



ICM Poll for The News of the World

Fieldwork dates: 7-9th October 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: 1,008

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status, number of cars in the household and whether or not respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 34,000 random face-to-face interviews conducted annually.

The data were further weighted by declared votes in the 2005 general election. The weighting scheme is designed as follows:

Weighting by past votes

1. Respondents are asked whether they voted in the last general election and if they did, which party they voted for.

2. The sample is weighted by demographics (age, sex, tenure etc). However, after such weighting the declared past votes may not match, exactly, the results of the last election. Partly this is because demographics (by which ICM control the sample) are relatively poorly correlated with vote behaviour. Nevertheless past vote weighting has to be used with caution as some people genuinely forget how they voted. We cannot simply weight the data to the actual results last time.

3. ICM takes the declared past votes on any new poll and adds it to the 20 or so most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme.

4. ICM compares the declared past votes derived in 3) above to the actual result of the last general election and gives a weight of 80% to the results of the last election and 20% to the average of the most recent polls, thereby assuming that most of the difference (70%) can be attributed to political imbalance in the sample and 30% to faulty recall.

Weighting for turnout

1. ICM ask respondents to say how likely it is that they will go and vote in a new general election using a ten points scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote.

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

CATI Fieldwork : October 7th-8th 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	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337	
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354	
Certain to vote	(10)	545	275	270	40	64	277	163	159	107	116	202	98	75	45	170	146	87	154	182	209	
		54%	57%	51%	35%	41%	54%	75%	61%	54%	52%	48%	67%	57%	63%	60%	86%	64%	67%	46%	57%	59%
	(9)	44	24	20	5	6	25	8	13	15	4	12	15	5	8	5	4	10	11	17	13	14
		4%	5%	4%	4%	4%	5%	4%	5%	5%	2%	5%	5%	3%	7%	6%	2%	4%	8%	5%	4%	4%
	(8)	80	37	43	15	16	38	11	18	21	19	21	29	26	7	2	8	29	5	32	23	24
		8%	8%	8%	13%	10%	7%	5%	7%	7%	9%	9%	10%	15%	6%	2%	4%	13%	4%	10%	7%	7%
	(7)	53	16	37	7	16	27	3	14	12	17	10	12	13	4	5	2	12	6	21	16	16
		5%	3%	7%	6%	10%	5%	1%	5%	4%	8%	4%	4%	8%	3%	6%	1%	5%	4%	6%	5%	5%
	(6)	25	17	8	6	3	15	*	6	4	9	5	4	6	6	4	-	2	5	10	7	9
		2%	3%	2%	6%	2%	3%	*	2%	1%	4%	2%	1%	3%	5%	5%	-	1%	4%	3%	2%	2%
	(5)	75	23	53	18	9	37	11	13	25	15	23	25	14	8	9	5	15	6	29	20	26
		7%	5%	10%	16%	6%	7%	5%	5%	9%	7%	9%	8%	8%	7%	12%	3%	7%	5%	9%	6%	7%
	(4)	13	8	6	-	1	11	1	2	2	7	3	4	1	2	4	1	-	2	8	3	3
		1%	2%	1%	-	1%	2%	1%	1%	1%	4%	1%	1%	*	2%	5%	1%	-	2%	2%	1%	1%
	(3)	29	17	12	5	12	10	2	7	11	4	7	6	6	5	2	*	2	2	8	9	11
		3%	4%	2%	5%	7%	2%	1%	3%	4%	2%	3%	2%	3%	5%	2%	*	1%	2%	2%	3%	3%
	(2)	19	7	12	3	3	11	2	2	4	1	12	3	4	3	2	3	3	-	6	5	8
		2%	1%	2%	3%	2%	2%	1%	1%	1%	*	5%	1%	2%	3%	2%	1%	1%	-	2%	2%	2%
Certain not to vote	(1)	114	55	59	16	26	61	11	26	38	22	28	-	-	-	-	1	7	6	47	41	27
		11%	11%	11%	14%	17%	12%	5%	10%	13%	11%	12%	-	-	-	-	*	3%	5%	14%	13%	8%
Refused		1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1
		*	-	*	-	-	-	*	-	*	-	-	-	-	-	-	*	-	-	-	-	*
Don't know		10	3	8	-	1	4	5	1	3	2	4	-	-	-	-	1	1	-	2	2	6
		1%	1%	1%	-	1%	1%	2%	*	1%	1%	2%	-	-	-	-	1%	*	-	1%	1%	2%
Mean		7.69	7.82	7.58	6.74	6.85	7.66	8.92	8.14	7.61	7.66	7.32	8.89	8.45	8.54	8.31	9.54	8.70	8.67	7.30	7.72	8.04
Standard deviation		3.20	3.20	3.19	3.23	3.46	3.22	2.45	3.00	3.30	3.07	3.34	1.96	2.20	2.37	2.42	1.49	2.27	2.45	3.30	3.27	2.98
Standard error		0.10	0.15	0.14	0.40	0.30	0.14	0.15	0.17	0.22	0.25	0.19	0.11	0.16	0.23	0.28	0.10	0.14	0.24	0.18	0.18	0.16

Prepared on behalf of The News of the World by ICM Research

Opinion Poll

CATI Fieldwork : October 7th-8th 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	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
Conservative	299	146	153	27	50	135	86	88	87	65	59	299	-	-	-	160	39	12	72	105	122
	30%	30%	29%	23%	32%	26%	40%	33%	29%	32%	24%	100%	-	-	-	82%	17%	10%	22%	33%	34%
Labour	173	85	88	25	30	93	25	47	39	40	46	-	173	-	-	-	115	10	72	49	52
	17%	18%	17%	21%	19%	18%	11%	18%	13%	19%	19%	-	100%	-	-	-	50%	7%	22%	15%	15%
Liberal Democrat/ Liberal	118	50	68	15	6	74	23	31	45	11	31	-	-	118	-	4	22	62	32	33	54
	12%	10%	13%	13%	4%	14%	11%	12%	15%	6%	13%	-	-	100%	-	2%	10%	48%	9%	10%	15%
Scottish National Party/ SNP	16	7	8	3	*	9	4	2	2	7	4	-	-	-	16	-	4	1	16	-	-
	2%	2%	2%	3%	*	2%	2%	1%	1%	3%	2%	-	-	-	21%	-	2%	1%	5%	-	-
Plaid Cymru	5	3	2	-	1	4	-	3	*	1	1	-	-	-	5	-	-	-	-	5	-
	1%	1%	*	-	1%	1%	-	1%	*	1%	*	-	-	-	7%	-	-	-	-	2%	-
Green Party	17	9	8	3	3	9	1	3	7	2	5	-	-	-	17	-	4	-	3	4	10
	2%	2%	2%	3%	2%	2%	1%	1%	2%	1%	2%	-	-	-	22%	-	2%	-	1%	1%	3%
UK Independence Party (UKIP)	19	13	6	5	1	5	8	3	8	6	4	-	-	-	19	4	5	2	2	7	10
	2%	3%	1%	5%	1%	1%	4%	1%	3%	3%	1%	-	-	-	26%	2%	2%	2%	1%	2%	3%
Other	19	12	7	-	3	13	3	6	5	3	5	-	-	-	19	3	3	1	9	7	3
	2%	3%	1%	-	2%	2%	1%	2%	2%	1%	2%	-	-	-	25%	2%	2%	1%	3%	2%	1%
Would not vote	114	55	59	16	26	61	11	26	38	22	28	-	-	-	1	7	6	47	41	27	
	11%	11%	11%	14%	17%	12%	5%	10%	13%	11%	12%	-	-	-	*	3%	5%	14%	13%	8%	
Don't know	144	53	91	17	23	77	27	36	37	31	40	-	-	-	13	22	26	51	44	49	
	14%	11%	17%	15%	15%	15%	12%	13%	13%	15%	17%	-	-	-	7%	9%	20%	15%	14%	14%	
Refused	84	47	37	5	13	37	30	22	26	19	18	-	-	-	11	7	10	30	27	28	
	8%	10%	7%	4%	8%	7%	14%	8%	9%	9%	7%	-	-	-	6%	3%	8%	9%	8%	8%	

Opinion Poll

CATI Fieldwork : October 7th-8th 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 (11%), don't know who they would vote for (14%) or refuse to answer (8%)

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

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	558	255	303	28	61	300	169	189	120	83	166	259	155	85	59	168	197	63	175	188	195
Weighted base	550	274	276	54	75	282	139	161	155	109	125	258	142	94	56	163	174	78	163	182	205
Conservative	258	128	130	18	39	121	80	82	72	53	51	258	-	-	-	153	35	11	61	95	103
	47%	47%	47%	34%	52%	43%	57%	51%	46%	48%	41%	100%	-	-	-	94%	20%	14%	37%	52%	50%
Labour	142	73	69	14	27	77	25	40	28	35	38	-	142	-	-	108	10	58	41	42	
	26%	27%	25%	26%	35%	27%	18%	25%	18%	33%	30%	-	100%	-	-	62%	12%	36%	23%	21%	
Liberal Democrat/ Liberal	94	39	54	13	5	54	22	24	38	9	22	-	-	94	4	19	53	24	27	43	
	17%	14%	20%	24%	6%	19%	16%	15%	24%	9%	18%	-	-	100%	2%	11%	68%	15%	15%	21%	
Scottish National Party/ SNP	11	5	6	3	*	5	2	2	2	2	4	-	-	-	11	-	4	1	11	-	-
	2%	2%	2%	5%	*	2%	2%	1%	1%	2%	4%	-	-	-	20%	-	2%	1%	7%	-	-
Plaid Cymru	2	2	1	-	-	2	-	1	*	-	1	-	-	-	2	-	-	-	-	2	-
	*	1%	*	-	-	1%	-	1%	*	-	1%	-	-	-	4%	-	-	-	-	1%	-
Green Party	10	7	3	1	2	6	1	3	4	2	1	-	-	-	10	-	2	-	2	3	5
	2%	3%	1%	2%	2%	2%	1%	2%	2%	2%	1%	-	-	-	18%	-	1%	-	1%	2%	2%
UK Independence Party (UKIP)	18	12	6	5	1	4	8	3	8	4	4	-	-	-	18	4	4	2	2	7	9
	3%	4%	2%	10%	2%	1%	6%	2%	5%	4%	3%	-	-	-	32%	2%	2%	3%	1%	4%	4%
Other	14	8	7	-	1	11	2	5	4	3	3	-	-	-	14	3	2	1	5	6	3
	3%	3%	2%	-	2%	4%	1%	3%	2%	3%	2%	-	-	-	25%	2%	1%	2%	3%	3%	2%

Opinion Poll
CATI Fieldwork : October 7th-8th 2009

Col percents

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

	<u>Total</u>
Conservative	45%
Labour	26%
Liberal Democrat	18%
Other	10%

Opinion Poll

CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 5
Q.1 From what you have seen or heard from the party conferences, who do you trust more to reduce Britain's current level of debt, Labour or the Conservatives?
Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
Labour	245 24%	121 25%	124 23%	30 26%	42 27%	131 25%	42 19%	64 24%	64 22%	46 22%	70 29%	11 4%	124 72%	33 28%	16 22%	6 3%	116 51%	35 27%	93 28%	71 22%	80 23%
The Conservatives	427 42%	197 41%	230 44%	50 43%	60 38%	202 39%	115 53%	125 47%	134 46%	92 45%	75 31%	261 87%	20 12%	44 37%	25 33%	174 88%	51 22%	54 41%	117 35%	139 43%	171 48%
Neither	250 25%	135 28%	115 22%	23 20%	45 28%	139 27%	43 20%	56 21%	75 25%	47 22%	72 30%	22 7%	19 11%	34 29%	31 42%	13 7%	46 20%	33 25%	97 29%	74 23%	79 22%
Don't know	86 9%	28 6%	59 11%	14 12%	11 7%	44 9%	18 8%	19 7%	21 7%	22 11%	24 10%	5 2%	9 5%	7 6%	3 4%	4 2%	15 7%	8 6%	26 8%	36 11%	24 7%

Opinion Poll

CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 6

Q.2 At the Labour party conference last week, the Chancellor Alastair Darling pledged to cut the current yearly budget deficit in half within 4 years. Do you think this pledge goes too far, not far enough in paying off Britian's debt, or is it about right?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
Too far	174 17%	94 20%	79 15%	8 7%	24 15%	98 19%	44 20%	41 15%	51 18%	43 21%	38 16%	56 19%	17 10%	29 25%	12 15%	34 17%	40 18%	35 27%	58 17%	60 19%	55 16%
Not far enough	290 29%	143 30%	146 28%	23 20%	52 33%	143 28%	71 33%	80 30%	87 29%	53 26%	69 29%	120 40%	32 18%	34 29%	24 32%	86 44%	49 21%	25 19%	85 26%	99 31%	106 30%
About right	418 41%	188 39%	230 44%	76 66%	57 36%	217 42%	68 31%	119 45%	120 41%	90 43%	89 37%	95 32%	118 68%	45 38%	27 36%	52 26%	122 53%	61 47%	148 44%	124 39%	145 41%
Don't know	127 13%	55 11%	72 14%	9 8%	25 16%	58 11%	35 16%	25 9%	36 12%	21 10%	46 19%	28 9%	6 3%	10 9%	13 17%	24 12%	18 8%	10 7%	42 12%	38 12%	48 13%

Opinion Poll

CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 7

Q.3 Here are some policies that the Conservatives talked about at the party conference this week. Would you support or oppose.....

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
<u>A years pay freeze on all public sector workers (except members of the military on duty in Afghanistan) who earn over £18,000 per year</u>																					
Support	582	296	286	73	81	278	150	148	176	118	141	223	82	63	45	144	123	68	192	187	203
	58%	62%	54%	63%	51%	54%	69%	56%	60%	57%	58%	75%	47%	53%	60%	73%	54%	53%	58%	58%	57%
Oppose	378	168	210	44	68	215	52	109	103	82	84	71	89	53	29	46	97	56	126	119	133
	38%	35%	40%	37%	43%	42%	24%	41%	35%	40%	35%	24%	51%	45%	38%	23%	43%	43%	38%	37%	38%
Don't know	48	17	31	-	10	22	16	8	15	7	17	5	2	2	1	7	8	6	15	15	18
	5%	3%	6%	-	6%	4%	8%	3%	5%	4%	7%	2%	1%	2%	2%	3%	3%	4%	4%	5%	5%
<u>Capping the pensions of senior civil servants at £50,000 per year</u>																					
Support	778	386	392	74	115	414	176	210	246	148	174	255	133	87	61	173	173	102	259	248	271
	77%	80%	74%	63%	72%	80%	81%	79%	84%	71%	72%	85%	77%	73%	80%	88%	76%	79%	78%	77%	77%
Oppose	195	85	110	39	30	90	35	46	38	53	57	35	40	31	14	21	51	26	66	60	69
	19%	18%	21%	33%	19%	18%	16%	17%	13%	26%	24%	12%	23%	26%	19%	10%	23%	20%	20%	19%	19%
Don't know	35	9	26	4	13	11	7	10	10	6	10	8	-	1	1	3	3	2	8	13	14
	3%	2%	5%	3%	8%	2%	3%	4%	3%	3%	4%	3%	-	1%	1%	2%	1%	2%	2%	4%	4%
<u>Scapping Child Trust Funds for all but the poorest households</u>																					
Support	557	268	288	41	75	291	150	149	158	108	142	187	90	67	42	131	120	83	168	184	205
	55%	56%	55%	35%	47%	57%	69%	56%	54%	52%	59%	63%	52%	56%	56%	67%	53%	63%	51%	57%	58%
Oppose	388	179	209	69	77	193	49	97	121	89	80	100	76	48	30	54	93	41	149	115	125
	38%	37%	40%	59%	48%	38%	22%	37%	41%	43%	33%	33%	44%	40%	39%	27%	41%	31%	45%	36%	35%
Don't know	64	33	30	7	7	31	20	19	15	10	19	12	7	4	4	12	15	7	16	23	25
	6%	7%	6%	6%	4%	6%	9%	7%	5%	5%	8%	4%	4%	3%	5%	6%	7%	5%	5%	7%	7%

Opinion Poll

CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 7

Q.3 Here are some policies that the Conservatives talked about at the party conference this week. Would you support or oppose.....

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
<u>Cutting Whitehall department budgets by one third</u>																					
Support	726	352	374	70	106	383	166	188	209	159	170	252	109	86	48	170	152	92	230	238	259
	72%	73%	71%	60%	67%	74%	76%	71%	71%	77%	71%	85%	63%	72%	63%	87%	67%	71%	69%	74%	73%
Oppose	186	91	95	35	28	88	35	55	48	35	49	36	49	22	21	23	58	23	71	58	58
	18%	19%	18%	30%	18%	17%	16%	21%	16%	17%	20%	12%	28%	18%	27%	12%	26%	18%	21%	18%	16%
Don't know	96	38	59	11	24	44	17	23	37	14	22	10	15	11	7	4	17	15	33	26	38
	10%	8%	11%	10%	15%	9%	8%	9%	13%	7%	9%	3%	9%	9%	10%	2%	8%	11%	10%	8%	11%
<u>Scrapping tax credits for any family with household incomes over £50,000 per year</u>																					
Support	723	372	351	68	108	377	170	199	211	154	159	241	116	91	49	163	170	102	241	224	258
	72%	78%	67%	58%	68%	73%	78%	75%	72%	74%	66%	81%	67%	77%	65%	83%	75%	78%	72%	70%	73%
Oppose	252	96	157	42	50	121	39	57	79	46	71	57	56	25	23	32	56	26	86	85	82
	25%	20%	30%	36%	32%	23%	18%	21%	27%	22%	29%	19%	33%	21%	30%	16%	25%	20%	26%	26%	23%
Don't know	32	12	20	7	-	17	8	10	4	7	12	1	1	2	3	2	2	2	7	12	14
	3%	3%	4%	6%	-	3%	4%	4%	1%	4%	5%	*	*	2%	5%	1%	1%	2%	2%	4%	4%
<u>Increasing the pension age for men to 66 in 2016, and to 65 for women in 2020 at the earliest</u>																					
Support	468	240	228	65	64	214	125	143	145	85	94	192	56	57	32	124	92	63	128	134	206
	46%	50%	43%	56%	41%	41%	57%	54%	49%	41%	39%	64%	32%	48%	42%	63%	41%	49%	38%	42%	58%
Oppose	505	225	280	48	90	288	78	115	143	118	130	98	113	58	38	64	130	64	194	176	135
	50%	47%	53%	42%	57%	56%	36%	43%	49%	57%	54%	33%	65%	49%	51%	33%	57%	49%	58%	55%	38%
Don't know	35	16	20	3	4	14	15	7	6	4	17	9	4	4	5	8	6	3	12	11	13
	3%	3%	4%	2%	3%	3%	7%	3%	2%	2%	7%	3%	2%	3%	7%	4%	3%	2%	3%	3%	4%

Opinion Poll

CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 8

Q.4 Do you think the policies talked about by the Conservatives go too far or not far enough in paying off Britain's debt, or are they about right?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
Too far	133 13%	66 14%	68 13%	10 8%	15 9%	81 16%	28 13%	32 12%	31 10%	31 15%	39 16%	6 2%	60 34%	22 18%	5 7%	4 2%	58 26%	25 19%	54 16%	37 11%	43 12%
Not far enough	280 28%	149 31%	131 25%	29 25%	52 33%	143 28%	56 26%	72 27%	100 34%	51 25%	58 24%	63 21%	51 29%	47 39%	30 40%	45 23%	58 25%	35 27%	80 24%	88 27%	112 32%
About right	458 45%	206 43%	253 48%	67 58%	69 44%	223 43%	98 45%	132 50%	123 42%	99 48%	105 44%	215 72%	53 30%	42 36%	30 40%	137 70%	84 37%	56 43%	148 44%	159 50%	151 43%
Don't know	136 14%	61 13%	76 14%	10 8%	22 14%	69 13%	36 16%	30 11%	41 14%	26 13%	39 16%	14 5%	10 6%	8 6%	10 13%	10 5%	28 12%	14 11%	51 15%	37 12%	48 14%

Opinion Poll

CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 9

Q.5 Irrespective of how you yourself will vote at the next general 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	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
Conservative	408	204	204	46	64	194	103	116	120	90	82	266	10	23	25	167	51	35	115	134	159
	40%	42%	39%	40%	41%	38%	47%	44%	41%	43%	34%	89%	6%	20%	33%	85%	22%	27%	35%	42%	45%
Labour	251	120	131	35	45	129	43	63	67	50	71	11	142	23	11	6	116	34	102	71	78
	25%	25%	25%	30%	28%	25%	20%	24%	23%	24%	30%	4%	82%	19%	15%	3%	51%	26%	31%	22%	22%
Liberal Democrats	110	52	57	11	11	56	31	37	36	11	26	10	5	51	8	13	24	38	30	37	42
	11%	11%	11%	10%	7%	11%	14%	14%	12%	5%	11%	3%	3%	43%	11%	6%	10%	29%	9%	12%	12%
Other	64	39	24	9	9	38	7	15	13	20	16	*	4	6	28	4	10	4	24	24	16
	6%	8%	5%	8%	6%	7%	3%	6%	4%	10%	6%	*	2%	5%	36%	2%	4%	3%	7%	8%	4%
Don't know	176	65	111	15	28	99	34	35	58	37	46	11	11	15	3	7	27	20	62	55	59
	17%	14%	21%	13%	18%	19%	16%	13%	20%	18%	19%	4%	7%	13%	4%	4%	12%	15%	19%	17%	17%

Opinion Poll

CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 10

Q.5 Irrespective of how you yourself will vote at the next general election, which political party do you think is putting forward the best policies on...

Reducing Britain's debt

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
Conservative	426 42%	206 43%	220 42%	46 40%	66 42%	206 40%	107 49%	122 46%	121 41%	100 48%	84 35%	270 90%	16 9%	27 23%	30 40%	171 87%	57 25%	43 33%	121 36%	138 43%	167 47%
Labour	229 23%	107 22%	121 23%	37 32%	44 28%	114 22%	33 15%	56 21%	65 22%	43 21%	65 27%	9 3%	126 73%	26 22%	11 15%	6 3%	106 47%	27 21%	95 28%	64 20%	70 20%
Liberal Democrats	96 9%	48 10%	48 9%	5 5%	9 5%	52 10%	30 14%	31 12%	31 11%	14 7%	20 8%	6 2%	9 5%	41 35%	4 5%	7 4%	19 9%	33 26%	28 8%	34 11%	33 9%
Other	58 6%	37 8%	21 4%	6 5%	5 3%	39 8%	8 4%	15 6%	10 3%	17 8%	16 7%	* *	5 3%	6 5%	25 32%	2 1%	9 4%	7 6%	20 6%	22 7%	16 4%
Don't know	200 20%	82 17%	117 22%	22 19%	34 22%	104 20%	40 18%	41 15%	68 23%	34 16%	57 24%	13 4%	18 10%	19 16%	6 8%	10 5%	36 16%	19 15%	69 21%	63 20%	68 19%

Opinion Poll

CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 11

Q.5 Irrespective of how you yourself will vote at the next general 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 Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
Conservative	353 35%	171 36%	183 35%	42 36%	55 35%	157 30%	99 46%	101 38%	109 37%	82 40%	61 25%	232 78%	12 7%	18 15%	21 28%	155 79%	40 18%	33 26%	101 30%	121 38%	131 37%
Labour	263 26%	128 27%	135 26%	35 30%	53 33%	140 27%	35 16%	61 23%	70 24%	51 25%	80 33%	17 6%	133 77%	19 16%	19 25%	10 5%	119 52%	31 24%	104 31%	75 23%	84 24%
Liberal Democrats	135 13%	72 15%	64 12%	18 15%	15 9%	74 14%	29 13%	45 17%	46 16%	19 9%	25 10%	14 5%	11 6%	64 54%	5 6%	11 5%	28 13%	47 36%	38 11%	41 13%	56 16%
Other	52 5%	27 6%	25 5%	7 6%	2 1%	34 7%	9 4%	11 4%	9 3%	10 5%	21 9%	5 2%	3 2%	5 4%	24 32%	7 3%	9 4%	3 2%	18 5%	22 7%	12 3%
Don't know	204 20%	83 17%	122 23%	14 12%	34 21%	110 21%	46 21%	46 17%	60 20%	45 22%	54 22%	30 10%	14 8%	13 11%	6 8%	14 7%	31 14%	16 12%	72 22%	61 19%	71 20%

Opinion Poll

CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 12

Q.5 Irrespective of how you yourself will vote at the next general 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 Dem	North	Mid- lands	South
Unweighted base	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
Conservative	315	152	163	45	42	135	93	77	97	71	68	211	11	17	14	139	40	21	92	110	113
	31%	32%	31%	39%	27%	26%	43%	29%	33%	35%	28%	71%	6%	14%	19%	71%	17%	16%	28%	34%	32%
Labour	322	153	169	35	62	169	56	80	89	64	89	34	144	31	23	17	137	40	127	97	99
	32%	32%	32%	30%	39%	33%	26%	30%	30%	31%	37%	11%	84%	27%	31%	9%	60%	31%	38%	30%	28%
Liberal Democrats	109	56	52	11	11	63	23	44	33	14	18	14	8	52	2	13	20	41	24	34	50
	11%	12%	10%	9%	7%	12%	11%	17%	11%	7%	7%	5%	4%	44%	3%	6%	9%	31%	7%	11%	14%
Other	59	33	26	6	4	41	8	13	14	14	18	5	1	6	26	6	8	8	20	19	20
	6%	7%	5%	5%	3%	8%	4%	5%	5%	7%	8%	2%	1%	5%	35%	3%	3%	6%	6%	6%	6%
Don't know	203	86	117	19	39	108	37	51	61	44	47	34	9	12	10	23	24	21	70	60	72
	20%	18%	22%	17%	24%	21%	17%	19%	21%	21%	20%	11%	5%	10%	13%	11%	10%	16%	21%	19%	20%

Opinion Poll

CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 13

Q.5 Irrespective of how you yourself will vote at the next general 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	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
Conservative	350 35%	170 35%	181 34%	33 28%	54 34%	167 32%	97 45%	87 33%	102 35%	75 36%	86 36%	237 79%	16 9%	22 19%	17 22%	152 77%	42 18%	38 29%	86 26%	126 39%	139 39%
Labour	261 26%	117 24%	143 27%	38 32%	45 29%	138 27%	40 18%	75 28%	72 24%	50 24%	64 27%	18 6%	129 75%	23 20%	15 19%	10 5%	115 51%	30 23%	111 33%	77 24%	73 20%
Liberal Democrats	122 12%	66 14%	56 11%	17 14%	11 7%	66 13%	28 13%	42 16%	38 13%	18 9%	24 10%	10 3%	7 4%	54 45%	8 11%	10 5%	23 10%	39 30%	37 11%	38 12%	47 13%
Other	63 6%	37 8%	26 5%	9 8%	6 4%	35 7%	14 6%	13 5%	12 4%	16 8%	22 9%	2 1%	7 4%	6 5%	25 33%	4 2%	14 6%	3 3%	22 7%	22 7%	19 5%
Don't know	211 21%	90 19%	122 23%	20 18%	42 27%	110 21%	39 18%	49 18%	70 24%	48 23%	45 18%	32 11%	13 8%	13 11%	12 15%	21 11%	34 15%	20 15%	76 23%	58 18%	77 22%

Opinion Poll

CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 14

Q.5 Irrespective of how you yourself will vote at the next general 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 Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
Conservative	410 41%	207 43%	203 39%	54 46%	59 37%	189 37%	108 49%	113 43%	114 39%	89 43%	94 39%	243 81%	24 14%	31 26%	21 28%	155 79%	55 24%	39 30%	125 38%	130 40%	155 44%
Labour	204 20%	90 19%	114 22%	23 20%	42 27%	112 22%	27 12%	52 19%	52 18%	48 23%	53 22%	12 4%	111 64%	17 14%	11 14%	6 3%	98 43%	23 18%	80 24%	60 19%	64 18%
Liberal Democrats	90 9%	46 10%	43 8%	2 2%	12 8%	52 10%	24 11%	22 8%	35 12%	11 5%	22 9%	9 3%	13 8%	38 32%	5 7%	8 4%	21 9%	35 27%	29 9%	28 9%	33 9%
Other	82 8%	50 10%	32 6%	19 16%	8 5%	45 9%	10 5%	19 7%	21 7%	16 8%	26 11%	9 3%	5 3%	10 8%	28 37%	7 4%	19 8%	7 5%	29 9%	29 9%	24 7%
Don't know	222 22%	87 18%	135 26%	18 16%	36 23%	118 23%	49 23%	60 23%	73 25%	43 21%	47 19%	26 9%	20 11%	23 19%	11 15%	20 10%	35 16%	26 20%	71 21%	74 23%	77 22%

Opinion Poll

CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 15

Q.5 Irrespective of how you yourself will vote at the next general 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	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
Conservative	289 29%	139 29%	150 28%	42 36%	47 30%	131 26%	69 32%	80 30%	89 30%	65 31%	54 23%	185 62%	15 8%	17 14%	15 20%	110 56%	32 14%	27 21%	90 27%	103 32%	96 27%
Labour	229 23%	107 22%	122 23%	29 25%	50 32%	120 23%	30 14%	63 24%	49 17%	46 22%	71 29%	20 7%	122 71%	21 18%	8 11%	8 4%	113 50%	19 15%	87 26%	68 21%	74 21%
Liberal Democrats	120 12%	75 16%	44 8%	8 7%	14 9%	69 13%	29 13%	42 16%	46 16%	13 6%	18 8%	20 7%	7 4%	50 42%	6 8%	12 6%	28 12%	52 40%	40 12%	35 11%	45 13%
Other	123 12%	78 16%	46 9%	13 11%	12 7%	64 12%	35 16%	27 10%	27 9%	38 18%	32 13%	27 9%	3 2%	7 6%	37 49%	33 17%	15 7%	9 7%	29 9%	44 14%	50 14%
Don't know	247 25%	82 17%	166 31%	25 21%	36 23%	131 25%	56 25%	53 20%	83 28%	45 22%	66 27%	47 16%	26 15%	23 20%	9 12%	33 17%	39 17%	24 18%	87 26%	70 22%	90 25%

Opinion Poll

CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 16

Q.5 Irrespective of how you yourself will vote at the next general election, which political party do you think is putting forward the best policies on...

Afghanistan

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
Conservative	345	150	195	46	53	158	88	97	98	80	71	211	22	19	19	130	53	39	93	113	139
	34%	31%	37%	39%	34%	31%	40%	37%	33%	38%	29%	71%	13%	16%	26%	66%	23%	30%	28%	35%	39%
Labour	183	98	85	22	39	94	27	47	45	36	56	18	96	12	8	8	78	18	83	54	46
	18%	20%	16%	19%	25%	18%	13%	18%	15%	17%	23%	6%	55%	10%	10%	4%	34%	14%	25%	17%	13%
Liberal Democrats	113	56	57	16	11	64	21	36	41	13	23	14	10	50	6	11	23	37	25	36	52
	11%	12%	11%	14%	7%	12%	10%	14%	14%	6%	10%	5%	6%	42%	8%	6%	10%	29%	7%	11%	15%
Other	78	45	32	8	10	43	17	19	20	17	22	5	6	6	25	6	17	6	25	31	22
	8%	9%	6%	7%	6%	8%	8%	7%	7%	8%	9%	2%	4%	5%	33%	3%	7%	4%	8%	10%	6%
Don't know	289	132	158	24	45	156	65	66	90	62	70	51	39	31	18	41	56	30	106	88	95
	29%	27%	30%	21%	28%	30%	30%	25%	31%	30%	29%	17%	22%	26%	24%	21%	25%	23%	32%	27%	27%

Opinion Poll

CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 17

Q.5 Irrespective of how you yourself will vote at the next general 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 Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
Conservative	238 24%	109 23%	129 25%	28 24%	38 24%	102 20%	70 32%	62 23%	58 20%	68 33%	50 21%	157 52%	10 6%	15 13%	17 22%	90 46%	26 11%	21 17%	72 22%	90 28%	76 21%
Labour	188 19%	88 18%	100 19%	28 24%	40 25%	90 18%	30 14%	46 17%	40 14%	37 18%	66 27%	22 7%	92 53%	9 7%	7 10%	10 5%	91 40%	16 12%	89 27%	52 16%	47 13%
Liberal Democrats	187 19%	102 21%	85 16%	17 15%	20 13%	107 21%	43 20%	63 24%	64 22%	26 12%	34 14%	39 13%	19 11%	68 57%	4 6%	34 17%	33 14%	63 48%	46 14%	55 17%	85 24%
Other	181 18%	98 20%	83 16%	21 18%	18 11%	108 21%	34 16%	46 17%	66 23%	30 14%	39 16%	41 14%	25 14%	18 15%	34 45%	32 16%	38 17%	16 13%	51 15%	58 18%	72 20%
Don't know	213 21%	83 17%	130 25%	22 19%	42 27%	109 21%	41 19%	49 18%	65 22%	47 23%	52 22%	41 14%	28 16%	9 8%	13 18%	30 15%	40 18%	14 10%	74 22%	66 21%	73 21%

Opinion Poll

CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 18

Q.5 Irrespective of how you yourself will vote at the next general 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	1008	444	564	65	130	543	270	314	229	154	311	294	180	107	74	205	266	105	340	331	337
Weighted base	1008	481	527	116	158	516	218	265	294	207	241	299	173	118	76	197	228	130	333	321	354
Conservative	327	161	167	35	39	163	90	88	97	71	70	197	18	27	13	129	47	38	87	116	124
	32%	33%	32%	30%	25%	32%	41%	33%	33%	34%	29%	66%	10%	23%	17%	65%	21%	29%	26%	36%	35%
Labour	186	79	107	35	39	91	21	45	45	42	54	15	103	14	12	5	90	9	72	52	61
	18%	16%	20%	30%	25%	18%	10%	17%	15%	20%	22%	5%	60%	12%	16%	3%	39%	7%	22%	16%	17%
Liberal Democrats	116	56	60	11	17	66	22	41	42	11	22	13	16	53	7	10	23	46	34	33	49
	11%	12%	11%	10%	11%	13%	10%	15%	14%	5%	9%	4%	9%	45%	9%	5%	10%	35%	10%	10%	14%
Other	126	87	39	14	16	66	30	32	35	28	30	32	7	9	34	24	25	10	45	46	35
	12%	18%	7%	12%	10%	13%	14%	12%	12%	14%	13%	11%	4%	8%	44%	12%	11%	8%	13%	14%	10%
Don't know	253	98	155	22	47	130	55	59	75	55	65	42	29	16	10	29	43	27	95	73	85
	25%	20%	29%	19%	30%	25%	25%	22%	25%	26%	27%	14%	17%	13%	13%	15%	19%	21%	29%	23%	24%

Opinion Poll
CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 19
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1008	1008
Weighted base		1008	1008
<u>Gender</u>			
Male		444 44%	481 48%
Female		564 56%	527 52%
<u>Age</u>			
18-24	(21)	65 6%	116 12%
25-34	(29.5)	130 13%	158 16%
35-44	(39.5)	171 17%	198 20%
45-54	(49.5)	185 18%	167 17%
55-64	(59.5)	187 19%	150 15%
65+	(70)	270 27%	218 22%
Average age		50.73	47.03

Opinion Poll
CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 19
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1008	1008
<u>Social Grade</u>		
AB	314 31%	265 26%
C1	229 23%	294 29%
C2	154 15%	207 21%
DE	311 31%	241 24%
<u>Region</u>		
North	340 34%	333 33%
Midlands	331 33%	321 32%
South	337 33%	354 35%

Opinion Poll
CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 19
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1008	1008
<u>Working status</u>		
Full-time	340 34%	446 44%
Part-time	170 17%	123 12%
Not working but seeking work or temporarily unemployed/sick	56 6%	54 5%
Not working/not seeking work	75 7%	70 7%
Retired	334 33%	271 27%
Student	20 2%	40 4%
Refused	13 1%	5 *

Opinion Poll
CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 19
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1008	1008
<u>Tenure</u>		
Own outright	355 35%	336 33%
Own with a mortgage	354 35%	391 39%
Council	99 10%	125 12%
Housing Assoc.	57 6%	37 4%
Rented from someone else	113 11%	105 10%
Rent free	3 *	2 *
Refused	27 3%	14 1%

Opinion Poll
CATI Fieldwork : October 7th-8th 2009

Absolutes/col percents

Table 20
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1008	1008
Weighted base	1008	1008
Conservative	205 20%	197 19%
Labour	266 26%	228 23%
Liberal Democrat/ Liberal	105 10%	130 13%
Scottish National Party/SNP	9 1%	6 1%
Plaid Cymru	8 1%	6 1%
Green Party	11 1%	11 1%
UK Independence Party (UKIP)	12 1%	9 1%
British National Party (BNP)	- -	- -
Others	12 1%	14 1%
Did not vote	288 29%	322 32%
Refused	67 7%	61 6%
Don't know	25 2%	25 2%

Opinion Poll

CATI Fieldwork : October 7th-9th 2009

Absolutes/col percents

Table 1

Q.1 From what you may have seen or heard and putting aside your own political preferences, which party leader do you think performed best at the party conferences?

Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	508	241	267	46	66	76	90	103	127	160	127	87	134	120	122	128	104	34
Weighted base	508	244	264	60	80	101	85	75	106	132	147	107	122	133	133	125	72	45
Gordon Brown	119	58	61	21	17	19	18	12	31	25	24	36	34	25	36	29	15	15
	24%	24%	23%	36%	21%	19%	21%	16%	29%	19%	16%	34%	28%	19%	27%	23%	21%	33%
David Cameron	236	111	125	26	40	47	31	42	50	73	70	45	48	68	69	60	28	12
	46%	46%	47%	42%	50%	47%	37%	56%	47%	55%	48%	42%	39%	51%	52%	47%	39%	26%
Don't know	153	75	78	13	24	34	36	21	25	34	53	25	41	39	29	37	29	18
	30%	31%	30%	22%	29%	34%	42%	28%	24%	26%	36%	23%	33%	30%	22%	29%	41%	41%