

Ipsos MORI statistics research

FINAL RESULTS

Fieldwork: 10-12 Sept 2010 and 15-17 Oct 2010

Technical Details

Q1: Ipsos MORI interviewed a representative sample of 1,004 adults aged 18+ across Great Britain. Interviews were conducted by telephone 10-12 Sept 2010. Data are weighted to match the profile of the population.

Q2/Q3: Ipsos MORI interviewed a representative sample of 1,009 adults aged 18+ across Great Britain. Interviews were conducted by telephone 15-17 Oct 2010. Data are weighted to match the profile of the population.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. An asterisk (*) denotes any value of less than half a per cent. Voting intention figures exclude those who say they would not vote, are undecided or refuse to name a party and in the headline figures, those who are not absolutely certain to vote. Data are based on all adults unless otherwise stated.

Q1 As far as you are aware, how would you describe 20 per cent as a fraction?

Base: 1,004 British adults 18+	%
A twentieth/one in twenty	2
A tenth/one in ten	1
A fifth/one in five	65
A quarter/one in four	3
A third/one in three	1
Half/one in two	1
Other	2
Don't know	18
Don't know what a fraction is	6
No answer	*

I am now going to ask you some questions about official figures. By official figures I mean those produced by the Government about the economy and the society we live in.

Q2 Please tell me how strongly you agree or disagree with each of the following statements.

Base: 1,009 British adults 18+

	Official figures are generally accurate	Official figures are produced without political interference	The Government uses official figures honestly when talking about its policies
	%	%	%
Strongly agree	7	7	5
Tend to agree	28	18	20
Neither agree nor disagree	15	14	15
Tend to disagree	29	35	32
Strongly disagree	17	20	22
Don't know	5	7	6
Agree	35	25	25
Disagree	46	55	54
Net agree	-11	-30	-29

Q3 **A former prime minister said: 'There are lies, damn lies and statistics'. Please tell me how strongly you agree or disagree with his view.**

Base: 1,009 British adults 18+

	%
Strongly agree	34
Tend to agree	31
Neither agree nor disagree	12
Tend to disagree	10
Strongly disagree	7
Don't know	6
Agree	65
Disagree	17
Net agree	+48