

Edelman Survey

CATI Fieldwork : April 29th-30th 2009

Absolutes/col percents

Table 1

Q.1 Irrespective of which party you yourself support, which team do you think is better able to manage the economy properly, Gordon Brown and Alistair Darling or David Cameron and George Osborne?

Base: All respondents

	Gender			Age						Social Grade				Region				
	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
Unweighted base	1004	512	492	67	166	220	172	154	225	362	210	167	265	264	257	254	136	93
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
Gordon Brown and Alistair Darling	265 26%	144 30%	121 23%	32 27%	48 30%	63 32%	42 25%	39 26%	41 20%	76 29%	72 25%	59 28%	58 24%	67 26%	66 25%	68 27%	33 23%	31 35%
David Cameron and George Osborne	417 42%	215 45%	203 39%	52 44%	70 44%	79 40%	57 33%	61 41%	97 47%	127 49%	123 42%	89 42%	78 33%	116 44%	108 41%	105 42%	67 47%	21 23%
Refused	28 3%	12 3%	15 3%	2 2%	1 *	3 1%	9 5%	1 1%	11 5%	8 3%	4 1%	8 4%	8 3%	13 5%	8 3%	3 1%	1 1%	2 2%
Don't know	294 29%	111 23%	183 35%	32 27%	40 25%	54 27%	61 36%	47 31%	60 29%	50 19%	93 32%	55 26%	97 40%	67 25%	80 30%	72 29%	41 29%	35 39%

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Table 2
Classification
Base: All respondents

	Gender			Age						Social Grade				Region					
	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	
Unweighted base	1004	512	492	67	166	220	172	154	225	362	210	167	265	264	257	254	136	93	
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88	
Gender																			
Male	482	482	-	54	102	124	82	49	71	138	137	116	91	131	128	114	61	48	
	48%	100%	-	45%	64%	63%	48%	33%	34%	53%	47%	55%	38%	50%	49%	46%	43%	54%	
Female	522	-	522	66	57	74	87	100	138	123	154	95	150	132	135	134	81	40	
	52%	-	100%	55%	36%	37%	52%	67%	66%	47%	53%	45%	62%	50%	51%	54%	57%	46%	
Age																			
18-24	(21)	119	54	66	119	-	-	-	-	34	35	28	23	32	35	23	18	11	
		12%	11%	13%	100%	-	-	-	-	13%	12%	13%	10%	12%	13%	9%	13%	12%	
25-34	(29.5)	159	102	57	-	159	-	-	-	39	62	34	23	48	35	40	17	18	
		16%	21%	11%	-	100%	-	-	-	15%	21%	16%	10%	18%	13%	16%	12%	20%	
35-44	(39.5)	199	124	74	-	-	199	-	-	62	58	48	31	55	54	44	24	21	
		20%	26%	14%	-	-	100%	-	-	24%	20%	23%	13%	21%	21%	18%	17%	24%	
45-54	(49.5)	169	82	87	-	-	-	169	-	46	52	38	33	39	44	50	23	14	
		17%	17%	17%	-	-	-	100%	-	18%	18%	18%	13%	15%	17%	20%	16%	15%	
55-64	(59.5)	149	49	100	-	-	-	-	149	37	38	31	43	34	44	38	24	10	
		15%	10%	19%	-	-	-	-	100%	14%	13%	15%	18%	13%	17%	15%	17%	12%	
65+	(70)	209	71	138	-	-	-	-	-	209	43	46	32	88	55	50	52	15	
		21%	15%	26%	-	-	-	-	-	100%	16%	16%	15%	37%	21%	19%	21%	26%	
Average age		46.72	43.55	49.65	21.00	29.50	39.50	49.50	59.50	70.00	45.23	44.41	44.80	52.81	45.80	46.51	47.61	48.85	44.22

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	Gender		Age						Social Grade				Region					
	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
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
<u>Social Grade</u>																		
AB	261 26%	138 29%	123 24%	34 28%	39 25%	62 31%	46 28%	37 25%	43 21%	261 100%	-	-	-	86 33%	58 22%	70 28%	30 21%	17 19%
C1	291 29%	137 28%	154 29%	35 29%	62 39%	58 29%	52 31%	38 26%	46 22%	-	291 100%	-	-	91 35%	78 30%	66 27%	29 21%	26 30%
C2	211 21%	116 24%	95 18%	28 23%	34 21%	48 24%	38 22%	31 21%	32 15%	-	-	211 100%	-	47 18%	52 20%	52 21%	43 30%	18 20%
DE	241 24%	91 19%	150 29%	23 19%	23 15%	31 15%	33 19%	43 29%	88 42%	-	-	-	241 100%	39 15%	75 28%	60 24%	39 27%	28 32%
<u>Region</u>																		
North	336 34%	162 34%	175 33%	34 28%	58 37%	66 33%	63 38%	48 32%	67 32%	87 33%	92 32%	69 33%	88 36%	-	-	248 100%	-	88 100%
Midlands	315 31%	151 31%	164 31%	41 34%	43 27%	60 30%	52 31%	56 37%	64 30%	69 26%	88 30%	71 34%	88 36%	-	263 100%	-	52 37%	-
South	352 35%	169 35%	183 35%	45 37%	58 36%	73 37%	53 32%	46 31%	78 37%	105 40%	111 38%	70 33%	65 27%	263 100%	-	-	89 63%	-

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	Gender		Age						Social Grade				Region					
	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
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
Working status																		
Full-time	452 45%	309 64%	143 27%	61 51%	111 70%	130 66%	100 59%	46 31%	4 2%	147 56%	143 49%	115 55%	47 19%	122 46%	130 50%	106 43%	56 40%	38 43%
Part-time	121 12%	22 5%	98 19%	16 13%	17 10%	36 18%	22 13%	23 15%	8 4%	32 12%	44 15%	28 13%	16 7%	34 13%	28 10%	22 9%	21 15%	16 18%
Not working but seeking work or temporarily unemployed/sick	65 6%	37 8%	28 5%	9 8%	9 6%	14 7%	22 13%	10 7%	1 *	10 4%	11 4%	12 6%	31 13%	17 6%	13 5%	19 8%	10 7%	5 5%
Not working/not seeking work	74 7%	13 3%	61 12%	13 11%	14 9%	15 8%	16 9%	12 8%	4 2%	10 4%	13 5%	17 8%	33 14%	15 6%	20 8%	23 9%	8 6%	8 9%
Retired	257 26%	84 17%	173 33%	- -	- -	1 1%	4 3%	58 39%	193 93%	53 20%	59 20%	36 17%	109 45%	61 23%	62 24%	73 29%	41 29%	19 22%
Student	36 4%	17 3%	19 4%	20 17%	8 5%	3 1%	4 3%	- -	- -	10 4%	20 7%	2 1%	4 2%	14 5%	10 4%	5 2%	4 3%	3 3%

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Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
Tenure																		
Own outright	328 33%	127 26%	200 38%	20 17%	12 8%	19 9%	35 21%	78 52%	165 79%	94 36%	86 29%	51 24%	97 40%	90 34%	83 32%	87 35%	45 31%	24 27%
Own with a mortgage	388 39%	212 44%	176 34%	48 40%	85 53%	123 62%	86 51%	31 21%	16 8%	131 50%	125 43%	90 43%	42 17%	99 38%	104 40%	99 40%	50 36%	36 40%
Council	129 13%	54 11%	75 14%	16 13%	24 15%	21 11%	29 17%	27 18%	12 6%	7 3%	31 11%	31 15%	60 25%	24 9%	36 14%	34 14%	19 13%	17 19%
Housing Assoc.	49 5%	24 5%	25 5%	6 5%	9 5%	9 5%	9 5%	6 4%	9 4%	1 *	12 4%	15 7%	20 8%	11 4%	16 6%	8 3%	9 6%	4 4%
Rented from someone else	96 10%	58 12%	39 7%	26 22%	29 18%	22 11%	11 6%	3 2%	5 3%	24 9%	34 12%	19 9%	20 8%	33 13%	21 8%	20 8%	14 10%	8 10%
Rent free	6 1%	2 *	4 1%	- -	1 *	2 1%	- -	1 1%	2 1%	1 *	- -	2 1%	2 1%	1 *	2 1%	- -	3 2%	* *
Refused	8 1%	5 1%	4 1%	4 3%	- -	2 1%	- -	2 2%	- -	3 1%	3 1%	2 1%	- -	5 2%	1 *	1 *	2 2%	- -

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Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
Foreign Holiday in last 3 years																		
Yes	602	294	309	69	97	129	101	98	109	195	189	125	94	162	160	148	78	53
	60%	61%	59%	58%	61%	65%	60%	65%	52%	75%	65%	59%	39%	62%	61%	60%	55%	60%
No	402	188	213	50	62	70	68	52	100	66	102	86	147	101	103	100	64	35
	40%	39%	41%	42%	39%	35%	40%	35%	48%	25%	35%	41%	61%	38%	39%	40%	45%	40%
Number of cars																		
None	209	79	130	20	32	29	28	28	71	27	58	21	103	53	48	66	25	17
	21%	16%	25%	17%	20%	15%	17%	19%	34%	10%	20%	10%	43%	20%	18%	27%	18%	19%
1	418	209	209	32	77	82	57	56	114	96	124	92	105	123	105	95	55	39
	42%	43%	40%	27%	49%	41%	34%	37%	54%	37%	43%	44%	44%	47%	40%	38%	39%	44%
2	288	144	144	38	44	76	60	51	20	102	87	75	24	64	80	64	54	25
	29%	30%	28%	32%	27%	38%	35%	34%	9%	39%	30%	35%	10%	24%	30%	26%	38%	29%
3+	89	50	39	28	6	12	25	14	4	36	22	23	9	23	29	23	7	7
	9%	10%	8%	23%	4%	6%	15%	10%	2%	14%	8%	11%	4%	9%	11%	9%	5%	8%

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Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
Internet Access																		
At all	826 82%	426 88%	400 77%	116 97%	157 99%	192 97%	153 91%	110 74%	98 47%	245 94%	257 88%	175 83%	149 62%	218 83%	214 81%	209 84%	112 79%	73 83%
At home (net)	773 77%	397 82%	376 72%	111 93%	150 94%	181 91%	141 84%	102 68%	88 42%	233 89%	245 84%	163 77%	132 55%	206 78%	203 77%	186 75%	108 76%	71 80%
At work (net)	335 33%	204 42%	131 25%	51 43%	78 49%	101 51%	67 40%	33 22%	5 2%	136 52%	124 42%	54 25%	22 9%	101 38%	95 36%	75 30%	34 24%	30 34%
At home	464 46%	210 44%	254 49%	62 52%	76 48%	88 44%	81 48%	74 49%	84 40%	106 41%	129 44%	113 54%	117 48%	113 43%	115 44%	122 49%	73 52%	42 47%
At work	26 3%	17 4%	9 2%	2 2%	4 3%	8 4%	7 4%	4 3%	- -	9 3%	7 2%	4 2%	7 3%	8 3%	7 3%	11 4%	- -	1 1%
Both at home and at work	309 31%	187 39%	122 23%	49 41%	74 46%	93 47%	60 36%	28 19%	5 2%	127 49%	117 40%	50 24%	15 6%	93 35%	88 33%	64 26%	34 24%	29 33%
Somewhere else	27 3%	11 2%	16 3%	2 2%	3 2%	3 2%	5 3%	4 3%	10 5%	3 1%	5 2%	8 4%	10 4%	4 2%	4 2%	12 5%	4 3%	2 2%
Not at all	171 17%	52 11%	119 23%	1 1%	2 1%	7 3%	15 9%	39 26%	107 51%	14 5%	34 12%	33 16%	89 37%	43 16%	46 17%	38 15%	30 21%	14 16%
Refused	7 1%	4 1%	3 1%	3 2%	- -	- -	1 *	- -	4 2%	2 1%	- -	2 1%	3 1%	2 1%	3 1%	1 *	- -	1 1%

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Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
What is the highest educational level that you have achieved to date?																		
Secondary/ high school/ NVQ 1-3	558 56%	249 52%	310 59%	74 62%	69 43%	109 55%	97 57%	88 59%	122 58%	98 38%	164 56%	137 65%	159 66%	136 52%	141 54%	138 56%	83 59%	61 69%
University degree or equivalent professional qualification/ NVQ4	246 24%	136 28%	110 21%	37 31%	49 31%	59 30%	40 23%	26 18%	34 16%	103 40%	76 26%	27 13%	39 16%	67 25%	73 28%	52 21%	37 26%	16 18%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	94 9%	62 13%	32 6%	1 *	36 23%	21 11%	15 9%	10 7%	10 5%	46 18%	30 10%	15 7%	3 1%	38 14%	23 9%	23 9%	7 5%	3 3%
No formal education	87 9%	29 6%	58 11%	6 5%	4 3%	8 4%	16 10%	22 15%	30 14%	8 3%	19 7%	27 13%	33 14%	17 6%	19 7%	30 12%	15 10%	7 8%
None of these	3 *	- -	3 *	- -	- -	- -	- -	1 1%	1 1%	- -	1 *	- -	1 *	- -	1 *	1 1%	- -	- -
Refused	16 2%	6 1%	10 2%	2 1%	- -	1 1%	2 1%	1 1%	11 5%	5 2%	1 *	5 2%	6 2%	6 2%	5 2%	4 2%	- -	1 2%

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Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
<u>Marital Status</u>																		
Single	207 21%	128 27%	79 15%	69 58%	48 30%	48 24%	21 13%	11 7%	10 5%	55 21%	61 21%	40 19%	52 21%	71 27%	46 18%	45 18%	25 18%	20 23%
Married/ co-habiting	581 58%	281 58%	300 58%	46 38%	110 69%	126 64%	120 71%	90 60%	89 43%	169 65%	172 59%	144 68%	96 40%	140 53%	161 61%	139 56%	88 62%	53 60%
Widowed/ separated/ divorced	204 20%	65 13%	139 27%	- -	1 1%	24 12%	26 15%	48 32%	104 50%	32 12%	57 20%	24 11%	90 37%	50 19%	50 19%	61 25%	29 20%	14 16%
Refused	12 1%	8 2%	4 1%	4 4%	- -	- -	2 1%	1 1%	5 3%	5 2%	1 *	3 1%	3 1%	2 1%	6 2%	3 1%	- -	1 1%
<u>Children</u>																		
None aged 18 or under	693 69%	325 67%	368 70%	99 83%	86 54%	76 38%	91 54%	139 93%	202 97%	180 69%	197 68%	131 62%	185 77%	185 71%	179 68%	176 71%	103 73%	50 56%
NET: Yes	297 30%	149 31%	148 28%	16 14%	73 46%	122 62%	77 45%	9 6%	- -	76 29%	93 32%	76 36%	53 22%	74 28%	79 30%	68 27%	39 27%	38 43%
NET: Yes any aged 15 or under	260 26%	137 28%	123 24%	16 14%	73 46%	110 55%	55 33%	7 4%	- -	67 26%	83 29%	62 29%	48 20%	68 26%	66 25%	59 24%	33 23%	33 38%
- Aged under 5	122 12%	63 13%	58 11%	15 13%	57 36%	40 20%	8 4%	3 2%	- -	28 11%	39 13%	29 14%	26 11%	33 13%	23 9%	36 14%	12 9%	17 20%
- Aged 5-10	123 12%	59 12%	64 12%	- -	30 19%	71 36%	20 12%	1 1%	- -	30 12%	40 14%	34 16%	18 8%	33 13%	34 13%	24 10%	19 14%	13 14%
- Aged 11-15	106 11%	62 13%	44 8%	1 1%	9 6%	51 26%	40 24%	4 3%	- -	27 11%	31 11%	25 12%	22 9%	31 12%	28 11%	16 6%	18 13%	12 14%
- Aged 16-18	72 7%	30 6%	41 8%	1 1%	2 1%	26 13%	39 23%	4 3%	- -	20 8%	17 6%	24 11%	11 5%	20 8%	20 8%	14 6%	11 8%	7 8%
Refused	14 1%	8 2%	6 1%	4 4%	- -	1 *	2 1%	1 1%	7 3%	5 2%	1 *	5 2%	3 1%	4 1%	6 2%	4 2%	- -	1 1%

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Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
Grocery shopping status																		
Yes - do half or more	798	319	479	71	128	159	134	124	182	195	238	153	213	213	199	207	110	69
	79%	66%	92%	59%	81%	80%	79%	83%	87%	75%	82%	72%	88%	81%	76%	84%	78%	78%
No - do less than half	193	156	37	44	30	40	34	24	20	62	53	53	25	46	58	38	32	19
	19%	32%	7%	37%	19%	20%	20%	16%	10%	24%	18%	25%	10%	18%	22%	15%	22%	21%
Refused	13	7	6	4	-	-	1	1	7	5	-	5	3	4	6	3	-	1
	1%	1%	1%	4%	-	-	*	1%	3%	2%	-	2%	1%	1%	2%	1%	-	1%