Table 1

Q.2 Many people currently say that they probably won't vote at all, while others say they would definitely vote.

How likely are you, personally, to vote at the next election?

Q.3/4 If there were a general election tomorrow, which party would you vote for?

Data excludes those who score 1/DK/Not registered for likelihood to vote (10%), or who don't know who they

would vote for (14%), or who refuse to answer (12%).

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

| | | S | ex | Age | | | | | | Social | Class | | | | Region | | | | Voting I | ntention | | |
|--|------------|------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|-------------|-------------------------------|-----------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land | Con- ser- vative | Labour | Lib- eral Demo- crat | Swing Voters |
| Unweighted base | 788 | 350 | 438 | 56 | 109 | 165 | 166 | 133 | 160 | 239 | 183 | 131 | 236 | 198 | 202 | 189 | 122 | 78 | 226 | 337 | 158 | 230 |
| Weighted base | 792 | 390 | 402 | 81 | 113 | 157 | 145 | 130 | 166 | 215 | 222 | 161 | 194 | 200 | 202 | 187 | 126 | 78 | 242 | 319 | 167 | 244 |
| Conservative | 242 31% | 120 31% | 122 30% | 14 17% | 29 26% | 36 23% | 38 26% | 54 41% | 70 42% | 74 34% | 72 32% | 37 23% | 58 30% | 71 35% | 64 32% | 52 28% | 44 35% | 12 16% | 242 100% | - | - | 51 21% |
| Labour | 319 40% | 158 41% | 161 40% | 30 37% | 44 39% | 65 42% | 64 44% | 47 36% | 68 41% | 75 35% | 83 38% | 77 48% | 83 43% | 82 41% | 95 47% | 82 44% | 38 30% | 23 29% | - | 319 100% | - | 95 39% |
| Liberal | 167 21% | 78 20% | 89 22% | 33 41% | 28 25% | 38 24% | 31 21% | 21 16% | 17 10% | 55 26% | 56 25% | 27 16% | 30 15% | 39 19% | 37 18% | 41 22% | 31 25% | 19 25% | - | - | 167 100% | 75 31% |
| SNP | 21 3% | 10 3% | 11 3% | 1 1% | 5 4% | 4 3% | 5 3% | 5 4% | 2 1% | 4 2% | 1 * | 6 3% | 11 6% | 1 * | 1 * | 1 * | - | 19 24% | - | - | - | 5 2% |
| Plaid Cymru | 4 1% | 3 1% | 1 * | 2 3% | * | 1 1% | 1 1% | - | - | 1 * | 3 2% | - | - | - | - | - | 4 3% | - | - | - | - | 3 1% |
| The Green Party | 17 2% | 8 2% | 10 2% | 1 1% | 4 4% | 5 3% | 4 3% | 1 1% | 2 1% | 4 2% | 2 1% | 8 5% | 4 2% | 4 2% | 2 1% | 7 4% | 5 4% | * | - | - | - | 8 3% |
| The United Kingdom Independence Party (UKIP) | 7 1% | 5 1% | 2 1% | - | - | 2 1% | 1 1% | - | 4 2% | - | 1 * | 3 2% | 3 2% | * | 3 2% | 1 * | 1 1% | 2 2% | - | - | - | 4 2% |
| The British National Party (BNP) | 5 1% | 4 1% | 1 * | - | 1 1% | 4 3% | - | - | - | - | 1 * | 4 2% | - | 2 1% | - | 2 1% | 1 1% | - | - | - | - | - |
| The Scottish Socialist Party | 2 * | - | 2 * | - | - | - | 1 1% | - | 1 1% | - | 1 * | - | 1 1% | - | - | - | - | 2 2% | - | - | - | 1 * |
| Respect | * | - | * | - | - | - | * | - | - | - | * | - | - | - | - | - | - | * 1% | - | - | - | - |
| Another party | 7 1% | 5 1% | 3 1% | 1 1% | 1 1% | 1 1% | - | 3 2% | 2 1% | 2 1% | 1 * | 1 * | 4 2% | 2 1% | 1 * | 2 1% | 2 1% | 1 1% | - | - | - | 1 1% |

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Table 2 Published voting intention figures:- October 2005

| | Total |
|--------------------------------|-------|
| Conservative | 30% |
| Labour | 40% |
| Liberal Democrat/ Liberal | 21% |
| Scottish National Party/SNP | 3% |
| Plaid Cymru | 1% |
| Other | 5% |

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Col percents

Table 3

Q6. The Conservative Party is in the process of choosing a new leader to replace Michael Howard, who announced he was standing down after the party's defeat in the general election.

Which one of the following possible candidates do you think would make the best leader for the Conservative Party

Base: All Sample A

Weighting: Standard Demographic Weights

| | | Se | ex | Age | | | | | | Social | Class | | | | Region | | | | Voting I | ntention | | |
|-----------------|-------|------|-------------|-------|-------|-------|-------|-------|-----|--------|-----------|-----|-----|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|----------|-------------------------------|-----------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | <u>C1</u> | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land | Con- ser- vative | Labour | Lib- eral Demo- crat | Swing Voters |
| Unweighted base | 754 | 314 | 440 | 71 | 115 | 164 | 143 | 107 | 154 | 232 | 166 | 118 | 238 | 200 | 197 | 185 | 105 | 67 | 129 | 206 | 93 | 266 |
| Weighted base | 742 | 348 | 393 | 95 | 114 | 149 | 126 | 100 | 158 | 206 | 194 | 147 | 194 | 196 | 194 | 179 | 108 | 65 | 131 | 201 | 91 | 268 |
| Ken Clarke | 189 | 94 | 94 | 24 | 26 | 42 | 35 | 29 | 33 | 50 | 51 | 41 | 46 | 58 | 57 | 43 | 14 | 16 | 43 | 54 | 34 | 64 |
| | 25% | 27% | 24% | 25% | 23% | 28% | 28% | 29% | 21% | 24% | 27% | 28% | 24% | 30% | 29% | 24% | 13% | 25% | 33% | 27% | 37% | 24% |
| David Davis | 86 | 44 | 43 | 8 | 13 | 11 | 10 | 16 | 28 | 23 | 23 | 21 | 20 | 23 | 15 | 25 | 18 | 5 | 15 | 28 | 10 | 31 |
| | 12% | 13% | 11% | 9% | 11% | 8% | 8% | 16% | 17% | 11% | 12% | 14% | 10% | 12% | 8% | 14% | 17% | 8% | 12% | 14% | 11% | 12% |
| David Cameron | 134 | 73 | 61 | 7 | 23 | 26 | 26 | 25 | 26 | 48 | 32 | 23 | 31 | 42 | 28 | 30 | 24 | 10 | 43 | 34 | 14 | 47 |
| | 18% | 21% | 15% | 8% | 20% | 18% | 21% | 25% | 16% | 23% | 16% | 16% | 16% | 21% | 14% | 17% | 22% | 16% | 33% | 17% | 15% | 17% |
| Malcolm Rifkind | 21 | 13 | 8 | 2 | 2 | 5 | 4 | 5 | 4 | 5 | 8 | 6 | 2 | 3 | 7 | 4 | 3 | 5 | 2 | 8 | 2 | 8 |
| | 3% | 4% | 2% | 2% | 2% | 3% | 3% | 5% | 3% | 3% | 4% | 4% | 1% | 1% | 4% | 2% | 3% | 7% | 2% | 4% | 2% | 3% |
| Liam Fox | 33 | 17 | 16 | 5 | 2 | 7 | 5 | 5 | 10 | 10 | 9 | 3 | 11 | 5 | 10 | 5 | 4 | 8 | 9 | 11 | 2 | 14 |
| | 4% | 5% | 4% | 5% | 2% | 5% | 4% | 5% | 6% | 5% | 4% | 2% | 6% | 3% | 5% | 3% | 4% | 13% | 7% | 6% | 2% | 5% |
| Don't know/ NA | 279 | 106 | 172 | 49 | 48 | 57 | 46 | 20 | 58 | 70 | 71 | 54 | 83 | 65 | 77 | 73 | 44 | 20 | 19 | 65 | 29 | 104 |
| | 38% | 31% | 44% | 52% | 42% | 39% | 36% | 20% | 37% | 34% | 37% | 36% | 43% | 33% | 40% | 41% | 41% | 31% | 14% | 32% | 32% | 39% |

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Absolutes/col percents

Table 4

Q7. If the Conservative leadership election comes down to a choice between David Davis and Kenneth Clarke, which of the two would make the best leader? Base: All Sample 1

Weighting: Standard Demographic Weights

| | | Se | ex | | Age | | | | | | Social | Class | | | | Region | | | | Voting I | ntention | |
|-----------------|------------|------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|-----------|-------------------------------|-----------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | <u>C1</u> | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land | Con- ser- vative | Labour | Lib- eral Demo- crat | Swing Voters |
| Unweighted base | 516 | 226 | 290 | 38 | 85 | 103 | 98 | 85 | 107 | 167 | 126 | 79 | 144 | 154 | 119 | 126 | 64 | 53 | 98 | 111 | 68 | 171 |
| Weighted base | 510 | 245 | 264 | 51 | 88 | 99 | 83 | 81 | 107 | 147 | 148 | 99 | 115 | 157 | 115 | 122 | 64 | 52 | 99 | 107 | 72 | 176 |
| David Davis | 131 26% | 64 26% | 66 25% | 11 21% | 23 26% | 16 17% | 21 25% | 29 36% | 31 29% | 34 23% | 40 27% | 15 15% | 42 36% | 38 24% | 25 22% | 40 33% | 17 26% | 10 20% | 34 35% | 26 24% | 23 32% | 47 27% |
| Kenneth Clarke | 199 39% | 104 42% | 95 36% | 22 43% | 30 35% | 37 37% | 39 47% | 29 36% | 42 39% | 62 42% | 58 39% | 44 44% | 35 31% | 63 40% | 46 40% | 45 37% | 21 33% | 25 48% | 47 47% | 52 48% | 27 37% | 61 35% |
| Don't know/ NA | 180 35% | 77 32% | 103 39% | 18 36% | 35 39% | 46 46% | 23 28% | 23 29% | 35 32% | 51 35% | 50 34% | 40 40% | 38 33% | 56 35% | 44 39% | 37 30% | 26 41% | 17 32% | 18 18% | 30 28% | 22 31% | 67 38% |

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Absolutes/col percents

Table 5

Q8. If the Conservative leadership election came down to a choice between David Davis and David Cameron, which of the two would make the best leader? Base: All Sample 2

Weighting: Standard Demographic Weights

| | | Se | ex | Age | | | | | | | Social | Class | | | | Region | | | | Voting I | ntention | |
|-----------------|------------|------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|-----------|-------------------------------|-----------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | <u>C1</u> | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land | Con- ser- vative | Labour | Lib- eral Demo- crat | Swing Voters |
| Unweighted base | 471 | 208 | 263 | 43 | 82 | 98 | 98 | 70 | 80 | 140 | 120 | 81 | 130 | 117 | 128 | 119 | 69 | 38 | 77 | 148 | 60 | 160 |
| Weighted base | 476 | 239 | 237 | 63 | 86 | 87 | 88 | 67 | 86 | 124 | 142 | 104 | 106 | 115 | 128 | 125 | 72 | 35 | 82 | 149 | 61 | 163 |
| David Davis | 100 21% | 49 20% | 51 22% | 18 30% | 13 15% | 15 17% | 18 21% | 13 19% | 22 26% | 23 19% | 26 18% | 26 25% | 25 23% | 26 22% | 21 17% | 26 21% | 21 29% | 6 19% | 12 15% | 47 32% | 14 22% | 37 22% |
| David Cameron | 138 29% | 78 32% | 60 25% | 12 19% | 31 37% | 25 29% | 26 29% | 25 37% | 18 21% | 54 44% | 33 23% | 25 24% | 26 24% | 35 30% | 40 31% | 29 23% | 22 31% | 12 33% | 36 45% | 45 30% | 21 35% | 55 34% |
| Don't know/ NA | 238 50% | 112 47% | 126 53% | 32 51% | 41 48% | 46 53% | 44 50% | 30 44% | 45 53% | 47 38% | 83 59% | 52 50% | 56 52% | 55 48% | 67 52% | 70 56% | 29 41% | 17 48% | 33 41% | 57 38% | 26 43% | 72 44% |

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Absolutes/col percents

Table 6

Q9. If the Conservative leadership election came down to a choice between David Davis and Liam Fox, which of the two would make the best leader? Base: All Sample 3

Weighting: Standard Demographic Weights

| | | Se | ex | | Age | | | | | | Social | Class | | | | Region | | | | Voting I | ntention | |
|-----------------|------------|------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|-----------|-------------------------------|-----------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | <u>C1</u> | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land | Con- ser- vative | Labour | Lib- eral Demo- crat | Swing Voters |
| Unweighted base | 522 | 215 | 307 | 39 | 81 | 119 | 96 | 80 | 107 | 119 | 124 | 94 | 185 | 129 | 146 | 126 | 77 | 44 | 90 | 146 | 60 | 193 |
| Weighted base | 524 | 241 | 283 | 51 | 83 | 116 | 86 | 78 | 109 | 107 | 148 | 114 | 155 | 130 | 149 | 124 | 74 | 46 | 86 | 144 | 59 | 205 |
| David Davis | 162 31% | 76 31% | 86 30% | 17 33% | 27 32% | 38 32% | 26 30% | 26 34% | 28 26% | 31 29% | 45 31% | 42 37% | 43 28% | 41 32% | 48 32% | 38 31% | 27 37% | 7 15% | 40 46% | 58 40% | 17 28% | 65 32% |
| Liam Fox | 105 20% | 54 22% | 51 18% | 4 8% | 14 17% | 32 28% | 15 17% | 11 14% | 29 27% | 19 18% | 39 26% | 14 12% | 33 21% | 23 18% | 26 17% | 24 19% | 17 22% | 16 34% | 21 25% | 29 20% | 15 25% | 45 22% |
| Don't know/ NA | 257 49% | 111 46% | 145 51% | 30 59% | 42 51% | 46 40% | 46 53% | 41 53% | 51 47% | 57 53% | 64 43% | 58 50% | 79 51% | 66 50% | 75 51% | 62 50% | 30 40% | 23 50% | 25 30% | 57 39% | 28 47% | 95 46% |

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Absolutes/col percents

Table 7

Q10. Do you feel you have a detailed knowledge of ...

-What television programmes your children watch

Base: All with children

Weighting: Standard Demographic Weights

| | | Se | ex | | | Aç | ge | | | | Social | Class | | | | Region | Wales | | | Voting I | ntention Lib- | |
|-----------------|------------|------------|-------------|-----------|-----------|------------|-----------|----------|-----------|-----------|------------|-----------|-----------|---------------|---------------|-----------------------|--------------------|---------------|------------------------|---------------|-----------------------|-----------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid- lands | North Eng- land | & South West | Scot- land | Con- ser- vative | <u>Labour</u> | eral Demo- crat | Swing Voters |
| Unweighted base | 465 | 186 | 279 | 11 | 103 | 215 | 119 | 13 | 4 | 139 | 133 | 94 | 99 | 125 | 138 | 98 | 68 | 36 | 73 | 133 | 55 | 184 |
| Weighted base | 447 | 192 | 255 | 13 | 108 | 204 | 105 | 13 | 4 | 115 | 147 | 113 | 73 | 120 | 130 | 96 | 64 | 37 | 69 | 126 | 52 | 182 |
| Yes | 381 85% | 155 81% | 225 88% | 12 88% | 95 88% | 176 86% | 86 81% | 9 69% | 4 100% | 95 83% | 127 86% | 94 83% | 66 90% | 105 88% | 106 81% | 85 88% | 55 87% | 29 80% | 54 78% | 108 86% | 43 83% | 154 85% |
| No | 49 11% | 29 15% | 20 8% | 2 12% | 5 5% | 20 10% | 19 18% | 3 23% | - | 12 11% | 16 11% | 13 12% | 8 10% | 12 10% | 14 11% | 8 8% | 8 13% | 6 17% | 13 18% | 11 9% | 6 12% | 19 11% |
| Not applicable | 18 4% | 8 4% | 10 4% | - | 8 7% | 8 4% | 1 1% | 1 8% | - | 8 7% | 4 3% | 6 5% | - | 3 3% | 10 8% | 3 3% | - | 1 3% | 3 4% | 7 6% | 2 4% | 8 4% |
| Don't know | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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Absolutes/col percents

Table 8

Q10. Do you feel you have a detailed knowledge of ...

-Your children's use of the internet

Base: All with children

Weighting: Standard Demographic Weights

| | | Sex Age | | | | | | | | | Social | Class | | | | Region | | | | Voting I | ntention | |
|-----------------|------------|------------|-------------|----------|-----------|------------|-----------|----------|----------|-----------|------------|-----------|-----------|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|-----------|-------------------------------|-----------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | <u>C1</u> | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land | Con- ser- vative | Labour | Lib- eral Demo- crat | Swing Voters |
| Unweighted base | 465 | 186 | 279 | 11 | 103 | 215 | 119 | 13 | 4 | 139 | 133 | 94 | 99 | 125 | 138 | 98 | 68 | 36 | 73 | 133 | 55 | 184 |
| Weighted base | 447 | 192 | 255 | 13 | 108 | 204 | 105 | 13 | 4 | 115 | 147 | 113 | 73 | 120 | 130 | 96 | 64 | 37 | 69 | 126 | 52 | 182 |
| Yes | 312 70% | 134 70% | 179 70% | 2 12% | 61 57% | 152 75% | 86 82% | 9 67% | 3 65% | 88 76% | 108 74% | 77 68% | 40 54% | 89 74% | 86 66% | 71 74% | 43 67% | 23 62% | 49 72% | 85 67% | 38 74% | 128 71% |
| No | 66 15% | 29 15% | 37 14% | 6 47% | 17 16% | 26 13% | 14 14% | 1 9% | 1 17% | 12 11% | 20 14% | 14 13% | 19 25% | 15 12% | 19 14% | 10 11% | 16 24% | 6 17% | 8 12% | 21 16% | 9 16% | 27 15% |
| Not applicable | 68 15% | 30 15% | 39 15% | 5 41% | 29 27% | 26 13% | 5 4% | 3 24% | 1 18% | 15 13% | 18 12% | 21 19% | 14 19% | 15 13% | 26 20% | 15 16% | 5 8% | 7 20% | 11 16% | 21 17% | 5 9% | 25 14% |
| Don't know | 1 * | - | 1 * | - | 1 1% | - | - | - | - | - | - | - | 1 1% | 1 1% | - | - | - | - | - | - | - | 1 * |

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Table 9

Q11. At present television broadcasters observe what is called "the nine o'clock watershed" which is meant to ensure that programming that is very unsuitable for children is not broadcast until after 9 p.m. Please say if you agree or disagree with the following statements ...

- The watershed is an effective safeguard on children's television viewing

Base: All Sample B Weighting: Standard Demographic Weights

| | | Se | ex | Age | | | | | | Social | Class | | | | Region | | | | Voting I | ntention | | |
|-----------------|------------|------------|-------------|-----------|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|------------|-------------------------------|-----------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | <u>C1</u> | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land | Con- ser- vative | Labour | Lib- eral Demo- crat | Swing Voters |
| Unweighted base | 755 | 335 | 420 | 49 | 133 | 156 | 149 | 128 | 140 | 194 | 204 | 136 | 221 | 200 | 196 | 186 | 105 | 68 | 136 | 199 | 95 | 258 |
| Weighted base | 768 | 376 | 391 | 71 | 143 | 153 | 131 | 126 | 143 | 171 | 244 | 170 | 183 | 206 | 199 | 192 | 102 | 68 | 136 | 200 | 101 | 276 |
| Yes | 541 70% | 265 70% | 276 71% | 54 76% | 101 70% | 109 71% | 88 67% | 92 73% | 97 68% | 105 61% | 169 69% | 132 77% | 135 74% | 150 73% | 139 70% | 137 71% | 70 68% | 44 65% | 99 73% | 143 72% | 59 59% | 200 72% |
| No | 210 27% | 109 29% | 101 26% | 17 24% | 40 28% | 41 27% | 42 32% | 30 24% | 40 28% | 64 37% | 71 29% | 33 19% | 43 23% | 47 23% | 57 29% | 52 27% | 32 32% | 21 31% | 36 27% | 56 28% | 40 39% | 72 26% |
| Don't know | 17 2% | 3 1% | 14 4% | - | 3 2% | 3 2% | 1 1% | 5 4% | 6 4% | 3 2% | 4 2% | 5 3% | 4 2% | 9 4% | 3 1% | 3 1% | - | 3 5% | 1 * | 1 * | 2 2% | 4 2% |

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Table 10

Q11. At present television broadcasters observe what is called "the nine o'clock watershed" which is meant to ensure that programming that is very unsuitable for children is not broadcast until after 9 p.m. Please say if you agree or disagree with the following statements ...

- Programmes are often broadcast before 9 p.m. that include things which are

Base: All Sample B

Weighting: Standard Demographic Weights

| | | Sex Age | | | | | | | | | Social | Class | | | | Region | | | | Voting I | ntention | |
|-----------------|------------|------------|-------------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|------------|-------------------------------|-----------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | <u>C1</u> | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land | Con- ser- vative | Labour | Lib- eral Demo- crat | Swing Voters |
| Unweighted base | 755 | 335 | 420 | 49 | 133 | 156 | 149 | 128 | 140 | 194 | 204 | 136 | 221 | 200 | 196 | 186 | 105 | 68 | 136 | 199 | 95 | 258 |
| Weighted base | 768 | 376 | 391 | 71 | 143 | 153 | 131 | 126 | 143 | 171 | 244 | 170 | 183 | 206 | 199 | 192 | 102 | 68 | 136 | 200 | 101 | 276 |
| Yes | 548 71% | 261 69% | 287 73% | 43 60% | 110 77% | 101 66% | 100 77% | 92 73% | 102 71% | 125 73% | 174 72% | 124 73% | 125 68% | 152 74% | 135 68% | 144 75% | 70 69% | 47 69% | 109 80% | 139 69% | 77 76% | 198 72% |
| No | 204 27% | 110 29% | 94 24% | 28 40% | 32 22% | 48 32% | 29 22% | 31 24% | 36 25% | 42 24% | 66 27% | 40 24% | 56 30% | 51 25% | 63 32% | 44 23% | 28 27% | 18 26% | 26 19% | 61 30% | 24 24% | 75 27% |
| Don't know | 16 2% | 5 1% | 10 3% | - | 1 1% | 4 2% | 2 1% | 4 3% | 6 4% | 4 2% | 3 1% | 6 3% | 2 1% | 3 2% | 1 * | 4 2% | 4 4% | 3 5% | 1 1% | 1 * | - | 3 1% |

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Table 11

Q11. At present television broadcasters observe what is called "the nine o'clock watershed" which is meant to ensure that programming that is very unsuitable for children is not broadcast until after 9 p.m. Please say if you agree or disagree with the following statements ...

- It is the responsibility of parents, not broadcasters or regulators, to safeguard children's viewing

Base: All Sample B

Weighting: Standard Demographic Weights

| | | Sex Age | | | | | | | | | Social | Class | | | | Region | | | | Voting I | | |
|-----------------|------------|------------|-------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|------------|-------------------------------|-----------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | <u>C2</u> | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land | Con- ser- vative | Labour | Lib- eral Demo- crat | Swing Voters |
| Unweighted base | 755 | 335 | 420 | 49 | 133 | 156 | 149 | 128 | 140 | 194 | 204 | 136 | 221 | 200 | 196 | 186 | 105 | 68 | 136 | 199 | 95 | 258 |
| Weighted base | 768 | 376 | 391 | 71 | 143 | 153 | 131 | 126 | 143 | 171 | 244 | 170 | 183 | 206 | 199 | 192 | 102 | 68 | 136 | 200 | 101 | 276 |
| Yes | 606 79% | 292 78% | 314 80% | 46 65% | 107 74% | 125 81% | 103 79% | 109 86% | 116 81% | 132 77% | 187 77% | 132 78% | 154 85% | 158 77% | 156 79% | 155 81% | 82 80% | 54 79% | 111 81% | 165 82% | 68 68% | 207 75% |
| No | 141 18% | 76 20% | 65 17% | 24 33% | 32 22% | 23 15% | 27 20% | 14 11% | 22 15% | 33 19% | 50 21% | 36 21% | 22 12% | 42 20% | 37 19% | 31 16% | 19 19% | 13 18% | 23 17% | 30 15% | 31 31% | 64 23% |
| Don't know | 21 3% | 8 2% | 12 3% | 1 2% | 5 3% | 6 4% | 1 1% | 3 3% | 5 3% | 6 4% | 7 3% | 1 1% | 7 4% | 6 3% | 6 3% | 6 3% | 1 1% | 2 3% | 2 2% | 5 2% | 1 1% | 5 2% |

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Table 12

Q11. At present television broadcasters observe what is called "the nine o'clock watershed" which is meant to ensure that programming that is very unsuitable for children is not broadcast until after 9 p.m. Please say if you agree or disagree with the following statements ...

- 9 p.m. is too early to start showing programmes that are unsuitable for children and the watershed should be put back to 10 p.m.

Base: All Sample B

Weighting: Standard Demographic Weights

| | | SexAge | | | | | | | | | Social | Class | | | | Region | | | | Voting I | ntention | |
|-----------------|------------|------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|------------|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|------------|-------------------------------|-----------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | <u>C1</u> | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land | Con- ser- vative | Labour | Lib- eral Demo- crat | Swing Voters |
| Unweighted base | 755 | 335 | 420 | 49 | 133 | 156 | 149 | 128 | 140 | 194 | 204 | 136 | 221 | 200 | 196 | 186 | 105 | 68 | 136 | 199 | 95 | 258 |
| Weighted base | 768 | 376 | 391 | 71 | 143 | 153 | 131 | 126 | 143 | 171 | 244 | 170 | 183 | 206 | 199 | 192 | 102 | 68 | 136 | 200 | 101 | 276 |
| Yes | 395 52% | 188 50% | 208 53% | 28 40% | 64 44% | 65 42% | 70 53% | 70 55% | 99 69% | 84 49% | 106 43% | 92 54% | 114 62% | 100 48% | 106 53% | 93 49% | 54 53% | 43 62% | 73 54% | 104 52% | 44 43% | 123 45% |
| No | 362 47% | 188 50% | 174 45% | 43 60% | 79 55% | 87 57% | 60 45% | 53 42% | 41 29% | 86 50% | 134 55% | 77 45% | 66 36% | 102 50% | 92 46% | 96 50% | 47 46% | 25 36% | 62 45% | 95 48% | 56 56% | 149 54% |
| Don't know | 10 1% | 1 * | 9 2% | - | 1 1% | 1 1% | 2 1% | 3 2% | 3 2% | 1 1% | 4 2% | 1 1% | 3 2% | 4 2% | 1 * | 3 1% | 2 1% | 1 1% | 1 1% | 1 * | 1 1% | 4 1% |

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Absolutes/col percents

Table 13

Q12. Last year Tony Blair said he wanted to remain as Prime Minister throughout this Parliament and then stand down and hand over to his successor shortly before the next election. Some people have said they think he should step down much sooner, while others think he should stay on longer. Which of the following statements is closer to your view ...

Base: All Sample A

Weighting: Standard Demographic Weights

| | | Se | ex | | | Ą | ge | | | | Social | Class | | | | Region | Wales | | | Voting I | ntention Lib- | |
|--|------------|------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------------|---------------|-----------------------|--------------------|---------------|------------------------|-----------|-----------------------|-----------------|
| | Total | Male | Fe- male | 18-24 | _25-34_ | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid- lands | North Eng- land | & South West | Scot- land | Con- ser- vative | Labour | eral Demo- crat | Swing Voters |
| Unweighted base | 754 | 314 | 440 | 71 | 115 | 164 | 143 | 107 | 154 | 232 | 166 | 118 | 238 | 200 | 197 | 185 | 105 | 67 | 129 | 206 | 93 | 266 |
| Weighted base | 742 | 348 | 393 | 95 | 114 | 149 | 126 | 100 | 158 | 206 | 194 | 147 | 194 | 196 | 194 | 179 | 108 | 65 | 131 | 201 | 91 | 268 |
| He should stand down now | 217 29% | 116 33% | 100 26% | 31 33% | 33 29% | 37 25% | 34 27% | 33 33% | 49 31% | 58 28% | 55 29% | 35 24% | 68 35% | 63 32% | 49 25% | 50 28% | 27 25% | 28 43% | 58 44% | 28 14% | 30 33% | 66 24% |
| He should stand down by the end of next year | 120 16% | 53 15% | 67 17% | 12 12% | 26 22% | 29 19% | 14 11% | 16 16% | 24 15% | 42 20% | 26 14% | 25 17% | 26 14% | 30 15% | 28 14% | 33 19% | 23 22% | 6 9% | 22 17% | 31 16% | 20 22% | 43 16% |
| He should stand down shortly before the next election | 174 23% | 88 25% | 85 22% | 24 25% | 30 27% | 27 18% | 35 28% | 22 22% | 36 23% | 50 24% | 44 23% | 43 29% | 37 19% | 43 22% | 53 28% | 41 23% | 23 21% | 13 21% | 28 21% | 54 27% | 22 24% | 83 31% |
| He should reconsider his decision to stand down and stay on longer | 178 24% | 70 20% | 108 28% | 22 23% | 19 16% | 43 29% | 37 29% | 24 24% | 34 22% | 41 20% | 54 28% | 35 24% | 48 25% | 44 22% | 50 26% | 43 24% | 27 25% | 14 22% | 22 17% | 83 41% | 17 19% | 59 22% |
| Don't know | 53 7% | 21 6% | 33 8% | 7 7% | 6 5% | 14 9% | 6 5% | 5 5% | 15 10% | 15 7% | 15 8% | 10 6% | 14 7% | 17 8% | 14 7% | 12 7% | 8 7% | 3 5% | 1 1% | 4 2% | 2 2% | 17 6% |

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Table 14 Classification Base: All respondents

| | | Unweighted Total | Weighted Total |
|-----------------|--------|---------------------|-------------------|
| Unweighted base | | 1509 | 1509 |
| Weighted base | | 1509 | 1509 |
| <u>Sex</u> | | | |
| Male | | 649 43% | 725 48% |
| Female | | 860 57% | 784 52% |
| Age | | | |
| 18-24 | (21) | 120 8% | 165 11% |
| 25-34 | (29.5) | 248 16% | 257 17% |
| 35-44 | (39.5) | 320 21% | 302 20% |
| 45-54 | (49.5) | 292 19% | 257 17% |
| 55-64 | (59.5) | 235 16% | 226 15% |
| 65+ | (70) | 294 19% | 302 20% |
| Average age | | 47.38 | 46.57 |

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Table 14 Classification Base: All respondents

| | Unweighted Total | Weighted Total |
|---------------|---------------------|-------------------|
| Weighted base | 1509 | 1509 |
| Social Class | | |
| AB | 426 28% | 378 25% |
| C1 | 370 25% | 438 29% |
| C2 | 254 17% | 317 21% |
| DE | 459 30% | 376 25% |
| <u>Region</u> | | |
| North | 506 34% | 504 33% |
| Midlands | 470 31% | 470 31% |
| South | 533 35% | 536 35% |

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Table 14 Classification Base: All respondents

| | Unweighted Total | Weighted Total |
|---|---------------------|-------------------|
| Weighted base | 1509 | 1509 |
| Working status | | |
| Full-time | 678 45% | 670 44% |
| Part-time | 195 13% | 169 11% |
| Not working but seeking work or temporarily unemployed/sick | 80 5% | 79 5% |
| Not working/not seeking work | 146 10% | 148 10% |
| Retired | 364 24% | 378 25% |
| Student | 43 3% | 63 4% |
| Refused | 3 * | 3 * |

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Absolutes/col percents

Table 14 Classification Base: All respondents

| | Unweighted Total | Weighted Total |
|--------------------------|---------------------|-------------------|
| Weighted base | 1509 | 1509 |
| Tenure | | |
| Own outright | 434 29% | 483 32% |
| Own with a mortgage | 578 38% | 619 41% |
| Council | 210 14% | 196 13% |
| Rented from someone else | 202 13% | 151 10% |
| Rent free | 22 1% | 16 1% |
| Refused | 63 4% | 43 3% |

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Absolutes/col percents

Table 14 Classification Base: All respondents

| | Unweighted Total | Weighted Total |
|-------------------------------|---------------------|-------------------|
| Weighted base | 1509 | 1509 |
| Foreign Holiday in last 3 yea | ars | |
| Yes | 914 61% | 936 62% |
| No | 595 39% | 573 38% |
| Number of cars | | |
| None | 322 21% | 304 20% |
| 1 | 664 44% | 657 44% |
| 2 | 404 27% | 426 28% |
| 3+ | 119 8% | 122 8% |

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Table 14 Classification Base: All respondents

| | Unweighted Total | Weighted Total |
|--------------------------|---------------------|-------------------|
| Weighted base | 1509 | 1509 |
| Internet Access | | |
| At all | 984 65% | 992 66% |
| At home (net) | 828 55% | 839 56% |
| At work (net) | 465 31% | 458 30% |
| At home | 470 31% | 483 32% |
| At work | 107 7% | 102 7% |
| Both at home and at work | 358 24% | 356 24% |
| Somewhere else | 49 3% | 51 3% |
| Not at all | 521 35% | 514 34% |
| Refused | 4 * | 3 * |

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Absolutes/col percents

Table 14 Classification Base: All respondents

| | Unweighted Total | Weighted Total |
|-------------------------------|---------------------|-------------------|
| Weighted base | 1509 | 1509 |
| Age Finished Full Time Edu | cation | |
| Up to 15 | 337 22% | 331 22% |
| 16 | 366 24% | 367 24% |
| 17 | 107 7% | 111 7% |
| 18 | 195 13% | 194 13% |
| 19 or over | 401 27% | 401 27% |
| Still in full time education | 39 3% | 54 4% |
| Had no full time education | 1 * | 1 * |
| Refused | 63 4% | 50 3% |

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Table 14 Classification Base: All respondents

| | Unweighted Total | Weighted Total |
|---------------------------------|---------------------|-------------------|
| Weighted base | 1509 | 1509 |
| Marital Status | | |
| Single | 316 21% | 343 23% |
| Married/ co-habiting | 834 55% | 838 56% |
| Widowed/ separated/ divorced | 311 21% | 294 19% |
| Refused | 48 3% | 35 2% |
| <u>Children</u> | | |
| None aged 18 or under | 1040 69% | 1058 70% |
| NET: Yes | 465 31% | 447 30% |
| NET: Yes any aged 15 or under | 415 28% | 402 27% |
| - Aged under 5 | 153 10% | 157 10% |
| - Aged 5-10 | 203 13% | 199 13% |
| - Aged 11-15 | 225 15% | 211 14% |
| - Aged 16-18 | 118 8% | 111 7% |
| Refused | 4 * | 4 * |

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Table 14 Classification Base: All respondents

| | Unweighted Total | Weighted Total |
|--|---------------------|-------------------|
| Grocery shopping status | | |
| I am the main grocery shopper in the household | 1037 69% | 996 66% |
| l regularly do the main grocery shop | 1021 68% | 996 66% |
| I regularly do top up grocery shopping (buy items or a basket of items as they are needed) | 1103 73% | 1100 73% |
| l do not do grocery shopping | 144 10% | 162 11% |
| Refused | 40 3% | 31 2% |

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Table 15

Q.1 At the general election in May many people didn't vote. Can you remember - did you vote in that election, or did you not vote? Base: All respondents

| | Unweighted Total | Weighted Total |
|-----------------|---------------------|-------------------|
| Unweighted base | 1509 | 1509 |
| Weighted base | 1509 | 1509 |
| Voted | 1027 68% | 1026 68% |
| Didn't vote | 438 29% | 438 29% |
| Not registered | 16 1% | 16 1% |
| Too young | 4 * | 6 * |
| Can't remember | 19 1% | 18 1% |
| Refused | 5 * | 5 * |

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Absolutes/col percents

Table 16 Q.1a At that general election, in May 2005, could you tell me which party you actually voted for?

| | Unweighted Total | Weighted Total |
|-------------------|---------------------|-------------------|
| Unweighted base | 762 | 762 |
| Weighted base | 762 | 764 |
| Conservative | 217 28% | 235 31% |
| Labour | 329 43% | 302 40% |
| Liberal Democrats | 156 20% | 166 22% |
| SNP | 20 3% | 19 2% |
| Plaid Cymru | 5 1% | 5 1% |
| Other | 35 5% | 37 5% |

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