



ICM Poll for The News of the World

Fieldwork dates: 23-24th 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: 1,003

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 23rd-24th 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	1003	429	574	88	149	546	220	280	281	173	269	262	174	148	82	188	262	93	349	303	351	
Weighted base	1003	481	522	115	152	519	217	265	293	206	239	262	168	173	77	196	227	129	333	310	360	
Certain to vote	(10)	523	256	267	29	54	287	153	168	156	81	118	182	99	86	44	152	149	82	173	169	181
		52%	53%	51%	25%	35%	55%	71%	64%	53%	39%	49%	70%	59%	50%	57%	77%	66%	64%	52%	54%	50%
	(9)	65	40	25	6	9	33	17	14	26	12	12	22	12	11	10	17	18	12	21	17	27
		7%	8%	5%	5%	6%	6%	8%	5%	9%	6%	5%	8%	7%	7%	13%	8%	8%	9%	6%	6%	8%
	(8)	67	30	36	17	11	30	9	19	17	24	7	17	12	18	5	8	13	13	24	22	20
		7%	6%	7%	15%	7%	6%	4%	7%	6%	12%	3%	6%	7%	10%	7%	4%	6%	10%	7%	7%	6%
	(7)	57	27	31	13	11	27	6	13	17	13	14	10	18	12	4	5	12	7	19	14	24
		6%	6%	6%	11%	7%	5%	3%	5%	6%	6%	6%	4%	10%	7%	6%	2%	5%	6%	6%	5%	7%
	(6)	24	9	14	-	8	13	3	3	7	5	8	7	5	7	-	4	4	3	13	3	8
		2%	2%	3%	-	5%	2%	1%	1%	2%	3%	4%	3%	3%	4%	-	2%	2%	2%	4%	1%	2%
	(5)	95	43	52	22	17	48	9	17	31	26	22	17	15	27	10	5	19	8	24	32	40
		10%	9%	10%	19%	11%	9%	4%	6%	10%	13%	9%	7%	9%	16%	13%	3%	8%	6%	7%	10%	11%
	(4)	10	5	5	1	1	8	-	2	5	2	1	1	-	3	1	-	1	1	1	4	6
		1%	1%	1%	1%	1%	1%	-	1%	2%	1%	*	*	-	2%	1%	-	1%	1%	*	1%	2%
	(3)	23	11	12	9	3	9	2	3	6	9	5	4	2	4	3	2	-	-	4	7	12
		2%	2%	2%	8%	2%	2%	1%	1%	2%	5%	2%	1%	1%	3%	4%	1%	-	-	1%	2%	3%
	(2)	15	7	8	-	7	8	-	-	7	2	5	3	4	3	1	-	2	2	4	4	6
		1%	1%	1%	-	4%	2%	-	-	2%	1%	2%	1%	2%	2%	1%	-	1%	2%	1%	1%	2%
Certain not to vote	(1)	121	53	68	18	30	56	17	24	23	30	44	-	-	-	-	4	8	-	48	38	35
		12%	11%	13%	15%	20%	11%	8%	9%	8%	15%	18%	-	-	-	-	2%	4%	-	15%	12%	10%
Refused		*	-	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-
		*	-	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-
Don't know		3	-	3	-	2	-	1	1	-	-	2	-	-	-	-	-	-	1	1	1	1
		*	-	1%	-	1%	-	1%	*	-	-	1%	-	-	-	-	-	-	1%	*	*	*
Mean		7.63	7.78	7.50	6.35	6.47	7.80	8.72	8.34	7.90	6.98	7.08	9.04	8.62	8.14	8.53	9.30	8.71	8.95	7.59	7.69	7.62
Standard deviation		3.20	3.12	3.26	3.15	3.53	3.12	2.65	2.84	2.94	3.31	3.57	1.82	2.06	2.30	2.20	1.75	2.31	1.80	3.29	3.22	3.10
Standard error		0.10	0.15	0.14	0.34	0.29	0.13	0.18	0.17	0.18	0.25	0.22	0.11	0.16	0.19	0.24	0.13	0.14	0.19	0.18	0.19	0.17

Prepared on behalf of The News of the World by ICM Research

Opinion Poll

CATI Fieldwork : September 23rd-24th 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	1003	429	574	88	149	546	220	280	281	173	269	262	174	148	82	188	262	93	349	303	351
Weighted base	1003	481	522	115	152	519	217	265	293	206	239	262	168	173	77	196	227	129	333	310	360
Conservative	262	122	140	20	34	134	73	79	93	44	46	262	-	-	-	153	29	13	64	85	113
	26%	25%	27%	18%	23%	26%	34%	30%	32%	21%	19%	100%	-	-	-	78%	13%	10%	19%	27%	31%
Labour	168	84	84	16	21	95	36	44	44	36	44	-	168	-	-	1	114	7	81	41	46
	17%	17%	16%	14%	14%	18%	16%	17%	15%	17%	19%	-	100%	-	-	*	50%	5%	24%	13%	13%
Liberal Democrat/ Liberal	173	86	87	26	26	89	31	50	63	29	31	-	-	173	-	9	26	87	48	60	64
	17%	18%	17%	23%	17%	17%	14%	19%	21%	14%	13%	-	-	100%	-	5%	12%	67%	14%	19%	18%
Scottish National Party/ SNP	16	8	9	2	2	6	7	3	5	3	7	-	-	-	16	-	2	-	16	-	-
	2%	2%	2%	2%	1%	1%	3%	1%	2%	1%	3%	-	-	-	21%	-	1%	-	5%	-	-
Plaid Cymru	4	3	1	1	1	1	1	*	1	2	1	-	-	-	4	1	1	-	-	4	-
	*	1%	*	1%	*	*	1%	*	*	1%	*	-	-	-	5%	1%	*	-	-	1%	-
Green Party	21	9	12	4	3	11	3	9	4	6	2	-	-	-	21	1	4	3	3	4	14
	2%	2%	2%	3%	2%	2%	1%	3%	1%	3%	1%	-	-	-	27%	1%	2%	2%	1%	1%	4%
UK Independence Party (UKIP)	17	12	5	5	3	8	1	9	-	4	4	-	-	-	17	4	-	-	4	8	5
	2%	2%	1%	4%	2%	1%	1%	3%	-	2%	2%	-	-	-	22%	2%	-	-	1%	2%	2%
British National Party (BNP)	19	13	6	2	3	13	1	-	6	5	8	-	-	-	19	2	1	-	10	5	4
	2%	3%	1%	2%	2%	2%	*	-	2%	2%	3%	-	-	-	24%	1%	1%	-	3%	2%	1%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not vote	121	53	68	18	30	56	17	24	23	30	44	-	-	-	-	4	8	-	48	38	35
	12%	11%	13%	15%	20%	11%	8%	9%	8%	15%	18%	-	-	-	-	2%	4%	-	15%	12%	10%
Don't know	126	54	71	17	26	62	22	30	36	33	27	-	-	-	-	11	32	10	33	38	55
	13%	11%	14%	15%	17%	12%	10%	11%	12%	16%	11%	-	-	-	-	5%	14%	8%	10%	12%	15%
Refused	77	39	38	3	4	44	25	18	20	15	24	-	-	-	-	9	10	9	25	28	24
	8%	8%	7%	3%	3%	9%	12%	7%	7%	7%	10%	-	-	-	-	5%	4%	7%	8%	9%	7%

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Opinion Poll

CATI Fieldwork : September 23rd-24th 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 (12%), don't know who they would vote for (13%) or refuse to answer (8%)

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	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	546	252	294	39	68	299	140	180	159	84	123	226	144	110	66	154	180	71	190	164	192
Weighted base	563	284	279	52	71	296	143	177	175	98	113	231	142	128	63	163	159	98	188	174	201
Conservative	231	109	122	17	26	117	71	77	83	33	38	231	-	-	-	147	25	13	52	75	104
	41%	38%	44%	33%	37%	39%	49%	43%	47%	34%	34%	100%	-	-	-	90%	16%	14%	28%	43%	51%
Labour	142	71	70	12	15	80	34	42	32	31	36	-	142	-	1	103	7	66	38	37	
	25%	25%	25%	23%	22%	27%	24%	24%	18%	32%	32%	-	100%	-	*	65%	7%	35%	22%	18%	
Liberal Democrat/ Liberal	128	67	61	12	19	70	27	42	46	19	20	-	-	128	8	23	74	40	44	44	
	23%	24%	22%	23%	27%	24%	19%	24%	27%	20%	18%	-	-	100%	5%	15%	76%	21%	26%	22%	
Scottish National Party/ SNP	15	6	8	2	2	5	6	2	3	3	7	-	-	-	15	-	2	-	15	-	-
	3%	2%	3%	3%	3%	2%	4%	1%	2%	3%	6%	-	-	-	23%	-	1%	-	8%	-	-
Plaid Cymru	2	2	-	-	1	-	1	-	1	-	1	-	-	-	2	1	1	-	-	2	-
	*	1%	-	-	1%	-	1%	-	*	-	1%	-	-	-	3%	1%	*	-	-	1%	-
Green Party	16	8	9	3	3	9	2	7	4	5	*	-	-	-	16	-	3	3	3	3	11
	3%	3%	3%	6%	4%	3%	1%	4%	2%	5%	*	-	-	-	26%	-	2%	3%	1%	2%	5%
UK Independence Party (UKIP)	13	8	5	5	3	4	1	7	-	3	4	-	-	-	13	4	-	-	3	8	3
	2%	3%	2%	9%	5%	1%	1%	4%	-	3%	3%	-	-	-	21%	3%	-	-	2%	4%	1%
British National Party (BNP)	17	13	4	2	2	12	1	-	6	4	7	-	-	-	17	2	1	-	9	4	3
	3%	4%	1%	3%	3%	4%	1%	-	3%	4%	6%	-	-	-	26%	1%	1%	-	5%	2%	2%

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Opinion Poll
CATI Fieldwork : September 23rd-24th 2009

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 709 respondents

	<u>Total</u>
Conservative	40%
Labour	26%
Liberal Democrat	23%
Other	11%

Opinion Poll

CATI Fieldwork : September 23rd-24th 2009

Absolutes/col percents

Table 5

Q.1 Putting aside your own party preference for a moment which of the three main party leaders, do you think would make the best Prime Minister for Britain?

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	1003	429	574	88	149	546	220	280	281	173	269	262	174	148	82	188	262	93	349	303	351
Weighted base	1003	481	522	115	152	519	217	265	293	206	239	262	168	173	77	196	227	129	333	310	360
David Cameron	428	189	238	57	61	222	88	112	133	96	87	212	41	56	26	154	63	42	117	132	178
	43%	39%	46%	49%	40%	43%	40%	42%	45%	47%	37%	81%	25%	33%	33%	79%	28%	32%	35%	43%	49%
Gordon Brown	199	107	91	20	36	91	51	56	46	44	52	8	95	23	16	4	90	19	83	57	58
	20%	22%	18%	17%	24%	18%	24%	21%	16%	21%	22%	3%	57%	13%	21%	2%	40%	15%	25%	18%	16%
Nick Clegg	139	79	61	14	21	73	32	37	50	17	36	17	13	73	10	14	30	47	53	47	39
	14%	16%	12%	12%	14%	14%	15%	14%	17%	8%	15%	6%	8%	42%	13%	7%	13%	36%	16%	15%	11%
None of these	159	84	75	10	25	95	29	39	47	30	43	19	10	14	22	22	29	14	52	49	58
	16%	17%	14%	9%	16%	18%	13%	15%	16%	14%	18%	7%	6%	8%	28%	11%	13%	11%	16%	16%	16%
Don't know	78	22	56	14	10	38	17	21	17	19	21	6	8	6	4	2	14	8	27	24	27
	8%	5%	11%	12%	6%	7%	8%	8%	6%	9%	9%	2%	5%	4%	5%	1%	6%	6%	8%	8%	8%

Opinion Poll

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Absolutes/col percents

Table 6

Q.2 I would like you to think about the personalities of the leaders, David Cameron and Gordon Brown. Party politics aside, from what you have seen of ... would you say that he is a person you tend to like or dislike?

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	1003	429	574	88	149	546	220	280	281	173	269	262	174	148	82	188	262	93	349	303	351
Weighted base	1003	481	522	115	152	519	217	265	293	206	239	262	168	173	77	196	227	129	333	310	360
<u>David Cameron</u>																					
Like	666	311	355	77	100	352	137	166	202	158	140	241	90	116	43	179	126	91	203	202	261
	66%	65%	68%	67%	65%	68%	63%	63%	69%	77%	58%	92%	53%	67%	55%	91%	55%	70%	61%	65%	72%
Dislike	260	144	117	28	42	131	59	79	67	39	75	16	68	49	26	14	85	34	98	88	74
	26%	30%	22%	24%	27%	25%	27%	30%	23%	19%	31%	6%	41%	28%	33%	7%	38%	26%	29%	28%	21%
Don't know	77	27	50	10	11	36	21	20	24	9	24	5	10	8	9	3	16	4	32	20	25
	8%	6%	10%	8%	7%	7%	10%	7%	8%	4%	10%	2%	6%	4%	11%	1%	7%	3%	10%	6%	7%
<u>Gordon Brown</u>																					
Like	395	190	205	53	62	189	91	106	110	83	95	59	116	62	35	35	132	51	147	120	129
	39%	39%	39%	46%	41%	37%	42%	40%	38%	40%	40%	23%	69%	36%	45%	18%	58%	40%	44%	39%	36%
Dislike	548	272	276	59	82	295	112	145	166	113	125	197	44	102	36	155	82	74	155	180	213
	55%	57%	53%	52%	54%	57%	52%	55%	57%	55%	52%	75%	26%	59%	47%	79%	36%	57%	47%	58%	59%
Don't know	60	19	41	3	8	35	14	14	17	10	19	6	7	9	6	5	13	4	31	10	19
	6%	4%	8%	2%	5%	7%	7%	5%	6%	5%	8%	2%	4%	5%	7%	3%	6%	3%	9%	3%	5%

Opinion Poll

CATI Fieldwork : September 23rd-24th 2009

Absolutes/col percents

Table 7

Q.3 And putting personality aside, do you find you tend to agree or disagree with the policies and proposals being put forward by
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	1003	429	574	88	149	546	220	280	281	173	269	262	174	148	82	188	262	93	349	303	351
Weighted base	1003	481	522	115	152	519	217	265	293	206	239	262	168	173	77	196	227	129	333	310	360
<u>Gordon Brown</u>																					
Agree	315 31%	156 32%	158 30%	48 41%	56 37%	139 27%	72 33%	89 33%	79 27%	63 31%	84 35%	28 11%	125 74%	42 24%	24 31%	9 4%	123 54%	37 28%	122 37%	89 29%	104 29%
Disagree	620 62%	305 63%	315 60%	66 57%	84 55%	336 65%	135 62%	162 61%	190 65%	131 64%	137 57%	223 85%	38 23%	125 73%	48 62%	179 91%	91 40%	90 70%	194 58%	198 64%	227 63%
Don't know	69 7%	20 4%	48 9%	2 2%	13 8%	45 9%	9 4%	15 6%	24 8%	11 5%	19 8%	11 4%	5 3%	5 3%	5 7%	8 4%	12 6%	3 2%	17 5%	23 7%	29 8%
<u>David Cameron</u>																					
Agree	530 53%	248 51%	283 54%	70 61%	80 52%	270 52%	111 51%	139 53%	162 55%	118 57%	110 46%	242 92%	48 29%	77 44%	29 37%	171 87%	81 36%	59 46%	153 46%	169 55%	208 58%
Disagree	382 38%	200 42%	182 35%	34 29%	56 37%	197 38%	95 44%	106 40%	104 36%	69 33%	103 43%	9 3%	111 66%	88 51%	40 52%	18 9%	133 59%	63 48%	147 44%	118 38%	117 32%
Don't know	91 9%	34 7%	57 11%	12 10%	16 11%	52 10%	11 5%	19 7%	27 9%	19 9%	26 11%	11 4%	8 5%	8 5%	8 10%	7 4%	13 6%	8 6%	33 10%	23 7%	35 10%

Opinion Poll

CATI Fieldwork : September 23rd-24th 2009

Absolutes/col percents

Table 8

Q.4 Putting aside your own party preferences I would like you to think about David Cameron and Gordon Brown. Which of the two do you think...

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	1003	429	574	88	149	546	220	280	281	173	269	262	174	148	82	188	262	93	349	303	351
Weighted base	1003	481	522	115	152	519	217	265	293	206	239	262	168	173	77	196	227	129	333	310	360
<u>Is most in touch with the issues that matter to people like you</u>																					
David Cameron	552	260	292	75	71	299	107	142	174	121	115	235	41	101	34	174	72	81	148	178	226
	55%	54%	56%	66%	46%	58%	49%	54%	59%	59%	48%	89%	25%	59%	44%	89%	32%	62%	45%	57%	63%
Gordon Brown	305	160	144	29	57	137	82	90	82	53	80	17	114	57	26	10	131	40	123	94	87
	30%	33%	28%	25%	37%	26%	38%	34%	28%	26%	34%	7%	68%	33%	34%	5%	58%	31%	37%	30%	24%
Don't know	146	61	85	11	25	83	28	33	38	32	44	10	13	14	17	11	24	9	61	38	48
	15%	13%	16%	9%	16%	16%	13%	12%	13%	15%	18%	4%	8%	8%	23%	6%	11%	7%	18%	12%	13%
<u>Is most trustworthy</u>																					
David Cameron	505	248	257	63	75	262	104	133	152	117	103	228	41	82	25	167	64	66	136	166	203
	50%	52%	49%	55%	50%	51%	48%	50%	52%	57%	43%	87%	25%	47%	32%	85%	28%	51%	41%	53%	56%
Gordon Brown	296	148	148	42	48	139	67	91	81	51	73	14	108	66	26	10	121	45	129	78	90
	30%	31%	28%	37%	31%	27%	31%	34%	28%	25%	31%	5%	65%	39%	34%	5%	53%	35%	39%	25%	25%
Don't know	202	85	117	9	29	118	46	41	61	38	62	20	18	24	26	19	42	19	69	67	67
	20%	18%	22%	8%	19%	23%	21%	16%	21%	18%	26%	8%	11%	14%	34%	10%	18%	15%	21%	21%	19%
<u>Makes the best leader for his party</u>																					
David Cameron	662	320	342	79	94	365	125	182	209	139	131	246	76	123	45	180	118	96	199	198	265
	66%	66%	66%	68%	61%	70%	58%	69%	71%	68%	55%	94%	45%	71%	58%	92%	52%	74%	60%	64%	73%
Gordon Brown	240	115	125	27	45	99	69	68	52	49	71	12	87	40	21	11	94	25	101	80	59
	24%	24%	24%	23%	30%	19%	32%	26%	18%	24%	30%	4%	52%	23%	27%	6%	41%	20%	30%	26%	16%
Don't know	101	47	54	10	13	55	23	14	32	18	38	5	5	10	11	5	15	8	33	32	36
	10%	10%	10%	8%	9%	11%	11%	5%	11%	9%	16%	2%	3%	6%	14%	3%	7%	6%	10%	10%	10%

Opinion Poll

CATI Fieldwork : September 23rd-24th 2009

Absolutes/col percents

Table 8

Q.4 Putting aside your own party preferences I would like you to think about David Cameron and Gordon Brown. Which of the two do you think...

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
Weighted base	1003	481	522	115	152	519	217	265	293	206	239	262	168	173	77	196	227	129	333	310	360
<u>Is most likely to have a really good idea</u>																					
David Cameron	594	282	312	75	88	314	117	158	180	137	118	236	65	114	39	172	90	90	177	184	232
	59%	59%	60%	66%	58%	61%	54%	60%	61%	67%	49%	90%	39%	66%	50%	88%	40%	70%	53%	59%	64%
Gordon Brown	276	141	135	30	43	135	69	72	72	47	85	13	93	49	25	11	108	33	109	82	85
	28%	29%	26%	26%	28%	26%	32%	27%	25%	23%	36%	5%	56%	28%	32%	6%	48%	26%	33%	26%	24%
Don't know	133	58	75	10	22	70	31	35	41	22	35	13	9	9	14	12	29	6	46	44	43
	13%	12%	14%	8%	14%	14%	14%	13%	14%	11%	15%	5%	6%	5%	18%	6%	13%	5%	14%	14%	12%
<u>You would prefer to have dinner with</u>																					
David Cameron	568	270	298	73	82	301	112	147	182	120	119	226	56	103	35	171	85	80	159	178	231
	57%	56%	57%	64%	54%	58%	52%	56%	62%	58%	50%	86%	33%	60%	45%	87%	37%	61%	48%	57%	64%
Gordon Brown	275	143	132	32	44	127	72	80	67	52	76	23	96	50	23	13	111	35	115	80	80
	27%	30%	25%	28%	29%	24%	33%	30%	23%	25%	32%	9%	57%	29%	31%	7%	49%	27%	35%	26%	22%
Don't know	160	68	92	10	27	91	32	38	44	34	44	13	16	20	19	12	31	15	58	53	49
	16%	14%	18%	8%	18%	18%	15%	14%	15%	17%	18%	5%	10%	11%	25%	6%	14%	11%	17%	17%	14%
<u>Most likely to get public finances back in order</u>																					
David Cameron	537	251	287	64	84	272	117	136	158	123	120	228	42	93	34	168	73	73	153	172	213
	54%	52%	55%	56%	55%	52%	54%	52%	54%	60%	50%	87%	25%	54%	44%	86%	32%	56%	46%	55%	59%
Gordon Brown	353	185	168	42	54	178	79	107	100	57	89	27	122	69	28	17	142	50	143	97	113
	35%	39%	32%	36%	36%	34%	37%	40%	34%	28%	37%	10%	73%	40%	37%	9%	63%	38%	43%	31%	31%
Don't know	113	45	67	9	15	69	20	21	35	26	30	7	4	10	14	10	12	7	37	42	34
	11%	9%	13%	8%	10%	13%	9%	8%	12%	13%	13%	2%	2%	6%	19%	5%	5%	5%	11%	13%	9%

Prepared on behalf of The News of the World by ICM Research

Opinion Poll

CATI Fieldwork : September 23rd-24th 2009

Absolutes/col percents

Table 8

Q.4 Putting aside your own party preferences I would like you to think about David Cameron and Gordon Brown. Which of the two do you think...

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
Weighted base	1003	481	522	115	152	519	217	265	293	206	239	262	168	173	77	196	227	129	333	310	360
<u>Is best able to lead us out of recession</u>																					
David Cameron	504	235	269	64	74	258	108	134	154	108	108	220	31	89	35	168	63	69	137	162	204
	50%	49%	52%	55%	48%	50%	50%	50%	52%	53%	45%	84%	18%	52%	45%	86%	28%	54%	41%	52%	57%
Gordon Brown	368	195	173	41	55	182	90	108	95	71	94	29	129	72	29	19	145	52	149	106	114
	37%	40%	33%	36%	36%	35%	41%	41%	33%	34%	39%	11%	77%	42%	38%	10%	64%	40%	45%	34%	32%
Don't know	131	52	79	10	23	79	19	23	44	26	37	13	8	12	13	9	19	8	46	43	42
	13%	11%	15%	9%	15%	15%	9%	9%	15%	13%	16%	5%	5%	7%	17%	5%	8%	6%	14%	14%	12%
<u>Is most likely generally to lead Britain in the right direction</u>																					
David Cameron	553	262	291	66	77	295	114	145	178	113	116	238	37	99	33	176	78	73	147	179	227
	55%	54%	56%	58%	51%	57%	53%	55%	61%	55%	49%	91%	22%	57%	42%	90%	35%	57%	44%	58%	63%
Gordon Brown	333	177	156	42	55	158	78	94	83	71	85	18	124	63	32	9	132	50	143	95	96
	33%	37%	30%	36%	36%	30%	36%	35%	28%	34%	36%	7%	74%	36%	41%	5%	58%	38%	43%	31%	27%
Don't know	117	42	75	7	20	66	24	26	32	22	37	6	7	11	13	11	16	7	43	37	37
	12%	9%	14%	6%	13%	13%	11%	10%	11%	11%	16%	2%	4%	6%	17%	5%	7%	5%	13%	12%	10%

Opinion Poll

CATI Fieldwork : September 23rd-24th 2009

Absolutes/col percents

Table 9

Q.5 What chance do you think Labour has of winning the next election with Gordon Brown as Leader..

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	1003	429	574	88	149	546	220	280	281	173	269	262	174	148	82	188	262	93	349	303	351
Weighted base	1003	481	522	115	152	519	217	265	293	206	239	262	168	173	77	196	227	129	333	310	360
A very good chance	106 11%	48 10%	59 11%	18 16%	22 14%	46 9%	20 9%	20 7%	23 8%	19 9%	45 19%	10 4%	38 23%	11 6%	9 11%	5 2%	39 17%	2 2%	47 14%	30 10%	29 8%
A slim chance	480 48%	221 46%	259 50%	71 62%	76 50%	243 47%	90 41%	131 49%	143 49%	118 57%	88 37%	100 38%	105 63%	84 49%	33 43%	61 31%	125 55%	71 55%	159 48%	160 52%	161 45%
Probably no chance	161 16%	69 14%	92 18%	17 15%	22 15%	88 17%	33 15%	54 20%	43 15%	29 14%	35 14%	53 20%	14 8%	40 23%	8 11%	40 20%	33 14%	26 20%	47 14%	49 16%	65 18%
Definitely no chance	247 25%	141 29%	106 20%	8 7%	31 20%	136 26%	73 33%	59 22%	82 28%	36 18%	70 29%	98 38%	11 6%	38 22%	27 35%	90 46%	29 13%	30 23%	78 23%	68 22%	100 28%
Don't know	8 1%	2 *	6 1%	- -	2 1%	6 1%	1 *	2 1%	2 1%	3 2%	1 1%	1 *	1 *	- -	- -	1 *	1 *	- -	1 *	2 1%	5 1%

Opinion Poll

CATI Fieldwork : September 23rd-24th 2009

Absolutes/col percents

Table 10

Q.6 Would you be more likely to support Labour at the next election if Gordon Brown were replaced as leader, less likely or it would make no difference one way or the other?

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	1003	429	574	88	149	546	220	280	281	173	269	262	174	148	82	188	262	93	349	303	351
Weighted base	1003	481	522	115	152	519	217	265	293	206	239	262	168	173	77	196	227	129	333	310	360
More likely	163 16%	91 19%	72 14%	30 26%	40 26%	73 14%	20 9%	44 16%	60 21%	29 14%	31 13%	34 13%	33 19%	32 18%	9 11%	19 10%	56 25%	17 13%	48 15%	43 14%	72 20%
Less likely	139 14%	57 12%	82 16%	14 12%	14 9%	71 14%	40 19%	32 12%	30 10%	32 16%	44 18%	45 17%	28 17%	21 12%	10 14%	31 16%	32 14%	19 15%	41 12%	42 14%	55 15%
It would make no difference one way or the other	690 69%	327 68%	362 69%	72 62%	95 62%	372 72%	151 70%	185 70%	201 69%	142 69%	162 68%	184 70%	107 64%	119 69%	56 73%	146 75%	137 61%	92 71%	238 71%	222 72%	230 64%
Don't know	11 1%	6 1%	6 1%	- -	3 2%	3 1%	5 2%	4 1%	1 *	3 2%	3 1%	- -	1 *	1 *	2 2%	- -	2 1%	1 1%	5 2%	3 1%	3 1%

Opinion Poll

CATI Fieldwork : September 23rd-24th 2009

Absolutes/col percents

Table 11

Q.7 Here are some things people have said about David Cameron and the Conservative Party. Putting aside your own party preference do you agree or disagree..
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	1003	429	574	88	149	546	220	280	281	173	269	262	174	148	82	188	262	93	349	303	351
Weighted base	1003	481	522	115	152	519	217	265	293	206	239	262	168	173	77	196	227	129	333	310	360
<u>I like David Cameron and the Conservative Party</u>																					
Agree	491	235	256	69	66	250	106	120	152	121	97	236	40	64	22	171	65	53	130	158	203
	49%	49%	49%	60%	44%	48%	49%	45%	52%	59%	41%	90%	24%	37%	28%	87%	28%	41%	39%	51%	56%
Disagree	473	234	239	46	79	243	104	135	130	76	132	26	121	104	51	23	156	72	193	142	138
	47%	49%	46%	40%	52%	47%	48%	51%	44%	37%	55%	10%	72%	60%	66%	12%	69%	56%	58%	46%	38%
Don't know	39	12	27	-	7	26	7	9	11	9	10	1	6	4	5	1	6	4	10	11	19
	4%	3%	5%	-	4%	5%	3%	4%	4%	4%	4%	*	4%	3%	6%	1%	3%	3%	3%	3%	5%
<u>David Cameron is a new face but the Conservative Party hasn't really changed at all</u>																					
Agree	616	307	309	72	91	312	142	159	184	116	158	110	130	118	53	77	167	91	229	184	203
	61%	64%	59%	62%	60%	60%	66%	60%	63%	56%	66%	42%	77%	68%	69%	39%	74%	70%	69%	59%	56%
Disagree	341	162	179	39	55	185	62	97	103	78	63	142	36	54	18	110	57	35	87	116	138
	34%	34%	34%	34%	36%	36%	29%	36%	35%	38%	26%	54%	22%	31%	23%	56%	25%	27%	26%	38%	38%
Don't know	45	12	33	4	6	23	13	9	7	11	18	10	2	1	6	9	3	4	17	9	19
	5%	3%	6%	3%	4%	4%	6%	4%	2%	6%	8%	4%	1%	*	8%	4%	1%	3%	5%	3%	5%
<u>I am more likely to vote Conservative because of the changes David Cameron has made</u>																					
Agree	448	226	222	56	64	231	96	114	132	108	94	194	43	80	23	144	79	54	127	141	179
	45%	47%	43%	49%	42%	44%	44%	43%	45%	53%	39%	74%	26%	46%	30%	74%	35%	42%	38%	46%	50%
Disagree	516	246	269	55	83	268	110	141	154	87	134	66	120	92	53	46	146	72	192	159	165
	51%	51%	52%	48%	55%	52%	51%	53%	52%	42%	56%	25%	72%	53%	68%	23%	64%	56%	58%	51%	46%
Don't know	39	9	30	4	5	21	10	11	7	11	11	2	5	1	1	5	2	3	13	10	16
	4%	2%	6%	3%	3%	4%	5%	4%	3%	5%	4%	1%	3%	1%	1%	3%	1%	3%	4%	3%	4%

Opinion Poll

CATI Fieldwork : September 23rd-24th 2009

Absolutes/col percents

Table 11

Q.7 Here are some things people have said about David Cameron and the Conservative Party. Putting aside your own party preference do you agree or disagree..
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
Weighted base	1003	481	522	115	152	519	217	265	293	206	239	262	168	173	77	196	227	129	333	310	360
<u>David Cameron's leadership is more about spin than substance</u>																					
Agree	549	266	282	68	74	277	129	143	159	111	136	101	123	102	54	81	153	70	201	162	186
	55%	55%	54%	59%	49%	53%	60%	54%	54%	54%	57%	39%	73%	59%	70%	42%	68%	54%	60%	52%	52%
Disagree	384	190	194	41	65	206	72	107	114	81	81	153	40	66	13	108	66	58	111	127	146
	38%	39%	37%	36%	43%	40%	33%	40%	39%	40%	34%	58%	24%	38%	17%	55%	29%	45%	33%	41%	41%
Don't know	70	25	45	6	13	37	15	14	20	13	23	8	5	5	10	6	7	2	21	21	28
	7%	5%	9%	5%	9%	7%	7%	5%	7%	6%	9%	3%	3%	3%	13%	3%	3%	2%	6%	7%	8%
<u>David Cameron has the experience necessary to be Prime Minister</u>																					
Agree	488	230	258	73	77	241	97	138	151	104	95	192	53	81	33	142	71	59	142	140	206
	49%	48%	49%	63%	51%	46%	45%	52%	51%	50%	40%	73%	32%	47%	42%	73%	31%	45%	43%	45%	57%
Disagree	464	236	228	39	64	251	111	115	128	89	131	61	110	86	42	48	148	67	174	151	139
	46%	49%	44%	34%	42%	48%	51%	44%	44%	43%	55%	23%	66%	50%	54%	25%	65%	52%	52%	49%	39%
Don't know	51	15	36	4	11	27	9	11	14	13	13	10	5	5	3	5	8	3	17	19	15
	5%	3%	7%	3%	7%	5%	4%	4%	5%	6%	5%	4%	3%	3%	3%	3%	4%	3%	5%	6%	4%
<u>David Cameron is not that good, just the best of a bad lot</u>																					
Agree	557	282	275	60	78	286	133	142	146	114	155	108	100	102	52	82	146	77	195	166	197
	56%	59%	53%	53%	51%	55%	61%	54%	50%	55%	65%	41%	60%	59%	67%	42%	64%	59%	59%	53%	55%
Disagree	407	190	218	52	64	215	76	112	137	81	76	151	60	66	22	110	74	50	127	132	147
	41%	39%	42%	45%	42%	41%	35%	42%	47%	40%	32%	58%	36%	38%	28%	56%	33%	38%	38%	43%	41%
Don't know	39	10	29	2	10	19	8	10	10	10	8	3	8	4	3	3	7	3	10	12	16
	4%	2%	6%	2%	6%	4%	4%	4%	3%	5%	3%	1%	4%	2%	4%	2%	3%	2%	3%	4%	4%

Opinion Poll
CATI Fieldwork : September 23rd-24th 2009

Absolutes/col percents

Table 12
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1003	1003
Weighted base		1003	1003
<u>Gender</u>			
Male		429 43%	481 48%
Female		574 57%	522 52%
<u>Age</u>			
18-24	(21)	88 9%	115 11%
25-34	(29.5)	149 15%	152 15%
35-44	(39.5)	168 17%	198 20%
45-54	(49.5)	187 19%	170 17%
55-64	(59.5)	191 19%	152 15%
65+	(70)	220 22%	217 22%
Average age		48.75	47.16

Opinion Poll
CATI Fieldwork : September 23rd-24th 2009

Absolutes/col percents

Table 12
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1003	1003
<u>Social Grade</u>		
AB	280 28%	265 26%
C1	281 28%	293 29%
C2	173 17%	206 21%
DE	269 27%	239 24%
<u>Region</u>		
North	349 35%	333 33%
Midlands	303 30%	310 31%
South	351 35%	360 36%

Opinion Poll
CATI Fieldwork : September 23rd-24th 2009

Absolutes/col percents

Table 12
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
<u>Working status</u>		
Full-time	365 36%	447 45%
Part-time	168 17%	122 12%
Not working but seeking work or temporarily unemployed/sick	64 6%	61 6%
Not working/not seeking work	80 8%	70 7%
Retired	277 28%	258 26%
Student	25 2%	33 3%
Refused	24 2%	11 1%

Opinion Poll
CATI Fieldwork : September 23rd-24th 2009

Absolutes/col percents

Table 12
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
<u>Tenure</u>		
Own outright	363 36%	341 34%
Own with a mortgage	341 34%	388 39%
Council	88 9%	121 12%
Housing Assoc.	39 4%	26 3%
Rented from someone else	120 12%	99 10%
Rent free	8 1%	5 1%
Refused	44 4%	22 2%

Opinion Poll
CATI Fieldwork : September 23rd-24th 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	1003	1003
Weighted base	1003	1003
Conservative	188 19%	196 20%
Labour	262 26%	227 23%
Liberal Democrat/ Liberal	93 9%	129 13%
Scottish National Party/SNP	21 2%	16 2%
Plaid Cymru	4 *	3 *
Green Party	15 1%	11 1%
UK Independence Party (UKIP)	9 1%	9 1%
British National Party (BNP)	- -	- -
Others	6 1%	7 1%
Did not vote	317 32%	320 32%
Refused	72 7%	69 7%
Don't know	16 2%	16 2%