

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 1  
**Q.1 If there were to be a general election tomorrow, which party do you think you would vote for?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Don't know/ ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
Conservative	1311 26%	715 29%	596 23%	106 18%	145 18%	210 22%	206 24%	200 27%	443 42%	463 34%	373 26%	245 23%	230 20%	383 30%	425 32%	262 21%	183 25%	58 13%	137 18%	540 27%	1311 100%	-	-	-	1054 75%	21 2%	78 9%
Labour	1532 31%	782 32%	750 29%	222 37%	283 35%	318 34%	266 31%	218 29%	225 21%	371 27%	430 30%	353 34%	378 33%	370 29%	375 28%	490 39%	198 27%	99 23%	332 43%	590 29%	-	1532 100%	-	-	55 4%	954 84%	237 26%
Liberal Democrat	374 7%	195 8%	178 7%	49 8%	84 11%	49 5%	54 6%	67 9%	70 7%	143 11%	110 8%	69 7%	51 4%	95 7%	93 7%	96 8%	74 10%	16 4%	59 8%	180 9%	-	-	374 100%	-	19 1%	10 1%	290 32%
SNP	154 3%	89 4%	66 3%	14 2%	21 3%	36 4%	24 3%	26 4%	33 3%	31 2%	52 4%	36 3%	35 3%	-	-	-	-	154 36%	28 4%	61 3%	-	-	-	-	2 *	14 1%	12 1%
Plaid Cymru	38 1%	22 1%	15 1%	1 *	9 1%	5 1%	13 2%	4 1%	6 1%	3 *	7 *	14 1%	14 1%	-	-	-	38 5%	-	3 *	24 1%	-	-	-	-	4 *	2 *	2 *
UKIP, The UK Independence Party	277 6%	178 7%	100 4%	8 1%	8 1%	32 3%	60 7%	58 8%	111 11%	70 5%	93 6%	58 6%	56 5%	73 6%	87 7%	71 6%	38 5%	8 2%	26 3%	89 4%	-	-	-	-	109 8%	10 1%	29 3%
The Green Party	132 3%	64 3%	68 3%	16 3%	19 2%	27 3%	28 3%	28 4%	14 1%	30 2%	45 3%	30 3%	27 2%	36 3%	42 3%	29 2%	17 2%	9 2%	19 3%	64 3%	-	-	-	-	7 1%	6 1%	42 5%
BNP, The British National Party	63 1%	34 1%	28 1%	10 2%	13 2%	12 1%	16 2%	7 1%	5 *	7 1%	19 1%	11 1%	25 2%	9 1%	19 1%	22 2%	11 1%	2 *	9 1%	28 1%	-	-	-	-	4 *	6 1%	11 1%
Another party	27 1%	15 1%	12 *	1 *	2 *	5 *	7 1%	7 1%	5 *	10 1%	5 *	2 *	10 1%	9 1%	6 *	8 1%	2 *	1 *	6 1%	8 *	-	-	-	-	5 *	2 *	6 1%
Would not vote	327 7%	116 5%	211 8%	71 12%	84 11%	70 7%	40 5%	38 5%	24 2%	58 4%	86 6%	67 6%	116 10%	81 6%	80 6%	100 8%	50 7%	17 4%	42 5%	138 7%	-	-	-	-	19 1%	7 1%	8 1%
Rather not say	50 1%	16 1%	33 1%	7 1%	10 1%	16 2%	9 1%	5 1%	2 *	7 *	14 1%	13 1%	16 1%	16 1%	11 1%	8 1%	9 1%	6 1%	4 1%	25 1%	-	-	-	50 6%	4 *	1 *	-
Don't know	715 14%	224 9%	492 19%	94 16%	121 15%	171 18%	126 15%	90 12%	112 11%	158 12%	214 15%	150 14%	193 17%	199 16%	180 14%	170 14%	102 14%	64 15%	101 13%	286 14%	-	-	-	715 94%	131 9%	107 9%	189 21%

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Absolutes/col percents

Table 2

**Q.1 If there were to be a general election tomorrow, which party do you think you would vote for?**

**Base: All respondents expressing an intention to vote**

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base	3916	2028	1888	304	605	669	686	697	955	1613	987	524	792	979	1038	994	555	350	579	1514	1417	1386	422	-	1370	858	806
Weighted base	3908	2094	1814	427	584	694	675	616	911	1128	1136	820	825	975	1048	977	560	347	620	1585	1311	1532	374	-	1258	1024	708
Conservative	1311	715	596	106	145	210	206	200	443	463	373	245	230	383	425	262	183	58	137	540	1311	-	-	-	1054	21	78
	34%	34%	33%	25%	25%	30%	31%	33%	49%	41%	33%	30%	28%	39%	41%	27%	33%	17%	22%	34%	100%	-	-	-	84%	2%	11%
Labour	1532	782	750	222	283	318	266	218	225	371	430	353	378	370	375	490	198	99	332	590	-	1532	-	-	55	954	237
	39%	37%	41%	52%	48%	46%	39%	35%	25%	33%	38%	43%	46%	38%	36%	50%	35%	28%	54%	37%	-	100%	-	-	4%	93%	33%
Liberal Democrat	374	195	178	49	84	49	54	67	70	143	110	69	51	95	93	96	74	16	59	180	-	-	374	-	19	10	290
	10%	9%	10%	11%	14%	7%	8%	11%	8%	13%	10%	8%	6%	10%	9%	10%	13%	5%	10%	11%	-	-	100%	-	2%	1%	41%
SNP	154	89	66	14	21	36	24	26	33	31	52	36	35	-	-	-	-	154	28	61	-	-	-	-	2	14	12
	4%	4%	4%	3%	4%	5%	4%	4%	4%	3%	5%	4%	4%	-	-	-	-	45%	5%	4%	-	-	-	-	*	1%	2%
Plaid Cymru	38	22	15	1	9	5	13	4	6	3	7	14	14	-	-	-	38	-	3	24	-	-	-	-	4	2	2
	1%	1%	1%	*	2%	1%	2%	1%	1%	*	1%	2%	2%	-	-	-	7%	-	*	2%	-	-	-	-	*	*	*
UKIP, The UK Independence Party	277	178	100	8	8	32	60	58	111	70	93	58	56	73	87	71	38	8	26	89	-	-	-	-	109	10	29
	7%	8%	5%	2%	1%	5%	9%	9%	12%	6%	8%	7%	7%	7%	8%	7%	7%	2%	4%	6%	-	-	-	-	9%	1%	4%
The Green Party	132	64	68	16	19	27	28	28	14	30	45	30	27	36	42	29	17	9	19	64	-	-	-	-	7	6	42
	3%	3%	4%	4%	3%	4%	4%	5%	2%	3%	4%	4%	3%	4%	4%	3%	3%	2%	3%	4%	-	-	-	-	1%	1%	6%
BNP, The British National Party	63	34	28	10	13	12	16	7	5	7	19	11	25	9	19	22	11	2	9	28	-	-	-	-	4	6	11
	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	2%	1%	3%	1%	2%	2%	2%	1%	2%	2%	-	-	-	-	*	1%	2%
Another party	27	15	12	1	2	5	7	7	5	10	5	2	10	9	6	8	2	1	6	8	-	-	-	-	5	2	6
	1%	1%	1%	*	*	1%	1%	1%	*	1%	*	*	1%	1%	1%	1%	1%	*	1%	1%	-	-	-	-	*	*	1%

**Economy Poll**  
**ONLINE Fieldwork : 11th-16th November 2011**

Absolutes/col percents

Table 3

**Q.1 If there were to be a general election tomorrow, which party do you think you would vote for?**

**Base: All respondents**

	Q.2/3 General Election Vote									
	Total	Conservative	Labour	Liberal Democrat	SNP	Plaid Cymru	Another party	Did not vote	Rather not say	Don't know
Unweighted base	5000	1534	955	1022	107	28	236	1008	64	46
Weighted base	5000	1412	1140	906	108	32	240	1050	61	52
Conservative	1311 26%	1054 75%	21 2%	78 9%	1 1%	1 2%	12 5%	138 13%	4 7%	3 7%
Labour	1532 31%	55 4%	954 84%	237 26%	4 4%	7 23%	17 7%	236 22%	6 10%	16 31%
Liberal Democrat	374 7%	19 1%	10 1%	290 32%	-	-	1 *	50 5%	1 2%	2 4%
SNP	154 3%	2 *	14 1%	12 1%	96 89%	-	-	27 3%	1 1%	3 5%
Plaid Cymru	38 1%	4 *	2 *	2 *	-	23 71%	-	8 1%	-	-
UKIP, The UK Independence Party	277 6%	109 8%	10 1%	29 3%	-	-	105 44%	22 2%	-	2 3%
The Green Party	132 3%	7 1%	6 1%	42 5%	1 1%	-	42 18%	32 3%	-	1 2%
BNP, The British National Party	63 1%	4 *	6 1%	11 1%	-	-	29 12%	13 1%	-	-
Another party	27 1%	5 *	2 *	6 1%	-	-	14 6%	* *	-	-
Would not vote	327 7%	19 1%	7 1%	8 1%	-	-	2 1%	290 28%	1 1%	1 1%
Rather not say	50 1%	4 *	1 *	-	-	-	1 *	16 1%	18 30%	9 17%
Don't know	715 14%	131 9%	107 9%	189 21%	6 6%	1 4%	17 7%	218 21%	31 50%	15 29%

## Economy Poll

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Absolutes/col percents

Table 4

**Q.2 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?**

**Q.3 Which party did you vote for in the general election in May last year?**

**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Don't know/ ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
Conservative	1412	758	654	69	142	239	229	227	505	482	409	270	251	428	451	281	188	65	168	531	1054	55	19	135	1412	-	-
	28%	31%	26%	12%	18%	25%	27%	30%	48%	36%	28%	26%	22%	34%	34%	22%	26%	15%	22%	26%	80%	4%	5%	18%	100%	-	-
Labour	1140	576	564	117	196	233	202	178	213	293	312	243	292	253	278	376	136	97	238	423	21	954	10	109	-	1140	-
	23%	23%	22%	20%	25%	25%	24%	24%	20%	22%	21%	23%	25%	20%	21%	30%	19%	22%	31%	21%	2%	62%	3%	14%	-	100%	-
Liberal Democrat	906	469	436	86	151	157	161	170	181	284	283	195	144	238	225	236	164	43	151	397	78	237	290	189	-	-	906
	18%	19%	17%	14%	19%	16%	19%	23%	17%	21%	20%	19%	13%	19%	17%	19%	23%	10%	20%	20%	6%	15%	78%	25%	-	-	100%
SNP	108	56	52	1	8	28	19	23	29	26	32	26	24	-	-	-	-	108	16	43	1	4	-	6	-	-	-
	2%	2%	2%	*	1%	3%	2%	3%	3%	2%	2%	2%	2%	-	-	-	-	25%	2%	2%	*	*	-	1%	-	-	-
Plaid Cymru	32	19	14	-	8	5	9	5	5	2	9	12	9	-	-	-	32	-	4	18	1	7	-	1	-	-	-
	1%	1%	1%	-	1%	1%	1%	1%	*	*	1%	1%	1%	-	-	-	4%	-	1%	1%	*	*	-	*	-	-	-
Another party	240	137	103	13	21	37	60	48	60	54	62	59	65	70	79	50	35	7	37	76	12	17	1	18	-	-	-
	5%	6%	4%	2%	3%	4%	7%	6%	6%	4%	4%	6%	6%	5%	6%	4%	5%	2%	5%	4%	1%	1%	*	2%	-	-	-
Did not vote	1050	395	655	285	247	225	155	88	50	189	313	211	336	247	263	286	150	104	134	496	138	236	50	234	-	-	-
	21%	16%	26%	47%	31%	24%	18%	12%	5%	14%	22%	20%	29%	19%	20%	23%	21%	24%	18%	24%	11%	15%	13%	31%	-	-	-
Rather not say	61	27	34	9	17	12	10	8	5	13	18	17	13	14	19	16	10	3	9	26	4	6	1	49	-	-	-
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	*	6%	-	-	-
Don't know	52	14	38	19	11	15	4	2	1	7	13	16	16	20	6	10	7	8	8	23	3	16	2	24	-	-	-
	1%	1%	1%	3%	1%	2%	*	*	*	1%	1%	2%	1%	2%	*	1%	1%	2%	1%	1%	*	1%	1%	3%	-	-	-

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 5

**Q.2 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?**

**Q.3 Which party did you vote for in the general election in May last year?**

**Base: All respondents saying who they voted for in 2010**

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ ref.	Con	Lab	LibDem
Unweighted base	3882	1956	1926	212	526	671	695	742	1036	1631	975	520	756	1000	1039	959	564	320	591	1424	1275	1147	367	469	1534	955	1022
Weighted base	3837	2014	1823	287	526	698	681	652	994	1140	1106	805	785	989	1032	942	555	319	615	1488	1166	1274	321	458	1412	1140	906
Conservative	1412 37%	758 38%	654 36%	69 24%	142 27%	239 34%	229 34%	227 35%	505 51%	482 42%	409 37%	270 34%	251 32%	428 43%	451 44%	281 30%	188 34%	65 20%	168 27%	531 36%	1054 90%	55 4%	19 6%	135 29%	1412 100%	-	-
Labour	1140 30%	576 29%	564 31%	117 41%	196 37%	233 33%	202 30%	178 27%	213 21%	293 26%	312 28%	243 30%	292 37%	253 26%	278 27%	376 40%	136 25%	97 30%	238 39%	423 28%	21 2%	954 75%	10 3%	109 24%	-	1140 100%	-
Liberal Democrat	906 24%	469 23%	436 24%	86 30%	151 29%	157 22%	161 24%	170 26%	181 18%	284 25%	283 26%	195 24%	144 18%	238 24%	225 22%	236 25%	164 30%	43 14%	151 24%	397 27%	78 7%	237 19%	290 91%	189 41%	-	-	906 100%
SNP	108 3%	56 3%	52 3%	1 *	8 2%	28 4%	19 3%	23 3%	29 3%	26 2%	32 3%	26 3%	24 3%	-	-	-	-	108 34%	16 3%	43 3%	1 *	4 *	-	6 1%	-	-	-
Plaid Cymru	32 1%	19 1%	14 1%	-	8 1%	5 1%	9 1%	5 1%	5 *	2 *	9 1%	12 1%	9 1%	-	-	-	32 6%	-	4 1%	18 1%	1 *	7 1%	-	1 *	-	-	-
Another party	240 6%	137 7%	103 6%	13 5%	21 4%	37 5%	60 9%	48 7%	60 6%	54 5%	62 6%	59 7%	65 8%	70 7%	79 8%	50 5%	35 6%	7 2%	37 6%	76 5%	12 1%	17 1%	1 *	18 4%	-	-	-

**Economy Poll**  
**ONLINE Fieldwork : 11th-16th November 2011**

Absolutes/col percents

Table 6

**Q.4 Do you recognise this person? (George Osborne)****Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
Yes	3084	1798	1286	204	364	534	536	541	904	1012	886	589	597	816	808	729	452	280	455	1166	960	951	234	372	1074	716	641
	62%	73%	50%	34%	46%	56%	63%	72%	86%	75%	61%	56%	52%	64%	61%	58%	63%	64%	59%	57%	73%	62%	63%	49%	76%	63%	71%
No	1916	652	1264	396	436	416	314	209	146	338	564	461	552	454	512	526	269	155	312	867	351	582	139	392	338	424	264
	38%	27%	50%	66%	54%	44%	37%	28%	14%	25%	39%	44%	48%	36%	39%	42%	37%	36%	41%	43%	27%	38%	37%	51%	24%	37%	29%

## Economy Poll

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Absolutes/col percents

Table 7

**Q.4a Who is he? (George Osborne)****Base: All respondents who recognise the picture of George Osborne**

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem	
Unweighted base	3215	1788	1427	156	372	533	563	635	956	1459	781	391	584	858	830	773	471	283	448	1145	1067	891	289	391	1185	622	754	
Weighted base	3084	1798	1286	204	364	534	536	541	904	1012	886	589	597	816	808	729	452	280	455	1166	960	951	234	372	1074	716	641	
NET: George Osborne/ The Chancellor of the Exchequer	2459 80%	1523 85%	935 73%	141 69%	270 74%	393 74%	419 78%	452 84%	783 87%	871 86%	713 80%	456 77%	419 70%	656 80%	650 81%	579 79%	361 80%	212 76%	345 76%	924 79%	802 84%	752 79%	185 79%	286 77%	896 83%	578 81%	534 83%	
George Osborne (The Chancellor)	2279 74%	1410 78%	869 68%	134 65%	263 72%	371 69%	383 71%	414 76%	715 79%	810 80%	652 74%	422 72%	395 66%	599 73%	606 75%	537 74%	342 76%	195 70%	316 70%	873 75%	751 78%	695 73%	171 73%	261 70%	843 79%	533 74%	492 77%	
The Chancellor of the Exchequer (not named)	180 6%	114 6%	66 5%	8 4%	7 2%	22 4%	37 7%	38 7%	67 7%	61 6%	60 7%	34 6%	24 4%	57 7%	44 5%	42 6%	20 4%	17 6%	29 6%	50 4%	51 5%	56 6%	14 6%	25 7%	53 5%	44 6%	42 7%	
Nick Clegg	197 6%	93 5%	104 8%	15 7%	27 7%	33 6%	45 8%	30 6%	46 5%	42 4%	65 7%	40 7%	50 8%	53 6%	55 7%	43 6%	22 5%	23 8%	30 7%	80 7%	61 6%	56 6%	17 7%	27 7%	64 6%	43 6%	30 5%	
David Cameron	60 2%	32 2%	27 2%	9 4%	11 3%	16 3%	7 1%	8 1%	9 1%	13 1%	20 2%	11 2%	15 3%	17 2%	16 2%	15 2%	7 1%	5 2%	7 2%	29 2%	13 1%	23 2%	6 3%	2 1%	14 1%	7 1%	6 1%	
Ed Miliband	51 2%	20 1%	30 2%	7 3%	5 1%	17 3%	7 1%	12 2%	4 *	11 1%	6 1%	10 2%	24 4%	10 1%	8 1%	19 3%	8 2%	7 2%	6 1%	23 2%	11 1%	15 2%	3 1%	7 2%	14 1%	9 1%	9 1%	
Ed Balls	24 1%	13 1%	10 1%	- -	5 1%	6 1%	7 1%	2 *	3 *	3 *	3 *	10 2%	8 1%	2 *	5 1%	9 1%	2 1%	4 2%	3 1%	13 1%	4 *	12 1%	2 1%	1 *	4 *	10 1%	6 1%	
Other Answers	143 5%	70 4%	74 6%	13 7%	28 8%	34 6%	24 4%	21 4%	23 3%	35 3%	46 5%	21 4%	42 7%	40 5%	29 4%	30 4%	31 7%	13 5%	25 5%	56 5%	33 3%	46 5%	14 6%	17 5%	36 3%	30 4%	24 4%	
Don't know/ can't remember	151 5%	46 3%	105 8%	19 9%	19 5%	35 6%	27 5%	16 3%	36 4%	37 4%	33 4%	41 7%	40 7%	39 5%	43 5%	34 5%	20 4%	15 5%	39 9%	43 4%	35 4%	46 5%	8 3%	33 9%	45 4%	39 5%	32 5%	

**Economy Poll**  
**ONLINE Fieldwork : 11th-16th November 2011**

Absolutes/col percents

Table 8  
**Q.5 Do you recognise this person? (Ed Balls)**  
**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
Yes	2544	1524	1020	125	260	417	452	484	805	885	718	474	467	655	674	631	380	203	366	921	809	785	191	300	918	625	547
	51%	62%	40%	21%	32%	44%	53%	65%	77%	66%	50%	45%	41%	52%	51%	50%	53%	47%	48%	45%	62%	51%	51%	39%	65%	55%	60%
No	2456	926	1530	475	540	533	398	266	245	465	732	576	683	616	646	623	341	231	401	1112	502	747	183	465	494	514	359
	49%	38%	60%	79%	68%	56%	47%	35%	23%	34%	50%	55%	59%	48%	49%	50%	47%	52%	55%	38%	49%	49%	61%	35%	45%	40%	



## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 9

**Q.5a Who is he? (Ed Balls)****Base: All respondents who recognise the picture of Ed Balls**

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ ref.	Con	Lab	LibDem	
Unweighted base	2681	1542	1139	94	257	423	477	573	857	1280	629	317	455	703	698	673	396	211	361	911	915	747	235	313	1031	545	640	
Weighted base	2544	1524	1020	125	260	417	452	484	805	885	718	474	467	655	674	631	380	203	366	921	809	785	191	300	918	625	547	
NET: Ed Balls/ Shadow Chancellor	2298	1418	880	104	221	367	414	442	749	814	646	421	416	581	609	582	345	181	327	836	751	708	167	265	851	556	500	
	90%	93%	86%	83%	85%	88%	92%	91%	93%	92%	90%	89%	89%	89%	90%	92%	91%	89%	89%	91%	93%	90%	87%	88%	93%	89%	92%	
Ed Balls (Shadow Chancellor)	2262	1393	869	103	220	366	411	432	730	799	639	413	411	568	603	574	341	175	322	825	743	697	163	262	837	546	497	
	89%	91%	85%	82%	85%	88%	91%	89%	91%	90%	89%	87%	88%	87%	90%	91%	90%	86%	88%	90%	92%	89%	86%	87%	91%	87%	91%	
Shadow Chancellor/ Labour Chancellor (not named)	36	25	11	1	1	1	4	10	19	16	7	9	5	13	6	8	4	6	5	11	8	11	3	3	14	10	3	
	1%	2%	1%	1%	*	*	1%	2%	2%	2%	1%	2%	1%	2%	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	2%	2%	1%	
Ed Miliband	24	11	13	2	3	5	4	3	7	9	5	4	6	8	4	3	5	4	4	7	8	7	1	1	8	8	2	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	*	1%	1%	*	
Other Answers	107	55	53	11	19	22	13	19	24	32	38	15	22	36	14	29	17	12	19	39	25	35	19	7	29	25	23	
	4%	4%	5%	8%	7%	5%	3%	4%	3%	4%	5%	3%	5%	6%	2%	5%	4%	6%	5%	4%	3%	5%	10%	2%	3%	4%	4%	
Don't know/ can't remember	114	41	74	8	17	22	21	20	26	30	28	34	23	30	47	17	13	7	17	40	25	35	4	27	31	37	21	
	4%	3%	7%	7%	7%	5%	5%	4%	3%	3%	4%	7%	5%	5%	7%	3%	3%	3%	5%	4%	3%	4%	2%	9%	3%	6%	4%	

**Economy Poll**  
**ONLINE Fieldwork : 11th-16th November 2011**

Absolutes/col percents

Table 10  
**Q.6a Which of the following do you most trust to manage Britain's economy overall?**  
**Base: All "Sample A" respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base	1666	788	878	153	266	298	292	289	368	632	425	219	390	450	426	420	234	136	237	644	487	445	124	276	520	328	323
Weighted base	1669	818	852	205	261	308	289	248	357	439	488	334	409	448	427	406	242	145	245	681	455	486	110	277	480	391	275
George Osborne, the Chancellor	935	463	471	109	143	156	146	141	240	277	274	184	199	269	250	197	146	73	114	389	433	70	70	160	438	68	129
	56%	57%	55%	53%	55%	51%	50%	57%	67%	63%	56%	55%	49%	60%	58%	49%	60%	50%	46%	57%	95%	14%	64%	58%	91%	17%	47%
Ed Balls, Labour's Shadow Chancellor	735	355	380	96	119	152	143	108	117	161	214	149	210	179	178	209	97	72	131	292	22	417	39	117	42	323	146
	44%	43%	45%	47%	45%	49%	50%	43%	33%	37%	44%	45%	51%	40%	42%	51%	40%	50%	54%	43%	5%	86%	36%	42%	9%	83%	53%

**Economy Poll**  
**ONLINE Fieldwork : 11th-16th November 2011**

Absolutes/col percents

Table 11  
**Q.6b Which of the following do you most trust to manage Britain's economy overall?**  
**Base: All "Sample B" respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base	1667	775	892	156	271	321	285	277	357	653	424	237	353	414	448	425	249	131	244	635	465	462	155	236	506	314	342
Weighted base	1666	818	848	220	247	333	280	248	338	459	482	366	360	412	446	425	251	133	260	672	433	519	136	226	465	371	302
David Cameron and George Osborne	955 57%	492 60%	463 55%	117 53%	143 58%	165 50%	157 56%	136 55%	237 70%	282 62%	275 57%	213 58%	185 51%	269 65%	261 59%	211 50%	148 59%	65 49%	120 46%	396 59%	421 97%	88 17%	97 71%	152 67%	428 92%	77 21%	150 50%
Ed Miliband and Ed Balls	711 43%	326 40%	385 45%	103 47%	104 42%	168 50%	123 44%	111 45%	101 30%	176 38%	207 43%	153 42%	175 49%	143 35%	185 41%	213 50%	102 41%	67 51%	140 54%	276 41%	12 3%	431 83%	39 29%	74 33%	37 8%	294 79%	152 50%

**Economy Poll**  
**ONLINE Fieldwork : 11th-16th November 2011**

Absolutes/col percents

Table 12  
**Q.6c Which of the following do you most trust to manage Britain's economy overall?**  
**Base: All "Sample C" respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base	1667	795	872	129	288	303	295	284	368	648	420	231	368	408	429	428	237	165	246	657	465	479	143	246	508	313	357
Weighted base	1664	815	850	175	292	309	281	254	354	453	480	351	381	410	446	424	228	156	262	680	423	527	128	262	468	378	328
David Cameron, George Osborne and Nick Clegg	962	480	483	115	164	156	140	151	237	289	282	193	198	251	258	231	135	86	125	409	414	86	112	159	434	62	196
	58%	59%	57%	66%	56%	51%	50%	59%	67%	64%	59%	55%	52%	61%	58%	55%	59%	55%	48%	60%	98%	16%	88%	61%	93%	16%	60%
Ed Miliband and Ed Balls	702	335	367	60	128	152	141	103	117	164	197	158	183	159	188	192	93	70	137	271	9	441	16	103	34	316	132
	42%	41%	43%	34%	44%	49%	50%	41%	33%	36%	41%	45%	48%	39%	42%	45%	41%	45%	52%	40%	2%	84%	12%	39%	7%	84%	40%

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 13

**Q.7 Below is a list of things about the economy that some people have said concern them at the moment. Please tick the three that most concern you?**

**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem	
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022	
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906	
Rising prices	3630	1714	1916	395	574	719	614	572	757	888	1023	822	898	857	979	939	517	338	517	1479	878	1157	244	584	949	862	670	
	73%	70%	75%	66%	72%	76%	72%	76%	72%	66%	71%	78%	78%	67%	74%	75%	72%	78%	67%	73%	67%	76%	65%	76%	67%	76%	74%	
The level of the country's debts	2153	1117	1036	128	233	374	364	382	673	623	613	457	461	518	589	508	330	208	289	763	739	506	157	315	832	404	362	
	43%	46%	41%	21%	29%	39%	43%	51%	64%	46%	42%	44%	40%	41%	45%	40%	46%	48%	38%	38%	56%	33%	42%	41%	59%	35%	40%	
The European economic crisis	2111	1209	902	139	224	298	356	401	693	721	612	389	390	539	558	514	300	199	245	791	724	551	175	255	790	417	406	
	42%	49%	35%	23%	28%	31%	42%	53%	66%	53%	42%	37%	34%	42%	42%	41%	42%	46%	32%	39%	55%	36%	47%	33%	56%	37%	45%	
Low interest rates for savings	1546	827	719	83	108	170	173	335	678	537	469	283	257	427	414	354	227	124	168	450	548	374	120	221	586	316	316	
	31%	34%	28%	14%	14%	18%	20%	45%	65%	40%	32%	27%	22%	34%	31%	28%	32%	29%	22%	22%	42%	24%	32%	29%	41%	28%	35%	
Job insecurity	1393	636	757	210	275	371	325	143	68	342	461	310	280	369	347	397	171	110	336	751	264	557	108	210	280	395	266	
	28%	26%	30%	35%	34%	39%	38%	19%	7%	25%	32%	30%	24%	29%	26%	32%	24%	25%	44%	37%	20%	36%	29%	27%	20%	35%	29%	
Trouble finding a job	1270	525	745	307	288	245	243	129	59	243	364	256	407	341	298	337	173	120	195	473	212	456	79	233	212	294	202	
	25%	21%	29%	51%	36%	26%	29%	17%	6%	18%	25%	24%	35%	27%	23%	27%	24%	28%	25%	23%	16%	30%	21%	30%	15%	26%	22%	
Big loans or credit card debts	668	316	352	85	151	179	127	67	59	168	193	128	179	168	191	168	87	54	124	355	146	233	51	112	147	171	111	
	13%	13%	14%	14%	19%	19%	15%	9%	6%	12%	13%	12%	16%	13%	14%	13%	12%	12%	16%	17%	11%	15%	14%	15%	10%	15%	12%	
Trouble finding somewhere affordable to live	614	250	364	174	177	105	87	43	28	136	177	143	157	183	171	131	90	40	111	281	102	199	43	121	99	130	126	
	12%	10%	14%	29%	22%	11%	10%	6%	3%	10%	12%	14%	14%	14%	13%	10%	12%	9%	15%	14%	8%	13%	11%	16%	7%	11%	14%	
Difficulty making mortgage payments	354	137	216	34	80	114	68	39	19	91	94	93	76	77	84	105	61	27	55	185	54	146	31	50	59	108	69	
	7%	6%	8%	6%	10%	12%	8%	5%	2%	7%	6%	9%	7%	6%	6%	8%	8%	6%	7%	9%	4%	10%	8%	7%	4%	9%	8%	
Problems getting credit from a bank	334	170	164	58	98	76	69	19	13	92	107	77	58	91	84	91	48	20	66	195	65	114	36	63	62	87	61	
	7%	7%	6%	10%	12%	8%	8%	3%	1%	7%	7%	7%	5%	7%	6%	7%	7%	5%	9%	10%	5%	7%	10%	8%	4%	8%	7%	
None of these	82	32	50	27	15	18	12	7	4	15	26	19	22	27	13	15	19	7	11	37	16	18	6	18	21	12	7	
	2%	1%	2%	5%	2%	2%	1%	1%	*	1%	2%	2%	2%	2%	1%	1%	3%	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 14  
**Q.8 Which two of the following do you think are most to blame for the problems of the British economy?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem	
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022	
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906	
British banks	2878	1425	1453	281	427	580	524	465	602	746	837	619	676	670	758	761	393	296	464	1175	563	1053	207	451	645	783	599	
	58%	58%	57%	47%	53%	61%	62%	62%	57%	55%	58%	59%	59%	53%	57%	61%	55%	68%	60%	58%	43%	69%	55%	59%	46%	69%	66%	
The last Labour government	2000	1026	974	162	254	349	326	329	579	595	574	418	414	525	581	436	311	146	228	806	990	121	160	287	1058	93	289	
	40%	42%	38%	27%	32%	37%	38%	44%	55%	44%	40%	40%	36%	41%	44%	35%	43%	34%	30%	40%	76%	8%	43%	38%	75%	8%	32%	
People who borrowed more than they could afford	1828	861	968	280	345	328	269	227	379	533	520	363	413	454	482	458	268	166	271	738	508	532	142	310	518	403	313	
	37%	35%	38%	47%	43%	34%	32%	30%	36%	39%	36%	35%	36%	36%	37%	37%	37%	38%	35%	36%	39%	35%	38%	41%	37%	35%	35%	
American banks	1368	792	577	106	172	248	270	255	318	427	428	256	258	357	340	347	208	116	213	579	278	555	122	166	283	418	326	
	27%	32%	23%	18%	22%	26%	32%	34%	30%	32%	29%	24%	22%	28%	26%	28%	29%	27%	28%	28%	21%	36%	33%	22%	20%	37%	36%	
The current coalition government	705	288	417	127	124	153	133	83	86	126	186	161	232	168	169	216	88	65	143	233	32	428	22	90	47	306	100	
	14%	12%	16%	21%	15%	16%	16%	11%	8%	9%	13%	15%	20%	13%	13%	17%	12%	15%	19%	11%	2%	28%	6%	12%	3%	27%	11%	
The American government	232	120	112	51	54	39	36	26	26	56	62	64	49	74	62	54	31	10	39	106	42	82	25	32	41	51	51	
	5%	5%	4%	9%	7%	4%	4%	3%	2%	4%	4%	6%	4%	6%	5%	4%	4%	2%	5%	5%	3%	5%	7%	4%	3%	4%	6%	
None of these	144	42	103	42	39	25	17	11	11	27	46	26	45	47	27	42	20	8	21	55	19	33	8	41	24	25	13	
	3%	2%	4%	7%	5%	3%	2%	1%	1%	2%	3%	3%	4%	4%	2%	3%	3%	2%	3%	3%	1%	2%	2%	5%	2%	2%	1%	

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 15

**Q.9 Here are two arguments that have been made about the amount the UK Government borrows and how quickly this should be reduced though spending cuts and tax rises. Please say which of them is closer to your own view?**

**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		Voting Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
The government's spending cuts and tax rises are hurting the economy. It should cut taxes and/ or cut spending less fast, even if that means we go on borrowing more for longer, because given how much we already owe borrowing an extra few billion pounds cannot do much more harm	2022 40%	1031 42%	991 39%	245 41%	347 43%	440 46%	357 42%	295 39%	338 32%	505 37%	594 41%	452 43%	472 41%	495 39%	537 41%	544 43%	259 36%	187 43%	373 49%	844 42%	190 15%	1024 67%	121 32%	312 41%	257 18%	745 65%	416 46%
Borrowing more at a time when we already owe so much money will simply make a bad situation worse, as the country will have to pay even more money back in the longer term - we have to bring the debt and the deficit under control even if that has some painful effects for the economy in the short term	2978 60%	1419 58%	1559 61%	355 59%	453 57%	510 54%	493 58%	455 61%	712 68%	845 63%	856 59%	598 57%	678 59%	775 61%	783 59%	711 57%	462 64%	247 57%	394 51%	1189 58%	1121 85%	508 33%	252 68%	453 59%	1155 82%	394 35%	489 54%

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 16  
**Q.10 Which party, Labour or the Conservatives, do you think would do the better job on each of the following even if you think neither would do a particularly good one?**

**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Don't know/ ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
<b>Helping businesses to grow</b>																											
Labour	2478	1164	1314	395	497	516	417	325	330	579	697	557	645	564	588	718	352	256	456	1037	99	1353	133	379	163	990	466
	50%	47%	52%	66%	62%	54%	49%	43%	31%	43%	48%	53%	56%	44%	45%	57%	49%	59%	59%	51%	8%	88%	36%	50%	12%	87%	51%
Conservatives	2522	1286	1235	206	304	434	433	425	720	771	753	493	505	706	732	536	369	178	311	996	1212	180	241	386	1249	150	439
	50%	53%	48%	34%	38%	46%	51%	57%	69%	57%	52%	47%	44%	56%	55%	43%	51%	41%	41%	49%	92%	12%	64%	50%	88%	13%	49%
<b>Creating jobs</b>																											
Labour	3011	1465	1546	408	513	610	548	430	503	758	862	648	743	675	769	848	432	286	518	1224	249	1453	219	472	333	1067	638
	60%	60%	61%	68%	64%	64%	64%	57%	48%	56%	62%	65%	65%	53%	58%	68%	60%	66%	68%	60%	19%	95%	59%	62%	24%	94%	70%
Conservatives	1989	985	1004	192	287	340	302	320	547	592	588	402	407	595	550	406	289	148	249	809	1062	79	155	293	1079	72	267
	40%	40%	39%	32%	36%	36%	36%	43%	52%	44%	41%	38%	35%	47%	42%	32%	40%	34%	32%	40%	81%	5%	41%	38%	76%	6%	30%
<b>Cutting Britain's borrowing and debts</b>																											
Labour	1583	688	895	253	279	349	264	202	237	334	435	362	452	373	366	440	236	168	302	603	24	975	59	198	62	717	248
	32%	28%	35%	42%	35%	37%	31%	27%	23%	25%	30%	34%	39%	29%	28%	35%	33%	39%	39%	30%	2%	64%	16%	26%	4%	63%	27%
Conservatives	3417	1763	1654	347	521	601	586	548	813	1016	1015	688	698	897	953	815	485	266	465	1430	1287	557	314	567	1350	422	658
	68%	72%	65%	58%	65%	63%	69%	73%	77%	75%	70%	66%	61%	71%	72%	65%	67%	61%	61%	70%	98%	36%	84%	74%	96%	37%	73%
<b>Steering the economy through tough times</b>																											
Labour	2151	1008	1143	317	374	463	370	294	333	484	612	496	559	484	516	621	313	217	419	829	36	1325	98	281	93	956	403
	43%	41%	45%	53%	47%	49%	43%	39%	32%	36%	42%	47%	49%	38%	39%	50%	43%	50%	55%	41%	3%	86%	26%	37%	7%	84%	44%
Conservatives	2849	1442	1407	283	426	487	480	456	717	867	838	554	591	787	804	633	408	217	348	1204	1275	208	276	484	1319	184	503
	57%	59%	55%	47%	53%	51%	57%	61%	68%	64%	58%	53%	51%	62%	61%	50%	57%	50%	45%	59%	97%	14%	74%	63%	93%	16%	56%



## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 16

**Q.10 Which party, Labour or the Conservatives, do you think would do the better job on each of the following even if you think neither would do a particularly good one?**

**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
<b>Stopping Britain getting into the same problems as Greece and Italy</b>																											
Labour	1919	870	1048	282	357	403	328	260	289	444	543	443	490	446	445	554	269	205	391	744	36	1194	85	237	78	856	344
	38%	36%	41%	47%	45%	42%	39%	35%	28%	33%	37%	42%	43%	35%	34%	44%	37%	47%	51%	37%	3%	78%	23%	31%	6%	75%	38%
Conservatives	3081	1580	1501	318	443	547	522	490	761	906	907	607	660	825	874	700	452	229	376	1289	1275	338	288	528	1334	284	561
	62%	64%	59%	53%	55%	58%	61%	65%	72%	67%	63%	58%	57%	65%	66%	56%	63%	53%	49%	63%	97%	22%	77%	69%	94%	25%	62%
<b>Making banks and bankers behave responsibly</b>																											
Labour	2474	1277	1197	310	399	500	433	381	451	642	712	525	595	581	613	680	345	255	425	986	154	1310	163	347	227	953	532
	49%	52%	47%	52%	50%	53%	51%	51%	43%	48%	49%	50%	52%	46%	46%	54%	48%	59%	55%	48%	12%	85%	44%	45%	16%	84%	59%
Conservatives	2526	1173	1353	290	401	450	417	369	599	708	738	525	555	690	706	574	377	179	342	1048	1157	223	211	417	1185	187	373
	51%	48%	53%	48%	50%	47%	49%	49%	57%	52%	51%	50%	48%	54%	54%	46%	52%	41%	45%	52%	88%	15%	56%	55%	84%	16%	41%

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 17

**Q.11 Thinking about the government's proposed cuts in public spending, which of the following statements comes closest to your view?**

**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		Voting Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
The cuts are too deep and are being made too quickly	2400 48%	1118 46%	1282 50%	322 54%	402 50%	496 52%	439 52%	356 48%	385 37%	554 41%	683 47%	526 50%	637 55%	569 45%	598 45%	680 54%	322 45%	231 53%	444 58%	909 45%	137 10%	1245 81%	132 35%	389 51%	223 16%	899 79%	487 54%
The cuts are necessary and unavoidable and are the right thing for the economy	2036 41%	1026 42%	1010 40%	212 35%	314 39%	355 37%	319 38%	322 43%	514 49%	645 48%	578 40%	415 40%	398 35%	554 44%	587 44%	450 36%	284 39%	162 37%	275 36%	870 43%	972 74%	230 15%	196 52%	286 37%	966 68%	182 16%	350 39%
The cuts do not go far enough - the government should do more to reduce public spending	564 11%	306 12%	258 10%	66 11%	84 10%	99 10%	92 11%	72 10%	151 14%	151 11%	189 13%	109 10%	115 10%	148 12%	135 10%	125 10%	115 16%	41 10%	48 6%	254 12%	202 15%	57 4%	46 12%	89 12%	224 16%	58 5%	69 8%

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 18  
**Q.12 Thinking about Britain's economy, which of the following comes closest to your own view?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
Although things are difficult now, the right decisions are being made and things will improve significantly in the next three or four years	2444 49%	1263 52%	1181 46%	282 47%	394 49%	402 42%	408 48%	350 47%	609 58%	756 56%	702 48%	506 48%	480 42%	671 53%	669 51%	589 47%	350 49%	165 38%	343 45%	1030 51%	1140 87%	357 23%	240 64%	354 46%	1099 78%	290 25%	422 47%
In three or four years' time, the economy will be no better, or even worse, than it is now	2556 51%	1187 48%	1369 54%	318 53%	406 51%	548 58%	442 52%	400 53%	441 42%	594 44%	748 52%	544 52%	670 58%	599 47%	651 49%	665 53%	371 51%	269 62%	424 55%	1003 49%	171 13%	1175 77%	133 36%	411 54%	313 22%	850 75%	484 53%

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 19

**Q.13 If Britain had had a Labour government since the last general election, instead of the Conservative-Lib Dem coalition, do you think the country's economic situation would be...?**

**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention			2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
Better than it is now	1038 21%	517 21%	521 20%	165 28%	175 22%	212 22%	170 20%	156 21%	158 15%	247 18%	281 19%	226 22%	284 25%	253 20%	245 19%	302 24%	144 20%	93 21%	204 27%	395 19%	36 3%	772 50%	35 9%	80 10%	45 3%	552 48%	180 20%
About the same as it is now	2025 41%	868 35%	1158 45%	329 55%	402 50%	444 47%	337 40%	244 33%	270 26%	478 35%	624 43%	438 42%	486 42%	470 37%	495 37%	562 45%	287 40%	212 49%	347 45%	860 42%	196 15%	679 44%	163 44%	459 60%	246 17%	503 44%	434 48%
Worse than it is now	1937 39%	1066 43%	872 34%	106 18%	223 28%	294 31%	343 40%	349 47%	622 59%	626 46%	545 38%	386 37%	380 33%	548 43%	580 44%	391 31%	289 40%	129 30%	216 28%	778 38%	1079 82%	81 5%	176 47%	226 30%	1120 79%	84 7%	292 32%

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 20

**Q.14 If Britain had had a Conservative government since the last general election, instead of a coalition with the Liberal Democrats, do you think the country's economic situation would be...?**

**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
Better than it is now	929 19%	543 22%	385 15%	119 20%	103 13%	126 13%	129 15%	140 19%	311 30%	284 21%	258 18%	200 19%	187 16%	276 22%	258 20%	205 16%	134 19%	56 13%	131 17%	336 17%	537 41%	97 6%	36 10%	82 11%	583 41%	66 6%	60 7%
About the same as it is now	2860 57%	1248 51%	1612 63%	358 60%	535 67%	600 63%	470 55%	394 52%	503 48%	738 55%	850 59%	605 58%	666 58%	719 57%	756 57%	733 58%	408 57%	244 56%	411 54%	1220 60%	737 56%	737 48%	226 60%	562 74%	760 54%	574 50%	535 59%
Worse than it is now	1212 24%	659 27%	553 22%	123 21%	162 20%	224 24%	251 30%	217 29%	236 22%	328 24%	342 24%	245 23%	296 26%	275 22%	306 23%	317 25%	179 25%	134 31%	225 29%	478 23%	37 3%	698 46%	112 30%	121 16%	70 5%	500 44%	311 34%

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 21

**Q.15 Please pick up to three of the following words or phrases do you think best describes George Osborne, the Chancellor of the Exchequer?**

**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Don't know/ ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
Smug	1100	677	422	100	140	188	228	222	221	353	302	199	246	234	268	312	169	117	194	432	98	568	76	122	142	425	277
	22%	28%	17%	17%	18%	20%	27%	30%	21%	26%	21%	19%	21%	18%	20%	25%	23%	27%	25%	21%	7%	37%	20%	16%	10%	37%	31%
Arrogant	1086	644	442	83	126	199	217	213	247	321	318	209	238	244	279	295	148	120	205	404	64	615	68	119	109	455	267
	22%	26%	17%	14%	16%	21%	26%	28%	24%	24%	22%	20%	21%	19%	21%	23%	21%	28%	27%	20%	5%	40%	18%	16%	8%	40%	29%
Out of touch	1073	628	445	89	121	193	245	198	228	278	314	205	276	244	259	292	172	107	192	401	38	607	72	125	99	429	270
	21%	26%	17%	15%	15%	20%	29%	26%	22%	21%	22%	20%	24%	19%	20%	23%	24%	25%	25%	20%	3%	40%	19%	16%	7%	38%	30%
Out of his depth	1055	594	460	65	125	204	218	204	239	281	298	216	260	205	284	282	163	120	184	407	62	564	56	121	115	431	241
	21%	24%	18%	11%	16%	21%	26%	27%	23%	21%	21%	21%	23%	16%	22%	23%	23%	28%	24%	20%	5%	37%	15%	16%	8%	38%	27%
Understands what needs to be done	870	550	321	42	86	114	134	166	328	316	271	138	145	237	244	201	116	73	86	330	538	71	69	68	550	60	131
	17%	22%	13%	7%	11%	12%	16%	22%	31%	23%	19%	13%	13%	19%	18%	16%	16%	17%	11%	16%	41%	5%	19%	9%	39%	5%	14%
Competent	723	473	250	29	64	104	123	130	272	277	217	101	128	208	194	138	116	67	74	276	446	57	58	57	446	49	108
	14%	19%	10%	5%	8%	11%	14%	17%	26%	21%	15%	10%	11%	16%	15%	11%	16%	15%	10%	14%	34%	4%	16%	7%	32%	4%	12%
Decisive	467	279	188	45	70	83	79	64	126	151	137	104	75	142	122	101	65	37	67	204	261	74	42	33	257	52	77
	9%	11%	7%	7%	9%	9%	9%	8%	12%	11%	9%	10%	7%	11%	9%	8%	9%	8%	9%	10%	20%	5%	11%	4%	18%	5%	9%
Up to the job	449	283	166	32	48	60	74	83	151	161	107	96	86	143	138	87	53	29	43	173	299	33	33	36	304	28	46
	9%	12%	7%	5%	6%	6%	9%	11%	14%	12%	7%	9%	7%	11%	10%	7%	7%	7%	6%	9%	23%	2%	9%	5%	22%	2%	5%
Weak	374	215	159	41	66	80	75	57	96	82	106	91	95	87	87	87	58	46	75	169	26	181	35	35	44	125	85
	7%	9%	6%	7%	8%	8%	9%	8%	5%	7%	6%	10%	8%	7%	7%	7%	8%	11%	10%	8%	2%	12%	9%	5%	3%	11%	9%
Gets things done	339	206	134	32	50	63	57	51	86	125	104	53	57	102	87	88	44	18	57	141	192	47	37	29	176	42	63
	7%	8%	5%	5%	6%	7%	7%	7%	8%	9%	7%	5%	5%	8%	7%	7%	6%	4%	7%	7%	15%	3%	10%	4%	12%	4%	7%
Explains himself clearly	311	184	128	23	39	42	34	51	122	104	89	54	64	91	86	65	43	26	31	110	159	40	34	33	163	42	45
	6%	7%	5%	4%	5%	4%	4%	7%	12%	8%	6%	5%	6%	7%	7%	5%	6%	6%	4%	5%	12%	3%	9%	4%	12%	4%	5%
Strong	260	158	102	27	36	49	34	42	72	89	66	51	54	63	78	63	37	19	35	105	145	49	19	24	146	30	31
	5%	6%	4%	5%	4%	5%	4%	6%	7%	7%	5%	5%	5%	5%	6%	5%	5%	4%	5%	5%	11%	3%	5%	3%	10%	3%	3%
Fair	230	130	100	34	40	36	35	32	54	81	66	39	44	65	73	46	32	13	37	97	123	35	22	26	106	32	38
	5%	5%	4%	6%	5%	4%	4%	4%	5%	6%	5%	4%	4%	5%	6%	4%	4%	3%	5%	5%	9%	2%	6%	3%	8%	3%	4%
Safe pair of hands	193	132	61	26	21	25	26	30	66	76	45	42	30	59	66	38	24	7	33	75	125	27	11	13	122	20	14
	4%	5%	2%	4%	3%	3%	3%	4%	6%	6%	3%	4%	3%	5%	5%	3%	3%	2%	4%	4%	10%	2%	3%	2%	9%	2%	2%

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 21

**Q.15 Please pick up to three of the following words or phrases do you think best describes George Osborne, the Chancellor of the Exchequer?**

**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
Likeable	104 2%	52 2%	52 2%	10 2%	17 2%	15 2%	14 2%	17 2%	29 3%	36 3%	28 2%	19 2%	21 2%	36 3%	22 2%	26 2%	15 2%	5 1%	17 2%	39 2%	41 3%	24 2%	11 3%	5 1%	45 3%	19 2%	16 2%
Listens	102 2%	64 3%	39 2%	3 *	19 2%	22 2%	15 2%	18 2%	26 2%	29 2%	22 2%	28 3%	23 2%	29 2%	23 2%	26 2%	18 2%	7 2%	14 2%	45 2%	47 4%	17 1%	8 2%	17 2%	47 3%	14 1%	15 2%
On my side	57 1%	43 2%	14 1%	12 2%	14 2%	10 1%	7 1%	7 1%	7 1%	16 1%	17 1%	12 1%	12 1%	22 2%	18 1%	10 1%	7 1%	-	16 2%	25 1%	24 2%	15 1%	4 1%	4 1%	23 2%	15 1%	6 1%
None of these	65 1%	27 1%	38 1%	11 2%	21 3%	12 1%	6 1%	10 1%	5 *	16 1%	19 1%	16 2%	13 1%	11 1%	19 1%	19 2%	9 1%	7 2%	9 1%	33 2%	12 1%	14 1%	7 2%	7 1%	12 1%	9 1%	16 2%
Don't know enough about him to have an opinion	1730 35%	514 21%	1216 48%	324 54%	355 44%	383 40%	261 31%	180 24%	228 22%	324 24%	525 36%	414 39%	467 41%	444 35%	451 34%	452 36%	247 34%	137 32%	242 32%	729 36%	340 26%	409 27%	117 31%	445 58%	358 25%	296 26%	263 29%

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 22

**Q.16 Please pick up to three one of the following words or phrases do you think best describes Ed Balls, Labour's Shadow Chancellor?**

**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		Voting Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Don't know/ ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
Out of his depth	994	629	365	60	95	140	177	186	336	317	295	198	184	268	282	223	153	68	113	401	522	100	81	80	537	74	168
	20%	26%	14%	10%	12%	15%	21%	25%	32%	23%	20%	19%	16%	21%	21%	18%	21%	16%	15%	20%	40%	6%	22%	10%	38%	6%	19%
Arrogant	958	629	329	37	83	123	155	205	355	366	268	167	156	266	286	187	150	70	123	357	490	84	89	95	538	61	169
	19%	26%	13%	6%	10%	13%	18%	27%	34%	27%	18%	16%	14%	21%	22%	15%	21%	16%	16%	18%	37%	5%	24%	12%	38%	5%	19%
Smug	874	541	333	57	88	135	117	157	320	314	244	166	150	246	240	192	133	62	97	337	450	111	70	79	493	73	137
	17%	22%	13%	9%	11%	14%	14%	21%	30%	23%	17%	16%	13%	19%	18%	15%	19%	14%	13%	17%	34%	7%	19%	10%	35%	6%	15%
Out of touch	751	488	263	36	77	95	130	148	264	245	214	146	145	206	219	166	109	51	91	286	378	65	60	65	416	63	111
	15%	20%	10%	6%	10%	10%	15%	20%	25%	18%	15%	14%	13%	16%	17%	13%	15%	12%	12%	14%	29%	4%	16%	9%	29%	6%	12%
Understands what needs to be done	564	312	252	40	64	97	119	112	131	178	157	106	123	113	146	174	70	61	100	197	34	378	29	46	45	279	128
	11%	13%	10%	7%	8%	10%	14%	15%	13%	13%	11%	10%	11%	9%	11%	14%	10%	14%	13%	10%	3%	25%	8%	6%	3%	24%	14%
Weak	516	303	212	40	72	98	104	79	122	148	146	107	116	143	148	120	66	38	72	238	231	62	50	46	242	52	91
	10%	12%	8%	7%	9%	10%	12%	11%	12%	11%	10%	10%	10%	11%	11%	10%	9%	9%	9%	12%	18%	4%	13%	6%	17%	5%	10%
Competent	471	283	188	30	61	94	82	98	108	160	133	89	89	120	111	127	68	45	78	176	43	318	22	38	39	231	103
	9%	12%	7%	5%	8%	10%	10%	13%	10%	12%	9%	8%	8%	9%	8%	10%	9%	10%	10%	9%	3%	21%	6%	5%	3%	20%	11%
Explains himself clearly	405	245	160	33	49	80	71	76	97	116	120	74	96	101	107	113	43	41	59	168	58	220	31	34	64	164	97
	8%	10%	6%	5%	6%	8%	8%	10%	9%	9%	8%	7%	8%	8%	8%	9%	6%	9%	8%	8%	4%	14%	8%	4%	5%	14%	11%
Up to the job	392	204	188	38	64	72	81	66	72	106	100	86	100	99	94	108	59	32	85	149	33	265	24	30	42	205	72
	8%	8%	7%	6%	8%	8%	10%	9%	7%	8%	7%	8%	9%	8%	7%	9%	8%	7%	11%	7%	2%	17%	6%	4%	3%	18%	8%
Strong	358	205	154	31	57	69	52	75	75	102	113	69	74	78	88	98	61	34	61	137	40	224	20	40	40	164	88
	7%	8%	6%	5%	7%	7%	6%	10%	7%	8%	8%	7%	6%	6%	7%	8%	8%	8%	8%	7%	3%	15%	5%	5%	3%	14%	10%
Fair	349	202	147	49	55	72	70	46	57	97	95	70	87	86	73	104	52	35	64	146	37	196	27	35	40	153	79
	7%	8%	6%	8%	7%	8%	8%	6%	5%	7%	7%	7%	8%	7%	6%	8%	7%	8%	8%	7%	3%	13%	7%	5%	3%	13%	9%
Likeable	338	170	167	40	53	56	83	48	59	90	83	85	80	75	94	97	41	31	48	156	37	194	21	34	50	136	71
	7%	7%	7%	7%	7%	6%	10%	6%	6%	7%	6%	6%	7%	6%	7%	8%	6%	7%	6%	8%	3%	13%	6%	4%	4%	12%	8%
Listens	307	159	148	32	47	59	62	53	54	81	64	67	95	69	86	77	40	35	67	101	22	187	20	35	34	134	59
	6%	7%	6%	5%	6%	6%	7%	7%	5%	6%	4%	6%	8%	5%	7%	6%	5%	8%	9%	5%	2%	12%	5%	5%	2%	12%	7%
Decisive	278	160	118	22	33	60	53	46	63	84	71	54	68	62	72	81	42	22	49	116	25	162	21	33	35	111	71
	6%	7%	5%	4%	4%	6%	6%	6%	6%	6%	5%	5%	6%	5%	5%	6%	6%	5%	6%	6%	2%	11%	6%	4%	2%	10%	8%



## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 22

**Q.16 Please pick up to three one of the following words or phrases do you think best describes Ed Balls, Labour's Shadow Chancellor?**

**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
On my side	261	155	106	39	32	45	46	48	51	60	59	64	79	62	52	87	36	25	48	94	8	203	8	17	14	145	46
	5%	6%	4%	7%	4%	5%	5%	6%	5%	4%	4%	6%	7%	5%	4%	7%	5%	6%	6%	5%	1%	13%	2%	2%	1%	13%	5%
Safe pair of hands	160	91	69	23	32	28	25	27	26	48	51	25	37	39	40	40	25	16	44	64	9	111	11	13	17	76	34
	3%	4%	3%	4%	4%	3%	3%	4%	2%	4%	4%	2%	3%	3%	3%	4%	4%	6%	3%	1%	7%	3%	2%	1%	7%	4%	
Gets things done	140	61	79	20	31	35	23	21	11	39	31	32	38	31	32	44	23	10	34	54	9	93	8	14	14	69	15
	3%	2%	3%	3%	4%	4%	3%	3%	1%	3%	2%	3%	3%	2%	2%	3%	3%	2%	4%	3%	1%	6%	2%	2%	1%	6%	2%
None of these	107	49	58	13	17	20	16	15	25	26	35	21	24	28	29	24	16	9	10	51	31	14	4	25	36	8	24
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	1%	3%	3%	1%	3%
Don't know enough about him to have an opinion	1845	611	1235	335	386	403	293	201	226	357	571	419	498	464	475	471	268	166	279	765	370	436	137	454	378	325	304
	37%	25%	48%	56%	48%	42%	35%	27%	22%	26%	39%	40%	43%	37%	36%	38%	37%	38%	36%	38%	28%	28%	37%	59%	27%	29%	34%

**Economy Poll**  
**ONLINE Fieldwork : 11th-16th November 2011**

Absolutes/col percents

Table 23  
**Gender**  
**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
Male	2450	2450	-	243	323	441	443	404	595	776	676	510	488	610	652	614	353	222	345	1142	715	782	195	240	758	576	469
	49%	100%	-	41%	40%	46%	52%	54%	57%	57%	47%	49%	42%	48%	49%	49%	49%	51%	45%	56%	55%	51%	52%	31%	54%	51%	52%
Female	2550	-	2550	357	477	508	407	346	455	574	774	540	662	661	668	641	368	212	422	891	596	750	178	525	654	564	436
	51%	-	100%	59%	60%	54%	48%	46%	43%	43%	53%	51%	58%	52%	51%	51%	49%	55%	44%	45%	49%	48%	69%	46%	49%	48%	

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 24  
Age  
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem	
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022	
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906	
18-24	600	243	357	600	-	-	-	-	-	129	198	125	148	144	151	169	95	41	92	267	106	222	49	102	69	117	86	
	12%	10%	14%	100%	-	-	-	-	-	10%	14%	12%	13%	11%	11%	13%	13%	9%	12%	13%	8%	14%	13%	13%	5%	10%	10%	
25-34	800	323	477	-	800	-	-	-	-	203	234	205	159	219	189	233	93	66	181	442	145	283	84	132	142	196	151	
	16%	13%	19%	-	100%	-	-	-	-	15%	16%	19%	14%	17%	14%	19%	13%	15%	24%	22%	11%	18%	23%	17%	10%	17%	17%	
35-44	950	441	508	-	-	950	-	-	-	223	292	228	206	242	256	238	127	88	206	523	210	318	49	186	239	233	157	
	19%	18%	20%	-	-	100%	-	-	-	17%	20%	22%	18%	19%	19%	19%	18%	20%	27%	26%	16%	21%	13%	24%	17%	20%	17%	
45-54	850	443	407	-	-	-	850	-	-	198	231	185	236	209	236	200	129	76	178	433	206	266	54	135	229	202	161	
	17%	18%	16%	-	-	-	100%	-	-	15%	16%	18%	21%	16%	18%	16%	18%	18%	23%	21%	16%	17%	14%	18%	16%	18%	18%	
55-64	750	404	346	-	-	-	-	750	-	215	212	148	175	180	207	180	105	78	91	268	200	218	67	95	227	178	170	
	15%	17%	14%	-	-	-	-	100%	-	16%	15%	14%	15%	14%	16%	14%	15%	18%	12%	13%	15%	14%	18%	12%	16%	16%	19%	
65+	1050	595	455	-	-	-	-	-	1050	382	283	159	225	277	281	234	172	86	19	100	443	225	70	115	505	213	181	
	21%	24%	18%	-	-	-	-	-	100%	28%	20%	15%	20%	22%	21%	19%	24%	20%	2%	5%	34%	15%	19%	15%	36%	19%	20%	
Average age	46.68	48.80	44.64	21.60	29.43	39.60	49.62	59.23	69.21	49.47	45.66	44.33	46.84	46.69	47.28	45.23	47.54	47.58	40.36	40.99	51.77	43.96	45.59	44.04	53.23	46.34	47.59	

**Economy Poll**  
**ONLINE Fieldwork : 11th-16th November 2011**

Absolutes/col percents

Table 25  
**Social Grade**  
**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ ref.	Con	Lab	LibDem	
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022	
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906	
AB	1350	776	574	129	203	223	198	215	382	1350	-	-	-	395	367	290	188	110	237	553	463	371	143	164	482	293	284	
	27%	32%	23%	22%	25%	23%	23%	29%	36%	100%	-	-	-	31%	28%	23%	26%	25%	31%	27%	35%	24%	38%	21%	34%	26%	31%	
C1	1450	676	774	198	234	292	231	212	283	-	1450	-	-	394	359	368	190	138	278	659	373	430	110	228	409	312	283	
	29%	28%	30%	33%	29%	31%	27%	28%	27%	-	100%	-	-	31%	27%	29%	26%	32%	36%	32%	28%	28%	29%	30%	29%	27%	31%	
C2	1050	510	540	125	205	228	185	148	159	-	-	1050	-	221	291	271	172	95	161	512	245	353	69	163	270	243	195	
	21%	21%	21%	21%	26%	24%	22%	20%	15%	-	-	100%	-	17%	22%	22%	24%	22%	21%	25%	19%	23%	19%	21%	19%	21%	21%	
DE	1150	488	662	148	159	206	236	175	225	-	-	-	1150	261	303	325	170	91	91	309	230	378	51	209	251	292	144	
	23%	20%	26%	25%	20%	22%	28%	23%	21%	-	-	-	100%	21%	23%	26%	24%	21%	12%	15%	18%	25%	14%	27%	18%	26%	16%	

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 26  
GO Region  
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Don't know/ ref.	Con	Lab	LibDem	
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022	
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906	
Scotland	434	222	212	41	66	88	76	78	86	110	138	95	91	-	-	-	-	434	84	164	58	99	16	70	65	97	43	
	9%	9%	8%	7%	8%	9%	9%	10%	8%	8%	10%	9%	8%	-	-	-	-	100%	11%	8%	4%	6%	4%	9%	5%	8%	5%	
North East	226	107	119	31	49	35	39	27	45	49	79	40	58	-	-	226	-	-	39	74	40	104	13	23	38	82	36	
	5%	4%	5%	5%	6%	4%	5%	4%	4%	4%	5%	4%	5%	-	-	18%	-	-	5%	4%	3%	7%	3%	3%	3%	7%	4%	
North West	588	287	301	75	100	104	97	91	122	143	152	127	166	-	-	588	-	-	89	214	137	226	37	86	144	170	106	
	12%	12%	12%	13%	12%	11%	11%	12%	12%	11%	10%	12%	14%	-	-	47%	-	-	12%	11%	10%	15%	10%	11%	10%	15%	12%	
Yorkshire & Humberside	441	220	221	63	84	100	65	63	67	99	138	104	101	-	-	441	-	-	80	194	86	160	46	68	99	125	94	
	9%	9%	9%	10%	11%	10%	8%	8%	6%	7%	9%	10%	9%	-	-	35%	-	-	10%	10%	7%	10%	12%	9%	7%	11%	10%	
West Midlands	463	197	266	72	65	91	89	59	87	133	126	99	105	-	463	-	-	-	65	206	139	135	25	86	159	92	69	
	9%	8%	10%	12%	8%	10%	10%	8%	8%	10%	9%	9%	9%	-	35%	-	-	-	8%	10%	11%	9%	7%	11%	11%	8%	8%	
East Midlands	389	200	188	42	59	69	67	61	90	106	106	90	86	-	389	-	-	-	51	156	119	139	31	44	129	103	65	
	8%	8%	7%	7%	7%	7%	8%	8%	9%	8%	7%	9%	7%	-	29%	-	-	-	7%	8%	9%	9%	8%	6%	9%	9%	7%	
Wales	265	144	121	37	47	52	43	32	53	57	69	67	72	-	-	-	265	-	51	96	37	96	14	39	47	78	38	
	5%	6%	5%	6%	6%	5%	5%	4%	5%	4%	5%	6%	6%	-	-	-	37%	-	7%	5%	3%	6%	4%	5%	3%	7%	4%	
Eastern	469	255	214	37	65	96	80	87	103	127	128	101	112	-	469	-	-	-	66	205	166	102	38	62	163	82	90	
	9%	10%	8%	6%	8%	10%	9%	12%	10%	9%	9%	10%	10%	-	36%	-	-	-	9%	10%	13%	7%	10%	8%	12%	7%	10%	
London	629	306	323	101	137	127	104	68	92	196	204	94	135	629	-	-	-	-	113	280	151	222	48	110	161	158	113	
	13%	12%	13%	17%	17%	13%	12%	9%	9%	15%	14%	9%	12%	50%	-	-	-	-	15%	14%	12%	14%	13%	14%	11%	14%	12%	
South East	642	304	337	43	82	115	105	112	185	199	190	127	126	642	-	-	-	-	74	256	232	148	48	104	267	96	126	
	13%	12%	13%	7%	10%	12%	12%	15%	18%	15%	13%	12%	11%	50%	-	-	-	-	10%	13%	18%	10%	13%	14%	19%	8%	14%	
South West	456	209	247	58	46	75	86	73	119	131	121	105	99	-	-	-	456	-	54	188	147	102	59	72	141	58	126	
	9%	9%	10%	10%	6%	8%	10%	10%	11%	10%	8%	10%	9%	-	-	-	63%	-	7%	9%	11%	7%	16%	9%	10%	5%	14%	

**Economy Poll**  
**ONLINE Fieldwork : 11th-16th November 2011**

Absolutes/col percents

Table 27  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem	
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022	
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906	
Yes	3100	1609	1491	373	533	525	454	479	736	1051	935	624	490	868	766	792	420	254	515	1347	894	955	248	461	931	744	589	
	62%	66%	58%	62%	67%	55%	53%	64%	70%	78%	65%	59%	43%	68%	58%	63%	58%	67%	66%	68%	62%	66%	60%	66%	65%	65%		
No	1900	842	1058	228	267	425	396	271	314	299	515	426	660	403	553	462	301	180	252	686	417	578	126	303	481	396	316	
	38%	34%	42%	38%	33%	45%	47%	36%	30%	22%	35%	41%	57%	32%	42%	37%	42%	33%	34%	32%	38%	34%	40%	34%	35%	35%		

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 28  
Tenure  
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem	
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022	
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906	
Owned outright - without mortgage	1650 33%	898 37%	752 29%	113 19%	80 10%	104 11%	187 22%	379 51%	787 75%	594 44%	479 33%	291 28%	286 25%	419 33%	453 34%	390 31%	262 36%	126 29%	158 21%	427 21%	610 47%	387 25%	130 35%	220 29%	681 48%	334 29%	305 34%	
Owned with a mortgage or loan	1750 35%	871 36%	880 35%	134 22%	334 42%	520 55%	414 49%	215 29%	133 13%	556 41%	548 38%	410 39%	238 21%	395 31%	500 38%	469 37%	237 33%	150 34%	389 51%	934 46%	453 35%	549 36%	143 38%	269 35%	481 34%	418 37%	362 40%	
Rented from the council	650 13%	281 11%	368 14%	121 20%	116 14%	142 15%	116 14%	86 11%	69 7%	38 3%	116 8%	166 16%	329 29%	192 15%	144 11%	148 12%	84 12%	81 19%	88 12%	232 11%	87 7%	265 17%	38 10%	107 14%	109 8%	183 16%	80 9%	
Rented from a housing association	255 5%	100 4%	155 6%	49 8%	44 5%	60 6%	44 5%	32 4%	27 3%	28 2%	70 5%	54 5%	104 9%	70 6%	69 5%	63 5%	28 4%	26 6%	26 3%	89 4%	24 2%	106 7%	13 3%	51 7%	33 2%	68 6%	40 4%	
Rented from someone else	639 13%	270 11%	369 14%	159 27%	213 27%	117 12%	83 10%	35 5%	32 3%	126 9%	217 15%	122 12%	174 15%	188 15%	139 11%	169 13%	97 13%	47 11%	96 13%	325 16%	129 10%	207 13%	45 12%	106 14%	100 7%	126 11%	107 12%	
Rent free	56 1%	30 1%	26 1%	24 4%	14 2%	7 1%	5 1%	3 *	2 *	8 1%	21 1%	8 1%	19 2%	6 1%	15 1%	16 1%	14 2%	4 1%	9 1%	27 1%	8 1%	19 1%	4 1%	12 2%	7 *	11 1%	11 1%	

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 29  
**At what age did you finish your full time education?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ ref.	Con	Lab	LibDem	
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022	
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906	
Under 16	1665 33%	855 35%	810 32%	94 16%	113 14%	291 31%	340 40%	324 43%	504 48%	254 19%	413 28%	445 42%	553 48%	344 27%	516 39%	463 37%	215 30%	126 29%	159 21%	602 30%	434 33%	534 35%	89 24%	233 30%	502 36%	425 37%	228 25%	
17-18	1158 23%	505 21%	653 26%	125 21%	178 22%	238 25%	210 25%	180 24%	227 22%	298 22%	366 25%	258 25%	235 20%	260 20%	330 25%	249 20%	204 28%	116 27%	189 25%	491 24%	359 27%	288 19%	78 21%	174 23%	377 27%	204 18%	215 24%	
19-24	1432 29%	724 30%	709 28%	164 27%	358 45%	274 29%	213 25%	181 24%	241 23%	596 44%	438 30%	213 20%	184 16%	433 34%	330 25%	350 28%	194 27%	126 29%	262 34%	683 34%	406 31%	414 27%	145 39%	223 29%	420 30%	301 26%	340 38%	
25-34	196 4%	113 5%	83 3%	2 *	55 7%	63 7%	25 3%	27 4%	23 2%	99 7%	50 3%	17 2%	31 3%	74 6%	39 3%	39 3%	29 4%	15 4%	50 6%	90 4%	33 3%	81 5%	20 5%	23 3%	37 3%	59 5%	50 6%	
35+	53 1%	20 1%	34 1%	- -	1 *	9 1%	15 2%	11 2%	17 2%	17 1%	15 1%	5 1%	16 1%	14 1%	13 1%	12 1%	7 1%	7 2%	10 1%	15 1%	13 1%	16 1%	5 1%	10 1%	18 1%	14 1%	8 1%	
Still in full time education	232 5%	100 4%	132 5%	181 30%	23 3%	20 2%	6 1%	1 *	1 *	39 3%	112 8%	36 3%	44 4%	60 5%	51 4%	69 5%	33 5%	19 4%	39 5%	61 3%	40 3%	99 6%	19 5%	41 5%	25 2%	61 5%	38 4%	
Never had any full time education	35 1%	14 1%	21 1%	1 *	13 2%	9 1%	3 *	4 1%	6 1%	2 *	3 *	14 1%	16 1%	14 1%	2 *	10 1%	2 *	7 2%	9 1%	13 1%	2 *	11 1%	4 1%	5 1%	4 *	9 1%	5 1%	
Don't know	68 1%	34 1%	34 1%	2 *	21 3%	18 2%	10 1%	5 1%	12 1%	11 1%	10 1%	18 2%	29 3%	15 1%	13 1%	19 2%	11 2%	9 2%	15 2%	21 1%	4 *	29 2%	3 1%	17 2%	7 *	29 3%	5 1%	
Prefer not to answer	160 3%	85 3%	75 3%	31 5%	38 5%	27 3%	28 3%	17 2%	18 2%	34 2%	43 3%	43 4%	41 4%	56 4%	26 2%	44 4%	26 4%	8 2%	35 5%	57 3%	21 2%	61 4%	11 3%	39 5%	24 2%	39 3%	16 2%	



## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 30  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		Voting Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
Secondary school, high school, NVQ levels 1 to 3, etc.	2590	1182	1408	316	339	494	469	411	561	400	726	675	790	582	755	653	370	230	332	1013	657	803	158	394	718	598	391
	52%	48%	55%	53%	42%	52%	55%	55%	53%	30%	50%	64%	69%	46%	57%	52%	51%	53%	43%	50%	50%	52%	42%	51%	51%	52%	43%
University degree or equivalent professional qualification, NVQ level 4, etc.	1682	884	799	134	314	333	296	241	365	650	530	262	239	454	411	410	257	151	291	736	481	479	143	259	515	355	371
	34%	36%	31%	22%	39%	35%	35%	32%	35%	48%	37%	25%	21%	36%	31%	33%	36%	35%	38%	36%	37%	31%	38%	34%	36%	31%	41%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	486	271	215	45	112	90	59	80	100	267	110	55	54	166	110	116	59	35	114	210	125	169	62	60	135	125	122
	10%	11%	8%	8%	14%	9%	7%	11%	9%	20%	8%	5%	5%	13%	8%	9%	8%	8%	15%	10%	10%	11%	17%	8%	10%	11%	13%
Still in full time education	102	51	51	89	8	4	1	-	-	14	61	15	12	22	19	32	17	12	11	18	20	36	6	21	15	25	15
	2%	2%	2%	15%	1%	*	*	-	-	1%	4%	1%	1%	2%	1%	3%	2%	3%	1%	1%	2%	2%	2%	3%	1%	2%	2%
Don't know	45	21	24	4	15	5	6	7	8	2	5	17	20	10	7	19	8	2	13	14	11	17	-	8	11	17	-
	1%	1%	1%	1%	2%	1%	1%	1%	1%	*	*	2%	2%	1%	1%	2%	1%	*	2%	1%	1%	1%	-	1%	1%	2%	-
Prefer not to answer	94	41	53	12	12	24	20	11	16	18	18	25	34	37	19	24	10	5	6	42	18	28	4	24	19	19	7
	2%	2%	2%	2%	1%	3%	2%	1%	2%	1%	1%	2%	3%	3%	1%	2%	1%	1%	1%	2%	1%	2%	1%	3%	1%	2%	1%

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 31

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem	
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022	
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906	
Yes - responsible for half or more of the items bought	4375 87%	1971 80%	2404 94%	416 69%	724 90%	897 94%	796 94%	674 90%	867 83%	1135 84%	1266 87%	933 89%	1040 90%	1118 88%	1167 88%	1085 87%	633 88%	372 86%	691 90%	1785 88%	1133 86%	1368 89%	314 84%	675 88%	1223 87%	1035 91%	784 87%	
No - not responsible for most of the items bought	625 13%	480 20%	146 6%	184 31%	76 10%	53 6%	54 6%	76 10%	183 17%	215 16%	184 13%	117 11%	110 10%	153 12%	152 12%	169 13%	88 12%	62 14%	76 10%	248 12%	178 14%	164 11%	59 16%	90 12%	189 13%	104 9%	121 13%	

**Economy Poll**  
**ONLINE Fieldwork : 11th-16th November 2011**

Absolutes/col percents

Table 32  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem	
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022	
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906	
No cars in the household	1010	425	586	210	190	195	179	124	113	116	304	151	440	332	213	242	107	116	133	366	131	359	67	205	139	271	148	
	20%	17%	23%	35%	24%	21%	21%	17%	11%	9%	21%	14%	38%	26%	16%	19%	15%	17%	18%	10%	23%	18%	27%	10%	24%	16%		
1	2071	1048	1022	161	314	403	323	312	558	526	599	477	469	511	563	519	285	192	314	805	550	659	157	268	600	517	378	
	41%	43%	40%	27%	39%	42%	38%	42%	53%	39%	41%	45%	41%	40%	43%	41%	40%	44%	41%	40%	42%	43%	42%	35%	42%	45%	42%	
2	1465	740	725	125	238	293	250	233	326	532	426	323	183	319	395	407	248	95	243	651	477	419	109	220	505	299	281	
	29%	30%	28%	21%	30%	31%	29%	31%	31%	39%	29%	31%	16%	25%	30%	32%	34%	22%	32%	32%	36%	27%	29%	29%	36%	26%	31%	
3+	455	237	217	104	58	59	98	81	54	176	121	100	58	108	149	86	80	31	77	212	153	96	41	72	168	52	98	
	9%	10%	9%	17%	7%	6%	12%	11%	5%	13%	8%	9%	5%	9%	11%	7%	11%	7%	10%	10%	12%	6%	11%	9%	12%	5%	11%	

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 33  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
White	4593	2268	2326	508	678	864	785	730	1029	1236	1327	980	1050	1052	1239	1183	693	426	701	1854	1266	1328	361	684	1355	1011	848
	92%	93%	91%	85%	85%	91%	92%	97%	98%	92%	92%	93%	91%	83%	94%	94%	96%	98%	91%	91%	97%	87%	97%	89%	96%	89%	94%
NET: Non-white	348	145	203	84	111	75	57	10	11	90	103	65	90	192	72	59	20	6	61	153	38	181	10	69	48	116	45
	7%	6%	8%	14%	14%	8%	7%	1%	1%	7%	7%	6%	8%	15%	5%	5%	3%	1%	8%	8%	3%	12%	3%	9%	3%	10%	5%
Mixed	61	25	36	15	9	13	16	2	5	14	15	13	19	28	16	10	7	1	2	27	10	15	3	16	7	15	13
	1%	1%	1%	2%	1%	1%	2%	*	1%	1%	1%	1%	2%	2%	1%	1%	1%	*	*	1%	1%	1%	1%	2%	1%	1%	1%
Asian	162	83	79	44	67	31	16	3	2	46	51	29	37	83	37	35	6	1	33	75	19	102	5	22	26	67	16
	3%	3%	3%	7%	8%	3%	2%	*	*	3%	4%	3%	3%	7%	3%	3%	1%	*	4%	4%	1%	7%	1%	3%	2%	6%	2%
Black	82	21	61	18	23	21	17	1	2	21	18	17	26	60	12	5	2	2	20	29	2	49	2	22	7	28	11
	2%	1%	2%	3%	3%	2%	2%	*	*	2%	1%	2%	2%	5%	1%	*	*	*	3%	1%	*	3%	1%	3%	*	2%	1%
Chinese	26	9	17	6	8	4	4	2	2	4	15	4	3	12	3	8	3	-	3	14	6	7	-	8	6	2	4
	1%	*	1%	1%	1%	*	*	*	*	*	1%	*	*	1%	*	1%	*	-	*	1%	*	*	-	1%	*	*	*
Other ethnic group	17	7	10	1	4	6	4	2	-	5	4	2	6	8	3	*	3	2	3	8	1	8	-	2	1	4	*
	*	*	*	*	1%	1%	*	*	-	*	*	*	1%	1%	*	*	*	1%	*	*	*	1%	-	*	*	*	*
Prefer not to answer	59	37	21	8	12	11	9	10	9	24	20	5	9	27	8	13	8	2	5	26	7	23	3	11	10	13	12
	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 34  
**To which of the following religious groups do you consider yourself to be a member of?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem	
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022	
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906	
Christian	2819	1343	1476	226	378	474	481	512	747	761	809	606	642	641	783	760	383	252	431	1048	858	851	209	396	948	674	463	
	56%	55%	58%	38%	47%	50%	57%	68%	71%	56%	56%	58%	56%	50%	59%	61%	53%	58%	56%	52%	65%	56%	52%	67%	59%	51%		
NET: Other	327	148	179	58	102	65	45	27	31	77	104	56	90	137	83	71	24	12	64	140	57	141	24	47	63	94	53	
	7%	6%	7%	10%	13%	7%	5%	4%	3%	6%	7%	5%	8%	11%	6%	6%	3%	3%	8%	7%	4%	9%	6%	6%	4%	8%	6%	
Muslim	97	44	53	27	36	21	8	1	4	21	27	16	33	42	24	27	3	2	20	38	4	62	4	14	10	39	13	
	2%	2%	2%	5%	4%	2%	1%	*	*	2%	2%	2%	3%	3%	2%	2%	*	1%	3%	2%	*	4%	1%	2%	1%	3%	1%	
Hindu	46	30	17	4	28	7	7	-	1	18	16	7	5	31	6	6	3	*	13	25	9	26	3	6	10	17	4	
	1%	1%	1%	1%	3%	1%	1%	-	*	1%	1%	1%	*	2%	*	*	*	*	2%	1%	1%	2%	1%	1%	1%	1%	*	
Jewish	35	16	18	-	2	4	7	6	15	10	11	3	11	19	2	11	1	2	2	10	13	6	3	6	16	5	4	
	1%	1%	1%	-	*	*	1%	1%	1%	1%	1%	*	1%	2%	*	1%	*	*	*	*	1%	*	1%	1%	1%	*	*	
Sikh	9	4	4	6	1	1	1	-	-	3	3	1	2	-	9	-	-	-	3	3	-	7	-	1	-	4	-	
	*	*	*	1%	*	*	*	-	-	*	*	*	*	-	1%	-	-	-	*	*	-	*	-	*	-	*	-	
Buddhist	32	15	17	3	9	4	5	7	3	5	12	10	4	14	6	4	6	2	6	19	10	8	6	3	5	6	10	
	1%	1%	1%	1%	1%	*	1%	1%	*	*	1%	1%	*	1%	*	*	1%	*	1%	1%	1%	1%	2%	*	*	1%	1%	
Other	109	39	70	17	27	28	17	13	8	21	35	19	34	30	36	24	12	7	21	45	21	32	9	17	21	22	22	
	2%	2%	3%	3%	3%	3%	2%	2%	1%	2%	2%	2%	3%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%	1%	2%	2%	
None	1762	905	857	298	298	395	306	203	262	478	506	367	411	462	436	404	296	163	250	805	383	507	135	300	383	353	372	
	35%	37%	34%	50%	37%	42%	36%	27%	25%	35%	35%	35%	36%	36%	33%	32%	41%	38%	33%	40%	29%	33%	36%	39%	27%	31%	41%	
Prefer not to say	92	55	37	18	22	16	18	8	10	33	31	21	7	30	17	21	17	6	22	41	13	33	5	21	19	19	18	
	2%	2%	1%	3%	3%	2%	2%	1%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	3%	2%	1%	2%	1%	3%	1%	2%	2%	

**Economy Poll**  
**ONLINE Fieldwork : 11th-16th November 2011**

Absolutes/col percents

Table 35  
**Which of the following best describes where you live?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem	
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022	
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906	
Urban - Population over 10,000	1963 39%	1080 44%	882 35%	292 49%	370 46%	395 42%	337 40%	234 31%	334 32%	557 41%	616 43%	362 35%	427 37%	673 53%	422 32%	483 39%	221 31%	164 38%	350 46%	863 42%	442 34%	693 45%	148 40%	309 40%	451 32%	543 48%	379 42%	
Town and Fringe	1937 39%	848 35%	1089 43%	227 38%	323 40%	371 39%	341 40%	307 41%	367 35%	457 34%	532 37%	456 43%	492 43%	427 34%	542 41%	516 41%	291 40%	161 37%	288 38%	781 38%	498 38%	589 38%	138 37%	305 40%	554 39%	430 38%	321 35%	
Village	984 20%	471 19%	513 20%	75 13%	99 12%	173 18%	149 18%	183 24%	305 29%	287 21%	267 18%	211 20%	219 19%	162 13%	327 25%	240 19%	172 24%	83 19%	123 16%	347 17%	322 25%	237 15%	78 21%	138 18%	362 26%	152 13%	188 21%	
Hamlet & Isolated Dwelling	117 2%	51 2%	66 3%	5 1%	9 1%	11 1%	23 3%	26 3%	43 4%	48 4%	35 2%	21 2%	12 1%	9 1%	29 2%	16 1%	37 5%	26 6%	7 1%	42 2%	49 4%	13 1%	9 2%	13 2%	45 3%	15 1%	18 2%	

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 36  
Which of the following best describes your current working status?  
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
Working full time - working 30 hours per week or more	2200 44%	1307 53%	893 35%	253 42%	539 67%	598 63%	498 59%	261 35%	51 5%	656 49%	745 51%	518 49%	280 24%	579 46%	597 45%	541 43%	292 41%	190 44%	621 81%	1580 78%	536 41%	743 49%	183 49%	310 41%	551 39%	538 47%	424 47%
Working part time - working between 8 and 29 hours per week	600 12%	180 7%	420 16%	106 18%	85 11%	130 14%	113 13%	98 13%	67 6%	135 10%	192 13%	154 15%	120 10%	145 11%	151 11%	149 12%	97 13%	58 13%	146 19%	454 22%	141 11%	179 12%	56 15%	105 14%	148 11%	123 11%	123 14%
Not working but seeking work or temporarily unemployed or sick	409 8%	172 7%	236 9%	119 20%	62 8%	89 9%	80 9%	55 7%	4 *	42 3%	87 6%	51 5%	228 20%	116 9%	92 7%	106 8%	60 8%	35 8%	- -	- -	59 5%	121 8%	23 6%	95 12%	67 5%	78 7%	48 5%
Not working and not seeking work	218 4%	98 4%	120 5%	77 13%	19 2%	19 2%	50 6%	51 7%	1 *	19 1%	50 3%	26 2%	124 11%	53 4%	50 4%	60 5%	34 5%	21 5%	- -	- -	48 4%	72 5%	12 3%	33 4%	50 4%	55 5%	37 4%
Retired on a state pension only	301 6%	110 4%	191 7%	- -	- -	- -	3 *	41 6%	256 24%	26 2%	36 2%	38 4%	200 17%	65 5%	82 6%	81 6%	48 7%	23 5%	- -	- -	93 7%	81 5%	18 5%	39 5%	110 8%	77 7%	50 5%
Retired with a private pension	890 18%	561 23%	329 13%	- -	1 *	2 *	19 2%	205 27%	663 63%	412 31%	270 19%	146 14%	61 5%	234 18%	240 18%	203 16%	135 19%	77 18%	- -	- -	368 28%	204 13%	67 18%	92 12%	408 29%	188 17%	172 19%
House person, housewife, househusband, etc.	383 8%	22 1%	361 14%	45 8%	95 12%	110 12%	86 10%	40 5%	7 1%	61 4%	70 5%	117 11%	136 12%	79 6%	107 8%	114 9%	55 8%	28 6%	- -	- -	65 5%	131 9%	14 4%	90 12%	77 5%	81 7%	51 6%

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 37  
Do you work in any of the following occupations?  
Base: All respondents who work

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Priv-ate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base	2663	1310	1353	250	616	690	613	372	122	1074	798	415	376	688	695	667	366	247	727	1936	691	798	255	397	721	532	580
Weighted base	2800	1487	1313	359	623	729	611	359	119	790	937	672	400	724	749	690	389	249	767	2033	677	923	239	416	700	661	547
Central government including all administrative departments and central government agencies such as the Bank of England	74 3%	35 2%	39 3%	5 2%	29 5%	18 2%	15 2%	5 1%	2 1%	30 4%	30 3%	14 2%	-	20 3%	8 1%	18 3%	14 4%	13 5%	74 10%	-	10 2%	36 4%	3 1%	8 2%	14 2%	29 4%	10 2%
HM Forces	14 *	11 1%	2 *	3 1%	3 1%	6 1%	2 *	-	-	4 1%	4 *	5 1%	-	-	6 1%	2 *	1 *	4 2%	14 2%	-	5 1%	7 1%	-	1 *	3 *	5 1%	1 *
National Health Service	160 6%	58 4%	102 8%	13 4%	41 7%	63 9%	31 5%	10 3%	3 2%	36 5%	57 6%	40 6%	26 7%	31 4%	40 5%	58 8%	15 4%	16 6%	160 21%	-	37 5%	68 7%	12 5%	20 5%	41 6%	47 7%	29 5%
Universities and Academies funded by government	64 2%	33 2%	30 2%	9 3%	21 3%	14 2%	12 2%	5 1%	3 2%	25 3%	23 2%	10 1%	5 1%	17 2%	14 2%	15 2%	8 2%	10 4%	64 8%	-	7 1%	24 3%	8 3%	11 3%	9 1%	22 3%	16 3%
Courts service	11 *	8 1%	3 *	5 1%	* *	2 *	2 *	-	1 1%	4 1%	3 *	3 *	-	3 *	2 *	2 *	4 1%	-	11 1%	-	5 1%	2 *	2 1%	-	3 *	* *	3 1%
Local government administration	94 3%	44 3%	50 4%	3 1%	26 4%	27 4%	25 4%	10 3%	2 2%	26 3%	56 6%	2 *	9 2%	24 3%	27 4%	23 3%	12 3%	8 3%	94 12%	-	21 3%	36 4%	6 2%	14 3%	23 3%	24 4%	21 4%
Police service	30 1%	17 1%	12 1%	3 1%	6 1%	8 1%	4 1%	7 2%	1 1%	4 *	20 2%	4 1%	2 1%	7 1%	8 1%	8 1%	2 *	6 2%	30 4%	-	5 1%	13 1%	1 *	1 *	14 2%	7 1%	1 *
Public sector housing	19 1%	8 1%	11 1%	7 2%	3 *	* *	7 1%	2 1%	-	11 1%	5 *	3 *	-	6 1%	7 1%	4 1%	1 *	2 1%	19 2%	-	2 *	11 1%	* *	3 1%	4 1%	7 1%	6 1%
Teaching employed by local education authority including voluntary aided schools and foundation schools	107 4%	21 1%	86 7%	10 3%	22 4%	22 3%	24 4%	25 7%	5 4%	57 7%	21 2%	19 3%	9 2%	31 4%	27 4%	25 4%	18 5%	6 2%	107 14%	-	23 3%	40 4%	13 5%	20 5%	27 4%	27 4%	28 5%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	38 1%	28 2%	10 1%	5 1%	1 *	13 2%	13 2%	4 1%	1 1%	4 1%	6 1%	13 2%	14 4%	8 1%	15 2%	8 1%	6 1%	2 1%	38 5%	-	3 1%	21 2%	1 *	2 1%	4 1%	20 3%	4 1%



## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 37  
Do you work in any of the following occupations?  
Base: All respondents who work

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Weighted base	2800	1487	1313	359	623	729	611	359	119	790	937	672	400	724	749	690	389	249	767	2033	677	923	239	416	700	661	547
Bradford and Bingley or Northern Rock Building societies	1*	1*	-	-	1*	-	-	-	-	-	1*	-	-	-	-	1*	-	-	1*	-	-	1*	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	156	79	77	28	27	33	43	23	2	35	50	46	25	40	29	45	25	17	156	-	16	73	14	24	26	50	32
	6%	5%	6%	8%	4%	5%	7%	6%	2%	4%	5%	7%	6%	6%	4%	6%	6%	7%	20%	-	2%	8%	6%	6%	4%	8%	6%
None of the above	2033	1142	891	267	442	523	433	268	100	553	659	512	309	536	567	482	284	164	-	2033	540	590	180	311	531	423	397
	73%	77%	68%	74%	71%	72%	71%	75%	84%	70%	70%	76%	77%	74%	76%	70%	73%	66%	-	100%	80%	64%	75%	75%	76%	64%	73%

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 38  
**Do you have any children aged 18 or under? If so, how old are they?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ ref.	Con	Lab	LibDem
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
No children aged 18 or under	3470 69%	1805 74%	1665 65%	469 78%	439 55%	340 36%	507 60%	680 91%	1035 99%	974 72%	1049 72%	675 64%	772 67%	883 70%	954 72%	827 66%	499 69%	307 71%	439 57%	1298 64%	1007 77%	944 62%	282 75%	511 67%	1090 77%	726 64%	675 75%
NET: Yes	1496 30%	620 25%	877 34%	120 20%	352 44%	607 64%	338 40%	67 9%	13 1%	367 27%	391 27%	372 35%	367 32%	370 29%	359 27%	421 34%	220 31%	126 29%	318 41%	724 36%	302 23%	565 37%	91 24%	250 33%	319 23%	403 35%	224 25%
Yes - children aged under 5 years old	592 12%	229 9%	364 14%	101 17%	244 31%	219 23%	26 3%	1 *	- -	147 11%	158 11%	158 15%	130 11%	170 13%	145 11%	164 13%	69 10%	44 10%	120 16%	264 13%	120 9%	235 15%	42 11%	94 12%	123 9%	143 13%	90 10%
Yes - children aged 5 to 10 years old	587 12%	243 10%	344 13%	24 4%	162 20%	310 33%	74 9%	17 2%	1 *	156 12%	157 11%	140 13%	134 12%	128 10%	153 12%	161 13%	96 13%	49 11%	126 16%	288 14%	109 8%	232 15%	33 9%	110 14%	123 9%	175 15%	87 10%
Yes - children aged 11 to 15 years old	561 11%	232 9%	329 13%	15 3%	62 8%	266 28%	178 21%	35 5%	4 *	138 10%	151 10%	127 12%	146 13%	137 11%	116 9%	168 13%	91 13%	49 11%	121 16%	275 14%	107 8%	203 13%	37 10%	104 14%	123 9%	144 13%	85 9%
Yes - children aged 16 to 18 years old	334 7%	145 6%	189 7%	7 1%	12 1%	116 12%	161 19%	30 4%	8 1%	81 6%	77 5%	83 8%	93 8%	86 7%	79 6%	89 7%	52 7%	27 6%	79 10%	163 8%	70 5%	122 8%	27 7%	39 5%	82 6%	71 6%	71 8%
Refused	33 1%	25 1%	8 *	11 2%	9 1%	3 *	6 1%	2 *	2 *	9 1%	10 1%	4 *	11 1%	17 1%	6 *	7 1%	2 *	1 *	10 1%	11 1%	2 *	24 2%	1 *	4 1%	3 *	11 1%	6 1%

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 39  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Don't know/ ref.	Con	Lab	LibDem	
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022	
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906	
Anglia	546	283	263	56	91	106	95	86	112	147	145	121	132	53	488	3	1	-	71	247	179	123	48	82	179	107	102	
	11%	12%	10%	9%	11%	11%	11%	11%	11%	11%	10%	12%	12%	4%	37%	*	*	-	9%	12%	14%	8%	13%	11%	13%	9%	11%	
Border	55	28	28	4	8	11	10	10	12	15	16	15	10	2	*	28	-	25	7	25	15	10	5	9	17	13	10	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	2%	-	6%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Central	747	348	399	95	109	145	145	104	149	218	202	161	166	24	694	8	16	5	107	321	218	247	45	122	252	175	119	
	15%	14%	16%	16%	14%	15%	17%	14%	14%	16%	14%	15%	14%	2%	53%	1%	2%	1%	14%	16%	17%	16%	12%	16%	18%	15%	13%	
Granada	545	262	283	59	91	104	89	84	118	132	142	115	156	-	2	536	6	1	83	197	125	212	36	84	136	162	105	
	11%	11%	11%	10%	11%	11%	10%	11%	11%	10%	10%	11%	14%	-	*	43%	1%	*	11%	10%	10%	14%	10%	11%	10%	14%	12%	
London	856	413	443	122	149	161	138	125	161	274	282	127	173	795	45	6	10	1	144	366	241	268	62	149	259	180	155	
	17%	17%	17%	20%	19%	17%	16%	17%	15%	20%	19%	12%	15%	63%	3%	*	1%	*	19%	18%	18%	17%	17%	20%	18%	16%	17%	
Meridian	453	225	227	31	61	83	70	66	141	141	126	109	76	390	*	1	60	-	49	183	169	109	39	60	184	68	96	
	9%	9%	9%	5%	8%	9%	8%	9%	13%	10%	9%	10%	7%	31%	*	*	8%	-	6%	9%	13%	7%	10%	8%	13%	6%	11%	
TyneTees	217	113	104	25	44	35	38	28	46	50	72	37	57	-	2	215	-	1	40	70	40	104	12	23	41	79	36	
	4%	5%	4%	4%	6%	4%	4%	4%	4%	4%	5%	4%	5%	-	*	17%	-	*	5%	3%	3%	7%	3%	3%	3%	7%	4%	
Wales	264	145	119	38	50	47	43	33	53	58	69	67	70	-	-	2	261	-	52	93	36	98	15	35	44	78	38	
	5%	6%	5%	6%	6%	5%	5%	4%	5%	4%	5%	6%	6%	-	-	*	36%	-	7%	5%	3%	6%	4%	5%	3%	7%	4%	
West	182	76	106	24	22	25	38	28	45	49	53	30	49	3	23	10	146	1	15	75	57	37	16	33	59	29	35	
	4%	3%	4%	4%	3%	3%	5%	4%	4%	4%	4%	3%	4%	*	2%	1%	20%	*	2%	4%	4%	2%	4%	4%	4%	3%	4%	
Westcountry	227	101	126	38	25	42	38	39	46	57	60	52	58	4	2	4	218	-	32	93	68	52	32	35	64	27	68	
	5%	4%	5%	6%	3%	4%	4%	5%	4%	4%	4%	5%	5%	*	*	*	30%	-	4%	5%	5%	3%	9%	5%	5%	2%	7%	
Yorkshire	504	246	258	69	91	109	75	74	85	105	155	127	117	-	64	440	-	-	87	213	109	179	51	69	121	135	105	
	10%	10%	10%	12%	11%	12%	9%	10%	8%	8%	11%	12%	10%	-	5%	35%	-	-	11%	10%	8%	12%	14%	9%	9%	12%	12%	
STV	403	210	193	39	59	82	70	73	81	103	127	89	85	-	-	2	1	400	79	151	54	95	13	62	58	86	37	
	8%	9%	8%	7%	7%	9%	8%	10%	8%	8%	9%	8%	7%	-	-	*	*	92%	10%	7%	4%	6%	3%	8%	4%	8%	4%	

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 40  
**Marital Status**  
**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Voting Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem	
Unweighted base	5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022	
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906	
Single	1161 23%	584 24%	576 23%	423 71%	265 33%	206 22%	159 19%	71 9%	37 4%	225 17%	391 27%	203 19%	341 30%	315 25%	293 22%	281 22%	168 23%	104 24%	202 26%	553 27%	209 16%	379 25%	101 27%	202 26%	207 15%	261 23%	205 23%	
Married	2494 50%	1322 54%	1172 46%	44 7%	286 36%	497 52%	451 53%	465 62%	752 72%	849 63%	638 44%	566 54%	442 38%	603 47%	686 52%	630 50%	372 52%	203 47%	352 46%	917 45%	796 61%	732 48%	181 48%	330 43%	884 63%	561 49%	478 53%	
Civil Partnership	56 1%	31 1%	25 1%	8 1%	17 2%	12 1%	5 1%	5 1%	9 1%	13 1%	18 1%	6 1%	19 2%	15 1%	16 1%	7 1%	11 2%	7 2%	5 1%	26 1%	11 1%	19 1%	7 2%	8 1%	6 *	16 1%	11 1%	
Co Habiting	684 14%	289 12%	395 15%	110 18%	204 26%	159 17%	107 13%	60 8%	45 4%	160 12%	198 14%	192 18%	134 12%	160 13%	178 13%	188 15%	87 12%	70 16%	125 16%	361 18%	143 11%	229 15%	45 12%	115 15%	138 10%	154 13%	114 13%	
Widowed	134 3%	37 1%	97 4%	- -	- -	1 *	7 1%	32 4%	95 9%	30 2%	57 4%	9 1%	38 3%	47 4%	29 2%	24 2%	20 3%	15 3%	8 1%	21 1%	50 4%	22 1%	13 3%	25 3%	58 4%	26 2%	20 2%	
Separated	82 2%	36 1%	46 2%	- -	8 1%	24 3%	20 2%	18 2%	12 1%	14 1%	23 2%	7 1%	37 3%	23 2%	19 1%	21 2%	6 1%	12 3%	11 1%	29 1%	24 2%	21 1%	4 1%	20 3%	20 1%	20 2%	12 1%	
Divorced	345 7%	128 5%	217 9%	1 *	15 2%	41 4%	93 11%	95 13%	99 9%	49 4%	104 7%	62 6%	130 11%	90 7%	93 7%	93 7%	50 7%	19 4%	54 7%	108 5%	77 6%	113 7%	20 5%	49 6%	93 7%	92 8%	61 7%	
Prefer not to answer	45 1%	24 1%	21 1%	15 3%	4 *	10 1%	9 1%	5 1%	2 *	10 1%	20 1%	5 *	10 1%	18 1%	7 1%	11 1%	6 1%	3 1%	10 1%	18 1%	2 *	18 1%	3 1%	16 2%	6 *	10 1%	3 *	

## Economy Poll

### ONLINE Fieldwork : 11th-16th November 2011

Absolutes/col percents

Table 41  
**What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

		Gender		Age						Social Grade				Region					Employment Sector		Voting Intention				2010 Vote			
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Unweighted base		5000	2358	2642	438	825	922	872	850	1093	1933	1269	687	1111	1272	1303	1273	720	432	727	1936	1417	1386	422	758	1534	955	1022
Weighted base		5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
Up to £7,000	(3.5)	258	99	159	91	35	39	45	27	21	7	50	20	181	51	52	65	60	29	17	46	34	78	15	57	32	51	34
		5%	4%	6%	15%	4%	4%	5%	4%	2%	1%	3%	2%	16%	4%	4%	5%	8%	7%	2%	2%	3%	5%	4%	7%	2%	4%	4%
£7,001 to £14,000	(10.5)	657	276	380	66	93	111	100	112	175	40	150	117	351	159	167	185	86	60	47	188	121	217	52	112	140	168	115
		13%	11%	15%	11%	12%	12%	12%	15%	17%	3%	10%	11%	31%	12%	13%	15%	12%	14%	6%	9%	9%	14%	14%	15%	10%	15%	13%
£14,001 to £21,000	(17.5)	707	333	374	86	104	124	116	114	163	104	235	177	191	136	205	183	117	66	92	270	154	257	46	90	174	198	96
		14%	14%	15%	14%	13%	13%	14%	14%	15%	8%	16%	17%	17%	11%	16%	15%	16%	15%	12%	13%	12%	17%	12%	12%	12%	17%	11%
£21,001 to £28,000	(24.5)	682	366	317	55	108	130	123	92	174	149	226	180	127	153	193	162	97	77	102	274	184	184	62	106	192	129	150
		14%	15%	12%	9%	13%	14%	15%	12%	17%	11%	16%	17%	11%	12%	15%	13%	13%	18%	13%	13%	14%	12%	17%	14%	14%	11%	17%
£28,001 to £34,000	(31)	556	267	289	47	90	105	98	81	135	162	186	152	56	137	153	147	85	34	85	237	164	174	37	78	171	124	99
		11%	11%	11%	8%	11%	11%	11%	11%	13%	12%	13%	14%	5%	11%	12%	12%	12%	8%	11%	12%	12%	11%	10%	10%	12%	11%	11%
£34,001 to £41,000	(37.5)	442	236	206	32	82	103	70	73	82	157	140	99	46	114	124	101	56	47	101	208	127	149	29	60	148	102	84
		9%	10%	8%	5%	10%	11%	8%	10%	8%	12%	10%	9%	4%	9%	9%	8%	8%	11%	13%	10%	10%	10%	8%	8%	10%	9%	9%
£41,001 to £48,000	(44.5)	299	158	141	28	72	64	59	38	37	123	77	71	27	80	86	72	37	22	74	152	90	86	28	33	95	63	68
		6%	6%	6%	5%	9%	7%	7%	5%	3%	9%	5%	7%	2%	6%	7%	6%	5%	5%	10%	7%	7%	6%	8%	4%	7%	5%	8%
£48,001 to £55,000	(51.5)	289	147	141	26	65	63	55	34	45	142	84	52	10	61	70	89	48	20	78	144	87	106	21	34	97	82	58
		6%	6%	6%	4%	8%	7%	7%	5%	4%	11%	6%	5%	1%	5%	5%	7%	7%	5%	10%	7%	7%	7%	6%	4%	7%	7%	6%
£55,001 to £62,000	(58.5)	163	100	62	21	26	42	31	25	19	83	51	25	5	52	40	36	20	14	37	92	49	49	14	19	41	40	40
		3%	4%	2%	3%	3%	4%	4%	3%	2%	6%	3%	2%	*	4%	3%	3%	3%	3%	5%	5%	4%	3%	4%	2%	3%	4%	4%
£62,001 to £69,000	(65.5)	119	79	40	6	21	34	31	11	15	63	34	20	2	46	26	24	14	10	32	67	40	44	12	11	43	24	32
		2%	3%	2%	1%	3%	4%	4%	2%	1%	5%	2%	2%	*	4%	2%	2%	2%	2%	4%	3%	3%	3%	3%	1%	3%	2%	4%
£69,001 to £76,000	(72.5)	73	42	31	5	12	23	15	12	6	47	14	6	6	33	10	18	10	3	13	49	27	18	11	9	27	13	18
		1%	2%	1%	1%	1%	2%	2%	2%	1%	3%	1%	1%	1%	3%	1%	1%	1%	1%	2%	2%	2%	1%	3%	1%	2%	1%	2%
£76,001 to £83,000	(79.5)	47	28	19	8	4	9	11	9	7	30	11	4	1	21	15	3	4	5	9	27	11	17	3	7	12	15	12
		1%	1%	1%	1%	*	1%	1%	1%	1%	2%	1%	*	*	2%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
£83,001 or more	(86)	111	71	41	15	24	28	18	19	8	82	21	8	1	59	20	20	4	7	19	81	46	15	15	13	44	15	20
		2%	3%	2%	2%	3%	3%	2%	3%	1%	6%	1%	1%	*	5%	2%	2%	1%	2%	2%	4%	3%	1%	4%	2%	3%	1%	2%
Prefer not to answer		598	248	350	113	66	75	78	101	165	162	172	119	146	168	158	150	82	39	60	199	176	139	30	136	195	115	80
		12%	10%	14%	19%	8%	8%	9%	13%	16%	12%	12%	11%	13%	13%	12%	12%	11%	9%	8%	10%	13%	9%	8%	18%	14%	10%	9%

**Economy Poll**  
**ONLINE Fieldwork : 11th-16th November 2011**

Absolutes/col percents

Table 41

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		Voting Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Don't know/ref.	Con	Lab	LibDem
Weighted base	5000	2450	2550	600	800	950	850	750	1050	1350	1450	1050	1150	1271	1320	1255	721	434	767	2033	1311	1532	374	765	1412	1140	906
Average income (£000's)	30.62	32.78	28.47	26.83	32.76	33.52	32.03	30.36	27.04	43.28	30.54	29.35	16.93	34.87	29.95	29.34	27.94	28.67	36.74	35.59	34.56	29.75	33.13	28.05	34.06	29.89	33.08