



ICM Poll for The Guardian

Fieldwork dates: 12-14th December 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: 1,003

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

CATI Fieldwork : December 12th-14th 2008

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	444	559	55	130	602	216	367	245	140	251	278	251	114	59	225	297	114	341	308	354	
Weighted base	1003	480	523	125	164	511	203	263	294	212	234	251	233	119	68	191	222	127	334	317	352	
Certain to vote	(10)	516	247	269	46	57	291	122	160	149	90	117	161	129	78	41	133	143	99	165	161	191
		51%	51%	51%	37%	35%	57%	60%	61%	51%	42%	50%	64%	55%	65%	61%	70%	64%	77%	49%	51%	54%
	(9)	51	26	25	4	5	29	13	17	17	7	11	17	11	8	6	14	13	8	16	17	18
		5%	5%	5%	3%	3%	6%	6%	6%	6%	3%	5%	7%	5%	7%	9%	7%	6%	7%	5%	5%	5%
	(8)	90	42	48	10	16	42	22	16	29	26	19	20	27	10	6	13	23	7	33	34	24
		9%	9%	9%	8%	10%	8%	11%	6%	10%	12%	8%	8%	12%	9%	9%	7%	10%	5%	10%	11%	7%
	(7)	48	27	21	8	12	18	10	14	14	10	10	17	12	6	3	9	12	5	16	11	21
		5%	6%	4%	7%	7%	3%	5%	5%	5%	5%	4%	7%	5%	5%	5%	5%	5%	4%	5%	3%	6%
	(6)	26	14	12	2	7	17	-	7	5	10	3	6	7	2	3	3	4	-	11	8	6
		3%	3%	2%	2%	4%	3%	-	3%	2%	5%	1%	3%	3%	1%	5%	2%	2%	-	3%	3%	2%
	(5)	87	34	52	18	20	35	13	13	23	28	23	18	28	11	5	11	14	5	26	26	34
		9%	7%	10%	14%	12%	7%	7%	5%	8%	13%	10%	7%	12%	9%	7%	6%	6%	4%	8%	8%	10%
	(4)	13	6	7	5	-	7	1	5	-	4	4	3	5	1	3	1	3	-	6	3	3
		1%	1%	1%	4%	-	1%	*	2%	-	2%	2%	1%	2%	1%	4%	*	1%	-	2%	1%	1%
	(3)	13	9	4	3	5	4	2	3	5	-	5	5	5	2	-	1	2	-	3	6	4
		1%	2%	1%	2%	3%	1%	1%	1%	2%	-	2%	2%	2%	1%	-	*	1%	-	1%	2%	1%
	(2)	23	14	9	4	5	12	1	8	6	4	5	3	9	2	-	2	2	-	3	4	16
		2%	3%	2%	3%	3%	2%	1%	3%	2%	2%	2%	1%	4%	2%	-	1%	1%	-	1%	1%	4%
Certain not to vote	(1)	133	60	72	25	35	56	16	20	43	34	36	-	-	-	-	5	5	3	54	45	33
		13%	13%	14%	20%	22%	11%	8%	8%	15%	16%	15%	-	-	-	-	2%	2%	2%	16%	14%	9%
Refused		*	-	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-
		*	-	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-
Don't know		4	2	2	-	1	1	2	1	2	-	1	-	-	-	-	-	1	-	1	1	2
		*	*	*	-	1%	*	1%	*	1%	-	*	-	-	-	-	*	-	*	*	*	1%
Mean		7.54	7.56	7.52	6.34	6.33	7.89	8.38	8.18	7.52	7.01	7.32	8.79	8.26	8.82	8.76	8.95	8.76	9.28	7.37	7.51	7.73
Standard deviation		3.27	3.26	3.29	3.54	3.56	3.13	2.74	2.93	3.33	3.34	3.42	2.01	2.40	2.00	1.90	2.07	2.17	1.77	3.37	3.31	3.14
Standard error		0.10	0.16	0.14	0.48	0.31	0.13	0.19	0.15	0.21	0.28	0.22	0.12	0.15	0.19	0.25	0.14	0.13	0.17	0.18	0.19	0.17

Opinion Poll

CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 2

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area.

If there were a general election tomorrow which party do you think you would vote for?

Base: All respondents

	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	444	559	55	130	602	216	367	245	140	251	278	251	114	59	225	297	114	341	308	354
Weighted base	1003	480	523	125	164	511	203	263	294	212	234	251	233	119	68	191	222	127	334	317	352
Conservative	251	133	118	17	37	136	61	88	81	42	40	251	-	-	-	157	28	19	63	85	102
	25%	28%	22%	14%	22%	27%	30%	33%	28%	20%	17%	100%	-	-	-	82%	12%	15%	19%	27%	29%
Labour	233	123	111	44	32	112	46	52	57	63	61	-	233	-	-	2	139	14	83	70	81
	23%	26%	21%	35%	20%	22%	23%	20%	19%	30%	26%	-	100%	-	-	1%	62%	11%	25%	22%	23%
Liberal Democrat/ Liberal	119	50	69	11	19	64	25	34	49	11	26	-	-	119	-	8	13	70	38	34	47
	12%	10%	13%	9%	12%	13%	12%	13%	17%	5%	11%	-	-	100%	-	4%	6%	55%	11%	11%	13%
Scottish National Party/ SNP	19	10	9	-	1	11	6	5	2	2	10	-	-	-	19	1	2	2	18	1	-
	2%	2%	2%	-	1%	2%	3%	2%	1%	1%	4%	-	-	-	27%	*	1%	2%	5%	*	-
Plaid Cymru	10	7	3	4	2	4	-	1	1	6	2	-	-	-	10	-	4	-	-	10	-
	1%	2%	1%	3%	2%	1%	-	*	*	3%	1%	-	-	-	15%	-	2%	-	-	3%	-
Green Party	21	5	17	3	6	9	3	4	7	6	4	-	-	-	21	2	2	4	7	3	12
	2%	1%	3%	2%	4%	2%	2%	2%	2%	3%	2%	-	-	-	31%	1%	1%	3%	2%	1%	3%
UK Independence Party (UKIP)	6	3	3	-	-	4	2	1	-	3	3	-	-	-	6	1	-	-	-	6	1
	1%	1%	1%	-	-	1%	1%	*	-	1%	1%	-	-	-	9%	*	-	-	-	2%	*
Other	12	8	4	1	-	9	2	1	1	6	4	-	-	-	12	1	1	-	6	5	2
	1%	2%	1%	1%	-	2%	1%	*	*	3%	2%	-	-	-	18%	*	1%	-	2%	1%	1%
Would not vote	133	60	72	25	35	56	16	20	43	34	36	-	-	-	-	5	5	3	54	45	33
	13%	13%	14%	20%	22%	11%	8%	8%	15%	16%	15%	-	-	-	-	2%	2%	2%	16%	14%	9%
Don't know	134	49	85	15	27	69	22	36	35	30	33	-	-	-	-	14	26	15	41	38	55
	13%	10%	16%	12%	16%	14%	11%	14%	12%	14%	14%	-	-	-	-	7%	12%	12%	12%	12%	16%
Refused	65	32	33	6	4	37	18	22	17	11	16	-	-	-	-	1	3	-	25	21	19
	6%	7%	6%	5%	2%	7%	9%	8%	6%	5%	7%	-	-	-	-	1%	1%	-	7%	7%	5%

Opinion Poll

CATI Fieldwork : December 12th-14th 2008

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 (13%), don't know who they would vote for (13%) or refuse to answer (6%)

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	604	279	325	24	68	367	145	237	148	75	144	250	207	98	49	187	224	92	211	183	210
Weighted base	553	275	278	51	78	292	131	159	168	102	123	215	179	102	57	154	169	104	184	177	192
Conservative	215 39%	114 42%	100 36%	8 16%	26 33%	121 42%	59 45%	77 48%	70 42%	32 31%	36 29%	215 100%	-	-	-	140 91%	25 15%	18 17%	56 30%	72 41%	87 45%
Labour	179 32%	91 33%	88 32%	27 52%	25 32%	85 29%	42 32%	41 26%	47 28%	41 40%	50 40%	-	179 100%	-	-	2 1%	124 73%	14 13%	67 36%	55 31%	58 30%
Liberal Democrat/ Liberal	102 19%	42 15%	60 22%	9 18%	17 22%	57 19%	20 15%	30 19%	43 26%	10 10%	19 16%	-	-	102 100%	-	8 5%	12 7%	66 64%	37 20%	28 16%	38 20%
Scottish National Party/ SNP	15 3%	9 3%	6 2%	- -	1 2%	7 3%	6 5%	4 3%	2 1%	1 1%	8 6%	-	-	-	15 26%	1 1%	2 1%	2 2%	14 8%	1 1%	-
Plaid Cymru	10 2%	7 3%	3 1%	4 7%	2 3%	4 1%	-	1 1%	1 1%	6 6%	2 1%	-	-	-	10 17%	-	4 2%	-	-	10 6%	-
Green Party	19 3%	5 2%	14 5%	3 5%	6 8%	8 3%	2 1%	4 3%	5 3%	6 6%	4 3%	-	-	-	19 33%	2 1%	2 1%	4 4%	7 4%	3 1%	9 5%
UK Independence Party (UKIP)	5 1%	3 1%	2 1%	- -	- -	4 1%	1 1%	1 1%	-	3 2%	2 2%	-	-	-	5 9%	1 *	-	-	-	5 3%	1 *
Other	8 1%	4 1%	4 2%	1 2%	-	6 2%	1 1%	1 1%	-	4 4%	3 2%	-	-	-	8 14%	1 1%	1 1%	-	4 2%	4 2%	* *

Opinion Poll
CATI Fieldwork : December 12th-14th 2008

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 765 respondents

	<u>Total</u>
Conservative	38%
Labour	33%
Liberal Democrat	19%
Other	10%

Opinion Poll

CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 5

Q.1 Putting your own party preferences aside, from your own perception do you think Gordon Brown or David Cameron...?

Has most potential as Prime Minister

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1003	444	559	55	130	602	216	367	245	140	251	278	251	114	59	225	297	114	341	308	354
Weighted base	1003	480	523	125	164	511	203	263	294	212	234	251	233	119	68	191	222	127	334	317	352
Gordon Brown	302	156	146	41	46	151	64	81	80	65	76	16	162	27	26	17	136	32	114	95	93
	30%	32%	28%	33%	28%	30%	32%	31%	27%	31%	33%	7%	70%	23%	38%	9%	61%	25%	34%	30%	26%
David Cameron	337	158	180	30	48	186	73	103	98	63	72	193	18	49	12	145	44	51	104	102	131
	34%	33%	34%	24%	29%	36%	36%	39%	33%	30%	31%	77%	8%	41%	18%	76%	20%	40%	31%	32%	37%
Neither	234	105	129	42	42	111	38	47	75	57	55	20	36	36	28	19	30	31	82	74	78
	23%	22%	25%	34%	26%	22%	19%	18%	25%	27%	24%	8%	15%	30%	40%	10%	13%	24%	25%	23%	22%
Both	69	38	31	6	14	37	12	20	24	9	16	17	8	5	1	7	8	9	15	24	30
	7%	8%	6%	5%	9%	7%	6%	8%	8%	4%	7%	7%	3%	4%	2%	4%	3%	7%	5%	7%	8%
Refused	4	3	2	-	-	3	2	3	-	-	2	-	-	-	-	-	-	-	-	2	2
	*	1%	*	-	-	1%	1%	1%	-	-	1%	-	-	-	-	-	-	-	-	1%	1%
Don't know	57	21	36	6	14	23	14	9	16	19	13	5	9	2	1	4	5	4	19	19	19
	6%	4%	7%	5%	9%	4%	7%	3%	6%	9%	5%	2%	4%	2%	2%	2%	2%	3%	6%	6%	5%

Opinion Poll

CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 6

Q.1 Putting your own party preferences aside, from your own perception do you think Gordon Brown or David Cameron...?

Is likely to make the right decisions when the going gets tough

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	444	559	55	130	602	216	367	245	140	251	278	251	114	59	225	297	114	341	308	354
Weighted base	1003	480	523	125	164	511	203	263	294	212	234	251	233	119	68	191	222	127	334	317	352
Gordon Brown	325	171	154	33	47	174	71	94	85	61	85	23	165	38	20	19	142	39	133	84	109
	32%	36%	30%	26%	28%	34%	35%	36%	29%	29%	36%	9%	71%	32%	29%	10%	64%	31%	40%	26%	31%
David Cameron	282	130	152	37	33	149	63	71	82	69	61	158	23	34	12	119	33	41	83	86	113
	28%	27%	29%	29%	20%	29%	31%	27%	28%	32%	26%	63%	10%	28%	17%	62%	15%	32%	25%	27%	32%
Neither	234	105	129	35	53	114	33	58	77	44	55	33	31	36	28	27	31	29	73	89	72
	23%	22%	25%	28%	32%	22%	16%	22%	26%	21%	23%	13%	13%	30%	41%	14%	14%	23%	22%	28%	20%
Both	81	39	42	14	14	41	13	20	28	15	18	25	10	9	6	14	11	14	21	29	30
	8%	8%	8%	11%	8%	8%	6%	8%	9%	7%	8%	10%	4%	7%	8%	7%	5%	11%	6%	9%	9%
Refused	4	2	3	-	-	2	3	2	-	-	3	-	-	-	-	1	-	-	-	1	3
	*	*	1%	-	-	*	1%	1%	-	-	1%	-	-	-	*	-	-	-	*	*	1%
Don't know	76	33	43	7	18	30	21	19	22	23	12	13	5	3	3	12	7	4	24	28	24
	8%	7%	8%	6%	11%	6%	10%	7%	7%	11%	5%	5%	2%	2%	4%	6%	3%	3%	7%	9%	7%

Opinion Poll

CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 7

Q.1 Putting your own party preferences aside, from your own perception do you think Gordon Brown or David Cameron...?

Is most honest

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	444	559	55	130	602	216	367	245	140	251	278	251	114	59	225	297	114	341	308	354
Weighted base	1003	480	523	125	164	511	203	263	294	212	234	251	233	119	68	191	222	127	334	317	352
Gordon Brown	259 26%	121 25%	138 26%	44 35%	42 26%	123 24%	50 25%	69 26%	72 25%	50 24%	68 29%	16 6%	142 61%	27 23%	18 26%	14 8%	113 51%	28 22%	103 31%	76 24%	80 23%
David Cameron	209 21%	95 20%	114 22%	15 12%	25 15%	118 23%	51 25%	63 24%	64 22%	37 17%	45 19%	130 52%	13 6%	26 22%	6 9%	101 53%	21 10%	25 19%	57 17%	56 18%	95 27%
Neither	376 37%	182 38%	194 37%	46 36%	72 44%	197 39%	62 30%	89 34%	121 41%	91 43%	75 32%	73 29%	38 16%	50 42%	42 62%	50 26%	57 25%	61 48%	123 37%	134 42%	119 34%
Both	89 9%	49 10%	40 8%	12 9%	11 7%	46 9%	20 10%	23 9%	21 7%	19 9%	26 11%	24 10%	25 11%	10 8%	2 2%	20 11%	19 9%	8 6%	28 9%	29 9%	31 9%
Refused	5 *	3 1%	2 *	- -	- -	2 *	3 1%	2 1%	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	2 1%
Don't know	66 7%	31 6%	35 7%	9 7%	14 9%	25 5%	17 9%	18 7%	15 5%	15 7%	18 8%	8 3%	15 7%	6 5%	- -	5 3%	12 5%	6 4%	22 6%	20 6%	24 7%

Opinion Poll

CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 8

Q.1 Putting your own party preferences aside, from your own perception do you think Gordon Brown or David Cameron...?

Understand issues that matter to people like you

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	444	559	55	130	602	216	367	245	140	251	278	251	114	59	225	297	114	341	308	354
Weighted base	1003	480	523	125	164	511	203	263	294	212	234	251	233	119	68	191	222	127	334	317	352
Gordon Brown	277	128	149	37	44	131	65	77	75	54	71	11	154	32	18	12	121	36	117	76	84
	28%	27%	29%	30%	26%	26%	32%	29%	25%	26%	30%	4%	66%	27%	27%	6%	55%	28%	35%	24%	24%
David Cameron	247	118	129	22	30	138	57	77	79	39	51	157	11	38	6	116	25	41	65	86	96
	25%	25%	25%	18%	18%	27%	28%	29%	27%	19%	22%	63%	5%	32%	9%	61%	11%	32%	19%	27%	27%
Neither	331	166	165	56	58	162	55	70	100	88	73	54	46	38	39	40	48	38	105	118	108
	33%	35%	32%	45%	36%	32%	27%	26%	34%	42%	31%	21%	20%	32%	58%	21%	22%	30%	31%	37%	31%
Both	101	47	53	3	22	64	12	26	30	17	27	26	15	11	4	20	24	11	32	22	47
	10%	10%	10%	2%	14%	13%	6%	10%	10%	8%	12%	10%	7%	9%	6%	10%	11%	8%	10%	7%	13%
Refused	5	4	2	1	-	1	3	2	-	-	3	-	-	-	-	-	-	-	1	2	2
	1%	1%	*	1%	-	*	1%	1%	-	-	1%	-	-	-	-	-	-	-	*	1%	*
Don't know	42	17	25	6	10	14	12	10	10	13	9	3	7	-	-	4	3	2	15	12	15
	4%	4%	5%	5%	6%	3%	6%	4%	3%	6%	4%	1%	3%	-	-	2%	2%	1%	5%	4%	4%

Opinion Poll

CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 9

Q.1 Putting your own party preferences aside, from your own perception do you think Gordon Brown or David Cameron...?

Most likely to tackle climate change and the environment

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	444	559	55	130	602	216	367	245	140	251	278	251	114	59	225	297	114	341	308	354
Weighted base	1003	480	523	125	164	511	203	263	294	212	234	251	233	119	68	191	222	127	334	317	352
Gordon Brown	226 23%	117 24%	110 21%	39 31%	38 23%	101 20%	49 24%	51 19%	61 21%	57 27%	58 25%	10 4%	129 55%	25 21%	18 26%	7 3%	95 43%	29 23%	95 28%	73 23%	59 17%
David Cameron	264 26%	118 25%	146 28%	15 12%	40 25%	152 30%	56 28%	75 29%	81 28%	48 23%	59 25%	143 57%	22 9%	38 32%	10 14%	112 59%	40 18%	36 28%	72 22%	81 26%	110 31%
Neither	286 29%	146 30%	140 27%	46 37%	49 30%	137 27%	55 27%	77 29%	95 32%	57 27%	57 25%	53 21%	37 16%	32 27%	32 47%	39 21%	40 18%	38 30%	94 28%	94 30%	99 28%
Both	153 15%	67 14%	86 16%	18 14%	23 14%	87 17%	25 12%	40 15%	43 15%	28 13%	42 18%	34 13%	36 16%	19 16%	4 5%	23 12%	39 17%	17 13%	40 12%	49 15%	63 18%
Refused	5 1%	5 1%	1 *	- -	- -	1 *	5 2%	2 1%	- -	2 1%	2 1%	2 1%	- -	- -	- -	2 1%	- -	- -	1 *	1 *	3 1%
Don't know	69 7%	28 6%	41 8%	7 5%	15 9%	34 7%	13 6%	18 7%	14 5%	21 10%	15 7%	10 4%	9 4%	4 4%	5 7%	8 4%	9 4%	7 5%	31 9%	19 6%	18 5%

Opinion Poll

CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 10

Q.1 Putting your own party preferences aside, from your own perception do you think Gordon Brown or David Cameron...?

Most likely to get the economy back on track

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	444	559	55	130	602	216	367	245	140	251	278	251	114	59	225	297	114	341	308	354
Weighted base	1003	480	523	125	164	511	203	263	294	212	234	251	233	119	68	191	222	127	334	317	352
Gordon Brown	356	182	174	55	59	176	65	104	106	67	79	26	172	45	21	20	140	48	136	101	118
	35%	38%	33%	44%	36%	35%	32%	39%	36%	31%	34%	10%	74%	38%	30%	11%	63%	37%	41%	32%	34%
David Cameron	242	113	129	16	31	135	60	61	73	52	56	151	8	29	14	119	23	30	68	81	93
	24%	24%	25%	13%	19%	27%	30%	23%	25%	25%	24%	60%	3%	25%	21%	62%	11%	24%	20%	26%	26%
Neither	256	122	134	33	50	128	45	67	79	55	56	44	31	33	25	32	37	33	84	87	85
	26%	26%	26%	27%	31%	25%	22%	25%	27%	26%	24%	17%	13%	27%	37%	17%	17%	26%	25%	27%	24%
Both	86	38	47	11	15	45	14	16	21	24	25	22	16	10	5	13	16	12	25	29	32
	9%	8%	9%	9%	9%	9%	7%	6%	7%	11%	11%	9%	7%	8%	8%	7%	7%	9%	7%	9%	9%
Refused	4	2	2	-	-	2	2	3	-	-	1	-	-	-	-	-	-	-	1	1	2
	*	*	*	-	-	*	1%	1%	-	-	1%	-	-	-	-	-	-	-	*	*	1%
Don't know	59	23	36	9	10	24	16	13	15	15	17	9	7	2	3	7	6	4	20	18	22
	6%	5%	7%	7%	6%	5%	8%	5%	5%	7%	7%	3%	3%	2%	4%	4%	3%	3%	6%	6%	6%

Opinion Poll
CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 11
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1003	1003
Weighted base		1003	1003
<u>Gender</u>			
Male		444 44%	480 48%
Female		559 56%	523 52%
<u>Age</u>			
18-24	(21)	55 5%	125 12%
25-34	(29.5)	130 13%	164 16%
35-44	(39.5)	196 20%	197 20%
45-54	(49.5)	206 21%	167 17%
55-64	(59.5)	200 20%	147 15%
65+	(70)	216 22%	203 20%
Average age		49.80	46.30

Opinion Poll
CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 11
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
<u>Social Class</u>		
AB	367 37%	263 26%
C1	245 24%	294 29%
C2	140 14%	212 21%
DE	251 25%	234 23%
<u>Region</u>		
North	341 34%	334 33%
Midlands	308 31%	317 32%
South	354 35%	352 35%

Opinion Poll
CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 11
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
<u>Working status</u>		
Full-time	451 45%	456 46%
Part-time	154 15%	121 12%
Not working but seeking work or temporarily unemployed/sick	52 5%	68 7%
Not working/not seeking work	65 6%	77 8%
Retired	259 26%	237 24%
Student	22 2%	43 4%

Opinion Poll
CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 11
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
<u>Tenure</u>		
Own outright	384 38%	330 33%
Own with a mortgage	376 37%	386 38%
Council	82 8%	127 13%
Housing Assoc.	35 3%	35 4%
Rented from someone else	97 10%	107 11%
Rent free	9 1%	8 1%
Refused	20 2%	10 1%

Opinion Poll
CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 11
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
<u>Foreign Holiday in last 3 years</u>		
Yes	656 65%	601 60%
No	347 35%	402 40%
<u>Number of cars</u>		
None	169 17%	206 21%
1	476 47%	416 41%
2	281 28%	293 29%
3+	77 8%	87 9%

Opinion Poll
CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 11
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
<u>Internet Access</u>		
At all	820 82%	819 82%
At home (net)	759 76%	767 77%
At work (net)	392 39%	362 36%
At home	396 39%	427 43%
At work	29 3%	22 2%
Both at home and at work	363 36%	341 34%
Somewhere else	32 3%	30 3%
Not at all	183 18%	184 18%

Opinion Poll

CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 11
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	501 50%	553 55%
University degree or equivalent professional qualification/ NVQ4	303 30%	263 26%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	83 8%	66 7%
No formal education	92 9%	106 11%
None of these	7 1%	6 1%
Refused	17 2%	10 1%

Opinion Poll

CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 11
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
<u>Marital Status</u>		
Single	193 19%	246 25%
Married/ co-habiting	607 61%	579 58%
Widowed/ separated/ divorced	200 20%	174 17%
Refused	3 *	5 *
<u>Children</u>		
None aged 18 or under	722 72%	705 70%
NET: Yes	277 28%	292 29%
NET: Yes any aged 15 or under	238 24%	260 26%
- Aged under 5	88 9%	106 11%
- Aged 5-10	107 11%	128 13%
- Aged 11-15	101 10%	99 10%
- Aged 16-18	66 7%	58 6%
Refused	4 *	7 1%

Opinion Poll
CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 11
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
<u>Grocery shopping status</u>		
Yes - do half or more	803 80%	776 77%
No - do less than half	190 19%	221 22%
Refused	10 1%	5 1%

Opinion Poll
CATI Fieldwork : December 12th-14th 2008

Absolutes/col percents

Table 12
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	225 22%	191 19%
Labour	297 30%	222 22%
Liberal Democrat/ Liberal	114 11%	127 13%
Scottish National Party/SNP	15 1%	15 1%
Plaid Cymru	4 *	8 1%
Green Party	9 1%	12 1%
UK Independence Party (UKIP)	6 1%	9 1%
Others	1 *	2 *
Did not vote	247 25%	325 32%
Refused	63 6%	61 6%
Don't know	22 2%	31 3%