



ICM Poll for The Guardian

Fieldwork dates: 18-20th September 2009

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method: Within each government office region, a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

Sample size: 1,001

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 respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 34,000 random face-to-face interviews conducted annually.

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

Weighting by past votes

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

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

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

Weighting for turnout

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

Voting intentions: ICM derives vote intentions from 2 questions.

First of all respondents are asked how likely it is that they would be to go and vote in a new election.

Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2005 and which party they voted for in that election. The vote figures shown in the table are calculated after ICM has excluded those who say they will not vote, refuse to answer the question or don't know who they would vote for. The figures are adjusted for turnout calculated accordingly to their stated intentions to vote.

In a further step, ICM add 50% of those who refuse to answer the vote intention question or say they don't know to the party they voted for in 2005.

The analysis by vote intention shown on each table is taken from table 1, ie before adjusting for refusers and don't knows.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

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Opinion Poll

CATI Fieldwork : September 18th-20th 2009

Absolutes/col percents

Table 1

Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?

Base: All respondents

	Total	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
		Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	
Unweighted base	1001	450	551	79	135	552	235	346	231	164	260	268	192	104	98	194	279	83	334	315	352	
Weighted base	1001	472	529	113	156	512	219	263	296	200	242	278	167	120	95	196	226	129	334	310	356	
Certain to vote	(10)	513	261	252	37	58	276	142	161	171	69	113	190	88	71	48	152	140	84	176	160	177
		51%	55%	48%	33%	37%	54%	65%	61%	58%	34%	47%	68%	53%	59%	51%	78%	62%	65%	53%	51%	50%
	(9)	50	26	24	7	10	22	12	19	14	8	10	22	10	4	5	20	12	2	9	20	21
		5%	6%	5%	6%	6%	4%	5%	7%	5%	4%	4%	8%	6%	3%	6%	10%	5%	2%	3%	6%	6%
	(8)	79	31	48	5	17	40	17	22	18	18	21	15	22	13	11	2	23	18	26	19	34
		8%	7%	9%	4%	11%	8%	8%	8%	6%	9%	9%	5%	13%	10%	12%	1%	10%	14%	8%	6%	10%
	(7)	51	16	35	9	6	25	10	11	11	12	17	11	8	9	2	7	15	7	18	13	20
		5%	3%	7%	8%	4%	5%	4%	4%	4%	6%	7%	4%	5%	8%	2%	4%	7%	6%	5%	4%	6%
	(6)	39	19	20	5	9	17	7	8	11	11	9	4	6	8	13	3	6	5	16	14	9
		4%	4%	4%	5%	6%	3%	3%	3%	4%	6%	4%	1%	4%	6%	14%	2%	3%	4%	5%	5%	2%
	(5)	90	43	47	28	11	41	10	16	17	35	22	18	20	10	9	5	16	3	31	25	34
		9%	9%	9%	25%	7%	8%	5%	6%	6%	17%	9%	7%	12%	8%	9%	3%	7%	2%	9%	8%	9%
	(4)	25	6	19	7	5	11	3	6	8	3	8	6	7	2	2	1	6	1	6	10	9
		2%	1%	4%	6%	3%	2%	1%	2%	3%	2%	3%	2%	4%	1%	2%	1%	3%	1%	2%	3%	3%
	(3)	26	9	17	3	10	11	2	7	9	9	2	8	4	2	2	4	1	3	11	11	4
		3%	2%	3%	3%	6%	2%	1%	3%	3%	4%	1%	3%	2%	2%	2%	2%	1%	2%	3%	4%	1%
	(2)	13	6	6	1	2	7	2	-	2	4	7	4	2	2	2	-	2	1	1	3	9
		1%	1%	1%	1%	2%	1%	1%	-	1%	2%	3%	1%	1%	1%	2%	-	1%	1%	*	1%	2%
Certain not to vote	(1)	112	54	59	12	26	62	13	15	35	30	32	-	-	-	-	1	6	3	37	37	38
		11%	11%	11%	10%	17%	12%	6%	6%	12%	15%	13%	-	-	-	-	1%	3%	2%	11%	12%	11%
Refused		1	*	1	-	-	*	1	-	1	*	-	-	-	-	-	-	-	*	-	-	1
		*	*	*	-	-	*	*	-	*	*	-	-	-	-	-	-	-	*	-	-	*
Don't know		2	-	2	-	1	-	1	-	1	-	1	-	-	-	-	-	-	1	1	-	1
		*	-	*	-	1%	-	1%	-	*	-	*	-	-	-	-	-	-	1%	*	-	*
Mean		7.59	7.75	7.44	6.65	6.73	7.64	8.56	8.41	7.80	6.56	7.28	8.87	8.29	8.52	8.19	9.34	8.61	8.77	7.61	7.53	7.61
Standard deviation		3.16	3.16	3.16	3.02	3.44	3.21	2.56	2.60	3.20	3.29	3.29	2.08	2.25	2.12	2.26	1.63	2.24	2.14	3.14	3.22	3.13
Standard error		0.10	0.15	0.13	0.34	0.30	0.14	0.17	0.14	0.21	0.26	0.20	0.13	0.16	0.21	0.23	0.12	0.13	0.24	0.17	0.18	0.17

Opinion Poll

CATI Fieldwork : September 18th-20th 2009

Absolutes/col percents

Table 2

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

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

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1001	450	551	79	135	552	235	346	231	164	260	268	192	104	98	194	279	83	334	315	352
Weighted base	1001	472	529	113	156	512	219	263	296	200	242	278	167	120	95	196	226	129	334	310	356
Conservative	278 28%	145 31%	133 25%	25 22%	36 23%	146 29%	71 32%	90 34%	79 27%	50 25%	60 25%	278 100%	- -	- -	- -	162 83%	29 13%	21 16%	71 21%	90 29%	117 33%
Labour	167 17%	77 16%	90 17%	27 24%	26 16%	86 17%	28 13%	44 17%	55 19%	27 13%	41 17%	- -	167 100%	- -	- -	2 1%	103 46%	1 *	70 21%	50 16%	47 13%
Liberal Democrat/ Liberal	120 12%	42 9%	78 15%	12 11%	15 10%	56 11%	36 17%	35 13%	35 12%	15 7%	35 15%	- -	- -	120 100%	- -	5 3%	17 8%	62 48%	38 11%	33 11%	50 14%
Scottish National Party/ SNP	17 2%	10 2%	6 1%	2 2%	3 2%	10 2%	2 1%	7 2%	4 1%	2 1%	3 1%	- -	- -	- -	17 18%	- -	2 1%	- -	17 5%	- -	- -
Plaid Cymru	14 1%	4 1%	9 2%	3 3%	2 1%	6 1%	2 1%	1 *	2 1%	8 4%	3 1%	- -	- -	- -	14 14%	- -	2 1%	3 2%	- -	14 4%	- -
Green Party	24 2%	13 3%	11 2%	1 1%	7 4%	13 3%	3 1%	8 3%	11 4%	1 *	5 2%	- -	- -	- -	24 25%	1 *	5 2%	6 5%	7 2%	6 2%	12 3%
UK Independence Party (UKIP)	22 2%	13 3%	9 2%	- -	2 1%	17 3%	4 2%	4 2%	9 3%	3 2%	6 2%	- -	- -	- -	22 24%	4 2%	4 2%	1 1%	9 3%	11 4%	2 1%
British National Party (BNP)	11 1%	8 2%	4 1%	4 4%	- -	6 1%	2 1%	1 *	2 1%	3 2%	5 2%	- -	- -	- -	11 12%	- -	3 1%	2 2%	6 2%	6 2%	- -
Other	7 1%	3 1%	4 1%	- -	3 2%	4 1%	- -	1 1%	3 1%	2 1%	1 *	- -	- -	- -	7 7%	- -	2 1%	- -	2 1%	2 1%	3 1%
Would not vote	112 11%	54 11%	59 11%	12 10%	26 17%	62 12%	13 6%	15 6%	35 12%	30 15%	32 13%	- -	- -	- -	- -	1 1%	6 3%	3 2%	37 11%	37 12%	38 11%
Don't know	166 17%	65 14%	102 19%	24 21%	31 20%	76 15%	35 16%	38 14%	39 13%	53 27%	36 15%	- -	- -	- -	- -	13 7%	45 20%	30 23%	63 19%	38 12%	65 18%
Refused	63 6%	38 8%	25 5%	2 2%	7 5%	31 6%	24 11%	20 8%	23 8%	6 3%	15 6%	- -	- -	- -	- -	8 4%	7 3%	- -	16 5%	25 8%	22 6%

Opinion Poll

CATI Fieldwork : September 18th-20th 2009

Absolutes/col percents

Table 3

Data derived from:-

Q.A Some people have said they would not vote in a new General Election, while others would go and vote at their polling station.

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

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

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

Data excludes those who definitely will not vote (11%), don't know who they would vote for (17%) or refuse to answer (6%)

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

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	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
Unweighted base	542	257	285	30	62	314	136	217	121	66	138	232	153	83	74	162	186	59	183	169	190
Weighted base	529	258	271	43	67	285	134	168	161	74	127	238	127	97	67	164	146	91	177	164	188
Conservative	238	127	111	15	27	128	68	81	66	39	52	238	-	-	-	153	27	21	59	76	103
	45%	49%	41%	35%	40%	45%	51%	48%	41%	53%	41%	100%	-	-	-	94%	18%	23%	33%	46%	55%
Labour	127	60	68	14	18	71	25	38	41	17	31	-	127	-	2	89	1	57	36	35	
	24%	23%	25%	33%	26%	25%	19%	23%	25%	24%	24%	-	100%	-	1%	61%	1%	32%	22%	18%	
Liberal Democrat/ Liberal	97	38	59	8	11	47	30	32	31	8	26	-	-	97	4	15	57	33	26	37	
	18%	15%	22%	19%	17%	16%	23%	19%	19%	10%	20%	-	-	100%	2%	10%	62%	19%	16%	20%	
Scottish National Party/ SNP	13	8	5	2	3	7	1	6	2	2	2	-	-	-	13	-	1	-	13	-	-
	2%	3%	2%	5%	4%	2%	1%	4%	1%	3%	2%	-	-	-	20%	-	1%	-	7%	-	-
Plaid Cymru	7	1	6	-	2	4	1	1	1	3	2	-	-	-	7	-	1	3	-	7	-
	1%	*	2%	-	3%	1%	1%	1%	1%	4%	2%	-	-	-	10%	-	1%	3%	-	4%	-
Green Party	16	6	10	1	6	7	3	5	8	1	3	-	-	-	16	1	5	6	5	3	8
	3%	2%	4%	3%	8%	2%	2%	3%	5%	1%	2%	-	-	-	24%	*	4%	7%	3%	2%	4%
UK Independence Party (UKIP)	19	11	8	-	1	15	4	4	6	3	6	-	-	-	19	4	4	1	7	10	2
	4%	4%	3%	-	1%	5%	3%	2%	4%	4%	5%	-	-	-	28%	3%	3%	1%	4%	6%	1%
British National Party (BNP)	7	5	2	2	-	4	2	*	2	-	5	-	-	-	7	-	3	2	2	5	-
	1%	2%	1%	5%	-	1%	1%	*	1%	-	4%	-	-	-	11%	-	2%	2%	1%	3%	-
Other	4	2	2	-	-	4	-	*	3	1	-	-	-	-	4	-	1	-	1	1	2
	1%	1%	1%	-	-	1%	-	*	2%	1%	-	-	-	-	6%	-	1%	-	1%	1%	1%

Opinion Poll
CATI Fieldwork : September 18th-20th 2009

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 714 respondents

	<u>Total</u>
Conservative	43%
Labour	26%
Liberal Democrat	19%
Other	12%

Opinion Poll

CATI Fieldwork : September 18th-20th 2009

Absolutes/col percents

Table 5

Q.1 Would you say that at the next election you are certain to vote or might you decide to vote for a different party?

Base: All respondents expressing an intention to vote

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	662	307	355	52	85	372	153	246	153	93	170	268	192	104	98	171	213	62	223	211	228
Weighted base	659	315	344	76	92	343	148	191	199	110	159	278	167	120	95	173	168	96	218	211	230
Certain to vote for ...	448	217	231	42	58	235	113	122	139	73	114	213	110	68	56	148	108	66	155	141	152
	68%	69%	67%	56%	62%	68%	77%	64%	70%	66%	72%	77%	66%	57%	59%	85%	64%	68%	71%	67%	66%
Vote for a different party	184	80	103	27	31	101	25	63	52	33	36	55	50	43	35	24	56	25	56	58	69
	28%	25%	30%	36%	33%	29%	17%	33%	26%	30%	23%	20%	30%	36%	37%	14%	33%	26%	26%	28%	30%
Refused	1	1	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1
	*	*	-	-	-	*	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	*
Don't know	26	17	9	6	4	7	10	5	8	4	9	10	6	8	3	2	4	5	8	11	8
	4%	6%	3%	8%	4%	2%	7%	3%	4%	4%	6%	4%	4%	6%	3%	1%	3%	5%	4%	5%	3%

Opinion Poll

CATI Fieldwork : September 18th-20th 2009

Absolutes/col percents

Table 6

Q.2 Which party would you be most likely to switch your vote to?**Base: All respondents who may switch their vote**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	196	84	112	20	30	118	28	86	44	29	37	60	57	42	37	27	72	18	60	63	73
Weighted base	184	80	103	27	31	101	25	63	52	33	36	55	50	43	35	24	56	25	56	58	69
Conservative	27	15	12	5	1	13	7	12	8	2	5	-	9	13	5	4	7	6	11	8	7
	15%	19%	11%	20%	2%	13%	29%	19%	16%	5%	13%	-	18%	29%	15%	17%	12%	24%	20%	14%	11%
Labour	24	8	15	2	6	16	-	8	6	4	5	10	-	10	4	2	7	4	7	7	9
	13%	10%	15%	7%	18%	16%	-	14%	12%	11%	14%	18%	-	22%	11%	9%	13%	14%	13%	12%	13%
Liberal Democrat/ Liberal	45	18	28	9	6	25	5	15	9	15	6	19	21	-	5	8	16	4	8	17	20
	25%	22%	27%	32%	21%	25%	21%	24%	18%	45%	17%	34%	42%	-	15%	32%	28%	17%	15%	29%	28%
Scottish National Party/SNP	2	1	1	-	-	1	1	1	-	1	-	-	1	1	-	-	-	-	2	-	-
	1%	1%	*	-	-	1%	2%	1%	-	3%	-	-	2%	1%	-	-	-	-	3%	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	14	4	10	1	3	8	2	5	4	1	4	2	2	7	3	-	5	3	6	3	5
	8%	5%	10%	4%	10%	8%	10%	8%	9%	3%	10%	4%	3%	16%	9%	-	8%	14%	11%	6%	7%
UK Independence Party (UKIP)	12	6	6	-	-	8	5	4	6	-	3	4	1	5	3	4	3	4	3	4	6
	7%	8%	6%	-	-	8%	18%	6%	11%	-	8%	7%	2%	12%	7%	16%	6%	17%	5%	7%	8%
British national Party (BNP)	1	-	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-
	*	-	1%	-	-	1%	-	-	2%	-	-	-	-	-	2%	-	-	-	1%	-	-
Other	11	7	4	3	2	3	2	3	1	3	3	2	-	3	5	2	3	1	3	6	2
	6%	9%	4%	12%	7%	3%	9%	5%	2%	10%	9%	4%	-	7%	15%	7%	5%	4%	6%	10%	2%
Don't know	49	21	28	7	13	26	3	15	16	8	10	18	17	5	9	5	16	3	14	13	21
	27%	26%	27%	25%	42%	26%	11%	24%	31%	23%	28%	33%	34%	11%	26%	19%	28%	10%	26%	22%	30%

Opinion Poll

CATI Fieldwork : September 18th-20th 2009

Absolutes/col percents

Table 7

Q.3 What do you think is the most likely outcome of the next general election?**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1001	450	551	79	135	552	235	346	231	164	260	268	192	104	98	194	279	83	334	315	352
Weighted base	1001	472	529	113	156	512	219	263	296	200	242	278	167	120	95	196	226	129	334	310	356
A clear Labour victory	22 2%	9 2%	13 2%	2 2%	6 4%	11 2%	2 1%	4 2%	5 2%	7 3%	6 3%	- -	9 6%	3 2%	1 1%	- -	9 4%	- -	7 2%	4 1%	11 3%
A narrow Labour victory	151 15%	64 14%	86 16%	39 34%	31 20%	57 11%	24 11%	35 13%	32 11%	44 22%	39 16%	16 6%	57 34%	16 13%	10 11%	9 5%	58 26%	8 6%	59 18%	46 15%	46 13%
A hung parliament	121 12%	53 11%	68 13%	8 7%	11 7%	69 13%	33 15%	30 11%	46 15%	12 6%	34 14%	17 6%	21 12%	21 17%	17 18%	12 6%	27 12%	28 22%	48 14%	35 11%	38 11%
A narrow Conservative victory	281 28%	137 29%	144 27%	14 13%	50 32%	162 32%	55 25%	96 36%	91 31%	42 21%	52 21%	96 34%	43 26%	30 25%	28 30%	66 34%	64 28%	33 25%	92 28%	81 26%	107 30%
A clear Conservative victory	319 32%	173 37%	146 28%	34 30%	35 23%	173 34%	76 35%	81 31%	96 33%	65 33%	77 32%	144 52%	24 14%	40 34%	31 32%	103 52%	50 22%	47 37%	93 28%	109 35%	117 33%
Don't know	108 11%	36 8%	72 14%	16 14%	23 14%	40 8%	29 13%	18 7%	26 9%	29 15%	35 14%	5 2%	13 8%	11 9%	7 7%	6 3%	18 8%	13 10%	35 10%	34 11%	39 11%

Opinion Poll

CATI Fieldwork : September 18th-20th 2009

Absolutes/col percents

Table 8

Q.4 Putting aside your own party preference would you say that generally, you have a favourable or unfavourable impression of...?**Base: All respondents**

	Total	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
		Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1001	450	551	79	135	552	235	346	231	164	260	268	192	104	98	194	279	83	334	315	352
Weighted base	1001	472	529	113	156	512	219	263	296	200	242	278	167	120	95	196	226	129	334	310	356
<u>Gordon Brown</u>																					
Favourable	285	118	167	35	56	132	62	82	93	52	58	29	104	33	25	19	93	34	116	85	84
	28%	25%	32%	31%	36%	26%	28%	31%	31%	26%	24%	11%	62%	27%	27%	10%	41%	26%	35%	27%	24%
Unfavourable	664	336	327	74	86	355	148	168	187	138	170	245	60	81	68	177	120	88	206	211	247
	66%	71%	62%	66%	55%	69%	68%	64%	63%	69%	70%	88%	36%	68%	72%	90%	53%	68%	62%	68%	69%
Don't know	53	17	35	4	15	25	9	12	16	10	14	4	3	6	1	-	12	7	13	15	25
	5%	4%	7%	4%	9%	5%	4%	5%	5%	5%	6%	2%	2%	5%	1%	-	5%	6%	4%	5%	7%
<u>David Cameron</u>																					
Favourable	518	246	273	64	67	267	119	145	157	96	120	245	61	43	42	172	78	64	166	161	191
	52%	52%	52%	57%	43%	52%	54%	55%	53%	48%	49%	88%	37%	36%	44%	88%	34%	50%	50%	52%	54%
Unfavourable	388	187	201	38	70	202	78	95	111	82	100	26	94	62	50	19	130	53	144	117	127
	39%	40%	38%	33%	45%	39%	36%	36%	38%	41%	41%	10%	57%	52%	53%	10%	57%	41%	43%	38%	36%
Don't know	94	39	55	11	19	43	22	23	27	21	23	7	11	15	3	5	18	12	24	32	39
	9%	8%	10%	10%	12%	8%	10%	9%	9%	11%	9%	2%	7%	12%	3%	2%	8%	9%	7%	10%	11%
<u>Nick Clegg</u>																					
Favourable	394	199	195	39	50	206	98	119	114	68	93	126	67	78	27	93	92	66	119	117	158
	39%	42%	37%	34%	32%	40%	45%	45%	38%	34%	39%	45%	40%	65%	28%	47%	41%	51%	36%	38%	44%
Unfavourable	351	182	168	48	57	175	70	85	97	82	86	105	62	17	45	72	78	26	126	114	111
	35%	39%	32%	43%	36%	34%	32%	32%	33%	41%	36%	38%	37%	14%	47%	37%	35%	20%	38%	37%	31%
Don't know	257	90	166	26	49	130	51	59	85	50	62	47	38	25	23	31	55	37	89	79	88
	26%	19%	31%	23%	31%	25%	23%	23%	29%	25%	26%	17%	23%	21%	24%	16%	24%	29%	27%	26%	25%

Opinion Poll

CATI Fieldwork : September 18th-20th 2009

Absolutes/col percents

Table 9

Q.5 Putting aside your own party preference would you say that generally, you have a favourable or unfavourable impression of...?

Base: All respondents

	Total	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
		Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1001	450	551	79	135	552	235	346	231	164	260	268	192	104	98	194	279	83	334	315	352
Weighted base	1001	472	529	113	156	512	219	263	296	200	242	278	167	120	95	196	226	129	334	310	356
<u>The Labour Party overall</u>																					
Favourable	311 31%	138 29%	173 33%	48 42%	56 36%	149 29%	58 26%	76 29%	94 32%	72 36%	68 28%	21 8%	133 80%	26 22%	28 30%	9 4%	128 57%	28 22%	115 34%	97 31%	99 28%
Unfavourable	644 64%	322 68%	321 61%	61 54%	90 58%	338 66%	154 70%	175 67%	192 65%	118 59%	159 66%	253 91%	31 19%	88 73%	66 70%	184 94%	93 41%	96 74%	211 63%	202 65%	231 65%
Don't know	47 5%	12 2%	35 7%	5 4%	10 7%	25 5%	7 3%	12 4%	10 3%	10 5%	16 7%	4 2%	2 1%	6 5%	1 1%	3 2%	4 2%	5 4%	9 3%	11 4%	27 7%
<u>The Conservative party overall</u>																					
Favourable	481 48%	236 50%	246 46%	64 57%	63 41%	238 46%	115 53%	140 53%	140 47%	99 49%	102 42%	253 91%	37 22%	40 33%	32 34%	178 91%	60 26%	49 38%	138 41%	169 55%	174 49%
Unfavourable	463 46%	221 47%	242 46%	44 39%	83 53%	245 48%	91 42%	109 42%	144 49%	91 45%	119 49%	23 8%	127 76%	73 61%	60 64%	15 8%	158 70%	71 55%	186 56%	126 41%	151 42%
Don't know	56 6%	15 3%	41 8%	4 4%	10 6%	29 6%	12 6%	14 5%	11 4%	10 5%	21 9%	3 1%	3 2%	7 5%	2 3%	2 1%	8 4%	9 7%	10 3%	15 5%	31 9%
<u>The Liberal Democrat party overall</u>																					
Favourable	526 53%	250 53%	276 52%	61 54%	74 47%	266 52%	125 57%	153 58%	158 53%	101 50%	114 47%	154 55%	74 45%	112 93%	41 43%	105 54%	112 50%	108 84%	174 52%	162 52%	189 53%
Unfavourable	383 38%	194 41%	189 36%	44 38%	68 43%	193 38%	79 36%	85 32%	117 40%	78 39%	103 42%	110 40%	83 50%	3 3%	51 54%	83 42%	97 43%	9 7%	133 40%	125 40%	126 35%
Don't know	92 9%	28 6%	64 12%	9 8%	15 9%	53 10%	16 7%	24 9%	21 7%	21 11%	26 11%	14 5%	9 6%	5 4%	3 4%	8 4%	16 7%	12 10%	27 8%	23 7%	42 12%

Opinion Poll

CATI Fieldwork : September 18th-20th 2009

Absolutes/col percents

Table 10

Q.6 Politicians from different parties agree the government will have to make savings in the future to reduce the size of the national debt.

Do you think the MAIN emphasis should be on...?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1001	450	551	79	135	552	235	346	231	164	260	268	192	104	98	194	279	83	334	315	352
Weighted base	1001	472	529	113	156	512	219	263	296	200	242	278	167	120	95	196	226	129	334	310	356
Raising taxes including the taxes you pay	451 45%	183 39%	268 51%	34 30%	54 34%	255 50%	108 49%	133 50%	130 44%	75 38%	113 47%	102 37%	88 53%	70 58%	40 42%	63 32%	124 55%	84 65%	146 44%	134 43%	171 48%
Reducing the amount of money being spent on public services, even if it affects those public services you use	467 47%	258 55%	209 39%	72 64%	86 55%	218 42%	90 41%	110 42%	145 49%	111 56%	100 41%	162 58%	67 40%	38 32%	48 51%	120 61%	85 38%	35 27%	176 53%	136 44%	155 43%
Don't know	84 8%	31 7%	52 10%	7 6%	17 11%	39 8%	21 10%	21 8%	20 7%	13 7%	29 12%	14 5%	11 7%	12 10%	7 7%	13 7%	17 8%	10 8%	12 4%	40 13%	31 9%

Opinion Poll

CATI Fieldwork : September 18th-20th 2009

Absolutes/col percents

Table 11

Q.7 Irrespective of which party you support, which of the main political parties do you think is telling voters the truth about the size of the problem facing government finances?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1001	450	551	79	135	552	235	346	231	164	260	268	192	104	98	194	279	83	334	315	352
Weighted base	1001	472	529	113	156	512	219	263	296	200	242	278	167	120	95	196	226	129	334	310	356
Conservative	363 36%	194 41%	169 32%	46 40%	61 39%	174 34%	82 37%	109 41%	105 36%	66 33%	83 34%	193 69%	42 25%	24 20%	25 27%	134 68%	56 25%	32 25%	107 32%	123 40%	133 37%
Labour	144 14%	56 12%	88 17%	24 21%	26 16%	57 11%	37 17%	34 13%	42 14%	26 13%	42 17%	12 4%	60 36%	14 12%	16 16%	4 2%	59 26%	12 10%	53 16%	46 15%	45 13%
Liberal Democrats	319 32%	176 37%	143 27%	36 32%	40 26%	160 31%	83 38%	109 41%	96 33%	41 20%	73 30%	111 40%	53 32%	73 60%	23 24%	76 39%	62 27%	56 44%	97 29%	100 32%	122 34%
All of them	59 6%	24 5%	35 7%	5 5%	8 5%	33 6%	13 6%	14 5%	18 6%	13 7%	14 6%	18 6%	9 5%	9 8%	11 12%	10 5%	16 7%	4 3%	22 7%	15 5%	21 6%
None of them	329 33%	142 30%	186 35%	38 33%	56 36%	185 36%	50 23%	77 29%	95 32%	83 41%	74 31%	49 18%	51 31%	27 23%	37 39%	38 19%	79 35%	48 37%	113 34%	96 31%	119 33%
Don't know	49 5%	18 4%	31 6%	7 6%	9 6%	21 4%	13 6%	13 5%	16 5%	6 3%	14 6%	5 2%	7 4%	4 3%	-	7 4%	10 4%	5 4%	11 3%	16 5%	22 6%

Opinion Poll
CATI Fieldwork : September 18th-20th 2009

Absolutes/col percents

Table 12
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1001	1001
Weighted base		1001	1001
<u>Gender</u>			
Male		450 45%	472 47%
Female		551 55%	529 53%
<u>Age</u>			
18-24	(21)	79 8%	113 11%
25-34	(29.5)	135 13%	156 16%
35-44	(39.5)	180 18%	193 19%
45-54	(49.5)	174 17%	172 17%
55-64	(59.5)	198 20%	147 15%
65+	(70)	235 23%	219 22%
Average age		49.55	47.18

Opinion Poll
CATI Fieldwork : September 18th-20th 2009

Absolutes/col percents

Table 12
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1001	1001
<u>Social Grade</u>		
AB	346 35%	263 26%
C1	231 23%	296 30%
C2	164 16%	200 20%
DE	260 26%	242 24%
<u>Region</u>		
North	334 33%	334 33%
Midlands	315 31%	310 31%
South	352 35%	356 36%

Opinion Poll
CATI Fieldwork : September 18th-20th 2009

Absolutes/col percents

Table 12
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1001	1001
<u>Working status</u>		
Full-time	426 43%	440 44%
Part-time	129 13%	118 12%
Not working but seeking work or temporarily unemployed/sick	54 5%	62 6%
Not working/not seeking work	67 7%	72 7%
Retired	284 28%	256 26%
Student	26 3%	42 4%
Refused	15 1%	10 1%

Opinion Poll
CATI Fieldwork : September 18th-20th 2009

Absolutes/col percents

Table 12
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1001	1001
<u>Tenure</u>		
Own outright	362 36%	342 34%
Own with a mortgage	343 34%	383 38%
Council	96 10%	122 12%
Housing Assoc.	48 5%	34 3%
Rented from someone else	111 11%	86 9%
Rent free	11 1%	11 1%
Refused	30 3%	23 2%

Opinion Poll
CATI Fieldwork : September 18th-20th 2009

Absolutes/col percents

Table 13
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	194 19%	196 20%
Labour	279 28%	226 23%
Liberal Democrat/ Liberal	83 8%	129 13%
Scottish National Party/SNP	21 2%	19 2%
Plaid Cymru	4 *	4 *
Green Party	7 1%	5 1%
UK Independence Party (UKIP)	11 1%	9 1%
British National Party (BNP)	5 *	5 1%
Others	5 *	3 *
Did not vote	295 29%	319 32%
Refused	78 8%	69 7%
Don't know	19 2%	16 2%