



## ICM Poll for The Guardian

**Fieldwork dates:** 21<sup>st</sup> – 23<sup>rd</sup> August 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:** 1,004

**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 : August 21st-23rd 2009

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	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319	
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365	
Certain to vote	(10)	508	265	243	28	63	277	140	151	138	96	124	171	98	75	57	144	133	86	180	148	180
		51%	55%	47%	24%	40%	53%	68%	57%	47%	46%	52%	66%	57%	56%	59%	73%	59%	67%	53%	49%	49%
	(9)	64	36	28	9	8	31	16	12	30	10	12	11	18	9	10	11	16	14	17	20	28
		6%	7%	5%	8%	5%	6%	8%	5%	10%	5%	5%	4%	10%	7%	11%	5%	7%	11%	5%	6%	8%
	(8)	89	39	51	18	17	45	9	36	28	11	14	34	13	12	9	17	32	9	23	26	41
		9%	8%	10%	15%	11%	9%	4%	14%	10%	5%	6%	13%	8%	9%	10%	9%	14%	7%	7%	9%	11%
	(7)	56	26	30	6	13	30	7	17	10	15	15	19	11	8	5	8	10	9	18	16	22
		6%	5%	6%	5%	8%	6%	4%	6%	3%	7%	6%	7%	7%	6%	5%	4%	4%	7%	5%	5%	6%
	(6)	26	4	22	3	6	10	6	5	11	2	7	6	3	4	2	1	3	2	8	9	9
		3%	1%	4%	3%	4%	2%	3%	2%	4%	1%	3%	2%	2%	3%	2%	1%	1%	2%	2%	3%	2%
	(5)	68	24	45	14	13	38	3	5	25	27	12	9	14	11	6	7	12	2	19	23	27
		7%	5%	9%	12%	8%	7%	2%	2%	8%	13%	5%	3%	8%	8%	7%	4%	5%	1%	6%	8%	7%
	(4)	22	11	12	8	2	12	2	3	8	4	8	5	4	6	1	3	3	1	8	9	5
		2%	2%	2%	6%	1%	2%	1%	1%	3%	2%	3%	2%	2%	4%	1%	1%	1%	1%	2%	3%	1%
	(3)	29	15	14	2	12	12	3	3	15	5	6	3	3	8	5	2	3	2	11	9	9
		3%	3%	3%	2%	8%	2%	2%	1%	5%	3%	2%	1%	2%	6%	5%	1%	1%	1%	3%	3%	3%
	(2)	16	4	12	6	1	8	1	1	3	6	6	2	8	1	1	1	2	1	5	7	4
		2%	1%	2%	5%	1%	2%	*	*	1%	3%	2%	1%	5%	1%	1%	*	1%	1%	2%	2%	1%
Certain not to vote	(1)	122	58	64	22	25	57	18	30	24	33	35	-	-	-	3	12	3	48	33	40	
		12%	12%	12%	19%	15%	11%	9%	11%	8%	16%	15%	-	-	-	2%	5%	2%	14%	11%	11%	
Refused		1	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-	
		*	-	*	-	-	-	*	-	-	*	-	-	-	-	-	*	-	-	*	-	
Don't know		2	1	1	1	-	*	*	-	-	2	-	-	-	-	-	*	-	*	1	*	
		*	*	*	1%	-	*	*	-	-	1%	-	-	-	-	-	*	-	*	*	*	
Mean		7.59	7.81	7.38	6.13	6.88	7.75	8.56	8.13	7.67	7.01	7.40	8.94	8.45	8.32	8.63	9.11	8.45	9.01	7.50	7.52	7.72
Standard deviation		3.21	3.19	3.22	3.37	3.37	3.13	2.78	2.96	3.01	3.46	3.41	1.78	2.35	2.35	2.17	1.90	2.53	1.94	3.37	3.20	3.07
Standard error		0.10	0.15	0.14	0.38	0.29	0.13	0.19	0.16	0.19	0.27	0.21	0.11	0.17	0.21	0.22	0.13	0.16	0.20	0.18	0.18	0.17

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

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	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
Conservative	260 26%	142 29%	118 23%	26 22%	34 22%	139 27%	61 30%	90 34%	68 23%	47 23%	55 23%	260 100%	-	-	-	143 73%	27 12%	25 20%	69 20%	78 26%	114 31%
Labour	173 17%	73 15%	100 19%	25 21%	26 17%	86 17%	36 17%	40 15%	50 17%	32 15%	51 21%	-	173 100%	-	-	2 1%	116 51%	4 3%	69 20%	54 18%	50 14%
Liberal Democrat/ Liberal	133 13%	53 11%	81 15%	12 10%	27 17%	63 12%	31 15%	37 14%	49 17%	21 10%	27 11%	-	-	133 100%	-	5 3%	25 11%	62 48%	37 11%	37 12%	59 16%
Scottish National Party/ SNP	20 2%	16 3%	4 1%	-	3 2%	13 2%	5 2%	9 3%	6 2%	2 1%	3 1%	-	-	-	20 20%	-	2 1%	1 1%	18 5%	-	1 *
Plaid Cymru	7 1%	4 1%	3 1%	-	1 1%	5 1%	1 1%	3 1%	1 *	1 1%	3 1%	-	-	-	7 7%	-	2 1%	-	-	6 2%	1 *
Green Party	25 2%	15 3%	10 2%	4 4%	6 4%	13 2%	2 1%	6 2%	7 2%	3 2%	8 3%	-	-	-	25 26%	1 1%	6 3%	1 1%	6 2%	8 3%	11 3%
UK Independence Party (UKIP)	20 2%	16 3%	4 1%	7 6%	-	9 2%	5 2%	1 *	13 4%	5 2%	2 1%	-	-	-	20 21%	2 1%	3 1%	3 3%	6 2%	4 1%	10 3%
British National Party (BNP)	16 2%	14 3%	3 1%	3 2%	2 1%	8 2%	3 2%	1 *	3 1%	8 4%	5 2%	-	-	-	16 17%	3 2%	3 1%	-	3 1%	9 3%	5 1%
Other	9 1%	5 1%	4 1%	-	4 3%	3 1%	1 1%	-	5 2%	-	4 2%	-	-	-	9 9%	* 2%	2 1%	3 2%	5 2%	2 1%	1 *
Would not vote	122 12%	58 12%	64 12%	22 19%	25 15%	57 11%	18 9%	30 11%	24 8%	33 16%	35 15%	-	-	-	-	3 2%	12 5%	3 2%	48 14%	33 11%	40 11%
Don't know	140 14%	52 11%	88 17%	17 14%	23 15%	83 16%	17 8%	29 11%	41 14%	38 18%	32 13%	-	-	-	-	27 14%	21 9%	20 15%	46 14%	44 15%	49 13%
Refused	79 8%	36 8%	42 8%	2 1%	7 5%	43 8%	27 13%	18 7%	27 9%	20 9%	15 6%	-	-	-	-	9 4%	7 3%	7 5%	28 8%	27 9%	24 6%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 3

Data derived from:-

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

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

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

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

Data excludes those who definitely will not vote (12%), don't know who they would vote for (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	565	270	295	33	69	325	138	214	138	74	139	239	156	92	78	159	194	68	200	173	192
Weighted base	561	292	269	53	83	290	136	176	162	93	130	235	141	104	82	149	167	94	180	165	217
Conservative	235	134	101	18	33	126	57	87	57	40	51	235	-	-	-	135	25	25	62	72	100
	42%	46%	38%	35%	40%	44%	42%	49%	35%	43%	40%	100%	-	-	-	91%	15%	27%	35%	44%	46%
Labour	141	64	77	14	18	74	34	38	38	24	42	-	141	-	2	106	4	57	43	42	
	25%	22%	29%	27%	22%	26%	25%	21%	23%	26%	32%	-	100%	-	2%	63%	5%	32%	26%	19%	
Liberal Democrat/ Liberal	104	39	65	9	20	46	29	33	40	12	19	-	-	104	5	19	55	27	25	52	
	19%	13%	24%	18%	24%	16%	21%	19%	24%	13%	14%	-	-	100%	3%	11%	59%	15%	15%	24%	
Scottish National Party/ SNP	18	14	4	-	3	11	5	9	6	1	2	-	-	-	18	-	2	1	17	-	1
	3%	5%	2%	-	3%	4%	3%	5%	3%	1%	2%	-	-	-	22%	-	1%	1%	9%	-	1%
Plaid Cymru	7	4	3	-	1	5	1	3	1	1	3	-	-	-	7	-	2	-	-	6	1
	1%	1%	1%	-	2%	2%	1%	2%	*	1%	2%	-	-	-	9%	-	1%	-	-	4%	*
Green Party	15	9	6	3	2	9	1	6	3	3	3	-	-	-	15	1	4	1	5	4	6
	3%	3%	2%	5%	3%	3%	1%	3%	2%	4%	3%	-	-	-	19%	*	3%	1%	3%	3%	3%
UK Independence Party (UKIP)	17	13	4	5	-	8	4	1	11	3	2	-	-	-	17	2	3	3	4	4	9
	3%	4%	2%	10%	-	3%	3%	*	7%	4%	2%	-	-	-	21%	1%	2%	4%	2%	3%	4%
British National Party (BNP)	16	13	3	3	2	7	3	1	3	8	4	-	-	-	16	3	3	-	2	9	5
	3%	4%	1%	6%	3%	2%	3%	*	2%	9%	3%	-	-	-	19%	2%	2%	-	1%	5%	2%
Other	9	5	4	-	4	3	1	-	5	-	4	-	-	-	9	*	2	3	5	2	1
	2%	2%	2%	-	5%	1%	1%	-	3%	-	3%	-	-	-	11%	*	1%	3%	3%	1%	1%

**Opinion Poll**  
**CATI Fieldwork : August 21st-23rd 2009**

Col percents

Table 4  
**Published Vote Intention Figures**  
Percentages derived from the responses of 740 respondents

	<u>Total</u>
Conservative	41%
Labour	25%
Liberal Democrat	19%
Other	14%
- Nationalists	5%
- Green	3%
- UKIP	3%
- BNP	3%
- Others	2%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 5

**Q.1 Which of the following issues will be most important in your decision on how to vote at the next 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	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
The economy generally	238 24%	126 26%	112 21%	29 25%	36 23%	143 27%	29 14%	82 31%	76 26%	45 22%	35 15%	76 29%	44 26%	27 20%	22 23%	55 28%	59 26%	28 22%	73 22%	68 22%	96 26%
Health services	154 15%	54 11%	100 19%	12 10%	25 16%	84 16%	33 16%	35 13%	43 15%	27 13%	49 20%	28 11%	31 18%	25 18%	13 13%	28 14%	50 22%	20 16%	53 16%	53 17%	48 13%
Asylum and Immigration	143 14%	85 18%	59 11%	11 9%	15 9%	76 15%	42 20%	27 10%	37 12%	28 13%	53 22%	46 18%	16 9%	15 11%	17 18%	36 18%	26 12%	25 20%	47 14%	55 18%	41 11%
Law and order	112 11%	52 11%	60 11%	11 9%	16 10%	49 9%	37 18%	26 10%	33 11%	28 14%	25 10%	30 12%	27 16%	10 7%	10 10%	19 10%	28 12%	15 12%	43 13%	26 9%	43 12%
Taxation and public services	101 10%	56 12%	45 9%	11 10%	19 12%	53 10%	18 9%	29 11%	36 12%	21 10%	15 6%	27 11%	10 6%	21 15%	7 7%	27 14%	22 10%	11 9%	38 11%	26 9%	37 10%
Education	90 9%	26 5%	64 12%	15 12%	23 15%	44 9%	8 4%	22 8%	19 7%	26 13%	23 10%	18 7%	22 13%	12 9%	7 7%	5 3%	23 10%	7 5%	29 9%	25 8%	36 10%
The environment	58 6%	25 5%	33 6%	12 10%	12 7%	19 4%	16 8%	14 6%	23 8%	8 4%	12 5%	13 5%	5 3%	15 11%	11 11%	3 2%	6 3%	14 11%	10 3%	19 6%	30 8%
The fight against terrorism	39 4%	21 4%	18 3%	6 5%	8 5%	19 4%	7 3%	10 4%	8 3%	12 6%	10 4%	9 4%	9 5%	4 3%	2 2%	7 4%	7 3%	3 2%	17 5%	9 3%	13 4%
Europe	26 3%	16 3%	10 2%	5 5%	2 2%	11 2%	7 3%	8 3%	9 3%	7 3%	2 1%	7 3%	5 3%	3 2%	5 5%	9 4%	1 1%	3 2%	11 3%	3 1%	12 3%
None of these	25 2%	16 3%	9 2%	3 2%	3 2%	15 3%	5 2%	5 2%	9 3%	3 1%	8 4%	* *	2 1%	2 2%	4 4%	1 1%	2 1%	3 2%	8 2%	14 5%	3 1%
Don't know	17 2%	5 1%	12 2%	3 3%	1 1%	7 1%	5 3%	4 2%	2 1%	3 1%	7 3%	5 2%	2 1%	1 1%	- -	6 3%	3 1%	- -	7 2%	4 1%	5 1%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 6

**Q.2 Irrespective of how you yourself will vote at the next election, which political party do you think is putting forward the best policies on...?**

**Health services**

**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	North	Mid-lands
Unweighted base	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
Conservative	281 28%	153 32%	128 25%	31 26%	32 20%	155 30%	64 31%	90 34%	73 25%	50 24%	68 29%	177 68%	17 10%	11 8%	22 23%	125 64%	32 14%	25 20%	83 25%	80 26%	119 33%
Labour	310 31%	135 28%	175 34%	36 30%	39 25%	160 31%	76 37%	78 30%	102 35%	53 25%	77 32%	27 10%	127 73%	44 33%	27 28%	18 9%	132 58%	33 26%	117 35%	93 31%	100 28%
Liberal Democrat	85 8%	49 10%	36 7%	10 8%	18 11%	45 9%	13 6%	23 9%	25 8%	17 8%	21 9%	14 5%	3 2%	47 35%	3 3%	11 5%	11 5%	40 31%	26 8%	22 7%	38 10%
Another party	47 5%	30 6%	17 3%	2 1%	11 7%	26 5%	8 4%	7 3%	16 5%	13 6%	10 4%	2 1%	2 1%	3 2%	29 30%	2 1%	7 3%	2 1%	17 5%	12 4%	18 5%
None of them	171 17%	73 15%	98 19%	17 15%	33 21%	93 18%	28 13%	45 17%	47 16%	43 20%	36 15%	33 13%	20 11%	14 11%	10 10%	23 12%	33 15%	20 15%	61 18%	61 20%	49 13%
Refused	3 *	2 *	1 *	- -	- -	2 *	1 1%	- -	1 *	1 1%	* *	- -	- -	- -	- -	- -	- -	- -	- -	3 1%	- -
Don't know	107 11%	41 9%	66 13%	23 20%	27 17%	40 8%	17 8%	20 8%	28 10%	32 15%	27 11%	9 3%	4 3%	14 10%	6 6%	18 9%	12 5%	10 7%	34 10%	33 11%	41 11%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 7

**Q.2 Irrespective of how you yourself will vote at the next election, which political party do you think is putting forward the best policies on...?**

**Education**

**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	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
Conservative	296 29%	174 36%	122 23%	23 19%	36 23%	166 32%	71 34%	92 35%	82 28%	60 29%	61 25%	191 74%	15 9%	22 17%	18 19%	129 65%	42 19%	32 25%	85 25%	95 31%	116 32%
Labour	254 25%	102 21%	152 29%	28 24%	33 21%	141 27%	52 25%	58 22%	76 26%	47 22%	74 31%	20 8%	111 64%	28 21%	17 17%	9 5%	116 51%	16 13%	100 30%	71 23%	84 23%
Liberal Democrat	98 10%	52 11%	46 9%	15 13%	16 10%	46 9%	20 10%	33 13%	25 8%	17 8%	23 9%	7 3%	9 5%	51 38%	9 10%	4 2%	16 7%	42 33%	33 10%	27 9%	38 10%
Another party	55 5%	37 8%	18 4%	8 7%	10 7%	28 5%	8 4%	10 4%	22 7%	12 6%	12 5%	4 2%	4 2%	5 4%	32 33%	3 2%	4 2%	3 3%	19 6%	10 3%	26 7%
None of them	165 16%	69 14%	96 18%	19 16%	34 22%	89 17%	23 11%	38 15%	57 20%	32 15%	38 16%	27 10%	24 14%	15 11%	13 13%	22 11%	35 15%	19 15%	57 17%	55 18%	53 15%
Refused	5 1%	3 1%	2 *	- -	- -	2 *	3 1%	* *	1 *	3 1%	* *	- -	- -	- -	2 2%	2 1%	* *	- -	- -	3 1%	2 1%
Don't know	132 13%	46 10%	86 16%	25 21%	29 18%	48 9%	30 14%	31 12%	29 10%	39 19%	32 14%	11 4%	10 6%	12 9%	6 6%	27 14%	13 6%	16 13%	44 13%	41 14%	46 13%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 8

**Q.2 Irrespective of how you yourself will vote at the next election, which political party do you think is putting forward the best policies on...?**

**Law and order**

**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	Other	Con	Lab	Lib	North	Mid-lands	South
Unweighted base	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
Conservative	340 34%	182 38%	158 30%	34 29%	43 27%	175 34%	88 43%	113 43%	110 37%	59 28%	58 24%	180 69%	22 13%	36 27%	32 33%	131 66%	47 21%	47 36%	98 29%	96 32%	147 40%
Labour	197 20%	83 17%	114 22%	27 23%	24 15%	110 21%	35 17%	46 17%	47 16%	40 19%	64 27%	16 6%	92 53%	18 13%	16 17%	8 4%	91 40%	12 9%	75 22%	61 20%	61 17%
Liberal Democrat	78 8%	36 7%	43 8%	7 6%	14 9%	36 7%	21 10%	18 7%	29 10%	10 5%	22 9%	7 3%	11 6%	43 33%	2 2%	9 4%	17 7%	33 25%	27 8%	22 7%	29 8%
Another party	50 5%	35 7%	15 3%	2 2%	10 6%	28 5%	9 5%	9 3%	16 6%	16 8%	9 4%	5 2%	3 2%	2 1%	25 25%	8 4%	5 2%	2 2%	20 6%	10 3%	19 5%
None of them	204 20%	102 21%	101 19%	20 17%	39 25%	112 22%	32 15%	50 19%	60 20%	46 22%	48 20%	39 15%	30 18%	24 18%	13 13%	19 9%	48 21%	23 18%	72 21%	70 23%	61 17%
Refused	4 *	2 *	3 1%	- -	- -	2 *	3 1%	- -	1 *	3 1%	* *	- -	- -	- -	- -	- -	- -	- -	- -	3 1%	1 *
Don't know	130 13%	43 9%	87 17%	27 23%	28 18%	56 11%	19 9%	27 10%	30 10%	35 17%	38 16%	14 5%	15 9%	10 8%	10 10%	22 11%	19 8%	12 9%	45 13%	40 13%	46 13%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 9

**Q.2 Irrespective of how you yourself will vote at the next election, which political party do you think is putting forward the best policies on...?**

**Asylum and Immigration**

**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	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
Conservative	305 30%	171 35%	134 26%	27 23%	44 28%	158 30%	75 36%	100 38%	91 31%	49 23%	66 28%	163 63%	24 14%	37 28%	18 19%	118 60%	44 19%	39 30%	90 27%	91 30%	123 34%
Labour	169 17%	62 13%	106 20%	25 21%	20 13%	93 18%	30 15%	36 14%	59 20%	29 14%	45 19%	18 7%	82 47%	19 14%	11 11%	7 4%	77 34%	11 9%	65 19%	44 14%	60 16%
Liberal Democrat	75 7%	41 8%	34 7%	7 6%	10 6%	38 7%	20 10%	24 9%	26 9%	9 5%	15 6%	10 4%	10 6%	38 28%	7 7%	7 4%	15 7%	30 23%	24 7%	24 8%	27 7%
Another party	93 9%	56 12%	37 7%	9 7%	16 10%	48 9%	19 9%	12 4%	36 12%	29 14%	16 7%	13 5%	6 4%	6 5%	40 41%	16 8%	21 9%	7 6%	31 9%	28 9%	33 9%
None of them	217 22%	111 23%	106 20%	23 20%	39 24%	119 23%	37 18%	61 23%	48 16%	52 25%	57 24%	37 14%	36 21%	19 14%	12 13%	23 12%	44 19%	25 20%	83 25%	66 22%	68 19%
Refused	7 1%	2 *	6 1%	- -	- -	5 1%	3 1%	- -	1 *	6 3%	* *	- -	2 1%	- -	- -	- -	2 1%	1 1%	- -	3 1%	4 1%
Don't know	138 14%	40 8%	98 19%	27 23%	30 19%	58 11%	23 11%	30 12%	32 11%	36 17%	40 17%	18 7%	14 8%	13 10%	9 9%	25 13%	24 11%	16 12%	43 13%	46 15%	49 14%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 10

**Q.2 Irrespective of how you yourself will vote at the next election, which political party do you think is putting forward the best policies on...?**

**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	Other	Con	Lab	Lib	North	Mid- lands	South
Unweighted base	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
Conservative	194 19%	106 22%	88 17%	26 22%	27 17%	95 18%	45 22%	65 25%	63 21%	30 14%	36 15%	123 47%	8 4%	11 8%	16 17%	84 43%	23 10%	13 10%	50 15%	60 20%	84 23%
Labour	166 17%	74 15%	92 18%	16 14%	26 16%	87 17%	38 18%	25 9%	53 18%	33 16%	56 23%	18 7%	81 47%	17 12%	8 9%	11 6%	81 36%	8 6%	71 21%	48 16%	47 13%
Liberal Democrat	160 16%	84 17%	76 15%	21 18%	19 12%	81 16%	39 19%	49 19%	57 19%	23 11%	30 13%	32 12%	20 12%	62 47%	7 8%	26 13%	30 13%	54 41%	47 14%	46 15%	67 18%
Another party	183 18%	101 21%	83 16%	17 15%	26 16%	110 21%	30 15%	56 21%	49 17%	38 18%	40 17%	38 15%	26 15%	21 15%	51 53%	29 15%	37 16%	26 20%	63 19%	49 16%	71 20%
None of them	174 17%	76 16%	98 19%	17 15%	30 19%	94 18%	33 16%	42 16%	43 15%	44 21%	45 19%	33 13%	26 15%	11 9%	8 8%	24 12%	37 16%	17 13%	71 21%	59 19%	45 12%
Refused	3 *	2 *	1 *	- -	- -	2 *	1 1%	- -	1 *	1 1%	* *	- -	- -	- -	- -	- -	- -	- -	- -	3 1%	- -
Don't know	123 12%	40 8%	84 16%	20 17%	30 19%	51 10%	22 10%	25 10%	28 9%	39 19%	31 13%	16 6%	13 7%	12 9%	6 6%	23 12%	18 8%	11 9%	35 11%	37 12%	51 14%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 11

**Q.2 Irrespective of how you yourself will vote at the next election, which political party do you think is putting forward the best policies on...?**

**Europe**

**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	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
Conservative	243 24%	123 26%	120 23%	24 20%	32 20%	135 26%	52 25%	82 31%	78 27%	38 18%	45 19%	143 55%	17 10%	21 16%	16 16%	99 50%	31 14%	29 23%	61 18%	83 27%	99 27%
Labour	206 21%	94 19%	112 22%	30 25%	35 22%	104 20%	37 18%	49 19%	68 23%	36 17%	54 22%	24 9%	94 54%	21 15%	16 16%	7 4%	89 39%	13 10%	82 24%	57 19%	68 19%
Liberal Democrat	108 11%	56 12%	52 10%	12 10%	15 10%	47 9%	33 16%	37 14%	28 10%	20 10%	23 9%	18 7%	12 7%	55 42%	5 5%	12 6%	22 10%	44 34%	34 10%	24 8%	49 14%
Another party	108 11%	75 16%	33 6%	10 9%	12 8%	63 12%	22 11%	18 7%	30 10%	34 16%	25 11%	18 7%	7 4%	5 4%	43 44%	25 13%	19 8%	11 9%	38 11%	28 9%	43 12%
None of them	184 18%	81 17%	103 20%	19 16%	36 23%	97 19%	32 16%	43 16%	55 19%	43 21%	43 18%	33 13%	25 14%	19 14%	11 11%	30 15%	35 15%	17 13%	76 23%	55 18%	53 15%
Refused	6 1%	2 1%	3 1%	- -	- -	2 *	4 2%	- -	2 1%	1 1%	3 1%	- -	- -	1 1%	- -	- -	1 *	2 1%	1 *	5 2%	* *
Don't know	149 15%	50 10%	99 19%	23 20%	28 18%	71 14%	26 13%	33 13%	33 11%	37 18%	46 19%	24 9%	18 10%	11 8%	7 7%	23 12%	30 13%	14 11%	45 13%	52 17%	52 14%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 12

**Q.2 Irrespective of how you yourself will vote at the next election, which political party do you think is putting forward the best policies on...?**

**The economy generally**

**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	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
Conservative	329 33%	181 38%	148 28%	29 25%	42 26%	177 34%	81 39%	109 41%	95 32%	55 26%	70 29%	203 78%	20 12%	24 18%	20 21%	130 66%	40 18%	41 31%	97 29%	94 31%	138 38%
Labour	219 22%	98 20%	121 23%	25 21%	35 22%	112 21%	47 23%	53 20%	64 22%	38 18%	64 27%	14 5%	105 61%	28 21%	14 15%	5 2%	104 46%	19 15%	85 25%	65 21%	69 19%
Liberal Democrat	91 9%	49 10%	43 8%	13 11%	13 8%	37 7%	28 13%	25 9%	31 11%	14 7%	21 9%	7 3%	13 7%	48 36%	9 9%	11 6%	21 9%	31 24%	33 10%	23 8%	35 10%
Another party	58 6%	35 7%	22 4%	6 5%	14 9%	30 6%	8 4%	10 4%	22 7%	13 6%	12 5%	4 1%	3 2%	4 3%	33 34%	7 4%	8 3%	4 3%	21 6%	17 6%	19 5%
None of them	199 20%	84 17%	115 22%	28 24%	33 21%	113 22%	26 12%	43 16%	52 18%	58 28%	47 20%	25 10%	27 15%	22 16%	14 15%	27 14%	42 19%	24 18%	69 21%	67 22%	63 17%
Refused	3 *	1 *	2 *	- -	- -	2 *	1 1%	- -	2 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1%	* *
Don't know	105 10%	34 7%	70 14%	17 14%	22 14%	49 10%	16 8%	23 9%	28 10%	29 14%	25 10%	8 3%	6 4%	8 6%	6 7%	17 9%	12 5%	12 9%	31 9%	35 11%	39 11%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 13

**Q.2 Irrespective of how you yourself will vote at the next election, which political party do you think is putting forward the best policies on...?**

**Taxation and public services**

**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	Other	Con	Lab	Lib	North	Mid- lands	South
Unweighted base	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
Conservative	300 30%	171 35%	128 25%	28 24%	37 23%	175 34%	59 29%	104 40%	82 28%	58 28%	56 23%	180 69%	16 9%	19 14%	22 23%	126 64%	31 14%	39 30%	93 28%	83 27%	123 34%
Labour	241 24%	103 21%	139 27%	28 23%	40 25%	117 23%	57 27%	60 23%	71 24%	43 21%	67 28%	20 8%	111 64%	21 16%	19 19%	9 4%	109 48%	21 16%	96 29%	67 22%	78 22%
Liberal Democrat	115 11%	65 13%	50 10%	17 14%	14 9%	61 12%	24 11%	28 11%	40 14%	23 11%	23 10%	20 8%	13 7%	51 38%	11 11%	15 8%	30 13%	35 27%	30 9%	40 13%	45 12%
Another party	53 5%	33 7%	19 4%	7 6%	10 6%	28 5%	8 4%	9 3%	22 7%	10 5%	12 5%	1 *	2 1%	5 4%	31 31%	3 2%	5 2%	2 2%	19 6%	11 4%	22 6%
None of them	182 18%	80 16%	103 20%	19 16%	31 20%	96 18%	37 18%	36 14%	48 17%	49 24%	48 20%	29 11%	25 14%	24 18%	12 12%	23 12%	38 17%	22 17%	68 20%	62 20%	53 14%
Refused	5 *	3 1%	2 *	- -	- -	2 *	3 1%	- -	2 1%	1 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	3 1%	2 *
Don't know	109 11%	28 6%	81 15%	20 17%	27 17%	41 8%	21 10%	25 10%	28 10%	24 12%	31 13%	10 4%	7 4%	13 9%	3 3%	21 11%	13 6%	11 8%	30 9%	38 12%	41 11%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 14

**Q.2 Irrespective of how you yourself will vote at the next election, which political party do you think is putting forward the best policies on...?**

**The fight against terrorism**

**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
Unweighted base	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319	
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365	
Conservative	245 24%	136 28%	109 21%	26 22%	28 17%	134 26%	57 28%	74 28%	85 29%	42 20%	45 19%	147 57%	15 9%	18 14%	18 19%	106 54%	25 11%	33 25%	69 20%	68 23%	108 30%	
Labour	247 25%	116 24%	131 25%	30 25%	42 26%	124 24%	52 25%	67 26%	68 23%	48 23%	64 27%	24 9%	101 58%	31 23%	15 15%	15 8%	102 45%	25 20%	108 32%	67 22%	73 20%	
Liberal Democrat	50 5%	27 6%	24 5%	9 7%	4 2%	21 4%	17 8%	11 4%	17 6%	8 4%	14 6%	6 2%	5 3%	29 22%	3 3%	6 3%	11 5%	18 14%	14 4%	17 6%	19 5%	
Another party	67 7%	40 8%	27 5%	4 3%	12 8%	39 8%	11 5%	13 5%	22 7%	20 9%	12 5%	8 3%	6 3%	9 6%	29 30%	6 3%	15 7%	4 3%	25 7%	14 5%	28 8%	
None of them	238 24%	111 23%	126 24%	23 20%	43 27%	130 25%	41 20%	67 25%	51 18%	59 28%	61 25%	52 20%	33 19%	31 23%	23 23%	34 17%	49 22%	31 24%	74 22%	74 25%	89 24%	
Refused	4 *	* *	4 1%	- -	2 1%	3 1%	- -	- -	3 1%	1 1%	* *	- -	- -	- -	2 2%	- -	- -	2 1%	2 *	3 1%	* *	
Don't know	153 15%	52 11%	101 19%	27 23%	29 18%	68 13%	29 14%	32 12%	47 16%	32 15%	43 18%	23 9%	14 8%	15 11%	8 8%	30 15%	25 11%	18 14%	46 14%	59 20%	48 13%	

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 15

**Q.2 Irrespective of how you yourself will vote at the next election, which political party do you think is putting forward the best policies on...?**

**Sorting out the economic crisis**

**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	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319			
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365			
Conservative	322 32%	187 39%	135 26%	41 35%	38 24%	162 31%	81 39%	108 41%	100 34%	47 22%	68 28%	189 73%	20 12%	26 19%	28 28%	127 65%	38 17%	34 26%	96 28%	91 30%	136 37%			
Labour	235 23%	104 22%	131 25%	25 21%	35 22%	122 24%	52 25%	53 20%	71 24%	42 20%	69 29%	15 6%	108 62%	26 19%	18 18%	9 4%	105 46%	17 13%	97 29%	62 21%	75 21%			
Liberal Democrat	85 9%	46 10%	39 8%	10 8%	9 6%	43 8%	24 12%	23 9%	29 10%	22 11%	12 5%	10 4%	8 5%	49 37%	5 5%	12 6%	17 7%	38 29%	20 6%	24 8%	42 11%			
Another party	53 5%	28 6%	25 5%	- -	13 8%	34 7%	6 3%	9 4%	19 7%	13 6%	11 5%	5 2%	1 1%	5 4%	26 27%	4 2%	8 3%	7 6%	21 6%	13 4%	18 5%			
None of them	209 21%	85 18%	123 24%	27 23%	39 25%	120 23%	22 11%	51 19%	53 18%	54 26%	51 21%	30 12%	29 17%	19 14%	18 18%	25 13%	41 18%	25 20%	67 20%	78 26%	64 18%			
Refused	3 *	2 *	1 *	- -	- -	2 *	1 1%	- -	1 *	1 1%	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1%	- -		
Don't know	97 10%	31 6%	66 13%	14 12%	24 15%	36 7%	22 11%	18 7%	19 7%	30 15%	29 12%	11 4%	7 4%	9 7%	3 3%	20 10%	19 8%	8 7%	36 11%	31 10%	30 8%			

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 16

**Q.3 If the Conservatives were to win the next election do you expect that the service provided by the NHS to patients will improve or get worse?**

**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	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
Improve	480	229	251	67	79	225	110	132	149	97	102	219	41	57	32	158	69	57	156	144	180
	48%	47%	48%	57%	49%	43%	53%	50%	51%	46%	43%	84%	24%	42%	33%	81%	30%	44%	46%	48%	49%
Get worse	409	199	211	40	60	239	71	102	123	86	99	23	122	69	56	19	139	56	138	122	149
	41%	41%	40%	33%	38%	46%	34%	39%	42%	41%	41%	9%	70%	52%	58%	10%	61%	43%	41%	40%	41%
Don't know	114	55	60	11	20	56	26	29	21	26	38	18	10	8	9	19	19	17	43	36	35
	11%	11%	11%	10%	13%	11%	13%	11%	7%	12%	16%	7%	6%	6%	9%	10%	8%	13%	13%	12%	10%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 17

**Q.3a If the Conservatives were to win the next election do you expect that crime rates will go up or go down?**

**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	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
Go up	360 36%	180 37%	181 35%	41 34%	47 29%	204 39%	69 33%	77 29%	119 41%	75 36%	89 37%	42 16%	84 48%	57 43%	49 50%	41 21%	92 41%	41 32%	129 38%	98 32%	133 37%
Go down	480 48%	241 50%	239 46%	66 56%	82 52%	234 45%	98 47%	144 55%	128 44%	105 50%	103 43%	199 76%	66 38%	51 38%	38 39%	133 68%	98 43%	56 43%	150 45%	151 50%	179 49%
Don't know	164 16%	62 13%	102 19%	11 10%	30 19%	82 16%	40 20%	42 16%	46 16%	29 14%	47 19%	20 7%	23 14%	25 19%	11 11%	23 12%	37 16%	32 25%	58 17%	54 18%	52 14%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 18

**Q.3b If the Conservatives were to win the next election do you expect that state education will improve or get worse?**

**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	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
Improve	522 52%	239 50%	283 54%	79 67%	76 48%	248 48%	119 57%	139 53%	154 53%	100 48%	128 54%	215 83%	61 35%	54 41%	42 43%	151 77%	75 33%	65 50%	168 50%	162 54%	191 53%
Get worse	361 36%	189 39%	172 33%	31 26%	62 39%	213 41%	55 27%	97 37%	110 37%	74 35%	80 33%	23 9%	99 57%	71 53%	46 47%	23 12%	123 54%	49 38%	123 37%	102 34%	135 37%
Don't know	121 12%	54 11%	67 13%	8 7%	21 13%	59 11%	33 16%	27 10%	29 10%	35 17%	31 13%	22 8%	13 7%	8 6%	9 10%	23 12%	28 13%	15 12%	45 13%	38 12%	38 10%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 19

**Q.3c If the Conservatives were to win the next election do you expect that taxes generally will go up or go down?**

**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	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
Go up	733 73%	356 74%	377 72%	66 56%	111 70%	396 76%	159 77%	187 71%	219 75%	148 71%	179 75%	162 62%	122 71%	107 80%	78 80%	122 62%	172 76%	102 79%	253 75%	214 71%	266 73%
Go down	209 21%	105 22%	104 20%	37 31%	42 27%	98 19%	32 15%	59 22%	59 20%	46 22%	45 19%	84 32%	42 24%	21 16%	18 18%	62 31%	44 19%	23 18%	58 17%	70 23%	81 22%
Don't know	62 6%	21 4%	41 8%	15 13%	6 4%	25 5%	16 8%	17 7%	15 5%	15 7%	16 7%	14 5%	9 5%	5 4%	1 1%	13 6%	11 5%	4 3%	25 8%	19 6%	18 5%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 20

**Q.3d If the Conservatives were to win the next election do you expect that you and your family will be better off or worse off?**

**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	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
Better off	302 30%	157 33%	145 28%	47 40%	50 31%	143 28%	62 30%	88 33%	94 32%	60 29%	61 25%	160 62%	38 22%	18 13%	14 15%	102 52%	49 21%	34 26%	74 22%	100 33%	128 35%
Worse off	591 59%	283 59%	309 59%	54 46%	87 55%	336 65%	114 55%	147 56%	169 57%	128 61%	148 62%	80 31%	117 68%	102 76%	72 74%	78 40%	156 69%	79 61%	220 65%	169 56%	203 56%
Don't know	111 11%	43 9%	68 13%	17 14%	22 14%	41 8%	31 15%	29 11%	31 11%	21 10%	30 13%	20 8%	18 10%	14 10%	11 11%	16 8%	22 10%	16 13%	43 13%	33 11%	34 9%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 21

**Q.4 Do you think Labour will do better or worse at the next election with Gordon Brown as leader or ... or would it make no difference one way or the other?**

**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	Other	Con	Lab	Lib	North	Mid-lands	South
Unweighted base	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
<b><u>Peter Mandelson</u></b>																					
Gordon Brown	223	100	123	21	35	100	66	65	68	29	61	40	74	30	22	29	75	32	96	65	63
	22%	21%	24%	18%	22%	19%	32%	25%	23%	14%	26%	15%	43%	22%	22%	15%	33%	25%	28%	21%	17%
Peter Mandelson	101	65	36	21	17	52	11	39	27	24	10	25	17	16	18	19	19	8	37	19	45
	10%	13%	7%	17%	11%	10%	6%	15%	9%	12%	4%	10%	10%	12%	18%	10%	8%	6%	11%	6%	12%
Make no difference one way or the other	680	318	363	77	107	368	129	159	198	156	167	195	82	87	58	149	133	89	204	219	257
	68%	66%	70%	65%	67%	71%	62%	60%	68%	75%	70%	75%	47%	66%	60%	76%	59%	69%	61%	72%	71%
<b><u>David Miliband</u></b>																					
Gordon Brown	143	73	70	14	20	74	35	40	36	25	42	20	58	13	15	15	55	15	61	44	38
	14%	15%	13%	12%	12%	14%	17%	15%	12%	12%	17%	8%	33%	10%	16%	8%	24%	12%	18%	14%	10%
David Miliband	143	78	65	20	29	75	20	56	40	21	26	35	31	22	15	26	26	20	48	40	55
	14%	16%	12%	17%	18%	14%	10%	21%	14%	10%	11%	14%	18%	17%	16%	13%	11%	16%	14%	13%	15%
Make no difference one way or the other	718	331	386	85	110	371	152	167	217	163	171	205	84	98	67	155	146	94	227	219	271
	71%	69%	74%	72%	70%	71%	73%	64%	74%	78%	72%	79%	48%	73%	68%	79%	64%	72%	68%	72%	74%
<b><u>Jack Straw</u></b>																					
Gordon Brown	149	70	79	14	19	72	43	51	47	16	35	27	48	18	12	21	53	19	62	44	43
	15%	15%	15%	12%	12%	14%	21%	20%	16%	7%	15%	10%	28%	13%	13%	11%	24%	15%	18%	15%	12%
Jack Straw	132	64	68	26	22	68	16	47	29	30	26	30	30	24	22	21	27	22	41	33	58
	13%	13%	13%	22%	14%	13%	8%	18%	10%	15%	11%	12%	17%	18%	22%	11%	12%	17%	12%	11%	16%
Make no difference one way or the other	722	348	375	78	117	380	148	165	217	163	178	203	94	91	63	154	147	89	234	225	264
	72%	72%	72%	66%	74%	73%	71%	63%	74%	78%	75%	78%	55%	68%	65%	78%	65%	68%	69%	74%	72%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 21

**Q.4 Do you think Labour will do better or worse at the next election with Gordon Brown as leader or ... or would it make no 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
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
<b>Alan Johnson</b>																					
Gordon Brown	147	74	73	24	25	63	35	45	43	23	36	24	55	19	9	16	45	17	59	44	44
	15%	15%	14%	20%	16%	12%	17%	17%	15%	11%	15%	9%	32%	14%	9%	8%	20%	13%	17%	14%	12%
Alan Johnson	133	71	62	10	35	68	20	52	28	31	22	35	29	19	18	31	28	19	42	38	53
	13%	15%	12%	8%	22%	13%	10%	20%	9%	15%	9%	13%	17%	14%	19%	16%	12%	15%	12%	12%	15%
Make no difference one way or the other	724	338	386	85	99	389	152	166	222	155	181	201	89	95	70	150	154	93	236	221	267
	72%	70%	74%	72%	62%	75%	73%	63%	76%	74%	76%	77%	51%	72%	72%	76%	68%	72%	70%	73%	73%
<b>Harriet Harman</b>																					
Gordon Brown	202	94	108	21	35	97	49	65	63	28	46	35	76	25	22	29	70	32	84	58	60
	20%	20%	21%	18%	22%	19%	24%	25%	22%	13%	19%	13%	44%	19%	23%	15%	31%	25%	25%	19%	17%
Harriet Harman	78	50	28	7	12	49	10	16	17	24	22	16	15	12	8	13	17	10	30	15	34
	8%	10%	5%	6%	7%	9%	5%	6%	6%	11%	9%	6%	9%	9%	8%	6%	8%	8%	9%	5%	9%
Make no difference one way or the other	723	338	385	90	112	373	148	182	213	158	171	210	83	96	67	155	140	87	223	230	270
	72%	70%	74%	76%	71%	72%	71%	69%	73%	75%	72%	81%	48%	72%	69%	79%	62%	67%	66%	76%	74%

## Opinion Poll

### CATI Fieldwork : August 21st-23rd 2009

Absolutes/col percents

Table 22

**Q.5 Putting aside your own party preference for a moment, which outcome do you think would be best for Britain?**

**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	1004	444	560	78	131	580	215	324	251	167	262	261	184	121	94	208	261	96	368	317	319
Weighted base	1004	483	521	118	159	520	207	263	293	209	239	260	173	133	97	197	227	129	337	303	365
A Conservative Government led by David Cameron	581 58%	305 63%	275 53%	62 53%	90 57%	311 60%	117 57%	159 61%	178 61%	119 57%	124 52%	247 95%	41 24%	75 56%	58 60%	175 89%	84 37%	79 61%	181 54%	173 57%	227 62%
A Labour Government led by Gordon Brown	311 31%	131 27%	179 34%	38 32%	53 34%	147 28%	72 35%	79 30%	89 31%	58 28%	84 35%	11 4%	128 74%	48 36%	26 27%	9 5%	125 55%	34 26%	123 36%	91 30%	97 26%
Don't know	113 11%	46 10%	67 13%	18 15%	15 9%	62 12%	18 9%	25 9%	25 9%	32 15%	30 13%	2 1%	4 2%	10 7%	13 13%	12 6%	17 8%	17 13%	33 10%	39 13%	41 11%

**Opinion Poll**  
**CATI Fieldwork : August 21st-23rd 2009**

Absolutes/col percents

Table 23  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1004	1004
Weighted base		1004	1004
<b><u>Gender</u></b>			
Male		444 44%	483 48%
Female		560 56%	521 52%
<b><u>Age</u></b>			
18-24	(21)	78 8%	118 12%
25-34	(29.5)	131 13%	159 16%
35-44	(39.5)	174 17%	198 20%
45-54	(49.5)	219 22%	172 17%
55-64	(59.5)	187 19%	150 15%
65+	(70)	215 21%	207 21%
Average age		49.20	46.73

**Opinion Poll**  
**CATI Fieldwork : August 21st-23rd 2009**

Absolutes/col percents

Table 23  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1004	1004
<b><u>Social Grade</u></b>		
AB	324 32%	263 26%
C1	251 25%	293 29%
C2	167 17%	209 21%
DE	262 26%	239 24%
<b><u>Region</u></b>		
North	368 37%	337 34%
Midlands	317 32%	303 30%
South	319 32%	365 36%

**Opinion Poll**  
**CATI Fieldwork : August 21st-23rd 2009**

Absolutes/col percents

Table 23  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1004	1004
<b><u>Working status</u></b>		
Full-time	424 42%	454 45%
Part-time	142 14%	121 12%
Not working but seeking work or temporarily unemployed/sick	57 6%	69 7%
Not working/not seeking work	65 6%	65 6%
Retired	273 27%	250 25%
Student	23 2%	37 4%
Refused	20 2%	9 1%

**Opinion Poll**  
**CATI Fieldwork : August 21st-23rd 2009**

Absolutes/col percents

Table 23  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1004	1004
<b><u>Tenure</u></b>		
Own outright	350 35%	326 32%
Own with a mortgage	352 35%	391 39%
Council	100 10%	128 13%
Housing Assoc.	47 5%	37 4%
Rented from someone else	112 11%	98 10%
Rent free	9 1%	6 1%
Refused	34 3%	18 2%

**Opinion Poll**  
**CATI Fieldwork : August 21st-23rd 2009**

Absolutes/col percents

Table 24  
**Q.C/D Voting in May 5th 2005 General Election**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Conservative	208 21%	197 20%
Labour	261 26%	227 23%
Liberal Democrat/ Liberal	96 10%	129 13%
Scottish National Party/SNP	24 2%	19 2%
Plaid Cymru	6 1%	4 *
Green Party	11 1%	9 1%
UK Independence Party (UKIP)	6 1%	5 *
British National Party (BNP)	6 1%	7 1%
Others	3 *	3 *
Did not vote	281 28%	319 32%
Refused	80 8%	63 6%
Don't know	22 2%	23 2%