

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)	C2DE (B)
All Respondents	BASE	2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981
	UNWT	2,004	267	589	463	515	170	924	1,080	682	629	693	985	1,019
Economy	COL %	26%	24%	29%	24%	26%	27%	28%	25%	25%	28%	27%	32%	21%
	COUNT	529	61	188	105	127	48	272	257	140	199	190	324	205
Unemployment	COL %	12%	12%	10%	11%	16%	12%	10%	14%	20%	10%	8%	11%	13%
	COUNT	244	30	63	49	80	22	95	150	114	72	58	115	129
Environment	COL %	2%	2%	2%	3%	2%	2%	3%	2%	4%	1%	2%	2%	2%
	COUNT	44	4	16	14	8	3	26	18	20	10	14	21	24
Healthcare / NHS	COL %	3%	3%	2%	2%	3%	3%	2%	3%	3%	3%	3%	3%	2%
	COUNT	55	8	16	10	15	6	22	33	17	20	18	30	24
Iraq / Afghanistan	COL %	5%	3%	5%	4%	5%	8%	4%	6%	3%	4%	6%	5%	4%
	COUNT	95	7	30	18	24	15	35	59	19	29	46	53	41
Political corruption / Sleaze	COL %	3%	1%	5%	4%	3%	1%	4%	3%	2%	3%	5%	3%	4%
	COUNT	67	2	30	19	14	2	40	26	13	21	33	31	36
Education	COL %	2%	5%	2%	1%	1%	2%	1%	3%	3%	3%	1%	2%	2%
	COUNT	43	12	14	6	7	4	14	29	19	20	4	25	19
Terrorism	COL %	8%	9%	8%	8%	9%	10%	8%	9%	7%	10%	9%	8%	9%
	COUNT	170	23	51	36	43	17	78	92	37	71	62	86	84
Energy / Electricity	COL %	1%	1%	2%	0%	1%	2%	2%	0%	2%	1%	1%	2%	1%
	COUNT	23	4	10	1	4	4	19	5	9	8	5	16	7
Crime	COL %	4%	8%	3%	3%	3%	2%	3%	4%	5%	3%	3%	3%	4%
	COUNT	71	21	22	11	14	3	29	42	28	22	22	29	42
Poverty	COL %	3%	3%	2%	2%	2%	6%	1%	4%	2%	4%	2%	2%	3%
	COUNT	55	8	16	9	12	11	14	41	12	26	18	21	34
Taxation	COL %	1%	0%	1%	2%	1%	3%	2%	1%	1%	2%	1%	2%	1%
	COUNT	29	0	10	7	7	6	20	9	8	14	8	18	11
Immigration	COL %	18%	15%	15%	26%	19%	10%	19%	17%	14%	19%	20%	15%	21%
	COUNT	361	39	99	111	95	17	187	174	80	138	144	153	208
Leadership	COL %	6%	7%	7%	4%	4%	5%	7%	5%	2%	6%	8%	4%	7%
	COUNT	114	18	47	19	21	9	65	49	14	43	57	43	71
Illegal Drugs	COL %	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%
	COUNT	34	6	9	4	11	4	16	18	13	12	9	16	18
Housing	COL %	1%	2%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%
	COUNT	17	6	6	2	1	2	7	10	8	6	2	9	7
European Integration	COL %	1%	0%	2%	1%	1%	1%	2%	1%	1%	0%	2%	1%	1%
	COUNT	25	1	12	5	6	1	18	7	6	3	15	15	10
Other	COL %	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%
	COUNT	27	4	8	5	6	4	14	13	8	9	10	17	10

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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 vote/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		2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981
	UNWT		2,004	267	589	463	515	170	924	1,080	682	629	693	985	1,019
Labour	COL %		18%	22%	12%	16%	21%	28%	21%	15%	18%	17%	19%	17%	19%
	COUNT		359	57	77	70	105	50	204	155	101	122	135	170	189
Conservative	COL %		30%	31%	34%	32%	27%	15%	32%	27%	22%	31%	34%	35%	25%
	COUNT		597	80	221	136	133	27	315	282	125	225	247	354	242
Liberal Democrats	COL %		15%	13%	18%	11%	14%	13%	14%	15%	15%	14%	14%	17%	12%
	COUNT		292	32	119	48	69	23	134	158	87	102	103	175	117
Scottish National Party (SNP)	COL %		2%	0%	0%	0%	0%	22%	2%	2%	3%	2%	2%	1%	3%
	COUNT		39	0	0	0	0	39	19	20	14	13	11	14	25
Plaid Cymru	COL %		1%	0%	0%	3%	0%	0%	1%	1%	1%	0%	1%	1%	1%
	COUNT		14	0	0	14	0	0	8	6	6	4	4	8	6
Other (Net)	COL %		10%	9%	12%	12%	10%	5%	12%	9%	8%	11%	12%	9%	11%
	COUNT		208	22	75	51	50	9	117	91	47	76	85	96	112
-United Kingdom Independence Party (UKIP)	COL %		4%	5%	4%	5%	4%	2%	5%	3%	2%	4%	6%	4%	4%
	COUNT		85	13	29	21	18	4	51	34	11	33	41	44	41
-Green Party	COL %		2%	2%	3%	2%	2%	1%	2%	2%	4%	2%	2%	2%	3%
	COUNT		44	5	18	8	11	3	23	22	21	11	13	19	25
-British National Party (BNP)	COL %		3%	1%	4%	4%	4%	0%	4%	2%	2%	4%	3%	3%	4%
	COUNT		63	3	25	17	18	0	40	23	12	31	20	26	37
-Other party [Please Specify]	COL %		1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	2%	1%	1%
	COUNT		16	1	4	6	2	3	3	13	3	2	11	7	9
Would not vote	COL %		10%	10%	9%	11%	11%	4%	8%	11%	15%	9%	6%	6%	14%
	COUNT		193	26	59	46	55	7	82	111	87	67	39	59	134
Not Sure	COL %		15%	15%	15%	15%	17%	13%	10%	20%	17%	16%	13%	14%	16%
	COUNT		303	38	95	65	83	22	92	211	97	114	92	147	156

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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		496	64	154	111	138	30	174	322	184	181	132	205	291
	UNWT		522	77	142	125	148	30	171	351	228	165	129	208	314
Labour	COL %		7%	15%	4%	6%	6%	16%	5%	8%	5%	8%	9%	8%	6%
	COUNT		36	9	6	7	9	5	9	27	10	15	11	17	19
Conservative	COL %		10%	7%	12%	14%	7%	9%	11%	9%	8%	11%	10%	15%	6%
	COUNT		49	4	18	15	9	3	20	29	15	21	13	31	18
Liberal Democrats	COL %		6%	9%	6%	3%	8%	1%	7%	6%	4%	6%	9%	7%	5%
	COUNT		31	6	10	3	11	0	13	18	8	11	12	15	16
Scottish National Party (SNP)	COL %		0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%
	COUNT		1	0	0	0	0	1	0	1	0	1	0	1	0
Plaid Cymru	COL %		0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	COUNT		1	0	0	1	0	0	0	1	0	0	1	1	0
Other (Net)	COL %		3%	1%	5%	2%	4%	0%	2%	4%	2%	6%	2%	3%	3%
	COUNT		17	0	8	3	6	0	3	14	4	11	2	7	10
-United Kingdom Independence Party (UKIP)	COL %		1%	0%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%
	COUNT		4	0	1	1	2	0	0	4	1	1	2	1	3
-Green Party	COL %		2%	1%	4%	0%	2%	0%	1%	2%	2%	3%	0%	2%	2%
	COUNT		9	0	6	0	2	0	2	7	3	5	0	4	5
-British National Party (BNP)	COL %		1%	0%	1%	1%	1%	0%	1%	1%	0%	3%	0%	1%	1%
	COUNT		5	0	2	2	2	0	2	3	0	5	0	2	2
Would not vote	COL %		33%	36%	29%	38%	34%	29%	39%	30%	45%	27%	25%	25%	39%
	COUNT		165	23	44	42	47	9	68	96	83	49	32	51	114
Not Sure	COL %		40%	33%	44%	36%	41%	40%	35%	42%	35%	41%	45%	40%	39%
	COUNT		197	21	68	40	56	12	61	136	64	73	59	83	114

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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 vote/ 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		2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981
	UNWT		2,004	267	589	463	515	170	924	1,080	682	629	693	985	1,019
Labour	COL %		20%	26%	13%	18%	23%	31%	22%	18%	20%	19%	20%	18%	21%
	COUNT		395	66	83	77	113	55	213	182	111	137	147	188	207
Conservative	COL %		32%	33%	37%	35%	29%	16%	34%	30%	25%	34%	36%	38%	27%
	COUNT		646	84	239	151	142	29	335	311	140	246	260	385	261
Liberal Democrats	COL %		16%	15%	20%	12%	16%	13%	15%	17%	17%	16%	16%	19%	13%
	COUNT		322	38	129	51	80	24	147	175	95	113	115	190	132
Scottish National Party (SNP)	COL %		2%	0%	0%	0%	0%	22%	2%	2%	3%	2%	2%	1%	3%
	COUNT		40	0	0	0	0	40	19	21	14	14	12	15	25
Plaid Cymru	COL %		1%	0%	0%	3%	0%	0%	1%	1%	1%	0%	1%	1%	1%
	COUNT		15	0	0	15	0	0	8	7	6	4	5	9	6
Other (Net)	COL %		11%	9%	13%	13%	11%	5%	12%	10%	9%	12%	12%	10%	12%
	COUNT		225	22	83	54	55	9	120	105	51	87	87	103	122
-United Kingdom Independence Party (UKIP)	COL %		4%	5%	5%	5%	4%	2%	5%	4%	2%	5%	6%	4%	4%
	COUNT		88	13	29	22	20	4	51	38	13	34	42	45	43
-Green Party	COL %		3%	2%	4%	2%	3%	1%	3%	3%	4%	2%	2%	2%	3%
	COUNT		53	6	23	8	13	3	24	28	23	16	13	23	30
-British National Party (BNP)	COL %		3%	1%	4%	4%	4%	0%	4%	2%	2%	5%	3%	3%	4%
	COUNT		68	3	26	18	20	0	42	26	12	36	20	28	40
-Other party [Please Specify]	COL %		1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	2%	1%	1%
	COUNT		16	1	4	6	2	3	3	13	3	2	11	7	9
Would not vote	COL %		8%	9%	7%	10%	10%	5%	7%	9%	15%	7%	5%	5%	12%
	COUNT		165	23	44	42	47	9	68	96	83	49	32	51	114
Not Sure	COL %		10%	8%	11%	9%	11%	7%	6%	13%	11%	10%	8%	8%	12%
	COUNT		197	21	68	40	56	12	61	136	64	73	59	83	114

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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 vote/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		1,571	199	512	333	376	151	808	763	381	577	614	860	712
	UNWT		1,545	201	463	354	381	146	765	780	456	495	594	819	726
Labour	COL %		24%	30%	15%	22%	30%	35%	25%	22%	27%	22%	24%	20%	28%
	COUNT		375	60	78	72	112	54	205	170	103	128	144	175	199
Conservative	COL %		40%	42%	45%	44%	36%	19%	40%	40%	34%	41%	42%	44%	35%
	COUNT		629	83	233	148	136	29	325	305	131	238	260	380	249
Liberal Democrats	COL %		19%	17%	24%	15%	20%	14%	17%	21%	22%	19%	18%	21%	17%
	COUNT		300	33	122	50	75	20	139	162	82	109	110	181	120
Scottish National Party (SNP)	COL %		2%	0%	0%	0%	0%	26%	2%	3%	4%	2%	2%	2%	3%
	COUNT		39	0	0	0	0	39	18	21	13	14	12	15	24
Plaid Cymru	COL %		1%	0%	0%	4%	0%	0%	1%	1%	1%	1%	1%	1%	1%
	COUNT		12	0	0	12	0	0	6	6	4	4	4	8	4
Other (Net)	COL %		14%	11%	16%	16%	14%	6%	14%	13%	12%	15%	14%	12%	16%
	COUNT		216	22	80	52	52	9	117	99	48	85	83	101	115
-United Kingdom Independence Party (UKIP)	COL %		5%	7%	5%	6%	5%	3%	6%	5%	3%	6%	6%	5%	6%
	COUNT		83	13	27	20	19	4	49	34	13	32	39	43	40
-Green Party	COL %		3%	3%	4%	2%	3%	2%	3%	3%	5%	3%	2%	3%	4%
	COUNT		49	6	22	8	11	3	23	26	20	16	13	23	26
-British National Party (BNP)	COL %		4%	2%	5%	5%	5%	0%	5%	3%	3%	6%	3%	3%	6%
	COUNT		68	3	26	18	20	0	42	26	12	36	20	28	40
-Other party [Please Specify]	COL %		1%	0%	1%	2%	1%	2%	0%	2%	1%	0%	2%	1%	1%
	COUNT		16	1	4	6	2	3	3	13	3	2	11	7	9

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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 vote/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	1,642	211	535	348	391	157	841	801	417	600	625	889	753
		UNWT	1,617	213	486	368	398	152	797	820	499	514	604	848	769
	I will definitely vote for this party	COL %	61%	64%	65%	58%	57%	63%	65%	58%	50%	61%	69%	63%	60%
		COUNT	1,009	136	350	201	223	99	543	466	208	368	433	559	451
	I could change my mind before the election takes place	COL %	39%	36%	35%	42%	43%	37%	35%	42%	50%	39%	31%	37%	40%
		COUNT	633	75	185	147	168	58	299	334	210	232	192	331	302

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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	1,642	211	535	348	391	157	841	801	417	600	625	889	753
		UNWT	1,617	213	486	368	398	152	797	820	499	514	604	848	769
	Absolutely certain to vote	COL %	67%	61%	68%	65%	69%	71%	70%	64%	48%	66%	80%	70%	63%
		COUNT	1,099	129	361	228	270	112	591	509	200	398	502	622	478
	Very likely to vote	COL %	25%	27%	25%	27%	22%	22%	28%	35%	26%	17%	24%	26%	
		COUNT	407	57	132	95	88	35	185	222	146	155	106	212	195
	Very likely not to vote	COL %	4%	4%	3%	4%	4%	3%	3%	4%	7%	3%	1%	3%	5%
		COUNT	60	9	18	13	16	4	27	33	31	20	8	25	35
	Absolutely certain not to vote	COL %	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	1%
		COUNT	11	3	5	1	0	2	7	5	6	2	3	5	6
	Not sure	COL %	4%	6%	4%	3%	5%	3%	4%	4%	9%	4%	1%	3%	5%
		COUNT	65	12	20	10	18	5	33	33	35	24	6	26	39
	Likely (Net)	COL %	92%	88%	92%	93%	91%	93%	92%	91%	83%	92%	97%	94%	89%
		COUNT	1,506	186	493	323	358	147	776	731	345	553	608	834	672
	Not Likely (Net)	COL %	4%	6%	4%	4%	4%	4%	4%	5%	9%	4%	2%	3%	5%
COUNT		71	12	23	15	16	6	33	38	37	23	12	30	41	

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Table 14

PP3. You mentioned that you would be most likely to vote/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		192	21	71	46	47	7	114	78	44	74	74	89	103
	UNWT		212	23	74	53	53	9	118	94	50	79	83	94	118
Labour	COL %		4%	9%	1%	5%	7%	0%	4%	4%	7%	4%	2%	4%	5%
	COUNT		8	2	1	2	3	0	5	3	3	3	1	3	5
Conservative	COL %		13%	17%	14%	12%	12%	12%	16%	10%	9%	13%	15%	17%	10%
	COUNT		26	4	10	5	6	1	18	8	4	10	11	15	10
Liberal Democrats	COL %		16%	6%	16%	17%	18%	22%	16%	15%	22%	13%	14%	15%	16%
	COUNT		30	1	11	8	8	1	18	12	10	10	10	13	16
Scottish National Party (SNP)	COL %		1%	0%	0%	0%	0%	32%	2%	0%	0%	2%	0%	0%	2%
	COUNT		2	0	0	0	0	2	2	0	0	2	0	0	2
Plaid Cymru	COL %		1%	0%	0%	2%	0%	0%	1%	0%	0%	1%	0%	0%	1%
	COUNT		1	0	0	1	0	0	1	0	0	1	0	0	1
Other party	COL %		38%	29%	47%	33%	39%	20%	39%	38%	33%	39%	41%	40%	37%
	COUNT		74	6	33	15	18	1	44	29	15	29	30	36	38
Would not vote	COL %		10%	21%	8%	11%	6%	0%	13%	5%	18%	6%	8%	7%	12%
	COUNT		18	4	6	5	3	0	14	4	8	5	6	6	12
Not sure	COL %		17%	19%	15%	21%	18%	13%	11%	27%	9%	20%	20%	17%	18%
	COUNT		33	4	10	10	8	1	12	21	4	15	15	15	19

: - UK Omni - Jan 12 2010 --- Vision Critical --- 1/27/2010 tl

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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 15

PP4. You mentioned that you would be most likely to vote/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		17	0	8	3	6	0	3	14	4	11	2	7	10
	UNWT		17	1	7	4	5	0	4	13	5	9	3	8	9
Labour	COL %		28%	0%	39%	21%	18%	0%	0%	35%	15%	33%	27%	9%	42%
	COUNT		5	0	3	1	1	0	0	5	1	4	1	1	4
Conservative	COL %		25%	0%	23%	22%	33%	0%	39%	22%	48%	13%	49%	34%	19%
	COUNT		4	0	2	1	2	0	1	3	2	1	1	2	2
Liberal Democrats	COL %		18%	0%	20%	0%	27%	0%	47%	11%	0%	29%	0%	23%	16%
	COUNT		3	0	2	0	2	0	2	2	0	3	0	2	2
Other party	COL %		4%	0%	0%	24%	0%	0%	0%	5%	0%	6%	0%	9%	0%
	COUNT		1	0	0	1	0	0	0	1	0	1	0	1	0
Would not vote	COL %		9%	0%	18%	0%	0%	0%	0%	11%	37%	0%	0%	0%	15%
	COUNT		1	0	1	0	0	0	0	1	1	0	0	0	1
Not sure	COL %		16%	100%	0%	33%	22%	0%	14%	16%	0%	20%	24%	25%	9%
	COUNT		3	0	0	1	1	0	0	2	0	2	0	2	1

: - UK Omni - Jan 12 2010 --- Vision Critical --- 1/27/2010 tl

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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 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	2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981
		UNWT	2,004	267	589	463	515	170	924	1,080	682	629	693	985	1,019
	Strongly approve	COL %	5%	5%	4%	4%	6%	12%	6%	5%	6%	5%	6%	5%	6%
		COUNT	107	14	27	15	29	22	57	50	33	33	42	47	60
	Moderately approve	COL %	24%	30%	20%	23%	25%	31%	25%	23%	26%	24%	23%	25%	23%
		COUNT	480	77	126	99	123	56	248	233	145	170	165	257	223
	Moderately disapprove	COL %	25%	24%	25%	25%	29%	22%	22%	29%	32%	27%	19%	28%	23%
		COUNT	511	60	160	109	143	39	215	295	179	198	134	285	226
	Strongly disapprove	COL %	37%	31%	45%	40%	31%	25%	41%	33%	22%	37%	49%	37%	37%
		COUNT	743	80	290	173	155	45	401	342	124	269	349	380	363
	Not sure	COL %	8%	9%	7%	8%	9%	9%	5%	11%	15%	7%	4%	5%	11%
		COUNT	163	24	43	35	44	16	50	113	83	53	27	54	109
	Top2box	COL %	29%	36%	24%	26%	31%	44%	31%	27%	32%	28%	29%	30%	29%
		COUNT	588	91	153	114	152	78	305	283	178	203	207	304	284
	Low2box	COL %	63%	55%	70%	65%	60%	47%	63%	62%	54%	65%	67%	65%	60%
		COUNT	1,253	140	450	281	298	84	616	637	303	467	483	665	588

: - UK Omni - Jan 12 2010 --- Vision Critical --- 1/27/2010 tl

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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 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	2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981
		UNWT	2,004	267	589	463	515	170	924	1,080	682	629	693	985	1,019
	Strongly approve	COL %	9%	9%	9%	9%	10%	7%	9%	8%	5%	9%	11%	10%	8%
		COUNT	177	22	57	39	48	12	92	85	30	67	80	100	77
	Moderately approve	COL %	37%	37%	45%	37%	31%	29%	39%	36%	34%	40%	38%	42%	33%
		COUNT	750	93	291	161	154	51	383	367	191	289	270	428	323
	Moderately disapprove	COL %	21%	24%	19%	20%	24%	24%	21%	22%	25%	20%	21%	23%	20%
		COUNT	430	60	122	88	117	43	200	230	141	142	147	232	197
	Strongly disapprove	COL %	18%	16%	15%	17%	20%	31%	22%	14%	15%	17%	21%	15%	21%
		COUNT	364	41	97	73	99	55	215	150	86	126	152	157	207
	Not sure	COL %	14%	15%	12%	16%	15%	10%	8%	19%	21%	14%	9%	10%	18%
		COUNT	282	38	80	70	76	18	81	201	116	99	67	106	176
	Top2box	COL %	46%	45%	54%	46%	41%	35%	49%	44%	39%	49%	49%	52%	41%
		COUNT	928	115	348	199	202	63	475	453	222	356	350	528	400
	Low2box	COL %	40%	40%	34%	37%	44%	55%	43%	37%	40%	37%	42%	38%	41%
		COUNT	794	101	219	161	216	97	415	379	227	268	300	389	405

: - UK Omni - Jan 12 2010 --- Vision Critical --- 1/27/2010 tl

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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	2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981
		UNWT	2,004	267	589	463	515	170	924	1,080	682	629	693	985	1,019
	Strongly approve	COL %	5%	8%	5%	3%	6%	5%	6%	4%	6%	4%	5%	5%	5%
		COUNT	101	19	30	15	28	8	55	46	35	29	36	56	45
	Moderately approve	COL %	34%	28%	37%	34%	36%	28%	35%	34%	26%	32%	43%	39%	29%
		COUNT	685	71	240	147	178	49	337	348	148	232	305	398	287
	Moderately disapprove	COL %	18%	22%	18%	17%	16%	24%	19%	17%	18%	17%	20%	19%	17%
		COUNT	364	55	117	72	78	43	189	176	103	122	140	197	167
	Strongly disapprove	COL %	11%	10%	10%	10%	12%	14%	14%	7%	10%	13%	9%	9%	12%
		COUNT	213	26	62	42	57	25	138	75	54	91	68	95	118
	Not sure	COL %	32%	33%	31%	36%	31%	30%	26%	38%	40%	35%	23%	27%	37%
		COUNT	641	83	199	154	153	53	252	389	224	250	168	278	364
	Top2box	COL %	39%	36%	42%	38%	42%	32%	40%	38%	33%	36%	48%	44%	34%
		COUNT	786	91	269	161	206	58	392	393	184	261	341	453	332
	Low2box	COL %	29%	32%	28%	27%	27%	38%	34%	24%	28%	29%	29%	29%	29%
		COUNT	577	81	179	115	135	68	326	251	157	212	208	292	285

: - UK Omni - Jan 12 2010 --- Vision Critical --- 1/27/2010 tl

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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.