

## Ipsos MORI statistics research - September 2010

Table 1

## Q.20. As far as you are aware, how would you describe 20 per cent as a fraction?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						People pull together to improve local area (Q.17)		Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	54 or younger	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE		Agree	Disagree
Unweighted Total	1004	622	818	796	757	676	80	481	523	261	364	379	625	108	153	179	185	164	215	83	282	277	196	249	559	445	643	261	1004
Weighted Total	1004	617	805	784	745	666	84	489	515	286	360	358	646	122	164	189	170	152	206	100	270	289	210	235	559	445	644	259	1004
A twentieth/one in twenty	25 2%	18 3%	20 3%	20 3%	20 3%	18 3%	3 4%	11 2%	13 3%	6 2%	12 3%	7 2%	18 3%	5 4%	1 1%	5 2%	7 4%	2 1%	5 3%	3 3%	8 3%	10 3%	3 1%	4 2%	18 3%	6 1%	18 3%	4 2%	21 2%
A tenth/one in ten	10 1%	4 1%	8 1%	8 1%	8 1%	5 1%	2 2%	3 1%	8 1%	1 *	-	9 3%	1 *	1 1%	-	-	-	4 3%	5 3%	3 3%	2 1%	5 2%	-	3 1%	7 1%	3 1%	5 1%	6 2%	10 1%
A fifth/one in five	649 65%	442 72%	560 70%	554 71%	532 71%	481 72%	26 30%	352 72%	296 58%	182 63%	244 68%	223 62%	425 66%	68 56%	113 69%	131 69%	113 66%	106 70%	117 57%	55 55%	212 78%	198 68%	133 64%	106 45%	409 73%	239 54%	392 61%	176 68%	667 66%
A quarter/one in four	34 3%	21 3%	25 3%	25 3%	24 3%	22 3%	3 4%	15 3%	19 4%	6 2%	15 4%	13 4%	21 3%	1 1%	5 3%	9 5%	6 4%	4 3%	9 4%	3 3%	8 3%	7 3%	8 4%	12 5%	15 3%	19 4%	25 4%	7 3%	35 3%
A third/one in three	9 1%	6 1%	8 1%	7 1%	7 1%	7 1%	-	5 1%	4 1%	1 *	5 1%	4 1%	6 1%	-	1 *	3 2%	2 1%	4 2%	-	-	3 1%	2 1%	2 1%	2 1%	5 1%	4 1%	6 1%	3 1%	11 1%
Half/one in two	10 1%	1 *	4 1%	4 1%	3 *	3 *	3 4%	3 1%	7 1%	5 2%	4 1%	1 *	9 1%	5 4%	-	2 1%	2 1%	1 1%	-	-	2 1%	4 1%	1 1%	3 1%	6 1%	4 1%	7 1%	3 1%	7 1%
Other	25 3%	7 1%	10 1%	9 1%	9 1%	8 1%	8 9%	12 3%	13 3%	10 3%	12 3%	3 1%	22 3%	5 4%	5 3%	9 5%	4 2%	1 2%	2 1%	1 1%	4 2%	8 3%	9 4%	4 2%	13 2%	13 3%	19 3%	4 2%	24 2%
Don't know what a fraction is	62 6%	31 5%	43 5%	41 5%	38 5%	33 5%	11 13%	22 4%	40 8%	20 7%	20 6%	22 6%	40 6%	12 10%	8 5%	10 5%	10 6%	9 6%	13 6%	7 7%	12 4%	14 5%	8 4%	28 12%	25 5%	37 8%	47 7%	12 5%	63 6%
Don't know	177 18%	84 14%	123 15%	114 15%	101 14%	88 13%	29 35%	65 13%	112 22%	57 20%	47 13%	73 20%	103 16%	25 20%	32 19%	21 11%	26 15%	19 13%	54 26%	28 28%	20 7%	39 14%	44 21%	73 31%	59 11%	117 26%	122 19%	44 17%	165 16%
No answer	3 *	3 *	3 *	3 *	3 *	3 *	-	-	3 1%	-	-	3 1%	-	-	-	-	-	2 1%	1 *	-	-	2 1%	1 *	-	2 *	1 *	3 *	-	2 *

Fieldwork dates : 10th to 12th September 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J09038671-09 (J2010/09 &amp; J38671x9 &amp; J38671s9)

\* = Less than 0.5%

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

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Table 2

## Q.20. As far as you are aware, how would you describe 20 per cent as a fraction?

Base : All

	Total (Weighted)	Voting Voters only						Working status		Government		Work sector				Tenure						GOR Regions					Newspaper readership		Past vote (2010 General Election)			UnW Tot.
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Con	Lab	LD	
Unweighted Total	1004	295	315	145	544	524	440	451	553	425	487	230	337	17	354	403	333	116	142	736	10	334	297	373	139	867	404	244	274	249	176	1004
Weighted Total	1004	308	319	138	535	523	446	438	566	433	475	121	426	22	448	452	274	98	173	726	7	335	312	358	128	867	400	233	283	253	161	1004
A twentieth/one in twenty	25 2%	5 2%	8 3%	4 3%	14 3%	11 2%	9 2%	10 2%	15 3%	4 1%	20 4%	2 1%	14 3%	- -	14 3%	13 3%	2 1%	1 1%	8 5%	15 2%	- -	12 4%	6 2%	7 2%	2 1%	20 2%	15 4%	2 1%	5 2%	9 4%	2 1%	21 2%
A tenth/one in ten	10 1%	1 *	2 1%	3 2%	5 1%	4 1%	4 1%	2 *	9 2%	3 1%	5 1%	1 1%	3 1%	- -	3 1%	5 1%	4 2%	- -	1 1%	10 1%	- -	5 2%	3 1%	2 1%	- -	10 1%	7 2%	1 1%	1 *	2 1%	2 1%	10 1%
A fifth/one in five	649 65%	231 75%	191 60%	97 70%	343 64%	383 73%	328 74%	315 72%	333 59%	314 73%	274 58%	87 72%	298 70%	16 64%	314 70%	317 70%	197 72%	63 64%	68 39%	514 71%	4 52%	215 64%	204 66%	230 64%	82 64%	565 65%	232 58%	195 84%	206 73%	152 60%	128 79%	667 66%
A quarter/one in four	34 3%	7 2%	13 4%	5 4%	20 4%	14 3%	13 3%	16 4%	18 3%	13 3%	19 4%	5 4%	14 3%	1 3%	15 3%	14 3%	10 4%	3 3%	7 4%	24 3%	- -	13 4%	11 3%	11 3%	6 4%	31 4%	10 2%	10 4%	6 2%	13 5%	8 5%	35 3%
A third/one in three	9 1%	5 2%	3 1%	1 1%	3 1%	5 1%	5 1%	6 1%	4 1%	5 1%	3 1%	3 2%	4 1%	- -	4 1%	5 1%	2 1%	1 1%	2 1%	7 1%	- -	4 1%	3 1%	2 1%	2 1%	6 1%	4 1%	2 1%	5 2%	1 *	1 *	11 1%
Half/one in two	10 1%	- -	7 2%	1 1%	9 2%	1 *	1 *	2 1%	8 1%	2 1%	5 1%	- -	4 1%	- -	4 1%	5 1%	2 1%	- -	2 1%	8 1%	- -	2 1%	5 2%	3 1%	1 1%	9 1%	6 1%	- -	- -	4 2%	1 1%	7 1%
Other	25 3%	5 2%	4 1%	4 3%	10 2%	11 2%	9 2%	15 3%	10 2%	8 2%	16 3%	4 3%	12 3%	2 11%	14 3%	18 4%	3 1%	1 1%	2 1%	20 3%	1 15%	10 3%	8 2%	8 2%	1 1%	23 3%	13 3%	5 2%	5 2%	8 3%	1 *	24 2%
Don't know what a fraction is	62 6%	16 5%	22 7%	7 5%	34 6%	28 5%	23 5%	23 5%	39 7%	22 5%	37 8%	6 5%	25 6%	1 3%	26 6%	17 4%	10 4%	13 13%	21 12%	27 4%	* 4%	14 4%	22 7%	26 7%	11 8%	52 6%	31 8%	5 2%	16 6%	11 4%	5 3%	63 6%
Don't know	177 18%	37 12%	67 21%	16 11%	94 18%	63 12%	52 12%	49 11%	127 22%	60 14%	94 20%	14 11%	52 12%	2 2%	55 12%	58 13%	42 15%	16 16%	59 34%	100 14%	2 28%	59 18%	49 16%	68 19%	24 19%	149 17%	82 20%	13 5%	38 14%	53 21%	13 8%	165 16%
No answer	3 *	1 *	2 1%	- -	2 *	1 *	1 *	- -	3 *	1 *	2 *	- -	- -	- -	- -	- -	1 *	- -	2 1%	1 *	- -	- -	2 1%	1 *	- -	3 *	2 *	1 *	1 *	- -	- -	2 *

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Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

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