

## Times Poll

### CATI Fieldwork : October 3rd-5th 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 |
| Unweighted base                              | 1503  | 718  | 785    | 112   | 196   | 270   | 299   | 279   | 347 | 501          | 330 | 250 | 422 | 395        | 390       | 369            | 214                | 135       | 412              | 313    | 114                | 301            | 463    | 134                | 70                    |
| Weighted base                                | 1503  | 726  | 777    | 179   | 235   | 296   | 255   | 227   | 310 | 395          | 441 | 314 | 353 | 400        | 394       | 367            | 215                | 128       | 411              | 271    | 139                | 298            | 358    | 189                | 57                    |
| Conservative                                 | 411   | 215  | 196    | 38    | 50    | 73    | 65    | 82    | 103 | 132          | 126 | 81  | 72  | 126        | 110       | 88             | 71                 | 16        | 411              | -      | -                  | 244            | 57     | 32                 | 57                    |
|  | 27%   | 30%  | 25%    | 22%   | 21%   | 25%   | 25%   | 36%   | 33% | 33%          | 29% | 26% | 20% | 31%        | 28%       | 24%            | 33%                | 13%       | 100%             | -      | -                  | 82%            | 16%    | 17%                | 100%                  |
| Labour                                       | 271   | 132  | 139    | 31    | 40    | 54    | 50    | 43    | 52  | 71           | 78  | 58  | 65  | 63         | 69        | 80             | 34                 | 25        | -                | 271    | -                  | 6              | 179    | 13                 | -                     |
|  | 18%   | 18%  | 18%    | 17%   | 17%   | 18%   | 20%   | 19%   | 17% | 18%          | 18% | 18% | 18% | 16%        | 18%       | 22%            | 16%                | 19%       | -                | 100%   | -                  | 2%             | 50%    | 7%                 | -                     |
| Liberal Democrat                             | 139   | 67   | 72     | 15    | 14    | 35    | 25    | 25    | 25  | 36           | 48  | 28  | 27  | 46         | 36        | 35             | 16                 | 7         | -                | -      | 139                | 2              | 20     | 82                 | -                     |
|  | 9%    | 9%   | 9%     | 8%    | 6%    | 12%   | 10%   | 11%   | 8%  | 9%           | 11% | 9%  | 8%  | 11%        | 9%        | 9%             | 7%                 | 6%        | -                | -      | 100%               | 1%             | 6%     | 44%                | -                     |
| SNP  | 39    | 21   | 17     | 4     | 6     | 6     | 7     | 7     | 8   | 7            | 11  | 8   | 12  | -          | -         | -              | -                  | 39        | -                | -      | -                  | 1              | 3      | 3                  | -                     |
|  | 3%    | 3%   | 2%     | 2%    | 2%    | 2%    | 3%    | 3%    | 3%  | 2%           | 3%  | 3%  | 3%  | -          | -         | -              | -                  | 30%       | -                | -      | -                  | *              | 1%     | 1%                 | -                     |
| Plaid Cymru                                  | 10    | 6    | 3      | -     | 3     | 2     | 1     | 1     | 2   | 3            | 1   | 3   | 3   | -          | -         | -              | 10                 | -         | -                | -      | -                  | -              | 2      | 2                  | -                     |
|  | 1%    | 1%   | *      | -     | 1%    | 1%    | 1%    | 1%    | 1%  | 1%           | *   | 1%  | 1%  | -          | -         | -              | 5%                 | -         | -                | -      | -                  | -              | 1%     | 1%                 | -                     |
| The Green Party                              | 25    | 12   | 13     | 4     | 8     | 5     | 3     | 4     | 1   | 7            | 12  | 1   | 6   | 12         | 4         | 7              | 3                  | -         | -                | -      | -                  | -              | 1      | 5                  | -                     |
|  | 2%    | 2%   | 2%     | 2%    | 4%    | 2%    | 1%    | 2%    | *   | 2%           | 3%  | *   | 2%  | 3%         | 1%        | 2%             | 1%                 | -         | -                | -      | -                  | -              | *      | 3%                 | -                     |
| The United Kingdom Independence Party (UKIP) | 14    | 10   | 4      | -     | 2     | 2     | 3     | 4     | 2   | 4            | 1   | 4   | 5   | 3          | 5         | 2              | 3                  | -         | -                | -      | -                  | 3              | 2      | 3                  | -                     |
|  | 1%    | 1%   | *      | -     | 1%    | 1%    | 1%    | 2%    | 1%  | 1%           | *   | 1%  | 1%  | 1%         | 1%        | 1%             | 1%                 | -         | -                | -      | -                  | 1%             | *      | 1%                 | -                     |
| The British National Party (BNP)             | 18    | 14   | 4      | 5     | 2     | 2     | 4     | 3     | 2   | 2            | 3   | 8   | 5   | 3          | 3         | 8              | 3                  | -         | -                | -      | -                  | 1              | 3      | -                  | -                     |
|  | 1%    | 2%   | *      | 3%    | 1%    | 1%    | 2%    | 1%    | 1%  | 1%           | 1%  | 2%  | 1%  | 1%         | 1%        | 2%             | 1%                 | -         | -                | -      | -                  | *              | 1%     | -                  | -                     |
| Some other party                             | 10    | 5    | 5      | 1     | 3     | 2     | 1     | 3     | 1   | 4            | 3   | 1   | 2   | -          | 3         | 3              | 3                  | 1         | -                | -      | -                  | -              | -      | -                  | -                     |
|  | 1%    | 1%   | 1%     | 1%    | 1%    | 1%    | *     | 1%    | *   | 1%           | 1%  | *   | 1%  | -          | 1%        | 1%             | 1%                 | 1%        | -                | -      | -                  | -              | -      | -                  | -                     |
| Would not vote at all                        | 212   | 98   | 114    | 38    | 52    | 44    | 39    | 12    | 28  | 41           | 51  | 56  | 65  | 49         | 72        | 50             | 31                 | 10        | -                | -      | -                  | 6              | 17     | 4                  | -                     |
|  | 14%   | 13%  | 15%    | 21%   | 22%   | 15%   | 15%   | 5%    | 9%  | 10%          | 12% | 18% | 18% | 12%        | 18%       | 14%            | 15%                | 8%        | -                | -      | -                  | 2%             | 5%     | 2%                 | -                     |
| Refused                                      | 92    | 41   | 51     | 7     | 8     | 25    | 14    | 9     | 29  | 25           | 23  | 14  | 29  | 27         | 22        | 27             | 10                 | 6         | -                | -      | -                  | 5              | 6      | 6                  | -                     |
|  | 6%    | 6%   | 7%     | 4%    | 3%    | 8%    | 5%    | 4%    | 9%  | 6%           | 5%  | 5%  | 8%  | 7%         | 6%        | 7%             | 5%                 | 4%        | -                | -      | -                  | 2%             | 2%     | 3%                 | -                     |
| Don't know                                   | 263   | 104  | 159    | 36    | 47    | 47    | 42    | 34    | 58  | 65           | 84  | 52  | 63  | 71         | 70        | 67             | 31                 | 24        | -                | -      | -                  | 30             | 68     | 39                 | -                     |
|  | 18%   | 14%  | 20%    | 20%   | 20%   | 16%   | 17%   | 15%   | 19% | 16%          | 19% | 17% | 18% | 18%        | 18%       | 18%            | 14%                | 19%       | -                | -      | -                  | 10%            | 19%    | 21%                | -                     |

Prepared on behalf of The Times by Populus



## Times Poll

### CATI Fieldwork : October 3rd-5th 2008

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<br>2005,<br>Con<br>2008 |
|--|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|------------|-----------|-----------|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|-------------|-------------------------------|------------------------|------------|-------------------------------|--------------------------------|
|  | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB           | C1         | C2        | DE        | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales<br>&<br>South<br>West | Scot-<br>land | Con-<br>ser-<br>vative | Labour      | Lib-<br>eral<br>Demo-<br>crat | Con-<br>ser-<br>vative | Labour     | Lib-<br>eral<br>Demo-<br>crat |                                |
| Unweighted base                                    | 845        | 431        | 414        | 47        | 88        | 143       | 170       | 193       | 205       | 312          | 187        | 137       | 210       | 223           | 209           | 202                   | 128                         | 83            | 383                    | 273         | 100                           | 247                    | 313        | 89                            | 64                             |
| Weighted base                                      | 822        | 422        | 401        | 74        | 103       | 160       | 145       | 158       | 182       | 240          | 245        | 167       | 170       | 222           | 203           | 196                   | 125                         | 77            | 379                    | 231         | 121                           | 243                    | 242        | 127                           | 51                             |
| Conservative                                       | 379<br>46% | 197<br>47% | 182<br>45% | 33<br>44% | 44<br>43% | 65<br>41% | 61<br>42% | 77<br>49% | 98<br>54% | 123<br>51%   | 115<br>47% | 76<br>45% | 65<br>38% | 115<br>52%    | 102<br>50%    | 81<br>42%             | 65<br>52%                   | 15<br>20%     | 379<br>100%            | -           | -                             | 233<br>96%             | 51<br>21%  | 29<br>23%                     | 51<br>100%                     |
| Labour   | 231<br>28% | 113<br>27% | 118<br>29% | 21<br>29% | 32<br>31% | 48<br>30% | 43<br>30% | 39<br>25% | 47<br>26% | 63<br>26%    | 67<br>28%  | 47<br>28% | 53<br>31% | 53<br>24%     | 59<br>29%     | 69<br>35%             | 28<br>23%                   | 22<br>28%     | -                      | 231<br>100% | -                             | 5<br>2%                | 163<br>67% | 11<br>9%                      | -                              |
| Liberal Democrat                                   | 121<br>15% | 58<br>14%  | 63<br>16%  | 11<br>14% | 11<br>11% | 29<br>18% | 23<br>16% | 24<br>15% | 23<br>13% | 33<br>14%    | 39<br>16%  | 25<br>15% | 24<br>14% | 38<br>17%     | 30<br>15%     | 31<br>16%             | 15<br>12%                   | 7<br>9%       | -                      | -           | 121<br>100%                   | 1<br>*                 | 19<br>8%   | 75<br>59%                     | -                              |
| SNP  | 32<br>4%   | 18<br>4%   | 14<br>4%   | 2<br>2%   | 4<br>4%   | 6<br>4%   | 7<br>5%   | 6<br>4%   | 8<br>4%   | 6<br>2%      | 8<br>3%    | 7<br>4%   | 12<br>7%  | -             | -             | -                     | -                           | 32<br>42%     | -                      | -           | -                             | 1<br>*                 | 3<br>1%    | 3<br>2%                       | -                              |
| Plaid Cymru  | 7<br>1%    | 4<br>1%    | 3<br>1%    | -         | 2<br>2%   | 1<br>1%   | 1<br>1%   | 1<br>1%   | 1<br>1%   | 2<br>1%      | 1<br>*     | 2<br>1%   | 2<br>1%   | -             | -             | -                     | 7<br>5%                     | -             | -                      | -           | -                             | -                      | 1<br>*     | 1<br>1%                       | -                              |
| The Green Party                                    | 20<br>2%   | 9<br>2%    | 11<br>3%   | 4<br>5%   | 5<br>5%   | 5<br>3%   | 2<br>1%   | 3<br>2%   | 1<br>*    | 4<br>2%      | 12<br>5%   | 1<br>1%   | 4<br>2%   | 11<br>5%      | 2<br>1%       | 5<br>3%               | 2<br>2%                     | -             | -                      | -           | -                             | -                      | 1<br>1%    | 4<br>4%                       | -                              |
| The United Kingdom<br>Independence Party<br>(UKIP) | 12<br>1%   | 9<br>2%    | 4<br>1%    | -         | 2<br>2%   | 2<br>1%   | 3<br>2%   | 4<br>2%   | 1<br>1%   | 4<br>1%      | 1<br>*     | 3<br>2%   | 4<br>3%   | 2<br>1%       | 5<br>2%       | 2<br>1%               | 3<br>2%                     | -             | -                      | -           | -                             | 2<br>1%                | 2<br>1%    | 3<br>2%                       | -                              |
| The British National<br>Party (BNP)                | 13<br>2%   | 10<br>2%   | 3<br>1%    | 3<br>5%   | 2<br>1%   | 2<br>1%   | 2<br>2%   | 2<br>1%   | 2<br>1%   | 2<br>1%      | 2<br>1%    | 5<br>3%   | 5<br>3%   | 2<br>1%       | 2<br>1%       | 6<br>3%               | 3<br>2%                     | -             | -                      | -           | -                             | 1<br>*                 | 3<br>1%    | -                             | -                              |
| Some other party                                   | 7<br>1%    | 3<br>1%    | 3<br>1%    | 1<br>1%   | 1<br>1%   | 2<br>1%   | 1<br>1%   | 2<br>1%   | 1<br>*    | 3<br>1%      | 1<br>*     | 1<br>1%   | 2<br>1%   | -             | 2<br>1%       | 1<br>1%               | 2<br>2%                     | 1<br>1%       | -                      | -           | -                             | -                      | -          | -                             | -                              |

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Col percents

Table 3  
**Published voting intention figures**

|                                | <u>Total</u> |
|--------------------------------|--------------|
| Conservative                   | 45%          |
| Labour                         | 30%          |
| Liberal Democrat/<br>Liberal   | 15%          |
| Scottish National<br>Party/SNP | 4%           |
| Plaid Cymru                    | 1%           |
| Other                          | 6%           |

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### CATI Fieldwork : October 3rd-5th 2008

Absolutes/col percents

Table 4

**Q.4 How good a leader is Gordon Brown?****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 Democ-rat | Con-ser-vative | Labour    | Lib-eral Democ-rat |                       |           |
| Unweighted base    | 752   | 353        | 399       | 59        | 100       | 142       | 146       | 139       | 166       | 260          | 158       | 126       | 208       | 197        | 195       | 184            | 109                | 67        | 208              | 165       | 53                 | 155            | 250       | 58                 | 40                    |           |
| Weighted base      | 743   | 353        | 391       | 94        | 115       | 153       | 126       | 112       | 144       | 203          | 203       | 161       | 175       | 197        | 194       | 181            | 112                | 60        | 210              | 142       | 63                 | 154            | 196       | 85                 | 32                    |           |
| Very good indeed   | (10)  | 28<br>4%   | 10<br>3%  | 17<br>4%  | 4<br>4%   | 3<br>3%   | -         | 7<br>5%   | 3<br>3%   | 11<br>8%     | 5<br>2%   | 2<br>1%   | 8<br>5%   | 13<br>7%   | 10<br>5%  | 5<br>3%        | 7<br>4%            | 3<br>3%   | 2<br>3%          | 1<br>*    | 13<br>9%           | -              | 2<br>1%   | 15<br>8%           | -                     | -         |
|                    | (9)   | 15<br>2%   | 7<br>2%   | 8<br>2%   | 2<br>2%   | 2<br>1%   | 2<br>2%   | 1<br>1%   | 2<br>2%   | 5<br>4%      | 4<br>2%   | 4<br>2%   | 3<br>2%   | 4<br>2%    | 3<br>2%   | 4<br>2%        | 4<br>2%            | 1<br>1%   | 3<br>4%          | -         | 11<br>8%           | -              | -         | 11<br>5%           | -                     | -         |
|                    | (8)   | 35<br>5%   | 16<br>5%  | 20<br>5%  | 3<br>3%   | 5<br>5%   | 4<br>3%   | 10<br>8%  | 5<br>4%   | 8<br>6%      | 10<br>5%  | 13<br>7%  | 6<br>4%   | 5<br>3%    | 8<br>4%   | 8<br>4%        | 6<br>3%            | 7<br>6%   | 6<br>10%         | 3<br>1%   | 23<br>16%          | 1<br>2%        | 3<br>2%   | 17<br>9%           | 8<br>10%              | -         |
|                    | (7)   | 76<br>10%  | 31<br>9%  | 44<br>11% | 10<br>11% | 6<br>5%   | 15<br>10% | 14<br>11% | 15<br>14% | 15<br>11%    | 19<br>9%  | 21<br>10% | 16<br>10% | 19<br>11%  | 18<br>9%  | 18<br>9%       | 16<br>9%           | 11<br>10% | 12<br>21%        | 12<br>6%  | 27<br>19%          | 8<br>13%       | 14<br>9%  | 29<br>15%          | 10<br>12%             | 1<br>3%   |
|                    | (6)   | 75<br>10%  | 36<br>10% | 39<br>10% | 11<br>12% | 14<br>12% | 20<br>13% | 13<br>10% | 11<br>10% | 7<br>5%      | 25<br>12% | 25<br>12% | 16<br>10% | 9<br>5%    | 21<br>11% | 19<br>10%      | 19<br>10%          | 10<br>9%  | 7<br>11%         | 18<br>9%  | 16<br>11%          | 9<br>14%       | 7<br>4%   | 23<br>12%          | 16<br>18%             | 4<br>13%  |
|                    | (5)   | 141<br>19% | 68<br>19% | 74<br>19% | 21<br>23% | 25<br>22% | 30<br>19% | 22<br>18% | 20<br>18% | 24<br>17%    | 34<br>17% | 44<br>22% | 33<br>21% | 30<br>17%  | 45<br>23% | 32<br>16%      | 35<br>19%          | 25<br>22% | 5<br>8%          | 34<br>16% | 27<br>19%          | 15<br>24%      | 28<br>18% | 35<br>18%          | 12<br>14%             | 5<br>17%  |
|                    | (4)   | 74<br>10%  | 34<br>10% | 40<br>10% | 5<br>5%   | 16<br>14% | 18<br>12% | 12<br>10% | 9<br>8%   | 14<br>10%    | 19<br>10% | 21<br>10% | 16<br>10% | 18<br>10%  | 22<br>11% | 18<br>10%      | 16<br>9%           | 13<br>12% | 4<br>7%          | 22<br>11% | 11<br>8%           | 8<br>13%       | 14<br>9%  | 23<br>12%          | 12<br>15%             | 4<br>12%  |
|                    | (3)   | 61<br>8%   | 32<br>9%  | 29<br>7%  | 11<br>11% | 7<br>6%   | 14<br>9%  | 15<br>12% | 11<br>10% | 4<br>3%      | 20<br>10% | 19<br>9%  | 13<br>8%  | 9<br>5%    | 9<br>5%   | 14<br>7%       | 20<br>11%          | 9<br>8%   | 9<br>15%         | 21<br>10% | 2<br>2%            | 9<br>14%       | 10<br>6%  | 9<br>5%            | 9<br>11%              | 2<br>7%   |
|                    | (2)   | 57<br>8%   | 30<br>8%  | 28<br>7%  | 12<br>13% | 13<br>11% | 11<br>7%  | 6<br>5%   | 8<br>7%   | 7<br>5%      | 19<br>9%  | 13<br>6%  | 14<br>9%  | 12<br>7%   | 14<br>7%  | 22<br>11%      | 12<br>7%           | 7<br>6%   | 2<br>3%          | 24<br>11% | 2<br>2%            | 7<br>11%       | 14<br>9%  | 13<br>7%           | 9<br>11%              | 4<br>14%  |
| Very bad indeed    | (1)   | 151<br>20% | 79<br>22% | 72<br>18% | 12<br>13% | 17<br>15% | 29<br>19% | 27<br>21% | 25<br>22% | 41<br>29%    | 39<br>19% | 37<br>18% | 32<br>20% | 43<br>25%  | 36<br>18% | 46<br>24%      | 36<br>20%          | 25<br>22% | 8<br>14%         | 73<br>35% | 5<br>4%            | 6<br>9%        | 60<br>39% | 21<br>11%          | 8<br>9%               | 11<br>35% |
| Refused            |       | 5<br>1%    | 2<br>1%   | 3<br>1%   | -         | -         | 3<br>2%   | -         | -         | 2<br>1%      | 2<br>1%   | -         | -         | 3<br>2%    | 2<br>1%   | 1<br>*         | 1<br>1%            | -         | -                | -         | 1<br>*             | -              | -         | 1<br>*             | -                     | -         |
| Don't know         |       | 24<br>3%   | 7<br>2%   | 17<br>4%  | 3<br>3%   | 7<br>6%   | 7<br>5%   | -         | 3<br>2%   | 5<br>3%      | 7<br>4%   | 4<br>2%   | 4<br>2%   | 9<br>5%    | 7<br>3%   | 5<br>3%        | 9<br>5%            | 2<br>2%   | 2<br>3%          | 2<br>1%   | 3<br>2%            | -              | 3<br>2%   | 1<br>*             | -                     | -         |
| Mean               |       | 4.38       | 4.19      | 4.56      | 4.52      | 4.33      | 4.13      | 4.51      | 4.35      | 4.50         | 4.29      | 4.43      | 4.43      | 4.38       | 4.58      | 4.07           | 4.30               | 4.30      | 5.17             | 3.20      | 6.51               | 4.37           | 3.25      | 5.44               | 4.64                  | 3.14      |
| Standard deviation |       | 2.54       | 2.50      | 2.57      | 2.43      | 2.33      | 2.20      | 2.63      | 2.56      | 2.99         | 2.45      | 2.34      | 2.58      | 2.85       | 2.53      | 2.56           | 2.52               | 2.46      | 2.60             | 2.12      | 2.19               | 1.91           | 2.31      | 2.59               | 2.13                  | 2.02      |
| Standard error     |       | 0.09       | 0.13      | 0.13      | 0.32      | 0.24      | 0.19      | 0.22      | 0.22      | 0.24         | 0.16      | 0.19      | 0.23      | 0.20       | 0.19      | 0.19           | 0.19               | 0.24      | 0.32             | 0.15      | 0.17               | 0.26           | 0.19      | 0.16               | 0.28                  | 0.32      |

Prepared on behalf of The Times by Populus



## Times Poll

### CATI Fieldwork : October 3rd-5th 2008

Absolutes/col percents

Table 5  
**Q.4 How good a leader is David Cameron?**  
**Base: All "Sample A" respondents**

|                    | Sex   |            |           | Age        |           |           |           |           |           | Social Class |           |           |           | Region        |               |                       |                             |               | Voting Intention       |           |                               | Vote in 2005           |           |                               | Labour<br>2005,<br>Con<br>2008 |          |
|--------------------|-------|------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|-----------|-------------------------------|------------------------|-----------|-------------------------------|--------------------------------|----------|
|                    | Total | Male       | Female    | 18-24      | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB           | C1        | C2        | DE        | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales<br>&<br>South<br>West | Scot-<br>land | Con-<br>ser-<br>vative | Labour    | Lib-<br>eral<br>Demo-<br>crat | Con-<br>ser-<br>vative | Labour    | Lib-<br>eral<br>Demo-<br>crat |                                |          |
| Unweighted base    | 752   | 353        | 399       | 59         | 100       | 142       | 146       | 139       | 166       | 260          | 158       | 126       | 208       | 197           | 195           | 184                   | 109                         | 67            | 208                    | 165       | 53                            | 155                    | 250       | 58                            | 40                             |          |
| Weighted base      | 743   | 353        | 391       | 94         | 115       | 153       | 126       | 112       | 144       | 203          | 203       | 161       | 175       | 197           | 194           | 181                   | 112                         | 60            | 210                    | 142       | 63                            | 154                    | 196       | 85                            | 32                             |          |
| Very good indeed   | (10)  | 22<br>3%   | 10<br>3%  | 12<br>3%   | 2<br>2%   | 1<br>1%   | 3<br>2%   | 5<br>4%   | 4<br>4%   | 6<br>4%      | 6<br>3%   | 5<br>2%   | 4<br>2%   | 8<br>4%       | 5<br>2%       | 6<br>3%               | 4<br>2%                     | 5<br>5%       | 2<br>4%                | 17<br>8%  | -                             | -                      | 14<br>9%  | 2<br>1%                       | -                              | 1<br>3%  |
|                    | (9)   | 17<br>2%   | 9<br>3%   | 8<br>2%    | 2<br>2%   | 1<br>1%   | 3<br>2%   | 3<br>2%   | 1<br>1%   | 7<br>5%      | 5<br>2%   | 5<br>2%   | 6<br>4%   | 1<br>1%       | 6<br>3%       | 6<br>3%               | 3<br>2%                     | 2<br>1%       | -                      | 15<br>7%  | -                             | -                      | 11<br>7%  | 3<br>2%                       | 2<br>2%                        | 2<br>7%  |
|                    | (8)   | 80<br>11%  | 46<br>13% | 34<br>9%   | 4<br>4%   | 11<br>10% | 16<br>10% | 13<br>11% | 21<br>19% | 15<br>10%    | 21<br>10% | 27<br>13% | 22<br>13% | 11<br>6%      | 19<br>10%     | 27<br>14%             | 10<br>6%                    | 18<br>16%     | 6<br>10%               | 59<br>28% | 5<br>4%                       | 5<br>8%                | 51<br>33% | 9<br>4%                       | 5<br>5%                        | 4<br>13% |
|                    | (7)   | 83<br>11%  | 48<br>13% | 36<br>9%   | 14<br>15% | 13<br>11% | 15<br>10% | 11<br>9%  | 17<br>15% | 14<br>10%    | 26<br>13% | 19<br>10% | 21<br>13% | 17<br>10%     | 25<br>13%     | 19<br>10%             | 15<br>8%                    | 18<br>16%     | 6<br>10%               | 45<br>21% | 10<br>7%                      | 7<br>11%               | 19<br>13% | 16<br>8%                      | 20<br>23%                      | 8<br>25% |
|                    | (6)   | 103<br>14% | 49<br>14% | 54<br>14%  | 20<br>21% | 15<br>13% | 23<br>15% | 15<br>12% | 16<br>13% | 34<br>11%    | 34<br>17% | 20<br>13% | 15<br>9%  | 27<br>14%     | 30<br>15%     | 24<br>13%             | 14<br>13%                   | 7<br>12%      | 37<br>18%              | 20<br>14% | 10<br>17%                     | 17<br>11%              | 36<br>19% | 13<br>15%                     | 8<br>24%                       |          |
|                    | (5)   | 185<br>25% | 75<br>21% | 110<br>28% | 23<br>24% | 40<br>35% | 34<br>22% | 33<br>26% | 24<br>22% | 31<br>22%    | 48<br>23% | 54<br>27% | 38<br>23% | 46<br>26%     | 49<br>25%     | 44<br>23%             | 47<br>26%                   | 32<br>29%     | 13<br>22%              | 23<br>11% | 41<br>29%                     | 21<br>34%              | 24<br>15% | 51<br>26%                     | 24<br>28%                      | 5<br>17% |
|                    | (4)   | 48<br>7%   | 24<br>7%  | 25<br>6%   | 3<br>4%   | 7<br>6%   | 11<br>7%  | 11<br>9%  | 5<br>5%   | 11<br>7%     | 17<br>8%  | 12<br>6%  | 5<br>3%   | 15<br>9%      | 11<br>6%      | 9<br>5%               | 19<br>10%                   | 5<br>4%       | 5<br>8%                | 4<br>2%   | 14<br>10%                     | 6<br>9%                | 4<br>3%   | 19<br>10%                     | 3<br>4%                        | 2<br>7%  |
|                    | (3)   | 35<br>5%   | 22<br>6%  | 13<br>3%   | 3<br>3%   | 3<br>3%   | 6<br>4%   | 9<br>7%   | 6<br>5%   | 9<br>6%      | 7<br>3%   | 10<br>5%  | 7<br>4%   | 12<br>7%      | 7<br>4%       | 13<br>7%              | 6<br>3%                     | 2<br>2%       | 7<br>12%               | -         | 10<br>7%                      | 9<br>14%               | 1<br>1%   | 12<br>6%                      | 8<br>9%                        | -        |
|                    | (2)   | 39<br>5%   | 20<br>6%  | 18<br>5%   | 5<br>6%   | 6<br>6%   | 10<br>6%  | 9<br>7%   | 3<br>3%   | 5<br>4%      | 9<br>5%   | 12<br>6%  | 8<br>5%   | 9<br>5%       | 9<br>5%       | 8<br>4%               | 14<br>8%                    | 3<br>3%       | 4<br>6%                | 1<br>1%   | 13<br>9%                      | -                      | *<br>10%  | 19<br>10%                     | 3<br>3%                        | 1<br>4%  |
| Very bad indeed    | (1)   | 72<br>10%  | 30<br>8%  | 42<br>11%  | 7<br>7%   | 8<br>7%   | 20<br>13% | 13<br>11% | 8<br>7%   | 15<br>11%    | 13<br>7%  | 21<br>7%  | 24<br>13% | 20<br>14%     | 19<br>10%     | 17<br>10%             | 10<br>9%                    | 6<br>10%      | 1<br>*                 | 20<br>14% | 5<br>7%                       | 2<br>1%                | 23<br>12% | 8<br>10%                      | -                              |          |
| Refused            |       | 8<br>1%    | 3<br>1%   | 5<br>1%    | -         | -         | 5<br>3%   | -         | 1<br>*    | 3<br>2%      | 3<br>1%   | 1<br>1%   | -         | 3<br>2%       | 4<br>2%       | 1<br>*                | 1<br>1%                     | 1<br>1%       | -                      | 1<br>*    | -                             | -                      | 1<br>*    | -                             | -                              | -        |
| Don't know         |       | 50<br>7%   | 17<br>5%  | 34<br>9%   | 11<br>12% | 9<br>8%   | 8<br>5%   | 4<br>3%   | 7<br>6%   | 12<br>9%     | 16<br>8%  | 10<br>5%  | 10<br>6%  | 14<br>8%      | 13<br>7%      | 13<br>7%              | 19<br>10%                   | 2<br>2%       | 4<br>6%                | 8<br>4%   | 6<br>4%                       | -                      | 10<br>6%  | 4<br>2%                       | -                              | -        |
| Mean               |       | 5.24       | 5.37      | 5.12       | 5.26      | 5.17      | 4.98      | 5.06      | 5.73      | 5.33         | 5.45      | 5.39      | 5.29      | 4.76          | 5.28          | 5.37                  | 4.85                        | 5.71          | 4.89                   | 7.15      | 4.29                          | 4.98                   | 7.11      | 4.61                          | 5.14                           | 6.37     |
| Standard deviation |       | 2.31       | 2.32      | 2.29       | 2.07      | 2.01      | 2.39      | 2.41      | 2.26      | 2.49         | 2.14      | 2.17      | 2.47      | 2.42          | 2.32          | 2.36                  | 2.20                        | 2.26          | 2.32                   | 1.58      | 1.99                          | 1.79                   | 1.84      | 2.15                          | 2.04                           | 1.71     |
| Standard error     |       | 0.09       | 0.13      | 0.12       | 0.29      | 0.21      | 0.21      | 0.20      | 0.20      | 0.20         | 0.14      | 0.18      | 0.23      | 0.18          | 0.17          | 0.17                  | 0.17                        | 0.22          | 0.29                   | 0.11      | 0.16                          | 0.25                   | 0.15      | 0.14                          | 0.27                           | 0.27     |

## Times Poll

### CATI Fieldwork : October 3rd-5th 2008

Absolutes/col percents

Table 6  
**Q.4 How good a leader is Nick Clegg?**  
**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 Democ-rat | Con-ser-vative | Labour | Lib-eral Democ-rat |                       |   |
| Unweighted base    | 752   | 353  | 399    | 59    | 100   | 142   | 146   | 139   | 166  | 260          | 158  | 126  | 208  | 197        | 195       | 184            | 109                | 67        | 208              | 165    | 53                 | 155            | 250    | 58                 | 40                    |   |
| Weighted base      | 743   | 353  | 391    | 94    | 115   | 153   | 126   | 112   | 144  | 203          | 203  | 161  | 175  | 197        | 194       | 181            | 112                | 60        | 210              | 142    | 63                 | 154            | 196    | 85                 | 32                    |   |
| Very good indeed   | (10)  | 10   | 3      | 7     | -     | -     | 1     | 5     | 1    | 3            | 2    | 2    | 3    | 3          | 1         | 4              | 4                  | 1         | -                | 3      | 2                  | 4              | 3      | 2                  | 4                     | - |
|                    |       | 1%   | 1%     | 2%    | -     | -     | 1%    | 4%    | 1%   | 2%           | 1%   | 1%   | 2%   | 2%         | 1%        | 2%             | 1%                 | -         | 2%               | 1%     | 6%                 | 2%             | 1%     | 4%                 | -                     |   |
|                    | (9)   | 2    | -      | 2     | -     | -     | 1     | -     | -    | 1            | -    | -    | 1    | 1          | 1         | -              | -                  | -         | -                | -      | 1                  | -              | -      | 1                  | -                     |   |
|                    |       | *    | -      | 1%    | -     | -     | *     | -     | -    | 1%           | *    | -    | -    | 1%         | 1%        | *              | -                  | -         | -                | -      | 2%                 | -              | -      | 2%                 | -                     |   |
|                    | (8)   | 19   | 9      | 11    | 3     | -     | 3     | 1     | 3    | 9            | 3    | 5    | 5    | 7          | 4         | 6              | 6                  | 3         | 1                | 6      | 6                  | 4              | 4      | 9                  | 4                     |   |
|                    |       | 3%   | 2%     | 3%    | 3%    | -     | 2%    | 1%    | 3%   | 6%           | 1%   | 3%   | 3%   | 4%         | 2%        | 3%             | 3%                 | 2%        | 2%               | 3%     | 4%                 | 6%             | 3%     | 4%                 | 5%                    |   |
|                    | (7)   | 44   | 25     | 19    | 5     | 5     | 12    | 9     | 5    | 7            | 12   | 12   | 12   | 8          | 17        | 6              | 15                 | 4         | 2                | 7      | 10                 | 13             | 6      | 12                 | 18                    |   |
|                    |       | 6%   | 7%     | 5%    | 5%    | 4%    | 8%    | 7%    | 5%   | 5%           | 6%   | 6%   | 7%   | 4%         | 8%        | 3%             | 8%                 | 4%        | 4%               | 3%     | 7%                 | 20%            | 4%     | 6%                 | 21%                   |   |
|                    | (6)   | 55   | 31     | 23    | 11    | 10    | 10    | 13    | 8    | 3            | 15   | 20   | 16   | 4          | 16        | 11             | 13                 | 12        | 3                | 23     | 13                 | 8              | 14     | 11                 | 8                     |   |
|                    |       | 7%   | 9%     | 6%    | 12%   | 8%    | 6%    | 10%   | 7%   | 2%           | 8%   | 10%  | 10%  | 2%         | 8%        | 5%             | 7%                 | 11%       | 5%               | 11%    | 9%                 | 12%            | 9%     | 6%                 | 9%                    |   |
|                    | (5)   | 177  | 87     | 91    | 24    | 40    | 32    | 33    | 27   | 21           | 54   | 54   | 40   | 29         | 48        | 49             | 41                 | 30        | 9                | 60     | 35                 | 14             | 40     | 41                 | 22                    |   |
|                    |       | 24%  | 25%    | 23%   | 26%   | 35%   | 21%   | 26%   | 24%  | 14%          | 27%  | 27%  | 25%  | 17%        | 25%       | 25%            | 23%                | 27%       | 15%              | 29%    | 25%                | 23%            | 26%    | 21%                | 26%                   |   |
|                    | (4)   | 70   | 36     | 34    | 9     | 12    | 16    | 15    | 9    | 9            | 22   | 16   | 11   | 20         | 16        | 15             | 14                 | 18        | 6                | 25     | 15                 | 4              | 14     | 27                 | 6                     |   |
|                    |       | 9%   | 10%    | 9%    | 10%   | 10%   | 10%   | 12%   | 8%   | 6%           | 11%  | 8%   | 7%   | 11%        | 8%        | 8%             | 8%                 | 17%       | 11%              | 12%    | 11%                | 6%             | 9%     | 14%                | 7%                    |   |
|                    | (3)   | 67   | 37     | 29    | 4     | 10    | 14    | 9     | 16   | 14           | 18   | 21   | 10   | 17         | 14        | 14             | 14                 | 12        | 12               | 23     | 15                 | 4              | 13     | 26                 | 1                     |   |
|                    |       | 9%   | 11%    | 7%    | 5%    | 8%    | 9%    | 7%    | 14%  | 9%           | 9%   | 10%  | 6%   | 10%        | 7%        | 7%             | 8%                 | 10%       | 21%              | 11%    | 10%                | 6%             | 8%     | 13%                | 1%                    |   |
|                    | (2)   | 62   | 40     | 22    | 4     | 5     | 9     | 12    | 14   | 18           | 14   | 22   | 16   | 9          | 13        | 19             | 13                 | 8         | 9                | 17     | 14                 | 3              | 17     | 22                 | 3                     |   |
|                    |       | 8%   | 11%    | 6%    | 4%    | 5%    | 6%    | 10%   | 12%  | 13%          | 7%   | 11%  | 10%  | 5%         | 6%        | 10%            | 7%                 | 8%        | 15%              | 8%     | 10%                | 4%             | 11%    | 11%                | 3%                    |   |
| Very bad indeed    | (1)   | 86   | 37     | 49    | 10    | 10    | 20    | 10    | 14   | 23           | 20   | 18   | 19   | 29         | 28        | 21             | 19                 | 12        | 6                | 20     | 12                 | 1              | 21     | 16                 | 6                     |   |
|                    |       | 12%  | 10%    | 12%   | 11%   | 8%    | 13%   | 8%    | 12%  | 16%          | 10%  | 9%   | 12%  | 17%        | 14%       | 11%            | 10%                | 11%       | 11%              | 9%     | 8%                 | 2%             | 14%    | 8%                 | 7%                    |   |
| Refused            |       | 5    | 2      | 3     | -     | -     | 3     | 1     | -    | 1            | 2    | -    | 1    | 2          | 3         | 1              | 1                  | -         | -                | 1      | 1                  | -              | 1      | 1                  | -                     |   |
|                    |       | 1%   | 1%     | 1%    | -     | -     | 2%    | 1%    | -    | 1%           | -    | 1%   | 1%   | 1%         | 1%        | *              | 1%                 | -         | -                | 1%     | *                  | -              | 1%     | *                  | -                     |   |
| Don't know         |       | 147  | 45     | 102   | 23    | 24    | 33    | 18    | 14   | 34           | 39   | 33   | 29   | 46         | 37        | 47             | 41                 | 12        | 10               | 26     | 19                 | 8              | 22     | 29                 | 12                    |   |
|                    |       | 20%  | 13%    | 26%   | 25%   | 21%   | 22%   | 14%   | 13%  | 24%          | 19%  | 16%  | 18%  | 26%        | 19%       | 24%            | 23%                | 10%       | 17%              | 12%    | 13%                | 13%            | 14%    | 15%                | 15%                   |   |
| Mean               |       | 4.20 | 4.17   | 4.23  | 4.44  | 4.27  | 4.15  | 4.56  | 3.94 | 3.90         | 4.26 | 4.25 | 4.33 | 3.90       | 4.23      | 4.18           | 4.43               | 4.16      | 3.56             | 4.29   | 4.37               | 5.77           | 4.09   | 4.15               | 5.55                  |   |
| Standard deviation |       | 2.09 | 2.00   | 2.18  | 1.91  | 1.60  | 2.09  | 2.13  | 2.01 | 2.50         | 1.95 | 1.95 | 2.19 | 2.31       | 2.12      | 2.17           | 2.19               | 1.84      | 1.81             | 1.93   | 2.02               | 2.10           | 2.14   | 1.98               | 2.17                  |   |
| Standard error     |       | 0.09 | 0.11   | 0.13  | 0.29  | 0.18  | 0.20  | 0.19  | 0.18 | 0.22         | 0.14 | 0.17 | 0.22 | 0.19       | 0.17      | 0.18           | 0.18               | 0.19      | 0.24             | 0.14   | 0.17               | 0.31           | 0.19   | 0.14               | 0.30                  |   |

Prepared on behalf of The Times by Populus



## Times Poll

### CATI Fieldwork : October 3rd-5th 2008

Absolutes/col percents

Table 7

**Q.5 With Britain's economy facing problems in the months or years ahead, who would 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<br>2005,<br>Con<br>2008 |
|--|-------|------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|--------|-------------------------------|------------------------|--------|-------------------------------|--------------------------------|
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales<br>&<br>South<br>West | Scot-<br>land | Con-<br>ser-<br>vative | Labour | Lib-<br>eral<br>Demo-<br>crat | Con-<br>ser-<br>vative | Labour | Lib-<br>eral<br>Demo-<br>crat |                                |
| Unweighted base  | 751   | 365  | 386    | 53    | 96    | 128   | 153   | 140   | 181 | 241          | 172 | 124 | 214 | 198           | 195           | 185                   | 105                         | 68            | 204                    | 148    | 61                            | 146                    | 213    | 76                            | 30                             |
| Weighted base  | 760   | 373  | 386    | 85    | 120   | 143   | 129   | 116   | 167 | 191          | 238 | 153 | 178 | 203           | 200           | 186                   | 103                         | 68            | 200                    | 129    | 76                            | 144                    | 162    | 104                           | 25                             |
| David Cameron & the<br>Shadow Chancellor of<br>the Exchequer George<br>Osborne | 288   | 148  | 140    | 34    | 40    | 54    | 44    | 52    | 63  | 84           | 92  | 52  | 60  | 87            | 74            | 66                    | 43                          | 19            | 171                    | 10     | 26                            | 112                    | 32     | 42                            | 19                             |
|  | 38%   | 40%  | 36%    | 40%   | 34%   | 38%   | 34%   | 45%   | 38% | 44%          | 39% | 34% | 34% | 43%           | 37%           | 35%                   | 41%                         | 27%           | 86%                    | 8%     | 34%                           | 78%                    | 20%    | 40%                           | 78%                            |
| Gordon Brown & the new<br>Chancellor of the<br>Exchequer Alistair<br>Darling   | 239   | 123  | 116    | 30    | 38    | 43    | 42    | 34    | 51  | 54           | 86  | 40  | 58  | 56            | 58            | 67                    | 29                          | 28            | 11                     | 108    | 30                            | 10                     | 100    | 35                            | 2                              |
|  | 31%   | 33%  | 30%    | 36%   | 32%   | 30%   | 33%   | 30%   | 30% | 28%          | 36% | 26% | 33% | 28%           | 29%           | 36%                   | 29%                         | 41%           | 6%                     | 84%    | 40%                           | 7%                     | 62%    | 34%                           | 9%                             |
| Neither of these   | 116   | 57   | 59     | 5     | 26    | 19    | 27    | 18    | 21  | 29           | 29  | 33  | 26  | 34            | 28            | 27                    | 13                          | 15            | 7                      | 5      | 13                            | 6                      | 12     | 16                            | 3                              |
|  | 15%   | 15%  | 15%    | 6%    | 21%   | 13%   | 21%   | 16%   | 13% | 15%          | 12% | 21% | 15% | 17%           | 14%           | 14%                   | 13%                         | 22%           | 4%                     | 4%     | 17%                           | 4%                     | 8%     | 15%                           | 13%                            |
| Refused  | 7     | 5    | 2      | -     | -     | 2     | 2     | 2     | 1   | 2            | -   | 2   | 2   | 1             | 3             | 1                     | 2                           | *             | -                      | -      | -                             | -                      | -      | -                             | -                              |
|  | 1%    | 1%   | 1%     | -     | -     | 1%    | 2%    | 1%    | 1%  | 1%           | -   | 2%  | 1%  | *             | 2%            | 1%                    | 1%                          | 1%            | -                      | -      | -                             | -                      | -      | -                             | -                              |
| Don't know   | 110   | 41   | 69     | 15    | 15    | 25    | 14    | 9     | 30  | 22           | 31  | 26  | 31  | 25            | 36            | 25                    | 17                          | 7             | 10                     | 6      | 7                             | 16                     | 17     | 11                            | -                              |
|  | 14%   | 11%  | 18%    | 18%   | 13%   | 18%   | 11%   | 8%    | 18% | 12%          | 13% | 17% | 18% | 12%           | 18%           | 14%                   | 16%                         | 10%           | 5%                     | 4%     | 9%                            | 11%                    | 10%    | 11%                           | -                              |

## Times Poll

### CATI Fieldwork : October 3rd-5th 2008

Absolutes/col percents

Table 8

**Q.6 Who do you think deserves most blame for the crisis in the banking system?****Base: All "Sample A" respondents**

|  | Sex   |      |        | Age   |       |       |       |       |     | Social Class |     |     |     | Region        |               |                       |                             |               | Voting Intention       |        |                               | Vote in 2005           |        |                               | Labour<br>2005,<br>Con<br>2008 |
|--|-------|------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|--------|-------------------------------|------------------------|--------|-------------------------------|--------------------------------|
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales<br>&<br>South<br>West | Scot-<br>land | Con-<br>ser-<br>vative | Labour | Lib-<br>eral<br>Demo-<br>crat | Con-<br>ser-<br>vative | Labour | Lib-<br>eral<br>Demo-<br>crat |                                |
| Unweighted base  | 752   | 353  | 399    | 59    | 100   | 142   | 146   | 139   | 166 | 260          | 158 | 126 | 208 | 197           | 195           | 184                   | 109                         | 67            | 208                    | 165    | 53                            | 155                    | 250    | 58                            | 40                             |
| Weighted base  | 743   | 353  | 391    | 94    | 115   | 153   | 126   | 112   | 144 | 203          | 203 | 161 | 175 | 197           | 194           | 181                   | 112                         | 60            | 210                    | 142    | 63                            | 154                    | 196    | 85                            | 32                             |
| American mortgage<br>lenders   | 190   | 114  | 76     | 28    | 29    | 34    | 36    | 29    | 34  | 73           | 55  | 33  | 30  | 59            | 60            | 31                    | 30                          | 11            | 69                     | 40     | 19                            | 41                     | 55     | 26                            | 5                              |
|  | 26%   | 32%  | 19%    | 29%   | 25%   | 22%   | 29%   | 26%   | 23% | 36%          | 27% | 20% | 17% | 30%           | 31%           | 17%                   | 27%                         | 19%           | 33%                    | 28%    | 30%                           | 26%                    | 28%    | 31%                           | 17%                            |
| People who took out<br>loans and mortgages<br>they couldn't really<br>afford | 111   | 51   | 60     | 10    | 17    | 22    | 16    | 14    | 32  | 23           | 34  | 20  | 33  | 35            | 22            | 25                    | 18                          | 11            | 35                     | 24     | 7                             | 30                     | 39     | 7                             | 10                             |
|  | 15%   | 14%  | 15%    | 11%   | 15%   | 14%   | 12%   | 12%   | 22% | 12%          | 17% | 13% | 19% | 18%           | 11%           | 14%                   | 16%                         | 18%           | 17%                    | 17%    | 11%                           | 19%                    | 20%    | 8%                            | 30%                            |
| The British Government   | 89    | 30   | 59     | 16    | 16    | 16    | 13    | 12    | 15  | 16           | 23  | 23  | 27  | 20            | 22            | 24                    | 14                          | 9             | 18                     | 10     | 10                            | 15                     | 17     | 7                             | 4                              |
|  | 12%   | 9%   | 15%    | 17%   | 14%   | 11%   | 11%   | 11%   | 11% | 8%           | 11% | 14% | 16% | 10%           | 11%           | 13%                   | 12%                         | 15%           | 8%                     | 7%     | 15%                           | 10%                    | 9%     | 8%                            | 12%                            |
| The American Government  | 86    | 41   | 45     | 8     | 13    | 20    | 14    | 14    | 16  | 16           | 26  | 22  | 22  | 22            | 19            | 23                    | 15                          | 6             | 23                     | 17     | 10                            | 18                     | 28     | 10                            | 3                              |
|  | 12%   | 12%  | 11%    | 9%    | 12%   | 13%   | 11%   | 13%   | 11% | 8%           | 13% | 14% | 13% | 11%           | 10%           | 13%                   | 13%                         | 11%           | 11%                    | 12%    | 16%                           | 12%                    | 14%    | 12%                           | 11%                            |
| The Financial Services<br>Authority  | 85    | 27   | 58     | 6     | 13    | 22    | 18    | 17    | 9   | 27           | 23  | 23  | 12  | 20            | 24            | 20                    | 20                          | 1             | 23                     | 16     | 10                            | 14                     | 22     | 25                            | 5                              |
|  | 11%   | 8%   | 15%    | 6%    | 12%   | 14%   | 14%   | 16%   | 6%  | 13%          | 11% | 14% | 7%  | 10%           | 13%           | 11%                   | 18%                         | 2%            | 11%                    | 11%    | 17%                           | 9%                     | 11%    | 30%                           | 15%                            |
| British banks  | 83    | 50   | 33     | 3     | 10    | 23    | 14    | 16    | 17  | 20           | 21  | 24  | 19  | 15            | 24            | 26                    | 8                           | 10            | 30                     | 11     | 4                             | 25                     | 19     | 5                             | 4                              |
|  | 11%   | 14%  | 8%     | 3%    | 9%    | 15%   | 11%   | 14%   | 12% | 10%          | 10% | 15% | 11% | 8%            | 12%           | 15%                   | 7%                          | 18%           | 14%                    | 8%     | 6%                            | 16%                    | 10%    | 6%                            | 12%                            |
| The Bank of England  | 31    | 14   | 17     | 8     | 7     | 6     | 5     | 1     | 4   | 7            | 5   | 9   | 10  | 8             | 7             | 12                    | 3                           | 1             | 6                      | 10     | 1                             | 3                      | 6      | 1                             | 1                              |
|  | 4%    | 4%   | 4%     | 9%    | 6%    | 4%    | 4%    | 1%    | 3%  | 4%           | 2%  | 6%  | 6%  | 4%            | 3%            | 7%                    | 3%                          | 2%            | 3%                     | 7%     | 2%                            | 2%                     | 3%     | 1%                            | 3%                             |
| Refused  | 4     | 3    | 1      | 2     | -     | 1     | -     | -     | 1   | 1            | 2   | -   | 1   | 2             | -             | 1                     | -                           | -             | -                      | 1      | -                             | -                      | 1      | -                             | -                              |
|  | 1%    | 1%   | *      | 3%    | -     | *     | -     | -     | *   | *            | 1%  | -   | *   | 1%            | -             | 1%                    | -                           | -             | -                      | *      | -                             | -                      | *      | -                             | -                              |
| Don't know   | 64    | 22   | 42     | 13    | 8     | 10    | 10    | 8     | 16  | 20           | 15  | 8   | 21  | 17            | 16            | 18                    | 4                           | 9             | 8                      | 13     | 3                             | 8                      | 10     | 3                             | -                              |
|  | 9%    | 6%   | 11%    | 14%   | 7%    | 6%    | 8%    | 7%    | 11% | 10%          | 7%  | 5%  | 12% | 8%            | 8%            | 10%                   | 4%                          | 15%           | 4%                     | 9%     | 4%                            | 5%                     | 5%     | 4%                            | -                              |



## Times Poll

### CATI Fieldwork : October 3rd-5th 2008

Absolutes/col percents

Table 9

**Q.7 How worried are you about the safety of money you have in banks and building societies?****Base: All "Sample B" respondents**

|   | Sex     |      |        | Age   |       |       |       |       |      | Social Class |      |      |      | Region        |               |                       |                             |               | Voting Intention       |        |                               | Vote in 2005           |        |                               | Labour<br>2005,<br>Con<br>2008 |
|---|---------|------|--------|-------|-------|-------|-------|-------|------|--------------|------|------|------|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|--------|-------------------------------|------------------------|--------|-------------------------------|--------------------------------|
|   | Total   | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB           | C1   | C2   | DE   | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales<br>&<br>South<br>West | Scot-<br>land | Con-<br>ser-<br>vative | Labour | Lib-<br>eral<br>Demo-<br>crat | Con-<br>ser-<br>vative | Labour | Lib-<br>eral<br>Demo-<br>crat |                                |
| Unweighted base                         | 751     | 365  | 386    | 53    | 96    | 128   | 153   | 140   | 181  | 241          | 172  | 124  | 214  | 198           | 195           | 185                   | 105                         | 68            | 204                    | 148    | 61                            | 146                    | 213    | 76                            | 30                             |
| Weighted base                           | 760     | 373  | 386    | 85    | 120   | 143   | 129   | 116   | 167  | 191          | 238  | 153  | 178  | 203           | 200           | 186                   | 103                         | 68            | 200                    | 129    | 76                            | 144                    | 162    | 104                           | 25                             |
| NET: Worried                            | 283     | 123  | 160    | 30    | 47    | 41    | 46    | 49    | 71   | 67           | 102  | 49   | 65   | 79            | 68            | 76                    | 34                          | 25            | 78                     | 52     | 32                            | 63                     | 62     | 39                            | 8                              |
|   | 37%     | 33%  | 41%    | 35%   | 39%   | 29%   | 35%   | 42%   | 43%  | 35%          | 43%  | 32%  | 36%  | 39%           | 34%           | 41%                   | 33%                         | 37%           | 39%                    | 40%    | 42%                           | 44%                    | 38%    | 37%                           | 31%                            |
| Very worried                            | (4) 98  | 39   | 59     | 10    | 11    | 19    | 14    | 14    | 29   | 20           | 38   | 15   | 25   | 24            | 28            | 27                    | 11                          | 8             | 28                     | 10     | 13                            | 22                     | 19     | 10                            | 5                              |
|   | 13%     | 10%  | 15%    | 12%   | 9%    | 13%   | 11%   | 12%   | 17%  | 11%          | 16%  | 10%  | 14%  | 12%           | 14%           | 14%                   | 11%                         | 12%           | 14%                    | 8%     | 17%                           | 15%                    | 12%    | 10%                           | 20%                            |
| Moderately worried                      | (3) 185 | 84   | 101    | 19    | 36    | 22    | 31    | 35    | 42   | 46           | 64   | 34   | 40   | 55            | 40            | 50                    | 23                          | 17            | 50                     | 41     | 19                            | 41                     | 43     | 29                            | 3                              |
|   | 24%     | 22%  | 26%    | 23%   | 30%   | 15%   | 24%   | 30%   | 25%  | 24%          | 27%  | 22%  | 22%  | 27%           | 20%           | 27%                   | 23%                         | 25%           | 25%                    | 32%    | 25%                           | 28%                    | 26%    | 28%                           | 11%                            |
| Not too worried                         | (2) 244 | 116  | 128    | 28    | 43    | 49    | 39    | 38    | 47   | 61           | 75   | 57   | 51   | 72            | 66            | 49                    | 39                          | 18            | 68                     | 43     | 20                            | 40                     | 54     | 36                            | 11                             |
|   | 32%     | 31%  | 33%    | 33%   | 36%   | 34%   | 31%   | 33%   | 28%  | 32%          | 31%  | 38%  | 29%  | 35%           | 33%           | 27%                   | 38%                         | 27%           | 34%                    | 34%    | 26%                           | 28%                    | 34%    | 34%                           | 46%                            |
| Not worried at all                      | (1) 183 | 114  | 69     | 27    | 20    | 43    | 33    | 26    | 34   | 58           | 50   | 33   | 42   | 42            | 49            | 49                    | 23                          | 20            | 44                     | 28     | 21                            | 34                     | 37     | 24                            | 4                              |
|   | 24%     | 30%  | 18%    | 32%   | 17%   | 30%   | 25%   | 23%   | 20%  | 30%          | 21%  | 22%  | 24%  | 21%           | 25%           | 26%                   | 23%                         | 29%           | 22%                    | 22%    | 28%                           | 24%                    | 23%    | 23%                           | 16%                            |
| NET: Not worried                        | 427     | 230  | 197    | 55    | 63    | 92    | 72    | 64    | 80   | 119          | 124  | 90   | 93   | 113           | 115           | 98                    | 62                          | 38            | 111                    | 71     | 41                            | 74                     | 91     | 60                            | 15                             |
|   | 56%     | 62%  | 51%    | 65%   | 52%   | 64%   | 56%   | 56%   | 48%  | 62%          | 52%  | 59%  | 52%  | 56%           | 58%           | 53%                   | 60%                         | 56%           | 55%                    | 55%    | 54%                           | 52%                    | 56%    | 57%                           | 62%                            |
| No money in banks or building societies | 50      | 21   | 29     | -     | 10    | 11    | 11    | 3     | 15   | 5            | 12   | 13   | 20   | 10            | 17            | 12                    | 6                           | 5             | 11                     | 6      | 2                             | 7                      | 9      | 5                             | 2                              |
|   | 7%      | 6%   | 8%     | -     | 8%    | 7%    | 9%    | 2%    | 9%   | 3%           | 5%   | 9%   | 11%  | 5%            | 9%            | 6%                    | 6%                          | 7%            | 5%                     | 5%     | 3%                            | 5%                     | 6%     | 5%                            | 7%                             |
| Mean                                    | 2.28    | 2.13 | 2.42   | 2.15  | 2.34  | 2.13  | 2.23  | 2.32  | 2.44 | 2.16         | 2.40 | 2.22 | 2.30 | 2.32          | 2.25          | 2.31                  | 2.23                        | 2.21          | 2.33                   | 2.28   | 2.33                          | 2.37                   | 2.29   | 2.25                          | 2.38                           |
| Standard deviation                      | 1.00    | 0.99 | 0.98   | 1.01  | 0.90  | 1.03  | 0.99  | 0.97  | 1.04 | 0.99         | 1.01 | 0.93 | 1.03 | 0.95          | 1.02          | 1.04                  | 0.95                        | 1.03          | 0.99                   | 0.91   | 1.08                          | 1.03                   | 0.97   | 0.94                          | 1.03                           |
| Standard error                          | 0.04    | 0.05 | 0.05   | 0.14  | 0.10  | 0.09  | 0.08  | 0.08  | 0.08 | 0.06         | 0.08 | 0.09 | 0.08 | 0.07          | 0.08          | 0.08                  | 0.09                        | 0.13          | 0.07                   | 0.08   | 0.14                          | 0.09                   | 0.07   | 0.11                          | 0.19                           |

## Times Poll

### CATI Fieldwork : October 3rd-5th 2008

Absolutes/col percents

Table 10

**Q.8 Some people say that it is time for a change in Britain, while other people disagree and say that it is better to stick with the devil you know.**

**Which of these is closest to your view?**

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

|                                  | Sex   |      | Age    |       |       |       |       |       | Social Class |     |     |     | Region |               |               |                       |                             | Voting Intention |                        |        | Vote in 2005                  |                        |        | Labour<br>2005,<br>Con<br>2008 |                               |
|----------------------------------|-------|------|--------|-------|-------|-------|-------|-------|--------------|-----|-----|-----|--------|---------------|---------------|-----------------------|-----------------------------|------------------|------------------------|--------|-------------------------------|------------------------|--------|--------------------------------|-------------------------------|
|                                  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+          | AB  | C1  | C2  | DE     | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales<br>&<br>South<br>West | Scot-<br>land    | Con-<br>ser-<br>vative | Labour | Lib-<br>eral<br>Demo-<br>crat | Con-<br>ser-<br>vative | Labour |                                | Lib-<br>eral<br>Demo-<br>crat |
| Unweighted base                  | 752   | 353  | 399    | 59    | 100   | 142   | 146   | 139   | 166          | 260 | 158 | 126 | 208    | 197           | 195           | 184                   | 109                         | 67               | 208                    | 165    | 53                            | 155                    | 250    | 58                             | 40                            |
| Weighted base                    | 743   | 353  | 391    | 94    | 115   | 153   | 126   | 112   | 144          | 203 | 203 | 161 | 175    | 197           | 194           | 181                   | 112                         | 60               | 210                    | 142    | 63                            | 154                    | 196    | 85                             | 32                            |
| Time for a change                | 486   | 227  | 259    | 63    | 77    | 109   | 78    | 66    | 94           | 137 | 129 | 112 | 108    | 124           | 142           | 116                   | 78                          | 26               | 197                    | 41     | 47                            | 136                    | 92     | 55                             | 30                            |
|                                  | 65%   | 64%  | 66%    | 67%   | 67%   | 71%   | 62%   | 59%   | 66%          | 68% | 64% | 69% | 62%    | 63%           | 73%           | 64%                   | 70%                         | 43%              | 93%                    | 29%    | 75%                           | 88%                    | 47%    | 65%                            | 94%                           |
| Stick with the devil<br>you know | 226   | 113  | 113    | 24    | 34    | 39    | 43    | 41    | 46           | 55  | 66  | 47  | 58     | 61            | 44            | 57                    | 33                          | 32               | 12                     | 98     | 14                            | 16                     | 100    | 29                             | 2                             |
|                                  | 30%   | 32%  | 29%    | 25%   | 30%   | 25%   | 34%   | 36%   | 32%          | 27% | 33% | 29% | 33%    | 31%           | 23%           | 31%                   | 30%                         | 53%              | 6%                     | 69%    | 22%                           | 11%                    | 51%    | 34%                            | 6%                            |
| Don't know                       | 31    | 13   | 18     | 7     | 4     | 6     | 5     | 6     | 3            | 11  | 8   | 3   | 10     | 12            | 8             | 8                     | 1                           | 3                | 1                      | 2      | 2                             | 1                      | 3      | 1                              | -                             |
|                                  | 4%    | 4%   | 5%     | 8%    | 3%    | 4%    | 4%    | 5%    | 2%           | 5%  | 4%  | 2%  | 6%     | 6%            | 4%            | 4%                    | 1%                          | 4%               | 1%                     | 2%     | 3%                            | 1%                     | 2%     | 1%                             | -                             |

## Times Poll

### CATI Fieldwork : October 3rd-5th 2008

Absolutes/col percents

Table 11

**Q.9 I am going to read out some words and phrases. Please say whether each one applies more to David Cameron or more to Gordon Brown?**

**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 | Lib-eral Democ-rat | Labour 2005, Con 2008 |
| Unweighted base               | 751   | 365  | 386    | 53    | 96    | 128   | 153   | 140   | 181 | 241          | 172 | 124 | 214 | 198        | 195       | 185            | 105                | 68        | 204              | 148    | 61                 | 146            | 213    | 76                 | 30     |                    |                       |
| Weighted base                 | 760   | 373  | 386    | 85    | 120   | 143   | 129   | 116   | 167 | 191          | 238 | 153 | 178 | 203        | 200       | 186            | 103                | 68        | 200              | 129    | 76                 | 144            | 162    | 104                | 25     |                    |                       |
| <b>Experienced</b>            |       |      |        |       |       |       |       |       |     |              |     |     |     |            |           |                |                    |           |                  |        |                    |                |        |                    |        |                    |                       |
| Applies more to David Cameron | 83    | 38   | 45     | 13    | 9     | 6     | 15    | 14    | 26  | 16           | 23  | 16  | 28  | 24         | 25        | 15             | 11                 | 8         | 38               | 7      | 4                  | 30             | 11     | 5                  | 4      |                    |                       |
|                               | 11%   | 10%  | 12%    | 16%   | 7%    | 4%    | 12%   | 12%   | 16% | 8%           | 10% | 11% | 16% | 12%        | 13%       | 8%             | 10%                | 12%       | 19%              | 5%     | 5%                 | 21%            | 7%     | 4%                 | 15%    |                    |                       |
| Applies more to Gordon Brown  | 581   | 298  | 283    | 56    | 94    | 119   | 99    | 94    | 120 | 161          | 184 | 108 | 128 | 151        | 144       | 150            | 85                 | 52        | 150              | 113    | 68                 | 101            | 141    | 97                 | 19     |                    |                       |
|                               | 77%   | 80%  | 73%    | 66%   | 79%   | 83%   | 76%   | 81%   | 72% | 85%          | 78% | 71% | 72% | 75%        | 72%       | 80%            | 82%                | 76%       | 75%              | 87%    | 90%                | 70%            | 87%    | 93%                | 76%    |                    |                       |
| Refused                       | 10    | 7    | 3      | -     | 1     | 3     | 2     | 1     | 3   | 1            | 5   | 1   | 3   | 3          | 4         | 1              | 2                  | *         | 3                | 1      | -                  | 3              | 2      | -                  | 1      |                    |                       |
|                               | 1%    | 2%   | 1%     | -     | 1%    | 2%    | 1%    | 1%    | 2%  | *            | 2%  | 1%  | 2%  | 2%         | 2%        | *              | 2%                 | 1%        | 1%               | 1%     | -                  | 2%             | 1%     | -                  | 4%     |                    |                       |
| Don't know                    | 86    | 30   | 55     | 15    | 16    | 16    | 13    | 6     | 18  | 13           | 25  | 28  | 19  | 25         | 27        | 21             | 6                  | 7         | 10               | 8      | 4                  | 10             | 8      | 3                  | 1      |                    |                       |
|                               | 11%   | 8%   | 14%    | 18%   | 14%   | 11%   | 10%   | 6%    | 11% | 7%           | 11% | 18% | 11% | 12%        | 13%       | 11%            | 6%                 | 11%       | 5%               | 6%     | 5%                 | 7%             | 5%     | 3%                 | 6%     |                    |                       |
| <b>Good judgement</b>         |       |      |        |       |       |       |       |       |     |              |     |     |     |            |           |                |                    |           |                  |        |                    |                |        |                    |        |                    |                       |
| Applies more to David Cameron | 302   | 152  | 149    | 36    | 45    | 58    | 48    | 50    | 64  | 87           | 99  | 51  | 65  | 89         | 78        | 66             | 47                 | 22        | 158              | 16     | 19                 | 106            | 43     | 33                 | 21     |                    |                       |
|                               | 40%   | 41%  | 39%    | 42%   | 37%   | 41%   | 37%   | 44%   | 38% | 46%          | 41% | 33% | 36% | 44%        | 39%       | 35%            | 45%                | 32%       | 79%              | 12%    | 26%                | 74%            | 27%    | 31%                | 85%    |                    |                       |
| Applies more to Gordon Brown  | 276   | 151  | 125    | 32    | 45    | 50    | 51    | 44    | 54  | 61           | 86  | 59  | 70  | 62         | 83        | 74             | 32                 | 25        | 25               | 98     | 41                 | 16             | 92     | 51                 | 2      |                    |                       |
|                               | 36%   | 40%  | 32%    | 38%   | 37%   | 35%   | 39%   | 38%   | 33% | 32%          | 36% | 38% | 39% | 31%        | 42%       | 40%            | 31%                | 37%       | 13%              | 75%    | 54%                | 11%            | 57%    | 49%                | 10%    |                    |                       |
| Refused                       | 10    | 6    | 5      | -     | 1     | 3     | 2     | 2     | 3   | 1            | 4   | 1   | 4   | 3          | 3         | 1              | 2                  | *         | -                | 3      | -                  | 1              | 3      | -                  | -      |                    |                       |
|                               | 1%    | 2%   | 1%     | -     | 1%    | 2%    | 2%    | 2%    | 2%  | 1%           | 2%  | 1%  | 2%  | 2%         | 2%        | 1%             | 2%                 | 1%        | -                | 2%     | -                  | 1%             | 2%     | -                  | -      |                    |                       |
| Don't know                    | 172   | 64   | 107    | 17    | 29    | 33    | 28    | 19    | 46  | 41           | 50  | 42  | 39  | 48         | 35        | 45             | 22                 | 21        | 17               | 13     | 15                 | 20             | 24     | 20                 | 1      |                    |                       |
|                               | 23%   | 17%  | 28%    | 20%   | 24%   | 23%   | 21%   | 17%   | 27% | 21%          | 21% | 27% | 22% | 24%        | 18%       | 24%            | 21%                | 31%       | 8%               | 10%    | 20%                | 14%            | 15%    | 20%                | 5%     |                    |                       |
| <b>Change</b>                 |       |      |        |       |       |       |       |       |     |              |     |     |     |            |           |                |                    |           |                  |        |                    |                |        |                    |        |                    |                       |
| Applies more to David Cameron | 456   | 245  | 211    | 43    | 69    | 94    | 76    | 81    | 93  | 129          | 157 | 80  | 91  | 132        | 117       | 114            | 61                 | 33        | 178              | 61     | 38                 | 121            | 89     | 68                 | 20     |                    |                       |
|                               | 60%   | 66%  | 55%    | 51%   | 58%   | 65%   | 59%   | 70%   | 56% | 67%          | 66% | 52% | 51% | 65%        | 58%       | 61%            | 59%                | 49%       | 89%              | 47%    | 51%                | 84%            | 55%    | 65%                | 83%    |                    |                       |
| Applies more to Gordon Brown  | 164   | 73   | 92     | 22    | 24    | 25    | 29    | 27    | 38  | 33           | 38  | 39  | 54  | 32         | 50        | 42             | 18                 | 23        | 13               | 55     | 22                 | 11             | 50     | 20                 | 3      |                    |                       |
|                               | 22%   | 20%  | 24%    | 25%   | 20%   | 17%   | 23%   | 23%   | 23% | 17%          | 16% | 26% | 31% | 16%        | 25%       | 22%            | 18%                | 34%       | 7%               | 42%    | 30%                | 8%             | 31%    | 19%                | 12%    |                    |                       |
| Refused                       | 5     | 3    | 2      | -     | 1     | -     | 1     | *     | 3   | 1            | 1   | 1   | 2   | 2          | 2         | -              | 1                  | *         | -                | -      | -                  | 1              | -      | -                  | -      |                    |                       |
|                               | 1%    | 1%   | 1%     | -     | 1%    | -     | 1%    | *     | 2%  | *            | *   | 1%  | 1%  | 1%         | 1%        | -              | 1%                 | 1%        | -                | -      | -                  | 1%             | -      | -                  | -      |                    |                       |
| Don't know                    | 134   | 53   | 81     | 20    | 26    | 25    | 22    | 8     | 33  | 29           | 42  | 33  | 31  | 37         | 32        | 31             | 23                 | 12        | 10               | 13     | 15                 | 11             | 23     | 17                 | 1      |                    |                       |
|                               | 18%   | 14%  | 21%    | 24%   | 22%   | 17%   | 17%   | 7%    | 20% | 15%          | 18% | 21% | 17% | 18%        | 16%       | 16%            | 23%                | 17%       | 5%               | 10%    | 20%                | 8%             | 14%    | 16%                | 5%     |                    |                       |

Prepared on behalf of The Times by Populus



## Times Poll

### CATI Fieldwork : October 3rd-5th 2008

Absolutes/col percents

Table 11

**Q.9 I am going to read out some words and phrases. Please say whether each one applies more to David Cameron or more to Gordon Brown?**

**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 |
| Weighted base                 | 760        | 373        | 386        | 85        | 120       | 143       | 129       | 116       | 167          | 191        | 238        | 153       | 178       | 203        | 200       | 186            | 103                | 68               | 200            | 129          | 76                   | 144            | 162       | 104                  | 25                    |
| <b>Character</b>              |            |            |            |           |           |           |           |           |              |            |            |           |           |            |           |                |                    |                  |                |              |                      |                |           |                      |                       |
| Applies more to David Cameron | 382<br>50% | 196<br>53% | 186<br>48% | 43<br>51% | 56<br>47% | 82<br>57% | 63<br>49% | 62<br>53% | 75<br>45%    | 109<br>57% | 124<br>52% | 66<br>43% | 83<br>47% | 110<br>54% | 95<br>47% | 95<br>51%      | 55<br>53%          | 27<br>39%        | 158<br>79%     | 49<br>38%    | 29<br>39%            | 110<br>77%     | 69<br>42% | 45<br>43%            | 18<br>74%             |
| Applies more to Gordon Brown  | 243<br>32% | 120<br>32% | 123<br>32% | 21<br>25% | 41<br>34% | 37<br>26% | 49<br>38% | 36<br>31% | 59<br>35%    | 53<br>28%  | 70<br>29%  | 58<br>38% | 62<br>35% | 60<br>30%  | 68<br>34% | 57<br>31%      | 28<br>27%          | 29<br>43%        | 33<br>16%      | 65<br>50%    | 33<br>43%            | 23<br>16%      | 75<br>46% | 42<br>40%            | 5<br>21%              |
| Refused                       | 7<br>1%    | 4<br>1%    | 3<br>1%    | -<br>-    | 1<br>1%   | 3<br>2%   | 1<br>1%   | *<br>*    | 2<br>1%      | 1<br>*     | 3<br>1%    | 1<br>1%   | 3<br>2%   | 2<br>1%    | 2<br>1%   | 2<br>1%        | 1<br>1%            | *<br>1%          | -<br>-         | 3<br>2%      | 1<br>1%              | -<br>-         | 3<br>2%   | -<br>-               | -<br>-                |
| Don't know                    | 128<br>17% | 53<br>14%  | 74<br>19%  | 20<br>24% | 22<br>18% | 22<br>15% | 16<br>12% | 18<br>15% | 31<br>18%    | 29<br>15%  | 42<br>18%  | 27<br>18% | 30<br>17% | 30<br>15%  | 35<br>17% | 31<br>17%      | 20<br>19%          | 12<br>18%        | 10<br>5%       | 12<br>10%    | 13<br>17%            | 10<br>7%       | 16<br>10% | 18<br>17%            | 1<br>5%               |

## Times Poll

### CATI Fieldwork : October 3rd-5th 2008

Absolutes/col percents

Table 12

**Q.11 Thinking about the challenging facing the country, including the economic downturn and the crisis in the banking system How important are each of the following attributes in a Prime Minister?**

**Experience**

**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-crat | Con-ser-vative | Labour | Lib-eral Demo-crat | Labour 2005, Con 2008 |      |
| Unweighted base    | 752   | 353  | 399    | 59    | 100   | 142   | 146   | 139   | 166  | 260          | 158  | 126  | 208  | 197        | 195       | 184            | 109                | 67               | 208            | 165    | 53                 | 155            | 250    | 58                 | 40                    |      |
| Weighted base      | 743   | 353  | 391    | 94    | 115   | 153   | 126   | 112   | 144  | 203          | 203  | 161  | 175  | 197        | 194       | 181            | 112                | 60               | 210            | 142    | 63                 | 154            | 196    | 85                 | 32                    |      |
| NET: Important     | 651   | 304  | 347    | 78    | 99    | 133   | 109   | 99    | 132  | 172          | 177  | 148  | 155  | 164        | 167       | 160            | 108                | 53               | 174            | 138    | 53                 | 129            | 184    | 75                 | 27                    |      |
|                    | 88%   | 86%  | 89%    | 83%   | 86%   | 87%   | 87%   | 88%   | 92%  | 84%          | 87%  | 92%  | 88%  | 83%        | 86%       | 88%            | 96%                | 89%              | 83%            | 97%    | 84%                | 83%            | 94%    | 88%                | 84%                   |      |
| Very important     | (4)   | 379  | 169    | 211   | 48    | 55    | 71    | 73    | 58   | 74           | 95   | 98   | 87   | 99         | 83        | 93             | 99                 | 65               | 39             | 89     | 94                 | 38             | 60     | 127                | 43                    | 17   |
|                    |       | 51%  | 48%    | 54%   | 51%   | 47%   | 46%   | 58%   | 52%  | 51%          | 47%  | 48%  | 54%  | 56%        | 42%       | 48%            | 55%                | 59%              | 65%            | 42%    | 66%                | 60%            | 39%    | 65%                | 51%                   | 53%  |
| Quite important    | (3)   | 272  | 135    | 137   | 30    | 45    | 62    | 36    | 40   | 58           | 77   | 78   | 61   | 56         | 81        | 74             | 60                 | 42               | 15             | 85     | 44                 | 16             | 69     | 56                 | 32                    | 10   |
|                    |       | 37%  | 38%    | 35%   | 32%   | 39%   | 41%   | 29%   | 36%  | 41%          | 38%  | 38%  | 38%  | 32%        | 41%       | 38%            | 33%                | 38%              | 24%            | 40%    | 31%                | 24%            | 45%    | 29%                | 37%                   | 31%  |
| Quite unimportant  | (2)   | 62   | 34     | 28    | 12    | 14    | 10    | 10    | 9    | 6            | 25   | 18   | 10   | 9          | 25        | 16             | 13                 | 3                | 5              | 26     | 2                  | 10             | 16     | 9                  | 9                     | 4    |
|                    |       | 8%   | 10%    | 7%    | 13%   | 12%   | 7%    | 8%    | 8%   | 4%           | 12%  | 9%   | 6%   | 5%         | 13%       | 8%             | 7%                 | 2%               | 9%             | 12%    | 1%                 | 16%            | 10%    | 4%                 | 10%                   | 11%  |
| Very unimportant   | (1)   | 17   | 12     | 5     | 2     | 2     | 6     | 3     | 2    | 3            | 5    | 4    | 4    | 5          | 4         | 6              | 6                  | 2                | -              | 8      | -                  | -              | 7      | 3                  | -                     | 2    |
|                    |       | 2%   | 3%     | 1%    | 2%    | 1%    | 4%    | 2%    | 2%   | 2%           | 2%   | 2%   | 2%   | 3%         | 2%        | 3%             | 3%                 | 1%               | -              | 4%     | -                  | -              | 4%     | 1%                 | -                     | 5%   |
| NET: Unimportant   |       | 79   | 46     | 33    | 14    | 16    | 16    | 13    | 11   | 9            | 29   | 22   | 14   | 14         | 29        | 22             | 18                 | 4                | 5              | 34     | 2                  | 10             | 23     | 11                 | 9                     | 5    |
|                    |       | 11%  | 13%    | 8%    | 15%   | 14%   | 11%   | 10%   | 10%  | 6%           | 14%  | 11%  | 8%   | 8%         | 14%       | 12%            | 10%                | 4%               | 9%             | 16%    | 1%                 | 16%            | 15%    | 6%                 | 10%                   | 16%  |
| Don't know         |       | 13   | 3      | 10    | 2     | -     | 3     | 3     | 2    | 3            | 2    | 4    | -    | 7          | 5         | 3              | -                  | 1                | 3              | 2      | -                  | 3              | 1      | 1                  | -                     |      |
|                    |       | 2%   | 1%     | 3%    | 2%    | -     | 2%    | 3%    | 2%   | 2%           | 1%   | 2%   | -    | 4%         | 3%        | 2%             | 1%                 | -                | 2%             | 1%     | -                  | 2%             | 1%     | 2%                 | -                     |      |
| Mean               |       | 3.39 | 3.32   | 3.45  | 3.36  | 3.32  | 3.32  | 3.47  | 3.41 | 3.44         | 3.30 | 3.36 | 3.43 | 3.47       | 3.26      | 3.34           | 3.42               | 3.53             | 3.57           | 3.23   | 3.65               | 3.44           | 3.20   | 3.58               | 3.41                  | 3.33 |
| Standard deviation |       | 0.74 | 0.78   | 0.69  | 0.78  | 0.75  | 0.78  | 0.74  | 0.73 | 0.67         | 0.78 | 0.73 | 0.71 | 0.73       | 0.76      | 0.77           | 0.76               | 0.62             | 0.66           | 0.81   | 0.51               | 0.76           | 0.80   | 0.64               | 0.67                  | 0.87 |
| Standard error     |       | 0.03 | 0.04   | 0.04  | 0.10  | 0.07  | 0.07  | 0.06  | 0.06 | 0.05         | 0.05 | 0.06 | 0.06 | 0.05       | 0.05      | 0.06           | 0.06               | 0.08             | 0.06           | 0.04   | 0.10               | 0.06           | 0.04   | 0.09               | 0.14                  |      |

Prepared on behalf of The Times by Populus



## Times Poll

### CATI Fieldwork : October 3rd-5th 2008

Absolutes/col percents

Table 13

**Q.11 Thinking about the challenging facing the country, including the economic downturn and the crisis in the banking system How important are each of the following attributes in a Prime Minister?**

**Good judgement**

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

|                    | Sex   |      |        | Age   |       |       |       |       |      | Social Class |      |      |      | Region        |               |                       |                             |               | Voting Intention       |        |                               | Vote in 2005           |        |                               | Labour<br>2005,<br>Con<br>2008 |      |
|--------------------|-------|------|--------|-------|-------|-------|-------|-------|------|--------------|------|------|------|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|--------|-------------------------------|------------------------|--------|-------------------------------|--------------------------------|------|
|                    | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB           | C1   | C2   | DE   | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales<br>&<br>South<br>West | Scot-<br>land | Con-<br>ser-<br>vative | Labour | Lib-<br>eral<br>Demo-<br>crat | Con-<br>ser-<br>vative | Labour | Lib-<br>eral<br>Demo-<br>crat |                                |      |
| Unweighted base    | 752   | 353  | 399    | 59    | 100   | 142   | 146   | 139   | 166  | 260          | 158  | 126  | 208  | 197           | 195           | 184                   | 109                         | 67            | 208                    | 165    | 53                            | 155                    | 250    | 58                            | 40                             |      |
| Weighted base      | 743   | 353  | 391    | 94    | 115   | 153   | 126   | 112   | 144  | 203          | 203  | 161  | 175  | 197           | 194           | 181                   | 112                         | 60            | 210                    | 142    | 63                            | 154                    | 196    | 85                            | 32                             |      |
| NET: Important     | 723   | 342  | 381    | 88    | 114   | 150   | 124   | 110   | 137  | 200          | 198  | 160  | 165  | 188           | 188           | 177                   | 110                         | 60            | 205                    | 140    | 61                            | 148                    | 192    | 85                            | 32                             |      |
|                    | 97%   | 97%  | 97%    | 94%   | 99%   | 98%   | 99%   | 98%   | 95%  | 98%          | 97%  | 99%  | 94%  | 95%           | 97%           | 98%                   | 99%                         | 100%          | 97%                    | 99%    | 97%                           | 96%                    | 98%    | 100%                          | 100%                           |      |
| Very important     | (4)   | 587  | 284    | 303   | 76    | 93    | 122   | 103   | 90   | 104          | 173  | 154  | 129  | 131           | 147           | 149                   | 148                         | 90            | 52                     | 173    | 111                           | 49                     | 120    | 159                           | 67                             | 25   |
|                    |       | 79%  | 81%    | 78%   | 80%   | 81%   | 80%   | 82%   | 80%  | 73%          | 85%  | 76%  | 80%  | 75%           | 74%           | 77%                   | 82%                         | 81%           | 88%                    | 82%    | 78%                           | 77%                    | 78%    | 81%                           | 80%                            | 79%  |
| Quite important    | (3)   | 136  | 58     | 78    | 13    | 21    | 28    | 21    | 20   | 33           | 26   | 44   | 31   | 34            | 41            | 38                    | 29                          | 20            | 7                      | 32     | 29                            | 12                     | 28     | 33                            | 17                             | 7    |
|                    |       | 18%  | 16%    | 20%   | 13%   | 18%   | 18%   | 17%   | 18%  | 23%          | 13%  | 22%  | 19%  | 20%           | 21%           | 20%                   | 16%                         | 18%           | 12%                    | 15%    | 21%                           | 19%                    | 18%    | 17%                           | 20%                            | 21%  |
| Quite unimportant  | (2)   | 9    | 5      | 4     | 3     | 2     | -     | *     | 2    | 2            | 2    | 2    | -    | 4             | 7             | 2                     | -                           | -             | 3                      | *      | 2                             | 2                      | 2      | -                             | -                              |      |
|                    |       | 1%   | 1%     | 1%    | 3%    | 1%    | -     | *     | 2%   | 1%           | 1%   | 1%   | -    | 2%            | 3%            | 1%                    | -                           | -             | 1%                     | *      | 3%                            | 2%                     | 1%     | -                             | -                              |      |
| Very unimportant   | (1)   | 5    | 4      | 1     | 1     | -     | 2     | 1     | -    | 3            | 1    | 1    | 2    | 2             | 1             | 3                     | 1                           | -             | 3                      | 1      | -                             | 3                      | 1      | -                             | -                              |      |
|                    |       | 1%   | 1%     | *     | 1%    | -     | 1%    | *     | -    | 2%           | *    | 1%   | 1%   | 1%            | 2%            | *                     | -                           | -             | 1%                     | *      | -                             | 2%                     | 1%     | -                             | -                              |      |
| NET: Unimportant   |       | 14   | 9      | 5     | 4     | 2     | 2     | 1     | 2    | 4            | 3    | 3    | 2    | 6             | 8             | 5                     | 1                           | -             | 5                      | 1      | 2                             | 5                      | 3      | -                             | -                              |      |
|                    |       | 2%   | 2%     | 1%    | 4%    | 1%    | 1%    | 2%    | 3%   | 2%           | 2%   | 1%   | 3%   | 4%            | 3%            | *                     | -                           | -             | 3%                     | 1%     | 3%                            | 3%                     | 1%     | -                             | -                              |      |
| Don't know         |       | 7    | 2      | 5     | 2     | -     | 2     | 1     | -    | 3            | 1    | 2    | -    | 4             | 2             | 1                     | 3                           | 2             | -                      | 1      | -                             | 1                      | 1      | -                             | -                              |      |
|                    |       | 1%   | 1%     | 1%    | 2%    | -     | 1%    | 1%    | -    | 2%           | *    | 1%   | -    | 2%            | 1%            | *                     | 1%                          | 1%            | -                      | *      | -                             | 1%                     | 1%     | -                             | -                              |      |
| Mean               |       | 3.77 | 3.77   | 3.77  | 3.77  | 3.79  | 3.78  | 3.81  | 3.79 | 3.69         | 3.83 | 3.74 | 3.78 | 3.72          | 3.70          | 3.73                  | 3.83                        | 3.82          | 3.88                   | 3.78   | 3.77                          | 3.74                   | 3.73   | 3.80                          | 3.80                           | 3.79 |
| Standard deviation |       | 0.50 | 0.52   | 0.47  | 0.55  | 0.44  | 0.48  | 0.43  | 0.45 | 0.59         | 0.43 | 0.50 | 0.48 | 0.56          | 0.57          | 0.57                  | 0.41                        | 0.39          | 0.53                   | 0.45   | 0.51                          | 0.59                   | 0.46   | 0.41                          | 0.41                           |      |
| Standard error     |       | 0.02 | 0.03   | 0.02  | 0.07  | 0.04  | 0.04  | 0.04  | 0.04 | 0.05         | 0.03 | 0.04 | 0.04 | 0.04          | 0.04          | 0.04                  | 0.03                        | 0.04          | 0.04                   | 0.04   | 0.07                          | 0.05                   | 0.03   | 0.05                          | 0.07                           |      |

## Times Poll

### CATI Fieldwork : October 3rd-5th 2008

Absolutes/col percents

Table 14

**Q.11 Thinking about the challenging facing the country, including the economic downturn and the crisis in the banking system How important are each of the following attributes in a Prime Minister?**

**Change**

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

|                    | Sex   |      |        | Age   |       |       |       |       |      | Social Class |      |      |      | Region        |               |                       |                             |               | Voting Intention       |        |                               | Vote in 2005           |        |                               | Labour<br>2005,<br>Con<br>2008 |      |
|--------------------|-------|------|--------|-------|-------|-------|-------|-------|------|--------------|------|------|------|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|--------|-------------------------------|------------------------|--------|-------------------------------|--------------------------------|------|
|                    | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB           | C1   | C2   | DE   | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales<br>&<br>South<br>West | Scot-<br>land | Con-<br>ser-<br>vative | Labour | Lib-<br>eral<br>Demo-<br>crat | Con-<br>ser-<br>vative | Labour | Lib-<br>eral<br>Demo-<br>crat |                                |      |
| Unweighted base    | 752   | 353  | 399    | 59    | 100   | 142   | 146   | 139   | 166  | 260          | 158  | 126  | 208  | 197           | 195           | 184                   | 109                         | 67            | 208                    | 165    | 53                            | 155                    | 250    | 58                            | 40                             |      |
| Weighted base      | 743   | 353  | 391    | 94    | 115   | 153   | 126   | 112   | 144  | 203          | 203  | 161  | 175  | 197           | 194           | 181                   | 112                         | 60            | 210                    | 142    | 63                            | 154                    | 196    | 85                            | 32                             |      |
| NET: Important     | 641   | 299  | 342    | 85    | 101   | 133   | 110   | 89    | 123  | 174          | 174  | 147  | 147  | 164           | 170           | 161                   | 99                          | 47            | 199                    | 110    | 53                            | 147                    | 165    | 69                            | 31                             |      |
|                    | 86%   | 85%  | 88%    | 90%   | 88%   | 87%   | 87%   | 80%   | 86%  | 85%          | 85%  | 91%  | 84%  | 83%           | 87%           | 89%                   | 88%                         | 79%           | 94%                    | 77%    | 84%                           | 95%                    | 84%    | 82%                           | 96%                            |      |
| Very important     | (4)   | 332  | 155    | 178   | 31    | 48    | 77    | 57    | 49   | 70           | 78   | 88   | 76   | 89            | 83            | 88                    | 91                          | 46            | 24                     | 123    | 44                            | 28                     | 92     | 79                            | 33                             | 18   |
|                    |       | 45%  | 44%    | 45%   | 33%   | 42%   | 50%   | 46%   | 44%  | 49%          | 39%  | 43%  | 47%  | 51%           | 42%           | 45%                   | 51%                         | 41%           | 40%                    | 58%    | 31%                           | 44%                    | 59%    | 40%                           | 39%                            | 56%  |
| Quite important    | (3)   | 309  | 144    | 165   | 54    | 53    | 56    | 52    | 41   | 53           | 95   | 86   | 70   | 58            | 82            | 81                    | 69                          | 53            | 23                     | 76     | 65                            | 25                     | 55     | 86                            | 36                             | 13   |
|                    |       | 42%  | 41%    | 42%   | 57%   | 46%   | 37%   | 42%   | 36%  | 37%          | 47%  | 42%  | 44%  | 33%           | 41%           | 42%                   | 38%                         | 48%           | 39%                    | 36%    | 46%                           | 40%                    | 36%    | 44%                           | 43%                            | 40%  |
| Quite unimportant  | (2)   | 67   | 33     | 34    | 6     | 10    | 13    | 12    | 16   | 10           | 20   | 23   | 12   | 12            | 24            | 18                    | 8                           | 10            | 6                      | 9      | 22                            | 8                      | 4      | 23                            | 14                             | 1    |
|                    |       | 9%   | 9%     | 9%    | 6%    | 9%    | 9%    | 10%   | 14%  | 7%           | 10%  | 11%  | 8%   | 7%            | 12%           | 9%                    | 5%                          | 9%            | 11%                    | 4%     | 15%                           | 13%                    | 3%     | 12%                           | 17%                            | 4%   |
| Very unimportant   | (1)   | 16   | 11     | 6     | 1     | -     | 4     | 1     | 5    | 5            | 4    | 3    | 1    | 9             | 1             | 6                     | 5                           | -             | 4                      | 1      | 8                             | -                      | 1      | 7                             | -                              | -    |
|                    |       | 2%   | 3%     | 2%    | 1%    | -     | 3%    | 1%    | 4%   | 4%           | 2%   | 1%   | 1%   | 5%            | 1%            | 3%                    | 3%                          | -             | 7%                     | *      | 5%                            | -                      | 1%     | 3%                            | -                              | -    |
| NET: Unimportant   |       | 83   | 44     | 39    | 7     | 10    | 17    | 14    | 20   | 15           | 24   | 25   | 13   | 21            | 25            | 24                    | 13                          | 10            | 11                     | 10     | 29                            | 8                      | 5      | 30                            | 14                             | 1    |
|                    |       | 11%  | 12%    | 10%   | 8%    | 9%    | 11%   | 11%   | 18%  | 10%          | 12%  | 12%  | 8%   | 12%           | 13%           | 13%                   | 7%                          | 9%            | 18%                    | 5%     | 21%                           | 13%                    | 3%     | 15%                           | 17%                            | 4%   |
| Don't know         |       | 19   | 10     | 9     | 2     | 4     | 3     | 2     | 2    | 6            | 4    | 1    | 7    | 7             | -             | 7                     | 3                           | 2             | 2                      | 3      | 2                             | 2                      | 2      | 2                             | 1                              | -    |
|                    |       | 3%   | 3%     | 2%    | 2%    | 3%    | 2%    | 2%    | 2%   | 4%           | 3%   | 2%   | 1%   | 4%            | 4%            | -                     | 4%                          | 3%            | 3%                     | 1%     | 2%                            | 3%                     | 2%     | 1%                            | 1%                             | -    |
| Mean               |       | 3.32 | 3.29   | 3.35  | 3.24  | 3.34  | 3.37  | 3.34  | 3.21 | 3.37         | 3.26 | 3.30 | 3.39 | 3.35          | 3.30          | 3.30                  | 3.42                        | 3.33          | 3.16                   | 3.54   | 3.05                          | 3.32                   | 3.57   | 3.22                          | 3.23                           | 3.52 |
| Standard deviation |       | 0.73 | 0.77   | 0.70  | 0.64  | 0.64  | 0.75  | 0.70  | 0.85 | 0.77         | 0.71 | 0.72 | 0.65 | 0.84          | 0.71          | 0.77                  | 0.71                        | 0.63          | 0.90                   | 0.60   | 0.84                          | 0.70                   | 0.58   | 0.79                          | 0.72                           | 0.59 |
| Standard error     |       | 0.03 | 0.04   | 0.04  | 0.08  | 0.07  | 0.06  | 0.06  | 0.07 | 0.06         | 0.04 | 0.06 | 0.06 | 0.06          | 0.05          | 0.05                  | 0.05                        | 0.06          | 0.11                   | 0.04   | 0.07                          | 0.10                   | 0.05   | 0.05                          | 0.10                           | 0.09 |

Prepared on behalf of The Times by Populus



## Times Poll

### CATI Fieldwork : October 3rd-5th 2008

Absolutes/col percents

Table 15

**Q.11 Thinking about the challenging facing the country, including the economic downturn and the crisis in the banking system How important are each of the following attributes in a Prime Minister?**

**Character**

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

|                    | Sex   |      |        | Age   |       |       |       |       |      | Social Class |      |      |      | Region        |               |                       |                             |               | Voting Intention       |        |                               | Vote in 2005           |        |                               | Labour<br>2005,<br>Con<br>2008 |      |
|--------------------|-------|------|--------|-------|-------|-------|-------|-------|------|--------------|------|------|------|---------------|---------------|-----------------------|-----------------------------|---------------|------------------------|--------|-------------------------------|------------------------|--------|-------------------------------|--------------------------------|------|
|                    | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB           | C1   | C2   | DE   | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales<br>&<br>South<br>West | Scot-<br>land | Con-<br>ser-<br>vative | Labour | Lib-<br>eral<br>Demo-<br>crat | Con-<br>ser-<br>vative | Labour | Lib-<br>eral<br>Demo-<br>crat |                                |      |
| Unweighted base    | 752   | 353  | 399    | 59    | 100   | 142   | 146   | 139   | 166  | 260          | 158  | 126  | 208  | 197           | 195           | 184                   | 109                         | 67            | 208                    | 165    | 53                            | 155                    | 250    | 58                            | 40                             |      |
| Weighted base      | 743   | 353  | 391    | 94    | 115   | 153   | 126   | 112   | 144  | 203          | 203  | 161  | 175  | 197           | 194           | 181                   | 112                         | 60            | 210                    | 142    | 63                            | 154                    | 196    | 85                            | 32                             |      |
| NET: Important     | 641   | 307  | 333    | 82    | 102   | 122   | 106   | 101   | 128  | 171          | 181  | 139  | 150  | 170           | 172           | 143                   | 104                         | 51            | 191                    | 127    | 55                            | 138                    | 176    | 73                            | 30                             |      |
|                    | 86%   | 87%  | 85%    | 87%   | 88%   | 80%   | 85%   | 90%   | 89%  | 84%          | 89%  | 86%  | 86%  | 86%           | 89%           | 79%                   | 93%                         | 86%           | 91%                    | 89%    | 86%                           | 90%                    | 90%    | 86%                           | 93%                            |      |
| Very important     | (4)   | 349  | 171    | 178   | 43    | 44    | 56    | 64    | 60   | 83           | 93   | 91   | 80   | 85            | 105           | 88                    | 83                          | 47            | 26                     | 109    | 75                            | 34                     | 74     | 104                           | 43                             | 18   |
|                    |       | 47%  | 49%    | 46%   | 46%   | 38%   | 36%   | 51%   | 54%  | 58%          | 46%  | 45%  | 49%  | 49%           | 54%           | 45%                   | 46%                         | 42%           | 44%                    | 52%    | 53%                           | 53%                    | 48%    | 53%                           | 51%                            | 55%  |
| Quite important    | (3)   | 291  | 136    | 155   | 39    | 57    | 66    | 43    | 41   | 45           | 78   | 89   | 59   | 65            | 64            | 85                    | 60                          | 57            | 25                     | 82     | 52                            | 21                     | 64     | 72                            | 30                             | 12   |
|                    |       | 39%  | 39%    | 40%   | 41%   | 50%   | 43%   | 34%   | 37%  | 31%          | 38%  | 44%  | 37%  | 37%           | 33%           | 44%                   | 33%                         | 51%           | 42%                    | 39%    | 36%                           | 33%                    | 42%    | 37%                           | 35%                            | 39%  |
| Quite unimportant  | (2)   | 68   | 29     | 39    | 8     | 12    | 18    | 15    | 7    | 9            | 26   | 14   | 14   | 15            | 17            | 16                    | 27                          | 3             | 6                      | 14     | 9                             | 5                      | 9      | 15                            | 7                              | 2    |
|                    |       | 9%   | 8%     | 10%   | 9%    | 10%   | 12%   | 12%   | 6%   | 6%           | 13%  | 7%   | 9%   | 9%            | 9%            | 8%                    | 15%                         | 2%            | 10%                    | 7%     | 7%                            | 9%                     | 6%     | 8%                            | 8%                             | 7%   |
| Very unimportant   | (1)   | 25   | 14     | 12    | 2     | 1     | 12    | 4     | 3    | 3            | 4    | 7    | 9    | 6             | 8             | 4                     | 8                           | 4             | 1                      | 4      | 6                             | 3                      | 4      | 5                             | 5                              | -    |
|                    |       | 3%   | 4%     | 3%    | 2%    | 1%    | 8%    | 3%    | 3%   | 2%           | 2%   | 3%   | 5%   | 3%            | 4%            | 2%                    | 4%                          | 4%            | 2%                     | 2%     | 4%                            | 5%                     | 3%     | 3%                            | 6%                             | -    |
| NET: Unimportant   |       | 94   | 43     | 51    | 10    | 12    | 30    | 19    | 10   | 12           | 29   | 21   | 23   | 21            | 25            | 19                    | 35                          | 7             | 7                      | 18     | 15                            | 9                      | 13     | 20                            | 12                             | 2    |
|                    |       | 13%  | 12%    | 13%   | 11%   | 11%   | 19%   | 15%   | 9%   | 9%           | 14%  | 10%  | 14%  | 12%           | 13%           | 10%                   | 19%                         | 6%            | 12%                    | 9%     | 11%                           | 14%                    | 9%     | 10%                           | 14%                            | 7%   |
| Don't know         |       | 9    | 3      | 6     | 2     | 1     | 1     | 1     | 1    | 3            | 3    | 2    | -    | 4             | 2             | 2                     | 3                           | 1             | 1                      | 2      | -                             | -                      | 2      | -                             | -                              | -    |
|                    |       | 1%   | 1%     | 2%    | 2%    | 1%    | 1%    | 1%    | 1%   | 2%           | 2%   | 1%   | -    | 2%            | 1%            | 1%                    | 1%                          | 1%            | 2%                     | 1%     | -                             | -                      | 2%     | -                             | -                              | -    |
| Mean               |       | 3.31 | 3.33   | 3.30  | 3.33  | 3.27  | 3.09  | 3.33  | 3.42 | 3.48         | 3.30 | 3.32 | 3.30 | 3.34          | 3.37          | 3.34                  | 3.22                        | 3.32          | 3.30                   | 3.42   | 3.38                          | 3.34                   | 3.38   | 3.40                          | 3.32                           | 3.48 |
| Standard deviation |       | 0.78 | 0.79   | 0.77  | 0.74  | 0.67  | 0.89  | 0.80  | 0.74 | 0.73         | 0.76 | 0.75 | 0.84 | 0.78          | 0.81          | 0.71                  | 0.87                        | 0.71          | 0.76                   | 0.70   | 0.79                          | 0.85                   | 0.72   | 0.75                          | 0.85                           | 0.63 |
| Standard error     |       | 0.03 | 0.04   | 0.04  | 0.10  | 0.07  | 0.08  | 0.07  | 0.06 | 0.06         | 0.05 | 0.06 | 0.08 | 0.06          | 0.06          | 0.05                  | 0.06                        | 0.07          | 0.09                   | 0.05   | 0.06                          | 0.12                   | 0.06   | 0.05                          | 0.11                           | 0.10 |

Prepared on behalf of The Times by Populus





## Times Poll

### CATI Fieldwork : October 3rd-5th 2008

Absolutes/col percents

Table 16

**Q.12 Gordon Brown has just completed a reshuffle of government ministers. Please say if you agree or disagree with the following statements?**

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

|   | Sex   |      | Age    |       |       |       |       |       | Social Class |     |     |     | Region |               |               |                       |                             | Voting Intention |                        |        | Vote in 2005                  |                        |        | Labour<br>2005,<br>Con<br>2008 |                               |  |
|---|-------|------|--------|-------|-------|-------|-------|-------|--------------|-----|-----|-----|--------|---------------|---------------|-----------------------|-----------------------------|------------------|------------------------|--------|-------------------------------|------------------------|--------|--------------------------------|-------------------------------|--|
|   | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+          | AB  | C1  | C2  | DE     | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales<br>&<br>South<br>West | Scot-<br>land    | Con-<br>ser-<br>vative | Labour | Lib-<br>eral<br>Demo-<br>crat | Con-<br>ser-<br>vative | Labour |                                | Lib-<br>eral<br>Demo-<br>crat |  |
| Unweighted base   | 751   | 365  | 386    | 53    | 96    | 128   | 153   | 140   | 181          | 241 | 172 | 124 | 214    | 198           | 195           | 185                   | 105                         | 68               | 204                    | 148    | 61                            | 146                    | 213    | 76                             | 30                            |  |
| Weighted base   | 760   | 373  | 386    | 85    | 120   | 143   | 129   | 116   | 167          | 191 | 238 | 153 | 178    | 203           | 200           | 186                   | 103                         | 68               | 200                    | 129    | 76                            | 144                    | 162    | 104                            | 25                            |  |
| <b>The reshuffle has renewed and refreshed the government</b>   |       |      |        |       |       |       |       |       |              |     |     |     |        |               |               |                       |                             |                  |                        |        |                               |                        |        |                                |                               |  |
| Agree   | 266   | 121  | 145    | 41    | 46    | 47    | 39    | 32    | 61           | 61  | 86  | 48  | 72     | 65            | 77            | 64                    | 30                          | 30               | 46                     | 82     | 29                            | 37                     | 85     | 34                             | 7                             |  |
|   | 35%   | 33%  | 37%    | 48%   | 38%   | 33%   | 30%   | 28%   | 37%          | 32% | 36% | 31% | 40%    | 32%           | 39%           | 34%                   | 29%                         | 43%              | 23%                    | 63%    | 39%                           | 26%                    | 52%    | 32%                            | 27%                           |  |
| Disagree  | 405   | 215  | 190    | 34    | 64    | 81    | 73    | 73    | 80           | 114 | 118 | 89  | 84     | 113           | 102           | 99                    | 58                          | 33               | 146                    | 32     | 41                            | 97                     | 63     | 61                             | 18                            |  |
|   | 53%   | 58%  | 49%    | 40%   | 54%   | 57%   | 56%   | 63%   | 48%          | 59% | 50% | 58% | 47%    | 56%           | 51%           | 53%                   | 56%                         | 48%              | 73%                    | 25%    | 54%                           | 68%                    | 39%    | 58%                            | 73%                           |  |
| Refused   | 8     | 2    | 6      | -     | 1     | 1     | 2     | *     | 4            | 1   | 3   | 1   | 4      | 1             | 2             | 1                     | 4                           | *                | 1                      | 1      | -                             | 1                      | 1      | -                              | -                             |  |
|   | 1%    | 1%   | 2%     | -     | 1%    | 1%    | 1%    | *     | 2%           | *   | 1%  | 1%  | 2%     | 1%            | 1%            | 1%                    | 4%                          | 1%               | 1%                     | 1%     | -                             | 1%                     | 1%     | -                              | -                             |  |
| Don't know  | 80    | 34   | 46     | 10    | 9     | 14    | 16    | 10    | 22           | 15  | 31  | 15  | 19     | 23            | 18            | 22                    | 11                          | 5                | 7                      | 14     | 6                             | 8                      | 12     | 10                             | -                             |  |
|   | 11%   | 9%   | 12%    | 12%   | 7%    | 10%   | 12%   | 9%    | 13%          | 8%  | 13% | 10% | 11%    | 12%           | 9%            | 12%                   | 11%                         | 8%               | 3%                     | 11%    | 8%                            | 6%                     | 8%     | 9%                             | -                             |  |
| <b>The reshuffle has made the Government stronger</b>   |       |      |        |       |       |       |       |       |              |     |     |     |        |               |               |                       |                             |                  |                        |        |                               |                        |        |                                |                               |  |
| Agree   | 217   | 104  | 114    | 33    | 36    | 37    | 32    | 24    | 55           | 54  | 66  | 45  | 53     | 48            | 63            | 50                    | 29                          | 27               | 32                     | 71     | 33                            | 22                     | 72     | 35                             | 5                             |  |
|   | 29%   | 28%  | 29%    | 39%   | 30%   | 26%   | 25%   | 21%   | 33%          | 28% | 28% | 29% | 30%    | 24%           | 32%           | 27%                   | 28%                         | 39%              | 16%                    | 55%    | 43%                           | 16%                    | 44%    | 34%                            | 22%                           |  |
| Disagree  | 417   | 211  | 205    | 45    | 63    | 83    | 80    | 71    | 75           | 108 | 129 | 85  | 95     | 113           | 109           | 110                   | 52                          | 33               | 152                    | 41     | 32                            | 103                    | 70     | 50                             | 18                            |  |
|   | 55%   | 57%  | 53%    | 53%   | 53%   | 58%   | 62%   | 62%   | 45%          | 57% | 54% | 56% | 53%    | 56%           | 55%           | 59%                   | 50%                         | 48%              | 76%                    | 32%    | 42%                           | 72%                    | 43%    | 48%                            | 72%                           |  |
| Refused   | 7     | 2    | 5      | -     | 2     | 1     | 2     | -     | 2            | 2   | 1   | 1   | 2      | 2             | 1             | 1                     | 2                           | -                | -                      | 1      | -                             | -                      | 1      | -                              | -                             |  |
|   | 1%    | 1%   | 1%     | -     | 2%    | 1%    | 1%    | -     | 1%           | 1%  | 1%  | 1%  | 1%     | 1%            | 1%            | 1%                    | 2%                          | -                | -                      | 1%     | -                             | -                      | 1%     | -                              | -                             |  |
| Don't know  | 119   | 56   | 63     | 7     | 18    | 22    | 15    | 21    | 35           | 26  | 42  | 22  | 28     | 39            | 27            | 25                    | 20                          | 9                | 16                     | 16     | 11                            | 18                     | 19     | 19                             | 1                             |  |
|   | 16%   | 15%  | 16%    | 9%    | 15%   | 16%   | 12%   | 18%   | 21%          | 14% | 18% | 15% | 16%    | 19%           | 13%           | 14%                   | 19%                         | 13%              | 8%                     | 13%    | 15%                           | 13%                    | 12%    | 18%                            | 6%                            |  |
| <b>The reshuffle makes me more confident the government will really get to grips with the problems facing Britain</b> |       |      |        |       |       |       |       |       |              |     |     |     |        |               |               |                       |                             |                  |                        |        |                               |                        |        |                                |                               |  |
| Agree   | 231   | 115  | 116    | 27    | 43    | 40    | 35    | 28    | 58           | 47  | 73  | 46  | 64     | 56            | 60            | 55                    | 32                          | 28               | 27                     | 76     | 33                            | 16                     | 77     | 36                             | 5                             |  |
|   | 30%   | 31%  | 30%    | 32%   | 36%   | 28%   | 27%   | 24%   | 35%          | 25% | 31% | 30% | 36%    | 28%           | 30%           | 29%                   | 31%                         | 42%              | 13%                    | 59%    | 43%                           | 11%                    | 48%    | 34%                            | 19%                           |  |
| Disagree  | 444   | 219  | 224    | 52    | 62    | 87    | 78    | 79    | 86           | 128 | 129 | 88  | 99     | 113           | 120           | 113                   | 60                          | 38               | 163                    | 41     | 36                            | 113                    | 70     | 56                             | 20                            |  |
|   | 58%   | 59%  | 58%    | 62%   | 52%   | 61%   | 60%   | 68%   | 51%          | 67% | 54% | 58% | 56%    | 56%           | 60%           | 61%                   | 58%                         | 55%              | 82%                    | 32%    | 47%                           | 79%                    | 44%    | 53%                            | 80%                           |  |
| Refused   | 7     | 2    | 5      | -     | 1     | 1     | 2     | -     | 3            | 1   | 3   | 1   | 2      | 1             | 1             | 1                     | 4                           | -                | 1                      | 1      | -                             | 1                      | 1      | -                              | -                             |  |
|   | 1%    | 1%   | 1%     | -     | 1%    | 1%    | 1%    | -     | 2%           | *   | 1%  | 1%  | 1%     | 1%            | 1%            | 1%                    | 4%                          | -                | 1%                     | 1%     | -                             | 1%                     | 1%     | -                              | -                             |  |
| Don't know  | 78    | 37   | 41     | 6     | 13    | 15    | 15    | 9     | 20           | 15  | 33  | 17  | 13     | 32            | 19            | 17                    | 7                           | 2                | 9                      | 11     | 8                             | 13                     | 13     | *                              |                               |  |
|   | 10%   | 10%  | 11%    | 7%    | 11%   | 10%   | 12%   | 8%    | 12%          | 8%  | 14% | 11% | 7%     | 16%           | 10%           | 9%                    | 7%                          | 3%               | 4%                     | 9%     | 10%                           | 9%                     | 8%     | 13%                            | 1%                            |  |

Prepared on behalf of The Times by Populus



## Times Poll

### CATI Fieldwork : October 3rd-5th 2008

Absolutes/col percents

Table 16

**Q.12 Gordon Brown has just completed a reshuffle of government ministers. Please say if you agree or disagree with the following statements?**

**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  | 760   | 373  | 386    | 85    | 120   | 143   | 129   | 116   | 167          | 191 | 238 | 153 | 178    | 203        | 200       | 186            | 103                | 68               | 200            | 129    | 76                 | 144            | 162    | 104                | 25                    |  |
| <b>Gordon Brown reshuffling Ministers will not change anything - the government has run out of steam and it is time for a change</b> |       |      |        |       |       |       |       |       |              |     |     |     |        |            |           |                |                    |                  |                |        |                    |                |        |                    |                       |  |
| Agree  | 481   | 229  | 252    | 65    | 69    | 86    | 83    | 76    | 102          | 114 | 158 | 100 | 109    | 135        | 120       | 117            | 66                 | 43               | 173            | 41     | 43                 | 119            | 76     | 63                 | 19                    |  |
|  | 63%   | 61%  | 65%    | 77%   | 57%   | 60%   | 64%   | 65%   | 61%          | 59% | 66% | 66% | 61%    | 67%        | 60%       | 63%            | 64%                | 63%              | 86%            | 32%    | 57%                | 83%            | 47%    | 60%                | 79%                   |  |
| Disagree   | 228   | 121  | 107    | 18    | 41    | 48    | 36    | 35    | 50           | 62  | 65  | 43  | 58     | 56         | 63        | 58             | 28                 | 23               | 23             | 81     | 31                 | 17             | 82     | 36                 | 5                     |  |
|  | 30%   | 32%  | 28%    | 21%   | 34%   | 33%   | 28%   | 30%   | 30%          | 33% | 27% | 28% | 33%    | 28%        | 32%       | 31%            | 27%                | 33%              | 11%            | 63%    | 41%                | 12%            | 51%    | 34%                | 21%                   |  |
| Refused  | 8     | 1    | 7      | -     | 2     | 1     | 2     | *     | 3            | 3   | 1   | 1   | 3      | 1          | 2         | 1              | 4                  | *                | 1              | -      | -                  | 1              | -      | -                  | -                     |  |
|  | 1%    | *    | 2%     | -     | 2%    | 1%    | 1%    | *     | 2%           | 1%  | 1%  | 1%  | 2%     | *          | 1%        | 1%             | 4%                 | 1%               | 1%             | -      | -                  | 1%             | -      | -                  | -                     |  |
| Don't know   | 43    | 22   | 21     | 2     | 8     | 9     | 8     | 4     | 11           | 12  | 13  | 9   | 8      | 11         | 15        | 10             | 6                  | 2                | 3              | 7      | 1                  | 7              | 4      | 5                  | -                     |  |
|  | 6%    | 6%   | 5%     | 2%    | 7%    | 6%    | 6%    | 4%    | 7%           | 6%  | 6%  | 6%  | 5%     | 5%         | 7%        | 5%             | 5%                 | 3%               | 1%             | 5%     | 2%                 | 5%             | 2%     | 5%                 | -                     |  |

**Times Poll**  
**CATI Fieldwork : October 3rd-5th 2008**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

|                      |        | <u>Unweighted<br/>Total</u> | <u>Weighted<br/>Total</u> |
|----------------------|--------|-----------------------------|---------------------------|
| Unweighted base      |        | 1503                        | 1503                      |
| Weighted base        |        | 1503                        | 1503                      |
| <b><u>Gender</u></b> |        |                             |                           |
| Male                 |        | 718<br>48%                  | 721<br>48%                |
| Female               |        | 785<br>52%                  | 782<br>52%                |
| <b><u>Age</u></b>    |        |                             |                           |
| 18-24                | (21)   | 112<br>7%                   | 179<br>12%                |
| 25-34                | (29.5) | 196<br>13%                  | 238<br>16%                |
| 35-44                | (39.5) | 270<br>18%                  | 298<br>20%                |
| 45-54                | (49.5) | 299<br>20%                  | 253<br>17%                |
| 55-64                | (59.5) | 279<br>19%                  | 223<br>15%                |
| 65+                  | (70)   | 347<br>23%                  | 312<br>21%                |
| Average age          |        | 49.56                       | 46.70                     |

**Times Poll**  
**CATI Fieldwork : October 3rd-5th 2008**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

|                            | <u>Unweighted<br/>Total</u> | <u>Weighted<br/>Total</u> |
|----------------------------|-----------------------------|---------------------------|
| Weighted base              | 1503                        | 1503                      |
| <b><u>Social Class</u></b> |                             |                           |
| AB                         | 501<br>33%                  | 391<br>26%                |
| C1                         | 330<br>22%                  | 436<br>29%                |
| C2                         | 250<br>17%                  | 316<br>21%                |
| DE                         | 422<br>28%                  | 360<br>24%                |
| <b><u>Region</u></b>       |                             |                           |
| North                      | 504<br>34%                  | 504<br>34%                |
| Midlands                   | 467<br>31%                  | 472<br>31%                |
| South                      | 532<br>35%                  | 528<br>35%                |

**Times Poll**  
**CATI Fieldwork : October 3rd-5th 2008**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

|   | <u>Unweighted<br/>Total</u> | <u>Weighted<br/>Total</u> |
|---|-----------------------------|---------------------------|
| Weighted base   | 1503                        | 1503                      |
| <b><u>Working status</u></b>                                      |                             |                           |
| Full-time   | 662<br>44%                  | 676<br>45%                |
| Part-time   | 190<br>13%                  | 180<br>12%                |
| Not working but seeking<br>work or temporarily<br>unemployed/sick | 71<br>5%                    | 78<br>5%                  |
| Not working/not seeking<br>work                                   | 121<br>8%                   | 135<br>9%                 |
| Retired   | 418<br>28%                  | 370<br>25%                |
| Student   | 38<br>3%                    | 60<br>4%                  |
| Refused   | 3<br>*                      | 4<br>*                    |

**Times Poll**  
**CATI Fieldwork : October 3rd-5th 2008**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

|                             | <u>Unweighted<br/>Total</u> | <u>Weighted<br/>Total</u> |
|-----------------------------|-----------------------------|---------------------------|
| Weighted base               | 1503                        | 1503                      |
| <b><u>Tenure</u></b>        |                             |                           |
| Own outright                | 531<br>35%                  | 491<br>33%                |
| Own with a mortgage         | 538<br>36%                  | 580<br>39%                |
| Council                     | 158<br>11%                  | 193<br>13%                |
| Housing Assoc.              | 70<br>5%                    | 56<br>4%                  |
| Rented from someone<br>else | 169<br>11%                  | 152<br>10%                |
| Rent free                   | 13<br>1%                    | 11<br>1%                  |
| Refused                     | 24<br>2%                    | 19<br>1%                  |

**Times Poll**  
**CATI Fieldwork : October 3rd-5th 2008**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

|   | <u>Unweighted<br/>Total</u> | <u>Weighted<br/>Total</u> |
|---|-----------------------------|---------------------------|
| Weighted base                                 | 1503                        | 1503                      |
| <b><u>Foreign Holiday in last 3 years</u></b> |                             |                           |
| Yes   | 946<br>63%                  | 902<br>60%                |
| No  | 557<br>37%                  | 601<br>40%                |
| <b><u>Number of cars</u></b>                  |                             |                           |
| None  | 300<br>20%                  | 313<br>21%                |
| 1   | 657<br>44%                  | 625<br>42%                |
| 2   | 419<br>28%                  | 432<br>29%                |
| 3+  | 127<br>8%                   | 134<br>9%                 |

**Times Poll**  
**CATI Fieldwork : October 3rd-5th 2008**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

|                               | <u>Unweighted<br/>Total</u> | <u>Weighted<br/>Total</u> |
|-------------------------------|-----------------------------|---------------------------|
| Weighted base                 | 1503                        | 1503                      |
| <b><u>Internet Access</u></b> |                             |                           |
| At all                        | 1139<br>76%                 | 1167<br>78%               |
| At home (net)                 | 1057<br>70%                 | 1087<br>72%               |
| At work (net)                 | 548<br>36%                  | 547<br>36%                |
| At home                       | 565<br>38%                  | 595<br>40%                |
| At work                       | 56<br>4%                    | 55<br>4%                  |
| Both at home and at<br>work   | 492<br>33%                  | 492<br>33%                |
| Somewhere else                | 26<br>2%                    | 24<br>2%                  |
| Not at all                    | 360<br>24%                  | 332<br>22%                |
| Refused                       | 4<br>*                      | 4<br>*                    |



**Times Poll**  
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Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

|   | <u>Unweighted<br/>Total</u> | <u>Weighted<br/>Total</u> |
|---|-----------------------------|---------------------------|
| Weighted base   | 1503                        | 1503                      |
| <b><u>What is the highest educational level that you have achieved to date?</u></b> |                             |                           |
| Secondary/ high school/<br>NVQ 1-3  | 791<br>53%                  | 824<br>55%                |
| University degree or<br>equivalent professional<br>qualification/ NVQ4              | 408<br>27%                  | 397<br>26%                |
| Higher university<br>degree/ Doctorate/ MBA/<br>NVQ 5 or equivalent                 | 128<br>9%                   | 120<br>8%                 |
| No formal education   | 161<br>11%                  | 148<br>10%                |
| None of these   | 5<br>*                      | 4<br>*                    |
| Refused   | 10<br>1%                    | 9<br>1%                   |

**Times Poll**  
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Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

|                                  | Unweighted<br>Total | Weighted<br>Total |
|----------------------------------|---------------------|-------------------|
| Weighted base                    | 1503                | 1503              |
| <b><u>Marital Status</u></b>     |                     |                   |
| Single                           | 286<br>19%          | 333<br>22%        |
| Married/ co-habiting             | 872<br>58%          | 856<br>57%        |
| Widowed/ separated/<br>divorced  | 311<br>21%          | 279<br>19%        |
| Refused                          | 34<br>2%            | 34<br>2%          |
| <b><u>Children</u></b>           |                     |                   |
| None aged 18 or under            | 1039<br>69%         | 1007<br>67%       |
| NET: Yes                         | 431<br>29%          | 462<br>31%        |
| NET: Yes any aged 15 or<br>under | 360<br>24%          | 400<br>27%        |
| - Aged under 5                   | 121<br>8%           | 151<br>10%        |
| - Aged 5-10                      | 168<br>11%          | 192<br>13%        |
| - Aged 11-15                     | 193<br>13%          | 197<br>13%        |
| - Aged 16-18                     | 127<br>8%           | 122<br>8%         |
| Refused                          | 33<br>2%            | 34<br>2%          |

**Times Poll**  
**CATI Fieldwork : October 3rd-5th 2008**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

|                                       | <u>Unweighted<br/>Total</u> | <u>Weighted<br/>Total</u> |
|---------------------------------------|-----------------------------|---------------------------|
| Weighted base                         | 1503                        | 1503                      |
| <b><u>Grocery shopping status</u></b> |                             |                           |
| Yes - do half or more                 | 1172<br>78%                 | 1151<br>77%               |
| No - do less than half                | 309<br>21%                  | 329<br>22%                |
| Refused                               | 22<br>1%                    | 23<br>2%                  |

**Times Poll**  
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Absolutes/col percents

Table 18

**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<br>Total | Weighted<br>Total |
|------------------|---------------------|-------------------|
| Unweighted base  | 1503                | 1503              |
| Weighted base    | 1503                | 1503              |
| Conservative     | 301<br>20%          | 298<br>20%        |
| Labour           | 463<br>31%          | 358<br>24%        |
| Liberal Democrat | 134<br>9%           | 189<br>13%        |
| Other            | 72<br>5%            | 72<br>5%          |
| Did not vote     | 396<br>26%          | 449<br>30%        |
| Refused          | 78<br>5%            | 73<br>5%          |
| Don't know       | 59<br>4%            | 64<br>4%          |