



## ICM Monthly Poll for The Guardian

**Fieldwork dates:** 16<sup>th</sup>-18<sup>th</sup> May 2008

**Interview Method:** Telephone.

**Population effectively sampled:** All adults aged 18+

**Sampling Method:** Within each selected marginal constituency, 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:** 1,008

**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.

2. Respondents were also asked about their attitudes to a General Election. They were asked whether they felt that it is not really worth voting, or whether people should only vote if they care who wins or, alternatively, whether they felt that it is everyone's duty to vote.

3. Weights were applied to each cell of a 30 cell matrix based on the above two questions. At one extreme a respondent replying that they are 10 out of 10 certain to vote and who thinks it is everyone's duty to do so received a weight of 1, but a person who said they were only 5 out of 10 certain to vote and thought it only worth voting if people care who wins received a weight of 0.3.

ICM has thus changed slightly our method for calculating which people are most certain to vote. By using a two part question we hope, more accurately, to weight our vote intention calculations towards those who bother to vote, and away from those who declare party support but do not bother, in the event, to register that preference.

**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 : May 16th-18th 2008

Absolutes/col percents

Table 1

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

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

**Base: All respondents**

	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	1008	458	550	84	122	555	247	319	241	176	272	303	190	133	67	231	266	93	342	316	350	
Weighted base	1008	484	524	120	160	520	208	268	296	210	234	279	179	155	63	193	224	130	340	308	361	
Certain to vote	(10)	556	258	299	37	67	307	145	165	165	95	132	194	112	83	48	164	146	85	181	159	216
		55%	53%	57%	31%	42%	59%	70%	61%	56%	45%	56%	70%	63%	53%	76%	85%	65%	65%	53%	52%	60%
	(9)	41	19	22	8	5	22	7	15	8	10	8	10	7	10	4	7	10	8	17	12	12
		4%	4%	4%	7%	3%	4%	3%	6%	3%	5%	3%	4%	4%	6%	6%	3%	4%	6%	5%	4%	3%
	(8)	88	51	37	11	20	46	11	24	35	17	13	25	16	24	4	10	23	17	33	25	30
		9%	11%	7%	9%	12%	9%	5%	9%	12%	8%	5%	9%	9%	15%	6%	5%	10%	13%	10%	8%	8%
	(7)	54	28	26	16	11	24	4	17	10	18	9	11	14	11	1	-	10	12	15	19	20
		5%	6%	5%	13%	7%	5%	2%	6%	3%	9%	4%	4%	8%	7%	1%	-	4%	9%	4%	6%	5%
	(6)	36	18	18	4	7	20	6	6	15	9	6	12	6	3	1	2	9	1	7	11	18
		4%	4%	3%	3%	4%	4%	3%	2%	5%	4%	3%	4%	3%	2%	2%	1%	4%	1%	2%	4%	5%
	(5)	76	33	43	18	15	34	9	16	17	24	20	21	17	15	5	5	12	5	21	31	24
		8%	7%	8%	15%	9%	7%	4%	6%	6%	11%	8%	7%	9%	10%	8%	3%	6%	4%	6%	10%	7%
	(4)	10	5	5	2	3	2	3	2	4	-	5	3	2	1	-	2	1	1	3	3	4
		1%	1%	1%	2%	2%	*	2%	1%	1%	-	2%	1%	1%	1%	-	1%	*	1%	1%	1%	1%
	(3)	23	11	12	5	4	9	4	6	12	*	4	3	4	7	*	-	2	1	9	4	10
		2%	2%	2%	5%	3%	2%	2%	2%	4%	*	2%	1%	2%	5%	1%	-	1%	1%	3%	1%	3%
	(2)	7	3	4	2	1	1	3	1	1	5	*	-	3	1	-	*	2	-	3	2	2
		1%	1%	1%	2%	1%	*	1%	*	*	2%	*	-	1%	1%	-	*	1%	-	1%	1%	1%
Certain not to vote	(1)	114	59	55	17	27	55	15	18	29	32	35	-	-	-	-	3	10	-	50	41	23
		11%	12%	10%	14%	17%	11%	7%	7%	10%	15%	15%	-	-	-	-	1%	5%	-	15%	13%	6%
Don't know		3	-	3	-	1	1	-	1	1	1	1	-	-	-	-	-	-	-	-	2	1
		*	-	1%	-	1%	*	1%	-	*	1%	1%	-	-	-	-	-	-	-	-	1%	*
Mean		7.81	7.72	7.89	6.65	7.00	8.05	8.50	8.37	7.88	7.24	7.59	8.99	8.63	8.42	9.25	9.47	8.61	9.05	7.59	7.58	8.21
Standard deviation		3.10	3.13	3.07	3.19	3.38	3.00	2.80	2.68	3.03	3.30	3.36	1.77	2.11	2.14	1.61	1.60	2.43	1.56	3.33	3.20	2.75
Standard error		0.10	0.15	0.13	0.35	0.31	0.13	0.18	0.15	0.20	0.25	0.20	0.10	0.15	0.19	0.20	0.11	0.15	0.16	0.18	0.18	0.15

## Opinion Poll

### CATI Fieldwork : May 16th-18th 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	1008	458	550	84	122	555	247	319	241	176	272	303	190	133	67	231	266	93	342	316	350
Weighted base	1008	484	524	120	160	520	208	268	296	210	234	279	179	155	63	193	224	130	340	308	361
Conservative	279	146	132	30	46	139	65	91	85	58	44	279	-	-	-	161	31	21	63	88	127
	28%	30%	25%	25%	28%	27%	31%	34%	29%	28%	19%	100%	-	-	-	83%	14%	16%	19%	29%	35%
Labour	179	87	93	23	24	88	44	44	39	42	54	-	179	-	-	1	112	6	67	62	50
	18%	18%	18%	19%	15%	17%	21%	17%	13%	20%	23%	-	100%	-	-	*	50%	4%	20%	20%	14%
Liberal Democrat/ Liberal	155	74	81	12	32	78	33	50	49	22	34	-	-	155	-	3	24	78	64	31	60
	15%	15%	16%	10%	20%	15%	16%	19%	16%	11%	14%	-	-	100%	-	2%	11%	60%	19%	10%	17%
Scottish National Party/ SNP	22	12	10	1	3	15	4	4	6	7	6	-	-	-	22	1	7	1	22	-	-
	2%	2%	2%	1%	2%	3%	2%	1%	2%	3%	2%	-	-	-	35%	*	3%	1%	7%	-	-
Plaid Cymru	3	1	2	-	-	2	*	1	-	1	1	-	-	-	3	*	1	-	-	3	-
	*	*	*	-	-	*	*	*	-	*	*	-	-	-	4%	*	*	-	-	1%	-
Green Party	13	5	8	2	3	7	1	1	6	4	1	-	-	-	13	1	4	4	4	3	6
	1%	1%	1%	1%	2%	1%	*	1%	2%	2%	1%	-	-	-	20%	*	2%	3%	1%	1%	2%
UK Independence Party (UKIP)	12	6	5	2	-	8	2	-	2	3	6	-	-	-	12	3	2	-	1	7	4
	1%	1%	1%	1%	-	2%	1%	-	1%	2%	3%	-	-	-	18%	1%	1%	-	*	2%	1%
Other	15	11	3	-	1	9	4	3	5	1	6	-	-	-	15	1	2	-	2	5	8
	1%	2%	1%	-	1%	2%	2%	1%	2%	*	3%	-	-	-	23%	1%	1%	-	*	1%	2%
Would not vote	114	59	55	17	27	55	15	18	29	32	35	-	-	-	-	3	10	-	50	41	23
	11%	12%	10%	14%	17%	11%	7%	7%	10%	15%	15%	-	-	-	-	1%	5%	-	15%	13%	6%
Don't know	140	45	95	30	23	68	19	30	50	30	30	-	-	-	-	13	24	18	42	48	51
	14%	9%	18%	25%	14%	13%	9%	11%	17%	14%	13%	-	-	-	-	7%	11%	14%	12%	15%	14%
Refused	78	39	39	4	2	51	21	25	26	9	18	-	-	-	-	7	7	3	26	22	30
	8%	8%	7%	3%	1%	10%	10%	9%	9%	4%	8%	-	-	-	-	3%	3%	2%	8%	7%	8%

## Opinion Poll

### CATI Fieldwork : May 16th-18th 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 (11%), don't know who they would vote for (14%) 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	595	277	318	40	61	328	166	201	139	99	156	264	168	108	55	189	196	72	196	187	213
Weighted base	577	284	293	57	86	296	138	168	164	114	131	242	155	127	53	160	166	100	186	171	220
Conservative	242	123	119	26	39	118	60	81	75	49	38	242	-	-	-	151	26	18	52	76	114
	42%	43%	41%	45%	45%	40%	43%	48%	45%	43%	29%	100%	-	-	-	95%	16%	18%	28%	44%	52%
Labour	155	74	81	19	16	79	40	39	33	34	49	-	155	-	-	1	104	6	57	56	42
	27%	26%	28%	33%	18%	27%	29%	23%	20%	30%	37%	-	100%	-	-	1%	63%	6%	31%	33%	19%
Liberal Democrat/ Liberal	127	59	68	9	25	65	29	41	42	18	27	-	-	127	-	3	21	72	53	26	49
	22%	21%	23%	16%	29%	22%	21%	24%	25%	16%	21%	-	-	100%	-	2%	13%	72%	28%	15%	22%
Scottish National Party/ SNP	18	10	8	*	3	11	4	3	5	5	5	-	-	-	18	1	7	1	18	-	-
	3%	4%	3%	*	4%	4%	3%	2%	3%	4%	4%	-	-	-	34%	1%	4%	1%	10%	-	-
Plaid Cymru	3	1	2	-	-	2	*	1	-	1	1	-	-	-	3	*	1	-	-	3	-
	*	*	1%	-	-	1%	*	1%	-	*	1%	-	-	-	5%	*	*	-	-	1%	-
Green Party	11	3	7	2	2	6	1	1	6	3	1	-	-	-	11	*	4	3	4	2	5
	2%	1%	3%	3%	3%	2%	1%	*	3%	3%	1%	-	-	-	21%	*	3%	3%	2%	1%	2%
UK Independence Party (UKIP)	11	6	5	1	-	8	2	-	2	3	5	-	-	-	11	3	2	-	1	6	4
	2%	2%	2%	2%	-	3%	1%	-	1%	3%	4%	-	-	-	20%	2%	1%	-	*	3%	2%
Other	11	8	3	-	1	7	2	3	3	-	4	-	-	-	11	1	1	-	1	3	7
	2%	3%	1%	-	1%	2%	2%	2%	2%	-	3%	-	-	-	20%	1%	1%	-	1%	2%	3%

**Opinion Poll**  
**CATI Fieldwork : May 16th-18th 2008**

Col percents

Table 4  
**Published Vote Intention Figures**  
Percentages derived from the responses of 755 respondents

	<u>Total</u>
Conservative	41%
Labour	27%
Liberal Democrat	22%
Other	9%

## Opinion Poll

### CATI Fieldwork : May 16th-18th 2008

Absolutes/col percents

Table 5

**Q.1 Which one of these statements comes closest to your views about a general election?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1008	458	550	84	122	555	247	319	241	176	272	303	190	133	67	231	266	93	342	316	350
Weighted base	1008	484	524	120	160	520	208	268	296	210	234	279	179	155	63	193	224	130	340	308	361
It's not really worth voting	82 8%	47 10%	35 7%	10 9%	7 5%	57 11%	7 3%	19 7%	23 8%	22 11%	18 8%	9 3%	3 2%	8 5%	7 12%	4 2%	6 3%	1 1%	27 8%	27 9%	28 8%
People should only vote if they care who wins	183 18%	83 17%	100 19%	36 30%	46 29%	82 16%	19 9%	51 19%	54 18%	38 18%	40 17%	41 15%	23 13%	25 16%	8 12%	16 8%	31 14%	12 9%	63 18%	60 20%	60 17%
It's everyone's duty to vote	730 72%	345 71%	384 73%	73 61%	102 64%	376 72%	178 86%	196 73%	214 72%	147 70%	173 74%	228 82%	153 85%	123 79%	48 76%	171 88%	185 82%	116 89%	242 71%	220 72%	267 74%
Don't know	13 1%	9 2%	4 1%	- -	5 3%	4 1%	4 2%	2 1%	6 2%	3 1%	3 1%	2 1%	1 *	- -	- -	2 1%	2 1%	1 1%	8 2%	* *	5 1%

## Opinion Poll

### CATI Fieldwork : May 16th-18th 2008

Absolutes/col percents

Table 6

**Q.2 Here are some things people have said about the Labour Party since the election in 2005. For each one I read out please say whether you agree or disagree. There are no right or wrong answers, it's your own opinions we want.**

**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	1008	458	550	84	122	555	247	319	241	176	272	303	190	133	67	231	266	93	342	316	350
Weighted base	1008	484	524	120	160	520	208	268	296	210	234	279	179	155	63	193	224	130	340	308	361
<b><u>They seem to be working in the interests of people like me</u></b>																					
Agree	329	143	186	48	61	146	74	85	84	63	97	34	130	55	12	20	122	42	135	94	100
	33%	30%	35%	40%	38%	28%	36%	32%	29%	30%	41%	12%	72%	36%	18%	10%	54%	32%	40%	30%	28%
Disagree	651	331	320	67	95	363	126	173	204	144	131	245	46	96	50	173	101	84	197	207	248
	65%	68%	61%	56%	60%	70%	61%	64%	69%	69%	56%	88%	25%	62%	79%	90%	45%	64%	58%	67%	69%
Refused	5	4	1	-	-	2	3	1	-	-	4	-	-	-	-	-	-	-	1	-	4
	*	1%	*	-	-	*	1%	*	-	-	2%	-	-	-	-	-	-	-	*	-	1%
Don't know	23	6	17	5	4	9	5	9	8	3	3	1	4	4	2	1	1	5	6	7	9
	2%	1%	3%	4%	3%	2%	3%	3%	3%	1%	1%	*	2%	3%	3%	*	1%	4%	2%	2%	3%
<b><u>They have run out of steam, run out of ideas</u></b>																					
Agree	713	371	342	76	110	389	138	200	199	158	157	243	85	121	49	170	133	103	232	218	264
	71%	77%	65%	63%	68%	75%	67%	74%	67%	75%	67%	87%	48%	78%	77%	88%	59%	79%	68%	71%	73%
Disagree	267	106	161	39	47	121	60	63	87	48	69	33	90	34	13	19	88	27	95	82	90
	26%	22%	31%	33%	29%	23%	29%	24%	29%	23%	29%	12%	50%	22%	21%	10%	39%	21%	28%	27%	25%
Refused	3	2	1	-	-	2	1	-	1	-	2	-	-	-	-	-	-	-	1	-	2
	*	*	*	-	-	*	1%	-	*	-	1%	-	-	-	-	-	-	-	*	-	1%
Don't know	25	4	21	4	4	8	8	5	10	4	6	3	4	-	1	4	3	-	12	8	5
	2%	1%	4%	4%	2%	2%	4%	2%	3%	2%	2%	1%	2%	-	2%	2%	1%	-	3%	3%	2%
<b><u>On their performance since the last election they don't deserve to win the next election</u></b>																					
Agree	688	346	342	63	104	384	137	193	200	138	156	248	71	118	54	175	131	102	218	211	259
	68%	71%	65%	52%	65%	74%	66%	72%	68%	66%	67%	89%	40%	76%	85%	91%	58%	78%	64%	69%	72%
Disagree	288	126	163	50	51	124	64	68	85	64	71	29	107	34	8	16	92	26	106	89	93
	29%	26%	31%	41%	32%	24%	31%	25%	29%	31%	30%	10%	60%	22%	13%	8%	41%	20%	31%	29%	26%
Refused	4	4	1	-	-	2	3	-	1	-	4	-	-	-	-	-	-	-	1	-	3
	*	1%	*	-	-	*	1%	-	*	-	2%	-	-	-	-	-	-	-	*	-	1%
Don't know	27	9	18	7	5	11	4	6	10	7	3	2	1	3	1	3	2	2	15	7	5
	3%	2%	4%	6%	3%	2%	2%	2%	4%	3%	1%	1%	*	2%	2%	1%	1%	1%	4%	2%	1%

## Opinion Poll

### CATI Fieldwork : May 16th-18th 2008

Absolutes/col percents

Table 6

**Q.2 Here are some things people have said about the Labour Party since the election in 2005. For each one I read out please say whether you agree or disagree. There are no right or wrong answers, it's your own opinions we want.**

**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	1008	484	524	120	160	520	208	268	296	210	234	279	179	155	63	193	224	130	340	308	361
<b><u>Generally speaking they are taking the country in the right direction</u></b>																					
Agree	288 29%	129 27%	159 30%	44 37%	48 30%	134 26%	63 30%	78 29%	73 25%	61 29%	76 32%	25 9%	132 73%	34 22%	12 18%	16 8%	113 51%	30 23%	111 33%	85 28%	93 26%
Disagree	683 68%	340 70%	343 66%	71 59%	107 67%	369 71%	136 65%	177 66%	215 73%	142 67%	150 64%	249 89%	46 25%	118 76%	49 77%	174 90%	107 48%	97 75%	221 65%	216 70%	247 69%
Refused	5 *	5 1%	- -	- -	- -	2 *	3 1%	1 *	- -	- -	4 2%	- -	- -	- -	- -	- -	- -	- -	1 *	- -	3 1%
Don't know	31 3%	10 2%	21 4%	5 4%	5 3%	15 3%	6 3%	12 4%	8 3%	7 3%	5 2%	5 2%	2 1%	2 1%	3 5%	3 2%	4 2%	3 2%	7 2%	7 2%	17 5%
<b><u>Now are more divided than the Conservative Party</u></b>																					
Agree	671 67%	318 66%	352 67%	64 53%	110 68%	364 70%	133 64%	180 67%	193 65%	141 67%	157 67%	234 84%	93 52%	106 69%	42 66%	154 80%	133 59%	92 71%	223 66%	199 65%	249 69%
Disagree	290 29%	152 31%	138 26%	45 38%	47 29%	135 26%	63 30%	73 27%	89 30%	61 29%	67 29%	38 14%	80 45%	46 30%	20 31%	28 14%	87 39%	35 27%	101 30%	92 30%	98 27%
Refused	2 *	2 *	- -	- -	- -	1 *	1 1%	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *
Don't know	44 4%	12 2%	33 6%	10 9%	4 2%	20 4%	10 5%	15 5%	14 5%	8 4%	7 3%	7 3%	5 3%	3 2%	2 3%	11 6%	4 2%	3 2%	15 4%	17 5%	13 4%

## Opinion Poll

### CATI Fieldwork : May 16th-18th 2008

Absolutes/col percents

Table 7

#### Q.3 Putting your own party preferences aside from your own perception do you think Gordon Brown or David Cameron...?

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	1008	458	550	84	122	555	247	319	241	176	272	303	190	133	67	231	266	93	342	316	350
Weighted base	1008	484	524	120	160	520	208	268	296	210	234	279	179	155	63	193	224	130	340	308	361
<b><u>Has most potential as a Prime Minister</u></b>																					
Brown	199	95	104	24	32	98	45	51	48	37	64	23	92	31	15	13	81	25	78	56	65
	20%	20%	20%	20%	20%	19%	22%	19%	16%	18%	27%	8%	51%	20%	23%	6%	36%	19%	23%	18%	18%
Cameron	416	221	195	43	70	215	87	118	139	83	75	204	37	56	21	134	63	54	127	128	161
	41%	46%	37%	36%	44%	41%	42%	44%	47%	40%	32%	73%	20%	36%	34%	69%	28%	42%	37%	42%	45%
Neither	296	133	163	32	40	164	59	78	81	66	70	43	38	57	23	42	62	40	103	95	98
	29%	27%	31%	27%	25%	32%	29%	29%	27%	31%	30%	15%	21%	37%	36%	22%	28%	31%	30%	31%	27%
Both	56	21	34	8	13	28	6	15	13	14	13	9	9	8	5	4	10	10	18	16	22
	6%	4%	7%	7%	8%	5%	3%	5%	5%	7%	6%	3%	5%	5%	7%	2%	5%	7%	5%	5%	6%
Refused	5	4	2	-	-	2	4	1	-	1	4	-	-	-	-	-	-	-	1	1	3
	1%	1%	*	-	-	*	2%	*	-	1%	2%	-	-	-	-	-	-	-	*	*	1%
Don't know	36	11	26	11	6	13	6	5	15	9	8	*	4	4	-	-	8	1	13	12	12
	4%	2%	5%	9%	3%	3%	3%	2%	5%	4%	3%	*	2%	3%	-	-	4%	1%	4%	4%	3%
<b><u>Is likely to be able to work with cabinet colleagues</u></b>																					
Brown	159	72	87	20	20	79	40	41	33	29	56	11	79	23	10	12	64	20	69	40	50
	16%	15%	17%	16%	12%	15%	19%	15%	11%	14%	24%	4%	44%	15%	16%	6%	28%	15%	20%	13%	14%
Cameron	455	244	211	51	62	238	104	141	139	87	88	216	36	70	28	149	68	70	131	141	183
	45%	50%	40%	43%	39%	46%	50%	53%	47%	41%	37%	78%	20%	45%	44%	77%	30%	54%	39%	46%	51%
Neither	216	96	120	22	38	120	36	44	70	55	48	23	28	40	14	16	47	22	85	67	65
	21%	20%	23%	18%	24%	23%	18%	16%	24%	26%	20%	8%	16%	26%	23%	8%	21%	17%	25%	22%	18%
Both	128	56	72	16	33	64	15	31	42	27	28	24	31	14	10	13	36	12	33	48	46
	13%	12%	14%	14%	21%	12%	7%	12%	14%	13%	12%	9%	17%	9%	16%	7%	16%	10%	10%	16%	13%
Refused	4	4	1	-	-	2	3	1	-	-	4	-	-	-	-	-	-	-	1	-	3
	*	1%	*	-	-	*	1%	*	-	-	2%	-	-	-	-	-	-	-	*	-	1%
Don't know	46	13	33	11	8	17	10	11	12	12	11	4	5	8	1	4	10	5	21	12	13
	5%	3%	6%	9%	5%	3%	5%	4%	4%	6%	5%	1%	3%	5%	1%	2%	4%	4%	6%	4%	4%

## Opinion Poll

### CATI Fieldwork : May 16th-18th 2008

Absolutes/col percents

Table 7

#### Q.3 Putting your own party preferences aside from your own perception do you think Gordon Brown or David Cameron...?

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	1008	484	524	120	160	520	208	268	296	210	234	279	179	155	63	193	224	130	340	308	361
<b>Is likely to make the right decisions when the going gets tough</b>																					
Brown	249	115	133	27	35	121	66	66	62	42	79	25	114	36	15	12	102	34	95	74	80
	25%	24%	25%	23%	22%	23%	32%	25%	21%	20%	34%	9%	64%	23%	24%	6%	45%	26%	28%	24%	22%
Cameron	311	165	146	38	45	161	68	83	87	78	63	176	18	37	15	124	35	30	92	96	123
	31%	34%	28%	31%	28%	31%	33%	31%	29%	37%	27%	63%	10%	24%	24%	64%	15%	23%	27%	31%	34%
Neither	291	134	157	25	48	170	48	74	94	63	60	44	25	66	27	34	56	50	106	82	103
	29%	28%	30%	21%	30%	33%	23%	28%	32%	30%	26%	16%	14%	43%	42%	18%	25%	39%	31%	27%	29%
Both	94	48	47	15	22	45	12	30	31	15	18	25	20	9	3	13	24	9	26	33	35
	9%	10%	9%	13%	14%	9%	6%	11%	11%	7%	8%	9%	11%	6%	5%	7%	11%	7%	8%	11%	10%
Refused	7	5	2	-	-	4	3	1	3	-	4	1	-	-	-	1	-	-	1	2	4
	1%	1%	*	-	-	1%	1%	*	1%	-	2%	*	-	-	-	*	-	-	*	1%	1%
Don't know	56	18	38	14	11	19	12	14	19	12	11	8	2	8	3	9	8	6	19	22	15
	6%	4%	7%	12%	7%	4%	6%	5%	6%	6%	5%	3%	1%	5%	5%	4%	3%	5%	6%	7%	4%
<b>Is most honest</b>																					
Brown	196	80	116	25	29	87	55	56	54	22	64	12	92	31	13	11	85	18	85	57	54
	19%	16%	22%	21%	18%	17%	26%	21%	18%	11%	27%	4%	51%	20%	21%	6%	38%	14%	25%	18%	15%
Cameron	252	145	107	34	46	116	56	63	74	62	53	146	21	35	7	105	31	30	57	85	109
	25%	30%	20%	29%	28%	22%	27%	24%	25%	30%	23%	52%	12%	23%	12%	54%	14%	23%	17%	28%	30%
Neither	414	193	221	37	62	247	68	98	132	101	83	85	50	68	39	52	87	60	146	127	141
	41%	40%	42%	31%	39%	47%	33%	37%	45%	48%	36%	31%	28%	44%	61%	27%	39%	47%	43%	41%	39%
Both	89	42	47	10	13	49	16	40	23	9	18	30	13	15	2	20	16	16	28	27	35
	9%	9%	9%	9%	8%	10%	8%	15%	8%	4%	8%	11%	7%	9%	4%	10%	7%	12%	8%	9%	10%
Refused	5	4	1	-	-	2	3	1	-	-	4	-	-	-	-	-	*	-	1	*	3
	*	1%	*	-	-	*	1%	*	-	-	2%	-	-	-	-	-	*	-	*	*	1%
Don't know	52	21	31	13	11	19	10	11	14	15	12	6	4	6	2	5	5	6	22	12	18
	5%	4%	6%	11%	7%	4%	5%	4%	5%	7%	5%	2%	2%	4%	3%	3%	2%	5%	6%	4%	5%

## Opinion Poll

### CATI Fieldwork : May 16th-18th 2008

Absolutes/col percents

Table 8

**Q.4 Again putting aside your own party preferences, what is your answer to this question. The better political leader is Gordon Brown or...?**

**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	1008	458	550	84	122	555	247	319	241	176	272	303	190	133	67	231	266	93	342	316	350
Weighted base	1008	484	524	120	160	520	208	268	296	210	234	279	179	155	63	193	224	130	340	308	361
<b><u>John Major</u></b>																					
Gordon Brown	366	173	193	41	68	184	74	94	102	72	97	56	118	60	30	39	131	39	152	98	116
	36%	36%	37%	34%	42%	35%	35%	35%	35%	35%	42%	20%	66%	38%	47%	20%	58%	30%	45%	32%	32%
John Major	518	267	251	60	70	274	115	141	159	111	107	205	51	87	28	141	78	82	161	168	189
	51%	55%	48%	50%	44%	53%	55%	53%	54%	53%	46%	73%	29%	56%	45%	73%	35%	63%	47%	55%	53%
Refused	7	5	2	-	1	3	3	1	2	-	4	-	1	-	-	-	-	-	3	1	3
	1%	1%	*	-	1%	1%	1%	*	1%	-	2%	-	1%	-	-	-	-	-	1%	*	1%
Don't know	117	39	77	19	22	60	17	32	33	26	26	18	9	9	5	13	15	9	25	40	52
	12%	8%	15%	16%	13%	12%	8%	12%	11%	12%	11%	6%	5%	6%	8%	6%	7%	7%	7%	13%	14%
<b><u>William Hague</u></b>																					
Gordon Brown	483	235	248	69	92	239	83	135	129	99	120	86	147	85	30	41	166	67	187	140	156
	48%	48%	47%	58%	57%	46%	40%	50%	44%	47%	51%	31%	82%	55%	48%	21%	74%	51%	55%	46%	43%
William Hague	408	209	199	30	51	222	104	106	132	83	87	183	24	61	29	147	44	58	114	133	161
	40%	43%	38%	25%	32%	43%	50%	40%	45%	40%	37%	66%	13%	40%	46%	76%	20%	45%	33%	43%	45%
Refused	10	5	4	-	2	4	3	1	3	1	5	-	1	-	*	-	-	-	3	3	4
	1%	1%	1%	-	1%	1%	2%	*	1%	1%	2%	-	1%	-	*	-	-	-	1%	1%	1%
Don't know	107	36	72	21	15	55	17	26	32	26	23	10	7	9	4	5	15	5	36	31	40
	11%	7%	14%	17%	9%	11%	8%	10%	11%	13%	10%	4%	4%	6%	6%	3%	7%	4%	11%	10%	11%

## Opinion Poll

### CATI Fieldwork : May 16th-18th 2008

Absolutes/col percents

Table 8

**Q.4 Again putting aside your own party preferences, what is your answer to this question. The better political leader is Gordon Brown or...?**

**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	1008	484	524	120	160	520	208	268	296	210	234	279	179	155	63	193	224	130	340	308	361
<b><u>Margaret Thatcher</u></b>																					
Gordon Brown	340	162	178	55	60	159	66	88	89	60	103	29	119	65	27	13	134	38	148	91	101
	34%	33%	34%	46%	37%	31%	32%	33%	30%	28%	44%	10%	67%	42%	43%	7%	60%	29%	43%	30%	28%
Margaret Thatcher	610	301	309	56	87	334	133	170	188	136	117	246	57	87	31	180	86	88	175	196	239
	61%	62%	59%	47%	54%	64%	64%	63%	63%	65%	50%	88%	32%	56%	50%	93%	38%	67%	52%	64%	66%
Refused	5	4	2	-	1	2	3	1	-	1	4	-	-	-	-	-	-	-	1	1	3
	1%	1%	*	-	1%	*	1%	*	-	1%	2%	-	-	-	-	-	-	-	*	*	1%
Don't know	53	18	35	8	12	26	7	10	19	13	11	4	3	3	5	1	4	4	16	19	18
	5%	4%	7%	7%	8%	5%	3%	4%	6%	6%	5%	1%	2%	2%	7%	1%	2%	3%	5%	6%	5%
<b><u>Iain Duncan Smith</u></b>																					
Gordon Brown	586	297	289	74	114	296	101	174	155	120	137	118	163	106	37	68	183	82	214	170	203
	58%	61%	55%	62%	71%	57%	49%	65%	52%	57%	58%	42%	91%	68%	58%	35%	82%	63%	63%	55%	56%
Iain Duncan Smith	281	138	143	26	25	154	77	61	100	62	59	138	10	39	22	104	25	39	84	92	105
	28%	29%	27%	21%	15%	30%	37%	23%	34%	29%	25%	49%	6%	25%	34%	54%	11%	30%	25%	30%	29%
Refused	9	4	4	-	1	4	4	2	2	1	4	1	-	-	-	1	-	-	3	2	3
	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	2%	*	-	-	-	*	-	-	1%	1%	1%
Don't know	132	45	87	20	20	66	25	31	39	27	35	23	6	10	5	20	16	8	39	44	49
	13%	9%	17%	17%	13%	13%	12%	12%	13%	13%	15%	8%	3%	6%	8%	10%	7%	6%	12%	14%	14%

## Opinion Poll

### CATI Fieldwork : May 16th-18th 2008

Absolutes/col percents

Table 8

**Q.4 Again putting aside your own party preferences, what is your answer to this question. The better political leader is Gordon Brown or...?**

**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	1008	484	524	120	160	520	208	268	296	210	234	279	179	155	63	193	224	130	340	308	361
<b><u>Tony Blair</u></b>																					
Gordon Brown	220	94	126	35	28	101	57	54	62	46	59	53	47	33	21	40	47	31	87	55	79
	22%	19%	24%	29%	17%	19%	27%	20%	21%	22%	25%	19%	27%	21%	33%	21%	21%	24%	26%	18%	22%
Tony Blair	677	344	333	76	122	368	112	196	199	143	139	207	126	118	29	134	167	93	221	214	242
	67%	71%	64%	63%	76%	71%	54%	73%	67%	68%	59%	74%	70%	76%	46%	69%	75%	72%	65%	70%	67%
Refused	11	7	4	-	1	6	4	2	2	2	5	1	-	-	3	2	-	-	4	5	3
	1%	2%	1%	-	1%	1%	2%	1%	1%	1%	2%	*	-	-	5%	1%	-	-	1%	2%	1%
Don't know	99	39	60	9	10	45	35	16	34	18	31	18	5	4	10	17	10	6	29	34	37
	10%	8%	12%	7%	6%	9%	17%	6%	11%	9%	13%	6%	3%	3%	16%	9%	4%	4%	8%	11%	10%
<b><u>Charles Kennedy</u></b>																					
Gordon Brown	537	268	269	52	92	271	121	147	160	100	130	136	143	76	33	97	164	65	200	154	183
	53%	55%	51%	44%	57%	52%	58%	55%	54%	48%	55%	49%	80%	49%	52%	50%	73%	50%	59%	50%	51%
Charles Kennedy	347	174	173	54	46	192	56	94	101	79	72	116	30	75	21	75	50	58	105	116	126
	34%	36%	33%	45%	29%	37%	27%	35%	34%	38%	31%	42%	17%	48%	34%	39%	22%	44%	31%	38%	35%
Refused	9	4	5	-	1	4	3	2	2	1	4	-	-	-	1	1	-	-	4	2	3
	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	2%	-	-	-	1%	*	-	-	1%	1%	1%
Don't know	115	39	77	14	21	53	28	25	33	29	28	27	6	4	8	20	10	7	30	36	49
	11%	8%	15%	12%	13%	10%	13%	9%	11%	14%	12%	10%	3%	3%	13%	10%	5%	5%	9%	12%	14%

**Opinion Poll**  
**CATI Fieldwork : May 16th-18th 2008**

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1008	1008
Weighted base		1008	1008
<b><u>Gender</u></b>			
Male		458 45%	484 48%
Female		550 55%	524 52%
<b><u>Age</u></b>			
18-24	(21)	84 8%	120 12%
25-34	(29.5)	122 12%	160 16%
35-44	(39.5)	173 17%	201 20%
45-54	(49.5)	215 21%	171 17%
55-64	(59.5)	167 17%	148 15%
65+	(70)	247 25%	208 21%
Average age		49.67	46.64

**Opinion Poll**  
**CATI Fieldwork : May 16th-18th 2008**

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1008	1008
<b><u>Social Class</u></b>		
AB	319 32%	268 27%
C1	241 24%	296 29%
C2	176 17%	210 21%
DE	272 27%	234 23%
<b><u>Region</u></b>		
North	342 34%	340 34%
Midlands	316 31%	308 31%
South	350 35%	361 36%

**Opinion Poll**  
**CATI Fieldwork : May 16th-18th 2008**

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1008	1008
<b><u>Working status</u></b>		
Full-time	419 42%	461 46%
Part-time	145 14%	120 12%
Not working but seeking work or temporarily unemployed/sick	43 4%	52 5%
Not working/not seeking work	56 6%	70 7%
Retired	288 29%	252 25%
Student	25 2%	39 4%
Refused	32 3%	14 1%

**Opinion Poll**  
**CATI Fieldwork : May 16th-18th 2008**

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1008	1008
<b><u>Tenure</u></b>		
Own outright	369 37%	332 33%
Own with a mortgage	355 35%	389 39%
Council	77 8%	124 12%
Housing Assoc.	50 5%	40 4%
Rented from someone else	100 10%	89 9%
Rent free	7 1%	7 1%
Refused	50 5%	27 3%

**Opinion Poll**  
**CATI Fieldwork : May 16th-18th 2008**

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1008	1008
<b><u>Foreign Holiday in last 3 years</u></b>		
Yes	627 62%	611 61%
No	381 38%	397 39%
<b><u>Number of cars</u></b>		
None	184 18%	208 21%
1	456 45%	418 42%
2	284 28%	293 29%
3+	84 8%	89 9%

**Opinion Poll**  
**CATI Fieldwork : May 16th-18th 2008**

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1008	1008
<b><u>Internet Access</u></b>		
At all	754 75%	770 76%
At home (net)	704 70%	718 71%
At work (net)	358 36%	357 35%
At home	386 38%	403 40%
At work	40 4%	41 4%
Both at home and at work	318 32%	316 31%
Somewhere else	10 1%	11 1%
Not at all	254 25%	238 24%

## Opinion Poll

### CATI Fieldwork : May 16th-18th 2008

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1008	1008
<b><u>What is the highest educational level that you have achieved to date?</u></b>		
Secondary/ high school/ NVQ 1-3	464 46%	508 50%
University degree or equivalent professional qualification/ NVQ4	294 29%	278 28%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	76 8%	70 7%
No formal education	128 13%	128 13%
None of these	9 1%	9 1%
Refused	37 4%	15 1%

**Opinion Poll**  
**CATI Fieldwork : May 16th-18th 2008**

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1008	1008
<b><u>Marital Status</u></b>		
Single	186 18%	230 23%
Married/ co-habiting	579 57%	579 57%
Widowed/ separated/ divorced	202 20%	180 18%
Refused	41 4%	20 2%
<b><u>Children</u></b>		
None aged 18 or under	692 69%	697 69%
NET: Yes	273 27%	287 28%
NET: Yes any aged 15 or under	223 22%	235 23%
- Aged under 5	90 9%	102 10%
- Aged 5-10	106 11%	112 11%
- Aged 11-15	105 10%	105 10%
- Aged 16-18	87 9%	92 9%
Refused	43 4%	24 2%

**Opinion Poll**  
**CATI Fieldwork : May 16th-18th 2008**

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1008	1008
<b><u>Grocery shopping status</u></b>		
Yes - do half or more	782 78%	785 78%
No - do less than half	207 21%	217 22%
Refused	19 2%	6 1%

**Opinion Poll**  
**CATI Fieldwork : May 16th-18th 2008**

Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1008	1008
Weighted base	1008	1008
Conservative	231 23%	193 19%
Labour	266 26%	224 22%
Liberal Democrat/ Liberal	93 9%	130 13%
Scottish National Party/SNP	17 2%	16 2%
Plaid Cymru	3 *	2 *
Green Party	4 *	5 1%
UK Independence Party (UKIP)	6 1%	8 1%
Others	14 1%	14 1%
Did not vote	286 28%	318 32%
Refused	62 6%	68 7%
Don't know	26 3%	30 3%