general election and gives a weight of 70% to the results of the last election and 30% to the average of the most recent polls, thereby assuming that most of the difference (70%) can be attributed to political imbalance in the sample and 30% to faulty recall.

Weighting for turnout

1. ICM ask respondents to say how likely it is that they will go and vote in a new general election using a ten points scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote.

2. Those saying they are 7-10 certain to vote are included in the vote calculation.

3. The weights have been devised so that the effective sample size is reduced from 1,000 or so (the approximate size of all vote intention surveys) to around 700 thereby assuming a real turnout figure among registered voters of approximately 70%. This may be higher than the actual turnout. But 100% turnout could not be achieved because of faults in the electoral register. Evidence also suggests that polls tend to interview slightly more voters than exist in the whole population.

Voting intentions: ICM derives vote intentions from 2 questions.

First of all respondents are asked how likely it is that they would be to go and vote in a new election.

Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2005 and which party they voted for in that election. The vote figures shown in the table are calculated after ICM has excluded those who say they will not vote, refuse to answer the question or don't know who they would vote for. The figures are adjusted for turnout calculated accordingly to their stated intentions to vote.

In a further step, ICM add 50% of those who refuse to answer the vote intention question or say they don't know to the party they voted for in 2005.

The analysis by vote intention shown on each table is taken from table 1, ie before adjusting for refusers and don't knows.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

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Opinion Poll

CATI Fieldwork : April 18th-20th 2008

Absolutes/col percents

Table 1

Q.A Some people have said they would not vote in a new General Election, while others would go and vote at their polling station.

I would like to know how certain it is that you would actually go and vote in a general election?

Base: All respondents

| | | Gender | | Age | | | | Social Class | | | | Voting Intention | | | | Vote In 2005 General Election | | | Region | | | |
|---------------------|------|------------|------------|-------------|-----------|-----------|------------|--------------|------------|------------|-----------|------------------|------------|------------|------------|-------------------------------|------------|------------|------------|------------|---------------|------------|
| | | Total | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | Lib Dem | Other | Con | Lab | Lib Dem | North | Mid- lands | South |
| | | | | | | | | | | | | | | | | | | | | | | |
| Unweighted base | | 1000 | 449 | 551 | 86 | 135 | 576 | 203 | 324 | 249 | 173 | 254 | 245 | 216 | 113 | 69 | 192 | 241 | 114 | 337 | 310 | 353 |
| Weighted base | | 1000 | 480 | 520 | 111 | 157 | 518 | 214 | 264 | 287 | 209 | 241 | 245 | 215 | 114 | 66 | 190 | 229 | 127 | 333 | 317 | 349 |
| Certain to vote | (10) | 530 53% | 254 53% | 276 53% | 26 23% | 61 39% | 286 55% | 157 74% | 164 62% | 145 51% | 83 40% | 138 57% | 169 69% | 118 55% | 69 61% | 36 55% | 143 75% | 148 65% | 82 64% | 163 49% | 179 56% | 188 54% |
| | (9) | 69 7% | 33 7% | 36 7% | 9 8% | 12 8% | 35 7% | 14 6% | 18 7% | 19 7% | 18 9% | 13 6% | 20 8% | 18 8% | 12 11% | 4 6% | 13 7% | 15 7% | 20 16% | 16 5% | 19 6% | 34 10% |
| | (8) | 83 8% | 47 10% | 35 7% | 9 8% | 14 9% | 52 10% | 8 4% | 21 8% | 18 6% | 28 13% | 16 6% | 15 6% | 29 13% | 10 9% | 6 10% | 16 8% | 25 11% | 7 6% | 40 12% | 27 8% | 16 4% |
| | (7) | 54 5% | 24 5% | 30 6% | 9 8% | 19 12% | 20 4% | 6 3% | 10 4% | 13 5% | 19 9% | 11 5% | 13 5% | 17 8% | 5 4% | 3 5% | 2 1% | 8 3% | 8 7% | 20 6% | 14 5% | 20 6% |
| | (6) | 30 3% | 11 2% | 19 4% | 9 8% | 6 4% | 11 2% | 4 2% | 1 * | 17 6% | 4 2% | 9 4% | 2 1% | 14 6% | 2 2% | 5 8% | 1 * | 7 3% | - - | 16 5% | 8 3% | 6 2% |
| | (5) | 59 6% | 25 5% | 33 6% | 9 8% | 12 8% | 31 6% | 6 3% | 16 6% | 18 6% | 11 5% | 14 6% | 18 7% | 11 5% | 5 5% | 7 11% | 7 4% | 11 5% | 5 4% | 25 8% | 14 4% | 20 6% |
| | (4) | 17 2% | 7 1% | 10 2% | 3 2% | 3 2% | 10 2% | 1 1% | 2 1% | 4 2% | 7 3% | 4 2% | 1 1% | 2 1% | 5 4% | 2 3% | 1 1% | 5 2% | 1 1% | 8 2% | 4 1% | 5 2% |
| | (3) | 15 2% | 9 2% | 7 1% | 6 5% | 3 2% | 6 1% | - - | 3 1% | 4 1% | 6 3% | 2 1% | 2 1% | 5 3% | 3 2% | 1 2% | 1 1% | 2 1% | - - | 6 2% | 7 2% | 3 1% |
| | (2) | 13 1% | 6 1% | 8 1% | 4 3% | 4 2% | 6 1% | - - | 6 2% | 5 2% | - - | 2 1% | 4 2% | 1 1% | 2 2% | - - | * * | 1 * | - - | 3 1% | 5 1% | 5 1% |
| Certain not to vote | (1) | 120 12% | 60 13% | 60 11% | 27 24% | 23 14% | 54 10% | 16 8% | 19 7% | 39 14% | 29 14% | 32 13% | - - | - - | - - | - - | 6 3% | 7 3% | 2 1% | 37 11% | 35 11% | 47 14% |
| Refused | | 3 * | 1 * | 3 1% | 1 1% | - - | 2 * | 1 1% | 2 1% | 2 1% | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | 2 1% | 2 1% |
| Don't know | | 7 1% | 3 1% | 4 1% | - - | 2 1% | 5 1% | - - | 2 1% | 3 1% | 3 1% | - - | - - | - - | - - | - - | - - | - - | 1 1% | - - | 3 1% | 4 1% |
| Mean | | 7.77 | 7.78 | 7.77 | 5.80 | 7.09 | 7.97 | 8.82 | 8.37 | 7.53 | 7.32 | 7.81 | 8.99 | 8.62 | 8.68 | 8.40 | 9.16 | 8.75 | 9.13 | 7.63 | 7.93 | 7.77 |
| Standard deviation | | 3.15 | 3.17 | 3.14 | 3.50 | 3.26 | 3.03 | 2.58 | 2.81 | 3.29 | 3.19 | 3.23 | 1.89 | 1.93 | 2.16 | 2.14 | 1.98 | 2.22 | 1.68 | 3.07 | 3.12 | 3.26 |
| Standard error | | 0.10 | 0.15 | 0.13 | 0.38 | 0.28 | 0.13 | 0.18 | 0.16 | 0.21 | 0.24 | 0.20 | 0.12 | 0.13 | 0.20 | 0.26 | 0.14 | 0.14 | 0.16 | 0.17 | 0.18 | 0.18 |

Prepared on behalf of The Guardian by ICM Research

Opinion Poll

CATI Fieldwork : April 18th-20th 2008

Absolutes/col percents

Table 2

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area.**If there were a general election tomorrow which party do you think you would vote for?****Base: All respondents**

| | Total | Gender | | Age | | | | Social Class | | | | Voting Intention | | | | Vote In 2005 General Election | | | Region | | |
|---------------------------------|------------|------------|-------------|-----------|-----------|------------|-----------|--------------|-----------|-----------|-----------|------------------|-------------|-------------|-----------|-------------------------------|------------|------------|-----------|---------------|-----------|
| | | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | Lib Dem | Other | Con | Lab | Lib Dem | North | Mid- lands | South |
| Unweighted base | 1000 | 449 | 551 | 86 | 135 | 576 | 203 | 324 | 249 | 173 | 254 | 245 | 216 | 113 | 69 | 192 | 241 | 114 | 337 | 310 | 353 |
| Weighted base | 1000 | 480 | 520 | 111 | 157 | 518 | 214 | 264 | 287 | 209 | 241 | 245 | 215 | 114 | 66 | 190 | 229 | 127 | 333 | 317 | 349 |
| Conservative | 245 25% | 122 25% | 123 24% | 22 20% | 29 19% | 140 27% | 54 25% | 82 31% | 81 28% | 37 18% | 46 19% | 245 100% | - - | - - | - - | 152 80% | 18 8% | 18 14% | 65 20% | 81 26% | 99 28% |
| Labour | 215 22% | 122 26% | 93 18% | 25 22% | 30 19% | 117 23% | 43 20% | 51 19% | 53 18% | 61 29% | 50 21% | - - | 215 100% | - - | - - | 6 3% | 139 61% | 11 9% | 81 24% | 70 22% | 64 18% |
| Liberal Democrat/ Liberal | 114 11% | 51 11% | 63 12% | 8 7% | 29 18% | 54 10% | 24 11% | 42 16% | 29 10% | 20 10% | 23 10% | - - | - - | 114 100% | - - | 3 2% | 21 9% | 63 50% | 35 11% | 38 12% | 41 12% |
| Scottish National Party/ SNP | 31 3% | 15 3% | 15 3% | 7 6% | 4 3% | 13 3% | 7 3% | 6 2% | 6 2% | 4 2% | 15 6% | - - | - - | - - | 31 47% | 1 1% | 1 1% | 1 1% | 30 9% | 1 * | - - |
| Plaid Cymru | 5 * | 1 * | 4 1% | - - | - - | 3 * | 2 1% | 2 1% | - - | - - | 3 1% | - - | - - | - - | 5 7% | - - | 1 * | 1 1% | - - | 5 2% | - - |
| Green Party | 14 1% | 7 1% | 7 1% | 3 2% | 3 2% | 8 2% | - - | 3 1% | 4 1% | 3 1% | 4 2% | - - | - - | - - | 14 22% | - - | 1 1% | 4 3% | 6 2% | 3 1% | 5 1% |
| UK Independence Party (UKIP) | 3 * | 1 * | 2 * | - - | 1 1% | 1 * | 1 1% | - - | 1 * | - - | 2 1% | - - | - - | - - | 3 5% | 1 * | - - | - - | - - | 2 1% | 2 * |
| Other | 13 1% | 10 2% | 3 1% | 1 1% | 2 2% | 9 2% | - - | 2 1% | 2 1% | 6 3% | 3 1% | - - | - - | - - | 13 20% | 2 1% | 1 * | - - | 9 3% | 3 1% | 1 * |
| Would not vote | 120 12% | 60 13% | 60 11% | 27 24% | 23 14% | 54 10% | 16 8% | 19 7% | 39 14% | 29 14% | 32 13% | - - | - - | - - | - - | 6 3% | 7 3% | 2 1% | 37 11% | 35 11% | 47 14% |
| Don't know | 150 15% | 53 11% | 97 19% | 16 15% | 28 18% | 77 15% | 28 13% | 38 14% | 42 15% | 34 16% | 37 15% | - - | - - | - - | - - | 13 7% | 36 16% | 22 17% | 44 13% | 54 17% | 52 15% |
| Refused | 89 9% | 37 8% | 52 10% | 2 2% | 7 4% | 42 8% | 38 18% | 20 8% | 30 10% | 15 7% | 24 10% | - - | - - | - - | - - | 6 3% | 4 2% | 4 3% | 25 7% | 26 8% | 39 11% |

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Absolutes/col percents

Table 3

Data derived from:-**Q.A Some people have said they would not vote in a new General Election, while others would go and vote at their polling station.****I would like to know how certain it is that you would actually go and vote in a general election?****Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area.****If there were a general election tomorrow which party do you think you would vote for?****Data excludes those who definitely will not vote (12%), don't know who they would vote for (15%) or refuse to answer (9%)****THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

| | Gender | | | Age | | | | Social Class | | | | Voting Intention | | | | Vote In 2005 General Election | | | Region | | |
|---------------------------------|--------|------|---------|-------|-------|-------|-----|--------------|-----|-----|-----|------------------|------|---------|-------|-------------------------------|-----|---------|--------|-----------|-------|
| | Total | Male | Fe-male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | Lib Dem | Other | Con | Lab | Lib Dem | North | Mid-lands | South |
| Unweighted base | 550 | 271 | 279 | 30 | 69 | 335 | 116 | 205 | 127 | 89 | 129 | 217 | 182 | 96 | 55 | 156 | 172 | 85 | 188 | 176 | 186 |
| Weighted base | 545 | 285 | 261 | 44 | 81 | 299 | 122 | 171 | 142 | 108 | 124 | 217 | 182 | 97 | 50 | 154 | 163 | 92 | 182 | 177 | 186 |
| Conservative | 217 | 107 | 110 | 16 | 25 | 125 | 51 | 76 | 69 | 33 | 39 | 217 | - | - | - | 143 | 16 | 17 | 57 | 74 | 87 |
| | 40% | 38% | 42% | 36% | 31% | 42% | 42% | 45% | 48% | 31% | 31% | 100% | - | - | - | 93% | 10% | 18% | 31% | 42% | 47% |
| Labour | 182 | 107 | 75 | 17 | 27 | 97 | 40 | 45 | 43 | 50 | 44 | - | 182 | - | - | 5 | 125 | 10 | 63 | 58 | 60 |
| | 33% | 37% | 29% | 40% | 33% | 32% | 33% | 27% | 30% | 46% | 35% | - | 100% | - | - | 3% | 77% | 11% | 35% | 33% | 32% |
| Liberal Democrat/ Liberal | 97 | 45 | 51 | 6 | 22 | 48 | 21 | 39 | 22 | 16 | 20 | - | - | 97 | - | 2 | 18 | 60 | 29 | 35 | 33 |
| | 18% | 16% | 20% | 13% | 27% | 16% | 18% | 23% | 15% | 15% | 16% | - | - | 100% | - | 1% | 11% | 65% | 16% | 20% | 18% |
| Scottish National Party/ SNP | 21 | 10 | 11 | 2 | 2 | 11 | 5 | 4 | 3 | 2 | 13 | - | - | - | 21 | 1 | 1 | 1 | 21 | - | - |
| | 4% | 3% | 4% | 5% | 3% | 4% | 4% | 2% | 2% | 2% | 10% | - | - | - | 42% | 1% | 1% | 1% | 12% | - | - |
| Plaid Cymru | 4 | 1 | 3 | - | - | 2 | 2 | 2 | - | - | 2 | - | - | - | 4 | - | 1 | 1 | - | 4 | - |
| | 1% | * | 1% | - | - | 1% | 2% | 1% | - | - | 2% | - | - | - | 8% | - | 1% | 1% | - | 2% | - |
| Green Party | 12 | 6 | 6 | 3 | 2 | 7 | - | 3 | 4 | 3 | 2 | - | - | - | 12 | - | * | 3 | 4 | 3 | 5 |
| | 2% | 2% | 2% | 6% | 3% | 2% | - | 2% | 3% | 2% | 2% | - | - | - | 24% | - | * | 3% | 2% | 2% | 3% |
| UK Independence Party (UKIP) | 1 | 1 | 1 | - | - | - | 1 | - | - | - | 1 | - | - | - | 1 | 1 | - | - | - | 1 | 1 |
| | * | * | * | - | - | - | 1% | - | - | - | 1% | - | - | - | 3% | * | - | - | - | * | * |
| Other | 11 | 8 | 3 | - | 2 | 9 | - | 2 | 2 | 4 | 3 | - | - | - | 11 | 2 | 1 | - | 8 | 3 | 1 |
| | 2% | 3% | 1% | - | 3% | 3% | - | 1% | 1% | 4% | 2% | - | - | - | 23% | 2% | 1% | - | 4% | 1% | * |

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Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 746 respondents

| | <u>Total</u> |
|------------------|--------------|
| Conservative | 39% |
| Labour | 34% |
| Liberal Democrat | 19% |
| Other | 9% |

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Absolutes/col percents

Table 5

Q.1 Please consider the economy for a moment, your current personal financial situation and your ability to keep up with the cost of living. Taking this into account, how confident do you feel about things at the moment?

Base: All respondents

| | | Gender | | Age | | | | Social Class | | | | Voting Intention | | | | Vote In 2005 General Election | | | Region | | | |
|----------------------|-----|--------|------|---------|-------|-------|-------|--------------|------|------|------|------------------|------|------|---------|-------------------------------|------|------|---------|-------|-----------|-------|
| | | Total | Male | Fe-male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | Lib Dem | Other | Con | Lab | Lib Dem | North | Mid-lands | South |
| | | | | | | | | | | | | | | | | | | | | | | |
| Unweighted base | | 1000 | 449 | 551 | 86 | 135 | 576 | 203 | 324 | 249 | 173 | 254 | 245 | 216 | 113 | 69 | 192 | 241 | 114 | 337 | 310 | 353 |
| Weighted base | | 1000 | 480 | 520 | 111 | 157 | 518 | 214 | 264 | 287 | 209 | 241 | 245 | 215 | 114 | 66 | 190 | 229 | 127 | 333 | 317 | 349 |
| NET: Confident | | 551 | 284 | 267 | 85 | 96 | 271 | 99 | 151 | 169 | 121 | 110 | 124 | 150 | 65 | 30 | 83 | 148 | 73 | 182 | 172 | 197 |
| | | 55% | 59% | 51% | 76% | 61% | 52% | 46% | 57% | 59% | 58% | 46% | 50% | 70% | 57% | 45% | 44% | 64% | 58% | 55% | 54% | 57% |
| Very confident | (4) | 101 | 71 | 31 | 12 | 13 | 47 | 30 | 37 | 25 | 16 | 23 | 26 | 23 | 14 | 7 | 18 | 24 | 14 | 36 | 31 | 34 |
| | | 10% | 15% | 6% | 11% | 8% | 9% | 14% | 14% | 9% | 8% | 10% | 11% | 11% | 13% | 11% | 10% | 10% | 11% | 11% | 10% | 10% |
| Fairly confident | (3) | 450 | 213 | 236 | 73 | 83 | 224 | 69 | 114 | 144 | 105 | 87 | 98 | 127 | 50 | 23 | 65 | 124 | 60 | 146 | 140 | 164 |
| | | 45% | 44% | 45% | 66% | 53% | 43% | 32% | 43% | 50% | 50% | 36% | 40% | 59% | 44% | 35% | 34% | 54% | 47% | 44% | 44% | 47% |
| Not very confident | (2) | 294 | 138 | 156 | 15 | 44 | 169 | 65 | 78 | 84 | 60 | 71 | 80 | 52 | 33 | 22 | 67 | 57 | 40 | 97 | 95 | 101 |
| | | 29% | 29% | 30% | 13% | 28% | 33% | 30% | 30% | 29% | 29% | 30% | 32% | 24% | 29% | 33% | 35% | 25% | 31% | 29% | 30% | 29% |
| Not at all confident | (1) | 143 | 52 | 90 | 11 | 14 | 72 | 46 | 32 | 30 | 26 | 55 | 41 | 11 | 16 | 12 | 39 | 21 | 13 | 54 | 46 | 43 |
| | | 14% | 11% | 17% | 10% | 9% | 14% | 21% | 12% | 11% | 12% | 23% | 17% | 5% | 14% | 19% | 21% | 9% | 10% | 16% | 14% | 12% |
| NET: Not confident | | 436 | 190 | 246 | 26 | 58 | 241 | 111 | 110 | 114 | 86 | 126 | 121 | 63 | 49 | 34 | 107 | 79 | 53 | 151 | 141 | 144 |
| | | 44% | 40% | 47% | 23% | 37% | 47% | 52% | 42% | 40% | 41% | 52% | 49% | 29% | 43% | 52% | 56% | 34% | 41% | 45% | 44% | 41% |
| Don't know | | 13 | 6 | 7 | * | 3 | 5 | 5 | 3 | 4 | 1 | 4 | 1 | 2 | 1 | 2 | - | 2 | 1 | 1 | 5 | 8 |
| | | 1% | 1% | 1% | * | 2% | 1% | 2% | 1% | 1% | 1% | 2% | * | 1% | 1% | 3% | - | 1% | 1% | * | 1% | 2% |
| Mean | | 2.52 | 2.64 | 2.40 | 2.77 | 2.61 | 2.48 | 2.40 | 2.60 | 2.58 | 2.54 | 2.33 | 2.44 | 2.76 | 2.56 | 2.38 | 2.33 | 2.66 | 2.59 | 2.49 | 2.50 | 2.55 |
| Standard deviation | | 0.86 | 0.87 | 0.84 | 0.77 | 0.77 | 0.85 | 0.98 | 0.88 | 0.80 | 0.81 | 0.94 | 0.89 | 0.71 | 0.89 | 0.92 | 0.91 | 0.79 | 0.82 | 0.89 | 0.86 | 0.84 |
| Standard error | | 0.03 | 0.04 | 0.04 | 0.08 | 0.07 | 0.04 | 0.07 | 0.05 | 0.05 | 0.06 | 0.06 | 0.06 | 0.05 | 0.08 | 0.11 | 0.07 | 0.05 | 0.08 | 0.05 | 0.05 | 0.05 |

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Absolutes/col percents

Table 6

Q.2 Are you satisfied or dissatisfied with the job...?**Base: All respondents**

| | Gender | | | Age | | | | Social Class | | | | Voting Intention | | | | Vote In 2005 General Election | | | Region | | |
|--|------------|------------|-------------|-----------|-----------|------------|------------|--------------|------------|------------|------------|------------------|------------|------------|-----------|-------------------------------|------------|------------|------------|---------------|------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | Lib Dem | Other | Con | Lab | Lib Dem | North | Mid- lands | South |
| Unweighted base | 1000 | 449 | 551 | 86 | 135 | 576 | 203 | 324 | 249 | 173 | 254 | 245 | 216 | 113 | 69 | 192 | 241 | 114 | 337 | 310 | 353 |
| Weighted base | 1000 | 480 | 520 | 111 | 157 | 518 | 214 | 264 | 287 | 209 | 241 | 245 | 215 | 114 | 66 | 190 | 229 | 127 | 333 | 317 | 349 |
| <u>Gordon Brown is doing as Prime Minister</u> | | | | | | | | | | | | | | | | | | | | | |
| Satisfied | 334 33% | 168 35% | 166 32% | 56 50% | 58 37% | 163 32% | 57 27% | 77 29% | 112 39% | 71 34% | 75 31% | 41 17% | 137 64% | 38 33% | 22 34% | 25 13% | 114 50% | 40 32% | 120 36% | 98 31% | 116 33% |
| Dissatisfied | 582 58% | 279 58% | 303 58% | 43 39% | 84 53% | 320 62% | 135 63% | 168 64% | 152 53% | 116 55% | 146 61% | 193 78% | 75 35% | 69 60% | 39 59% | 156 82% | 110 48% | 79 62% | 188 56% | 202 64% | 191 55% |
| Refused | 9 1% | 5 1% | 4 1% | - - | 1 1% | 6 1% | 2 1% | 4 1% | 4 1% | 2 1% | - - | - - | - - | - - | - - | - - | 1 * | - - | 4 1% | 1 * | 4 1% |
| Don't know | 75 7% | 28 6% | 47 9% | 12 11% | 14 9% | 28 5% | 20 9% | 15 6% | 19 7% | 21 10% | 19 8% | 12 5% | 4 2% | 7 6% | 5 7% | 9 5% | 4 2% | 7 6% | 21 6% | 16 5% | 38 11% |
| <u>Alistair Darling is doing as Chancellor of the Exchequer</u> | | | | | | | | | | | | | | | | | | | | | |
| Satisfied | 262 26% | 132 27% | 131 25% | 39 35% | 44 28% | 127 24% | 53 25% | 64 24% | 77 27% | 55 26% | 66 28% | 32 13% | 111 51% | 29 25% | 16 24% | 23 12% | 92 40% | 33 26% | 92 27% | 86 27% | 85 24% |
| Dissatisfied | 613 61% | 292 61% | 321 62% | 50 45% | 88 56% | 345 67% | 131 61% | 170 65% | 176 61% | 128 61% | 139 58% | 196 80% | 83 39% | 80 70% | 47 72% | 159 83% | 118 52% | 84 66% | 210 63% | 195 61% | 209 60% |
| Refused | 8 1% | 5 1% | 3 1% | - - | 1 1% | 5 1% | 2 1% | 4 1% | 2 1% | 3 1% | - - | - - | * * | 1 1% | - - | - - | - - | 1 1% | 3 1% | 1 * | 5 1% |
| Don't know | 117 12% | 51 11% | 66 13% | 22 20% | 24 15% | 41 8% | 29 13% | 26 10% | 32 11% | 23 11% | 35 15% | 17 7% | 21 10% | 5 4% | 3 4% | 9 5% | 18 8% | 9 7% | 30 9% | 35 11% | 52 15% |

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Absolutes/col percents

Table 7

Q.3 Putting your own party preference aside which of the following do you think would make the best Prime Minister?**Base: All respondents**

| | Gender | | | Age | | | | Social Class | | | | Voting Intention | | | | Vote In 2005 General Election | | | Region | | |
|-----------------|------------|------------|------------|-----------|-----------|------------|-----------|--------------|------------|-----------|-----------|------------------|------------|-----------|-----------|-------------------------------|------------|-----------|------------|------------|------------|
| | Total | Male | Fe-male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | Lib Dem | Other | Con | Lab | Lib Dem | North | Mid-lands | South |
| Unweighted base | 1000 | 449 | 551 | 86 | 135 | 576 | 203 | 324 | 249 | 173 | 254 | 245 | 216 | 113 | 69 | 192 | 241 | 114 | 337 | 310 | 353 |
| Weighted base | 1000 | 480 | 520 | 111 | 157 | 518 | 214 | 264 | 287 | 209 | 241 | 245 | 215 | 114 | 66 | 190 | 229 | 127 | 333 | 317 | 349 |
| David Cameron | 369 37% | 186 39% | 183 35% | 47 42% | 58 37% | 192 37% | 72 34% | 112 43% | 116 40% | 71 34% | 70 29% | 195 79% | 39 18% | 39 34% | 15 22% | 144 76% | 48 21% | 47 37% | 113 34% | 125 39% | 131 38% |
| Gordon Brown | 286 29% | 138 29% | 148 28% | 30 27% | 51 33% | 139 27% | 67 31% | 71 27% | 82 29% | 58 28% | 75 31% | 19 8% | 137 64% | 31 27% | 23 35% | 13 7% | 121 53% | 30 24% | 109 33% | 81 26% | 96 27% |
| Nick Clegg | 78 8% | 36 7% | 42 8% | 16 14% | 8 5% | 43 8% | 12 6% | 23 9% | 19 7% | 18 9% | 18 7% | 5 2% | 15 7% | 28 25% | 9 13% | 4 2% | 11 5% | 20 16% | 26 8% | 21 7% | 30 9% |
| None of these | 108 11% | 51 11% | 57 11% | 6 6% | 15 9% | 66 13% | 21 10% | 26 10% | 23 8% | 28 13% | 32 13% | 12 5% | 9 4% | 8 7% | 14 22% | 12 6% | 30 13% | 10 8% | 35 10% | 39 12% | 34 10% |
| Refused | 26 3% | 13 3% | 13 2% | - - | 2 1% | 12 2% | 13 6% | 6 2% | 8 3% | 7 3% | 5 2% | 2 1% | - - | - - | - - | 2 1% | - - | - - | 7 2% | 11 3% | 9 3% |
| Don't know | 132 13% | 56 12% | 77 15% | 13 11% | 23 15% | 66 13% | 30 14% | 26 10% | 38 13% | 27 13% | 42 17% | 13 5% | 15 7% | 9 7% | 5 7% | 17 9% | 19 8% | 20 15% | 44 13% | 40 13% | 48 14% |

Opinion Poll

CATI Fieldwork : April 18th-20th 2008

Absolutes/col percents

Table 8

Q.4 Again putting aside your own party preference, based on what you have seen and heard which of the following do you think would make the best Chancellor?

Base: All respondents

| | Gender | | | Age | | | | Social Class | | | | Voting Intention | | | | Vote In 2005 General Election | | | Region | | |
|------------------|------------|------------|------------|-----------|-----------|------------|-----------|--------------|-----------|-----------|-----------|------------------|------------|-----------|-----------|-------------------------------|-----------|-----------|-----------|-----------|------------|
| | Total | Male | Fe-male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | Lib Dem | Other | Con | Lab | Lib Dem | North | Mid-lands | South |
| Unweighted base | 1000 | 449 | 551 | 86 | 135 | 576 | 203 | 324 | 249 | 173 | 254 | 245 | 216 | 113 | 69 | 192 | 241 | 114 | 337 | 310 | 353 |
| Weighted base | 1000 | 480 | 520 | 111 | 157 | 518 | 214 | 264 | 287 | 209 | 241 | 245 | 215 | 114 | 66 | 190 | 229 | 127 | 333 | 317 | 349 |
| Alistair Darling | 260 26% | 139 29% | 120 23% | 37 34% | 40 26% | 133 26% | 49 23% | 56 21% | 71 25% | 62 30% | 71 30% | 34 14% | 105 49% | 29 25% | 15 23% | 26 14% | 89 39% | 29 22% | 98 29% | 81 25% | 81 23% |
| George Osborne | 205 20% | 109 23% | 95 18% | 21 19% | 36 23% | 107 21% | 40 19% | 65 25% | 74 26% | 32 15% | 34 14% | 85 35% | 30 14% | 23 20% | 19 29% | 72 38% | 33 15% | 26 21% | 73 22% | 58 18% | 73 21% |
| Vince Cable | 134 13% | 76 16% | 58 11% | 11 9% | 21 13% | 77 15% | 25 12% | 49 18% | 42 15% | 19 9% | 24 10% | 42 17% | 22 10% | 27 24% | 10 14% | 27 14% | 28 12% | 29 23% | 34 10% | 49 16% | 51 14% |
| None of these | 84 8% | 38 8% | 46 9% | 8 8% | 9 6% | 45 9% | 21 10% | 20 8% | 22 8% | 22 10% | 21 9% | 15 6% | 12 5% | 3 3% | 9 13% | 16 8% | 18 8% | 4 3% | 25 8% | 25 8% | 34 10% |
| Refused | 22 2% | 13 3% | 9 2% | - - | 2 2% | 12 2% | 8 4% | 6 2% | 5 2% | 7 3% | 4 1% | 3 1% | 2 1% | - - | - - | 3 1% | 2 1% | - - | 7 2% | 8 3% | 7 2% |
| Don't know | 295 30% | 105 22% | 191 37% | 34 30% | 48 30% | 142 27% | 72 33% | 68 26% | 73 25% | 67 32% | 88 36% | 66 27% | 44 21% | 32 28% | 13 20% | 47 25% | 59 26% | 39 31% | 96 29% | 96 30% | 104 30% |

Opinion Poll

CATI Fieldwork : April 18th-20th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | | Unweighted Total | Weighted Total |
|----------------------|--------|---------------------|-------------------|
| Unweighted base | | 1000 | 1000 |
| Weighted base | | 1000 | 1000 |
| <u>Gender</u> | | | |
| Male | | 449 45% | 480 48% |
| Female | | 551 55% | 520 52% |
| <u>Age</u> | | | |
| 18-24 | (21) | 86 9% | 111 11% |
| 25-34 | (29.5) | 135 14% | 157 16% |
| 35-44 | (39.5) | 199 20% | 195 19% |
| 45-54 | (49.5) | 186 19% | 170 17% |
| 55-64 | (59.5) | 191 19% | 153 15% |
| 65+ | (70) | 203 20% | 214 21% |
| Average age | | 48.43 | 47.15 |

Opinion Poll

CATI Fieldwork : April 18th-20th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Unweighted Total | Weighted Total |
|----------------------------|---------------------|-------------------|
| Weighted base | 1000 | 1000 |
| <u>Social Class</u> | | |
| AB | 324 32% | 264 26% |
| C1 | 249 25% | 287 29% |
| C2 | 173 17% | 209 21% |
| DE | 254 25% | 241 24% |
| <u>Region</u> | | |
| North | 337 34% | 333 33% |
| Midlands | 310 31% | 317 32% |
| South | 353 35% | 349 35% |

Opinion Poll

CATI Fieldwork : April 18th-20th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Unweighted Total | Weighted Total |
|---|---------------------|-------------------|
| Weighted base | 1000 | 1000 |
| <u>Working status</u> | | |
| Full-time | 424 42% | 448 45% |
| Part-time | 148 15% | 119 12% |
| Not working but seeking work or temporarily unemployed/sick | 52 5% | 53 5% |
| Not working/not seeking work | 51 5% | 51 5% |
| Retired | 264 26% | 269 27% |
| Student | 26 3% | 45 4% |
| Refused | 35 4% | 17 2% |

Opinion Poll

CATI Fieldwork : April 18th-20th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Unweighted Total | Weighted Total |
|-----------------------------|---------------------|-------------------|
| Weighted base | 1000 | 1000 |
| <u>Tenure</u> | | |
| Own outright | 325 33% | 335 34% |
| Own with a mortgage | 395 40% | 385 38% |
| Council | 89 9% | 124 12% |
| Housing Assoc. | 37 4% | 32 3% |
| Rented from someone else | 87 9% | 80 8% |
| Rent free | 14 1% | 13 1% |
| Refused | 53 5% | 31 3% |

Opinion Poll

CATI Fieldwork : April 18th-20th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Unweighted Total | Weighted Total |
|---|---------------------|-------------------|
| Weighted base | 1000 | 1000 |
| <u>Foreign Holiday in last 3 years</u> | | |
| Yes | 610 61% | 600 60% |
| No | 390 39% | 400 40% |
| <u>Number of cars</u> | | |
| None | 177 18% | 207 21% |
| 1 | 442 44% | 417 42% |
| 2 | 296 30% | 288 29% |
| 3+ | 85 9% | 87 9% |

Opinion Poll

CATI Fieldwork : April 18th-20th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Unweighted Total | Weighted Total |
|-------------------------------|---------------------|-------------------|
| Weighted base | 1000 | 1000 |
| <u>Internet Access</u> | | |
| At all | 719 72% | 700 70% |
| At home (net) | 651 65% | 629 63% |
| At work (net) | 350 35% | 331 33% |
| At home | 354 35% | 351 35% |
| At work | 53 5% | 53 5% |
| Both at home and at work | 297 30% | 279 28% |
| Somewhere else | 15 2% | 18 2% |
| Not at all | 281 28% | 300 30% |

Opinion Poll

CATI Fieldwork : April 18th-20th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Unweighted Total | Weighted Total |
|---|---------------------|-------------------|
| Weighted base | 1000 | 1000 |
| <u>What is the highest educational level that you have achieved to date?</u> | | |
| Secondary/ high school/ NVQ 1-3 | 441 44% | 497 50% |
| University degree or equivalent professional qualification/ NVQ4 | 280 28% | 249 25% |
| Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent | 96 10% | 75 7% |
| No formal education | 127 13% | 141 14% |
| None of these | 11 1% | 12 1% |
| Refused | 45 5% | 26 3% |

Opinion Poll

CATI Fieldwork : April 18th-20th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Unweighted Total | Weighted Total |
|----------------------------------|---------------------|-------------------|
| Weighted base | 1000 | 1000 |
| <u>Marital Status</u> | | |
| Single | 201 20% | 232 23% |
| Married/ co-habiting | 599 60% | 589 59% |
| Widowed/ separated/ divorced | 159 16% | 160 16% |
| Refused | 41 4% | 19 2% |
| <u>Children</u> | | |
| None aged 18 or under | 676 68% | 691 69% |
| NET: Yes | 276 28% | 284 28% |
| NET: Yes any aged 15 or under | 240 24% | 243 24% |
| - Aged under 5 | 112 11% | 121 12% |
| - Aged 5-10 | 108 11% | 108 11% |
| - Aged 11-15 | 106 11% | 106 11% |
| - Aged 16-18 | 69 7% | 72 7% |
| Refused | 48 5% | 26 3% |

Opinion Poll

CATI Fieldwork : April 18th-20th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Unweighted Total | Weighted Total |
|---------------------------------------|---------------------|-------------------|
| Weighted base | 1000 | 1000 |
| <u>Grocery shopping status</u> | | |
| Yes - do half or more | 781 78% | 778 78% |
| No - do less than half | 201 20% | 217 22% |
| Refused | 18 2% | 5 * |

Opinion Poll

CATI Fieldwork : April 18th-20th 2008

Absolutes/col percents

Table 10
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

| | Unweighted Total | Weighted Total |
|---------------------------------|---------------------|-------------------|
| Unweighted base | 1000 | 1000 |
| Weighted base | 1000 | 1000 |
| Conservative | 192 19% | 190 19% |
| Labour | 241 24% | 229 23% |
| Liberal Democrat/ Liberal | 114 11% | 127 13% |
| Scottish National Party/SNP | 24 2% | 20 2% |
| Plaid Cymru | 6 1% | 5 * |
| Green Party | 12 1% | 10 1% |
| UK Independence Party (UKIP) | 4 * | 3 * |
| Others | 7 1% | 6 1% |
| Did not vote | 304 30% | 316 32% |
| Refused | 83 8% | 81 8% |
| Don't know | 13 1% | 12 1% |