

Table 54

Debate 1. ITV, Sky and the BBC have announced that the leaders of Labour, the Conservatives, and the Lib Dem's will take part in a series of three head-to-head 90 minute debates during the General Election campaign.

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
How Positive/ Negative	All Respondents	BASE	2,005	254	647	431	495	178	971	1,034	565	723	717	1,024	981
		UNWT	2,005	265	619	474	475	172	950	1,055	618	663	724	1,020	985
	Very positive	COL %	33%	35%	33%	35%	32%	31%	36%	30%	36%	30%	35%	35%	31%
	Moderately positive	COL %	42%	42%	43%	40%	40%	47%	41%	42%	40%	44%	41%	46%	37%
	Moderately negative	COL %	7%	6%	8%	8%	7%	4%	7%	7%	5%	8%	8%	6%	8%
	Very negative	COL %	5%	4%	4%	4%	7%	5%	6%	4%	2%	6%	6%	4%	6%
	Not sure	COL %	13%	13%	12%	13%	14%	12%	9%	16%	17%	13%	10%	9%	17%
	Top2box	COL %	75%	77%	76%	75%	72%	78%	77%	73%	76%	73%	76%	81%	69%
	Low2box	COL %	12%	10%	12%	12%	14%	10%	13%	11%	7%	14%	15%	10%	14%

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 55

Debate_2. Do you think you are likely to watch these debates?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Do you think you are likely to watch these debates?	All Respondents	BASE	2,005	254	647	431	495	178	971	1,034	565	723	717	1,024	981
		UNWT	2,005	265	619	474	475	172	950	1,055	618	663	724	1,020	985
	I will do all I can to watch them	COL %	28%	30%	28%	27%	27%	32%	34%	23%	25%	25%	34%	33%	24%
	I will watch them if I am in but	COL %	45%	47%	46%	48%	43%	39%	45%	46%	45%	47%	43%	47%	44%
	I am unlikely to watch them	COL %	26%	23%	26%	25%	29%	28%	22%	31%	30%	27%	23%	20%	33%

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Table 56

Debate_3. How many of the debates do you think you are likely to watch?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
How many of the debates do you think you are likely to watch?	All Respondents	BASE	2,005	254	647	431	495	178	971	1,034	565	723	717	1,024	981
		UNWT	2,005	265	619	474	475	172	950	1,055	618	663	724	1,020	985
	0	COL %	26%	20%	25%	25%	29%	29%	21%	30%	28%	27%	22%	20%	31%
	1	COL %	24%	26%	24%	26%	23%	19%	23%	25%	29%	24%	20%	25%	22%
	2	COL %	21%	25%	21%	20%	19%	18%	22%	19%	21%	20%	21%	21%	21%
	3	COL %	30%	29%	30%	29%	29%	34%	34%	26%	21%	29%	37%	34%	26%
MEAN			1.5	1.6	1.6	1.5	1.5	1.6	1.7	1.4	1.4	1.5	1.7	1.7	1.4
STDDEV			1.2	1.1	1.2	1.2	1.2	1.2	1.1	1.2	1.1	1.2	1.2	1.1	1.2
MEDIAN			2.0	2.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	2.0	2.0	1.0

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

Table 57

Debate_4. How important do you think the debates will be in determining who you vote for?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
How Important	All Respondents	BASE	2,005	254	647	431	495	178	971	1,034	565	723	717	1,024	981
		UNWT	2,005	265	619	474	475	172	950	1,055	618	663	724	1,020	985
	Very important	COL %	14%	17%	12%	15%	15%	13%	15%	12%	16%	13%	13%	14%	14%
	Moderately important	COL %	36%	39%	37%	37%	31%	34%	37%	34%	42%	37%	29%	38%	33%
	Not that important	COL %	25%	23%	23%	26%	25%	25%	22%	27%	22%	24%	26%	26%	23%
	Not at all important	COL %	26%	21%	28%	22%	29%	29%	26%	26%	19%	25%	32%	22%	31%
	Top2box	COL %	49%	56%	48%	52%	46%	46%	52%	47%	59%	50%	41%	52%	47%
	Low2box	COL %	51%	44%	52%	48%	54%	54%	48%	53%	41%	50%	59%	48%	53%

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Table 58

Debate_5. Separate debates will be held in Scotland, Wales and Northern Ireland among all the main parties but the SNP and Plaid Cymru believe that they also be included in the main debates.

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Separate debates will be held in Scotland, Wales and Northern Ireland among all the main parties but the SNP and Plaid Cymru believe that they also be included in the main debates. Which of the following most closely resembles your view?	All Respondents	BASE	2,005	254	647	431	495	178	971	1,034	565	723	717	1,024	981
		UNWT	2,005	265	619	474	475	172	950	1,055	618	663	724	1,020	985
	SNP and Plaid Cymru should	COL %	27%	28%	21%	31%	29%	36%	26%	28%	31%	27%	24%	23%	32%
	SNP and Plaid Cymru should	COL %	53%	54%	56%	52%	52%	53%	54%	53%	54%	51%	55%	58%	49%
	SNP and Plaid Cymru should	COL %	19%	19%	23%	18%	19%	12%	20%	19%	15%	22%	21%	19%	20%

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.