



## ICM Poll for The News of the World

**Fieldwork dates:** 17-18<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:** 1,002

**Data weighting:** Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status, number of cars in the household and whether or not the respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 36,000 random face-to-face interviews conducted annually.

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

### **Weighting by past votes**

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

3. ICM takes the declared past votes on any new poll and adds it to the 25 or so most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme.

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

### **Weighting for turnout**

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

2. We then weight people by their anticipated turnout. If someone is 10/10 certain to vote, they are given a weight of 1.0. If someone is 9/10 certain to vote they are given a weight of 0.9 etc. People who tell us they are likely to vote in the next General Election but did not vote in the last, are further down-weighted. If someone says they are 10/10 certain to vote but did not vote in 2005, they are given a weight of 0.5. If they say 9/10 certainty, the weight becomes 0.45 etc.

**Voting intentions:** ICM derives vote intentions from 2 questions.

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

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

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

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

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

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**British Polling Council:** ICM is a member of the British Polling Council and abides by its rules. <http://www.britishpollingcouncil.org/>

## Opinion Poll

### CATI Fieldwork : March 17th-18th 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	1002	462	540	77	130	580	215	373	212	163	254	223	230	117	69	183	282	106	349	310	343	235	741	
Weighted base	1002	491	511	118	159	511	214	273	290	212	227	231	205	118	66	192	221	126	336	314	352	240	745	
Certain to vote	(10)	527	254	273	27	59	289	152	163	147	96	121	145	130	72	45	145	143	94	168	170	189	130	389
		53%	52%	53%	23%	37%	57%	71%	60%	51%	45%	53%	63%	63%	61%	69%	76%	64%	75%	50%	54%	54%	54%	52%
	(9)	54	27	27	5	9	30	10	19	16	11	8	16	10	10	2	13	14	9	17	20	17	7	46
		5%	5%	5%	4%	6%	6%	5%	7%	5%	5%	4%	7%	5%	8%	2%	7%	6%	7%	5%	6%	5%	3%	6%
	(8)	96	53	43	13	17	47	19	30	25	27	15	38	22	10	4	19	19	13	35	33	27	22	74
		10%	11%	8%	11%	11%	9%	9%	11%	9%	13%	6%	16%	11%	8%	6%	10%	9%	11%	11%	11%	8%	9%	10%
	(7)	46	19	27	14	12	16	3	8	20	11	7	7	10	6	2	4	11	3	11	12	23	8	37
		5%	4%	5%	12%	8%	3%	1%	3%	7%	5%	3%	3%	5%	5%	3%	2%	5%	2%	3%	4%	6%	4%	5%
	(6)	30	12	18	10	7	8	4	6	10	8	5	6	7	2	1	2	8	2	10	11	9	7	22
		3%	2%	4%	9%	5%	2%	2%	2%	4%	4%	2%	3%	3%	2%	1%	1%	3%	2%	3%	3%	3%	3%	3%
	(5)	73	37	35	12	20	34	6	13	22	18	20	13	19	6	6	4	16	1	31	16	26	20	51
		7%	8%	7%	10%	12%	7%	3%	5%	7%	8%	9%	6%	9%	5%	10%	2%	7%	1%	9%	5%	7%	8%	7%
	(4)	16	6	10	3	-	11	3	-	11	2	3	2	4	3	1	-	3	-	3	5	8	3	13
		2%	1%	2%	2%	-	2%	1%	-	4%	1%	1%	1%	2%	2%	2%	-	1%	-	1%	2%	2%	1%	2%
	(3)	21	14	7	8	5	7	2	3	7	4	7	3	2	6	1	-	3	1	7	8	6	4	17
		2%	3%	1%	6%	3%	1%	1%	1%	2%	2%	3%	1%	1%	5%	1%	-	1%	1%	2%	3%	2%	2%	2%
	(2)	21	10	11	8	4	8	1	5	2	9	5	1	2	4	4	2	1	1	12	4	5	4	15
		2%	2%	2%	7%	2%	2%	*	2%	1%	4%	2%	*	1%	3%	6%	1%	1%	*	3%	1%	1%	2%	2%
Certain not to vote	(1)	111	55	56	17	23	57	14	23	31	26	32	-	-	-	-	3	3	2	40	32	40	31	77
		11%	11%	11%	14%	14%	11%	7%	8%	11%	12%	14%	-	-	-	-	2%	1%	2%	12%	10%	11%	13%	10%
Refused		1	1	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
		*	*	*	-	*	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*	1%	-
Don't know		7	4	3	1	2	3	1	1	-	1	5	-	-	-	-	-	-	-	2	3	2	3	4
		1%	1%	1%	1%	1%	1%	1%	*	-	1%	2%	-	-	-	-	-	-	-	1%	1%	1%	1%	*
Mean		7.71	7.67	7.75	6.01	6.94	7.90	8.76	8.29	7.65	7.32	7.44	8.96	8.74	8.55	8.57	9.29	8.77	9.30	7.49	7.90	7.74	7.63	7.76
Standard deviation		3.15	3.18	3.13	3.19	3.27	3.13	2.55	2.85	3.08	3.26	3.41	1.70	2.01	2.38	2.49	1.71	2.08	1.66	3.26	3.05	3.14	3.26	3.10
Standard error		0.10	0.15	0.14	0.37	0.29	0.13	0.17	0.15	0.21	0.26	0.22	0.11	0.13	0.22	0.30	0.13	0.12	0.16	0.17	0.17	0.17	0.21	0.11

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



## Opinion Poll

### CATI Fieldwork : March 17th-18th 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	1002	462	540	77	130	580	215	373	212	163	254	223	230	117	69	183	282	106	349	310	343	235	741
Weighted base	1002	491	511	118	159	511	214	273	290	212	227	231	205	118	66	192	221	126	336	314	352	240	745
Conservative	231 23%	119 24%	112 22%	20 17%	33 21%	120 23%	59 27%	79 29%	60 21%	52 24%	40 18%	231 100%	-	-	-	145 75%	22 10%	15 12%	64 19%	79 25%	88 25%	59 25%	170 23%
Labour	205 21%	93 19%	112 22%	28 24%	35 22%	104 20%	38 18%	51 19%	61 21%	40 19%	54 24%	-	205 100%	-	-	6 3%	130 59%	5 4%	84 25%	65 21%	56 16%	48 20%	154 21%
Liberal Democrat/ Liberal	118 12%	53 11%	65 13%	12 10%	12 8%	66 13%	27 13%	30 11%	39 13%	24 11%	25 11%	-	-	118 100%	-	1 1%	20 9%	66 52%	38 11%	32 10%	48 14%	21 9%	94 13%
Scottish National Party/ SNP	9 1%	6 1%	3 1%	-	-	7 1%	2 1%	3 1%	1 *	4 2%	-	-	-	-	9 14%	2 1%	* -	-	9 3%	-	-	* -	9 1%
Plaid Cymru	10 1%	8 2%	2 *	-	-	7 1%	3 1%	2 1%	4 2%	2 1%	1 *	-	-	-	10 15%	1 1%	-	-	10 3%	-	-	3 1%	7 1%
Green Party	16 2%	8 2%	8 2%	2 2%	3 2%	11 2%	-	10 4%	3 1%	2 1%	1 *	-	-	-	16 24%	-	2 1%	2 2%	2 1%	4 1%	10 3%	6 3%	10 1%
UK Independence Party (UKIP)	11 1%	5 1%	5 1%	-	-	5 1%	5 3%	4 1%	3 1%	1 *	3 1%	-	-	-	11 16%	1 1%	-	3 2%	1 *	2 1%	8 2%	2 1%	9 1%
British National Party (BNP)	13 1%	11 2%	3 1%	5 5%	1 1%	6 1%	1 *	1 *	-	11 5%	2 1%	-	-	-	13 20%	-	1 1%	-	2 1%	6 2%	6 2%	1 *	12 2%
Other	7 1%	6 1%	1 *	-	2 1%	3 1%	2 1%	1 *	3 1%	-	4 2%	-	-	-	7 11%	-	1 *	2 1%	3 1%	4 1%	-	1 1%	6 1%
Would not vote	111 11%	55 11%	56 11%	17 14%	23 14%	57 11%	14 7%	23 8%	31 11%	26 12%	32 14%	-	-	-	-	3 2%	3 1%	2 2%	40 12%	32 10%	40 11%	31 13%	77 10%
Don't know	178 18%	81 16%	97 19%	30 25%	41 26%	81 16%	25 12%	44 16%	55 19%	37 17%	42 19%	-	-	-	-	20 10%	32 14%	23 18%	62 19%	59 19%	57 16%	54 22%	121 16%
Refused	92 9%	45 9%	47 9%	4 3%	9 5%	42 8%	38 18%	25 9%	29 10%	13 6%	24 11%	-	-	-	-	13 7%	10 5%	8 6%	30 9%	22 7%	40 11%	14 6%	77 10%

## Opinion Poll

### CATI Fieldwork : March 17th-18th 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 (11%), don't know who they would vote for (18%) or refuse to answer (9%)

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

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Married With Children	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	514	242	272	18	52	320	124	211	104	80	119	185	183	89	57	142	200	75	174	163	177	119	386
Weighted base	488	243	245	28	61	276	124	150	136	101	102	188	158	90	52	146	160	87	160	160	169	116	366
Conservative	188 38%	96 40%	92 37%	7 26%	25 41%	101 37%	54 44%	65 44%	48 35%	38 38%	36 35%	188 100%	-	-	-	136 93%	19 12%	14 16%	53 33%	64 40%	71 42%	49 42%	137 37%
Labour	158 32%	72 30%	86 35%	14 52%	22 36%	87 32%	34 28%	42 28%	44 33%	32 32%	40 39%	-	158 100%	-	-	5 4%	119 75%	5 6%	65 40%	49 31%	44 26%	38 32%	119 32%
Liberal Democrat/ Liberal	90 19%	42 17%	49 20%	4 15%	8 14%	55 20%	23 19%	23 15%	31 23%	18 18%	18 18%	-	-	90 100%	-	1 1%	17 10%	62 71%	29 18%	25 15%	37 22%	18 16%	70 19%
Scottish National Party/ SNP	9 2%	6 3%	2 1%	-	-	7 2%	2 2%	3 2%	1 1%	4 4%	-	-	-	-	9 17%	2 1%	* *	-	9 5%	-	-	* *	8 2%
Plaid Cymru	9 2%	7 3%	2 1%	-	-	6 2%	3 2%	2 1%	4 3%	2 2%	1 1%	-	-	-	9 17%	1 1%	-	-	-	9 6%	-	3 2%	6 2%
Green Party	12 2%	6 3%	6 2%	1 3%	3 4%	9 3%	-	9 6%	2 1%	1 1%	* *	-	-	-	12 23%	-	2 1%	2 2%	1 1%	4 2%	7 4%	5 4%	7 2%
UK Independence Party (UKIP)	8 2%	3 1%	5 2%	-	-	4 1%	5 4%	4 3%	2 2%	* *	2 2%	-	-	-	8 16%	1 1%	-	3 3%	1 *	2 1%	6 4%	1 1%	7 2%
British National Party (BNP)	7 1%	5 2%	2 1%	1 4%	1 2%	4 2%	1 *	1 1%	-	4 4%	2 2%	-	-	-	7 13%	-	1 1%	-	* *	4 2%	3 2%	1 1%	6 2%
Other	7 1%	6 2%	1 1%	-	2 4%	3 1%	2 2%	1 1%	3 2%	-	4 4%	-	-	-	7 14%	-	1 1%	2 2%	3 2%	4 2%	-	1 1%	6 2%

**Opinion Poll**  
**CATI Fieldwork : March 17th-18th 2010**

Col percents

Table 4  
**Published Vote Intention Figures**  
Percentages derived from the responses of 702 respondents

	<u>Total</u>
Conservative	38%
Labour	32%
Liberal Democrat	19%
Other	10%

## Opinion Poll

### CATI Fieldwork : March 17th-18th 2010

Absolutes/col percents

Table 5

**Q.1 You may have seen or heard that the budget will be held on March 24th. Do you think that the Chancellor of the Exchequer, Alastair Darling should..**

**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	1002	462	540	77	130	580	215	373	212	163	254	223	230	117	69	183	282	106	349	310	343	235	741
Weighted base	1002	491	511	118	159	511	214	273	290	212	227	231	205	118	66	192	221	126	336	314	352	240	745
Announce further government borrowing to help the economy grow	123 12%	76 15%	48 9%	23 20%	29 18%	54 11%	17 8%	27 10%	36 13%	33 15%	27 12%	15 7%	37 18%	10 9%	1 1%	12 6%	35 16%	9 7%	55 16%	30 10%	38 11%	34 14%	87 12%
Keep the level of government borrowing as it is	256 26%	107 22%	149 29%	28 24%	39 25%	133 26%	55 26%	83 30%	72 25%	49 23%	53 23%	49 21%	72 35%	39 33%	24 36%	43 22%	76 34%	34 27%	89 26%	76 24%	91 26%	60 25%	192 26%
Reduce government borrowing help balance the books	502 50%	254 52%	248 49%	50 42%	67 42%	276 54%	109 51%	137 50%	150 52%	109 51%	107 47%	154 66%	71 35%	62 53%	39 59%	130 68%	88 40%	73 58%	159 47%	168 54%	175 50%	123 51%	372 50%
Don't know	121 12%	54 11%	66 13%	17 14%	23 15%	47 9%	33 15%	25 9%	32 11%	22 10%	41 18%	14 6%	25 12%	6 5%	3 4%	7 4%	22 10%	10 8%	32 10%	39 12%	49 14%	24 10%	93 13%

## Opinion Poll

### CATI Fieldwork : March 17th-18th 2010

Absolutes/col percents

Table 6

**Q.2 This will be the final budget before the General Election. Generally speaking, do you think that in his budget Alasdair Darling should..**

**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	1002	462	540	77	130	580	215	373	212	163	254	223	230	117	69	183	282	106	349	310	343	235	741
Weighted base	1002	491	511	118	159	511	214	273	290	212	227	231	205	118	66	192	221	126	336	314	352	240	745
Raise taxes in order to help balance the government's books	167 17%	108 22%	59 12%	7 6%	15 10%	106 21%	39 18%	69 25%	41 14%	23 11%	35 15%	56 24%	29 14%	26 22%	14 21%	39 20%	38 17%	29 23%	45 13%	57 18%	65 18%	38 16%	129 17%
Keep taxes as they are	438 44%	201 41%	237 46%	46 39%	65 41%	231 45%	95 44%	137 50%	141 49%	77 36%	82 36%	107 46%	104 51%	52 44%	27 40%	97 50%	119 54%	57 45%	153 46%	136 43%	149 42%	105 43%	326 44%
Reduce taxes to make people feel better off	341 34%	155 32%	186 36%	64 54%	63 40%	155 30%	59 28%	56 21%	85 29%	106 50%	93 41%	64 28%	65 32%	37 31%	23 35%	50 26%	55 25%	35 28%	120 36%	106 34%	116 33%	94 39%	240 32%
Don't know	57 6%	27 5%	30 6%	1 1%	16 10%	19 4%	21 10%	11 4%	23 8%	5 3%	17 8%	4 2%	8 4%	3 2%	2 4%	7 4%	10 4%	5 4%	18 5%	15 5%	23 7%	4 2%	50 7%

## Opinion Poll

### CATI Fieldwork : March 17th-18th 2010

Absolutes/col percents

Table 7  
**Q.3 Will the decisions in the budget help you make up your mind about who to vote for in the General Election, or will it make no difference one way or the other?**  
**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	1002	462	540	77	130	580	215	373	212	163	254	223	230	117	69	183	282	106	349	310	343	235	741
Weighted base	1002	491	511	118	159	511	214	273	290	212	227	231	205	118	66	192	221	126	336	314	352	240	745
Help you make up your mind	221 22%	91 19%	130 25%	38 32%	46 29%	105 21%	32 15%	59 22%	67 23%	46 21%	50 22%	36 16%	59 29%	27 23%	8 11%	33 17%	55 25%	27 21%	82 24%	62 20%	77 22%	50 21%	170 23%
No difference	769 77%	393 80%	376 74%	79 67%	110 70%	398 78%	181 85%	211 78%	220 76%	165 78%	173 76%	195 84%	147 71%	90 77%	58 87%	159 82%	165 75%	97 77%	248 74%	249 79%	272 77%	188 78%	565 76%
Don't know	12 1%	6 1%	6 1%	1 1%	2 1%	7 1%	1 1%	2 1%	3 1%	2 1%	5 2%	1 *	- -	1 *	1 1%	1 *	2 1%	2 2%	6 2%	2 1%	4 1%	3 1%	10 1%

## Opinion Poll

### CATI Fieldwork : March 17th-18th 2010

Absolutes/col percents

Table 8

#### Q.4 Do you think that the trade union, UNITE, should or should not be allowed to fund and campaign on behalf of the Labour Party?

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	937	441	496	70	127	542	198	356	196	150	235	208	215	103	66	171	262	97	327	284	326	222	692
Weighted base	936	465	472	107	155	476	199	258	269	196	213	216	193	104	64	182	204	116	315	287	334	229	694
Should	364	211	154	40	51	203	70	113	111	72	68	48	124	50	28	48	115	48	117	112	135	92	265
	39%	45%	33%	37%	33%	43%	35%	44%	41%	37%	32%	22%	64%	48%	44%	27%	56%	41%	37%	39%	40%	40%	38%
Should not	445	210	235	46	77	222	99	114	124	104	104	149	50	42	34	122	65	57	160	135	151	110	332
	48%	45%	50%	43%	50%	47%	50%	44%	46%	53%	49%	69%	26%	41%	53%	67%	32%	49%	51%	47%	45%	48%	48%
Don't know	127	44	83	21	27	50	29	31	34	21	41	19	19	12	2	12	24	11	39	40	48	28	96
	14%	9%	18%	20%	17%	11%	15%	12%	13%	11%	19%	9%	10%	12%	4%	7%	12%	10%	12%	14%	14%	12%	14%

## Opinion Poll

### CATI Fieldwork : March 17th-18th 2010

Absolutes/col percents

Table 9

**Q.5 When it comes to funding the British armed forces, generally speaking do you think that the Labour government is trustworthy or untrustworthy?**

**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	937	441	496	70	127	542	198	356	196	150	235	208	215	103	66	171	262	97	327	284	326	222	692
Weighted base	936	465	472	107	155	476	199	258	269	196	213	216	193	104	64	182	204	116	315	287	334	229	694
Trustworthy	299	163	136	40	49	156	54	84	93	64	58	30	129	38	16	21	123	29	93	92	114	74	222
	32%	35%	29%	37%	32%	33%	27%	33%	35%	33%	27%	14%	67%	37%	25%	11%	60%	25%	30%	32%	34%	32%	32%
Untrustworthy	587	286	301	67	92	300	128	161	158	125	143	183	57	64	46	155	70	85	209	176	202	144	434
	63%	62%	64%	62%	60%	63%	64%	62%	59%	64%	67%	85%	30%	62%	72%	85%	34%	74%	66%	62%	60%	63%	63%
Don't know	50	15	35	1	13	20	17	12	18	7	13	3	6	2	2	6	11	1	13	18	19	12	38
	5%	3%	7%	1%	8%	4%	9%	5%	7%	4%	6%	1%	3%	2%	3%	3%	6%	1%	4%	6%	6%	5%	5%

**Opinion Poll**  
**CATI Fieldwork : March 17th-18th 2010**

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1002	1002
Weighted base		1002	1002
<b><u>Gender</u></b>			
Male		462 46%	491 49%
Female		540 54%	511 51%
<b><u>Age</u></b>			
18-24	(21)	77 8%	118 12%
25-34	(29.5)	130 13%	159 16%
35-44	(39.5)	167 17%	187 19%
45-54	(49.5)	215 21%	169 17%
55-64	(59.5)	198 20%	154 15%
65+	(70)	215 21%	214 21%
Average age		49.42	47.02

**Opinion Poll**  
**CATI Fieldwork : March 17th-18th 2010**

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1002	1002
<b><u>Social Grade</u></b>		
AB	373 37%	273 27%
C1	212 21%	290 29%
C2	163 16%	212 21%
DE	254 25%	227 23%
<b><u>Region</u></b>		
North	349 35%	336 34%
Midlands	310 31%	314 31%
South	343 34%	352 35%

**Opinion Poll**  
**CATI Fieldwork : March 17th-18th 2010**

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1002	1002
<b><u>Working status</u></b>		
Full-time	412 41%	437 44%
Part-time	174 17%	121 12%
Not working but seeking work or temporarily unemployed/sick	51 5%	64 6%
Not working/not seeking work	54 5%	55 5%
Retired	262 26%	261 26%
Student	28 3%	49 5%
Refused	21 2%	15 2%

**Opinion Poll**  
**CATI Fieldwork : March 17th-18th 2010**

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1002	1002
<b><u>Tenure</u></b>		
Own outright	346 35%	338 34%
Own with a mortgage	370 37%	348 35%
Council	84 8%	129 13%
Housing Assoc.	52 5%	38 4%
Rented from someone else	117 12%	124 12%
Rent free	2 *	2 *
Refused	31 3%	22 2%

**Opinion Poll**  
**CATI Fieldwork : March 17th-18th 2010**

Absolutes/col percents

Table 11  
**Q.C/D Voting in May 5th 2005 General Election**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Conservative	183 18%	192 19%
Labour	282 28%	221 22%
Liberal Democrat/ Liberal	106 11%	126 13%
Scottish National Party/SNP	12 1%	10 1%
Plaid Cymru	9 1%	9 1%
Green Party	7 1%	5 *
UK Independence Party (UKIP)	11 1%	10 1%
British National Party (BNP)	5 *	6 1%
Others	8 1%	6 1%
Did not vote	287 29%	327 33%
Refused	73 7%	68 7%
Don't know	19 2%	21 2%