

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 1  
**Q.1 If there was a general election tomorrow, which party would you vote for?**  
**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democ-rat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
Conservative	318 31%	174 35%	144 27%	30 25%	43 27%	44 22%	55 32%	56 37%	89 42%	105 39%	84 28%	69 32%	60 24%	94 35%	94 35%	73 29%	45 31%	11 13%	318 100%	-	-
Labour	212 21%	100 20%	112 21%	22 18%	41 25%	45 22%	38 22%	27 18%	38 18%	52 19%	68 23%	37 17%	55 22%	52 19%	52 20%	61 24%	33 23%	14 15%	-	212 100%	-
Liberal Democrat	99 10%	55 11%	44 8%	11 9%	16 10%	24 12%	16 10%	9 6%	21 10%	34 13%	21 7%	18 8%	27 11%	32 12%	18 7%	27 11%	15 10%	9 9%	-	-	99 100%
SNP	29 3%	13 3%	16 3%	1 1%	5 3%	5 2%	3 2%	9 6%	6 3%	5 2%	14 5%	4 2%	6 2%	-	-	-	-	29 32%	-	-	-
Plaid Cymru	5 1%	2 *	3 1%	-	1 1%	2 1%	* *	1 1%	1 1%	-	2 1%	1 1%	2 1%	-	-	-	5 4%	-	-	-	-
Another party	45 4%	32 7%	13 3%	8 6%	4 3%	11 5%	9 5%	9 6%	5 2%	14 5%	13 5%	12 6%	6 2%	9 3%	11 4%	12 5%	7 5%	7 7%	-	-	-
Would not vote	90 9%	41 8%	49 9%	24 19%	20 12%	18 9%	15 9%	3 2%	11 5%	14 5%	20 7%	22 10%	33 14%	21 8%	27 10%	25 10%	12 8%	5 6%	-	-	-
Prefer not to say	41 4%	18 4%	23 4%	6 5%	2 1%	13 7%	11 7%	3 2%	5 2%	8 3%	17 6%	7 3%	8 3%	8 3%	13 5%	12 5%	5 3%	3 3%	-	-	-
Don't know	186 18%	57 12%	129 24%	20 16%	29 18%	41 20%	24 14%	35 23%	37 17%	34 13%	57 19%	45 21%	49 20%	52 20%	53 20%	44 17%	23 16%	13 15%	-	-	-

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Table 2

**Q.2 If Britain's economy were to face problems in the months or years ahead, who would you most trust to deal with it in the best interests of Britain?**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democ-rat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
David Cameron & the Shadow Chancellor of the Exchequer George Osborne	348 34%	194 39%	154 29%	30 25%	52 32%	50 25%	58 33%	67 44%	91 43%	119 45%	102 34%	65 30%	63 26%	94 35%	96 36%	78 31%	57 40%	23 26%	262 83%	4 2%	21 21%
Gordon Brown & the Chancellor of the Exchequer Alastair Darling	284 28%	153 31%	131 25%	35 28%	50 31%	61 30%	48 28%	38 25%	53 25%	75 28%	85 29%	55 26%	68 28%	63 23%	76 28%	68 27%	47 33%	30 34%	9 3%	173 82%	34 34%
Prefer not to say	29 3%	11 2%	18 3%	6 5%	5 3%	2 1%	8 4%	5 4%	2 1%	6 2%	7 2%	6 3%	10 4%	5 2%	7 3%	10 4%	2 1%	5 6%	2 1%	3 1%	1 1%
Don't know	364 36%	134 27%	230 43%	51 41%	56 35%	89 44%	59 34%	42 28%	67 31%	67 25%	104 35%	89 42%	105 43%	107 40%	90 34%	98 39%	38 26%	31 35%	44 14%	32 15%	43 43%

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Table 3

**Q.3 How optimistic or pessimistic are you about Britain's economy. Thinking about all the things that may affect the economy - such as changes in salaries and wages, the level of interest rates and tax, the rates of inflation and unemployment, and the strength of the pound - how do you think the British economy will fare over the next year for the country as a whole?**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democ-rat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
NET: Well	346 34%	184 37%	162 30%	44 36%	61 38%	67 33%	55 32%	46 30%	72 34%	94 35%	99 33%	78 36%	75 30%	88 33%	85 32%	84 33%	53 37%	36 39%	81 26%	135 64%	40 41%
Very well	(4) 11 1%	7 1%	4 1%	5 4%	2 1%	-	2 1%	* 1%	1 1%	3 1%	2 1%	-	6 3%	5 2%	2 1%	1 *	2 2%	1 2%	-	8 4%	1 1%
Quite well	(3) 336 33%	177 36%	158 30%	40 32%	59 37%	67 33%	53 31%	46 30%	71 33%	91 34%	98 33%	78 36%	69 28%	83 31%	84 31%	83 33%	51 35%	34 38%	81 26%	127 60%	39 39%
Quite badly	(2) 459 45%	216 44%	243 46%	37 30%	70 43%	87 43%	84 49%	79 52%	102 48%	126 47%	135 45%	91 42%	107 43%	124 46%	128 48%	110 44%	64 44%	33 36%	179 56%	54 25%	46 47%
Very badly	(1) 104 10%	53 11%	52 10%	18 14%	13 8%	21 10%	20 11%	15 10%	19 9%	26 10%	30 10%	15 7%	33 13%	23 8%	20 7%	34 14%	14 10%	13 15%	39 12%	1 1%	7 7%
NET: Badly	564 55%	269 55%	295 55%	54 45%	83 51%	108 53%	103 60%	94 62%	121 57%	152 57%	165 55%	106 49%	140 57%	147 55%	148 55%	144 57%	78 54%	46 51%	218 69%	55 26%	53 54%
Prefer not to say	9 1%	1 *	7 1%	4 3%	-	2 1%	-	2 1%	1 1%	2 1%	4 1%	1 1%	2 1%	4 1%	1 *	3 1%	-	1 1%	-	2 1%	-
Don't know	106 10%	38 8%	68 13%	19 16%	18 11%	26 13%	14 8%	10 7%	19 9%	19 7%	29 10%	29 14%	29 12%	30 11%	34 13%	22 9%	13 9%	8 9%	18 6%	20 9%	5 6%
Mean	2.28	2.30	2.25	2.32	2.35	2.27	2.24	2.23	2.28	2.29	2.27	2.34	2.22	2.30	2.29	2.22	2.31	2.29	2.14	2.74	2.37
Standard deviation	0.67	0.69	0.66	0.83	0.66	0.66	0.68	0.63	0.64	0.66	0.66	0.63	0.74	0.67	0.62	0.69	0.69	0.76	0.62	0.54	0.64
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.06	0.05	0.04	0.04	0.04	0.07	0.08	0.04	0.04	0.07

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Table 4

**Q.3 How optimistic or pessimistic are you about Britain's economy. Thinking about all the things that may affect the economy - such as changes in salaries and wages, the level of interest rates and tax, the rates of inflation and unemployment, and the strength of the pound - how do you think the British economy will fare over the next year for you and your family?**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention			
	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	Lib-eral Democ-rat	
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103	
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99	
NET: Well	335	188	147	46	62	62	57	42	66	105	97	74	60	80	89	80	55	31	79	134	41	
	33%	38%	28%	38%	38%	31%	33%	27%	31%	39%	33%	34%	25%	30%	33%	32%	38%	34%	25%	63%	42%	
Very well	(4)	11	9	3	6	3	-	-	-	2	3	1	1	5	7	-	3	1	-	6	4	
		1%	2%	*	5%	2%	-	-	-	1%	1%	1%	1%	2%	3%	-	2%	2%	-	3%	4%	
Quite well	(3)	324	180	144	40	59	62	57	42	65	101	95	72	55	73	89	80	52	30	79	129	38
		32%	37%	27%	33%	37%	31%	33%	27%	30%	38%	32%	34%	22%	27%	33%	32%	36%	33%	25%	61%	38%
Quite badly	(2)	427	195	232	37	62	88	67	71	103	110	122	81	115	119	104	106	63	35	167	44	40
		42%	40%	44%	31%	38%	43%	39%	47%	48%	41%	41%	38%	47%	44%	39%	42%	44%	39%	53%	21%	40%
Very badly	(1)	118	56	62	13	15	22	33	18	16	24	39	18	37	20	31	41	15	10	42	4	9
		11%	11%	12%	11%	9%	11%	19%	12%	8%	9%	13%	8%	15%	8%	12%	16%	10%	11%	13%	2%	9%
NET: Badly		545	251	294	51	77	110	100	89	119	134	161	99	152	139	136	147	78	45	209	48	49
		53%	51%	55%	41%	47%	54%	58%	59%	56%	50%	54%	46%	62%	52%	51%	58%	54%	50%	66%	22%	49%
Prefer not to say		9	2	7	5	-	2	1	2	-	2	5	1	2	6	-	2	-	1	1	3	-
		1%	*	1%	4%	-	1%	*	1%	-	1%	2%	*	1%	2%	-	1%	-	2%	*	1%	-
Don't know		136	50	86	20	23	29	16	20	28	27	35	42	32	44	43	25	12	12	29	27	9
		13%	10%	16%	16%	14%	14%	9%	13%	13%	10%	12%	20%	13%	16%	16%	10%	8%	14%	9%	13%	9%
Mean		2.26	2.32	2.20	2.41	2.36	2.23	2.15	2.18	2.28	2.35	2.23	2.33	2.14	2.31	2.26	2.17	2.32	2.29	2.13	2.75	2.40
Standard deviation		0.70	0.72	0.67	0.81	0.70	0.66	0.74	0.66	0.63	0.68	0.70	0.67	0.72	0.68	0.69	0.71	0.70	0.72	0.64	0.54	0.73
Standard error		0.02	0.03	0.03	0.08	0.07	0.05	0.06	0.05	0.05	0.04	0.05	0.06	0.05	0.04	0.05	0.05	0.07	0.08	0.04	0.04	0.08

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Table 5

**Q.4 Regardless of which party you would vote for, please say in each case whether you think each of the following words or phrases is true or not true of the Labour Party?**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Demo-crats
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
<b><u>Has a good team of leaders</u></b>																					
True	309	154	156	42	66	69	47	36	50	77	96	69	67	78	87	70	45	29	33	163	27
	30%	31%	29%	35%	40%	34%	27%	24%	23%	29%	32%	32%	27%	29%	32%	28%	31%	32%	10%	77%	28%
Not true	540	286	254	43	67	95	108	88	140	155	141	104	140	134	145	140	79	42	263	28	55
	53%	58%	48%	35%	41%	47%	63%	58%	66%	58%	47%	48%	57%	50%	54%	55%	55%	47%	83%	13%	56%
Don't know	175	52	124	37	30	39	18	28	24	34	60	42	40	56	37	43	21	19	22	21	17
	17%	11%	23%	30%	18%	19%	10%	18%	11%	13%	20%	19%	16%	21%	14%	17%	14%	21%	7%	10%	17%
<b><u>Understands the way people live their lives in today's Britain</u></b>																					
True	302	137	165	39	45	58	55	46	59	76	94	72	60	77	78	66	49	33	39	152	30
	29%	28%	31%	32%	28%	29%	32%	30%	28%	29%	32%	33%	25%	29%	29%	26%	34%	37%	12%	72%	30%
Not true	593	312	280	56	91	118	100	92	136	168	152	117	155	149	166	153	80	44	256	44	62
	58%	64%	53%	46%	56%	58%	58%	60%	64%	63%	51%	54%	63%	55%	62%	61%	56%	49%	81%	21%	62%
Don't know	130	42	88	27	26	27	18	15	18	22	51	26	31	43	24	34	15	13	23	16	8
	13%	9%	17%	22%	16%	13%	10%	10%	8%	8%	17%	12%	13%	16%	9%	14%	11%	15%	7%	7%	8%
<b><u>Shares my values</u></b>																					
True	209	105	104	26	37	45	38	24	39	60	65	38	46	44	54	58	31	22	11	137	17
	20%	21%	20%	21%	23%	22%	22%	16%	18%	22%	22%	18%	19%	16%	20%	23%	22%	24%	4%	65%	18%
Not true	646	333	313	61	92	118	113	107	153	177	178	132	159	175	172	155	91	53	291	43	67
	63%	68%	59%	50%	57%	58%	66%	70%	72%	67%	60%	61%	64%	65%	64%	61%	63%	58%	92%	20%	67%
Don't know	170	55	116	35	33	39	21	21	21	29	54	45	42	50	43	40	22	15	16	32	15
	17%	11%	22%	28%	20%	19%	12%	14%	10%	11%	18%	21%	17%	18%	16%	16%	15%	17%	5%	15%	15%

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Absolutes/col percents

Table 5

**Q.4 Regardless of which party you would vote for, please say in each case whether you think each of the following words or phrases is true or not true of the Labour Party?**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democ-rat
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
<b><u>Honest and principled</u></b>																					
True	203	96	107	22	34	42	32	35	37	61	63	36	43	52	57	41	30	23	26	114	12
	20%	20%	20%	18%	21%	21%	19%	23%	18%	23%	21%	17%	18%	19%	21%	16%	21%	25%	8%	54%	12%
Not true	619	328	291	60	89	121	110	93	146	172	167	126	154	161	161	154	94	50	258	54	75
	60%	67%	55%	49%	55%	60%	63%	61%	69%	65%	56%	59%	62%	60%	60%	61%	65%	56%	81%	26%	76%
Don't know	203	68	135	39	40	39	31	24	30	33	68	53	49	56	51	58	21	17	33	44	12
	20%	14%	25%	32%	25%	19%	18%	16%	14%	12%	23%	25%	20%	21%	19%	23%	14%	19%	10%	21%	12%
<b><u>Competent and capable</u></b>																					
True	264	130	134	35	50	63	50	33	34	64	88	55	56	68	72	61	34	29	26	150	20
	26%	26%	25%	29%	31%	31%	29%	22%	16%	24%	30%	26%	23%	25%	27%	24%	23%	32%	8%	71%	20%
Not true	579	303	276	54	79	105	97	92	152	163	155	117	144	154	157	142	84	43	271	33	59
	56%	62%	52%	44%	49%	52%	56%	61%	71%	61%	52%	54%	59%	57%	58%	56%	58%	47%	85%	16%	60%
Don't know	182	59	123	34	33	35	26	27	28	40	54	43	46	46	40	50	27	19	21	28	19
	18%	12%	23%	28%	21%	17%	15%	18%	13%	15%	18%	20%	19%	17%	15%	20%	19%	21%	6%	13%	19%
<b><u>Cares about the problems that ordinary people have to deal with</u></b>																					
True	290	137	153	38	45	62	49	41	55	79	91	63	57	75	75	70	42	28	42	149	25
	28%	28%	29%	32%	28%	30%	28%	27%	26%	30%	31%	29%	23%	28%	28%	28%	29%	30%	13%	70%	26%
Not true	571	289	282	52	83	109	104	92	131	155	156	109	152	148	157	142	80	45	248	35	59
	56%	59%	53%	42%	51%	54%	60%	60%	62%	58%	53%	50%	62%	55%	58%	56%	55%	50%	78%	17%	60%
Don't know	164	65	99	32	34	32	20	20	26	33	50	44	37	45	37	41	22	18	28	27	14
	16%	13%	18%	26%	21%	16%	12%	13%	12%	12%	17%	20%	15%	17%	14%	16%	16%	20%	9%	13%	14%

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Table 5

**Q.4 Regardless of which party you would vote for, please say in each case whether you think each of the following words or phrases is true or not true of the Labour Party?**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democ-rat
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
<b><u>For ordinary people, not just the best off</u></b>																					
True	344	160	185	43	61	65	62	49	64	104	107	73	62	77	95	79	56	37	54	173	35
	34%	32%	35%	35%	38%	32%	36%	32%	30%	39%	36%	34%	25%	29%	35%	31%	39%	41%	17%	81%	35%
Not true	518	269	249	45	79	103	81	88	122	130	139	110	140	141	136	134	69	38	228	23	52
	51%	55%	47%	37%	49%	51%	47%	58%	57%	49%	47%	51%	57%	53%	51%	53%	48%	43%	72%	11%	53%
Don't know	162	63	99	34	22	35	29	16	27	33	52	33	45	50	38	41	19	15	35	17	12
	16%	13%	19%	28%	14%	17%	17%	10%	13%	12%	18%	15%	18%	19%	14%	16%	13%	16%	11%	8%	12%
<b><u>A united party</u></b>																					
True	283	160	123	32	50	60	53	44	45	84	81	60	58	73	79	69	34	28	54	127	23
	28%	33%	23%	26%	31%	30%	31%	29%	21%	32%	27%	28%	24%	27%	30%	27%	24%	31%	17%	60%	23%
Not true	512	255	257	46	77	95	83	81	130	145	142	92	133	134	129	124	84	42	223	46	62
	50%	52%	48%	37%	47%	47%	48%	53%	61%	55%	48%	43%	54%	50%	48%	49%	58%	46%	70%	22%	63%
Don't know	229	77	152	45	36	48	36	27	38	37	74	64	55	62	60	60	26	21	41	39	14
	22%	16%	29%	37%	22%	24%	21%	18%	18%	14%	25%	30%	22%	23%	22%	24%	18%	23%	13%	18%	14%

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 6

**Q.4 Regardless of which party you would vote for, please say in each case whether you think each of the following words or phrases is true or not true of the Conservative Party?**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democ-rat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
<b><u>Has a good team of leaders</u></b>																					
True	375	202	173	39	64	59	59	67	87	119	92	82	82	87	105	88	66	29	220	47	27
	37%	41%	32%	32%	40%	29%	34%	44%	41%	45%	31%	38%	33%	32%	39%	35%	46%	32%	69%	22%	28%
Not true	396	204	192	44	60	86	74	54	77	92	115	83	106	103	99	105	46	42	41	125	47
	39%	41%	36%	36%	37%	42%	43%	35%	36%	35%	39%	39%	43%	38%	37%	42%	32%	47%	13%	59%	48%
Don't know	254	86	168	38	38	58	40	32	49	55	90	50	58	78	65	60	32	19	56	40	24
	25%	17%	32%	32%	23%	29%	23%	21%	23%	21%	30%	23%	24%	29%	24%	24%	22%	21%	18%	19%	25%
<b><u>Understands the way people live their lives in today's Britain</u></b>																					
True	324	171	153	45	50	50	51	51	77	101	96	61	65	82	85	79	53	25	219	27	17
	32%	35%	29%	37%	31%	25%	29%	34%	36%	38%	32%	29%	26%	31%	32%	31%	36%	28%	69%	13%	17%
Not true	479	227	252	42	73	108	86	75	95	116	137	93	134	121	123	123	66	45	48	154	60
	47%	46%	47%	34%	45%	53%	50%	49%	45%	43%	46%	43%	54%	45%	46%	48%	46%	50%	15%	73%	61%
Don't know	222	94	128	35	39	46	36	26	41	49	64	61	48	65	60	52	25	20	50	31	21
	22%	19%	24%	29%	24%	22%	21%	17%	19%	19%	22%	28%	19%	24%	22%	20%	18%	22%	16%	14%	22%
<b><u>Shares my values</u></b>																					
True	343	192	152	36	41	47	58	65	96	126	90	66	62	91	91	80	61	20	267	8	17
	33%	39%	28%	30%	25%	23%	33%	43%	45%	47%	30%	30%	25%	34%	34%	32%	43%	22%	84%	4%	17%
Not true	469	220	249	41	75	117	86	66	84	104	145	92	127	122	116	118	60	52	20	169	63
	46%	45%	47%	34%	46%	58%	50%	43%	39%	39%	49%	43%	52%	46%	43%	47%	41%	58%	6%	80%	64%
Don't know	213	81	132	44	46	40	29	21	33	37	61	58	57	56	61	55	23	18	30	35	19
	21%	16%	25%	36%	28%	19%	17%	14%	16%	14%	21%	27%	23%	21%	23%	22%	16%	20%	10%	17%	19%



## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 6

**Q.4 Regardless of which party you would vote for, please say in each case whether you think each of the following words or phrases is true or not true of the Conservative Party?**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democ-rat
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
<b><u>Honest and principled</u></b>																					
True	270 26%	155 32%	114 21%	23 19%	31 19%	42 21%	44 25%	57 37%	72 34%	96 36%	72 24%	51 24%	51 21%	64 24%	86 32%	63 25%	38 26%	18 20%	172 54%	39 19%	18 18%
Not true	438 43%	220 45%	217 41%	44 36%	81 50%	100 49%	78 45%	60 39%	76 36%	110 41%	125 42%	86 40%	117 48%	114 42%	106 39%	111 44%	61 42%	46 51%	53 17%	120 56%	58 58%
Don't know	318 31%	116 24%	201 38%	55 45%	50 31%	61 30%	51 30%	36 23%	65 31%	60 23%	101 34%	78 36%	78 32%	90 34%	77 29%	79 31%	46 32%	26 29%	92 29%	53 25%	23 24%
<b><u>Competent and capable</u></b>																					
True	339 33%	185 38%	154 29%	39 32%	46 28%	51 25%	53 31%	65 43%	85 40%	113 42%	95 32%	61 28%	70 29%	81 30%	95 35%	84 33%	53 37%	26 28%	220 69%	35 16%	23 23%
Not true	371 36%	188 38%	183 34%	33 27%	58 36%	86 42%	76 44%	48 31%	71 33%	88 33%	103 35%	81 38%	99 40%	100 37%	100 37%	82 32%	48 33%	41 46%	23 7%	116 55%	50 51%
Don't know	315 31%	119 24%	196 37%	50 41%	58 36%	65 32%	44 25%	39 26%	58 27%	66 25%	99 33%	73 34%	76 31%	87 32%	74 28%	87 34%	43 30%	23 26%	74 23%	61 29%	26 26%
<b><u>Cares about the problems that ordinary people have to deal with</u></b>																					
True	334 33%	179 36%	155 29%	39 32%	44 27%	57 28%	50 29%	60 39%	83 39%	112 42%	97 33%	62 29%	63 26%	83 31%	97 36%	75 30%	54 37%	25 28%	226 71%	28 13%	19 19%
Not true	456 45%	222 45%	234 44%	42 35%	76 47%	97 48%	88 51%	72 47%	81 38%	104 39%	129 43%	93 43%	131 53%	117 44%	114 43%	116 46%	63 44%	45 50%	38 12%	145 68%	59 60%
Don't know	235 23%	91 19%	144 27%	41 33%	42 26%	48 24%	35 20%	20 13%	49 23%	51 19%	72 24%	60 28%	52 21%	68 25%	57 21%	62 24%	27 19%	20 22%	54 17%	39 18%	21 21%

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 6

**Q.4 Regardless of which party you would vote for, please say in each case whether you think each of the following words or phrases is true or not true of the Conservative Party?**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democrat
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
<b><u>For ordinary people, not just the best off</u></b>																					
True	304 30%	164 33%	140 26%	36 30%	49 30%	44 22%	40 23%	55 36%	81 38%	101 38%	87 29%	54 25%	62 25%	74 27%	89 33%	68 27%	53 37%	21 23%	221 70%	19 9%	13 14%
Not true	492 48%	239 49%	254 48%	43 36%	76 47%	112 55%	95 55%	78 51%	88 41%	115 43%	139 47%	97 45%	141 57%	124 46%	124 46%	130 51%	62 43%	53 58%	42 13%	164 77%	62 63%
Don't know	228 22%	89 18%	139 26%	42 35%	38 23%	47 23%	37 22%	19 13%	45 21%	50 19%	71 24%	64 30%	43 17%	71 26%	56 21%	55 22%	29 20%	17 19%	54 17%	29 14%	24 24%
<b><u>A united party</u></b>																					
True	300 29%	163 33%	137 26%	34 28%	54 33%	46 23%	43 25%	50 33%	73 34%	94 35%	80 27%	55 25%	72 29%	67 25%	100 37%	69 27%	44 31%	20 22%	171 54%	37 18%	30 30%
Not true	408 40%	219 45%	189 35%	36 30%	66 41%	88 43%	80 46%	61 40%	76 36%	114 43%	115 39%	74 34%	106 43%	116 43%	93 35%	103 41%	56 38%	40 45%	61 19%	123 58%	47 48%
Don't know	317 31%	110 22%	207 39%	52 43%	43 26%	69 34%	49 28%	41 27%	63 30%	59 22%	103 35%	87 40%	69 28%	85 32%	76 28%	81 32%	45 31%	30 33%	86 27%	52 24%	22 22%

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 7

**Q.4 Regardless of which party you would vote for, please say in each case whether you think each of the following words or phrases is true or not true of the Liberal Democrats?**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Demo-cratt
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
<b><u>Has a good team of leaders</u></b>																					
True	116	48	68	18	17	26	18	18	19	26	33	18	39	31	30	25	13	16	19	25	32
	11%	10%	13%	15%	11%	13%	10%	12%	9%	10%	11%	8%	16%	11%	11%	10%	9%	18%	6%	12%	32%
Not true	518	299	219	42	76	93	96	88	123	167	148	98	105	118	135	131	87	47	195	108	44
	51%	61%	41%	34%	47%	46%	56%	58%	58%	63%	50%	45%	42%	44%	50%	52%	60%	52%	61%	51%	45%
Don't know	391	145	246	62	69	84	58	46	72	73	116	100	103	120	103	96	45	27	104	78	23
	38%	29%	46%	51%	43%	41%	34%	31%	34%	27%	39%	46%	42%	45%	38%	38%	31%	30%	33%	37%	23%
<b><u>Understands the way people live their lives in today's Britain</u></b>																					
True	336	171	166	35	50	65	55	60	71	107	110	45	74	90	90	79	47	30	95	88	76
	33%	35%	31%	29%	31%	32%	32%	39%	33%	40%	37%	21%	30%	34%	33%	31%	33%	33%	30%	42%	77%
Not true	337	187	151	24	55	69	65	52	73	94	79	80	84	71	81	91	58	35	116	61	10
	33%	38%	28%	20%	34%	34%	38%	34%	34%	35%	27%	37%	34%	27%	30%	36%	40%	39%	36%	29%	10%
Don't know	351	134	217	63	57	69	52	40	70	66	108	90	88	107	97	83	39	25	107	63	12
	34%	27%	41%	51%	35%	34%	30%	26%	33%	25%	36%	42%	36%	40%	36%	33%	27%	27%	34%	30%	13%
<b><u>Shares my values</u></b>																					
True	249	117	133	30	45	44	37	45	48	78	79	29	63	66	61	60	42	21	51	55	82
	24%	24%	25%	24%	28%	22%	22%	30%	23%	29%	27%	14%	26%	25%	23%	24%	29%	23%	16%	26%	83%
Not true	411	238	173	30	59	85	83	65	90	120	106	92	94	92	109	106	63	42	159	85	11
	40%	48%	32%	24%	36%	42%	48%	43%	42%	45%	36%	43%	38%	34%	41%	42%	43%	47%	50%	40%	11%
Don't know	364	137	227	62	58	74	53	42	75	69	112	95	89	111	99	88	40	27	107	73	7
	36%	28%	43%	51%	36%	36%	31%	28%	35%	26%	38%	44%	36%	41%	37%	35%	27%	30%	34%	34%	7%

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 7

**Q.4 Regardless of which party you would vote for, please say in each case whether you think each of the following words or phrases is true or not true of the Liberal Democrats?**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democ-rat
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
<b><u>Honest and principled</u></b>																					
True	306 30%	172 35%	135 25%	26 21%	45 28%	62 31%	46 27%	63 41%	64 30%	111 42%	85 29%	46 22%	64 26%	79 29%	81 30%	74 29%	47 32%	26 29%	96 30%	84 39%	63 63%
Not true	307 30%	169 34%	138 26%	29 24%	52 32%	63 31%	65 38%	43 28%	56 26%	80 30%	87 29%	68 32%	72 29%	65 24%	80 30%	82 32%	49 34%	33 36%	97 31%	51 24%	17 17%
Don't know	412 40%	151 31%	261 49%	67 55%	66 40%	77 38%	62 36%	46 30%	94 44%	76 29%	125 42%	101 47%	110 45%	125 47%	108 40%	97 39%	49 34%	31 35%	125 39%	77 37%	19 19%
<b><u>Competent and capable</u></b>																					
True	144 14%	73 15%	72 13%	12 10%	23 14%	38 19%	19 11%	24 16%	28 13%	48 18%	38 13%	23 11%	34 14%	34 13%	39 14%	35 14%	20 14%	16 18%	35 11%	33 16%	41 42%
Not true	435 42%	253 52%	181 34%	39 32%	66 41%	78 39%	84 49%	72 47%	95 44%	136 51%	119 40%	87 40%	93 38%	102 38%	109 41%	109 43%	73 51%	41 46%	163 51%	85 40%	25 26%
Don't know	446 44%	166 34%	280 53%	70 58%	73 45%	87 43%	69 40%	56 37%	91 43%	82 31%	140 47%	105 49%	119 48%	132 49%	121 45%	109 43%	51 35%	32 36%	120 38%	94 44%	33 33%
<b><u>Cares about the problems that ordinary people have to deal with</u></b>																					
True	390 38%	209 43%	181 34%	35 29%	56 35%	79 39%	59 34%	73 48%	88 42%	134 50%	116 39%	52 24%	88 36%	100 37%	98 36%	96 38%	66 45%	30 33%	116 37%	98 46%	86 87%
Not true	282 28%	149 30%	133 25%	22 18%	51 31%	57 28%	62 36%	38 25%	53 25%	74 28%	78 26%	61 29%	70 28%	64 24%	72 27%	73 29%	39 27%	34 38%	90 28%	51 24%	4 4%
Don't know	353 34%	134 27%	219 41%	65 53%	55 34%	67 33%	52 30%	42 28%	72 34%	59 22%	103 35%	102 47%	89 36%	104 39%	99 37%	84 33%	40 28%	26 29%	112 35%	64 30%	9 9%

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 7

**Q.4 Regardless of which party you would vote for, please say in each case whether you think each of the following words or phrases is true or not true of the Liberal Democrats?**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democ-rat
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
<b><u>For ordinary people, not just the best off</u></b>																					
True	394	210	184	39	55	77	64	73	86	128	119	51	96	97	96	99	66	36	118	96	81
	38%	43%	34%	32%	34%	38%	37%	48%	40%	48%	40%	24%	39%	36%	36%	39%	46%	40%	37%	45%	82%
Not true	278	146	132	21	51	59	55	37	55	77	71	60	71	65	69	76	39	29	84	56	9
	27%	30%	25%	17%	32%	29%	32%	24%	26%	29%	24%	28%	29%	24%	26%	30%	27%	33%	26%	27%	9%
Don't know	353	135	217	61	56	67	54	42	72	61	108	104	79	107	103	78	40	24	116	59	9
	34%	28%	41%	50%	35%	33%	31%	28%	34%	23%	36%	49%	32%	40%	38%	31%	27%	27%	37%	28%	9%
<b><u>A united party</u></b>																					
True	116	59	57	16	22	26	16	16	18	31	29	19	38	33	25	29	13	16	26	25	36
	11%	12%	11%	13%	14%	13%	9%	11%	9%	11%	10%	9%	15%	12%	9%	12%	9%	18%	8%	12%	36%
Not true	481	273	208	37	67	93	92	84	109	158	136	86	100	113	133	115	80	41	174	105	39
	47%	56%	39%	31%	41%	46%	53%	55%	51%	59%	46%	40%	41%	42%	49%	45%	55%	45%	55%	49%	39%
Don't know	428	160	268	68	73	83	65	53	86	77	132	110	108	123	111	109	52	33	118	83	24
	42%	32%	50%	56%	45%	41%	38%	35%	40%	29%	44%	51%	44%	46%	41%	43%	36%	37%	37%	39%	25%

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 8

**Q.5 The Liberal Democrats are currently in the process of choosing a new leader to replace Ming Campbell, who resigned last month. The two candidates for leader are Nick Clegg and Chris Huhne. From what you have seen and heard of this contest so far, which of them do you think would be most likely to improve the party's prospects?**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democ-rat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
Nick Clegg	100 10%	62 13%	38 7%	6 5%	15 9%	17 8%	18 11%	17 11%	28 13%	33 12%	26 9%	20 10%	20 8%	22 8%	28 11%	25 10%	17 12%	7 7%	44 14%	21 10%	19 19%
Chris Huhne	93 9%	69 14%	24 4%	10 8%	19 12%	22 11%	12 7%	12 8%	18 8%	30 11%	36 12%	17 8%	10 4%	30 11%	26 10%	21 8%	11 8%	4 5%	34 11%	18 8%	15 15%
No opinion	248 24%	140 28%	108 20%	27 22%	45 28%	46 23%	40 23%	33 22%	56 26%	68 26%	59 20%	55 26%	65 27%	69 26%	62 23%	60 24%	36 25%	20 22%	82 26%	44 21%	9 9%
Don't know enough	578 56%	218 44%	360 68%	76 63%	84 52%	116 57%	102 59%	90 59%	109 51%	132 50%	173 58%	122 57%	151 61%	145 54%	152 56%	144 57%	79 55%	59 65%	158 50%	127 60%	54 54%
Prefer not to say	7 1%	4 1%	3 1%	3 2%	-	2 1%	-	-	2 1%	3 1%	4 1%	-	-	2 1%	-	3 1%	1 1%	1 1%	-	2 1%	2 2%

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 9

**Q.6 The Conservatives have said that this incident calls into question 'the basic competence of the government'. Do you agree or disagree with this view? {#PS}**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democ-rat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
Agree	653 64%	318 65%	336 63%	74 60%	102 63%	125 61%	112 65%	100 66%	141 66%	170 64%	184 62%	148 69%	152 62%	179 67%	179 66%	154 61%	84 58%	58 64%	273 86%	61 29%	59 60%
Disagree	285 28%	149 30%	136 25%	26 21%	44 27%	59 29%	49 29%	42 28%	64 30%	85 32%	84 28%	51 24%	65 26%	70 26%	66 25%	75 29%	53 36%	21 24%	35 11%	135 64%	33 34%
Prefer not to say	11 1%	2 *	8 2%	4 3%	3 2%	1 *	1 *	- -	3 1%	3 1%	6 2%	1 *	2 1%	4 1%	4 1%	3 1%	- -	- -	- -	4 2%	- -
Don't know	76 7%	23 5%	53 10%	19 16%	13 8%	18 9%	11 6%	10 6%	5 2%	9 3%	25 8%	16 7%	27 11%	16 6%	20 7%	21 8%	8 5%	11 13%	10 3%	12 6%	6 6%

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 10

**Q.7 Should the Chancellor of the Exchequer resign, or be sacked, as a result of this incident - which he described as 'a catastrophic error'?**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democ-rat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
Yes, he should lose his job	448 44%	240 49%	209 39%	40 33%	74 46%	91 45%	72 42%	73 48%	98 46%	115 43%	97 33%	110 51%	126 51%	115 43%	103 38%	131 52%	66 46%	33 36%	194 61%	50 24%	38 39%
No he should not lose his job	412 40%	206 42%	206 39%	46 38%	62 38%	79 39%	77 45%	58 38%	90 42%	125 47%	132 44%	74 35%	80 33%	107 40%	113 42%	86 34%	68 47%	38 42%	91 29%	132 62%	46 47%
Prefer not to say	8 1%	2 *	6 1%	4 3%	-	1 *	1 *	-	3 1%	1 *	2 1%	1 *	4 2%	2 1%	2 1%	3 1%	-	1 1%	-	1 *	-
Don't know	157 15%	45 9%	112 21%	32 26%	26 16%	32 16%	23 13%	21 14%	23 11%	26 10%	65 22%	30 14%	36 14%	44 16%	50 19%	33 13%	11 7%	19 21%	33 10%	30 14%	14 14%



## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 11

**Q.8 Do you think this was an unfortunate one-off incident or does it undermine your confidence in the government's general ability to handle other confidential data that is held by different departments and agencies?**

**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democ-rat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
One off	186	88	99	20	40	43	27	25	31	45	62	38	41	51	40	46	30	19	23	86	17
	18%	18%	18%	17%	25%	21%	16%	17%	14%	17%	21%	18%	17%	19%	15%	18%	21%	21%	7%	41%	17%
Undermines confidence	746	371	374	83	110	143	133	113	164	205	205	163	173	197	203	181	105	59	288	96	77
	73%	75%	70%	68%	68%	71%	77%	74%	77%	77%	69%	76%	70%	73%	76%	72%	72%	66%	91%	45%	78%
Prefer not to say	7	2	6	2	-	1	1	-	3	1	-	3	4	2	2	3	-	-	-	3	1
	1%	*	1%	1%	-	*	1%	-	2%	*	-	1%	2%	1%	1%	1%	-	-	-	1%	1%
Don't know	85	31	54	17	13	16	11	14	15	15	31	11	28	18	23	23	10	12	6	27	4
	8%	6%	10%	14%	8%	8%	6%	9%	7%	6%	10%	5%	11%	7%	9%	9%	7%	13%	2%	13%	4%

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 12

**Q.9 Some people have said that this incident shows that the government cannot be trusted properly to protect and manage confidential information about people and therefore means that the plans to introduce ID cards must now be abandoned. Do you think that the government should go ahead with its plan for ID cards, or should the idea of introducing ID cards be dropped?**

**Base: All respondents**

	Gender		Age							Social Class				Region				Voting Intention			
	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	Lib-eral Democ-rat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
Go ahead with ID cards	300	160	140	27	52	68	53	38	63	80	75	73	73	82	71	82	36	29	71	107	21
	29%	33%	26%	22%	32%	33%	31%	25%	30%	30%	25%	34%	30%	30%	26%	32%	25%	32%	22%	50%	22%
Drop ID cards	568	290	278	62	78	105	99	100	123	163	160	117	128	145	149	140	83	51	215	79	67
	55%	59%	52%	51%	48%	52%	58%	66%	58%	61%	54%	54%	52%	54%	55%	55%	57%	56%	68%	37%	68%
Prefer not to say	7	4	3	1	1	1	1	1	2	1	2	2	2	1	3	1	1	-	2	3	-
	1%	1%	1%	1%	1%	*	*	1%	1%	*	1%	1%	1%	*	1%	*	1%	-	1%	1%	-
Don't know	150	38	112	32	32	29	20	13	25	23	60	24	43	40	45	30	24	10	29	23	10
	15%	8%	21%	27%	19%	14%	12%	8%	12%	9%	20%	11%	17%	15%	17%	12%	17%	12%	9%	11%	11%

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 13

**Q.10 Some people have called for an urgent new law that would strengthen the security of data kept by government departments, agencies and businesses - for example by requiring encryption, not just password protection - and require organizations that lose information to inform immediately members of the public who are affected. Others have said that this is not a case where new laws are needed and that all the lessons arising from this incident could simply be dealt with by much better and more professional management processes for confidential data. Which of these is closer to your own view?**

**Base: All respondents**

	Gender		Age						Social Class				Region					Voting Intention			
	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	Lib-eral Democ-rat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
A new law is needed	386 38%	183 37%	203 38%	50 41%	67 41%	66 32%	67 39%	60 40%	76 36%	86 32%	113 38%	86 40%	101 41%	107 40%	100 37%	90 36%	59 41%	30 33%	126 40%	79 37%	35 36%
Improved management, not a new law is needed	576 56%	292 59%	284 53%	53 43%	85 53%	124 61%	99 58%	86 57%	129 60%	172 65%	161 54%	109 51%	133 54%	147 55%	147 55%	147 58%	82 57%	55 61%	182 57%	123 58%	59 59%
Prefer not to say	5 1%	1 *	4 1%	4 3%	- -	1 *	1 *	- -	- -	1 *	4 1%	1 *	- -	1 *	- -	3 1%	- -	1 1%	1 *	1 *	- -
Don't know	57 6%	16 3%	42 8%	15 12%	10 6%	12 6%	6 4%	6 4%	8 4%	7 3%	19 7%	19 9%	12 5%	14 5%	22 8%	13 5%	3 2%	5 6%	9 3%	9 4%	5 5%

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 14  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Demo-crats
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
Yes	615	306	309	74	105	118	108	85	125	199	189	128	100	171	146	153	84	60	198	132	62
	60%	62%	58%	60%	65%	58%	62%	56%	59%	75%	63%	59%	41%	64%	55%	60%	58%	67%	62%	62%	63%
No	410	186	224	48	57	84	65	67	88	68	109	88	146	97	122	101	61	30	120	80	37
	40%	38%	42%	40%	35%	42%	38%	44%	41%	25%	37%	41%	59%	36%	45%	40%	42%	33%	38%	38%	37%

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 15  
**Tenure**  
**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Dem-ocrat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
Owned outright (without mortgage)	335 33%	150 30%	185 35%	22 18%	13 8%	26 13%	48 28%	71 47%	154 72%	89 34%	99 33%	67 31%	79 32%	83 31%	86 32%	81 32%	59 41%	26 29%	139 44%	66 31%	32 32%
Owned with a mortgage or loan	396 39%	223 45%	173 32%	37 30%	92 57%	120 59%	83 48%	42 28%	22 10%	133 50%	124 42%	97 45%	41 17%	102 38%	114 43%	92 36%	48 33%	40 44%	126 40%	79 37%	38 39%
Rented from Council	132 13%	47 10%	85 16%	17 14%	16 10%	29 14%	25 15%	22 15%	22 10%	12 4%	20 7%	22 10%	78 32%	36 13%	37 14%	39 16%	7 5%	13 14%	19 6%	32 15%	14 14%
Rented from housing association	41 4%	16 3%	25 5%	8 6%	3 2%	9 4%	7 4%	6 4%	8 4%	4 1%	9 3%	8 4%	21 8%	11 4%	7 3%	12 5%	7 5%	4 4%	7 2%	10 5%	3 3%
Rented from someone else	108 11%	51 10%	57 11%	26 22%	36 22%	19 9%	9 5%	10 6%	7 3%	24 9%	42 14%	17 8%	25 10%	34 13%	21 8%	28 11%	20 14%	5 6%	24 8%	24 11%	11 11%
Rent free	14 1%	5 1%	8 2%	11 9%	1 1%	-	-	1 1%	-	4 1%	3 1%	4 2%	2 1%	3 1%	3 1%	1 1%	4 3%	2 2%	3 1%	2 1%	2 2%

**Times Poll**  
**ONLINE Fieldwork : 21st November 2007**

Absolutes/col percents

Table 16  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democrat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
None	213 21%	83 17%	130 24%	37 31%	29 18%	31 15%	34 20%	30 20%	51 24%	24 9%	64 22%	39 18%	86 35%	68 25%	42 15%	60 24%	20 14%	24 27%	40 12%	43 20%	22 22%
1	426 42%	207 42%	219 41%	29 24%	64 39%	92 45%	63 36%	61 40%	118 55%	97 37%	135 45%	87 40%	107 44%	100 37%	120 45%	106 42%	66 46%	34 37%	137 43%	93 44%	46 46%
2	294 29%	147 30%	147 28%	31 26%	49 30%	70 35%	54 32%	52 34%	38 18%	105 39%	82 28%	64 30%	43 17%	71 26%	78 29%	71 28%	49 34%	25 28%	105 33%	59 28%	18 18%
3+	91 9%	54 11%	37 7%	24 20%	20 13%	10 5%	21 12%	9 6%	7 3%	40 15%	16 5%	25 12%	10 4%	30 11%	29 11%	17 7%	9 6%	7 8%	36 11%	17 8%	13 13%

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 17  
Which of the following best describes your current working status?  
Base: All respondents

	Gender		Age							Social Class				Region					Voting Intention		
	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	Lib-eral Dem-ocrat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
Working full time (30+ hrs a week)	461 45%	301 61%	160 30%	57 47%	114 70%	127 62%	103 60%	53 35%	8 4%	154 58%	150 50%	115 54%	43 17%	127 47%	128 48%	103 41%	65 45%	38 42%	145 46%	93 44%	45 45%
Working part time (8-29 hrs a week)	123 12%	29 6%	94 18%	14 12%	15 10%	28 14%	27 16%	26 17%	13 6%	30 11%	40 13%	28 13%	25 10%	38 14%	28 10%	27 11%	20 14%	10 11%	36 11%	33 16%	15 15%
Not working but seeking work or temporarily unemployed/sick	43 4%	25 5%	18 3%	7 6%	12 7%	9 5%	8 5%	7 4%	- -	2 1%	7 2%	3 2%	30 12%	5 2%	13 5%	18 7%	5 3%	2 2%	7 2%	10 5%	3 3%
Not working/Not seeking work	32 3%	14 3%	18 3%	3 3%	- -	11 6%	6 3%	8 5%	3 2%	1 *	4 1%	2 1%	25 10%	8 3%	6 2%	8 3%	9 6%	* *	5 2%	6 3%	7 7%
Retired on state pension ONLY	88 9%	22 4%	67 13%	- -	- -	1 1%	1 1%	15 10%	71 33%	6 2%	5 2%	9 4%	68 28%	23 9%	25 9%	29 11%	8 6%	3 4%	32 10%	11 5%	8 8%
Retired with a private pension	152 15%	72 15%	80 15%	- -	- -	2 1%	3 2%	32 21%	115 54%	56 21%	54 18%	30 14%	12 5%	34 13%	33 12%	38 15%	28 20%	19 21%	65 21%	29 14%	10 10%
Student	41 4%	21 4%	20 4%	33 27%	5 3%	- -	2 1%	- -	- -	6 2%	22 7%	8 4%	5 2%	12 4%	7 3%	7 3%	5 4%	10 11%	10 3%	7 4%	6 6%
House person/Housewife/ Househusband	85 8%	9 2%	76 14%	7 6%	16 10%	25 13%	23 13%	11 7%	2 1%	12 4%	16 5%	20 9%	38 16%	21 8%	29 11%	24 9%	4 3%	7 8%	16 5%	23 11%	5 5%

**Times Poll**  
**ONLINE Fieldwork : 21st November 2007**

Absolutes/col percents

Table 18  
**What was your age on your last birthday?**  
**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democ-rat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
18-24	122 12%	53 11%	69 13%	122 100%	-	-	-	-	-	24 9%	46 15%	23 11%	28 12%	34 13%	32 12%	27 11%	16 11%	13 14%	30 10%	22 10%	11 11%
25-34	162 16%	90 18%	73 14%	-	162 100%	-	-	-	-	51 19%	51 17%	42 19%	19 8%	47 17%	32 12%	44 17%	24 17%	15 17%	43 14%	41 19%	16 17%
35-44	203 20%	111 23%	92 17%	-	-	203 100%	-	-	-	52 19%	65 22%	38 18%	48 20%	50 19%	65 24%	53 21%	22 15%	13 14%	44 14%	45 21%	24 24%
45-54	173 17%	90 18%	83 15%	-	-	-	173 100%	-	-	43 16%	41 14%	50 23%	38 16%	45 17%	49 18%	44 17%	23 16%	12 14%	55 17%	38 18%	16 17%
55-64	152 15%	65 13%	87 16%	-	-	-	-	152 100%	-	45 17%	40 13%	25 11%	43 17%	39 15%	39 15%	32 13%	25 17%	17 18%	56 18%	27 13%	9 9%
65+	213 21%	82 17%	131 25%	-	-	-	-	-	213 100%	51 19%	55 18%	37 17%	70 28%	54 20%	51 19%	53 21%	35 24%	20 22%	89 28%	38 18%	21 21%



**Times Poll**  
**ONLINE Fieldwork : 21st November 2007**

Absolutes/col percents

Table 19  
**Gender**  
**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Demo-crats
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
Male	492	492	-	53	90	111	90	65	82	166	127	98	101	117	146	118	72	39	174	100	55
	48%	100%	-	44%	55%	55%	52%	43%	39%	62%	43%	45%	41%	44%	54%	47%	50%	43%	55%	47%	56%
Female	533	-	533	69	73	92	83	87	131	100	170	117	145	152	122	135	73	52	144	112	44
	52%	-	100%	56%	45%	45%	48%	57%	61%	38%	57%	55%	59%	56%	46%	53%	50%	57%	45%	53%	44%

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 20  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democrat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
Anglia	81 8%	38 8%	43 8%	12 10%	9 5%	13 6%	19 11%	18 12%	11 5%	17 6%	27 9%	17 8%	20 8%	-	81 30%	-	-	-	30 9%	19 9%	4 4%
Border	11 1%	7 1%	5 1%	-	4 3%	2 1%	1 *	3 2%	1 1%	3 1%	3 1%	1 1%	4 2%	-	-	6 2%	-	5 6%	3 1%	3 1%	1 1%
Central	170 17%	96 20%	74 14%	16 13%	20 12%	47 23%	32 18%	17 11%	38 18%	36 14%	48 16%	37 17%	48 19%	6 2%	157 59%	1 *	6 4%	-	57 18%	32 15%	13 14%
Grampian	25 2%	13 3%	13 2%	2 2%	4 3%	5 2%	5 3%	2 1%	7 3%	6 2%	10 3%	6 3%	4 2%	-	-	-	-	25 28%	5 1%	5 2%	2 2%
Granada	123 12%	63 13%	60 11%	16 13%	17 11%	32 16%	21 12%	14 9%	23 11%	31 12%	35 12%	28 13%	30 12%	6 2%	2 1%	112 44%	3 2%	-	33 10%	30 14%	16 16%
London (Carlton/LWT)	176 17%	80 16%	96 18%	21 17%	27 17%	36 18%	25 15%	31 20%	37 17%	50 19%	48 16%	30 14%	48 20%	160 59%	17 6%	-	-	-	52 17%	37 18%	18 18%
Meridian	108 11%	46 9%	62 12%	12 10%	22 14%	18 9%	19 11%	15 10%	22 10%	36 13%	21 7%	31 14%	21 9%	97 36%	* *	-	10 7%	-	45 14%	18 9%	15 16%
Scottish (STV)	59 6%	24 5%	35 7%	11 9%	9 6%	7 4%	7 4%	12 8%	13 6%	12 4%	22 7%	12 5%	13 5%	-	-	-	-	59 65%	6 2%	9 4%	5 5%
Tyne Tees	47 5%	15 3%	32 6%	7 6%	4 2%	5 2%	9 5%	7 5%	15 7%	9 3%	20 7%	5 2%	12 5%	-	-	47 18%	-	1 1%	12 4%	11 5%	6 6%
Wales (HTV)	50 5%	31 6%	18 3%	6 5%	11 7%	7 4%	7 4%	3 2%	14 7%	18 7%	13 4%	7 3%	11 5%	-	-	1 *	49 34%	-	9 3%	17 8%	7 7%
West (HTV)	34 3%	16 3%	18 3%	5 4%	8 5%	4 2%	5 3%	5 3%	8 4%	5 2%	20 7%	8 4%	1 *	-	-	-	34 24%	-	16 5%	5 2%	-
Westcountry	42 4%	19 4%	23 4%	5 4%	4 2%	8 4%	5 3%	14 9%	7 3%	11 4%	9 3%	13 6%	9 4%	-	-	-	42 29%	-	16 5%	8 4%	5 5%
Yorkshire	98 10%	44 9%	54 10%	8 7%	22 14%	21 10%	16 9%	12 8%	19 9%	32 12%	22 7%	19 9%	25 10%	-	11 4%	87 34%	-	-	34 11%	19 9%	6 6%

Prepared by Populus



**Times Poll**  
**ONLINE Fieldwork : 21st November 2007**

Absolutes/col percents

Table 21  
**Social class**  
**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Democrat
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
AB	266 26%	166 34%	100 19%	24 20%	51 31%	52 25%	43 25%	45 30%	51 24%	266 100%	-	-	-	80 30%	57 21%	70 27%	42 29%	18 20%	105 33%	52 24%	34 34%
C1	297 29%	127 26%	170 32%	46 38%	51 31%	65 32%	41 24%	40 26%	55 26%	-	297 100%	-	-	66 25%	79 29%	72 28%	45 31%	35 39%	84 26%	68 32%	21 21%
C2	215 21%	98 20%	117 22%	23 19%	42 26%	38 19%	50 29%	25 16%	37 18%	-	-	215 100%	-	59 22%	55 21%	48 19%	35 24%	18 20%	69 22%	37 17%	18 18%
DE	246 24%	101 21%	145 27%	28 23%	19 12%	48 24%	38 22%	43 28%	70 33%	-	-	-	246 100%	63 24%	78 29%	64 25%	23 16%	19 21%	60 19%	55 26%	27 27%

## Times Poll

### ONLINE Fieldwork : 21st November 2007

Absolutes/col percents

Table 22  
Regions  
Base: All respondents

	Gender			Age						Social Class				Region					Voting Intention		
	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	Lib-eral Demo-crats
Unweighted base	1025	475	550	118	136	197	182	171	221	344	253	153	275	279	267	270	112	97	319	220	103
Weighted base	1025	492	533	122	162	203	173	152	213	266	297	215	246	269	269	253	145	90	318	212	99
Scotland	90 9%	39 8%	52 10%	13 10%	15 9%	13 6%	12 7%	17 11%	20 10%	18 7%	35 12%	18 8%	19 8%	-	-	-	-	90 100%	11 4%	14 7%	9 9%
North East	46 5%	14 3%	33 6%	7 6%	5 3%	4 2%	9 5%	7 5%	13 6%	9 3%	21 7%	5 2%	11 4%	-	-	46 18%	-	-	11 3%	11 5%	6 6%
North West	119 12%	64 13%	55 10%	12 9%	18 11%	32 16%	19 11%	14 9%	24 11%	31 12%	32 11%	26 12%	30 12%	-	-	119 47%	-	-	34 11%	32 15%	15 15%
Yorks & Humber	88 9%	41 8%	47 9%	8 7%	21 13%	17 8%	16 9%	10 7%	16 8%	29 11%	18 6%	18 8%	23 9%	-	-	88 35%	-	-	28 9%	18 9%	6 6%
West Midlands	96 9%	53 11%	44 8%	13 11%	10 6%	32 16%	12 7%	9 6%	21 10%	24 9%	25 8%	17 8%	30 12%	-	96 36%	-	-	-	31 10%	19 9%	2 2%
Wales	53 5%	33 7%	21 4%	6 5%	11 7%	9 5%	8 5%	3 2%	16 7%	19 7%	15 5%	7 3%	12 5%	-	-	-	53 37%	-	8 2%	18 9%	7 7%
Eastern	94 9%	46 9%	48 9%	15 12%	11 7%	16 8%	20 11%	17 11%	16 7%	19 7%	33 11%	17 8%	26 11%	-	94 35%	-	-	-	32 10%	22 11%	4 4%
London	130 13%	55 11%	76 14%	19 16%	22 14%	23 11%	23 13%	20 13%	22 10%	37 14%	37 12%	24 11%	32 13%	130 48%	-	-	-	-	42 13%	23 11%	13 13%
South East	138 14%	62 13%	76 14%	15 12%	25 15%	27 13%	22 13%	19 12%	32 15%	44 16%	29 10%	34 16%	31 13%	138 52%	-	-	-	-	52 16%	29 14%	18 18%
South West	91 9%	39 8%	52 10%	10 8%	13 8%	13 6%	14 8%	22 14%	19 9%	22 8%	31 10%	28 13%	11 4%	-	-	-	91 63%	-	38 12%	15 7%	7 7%
East Midlands	78 8%	48 10%	30 6%	4 4%	11 7%	18 9%	17 10%	13 9%	15 7%	13 5%	21 7%	22 10%	22 9%	-	78 29%	-	-	-	31 10%	11 5%	11 11%