

Table 7

1. What do you think is the most important issue facing the United Kingdom today?

		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)
All Respondents	BASE	2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
	UNWT	2,010	260	645	461	474	170	893	1,117	562	674	774	973	1,037
Economy	COL %	28%	24%	32%	28%	26%	27%	30%	27%	28%	28%	28%	34%	22%
	SIG												B	
Unemployment	COUNT	566	60	209	119	129	49	287	278	156	206	204	350	216
	COL %	12%	14%	9%	11%	15%	12%	9%	14%	17%	12%	7%	10%	13%
Environment	SIG						B		A	B C	C		A	
	COUNT	233	36	56	48	72	21	92	142	97	86	50	102	131
Healthcare / NHS	COL %	3%	4%	4%	2%	3%	4%	4%	3%	5%	3%	3%	3%	4%
	SIG													
Iraq / Afghanistan	COUNT	64	9	24	9	15	7	35	29	26	20	19	28	36
	COL %	2%	1%	3%	2%	2%	3%	1%	3%	2%	2%	2%	2%	2%
Political corruption / Sleaze	SIG								A					
	COUNT	43	2	17	8	11	6	13	30	9	17	17	20	23
Education	COL %	3%	5%	2%	3%	4%	2%	2%	4%	2%	3%	4%	3%	4%
	SIG													
Terrorism	COUNT	62	12	13	12	21	3	22	40	12	21	29	27	35
	COL %	3%	1%	3%	3%	3%	2%	3%	3%	2%	2%	4%	3%	3%
Energy / Electricity	SIG											A B		
	COUNT	56	4	17	14	17	4	30	26	10	14	32	26	29
Crime	COL %	2%	4%	1%	1%	2%	3%	2%	2%	3%	1%	1%	2%	2%
	SIG		B C							C				
Poverty	COUNT	36	11	6	4	8	6	18	18	18	10	8	20	16
	COL %	5%	6%	4%	3%	6%	7%	4%	6%	4%	6%	5%	5%	4%
Taxation	SIG								A					
	COUNT	95	16	24	11	32	13	36	60	20	42	33	53	43
Immigration	COL %	4%	4%	3%	5%	4%	4%	5%	3%	4%	2%	5%	3%	4%
	SIG							B						
Leadership	COUNT	74	9	19	20	17	8	44	30	23	17	33	33	40
	COL %	3%	3%	4%	2%	3%	4%	3%	4%	5%	3%	3%	3%	3%
Illegal Drugs	SIG													
	COUNT	64	9	24	9	16	6	27	37	26	19	19	31	33
Housing	COL %	3%	4%	2%	3%	3%	5%	3%	4%	3%	5%	2%	2%	4%
	SIG									C			A	
Leadership	COUNT	64	10	14	14	15	10	26	37	15	34	15	21	43
	COL %	1%	0%	2%	2%	1%	0%	1%	1%	2%	1%	1%	1%	2%
Immigration	SIG												A	
	COUNT	28	1	14	9	4	1	13	15	10	8	10	9	19
Leadership	COL %	18%	15%	18%	23%	18%	12%	19%	18%	14%	20%	20%	17%	20%
	SIG				E						A	A		
Illegal Drugs	COUNT	367	39	117	101	88	22	186	181	77	144	145	175	192
	COL %	7%	8%	9%	8%	5%	5%	8%	6%	7%	6%	9%	8%	7%
Housing	SIG													
	COUNT	148	19	57	35	27	9	82	65	41	43	63	78	69
Housing	COL %	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	0%	2%
	SIG												A	
Housing	COUNT	20	3	5	6	3	2	8	12	5	3	12	5	15
	COL %	1%	1%	1%	0%	1%	3%	1%	1%	1%	2%	0%	0%	1%
Housing	SIG						B C				C		A	

	COUNT	17	3	3	2	3	6	8	9	5	11	1	4	13
European Integration	COL %	1%	0%	1%	1%	1%	2%	2%	0%	0%	1%	2%	1%	1%
	SIG							B						
	COUNT	20	0	7	4	4	4	16	4	2	4	13	14	5
Other	COL %	3%	5%	3%	1%	2%	2%	3%	2%	2%	3%	2%	3%	2%
	SIG		C											
	COUNT	54	12	21	5	12	3	30	23	14	25	15	29	24

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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 8

2/2a. If a General Election were held tomorrow, which one of the following parties would you be most likely to support in your constituency?

			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)
All Respondents	BASE		2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
	UNWT		2,010	260	645	461	474	170	893	1,117	562	674	774	973	1,037
Labour	COL %		18%	22%	12%	20%	20%	28%	21%	16%	19%	18%	17%	18%	19%
	SIG			B		B	B	B							
	COUNT		364	55	75	85	100	50	202	162	108	131	125	180	184
Conservative	COL %		30%	25%	39%	34%	23%	13%	31%	29%	24%	25%	39%	34%	25%
	SIG			E	A D E	D E	E						A B	B	
	COUNT		600	65	252	146	115	22	304	297	135	183	282	351	249
Liberal Democrats	COL %		14%	14%	16%	11%	16%	11%	15%	13%	13%	16%	14%	15%	14%
	SIG														
	COUNT		287	36	104	48	79	20	149	138	72	115	100	153	134
Scottish National Party (SNP)	COL %		2%	0%	0%	0%	0%	17%	2%	1%	1%	2%	2%	1%	2%
	SIG								B						
	COUNT		31	0	0	0	0	31	21	10	6	12	13	14	17
Plaid Cymru	COL %		1%	0%	0%	3%	0%	0%	1%	1%	0%	1%	1%	0%	1%
	SIG														
	COUNT		13	0	0	13	0	0	7	6	2	7	4	5	8
Other (Net)	COL %		10%	10%	11%	8%	11%	8%	11%	9%	9%	10%	11%	9%	10%
	SIG														
	COUNT		197	24	72	34	52	14	105	91	50	71	76	96	101
-United Kingdom Independence Party (UKIP)	COL %		5%	2%	6%	4%	6%	3%	6%	4%	2%	5%	7%	4%	5%
	SIG								B				A		
	COUNT		99	6	42	18	28	5	57	41	13	34	52	45	54
-Green Party	COL %		2%	3%	2%	1%	2%	4%	2%	2%		2%	1%	2%	2%
	SIG										B C				
	COUNT		42	8	14	5	9	6	18	24	21	11	9	25	17
-British National Party (BNP)	COL %		3%	4%	3%	2%	3%	2%	3%	2%	3%	4%	2%	2%	3%
	SIG														
	COUNT		53	9	17	8	16	3	30	23	15	26	12	25	28
-Other party [Please Specify]	COL %		0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	SIG														
	COUNT		4	1	0	2	0	0	0	4	1	0	3	1	3
Would not vote	COL %		9%	7%	7%	9%	12%	10%	7%	11%	12%	10%	6%	7%	11%
	SIG									A	C	C			A
	COUNT		180	17	48	39	58	19	64	116	69	71	40	68	112
Not Sure	COL %		17%	23%	15%	16%	18%	13%	12%	21%	22%	19%	11%	15%	18%
	SIG									A	C	C			
	COUNT		339	58	98	68	91	24	121	217	125	135	79	159	180

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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 9

3/3a. We've noticed you did not select a party. Is there a party you are currently leaning towards?

			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)
Would not Vote/ Not sure	BASE		519	75	145	107	149	42	186	333	194	205	119	227	292
	UNWT		528	77	147	121	145	38	168	360	200	194	134	211	317
Labour	COL %		5%	4%	4%	6%	7%	0%	5%	5%	2%	5%	8%	3%	6%
	SIG														
	COUNT		25	3	6	6	10	0	9	16	4	11	10	8	17
Conservative	COL %		10%	14%	11%	10%	9%	1%	8%	10%	10%	10%	9%	11%	8%
	SIG														
	COUNT		50	10	15	10	13	1	15	35	19	20	11	25	25
Liberal Democrats	COL %		9%	11%	5%	9%	10%	11%	8%	10%	7%	9%	11%	10%	8%
	SIG														
	COUNT		46	8	8	10	15	5	14	32	14	18	14	23	23
Scottish National Party (SNP)	COL %		0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%
	SIG														
	COUNT		1	0	0	0	0	1	0	1	1	0	0	1	1
Other (Net)	COL %		3%	4%	4%	1%	3%	1%	4%	2%	3%	3%	2%	3%	3%
	SIG														
	COUNT		14	3	6	1	4	0	7	8	6	5	3	7	7
-United Kingdom Independence Party (UKIP)	COL %		1%	1%	2%	1%	0%	0%	0%	2%	1%	2%	0%	2%	0%
	SIG														
	COUNT		6	1	3	1	0	0	0	6	2	4	0	6	0
-Green Party	COL %		0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%
	SIG														
	COUNT		2	0	1	0	1	0	1	1	1	0	1	2	0
-British National Party (BNP)	COL %		1%	3%	1%	0%	2%	1%	3%	0%	2%	1%	1%	0%	2%
	SIG														
	COUNT		6	2	1	0	2	0	6	0	3	2	1	0	6
-Other party [Please Specify]	COL %		0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
	SIG														
	COUNT		1	0	0	0	1	0	0	1	0	0	1	0	1
Would not vote	COL %		33%	25%	31%	35%	37%	40%	37%	32%	37%	31%	32%	29%	37%
	SIG														
	COUNT		173	19	45	37	56	17	68	106	71	64	38	66	107
Not Sure	COL %		40%	42%	45%	39%	34%	44%	39%	41%	40%	42%	37%	43%	39%
	SIG														
	COUNT		209	32	66	42	51	18	72	137	78	87	44	96	113

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e. Comparisons are not performed for some pairs where compared categories of a multiple response set contain identical sets of observations.

Table 10

2/3. (Including Leaners) If a General Election were held tomorrow, which one of the following parties would you be most likely to support in your constituency?

			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)
All Respondents	BASE		2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
	UNWT		2,010	260	645	461	474	170	893	1,117	562	674	774	973	1,037
Labour	COL %		19%	23%	12%	21%	22%	28%	22%	17%	20%	20%	19%	18%	20%
	SIG			B		B	B	B							
	COUNT		389	58	80	91	110	50	211	178	112	142	135	188	201
Conservative	COL %		32%	30%	41%	36%	26%	13%	33%	32%	27%	28%	41%	37%	28%
	SIG			E	A D E	D E	E						A B	B	
	COUNT		650	75	267	156	128	23	319	331	153	203	293	376	273
Liberal Democrats	COL %		17%	17%	17%	13%	19%	14%	17%	16%	15%	18%	16%	17%	16%
	SIG														
	COUNT		333	44	112	58	94	25	163	170	86	133	113	176	156
Scottish National Party (SNP)	COL %		2%	0%	0%	0%	0%	18%	2%	1%	1%	2%	2%	1%	2%
	SIG								B						
	COUNT		32	0	0	0	0	32	21	11	7	13	13	15	17
Plaid Cymru	COL %		1%	0%	0%	3%	0%	0%	1%	1%	0%	1%	1%	0%	1%
	SIG														
	COUNT		13	0	0	13	0	0	7	6	2	7	4	5	8
Other (Net)	COL %		11%	11%	12%	8%	11%	8%	12%	10%	10%	11%	11%	10%	11%
	SIG														
	COUNT		211	27	78	35	57	14	112	99	56	76	79	103	108
-United Kingdom Independence Party (UKIP)	COL %		5%	3%	7%	4%	6%	3%	6%	5%	3%	5%	7%	5%	5%
	SIG												A		
	COUNT		104	7	45	19	28	5	57	47	14	37	52	50	54
-Green Party	COL %		2%	3%	2%	1%	2%	4%	2%	2%		2%	1%	3%	2%
	SIG										B C				
	COUNT		43	8	15	5	9	6	19	25	22	11	9	27	17
-British National Party (BNP)	COL %		3%	4%	3%	2%	4%	2%	4%	2%	3%	4%	2%	2%	3%
	SIG								B						
	COUNT		59	11	18	8	18	3	36	23	18	28	13	25	34
-Other party [Please Specify]	COL %		0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	SIG														
	COUNT		5	1	0	2	1	0	0	5	1	0	4	1	4
Would not vote	COL %		9%	7%	7%	9%	11%	9%	7%	10%	13%	9%	5%	6%	11%
	SIG									A	C	C			A
	COUNT		173	19	45	37	56	17	68	106	71	64	38	66	107
Not Sure	COL %		10%	12%	10%	10%	10%	10%	7%	13%	14%	12%	6%	9%	11%
	SIG									A	C	C			
	COUNT		209	32	66	42	51	18	72	137	78	87	44	96	113

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Table 11

2/3. (Including Leaners) If a General Election were held tomorrow, which one of the following parties would you be most likely to support in your constituency?

			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)
Decided Voters	BASE		1,570	194	520	342	374	140	803	767	382	560	629	839	731
	UNWT		1,565	197	516	360	354	138	740	825	374	519	672	799	766
	COUNT														
Labour	COL %		24%	28%	15%	25%	28%	34%	25%	23%	26%	25%	21%	22%	26%
	SIG			B		B	B	B							
	COUNT		371	54	78	87	104	48	197	174	99	140	132	182	189
Conservative	COL %		40%	38%	50%	45%	33%	16%	39%	42%	37%	36%	46%	44%	37%
	SIG			E	A D E	D E	E						A B	B	
	COUNT		634	73	262	153	123	23	313	321	143	200	292	367	267
Liberal Democrats	COL %		20%	20%	21%	16%	25%	18%	20%	21%	21%	23%	18%	20%	20%
	SIG														
	COUNT		319	39	107	56	92	25	158	161	78	128	112	170	149
Scottish National Party (SNP)	COL %		2%	0%	0%	0%	0%	21%	2%	1%	1%	2%	2%	2%	2%
	SIG														
	COUNT		30	0	0	0	0	30	19	10	5	12	13	14	16
Plaid Cymru	COL %		1%	0%	0%	4%	0%	0%	1%	1%	1%	1%	1%	1%	1%
	SIG														
	COUNT		12	0	0	12	0	0	6	6	2	6	4	5	7
Other (Net)	COL %		13%	14%	14%	10%	14%	10%	14%	12%	14%	13%	12%	12%	14%
	SIG														
	COUNT		204	27	74	34	54	14	108	96	55	74	76	102	102
-United Kingdom Independence Party (UKIP)	COL %		7%	4%	8%	6%	7%	3%	7%	6%	3%	7%	8%	6%	7%
	SIG												A		
	COUNT		103	7	44	19	28	5	56	47	13	37	52	50	52
-Green Party	COL %		3%	4%	3%	2%	2%	4%	2%	3%	6%	2%	1%	3%	2%
	SIG										B C				
	COUNT		42	8	14	5	9	6	19	23	22	11	9	27	15
-British National Party (BNP)	COL %		4%	6%	3%	2%	5%	2%	4%	3%	5%	5%	2%	3%	4%
	SIG										C	C			
	COUNT		56	11	17	7	17	3	34	22	18	26	12	24	31
-Other party [Please Specify]	COL %		0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
	SIG														
	COUNT		4	1	0	2	0	0	0	4	1	0	3	1	3

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

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Table 12

PP1. And, how certain are you that you will support for this party?

			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)
	Decided Voters	BASE	1,628	204	538	353	389	144	834	794	417	574	637	863	764
		UNWT	1,621	206	532	371	370	142	768	853	407	533	681	822	799
	I will definitely vote for this party	COL %	60%	53%	60%	60%	62%	63%	64%	56%					
		SIG							B			A	A	B	
		COUNT	974	108	325	211	240	90	529	445	200	333	441	522	452
	I could change my mind before the election takes place	COL %	40%	47%	40%	40%	38%	37%	36%	44%	52%	42%	31%	40%	41%
		SIG								A	B	C	C		
		COUNT	653	96	213	141	149	54	304	349	217	240	196	341	312

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Table 13

PP2. How likely are you to vote in the next General Election?

			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)
Likely to vote	Decided Voters	BASE	1,628	204	538	353	389	144	834	794	417	574	637	863	764
		UNWT	1,621	206	532	371	370	142	768	853	407	533	681	822	799
	Absolutely certain to vote	COL %	66%	56%	67%	71%	65%	69%	67%	65%	49%	66%	78%	68%	64%
		SIG			A	A						A	A B		
		COUNT	1,078	114	360	252	253	99	561	517	204	378	497	589	488
		COL %	27%	35%	27%	21%	29%	23%	27%	27%	37%	29%	19%	26%	28%
	Very likely to vote	SIG		C							B C	C			
		COUNT	436	72	145	74	112	34	223	213	153	166	118	226	211
	Very likely not to vote	COL %	3%	4%	3%	3%	3%	1%	3%	3%	6%	2%	1%	2%	3%
		SIG									B C				
		COUNT	46	8	14	10	14	1	24	22	27	13	6	20	26
		COL %	1%	1%	1%	0%	1%	2%	1%	1%	2%	0%	0%	1%	1%
	Absolutely certain not to vote	SIG									B C				
		COUNT	12	2	4	1	2	3	6	5	8	1	2	4	7
	Not sure	COL %	3%	4%	3%	4%	2%	5%	2%	5%	6%	3%	2%	3%	4%
		SIG								A	B C				
		COUNT	56	9	16	15	9	7	19	37	26	16	14	24	32
		COL %	93%	91%	94%	93%	94%	93%	94%	92%	85%	95%	96%	94%	91%
	Likely (Net)	SIG										A	A	B	
		COUNT	1,514	186	504	326	365	133	784	730	356	543	615	815	699
Not Likely (Net)	COL %	4%	5%	3%	3%	4%	3%	4%	3%	8%	2%	1%	3%	4%	
	SIG									B C					
	COUNT	58	10	17	11	16	4	31	27	35	14	9	24	33	

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Table 14

PP3. You mentioned that you would be most likely to support [%Q2a%]. If that party was not standing in your constituency, which of the following parties would you be most likely to support?

			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)
Select BNP/Green/UKIP at q2a	BASE		193	23	72	31	52	14	105	88	49	71	73	95	98
	UNWT		205	26	77	37	53	12	107	98	51	71	83	92	113
Labour	COL %		5%	0%	8%	6%	5%	0%	7%	4%	14%	2%	2%	6%	5%
	SIG														
	COUNT		10	0	5	2	3	0	7	3	7	2	2	6	5
Conservative	COL %		17%	22%	21%	10%	9%	26%	19%	13%	10%	10%	27%	19%	14%
	SIG												B		
	COUNT		32	5	15	3	5	4	20	12	5	7	20	18	14
Liberal Democrats	COL %		15%	3%	10%	23%	19%	25%	14%	16%	23%	7%	17%	17%	13%
	SIG										B				
	COUNT		29	1	7	7	10	3	14	14	11	5	13	16	13
Scottish National Party (SNP)	COL %		1%	0%	0%	0%	0%	9%	1%	1%	1%	0%	1%	0%	1%
	SIG														
	COUNT		1	0	0	0	0	1	1	1	1	0	1	0	1
Plaid Cymru	COL %		0%	0%	0%	2%	0%	0%	1%	0%	1%	0%	1%	0%	1%
	SIG														
	COUNT		1	0	0	1	0	0	1	0	0	0	0	0	1
Other party	COL %		35%	45%	36%	30%	34%	22%	35%	33%	23%	46%	31%	38%	31%
	SIG											A			
	COUNT		67	10	26	9	18	3	37	29	11	33	23	36	31
Would not vote	COL %		7%	6%	4%	8%	11%	10%	3%	12%	2%	12%	6%	6%	9%
	SIG									A					
	COUNT		14	1	3	3	6	1	4	11	1	9	4	6	9
Not sure	COL %		20%	24%	21%	21%	20%	8%	20%	20%	26%	22%	15%	14%	26%
	SIG													A	
	COUNT		39	6	15	7	11	1	21	18	13	16	11	14	26

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Table 15

PP4. You mentioned that you would be most likely to support [%Q3a%]. If that party was not standing in your constituency, which of the following parties would you be most likely to support?

			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)
Select BNP/Green/UKIP at q3a	BASE		13	3	6	1	3	0	7	6	6	5	2	7	6
	UNWT		11	2	4	1	3	1	6	5	4	5	2	6	5
Labour	COL %		38%	0%	52%	100%	38%	0%	33%	44%	49%	40%	0%	38%	38%
	SIG														
	COUNT		5	0	3	1	1	0	2	3	3	2	0	3	2
Conservative	COL %		29%	67%	31%	0%	0%	0%	31%	28%	36%	32%	0%	24%	35%
	SIG														
	COUNT		4	2	2	0	0	0	2	2	2	2	0	2	2
Liberal Democrats	COL %		7%	0%	17%	0%	0%	0%	13%	0%	16%	0%	0%	13%	0%
	SIG														
	COUNT		1	0	1	0	0	0	1	0	1	0	0	1	0
Scottish National Party (SNP)	COL %		3%	0%	0%	0%	0%	100%	6%	0%	0%	8%	0%	0%	7%
	SIG														
	COUNT		0	0	0	0	0	0	0	0	0	0	0	0	0
Other party	COL %		9%	0%	0%	0%	39%	0%	16%	0%	0%	0%	62%	0%	19%
	SIG														
	COUNT		1	0	0	0	1	0	1	0	0	0	1	0	1
Not sure	COL %		13%	33%	0%	0%	24%	0%	0%	28%	0%	20%	38%	25%	0%
	SIG														
	COUNT		2	1	0	0	1	0	0	2	0	1	1	2	0

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Table 16

4. Do you approve or disapprove of Gordon Brown's performance as Prime Minister?

			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)
Gordon Brown	All Respondents	BASE	2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
		UNWT	2,010	260	645	461	474	170	893	1,117	562	674	774	973	1,037
	Strongly approve	COL %	6%	9%	5%	5%	5%	12%	7%	5%	7%	5%	6%	6%	6%
		SIG						B C D							
	Moderately approve	COUNT	123	22	29	24	26	22	70	53	39	38	46	65	58
		COL %	24%	25%	19%	24%	25%	37%	26%	22%	26%	26%	21%	23%	25%
	Moderately disapprove	SIG						B C D							
		COUNT	482	64	125	102	125	66	252	231	148	186	148	238	245
	Strongly disapprove	COL %	23%	22%	24%	22%	24%	24%	19%	27%	29%	22%	19%	24%	23%
		SIG							A	B C					
	Not sure	COUNT	464	55	153	93	120	43	188	276	165	160	139	241	223
		COL %	37%	33%	44%	43%	34%	20%	41%	34%	22%	38%	49%	39%	36%
	Top2box	SIG		E	A D E	D E	E		B			A	A B		
		COUNT	753	85	283	184	166	35	402	351	125	273	355	400	353
	Low2box	COL %	9%	11%	9%	7%	12%	7%	6%	12%	16%	9%	4%	8%	11%
		SIG								A	B C	C			A
	Top2box	COUNT	188	29	58	29	59	13	62	126	89	68	30	82	106
		COL %	30%	34%	24%	29%	30%	49%	33%	27%	33%	31%	27%	30%	31%
	Low2box	SIG		B				A B C D	B						
		COUNT	606	87	155	126	151	88	322	284	187	224	194	303	303
	Low2box	COL %	61%	55%	67%	64%	58%	44%	61%	60%	51%	60%	69%	62%	58%
		SIG			A D E	E	E					A	A B		
			COUNT	1,217	140	436	277	286	78	590	626	290	432	495	641

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Table 17

5. Do you approve or disapprove of David Cameron's performance as Leader of the Opposition?

			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)
David Cameron	All Respondents	BASE	2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
		UNWT	2,010	260	645	461	474	170	893	1,117	562	674	774	973	1,037
	Strongly approve	COL %	10%	13%	12%	10%	7%	7%	11%	9%	9%	8%	12%	10%	9%
		SIG													
		COUNT	199	32	76	42	36	12	108	91	51	60	87	106	92
		COL %	37%	35%	42%	38%	31%	29%	38%	35%	35%	35%	39%	42%	31%
	Moderately approve	SIG			D E									B	
		COUNT	734	89	274	163	155	52	373	361	196	257	281	431	303
	Moderately disapprove	COL %	21%	20%	17%	17%	25%	29%	20%	21%	20%	20%	21%	20%	21%
		SIG					B C	B C							
		COUNT	412	52	110	75	125	51	190	222	116	146	151	206	206
		COL %	18%	16%	16%	19%	20%	23%	21%	15%	12%	21%	20%	15%	21%
	Strongly disapprove	SIG							B			A	A		A
		COUNT	364	41	101	82	100	41	204	160	69	150	146	158	207
	Not sure	COL %	15%	16%	13%	16%	16%	12%	10%	19%	24%	16%	7%	12%	18%
		SIG								A	B C	C			A
		COUNT	301	41	87	70	80	22	99	202	134	113	54	124	176
		COL %	46%	47%	54%	48%	39%	36%	49%	44%	44%	44%	51%	52%	40%
	Top2box	SIG			D E				B				A B	B	
		COUNT	933	121	350	205	191	65	481	452	247	317	368	537	395
Low2box	COL %	39%	36%	33%	36%	45%	51%	40%	37%	33%	41%	41%	36%	42%	
	SIG					B	A B C				A	A		A	
		COUNT	777	93	211	156	224	92	394	382	185	295	297	364	413

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Table 18

6. Do you approve or disapprove of Nick Clegg's performance as leader of the Liberal Democrats?

			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)
Nick Clegg	All Respondents	BASE	2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
		UNWT	2,010	260	645	461	474	170	893	1,117	562	674	774	973	1,037
	Strongly approve	COL %	5%	7%	5%	5%	6%	3%	7%	4%	6%	6%	4%	5%	5%
		SIG													
		COUNT	110	18	32	24	30	5	66	43	36	46	28	56	54
		SIG													
	Moderately approve	COL %	33%	31%	34%	33%	34%	33%	35%	32%	26%	32%	41%	37%	29%
		SIG											A B	B	
		COUNT	671	78	221	142	170	59	338	333	149	229	293	384	287
		SIG							A B	B					
	Moderately disapprove	COL %	18%	13%	16%	20%	17%	27%	21%	15%	18%	17%	19%	17%	18%
		SIG													
		COUNT	357	33	102	87	86	48	203	154	99	120	137	176	180
		SIG							B						A
	Strongly disapprove	COL %	10%	12%	9%	8%	12%	11%	12%	9%	8%	11%	10%	9%	11%
		SIG								B					A
		COUNT	201	30	58	36	58	20	112	89	44	83	75	89	112
		SIG													
	Not sure	COL %	33%	37%	36%	33%	31%	26%	26%	40%	42%	34%	26%	31%	36%
		SIG								A	B C	C			A
	COUNT	672	95	236	143	151	46	255	417	239	247	186	321	351	
	SIG														
Top2box	COL %	39%	38%	39%	38%	40%	36%	41%	36%	33%	38%	45%	43%	35%	
	SIG								B			A B	B		
	COUNT	781	96	253	166	201	65	404	377	184	275	321	440	341	
	SIG														
Low2box	COL %	28%	25%	25%	28%	29%	38%	32%	23%	25%	28%	29%	26%	30%	
	SIG							A B	B						
	COUNT	558	63	160	123	144	68	315	242	143	203	211	265	292	
	SIG														

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Table 19

16/16a. Finally, which party did you vote for in the May 2005 UK General Election?

			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)
All Respondents	BASE		2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
	UNWT		2,010	260	645	461	474	170	893	1,117	562	674	774	973	1,037
Labour	COL %		27%	27%	21%	28%	30%	31%	29%	24%	21%	30%	28%	25%	28%
	SIG						B		B			A	A		
	COUNT		533	69	138	122	150	56	286	247	118	216	199	256	277
Conservative	COL %		24%	21%	31%	26%	20%	12%	24%	24%	13%	21%	37%	29%	19%
	SIG				A D E	E						A	A B	B	
	COUNT		489	54	204	112	98	22	236	253	73	151	265	298	191
Liberal Democrats	COL %		16%	15%	18%	16%	16%	15%	15%	18%	15%	17%	17%	19%	14%
	SIG													B	
	COUNT		328	39	117	68	78	26	144	184	83	125	120	193	135
Scottish National Party (SNP)	COL %		1%	0%	0%	0%	0%	16%	2%	1%	1%	1%	2%	1%	2%
	SIG								B						
	COUNT		29	0	0	0	0	29	20	9	4	10	15	10	20
Plaid Cymru	COL %		0%	0%	0%	2%	0%	0%	0%	0%	1%	1%	0%	0%	0%
	SIG														
	COUNT		10	0	0	10	0	0	5	5	3	5	1	5	5
Other (Net)	COL %		4%	5%	4%	3%	5%	4%	5%	4%	3%	5%	4%	4%	4%
	SIG														
	COUNT		85	12	26	14	25	7	44	41	19	37	30	42	43
-United Kingdom Independence Party (UKIP)	COL %		2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	3%	2%	2%
	SIG											A	A		
	COUNT		41	6	16	7	11	2	22	19	4	18	19	19	23
-Green Party	COL %		1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
	SIG														
	COUNT		19	3	7	3	3	3	6	13	6	9	4	11	8
-British National Party (BNP)	COL %		1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
	SIG						B								
	COUNT		18	3	1	3	8	2	11	7	7	7	4	9	9
-Other party [Please Specify]	COL %		0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
	SIG														
	COUNT		7	1	2	2	3	0	5	3	2	3	3	3	4
Did not vote	COL %		27%	32%	25%	25%	29%	22%	25%	29%	47%	25%	12%	22%	32%
	SIG									A	B C	C			A
	COUNT		535	81	164	106	145	39	239	296	266	180	88	223	312

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Table 20

16/16a. Finally, which party did you vote for in the May 2005 UK General Election?

			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)
Voters	BASE		1,475	174	484	325	351	140	735	740	300	545	631	803	672
	UNWT		1,465	179	480	340	330	136	672	793	287	506	672	757	708
Labour	COL %		36%	39%	28%	37%	43%	40%	39%	33%	39%	40%	32%	32%	41%
	SIG						B		B			C			A
	COUNT		533	69	138	122	150	56	286	247	118	216	199	256	277
Conservative	COL %		33%	31%	42%	34%	28%	16%	32%	34%	24%	28%	42%	37%	28%
	SIG			E	D E	E	E						A B	B	
	COUNT		489	54	204	112	98	22	236	253	73	151	265	298	191
Liberal Democrats	COL %		22%	23%	24%	21%	22%	19%	20%	25%	28%	23%	19%	24%	20%
	SIG									A	C				
	COUNT		328	39	117	68	78	26	144	184	83	125	120	193	135
Scottish National Party (SNP)	COL %		2%	0%	0%	0%	0%	21%	3%	1%	1%	2%	2%	1%	3%
	SIG								B						A
	COUNT		29	0	0	0	0	29	20	9	4	10	15	10	20
Plaid Cymru	COL %		1%	0%	0%	3%	0%	0%	1%	1%	1%	1%	0%	1%	1%
	SIG														
	COUNT		10	0	0	10	0	0	5	5	3	5	1	5	5
Other (Net)	COL %		6%	7%	5%	4%	7%	5%	6%	6%	6%	7%	5%	5%	6%
	SIG														
	COUNT		85	12	26	14	25	7	44	41	19	37	30	42	43
-United Kingdom Independence Party (UKIP)	COL %		3%	3%	3%	2%	3%	1%	3%	3%	1%	3%	3%	2%	3%
	SIG														
	COUNT		41	6	16	7	11	2	22	19	4	18	19	19	23
-Green Party	COL %		1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%
	SIG														
	COUNT		19	3	7	3	3	3	6	13	6	9	4	11	8
-British National Party (BNP)	COL %		1%	2%	0%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%
	SIG						B								
	COUNT		18	3	1	3	8	2	11	7	7	7	4	9	9
-Other party [Please Specify]	COL %		0%	0%	0%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%
	SIG														
	COUNT		7	1	2	2	3	0	5	3	2	3	3	3	4

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Table 21

ex1. If you had to choose between David Cameron and Gordon Brown as Prime Minister after the next election, who would you choose?

			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)
	All Respondents	BASE	2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
		UNWT	2,010	260	645	461	474	170	893	1,117	562	674	774	973	1,037
	David Cameron, Conservative	COL %	58%	57%	68%	59%	53%	36%	57%	58%	53%	56%	64%	61%	55%
		SIG		E	A D E	E	E							A B	B
	Gordon Brown, Labour	COUNT	1,164	145	438	256	260	65	560	604	298	406	460	623	541
		COL %	42%	43%	32%	41%	47%	64%	43%	42%	47%	44%	36%	39%	45%
		SIG		B			B	A B C D			C	C			
	Gordon Brown, Labour	COUNT	846	110	211	176	236	114	414	432	269	319	259	403	443

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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 22

ex2. If you had to choose ...between Harriet Harman and David Cameron ?

			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)
	All Respondents	BASE	2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
		UNWT	2,010	260	645	461	474	170	893	1,117	562	674	774	973	1,037
	David Cameron, Conservative	COL %	68%	66%	77%	70%	62%	48%	69%	66%	67%	65%	71%	71%	64%
		SIG		E	A D E	E	E							B	B
	Harriet Harman, Labour	COUNT	1,360	168	496	304	306	86	672	689	377	470	513	731	629
		COL %	32%	34%	23%	30%	38%	52%	31%	34%	33%	35%	29%	29%	36%
		SIG		B			B	A B C D				C			A
		COUNT	650	87	152	128	190	92	302	347	189	254	206	295	355

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Table 23

ex2. If you had to choose ...between Jack Straw and David Cameron ?

			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)
	All Respondents	BASE	2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
		UNWT	2,010	260	645	461	474	170	893	1,117	562	674	774	973	1,037
	David Cameron, Conservative	COL %	61%	63%	71%	62%	54%	46%	63%	60%	59%	58%	67%	65%	58%
		SIG		E	C D E	E							A B	B	
	Jack Straw, Labour	COUNT	1,236	160	458	268	268	82	615	621	334	424	478	669	566
		COL %	39%	37%	29%	38%	46%	54%	37%	40%	41%	42%	33%	35%	42%
		SIG				B	B	A B C			C	C			A
		COUNT	774	95	191	164	228	96	359	416	233	301	240	357	417

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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 24

ex2. If you had to choose ...between David Milliband and David Cameron ?

			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)
	All Respondents	BASE	2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
		UNWT	2,010	260	645	461	474	170	893	1,117	562	674	774	973	1,037
	David Cameron, Conservative	COL %	61%	63%	70%	62%	55%	41%	62%	60%	59%	59%	65%	64%	58%
		SIG		E	D E	E	E						A B	B	
		COUNT	1,226	160	452	266	274	74	607	619	332	424	470	652	574
	David Miliband, Labour	COL %	39%	37%	30%	38%	45%	59%	38%	40%	41%	41%	35%	36%	42%
		SIG					B	A B C D			C	C			A
		COUNT	784	95	197	165	222	105	367	417	234	301	249	374	410

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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 25

ex2. If you had to choose ...between Alan Johnson and David Cameron ?

			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)
	All Respondents	BASE	2,010	255	649	432	496	179	974	1,036	566	725	719	1,026	984
		UNWT	2,010	260	645	461	474	170	893	1,117	562	674	774	973	1,037
	David Cameron, Conservative	COL %	62%	59%	70%	65%	57%	46%	63%	61%	60%	60%	66%	64%	60%
		SIG			A D E	E								B	
	Alan Johnson, Labour	COUNT	1,248	151	454	279	284	81	614	635	341	433	474	656	593
		COL %	38%	41%	30%	35%	43%	54%	37%	39%	40%	40%	34%	36%	40%
		SIG		B			B	B C			C				
		COUNT	762	104	195	153	212	97	360	401	225	291	245	371	391

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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.