



ICM Poll for The Guardian

Fieldwork dates: 23rd – 25th July 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: 1,009

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 : July 23rd-25th 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	1009	436	573	70	153	533	253	299	263	176	271	260	233	134	54	259	220	198	340	324	345	
Weighted base	1009	493	516	118	161	515	216	270	290	213	237	253	227	123	63	250	208	164	342	321	346	
Certain to vote	(10)	554	258	296	50	82	295	127	172	174	104	104	172	158	80	35	182	140	117	173	179	202
		55%	52%	57%	43%	51%	57%	59%	64%	60%	49%	44%	68%	69%	65%	55%	73%	68%	71%	51%	56%	58%
	(9)	67	34	33	6	12	39	9	29	23	9	6	14	20	9	4	21	15	11	19	25	23
		7%	7%	6%	5%	7%	8%	4%	11%	8%	4%	2%	6%	9%	8%	6%	9%	7%	6%	5%	8%	7%
	(8)	87	50	37	13	11	40	23	21	16	26	23	15	21	13	6	15	23	16	35	24	28
		9%	10%	7%	11%	7%	8%	11%	8%	6%	12%	10%	6%	9%	11%	10%	6%	11%	10%	10%	7%	8%
	(7)	36	24	12	3	9	15	9	9	13	8	7	11	4	8	4	9	5	4	12	14	9
		4%	5%	2%	2%	5%	3%	4%	3%	4%	4%	3%	4%	2%	7%	7%	4%	2%	2%	4%	4%	3%
	(6)	28	13	14	9	3	12	5	5	9	2	11	11	1	8	1	3	4	1	3	14	10
		3%	3%	3%	7%	2%	2%	2%	2%	3%	1%	5%	4%	1%	7%	2%	1%	2%	1%	1%	4%	3%
	(5)	70	31	39	19	13	31	7	10	22	14	24	19	14	3	6	12	9	9	32	17	21
		7%	6%	8%	16%	8%	6%	3%	4%	8%	6%	10%	7%	6%	3%	9%	5%	5%	5%	9%	5%	6%
	(4)	8	3	5	2	1	5	1	3	1	-	4	7	1	*	-	-	-	2	2	4	2
		1%	1%	1%	1%	1%	1%	1%	1%	*	-	2%	3%	1%	*	-	-	-	1%	1%	1%	*
	(3)	22	14	9	2	4	12	4	5	3	7	8	2	8	-	4	-	3	1	9	5	8
		2%	3%	2%	2%	3%	2%	2%	2%	1%	3%	3%	1%	3%	-	7%	-	1%	1%	3%	2%	2%
	(2)	11	3	7	3	2	6	-	2	3	2	4	2	-	-	2	-	-	*	3	3	5
		1%	1%	1%	3%	1%	1%	-	1%	1%	1%	2%	1%	-	-	4%	-	-	*	1%	1%	1%
Certain not to vote	(1)	111	57	55	12	25	54	21	12	25	37	37	-	-	-	5	6	2	51	28	32	
		11%	12%	11%	10%	15%	11%	10%	5%	9%	17%	16%	-	-	-	2%	3%	1%	15%	9%	9%	
Don't know		16	6	9	-	-	6	10	1	2	5	8	-	-	-	4	3	1	3	7	6	
		2%	1%	2%	-	-	1%	5%	1%	1%	2%	3%	-	-	-	2%	2%	1%	1%	2%	2%	
Mean		7.88	7.81	7.95	7.25	7.46	8.01	8.25	8.72	8.21	7.34	6.99	8.86	9.06	9.10	8.23	9.23	8.98	9.12	7.47	8.09	8.10
Standard deviation		3.11	3.11	3.11	3.08	3.38	3.07	2.91	2.39	2.88	3.48	3.44	1.98	1.81	1.46	2.50	1.72	2.03	1.81	3.35	2.92	2.99
Standard error		0.10	0.15	0.13	0.37	0.27	0.13	0.19	0.14	0.18	0.27	0.21	0.12	0.12	0.13	0.34	0.11	0.14	0.13	0.18	0.16	0.16

Opinion Poll

CATI Fieldwork : July 23rd-25th 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	Are you employed in...?	
		The public sector	The private sector
Unweighted base	1009	233	274
Weighted base	1009	225	289
Certain to vote	(10) 554 55%	123 55%	171 59%
	(9) 67 7%	14 6%	18 6%
	(8) 87 9%	17 7%	24 8%
	(7) 36 4%	10 4%	9 3%
	(6) 28 3%	3 2%	10 4%
	(5) 70 7%	19 9%	15 5%
	(4) 8 1%	- -	1 *
	(3) 22 2%	7 3%	4 2%
	(2) 11 1%	- -	4 1%
Certain not to vote	(1) 111 11%	29 13%	31 11%
Don't know	16 2%	2 1%	1 *
Mean	7.88	7.75	8.06
Standard deviation	3.11	3.22	3.05
Standard error	0.10	0.21	0.18

Opinion Poll

CATI Fieldwork : July 23rd-25th 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	1009	436	573	70	153	533	253	299	263	176	271	260	233	134	54	259	220	198	340	324	345
Weighted base	1009	493	516	118	161	515	216	270	290	213	237	253	227	123	63	250	208	164	342	321	346
Conservative	253	142	111	31	25	138	59	76	81	57	39	253	-	-	-	190	7	10	68	94	90
	25%	29%	21%	27%	16%	27%	27%	28%	28%	27%	16%	100%	-	-	-	76%	3%	6%	20%	29%	26%
Labour	227	101	127	33	35	116	43	65	67	37	58	-	227	-	-	5	159	30	97	64	66
	23%	20%	25%	28%	22%	23%	20%	24%	23%	18%	24%	-	100%	-	-	2%	76%	18%	28%	20%	19%
Liberal Democrat/ Liberal	123	62	60	19	19	67	18	40	43	17	22	-	-	123	-	3	5	92	34	36	53
	12%	13%	12%	16%	12%	13%	8%	15%	15%	8%	9%	-	-	100%	-	1%	3%	56%	10%	11%	15%
Scottish National Party/ SNP	17	11	6	-	6	6	5	3	2	8	4	-	-	-	17	1	4	1	17	-	-
	2%	2%	1%	-	4%	1%	2%	1%	1%	4%	2%	-	-	-	26%	1%	2%	*	5%	-	-
Plaid Cymru	8	3	5	-	-	5	3	1	2	3	1	-	-	-	8	1	-	1	1	7	-
	1%	1%	1%	-	-	1%	2%	1%	1%	2%	*	-	-	-	13%	*	-	1%	*	2%	-
Green Party	14	11	3	4	1	7	2	6	3	-	4	-	-	-	14	-	2	3	7	1	6
	1%	2%	1%	3%	1%	1%	1%	2%	1%	-	2%	-	-	-	22%	-	1%	2%	2%	*	2%
UK Independence Party (UKIP)	9	2	7	1	-	5	2	2	-	2	4	-	-	-	9	1	-	1	1	3	5
	1%	*	1%	1%	-	1%	1%	1%	-	1%	2%	-	-	-	14%	*	-	1%	*	1%	1%
British National Party (BNP)	4	3	1	1	-	3	-	-	-	3	1	-	-	-	4	1	-	-	2	2	-
	*	1%	*	1%	-	1%	-	-	-	1%	*	-	-	-	6%	*	-	-	1%	1%	-
Other	12	5	7	-	2	4	5	5	1	2	4	-	-	-	12	1	1	-	5	3	4
	1%	1%	1%	-	1%	1%	2%	2%	*	1%	2%	-	-	-	19%	1%	1%	-	1%	1%	1%
Will not vote	111	57	55	12	25	54	21	12	25	37	37	-	-	-	-	5	6	2	51	28	32
	11%	12%	11%	10%	15%	11%	10%	5%	9%	17%	16%	-	-	-	-	2%	3%	1%	15%	9%	9%
Don't know	163	65	98	16	42	67	38	44	39	34	46	-	-	-	-	33	23	24	46	57	60
	16%	13%	19%	14%	26%	13%	18%	16%	13%	16%	20%	-	-	-	-	13%	11%	15%	13%	18%	17%
Refused	69	33	36	1	6	43	19	14	25	13	17	-	-	-	-	10	1	*	13	25	31
	7%	7%	7%	1%	4%	8%	9%	5%	9%	6%	7%	-	-	-	-	4%	1%	*	4%	8%	9%

Opinion Poll

CATI Fieldwork : July 23rd-25th 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

	Total	Are you employed in...?	
		The public sector	The private sector
Unweighted base	1009	233	274
Weighted base	1009	225	289
Conservative	253 25%	38 17%	88 31%
Labour	227 23%	53 23%	61 21%
Liberal Democrat/ Liberal	123 12%	30 13%	39 13%
Scottish National Party/ SNP	17 2%	6 3%	5 2%
Plaid Cymru	8 1%	1 1%	3 1%
Green Party	14 1%	1 *	6 2%
UK Independence Party (UKIP)	9 1%	1 1%	2 1%
British National Party (BNP)	4 *	- -	4 1%
Other	12 1%	1 *	1 *
Will not vote	111 11%	29 13%	31 11%
Don't know	163 16%	45 20%	31 11%
Refused	69 7%	22 10%	18 6%

Opinion Poll

CATI Fieldwork : July 23rd-25th 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 (11%), don't know who they would vote for (16%) or refuse to answer (7%)

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	595	271	324	41	78	329	148	205	165	97	128	225	209	117	44	202	172	153	205	183	207
Weighted base	566	289	277	65	74	302	124	177	172	112	104	212	197	105	51	191	165	127	196	175	195
Conservative	212	118	95	18	21	120	54	67	67	49	29	212	-	-	-	180	6	9	57	73	82
	38%	41%	34%	28%	28%	40%	44%	38%	39%	44%	28%	100%	-	-	-	94%	3%	7%	29%	42%	42%
Labour	197	87	111	27	30	101	39	59	58	33	47	-	197	-	-	4	150	27	84	58	55
	35%	30%	40%	41%	40%	34%	31%	33%	34%	29%	45%	-	100%	-	-	2%	91%	21%	43%	33%	28%
Liberal Democrat/ Liberal	105	56	49	15	17	57	16	35	38	15	17	-	-	105	-	2	4	87	28	30	47
	19%	19%	18%	23%	23%	19%	13%	20%	22%	13%	17%	-	-	100%	-	1%	3%	68%	14%	17%	24%
Scottish National Party/ SNP	13	9	4	-	4	5	4	3	2	5	3	-	-	-	13	1	2	1	13	-	-
	2%	3%	2%	-	5%	2%	3%	2%	1%	4%	3%	-	-	-	26%	1%	1%	*	7%	-	-
Plaid Cymru	7	3	4	-	-	4	3	1	2	3	1	-	-	-	7	1	-	*	1	7	-
	1%	1%	2%	-	-	1%	2%	1%	1%	3%	1%	-	-	-	14%	*	-	*	*	4%	-
Green Party	11	8	3	4	1	6	1	6	3	-	2	-	-	-	11	-	2	3	6	1	5
	2%	3%	1%	6%	1%	2%	*	3%	2%	-	2%	-	-	-	23%	-	1%	2%	3%	1%	2%
UK Independence Party (UKIP)	8	2	6	*	-	5	2	2	-	2	3	-	-	-	8	1	-	1	1	2	5
	1%	1%	2%	*	-	2%	2%	1%	-	2%	3%	-	-	-	15%	*	-	1%	*	1%	2%
British National Party (BNP)	3	2	1	1	-	3	-	-	-	3	1	-	-	-	3	1	-	-	2	2	-
	1%	1%	*	1%	-	1%	-	-	-	3%	1%	-	-	-	7%	*	-	-	1%	1%	-
Other	8	4	4	-	2	1	5	4	1	2	1	-	-	-	8	1	1	-	3	3	1
	1%	1%	1%	-	3%	*	4%	2%	1%	2%	1%	-	-	-	16%	*	1%	-	2%	2%	1%

Opinion Poll

CATI Fieldwork : July 23rd-25th 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 (11%), don't know who they would vote for (16%) or refuse to answer (7%)

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

	Total	Are you employed in...?	
		The public sector	The private sector
Unweighted base	595	125	179
Weighted base	566	110	180
Conservative	212 38%	30 27%	77 43%
Labour	197 35%	47 43%	51 28%
Liberal Democrat/ Liberal	105 19%	26 24%	34 19%
Scottish National Party/ SNP	13 2%	4 3%	4 2%
Plaid Cymru	7 1%	1 1%	3 2%
Green Party	11 2%	1 1%	5 3%
UK Independence Party (UKIP)	8 1%	* *	1 1%
British National Party (BNP)	3 1%	- -	3 2%
Other	8 1%	* *	1 *

Opinion Poll
CATI Fieldwork : July 23rd-25th 2010

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 766 respondents

	<u>Total</u>
Conservative	38%
Labour	34%
Liberal Democrat	19%
Other	8%

Opinion Poll

CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 5

Q.1 Please put aside your own party preference for a moment. What mark out of 10 would you give the government for the job it has done so far in tackling the country's problems?

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	1009	436	573	70	153	533	253	299	263	176	271	260	233	134	54	259	220	198	340	324	345	
Weighted base	1009	493	516	118	161	515	216	270	290	213	237	253	227	123	63	250	208	164	342	321	346	
Done a perfect job	(10)	22 2%	14 3%	7 1%	3 2%	- -	13 2%	6 3%	4 1%	8 3%	4 2%	5 2%	10 4%	1 *	1 1%	4 7%	10 4%	1 *	1 1%	12 4%	5 2%	4 1%
	(9)	24 2%	14 3%	10 2%	- -	2 1%	13 3%	8 4%	7 3%	6 2%	7 3%	4 2%	9 4%	2 1%	2 1%	- -	12 5%	2 1%	3 2%	6 2%	12 4%	6 2%
	(8)	104 10%	52 10%	52 10%	7 6%	17 10%	52 10%	29 13%	31 11%	33 11%	20 10%	20 8%	62 25%	4 2%	11 9%	- -	66 26%	6 3%	14 9%	25 7%	35 11%	44 13%
	(7)	143 14%	79 16%	64 12%	19 16%	18 11%	78 15%	27 13%	48 18%	42 14%	26 12%	26 11%	73 29%	21 9%	18 15%	4 6%	68 27%	19 9%	25 15%	37 11%	41 13%	64 19%
	(6)	124 12%	74 15%	50 10%	27 23%	29 18%	49 9%	19 9%	35 13%	38 13%	27 12%	25 11%	34 13%	30 13%	24 20%	7 11%	30 12%	17 8%	30 19%	35 10%	41 13%	48 14%
	(5)	255 25%	121 25%	134 26%	30 25%	32 20%	135 26%	59 27%	68 25%	76 26%	58 27%	53 23%	38 15%	54 24%	45 37%	22 35%	35 14%	52 25%	53 32%	97 28%	78 24%	80 23%
	(4)	81 8%	32 7%	48 9%	6 5%	15 9%	46 9%	13 6%	24 9%	18 6%	22 10%	17 7%	9 4%	30 13%	12 10%	- -	9 3%	32 15%	14 8%	25 7%	28 9%	27 8%
	(3)	81 8%	27 6%	54 10%	12 10%	11 7%	46 9%	12 5%	19 7%	19 7%	17 8%	25 11%	5 2%	35 16%	2 2%	8 13%	5 2%	28 14%	11 7%	34 10%	22 7%	25 7%
	(2)	48 5%	24 5%	24 5%	7 6%	16 10%	20 4%	4 2%	13 5%	21 7%	4 2%	10 4%	3 1%	17 7%	1 1%	4 6%	6 2%	17 8%	5 3%	15 5%	14 4%	19 6%
Done a very bad job	(1)	109 11%	50 10%	59 11%	4 3%	17 11%	55 11%	33 15%	18 7%	22 7%	25 12%	44 19%	8 3%	29 13%	6 5%	12 19%	7 3%	28 14%	6 4%	51 15%	38 12%	20 6%
Don't know		19 2%	6 1%	13 3%	3 3%	3 2%	7 1%	6 3%	4 1%	7 2%	3 1%	6 2%	1 1%	3 1%	- -	1 2%	2 1%	5 2%	1 1%	3 1%	7 2%	9 3%
Mean		5.10	5.32	4.89	5.29	4.80	5.12	5.21	5.36	5.28	5.10	4.59	6.57	4.24	5.52	4.33	6.61	4.18	5.38	4.79	5.12	5.41
Standard deviation		2.28	2.29	2.25	1.90	2.21	2.29	2.48	2.12	2.24	2.24	2.46	1.84	1.97	1.67	2.46	1.90	2.02	1.78	2.38	2.32	2.08
Standard error		0.07	0.11	0.10	0.23	0.18	0.10	0.16	0.12	0.14	0.17	0.15	0.11	0.13	0.14	0.34	0.12	0.14	0.13	0.13	0.13	0.11

Opinion Poll

CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 5

Q.1 Please put aside your own party preference for a moment. What mark out of 10 would you give the government for the job it has done so far in tackling the country's problems?

Base: All respondents

	Total	Are you employed in...?	
		The public sector	The private sector
Unweighted base	1009	233	274
Weighted base	1009	225	289
Done a perfect job	(10) 22 2%	3 2%	4 1%
	(9) 24 2%	5 2%	7 2%
	(8) 104 10%	14 6%	37 13%
	(7) 143 14%	24 10%	46 16%
	(6) 124 12%	30 13%	41 14%
	(5) 255 25%	74 33%	64 22%
	(4) 81 8%	13 6%	31 11%
	(3) 81 8%	21 9%	23 8%
	(2) 48 5%	12 5%	19 7%
Done a very bad job	(1) 109 11%	25 11%	15 5%
Don't know	19 2%	4 2%	3 1%
Mean	5.10	4.84	5.34
Standard deviation	2.28	2.15	2.10
Standard error	0.07	0.14	0.13

Opinion Poll

CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 6

Q.2. Please consider the economy for a moment, your current financial situation and your ability to keep up with the cost of living. Taking this into account, how confident do you feel about things at the moment?

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	1009	436	573	70	153	533	253	299	263	176	271	260	233	134	54	259	220	198	340	324	345	
Weighted base	1009	493	516	118	161	515	216	270	290	213	237	253	227	123	63	250	208	164	342	321	346	
NET Confident	503	292	211	64	79	241	119	153	158	106	87	175	86	72	26	176	89	91	162	155	186	
	50%	59%	41%	54%	49%	47%	55%	57%	54%	50%	37%	69%	38%	59%	41%	70%	43%	55%	47%	48%	54%	
Very confident	(4)	66	43	22	14	8	32	12	13	30	12	11	21	9	5	2	18	13	3	22	23	21
		6%	9%	4%	12%	5%	6%	5%	5%	10%	6%	4%	8%	4%	4%	3%	7%	6%	2%	6%	7%	6%
Fairly confident	(3)	437	249	189	50	72	209	107	140	128	93	76	154	77	67	24	158	76	88	141	132	165
		43%	50%	37%	42%	45%	41%	50%	52%	44%	44%	32%	61%	34%	54%	38%	63%	37%	53%	41%	41%	48%
Not very confident	(2)	342	132	210	36	50	190	66	85	91	78	88	63	96	37	28	61	83	57	122	122	98
		34%	27%	41%	31%	31%	37%	31%	31%	31%	37%	37%	25%	42%	30%	44%	24%	40%	35%	36%	38%	28%
Not at all confident	(1)	157	65	92	18	30	81	28	27	41	29	60	14	45	14	10	12	36	16	57	43	57
		16%	13%	18%	15%	19%	16%	13%	10%	14%	14%	25%	6%	20%	12%	15%	5%	17%	10%	17%	13%	16%
NET Not confident		499	197	302	54	80	271	95	112	132	107	148	77	142	51	37	73	118	73	179	165	155
		49%	40%	59%	46%	50%	53%	44%	42%	45%	50%	63%	30%	62%	41%	59%	29%	57%	44%	52%	51%	45%
Don't know		7	4	3	-	1	3	3	5	*	-	2	1	-	-	-	2	-	1	*	1	5
		1%	1%	1%	-	1%	1%	1%	2%	*	-	1%	*	-	-	-	1%	-	*	*	*	2%
Mean		2.41	2.55	2.27	2.52	2.36	2.38	2.48	2.52	2.51	2.42	2.16	2.72	2.22	2.51	2.29	2.73	2.32	2.48	2.37	2.42	2.44
Standard deviation		0.83	0.83	0.80	0.89	0.84	0.82	0.79	0.74	0.86	0.80	0.86	0.69	0.81	0.76	0.77	0.66	0.83	0.69	0.84	0.81	0.84
Standard error		0.03	0.04	0.03	0.11	0.07	0.04	0.05	0.04	0.05	0.06	0.05	0.04	0.05	0.07	0.10	0.04	0.06	0.05	0.05	0.05	0.05

Opinion Poll

CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 6

Q.2. Please consider the economy for a moment, your current financial situation and your ability to keep up with the cost of living. Taking this into account, how confident do you feel about things at the moment?

Base: All respondents

	Total	Are you employed in...?	
		The public sector	The private sector
Unweighted base	1009	233	274
Weighted base	1009	225	289
NET Confident	503 50%	107 48%	167 58%
Very confident	(4) 66 6%	16 7%	16 5%
Fairly confident	(3) 437 43%	91 40%	151 52%
Not very confident	(2) 342 34%	82 37%	84 29%
Not at all confident	(1) 157 16%	33 15%	37 13%
NET Not confident	499 49%	116 51%	121 42%
Don't know	7 1%	2 1%	2 1%
Mean	2.41	2.41	2.51
Standard deviation	0.83	0.83	0.79
Standard error	0.03	0.05	0.05

Opinion Poll

CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 7

Q.3. You may have seen or heard that the government is planning to reduce the deficit in public finances by increasing some taxes and reducing spending. From what you have seen or heard do you think the government's plans go too far, not far enough, or do they strike about the right balance?
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	1009	436	573	70	153	533	253	299	263	176	271	260	233	134	54	259	220	198	340	324	345
Weighted base	1009	493	516	118	161	515	216	270	290	213	237	253	227	123	63	250	208	164	342	321	346
Too far	380	182	198	43	71	200	66	101	110	83	87	40	145	32	27	36	138	52	147	118	115
	38%	37%	38%	37%	44%	39%	31%	37%	38%	39%	37%	16%	64%	26%	43%	14%	66%	32%	43%	37%	33%
Not far enough	166	66	100	29	17	82	38	36	43	37	51	32	36	19	14	29	27	22	64	40	63
	16%	13%	19%	24%	11%	16%	18%	13%	15%	17%	22%	13%	16%	16%	23%	12%	13%	14%	19%	12%	18%
Right balance	398	221	177	38	58	206	96	122	122	84	71	175	38	64	17	172	34	80	104	147	147
	39%	45%	34%	32%	36%	40%	45%	45%	42%	39%	30%	69%	17%	52%	27%	69%	17%	49%	30%	46%	42%
Don't know	65	24	41	8	14	27	16	12	15	10	28	5	10	7	5	14	9	10	26	17	21
	6%	5%	8%	7%	9%	5%	7%	4%	5%	5%	12%	2%	4%	6%	7%	5%	4%	6%	8%	5%	6%

Opinion Poll

CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 7

Q.3. You may have seen or heard that the government is planning to reduce the deficit in public finances by increasing some taxes and reducing spending. From what you have seen or heard do you think the government's plans go too far, not far enough, or do they strike about the right balance?

Base: All respondents

	Total	Are you employed in...?	
		The public sector	The private sector
Unweighted base	1009	233	274
Weighted base	1009	225	289
Too far	380 38%	98 44%	91 31%
Not far enough	166 16%	36 16%	52 18%
Right balance	398 39%	81 36%	131 45%
Don't know	65 6%	10 4%	15 5%

Opinion Poll

CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 8

Q.4. How much, if at all, do you think you and your family will suffer from the increases in taxation and cuts in public services that the government is planning? Would you say you will suffer....

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	1009	436	573	70	153	533	253	299	263	176	271	260	233	134	54	259	220	198	340	324	345
Weighted base	1009	493	516	118	161	515	216	270	290	213	237	253	227	123	63	250	208	164	342	321	346
A lot	314 31%	146 30%	168 33%	34 29%	52 32%	170 33%	57 27%	84 31%	85 29%	58 27%	86 36%	38 15%	100 44%	27 22%	25 39%	36 14%	85 41%	46 28%	119 35%	97 30%	97 28%
A little	604 60%	302 61%	301 58%	72 61%	91 57%	315 61%	126 58%	171 63%	171 59%	141 66%	121 51%	194 77%	113 50%	85 69%	34 54%	197 79%	108 52%	106 64%	190 56%	191 59%	222 64%
Not at all	63 6%	30 6%	33 6%	9 7%	12 8%	19 4%	22 10%	9 4%	22 8%	9 4%	22 9%	17 7%	12 5%	8 6%	4 6%	13 5%	12 6%	9 5%	21 6%	24 8%	17 5%
Don't know	29 3%	15 3%	14 3%	3 3%	5 3%	10 2%	10 5%	5 2%	11 4%	5 3%	7 3%	3 1%	2 1%	3 2%	1 1%	4 2%	3 1%	4 3%	11 3%	9 3%	9 3%

Opinion Poll
CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 8

Q.4. How much, if at all, do you think you and your family will suffer from the increases in taxation and cuts in public services that the government is planning? Would you say you will suffer....

Base: All respondents

	Total	Are you employed in...?	
		The public sector	The private sector
Unweighted base	1009	233	274
Weighted base	1009	225	289
A lot	314 31%	89 40%	77 27%
A little	604 60%	118 53%	195 68%
Not at all	63 6%	11 5%	12 4%
Don't know	29 3%	7 3%	5 2%

Opinion Poll

CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 9

Q.5. Over the next year or so, how likely do you think it is that you will lose your job? Would you say it is...

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	1009	436	573	70	153	533	253	299	263	176	271	260	233	134	54	259	220	198	340	324	345
Weighted base	1009	493	516	118	161	515	216	270	290	213	237	253	227	123	63	250	208	164	342	321	346
NET Likely	198 20%	98 20%	101 19%	39 33%	32 20%	114 22%	13 6%	42 16%	62 21%	45 21%	48 20%	33 13%	62 27%	21 17%	10 16%	33 13%	38 18%	35 22%	54 16%	63 20%	80 23%
Very likely	(4) 8%	42 9%	42 8%	21 18%	15 10%	41 8%	6 3%	19 7%	27 9%	15 7%	23 10%	15 6%	24 10%	5 4%	6 9%	12 5%	13 6%	15 9%	29 9%	35 11%	19 6%
Fairly likely	(3) 11%	55 11%	59 11%	18 15%	17 10%	73 14%	7 3%	24 9%	35 12%	30 14%	26 11%	17 7%	38 17%	16 13%	4 6%	21 8%	25 12%	21 13%	25 7%	28 9%	61 18%
Fairly unlikely	(2) 24%	115 23%	125 24%	29 24%	57 36%	146 28%	9 4%	81 30%	74 26%	53 25%	32 14%	72 28%	49 22%	36 30%	20 32%	63 25%	55 27%	47 28%	83 24%	67 21%	91 26%
Very unlikely	(1) 35%	201 41%	157 30%	34 28%	56 35%	181 35%	86 40%	100 37%	94 32%	90 42%	72 31%	95 38%	70 31%	43 35%	23 36%	97 39%	68 33%	53 32%	131 38%	113 35%	112 32%
NET Not likely	597 59%	316 64%	282 55%	62 53%	113 70%	327 64%	95 44%	181 67%	168 58%	143 67%	105 44%	167 66%	119 52%	79 65%	43 69%	160 64%	124 60%	100 61%	214 63%	180 56%	203 59%
Don't know	214 21%	79 16%	134 26%	17 14%	16 10%	74 14%	107 50%	46 17%	59 21%	25 12%	84 35%	53 21%	46 20%	22 18%	10 16%	57 23%	46 22%	29 18%	73 21%	78 24%	62 18%
Mean	1.91	1.85	1.96	2.27	1.94	1.94	1.38	1.83	1.98	1.84	1.99	1.76	2.09	1.84	1.87	1.73	1.90	1.98	1.82	1.94	1.96
Standard deviation	1.00	1.00	1.00	1.14	0.96	0.97	0.84	0.93	1.01	0.97	1.12	0.90	1.06	0.88	0.98	0.89	0.95	0.99	1.00	1.08	0.94
Standard error	0.04	0.05	0.05	0.14	0.08	0.05	0.08	0.06	0.07	0.08	0.09	0.06	0.08	0.08	0.15	0.06	0.07	0.08	0.06	0.07	0.06

Opinion Poll

CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 9

Q.5. Over the next year or so, how likely do you think it is that you will lose your job? Would you say it is...

Base: All respondents

	Total	Are you employed in...?	
		The public sector	The private sector
Unweighted base	1009	233	274
Weighted base	1009	225	289
NET Likely	198 20%	63 28%	62 21%
Very likely	(4) 84 8%	24 10%	23 8%
Fairly likely	(3) 114 11%	40 18%	39 13%
Fairly unlikely	(2) 240 24%	83 37%	110 38%
Very unlikely	(1) 357 35%	71 32%	111 38%
NET Not likely	597 59%	155 69%	220 76%
Don't know	214 21%	7 3%	7 2%
Mean	1.91	2.07	1.91
Standard deviation	1.00	0.97	0.92
Standard error	0.04	0.06	0.06

Opinion Poll

CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 10

Q.6. As far as you can tell, do you think that Britain is likely or unlikely to fall back into recession?

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	1009	436	573	70	153	533	253	299	263	176	271	260	233	134	54	259	220	198	340	324	345
Weighted base	1009	493	516	118	161	515	216	270	290	213	237	253	227	123	63	250	208	164	342	321	346
Likely	517	231	286	62	89	279	87	125	149	110	132	90	138	52	40	77	120	73	201	144	172
	51%	47%	55%	52%	55%	54%	40%	46%	51%	52%	56%	36%	61%	42%	63%	31%	58%	44%	59%	45%	50%
Unlikely	429	236	194	55	66	202	106	131	125	89	84	149	76	63	22	157	77	81	120	158	152
	43%	48%	37%	47%	41%	39%	49%	49%	43%	42%	36%	59%	34%	51%	35%	63%	37%	49%	35%	49%	44%
Don't know	63	26	36	1	5	34	23	14	16	13	20	14	13	8	1	17	11	11	21	20	22
	6%	5%	7%	1%	3%	7%	11%	5%	5%	6%	9%	5%	6%	6%	2%	7%	5%	7%	6%	6%	6%

Opinion Poll
CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 10

Q.6. As far as you can tell, do you think that Britain is likely or unlikely to fall back into recession?

Base: All respondents

	Total	Are you employed in...?	
		The public sector	The private sector
Unweighted base	1009	233	274
Weighted base	1009	225	289
Likely	517 51%	118 53%	152 53%
Unlikely	429 43%	92 41%	126 43%
Don't know	63 6%	15 7%	12 4%

Opinion Poll

CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 11

Are you employed in...?**Base: All respondents who work**

	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	549	263	286	43	122	364	20	198	175	111	65	143	132	81	28	138	118	118	181	154	214
Weighted base	561	309	253	67	123	356	15	179	194	131	57	144	127	75	33	141	110	103	183	154	224
The public sector	225	88	137	29	50	143	3	68	82	51	24	38	53	30	9	41	52	35	78	66	80
	40%	28%	54%	43%	41%	40%	18%	38%	42%	39%	43%	26%	41%	40%	29%	29%	47%	34%	43%	43%	36%
The private sector	289	192	97	32	64	185	8	102	91	69	27	88	61	39	20	88	44	60	83	73	132
	51%	62%	38%	47%	52%	52%	58%	57%	47%	53%	48%	61%	48%	52%	61%	63%	40%	59%	45%	48%	59%
The voluntary sector	9	4	5	-	5	5	-	4	5	-	1	1	3	2	-	1	5	2	2	1	6
	2%	1%	2%	-	4%	1%	-	2%	2%	-	2%	1%	3%	2%	-	1%	4%	2%	1%	1%	3%
N/A - not employed/ self employed etc	30	20	10	3	3	20	3	4	13	11	3	12	8	2	3	10	8	3	16	9	4
	5%	6%	4%	5%	2%	6%	24%	2%	6%	8%	5%	9%	7%	3%	10%	7%	7%	3%	9%	6%	2%
Refused	8	5	3	4	1	3	-	1	5	-	2	4	2	2	-	1	1	3	4	4	*
	1%	2%	1%	6%	1%	1%	-	1%	3%	-	3%	3%	1%	3%	-	*	1%	2%	2%	3%	*

Opinion Poll
CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 11

Are you employed in...?**Base: All respondents who work**

	Total	Are you employed in...?	
		The public sector	The private sector
Unweighted base	549	233	274
Weighted base	561	225	289
The public sector	225 40%	225 100%	-
The private sector	289 51%	-	289 100%
The voluntary sector	9 2%	-	-
N/A - not employed/ self employed etc	30 5%	-	-
Refused	8 1%	-	-

Opinion Poll
CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 12
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1009	1009
Weighted base		1009	1009
<u>Gender</u>			
Male		436 43%	493 49%
Female		573 57%	516 51%
<u>Age</u>			
18-24	(21)	70 7%	118 12%
25-34	(29.5)	153 15%	161 16%
35-44	(39.5)	156 15%	190 19%
45-54	(49.5)	178 18%	175 17%
55-64	(59.5)	199 20%	150 15%
65+	(70)	253 25%	216 21%
Average age		50.06	46.97

Opinion Poll
CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 12
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1009	1009
<u>Social Grade</u>		
AB	299 30%	270 27%
C1	263 26%	290 29%
C2	176 17%	213 21%
DE	271 27%	237 23%
<u>Region</u>		
North	340 34%	342 34%
Midlands	324 32%	321 32%
South	345 34%	346 34%

Opinion Poll
CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 12
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1009	1009
<u>Working status</u>		
Full-time	400 40%	441 44%
Part-time	149 15%	120 12%
Not working but seeking work or temporarily unemployed/sick	52 5%	63 6%
Not working/not seeking work	60 6%	77 8%
Retired	290 29%	256 25%
Student	16 2%	29 3%
Refused	42 4%	23 2%

Opinion Poll
CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 12
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1009	1009
<u>Tenure</u>		
Own outright	364 36%	335 33%
Own with a mortgage	332 33%	350 35%
Council	75 7%	131 13%
Housing Assoc.	51 5%	36 4%
Rented from someone else	123 12%	111 11%
Rent free	4 *	3 *
Refused	60 6%	42 4%

Opinion Poll
CATI Fieldwork : July 23rd-25th 2010

Absolutes/col percents

Table 13
Q.C/D Voting in May 6th 2010 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1009	1009
Weighted base	1009	1009
Conservative	259 26%	250 25%
Labour	220 22%	208 21%
Liberal Democrat/ Liberal	198 20%	164 16%
Scottish National Party/SNP	15 1%	17 2%
Plaid Cymru	7 1%	9 1%
Green Party	9 1%	11 1%
UK Independence Party (UKIP)	7 1%	11 1%
British National Party (BNP)	6 1%	12 1%
Others	6 1%	7 1%
Did not vote	183 18%	217 21%
Refused	92 9%	98 10%
Don't know	7 1%	6 1%