

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 1

**Q.2 If there was a general election tomorrow, which party would you vote for?**

**Base: All respondents**

	Sex		Age							Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008		
	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- crat	Con- ser- vative	Labour		Lib- eral Demo- crat	
Unweighted base	1509	678	831	113	183	254	314	277	368	498	342	239	430	378	393	376	218	144	432	314	170	327	413	154	55	
Weighted base	1509	723	786	180	242	296	255	222	314	400	437	317	356	396	397	370	214	131	406	282	199	297	350	192	48	
Conservative	406 27%	215 30%	191 24%	26 14%	42 17%	81 27%	78 31%	68 31%	110 35%	142 35%	122 28%	69 22%	74 21%	130 33%	122 31%	85 23%	58 27%	11 9%	406 100%	-	-	237 80%	48 14%	25 13%	48 100%	
Labour	282 19%	140 19%	142 18%	28 16%	53 22%	43 14%	43 17%	52 23%	64 20%	70 18%	71 16%	48 15%	93 26%	62 16%	66 17%	85 23%	41 19%	28 21%	-	282 100%	-	5 2%	188 54%	11 6%	-	
Liberal Democrat	199 13%	87 12%	111 14%	21 12%	46 19%	36 12%	40 16%	26 12%	30 10%	64 16%	64 15%	42 13%	28 8%	54 13%	54 14%	42 11%	35 17%	14 10%	-	-	199 100%	10 3%	30 9%	100 52%	-	
SNP	26 2%	14 2%	12 2%	5 3%	2 1%	8 3%	4 2%	5 2%	2 1%	4 1%	7 2%	7 2%	8 2%	-	-	-	-	26 20%	-	-	-	-	3 1%	1 *	-	
Plaid Cymru	4 *	2 *	2 *	1 1%	-	-	1 *	1 *	1 *	-	-	3 1%	1 *	-	-	-	4 2%	-	-	-	-	-	-	1 *	-	-
The Green Party	37 2%	15 2%	23 3%	5 3%	8 3%	11 4%	8 3%	4 2%	2 1%	10 2%	15 3%	7 2%	6 2%	18 5%	8 2%	7 2%	4 2%	-	-	-	-	3 1%	8 2%	7 4%	-	
The United Kingdom Independence Party (UKIP)	29 2%	18 3%	11 1%	1 1%	1 *	7 2%	8 3%	4 2%	7 2%	9 2%	7 2%	8 2%	6 2%	5 1%	16 4%	6 1%	2 1%	-	-	-	-	8 3%	1 *	4 2%	-	
The British National Party (BNP)	22 1%	16 2%	6 1%	7 4%	3 1%	4 2%	2 1%	2 1%	3 1%	6 2%	3 1%	6 2%	7 2%	7 2%	2 1%	9 3%	2 1%	1 1%	-	-	-	3 1%	-	1 1%	-	
Some other party	15 1%	7 1%	8 1%	2 1%	6 2%	3 1%	1 *	3 1%	1 *	2 1%	8 2%	3 1%	2 *	6 1%	3 1%	2 1%	1 1%	3 2%	-	-	-	-	5 1%	4 2%	-	
Would not vote at all	252 17%	112 16%	140 18%	63 35%	48 20%	58 20%	36 14%	21 9%	26 8%	31 8%	79 18%	79 25%	63 18%	66 17%	58 15%	69 19%	33 15%	26 20%	-	-	-	8 3%	13 4%	10 5%	-	
Refused	80 5%	38 5%	42 5%	-	9 4%	5 2%	15 6%	16 7%	35 11%	25 6%	19 4%	13 4%	24 7%	13 3%	20 5%	26 7%	13 6%	8 6%	-	-	-	7 2%	14 4%	9 4%	-	
Don't know	156 10%	59 8%	97 12%	19 11%	25 10%	40 13%	20 8%	22 10%	31 10%	37 9%	43 10%	31 10%	45 13%	35 9%	47 12%	39 11%	20 9%	14 11%	-	-	-	15 5%	39 11%	22 11%	-	

Prepared on behalf of The Times by Populus



## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 2

**Q.1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.**

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

**Q.2 If there were a general election tomorrow, which party would you vote for?**

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

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008		
	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- crat	Con- ser- vative	Labour		Lib- eral Demo- crat	
Unweighted base	921	439	482	52	102	143	202	182	239	346	208	131	235	240	236	225	136	83	400	271	144	280	300	114	49	
Weighted base	892	454	438	79	129	165	165	147	207	277	264	159	191	246	234	208	131	72	373	238	169	255	254	141	44	
Conservative	373 42%	198 44%	175 40%	24 30%	35 27%	72 44%	72 44%	63 43%	107 52%	134 48%	112 42%	59 37%	68 35%	120 49%	109 47%	80 38%	53 41%	11 15%	373 100%	-	-	229 90%	44 17%	23 16%	44 100%	
Labour	238 27%	119 26%	119 27%	21 26%	40 31%	35 21%	38 23%	46 32%	58 28%	60 22%	60 23%	40 25%	78 41%	50 20%	54 23%	75 36%	37 28%	23 32%	-	238 100%	-	4 2%	169 66%	11 8%	-	
Liberal Democrat	169 19%	75 17%	94 21%	19 24%	36 28%	30 18%	35 21%	23 16%	27 13%	57 20%	56 21%	34 21%	22 12%	48 20%	44 19%	34 16%	30 23%	12 17%	-	-	169 100%	9 3%	26 10%	92 66%	-	
SNP	22 2%	12 3%	10 2%	5 6%	2 1%	6 4%	4 2%	4 3%	2 1%	3 1%	6 2%	6 3%	6 3%	-	-	-	-	22 30%	-	-	-	-	2 1%	1 1%	-	
Plaid Cymru	3 *	1 *	2 *	1 1%	-	-	1 1%	1 *	1 *	-	-	2 1%	1 *	-	-	-	3 2%	-	-	-	-	-	1 *	-	-	-
The Green Party	31 3%	14 3%	17 4%	4 5%	7 6%	9 6%	7 4%	2 1%	2 1%	9 3%	14 5%	4 3%	4 2%	15 6%	7 3%	5 2%	4 3%	-	-	-	-	3 1%	7 3%	6 4%	-	
The United Kingdom Independence Party (UKIP)	27 3%	17 4%	10 2%	1 2%	* *	6 4%	8 5%	4 3%	7 3%	9 3%	6 2%	8 5%	4 2%	5 2%	15 6%	5 2%	2 1%	-	-	-	-	8 3%	1 1%	4 3%	-	
The British National Party (BNP)	17 2%	13 3%	5 1%	5 6%	3 3%	4 3%	1 1%	2 1%	2 1%	4 1%	3 1%	5 3%	6 3%	4 2%	2 1%	8 4%	2 1%	1 1%	-	-	-	2 1%	-	1 1%	-	
Some other party	12 1%	6 1%	6 1%	1 1%	5 4%	2 1%	* *	2 1%	1 *	2 1%	6 2%	2 1%	1 1%	4 2%	2 1%	2 1%	1 1%	3 4%	-	-	-	-	4 2%	3 2%	-	

**Times Poll**  
**CATI Fieldwork : January 8th-10th 2010**

Col percents

Table 3  
**Published voting intention figures**

	<u>Total</u>
Conservative	41%
Labour	28%
Liberal Democrat/ Liberal	19%
Scottish National Party/SNP	2%
Plaid Cymru	*
Other	9%

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 4

**Q.4 The next general election, for Westminster MPs, has to take place by this summer and most pundits expect that it will be in May this year.**

**Which of the following do you think is the most likely result at the next general election?**

**Base: All "Sample A" respondents**

	Sex		Age						Social Class				Region					Voting Intention			Vote in 2005			Labour 2005, Con 2008	
	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-o-cratic	Con-ser-vative	Labour		Lib-eral Dem-o-cratic
Unweighted base	754	340	414	61	96	135	150	127	185	254	159	112	229	207	204	178	104	61	193	153	87	150	192	82	24
Weighted base	756	359	397	94	122	154	124	101	160	207	207	152	190	217	197	183	99	59	184	137	103	140	160	101	20
A Conservative landslide (majority of over 100 in the House of Commons)	65 9%	38 11%	27 7%	2 2%	9 8%	17 11%	16 13%	11 11%	10 6%	19 9%	18 9%	15 10%	12 6%	23 11%	18 9%	13 7%	8 8%	2 4%	36 19%	4 3%	8 8%	22 15%	13 8%	7 7%	7 34%
A Conservative victory, but not with a very large majority in the House of Commons	277 37%	150 42%	127 32%	23 24%	38 31%	62 40%	50 40%	33 33%	72 45%	95 46%	75 36%	51 34%	56 29%	83 38%	89 45%	60 33%	32 32%	13 23%	118 64%	22 16%	41 40%	87 62%	38 24%	48 48%	8 41%
A 'hung Parliament' where no party has an overall majority in the House of Commons but the Conservatives are the largest party	97 13%	49 14%	48 12%	4 4%	18 15%	18 12%	20 16%	18 18%	19 12%	35 17%	31 15%	15 10%	16 8%	28 13%	26 13%	21 11%	12 12%	10 17%	18 10%	18 13%	17 17%	15 11%	20 13%	17 17%	2 8%
A 'hung Parliament' where no party has an overall majority in the House of Commons but Labour are the largest party	65 9%	23 7%	42 11%	5 6%	15 12%	9 6%	5 4%	15 15%	15 9%	17 8%	24 12%	5 3%	19 10%	21 10%	16 8%	13 7%	10 10%	5 9%	2 1%	19 14%	15 14%	5 4%	24 15%	12 12%	1 4%
A Labour victory but not with a very large majority in the House of Commons	113 15%	56 15%	57 14%	24 26%	14 12%	19 12%	18 14%	16 16%	22 14%	22 11%	28 14%	29 19%	33 17%	30 14%	12 6%	38 21%	19 20%	13 22%	4 2%	53 39%	11 11%	5 4%	44 27%	3 3%	1 3%
A Labour landslide (a majority of over 100 in the House of Commons)	34 4%	16 4%	18 5%	16 17%	5 4%	4 3%	4 3%	1 1%	4 2%	4 2%	12 6%	6 4%	12 6%	5 2%	10 5%	8 4%	6 6%	5 9%	3 1%	12 9%	- -	1 1%	5 3%	- -	- -
Don't know	105 14%	28 8%	78 20%	21 22%	22 18%	25 16%	12 10%	7 7%	18 11%	14 7%	18 9%	30 20%	43 22%	27 13%	26 13%	30 17%	12 12%	10 17%	4 2%	10 7%	10 10%	4 3%	16 10%	13 13%	2 10%

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 5

**Q.5 With Britain's economy facing problems in the months or years ahead, who do you most trust to deal with it in the best interests of Britain?**

**Base: All "Sample B" respondents**

	Sex		Age							Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	
	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- crat	Con- ser- vative	Labour		Lib- eral Demo- crat
Unweighted base	755	338	417	52	87	119	164	150	183	244	183	127	201	171	189	198	114	83	239	161	83	177	221	72	31
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27
David Cameron & the Shadow Chancellor of the Exchequer George Osborne	322	154	168	38	35	57	56	59	76	85	101	73	64	80	92	68	60	23	194	16	30	130	38	34	23
	43%	42%	43%	45%	30%	40%	43%	49%	50%	44%	44%	44%	38%	45%	46%	36%	52%	32%	87%	11%	31%	83%	20%	37%	85%
Gordon Brown & the Chancellor of the Exchequer Alistair Darling	224	119	105	16	42	39	41	38	47	54	61	55	54	48	46	73	31	25	10	114	36	8	107	31	1
	30%	33%	27%	19%	35%	27%	31%	31%	30%	28%	26%	33%	32%	27%	23%	39%	27%	35%	5%	79%	38%	5%	57%	34%	5%
Neither	151	72	79	19	31	35	26	16	22	37	57	28	29	34	45	33	20	19	13	10	22	14	30	21	3
	20%	20%	20%	23%	26%	25%	20%	14%	14%	19%	25%	17%	17%	19%	23%	17%	17%	27%	6%	7%	22%	9%	16%	23%	10%
Don't know	57	19	38	11	10	11	7	8	9	17	11	10	19	18	17	14	4	4	5	5	8	5	14	5	-
	8%	5%	10%	13%	9%	8%	6%	6%	6%	9%	5%	6%	12%	10%	8%	7%	4%	6%	2%	3%	8%	3%	7%	5%	-

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 6

**Q.6 Putting aside your party preference, which of the three main party leaders do you feel would make the better Prime Minister right now, to deal with Britain's economy in recession?**

**Base: All "Sample A" respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005			Labour 2005, Con 2008
	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- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	754	340	414	61	96	135	127	185	254	159	112	229	207	204	178	104	61	193	153	87	150	192	82	24	
Weighted base	756	359	397	94	122	154	124	101	160	207	207	152	190	217	197	183	99	59	184	137	103	140	160	101	20
Gordon Brown	218	101	117	35	29	37	36	32	48	50	62	39	67	60	37	59	40	23	11	103	31	8	86	25	3
	29%	28%	29%	38%	24%	24%	29%	32%	30%	24%	30%	25%	35%	28%	19%	32%	40%	38%	6%	75%	30%	6%	54%	25%	15%
David Cameron	301	157	145	38	50	66	50	39	58	94	89	62	56	92	91	67	33	19	146	13	30	99	39	32	17
	40%	44%	36%	40%	41%	43%	40%	39%	36%	45%	43%	41%	30%	42%	46%	37%	33%	32%	79%	10%	29%	71%	24%	32%	85%
Nick Clegg	79	38	41	11	15	11	11	11	20	29	13	21	17	17	29	19	9	5	11	11	27	12	13	21	-
	10%	11%	10%	11%	13%	7%	9%	11%	13%	14%	6%	14%	9%	8%	15%	10%	10%	8%	6%	8%	26%	8%	8%	21%	-
None of them	96	39	57	2	16	27	20	11	20	23	28	20	25	30	23	20	11	11	13	6	10	17	14	16	-
	13%	11%	14%	2%	13%	17%	16%	11%	13%	11%	14%	13%	13%	14%	12%	11%	11%	19%	7%	5%	9%	12%	9%	15%	-
Don't know	61	24	37	8	11	13	8	7	14	11	15	10	25	17	17	19	6	2	3	4	5	4	9	6	-
	8%	7%	9%	9%	9%	9%	6%	7%	9%	5%	7%	7%	13%	8%	9%	10%	6%	3%	2%	3%	5%	3%	5%	6%	-

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 7

**Q.6 Putting aside your party preference, which of the three main party leaders do you feel would make the better Prime Minister to lead Britain forward after the next general election?**

**Base: All "Sample A" respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005			Labour 2005, Con 2008
	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- crat	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	754	340	414	61	96	135	150	127	185	254	159	112	229	207	204	178	104	61	193	153	87	150	192	82	24
Weighted base	756	359	397	94	122	154	124	101	160	207	207	152	190	217	197	183	99	59	184	137	103	140	160	101	20
Gordon Brown	209	97	111	36	31	36	32	27	46	45	57	42	66	55	35	60	39	21	7	104	25	5	83	28	1
	28%	27%	28%	39%	25%	24%	26%	27%	29%	22%	27%	27%	35%	25%	18%	33%	39%	35%	4%	76%	24%	4%	52%	27%	4%
David Cameron	337	174	163	39	49	74	56	49	69	111	101	66	59	103	104	75	35	20	162	16	35	112	45	39	19
	45%	48%	41%	41%	40%	48%	45%	49%	43%	53%	49%	44%	31%	48%	53%	41%	35%	34%	88%	12%	35%	80%	28%	38%	93%
Nick Clegg	75	32	43	9	16	11	15	9	15	24	18	13	21	24	21	10	15	6	5	6	34	7	13	22	-
	10%	9%	11%	10%	13%	7%	12%	9%	9%	12%	9%	8%	11%	11%	10%	6%	15%	10%	3%	4%	33%	5%	8%	22%	-
None of them	65	30	35	1	12	18	12	7	15	13	18	14	20	18	18	15	5	8	8	6	2	10	11	5	1
	9%	8%	9%	1%	10%	12%	9%	7%	10%	6%	9%	9%	11%	8%	9%	8%	6%	14%	4%	4%	2%	7%	7%	5%	3%
Don't know	70	26	44	9	14	15	9	8	14	14	13	18	25	17	19	24	6	4	2	5	7	7	8	7	-
	9%	7%	11%	9%	11%	10%	8%	8%	9%	7%	6%	12%	13%	8%	10%	13%	6%	7%	1%	3%	7%	5%	5%	7%	-

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 8

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**Strong or weak**

**Base: All "Sample B" respondents**

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008		
	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- crat	Con- ser- vative	Labour		Lib- eral Demo- crat	
Unweighted base	755	338	417	52	87	119	164	150	183	244	183	127	201	171	189	198	114	83	239	161	83	177	221	72	31	
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27	
<b>Labour leader Gordon Brown</b>																										
Strong	328 43%	172 47%	155 40%	40 46%	58 49%	47 33%	54 41%	56 46%	73 47%	85 44%	95 42%	69 42%	78 47%	76 42%	89 45%	86 46%	42 37%	35 49%	60 27%	122 84%	47 49%	38 24%	121 64%	41 45%	5 17%	
Weak	401 53%	184 51%	217 56%	43 51%	54 45%	88 63%	74 56%	64 53%	77 50%	103 53%	127 55%	91 55%	80 48%	93 52%	108 54%	99 53%	68 59%	33 46%	160 72%	21 14%	49 51%	118 75%	63 33%	50 55%	21 78%	
Refused	2 *	2 1%	-	-	2 2%	-	-	-	-	-	-	2 1%	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	
Don't know	22 3%	5 1%	17 4%	3 3%	5 4%	6 4%	3 2%	2 1%	4 3%	6 3%	7 3%	2 1%	7 4%	11 6%	2 1%	3 1%	2 2%	3 5%	2 1%	3 2%	-	1 1%	6 3%	-	1 5%	
<b>Conservative leader David Cameron</b>																										
Strong	482 64%	228 63%	253 65%	51 60%	84 70%	88 62%	82 62%	78 64%	99 64%	138 71%	149 65%	106 64%	90 54%	107 59%	142 71%	123 66%	68 59%	42 59%	198 89%	67 46%	68 71%	135 86%	104 55%	70 76%	25 90%	
Weak	225 30%	120 33%	105 27%	27 31%	33 28%	46 33%	41 32%	36 29%	41 27%	45 23%	69 30%	52 32%	58 35%	55 31%	49 25%	56 30%	39 34%	26 36%	19 9%	74 51%	26 27%	14 9%	78 41%	18 20%	3 10%	
Refused	1 *	-	1 *	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 *	-	-	1 1%	-	-	-	
Don't know	45 6%	15 4%	30 8%	8 9%	2 2%	7 5%	8 6%	8 6%	13 9%	10 5%	11 5%	7 4%	17 10%	18 10%	9 4%	9 5%	6 5%	4 5%	4 2%	4 3%	1 2%	7 5%	8 4%	4 4%	-	
<b>Liberal Democrat leader Nick Clegg</b>																										
Strong	245 33%	131 36%	114 29%	28 32%	30 25%	41 29%	36 28%	50 41%	60 39%	81 42%	71 31%	50 30%	44 26%	57 32%	64 32%	68 36%	36 31%	21 29%	73 33%	36 25%	66 69%	53 34%	55 29%	53 58%	8 28%	
Weak	365 48%	180 50%	185 47%	40 47%	66 55%	73 52%	74 56%	52 43%	61 39%	87 45%	109 48%	89 54%	80 49%	75 41%	102 51%	92 49%	56 49%	41 57%	110 49%	83 57%	27 28%	76 48%	101 53%	32 35%	16 60%	
Refused	2 *	1 *	1 *	-	-	* *	1 1%	-	1 1%	1 1%	-	-	1 1%	1 *	1 *	* *	1 1%	-	-	1 1%	-	-	2 1%	-	-	

Prepared on behalf of The Times by Populus





## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 8

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**Strong or weak**

**Base: All "Sample B" respondents**

	Sex		Age						Social Class				Region					Voting Intention			Vote in 2005			Labour 2005, Con 2008	
	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- crat	Con- ser- vative	Labour		Lib- eral Demo- crat
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27
Don't know	140	51	89	17	24	27	20	20	32	25	49	26	40	48	33	26	23	10	39	25	3	28	31	6	3
	19%	14%	23%	20%	20%	19%	16%	16%	21%	13%	21%	16%	24%	27%	17%	14%	20%	14%	18%	17%	3%	18%	16%	7%	13%

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 9

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**Good for you & your family or bad for you & your family**

**Base: All "Sample B" respondents**

	Sex		Age						Social Class				Region					Voting Intention			Vote in 2005			Labour 2005, Con 2008		
	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- crat	Con- ser- vative	Labour		Lib- eral Demo- crat	
Unweighted base	755	338	417	52	87	119	164	150	183	244	183	127	201	171	189	198	114	83	239	161	83	177	221	72	31	
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27	
<b>Labour leader Gordon Brown</b>																										
Good for you and your family	289	148	141	45	50	44	46	41	62	74	82	65	68	69	71	82	34	33	28	131	39	17	125	35	3	
	38%	41%	36%	53%	42%	31%	35%	34%	40%	38%	36%	39%	41%	38%	36%	44%	30%	47%	13%	91%	41%	11%	66%	38%	12%	
Bad for you and your family	435	205	231	38	62	92	81	78	84	112	138	97	88	99	121	102	77	36	192	13	51	137	60	51	24	
	58%	56%	59%	45%	52%	65%	62%	64%	55%	58%	60%	59%	53%	55%	61%	55%	67%	50%	86%	9%	53%	87%	32%	56%	88%	
Refused	1	1	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	
	*	*	-	-	-	-	-	-	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	
Don't know	28	11	18	2	8	6	4	2	7	7	10	3	9	11	7	3	4	2	2	1	6	4	4	5	-	
	4%	3%	5%	3%	7%	4%	3%	2%	4%	4%	4%	2%	5%	6%	4%	2%	4%	3%	1%	1%	6%	2%	2%	5%	-	
<b>Conservative leader David Cameron</b>																										
Good for you and your family	395	186	208	49	64	76	58	64	84	111	126	90	67	102	107	92	61	33	202	37	41	135	64	49	24	
	52%	51%	53%	57%	53%	54%	44%	52%	55%	57%	55%	55%	41%	57%	54%	49%	53%	46%	91%	25%	43%	86%	34%	54%	86%	
Bad for you and your family	297	151	146	32	47	53	64	49	51	68	87	64	78	58	81	80	44	35	10	104	48	9	114	40	3	
	39%	42%	37%	38%	39%	38%	49%	40%	33%	35%	38%	39%	47%	32%	40%	43%	38%	49%	4%	72%	50%	6%	60%	44%	12%	
Refused	4	1	4	-	2	-	-	1	2	1	1	-	2	2	1	1	1	-	-	1	1	2	2	-	-	
	1%	*	1%	-	1%	-	-	*	1%	1%	1%	-	1%	1%	*	*	*	-	-	*	1%	1%	1%	-	-	
Don't know	57	25	32	5	7	12	9	8	17	13	15	11	18	18	11	14	10	4	10	4	6	11	10	2	1	
	8%	7%	8%	6%	6%	8%	7%	7%	11%	7%	7%	6%	11%	10%	5%	8%	9%	6%	5%	3%	6%	7%	5%	2%	2%	
<b>Liberal Democrat leader Nick Clegg</b>																										
Good for you and your family	314	172	142	46	44	59	48	51	66	93	102	69	49	73	80	84	52	25	94	50	83	63	70	71	12	
	42%	47%	36%	54%	36%	42%	36%	42%	43%	48%	45%	42%	30%	41%	40%	45%	46%	34%	42%	34%	86%	40%	37%	78%	43%	
Bad for you and your family	282	140	142	23	47	53	63	43	53	68	82	62	69	60	79	70	39	34	91	67	7	64	80	14	12	
	37%	39%	36%	27%	39%	37%	48%	35%	35%	35%	36%	38%	42%	34%	39%	37%	34%	35%	41%	46%	8%	41%	42%	15%	44%	
Refused	3	1	3	-	1	*	1	*	1	2	1	-	1	1	-	1	1	-	-	1	-	-	2	-	-	
	*	*	1%	-	1%	*	1%	*	*	1%	*	-	*	1%	-	1%	1%	-	-	1%	-	-	1%	-	-	

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 9

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**Good for you & your family or bad for you & your family**

**Base: All "Sample B" respondents**

	Sex		Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008		
	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- crat	Con- ser- vative		Labour	Lib- eral Demo- crat
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27
Don't know	154	51	103	16	28	29	20	27	34	30	44	34	46	45	41	32	23	13	38	27	6	30	38	6	4
	20%	14%	27%	19%	24%	21%	15%	22%	22%	15%	19%	21%	28%	25%	20%	17%	20%	18%	17%	18%	6%	19%	20%	7%	13%

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 10

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**Clear about what he believes, or confused about what he believes**

**Base: All "Sample B" respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005			Labour 2005, Con 2008	
	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- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	755	338	417	52	87	119	164	150	183	244	183	127	201	171	189	198	114	83	239	161	83	177	221	72	31	
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27	
<b>Labour leader Gordon Brown</b>																										
Clear about what he believes	374	186	188	38	50	73	73	61	79	99	113	80	82	87	100	90	59	38	79	120	49	57	135	46	9	
	50%	51%	48%	45%	42%	52%	56%	50%	51%	51%	49%	48%	50%	48%	50%	48%	51%	54%	35%	83%	51%	36%	71%	50%	34%	
Confused about what he believes	361	173	188	44	66	63	56	59	72	91	109	84	77	87	97	91	53	32	139	24	46	97	54	46	18	
	48%	48%	48%	51%	55%	45%	43%	49%	47%	47%	47%	51%	47%	48%	49%	49%	46%	45%	63%	16%	48%	62%	28%	50%	66%	
Don't know	18	4	14	4	3	5	2	1	4	4	8	1	6	6	3	5	3	1	4	2	1	4	1	-	-	
	2%	1%	4%	4%	2%	4%	1%	1%	2%	2%	3%	1%	4%	3%	1%	3%	3%	1%	2%	1%	1%	2%	*	-	-	
<b>Conservative leader David Cameron</b>																										
Clear about what he believes	472	217	255	58	67	88	81	80	98	122	140	113	97	114	131	110	68	49	185	74	57	128	105	53	23	
	63%	60%	65%	68%	56%	62%	62%	66%	63%	63%	61%	69%	58%	63%	65%	59%	59%	68%	83%	51%	59%	82%	55%	58%	85%	
Confused about what he believes	253	137	115	22	49	49	45	39	49	67	82	48	56	58	63	69	39	23	36	67	36	25	79	36	4	
	34%	38%	30%	25%	41%	35%	34%	32%	32%	35%	36%	29%	34%	32%	32%	37%	34%	32%	16%	46%	38%	16%	42%	39%	15%	
Refused	1	1	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	
	*	*	-	-	-	-	-	-	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	
Don't know	28	9	19	6	4	4	5	3	7	4	8	3	13	7	6	8	8	-	1	4	3	4	5	3	-	
	4%	2%	5%	7%	3%	3%	4%	2%	4%	2%	3%	2%	8%	4%	3%	4%	7%	-	*	3%	3%	3%	3%	3%	-	
<b>Liberal Democrat leader Nick Clegg</b>																										
Clear about what he believes	351	181	170	32	47	66	62	59	86	104	110	71	67	78	91	95	59	28	109	55	71	86	94	58	17	
	47%	50%	44%	38%	39%	47%	47%	48%	56%	54%	48%	43%	40%	43%	46%	51%	52%	39%	49%	38%	74%	55%	50%	64%	61%	
Confused about what he believes	278	145	132	38	54	46	52	42	46	65	80	65	67	61	76	69	37	34	79	70	21	47	69	30	9	
	37%	40%	34%	45%	45%	32%	40%	34%	30%	34%	35%	40%	40%	34%	38%	37%	32%	48%	36%	48%	21%	30%	37%	32%	32%	
Refused	3	1	2	-	1	*	1	-	1	1	1	-	1	1	-	1	1	-	-	1	-	-	1	-	-	
	*	*	1%	-	1%	*	1%	-	*	*	1%	-	*	*	-	1%	1%	-	-	1%	-	-	1%	-	-	
Don't know	121	37	84	15	18	29	17	21	22	24	38	28	31	40	33	22	18	9	34	19	5	24	25	4	2	
	16%	10%	22%	18%	15%	21%	13%	17%	14%	12%	17%	17%	19%	22%	16%	12%	15%	13%	15%	13%	5%	15%	13%	4%	7%	

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 11

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**Up to the job of being Prime Minister, or not up to the job of being Prime Minister**

**Base: All "Sample B" respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005				Labour 2005, Con 2008
	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- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	755	338	417	52	87	119	164	150	183	244	183	127	201	171	189	198	114	83	239	161	83	177	221	72	31	
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27	
<b>Labour leader Gordon Brown</b>																										
Up to the job of being Prime Minister	302 40%	143 39%	158 41%	39 45%	55 46%	45 32%	45 34%	51 42%	66 43%	75 39%	82 36%	66 40%	79 47%	69 38%	79 40%	85 46%	36 32%	32 45%	31 14%	123 85%	47 48%	22 14%	122 64%	38 42%	4 14%	
Not up to the job of being Prime Minister	429 57%	208 57%	220 57%	41 48%	59 49%	93 66%	84 64%	68 56%	85 55%	115 59%	138 60%	97 59%	79 48%	101 56%	118 59%	97 52%	75 65%	38 53%	190 86%	17 12%	49 51%	133 85%	66 35%	51 56%	23 86%	
Don't know	23 3%	12 3%	11 3%	6 7%	6 5%	3 2%	2 2%	3 2%	3 2%	3 2%	10 4%	2 1%	8 5%	10 5%	2 1%	5 3%	4 4%	2 3%	1 *	5 3%	* *	2 1%	1 1%	2 2%	- -	
<b>Conservative leader David Cameron</b>																										
Up to the job of being Prime Minister	448 59%	222 61%	226 58%	54 63%	68 57%	83 59%	73 56%	75 61%	95 62%	119 61%	143 62%	101 61%	85 51%	113 63%	120 60%	109 58%	67 58%	39 54%	205 92%	48 33%	58 60%	140 89%	81 43%	55 60%	24 88%	
Not up to the job of being Prime Minister	266 35%	130 36%	136 35%	24 28%	44 37%	50 36%	50 38%	45 37%	53 34%	66 34%	72 32%	61 37%	67 40%	57 32%	68 34%	69 37%	41 36%	32 44%	13 6%	91 62%	37 38%	11 7%	99 52%	32 35%	2 9%	
Refused	2 *	2 1%	- -	- -	- -	- -	1 1%	- -	1 1%	1 1%	- -	- -	* *	1 1%	1 *	- -	- -	- -	- -	* *	- -	- -	* *	- -	- -	
Don't know	37 5%	9 3%	28 7%	7 9%	8 6%	7 5%	8 6%	2 2%	5 3%	7 4%	14 6%	3 2%	13 8%	9 5%	11 5%	9 5%	7 6%	1 2%	4 2%	6 4%	2 2%	6 4%	8 4%	4 4%	1 3%	
<b>Liberal Democrat leader Nick Clegg</b>																										
Up to the job of being Prime Minister	178 24%	94 26%	84 22%	29 34%	28 24%	34 24%	21 16%	27 22%	39 25%	44 23%	52 23%	43 26%	38 23%	40 23%	47 23%	51 27%	29 25%	11 16%	32 14%	26 18%	58 60%	23 15%	38 20%	43 47%	3 11%	
Not up to the job of being Prime Minister	464 62%	237 65%	227 58%	45 52%	71 59%	81 57%	94 72%	75 61%	99 64%	123 64%	141 62%	103 62%	97 59%	102 57%	124 62%	113 61%	73 64%	51 71%	164 74%	103 71%	32 34%	116 74%	130 69%	41 45%	22 79%	
Refused	4 *	1 *	2 1%	- -	1 1%	* *	1 1%	- -	1 *	2 1%	1 *	- -	1 *	1 *	1 *	1 1%	1 1%	- -	- -	1 1%	- -	- -	1 1%	- -	- -	
Don't know	107 14%	31 9%	76 19%	12 14%	20 16%	26 18%	14 11%	20 16%	15 10%	24 13%	35 15%	19 11%	29 18%	36 20%	28 14%	21 11%	12 11%	9 13%	27 12%	15 10%	6 6%	18 11%	20 11%	7 8%	3 9%	

Prepared on behalf of The Times by Populus



## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 12

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**In touch or out of touch**

**Base: All "Sample B" respondents**

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008		
	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- crat	Con- ser- vative	Labour		Lib- eral Demo- crat	
Unweighted base	755	338	417	52	87	119	164	150	183	244	183	127	201	171	189	198	114	83	239	161	83	177	221	72	31	
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27	
<b>Labour leader Gordon Brown</b>																										
In touch	286	137	149	36	49	45	46	50	60	77	84	55	70	66	72	75	41	32	39	131	36	21	115	37	3	
	38%	38%	38%	42%	41%	32%	35%	41%	39%	40%	37%	33%	42%	37%	36%	40%	35%	45%	18%	90%	37%	14%	61%	40%	11%	
Out of touch	445	217	227	45	69	91	80	71	89	114	140	106	85	103	126	109	67	39	180	12	60	132	70	55	24	
	59%	60%	58%	52%	57%	64%	61%	58%	58%	59%	61%	64%	51%	57%	63%	58%	58%	55%	81%	8%	63%	84%	37%	60%	89%	
Refused	1	1	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	
	*	*	-	-	-	-	-	-	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	
Don't know	22	8	13	5	2	5	4	1	4	2	5	4	11	10	1	3	7	-	3	3	-	3	5	-	-	
	3%	2%	3%	6%	2%	4%	3%	1%	3%	1%	2%	2%	7%	6%	1%	2%	6%	-	1%	2%	-	2%	3%	-	-	
<b>Conservative leader David Cameron</b>																										
In touch	459	203	255	55	64	78	82	75	105	115	148	102	92	114	128	107	69	42	203	55	48	142	87	47	22	
	61%	56%	66%	64%	53%	56%	62%	62%	68%	60%	65%	62%	56%	63%	64%	57%	60%	58%	91%	38%	50%	91%	46%	51%	80%	
Out of touch	269	149	120	25	50	56	46	46	46	74	76	60	60	59	68	75	40	27	19	86	45	15	95	45	5	
	36%	41%	31%	29%	42%	40%	35%	38%	30%	38%	33%	36%	36%	33%	34%	40%	35%	38%	9%	59%	47%	9%	50%	49%	20%	
Refused	1	1	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	
	*	*	-	-	-	-	-	-	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	
Don't know	24	11	14	6	6	6	4	*	2	4	5	2	14	7	3	5	7	3	-	4	3	-	7	-	-	
	3%	3%	4%	7%	5%	5%	3%	*	2%	2%	2%	1%	8%	4%	2%	3%	6%	4%	-	3%	3%	-	4%	-	-	
<b>Liberal Democrat leader Nick Clegg</b>																										
In touch	358	180	178	40	52	62	61	62	81	113	108	69	68	90	91	89	63	25	110	51	82	82	78	72	13	
	48%	49%	46%	47%	43%	44%	46%	51%	52%	58%	47%	42%	41%	50%	45%	47%	55%	35%	50%	35%	86%	52%	41%	79%	48%	
Out of touch	288	155	133	34	48	52	56	45	53	59	88	75	66	55	81	78	37	37	82	77	12	52	88	17	11	
	38%	43%	34%	39%	40%	37%	43%	37%	35%	30%	38%	46%	40%	31%	40%	42%	32%	52%	37%	53%	13%	33%	46%	18%	39%	
Refused	3	1	2	-	1	*	1	-	1	1	1	-	1	1	-	1	1	-	-	1	-	-	1	-	-	
	*	*	1%	-	1%	*	1%	-	*	1%	*	-	*	*	-	1%	1%	-	-	1%	-	-	1%	-	-	

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 12

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**In touch or out of touch**

**Base: All "Sample B" respondents**

	Sex		Age						Social Class				Region					Voting Intention			Vote in 2005			Labour 2005, Con 2008	
	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- crat	Con- ser- vative	Labour		Lib- eral Demo- crat
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27
Don't know	105	29	76	12	19	26	14	15	19	21	32	21	31	33	28	19	15	9	30	16	2	23	23	3	4
	14%	8%	19%	13%	16%	19%	11%	12%	12%	11%	14%	13%	19%	19%	14%	10%	13%	13%	14%	11%	2%	15%	12%	3%	13%

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 13

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**Likely to get things done or not likely to get things done**

**Base: All "Sample B" respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005			Labour 2005, Con 2008	
	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- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	755	338	417	52	87	119	164	150	183	244	183	127	201	171	189	198	114	83	239	161	83	177	221	72	31	
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27	
<b>Labour leader Gordon Brown</b>																										
Likely to get things done	296	145	151	35	56	50	54	44	57	82	81	63	71	64	78	81	39	34	38	123	45	23	122	42	4	
	39%	40%	39%	40%	47%	36%	41%	36%	37%	42%	35%	38%	43%	35%	39%	43%	34%	48%	17%	85%	47%	15%	64%	46%	14%	
Not likely to get things done	432	209	223	44	58	90	73	74	92	108	139	98	87	103	120	105	71	33	182	14	50	132	64	47	24	
	57%	57%	57%	52%	49%	64%	55%	61%	59%	56%	61%	60%	53%	57%	60%	56%	62%	46%	82%	10%	52%	84%	34%	51%	86%	
Don't know	25	10	15	7	5	1	4	3	6	4	10	4	8	13	2	2	5	4	2	8	1	1	4	3	-	
	3%	3%	4%	8%	4%	1%	3%	2%	4%	2%	4%	2%	5%	7%	1%	1%	4%	6%	1%	5%	1%	1%	2%	3%	-	
<b>Conservative leader David Cameron</b>																										
Likely to get things done	464	214	249	61	70	80	69	82	101	128	149	95	92	114	124	116	72	38	203	52	60	143	93	58	26	
	62%	59%	64%	72%	58%	57%	53%	67%	66%	66%	65%	58%	55%	63%	62%	62%	62%	53%	91%	36%	63%	91%	49%	63%	94%	
Not likely to get things done	254	136	118	19	43	55	54	37	46	58	71	63	62	53	71	65	37	29	16	86	33	9	91	30	2	
	34%	37%	30%	22%	36%	39%	41%	31%	30%	30%	31%	38%	37%	29%	35%	35%	32%	40%	7%	60%	34%	6%	48%	33%	6%	
Refused	1	1	-	-	-	-	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	
	*	*	-	-	-	-	1%	-	*	1%	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	
Don't know	34	12	22	6	7	6	7	3	6	6	10	6	12	13	4	7	6	5	4	7	3	5	6	4	-	
	5%	3%	6%	7%	6%	5%	5%	2%	4%	3%	4%	4%	7%	7%	2%	4%	5%	7%	2%	4%	3%	3%	3%	4%	-	
<b>Liberal Democrat leader Nick Clegg</b>																										
Likely to get things done	227	116	111	36	26	37	37	41	50	66	61	51	48	53	66	63	34	12	58	32	65	41	45	47	7	
	30%	32%	28%	42%	22%	27%	28%	34%	33%	34%	27%	31%	29%	29%	33%	34%	29%	16%	26%	22%	68%	26%	24%	52%	24%	
Not likely to get things done	422	218	204	40	72	83	80	62	86	107	134	94	88	93	110	105	64	49	137	98	29	97	125	36	19	
	56%	60%	52%	46%	60%	59%	61%	51%	56%	55%	58%	57%	53%	52%	55%	56%	56%	68%	62%	67%	31%	62%	66%	39%	68%	
Refused	3	1	2	-	1	*	1	-	1	1	1	-	1	1	-	1	1	-	-	1	-	-	1	-	-	
	*	*	1%	-	1%	*	1%	-	*	1%	*	-	*	*	-	1%	1%	-	-	1%	-	-	1%	-	-	
Don't know	102	29	72	10	21	20	14	19	17	19	34	20	29	33	24	17	16	11	27	14	2	19	19	8	2	
	13%	8%	19%	12%	18%	14%	10%	16%	11%	10%	15%	12%	17%	19%	12%	9%	14%	16%	12%	10%	2%	12%	10%	9%	7%	



## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 14

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**Substantial or lightweight**

**Base: All "Sample B" respondents**

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008		
	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- crat	Con- ser- vative	Labour		Lib- eral Demo- crat	
Unweighted base	755	338	417	52	87	119	164	150	183	244	183	127	201	171	189	198	114	83	239	161	83	177	221	72	31	
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27	
<b>Labour leader Gordon Brown</b>																										
Substantial	365	190	175	42	60	70	64	60	69	98	113	73	82	82	90	97	55	42	60	126	56	42	131	53	6	
	48%	52%	45%	49%	50%	50%	49%	50%	45%	51%	49%	44%	49%	46%	45%	52%	48%	58%	27%	87%	58%	27%	69%	57%	21%	
Lightweight	363	168	195	39	56	65	64	58	80	91	111	88	72	87	107	87	54	28	159	17	39	112	56	39	22	
	48%	46%	50%	45%	47%	46%	49%	48%	52%	47%	49%	54%	43%	48%	53%	47%	47%	39%	71%	12%	41%	71%	30%	43%	79%	
Don't know	25	6	19	5	4	6	3	3	5	4	6	3	12	11	3	3	6	2	4	2	1	3	2	-	-	
	3%	2%	5%	6%	3%	4%	2%	2%	4%	2%	2%	2%	7%	6%	2%	2%	5%	3%	2%	1%	1%	2%	1%	-	-	
<b>Conservative leader David Cameron</b>																										
Substantial	422	202	220	52	71	78	64	66	91	111	129	102	79	99	129	103	58	32	188	53	53	129	81	49	24	
	56%	56%	56%	61%	59%	55%	49%	54%	59%	57%	56%	62%	48%	55%	65%	55%	51%	45%	85%	36%	55%	82%	43%	54%	86%	
Lightweight	294	147	147	28	41	56	63	51	55	75	90	60	69	70	65	75	48	35	27	89	40	19	104	42	4	
	39%	40%	38%	33%	34%	40%	48%	42%	36%	39%	39%	36%	42%	39%	33%	40%	42%	49%	12%	61%	42%	12%	55%	46%	14%	
Refused	2	2	-	-	-	-	1	1	1	2	-	-	-	1	1	1	-	-	1	-	-	1	-	-	-	
	*	1%	-	-	-	-	1%	1%	*	1%	-	-	-	*	*	*	-	-	*	-	-	*	-	-	-	
Don't know	35	12	23	6	8	7	4	4	7	5	11	2	17	10	4	8	8	4	7	3	3	8	5	-	-	
	5%	3%	6%	7%	6%	5%	3%	3%	4%	2%	5%	1%	10%	6%	2%	4%	7%	6%	3%	2%	3%	5%	2%	-	-	
<b>Liberal Democrat leader Nick Clegg</b>																										
Substantial	203	107	96	26	34	43	31	31	39	51	59	58	35	51	53	52	36	12	50	28	56	34	40	46	4	
	27%	29%	25%	30%	28%	30%	24%	25%	25%	27%	26%	35%	21%	28%	26%	28%	31%	16%	22%	19%	58%	22%	21%	50%	15%	
Lightweight	444	224	220	46	67	73	87	72	98	122	139	85	98	95	122	115	63	49	146	101	35	105	130	38	22	
	59%	62%	56%	54%	56%	51%	67%	60%	64%	63%	61%	51%	59%	53%	61%	61%	54%	68%	66%	69%	37%	67%	69%	42%	79%	
Refused	3	1	2	-	1	*	1	-	1	1	1	-	1	1	-	1	1	-	1	-	-	-	1	-	-	
	*	*	1%	-	1%	*	1%	-	*	1%	*	-	*	*	-	1%	1%	-	1%	-	-	-	1%	-	-	
Don't know	103	32	72	14	18	25	12	19	16	31	22	32	33	25	19	16	11	27	15	5	17	18	7	2		
	14%	9%	18%	16%	15%	18%	9%	15%	11%	9%	13%	13%	20%	18%	12%	10%	14%	15%	12%	10%	5%	11%	10%	8%	6%	

Prepared on behalf of The Times by Populus



## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 15

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**Decisive or dithering**

**Base: All "Sample B" respondents**

	Sex			Age					Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008			
	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- crat	Con- ser- vative		Labour	Lib- eral Demo- crat	
Unweighted base	755	338	417	52	87	119	164	150	183	244	183	127	201	171	189	198	114	83	239	161	83	177	221	72	31	
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27	
<b>Labour leader Gordon Brown</b>																										
Decisive	308	160	148	36	58	56	50	50	58	75	81	73	79	64	91	79	40	35	43	119	48	28	122	36	8	
	41%	44%	38%	42%	48%	39%	38%	41%	38%	39%	35%	44%	48%	35%	45%	42%	35%	48%	19%	82%	50%	18%	64%	39%	28%	
Dithering	418	198	220	44	56	81	78	67	91	116	141	88	73	106	106	101	70	36	175	25	48	123	64	56	20	
	56%	54%	57%	51%	47%	58%	60%	56%	59%	60%	61%	54%	44%	59%	53%	54%	61%	50%	79%	17%	50%	78%	34%	61%	72%	
Refused	3	1	2	-	1	-	-	1	1	1	2	-	-	-	1	1	1	-	2	-	-	2	1	-	-	
	*	*	*	-	1%	-	-	1%	*	*	1%	-	-	-	1%	*	*	-	1%	-	-	1%	*	-	-	
Don't know	24	5	19	5	5	4	3	3	4	1	6	4	14	11	2	6	4	1	2	1	-	4	3	-	-	
	3%	1%	5%	6%	4%	3%	2%	3%	3%	1%	3%	2%	8%	6%	1%	3%	4%	2%	1%	1%	-	2%	1%	-	-	
<b>Conservative leader David Cameron</b>																										
Decisive	514	240	274	57	83	92	85	87	109	143	160	113	98	116	145	125	78	49	208	74	75	138	116	69	27	
	68%	66%	70%	67%	69%	65%	65%	72%	71%	74%	70%	69%	59%	65%	73%	67%	68%	68%	93%	51%	78%	88%	61%	76%	98%	
Dithering	205	110	95	20	33	42	43	31	36	45	64	47	49	47	54	56	29	19	13	64	20	13	68	22	1	
	27%	30%	24%	23%	28%	30%	32%	26%	23%	23%	28%	28%	30%	26%	27%	30%	26%	26%	6%	44%	21%	8%	36%	24%	2%	
Refused	2	1	1	-	-	-	1	-	2	1	-	-	1	1	1	-	1	-	1	-	-	1	-	-	-	
	*	*	*	-	-	-	1%	-	1%	1%	-	-	1%	*	*	-	1%	-	*	-	-	1%	-	-	-	
Don't know	31	12	19	8	4	7	3	3	7	4	6	4	17	16	-	5	6	4	1	7	1	5	5	-	-	
	4%	3%	5%	10%	3%	5%	2%	2%	5%	2%	3%	3%	10%	9%	-	3%	6%	5%	*	5%	1%	3%	3%	-	-	
<b>Liberal Democrat leader Nick Clegg</b>																										
Decisive	322	163	159	34	55	57	51	55	71	93	92	74	64	72	91	83	54	23	89	51	74	72	77	64	9	
	43%	45%	41%	40%	46%	40%	39%	45%	46%	48%	40%	45%	39%	40%	46%	44%	47%	31%	40%	35%	77%	46%	40%	70%	32%	
Dithering	316	170	146	41	43	59	64	47	62	77	104	69	65	68	83	81	43	41	103	77	18	60	90	22	17	
	42%	47%	37%	48%	36%	42%	49%	39%	40%	40%	45%	42%	39%	38%	42%	44%	37%	57%	47%	53%	19%	38%	48%	24%	61%	
Refused	3	1	2	-	1	*	1	-	1	1	1	-	1	1	-	1	1	-	-	1	-	-	1	-	-	
	*	*	1%	-	1%	*	1%	-	*	1%	*	-	*	*	-	1%	1%	-	-	1%	-	-	1%	-	-	

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 15

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**Decisive or dithering**

**Base: All "Sample B" respondents**

	Sex		Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008		
	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- crat	Con- ser- vative		Labour	Lib- eral Demo- crat
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27
Don't know	112	30	82	11	21	25	15	19	21	22	32	22	36	40	25	21	17	9	30	16	4	24	21	5	2
	15%	8%	21%	12%	17%	18%	12%	16%	13%	11%	14%	13%	22%	22%	13%	11%	15%	12%	14%	11%	4%	16%	11%	5%	7%

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 16

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**Better than his party or worse than his party**

**Base: All "Sample B" respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005			Labour 2005, Con 2008	
	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- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	755	338	417	52	87	119	164	150	183	244	183	127	201	171	189	198	114	83	239	161	83	177	221	72	31	
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27	
<b>Labour leader Gordon Brown</b>																										
Better than his party	325	162	162	38	52	51	58	53	72	78	96	74	77	69	79	86	47	44	56	118	44	43	110	41	5	
	43%	45%	42%	44%	44%	36%	44%	44%	47%	40%	42%	45%	47%	38%	40%	46%	41%	62%	25%	81%	46%	28%	58%	45%	17%	
Worse than his party	370	182	188	38	61	77	64	59	70	100	118	87	65	89	107	90	60	25	155	20	47	101	63	47	22	
	49%	50%	48%	45%	51%	54%	49%	49%	46%	52%	51%	53%	39%	50%	53%	48%	52%	34%	70%	13%	49%	65%	33%	52%	80%	
Refused	4	1	3	-	2	-	1	1	1	2	-	-	2	3	1	-	-	-	-	1	1	2	1	1	-	
	1%	*	1%	-	1%	-	*	1%	*	1%	-	-	1%	2%	1%	-	-	-	-	*	1%	1%	*	1%	-	
Don't know	54	18	36	9	4	13	9	8	11	13	15	4	21	19	12	11	8	3	11	7	4	11	15	2	1	
	7%	5%	9%	11%	4%	9%	7%	6%	7%	7%	7%	3%	13%	10%	6%	6%	7%	4%	5%	5%	4%	7%	8%	2%	3%	
<b>Conservative leader David Cameron</b>																										
Better than his party	483	231	252	49	81	87	92	75	99	136	157	107	83	115	126	121	77	44	184	70	75	127	111	70	24	
	64%	63%	65%	57%	68%	61%	70%	62%	64%	70%	68%	65%	50%	64%	63%	65%	67%	62%	83%	48%	78%	81%	59%	77%	86%	
Worse than his party	181	95	86	25	26	39	32	30	28	39	46	45	51	40	54	45	22	19	20	60	15	14	57	16	2	
	24%	26%	22%	29%	22%	27%	25%	25%	18%	20%	20%	27%	31%	22%	27%	24%	19%	26%	9%	42%	15%	9%	30%	17%	6%	
Refused	5	4	1	-	-	-	2	1	2	2	2	-	1	1	2	1	-	1	1	1	1	1	1	-	-	
	1%	1%	*	-	-	-	1%	1%	1%	1%	1%	-	*	*	1%	*	-	1%	*	*	1%	*	1%	-	-	
Don't know	85	35	50	11	12	16	5	16	25	17	25	13	31	23	18	20	16	8	18	14	5	16	19	6	2	
	11%	9%	13%	13%	10%	11%	4%	13%	16%	9%	11%	8%	19%	13%	9%	11%	14%	11%	8%	10%	6%	10%	10%	6%	7%	
<b>Liberal Democrat leader Nick Clegg</b>																										
Better than his party	367	198	169	40	49	60	69	65	84	108	108	83	68	87	97	92	64	26	120	64	74	90	90	58	14	
	49%	54%	43%	47%	41%	43%	53%	53%	54%	56%	47%	50%	41%	49%	49%	49%	56%	36%	54%	44%	77%	58%	47%	64%	51%	
Worse than his party	239	121	119	31	43	50	44	30	42	54	72	59	54	53	64	65	26	32	64	55	18	41	67	23	10	
	32%	33%	30%	36%	36%	35%	34%	25%	27%	28%	32%	36%	33%	30%	32%	35%	22%	45%	29%	38%	19%	26%	35%	25%	36%	
Refused	7	4	3	-	1	*	1	3	2	2	2	-	3	1	1	2	2	-	2	2	-	1	3	-	-	
	1%	1%	1%	-	1%	*	1%	2%	1%	1%	1%	-	2%	1%	1%	1%	2%	-	1%	1%	-	1%	1%	-	-	

Prepared on behalf of The Times by Populus



## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 16

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**Better than his party or worse than his party**

**Base: All "Sample B" respondents**

	Sex		Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008		
	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- crat	Con- ser- vative		Labour	Lib- eral Demo- crat
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27
Don't know	139	41	98	15	26	31	17	24	27	30	47	23	40	38	37	28	23	14	37	23	4	24	30	10	4
	19%	11%	25%	17%	22%	22%	13%	20%	17%	15%	20%	14%	24%	21%	19%	15%	20%	19%	16%	16%	4%	15%	16%	11%	13%

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 17

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**On the side of ordinary people or on the side of rich people**

**Base: All "Sample B" respondents**

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005			Labour 2005, Con 2008	
	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- crat	Con- ser- vative	Labour	Lib- eral Demo- crat		
Unweighted base	755	338	417	52	87	119	164	150	183	244	183	127	201	171	189	198	114	83	239	161	83	177	221	72	31	
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27	
<b>Labour leader Gordon Brown</b>																										
On the side of ordinary people	478 64%	234 64%	244 63%	56 66%	74 62%	86 61%	79 60%	78 64%	106 69%	139 72%	154 67%	88 54%	96 58%	121 67%	111 56%	126 67%	68 59%	52 73%	143 64%	130 90%	66 68%	94 60%	150 79%	68 74%	18 64%	
On the side of rich people	195 26%	90 25%	104 27%	22 25%	29 24%	40 28%	44 34%	33 27%	28 18%	37 19%	50 22%	67 41%	41 24%	41 23%	62 31%	46 25%	31 27%	15 21%	53 24%	11 8%	23 24%	39 25%	30 16%	21 23%	9 33%	
Refused	6 1%	5 1%	1 *	- -	3 3%	1 1%	- -	1 1%	1 1%	2 1%	2 1%	2 1%	- -	1 1%	4 2%	- -	1 1%	- -	1 1%	- -	- -	3 2%	- -	- -	- -	
Don't know	74 10%	35 10%	39 10%	8 9%	14 12%	14 10%	8 6%	10 8%	20 13%	15 8%	23 10%	7 4%	29 17%	17 10%	22 11%	15 8%	15 13%	5 6%	25 11%	4 3%	7 8%	20 13%	9 5%	2 3%	1 2%	
<b>Conservative leader David Cameron</b>																										
On the side of ordinary people	318 42%	142 39%	176 45%	32 37%	43 36%	60 43%	57 43%	49 40%	77 50%	76 39%	100 43%	80 49%	62 37%	73 41%	86 43%	74 39%	56 49%	28 39%	168 76%	31 21%	30 31%	118 75%	54 28%	29 31%	20 74%	
On the side of rich people	378 50%	207 57%	171 44%	41 48%	72 60%	69 49%	65 50%	65 54%	65 42%	108 56%	111 49%	75 45%	84 51%	86 48%	101 51%	105 56%	46 40%	40 55%	43 20%	108 74%	65 67%	28 18%	126 67%	61 67%	6 23%	
Refused	5 1%	2 1%	3 1%	2 3%	- -	- -	- -	- -	3 2%	1 1%	1 1%	2 1%	- -	4 2%	1 1%	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	
Don't know	52 7%	13 3%	40 10%	10 12%	5 4%	12 9%	9 7%	7 6%	9 6%	8 4%	17 7%	7 4%	20 12%	18 10%	11 5%	8 4%	12 10%	4 6%	10 5%	6 4%	1 1%	10 6%	9 5%	2 2%	1 3%	
<b>Liberal Democrat leader Nick Clegg</b>																										
On the side of ordinary people	491 65%	255 70%	236 61%	54 63%	61 51%	91 64%	96 73%	82 68%	106 69%	149 77%	161 70%	93 56%	89 53%	122 68%	122 61%	125 67%	79 69%	43 60%	176 79%	86 59%	85 89%	127 81%	118 63%	87 95%	20 72%	
On the side of rich people	144 19%	74 20%	70 18%	19 22%	32 27%	23 16%	23 18%	20 16%	27 18%	23 12%	31 14%	49 30%	41 25%	26 14%	45 22%	40 21%	16 14%	18 24%	23 10%	39 27%	8 8%	10 6%	42 22%	2 2%	4 15%	
Refused	6 1%	2 1%	4 1%	- -	3 2%	* *	1 1%	2 1%	1 *	2 1%	2 1%	- -	2 1%	2 1%	1 *	2 1%	1 1%	- -	- -	1 1%	- -	2 1%	2 1%	- -	- -	

Prepared on behalf of The Times by Populus



## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 17

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**On the side of ordinary people or on the side of rich people**

**Base: All "Sample B" respondents**

	Sex		Age						Social Class				Region					Voting Intention			Vote in 2005				
	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-crat	Con-ser-vative	Labour	Lib-eral Demo-crat	Labour 2005, Con 2008
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27
Don't know	112	33	79	13	23	27	11	18	20	20	35	23	33	30	32	20	18	11	23	19	3	18	27	2	3
	15%	9%	20%	15%	20%	19%	9%	15%	13%	10%	15%	14%	20%	16%	16%	11%	16%	16%	10%	13%	3%	12%	14%	2%	13%

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 18

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**Has clear ideas for dealing with Britain's economic problems, or doesn't know what to do about Britain's economic problems**

**Base: All "Sample B" respondents**

	Sex		Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008			
	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- crat	Con- ser- vative		Labour	Lib- eral Demo- crat	
Unweighted base	755	338	417	52	87	119	164	150	183	244	183	127	201	171	189	198	114	83	239	161	83	177	221	72	31	
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27	
<b>Labour leader Gordon Brown</b>																										
Has clear ideas for dealing with Britain's economic problems	307	170	136	32	46	53	56	52	67	90	87	57	72	72	85	76	37	36	49	121	41	34	121	38	9	
	41%	47%	35%	38%	39%	38%	43%	43%	43%	47%	38%	35%	44%	40%	43%	41%	32%	51%	22%	83%	43%	22%	64%	42%	32%	
Does not know what to do about Britain's economics problems	424	187	237	49	67	85	72	68	83	102	134	103	84	100	112	111	70	32	170	19	55	122	63	53	19	
	56%	51%	61%	58%	56%	60%	55%	56%	54%	53%	59%	63%	51%	56%	56%	59%	61%	44%	77%	13%	57%	78%	33%	58%	68%	
Don't know	22	6	15	4	7	3	3	1	4	1	8	4	9	8	3	-	8	4	3	5	-	1	5	-	-	
	3%	2%	4%	5%	6%	2%	2%	1%	2%	*	3%	2%	6%	4%	1%	-	7%	5%	1%	4%	-	1%	3%	-	-	
<b>Conservative leader David Cameron</b>																										
Has clear ideas for dealing with Britain's economic problems	370	168	203	41	47	72	66	66	79	88	117	89	75	78	107	94	59	33	182	42	41	127	70	37	21	
	49%	46%	52%	48%	39%	51%	51%	54%	51%	46%	51%	54%	45%	43%	53%	50%	51%	46%	82%	29%	43%	81%	37%	40%	76%	
Does not know what to do about Britain's economics problems	352	184	168	40	67	64	61	54	66	97	104	73	79	91	89	88	48	37	36	99	53	24	116	53	7	
	47%	51%	43%	47%	56%	46%	46%	44%	43%	50%	45%	45%	47%	50%	44%	47%	42%	51%	16%	68%	55%	15%	61%	58%	24%	
Refused	1	1	1	-	-	-	-	-	1	1	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	
	*	*	*	-	-	-	-	-	1%	*	*	-	-	*	-	-	*	-	-	-	-	-	*	-	-	
Don't know	29	12	18	5	7	5	4	2	7	8	8	2	12	10	4	5	7	2	5	4	2	6	3	2	-	
	4%	3%	5%	6%	5%	3%	3%	2%	5%	4%	3%	1%	7%	6%	2%	3%	6%	3%	2%	2%	2%	4%	1%	2%	-	
<b>Liberal Democrat leader Nick Clegg</b>																										
Has clear ideas for dealing with Britain's economic problems	214	117	98	22	33	45	36	37	41	66	63	50	35	50	58	53	38	16	57	39	61	44	51	49	7	
	28%	32%	25%	25%	28%	32%	27%	31%	27%	34%	27%	30%	21%	28%	29%	28%	33%	22%	26%	27%	63%	28%	27%	53%	25%	
Does not know what to do about Britain's economics problems	422	211	211	49	68	71	80	66	88	105	126	94	97	96	111	113	55	46	136	84	30	93	112	38	18	
	56%	58%	54%	57%	57%	50%	61%	54%	57%	54%	55%	57%	59%	53%	55%	61%	48%	64%	61%	58%	31%	59%	59%	41%	67%	

Prepared on behalf of The Times by Populus





## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 18

**Q.7 Now I am going to read out some pairs of words or phrases. For each pair, please say which is closest to your perception of ... even if neither word or phrase exactly represents your view?**

**Has clear ideas for dealing with Britain's economic problems, or doesn't know what to do about Britain's economic problems**

**Base: All "Sample B" respondents**

	Sex		Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008		
	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- crat	Con- ser- vative		Labour	Lib- eral Demo- crat
Weighted base	753	364	389	86	120	141	131	121	154	193	229	165	166	180	200	187	115	72	222	145	96	157	189	91	27
Refused	3	1	2	-	1	*	1	-	1	1	-	1	1	-	1	1	-	-	1	-	-	-	1	-	-
	*	*	1%	-	1%	*	1%	-	*	1%	*	-	*	*	-	1%	1%	-	-	1%	-	-	1%	-	-
Don't know	114	35	79	15	17	25	14	18	24	21	40	20	33	33	31	19	20	10	29	21	6	20	25	5	2
	15%	10%	20%	18%	14%	18%	11%	15%	16%	11%	17%	12%	20%	19%	16%	10%	18%	14%	13%	14%	6%	13%	13%	6%	8%

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 19

**Q.8 This week two former Labour Cabinet Ministers called for a vote among all Labour MPs to decide whether they should proceed with Gordon Brown as leader, or choose a new leader before the general election. I'm going to read out three statements. Please say which one is closest to your view, even if none of the statements is exactly what you think?**

**Base: All respondents**

	Sex		Age							Social Class				Region					Voting Intention			Vote in 2005			Labour 2005, Con 2008
	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-o-crats	Con-ser-vative	Labour	Lib-eral Dem-o-crats	
Unweighted base	1509	678	831	113	183	254	314	277	368	498	342	239	430	378	393	376	218	144	432	314	170	327	413	154	55
Weighted base	1509	723	786	180	242	296	255	222	314	400	437	317	356	396	397	370	214	131	406	282	199	297	350	192	48
Gordon Brown is the best leader Labour could have at the present time	612 41%	316 44%	296 38%	77 43%	80 33%	116 39%	106 42%	90 40%	143 46%	169 42%	180 41%	110 35%	153 43%	138 35%	157 40%	169 46%	81 38%	66 51%	113 28%	200 71%	80 40%	90 30%	200 57%	79 41%	13 27%
There is at least one other leading Labour politician I can think of who would make a better leader than Gordon Brown	177 12%	104 14%	73 9%	20 11%	34 14%	36 12%	33 13%	25 11%	30 9%	70 18%	55 13%	21 7%	31 9%	60 15%	40 10%	37 10%	27 12%	13 10%	56 14%	37 13%	32 16%	34 11%	39 11%	33 17%	8 17%
I can't think of any specific Labour politicians who would be a better leader than Gordon Brown, but I think that literally anyone would make a better leader than him	652 43%	279 39%	373 48%	77 43%	114 47%	133 45%	105 41%	99 44%	125 40%	151 38%	185 42%	167 53%	150 42%	175 44%	184 46%	150 41%	96 45%	46 35%	222 55%	41 15%	83 42%	163 55%	98 28%	75 39%	25 53%
None of these	69 5%	25 3%	44 6%	6 4%	14 6%	11 4%	11 4%	9 4%	16 5%	10 3%	17 4%	19 6%	22 6%	23 6%	16 4%	14 4%	10 5%	6 4%	14 3%	5 2%	4 2%	10 3%	12 4%	5 3%	2 3%

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 20

**Q.9 Who is the other leading Labour politician you think would make a better leader than Gordon Brown?****Base: All respondents who think there is at least one other leading Labour politician who would make a better leader than Gordon Brown**

	Sex		Age							Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	
	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- crat	Con- ser- vative	Labour		Lib- eral Demo- crat
Unweighted base	183	100	83	14	29	33	40	33	34	82	44	19	38	59	40	41	29	14	59	38	30	37	47	27	8
Weighted base	177	104	73	20	34	36	33	25	30	70	55	21	31	60	40	37	27	13	56	37	32	34	39	33	8
David Miliband	49 28%	39 38%	10 14%	3 16%	8 24%	11 31%	13 38%	5 21%	9 31%	23 32%	17 31%	4 21%	5 17%	15 24%	9 23%	10 27%	8 31%	7 55%	18 33%	12 32%	10 31%	11 31%	17 44%	12 36%	3 40%
Alan Johnson	20 11%	12 12%	8 11%	1 3%	3 8%	6 18%	6 17%	2 10%	2 8%	6 9%	10 19%	2 12%	1 4%	6 9%	5 13%	4 10%	3 11%	3 21%	9 16%	4 10%	4 14%	6 17%	4 11%	3 10%	1 18%
Peter Mandelson	12 7%	11 10%	2 2%	- -	2 5%	- -	2 5%	4 16%	5 17%	5 7%	1 2%	1 6%	5 16%	4 7%	4 10%	3 7%	2 8%	- -	6 10%	1 3%	2 5%	5 14%	3 7%	3 8%	1 15%
Jack Straw	8 5%	6 5%	3 4%	- -	- -	2 5%	1 2%	4 18%	1 5%	5 7%	2 4%	1 5%	1 2%	3 5%	2 5%	1 2%	1 4%	2 14%	3 5%	- -	2 5%	1 2%	1 4%	3 8%	- -
Ed Miliband	7 4%	7 7%	* 1%	1 8%	2 5%	1 3%	- -	2 8%	1 4%	4 6%	3 6%	- -	- -	3 6%	1 3%	2 4%	1 4%	- -	3 6%	1 4%	2 7%	- -	* 1%	3 8%	- -
Harriet Harman	7 4%	2 1%	6 8%	- -	2 6%	- -	3 9%	2 8%	1 2%	2 3%	4 7%	- -	1 4%	3 6%	1 3%	1 4%	1 2%	1 6%	3 6%	2 4%	2 5%	2 7%	2 5%	2 5%	- -
Ed Balls	4 2%	2 2%	1 2%	- -	1 4%	- -	1 2%	1 3%	1 3%	2 3%	- -	- -	1 4%	2 3%	1 3%	1 2%	- -	- -	3 5%	- -	1 3%	2 6%	1 2%	1 3%	1 8%
Alistair Darling	3 2%	1 1%	2 3%	- -	* 1%	1 3%	- -	1 3%	* 2%	2 2%	1 2%	- -	- -	- -	* 1%	2 5%	* 2%	- -	1 1%	* 1%	- -	2 5%	* 1%	- -	- -
James Purnell	1 *	- -	1 1%	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	1 2%	- -	1 2%	- -	- -	- -	1 1%	- -	- -	1 2%	- -	- -	- -
Tony Blair	1 *	- -	1 1%	- -	- -	- -	- -	1 2%	- -	- -	- -	1 3%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Andy Burnham	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Jon Cruddas	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	19 11%	11 10%	8 12%	1 6%	3 9%	6 17%	3 9%	2 6%	5 16%	9 12%	3 5%	2 10%	6 19%	3 6%	6 14%	5 14%	3 10%	2 18%	6 10%	4 12%	3 9%	2 6%	8 20%	2 6%	2 20%
Can't remember the name	15 8%	11 10%	4 5%	- -	2 4%	1 3%	2 7%	5 20%	5 17%	6 8%	4 8%	3 16%	1 4%	4 7%	4 11%	4 10%	2 9%	- -	3 6%	1 2%	5 16%	3 10%	4 10%	4 13%	1 15%

Prepared on behalf of The Times by Populus



## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 20

**Q.9 Who is the other leading Labour politician you think would make a better leader than Gordon Brown?****Base: All respondents who think there is at least one other leading Labour politician who would make a better leader than Gordon Brown**

	Sex		Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008		
	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- crat	Con- ser- vative		Labour	Lib- eral Demo- crat
Weighted base	177	104	73	20	34	36	33	25	30	70	55	21	31	60	40	37	27	13	56	37	32	34	39	33	8
Don't know	64	26	39	14	16	12	9	7	6	21	22	9	13	28	15	11	8	3	19	15	6	10	9	7	2
	36%	25%	53%	74%	47%	33%	27%	29%	21%	30%	40%	42%	42%	46%	37%	30%	30%	20%	33%	41%	20%	30%	24%	23%	26%

## Times Poll

### CATI Fieldwork : January 8th-10th 2010

Absolutes/col percents

Table 21

**Q.10 Some people say that government should actively promote and encourage marriage, including the use of tax incentives for married people. Some other people say that this would be unfair on those couples who choose not to marry and that it is not the place of government to promote one lifestyle over another. Please say which of these two viewpoints is closest to what you think, even if neither exactly represents what you think?**  
**Base: All "Sample A" respondents**

	Sex		Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008		
	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- crat	Con- ser- vative		Labour	Lib- eral Demo- crat
Unweighted base	754	340	414	61	96	135	150	127	185	254	159	112	229	207	204	178	104	61	193	153	87	150	192	82	24
Weighted base	756	359	397	94	122	154	124	101	160	207	207	152	190	217	197	183	99	59	184	137	103	140	160	101	20
The government should actively promote and encourage marriage	301 40%	169 47%	133 33%	32 33%	39 32%	56 37%	51 41%	49 49%	74 47%	82 40%	79 38%	61 40%	79 41%	85 39%	84 43%	78 43%	34 34%	20 34%	105 57%	44 32%	26 26%	89 64%	57 35%	35 35%	8 39%
This would be unfair on those couples who choose not to marry and that it is not the place of government to promote one lifestyle over another.	432 57%	182 51%	250 63%	60 64%	82 67%	94 61%	66 53%	51 51%	79 49%	121 59%	121 58%	84 55%	106 56%	120 56%	107 54%	102 56%	64 64%	39 66%	75 41%	91 66%	73 71%	49 35%	97 61%	61 61%	11 56%
Don't know	22 3%	8 2%	14 4%	3 3%	2 1%	4 2%	7 6%	* *	7 4%	3 2%	7 3%	6 4%	6 3%	11 5%	7 3%	3 2%	1 1%	* 1%	4 2%	3 2%	4 4%	2 2%	7 4%	4 4%	1 5%

**Times Poll**  
**CATI Fieldwork : January 8th-10th 2010**

Absolutes/col percents

Table 22  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1509	1509
Weighted base		1509	1509
<b><u>Gender</u></b>			
Male		678 45%	724 48%
Female		831 55%	785 52%
<b><u>Age</u></b>			
18-24	(21)	113 7%	179 12%
25-34	(29.5)	183 12%	239 16%
35-44	(39.5)	254 17%	299 20%
45-54	(49.5)	314 21%	254 17%
55-64	(59.5)	277 18%	224 15%
65+	(70)	368 24%	313 21%
Average age		50.09	46.71

**Times Poll**  
**CATI Fieldwork : January 8th-10th 2010**

Absolutes/col percents

Table 22  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1509	1509
<b><u>Social Grade</u></b>		
AB	498 33%	393 26%
C1	342 23%	438 29%
C2	239 16%	317 21%
DE	430 28%	362 24%
<b><u>Region</u></b>		
South East	378 25%	395 26%
Midlands	393 26%	395 26%
North England	376 25%	373 25%
Wales & South West	218 14%	213 14%
Scotland	144 10%	133 9%

**Times Poll**  
**CATI Fieldwork : January 8th-10th 2010**

Absolutes/col percents

Table 22  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1509	1509
<b><u>Working status</u></b>		
Full-time	615 41%	679 45%
Part-time	221 15%	181 12%
Not working but seeking work or temporarily unemployed/sick	68 5%	83 6%
Not working/not seeking work	97 6%	103 7%
Retired	432 29%	373 25%
Student	33 2%	55 4%
Refused	43 3%	34 2%



**Times Poll**  
**CATI Fieldwork : January 8th-10th 2010**

Absolutes/col percents

Table 22  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1509	1509
<b><u>Tenure</u></b>		
Own outright	533 35%	493 33%
Own with a mortgage	543 36%	583 39%
Council	137 9%	194 13%
Housing Assoc.	66 4%	48 3%
Rented from someone else	158 10%	133 9%
Rent free	10 1%	8 1%
Refused	62 4%	51 3%

**Times Poll**  
**CATI Fieldwork : January 8th-10th 2010**

Absolutes/col percents

Table 22  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1509	1509
<b><u>Foreign Holiday in last 3 years</u></b>		
Yes	947 63%	905 60%
No	562 37%	604 40%
<b><u>Number of cars</u></b>		
None	261 17%	314 21%
1	674 45%	627 42%
2	459 30%	433 29%
3+	115 8%	134 9%

**Times Poll**  
**CATI Fieldwork : January 8th-10th 2010**

Absolutes/col percents

Table 22  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1509	1509
<b><u>Internet Access</u></b>		
At all	1189 79%	1206 80%
At home (net)	1108 73%	1124 74%
At work (net)	569 38%	588 39%
At home	596 39%	591 39%
At work	57 4%	55 4%
Both at home and at work	512 34%	533 35%
Somewhere else	24 2%	27 2%
Not at all	318 21%	301 20%
Refused	2 *	2 *

**Times Poll**  
**CATI Fieldwork : January 8th-10th 2010**

Absolutes/col percents

Table 22  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1509	1509
<b><u>What is the highest educational level that you have achieved to date?</u></b>		
Secondary/ high school/ NVQ 1-3	707 47%	741 49%
University degree or equivalent professional qualification/ NVQ4	437 29%	431 29%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	138 9%	128 8%
No formal education	162 11%	153 10%
None of these	15 1%	15 1%
Refused	50 3%	41 3%

**Times Poll**  
**CATI Fieldwork : January 8th-10th 2010**

Absolutes/col percents

Table 22  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1509	1509
<b><u>Marital Status</u></b>		
Single	271 18%	338 22%
Married/ co-habiting	879 58%	848 56%
Widowed/ separated/ divorced	314 21%	287 19%
Refused	45 3%	36 2%
<b><u>Children</u></b>		
None aged 18 or under	1038 69%	1009 67%
NET: Yes	419 28%	455 30%
NET: Yes any aged 15 or under	358 24%	400 27%
- Aged under 5	141 9%	177 12%
- Aged 5-10	165 11%	184 12%
- Aged 11-15	169 11%	170 11%
- Aged 16-18	113 7%	112 7%
Refused	52 3%	44 3%

**Times Poll**  
**CATI Fieldwork : January 8th-10th 2010**

Absolutes/col percents

Table 22  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1509	1509
<b><u>Grocery shopping status</u></b>		
Yes - do half or more	1207 80%	1188 79%
No - do less than half	273 18%	297 20%
Refused	29 2%	24 2%

**Times Poll**  
**CATI Fieldwork : January 8th-10th 2010**

Absolutes/col percents

Table 23

**Q.3 At the last general election in May 2005, many people didn't vote. If you did vote in the general election could you tell me which party you voted for?**

	Unweighted Total	Weighted Total
Unweighted base	1509	1509
Weighted base	1509	1509
Conservative	327 22%	297 20%
Labour	413 27%	350 23%
Liberal Democrat	154 10%	192 13%
Other	81 5%	72 5%
Did not vote	424 28%	500 33%
Refused	68 5%	54 4%
Don't know	42 3%	44 3%