Table 1

Absolutes/col percents

Q.1 All the main political parties now agree that there will have to be significant cuts in public spending in the years ahead to bring Britain's budget deficit down to a manageable levels. We're interested in how you think the Conservative Party and the Labour Party would each approach this task of cutting public spending if they are in power after the next election. Please say whether you think a Conservative government or a Labour government would be more likely to make these spending cuts?

Base: All "Sample A" respondents

		Ger	nder			Ag	e				Social (	Grade				Region				Party S	Support	
	_Total	Male	<u>Female</u>	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	<u>LibDem</u>	Other
Unweighted base	504	252	252	58	59	85	99	90	113	188	94	78	144	125	121	127	77	54	126	104	40	55
Weighted base	496	248	248	69	76	96	84	69	102	130	142	101	122	139	118	120	75	43	114	103	43	56
With the best interests of ord	linary peo	ple at he	eart_																			
Conservative	202	108	94	23	24	33	35	37	50	62	61	28	51	56	52	47	32	14	100	10	15	19
	41%	44%	38%	34%	32%	35%	42%	53%	49%	48%	43%	28%	42%	41%	44%	39%	43%	34%	88%	10%	36%	34%
Labour	187	93	94	31	38	34	30	24	30	43	62	39	43	51	39	55	23	20	6	87	20	21
	38%	38%	38%	45%	50%	35%	36%	35%	29%	33%	44%	38%	36%	37%	33%	46%	31%	47%	6%	85%	46%	38%
Both	22	9	13	4	4	6	5	1	3	6	2	8	6	3	4	5	9	*	1	1	3	2
	4%	3%	5%	5%	5%	6%	5%	2%	3%	4%	1%	7%	5%	2%	4%	4%	12%	1%	1%	1%	7%	4%
Don't know	84	37	47	11	10	23	14	7	19	20	17	27	20	29	23	13	11	8	6	5	5	14
	17%	15%	19%	16%	13%	24%	16%	10%	19%	15%	12%	27%	17%	21%	20%	11%	14%	19%	5%	4%	11%	25%
In ways that protect frontline	public se	rvices																				
Conservative	184	89	95	23	25	32	31	31	42	50	54	36	44	52	44	49	28	11	85	9	15	17
	37%	36%	39%	34%	33%	33%	37%	45%	41%	38%	38%	36%	36%	37%	37%	41%	37%	26%	75%	9%	36%	31%
Labour	209	113	96	33	36	40	37	27	36	58	66	34	51	55	47	54	29	23	17	85	24	26
	42%	46%	39%	49%	47%	41%	44%	39%	35%	45%	46%	34%	42%	40%	40%	45%	39%	54%	15%	82%	57%	48%
Both	17 3%	8 3%	9 4%	-	3 4%	5 5%	5 6%	1 1%	4 4%	4 3%	5 4%	4 4%	3 2%	6 4%	1 1%	4 3%	6 8%	* 1%	3 3%	2 2%	1 2%	3 5%
Don't know	86	38	48	12	13	19	11	10	20	18	17	27	24	26	26	14	12	8	8	7	2	9
	17%	15%	19%	18%	17%	20%	14%	14%	20%	14%	12%	26%	20%	19%	22%	11%	16%	19%	7%	6%	5%	16%
Minimising the numbers of p	ublic sect	or job lo	sses																			
Conservative	156	73	82	19	20	29	21	29	38	37	37	39	43	38	34	43	27	13	64	10	15	21
	31%	30%	33%	27%	26%	30%	25%	43%	37%	28%	26%	39%	35%	27%	29%	36%	36%	31%	56%	9%	36%	37%
Labour	235	132	103	38	42	43	43	31	38	68	77	39	51	67	57	58	29	22	36	82	24	25
	47%	53%	42%	55%	55%	45%	51%	45%	38%	52%	54%	38%	42%	48%	49%	48%	39%	52%	32%	79%	55%	45%
Both	19	11	8	2	6	6	2	1	2	4	7	6	3	6	4	4	4	*	3	1	1	2
	4%	4%	3%	3%	8%	6%	3%	2%	1%	3%	5%	6%	2%	4%	3%	4%	6%	1%	2%	1%	2%	3%
Don't know	86	32	54	11	8	18	18	8	24	22	22	17	25	27	23	15	14	7	11	11	3	8
	17%	13%	22%	15%	10%	19%	21%	11%	24%	17%	16%	17%	21%	20%	20%	12%	19%	17%	10%	11%	8%	14%



Absolutes/col percents

Table 1

Q.1 All the main political parties now agree that there will have to be significant cuts in public spending in the years ahead to bring Britain's budget deficit down to a manageable levels. We're interested in how you think the Conservative Party and the Labour Party would each approach this task of cutting public spending if they are in power after the next election. Please say whether you think a Conservative government or a Labour government would be more likely to make these spending cuts?

Base: All "Sample A" respondents

		Ger	nder			Ag	je				Social (	Grade				Region				Party S	Support	
	_Total_	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>		DE_	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	LibDem	Other
Weighted base	496	248	248	69	76	96	84	69	102	130	142	101	122	139	118	120	75	43	114	103	43	56
Ensuring that the most vulner	rable in s	ociety do	n't suffer	•																		
Conservative	151	68	83	18	21	30	23	21	38	36	51	26	38	41	38	38	21	13	67	6	14	22
	30%	27%	33%	26%	27%	32%	27%	30%	38%	28%	36%	26%	31%	30%	32%	32%	28%	29%	59%	6%	34%	39%
Labour	241	131	110	44	39	44	44	34	36	69	71	52	50	68	51	62	37	23	30	92	26	22
	49%	53%	44%	63%	52%	46%	53%	49%	36%	53%	50%	52%	41%	49%	43%	52%	50%	53%	26%	88%	61%	39%
Both	24 5%	14 6%	10 4%	-	7 9%	5 5%	3 4%	3 4%	6 6%	5 4%	5 3%	7 7%	7 6%	3 2%	5 5%	7 5%	8 10%	1 2%	6 5%	-	-	2 4%
Don't know	80	35	45	7	9	16	14	12	21	21	16	16	27	26	24	14	9	6	11	6	2	10
	16%	14%	18%	11%	12%	17%	16%	17%	21%	16%	11%	15%	22%	19%	20%	11%	12%	15%	10%	6%	6%	18%
Spreading the burden of cuts	fairly, so	that the	best off b	ear their	share to	<u> </u>																
Conservative	177	89	88	24	26	37	28	26	36	51	57	30	39	44	45	52	25	11	83	8	15	23
	36%	36%	36%	35%	34%	39%	33%	37%	36%	39%	40%	30%	32%	32%	38%	43%	33%	25%	73%	7%	35%	42%
Labour	226	120	106	33	41	39	46	30	37	53	70	52	51	62	52	53	35	23	20	90	25	24
	46%	48%	43%	48%	53%	40%	54%	44%	37%	40%	49%	51%	42%	45%	44%	44%	47%	55%	17%	87%	59%	44%
Both	14 3%	6 2%	8 3%	1 1%	3 5%	5 5%	2 3%	1 1%	2 2%	4 3%	1 1%	4 4%	4 3%	2 1%	2 1%	5 4%	5 7%	-	3 2%	1 1%	-	1 2%
Don't know	79	33	46	11	6	16	8	12	26	23	14	15	28	31	20	10	10	9	9	5	3	7
	16%	13%	18%	16%	8%	16%	10%	17%	25%	17%	10%	15%	23%	22%	17%	8%	13%	20%	8%	5%	6%	13%
Cutting obvious waste and ur	necessa	ry red ta	pe first																			
Conservative	256	148	108	31	32	46	44	40	63	70	73	51	63	65	73	65	34	20	100	33	25	26
	52%	60%	44%	45%	41%	48%	53%	59%	62%	54%	51%	50%	51%	47%	62%	54%	45%	46%	88%	32%	59%	47%
Labour	142	64	78	26	27	25	27	16	21	34	51	27	29	38	25	36	29	14	9	59	13	17
	29%	26%	32%	38%	35%	26%	33%	23%	21%	26%	36%	27%	24%	27%	22%	30%	38%	31%	8%	57%	30%	31%
Both	14 3%	4 1%	10 4%	1 1%	3 4%	6 6%	1 1%	2 3%	1 1%	3 2%	3 2%	6 5%	3 3%	3 2%	1 1%	5 4%	5 7%	-	-	1 1%	-	2 4%
Don't know	84	33	51	11	15	19	11	11	15	24	15	18	27	33	19	15	7	10	4	10	5	10
	17%	13%	20%	16%	20%	20%	13%	16%	15%	18%	11%	18%	22%	24%	16%	12%	10%	23%	4%	10%	11%	18%



Absolutes/col percents

Table 2

Q.2 All the main political parties now agree that there will have to be significant cuts in public spending in the years ahead to bring Britain's budget deficit down to a manageable levels. We're interested in how you think David Cameron and Gordon Brown would each approach this task of cutting public spending if they are in power after the next election. Please say whether you think David Cameron as Prime Minister or Gordon Brown as Prime Minister would be more likely to make these spending cuts?

Base: All "Sample A" respondents

		Ger	nder			Ą	je				Social	Grade				Region	147 1			Party S	Support	
	Total	Male	Female	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	LibDem	Other
Unweighted base	506	239	267	42	64	96	98	93	113	180	103	81	142	122	138	134	62	50	127	108	39	53
Weighted base	514	237	277	51	84	104	86	81	108	132	151	111	121	126	146	129	67	46	122	112	41	55
With the best interests of or	dinary peo	ple at he	art_																			
David Cameron	242 47%	113 48%	129 47%	22 43%	38 46%	36 35%	41 47%	46 57%	58 54%	50 38%	81 54%	52 47%	59 49%	65 52%	83 56%	46 36%	31 47%	17 36%	105 87%	23 21%	22 53%	18 33%
Gordon Brown	189 37%	84 35%	105 38%	24 46%	34 41%	40 39%	29 34%	25 31%	37 34%	60 46%	44 29%	43 38%	42 35%	44 35%	49 33%	57 44%	22 33%	17 38%	8 7%	86 77%	16 38%	23 42%
Both	13 3%	6 2%	7 3%	-	1 2%	6 6%	2 2%	1 1%	2 2%	5 4%	6 4%	1 1%	1 1%	1 1%	1	6 5%	2 3%	3 6%	3 3%	1 1%	1 3%	3 6%
Don't know	70 14%	34 14%	36 13%	6 11%	10 12%	21 20%	14 17%	9 11%	11 10%	17 13%	20 14%	15 14%	18 15%	16 13%	14 10%	20 15%	12 17%	9 20%	5 4%	2 1%	2 6%	10 19%
In ways that protect frontline	e public se	rvices																				
David Cameron	229 45%	108 45%	121 44%	19 37%	33 40%	40 38%	39 46%	40 50%	57 53%	46 35%	72 48%	50 45%	61 51%	56 45%	77 53%	46 36%	32 48%	17 37%	98 80%	20 18%	18 44%	23 42%
Gordon Brown	214 42%	100 42%	114 41%	27 53%	41 49%	47 45%	34 40%	29 36%	36 33%	68 51%	61 40%	40 36%	45 38%	53 42%	56 38%	65 51%	22 33%	18 39%	17 14%	85 76%	20 49%	21 38%
Both	5 1%	3 1%	2 1%	-	-	2 2%	1 2%	1 2%	1 1%	2 1%	2 1%	2 2%	-	1 1%	-	1 1%	* 1%	2 5%	1 1%	1 1%	-	2 3%
Don't know	66 13%	26 11%	40 14%	5 10%	10 12%	16 15%	11 13%	11 13%	14 13%	17 13%	17 11%	19 17%	14 12%	16 12%	14 9%	16 12%	12 18%	8 18%	6 5%	5 4%	3 7%	9 17%
Minimising the numbers of	oublic sect	or job lo	sses																			
David Cameron	192 37%	90 38%	102 37%	23 44%	26 31%	39 37%	29 34%	37 45%	39 36%	40 30%	56 37%	41 37%	56 46%	48 38%	62 42%	40 31%	23 35%	18 40%	87 71%	20 17%	11 27%	18 34%
Gordon Brown	248 48%	123 52%	125 45%	22 43%	45 53%	57 54%	40 47%	36 44%	49 45%	77 59%	71 47%	52 47%	48 40%	58 46%	64 44%	75 58%	32 48%	19 41%	25 21%	85 76%	27 66%	28 51%
Both	7 1%	3 1%	4 1%	-	-	2 2%	1 1%	1 1%	4 3%	1 1%	2 1%	2 2%	3 2%	-	2 1%	2 1%	-	3 7%	-	2 2%	-	2 3%
Don't know	67 13%	21 9%	46 17%	7 13%	13 16%	7 7%	15 18%	8 10%	17 15%	15 11%	22 15%	16 14%	14 12%	19 15%	18 12%	13 10%	12 17%	5 11%	9 8%	5 4%	3 7%	7 12%



Absolutes/col percents

Table 2

Q.2 All the main political parties now agree that there will have to be significant cuts in public spending in the years ahead to bring Britain's budget deficit down to a manageable levels. We're interested in how you think David Cameron and Gordon Brown would each approach this task of cutting public spending if they are in power after the next election. Please say whether you think David Cameron as Prime Minister or Gordon Brown as Prime Minister would be more likely to make these spending cuts?

Base: All "Sample A" respondents

		Ger	nder			Ag	e				Social (	Grade				Region				Party S	upport	
	_Total_	_Male_	<u>Female</u>	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	<u>LibDem</u>	Other
Weighted base	514	237	277	51	84	104	86	81	108	132	151	111	121	126	146	129	67	46	122	112	41	55
Ensuring that the most vulne	rable in so	ciety do	n't suffer																			
David Cameron	200	86	115	21	27	36	36	40	42	46	58	46	50	50	64	39	31	15	87	14	16	16
	39%	36%	41%	40%	32%	34%	41%	49%	39%	35%	39%	41%	41%	40%	44%	30%	47%	34%	72%	12%	38%	28%
Gordon Brown	242	120	122	25	46	54	37	29	50	67	71	54	51	59	67	71	23	23	22	94	22	27
	47%	51%	44%	50%	55%	52%	43%	36%	46%	50%	47%	49%	42%	47%	46%	55%	34%	50%	18%	84%	54%	50%
Both	16	8	7	1	3	3	3	3	3	5	5	2	4	4	5	4	1	2	5	3	1	2
	3%	4%	3%	2%	4%	3%	3%	4%	3%	4%	3%	2%	3%	3%	4%	3%	1%	5%	4%	3%	3%	5%
Don't know	56	23	33	4	8	11	10	10	13	14	17	10	16	13	10	15	13	5	8	1	2	9
	11%	10%	12%	8%	10%	10%	12%	12%	12%	11%	11%	9%	13%	11%	7%	11%	19%	11%	6%	1%	4%	17%
Spreading the burden of cuts	fairly, so	that the	best off p	ay their	share too	!																
David Cameron	222	100	122	21	32	35	36	42	56	52	68	45	57	58	73	40	33	18	101	11	15	20
	43%	42%	44%	42%	38%	34%	41%	51%	52%	39%	45%	41%	48%	46%	50%	31%	49%	39%	83%	10%	36%	37%
Gordon Brown	218	112	107	22	40	57	35	28	37	62	61	49	46	47	60	71	23	18	15	90	23	24
	42%	47%	39%	43%	47%	54%	40%	34%	35%	47%	40%	44%	38%	37%	41%	55%	34%	39%	13%	80%	55%	43%
Both	4 1%	2 1%	2 1%	-	-	2 2%	1 1%	2 2%	-	-	2 1%	2 2%	1 1%	-	-	2 1%	-	2 5%	-	2 2%	-	2 3%
Don't know	70	24	46	8	12	11	15	10	14	19	20	15	16	20	14	17	11	8	6	10	3	9
	14%	10%	16%	15%	15%	10%	17%	12%	13%	14%	13%	13%	13%	16%	9%	13%	17%	17%	5%	9%	9%	17%
Cutting obvious waste and u	nnecessa	ry red ta	oe first																			
David Cameron	286	142	144	24	45	54	48	52	62	79	78	61	68	76	85	63	43	19	112	30	24	23
	56%	60%	52%	48%	54%	52%	56%	65%	57%	60%	52%	55%	57%	60%	58%	49%	63%	42%	92%	26%	58%	42%
Gordon Brown	148	66	82	19	29	36	19	18	29	36	44	33	35	31	42	48	13	14	5	72	10	17
	29%	28%	30%	36%	35%	34%	22%	22%	26%	28%	29%	29%	29%	24%	29%	37%	19%	31%	4%	64%	24%	31%
Both	7 1%	3 1%	4 1%	-	-	3 3%	1 1%	1 1%	3 3%	1 1%	3 2%	2 2%	2 2%	1 1%	1 1%	3 2%	-	2 5%	-	3 2%	1 3%	2 3%
Don't know	73	26	47	8	10	12	18	10	15	16	26	16	15	18	18	15	12	10	5	8	6	13
	14%	11%	17%	16%	12%	11%	21%	13%	14%	12%	17%	14%	12%	15%	12%	12%	17%	21%	4%	7%	14%	25%



### Opinion Poll CATI Fieldwork : October 2nd-4th 2009

Table 3

Q.3 Please say which of the following statements is closest to your view, even if neither statement represents exactly what you think?

Base: All respondents

		Ger	<u>nder</u>			Ac	ge				Social (	<u>Grade</u>				Region				Party S	Support	
	_Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	<u>LibDem</u>	Other
Unweighted base	1010	491	519	100	123	181	197	183	226	368	197	159	286	247	259	261	139	104	253	212	79	108
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89	235	215	84	110
The Conservative Party really seems to have changed under David Cameron and that is why they are doing so much better	282 28%	140 29%	141 27%	40 33%	42 26%	44 22%	39 23%	41 27%	76 36%	70 27%	77 26%	52 24%	83 34%	81 31%	68 26%	65 26%	39 28%	28 32%	119 50%	41 19%	18 21%	24 21%
The Conservative Party doesn't seem to have changed much under David Cameron and they're doing better mainly just because the Labour government has become so unpopular	687 68%	334 69%	353 67%	75 62%	112 70%	150 75%	123 72%	103 69%	125 60%	187 71%	208 71%	151 71%	141 58%	176 66%	183 69%	174 70%	98 69%	56 63%	115 49%	166 77%	66 79%	84 77%
Don't know	41 4%	11 2%	31 6%	6 5%	7 4%	7 3%	8 4%	6 4%	8 4%	6 2%	8 3%	9 4%	18 8%	8 3%	14 5%	10 4%	5 4%	5 5%	2 1%	8 4%	-	2 2%



### Opinion Poll CATI Fieldwork : October 2nd-4th 2009

Table 4
Q.4 Please say which one of the following statements you most agree with?
Base: All respondents

		Ge	nder	Age							Social	Grade				Region				Party S	Support	
	_Total_	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	<u>LibDem</u>	<u>Other</u>
Unweighted base	1010	491	519	100	123	181	197	183	226	368	197	159	286	247	259	261	139	104	253	212	79	108
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89	235	215	84	110
I am satisfied with the Labour Government overall.	187 19%	107 22%	80 15%	26 21%	36 22%	35 18%	32 19%	25 16%	33 16%	41 16%	44 15%	54 26%	47 20%	50 19%	46 17%	49 20%	25 17%	17 19%	7 3%	98 46%	6 7%	12 11%
I am dissatisfied with the Labour Government overall, but I still prefer them to a Conservative Government.	312 31%	142 29%	171 33%	36 30%	56 35%	71 36%	57 34%	41 28%	51 24%	97 37%	84 29%	64 30%	68 28%	76 29%	68 26%	91 36%	45 31%	34 38%	25 10%	98 46%	34 40%	46 42%
I am dissatisfied with the Labour Government overall and I would rather have a Conservative Government.	428 42%	204 42%	224 43%	52 43%	58 36%	78 39%	68 40%	70 47%	103 49%	109 42%	148 51%	69 33%	102 42%	121 46%	129 49%	89 36%	62 43%	28 32%	199 85%	14 6%	40 48%	44 40%
Don't know	82 8%	32 7%	50 10%	6 5%	11 7%	16 8%	13 8%	13 9%	23 11%	15 6%	17 6%	25 12%	25 10%	18 7%	22 8%	20 8%	12 8%	10 11%	5 2%	5 2%	4 5%	8 8%



Absolutes/col percents

Table 5

Q.5 Tony Blair is currently the front-runner to be appointed to the new post of EU President that will be created if the Lisbon Treaty on the future of the European Union comes into force. Please say whether you would like to see Tony Blair become EU President?

Base: All respondents

		Gender			Αç	ge				Social (	Grade				Region				Party S	Support	
	_TotalM:	ale <u>Femal</u> e	18-24	25-34	35-44	45-54	55-64	<u>65+</u>	AB	<u>C1</u>		DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	<u>LibDem</u>	Other
Unweighted base	1010 49	91 519	100	123	181	197	183	226	368	197	159	286	247	259	261	139	104	253	212	79	108
Weighted base	1010 48	85 525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89	235	215	84	110
Yes		00 232 41% 44%	43 36%	92 57%	102 51%	73 43%	50 34%	72 34%	119 45%	132 45%	88 41%	93 39%	121 46%	112 42%	112 45%	53 37%	35 39%	75 32%	143 66%	36 43%	37 34%
No		66 266 55% 51%	73 61%	61 38%	87 44%	86 51%	91 60%	133 64%	131 50%	146 50%	119 56%	135 56%	128 48%	146 55%	124 50%	85 60%	50 56%	158 67%	66 31%	46 55%	67 61%
Don't know	46 5%	19 27 4% 5%	4 3%	7 5%	11 6%	10 6%	9 6%	4 2%	12 5%	15 5%	5 2%	14 6%	16 6%	7 3%	14 6%	5 3%	5 5%	2 1%	6 3%	2 2%	6 6%



Absolutes/col percents

Table 6

Q.6 Tony Blair is currently the front-runner to be appointed to the new post of EU President that will be created if the Lisbon Treaty on the future of the European Union comes into force. Please say whether, if Tony Blair does become EU President, you think this would be good for British interests in Europe, or bad for British interests in Europe or make no real difference?

Base: All respondents

		Ge	nder			Ag	ge				Social	Grade				Region				Party S	Support	
	_Total	Male	<u>Female</u>	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	<u>LibDem</u>	Other
Unweighted base	1010	491	519	100	123	181	197	183	226	368	197	159	286	247	259	261	139	104	253	212	79	108
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89	235	215	84	110
Good for British interests in Europe	307 30%	160 33%	147 28%	28 23%	62 39%	78 39%	50 29%	40 27%	48 23%	91 35%	91 31%	68 32%	57 24%	105 40%	68 26%	78 31%	34 24%	23 25%	51 22%	115 53%	29 34%	27 25%
Bad for British interests in Europe	204 20%	102 21%	103 20%	26 22%	21 13%	29 15%	36 21%	35 24%	57 27%	41 16%	55 19%	38 18%	70 29%	46 17%	67 25%	50 20%	26 18%	17 19%	64 27%	16 7%	17 20%	30 27%
Make no real difference	479 47%	218 45%	261 50%	65 54%	75 47%	89 44%	79 46%	70 47%	101 48%	125 47%	144 49%	101 48%	109 45%	110 41%	128 48%	117 47%	76 53%	48 54%	117 50%	80 37%	38 45%	53 48%
Don't know	19 2%	5 1%	14 3%	1 1%	2 1%	4 2%	6 3%	4 2%	3 1%	6 2%	3 1%	5 2%	6 3%	4 2%	2 1%	4 2%	7 5%	2 2%	2 1%	5 2%	-	-



# Opinion Poll CATI Fieldwork : October 2nd-4th 2009

Table 7
Classification

Base: All respondents

			Gen	Gender Age								Social	Grade				Region				Party S	upport	
	_	Total _	Male	<u>Female</u>	<u>18-24</u>	25-34	<u>35-44</u>	<u>45-54</u>	55-64	65+	AB			DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	<u>Labour</u>	<u>LibDem</u>	<u>Other</u>
Unweighted base	1	1010	491	519	100	123	181	197	183	226	368	197	159	286	247	259	261	139	104	253	212	79	108
Weighted base	1	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89	235	215	84	110
<u>Gender</u>																							
Male		485 48%	485 100%	-	58 48%	77 48%	92 46%	83 49%	72 48%	103 49%	122 46%	153 52%	114 54%	96 40%	120 45%	144 54%	118 47%	62 43%	42 47%	123 52%	100 47%	41 49%	54 49%
Female		525 52%	-	525 100%	62 52%	83 52%	108 54%	87 51%	78 52%	107 51%	141 54%	140 48%	98 46%	146 60%	144 55%	121 46%	132 53%	81 57%	47 53%	113 48%	115 53%	42 51%	57 51%
<u>Age</u>																							
18-24	(21)	120 12%	58 12%	62 12%	120 100%	-	-	-	-	-	23 9%	46 16%	30 14%	21 9%	32 12%	37 14%	28 11%	17 12%	6 7%	16 7%	28 13%	11 14%	17 16%
25-34 (2	29.5)	160 16%	77 16%	83 16%	-	160 100%	-	-	-	-	42 16%	50 17%	35 17%	32 13%	49 18%	38 14%	49 19%	18 13%	6 7%	26 11%	41 19%	17 20%	11 10%
35-44 (3	39.5)	200 20%	92 19%	108 21%	-	-	200 100%	-	-	-	73 28%	69 23%	38 18%	20 8%	51 19%	50 19%	57 23%	19 14%	22 25%	42 18%	37 17%	17 21%	36 33%
45-54 (4	49.5)	170 17%	83 17%	87 17%	-	-	-	170 100%	-	-	41 16%	54 18%	48 23%	27 11%	41 16%	41 15%	39 16%	27 19%	22 24%	34 15%	38 18%	10 13%	17 15%
55-64 (5	59.5)	150 15%	72 15%	78 15%	-	-	-	-	150 100%	-	38 14%	33 11%	34 16%	45 19%	39 15%	40 15%	29 12%	26 18%	15 17%	55 23%	36 17%	8 10%	11 10%
65+	(70)	210 21%	103 21%	107 20%	-	-	-	-	-	210 100%	46 17%	40 14%	26 12%	97 40%	53 20%	58 22%	47 19%	35 24%	17 19%	61 26%	36 17%	20 24%	19 17%
Average age	46	6.70	46.81	46.59	21.00	29.50	39.50	49.50	59.50	70.00	46.07	43.15	44.55	53.55	46.08	46.73	45.11	49.09	49.08	51.20	45.33	45.49	44.29



Table 7
Classification
Base: All respondents

		Gei	nder			Ag	ge				Social	Grade				Region				Party S	Support	
	_Total_	_Male_	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	LibDem	Other
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89	235	215	84	110
Social Grade																						
AB	263 26%	122 25%	141 27%	23 19%	42 26%	73 37%	41 24%	38 25%	46 22%	263 100%	-	-	-	81 31%	73 28%	56 23%	30 21%	22 25%	71 30%	58 27%	22 27%	26 24%
C1	293 29%	153 32%	140 27%	46 39%	50 32%	69 34%	54 32%	33 22%	40 19%	-	293 100%	-	-	82 31%	76 29%	79 32%	31 22%	25 28%	76 32%	66 31%	29 35%	30 28%
C2	212 21%	114 24%	98 19%	30 25%	35 22%	38 19%	48 28%	34 23%	26 13%	-	-	212 100%	-	48 18%	52 20%	53 21%	40 28%	19 21%	33 14%	38 18%	15 18%	29 26%
DE	242 24%	96 20%	146 28%	21 18%	32 20%	20 10%	27 16%	45 30%	97 46%	-	-	-	242 100%	53 20%	63 24%	61 24%	42 30%	23 26%	54 23%	54 25%	17 21%	25 22%
<u>Region</u>																						
South East	265 26%	120 25%	144 27%	32 26%	49 30%	51 26%	41 24%	39 26%	53 25%	81 31%	82 28%	48 23%	53 22%	265 100%	-	-	-	-	79 34%	61 28%	28 33%	24 22%
Midlands	265 26%	144 30%	121 23%	37 31%	38 24%	50 25%	41 24%	40 27%	58 28%	73 28%	76 26%	52 25%	63 26%	-	265 100%	-	-	-	59 25%	54 25%	20 23%	23 21%
North England	249 25%	118 24%	132 25%	28 24%	49 30%	57 28%	39 23%	29 20%	47 22%	56 21%	79 27%	53 25%	61 25%	-	-	249 100%	-	-	41 17%	58 27%	23 27%	23 21%
Wales & South West	142 14%	62 13%	81 15%	17 14%	18 11%	19 10%	27 16%	26 17%	35 17%	30 11%	31 10%	40 19%	42 17%	-	-	-	142 100%	-	39 17%	23 11%	11 14%	18 16%
Scotland	89 9%	42 9%	47 9%	6 5%	6 4%	22 11%	22 13%	15 10%	17 8%	22 9%	25 9%	19 9%	23 10%	-	-	-	-	89 100%	18 8%	20 9%	2 3%	22 20%



Table 7
Classification
Base: All respondents

		Ge	nder		Age						Social	Grade				Region				Party S	Support	
	_Total_	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	<u>65+</u>	AB			DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	<u>LibDem</u>	Other
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89	235	215	84	110
Working status																						
Full-time	455 45%	275 57%	180 34%	65 54%	99 62%	116 58%	117 69%	54 36%	3 1%	145 55%	155 53%	116 55%	38 16%	122 46%	123 46%	114 46%	56 39%	40 45%	99 42%	93 43%	39 46%	53 48%
Part-time	121 12%	34 7%	87 17%	16 14%	18 11%	37 19%	24 14%	15 10%	10 5%	35 13%	39 13%	29 14%	18 8%	32 12%	30 11%	35 14%	15 10%	9 11%	25 11%	22 10%	15 18%	16 15%
Not working but seeking work or temporarily unemployed/sick	64 6%	27 6%	37 7%	8 7%	29 18%	4 2%	11 6%	12 8%	-	9 3%	14 5%	13 6%	29 12%	17 6%	7 3%	21 8%	16 11%	4 5%	9 4%	24 11%	3 4%	5 4%
Not working/not seeking work	77 8%	13 3%	64 12%	3 3%	11 7%	33 16%	12 7%	15 10%	4 2%	14 5%	14 5%	18 9%	32 13%	18 7%	23 9%	16 6%	11 7%	9 10%	18 8%	16 8%	4 5%	11 10%
Retired	244 24%	107 22%	137 26%	-	1 1%	1 1%	5 3%	51 34%	187 89%	48 18%	49 17%	32 15%	115 47%	61 23%	66 25%	54 21%	42 30%	21 24%	77 33%	48 22%	21 25%	20 18%
Student	29 3%	18 4%	11 2%	26 22%	-	3 2%	-	-	-	4 1%	16 5%	4 2%	6 2%	7 3%	9 3%	8 3%	2 1%	3 4%	4 2%	9 4%	* 1%	5 4%
Refused	19 2%	10 2%	9 2%	1 1%	2 1%	5 2%	1	5 3%	6 3%	8 3%	7 2%	-	5 2%	7 3%	6 2%	3 1%	1 1%	1 2%	3 1%	3 1%	1 1%	1 1%



Table 7
Classification
Base: All respondents

		Ger	Gender Age								Social (	Grade				Region				Party S	Support	
	_Total_	Male	Female	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	LibDem	Other
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89	235	215	84	110
<u>Tenure</u>																						
Own outright	330 33%	163 34%	167 32%	8 6%	12 7%	23 11%	38 22%	86 58%	163 78%	90 34%	78 27%	61 29%	101 42%	86 32%	89 33%	75 30%	56 39%	25 28%	103 44%	57 26%	28 33%	25 23%
Own with a mortgage	391 39%	177 37%	213 41%	56 47%	76 47%	116 58%	94 55%	34 23%	15 7%	128 49%	130 44%	99 46%	34 14%	91 34%	98 37%	110 44%	52 36%	40 46%	86 36%	84 39%	29 35%	50 45%
Council	130 13%	63 13%	67 13%	21 18%	25 16%	27 14%	22 13%	17 11%	17 8%	13 5%	32 11%	19 9%	67 28%	35 13%	37 14%	30 12%	15 11%	12 14%	10 4%	45 21%	9 11%	14 13%
Housing Assoc.	36 4%	18 4%	18 3%	6 5%	11 7%	5 3%	4 2%	2 2%	7 3%	1	5 2%	9 4%	21 9%	12 4%	6 2%	8 3%	8 6%	2 2%	10 4%	5 2%	1 1%	6 5%
Rented from someone else	101 10%	50 10%	51 10%	20 17%	33 21%	28 14%	10 6%	7 5%	3 2%	27 10%	39 13%	19 9%	16 7%	35 13%	29 11%	21 8%	7 5%	9 10%	19 8%	23 11%	13 15%	13 12%
Rent free	8 1%	5 1%	3 1%	2 1%	2 1%	-	1	2 2%	1 1%	2 1%	3 1%	2 1%	1	1	2 1%	4 2%	2 2%	-	2 1%	*	3 3%	-
Refused	15 1%	9 2%	6 1%	7 5%	1 1%	1 1%	2 1%	1	3 1%	1	6 2%	4 2%	3 1%	5 2%	5 2%	2 1%	2 2%	-	6 2%	1	1 2%	1 1%



#### Opinion Poll CATI Fieldwork : October 2nd-4th 2009

Table 7

Classification
Base: All respondents

Gender Age Social Grade Region Party Support Wales North Con-& South Mid-South Scot-Engser-C1 Male Female 18-24 35-44 45-54 55-64 AB East lands land West Labour LibDem Other land vative Weighted base 1010 485 525 120 160 200 170 150 210 263 293 212 242 265 265 249 142 89 235 215 84 110 Foreign Holiday in last 3 years 606 296 310 79 91 129 109 87 110 200 191 116 99 170 149 146 82 59 163 119 60 63 60% 61% 59% 66% 57% 65% 64% 58% 52% 76% 65% 55% 41% 64% 56% 59% 57% 67% 69% 55% 72% 58%

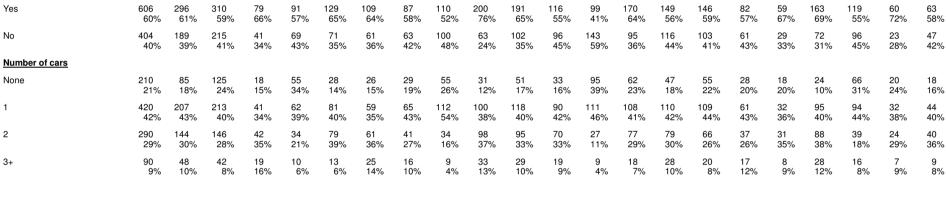




Table 7
Classification
Base: All respondents

		Gender Age								Social	Grade				Region		Party Support					
	_Total_	<u>Male</u>	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	<u>LibDem</u>	Other
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89	235	215	84	110
Internet Access																						
At all	829 82%	408 84%	420 80%	114 95%	150 94%	190 95%	153 90%	116 78%	106 51%	238 91%	262 89%	177 83%	152 63%	226 85%	216 82%	194 78%	117 82%	77 86%	199 84%	172 80%	66 79%	99 90%
At home (net)	785 78%	389 80%	396 75%	111 92%	137 86%	184 92%	143 84%	109 73%	101 48%	229 87%	246 84%	171 81%	139 57%	212 80%	207 78%	183 73%	112 78%	72 81%	189 80%	160 74%	64 77%	94 86%
At work (net)	347 34%	166 34%	181 34%	48 40%	77 48%	113 56%	70 41%	34 22%	6 3%	157 60%	128 44%	39 19%	22 9%	107 40%	85 32%	82 33%	41 29%	32 36%	81 34%	70 33%	33 40%	43 39%
At home	461 46%	234 48%	227 43%	65 54%	65 40%	76 38%	81 48%	79 53%	96 46%	78 30%	131 45%	134 63%	118 49%	110 42%	130 49%	106 42%	72 51%	43 48%	113 48%	93 43%	32 39%	53 48%
At work	23 2%	11 2%	12 2%	2 1%	5 3%	5 3%	8 4%	4 2%	1	7 3%	13 4%	2 1%	1 1%	6 2%	8 3%	5 2%	2 1%	3 3%	4 2%	4 2%	2 2%	2 2%
Both at home and at work	324 32%	155 32%	169 32%	46 38%	73 45%	107 54%	63 37%	30 20%	5 2%	150 57%	115 39%	37 18%	21 9%	101 38%	77 29%	77 31%	39 28%	29 33%	76 32%	67 31%	32 38%	41 37%
Somewhere else	20 2%	8 2%	12 2%	1 1%	8 5%	1	2 1%	4 3%	5 2%	3 1%	3 1%	4 2%	11 5%	8 3%	1 *	6 2%	3 2%	2 2%	5 2%	8 4%	-	2 2%
Not at all	178 18%	76 16%	102 19%	6 5%	10 6%	11 5%	17 10%	31 20%	103 49%	23 9%	29 10%	35 17%	91 37%	37 14%	48 18%	55 22%	26 18%	12 14%	37 16%	44 20%	18 21%	11 10%
Refused	3	1	3 1%	-	-	-	-	3 2%	1	1 1%	2 1%	-	-	2 1%	1	1	-	-	-	-	-	-



# Opinion Poll CATI Fieldwork : October 2nd-4th 2009

Table 7

Classification

Base: All respondents

		Ger	nder	Age							Social	Grade		Region						Party Support				
	_Total_	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB			DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	<u>LibDem</u>	Other		
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89	235	215	84	110		
What is the highest educational level that you have achieved to date?																								
Secondary/ high school/ NVQ 1-3	494 49%	231 48%	264 50%	67 56%	73 46%	83 42%	96 56%	75 50%	100 48%	81 31%	136 46%	128 60%	149 62%	100 38%	160 60%	125 50%	72 50%	38 42%	108 46%	105 49%	26 31%	57 52%		
University degree or equivalent professional qualification/ NVQ4	300 30%	155 32%	145 28%	38 32%	58 36%	75 37%	41 24%	41 27%	47 23%	115 44%	104 36%	48 23%	33 14%	95 36%	61 23%	71 29%	39 27%	35 39%	88 37%	61 28%	41 49%	34 31%		
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	72 7%	31 6%	42 8%	8 7%	18 11%	19 9%	15 9%	7 5%	6 3%	44 17%	20 7%	3 1%	5 2%	28 10%	14 5%	16 7%	11 7%	4 4%	16 7%	18 8%	7 9%	6 5%		
No formal education	114 11%	53 11%	61 12%	6 5%	8 5%	18 9%	15 9%	21 14%	45 22%	13 5%	26 9%	32 15%	43 18%	31 12%	24 9%	32 13%	17 12%	9 10%	18 8%	25 11%	8 10%	11 10%		
None of these	5 *	3 1%	2	1 1%	1 1%	-	2 1%	-	1	1	-	1	3 1%	1	-	1	2 1%	1 1%	-	1	-	1 1%		
Refused	25 2%	13 3%	12 2%	-	2 1%	5 3%	2 1%	5 3%	10 5%	10 4%	6 2%	-	9 4%	9 4%	6 2%	4 2%	3 2%	3 3%	5 2%	6 3%	2 2%	1 1%		



### Opinion Poll CATI Fieldwork : October 2nd-4th 2009

Table 7
Classification

Base: All respondents

		Ge	nder	Age							Social	Grade				Region	Wales	Party Support				
	_Total_	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	<u>65+</u>	AB	<u>C1</u>		DE	South East	Mid- lands	North Eng- land	& South West	Scot- land	Con- ser- vative	Labour	<u>LibDem</u>	<u>Other</u>
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89	235	215	84	110
Marital Status																						
Single	239 24%	138 28%	101 19%	86 72%	55 35%	41 20%	21 12%	19 12%	18 8%	49 19%	80 27%	48 23%	61 25%	68 26%	65 24%	62 25%	31 22%	13 14%	39 17%	54 25%	19 23%	32 29%
Married/ co-habiting	578 57%	275 57%	303 58%	30 25%	96 60%	140 70%	111 65%	92 61%	108 52%	177 67%	164 56%	140 66%	97 40%	144 55%	156 59%	140 56%	81 57%	57 64%	152 65%	116 54%	48 57%	66 60%
Widowed/ separated/ divorced	175 17%	63 13%	111 21%	3 2%	7 4%	15 8%	36 21%	34 23%	80 38%	28 11%	43 15%	24 11%	80 33%	44 17%	40 15%	44 18%	29 20%	17 20%	40 17%	43 20%	16 19%	11 10%
Refused	19 2%	8 2%	10 2%	1 1%	2 1%	5 2%	2 1%	5 3%	4 2%	8 3%	6 2%	-	5 2%	8 3%	4 2%	3 1%	1 1%	2 2%	4 2%	3 1%	1 1%	2 2%
<u>Children</u>																						
None aged 18 or under	662 66%	329 68%	333 63%	96 80%	76 47%	58 29%	93 54%	138 92%	202 96%	158 60%	190 65%	129 61%	185 77%	178 67%	175 66%	155 62%	96 68%	57 64%	164 70%	132 61%	57 68%	69 63%
NET: Yes	320 32%	143 29%	178 34%	25 20%	77 48%	134 67%	75 44%	7 5%	2 1%	93 35%	91 31%	83 39%	53 22%	77 29%	81 31%	89 36%	43 30%	30 33%	65 28%	78 36%	25 29%	39 35%
NET: Yes any aged 15 or under	278 28%	123 25%	155 30%	23 19%	77 48%	128 64%	47 28%	1 1%	2 1%	82 31%	77 26%	74 35%	46 19%	67 25%	72 27%	76 31%	36 25%	26 29%	54 23%	70 33%	23 27%	34 31%
- Aged under 5	102 10%	44 9%	58 11%	19 16%	43 27%	36 18%	3 2%	-	-	30 11%	29 10%	28 13%	15 6%	26 10%	19 7%	31 12%	13 9%	13 14%	13 6%	30 14%	9 11%	17 15%
- Aged 5-10	128 13%	56 12%	72 14%	5 4%	46 29%	64 32%	13 8%	-	-	39 15%	39 13%	32 15%	18 7%	33 12%	29 11%	39 16%	15 11%	12 14%	29 12%	28 13%	11 13%	16 14%
- Aged 11-15	123 12%	53 11%	70 13%	2 1%	12 7%	66 33%	40 24%	1 1%	2 1%	41 16%	31 11%	26 12%	24 10%	28 11%	39 15%	30 12%	15 11%	10 12%	23 10%	30 14%	6 7%	12 11%
- Aged 16-18	79 8%	35 7%	44 8%	3 2%	3 2%	27 14%	39 23%	6 4%	1	27 10%	21 7%	17 8%	14 6%	16 6%	18 7%	25 10%	10 7%	9 10%	19 8%	21 10%	4 5%	10 9%
Refused	28 3%	13 3%	14 3%	-	7 4%	7 4%	3 2%	5 3%	6 3%	12 5%	12 4%	-	4 2%	9 3%	8 3%	6 2%	3 2%	2 2%	6 3%	5 2%	2 2%	2 2%



# Opinion Poll CATI Fieldwork : October 2nd-4th 2009

Table 7

Classification Base: All respondents

		Ge	nder	Age							Social	Grade				Region		Party Support				
	Total	_Male_	Female	18-24	25-34	35-44	45-54	55-64	65+	AB			DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	<u>LibDem</u>	Other_
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89	235	215	84	110
Grocery shopping status																						
Yes - do half or more	770 76%	295 61%	474 90%	62 51%	126 79%	168 84%	132 77%	115 77%	167 80%	194 74%	220 75%	153 72%	202 84%	200 76%	207 78%	186 74%	107 75%	70 79%	177 75%	161 75%	62 74%	81 73%
No - do less than half	227 23%	182 38%	45 9%	58 49%	33 20%	29 15%	38 23%	30 20%	39 18%	62 23%	69 24%	59 28%	37 15%	59 22%	54 21%	62 25%	34 24%	17 19%	56 24%	52 24%	21 25%	28 26%
Refused	13 1%	8 2%	5 1%	-	1 1%	3 2%	-	5 3%	4 2%	7 3%	3 1%	-	3 1%	5 2%	4 1%	2 1%	1 1%	1 2%	2 1%	2 1%	1 1%	1 1%

