

FIRST TIME VOTERS POLL
Fieldwork dates : 6th - 10th April 2010:

Table 4

Q3. What would you say is the most important issue facing Britain today?

Base : All

	GENDER		SOCIAL GRADE				WORKING STATUS		REGION											
	Male	Female	AB	C1	C2	DE	Working	Not working	Scotland	North East	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East	London	South East	South West	
Unweighted Base	1000	511	489	360	325	189	126	499	501	89	45	116	87	73	92	54	93	124	140	87
Weighted Base	1000	512	488	359	326	189	126	500	500	86	47	121	98	77	92	52	87	124	131	84
Economy	229	129	99	96	75	38	21	99	130	15	9	22	18	16	21	15	19	37	37	19
	23%	25%	20%	27%	23%	20%	17%	20%	26%	18%	20%	18%	18%	21%	23%	30%	22%	30%	28%	23%
Employment/unemployment/ jobs (lack of)	112	63	49	37	29	27	19	62	50	11	6	10	17	11	13	6	9	10	10	9
	11%	12%	10%	10%	9%	14%	15%	12%	10%	12%	13%	9%	17%	14%	14%	11%	11%	8%	8%	10%
Recession	99	43	56	33	43	13	10	50	49	10	5	19	8	6	15	6	7	9	11	4
	10%	8%	12%	9%	13%	7%	8%	10%	10%	11%	11%	16%	8%	8%	16%	11%	8%	7%	9%	5%
Immigration/immigrants/ foreigners	62	34	28	19	21	18	4	35	27	3	3	4	3	8	5	1	8	10	8	7
	6%	7%	6%	5%	6%	9%	3%	7%	5%	3%	7%	3%	3%	11%	5%	2%	10%	8%	6%	8%
Tax/taxation/taxes	46	26	20	16	13	11	6	32	14	4	2	4	6	4	2	2	3	6	11	2
	5%	5%	4%	4%	4%	6%	5%	6%	3%	4%	4%	3%	6%	5%	2%	4%	3%	5%	9%	2%
NHS/healthcare	40	16	24	16	14	6	4	14	26	3	2	4	3	2	2	2	8	4	4	6
	4%	3%	5%	4%	4%	3%	3%	3%	5%	3%	4%	3%	3%	3%	2%	4%	9%	3%	3%	7%
Financial crisis/ difficulties	36	17	19	15	9	6	6	19	17	3	1	6	3	2	2	2	3	3	7	4
	4%	3%	4%	4%	3%	3%	5%	4%	3%	3%	2%	5%	3%	3%	2%	4%	3%	2%	5%	5%
Crime	32	18	14	11	6	10	5	15	17	3	1	5	3	3	2	3	2	8	2	-
	3%	4%	3%	3%	2%	5%	4%	3%	3%	3%	2%	4%	3%	4%	2%	6%	2%	6%	1%	-
Education	32	11	21	14	15	1	2	12	20	1	1	3	3	2	2	-	7	8	1	4
	3%	2%	4%	4%	5%	1%	2%	2%	4%	1%	2%	3%	3%	3%	2%	-	8%	6%	1%	5%
Money/money problems	28	10	18	9	7	5	7	14	14	6	2	3	2	2	3	1	3	-	4	2
	3%	2%	4%	3%	2%	3%	5%	3%	3%	7%	4%	3%	2%	3%	3%	2%	3%	-	3%	2%
Debt	25	17	8	8	10	4	3	14	11	1	-	3	2	3	2	1	1	5	4	3
	3%	3%	2%	2%	3%	2%	2%	3%	2%	1%	-	3%	2%	4%	2%	2%	1%	4%	3%	3%
War/terrorism	22	7	15	11	3	5	3	14	8	4	2	6	1	-	2	2	-	-	3	2
	2%	1%	3%	3%	1%	3%	2%	3%	2%	4%	4%	5%	1%	-	2%	4%	-	-	2%	2%
Environment/climate	14	9	5	4	9	1	-	2	12	2	-	2	2	1	-	-	1	1	3	2
	1%	2%	1%	1%	3%	1%	-	*	2%	2%	-	2%	2%	1%	-	-	1%	1%	2%	2%
Credit crunch	12	6	6	2	4	4	2	10	2	1	-	3	-	-	1	1	2	1	-	3
	1%	1%	1%	1%	1%	2%	2%	2%	*	1%	-	3%	-	-	1%	2%	2%	1%	-	3%
People claiming benefits	11	3	7	4	2	2	2	5	5	-	-	5	3	-	-	-	-	1	1	-
	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	-	4%	3%	-	-	-	-	1%	1%	-
Student finance/loans/ fees	10	5	5	5	2	1	2	2	8	-	-	2	-	-	2	-	1	-	1	4
	1%	1%	1%	1%	1%	*	2%	*	2%	-	-	2%	-	-	2%	-	1%	-	1%	5%
Rising fuel prices	8	6	2	1	3	3	1	4	4	1	-	-	1	2	1	1	1	-	-	1
	1%	1%	*	*	1%	2%	1%	1%	1%	1%	-	-	1%	3%	1%	2%	1%	-	-	1%
The poverty gap	5	2	3	1	3	-	1	2	3	1	-	-	1	1	-	-	-	2	-	-
	1%	*	1%	*	1%	-	1%	*	1%	1%	-	-	1%	1%	-	-	-	2%	-	-
The armed forces/army	5	5	-	1	1	2	1	3	2	-	1	-	1	-	-	-	-	-	-	-
	*	1%	-	*	*	1%	1%	1%	*	-	2%	-	1%	-	-	-	-	-	-	-



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Table 6

Q4. Which party leader do you think has the best ideas for growing Britain's economy?

Base : All

	GENDER		SOCIAL GRADE				WORKING STATUS		REGION											
	Male	Female	AB	C1	C2	DE	Working	Not working	Scotland	North East	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East	London	South East	South West	
Unweighted Base	1000	511	489	360	325	189	126	499	501	89	45	116	87	73	92	54	93	124	140	87
Weighted Base	1000	512	488	359	326	189	126	500	500	86	47	121	98	77	92	52	87	124	131	84
Gordon Brown	215	127	88	81	79	32	23	99	116	22	13	35	18	16	25	13	14	30	21	9
	22%	25%	18%	23%	24%	17%	18%	20%	23%	26%	27%	29%	18%	21%	27%	24%	16%	24%	16%	10%
David Cameron	313	168	146	113	106	70	24	156	158	20	13	41	28	25	23	17	34	40	41	31
	31%	33%	30%	32%	32%	37%	19%	31%	31%	24%	27%	34%	29%	33%	25%	33%	39%	32%	31%	37%
Nick Clegg	75	39	37	34	24	11	7	29	46	2	2	5	7	4	13	4	7	9	13	10
	8%	8%	8%	9%	7%	6%	5%	6%	9%	2%	4%	4%	7%	5%	14%	7%	8%	7%	10%	11%
They are all the same	1	1	-	-	-	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	1%	-	*	-	1%	-	-	-	-	-	-	-	-	-	-
The Green Party	3	2	1	2	1	-	-	1	2	1	-	-	-	-	-	-	-	-	-	2
	*	*	*	1%	*	-	-	*	*	1%	-	-	-	-	-	-	-	-	-	2%
Other	3	2	1	-	1	-	2	2	1	2	-	-	-	-	-	-	-	1	-	-
	*	*	*	-	*	-	2%	*	*	2%	-	-	-	-	-	-	-	1%	-	-
None	51	25	26	20	13	8	10	32	19	2	5	5	5	1	7	2	4	7	8	6
	5%	5%	5%	6%	4%	4%	8%	6%	4%	2%	11%	4%	5%	1%	8%	4%	4%	6%	6%	7%
Don't know	338	149	189	109	102	67	60	179	159	36	15	34	41	31	24	16	29	37	49	27
	34%	29%	39%	30%	31%	35%	48%	36%	32%	42%	31%	28%	41%	40%	26%	31%	33%	30%	37%	32%



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Table 7

Q5. Over the last twelve months, has your trust in politicians increased, decreased or stayed the same?

Base : All

	GENDER		SOCIAL GRADE				WORKING STATUS		REGION											
	Male	Female	AB	C1	C2	DE	Working	Not working	Scotland	North East	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East	London	South East	South West	
Unweighted Base	1000	511	489	360	325	189	126	499	501	89	45	116	87	73	92	54	93	124	140	87
Weighted Base	1000	512	488	359	326	189	126	500	500	86	47	121	98	77	92	52	87	124	131	84
Increased	41	21	20	12	16	9	4	22	19	1	5	2	5	2	4	3	5	6	4	5
	4%	4%	4%	3%	5%	5%	3%	4%	4%	1%	11%	2%	5%	3%	4%	6%	5%	5%	3%	6%
Decreased	397	204	192	156	114	79	47	198	199	31	19	53	32	34	32	20	38	52	49	38
	40%	40%	39%	44%	35%	42%	37%	40%	40%	36%	40%	44%	32%	44%	35%	39%	43%	42%	37%	45%
Stayed the same	562	286	276	191	196	101	75	281	282	54	23	66	62	41	56	29	45	66	79	41
	56%	56%	57%	53%	60%	53%	59%	56%	56%	63%	49%	54%	63%	53%	61%	56%	52%	53%	60%	49%



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Table 8

Q6. Why would you say your trust in politicians has decreased over the past year?

Base : All whose trust has decreased

	GENDER		SOCIAL GRADE				WORKING STATUS		REGION											
	Male	Female	AB	C1	C2	DE	Working	Not working	Scotland	North East	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East	London	South East	South West	
Unweighted Base	397	204	193	156	114	80	47	197	200	32	18	51	28	32	32	21	40	52	52	39
Weighted Base	397	204	192	156	114	79	47	198	199	31	19	53	32	34	32	20	38	52	49	38
Expenses scandal	207	123	85	80	65	45	18	97	110	16	6	33	14	17	13	15	20	29	23	23
	52%	60%	44%	51%	57%	56%	38%	49%	55%	50%	33%	63%	43%	50%	41%	71%	53%	56%	46%	62%
Bad publicity/image in the media	54	23	31	20	23	7	4	23	31	4	6	9	2	2	5	2	3	10	6	5
	14%	11%	16%	13%	21%	9%	8%	12%	16%	13%	33%	18%	7%	6%	16%	10%	7%	19%	12%	13%
No trust/confidence in present government/dishonest/tell lies	44	23	21	12	15	13	4	24	20	-	4	5	2	2	3	4	3	6	9	5
	11%	11%	11%	8%	13%	16%	8%	12%	10%	-	22%	10%	7%	6%	9%	19%	7%	12%	19%	13%
Financial/economic climate/recession	37	16	21	15	11	5	6	19	18	3	5	7	7	4	5	-	1	2	2	1
	9%	8%	11%	9%	10%	6%	13%	9%	9%	9%	28%	14%	21%	13%	16%	-	2%	4%	4%	3%
Everything seems to be getting worse/dealt with poorly	35	18	17	10	14	7	4	20	15	3	2	1	2	2	6	1	5	5	4	4
	9%	9%	9%	6%	12%	9%	9%	10%	7%	9%	11%	2%	7%	6%	19%	5%	12%	10%	8%	10%
Politicians not fulfilling what they say	33	14	19	17	10	3	3	18	15	2	-	5	3	2	4	2	3	5	6	1
	8%	7%	10%	11%	9%	4%	7%	9%	8%	6%	-	10%	11%	6%	13%	10%	7%	10%	12%	3%
MP's working against each other as opposed to together	11	6	5	6	2	1	2	2	9	1	-	3	-	2	-	-	1	2	2	-
	3%	3%	3%	4%	2%	1%	4%	1%	5%	3%	-	6%	-	6%	-	-	2%	4%	4%	-
State of country	10	5	5	3	3	2	2	6	4	-	-	1	-	2	1	-	1	1	2	2
	2%	2%	3%	2%	3%	2%	4%	3%	2%	-	-	2%	-	6%	3%	-	3%	2%	4%	5%
Bad impression of MP/ think only of themselves	9	5	4	3	2	2	2	6	3	1	-	-	-	2	1	-	1	2	1	1
	2%	2%	2%	2%	2%	2%	4%	3%	1%	3%	-	-	-	6%	3%	-	2%	4%	2%	3%
No jobs	6	1	5	1	2	1	2	3	3	1	-	-	1	2	-	-	2	-	-	-
	2%	*	3%	1%	2%	1%	4%	2%	2%	3%	-	-	4%	6%	-	-	5%	-	-	-
Taxation applied to the wrong things	6	3	3	2	2	1	1	4	2	1	1	1	-	1	-	-	1	-	1	-
	2%	1%	2%	1%	2%	1%	2%	2%	1%	3%	6%	2%	-	3%	-	-	2%	-	2%	-
War (in Iraq etc)	5	-	5	1	1	1	2	3	2	1	-	1	-	-	-	-	-	1	1	1
	1%	-	3%	1%	1%	1%	4%	2%	1%	3%	-	2%	-	-	-	-	-	2%	2%	3%
Public not made fully aware of what is going on	4	2	2	3	1	-	-	1	3	-	1	-	-	-	-	-	-	1	2	-
	1%	1%	1%	2%	1%	-	-	*	1%	-	6%	-	-	-	-	-	-	2%	4%	-
Lack of understanding between public and MP's	3	2	1	2	-	-	1	1	2	-	-	-	-	-	1	-	-	1	-	1
	1%	1%	1%	1%	-	-	2%	1%	1%	-	-	-	-	-	3%	-	-	2%	-	3%
Crime rate	1	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-
	*	1%	-	1%	-	-	-	1%	-	-	-	2%	-	-	-	-	-	-	-	-
Other	41	18	23	17	6	10	8	26	15	2	1	6	7	5	1	2	5	2	8	3
	10%	9%	12%	11%	5%	13%	17%	13%	8%	6%	6%	12%	21%	16%	3%	10%	12%	4%	15%	8%
Don't know/no answer	11	6	5	6	1	3	1	5	6	-	1	-	-	-	-	2	1	2	1	1
	3%	3%	2%	4%	1%	4%	2%	2%	3%	-	6%	-	-	-	-	-	-	-	-	-



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Table 9

Q7. Compared to a year ago, would you say you are more or less interested in the policies of smaller parties like UKIP, the Green Party or the BNP, or has there been no change?

Base : All

	GENDER		SOCIAL GRADE				WORKING STATUS		REGION											
	Male	Female	AB	C1	C2	DE	Working	Not working	Scotland	North East	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East	London	South East	South West	
Unweighted Base	1000	511	489	360	325	189	126	499	501	89	45	116	87	73	92	54	93	124	140	87
Weighted Base	1000	512	488	359	326	189	126	500	500	86	47	121	98	77	92	52	87	124	131	84
More interested	222	118	103	74	65	64	19	108	113	16	6	30	16	30	14	10	34	25	25	16
	22%	23%	21%	21%	20%	34%	15%	22%	23%	18%	13%	25%	16%	38%	15%	19%	39%	20%	19%	20%
Less interested	81	52	29	34	28	7	12	38	43	9	4	8	8	7	6	7	4	11	10	7
	8%	10%	6%	9%	9%	4%	9%	8%	9%	10%	9%	7%	8%	10%	7%	13%	4%	9%	8%	8%
No change	697	342	355	252	232	118	95	354	344	62	36	82	75	40	72	36	50	88	96	61
	70%	67%	73%	70%	71%	63%	76%	71%	69%	72%	78%	68%	76%	52%	78%	69%	57%	71%	73%	72%



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Table 10

Q8. Which party's policies have you become more interested in?

Base : All who are more interested in smaller parties

	GENDER		SOCIAL GRADE				WORKING STATUS		REGION											
	Male	Female	AB	C1	C2	DE	Working	Not working	Scotland	North East	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East	London	South East	South West	
Unweighted Base	222	118	104	74	65	64	19	109	113	16	6	29	14	28	14	10	36	25	27	17
Weighted Base	222	118	103	74	65	64	19	108	113	16	6	30	16	30	14	10	34	25	25	16
Green Party	105	51	54	42	36	24	4	46	59	11	2	11	7	13	9	5	19	12	8	9
	48%	43%	53%	57%	55%	37%	21%	43%	52%	69%	33%	38%	43%	43%	64%	50%	56%	48%	33%	53%
BNP	55	32	22	16	10	19	10	30	25	3	1	7	7	11	4	2	6	7	5	3
	25%	27%	22%	22%	16%	29%	52%	28%	22%	19%	17%	24%	43%	36%	29%	20%	17%	28%	19%	18%
UKIP	45	26	19	9	14	19	3	23	22	2	1	7	2	5	1	3	4	6	9	4
	20%	22%	18%	12%	22%	29%	17%	21%	19%	13%	17%	24%	14%	18%	7%	30%	11%	24%	37%	24%
Other	14	8	6	7	3	3	1	8	6	-	2	4	-	1	-	-	5	-	2	-
	6%	7%	6%	9%	5%	5%	5%	7%	5%	-	33%	14%	-	4%	-	-	14%	-	7%	-
Don't know/no answer	99	58	41	25	24	37	13	53	47	5	2	15	9	16	5	5	9	13	14	7
	45%	49%	40%	34%	37%	58%	69%	49%	41%	31%	33%	48%	57%	54%	36%	50%	28%	52%	56%	41%



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