

Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 1
Q.2 If there was a general election tomorrow, which party would you vote for?
Base: All respondents

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con-ser-vative	Labour	Lib-eral Demo-cratic	Con-ser-vative	Labour	Lib-eral Demo-cratic
Unweighted base	1509	675	834	94	251	332	262	246	324	584	320	222	383	391	398	369	215	136	365	312	153	310	405	154
Weighted base	1509	722	787	180	241	295	253	225	315	398	435	318	358	396	398	367	217	132	347	300	181	290	350	190
Conservative	347	183	164	23	46	65	65	52	96	122	83	71	71	117	98	70	51	10	347	-	-	221	36	20
	23%	25%	21%	13%	19%	22%	26%	23%	30%	31%	19%	22%	20%	30%	25%	19%	23%	8%	100%	-	-	76%	10%	10%
Labour	300	141	159	43	45	60	60	35	56	63	104	48	84	78	66	97	30	29	-	300	-	3	192	7
	20%	20%	20%	24%	19%	20%	24%	16%	18%	16%	24%	15%	24%	20%	17%	26%	14%	22%	-	100%	-	1%	55%	3%
Liberal Democrat	181	83	98	19	31	29	32	32	40	45	51	52	33	40	52	45	35	10	-	-	181	7	17	122
	12%	12%	12%	10%	13%	10%	12%	14%	13%	11%	12%	16%	9%	10%	13%	12%	16%	7%	-	-	100%	2%	5%	64%
SNP	34	15	19	5	2	7	11	6	3	7	14	6	7	-	-	-	-	34	-	-	-	1	2	1
	2%	2%	2%	3%	1%	2%	4%	2%	1%	2%	3%	2%	2%	-	-	-	-	26%	-	-	-	*	1%	*
Plaid Cymru	9	4	5	-	-	1	3	4	1	1	5	1	2	-	-	-	9	-	-	-	-	-	1	-
	1%	1%	1%	-	-	*	1%	2%	*	*	1%	*	1%	-	-	-	4%	-	-	-	-	-	*	-
The Green Party	23	8	15	3	2	5	7	5	1	7	7	6	3	4	8	8	3	1	-	-	-	2	5	3
	2%	1%	2%	2%	1%	2%	3%	2%	*	2%	2%	2%	1%	1%	2%	2%	1%	1%	-	-	-	1%	2%	1%
The United Kingdom Independence Party (UKIP)	24	19	4	8	-	4	2	6	4	6	7	6	4	7	10	2	5	1	-	-	-	6	4	1
	2%	3%	1%	4%	-	1%	1%	3%	1%	1%	2%	2%	1%	2%	2%	*	2%	1%	-	-	-	2%	1%	1%
The British National Party (BNP)	14	9	5	-	-	5	-	6	3	2	5	2	4	3	5	2	3	1	-	-	-	3	3	-
	1%	1%	1%	-	-	2%	-	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	1%	1%	-
Some other party	5	2	3	-	-	1	2	1	1	1	2	-	1	-	1	3	1	-	-	-	-	-	2	-
	*	*	*	-	-	*	1%	1%	*	*	1%	-	*	-	*	1%	*	-	-	-	-	-	1%	-
Would not vote at all	175	84	91	37	37	40	17	14	30	35	37	43	59	46	43	52	23	12	-	-	-	9	15	4
	12%	12%	12%	21%	15%	14%	7%	6%	10%	9%	8%	14%	16%	12%	11%	14%	10%	9%	-	-	-	3%	4%	2%
Refused	108	50	58	3	15	13	11	25	41	31	37	12	28	29	34	22	14	9	-	-	-	6	11	3
	7%	7%	7%	2%	6%	4%	5%	11%	13%	8%	9%	4%	8%	7%	9%	6%	7%	7%	-	-	-	2%	3%	1%
Don't know	289	124	165	38	64	64	44	40	39	77	82	70	61	71	82	67	44	25	-	-	-	31	62	30
	19%	17%	21%	21%	26%	22%	17%	18%	12%	19%	19%	22%	17%	18%	21%	18%	20%	19%	-	-	-	11%	18%	16%

Prepared on behalf of The Times by Populus



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Absolutes/col percents

Table 2

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

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

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

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

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con-ser-vative	Labour	Lib-eral Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat
Unweighted base	826	384	442	42	110	171	156	149	198	340	182	114	190	217	213	193	123	80	329	271	135	249	278	110
Weighted base	819	408	410	80	101	152	157	135	193	231	248	162	177	222	207	192	120	77	311	257	160	231	237	139
Conservative	311 38%	164 40%	147 36%	19 24%	38 38%	56 37%	58 37%	49 36%	91 47%	112 48%	76 31%	62 38%	61 34%	104 47%	90 43%	62 32%	47 39%	8 11%	311 100%	-	-	209 91%	31 13%	18 13%
Labour	257 31%	122 30%	134 33%	34 43%	34 34%	53 35%	52 33%	31 23%	52 27%	57 25%	92 37%	39 24%	69 39%	69 31%	51 25%	84 44%	26 22%	26 34%	-	257 100%	-	3 1%	175 74%	6 4%
Liberal Democrat	160 20%	75 18%	85 21%	15 19%	25 25%	25 17%	28 18%	30 22%	37 19%	41 18%	47 19%	43 27%	29 16%	38 17%	48 23%	36 19%	29 24%	10 13%	-	-	160 100%	7 3%	16 7%	112 80%
SNP	30 4%	12 3%	18 4%	5 7%	2 2%	6 4%	9 6%	5 4%	3 1%	6 3%	13 5%	5 3%	6 3%	-	-	-	-	30 39%	-	-	-	1 *	2 1%	1 1%
Plaid Cymru	8 1%	4 1%	4 1%	-	-	1 1%	3 2%	4 3%	1 1%	1 *	4 2%	1 1%	2 1%	-	-	-	8 7%	-	-	-	-	-	1 *	-
The Green Party	18 2%	5 1%	13 3%	3 4%	2 2%	3 2%	4 3%	5 3%	1 1%	6 2%	6 2%	4 3%	2 1%	3 2%	7 3%	5 2%	2 2%	1 1%	-	-	-	2 1%	4 2%	2 2%
The United Kingdom Independence Party (UKIP)	19 2%	16 4%	3 1%	4 5%	-	4 2%	2 1%	6 4%	4 2%	5 2%	4 2%	6 4%	4 2%	5 2%	8 4%	1 1%	5 4%	1 1%	-	-	-	6 2%	3 1%	1 1%
The British National Party (BNP)	11 1%	7 2%	4 1%	-	-	4 2%	-	5 4%	3 1%	2 1%	4 2%	2 1%	4 2%	3 1%	3 2%	2 1%	2 2%	1 1%	-	-	-	3 1%	2 1%	-
Some other party	4 *	2 1%	2 *	-	-	1 *	1 1%	1 1%	1 *	1 1%	2 1%	-	*	-	1 *	2 1%	1 1%	-	-	-	-	-	2 1%	-

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Col percents

Table 3
Published voting intention figures

	<u>Total</u>
Conservative	37%
Labour	33%
Liberal Democrat/ Liberal	19%
Scottish National Party/SNP	3%
Plaid Cymru	1%
Other	6%

Times Poll

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Absolutes/col percents

Table 4

Q.4 On a scale of 1 to 10, where 1 means very bad indeed, and 10 means very good indeed, how good a leader is Gordon Brown?

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 Democ-rat	Con-ser-vative	Labour	Lib-eral Democ-rat	
Unweighted base	763	341	422	57	119	167	130	114	176	297	168	113	185	197	191	187	113	75	189	166	63	157	195	69	
Weighted base	779	369	410	110	116	150	126	108	169	201	229	168	181	204	197	191	116	71	187	160	82	152	167	87	
Very good	(10)	21 3%	14 4%	7 2%	-	1 1%	4 3%	2 1%	7 6%	8 5%	5 3%	4 2%	4 2%	8 4%	7 3%	3 2%	5 3%	4 4%	2 3%	-	13 8%	1 1%	-	12 7%	-
	(9)	15 2%	5 1%	10 2%	-	1 1%	6 4%	5 4%	-	4 2%	5 3%	2 2%	3 1%	6 3%	3 2%	2 1%	2 2%	2 2%	2 1%	12 7%	1 1%	-	9 5%	1 1%	
	(8)	58 7%	22 6%	36 9%	3 3%	6 5%	10 6%	13 10%	9 8%	18 10%	16 8%	18 8%	7 4%	17 9%	14 7%	11 6%	16 9%	7 6%	10 14%	5 3%	38 24%	2 3%	4 3%	32 19%	5 6%
	(7)	74 10%	39 11%	35 8%	2 2%	12 10%	18 12%	15 12%	6 6%	21 13%	23 11%	22 10%	6 4%	23 13%	19 9%	17 10%	14 9%	6 8%	8 4%	28 17%	14 17%	5 4%	28 17%	17 19%	
	(6)	89 11%	40 11%	49 12%	18 17%	12 11%	18 12%	17 14%	8 7%	15 9%	22 11%	30 13%	15 9%	21 12%	19 9%	18 9%	23 12%	15 13%	14 20%	21 11%	19 12%	7 9%	17 11%	20 12%	10 12%
	(5)	161 21%	59 16%	102 25%	34 31%	30 25%	22 14%	26 20%	27 25%	22 13%	38 19%	49 21%	38 23%	36 20%	38 19%	49 25%	39 21%	16 14%	18 25%	33 18%	29 18%	9 12%	17 11%	33 20%	15 17%
	(4)	71 9%	38 10%	32 8%	15 13%	9 8%	19 13%	9 7%	6 6%	12 7%	22 11%	23 10%	16 9%	10 5%	13 6%	27 14%	18 9%	11 10%	2 3%	23 12%	4 3%	15 19%	18 12%	9 5%	10 12%
	(3)	74 9%	48 13%	25 6%	13 12%	13 11%	11 8%	13 10%	12 11%	11 7%	19 10%	27 12%	19 11%	9 5%	23 11%	15 8%	21 11%	9 8%	5 6%	28 15%	5 3%	10 12%	24 16%	6 3%	12 13%
	(2)	58 7%	28 8%	30 7%	6 5%	7 6%	10 7%	12 10%	6 6%	18 11%	17 9%	7 3%	19 11%	15 8%	15 7%	14 7%	15 8%	12 11%	2 3%	18 10%	5 3%	8 10%	13 9%	9 5%	6 7%
Very bad	(1)	120 15%	58 16%	61 15%	10 9%	18 16%	28 18%	10 8%	22 20%	31 19%	23 11%	27 12%	39 23%	31 17%	37 18%	33 17%	25 13%	16 14%	9 12%	46 24%	-	13 16%	47 31%	6 4%	11 12%
Refused		3 *	3 1%	-	-	-	-	-	1 1%	2 1%	-	3 1%	-	2 1%	1 1%	-	-	-	-	2 1%	-	2 1%	-	-	
Don't know		36 5%	15 4%	22 5%	9 8%	8 7%	5 3%	5 4%	3 3%	6 4%	10 5%	14 6%	2 1%	10 5%	12 6%	4 2%	10 5%	9 8%	2 3%	4 2%	6 4%	-	3 2%	4 2%	1 1%
Mean		4.60	4.49	4.70	4.36	4.39	4.61	4.99	4.47	4.69	4.78	4.84	3.87	4.82	4.50	4.41	4.64	4.64	5.30	3.60	6.79	4.26	3.26	6.20	4.63
Standard deviation		2.43	2.48	2.39	1.71	2.20	2.56	2.31	2.64	2.77	2.39	2.26	2.36	2.62	2.59	2.28	2.36	2.54	2.35	2.08	1.95	2.29	2.07	2.28	2.19
Standard error		0.09	0.14	0.12	0.24	0.21	0.20	0.21	0.25	0.21	0.14	0.18	0.22	0.20	0.19	0.17	0.18	0.25	0.27	0.15	0.15	0.29	0.17	0.17	0.27

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Absolutes/col percents

Table 5

Q.4 On a scale of 1 to 10, where 1 means very bad indeed, and 10 means very good indeed, how good a leader is David Cameron?

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 Democ-rat	Con-ser-vative	Labour	Lib-eral Democ-rat	
Unweighted base	763	341	422	57	119	167	130	114	176	297	168	113	185	197	191	187	113	75	189	166	63	157	195	69	
Weighted base	779	369	410	110	116	150	126	108	169	201	229	168	181	204	197	191	116	71	187	160	82	152	167	87	
Very good	(10)	23 3%	12 3%	12 3%	-	6 5%	2 1%	5 4%	2 1%	9 5%	3 1%	8 4%	6 4%	6 3%	7 3%	4 2%	6 5%	5 5%	1 1%	12 6%	-	1 2%	13 8%	2 1%	1 1%
	(9)	13 2%	5 1%	7 2%	-	-	1 1%	5 4%	3 3%	4 2%	2 1%	4 2%	5 3%	7 3%	3 1%	2 1%	1 1%	-	9 5%	3 2%	-	7 5%	-	-	
	(8)	74 10%	43 12%	32 8%	8 8%	15 13%	12 8%	7 5%	10 10%	21 13%	20 10%	26 11%	16 9%	12 7%	16 8%	23 11%	19 10%	12 10%	5 7%	46 24%	6 4%	6 7%	27 17%	14 8%	12 13%
	(7)	80 10%	43 12%	38 9%	7 6%	6 5%	15 10%	20 16%	21 12%	31 15%	20 9%	13 8%	17 9%	25 12%	21 11%	15 8%	14 12%	5 7%	44 24%	11 7%	5 7%	38 25%	12 7%	11 12%	
	(6)	103 13%	58 16%	45 11%	13 12%	15 13%	27 18%	13 10%	14 13%	21 12%	38 19%	29 13%	18 10%	19 10%	26 13%	33 17%	21 11%	15 13%	9 12%	36 19%	18 11%	14 17%	28 18%	19 12%	14 16%
	(5)	181 23%	82 22%	99 24%	22 20%	22 19%	32 21%	35 28%	31 28%	39 23%	48 24%	45 19%	48 29%	41 22%	44 21%	40 21%	45 23%	27 23%	25 35%	25 13%	46 29%	20 25%	23 15%	46 27%	21 24%
	(4)	67 9%	20 5%	47 12%	15 14%	14 12%	9 6%	9 7%	6 5%	14 8%	17 9%	20 9%	12 7%	18 10%	12 6%	21 11%	21 11%	5 4%	8 11%	7 4%	17 10%	10 13%	4 3%	15 9%	9 10%
	(3)	39 5%	18 5%	22 5%	4 4%	6 5%	10 7%	8 7%	5 5%	6 3%	5 2%	11 5%	11 7%	12 7%	9 5%	11 6%	10 5%	1 1%	7 10%	2 1%	13 8%	6 8%	1 1%	14 9%	4 5%
	(2)	45 6%	19 5%	27 6%	13 11%	4 3%	11 7%	5 4%	5 5%	7 4%	7 3%	15 6%	11 6%	13 7%	10 5%	13 7%	5 7%	4 5%	2 1%	7 5%	8 9%	2 1%	9 5%	6 7%	
Very bad	(1)	81 10%	41 11%	40 10%	12 11%	14 12%	18 12%	11 9%	11 10%	15 9%	17 8%	22 10%	20 12%	22 12%	28 14%	16 8%	17 9%	15 13%	6 8%	2 1%	23 14%	8 10%	7 5%	26 15%	6 7%
Refused		2 *	-	2 *	-	1 1%	-	-	-	1 1%	1 *	-	-	1 1%	-	1 *	-	1 2%	-	-	-	-	1 1%	-	
Don't know		70 9%	29 8%	41 10%	16 15%	14 12%	13 9%	7 6%	8 8%	12 7%	14 7%	29 13%	12 7%	16 9%	21 10%	11 6%	23 12%	14 12%	1 1%	2 1%	15 9%	3 3%	3 2%	9 5%	4 5%
Mean		5.07	5.22	4.93	4.39	5.08	4.83	5.24	5.13	5.51	5.37	5.14	4.90	4.80	5.07	5.15	5.00	5.28	4.70	6.81	4.43	4.64	6.57	4.51	5.20
Standard deviation		2.32	2.36	2.28	2.11	2.50	2.25	2.29	2.23	2.37	2.05	2.42	2.38	2.40	2.50	2.21	2.29	2.49	1.92	1.69	2.08	2.09	2.05	2.23	2.11
Standard error		0.09	0.13	0.12	0.30	0.25	0.18	0.21	0.22	0.18	0.12	0.20	0.23	0.18	0.19	0.16	0.18	0.25	0.22	0.12	0.17	0.27	0.16	0.16	0.26

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Absolutes/col percents

Table 6

Q.4 On a scale of 1 to 10, where 1 means very bad indeed, and 10 means very good indeed, how good a leader is Nick Clegg?

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-cratic	Con-ser-vative	Labour	Lib-eral Demo-cratic	
Unweighted base	763	341	422	57	119	167	130	114	176	297	168	113	185	197	191	187	113	75	189	166	63	157	195	69	
Weighted base	779	369	410	110	116	150	126	108	169	201	229	168	181	204	197	191	116	71	187	160	82	152	167	87	
Very good	(10)	8	2	6	-	1	1	1	-	4	1	1	4	2	3	4	1	1	-	-	*	6	-	4	4
		1%	1%	1%	-	1%	1%	1%	-	3%	1%	1%	2%	1%	1%	2%	*	1%	-	-	*	8%	-	2%	5%
	(9)	2	2	-	-	2	-	-	-	-	-	2	-	-	-	-	2	-	-	-	-	2	-	-	2
		*	*	-	-	1%	-	-	-	-	-	1%	-	-	-	-	1%	-	-	-	-	2%	-	-	2%
	(8)	24	14	10	5	2	5	2	1	9	3	5	9	6	3	10	6	3	2	2	1	15	1	4	11
		3%	4%	2%	5%	1%	3%	2%	1%	5%	2%	2%	5%	4%	2%	5%	3%	2%	3%	1%	1%	18%	1%	3%	13%
	(7)	41	22	19	5	3	9	8	10	5	8	16	7	10	11	12	12	5	1	7	9	16	7	6	14
		5%	6%	5%	5%	3%	6%	6%	9%	3%	4%	7%	4%	6%	5%	6%	6%	5%	2%	4%	6%	19%	4%	3%	16%
	(6)	45	22	23	9	7	11	7	4	8	11	13	13	7	11	10	16	5	2	16	12	5	10	10	6
		6%	6%	6%	8%	6%	7%	6%	3%	5%	5%	6%	8%	4%	5%	5%	8%	5%	3%	8%	7%	7%	7%	6%	7%
	(5)	157	83	74	22	24	22	36	30	23	45	51	32	29	43	37	32	28	18	43	35	18	38	31	16
		20%	23%	18%	20%	20%	15%	28%	28%	14%	23%	22%	19%	16%	21%	19%	17%	24%	25%	23%	22%	22%	25%	19%	19%
	(4)	48	23	26	6	4	9	9	7	12	17	13	8	10	11	11	10	5	10	21	8	3	12	10	3
		6%	6%	6%	6%	4%	6%	7%	7%	7%	8%	6%	5%	5%	6%	6%	5%	4%	15%	11%	5%	4%	8%	6%	3%
	(3)	41	21	20	4	7	10	7	4	9	14	11	9	7	12	13	7	8	1	16	6	2	12	8	3
		5%	6%	5%	4%	6%	6%	5%	4%	5%	7%	5%	6%	4%	6%	7%	3%	7%	1%	9%	4%	2%	8%	5%	3%
	(2)	36	16	20	8	4	8	7	1	8	8	13	13	2	6	8	12	8	2	11	11	2	8	14	3
		5%	4%	5%	7%	4%	5%	6%	1%	5%	4%	6%	8%	1%	3%	4%	6%	7%	3%	6%	7%	2%	5%	8%	4%
Very bad	(1)	73	41	32	14	10	14	9	11	15	25	18	16	24	18	14	10	8	11	16	1	15	18	-	
		9%	11%	8%	13%	9%	9%	7%	10%	9%	7%	11%	10%	9%	12%	9%	7%	9%	11%	6%	10%	1%	10%	11%	-
Refused		3	1	2	-	-	1	-	1	1	1	-	1	1	2	-	-	-	1	1	-	1	1	-	
		*	*	*	-	-	1%	-	1%	1%	*	*	-	1%	1%	1%	-	-	*	1%	-	1%	1%	-	
Don't know		301	122	179	37	52	59	39	40	74	78	79	53	91	79	72	82	41	27	58	60	13	47	61	25
		39%	33%	44%	34%	45%	40%	31%	37%	44%	39%	35%	31%	50%	39%	37%	43%	35%	37%	31%	38%	16%	31%	36%	29%
Mean		4.40	4.38	4.42	4.19	4.36	4.38	4.49	4.48	4.47	4.30	4.28	4.49	4.62	4.23	4.59	4.50	4.36	4.16	4.25	4.17	6.51	4.09	4.18	6.22
Standard deviation		2.15	2.15	2.15	2.20	2.19	2.20	1.93	1.88	2.45	1.87	2.10	2.39	2.27	2.17	2.29	2.10	2.14	1.85	1.68	2.01	1.97	1.82	2.28	1.98
Standard error		0.10	0.15	0.14	0.35	0.27	0.22	0.21	0.23	0.25	0.14	0.20	0.28	0.24	0.20	0.21	0.21	0.25	0.27	0.15	0.20	0.28	0.18	0.21	0.28

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 7

Q.5 I'm going to read out some words and phrases that have been used to describe different politicians and I'd like you to say in each case if you think the word or phrase is true or not true of the leaders of the three main political parties?

Strong**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	
Unweighted base	746	334	412	37	132	165	132	132	148	287	152	109	198	194	207	182	102	61	176	146	90	153	210	85	
Weighted base	730	353	377	69	125	146	127	117	146	197	206	150	177	192	201	175	102	60	160	140	99	138	183	103	
Labour Party leader Gordon Brown																									
True	403	208	194	39	68	90	67	63	75	115	102	93	92	99	108	102	56	38	68	111	64	57	129	65	
	55%	59%	52%	57%	55%	61%	53%	54%	52%	58%	50%	62%	52%	51%	54%	58%	55%	63%	42%	79%	64%	41%	70%	63%	
Not true	260	126	135	24	42	45	46	47	55	71	81	42	67	81	71	59	34	15	86	27	30	72	42	33	
	36%	36%	36%	35%	34%	31%	36%	40%	38%	36%	39%	28%	38%	42%	35%	34%	33%	26%	54%	19%	31%	52%	23%	32%	
Don't know	67	19	48	6	14	11	13	7	15	11	23	15	18	12	22	14	12	7	6	3	5	9	12	4	
	9%	5%	13%	8%	11%	8%	11%	6%	11%	6%	11%	10%	10%	6%	11%	8%	11%	11%	4%	2%	5%	7%	6%	4%	
Conservative Party leader David Cameron																									
True	360	186	174	43	57	68	56	64	70	107	100	80	72	103	94	75	61	27	118	53	39	96	74	46	
	49%	53%	46%	62%	46%	47%	44%	55%	48%	54%	49%	54%	41%	54%	47%	43%	60%	45%	74%	37%	40%	69%	40%	44%	
Not true	293	142	151	21	49	62	56	45	60	74	88	55	77	66	82	84	34	27	30	76	54	34	91	50	
	40%	40%	40%	31%	39%	43%	44%	38%	41%	38%	43%	36%	43%	34%	41%	48%	33%	45%	19%	54%	54%	25%	49%	49%	
Don't know	77	25	52	5	19	15	15	8	16	16	18	15	28	23	25	17	6	6	11	12	6	8	19	7	
	11%	7%	14%	7%	15%	10%	12%	6%	11%	8%	9%	10%	16%	12%	12%	9%	6%	10%	7%	8%	6%	6%	10%	7%	
Liberal Democrat leader Nick Clegg																									
True	149	69	80	16	27	32	30	19	25	44	37	36	31	42	31	41	19	15	27	23	44	22	30	37	
	20%	19%	21%	23%	22%	22%	24%	16%	17%	22%	18%	24%	18%	22%	16%	24%	19%	24%	17%	16%	44%	16%	17%	36%	
Not true	263	137	126	17	49	54	54	42	47	74	75	50	64	72	64	72	33	23	59	61	26	48	72	27	
	36%	39%	33%	24%	40%	37%	43%	36%	32%	37%	36%	33%	36%	37%	32%	41%	33%	38%	37%	43%	27%	34%	39%	26%	
Don't know	318	147	171	37	49	60	43	56	74	79	94	63	81	78	106	62	49	23	74	56	29	69	81	38	
	44%	42%	45%	53%	39%	41%	34%	48%	51%	40%	46%	42%	46%	41%	53%	35%	48%	38%	47%	40%	29%	50%	44%	37%	

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Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 8

Q.5 I'm going to read out some words and phrases that have been used to describe different politicians and I'd like you to say in each case if you think the word or phrase is true or not true of the leaders of the three main political parties?

Charismatic

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	
Unweighted base	746	334	412	37	132	165	132	132	148	287	152	109	198	194	207	182	102	61	176	146	90	153	210	85	
Weighted base	730	353	377	69	125	146	127	117	146	197	206	150	177	192	201	175	102	60	160	140	99	138	183	103	
<u>Labour Party leader Gordon Brown</u>																									
True	151	76	74	15	35	23	31	12	35	28	45	33	44	30	36	41	28	15	21	52	22	16	53	24	
	21%	22%	20%	21%	28%	15%	24%	10%	24%	14%	22%	22%	25%	16%	18%	24%	28%	25%	13%	37%	22%	12%	29%	23%	
Not true	510	254	256	45	75	108	83	96	103	161	140	102	107	147	145	113	64	41	133	81	70	117	115	75	
	70%	72%	68%	64%	60%	74%	66%	82%	70%	82%	68%	68%	60%	76%	72%	65%	63%	68%	83%	58%	71%	85%	63%	73%	
Don't know	70	22	47	10	15	15	13	8	8	8	21	15	26	15	20	21	10	4	6	7	7	5	16	4	
	10%	6%	13%	14%	12%	11%	10%	7%	5%	4%	10%	10%	15%	8%	10%	12%	9%	7%	4%	5%	7%	4%	8%	4%	
<u>Conservative Party leader David Cameron</u>																									
True	408	213	195	45	71	84	61	60	87	124	121	78	85	114	103	96	62	33	113	78	63	85	95	69	
	56%	60%	52%	64%	57%	58%	48%	52%	59%	63%	59%	52%	48%	59%	51%	55%	61%	54%	71%	55%	63%	61%	52%	67%	
Not true	245	114	131	12	38	46	54	48	47	62	65	54	64	61	76	57	27	23	38	51	32	48	73	30	
	34%	32%	35%	17%	31%	32%	42%	41%	32%	32%	32%	36%	36%	32%	38%	33%	27%	38%	24%	37%	32%	35%	40%	29%	
Don't know	77	26	51	13	16	16	12	9	13	11	21	17	28	17	22	22	13	5	8	11	5	5	16	4	
	11%	7%	14%	18%	13%	11%	9%	7%	9%	6%	10%	12%	16%	9%	11%	12%	12%	8%	5%	8%	5%	4%	9%	4%	
<u>Liberal Democrat leader Nick Clegg</u>																									
True	166	79	88	17	29	35	27	28	30	51	45	32	38	41	40	45	28	12	34	25	45	28	35	36	
	23%	22%	23%	24%	23%	24%	21%	24%	21%	26%	22%	21%	22%	22%	20%	25%	27%	20%	21%	18%	46%	20%	19%	35%	
Not true	295	146	149	17	49	64	61	49	56	79	79	66	70	80	77	74	34	31	63	62	38	57	73	37	
	40%	41%	40%	24%	39%	44%	48%	42%	38%	40%	38%	44%	40%	42%	38%	42%	33%	51%	40%	44%	38%	42%	40%	36%	
Don't know	269	129	140	36	47	46	39	40	60	66	82	52	68	70	84	57	40	18	62	54	16	53	75	30	
	37%	36%	37%	52%	38%	32%	31%	34%	41%	34%	40%	35%	39%	37%	42%	32%	40%	29%	39%	38%	16%	39%	41%	29%	

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Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 9

Q.5 I'm going to read out some words and phrases that have been used to describe different politicians and I'd like you to say in each case if you think the word or phrase is true or not true of the leaders of the three main political parties?

All spin & no substance

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
Unweighted base	746	334	412	37	132	165	132	132	148	287	152	109	198	194	207	182	102	61	176	146	90	153	210	85
Weighted base	730	353	377	69	125	146	127	117	146	197	206	150	177	192	201	175	102	60	160	140	99	138	183	103
Labour Party leader Gordon Brown																								
True	333	176	157	30	57	58	63	55	71	83	92	82	75	89	96	81	44	23	103	45	39	87	61	41
	46%	50%	42%	43%	46%	40%	49%	47%	48%	42%	45%	55%	42%	46%	48%	46%	43%	38%	65%	32%	40%	63%	33%	40%
Not true	296	149	147	23	46	64	51	54	58	97	85	44	69	79	77	71	43	26	46	80	50	37	104	57
	40%	42%	39%	33%	37%	44%	40%	46%	40%	49%	41%	30%	39%	41%	38%	41%	42%	43%	29%	57%	51%	27%	57%	55%
Don't know	101	28	74	17	22	23	14	8	17	17	29	23	32	24	29	23	14	12	11	15	10	15	18	5
	14%	8%	20%	25%	18%	16%	11%	7%	12%	9%	14%	15%	18%	13%	14%	13%	14%	19%	7%	10%	10%	11%	10%	5%
Conservative Party leader David Cameron																								
True	352	191	161	38	64	69	61	59	62	99	106	75	72	105	91	85	42	29	56	81	64	46	101	64
	48%	54%	43%	54%	51%	47%	48%	50%	42%	50%	51%	50%	41%	54%	45%	49%	41%	49%	35%	57%	64%	34%	55%	62%
Not true	255	116	139	16	35	46	48	47	63	75	67	48	66	53	76	63	43	20	89	41	24	74	56	29
	35%	33%	37%	24%	28%	31%	38%	40%	43%	38%	32%	32%	37%	27%	38%	36%	43%	34%	56%	29%	24%	53%	31%	28%
Don't know	123	46	77	15	26	31	18	11	21	23	34	27	39	35	34	27	16	10	15	19	12	18	26	10
	17%	13%	20%	22%	21%	21%	14%	9%	15%	11%	17%	18%	22%	18%	17%	15%	16%	17%	9%	13%	12%	13%	14%	9%
Liberal Democrat leader Nick Clegg																								
True	168	89	79	17	33	39	30	21	28	41	41	49	37	42	39	52	21	13	32	35	16	19	50	13
	23%	25%	21%	24%	27%	27%	24%	18%	19%	21%	20%	33%	21%	22%	19%	30%	21%	22%	20%	25%	16%	14%	27%	12%
Not true	237	120	116	17	48	42	47	41	41	63	71	40	62	67	60	57	32	21	48	48	54	41	61	51
	32%	34%	31%	25%	38%	29%	37%	35%	28%	32%	35%	27%	35%	35%	30%	32%	31%	35%	30%	35%	54%	30%	33%	49%
Don't know	325	144	182	36	44	65	49	55	77	93	94	61	78	83	102	66	49	26	79	56	30	77	72	39
	45%	41%	48%	51%	35%	44%	39%	47%	52%	47%	45%	41%	44%	43%	51%	38%	48%	43%	49%	40%	30%	56%	39%	38%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 10

Q.5 I'm going to read out some words and phrases that have been used to describe different politicians and I'd like you to say in each case if you think the word or phrase is true or not true of the leaders of the three main political parties?

Likeable

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
Unweighted base	746	334	412	37	132	165	132	132	148	287	152	109	198	194	207	182	102	61	176	146	90	153	210	85
Weighted base	730	353	377	69	125	146	127	117	146	197	206	150	177	192	201	175	102	60	160	140	99	138	183	103
Labour Party leader Gordon Brown																								
True	289	131	157	33	48	59	48	38	63	71	90	59	70	69	71	77	39	33	39	94	41	40	103	44
	40%	37%	42%	47%	39%	40%	38%	33%	43%	36%	43%	39%	39%	36%	35%	44%	39%	54%	25%	67%	41%	29%	56%	43%
Not true	394	206	188	34	69	77	72	71	71	117	105	80	92	114	113	90	54	24	114	46	51	92	73	52
	54%	58%	50%	49%	55%	53%	57%	61%	48%	59%	51%	54%	52%	59%	56%	51%	53%	40%	71%	32%	52%	66%	40%	51%
Don't know	47	15	32	2	8	10	7	8	12	9	12	11	15	10	17	8	8	4	6	1	7	7	7	7
	6%	4%	8%	3%	6%	7%	5%	6%	8%	5%	6%	7%	9%	5%	9%	5%	8%	6%	4%	*	7%	5%	4%	7%
Conservative Party leader David Cameron																								
True	439	226	213	36	76	92	72	69	95	135	131	80	93	124	122	99	65	29	138	75	49	114	109	57
	60%	64%	57%	52%	61%	63%	57%	59%	65%	68%	63%	54%	53%	65%	61%	56%	64%	49%	87%	54%	49%	82%	59%	55%
Not true	228	108	120	28	37	42	45	39	38	52	61	57	58	52	58	64	27	27	15	59	44	18	64	38
	31%	31%	32%	40%	29%	29%	35%	33%	26%	30%	38%	33%	33%	27%	29%	36%	27%	45%	9%	42%	44%	13%	35%	37%
Don't know	63	19	44	6	12	12	10	9	14	10	15	12	26	15	21	13	9	4	6	6	7	6	11	8
	9%	5%	12%	8%	10%	8%	8%	8%	9%	5%	7%	8%	15%	8%	11%	7%	9%	7%	4%	4%	7%	4%	6%	8%
Liberal Democrat leader Nick Clegg																								
True	280	149	132	26	47	63	50	47	49	83	91	49	58	79	72	77	35	17	67	51	61	54	80	51
	38%	42%	35%	38%	37%	43%	39%	40%	33%	42%	44%	33%	33%	41%	36%	44%	35%	28%	42%	36%	62%	39%	44%	50%
Not true	167	83	83	9	34	32	39	22	30	38	40	42	46	36	50	39	22	19	35	36	17	26	34	14
	23%	24%	22%	13%	27%	22%	31%	19%	21%	19%	20%	28%	26%	19%	25%	23%	22%	32%	22%	25%	17%	19%	19%	14%
Don't know	283	121	162	34	44	51	38	48	67	75	76	59	73	77	79	59	44	24	58	54	22	58	69	37
	39%	34%	43%	49%	35%	35%	30%	41%	46%	38%	37%	39%	41%	40%	39%	33%	44%	40%	37%	38%	22%	42%	38%	36%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 11

Q.5 I'm going to read out some words and phrases that have been used to describe different politicians and I'd like you to say in each case if you think the word or phrase is true or not true of the leaders of the three main political parties?

More honest than most politicians

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
Unweighted base	746	334	412	37	132	165	132	132	148	287	152	109	198	194	207	182	102	61	176	146	90	153	210	85
Weighted base	730	353	377	69	125	146	127	117	146	197	206	150	177	192	201	175	102	60	160	140	99	138	183	103
Labour Party leader Gordon Brown																								
True	221	93	128	21	39	43	35	34	49	55	62	46	57	49	53	60	30	28	30	85	36	31	84	38
	30%	26%	34%	30%	31%	29%	28%	29%	33%	28%	30%	31%	32%	26%	26%	34%	29%	47%	19%	61%	36%	22%	46%	37%
Not true	421	223	198	36	69	83	78	74	81	125	116	87	93	125	115	97	61	23	120	48	57	97	86	56
	58%	63%	53%	52%	55%	57%	62%	63%	55%	64%	56%	58%	53%	65%	57%	55%	60%	38%	75%	34%	57%	70%	47%	55%
Don't know	88	37	51	12	17	20	13	9	17	16	28	17	27	17	33	18	10	9	9	7	6	10	13	8
	12%	10%	14%	18%	13%	14%	10%	8%	11%	8%	14%	11%	15%	9%	17%	10%	10%	15%	6%	5%	6%	7%	7%	8%
Conservative Party leader David Cameron																								
True	250	127	123	22	41	35	41	55	57	75	59	54	62	72	76	51	36	15	109	29	28	87	46	33
	34%	36%	33%	32%	33%	24%	32%	47%	39%	38%	28%	36%	35%	37%	38%	29%	36%	24%	68%	21%	29%	63%	25%	32%
Not true	365	182	183	36	63	82	66	53	64	98	115	75	77	93	87	104	48	34	36	92	63	33	111	62
	50%	52%	48%	52%	51%	56%	52%	46%	44%	50%	55%	50%	44%	48%	43%	59%	47%	56%	23%	66%	64%	24%	61%	60%
Don't know	115	43	71	11	21	29	20	9	25	23	33	21	38	28	38	20	17	12	14	19	7	19	26	8
	16%	12%	19%	16%	17%	20%	15%	7%	17%	12%	16%	14%	21%	14%	19%	11%	17%	20%	9%	13%	8%	14%	14%	8%
Liberal Democrat leader Nick Clegg																								
True	163	90	72	16	36	26	33	27	24	56	40	30	36	49	38	42	24	9	38	28	52	28	32	50
	22%	26%	19%	23%	29%	18%	26%	23%	17%	28%	20%	20%	20%	26%	19%	24%	24%	15%	24%	20%	52%	20%	18%	49%
Not true	249	120	129	19	49	56	54	32	39	62	65	63	59	61	64	61	36	27	45	55	21	33	72	19
	34%	34%	34%	28%	39%	38%	43%	28%	27%	32%	32%	42%	33%	32%	32%	35%	35%	45%	28%	39%	21%	24%	39%	19%
Don't know	318	142	176	34	40	64	39	57	83	79	101	56	82	82	98	72	41	24	77	58	26	77	79	33
	44%	40%	47%	49%	32%	44%	31%	49%	57%	40%	49%	38%	46%	43%	49%	41%	41%	40%	48%	41%	27%	56%	43%	32%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 12

Q.5 I'm going to read out some words and phrases that have been used to describe different politicians and I'd like you to say in each case if you think the word or phrase is true or not true of the leaders of the three main political parties?

Has what it takes to be a good Prime Minister

Base: All 'Sample B' respondents

	Sex			Age						Social Class				Region					Voting Intention			Vote in 2005		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con-ser-vative	Labour	Lib-eral Demo-crat	Con-ser-vative	Labour	Lib-eral Demo-crat
Unweighted base	746	334	412	37	132	165	132	132	148	287	152	109	198	194	207	182	102	61	176	146	90	153	210	85
Weighted base	730	353	377	69	125	146	127	117	146	197	206	150	177	192	201	175	102	60	160	140	99	138	183	103
<u>Labour Party leader Gordon Brown</u>																								
True	293	141	152	34	56	59	54	41	49	82	92	50	69	70	74	76	38	34	28	108	39	30	111	44
	40%	40%	40%	49%	45%	41%	43%	35%	34%	42%	44%	33%	39%	36%	37%	44%	37%	57%	18%	77%	39%	21%	61%	43%
Not true	352	187	165	27	54	66	60	67	77	97	88	81	86	104	102	79	52	15	122	24	51	98	59	46
	48%	53%	44%	40%	43%	45%	48%	58%	53%	49%	43%	54%	48%	54%	51%	45%	51%	25%	76%	17%	51%	71%	32%	44%
Don't know	85	24	60	8	16	20	12	9	19	18	26	18	23	18	25	20	12	11	9	8	9	10	13	13
	12%	7%	16%	12%	12%	14%	10%	8%	13%	9%	13%	12%	13%	9%	12%	12%	11%	18%	6%	6%	9%	7%	7%	13%
<u>Conservative Party leader David Cameron</u>																								
True	322	165	157	30	52	58	57	58	67	101	84	64	73	92	84	78	54	14	130	40	36	101	59	45
	44%	47%	42%	44%	42%	40%	45%	49%	46%	51%	41%	43%	41%	48%	42%	44%	53%	23%	82%	28%	37%	73%	32%	44%
Not true	294	148	147	30	47	64	50	47	56	66	95	63	70	68	79	74	39	35	19	87	54	23	107	46
	40%	42%	39%	44%	38%	44%	40%	40%	38%	34%	46%	42%	40%	36%	39%	42%	38%	58%	12%	62%	55%	17%	58%	45%
Don't know	114	40	73	9	26	24	19	13	23	30	28	22	34	32	38	24	9	11	10	14	9	14	18	11
	16%	11%	19%	13%	21%	16%	15%	11%	16%	15%	14%	15%	19%	16%	19%	14%	9%	19%	6%	10%	9%	10%	10%	11%
<u>Liberal Democrat leader Nick Clegg</u>																								
True	124	53	71	11	30	22	22	22	16	34	32	31	27	25	30	35	26	8	14	27	47	15	27	39
	17%	15%	19%	16%	24%	15%	18%	19%	11%	17%	16%	20%	16%	13%	15%	20%	26%	14%	8%	19%	47%	11%	15%	38%
Not true	285	154	132	20	42	63	65	39	55	73	88	61	63	81	75	68	31	30	66	62	27	53	86	30
	39%	44%	35%	29%	34%	43%	52%	34%	38%	37%	42%	41%	36%	42%	37%	39%	31%	50%	41%	44%	28%	38%	47%	29%
Don't know	321	146	175	38	53	61	39	56	75	90	86	58	86	86	96	72	44	22	80	52	25	70	70	33
	44%	41%	46%	54%	43%	42%	31%	48%	51%	46%	42%	39%	49%	45%	48%	41%	44%	37%	50%	37%	25%	51%	38%	32%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 13

Q.5 I'm going to read out some words and phrases that have been used to describe different politicians and I'd like you to say in each case if you think the word or phrase is true or not true of the leaders of the three main political parties?

Cares about the problems ordinary people face

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
Unweighted base	746	334	412	37	132	165	132	132	148	287	152	109	198	194	207	182	102	61	176	146	90	153	210	85
Weighted base	730	353	377	69	125	146	127	117	146	197	206	150	177	192	201	175	102	60	160	140	99	138	183	103
Labour Party leader Gordon Brown																								
True	320 44%	154 44%	166 44%	33 48%	54 43%	61 42%	55 44%	51 43%	66 45%	102 52%	95 46%	57 38%	66 37%	83 43%	78 39%	82 47%	40 40%	37 61%	51 32%	110 79%	44 44%	48 35%	113 62%	49 48%
Not true	334 46%	175 50%	159 42%	28 40%	56 45%	65 45%	60 48%	57 49%	68 46%	81 41%	85 41%	79 53%	89 50%	91 48%	103 51%	79 45%	47 47%	13 22%	101 63%	25 18%	49 50%	79 57%	60 33%	45 44%
Don't know	76 10%	24 7%	52 14%	9 12%	15 12%	20 14%	11 9%	9 8%	12 9%	14 7%	26 13%	14 9%	22 13%	18 9%	20 10%	14 8%	14 14%	11 18%	8 5%	5 4%	6 6%	11 8%	11 6%	8 8%
Conservative Party leader David Cameron																								
True	351 48%	176 50%	175 47%	37 54%	55 44%	60 41%	58 46%	61 52%	80 55%	114 58%	94 46%	63 42%	80 45%	101 53%	103 51%	72 41%	52 51%	24 39%	124 78%	53 38%	45 45%	107 78%	70 38%	52 50%
Not true	294 40%	148 42%	146 39%	25 36%	54 43%	60 41%	55 43%	47 41%	52 36%	65 33%	89 43%	68 46%	72 41%	67 35%	77 38%	85 48%	39 39%	26 43%	25 16%	81 58%	46 47%	21 15%	99 54%	40 39%
Don't know	85 12%	29 8%	56 15%	7 10%	16 13%	26 18%	14 11%	9 8%	14 9%	18 9%	24 11%	18 12%	25 14%	24 12%	21 10%	19 11%	11 11%	11 18%	10 6%	7 5%	8 8%	10 7%	14 8%	11 11%
Liberal Democrat leader Nick Clegg																								
True	236 32%	123 35%	113 30%	17 24%	50 40%	46 31%	51 40%	41 35%	33 22%	80 41%	66 32%	44 29%	46 26%	53 28%	65 32%	61 35%	41 41%	15 25%	43 27%	44 31%	64 65%	40 29%	60 33%	62 60%
Not true	207 28%	103 29%	104 28%	16 23%	33 26%	44 30%	42 33%	32 27%	41 28%	40 20%	61 30%	54 36%	52 30%	62 32%	54 27%	52 30%	21 21%	18 30%	45 28%	49 35%	11 11%	34 25%	57 31%	12 12%
Don't know	286 39%	127 36%	159 42%	37 53%	42 34%	57 39%	34 26%	44 38%	73 50%	76 39%	79 38%	52 35%	79 44%	77 40%	82 41%	62 35%	39 38%	28 46%	72 45%	47 33%	24 24%	64 46%	66 36%	29 28%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 14

Q.5 I'm going to read out some words and phrases that have been used to describe different politicians and I'd like you to say in each case if you think the word or phrase is true or not true of the leaders of the three main political parties?

Has the backing of his party

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
Unweighted base	746	334	412	37	132	165	132	132	148	287	152	109	198	194	207	182	102	61	176	146	90	153	210	85
Weighted base	730	353	377	69	125	146	127	117	146	197	206	150	177	192	201	175	102	60	160	140	99	138	183	103
Labour Party leader Gordon Brown																								
True	369	188	181	32	58	78	76	50	75	98	102	78	91	91	100	93	56	29	64	102	57	58	119	52
	51%	53%	48%	46%	46%	54%	60%	43%	51%	50%	49%	52%	52%	47%	50%	53%	55%	48%	40%	72%	57%	42%	65%	51%
Not true	248	125	122	24	48	45	33	46	52	71	79	43	55	73	65	59	31	19	78	28	31	62	45	39
	34%	36%	32%	34%	38%	31%	26%	40%	36%	36%	38%	29%	31%	38%	32%	34%	31%	32%	49%	20%	31%	45%	25%	38%
Don't know	114	40	74	14	19	22	18	20	19	27	26	29	31	28	36	23	14	12	18	11	11	18	20	11
	16%	11%	20%	20%	16%	15%	14%	17%	13%	14%	13%	19%	18%	15%	18%	13%	14%	20%	11%	8%	11%	13%	11%	11%
Conservative Party leader David Cameron																								
True	481	248	233	41	79	94	87	82	98	140	135	99	107	126	135	114	72	34	127	88	69	109	115	78
	66%	70%	62%	60%	63%	65%	69%	70%	67%	71%	66%	66%	61%	66%	67%	65%	71%	56%	80%	63%	70%	79%	63%	76%
Not true	136	73	63	14	24	29	23	17	29	30	40	25	41	37	34	38	16	12	20	39	22	17	48	16
	19%	21%	17%	20%	19%	20%	18%	15%	20%	15%	19%	17%	23%	19%	17%	21%	16%	19%	13%	28%	22%	12%	26%	16%
Don't know	113	31	82	14	22	22	17	17	20	27	31	26	29	29	32	23	14	15	12	13	8	12	21	9
	15%	9%	22%	20%	18%	15%	14%	15%	14%	14%	15%	17%	17%	15%	16%	13%	14%	25%	8%	9%	8%	9%	11%	8%
Liberal Democrat leader Nick Clegg																								
True	347	171	176	18	55	70	71	64	68	108	92	68	79	90	99	85	49	23	70	60	72	64	93	72
	48%	48%	47%	26%	44%	48%	56%	55%	47%	55%	45%	45%	45%	47%	49%	49%	49%	39%	44%	43%	72%	46%	51%	70%
Not true	129	78	51	16	23	26	27	17	21	31	42	21	35	32	24	39	21	14	23	40	6	17	39	4
	18%	22%	13%	23%	18%	18%	21%	15%	14%	16%	20%	14%	20%	16%	12%	22%	21%	23%	14%	28%	6%	12%	21%	4%
Don't know	254	104	150	35	47	50	29	35	57	57	72	61	63	70	78	51	31	23	67	41	22	57	52	27
	35%	29%	40%	51%	38%	34%	23%	30%	39%	29%	35%	41%	35%	37%	39%	29%	31%	38%	42%	29%	22%	41%	28%	26%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 15

Q.5 I'm going to read out some words and phrases that have been used to describe different politicians and I'd like you to say in each case if you think the word or phrase is true or not true of the leaders of the three main political parties?

t give in to pressure

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
Unweighted base	746	334	412	37	132	165	132	132	148	287	152	109	198	194	207	182	102	61	176	146	90	153	210	85
Weighted base	730	353	377	69	125	146	127	117	146	197	206	150	177	192	201	175	102	60	160	140	99	138	183	103
Labour Party leader Gordon Brown																								
True	356	173	183	33	59	73	59	61	72	97	98	79	83	81	91	96	53	35	67	93	50	57	117	55
	49%	49%	49%	47%	47%	50%	47%	52%	49%	49%	47%	52%	47%	42%	46%	54%	53%	58%	42%	66%	50%	41%	64%	54%
Not true	285	152	134	26	47	54	49	48	61	85	84	51	66	96	79	58	37	15	82	37	46	70	50	44
	39%	43%	35%	38%	38%	37%	39%	41%	42%	43%	41%	34%	37%	50%	39%	33%	36%	25%	51%	26%	46%	51%	28%	43%
Don't know	88	28	60	10	19	19	19	8	13	15	25	20	28	15	31	21	11	10	11	10	3	11	16	4
	12%	8%	16%	15%	15%	13%	15%	7%	9%	8%	12%	14%	16%	8%	15%	12%	11%	17%	7%	7%	3%	8%	9%	3%
Conservative Party leader David Cameron																								
True	336	163	173	26	53	61	64	61	72	80	98	76	82	86	106	74	47	21	114	49	40	94	80	45
	46%	46%	46%	37%	43%	42%	50%	52%	49%	41%	47%	50%	46%	45%	53%	42%	47%	36%	71%	35%	41%	68%	43%	44%
Not true	247	139	107	31	42	53	40	39	42	80	65	47	55	63	53	74	31	25	30	66	42	25	74	38
	34%	39%	28%	44%	33%	36%	32%	33%	29%	40%	32%	31%	31%	33%	26%	42%	31%	42%	19%	47%	42%	18%	40%	37%
Don't know	148	51	97	13	30	32	23	18	32	37	44	27	40	42	42	27	23	13	16	25	17	18	30	20
	20%	14%	26%	18%	24%	22%	18%	15%	22%	19%	21%	18%	23%	22%	21%	15%	23%	22%	10%	18%	18%	13%	16%	19%
Liberal Democrat leader Nick Clegg																								
True	174	81	93	17	40	37	30	23	26	45	50	43	36	42	47	48	28	9	37	33	46	26	40	41
	24%	23%	25%	25%	32%	26%	24%	20%	18%	23%	24%	29%	20%	22%	24%	27%	28%	14%	23%	23%	46%	19%	22%	40%
Not true	150	77	73	7	23	31	35	25	29	39	41	26	44	40	33	45	19	13	32	33	19	23	43	11
	21%	22%	19%	10%	19%	21%	27%	21%	20%	20%	20%	17%	25%	21%	16%	26%	19%	22%	20%	23%	19%	17%	23%	11%
Don't know	406	195	211	45	62	78	62	69	91	113	116	80	97	110	121	82	54	39	91	75	35	89	101	51
	56%	55%	56%	65%	50%	53%	49%	59%	62%	57%	56%	54%	55%	57%	60%	47%	53%	64%	57%	53%	35%	65%	55%	49%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 16

Q.5 I'm going to read out some words and phrases that have been used to describe different politicians and I'd like you to say in each case if you think the word or phrase is true or not true of the leaders of the three main political parties?

Has answers to the big problems facing Britain

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
Unweighted base	746	334	412	37	132	165	132	132	148	287	152	109	198	194	207	182	102	61	176	146	90	153	210	85
Weighted base	730	353	377	69	125	146	127	117	146	197	206	150	177	192	201	175	102	60	160	140	99	138	183	103
Labour Party leader Gordon Brown																								
True	240	115	125	25	43	40	42	37	54	62	63	51	63	55	66	62	35	22	35	80	39	28	86	40
	33%	33%	33%	37%	35%	27%	33%	31%	37%	32%	31%	34%	36%	28%	33%	36%	35%	37%	22%	57%	39%	21%	47%	39%
Not true	391	198	193	33	57	86	70	67	78	108	117	77	88	117	101	94	55	23	114	47	53	101	76	53
	54%	56%	51%	48%	46%	59%	55%	57%	54%	55%	57%	52%	50%	61%	50%	54%	54%	38%	72%	33%	54%	73%	41%	51%
Don't know	99	40	59	11	24	21	15	14	14	27	26	21	25	20	34	19	11	15	11	13	7	9	21	10
	14%	11%	16%	16%	19%	14%	12%	12%	10%	13%	12%	14%	14%	10%	17%	11%	11%	25%	7%	10%	7%	6%	12%	10%
Conservative Party leader David Cameron																								
True	269	138	131	22	46	45	46	49	61	84	70	56	60	74	74	61	49	10	105	40	33	87	65	39
	37%	39%	35%	32%	37%	31%	36%	42%	42%	42%	34%	37%	34%	39%	37%	35%	49%	17%	66%	28%	33%	63%	35%	38%
Not true	338	170	169	39	58	68	63	51	60	86	109	65	78	88	87	89	41	34	36	88	58	37	94	50
	46%	48%	45%	56%	47%	46%	50%	43%	41%	44%	53%	43%	44%	46%	43%	51%	40%	56%	23%	63%	59%	26%	51%	49%
Don't know	122	45	77	8	21	33	18	18	25	27	28	29	38	30	40	25	11	16	19	13	8	15	24	13
	17%	13%	20%	12%	17%	22%	14%	15%	17%	14%	13%	19%	22%	15%	20%	14%	11%	27%	12%	9%	8%	11%	13%	13%
Liberal Democrat leader Nick Clegg																								
True	118	56	63	12	24	18	29	18	18	35	26	24	33	27	31	29	25	7	22	18	37	18	29	30
	16%	16%	17%	17%	19%	12%	23%	16%	12%	18%	12%	16%	18%	14%	16%	17%	24%	11%	14%	13%	38%	13%	16%	29%
Not true	302	156	146	22	57	65	59	44	55	84	95	57	66	85	77	80	33	26	68	74	35	53	78	34
	41%	44%	39%	32%	46%	44%	47%	38%	38%	43%	46%	38%	37%	44%	38%	46%	33%	43%	43%	53%	35%	38%	42%	33%
Don't know	310	141	169	36	44	64	38	55	73	77	86	68	78	80	92	66	44	28	70	48	27	67	76	39
	42%	40%	45%	51%	35%	44%	30%	47%	50%	39%	42%	45%	44%	42%	46%	38%	43%	47%	44%	34%	27%	48%	42%	38%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 17

Q.5 I'm going to read out some words and phrases that have been used to describe different politicians and I'd like you to say in each case if you think the word or phrase is true or not true of the leaders of the three main political parties?

Understands the problems ordinary people face

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
Unweighted base	746	334	412	37	132	165	132	132	148	287	152	109	198	194	207	182	102	61	176	146	90	153	210	85
Weighted base	730	353	377	69	125	146	127	117	146	197	206	150	177	192	201	175	102	60	160	140	99	138	183	103
<u>Labour Party leader Gordon Brown</u>																								
True	304	137	166	31	53	61	52	42	65	85	102	53	63	69	82	72	44	37	42	108	45	40	102	52
	42%	39%	44%	44%	42%	42%	41%	36%	44%	43%	50%	35%	36%	36%	41%	41%	43%	61%	26%	77%	45%	29%	56%	51%
Not true	364	191	173	29	57	70	62	71	75	98	86	82	98	113	102	87	50	11	110	29	51	89	75	50
	50%	54%	46%	42%	45%	48%	49%	61%	51%	50%	42%	55%	55%	59%	51%	50%	49%	19%	69%	21%	52%	65%	41%	49%
Don't know	62	25	37	9	15	14	13	4	6	13	18	15	16	10	17	16	8	12	7	3	3	9	7	1
	9%	7%	10%	14%	12%	10%	10%	4%	4%	7%	9%	10%	9%	5%	8%	9%	8%	20%	4%	2%	3%	7%	4%	1%
<u>Conservative Party leader David Cameron</u>																								
True	325	163	162	34	56	57	56	52	70	91	101	59	75	85	89	73	58	19	108	48	39	89	72	44
	45%	46%	43%	49%	45%	39%	44%	44%	48%	46%	49%	39%	42%	44%	45%	42%	57%	32%	67%	34%	39%	64%	39%	43%
Not true	334	167	168	32	54	71	57	58	63	90	87	75	82	86	89	89	38	31	43	86	57	39	102	56
	46%	47%	44%	46%	43%	48%	45%	50%	43%	46%	42%	50%	46%	45%	44%	51%	38%	52%	27%	61%	58%	28%	56%	54%
Don't know	71	23	48	4	14	18	14	7	14	16	18	16	20	21	22	13	5	9	10	6	3	10	10	3
	10%	7%	13%	5%	12%	12%	11%	6%	9%	8%	9%	11%	11%	11%	11%	8%	5%	16%	6%	4%	3%	7%	5%	3%
<u>Liberal Democrat leader Nick Clegg</u>																								
True	208	100	109	13	44	44	40	32	35	64	52	42	51	43	55	57	39	14	42	39	52	33	54	53
	29%	28%	29%	19%	35%	30%	32%	27%	24%	32%	25%	28%	29%	22%	27%	33%	38%	23%	26%	28%	53%	24%	30%	52%
Not true	251	132	119	25	44	49	50	39	44	62	69	53	68	81	64	63	23	19	53	59	23	40	72	19
	34%	37%	32%	36%	35%	34%	40%	33%	30%	32%	34%	35%	38%	42%	32%	36%	23%	32%	33%	42%	23%	29%	39%	18%
Don't know	270	121	149	31	37	53	36	46	68	71	85	55	59	68	82	55	39	27	65	42	24	65	57	31
	37%	34%	40%	44%	30%	36%	28%	39%	46%	36%	41%	37%	33%	35%	41%	31%	39%	45%	41%	30%	24%	47%	31%	30%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 18

Q.6 There are some issues on which one or other of the political parties is often regarded as being traditionally stronger than the others. Please say if you think each of the following phrases applies more to Labour, more to the Conservatives, or more to the Liberal Democrats?

The party of the NHS

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 Democ-rat	Con-ser-vative	Labour	Lib-eral Democ-rat
Unweighted base	763	341	422	57	119	167	130	114	176	297	168	113	185	197	191	187	113	75	189	166	63	157	195	69
Weighted base	779	369	410	110	116	150	126	108	169	201	229	168	181	204	197	191	116	71	187	160	82	152	167	87
Applies more to Labour	330 42%	159 43%	170 41%	42 38%	50 43%	59 40%	60 48%	48 44%	69 41%	96 48%	93 40%	64 38%	78 43%	85 42%	75 38%	83 43%	46 40%	41 57%	51 27%	123 77%	29 35%	37 24%	119 72%	32 36%
Applies more to the Conservatives	163 21%	85 23%	77 19%	17 16%	22 19%	27 18%	28 22%	18 17%	51 30%	42 21%	53 23%	38 22%	30 17%	45 22%	43 22%	36 19%	26 22%	13 18%	91 48%	14 9%	10 12%	66 43%	16 10%	10 11%
Applies more to the Liberal Democrats	56 7%	30 8%	26 6%	5 4%	4 4%	17 12%	9 7%	13 12%	8 5%	13 6%	18 8%	12 7%	13 7%	13 6%	19 9%	11 6%	8 7%	6 8%	9 5%	4 3%	19 24%	9 6%	8 5%	22 25%
Does not apply particularly to any of them	163 21%	69 19%	94 23%	24 22%	29 25%	33 22%	22 17%	22 21%	33 20%	38 19%	43 19%	42 25%	40 22%	46 23%	44 22%	40 21%	29 25%	4 6%	25 13%	14 8%	21 26%	34 22%	15 9%	21 24%
Refused	3 *	2 *	2 *	- -	- -	- -	- -	2 1%	2 1%	1 *	3 1%	- -	- -	2 1%	2 1%	- -	- -	- -	- -	2 1%	- -	2 1%	- -	- -
Don't know	64 8%	23 6%	41 10%	21 19%	12 10%	13 9%	7 6%	5 4%	6 4%	12 6%	20 9%	13 8%	20 11%	14 7%	14 7%	21 11%	7 6%	8 11%	12 6%	3 2%	2 3%	4 3%	8 5%	2 3%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 19

Q.6 There are some issues on which one or other of the political parties is often regarded as being traditionally stronger than the others. Please say if you think each of the following phrases applies more to Labour, more to the Conservatives, or more to the Liberal Democrats?

The party of lower taxes

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
Unweighted base	763	341	422	57	119	167	130	114	176	297	168	113	185	197	191	187	113	75	189	166	63	157	195	69
Weighted base	779	369	410	110	116	150	126	108	169	201	229	168	181	204	197	191	116	71	187	160	82	152	167	87
Applies more to Labour	156 20%	54 15%	101 25%	20 18%	26 22%	38 26%	28 22%	15 14%	28 17%	33 17%	46 20%	41 24%	36 20%	39 19%	36 18%	40 21%	22 19%	18 26%	16 8%	65 41%	14 17%	9 6%	59 35%	11 13%
Applies more to the Conservatives	273 35%	162 44%	111 27%	18 17%	37 32%	52 35%	50 40%	50 46%	66 39%	94 47%	77 34%	54 32%	48 27%	78 38%	68 35%	61 32%	42 36%	24 34%	127 68%	34 21%	21 26%	99 65%	49 29%	31 35%
Applies more to the Liberal Democrats	77 10%	40 11%	37 9%	18 16%	4 4%	14 9%	10 8%	12 11%	19 11%	15 8%	30 13%	20 12%	12 7%	16 8%	32 16%	12 7%	9 8%	8 11%	12 7%	19 12%	17 21%	14 9%	15 9%	14 16%
Does not apply particularly to any of them	185 24%	80 22%	106 26%	24 22%	35 30%	32 22%	28 22%	25 23%	41 25%	46 23%	50 22%	39 23%	51 28%	54 26%	46 24%	47 25%	27 24%	10 14%	26 14%	31 19%	24 29%	26 17%	32 19%	25 28%
Refused	2 *	-	2 *	-	-	-	-	2 1%	-	1 *	1 *	-	-	-	2 1%	-	-	-	-	-	-	-	-	-
Don't know	86 11%	33 9%	52 13%	30 27%	14 12%	13 9%	10 8%	5 5%	14 8%	12 6%	25 11%	15 9%	34 19%	16 8%	12 6%	31 16%	15 13%	11 15%	6 3%	11 7%	6 7%	4 3%	12 7%	7 8%

Prepared on behalf of The Times by Populus



Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 20

Q.6 There are some issues on which one or other of the political parties is often regarded as being traditionally stronger than the others. Please say if you think each of the following phrases applies more to Labour, more to the Conservatives, or more to the Liberal Democrats?

The party of sound economic management

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 Democ-rat	Con-ser-vative	Labour	Lib-eral Democ-rat
Unweighted base	763	341	422	57	119	167	130	114	176	297	168	113	185	197	191	187	113	75	189	166	63	157	195	69
Weighted base	779	369	410	110	116	150	126	108	169	201	229	168	181	204	197	191	116	71	187	160	82	152	167	87
Applies more to Labour	244 31%	123 33%	121 29%	25 23%	36 31%	42 28%	48 38%	35 32%	58 35%	69 34%	72 31%	54 32%	49 27%	55 27%	50 25%	72 37%	42 36%	26 36%	30 16%	109 68%	24 29%	13 9%	110 66%	21 24%
Applies more to the Conservatives	196 25%	111 30%	85 21%	19 17%	28 24%	30 20%	34 27%	30 28%	55 32%	55 27%	59 26%	40 24%	41 23%	64 32%	50 25%	35 19%	30 26%	16 23%	116 62%	10 6%	11 13%	99 65%	16 9%	15 17%
Applies more to the Liberal Democrats	46 6%	15 4%	30 7%	14 13%	4 3%	10 7%	7 6%	6 6%	4 3%	9 5%	14 6%	15 9%	8 4%	13 6%	12 6%	11 6%	1 1%	8 11%	2 1%	10 6%	13 15%	2 1%	6 4%	14 16%
Does not apply particularly to any of them	162 21%	66 18%	96 24%	16 14%	29 25%	37 25%	20 16%	22 20%	38 23%	41 20%	45 20%	35 21%	41 23%	42 21%	45 23%	39 20%	26 22%	11 15%	29 15%	16 10%	21 25%	27 18%	17 10%	20 23%
Refused	2 *	-	2 1%	-	-	-	1 1%	2 1%	-	1 *	1 *	-	1 *	-	2 1%	-	-	-	1 *	-	-	1 1%	-	-
Don't know	129 17%	54 15%	75 18%	37 33%	20 17%	30 20%	16 12%	14 13%	13 8%	27 13%	38 16%	23 14%	42 23%	29 14%	38 19%	34 18%	17 15%	11 15%	10 5%	15 9%	14 17%	10 7%	18 11%	18 20%

Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 21

Q.6 There are some issues on which one or other of the political parties is often regarded as being traditionally stronger than the others. Please say if you think each of the following phrases applies more to Labour, more to the Conservatives, or more to the Liberal Democrats?

The party that's tougher on law & order

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 Democ-rat	Con-ser-vative	Labour	Lib-eral Democ-rat
Unweighted base	763	341	422	57	119	167	130	114	176	297	168	113	185	197	191	187	113	75	189	166	63	157	195	69
Weighted base	779	369	410	110	116	150	126	108	169	201	229	168	181	204	197	191	116	71	187	160	82	152	167	87
Applies more to Labour	182 23%	72 19%	110 27%	39 35%	26 22%	37 25%	27 22%	21 19%	32 19%	35 18%	55 24%	44 26%	48 26%	40 19%	41 21%	55 29%	25 21%	22 31%	17 9%	83 52%	14 18%	11 8%	70 42%	14 17%
Applies more to the Conservatives	319 41%	173 47%	146 36%	32 29%	52 44%	66 44%	53 42%	42 39%	74 44%	97 48%	101 44%	61 36%	61 34%	92 45%	84 42%	64 33%	52 45%	27 38%	139 74%	37 23%	25 31%	105 69%	52 31%	33 37%
Applies more to the Liberal Democrats	30 4%	16 4%	13 3%	6 6%	4 4%	3 2%	3 2%	10 9%	3 2%	6 3%	4 2%	13 8%	6 3%	7 3%	12 6%	6 3%	2 2%	3 4%	2 1%	4 2%	16 20%	3 2%	4 2%	15 18%
Does not apply particularly to any of them	189 24%	83 22%	106 26%	18 16%	21 18%	34 23%	34 27%	28 26%	53 31%	48 24%	52 23%	38 22%	51 28%	50 25%	46 23%	49 25%	31 27%	13 18%	24 13%	28 17%	22 26%	28 18%	33 20%	21 24%
Refused	5 1%	2 *	3 1%	- -	- -	- -	- -	3 3%	2 1%	2 1%	3 1%	- -	- -	2 1%	3 1%	- -	- -	- -	* *	2 1%	- -	2 1%	- -	- -
Don't know	55 7%	23 6%	32 8%	16 15%	13 11%	8 6%	8 7%	4 4%	5 3%	13 6%	15 6%	12 7%	15 9%	13 7%	12 6%	18 9%	5 5%	7 9%	4 2%	7 4%	5 6%	3 2%	7 4%	4 5%

Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 22

Q.6 There are some issues on which one or other of the political parties is often regarded as being traditionally stronger than the others. Please say if you think each of the following phrases applies more to Labour, more to the Conservatives, or more to the Liberal Democrats?

The party of fairness

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
Unweighted base	763	341	422	57	119	167	130	114	176	297	168	113	185	197	191	187	113	75	189	166	63	157	195	69
Weighted base	779	369	410	110	116	150	126	108	169	201	229	168	181	204	197	191	116	71	187	160	82	152	167	87
Applies more to Labour	205 26%	99 27%	106 26%	37 34%	27 23%	32 21%	39 31%	28 26%	41 24%	52 26%	59 26%	47 28%	47 26%	45 22%	44 22%	58 30%	36 31%	22 31%	20 11%	102 64%	15 18%	7 5%	100 60%	13 14%
Applies more to the Conservatives	130 17%	72 19%	58 14%	4 4%	15 13%	27 18%	22 17%	19 18%	43 26%	29 14%	42 18%	30 18%	28 16%	35 17%	37 19%	31 16%	18 16%	9 12%	91 48%	5 3%	3 4%	74 49%	10 6%	3 3%
Applies more to the Liberal Democrats	156 20%	85 23%	71 17%	22 20%	26 23%	35 23%	24 19%	26 24%	23 14%	53 26%	53 23%	29 17%	21 12%	42 21%	41 21%	31 16%	24 21%	17 23%	25 13%	24 15%	49 60%	19 12%	23 14%	47 54%
Does not apply particularly to any of them	202 26%	81 22%	121 30%	28 25%	36 31%	36 24%	30 24%	24 23%	47 28%	50 25%	47 21%	49 29%	55 30%	68 34%	56 29%	41 22%	24 21%	12 16%	39 21%	22 14%	12 15%	41 27%	24 15%	18 21%
Refused	3 *	-	3 1%	-	-	-	-	2 1%	1 1%	1 *	2 1%	-	-	-	2 1%	-	-	1 2%	-	-	-	-	-	-
Don't know	85 11%	33 9%	51 13%	19 17%	12 10%	20 14%	12 9%	9 8%	13 7%	17 8%	25 11%	13 8%	30 17%	13 7%	16 8%	31 16%	13 11%	11 15%	13 7%	7 4%	3 3%	10 7%	9 5%	7 8%

Times Poll

CATI Fieldwork : January 4th-6th 2008

Absolutes/col percents

Table 23

Q.6 There are some issues on which one or other of the political parties is often regarded as being traditionally stronger than the others. Please say if you think each of the following phrases applies more to Labour, more to the Conservatives, or more to the Liberal Democrats?

The party that's more committed to state education

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
Unweighted base	763	341	422	57	119	167	130	114	176	297	168	113	185	197	191	187	113	75	189	166	63	157	195	69
Weighted base	779	369	410	110	116	150	126	108	169	201	229	168	181	204	197	191	116	71	187	160	82	152	167	87
Applies more to Labour	362 46%	169 46%	193 47%	42 38%	66 56%	66 44%	60 48%	47 43%	81 48%	111 55%	120 53%	61 36%	70 38%	101 49%	70 35%	95 49%	64 55%	34 47%	69 37%	125 78%	26 32%	49 33%	119 71%	34 39%
Applies more to the Conservatives	156 20%	74 20%	81 20%	19 17%	18 16%	24 16%	29 23%	19 18%	46 27%	31 16%	41 18%	43 25%	41 23%	46 22%	47 24%	33 17%	21 18%	10 14%	81 43%	15 9%	8 9%	67 44%	15 9%	7 8%
Applies more to the Liberal Democrats	70 9%	38 10%	32 8%	20 18%	7 6%	17 11%	10 8%	12 11%	5 3%	15 7%	18 8%	24 14%	12 7%	12 6%	27 14%	18 10%	5 5%	8 11%	10 6%	7 4%	29 36%	7 4%	7 4%	30 34%
Does not apply particularly to any of them	132 17%	61 17%	70 17%	17 15%	20 17%	29 19%	20 16%	20 18%	27 16%	34 17%	34 15%	29 17%	35 20%	41 20%	36 18%	27 14%	20 17%	8 11%	23 12%	10 6%	14 17%	26 17%	17 10%	14 17%
Refused	3 *	1 *	2 *	- -	- -	- -	- -	3 3%	- -	1 *	2 1%	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	57 7%	25 7%	31 8%	13 12%	5 4%	13 9%	8 6%	8 7%	9 6%	9 5%	14 6%	11 7%	23 12%	5 2%	15 8%	19 10%	6 5%	12 17%	4 2%	4 2%	4 5%	3 2%	9 5%	2 3%

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

Absolutes/col percents

Table 24
Classification
Base: All respondents

		<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base		1509	1509
Weighted base		1509	1509
<u>Gender</u>			
Male		675 45%	724 48%
Female		834 55%	785 52%
<u>Age</u>			
18-24	(21)	94 6%	179 12%
25-34	(29.5)	251 17%	239 16%
35-44	(39.5)	332 22%	299 20%
45-54	(49.5)	262 17%	254 17%
55-64	(59.5)	246 16%	224 15%
65+	(70)	324 21%	314 21%
Average age		48.23	46.71

Prepared on behalf of The Times by Populus



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

Absolutes/col percents

Table 24
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1509	1509
<u>Social Class</u>		
AB	584 39%	392 26%
C1	320 21%	438 29%
C2	222 15%	317 21%
DE	383 25%	362 24%
<u>Region</u>		
North	505 33%	506 33%
Midlands	476 32%	474 31%
South	528 35%	530 35%

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

Absolutes/col percents

Table 24
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1509	1509
<u>Working status</u>		
Full-time	660 44%	679 45%
Part-time	207 14%	181 12%
Not working but seeking work or temporarily unemployed/sick	74 5%	78 5%
Not working/not seeking work	106 7%	111 7%
Retired	400 27%	384 25%
Student	35 2%	55 4%
Refused	27 2%	20 1%

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

Absolutes/col percents

Table 24
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1509	1509
<u>Tenure</u>		
Own outright	520 34%	493 33%
Own with a mortgage	588 39%	583 39%
Council	134 9%	194 13%
Housing Assoc.	60 4%	50 3%
Rented from someone else	149 10%	137 9%
Rent free	13 1%	15 1%
Refused	45 3%	36 2%

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

Absolutes/col percents

Table 24
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1509	1509
<u>Foreign Holiday in last 3 years</u>		
Yes	983 65%	905 60%
No	526 35%	604 40%
<u>Number of cars</u>		
None	274 18%	314 21%
1	681 45%	628 42%
2	435 29%	433 29%
3+	119 8%	134 9%

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

Absolutes/col percents

Table 24
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1509	1509
<u>Internet Access</u>		
At all	1127 75%	1116 74%
At home (net)	1016 67%	997 66%
At work (net)	529 35%	508 34%
At home	553 37%	559 37%
At work	66 4%	69 5%
Both at home and at work	463 31%	439 29%
Somewhere else	45 3%	49 3%
Not at all	377 25%	388 26%
Refused	5 *	5 *

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

Absolutes/col percents

Table 24
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1509	1509
<u>What is the highest educational level that you have achieved to date?</u>		
Secondary/ high school/ NVQ 1-3	806 53%	866 57%
University degree or equivalent professional qualification/ NVQ4	433 29%	399 26%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	131 9%	104 7%
None of these	98 6%	103 7%
Refused	41 3%	37 2%

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

Absolutes/col percents

Table 24
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1509	1509
<u>Marital Status</u>		
Single	272 18%	321 21%
Married/ co-habiting	918 61%	885 59%
Widowed/ separated/ divorced	290 19%	278 18%
Refused	29 2%	24 2%
<u>Children</u>		
None aged 18 or under	973 64%	962 64%
NET: Yes	519 34%	530 35%
NET: Yes any aged 15 or under	452 30%	453 30%
- Aged under 5	169 11%	176 12%
- Aged 5-10	220 15%	212 14%
- Aged 11-15	224 15%	228 15%
- Aged 16-18	149 10%	168 11%
Refused	19 1%	18 1%

Prepared on behalf of The Times by Populus



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

Absolutes/col percents

Table 24
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1509	1509
<u>Grocery shopping status</u>		
Yes - do half or more	1190 79%	1153 76%
No - do less than half	300 20%	340 23%
Refused	19 1%	16 1%

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

Absolutes/col percents

Table 25

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1509	1509
Weighted base	1509	1509
Conservative	310 21%	290 19%
Labour	405 27%	350 23%
Liberal Democrat	154 10%	190 13%
Other	66 4%	70 5%
Did not vote	421 28%	465 31%
Refused	92 6%	81 5%
Don't know	61 4%	64 4%