



## ICM Poll for The Guardian

**Fieldwork dates:** 13-15<sup>th</sup> November 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:** 1,010

**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](mailto:nick.sparrow@icmresearch.co.uk)

## Opinion Poll

### CATI Fieldwork : November 13th-15th 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	1010	454	556	65	126	599	220	298	299	136	277	267	242	124	75	200	285	106	343	316	351	
Weighted base	1010	482	528	119	161	516	214	265	296	211	238	270	213	125	70	198	227	130	336	316	358	
Certain to vote	(10)	516	241	274	35	58	284	138	156	94	108	183	118	79	40	151	131	88	183	153	180	
		51%	50%	52%	30%	36%	55%	65%	59%	53%	45%	45%	68%	55%	63%	57%	76%	58%	68%	54%	49%	50%
	(9)	49	32	18	5	10	22	12	11	13	15	11	16	8	9	6	10	17	10	14	16	20
		5%	7%	3%	4%	6%	4%	6%	4%	4%	7%	4%	6%	4%	7%	9%	5%	7%	7%	4%	5%	6%
	(8)	79	34	46	11	7	45	16	20	34	12	14	25	19	13	9	17	24	7	23	37	20
		8%	7%	9%	9%	5%	9%	7%	7%	11%	6%	6%	9%	9%	10%	13%	8%	11%	6%	7%	12%	6%
	(7)	48	24	24	12	8	18	11	19	13	10	7	16	16	2	4	7	18	-	19	13	16
		5%	5%	5%	10%	5%	3%	5%	7%	4%	5%	3%	6%	7%	1%	6%	4%	8%	-	6%	4%	5%
	(6)	32	12	19	3	8	17	3	6	11	8	7	9	11	2	2	-	8	7	8	13	11
		3%	3%	4%	3%	5%	3%	2%	2%	4%	4%	3%	3%	5%	2%	3%	-	4%	5%	2%	4%	3%
	(5)	77	30	47	5	24	37	10	15	23	19	19	11	24	11	7	4	18	12	23	24	29
		8%	6%	9%	5%	15%	7%	5%	6%	8%	9%	8%	4%	11%	9%	11%	2%	8%	9%	7%	8%	8%
	(4)	13	8	5	7	1	6	-	1	-	7	5	1	7	2	1	-	1	-	4	1	8
		1%	2%	1%	6%	*	1%	-	*	-	4%	2%	*	3%	2%	1%	-	*	-	1%	*	2%
	(3)	28	14	14	4	6	15	3	7	4	12	5	3	7	5	1	1	2	*	12	9	7
		3%	3%	3%	4%	4%	3%	2%	3%	1%	6%	2%	1%	3%	4%	1%	*	1%	*	3%	3%	2%
	(2)	22	12	10	7	6	8	2	3	5	2	12	5	3	1	-	2	1	2	7	3	12
		2%	3%	2%	6%	4%	2%	1%	1%	2%	1%	5%	2%	1%	1%	-	1%	*	2%	2%	1%	3%
Certain not to vote	(1)	134	67	67	29	32	56	17	26	38	31	39	-	-	-	-	6	8	4	45	43	46
		13%	14%	13%	25%	20%	11%	8%	10%	13%	15%	16%	-	-	-	-	3%	4%	3%	13%	14%	13%
Refused		1	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
		*	-	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*
Don't know		10	8	2	-	-	8	2	-	-	-	10	-	-	-	-	-	-	-	*	2	8
		1%	2%	*	-	-	2%	1%	-	-	-	4%	-	-	-	-	-	-	-	*	1%	2%
Mean		7.48	7.44	7.51	5.87	6.37	7.79	8.46	8.05	7.70	7.05	6.92	9.00	8.24	8.67	8.73	9.18	8.52	8.70	7.55	7.47	7.41
Standard deviation		3.31	3.37	3.27	3.65	3.55	3.15	2.74	3.00	3.18	3.41	3.61	1.82	2.33	2.19	1.83	1.99	2.28	2.39	3.33	3.26	3.35
Standard error		0.10	0.16	0.14	0.45	0.32	0.13	0.19	0.17	0.18	0.29	0.22	0.11	0.15	0.20	0.21	0.14	0.13	0.23	0.18	0.18	0.18

## Opinion Poll

### CATI Fieldwork : November 13th-15th 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	1010	454	556	65	126	599	220	298	299	136	277	267	242	124	75	200	285	106	343	316	351
Weighted base	1010	482	528	119	161	516	214	265	296	211	238	270	213	125	70	198	227	130	336	316	358
Conservative	270	129	140	20	43	134	72	79	78	57	56	270	-	-	-	159	28	23	61	101	107
	27%	27%	27%	17%	27%	26%	34%	30%	26%	27%	23%	100%	-	-	-	80%	12%	18%	18%	32%	30%
Labour	213	106	107	28	30	117	38	61	63	41	49	-	213	-	-	2	137	10	93	56	65
	21%	22%	20%	24%	19%	23%	18%	23%	21%	19%	21%	-	100%	-	-	1%	60%	7%	28%	18%	18%
Liberal Democrat/ Liberal	125	61	64	4	19	74	27	39	44	27	15	-	-	125	-	9	19	67	43	31	51
	12%	13%	12%	4%	12%	14%	12%	15%	15%	13%	6%	-	-	100%	-	4%	9%	52%	13%	10%	14%
Scottish National Party/ SNP	25	16	9	6	2	14	3	6	10	3	7	-	-	-	25	-	-	-	24	1	-
	3%	3%	2%	5%	1%	3%	2%	2%	3%	1%	3%	-	-	-	37%	-	-	-	7%	*	-
Plaid Cymru	7	3	4	1	1	3	2	1	1	2	2	-	-	-	7	-	2	-	-	7	-
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	-	-	-	10%	-	1%	-	-	2%	-
Green Party	12	3	10	3	1	7	1	4	7	-	1	-	-	-	12	-	2	6	5	2	6
	1%	1%	2%	3%	1%	1%	*	2%	2%	-	1%	-	-	-	18%	-	1%	4%	1%	*	2%
UK Independence Party (UKIP)	13	7	6	-	2	7	5	4	5	-	4	-	-	-	13	1	3	3	2	8	3
	1%	1%	1%	-	1%	1%	2%	1%	2%	-	2%	-	-	-	19%	*	1%	2%	1%	2%	1%
Other	11	6	5	-	3	8	1	3	3	4	2	-	-	-	11	1	2	1	4	4	3
	1%	1%	1%	-	2%	2%	*	1%	1%	2%	1%	-	-	-	16%	*	1%	*	1%	1%	1%
Would not vote	134	67	67	29	32	56	17	26	38	31	39	-	-	-	-	6	8	4	45	43	46
	13%	14%	13%	25%	20%	11%	8%	10%	13%	15%	16%	-	-	-	-	3%	4%	3%	13%	14%	13%
Don't know	137	54	83	21	23	68	25	31	27	36	44	-	-	-	-	19	22	7	41	44	52
	14%	11%	16%	18%	14%	13%	12%	12%	9%	17%	19%	-	-	-	-	9%	10%	6%	12%	14%	14%
Refused	62	29	33	5	5	28	23	10	22	11	19	-	-	-	-	1	4	9	18	18	26
	6%	6%	6%	5%	3%	5%	11%	4%	7%	5%	8%	-	-	-	-	1%	2%	7%	5%	6%	7%

## Opinion Poll

### CATI Fieldwork : November 13th-15th 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 (13%), don't know who they would vote for (14%) or refuse to answer (6%)

**THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	597	282	315	25	57	373	142	199	190	74	134	237	195	101	64	166	220	73	212	180	205
Weighted base	563	274	289	45	73	306	139	174	179	103	107	241	161	102	59	167	168	90	200	174	189
Conservative	241	112	128	17	34	120	69	74	69	54	44	241	-	-	-	155	25	17	57	89	95
	43%	41%	45%	38%	47%	39%	49%	43%	39%	52%	41%	100%	-	-	-	93%	15%	19%	28%	51%	50%
Labour	161	76	85	16	20	92	33	46	53	23	39	-	161	-	-	2	117	5	78	41	42
	29%	28%	29%	35%	27%	30%	24%	27%	29%	23%	36%	-	100%	-	-	1%	70%	5%	39%	23%	22%
Liberal Democrat/ Liberal	102	55	47	3	14	62	24	37	35	21	10	-	-	102	-	8	18	60	36	27	40
	18%	20%	16%	6%	19%	20%	18%	21%	19%	20%	9%	-	-	100%	-	5%	11%	67%	18%	15%	21%
Scottish National Party/ SNP	20	13	7	5	2	10	3	4	8	1	6	-	-	-	20	-	-	-	19	1	-
	4%	5%	3%	11%	3%	3%	2%	3%	4%	1%	6%	-	-	-	34%	-	-	-	9%	1%	-
Plaid Cymru	6	3	3	1	-	3	2	1	1	2	1	-	-	-	6	-	2	-	-	6	-
	1%	1%	1%	2%	-	1%	2%	1%	1%	2%	1%	-	-	-	10%	-	1%	-	-	3%	-
Green Party	12	2	10	3	1	7	1	4	7	-	1	-	-	-	12	-	1	6	5	1	6
	2%	1%	3%	7%	1%	2%	1%	3%	4%	-	1%	-	-	-	20%	-	1%	6%	3%	1%	3%
UK Independence Party (UKIP)	12	7	5	-	2	5	5	4	4	-	4	-	-	-	12	-	3	3	2	6	3
	2%	2%	2%	-	2%	2%	4%	2%	2%	-	3%	-	-	-	20%	-	2%	3%	1%	4%	2%
Other	9	6	3	-	1	7	1	3	2	2	2	-	-	-	9	1	2	-	4	3	3
	2%	2%	1%	-	1%	2%	1%	2%	1%	2%	2%	-	-	-	16%	1%	1%	-	2%	2%	1%

**Opinion Poll**  
**CATI Fieldwork : November 13th-15th 2009**

Col percents

Table 4  
**Published Vote Intention Figures**  
Percentages derived from the responses of 729 respondents

	<u>Total</u>
Conservative	42%
Labour	29%
Liberal Democrat	19%
Other	10%

## Opinion Poll

### CATI Fieldwork : November 13th-15th 2009

Absolutes/col percents

Table 5

**Q.1 Imagine it is the morning after the General Election and you wake up to find that David Cameron and the Conservatives are to form a government. Which one of the following words best describes how you feel?**

**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	1010	454	556	65	126	599	220	298	299	136	277	267	242	124	75	200	285	106	343	316	351
Weighted base	1010	482	528	119	161	516	214	265	296	211	238	270	213	125	70	198	227	130	336	316	358
Pleased	357 35%	161 33%	196 37%	38 32%	64 40%	178 35%	76 36%	94 35%	111 37%	82 39%	71 30%	208 77%	23 11%	32 26%	18 26%	151 76%	41 18%	45 34%	101 30%	118 37%	137 38%
Disappointed	315 31%	154 32%	161 30%	24 20%	48 30%	181 35%	61 29%	81 31%	84 28%	57 27%	93 39%	6 2%	131 61%	57 46%	34 49%	7 3%	127 56%	49 37%	120 36%	88 28%	107 30%
Bored	123 12%	54 11%	70 13%	31 26%	21 13%	55 11%	17 8%	32 12%	40 14%	33 15%	18 8%	11 4%	21 10%	18 14%	7 10%	6 3%	20 9%	17 13%	42 13%	36 12%	45 13%
Excited	70 7%	38 8%	32 6%	13 11%	10 6%	23 4%	25 11%	24 9%	19 6%	14 7%	14 6%	42 16%	4 2%	4 3%	1 1%	32 16%	6 3%	5 4%	15 5%	32 10%	23 6%
Angry	48 5%	26 5%	22 4%	5 4%	1 1%	23 4%	19 9%	14 5%	14 5%	9 4%	11 5%	- -	28 13%	7 5%	6 8%	* *	23 10%	9 7%	25 8%	10 3%	12 3%
Don't know	96 10%	49 10%	48 9%	7 6%	16 10%	56 11%	17 8%	20 7%	29 10%	17 8%	31 13%	2 1%	7 3%	7 6%	4 6%	2 1%	10 4%	6 5%	32 10%	30 10%	33 9%

## Opinion Poll

### CATI Fieldwork : November 13th-15th 2009

Absolutes/col percents

Table 6

**Q.3 Imagine it is the morning after the General Election and you wake up to find that Gordon Brown and the Labour Party are to form a government.**

**Do you feel...?**

**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	1010	454	556	65	126	599	220	298	299	136	277	267	242	124	75	200	285	106	343	316	351
Weighted base	1010	482	528	119	161	516	214	265	296	211	238	270	213	125	70	198	227	130	336	316	358
Disappointed	399 39%	201 42%	198 37%	42 36%	68 42%	203 39%	85 40%	109 41%	116 39%	82 39%	92 38%	174 65%	15 7%	62 49%	28 40%	110 56%	53 23%	72 55%	115 34%	140 44%	144 40%
Pleased	221 22%	108 22%	113 21%	25 21%	32 20%	116 23%	48 22%	53 20%	69 23%	51 24%	48 20%	7 3%	143 67%	29 23%	7 10%	3 2%	118 52%	25 19%	88 26%	56 18%	77 22%
Angry	140 14%	68 14%	72 14%	7 6%	18 11%	71 14%	44 20%	38 14%	34 12%	28 13%	39 16%	75 28%	2 1%	11 9%	21 30%	68 34%	13 6%	7 5%	45 13%	54 17%	41 11%
Bored	128 13%	54 11%	74 14%	33 27%	22 14%	64 12%	9 4%	42 16%	44 15%	29 14%	13 6%	11 4%	23 11%	17 14%	8 11%	11 6%	23 10%	15 12%	45 13%	31 10%	52 15%
Excited	46 5%	17 3%	29 5%	8 7%	10 6%	13 2%	14 7%	8 3%	10 3%	9 4%	18 8%	- -	26 12%	2 2%	1 1%	1 *	15 7%	3 2%	21 6%	10 3%	14 4%
Don't know	77 8%	35 7%	41 8%	3 3%	11 7%	48 9%	14 6%	15 6%	22 7%	12 6%	28 12%	3 1%	5 2%	4 3%	5 7%	5 2%	7 3%	9 7%	23 7%	24 8%	30 8%

## Opinion Poll

### CATI Fieldwork : November 13th-15th 2009

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...?**

**Has what it takes to be a good Prime Minister**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1010	454	556	65	126	599	220	298	299	136	277	267	242	124	75	200	285	106	343	316	351
Weighted base	1010	482	528	119	161	516	214	265	296	211	238	270	213	125	70	198	227	130	336	316	358
Gordon Brown	323 32%	163 34%	161 30%	46 39%	47 29%	167 32%	64 30%	84 32%	116 39%	58 27%	65 28%	10 4%	160 75%	47 37%	21 31%	9 4%	130 57%	37 29%	133 40%	90 28%	100 28%
David Cameron	483 48%	231 48%	252 48%	47 40%	80 50%	244 47%	112 52%	128 48%	127 43%	113 54%	115 48%	241 89%	33 15%	56 45%	31 44%	170 86%	62 27%	68 52%	129 38%	166 52%	189 53%
Neither	123 12%	60 12%	63 12%	10 8%	23 14%	72 14%	18 8%	37 14%	33 11%	19 9%	34 14%	8 3%	11 5%	17 13%	14 20%	11 6%	23 10%	18 14%	46 14%	38 12%	38 11%
Both	30 3%	12 2%	19 4%	10 9%	1 1%	12 2%	8 4%	7 3%	11 4%	6 3%	6 3%	8 3%	6 3%	3 2%	2 2%	2 1%	9 4%	5 4%	12 4%	10 3%	8 2%
Refused	8 1%	6 1%	2 *	2 2%	- -	2 *	4 2%	2 1%	- -	3 2%	3 1%	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	7 2%
Don't know	42 4%	10 2%	31 6%	3 3%	10 6%	19 4%	9 4%	6 2%	8 3%	12 6%	15 6%	3 1%	3 1%	2 2%	2 3%	6 3%	4 2%	1 1%	16 5%	11 3%	15 4%

## Opinion Poll

### CATI Fieldwork : November 13th-15th 2009

Absolutes/col percents

Table 8

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

**Is likely to be able to work with cabinet colleagues**

**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	1010	454	556	65	126	599	220	298	299	136	277	267	242	124	75	200	285	106	343	316	351
Weighted base	1010	482	528	119	161	516	214	265	296	211	238	270	213	125	70	198	227	130	336	316	358
Gordon Brown	306	152	154	46	44	155	62	73	99	66	68	14	151	39	22	7	119	38	131	77	98
	30%	31%	29%	38%	27%	30%	29%	27%	34%	31%	29%	5%	71%	32%	31%	4%	52%	29%	39%	24%	27%
David Cameron	559	275	285	62	92	282	123	154	155	125	125	244	43	76	42	175	87	80	161	193	206
	55%	57%	54%	52%	57%	55%	58%	58%	52%	59%	53%	90%	20%	61%	61%	89%	38%	62%	48%	61%	57%
Neither	32	14	18	-	4	21	7	7	5	8	13	-	1	4	3	2	6	3	11	14	8
	3%	3%	3%	-	3%	4%	3%	3%	2%	4%	5%	-	*	3%	4%	1%	2%	2%	3%	4%	2%
Both	44	14	30	8	7	23	7	15	14	9	6	11	10	2	-	9	9	5	13	11	20
	4%	3%	6%	7%	4%	4%	3%	6%	5%	4%	3%	4%	5%	1%	-	5%	4%	4%	4%	4%	6%
Refused	2	1	1	-	-	2	1	2	-	-	1	-	-	-	-	-	-	-	-	1	2
	*	*	*	-	-	*	*	1%	-	-	*	-	-	-	-	-	-	-	-	*	*
Don't know	66	26	40	3	14	34	14	14	22	4	25	1	9	3	3	4	8	5	21	20	25
	7%	5%	8%	3%	9%	7%	7%	5%	8%	2%	10%	1%	4%	2%	4%	2%	3%	3%	6%	6%	7%

## Opinion Poll

### CATI Fieldwork : November 13th-15th 2009

Absolutes/col percents

Table 9

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

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

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1010	454	556	65	126	599	220	298	299	136	277	267	242	124	75	200	285	106	343	316	351
Weighted base	1010	482	528	119	161	516	214	265	296	211	238	270	213	125	70	198	227	130	336	316	358
Gordon Brown	375	200	174	63	43	196	73	97	124	83	70	20	182	50	28	11	150	47	155	102	118
	37%	42%	33%	53%	27%	38%	34%	37%	42%	39%	30%	8%	85%	40%	40%	6%	66%	36%	46%	32%	33%
David Cameron	466	201	265	47	82	235	102	124	133	97	112	233	20	50	29	171	60	53	127	155	184
	46%	42%	50%	39%	51%	46%	48%	47%	45%	46%	47%	86%	9%	40%	42%	86%	26%	41%	38%	49%	51%
Neither	85	46	39	5	18	50	12	26	15	13	31	6	5	16	8	8	10	21	27	33	25
	8%	10%	7%	5%	11%	10%	6%	10%	5%	6%	13%	2%	2%	13%	11%	4%	4%	16%	8%	11%	7%
Both	23	11	12	*	7	13	2	5	7	8	3	4	3	5	-	2	4	2	8	5	9
	2%	2%	2%	*	4%	3%	1%	2%	3%	4%	1%	1%	1%	4%	-	1%	2%	1%	2%	2%	3%
Refused	9	7	2	2	-	2	6	2	1	3	3	-	-	-	-	-	-	-	2	1	7
	1%	2%	*	2%	-	*	3%	1%	*	2%	1%	-	-	-	-	-	-	-	1%	*	2%
Don't know	52	17	35	1	12	20	19	11	15	7	19	7	5	2	5	6	4	7	18	20	14
	5%	4%	7%	1%	7%	4%	9%	4%	5%	3%	8%	2%	2%	2%	7%	3%	2%	6%	5%	6%	4%

## Opinion Poll

### CATI Fieldwork : November 13th-15th 2009

Absolutes/col percents

Table 10

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

**Has changed his party for the better**

**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	1010	454	556	65	126	599	220	298	299	136	277	267	242	124	75	200	285	106	343	316	351
Weighted base	1010	482	528	119	161	516	214	265	296	211	238	270	213	125	70	198	227	130	336	316	358
Gordon Brown	248	114	133	45	20	129	54	47	89	49	63	10	122	23	16	10	90	19	94	68	85
	25%	24%	25%	38%	12%	25%	25%	18%	30%	23%	26%	4%	57%	19%	24%	5%	40%	15%	28%	22%	24%
David Cameron	589	289	300	61	111	293	124	165	169	131	123	248	66	79	43	180	105	85	179	197	213
	58%	60%	57%	52%	69%	57%	58%	62%	57%	62%	52%	92%	31%	63%	61%	91%	46%	65%	53%	63%	59%
Neither	102	52	50	9	16	62	15	41	19	15	27	8	16	18	7	3	21	19	40	25	37
	10%	11%	10%	7%	10%	12%	7%	15%	7%	7%	11%	3%	7%	14%	10%	1%	9%	14%	12%	8%	10%
Both	13	4	9	-	2	5	6	4	2	3	3	2	4	-	1	2	2	4	4	7	1
	1%	1%	2%	-	1%	1%	3%	1%	1%	2%	1%	1%	2%	-	2%	1%	1%	3%	1%	2%	*
Refused	5	3	2	2	1	2	-	2	1	-	2	-	1	-	-	-	1	-	-	1	4
	*	1%	*	2%	1%	*	-	1%	*	-	1%	-	*	-	-	-	*	-	-	*	1%
Don't know	54	20	34	1	11	26	16	7	14	12	20	2	5	5	2	3	8	3	19	16	18
	5%	4%	6%	1%	7%	5%	7%	3%	5%	6%	8%	1%	2%	4%	3%	1%	4%	3%	6%	5%	5%

## Opinion Poll

### CATI Fieldwork : November 13th-15th 2009

Absolutes/col percents

Table 11

**Q.3 Putting your own party preferences aside, from your own perception do you think Gordon Brown or David Cameron...?****Is more spin than substance****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	1010	454	556	65	126	599	220	298	299	136	277	267	242	124	75	200	285	106	343	316	351
Weighted base	1010	482	528	119	161	516	214	265	296	211	238	270	213	125	70	198	227	130	336	316	358
Gordon Brown	410	215	195	56	54	202	98	101	131	88	90	112	109	42	27	82	90	47	139	132	138
	41%	45%	37%	47%	34%	39%	46%	38%	44%	42%	38%	42%	51%	34%	39%	41%	40%	36%	41%	42%	39%
David Cameron	435	201	234	44	74	231	85	119	121	98	96	138	90	68	32	97	117	65	143	127	165
	43%	42%	44%	37%	46%	45%	40%	45%	41%	46%	40%	51%	42%	54%	46%	49%	51%	50%	42%	40%	46%
Neither	52	28	24	5	11	27	8	19	11	3	18	9	6	6	3	5	8	5	18	12	21
	5%	6%	4%	4%	7%	5%	4%	7%	4%	1%	7%	3%	3%	5%	4%	3%	4%	4%	5%	4%	6%
Both	37	15	21	3	6	21	7	11	13	4	10	3	7	6	-	4	5	8	8	14	15
	4%	3%	4%	3%	4%	4%	3%	4%	4%	2%	4%	1%	3%	5%	-	2%	2%	6%	2%	4%	4%
Refused	6	3	3	3	-	2	-	2	-	-	3	-	-	-	1	-	-	-	2	-	4
	1%	1%	*	3%	-	*	-	1%	-	-	1%	-	-	-	2%	-	-	-	1%	-	1%
Don't know	72	20	52	6	16	33	17	12	20	19	21	7	2	3	6	9	7	5	26	30	16
	7%	4%	10%	5%	10%	6%	8%	5%	7%	9%	9%	2%	1%	3%	9%	5%	3%	4%	8%	10%	4%

## Opinion Poll

### CATI Fieldwork : November 13th-15th 2009

Absolutes/col percents

Table 12

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

**Is decisive**

**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	1010	454	556	65	126	599	220	298	299	136	277	267	242	124	75	200	285	106	343	316	351
Weighted base	1010	482	528	119	161	516	214	265	296	211	238	270	213	125	70	198	227	130	336	316	358
Gordon Brown	370	191	179	51	41	197	81	95	117	80	78	43	159	46	23	23	137	45	140	114	116
	37%	40%	34%	43%	25%	38%	38%	36%	40%	38%	33%	16%	75%	37%	33%	12%	60%	35%	41%	36%	32%
David Cameron	487	226	261	45	92	238	110	132	136	109	110	208	38	61	40	161	66	64	138	162	187
	48%	47%	49%	38%	57%	46%	52%	50%	46%	52%	46%	77%	18%	49%	57%	81%	29%	49%	41%	51%	52%
Neither	68	36	33	5	6	48	9	17	22	9	20	9	6	11	4	5	14	12	19	19	30
	7%	7%	6%	4%	4%	9%	4%	6%	7%	4%	9%	3%	3%	9%	6%	3%	6%	9%	6%	6%	8%
Both	30	9	21	10	5	10	5	6	8	5	11	5	7	3	2	3	3	7	13	11	6
	3%	2%	4%	8%	3%	2%	2%	2%	3%	2%	5%	2%	3%	2%	3%	2%	1%	6%	4%	4%	2%
Refused	5	3	2	2	-	2	1	2	-	-	3	-	-	-	-	-	-	-	1	-	4
	*	1%	*	2%	-	*	*	1%	-	-	1%	-	-	-	-	-	-	-	*	-	1%
Don't know	51	18	32	6	17	21	8	13	14	9	16	5	4	4	1	6	8	2	26	9	16
	5%	4%	6%	5%	10%	4%	4%	5%	5%	4%	7%	2%	2%	3%	1%	3%	3%	1%	8%	3%	4%

## Opinion Poll

### CATI Fieldwork : November 13th-15th 2009

Absolutes/col percents

Table 13

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

**Will be more respected around the world**

**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	1010	454	556	65	126	599	220	298	299	136	277	267	242	124	75	200	285	106	343	316	351
Weighted base	1010	482	528	119	161	516	214	265	296	211	238	270	213	125	70	198	227	130	336	316	358
Gordon Brown	389	195	193	54	60	196	79	109	122	77	81	40	157	61	28	19	139	55	158	113	118
	38%	40%	37%	45%	37%	38%	37%	41%	41%	37%	34%	15%	73%	49%	40%	10%	61%	42%	47%	36%	33%
David Cameron	495	231	264	56	80	253	105	129	140	112	112	216	46	54	36	168	70	62	138	166	191
	49%	48%	50%	47%	50%	49%	49%	49%	47%	53%	47%	80%	22%	44%	52%	85%	31%	47%	41%	53%	53%
Neither	54	27	28	2	10	36	6	12	15	6	21	4	4	7	2	5	7	8	16	20	19
	5%	6%	5%	2%	6%	7%	3%	5%	5%	3%	9%	2%	2%	6%	3%	3%	3%	6%	5%	6%	5%
Both	13	5	8	2	2	5	4	2	3	4	4	1	3	2	-	1	5	-	4	4	6
	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	*	1%	2%	-	*	2%	-	1%	1%	2%
Refused	7	6	2	-	1	2	5	3	1	3	-	-	1	-	-	-	1	1	-	2	5
	1%	1%	*	-	1%	*	2%	1%	*	2%	-	-	*	-	-	-	*	1%	-	1%	1%
Don't know	52	18	34	4	8	25	15	10	15	8	20	8	3	1	3	5	6	4	21	12	20
	5%	4%	6%	4%	5%	5%	7%	4%	5%	4%	8%	3%	2%	*	4%	3%	3%	3%	6%	4%	6%

## Opinion Poll

### CATI Fieldwork : November 13th-15th 2009

Absolutes/col percents

Table 14

**Q.4 Thinking about what you may have seen or heard in the media lately, do you think that...?****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	1010	454	556	65	126	599	220	298	299	136	277	267	242	124	75	200	285	106	343	316	351
Weighted base	1010	482	528	119	161	516	214	265	296	211	238	270	213	125	70	198	227	130	336	316	358
No matter what Gordon Brown tries to do, the press will treat him unfairly	612 61%	283 59%	329 62%	59 50%	98 61%	331 64%	124 58%	182 69%	203 69%	113 54%	114 48%	122 45%	170 80%	100 80%	40 58%	99 50%	169 75%	98 75%	214 64%	197 62%	201 56%
Gordon Brown is getting the press he deserves.	355 35%	175 36%	180 34%	52 44%	58 36%	166 32%	80 37%	78 29%	88 30%	93 44%	96 41%	141 52%	43 20%	25 20%	29 42%	93 47%	54 24%	31 24%	115 34%	113 36%	127 36%
Don't know	43 4%	24 5%	18 3%	7 6%	5 3%	19 4%	11 5%	6 2%	5 2%	5 2%	27 12%	7 2%	1 *	- -	* *	6 3%	4 2%	2 1%	8 2%	6 2%	29 8%

## Opinion Poll

### CATI Fieldwork : November 13th-15th 2009

Absolutes/col percents

Table 15

**Q.5 You may have seen or heard that the parties have been talking about ways to help bring people out of poverty. Which party do you think is best placed to bring people out of poverty?**

**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	1010	454	556	65	126	599	220	298	299	136	277	267	242	124	75	200	285	106	343	316	351
Weighted base	1010	482	528	119	161	516	214	265	296	211	238	270	213	125	70	198	227	130	336	316	358
The Conservatives under David Cameron	424 42%	200 41%	224 42%	55 46%	71 44%	205 40%	93 44%	101 38%	121 41%	101 48%	100 42%	217 81%	22 10%	39 31%	29 42%	157 79%	46 20%	47 36%	118 35%	138 44%	167 47%
Labour under Gordon Brown	416 41%	201 42%	216 41%	48 40%	57 36%	220 43%	91 43%	111 42%	131 44%	86 41%	88 37%	30 11%	178 84%	67 53%	29 41%	20 10%	162 71%	57 44%	166 49%	124 39%	127 35%
Neither	97 10%	56 12%	41 8%	4 4%	15 9%	63 12%	15 7%	30 11%	27 9%	12 6%	28 12%	13 5%	9 4%	14 12%	5 8%	10 5%	12 5%	20 15%	27 8%	32 10%	38 11%
Both	12 1%	5 1%	7 1%	2 2%	2 1%	7 1%	1 1%	4 2%	4 1%	2 1%	2 1%	2 1%	3 1%	- -	- -	2 1%	1 1%	- -	4 1%	3 1%	5 1%
Don't know	61 6%	20 4%	40 8%	9 8%	16 10%	21 4%	14 6%	19 7%	13 4%	10 5%	19 8%	7 3%	2 1%	4 4%	6 9%	9 4%	5 2%	6 5%	21 6%	18 6%	21 6%

**Opinion Poll**  
**CATI Fieldwork : November 13th-15th 2009**

Absolutes/col percents

Table 16  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1010	1010
Weighted base		1010	1010
<b><u>Gender</u></b>			
Male		454 45%	482 48%
Female		556 55%	528 52%
<b><u>Age</u></b>			
18-24	(21)	65 6%	119 12%
25-34	(29.5)	126 12%	161 16%
35-44	(39.5)	195 19%	197 20%
45-54	(49.5)	221 22%	168 17%
55-64	(59.5)	183 18%	151 15%
65+	(70)	220 22%	214 21%
Average age		49.52	46.86

**Opinion Poll**  
**CATI Fieldwork : November 13th-15th 2009**

Absolutes/col percents

Table 16  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1010	1010
<b><u>Social Grade</u></b>		
AB	298 30%	265 26%
C1	299 30%	296 29%
C2	136 13%	211 21%
DE	277 27%	238 24%
<b><u>Region</u></b>		
North	343 34%	336 33%
Midlands	316 31%	316 31%
South	351 35%	358 35%

**Opinion Poll**  
**CATI Fieldwork : November 13th-15th 2009**

Absolutes/col percents

Table 16  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1010	1010
<b><u>Working status</u></b>		
Full-time	426 42%	454 45%
Part-time	137 14%	122 12%
Not working but seeking work or temporarily unemployed/sick	58 6%	68 7%
Not working/not seeking work	64 6%	65 6%
Retired	260 26%	247 24%
Student	32 3%	46 5%
Refused	33 3%	9 1%

**Opinion Poll**  
**CATI Fieldwork : November 13th-15th 2009**

Absolutes/col percents

Table 16  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1010	1010
<b><u>Tenure</u></b>		
Own outright	339 34%	334 33%
Own with a mortgage	388 38%	393 39%
Council	78 8%	125 12%
Housing Assoc.	52 5%	39 4%
Rented from someone else	98 10%	89 9%
Rent free	10 1%	10 1%
Refused	45 4%	19 2%

**Opinion Poll**  
**CATI Fieldwork : November 13th-15th 2009**

Absolutes/col percents

Table 17  
**Q.C/D Voting in May 5th 2005 General Election**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1010	1010
Weighted base	1010	1010
Conservative	200 20%	198 20%
Labour	285 28%	227 23%
Liberal Democrat/ Liberal	106 10%	130 13%
Scottish National Party/SNP	23 2%	20 2%
Plaid Cymru	8 1%	4 *
Green Party	12 1%	8 1%
UK Independence Party (UKIP)	13 1%	9 1%
Others	6 1%	5 *
Did not vote	283 28%	322 32%
Refused	55 5%	63 6%
Don't know	19 2%	23 2%