

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 1

**Q.1 How likely would you be to vote if there were a general election tomorrow?****Base: All respondents**

	Sex			Age						Social Class				Region					
	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	
Unweighted base	1009	440	569	83	203	250	182	151	140	271	241	184	313	266	270	253	150	70	
Weighted base	1009	484	525	111	171	202	171	151	202	252	293	212	253	269	263	248	141	89	
Absolutely certain to vote	(10)	463 46%	228 47%	236 45%	33 30%	61 35%	88 44%	84 49%	76 50%	121 60%	137 54%	133 45%	88 41%	106 42%	125 47%	99 38%	106 43%	78 55%	55 62%
	(9)	43 4%	22 4%	22 4%	4 3%	3 2%	13 6%	8 5%	9 6%	6 3%	9 4%	15 5%	8 4%	11 4%	12 5%	13 5%	13 5%	3 2%	1 2%
	(8)	85 8%	37 8%	48 9%	3 3%	19 11%	17 8%	21 12%	9 6%	16 8%	21 8%	24 8%	19 9%	22 9%	27 10%	20 8%	19 8%	12 9%	8 9%
	(7)	61 6%	36 7%	25 5%	13 12%	14 8%	14 7%	9 5%	7 4%	4 2%	14 5%	17 6%	14 7%	17 7%	10 4%	26 10%	13 5%	6 4%	5 6%
	(6)	34 3%	13 3%	21 4%	3 3%	9 5%	5 3%	7 4%	5 3%	4 2%	10 4%	7 2%	7 4%	10 4%	10 4%	6 3%	5 3%	4 4%	
	(5)	105 10%	45 9%	61 12%	18 16%	24 14%	23 11%	15 9%	12 8%	13 7%	23 9%	31 10%	26 12%	26 10%	25 9%	30 11%	32 13%	12 9%	6 7%
	(4)	22 2%	8 2%	14 3%	6 6%	4 2%	4 2%	5 3%	3 2%	- -	4 1%	5 2%	7 3%	6 3%	8 3%	4 2%	6 3%	3 2%	1 1%
	(3)	31 3%	17 4%	13 3%	5 5%	10 6%	4 2%	1 1%	3 2%	7 4%	3 1%	14 5%	9 4%	5 2%	9 3%	8 3%	8 3%	6 4%	- -
	(2)	20 2%	10 2%	10 2%	3 3%	2 1%	5 3%	3 2%	2 1%	5 2%	4 1%	4 1%	5 3%	7 3%	2 1%	7 3%	8 3%	3 2%	- -
Certain not to vote	(1)	123 12%	58 12%	65 12%	19 17%	25 14%	27 13%	16 9%	21 14%	15 7%	26 10%	40 14%	25 12%	32 13%	34 13%	41 15%	29 12%	12 8%	8 8%
Refused		2 *	1 *	1 *	- -	- -	* *	1 1%	- -	1 *	- -	1 *	1 *	1 *	1 *	* *	- -	- -	1 1%
Don't know		18 2%	9 2%	9 2%	2 2%	2 1%	1 1%	- -	3 2%	10 5%	1 *	4 1%	2 1%	11 4%	6 2%	5 2%	7 3%	1 1%	- -
Mean		7.29	7.36	7.23	6.07	6.68	7.19	7.70	7.43	8.16	7.78	7.19	7.03	7.13	7.35	6.81	7.12	7.75	8.28
Standard deviation		3.25	3.25	3.25	3.36	3.25	3.29	3.00	3.36	2.98	3.07	3.34	3.25	3.29	3.26	3.36	3.28	3.08	2.78
Standard error		0.10	0.16	0.14	0.37	0.23	0.21	0.22	0.28	0.26	0.19	0.22	0.24	0.19	0.20	0.21	0.21	0.25	0.33

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 2

**Q.2 Which party would you vote for if there were a general election tomorrow?****Base: All respondents saying 5-10 likely to vote**

	Sex			Age						Social Class				Region				
	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
Unweighted base	776	339	437	52	152	195	150	115	112	230	179	143	224	206	197	190	123	60
Weighted base	792	381	411	75	130	160	145	118	165	214	225	163	190	209	198	190	116	79
Conservative	231 29%	110 29%	121 29%	24 33%	39 30%	36 23%	37 26%	36 31%	58 35%	77 36%	68 30%	37 23%	49 26%	73 35%	55 28%	52 28%	37 32%	14 17%
Labour	228 29%	106 28%	123 30%	27 36%	35 27%	44 28%	42 29%	30 25%	51 31%	46 21%	52 23%	65 40%	66 35%	58 28%	47 24%	74 39%	29 25%	20 26%
Lib Dem	86 11%	39 10%	47 11%	5 6%	18 14%	25 16%	16 11%	10 9%	12 7%	23 11%	35 16%	11 7%	17 9%	27 13%	19 10%	18 9%	17 15%	4 5%
Green	29 4%	14 4%	15 4%	4 5%	9 7%	7 4%	2 2%	3 2%	3 2%	13 6%	11 5%	3 2%	2 1%	12 6%	11 5%	5 2%	1 1%	1 1%
BNP	15 2%	14 4%	1 *	2 2%	1 1%	3 2%	3 2%	- -	6 3%	6 3%	2 1%	2 1%	4 2%	2 1%	9 4%	3 1%	1 1%	- -
SNP	14 2%	7 2%	7 2%	- -	2 2%	5 3%	5 4%	2 1%	- -	4 2%	2 1%	3 2%	5 3%	- -	- -	- -	- -	14 17%
UKIP	9 1%	5 1%	4 1%	- -	- -	* *	* *	5 4%	3 2%	- -	1 1%	2 1%	6 3%	2 1%	4 2%	- -	2 2%	* 1%
Plaid Cymru	5 1%	3 1%	2 *	- -	- -	2 1%	3 2%	- -	- -	1 1%	2 1%	1 1%	1 *	- -	1 *	- -	4 4%	- -
Other	17 2%	9 2%	8 2%	4 5%	2 2%	6 4%	3 2%	- -	2 1%	8 4%	3 1%	3 2%	3 2%	2 1%	5 3%	2 1%	3 3%	5 6%
Refused	62 8%	33 9%	28 7%	- -	8 6%	11 7%	16 11%	14 12%	13 8%	18 9%	19 8%	14 8%	11 6%	13 6%	25 12%	7 4%	8 7%	9 11%
Don't know	97 12%	42 11%	55 13%	9 12%	16 12%	20 12%	17 12%	18 16%	16 10%	19 9%	30 13%	23 14%	24 13%	20 9%	23 11%	30 16%	12 10%	13 16%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 3

**Q.2 Voting Intention - Weighted to Turnout values (Q1)****Base: All respondents expressing a voting intention and saying 5-10 likely to vote**

	Sex		Age						Social Class				Region					
	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
Unweighted base	537	235	301	36	105	134	104	76	83	162	124	97	155	152	129	129	88	39
Weighted base	551	265	286	53	87	112	98	77	125	154	153	109	134	155	128	131	85	52
Conservative	203 37%	97 37%	106 37%	21 39%	32 36%	33 29%	32 33%	32 41%	54 44%	69 45%	60 39%	32 29%	43 32%	65 42%	47 37%	46 35%	33 39%	12 24%
Labour	195 35%	89 34%	106 37%	21 41%	27 32%	36 32%	36 37%	27 35%	47 38%	39 25%	45 29%	55 50%	56 42%	51 33%	40 31%	62 47%	25 30%	17 34%
Lib Dem	76 14%	34 13%	42 15%	3 6%	16 18%	22 20%	15 15%	9 11%	11 9%	21 14%	30 20%	9 9%	15 11%	25 16%	16 13%	15 12%	16 18%	4 8%
Green	23 4%	11 4%	12 4%	3 5%	8 9%	6 5%	2 2%	3 4%	2 2%	10 6%	9 6%	3 2%	2 1%	9 6%	9 7%	4 3%	1 1%	1 1%
BNP	14 3%	13 5%	1 *	2 3%	1 1%	3 3%	3 3%	- -	5 4%	5 4%	2 2%	2 2%	4 3%	2 2%	8 7%	2 1%	1 2%	- -
SNP	13 2%	6 2%	6 2%	- -	1 1%	5 4%	5 5%	2 2%	- -	4 2%	1 1%	3 3%	5 4%	- -	- -	- -	- -	13 24%
UKIP	9 2%	4 2%	4 1%	- -	- -	* *	* *	5 7%	3 2%	- -	1 1%	2 1%	6 4%	2 1%	4 3%	- -	2 3%	* 1%
Plaid Cymru	3 1%	2 1%	1 *	- -	- -	2 2%	2 2%	- -	- -	1 1%	1 1%	1 1%	* *	- -	1 *	- -	3 3%	- -
Other	14 3%	7 3%	7 2%	3 6%	2 2%	5 4%	3 3%	- -	2 2%	6 4%	2 1%	3 3%	3 2%	1 1%	3 3%	2 1%	3 4%	4 8%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 4

**Q.2 Voting Intention****Base: All respondents expressing a voting intention and saying 5-10 likely to vote**

	Sex		Age						Social Class				Region					
	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
Unweighted base	624	273	351	45	128	157	119	85	90	187	143	113	181	174	153	152	101	44
Weighted base	634	306	328	65	106	130	112	86	136	177	177	126	154	176	151	154	96	58
Conservative	231 36%	110 36%	121 37%	24 37%	39 37%	36 28%	37 33%	36 42%	58 43%	77 43%	68 39%	37 30%	49 32%	73 41%	55 37%	52 34%	37 38%	14 24%
Labour	228 36%	106 35%	123 37%	27 41%	35 33%	44 34%	42 37%	30 35%	51 38%	46 26%	52 29%	65 51%	66 43%	58 33%	47 31%	74 48%	29 31%	20 35%
Lib Dem	86 14%	39 13%	47 14%	5 7%	18 17%	25 19%	16 14%	10 12%	12 9%	23 13%	35 20%	11 8%	17 11%	27 16%	19 13%	18 12%	17 18%	4 7%
Green	29 5%	14 5%	15 5%	4 6%	9 9%	7 5%	2 2%	3 3%	3 2%	13 7%	11 6%	3 2%	2 1%	12 7%	11 7%	5 3%	1 1%	1 1%
BNP	15 2%	14 5%	1 *	2 3%	1 1%	3 3%	3 3%	- -	6 4%	6 3%	2 1%	2 2%	4 3%	2 1%	9 6%	3 2%	1 1%	- -
SNP	14 2%	7 2%	7 2%	- -	2 2%	5 4%	5 5%	2 2%	- -	4 2%	2 1%	3 2%	5 3%	- -	- -	- -	- -	14 24%
UKIP	9 1%	5 1%	4 1%	- -	- -	* *	* *	5 6%	3 2%	- -	1 1%	2 1%	6 4%	2 1%	4 3%	- -	2 3%	* 1%
Plaid Cymru	5 1%	3 1%	2 1%	- -	- -	2 2%	3 3%	- -	- -	1 1%	2 1%	1 1%	1 1%	- -	1 *	- -	4 4%	- -
Other	17 3%	9 3%	8 3%	4 6%	2 2%	6 4%	3 3%	- -	2 1%	8 4%	3 2%	3 3%	3 2%	2 1%	5 3%	2 2%	3 3%	5 8%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 5  
**Q.2 Voting Intention**  
**Base: All respondents expressing a voting intention and saying 10/10 likely to vote**

	Sex			Age						Social Class				Region				
	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
Unweighted base	348	157	191	20	57	84	66	57	64	107	82	63	96	99	77	83	59	30
Weighted base	370	176	194	32	48	72	63	56	99	106	101	73	90	106	76	85	63	41
Conservative	143 39%	69 39%	74 38%	15 46%	16 35%	26 35%	21 33%	23 41%	42 43%	52 49%	42 42%	19 27%	30 34%	47 45%	26 35%	34 40%	25 41%	10 25%
Labour	125 34%	56 32%	70 36%	11 35%	14 30%	20 27%	21 34%	19 35%	39 40%	24 22%	31 31%	35 47%	36 40%	35 33%	27 36%	36 42%	16 26%	12 29%
Lib Dem	50 14%	20 11%	31 16%	1 4%	12 26%	15 20%	10 16%	4 7%	9 9%	16 15%	16 16%	8 11%	11 12%	16 16%	8 11%	10 12%	12 19%	4 10%
BNP	12 3%	11 6%	1 *	1 5%	1 2%	2 3%	3 5%	- -	4 4%	5 5%	2 2%	2 3%	2 2%	2 2%	7 9%	1 1%	1 2%	- -
SNP	10 3%	6 3%	5 3%	- -	- -	4 5%	5 8%	2 3%	- -	4 3%	- -	3 4%	4 5%	- -	- -	- -	- -	10 26%
Green	10 3%	3 2%	7 3%	1 4%	2 5%	2 3%	- -	3 5%	1 1%	2 2%	6 5%	1 2%	1 1%	2 2%	4 5%	3 3%	1 1%	1 2%
UKIP	7 2%	4 2%	3 1%	- -	- -	- -	* *	5 9%	1 1%	- -	1 1%	2 2%	4 4%	2 2%	2 3%	- -	2 4%	- -
Plaid Cymru	1 *	1 1%	* *	- -	- -	1 2%	- -	- -	- -	- -	* *	1 1%	- -	- -	- -	- -	1 2%	- -
Other	10 3%	6 3%	4 2%	2 7%	1 2%	3 4%	2 4%	- -	2 2%	4 4%	1 1%	2 3%	2 3%	1 1%	1 2%	1 2%	3 5%	3 8%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 6

**Q.3 If it were a legal requirement for you to vote, which party do you think you would probably vote for?**

**Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q2**

	Sex			Age						Social Class				Region				
	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
Unweighted base	385	167	218	38	75	93	63	66	50	84	98	71	132	92	117	101	49	26
Weighted base	375	178	197	46	65	72	60	66	67	75	116	86	98	93	112	94	45	31
Labour	71 19%	31 17%	40 20%	15 33%	12 18%	13 18%	10 17%	10 15%	11 17%	13 18%	18 16%	17 19%	23 23%	16 17%	18 16%	21 22%	8 18%	8 27%
Conservative	43 12%	25 14%	18 9%	4 9%	6 9%	9 13%	5 9%	16 24%	3 5%	13 17%	10 9%	11 12%	10 10%	12 13%	10 9%	14 15%	6 13%	1 2%
Lib Dem	34 9%	16 9%	18 9%	6 13%	4 6%	6 9%	4 6%	4 7%	10 15%	4 5%	13 11%	8 10%	9 9%	11 12%	11 10%	5 6%	6 14%	1 4%
Green	24 6%	11 6%	14 7%	2 5%	6 10%	5 7%	3 5%	4 6%	3 5%	3 4%	10 9%	3 4%	8 8%	5 5%	9 8%	9 9%	1 2%	1 3%
UKIP	6 2%	2 1%	4 2%	- -	- -	1 2%	- -	2 4%	2 3%	- -	3 3%	3 3%	- -	2 2%	1 1%	- -	3 6%	- -
SNP	3 1%	2 1%	1 1%	- -	1 2%	* 1%	1 2%	- -	- -	3 4%	- -	* 1%	- -	* *	- -	- -	- -	3 9%
BNP	3 1%	2 1%	1 *	1 3%	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	2 2%	- -	2 1%	1 1%	- -	- -
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	18 5%	9 5%	9 4%	1 3%	8 12%	4 5%	2 3%	1 2%	2 4%	3 4%	5 4%	7 8%	3 3%	8 9%	4 3%	3 3%	1 3%	2 6%
Refused	51 14%	29 16%	22 11%	- -	7 11%	8 12%	17 29%	7 11%	11 17%	15 20%	17 14%	10 12%	10 10%	12 13%	18 16%	11 11%	5 11%	6 18%
Don't know	121 32%	51 29%	69 35%	15 34%	21 33%	24 33%	17 28%	20 31%	23 35%	21 28%	40 34%	26 31%	34 34%	27 29%	39 35%	30 32%	15 33%	10 32%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 7

**Q.2/3 Voting Intention (including Squeeze)****Base: All respondents expressing a voting intention and saying 5-10 likely to vote**

	Sex		Age						Social Class				Region					
	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
Unweighted base	668	292	376	46	135	166	129	97	95	201	148	124	195	184	163	163	109	49
Weighted base	679	331	349	67	113	135	122	100	144	191	185	140	164	186	162	163	103	66
Labour	249 37%	117 35%	132 38%	27 40%	37 33%	47 35%	46 37%	35 35%	57 39%	50 26%	56 30%	69 50%	73 45%	59 32%	52 32%	79 49%	33 32%	25 38%
Conservative	242 36%	117 35%	124 36%	24 37%	39 35%	37 28%	40 33%	43 42%	58 41%	80 42%	68 37%	44 31%	50 30%	76 41%	58 36%	57 35%	37 36%	14 21%
Lib Dem	94 14%	43 13%	51 15%	5 7%	20 18%	26 20%	17 14%	11 11%	15 11%	25 13%	38 21%	13 9%	18 11%	33 18%	20 12%	18 11%	19 19%	4 6%
Green	31 5%	14 4%	17 5%	4 6%	9 8%	7 5%	3 3%	5 5%	3 2%	13 7%	13 7%	3 2%	3 2%	12 6%	13 8%	5 3%	1 1%	1 1%
SNP	17 2%	8 2%	8 2%	- -	3 3%	5 4%	7 5%	2 2%	- -	6 3%	2 1%	3 2%	5 3%	- -	- -	- -	- -	17 25%
BNP	15 2%	14 4%	1 *	2 3%	1 1%	3 3%	3 3%	- -	6 4%	6 3%	2 1%	2 2%	4 3%	2 1%	9 5%	3 2%	1 1%	- -
UKIP	9 1%	5 1%	4 1%	- -	- -	* *	* *	5 5%	3 2%	- -	1 1%	2 1%	6 4%	2 1%	4 3%	- -	2 2%	* 1%
Plaid Cymru	5 1%	3 1%	2 1%	- -	- -	2 2%	3 2%	- -	- -	1 1%	2 1%	1 1%	1 1%	- -	1 *	- -	4 4%	- -
Other	18 3%	10 3%	8 2%	5 8%	2 2%	6 4%	3 3%	- -	2 1%	9 5%	3 2%	3 2%	3 2%	2 1%	5 3%	2 2%	4 4%	5 7%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 8  
**Q.4 Which of these do you think would make the better Prime Minister?**  
**Base: All respondents**

	Sex			Age						Social Class				Region				
	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
Unweighted base	1009	440	569	83	203	250	182	151	140	271	241	184	313	266	270	253	150	70
Weighted base	1009	484	525	111	171	202	171	151	202	252	293	212	253	269	263	248	141	89
Gordon Brown	392 39%	191 40%	201 38%	38 34%	66 39%	78 39%	68 40%	59 39%	82 41%	89 35%	106 36%	94 44%	103 41%	91 34%	97 37%	103 41%	42 30%	59 67%
David Cameron	368 36%	178 37%	190 36%	51 46%	62 36%	62 31%	61 36%	62 41%	69 34%	112 44%	106 36%	67 32%	83 33%	111 41%	91 35%	91 37%	60 42%	16 18%
Neither	161 16%	80 17%	81 15%	7 7%	22 13%	46 23%	29 17%	19 12%	39 19%	34 13%	54 19%	28 13%	45 18%	42 16%	50 19%	34 14%	27 19%	8 9%
Refused	14 1%	8 2%	6 1%	- -	2 1%	3 2%	4 2%	3 2%	2 1%	5 2%	2 1%	4 2%	3 1%	3 1%	6 2%	2 1%	1 1%	2 2%
Don't know	74 7%	27 5%	47 9%	15 14%	19 11%	12 6%	9 5%	9 6%	10 5%	12 5%	24 8%	19 9%	18 7%	23 9%	18 7%	18 7%	11 8%	3 4%



## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 8

**Q.4 Which of these do you think would make the better Prime Minister?****Base: All respondents**

	Q.2/3 Voting Intention (including Squeeze)									
	Total	Labour	Conservative	Lib Dem	Green	BNP	SNP	UKIP	Plaid Cymru	Other
Unweighted base	1009	317	254	130	58	16	15	12	6	30
Weighted base	1009	300	274	120	53	18	17	15	5	35
Gordon Brown	392 39%	217 72%	48 18%	45 37%	16 30%	2 13%	7 43%	2 11%	-	13 37%
David Cameron	368 36%	46 15%	197 72%	37 31%	21 40%	6 33%	8 46%	5 32%	4 78%	9 27%
Neither	161 16%	25 8%	20 7%	29 24%	15 28%	9 51%	2 11%	8 56%	1 22%	10 28%
Refused	14 1%	-	2 1%	1 1%	-	-	-	-	-	-
Don't know	74 7%	12 4%	8 3%	8 6%	1 2%	1 4%	-	-	-	3 9%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 9

**Q.5 Please tell me if you think these descriptions apply to David Cameron or Gordon Brown?**

**Principled**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	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
Unweighted base	1009	440	569	83	203	250	182	151	140	271	241	184	313	266	270	253	150	70
Weighted base	1009	484	525	111	171	202	171	151	202	252	293	212	253	269	263	248	141	89
David Cameron	526 52%	257 53%	269 51%	63 57%	87 51%	102 51%	91 53%	90 60%	93 46%	146 58%	141 48%	118 56%	121 48%	146 54%	126 48%	133 54%	85 60%	36 41%
Gordon Brown	584 58%	276 57%	308 59%	64 57%	101 59%	123 61%	106 62%	82 54%	108 54%	157 62%	160 55%	134 63%	134 53%	148 55%	132 50%	158 64%	79 56%	67 76%
Neither	123 12%	57 12%	66 13%	13 11%	15 9%	27 14%	22 13%	15 10%	30 15%	29 11%	42 14%	19 9%	32 13%	37 14%	43 16%	22 9%	13 9%	7 8%
Refused	3 *	1 *	3 *	- -	- -	- -	2 1%	- -	1 1%	1 *	- -	1 *	1 1%	1 1%	2 1%	- -	- -	- -
Don't know	66 7%	28 6%	38 7%	8 7%	17 10%	15 8%	7 4%	9 6%	9 5%	12 5%	24 8%	11 5%	20 8%	15 5%	21 8%	14 6%	13 9%	3 3%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 9

**Q.5 Please tell me if you think these descriptions apply to David Cameron or Gordon Brown?**

**Principled**

**Base: All respondents**

	Total	Q.2/3 Voting Intention (including Squeeze)								
		Labour	Conservative	Lib Dem	Green	BNP	SNP	UKIP	Plaid Cymru	Other
Unweighted base	1009	317	254	130	58	16	15	12	6	30
Weighted base	1009	300	274	120	53	18	17	15	5	35
David Cameron	526 52%	111 37%	212 77%	66 55%	25 48%	8 44%	8 45%	7 50%	5 92%	19 56%
Gordon Brown	584 58%	240 80%	129 47%	70 58%	28 52%	6 33%	8 45%	2 11%	5 92%	22 62%
Neither	123 12%	19 6%	19 7%	20 17%	11 20%	5 29%	4 21%	6 41%	* 8%	7 19%
Refused	3 *	-	-	-	-	-	-	-	-	-
Don't know	66 7%	13 4%	8 3%	2 2%	2 4%	1 6%	1 3%	1 9%	-	2 7%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 10

**Q.5 Please tell me if you think these descriptions apply to David Cameron or Gordon Brown?**

**Likeable**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	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
Unweighted base	1009	440	569	83	203	250	182	151	140	271	241	184	313	266	270	253	150	70
Weighted base	1009	484	525	111	171	202	171	151	202	252	293	212	253	269	263	248	141	89
David Cameron	672 67%	342 71%	330 63%	81 73%	116 67%	127 63%	117 68%	104 69%	128 63%	187 74%	192 66%	143 67%	150 59%	192 71%	170 65%	148 60%	108 77%	54 61%
Gordon Brown	420 42%	180 37%	240 46%	49 44%	74 43%	80 40%	75 44%	63 42%	78 39%	97 38%	123 42%	94 44%	107 42%	98 36%	108 41%	113 45%	51 36%	50 57%
Neither	120 12%	57 12%	64 12%	8 7%	17 10%	36 18%	21 12%	16 10%	24 12%	27 11%	41 14%	19 9%	33 13%	30 11%	35 13%	35 14%	10 7%	11 12%
Refused	5 *	1 *	4 1%	- -	- -	- -	2 1%	- -	3 1%	1 *	- -	1 *	3 1%	1 1%	2 1%	- -	1 1%	- -
Don't know	37 4%	13 3%	23 4%	8 8%	9 5%	8 4%	3 1%	4 3%	4 2%	5 2%	13 5%	7 3%	11 4%	11 4%	9 3%	13 5%	3 2%	2 2%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 10

**Q.5 Please tell me if you think these descriptions apply to David Cameron or Gordon Brown?**

**Likeable**

**Base: All respondents**

	Total	Q.2/3 Voting Intention (including Squeeze)								
		Labour	Conservative	Lib Dem	Green	BNP	SNP	UKIP	Plaid Cymru	Other
Unweighted base	1009	317	254	130	58	16	15	12	6	30
Weighted base	1009	300	274	120	53	18	17	15	5	35
David Cameron	672 67%	170 57%	239 87%	89 74%	33 61%	10 55%	10 61%	10 70%	5 100%	19 55%
Gordon Brown	420 42%	199 66%	70 26%	39 33%	26 48%	2 10%	5 31%	2 13%	* 8%	15 43%
Neither	120 12%	17 6%	13 5%	17 14%	8 15%	7 41%	3 17%	4 28%	-	10 29%
Refused	5 *	-	1 1%	-	-	-	-	-	-	-
Don't know	37 4%	8 3%	4 2%	* *	2 5%	-	-	-	-	1 3%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 11

**Q.5 Please tell me if you think these descriptions apply to David Cameron or Gordon Brown?**

**Grumpy**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	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
Unweighted base	1009	440	569	83	203	250	182	151	140	271	241	184	313	266	270	253	150	70
Weighted base	1009	484	525	111	171	202	171	151	202	252	293	212	253	269	263	248	141	89
David Cameron	182 18%	78 16%	104 20%	28 25%	28 16%	35 17%	34 20%	23 15%	35 17%	46 18%	37 13%	47 22%	52 21%	53 20%	46 17%	47 19%	16 11%	21 24%
Gordon Brown	666 66%	334 69%	332 63%	68 61%	120 70%	138 68%	109 63%	105 69%	127 63%	179 71%	195 67%	134 63%	158 63%	176 65%	173 66%	161 65%	94 67%	62 70%
Neither	201 20%	93 19%	108 20%	21 19%	25 15%	41 20%	39 23%	27 18%	47 23%	44 18%	64 22%	42 20%	50 20%	41 15%	53 20%	54 22%	36 26%	16 19%
Refused	4 *	1 *	3 1%	- -	- -	1 *	2 1%	- -	1 1%	1 *	- -	1 *	2 1%	2 1%	2 1%	- -	- -	- -
Don't know	66 7%	24 5%	43 8%	9 8%	12 7%	12 6%	8 5%	12 8%	13 7%	12 5%	19 6%	15 7%	21 8%	21 8%	15 6%	18 7%	7 5%	5 6%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 11

**Q.5 Please tell me if you think these descriptions apply to David Cameron or Gordon Brown?**

**Grumpy**

**Base: All respondents**

	Total	Q.2/3 Voting Intention (including Squeeze)								
		Labour	Conservative	Lib Dem	Green	BNP	SNP	UKIP	Plaid Cymru	Other
Unweighted base	1009	317	254	130	58	16	15	12	6	30
Weighted base	1009	300	274	120	53	18	17	15	5	35
David Cameron	182 18%	69 23%	32 12%	18 15%	9 18%	4 22%	2 14%	2 11%	* 8%	12 33%
Gordon Brown	666 66%	177 59%	211 77%	82 68%	41 76%	14 75%	13 74%	13 88%	5 100%	18 52%
Neither	201 20%	75 25%	44 16%	22 18%	5 9%	3 17%	2 11%	2 12%	-	7 19%
Refused	4 *	-	1 *	-	-	-	-	-	-	-
Don't know	66 7%	18 6%	6 2%	5 4%	3 6%	1 4%	1 6%	-	-	6 18%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 12

**Q.5 Please tell me if you think these descriptions apply to David Cameron or Gordon Brown?**

**Understands ordinary people**

**Base: All respondents**

	Sex			Age						Social Class				Region				
	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
Unweighted base	1009	440	569	83	203	250	182	151	140	271	241	184	313	266	270	253	150	70
Weighted base	1009	484	525	111	171	202	171	151	202	252	293	212	253	269	263	248	141	89
David Cameron	516 51%	254 53%	262 50%	70 63%	85 49%	104 51%	86 50%	70 46%	102 50%	136 54%	137 47%	123 58%	120 48%	142 53%	132 50%	129 52%	78 56%	34 39%
Gordon Brown	495 49%	233 48%	262 50%	55 49%	88 51%	99 49%	81 47%	71 47%	101 50%	125 50%	136 46%	110 52%	124 49%	143 53%	114 43%	122 49%	62 44%	54 61%
Neither	183 18%	93 19%	90 17%	9 8%	30 18%	40 20%	35 21%	31 20%	37 18%	45 18%	65 22%	28 13%	45 18%	44 16%	53 20%	39 16%	27 19%	20 23%
Refused	3 *	1 *	3 *	- -	- -	- -	2 1%	- -	1 1%	1 *	- -	1 *	1 1%	1 1%	2 1%	- -	- -	- -
Don't know	57 6%	14 3%	44 8%	11 10%	13 7%	16 8%	5 3%	8 6%	4 2%	14 5%	18 6%	10 5%	16 7%	12 4%	17 6%	15 6%	11 8%	3 3%



## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 12

**Q.5 Please tell me if you think these descriptions apply to David Cameron or Gordon Brown?**

**Understands ordinary people**

**Base: All respondents**

	Total	Q.2/3 Voting Intention (including Squeeze)								
		Labour	Conservative	Lib Dem	Green	BNP	SNP	UKIP	Plaid Cymru	Other
Unweighted base	1009	317	254	130	58	16	15	12	6	30
Weighted base	1009	300	274	120	53	18	17	15	5	35
David Cameron	516 51%	135 45%	209 76%	58 48%	14 27%	7 36%	7 43%	3 24%	4 71%	19 54%
Gordon Brown	495 49%	210 70%	113 41%	55 46%	26 49%	3 17%	10 61%	3 24%	2 38%	16 45%
Neither	183 18%	26 9%	34 13%	22 19%	19 35%	8 43%	1 7%	11 76%	1 29%	8 23%
Refused	3 *	-	-	-	-	-	-	-	-	-
Don't know	57 6%	10 3%	5 2%	6 5%	2 4%	1 4%	1 6%	-	-	4 11%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex			Age						Social Class				Region					
	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	
Unweighted base	1009	440	569	83	203	250	182	151	140	271	241	184	313	266	270	253	150	70	
Weighted base	1009	484	525	111	171	202	171	151	202	252	293	212	253	269	263	248	141	89	
<b>Sex</b>																			
Male	484 48%	484 100%	- -	52 47%	75 44%	100 50%	87 51%	76 50%	94 46%	134 53%	137 47%	112 53%	100 40%	140 52%	120 46%	113 45%	62 44%	49 55%	
Female	525 52%	- -	525 100%	59 53%	96 56%	102 50%	84 49%	76 50%	109 54%	118 47%	155 53%	99 47%	153 60%	129 48%	143 54%	136 55%	78 56%	40 45%	
<b>Age</b>																			
18-24	(21) 11%	111 11%	52 11%	59 11%	111 100%	- -	- -	- -	- -	- -	26 10%	37 13%	29 14%	19 7%	37 14%	21 8%	33 13%	18 13%	2 3%
25-34	(29.5) 17%	171 17%	75 16%	96 18%	- -	171 100%	- -	- -	- -	- -	47 19%	58 20%	44 21%	22 9%	50 19%	52 20%	26 10%	25 18%	19 21%
35-44	(39.5) 20%	202 20%	100 21%	102 19%	- -	- -	202 100%	- -	- -	- -	61 24%	62 21%	42 20%	36 14%	54 20%	51 19%	55 22%	24 17%	18 20%
45-54	(49.5) 17%	171 17%	87 18%	84 16%	- -	- -	- -	171 100%	- -	- -	52 21%	43 15%	45 21%	32 12%	37 14%	44 17%	41 16%	29 21%	21 24%
55-64	(59.5) 15%	151 15%	76 16%	76 14%	- -	- -	- -	- -	151 100%	- -	32 13%	40 14%	31 15%	49 20%	31 11%	51 19%	36 15%	19 14%	15 16%
65+	(70) 20%	202 20%	94 19%	109 21%	- -	- -	- -	- -	- -	202 100%	35 14%	51 18%	21 10%	95 38%	60 22%	45 17%	58 23%	25 18%	14 16%
Average age		46.58	46.76	46.41	21.00	29.50	39.50	49.50	59.50	70.00	44.54	44.67	42.90	53.90	45.63	46.80	47.63	45.64	47.34

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Midlands	North Eng-land	Wales & South West	Scot-land
Weighted base	1009	484	525	111	171	202	171	151	202	252	293	212	253	269	263	248	141	89
<b><u>Social Class</u></b>																		
AB	252	134	118	26	47	61	52	32	35	252	-	-	-	77	60	51	33	31
	25%	28%	22%	23%	27%	30%	30%	21%	17%	100%	-	-	-	29%	23%	21%	24%	34%
C1	293	137	155	37	58	62	43	40	51	-	293	-	-	82	79	69	42	21
	29%	28%	30%	34%	34%	31%	25%	26%	25%	-	100%	-	-	30%	30%	28%	30%	23%
C2	212	112	99	29	44	42	45	31	21	-	-	212	-	58	54	52	30	16
	21%	23%	19%	26%	26%	21%	26%	20%	10%	-	-	100%	-	22%	21%	21%	22%	18%
DE	253	100	153	19	22	36	32	49	95	-	-	-	253	52	70	75	35	21
	25%	21%	29%	17%	13%	18%	18%	33%	47%	-	-	-	100%	19%	26%	30%	25%	24%
<b><u>Region</u></b>																		
North	337	162	175	35	45	73	62	51	72	81	90	69	97	-	-	248	-	89
	33%	33%	33%	32%	26%	36%	36%	33%	35%	32%	31%	32%	38%	-	-	100%	-	100%
Midlands	314	147	167	29	60	60	58	56	51	71	95	69	79	-	263	-	51	-
	31%	30%	32%	27%	35%	30%	34%	37%	25%	28%	32%	33%	31%	-	100%	-	37%	-
South	358	175	183	46	67	69	51	45	79	100	108	74	76	269	-	-	89	-
	35%	36%	35%	42%	39%	34%	30%	30%	39%	40%	37%	35%	30%	100%	-	-	63%	-

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	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
Weighted base	1009	484	525	111	171	202	171	151	202	252	293	212	253	269	263	248	141	89
<b><u>Working status</u></b>																		
Full-time	448 44%	269 56%	179 34%	45 40%	107 62%	130 65%	111 64%	47 31%	8 4%	143 57%	147 50%	110 52%	48 19%	113 42%	131 50%	96 39%	63 45%	44 50%
Part-time	113 11%	24 5%	89 17%	14 13%	19 11%	29 14%	26 15%	19 13%	6 3%	25 10%	41 14%	32 15%	15 6%	36 13%	19 7%	26 11%	20 14%	12 14%
Not working but seeking work or temporarily unemployed/sick	57 6%	23 5%	34 7%	17 16%	12 7%	13 7%	13 7%	1 1%	- -	10 4%	11 4%	14 7%	22 9%	16 6%	8 3%	21 8%	11 8%	1 1%
Not working/not seeking work	89 9%	16 3%	74 14%	7 6%	23 13%	22 11%	13 7%	20 13%	4 2%	22 9%	16 6%	17 8%	34 13%	23 9%	26 10%	19 8%	12 8%	9 10%
Retired	247 25%	120 25%	127 24%	- -	- -	1 1%	7 4%	60 40%	179 89%	40 16%	56 19%	25 12%	127 50%	59 22%	67 26%	71 29%	32 23%	18 21%
Student	40 4%	24 5%	16 3%	26 23%	9 5%	4 2%	- -	1 1%	- -	9 4%	18 6%	8 4%	5 2%	18 7%	7 3%	10 4%	1 1%	4 4%
Refused	14 1%	10 2%	5 1%	1 1%	1 1%	1 1%	2 1%	2 1%	5 3%	3 1%	3 1%	6 3%	2 1%	5 2%	4 2%	4 2%	1 1%	- -

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	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
Weighted base	1009	484	525	111	171	202	171	151	202	252	293	212	253	269	263	248	141	89
<b><u>Tenure</u></b>																		
Own outright	323 32%	149 31%	174 33%	22 20%	18 11%	24 12%	48 28%	81 53%	130 64%	83 33%	89 30%	49 23%	102 40%	69 26%	92 35%	95 38%	45 32%	22 25%
Own with a mortgage	413 41%	210 43%	204 39%	42 38%	96 56%	123 61%	89 52%	38 25%	25 12%	133 53%	132 45%	99 47%	49 19%	111 41%	113 43%	93 37%	56 40%	40 45%
Council	131 13%	56 12%	75 14%	21 19%	18 11%	26 13%	16 10%	20 13%	29 14%	10 4%	23 8%	30 14%	68 27%	39 14%	25 10%	35 14%	17 12%	15 17%
Housing Assoc.	38 4%	14 3%	24 5%	7 6%	6 3%	8 4%	6 3%	4 3%	8 4%	4 2%	11 4%	10 4%	14 5%	14 5%	9 3%	6 3%	4 3%	5 5%
Rented from someone else	72 7%	37 8%	35 7%	13 12%	29 17%	17 8%	6 4%	4 3%	3 1%	13 5%	30 10%	17 8%	12 5%	25 9%	15 6%	13 5%	15 11%	4 5%
Rent free	10 1%	5 1%	5 1%	3 3%	2 1%	1 1%	2 1%	1 1%	1 *	3 1%	3 1%	2 1%	2 1%	3 1%	2 1%	2 1%	1 1%	2 2%
Refused	21 2%	12 2%	9 2%	2 2%	2 1%	2 1%	4 2%	3 2%	7 4%	6 2%	4 1%	6 3%	5 2%	8 3%	7 2%	4 2%	2 1%	1 1%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	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
Weighted base	1009	484	525	111	171	202	171	151	202	252	293	212	253	269	263	248	141	89
<b><u>Foreign Holiday in last 3 years</u></b>																		
Yes	626	308	318	68	111	134	111	96	106	191	207	112	115	175	159	159	76	56
	62%	64%	61%	61%	65%	67%	65%	63%	52%	76%	71%	53%	46%	65%	61%	64%	54%	63%
No	383	177	207	43	60	68	61	55	96	61	85	100	137	94	104	89	64	33
	38%	36%	39%	39%	35%	33%	35%	37%	48%	24%	29%	47%	54%	35%	39%	36%	46%	37%
<b><u>Number of cars</u></b>																		
None	204	78	126	22	35	26	29	25	67	19	41	35	108	64	44	61	17	17
	20%	16%	24%	20%	20%	13%	17%	17%	33%	8%	14%	17%	43%	24%	17%	25%	12%	20%
1	439	211	228	37	81	94	64	66	97	92	136	104	106	112	118	109	58	41
	44%	44%	43%	33%	47%	47%	37%	44%	48%	37%	47%	49%	42%	42%	45%	44%	42%	46%
2	285	154	131	27	46	68	60	52	32	107	85	56	36	72	80	59	50	23
	28%	32%	25%	25%	27%	34%	35%	34%	16%	43%	29%	27%	14%	27%	31%	24%	36%	26%
3+	82	42	40	24	10	13	19	8	7	33	30	16	2	20	21	18	15	7
	8%	9%	8%	22%	6%	7%	11%	6%	3%	13%	10%	8%	1%	8%	8%	7%	11%	8%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	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
Weighted base	1009	484	525	111	171	202	171	151	202	252	293	212	253	269	263	248	141	89
<b><u>Internet Access</u></b>																		
At all	643 64%	330 68%	313 60%	86 77%	140 81%	155 77%	128 74%	80 53%	55 27%	214 85%	220 75%	116 55%	93 37%	185 69%	167 64%	139 56%	91 65%	61 68%
At home (net)	559 55%	295 61%	264 50%	79 71%	111 65%	142 71%	108 63%	70 47%	48 24%	185 74%	190 65%	101 47%	83 33%	162 60%	145 55%	122 49%	79 56%	51 58%
At work (net)	302 30%	176 36%	126 24%	34 30%	69 40%	82 41%	74 43%	30 20%	13 6%	128 51%	112 38%	47 22%	15 6%	87 33%	90 34%	58 23%	36 26%	30 34%
At home	317 31%	146 30%	170 32%	50 45%	58 34%	70 35%	52 30%	47 31%	39 19%	81 32%	100 34%	66 31%	69 27%	93 35%	69 26%	78 31%	51 36%	26 29%
At work	60 6%	27 6%	32 6%	5 5%	15 9%	10 5%	18 11%	6 4%	4 2%	23 9%	22 8%	12 6%	2 1%	19 7%	15 6%	14 6%	8 6%	5 5%
Both at home and at work	242 24%	149 31%	93 18%	29 26%	53 31%	72 36%	56 33%	24 16%	9 4%	104 41%	90 31%	35 16%	14 5%	69 26%	76 29%	44 18%	29 20%	25 29%
Somewhere else	25 2%	8 2%	17 3%	2 1%	13 7%	3 1%	2 1%	3 2%	3 1%	6 2%	8 3%	3 1%	9 3%	5 2%	8 3%	3 1%	4 3%	5 5%
Not at all	363 36%	152 31%	212 40%	25 23%	32 19%	46 23%	44 26%	71 47%	145 72%	37 15%	72 25%	95 45%	159 63%	83 31%	95 36%	108 44%	49 35%	28 32%
Refused	3 *	3 1%	- -	- -	- -	- -	- -	1 1%	2 1%	1 *	1 *	1 *	- -	1 *	1 *	1 *	1 *	- -

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	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
Weighted base	1009	484	525	111	171	202	171	151	202	252	293	212	253	269	263	248	141	89
<b>What is the highest educational level that you have achieved to date?</b>																		
Secondary/ high school/ NVQ 1-3	545 54%	241 50%	304 58%	74 67%	79 46%	94 47%	90 53%	93 61%	116 57%	89 35%	135 46%	142 67%	179 71%	122 45%	158 60%	142 57%	79 56%	45 51%
University degree or equivalent professional qualification/ NVQ4	295 29%	163 34%	132 25%	31 28%	72 42%	73 36%	54 32%	32 21%	33 16%	113 45%	111 38%	42 20%	29 11%	90 34%	64 24%	60 24%	47 34%	34 38%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	74 7%	40 8%	34 7%	3 3%	14 8%	22 11%	10 6%	13 8%	12 6%	39 15%	20 7%	7 4%	8 3%	36 13%	14 5%	13 5%	6 4%	6 6%
None of these	79 8%	32 7%	47 9%	1 1%	4 2%	10 5%	14 8%	12 8%	37 18%	8 3%	22 8%	15 7%	33 13%	15 6%	23 9%	29 12%	7 5%	4 5%
Refused	15 1%	8 2%	7 1%	2 2%	2 1%	2 1%	3 1%	1 1%	5 2%	3 1%	4 1%	5 2%	3 1%	6 2%	4 2%	4 2%	1 1%	- -



## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	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
Weighted base	1009	484	525	111	171	202	171	151	202	252	293	212	253	269	263	248	141	89
<b><u>Marital Status</u></b>																		
Single	239 24%	138 29%	101 19%	79 71%	58 34%	42 21%	27 16%	13 9%	20 10%	42 17%	83 28%	57 27%	57 23%	70 26%	63 24%	61 25%	27 19%	18 20%
Married/ co-habiting	563 56%	262 54%	302 57%	30 27%	105 61%	143 71%	112 66%	88 58%	86 42%	181 72%	149 51%	127 60%	107 42%	150 56%	144 55%	124 50%	92 66%	52 59%
Widowed/ separated/ divorced	185 18%	70 14%	115 22%	- -	8 5%	15 8%	28 16%	46 31%	87 43%	25 10%	52 18%	22 10%	86 34%	43 16%	49 19%	56 23%	18 13%	18 21%
Refused	22 2%	15 3%	7 1%	2 2%	1 1%	1 1%	4 2%	4 3%	9 4%	5 2%	8 3%	7 3%	2 1%	6 2%	7 3%	7 3%	3 2%	- -
<b><u>Children</u></b>																		
None aged 18 or under	663 66%	331 68%	332 63%	91 82%	83 48%	54 27%	101 59%	141 93%	192 95%	156 62%	197 67%	125 59%	185 73%	180 67%	173 66%	168 68%	88 63%	53 60%
NET: Yes	326 32%	140 29%	186 35%	18 16%	87 51%	146 73%	64 38%	8 5%	2 1%	92 37%	92 31%	79 37%	63 25%	83 31%	83 31%	75 30%	51 36%	35 40%
NET: Yes any aged 15 or under	301 30%	127 26%	174 33%	18 16%	87 51%	139 69%	51 30%	6 4%	- -	87 35%	81 28%	75 35%	58 23%	80 30%	77 29%	69 28%	42 30%	32 36%
- Aged under 5	123 12%	52 11%	71 13%	13 12%	57 33%	41 20%	10 6%	1 1%	- -	37 15%	32 11%	32 15%	22 9%	38 14%	28 11%	23 9%	17 12%	17 19%
- Aged 5-10	142 14%	54 11%	89 17%	2 2%	39 23%	81 40%	18 11%	3 2%	- -	36 14%	42 14%	38 18%	27 11%	35 13%	39 15%	33 13%	20 14%	15 17%
- Aged 11-15	145 14%	65 13%	81 15%	5 4%	20 12%	81 40%	35 20%	5 3%	- -	39 15%	44 15%	32 15%	31 12%	36 13%	38 14%	38 15%	21 15%	12 14%
- Aged 16-18	76 8%	34 7%	42 8%	3 3%	3 2%	34 17%	27 16%	6 4%	2 1%	16 6%	25 9%	18 9%	17 7%	18 7%	21 8%	18 7%	12 9%	7 7%
Refused	21 2%	14 3%	7 1%	2 2%	2 1%	1 1%	6 3%	2 1%	8 4%	4 2%	4 1%	8 4%	5 2%	6 2%	7 3%	5 2%	2 1%	- -

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Sex		Age						Social Class				Region					
	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
Weighted base	1009	484	525	111	171	202	171	151	202	252	293	212	253	269	263	248	141	89
<b><u>Grocery shopping status</u></b>																		
I am the main grocery shopper in the household	705 70%	259 53%	446 85%	52 47%	120 70%	146 72%	124 72%	105 70%	157 78%	164 65%	201 69%	144 68%	196 77%	181 67%	180 69%	182 73%	99 70%	62 70%
I regularly do the main grocery shop	736 73%	286 59%	451 86%	60 54%	125 73%	150 74%	128 75%	108 71%	166 82%	177 70%	213 73%	151 71%	196 78%	185 69%	192 73%	187 75%	103 73%	70 78%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	775 77%	350 72%	424 81%	76 69%	137 80%	158 78%	135 79%	114 75%	155 77%	198 78%	229 78%	151 71%	197 78%	201 75%	207 79%	189 76%	110 78%	68 76%
I do not do grocery shopping	110 11%	83 17%	27 5%	22 20%	15 9%	20 10%	19 11%	20 13%	15 7%	27 11%	29 10%	27 13%	27 11%	33 12%	30 11%	28 11%	12 8%	8 9%
Refused	14 1%	10 2%	4 1%	2 2%	1 1%	1 1%	2 1%	4 2%	4 2%	4 2%	3 1%	5 2%	2 1%	4 2%	6 2%	4 1%	1 1%	- -

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Total	Q.2/3 Voting Intention (including Squeeze)								
		Labour	Conservative	Lib Dem	Green	BNP	SNP	UKIP	Plaid Cymru	Other
Unweighted base	1009	317	254	130	58	16	15	12	6	30
Weighted base	1009	300	274	120	53	18	17	15	5	35
<b>Sex</b>										
Male	484 48%	137 46%	135 49%	55 46%	25 46%	16 89%	9 51%	6 44%	3 64%	18 51%
Female	525 52%	163 54%	139 51%	65 54%	29 54%	2 11%	8 49%	8 56%	2 36%	17 49%
<b>Age</b>										
18-24	(21) 111 11%	42 14%	28 10%	11 9%	6 12%	3 18%	- -	- -	- -	5 15%
25-34	(29.5) 171 17%	46 15%	45 16%	22 18%	16 29%	1 6%	3 20%	- -	- -	10 28%
35-44	(39.5) 202 20%	58 19%	45 17%	31 26%	12 23%	4 24%	5 32%	2 11%	2 44%	9 27%
45-54	(49.5) 171 17%	52 17%	42 15%	20 16%	6 11%	3 17%	7 38%	* 2%	3 56%	5 15%
55-64	(59.5) 151 15%	40 13%	52 19%	14 12%	7 12%	1 4%	2 9%	8 52%	- -	1 3%
65+	(70) 202 20%	62 21%	62 22%	22 18%	7 13%	6 31%	- -	5 35%	- -	4 12%
Average age	46.58	46.11	48.11	45.69	41.82	47.45	43.16	60.73	45.13	39.93

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Total	Q.2/3 Voting Intention (including Squeeze)								
		Labour	Conservative	Lib Dem	Green	BNP	SNP	UKIP	Plaid Cymru	Other
Weighted base	1009	300	274	120	53	18	17	15	5	35
<b><u>Social Class</u></b>										
AB	252 25%	59 20%	90 33%	27 22%	15 29%	7 37%	6 37%	- -	1 28%	11 32%
C1	293 29%	70 23%	79 29%	48 40%	21 40%	2 13%	2 13%	4 29%	2 32%	7 21%
C2	212 21%	81 27%	48 17%	19 16%	6 12%	2 12%	3 19%	4 30%	1 21%	10 29%
DE	253 25%	89 30%	58 21%	26 22%	10 19%	7 38%	5 32%	6 41%	1 18%	6 18%
<b><u>Region</u></b>										
North	337 33%	123 41%	81 30%	28 24%	15 28%	4 22%	17 97%	* 3%	- -	12 34%
Midlands	314 31%	83 28%	76 28%	35 29%	21 39%	12 65%	- -	6 42%	5 100%	10 29%
South	358 35%	93 31%	117 43%	57 47%	18 33%	2 14%	* 3%	8 55%	- -	13 37%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Total	Q.2/3 Voting Intention (including Squeeze)								
		Labour	Conservative	Lib Dem	Green	BNP	SNP	UKIP	Plaid Cymru	Other
Weighted base	1009	300	274	120	53	18	17	15	5	35
<b><u>Working status</u></b>										
Full-time	448 44%	125 42%	113 41%	54 45%	29 54%	11 61%	10 59%	5 37%	4 78%	19 55%
Part-time	113 11%	32 11%	29 10%	14 12%	6 11%	* 2%	2 9%	-	-	8 24%
Not working but seeking work or temporarily unemployed/sick	57 6%	20 7%	9 3%	10 9%	2 4%	* 1%	1 3%	-	* 8%	4 13%
Not working/not seeking work	89 9%	30 10%	27 10%	9 8%	4 8%	1 4%	3 17%	1 8%	1 14%	3 9%
Retired	247 25%	75 25%	80 29%	25 21%	11 21%	6 31%	-	8 56%	-	-
Student	40 4%	12 4%	12 5%	5 4%	1 2%	-	2 12%	-	-	-
Refused	14 1%	5 2%	4 2%	2 1%	-	-	-	-	-	-

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Total	Q.2/3 Voting Intention (including Squeeze)								
		Labour	Conservative	Lib Dem	Green	BNP	SNP	UKIP	Plaid Cymru	Other
Weighted base	1009	300	274	120	53	18	17	15	5	35
<b><u>Tenure</u></b>										
Own outright	323 32%	82 27%	108 39%	42 35%	10 19%	8 43%	4 24%	11 73%	1 18%	10 28%
Own with a mortgage	413 41%	109 36%	118 43%	46 39%	25 47%	8 42%	6 37%	1 9%	4 74%	21 61%
Council	131 13%	63 21%	19 7%	9 8%	8 14%	2 11%	5 29%	1 8%	-	3 9%
Housing Assoc.	38 4%	17 6%	4 1%	5 4%	4 7%	-	-	1 7%	-	* 1%
Rented from someone else	72 7%	22 7%	16 6%	16 13%	3 7%	* 1%	1 7%	* 3%	* 8%	-
Rent free	10 1%	1 *	3 1%	1 1%	2 3%	-	1 3%	-	-	-
Refused	21 2%	6 2%	6 2%	2 1%	2 3%	* 2%	-	-	-	* 1%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Total	Q.2/3 Voting Intention (including Squeeze)								
		Labour	Conservative	Lib Dem	Green	BNP	SNP	UKIP	Plaid Cymru	Other
Weighted base	1009	300	274	120	53	18	17	15	5	35
<b><u>Foreign Holiday in last 3 years</u></b>										
Yes	626 62%	175 58%	186 68%	70 58%	35 66%	10 58%	9 51%	8 52%	3 60%	19 54%
No	383 38%	125 42%	88 32%	51 42%	18 34%	8 42%	8 49%	7 48%	2 40%	16 46%
<b><u>Number of cars</u></b>										
None	204 20%	81 27%	33 12%	27 23%	16 31%	4 24%	3 19%	-	-	6 17%
1	439 44%	126 42%	117 43%	58 48%	20 38%	7 39%	5 29%	10 72%	3 53%	17 49%
2	285 28%	75 25%	94 34%	31 26%	11 21%	2 10%	6 35%	3 19%	1 18%	7 19%
3+	82 8%	17 6%	30 11%	4 3%	5 10%	5 27%	3 17%	1 9%	1 28%	5 15%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Total	Q.2/3 Voting Intention (including Squeeze)								
		Labour	Conservative	Lib Dem	Green	BNP	SNP	UKIP	Plaid Cymru	Other
Weighted base	1009	300	274	120	53	18	17	15	5	35
<b><u>Internet Access</u></b>										
At all	643 64%	176 59%	181 66%	75 62%	38 72%	10 54%	11 66%	7 45%	5 100%	30 87%
At home (net)	559 55%	149 50%	161 59%	67 56%	30 56%	9 47%	11 62%	7 45%	5 100%	27 78%
At work (net)	302 30%	74 25%	88 32%	46 38%	16 29%	5 26%	4 21%	* 3%	1 14%	12 35%
At home	317 31%	94 31%	89 32%	26 22%	21 39%	4 22%	7 41%	6 42%	4 86%	16 46%
At work	60 6%	19 6%	16 6%	5 4%	7 13%	- -	- -	- -	- -	1 4%
Both at home and at work	242 24%	55 18%	72 26%	41 34%	9 16%	5 26%	4 21%	* 3%	1 14%	11 31%
Somewhere else	25 2%	8 3%	4 1%	3 2%	2 3%	1 6%	1 4%	- -	- -	2 5%
Not at all	363 36%	124 41%	92 34%	45 38%	15 28%	8 46%	6 34%	8 55%	- -	5 13%
Refused	3 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -



## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Q.2/3 Voting Intention (including Squeeze)									
	Total	Labour	Conservative	Lib Dem	Green	BNP	SNP	UKIP	Plaid Cymru	Other
Weighted base	1009	300	274	120	53	18	17	15	5	35
<b><u>What is the highest educational level that you have achieved to date?</u></b>										
Secondary/ high school/ NVQ 1-3	545 54%	180 60%	148 54%	47 39%	22 42%	8 42%	11 63%	12 80%	4 72%	20 58%
University degree or equivalent professional qualification/ NVQ4	295 29%	63 21%	91 33%	41 34%	23 44%	6 32%	5 27%	1 8%	1 28%	11 32%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	74 7%	17 6%	18 7%	18 15%	3 6%	2 12%	1 6%	-	-	2 6%
None of these	79 8%	34 11%	15 5%	12 10%	4 8%	2 11%	1 3%	2 12%	-	1 4%
Refused	15 1%	6 2%	3 1%	2 1%	-	* 2%	-	-	-	-

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Total	Q.2/3 Voting Intention (including Squeeze)								
		Labour	Conservative	Lib Dem	Green	BNP	SNP	UKIP	Plaid Cymru	Other
Weighted base	1009	300	274	120	53	18	17	15	5	35
<b><u>Marital Status</u></b>										
Single	239 24%	79 26%	51 18%	31 25%	20 37%	8 44%	1 6%	2 11%	- -	10 29%
Married/ co-habiting	563 56%	160 53%	163 59%	63 52%	22 41%	9 50%	13 75%	9 61%	4 74%	20 58%
Widowed/ separated/ divorced	185 18%	56 19%	56 20%	21 18%	12 22%	1 4%	3 20%	4 28%	1 26%	4 12%
Refused	22 2%	5 2%	6 2%	6 5%	- -	* 2%	- -	- -	- -	- -
<b><u>Children</u></b>										
None aged 18 or under	663 66%	200 67%	184 67%	78 65%	39 73%	12 65%	7 42%	13 89%	2 38%	17 50%
NET: Yes	326 32%	93 31%	85 31%	40 34%	14 27%	4 22%	10 58%	2 11%	3 62%	17 50%
NET: Yes any aged 15 or under	301 30%	86 29%	78 28%	35 29%	14 26%	4 22%	9 51%	2 11%	3 62%	16 46%
- Aged under 5	123 12%	35 12%	35 13%	15 13%	5 9%	1 6%	2 12%	- -	1 29%	6 17%
- Aged 5-10	142 14%	44 15%	29 11%	15 12%	10 19%	2 10%	4 23%	2 11%	2 44%	7 20%
- Aged 11-15	145 14%	42 14%	37 14%	16 13%	6 11%	3 15%	4 25%	* 3%	3 62%	8 22%
- Aged 16-18	76 8%	24 8%	15 5%	13 11%	2 3%	* 1%	3 15%	- -	- -	5 15%
Refused	21 2%	6 2%	6 2%	2 1%	- -	2 13%	- -	- -	- -	* 1%

## Opinion Poll

### Fieldwork : December 19th-20th 2006

Absolutes/col percents

Table 13  
**Classification**  
**Base: All respondents**

	Q.2/3 Voting Intention (including Squeeze)									
	Total	Labour	Conservative	Lib Dem	Green	BNP	SNP	UKIP	Plaid Cymru	Other
Weighted base	1009	300	274	120	53	18	17	15	5	35
<b><u>Grocery shopping status</u></b>										
I am the main grocery shopper in the household	705 70%	221 74%	188 68%	88 73%	35 67%	11 61%	9 54%	12 80%	3 55%	28 81%
I regularly do the main grocery shop	736 73%	222 74%	198 72%	92 77%	35 66%	14 77%	14 84%	12 80%	3 55%	29 85%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	775 77%	221 74%	222 81%	99 83%	42 80%	12 69%	14 84%	8 55%	3 60%	23 67%
I do not do grocery shopping	110 11%	28 9%	28 10%	6 5%	6 11%	4 21%	3 16%	1 9%	1 21%	3 9%
Refused	14 1%	5 2%	5 2%	1 1%	- -	* 2%	- -	- -	- -	- -