



ICM Poll for The Guardian

Fieldwork dates: 12-14th June 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: 1,006

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 .

Further enquiries: nick.sparrow@icmresearch.co.uk

Opinion Poll Survey

CATI Fieldwork : June 12th-14th 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	1006	441	565	73	122	580	231	334	248	171	253	263	196	116	125	218	284	106	384	277	345	
Weighted base	1006	487	519	118	162	517	209	266	293	210	237	252	182	120	124	197	227	130	347	299	361	
Certain to vote	(10)	539	256	283	17	68	305	149	168	153	100	117	169	113	93	71	151	142	96	166	165	208
		54%	53%	54%	15%	42%	59%	71%	63%	52%	48%	50%	67%	62%	77%	57%	77%	62%	74%	48%	55%	58%
	(9)	50	32	18	9	12	20	8	16	15	10	10	15	15	5	3	12	16	5	15	16	19
		5%	7%	3%	8%	8%	4%	4%	6%	5%	5%	4%	6%	8%	4%	3%	6%	7%	4%	4%	5%	5%
	(8)	92	51	41	30	8	44	11	19	32	28	14	32	17	7	17	11	23	8	28	30	34
		9%	10%	8%	25%	5%	8%	5%	7%	11%	13%	6%	13%	9%	6%	13%	6%	10%	6%	8%	10%	10%
	(7)	49	21	27	13	10	18	9	13	15	7	14	17	14	5	2	6	11	5	21	15	13
		5%	4%	5%	11%	6%	4%	4%	5%	5%	4%	6%	7%	8%	4%	2%	3%	5%	4%	6%	5%	4%
	(6)	23	12	11	3	8	9	2	6	13	2	1	1	4	3	7	6	4	5	7	9	7
		2%	2%	2%	3%	5%	2%	1%	2%	5%	1%	*	*	2%	3%	6%	3%	2%	3%	2%	3%	2%
	(5)	67	30	37	12	9	37	8	11	20	19	16	12	11	2	10	5	13	4	26	15	26
		7%	6%	7%	10%	6%	7%	4%	4%	7%	9%	7%	5%	6%	2%	8%	3%	6%	3%	8%	5%	7%
	(4)	18	6	12	7	4	3	4	1	8	4	5	1	4	2	5	-	3	3	9	1	9
		2%	1%	2%	6%	3%	1%	2%	*	3%	2%	2%	*	2%	2%	4%	-	2%	2%	2%	*	2%
	(3)	15	8	7	6	3	5	2	7	-	2	5	3	2	1	6	-	2	-	4	7	3
		1%	2%	1%	5%	2%	1%	1%	3%	-	1%	2%	1%	1%	1%	5%	-	1%	-	1%	2%	1%
	(2)	13	4	9	1	2	8	2	1	4	3	4	2	3	2	2	1	1	1	6	3	5
		1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	*	1%	2%	1%	1%
Certain not to vote	(1)	134	63	71	17	39	66	12	22	31	33	47	-	-	-	-	5	13	3	66	37	31
		13%	13%	14%	14%	24%	13%	6%	8%	11%	16%	20%	-	-	-	-	3%	6%	2%	19%	13%	9%
Refused		2	-	2	-	-	1	1	-	-	-	1	-	-	-	-	-	-	-	-	2	-
		*	-	*	-	-	*	*	-	-	-	*	-	-	-	-	-	-	-	-	1%	-
Don't know		5	3	2	4	-	-	1	-	1	-	4	-	-	-	-	1	-	-	-	-	5
		*	1%	*	3%	-	-	*	-	*	-	2%	-	-	-	-	*	-	-	-	-	1%
Mean		7.67	7.75	7.60	6.35	6.64	7.87	8.71	8.32	7.80	7.35	7.06	9.07	8.81	9.22	8.26	9.22	8.56	9.02	7.09	7.84	8.09
Standard deviation		3.25	3.18	3.31	2.98	3.71	3.22	2.56	2.85	3.04	3.37	3.66	1.65	1.94	1.76	2.43	1.87	2.49	2.07	3.54	3.17	2.92
Standard error		0.10	0.15	0.14	0.35	0.34	0.13	0.17	0.16	0.19	0.26	0.23	0.10	0.14	0.16	0.22	0.13	0.15	0.20	0.18	0.19	0.16

Opinion Poll Survey

CATI Fieldwork : June 12th-14th 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	1006	441	565	73	122	580	231	334	248	171	253	263	196	116	125	218	284	106	384	277	345
Weighted base	1006	487	519	118	162	517	209	266	293	210	237	252	182	120	124	197	227	130	347	299	361
Conservative	252 25%	115 24%	137 26%	18 15%	44 27%	132 26%	58 27%	75 28%	86 29%	43 21%	48 20%	252 100%	-	-	-	139 71%	20 9%	15 12%	53 15%	87 29%	112 31%
Labour	182 18%	78 16%	104 20%	36 31%	23 14%	85 16%	38 18%	53 20%	50 17%	28 13%	51 21%	-	182 100%	-	-	1 *	124 55%	4 3%	81 23%	42 14%	59 16%
Liberal Democrat/ Liberal	120 12%	61 13%	59 11%	4 3%	16 10%	72 14%	27 13%	47 18%	30 10%	25 12%	17 7%	-	-	120 100%	-	9 4%	16 7%	73 56%	36 10%	31 11%	52 14%
Scottish National Party/ SNP	21 2%	11 2%	11 2%	3 3%	7 4%	9 2%	2 1%	4 1%	3 1%	8 4%	7 3%	-	-	-	21 17%	-	1 *	-	21 6%	-	-
Plaid Cymru	5 1%	3 1%	2 *	-	-	3 1%	3 1%	-	2 1%	2 1%	1 1%	-	-	-	5 4%	-	1 1%	1 1%	-	5 2%	-
Green Party	38 4%	14 3%	24 5%	6 5%	6 3%	20 4%	7 3%	16 6%	13 4%	3 2%	6 3%	-	-	-	38 31%	3 2%	7 3%	5 4%	8 2%	13 4%	18 5%
UK Independence Party (UKIP)	39 4%	29 6%	10 2%	-	1 1%	32 6%	5 2%	5 2%	8 3%	18 9%	7 3%	-	-	-	39 32%	10 5%	11 5%	5 4%	9 2%	15 5%	16 4%
British National Party (BNP)	11 1%	7 2%	4 1%	6 5%	-	3 1%	3 1%	1 *	5 2%	5 2%	1 *	-	-	-	11 9%	2 1%	1 1%	-	3 1%	7 2%	1 *
Other	9 1%	6 1%	2 *	2 2%	-	5 1%	2 1%	1 *	2 1%	2 1%	4 2%	-	-	-	9 7%	-	4 2%	3 2%	5 1%	3 1%	1 *
Would not vote	134 13%	63 13%	71 14%	17 14%	39 24%	66 13%	12 6%	22 8%	31 11%	33 16%	47 20%	-	-	-	-	5 3%	13 6%	3 2%	66 19%	37 13%	31 9%
Don't know	124 12%	61 13%	63 12%	22 19%	21 13%	53 10%	29 14%	29 11%	40 14%	25 12%	30 13%	-	-	-	-	21 11%	22 10%	19 14%	43 12%	34 11%	48 13%
Refused	71 7%	39 8%	32 6%	4 3%	6 3%	36 7%	26 12%	12 5%	23 8%	18 8%	18 7%	-	-	-	-	7 4%	5 2%	2 1%	23 7%	24 8%	24 7%

Opinion Poll Survey

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Absolutes/col percents

Table 3

Data derived from:-

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

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

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

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

Data excludes those who definitely will not vote (13%), don't know who they would vote for (12%) or refuse to answer (7%)

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	614	273	341	36	64	364	150	227	154	91	142	245	170	102	97	178	206	86	208	175	231
Weighted base	595	293	302	60	84	319	132	182	176	116	121	233	159	109	93	156	171	104	178	183	234
Conservative	233	106	127	17	41	122	54	72	80	41	41	233	-	-	-	135	19	15	51	81	101
	39%	36%	42%	29%	49%	38%	41%	39%	46%	36%	33%	100%	-	-	-	86%	11%	15%	29%	45%	43%
Labour	159	70	89	31	21	72	35	48	47	20	44	-	159	-	1	115	4	67	39	52	
	27%	24%	29%	51%	25%	23%	27%	26%	27%	17%	37%	-	100%	-	*	67%	4%	38%	21%	22%	
Liberal Democrat/ Liberal	109	59	50	3	13	68	25	42	29	23	15	-	-	109	6	14	71	31	27	51	
	18%	20%	17%	6%	15%	21%	19%	23%	17%	20%	13%	-	-	100%	4%	8%	69%	18%	15%	22%	
Scottish National Party/ SNP	15	7	8	1	4	8	2	3	1	5	7	-	-	-	15	-	1	-	15	-	-
	3%	2%	3%	2%	5%	2%	1%	2%	*	4%	5%	-	-	-	16%	-	1%	-	8%	-	-
Plaid Cymru	5	3	2	-	-	3	3	-	2	2	1	-	-	-	5	-	1	1	-	5	-
	1%	1%	1%	-	-	1%	2%	-	1%	2%	1%	-	-	-	6%	-	1%	1%	-	3%	-
Green Party	22	10	13	1	4	11	6	11	7	2	2	-	-	-	22	3	7	5	4	7	12
	4%	3%	4%	2%	5%	4%	4%	6%	4%	2%	2%	-	-	-	24%	2%	4%	5%	2%	4%	5%
UK Independence Party (UKIP)	36	26	10	-	1	30	5	5	8	17	7	-	-	-	36	10	10	5	6	15	16
	6%	9%	3%	-	2%	9%	4%	3%	5%	14%	6%	-	-	-	39%	6%	6%	5%	3%	8%	7%
British National Party (BNP)	7	5	2	4	-	1	3	1	1	5	1	-	-	-	7	2	1	-	1	5	1
	1%	2%	1%	6%	-	*	2%	*	1%	4%	1%	-	-	-	8%	1%	1%	-	1%	3%	*
Other	7	6	*	2	-	4	1	1	1	2	4	-	-	-	7	-	2	3	3	3	1
	1%	2%	*	4%	-	1%	1%	1%	*	1%	3%	-	-	-	7%	-	1%	2%	2%	2%	*

Opinion Poll Survey
CATI Fieldwork : June 12th-14th 2009

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 757 respondents

	<u>Total</u>
Conservative	39%
Labour	27%
Liberal Democrat	18%
Other	15%

Opinion Poll Survey

CATI Fieldwork : June 12th-14th 2009

Absolutes/col percents

Table 5

Q.1 Irrespective of how you yourself would vote in a new general election, which of the two do you think would make the best Prime-Minister, 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	1006	441	565	73	122	580	231	334	248	171	253	263	196	116	125	218	284	106	384	277	345
Weighted base	1006	487	519	118	162	517	209	266	293	210	237	252	182	120	124	197	227	130	347	299	361
David Cameron	481	219	262	41	88	254	97	132	156	94	99	229	32	51	52	164	59	54	144	162	174
	48%	45%	51%	35%	54%	49%	47%	49%	53%	45%	42%	91%	18%	42%	42%	83%	26%	42%	42%	54%	48%
Gordon Brown	261	135	126	49	40	111	61	64	76	59	62	6	129	41	24	3	115	46	103	75	83
	26%	28%	24%	42%	24%	21%	29%	24%	26%	28%	26%	2%	71%	35%	19%	1%	51%	35%	30%	25%	23%
Neither	200	106	94	18	30	115	36	55	47	48	51	11	16	28	41	21	42	28	77	44	79
	20%	22%	18%	16%	19%	22%	17%	20%	16%	23%	22%	4%	9%	23%	33%	11%	19%	21%	22%	15%	22%
Refused	8	6	2	-	-	5	3	1	3	-	3	-	-	-	-	-	-	-	2	4	2
	1%	1%	*	-	-	1%	1%	1%	1%	-	1%	-	-	-	-	-	-	-	*	1%	1%
Don't know	56	21	35	9	4	31	12	14	11	9	21	6	5	-	7	9	10	2	21	13	22
	6%	4%	7%	8%	2%	6%	6%	5%	4%	4%	9%	2%	3%	-	6%	5%	5%	2%	6%	4%	6%

Opinion Poll Survey

CATI Fieldwork : June 12th-14th 2009

Absolutes/col percents

Table 6

Q.2 Irrespective of which party you yourself support, which team do you think is better able to manage the economy properly, Gordon Brown and Alistair Darling or David Cameron and George Osborne?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1006	441	565	73	122	580	231	334	248	171	253	263	196	116	125	218	284	106	384	277	345
Weighted base	1006	487	519	118	162	517	209	266	293	210	237	252	182	120	124	197	227	130	347	299	361
David Cameron and George Osborne	468 47%	220 45%	248 48%	56 47%	77 47%	240 46%	96 46%	124 47%	147 50%	104 50%	93 39%	214 85%	28 15%	45 37%	58 47%	167 85%	56 25%	51 40%	146 42%	148 49%	175 48%
Gordon Brown and Alistair Darling	315 31%	167 34%	148 29%	45 38%	50 31%	149 29%	71 34%	91 34%	84 29%	66 31%	75 32%	12 5%	135 74%	53 44%	40 32%	10 5%	135 59%	56 43%	119 34%	91 30%	106 29%
Refused	33 3%	20 4%	13 3%	2 2%	1 1%	18 4%	12 6%	5 2%	13 5%	2 1%	12 5%	2 1%	1 *	2 2%	5 4%	2 1%	3 1%	3 3%	5 1%	17 6%	12 3%
Don't know	189 19%	80 16%	109 21%	14 12%	34 21%	109 21%	31 15%	46 17%	49 17%	38 18%	57 24%	24 9%	19 10%	20 17%	21 17%	18 9%	33 14%	19 15%	77 22%	44 15%	68 19%

Opinion Poll Survey

CATI Fieldwork : June 12th-14th 2009

Absolutes/col percents

Table 7
Q.3a Do you think the Conservative party is...?
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	1006	441	565	73	122	580	231	334	248	171	253	263	196	116	125	218	284	106	384	277	345
Weighted base	1006	487	519	118	162	517	209	266	293	210	237	252	182	120	124	197	227	130	347	299	361
<u>Likely to make the right decisions in Government</u>																					
Yes	478 48%	233 48%	245 47%	69 59%	77 48%	233 45%	99 47%	121 46%	150 51%	108 51%	99 42%	229 91%	47 26%	36 30%	54 43%	173 88%	67 30%	38 29%	143 41%	150 50%	186 51%
No	454 45%	221 45%	234 45%	44 38%	73 45%	248 48%	89 43%	126 47%	125 43%	87 42%	116 49%	13 5%	130 71%	73 61%	64 52%	18 9%	151 66%	82 63%	181 52%	125 42%	149 41%
Don't know	74 7%	32 7%	41 8%	4 4%	12 7%	36 7%	21 10%	19 7%	18 6%	15 7%	21 9%	10 4%	5 3%	11 9%	6 5%	6 3%	9 4%	10 8%	23 7%	24 8%	26 7%
<u>In tune with the issues that matter to you</u>																					
Yes	463 46%	212 44%	250 48%	58 49%	77 47%	233 45%	96 46%	120 45%	142 48%	102 49%	99 42%	225 89%	44 24%	33 27%	44 35%	166 84%	65 28%	38 29%	139 40%	148 50%	175 49%
No	498 49%	252 52%	246 47%	59 50%	79 49%	260 50%	101 48%	133 50%	141 48%	99 47%	126 53%	20 8%	132 72%	83 69%	76 61%	23 12%	157 69%	87 67%	193 56%	135 45%	170 47%
Don't know	45 4%	22 5%	23 4%	1 1%	6 4%	24 5%	13 6%	14 5%	11 4%	9 4%	12 5%	7 3%	6 3%	4 3%	4 4%	8 4%	6 3%	5 4%	15 4%	15 5%	15 4%
<u>A united party</u>																					
Yes	588 58%	275 56%	313 60%	67 57%	95 58%	304 59%	123 59%	170 64%	170 58%	123 59%	125 53%	221 88%	95 52%	60 50%	68 55%	170 86%	115 51%	69 53%	172 50%	185 62%	231 64%
No	369 37%	189 39%	179 35%	42 36%	59 36%	189 36%	79 38%	82 31%	109 37%	79 38%	99 42%	22 9%	83 45%	54 45%	52 42%	21 11%	104 46%	58 44%	154 44%	99 33%	116 32%
Don't know	49 5%	22 5%	27 5%	8 7%	9 5%	25 5%	8 4%	15 6%	14 5%	8 4%	12 5%	9 3%	5 3%	6 5%	4 3%	5 3%	8 3%	3 3%	21 6%	15 5%	14 4%

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Absolutes/col percents

Table 7
Q.3a Do you think the Conservative party is...?
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	1006	487	519	118	162	517	209	266	293	210	237	252	182	120	124	197	227	130	347	299	361
<u>Likely to clean up the political system</u>																					
Yes	462	215	248	63	74	218	107	103	154	100	105	194	53	39	46	140	70	47	142	132	189
	46%	44%	48%	54%	46%	42%	51%	39%	53%	47%	44%	77%	29%	33%	38%	71%	31%	36%	41%	44%	52%
No	492	253	239	54	83	269	86	150	125	103	113	50	124	75	73	44	151	78	192	144	156
	49%	52%	46%	46%	51%	52%	41%	56%	43%	49%	48%	20%	68%	62%	59%	22%	66%	60%	55%	48%	43%
Don't know	52	18	33	1	5	31	16	13	14	7	18	8	5	6	4	13	7	5	13	22	16
	5%	4%	6%	1%	3%	6%	7%	5%	5%	3%	8%	3%	3%	5%	3%	6%	3%	4%	4%	8%	5%
<u>Likely to reduce government borrowing</u>																					
Yes	516	261	255	56	90	246	124	148	156	106	107	205	81	48	57	144	95	62	163	147	206
	51%	54%	49%	48%	56%	48%	59%	55%	53%	50%	45%	81%	45%	40%	46%	73%	42%	47%	47%	49%	57%
No	437	204	232	57	70	244	65	105	127	96	108	40	92	67	62	46	121	61	169	132	136
	43%	42%	45%	49%	43%	47%	31%	39%	43%	46%	46%	16%	50%	56%	50%	23%	53%	47%	49%	44%	38%
Don't know	53	21	32	4	2	27	20	13	10	8	21	7	9	5	4	8	11	7	15	19	19
	5%	4%	6%	4%	1%	5%	10%	5%	4%	4%	9%	3%	5%	4%	4%	4%	5%	5%	4%	6%	5%
<u>Likely to protect public services</u>																					
Yes	461	202	259	65	86	209	100	108	141	106	106	198	58	30	50	140	66	48	137	142	181
	46%	41%	50%	56%	53%	41%	48%	41%	48%	50%	45%	79%	32%	25%	41%	71%	29%	37%	40%	48%	50%
No	489	259	231	45	73	280	92	144	138	96	111	39	117	86	72	47	152	76	190	135	165
	49%	53%	44%	38%	45%	54%	44%	54%	47%	46%	47%	15%	64%	72%	58%	24%	67%	59%	55%	45%	46%
Don't know	56	26	30	7	4	28	17	14	14	8	20	15	6	3	2	10	9	5	20	22	14
	6%	5%	6%	6%	2%	5%	8%	5%	5%	4%	9%	6%	3%	3%	1%	5%	4%	4%	6%	7%	4%

Opinion Poll Survey

CATI Fieldwork : June 12th-14th 2009

Absolutes/col percents

Table 8
Q.3b Do you think the Labour party is...?
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	1006	441	565	73	122	580	231	334	248	171	253	263	196	116	125	218	284	106	384	277	345
Weighted base	1006	487	519	118	162	517	209	266	293	210	237	252	182	120	124	197	227	130	347	299	361
<u>Likely to make the right decisions in Government</u>																					
Yes	330	155	175	71	46	149	64	86	88	62	94	25	157	39	26	14	134	44	127	91	112
	33%	32%	34%	60%	28%	29%	31%	32%	30%	30%	40%	10%	87%	32%	21%	7%	59%	34%	37%	31%	31%
No	627	320	307	42	112	351	123	163	195	142	128	221	19	73	97	177	84	81	207	189	231
	62%	66%	59%	36%	69%	68%	59%	61%	66%	68%	54%	88%	10%	61%	79%	90%	37%	63%	60%	63%	64%
Don't know	49	11	38	5	4	17	22	17	11	6	15	5	5	8	1	6	10	4	13	18	18
	5%	2%	7%	4%	3%	3%	11%	6%	4%	3%	6%	2%	3%	6%	1%	3%	4%	3%	4%	6%	5%
<u>In tune with the issues that matter to you</u>																					
Yes	325	146	179	58	51	146	69	90	100	56	78	34	158	37	26	20	137	39	130	88	107
	32%	30%	34%	50%	32%	28%	33%	34%	34%	27%	33%	13%	87%	31%	21%	10%	60%	30%	38%	30%	30%
No	658	331	327	53	110	361	133	167	188	149	155	215	23	81	97	174	88	88	203	204	251
	65%	68%	63%	45%	68%	70%	64%	63%	64%	71%	65%	85%	13%	67%	79%	88%	39%	68%	59%	68%	70%
Don't know	23	9	14	6	1	9	7	9	5	5	4	3	1	2	-	3	2	2	13	6	3
	2%	2%	3%	5%	1%	2%	3%	3%	2%	2%	2%	1%	*	2%	-	2%	1%	2%	4%	2%	1%
<u>A united party</u>																					
Yes	184	81	103	48	34	72	31	31	60	42	51	17	73	17	23	10	70	12	76	44	64
	18%	17%	20%	41%	21%	14%	15%	12%	20%	20%	22%	7%	40%	14%	19%	5%	31%	9%	22%	15%	18%
No	790	394	396	63	124	435	169	229	226	163	172	233	105	101	98	186	152	115	260	247	282
	79%	81%	76%	53%	76%	84%	81%	86%	77%	78%	73%	93%	58%	84%	79%	94%	67%	89%	75%	83%	78%
Don't know	32	11	21	7	5	10	10	6	8	5	13	1	4	2	2	1	5	2	11	7	14
	3%	2%	4%	6%	3%	2%	5%	2%	3%	3%	5%	*	2%	2%	2%	*	2%	1%	3%	2%	4%

Opinion Poll Survey

CATI Fieldwork : June 12th-14th 2009

Absolutes/col percents

Table 8
Q.3b Do you think the Labour party is...?
 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	1006	487	519	118	162	517	209	266	293	210	237	252	182	120	124	197	227	130	347	299	361
<u>Likely to clean up the political system</u>																					
Yes	309	152	157	56	34	143	76	73	89	61	87	39	130	37	33	32	113	46	116	84	109
	31%	31%	30%	48%	21%	28%	36%	27%	30%	29%	37%	16%	71%	31%	26%	16%	50%	35%	34%	28%	30%
No	642	311	331	54	121	353	114	177	188	141	135	198	47	76	91	155	103	77	215	197	230
	64%	64%	64%	46%	75%	68%	54%	67%	64%	67%	57%	79%	26%	64%	74%	78%	46%	59%	62%	66%	64%
Don't know	55	23	31	7	7	22	20	16	16	7	15	14	5	7	-	10	10	7	15	17	22
	5%	5%	6%	6%	4%	4%	9%	6%	6%	4%	6%	6%	3%	6%	-	5%	5%	6%	4%	6%	6%
<u>Likely to reduce government borrowing</u>																					
Yes	233	102	131	51	27	106	49	58	60	50	65	25	106	21	26	16	101	21	90	61	82
	23%	21%	25%	43%	17%	20%	23%	22%	20%	24%	28%	10%	58%	18%	21%	8%	44%	16%	26%	20%	23%
No	729	366	363	61	133	391	144	195	224	149	161	221	67	90	94	174	116	103	239	226	263
	72%	75%	70%	52%	82%	76%	69%	73%	76%	71%	68%	88%	37%	75%	76%	88%	51%	80%	69%	76%	73%
Don't know	44	19	26	6	2	20	16	14	9	11	11	6	8	8	4	6	10	5	17	12	15
	4%	4%	5%	5%	1%	4%	8%	5%	3%	5%	5%	2%	5%	7%	3%	3%	5%	4%	5%	4%	4%
<u>Likely to protect public services</u>																					
Yes	487	241	247	75	80	229	104	149	141	90	108	93	166	57	55	62	155	71	185	130	173
	48%	49%	47%	63%	49%	44%	50%	56%	48%	43%	45%	37%	91%	48%	44%	32%	68%	55%	53%	43%	48%
No	473	226	247	38	74	266	95	102	142	107	121	145	15	57	68	124	67	56	145	156	172
	47%	47%	47%	32%	46%	52%	45%	38%	49%	51%	51%	58%	8%	47%	55%	63%	30%	43%	42%	52%	48%
Don't know	46	19	26	5	8	21	11	14	10	13	8	13	1	6	1	11	4	3	17	13	16
	5%	4%	5%	4%	5%	4%	5%	5%	4%	6%	3%	5%	1%	5%	1%	6%	2%	2%	5%	4%	4%

Opinion Poll Survey

CATI Fieldwork : June 12th-14th 2009

Absolutes/col percents

Table 9
Q.3c Do you think the Liberal Democrat party is...?
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	1006	441	565	73	122	580	231	334	248	171	253	263	196	116	125	218	284	106	384	277	345
Weighted base	1006	487	519	118	162	517	209	266	293	210	237	252	182	120	124	197	227	130	347	299	361
<u>Likely to make the right decisions in Government</u>																					
Yes	425	212	213	61	57	221	86	140	99	98	88	88	78	103	42	64	104	95	147	118	160
	42%	44%	41%	52%	35%	43%	41%	53%	34%	47%	37%	35%	43%	86%	34%	32%	46%	73%	42%	39%	44%
No	479	237	242	52	93	239	96	103	160	95	121	146	89	15	69	114	102	33	160	147	173
	48%	49%	47%	44%	57%	46%	46%	39%	55%	45%	51%	58%	49%	13%	56%	58%	45%	25%	46%	49%	48%
Don't know	102	37	64	5	12	56	28	23	33	17	28	18	14	1	13	19	21	1	40	34	28
	10%	8%	12%	4%	8%	11%	13%	9%	11%	8%	12%	7%	8%	1%	10%	9%	9%	1%	11%	11%	8%
<u>In tune with the issues that matter to you</u>																					
Yes	455	220	235	54	55	242	103	149	119	95	91	94	88	108	51	68	116	106	168	121	166
	45%	45%	45%	46%	34%	47%	49%	56%	41%	45%	39%	37%	49%	91%	41%	35%	51%	82%	48%	40%	46%
No	468	231	237	54	92	235	87	98	144	99	126	137	81	9	64	113	98	24	149	151	168
	47%	48%	46%	46%	57%	46%	42%	37%	49%	47%	53%	54%	44%	8%	52%	57%	43%	18%	43%	51%	47%
Don't know	84	35	48	9	15	39	19	19	30	16	19	21	13	2	9	16	12	-	30	27	27
	8%	7%	9%	8%	9%	8%	9%	7%	10%	7%	8%	8%	7%	1%	8%	8%	5%	-	9%	9%	7%
<u>A united party</u>																					
Yes	624	302	322	70	99	327	129	197	166	134	128	146	115	106	86	125	151	107	212	180	232
	62%	62%	62%	60%	61%	63%	62%	74%	57%	64%	54%	58%	63%	89%	70%	63%	66%	82%	61%	60%	64%
No	288	145	143	38	45	143	62	51	86	64	86	84	53	10	30	57	61	21	102	91	96
	29%	30%	28%	33%	28%	28%	29%	19%	29%	31%	36%	33%	29%	8%	24%	29%	27%	16%	29%	30%	27%
Don't know	93	40	54	9	19	47	19	18	41	12	23	21	14	4	7	15	15	2	33	28	33
	9%	8%	10%	8%	12%	9%	9%	7%	14%	6%	10%	8%	8%	3%	6%	8%	7%	1%	10%	9%	9%

Opinion Poll Survey

CATI Fieldwork : June 12th-14th 2009

Absolutes/col percents

Table 9
Q.3c Do you think the Liberal Democrat party is...?
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	1006	487	519	118	162	517	209	266	293	210	237	252	182	120	124	197	227	130	347	299	361
<u>Likely to clean up the political system</u>																					
Yes	477	235	242	49	62	254	111	148	131	99	99	120	84	94	61	95	106	98	156	142	178
	47%	48%	47%	42%	38%	49%	53%	55%	45%	47%	42%	48%	46%	79%	50%	48%	47%	76%	45%	48%	49%
No	462	224	238	62	86	232	81	105	138	99	119	114	84	24	58	91	107	29	167	133	161
	46%	46%	46%	53%	53%	45%	39%	40%	47%	47%	50%	45%	46%	20%	47%	46%	47%	23%	48%	45%	45%
Don't know	68	28	40	6	14	31	17	13	24	12	18	17	14	1	4	11	14	2	23	23	22
	7%	6%	8%	5%	8%	6%	8%	5%	8%	6%	8%	7%	8%	1%	3%	6%	6%	1%	7%	8%	6%
<u>Likely to reduce government borrowing</u>																					
Yes	387	192	195	60	58	178	91	97	131	71	88	96	78	65	46	69	89	70	137	103	148
	39%	39%	38%	51%	36%	34%	44%	36%	45%	34%	37%	38%	43%	54%	37%	35%	39%	54%	39%	34%	41%
No	518	251	267	50	90	283	95	146	128	120	125	128	91	44	69	104	116	52	172	163	183
	52%	52%	51%	43%	55%	55%	45%	55%	44%	57%	53%	51%	50%	37%	56%	53%	51%	40%	50%	54%	51%
Don't know	100	43	57	8	14	56	23	24	35	19	23	28	12	11	9	24	22	8	38	33	29
	10%	9%	11%	6%	9%	11%	11%	9%	12%	9%	10%	11%	7%	9%	7%	12%	10%	6%	11%	11%	8%
<u>Likely to protect public services</u>																					
Yes	572	271	301	69	87	291	125	169	161	120	122	148	113	97	72	114	138	102	184	175	213
	57%	56%	58%	58%	54%	56%	60%	63%	55%	57%	52%	59%	62%	81%	58%	58%	61%	78%	53%	59%	59%
No	355	182	173	39	63	188	64	79	108	80	89	80	61	18	43	70	77	23	130	99	126
	35%	37%	33%	34%	39%	36%	31%	30%	37%	38%	34%	32%	33%	15%	35%	36%	34%	18%	38%	33%	35%
Don't know	79	33	45	10	11	37	20	19	24	10	26	23	8	4	8	13	12	5	33	24	22
	8%	7%	9%	8%	7%	7%	10%	7%	8%	5%	11%	9%	4%	4%	7%	7%	5%	4%	9%	8%	6%

Opinion Poll Survey

CATI Fieldwork : June 12th-14th 2009

Absolutes/col percents

Table 10

Q,4 Some people have suggested changing the system by which MPs are elected to Westminster. Based on what you know would you be in favour of changing the voting system or not?

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	1006	441	565	73	122	580	231	334	248	171	253	263	196	116	125	218	284	106	384	277	345
Weighted base	1006	487	519	118	162	517	209	266	293	210	237	252	182	120	124	197	227	130	347	299	361
In favour	526 52%	263 54%	263 51%	51 43%	88 54%	285 55%	103 49%	148 56%	155 53%	113 54%	110 46%	114 45%	93 51%	80 67%	66 53%	96 49%	117 51%	80 61%	190 55%	143 48%	193 54%
Not in favour	430 43%	206 42%	224 43%	67 57%	67 41%	201 39%	95 46%	103 39%	120 41%	91 43%	116 49%	123 49%	82 45%	37 31%	53 43%	92 47%	99 44%	46 36%	144 41%	137 46%	149 41%
Don't know	50 5%	17 4%	33 6%	- -	8 5%	31 6%	11 5%	15 6%	18 6%	5 3%	11 5%	14 6%	7 4%	3 2%	5 4%	10 5%	11 5%	4 3%	13 4%	18 6%	19 5%

Opinion Poll Survey

CATI Fieldwork : June 12th-14th 2009

Absolutes/col percents

Table 11

Q.5 Irrespective of how you yourself might vote, which of the following do you think is the most likely outcome of 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	1006	441	565	73	122	580	231	334	248	171	253	263	196	116	125	218	284	106	384	277	345
Weighted base	1006	487	519	118	162	517	209	266	293	210	237	252	182	120	124	197	227	130	347	299	361
An outright Labour Victory	89 9%	41 9%	48 9%	26 22%	21 13%	31 6%	11 5%	12 5%	30 10%	19 9%	28 12%	4 1%	45 25%	7 5%	8 7%	1 1%	39 17%	7 6%	37 11%	29 10%	23 6%
An outright Conservative victory	547 54%	281 58%	266 51%	52 45%	82 50%	299 58%	114 55%	178 67%	147 50%	115 55%	108 46%	198 79%	71 39%	69 58%	55 45%	150 76%	106 47%	70 54%	153 44%	162 54%	232 64%
A hung parliament with no party having overall control	341 34%	155 32%	186 36%	33 28%	57 35%	176 34%	75 36%	74 28%	108 37%	72 34%	87 37%	48 19%	62 34%	42 35%	59 47%	44 22%	78 34%	49 38%	146 42%	96 32%	100 28%
Don't know	29 3%	10 2%	19 4%	7 6%	2 1%	11 2%	9 4%	2 1%	9 3%	4 2%	13 6%	2 1%	4 2%	2 2%	1 1%	2 1%	5 2%	3 2%	11 3%	12 4%	6 2%

Opinion Poll Survey
CATI Fieldwork : June 12th-14th 2009

Absolutes/col percents

Table 12
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1006	1006
Weighted base		1006	1006
<u>Gender</u>			
Male		441 44%	487 48%
Female		565 56%	519 52%
<u>Age</u>			
18-24	(21)	73 7%	118 12%
25-34	(29.5)	122 12%	162 16%
35-44	(39.5)	178 18%	201 20%
45-54	(49.5)	203 20%	166 17%
55-64	(59.5)	199 20%	150 15%
65+	(70)	231 23%	209 21%
Average age		49.92	46.70

Opinion Poll Survey
CATI Fieldwork : June 12th-14th 2009

Absolutes/col percents

Table 12
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1006	1006
<u>Social Grade</u>		
AB	334 33%	266 26%
C1	248 25%	293 29%
C2	171 17%	210 21%
DE	253 25%	237 24%
<u>Region</u>		
North	384 38%	347 34%
Midlands	277 28%	299 30%
South	345 34%	361 36%

Opinion Poll Survey
CATI Fieldwork : June 12th-14th 2009

Absolutes/col percents

Table 12
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1006	1006
<u>Working status</u>		
Full-time	446 44%	452 45%
Part-time	125 12%	124 12%
Not working but seeking work or temporarily unemployed/sick	49 5%	68 7%
Not working/not seeking work	60 6%	65 6%
Retired	289 29%	254 25%
Student	21 2%	37 4%
Refused	16 2%	7 1%

Opinion Poll Survey
CATI Fieldwork : June 12th-14th 2009

Absolutes/col percents

Table 12
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1006	1006
<u>Tenure</u>		
Own outright	384 38%	336 33%
Own with a mortgage	359 36%	385 38%
Council	84 8%	124 12%
Housing Assoc.	44 4%	41 4%
Rented from someone else	96 10%	94 9%
Rent free	15 1%	11 1%
Refused	24 2%	15 2%

Opinion Poll Survey
CATI Fieldwork : June 12th-14th 2009

Absolutes/col percents

Table 13
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1006	1006
Weighted base	1006	1006
Conservative	218 22%	197 20%
Labour	284 28%	227 23%
Liberal Democrat/ Liberal	106 11%	130 13%
Scottish National Party/SNP	23 2%	19 2%
Plaid Cymru	4 *	4 *
Green Party	11 1%	8 1%
UK Independence Party (UKIP)	8 1%	8 1%
British National Party (BNP)	1 *	1 *
Others	8 1%	6 1%
Did not vote	268 27%	320 32%
Refused	55 5%	67 7%
Don't know	20 2%	19 2%