



Clear thinking in a complex world

## ICM Poll for The News of the World

**Fieldwork dates:** 3-4<sup>th</sup> March 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:** 1,005

**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.

### **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. 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/>

## Political Poll

### CATI Fieldwork : March 3rd-4th 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	1005	456	549	73	139	552	241	314	236	142	313	264	221	99	65	193	261	87	352	316	337	228	733	
Weighted base	1005	496	509	116	157	518	214	277	291	209	229	262	211	111	68	194	224	128	349	320	336	234	747	
Certain to vote	(10) 528	294	234	34	49	293	152	145	168	102	113	174	124	65	48	152	154	89	181	180	168	108	406	
		53%	59%	46%	29%	31%	57%	71%	52%	58%	49%	49%	67%	59%	58%	71%	78%	69%	70%	52%	56%	50%	46%	54%
	(9) 64	30	34	8	16	29	11	25	19	8	12	18	19	10	3	10	13	9	17	18	29	16	48	
		6%	6%	7%	7%	10%	6%	5%	9%	7%	4%	5%	7%	9%	9%	4%	5%	6%	7%	5%	5%	9%	7%	6%
	(8) 71	30	41	9	12	40	10	16	25	17	13	19	17	9	3	5	15	11	29	20	22	21	47	
		7%	6%	8%	8%	7%	8%	5%	6%	9%	8%	6%	7%	8%	8%	5%	3%	7%	9%	8%	6%	7%	9%	6%
	(7) 62	30	32	12	18	24	8	21	22	9	10	16	16	6	3	9	9	9	21	18	24	11	51	
		6%	6%	6%	11%	12%	5%	4%	8%	8%	4%	4%	6%	7%	6%	5%	5%	4%	7%	6%	7%	5%	7%	
	(6) 29	17	12	6	9	11	3	9	5	6	9	5	11	2	3	1	3	1	10	9	9	8	21	
		3%	3%	2%	5%	6%	2%	1%	3%	2%	3%	4%	2%	5%	2%	4%	1%	1%	1%	3%	3%	3%	3%	3%
	(5) 89	28	61	10	19	51	9	24	24	18	23	21	16	13	3	13	14	8	36	20	33	31	55	
		9%	6%	12%	9%	12%	10%	4%	9%	8%	9%	10%	8%	8%	12%	5%	7%	6%	6%	10%	6%	10%	13%	7%
	(4) 19	7	12	8	5	5	2	5	5	7	3	6	3	-	1	-	2	-	7	6	6	6	13	
		2%	1%	2%	6%	3%	1%	1%	2%	2%	3%	1%	2%	1%	-	2%	-	1%	-	2%	2%	2%	2%	2%
	(3) 12	6	7	5	-	7	1	6	1	2	4	*	3	3	1	-	3	-	6	4	3	1	9	
		1%	1%	1%	4%	-	1%	*	2%	*	1%	2%	*	1%	3%	1%	-	1%	-	2%	1%	1%	1%	1%
	(2) 22	13	9	12	3	6	1	4	2	13	2	3	2	2	3	1	-	-	7	5	9	1	21	
		2%	3%	2%	11%	2%	1%	*	2%	1%	6%	1%	1%	1%	2%	4%	*	-	-	2%	2%	3%	*	3%
Certain not to vote	(1) 97	37	59	12	26	47	12	18	18	28	33	-	-	-	-	2	9	2	31	36	30	28	67	
		10%	8%	12%	10%	17%	9%	6%	6%	6%	13%	14%	-	-	-	-	1%	4%	1%	9%	11%	9%	12%	9%
Refused	5	2	3	-	-	3	2	1	-	-	3	-	-	-	-	1	-	-	1	4	-	1	3	
	*	*	1%	-	-	1%	1%	*	-	-	1%	-	-	-	-	*	-	-	*	1%	-	*	*	
Don't know	7	2	5	-	1	3	3	1	2	*	3	-	-	-	-	-	1	-	4	1	2	2	4	
		1%	*	1%	-	1%	1%	*	1%	*	1%	-	-	-	-	-	1%	-	1%	*	1%	1%	1%	
Mean	7.78	8.15	7.42	6.37	6.72	8.00	8.82	8.01	8.31	7.18	7.39	8.89	8.68	8.54	8.81	9.26	8.80	9.09	7.75	7.85	7.75	7.51	7.88	
Standard deviation	3.05	2.89	3.17	3.27	3.26	2.96	2.46	2.80	2.63	3.43	3.35	1.91	1.96	2.18	2.23	1.74	2.31	1.73	3.02	3.14	3.01	3.11	3.03	
Standard error	0.10	0.14	0.14	0.38	0.28	0.13	0.16	0.16	0.17	0.29	0.19	0.12	0.13	0.22	0.28	0.13	0.14	0.19	0.16	0.18	0.16	0.21	0.11	

Prepared on behalf of News of the World by ICM Research

## Political Poll

### CATI Fieldwork : March 3rd-4th 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	1005	456	549	73	139	552	241	314	236	142	313	264	221	99	65	193	261	87	352	316	337	228	733
Weighted base	1005	496	509	116	157	518	214	277	291	209	229	262	211	111	68	194	224	128	349	320	336	234	747
Conservative	262 26%	145 29%	116 23%	21 18%	29 18%	145 28%	67 31%	91 33%	63 22%	60 29%	47 21%	262 100%	-	-	-	137 71%	28 12%	17 13%	65 19%	89 28%	107 32%	55 24%	198 27%
Labour	211 21%	111 22%	101 20%	36 31%	33 21%	99 19%	43 20%	35 13%	82 28%	38 18%	56 24%	-	211 100%	-	-	1	122 55%	18 14%	82 23%	56 18%	73 22%	60 26%	148 20%
Liberal Democrat/ Liberal	111 11%	61 12%	50 10%	7 6%	22 14%	61 12%	22 10%	38 14%	33 11%	17 8%	23 10%	-	-	111 100%	-	9 5%	14 6%	58 45%	37 11%	36 11%	38 11%	23 10%	87 12%
Scottish National Party/ SNP	15 1%	9 2%	6 1%	-	1 1%	10 2%	3 2%	2 1%	4 1%	3 2%	6 2%	-	-	-	15 22%	-	3 1%	-	15 4%	-	-	1 *	14 2%
Plaid Cymru	6 1%	3 1%	3 1%	2 2%	-	2 *	1 1%	2 1%	1 *	3 1%	1 *	-	-	-	6 9%	-	1 *	-	-	6 2%	-	2 1%	4 1%
Green Party	18 2%	7 1%	11 2%	2 1%	2 2%	13 2%	* *	4 2%	8 3%	3 1%	2 1%	-	-	-	18 26%	-	6 3%	4 3%	9 3%	4 1%	4 1%	5 2%	12 2%
UK Independence Party (UKIP)	19 2%	9 2%	9 2%	2 1%	9 5%	5 1%	3 2%	3 1%	8 3%	3 1%	5 2%	-	-	-	19 27%	4 2%	5 2%	-	6 2%	10 3%	3 1%	6 2%	13 2%
British National Party (BNP)	7 1%	5 1%	2 *	2 2%	-	4 1%	1 1%	4 1%	1 *	1 1%	1 *	-	-	-	7 11%	2 1%	-	1 1%	1 *	4 1%	2 1%	2 1%	5 1%
Other	4 *	3 1%	1 *	-	-	3 1%	* *	* *	-	3 1%	1 *	-	-	-	4 6%	-	-	-	2 *	-	2 1%	2 1%	2 *
Would not vote	97 10%	37 8%	59 12%	12 10%	26 17%	47 9%	12 6%	18 6%	18 6%	28 13%	33 14%	-	-	-	-	2 1%	9 4%	2 1%	31 9%	36 11%	30 9%	28 12%	67 9%
Don't know	181 18%	69 14%	112 22%	31 27%	32 21%	88 17%	29 14%	57 20%	54 19%	36 17%	34 15%	-	-	-	-	28 14%	28 12%	22 17%	79 23%	53 16%	50 15%	31 13%	144 19%
Refused	75 7%	37 7%	38 7%	1 1%	3 2%	40 8%	31 14%	23 8%	17 6%	14 7%	20 9%	-	-	-	-	11 6%	8 4%	7 5%	23 7%	25 8%	26 8%	19 8%	52 7%

## Political Poll

### CATI Fieldwork : March 3rd-4th 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 (10%), don't know who they would vote for (18%) or refuse to answer (7%)

**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	509	261	248	20	56	291	142	161	130	66	152	211	172	75	52	146	194	63	177	156	176	113	378
Weighted base	506	283	223	31	64	282	129	140	160	98	108	205	160	87	55	143	164	91	170	158	178	117	379
Conservative	205	115	90	9	19	114	62	71	52	42	39	205	-	-	-	129	25	16	50	67	87	42	156
	40%	41%	40%	29%	30%	41%	48%	51%	33%	43%	36%	100%	-	-	-	90%	15%	18%	29%	43%	49%	36%	41%
Labour	160	89	71	16	21	84	39	28	61	29	42	-	160	-	1	113	17	63	44	53	43	114	
	32%	32%	32%	51%	33%	30%	30%	20%	38%	30%	39%	-	100%	-	1%	69%	19%	37%	28%	30%	37%	30%	
Liberal Democrat/ Liberal	87	48	38	3	13	52	19	32	27	13	15	-	-	87	7	13	53	30	28	28	17	68	
	17%	17%	17%	10%	21%	18%	14%	23%	17%	13%	14%	-	-	100%	5%	8%	58%	18%	18%	16%	15%	18%	
Scottish National Party/ SNP	13	9	4	-	1	9	3	1	4	3	5	-	-	-	13	-	2	-	13	-	-	*	12
	2%	3%	2%	-	1%	3%	3%	1%	3%	3%	4%	-	-	-	23%	-	1%	-	7%	-	-	*	3%
Plaid Cymru	4	3	1	1	-	2	1	1	*	2	1	-	-	-	4	-	*	-	-	4	-	1	3
	1%	1%	1%	5%	-	1%	1%	1%	*	2%	1%	-	-	-	8%	-	*	-	-	3%	-	1%	1%
Green Party	15	6	10	1	2	12	*	4	7	3	2	-	-	-	15	-	5	4	8	4	4	5	11
	3%	2%	4%	3%	4%	4%	*	3%	5%	3%	2%	-	-	-	28%	-	3%	4%	4%	3%	2%	4%	3%
UK Independence Party (UKIP)	14	6	8	1	7	4	3	2	7	2	4	-	-	-	14	4	4	-	4	8	2	4	10
	3%	2%	4%	3%	11%	1%	2%	1%	4%	2%	3%	-	-	-	26%	3%	3%	-	2%	5%	1%	4%	3%
British National Party (BNP)	5	5	-	-	-	4	1	2	1	1	*	-	-	-	5	2	-	1	1	2	2	2	3
	1%	2%	-	-	-	1%	1%	1%	2%	*	-	-	-	-	9%	1%	-	1%	1%	1%	2%	2%	1%
Other	3	3	1	-	-	3	*	*	-	2	1	-	-	-	3	-	-	-	1	-	2	2	1
	1%	1%	*	-	-	1%	*	*	-	2%	1%	-	-	-	6%	-	-	-	1%	-	1%	2%	*

**Political Poll**  
**CATI Fieldwork : March 3rd-4th 2010**

Col percents

Table 4  
**Published Vote Intention Figures**  
Percentages derived from the responses of 687 respondents

	<u>Total</u>
Conservative	40%
Labour	31%
Liberal Democrat	18%
Other	11%

## Political Poll

### CATI Fieldwork : March 3rd-4th 2010

Absolutes/col percents

Table 5

**Q.1 Which one of the following do you think will be the actual outcome of the forthcoming General Election?**

**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	1005	456	549	73	139	552	241	314	236	142	313	264	221	99	65	193	261	87	352	316	337	228	733
Weighted base	1005	496	509	116	157	518	214	277	291	209	229	262	211	111	68	194	224	128	349	320	336	234	747
An overall majority for the Conservative Party	326 32%	152 31%	174 34%	33 28%	55 35%	175 34%	63 30%	97 35%	92 32%	76 36%	62 27%	158 60%	25 12%	31 28%	23 34%	101 52%	43 19%	42 33%	91 26%	111 35%	124 37%	91 39%	229 31%
A hung Parliament with no party in overall control	356 35%	228 46%	128 25%	26 22%	41 26%	203 39%	86 40%	115 41%	107 37%	59 28%	74 32%	76 29%	82 39%	58 52%	25 37%	67 35%	91 40%	62 49%	125 36%	112 35%	118 35%	63 27%	282 38%
An overall majority for the Labour Party	196 19%	80 16%	116 23%	37 31%	40 25%	86 17%	34 16%	42 15%	57 20%	44 21%	52 23%	12 5%	86 41%	16 14%	14 20%	6 3%	72 32%	12 10%	89 26%	55 17%	51 15%	47 20%	147 20%
Don't know	127 13%	37 7%	90 18%	21 18%	21 14%	54 10%	31 15%	24 9%	34 12%	29 14%	41 18%	15 6%	18 9%	7 6%	6 8%	20 10%	18 8%	11 9%	43 12%	42 13%	43 13%	33 14%	89 12%

## Political Poll

### CATI Fieldwork : March 3rd-4th 2010

Absolutes/col percents

Table 6

**Q.2 You may have seen or heard that the main party leaders will be taking part in three live, televised debates. Are you likely to watch...**

**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	1005	456	549	73	139	552	241	314	236	142	313	264	221	99	65	193	261	87	352	316	337	228	733
Weighted base	1005	496	509	116	157	518	214	277	291	209	229	262	211	111	68	194	224	128	349	320	336	234	747
All three	280	156	124	23	36	132	89	85	84	36	75	83	67	31	19	71	76	42	100	91	89	47	224
	28%	32%	24%	20%	23%	25%	42%	31%	29%	17%	33%	32%	32%	28%	28%	36%	34%	33%	29%	28%	26%	20%	30%
One or two	289	148	141	31	49	157	52	83	94	58	53	97	74	34	17	59	73	49	97	87	105	79	208
	29%	30%	28%	27%	31%	30%	24%	30%	33%	28%	23%	37%	35%	31%	25%	30%	33%	38%	28%	27%	31%	34%	28%
None of them	408	178	230	57	71	216	65	102	103	108	95	74	65	45	31	57	70	34	143	135	130	103	293
	41%	36%	45%	49%	45%	42%	30%	37%	35%	52%	42%	28%	31%	41%	46%	29%	31%	27%	41%	42%	39%	44%	39%
Don't know	28	14	14	5	1	14	8	6	9	7	5	7	5	1	1	7	4	3	8	7	12	5	22
	3%	3%	3%	4%	*	3%	4%	2%	3%	3%	2%	3%	2%	1%	1%	4%	2%	2%	2%	2%	4%	2%	3%

## Political Poll

### CATI Fieldwork : March 3rd-4th 2010

Absolutes/col percents

Table 7

**Q.3 Putting aside your own party preference, which party leader do you think will do best in the debates - Gordon Brown, David Cameron or Nick Clegg?**

**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	1005	456	549	73	139	552	241	314	236	142	313	264	221	99	65	193	261	87	352	316	337	228	733
Weighted base	1005	496	509	116	157	518	214	277	291	209	229	262	211	111	68	194	224	128	349	320	336	234	747
Gordon Brown	227	114	114	32	36	111	47	45	68	46	67	22	96	10	17	13	87	14	96	61	70	54	171
	23%	23%	22%	28%	23%	22%	22%	16%	23%	22%	29%	8%	46%	9%	25%	7%	39%	11%	27%	19%	21%	23%	23%
David Cameron	483	238	245	58	87	252	85	149	148	94	92	191	68	62	25	136	78	69	141	173	168	127	344
	48%	48%	48%	50%	56%	49%	40%	54%	51%	45%	40%	73%	32%	56%	37%	70%	35%	54%	40%	54%	50%	55%	46%
Nick Clegg	124	76	48	11	10	68	35	38	35	27	25	27	28	24	14	20	30	28	49	38	36	18	100
	12%	15%	9%	9%	6%	13%	16%	14%	12%	13%	11%	10%	13%	22%	21%	10%	13%	22%	14%	12%	11%	8%	13%
Don't know	171	69	102	15	23	86	46	44	39	42	45	22	19	15	12	25	29	16	62	47	61	34	132
	17%	14%	20%	13%	15%	17%	22%	16%	14%	20%	20%	8%	9%	13%	17%	13%	13%	13%	18%	15%	18%	15%	18%

## Political Poll

### CATI Fieldwork : March 3rd-4th 2010

Absolutes/col percents

Table 8

**Q.4 Again putting aside your own party preference, which party do you think has the best policies on ...**

**Setting taxes**

**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	1005	456	549	73	139	552	241	314	236	142	313	264	221	99	65	193	261	87	352	316	337	228	733
Weighted base	1005	496	509	116	157	518	214	277	291	209	229	262	211	111	68	194	224	128	349	320	336	234	747
Labour	309 31%	159 32%	151 30%	46 39%	44 28%	164 32%	56 26%	64 23%	108 37%	63 30%	74 33%	30 12%	150 71%	21 19%	26 38%	16 8%	121 54%	31 25%	112 32%	102 32%	96 28%	75 32%	230 31%
Conservatives	294 29%	167 34%	127 25%	20 17%	47 30%	151 29%	76 35%	88 32%	81 28%	62 30%	63 27%	166 64%	18 8%	28 26%	15 22%	125 65%	42 19%	31 25%	76 22%	104 33%	114 34%	59 25%	227 30%
Liberal Democrats	111 11%	66 13%	45 9%	18 15%	16 10%	58 11%	20 9%	41 15%	38 13%	15 7%	17 7%	23 9%	16 8%	33 30%	7 11%	17 9%	17 7%	31 24%	46 13%	30 9%	36 11%	21 9%	88 12%
Another party	38 4%	18 4%	20 4%	3 3%	13 8%	21 4%	1 *	7 2%	9 3%	17 8%	6 2%	2 1%	4 2%	5 5%	7 10%	4 2%	3 1%	1 1%	15 4%	14 5%	9 3%	13 5%	24 3%
None of them	54 5%	25 5%	29 6%	- -	7 4%	36 7%	11 5%	16 6%	10 3%	10 5%	18 8%	11 4%	4 2%	5 5%	6 8%	6 3%	11 5%	1 1%	25 7%	13 4%	16 5%	14 6%	39 5%
Don't know	199 20%	62 13%	137 27%	30 26%	31 20%	89 17%	50 23%	61 22%	45 15%	41 20%	52 23%	28 11%	19 9%	18 17%	8 12%	26 13%	30 13%	31 24%	76 22%	57 18%	66 20%	53 22%	138 18%

## Political Poll

### CATI Fieldwork : March 3rd-4th 2010

Absolutes/col percents

Table 9

**Q.4 Again putting aside your own party preference, which party do you think has the best policies on ...**

**Dealing with the recession**

**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	1005	456	549	73	139	552	241	314	236	142	313	264	221	99	65	193	261	87	352	316	337	228	733
Weighted base	1005	496	509	116	157	518	214	277	291	209	229	262	211	111	68	194	224	128	349	320	336	234	747
Labour	329 33%	175 35%	154 30%	43 37%	52 33%	168 32%	67 31%	84 30%	106 36%	63 30%	76 33%	13 5%	172 81%	29 26%	19 29%	10 5%	142 63%	44 34%	119 34%	103 32%	107 32%	86 37%	237 32%
Conservatives	350 35%	179 36%	171 34%	37 32%	52 33%	182 35%	79 37%	100 36%	105 36%	78 38%	66 29%	206 79%	17 8%	20 18%	21 31%	147 76%	34 15%	31 24%	96 28%	126 39%	128 38%	74 32%	267 36%
Liberal Democrats	84 8%	49 10%	35 7%	8 7%	14 9%	46 9%	16 8%	29 10%	25 9%	10 5%	20 9%	14 5%	2 1%	42 38%	7 10%	6 3%	12 6%	31 25%	33 10%	24 8%	26 8%	14 6%	68 9%
Another party	27 3%	13 3%	15 3%	3 3%	6 4%	17 3%	1 1%	8 3%	7 3%	7 3%	5 2%	1 1%	1 *	3 3%	6 8%	4 2%	3 1%	1 1%	11 3%	10 3%	6 2%	7 3%	19 3%
None of them	59 6%	27 6%	32 6%	1 1%	7 4%	39 8%	12 6%	17 6%	8 3%	13 6%	22 10%	9 3%	7 3%	7 6%	7 10%	7 4%	12 5%	2 2%	25 7%	17 5%	18 5%	15 6%	41 6%
Don't know	156 16%	53 11%	103 20%	24 21%	27 17%	66 13%	38 18%	40 15%	39 14%	38 18%	38 17%	18 7%	13 6%	10 9%	9 13%	20 10%	21 10%	18 14%	64 18%	39 12%	53 16%	37 16%	114 15%

## Political Poll

### CATI Fieldwork : March 3rd-4th 2010

Absolutes/col percents

Table 10

**Q.4 Again putting aside your own party preference, which party do you think has the best policies on ...**

**Protecting Britain against terrorism**

**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	1005	456	549	73	139	552	241	314	236	142	313	264	221	99	65	193	261	87	352	316	337	228	733
Weighted base	1005	496	509	116	157	518	214	277	291	209	229	262	211	111	68	194	224	128	349	320	336	234	747
Labour	327 33%	171 35%	156 31%	54 46%	55 35%	162 31%	56 26%	82 30%	104 36%	64 31%	77 34%	38 15%	143 68%	24 21%	20 30%	18 10%	119 53%	36 28%	125 36%	101 32%	101 30%	80 34%	241 32%
Conservatives	267 27%	145 29%	122 24%	24 20%	29 18%	145 28%	70 33%	79 29%	82 28%	57 28%	49 21%	145 56%	13 6%	30 27%	14 21%	118 61%	32 14%	21 16%	82 23%	84 26%	102 30%	53 22%	210 28%
Liberal Democrats	46 5%	25 5%	21 4%	8 7%	9 6%	23 4%	6 3%	17 6%	13 4%	8 4%	9 4%	8 3%	7 3%	19 17%	2 3%	1 *	5 2%	12 9%	13 4%	18 5%	15 5%	9 4%	35 5%
Another party	50 5%	24 5%	26 5%	5 4%	12 7%	28 5%	5 2%	12 4%	11 4%	20 10%	8 3%	6 2%	4 2%	9 8%	8 11%	4 2%	10 4%	- -	19 5%	19 6%	12 4%	14 6%	33 4%
None of them	82 8%	45 9%	36 7%	2 1%	11 7%	49 9%	20 9%	27 10%	21 7%	13 6%	21 9%	18 7%	10 5%	7 6%	9 13%	14 7%	17 7%	14 11%	33 9%	19 6%	30 9%	27 11%	53 7%
Don't know	233 23%	85 17%	147 29%	24 21%	41 26%	111 22%	56 26%	61 22%	60 21%	46 22%	65 29%	47 18%	34 16%	23 21%	15 22%	38 20%	41 18%	45 35%	77 22%	80 25%	76 23%	52 22%	175 23%

## Political Poll

### CATI Fieldwork : March 3rd-4th 2010

Absolutes/col percents

Table 11

**Q.4 Again putting aside your own party preference, which party do you think has the best policies on ...**

**Winning the war in Afghanistan**

**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	1005	456	549	73	139	552	241	314	236	142	313	264	221	99	65	193	261	87	352	316	337	228	733
Weighted base	1005	496	509	116	157	518	214	277	291	209	229	262	211	111	68	194	224	128	349	320	336	234	747
Labour	258 26%	139 28%	118 23%	52 44%	52 33%	115 22%	40 19%	58 21%	91 31%	55 26%	54 24%	24 9%	124 59%	23 21%	15 21%	7 4%	87 39%	40 31%	93 27%	82 26%	82 24%	67 29%	184 25%
Conservatives	210 21%	110 22%	100 20%	18 15%	21 14%	115 22%	56 26%	61 22%	66 23%	41 20%	42 18%	119 46%	7 3%	25 22%	11 16%	87 45%	29 13%	16 13%	61 17%	80 25%	69 21%	45 19%	161 22%
Liberal Democrats	62 6%	36 7%	26 5%	10 9%	11 7%	30 6%	11 5%	26 9%	16 6%	7 3%	13 6%	11 4%	9 4%	21 19%	5 7%	7 4%	13 6%	17 13%	22 6%	16 5%	24 7%	9 4%	52 7%
Another party	37 4%	16 3%	21 4%	- -	9 6%	21 4%	6 3%	6 2%	9 3%	12 6%	9 4%	4 1%	5 3%	6 5%	5 7%	5 3%	7 3%	2 2%	18 5%	10 3%	9 3%	7 3%	28 4%
None of them	154 15%	87 17%	67 13%	8 7%	17 11%	94 18%	35 16%	47 17%	32 11%	35 17%	40 18%	40 15%	21 10%	17 15%	16 23%	33 17%	35 16%	20 15%	56 16%	41 13%	57 17%	40 17%	108 15%
Don't know	285 28%	109 22%	176 35%	29 25%	47 30%	143 28%	66 31%	79 29%	77 26%	58 28%	71 31%	64 24%	44 21%	20 18%	17 25%	54 28%	53 24%	33 26%	100 29%	90 28%	95 28%	66 28%	212 28%

## Political Poll

### CATI Fieldwork : March 3rd-4th 2010

Absolutes/col percents

Table 12

**Q.4 Again putting aside your own party preference, which party do you think has the best policies on ...**

**Modernising the NHS**

**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	1005	456	549	73	139	552	241	314	236	142	313	264	221	99	65	193	261	87	352	316	337	228	733
Weighted base	1005	496	509	116	157	518	214	277	291	209	229	262	211	111	68	194	224	128	349	320	336	234	747
Labour	311 31%	167 34%	144 28%	39 33%	43 27%	161 31%	69 32%	74 27%	100 34%	57 27%	81 35%	22 8%	150 71%	24 21%	18 26%	19 10%	123 55%	35 27%	117 34%	80 25%	114 34%	67 29%	238 32%
Conservatives	341 34%	187 38%	154 30%	37 32%	51 32%	169 33%	84 39%	101 36%	100 34%	77 37%	63 28%	183 70%	26 12%	27 24%	18 27%	133 69%	47 21%	32 25%	105 30%	122 38%	114 34%	77 33%	259 35%
Liberal Democrats	88 9%	44 9%	45 9%	11 9%	14 9%	49 10%	14 7%	33 12%	24 8%	13 6%	18 8%	12 4%	9 4%	39 35%	8 12%	6 3%	16 7%	26 21%	33 10%	30 9%	25 7%	17 7%	71 9%
Another party	34 3%	17 3%	17 3%	7 6%	7 5%	18 4%	2 1%	8 3%	8 3%	13 6%	6 3%	1 *	5 3%	3 2%	8 11%	4 2%	5 2%	1 1%	13 4%	14 4%	7 2%	8 4%	25 3%
None of them	58 6%	31 6%	27 5%	2 2%	5 3%	37 7%	13 6%	18 7%	11 4%	11 5%	18 8%	13 5%	5 2%	6 6%	6 9%	8 4%	12 5%	6 4%	23 7%	20 6%	14 4%	12 5%	41 5%
Don't know	173 17%	51 10%	122 24%	21 18%	37 24%	84 16%	32 15%	43 16%	48 16%	39 19%	43 19%	32 12%	15 7%	12 11%	10 15%	24 12%	22 10%	28 22%	57 16%	53 17%	63 19%	52 22%	113 15%

## Political Poll

### CATI Fieldwork : March 3rd-4th 2010

Absolutes/col percents

Table 13

**Q.4 Again putting aside your own party preference, which party do you think has the best policies on ...**

**Improving standards in British schools**

**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	1005	456	549	73	139	552	241	314	236	142	313	264	221	99	65	193	261	87	352	316	337	228	733
Weighted base	1005	496	509	116	157	518	214	277	291	209	229	262	211	111	68	194	224	128	349	320	336	234	747
Labour	304 30%	173 35%	131 26%	35 30%	50 32%	160 31%	58 27%	63 23%	105 36%	57 27%	78 34%	19 7%	161 76%	22 20%	18 26%	19 10%	134 60%	33 26%	118 34%	86 27%	100 30%	70 30%	230 31%
Conservatives	362 36%	179 36%	183 36%	31 26%	53 34%	187 36%	92 43%	116 42%	108 37%	67 32%	72 31%	195 74%	22 10%	35 31%	21 30%	141 73%	41 18%	43 34%	103 30%	133 42%	126 38%	87 37%	265 36%
Liberal Democrats	94 9%	45 9%	49 10%	16 14%	12 8%	54 10%	12 6%	34 12%	26 9%	18 9%	16 7%	13 5%	6 3%	39 35%	9 13%	7 4%	9 4%	28 22%	38 11%	28 9%	28 8%	16 7%	78 10%
Another party	30 3%	13 3%	18 3%	3 3%	7 4%	16 3%	5 2%	5 2%	8 3%	14 6%	4 2%	2 1%	7 3%	3 2%	6 8%	3 2%	8 3%	1 1%	15 4%	9 3%	7 2%	6 3%	23 3%
None of them	39 4%	20 4%	19 4%	- -	2 1%	27 5%	10 5%	12 4%	7 2%	7 4%	12 5%	4 2%	3 1%	2 2%	5 8%	2 1%	6 3%	2 2%	17 5%	8 3%	13 4%	10 4%	27 4%
Don't know	175 17%	66 13%	109 21%	31 27%	34 21%	74 14%	37 17%	47 17%	36 12%	46 22%	47 20%	28 11%	13 6%	10 9%	10 14%	21 11%	26 12%	20 16%	58 17%	55 17%	62 19%	44 19%	123 16%

## Political Poll

### CATI Fieldwork : March 3rd-4th 2010

Absolutes/col percents

Table 14

**Q.4 Again putting aside your own party preference, which party do you think has the best policies on ...**

**Cutting crime rates**

**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	1005	456	549	73	139	552	241	314	236	142	313	264	221	99	65	193	261	87	352	316	337	228	733
Weighted base	1005	496	509	116	157	518	214	277	291	209	229	262	211	111	68	194	224	128	349	320	336	234	747
Labour	262 26%	135 27%	127 25%	32 28%	44 28%	128 25%	57 27%	69 25%	79 27%	46 22%	68 30%	15 6%	139 66%	18 16%	11 16%	9 5%	105 47%	31 24%	105 30%	75 24%	81 24%	64 27%	193 26%
Conservatives	348 35%	193 39%	156 31%	36 31%	51 33%	176 34%	85 40%	104 38%	118 41%	64 30%	62 27%	183 70%	35 17%	32 28%	22 33%	137 71%	53 24%	34 27%	89 26%	123 38%	136 41%	72 31%	267 36%
Liberal Democrats	74 7%	36 7%	37 7%	14 12%	6 4%	40 8%	13 6%	16 6%	20 7%	13 6%	24 11%	13 5%	9 4%	28 25%	2 3%	6 3%	9 4%	21 17%	38 11%	20 6%	15 5%	13 6%	59 8%
Another party	34 3%	13 3%	21 4%	5 4%	8 5%	19 4%	1 *	8 3%	7 3%	12 6%	7 3%	2 1%	2 1%	5 4%	6 9%	3 2%	2 1%	2 2%	14 4%	12 4%	8 2%	9 4%	25 3%
None of them	82 8%	44 9%	38 7%	- -	7 5%	54 10%	20 9%	22 8%	17 6%	20 10%	23 10%	19 7%	10 5%	7 6%	11 16%	19 10%	18 8%	5 4%	32 9%	23 7%	26 8%	15 6%	65 9%
Don't know	206 20%	75 15%	130 26%	29 25%	39 25%	99 19%	38 18%	57 21%	50 17%	54 26%	45 20%	30 11%	16 8%	22 19%	16 24%	20 10%	36 16%	34 26%	71 20%	66 21%	69 20%	62 26%	138 19%

## Political Poll

### CATI Fieldwork : March 3rd-4th 2010

Absolutes/col percents

Table 15

**Q.4 Again putting aside your own party preference, which party do you think has the best policies on ...**

**Controlling immigration**

**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	1005	456	549	73	139	552	241	314	236	142	313	264	221	99	65	193	261	87	352	316	337	228	733
Weighted base	1005	496	509	116	157	518	214	277	291	209	229	262	211	111	68	194	224	128	349	320	336	234	747
Labour	176 18%	94 19%	82 16%	29 25%	29 18%	86 17%	32 15%	33 12%	58 20%	36 17%	48 21%	16 6%	91 43%	10 9%	7 10%	5 3%	64 29%	18 14%	71 20%	50 16%	55 16%	42 18%	130 17%
Conservatives	418 42%	216 44%	202 40%	37 31%	67 43%	213 41%	101 47%	124 45%	133 46%	76 37%	85 37%	188 72%	58 28%	45 40%	28 41%	138 71%	73 33%	50 39%	125 36%	138 43%	154 46%	99 42%	312 42%
Liberal Democrats	50 5%	18 4%	33 6%	8 7%	8 5%	20 4%	14 7%	19 7%	10 3%	7 3%	15 6%	5 2%	3 1%	16 14%	6 9%	4 2%	6 3%	14 11%	25 7%	14 4%	11 3%	8 4%	42 6%
Another party	71 7%	45 9%	26 5%	13 11%	9 6%	42 8%	7 3%	25 9%	12 4%	20 10%	14 6%	11 4%	10 5%	10 9%	11 16%	15 8%	18 8%	4 3%	23 7%	32 10%	16 5%	18 8%	51 7%
None of them	90 9%	49 10%	41 8%	- -	9 6%	58 11%	23 11%	22 8%	21 7%	21 10%	25 11%	14 5%	16 7%	10 9%	7 11%	10 5%	25 11%	11 9%	31 9%	26 8%	32 10%	16 7%	69 9%
Don't know	201 20%	75 15%	126 25%	30 26%	36 23%	99 19%	36 17%	54 19%	56 19%	48 23%	42 19%	27 10%	34 16%	21 19%	10 15%	22 12%	37 16%	31 24%	72 21%	59 19%	69 20%	51 22%	143 19%

## Political Poll

### CATI Fieldwork : March 3rd-4th 2010

Absolutes/col percents

Table 16

**Q.4 Again putting aside your own party preference, which party do you think has the best policies on ...**

**The environment**

**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	1005	456	549	73	139	552	241	314	236	142	313	264	221	99	65	193	261	87	352	316	337	228	733
Weighted base	1005	496	509	116	157	518	214	277	291	209	229	262	211	111	68	194	224	128	349	320	336	234	747
Labour	223 22%	113 23%	110 22%	31 27%	36 23%	103 20%	53 25%	48 17%	66 23%	45 22%	63 28%	19 7%	110 52%	11 10%	15 22%	8 4%	91 41%	16 12%	83 24%	74 23%	66 20%	54 23%	162 22%
Conservatives	211 21%	100 20%	110 22%	23 20%	29 18%	100 19%	59 28%	51 18%	56 19%	44 21%	60 26%	118 45%	20 9%	10 9%	7 11%	88 45%	29 13%	18 14%	62 18%	70 22%	79 23%	47 20%	158 21%
Liberal Democrats	227 23%	128 26%	99 19%	14 12%	34 22%	136 26%	43 20%	80 29%	70 24%	38 18%	38 17%	57 22%	33 16%	62 55%	13 18%	43 22%	47 21%	55 43%	70 20%	71 22%	85 25%	48 20%	177 24%
Another party	108 11%	51 10%	57 11%	15 13%	20 13%	63 12%	10 5%	34 12%	44 15%	21 10%	10 4%	22 8%	19 9%	12 11%	22 33%	15 8%	19 9%	16 13%	48 14%	35 11%	26 8%	23 10%	83 11%
None of them	54 5%	32 7%	22 4%	* *	6 4%	37 7%	11 5%	19 7%	8 3%	12 6%	16 7%	14 6%	4 2%	5 5%	3 4%	9 5%	7 3%	5 4%	17 5%	18 6%	19 6%	16 7%	37 5%
Don't know	182 18%	71 14%	111 22%	33 28%	33 21%	79 15%	38 18%	45 16%	48 16%	48 23%	42 18%	32 12%	25 12%	11 10%	8 12%	31 16%	30 14%	18 14%	68 20%	53 16%	62 18%	46 20%	130 17%

**Political Poll**  
**CATI Fieldwork : March 3rd-4th 2010**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1005	1005
Weighted base		1005	1005
<b><u>Gender</u></b>			
Male		456 45%	496 49%
Female		549 55%	509 51%
<b><u>Age</u></b>			
18-24	(21)	73 7%	116 12%
25-34	(29.5)	139 14%	157 16%
35-44	(39.5)	183 18%	197 20%
45-54	(49.5)	184 18%	170 17%
55-64	(59.5)	185 18%	151 15%
65+	(70)	241 24%	214 21%
Average age		49.60	46.98

**Political Poll**  
**CATI Fieldwork : March 3rd-4th 2010**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1005	1005
<b><u>Social Grade</u></b>		
AB	314 31%	277 28%
C1	236 23%	291 29%
C2	142 14%	209 21%
DE	313 31%	229 23%
<b><u>Region</u></b>		
North	352 35%	349 35%
Midlands	316 31%	320 32%
South	337 34%	336 33%

**Political Poll**  
**CATI Fieldwork : March 3rd-4th 2010**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1005	1005
<b><u>Working status</u></b>		
Full-time	409 41%	446 44%
Part-time	141 14%	120 12%
Not working but seeking work or temporarily unemployed/sick	42 4%	49 5%
Not working/not seeking work	62 6%	69 7%
Retired	287 29%	253 25%
Student	33 3%	54 5%
Refused	31 3%	13 1%

**Political Poll**  
**CATI Fieldwork : March 3rd-4th 2010**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1005	1005
<b><u>Tenure</u></b>		
Own outright	350 35%	344 34%
Own with a mortgage	358 36%	352 35%
Council	91 9%	124 12%
Housing Assoc.	58 6%	55 6%
Rented from someone else	97 10%	98 10%
Rent free	5 *	4 *
Refused	46 5%	28 3%

**Political Poll**  
**CATI Fieldwork : March 3rd-4th 2010**

Absolutes/col percents

Table 18  
**Q.C/D Voting in May 5th 2005 General Election**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1005	1005
Weighted base	1005	1005
Conservative	193 19%	194 19%
Labour	261 26%	224 22%
Liberal Democrat/ Liberal	87 9%	128 13%
Scottish National Party/SNP	18 2%	18 2%
Plaid Cymru	5 *	5 *
Green Party	8 1%	9 1%
UK Independence Party (UKIP)	8 1%	9 1%
British National Party (BNP)	1 *	1 *
Others	5 *	5 1%
Did not vote	307 31%	325 32%
Refused	73 7%	59 6%
Don't know	39 4%	29 3%