



ICM Poll for The Guardian

Fieldwork dates: 23rd-25th January 2009

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: 1,003

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 80% to the results of the last election and 20% 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.

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

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Absolutes/col percents

Table 1

Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?

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 | 1003 | 450 | 553 | 77 | 123 | 573 | 230 | 274 | 262 | 171 | 296 | 286 | 245 | 94 | 52 | 189 | 284 | 101 | 338 | 313 | 352 | |
| Weighted base | 1003 | 480 | 523 | 118 | 159 | 517 | 209 | 264 | 294 | 210 | 235 | 294 | 217 | 95 | 54 | 193 | 223 | 127 | 333 | 312 | 358 | |
| Certain to vote | (10) | 528 53% | 254 53% | 274 52% | 31 26% | 81 51% | 280 54% | 136 65% | 156 59% | 162 55% | 98 47% | 112 48% | 194 66% | 117 54% | 64 67% | 35 65% | 153 79% | 140 63% | 84 66% | 180 54% | 160 51% | 188 53% |
| | (9) | 53 5% | 19 4% | 33 6% | 7 6% | 10 6% | 23 4% | 13 6% | 15 6% | 15 5% | 14 7% | 8 4% | 17 6% | 14 7% | 5 5% | 4 8% | 8 4% | 13 6% | 12 9% | 11 3% | 19 6% | 22 6% |
| | (8) | 106 11% | 53 11% | 54 10% | 18 16% | 17 10% | 56 11% | 15 7% | 30 11% | 29 10% | 27 13% | 20 8% | 32 11% | 26 12% | 13 14% | 4 8% | 15 8% | 32 14% | 13 10% | 31 9% | 32 10% | 43 12% |
| | (7) | 51 5% | 26 5% | 25 5% | 13 11% | 9 6% | 23 4% | 7 3% | 8 3% | 15 5% | 17 8% | 11 5% | 14 5% | 21 9% | 3 4% | 2 4% | 7 4% | 10 5% | 2 2% | 15 5% | 20 6% | 16 4% |
| | (6) | 31 3% | 15 3% | 16 3% | 9 7% | 6 4% | 8 2% | 8 4% | 10 4% | 4 1% | 6 3% | 11 5% | 6 2% | 7 3% | 4 5% | 1 1% | 2 1% | 6 3% | 6 5% | 12 4% | 8 3% | 10 3% |
| | (5) | 70 7% | 21 4% | 49 9% | 10 8% | 9 6% | 42 8% | 9 4% | 14 5% | 23 8% | 14 7% | 19 8% | 20 7% | 15 7% | 4 4% | 6 12% | 7 4% | 11 5% | 4 3% | 25 7% | 22 7% | 24 7% |
| | (4) | 21 2% | 10 2% | 11 2% | 3 2% | 5 3% | 11 2% | 2 1% | - - | 9 3% | 3 1% | 9 4% | 4 1% | 8 4% | 1 1% | 1 2% | 1 1% | 2 1% | - - | 16 5% | 1 * | 4 1% |
| | (3) | 16 2% | 11 2% | 5 1% | 4 3% | - - | 11 2% | 1 1% | 6 2% | 2 1% | 4 2% | 4 2% | 6 2% | 3 1% | 1 1% | 1 1% | - - | 2 1% | 1 1% | 4 1% | 5 2% | 7 2% |
| | (2) | 11 1% | 7 1% | 4 1% | 1 1% | 2 1% | 3 1% | 5 2% | 5 2% | 2 1% | 2 1% | 3 1% | - - | 6 3% | - - | - - | - - | 2 1% | - - | 4 1% | 2 1% | 5 2% |
| Certain not to vote | (1) | 107 11% | 59 12% | 47 9% | 19 16% | 22 14% | 56 11% | 9 4% | 21 8% | 28 9% | 21 10% | 37 16% | - - | - - | - - | - - | 5 2% | 4 3% | 31 9% | 39 13% | 36 10% | |
| Refused | | 2 * | - - | 2 * | - - | - - | - - | 2 1% | - - | 2 1% | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | 2 * |
| Don't know | | 8 1% | 6 1% | 2 * | 4 3% | - - | 3 1% | 1 1% | - - | 3 1% | 4 2% | 1 1% | - - | - - | - - | - - | - - | 1 1% | 4 1% | 4 1% | - - | |
| Mean | | 7.81 | 7.70 | 7.91 | 6.58 | 7.62 | 7.82 | 8.61 | 8.21 | 7.98 | 7.76 | 7.19 | 8.93 | 8.40 | 9.04 | 8.84 | 9.44 | 8.81 | 8.97 | 7.79 | 7.76 | 7.87 |
| Standard deviation | | 3.06 | 3.20 | 2.92 | 3.20 | 3.23 | 3.08 | 2.52 | 2.85 | 2.96 | 2.96 | 3.39 | 1.82 | 2.20 | 1.65 | 1.92 | 1.29 | 2.04 | 1.99 | 3.04 | 3.13 | 3.02 |
| Standard error | | 0.10 | 0.15 | 0.12 | 0.37 | 0.29 | 0.13 | 0.17 | 0.17 | 0.18 | 0.23 | 0.20 | 0.11 | 0.14 | 0.17 | 0.27 | 0.09 | 0.12 | 0.20 | 0.17 | 0.18 | 0.16 |

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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

| | 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 | 1003 | 450 | 553 | 77 | 123 | 573 | 230 | 274 | 262 | 171 | 296 | 286 | 245 | 94 | 52 | 189 | 284 | 101 | 338 | 313 | 352 |
| Weighted base | 1003 | 480 | 523 | 118 | 159 | 517 | 209 | 264 | 294 | 210 | 235 | 294 | 217 | 95 | 54 | 193 | 223 | 127 | 333 | 312 | 358 |
| Conservative | 294 | 136 | 158 | 36 | 40 | 155 | 63 | 87 | 93 | 63 | 52 | 294 | - | - | - | 165 | 35 | 21 | 67 | 92 | 135 |
| | 29% | 28% | 30% | 31% | 25% | 30% | 30% | 33% | 31% | 30% | 22% | 100% | - | - | - | 86% | 16% | 16% | 20% | 29% | 38% |
| Labour | 217 | 104 | 112 | 23 | 36 | 103 | 55 | 47 | 56 | 43 | 71 | - | 217 | - | - | 7 | 130 | 13 | 94 | 73 | 50 |
| | 22% | 22% | 21% | 19% | 23% | 20% | 26% | 18% | 19% | 21% | 30% | - | 100% | - | - | 4% | 58% | 10% | 28% | 23% | 14% |
| Liberal Democrat/ Liberal | 95 | 39 | 56 | 11 | 15 | 49 | 20 | 30 | 28 | 17 | 20 | - | - | 95 | - | 2 | 17 | 61 | 38 | 15 | 42 |
| | 9% | 8% | 11% | 10% | 10% | 9% | 9% | 11% | 10% | 8% | 8% | - | - | 100% | - | 1% | 7% | 48% | 11% | 5% | 12% |
| Scottish National Party/ SNP | 17 | 11 | 6 | - | 6 | 10 | 1 | 4 | 4 | 6 | 3 | - | - | - | 17 | - | 2 | - | 16 | 1 | - |
| | 2% | 2% | 1% | - | 4% | 2% | 1% | 2% | 2% | 3% | 1% | - | - | - | 32% | - | 1% | - | 5% | * | - |
| Plaid Cymru | 4 | 3 | 1 | - | - | 4 | - | 1 | - | 2 | 1 | - | - | - | 4 | - | - | - | - | 4 | - |
| | * | 1% | * | - | - | 1% | - | * | - | 1% | * | - | - | - | 7% | - | - | - | - | 1% | - |
| Green Party | 14 | 10 | 4 | 5 | 3 | 7 | - | 9 | 5 | - | * | - | - | - | 14 | - | 3 | 3 | 3 | 6 | 4 |
| | 1% | 2% | 1% | 4% | 2% | 1% | - | 3% | 2% | - | * | - | - | - | 26% | - | 1% | 2% | 1% | 2% | 1% |
| UK Independence Party (UKIP) | 5 | 3 | 2 | 1 | - | 4 | 1 | 1 | 1 | 1 | 2 | - | - | - | 5 | 3 | * | - | - | * | 5 |
| | 1% | 1% | * | * | - | 1% | * | * | * | 1% | 1% | - | - | - | 9% | 2% | * | - | - | * | 1% |
| Other | 14 | 13 | 1 | 3 | - | 10 | 1 | 6 | 3 | 2 | 3 | - | - | - | 14 | - | 1 | 1 | 6 | 4 | 4 |
| | 1% | 3% | * | 3% | - | 2% | 1% | 2% | 1% | 1% | 1% | - | - | - | 26% | - | 1% | 1% | 2% | 1% | 1% |
| Would not vote | 107 | 59 | 47 | 19 | 22 | 56 | 9 | 21 | 28 | 21 | 37 | - | - | - | - | - | 5 | 4 | 31 | 39 | 36 |
| | 11% | 12% | 9% | 16% | 14% | 11% | 4% | 8% | 9% | 10% | 16% | - | - | - | - | - | 2% | 3% | 9% | 13% | 10% |
| Don't know | 159 | 67 | 91 | 16 | 25 | 85 | 33 | 36 | 51 | 36 | 36 | - | - | - | 14 | 29 | 20 | 58 | 53 | 48 | |
| | 16% | 14% | 18% | 13% | 15% | 16% | 16% | 14% | 17% | 17% | 15% | - | - | - | 7% | 13% | 16% | 17% | 17% | 13% | |
| Refused | 78 | 34 | 44 | 4 | 14 | 35 | 25 | 22 | 26 | 19 | 12 | - | - | - | 2 | 1 | 6 | 21 | 25 | 33 | |
| | 8% | 7% | 8% | 3% | 9% | 7% | 12% | 8% | 9% | 9% | 5% | - | - | - | 1% | 1% | 5% | 6% | 8% | 9% | |

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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 (11%), don't know who they would vote for (16%) or refuse to answer (8%)

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 | 586 | 269 | 317 | 39 | 64 | 347 | 136 | 182 | 152 | 96 | 156 | 253 | 205 | 83 | 45 | 166 | 213 | 76 | 197 | 180 | 209 |
| Weighted base | 567 | 274 | 293 | 57 | 88 | 298 | 124 | 164 | 165 | 119 | 119 | 258 | 178 | 85 | 46 | 169 | 167 | 90 | 184 | 174 | 209 |
| Conservative | 258 46% | 121 44% | 137 47% | 29 51% | 36 41% | 134 45% | 59 48% | 74 45% | 81 49% | 58 49% | 45 38% | 258 100% | - | - | - | 157 93% | 30 18% | 19 21% | 55 30% | 86 49% | 117 56% |
| Labour | 178 31% | 82 30% | 96 33% | 14 24% | 30 34% | 89 30% | 45 36% | 42 26% | 46 28% | 37 31% | 53 45% | - | 178 100% | - | - | 7 4% | 118 71% | 11 12% | 74 40% | 60 34% | 45 22% |
| Liberal Democrat/ Liberal | 85 15% | 36 13% | 49 17% | 9 17% | 14 16% | 43 14% | 18 15% | 28 17% | 27 17% | 14 11% | 16 13% | - | - | 85 100% | - | 2 1% | 14 9% | 58 64% | 34 19% | 14 8% | 36 17% |
| Scottish National Party/ SNP | 15 3% | 10 4% | 5 2% | - | 6 7% | 9 3% | * * | 4 3% | 4 3% | 4 4% | 2 2% | - | - | - | 15 33% | - | * * | - | 14 7% | 1 1% | - |
| Plaid Cymru | 3 1% | 3 1% | - | - | - | 3 1% | - | 1 1% | - | 2 1% | - | - | - | - | 3 7% | - | - | - | - | 3 2% | - |
| Green Party | 14 2% | 10 4% | 4 1% | 5 8% | 3 3% | 7 2% | - | 9 5% | 5 3% | - | * * | - | - | - | 14 31% | - | 3 2% | 3 3% | 3 2% | 6 3% | 4 2% |
| UK Independence Party (UKIP) | 4 1% | 3 1% | 1 * | 1 1% | - | 4 1% | - | 1 1% | 1 * | 1 1% | 1 1% | - | - | - | 4 9% | 3 2% | * * | - | - | * * | 4 2% |
| Other | 10 2% | 8 3% | 1 * | - | - | 8 3% | 1 1% | 3 2% | 1 1% | 2 2% | 2 2% | - | - | - | 10 21% | - | 1 1% | 1 1% | 4 2% | 4 2% | 2 1% |

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Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 760 respondents

| | <u>Total</u> |
|------------------|--------------|
| Conservative | 44% |
| Labour | 32% |
| Liberal Democrat | 16% |
| Other | 8% |

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Absolutes/col percents

Table 5

Q.1 Irrespective of which party you yourself support, which team do you think is better able to manage the economy properly, Gordon Brown and Alistair Darling or David Cameron and George Osborne?

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 | 1003 | 450 | 553 | 77 | 123 | 573 | 230 | 274 | 262 | 171 | 296 | 286 | 245 | 94 | 52 | 189 | 284 | 101 | 338 | 313 | 352 |
| Weighted base | 1003 | 480 | 523 | 118 | 159 | 517 | 209 | 264 | 294 | 210 | 235 | 294 | 217 | 95 | 54 | 193 | 223 | 127 | 333 | 312 | 358 |
| Gordon Brown and Alistair Darling or | 349 | 193 | 157 | 45 | 59 | 171 | 75 | 106 | 81 | 75 | 87 | 26 | 167 | 41 | 22 | 16 | 138 | 52 | 131 | 119 | 99 |
| | 35% | 40% | 30% | 38% | 37% | 33% | 36% | 40% | 28% | 36% | 37% | 9% | 77% | 43% | 41% | 8% | 62% | 40% | 39% | 38% | 28% |
| David Cameron and George Osborne | 368 | 180 | 188 | 51 | 55 | 190 | 71 | 102 | 120 | 71 | 74 | 243 | 24 | 33 | 14 | 155 | 51 | 43 | 102 | 112 | 154 |
| | 37% | 37% | 36% | 43% | 35% | 37% | 34% | 39% | 41% | 34% | 31% | 83% | 11% | 35% | 26% | 81% | 23% | 34% | 31% | 36% | 43% |
| Refused | 26 | 14 | 11 | 4 | 6 | 12 | 4 | 10 | 8 | 3 | 5 | 1 | 1 | 1 | 4 | 2 | 1 | - | 5 | 4 | 16 |
| | 3% | 3% | 2% | 3% | 4% | 2% | 2% | 4% | 3% | 1% | 2% | * | 1% | 1% | 8% | 1% | * | - | 2% | 1% | 5% |
| Don't know | 261 | 94 | 167 | 18 | 40 | 143 | 59 | 46 | 84 | 61 | 70 | 24 | 24 | 20 | 14 | 20 | 33 | 33 | 95 | 77 | 89 |
| | 26% | 20% | 32% | 16% | 25% | 28% | 28% | 17% | 29% | 29% | 30% | 8% | 11% | 21% | 26% | 10% | 15% | 26% | 29% | 25% | 25% |

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Table 6

Q.2 The next general election could be held at any time up to the middle of 2010. Taking everything into account would you prefer to see an election held?

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 | 1003 | 450 | 553 | 77 | 123 | 573 | 230 | 274 | 262 | 171 | 296 | 286 | 245 | 94 | 52 | 189 | 284 | 101 | 338 | 313 | 352 |
| Weighted base | 1003 | 480 | 523 | 118 | 159 | 517 | 209 | 264 | 294 | 210 | 235 | 294 | 217 | 95 | 54 | 193 | 223 | 127 | 333 | 312 | 358 |
| Now (i.e. as soon as possible) | 262 26% | 121 25% | 141 27% | 30 25% | 52 32% | 134 26% | 46 22% | 69 26% | 81 27% | 56 27% | 56 24% | 143 49% | 28 13% | 22 23% | 16 29% | 104 54% | 39 17% | 31 24% | 75 22% | 82 26% | 106 30% |
| Later this year | 243 24% | 110 23% | 132 25% | 36 30% | 31 19% | 122 24% | 54 26% | 61 23% | 70 24% | 56 27% | 55 23% | 81 27% | 51 23% | 32 34% | 15 27% | 41 21% | 58 26% | 35 27% | 83 25% | 63 20% | 97 27% |
| Leave it until 2010 | 450 45% | 231 48% | 219 42% | 43 37% | 69 43% | 243 47% | 95 46% | 123 47% | 128 44% | 85 41% | 114 48% | 68 23% | 137 63% | 40 42% | 22 41% | 46 24% | 122 55% | 60 47% | 158 47% | 153 49% | 139 39% |
| Don't know | 49 5% | 18 4% | 30 6% | 9 8% | 8 5% | 18 3% | 13 6% | 11 4% | 15 5% | 12 6% | 11 5% | 2 1% | 1 1% | 1 1% | 2 3% | 3 1% | 3 1% | 2 1% | 18 5% | 14 5% | 16 4% |

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Table 7

Q.3 You may have seen or heard that Ken Clarke has returned to the Conservative Front Bench as shadow Business Secretary. Does the return of Ken Clarke to front line politics make you more or less likely to consider voting Conservative at the next election, or make no real difference one way or the other?

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 | 1003 | 450 | 553 | 77 | 123 | 573 | 230 | 274 | 262 | 171 | 296 | 286 | 245 | 94 | 52 | 189 | 284 | 101 | 338 | 313 | 352 |
| Weighted base | 1003 | 480 | 523 | 118 | 159 | 517 | 209 | 264 | 294 | 210 | 235 | 294 | 217 | 95 | 54 | 193 | 223 | 127 | 333 | 312 | 358 |
| More likely | 106 | 57 | 50 | 9 | 15 | 54 | 28 | 48 | 24 | 18 | 16 | 49 | 8 | 10 | 8 | 40 | 13 | 15 | 28 | 30 | 48 |
| | 11% | 12% | 9% | 8% | 9% | 11% | 13% | 18% | 8% | 8% | 7% | 17% | 4% | 11% | 15% | 21% | 6% | 12% | 8% | 10% | 14% |
| No difference | 796 | 367 | 429 | 97 | 130 | 406 | 163 | 187 | 241 | 176 | 193 | 231 | 172 | 68 | 36 | 146 | 178 | 100 | 262 | 254 | 280 |
| | 79% | 76% | 82% | 82% | 82% | 79% | 78% | 71% | 82% | 84% | 82% | 78% | 79% | 72% | 66% | 76% | 80% | 79% | 79% | 82% | 78% |
| Less likely | 100 | 56 | 44 | 11 | 15 | 57 | 18 | 28 | 29 | 17 | 27 | 15 | 37 | 16 | 10 | 6 | 31 | 12 | 43 | 28 | 30 |
| | 10% | 12% | 8% | 10% | 9% | 11% | 9% | 11% | 10% | 8% | 11% | 5% | 17% | 17% | 19% | 3% | 14% | 9% | 13% | 9% | 8% |

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Absolutes/col percents

Table 8
Q.4 From everything you know about the measures the government is taking to combat the recession, do you think they are likely to make the situation...?
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 | 1003 | 450 | 553 | 77 | 123 | 573 | 230 | 274 | 262 | 171 | 296 | 286 | 245 | 94 | 52 | 189 | 284 | 101 | 338 | 313 | 352 |
| Weighted base | 1003 | 480 | 523 | 118 | 159 | 517 | 209 | 264 | 294 | 210 | 235 | 294 | 217 | 95 | 54 | 193 | 223 | 127 | 333 | 312 | 358 |
| NET: Better | 313 31% | 161 34% | 151 29% | 35 30% | 50 31% | 151 29% | 77 37% | 93 35% | 85 29% | 70 33% | 65 28% | 75 26% | 111 51% | 29 31% | 17 32% | 46 24% | 106 48% | 40 31% | 112 34% | 100 32% | 101 28% |
| A lot better | (+2) 8% | 42 9% | 35 7% | 3 2% | 11 7% | 32 6% | 32 15% | 16 6% | 16 5% | 18 8% | 27 12% | 14 5% | 46 21% | 4 4% | 1 2% | 10 5% | 37 17% | 6 5% | 29 9% | 26 8% | 22 6% |
| A little better | (+1) 23% | 119 25% | 116 22% | 32 27% | 39 25% | 119 23% | 45 21% | 77 29% | 69 24% | 52 25% | 38 16% | 61 21% | 65 30% | 25 26% | 16 30% | 36 19% | 69 31% | 34 26% | 82 25% | 75 24% | 79 22% |
| Make no real difference | (0) 45% | 211 44% | 245 47% | 47 40% | 71 45% | 256 50% | 81 39% | 103 39% | 136 46% | 101 48% | 115 49% | 124 42% | 84 39% | 40 42% | 26 47% | 79 41% | 90 40% | 63 49% | 159 48% | 144 46% | 153 43% |
| A little worse | (-1) 7% | 32 7% | 39 7% | 17 15% | 20 13% | 23 4% | 10 5% | 21 8% | 23 8% | 11 5% | 16 7% | 31 11% | 11 5% | 8 8% | 5 9% | 17 9% | 13 6% | 7 6% | 21 6% | 19 6% | 31 9% |
| A lot worse | (-2) 12% | 56 12% | 65 12% | 13 11% | 16 10% | 70 13% | 22 11% | 36 14% | 32 11% | 19 9% | 34 14% | 55 19% | 8 4% | 15 16% | 6 12% | 45 23% | 10 4% | 13 10% | 26 8% | 39 13% | 56 16% |
| NET: Worse | 191 19% | 88 18% | 104 20% | 30 26% | 37 23% | 92 18% | 32 15% | 57 22% | 55 19% | 30 14% | 50 21% | 86 29% | 19 9% | 23 24% | 11 21% | 63 32% | 22 10% | 21 16% | 46 14% | 58 19% | 87 24% |
| Don't know | 43 4% | 21 4% | 22 4% | 6 5% | 2 1% | 17 3% | 19 9% | 11 4% | 18 6% | 9 4% | 6 2% | 8 3% | 2 1% | 3 3% | - - | 5 3% | 4 2% | 4 3% | 16 5% | 10 3% | 17 5% |
| Mean | 0.08 | 0.13 | 0.04 | -0.05 | 0.05 | 0.04 | 0.28 | 0.06 | 0.05 | 0.20 | 0.04 | -0.18 | 0.60 | -0.05 | 0.01 | -0.27 | 0.51 | 0.09 | 0.22 | 0.09 | -0.06 |
| Standard deviation | 1.07 | 1.08 | 1.05 | 1.00 | 1.03 | 1.05 | 1.16 | 1.10 | 1.01 | 1.01 | 1.14 | 1.13 | 1.00 | 1.10 | 0.98 | 1.18 | 0.99 | 0.98 | 0.99 | 1.08 | 1.11 |
| Standard error | 0.03 | 0.05 | 0.05 | 0.12 | 0.09 | 0.04 | 0.08 | 0.07 | 0.06 | 0.08 | 0.07 | 0.07 | 0.06 | 0.11 | 0.14 | 0.09 | 0.06 | 0.10 | 0.05 | 0.06 | 0.06 |

Opinion Poll

CATI Fieldwork : January 23rd-25th 2009

Absolutes/col percents

Table 9
Q.5 Do you approve or disapprove of the government...?
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 | 1003 | 450 | 553 | 77 | 123 | 573 | 230 | 274 | 262 | 171 | 296 | 286 | 245 | 94 | 52 | 189 | 284 | 101 | 338 | 313 | 352 |
| Weighted base | 1003 | 480 | 523 | 118 | 159 | 517 | 209 | 264 | 294 | 210 | 235 | 294 | 217 | 95 | 54 | 193 | 223 | 127 | 333 | 312 | 358 |
| <u>Cutting VAT from 17.5% to 15%</u> | | | | | | | | | | | | | | | | | | | | | |
| Approve | 628 | 297 | 331 | 89 | 103 | 324 | 112 | 146 | 174 | 145 | 163 | 159 | 173 | 59 | 34 | 104 | 155 | 64 | 219 | 195 | 214 |
| | 63% | 62% | 63% | 75% | 65% | 63% | 54% | 55% | 59% | 69% | 69% | 54% | 80% | 62% | 63% | 54% | 70% | 51% | 66% | 62% | 60% |
| Disapprove | 347 | 174 | 172 | 28 | 55 | 182 | 82 | 116 | 111 | 60 | 60 | 131 | 42 | 36 | 19 | 85 | 62 | 59 | 107 | 106 | 133 |
| | 35% | 36% | 33% | 24% | 34% | 35% | 39% | 44% | 38% | 29% | 26% | 45% | 19% | 37% | 35% | 44% | 28% | 46% | 32% | 34% | 37% |
| Don't know | 28 | 9 | 20 | 1 | 1 | 11 | 15 | 2 | 10 | 5 | 12 | 4 | 2 | 1 | 1 | 3 | 5 | 4 | 7 | 11 | 10 |
| | 3% | 2% | 4% | 1% | 1% | 2% | 7% | 1% | 3% | 2% | 5% | 1% | 1% | 1% | 2% | 2% | 2% | 3% | 2% | 4% | 3% |
| <u>Buying large stakes in major Banks</u> | | | | | | | | | | | | | | | | | | | | | |
| Approve | 427 | 225 | 202 | 57 | 69 | 209 | 92 | 126 | 119 | 82 | 101 | 109 | 124 | 42 | 19 | 65 | 113 | 59 | 156 | 134 | 137 |
| | 43% | 47% | 39% | 48% | 43% | 40% | 44% | 48% | 40% | 39% | 43% | 37% | 57% | 44% | 36% | 34% | 51% | 46% | 47% | 43% | 38% |
| Disapprove | 515 | 237 | 279 | 54 | 86 | 276 | 99 | 126 | 150 | 118 | 121 | 174 | 84 | 48 | 33 | 116 | 103 | 60 | 158 | 159 | 199 |
| | 51% | 49% | 53% | 46% | 54% | 53% | 47% | 48% | 51% | 56% | 51% | 59% | 39% | 51% | 61% | 60% | 46% | 47% | 47% | 51% | 56% |
| Don't know | 60 | 19 | 41 | 7 | 4 | 32 | 18 | 12 | 26 | 9 | 13 | 11 | 9 | 5 | 2 | 11 | 7 | 9 | 19 | 19 | 22 |
| | 6% | 4% | 8% | 6% | 3% | 6% | 8% | 5% | 9% | 4% | 6% | 4% | 4% | 5% | 3% | 6% | 3% | 7% | 6% | 6% | 6% |
| <u>Guaranteeing the loans made by banks</u> | | | | | | | | | | | | | | | | | | | | | |
| Approve | 526 | 273 | 253 | 72 | 91 | 253 | 109 | 148 | 156 | 110 | 113 | 145 | 138 | 51 | 23 | 90 | 117 | 74 | 189 | 149 | 188 |
| | 52% | 57% | 48% | 61% | 57% | 49% | 52% | 56% | 53% | 52% | 48% | 49% | 64% | 54% | 43% | 47% | 52% | 58% | 57% | 48% | 53% |
| Disapprove | 430 | 194 | 236 | 39 | 63 | 244 | 84 | 111 | 121 | 92 | 106 | 143 | 72 | 40 | 29 | 97 | 99 | 48 | 125 | 150 | 155 |
| | 43% | 40% | 45% | 33% | 40% | 47% | 40% | 42% | 41% | 44% | 45% | 49% | 33% | 42% | 54% | 51% | 44% | 38% | 38% | 48% | 43% |
| Don't know | 47 | 13 | 34 | 7 | 5 | 20 | 15 | 5 | 17 | 8 | 17 | 6 | 7 | 3 | 2 | 5 | 7 | 5 | 20 | 13 | 15 |
| | 5% | 3% | 6% | 6% | 3% | 4% | 7% | 2% | 6% | 4% | 7% | 2% | 3% | 4% | 3% | 3% | 3% | 4% | 6% | 4% | 4% |

Opinion Poll

CATI Fieldwork : January 23rd-25th 2009

Absolutes/col percents

Table 9
Q.5 Do you approve or disapprove of the government...?
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 |
| Weighted base | 1003 | 480 | 523 | 118 | 159 | 517 | 209 | 264 | 294 | 210 | 235 | 294 | 217 | 95 | 54 | 193 | 223 | 127 | 333 | 312 | 358 |
| Funding large projects to boost economic activity and keep people in work | | | | | | | | | | | | | | | | | | | | | |
| Approve | 848 | 407 | 442 | 106 | 143 | 435 | 165 | 229 | 261 | 171 | 188 | 251 | 199 | 84 | 45 | 159 | 199 | 106 | 286 | 259 | 303 |
| | 85% | 85% | 85% | 90% | 90% | 84% | 79% | 87% | 89% | 82% | 80% | 85% | 92% | 89% | 82% | 83% | 90% | 83% | 86% | 83% | 85% |
| Disapprove | 126 | 61 | 65 | 8 | 13 | 73 | 32 | 31 | 27 | 29 | 39 | 42 | 16 | 8 | 7 | 32 | 20 | 19 | 38 | 41 | 47 |
| | 13% | 13% | 12% | 7% | 8% | 14% | 16% | 12% | 9% | 14% | 17% | 14% | 8% | 9% | 13% | 16% | 9% | 15% | 11% | 13% | 13% |
| Don't know | 29 | 13 | 16 | 4 | 4 | 10 | 12 | 4 | 7 | 9 | 9 | 2 | 1 | 3 | 2 | 2 | 3 | 3 | 9 | 11 | 8 |
| | 3% | 3% | 3% | 3% | 3% | 2% | 6% | 2% | 2% | 4% | 4% | 1% | * | 3% | 5% | 1% | 1% | 2% | 3% | 4% | 2% |
| Nationalising banks altogether | | | | | | | | | | | | | | | | | | | | | |
| Approve | 404 | 206 | 198 | 59 | 70 | 197 | 78 | 110 | 122 | 69 | 103 | 85 | 115 | 49 | 23 | 52 | 108 | 59 | 147 | 119 | 138 |
| | 40% | 43% | 38% | 50% | 44% | 38% | 38% | 42% | 41% | 33% | 44% | 29% | 53% | 52% | 43% | 27% | 49% | 46% | 44% | 38% | 39% |
| Disapprove | 537 | 258 | 279 | 56 | 85 | 285 | 111 | 144 | 152 | 122 | 119 | 194 | 88 | 44 | 30 | 128 | 106 | 62 | 161 | 170 | 206 |
| | 54% | 54% | 53% | 47% | 53% | 55% | 53% | 55% | 52% | 58% | 50% | 66% | 41% | 46% | 56% | 67% | 48% | 49% | 48% | 54% | 58% |
| Don't know | 62 | 17 | 45 | 3 | 5 | 35 | 19 | 9 | 20 | 19 | 14 | 14 | 14 | 2 | 1 | 12 | 9 | 6 | 25 | 23 | 14 |
| | 6% | 3% | 9% | 3% | 3% | 7% | 9% | 4% | 7% | 9% | 6% | 5% | 7% | 2% | 1% | 6% | 4% | 5% | 8% | 7% | 4% |

Opinion Poll
CATI Fieldwork : January 23rd-25th 2009

Absolutes/col percents

Table 10
Classification
Base: All respondents

| | | Unweighted Total | Weighted Total |
|----------------------|--------|---------------------|-------------------|
| Unweighted base | | 1003 | 1003 |
| Weighted base | | 1003 | 1003 |
| <u>Gender</u> | | | |
| Male | | 450 45% | 480 48% |
| Female | | 553 55% | 523 52% |
| <u>Age</u> | | | |
| 18-24 | (21) | 77 8% | 118 12% |
| 25-34 | (29.5) | 123 12% | 159 16% |
| 35-44 | (39.5) | 177 18% | 197 20% |
| 45-54 | (49.5) | 212 21% | 168 17% |
| 55-64 | (59.5) | 184 18% | 152 15% |
| 65+ | (70) | 230 23% | 209 21% |
| Average age | | 49.63 | 46.79 |

Opinion Poll
CATI Fieldwork : January 23rd-25th 2009

Absolutes/col percents

Table 10
Classification
Base: All respondents

| | Unweighted Total | Weighted Total |
|----------------------------|---------------------|-------------------|
| Weighted base | 1003 | 1003 |
| <u>Social Class</u> | | |
| AB | 274 27% | 264 26% |
| C1 | 262 26% | 294 29% |
| C2 | 171 17% | 210 21% |
| DE | 296 30% | 235 23% |
| <u>Region</u> | | |
| North | 338 34% | 333 33% |
| Midlands | 313 31% | 312 31% |
| South | 352 35% | 358 36% |

Opinion Poll
CATI Fieldwork : January 23rd-25th 2009

Absolutes/col percents

Table 10
Classification
Base: All respondents

| | Unweighted Total | Weighted Total |
|---|---------------------|-------------------|
| Weighted base | 1003 | 1003 |
| <u>Working status</u> | | |
| Full-time | 431 43% | 453 45% |
| Part-time | 136 14% | 120 12% |
| Not working but seeking work or temporarily unemployed/sick | 42 4% | 49 5% |
| Not working/not seeking work | 83 8% | 88 9% |
| Retired | 262 26% | 242 24% |
| Student | 16 2% | 35 3% |
| Refused | 33 3% | 17 2% |

Opinion Poll
CATI Fieldwork : January 23rd-25th 2009

Absolutes/col percents

Table 10
Classification
Base: All respondents

| | Unweighted Total | Weighted Total |
|-----------------------------|---------------------|-------------------|
| Weighted base | 1003 | 1003 |
| <u>Tenure</u> | | |
| Own outright | 344 34% | 332 33% |
| Own with a mortgage | 339 34% | 392 39% |
| Council | 103 10% | 125 12% |
| Housing Assoc. | 63 6% | 39 4% |
| Rented from someone else | 127 13% | 98 10% |
| Rent free | 10 1% | 5 1% |
| Refused | 17 2% | 13 1% |

Opinion Poll
CATI Fieldwork : January 23rd-25th 2009

Absolutes/col percents

Table 10
Classification
Base: All respondents

| | Unweighted Total | Weighted Total |
|---|---------------------|-------------------|
| Weighted base | 1003 | 1003 |
| <u>Foreign Holiday in last 3 years</u> | | |
| Yes | 630 63% | 604 60% |
| No | 373 37% | 399 40% |
| <u>Number of cars</u> | | |
| None | 190 19% | 202 20% |
| 1 | 449 45% | 419 42% |
| 2 | 273 27% | 293 29% |
| 3+ | 91 9% | 89 9% |

Opinion Poll
CATI Fieldwork : January 23rd-25th 2009

Absolutes/col percents

Table 10
Classification
Base: All respondents

| | Unweighted Total | Weighted Total |
|-------------------------------|---------------------|-------------------|
| Weighted base | 1003 | 1003 |
| <u>Internet Access</u> | | |
| At all | 767 76% | 779 78% |
| At home (net) | 704 70% | 719 72% |
| At work (net) | 360 36% | 365 36% |
| At home | 385 38% | 389 39% |
| At work | 41 4% | 35 3% |
| Both at home and at work | 319 32% | 330 33% |
| Somewhere else | 22 2% | 25 3% |
| Not at all | 234 23% | 222 22% |
| Refused | 2 * | 2 * |

Opinion Poll
CATI Fieldwork : January 23rd-25th 2009

Absolutes/col percents

Table 10
Classification
Base: All respondents

| | Unweighted Total | Weighted Total |
|---|---------------------|-------------------|
| Weighted base | 1003 | 1003 |
| <u>What is the highest educational level that you have achieved to date?</u> | | |
| Secondary/ high school/ NVQ 1-3 | 493 49% | 529 53% |
| University degree or equivalent professional qualification/ NVQ4 | 294 29% | 268 27% |
| Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent | 58 6% | 53 5% |
| No formal education | 116 12% | 127 13% |
| None of these | 11 1% | 11 1% |
| Refused | 31 3% | 15 1% |

Opinion Poll
CATI Fieldwork : January 23rd-25th 2009

Absolutes/col percents

Table 10
Classification
Base: All respondents

| | Unweighted Total | Weighted Total |
|----------------------------------|---------------------|-------------------|
| Weighted base | 1003 | 1003 |
| <u>Marital Status</u> | | |
| Single | 171 17% | 198 20% |
| Married/ co-habiting | 607 61% | 615 61% |
| Widowed/ separated/ divorced | 190 19% | 169 17% |
| Refused | 35 3% | 21 2% |
| <u>Children</u> | | |
| None aged 18 or under | 677 67% | 672 67% |
| NET: Yes | 288 29% | 307 31% |
| NET: Yes any aged 15 or under | 258 26% | 282 28% |
| - Aged under 5 | 99 10% | 115 11% |
| - Aged 5-10 | 135 13% | 148 15% |
| - Aged 11-15 | 113 11% | 111 11% |
| - Aged 16-18 | 63 6% | 54 5% |
| Refused | 38 4% | 24 2% |

Opinion Poll
CATI Fieldwork : January 23rd-25th 2009

Absolutes/col percents

Table 10
Classification
Base: All respondents

| | <u>Unweighted Total</u> | <u>Weighted Total</u> |
|---------------------------------------|-----------------------------|---------------------------|
| Weighted base | 1003 | 1003 |
| <u>Grocery shopping status</u> | | |
| Yes - do half or more | 780 78% | 765 76% |
| No - do less than half | 205 20% | 232 23% |
| Refused | 18 2% | 6 1% |

Opinion Poll
CATI Fieldwork : January 23rd-25th 2009

Absolutes/col percents

Table 11
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

| | Unweighted Total | Weighted Total |
|---------------------------------|---------------------|-------------------|
| Unweighted base | 1003 | 1003 |
| Weighted base | 1003 | 1003 |
| Conservative | 189 19% | 193 19% |
| Labour | 284 28% | 223 22% |
| Liberal Democrat/ Liberal | 101 10% | 127 13% |
| Scottish National Party/SNP | 19 2% | 18 2% |
| Plaid Cymru | 7 1% | 7 1% |
| Green Party | 9 1% | 9 1% |
| UK Independence Party (UKIP) | 5 * | 3 * |
| Others | 7 1% | 8 1% |
| Did not vote | 288 29% | 324 32% |
| Refused | 77 8% | 76 8% |
| Don't know | 17 2% | 15 2% |