

Times Poll

CATI Fieldwork : July 4th-6th 2008

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					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	Labour 2005, Con 2008	Swing Voters
Unweighted base	1507	687	820	120	176	283	271	321	336	514	326	256	411	386	388	380	216	137	405	272	166	304	424	153	60	487
Weighted base	1507	724	783	179	243	297	252	224	312	397	437	317	356	397	394	370	213	134	395	261	188	293	351	186	52	505
Conservative	395 26%	214 30%	181 23%	30 17%	48 20%	87 29%	61 24%	74 33%	95 30%	114 29%	124 28%	82 26%	75 21%	128 32%	121 31%	78 21%	54 25%	13 10%	395 100%	-	-	232 79%	52 15%	25 13%	52 100%	82 16%
Labour	261 17%	121 17%	140 18%	42 23%	51 21%	34 11%	43 17%	35 16%	56 18%	60 15%	80 18%	43 14%	78 22%	72 18%	58 15%	79 21%	28 13%	24 18%	-	261 100%	-	1 *	162 46%	7 4%	-	101 20%
Liberal Democrat	188 12%	91 13%	97 12%	27 15%	43 18%	32 11%	18 7%	27 12%	41 13%	63 16%	64 15%	24 8%	37 10%	49 12%	49 12%	58 16%	23 11%	9 7%	-	-	188 100%	7 2%	33 9%	104 56%	-	77 15%
SNP	39 3%	24 3%	15 2%	2 1%	2 1%	15 5%	4 2%	7 3%	9 3%	9 2%	6 1%	12 4%	11 3%	-	-	-	-	39 29%	-	-	-	-	4 1%	6 3%	-	13 3%
Plaid Cymru	9 1%	6 1%	3 *	-	2 1%	2 1%	2 1%	1 *	1 *	3 1%	-	2 1%	4 1%	-	-	-	9 4%	-	-	-	-	-	2 *	3 1%	-	4 1%
The Green Party	35 2%	14 2%	21 3%	4 2%	6 3%	6 2%	8 3%	5 2%	6 2%	9 2%	7 2%	14 4%	5 1%	14 3%	7 2%	7 2%	5 2%	2 1%	-	-	-	3 1%	5 1%	2 1%	-	21 4%
The United Kingdom Independence Party (UKIP)	13 1%	6 1%	7 1%	-	1 *	1 *	3 1%	4 2%	4 1%	3 1%	3 1%	3 1%	4 1%	4 1%	5 1%	1 *	2 1%	1 1%	-	-	-	2 1%	3 1%	1 1%	-	5 1%
The British National Party (BNP)	28 2%	18 3%	10 1%	8 4%	5 2%	2 1%	4 2%	5 2%	4 1%	7 2%	2 1%	11 4%	7 2%	4 1%	14 4%	7 2%	1 *	2 1%	-	-	-	1 *	4 1%	-	-	11 2%
Some other party	10 1%	6 1%	4 1%	3 1%	3 1%	1 *	1 *	1 *	2 1%	5 1%	1 *	2 1%	2 1%	4 1%	-	3 1%	-	2 2%	-	-	-	1 *	-	2 1%	-	5 1%
Would not vote at all	193 13%	88 12%	105 13%	31 17%	37 15%	44 15%	34 14%	24 11%	23 7%	35 9%	60 14%	47 15%	50 14%	49 12%	50 13%	53 14%	27 13%	15 11%	-	-	-	4 2%	7 2%	5 3%	-	-
Refused	103 7%	48 7%	55 7%	8 5%	9 4%	13 5%	22 9%	13 6%	37 12%	31 8%	21 5%	22 7%	30 8%	20 5%	32 8%	24 7%	19 9%	8 6%	-	-	-	10 3%	15 4%	3 2%	-	26 5%
Don't know	233 15%	88 12%	145 18%	25 14%	37 15%	60 20%	50 20%	28 13%	33 10%	59 15%	69 16%	54 17%	52 15%	52 13%	60 15%	58 16%	45 21%	18 14%	-	-	-	32 11%	64 18%	28 15%	-	159 31%

Prepared on behalf of The Times by Populus



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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	Swing Voters	
	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	Con-ser-vative	Labour			Lib-eral Dem-ocrat
Unweighted base	860	423	438	58	94	152	140	200	216	320	190	129	221	238	223	205	112	83	364	238	143	245	289	111	54	237
Weighted base	847	436	410	89	133	158	127	140	200	246	252	160	188	244	222	197	104	80	351	224	162	232	240	136	47	255
Conservative	351	191	160	24	42	75	53	67	89	105	111	70	65	115	106	70	48	12	351	-	-	218	47	23	47	66
	41%	44%	39%	27%	32%	48%	42%	48%	45%	43%	44%	44%	35%	47%	48%	36%	47%	15%	100%	-	-	94%	19%	17%	100%	26%
Labour	224	106	117	31	39	32	40	30	51	54	70	36	64	64	50	65	25	20	-	224	-	1	150	7	-	77
	26%	24%	29%	35%	30%	20%	31%	22%	26%	22%	28%	22%	34%	26%	23%	33%	24%	25%	-	100%	-	1%	63%	5%	-	30%
Liberal Democrat	162	78	84	23	37	29	15	23	35	56	55	21	29	44	44	48	18	7	-	-	162	6	28	92	-	66
	19%	18%	20%	25%	28%	18%	12%	17%	18%	23%	22%	13%	16%	18%	20%	24%	18%	9%	-	-	100%	3%	12%	68%	-	26%
SNP	36	22	13	1	2	13	4	7	8	8	6	12	9	-	-	-	-	36	-	-	-	-	4	6	-	11
	4%	5%	3%	1%	2%	8%	3%	5%	4%	3%	2%	7%	5%	-	-	-	-	44%	-	-	-	-	2%	5%	-	4%
Plaid Cymru	7	4	3	-	1	1	2	1	1	2	-	2	3	-	-	-	7	-	-	-	-	-	2	2	-	3
	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	-	1%	2%	-	-	-	6%	-	-	-	-	-	1%	2%	-	1%
The Green Party	27	10	17	3	5	4	7	3	5	8	5	9	5	11	7	5	3	2	-	-	-	3	4	2	-	16
	3%	2%	4%	4%	3%	2%	6%	2%	3%	3%	2%	6%	3%	4%	3%	3%	3%	2%	-	-	-	1%	2%	1%	-	6%
The United Kingdom Independence Party (UKIP)	11	5	6	-	1	1	3	3	3	3	2	2	4	4	4	1	2	1	-	-	-	1	2	1	-	4
	1%	1%	1%	-	*	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	-	-	-	1%	1%	1%	-	2%
The British National Party (BNP)	21	15	6	5	4	2	3	4	3	6	2	7	6	3	11	5	1	1	-	-	-	1	4	-	-	7
	2%	3%	1%	6%	3%	1%	2%	3%	2%	2%	1%	5%	3%	1%	5%	3%	1%	1%	-	-	-	*	2%	-	-	3%
Some other party	8	5	4	2	3	*	1	*	2	4	*	2	2	3	-	3	-	2	-	-	-	1	-	2	-	4
	1%	1%	1%	2%	2%	*	1%	*	1%	2%	*	1%	1%	1%	-	1%	-	3%	-	-	-	*	-	1%	-	2%

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Col percents

Table 3
Published voting intention figures

	<u>Total</u>
Conservative	41%
Labour	28%
Liberal Democrat/ Liberal	19%
Scottish National Party/SNP	4%
Plaid Cymru	1%
Other	7%

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Absolutes/col percents

Table 4

Q.4 Are you fairly sure that is what you'll do at the time of the next general election, or do you think you may well change your mind between now and then?

Base: All respondents who give a voting intention

	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 Democ-rat	Con-ser-vative	Labour	Lib-eral Democ-rat	Labour 2005, Con 2008	Swing Voters
Unweighted base	981	477	504	75	112	173	158	227	236	352	214	154	261	267	253	237	129	95	405	272	166	258	319	122	60	299
Weighted base	977	499	478	114	161	180	145	158	219	272	287	194	224	276	253	234	122	92	395	261	188	247	265	150	52	320
Fairly sure that is what I'll do	635	349	287	49	89	118	103	110	166	188	176	118	154	180	174	148	80	54	305	153	105	204	175	94	35	-
	65%	70%	60%	43%	55%	66%	71%	70%	76%	69%	61%	61%	69%	65%	69%	63%	65%	59%	77%	58%	56%	83%	66%	63%	67%	-
May well change my mind	320	142	177	63	64	57	40	45	50	79	104	70	67	88	73	79	42	38	82	101	77	37	85	55	17	320
	33%	29%	37%	55%	40%	32%	28%	29%	23%	29%	36%	36%	30%	32%	29%	34%	35%	41%	21%	39%	41%	15%	32%	36%	33%	100%
Don't know	23	8	14	3	8	4	1	3	3	6	8	6	3	9	6	7	-	-	7	8	5	6	5	2	-	-
	2%	2%	3%	2%	5%	2%	1%	2%	1%	2%	3%	3%	1%	3%	2%	3%	-	-	2%	3%	3%	2%	2%	1%	-	-

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Table 5

Q.5 Do you think of yourself as a floating voter - who hasn't decided yet which party, if any, to support at the election, or do you just prefer not to say how you may vote?

Base: All respondents who don't know/ refuse voting intention

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005			Labour 2005, Con 2008	Swing Voters
	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	332	131	201	23	33	69	75	57	75	111	66	66	89	73	88	83	61	27	-	-	-	42	93	25	-	188
Weighted base	319	132	187	32	40	72	69	39	68	85	85	75	76	69	89	74	63	25	-	-	-	41	76	29	-	185
Floating voter	185	75	111	22	24	46	36	22	35	47	55	43	40	39	39	47	45	15	-	-	-	26	52	22	-	185
	58%	57%	59%	70%	61%	64%	52%	56%	51%	56%	65%	58%	53%	57%	44%	63%	72%	61%	-	-	-	62%	69%	77%	-	100%
Prefer not to say	134	57	77	10	15	26	33	17	33	37	30	32	35	30	49	27	18	10	-	-	-	16	24	7	-	-
	42%	43%	41%	30%	39%	36%	48%	44%	49%	44%	35%	42%	47%	43%	56%	37%	28%	39%	-	-	-	38%	31%	23%	-	-

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Table 6
Q.6 Which of the three main political parties would do the best job on each of the following?
Improving the National Health Service
Base: All "Sample A" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	756	345	411	59	85	127	142	166	177	262	167	128	199	197	196	188	108	67	197	145	79	146	217	75	25	250
Weighted base	743	356	387	83	115	129	134	115	166	205	214	155	169	201	196	178	103	65	187	139	86	137	175	90	21	257
Labour	233	117	116	27	35	37	46	30	58	55	79	40	59	67	53	62	23	29	18	116	24	4	107	27	6	86
	31%	33%	30%	32%	30%	29%	34%	26%	35%	27%	37%	26%	35%	33%	27%	35%	23%	44%	10%	83%	28%	3%	61%	30%	30%	33%
Conservative	232	121	111	22	34	38	33	45	60	72	50	57	52	69	65	46	37	15	137	11	12	106	25	18	10	59
	31%	34%	29%	27%	30%	29%	25%	39%	36%	35%	23%	37%	31%	34%	33%	26%	36%	23%	73%	8%	14%	78%	14%	20%	50%	23%
Liberal Democrat	102	48	54	15	17	19	19	15	16	33	30	20	19	32	22	26	13	9	10	5	44	7	19	32	2	44
	14%	13%	14%	18%	15%	15%	14%	13%	10%	16%	14%	13%	11%	16%	11%	15%	13%	14%	5%	4%	51%	5%	11%	36%	8%	17%
None of them	70	32	37	4	10	13	18	14	11	17	19	16	17	13	25	16	8	7	7	3	1	8	10	2	2	21
	9%	9%	10%	5%	9%	10%	13%	12%	6%	8%	9%	11%	10%	7%	13%	9%	8%	11%	4%	2%	1%	6%	6%	2%	10%	8%
Don't know	106	38	69	15	19	22	19	11	21	28	35	21	22	21	32	27	21	5	15	4	6	11	14	11	1	47
	14%	11%	18%	18%	17%	17%	14%	9%	12%	13%	16%	14%	13%	10%	16%	15%	21%	8%	8%	3%	7%	8%	8%	13%	3%	18%

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Absolutes/col percents

Table 7

Q.6 Which of the three main political parties would do the best job on each of the following?

Manage Britain's economy well in bad times as well as good

Base: All "Sample A" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	756	345	411	59	85	127	142	166	177	262	167	128	199	197	196	188	108	67	197	145	79	146	217	75	25	250
Weighted base	743	356	387	83	115	129	134	115	166	205	214	155	169	201	196	178	103	65	187	139	86	137	175	90	21	257
Labour	196	87	109	25	27	33	39	25	46	46	66	30	53	49	41	57	22	27	10	102	15	1	99	19	4	75
	26%	25%	28%	30%	24%	26%	29%	22%	28%	23%	31%	19%	31%	24%	21%	32%	21%	41%	5%	73%	17%	1%	57%	21%	19%	29%
Conservative	292	162	130	22	47	50	51	53	68	88	70	80	54	90	83	60	41	19	164	13	20	121	33	25	15	78
	39%	45%	34%	26%	41%	39%	38%	46%	41%	43%	33%	52%	32%	45%	42%	34%	40%	29%	87%	9%	23%	88%	19%	27%	75%	30%
Liberal Democrat	75	30	45	13	13	10	8	12	19	22	22	11	20	22	13	22	15	4	1	11	41	3	14	30	-	33
	10%	9%	12%	15%	11%	8%	6%	11%	11%	11%	10%	7%	12%	11%	6%	12%	14%	6%	1%	8%	48%	2%	8%	33%	-	13%
None of them	76	37	39	6	12	17	18	11	12	19	20	20	17	14	28	19	8	8	4	5	2	3	11	5	1	25
	10%	10%	10%	8%	10%	13%	14%	9%	7%	9%	9%	13%	10%	7%	14%	11%	7%	12%	2%	4%	3%	2%	6%	6%	4%	10%
Don't know	104	40	64	18	16	19	17	14	21	30	35	14	25	27	31	19	18	8	8	8	7	8	18	12	*	48
	14%	11%	17%	21%	14%	14%	13%	12%	13%	14%	16%	9%	15%	13%	16%	11%	17%	12%	5%	6%	9%	6%	10%	13%	2%	19%

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Absolutes/col percents

Table 8

Q.6 Which of the three main political parties would do the best job on each of the following?**Improving standards in schools****Base: All "Sample A" respondents**

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	756	345	411	59	85	127	142	166	177	262	167	128	199	197	196	188	108	67	197	145	79	146	217	75	25	250
Weighted base	743	356	387	83	115	129	134	115	166	205	214	155	169	201	196	178	103	65	187	139	86	137	175	90	21	257
Labour	230	100	130	35	35	34	47	30	48	54	80	40	56	55	43	73	24	35	7	111	20	4	105	24	4	90
	31%	28%	34%	42%	31%	26%	35%	26%	29%	26%	38%	26%	33%	28%	22%	41%	24%	53%	4%	79%	24%	3%	60%	26%	19%	35%
Conservative	235	128	107	16	30	40	31	48	69	69	63	58	46	77	72	42	36	8	156	8	6	112	26	19	15	62
	32%	36%	28%	19%	26%	31%	23%	42%	42%	33%	29%	37%	27%	38%	37%	24%	35%	12%	84%	6%	7%	82%	15%	21%	73%	24%
Liberal Democrat	108	59	49	12	22	22	17	18	18	39	27	21	21	34	22	28	15	9	8	8	53	5	23	36	1	46
	15%	17%	13%	14%	19%	17%	13%	16%	11%	19%	12%	14%	13%	17%	11%	16%	15%	14%	4%	6%	62%	4%	13%	40%	3%	18%
None of them	67	30	37	4	9	14	19	9	11	19	16	13	19	15	26	14	7	6	5	5	1	6	9	6	1	23
	9%	8%	10%	5%	8%	11%	15%	8%	6%	9%	7%	9%	11%	7%	13%	8%	7%	9%	3%	3%	1%	4%	5%	6%	6%	9%
Don't know	103	39	64	16	18	19	18	11	20	24	28	23	28	20	33	21	20	8	11	7	5	10	11	6	-	37
	14%	11%	16%	20%	16%	14%	14%	9%	12%	12%	13%	15%	16%	10%	17%	12%	20%	12%	6%	5%	5%	7%	6%	6%	-	14%

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Absolutes/col percents

Table 9

Q.6 Which of the three main political parties would do the best job on each of the following?

Getting the right balance between taxes and public spending

Base: All "Sample A" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	756	345	411	59	85	127	142	166	177	262	167	128	199	197	196	188	108	67	197	145	79	146	217	75	25	250
Weighted base	743	356	387	83	115	129	134	115	166	205	214	155	169	201	196	178	103	65	187	139	86	137	175	90	21	257
Labour	171	69	102	23	21	26	35	23	43	44	49	27	50	38	42	49	18	24	4	100	9	1	89	16	1	68
	23%	19%	26%	27%	18%	20%	26%	20%	26%	22%	23%	18%	29%	19%	21%	28%	17%	37%	2%	72%	11%	1%	51%	18%	7%	26%
Conservative	265	153	112	20	37	48	44	48	67	80	72	60	53	84	71	52	39	19	155	15	12	113	38	19	16	73
	36%	43%	29%	24%	32%	37%	33%	42%	40%	39%	34%	39%	31%	42%	36%	29%	38%	29%	83%	11%	14%	83%	22%	21%	78%	28%
Liberal Democrat	131	64	67	19	29	19	21	22	20	43	39	28	21	46	25	33	17	10	13	12	56	8	26	41	2	48
	18%	18%	17%	23%	25%	14%	16%	20%	12%	21%	18%	18%	12%	23%	13%	18%	16%	16%	7%	9%	65%	6%	15%	46%	10%	18%
None of them	82	37	45	5	12	19	18	11	17	16	22	21	23	14	27	23	11	7	6	5	5	7	12	5	*	27
	11%	10%	12%	6%	11%	15%	13%	9%	10%	8%	10%	14%	14%	7%	14%	13%	10%	10%	3%	4%	6%	5%	7%	6%	2%	10%
Don't know	94	33	61	16	16	17	16	10	19	22	31	18	23	19	31	20	19	5	8	6	4	8	10	8	1	42
	13%	9%	16%	19%	14%	13%	12%	9%	11%	11%	15%	12%	14%	9%	16%	12%	19%	7%	4%	4%	5%	6%	6%	9%	3%	16%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 10
Q.6 Which of the three main political parties would do the best job on each of the following?
Dealing effectively with crime and anti-social behaviour
Base: All "Sample A" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	756	345	411	59	85	127	142	166	177	262	167	128	199	197	196	188	108	67	197	145	79	146	217	75	25	250
Weighted base	743	356	387	83	115	129	134	115	166	205	214	155	169	201	196	178	103	65	187	139	86	137	175	90	21	257
Labour	150	56	94	22	16	28	35	18	31	34	54	19	43	40	33	42	16	20	4	93	8	3	72	11	-	58
	20%	16%	24%	27%	14%	22%	26%	15%	19%	17%	25%	12%	26%	20%	17%	24%	15%	31%	2%	67%	10%	2%	41%	12%	-	23%
Conservative	294	158	136	25	37	51	44	56	80	88	76	70	59	81	87	63	37	26	165	18	23	115	49	29	20	86
	40%	44%	35%	30%	32%	39%	33%	49%	48%	43%	36%	45%	35%	40%	44%	35%	36%	40%	88%	13%	27%	84%	28%	33%	95%	33%
Liberal Democrat	91	42	48	16	17	15	16	12	14	28	30	18	15	29	17	22	16	6	2	8	41	2	17	32	1	40
	12%	12%	13%	20%	15%	12%	12%	11%	8%	13%	14%	11%	9%	14%	9%	12%	15%	10%	1%	6%	48%	1%	9%	35%	5%	15%
None of them	101	54	47	3	17	21	20	17	23	24	27	26	24	20	33	25	14	9	9	9	5	10	23	7	-	34
	14%	15%	12%	3%	14%	16%	15%	15%	14%	12%	12%	17%	14%	10%	17%	14%	14%	14%	5%	7%	6%	7%	13%	8%	-	13%
Don't know	107	46	62	17	29	14	19	11	18	31	27	22	27	31	26	27	20	3	7	11	7	7	14	10	-	40
	14%	13%	16%	21%	25%	11%	14%	9%	11%	15%	13%	14%	16%	15%	13%	15%	20%	5%	4%	8%	9%	5%	8%	11%	-	16%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 11
Q.6 Which of the three main political parties would do the best job on each of the following?
Tackling the problem of climate change
Base: All "Sample A" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	756	345	411	59	85	127	142	166	177	262	167	128	199	197	196	188	108	67	197	145	79	146	217	75	25	250
Weighted base	743	356	387	83	115	129	134	115	166	205	214	155	169	201	196	178	103	65	187	139	86	137	175	90	21	257
Labour	163	73	90	27	17	28	34	20	36	34	50	31	47	40	45	40	19	19	13	80	12	4	80	9	4	58
	22%	20%	23%	32%	15%	22%	25%	17%	22%	17%	24%	20%	28%	20%	23%	23%	18%	29%	7%	58%	14%	3%	46%	10%	19%	23%
Conservative	154	85	69	12	26	25	20	31	40	42	42	39	31	46	43	35	23	7	102	9	5	74	17	6	7	30
	21%	24%	18%	15%	22%	19%	15%	27%	24%	20%	20%	25%	18%	23%	22%	20%	22%	11%	54%	6%	5%	54%	10%	7%	32%	12%
Liberal Democrat	197	94	103	20	43	31	27	32	43	69	63	34	30	63	42	47	20	25	35	33	57	29	42	53	6	85
	26%	26%	27%	24%	37%	24%	20%	28%	26%	34%	29%	22%	18%	31%	21%	26%	19%	39%	19%	24%	67%	21%	24%	59%	30%	33%
None of them	122	65	57	6	14	26	32	19	24	31	26	32	32	34	36	29	14	8	21	8	5	16	25	9	2	46
	16%	18%	15%	8%	12%	20%	24%	17%	15%	15%	12%	21%	19%	17%	18%	17%	14%	13%	11%	6%	6%	11%	14%	10%	8%	18%
Don't know	108	40	68	17	15	19	21	13	22	28	33	18	29	17	31	26	28	6	16	9	7	14	11	12	2	38
	14%	11%	18%	21%	13%	15%	16%	11%	13%	14%	15%	12%	17%	9%	16%	15%	27%	9%	9%	6%	8%	10%	6%	14%	10%	15%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 12
Q.6 Which of the three main political parties would do the best job on each of the following?
Representing Britain's best interests in the EU
Base: All "Sample A" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	756	345	411	59	85	127	142	166	177	262	167	128	199	197	196	188	108	67	197	145	79	146	217	75	25	250
Weighted base	743	356	387	83	115	129	134	115	166	205	214	155	169	201	196	178	103	65	187	139	86	137	175	90	21	257
Labour	195	87	108	38	21	30	37	26	42	47	63	32	53	50	42	58	24	22	11	104	10	7	92	15	4	77
	26%	25%	28%	46%	19%	23%	28%	23%	25%	23%	30%	20%	31%	25%	21%	33%	23%	33%	6%	75%	12%	5%	53%	17%	19%	30%
Conservative	260	142	118	17	32	47	43	53	68	76	70	66	48	82	68	53	37	20	155	9	13	112	35	19	14	68
	35%	40%	30%	20%	28%	36%	32%	46%	41%	37%	33%	42%	28%	41%	35%	30%	36%	30%	83%	6%	15%	82%	20%	21%	68%	26%
Liberal Democrat	105	56	49	9	28	21	16	11	20	33	36	15	21	29	29	24	12	11	7	13	52	6	22	39	1	46
	14%	16%	13%	11%	24%	16%	12%	10%	12%	16%	17%	10%	13%	14%	15%	13%	12%	18%	4%	9%	61%	4%	13%	44%	4%	18%
None of them	75	31	45	3	14	16	14	12	15	18	16	21	21	17	25	19	8	7	4	3	3	4	11	4	-	28
	10%	9%	12%	3%	12%	13%	11%	11%	9%	9%	7%	13%	12%	8%	13%	11%	8%	10%	2%	2%	4%	3%	6%	4%	-	11%
Don't know	108	40	68	17	19	15	23	12	22	31	29	22	26	24	32	24	22	6	11	10	7	8	15	12	2	38
	15%	11%	18%	20%	17%	12%	17%	10%	13%	15%	13%	14%	16%	12%	16%	14%	21%	9%	6%	7%	9%	6%	9%	14%	10%	15%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 13
Q.6 Which of the three main political parties would do the best job on each of the following?
Immigration & asylum
Base: All "Sample A" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	756	345	411	59	85	127	142	166	177	262	167	128	199	197	196	188	108	67	197	145	79	146	217	75	25	250
Weighted base	743	356	387	83	115	129	134	115	166	205	214	155	169	201	196	178	103	65	187	139	86	137	175	90	21	257
Labour	144	63	82	21	22	19	37	18	28	35	49	21	40	46	30	37	18	13	1	83	7	3	68	7	1	44
	19%	18%	21%	25%	19%	15%	27%	16%	17%	17%	23%	13%	23%	23%	15%	21%	18%	20%	1%	59%	8%	2%	39%	8%	3%	17%
Conservative	285	161	124	25	39	49	41	57	75	76	79	75	55	83	80	62	38	22	158	25	16	113	53	22	18	83
	38%	45%	32%	30%	33%	38%	31%	49%	45%	37%	37%	48%	33%	41%	41%	35%	37%	34%	85%	18%	19%	83%	30%	24%	86%	32%
Liberal Democrat	108	49	60	14	21	19	17	16	23	38	31	18	21	31	15	34	15	14	3	16	49	3	22	46	-	55
	15%	14%	15%	16%	18%	15%	12%	14%	14%	18%	14%	12%	13%	15%	7%	19%	14%	22%	2%	12%	58%	2%	12%	51%	-	21%
None of them	94	44	50	4	14	21	21	11	22	23	26	22	23	18	35	23	10	8	8	6	8	7	16	8	1	33
	13%	12%	13%	4%	13%	16%	16%	10%	13%	11%	12%	14%	13%	9%	18%	13%	9%	13%	4%	4%	10%	5%	9%	9%	5%	13%
Don't know	111	39	72	21	19	21	19	13	18	34	28	19	30	24	35	23	22	7	17	9	5	10	17	7	1	43
	15%	11%	19%	25%	17%	16%	14%	12%	11%	16%	13%	12%	18%	12%	18%	13%	21%	11%	9%	7%	6%	8%	10%	8%	7%	17%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 14
Q.6 Which of the three main political parties would do the best job on each of the following?
Tackling the shortage of affordable housing
Base: All "Sample A" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	756	345	411	59	85	127	142	166	177	262	167	128	199	197	196	188	108	67	197	145	79	146	217	75	25	250
Weighted base	743	356	387	83	115	129	134	115	166	205	214	155	169	201	196	178	103	65	187	139	86	137	175	90	21	257
Labour	229	106	124	28	34	35	37	39	56	60	72	39	58	60	57	56	27	31	29	100	25	15	99	31	7	87
	31%	30%	32%	33%	30%	27%	28%	34%	34%	29%	34%	25%	34%	30%	29%	31%	26%	47%	16%	72%	29%	11%	57%	35%	33%	34%
Conservative	184	103	82	20	23	35	24	32	49	51	42	50	42	52	48	44	27	14	116	12	8	85	21	11	10	45
	25%	29%	21%	23%	20%	27%	18%	28%	29%	25%	19%	32%	25%	26%	25%	25%	26%	21%	62%	8%	9%	62%	12%	12%	51%	17%
Liberal Democrat	116	55	61	14	19	24	23	18	18	37	36	21	22	38	21	29	20	8	17	13	40	16	26	32	2	47
	16%	15%	16%	17%	16%	19%	17%	16%	11%	18%	17%	14%	13%	19%	11%	16%	19%	13%	9%	9%	47%	12%	15%	36%	11%	18%
None of them	83	45	38	5	14	16	18	12	18	19	27	19	17	15	35	21	7	6	4	5	2	7	12	4	-	25
	11%	13%	10%	6%	13%	12%	14%	10%	11%	9%	13%	12%	10%	7%	18%	12%	6%	9%	2%	4%	3%	5%	7%	5%	-	10%
Don't know	130	48	82	18	24	19	31	14	24	38	36	26	30	37	35	28	23	7	21	9	10	15	16	12	1	54
	17%	13%	21%	21%	21%	15%	23%	12%	15%	18%	17%	17%	18%	18%	18%	16%	23%	11%	11%	7%	12%	11%	9%	13%	5%	21%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 15

Q.8 It is now just over a year since Gordon Brown took over as Prime Minister from Tony Blair. Do you think that the following things have changed for the better, changed for the worse, or not really changed at all, compared with how they were before Gordon Brown became Prime Minister?
The state of the economy

Base: All "Sample B" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Changed for the better	22 3%	11 3%	12 3%	7 8%	3 2%	6 3%	1 1%	2 2%	3 2%	4 2%	5 2%	2 1%	11 6%	5 2%	5 2%	4 2%	6 6%	3 4%	3 1%	5 4%	4 4%	3 2%	7 4%	1 1%	-	5 2%
Not really changed at all	95 12%	41 11%	54 14%	19 20%	24 19%	17 10%	8 7%	10 9%	17 12%	18 9%	22 10%	18 11%	37 20%	20 10%	25 13%	24 13%	12 11%	14 20%	13 6%	35 29%	10 10%	10 6%	26 15%	11 11%	2 5%	33 13%
Changed for the worse	627 82%	311 84%	316 80%	60 63%	102 79%	143 86%	105 89%	95 87%	122 83%	165 86%	190 85%	141 87%	131 70%	164 84%	167 84%	158 82%	86 79%	52 76%	188 91%	79 65%	85 83%	141 91%	141 80%	85 88%	29 92%	198 80%
Don't know	19 3%	6 2%	13 3%	9 9%	-	2 1%	4 3%	1 1%	4 3%	5 3%	6 3%	1 1%	7 4%	7 4%	2 1%	6 3%	5 4%	-	4 2%	2 2%	3 3%	2 1%	2 1%	-	1 3%	11 4%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 16

Q.8 It is now just over a year since Gordon Brown took over as Prime Minister from Tony Blair. Do you think that the following things have changed for the better, changed for the worse, or not really changed at all, compared with how they were before Gordon Brown became Prime Minister? The situation in Iraq

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	Swing Voters
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Changed for the better	88 11%	58 16%	29 7%	1 1%	13 10%	17 10%	12 10%	23 21%	21 15%	33 17%	23 11%	15 9%	16 9%	24 12%	23 12%	19 10%	12 11%	9 13%	17 8%	26 21%	10 9%	18 11%	31 18%	9 9%	2 7%	25 10%
Not really changed at all	386 51%	177 48%	209 53%	55 58%	77 60%	86 51%	61 52%	45 41%	62 43%	92 48%	138 62%	72 44%	84 45%	105 54%	104 53%	98 51%	43 39%	37 54%	111 54%	64 53%	63 62%	71 46%	88 50%	54 56%	16 52%	137 56%
Changed for the worse	249 33%	111 30%	138 35%	28 30%	34 27%	58 35%	37 31%	36 33%	55 38%	61 32%	48 21%	67 41%	73 39%	53 27%	63 32%	62 32%	49 44%	22 32%	68 33%	28 23%	24 23%	58 37%	49 28%	30 32%	10 32%	73 29%
Don't know	42 5%	21 6%	20 5%	10 11%	4 3%	6 4%	8 7%	6 5%	8 5%	6 3%	13 6%	9 5%	14 8%	14 7%	7 4%	13 7%	6 6%	1 2%	11 5%	4 3%	6 6%	9 6%	8 4%	3 4%	3 9%	13 5%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 17

Q.8 It is now just over a year since Gordon Brown took over as Prime Minister from Tony Blair. Do you think that the following things have changed for the better, changed for the worse, or not really changed at all, compared with how they were before Gordon Brown became Prime Minister?
The NHS

Base: All "Sample B" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Changed for the better	89 12%	58 16%	31 8%	7 7%	15 12%	11 7%	11 9%	19 17%	26 18%	28 15%	19 9%	11 7%	30 16%	21 11%	28 14%	21 11%	12 11%	7 10%	11 5%	33 27%	11 11%	10 7%	36 20%	11 12%	3 10%	24 10%
Not really changed at all	450 59%	214 58%	236 60%	64 67%	84 66%	113 68%	64 54%	49 45%	75 52%	122 64%	149 67%	90 55%	89 47%	109 56%	114 57%	115 60%	64 58%	48 71%	122 59%	71 58%	72 70%	87 56%	101 57%	61 63%	16 50%	157 64%
Changed for the worse	196 26%	78 21%	118 30%	17 18%	22 17%	40 24%	37 32%	41 37%	39 27%	38 20%	48 21%	54 33%	57 30%	60 31%	54 27%	44 23%	29 26%	10 14%	68 33%	12 10%	19 18%	54 35%	34 19%	23 24%	10 34%	54 22%
Don't know	29 4%	18 5%	11 3%	7 7%	7 5%	3 2%	6 5%	* *	6 4%	3 2%	7 3%	7 5%	11 6%	6 3%	3 2%	13 7%	4 4%	3 5%	7 3%	6 5%	1 1%	4 3%	5 3%	1 1%	2 6%	12 5%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 18

Q.8 It is now just over a year since Gordon Brown took over as Prime Minister from Tony Blair. Do you think that the following things have changed for the better, changed for the worse, or not really changed at all, compared with how they were before Gordon Brown became Prime Minister?
Standards in schools

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 Democ-rat	Con-ser-vative	Labour	Lib-eral Democ-rat	Labour 2005, Con 2008	Swing Voters
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Changed for the better	87 11%	51 14%	36 9%	15 16%	18 14%	17 10%	9 7%	10 10%	18 12%	23 12%	14 6%	18 11%	32 17%	22 11%	25 13%	20 10%	11 10%	9 13%	10 5%	33 27%	12 12%	7 5%	28 16%	12 13%	4 12%	33 13%
Not really changed at all	391 51%	186 51%	204 52%	46 48%	71 55%	104 62%	67 57%	50 46%	53 36%	103 54%	136 61%	70 43%	82 44%	84 43%	102 51%	101 52%	55 50%	49 72%	103 50%	68 55%	52 51%	72 46%	104 59%	47 49%	19 61%	138 56%
Changed for the worse	178 23%	76 21%	102 26%	27 28%	21 16%	29 17%	26 22%	27 25%	49 34%	44 23%	45 20%	50 31%	39 21%	57 29%	46 23%	39 20%	28 26%	8 12%	66 32%	11 9%	26 25%	54 35%	21 12%	24 25%	6 21%	46 18%
Don't know	108 14%	55 15%	53 13%	8 8%	19 15%	17 10%	16 14%	22 20%	26 18%	22 11%	28 13%	24 15%	34 18%	32 16%	25 13%	33 17%	16 14%	2 4%	28 14%	11 9%	12 12%	23 15%	23 13%	13 13%	2 7%	31 13%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 19

Q.8 It is now just over a year since Gordon Brown took over as Prime Minister from Tony Blair. Do you think that the following things have changed for the better, changed for the worse, or not really changed at all, compared with how they were before Gordon Brown became Prime Minister?
Relations with America

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 Democ-rat	Con-ser-vative	Labour	Lib-eral Democ-rat	Labour 2005, Con 2008	Swing Voters
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Changed for the better	65 8%	40 11%	25 6%	9 9%	9 7%	16 10%	8 7%	7 7%	16 11%	15 8%	15 7%	17 10%	18 10%	21 11%	18 9%	13 7%	7 7%	5 8%	21 10%	13 11%	3 3%	15 10%	14 8%	4 5%	*	24 10%
Not really changed at all	477 62%	231 63%	246 62%	57 60%	80 63%	100 60%	81 68%	71 65%	88 60%	123 64%	144 64%	98 60%	112 60%	117 60%	128 64%	118 62%	73 66%	40 59%	124 60%	83 68%	63 62%	94 60%	118 67%	63 66%	18 59%	165 67%
Changed for the worse	158 21%	70 19%	88 22%	22 23%	20 15%	42 25%	19 16%	25 23%	31 21%	42 22%	48 21%	39 24%	29 16%	43 22%	43 22%	35 18%	22 20%	14 21%	57 27%	14 11%	23 23%	41 26%	33 19%	17 17%	10 31%	40 16%
Don't know	65 8%	28 8%	37 9%	8 8%	19 15%	9 5%	11 9%	6 5%	12 8%	13 7%	16 7%	8 5%	28 15%	14 7%	10 5%	25 13%	7 6%	9 13%	6 3%	12 10%	13 12%	6 4%	11 6%	12 12%	3 9%	19 8%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 20

**Q.8 It is now just over a year since Gordon Brown took over as Prime Minister from Tony Blair. Do you think that the following things have changed for the better, changed for the worse, or not really changed at all, compared with how they were before Gordon Brown became Prime Minister?
Standards in public life**

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 Democ-rat	Con-ser-vative	Labour	Lib-eral Democ-rat	Labour 2005, Con 2008	Swing Voters
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Changed for the better	33 4%	20 6%	13 3%	8 8%	2 1%	5 3%	5 4%	4 4%	10 7%	10 5%	5 2%	3 2%	15 8%	7 3%	12 6%	6 3%	7 6%	3 4%	4 2%	7 6%	8 8%	6 4%	9 5%	4 4%	1 4%	13 5%
Not really changed at all	276 36%	135 37%	141 35%	38 40%	51 40%	56 33%	46 39%	37 34%	48 33%	82 43%	76 34%	52 32%	65 35%	76 39%	58 29%	71 37%	37 34%	34 50%	57 28%	68 56%	41 40%	39 25%	75 43%	44 46%	7 23%	89 36%
Changed for the worse	431 56%	203 55%	228 58%	46 48%	70 55%	102 61%	63 54%	62 57%	87 59%	96 50%	131 59%	101 62%	102 55%	105 53%	127 64%	105 55%	64 58%	30 44%	138 67%	44 36%	49 48%	103 66%	89 50%	44 46%	22 70%	140 57%
Don't know	24 3%	9 2%	15 4%	3 3%	5 4%	4 2%	4 3%	6 5%	2 2%	3 1%	11 5%	6 4%	5 3%	9 4%	2 1%	10 5%	2 2%	1 2%	8 4%	3 3%	3 3%	7 5%	4 2%	4 4%	1 3%	5 2%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 21

Q.8 It is now just over a year since Gordon Brown took over as Prime Minister from Tony Blair. Do you think that the following things have changed for the better, changed for the worse, or not really changed at all, compared with how they were before Gordon Brown became Prime Minister?

Tackling crime & anti-social behaviour

Base: All "Sample B" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005				Labour 2005, Con 2008	Swing Voters
	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	Con-ser-vative	Labour	Lib-eral Democ-rat		
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Changed for the better	43 6%	22 6%	21 5%	7 8%	6 5%	9 5%	8 6%	9 8%	4 3%	10 5%	7 3%	7 5%	18 9%	8 4%	10 5%	15 8%	8 8%	2 3%	4 2%	15 12%	7 7%	2 2%	14 8%	7 7%	-	16 7%
Not really changed at all	265 35%	130 35%	136 34%	30 32%	64 50%	66 40%	34 29%	27 25%	44 30%	87 46%	76 34%	49 30%	53 29%	68 35%	66 33%	57 30%	34 31%	40 58%	61 30%	59 48%	39 38%	44 28%	73 41%	34 36%	11 34%	90 36%
Changed for the worse	436 57%	203 55%	233 59%	53 56%	53 41%	91 54%	72 61%	72 66%	95 65%	92 48%	136 61%	100 61%	108 58%	114 58%	120 61%	113 59%	65 59%	24 35%	139 67%	42 34%	53 52%	108 69%	85 48%	54 56%	19 61%	136 55%
Don't know	20 3%	14 4%	7 2%	5 5%	5 4%	1 1%	5 4%	1 1%	4 3%	2 1%	4 2%	7 4%	8 4%	6 3%	2 1%	7 4%	2 2%	3 4%	2 1%	6 5%	3 3%	1 1%	3 2%	1 1%	1 4%	5 2%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 22

Q.8 It is now just over a year since Gordon Brown took over as Prime Minister from Tony Blair. Do you think that the following things have changed for the better, changed for the worse, or not really changed at all, compared with how they were before Gordon Brown became Prime Minister?
The level of taxes

Base: All "Sample B" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con	Swing Voters	
	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	Con-ser-vative	Labour			Lib-eral Democ-rat
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Changed for the better	30 4%	18 5%	11 3%	2 2%	10 8%	4 2%	3 2%	4 4%	7 4%	10 5%	6 2%	5 3%	8 4%	12 6%	5 2%	6 3%	6 5%	2 2%	7 3%	11 9%	2 2%	5 3%	15 9%	2 2%	* 1%	9 4%
Not really changed at all	180 24%	93 25%	87 22%	23 24%	27 21%	43 26%	25 21%	21 19%	41 28%	46 24%	50 23%	36 22%	47 25%	48 24%	43 22%	45 23%	18 17%	26 38%	28 14%	55 45%	26 26%	25 16%	54 30%	22 23%	2 7%	61 25%
Changed for the worse	525 69%	248 68%	276 70%	63 66%	86 67%	118 71%	86 73%	81 74%	91 62%	129 67%	163 73%	120 74%	114 61%	127 65%	145 73%	132 69%	80 73%	40 59%	168 81%	51 42%	69 68%	122 79%	103 58%	66 68%	28 89%	165 67%
Don't know	30 4%	9 2%	21 5%	7 7%	5 4%	2 1%	4 4%	3 3%	8 6%	7 4%	4 2%	1 1%	18 10%	10 5%	5 3%	9 5%	6 5%	1 2%	4 2%	5 4%	4 4%	4 2%	4 3%	6 7%	1 2%	12 5%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 23

Q.9 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 Labour leader Gordon Brown 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	Swing Voters	
	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	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Strong	220	112	108	24	38	50	31	31	45	65	64	35	56	52	56	59	26	28	38	61	34	41	75	29	5	83
	29%	31%	27%	26%	30%	30%	26%	28%	31%	34%	29%	22%	30%	26%	28%	31%	24%	41%	19%	50%	33%	26%	43%	30%	15%	34%
Weak	513	242	271	67	86	110	81	75	93	120	152	122	119	134	139	121	80	39	165	56	66	110	96	66	26	155
	67%	66%	69%	71%	67%	66%	69%	69%	64%	63%	68%	75%	64%	68%	70%	63%	73%	57%	80%	46%	65%	71%	54%	68%	82%	62%
Don't know	30	13	17	3	3	7	6	3	8	7	7	4	12	10	4	11	3	2	4	5	2	5	6	2	1	10
	4%	4%	4%	4%	3%	4%	5%	3%	6%	4%	3%	3%	7%	5%	2%	6%	3%	2%	2%	4%	2%	3%	3%	2%	3%	4%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 24

Q.9 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 Labour leader Gordon Brown even if neither word or phrase exactly represents your view?

Winner OR Loser

Base: All "Sample B" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Winner	162	77	84	22	24	37	24	21	34	42	46	19	55	43	38	37	22	23	24	58	16	19	59	19	4	65
	21%	21%	21%	23%	19%	22%	20%	19%	23%	22%	21%	12%	29%	22%	19%	19%	20%	34%	11%	47%	16%	12%	34%	19%	12%	26%
Loser	564	275	289	68	102	121	86	83	103	140	167	135	122	139	151	142	86	44	177	56	84	129	105	76	26	174
	74%	75%	73%	72%	79%	72%	73%	76%	71%	73%	75%	83%	65%	71%	76%	74%	78%	65%	85%	46%	82%	83%	59%	79%	85%	70%
Don't know	39	15	23	5	3	9	8	5	9	11	10	8	10	14	9	13	2	1	7	9	2	7	13	2	1	9
	5%	4%	6%	5%	2%	6%	7%	4%	6%	6%	5%	5%	5%	7%	5%	7%	2%	2%	3%	7%	2%	5%	7%	2%	3%	4%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 25

Q.9 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 Labour leader

Gordon Brown 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				Swing Voters	
	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	Con-ser-vative	Labour	Lib-eral Democ-rat		Labour 2005, Con 2008
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Good for you & your family	172 22%	80 22%	92 23%	27 28%	32 25%	28 16%	23 19%	24 22%	40 27%	52 27%	44 20%	19 12%	57 31%	54 28%	35 17%	41 22%	22 20%	20 29%	11 5%	79 64%	22 21%	10 7%	73 42%	18 19%	1 4%	64 26%
Bad for you & your family	555 73%	272 74%	283 72%	65 69%	88 69%	133 80%	89 76%	81 74%	99 67%	128 67%	171 77%	137 85%	119 64%	130 66%	155 78%	139 73%	85 77%	46 68%	190 92%	37 30%	75 73%	138 89%	96 55%	76 79%	28 91%	172 70%
Don't know	37 5%	16 4%	21 5%	3 4%	8 7%	7 4%	6 5%	5 4%	8 6%	12 6%	9 4%	6 4%	10 5%	12 6%	9 5%	11 6%	3 2%	2 3%	6 3%	6 5%	5 5%	7 5%	6 4%	3 3%	2 5%	12 5%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 26

Q.9 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 Labour leader

Gordon Brown 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					
	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	Labour 2005, Con	Swing Voters
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Up to the job of being Prime Minister	193 25%	99 27%	94 24%	15 15%	30 24%	48 29%	27 23%	28 25%	46 31%	50 26%	55 25%	30 18%	58 31%	58 30%	47 24%	37 19%	25 23%	26 38%	32 16%	67 55%	18 18%	29 19%	76 43%	17 18%	6 18%	70 28%
Not up to the job of being Prime Minister	552 72%	259 70%	293 74%	78 82%	94 74%	117 70%	86 73%	78 71%	98 67%	135 70%	164 74%	129 80%	123 66%	133 68%	147 74%	147 76%	83 76%	42 61%	171 82%	52 43%	84 82%	123 79%	95 54%	79 82%	25 80%	174 70%
Don't know	19 3%	10 3%	10 2%	2 2%	3 3%	3 2%	6 5%	3 3%	2 2%	7 3%	4 2%	3 2%	6 3%	5 2%	4 2%	8 4%	1 1%	1 1%	4 2%	3 2%	* *	3 2%	4 2%	- -	1 2%	4 1%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 27

Q.9 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 Labour leader

Gordon Brown 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	Swing Voters	
	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	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
In touch	203	98	105	14	41	44	34	25	44	59	54	26	64	58	51	46	28	20	31	75	26	28	75	27	8	65
	27%	27%	27%	14%	32%	27%	29%	23%	30%	31%	24%	16%	34%	30%	26%	24%	26%	29%	15%	61%	25%	18%	43%	28%	25%	26%
Out of touch	546	262	284	78	84	123	81	82	99	131	164	134	118	133	145	141	79	48	173	45	76	126	99	70	22	178
	71%	71%	72%	82%	65%	73%	68%	75%	67%	68%	73%	82%	63%	68%	73%	72%	71%	83%	37%	75%	81%	56%	72%	72%	72%	72%
Don't know	15	8	7	3	3	*	3	2	3	3	5	2	5	5	3	5	2	-	4	2	-	1	1	-	1	5
	2%	2%	2%	4%	2%	*	3%	1%	2%	1%	2%	1%	3%	2%	2%	3%	2%	-	2%	2%	-	1%	1%	-	3%	2%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 28

Q.9 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 Labour leader

Gordon Brown 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	Swing Voters	
	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	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Likely to get things done	214 28%	112 30%	102 26%	25 26%	42 33%	49 29%	27 23%	26 23%	45 31%	61 32%	59 26%	30 19%	64 34%	58 29%	54 27%	45 23%	31 28%	27 40%	26 13%	78 64%	28 27%	25 16%	81 46%	20 21%	6 18%	84 34%
Not likely to get things done	523 68%	246 67%	277 70%	66 69%	83 65%	114 68%	87 74%	80 73%	94 64%	124 64%	157 71%	130 80%	112 60%	133 68%	140 71%	138 72%	72 66%	40 58%	177 85%	40 33%	72 70%	128 82%	91 51%	74 76%	25 80%	154 62%
Don't know	27 4%	9 3%	17 4%	4 4%	2 2%	4 3%	4 3%	4 4%	8 5%	7 4%	6 3%	2 1%	11 6%	5 3%	4 2%	10 5%	6 5%	1 2%	4 2%	3 3%	3 2%	3 2%	4 2%	3 3%	1 2%	9 4%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 29

Q.9 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 Labour leader

Gordon Brown even if neither word or phrase exactly represents your view?

Means what he says OR Says what he thinks people want to hear

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 Dem-ocrat	Con-ser-vative	Labour	Lib-eral Dem-ocrat	Labour 2005, Con	Swing Voters
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Means what he says	236	131	105	23	37	49	30	42	54	74	73	28	61	57	52	60	35	31	45	69	34	41	81	30	9	90
	31%	36%	26%	24%	29%	29%	26%	39%	37%	39%	33%	18%	32%	29%	26%	31%	32%	46%	22%	57%	34%	26%	46%	32%	27%	36%
Says what he thinks people want to hear	501	219	282	69	85	115	79	64	88	112	145	128	115	128	143	121	71	37	154	50	68	111	91	66	21	149
	66%	60%	71%	72%	67%	69%	67%	59%	60%	59%	65%	79%	61%	66%	72%	63%	65%	54%	74%	41%	66%	71%	52%	68%	68%	60%
Don't know	28	18	10	3	6	3	8	3	4	6	5	6	11	11	3	11	3	-	8	3	-	5	4	-	1	9
	4%	5%	2%	3%	5%	2%	7%	3%	3%	3%	2%	4%	6%	6%	1%	6%	3%	-	4%	3%	-	3%	3%	-	4%	3%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 30

Q.9 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 Labour leader

Gordon Brown even if neither word or phrase exactly represents your view?

For the many OR For the few

Base: All "Sample B" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
For the many	312	161	151	32	57	70	47	45	61	95	91	50	77	85	73	75	48	32	65	89	49	53	94	42	9	115
	41%	44%	38%	33%	45%	42%	40%	41%	42%	49%	41%	31%	41%	43%	37%	39%	44%	47%	31%	73%	48%	34%	53%	43%	30%	47%
For the few	416	192	223	59	68	90	63	61	76	87	125	106	98	103	116	105	57	34	136	31	51	97	76	51	20	119
	54%	52%	56%	62%	53%	54%	53%	56%	52%	45%	56%	65%	52%	53%	59%	55%	52%	50%	66%	25%	50%	62%	43%	53%	64%	48%
Don't know	36	14	22	5	3	7	9	3	9	10	7	7	12	8	9	12	5	2	7	2	3	6	6	4	2	14
	5%	4%	5%	5%	3%	4%	7%	3%	6%	5%	3%	4%	6%	4%	5%	6%	4%	3%	3%	2%	3%	4%	4%	4%	6%	5%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 31

Q.9 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 Conservative leader David Cameron 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	Swing Voters	
	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-cratic	Con-ser-vative	Labour			Lib-eral Demo-cratic
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Strong	434	219	214	52	57	105	73	64	83	121	119	94	100	120	116	98	64	36	170	55	46	126	97	47	24	133
	57%	60%	54%	55%	45%	62%	62%	58%	56%	63%	54%	58%	53%	61%	59%	51%	59%	52%	82%	45%	45%	81%	55%	49%	77%	54%
Weak	255	122	133	30	58	50	32	38	46	58	82	54	60	62	63	69	33	28	30	56	49	19	70	40	7	91
	33%	33%	33%	32%	46%	30%	27%	35%	32%	30%	37%	33%	32%	32%	32%	36%	30%	41%	14%	46%	48%	12%	40%	41%	23%	37%
Don't know	76	27	49	13	13	13	12	7	17	13	21	15	27	14	18	26	13	5	8	12	7	11	9	9	-	24
	10%	7%	12%	13%	10%	8%	10%	7%	12%	7%	10%	9%	14%	7%	9%	13%	11%	7%	4%	10%	7%	7%	5%	10%	-	10%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 32

Q.9 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 Conservative leader David Cameron even if neither word or phrase exactly represents your view?

Winner OR Loser

Base: All "Sample B" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Winner	457	231	226	51	59	117	69	68	92	124	136	88	108	124	133	96	68	36	179	53	51	135	99	51	25	149
	60%	63%	57%	54%	46%	70%	59%	63%	63%	65%	61%	54%	58%	64%	67%	50%	62%	52%	86%	43%	50%	87%	56%	53%	79%	60%
Loser	234	110	123	33	58	37	31	34	41	51	66	58	58	54	49	72	30	29	18	58	42	10	64	33	6	75
	31%	30%	31%	35%	45%	22%	26%	31%	28%	27%	30%	36%	31%	28%	25%	37%	27%	42%	9%	47%	41%	7%	36%	34%	18%	30%
Don't know	74	27	47	11	11	13	18	7	14	17	21	16	20	18	16	24	12	4	10	12	8	10	13	13	1	23
	10%	7%	12%	11%	9%	8%	15%	6%	9%	9%	9%	10%	11%	9%	8%	13%	11%	6%	5%	10%	8%	7%	8%	13%	3%	9%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 33

Q.9 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 Conservative leader David Cameron 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

Base: All "Sample B" respondents

	Sex		Age					Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con	Swing Voters			
	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			Con-ser-vative	Labour	Lib-eral Dem-ocrat
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Good for you & your family	368	175	193	44	53	94	51	57	69	89	123	76	81	94	106	89	50	28	172	34	30	128	60	34	21	119
	48%	47%	49%	46%	42%	56%	43%	52%	47%	46%	55%	47%	43%	48%	54%	46%	46%	41%	83%	28%	29%	82%	34%	35%	67%	48%
Bad for you & your family	275	144	131	36	61	45	43	42	48	75	76	57	67	66	63	72	43	31	16	73	49	11	90	44	4	84
	36%	39%	33%	38%	47%	27%	36%	38%	33%	39%	34%	35%	36%	34%	32%	38%	39%	45%	8%	60%	48%	7%	51%	45%	13%	34%
Don't know	121	49	72	15	14	29	24	10	29	29	24	29	39	35	29	31	16	9	19	15	23	16	27	19	6	45
	16%	13%	18%	16%	11%	17%	21%	9%	20%	15%	11%	18%	21%	18%	15%	16%	15%	14%	9%	12%	23%	10%	15%	20%	20%	18%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 34

Q.9 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 Conservative leader

David Cameron 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					
	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	Con-ser-vative	Labour	Lib-eral Dem-ocrat	Labour 2005, Con 2008	Swing Voters
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Up to the job of being Prime Minister	418	201	217	49	58	114	61	54	82	104	134	79	102	112	121	90	64	31	177	35	50	126	80	52	24	129
	55%	55%	55%	51%	45%	68%	52%	50%	56%	54%	60%	49%	54%	57%	61%	47%	58%	46%	85%	29%	49%	81%	45%	54%	78%	52%
Not up to the job of being Prime Minister	282	143	138	37	59	45	41	48	52	71	79	68	64	71	60	80	37	33	21	74	46	19	85	37	5	100
	37%	39%	35%	39%	46%	27%	34%	44%	36%	37%	35%	42%	34%	36%	30%	42%	34%	48%	10%	61%	45%	12%	48%	39%	17%	40%
Don't know	64	23	41	9	11	9	16	7	12	18	10	15	21	13	17	21	9	4	9	13	7	11	11	7	2	19
	8%	6%	10%	10%	9%	5%	14%	6%	8%	9%	5%	9%	11%	6%	9%	11%	8%	6%	4%	11%	7%	7%	7%	8%	5%	8%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 35

Q.9 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 Conservative leader David Cameron 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	Swing Voters
	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 Democat	Con-ser-vative	Labour	Lib-eral Democat		
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
In touch	431	202	229	50	49	98	71	69	94	101	132	88	110	105	126	98	69	34	168	55	50	124	91	57	24	128
	56%	55%	58%	53%	39%	58%	60%	63%	64%	53%	59%	54%	59%	53%	63%	51%	63%	50%	81%	45%	49%	80%	52%	59%	76%	52%
Out of touch	283	149	134	37	72	55	36	36	47	81	75	60	67	77	62	78	35	30	30	64	49	21	79	35	6	97
	37%	40%	34%	39%	56%	33%	30%	33%	32%	42%	34%	37%	36%	40%	31%	41%	32%	44%	15%	52%	48%	14%	45%	36%	18%	39%
Don't know	50	17	33	8	7	14	12	4	5	10	15	15	10	14	10	16	6	4	9	3	3	10	6	5	2	22
	7%	5%	8%	9%	5%	9%	10%	4%	4%	5%	7%	9%	5%	7%	5%	8%	5%	6%	4%	3%	3%	7%	3%	5%	6%	9%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 36

Q.9 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 Conservative leader David Cameron 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	Swing Voters
	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	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Likely to get things done	433 57%	208 57%	225 57%	53 56%	51 40%	104 62%	71 60%	60 55%	93 64%	108 56%	130 58%	91 56%	104 55%	113 58%	119 60%	96 50%	68 62%	37 54%	172 83%	49 40%	49 48%	125 81%	86 49%	47 49%	25 81%	131 53%
Not likely to get things done	260 34%	130 35%	130 33%	32 34%	62 48%	48 29%	35 30%	40 37%	42 29%	67 35%	71 32%	57 35%	66 35%	65 33%	67 34%	71 37%	31 28%	26 38%	22 11%	63 51%	42 41%	16 10%	79 45%	36 38%	5 15%	93 38%
Don't know	72 9%	30 8%	42 11%	9 10%	16 12%	15 9%	12 10%	8 8%	11 8%	17 9%	22 10%	15 9%	18 10%	18 9%	12 6%	26 13%	11 10%	5 8%	13 6%	10 9%	11 11%	14 9%	11 6%	13 13%	1 3%	23 9%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 37

Q.9 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 Conservative leader

David Cameron even if neither word or phrase exactly represents your view?

Means what he says OR Says what he thinks people want to hear

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 Democ-rat	Con-ser-vative	Labour	Lib-eral Democ-rat	Labour 2005, Con 2008	Swing Voters
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Means what he says	233	121	112	22	22	53	32	46	58	49	68	49	67	57	69	42	34	30	111	16	17	84	39	24	14	56
	30%	33%	28%	23%	17%	32%	27%	42%	40%	25%	30%	30%	36%	29%	35%	22%	31%	44%	54%	13%	16%	54%	22%	24%	44%	23%
Says what he thinks people want to hear	480	224	255	65	96	106	73	58	81	138	145	95	102	129	119	131	69	32	86	99	83	67	131	67	14	174
	63%	61%	64%	69%	75%	63%	62%	53%	55%	72%	65%	59%	54%	66%	60%	68%	63%	47%	41%	81%	81%	43%	74%	69%	44%	70%
Don't know	52	22	29	8	10	9	12	5	7	6	10	18	18	10	10	19	6	6	11	8	2	5	7	6	4	18
	7%	6%	7%	8%	8%	5%	10%	5%	5%	3%	4%	11%	10%	5%	5%	10%	5%	9%	5%	6%	2%	3%	4%	6%	12%	7%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 38

Q.9 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 Conservative leader David Cameron even if neither word or phrase exactly represents your view?

For the many OR For the few

Base: All "Sample B" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
For the many	399	196	203	49	58	97	53	57	84	99	126	71	103	106	115	85	60	33	164	40	46	119	67	43	22	120
	52%	53%	51%	51%	45%	58%	45%	52%	58%	51%	57%	44%	55%	54%	58%	44%	55%	48%	79%	33%	45%	76%	38%	45%	70%	49%
For the few	307	151	156	39	60	59	50	47	52	82	82	75	67	75	70	90	41	31	33	77	51	31	98	45	5	107
	40%	41%	39%	41%	47%	35%	43%	43%	35%	43%	37%	46%	36%	38%	35%	47%	38%	45%	16%	63%	50%	20%	55%	46%	15%	43%
Don't know	58	21	38	8	10	11	14	5	10	12	14	16	17	15	13	16	8	5	11	5	5	6	12	8	5	20
	8%	6%	10%	8%	8%	6%	12%	5%	7%	6%	6%	10%	9%	8%	7%	9%	8%	7%	5%	4%	5%	4%	7%	9%	15%	8%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 39

Q.9 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 Liberal Democrat leader Nick Clegg 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	Swing Voters	
	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	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Strong	179	87	92	15	40	36	18	34	37	58	43	31	48	41	48	45	32	15	41	26	49	35	39	41	7	60
	23%	24%	23%	16%	31%	21%	15%	31%	26%	30%	19%	19%	26%	21%	24%	23%	29%	21%	20%	21%	48%	22%	22%	42%	22%	24%
Weak	381	188	193	50	53	87	65	53	72	89	126	77	88	102	102	90	52	34	119	65	34	86	95	40	20	109
	50%	51%	49%	53%	42%	52%	55%	49%	49%	46%	57%	48%	47%	52%	52%	47%	48%	49%	57%	53%	33%	55%	54%	42%	62%	44%
Don't know	204	93	111	30	35	45	35	22	37	45	54	54	51	53	49	57	25	20	48	31	20	36	42	15	5	79
	27%	25%	28%	32%	27%	27%	30%	20%	25%	24%	24%	33%	27%	27%	24%	30%	23%	29%	23%	26%	19%	23%	24%	16%	16%	32%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 40

Q.9 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 Liberal Democrat leader Nick Clegg even if neither word or phrase exactly represents your view?

Winner OR Loser

Base: All "Sample B" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Winner	162	83	79	16	33	35	18	22	39	44	39	35	44	37	45	45	24	12	32	23	46	25	39	38	7	57
	21%	23%	20%	17%	26%	21%	15%	20%	26%	23%	17%	22%	23%	19%	23%	22%	18%	16%	19%	45%	16%	22%	39%	22%	23%	
Loser	426	204	222	60	62	90	67	68	79	106	137	84	99	113	112	100	60	40	133	73	42	101	98	45	18	128
	56%	55%	56%	63%	48%	54%	57%	62%	54%	55%	62%	52%	53%	58%	56%	52%	55%	59%	64%	60%	41%	65%	56%	46%	57%	52%
Don't know	176	81	95	19	33	43	34	19	28	42	47	43	44	46	42	47	25	16	42	26	15	30	39	14	6	63
	23%	22%	24%	20%	26%	26%	28%	17%	19%	22%	21%	27%	24%	24%	21%	24%	23%	24%	20%	22%	14%	19%	22%	14%	21%	25%

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Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 41

Q.9 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 Liberal Democrat leader

Nick Clegg 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	Swing Voters	
	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	Con-ser-vative	Labour			Lib-eral Dem-ocrat
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Good for you & your family	231	108	123	25	49	50	27	33	47	75	60	41	55	60	63	52	36	20	51	38	72	36	52	62	6	70
	30%	29%	31%	26%	38%	30%	23%	31%	32%	39%	27%	25%	30%	31%	32%	27%	32%	30%	25%	31%	71%	23%	29%	64%	18%	28%
Bad for you & your family	310	164	145	47	43	63	52	49	56	65	104	65	76	74	86	80	43	27	102	52	10	75	76	20	19	93
	41%	45%	37%	50%	33%	38%	44%	45%	38%	34%	47%	40%	41%	38%	43%	42%	39%	40%	49%	42%	10%	48%	43%	21%	60%	38%
Don't know	223	96	127	23	37	54	40	26	43	52	58	57	56	62	50	60	31	21	54	32	20	45	48	15	7	84
	29%	26%	32%	24%	28%	32%	34%	24%	30%	27%	26%	35%	30%	31%	25%	31%	29%	30%	26%	27%	19%	29%	27%	15%	22%	34%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 42

Q.9 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 Liberal Democrat leader

Nick Clegg 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					
	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	Con-ser-vative	Labour	Lib-eral Dem-ocrat	Labour 2005, Con	Swing Voters
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Up to the job of being Prime Minister	140	65	75	17	35	23	19	16	29	33	29	32	46	31	44	28	25	12	25	18	47	17	27	38	4	52
	18%	18%	19%	18%	28%	14%	16%	15%	20%	17%	13%	20%	24%	16%	22%	15%	23%	17%	12%	15%	46%	11%	15%	39%	12%	21%
Not up to the job of being Prime Minister	453	236	218	58	66	102	66	72	90	127	146	85	96	118	116	115	61	43	144	85	40	109	116	43	21	134
	59%	64%	55%	61%	51%	61%	56%	66%	61%	66%	65%	53%	51%	60%	58%	60%	55%	63%	69%	69%	39%	70%	66%	44%	67%	54%
Don't know	171	67	104	20	27	42	33	21	27	33	48	44	45	47	39	49	23	13	39	19	15	30	33	16	7	62
	22%	18%	26%	21%	21%	25%	28%	19%	19%	17%	22%	27%	24%	24%	19%	25%	21%	19%	19%	16%	15%	19%	19%	17%	21%	25%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 43

Q.9 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 Liberal Democrat leader Nick Clegg 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	Swing Voters	
	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	Con-ser-vative	Labour			Lib-eral Democ-rat
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
In touch	285	145	140	21	60	65	37	41	60	83	91	45	66	73	77	68	50	17	81	41	71	68	63	59	11	88
	37%	39%	35%	22%	47%	39%	31%	38%	41%	43%	41%	28%	35%	37%	39%	36%	45%	25%	39%	34%	70%	44%	36%	61%	34%	36%
Out of touch	324	158	165	56	42	61	52	53	60	76	87	81	80	82	91	81	38	33	89	62	21	60	82	29	17	94
	42%	43%	42%	59%	33%	37%	44%	48%	41%	39%	39%	50%	43%	42%	46%	42%	34%	48%	43%	50%	20%	39%	46%	30%	55%	38%
Don't know	155	64	91	18	26	41	29	15	26	33	45	36	41	41	31	42	22	19	38	19	10	27	32	9	4	65
	20%	18%	23%	19%	20%	24%	25%	14%	18%	17%	20%	22%	22%	21%	15%	22%	20%	28%	18%	16%	10%	18%	18%	10%	12%	26%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 44

Q.9 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 Liberal Democrat leader

Nick Clegg 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					
	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-cratic	Con-ser-vative	Labour	Lib-eral Demo-cratic	Labour 2005, Con 2008	Swing Voters
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Likely to get things done	206 27%	99 27%	107 27%	22 23%	41 32%	47 28%	20 17%	31 28%	45 31%	54 28%	52 23%	40 25%	60 32%	50 25%	58 29%	50 26%	29 26%	19 28%	42 20%	30 25%	61 60%	32 21%	46 26%	45 47%	6 20%	69 28%
Not likely to get things done	402 53%	205 56%	197 50%	56 59%	62 48%	83 49%	68 57%	59 55%	75 51%	104 54%	126 56%	86 53%	86 46%	105 54%	106 54%	99 51%	57 52%	35 51%	126 61%	74 60%	33 32%	92 59%	101 57%	42 43%	21 66%	117 47%
Don't know	156 20%	63 17%	93 23%	17 18%	25 19%	38 22%	31 26%	19 17%	26 18%	34 18%	45 20%	36 23%	40 22%	41 21%	34 17%	43 22%	23 21%	15 21%	39 19%	18 15%	8 8%	31 20%	30 17%	10 10%	4 13%	61 25%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 45

Q.9 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 Liberal Democrat leader

Nick Clegg even if neither word or phrase exactly represents your view?

Means what he says OR Says what he thinks people want to hear

Base: All "Sample B" respondents

	Sex		Age					Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters			
	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	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
Means what he says	228	121	107	23	46	37	36	35	50	75	64	34	55	60	50	58	42	17	68	29	56	51	56	50	12	70
	30%	33%	27%	24%	36%	22%	31%	32%	34%	39%	29%	21%	30%	31%	25%	30%	39%	25%	33%	24%	55%	33%	32%	52%	39%	28%
Says what he thinks people want to hear	393	187	205	56	63	93	54	57	69	90	120	88	95	94	122	95	45	37	106	76	43	78	89	41	14	119
	51%	51%	52%	59%	49%	56%	46%	52%	47%	47%	54%	54%	51%	48%	61%	50%	41%	53%	51%	63%	42%	50%	51%	42%	46%	48%
Don't know	143	60	84	16	18	36	28	17	27	27	39	40	37	42	26	39	22	15	34	17	3	27	31	5	5	58
	19%	16%	21%	17%	14%	22%	24%	16%	19%	14%	18%	25%	20%	21%	13%	20%	20%	22%	16%	14%	3%	17%	18%	5%	15%	23%

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Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 46

Q.9 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 Liberal Democrat leader Nick Clegg even if neither word or phrase exactly represents your view?

For the many OR For the few

Base: All "Sample B" respondents

	Sex			Age						Social Class				Region					Voting Intention		Vote in 2005			Labour 2005, Con 2008	Swing Voters	
	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-cratic	Con-ser-vative	Labour			Lib-eral Demo-cratic
Unweighted base	751	342	409	61	91	156	129	155	159	252	159	128	212	189	192	192	108	70	208	127	87	158	207	78	35	237
Weighted base	764	368	396	95	128	167	118	109	146	192	223	162	187	196	198	192	109	68	207	122	102	156	176	96	31	248
For the many	325	167	158	29	58	71	50	48	71	98	86	44	97	73	92	82	53	25	84	49	77	66	83	64	14	100
	43%	45%	40%	30%	45%	42%	42%	44%	48%	51%	39%	27%	52%	37%	46%	43%	48%	37%	41%	40%	76%	42%	47%	67%	44%	41%
For the few	301	145	155	52	48	64	39	47	51	66	104	80	51	81	83	74	37	26	94	55	20	68	63	26	13	87
	39%	40%	39%	54%	38%	38%	33%	43%	35%	34%	47%	49%	27%	41%	42%	39%	34%	37%	45%	45%	20%	44%	36%	27%	43%	35%
Don't know	138	55	83	15	22	33	29	15	25	28	33	39	39	41	24	35	20	18	30	19	5	22	30	6	4	60
	18%	15%	21%	15%	17%	20%	24%	14%	17%	15%	15%	24%	21%	21%	12%	18%	18%	26%	14%	15%	5%	14%	17%	6%	14%	24%

Times Poll

CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 47

Q.10 Bearing in mind the rising cost of living, the weakness of the pound against the euro and the credit crunch in Britain, please say if you are doing any of the following?

Base: All "Sample A" 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-crats	Con-ser-vative	Labour	Lib-eral Demo-crats	Labour 2005, Con 2008	Swing Voters
Unweighted base	756	345	411	59	85	127	142	166	177	262	167	128	199	197	196	188	108	67	197	145	79	146	217	75	25	250
Weighted base	743	356	387	83	115	129	134	115	166	205	214	155	169	201	196	178	103	65	187	139	86	137	175	90	21	257
NET: Any of these	434	201	233	47	84	73	76	62	93	100	135	104	96	118	118	107	60	32	112	87	48	76	114	41	16	161
	58%	56%	60%	56%	73%	56%	56%	54%	56%	49%	63%	68%	56%	59%	60%	60%	58%	50%	60%	62%	57%	56%	65%	45%	76%	63%
Cutting back on the length of a summer holiday abroad	305	154	151	28	65	57	50	41	63	78	86	79	62	78	84	80	42	20	91	57	29	60	73	30	11	115
	41%	43%	39%	33%	57%	44%	37%	36%	38%	38%	40%	51%	36%	39%	43%	45%	41%	31%	49%	41%	34%	44%	42%	33%	51%	45%
Switching plans from a holiday abroad to a holiday in Britain	251	122	129	27	52	40	40	31	60	54	78	56	62	68	64	64	34	21	64	62	30	42	75	24	8	94
	34%	34%	33%	32%	45%	31%	30%	27%	36%	26%	37%	36%	36%	34%	33%	36%	33%	33%	34%	44%	35%	31%	43%	27%	40%	36%
Going on a less expensive holiday abroad than originally planned	241	120	121	40	52	48	33	33	35	69	65	63	44	69	53	60	42	17	70	50	23	47	58	20	8	101
	32%	34%	31%	48%	46%	37%	25%	29%	21%	34%	31%	40%	26%	34%	27%	34%	41%	26%	37%	36%	27%	34%	33%	22%	39%	39%
Cancelling plans for a summer holiday altogether	144	66	77	5	29	25	31	19	35	23	40	34	47	36	47	35	14	12	42	22	19	25	46	11	9	48
	19%	19%	20%	6%	25%	20%	23%	16%	21%	11%	18%	22%	27%	18%	24%	20%	13%	18%	22%	16%	22%	18%	26%	12%	42%	19%
None of these	309	155	154	37	31	56	58	53	73	106	79	50	74	83	78	71	44	33	75	52	37	61	61	49	5	96
	42%	44%	40%	44%	27%	44%	44%	46%	44%	51%	37%	32%	44%	41%	40%	40%	42%	50%	40%	38%	43%	44%	35%	55%	24%	37%

Prepared on behalf of The Times by Populus



Times Poll
CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 48
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1507	1507
Weighted base		1507	1507
<u>Gender</u>			
Male		687 46%	723 48%
Female		820 54%	784 52%
<u>Age</u>			
18-24	(21)	120 8%	179 12%
25-34	(29.5)	176 12%	239 16%
35-44	(39.5)	283 19%	299 20%
45-54	(49.5)	271 18%	254 17%
55-64	(59.5)	321 21%	224 15%
65+	(70)	336 22%	313 21%
Average age		49.72	46.71

Prepared on behalf of The Times by Populus



Times Poll
CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 48
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1507	1507
<u>Social Class</u>		
AB	514 34%	392 26%
C1	326 22%	437 29%
C2	256 17%	317 21%
DE	411 27%	361 24%
<u>Region</u>		
North	517 34%	505 34%
Midlands	466 31%	473 31%
South	524 35%	529 35%

Times Poll
CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 48
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1507	1507
<u>Working status</u>		
Full-time	676 45%	678 45%
Part-time	173 11%	181 12%
Not working but seeking work or temporarily unemployed/sick	56 4%	64 4%
Not working/not seeking work	111 7%	126 8%
Retired	449 30%	397 26%
Student	40 3%	61 4%
Refused	2 *	1 *

Prepared on behalf of The Times by Populus



Times Poll
CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 48
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1507	1507
<u>Tenure</u>		
Own outright	522 35%	492 33%
Own with a mortgage	556 37%	582 39%
Council	137 9%	194 13%
Housing Assoc.	85 6%	66 4%
Rented from someone else	134 9%	114 8%
Rent free	12 1%	11 1%
Refused	61 4%	49 3%

Prepared on behalf of The Times by Populus



Times Poll
CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 48
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1507	1507
<u>Foreign Holiday in last 3 years</u>		
Yes	997 66%	904 60%
No	510 34%	603 40%
<u>Number of cars</u>		
None	278 18%	313 21%
1	684 45%	627 42%
2	416 28%	433 29%
3+	129 9%	134 9%

Times Poll
CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 48
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1507	1507
<u>Internet Access</u>		
At all	1125 75%	1145 76%
At home (net)	1050 70%	1068 71%
At work (net)	531 35%	523 35%
At home	570 38%	597 40%
At work	51 3%	53 4%
Both at home and at work	480 32%	470 31%
Somewhere else	24 2%	24 2%
Not at all	381 25%	361 24%
Refused	1 *	1 *

Times Poll
CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 48
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1507	1507
<u>What is the highest educational level that you have achieved to date?</u>		
Secondary/ high school/ NVQ 1-3	775 51%	806 53%
University degree or equivalent professional qualification/ NVQ4	413 27%	397 26%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	116 8%	113 7%
No formal education	142 9%	136 9%
None of these	7 *	8 1%
Refused	54 4%	46 3%

Times Poll
CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 48
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1507	1507
<u>Marital Status</u>		
Single	311 21%	377 25%
Married/ co-habiting	819 54%	807 54%
Widowed/ separated/ divorced	323 21%	279 18%
Refused	54 4%	44 3%
<u>Children</u>		
None aged 18 or under	1039 69%	1013 67%
NET: Yes	410 27%	447 30%
NET: Yes any aged 15 or under	344 23%	384 25%
- Aged under 5	138 9%	168 11%
- Aged 5-10	150 10%	176 12%
- Aged 11-15	162 11%	168 11%
- Aged 16-18	119 8%	118 8%
Refused	58 4%	47 3%

Prepared on behalf of The Times by Populus



Times Poll
CATI Fieldwork : July 4th-6th 2008

Absolutes/col percents

Table 48
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1507	1507
<u>Grocery shopping status</u>		
Yes - do half or more	1188 79%	1161 77%
No - do less than half	286 19%	317 21%
Refused	33 2%	28 2%

Times Poll
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Absolutes/col percents

Table 49

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?

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1507	1507
Weighted base	1507	1507
Conservative	304 20%	293 19%
Labour	424 28%	351 23%
Liberal Democrat	153 10%	186 12%
Other	72 5%	70 5%
Did not vote	434 29%	494 33%
Refused	77 5%	68 4%
Don't know	43 3%	46 3%