



Clear thinking in a complex world

ICM Poll for The Guardian

Fieldwork dates: 22nd-24th January 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: 1,000

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 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 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.

Filtering and 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. Those saying they are 7-10 certain to vote are included in the vote calculation.

3. Separately, ICM 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 .

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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 : January 22nd-24th 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 2005 General Election			Region			Married With Children		
		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	Yes	No	
Unweighted base	1000	492	508	72	152	605	171	306	278	190	226	256	221	137	77	184	267	124	348	318	334	228	744	
Weighted base	1000	482	518	118	156	511	215	269	292	205	235	268	198	137	75	194	224	128	346	337	316	235	746	
Certain to vote	(10)	520	241	279	27	65	279	150	160	163	80	117	184	101	75	44	151	137	96	172	178	170	114	396
		52%	50%	54%	22%	42%	55%	70%	60%	56%	39%	50%	69%	51%	54%	59%	78%	61%	75%	50%	53%	54%	48%	53%
	(9)	59	37	22	6	9	28	16	21	17	11	11	19	13	12	7	10	17	6	25	21	13	9	50
		6%	8%	4%	5%	6%	5%	7%	8%	6%	5%	4%	7%	7%	9%	10%	5%	8%	4%	7%	6%	4%	4%	7%
	(8)	73	35	38	11	17	32	13	20	15	17	21	10	24	20	4	7	24	10	23	28	22	17	56
		7%	7%	7%	9%	11%	6%	6%	7%	5%	8%	9%	4%	12%	14%	6%	4%	11%	8%	7%	8%	7%	7%	7%
	(7)	57	32	25	20	12	22	3	16	22	10	9	12	21	8	2	7	8	2	17	18	23	13	42
		6%	7%	5%	17%	8%	4%	2%	6%	8%	5%	4%	5%	11%	6%	2%	4%	4%	1%	5%	5%	7%	6%	6%
	(6)	32	17	14	3	4	19	6	7	5	9	11	9	9	5	4	4	7	4	11	11	10	7	24
		3%	4%	3%	3%	2%	4%	3%	3%	2%	4%	4%	3%	5%	4%	5%	2%	3%	3%	3%	3%	3%	3%	3%
	(5)	84	29	54	16	9	43	17	7	28	31	18	21	20	11	9	11	16	9	27	29	28	23	58
		8%	6%	10%	13%	6%	8%	8%	3%	9%	15%	8%	8%	10%	8%	12%	6%	7%	7%	8%	9%	9%	10%	8%
	(4)	12	5	7	1	2	9	-	3	5	3	2	1	3	3	2	2	3	1	4	6	2	3	8
		1%	1%	1%	1%	1%	2%	-	1%	2%	1%	1%	*	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%
	(3)	21	11	10	7	4	9	-	1	6	7	6	8	4	2	2	2	4	-	10	2	9	5	15
		2%	2%	2%	6%	3%	2%	-	*	2%	4%	3%	3%	2%	2%	2%	1%	2%	-	3%	*	3%	2%	2%
	(2)	16	9	6	3	5	5	3	5	2	4	4	5	3	1	2	-	1	-	5	6	5	1	15
		2%	2%	1%	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%	1%	3%	-	1%	-	1%	2%	1%	*	2%
Certain not to vote	(1)	120	60	59	24	26	64	6	25	26	33	35	-	-	-	-	7	1	50	38	31	41	77	
		12%	12%	11%	20%	17%	12%	3%	9%	9%	16%	15%	-	-	-	-	3%	1%	15%	11%	10%	17%	10%	
Refused		3	2	1	1	1	-	1	1	1	1	-	-	-	-	-	-	-	1	1	1	1	2	
		*	1%	*	1%	1%	-	*	*	1%	-	-	-	-	-	-	-	-	*	*	*	*	*	
Don't know		3	1	2	-	1	2	1	1	1	-	1	-	-	-	-	1	-	-	1	1	2	2	
		*	*	*	-	*	*	*	*	*	-	*	-	-	-	-	*	-	-	*	*	1%	*	
Mean		7.64	7.60	7.68	5.97	7.04	7.69	8.88	8.24	7.94	6.76	7.37	8.82	8.31	8.58	8.42	9.27	8.60	9.18	7.42	7.75	7.77	7.18	7.78
Standard deviation		3.19	3.22	3.16	3.30	3.45	3.21	2.22	2.92	2.97	3.39	3.38	2.12	2.15	1.97	2.36	1.61	2.31	1.68	3.36	3.11	3.07	3.45	3.10
Standard error		0.10	0.15	0.14	0.39	0.28	0.13	0.17	0.17	0.18	0.25	0.23	0.13	0.14	0.17	0.27	0.12	0.14	0.15	0.18	0.18	0.17	0.23	0.11

Opinion Poll

CATI Fieldwork : January 22nd-24th 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 2005 General Election			Region			Married With Children	
	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	Yes	No
Unweighted base	1000	492	508	72	152	605	171	306	278	190	226	256	221	137	77	184	267	124	348	318	334	228	744
Weighted base	1000	482	518	118	156	511	215	269	292	205	235	268	198	137	75	194	224	128	346	337	316	235	746
Conservative	268 27%	135 28%	133 26%	26 22%	38 24%	124 24%	80 37%	85 32%	85 29%	49 24%	49 21%	268 100%	-	-	-	161 83%	21 9%	24 18%	73 21%	82 24%	113 36%	56 24%	208 28%
Labour	198 20%	86 18%	112 22%	21 18%	32 21%	103 20%	42 20%	50 18%	50 17%	42 21%	56 24%	-	198 100%	-	-	1 1%	128 57%	5 4%	86 25%	66 20%	46 15%	46 20%	148 20%
Liberal Democrat/ Liberal	137 14%	63 13%	74 14%	13 11%	17 11%	69 14%	38 18%	39 15%	42 14%	23 11%	33 14%	-	-	137 100%	-	12 6%	22 10%	68 53%	34 10%	46 14%	57 18%	22 9%	115 15%
Scottish National Party/ SNP	24 2%	9 2%	15 3%	3 3%	9 6%	9 2%	3 2%	* *	8 3%	7 4%	9 4%	-	-	-	24 32%	-	1 *	-	24 7%	-	-	8 3%	17 2%
Plaid Cymru	7 1%	4 1%	4 1%	2 1%	1 *	4 1%	1 1%	4 1%	2 1%	1 *	1 *	-	-	-	7 10%	-	2 1%	-	-	7 2%	-	1 1%	6 1%
Green Party	21 2%	8 2%	14 3%	9 7%	3 2%	10 2%	-	3 1%	14 5%	5 2%	* *	-	-	-	21 29%	2 1%	3 1%	3 2%	8 2%	7 2%	7 2%	5 2%	15 2%
UK Independence Party (UKIP)	12 1%	8 2%	4 1%	-	1 *	9 2%	2 1%	4 1%	3 1%	1 1%	5 2%	-	-	-	12 17%	2 1%	4 2%	1 1%	4 1%	5 1%	4 1%	3 1%	9 1%
British National Party (BNP)	7 1%	5 1%	2 *	-	-	6 1%	1 *	3 1%	2 1%	1 *	1 *	-	-	-	7 9%	1 *	1 *	1 1%	4 1%	2 1%	1 *	2 1%	5 1%
Other	2 *	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *	-	1 *	-	-	-	2 3%	-	-	-	1 *	-	1 *	-	2 *
Would not vote	120 12%	60 12%	59 11%	24 20%	26 17%	64 12%	6 3%	25 9%	26 9%	33 16%	35 15%	-	-	-	-	-	7 3%	1 1%	50 15%	38 11%	31 10%	41 17%	77 10%
Don't know	112 11%	55 11%	57 11%	16 13%	12 8%	68 13%	16 7%	29 11%	21 7%	33 16%	29 12%	-	-	-	-	9 5%	26 11%	18 14%	29 8%	49 15%	34 11%	28 12%	80 11%
Refused	91 9%	48 10%	43 8%	5 4%	16 10%	46 9%	24 11%	26 10%	38 13%	10 5%	17 7%	-	-	-	-	7 4%	10 5%	9 7%	34 10%	35 10%	22 7%	23 10%	62 8%

Opinion Poll

CATI Fieldwork : January 22nd-24th 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 would go and vote at their polling station.

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

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

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

Data excludes those who definitely will not vote (12%), don't know who they would vote for (11%) or refuse to answer (9%)

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

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Married With Children	
	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	Yes	No
Unweighted base	546	271	276	19	69	340	118	178	161	89	118	209	168	111	59	157	193	92	188	169	189	118	418
Weighted base	521	248	273	29	71	270	150	153	154	91	123	216	144	108	53	165	161	93	178	168	175	112	403
Conservative	216	106	110	10	28	102	75	74	67	36	39	216	-	-	-	149	17	22	61	67	88	46	166
	41%	43%	40%	35%	39%	38%	50%	48%	44%	39%	32%	100%	-	-	-	91%	10%	23%	34%	40%	50%	41%	41%
Labour	144	65	79	8	22	77	38	36	36	30	42	-	144	-	1	115	4	63	47	33	34	108	
	28%	26%	29%	26%	30%	29%	25%	24%	23%	33%	34%	-	100%	-	*	72%	5%	36%	28%	19%	31%	27%	
Liberal Democrat/ Liberal	108	51	57	7	14	58	29	33	32	17	26	-	-	108	11	19	63	25	39	44	18	90	
	21%	20%	21%	24%	19%	21%	20%	22%	21%	18%	22%	-	-	100%	7%	12%	67%	14%	23%	25%	16%	22%	
Scottish National Party/ SNP	16	6	10	1	4	9	3	*	4	4	7	-	-	-	16	-	1	16	-	-	4	12	
	3%	3%	4%	3%	6%	3%	2%	*	3%	5%	6%	-	-	-	31%	-	1%	9%	-	-	4%	3%	
Plaid Cymru	5	3	2	-	1	4	1	2	2	1	1	-	-	-	5	-	2	-	5	-	1	4	
	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-	-	-	10%	-	1%	-	3%	-	1%	1%	
Green Party	13	5	9	4	3	7	-	3	8	2	*	-	-	-	13	2	2	3	5	4	5	4	
	3%	2%	3%	12%	4%	3%	-	2%	5%	2%	*	-	-	-	25%	1%	2%	3%	3%	2%	3%	2%	
UK Independence Party (UKIP)	12	7	4	-	*	9	2	3	3	1	5	-	-	-	12	2	4	1	3	5	3	3	
	2%	3%	2%	-	*	3%	2%	2%	2%	1%	4%	-	-	-	22%	1%	2%	1%	2%	3%	2%	2%	
British National Party (BNP)	5	4	1	-	-	5	*	2	2	*	1	-	-	-	5	1	1	*	3	2	1	4	
	1%	2%	*	-	-	2%	*	1%	2%	*	1%	-	-	-	10%	*	1%	*	2%	1%	*	1%	
Other	1	*	1	-	*	*	1	*	*	-	1	-	-	-	1	-	-	-	1	-	*	-	
	*	*	*	-	*	*	1%	*	*	-	1%	-	-	-	2%	-	-	-	1%	-	*	-	

Opinion Poll
CATI Fieldwork : January 22nd-24th 2010

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 688 respondents

	<u>Total</u>
Conservative	40%
Labour	29%
Liberal Democrat	21%
Other	10%

Opinion Poll

CATI Fieldwork : January 22nd-24th 2010

Absolutes/col percents

Table 5

Q.1 If a General Election were held tomorrow, which one of these two opposing thoughts do you think you would be most likely to agree with?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Married With Children	
	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	Yes	No
Unweighted base	1000	492	508	72	152	605	171	306	278	190	226	256	221	137	77	184	267	124	348	318	334	228	744
Weighted base	1000	482	518	118	156	511	215	269	292	205	235	268	198	137	75	194	224	128	346	337	316	235	746
Continuity is important, stick with Labour	251 25%	120 25%	131 25%	29 25%	42 27%	123 24%	57 26%	55 20%	83 28%	43 21%	70 30%	5 2%	163 82%	21 16%	10 13%	8 4%	129 57%	19 15%	108 31%	79 24%	64 20%	58 25%	191 26%
Time for a change	661 66%	313 65%	347 67%	76 64%	95 61%	343 67%	147 68%	188 70%	186 64%	141 69%	145 62%	261 97%	35 17%	113 82%	62 83%	182 94%	86 38%	103 80%	200 58%	234 69%	227 72%	153 65%	494 66%
Neither	49 5%	31 6%	18 4%	8 7%	13 8%	24 5%	4 2%	14 5%	11 4%	15 8%	8 4%	2 1%	- -	2 1%	3 4%	1 *	5 2%	4 3%	24 7%	8 2%	17 5%	14 6%	33 4%
Don't know	39 4%	18 4%	22 4%	5 4%	6 4%	21 4%	8 4%	12 4%	11 4%	5 2%	11 5%	* *	* *	1 1%	- -	4 2%	5 2%	2 2%	15 4%	16 5%	8 3%	10 4%	27 4%

Opinion Poll

CATI Fieldwork : January 22nd-24th 2010

Absolutes/col percents

Table 6

Q.2 Which of the following social classes do you feel you belong to?**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Married With Children	
	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	Yes	No
Unweighted base	1000	492	508	72	152	605	171	306	278	190	226	256	221	137	77	184	267	124	348	318	334	228	744
Weighted base	1000	482	518	118	156	511	215	269	292	205	235	268	198	137	75	194	224	128	346	337	316	235	746
Upper	12 1%	10 2%	2 *	3 3%	2 1%	6 1%	1 *	3 1%	5 2%	2 1%	2 1%	4 1%	1 *	3 2%	2 3%	1 *	1 *	1 1%	6 2%	2 *	4 1%	2 1%	10 1%
Middle	431 43%	218 45%	213 41%	53 45%	68 44%	205 40%	105 49%	164 61%	138 47%	56 27%	73 31%	151 56%	74 38%	69 50%	25 33%	106 55%	83 37%	69 54%	128 37%	144 43%	159 50%	95 40%	329 44%
Working	530 53%	233 48%	297 57%	60 51%	84 54%	290 57%	95 44%	96 36%	141 48%	142 69%	150 64%	105 39%	120 61%	65 48%	44 60%	81 42%	137 61%	58 46%	200 58%	183 54%	147 47%	135 57%	385 52%
None of these	16 2%	12 3%	4 1%	1 1%	-	5 1%	10 5%	2 1%	6 2%	3 2%	6 2%	4 1%	1 1%	-	3 3%	4 2%	2 1%	-	11 3%	4 1%	1 *	2 1%	13 2%
Refused	1 *	1 *	* *	- -	- -	* *	1 *	* *	- -	- -	1 *	1 *	- -	- -	- -	1 *	* *	- -	- -	- -	1 *	- -	1 *
Don't know	9 1%	7 2%	2 *	- -	1 1%	4 1%	4 2%	3 1%	2 1%	2 1%	3 1%	4 1%	1 1%	- -	* 1%	2 1%	1 1%	- -	2 1%	4 1%	3 1%	1 1%	8 1%

Opinion Poll

CATI Fieldwork : January 22nd-24th 2010

Absolutes/col percents

Table 7

Q.3 Generally speaking do you think the Labour Party most stands up for people from... ?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Married With Children	
	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	Yes	No
Unweighted base	1000	492	508	72	152	605	171	306	278	190	226	256	221	137	77	184	267	124	348	318	334	228	744
Weighted base	1000	482	518	118	156	511	215	269	292	205	235	268	198	137	75	194	224	128	346	337	316	235	746
The upper classes	105 11%	52 11%	54 10%	9 8%	20 13%	60 12%	16 7%	18 7%	21 7%	29 14%	37 16%	32 12%	6 3%	12 9%	10 13%	23 12%	16 7%	15 12%	31 9%	45 13%	30 9%	35 15%	69 9%
The middle classes	208 21%	96 20%	112 22%	18 15%	32 21%	116 23%	41 19%	62 23%	53 18%	39 19%	54 23%	48 18%	39 20%	35 25%	17 23%	34 18%	54 24%	30 24%	83 24%	58 17%	67 21%	39 17%	164 22%
The working classes	296 30%	146 30%	150 29%	31 27%	41 27%	163 32%	60 28%	95 36%	89 31%	57 28%	54 23%	90 34%	72 37%	46 34%	17 22%	66 34%	71 32%	40 31%	106 30%	104 31%	87 27%	77 33%	215 29%
For all people equally	273 27%	128 27%	145 28%	45 38%	53 34%	119 23%	56 26%	67 25%	92 32%	51 25%	63 27%	58 22%	76 39%	37 27%	21 28%	40 21%	79 35%	30 24%	89 26%	90 27%	95 30%	57 24%	211 28%
Don't know	118 12%	60 13%	58 11%	14 12%	8 5%	53 10%	42 20%	26 10%	36 12%	29 14%	27 12%	40 15%	3 2%	6 5%	10 13%	30 16%	3 1%	13 10%	39 11%	41 12%	38 12%	26 11%	87 12%

Opinion Poll

CATI Fieldwork : January 22nd-24th 2010

Absolutes/col percents

Table 8

Q.3 Generally speaking do you think the Conservative Party most stands up for people from... ?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Married With Children	
	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	Yes	No
Unweighted base	1000	492	508	72	152	605	171	306	278	190	226	256	221	137	77	184	267	124	348	318	334	228	744
Weighted base	1000	482	518	118	156	511	215	269	292	205	235	268	198	137	75	194	224	128	346	337	316	235	746
The upper classes	329 33%	142 30%	187 36%	34 29%	50 32%	184 36%	61 28%	86 32%	96 33%	52 25%	96 41%	22 8%	108 55%	65 47%	29 39%	17 9%	118 53%	54 42%	130 38%	103 30%	96 30%	75 32%	247 33%
The middle classes	273 27%	139 29%	135 26%	23 20%	44 28%	148 29%	58 27%	80 30%	81 28%	61 30%	52 22%	77 29%	44 22%	45 33%	18 24%	52 27%	56 25%	42 33%	91 26%	89 27%	92 29%	62 26%	208 28%
The working classes	33 3%	14 3%	19 4%	3 3%	8 5%	14 3%	7 3%	7 3%	10 3%	7 4%	9 4%	12 4%	8 4%	3 2%	- -	7 4%	4 2%	4 3%	7 2%	20 6%	6 2%	11 5%	22 3%
For all people equally	300 30%	152 32%	148 29%	48 41%	45 29%	135 26%	73 34%	86 32%	85 29%	70 34%	59 25%	153 57%	31 15%	23 16%	22 29%	114 59%	37 16%	23 18%	94 27%	102 30%	105 33%	68 29%	226 30%
Don't know	64 6%	34 7%	30 6%	10 8%	8 5%	30 6%	16 8%	10 4%	20 7%	15 7%	18 8%	4 2%	7 4%	1 1%	6 8%	4 2%	9 4%	5 4%	24 7%	23 7%	17 5%	19 8%	44 6%

Opinion Poll

CATI Fieldwork : January 22nd-24th 2010

Absolutes/col percents

Table 9

Q.4 It is possible that some evidence will emerge next week that suggests Britain may be coming out of recession. Do you think that the leadership and decisions of the Prime Minister Gordon Brown through the economic crisis has made Britain's economic situation...?

Base: All respondents

	Total	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Married With Children	
		Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South	Yes	No
Unweighted base	1000	492	508	72	152	605	171	306	278	190	226	256	221	137	77	184	267	124	348	318	334	228	744
Weighted base	1000	482	518	118	156	511	215	269	292	205	235	268	198	137	75	194	224	128	346	337	316	235	746
NET: Better	432	217	215	53	80	215	84	129	128	83	92	71	143	67	31	44	137	57	167	139	126	97	329
	43%	45%	41%	45%	51%	42%	39%	48%	44%	40%	39%	26%	72%	49%	41%	23%	61%	44%	48%	41%	40%	41%	44%
A lot better than it could have been (+2)	61	44	17	7	8	29	17	20	19	14	8	7	28	8	6	6	27	3	26	21	14	13	47
	6%	9%	3%	6%	5%	6%	8%	7%	7%	7%	3%	2%	14%	6%	9%	3%	12%	2%	8%	6%	4%	6%	6%
A little better than it could have been (+1)	371	173	197	46	71	187	67	109	109	69	84	64	115	59	24	38	109	54	140	118	112	83	282
	37%	36%	38%	39%	46%	36%	31%	41%	37%	34%	36%	24%	58%	43%	33%	19%	49%	42%	41%	35%	35%	35%	38%
No difference (0)	35	20	15	4	6	19	5	15	6	7	8	5	5	6	1	3	11	6	12	13	9	9	24
	3%	4%	3%	4%	4%	4%	2%	5%	2%	3%	3%	2%	2%	4%	1%	2%	5%	4%	4%	4%	3%	4%	3%
A little worse than it could have been (-1)	222	88	134	31	35	112	43	57	71	51	43	70	31	35	12	55	37	38	67	74	80	54	166
	22%	18%	26%	27%	22%	22%	20%	21%	24%	25%	18%	26%	16%	26%	15%	29%	16%	30%	19%	22%	25%	23%	22%
A lot worse than it could have been (-2)	279	145	133	21	30	152	76	60	75	59	85	114	18	23	31	87	36	24	94	99	86	70	202
	28%	30%	26%	17%	19%	30%	35%	22%	26%	29%	36%	43%	9%	17%	41%	45%	16%	19%	27%	29%	27%	30%	27%
NET: Worse	500	233	267	52	65	264	120	117	146	110	128	184	49	59	42	143	72	62	162	173	166	124	369
	50%	48%	52%	44%	42%	52%	56%	44%	50%	53%	55%	69%	25%	43%	56%	73%	32%	49%	47%	51%	52%	53%	49%
Don't know	33	11	22	9	5	13	6	8	12	6	7	8	2	6	1	5	4	3	6	12	16	6	25
	3%	2%	4%	8%	3%	3%	3%	3%	4%	3%	3%	3%	1%	4%	1%	2%	2%	2%	2%	3%	5%	2%	3%
Mean	-0.30	-0.25	-0.34	-0.11	-0.05	-0.34	-0.46	-0.11	-0.26	-0.36	-0.50	-0.85	0.53	-0.06	-0.48	-0.95	0.26	-0.22	-0.18	-0.34	-0.37	-0.36	-0.27
Standard deviation	1.39	1.45	1.33	1.31	1.32	1.39	1.45	1.36	1.39	1.39	1.40	1.29	1.18	1.29	1.51	1.25	1.32	1.26	1.41	1.40	1.35	1.39	1.39
Standard error	0.04	0.07	0.06	0.16	0.11	0.06	0.11	0.08	0.08	0.10	0.09	0.08	0.08	0.11	0.17	0.09	0.08	0.12	0.08	0.08	0.08	0.09	0.05

Opinion Poll

CATI Fieldwork : January 22nd-24th 2010

Absolutes/col percents

Table 10

Q.5 Would you personally support or oppose the introduction of a tax break for married couples with children?**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Married With Children		
	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	Yes	No
Unweighted base	1000	492	508	72	152	605	171	306	278	190	226	256	221	137	77	184	267	124	348	318	334	228	744
Weighted base	1000	482	518	118	156	511	215	269	292	205	235	268	198	137	75	194	224	128	346	337	316	235	746
Support	649 65%	319 66%	330 64%	79 67%	110 71%	328 64%	131 61%	162 60%	190 65%	145 71%	151 64%	186 69%	138 70%	80 59%	46 61%	138 71%	141 63%	81 63%	216 62%	223 66%	209 66%	184 78%	452 61%
Oppose	292 29%	135 28%	157 30%	24 20%	40 26%	159 31%	69 32%	94 35%	80 27%	46 22%	72 31%	62 23%	56 28%	53 38%	25 34%	45 23%	78 35%	42 32%	111 32%	98 29%	84 27%	44 19%	242 33%
Don't know	59 6%	28 6%	31 6%	15 13%	5 3%	24 5%	15 7%	13 5%	21 7%	14 7%	11 5%	20 7%	4 2%	4 3%	3 5%	11 6%	6 3%	5 4%	20 6%	16 5%	23 7%	6 3%	51 7%

Opinion Poll

CATI Fieldwork : January 22nd-24th 2010

Absolutes/col percents

Table 11
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1000	1000
Weighted base		1000	1000
<u>Gender</u>			
Male		492 49%	482 48%
Female		508 51%	518 52%
<u>Age</u>			
18-24	(21)	72 7%	118 12%
25-34	(29.5)	152 15%	156 16%
35-44	(39.5)	191 19%	197 20%
45-54	(49.5)	220 22%	167 17%
55-64	(59.5)	194 19%	147 15%
65+	(70)	171 17%	215 21%
Average age		47.94	46.93

Opinion Poll
CATI Fieldwork : January 22nd-24th 2010

Absolutes/col percents

Table 11
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1000	1000
<u>Social Grade</u>		
AB	306 31%	269 27%
C1	278 28%	292 29%
C2	190 19%	205 21%
DE	226 23%	235 23%
<u>Region</u>		
North	348 35%	346 35%
Midlands	318 32%	337 34%
South	334 33%	316 32%

Opinion Poll
CATI Fieldwork : January 22nd-24th 2010

Absolutes/col percents

Table 11
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1000	1000
<u>Working status</u>		
Full-time	486 49%	453 45%
Part-time	118 12%	118 12%
Not working but seeking work or temporarily unemployed/sick	53 5%	57 6%
Not working/not seeking work	56 6%	56 6%
Retired	249 25%	275 28%
Student	24 2%	33 3%
Refused	14 1%	8 1%

Opinion Poll
CATI Fieldwork : January 22nd-24th 2010

Absolutes/col percents

Table 11
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1000	1000
<u>Tenure</u>		
Own outright	339 34%	335 33%
Own with a mortgage	367 37%	387 39%
Council	83 8%	121 12%
Housing Assoc.	54 5%	43 4%
Rented from someone else	125 13%	93 9%
Rent free	5 1%	5 1%
Refused	27 3%	16 2%

Opinion Poll
CATI Fieldwork : January 22nd-24th 2010

Absolutes/col percents

Table 12
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	184 18%	194 19%
Labour	267 27%	224 22%
Liberal Democrat/ Liberal	124 12%	128 13%
Scottish National Party/SNP	18 2%	18 2%
Plaid Cymru	6 1%	5 *
Green Party	12 1%	6 1%
UK Independence Party (UKIP)	13 1%	10 1%
British National Party (BNP)	2 *	2 *
Others	6 1%	6 1%
Did not vote	304 30%	321 32%
Refused	51 5%	67 7%
Don't know	13 1%	19 2%