



100
DAYS

ICM Poll for The Guardian

Fieldwork dates: 13th-15th August 2010

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: 1,001

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 the 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 36,000 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 25 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 can be attributed to political imbalance in the sample and to faulty recall.

Weighting for turnout

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

2. We then weight people by their anticipated turnout. If someone is 10/10 certain to vote, they are given a weight of 1.0. If someone is 9/10 certain to vote they are given a weight of 0.9 etc. People who tell us they are likely to vote in the next General Election but did not vote in the last, are further down-weighted. If someone says they are 10/10 certain to vote but did not vote in 2005, they are given a weight of 0.5. If they say 9/10 certainty, the weight becomes 0.45 etc.

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: martin.boon@icmresearch.co.uk

British Polling Council: ICM is a member of the British Polling Council and abides by its rules. <http://www.britishpollingcouncil.org/>

Opinion Poll

CATI Fieldwork : August 13th-15th 2010

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 2010 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	1001	462	539	74	168	523	236	347	246	147	261	247	266	121	50	267	225	157	337	316	348	
Weighted base	1001	491	510	122	161	509	209	269	293	208	231	234	263	119	57	249	205	165	338	319	344	
Certain to vote	(10)	597	288	310	54	75	328	140	186	175	111	126	171	170	67	36	180	147	117	191	204	202
		60%	59%	61%	44%	47%	64%	67%	69%	60%	53%	54%	73%	65%	57%	64%	72%	72%	71%	56%	64%	59%
	(9)	67	35	32	12	10	30	14	15	25	15	13	16	18	17	5	18	14	12	19	21	27
		7%	7%	6%	10%	6%	6%	7%	5%	9%	7%	5%	7%	7%	14%	9%	7%	7%	7%	6%	7%	8%
	(8)	89	56	33	10	21	42	16	19	23	24	24	20	27	16	7	17	16	14	31	26	33
		9%	11%	7%	8%	13%	8%	8%	7%	8%	12%	10%	8%	10%	14%	12%	7%	8%	8%	9%	8%	9%
	(7)	47	20	27	8	12	22	4	7	15	12	12	13	17	4	1	15	10	8	17	14	15
		5%	4%	5%	7%	8%	4%	2%	3%	5%	6%	5%	5%	6%	3%	1%	6%	5%	5%	5%	5%	4%
	(6)	32	12	21	8	3	19	2	8	12	8	5	2	13	3	3	5	4	5	7	12	13
		3%	2%	4%	7%	2%	4%	1%	3%	4%	4%	2%	1%	5%	2%	6%	2%	2%	3%	2%	4%	4%
	(5)	60	22	38	9	15	23	13	13	19	7	21	12	11	10	3	8	7	7	21	17	22
		6%	4%	7%	8%	9%	4%	6%	5%	6%	3%	9%	5%	4%	9%	5%	3%	3%	4%	6%	5%	6%
	(4)	6	4	2	-	-	4	2	2	-	1	3	1	4	1	-	1	1	-	2	1	3
		1%	1%	*	-	-	1%	1%	1%	-	1%	1%	*	1%	1%	-	*	*	-	1%	*	1%
	(3)	10	3	8	4	2	4	1	4	2	3	1	1	1	1	-	2	-	-	6	2	3
		1%	1%	1%	3%	1%	1%	*	1%	1%	2%	1%	1%	*	1%	-	1%	-	-	2%	1%	1%
	(2)	12	5	8	-	8	2	3	1	3	6	3	-	4	-	2	1	-	1	8	3	2
		1%	1%	1%	-	5%	*	1%	*	1%	3%	1%	-	1%	-	3%	*	-	*	2%	1%	1%
Certain not to vote	(1)	75	45	30	16	12	34	14	13	20	21	22	-	-	-	-	3	5	2	37	18	20
		8%	9%	6%	13%	8%	7%	7%	5%	7%	10%	9%	-	-	-	-	1%	2%	1%	11%	6%	6%
Don't know		5	2	3	1	1	2	1	1	1	-	3	-	-	-	-	-	1	-	1	-	4
		*	*	1%	1%	1%	*	*	1%	*	-	1%	-	-	-	-	-	1%	-	*	-	1%
Mean		8.29	8.26	8.33	7.49	7.71	8.55	8.60	8.76	8.40	7.93	7.95	9.27	8.92	8.88	8.91	9.19	9.15	9.16	7.90	8.56	8.43
Standard deviation		2.76	2.84	2.68	3.14	2.96	2.58	2.65	2.41	2.63	3.03	2.96	1.45	1.80	1.68	1.91	1.68	1.81	1.66	3.12	2.52	2.55
Standard error		0.09	0.13	0.12	0.37	0.23	0.11	0.17	0.13	0.17	0.25	0.18	0.09	0.11	0.15	0.27	0.10	0.12	0.13	0.17	0.14	0.14

Prepared on behalf of The Guardian by ICM Research

Opinion Poll

CATI Fieldwork : August 13th-15th 2010

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 2010 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	1001	462	539	74	168	523	236	347	246	147	261	247	266	121	50	267	225	157	337	316	348
Weighted base	1001	491	510	122	161	509	209	269	293	208	231	234	263	119	57	249	205	165	338	319	344
Conservative	234	116	119	15	37	116	66	85	67	44	38	234	-	-	-	182	3	15	50	88	96
	23%	24%	23%	13%	23%	23%	31%	32%	23%	21%	16%	100%	-	-	-	73%	1%	9%	15%	27%	28%
Labour	263	136	128	31	45	141	46	70	74	55	64	-	263	-	-	4	170	28	102	76	84
	26%	28%	25%	26%	28%	28%	22%	26%	25%	26%	27%	-	100%	-	-	2%	83%	17%	30%	24%	25%
Liberal Democrat/ Liberal	119	58	60	24	20	57	17	40	40	16	22	-	-	119	-	8	3	86	41	31	47
	12%	12%	12%	20%	13%	11%	8%	15%	14%	8%	10%	-	-	100%	-	3%	2%	52%	12%	10%	14%
Scottish National Party/ SNP	20	6	13	1	5	7	6	3	4	6	6	-	-	-	20	1	-	1	20	-	-
	2%	1%	3%	1%	3%	1%	3%	1%	2%	3%	3%	-	-	-	35%	*	-	1%	6%	-	-
Plaid Cymru	1	-	1	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-
	*	-	*	-	-	*	-	1%	-	-	-	-	-	-	2%	-	-	-	-	*	-
Green Party	13	7	5	1	2	8	2	6	3	-	3	-	-	-	13	2	1	5	4	3	5
	1%	2%	1%	1%	1%	2%	1%	2%	1%	-	1%	-	-	-	22%	1%	1%	3%	1%	1%	1%
UK Independence Party (UKIP)	12	5	7	-	-	10	2	*	4	1	6	-	-	-	12	2	-	-	2	8	3
	1%	1%	1%	-	-	2%	1%	*	1%	1%	3%	-	-	-	21%	1%	-	-	1%	2%	1%
British National Party (BNP)	10	9	1	3	2	4	1	2	2	1	6	-	-	-	10	1	-	-	3	5	1
	1%	2%	*	3%	1%	1%	*	1%	1%	*	2%	-	-	-	17%	*	-	-	1%	2%	*
Other	1	1	-	-	-	1	-	1	-	1	-	-	-	-	1	-	-	-	1	-	1
	*	*	-	-	-	*	-	*	-	*	-	-	-	-	3%	-	-	-	*	-	*
Will not vote	75	45	30	16	12	34	14	13	20	21	22	-	-	-	-	3	5	2	37	18	20
	8%	9%	6%	13%	8%	7%	7%	5%	7%	10%	9%	-	-	-	-	1%	2%	1%	11%	6%	6%
Don't know	155	62	93	25	30	70	31	33	51	37	35	-	-	-	-	38	18	25	48	49	58
	16%	13%	18%	20%	18%	14%	15%	12%	17%	18%	15%	-	-	-	-	15%	9%	15%	14%	15%	17%
Refused	98	46	52	5	8	60	25	15	27	27	29	-	-	-	-	10	4	3	31	38	29
	10%	9%	10%	4%	5%	12%	12%	6%	9%	13%	12%	-	-	-	-	4%	2%	2%	9%	12%	8%

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Opinion Poll

CATI Fieldwork : August 13th-15th 2010

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 have said they would vote. I would like to know how certain it is that you would actually 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 (8%), don't know who they would vote for (16%) or refuse to answer (10%)

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

	Gender			Age				Social Class				Voting Intention				Vote In 2010 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	586	278	308	40	91	317	138	230	140	78	138	221	222	101	42	205	179	122	193	190	203
Weighted base	571	286	285	62	84	301	125	179	166	106	120	208	218	99	47	188	165	126	187	185	199
Conservative	208	101	107	12	29	104	63	74	60	40	35	208	-	-	-	172	3	13	46	79	83
	36%	35%	37%	19%	35%	35%	50%	41%	36%	38%	29%	100%	-	-	-	91%	2%	11%	24%	43%	42%
Labour	218	114	105	26	33	120	39	61	64	45	48	-	218	-	-	4	159	27	88	65	66
	38%	40%	37%	42%	39%	40%	31%	34%	39%	43%	40%	-	100%	-	-	2%	96%	21%	47%	35%	33%
Liberal Democrat/ Liberal	99	48	50	20	16	48	14	34	32	13	19	-	-	99	-	7	2	80	31	26	42
	17%	17%	18%	33%	19%	16%	11%	19%	19%	13%	16%	-	-	100%	-	4%	2%	63%	16%	14%	21%
Scottish National Party/ SNP	16	5	11	1	4	6	5	3	2	5	6	-	-	-	16	1	-	1	16	-	-
	3%	2%	4%	2%	5%	2%	4%	2%	1%	5%	5%	-	-	-	34%	*	-	1%	8%	-	-
Plaid Cymru	1	-	1	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-
	*	-	*	-	-	*	-	1%	-	-	-	-	-	-	3%	-	-	-	-	1%	-
Green Party	11	6	5	*	1	8	2	5	3	-	3	-	-	-	11	2	1	5	4	3	4
	2%	2%	2%	1%	1%	3%	1%	3%	2%	-	3%	-	-	-	23%	1%	1%	4%	2%	2%	2%
UK Independence Party (UKIP)	11	5	6	-	-	9	2	*	4	1	5	-	-	-	11	2	-	-	2	7	3
	2%	2%	2%	-	-	3%	2%	*	3%	1%	5%	-	-	-	24%	1%	-	-	1%	4%	1%
British National Party (BNP)	6	6	*	1	1	3	1	2	1	*	4	-	-	-	6	1	-	-	1	4	1
	1%	2%	*	2%	2%	1%	1%	1%	*	*	3%	-	-	-	14%	1%	-	-	1%	2%	1%
Other	1	1	-	-	-	1	-	*	-	1	-	-	-	-	1	-	-	-	*	-	1
	*	*	-	-	-	*	-	*	-	1%	-	-	-	-	2%	-	-	-	*	-	*

Opinion Poll
CATI Fieldwork : August 13th-15th 2010

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 781 respondents

	<u>Total</u>
Conservative	37%
Labour	37%
Liberal Democrat	18%
Other	8%

Opinion Poll

CATI Fieldwork : August 13th-15th 2010

Absolutes/col percents

Table 5

Q2 From what you have seen or heard, do you think the coalition government is doing a good job or a bad job ...

-Overall in running the country

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2010 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	1001	462	539	74	168	523	236	347	246	147	261	247	266	121	50	267	225	157	337	316	348
Weighted base	1001	491	510	122	161	509	209	269	293	208	231	234	263	119	57	249	205	165	338	319	344
Good job	462	236	226	58	77	228	99	148	134	92	88	195	56	70	21	188	44	79	132	154	176
	46%	48%	44%	47%	48%	45%	47%	55%	46%	44%	38%	83%	21%	59%	37%	75%	21%	48%	39%	48%	51%
Bad job	363	183	180	52	55	187	69	81	99	78	104	13	164	29	26	29	132	60	146	115	102
	36%	37%	35%	42%	34%	37%	33%	30%	34%	38%	45%	5%	62%	25%	46%	11%	64%	37%	43%	36%	30%
Don't know	176	72	104	13	29	94	41	40	60	38	39	27	43	19	10	33	30	25	60	50	66
	18%	15%	20%	11%	18%	18%	20%	15%	20%	18%	17%	11%	16%	16%	17%	13%	14%	15%	18%	16%	19%

Opinion Poll

CATI Fieldwork : August 13th-15th 2010

Absolutes/col percents

Table 6

Q2 From what you have seen or heard, do you think the coalition government is doing a good job or a bad job ...

-In securing economic recovery

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2010 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	1001	462	539	74	168	523	236	347	246	147	261	247	266	121	50	267	225	157	337	316	348
Weighted base	1001	491	510	122	161	509	209	269	293	208	231	234	263	119	57	249	205	165	338	319	344
Good job	439	223	216	56	73	207	103	125	116	101	97	180	57	61	19	173	47	69	124	147	167
	44%	45%	42%	46%	45%	41%	49%	46%	39%	48%	42%	77%	22%	52%	34%	70%	23%	42%	37%	46%	49%
Bad job	371	181	190	49	63	194	65	91	110	73	97	20	166	32	29	32	126	66	154	109	108
	37%	37%	37%	40%	39%	38%	31%	34%	37%	35%	42%	9%	63%	27%	51%	13%	61%	40%	46%	34%	32%
Don't know	191	87	104	17	25	108	42	53	68	34	37	34	40	26	9	44	32	30	60	63	68
	19%	18%	20%	14%	15%	21%	20%	20%	23%	16%	16%	15%	15%	22%	15%	18%	15%	18%	18%	20%	20%

Opinion Poll

CATI Fieldwork : August 13th-15th 2010

Absolutes/col percents

Table 8

Q3 Putting aside your own party preference, do you think..
-David Cameron is doing a good job or a bad job as Prime Minister
Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2010 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	1001	462	539	74	168	523	236	347	246	147	261	247	266	121	50	267	225	157	337	316	348
Weighted base	1001	491	510	122	161	509	209	269	293	208	231	234	263	119	57	249	205	165	338	319	344
Good job	575	283	292	70	95	285	125	173	163	122	117	214	86	80	29	216	63	95	159	191	225
	57%	58%	57%	57%	59%	56%	60%	64%	56%	59%	50%	91%	33%	68%	51%	87%	31%	58%	47%	60%	65%
Bad job	309	167	142	47	46	156	61	73	92	60	85	12	145	31	18	21	115	56	132	96	82
	31%	34%	28%	38%	28%	31%	29%	27%	31%	29%	37%	5%	55%	26%	32%	8%	56%	34%	39%	30%	24%
Don't know	117	41	76	5	20	68	24	23	38	26	30	8	32	7	10	13	27	15	48	31	37
	12%	8%	15%	4%	12%	13%	11%	9%	13%	13%	13%	3%	12%	6%	17%	5%	13%	9%	14%	10%	11%

Opinion Poll

CATI Fieldwork : August 13th-15th 2010

Absolutes/col percents

Table 9

GP.Q3 Putting aside your own party preference, do you think..
-Nick Clegg is doing a good job or a bad job as Deputy Prime Minister
Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2010 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	1001	462	539	74	168	523	236	347	246	147	261	247	266	121	50	267	225	157	337	316	348
Weighted base	1001	491	510	122	161	509	209	269	293	208	231	234	263	119	57	249	205	165	338	319	344
Good job	497	240	257	63	84	254	97	144	141	101	111	178	73	92	27	178	63	100	145	158	195
	50%	49%	50%	51%	52%	50%	46%	53%	48%	49%	48%	76%	28%	78%	47%	72%	31%	61%	43%	49%	57%
Bad job	306	170	137	41	44	156	66	85	88	61	72	29	140	17	20	38	113	46	133	93	81
	31%	35%	27%	34%	27%	31%	31%	32%	30%	30%	31%	12%	53%	14%	35%	15%	55%	28%	39%	29%	23%
Don't know	197	82	116	18	33	100	47	40	64	45	48	28	50	10	10	32	29	19	61	68	68
	20%	17%	23%	15%	21%	20%	22%	15%	22%	22%	21%	12%	19%	8%	18%	13%	14%	12%	18%	21%	20%

Opinion Poll

CATI Fieldwork : August 13th-15th 2010

Absolutes/col percents

Table 10

GP.Q3 Putting aside your own party preference, do you think..**-George Osborn is doing a good job or a bad job as Chancellor of the Exchequer****Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2010 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	1001	462	539	74	168	523	236	347	246	147	261	247	266	121	50	267	225	157	337	316	348
Weighted base	1001	491	510	122	161	509	209	269	293	208	231	234	263	119	57	249	205	165	338	319	344
Good job	423	223	201	54	65	208	97	132	125	76	91	179	65	61	16	172	53	68	122	138	163
	42%	45%	39%	44%	40%	41%	46%	49%	43%	36%	39%	76%	25%	51%	29%	69%	26%	41%	36%	43%	47%
Bad job	326	185	141	43	54	173	56	88	94	69	76	15	153	29	25	26	125	64	134	104	88
	33%	38%	28%	35%	34%	34%	27%	33%	32%	33%	33%	7%	58%	25%	43%	10%	61%	39%	40%	33%	26%
Don't know	252	84	168	25	42	128	56	49	74	64	65	40	45	28	16	51	27	33	82	77	93
	25%	17%	33%	21%	26%	25%	27%	18%	25%	31%	28%	17%	17%	24%	28%	20%	13%	20%	24%	24%	27%

Opinion Poll

CATI Fieldwork : August 13th-15th 2010

Absolutes/col percents

Table 11
Q4 Thinking about David Cameron, would you say he ...
Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2010 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	1001	462	539	74	168	523	236	347	246	147	261	247	266	121	50	267	225	157	337	316	348
Weighted base	1001	491	510	122	161	509	209	269	293	208	231	234	263	119	57	249	205	165	338	319	344
Has changed his party for the better	591 59%	288 59%	302 59%	81 66%	100 62%	291 57%	118 56%	171 63%	188 64%	114 55%	117 51%	195 83%	107 41%	92 77%	30 54%	198 80%	83 41%	114 69%	185 55%	196 61%	210 61%
Makes the right decisions when the going gets tough	523 52%	250 51%	273 54%	67 55%	83 52%	257 51%	114 55%	149 55%	158 54%	104 50%	111 48%	199 85%	92 35%	66 56%	22 39%	200 80%	67 32%	75 45%	153 45%	170 53%	199 58%
Understands people like me	422 42%	212 43%	209 41%	47 39%	68 42%	210 41%	97 47%	133 49%	121 41%	85 41%	83 36%	187 80%	55 21%	51 43%	17 31%	180 72%	46 22%	60 36%	120 36%	145 46%	156 45%
Is more spin than substance	505 50%	253 52%	252 49%	59 48%	85 53%	270 53%	91 44%	126 47%	155 53%	104 50%	120 52%	81 35%	175 67%	59 49%	30 54%	91 36%	135 66%	86 52%	193 57%	153 48%	159 46%
None of these	79 8%	42 9%	37 7%	19 15%	15 10%	30 6%	15 7%	8 3%	17 6%	26 13%	27 12%	2 1%	25 9%	9 8%	2 4%	9 3%	20 10%	16 10%	36 11%	18 6%	26 8%
Don't know	31 3%	13 3%	19 4%	5 4%	4 3%	17 3%	5 3%	5 2%	11 4%	9 4%	6 3%	5 2%	5 2%	2 1%	2 4%	2 1%	1 *	3 2%	7 2%	11 4%	13 4%

Opinion Poll

CATI Fieldwork : August 13th-15th 2010

Absolutes/col percents

Table 12

Q5 Thinking about Nick Clegg, would you say he ...**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2010 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	1001	462	539	74	168	523	236	347	246	147	261	247	266	121	50	267	225	157	337	316	348
Weighted base	1001	491	510	122	161	509	209	269	293	208	231	234	263	119	57	249	205	165	338	319	344
Has changed his party for the better	435 43%	209 42%	226 44%	62 51%	72 45%	214 42%	86 41%	131 49%	125 43%	89 43%	90 39%	145 62%	68 26%	82 69%	12 21%	150 60%	56 28%	89 54%	125 37%	141 44%	168 49%
Understands people like me	472 47%	229 47%	243 48%	66 54%	85 53%	234 46%	87 42%	145 54%	149 51%	87 42%	91 39%	156 66%	89 34%	96 81%	16 28%	152 61%	71 35%	105 64%	146 43%	143 45%	184 53%
Is more spin than substance	503 50%	267 54%	237 46%	61 50%	70 44%	268 53%	105 50%	118 44%	136 47%	120 58%	129 56%	106 45%	158 60%	37 31%	37 65%	125 50%	125 61%	69 42%	171 51%	162 51%	170 49%
None of these	115 12%	50 10%	66 13%	21 17%	15 9%	48 9%	32 15%	23 9%	31 10%	29 14%	32 14%	11 5%	41 16%	4 3%	1 2%	12 5%	32 16%	13 8%	56 16%	27 9%	32 9%
Don't know	58 6%	17 4%	41 8%	4 3%	17 10%	27 5%	10 5%	14 5%	18 6%	11 6%	15 7%	9 4%	13 5%	6 5%	4 8%	7 3%	6 3%	7 5%	13 4%	26 8%	19 6%

Opinion Poll

CATI Fieldwork : August 13th-15th 2010

Absolutes/col percents

Table 13

Q6 The new Government has said it will hold a referendum on whether to replace our current voting system, first past the post, with the Alternative Vote, which allows voters to express more than one preference.
How will you vote in this referendum? Would you vote to ...

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2010 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	1001	462	539	74	168	523	236	347	246	147	261	247	266	121	50	267	225	157	337	316	348
Weighted base	1001	491	510	122	161	509	209	269	293	208	231	234	263	119	57	249	205	165	338	319	344
Introduce the new Alternative Vote system	449 45%	226 46%	223 44%	62 51%	72 45%	254 50%	61 29%	137 51%	152 52%	80 38%	81 35%	89 38%	126 48%	80 68%	30 53%	84 34%	90 44%	103 63%	156 46%	139 44%	154 45%
Keep the current first past the post system	447 45%	213 43%	234 46%	48 39%	70 44%	206 40%	124 59%	109 41%	111 38%	108 52%	119 51%	135 58%	118 45%	30 25%	23 40%	148 59%	101 49%	52 32%	151 45%	144 45%	152 44%
Don't know	105 10%	52 11%	53 10%	12 10%	19 12%	50 10%	25 12%	23 8%	30 10%	20 10%	32 14%	10 4%	19 7%	9 7%	4 7%	17 7%	14 7%	10 6%	31 9%	36 11%	38 11%

Opinion Poll

CATI Fieldwork : August 13th-15th 2010

Absolutes/col percents

Table 14

Q7 Which one of the following two statements best sums up your view of the coalition government?

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2010 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	1001	462	539	74	168	523	236	347	246	147	261	247	266	121	50	267	225	157	337	316	348
Weighted base	1001	491	510	122	161	509	209	269	293	208	231	234	263	119	57	249	205	165	338	319	344
It is two political parties working in partnership together for the national interest	380 38%	178 36%	203 40%	34 28%	62 39%	193 38%	91 43%	112 42%	122 42%	78 37%	69 30%	149 64%	42 16%	54 46%	18 31%	155 62%	35 17%	57 35%	112 33%	122 38%	147 43%
It is a Conservative-dominated government being propped up by the Liberal Democrats	565 56%	287 58%	278 55%	83 68%	92 57%	291 57%	99 47%	152 56%	153 52%	119 57%	142 61%	78 33%	211 80%	62 52%	36 64%	86 34%	160 78%	104 63%	206 61%	179 56%	180 52%
Both	4 *	4 1%	- -	- -	1 *	4 1%	- -	1 *	- -	2 1%	2 1%	2 1%	- -	- -	1 1%	3 1%	- -	- -	2 1%	3 1%	- -
Neither	24 2%	14 3%	9 2%	3 3%	3 2%	9 2%	9 4%	3 1%	9 3%	3 2%	9 4%	4 2%	5 2%	1 1%	1 2%	2 1%	4 2%	2 1%	9 3%	8 2%	7 2%
Don't know	28 3%	8 2%	19 4%	2 1%	3 2%	12 2%	11 5%	2 1%	9 3%	6 3%	10 4%	2 1%	6 2%	1 1%	1 2%	4 2%	6 3%	2 1%	10 3%	7 2%	10 3%

Opinion Poll
CATI Fieldwork : August 13th-15th 2010

Absolutes/col percents

Table 15
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1001	1001
Weighted base		1001	1001
<u>Gender</u>			
Male		462 46%	491 49%
Female		539 54%	510 51%
<u>Age</u>			
18-24	(21)	74 7%	122 12%
25-34	(29.5)	168 17%	161 16%
35-44	(39.5)	157 16%	191 19%
45-54	(49.5)	186 19%	169 17%
55-64	(59.5)	180 18%	149 15%
65+	(70)	236 24%	209 21%
Average age		49.10	46.68

Opinion Poll
CATI Fieldwork : August 13th-15th 2010

Absolutes/col percents

Table 15
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1001	1001
<u>Social Grade</u>		
AB	347 35%	269 27%
C1	246 25%	293 29%
C2	147 15%	208 21%
DE	261 26%	231 23%
<u>Region</u>		
North	337 34%	338 34%
Midlands	316 32%	319 32%
South	348 35%	344 34%

Opinion Poll
CATI Fieldwork : August 13th-15th 2010

Absolutes/col percents

Table 15
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1001	1001
<u>Working status</u>		
Full-time	420 42%	441 44%
Part-time	139 14%	120 12%
Not working but seeking work or temporarily unemployed/sick	59 6%	75 7%
Not working/not seeking work	48 5%	48 5%
Retired	286 29%	256 26%
Student	25 2%	40 4%
Refused	24 2%	21 2%

Opinion Poll
CATI Fieldwork : August 13th-15th 2010

Absolutes/col percents

Table 15
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1001	1001
<u>Tenure</u>		
Own outright	318 32%	331 33%
Own with a mortgage	378 38%	350 35%
Council	94 9%	129 13%
Housing Assoc.	59 6%	50 5%
Rented from someone else	109 11%	102 10%
Rent free	9 1%	9 1%
Refused	34 3%	30 3%

Opinion Poll

CATI Fieldwork : August 13th-15th 2010

Absolutes/col percents

Table 16
Q.C/D Voting in May 6th 2010 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	267 27%	249 25%
Labour	225 22%	205 20%
Liberal Democrat/ Liberal	157 16%	165 16%
Scottish National Party/SNP	13 1%	17 2%
Plaid Cymru	2 *	3 *
Green Party	5 *	8 1%
UK Independence Party (UKIP)	12 1%	15 2%
British National Party (BNP)	8 1%	14 1%
Others	5 *	7 1%
Did not vote	198 20%	214 21%
Refused	99 10%	93 9%
Don't know	10 1%	11 1%