## I CM Poll for The Guardian

Fieldwork dates: $18-20^{\text {th }}$ 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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## 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

|  |  |  | Gen |  |  | Ag |  |  |  | Social | Class |  |  | Voting In | tention |  | Vote | $2005 \mathrm{Ge}$ Election | eral |  | Region |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Male | $\begin{gathered} \mathrm{Fe}- \\ \mathrm{male} \end{gathered}$ | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | $\begin{aligned} & \text { Lib } \\ & \text { Dem } \\ & \hline \end{aligned}$ | Other | Con | Lab | $\begin{gathered} \hline \text { Lib } \\ \text { Dem } \\ \hline \end{gathered}$ | North | Midlands | 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) | $\begin{aligned} & 530 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 254 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 276 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 286 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 54 \% \end{aligned}$ |
|  | (9) | $\begin{gathered} 69 \\ 7 \% \end{gathered}$ | $\begin{gathered} 33 \\ 7 \% \end{gathered}$ | $\begin{gathered} 36 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{gathered} 35 \\ 7 \% \end{gathered}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{gathered} 18 \\ 7 \% \end{gathered}$ | $\begin{gathered} 19 \\ 7 \% \end{gathered}$ | $\begin{gathered} 18 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 20 \\ 8 \% \end{gathered}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 15 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 16 \\ 5 \% \end{gathered}$ | $\begin{gathered} 19 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ |
|  | (8) | $\begin{aligned} & 83 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 35 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 14 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{gathered} 18 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 16 \\ 6 \% \end{gathered}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 10 \\ 9 \% \end{gathered}$ | $\begin{gathered} \stackrel{6}{10 \%} \end{gathered}$ | $\begin{aligned} & 16 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ |
|  | (7) | $\begin{aligned} & 54 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 24 \\ 5 \% \end{gathered}$ | $\begin{gathered} 30 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | ${ }_{4 \%}^{10}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 19 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 20 \\ 6 \% \end{gathered}$ | $\begin{gathered} 14 \\ 5 \% \end{gathered}$ | $\begin{gathered} 20 \\ 6 \% \end{gathered}$ |
|  | (6) | $\begin{gathered} 30 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 2 \% \end{aligned}$ | ${ }_{4 \%}^{19}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | $\underset{2 \%}{11}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | ${ }_{*}^{1}$ | ${ }_{6 \%}^{17}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 8 \% \\ & \hline \end{aligned}$ | $\underset{*}{1}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ |  | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ |
|  | (5) | $\begin{aligned} & 59 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 31 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 16 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\stackrel{11}{5 \%}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | ${ }_{7 \%}^{18}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 7 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | $\begin{gathered} 20 \\ 6 \% \end{gathered}$ |
|  | (4) | $\begin{aligned} & 17 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ |
|  | (3) | $\begin{gathered} 15 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\frac{1}{2 \%}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ |
|  | (2) | $\begin{aligned} & 13 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | - |  | $\begin{aligned} & 1 \\ & * \end{aligned}$ |  | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ |
| Certain not to vote | (1) | $\begin{aligned} & 120 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 8 \% \end{aligned}$ | $19$ | $\begin{aligned} & 39 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 13 \% \end{aligned}$ | - |  | - | - | $\begin{aligned} & 6 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 14 \% \end{aligned}$ |
| Refused |  | $\begin{aligned} & 3 \\ & * \end{aligned}$ | ${ }_{*}^{1}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & * \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | - | - | - | - | - | - | - | - | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |
| Don't know |  | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | - |  | - | - | - |  |  | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ |
| 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 |

## 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 | Female | 18-24 | 25-34 | 35-64 | $65+$ | AB | C1 | C2 | DE | Con | Lab | $\begin{gathered} \text { Lib } \\ \text { Dem } \end{gathered}$ | Other | Con | Lab | $\begin{gathered} \hline \text { Lib } \\ \text { Dem } \\ \hline \end{gathered}$ | North | $\begin{aligned} & \text { Mid- } \\ & \text { lands } \\ & \hline \end{aligned}$ | 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 | $\begin{gathered} 245 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & 46 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | - |  |  | $\begin{gathered} 152 \\ 80 \% \end{gathered}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 28 \% \end{aligned}$ |
| Labour | $\begin{gathered} 215 \\ 22 \% \end{gathered}$ | $\begin{gathered} 122 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ |  | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | - | - | $\begin{aligned} & 6 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 139 \\ & 61 \% \end{aligned}$ | ${ }_{9 \%}^{11}$ | $\begin{aligned} & 81 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 18 \% \end{aligned}$ |
| Liberal Democrat/ Liberal | $\begin{aligned} & 114 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | - |  | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | - | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 21 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 12 \% \end{aligned}$ |
| Scottish National Party/ SNP | $\begin{gathered} 31 \\ 3 \% \end{gathered}$ | $\begin{gathered} 15 \\ 3 \% \end{gathered}$ | $\begin{gathered} 15 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | - | - | - | $\begin{aligned} & 31 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | ${ }_{1}^{1}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 30 $9 \%$ | ${ }_{*}$ | - |
| Plaid Cymru | * | ${ }_{*}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | - | - | $\stackrel{3}{*}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | - | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | - | - | - | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | - | ${ }_{*}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | - |
| Green Party | $\begin{aligned} & 14 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | - |  |  | $\begin{aligned} & 14 \\ & 22 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ |
| UK Independence Party (UKIP) | $3$ | $\underset{*}{1}$ | $\underset{\star}{2}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | * | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | ${ }_{*}$ | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | - | - | $\begin{aligned} & 3 \\ & 5 \% \end{aligned}$ | ${ }_{*}$ | - | - | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | ${ }_{*}^{2}$ |
| Other | $\begin{aligned} & 13 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | - |  |  | $\begin{aligned} & 13 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | - | ${ }_{3 \%}^{9}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ |
| Would not vote | $\begin{aligned} & 120 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | ${ }_{7 \%}^{19}$ | $\begin{aligned} & 39 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 13 \% \end{aligned}$ | - | - | - |  | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 14 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 150 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | - | - | - | - | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 15 \% \end{aligned}$ |
| Refused | $\begin{aligned} & 89 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 37 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 42 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 15 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | - | - | - | - | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | 25 $7 \%$ | $\begin{gathered} 26 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 11 \% \end{aligned}$ |

Table 3
Data dervived 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 |  |  |  | $\begin{gathered} \text { Vote In } 2005 \text { General } \\ \text { Election } \\ \hline \end{gathered}$ |  |  | Region |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | $\begin{gathered} \mathrm{Fe}- \\ \text { male } \end{gathered}$ | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | $\begin{aligned} & \text { Lib } \\ & \text { Dem } \\ & \hline \end{aligned}$ | Other | Con | Lab | $\begin{aligned} & \hline \text { Lib } \\ & \text { Dem } \\ & \hline \end{aligned}$ | North | $\begin{aligned} & \text { Mid- } \\ & \text { lands } \\ & \hline \end{aligned}$ | 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 | $\underset{40 \%}{217}$ | ${ }_{38 \%}^{107}$ | ${ }_{42 \%}^{110}$ | $\begin{aligned} & 16 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 125 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 450 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 480, \end{aligned}$ | $\begin{aligned} & 33 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ |  | - | - | $\begin{aligned} & 143 \\ & 93 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 42 \% \\ & \end{aligned}$ | $\begin{aligned} & 87 \\ & 47 \% \end{aligned}$ |
| Labour | $\begin{gathered} 182 \\ 33 \% \end{gathered}$ | ${ }_{37 \%}^{107}$ | $\begin{aligned} & 75 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 35 \% \end{aligned}$ |  | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | - |  | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | ${ }_{77 \%}^{125}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 32 \% \end{aligned}$ |
| Liberal Democrat/ Liberal | $\begin{aligned} & 97 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 6 \\ 13 \% \end{gathered}$ | ${ }_{27}^{22}$ | $\begin{aligned} & 48 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \\ & \end{aligned}$ | $\begin{aligned} & 39 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \\ & \end{aligned}$ | $\begin{aligned} & 16 \\ & 15 \% \\ & \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \\ & \end{aligned}$ | - |  | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ |  | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 65 \% \\ & 60 \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ |
| Scottish National Partyl SNP | $\stackrel{21}{2 \%}$ | $\underset{3 \%}{10}$ | $\stackrel{11}{4 \%}^{2}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | ${ }_{11}^{11}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ |  |  |  | $\begin{aligned} & 21 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | - | - |
| Plaid Cymru | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $1$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ |  |  | ${ }_{1 \%}^{2}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |  |  | ${ }_{2 \%}^{2}$ | - |  |  | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ | - | ${ }_{1 \%}^{1}$ | ${ }_{1 \%}^{1}$ | - | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ |  |
| Green Party | ${ }_{2}^{12}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | ${ }_{2 \%}^{6}$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | ${ }_{3 \%}^{2}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | ${ }_{3 \%}^{4}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | ${ }_{2 \%}^{2}$ | - | - | : | $\begin{aligned} & 12 \\ & 24 \% \end{aligned}$ | - |  | ${ }_{3 \%}^{3}$ | ${ }_{2 \%}^{4}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | ${ }_{3 \%}^{5}$ |
| UK Independence Party (UKIP) | ${ }_{*}^{1}$ | ${ }_{*}^{1}$ | ${ }_{*}$ | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | : | - | ${ }_{3 \%}^{1}$ | 1 | - | - | - | ${ }_{*}$ | * |
| Other | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \\ & \hline \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | - | - | - | ${ }_{23 \%}^{11}$ | ${ }_{2}^{2}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\div$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \\ & \hline \end{aligned}$ | ${ }_{*}$ |

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

|  | Total |
| :--- | ---: |
| Conservative | $39 \%$ |
| Labour | $34 \%$ |
| Liberal Democrat | $19 \%$ |
| Other | $9 \%$ |

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 | $\mathrm{Fe}-$ male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | $\begin{gathered} \hline \text { Lib } \\ \text { Dem } \\ \hline \end{gathered}$ | Other | Con | Lab | $\begin{gathered} \hline \text { Lib } \\ \text { Dem } \\ \hline \end{gathered}$ | North | Midlands | 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 |  | $\begin{aligned} & 551 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 284 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 267 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 271 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 148 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 57 \% \end{aligned}$ |
| Very confident | (4) | $\begin{aligned} & 101 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 31 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 25 \\ 9 \% \end{gathered}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | $\stackrel{7}{71 \%}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ |
| Fairly confident | (3) | $\begin{aligned} & 450 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 47 \% \end{aligned}$ |
| Not very confident | (2) | $\begin{aligned} & 294 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 169 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 29 \% \end{aligned}$ |
| Not at all confident | (1) | $\begin{gathered} 143 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 14 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\underset{5 \%}{11}$ | $\begin{aligned} & 16 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 21 \% \end{aligned}$ | $\stackrel{21}{9 \%}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 12 \% \end{aligned}$ |
| NET: Not confident |  | $\begin{aligned} & 436 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 246 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 141 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 41 \% \end{aligned}$ |
| Don't know |  | $\begin{aligned} & 13 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $1$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | ${ }_{*}^{1}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ |
| 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 |

## Opinion Poll

## CATI Fieldwork : April 18th-20th 2008

## Table 6

Q. 2 Are you satisfied or dissatisfied with the job...?

Base: All respondents

|  |  |  |  |  |  |  |  |  | Soci | lass |  |  | Voting | ention |  |  | $\begin{aligned} & 2005 \\ & \text { lectio } \\ & \hline \end{aligned}$ | neral |  | Region |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | $\begin{aligned} & \text { Lib } \\ & \text { Dem } \end{aligned}$ | Other | Con | Lab | $\begin{gathered} \hline \text { Lib } \\ \text { Dem } \end{gathered}$ | North | Midlands | 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 |

Gordon Brown is doing as Prime Minister

| Satisfied | $\begin{gathered} 334 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 112 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 120 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 33 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Dissatisfied | $\begin{aligned} & 582 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 279 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 303 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 320 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 135 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 82 \% \end{aligned}$ | $\begin{gathered} 110 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 188 \\ 56 \% \end{gathered}$ | $\begin{gathered} 202 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 191 \\ & 55 \% \end{aligned}$ |
| Refused | $\begin{aligned} & 9 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | - | - | - | - | - | ${ }_{*}$ | - | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | 4 $1 \%$ |
| Don't know | $\begin{gathered} 75 \\ 7 \% \end{gathered}$ | $\begin{gathered} 28 \\ 6 \% \end{gathered}$ | $\begin{gathered} 47 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 14 \\ 9 \% \end{gathered}$ | $\begin{gathered} 28 \\ 5 \% \end{gathered}$ | $\begin{gathered} 20 \\ 9 \% \end{gathered}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{gathered} 19 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 21 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 11 \% \end{aligned}$ |

## Alistair Darling is doing as Chancellor of the Exchequer

| Satisfied | $\begin{gathered} 262 \\ 26 \% \end{gathered}$ | $\begin{gathered} 132 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 127 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 24 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Dissatisfied | $\begin{aligned} & 613 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 292 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 321 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 345 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 176 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 139 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 196 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 159 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 210 \\ 63 \% \end{gathered}$ | $\begin{gathered} 195 \\ 61 \% \end{gathered}$ | $\begin{gathered} 209 \\ 60 \% \end{gathered}$ |
| Refused | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | - |  | * | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - |  | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 117 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 15 \% \end{aligned}$ |  | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 30 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 15 \% \end{aligned}$ |

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 | $\begin{gathered} \mathrm{Fe}- \\ \text { male } \end{gathered}$ | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | $\begin{aligned} & \text { Lib } \\ & \text { Dem } \\ & \hline \end{aligned}$ | Other | Con | Lab | $\begin{gathered} \hline \text { Lib } \\ \text { Dem } \\ \hline \end{gathered}$ | North | $\begin{aligned} & \text { Mid- } \\ & \text { lands } \\ & \hline \end{aligned}$ | 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 | $\begin{aligned} & 369 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 186 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 112 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 195 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 131 \\ 38 \% \end{gathered}$ |
| Gordon Brown | $\begin{aligned} & 286 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 148 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 19 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 27 \% \end{aligned}$ |
| Nick Clegg | $\begin{gathered} 78 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 43 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | ${ }_{7 \%}^{19}$ | $\begin{gathered} 18 \\ 9 \% \end{gathered}$ | $\begin{gathered} 18 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 15 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 9 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 26 \\ 8 \% \end{gathered}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ |
| None of these | $\begin{aligned} & 108 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 15 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 12 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ |
| Refused | $\begin{gathered} 26 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 12 \\ 2 \% \end{gathered}$ | $\begin{gathered} 13 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - |  |  | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - |  | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\stackrel{9}{3 \%}$ |
| Don't know | $\begin{aligned} & 132 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | ${ }^{15}$ | $\frac{9}{7 \%}$ | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | 17 ${ }^{\text {9\% }}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 14 \% \end{aligned}$ |

Table 8
Q. 4 Again putting aside your own party preference, based on what you have seen and heard which of the following do yo think would make the best Chancellor?
Base: All respondents

|  | Gender |  |  | Age |  |  |  | Social Class |  |  |  | Voting Intention |  |  |  | $\underset{\text { Election }}{\text { Vote } \ln 2005 \text { Geral }}$ |  |  | Region |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | $\begin{gathered} \text { Lib } \\ \text { Dem } \end{gathered}$ | Other | Con | Lab | $\begin{aligned} & \hline \text { Lib } \\ & \text { Dem } \\ & \hline \end{aligned}$ | North | $\begin{aligned} & \text { Mid- } \\ & \text { lands } \end{aligned}$ | 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 | $\begin{gathered} 260 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 120 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 133 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 23 \% \end{aligned}$ |
| George Osborne | $\begin{aligned} & 205 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 21 \% \end{aligned}$ |
| Vince Cable | $\begin{aligned} & 134 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 11 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 14 \% \end{aligned}$ |
| None of these | $\begin{gathered} 84 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 46 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 45 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 20 \\ 8 \% \end{gathered}$ | $\begin{gathered} 22 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{gathered} 12 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 9 \\ 13 \% \end{gathered}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ |
| Refused | $\begin{gathered} 22 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | ${ }_{2}^{12}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | - | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | 2\% |
| Don't know | $\begin{aligned} & 295 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 191 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 30 \% \end{aligned}$ |

## Table 9

Classification
Base: All respondents


## Table 9

Classification
Base: All respondents

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

## Table 9

Classification
Base: All respondents

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

## Table 9

Classification
Base: All respondents

|  | Unweighted <br> Total | Weighted <br> Total |  |
| :--- | :---: | :---: | :---: |
| Weighted base | 1000 |  | 1000 |
| Tenure |  |  |  |
| Own outright | 325 |  | 335 |
|  | $33 \%$ |  | $34 \%$ |
| Own with a mortgage | 395 |  | 385 |
|  | $40 \%$ |  | $38 \%$ |
| Council | 89 |  | 124 |
|  | $9 \%$ |  | $12 \%$ |
| Housing Assoc. | 37 | 32 |  |
|  | $4 \%$ | $3 \%$ |  |
| Rented from someone | 87 |  | 30 |
| else | $9 \%$ | $8 \%$ |  |
| Rent free | 14 |  | 13 |
|  | $1 \%$ | $1 \%$ |  |
| Refused | 53 | 31 |  |
|  | $5 \%$ | $3 \%$ |  |

## Table 9

Classification
Base: All respondents

|  | Unweighted Total | Weighted Total |
| :---: | :---: | :---: |
| Weighted base | 1000 | 1000 |
| Foreign Holiday in last 3 years |  |  |
| Yes | $\begin{aligned} & 610 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 600 \\ & 60 \% \end{aligned}$ |
| No | $\begin{gathered} 390 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 400 \\ & 40 \% \end{aligned}$ |
| Number of cars |  |  |
| None | $\begin{gathered} 177 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 207 \\ & 21 \% \end{aligned}$ |
| 1 | $\begin{aligned} & 442 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 417 \\ & 42 \% \end{aligned}$ |
| 2 | $\begin{aligned} & 296 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 288 \\ 29 \% \end{gathered}$ |
| $3+$ | $\begin{gathered} 85 \\ 9 \% \end{gathered}$ | $\begin{gathered} 87 \\ 9 \% \end{gathered}$ |

## Table 9

Classification
Base: All respondents

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

## CATI Fieldwork : April 18th-20th 2008

Classification
Base: All respondents

Weighted base $\quad \frac{$\begin{tabular}{c}
Unweighted <br>
Total

}{1000}$\frac{$

Weighted <br>
Total
\end{tabular}}{1000}

What is the highest educational level that you have achieved to date?

| Secondary/ high school/ | 441 | 497 |
| :--- | :---: | :---: |
| NVQ 1-3 | $44 \%$ | $50 \%$ |
| University degree or <br> equivalent professional <br> qualification/ NVQ4 | 280 | 249 |
| Higher university <br> degree/ Doctorate/ MBA/ | $28 \%$ | $25 \%$ |
| NVQ 5 or equivalent | 96 | 75 |
| No formal education | $10 \%$ | $7 \%$ |
|  | 127 | 141 |
| None of these | $11 \%$ | $14 \%$ |
|  | $1 \%$ | 12 |
| Refused | 45 | $1 \%$ |
|  | $5 \%$ | 26 |
|  |  | $3 \%$ |


|  |  |  | Opinion Poll <br> CATI Fieldwork : April 18th-20th 2008 | Page 16Absolutes/col percents |
| :---: | :---: | :---: | :---: | :---: |
| Table 9 <br> Classification <br> Base: All respondents |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  | Unweighted Total | Weighted Total |  |  |
| Weighted base | 1000 | 1000 |  |  |
| Marital Status |  |  |  |  |
| Single | $\begin{gathered} 201 \\ 20 \% \end{gathered}$ | $\begin{gathered} 232 \\ 23 \% \end{gathered}$ |  |  |
| Married/ co-habiting | $\begin{gathered} 599 \\ 60 \% \end{gathered}$ | $\begin{gathered} 589 \\ 59 \% \end{gathered}$ |  |  |
| Widowed/ separated/ divorced | $\begin{gathered} 159 \\ 16 \% \end{gathered}$ | $\begin{gathered} 160 \\ 16 \% \end{gathered}$ |  |  |
| Refused | ${ }_{4 \%}^{41}$ | ${ }_{2 \%}^{19}$ |  |  |
| Children |  |  |  |  |
| None aged 18 or under | $\begin{aligned} & 676 \\ & 68 \% \end{aligned}$ | ${ }_{69 \%}^{691}$ |  |  |
| NET: Yes | $\begin{gathered} 276 \\ 28 \% \end{gathered}$ | $\begin{gathered} 284 \\ 28 \% \end{gathered}$ |  |  |
| NET: Yes any aged 15 or under | $\begin{gathered} 240 \\ 24 \% \end{gathered}$ | $\begin{gathered} 243 \\ 24 \% \end{gathered}$ |  |  |
| - Aged under 5 | $\begin{gathered} 112 \\ 11 \% \end{gathered}$ | $\begin{gathered} 121 \\ 12 \% \end{gathered}$ |  |  |
| - Aged 5-10 | $\begin{aligned} & 108 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 11 \% \end{aligned}$ |  |  |
| - Aged 11-15 | $\begin{aligned} & 106 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 106 \\ 11 \% \end{gathered}$ |  |  |
| - Aged 16-18 | ${ }^{69} 7 \%$ | $\begin{gathered} 72 \\ 7 \% \end{gathered}$ |  |  |
| Refused | $\begin{gathered} 48 \\ 5 \% \end{gathered}$ | $\begin{gathered} 26 \\ 3 \% \end{gathered}$ |  |  |
|  | Prepared on behalf of The Guardian by ICM Research |  |  | ICM |
|  |  |  |  | OM N I B U S |

## Table 9

Classification
Base: All respondents

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

## 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 | $\begin{gathered} 192 \\ 19 \% \end{gathered}$ | $\begin{gathered} 190 \\ 19 \% \end{gathered}$ |
| Labour | $\begin{aligned} & 241 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 229 \\ 23 \% \end{gathered}$ |
| Liberal Democrat/ Liberal | $\begin{aligned} & 114 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 127 \\ 13 \% \end{gathered}$ |
| Scottish National Party/SNP | $\begin{gathered} 24 \\ 2 \% \end{gathered}$ | $\begin{gathered} 20 \\ 2 \% \end{gathered}$ |
| Plaid Cymru | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | 5 |
| Green Party | $\begin{aligned} & 12 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 1 \% \end{aligned}$ |
| UK Independence Party (UKIP) | $\begin{aligned} & 4 \\ & * \end{aligned}$ | 3 |
| Others | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ |
| Did not vote | $\begin{aligned} & 304 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 316 \\ & 32 \% \end{aligned}$ |
| Refused | $\begin{gathered} 83 \\ 8 \% \end{gathered}$ | $\begin{gathered} 81 \\ 8 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 13 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 1 \% \end{aligned}$ |

