

P.A.M. 07 - Political Monitor FINAL

Table 1

Q.1/2 Combined voting

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Total Voting	775	391	384	70	107	155	126	137	89	91	177	281	317	180	228	239	149	159	467	308	781
Conservative	285 37%	150 38%	135 35%	21 30%	31 29%	44 28%	50 40%	62 45%	37 41%	40 44%	52 30%	94 33%	139 44%	77 43%	93 41%	95 39%	57 38%	41 26%	187 40%	98 32%	276 35%
Labour	291 38%	142 36%	150 39%	29 41%	50 47%	67 43%	47 37%	39 28%	29 33%	30 33%	79 44%	114 41%	98 31%	59 33%	72 31%	84 35%	58 39%	78 49%	155 33%	136 44%	293 38%
Liberal Democrats (Lib Dem)	122 16%	57 14%	66 17%	13 19%	17 16%	23 15%	16 12%	20 15%	14 16%	19 21%	30 17%	39 14%	53 17%	33 18%	42 18%	39 16%	20 13%	22 14%	81 17%	42 14%	130 17%
Scottish/Welsh Nationalist	19 2%	10 3%	9 2%	1 1%	4 4%	3 2%	2 1%	6 4%	3 3%	1 1%	5 3%	5 2%	9 3%	3 2%	6 3%	5 2%	5 3%	2 1%	12 2%	7 2%	22 3%
Green Party	23 3%	11 3%	12 3%	4 6%	4 4%	6 4%	5 4%	1 1%	2 2%	1 1%	8 5%	11 4%	4 1%	3 1%	5 2%	7 3%	5 3%	6 4%	12 3%	11 4%	24 3%
UK Independence Party	17 2%	10 2%	7 2%	2 3%	1 1%	3 2%	2 2%	5 4%	3 3%	1 1%	3 2%	5 2%	9 3%	3 2%	5 2%	2 1%	2 1%	8 5%	8 2%	9 3%	17 2%
Other	18 2%	12 3%	6 2%	- -	- -	8 5%	4 3%	4 3%	1 1%	- -	- -	13 4%	5 2%	1 1%	6 2%	8 3%	2 2%	2 1%	13 3%	5 1%	19 2%
"Labour lead" over Conservative	6 1%	-8 -2%	15 4%	8 11%	19 18%	23 15%	-3 -2%	-23 -17%	-8 -9%	-10 -11%	26 15%	21 7%	-41 -13%	-17 -10%	-21 -9%	-11 -5%	1 1%	37 23%	-32 -7%	38 12%	17 2%
Total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Would not vote	132 13%	59 12%	73 13%	25 19%	31 18%	28 14%	24 14%	11 7%	8 7%	6 6%	56 19%	51 14%	25 7%	13 6%	22 8%	25 8%	32 15%	54 21%	47 8%	85 18%	132 12%
Undecided	125 12%	49 10%	76 14%	34 26%	30 18%	19 9%	17 10%	7 4%	11 10%	6 6%	65 21%	36 10%	24 6%	17 8%	23 8%	34 11%	30 14%	38 15%	57 10%	68 15%	125 12%
Refused	20 2%	10 2%	10 2%	2 1%	4 2%	2 1%	6 3%	2 2%	4 3%	1 1%	6 2%	8 2%	7 2%	4 2%	3 1%	9 3%	3 2%	4 2%	12 2%	8 2%	21 2%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 2

Q.1/2 Combined voting

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Total Voting	775	674	37	64	260	197	237	278	83	205	121	279	303	126	63	582	355	62	358	24	65	504	781
Conservative	285	267	12	6	66	60	101	118	29	87	58	132	95	36	21	227	133	20	132	5	28	203	276
	37%	40%	32%	9%	25%	31%	43%	42%	34%	42%	48%	47%	31%	29%	34%	39%	37%	32%	37%	23%	42%	40%	35%
Labour	291	247	15	29	127	98	77	87	37	68	30	75	133	62	20	208	130	24	137	13	24	159	293
	38%	37%	42%	45%	49%	50%	33%	31%	45%	33%	25%	27%	44%	50%	31%	36%	37%	38%	38%	53%	36%	31%	38%
Liberal Democrats (Lib Dem)	122	109	5	8	38	30	38	46	9	29	21	44	46	15	13	90	51	11	60	4	5	94	130
	16%	16%	15%	13%	15%	15%	16%	17%	10%	14%	17%	16%	15%	12%	21%	15%	14%	18%	17%	17%	7%	19%	17%
Scottish/Welsh Nationalist	19	-	1	18	18	-	1	-	-	-	-	7	8	2	2	15	10	2	7	-	2	16	22
	2%	-	2%	29%	7%	-	*	-	-	-	-	3%	3%	2%	3%	3%	3%	4%	2%	-	3%	3%	3%
Green Party	23	21	1	1	4	3	6	13	3	8	5	8	9	4	3	16	13	3	7	1	-	14	24
	3%	3%	2%	2%	2%	1%	2%	5%	3%	4%	4%	3%	3%	3%	4%	3%	4%	5%	2%	4%	-	3%	3%
UK Independence Party	17	16	-	1	3	2	5	9	4	7	4	9	5	3	1	13	6	1	9	-	2	12	17
	2%	2%	-	1%	1%	1%	2%	3%	4%	4%	3%	3%	1%	2%	1%	2%	2%	2%	3%	-	3%	2%	2%
Other	18	14	3	1	3	3	9	5	2	5	3	4	8	3	3	12	12	-	6	1	5	6	19
	2%	2%	7%	1%	1%	1%	4%	2%	2%	3%	3%	1%	3%	2%	5%	2%	3%	-	2%	4%	8%	1%	2%
"Labour lead" over Conservative	6	-20	3	23	61	38	-24	-31	9	-19	-28	-57	38	26	-2	-19	-3	4	5	7	-4	-45	17
	1%	-3%	9%	36%	23%	19%	-10%	-11%	11%	-9%	-23%	-21%	13%	21%	-3%	-3%	-1%	6%	1%	31%	-6%	-9%	2%
Total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Would not vote	132	114	4	14	48	34	41	43	22	36	15	20	50	45	16	70	62	8	61	7	10	9	132
	13%	12%	9%	15%	14%	13%	13%	11%	16%	13%	10%	6%	12%	23%	15%	9%	13%	9%	13%	18%	11%	2%	12%
Undecided	125	105	9	11	31	20	46	48	24	37	13	27	51	25	21	78	49	21	54	6	9	40	125
	12%	12%	17%	12%	9%	8%	14%	13%	17%	13%	9%	8%	12%	12%	20%	10%	10%	23%	11%	17%	10%	7%	12%
Refused	20	18	1	1	7	5	4	10	7	9	1	5	8	3	4	13	11	2	7	*	5	11	21
	2%	2%	1%	2%	2%	2%	1%	3%	5%	3%	1%	2%	2%	1%	4%	2%	2%	2%	2%	1%	5%	2%	2%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 3

Q.1 How would you vote if there were a General Election tomorrow?

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Conservative	242	129	113	19	27	39	43	53	32	29	46	82	114	61	84	80	44	35	164	79	234
	23%	25%	21%	14%	16%	19%	25%	34%	29%	28%	15%	22%	31%	28%	30%	26%	20%	14%	28%	17%	22%
Labour	230	119	111	21	46	52	37	29	20	24	67	90	73	44	54	70	40	66	124	106	228
	22%	23%	20%	16%	27%	26%	22%	19%	18%	23%	22%	24%	20%	20%	20%	23%	19%	26%	21%	23%	22%
Liberal Democrats (Lib Dem)	103	50	53	11	17	16	13	19	11	16	28	29	46	27	37	35	15	16	72	31	107
	10%	10%	10%	9%	10%	8%	7%	12%	9%	16%	9%	8%	12%	13%	14%	11%	7%	6%	12%	7%	10%
Scottish/Welsh Nationalist	18	10	8	1	4	3	2	5	2	1	5	5	8	3	6	5	5	1	11	7	19
	2%	2%	1%	1%	2%	2%	1%	3%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%
Green Party	20	10	10	3	4	6	5	1	1	-	7	11	2	1	4	6	4	6	11	10	21
	2%	2%	2%	2%	2%	3%	3%	1%	1%	-	2%	3%	1%	1%	2%	2%	2%	2%	2%	2%	2%
UK Independence Party	14	8	6	1	1	3	1	5	3	-	2	4	8	3	5	2	1	6	8	6	14
	1%	2%	1%	1%	1%	1%	1%	3%	2%	-	1%	1%	2%	1%	2%	1%	*	2%	1%	1%	1%
Other	18	12	6	-	-	8	4	4	1	-	-	13	5	1	6	8	2	2	13	5	19
	2%	2%	1%	-	-	4%	3%	3%	1%	-	-	3%	1%	1%	2%	2%	1%	1%	2%	1%	2%
"Labour lead" over Conservative	-13	-11	-2	2	19	13	-6	-24	-12	-4	21	7	-40	-17	-30	-10	-3	31	-40	27	-6
	-1%	-2%	*	2%	11%	6%	-3%	-15%	-11%	-4%	7%	2%	-11%	-8%	-11%	-3%	-2%	12%	-7%	6%	-1%
Would not vote	127	58	70	24	30	28	22	10	8	6	54	50	24	13	20	25	32	51	45	82	127
	12%	11%	13%	18%	17%	14%	13%	7%	7%	6%	18%	13%	6%	6%	7%	8%	15%	20%	8%	18%	12%
Undecided	260	107	153	53	39	47	37	28	31	26	91	84	84	56	57	67	68	68	124	136	268
	25%	21%	28%	40%	22%	23%	22%	18%	27%	25%	30%	22%	23%	26%	21%	22%	32%	27%	21%	29%	25%
Refused	20	7	13	-	4	1	7	2	4	2	4	8	9	6	3	9	3	5	12	8	22
	2%	1%	2%	-	2%	*	4%	2%	3%	2%	1%	2%	2%	3%	1%	3%	2%	2%	2%	2%	2%

P.A.M. 07 - Political Monitor FINAL

Table 4

Q.1 How would you vote if there were a General Election tomorrow?

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Conservative	242 23%	225 25%	12 23%	6 6%	58 17%	52 20%	88 27%	97 26%	21 15%	69 24%	48 32%	112 34%	83 20%	30 15%	17 17%	195 26%	120 25%	17 18%	106 22%	3 8%	25 28%	176 31%	234 22%
Labour	230 22%	192 21%	13 26%	25 28%	104 30%	79 31%	55 17%	71 19%	28 21%	55 19%	26 18%	53 16%	112 27%	47 24%	16 15%	166 22%	106 22%	15 16%	109 23%	11 29%	19 22%	128 23%	228 22%
Liberal Democrats (Lib Dem)	103 10%	91 10%	4 7%	8 9%	35 10%	27 10%	27 8%	41 11%	8 6%	27 9%	19 13%	39 12%	39 9%	10 5%	12 12%	78 10%	48 10%	10 11%	45 9%	4 9%	5 5%	81 14%	107 10%
Scottish/Welsh Nationalist	18 2%	- -	1 2%	17 19%	17 5%	- -	1 *	- -	- -	- -	- -	6 2%	8 2%	2 1%	2 2%	14 2%	10 2%	2 3%	5 1%	- -	2 2%	15 3%	19 2%
Green Party	20 2%	18 2%	1 2%	1 1%	4 1%	3 1%	5 1%	12 3%	3 2%	7 2%	4 3%	6 2%	9 2%	4 2%	1 1%	15 2%	12 2%	3 3%	5 1%	1 2%	- -	13 2%	21 2%
UK Independence Party	14 1%	13 1%	- -	1 1%	3 1%	2 1%	3 1%	7 2%	2 2%	6 2%	4 2%	7 2%	3 1%	3 1%	1 1%	10 1%	5 1%	1 1%	7 2%	- -	2 2%	11 2%	14 1%
Other	18 2%	14 2%	3 5%	1 1%	3 1%	3 1%	9 3%	5 1%	2 1%	5 2%	3 2%	4 1%	8 2%	3 1%	3 3%	12 2%	12 2%	- -	6 1%	1 2%	5 6%	6 1%	19 2%
"Labour lead" over Conservative	-13 -1%	-34 -4%	2 4%	19 21%	46 13%	27 10%	-33 -10%	-26 -7%	7 5%	-14 -5%	-22 -14%	-59 -18%	30 7%	18 9%	-2 -1%	-30 -4%	-14 -3%	-2 -2%	3 1%	8 21%	-6 -6%	-48 -9%	-6 -1%
Would not vote	127 12%	110 12%	4 9%	13 14%	46 13%	33 13%	41 13%	40 10%	20 15%	33 12%	13 9%	19 6%	48 12%	44 22%	15 15%	67 9%	60 13%	8 9%	59 12%	7 18%	10 11%	7 1%	127 12%
Undecided	260 25%	229 25%	13 25%	18 19%	69 20%	52 20%	94 29%	97 26%	45 33%	77 27%	32 21%	76 23%	95 23%	52 26%	34 32%	171 23%	94 20%	35 37%	131 27%	11 30%	17 20%	111 20%	268 25%
Refused	20 2%	19 2%	1 1%	1 2%	7 2%	5 2%	4 1%	10 3%	7 5%	8 3%	1 1%	8 2%	6 2%	3 2%	3 3%	14 2%	11 2%	2 2%	8 2%	* 1%	3 3%	14 3%	22 2%

P.A.M. 07 - Political Monitor FINAL

Table 5

Q.2 Which party are you most inclined to support?

Base : All respondents aged 18+ who are undecided or refused

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	290	115	175	48	36	46	37	35	57	31	84	83	123	88	63	73	64	90	136	154	290
Weighted total	280	114	166	53	43	47	45	30	34	28	96	92	93	62	60	76	71	73	137	144	290
Conservative	43	20	22	2	3	4	7	9	5	11	6	11	25	16	8	15	13	6	23	19	42
	15%	18%	13%	5%	8%	9%	16%	30%	14%	41%	6%	12%	27%	26%	14%	19%	19%	8%	17%	13%	14%
Labour	61	23	38	8	4	15	10	10	9	6	12	25	25	15	18	14	17	13	31	30	65
	22%	20%	23%	15%	9%	31%	22%	32%	28%	21%	12%	27%	27%	24%	29%	18%	25%	17%	23%	21%	22%
Liberal Democrats (Lib Dem)	19	7	12	2	-	7	3	1	4	3	2	10	7	6	4	4	4	6	9	11	23
	7%	6%	7%	4%	-	15%	6%	4%	11%	9%	2%	11%	8%	10%	7%	6%	6%	9%	6%	8%	8%
Scottish/Welsh Nationalist	1	*	1	-	-	-	-	1	1	-	-	-	1	1	1	-	-	1	1	1	3
	1%	*	1%	-	-	-	-	2%	3%	-	-	-	2%	2%	1%	-	-	1%	*	1%	1%
Green Party	3	1	1	1	-	-	-	-	1	1	1	-	1	1	1	1	1	-	1	1	3
	1%	1%	1%	2%	-	-	-	-	2%	3%	1%	-	2%	2%	1%	1%	2%	-	1%	1%	1%
UK Independence Party	3	1	2	1	-	-	1	-	-	1	1	1	1	1	-	-	1	2	-	3	3
	1%	1%	1%	2%	-	-	2%	-	-	3%	1%	1%	1%	1%	-	-	2%	2%	-	2%	1%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
"Labour lead" over Conservative	19	3	16	6	*	10	3	1	5	-6	6	13	*	-1	9	-1	4	7	8	11	23
	7%	2%	10%	11%	1%	22%	6%	2%	14%	-20%	6%	14%	*	-1%	15%	-2%	6%	9%	6%	7%	8%
Would not vote	5	1	4	2	1	-	1	1	-	-	3	1	1	-	2	-	-	3	2	3	5
	2%	1%	2%	3%	2%	-	3%	2%	-	-	3%	2%	1%	-	4%	-	-	4%	2%	2%	2%
Undecided	125	49	76	34	30	19	17	7	11	6	65	36	24	17	23	34	30	38	57	68	125
	45%	43%	46%	65%	71%	40%	38%	22%	32%	22%	68%	39%	26%	28%	38%	44%	42%	52%	41%	47%	43%
Refused	20	10	10	2	4	2	6	2	4	1	6	8	7	4	3	9	3	4	12	8	21
	7%	9%	6%	3%	10%	4%	13%	8%	11%	2%	6%	8%	7%	7%	5%	12%	5%	6%	9%	5%	7%

P.A.M. 07 - Political Monitor FINAL

Table 6

Q.2 Which party are you most inclined to support?

Base : All respondents aged 18+ who are undecided or refused

	Regions										Home ownership					Working status					Certain to Vote	Unweighted total
				North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC			Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Total	England	Wales	Scotland								Owned	Mortgaged										
290	246	19	25	80	55	103	107	48	82	34	102	90	59	35	192	92	35	163	14	18	135	290
280	248	13	19	76	57	98	106	52	85	33	84	101	56	37	185	105	37	139	12	20	126	290
43	42	*	-	8	8	13	21	8	18	10	20	12	6	4	32	12	3	27	2	3	27	42
15%	17%	2%	-	11%	14%	13%	20%	15%	21%	31%	24%	12%	11%	11%	17%	12%	9%	19%	21%	13%	21%	14%
61	56	2	4	23	19	22	16	9	13	4	22	21	15	4	43	24	9	29	2	4	30	65
22%	22%	15%	20%	31%	34%	23%	15%	18%	15%	12%	26%	20%	27%	11%	23%	23%	24%	21%	15%	21%	24%	22%
19	18	2	-	4	4	11	5	1	3	1	5	7	5	1	12	4	1	14	*	-	13	23
7%	7%	13%	-	5%	6%	11%	5%	2%	3%	5%	6%	7%	9%	4%	7%	4%	4%	10%	4%	-	10%	8%
1	-	-	1	1	-	-	-	-	-	-	1	-	*	-	1	-	-	1	-	-	1	3
1%	-	-	8%	2%	-	-	-	-	-	-	1%	-	1%	-	1%	-	-	1%	-	-	1%	1%
3	3	-	-	-	-	1	2	-	1	1	1	-	-	1	1	1	-	1	-	-	1	3
1%	1%	-	-	-	-	1%	2%	-	1%	4%	2%	-	-	3%	1%	1%	-	1%	-	-	1%	1%
3	3	-	-	-	-	2	1	1	1	-	2	1	-	-	3	1	-	2	-	-	1	3
1%	1%	-	-	-	-	2%	1%	2%	1%	-	2%	1%	-	-	2%	1%	-	1%	-	-	1%	1%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
19	13	2	4	15	11	9	-5	2	-5	-6	2	9	9	*	11	11	6	2	-1	2	3	23
7%	5%	12%	20%	20%	20%	9%	-5%	3%	-6%	-19%	2%	9%	16%	*	6%	11%	15%	2%	-6%	8%	3%	8%
5	4	-	1	2	1	-	3	2	3	1	1	2	1	1	3	3	-	2	-	-	1	5
2%	2%	-	5%	2%	1%	-	3%	3%	4%	4%	1%	2%	3%	2%	2%	3%	-	2%	-	-	1%	2%
125	105	9	11	31	20	46	48	24	37	13	27	51	25	21	78	49	21	54	6	9	40	125
45%	42%	66%	59%	41%	35%	47%	45%	46%	44%	41%	32%	50%	44%	57%	42%	47%	58%	39%	56%	44%	32%	43%
20	18	1	1	7	5	4	10	7	9	1	5	8	3	4	13	11	2	7	*	5	11	21
7%	7%	4%	7%	9%	9%	4%	9%	14%	10%	4%	6%	8%	5%	12%	7%	10%	5%	5%	3%	22%	9%	7%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 7

Q.1/2 Combined voting

Base : All respondents 10/10 voters aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	582	288	294	25	49	97	85	121	127	78	74	182	326	205	190	157	102	133	347	235	582
Weighted total	564	278	286	28	65	103	100	113	76	78	93	203	267	154	192	159	105	108	351	213	582
Total Voting	504	251	253	25	53	96	85	106	67	72	77	181	245	139	175	146	88	96	321	183	521
Conservative	203	98	105	8	13	33	36	48	30	35	20	70	113	65	68	63	42	30	131	72	201
	40%	39%	42%	30%	25%	35%	43%	45%	44%	48%	26%	39%	46%	46%	39%	43%	48%	31%	41%	39%	39%
Labour	159	84	75	5	19	38	29	29	19	20	23	67	69	39	54	42	24	38	96	62	167
	31%	33%	29%	18%	35%	39%	34%	28%	29%	27%	30%	37%	28%	28%	31%	29%	27%	40%	30%	34%	32%
Liberal Democrats (Lib Dem)	94	45	50	9	13	15	13	16	12	17	22	28	44	28	38	28	14	13	67	27	100
	19%	18%	20%	35%	26%	16%	15%	15%	17%	23%	28%	16%	18%	20%	22%	19%	16%	14%	21%	15%	19%
Scottish/Welsh Nationalist	16	8	8	1	4	3	1	5	2	-	5	4	7	2	6	4	4	2	11	5	18
	3%	3%	3%	3%	7%	4%	1%	4%	4%	-	6%	2%	3%	2%	4%	3%	4%	2%	3%	3%	3%
Green Party	14	7	7	3	3	4	2	1	1	1	5	6	2	2	3	5	3	3	8	6	15
	3%	3%	3%	11%	5%	4%	3%	1%	1%	1%	7%	3%	1%	1%	2%	3%	3%	4%	2%	3%	3%
UK Independence Party	12	5	6	1	1	-	2	5	2	-	2	2	7	2	4	1	1	7	5	7	12
	2%	2%	3%	3%	3%	-	3%	5%	3%	-	3%	1%	3%	2%	2%	1%	1%	7%	1%	4%	2%
Other	6	4	3	-	-	2	1	2	1	-	-	4	3	1	1	2	1	2	3	3	8
	1%	1%	1%	-	-	3%	1%	2%	1%	-	-	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%
"Labour lead" over Conservative	-45	-14	-31	-3	6	4	-7	-19	-10	-15	3	-3	-44	-26	-14	-20	-18	9	-35	-10	-34
	-9%	-6%	-12%	-12%	11%	4%	-8%	-18%	-15%	-21%	4%	-2%	-18%	-18%	-8%	-14%	-21%	9%	-11%	-5%	-7%
Total	564	278	286	28	65	103	100	113	76	78	93	203	267	154	192	159	105	108	351	213	582
Would not vote	9	4	5	1	2	3	2	1	-	-	3	5	1	-	3	-	3	3	3	6	7
	2%	1%	2%	4%	2%	3%	2%	1%	-	-	3%	2%	*	-	1%	-	3%	3%	1%	3%	1%
Undecided	40	18	22	2	9	4	10	4	7	5	10	15	15	11	11	9	12	9	19	21	41
	7%	7%	8%	6%	13%	4%	10%	3%	9%	6%	11%	7%	6%	7%	6%	5%	11%	8%	6%	10%	7%
Refused	11	5	6	-	3	-	2	2	3	1	3	2	6	3	3	5	2	1	8	3	13
	2%	2%	2%	-	4%	-	2%	2%	4%	1%	3%	1%	2%	2%	2%	3%	2%	1%	2%	1%	2%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 8

Q.1/2 Combined voting

Base : All respondents 10/10 voters aged 18+

	Regions										Home ownership					Working status					Certain to Vote	Unwtd total	
				North incl.	North excl.	Midlands incl.	South incl.		South East incl.	South East excl.				Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Total	England	Wales	Scotland	Scotland	Scotland	Wales	GLC		GLC	GLC		Owned	Mortgaged										
582	490	38	54	172	118	184	226	61	160	99	265	190	85	38	455	218	44	320	14	37	582	582	
564	488	30	47	166	119	173	225	63	167	104	230	210	77	43	439	251	48	265	10	40	564	582	
504	436	26	42	155	112	152	197	51	144	93	209	185	67	40	394	223	39	242	8	37	504	521	
203	191	9	4	47	43	69	87	16	66	49	103	64	20	17	166	85	16	102	*	20	203	201	
40%	44%	33%	8%	30%	39%	45%	44%	32%	45%	53%	49%	34%	29%	43%	42%	38%	42%	42%	5%	54%	40%	39%	
159	134	10	14	61	47	43	55	23	42	19	50	70	28	10	120	72	12	75	5	7	159	167	
31%	31%	40%	33%	39%	42%	28%	28%	45%	29%	20%	24%	38%	42%	25%	30%	32%	30%	31%	66%	19%	31%	32%	
94	83	4	8	24	17	29	40	6	25	19	37	35	11	8	72	43	6	45	1	5	94	100	
19%	19%	15%	18%	16%	15%	19%	20%	13%	17%	20%	18%	19%	16%	21%	18%	19%	15%	19%	18%	13%	19%	19%	
16	-	1	15	15	-	1	-	-	-	-	7	8	1	1	14	9	2	5	-	2	16	18	
3%	-	3%	36%	10%	-	1%	-	-	-	-	3%	4%	1%	2%	4%	4%	6%	2%	-	5%	3%	3%	
14	12	1	1	3	2	4	7	3	5	2	3	5	4	1	8	7	2	5	-	-	14	15	
3%	3%	3%	3%	2%	2%	3%	3%	6%	3%	2%	1%	3%	6%	3%	2%	3%	5%	2%	-	-	3%	3%	
12	11	-	1	3	2	2	6	1	5	4	8	1	3	1	8	4	1	7	-	2	12	12	
2%	3%	-	2%	2%	2%	2%	3%	3%	3%	4%	4%	*	4%	2%	2%	2%	2%	3%	-	6%	2%	2%	
6	5	2	-	1	1	4	2	1	2	1	2	2	1	2	4	3	-	4	1	1	6	8	
1%	1%	6%	-	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	4%	1%	1%	-	1%	11%	3%	1%	2%	
-45	-57	2	10	14	4	-26	-33	6	-24	-30	-53	7	9	-7	-46	-13	-5	-27	5	-13	-45	-34	
-9%	-13%	7%	25%	9%	3%	-17%	-17%	13%	-16%	-32%	-25%	4%	13%	-18%	-12%	-6%	-12%	-11%	61%	-35%	-9%	-7%	
564	488	30	47	166	119	173	225	63	167	104	230	210	77	43	439	251	48	265	10	40	564	582	
9	9	-	-	-	-	4	4	-	3	3	1	5	2	-	6	6	-	2	1	-	9	7	
2%	2%	-	-	-	-	3%	2%	-	2%	3%	1%	2%	3%	-	1%	2%	-	1%	6%	-	2%	1%	
40	34	3	3	6	4	16	18	10	16	6	14	15	6	4	29	16	8	17	1	1	40	41	
7%	7%	10%	6%	4%	3%	9%	8%	16%	10%	6%	6%	7%	8%	8%	7%	6%	16%	6%	12%	3%	7%	7%	
11	9	1	1	5	4	1	6	3	4	1	5	5	1	-	10	5	2	4	*	2	11	13	
2%	2%	2%	3%	3%	3%	*	2%	4%	3%	1%	2%	2%	2%	-	2%	2%	4%	1%	4%	5%	2%	2%	

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 9

Q.1 How would you vote if there were a General Election tomorrow?

Base : All respondents 10/10 voters aged 18+

		Gender		Age										Social class						Unwtd total	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	582	288	294	25	49	97	85	121	127	78	74	182	326	205	190	157	102	133	347	235	582
Weighted total	564	278	286	28	65	103	100	113	76	78	93	203	267	154	192	159	105	108	351	213	582
Conservative	176 31%	86 31%	91 32%	8 27%	10 16%	31 30%	33 33%	43 38%	28 36%	24 32%	18 19%	63 31%	95 35%	52 34%	64 34%	52 33%	32 30%	28 26%	116 33%	60 28%	176 30%
Labour	128 23%	72 26%	56 19%	4 13%	19 29%	30 29%	23 23%	22 19%	15 20%	15 20%	22 24%	53 26%	53 20%	31 20%	40 21%	37 23%	17 16%	34 31%	77 22%	51 24%	133 23%
Liberal Democrats (Lib Dem)	81 14%	40 15%	41 14%	7 26%	13 21%	12 12%	10 10%	14 13%	9 11%	15 20%	21 22%	22 11%	38 14%	24 16%	35 18%	26 16%	11 10%	10 9%	61 17%	20 9%	83 14%
Scottish/Welsh Nationalist	15 3%	8 3%	7 2%	1 3%	4 6%	3 3%	1 1%	4 4%	2 2%	-	5 5%	4 2%	6 2%	2 1%	6 3%	4 3%	4 3%	1 1%	10 3%	5 2%	16 3%
Green Party	13 2%	7 3%	6 2%	3 10%	3 4%	4 4%	2 2%	1 1%	1 1%	-	5 6%	6 3%	2 1%	1 1%	2 1%	5 3%	3 3%	3 3%	7 2%	6 3%	14 2%
UK Independence Party	11 2%	5 2%	6 2%	1 3%	1 2%	-	1 1%	5 5%	2 3%	-	2 2%	1 1%	7 3%	2 1%	4 2%	1 1%	1 1%	6 5%	5 1%	6 3%	11 2%
Other	6 1%	4 1%	3 1%	-	-	2 2%	1 1%	2 2%	1 1%	-	-	4 2%	3 1%	1 1%	1 *	2 2%	1 1%	2 2%	3 1%	3 1%	8 1%
"Labour lead" over Conservative	-48 -9%	-13 -5%	-35 -12%	-4 -14%	8 13%	-1 -1%	-10 -10%	-21 -18%	-12 -16%	-9 -12%	4 5%	-10 -5%	-42 -16%	-22 -14%	-25 -13%	-15 -9%	-15 -14%	6 6%	-40 -11%	-8 -4%	-43 -7%
Would not vote	7 1%	4 1%	3 1%	1 4%	2 2%	3 3%	1 1%	1 1%	-	-	3 3%	4 2%	1 *	-	3 1%	-	3 3%	2 2%	3 1%	4 2%	6 1%
Undecided	111 20%	47 17%	65 23%	4 14%	11 17%	18 17%	24 24%	19 16%	16 21%	20 26%	15 16%	42 20%	55 20%	36 23%	34 18%	25 16%	32 31%	20 18%	59 17%	52 24%	119 20%
Refused	14 3%	5 2%	9 3%	-	3 4%	-	4 4%	2 2%	3 4%	2 3%	3 3%	4 2%	8 3%	5 3%	3 2%	6 4%	2 2%	3 2%	9 3%	5 2%	16 3%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 10

Q.1 How would you vote if there were a General Election tomorrow?

Base : All respondents 10/10 voters aged 18+

	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
				North incl.	North excl.	Midlands incl.	South incl.		South East incl.	South East excl.			Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Total	England	Wales	Scotland	Scotland	Scotland	Wales	GLC		GLC	GLC	Owned	Mortgaged										
582	490	38	54	172	118	184	226	61	160	99	265	190	85	38	455	218	44	320	14	37	582	582
564	488	30	47	166	119	173	225	63	167	104	230	210	77	43	439	251	48	265	10	40	564	582
176	164	8	4	43	40	59	74	13	54	41	90	55	18	14	144	79	13	84	*	17	176	176
31%	34%	28%	8%	26%	33%	34%	33%	20%	32%	39%	39%	26%	24%	32%	33%	31%	28%	32%	4%	43%	31%	30%
128	107	8	13	55	41	29	44	16	33	17	36	61	23	8	97	61	8	60	4	6	128	133
23%	22%	28%	28%	33%	35%	17%	20%	25%	20%	16%	16%	29%	30%	20%	22%	24%	16%	23%	42%	14%	23%	23%
81	71	3	8	23	15	21	37	6	24	18	33	30	9	7	63	41	5	36	1	5	81	83
14%	14%	10%	16%	14%	13%	12%	17%	10%	15%	17%	14%	14%	11%	17%	14%	16%	10%	13%	9%	12%	14%	14%
15	-	1	14	14	-	1	-	-	-	-	6	8	1	1	13	9	2	4	-	2	15	16
3%	-	3%	31%	9%	-	*	-	-	-	-	2%	4%	1%	2%	3%	4%	5%	1%	-	4%	3%	3%
13	11	1	1	3	2	3	7	3	5	2	2	5	4	1	8	7	2	4	-	-	13	14
2%	2%	3%	3%	2%	2%	2%	3%	5%	3%	2%	1%	3%	5%	3%	2%	3%	4%	2%	-	-	2%	2%
11	10	-	1	3	2	2	6	1	5	4	7	1	3	1	7	4	1	6	-	2	11	11
2%	2%	-	2%	2%	2%	1%	3%	2%	3%	4%	3%	*	4%	2%	2%	2%	2%	2%	-	5%	2%	2%
6	5	2	-	1	1	4	2	1	2	1	2	2	1	2	4	3	-	4	1	1	6	8
1%	1%	5%	-	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	4%	1%	1%	-	1%	8%	3%	1%	1%
-48	-58	*	10	11	2	-29	-30	3	-21	-24	-54	6	5	-5	-48	-19	-6	-24	4	-12	-48	-43
-9%	-12%	1%	21%	7%	1%	-17%	-13%	5%	-13%	-23%	-23%	3%	6%	-13%	-11%	-7%	-12%	-9%	38%	-29%	-9%	-7%
7	7	-	-	-	-	4	3	-	2	2	1	5	1	-	6	5	-	2	1	-	7	6
1%	1%	-	-	-	-	3%	1%	-	1%	2%	1%	2%	1%	-	1%	2%	-	1%	6%	-	1%	1%
111	100	6	5	18	14	48	45	19	38	19	46	39	16	9	85	36	15	60	3	5	111	119
20%	21%	21%	10%	11%	12%	28%	20%	30%	23%	18%	20%	18%	21%	21%	19%	14%	31%	23%	26%	13%	20%	20%
14	12	1	1	5	4	3	7	4	5	1	7	5	2	-	12	7	2	5	*	2	14	16
3%	3%	2%	3%	3%	3%	2%	3%	6%	3%	1%	3%	2%	3%	-	3%	3%	4%	2%	4%	5%	3%	3%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 11

Q.2 Which party are you most inclined to support?

Base : All respondents 10/10 voters aged 18+ who are undecided or refused

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	135	57	78	4	10	17	22	24	34	24	14	39	82	58	39	33	31	32	72	63	135
Weighted total	126	51	74	4	14	18	28	21	19	23	18	46	62	41	37	31	35	22	69	57	135
Conservative	27	12	15	-	2	3	4	6	2	11	2	6	18	12	4	11	10	2	15	12	25
	21%	24%	20%	-	18%	16%	13%	26%	10%	47%	14%	14%	29%	30%	11%	34%	30%	9%	21%	22%	19%
Labour	30	12	19	1	-	8	6	7	4	5	1	14	16	8	14	5	7	4	20	11	34
	24%	22%	25%	24%	-	42%	22%	35%	21%	20%	5%	30%	25%	21%	39%	16%	19%	20%	29%	19%	25%
Liberal Democrats (Lib Dem)	13	4	9	1	-	3	3	1	3	2	1	6	6	4	3	3	3	4	6	7	17
	10%	8%	12%	33%	-	17%	10%	6%	16%	7%	8%	13%	9%	11%	9%	8%	10%	17%	8%	13%	13%
Scottish/Welsh Nationalist	1	-	1	-	-	-	-	1	*	-	-	-	1	*	1	-	-	*	1	*	2
	1%	-	1%	-	-	-	-	3%	2%	-	-	-	2%	1%	1%	-	-	2%	1%	1%	1%
Green Party	1	-	1	-	-	-	-	-	-	1	-	-	1	1	1	-	-	-	1	-	1
	1%	-	1%	-	-	-	-	-	-	3%	-	-	1%	2%	2%	-	-	-	1%	-	1%
UK Independence Party	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1	1
	1%	-	1%	-	-	-	3%	-	-	-	-	2%	-	-	-	-	-	4%	-	2%	1%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
"Labour lead" over Conservative	3	-1	4	1	-2	5	3	2	2	-6	-2	7	-2	-4	10	-5	-4	2	5	-1	9
	3%	-1%	6%	24%	-18%	26%	9%	8%	11%	-26%	-9%	16%	-4%	-10%	28%	-17%	-11%	11%	7%	-2%	7%
Would not vote	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1	1
	1%	-	2%	-	-	-	5%	-	-	-	-	3%	-	-	-	-	-	6%	-	2%	1%
Undecided	40	18	22	2	9	4	10	4	7	5	10	15	15	11	11	9	12	9	19	21	41
	32%	36%	29%	43%	62%	24%	37%	19%	35%	21%	58%	32%	24%	27%	29%	27%	35%	39%	28%	36%	30%
Refused	11	5	6	-	3	-	2	2	3	1	3	2	6	3	3	5	2	1	8	3	13
	9%	10%	8%	-	19%	-	9%	12%	16%	2%	15%	5%	10%	8%	9%	15%	7%	3%	12%	5%	10%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 12

Q.2 Which party are you most inclined to support?

Base : All respondents 10/10 voters aged 18+ who are undecided or refused

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem- ployed	Self- employed	10 out of 10	
Unweighted total	135	114	11	10	26	16	57	52	22	42	20	66	39	21	8	105	37	15	83	4	6	135	135
Weighted total	126	113	7	6	23	17	51	52	23	43	20	53	44	18	9	97	43	17	66	3	7	126	135
Conservative	27	27	*	-	4	4	10	13	4	12	8	13	9	1	3	22	6	3	18	-	3	27	25
	21%	24%	5%	-	15%	20%	20%	26%	15%	27%	41%	25%	21%	8%	34%	23%	14%	17%	28%	-	37%	21%	19%
Labour	30	28	2	1	6	5	14	11	7	9	2	14	10	6	1	24	11	4	15	1	1	30	34
	24%	25%	29%	14%	27%	31%	27%	21%	30%	21%	11%	26%	22%	31%	14%	24%	27%	22%	23%	31%	19%	24%	25%
Liberal Democrats (Lib Dem)	13	12	1	-	1	1	9	3	-	1	1	5	5	2	1	10	3	1	10	*	-	13	17
	10%	11%	16%	-	6%	8%	17%	6%	-	2%	4%	8%	12%	11%	14%	10%	6%	4%	15%	16%	-	10%	13%
Scottish/Welsh Nationalist	1	-	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	2
	1%	-	-	16%	4%	-	-	-	-	-	-	2%	-	-	-	1%	-	-	1%	-	-	1%	1%
Green Party	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	1
	1%	1%	-	-	-	-	1%	-	-	-	-	1%	-	-	-	1%	-	-	1%	-	-	1%	1%
UK Independence Party	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	1
	1%	1%	-	-	-	-	2%	-	-	-	-	2%	-	-	-	1%	-	-	1%	-	-	1%	1%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
"Labour lead" over Conservative	3	1	2	1	3	2	3	-3	3	-3	-6	1	*	4	-2	1	5	1	-3	1	-1	3	9
	3%	1%	24%	14%	12%	11%	7%	-5%	14%	-6%	-30%	1%	1%	23%	-20%	1%	12%	6%	-4%	31%	-19%	3%	7%
Would not vote	1	1	-	-	-	-	-	1	-	1	1	-	-	1	-	-	1	-	-	-	-	1	1
	1%	1%	-	-	-	-	-	3%	-	3%	7%	-	-	8%	-	-	3%	-	-	-	-	1%	1%
Undecided	40	34	3	3	6	4	16	18	10	16	6	14	15	6	4	29	16	8	17	1	1	40	41
	32%	30%	43%	47%	27%	20%	32%	34%	43%	37%	30%	27%	34%	34%	38%	30%	37%	45%	25%	40%	15%	32%	30%
Refused	11	9	1	1	5	4	1	6	3	4	1	5	5	1	-	10	5	2	4	*	2	11	13
	9%	8%	8%	23%	21%	21%	1%	11%	12%	10%	7%	9%	12%	7%	-	10%	13%	12%	5%	12%	28%	9%	10%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor
FINAL

Table 13

Q.3 Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All respondents aged 18+

		Gender		Age											Social class						Unwtd total
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Satisfied	272	136	136	53	59	56	34	25	20	24	112	90	70	45	73	66	49	84	139	133	266
	26%	27%	25%	40%	34%	28%	19%	16%	18%	24%	37%	24%	19%	21%	26%	21%	23%	33%	24%	28%	25%
Dissatisfied	692	342	350	63	86	138	124	125	86	69	149	262	280	155	187	213	144	149	400	292	708
	66%	67%	64%	48%	50%	68%	72%	80%	77%	66%	49%	70%	75%	72%	68%	69%	67%	58%	69%	62%	67%
Don't know	88	31	57	15	27	10	14	7	5	10	43	24	22	15	16	28	21	22	45	44	85
	8%	6%	11%	11%	16%	5%	8%	4%	4%	10%	14%	6%	6%	7%	6%	9%	10%	9%	8%	9%	8%
Net satisfied	-420	-206	-214	-10	-27	-82	-91	-100	-66	-44	-37	-173	-210	-110	-114	-147	-95	-65	-261	-159	-442
	-40%	-41%	-39%	-8%	-16%	-40%	-53%	-64%	-59%	-43%	-12%	-46%	-56%	-51%	-41%	-48%	-44%	-25%	-45%	-34%	-42%

P.A.M. 07 - Political Monitor
FINAL

Table 14

Q.3 Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All respondents aged 18+

		Regions										Home ownership					Working status					Certain to Vote	Unwtd total
					North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC			Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
	Total	England	Wales	Scotland	Scotland	Scotland	Wales	GLC	GLC	GLC	GLC	Owned	Mortgaged										
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Satisfied	272 26%	235 26%	6 12%	31 34%	90 26%	59 23%	77 24%	104 28%	54 40%	84 29%	29 19%	62 19%	117 28%	50 25%	40 39%	179 24%	125 26%	22 23%	125 26%	15 39%	21 24%	135 24%	266 25%
Dissatisfied	692 66%	601 66%	43 86%	48 53%	223 64%	175 68%	227 69%	242 64%	65 48%	177 62%	112 74%	251 76%	257 62%	124 63%	56 54%	508 68%	320 67%	63 67%	310 64%	19 50%	62 70%	400 71%	708 67%
Don't know	88 8%	75 8%	1 2%	11 13%	33 10%	22 9%	22 7%	33 9%	16 12%	26 9%	10 7%	18 5%	38 9%	24 12%	8 8%	56 7%	32 7%	9 10%	47 10%	4 11%	6 6%	29 5%	85 8%
Net satisfied	-420 -40%	-365 -40%	-38 -74%	-17 -19%	-133 -38%	-116 -45%	-150 -46%	-137 -36%	-11 -8%	-94 -33%	-83 -55%	-189 -57%	-140 -34%	-74 -37%	-16 -15%	-329 -44%	-195 -41%	-41 -43%	-185 -38%	-4 -10%	-41 -46%	-265 -47%	-442 -42%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

**P.A.M. 07 - Political Monitor
FINAL**

Table 15

Q.4 Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?

Base : All respondents aged 18+

		Gender		Age											Social class						Unwtd total
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Satisfied	246 23%	121 24%	125 23%	41 31%	54 32%	47 23%	30 18%	25 16%	18 16%	30 29%	95 31%	77 21%	73 20%	48 22%	66 24%	63 21%	42 20%	74 29%	129 22%	117 25%	247 23%
Dissatisfied	641 61%	323 63%	318 59%	63 48%	74 43%	130 64%	115 67%	115 73%	81 73%	63 61%	137 45%	245 65%	259 70%	144 67%	180 65%	196 64%	134 63%	131 52%	376 64%	265 57%	649 61%
Don't know	166 16%	66 13%	100 18%	28 21%	44 26%	27 13%	27 16%	17 11%	12 11%	10 10%	72 24%	54 14%	40 11%	23 11%	30 11%	48 16%	38 18%	49 19%	78 13%	87 19%	163 15%
Net satisfied	-395 -38%	-202 -40%	-193 -35%	-22 -17%	-20 -11%	-82 -41%	-85 -49%	-90 -57%	-64 -57%	-32 -31%	-42 -14%	-167 -44%	-186 -50%	-96 -45%	-114 -41%	-133 -43%	-92 -43%	-57 -22%	-246 -42%	-149 -32%	-402 -38%

**P.A.M. 07 - Political Monitor
FINAL**

Table 16

Q.4 Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total	
					North incl.	North excl.	Midlands incl.	South incl.		South East incl.	South East excl.			Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem played	Self-employed			10 out of 10
		England	Wales	Scotland	Scotland	Scotland	Wales	GLC	GLC	GLC	GLC	Owned	Mortgaged											
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059	
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059	
Satisfied	246	205	7	34	94	59	70	83	34	62	27	66	97	53	27	163	111	17	118	11	18	122	247	
	23%	22%	13%	38%	27%	23%	21%	22%	25%	22%	18%	20%	24%	27%	26%	22%	23%	18%	24%	28%	20%	22%	23%	
Dissatisfied	641	562	40	39	199	160	215	226	56	167	110	234	244	104	54	478	303	60	278	16	52	382	649	
	61%	62%	79%	43%	58%	63%	66%	60%	42%	58%	73%	71%	59%	53%	52%	64%	63%	64%	58%	43%	59%	68%	61%	
Don't know	166	145	4	17	53	36	42	70	45	58	13	31	71	41	22	102	63	17	85	11	18	60	163	
	16%	16%	8%	19%	15%	14%	13%	19%	33%	20%	9%	9%	17%	21%	22%	14%	13%	18%	18%	28%	21%	11%	15%	
Net satisfied	-395	-357	-33	-5	-106	-101	-145	-144	-22	-105	-83	-168	-147	-51	-27	-315	-191	-43	-160	-6	-34	-260	-402	
	-38%	-39%	-66%	-5%	-31%	-39%	-44%	-38%	-16%	-37%	-55%	-51%	-36%	-26%	-26%	-42%	-40%	-46%	-33%	-15%	-39%	-46%	-38%	

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

**P.A.M. 07 - Political Monitor
FINAL**

Table 17

Q.5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?

Base : All respondents aged 18+

		Gender		Age											Social class						Unwtd total
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Satisfied	368	195	173	47	54	75	60	57	38	36	101	136	131	75	125	108	63	72	233	135	360
	35%	38%	32%	36%	31%	37%	35%	36%	34%	35%	33%	36%	35%	35%	45%	35%	29%	28%	40%	29%	34%
Dissatisfied	351	172	179	30	44	65	63	62	45	42	73	128	150	88	94	107	73	76	201	150	367
	33%	34%	33%	23%	25%	32%	36%	40%	41%	41%	24%	34%	40%	41%	34%	35%	34%	30%	35%	32%	35%
Don't know	333	142	191	55	75	63	50	38	28	25	130	112	91	53	58	92	77	107	149	184	332
	32%	28%	35%	41%	44%	31%	29%	24%	25%	24%	43%	30%	24%	25%	21%	30%	36%	42%	26%	39%	31%
Net satisfied	17	23	-7	17	10	10	-2	-6	-7	-6	27	8	-19	-13	31	*	-10	-4	32	-15	-7
	2%	5%	-1%	13%	6%	5%	-1%	-3%	-6%	-6%	9%	2%	-5%	-6%	11%	*	-5%	-2%	5%	-3%	-1%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

**P.A.M. 07 - Political Monitor
FINAL**

Table 18

Q.5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
					North incl.	North excl.	Midlands incl.	South incl.		South East incl.	South East excl.			Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed		
		England	Wales	Scotland	Scotland	Scotland	Wales	GLC	GLC	GLC	GLC	Owned	Mortgaged										
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Satisfied	368	335	15	18	106	88	127	135	36	103	67	120	158	51	33	278	187	32	149	10	36	238	360
	35%	37%	30%	20%	31%	35%	39%	36%	26%	36%	44%	36%	38%	26%	31%	37%	39%	34%	31%	27%	40%	42%	34%
Dissatisfied	351	285	23	43	135	92	107	109	36	80	43	128	132	62	30	259	151	33	167	12	34	190	367
	33%	31%	46%	48%	39%	36%	33%	29%	27%	28%	29%	39%	32%	31%	28%	35%	32%	36%	35%	32%	38%	34%	35%
Don't know	333	292	12	30	105	76	93	135	64	104	40	83	122	85	42	205	139	29	165	15	19	136	332
	32%	32%	24%	33%	30%	30%	28%	36%	47%	36%	27%	25%	30%	43%	40%	28%	29%	31%	34%	40%	22%	24%	31%
Net satisfied	17	50	-8	-25	-29	-4	20	26	-1	23	24	-8	26	-10	3	19	37	-1	-18	-2	2	48	-7
	2%	5%	-16%	-28%	-8%	-1%	6%	7%	*	8%	16%	-2%	6%	-5%	3%	3%	8%	-2%	-4%	-5%	2%	8%	-1%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor
FINAL

Table 19

Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?

Base : All respondents aged 18+

		Gender		Age										Social class						Unwtd total	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Satisfied	209	114	95	22	36	35	48	32	19	18	57	83	69	37	70	65	27	47	135	75	213
	20%	22%	17%	17%	21%	17%	28%	20%	17%	18%	19%	22%	19%	17%	25%	21%	13%	19%	23%	16%	20%
Dissatisfied	258	129	129	32	32	52	45	37	30	30	64	97	98	60	73	74	57	55	147	112	267
	25%	25%	24%	24%	19%	25%	26%	24%	27%	29%	21%	26%	26%	28%	26%	24%	27%	21%	25%	24%	25%
Don't know	585	266	319	78	105	117	80	88	62	56	183	196	206	118	134	168	130	153	302	283	579
	56%	52%	59%	59%	61%	57%	46%	56%	56%	54%	60%	52%	55%	55%	48%	55%	61%	60%	52%	60%	55%
Net satisfied	-49	-15	-34	-10	4	-17	3	-5	-11	-12	-6	-14	-28	-23	-3	-9	-30	-7	-12	-37	-54
	-5%	-3%	-6%	-7%	2%	-8%	2%	-3%	-10%	-11%	-2%	-4%	-8%	-11%	-1%	-3%	-14%	-3%	-2%	-8%	-5%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor
FINAL

Table 20

Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total		
					North incl.	North excl.	Midlands incl.	South incl.		South East incl.	South East excl.			Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem played	Self-employed			10 out of 10	
		England	Wales	Scotland	Scotland	Scotland	Wales	GLC	GLC	GLC	GLC	Owned	Mortgaged												
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059		
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059		
Satisfied	209	189	8	12	70	58	68	71	23	55	32	68	86	26	26	154	112	20	77	8	25	133	213		
	20%	21%	16%	14%	20%	23%	21%	19%	17%	19%	21%	21%	21%	13%	25%	21%	23%	21%	16%	20%	28%	24%	20%		
Dissatisfied	258	208	20	30	91	61	77	90	27	71	45	84	99	49	25	184	118	25	115	11	25	142	267		
	25%	23%	39%	33%	26%	24%	24%	24%	20%	25%	30%	25%	24%	25%	24%	25%	25%	27%	24%	28%	29%	25%	25%		
Don't know	585	514	23	48	185	138	182	218	86	160	74	178	226	123	53	404	247	49	289	20	39	289	579		
	56%	56%	45%	53%	54%	54%	56%	57%	63%	56%	49%	54%	55%	62%	51%	54%	52%	52%	60%	52%	44%	51%	55%		
Net satisfied	-49	-19	-12	-18	-21	-3	-9	-19	-4	-16	-13	-16	-13	-24	*	-29	-6	-5	-38	-3	-1	-9	-54		
	-5%	-2%	-23%	-20%	-6%	-1%	-3%	-5%	-3%	-6%	-8%	-5%	-3%	-12%	*	-4%	-1%	-5%	-8%	-8%	-1%	-2%	-5%		

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 21

Q.7 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
AIDS	5 *	- -	5 1%	- -	- -	1 1%	- -	- -	- -	4 3%	- -	1 *	4 1%	4 2%	- -	- -	1 1%	4 1%	- -	5 1%	2 *
Animal welfare	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bird flu/pandemic flu	* *	- -	* *	- -	- -	- -	- -	* *	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	- -	* *	1 *
Common Market/EU/Europe/ EURO/Constitution	10 1%	8 2%	2 *	- -	- -	1 1%	2 1%	3 2%	2 2%	2 2%	- -	3 1%	7 2%	4 2%	6 2%	1 *	3 1%	1 *	6 1%	4 1%	11 1%
Countryside/rural life	3 *	1 *	2 *	- -	- -	- -	- -	1 1%	1 1%	1 1%	- -	- -	3 1%	2 1%	1 *	1 *	1 *	- -	2 *	1 *	3 *
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	153 15%	66 13%	87 16%	24 18%	19 11%	33 16%	25 15%	22 14%	16 14%	13 13%	43 14%	59 16%	51 14%	29 14%	31 11%	47 15%	31 15%	44 17%	78 13%	75 16%	155 15%
Defence/foreign affairs/ international terrorism	66 6%	37 7%	29 5%	10 8%	10 6%	8 4%	15 9%	9 6%	8 7%	7 6%	20 7%	23 6%	23 6%	14 7%	22 8%	12 4%	14 7%	19 7%	34 6%	33 7%	66 6%
Drug abuse	17 2%	6 1%	11 2%	1 1%	4 2%	2 1%	4 2%	2 1%	2 2%	2 2%	5 2%	6 2%	6 2%	4 2%	4 1%	5 2%	5 2%	3 1%	9 2%	8 2%	16 2%
Economy/economic situation	168 16%	90 18%	78 14%	15 12%	30 18%	37 18%	21 12%	30 19%	22 20%	12 12%	46 15%	59 16%	64 17%	34 16%	75 27%	54 18%	16 8%	23 9%	130 22%	39 8%	171 16%
Education/schools	29 3%	15 3%	15 3%	5 3%	4 2%	7 4%	4 2%	8 5%	1 1%	- -	9 3%	11 3%	9 3%	1 1%	13 5%	6 2%	6 3%	4 2%	19 3%	10 2%	27 3%
Foot and mouth outbreak/ farming crisis	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GM/GM (Genetically modified) foods	* *	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	* *	* *	- -	- -	- -	* *	- -	1 *
Housing	30 3%	12 2%	17 3%	6 4%	9 5%	4 2%	5 3%	3 2%	1 1%	2 2%	15 5%	9 2%	6 2%	3 2%	6 2%	8 3%	8 4%	8 3%	14 2%	16 3%	27 3%
Inflation/prices	38 4%	17 3%	21 4%	5 4%	9 5%	12 6%	4 3%	4 3%	2 2%	2 2%	13 4%	16 4%	9 2%	4 2%	6 2%	11 4%	11 5%	10 4%	17 3%	21 5%	38 4%
Local government/council tax	6 1%	2 *	4 1%	1 1%	2 1%	- -	3 2%	- -	- -	- -	3 1%	3 1%	- -	- -	2 1%	3 1%	- -	1 *	5 1%	1 *	4 *
Low pay/minimum wage/ fair wages	7 1%	5 1%	2 *	1 1%	- -	1 *	3 2%	2 1%	* *	- -	1 *	4 1%	3 1%	* *	- -	2 1%	1 *	4 2%	2 *	5 1%	8 1%
Morality/individual behaviour	17 2%	6 1%	12 2%	1 1%	2 1%	4 2%	1 1%	4 2%	2 2%	2 2%	3 1%	5 1%	9 2%	5 2%	7 3%	8 2%	1 1%	1 *	15 3%	2 *	19 2%
National Health Service/ Hospitals/Healthcare	44 4%	14 3%	31 6%	6 4%	6 4%	12 6%	8 5%	4 3%	4 4%	4 4%	12 4%	20 5%	13 3%	8 4%	7 3%	14 4%	14 7%	9 4%	21 4%	24 5%	47 4%
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear weapons/nuclear war/disarmament	2 *	1 *	1 *	- -	- -	- -	1 *	- -	- -	2 1%	- -	1 *	2 *	2 1%	- -	1 *	1 *	1 *	1 *	1 *	3 *
Pensions/social security/benefits	11 1%	2 *	9 2%	- -	2 1%	- -	1 1%	3 2%	4 4%	1 1%	2 1%	1 *	8 2%	5 2%	1 *	5 2%	1 1%	3 1%	6 1%	5 1%	15 1%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

**P.A.M. 07 - Political Monitor
FINAL**

Table 21

Q.7 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+

	Total	Gender		Age											Social class						Unwtd total
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Petrol prices/fuel	5 1%	5 1%	1 *	1 1%	2 1%	-	1 *	1 *	1 1%	-	3 1%	1 *	2 *	1 *	-	2 1%	1 *	3 1%	2 *	3 1%	6 1%
Pollution/environment	21 2%	6 1%	15 3%	-	4 2%	3 2%	6 3%	3 2%	2 2%	2 2%	4 1%	9 2%	8 2%	5 2%	12 4%	4 1%	2 1%	3 1%	16 3%	5 1%	20 2%
Pound/exchange rate/ value of pound	* *	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	* *	- -	* *	- -	- -	* *	- -	1 *
Poverty/inequality	21 2%	8 2%	13 2%	2 1%	3 2%	4 2%	6 3%	5 3%	2 2%	1 1%	4 1%	9 2%	8 2%	3 1%	11 4%	6 2%	-	5 2%	17 3%	5 1%	20 2%
Privatisation	2 *	1 *	1 *	1 1%	-	1 *	-	-	-	-	1 *	1 *	-	-	-	-	2 1%	-	-	2 *	2 *
Public services in general	3 *	2 *	1 *	-	-	2 1%	-	-	1 1%	-	-	2 *	1 *	1 1%	3 1%	-	-	1 *	3 *	1 *	3 *
Race relations/ immigration/immigrants	262 25%	139 27%	123 23%	27 21%	36 21%	47 23%	49 29%	37 24%	31 27%	34 33%	63 21%	97 26%	102 27%	65 30%	50 18%	82 27%	58 27%	73 28%	132 23%	130 28%	270 25%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	2 *	2 *	-	1 1%	-	-	-	-	1 1%	-	1 *	-	1 *	1 *	1 *	-	1 1%	-	1 *	1 *	2 *
Taxation	37 4%	19 4%	18 3%	9 7%	9 5%	6 3%	4 2%	4 3%	2 2%	3 3%	18 6%	10 3%	9 2%	5 2%	6 2%	11 3%	15 7%	6 2%	16 3%	21 4%	33 3%
Trade unions/strikes	1 *	1 *	-	-	1 1%	-	-	-	-	-	1 *	-	-	-	1 1%	-	-	-	1 *	-	1 *
Transport/public transport	3 *	3 1%	-	-	2 1%	-	1 1%	-	-	-	2 1%	1 *	-	-	-	2 *	1 1%	-	2 *	1 *	2 *
Unemployment/factory closure/lack of industry	20 2%	14 3%	6 1%	6 4%	5 3%	4 2%	2 1%	3 2%	* *	1 1%	11 4%	5 1%	4 1%	1 1%	3 1%	-	7 3%	9 4%	3 1%	17 4%	21 2%
Other	18 2%	11 2%	7 1%	1 1%	1 1%	7 4%	2 1%	7 4%	-	-	2 1%	9 3%	7 2%	-	4 1%	8 3%	5 2%	1 *	12 2%	6 1%	17 2%
Don't know	47 4%	14 3%	33 6%	8 6%	14 8%	7 4%	4 2%	2 1%	3 3%	8 8%	22 7%	11 3%	14 4%	12 5%	4 2%	15 5%	8 4%	20 8%	19 3%	28 6%	47 4%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 22

Q.7 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem played	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
AIDS	5	1	4	-	-	-	4	1	1	1	-	-	-	5	-	-	1	-	4	-	-	4	2
	*	*	7%	-	-	-	1%	*	1%	*	-	-	-	2%	-	-	*	-	1%	-	-	1%	*
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bird flu/pandemic flu	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	-	*	1
	*	-	1%	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	-	*	*
Common Market/EU/Europe/ EURO/Constitution	10	10	-	-	-	-	4	6	1	5	4	4	2	1	3	6	4	-	6	1	1	8	11
	1%	1%	-	-	-	-	1%	2%	1%	2%	3%	1%	1%	1%	3%	1%	1%	-	1%	2%	1%	1%	1%
Countryside/rural life	3	3	-	-	-	-	1	2	2	2	-	-	3	-	-	3	-	-	3	-	-	1	3
	*	*	-	-	-	-	*	*	1%	1%	-	-	1%	-	-	*	-	-	1%	-	-	*	*
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	153	134	8	11	54	44	44	55	28	47	20	39	62	40	12	101	71	15	68	8	18	76	155
	15%	15%	16%	12%	16%	17%	13%	14%	20%	17%	13%	12%	15%	20%	12%	14%	15%	16%	14%	22%	20%	13%	15%
Defence/foreign affairs/ international terrorism	66	54	*	12	18	7	22	25	8	16	8	26	22	12	5	48	24	7	35	4	6	37	66
	6%	6%	1%	13%	5%	3%	7%	7%	6%	6%	5%	8%	5%	6%	5%	6%	5%	7%	7%	9%	7%	7%	6%
Drug abuse	17	13	1	3	11	8	2	4	-	4	4	4	7	4	2	12	8	-	9	-	1	13	16
	2%	1%	2%	3%	3%	3%	1%	1%	-	1%	3%	1%	2%	2%	2%	2%	2%	-	2%	-	1%	2%	2%
Economy/economic situation	168	146	8	14	50	37	55	63	13	43	30	63	69	16	17	132	81	14	73	4	13	115	171
	16%	16%	17%	15%	15%	14%	17%	17%	9%	15%	20%	19%	17%	8%	16%	18%	17%	15%	15%	10%	15%	20%	16%
Education/schools	29	24	2	3	6	2	7	16	7	13	6	9	13	4	4	21	16	4	9	-	4	17	27
	3%	3%	3%	4%	2%	1%	2%	4%	5%	4%	4%	3%	3%	2%	4%	3%	3%	5%	2%	-	5%	3%	3%
Foot and mouth outbreak/ farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GM/GM (Genetically modified) foods	*	*	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	*	-	-	-	-	1
	*	*	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	*	-	-	-	-	*
Housing	30	28	-	1	11	10	8	11	7	9	2	7	12	4	6	20	17	1	11	3	5	11	27
	3%	3%	-	2%	3%	4%	2%	3%	5%	3%	1%	2%	3%	2%	6%	3%	4%	1%	2%	7%	6%	2%	3%
Inflation/prices	38	36	1	2	13	11	7	19	10	14	3	11	14	8	5	25	17	1	20	2	3	14	38
	4%	4%	1%	2%	4%	4%	2%	5%	8%	5%	2%	3%	3%	4%	4%	3%	4%	1%	4%	5%	4%	2%	4%
Local government/council tax	6	6	-	-	3	3	-	3	3	-	-	2	3	1	-	5	3	-	2	-	-	2	4
	1%	1%	-	-	1%	1%	-	1%	2%	1%	-	1%	1%	*	-	1%	1%	-	1%	-	-	*	*
Low pay/minimum wage/ fair wages	7	6	1	1	2	2	4	1	-	-	-	4	2	1	1	6	5	-	2	1	1	2	8
	1%	1%	2%	1%	1%	1%	1%	*	-	-	-	1%	*	*	1%	1%	1%	-	*	2%	1%	*	1%
Morality/individual behaviour	17	13	3	1	5	4	5	7	4	6	2	10	3	3	2	13	7	1	9	-	2	9	19
	2%	1%	6%	1%	1%	1%	2%	2%	3%	2%	1%	3%	1%	1%	2%	2%	2%	1%	2%	-	2%	2%	2%
National Health Service/ Hospitals/Healthcare	44	37	3	4	12	7	13	20	7	17	10	6	21	11	6	27	15	7	23	2	3	19	47
	4%	4%	5%	5%	3%	3%	4%	5%	5%	6%	7%	2%	5%	6%	6%	4%	3%	8%	5%	4%	3%	3%	4%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/nuclear war/disarmament	2	2	-	1	1	1	1	-	-	-	-	1	-	-	2	1	-	-	2	-	-	-	3
	*	*	-	1%	*	*	*	-	-	-	-	*	-	-	2%	*	-	-	*	-	-	-	*

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 22

Q.7 What would you say is the most important issue facing Britain today?

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unemployed	Self-employed	10 out of 10	
Pensions/social security/benefits	11 1%	8 1%	1 2%	2 2%	6 2%	4 2%	3 1%	2 1%	- -	1 *	1 1%	9 3%	- -	1 1%	1 1%	9 1%	4 1%	- -	8 2%	* 1%	- -	8 1%	15 1%
Petrol prices/fuel	5 1%	4 *	- -	1 2%	2 *	* *	2 1%	2 *	2 1%	2 1%	- -	1 *	2 *	1 1%	2 2%	2 *	4 1%	1 1%	1 *	- -	- -	4 1%	6 1%
Pollution/environment	21 2%	19 2%	- -	3 3%	7 2%	4 2%	3 1%	12 3%	3 2%	5 2%	2 1%	7 2%	9 2%	5 3%	- -	16 2%	10 2%	3 3%	8 2%	1 2%	1 1%	17 3%	20 2%
Pound/exchange rate/ value of pound	* *	- -	* 1%	- -	- -	- -	* *	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	- -	* *	- -	- -	* *	1 *
Poverty/inequality	21 2%	16 2%	3 7%	2 2%	5 1%	3 1%	9 3%	7 2%	3 2%	6 2%	3 2%	5 1%	11 3%	3 2%	2 2%	15 2%	9 2%	5 5%	7 2%	1 2%	4 5%	14 2%	20 2%
Privatisation	2 *	2 *	- -	- -	1 *	1 *	1 *	- -	- -	- -	- -	- -	2 1%	- -	- -	2 *	2 *	- -	- -	- -	1 2%	- -	2 *
Public services in general	3 *	1 *	- -	2 2%	2 1%	- -	1 *	- -	- -	- -	- -	1 *	2 *	1 *	- -	3 *	2 *	- -	1 *	- -	2 2%	3 1%	3 *
Race relations/ immigration/immigrants	262 25%	242 27%	9 17%	12 13%	81 23%	70 27%	85 26%	96 25%	25 18%	73 26%	49 32%	93 28%	102 25%	50 25%	16 16%	195 26%	120 25%	22 23%	119 25%	6 16%	15 17%	136 24%	270 25%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	2 *	1 *	- -	1 2%	2 1%	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	2 *	- -	- -	2 *	- -	- -	1 *	2 *
Taxation	37 4%	29 3%	4 7%	5 5%	14 4%	9 4%	17 5%	6 2%	3 2%	4 1%	1 1%	9 3%	16 4%	9 5%	2 2%	25 3%	18 4%	4 5%	15 3%	- -	1 1%	18 3%	33 3%
Trade unions/strikes	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	1 *
Transport/public transport	3 *	3 *	- -	- -	- -	- -	2 *	1 *	- -	1 *	1 1%	- -	3 1%	- -	- -	3 *	3 1%	- -	- -	- -	1 1%	3 *	2 *
Unemployment/factory closure/lack of industry	20 2%	17 2%	2 5%	1 1%	4 1%	3 1%	8 2%	8 2%	5 3%	7 2%	2 2%	5 2%	7 2%	2 1%	5 5%	13 2%	10 2%	- -	10 2%	2 6%	2 3%	10 2%	21 2%
Other	18 2%	11 1%	- -	7 8%	12 3%	5 2%	3 1%	3 1%	- -	1 *	1 1%	3 1%	11 3%	3 2%	1 1%	14 2%	6 1%	7 8%	5 1%	- -	1 1%	6 1%	17 2%
Don't know	47 4%	44 5%	1 2%	2 3%	23 7%	21 8%	15 4%	9 2%	6 5%	8 3%	2 1%	12 4%	11 3%	13 7%	11 10%	23 3%	17 4%	2 2%	28 6%	4 10%	1 1%	17 3%	47 4%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 23

Q.7/8 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+

	Total	Gender		Age											Social class						Unwtd total
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
AIDS	9 1%	1 *	7 1%	2 2%	1 1%	2 1%	- -	- -	- -	4 3%	3 1%	2 *	4 1%	4 2%	- -	1 *	1 1%	6 3%	1 *	8 2%	6 1%
Animal welfare	4 *	* *	4 1%	- -	1 1%	2 1%	- -	1 *	* *	1 1%	1 *	2 *	2 1%	1 1%	- -	1 *	2 1%	2 1%	1 *	4 1%	6 1%
Bird flu/pandemic flu	2 *	- -	2 *	- -	1 1%	- -	1 *	* *	- -	- -	1 *	1 *	* *	- -	- -	- -	* *	2 1%	- -	2 *	3 *
Common Market/EU/Europe/ EURO/Constitution	38 4%	24 5%	14 3%	- -	5 3%	7 3%	6 3%	9 5%	5 4%	7 7%	5 2%	13 3%	21 6%	12 6%	11 4%	13 4%	9 4%	5 2%	24 4%	14 3%	39 4%
Countryside/rural life	11 1%	4 1%	7 1%	- -	- -	2 1%	2 1%	1 1%	1 1%	5 5%	- -	4 1%	7 2%	6 3%	3 1%	3 1%	1 *	4 2%	6 1%	5 1%	9 1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	373 35%	172 34%	201 37%	47 36%	48 28%	76 37%	66 38%	59 38%	40 36%	36 35%	95 31%	142 38%	136 37%	77 36%	83 30%	114 37%	77 36%	98 39%	197 34%	176 37%	381 36%
Defence/foreign affairs/ international terrorism	209 20%	111 22%	97 18%	24 18%	31 18%	40 20%	39 22%	32 20%	25 22%	18 18%	55 18%	79 21%	75 20%	43 20%	72 26%	57 19%	40 18%	40 16%	129 22%	79 17%	203 19%
Drug abuse	82 8%	36 7%	47 9%	10 8%	15 9%	9 4%	18 11%	10 6%	6 6%	14 13%	25 8%	27 7%	30 8%	20 9%	18 6%	15 5%	24 11%	25 10%	33 6%	50 11%	80 8%
Economy/economic situation	344 33%	192 38%	152 28%	30 23%	51 30%	84 41%	56 32%	47 30%	44 39%	31 30%	81 27%	140 37%	123 33%	75 35%	135 49%	111 36%	47 22%	51 20%	246 42%	98 21%	343 32%
Education/schools	150 14%	67 13%	84 15%	19 15%	17 10%	40 20%	23 13%	28 18%	14 13%	8 8%	37 12%	63 17%	51 14%	22 10%	59 21%	42 14%	28 13%	20 8%	102 17%	49 10%	148 14%
Foot and mouth outbreak/ farming crisis	2 *	- -	2 *	- -	- -	1 *	- -	- -	1 1%	- -	- -	1 *	1 *	1 *	1 *	- -	- -	1 *	1 *	1 *	2 *
GM/GM (Genetically modified) foods	4 *	1 *	3 *	- -	- -	- -	3 2%	- -	1 1%	- -	- -	3 1%	1 *	1 1%	2 1%	2 *	1 *	- -	3 1%	1 *	4 *
Housing	139 13%	61 12%	79 14%	18 14%	35 20%	31 15%	15 9%	17 11%	12 10%	12 12%	53 17%	46 12%	41 11%	24 11%	23 8%	40 13%	27 13%	49 19%	63 11%	77 16%	132 12%
Inflation/prices	121 11%	57 11%	64 12%	15 11%	22 13%	26 13%	23 13%	16 10%	10 9%	9 9%	37 12%	49 13%	35 9%	19 9%	26 9%	36 12%	26 12%	33 13%	62 11%	59 13%	121 11%
Local government/council tax	27 3%	16 3%	11 2%	3 2%	5 3%	7 3%	4 2%	3 2%	2 2%	3 3%	8 3%	10 3%	8 2%	5 3%	5 2%	8 3%	5 2%	10 4%	13 2%	14 3%	28 3%
Low pay/minimum wage/ fair wages	40 4%	22 4%	18 3%	8 6%	6 4%	7 3%	7 4%	6 4%	4 3%	2 2%	14 5%	14 4%	12 3%	6 3%	2 1%	11 3%	14 6%	13 5%	13 2%	27 6%	40 4%
Morality/individual behaviour	73 7%	30 6%	44 8%	5 4%	7 4%	12 6%	16 9%	11 7%	11 10%	11 11%	12 4%	28 7%	33 9%	22 10%	29 11%	20 6%	10 5%	14 5%	49 8%	24 5%	78 7%
National Health Service/ Hospitals/Healthcare	237 23%	96 19%	141 26%	27 20%	39 23%	50 25%	44 26%	37 23%	24 22%	16 16%	65 22%	94 25%	77 21%	41 19%	71 26%	70 23%	52 24%	45 17%	141 24%	96 21%	239 23%
Northern Ireland	2 *	1 *	1 *	- -	- -	1 *	- -	1 1%	- -	- -	- -	1 *	1 *	- -	2 1%	- -	- -	- -	2 *	- -	2 *
Nuclear weapons/nuclear war/disarmament	8 1%	4 1%	4 1%	1 1%	1 1%	1 *	1 *	1 1%	1 1%	2 2%	2 1%	2 *	5 1%	3 2%	2 1%	1 *	2 1%	2 1%	3 1%	5 1%	10 1%
Pensions/social security/benefits	63 6%	19 4%	44 8%	2 2%	4 2%	8 4%	11 6%	13 8%	17 16%	8 7%	6 2%	19 5%	38 10%	25 12%	12 4%	17 6%	13 6%	21 8%	29 5%	34 7%	76 7%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 23

Q.7/8 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Petrol prices/fuel	59 6%	34 7%	25 5%	10 8%	14 8%	10 5%	11 6%	11 7%	4 3%	- -	24 8%	21 6%	14 4%	4 2%	17 6%	21 7%	11 5%	10 4%	38 7%	21 5%	54 5%
Pollution/environment	77 7%	24 5%	53 10%	11 8%	12 7%	15 7%	12 7%	12 8%	10 9%	5 5%	23 8%	27 7%	27 7%	15 7%	38 14%	23 7%	8 4%	8 3%	61 10%	16 3%	76 7%
Pound/exchange rate/ value of pound	13 1%	7 1%	6 1%	- -	3 2%	1 *	5 3%	2 1%	2 2%	- -	3 1%	6 1%	5 1%	2 1%	1 *	5 2%	4 2%	3 1%	6 1%	7 2%	14 1%
Poverty/inequality	74 7%	30 6%	45 8%	5 4%	12 7%	20 10%	12 7%	9 6%	9 8%	7 7%	17 6%	32 8%	25 7%	16 7%	26 9%	22 7%	13 6%	13 5%	48 8%	26 6%	73 7%
Privatisation	11 1%	5 1%	6 1%	3 3%	1 1%	1 *	3 2%	- -	1 1%	1 1%	4 1%	4 1%	2 1%	2 1%	3 1%	2 1%	5 2%	1 1%	4 1%	6 1%	11 1%
Public services in general	29 3%	9 2%	20 4%	1 1%	1 1%	9 4%	4 2%	5 3%	9 8%	- -	2 1%	13 3%	14 4%	9 4%	10 4%	5 2%	6 3%	7 3%	15 3%	14 3%	31 3%
Race relations/ immigration/immigrants	446 42%	234 46%	213 39%	44 33%	56 32%	85 42%	83 48%	80 51%	50 45%	49 47%	99 33%	168 45%	179 48%	99 46%	108 39%	138 45%	93 44%	106 42%	247 42%	200 43%	462 44%
Scottish/Welsh Assembly/ Devolution/ Constitutional reform	6 1%	6 1%	* *	1 1%	2 1%	1 *	- -	* *	1 1%	1 1%	3 1%	1 *	2 1%	2 1%	3 1%	- -	3 1%	1 *	3 *	3 1%	7 1%
Taxation	118 11%	71 14%	47 9%	22 17%	14 8%	30 15%	20 12%	18 11%	7 6%	7 6%	37 12%	50 13%	31 8%	13 6%	24 9%	42 14%	37 17%	14 5%	67 11%	51 11%	110 10%
Trade unions/strikes	3 *	3 1%	- -	- -	3 2%	- -	- -	- -	- -	- -	3 1%	- -	- -	- -	1 1%	- -	1 1%	- -	1 *	1 *	2 *
Transport/public transport	20 2%	9 2%	11 2%	6 5%	3 2%	3 2%	2 1%	- -	2 1%	4 4%	9 3%	5 1%	6 2%	6 3%	1 *	10 3%	7 3%	2 1%	11 2%	9 2%	18 2%
Unemployment/factory closure/lack of industry	66 6%	40 8%	26 5%	12 9%	16 9%	14 7%	9 5%	8 5%	1 1%	6 6%	28 9%	23 6%	15 4%	7 3%	15 5%	16 5%	12 6%	23 9%	31 5%	35 7%	67 6%
Other	43 4%	24 5%	19 4%	4 3%	1 1%	13 7%	6 3%	13 8%	5 5%	1 1%	5 2%	19 5%	19 5%	6 3%	15 5%	16 5%	8 4%	4 2%	31 5%	12 3%	44 4%
Don't know	39 4%	10 2%	29 5%	8 6%	10 6%	5 3%	3 2%	2 1%	3 3%	8 7%	18 6%	9 2%	13 3%	10 5%	4 1%	11 4%	6 3%	18 7%	15 3%	24 5%	39 4%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 24

Q.7/8 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
AIDS	9 1%	3 *	5 10%	- -	- -	- -	5 2%	3 1%	2 2%	3 1%	1 1%	- -	2 1%	6 3%	- -	2 *	1 *	2 2%	5 1%	- -	- -	4 1%	6 1%
Animal welfare	4 *	3 *	1 2%	- -	1 *	1 *	2 1%	2 *	- -	2 1%	2 1%	1 *	2 *	2 1%	- -	3 *	2 *	1 1%	2 *	* 1%	1 1%	1 *	6 1%
Bird flu/pandemic flu	2 *	2 *	* 1%	- -	1 *	1 *	* *	1 *	1 1%	1 *	- -	* *	- -	1 *	1 1%	* *	- -	- -	2 *	- -	- -	* *	3 *
Common Market/EU/Europe/ EURO/Constitution	38 4%	34 4%	1 2%	3 3%	6 2%	4 1%	12 4%	20 5%	3 2%	13 4%	10 7%	13 4%	13 3%	7 4%	4 4%	26 4%	16 3%	1 1%	22 5%	1 2%	2 2%	26 5%	39 4%
Countryside/rural life	11 1%	8 1%	4 7%	- -	- -	- -	7 2%	4 1%	2 1%	4 1%	2 2%	2 1%	5 1%	4 2%	- -	8 1%	4 1%	- -	7 1%	- -	1 1%	10 2%	9 1%
Crime/law & order/ violence/vandalism/ anti-social (yob) behaviour	373 35%	321 35%	23 45%	29 32%	121 35%	92 36%	122 37%	130 34%	51 38%	107 37%	56 37%	120 36%	133 32%	85 43%	34 32%	253 34%	182 38%	26 27%	165 34%	14 37%	40 45%	199 35%	381 36%
Defence/foreign affairs/ international terrorism	209 20%	172 19%	8 16%	28 31%	71 20%	43 17%	58 18%	80 21%	22 16%	53 18%	31 20%	73 22%	91 22%	27 14%	14 13%	164 22%	101 21%	19 20%	90 19%	5 13%	18 20%	133 24%	203 19%
Drug abuse	82 8%	67 7%	6 13%	9 10%	48 14%	39 15%	12 4%	22 6%	6 4%	20 7%	13 9%	22 7%	36 9%	20 10%	5 5%	57 8%	36 8%	4 4%	43 9%	4 12%	5 6%	39 7%	80 8%
Economy/economic situation	344 33%	300 33%	20 39%	24 27%	96 28%	72 28%	118 36%	130 34%	32 23%	91 32%	59 39%	110 33%	157 38%	45 23%	27 26%	267 36%	170 36%	31 33%	143 30%	13 35%	31 35%	224 40%	343 32%
Education/schools	150 14%	129 14%	10 19%	12 13%	41 12%	29 11%	45 14%	65 17%	21 16%	55 19%	34 23%	50 15%	65 16%	22 11%	12 12%	115 16%	73 15%	19 20%	59 12%	2 6%	20 23%	95 17%	148 14%
Foot and mouth outbreak/ farming crisis	2 *	1 *	1 1%	- -	- -	- -	2 *	- -	- -	- -	- -	1 *	- *	1 *	- -	1 *	- -	1 1%	1 *	- -	1 1%	- -	2 *
GM/GM (Genetically modified) foods	4 *	4 *	- -	- -	- -	- -	* *	3 1%	2 2%	3 1%	1 1%	2 1%	2 *	- -	- -	4 1%	1 *	2 2%	1 *	- -	3 3%	3 1%	4 *
Housing	139 13%	125 14%	4 8%	10 12%	45 13%	35 14%	44 14%	50 13%	21 16%	36 13%	15 10%	32 10%	54 13%	35 18%	18 17%	86 12%	70 15%	11 12%	58 12%	6 15%	12 14%	67 12%	132 12%
Inflation/prices	121 11%	112 12%	4 8%	5 5%	45 13%	40 16%	36 11%	40 11%	21 16%	29 10%	8 5%	32 10%	52 13%	27 14%	8 8%	85 11%	66 14%	6 6%	49 10%	5 12%	11 12%	54 10%	121 11%
Local government/council tax	27 3%	24 3%	1 2%	2 2%	8 2%	7 3%	4 1%	15 4%	7 6%	12 4%	5 3%	10 3%	8 2%	7 4%	2 2%	18 2%	11 2%	2 3%	13 3%	3 7%	2 2%	11 2%	28 3%
Low pay/minimum wage/ fair wages	40 4%	36 4%	1 2%	3 4%	14 4%	11 4%	12 4%	14 4%	4 3%	11 4%	7 4%	10 3%	12 3%	12 6%	6 6%	22 3%	20 4%	3 3%	18 4%	4 10%	1 1%	10 2%	40 4%
Morality/individual behaviour	73 7%	67 7%	4 8%	2 2%	20 6%	18 7%	28 9%	25 7%	12 9%	22 8%	10 6%	38 11%	21 5%	11 6%	4 4%	58 8%	28 6%	10 11%	36 7%	1 3%	9 10%	41 7%	78 7%
National Health Service/ Hospitals/Healthcare	237 23%	203 22%	11 22%	23 25%	66 19%	43 17%	71 22%	100 27%	30 22%	83 29%	53 35%	63 19%	109 26%	46 23%	19 18%	172 23%	107 22%	32 34%	98 20%	5 14%	23 26%	140 25%	239 23%
Northern Ireland	2 *	- -	- -	2 2%	2 1%	- -	- -	- -	- -	- -	- -	- -	2 *	- -	- -	2 *	2 *	- -	- -	- -	- -	2 *	2 *
Nuclear weapons/nuclear war/disarmament	8 1%	4 *	1 1%	3 3%	5 1%	2 1%	2 1%	1 *	- -	- -	- -	4 1%	1 *	- -	3 3%	5 1%	4 1%	- -	4 1%	- -	- -	4 1%	10 1%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 24

Q.7/8 What do you see as the main/other important issues facing Britain today?

Base : All respondents aged 18+

	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
				North incl.	North excl.	Midlands incl.	South incl.		South East incl.	South East excl.			Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Total	England	Wales	Scotland	Scotland	Scotland	Wales	GLC		GLC	GLC		Owned	Mortgaged									
63 6%	53 6%	4 9%	6 6%	24 7%	18 7%	25 8%	15 4%	2 1%	6 2%	4 3%	35 11%	11 3%	11 6%	6 6%	46 6%	21 4%	7 8%	35 7%	* 1%	6 7%	39 7%	76 7%
59 6%	49 5%	5 10%	6 7%	27 8%	21 8%	18 5%	15 4%	5 4%	11 4%	6 4%	14 4%	32 8%	8 4%	4 4%	47 6%	42 9%	5 6%	12 2%	- -	7 7%	29 5%	54 5%
77 7%	70 8%	2 4%	5 6%	23 7%	18 7%	11 3%	43 11%	7 6%	21 7%	14 9%	31 9%	29 7%	8 4%	9 9%	59 8%	35 7%	10 10%	32 7%	1 4%	10 12%	50 9%	76 7%
13 1%	12 1%	1 1%	- -	5 1%	5 2%	5 2%	3 1%	3 2%	3 1%	1 1%	3 1%	8 2%	2 1%	- -	11 1%	8 2%	2 2%	4 1%	- -	- -	9 2%	14 1%
74 7%	61 7%	4 9%	9 10%	23 7%	14 6%	22 7%	29 8%	12 9%	23 8%	11 7%	24 7%	27 7%	14 7%	8 8%	51 7%	30 6%	9 10%	35 7%	2 6%	7 7%	42 7%	73 7%
11 1%	9 1%	1 2%	1 1%	5 2%	4 2%	2 1%	3 1%	- -	2 1%	2 2%	4 1%	6 1%	- -	* *	10 1%	5 1%	1 1%	4 1%	* 1%	4 4%	5 1%	11 1%
29 3%	24 3%	2 4%	3 3%	6 2%	3 1%	13 4%	9 2%	2 2%	7 2%	5 3%	12 4%	7 2%	8 4%	1 1%	19 3%	10 2%	5 5%	13 3%	- -	6 6%	11 2%	31 3%
446 42%	402 44%	21 41%	23 26%	132 38%	108 42%	153 47%	162 43%	39 29%	120 42%	81 54%	159 48%	172 42%	81 41%	31 30%	331 45%	201 42%	40 42%	206 43%	13 35%	29 33%	251 45%	462 44%
6 1%	1 *	1 3%	3 3%	4 1%	1 *	2 1%	- -	- -	- -	- -	2 1%	3 1%	- -	1 1%	5 1%	1 *	- -	5 1%	- -	1 1%	4 1%	7 1%
118 11%	96 11%	9 17%	14 15%	39 11%	25 10%	41 13%	38 10%	14 10%	30 10%	16 10%	30 9%	56 14%	22 11%	10 10%	86 12%	65 14%	11 12%	42 9%	1 3%	7 7%	62 11%	110 10%
3 *	3 *	- -	- -	1 *	1 1%	1 *	- -	- -	- -	- -	- -	3 1%	- -	- -	3 *	3 1%	- -	- -	- -	- -	1 *	2 *
20 2%	20 2%	1 1%	- -	7 2%	7 3%	7 2%	6 2%	4 3%	6 2%	2 2%	5 2%	5 1%	5 2%	5 5%	10 1%	10 2%	- -	10 2%	1 1%	2 3%	9 2%	18 2%
66 6%	56 6%	6 11%	4 5%	18 5%	14 5%	23 7%	25 6%	10 7%	19 7%	9 6%	17 5%	23 6%	14 7%	10 9%	41 5%	32 7%	5 5%	29 6%	6 16%	7 8%	35 6%	67 6%
43 4%	30 3%	- -	14 15%	24 7%	11 4%	8 2%	11 3%	- -	5 2%	5 3%	14 4%	21 5%	7 3%	1 1%	35 5%	18 4%	8 9%	17 3%	1 1%	3 4%	19 3%	44 4%
39 4%	36 4%	1 2%	2 3%	21 6%	18 7%	10 3%	8 2%	6 4%	8 3%	2 1%	10 3%	8 2%	12 6%	8 8%	19 3%	13 3%	1 1%	25 5%	3 8%	1 1%	13 2%	39 4%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor
FINAL

Table 25

Q.9 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Improve	97 9%	59 12%	38 7%	13 10%	17 10%	22 11%	12 7%	12 7%	9 8%	11 11%	31 10%	35 9%	32 9%	20 9%	33 12%	29 9%	13 6%	23 9%	62 11%	35 8%	94 9%
Stay the same	203 19%	100 20%	103 19%	30 22%	39 23%	39 19%	23 13%	23 15%	24 21%	25 24%	69 23%	62 16%	72 19%	49 23%	53 19%	45 15%	43 20%	62 24%	98 17%	105 22%	206 19%
Get worse	695 66%	334 66%	361 67%	81 61%	100 58%	136 67%	130 75%	120 76%	73 66%	56 54%	181 59%	266 71%	249 67%	129 60%	183 66%	219 71%	143 67%	149 59%	402 69%	293 62%	702 66%
Don't know	58 5%	16 3%	42 8%	8 6%	16 9%	7 3%	7 4%	3 2%	5 5%	11 11%	24 8%	14 4%	20 5%	17 8%	8 3%	14 5%	15 7%	21 8%	22 4%	36 8%	57 5%
Net improve	-598 -57%	-274 -54%	-324 -60%	-67 -51%	-83 -48%	-114 -56%	-118 -68%	-108 -69%	-64 -57%	-45 -43%	-150 -49%	-231 -61%	-217 -58%	-109 -51%	-150 -54%	-191 -62%	-131 -61%	-127 -50%	-341 -58%	-257 -55%	-608 -57%

**P.A.M. 07 - Political Monitor
FINAL**

Table 26

Q.9 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All respondents aged 18+

		Regions										Home ownership					Working status					Certain to Vote	Unwtd total
					North incl.	North excl.	Midlands incl.	South incl.		South East incl.	South East excl.			Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
	Total	England	Wales	Scotland	Scotland	Scotland	Wales	GLC		GLC	GLC	Owned	Mortgaged										
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Improve	97	79	5	13	30	17	28	38	15	29	14	32	37	17	11	69	45	3	49	6	9	60	94
	9%	9%	10%	14%	9%	7%	9%	10%	11%	10%	9%	10%	9%	9%	10%	9%	9%	4%	10%	17%	10%	11%	9%
Stay the same	203	179	5	19	74	55	54	74	37	56	20	62	76	39	25	137	91	13	99	9	15	93	206
	19%	20%	9%	21%	21%	21%	17%	20%	27%	20%	13%	19%	18%	20%	24%	18%	19%	13%	21%	25%	16%	16%	19%
Get worse	695	607	38	50	216	165	225	255	75	189	115	222	283	122	62	505	320	72	303	20	62	391	702
	66%	67%	74%	56%	62%	65%	69%	67%	55%	66%	76%	67%	69%	62%	59%	68%	67%	77%	63%	52%	70%	69%	66%
Don't know	58	47	3	8	26	19	19	12	9	12	3	15	16	20	7	30	22	6	30	2	4	20	57
	5%	5%	7%	9%	8%	7%	6%	3%	7%	4%	2%	4%	4%	10%	7%	4%	5%	6%	6%	6%	4%	4%	5%
Net improve	-598	-528	-33	-37	-185	-148	-196	-216	-60	-160	-101	-190	-245	-105	-51	-436	-275	-69	-254	-13	-53	-331	-608
	-57%	-58%	-64%	-41%	-53%	-58%	-60%	-57%	-44%	-56%	-67%	-58%	-60%	-53%	-49%	-59%	-58%	-73%	-53%	-35%	-60%	-59%	-57%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 27

Q.10 And how likely would you be to vote in an immediate general election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
1 (Absolutely certain not to vote)	106 10%	50 10%	55 10%	17 13%	21 12%	21 10%	24 14%	13 8%	5 5%	6 5%	38 12%	44 12%	24 6%	11 5%	17 6%	24 8%	24 11%	41 16%	41 7%	65 14%	113 11%
2	9 1%	5 1%	5 1%	3 2%	2 1%	- -	1 1%	2 1%	2 1%	- -	5 2%	1 *	3 1%	2 1%	- -	1 *	3 1%	5 2%	1 *	8 2%	12 1%
3	25 2%	13 2%	13 2%	11 8%	5 3%	3 2%	2 1%	3 2%	1 1%	- -	16 5%	6 1%	4 1%	1 *	3 1%	10 3%	1 *	11 4%	13 2%	12 3%	23 2%
4	22 2%	7 1%	15 3%	7 5%	5 3%	4 2%	4 3%	1 1%	1 1%	- -	12 4%	9 2%	2 *	1 *	3 1%	10 3%	5 2%	4 2%	13 2%	9 2%	20 2%
5	67 6%	35 7%	32 6%	17 13%	17 10%	16 8%	5 3%	3 2%	6 6%	3 3%	34 11%	21 6%	12 3%	9 4%	12 4%	14 4%	22 10%	19 8%	25 4%	41 9%	64 6%
6	33 3%	12 2%	20 4%	6 4%	6 4%	7 3%	6 3%	3 2%	2 2%	4 2%	12 4%	12 3%	9 2%	6 3%	6 2%	11 4%	7 3%	9 3%	17 3%	16 3%	31 3%
7	45 4%	23 5%	22 4%	11 8%	9 5%	10 5%	6 3%	3 2%	5 4%	* *	20 7%	16 4%	8 2%	5 2%	10 4%	14 5%	8 4%	13 5%	24 4%	21 4%	44 4%
8	76 7%	41 8%	34 6%	13 10%	11 6%	20 10%	9 5%	10 7%	7 7%	5 5%	23 8%	29 8%	23 6%	12 6%	17 6%	24 8%	17 8%	17 7%	41 7%	34 7%	74 7%
9	49 5%	24 5%	25 5%	5 4%	11 6%	12 6%	8 5%	4 2%	3 3%	6 6%	16 5%	19 5%	13 4%	9 4%	10 3%	25 8%	10 4%	4 2%	35 6%	14 3%	46 4%
10 (Absolutely certain to vote)	564 54%	278 55%	286 53%	28 21%	65 38%	103 51%	100 58%	113 72%	76 69%	78 75%	93 31%	203 54%	267 72%	154 72%	192 69%	159 52%	105 49%	108 42%	351 60%	213 45%	582 55%
Don't know	52 5%	18 4%	35 6%	13 10%	19 11%	7 4%	7 4%	3 2%	3 2%	2 2%	32 10%	14 4%	7 2%	5 2%	7 3%	10 3%	12 6%	23 9%	17 3%	35 8%	47 4%
Refused	4 *	3 1%	2 *	2 1%	2 1%	- -	1 1%	- -	- -	- -	3 1%	1 *	- -	- -	- -	4 1%	- -	- -	4 1%	- -	3 *
Mean score	7.85	7.91	7.80	6.03	7.12	7.85	7.85	8.61	8.67	9.04	6.65	7.85	8.75	8.85	8.71	8.01	7.62	6.87	8.34	7.22	7.86
Std dev	3.103	3.064	3.141	3.170	3.289	2.999	3.323	2.818	2.528	2.276	3.277	3.146	2.590	2.411	2.544	2.906	3.165	3.559	2.758	3.398	3.144
Std error	0.098	0.139	0.137	0.306	0.298	0.219	0.276	0.219	0.189	0.223	0.217	0.173	0.122	0.143	0.157	0.174	0.229	0.213	0.119	0.157	0.099

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 28

Q.10 And how likely would you be to vote in an immediate general election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
1 (Absolutely certain not to vote)	106	84	5	17	41	24	34	31	14	23	9	19	38	34	13	57	49	9	48	8	13	-	113
	10%	9%	9%	19%	12%	9%	10%	8%	10%	8%	6%	6%	9%	17%	13%	8%	10%	10%	10%	20%	15%	-	11%
2	9	9	1	-	2	2	3	5	1	4	3	2	4	2	1	6	4	1	5	1	-	-	12
	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	-	1%
3	25	20	2	3	12	9	5	8	3	5	2	4	12	8	1	16	14	2	9	-	2	-	23
	2%	2%	4%	3%	4%	4%	1%	2%	2%	2%	2%	1%	3%	4%	1%	2%	3%	2%	2%	-	3%	-	2%
4	22	21	1	-	9	9	10	4	2	4	2	4	13	2	4	16	9	6	7	1	1	-	20
	2%	2%	2%	-	3%	3%	3%	1%	1%	1%	1%	1%	3%	1%	4%	2%	2%	6%	1%	2%	2%	-	2%
5	67	62	5	-	17	17	27	23	7	18	11	17	29	15	5	46	28	3	36	6	7	-	64
	6%	7%	10%	-	5%	7%	8%	6%	6%	6%	7%	5%	7%	8%	5%	6%	6%	3%	7%	15%	7%	-	6%
6	33	29	1	2	10	8	10	12	5	10	5	4	16	11	2	20	19	2	12	1	3	-	31
	3%	3%	2%	3%	3%	3%	3%	3%	4%	3%	3%	1%	4%	5%	2%	3%	4%	3%	2%	3%	3%	-	3%
7	45	39	1	4	18	14	16	11	2	6	3	14	17	9	5	31	23	5	17	2	5	-	44
	4%	4%	3%	4%	5%	6%	5%	3%	2%	2%	2%	4%	4%	5%	5%	4%	5%	5%	4%	6%	5%	-	4%
8	76	67	3	5	31	26	25	20	10	15	5	15	37	12	11	52	34	8	34	3	10	-	74
	7%	7%	6%	5%	9%	10%	8%	5%	7%	5%	3%	4%	9%	6%	10%	7%	7%	8%	7%	8%	11%	-	7%
9	49	41	1	7	18	11	18	12	3	8	5	15	21	6	6	37	30	3	16	*	7	-	46
	5%	4%	1%	8%	5%	4%	6%	3%	2%	3%	3%	5%	5%	3%	6%	5%	6%	3%	3%	1%	7%	-	4%
10 (Absolutely certain to vote)	564	488	30	47	166	119	173	225	63	167	104	230	210	77	43	439	251	48	265	10	40	564	582
	54%	54%	59%	52%	48%	47%	53%	59%	47%	58%	69%	69%	51%	39%	41%	59%	53%	51%	55%	27%	45%	100%	55%
Don't know	52	45	2	6	22	17	7	24	21	23	2	7	15	21	9	22	14	7	32	6	1	-	47
	5%	5%	3%	6%	6%	7%	2%	6%	15%	8%	1%	2%	4%	11%	9%	3%	3%	7%	7%	16%	1%	-	4%
Refused	4	4	-	-	-	-	-	4	4	4	-	-	-	-	4	-	3	-	2	-	-	-	3
	*	*	-	-	-	-	-	1%	3%	2%	-	-	-	-	4%	-	1%	-	*	-	-	-	*
Mean score	7.85	7.89	7.81	7.52	7.59	7.62	7.78	8.16	7.72	8.13	8.44	8.68	7.75	6.79	7.46	8.17	7.81	7.75	7.91	6.03	7.42	10.00	7.86
Std dev	3.103	3.046	3.197	3.600	3.219	3.080	3.086	2.989	3.255	3.011	2.789	2.576	3.057	3.544	3.295	2.886	3.098	3.140	3.106	3.570	3.265	0.000	3.144
Std error	0.098	0.104	0.409	0.366	0.177	0.201	0.170	0.160	0.315	0.190	0.233	0.134	0.163	0.256	0.349	0.108	0.155	0.351	0.135	0.551	0.372	0.000	0.099

**P.A.M. 07 - Political Monitor
FINAL**

Table 29

Q.11 Which party did you vote for at the General Election on May 5th 2005? If you are not sure, or did not vote, please say so

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Conservative	218	113	104	9	22	32	37	50	32	36	31	69	118	68	74	77	42	26	150	68	215
	21%	22%	19%	7%	13%	16%	22%	32%	28%	35%	10%	18%	32%	32%	27%	25%	20%	10%	26%	14%	20%
Labour	346	173	173	17	49	87	65	49	43	37	67	152	128	80	84	101	74	88	185	162	363
	33%	34%	32%	13%	29%	43%	38%	31%	39%	35%	22%	40%	34%	37%	30%	33%	35%	34%	32%	35%	34%
Liberal Democrats (Lib Dem)	131	59	72	6	17	21	24	25	21	17	23	45	62	38	54	36	21	19	90	40	135
	12%	12%	13%	5%	10%	10%	14%	16%	19%	16%	8%	12%	17%	18%	20%	12%	10%	7%	16%	9%	13%
Scottish/Welsh Nationalist	20	10	10	-	3	4	4	6	3	-	3	8	9	3	5	6	5	3	12	8	25
	2%	2%	2%	-	2%	2%	2%	4%	3%	-	1%	2%	3%	1%	2%	2%	3%	1%	2%	2%	2%
Green Party	7	3	4	1	1	3	1	-	-	-	3	4	-	-	1	2	3	1	3	4	6
	1%	1%	1%	1%	1%	1%	1%	-	-	-	1%	1%	-	-	*	1%	1%	*	*	1%	1%
UK Independence Party	10	5	5	-	1	1	-	6	2	-	1	1	7	2	2	3	-	5	5	5	10
	1%	1%	1%	-	1%	1%	-	4%	2%	-	*	*	2%	1%	1%	1%	-	2%	1%	1%	1%
Other	3	1	2	-	1	2	-	1	*	-	1	2	1	*	-	1	-	3	1	3	5
	*	*	*	-	*	1%	-	1%	*	-	*	*	*	*	-	*	-	1%	*	*	*
"Labour lead" over Conservative	129	60	69	8	27	55	28	-1	11	*	36	83	10	12	10	24	32	62	34	94	148
	12%	12%	13%	6%	16%	27%	16%	-1%	10%	*	12%	22%	3%	5%	4%	8%	15%	24%	6%	20%	14%
Did not vote	239	105	134	69	67	43	32	15	4	8	136	75	28	12	44	61	48	86	105	134	228
	23%	21%	25%	53%	39%	21%	19%	10%	4%	8%	45%	20%	7%	6%	16%	20%	23%	34%	18%	29%	22%
Too young	24	15	10	23	2	-	-	-	-	-	24	-	-	-	3	7	7	8	10	14	19
	2%	3%	2%	17%	1%	-	-	-	-	-	8%	-	-	-	1%	2%	3%	3%	2%	3%	2%
Can't remember	23	9	14	1	10	6	4	-	2	1	11	9	3	3	1	6	8	9	6	17	21
	2%	2%	3%	1%	6%	3%	2%	-	2%	1%	3%	3%	1%	1%	*	2%	4%	4%	1%	4%	2%
Refused	31	16	15	5	-	5	5	6	4	5	5	10	15	9	8	9	6	8	17	14	32
	3%	3%	3%	4%	-	3%	3%	4%	4%	5%	2%	3%	4%	4%	3%	3%	3%	3%	3%	3%	3%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 30

Q.11 Which party did you vote for at the General Election on May 5th 2005? If you are not sure, or did not vote, please say so

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Conservative	218	202	8	8	50	42	86	81	16	63	46	107	71	20	19	178	98	16	104	2	22	172	215
	21%	22%	15%	9%	15%	17%	26%	22%	12%	22%	31%	32%	17%	10%	18%	24%	21%	17%	22%	5%	25%	30%	20%
Labour	346	294	24	29	142	113	94	111	48	90	43	103	146	69	25	250	160	28	159	17	24	211	363
	33%	32%	47%	32%	41%	44%	29%	29%	35%	32%	28%	31%	36%	35%	24%	34%	34%	29%	33%	44%	27%	37%	34%
Liberal Democrats (Lib Dem)	131	121	3	6	31	25	39	61	11	42	31	57	46	15	10	103	59	12	59	2	10	96	135
	12%	13%	6%	7%	9%	10%	12%	16%	8%	15%	21%	17%	11%	8%	9%	14%	12%	13%	12%	6%	11%	17%	13%
Scottish/Welsh Nationalist	20	-	3	18	18	-	3	-	-	-	-	7	7	4	2	15	13	2	6	-	3	15	25
	2%	-	5%	19%	5%	-	1%	-	-	-	-	2%	2%	2%	2%	2%	3%	2%	1%	-	3%	3%	2%
Green Party	7	5	1	1	2	1	2	2	1	1	-	2	2	2	-	5	4	1	2	-	1	7	6
	1%	1%	2%	1%	1%	*	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	*	-	2%	1%	1%
UK Independence Party	10	9	-	1	2	1	2	6	1	4	2	4	1	3	1	6	2	1	7	1	2	8	10
	1%	1%	-	1%	1%	1%	1%	2%	1%	1%	2%	1%	*	1%	1%	1%	*	1%	1%	2%	2%	1%	1%
Other	3	3	1	-	*	2	1	1	1	-	-	*	-	2	1	*	1	-	3	-	-	3	5
	*	*	2%	-	*	*	*	*	1%	1%	-	*	-	1%	1%	*	*	-	1%	-	-	*	*
"Labour lead" over Conservative	129	92	16	21	92	71	8	29	31	28	-4	-4	75	49	6	71	62	11	55	15	2	40	148
	12%	10%	32%	23%	26%	28%	2%	8%	23%	10%	-2%	-1%	18%	25%	6%	10%	13%	12%	11%	39%	2%	7%	14%
Did not vote	239	206	10	23	80	57	71	88	39	63	25	29	103	66	41	131	113	22	104	13	21	27	228
	23%	23%	20%	25%	23%	22%	22%	23%	28%	22%	16%	9%	25%	33%	39%	18%	24%	23%	22%	35%	23%	5%	22%
Too young	24	24	-	-	10	10	7	7	5	6	1	6	11	4	2	17	8	1	15	1	1	4	19
	2%	3%	-	-	3%	4%	2%	2%	4%	2%	*	2%	3%	2%	2%	2%	2%	1%	3%	3%	2%	1%	2%
Can't remember	23	19	2	3	5	3	11	6	3	3	1	3	12	6	2	15	8	9	6	-	3	7	21
	2%	2%	3%	3%	2%	1%	4%	2%	2%	1%	1%	1%	3%	3%	2%	2%	2%	10%	1%	-	4%	1%	2%
Refused	31	29	-	2	5	3	11	15	11	12	2	12	11	6	2	23	11	2	17	2	2	14	32
	3%	3%	-	2%	1%	1%	3%	4%	8%	4%	1%	4%	3%	3%	2%	3%	2%	2%	4%	5%	2%	3%	3%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 31

Government Office Region (from sample point)

Base : All respondents aged 18+

		Gender		Age											Social class						Unwtd total
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
South East	151	67	84	11	30	32	22	32	14	12	40	54	57	26	59	35	29	27	94	57	145
	14%	13%	15%	8%	17%	16%	13%	20%	12%	12%	13%	14%	15%	12%	21%	12%	14%	11%	16%	12%	14%
Eastern	100	57	43	13	8	21	17	16	12	12	21	38	40	24	31	34	13	22	65	34	98
	9%	11%	8%	10%	5%	10%	10%	10%	11%	12%	7%	10%	11%	11%	11%	11%	6%	8%	11%	7%	9%
London	136	62	73	26	28	24	26	11	9	11	55	50	31	20	31	38	28	38	69	66	127
	13%	12%	13%	20%	16%	12%	15%	7%	8%	11%	18%	13%	8%	9%	11%	13%	13%	15%	12%	14%	12%
South West	92	44	48	10	13	21	9	17	13	10	23	30	40	23	34	32	10	16	67	26	101
	9%	9%	9%	7%	8%	10%	5%	11%	11%	10%	7%	8%	11%	11%	12%	11%	4%	6%	11%	5%	10%
West Midlands	97	49	48	13	15	18	15	11	13	11	29	33	36	25	24	19	26	27	44	53	94
	9%	10%	9%	10%	9%	9%	9%	7%	12%	11%	9%	9%	10%	11%	9%	6%	12%	11%	8%	11%	9%
East Midlands	80	44	36	9	9	18	17	9	8	11	18	34	28	19	17	22	17	24	39	41	79
	8%	9%	7%	7%	5%	9%	10%	6%	7%	11%	6%	9%	7%	9%	6%	7%	8%	10%	7%	9%	7%
Yorkshire and Humberside	91	43	47	9	15	20	17	14	9	6	24	38	30	16	20	30	19	21	50	40	89
	9%	9%	9%	7%	9%	10%	10%	9%	8%	6%	8%	10%	8%	7%	7%	10%	9%	8%	9%	9%	8%
North West	120	50	70	19	26	15	20	13	12	15	45	36	40	27	16	41	33	31	56	64	111
	11%	10%	13%	15%	15%	8%	12%	8%	11%	14%	15%	9%	11%	12%	6%	13%	15%	12%	10%	14%	10%
North East	45	22	22	7	8	7	9	4	8	1	16	16	13	9	7	16	9	13	23	22	49
	4%	4%	4%	6%	5%	4%	5%	3%	7%	1%	5%	4%	4%	4%	2%	5%	4%	5%	4%	5%	5%
Wales	51	26	25	7	6	9	5	12	4	7	13	15	23	10	7	17	10	16	24	27	63
	5%	5%	5%	6%	3%	5%	3%	8%	3%	6%	4%	4%	6%	5%	3%	5%	5%	6%	4%	6%	6%
Scotland	90	44	47	8	15	18	15	17	11	7	22	33	35	18	30	21	20	19	51	39	103
	9%	9%	9%	6%	8%	9%	9%	11%	10%	7%	7%	9%	9%	8%	11%	7%	10%	7%	9%	8%	10%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 32

Government Office Region (from sample point)

Base : All respondents aged 18+

	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
				North incl.	North excl.	Midlands incl.	South incl.		South East incl.	South East excl.			Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Total	England	Wales	Scotland	Scotland	Scotland	Wales	GLC		GLC	GLC	Owned	Mortgaged										
1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
151	151	-	-	-	-	-	151	-	151	151	54	66	16	14	120	75	16	60	5	10	104	145
14%	17%	-	-	-	-	-	40%	-	53%	100%	16%	16%	8%	14%	16%	16%	17%	12%	14%	11%	18%	14%
100	100	-	-	-	-	100	-	-	-	-	34	36	15	14	70	48	7	44	2	10	62	98
9%	11%	-	-	-	-	30%	-	-	-	-	10%	9%	8%	13%	9%	10%	7%	9%	6%	12%	11%	9%
136	136	-	-	-	-	-	136	136	136	-	25	41	45	24	66	57	8	70	8	13	63	127
13%	15%	-	-	-	-	-	36%	100%	47%	-	8%	10%	23%	23%	9%	12%	9%	15%	20%	15%	11%	12%
92	92	-	-	-	-	-	92	-	-	-	32	37	11	12	70	37	12	43	2	6	57	101
9%	10%	-	-	-	-	-	24%	-	-	-	10%	9%	5%	11%	9%	8%	13%	9%	5%	7%	10%	10%
97	97	-	-	-	-	97	-	-	-	-	37	37	14	7	74	45	9	42	3	16	47	94
9%	11%	-	-	-	-	30%	-	-	-	-	11%	9%	7%	7%	10%	10%	10%	9%	7%	18%	8%	9%
80	80	-	-	-	-	80	-	-	-	-	30	29	16	5	59	37	6	37	2	6	35	79
8%	9%	-	-	-	-	24%	-	-	-	-	9%	7%	8%	5%	8%	8%	7%	8%	5%	6%	6%	7%
91	91	-	-	91	91	-	-	-	-	-	32	42	11	4	74	42	6	42	3	7	54	89
9%	10%	-	-	26%	35%	-	-	-	-	-	10%	10%	6%	4%	10%	9%	7%	9%	8%	8%	10%	8%
120	120	-	-	120	120	-	-	-	-	-	29	49	28	14	78	47	12	61	7	7	44	111
11%	13%	-	-	35%	47%	-	-	-	-	-	9%	12%	14%	14%	11%	10%	12%	13%	18%	7%	8%	10%
45	45	-	-	45	45	-	-	-	-	-	11	24	10	-	35	22	5	17	4	3	21	49
4%	5%	-	-	13%	17%	-	-	-	-	-	3%	6%	5%	-	5%	5%	5%	4%	9%	3%	4%	5%
51	-	51	-	-	-	51	-	-	-	-	20	13	11	6	33	20	4	26	2	6	30	63
5%	-	100%	-	-	-	15%	-	-	-	-	6%	3%	6%	6%	4%	4%	5%	5%	6%	7%	5%	6%
90	-	-	90	90	-	-	-	-	-	-	26	38	21	4	65	44	8	38	1	5	47	103
9%	-	-	100%	26%	-	-	-	-	-	-	8%	9%	11%	4%	9%	9%	8%	8%	3%	5%	8%	10%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

**P.A.M. 07 - Political Monitor
FINAL**

Table 33

Exact age of respondent

Base : All respondents aged 18+

		Gender		Age										Social class						Unwtd total	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
16-19	43 4%	22 4%	21 4%	43 33%	-	-	-	-	-	-	43 14%	-	-	-	10 4%	13 4%	10 4%	11 4%	22 4%	21 4%	31 3%
20-24	88 8%	45 9%	43 8%	88 67%	-	-	-	-	-	-	88 29%	-	-	-	14 5%	21 7%	22 10%	31 12%	35 6%	53 11%	88 8%
25-29	84 8%	42 8%	42 8%	-	84 49%	-	-	-	-	-	84 28%	-	-	-	17 6%	26 8%	16 8%	25 10%	43 7%	41 9%	70 7%
30-34	88 8%	44 9%	44 8%	-	88 51%	-	-	-	-	-	88 29%	-	-	-	17 6%	34 11%	16 8%	22 8%	51 9%	38 8%	69 7%
35-39	100 9%	49 10%	51 9%	-	-	100 49%	-	-	-	-	-	100 27%	-	-	30 11%	24 8%	16 7%	30 12%	54 9%	46 10%	85 8%
40-44	102 10%	51 10%	52 10%	-	-	102 50%	-	-	-	-	-	102 27%	-	-	29 10%	45 15%	14 7%	14 6%	74 13%	29 6%	108 10%
45-49	92 9%	45 9%	46 9%	-	-	-	92 53%	-	-	-	-	92 24%	-	-	32 12%	26 8%	23 11%	10 4%	58 10%	33 7%	80 8%
50-54	81 8%	40 8%	41 8%	-	-	-	81 47%	-	-	-	-	81 21%	-	-	20 7%	19 6%	17 8%	25 10%	39 7%	42 9%	71 7%
55-59	86 8%	42 8%	44 8%	-	-	-	-	86 55%	-	-	-	-	86 23%	-	26 9%	22 7%	20 9%	18 7%	48 8%	38 8%	71 7%
60-64	71 7%	35 7%	37 7%	-	-	-	-	71 45%	-	-	-	-	71 19%	-	23 8%	17 6%	15 7%	16 6%	40 7%	31 7%	96 9%
65-69	59 6%	28 6%	31 6%	-	-	-	-	-	59 53%	-	-	-	59 16%	59 28%	16 6%	21 7%	12 6%	11 4%	37 6%	22 5%	96 9%
70-74	51 5%	24 5%	27 5%	-	-	-	-	-	51 46%	-	-	-	51 14%	51 24%	16 6%	12 4%	10 5%	13 5%	28 5%	23 5%	86 8%
75-79	43 4%	18 4%	25 5%	-	-	-	-	-	-	43 42%	-	-	43 12%	43 20%	13 5%	9 3%	13 6%	8 3%	22 4%	21 5%	53 5%
80-84	32 3%	13 3%	19 4%	-	-	-	-	-	-	32 31%	-	-	32 9%	32 15%	9 3%	9 3%	5 2%	10 4%	18 3%	14 3%	36 3%
85-99	28 3%	9 2%	19 4%	-	-	-	-	-	-	28 27%	-	-	28 8%	28 13%	3 1%	10 3%	4 2%	10 4%	13 2%	15 3%	17 2%
Refused	2 *	1 *	1 *	-	-	1 1%	-	-	1 1%	-	-	1 *	1 *	1 *	1 *	-	-	1 1%	1 *	1 *	2 *
Mean score	47.40	46.32	48.42	20.86	29.66	39.60	49.27	59.22	69.32	81.41	25.85	44.05	68.42	75.17	49.15	46.75	47.45	46.25	47.89	46.80	50.02
Std dev	18.646	18.082	19.119	2.004	2.701	3.000	3.090	2.914	3.032	4.761	4.992	5.705	9.794	7.232	17.376	18.367	18.774	20.120	17.930	19.504	18.656
Std error	0.574	0.809	0.810	0.184	0.229	0.216	0.251	0.225	0.225	0.462	0.311	0.308	0.459	0.426	1.067	1.079	1.324	1.160	0.761	0.871	0.574

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 34

Exact age of respondent

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem played	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
16-19	43 4%	39 4%	2 4%	3 3%	20 6%	17 7%	14 4%	9 2%	4 3%	5 2%	1 1%	11 3%	25 6%	2 1%	5 5%	35 5%	10 2%	6 6%	28 6%	1 2%	-	3 1%	31 3%
20-24	88 8%	78 9%	5 10%	5 6%	23 7%	18 7%	28 9%	37 10%	22 17%	32 11%	9 6%	5 2%	31 8%	23 12%	27 26%	36 5%	40 8%	8 8%	41 8%	11 30%	7 8%	24 4%	88 8%
25-29	84 8%	73 8%	3 6%	8 9%	35 10%	27 11%	20 6%	29 8%	12 9%	25 9%	13 9%	5 1%	37 9%	20 10%	21 21%	42 6%	47 10%	6 7%	31 6%	5 14%	6 7%	31 6%	70 7%
30-34	88 8%	79 9%	3 6%	7 8%	29 8%	22 8%	18 5%	42 11%	17 12%	33 12%	17 11%	2 *	55 13%	21 10%	11 10%	56 8%	58 12%	10 10%	21 4%	2 6%	8 9%	34 6%	69 7%
35-39	100 9%	85 9%	4 7%	12 13%	29 8%	17 7%	33 10%	39 10%	16 12%	30 10%	13 9%	10 3%	55 13%	24 12%	11 10%	65 9%	67 14%	9 10%	24 5%	2 5%	12 14%	47 8%	85 8%
40-44	102 10%	90 10%	6 11%	6 7%	33 9%	26 10%	32 10%	38 10%	7 5%	26 9%	19 12%	11 3%	66 16%	15 8%	10 9%	77 10%	64 14%	12 13%	26 5%	4 10%	7 8%	56 10%	108 10%
45-49	92 9%	77 8%	2 3%	13 14%	39 11%	27 10%	26 8%	26 7%	12 9%	20 7%	8 5%	19 6%	52 13%	16 8%	5 5%	71 10%	60 13%	15 16%	16 3%	3 7%	15 17%	50 9%	80 8%
50-54	81 8%	75 8%	4 7%	2 2%	22 6%	19 8%	29 9%	31 8%	14 10%	28 10%	13 9%	27 8%	37 9%	12 6%	4 4%	64 9%	55 11%	6 7%	20 4%	5 12%	12 14%	50 9%	71 7%
55-59	86 8%	68 7%	6 12%	13 14%	33 10%	21 8%	20 6%	33 9%	5 4%	21 7%	16 11%	46 14%	23 6%	15 8%	2 2%	69 9%	54 11%	7 7%	26 5%	4 9%	11 12%	61 11%	71 7%
60-64	71 7%	60 7%	7 13%	5 5%	16 5%	11 4%	29 9%	27 7%	6 5%	22 8%	15 10%	43 13%	14 3%	10 5%	4 3%	57 8%	13 3%	9 9%	49 10%	1 4%	4 5%	52 9%	96 9%
65-69	59 6%	52 6%	2 4%	5 6%	23 7%	17 7%	18 5%	19 5%	5 4%	11 4%	6 4%	38 11%	9 2%	9 4%	3 2%	47 6%	5 1%	5 5%	50 10%	-	1 2%	41 7%	96 9%
70-74	51 5%	45 5%	2 3%	5 6%	16 5%	11 4%	19 6%	16 4%	4 3%	11 4%	7 5%	45 14%	3 1%	3 2%	-	48 6%	1 *	2 2%	48 10%	*	2 2%	36 6%	86 8%
75-79	43 4%	37 4%	1 2%	5 5%	14 4%	10 4%	17 5%	11 3%	3 2%	7 2%	4 2%	32 10%	2 *	8 4%	1 1%	34 5%	-	-	43 9%	-	-	31 6%	53 5%
80-84	32 3%	30 3%	2 4%	1 1%	5 1%	4 2%	13 4%	15 4%	4 3%	12 4%	7 5%	24 7%	1 *	6 3%	2 1%	25 3%	1 *	-	31 6%	-	1 1%	26 5%	36 3%
85-99	28 3%	23 3%	4 7%	2 2%	10 3%	8 3%	11 3%	7 2%	4 3%	5 2%	1 1%	13 4%	2 *	13 7%	-	15 2%	-	-	28 6%	-	-	20 4%	17 2%
Refused	2 *	1 *	-	1 1%	1 *	-	1 *	-	-	-	-	1 *	1 *	-	-	2 *	1 *	-	1 *	-	1 2%	-	2 *
Mean score	47.40	47.22	50.10	47.75	46.48	46.03	49.42	46.52	42.76	45.64	48.23	61.43	39.96	46.74	34.10	49.53	40.90	42.89	54.73	36.41	44.46	53.09	50.02
Std dev	18.646	18.645	20.772	17.442	18.414	18.756	19.491	18.017	18.334	17.823	16.999	15.999	13.111	20.174	14.310	17.975	12.136	14.140	21.824	14.226	13.424	17.658	18.656
Std error	0.574	0.624	2.617	1.727	0.983	1.189	1.068	0.933	1.627	1.081	1.412	0.827	0.690	1.386	1.431	0.663	0.597	1.525	0.924	2.053	1.530	0.732	0.574

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

**P.A.M. 07 - Political Monitor
FINAL**

Table 35

Which age group applies to you?

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
16 - 17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18 - 24	132	67	64	132	-	-	-	-	-	-	132	-	-	-	24	34	32	42	58	74	119
	13%	13%	12%	100%	-	-	-	-	-	-	43%	-	-	-	9%	11%	15%	16%	10%	16%	11%
25 - 34	172	86	86	-	172	-	-	-	-	-	172	-	-	-	34	60	32	46	94	78	139
	16%	17%	16%	-	100%	-	-	-	-	-	57%	-	-	-	12%	19%	15%	18%	16%	17%	13%
35 - 44	204	101	102	-	-	204	-	-	-	-	-	204	-	-	58	69	30	46	127	76	194
	19%	20%	19%	-	-	100%	-	-	-	-	-	54%	-	-	21%	23%	14%	18%	22%	16%	18%
45 - 54	172	85	87	-	-	-	172	-	-	-	-	172	-	-	53	45	40	35	97	75	151
	16%	17%	16%	-	-	-	100%	-	-	-	-	46%	-	-	19%	15%	19%	14%	17%	16%	14%
55 - 59	86	42	44	-	-	-	-	86	-	-	-	-	86	-	26	22	20	18	48	38	71
	8%	8%	8%	-	-	-	-	55%	-	-	-	-	23%	-	9%	7%	9%	7%	8%	8%	7%
60 - 64	71	35	37	-	-	-	-	71	-	-	-	-	71	-	23	17	15	16	40	31	96
	7%	7%	7%	-	-	-	-	45%	-	-	-	-	19%	-	8%	6%	7%	6%	7%	7%	9%
65 - 74	111	52	59	-	-	-	-	-	111	-	-	-	111	111	33	33	22	23	66	45	183
	11%	10%	11%	-	-	-	-	-	100%	-	-	-	30%	52%	12%	11%	10%	9%	11%	10%	17%
75+	104	40	63	-	-	-	-	-	-	104	-	-	104	104	25	28	22	28	53	50	106
	10%	8%	12%	-	-	-	-	-	-	100%	-	-	28%	48%	9%	9%	10%	11%	9%	11%	10%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

P.A.M. 07 - Political Monitor FINAL

Table 36

Which age group applies to you?

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem played	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
16 - 17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18 - 24	132	117	7	8	43	36	42	46	26	37	11	16	56	25	33	71	50	13	68	12	7	28	119
	13%	13%	14%	9%	13%	14%	13%	12%	19%	13%	7%	5%	14%	13%	31%	10%	11%	14%	14%	32%	8%	5%	11%
25 - 34	172	152	6	15	63	49	38	71	28	58	30	6	91	41	32	98	105	16	52	7	14	65	139
	16%	17%	11%	16%	18%	19%	12%	19%	21%	20%	20%	2%	22%	20%	31%	13%	22%	17%	11%	19%	16%	12%	13%
35 - 44	204	176	9	18	61	43	66	77	24	56	32	20	123	39	20	143	133	21	50	6	21	103	194
	19%	19%	18%	20%	18%	17%	20%	20%	18%	19%	21%	6%	30%	20%	19%	19%	28%	23%	10%	15%	24%	18%	18%
45 - 54	172	152	5	15	61	46	55	57	26	48	22	46	89	28	9	134	115	22	36	7	27	100	151
	16%	17%	11%	16%	18%	18%	17%	15%	19%	17%	14%	14%	22%	14%	9%	18%	24%	23%	7%	19%	30%	18%	14%
55 - 59	86	68	6	13	33	21	20	33	5	21	16	46	23	15	2	69	54	7	26	4	11	61	71
	8%	7%	12%	14%	10%	8%	6%	9%	4%	7%	11%	14%	6%	8%	2%	9%	11%	7%	5%	9%	12%	11%	7%
60 - 64	71	60	7	5	16	11	29	27	6	22	15	43	14	10	4	57	13	9	49	1	4	52	96
	7%	7%	13%	5%	5%	4%	9%	7%	5%	8%	10%	13%	3%	5%	3%	8%	3%	9%	10%	4%	5%	9%	9%
65 - 74	111	97	4	11	40	29	37	35	9	22	14	83	12	12	3	95	6	7	98	*	4	76	183
	11%	11%	7%	12%	11%	11%	11%	9%	6%	8%	9%	25%	3%	6%	2%	13%	1%	7%	20%	1%	4%	14%	17%
75+	104	90	7	7	29	22	41	33	11	23	12	69	5	28	2	74	1	-	102	-	1	78	106
	10%	10%	13%	8%	8%	9%	13%	9%	8%	8%	8%	21%	1%	14%	2%	10%	*	-	21%	-	1%	14%	10%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 37

Sex of respondent

Base : All respondents aged 18+

		Gender		Age											Social class						Unwtd total
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Male	509	509	-	67	86	101	85	77	52	40	153	187	169	92	143	147	115	104	290	219	501
	48%	100%	-	51%	50%	50%	49%	49%	47%	39%	50%	50%	45%	43%	52%	48%	54%	41%	50%	47%	47%
Female	543	-	543	64	86	102	87	81	59	63	150	189	203	123	133	160	99	151	293	250	558
	52%	-	100%	49%	50%	50%	51%	51%	53%	61%	50%	50%	55%	57%	48%	52%	46%	59%	50%	53%	53%

P.A.M. 07 - Political Monitor
FINAL

Table 38

Sex of respondent

Base : All respondents aged 18+

		Regions										Home ownership					Working status					Certain to Vote	Unwtd total
					North incl.	North excl.	Midlands incl.	South incl.		South East incl.	South East excl.			Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
	Total	England	Wales	Scotland	Scotland	Scotland	Wales	GLC		GLC	GLC	Owned	Mortgaged										
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Male	509	439	26	44	159	116	176	174	62	130	67	140	231	76	60	370	308	18	183	22	62	278	501
	48%	48%	51%	48%	46%	45%	54%	46%	46%	45%	45%	42%	56%	38%	58%	50%	65%	19%	38%	57%	70%	49%	47%
Female	543	472	25	47	187	140	151	205	73	157	84	191	181	122	44	372	169	76	298	16	26	286	558
	52%	52%	49%	52%	54%	55%	46%	54%	54%	55%	55%	58%	44%	62%	42%	50%	35%	81%	62%	43%	30%	51%	53%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 39

Employment status

Base : All respondents aged 18+

		Gender		Age										Social class						Unwtd total	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Working	571	326	245	63	120	154	136	82	13	1	184	290	97	14	174	172	123	102	346	225	500
	54%	64%	45%	48%	70%	76%	79%	52%	12%	1%	60%	77%	26%	7%	63%	56%	58%	40%	59%	48%	47%
Working full time (30hrs/wk+)	477	308	169	50	105	133	115	67	6	1	155	247	75	7	142	148	100	87	290	187	414
	45%	61%	31%	38%	61%	65%	67%	43%	6%	1%	51%	66%	20%	3%	51%	48%	47%	34%	50%	40%	39%
Working part time (8-29 hrs/wk)	94	18	76	13	16	21	22	15	7	-	29	43	22	7	32	24	24	15	56	38	86
	9%	3%	14%	10%	9%	10%	13%	10%	6%	-	9%	11%	6%	3%	11%	8%	11%	6%	10%	8%	8%
Not working	481	183	298	68	52	50	36	75	98	102	120	86	275	200	102	135	91	153	237	244	559
	46%	36%	55%	52%	30%	24%	21%	48%	88%	99%	40%	23%	74%	93%	37%	44%	42%	60%	41%	52%	53%
Not working (i.e. under 8hrs/week) - housewife	96	3	93	11	26	31	14	11	-	3	37	45	14	3	11	26	18	40	38	58	95
	9%	1%	17%	9%	15%	15%	8%	7%	-	3%	12%	12%	4%	1%	4%	9%	8%	16%	6%	12%	9%
Not working (i.e. under 8hrs/week) - retired	251	107	144	-	-	-	4	53	95	99	-	4	247	194	70	71	48	61	142	109	327
	24%	21%	27%	-	-	-	2%	34%	85%	96%	-	1%	66%	90%	25%	23%	22%	24%	24%	23%	31%
Not working (i.e. under 8hrs/week) - unemployed (registerd)	22	16	6	9	5	3	4	*	*	-	14	7	1	*	3	1	5	13	4	18	30
	2%	3%	1%	7%	3%	2%	2%	*	*	-	5%	2%	*	*	1%	*	2%	5%	1%	4%	3%
Not working (i.e. under 8hrs/week) - unemployed (not registerd but looking for work)	15	5	10	3	3	2	3	5	-	-	5	6	5	-	2	2	3	8	4	11	18
	1%	1%	2%	2%	1%	1%	2%	3%	-	-	2%	1%	1%	-	1%	1%	2%	3%	1%	2%	2%
Not working (i.e. under 8hrs/week) - student	61	31	29	43	12	4	1	-	1	-	55	5	1	1	15	27	13	6	42	19	47
	6%	6%	5%	33%	7%	2%	1%	-	1%	-	18%	1%	*	*	5%	9%	6%	2%	7%	4%	4%
Not working (i.e. under 8hrs/week) - other (incl. disabled)	36	21	15	2	7	9	10	6	2	-	9	19	8	2	1	7	4	25	8	29	42
	3%	4%	3%	1%	4%	4%	6%	4%	2%	-	3%	5%	2%	1%	*	2%	2%	10%	1%	6%	4%
Refused/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 40

Employment status

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem played	Self-employed		
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Working	571	494	24	52	187	135	178	206	65	156	91	117	312	75	65	430	477	94	-	-	89	299	500
	54%	54%	48%	58%	54%	53%	54%	54%	48%	55%	60%	35%	76%	38%	62%	58%	100%	100%	-	-	100%	53%	47%
Working full time (30hrs/wk+)	477	412	20	44	156	112	151	169	57	132	75	92	260	65	59	352	477	-	-	-	81	251	414
	45%	45%	40%	49%	45%	44%	46%	45%	42%	46%	50%	28%	63%	33%	57%	47%	100%	-	-	-	92%	45%	39%
Working part time (8-29 hrs/wk)	94	82	4	8	31	23	27	36	8	24	16	25	53	10	6	78	-	94	-	-	7	48	86
	9%	9%	8%	9%	9%	9%	8%	10%	6%	8%	10%	8%	13%	5%	5%	10%	-	100%	-	-	8%	9%	8%
Not working	481	417	26	38	159	121	149	173	70	130	60	213	99	123	39	312	-	-	481	38	-	265	559
	46%	46%	52%	42%	46%	47%	46%	46%	52%	45%	40%	65%	24%	62%	38%	42%	-	-	100%	100%	-	47%	53%
Not working (i.e. under 8hrs/week) - housewife	96	86	2	7	36	28	20	40	17	29	13	17	40	34	4	57	-	-	96	-	-	37	95
	9%	9%	4%	8%	10%	11%	6%	10%	12%	10%	8%	5%	10%	17%	4%	8%	-	-	20%	-	-	7%	9%
Not working (i.e. under 8hrs/week) - retired	251	216	15	20	77	58	89	84	23	60	36	180	18	47	5	197	-	-	251	-	-	185	327
	24%	24%	30%	22%	22%	22%	27%	22%	17%	21%	24%	54%	4%	24%	4%	27%	-	-	52%	-	-	33%	31%
Not working (i.e. under 8hrs/week) - unemployed (registerd)	22	22	-	*	7	6	6	10	5	8	2	2	6	10	5	7	-	-	22	22	-	5	30
	2%	2%	-	*	2%	2%	2%	3%	4%	3%	2%	1%	1%	5%	5%	1%	-	-	5%	59%	-	1%	3%
Not working (i.e. under 8hrs/week) - unemployed (not registerd but looking for work)	15	13	2	1	7	7	3	5	2	5	3	2	3	4	4	5	-	-	15	15	-	5	18
	1%	1%	5%	1%	2%	3%	1%	1%	2%	2%	2%	1%	1%	2%	4%	1%	-	-	3%	41%	-	1%	2%
Not working (i.e. under 8hrs/week) - student	61	50	5	6	16	11	20	24	15	20	4	8	27	10	13	34	-	-	61	-	-	16	47
	6%	5%	10%	6%	5%	4%	6%	6%	11%	7%	3%	2%	6%	5%	13%	5%	-	-	13%	-	-	3%	4%
Not working (i.e. under 8hrs/week) - other (incl. disabled)	36	30	2	4	15	11	10	11	8	9	2	5	6	17	8	11	-	-	36	-	-	16	42
	3%	3%	3%	5%	4%	4%	3%	3%	6%	3%	1%	2%	1%	9%	7%	1%	-	-	8%	-	-	3%	4%
Refused/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor
FINAL

Table 41

Are you self employed?

Base : All respondents aged 18+ who are employed

		Gender		Age											Social class						Unwtd total
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	500	274	226	57	90	140	116	75	21	1	147	256	97	22	152	152	108	88	304	196	500
Weighted total	571	326	245	63	120	154	136	82	13	1	184	290	97	14	174	172	123	102	346	225	500
Yes	89	62	26	7	14	21	27	15	4	1	21	48	20	5	30	20	21	18	50	39	78
	16%	19%	11%	11%	12%	14%	20%	18%	27%	100%	11%	16%	20%	33%	17%	11%	17%	17%	14%	17%	16%
No	482	264	219	56	106	133	110	67	10	-	163	243	77	10	144	152	102	84	296	186	422
	84%	81%	89%	89%	88%	86%	80%	82%	73%	-	89%	84%	80%	67%	83%	89%	83%	83%	86%	83%	84%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

P.A.M. 07 - Political Monitor
FINAL

Table 42

Are you self employed?

Base : All respondents aged 18+ who are employed

		Regions										Home ownership					Working status					Certain to Vote	Unwtd total
	Total	England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Unweighted total	500	421	27	52	165	113	157	178	54	131	77	106	270	66	56	376	414	86	-	-	78	262	500
Weighted total	571	494	24	52	187	135	178	206	65	156	91	117	312	75	65	430	477	94	-	-	89	299	500
Yes	89 16%	78 16%	6 26%	5 9%	21 11%	16 12%	38 22%	30 14%	13 20%	23 15%	10 11%	19 16%	50 16%	8 11%	11 17%	69 16%	81 17%	7 8%	-	-	89 100%	40 13%	78 16%
No	482 84%	417 84%	18 74%	48 91%	167 89%	119 88%	139 78%	176 86%	52 80%	133 85%	81 89%	98 84%	262 84%	67 89%	54 83%	361 84%	396 83%	86 92%	-	-	-	259 87%	422 84%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**P.A.M. 07 - Political Monitor
FINAL**

Table 43

Which, if any, of the following apply to you? I am the parent or legal guardian of ...

Base : All respondents aged 18+

		Gender		Age										Social class						Unwtd total	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
... a child/ children under the age of 16 who does/do live with me	324 31%	131 26%	193 35%	26 20%	95 55%	141 69%	55 32%	6 4%	1 1%	-	121 40%	195 52%	7 2%	1 *	77 28%	99 32%	57 27%	90 35%	176 30%	148 32%	298 28%
... a child/ children aged under 16 who does not/do not live with me and to whose upbringing I contribute financially	10 1%	10 2%	1 *	-	5 3%	4 2%	1 1%	-	-	-	5 2%	5 1%	-	-	3 1%	2 1%	2 1%	4 2%	5 1%	6 1%	9 1%
... a child/ children aged under 16 who does not/do not live with me and to whose upbringing I do not contribute financially	3 *	1 *	2 *	1 1%	-	2 1%	-	-	-	-	1 *	2 1%	-	-	-	-	1 *	2 1%	-	3 1%	4 *
... a child/ children aged 16 to 19 who is/are currently in full time education	39 4%	15 3%	24 4%	-	-	9 4%	29 17%	1 1%	-	-	-	38 10%	1 *	-	15 5%	8 3%	12 6%	4 2%	23 4%	16 4%	34 3%
... None of the above	695 66%	359 71%	336 62%	105 79%	72 42%	55 27%	99 57%	151 96%	110 99%	104 100%	177 58%	153 41%	365 98%	214 100%	192 70%	203 66%	144 67%	156 61%	395 68%	300 64%	732 69%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 44

Which, if any, of the following apply to you? I am the parent or legal guardian of ...

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
... a child/ children under the age of 16 who does/do live with me	324 31%	285 31%	14 28%	24 27%	117 34%	92 36%	81 25%	126 33%	49 36%	99 35%	51 33%	33 10%	181 44%	78 39%	31 30%	214 29%	176 37%	42 45%	105 22%	16 43%	39 44%	141 25%	298 28%
... a child/ children aged under 16 who does not/do not live with me and to whose upbringing I contribute financially	10 1%	10 1%	- -	1 1%	2 1%	1 1%	4 1%	4 1%	1 1%	3 1%	2 1%	- -	7 2%	3 2%	- -	7 1%	8 2%	- -	3 1%	1 2%	- -	6 1%	9 1%
... a child/ children aged under 16 who does not/do not live with me and to whose upbringing I do not contribute financially	3 *	3 *	- -	- -	2 1%	2 1%	- -	1 *	- -	- -	- -	- -	2 1%	- -	1 1%	2 *	3 1%	- -	* *	- -	1 1%	1 *	4 *
... a child/ children aged 16 to 19 who is/are currently in full time education	39 4%	32 4%	2 3%	6 6%	16 5%	10 4%	9 3%	15 4%	10 7%	12 4%	3 2%	4 1%	31 8%	3 2%	1 1%	35 5%	19 4%	9 10%	11 2%	* 1%	4 4%	24 4%	34 3%
... None of the above	695 66%	597 65%	35 70%	63 69%	219 63%	157 61%	235 72%	240 63%	81 59%	177 62%	96 64%	297 90%	203 49%	116 58%	73 70%	500 67%	282 59%	43 46%	370 77%	20 54%	45 51%	403 71%	732 69%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

**P.A.M. 07 - Political Monitor
FINAL**

Table 45

Marital Status

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Married	534	274	260	4	76	125	122	104	68	36	80	247	207	103	175	142	118	98	317	217	541
	51%	54%	48%	3%	44%	61%	71%	66%	61%	35%	26%	66%	56%	48%	63%	46%	55%	39%	54%	46%	51%
Living together	103	47	55	21	41	23	8	8	1	-	62	32	8	1	19	34	25	24	53	49	92
	10%	9%	10%	16%	24%	11%	5%	5%	1%	-	21%	8%	2%	*	7%	11%	12%	10%	9%	10%	9%
Single	236	128	108	105	50	35	23	10	9	3	155	58	23	12	51	81	39	66	131	104	219
	22%	25%	20%	80%	29%	17%	13%	7%	8%	3%	51%	15%	6%	6%	18%	26%	18%	26%	23%	22%	21%
Widowed	91	26	65	-	-	1	3	11	17	59	-	5	86	76	16	26	17	31	43	48	98
	9%	5%	12%	-	-	1%	2%	7%	15%	57%	-	1%	23%	35%	6%	9%	8%	12%	7%	10%	9%
Divorced	68	25	43	-	3	13	13	17	16	6	3	26	39	22	12	17	11	27	30	38	85
	6%	5%	8%	-	2%	6%	8%	11%	14%	6%	1%	7%	10%	10%	4%	6%	5%	11%	5%	8%	8%
Separated	19	7	12	1	2	6	2	6	1	-	3	8	7	1	3	6	2	8	9	10	22
	2%	1%	2%	1%	1%	3%	1%	4%	1%	-	1%	2%	2%	*	1%	2%	1%	3%	2%	2%	2%
Refused	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	1	1
	*	-	*	-	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	*
Don't know	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	1
	*	*	-	-	-	-	-	1%	-	-	-	-	*	-	-	-	1%	-	-	*	*

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 46

Marital Status

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem- ployed	Self- employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Married	534	466	24	44	173	129	159	203	69	150	81	189	243	70	29	432	258	55	221	14	56	319	541
	51%	51%	48%	48%	50%	50%	49%	53%	51%	52%	54%	57%	59%	35%	28%	58%	54%	59%	46%	37%	63%	57%	51%
Living together	103	84	7	11	36	25	30	36	7	28	22	16	49	21	16	65	62	13	27	3	14	40	92
	10%	9%	15%	12%	10%	10%	9%	10%	5%	10%	14%	5%	12%	11%	16%	9%	13%	14%	6%	8%	16%	7%	9%
Single	236	208	8	20	79	59	69	88	47	73	26	38	89	57	48	127	111	16	108	16	14	85	219
	22%	23%	17%	22%	23%	23%	21%	23%	35%	26%	17%	11%	22%	29%	46%	17%	23%	17%	23%	42%	16%	15%	21%
Widowed	91	77	7	7	26	19	42	23	8	17	10	58	7	23	2	65	8	4	78	*	2	65	98
	9%	8%	14%	8%	7%	7%	13%	6%	6%	6%	7%	17%	2%	12%	2%	9%	2%	5%	16%	1%	2%	12%	9%
Divorced	68	60	3	5	24	19	23	21	4	15	10	27	16	19	6	43	26	3	38	3	3	42	85
	6%	7%	6%	6%	7%	7%	7%	6%	3%	5%	7%	8%	4%	9%	6%	6%	6%	3%	8%	7%	3%	7%	8%
Separated	19	16	-	3	8	5	5	7	1	3	2	3	8	6	2	11	11	1	7	-	-	13	22
	2%	2%	-	3%	2%	2%	1%	2%	1%	1%	1%	1%	2%	3%	2%	1%	2%	1%	1%	-	-	2%	2%
Refused	1	-	-	1	1	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-	1
	*	-	-	1%	*	-	-	-	-	-	-	-	*	-	-	*	*	-	-	-	-	-	*
Don't know	1	1	-	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	1
	*	*	-	-	*	1%	-	-	-	-	-	-	-	1%	-	-	-	-	*	4%	-	-	*

**P.A.M. 07 - Political Monitor
FINAL**

Table 47

What is the total number of people in your household including yourself and any children?

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
1	187 18%	86 17%	101 19%	8 6%	12 7%	26 13%	18 10%	28 18%	37 33%	58 56%	20 7%	44 12%	122 33%	95 44%	41 15%	58 19%	23 11%	65 25%	98 17%	88 19%	211 20%
2	352 33%	170 33%	182 33%	30 23%	57 33%	27 13%	54 31%	77 49%	66 59%	42 40%	87 28%	81 21%	185 50%	108 50%	110 40%	99 32%	76 35%	67 26%	209 36%	143 30%	388 37%
3	195 18%	104 21%	90 17%	35 26%	39 23%	42 21%	37 21%	32 20%	7 6%	3 3%	74 24%	79 21%	42 11%	10 4%	51 18%	56 18%	47 22%	40 16%	107 18%	87 19%	180 17%
4	197 19%	90 18%	107 20%	37 28%	40 23%	60 29%	45 26%	15 10%	1 1%	- -	77 25%	104 28%	16 4%	1 1%	57 21%	61 20%	39 18%	40 16%	118 20%	79 17%	171 16%
5	70 7%	32 6%	38 7%	11 9%	14 8%	26 13%	14 8%	3 2%	- -	1 1%	26 8%	40 11%	4 1%	1 1%	13 5%	23 7%	16 7%	19 7%	36 6%	34 7%	64 6%
6	24 2%	9 2%	16 3%	3 2%	5 3%	13 6%	2 1%	- -	1 *	- -	8 3%	16 4%	1 *	1 *	2 1%	5 2%	8 4%	9 4%	8 1%	17 4%	23 2%
7	16 1%	10 2%	6 1%	7 5%	1 1%	5 2%	2 1%	- -	- -	- -	8 3%	7 2%	- -	- -	1 *	4 1%	3 1%	7 3%	6 1%	10 2%	12 1%
8	6 1%	4 1%	2 *	1 1%	4 2%	1 1%	- -	- -	- -	- -	5 2%	1 *	- -	- -	- -	- -	- 2%	6 -	- -	6 1%	5 *
9+	2 *	1 *	1 *	- -	- -	1 *	- -	1 1%	- -	- -	- -	1 *	1 *	- -	1 *	- -	- -	1 *	1 *	1 *	2 *
Refused	4 *	3 1%	1 *	- -	- -	2 1%	- -	1 1%	- -	- -	- -	2 1%	1 *	- -	- -	- -	2 1%	1 1%	- -	4 1%	3 *

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 48

What is the total number of people in your household including yourself and any children?

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem played	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
1	187	160	8	18	58	39	72	57	23	40	18	86	33	47	18	119	63	3	121	4	12	119	211
	18%	18%	17%	20%	17%	15%	22%	15%	17%	14%	12%	26%	8%	24%	17%	16%	13%	3%	25%	11%	13%	21%	20%
2	352	300	17	35	122	87	103	126	34	89	55	156	114	50	29	270	144	29	178	10	25	208	388
	33%	33%	34%	39%	35%	34%	32%	33%	25%	31%	36%	47%	28%	25%	28%	36%	30%	31%	37%	27%	29%	37%	37%
3	195	167	11	17	68	51	56	70	30	57	26	44	85	38	27	129	116	20	59	10	19	90	180
	18%	18%	22%	18%	20%	20%	17%	19%	22%	20%	17%	13%	21%	19%	26%	17%	24%	21%	12%	25%	21%	16%	17%
4	197	171	10	16	60	44	59	79	28	61	33	27	116	33	20	143	101	27	70	5	20	95	171
	19%	19%	20%	18%	17%	17%	18%	21%	21%	21%	22%	8%	28%	17%	19%	19%	21%	28%	14%	14%	23%	17%	16%
5	70	66	2	2	23	22	19	27	10	20	10	9	41	15	3	50	29	11	30	5	8	34	64
	7%	7%	4%	2%	7%	9%	6%	7%	7%	7%	7%	3%	10%	8%	3%	7%	6%	11%	6%	12%	9%	6%	6%
6	24	21	2	2	10	8	6	8	5	8	4	4	11	6	3	15	10	3	10	1	1	6	23
	2%	2%	4%	2%	3%	3%	2%	2%	4%	3%	2%	1%	3%	3%	3%	2%	2%	4%	2%	2%	1%	1%	2%
7	16	16	-	-	3	3	7	6	3	6	3	2	6	4	3	8	6	1	8	2	-	9	12
	1%	2%	-	-	1%	1%	2%	2%	2%	2%	2%	1%	1%	2%	3%	1%	1%	2%	2%	5%	-	2%	1%
8	6	6	-	-	-	-	2	4	1	4	3	1	2	2	-	4	4	-	2	-	2	1	5
	1%	1%	-	-	-	-	1%	1%	1%	1%	2%	*	1%	1%	-	*	1%	-	*	-	3%	*	*
9+	2	2	-	-	-	-	1	1	1	1	-	1	1	-	-	2	1	-	1	-	-	2	2
	*	*	-	-	-	-	*	*	1%	*	-	*	*	-	-	*	*	-	*	-	-	*	*
Refused	4	3	-	1	2	1	1	-	-	-	-	-	2	1	-	2	2	-	1	1	1	-	3
	*	*	-	1%	1%	1%	*	-	-	-	-	-	1%	1%	-	*	*	-	*	4%	2%	-	*

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 49

How many children aged fifteen or under are there in your household?

Base : All respondents aged 18+ giving an answer

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	537	234	303	99	97	151	95	63	21	11	196	246	95	32	117	153	109	158	270	267	537
Weighted total	588	272	316	112	119	156	112	62	14	13	231	268	89	27	140	174	126	148	314	274	537
1	137 23%	59 22%	78 25%	22 20%	35 29%	42 27%	32 28%	4 7%	1 7%	-	57 25%	74 28%	5 6%	1 4%	38 27%	38 22%	26 21%	34 23%	76 24%	60 22%	129 24%
2	138 23%	54 20%	84 27%	16 15%	39 33%	62 40%	15 13%	5 8%	1 4%	-	56 24%	77 29%	5 6%	1 2%	29 21%	47 27%	30 24%	32 21%	76 24%	62 22%	121 23%
3	38 6%	21 8%	17 5%	2 2%	8 7%	23 15%	5 4%	-	-	-	11 5%	28 10%	-	-	9 6%	10 6%	6 4%	13 9%	19 6%	19 7%	36 7%
4	16 3%	6 2%	10 3%	-	7 6%	8 5%	-	-	-	-	7 3%	8 3%	-	-	3 2%	4 2%	2 2%	7 5%	6 2%	9 3%	14 3%
5	3 1%	1 *	3 1%	-	2 2%	1 1%	-	-	-	-	2 1%	1 *	-	-	-	-	-	3 2%	-	3 1%	4 1%
6	3 1%	1 *	2 1%	-	2 2%	1 1%	-	-	-	-	2 1%	1 *	-	-	-	-	-	3 2%	-	3 1%	3 1%
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1 *	-	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-	1 *	1 *
No answer	252 43%	131 48%	122 38%	71 63%	24 21%	18 12%	61 54%	53 85%	12 89%	13 100%	95 41%	79 29%	78 88%	25 94%	61 43%	75 43%	62 49%	55 37%	135 43%	117 43%	229 43%
Any	335 57%	141 52%	194 61%	41 37%	94 79%	137 88%	52 46%	9 15%	2 11%	-	136 59%	189 70%	11 12%	2 6%	79 57%	99 57%	64 51%	92 62%	178 57%	157 57%	307 57%

P.A.M. 07 - Political Monitor FINAL

Table 50

How many children aged fifteen or under are there in your household?

Base : All respondents aged 18+ giving an answer

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Unweighted total	537	456	36	45	180	135	157	200	79	155	76	102	246	120	64	348	252	62	223	34	42	247	537
Weighted total	588	513	30	45	200	155	169	219	87	174	88	110	287	118	68	397	293	73	222	27	51	276	537
1	137 23%	122 24%	5 17%	10 21%	54 27%	45 29%	33 20%	49 22%	21 25%	39 23%	18 21%	19 17%	66 23%	33 28%	19 28%	85 21%	76 26%	16 22%	45 20%	6 23%	14 27%	55 20%	129 24%
2	138 23%	123 24%	5 18%	10 22%	48 24%	38 25%	41 24%	48 22%	18 21%	39 22%	21 24%	12 11%	92 32%	25 21%	7 10%	104 26%	68 23%	21 29%	49 22%	8 28%	11 22%	60 22%	121 23%
3	38 6%	36 7%	2 7%	1 1%	10 5%	9 6%	8 5%	20 9%	7 8%	14 8%	7 8%	5 5%	19 7%	12 10%	3 4%	24 6%	22 7%	6 8%	11 5%	2 7%	7 13%	24 9%	36 7%
4	16 3%	14 3%	1 3%	1 3%	4 2%	3 2%	3 2%	8 4%	4 4%	8 5%	4 5%	1 1%	8 3%	5 4%	2 3%	9 2%	8 3%	1 2%	6 3%	1 2%	3 5%	3 1%	14 3%
5	3 1%	3 1%	-	-	1 *	1 1%	-	3 1%	1 1%	3 1%	1 1%	-	-	3 3%	-	-	-	-	3 1%	1 2%	-	1 *	4 1%
6	3 1%	3 1%	-	-	-	-	2 1%	1 1%	-	1 1%	1 1%	1 1%	-	2 2%	-	1 *	1 *	-	2 1%	-	1 2%	1 *	3 1%
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1 *	1 *	-	-	1 *	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	1 *
No answer	252 43%	212 41%	17 56%	24 53%	82 41%	58 38%	81 48%	90 41%	35 41%	70 40%	35 40%	72 65%	102 36%	38 32%	38 55%	174 44%	118 40%	29 40%	105 47%	10 38%	16 31%	133 48%	229 43%
Any	335 57%	301 59%	13 44%	21 47%	117 59%	96 62%	88 52%	130 59%	51 59%	104 60%	53 60%	38 35%	185 64%	80 68%	30 45%	223 56%	175 60%	44 60%	116 52%	17 62%	35 69%	143 52%	307 57%

P.A.M. 07 - Political Monitor FINAL

Table 51

And what ages is the child/are the children in your household?

Base : All respondents aged 18+ with at least one child in the household

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	307	117	190	39	79	131	46	9	3	-	118	177	12	3	66	90	53	98	156	151	307
Weighted total	335	141	194	41	94	137	52	9	2	-	136	189	11	2	79	99	64	92	178	157	307
1 year or younger	65 19%	24 17%	41 21%	17 41%	30 32%	15 11%	1 2%	2 16%	-	-	47 35%	16 8%	2 14%	-	9 12%	16 16%	10 15%	30 32%	25 14%	40 25%	55 18%
2 years	55 16%	21 15%	34 18%	9 21%	28 30%	15 11%	1 2%	3 28%	-	-	37 27%	16 8%	3 24%	-	9 11%	17 17%	10 15%	19 21%	26 14%	29 19%	48 16%
3 years	30 9%	17 12%	13 7%	5 11%	13 13%	12 9%	1 3%	-	-	-	17 13%	13 7%	-	-	4 5%	11 11%	6 9%	9 10%	15 8%	15 10%	28 9%
4 years	43 13%	19 14%	24 12%	3 8%	22 23%	17 13%	1 2%	-	-	-	25 19%	18 10%	-	-	7 8%	18 19%	5 7%	14 15%	25 14%	18 12%	40 13%
5 years	43 13%	23 16%	20 10%	2 6%	17 18%	15 11%	6 11%	2 22%	*	-	19 14%	21 11%	3 23%	*	9 11%	12 12%	6 10%	16 17%	21 12%	22 14%	40 13%
6 years	39 12%	20 14%	19 10%	3 7%	14 15%	18 13%	3 6%	1 12%	-	-	17 13%	21 11%	1 10%	-	6 8%	13 13%	5 8%	15 17%	19 10%	21 13%	35 11%
7 years	43 13%	20 14%	23 12%	2 5%	14 15%	23 17%	4 7%	-	-	-	16 12%	26 14%	-	-	11 13%	10 10%	7 11%	15 16%	21 12%	22 14%	38 12%
8 years	38 11%	13 9%	25 13%	2 5%	13 14%	19 14%	1 2%	2 20%	-	-	15 11%	21 11%	2 17%	-	8 10%	8 8%	11 17%	11 12%	16 9%	22 14%	33 11%
9 years	43 13%	19 14%	23 12%	2 6%	9 9%	30 22%	2 4%	-	-	-	11 8%	32 17%	-	-	8 11%	12 12%	9 14%	13 15%	20 11%	23 14%	40 13%
10 years	35 11%	12 8%	23 12%	1 2%	10 11%	21 15%	2 5%	-	1 33%	-	11 8%	24 13%	1 5%	1 33%	12 15%	12 12%	3 5%	8 9%	24 13%	12 7%	32 10%
11 years	32 10%	11 8%	22 11%	4 9%	9 9%	13 10%	7 13%	-	-	-	13 9%	20 11%	-	-	7 9%	9 9%	8 12%	9 9%	16 9%	16 10%	31 10%
12 years	41 12%	17 12%	24 12%	1 3%	3 4%	22 16%	13 25%	-	1 69%	-	5 3%	35 18%	1 10%	1 69%	10 12%	11 11%	7 12%	12 13%	21 12%	20 13%	39 13%
13 years	37 11%	13 10%	24 12%	2 5%	4 4%	22 16%	8 16%	1 13%	-	-	6 4%	30 16%	1 11%	-	16 20%	9 9%	4 7%	8 8%	25 14%	12 8%	37 12%
14 years	27 8%	10 7%	18 9%	5 12%	1 1%	10 8%	9 18%	2 20%	-	-	6 4%	19 10%	2 17%	-	10 13%	4 4%	7 11%	6 7%	14 8%	13 9%	24 8%
15 years	35 10%	18 13%	17 9%	2 6%	-	17 12%	13 26%	2 22%	-	-	2 2%	30 16%	2 19%	-	8 10%	12 12%	7 11%	8 8%	20 11%	15 9%	35 11%
Refused	1 *	-	1 1%	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 1%	-	1 1%	1 *

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 52

And what ages is the child/are the children in your household?

Base : All respondents aged 18+ with at least one child in the household

	Regions											Home ownership					Working status					Certain to Vote	Unwtd total
	Total	England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Unweighted total	307	270	16	21	108	87	80	119	48	93	45	33	159	83	30	192	149	38	120	21	29	127	307
Weighted total	335	301	13	21	117	96	88	130	51	104	53	38	185	80	30	223	175	44	116	17	35	143	307
1 year or younger	65 19%	62 20%	-	3 14%	27 23%	24 25%	13 15%	25 19%	13 25%	22 21%	9 17%	5 14%	27 15%	20 25%	12 40%	32 15%	26 15%	7 16%	32 27%	4 22%	6 16%	21 15%	55 18%
2 years	55 16%	51 17%	3 21%	1 5%	11 9%	10 10%	19 21%	26 20%	13 25%	21 20%	8 16%	4 10%	31 17%	15 19%	4 15%	35 16%	24 14%	5 11%	26 22%	3 15%	6 18%	18 13%	48 16%
3 years	30 9%	28 9%	-	3 13%	11 10%	8 9%	6 7%	13 10%	6 12%	10 9%	4 7%	1 4%	17 9%	6 7%	7 22%	18 8%	18 10%	1 2%	12 10%	4 22%	7 19%	10 7%	28 9%
4 years	43 13%	39 13%	3 25%	1 5%	11 9%	10 10%	14 16%	19 14%	8 15%	15 14%	7 13%	3 7%	27 15%	9 12%	4 14%	30 13%	21 12%	4 9%	19 16%	2 12%	6 16%	19 13%	40 13%
5 years	43 13%	39 13%	1 7%	2 12%	13 11%	10 11%	13 15%	17 13%	5 10%	13 13%	8 15%	6 15%	19 10%	15 19%	3 11%	25 11%	19 11%	9 20%	15 13%	3 20%	6 18%	15 10%	40 13%
6 years	39 12%	38 13%	1 7%	-	11 9%	11 11%	11 13%	18 14%	7 13%	14 14%	8 15%	5 12%	25 14%	6 7%	4 12%	30 13%	23 13%	4 9%	12 11%	2 12%	5 13%	20 14%	35 11%
7 years	37 13%	37 12%	2 18%	3 15%	9 8%	6 6%	10 11%	24 18%	6 11%	20 19%	14 27%	4 11%	22 12%	12 15%	4 14%	26 12%	26 15%	4 9%	13 11%	2 11%	7 21%	23 16%	38 12%
8 years	38 11%	34 11%	1 6%	3 13%	10 8%	7 7%	10 12%	18 14%	5 11%	13 13%	8 15%	4 12%	17 9%	14 17%	2 8%	22 10%	14 8%	5 11%	18 16%	3 16%	1 4%	15 10%	33 11%
9 years	43 13%	38 13%	1 6%	4 20%	19 16%	15 15%	10 11%	14 11%	2 5%	11 11%	9 17%	6 16%	24 13%	12 15%	-	30 14%	25 14%	6 14%	12 10%	1 6%	4 12%	21 15%	40 13%
10 years	35 11%	28 9%	2 16%	5 22%	14 12%	9 9%	7 8%	14 11%	2 4%	10 10%	8 16%	2 5%	24 13%	9 11%	-	26 11%	16 9%	7 16%	12 10%	1 6%	4 12%	15 11%	32 10%
11 years	32 10%	26 9%	4 29%	3 12%	12 10%	9 10%	12 13%	9 7%	4 9%	7 6%	2 4%	4 10%	20 11%	8 10%	1 2%	24 11%	14 8%	4 10%	14 12%	1 7%	3 10%	14 10%	31 10%
12 years	41 12%	35 12%	2 15%	3 15%	15 13%	12 12%	10 11%	16 12%	6 12%	13 13%	7 14%	5 13%	21 12%	12 15%	1 2%	26 12%	27 15%	4 10%	10 8%	2 14%	3 10%	18 13%	39 13%
13 years	37 11%	31 10%	4 28%	2 10%	14 12%	12 12%	8 9%	15 12%	5 10%	14 13%	8 16%	6 15%	20 11%	11 13%	1 2%	26 12%	19 11%	6 13%	13 11%	1 5%	2 6%	17 12%	37 12%
14 years	27 8%	27 9%	-	1 2%	11 10%	11 11%	8 10%	8 6%	3 6%	6 6%	3 6%	7 19%	16 9%	3 4%	1 2%	23 10%	16 9%	3 7%	8 7%	-	4 11%	13 9%	24 8%
15 years	35 10%	32 11%	2 13%	1 4%	10 8%	9 9%	10 12%	15 11%	8 16%	12 11%	3 7%	5 13%	16 9%	9 11%	4 14%	21 9%	18 10%	9 20%	8 7%	4 23%	5 14%	17 12%	35 11%
Refused	1 *	1 *	-	-	1 1%	1 1%	-	-	-	-	-	-	1 1%	-	-	1 1%	1 1%	-	-	-	-	-	1 *

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 53

Lifestage

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
<55 Single no children	176	113	63	77	34	35	30	-	-	-	111	65	-	-	41	57	29	50	97	79	153
	17%	22%	12%	58%	20%	17%	17%	-	-	-	37%	17%	-	-	15%	18%	14%	20%	17%	17%	14%
<55 Single with children	77	21	57	29	21	19	8	-	-	-	50	27	-	-	11	23	12	32	34	43	80
	7%	4%	10%	22%	12%	9%	5%	-	-	-	17%	7%	-	-	4%	7%	5%	12%	6%	9%	8%
<55 Couple with no children	177	90	88	13	44	31	89	-	-	-	57	120	-	-	53	53	44	27	106	71	152
	17%	18%	16%	10%	25%	15%	52%	-	-	-	19%	32%	-	-	19%	17%	20%	11%	18%	15%	14%
<55 Couple with children	244	116	127	12	73	117	41	-	-	-	85	158	-	-	63	72	49	60	135	109	211
	23%	23%	23%	9%	42%	58%	24%	-	-	-	28%	42%	-	-	23%	23%	23%	23%	23%	23%	20%
55+ With or without children	372	169	203	-	-	-	-	157	111	104	-	-	372	215	107	100	79	86	207	165	456
	35%	33%	37%	-	-	-	-	100%	100%	100%	-	-	100%	100%	39%	33%	37%	34%	36%	35%	43%
Others	6	1	5	-	-	3	3	-	-	-	-	6	-	-	1	3	1	1	4	2	7
	1%	*	1%	-	-	1%	2%	-	-	-	-	2%	-	-	*	1%	*	*	1%	*	1%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 54

Lifestage

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed		
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
<55 Single no children	176	153	6	17	58	40	56	62	30	48	18	21	76	32	43	97	101	11	64	11	11	67	153
	17%	17%	11%	19%	17%	16%	17%	16%	22%	17%	12%	6%	18%	16%	42%	13%	21%	12%	13%	29%	12%	12%	14%
<55 Single with children	77	70	1	6	30	24	19	28	14	25	11	9	24	35	9	34	30	9	38	6	3	21	80
	7%	8%	2%	7%	9%	9%	6%	7%	11%	9%	7%	3%	6%	18%	8%	5%	6%	9%	8%	15%	4%	4%	8%
<55 Couple with no children	177	151	10	16	55	39	58	64	26	52	26	31	103	21	20	134	129	18	31	5	23	92	152
	17%	17%	21%	17%	16%	15%	18%	17%	19%	18%	17%	10%	25%	11%	19%	18%	27%	19%	6%	14%	26%	16%	14%
<55 Couple with children	244	218	10	15	85	69	65	94	34	71	37	25	152	44	22	176	141	31	72	11	32	112	211
	23%	24%	21%	17%	24%	27%	20%	25%	25%	25%	24%	7%	37%	22%	21%	24%	29%	34%	15%	28%	36%	20%	20%
55+ With or without children	372	314	23	35	118	82	127	128	31	88	57	242	53	65	10	295	75	22	275	5	20	267	456
	35%	34%	45%	39%	34%	32%	39%	34%	23%	31%	38%	73%	13%	33%	10%	40%	16%	24%	57%	14%	22%	47%	43%
Others	6	5	-	1	1	1	2	3	-	2	2	2	4	1	-	5	3	2	1	-	-	5	7
	1%	1%	-	1%	*	*	1%	1%	-	1%	2%	1%	1%	*	-	1%	1%	2%	*	-	-	1%	1%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor
FINAL

Table 55

How many cars or light vans are there in your household?

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
1 car or light van	436 41%	213 42%	223 41%	39 30%	78 45%	75 37%	62 36%	65 42%	63 57%	54 52%	117 38%	137 37%	182 49%	117 54%	113 41%	144 47%	90 42%	90 35%	257 44%	180 38%	491 46%
2 cars/light vans	314 30%	174 34%	141 26%	31 23%	56 33%	83 41%	65 38%	47 30%	26 23%	8 7%	87 29%	148 39%	80 21%	33 16%	119 43%	81 27%	68 32%	45 18%	201 34%	114 24%	268 25%
3+ cars/light vans	89 9%	51 10%	38 7%	24 18%	9 5%	10 5%	25 14%	21 13%	1 1%	- -	33 11%	34 9%	22 6%	1 *	29 11%	36 12%	17 8%	7 3%	65 11%	24 5%	75 7%
None	212 20%	71 14%	141 26%	38 29%	29 17%	36 18%	21 12%	25 16%	22 19%	42 41%	67 22%	56 15%	89 24%	64 30%	15 6%	45 15%	39 18%	113 44%	61 10%	151 32%	225 21%
Refused/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

P.A.M. 07 - Political Monitor
FINAL

Table 56

How many cars or light vans are there in your household?

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
					North incl.	North excl.	Midlands incl.	South incl.		South East incl.	South East excl.			Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem played	Self-employed	10 out of 10	
		England	Wales	Scotland	Scotland	Scotland	Wales	GLC	GLC	GLC	GLC	Owned	Mortgaged										
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
1 car or light van	436	377	22	38	154	116	127	155	67	118	52	167	154	70	43	320	190	34	213	14	33	242	491
	41%	41%	43%	42%	45%	45%	39%	41%	49%	41%	34%	50%	37%	35%	42%	43%	40%	36%	44%	36%	37%	43%	46%
2 cars/light vans	314	281	9	24	90	66	103	121	18	86	69	93	181	18	20	274	183	40	91	5	36	187	268
	30%	31%	19%	26%	26%	26%	32%	32%	13%	30%	45%	28%	44%	9%	19%	37%	38%	42%	19%	14%	41%	33%	25%
3+ cars/light vans	89	78	5	7	23	17	39	27	2	17	14	29	49	6	6	77	55	12	23	1	14	46	75
	9%	9%	10%	7%	7%	6%	12%	7%	2%	6%	10%	9%	12%	3%	6%	10%	11%	12%	5%	3%	16%	8%	7%
None	212	176	14	22	79	57	57	76	49	65	16	43	28	104	35	70	49	9	154	18	5	88	225
	20%	19%	29%	24%	23%	22%	18%	20%	36%	23%	11%	13%	7%	53%	34%	9%	10%	9%	32%	47%	6%	16%	21%
Refused/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**P.A.M. 07 - Political Monitor
FINAL**

Table 57

Housing tenure

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Being bought on mortgage	412	231	181	56	91	123	89	37	12	5	147	212	53	16	128	146	87	50	274	138	362
	39%	45%	33%	42%	53%	60%	51%	23%	11%	5%	48%	56%	14%	8%	46%	48%	41%	20%	47%	29%	34%
Owned outright by household	331	140	191	16	6	20	46	90	83	69	22	66	242	152	124	83	66	57	207	123	375
	31%	27%	35%	12%	4%	10%	27%	57%	75%	67%	7%	18%	65%	71%	45%	27%	31%	22%	36%	26%	35%
Rented from Local Authority	140	55	85	16	32	24	21	17	10	20	47	45	47	31	4	25	31	80	29	111	149
	13%	11%	16%	12%	18%	12%	12%	10%	9%	20%	16%	12%	13%	14%	1%	8%	14%	31%	5%	24%	14%
Rented from Housing Association/Trust	58	21	37	10	9	15	7	9	2	7	18	22	18	9	1	13	9	34	14	44	63
	6%	4%	7%	7%	5%	8%	4%	6%	1%	7%	6%	6%	5%	4%	*	4%	4%	13%	2%	9%	6%
Rented from private landlord	104	60	44	33	32	20	9	5	3	2	65	29	10	5	19	35	19	32	54	50	100
	10%	12%	8%	25%	19%	10%	5%	3%	2%	2%	21%	8%	3%	2%	7%	11%	9%	12%	9%	11%	9%
Other	8	3	5	2	2	1	1	*	1	-	4	2	2	1	1	4	1	2	5	3	10
	1%	1%	1%	2%	1%	*	1%	*	1%	-	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%
Refused/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 58

Housing tenure

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Being bought on mortgage	412 39%	361 40%	13 25%	38 42%	153 44%	115 45%	114 35%	144 38%	41 30%	107 37%	66 43%	-	412 100%	-	-	412 55%	260 54%	53 56%	99 21%	9 24%	50 57%	210 37%	362 34%
Owned outright by household	331 31%	284 31%	20 40%	26 29%	98 28%	72 28%	121 37%	111 29%	25 18%	79 28%	54 36%	331 100%	-	-	-	331 45%	92 19%	25 27%	213 44%	4 10%	19 22%	230 41%	375 35%
Rented from Local Authority	140 13%	118 13%	7 14%	15 17%	45 13%	30 12%	42 13%	53 14%	41 30%	46 16%	5 4%	-	-	140 71%	-	-	52 11%	4 5%	84 17%	9 25%	6 7%	56 10%	149 14%
Rented from Housing Association/Trust	58 6%	48 5%	4 8%	6 6%	24 7%	18 7%	15 5%	19 5%	4 3%	15 5%	10 7%	-	-	58 29%	-	-	13 3%	5 6%	39 8%	5 12%	2 2%	21 4%	63 6%
Rented from private landlord	104 10%	94 10%	6 12%	4 5%	23 7%	18 7%	32 10%	50 13%	24 18%	38 13%	14 10%	-	-	-	104 100%	-	59 12%	6 6%	39 8%	9 25%	11 13%	43 8%	100 9%
Other	8 1%	7 1%	1 1%	1 1%	3 1%	3 1%	3 1%	2 *	1 *	2 1%	1 1%	-	-	-	-	-	1 *	1 1%	6 1%	2 5%	-	4 1%	10 1%
Refused/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

P.A.M. 07 - Political Monitor **FINAL**

Table 59

Social grade

Base : All respondents aged 18+

	Total	Gender		Age											Social class						Unwtd total
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
A	43 4%	25 5%	18 3%	-	2 1%	9 4%	13 8%	4 3%	5 5%	9 9%	2 1%	22 6%	19 5%	15 7%	43 16%	-	-	-	43 7%	-	32 3%
B	233 22%	118 23%	116 21%	24 18%	32 19%	49 24%	40 23%	45 28%	27 25%	16 15%	56 19%	89 24%	88 24%	43 20%	233 84%	-	-	-	233 40%	-	234 22%
C1	307 29%	147 29%	160 29%	34 25%	60 35%	69 34%	45 26%	39 25%	33 30%	28 27%	93 31%	114 30%	100 27%	61 28%	-	307 100%	-	-	307 53%	-	290 27%
C2	214 20%	115 23%	99 18%	32 24%	32 19%	30 15%	40 23%	35 22%	22 20%	22 21%	64 21%	70 19%	79 21%	44 21%	-	-	214 100%	-	-	214 46%	201 19%
D	169 16%	76 15%	93 17%	31 23%	31 18%	34 17%	25 14%	24 15%	12 10%	12 12%	62 20%	59 16%	48 13%	24 11%	-	-	-	169 66%	-	169 36%	159 15%
E	86 8%	29 6%	58 11%	11 8%	15 9%	12 6%	10 6%	10 6%	12 11%	16 15%	26 9%	22 6%	38 10%	28 13%	-	-	-	86 34%	-	86 18%	143 14%
ABC1	583 55%	290 57%	293 54%	58 44%	94 54%	127 63%	97 56%	88 56%	66 59%	53 51%	152 50%	225 60%	207 56%	119 55%	276 100%	307 100%	-	-	583 100%	-	556 53%
C2DE	469 45%	219 43%	250 46%	74 56%	78 46%	76 37%	75 44%	69 44%	45 41%	50 49%	152 50%	151 40%	165 44%	96 45%	-	-	214 100%	255 100%	-	469 100%	503 47%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 60

Social grade

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
A	43 4%	33 4%	1 2%	9 10%	13 4%	4 2%	12 4%	19 5%	5 4%	17 6%	11 8%	26 8%	14 4%	- -	2 2%	41 6%	19 4%	5 5%	19 4%	- -	4 4%	35 6%	32 3%
B	233 22%	206 23%	6 12%	21 24%	60 17%	39 15%	67 21%	106 28%	26 19%	73 26%	48 31%	98 30%	113 27%	5 2%	16 16%	211 28%	123 26%	27 28%	84 17%	5 13%	26 30%	157 28%	234 22%
C1	307 29%	269 30%	17 33%	21 23%	108 31%	87 34%	93 28%	106 28%	38 28%	74 26%	35 23%	83 25%	146 36%	39 19%	35 34%	230 31%	148 31%	24 26%	135 28%	4 9%	20 22%	159 28%	290 27%
C2	214 20%	183 20%	10 20%	20 23%	81 23%	61 24%	66 20%	67 18%	28 21%	58 20%	29 19%	66 20%	87 21%	40 20%	19 18%	154 21%	100 21%	24 25%	91 19%	8 22%	21 24%	105 19%	201 19%
D	169 16%	144 16%	14 27%	11 13%	53 15%	41 16%	61 19%	55 14%	21 15%	44 15%	23 15%	39 12%	45 11%	66 33%	18 18%	83 11%	87 18%	15 16%	67 14%	8 22%	18 20%	76 14%	159 15%
E	86 8%	76 8%	3 6%	7 8%	31 9%	24 9%	28 9%	27 7%	17 13%	21 7%	4 3%	18 6%	5 1%	48 24%	14 13%	24 3%	- -	- -	86 18%	13 33%	- -	32 6%	143 14%
ABC1	583 55%	508 56%	24 47%	51 57%	181 52%	130 51%	172 52%	230 61%	69 51%	164 57%	94 63%	207 63%	274 67%	43 22%	54 52%	481 65%	290 61%	56 59%	237 49%	8 22%	50 56%	351 62%	556 53%
C2DE	469 45%	403 44%	27 53%	39 43%	165 48%	126 49%	155 48%	149 39%	66 49%	123 43%	57 37%	123 37%	138 33%	155 78%	50 48%	261 35%	187 39%	38 41%	244 51%	29 78%	39 44%	213 38%	503 47%

P.A.M. 07 - Political Monitor
FINAL

Table 61

Do you have any long-standing illness, disability or infirmity? By long-standing I mean anything that has troubled you over a period of time or that is likely to affect you over a period of time?

Base : All respondents

		Gender		Age											Social class						Unwtd total
	Total	Male	Female	Age											Social class						
				18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Yes - long-standing illness	141	73	69	3	13	22	21	30	25	27	16	43	83	53	29	35	32	46	64	78	161
	13%	14%	13%	2%	7%	11%	12%	19%	23%	26%	5%	11%	22%	25%	11%	11%	15%	18%	11%	17%	15%
Yes - long-standing disability or infirmity	86	44	42	4	6	11	11	20	17	17	10	21	54	34	24	23	11	28	47	39	102
	8%	9%	8%	3%	3%	5%	6%	13%	15%	16%	3%	6%	15%	16%	9%	8%	5%	11%	8%	8%	10%
No	835	401	434	125	154	172	141	109	72	62	279	313	243	134	227	252	172	184	479	356	809
	79%	79%	80%	95%	89%	85%	82%	69%	64%	60%	92%	83%	65%	62%	82%	82%	81%	72%	82%	76%	76%
Yes	217	108	109	6	18	31	32	48	40	41	25	63	129	81	49	55	42	71	104	113	250
	21%	21%	20%	5%	11%	15%	18%	31%	36%	40%	8%	17%	35%	38%	18%	18%	19%	28%	18%	24%	24%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor
FINAL

Table 62

Do you have any long-standing illness, disability or infirmity? By long-standing I mean anything that has troubled you over a period of time or that is likely to affect you over a period of time?

Base : All respondents

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
					North incl.	North excl.	Midlands incl.	South incl.		South East incl.	South East excl.			Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
		England	Wales	Scotland	Scotland	Scotland	Wales	GLC		GLC		Owned	Mortgaged										
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Yes - long-standing illness	141 13%	125 14%	8 15%	9 10%	55 16%	46 18%	51 16%	35 9%	13 10%	22 8%	9 6%	62 19%	34 8%	33 17%	12 11%	97 13%	41 9%	6 6%	95 20%	6 16%	7 7%	75 13%	161 15%
Yes - long-standing disability or infirmity	86 8%	61 7%	6 12%	18 20%	33 10%	15 6%	25 7%	28 7%	7 6%	17 6%	10 7%	35 11%	14 3%	29 15%	7 6%	50 7%	19 4%	4 4%	63 13%	2 6%	4 5%	51 9%	102 10%
No	835 79%	735 81%	37 73%	63 70%	260 75%	197 77%	256 78%	320 84%	117 86%	250 87%	133 88%	241 73%	363 88%	138 70%	86 83%	604 81%	418 88%	84 90%	333 69%	29 77%	78 88%	442 78%	809 76%
Yes	217 21%	176 19%	13 27%	27 30%	86 25%	59 23%	71 22%	59 16%	19 14%	37 13%	18 12%	89 27%	49 12%	60 30%	18 17%	138 19%	59 12%	10 10%	148 31%	9 23%	11 12%	122 22%	250 24%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

**P.A.M. 07 - Political Monitor
FINAL**

Table 63

Willing to be recontacted

Base : All respondents aged 18+ who are semi activists/influential

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	142	84	58	9	16	31	24	28	22	12	25	55	62	34	74	42	17	9	116	26	142
Weighted total	147	94	53	10	20	31	28	30	15	12	31	59	57	27	81	41	18	6	122	25	142
Yes - for further research and keep informed	45 31%	28 30%	17 32%	5 45%	3 17%	15 47%	9 32%	9 32%	2 10%	3 25%	8 26%	23 40%	14 25%	5 17%	27 33%	15 36%	4 23%	- -	41 34%	4 17%	42 30%
Yes - for further research only	7 5%	5 5%	2 4%	1 11%	- -	1 3%	4 13%	1 2%	1 8%	- -	1 4%	4 7%	2 3%	1 4%	4 5%	2 5%	* 2%	1 13%	6 5%	1 5%	8 6%
Yes - for keep informed only	2 2%	2 2%	- -	- -	- -	1 4%	- -	- -	1 6%	- -	- -	1 2%	1 2%	1 3%	2 2%	* 1%	- -	- -	2 2%	- -	3 2%
No - don't have e-mail address	7 5%	5 5%	2 4%	3 27%	- -	- -	1 4%	1 4%	1 6%	1 8%	3 9%	1 2%	3 5%	2 7%	4 5%	2 5%	1 7%	- -	6 5%	1 5%	6 4%
No - don't want to be kept informed	19 13%	10 10%	9 17%	- -	3 15%	4 14%	5 17%	4 12%	1 8%	2 16%	3 10%	9 15%	7 12%	3 12%	13 16%	4 9%	2 11%	- -	17 14%	2 8%	17 12%
Not stated	66 45%	44 46%	23 43%	2 17%	14 69%	10 33%	10 35%	15 50%	9 62%	6 51%	16 51%	20 34%	30 53%	16 57%	32 39%	18 45%	10 57%	6 87%	50 41%	16 65%	66 46%
Yes	55 38%	36 38%	20 37%	6 56%	3 17%	17 53%	12 45%	10 34%	4 24%	3 25%	9 30%	29 49%	17 30%	7 25%	33 40%	17 41%	5 25%	1 13%	50 41%	5 22%	53 37%
No	26 17%	15 16%	11 21%	3 27%	3 15%	4 14%	6 21%	5 16%	2 14%	3 24%	6 19%	10 17%	10 17%	5 19%	17 20%	6 14%	3 18%	- -	22 18%	3 13%	23 16%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 64

Willing to be recontacted

Base : All respondents aged 18+ who are semi activists/influential

	Regions										Home ownership					Working status					Certain to Vote	Unweighted total
	England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unemployed	Self-employed	10 out of 10	
142	115	11	16	42	26	44	56	8	38	30	54	56	15	14	110	76	9	57	3	14	115	142
147	122	9	16	45	29	43	59	9	43	33	53	62	13	17	115	86	11	50	3	16	118	142
45	41	1	3	16	13	12	18	4	15	10	10	24	4	6	35	31	4	10	-	6	36	42
31%	34%	14%	19%	35%	44%	27%	31%	46%	34%	31%	19%	39%	28%	35%	30%	36%	39%	20%	-	38%	30%	30%
7	5	2	-	1	1	6	1	-	-	-	2	4	-	1	6	4	-	4	1	-	6	8
5%	4%	24%	-	2%	3%	13%	2%	-	-	-	4%	7%	-	7%	5%	4%	-	7%	29%	-	5%	6%
2	2	-	-	-	-	2	*	-	-	-	-	2	-	-	2	2	-	*	-	-	1	3
2%	2%	-	-	-	-	4%	1%	-	-	-	-	4%	-	-	2%	2%	-	1%	-	-	1%	2%
7	7	-	-	2	2	-	5	2	5	3	2	3	-	2	5	2	-	5	-	1	7	6
5%	6%	-	-	4%	7%	-	8%	17%	12%	10%	4%	5%	-	9%	5%	3%	-	9%	-	6%	6%	4%
19	18	-	1	3	2	5	12	3	7	4	9	7	1	2	16	8	1	9	1	1	16	17
13%	15%	-	6%	6%	6%	11%	20%	27%	15%	12%	18%	11%	10%	9%	14%	10%	12%	18%	38%	6%	14%	12%
66	48	6	12	24	12	19	23	1	17	16	29	21	8	7	51	38	5	23	1	8	52	66
45%	40%	61%	75%	53%	41%	45%	39%	11%	39%	47%	55%	35%	62%	40%	44%	45%	49%	45%	33%	49%	44%	46%
55	49	4	3	17	13	19	20	4	15	10	12	31	4	7	43	37	4	14	1	6	43	53
38%	40%	39%	19%	37%	47%	44%	33%	46%	34%	31%	23%	50%	28%	42%	37%	43%	39%	28%	29%	38%	36%	37%
26	25	-	1	5	4	5	17	4	11	7	11	10	1	3	21	11	1	14	1	2	23	23
17%	20%	-	6%	10%	12%	11%	28%	43%	27%	22%	21%	16%	10%	19%	18%	12%	12%	27%	38%	13%	19%	16%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

**P.A.M. 07 - Political Monitor
FINAL**

Table 65

Do you have a LANDLINE telephone in your home?

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Yes, have a landline telephone	863 82%	404 79%	458 84%	88 67%	132 77%	167 82%	145 84%	134 85%	99 89%	97 94%	220 72%	313 83%	330 89%	196 91%	231 84%	252 82%	190 89%	190 74%	483 83%	379 81%	869 82%
Yes, but ex directory	56 5%	31 6%	25 5%	2 2%	11 6%	15 8%	9 5%	10 7%	5 5%	2 2%	13 4%	25 7%	18 5%	7 3%	14 5%	20 7%	6 3%	15 6%	35 6%	21 4%	54 5%
No	93 9%	53 10%	40 7%	37 28%	22 13%	14 7%	10 6%	6 4%	3 3%	1 1%	59 19%	24 6%	10 3%	4 2%	15 5%	19 6%	14 6%	45 18%	34 6%	58 12%	98 9%
Refused	41 4%	20 4%	21 4%	5 4%	7 4%	7 3%	8 5%	7 5%	4 4%	3 3%	12 4%	15 4%	15 4%	7 3%	16 6%	15 5%	4 2%	6 2%	31 5%	10 2%	38 4%
Yes	918 87%	435 86%	483 89%	90 69%	143 83%	183 90%	155 90%	144 92%	104 94%	99 96%	233 77%	337 90%	348 93%	204 95%	246 89%	272 89%	196 92%	204 80%	518 89%	400 85%	923 87%

**P.A.M. 07 - Political Monitor
FINAL**

Table 66

Do you have a LANDLINE telephone in your home?

Base : All respondents aged 18+

		Regions										Home ownership					Working status					Certain to Vote	Unwtd total
					North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC		South East incl. GLC	South East excl. GLC			Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed		
	Total	England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Yes, have a landline telephone	863 82%	748 82%	41 82%	73 81%	278 80%	205 80%	269 82%	315 83%	116 85%	236 82%	120 79%	290 88%	339 82%	153 77%	76 73%	629 85%	374 78%	78 83%	411 85%	30 80%	65 74%	485 86%	869 82%
Yes, but ex directory	56 5%	44 5%	1 1%	11 12%	16 5%	5 2%	17 5%	23 6%	3 2%	17 6%	15 10%	17 5%	31 8%	6 3%	2 2%	48 6%	35 7%	5 5%	15 3%	1 2%	8 9%	31 6%	54 5%
No	93 9%	82 9%	7 14%	4 4%	37 11%	33 13%	29 9%	27 7%	11 8%	20 7%	9 6%	7 2%	25 6%	34 17%	23 22%	32 4%	48 10%	7 8%	37 8%	6 16%	9 10%	28 5%	98 9%
Refused	41 4%	37 4%	2 3%	2 3%	15 4%	13 5%	13 4%	13 4%	6 5%	13 5%	7 5%	17 5%	16 4%	6 3%	2 2%	33 4%	19 4%	4 4%	18 4%	* 1%	6 7%	19 3%	38 4%
Yes	918 87%	792 87%	42 83%	84 93%	294 85%	210 82%	286 87%	338 89%	118 87%	253 88%	135 89%	307 93%	370 90%	158 80%	78 75%	677 91%	410 86%	83 88%	426 89%	31 83%	74 83%	517 92%	923 87%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

**P.A.M. 07 - Political Monitor
FINAL**

Table 67

CIE

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Chief Income Earner	626	398	228	42	100	124	106	96	77	81	142	229	254	158	154	186	116	170	340	286	660
	59%	78%	42%	32%	58%	61%	61%	61%	70%	78%	47%	61%	68%	74%	56%	61%	54%	67%	58%	61%	62%
Not Chief Income Earner	423	110	313	89	72	79	65	61	33	23	161	144	117	56	121	121	98	82	242	180	395
	40%	22%	58%	68%	42%	39%	38%	39%	30%	22%	53%	38%	31%	26%	44%	39%	46%	32%	42%	38%	37%
Refused/don't know	4	1	3	1	-	1	1	-	1	-	1	2	1	1	1	-	-	3	1	3	4
	*	*	*	1%	-	1%	1%	-	1%	-	*	1%	*	*	*	-	-	1%	*	1%	*

P.A.M. 07 - Political Monitor FINAL

Table 68

CIE

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem- ployed	Self- employed		
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Chief Income Earner	626	535	32	59	208	149	211	206	76	154	79	204	209	138	70	413	344	27	255	19	57	346	660
	59%	59%	64%	65%	60%	58%	65%	54%	56%	54%	52%	62%	51%	70%	67%	56%	72%	29%	53%	50%	64%	61%	62%
Not Chief Income Earner	423	374	18	31	138	107	114	171	59	131	72	124	201	60	34	326	132	65	225	19	29	218	395
	40%	41%	35%	34%	40%	42%	35%	45%	43%	46%	48%	38%	49%	30%	33%	44%	28%	69%	47%	50%	33%	39%	37%
Refused/don't know	4	2	1	1	1	-	2	1	1	1	-	2	1	-	-	3	1	2	1	-	2	-	4
	*	*	1%	1%	*	-	1%	*	1%	*	-	1%	*	-	-	*	*	2%	*	-	3%	-	*

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 69

Using this card, please tell me which, if any, is the highest educational or professional qualification you have obtained.

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
GCSE/O-Level/CSE	213	91	123	31	43	49	38	27	12	12	74	87	52	24	25	72	42	75	96	117	202
	20%	18%	23%	24%	25%	24%	22%	17%	11%	11%	24%	23%	14%	11%	9%	23%	19%	30%	17%	25%	19%
Vocational qualifications (=NVQ1+2)	78	42	36	11	12	16	10	14	10	4	24	26	28	14	6	25	26	21	31	47	83
	7%	8%	7%	9%	7%	8%	6%	9%	9%	4%	8%	7%	8%	7%	2%	8%	12%	8%	5%	10%	8%
A-Level or equivalent (=NVQ3)	154	68	86	39	32	32	24	16	7	4	71	56	27	11	41	62	27	24	103	52	139
	15%	13%	16%	30%	18%	16%	14%	10%	7%	4%	23%	15%	7%	5%	15%	20%	13%	10%	18%	11%	13%
Bachelor Degree or equivalent (=NVQ4)	176	86	90	16	47	45	23	24	12	8	63	69	44	20	95	62	16	3	157	19	165
	17%	17%	17%	12%	28%	22%	14%	15%	11%	8%	21%	18%	12%	9%	34%	20%	7%	1%	27%	4%	16%
Masters/PhD or equivalent	74	46	28	-	11	22	18	13	7	3	11	39	24	11	61	12	-	2	73	2	70
	7%	9%	5%	-	7%	11%	10%	8%	7%	3%	4%	10%	6%	5%	22%	4%	-	1%	12%	*	7%
Other	96	60	36	5	3	15	16	20	18	18	8	31	56	36	29	28	23	16	57	39	104
	9%	12%	7%	4%	2%	7%	9%	13%	16%	17%	3%	8%	15%	17%	10%	9%	11%	6%	10%	8%	10%
No formal qualifications	237	106	131	11	23	22	43	42	43	53	34	65	138	96	13	39	76	109	52	185	275
	23%	21%	24%	8%	13%	11%	25%	26%	39%	51%	11%	17%	37%	45%	5%	13%	35%	43%	9%	39%	26%
Still studying	36	16	20	24	2	3	4	1	1	1	26	7	3	2	13	17	4	2	30	6	30
	3%	3%	4%	18%	1%	2%	2%	1%	1%	1%	9%	2%	1%	1%	5%	5%	2%	1%	5%	1%	3%
Don't know	3	1	3	-	-	1	-	-	1	1	-	1	2	2	1	-	1	2	1	3	5
	*	*	1%	-	-	1%	-	-	1%	1%	-	*	1%	1%	*	-	*	1%	*	1%	*

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 70

Using this card, please tell me which, if any, is the highest educational or professional qualification you have obtained.

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem- ployed	Self- employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
GCSE/O-Level/CSE	213	197	7	9	77	67	62	74	29	55	26	57	82	51	22	139	99	25	89	9	17	93	202
	20%	22%	14%	10%	22%	26%	19%	20%	21%	19%	17%	17%	20%	26%	21%	19%	21%	26%	19%	23%	19%	16%	19%
Vocational qualifications (=NVQ1+2)	78	69	3	6	34	28	19	25	8	13	4	21	34	17	5	55	35	6	37	5	6	38	83
	7%	8%	5%	7%	10%	11%	6%	7%	6%	4%	3%	6%	8%	9%	5%	7%	7%	6%	8%	14%	7%	7%	8%
A-Level or equivalent (=NVQ3)	154	136	6	12	39	27	57	59	15	43	28	29	78	25	21	107	79	22	53	1	14	81	139
	15%	15%	13%	13%	11%	11%	17%	15%	11%	15%	19%	9%	19%	12%	20%	14%	17%	24%	11%	2%	15%	14%	13%
Bachelor Degree or equivalent (=NVQ4)	176	158	5	13	46	33	39	90	28	69	41	54	86	9	25	140	106	19	51	4	13	110	165
	17%	17%	10%	15%	13%	13%	12%	24%	21%	24%	27%	16%	21%	4%	24%	19%	22%	21%	11%	9%	15%	20%	16%
Masters/PhD or equivalent	74	56	3	15	26	11	19	29	12	24	12	28	36	-	8	64	46	8	20	4	7	53	70
	7%	6%	5%	17%	8%	4%	6%	8%	9%	8%	8%	8%	9%	-	8%	9%	10%	9%	4%	11%	8%	9%	7%
Other	96	82	5	9	30	21	37	28	9	21	12	49	31	13	2	79	39	5	52	2	12	67	104
	9%	9%	11%	10%	9%	8%	11%	7%	6%	7%	8%	15%	7%	7%	2%	11%	8%	5%	11%	5%	14%	12%	10%
No formal qualifications	237	195	19	22	84	62	87	66	28	54	26	88	50	78	20	139	68	9	159	13	19	118	275
	23%	21%	38%	24%	24%	24%	27%	17%	21%	19%	17%	27%	12%	39%	19%	19%	14%	10%	33%	35%	22%	21%	26%
Still studying	36	30	4	2	10	8	10	16	9	13	5	7	20	4	5	26	8	3	25	-	4	12	30
	3%	3%	8%	2%	3%	3%	3%	4%	6%	5%	3%	2%	5%	2%	5%	4%	2%	3%	5%	-	4%	2%	3%
Don't know	3	1	-	2	3	1	1	-	-	-	-	1	1	1	-	2	1	-	3	-	-	1	5
	*	*	-	2%	1%	*	*	-	-	-	-	*	*	1%	-	*	*	-	1%	-	-	*	*

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 71

Here is a list of daily newspapers. Which of these do you read or look at regularly? By regularly I mean on average at least three out of four issues

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Daily Express	31 3%	14 3%	17 3%	1 1%	6 3%	2 1%	1 1%	11 7%	6 5%	5 5%	7 2%	3 1%	21 6%	11 5%	4 1%	15 5%	7 3%	5 2%	20 3%	12 3%	34 3%
Daily Mail	113 11%	59 12%	55 10%	8 6%	14 8%	12 6%	13 8%	28 18%	23 20%	16 15%	23 7%	25 7%	66 18%	38 18%	35 13%	36 12%	26 12%	16 6%	71 12%	43 9%	124 12%
The Mirror	67 6%	31 6%	36 7%	6 5%	8 4%	11 6%	12 7%	9 6%	8 7%	14 13%	14 4%	23 6%	30 8%	22 10%	7 2%	19 6%	19 9%	22 9%	26 4%	41 9%	71 7%
Daily Record	18 2%	7 1%	11 2%	3 3%	- -	5 2%	1 1%	5 3%	2 2%	1 1%	3 1%	6 2%	8 2%	4 2%	3 1%	3 1%	7 3%	4 2%	7 1%	11 2%	20 2%
Daily Telegraph	51 5%	28 5%	24 4%	2 2%	1 1%	11 5%	6 3%	9 6%	13 12%	9 9%	3 1%	16 4%	32 8%	22 10%	29 10%	15 5%	4 2%	3 1%	44 8%	7 2%	53 5%
Financial Times	8 1%	7 1%	1 *	1 1%	3 2%	1 1%	1 1%	1 1%	- -	- -	4 1%	3 1%	1 *	- -	5 2%	- -	3 1%	1 *	5 1%	4 1%	7 1%
The Guardian	57 5%	27 5%	30 6%	4 3%	15 9%	19 9%	4 2%	9 6%	5 5%	1 1%	19 6%	23 6%	15 4%	6 3%	29 10%	19 6%	7 3%	2 1%	48 8%	9 2%	50 5%
The Herald (Glasgow)	5 1%	2 *	3 1%	- -	- -	2 1%	- -	2 2%	1 1%	- -	- -	2 1%	3 1%	1 *	4 2%	1 *	- -	- -	5 1%	- -	6 1%
The Independent	30 3%	16 3%	14 3%	5 4%	6 4%	9 4%	5 3%	3 2%	3 2%	- -	11 4%	14 4%	5 1%	3 1%	15 5%	10 3%	4 2%	1 *	25 4%	5 1%	28 3%
The Metro	40 4%	24 5%	16 3%	13 10%	8 4%	8 4%	6 4%	4 3%	* *	- -	21 7%	15 4%	4 1%	* *	8 3%	13 4%	9 4%	10 4%	21 4%	20 4%	35 3%
The Scotsman	5 1%	4 1%	2 *	- -	1 1%	1 *	- -	2 2%	1 1%	- -	1 *	1 *	4 1%	1 1%	3 1%	1 *	1 1%	- -	4 1%	1 *	6 1%
Daily Star	22 2%	14 3%	8 1%	5 4%	4 3%	1 1%	4 2%	5 3%	- -	2 2%	10 3%	5 1%	6 2%	2 1%	1 *	6 2%	9 4%	6 2%	6 1%	15 3%	19 2%
The Sun	131 12%	66 13%	65 12%	29 22%	24 14%	21 10%	23 14%	14 9%	10 9%	11 10%	53 17%	44 12%	34 9%	21 10%	10 4%	33 11%	40 19%	49 19%	42 7%	89 19%	134 13%
The Times	69 7%	35 7%	34 6%	9 7%	11 6%	12 6%	15 9%	13 8%	6 5%	4 4%	19 6%	26 7%	23 6%	10 5%	43 15%	14 5%	7 3%	5 2%	57 10%	12 3%	64 6%
Evening Standard	9 1%	5 1%	5 1%	4 3%	1 1%	3 1%	- -	1 1%	- -	1 1%	5 2%	3 1%	2 1%	1 *	2 1%	3 1%	4 2%	1 *	5 1%	4 1%	8 1%
None of these	451 43%	204 40%	247 45%	52 40%	79 46%	100 49%	83 48%	51 32%	45 40%	41 40%	131 43%	183 49%	137 37%	86 40%	107 39%	135 44%	81 38%	128 50%	242 41%	210 45%	453 43%
Other	19 2%	10 2%	8 2%	1 1%	3 2%	3 1%	5 3%	3 2%	2 2%	2 2%	4 1%	7 2%	7 2%	5 2%	5 2%	6 2%	3 1%	5 2%	11 2%	8 2%	21 2%
Don't know	51 5%	20 4%	31 6%	10 7%	9 6%	14 7%	5 3%	6 4%	2 1%	5 5%	19 6%	19 5%	13 3%	6 3%	10 4%	12 4%	12 6%	17 7%	22 4%	29 6%	52 5%
Quality	197 19%	101 20%	96 18%	17 13%	31 18%	44 22%	28 16%	40 25%	24 22%	13 12%	48 16%	72 19%	77 21%	37 17%	108 39%	55 18%	23 11%	11 4%	163 28%	34 7%	186 18%
Popular	377 36%	198 39%	179 33%	56 42%	58 34%	56 27%	55 32%	65 41%	44 40%	44 43%	113 37%	110 29%	153 41%	89 41%	64 23%	115 38%	99 46%	99 39%	179 31%	198 42%	389 37%
Mid market press	138 13%	71 14%	68 12%	9 7%	18 10%	14 7%	15 8%	37 23%	26 24%	21 20%	27 9%	28 7%	83 22%	47 22%	38 14%	48 16%	31 14%	21 8%	86 15%	52 11%	151 14%
Red top press	212 20%	106 21%	106 20%	35 27%	35 20%	35 17%	35 20%	29 19%	18 17%	24 23%	70 23%	70 19%	72 19%	43 20%	19 7%	56 18%	63 29%	73 29%	76 13%	136 29%	218 21%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 72

Here is a list of daily newspapers. Which of these do you read or look at regularly? By regularly I mean on average at least three out of four issues

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem played	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Daily Express	31 3%	26 3%	2 4%	3 3%	18 5%	15 6%	6 2%	7 2%	2 1%	5 2%	3 2%	15 5%	12 3%	3 1%	2 2%	27 4%	13 3%	5 6%	13 3%	1 1%	4 4%	15 3%	34 3%
Daily Mail	113 11%	104 11%	4 8%	6 6%	26 7%	20 8%	37 11%	51 13%	12 9%	38 13%	26 17%	59 18%	39 10%	8 4%	7 6%	98 13%	48 10%	7 8%	59 12%	2 5%	8 10%	70 12%	124 12%
The Mirror	67 6%	61 7%	5 11%	1 1%	31 9%	30 12%	16 5%	20 5%	8 6%	17 6%	9 6%	25 8%	17 4%	21 11%	3 3%	42 6%	23 5%	4 5%	40 8%	4 11%	5 6%	36 6%	71 7%
Daily Record	18 2%	1 *	- -	17 19%	17 5%	- -	- -	1 *	1 *	1 *	- -	5 1%	6 1%	7 4%	- -	11 1%	5 1%	2 2%	10 2%	- -	- -	3 1%	20 2%
Daily Telegraph	51 5%	47 5%	1 1%	3 4%	7 2%	4 2%	21 6%	23 6%	2 1%	17 6%	15 10%	27 8%	16 4%	4 2%	4 4%	43 6%	22 5%	2 2%	27 6%	1 2%	3 3%	39 7%	53 5%
Financial Times	8 1%	6 1%	- -	2 2%	3 1%	1 *	1 *	3 1%	2 2%	3 1%	1 1%	1 *	6 1%	- -	1 1%	7 1%	6 1%	- -	2 *	- -	1 1%	4 1%	7 1%
The Guardian	57 5%	50 5%	2 5%	5 5%	19 6%	14 6%	10 3%	28 7%	18 13%	23 8%	5 3%	17 5%	28 7%	6 3%	7 7%	45 6%	33 7%	8 9%	16 3%	3 7%	5 5%	42 7%	50 5%
The Herald (Glasgow)	5 1%	- -	- -	5 6%	5 2%	- -	- -	- -	- -	- -	- -	2 1%	3 1%	- -	- -	5 1%	3 1%	1 1%	1 *	- -	- -	4 1%	6 1%
The Independent	30 3%	26 3%	1 1%	4 4%	9 2%	5 2%	9 3%	12 3%	7 5%	10 4%	3 2%	5 2%	14 3%	3 2%	7 7%	19 3%	13 3%	5 6%	12 2%	1 4%	2 3%	21 4%	28 3%
The Metro	40 4%	37 4%	- -	3 4%	11 3%	7 3%	6 2%	24 6%	22 17%	24 8%	1 1%	8 2%	13 3%	10 5%	9 9%	21 3%	20 4%	7 7%	14 3%	2 6%	7 7%	16 3%	35 3%
The Scotsman	5 1%	- -	- -	5 6%	5 2%	- -	- -	- -	- -	- -	- -	4 1%	1 *	- -	1 1%	4 1%	4 1%	- -	1 *	- -	- -	5 1%	6 1%
Daily Star	22 2%	20 2%	1 2%	- -	15 4%	15 6%	6 2%	- -	- -	- -	- -	5 1%	5 1%	8 4%	4 3%	10 1%	13 3%	- -	8 2%	1 4%	1 1%	10 2%	19 2%
The Sun	131 12%	119 13%	5 9%	8 9%	40 12%	32 13%	43 13%	47 12%	26 19%	41 14%	15 10%	25 8%	44 11%	46 23%	15 15%	69 9%	67 14%	9 10%	55 11%	5 13%	10 11%	52 9%	134 13%
The Times	69 7%	62 7%	1 3%	5 6%	13 4%	8 3%	20 6%	35 9%	9 7%	29 10%	20 13%	26 8%	29 7%	4 2%	4 4%	55 7%	28 6%	10 10%	32 7%	2 6%	8 9%	53 9%	64 6%
Evening Standard	9 1%	8 1%	1 3%	- -	- -	- -	2 1%	7 2%	6 5%	7 3%	1 1%	2 1%	2 1%	4 2%	1 1%	4 1%	5 1%	- -	5 1%	1 3%	- -	1 *	8 1%
None of these	451 43%	400 44%	23 46%	28 31%	143 41%	115 45%	161 49%	148 39%	37 27%	97 34%	60 40%	123 37%	200 48%	83 42%	45 43%	323 43%	205 43%	44 47%	203 42%	15 41%	40 46%	231 41%	453 43%
Other	19 2%	7 1%	2 5%	9 10%	13 4%	4 2%	6 2%	- -	- -	- -	- -	6 2%	9 2%	3 1%	1 1%	15 2%	7 2%	- -	11 2%	3 9%	1 1%	8 1%	21 2%
Don't know	51 5%	43 5%	3 7%	5 6%	23 7%	18 7%	10 3%	18 5%	10 7%	14 5%	4 3%	10 3%	18 4%	17 9%	5 5%	29 4%	17 4%	3 3%	31 6%	4 11%	- -	16 3%	52 5%
Quality	197 19%	168 18%	5 10%	24 27%	52 15%	28 11%	57 17%	88 23%	32 23%	72 25%	40 27%	76 23%	81 20%	16 8%	20 19%	157 21%	97 20%	20 21%	80 17%	6 15%	17 19%	147 26%	186 18%
Popular	377 36%	327 36%	18 35%	33 36%	130 37%	97 38%	107 33%	140 37%	67 49%	117 41%	50 33%	128 39%	125 30%	90 45%	33 32%	253 34%	171 36%	31 33%	175 36%	12 32%	33 37%	183 32%	389 37%
Mid market press	138 13%	125 14%	6 12%	7 8%	42 12%	35 14%	40 12%	56 15%	13 9%	42 14%	29 19%	72 22%	48 12%	11 5%	7 7%	120 16%	58 12%	12 12%	69 14%	3 7%	12 14%	82 14%	151 14%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor
FINAL

Table 72

Here is a list of daily newspapers. Which of these do you read or look at regularly? By regularly I mean on average at least three out of four issues

Base : All respondents aged 18+

Red top press		Regions										Home ownership					Working status					Certain to Vote	Unwtd total
	Total	England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
	212	177	11	24	87	63	62	63	34	54	21	51	68	73	19	119	98	14	100	8	15	89	218
	20%	19%	22%	26%	25%	25%	19%	17%	25%	19%	14%	15%	17%	37%	18%	16%	20%	15%	21%	22%	17%	16%	21%

P.A.M. 07 - Political Monitor FINAL

Table 73

Which group on this card do you consider you belong to?

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
White	961	450	511	111	145	183	157	153	108	104	256	340	365	212	259	285	196	220	545	416	974
	91%	88%	94%	84%	84%	90%	91%	97%	97%	100%	84%	91%	98%	99%	94%	93%	92%	86%	93%	89%	92%
British	909	428	481	103	129	171	150	149	108	99	233	321	356	206	247	276	188	199	523	386	927
	86%	84%	89%	78%	75%	84%	87%	95%	97%	95%	76%	85%	96%	96%	89%	90%	88%	78%	90%	82%	88%
Irish	7	*	6	-	-	2	2	2	*	*	-	4	3	1	1	4	-	2	4	2	8
	1%	*	1%	-	-	1%	1%	1%	*	*	-	1%	1%	*	*	1%	-	1%	1%	*	1%
Any other white background	45	22	24	8	16	10	5	2	*	4	23	15	7	5	11	6	8	19	17	28	39
	4%	4%	4%	6%	9%	5%	3%	1%	*	4%	8%	4%	2%	2%	4%	2%	4%	8%	3%	6%	4%
Mixed	6	3	3	3	-	2	1	-	-	-	3	3	-	-	1	3	1	1	4	2	6
	1%	1%	1%	2%	-	1%	1%	-	-	-	1%	1%	-	-	*	1%	1%	*	1%	*	1%
White and Black Caribbean	4	3	1	1	-	2	1	-	-	-	1	3	-	-	1	2	1	-	3	1	4
	*	1%	*	1%	-	1%	1%	-	-	-	*	1%	-	-	*	1%	1%	-	1%	*	*
White and Black African	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1
	*	-	*	1%	-	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	*
White and Asian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other mixed background	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	1	1
	*	-	*	1%	-	-	-	-	-	-	*	-	-	-	-	-	-	*	-	*	*
Asian or Asian British	59	40	18	10	20	15	9	4	1	-	30	23	6	1	13	9	12	24	22	37	52
	6%	8%	3%	7%	12%	7%	5%	3%	1%	-	10%	6%	1%	1%	5%	3%	6%	10%	4%	8%	5%
Indian	18	13	4	5	8	1	3	-	1	-	13	4	1	1	8	4	5	1	12	6	14
	2%	3%	1%	4%	5%	1%	2%	-	*	-	4%	1%	*	*	3%	1%	2%	1%	2%	1%	1%
Pakistani	27	18	9	3	8	8	4	2	1	-	11	12	3	1	3	3	6	14	6	20	25
	3%	4%	2%	2%	5%	4%	3%	1%	1%	-	4%	3%	1%	*	1%	1%	3%	5%	1%	4%	2%
Bangladeshi	7	4	2	1	1	3	-	2	-	-	2	3	2	-	1	1	-	4	3	4	7
	1%	1%	*	1%	*	2%	-	1%	-	-	1%	1%	*	-	*	*	-	2%	*	1%	1%
Any other asian background	8	4	3	1	3	2	1	-	-	-	4	4	-	-	-	1	1	5	1	6	6
	1%	1%	1%	1%	2%	1%	1%	-	-	-	1%	1%	-	-	-	*	1%	2%	*	1%	1%
Black or Black British	21	12	9	7	5	3	4	-	2	-	12	7	2	2	3	5	3	9	9	12	22
	2%	2%	2%	5%	3%	1%	2%	-	1%	-	4%	2%	*	1%	1%	2%	2%	3%	2%	3%	2%
Caribbean	9	7	2	4	-	1	3	-	1	-	4	4	1	1	2	2	-	5	4	5	10
	1%	1%	*	3%	-	*	2%	-	1%	-	1%	1%	*	*	1%	1%	-	2%	1%	1%	1%
African	12	5	7	3	5	2	1	-	1	-	8	3	1	1	1	4	3	4	5	7	12
	1%	1%	1%	2%	3%	1%	*	-	1%	-	3%	1%	*	*	*	1%	2%	1%	1%	2%	1%
Any other black background	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chinese or other ethnic group	5	3	2	1	2	1	1	-	-	-	3	2	-	-	-	3	1	1	3	2	5
	*	1%	*	1%	1%	*	1%	-	-	-	1%	1%	-	-	-	1%	*	*	1%	*	*
Chinese	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	1
	*	*	-	-	-	-	1%	-	-	-	-	*	-	-	-	-	*	-	-	*	*
Any other background	4	2	2	1	2	1	-	-	-	-	3	1	-	-	-	3	-	1	3	1	4
	*	*	*	1%	1%	*	-	-	-	-	1%	*	-	-	-	1%	-	*	1%	*	*
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 74

Which group on this card do you consider you belong to?

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
White	961	823	49	89	327	238	303	331	92	242	150	320	372	173	90	692	428	89	444	34	75	527	974
	91%	90%	98%	99%	94%	93%	93%	87%	68%	84%	99%	97%	90%	88%	86%	93%	90%	95%	92%	90%	85%	93%	92%
British	909	774	49	86	320	234	295	294	67	207	140	314	358	161	72	672	403	85	421	30	69	508	927
	86%	85%	97%	96%	92%	91%	90%	78%	49%	72%	93%	95%	87%	81%	69%	91%	84%	90%	88%	80%	78%	90%	88%
Irish	7	6	-	1	1	-	1	5	4	4	-	2	4	1	-	5	3	-	3	-	-	6	8
	1%	1%	-	1%	*	-	*	1%	3%	1%	-	*	1%	1%	-	1%	1%	-	1%	-	-	1%	1%
Any other white background	45	43	1	2	6	4	8	32	21	31	9	5	10	11	18	15	21	4	20	4	6	12	39
	4%	5%	1%	2%	2%	2%	2%	8%	16%	11%	6%	2%	3%	6%	17%	2%	4%	4%	4%	10%	6%	2%	4%
Mixed	6	5	1	-	-	-	2	4	4	4	-	-	2	3	1	2	4	1	1	-	1	1	6
	1%	1%	2%	-	-	-	1%	1%	3%	2%	-	-	1%	2%	1%	*	1%	1%	*	-	1%	*	1%
White and Black Caribbean	4	3	1	-	-	-	1	3	3	3	-	-	2	2	-	2	4	-	-	-	1	1	4
	*	*	2%	-	-	-	*	1%	2%	1%	-	-	1%	1%	-	*	1%	-	-	-	1%	*	*
White and Black African	1	1	-	-	-	-	-	1	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1
	*	*	-	-	-	-	-	*	1%	*	-	-	-	1%	-	-	-	-	*	-	-	-	*
White and Asian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other mixed background	1	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1
	*	*	-	-	-	-	*	-	-	-	-	-	-	-	1%	-	-	1%	-	-	-	-	*
Asian or Asian British	59	58	-	1	13	12	18	28	26	27	1	9	31	8	10	41	31	4	24	2	13	29	52
	6%	6%	-	1%	4%	5%	5%	7%	19%	9%	1%	3%	8%	4%	9%	5%	6%	4%	5%	6%	14%	5%	5%
Indian	18	18	-	-	2	2	6	9	8	8	-	4	9	3	2	13	7	2	8	-	-	6	14
	2%	2%	-	-	1%	1%	2%	2%	6%	3%	-	1%	2%	1%	2%	2%	2%	2%	2%	-	-	1%	1%
Pakistani	27	26	-	1	9	9	12	6	5	6	1	4	17	1	3	22	17	2	8	2	10	13	25
	3%	3%	-	1%	3%	3%	4%	2%	3%	2%	1%	1%	4%	1%	3%	3%	3%	2%	2%	4%	11%	2%	2%
Bangladeshi	7	7	-	-	-	-	-	7	7	7	-	1	1	3	1	2	2	-	4	1	1	4	7
	1%	1%	-	-	-	-	-	2%	5%	2%	-	*	*	1%	1%	*	1%	-	1%	2%	1%	1%	1%
Any other asian background	8	8	-	-	1	1	-	6	6	6	-	-	4	1	3	4	4	-	3	-	1	5	6
	1%	1%	-	-	*	1%	-	2%	5%	2%	-	-	1%	1%	3%	*	1%	-	1%	-	1%	1%	1%
Black or Black British	21	20	-	1	5	4	2	14	12	12	-	*	5	14	1	5	13	-	8	1	-	6	22
	2%	2%	-	1%	1%	2%	1%	4%	9%	4%	-	*	1%	7%	1%	1%	3%	-	2%	3%	-	1%	2%
Caribbean	9	9	-	-	*	*	*	8	6	6	-	*	2	5	1	3	8	-	1	*	-	3	10
	1%	1%	-	-	*	*	*	2%	5%	2%	-	*	1%	2%	1%	*	2%	-	*	1%	-	*	1%
African	12	11	-	1	4	4	2	6	6	6	-	-	3	9	-	3	6	-	6	1	-	3	12
	1%	1%	-	1%	1%	1%	1%	2%	4%	2%	-	-	1%	4%	-	*	1%	-	1%	1%	-	1%	1%
Any other black background	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chinese or other ethnic group	5	5	-	-	2	2	2	1	1	1	-	1	1	-	2	2	1	-	4	1	-	1	5
	*	1%	-	-	1%	1%	1%	*	1%	*	-	*	*	-	2%	*	*	-	1%	2%	-	*	*
Chinese	1	1	-	-	1	1	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-	1
	*	*	-	-	*	*	-	-	-	-	-	-	*	-	-	*	*	-	-	-	-	-	*
Any other background	4	4	-	-	1	1	2	1	1	1	-	1	-	-	2	1	-	-	4	1	-	1	4
	*	*	-	-	*	*	1%	*	1%	*	-	*	-	-	2%	*	-	-	1%	2%	-	*	*

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor
FINAL

Table 74

Which group on this card do you consider you belong to?

Base : All respondents aged 18+

	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
	England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

P.A.M. 07 - Political Monitor
FINAL

Table 75

Could you please give me the group in which you would place your total household income per year from all sources, before tax and other deductions?

Base : All respondents aged 18+

	Total	Gender		Age											Social class						Unwtd total
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Up to £4,499	11 1%	7 1%	4 1%	3 2%	2 1%	- -	2 1%	3 2%	1 1%	2 2%	4 1%	2 *	5 1%	2 1%	3 1%	3 1%	2 1%	4 1%	6 1%	5 1%	13 1%
£4,500-£6,499	40 4%	13 3%	27 5%	8 6%	5 3%	4 2%	1 1%	4 2%	7 7%	11 11%	12 4%	5 1%	22 6%	19 9%	1 *	7 2%	3 1%	30 12%	8 1%	33 7%	55 5%
£6,500-£7,499	26 3%	5 1%	21 4%	3 2%	3 2%	2 1%	3 2%	2 1%	8 7%	4 4%	7 2%	6 2%	14 4%	12 5%	1 *	5 2%	5 2%	15 6%	6 1%	20 4%	34 3%
£7,500-£9,499	39 4%	16 3%	23 4%	2 2%	7 4%	5 3%	6 3%	7 5%	4 4%	8 7%	9 3%	11 3%	19 5%	12 5%	3 1%	6 2%	7 3%	23 9%	9 1%	30 6%	46 4%
£9,500-£11,499	33 3%	17 3%	16 3%	6 4%	7 4%	4 2%	1 1%	6 4%	5 4%	4 4%	13 4%	5 1%	15 4%	8 4%	4 1%	10 3%	3 1%	16 6%	14 2%	19 4%	36 3%
£11,500-£13,499	43 4%	14 3%	29 5%	6 5%	8 5%	7 3%	5 3%	5 3%	6 5%	6 6%	14 5%	12 3%	16 4%	12 5%	6 2%	12 4%	11 5%	14 6%	18 3%	25 5%	47 4%
£13,500-£15,499	45 4%	24 5%	21 4%	7 5%	7 4%	9 4%	9 5%	7 5%	2 2%	3 3%	14 5%	18 5%	13 3%	5 2%	5 2%	11 3%	14 6%	15 6%	15 3%	29 6%	43 4%
£15,500-£17,499	62 6%	34 7%	28 5%	9 7%	8 5%	12 6%	6 3%	12 8%	8 7%	7 7%	17 6%	18 5%	27 7%	15 7%	12 4%	19 6%	17 8%	13 5%	31 5%	30 6%	62 6%
£17,500-£24,999	58 5%	32 6%	25 5%	2 2%	7 4%	12 6%	10 6%	12 8%	12 10%	2 2%	10 3%	22 6%	26 7%	13 6%	13 5%	25 8%	15 7%	5 2%	38 6%	20 4%	60 6%
£25,000-£29,999	50 5%	23 4%	27 5%	7 5%	13 8%	11 6%	10 6%	3 2%	3 3%	1 1%	20 7%	22 6%	8 2%	5 2%	9 3%	19 6%	12 6%	10 4%	28 5%	22 5%	45 4%
£30,000-£39,999	58 6%	39 8%	19 4%	5 3%	16 9%	11 5%	12 7%	8 5%	2 2%	4 4%	21 7%	23 6%	14 4%	7 3%	18 6%	20 7%	15 7%	6 2%	38 6%	20 4%	52 5%
£40,000-£49,999	58 6%	37 7%	21 4%	4 3%	11 7%	16 8%	15 8%	9 6%	1 1%	2 2%	15 5%	31 8%	12 3%	3 2%	23 8%	20 6%	11 5%	5 2%	43 7%	15 3%	52 5%
£50,000-£74,999	73 7%	42 8%	31 6%	4 3%	11 6%	23 11%	19 11%	12 7%	3 3%	1 1%	15 5%	42 11%	16 4%	4 2%	38 14%	27 9%	5 2%	3 1%	64 11%	8 2%	62 6%
£75,000-£99,999	25 2%	12 2%	13 2%	- -	3 2%	12 6%	9 5%	1 1%	- -	- -	3 1%	21 6%	1 *	- -	19 7%	4 1%	1 1%	1 *	23 4%	2 *	21 2%
£100,000 or more	13 1%	8 2%	5 1%	1 1%	2 1%	4 2%	3 2%	3 2%	- -	- -	4 1%	7 2%	3 1%	- -	13 5%	- -	- -	- -	13 2%	- -	9 1%
Don't know	207 20%	80 16%	127 23%	57 44%	35 20%	26 13%	21 12%	25 16%	15 13%	28 27%	92 30%	48 13%	67 18%	43 20%	44 16%	53 17%	58 27%	52 20%	98 17%	109 23%	193 18%
Refused	211 20%	107 21%	104 19%	8 6%	26 15%	44 21%	40 23%	38 24%	34 31%	21 20%	34 11%	84 22%	94 25%	55 26%	65 23%	67 22%	36 17%	44 17%	132 23%	79 17%	229 22%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 76

Could you please give me the group in which you would place your total household income per year from all sources, before tax and other deductions?

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Up to £4,499	11 1%	10 1%	-	1 1%	3 1%	2 1%	4 1%	5 1%	4 3%	4 1%	-	3 1%	1 *	3 2%	1 1%	4 1%	2 *	1 1%	8 2%	1 1%	1 1%	7 1%	13 1%
£4,500-£6,499	40 4%	36 4%	1 2%	3 3%	15 4%	12 5%	16 5%	9 2%	6 4%	6 2%	1 *	14 4%	2 1%	20 10%	4 4%	17 2%	1 *	4 4%	35 7%	4 10%	-	13 2%	55 5%
£6,500-£7,499	26 3%	23 3%	1 3%	2 2%	11 3%	9 4%	6 2%	9 2%	7 5%	8 3%	1 1%	7 2%	2 1%	15 7%	2 2%	10 1%	4 1%	2 2%	20 4%	* 1%	-	10 2%	34 3%
£7,500-£9,499	39 4%	30 3%	4 7%	5 5%	14 4%	9 3%	11 3%	14 4%	10 7%	10 4%	-	9 3%	7 2%	17 8%	7 6%	16 2%	9 2%	-	30 6%	2 6%	4 4%	12 2%	46 4%
£9,500-£11,499	33 3%	28 3%	5 9%	1 1%	7 2%	6 2%	12 4%	14 4%	10 7%	12 4%	2 1%	12 4%	5 1%	8 4%	8 7%	17 2%	10 2%	2 2%	21 4%	3 7%	-	20 3%	36 3%
£11,500-£13,499	43 4%	37 4%	1 2%	5 5%	16 5%	12 5%	12 4%	15 4%	7 5%	11 4%	4 3%	13 4%	9 2%	17 9%	4 4%	22 3%	11 2%	6 6%	26 5%	3 8%	1 1%	22 4%	47 4%
£13,500-£15,499	45 4%	43 5%	-	2 2%	10 3%	8 3%	8 2%	27 7%	7 5%	16 6%	9 6%	12 4%	17 4%	10 5%	5 5%	29 4%	21 4%	6 6%	18 4%	-	6 7%	26 5%	43 4%
£15,500-£17,499	62 6%	57 6%	1 2%	4 4%	19 6%	16 6%	13 4%	29 8%	15 11%	25 9%	10 7%	22 7%	16 4%	14 7%	9 9%	38 5%	28 6%	6 6%	27 6%	4 10%	4 5%	35 6%	62 6%
£17,500-£24,999	58 5%	54 6%	1 2%	3 3%	21 6%	18 7%	15 4%	22 6%	7 5%	19 7%	12 8%	19 6%	25 6%	6 3%	7 7%	44 6%	28 6%	7 8%	23 5%	-	4 5%	36 6%	60 6%
£25,000-£29,999	50 5%	46 5%	-	3 4%	18 5%	15 6%	12 4%	20 5%	7 5%	16 6%	9 6%	13 4%	28 7%	3 2%	6 6%	41 5%	32 7%	5 5%	12 3%	-	5 6%	24 4%	45 4%
£30,000-£39,999	58 6%	51 6%	3 6%	5 5%	19 6%	15 6%	16 5%	23 6%	4 3%	12 4%	8 5%	14 4%	38 9%	3 1%	4 4%	52 7%	40 8%	4 4%	15 3%	-	7 8%	29 5%	52 5%
£40,000-£49,999	58 6%	49 5%	1 1%	9 10%	23 7%	14 5%	15 5%	20 5%	6 4%	13 5%	7 5%	10 3%	39 9%	5 3%	4 4%	49 7%	44 9%	5 5%	10 2%	2 5%	2 2%	35 6%	52 5%
£50,000-£74,999	73 7%	61 7%	1 3%	11 12%	24 7%	13 5%	22 7%	27 7%	3 2%	18 6%	16 10%	21 6%	43 11%	1 1%	5 5%	65 9%	55 11%	5 5%	13 3%	3 8%	11 12%	41 7%	62 6%
£75,000-£99,999	25 2%	18 2%	1 2%	7 8%	9 3%	2 1%	5 2%	11 3%	3 2%	10 3%	7 5%	2 1%	22 5%	1 1%	-	24 3%	15 3%	2 3%	8 2%	-	1 1%	18 3%	21 2%
£100,000 or more	13 1%	13 1%	-	-	3 1%	3 1%	2 1%	8 2%	3 2%	8 3%	5 3%	2 1%	9 2%	-	2 2%	11 2%	11 2%	2 2%	-	-	6 7%	12 2%	9 1%
Don't know	207 20%	171 19%	18 35%	18 20%	75 22%	57 22%	73 22%	58 15%	20 15%	43 15%	23 15%	63 19%	73 18%	47 24%	21 21%	136 18%	72 15%	16 17%	118 25%	11 28%	17 19%	100 18%	193 18%
Refused	211 20%	184 20%	14 27%	14 15%	59 17%	45 18%	86 26%	67 18%	18 13%	55 19%	37 24%	93 28%	75 18%	28 14%	14 13%	168 23%	94 20%	22 23%	96 20%	6 16%	19 21%	126 22%	229 22%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

**P.A.M. 07 - Political Monitor
FINAL**

Table 77

From this card, could you tell me which BROAD band your total household income from all sources, before tax and other deductions falls in?

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Up to £9,499	123 12%	42 8%	81 15%	16 12%	20 12%	12 6%	12 7%	16 10%	21 19%	26 25%	36 12%	24 6%	63 17%	47 22%	8 3%	24 8%	17 8%	74 29%	33 6%	90 19%	155 15%
£9,500-£17,499	203 19%	96 19%	107 20%	30 23%	33 19%	35 17%	24 14%	31 20%	23 21%	27 26%	63 21%	58 16%	81 22%	50 23%	31 11%	58 19%	50 23%	64 25%	89 15%	114 24%	209 20%
£17,500-£29,999	119 11%	64 12%	56 10%	9 7%	23 13%	26 13%	22 13%	17 11%	18 16%	4 4%	32 11%	48 13%	39 10%	22 10%	23 8%	49 16%	31 15%	16 6%	72 12%	47 10%	119 11%
£30,000-£49,999	132 13%	81 16%	50 9%	11 8%	30 17%	30 15%	28 16%	23 14%	4 4%	6 6%	40 13%	58 15%	33 9%	11 5%	48 18%	43 14%	29 14%	11 4%	92 16%	40 8%	118 11%
£50,000 or more	117 11%	64 13%	53 10%	5 4%	16 9%	41 20%	34 20%	16 10%	3 3%	1 1%	22 7%	75 20%	20 5%	4 2%	72 26%	33 11%	7 3%	4 2%	106 18%	12 2%	97 9%
Don't know	156 15%	61 12%	96 18%	50 38%	25 14%	20 10%	14 8%	16 10%	12 11%	20 19%	75 25%	34 9%	48 13%	32 15%	32 12%	33 11%	48 22%	44 17%	65 11%	91 19%	147 14%
Refused	202 19%	102 20%	100 18%	10 7%	26 15%	40 20%	39 22%	38 24%	30 27%	20 19%	36 12%	78 21%	88 24%	49 23%	61 22%	66 22%	32 15%	43 17%	127 22%	74 16%	214 20%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 78

From this card, could you tell me which BROAD band your total household income from all sources, before tax and other deductions falls in?

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem- ployed	Self- employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Up to £9,499	123	105	6	12	46	34	37	40	27	30	3	34	13	56	17	47	16	8	99	7	5	46	155
	12%	11%	12%	14%	13%	13%	11%	10%	20%	10%	2%	10%	3%	28%	16%	6%	3%	9%	21%	18%	6%	8%	15%
£9,500-£17,499	203	184	7	12	60	49	51	92	40	69	30	66	52	55	29	118	78	19	106	11	12	115	209
	19%	20%	15%	13%	17%	19%	16%	24%	29%	24%	20%	20%	13%	28%	27%	16%	16%	21%	22%	29%	14%	20%	20%
£17,500-£29,999	119	111	1	8	45	37	30	44	14	37	23	39	58	10	13	96	65	13	42	*	12	63	119
	11%	12%	2%	8%	13%	15%	9%	12%	10%	13%	15%	12%	14%	5%	12%	13%	14%	14%	9%	1%	14%	11%	11%
£30,000-£49,999	132	114	4	13	44	30	39	49	11	29	18	32	80	9	10	112	91	9	31	2	10	69	118
	13%	13%	8%	15%	13%	12%	12%	13%	8%	10%	12%	10%	20%	4%	9%	15%	19%	10%	7%	5%	12%	12%	11%
£50,000 or more	117	98	2	18	37	19	32	49	8	37	29	28	78	3	7	106	85	9	23	4	20	75	97
	11%	11%	4%	19%	11%	7%	10%	13%	6%	13%	19%	8%	19%	1%	7%	14%	18%	10%	5%	10%	22%	13%	9%
Don't know	156	124	17	16	57	42	61	38	13	27	13	44	60	37	14	104	49	14	93	9	10	76	147
	15%	14%	33%	18%	17%	16%	19%	10%	10%	9%	9%	13%	15%	19%	14%	14%	10%	15%	19%	24%	11%	13%	14%
Refused	202	177	13	12	57	45	77	68	21	57	36	88	71	28	14	159	94	21	87	5	19	118	214
	19%	19%	26%	13%	16%	18%	24%	18%	16%	20%	24%	27%	17%	14%	13%	21%	20%	22%	18%	13%	22%	21%	20%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 79

Main ITV area

Base : All respondents aged 18+

	Total	Gender		Age											Social class						Unwtd total
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
Anglia	92	53	40	9	14	25	13	13	10	10	23	37	32	19	28	30	12	22	58	34	92
	9%	10%	7%	7%	8%	12%	7%	8%	9%	9%	8%	10%	9%	9%	10%	10%	6%	9%	10%	7%	9%
Border	12	6	6	4	-	2	-	1	1	3	4	2	6	4	2	4	-	6	6	6	12
	1%	1%	1%	3%	-	1%	-	1%	1%	3%	1%	*	2%	2%	1%	1%	-	2%	1%	1%	1%
Central	173	88	85	20	26	34	32	18	18	25	46	66	61	43	43	36	43	51	79	93	167
	16%	17%	16%	15%	15%	16%	19%	11%	16%	24%	15%	18%	16%	20%	15%	12%	20%	20%	14%	20%	16%
London	206	100	106	35	40	31	38	26	16	19	75	70	61	35	59	51	44	52	110	96	192
	20%	20%	20%	26%	23%	15%	22%	16%	15%	18%	25%	19%	16%	16%	21%	17%	20%	20%	19%	20%	18%
West Country	36	21	15	5	3	8	2	9	5	3	9	11	17	8	10	15	3	8	25	11	38
	3%	4%	3%	4%	2%	4%	1%	6%	5%	3%	3%	3%	5%	4%	4%	5%	1%	3%	4%	2%	4%
Grampian	18	8	10	4	4	2	3	3	2	-	7	5	5	2	6	3	4	6	8	10	20
	2%	2%	2%	3%	2%	1%	2%	2%	2%	-	2%	1%	1%	1%	2%	1%	2%	2%	1%	2%	2%
Granada	118	48	70	15	27	15	20	12	12	16	42	35	40	28	16	38	33	31	54	64	108
	11%	9%	13%	12%	16%	7%	12%	8%	11%	15%	14%	9%	11%	13%	6%	12%	15%	12%	9%	14%	10%
HTV	75	36	39	10	12	16	9	17	8	4	22	25	29	12	18	25	15	18	43	33	93
	7%	7%	7%	7%	7%	8%	5%	11%	7%	4%	7%	7%	8%	5%	7%	8%	7%	7%	7%	7%	9%
Meridian	99	43	57	5	14	25	15	22	10	9	18	40	41	19	41	32	14	12	73	26	101
	9%	8%	10%	4%	8%	12%	9%	14%	9%	9%	6%	11%	11%	9%	15%	10%	7%	5%	13%	6%	10%
STV	67	34	33	3	10	15	11	13	8	6	13	26	27	14	21	18	17	11	39	28	76
	6%	7%	6%	3%	6%	7%	7%	8%	7%	6%	4%	7%	7%	7%	7%	6%	8%	4%	7%	6%	7%
Tyne-Tees	47	23	24	7	8	7	10	6	8	1	16	17	15	9	7	19	9	13	25	22	51
	4%	5%	4%	6%	5%	4%	6%	4%	7%	1%	5%	5%	4%	4%	2%	6%	4%	5%	4%	5%	5%
Yorkshire	106	49	57	11	15	24	18	17	12	9	26	42	39	21	25	35	21	26	59	47	107
	10%	10%	11%	8%	9%	12%	11%	11%	11%	9%	8%	11%	10%	10%	9%	11%	10%	10%	10%	10%	10%
Don't know	3	1	1	3	-	-	-	-	-	-	3	-	-	-	1	1	-	-	3	-	2
	*	*	*	2%	-	-	-	-	-	-	1%	-	-	-	1%	*	-	-	*	-	*

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 80

Main ITV area

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem played	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
Anglia	92 9%	91 10%	-	1 1%	1 *	-	84 26%	7 2%	-	7 2%	7 5%	27 8%	36 9%	14 7%	15 14%	63 9%	46 10%	8 8%	39 8%	2 6%	12 13%	51 9%	92 9%
Border	12 1%	11 1%	-	1 2%	12 3%	11 4%	-	-	-	-	-	3 1%	2 *	4 2%	3 2%	5 1%	6 1%	-	6 1%	-	-	7 1%	12 1%
Central	173 16%	172 19%	-	1 1%	1 *	-	151 46%	20 5%	-	16 5%	16 10%	64 19%	62 15%	33 17%	11 11%	126 17%	88 19%	12 13%	72 15%	4 10%	18 20%	89 16%	167 16%
London	206 20%	204 22%	-	1 1%	1 *	-	21 7%	183 48%	136 100%	183 64%	47 31%	51 15%	72 17%	52 26%	31 30%	123 17%	94 20%	14 14%	99 20%	9 24%	23 26%	115 20%	192 18%
West Country	36 3%	36 4%	-	-	-	-	-	36 9%	-	-	-	12 4%	12 3%	5 2%	7 7%	24 3%	17 3%	5 6%	14 3%	-	3 3%	21 4%	38 4%
Grampian	18 2%	-	-	18 20%	18 5%	-	-	-	-	-	-	4 1%	8 2%	4 2%	2 2%	12 2%	11 2%	1 1%	6 1%	-	-	6 1%	20 2%
Granada	118 11%	108 12%	10 19%	-	108 31%	108 42%	10 3%	-	-	-	-	28 8%	50 12%	28 14%	12 11%	78 10%	43 9%	14 15%	61 13%	7 18%	7 7%	44 8%	108 10%
HTV	75 7%	33 4%	41 81%	1 1%	1 *	-	41 13%	33 9%	-	-	-	31 9%	26 6%	11 5%	7 7%	57 8%	29 6%	7 7%	39 8%	4 11%	8 9%	43 8%	93 9%
Meridian	99 9%	99 11%	-	-	-	-	-	99 26%	-	81 28%	81 54%	33 10%	44 11%	10 5%	10 10%	78 10%	41 9%	14 15%	44 9%	4 11%	4 5%	70 12%	101 10%
STV	67 6%	-	-	67 74%	67 19%	-	-	-	-	-	-	21 6%	27 7%	15 8%	2 2%	49 7%	31 6%	7 8%	29 6%	1 1%	5 5%	36 6%	76 7%
Tyne-Tees	47 4%	47 5%	-	-	47 14%	47 18%	-	-	-	-	-	13 4%	24 6%	10 5%	-	37 5%	23 5%	5 5%	19 4%	4 9%	4 4%	24 4%	51 5%
Yorkshire	106 10%	106 12%	-	-	88 25%	88 34%	18 6%	-	-	-	-	41 13%	47 11%	12 6%	5 5%	88 12%	48 10%	8 9%	51 11%	4 10%	6 6%	59 10%	107 10%
Don't know	3 *	3 *	-	-	1 *	1 1%	1 *	-	-	-	-	1 *	1 *	-	-	3 *	-	-	3 1%	-	-	-	2 *

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 81

In which country were you born?

Base : All respondents aged 18+

	Total	Gender		Age										Social class						Unwtd total	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1		C2DE
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
UK	915	433	482	115	131	170	142	150	108	99	247	312	357	206	237	277	189	212	514	401	936
	87%	85%	89%	88%	76%	83%	82%	95%	97%	95%	81%	83%	96%	96%	86%	90%	89%	83%	88%	86%	88%
European Union (excluding UK)	41	16	25	9	12	10	6	2	*	3	20	16	5	3	10	8	9	15	18	24	35
	4%	3%	5%	6%	7%	5%	3%	1%	*	3%	7%	4%	1%	2%	4%	3%	4%	6%	3%	5%	3%
Other European Country	8	5	3	-	3	2	1	1	*	1	3	3	3	2	2	3	1	2	4	4	8
	1%	1%	1%	-	2%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Australia, New Zealand or Canada	1	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1
	*	-	*	-	-	*	-	-	-	-	-	*	-	-	*	-	-	-	*	-	*
Indian sub-continent (i.e. India, Pakistan or Bangladesh)	32	22	9	1	9	10	8	3	1	1	10	17	5	2	13	2	4	13	16	16	30
	3%	4%	2%	1%	5%	5%	4%	2%	1%	1%	3%	5%	1%	1%	5%	1%	2%	5%	3%	3%	3%
Asia (excluding the Indian sub-continent)	13	6	7	2	4	3	3	-	-	-	7	7	-	-	3	4	2	4	7	6	11
	1%	1%	1%	2%	2%	2%	2%	-	-	-	2%	2%	-	-	1%	1%	1%	1%	1%	1%	1%
Africa	20	10	10	2	8	6	3	-	1	-	10	9	1	1	6	7	4	4	13	7	18
	2%	2%	2%	1%	5%	3%	2%	-	1%	-	3%	2%	*	*	2%	2%	2%	1%	2%	2%	2%
Carribean	6	4	2	-	-	1	4	-	1	-	-	5	1	1	1	2	-	3	3	3	7
	1%	1%	*	-	-	1%	2%	-	1%	-	-	1%	*	*	*	1%	-	1%	*	1%	1%
USA	4	3	1	1	1	1	1	-	-	-	2	2	-	-	2	-	1	1	2	2	4
	*	1%	*	1%	1%	1%	1%	-	-	-	1%	1%	-	-	1%	-	*	*	*	*	*
South America or Mexico	2	-	2	-	2	-	-	-	-	-	2	-	-	-	-	-	-	2	-	2	1
	*	-	*	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	1%	-	*	*
Russia	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	1
	*	*	-	-	-	-	1%	-	-	-	-	*	-	-	-	-	1%	-	-	*	*
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	1	1
	*	*	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	*	-	*	*
Not stated	9	7	2	2	2	-	4	1	-	-	4	4	1	-	1	5	3	-	6	3	6
	1%	1%	*	1%	1%	-	2%	1%	-	-	1%	1%	*	-	*	2%	1%	-	1%	1%	1%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 82

In which country were you born?

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unemployed	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
UK	915	783	49	84	324	240	295	296	73	208	135	309	364	166	71	673	406	85	424	31	70	504	936
	87%	86%	96%	93%	94%	94%	90%	78%	54%	73%	89%	93%	89%	84%	69%	91%	85%	90%	88%	81%	79%	89%	88%
European Union (excluding UK)	41	39	1	2	3	1	10	29	20	28	8	7	11	4	18	18	21	3	17	3	3	20	35
	4%	4%	1%	2%	1%	*	3%	8%	14%	10%	5%	2%	3%	2%	17%	2%	4%	3%	4%	8%	4%	3%	3%
Other European Country	8	8	-	-	1	1	2	5	2	3	1	2	4	2	-	6	5	-	3	-	3	3	8
	1%	1%	-	-	*	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	-	3%	*	1%
Australia, New Zealand or Canada	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	1	1	-	-	-	-	1	1
	*	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	*	-	-	-	-	*	*
Indian sub-continent (i.e. India, Pakistan or Bangladesh)	32	30	-	2	8	6	8	16	14	16	1	6	17	3	6	23	18	3	11	2	10	19	30
	3%	3%	-	2%	2%	2%	2%	4%	11%	6%	1%	2%	4%	1%	5%	3%	4%	3%	2%	4%	11%	3%	3%
Asia (excluding the Indian sub-continent)	13	13	-	-	2	2	3	8	7	8	1	1	7	2	4	8	5	-	8	-	-	3	11
	1%	1%	-	-	1%	1%	1%	2%	5%	3%	1%	*	2%	1%	3%	1%	1%	-	2%	-	-	1%	1%
Africa	20	18	1	1	3	2	6	11	7	11	3	3	3	12	2	5	10	1	9	1	2	8	18
	2%	2%	3%	1%	1%	1%	2%	3%	6%	4%	2%	1%	1%	6%	2%	1%	2%	2%	2%	1%	2%	1%	2%
Caribbean	6	6	-	-	*	*	*	5	4	4	-	*	1	4	*	1	4	-	1	*	-	4	7
	1%	1%	-	-	*	*	*	1%	3%	1%	-	*	*	2%	*	*	1%	-	*	1%	-	1%	1%
USA	4	4	-	-	1	1	1	2	1	2	1	-	2	1	1	2	3	-	1	1	1	1	4
	*	*	-	-	*	*	*	1%	1%	1%	1%	-	1%	*	1%	*	1%	-	*	2%	1%	*	*
South America or Mexico	2	2	-	-	-	-	-	2	2	2	-	-	-	2	-	-	-	-	2	-	-	-	1
	*	*	-	-	-	-	-	*	1%	1%	-	-	-	1%	-	-	-	-	*	-	-	-	*
Russia	1	-	-	1	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-	1
	*	-	-	1%	*	-	-	-	-	-	-	*	-	-	-	*	*	-	-	-	-	-	*
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1	1	-	-	1	1	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	-	1
	*	*	-	-	*	*	-	-	-	-	-	-	-	-	1%	-	-	-	*	2%	-	-	*
Not stated	9	7	-	1	2	1	2	5	5	5	-	2	2	3	2	4	3	2	4	-	-	2	6
	1%	1%	-	1%	1%	*	*	1%	3%	2%	-	1%	*	2%	2%	1%	1%	2%	1%	-	-	*	1%

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

**P.A.M. 07 - Political Monitor
FINAL**

Table 83

Length of interview in minutes

Base : All respondents aged 18+

		Gender		Age										Social class						Unwtd total	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75 plus	18-34	35-54	55 plus	65 plus	AB	C1	C2	DE	ABC1	C2DE	
Unweighted total	1059	501	558	119	139	194	151	167	183	106	258	345	456	289	266	290	201	302	556	503	1059
Weighted total	1052	509	543	132	172	204	172	157	111	104	304	376	372	215	276	307	214	255	583	469	1059
1-10	5 *	2 *	3 1%	2 1%	1 1%	1 *	1 1%	- -	* *	- -	3 1%	2 *	* *	* *	3 1%	2 1%	- -	- -	5 1%	- -	5 *
11-14	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
15-19	23 2%	10 2%	13 2%	7 6%	2 1%	2 1%	4 2%	1 1%	2 2%	5 5%	9 3%	6 2%	8 2%	7 3%	3 1%	8 3%	8 4%	5 2%	11 2%	13 3%	22 2%
20-24	103 10%	52 10%	51 9%	18 13%	13 8%	17 8%	11 6%	22 14%	12 11%	11 10%	31 10%	28 7%	44 12%	22 10%	23 8%	26 8%	21 10%	33 13%	49 8%	54 12%	108 10%
25-29	225 21%	107 21%	118 22%	36 27%	38 22%	42 21%	40 23%	27 17%	27 24%	15 15%	74 24%	82 22%	69 19%	42 20%	59 21%	64 21%	48 22%	55 22%	122 21%	103 22%	229 22%
30-34	275 26%	139 27%	137 25%	28 21%	49 28%	60 30%	44 26%	45 29%	25 22%	24 23%	77 25%	104 28%	94 25%	49 23%	68 25%	74 24%	58 27%	75 30%	142 24%	134 29%	281 27%
35-39	237 23%	118 23%	119 22%	22 17%	45 26%	46 23%	40 23%	32 21%	21 19%	30 29%	67 22%	87 23%	83 22%	51 24%	60 22%	74 24%	51 24%	51 20%	135 23%	103 22%	233 22%
40-44	126 12%	52 10%	74 14%	17 13%	16 9%	24 12%	25 14%	19 12%	15 13%	11 11%	33 11%	49 13%	44 12%	26 12%	37 13%	40 13%	20 9%	29 11%	78 13%	49 10%	124 12%
45 minutes or more	55 5%	28 6%	27 5%	2 1%	9 5%	10 5%	8 4%	11 7%	10 9%	7 6%	10 3%	17 5%	28 8%	17 8%	22 8%	19 6%	7 3%	7 3%	41 7%	14 3%	56 5%
Mean score	31.41	31.52	31.30	29.12	31.77	31.46	32.11	31.82	31.70	31.52	30.62	31.76	31.70	31.61	32.48	31.83	30.65	30.38	32.14	30.51	31.29
Std dev	8.240	8.508	7.988	7.679	8.566	7.194	9.258	8.377	8.262	8.017	8.286	8.200	8.223	8.127	9.994	7.895	7.406	6.979	8.949	7.171	8.139
Std error	0.253	0.380	0.338	0.704	0.727	0.516	0.753	0.648	0.611	0.779	0.516	0.441	0.385	0.478	0.613	0.464	0.522	0.402	0.380	0.320	0.250

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)

P.A.M. 07 - Political Monitor FINAL

Table 84

Length of interview in minutes

Base : All respondents aged 18+

	Total	Regions										Home ownership					Working status					Certain to Vote	Unwtd total
		England	Wales	Scotland	North incl. Scotland	North excl. Scotland	Midlands incl. Wales	South incl. GLC	GLC	South East incl. GLC	South East excl. GLC	Owned	Mortgaged	Rented Council/ HA	Private rented	Owned/ mortgage	Full time	Part time	Not working	Unem ployed	Self-employed	10 out of 10	
Unweighted total	1059	893	63	103	352	249	334	373	127	272	145	375	362	212	100	737	414	86	559	48	78	582	1059
Weighted total	1052	911	51	90	346	256	327	379	136	287	151	331	412	198	104	742	477	94	481	38	89	564	1059
1-10	5	5	-	-	-	-	5	-	-	-	-	1	2	-	2	3	3	1	2	-	-	1	5
	*	1%	-	-	-	-	2%	-	-	-	-	*	1%	-	2%	*	1%	1%	*	-	-	*	*
11-14	1	-	-	1	1	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	1	1
	*	-	-	1%	*	-	-	-	-	-	-	-	*	-	-	*	*	-	-	-	-	*	*
15-19	23	19	-	4	16	12	4	4	3	4	1	8	5	4	7	13	4	2	17	2	-	6	22
	2%	2%	-	4%	5%	5%	1%	1%	2%	1%	*	2%	1%	2%	7%	2%	1%	2%	4%	6%	-	1%	2%
20-24	103	82	4	17	35	18	29	40	11	37	25	38	33	19	13	71	40	10	53	2	9	47	108
	10%	9%	9%	19%	10%	7%	9%	10%	8%	13%	17%	12%	8%	10%	12%	10%	8%	11%	11%	6%	10%	8%	10%
25-29	225	187	17	21	71	50	70	84	31	69	38	62	92	49	22	153	105	22	98	8	14	122	229
	21%	21%	34%	23%	21%	20%	22%	22%	23%	24%	25%	19%	22%	25%	21%	21%	22%	23%	20%	22%	15%	22%	22%
30-34	275	228	21	26	107	82	93	75	27	51	23	79	112	56	27	191	146	16	113	7	32	140	281
	26%	25%	42%	29%	31%	32%	28%	20%	20%	18%	15%	24%	27%	28%	26%	26%	31%	17%	24%	18%	36%	25%	27%
35-39	237	220	6	12	60	48	69	109	43	80	37	82	93	37	25	175	113	22	102	9	26	137	233
	23%	24%	11%	13%	17%	19%	21%	29%	32%	28%	25%	25%	23%	19%	24%	24%	24%	23%	21%	23%	29%	24%	22%
40-44	126	121	2	3	37	34	33	56	19	41	22	38	54	26	5	92	46	18	62	7	7	69	124
	12%	13%	3%	4%	11%	13%	10%	15%	14%	14%	14%	11%	13%	13%	5%	12%	10%	19%	13%	20%	8%	12%	12%
45 minutes or more	55	48	1	7	19	12	24	13	1	6	5	24	21	7	4	44	20	3	33	2	2	42	56
	5%	5%	1%	7%	5%	5%	7%	3%	1%	2%	3%	7%	5%	3%	4%	6%	4%	3%	7%	5%	2%	7%	5%
Mean score	31.41	31.63	28.95	30.59	31.09	31.27	31.13	31.94	32.28	31.40	30.61	31.69	31.79	31.03	29.48	31.75	31.47	31.13	31.40	31.89	31.17	32.35	31.29
Std dev	8.240	7.614	5.436	13.685	9.499	7.514	8.178	6.950	6.350	7.040	7.541	8.152	8.689	7.088	8.581	8.448	8.176	7.774	8.406	8.525	5.947	8.726	8.139
Std error	0.253	0.255	0.685	1.348	0.506	0.476	0.448	0.360	0.563	0.427	0.626	0.421	0.457	0.487	0.858	0.311	0.402	0.838	0.356	1.230	0.673	0.362	0.250

Respondent type : GB adults 18+
Fieldwork dates : 17th - 22nd April 2008
Number of sample points : 203
Source : Ipsos MORI (JN Q218)