

**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 1

Q.1/2 Combined voting

Base : All respondents age 18+ 10/10 voters

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	535	279	256	33	55	90	96	98	96	67	143	160	108	124	178	186	171	88	353	34	535
Weighted total	559	286	272	36	62	100	107	96	77	79	179	159	118	103	181	208	170	88	376	26	535
Effective Base	419	230	191	26	48	75	84	82	86	39	125	135	74	95	146	155	120	71	298	31	535
Total Voting	495	255	240	33	45	94	95	87	71	70	163	139	110	83	162	192	141	76	336	20	466
Conservative	195	109	85	12	19	29	42	37	33	23	67	56	43	28	42	89	64	26	144	5	181
	39%	43%	36%	37%	42%	31%	44%	42%	46%	33%	41%	40%	39%	34%	26%	47%	45%	34%	43%	25%	39%
Labour	172	82	90	7	15	39	27	29	24	32	47	46	44	34	63	57	53	25	109	8	167
	35%	32%	38%	21%	33%	42%	28%	33%	34%	45%	29%	33%	40%	41%	39%	30%	37%	33%	32%	39%	36%
Liberal Democrats (Lib Dem)	72	35	37	7	3	14	15	12	9	10	28	23	11	10	22	33	17	13	46	2	67
	15%	14%	15%	22%	8%	15%	16%	14%	13%	15%	17%	17%	10%	12%	13%	17%	12%	17%	14%	13%	14%
Scottish/Welsh Nationalist	22	13	10	3	1	5	3	6	4	-	12	4	3	4	20	-	2	5	12	3	22
	5%	5%	4%	10%	3%	6%	3%	6%	6%	-	7%	3%	3%	5%	12%	-	2%	6%	4%	17%	5%
Green Party	12	5	7	1	4	3	4	*	-	-	5	3	2	2	4	5	3	1	10	1	12
	2%	2%	3%	2%	8%	3%	5%	*	-	-	3%	2%	2%	3%	2%	3%	2%	1%	3%	5%	3%
UK Independence Party	7	5	2	-	2	2	1	1	*	1	-	2	3	1	2	5	-	1	5	*	6
	1%	2%	1%	-	4%	2%	1%	1%	*	2%	-	2%	3%	2%	1%	3%	-	2%	2%	2%	1%
Other	15	6	9	2	1	1	3	3	1	4	3	4	4	3	11	2	2	5	9	-	11
	3%	2%	4%	7%	3%	1%	3%	3%	1%	6%	2%	3%	4%	3%	7%	1%	1%	7%	3%	-	2%
"Labour lead" over Conservative	-22	-27	5	-5	-4	10	-15	-8	-9	9	-20	-10	1	6	21	-32	-11	-1	-35	3	-14
	-4%	-11%	2%	-16%	-9%	11%	-16%	-9%	-12%	13%	-12%	-7%	1%	8%	13%	-17%	-8%	-2%	-11%	14%	-3%
Total	559	286	272	36	62	100	107	96	77	79	179	159	118	103	181	208	170	88	376	26	535
Would not vote	12	8	4	1	3	*	2	4	1	1	-	2	1	9	1	5	6	1	8	1	14
	2%	3%	2%	2%	4%	*	2%	4%	2%	1%	-	1%	1%	9%	*	3%	4%	1%	2%	3%	3%
Undecided	39	15	24	3	11	6	8	3	5	5	12	13	7	8	15	8	17	9	23	5	42
	7%	5%	9%	7%	18%	6%	7%	3%	6%	7%	7%	8%	6%	7%	8%	4%	10%	10%	6%	18%	8%
Refused	12	8	3	*	3	1	2	2	-	4	4	5	-	3	3	3	6	1	9	1	13
	2%	3%	1%	1%	5%	1%	2%	2%	-	5%	2%	3%	-	3%	2%	1%	4%	2%	2%	3%	2%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 2

Q.1/2 Combined voting

Base : All respondents age 18+ 10/10 voters

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total			
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland		
Unweighted total	535	201	50	284	158	96	111	202	123	59	137	145	181	167	118	83	62	54	49	47	35	50	59	15	27	54	535	
Weighted total	559	235	55	269	179	105	126	195	138	65	162	129	195	172	128	85	62	69	54	45	38	45	59	14	24	62	535	
Effective Base	419	174	45	201	133	81	94	162	84	53	119	112	155	114	99	73	35	44	41	38	31	44	45	14	20	46	535	
Total Voting	495	210	51	235	154	90	121	176	121	63	142	109	195	172	128	79	57	62	50	39	27	42	52	11	17	57	466	
Conservative	195	85	23	87	51	41	53	78	53	26	48	41	195	-	-	37	29	29	22	15	14	13	16	2	7	11	181	
	39%	40%	45%	37%	33%	45%	44%	44%	44%	41%	34%	38%	100%	-	-	47%	50%	47%	45%	37%	51%	30%	30%	20%	38%	19%	39%	
Labour	172	72	16	84	56	31	33	62	40	22	49	43	-	172	-	25	24	20	13	14	10	22	25	6	4	9	167	
	35%	34%	32%	36%	36%	35%	27%	35%	33%	36%	35%	39%	-	100%	-	31%	42%	32%	25%	37%	37%	52%	48%	58%	26%	16%	36%	
Liberal Democrats (Lib Dem)	72	23	7	43	26	9	15	19	17	10	25	11	-	-	72	15	2	8	10	9	3	6	8	2	4	7	67	
	15%	11%	13%	18%	17%	10%	12%	11%	14%	16%	17%	10%	-	-	56%	19%	3%	13%	20%	22%	11%	13%	15%	14%	22%	12%	14%	
Scottish/Welsh Nationalist	22	11	2	9	6	4	10	9	2	4	10	3	-	-	22	-	-	-	-	-	-	-	-	-	2	20	22	
	5%	5%	5%	4%	4%	5%	8%	5%	2%	7%	7%	3%	-	-	18%	-	-	-	-	-	-	-	-	-	-	12%	36%	5%
Green Party	12	8	1	3	8	-	8	1	3	-	8	1	-	-	12	-	3	4	1	-	-	2	-	-	-	-	2	12
	2%	4%	1%	1%	5%	-	6%	*	2%	-	6%	1%	-	-	9%	-	6%	7%	2%	-	-	4%	-	-	-	-	3%	3%
UK Independence Party	7	5	-	2	2	1	-	3	2	-	-	5	-	-	7	2	-	-	3	-	-	-	2	-	-	-	6	
	1%	2%	-	1%	1%	1%	-	1%	1%	-	-	4%	-	-	5%	3%	-	-	6%	-	-	-	3%	-	-	-	1%	
Other	15	6	2	6	5	4	3	4	3	-	2	5	-	-	15	-	-	1	1	2	-	-	2	1	*	8	11	
	3%	3%	5%	3%	3%	4%	2%	2%	3%	-	1%	5%	-	-	11%	-	-	1%	2%	4%	-	-	3%	7%	2%	15%	2%	
"Labour lead" over Conservative	-22	-12	-7	-3	5	-9	-20	-16	-13	-4	1	2	-195	172	0	-13	-5	-9	-10	*	-4	9	9	4	-2	-2	-14	
	-4%	-6%	-13%	-1%	3%	-10%	-17%	-9%	-11%	-6%	1%	2%	-100%	100%	0%	-16%	-9%	-15%	-20%	-1%	-14%	22%	18%	38%	-12%	-3%	-3%	
Total	559	235	55	269	179	105	126	195	138	65	162	129	195	172	128	85	62	69	54	45	38	45	59	14	24	62	535	
Would not vote	12	5	-	7	5	4	-	4	4	-	1	7	-	-	-	2	-	1	2	1	1	-	1	-	4	-	14	
	2%	2%	-	3%	3%	3%	-	2%	3%	-	*	5%	-	-	-	2%	-	1%	4%	3%	2%	-	1%	-	16%	-	3%	
Undecided	39	17	4	18	17	8	3	12	13	2	13	9	-	-	-	3	5	4	1	1	8	3	4	3	3	4	42	
	7%	7%	7%	7%	10%	7%	3%	6%	10%	3%	8%	7%	-	-	-	4%	8%	5%	2%	2%	20%	8%	7%	21%	11%	7%	8%	
Refused	12	3	*	9	2	4	2	3	1	-	7	4	-	-	-	1	-	2	-	3	2	*	2	-	1	1	13	
	2%	1%	1%	3%	1%	3%	2%	2%	1%	-	4%	3%	-	-	-	1%	-	3%	-	7%	6%	1%	3%	-	3%	1%	2%	

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 3

Q.1/2 Combined voting

Base : All respondents age 18+ 10/10 voters

	Ethnicity			Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	535	480	55	363	74	98	351	182	535	-	80	455	138	393	86	447	270	254	255	267	199	292	40	535
Weighted total	559	526	32	371	78	110	375	183	559	-	87	471	154	399	93	464	292	257	274	273	208	310	38	535
Effective Base	419	384	43	296	66	64	293	127	419	-	69	351	99	324	53	371	225	186	213	196	165	220	34	535
Total Voting	495	468	27	325	66	104	342	153	495	-	80	415	141	350	82	412	261	228	243	244	198	267	29	466
Conservative	195	189	6	122	25	48	140	54	195	-	27	168	40	155	23	171	106	85	106	84	77	107	11	181
	39%	40%	23%	37%	39%	46%	41%	35%	39%	-	33%	40%	28%	44%	28%	42%	41%	37%	44%	34%	39%	40%	37%	39%
Labour	172	158	15	120	21	32	111	61	172	-	26	147	67	101	45	127	73	100	67	104	65	98	9	167
	35%	34%	55%	37%	32%	30%	32%	40%	35%	-	32%	35%	48%	29%	55%	31%	28%	44%	28%	43%	33%	37%	31%	36%
Liberal Democrats (Lib Dem)	72	70	2	49	14	9	51	21	72	-	16	56	23	49	9	63	45	26	38	32	32	34	6	67
	15%	15%	8%	15%	21%	9%	15%	14%	15%	-	20%	13%	16%	14%	11%	15%	17%	11%	16%	13%	16%	13%	22%	14%
Scottish/Welsh Nationalist	22	22	*	14	4	5	16	7	22	-	4	18	6	16	5	18	13	9	8	13	10	12	-	22
	5%	5%	2%	4%	6%	5%	5%	4%	5%	-	5%	4%	4%	5%	6%	4%	5%	4%	3%	6%	5%	5%	-	5%
Green Party	12	10	2	10	2	-	11	1	12	-	6	6	5	7	-	12	9	2	8	4	7	5	-	12
	2%	2%	6%	3%	3%	-	3%	1%	2%	-	7%	2%	3%	2%	-	3%	4%	1%	3%	1%	3%	2%	-	3%
UK Independence Party	7	7	-	4	*	2	2	5	7	-	-	7	-	7	-	7	4	3	2	5	1	4	2	6
	1%	1%	-	1%	*	2%	1%	3%	1%	-	-	2%	-	2%	-	2%	1%	2%	1%	2%	1%	1%	7%	1%
Other	15	13	2	6	-	9	12	3	15	-	1	13	*	14	-	15	12	2	12	2	5	7	1	11
	3%	3%	6%	2%	-	8%	3%	2%	3%	-	2%	3%	*	4%	-	4%	5%	1%	5%	1%	3%	3%	3%	2%
"Labour lead" over Conservative	-22	-31	9	-2	-4	-16	-29	7	-22	0	-1	-21	27	-54	22	-45	-33	15	-39	20	-11	-9	-2	-14
	-4%	-7%	32%	-1%	-6%	-15%	-8%	5%	-4%	0%	-1%	-5%	20%	-15%	27%	-11%	-13%	6%	-16%	8%	-6%	-3%	-6%	-3%
Total	559	526	32	371	78	110	375	183	559	-	87	471	154	399	93	464	292	257	274	273	208	310	38	535
Would not vote	12	12	-	8	3	1	2	10	12	-	-	12	1	11	1	11	3	7	4	7	-	4	7	14
	2%	2%	-	2%	4%	1%	1%	5%	2%	-	-	3%	1%	3%	1%	2%	1%	3%	1%	3%	-	1%	19%	3%
Undecided	39	36	4	29	7	4	25	15	39	-	5	34	11	28	8	31	22	16	23	15	6	33	1	42
	7%	7%	12%	8%	9%	3%	7%	8%	7%	-	6%	7%	7%	7%	9%	7%	7%	6%	9%	5%	3%	10%	2%	8%
Refused	12	10	2	9	2	2	6	5	12	-	2	10	2	10	2	10	6	6	4	7	4	6	1	13
	2%	2%	6%	2%	2%	2%	2%	3%	2%	-	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 4

Q.1/2 Combined voting

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Total Voting	791	400	392	95	108	154	132	126	91	85	226	231	165	169	256	297	239	167	503	40	770
Conservative	287	158	129	32	31	44	57	50	42	31	98	80	61	48	61	122	104	50	199	14	266
	36%	40%	33%	34%	29%	29%	43%	39%	46%	36%	43%	35%	37%	28%	24%	41%	43%	30%	40%	35%	35%
Labour	305	137	168	34	47	70	41	47	30	37	68	84	67	85	116	99	91	70	179	15	315
	39%	34%	43%	36%	43%	46%	31%	37%	33%	43%	30%	36%	41%	50%	45%	33%	38%	42%	36%	37%	41%
Liberal Democrats (Lib Dem)	119	65	54	14	18	27	21	18	11	10	38	41	20	20	35	55	30	25	79	3	114
	15%	16%	14%	14%	17%	17%	16%	14%	12%	12%	17%	18%	12%	12%	14%	18%	12%	15%	16%	8%	15%
Scottish/Welsh Nationalist	27	16	11	5	4	5	3	6	4	-	12	7	4	4	24	1	2	6	16	3	26
	3%	4%	3%	5%	4%	3%	2%	4%	4%	-	5%	3%	3%	2%	9%	*	1%	4%	3%	8%	3%
Green Party	18	6	12	3	5	3	6	1	-	-	5	6	2	6	4	10	4	4	12	3	19
	2%	2%	3%	3%	4%	2%	4%	1%	-	-	2%	3%	1%	3%	2%	3%	2%	2%	2%	6%	2%
UK Independence Party	7	5	2	-	2	2	1	1	*	1	-	2	3	1	2	5	-	1	5	*	6
	1%	1%	1%	-	2%	1%	1%	1%	*	2%	-	1%	2%	1%	1%	2%	-	1%	1%	1%	1%
Other	28	12	16	8	1	2	3	5	3	6	6	10	8	5	15	5	9	11	13	2	24
	4%	3%	4%	8%	1%	2%	3%	4%	4%	7%	3%	4%	5%	3%	6%	2%	4%	7%	3%	4%	3%
"Labour lead" over Conservative	18	-21	39	2	16	26	-17	-3	-12	6	-29	4	6	37	54	-23	-13	20	-20	1	49
	2%	-5%	10%	2%	15%	17%	-13%	-3%	-13%	7%	-13%	2%	3%	22%	21%	-8%	-6%	12%	-4%	2%	6%
Total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Would not vote	128	55	73	30	25	24	18	19	8	5	12	36	28	52	51	35	43	46	59	13	145
	12%	11%	14%	19%	15%	12%	11%	13%	7%	5%	4%	12%	13%	20%	14%	9%	13%	18%	9%	21%	14%
Undecided	110	42	67	28	27	18	16	6	9	6	26	30	23	30	40	33	37	45	55	8	112
	10%	8%	12%	18%	16%	9%	9%	4%	9%	6%	10%	10%	11%	12%	11%	9%	11%	17%	9%	13%	11%
Refused	22	13	9	*	9	3	3	2	-	5	8	9	1	4	6	9	6	1	19	1	24
	2%	2%	2%	*	5%	2%	2%	1%	-	5%	3%	3%	*	2%	2%	2%	2%	1%	3%	1%	2%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 5

Q.1/2 Combined voting

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total			
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland		
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051	
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051	
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051	
Total Voting	791	345	84	362	270	164	156	282	200	125	211	170	287	305	199	119	88	106	72	75	45	58	94	31	32	73	770	
Conservative	287	123	34	130	79	66	63	118	74	50	65	62	287	-	-	56	42	38	29	27	23	15	29	5	11	12	266	
	36%	36%	40%	36%	29%	41%	40%	42%	37%	40%	31%	36%	100%	-	-	47%	48%	35%	40%	36%	51%	25%	31%	17%	36%	17%	35%	
Labour	305	133	31	140	120	57	51	108	85	45	81	71	-	305	-	35	34	45	19	27	16	30	48	21	12	17	315	
	39%	39%	37%	39%	45%	35%	33%	38%	43%	36%	39%	42%	-	100%	-	29%	39%	43%	26%	37%	37%	51%	51%	67%	39%	24%	41%	
Liberal Democrats (Lib Dem)	119	52	11	56	40	24	21	31	26	20	40	18	-	-	119	25	8	16	14	14	4	10	13	4	4	8	114	
	15%	15%	13%	15%	15%	14%	13%	11%	13%	16%	19%	11%	-	-	60%	21%	9%	15%	20%	19%	9%	17%	14%	13%	12%	11%	15%	
Scottish/Welsh Nationalist	27	13	2	12	8	6	11	12	4	7	11	3	-	-	27	-	-	-	1	-	-	-	-	-	-	2	24	
	3%	4%	3%	3%	3%	4%	7%	4%	2%	5%	5%	2%	-	-	14%	-	-	-	2%	-	-	-	-	-	-	7%	32%	
Green Party	18	10	2	6	12	3	8	3	4	1	10	3	-	-	18	2	3	5	2	-	1	3	-	-	-	-	2	19
	2%	3%	2%	2%	4%	2%	5%	1%	2%	1%	5%	2%	-	-	9%	2%	4%	5%	3%	-	3%	4%	-	-	-	-	2%	
UK Independence Party	7	5	-	2	2	1	-	3	2	-	-	5	-	-	7	2	-	-	3	-	-	-	2	-	-	-	6	
	1%	1%	-	1%	1%	1%	-	1%	1%	-	-	3%	-	-	3%	2%	-	-	4%	-	-	-	2%	-	-	-	1%	
Other	28	8	4	16	9	6	3	8	5	2	4	8	-	-	28	-	*	2	3	6	-	1	2	1	2	10	24	
	4%	2%	5%	4%	3%	4%	2%	3%	3%	1%	2%	5%	-	-	14%	-	*	2%	4%	8%	-	2%	3%	3%	7%	14%	3%	
"Labour lead" over Conservative	18	10	-2	10	41	-9	-12	-11	11	-5	17	9	-287	305	0	-21	-8	8	-10	*	-6	15	19	15	1	5	49	
	2%	3%	-3%	3%	15%	-6%	-8%	-4%	5%	-4%	8%	5%	-100%	100%	0%	-18%	-9%	7%	-14%	*	-14%	26%	20%	50%	3%	7%	6%	
Total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051	
Would not vote	128	67	9	52	46	32	6	45	45	16	13	35	-	-	-	13	6	8	13	8	17	17	18	10	12	5	145	
	12%	14%	9%	11%	13%	14%	4%	12%	16%	10%	5%	15%	-	-	-	9%	6%	6%	14%	8%	22%	19%	15%	22%	22%	6%	14%	
Undecided	110	48	14	48	45	33	13	36	35	13	28	20	-	-	-	11	6	14	8	9	14	14	8	5	8	12	112	
	10%	10%	13%	10%	12%	14%	7%	10%	13%	9%	10%	9%	-	-	-	8%	6%	10%	9%	10%	18%	15%	7%	12%	16%	13%	11%	
Refused	22	8	1	12	5	4	4	8	2	-	14	5	-	-	-	3	-	6	-	3	2	2	2	-	1	2	24	
	2%	2%	1%	3%	1%	2%	2%	2%	1%	-	5%	2%	-	-	-	2%	-	4%	-	3%	3%	2%	1%	-	1%	3%	2%	

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 6

Q.1/2 Combined voting

Base : All respondents age 18+

	Ethnicity			Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Total Voting	791	726	66	546	93	153	477	313	495	19	99	693	219	562	121	664	417	365	376	402	232	500	57	770
Conservative	287	277	10	188	35	65	178	108	195	5	31	256	67	220	37	250	150	132	149	132	84	179	22	266
	36%	38%	15%	34%	37%	42%	37%	35%	39%	27%	31%	37%	31%	39%	31%	38%	36%	36%	40%	33%	36%	36%	39%	35%
Labour	305	263	42	217	31	57	169	135	172	12	36	269	103	193	66	235	144	159	126	175	84	202	19	315
	39%	36%	64%	40%	34%	37%	35%	43%	35%	60%	36%	39%	47%	34%	55%	35%	35%	44%	33%	44%	36%	40%	33%	41%
Liberal Democrats (Lib Dem)	119	112	7	91	15	14	78	41	72	1	18	101	32	87	13	105	70	47	59	59	37	70	12	114
	15%	15%	10%	17%	16%	9%	16%	13%	15%	3%	18%	15%	14%	16%	11%	16%	17%	13%	16%	15%	16%	14%	21%	15%
Scottish/Welsh Nationalist	27	27	*	17	5	5	17	11	22	-	4	23	8	19	5	23	15	11	11	16	10	17	-	26
	3%	4%	1%	3%	6%	3%	3%	3%	5%	-	4%	3%	4%	3%	4%	3%	4%	3%	3%	4%	4%	3%	-	3%
Green Party	18	16	2	15	3	-	14	4	12	-	7	12	6	13	-	18	13	5	11	7	7	11	-	19
	2%	2%	3%	3%	3%	-	3%	1%	2%	-	7%	2%	3%	2%	-	3%	3%	1%	3%	2%	3%	2%	-	2%
UK Independence Party	7	7	-	4	*	2	2	5	7	-	-	7	-	7	-	7	4	3	2	5	1	4	2	6
	1%	1%	-	1%	*	2%	*	2%	1%	-	-	1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	4%	1%
Other	28	24	4	14	4	10	18	10	15	2	3	25	3	23	-	26	21	7	19	10	8	17	2	24
	4%	3%	7%	3%	4%	7%	4%	3%	3%	10%	3%	4%	1%	4%	-	4%	5%	2%	5%	2%	3%	3%	4%	3%
"Labour lead" over Conservative	18	-14	32	29	-4	-8	-9	27	-22	6	5	13	36	-26	29	-15	-6	27	-23	44	*	23	-4	49
	2%	-2%	49%	5%	-4%	-5%	-2%	9%	-4%	33%	5%	2%	16%	-5%	24%	-2%	-1%	7%	-6%	11%	*	5%	-7%	6%
Total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Would not vote	128	116	12	82	21	26	22	107	12	88	6	122	11	112	5	118	36	84	26	95	4	63	57	145
	12%	12%	13%	11%	16%	13%	4%	21%	2%	75%	5%	13%	4%	15%	3%	13%	7%	16%	6%	17%	2%	10%	44%	14%
Undecided	110	100	10	77	18	15	39	71	39	7	5	104	29	78	20	89	43	63	42	65	8	86	13	112
	10%	10%	11%	11%	13%	8%	7%	14%	7%	6%	5%	11%	11%	10%	14%	10%	8%	12%	9%	11%	3%	13%	10%	11%
Refused	22	17	4	16	2	4	10	12	12	2	2	20	4	17	2	20	9	13	7	13	6	12	3	24
	2%	2%	5%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 7

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

Base : All respondents age 18+ 10/10 voters

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	535	279	256	33	55	90	96	98	96	67	143	160	108	124	178	186	171	88	353	34	535
Weighted total	559	286	272	36	62	100	107	96	77	79	179	159	118	103	181	208	170	88	376	26	535
Effective Base	419	230	191	26	48	75	84	82	86	39	125	135	74	95	146	155	120	71	298	31	535
Conservative	182	104	79	12	16	28	39	35	30	22	64	52	39	28	36	85	61	24	135	5	170
	33%	36%	29%	34%	26%	28%	37%	36%	39%	28%	36%	33%	33%	27%	20%	41%	36%	27%	36%	19%	32%
Labour	153	76	77	7	12	35	24	25	20	30	42	43	38	31	59	49	44	24	96	6	145
	27%	27%	28%	19%	20%	35%	22%	26%	26%	38%	23%	27%	32%	30%	33%	24%	26%	27%	25%	22%	27%
Liberal Democrats (Lib Dem)	56	25	31	7	3	13	11	9	6	6	18	22	8	8	19	25	12	12	35	2	55
	10%	9%	11%	20%	5%	13%	10%	9%	8%	8%	10%	14%	7%	8%	11%	12%	7%	13%	9%	10%	10%
Scottish/Welsh Nationalist	21	11	10	3	1	4	3	6	4	-	11	3	3	4	19	-	2	5	10	3	20
	4%	4%	4%	9%	2%	4%	3%	6%	5%	-	6%	2%	2%	4%	11%	-	1%	6%	3%	13%	4%
Green Party	11	5	5	1	4	3	3	*	-	-	3	3	2	2	4	4	3	1	9	1	11
	2%	2%	2%	2%	6%	3%	3%	*	-	-	2%	2%	1%	2%	2%	2%	2%	1%	2%	4%	2%
UK Independence Party	6	5	1	-	2	2	1	-	*	1	-	2	3	1	2	5	-	1	5	*	5
	1%	2%	1%	-	3%	2%	1%	-	*	2%	-	1%	3%	1%	1%	2%	-	1%	1%	1%	1%
Other	11	6	5	2	1	1	3	3	1	*	3	1	4	3	7	2	2	5	6	-	10
	2%	2%	2%	6%	2%	1%	2%	3%	1%	*	2%	*	4%	3%	4%	1%	1%	6%	2%	-	2%
"Labour lead" over Conservative	-29	-28	-1	-5	-4	8	-15	-10	-10	8	-22	-9	-1	3	23	-35	-17	*	-39	1	-25
	-5%	-10%	-1%	-14%	-6%	8%	-14%	-11%	-13%	10%	-12%	-5%	-1%	3%	13%	-17%	-10%	*	-10%	3%	-5%
Would not vote	12	8	4	1	3	*	2	4	1	1	-	2	1	9	1	5	6	1	8	1	14
	2%	3%	2%	2%	4%	*	2%	4%	2%	1%	-	1%	1%	9%	*	3%	4%	1%	2%	3%	3%
Undecided	94	39	55	3	17	13	19	12	14	15	35	25	21	13	31	30	32	14	62	7	90
	17%	13%	20%	8%	27%	13%	18%	13%	19%	19%	20%	16%	18%	12%	17%	14%	19%	16%	16%	26%	17%
Refused	13	9	4	-	3	1	2	3	*	4	4	5	-	4	2	4	7	1	10	1	15
	2%	3%	2%	-	5%	1%	2%	3%	1%	5%	2%	3%	-	4%	1%	2%	4%	1%	3%	3%	3%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
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Table 8

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

Base : All respondents age 18+ 10/10 voters

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	535	201	50	284	158	96	111	202	123	59	137	145	181	167	118	83	62	54	49	47	35	50	59	15	27	54	535
Weighted total	559	235	55	269	179	105	126	195	138	65	162	129	195	172	128	85	62	69	54	45	38	45	59	14	24	62	535
Effective Base	419	174	45	201	133	81	94	162	84	53	119	112	155	114	99	73	35	44	41	38	31	44	45	14	20	46	535
Conservative	182 33%	79	20	83	48	35	50	74	49	25	45	38	182	-	-	34	29	28	22	15	12	11	15	2	6	8	170
		34%	37%	31%	27%	33%	40%	38%	36%	38%	28%	29%	94%	-	-	40%	46%	41%	42%	32%	32%	24%	25%	16%	24%	13%	32%
Labour	153 27%	65	12	76	49	29	28	55	39	18	43	37	-	153	-	23	20	15	12	13	10	20	24	6	2	9	145
		28%	22%	28%	27%	27%	22%	28%	28%	27%	26%	29%	-	89%	-	27%	32%	22%	21%	28%	25%	43%	41%	46%	9%	14%	27%
Liberal Democrats (Lib Dem)	56 10%	16	7	33	20	7	11	17	15	9	16	7	-	-	56	12	2	8	5	5	2	5	8	2	4	5	55
		7%	12%	12%	11%	7%	8%	8%	11%	14%	10%	5%	-	-	43%	14%	3%	11%	9%	10%	4%	10%	14%	11%	16%	8%	10%
Scottish/Welsh Nationalist	21 4%	10	2	9	5	4	8	9	2	4	8	3	-	-	21	-	-	-	-	-	-	-	-	-	2	19	20
		4%	4%	3%	3%	4%	7%	5%	1%	7%	5%	3%	-	-	16%	-	-	-	-	-	-	-	-	-	7%	31%	4%
Green Party	11 2%	7	1	3	6	-	8	1	3	-	7	1	-	-	11	-	3	3	1	-	-	2	-	-	-	2	11
		3%	1%	1%	4%	-	6%	*	2%	-	4%	1%	-	-	8%	-	5%	4%	2%	-	-	4%	-	-	-	3%	2%
UK Independence Party	6 1%	5	-	2	2	1	-	3	2	-	-	5	-	-	6	1	-	-	3	-	-	-	2	-	-	-	5
		2%	-	1%	1%	1%	-	1%	1%	-	-	4%	-	-	5%	2%	-	-	6%	-	-	-	3%	-	-	-	1%
Other	11 2%	6	2	3	5	4	3	1	3	-	2	2	-	-	11	-	-	1	1	2	-	-	2	1	*	5	10
		3%	4%	1%	3%	4%	2%	*	2%	-	1%	1%	-	-	9%	-	-	1%	2%	3%	-	-	3%	6%	1%	8%	2%
"Labour lead" over Conservative	-29 -5%	-14	-8	-7	*	-6	-22	-19	-11	-7	-2	*	-182	153	0	-11	-9	-13	-11	-2	-3	9	9	4	-4	*	-25
		-6%	-15%	-3%	*	-6%	-17%	-10%	-8%	-11%	-1%	*	-94%	89%	0%	-13%	-14%	-19%	-20%	-5%	-7%	20%	16%	30%	-15%	1%	-5%
Would not vote	12 2%	5	-	7	5	4	-	4	4	-	1	7	-	-	-	2	-	1	2	1	1	-	1	-	4	-	14
		2%	-	3%	3%	3%	-	2%	3%	-	*	5%	-	-	-	2%	-	1%	4%	3%	2%	-	1%	-	16%	-	3%
Undecided	94 17%	40	11	44	36	18	17	29	21	9	34	25	12	19	23	11	9	11	7	7	11	8	6	3	5	14	90
		17%	19%	16%	20%	17%	14%	15%	15%	14%	21%	19%	6%	11%	18%	13%	14%	16%	14%	15%	30%	18%	11%	21%	21%	23%	17%
Refused	13 2%	4	*	9	2	3	2	3	1	-	7	5	1	*	*	1	-	2	-	3	2	*	1	-	2	1	15
		2%	1%	3%	1%	3%	1%	2%	1%	-	4%	4%	*	*	*	2%	-	3%	-	7%	6%	1%	2%	-	6%	1%	3%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 9

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

Base : All respondents age 18+ 10/10 voters

	Ethnicity			Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	535	480	55	363	74	98	351	182	535	-	80	455	138	393	86	447	270	254	255	267	199	292	40	535
Weighted total	559	526	32	371	78	110	375	183	559	-	87	471	154	399	93	464	292	257	274	273	208	310	38	535
Effective Base	419	384	43	296	66	64	293	127	419	-	69	351	99	324	53	371	225	186	213	196	165	220	34	535
Conservative	182	176	6	116	22	45	129	53	182	-	25	158	35	147	20	162	99	80	97	81	72	100	10	170
	33%	33%	19%	31%	28%	40%	34%	29%	33%	-	28%	33%	23%	37%	21%	35%	34%	31%	35%	30%	35%	32%	26%	32%
Labour	153	139	14	103	20	30	99	54	153	-	22	131	57	91	44	109	60	93	59	93	59	86	8	145
	27%	26%	43%	28%	26%	27%	27%	29%	27%	-	26%	28%	37%	23%	47%	23%	21%	36%	22%	34%	28%	28%	20%	27%
Liberal Democrats (Lib Dem)	56	53	2	41	9	6	39	16	56	-	12	44	17	39	7	49	37	17	31	23	25	25	6	55
	10%	10%	7%	11%	11%	5%	10%	9%	10%	-	14%	9%	11%	10%	8%	10%	13%	7%	11%	9%	12%	8%	15%	10%
Scottish/Welsh Nationalist	21	20	*	12	4	5	14	7	21	-	4	16	6	15	5	16	12	8	8	12	9	12	-	20
	4%	4%	1%	3%	5%	4%	4%	4%	4%	-	5%	3%	4%	4%	5%	3%	4%	3%	3%	4%	4%	4%	-	4%
Green Party	11	9	2	9	2	-	9	1	11	-	4	6	3	7	-	11	9	1	8	2	7	4	-	11
	2%	2%	5%	2%	2%	-	3%	1%	2%	-	5%	1%	2%	2%	-	2%	3%	*	3%	1%	3%	1%	-	2%
UK Independence Party	6	6	-	4	*	2	1	5	6	-	-	6	-	6	-	6	3	3	2	5	1	3	2	5
	1%	1%	-	1%	*	1%	*	3%	1%	-	-	1%	-	2%	-	1%	1%	1%	1%	2%	1%	1%	5%	1%
Other	11	10	2	6	-	5	8	3	11	-	1	10	*	11	-	11	9	2	9	2	5	4	1	10
	2%	2%	5%	2%	-	5%	2%	2%	2%	-	2%	2%	*	3%	-	2%	3%	1%	3%	1%	3%	1%	2%	2%
"Labour lead" over Conservative	-29	-37	8	-13	-2	-15	-29	*	-29	0	-2	-27	22	-56	24	-54	-39	13	-38	12	-13	-14	-2	-25
	-5%	-7%	25%	-3%	-2%	-13%	-8%	*	-5%	0%	-2%	-6%	14%	-14%	26%	-12%	-13%	5%	-14%	4%	-6%	-5%	-6%	-5%
Would not vote	12	12	-	8	3	1	2	10	12	-	-	12	1	11	1	11	3	7	4	7	-	4	7	14
	2%	2%	-	2%	4%	1%	1%	5%	2%	-	-	3%	1%	3%	1%	2%	1%	3%	1%	3%	-	1%	19%	3%
Undecided	94	89	5	63	15	15	65	29	94	-	16	78	32	61	15	79	53	39	52	41	24	65	4	90
	17%	17%	15%	17%	20%	14%	17%	16%	17%	-	18%	17%	21%	15%	16%	17%	18%	15%	19%	15%	12%	21%	11%	17%
Refused	13	12	1	8	2	2	7	5	13	-	2	11	3	10	2	11	6	7	5	7	5	7	1	15
	2%	2%	5%	2%	3%	2%	2%	3%	2%	-	3%	2%	2%	3%	2%	2%	2%	3%	2%	2%	3%	2%	3%	3%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
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Table 10

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

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Conservative	260 25%	144 28%	116 21%	30 20%	26 16%	42 21%	50 30%	47 30%	37 34%	28 28%	91 33%	73 24%	51 24%	45 18%	55 16%	113 30%	92 28%	46 18%	179 28%	14 23%	241 23%
Labour	256 24%	118 23%	138 26%	28 18%	39 23%	59 30%	30 18%	41 26%	24 22%	35 34%	57 21%	71 23%	57 26%	71 28%	102 29%	78 21%	76 23%	59 23%	148 23%	12 19%	262 25%
Liberal Democrats (Lib Dem)	95 9%	51 10%	44 8%	14 9%	17 10%	23 11%	15 9%	12 8%	8 8%	6 6%	26 9%	39 13%	15 7%	15 6%	29 8%	44 12%	22 7%	21 8%	63 10%	3 5%	94 9%
Scottish/Welsh Nationalist	25 2%	15 3%	11 2%	5 3%	4 3%	4 2%	3 2%	6 4%	4 3%	-	11 4%	6 2%	4 2%	4 2%	22 6%	1 *	2 1%	6 2%	14 2%	3 5%	24 2%
Green Party	15 1%	6 1%	9 2%	2 2%	4 2%	3 2%	4 2%	1 1%	-	-	3 1%	4 1%	2 1%	6 2%	4 1%	8 2%	3 1%	3 1%	10 2%	3 4%	16 2%
UK Independence Party	6 1%	5 1%	1 *	-	2 1%	2 1%	1 1%	-	*	1	-	2 1%	3 1%	1 1%	2 *	5 1%	-	1 *	5 1%	* 1%	5 *
Other	22 2%	9 2%	12 2%	5 3%	1 1%	2 1%	3 2%	5 3%	3 3%	2 2%	6 2%	4 1%	8 3%	5 2%	11 3%	5 1%	6 2%	8 3%	10 2%	2 3%	21 2%
"Labour lead" over Conservative	-4 *	-27 -5%	23 4%	-2 -1%	13 8%	17 8%	-20 -12%	-6 -4%	-13 -12%	7 7%	-34 -12%	-2 -1%	6 3%	26 10%	46 13%	-35 -9%	-15 -5%	14 5%	-30 -5%	-2 -4%	21 2%
Would not vote	127 12%	55 11%	72 13%	30 19%	24 14%	23 12%	18 11%	19 13%	8 7%	5 5%	12 4%	35 11%	28 13%	52 20%	51 14%	33 9%	42 13%	45 17%	59 9%	13 21%	143 14%
Undecided	222 21%	94 18%	128 24%	40 26%	42 25%	37 19%	40 24%	21 13%	24 22%	19 19%	59 22%	62 20%	48 22%	53 21%	72 20%	75 20%	75 23%	70 27%	128 20%	11 18%	218 21%
Refused	23 2%	13 3%	10 2%	-	8 5%	3 2%	4 2%	3 2%	*	5 5%	8 3%	11 3%	1 *	4 2%	6 2%	10 3%	7 2%	1 *	21 3%	1 1%	27 3%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 11

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

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
Conservative	260	113	29	118	74	58	58	109	67	46	59	56	260	-	-	53	40	32	29	25	17	13	27	5	10	10	241
	25%	24%	27%	25%	20%	25%	32%	29%	24%	30%	22%	24%	91%	-	-	36%	40%	24%	31%	27%	21%	14%	22%	11%	19%	11%	233%
Labour	256	111	25	120	97	49	43	92	72	37	66	60	-	256	-	31	28	34	14	26	15	25	41	19	7	17	262
	24%	24%	23%	25%	26%	21%	24%	25%	25%	24%	25%	26%	-	84%	-	21%	28%	25%	15%	27%	19%	27%	34%	40%	14%	18%	25%
Liberal Democrats (Lib Dem)	95	40	10	45	32	20	15	28	24	16	30	12	-	-	95	20	6	16	9	10	3	7	13	3	4	6	94
	9%	9%	9%	10%	9%	9%	8%	7%	9%	10%	11%	5%	-	-	48%	13%	6%	12%	10%	11%	3%	8%	10%	6%	7%	7%	9%
Scottish/Welsh Nationalist	25	11	2	12	7	6	9	12	4	7	9	3	-	-	25	-	-	-	1	-	-	-	-	-	2	22	24
	2%	2%	2%	2%	2%	3%	5%	3%	1%	4%	3%	1%	-	-	13%	-	-	1%	-	-	-	-	-	-	3%	24%	2%
Green Party	15	9	1	5	9	2	8	3	4	1	7	3	-	-	15	2	3	4	2	-	-	2	-	-	-	2	16
	1%	2%	1%	1%	2%	1%	4%	1%	1%	1%	2%	1%	-	-	7%	1%	3%	3%	2%	-	-	2%	-	-	-	2%	2%
UK Independence Party	6	5	-	2	2	1	-	3	2	-	-	5	-	1	-	6	1	-	-	3	-	-	-	-	-	-	5
	1%	1%	-	*	*	1%	-	1%	1%	-	-	2%	-	-	3%	1%	-	-	3%	-	-	-	1%	-	-	-	*
Other	22	8	4	10	9	4	3	4	5	2	3	5	-	-	22	-	*	2	3	3	-	1	2	1	2	6	21
	2%	2%	4%	2%	2%	2%	2%	1%	2%	1%	1%	2%	-	-	11%	-	*	1%	3%	4%	-	1%	2%	2%	4%	7%	2%
"Labour lead" over Conservative	-4	-2	-4	2	23	-9	-15	-17	4	-9	7	4	-260	256	0	-22	-11	2	-15	*	-2	12	14	13	-3	7	21
	*	*	-4%	*	6%	-4%	-8%	-4%	1%	-6%	3%	2%	-91%	84%	0%	-15%	-11%	1%	-16%	*	-3%	13%	11%	29%	-5%	7%	2%
Would not vote	127	66	9	52	46	32	6	45	45	16	12	35	-	-	-	13	6	7	13	7	17	17	18	10	12	5	143
	12%	14%	9%	11%	13%	14%	4%	12%	16%	10%	4%	15%	-	-	-	9%	6%	5%	14%	8%	22%	19%	15%	22%	22%	6%	14%
Undecided	222	96	28	98	87	57	34	68	58	29	66	46	27	49	35	23	16	34	19	20	24	24	17	9	14	22	218
	21%	21%	25%	21%	24%	25%	19%	18%	20%	19%	25%	20%	9%	16%	18%	16%	16%	25%	20%	21%	31%	26%	14%	19%	27%	24%	21%
Refused	23	9	1	13	5	4	5	8	2	1	15	5	1	*	1	5	-	5	-	3	2	2	2	-	2	2	27
	2%	2%	1%	3%	1%	2%	3%	2%	1%	*	6%	2%	*	*	*	3%	-	4%	-	3%	3%	2%	1%	-	3%	3%	3%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 12

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

Base : All respondents age 18+

	Ethnicity			Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Conservative	260	251	9	170	29	61	160	100	182	4	29	231	58	202	32	228	136	120	134	121	79	161	19	241
	25%	26%	10%	24%	22%	31%	29%	20%	33%	4%	26%	25%	22%	26%	21%	26%	27%	23%	30%	21%	32%	24%	15%	23%
Labour	256	218	37	181	30	45	144	112	153	11	29	227	86	162	63	191	118	137	106	146	73	168	15	262
	24%	23%	40%	25%	23%	23%	26%	22%	27%	10%	26%	24%	33%	21%	42%	21%	23%	26%	24%	25%	29%	25%	12%	25%
Liberal Democrats (Lib Dem)	95	88	7	76	10	9	62	33	56	1	12	83	24	71	10	84	58	35	46	47	28	57	11	94
	9%	9%	7%	11%	7%	5%	11%	7%	10%	1%	11%	9%	9%	9%	7%	9%	12%	7%	10%	8%	11%	9%	8%	9%
Scottish/Welsh Nationalist	25	25	*	15	5	5	15	11	21	-	4	21	8	17	5	21	15	10	11	14	9	16	-	24
	2%	3%	1%	2%	4%	2%	3%	2%	4%	-	4%	2%	3%	2%	3%	2%	3%	2%	2%	2%	4%	2%	-	2%
Green Party	15	13	2	13	2	-	12	3	11	-	5	10	4	11	-	15	11	3	10	4	7	8	-	16
	1%	1%	2%	2%	1%	-	2%	1%	2%	-	5%	1%	2%	1%	-	2%	2%	1%	2%	1%	3%	1%	-	2%
UK Independence Party	6	6	-	4	*	2	1	5	6	-	-	6	-	6	-	6	3	3	2	5	1	3	2	5
	1%	1%	-	1%	*	1%	*	1%	1%	-	-	1%	-	1%	-	1%	1%	1%	*	1%	*	*	2%	*
Other	22	17	4	11	4	7	14	7	11	2	3	18	3	17	-	20	14	7	12	10	8	11	2	21
	2%	2%	4%	2%	3%	3%	3%	1%	2%	2%	3%	2%	1%	2%	-	2%	3%	1%	3%	2%	3%	2%	1%	2%
"Labour lead" over Conservative	-4	-32	28	10	2	-16	-15	12	-29	7	*	-4	28	-39	31	-38	-18	17	-28	26	-7	7	-4	21
	*	-3%	30%	1%	1%	-8%	-3%	2%	-5%	6%	*	*	11%	-5%	21%	-4%	-4%	3%	-6%	4%	-3%	1%	-3%	2%
Would not vote	127	115	12	80	21	26	21	105	12	87	5	121	10	111	4	117	36	83	26	94	4	62	57	143
	12%	12%	13%	11%	16%	13%	4%	21%	2%	74%	5%	13%	4%	14%	3%	13%	7%	16%	6%	16%	2%	9%	44%	14%
Undecided	222	205	17	153	30	39	107	114	94	10	21	201	64	154	32	188	105	112	96	122	33	164	19	218
	21%	21%	18%	21%	23%	20%	19%	23%	17%	9%	19%	21%	24%	20%	22%	21%	21%	21%	21%	21%	13%	25%	15%	21%
Refused	23	19	4	16	2	5	11	12	13	2	2	21	6	18	3	21	9	14	9	14	8	12	4	27
	2%	2%	4%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	3%	3%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 13

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

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

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	105	48	57	3	18	15	21	15	18	15	30	31	21	23	35	30	40	14	70	9	105
Weighted total	107	47	60	3	20	14	21	15	15	19	39	31	21	16	34	34	40	15	72	7	105
Effective Base	83	39	44	2	16	13	17	11	16	11	27	22	18	17	25	26	32	11	55	8	105
Conservative	12	6	7	-	3	1	3	2	3	1	4	4	5	-	5	5	2	2	9	-	11
	12%	12%	11%	-	14%	8%	13%	15%	18%	5%	9%	14%	22%	-	16%	14%	6%	14%	12%	-	10%
Labour	19	6	13	-	3	4	3	4	4	2	6	3	7	4	3	8	8	1	13	2	22
	18%	13%	22%	-	14%	27%	14%	28%	27%	9%	15%	11%	32%	22%	10%	23%	21%	6%	18%	28%	21%
Liberal Democrats (Lib Dem)	16	10	6	-	-	1	4	4	3	4	10	1	3	2	3	8	5	1	10	-	12
	15%	21%	11%	-	-	10%	20%	24%	22%	20%	26%	4%	14%	12%	8%	24%	14%	8%	14%	-	11%
Scottish/Welsh Nationalist	2	2	-	-	-	1	-	-	*	-	1	*	-	-	1	-	*	-	2	-	2
	2%	4%	-	-	-	10%	-	-	3%	-	3%	2%	-	-	4%	-	1%	-	3%	-	2%
Green Party	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-	1
	1%	-	2%	-	-	-	7%	-	-	-	4%	-	-	-	-	4%	-	-	2%	-	1%
UK Independence Party	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1
	1%	-	1%	-	-	-	-	5%	-	-	-	2%	-	-	-	2%	-	-	1%	-	1%
Other	4	-	4	-	-	-	-	-	-	4	-	4	-	-	4	-	-	-	4	-	1
	3%	-	6%	-	-	-	-	-	-	19%	-	11%	-	-	10%	-	-	-	5%	-	1%
"Labour lead" over Conservative	7	1	6	0	*	3	*	2	1	1	2	-1	2	4	-2	3	6	-1	4	2	11
	7%	2%	11%	0%	*	19%	1%	14%	9%	4%	6%	-3%	10%	22%	-6%	9%	15%	-9%	6%	28%	10%
Would not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided	39	15	24	3	11	6	8	3	5	5	12	13	7	8	15	8	17	9	23	5	42
	37%	32%	41%	87%	55%	42%	37%	17%	30%	28%	32%	41%	33%	46%	44%	24%	42%	62%	32%	63%	40%
Refused	12	8	3	*	3	1	2	2	-	4	4	5	-	3	3	3	6	1	9	1	13
	11%	18%	6%	13%	17%	4%	10%	11%	-	20%	10%	15%	-	20%	8%	8%	16%	10%	12%	9%	12%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 14

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

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

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total			
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland		
Unweighted total	105	38	10	57	36	20	16	37	23	9	32	33	11	22	17	13	9	10	7	33	10	12	12	9	3	9	11	105
Weighted total	107	43	11	53	38	22	19	32	22	9	41	29	12	19	24	13	9	14	7	10	14	8	8	3	7	15	105	
Effective Base	83	32	9	42	31	16	13	26	20	9	28	22	10	17	14	12	8	9	6	8	10	10	7	2	6	8	105	
Conservative	12 12%	6	3	4	3	6	4	4	4	1	3	4	12	-	-	3	-	1	-	-	2	2	1	-	1	3	11	
		13%	23%	8%	7%	27%	19%	12%	19%	12%	7%	12%	100%	-	-	27%	-	9%	-	-	12%	22%	11%	-	10%	18%	10%	
Labour	19 18%	7	4	8	8	3	5	7	2	5	6	6	-	19	-	2	4	5	1	2	*	2	1	-	2	1	22	
		16%	37%	16%	20%	12%	25%	22%	8%	51%	15%	19%	-	100%	-	13%	42%	38%	13%	18%	4%	23%	9%	-	34%	4%	21%	
Liberal Democrats (Lib Dem)	16 15%	7	-	9	6	2	4	2	2	1	8	4	-	-	16	3	-	-	5	4	1	1	-	-	-	2	12	
		16%	-	18%	15%	8%	22%	7%	8%	12%	20%	13%	-	-	69%	24%	-	-	69%	41%	10%	10%	-	-	-	12%	11%	
Scottish/Welsh Nationalist	2 2%	2	-	-	1	-	1	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	-	*	1	2	
		4%	-	-	4%	-	7%	-	-	-	4%	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	7%	9%	
Green Party	1 1%	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	
		3%	-	-	4%	-	-	-	-	-	4%	-	-	-	6%	-	-	11%	-	-	-	-	-	-	-	-	1%	
UK Independence Party	1 1%	-	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1	
		-	-	1%	-	-	-	-	-	-	-	-	-	-	3%	5%	-	-	-	-	-	-	-	-	-	-	1%	
Other	4 3%	-	-	4	-	-	4	-	-	-	4	-	-	-	4	-	-	-	-	-	-	-	-	-	-	4	1	
		-	-	7%	-	-	11%	-	-	-	12%	-	-	-	15%	-	-	-	-	-	-	-	-	-	-	24%	1%	
"Labour lead" over Conservative	7 7%	1	2	4	5	-3	1	3	-2	4	3	2	-12	19	0	-2	4	4	1	2	-1	*	*	0	2	-2	11	
		3%	14%	8%	13%	-15%	6%	10%	-11%	39%	8%	7%	-100%	100%	0%	-14%	42%	28%	13%	18%	-8%	1%	-2%	0%	24%	-14%	10%	
Would not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Undecided	39 37%	17	4	18	17	8	3	12	13	2	13	9	-	-	-	3	5	4	1	1	8	3	4	3	3	4	42	
		40%	37%	35%	46%	36%	17%	38%	60%	24%	33%	29%	-	-	-	26%	58%	26%	18%	10%	57%	41%	57%	100%	38%	28%	40%	
Refused	12 11%	3	*	9	2	4	2	3	1	-	7	4	-	-	-	1	-	2	-	3	2	*	2	-	1	1	13	
		7%	3%	16%	5%	17%	10%	10%	4%	-	16%	15%	-	-	-	5%	-	16%	-	31%	18%	4%	23%	-	11%	5%	12%	

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
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Table 15

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

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

	Ethnicity			Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	105	94	11	72	17	16	65	39	105	-	15	90	33	71	18	86	53	50	51	51	29	70	5	105
Weighted total	107	100	6	72	18	17	72	34	107	-	18	89	35	72	17	90	59	46	57	48	30	72	5	105
Effective Base	83	76	10	58	15	11	53	30	83	-	13	70	28	54	16	67	42	41	40	42	24	54	5	105
Conservative	12	12	-	6	3	3	11	1	12	-	2	10	4	8	3	9	7	5	9	3	5	6	1	11
	12%	12%	-	8%	19%	17%	16%	3%	12%	-	12%	11%	13%	11%	20%	10%	12%	12%	16%	7%	17%	9%	21%	10%
Labour	19	19	1	17	1	1	12	8	19	-	3	16	10	10	1	18	12	7	8	11	7	11	2	22
	18%	19%	10%	24%	6%	8%	16%	23%	18%	-	19%	18%	28%	14%	9%	20%	21%	15%	15%	23%	22%	16%	30%	21%
Liberal Democrats (Lib Dem)	16	16	-	8	5	3	11	5	16	-	4	12	6	10	2	14	8	9	8	9	6	9	1	12
	15%	16%	-	12%	28%	17%	16%	15%	15%	-	21%	14%	17%	14%	12%	16%	13%	19%	13%	18%	22%	12%	16%	11%
Scottish/Welsh Nationalist	2	2	-	1	-	*	2	-	2	-	-	2	*	1	-	2	*	1	-	2	1	*	-	2
	2%	2%	-	2%	-	3%	3%	-	2%	-	-	2%	1%	2%	-	2%	1%	3%	-	4%	5%	1%	-	2%
Green Party	1	1	-	1	-	-	1	-	1	-	1	-	1	-	-	1	-	1	-	1	-	1	-	1
	1%	1%	-	2%	-	-	2%	-	1%	-	8%	-	4%	-	-	2%	-	3%	-	3%	-	2%	-	1%
UK Independence Party	1	1	-	-	-	1	1	-	1	-	-	1	-	1	-	1	1	-	1	-	-	1	-	1
	1%	1%	-	-	-	4%	1%	-	1%	-	-	1%	-	1%	-	1%	1%	-	1%	-	-	1%	-	1%
Other	4	4	-	-	-	4	4	-	4	-	-	4	-	4	-	4	4	-	4	-	-	4	-	1
	3%	3%	-	-	-	20%	5%	-	3%	-	-	4%	-	5%	-	4%	6%	-	6%	-	-	5%	-	1%
"Labour lead" over Conservative	7	6	1	11	-2	-2	*	7	7	0	1	6	5	2	-2	9	5	2	-1	8	2	5	1	11
	7%	6%	10%	15%	-14%	-9%	*	20%	7%	0%	7%	7%	15%	3%	-12%	10%	9%	4%	-1%	16%	6%	7%	10%	10%
Would not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided	39	36	4	29	7	4	25	15	39	-	5	34	11	28	8	31	22	16	23	15	6	33	1	42
	37%	35%	61%	41%	38%	21%	34%	43%	37%	-	30%	38%	31%	39%	49%	34%	37%	35%	41%	31%	20%	45%	13%	40%
Refused	12	10	2	9	2	2	6	5	12	-	2	10	2	10	2	10	6	6	4	7	4	6	1	13
	11%	10%	29%	12%	10%	10%	8%	16%	11%	-	9%	12%	5%	14%	10%	11%	9%	14%	7%	14%	15%	9%	21%	12%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
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Table 16

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

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

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	245	106	139	30	51	43	46	27	28	20	56	71	42	76	77	84	84	65	151	15	245
Weighted total	245	107	138	40	50	40	44	23	24	24	67	72	48	57	78	85	82	71	149	12	245
Effective Base	194	83	111	24	42	34	39	20	24	15	50	53	37	59	60	67	68	50	123	12	245
Conservative	27 11%	14 13%	13 10%	2 5%	4 9%	2 6%	7 17%	3 14%	5 21%	3 13%	7 10%	7 10%	10 21%	3 5%	6 8%	9 10%	12 15%	5 7%	20 14%	-	25 10%
Labour	49 20%	20 18%	29 21%	6 15%	7 15%	11 27%	10 23%	6 26%	6 25%	2 10%	11 17%	13 18%	10 21%	15 26%	14 18%	21 24%	14 17%	11 16%	31 21%	3 26%	53 22%
Liberal Democrats (Lib Dem)	24 10%	13 13%	10 7%	-	1 2%	4 10%	6 14%	6 24%	3 13%	4 16%	12 18%	2 3%	4 9%	5 9%	6 8%	10 12%	7 9%	4 5%	15 10%	-	20 8%
Scottish/Welsh Nationalist	2 1%	2 2%	-	-	1 3%	-	-	-	-	-	1 2%	* 1%	-	-	1 2%	-	* 1%	-	2 1%	-	2 1%
Green Party	3 1%	-	3 3%	1 2%	1 3%	-	1 3%	-	-	-	1 2%	2 3%	-	-	1 1%	1 2%	1 2%	1 1%	3 2%	-	3 1%
UK Independence Party	1 *	-	1 *	-	-	-	-	1 3%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 *	-	1 *
Other	6 3%	3 3%	4 3%	3 7%	-	* 1%	-	-	-	4 15%	* 9%	6 9%	-	-	4 5%	-	3 3%	3 4%	4 3%	-	3 1%
"Labour lead" over Conservative	22 9%	6 5%	16 12%	4 11%	3 6%	9 22%	3 7%	3 12%	1 4%	-1 -3%	5 7%	6 8%	* *	12 20%	8 10%	12 14%	2 3%	6 9%	10 7%	3 26%	28 11%
Would not vote	2 1%	-	2 1%	-	1 2%	* 1%	-	-	-	-	* 1%	1 2%	-	-	-	1 1%	* *	2 2%	-	-	2 1%
Undecided	110 45%	42 40%	67 49%	28 70%	27 53%	18 44%	16 36%	6 26%	9 39%	6 25%	26 39%	30 42%	23 48%	30 53%	40 51%	33 39%	37 45%	45 63%	55 37%	8 68%	112 46%
Refused	22 9%	13 12%	9 6%	* 1%	9 17%	3 8%	3 7%	2 7%	-	5 21%	8 12%	9 13%	1 1%	4 7%	6 8%	9 10%	6 8%	1 2%	19 13%	1 6%	24 10%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 17

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

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

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	245	95	27	123	91	53	32	77	58	25	73	66	25	53	29	28	16	38	18	24	25	27	22	9	19	19	245
Weighted total	245	105	29	111	92	61	38	76	60	29	81	52	27	49	36	28	16	39	19	23	27	26	19	9	16	24	245
Effective Base	194	83	24	87	74	43	27	59	48	21	63	46	23	41	23	24	14	27	16	17	22	21	17	8	15	15	245
Conservative	27	10	4	12	5	9	5	9	7	4	6	6	27	-	-	3	2	6	-	2	6	2	2	-	2	3	25
	11%	10%	15%	11%	6%	14%	13%	12%	12%	14%	7%	12%	100%	-	-	12%	15%	14%	-	8%	23%	7%	9%	-	10%	11%	10%
Labour	49	22	7	20	24	9	8	15	14	8	16	10	-	49	-	4	6	12	5	2	2	5	7	2	5	1	53
	20%	21%	23%	18%	26%	14%	22%	20%	23%	28%	19%	20%	-	100%	-	14%	36%	30%	28%	8%	7%	18%	37%	21%	31%	3%	22%
Liberal Democrats (Lib Dem)	24	12	1	10	8	4	6	4	2	4	10	6	-	-	24	5	2	-	5	4	1	3	-	1	-	2	20
	10%	12%	3%	9%	9%	6%	16%	5%	3%	13%	12%	11%	-	-	66%	19%	12%	-	28%	18%	5%	11%	-	17%	-	7%	8%
Scottish/Welsh Nationalist	2	2	-	-	1	-	1	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	-	*	1	2
	1%	2%	-	-	1%	-	4%	-	-	-	2%	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	3%	5%
Green Party	3	1	1	1	3	1	-	-	-	-	3	-	-	-	3	-	-	1	-	-	1	1	-	-	-	-	3
	1%	1%	4%	1%	3%	1%	-	-	-	-	4%	-	-	-	10%	-	-	4%	-	-	5%	3%	-	-	-	-	1%
UK Independence Party	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	1%	-	-	-	-	-	-	-	-	-	-	2%	2%	-	-	-	-	-	-	-	-	-	-	*
Other	6	-	-	6	*	3	-	4	-	-	*	4	-	-	6	-	-	-	3	-	-	*	-	-	-	4	3
	3%	-	-	6%	*	4%	-	5%	-	-	*	7%	-	-	18%	-	-	-	12%	-	-	-	1%	-	-	14%	1%
"Labour lead" over Conservative	22	11	2	8	18	*	3	6	7	4	10	4	-27	49	0	*	3	6	5	*	-4	3	5	2	3	-2	28
	9%	11%	7%	7%	20%	*	9%	8%	11%	14%	12%	8%	-100%	100%	0%	2%	21%	16%	28%	*	-17%	11%	28%	21%	22%	-8%	11%
Would not vote	2	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	2
	1%	1%	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	3%	-	2%	-	-	-	-	-	-	-	1%
Undecided	110	48	14	48	45	33	13	36	35	13	28	20	-	-	-	11	6	14	8	9	14	14	8	5	8	12	112
	45%	45%	49%	43%	49%	53%	34%	47%	59%	45%	34%	40%	-	-	-	41%	38%	35%	44%	39%	51%	53%	44%	62%	51%	50%	46%
Refused	22	8	1	12	5	4	4	8	2	-	14	5	-	-	-	3	-	6	-	3	2	2	2	-	1	2	24
	9%	8%	5%	11%	6%	7%	11%	10%	3%	-	18%	11%	-	-	-	12%	-	15%	-	14%	9%	9%	9%	-	5%	10%	10%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 18

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

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

	Ethnicity			Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	245	206	39	175	31	39	116	126	105	15	22	223	71	168	38	204	109	129	100	139	44	173	22	245
Weighted total	245	225	21	169	32	44	118	126	107	12	24	222	69	172	35	208	114	126	105	135	41	176	23	245
Effective Base	194	170	32	135	28	31	95	98	83	12	18	176	60	131	33	160	85	104	76	114	36	135	18	245
Conservative	27	27	1	17	6	4	19	8	12	1	2	25	9	18	6	21	14	12	15	11	5	18	3	25
	11%	12%	3%	10%	19%	9%	16%	7%	12%	7%	9%	11%	13%	11%	17%	10%	12%	9%	14%	8%	12%	10%	13%	10%
Labour	49	44	5	36	1	12	25	23	19	*	7	42	17	31	4	44	27	22	20	29	12	34	3	53
	20%	20%	23%	21%	3%	27%	21%	19%	18%	4%	29%	19%	25%	18%	11%	21%	24%	17%	19%	21%	28%	19%	13%	22%
Liberal Democrats (Lib Dem)	24	24	-	14	5	4	16	8	16	-	6	18	8	16	3	21	12	12	12	12	10	13	1	20
	10%	11%	-	9%	15%	10%	14%	6%	15%	-	23%	8%	11%	9%	8%	10%	11%	9%	12%	9%	23%	8%	4%	8%
Scottish/Welsh Nationalist	2	2	-	1	-	*	2	-	2	-	2	-	*	1	-	2	*	1	-	2	1	*	-	2
	1%	1%	-	1%	-	1%	2%	-	2%	-	-	1%	1%	1%	-	1%	*	1%	-	1%	3%	*	-	1%
Green Party	3	3	-	2	1	-	3	1	1	-	1	2	1	2	-	3	1	2	1	3	-	3	-	3
	1%	2%	-	1%	4%	-	2%	1%	1%	-	6%	1%	2%	1%	-	2%	1%	2%	1%	2%	-	2%	-	1%
UK Independence Party	1	1	-	-	-	1	1	-	1	-	-	1	-	1	-	1	1	-	1	-	-	1	-	1
	*	*	-	-	-	2%	1%	-	1%	-	-	*	-	*	-	*	1%	-	1%	-	-	*	-	*
Other	6	6	*	3	-	4	4	3	4	-	-	6	-	6	-	6	6	-	6	-	-	6	*	3
	3%	3%	1%	2%	-	8%	3%	2%	3%	-	3%	-	4%	-	3%	6%	-	6%	-	-	-	4%	1%	1%
"Labour lead" over Conservative	22	18	4	19	-5	8	6	15	7	*	5	17	8	13	-2	23	13	10	5	18	7	16	*	28
	9%	8%	20%	11%	-16%	19%	5%	12%	7%	-4%	20%	8%	12%	7%	-6%	11%	11%	8%	4%	13%	16%	9%	1%	11%
Would not vote	2	1	*	2	-	-	*	1	-	1	*	1	*	1	*	1	*	1	*	1	-	2	-	2
	1%	1%	2%	1%	-	-	*	1%	-	10%	2%	1%	1%	1%	1%	1%	*	1%	*	1%	-	1%	-	1%
Undecided	110	100	10	77	18	15	39	71	39	7	5	104	29	78	20	89	43	63	42	65	8	86	13	112
	45%	44%	49%	46%	54%	34%	33%	56%	37%	60%	23%	47%	42%	45%	58%	43%	38%	50%	40%	48%	18%	49%	55%	46%
Refused	22	17	4	16	2	4	10	12	12	2	2	20	4	17	2	20	9	13	7	13	6	12	3	24
	9%	8%	21%	9%	5%	9%	8%	9%	11%	19%	7%	9%	6%	10%	5%	10%	8%	10%	7%	10%	15%	7%	14%	10%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 19

Q.3 And how likely would you be to vote in an immediate general election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
1 (Absolutely certain not to vote)	117	50	68	30	23	25	17	11	6	5	13	37	24	44	49	28	41	50	47	12	129
	11%	10%	12%	20%	14%	13%	10%	7%	5%	5%	5%	12%	11%	17%	14%	7%	12%	19%	7%	19%	12%
2	14	7	7	3	6	1	1	2	1	-	4	3	4	3	4	6	4	6	6	2	16
	1%	1%	1%	2%	4%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	2%	1%	2%	1%	4%	2%
3	22	11	10	10	5	3	1	2	1	-	1	5	6	9	15	5	2	10	10	2	24
	2%	2%	2%	7%	3%	1%	1%	1%	1%	-	*	2%	3%	4%	4%	1%	1%	4%	2%	3%	2%
4	22	7	15	4	11	2	1	4	1	-	8	5	2	7	10	10	2	5	14	1	19
	2%	1%	3%	2%	6%	1%	*	2%	1%	-	3%	2%	1%	3%	3%	3%	1%	2%	2%	2%	2%
5	74	30	44	25	16	16	6	5	4	2	10	25	16	24	25	21	28	33	39	*	74
	7%	6%	8%	17%	9%	8%	4%	3%	3%	2%	4%	8%	7%	9%	7%	6%	9%	13%	6%	1%	7%
6	25	10	16	1	5	9	5	2	2	1	6	9	1	9	7	12	7	3	18	2	28
	2%	2%	3%	1%	3%	5%	3%	1%	2%	1%	2%	3%	*	4%	2%	3%	2%	1%	3%	3%	3%
7	59	32	27	17	11	12	10	6	3	-	11	30	7	11	25	19	14	22	33	3	55
	6%	6%	5%	11%	6%	6%	6%	4%	3%	-	4%	10%	3%	4%	7%	5%	4%	8%	5%	5%	5%
8	80	35	44	11	18	9	12	16	6	7	21	19	18	21	16	33	31	22	47	8	81
	8%	7%	8%	7%	11%	5%	7%	10%	6%	6%	8%	6%	8%	8%	4%	9%	9%	8%	7%	13%	8%
9	52	30	23	9	3	17	4	8	7	5	14	12	15	12	11	20	21	12	32	3	56
	5%	6%	4%	6%	2%	8%	2%	5%	6%	5%	5%	4%	7%	5%	3%	5%	6%	5%	5%	5%	5%
10 (Absolutely certain to vote)	559	286	272	36	62	100	107	96	77	79	179	159	118	103	181	208	170	88	376	26	535
	53%	56%	50%	24%	37%	51%	64%	62%	71%	79%	66%	52%	54%	40%	51%	56%	52%	34%	59%	42%	51%
Don't know	23	10	14	8	6	3	4	2	*	1	3	3	7	11	10	9	5	11	9	2	30
	2%	2%	3%	5%	4%	1%	2%	1%	*	1%	1%	1%	3%	4%	3%	2%	1%	4%	1%	3%	3%
Refused	4	2	3	-	2	2	-	1	-	-	3	-	1	1	-	3	2	-	3	1	4
	*	*	*	-	1%	1%	-	*	-	-	1%	-	*	*	-	1%	*	-	1%	1%	*
Mean score	7.74	7.97	7.53	5.89	6.73	7.67	8.28	8.42	8.77	9.19	8.64	7.63	7.82	6.84	7.35	8.10	7.76	6.44	8.20	6.96	7.60
Std dev	3.156	3.044	3.248	3.380	3.360	3.180	2.941	2.751	2.513	2.139	2.503	3.151	3.205	3.492	3.396	2.864	3.166	3.508	2.830	3.657	3.241
Std error	0.099	0.139	0.140	0.300	0.269	0.231	0.231	0.217	0.215	0.231	0.170	0.180	0.232	0.200	0.183	0.152	0.178	0.221	0.115	0.422	0.102

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 20

Q.3 And how likely would you be to vote in an immediate general election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?

Base : All respondents age 18+

	Total	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total	
		Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conservative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
1 (Absolutely certain not to vote)	117	59	13	46	35	33	6	49	39	18	13	34	5	12	2	9	10	11	8	8	13	13	18	11	9	8	129
	11%	13%	12%	10%	10%	14%	3%	13%	14%	12%	5%	15%	2%	4%	1%	6%	10%	8%	8%	9%	17%	14%	15%	23%	17%	9%	12%
2	14	6	1	6	4	3	2	4	6	2	4	1	2	3	5	3	1	1	2	3	-	1	2	-	-	1	16
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	3%	1%	1%	1%	2%	3%	-	1%	1%	-	-	1%	2%
3	22	12	-	10	14	4	-	5	8	7	1	3	1	6	6	4	-	1	1	*	-	10	2	3	2	-	24
	2%	3%	-	2%	4%	2%	-	1%	3%	4%	1%	1%	*	2%	3%	2%	-	1%	1%	*	-	10%	1%	7%	3%	-	2%
4	22	12	2	8	12	2	2	6	5	2	7	5	2	12	1	6	-	3	*	*	1	4	3	-	1	3	19
	2%	3%	2%	2%	3%	1%	1%	2%	2%	1%	3%	2%	1%	4%	1%	4%	-	3%	*	*	2%	4%	3%	-	1%	3%	2%
5	74	32	11	31	29	23	8	28	23	19	14	9	15	18	17	8	8	8	5	12	5	10	6	5	3	4	74
	7%	7%	10%	6%	8%	10%	4%	7%	8%	12%	5%	4%	5%	6%	9%	6%	8%	6%	5%	12%	7%	11%	5%	11%	6%	5%	7%
6	25	13	3	10	14	5	2	9	7	6	6	4	5	13	5	7	1	5	-	3	-	2	2	1	3	1	28
	2%	3%	3%	2%	4%	2%	1%	2%	3%	4%	2%	2%	2%	4%	2%	5%	1%	4%	-	4%	-	2%	1%	3%	5%	2%	3%
7	59	31	7	21	28	12	5	15	20	7	17	10	19	22	9	4	4	11	4	7	-	3	14	3	3	5	55
	6%	7%	7%	4%	8%	5%	3%	4%	7%	5%	6%	5%	7%	7%	4%	3%	4%	8%	5%	8%	-	4%	12%	6%	6%	5%	5%
8	80	32	8	39	25	25	15	29	23	15	17	17	24	24	18	13	8	13	8	7	12	1	7	6	4	2	81
	8%	7%	7%	8%	7%	11%	9%	8%	8%	10%	7%	7%	8%	8%	9%	9%	8%	9%	8%	7%	16%	1%	5%	13%	7%	3%	8%
9	52	21	8	24	17	7	11	19	6	11	17	15	17	17	7	7	5	5	8	6	6	1	6	2	3	2	56
	5%	5%	7%	5%	5%	3%	6%	5%	2%	7%	6%	6%	6%	6%	4%	5%	5%	4%	9%	7%	8%	1%	5%	5%	5%	2%	5%
10 (Absolutely certain to vote)	559	235	55	269	179	105	126	195	138	65	162	129	195	172	128	85	62	69	54	45	38	45	59	14	24	62	535
	53%	50%	50%	57%	49%	45%	70%	53%	49%	42%	61%	56%	68%	57%	64%	58%	62%	52%	58%	47%	49%	50%	48%	30%	47%	67%	51%
Don't know	23	12	1	10	8	10	2	10	7	2	6	3	2	4	*	2	-	4	3	2	1	2	4	1	2	4	30
	2%	3%	1%	2%	2%	4%	1%	3%	3%	1%	2%	1%	1%	1%	*	1%	-	3%	3%	2%	1%	2%	3%	2%	3%	4%	3%
Refused	4	3	-	1	3	1	1	1	-	-	2	1	-	1	-	-	2	3	-	-	-	-	-	-	-	-	4
	*	1%	-	*	1%	*	*	*	-	-	1%	*	-	*	-	-	2%	2%	-	-	-	-	-	-	-	-	*
Mean score	7.74	7.52	7.69	7.98	7.56	7.30	8.95	7.65	7.30	7.26	8.47	7.76	8.95	8.27	8.55	8.10	8.27	7.99	8.26	7.65	7.59	6.83	7.44	6.21	7.24	8.34	7.60
Std dev	3.156	3.270	3.109	3.042	3.105	3.329	2.182	3.273	3.364	3.180	2.563	3.315	1.963	2.553	2.377	2.843	2.926	2.875	2.908	3.019	3.387	3.553	3.337	3.588	3.475	2.953	3.241
Std error	0.099	0.162	0.316	0.134	0.169	0.235	0.175	0.171	0.209	0.266	0.169	0.201	0.121	0.146	0.173	0.237	0.297	0.264	0.303	0.308	0.417	0.363	0.295	0.535	0.460	0.337	0.102

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 21

Q.3 And how likely would you be to vote in an immediate general election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?

Base : All respondents age 18+

	Total	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
		White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
1 (Absolutely certain not to vote)	117	102	15	76	19	22	20	97	-	117	5	112	13	99	5	107	36	77	26	87	9	51	54	129
	11%	11%	16%	11%	14%	11%	4%	19%	-	100%	5%	12%	5%	13%	3%	12%	7%	15%	6%	15%	3%	8%	42%	12%
2	14	13	1	10	2	1	5	9	-	-	-	14	3	10	1	12	7	5	5	8	1	9	4	16
	1%	1%	1%	1%	2%	1%	1%	2%	-	-	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	3%	2%
3	22	20	1	14	4	4	6	16	-	-	1	21	4	17	-	22	14	7	10	11	1	18	3	24
	2%	2%	2%	2%	3%	2%	1%	3%	-	-	1%	2%	2%	2%	-	2%	3%	1%	2%	2%	*	3%	2%	2%
4	22	20	2	21	-	*	4	17	-	-	-	22	6	16	5	17	7	14	5	16	-	19	3	19
	2%	2%	2%	3%	-	*	1%	3%	-	-	-	2%	2%	2%	3%	2%	1%	3%	1%	3%	-	3%	2%	2%
5	74	62	12	53	5	16	24	50	-	-	4	70	19	52	4	68	38	34	39	34	3	61	7	74
	7%	7%	12%	7%	4%	8%	4%	10%	-	-	3%	7%	7%	7%	2%	8%	8%	7%	9%	6%	1%	9%	5%	7%
6	25	21	4	19	3	4	7	18	-	-	2	24	8	17	4	22	14	11	11	14	1	20	4	28
	2%	2%	4%	3%	2%	2%	1%	4%	-	-	1%	3%	3%	2%	2%	2%	3%	2%	2%	2%	1%	3%	3%	3%
7	59	55	4	45	6	8	26	33	-	-	2	57	16	42	7	52	33	26	27	32	12	44	2	55
	6%	6%	4%	6%	5%	4%	5%	7%	-	-	2%	6%	6%	6%	4%	6%	6%	5%	6%	6%	5%	7%	1%	5%
8	80	71	8	54	9	16	45	35	-	-	5	75	21	59	17	63	33	45	24	54	5	68	7	81
	8%	7%	9%	8%	7%	8%	8%	7%	-	-	4%	8%	8%	8%	11%	7%	7%	8%	5%	9%	2%	10%	5%	8%
9	52	47	5	37	7	8	27	25	-	-	5	47	16	36	9	43	24	28	24	28	9	41	3	56
	5%	5%	6%	5%	5%	4%	5%	5%	-	-	5%	5%	6%	5%	6%	5%	5%	5%	5%	5%	3%	6%	2%	5%
10 (Absolutely certain to vote)	559	526	32	371	78	110	375	183	559	-	87	471	154	399	93	464	292	257	274	273	208	310	38	535
	53%	55%	35%	51%	58%	56%	69%	36%	100%	-	78%	50%	59%	52%	63%	52%	58%	49%	61%	47%	83%	47%	30%	51%
Don't know	23	16	7	17	*	6	5	17	-	-	1	23	3	16	3	19	5	18	5	16	1	17	6	30
	2%	2%	8%	2%	*	3%	1%	3%	-	-	1%	2%	1%	2%	2%	2%	1%	3%	1%	3%	*	3%	4%	3%
Refused	4	3	1	3	-	2	2	2	-	-	-	4	-	3	2	2	2	2	2	2	1	4	-	4
	*	*	1%	*	-	1%	*	*	-	-	-	*	-	*	1%	*	*	*	*	*	*	1%	-	*
Mean score	7.74	7.83	6.80	7.69	7.76	7.92	8.82	6.53	10.00	1.00	9.10	7.58	8.33	7.59	8.78	7.63	8.08	7.46	8.28	7.35	9.33	7.71	4.95	7.60
Std dev	3.156	3.120	3.419	3.128	3.366	3.120	2.288	3.536	0.000	0.000	2.218	3.214	2.589	3.275	2.211	3.223	2.875	3.352	2.722	3.376	1.942	2.928	4.028	3.241
Std error	0.099	0.106	0.285	0.117	0.301	0.235	0.100	0.159	0.000	0.000	0.217	0.106	0.164	0.119	0.189	0.109	0.132	0.147	0.132	0.141	0.125	0.116	0.355	0.102

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 22

Q.4 Which, if any of the things on this list have you done in the last two or three years?

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting		Divor ced/ Sepa rated
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
A - Presented my views to a local councillor or MP	174 17%	95 19%	79 15%	4 3%	23 14%	31 15%	39 23%	38 25%	21 20%	17 17%	79 29%	44 14%	27 12%	24 9%	50 14%	71 19%	53 16%	22 8%	127 20%	11 18%	165 16%
B - Written a letter to an editor	65 6%	42 8%	23 4%	1 1%	12 7%	17 9%	18 11%	11 7%	6 6%	1 1%	39 14%	15 5%	5 2%	6 2%	13 4%	36 10%	16 5%	4 2%	55 9%	5 8%	55 5%
C - Urged someone outside my family to vote	127 12%	67 13%	60 11%	17 11%	19 11%	28 14%	24 14%	26 17%	10 9%	4 4%	56 20%	42 14%	17 8%	13 5%	46 13%	44 12%	38 12%	26 10%	86 14%	9 15%	122 12%
D - Urged someone to get in touch with a local councillor or MP	128 12%	70 14%	58 11%	8 5%	18 10%	19 10%	36 21%	26 17%	13 12%	9 9%	59 22%	37 12%	19 9%	13 5%	48 14%	44 12%	35 11%	17 6%	92 14%	11 18%	123 12%
E - Made a speech before an organised group	85 8%	51 10%	34 6%	8 5%	15 9%	14 7%	19 12%	15 10%	12 11%	2 2%	46 17%	28 9%	6 3%	4 2%	32 9%	32 8%	22 7%	14 5%	65 10%	4 7%	84 8%
F - Been an officer of an organisation or club	70 7%	40 8%	29 5%	1 1%	4 2%	14 7%	18 11%	18 11%	11 10%	5 5%	35 13%	22 7%	9 4%	4 2%	20 6%	30 8%	19 6%	6 2%	55 9%	5 8%	66 6%
G - Stood for public office	8 1%	6 1%	2 *	2 1%	1 1%	- -	2 1%	2 1%	- -	1 1%	7 3%	- -	- -	* *	5 2%	1 *	1 *	- -	7 1%	- -	8 1%
H - Taken an active part in a political campaign	34 3%	15 3%	19 4%	4 2%	3 2%	1 1%	12 7%	7 4%	3 3%	4 4%	21 8%	7 2%	2 1%	3 1%	15 4%	13 3%	6 2%	4 2%	27 4%	2 3%	33 3%
I - Helped on fund raising drives	205 20%	91 18%	115 21%	20 13%	30 18%	33 17%	41 24%	45 29%	25 23%	11 11%	75 28%	78 25%	32 15%	21 8%	67 19%	79 21%	60 18%	35 13%	141 22%	14 24%	200 19%
J - Voted in the last general election	605 58%	304 60%	302 56%	25 16%	53 32%	126 63%	111 66%	119 78%	86 80%	85 84%	184 68%	163 53%	138 64%	120 47%	193 55%	222 59%	190 58%	79 30%	412 65%	38 62%	598 57%
Any of these	718 68%	353 69%	366 68%	56 36%	85 50%	136 69%	129 77%	129 84%	96 88%	87 87%	216 80%	207 67%	158 73%	138 54%	225 64%	275 74%	218 67%	120 46%	475 75%	44 72%	708 67%
None of these	333 32%	157 31%	176 32%	98 64%	83 50%	62 31%	39 23%	24 16%	13 12%	14 13%	56 20%	100 33%	59 27%	118 46%	127 36%	98 26%	107 33%	140 54%	161 25%	17 28%	343 33%
Average number of Mentions	2.23	2.44	2.02	1.63	2.28	2.28	2.63	2.55	2.04	1.59	3.02	2.26	1.69	1.52	2.26	2.28	2.14	1.78	2.42	2.32	2.17
Activist	68 6%	46 9%	22 4%	3 2%	8 5%	13 6%	23 14%	17 11%	4 3%	1 1%	40 15%	19 6%	7 3%	1 1%	18 5%	29 8%	21 6%	5 2%	56 9%	4 6%	63 6%
Semi-activist	151 14%	73 14%	78 14%	6 4%	23 13%	34 17%	29 17%	27 18%	12 21%	12 11%	73 27%	51 17%	16 7%	11 4%	52 15%	58 16%	42 13%	18 7%	112 18%	12 20%	139 13%
Non-activist	832 79%	391 77%	441 81%	145 95%	137 82%	152 77%	117 69%	109 71%	82 76%	88 87%	160 59%	236 77%	193 89%	243 95%	283 80%	286 77%	263 81%	236 91%	468 74%	45 74%	849 81%
K - Flown on business overseas	71 7%	56 11%	14 3%	1 1%	20 12%	14 7%	15 9%	14 9%	6 6%	1 1%	44 16%	18 6%	8 4%	1 *	17 5%	38 10%	16 5%	6 2%	61 10%	2 3%	61 6%
L - Flown on a business trip within the UK	58 6%	44 9%	14 3%	- -	14 8%	17 9%	13 8%	13 9%	1 1%	- -	32 12%	18 6%	9 4%	- -	15 4%	27 7%	16 5%	2 1%	51 8%	2 3%	45 4%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 23

Q.4 Which, if any of the things on this list have you done in the last two or three years?

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region								Unwtd total				
	Total	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside		North West	North East	Wales	Scotland
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
A - Presented my views to a local councillor or MP	174 17%	73 16%	23 21%	78 17%	60 16%	35 15%	53 30%	49 13%	36 13%	22 15%	79 29%	23 10%	48 17%	48 16%	48 24%	30 21%	20 20%	20 15%	21 23%	13 13%	9 12%	11 13%	14 12%	4 9%	10 19%	20 22%	165 16%
B - Written a letter to an editor	65 6%	38 8%	4 4%	24 5%	29 8%	8 3%	26 14%	16 4%	16 6%	16 10%	33 12%	- -	27 10%	19 6%	15 8%	14 10%	6 6%	10 8%	11 12%	6 7%	3 4%	2 3%	6 5%	- -	1 1%	6 6%	55 5%
C - Urged someone outside my family to vote	127 12%	62 13%	24 21%	42 9%	43 12%	28 12%	42 23%	38 10%	17 6%	25 16%	58 22%	14 6%	43 15%	41 14%	35 17%	20 14%	14 14%	12 9%	13 14%	14 15%	4 5%	13 14%	14 11%	2 5%	5 10%	17 18%	122 12%
D - Urged someone to get in touch with a local councillor or MP	128 12%	56 12%	16 15%	55 12%	41 11%	31 13%	46 25%	33 9%	28 10%	21 14%	55 20%	17 7%	41 14%	31 10%	39 19%	14 10%	8 8%	16 12%	14 15%	16 17%	4 5%	14 15%	16 13%	4 9%	8 14%	14 15%	123 12%
E - Made a speech before an organised group	85 8%	46 10%	9 9%	30 6%	36 10%	18 8%	28 16%	25 7%	15 5%	17 11%	37 14%	9 4%	25 9%	24 8%	19 9%	18 12%	8 3%	4 11%	10 5%	4 4%	3 4%	10 11%	7 6%	5 11%	7 13%	9 10%	84 8%
F - Been an officer of an organisation or club	70 7%	31 7%	8 7%	30 6%	20 5%	16 7%	28 15%	21 6%	10 3%	15 10%	32 12%	7 3%	26 9%	17 6%	20 10%	17 11%	6 6%	5 4%	9 9%	3 3%	4 6%	6 7%	5 4%	2 5%	6 11%	7 8%	66 6%
G - Stood for public office	8 1%	4 1%	1 1%	3 1%	3 1%	- -	4 2%	4 1%	- -	4 2%	3 1%	- -	2 1%	2 1%	1 1%	1 1%	- -	- -	- -	1 1%	- -	3 3%	3 2%	- -	- -	- -	8 1%
H - Taken an active part in a political campaign	34 3%	15 3%	3 3%	15 3%	9 2%	3 1%	19 10%	8 2%	4 1%	7 5%	16 6%	2 1%	9 3%	8 3%	13 6%	7 5%	4 4%	5 3%	1 1%	2 2%	- -	3 3%	5 4%	2 4%	1 2%	5 5%	33 3%
I - Helped on fund raising drives	205 20%	90 19%	31 28%	85 18%	83 23%	30 13%	53 30%	59 16%	37 13%	42 27%	73 28%	31 14%	66 23%	57 19%	49 25%	41 28%	23 23%	16 12%	22 24%	18 19%	9 12%	24 26%	13 11%	7 16%	10 18%	22 24%	200 19%
J - Voted in the last general election	605 58%	256 55%	60 55%	289 61%	187 51%	107 46%	129 72%	217 59%	150 53%	70 45%	169 63%	147 64%	205 71%	202 66%	130 65%	98 67%	69 69%	64 48%	59 64%	42 53%	42 55%	47 51%	68 55%	18 38%	28 54%	61 66%	598 57%
Any of these	718 68%	306 65%	70 64%	342 72%	236 64%	134 58%	149 83%	250 67%	172 61%	102 66%	205 77%	164 71%	230 80%	231 76%	153 77%	119 81%	75 75%	85 64%	70 76%	59 63%	48 61%	60 66%	75 61%	22 48%	36 69%	68 74%	708 67%
None of these	333 32%	162 35%	39 36%	132 28%	131 36%	98 42%	31 17%	121 33%	110 39%	52 34%	62 23%	67 29%	57 20%	74 24%	46 23%	28 19%	25 25%	48 36%	22 24%	35 37%	30 39%	31 34%	47 39%	24 52%	16 31%	24 26%	343 33%
Average number of Mentions	2.23	2.44	2.66	1.95	2.36	2.17	3.26	1.95	1.90	2.44	2.99	1.55	2.38	2.06	2.53	2.33	2.29	2.01	2.51	2.33	1.69	2.30	2.09	2.09	2.08	2.44	2.17
Activist	68 6%	42 9%	9 8%	17 4%	30 8%	11 5%	29 16%	19 5%	11 4%	14 9%	35 13%	2 1%	24 8%	17 5%	20 10%	14 10%	7 7%	6 4%	9 10%	8 9%	3 4%	3 4%	6 5%	2 3%	2 4%	7 8%	63 6%
Semi-activist	151 14%	67 14%	20 18%	64 14%	53 14%	28 12%	58 32%	34 9%	32 11%	20 13%	74 28%	18 8%	56 20%	45 15%	34 17%	27 18%	18 18%	15 11%	16 18%	12 13%	3 4%	20 21%	14 11%	4 9%	9 16%	14 16%	139 13%
Non-activist	832 79%	359 77%	80 74%	392 83%	284 77%	193 83%	93 52%	317 86%	240 85%	120 78%	158 59%	211 91%	207 72%	243 80%	145 73%	106 72%	75 75%	113 85%	67 72%	74 79%	72 92%	69 75%	103 84%	41 88%	42 79%	71 76%	849 81%
K - Flown on business overseas	71 7%	53 11%	5 5%	13 3%	30 8%	10 4%	36 20%	12 3%	10 3%	8 5%	46 17%	4 2%	35 12%	18 6%	14 7%	12 10%	8 8%	14 11%	9 10%	7 8%	- -	4 5%	6 5%	3 6%	1 1%	5 5%	61 6%
L - Flown on a business trip within the UK	58 6%	46 10%	7 6%	5 1%	25 7%	8 4%	30 17%	8 2%	12 4%	5 3%	38 14%	1 *	26 9%	15 5%	16 8%	9 6%	10 10%	10 8%	8 9%	4 4%	1 2%	1 1%	3 2%	2 4%	- -	9 10%	45 4%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 24

Q.4 Which, if any of the things on this list have you done in the last two or three years?

Base : All respondents age 18+

	Total	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
		White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
A - Presented my views to a local councillor or MP	174 17%	167 17%	7 7%	111 15%	30 23%	32 16%	138 25%	36 7%	130 23%	8 7%	86 77%	88 9%	65 25%	109 14%	25 17%	149 17%	117 23%	57 11%	103 23%	70 12%	73 29%	87 13%	15 12%	165 16%
B - Written a letter to an editor	65 6%	63 7%	2 2%	45 6%	9 7%	11 6%	54 10%	12 2%	47 8%	2 2%	32 28%	34 4%	28 11%	38 5%	5 3%	61 7%	39 8%	26 5%	35 8%	31 5%	34 13%	28 4%	4 3%	55 5%
C - Urged someone outside my family to vote	127 12%	120 13%	7 8%	100 14%	13 10%	14 7%	104 19%	24 5%	104 19%	2 1%	46 41%	81 9%	41 16%	86 11%	18 12%	110 12%	81 16%	44 8%	82 18%	43 7%	60 24%	57 9%	10 8%	122 12%
D - Urged someone to get in touch with a local councillor or MP	128 12%	123 13%	5 5%	95 13%	15 11%	18 9%	99 18%	29 6%	90 16%	5 4%	81 73%	46 5%	50 19%	78 10%	15 10%	113 13%	89 18%	38 7%	82 18%	45 8%	50 20%	71 11%	8 6%	123 12%
E - Made a speech before an organised group	85 8%	81 8%	4 4%	48 7%	14 11%	23 12%	72 13%	13 3%	62 11%	6 5%	29 26%	56 6%	36 14%	48 6%	15 10%	70 8%	59 12%	25 5%	52 11%	32 6%	35 14%	44 7%	6 5%	84 8%
F - Been an officer of an organisation or club	70 7%	67 7%	2 3%	47 7%	12 9%	10 5%	55 10%	14 3%	54 10%	4 3%	30 26%	40 4%	28 11%	41 5%	10 7%	59 7%	48 9%	22 4%	43 10%	27 5%	35 14%	31 5%	3 2%	66 6%
G - Stood for public office	8 1%	7 1%	* *	8 1%	- -	- -	8 1%	- -	7 1%	- -	6 5%	2 *	6 2%	2 *	3 2%	4 *	8 2%	- -	8 2%	- -	3 1%	5 1%	- -	8 1%
H - Taken an active part in a political campaign	34 3%	32 3%	1 2%	24 3%	4 3%	6 3%	29 5%	5 1%	29 5%	1 1%	26 24%	7 1%	16 6%	18 2%	10 6%	24 3%	28 5%	6 1%	23 5%	11 2%	18 7%	13 2%	3 2%	33 3%
I - Helped on fund raising drives	205 20%	198 21%	7 8%	139 19%	24 18%	42 21%	148 27%	57 11%	130 23%	16 14%	58 52%	148 16%	73 28%	131 17%	27 18%	178 20%	126 25%	77 15%	114 25%	86 15%	75 30%	116 18%	15 11%	200 19%
J - Voted in the last general election	605 58%	575 60%	31 33%	398 55%	84 63%	123 62%	390 71%	215 43%	455 81%	4 4%	95 85%	511 54%	172 65%	426 55%	104 70%	500 56%	295 59%	303 58%	273 60%	326 57%	197 79%	373 56%	36 27%	598 57%
Any of these	718 68%	676 71%	42 45%	477 66%	96 72%	146 74%	446 81%	272 54%	486 87%	26 22%	111 100%	607 65%	210 80%	501 65%	125 85%	591 66%	357 71%	354 67%	329 73%	380 66%	223 89%	441 67%	54 42%	708 67%
None of these	333 32%	282 29%	51 55%	243 34%	37 28%	52 26%	102 19%	230 46%	72 13%	92 78%	* *	332 35%	53 20%	269 35%	23 15%	299 34%	148 29%	172 33%	123 27%	195 34%	27 11%	220 33%	76 58%	343 33%
Average number of Mentions	2.23	2.26	1.71	2.30	2.21	2.01	2.66	1.54	2.46	1.82	4.73	1.78	2.61	2.08	2.03	2.27	2.68	1.77	2.66	1.85	2.84	1.97	1.87	2.17
Activist	68 6%	65 7%	3 3%	50 7%	9 7%	9 4%	65 12%	3 1%	61 11%	2 2%	50 45%	18 2%	33 13%	34 4%	9 6%	58 7%	54 11%	14 3%	49 11%	19 3%	36 14%	27 4%	5 4%	63 6%
Semi-activist	151 14%	149 16%	2 3%	101 14%	19 14%	32 16%	116 21%	35 7%	111 20%	4 3%	43 39%	108 12%	54 21%	97 13%	25 17%	126 14%	101 20%	49 9%	93 21%	55 10%	67 27%	76 12%	8 6%	139 13%
Non-activist	832 79%	744 78%	87 95%	570 79%	105 79%	157 79%	366 67%	464 92%	387 69%	112 95%	18 17%	813 87%	176 67%	638 83%	113 77%	706 79%	350 69%	463 88%	310 69%	501 87%	147 59%	558 84%	117 90%	849 81%
K - Flown on business overseas	71 7%	66 7%	5 6%	58 8%	4 3%	9 4%	56 10%	15 3%	48 9%	1 1%	19 17%	52 6%	26 10%	45 6%	14 9%	57 6%	52 10%	19 4%	50 11%	21 4%	33 13%	36 6%	2 1%	61 6%
L - Flown on a business trip within the UK	58 6%	56 6%	3 3%	46 6%	7 5%	6 3%	47 9%	11 2%	43 8%	2 2%	19 17%	40 4%	21 8%	37 5%	8 6%	50 6%	46 9%	12 2%	43 10%	15 3%	29 12%	25 4%	3 2%	45 4%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 25

Q.5 You said that you have presented your views to a local councillor or MP. Was this to a local councillor, an MP or both?

Base : All respondents age 18+ who presented their views to a local councillor or MP

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-habiting	Divorced/ Separated		
Unweighted total	165	88	77	5	18	26	38	37	24	17	66	45	27	27	49	64	52	23	116	13	165
Weighted total	174	95	79	4	23	31	39	38	21	17	79	44	27	24	50	71	53	22	127	11	165
Effective Base	138	72	67	5	16	21	34	32	21	13	58	41	22	18	43	54	42	16	102	11	165
Local councillor	77	45	32	2	14	10	17	17	8	8	31	16	13	16	19	29	29	9	59	3	69
	44%	47%	40%	43%	60%	33%	44%	45%	39%	47%	40%	37%	47%	68%	38%	41%	55%	40%	46%	26%	42%
MP	49	27	22	-	9	14	8	9	8	2	25	13	9	3	13	27	9	8	34	5	48
	28%	28%	28%	-	37%	45%	20%	23%	39%	11%	32%	29%	32%	12%	26%	38%	16%	37%	27%	48%	29%
Both	45	22	23	3	1	7	14	12	5	4	23	15	2	5	18	13	14	5	32	3	46
	26%	23%	29%	57%	3%	23%	36%	32%	23%	23%	29%	34%	8%	21%	36%	18%	27%	23%	26%	26%	28%
Don't know	3	1	2	-	-	-	-	-	-	3	-	-	3	-	-	2	1	-	1	-	2
	2%	1%	3%	-	-	-	-	-	-	20%	-	-	13%	-	-	3%	2%	-	1%	-	1%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 26

Q.5 You said that you have presented your views to a local councillor or MP. Was this to a local councillor, an MP or both?

Base : All respondents age 18+ who presented their views to a local councillor or MP

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	165	64	18	83	51	30	47	51	35	22	66	28	47	43	46	28	22	16	20	12	7	11	15	4	11	19	165
Weighted total	174	73	23	78	60	35	53	49	36	22	79	23	48	48	48	30	20	20	21	13	9	11	14	4	10	20	165
Effective Base	138	55	17	68	45	25	42	42	27	20	58	21	41	35	40	25	19	13	17	10	6	10	13	3	8	16	165
Local councillor	77	34	11	31	25	18	15	25	16	5	38	11	20	29	13	13	11	9	7	6	7	6	2	5	4	69	
	44%	47%	49%	39%	42%	52%	29%	51%	46%	20%	49%	50%	42%	61%	27%	42%	54%	47%	32%	46%	73%	59%	44%	45%	51%	19%	42%
MP	49	23	6	21	18	12	20	10	10	10	23	5	15	11	12	14	6	7	6	1	-	3	3	-	1	8	48
	28%	31%	26%	26%	30%	33%	37%	21%	27%	46%	29%	23%	31%	24%	26%	46%	29%	35%	30%	9%	-	24%	18%	-	14%	39%	29%
Both	45	16	6	24	16	5	18	12	7	7	17	6	12	7	20	4	2	3	6	6	2	2	6	2	4	8	46
	26%	22%	25%	30%	27%	15%	34%	26%	18%	33%	22%	27%	26%	15%	42%	12%	11%	18%	27%	45%	27%	17%	39%	55%	35%	42%	28%
Don't know	3	-	-	3	-	-	-	1	3	-	-	-	1	-	2	-	1	-	2	-	-	-	-	-	-	2	
	2%	-	-	4%	-	-	-	2%	9%	-	-	-	2%	-	5%	-	5%	-	11%	-	-	-	-	-	-	1%	

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 27

Q.5 You said that you have presented your views to a local councillor or MP. Was this to a local councillor, an MP or both?

Base : All respondents age 18+ who presented their views to a local councillor or MP

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important		
Unweighted total	165	155	10	102	28	35	131	34	121	10	77	88	62	103	25	140	110	54	97	67	70	78	17	165
Weighted total	174	167	7	111	30	32	138	36	130	8	86	88	65	109	25	149	117	57	103	70	73	87	15	165
Effective Base	138	131	9	84	25	31	112	27	104	8	66	73	54	85	20	119	94	44	82	56	59	66	15	165
Local councillor	77	74	3	49	14	14	59	18	58	2	31	46	28	49	14	63	47	29	43	33	27	43	6	69
	44%	44%	44%	44%	47%	42%	42%	50%	45%	29%	36%	52%	43%	44%	54%	42%	40%	51%	42%	47%	37%	50%	42%	42%
MP	49	46	3	29	10	10	37	12	32	3	20	29	20	29	8	41	31	18	29	20	22	22	5	48
	28%	27%	44%	26%	32%	32%	26%	35%	25%	37%	24%	32%	30%	27%	30%	28%	26%	32%	28%	28%	31%	25%	31%	29%
Both	45	44	1	31	6	7	42	3	36	3	34	11	17	28	3	42	39	6	31	14	23	18	4	46
	26%	27%	12%	28%	21%	23%	30%	9%	28%	34%	39%	13%	26%	26%	12%	28%	33%	11%	30%	20%	32%	21%	27%	28%
Don't know	3	3	-	2	-	1	1	2	3	-	1	2	-	3	1	2	-	3	-	3	-	3	-	2
	2%	2%	-	2%	-	3%	1%	7%	3%	-	1%	3%	-	3%	4%	2%	-	6%	-	5%	-	4%	-	1%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 28

Q.6 And which of these, if any, have you done in the last two or three years?

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting		Divor ced/ Sepa rated
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
A - Been to any political meeting	46 4%	28 5%	18 3%	6 4%	5 3%	7 4%	9 5%	11 7%	6 5%	1 1%	22 8%	16 5%	5 2%	4 1%	18 5%	18 5%	11 3%	8 3%	33 5%	4 7%	48 5%
B- Boycotted certain products for political, ethical or environmental reasons	190 18%	97 19%	93 17%	16 11%	35 21%	46 23%	35 21%	32 21%	23 22%	2 2%	98 36%	54 18%	25 11%	14 6%	58 16%	76 20%	56 17%	38 14%	140 22%	9 14%	170 16%
C - Discussed politics or political news with someone else	417 40%	218 43%	199 37%	46 30%	68 40%	84 43%	80 47%	70 46%	39 36%	29 29%	181 67%	118 38%	69 32%	49 19%	137 39%	162 43%	117 36%	90 35%	279 44%	19 31%	379 36%
D - Expressed my political opinions online	81 8%	51 10%	30 6%	13 8%	12 7%	17 9%	17 10%	12 8%	9 9%	1 1%	37 14%	25 8%	9 4%	10 4%	31 9%	27 7%	23 7%	20 8%	55 9%	6 10%	74 7%
E - Donated money or paid a membership fee to a charity or campaigning organisation	390 37%	189 37%	201 37%	36 24%	69 41%	78 39%	63 38%	72 47%	40 37%	31 30%	152 56%	117 38%	65 30%	56 22%	150 43%	129 34%	111 34%	74 28%	261 41%	23 38%	369 35%
F - Donated money or paid a membership fee to a political party	30 3%	18 4%	13 2%	2 1%	1 1%	3 2%	10 6%	5 3%	4 4%	5 5%	15 6%	6 2%	7 3%	3 1%	10 3%	11 3%	9 3%	2 1%	20 3%	4 7%	30 3%
G - Done voluntary work	233 22%	110 21%	124 23%	43 28%	30 18%	42 21%	38 23%	41 27%	33 31%	6 6%	89 33%	85 28%	31 14%	28 11%	68 19%	93 25%	72 22%	65 25%	148 23%	12 19%	216 21%
H - Signed a petition	378 36%	190 37%	188 35%	42 27%	63 37%	82 41%	74 44%	58 37%	35 32%	25 25%	137 50%	122 40%	56 26%	64 25%	117 33%	140 38%	121 37%	72 28%	257 40%	25 41%	362 34%
I - Taken part in a demonstration, picket or march	32 3%	18 3%	15 3%	1 1%	8 4%	10 5%	8 5%	6 4%	1 1%	-	14 5%	10 3%	5 2%	4 2%	15 4%	10 3%	7 2%	7 3%	21 3%	2 4%	33 3%
J - Voted in the last local council election	491 47%	251 49%	240 44%	28 18%	48 29%	94 47%	93 55%	100 65%	69 64%	60 59%	160 59%	152 49%	93 43%	86 34%	168 48%	181 49%	141 43%	63 24%	345 54%	30 50%	487 46%
K - Voted in the last Welsh/London Assembly/ Scottish Parliament election	57 5%	34 7%	23 4%	6 4%	3 2%	13 7%	9 5%	11 7%	7 7%	7 7%	29 11%	14 4%	10 5%	5 2%	29 8%	16 4%	11 3%	12 4%	36 6%	3 5%	54 5%
L - Presented my views to my Welsh/London Assembly Member/Member of Scottish Parliament	13 1%	5 1%	8 1%	1 1%	1 1%	* *	6 4%	1 1%	3 2%	-	8 3%	1 *	3 1%	1 *	5 2%	2 1%	5 2%	4 1%	8 1%	* 1%	15 1%
No answer	215 20%	103 20%	112 21%	49 32%	46 28%	32 16%	32 19%	20 13%	18 17%	18 18%	25 9%	53 17%	42 20%	94 37%	85 24%	67 18%	63 19%	80 31%	107 17%	11 18%	245 23%
Don't know	12 1%	2 *	10 2%	-	2 1%	-	2 1%	-	1 1%	7 7%	-	1 *	8 4%	3 1%	-	2 1%	10 3%	2 1%	2 *	1 1%	6 1%
3 or more activities	390 37%	202 40%	188 35%	35 23%	61 36%	72 36%	76 45%	70 46%	49 46%	26 26%	171 63%	118 38%	57 27%	44 17%	123 35%	148 40%	118 36%	69 27%	267 42%	24 40%	367 35%
Average number of Mentions	2.86	2.99	2.74	2.30	2.87	2.87	3.28	3.13	3.02	2.21	3.81	2.84	2.27	2.04	3.01	2.85	2.72	2.54	3.04	2.82	2.80

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 29

Q.6 And which of these, if any, have you done in the last two or three years?

Base : All respondents age 18+

	Total	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total	
		Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
A - Been to any political meeting	46 4%	21 4%	5 5%	20 4%	15 4%	6 3%	21 12%	16 4%	5 2%	11 7%	21 8%	4 2%	13 5%	16 5%	13 7%	11 8%	3 3%	4 3%	3 3%	4 5%	- -	4 5%	7 6%	- -	3 6%	6 6%	48 5%
B- Boycotted certain products for political, ethical or environmental reasons	190 18%	96 21%	20 18%	74 16%	74 20%	33 14%	83 46%	32 9%	35 12%	35 23%	99 37%	10 4%	50 17%	62 20%	54 27%	25 17%	20 20%	23 17%	28 31%	17 18%	11 14%	15 17%	16 13%	7 16%	8 16%	19 21%	170 16%
C - Discussed politics or political news with someone else	417 40%	200 43%	54 49%	164 35%	152 42%	89 38%	121 67%	122 33%	85 30%	71 46%	173 65%	48 21%	139 48%	124 41%	101 51%	65 44%	41 41%	51 38%	47 51%	35 37%	25 32%	33 37%	47 39%	15 33%	16 31%	42 45%	379 36%
D - Expressed my political opinions online	81 8%	40 8%	5 5%	36 8%	33 9%	17 7%	28 16%	18 5%	9 3%	13 8%	41 15%	6 3%	17 6%	21 7%	30 15%	10 7%	10 10%	8 6%	9 10%	9 9%	3 4%	3 4%	10 8%	4 9%	2 4%	14 15%	74 7%
E - Donated money or paid a membership fee to a charity or campaigning organisation	390 37%	187 40%	49 45%	153 32%	150 41%	69 30%	107 59%	111 30%	88 31%	65 42%	147 55%	52 23%	114 40%	130 42%	85 43%	43 29%	45 45%	34 26%	51 55%	33 35%	12 15%	46 51%	48 40%	18 40%	20 39%	37 40%	369 35%
F - Donated money or paid a membership fee to a political party	30 3%	14 3%	3 3%	13 3%	8 2%	3 1%	11 6%	6 2%	7 2%	6 4%	12 5%	2 1%	9 3%	10 3%	9 4%	6 4%	6 6%	1 1%	4 4%	3 3%	- -	4 4%	3 3%	- -	- -	3 4%	30 3%
G - Done voluntary work	233 22%	95 20%	27 25%	111 23%	84 23%	58 25%	66 37%	63 17%	43 15%	52 34%	85 32%	25 11%	76 27%	63 21%	53 27%	42 28%	27 27%	21 16%	30 33%	21 22%	18 23%	21 23%	18 15%	8 18%	6 11%	20 22%	216 21%
H - Signed a petition	378 36%	176 38%	47 43%	155 33%	156 42%	69 30%	97 54%	123 33%	97 34%	75 49%	131 49%	42 18%	123 43%	101 33%	97 49%	61 41%	44 44%	39 29%	40 44%	34 36%	21 27%	32 35%	37 30%	16 34%	21 41%	32 35%	362 34%
I - Taken part in a demonstration, picket or march	32 3%	18 4%	7 6%	7 2%	15 4%	6 3%	18 10%	5 1%	5 2%	5 4%	19 7%	1 1%	5 2%	12 4%	15 7%	4 3%	6 6%	3 3%	3 3%	2 2%	- -	- -	5 4%	- -	- -	10 10%	33 3%
J - Voted in the last local council election	491 47%	215 46%	55 50%	222 47%	157 43%	88 38%	110 61%	174 47%	118 42%	61 39%	150 56%	105 46%	175 61%	143 47%	119 60%	80 54%	44 44%	48 36%	54 58%	45 48%	26 34%	32 35%	61 50%	19 41%	25 48%	56 60%	487 46%
K - Voted in the last Welsh/London Assembly/ Scottish Parliament election	57 5%	32 7%	5 4%	21 4%	11 3%	17 7%	28 15%	24 6%	9 3%	6 4%	25 9%	11 5%	17 6%	12 4%	23 12%	1 1%	1 1%	15 12%	- -	2 2%	- -	- -	- -	- -	9 17%	29 32%	54 5%
L - Presented my views to my Welsh/London Assembly Member/Member of Scottish Parliament	13 1%	7 2%	2 1%	4 1%	4 1%	1 1%	7 4%	2 *	* *	3 2%	7 3%	* *	1 *	2 1%	7 4%	- -	1 1%	1 1%	1 1%	1 1%	1 2%	- -	- -	- -	2 3%	5 6%	15 1%
No answer	215 20%	93 20%	22 20%	100 21%	78 21%	54 23%	14 8%	86 23%	61 22%	24 15%	29 11%	73 32%	32 11%	48 16%	23 11%	23 16%	19 19%	35 26%	9 9%	15 16%	20 26%	23 25%	31 25%	14 31%	8 16%	16 18%	245 23%
Don't know	12 1%	3 1%	- -	9 2%	1 *	1 *	- -	2 1%	10 3%	- -	- -	2 1%	1 *	7 2%	- -	2 1%	7 7%	- -	- -	- -	2 3%	- -	- -	- -	- -	- -	6 1%
3 or more activities	390 37%	180 39%	49 45%	161 34%	138 38%	73 31%	126 70%	113 31%	78 27%	70 46%	164 62%	44 19%	138 48%	113 37%	97 49%	60 41%	46 46%	35 26%	53 57%	32 34%	21 27%	32 35%	39 32%	15 33%	19 36%	37 40%	367 35%
Average number of Mentions	2.86	2.96	3.17	2.69	3.00	2.57	4.21	2.47	2.37	3.09	3.82	1.97	2.91	2.79	3.44	2.84	3.38	2.54	3.22	2.61	2.13	2.79	2.77	2.77	2.55	3.59	2.80

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 30

Q.6 And which of these, if any, have you done in the last two or three years?

Base : All respondents age 18+

	Total	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved			Voting in Elections			Unwtd total
		White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important		
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051	
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051	
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051	
A - Been to any political meeting	46 4%	42 4%	4 4%	31 4%	6 4%	10 5%	42 8%	4 1%	35 6%	1 1%	28 25%	18 2%	21 8%	25 3%	9 6%	37 4%	41 8%	5 1%	35 8%	11 2%	25 10%	18 3%	4 3%	48 5%	
B - Boycotted certain products for political, ethical or environmental reasons	190 18%	183 19%	7 8%	127 18%	27 21%	36 18%	154 28%	36 7%	128 23%	6 5%	77 69%	113 12%	72 27%	118 15%	28 19%	162 18%	130 26%	57 11%	120 27%	66 11%	69 28%	109 16%	12 9%	170 16%	
C - Discussed politics or political news with someone else	417 40%	393 41%	24 26%	286 40%	62 47%	69 35%	325 59%	92 18%	283 51%	21 18%	92 83%	325 35%	137 52%	277 36%	59 40%	357 40%	264 52%	149 28%	240 53%	172 30%	139 56%	250 38%	28 22%	379 36%	
D - Expressed my political opinions online	81 8%	77 8%	4 4%	57 8%	10 7%	14 7%	68 12%	13 3%	57 10%	3 3%	34 30%	47 5%	24 9%	57 7%	11 7%	70 8%	61 12%	19 4%	60 13%	21 4%	37 15%	39 6%	5 4%	74 7%	
E - Donated money or paid a membership fee to a charity or campaigning organisation	390 37%	374 39%	15 17%	258 36%	53 40%	79 40%	266 49%	124 25%	234 42%	25 21%	84 75%	306 33%	123 47%	262 34%	60 40%	328 37%	218 43%	168 32%	208 46%	177 31%	112 45%	239 36%	38 30%	369 35%	
F - Donated money or paid a membership fee to a political party	30 3%	30 3%	1 1%	23 3%	5 4%	2 1%	27 5%	3 1%	25 4%	- -	23 20%	8 1%	13 5%	17 2%	6 4%	24 3%	21 4%	9 2%	21 5%	9 2%	11 4%	19 3%	1 1%	30 3%	
G - Done voluntary work	233 22%	224 23%	9 10%	162 23%	25 19%	46 23%	154 28%	79 16%	134 24%	21 18%	57 51%	176 19%	75 29%	158 21%	30 20%	203 23%	152 30%	81 15%	136 30%	95 17%	68 27%	145 22%	20 15%	216 21%	
H - Signed a petition	378 36%	366 38%	12 13%	260 36%	47 35%	72 36%	271 49%	107 21%	233 42%	26 22%	105 94%	273 29%	116 44%	257 33%	52 35%	326 37%	239 47%	136 26%	208 46%	165 29%	124 50%	220 33%	33 25%	362 34%	
I - Taken part in a demonstration, picket or march	32 3%	29 3%	4 4%	27 4%	2 1%	4 2%	29 5%	4 1%	24 4%	2 2%	26 23%	7 1%	12 5%	20 3%	5 3%	28 3%	27 5%	6 1%	20 4%	12 2%	15 6%	17 3%	1 1%	33 3%	
J - Voted in the last local council election	491 47%	466 49%	25 27%	326 45%	77 58%	88 44%	331 61%	159 32%	356 64%	8 7%	86 77%	405 43%	128 49%	356 46%	67 45%	423 47%	259 51%	225 43%	237 52%	248 43%	169 68%	292 44%	30 23%	487 46%	
K - Voted in the last Welsh/London Assembly/ Scottish Parliament election	57 5%	54 6%	3 4%	46 6%	3 2%	8 4%	37 7%	20 4%	45 8%	- -	12 11%	45 5%	10 4%	48 6%	6 4%	51 6%	26 5%	30 6%	25 5%	33 6%	28 11%	26 4%	2 2%	54 5%	
L - Presented my views to my Welsh/London Assembly Member/Member of Scottish Parliament	13 1%	11 1%	1 1%	9 1%	3 2%	1 1%	12 2%	* *	10 2%	1 1%	8 7%	5 1%	4 2%	9 1%	1 1%	12 1%	8 2%	5 1%	8 2%	5 1%	3 1%	8 1%	2 1%	15 1%	
No answer	215 20%	179 19%	36 39%	162 22%	20 15%	33 17%	49 9%	165 33%	66 12%	62 53%	- -	215 23%	31 12%	174 23%	26 18%	179 20%	68 14%	138 26%	59 13%	144 25%	20 8%	134 20%	52 40%	245 23%	
Don't know	12 1%	11 1%	1 1%	2 *	2 1%	8 4%	- *	12 2%	8 1%	1 1%	- -	12 1%	10 4%	1 *	10 7%	2 *	2 *	9 2%	3 1%	8 1%	- -	11 2%	1 1%	6 1%	
3 or more activities	390 37%	375 39%	15 16%	261 36%	54 41%	74 37%	311 57%	79 16%	271 49%	12 10%	106 95%	284 30%	125 48%	261 34%	57 39%	333 37%	252 50%	133 25%	229 51%	155 27%	142 57%	227 34%	21 16%	367 35%	
Average number of Mentions	2.86	2.93	1.96	2.89	2.88	2.75	3.45	1.98	3.23	2.14	5.66	2.42	3.31	2.70	2.99	2.85	3.33	2.34	3.37	2.40	3.48	2.68	2.30	2.80	

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 31

ACTIVISM

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Presented my views to a local councillor or MP	174 17%	95 19%	79 15%	4 3%	23 14%	31 15%	39 23%	38 25%	21 20%	17 17%	79 29%	44 14%	27 12%	24 9%	50 14%	71 19%	53 16%	22 8%	127 20%	11 18%	165 16%
Urged someone to get in touch with a local councillor or MP	128 12%	70 14%	58 11%	8 5%	18 10%	19 10%	36 21%	26 17%	13 12%	9 9%	59 22%	37 12%	19 9%	13 5%	48 14%	44 12%	35 11%	17 6%	92 14%	11 18%	123 12%
Taken an active part in a political campaign	34 3%	15 3%	19 4%	4 2%	3 2%	1 1%	12 7%	7 4%	3 3%	4 4%	21 8%	7 2%	2 1%	3 1%	15 4%	13 3%	6 2%	4 2%	27 4%	2 3%	33 3%
Been to any political meeting	46 4%	28 5%	18 3%	6 4%	5 3%	7 4%	9 5%	11 7%	6 5%	1 1%	22 8%	16 5%	5 2%	4 1%	18 5%	18 5%	11 3%	8 3%	33 5%	4 7%	48 5%
Boycotted certain products for political, ethical or environmental reasons	190 18%	97 19%	93 17%	16 11%	35 21%	46 23%	35 21%	32 21%	23 22%	2 2%	98 36%	54 18%	25 11%	14 6%	58 16%	76 20%	56 17%	38 14%	140 22%	9 14%	170 16%
Donated money or paid a membership fee to a political party	30 3%	18 4%	13 2%	2 1%	1 1%	3 2%	10 6%	5 3%	4 4%	5 5%	15 6%	6 2%	7 3%	3 1%	10 3%	11 3%	9 3%	2 1%	20 3%	4 7%	30 3%
Signed a petition	378 36%	190 37%	188 35%	42 27%	63 37%	82 41%	74 44%	58 37%	35 32%	25 25%	137 50%	122 40%	56 26%	64 25%	117 33%	140 38%	121 37%	72 28%	257 40%	25 41%	362 34%
Taken part in a demonstration, picket or march	32 3%	18 3%	15 3%	1 1%	8 4%	10 5%	8 5%	6 4%	1 1%	-	14 5%	10 3%	5 2%	4 2%	15 4%	10 3%	7 2%	7 3%	21 3%	2 4%	33 3%
None of these	537 51%	252 49%	285 53%	104 68%	86 51%	88 45%	73 44%	65 43%	51 47%	69 68%	80 29%	156 51%	134 62%	167 65%	195 55%	165 44%	177 55%	161 62%	284 45%	26 42%	560 53%
Done 3 or more activities	112 11%	60 12%	51 10%	6 4%	16 9%	23 12%	30 18%	20 13%	8 8%	9 9%	59 22%	29 9%	14 7%	10 4%	33 9%	38 10%	40 12%	17 6%	79 12%	7 12%	105 10%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 32

ACTIVISM

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total			
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conservative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland		
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051	
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051	
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051	
Presented my views to a local councillor or MP	174 17%	73 16%	23 21%	78 17%	60 16%	35 15%	53 30%	49 13%	36 13%	22 15%	79 29%	23 10%	48 17%	48 16%	48 24%	30 21%	20 20%	20 15%	21 23%	13 13%	9 12%	11 13%	14 12%	4 9%	10 19%	20 22%	165 16%	
Urged someone to get in touch with a local councillor or MP	128 12%	56 12%	16 15%	55 12%	41 11%	31 13%	46 25%	33 9%	28 10%	21 14%	55 20%	17 7%	41 14%	31 10%	39 19%	14 10%	8 8%	16 12%	14 15%	16 17%	4 5%	14 15%	16 13%	4 9%	8 14%	14 15%	123 12%	
Taken an active part in a political campaign	34 3%	15 3%	3 3%	15 3%	9 2%	3 1%	19 10%	8 2%	4 1%	7 5%	16 6%	2 1%	9 3%	8 3%	13 6%	7 5%	4 4%	5 3%	1 1%	2 2%	-	3 3%	5 4%	2 4%	1 2%	5 2%	5 5%	33 3%
Been to any political meeting	46 4%	21 4%	5 5%	20 4%	15 4%	6 3%	21 12%	16 4%	5 2%	11 7%	21 8%	4 2%	13 5%	16 5%	13 7%	11 8%	3 3%	4 3%	3 3%	4 5%	-	4 5%	7 6%	-	3 6%	6 6%	48 5%	
Boycotted certain products for political, ethical or environmental reasons	190 18%	96 21%	20 18%	74 16%	74 20%	33 14%	83 46%	32 9%	35 12%	35 23%	99 37%	10 4%	50 17%	62 20%	54 27%	25 17%	20 20%	23 17%	28 31%	17 18%	11 14%	15 17%	16 13%	7 16%	8 16%	19 21%	170 16%	
Donated money or paid a membership fee to a political party	30 3%	14 3%	3 3%	13 3%	8 2%	3 1%	11 6%	6 2%	7 2%	6 4%	12 5%	2 1%	9 3%	10 3%	9 4%	6 4%	6 6%	1 1%	4 4%	3 3%	-	4 4%	3 3%	-	-	3 4%	30 3%	
Signed a petition	378 36%	176 38%	47 43%	155 33%	156 42%	69 30%	97 54%	123 33%	97 34%	75 49%	131 49%	42 18%	123 43%	101 33%	97 49%	61 41%	44 44%	39 29%	40 44%	34 36%	21 27%	32 35%	37 30%	16 34%	21 41%	32 35%	362 34%	
Taken part in a demonstration, picket or march	32 3%	18 4%	7 6%	7 2%	15 4%	6 3%	18 10%	5 1%	5 2%	19 7%	1 1%	5 2%	12 4%	15 7%	15 7%	4 3%	6 6%	3 3%	3 3%	2 2%	-	5 4%	-	-	-	10 10%	33 3%	
None of these	537 51%	236 50%	47 43%	254 54%	169 46%	134 58%	47 26%	206 56%	154 54%	64 42%	82 31%	165 71%	129 45%	157 52%	69 35%	64 43%	47 47%	69 52%	32 35%	50 53%	53 68%	44 48%	73 60%	24 53%	27 52%	53 58%	560 53%	
Done 3 or more activities	112 11%	51 11%	15 14%	45 10%	41 11%	20 9%	48 27%	23 6%	20 7%	17 11%	60 23%	8 3%	31 11%	36 12%	32 16%	19 13%	13 13%	7 6%	12 13%	15 16%	5 7%	5 6%	11 9%	3 7%	8 14%	14 15%	105 10%	

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 33

ACTIVISM

Base : All respondents age 18+

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	1051	890 161	742 126 183	530 517	535 129	105 946	252 782	141 898	482 547	432 595	245 658 135	1051											
Weighted total	1051	959 92	721 133 198	547 502	559 117	112 939	263 769	148 891	504 526	452 575	250 661 130	1051											
Effective Base	824	721 130	586 110 133	437 386	419 100	89 735	188 630	94 729	393 416	351 455	200 502 115	1051											
Presented my views to a local councillor or MP	174 17%	167 7 17% 7%	111 30 32 15% 23% 16%	138 36 25% 7%	130 8 23% 7%	86 88 77% 9%	65 109 25% 14%	25 149 17% 17%	117 57 23% 11%	103 70 23% 12%	73 87 15 29% 13% 12%	165 16%											
Urged someone to get in touch with a local councillor or MP	128 12%	123 5 13% 5%	95 15 18 13% 11% 9%	99 29 18% 6%	90 5 16% 4%	81 46 73% 5%	50 78 19% 10%	15 113 10% 13%	89 38 18% 7%	82 45 18% 8%	50 71 8 20% 11% 6%	123 12%											
Taken an active part in a political campaign	34 3%	32 1 3% 2%	24 4 6 3% 3% 3%	29 5 5% 1%	29 1 5% 1%	26 7 24% 1%	16 18 6% 2%	10 24 6% 3%	28 6 5% 1%	23 11 5% 2%	18 13 3 7% 2% 2%	33 3%											
Been to any political meeting	46 4%	42 4 4% 4%	31 6 10 4% 4% 5%	42 4 8% 1%	35 1 6% 1%	28 18 25% 2%	21 25 8% 3%	9 37 6% 4%	41 5 8% 1%	35 11 8% 2%	25 18 4 10% 3% 3%	48 5%											
Boycotted certain products for political, ethical or environmental reasons	190 18%	183 7 19% 8%	127 27 36 18% 21% 18%	154 36 28% 7%	128 6 23% 5%	77 113 69% 12%	72 118 27% 15%	28 162 19% 18%	130 57 26% 11%	120 66 27% 11%	69 109 12 28% 16% 9%	170 16%											
Donated money or paid a membership fee to a political party	30 3%	30 1 3% 1%	23 5 2 3% 4% 1%	27 3 5% 1%	25 - 4% -	23 8 20% 1%	13 17 5% 2%	6 24 4% 3%	21 9 4% 2%	21 9 5% 2%	11 19 1 4% 3% 1%	30 3%											
Signed a petition	378 36%	366 12 38% 13%	260 47 72 36% 35% 36%	271 107 49% 21%	233 26 42% 22%	105 273 94% 29%	116 257 44% 33%	52 326 35% 37%	239 136 47% 26%	208 165 46% 29%	124 220 33 50% 33% 25%	362 34%											
Taken part in a demonstration, picket or march	32 3%	29 4 3% 4%	27 2 4 4% 1% 2%	29 4 5% 1%	24 2 4% 2%	26 7 23% 1%	12 20 5% 3%	5 28 3% 3%	27 6 5% 1%	20 12 4% 2%	15 17 1 6% 3% 1%	33 3%											
None of these	537 51%	466 71 49% 77%	372 68 97 52% 51% 49%	184 352 34% 70%	239 89 43% 76%	- 537 - 57%	99 425 38% 55%	74 451 50% 51%	187 336 37% 64%	173 349 38% 61%	78 361 89 31% 55% 68%	560 53%											
Done 3 or more activities	112 11%	108 4 11% 4%	78 15 19 11% 12% 9%	100 12 18% 2%	87 5 16% 4%	112 - 100% -	47 64 18% 8%	19 93 13% 10%	90 22 18% 4%	79 31 18% 5%	53 53 6 21% 8% 5%	105 10%											

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 34

Q.7 How interested would you say you are in politics?

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Very interested	124	80	44	17	17	17	30	12	19	12	62	38	13	12	32	59	33	30	75	9	119
	12%	16%	8%	11%	10%	9%	18%	8%	18%	12%	23%	12%	6%	5%	9%	16%	10%	12%	12%	15%	11%
Fairly interested	423	229	194	38	68	89	64	72	48	43	124	146	79	74	142	155	126	75	299	14	411
	40%	45%	36%	24%	41%	45%	38%	47%	45%	43%	46%	47%	37%	29%	40%	42%	39%	29%	47%	22%	39%
Not very interested	320	125	195	57	46	61	47	45	28	35	64	82	83	92	95	115	110	88	177	20	315
	30%	25%	36%	37%	28%	31%	28%	29%	26%	35%	24%	27%	38%	36%	27%	31%	34%	34%	28%	33%	30%
Not at all interested	181	75	106	42	36	30	27	24	12	10	22	41	42	77	82	44	56	67	83	18	202
	17%	15%	20%	28%	21%	15%	16%	16%	11%	10%	8%	13%	19%	30%	23%	12%	17%	26%	13%	30%	19%
Don't know	2	-	2	-	1	*	-	-	*	-	-	1	-	1	1	1	-	-	1	-	4
	*	-	*	-	1%	*	-	-	*	-	-	*	-	*	*	*	-	-	*	-	*
Interested	547	309	238	54	85	106	94	85	67	55	186	183	92	86	174	214	159	105	375	22	530
	52%	61%	44%	35%	51%	54%	56%	55%	62%	55%	68%	60%	43%	34%	49%	57%	49%	40%	59%	37%	50%
Not interested	502	201	301	99	82	92	74	69	41	46	86	123	124	168	177	159	166	155	260	39	517
	48%	39%	56%	65%	49%	46%	44%	45%	37%	45%	32%	40%	57%	66%	50%	42%	51%	60%	41%	63%	49%
Net interested	45	108	-63	-45	3	15	20	16	27	10	100	61	-32	-83	-3	55	-7	-50	115	-16	13
	4%	21%	-12%	-29%	2%	7%	12%	10%	25%	10%	37%	20%	-15%	-32%	-1%	15%	-2%	-19%	18%	-26%	1%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 35

Q.7 How interested would you say you are in politics?

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
Very interested	124	48	14	61	41	25	58	34	13	23	67	10	40	33	41	23	11	22	14	9	7	6	13	3	6	11	119
	12%	10%	13%	13%	11%	11%	32%	9%	5%	15%	25%	4%	14%	11%	21%	15%	11%	17%	15%	9%	9%	6%	11%	6%	12%	12%	11%
Fairly interested	423	205	43	176	154	74	91	149	109	58	138	73	138	136	88	70	42	53	32	38	30	29	48	23	17	42	411
	40%	44%	39%	37%	42%	32%	50%	40%	39%	38%	52%	31%	48%	45%	44%	48%	42%	39%	35%	40%	38%	32%	40%	49%	32%	45%	39%
Not very interested	320	131	31	159	100	80	24	113	108	49	44	88	82	92	52	46	34	37	32	33	26	32	31	6	17	26	315
	30%	28%	28%	33%	27%	34%	13%	30%	38%	32%	17%	38%	28%	30%	26%	31%	34%	27%	35%	35%	33%	35%	25%	13%	33%	28%	30%
Not at all interested	181	83	20	78	70	53	8	75	52	24	18	60	26	43	18	8	13	22	14	15	15	24	30	15	12	13	202
	17%	18%	19%	16%	19%	23%	4%	20%	18%	16%	7%	26%	9%	14%	9%	6%	13%	16%	15%	16%	20%	26%	25%	33%	23%	14%	19%
Don't know	2	*	1	*	1	*	-	*	-	1	-	*	*	1	-	-	-	1	-	-	-	1	-	-	-	*	4
	*	*	1%	*	*	*	-	*	-	*	-	*	*	*	-	-	-	1%	-	-	-	1%	-	-	-	1%	*
Interested	547	253	57	237	195	99	148	183	122	81	204	82	178	169	129	93	53	75	46	47	36	35	62	25	23	53	530
	52%	54%	52%	50%	53%	43%	82%	49%	43%	52%	77%	36%	62%	55%	65%	63%	53%	56%	50%	49%	47%	38%	50%	55%	44%	57%	50%
Not interested	502	214	51	237	170	133	32	188	161	73	62	148	108	135	70	54	47	58	46	48	42	56	60	21	29	39	517
	48%	46%	47%	50%	46%	57%	18%	51%	57%	47%	23%	64%	38%	44%	35%	37%	47%	44%	50%	51%	53%	61%	50%	45%	56%	42%	49%
Net interested	45	39	6	*	25	-34	116	-5	-39	8	142	-66	70	34	59	39	6	17	*	-2	-5	-22	1	4	-6	14	13
	4%	8%	5%	*	7%	-15%	65%	-1%	-14%	5%	53%	-29%	24%	11%	30%	26%	6%	12%	*	-2%	-7%	-24%	1%	9%	-12%	15%	1%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 36

Q.7 How interested would you say you are in politics?

Base : All respondents age 18+

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Very interested	124	118	6	90	12	22	124	-	102	6	42	82	39	82	20	104	95	28	90	33	64	50	8	119
	12%	12%	7%	12%	9%	11%	23%	-	18%	5%	38%	9%	15%	23%	13%	12%	19%	5%	20%	6%	26%	8%	6%	11%
Fairly interested	423	391	32	295	54	74	423	-	273	14	58	365	124	296	73	349	249	170	228	189	121	277	24	411
	40%	41%	35%	41%	41%	37%	77%	-	49%	12%	52%	39%	47%	39%	49%	39%	49%	32%	51%	33%	48%	42%	18%	39%
Not very interested	320	287	34	205	40	75	-	320	135	29	11	310	84	229	45	268	118	192	103	209	51	230	39	315
	30%	30%	36%	29%	30%	38%	-	64%	24%	25%	10%	33%	32%	30%	30%	30%	23%	37%	23%	36%	21%	35%	30%	30%
Not at all interested	181	163	19	128	26	27	-	181	47	68	1	181	16	161	11	168	41	134	29	144	13	103	60	202
	17%	17%	21%	18%	20%	14%	-	36%	8%	58%	1%	19%	6%	21%	7%	19%	8%	25%	6%	25%	5%	16%	46%	19%
Don't know	2	*	1	2	-	-	-	-	1	-	-	2	1	1	-	2	1	1	1	1	1	1	-	4
	*	*	2%	*	-	-	-	-	*	-	-	*	*	*	-	*	*	*	*	*	*	*	-	*
Interested	547	509	39	385	66	96	547	-	375	20	100	447	163	378	92	453	344	199	319	221	185	327	32	530
	52%	53%	42%	53%	50%	48%	100%	-	67%	17%	90%	48%	62%	49%	62%	51%	68%	38%	71%	38%	74%	49%	24%	50%
Not interested	502	449	53	333	67	102	-	502	183	97	12	490	100	390	56	436	160	326	132	353	64	333	98	517
	48%	47%	57%	46%	50%	52%	-	100%	33%	83%	10%	52%	38%	51%	38%	49%	32%	62%	29%	61%	26%	50%	76%	49%
Net interested	45	59	-14	52	*	-6	547	-502	192	-77	89	-43	63	-12	37	17	184	-127	186	-131	121	-6	-67	13
	4%	6%	-15%	7%	*	-3%	100%	-100%	34%	-66%	79%	-5%	24%	-2%	25%	2%	37%	-24%	41%	-23%	48%	-1%	-51%	1%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 37

Q.8 How much, if anything, do you feel you know about politics?

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-habiting	Divorced/ Separated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
A great deal	51	39	12	4	4	8	14	8	9	4	27	17	4	3	9	25	16	9	38	2	53
	5%	8%	2%	3%	2%	4%	9%	5%	8%	4%	10%	6%	2%	1%	3%	7%	5%	3%	6%	3%	5%
A fair amount	456	272	184	45	65	96	74	75	56	45	148	130	93	86	141	182	133	89	300	29	440
	43%	53%	34%	29%	39%	48%	44%	49%	52%	45%	54%	42%	43%	34%	40%	49%	41%	34%	47%	48%	42%
Not very much	443	165	278	82	74	74	68	58	40	47	88	134	106	115	153	139	151	127	250	21	440
	42%	32%	51%	54%	44%	37%	41%	38%	37%	47%	32%	44%	49%	45%	43%	37%	46%	49%	39%	35%	42%
Nothing at all	95	31	63	22	23	19	10	13	4	5	8	21	14	51	47	23	25	32	45	9	112
	9%	6%	12%	14%	14%	9%	6%	8%	3%	5%	3%	7%	7%	20%	13%	6%	8%	12%	7%	14%	11%
Don't know	6	2	4	-	3	1	2	-	-	-	1	5	-	-	2	4	-	2	4	-	6
	1%	*	1%	-	2%	1%	1%	-	-	-	*	2%	-	-	1%	1%	-	1%	1%	-	1%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 38

Q.8 How much, if anything, do you feel you know about politics?

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
A great deal	51	28	1	22	13	12	25	12	7	9	27	4	26	9	10	12	6	12	1	3	3	2	4	-	4	4	53
	5%	6%	1%	5%	4%	5%	14%	3%	2%	6%	10%	2%	9%	3%	5%	8%	6%	9%	2%	4%	4%	3%	3%	-	8%	4%	5%
A fair amount	456	208	50	197	156	79	110	141	109	70	158	71	143	136	107	78	47	57	46	35	35	29	50	20	17	42	440
	43%	45%	46%	42%	43%	34%	61%	38%	38%	45%	59%	31%	50%	45%	54%	53%	47%	43%	50%	37%	45%	32%	41%	43%	31%	45%	42%
Not very much	443	189	46	209	151	109	36	177	138	61	70	119	107	131	71	51	39	49	40	51	34	45	50	19	27	40	440
	42%	40%	42%	44%	41%	47%	20%	48%	49%	40%	26%	52%	37%	43%	36%	34%	39%	36%	43%	54%	44%	49%	41%	40%	50%	43%	42%
Nothing at all	95	40	9	45	44	28	6	36	28	13	9	37	9	29	8	6	9	12	5	5	6	15	19	8	5	112	
	9%	9%	9%	9%	12%	12%	3%	10%	10%	8%	3%	16%	3%	9%	4%	4%	9%	9%	5%	5%	7%	16%	15%	17%	10%	6%	11%
Don't know	6	2	3	1	1	5	3	5	1	2	3	*	2	-	3	-	-	4	-	-	-	*	-	-	-	1	6
	1%	*	3%	*	*	2%	1%	2%	*	1%	1%	*	1%	-	2%	-	-	3%	-	-	*	-	-	-	-	2%	1%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 39

Q.8 How much, if anything, do you feel you know about politics?

Base : All respondents age 18+

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important		
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
A great deal	51 5%	47 5%	4 5%	41 6%	1 1%	9 5%	47 9%	4 1%	40 7%	4 3%	16 14%	35 4%	17 6%	34 4%	11 7%	41 5%	42 8%	9 2%	37 8%	14 2%	29 12%	19 3%	3 3%	53 5%
A fair amount	456 43%	423 44%	33 36%	311 43%	61 46%	84 43%	359 66%	97 19%	296 53%	27 23%	78 69%	378 40%	134 51%	317 41%	74 50%	380 43%	250 50%	201 38%	237 52%	215 37%	139 55%	268 41%	46 36%	440 42%
Not very much	443 42%	403 42%	41 44%	295 41%	56 42%	93 47%	136 25%	307 61%	194 35%	49 42%	18 16%	425 45%	108 41%	328 43%	57 39%	378 42%	190 38%	243 46%	161 36%	268 47%	73 29%	314 47%	54 42%	440 42%
Nothing at all	95 9%	82 9%	13 14%	68 9%	16 12%	11 5%	2 *	92 18%	23 4%	38 32%	* *	94 10%	3 1%	86 11%	6 4%	86 10%	19 4%	72 14%	15 3%	77 13%	8 3%	57 9%	25 19%	112 11%
Don't know	6 1%	4 *	2 2%	6 1%	- -	- -	3 *	3 1%	6 1%	- -	- -	6 1%	1 *	5 1%	- -	6 1%	4 1%	1 *	3 1%	2 *	2 1%	3 *	2 1%	6 1%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 40

Q.9 To what extent do you agree or disagree with the following statement: When people like me get involved in politics, they really can change the way that the UK is run?

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Strongly agree	35 3%	17 3%	18 3%	7 4%	3 1%	11 6%	6 4%	4 2%	3 2%	2 2%	11 4%	6 2%	4 2%	15 6%	11 3%	17 5%	7 2%	9 3%	24 4%	1 2%	40 4%
Tend to agree	298 28%	143 28%	155 29%	42 27%	55 33%	49 24%	46 27%	39 26%	30 28%	36 36%	99 36%	86 28%	59 27%	54 21%	96 27%	111 30%	91 28%	71 27%	180 28%	16 26%	298 28%
Neither agree nor disagree	231 22%	105 21%	126 23%	41 27%	37 22%	47 24%	33 20%	33 22%	25 23%	15 15%	54 20%	72 23%	51 24%	55 21%	68 19%	87 23%	76 24%	73 28%	123 19%	20 32%	226 22%
Tend to disagree	334 32%	178 35%	156 29%	45 29%	47 28%	59 30%	64 38%	57 37%	32 30%	30 30%	82 30%	103 34%	71 33%	78 31%	118 33%	115 31%	100 31%	70 27%	220 35%	14 23%	319 30%
Strongly disagree	134 13%	62 12%	72 13%	13 9%	23 14%	30 15%	16 10%	19 12%	16 15%	16 16%	26 10%	38 12%	28 13%	42 16%	51 15%	37 10%	45 14%	29 11%	82 13%	9 15%	141 13%
Don't know	20 2%	5 1%	15 3%	5 3%	3 2%	2 1%	3 2%	1 1%	3 2%	2 2%	* *	2 1%	5 2%	11 4%	9 3%	5 1%	5 2%	8 3%	7 1%	* 1%	27 3%
Agree	333 32%	160 31%	173 32%	49 32%	58 34%	60 30%	52 31%	43 28%	33 30%	38 38%	110 40%	91 30%	62 29%	69 27%	106 30%	128 34%	98 30%	79 31%	204 32%	17 29%	338 32%
Disagree	467 44%	240 47%	228 42%	58 38%	70 42%	89 45%	80 47%	76 49%	48 45%	46 45%	108 40%	142 46%	98 45%	120 47%	169 48%	153 41%	145 45%	99 38%	302 48%	24 39%	460 44%
Net agree	-135 -13%	-80 -16%	-55 -10%	-9 -6%	-13 -8%	-30 -15%	-28 -16%	-32 -21%	-16 -14%	-8 -8%	2 1%	-50 -16%	-36 -17%	-51 -20%	-63 -18%	-25 -7%	-47 -15%	-20 -8%	-99 -15%	-6 -10%	-122 -12%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 41

Q.9 To what extent do you agree or disagree with the following statement: When people like me get involved in politics, they really can change the way that the UK is run?

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
Strongly agree	35 3%	11 2%	7 7%	16 3%	21 6%	2 1%	6 3%	16 4%	9 3%	6 4%	13 5%	5 2%	10 3%	11 4%	9 5%	5 3%	1 1%	9 7%	4 4%	3 4%	- 4%	4 4%	1 1%	3 6%	3 5%	3 3%	40 4%
Tend to agree	298 28%	129 28%	31 28%	137 29%	105 29%	68 29%	76 42%	99 27%	81 29%	44 29%	93 35%	53 23%	81 28%	105 34%	60 30%	44 30%	33 33%	41 31%	25 27%	20 21%	25 32%	23 25%	29 24%	12 26%	14 27%	32 34%	298 28%
Neither agree nor disagree	231 22%	92 20%	20 19%	119 25%	76 21%	56 24%	33 18%	75 20%	67 24%	35 22%	50 19%	56 24%	64 22%	64 21%	38 19%	40 27%	19 19%	31 23%	17 18%	25 27%	19 24%	13 15%	28 23%	12 27%	14 26%	14 15%	226 22%
Tend to disagree	334 32%	170 36%	35 32%	129 27%	115 31%	78 34%	54 30%	117 32%	90 32%	50 33%	84 31%	68 29%	89 31%	98 32%	70 35%	42 28%	36 36%	38 28%	36 38%	26 27%	21 28%	37 40%	42 34%	11 23%	17 33%	29 31%	319 30%
Strongly disagree	134 13%	56 12%	14 13%	64 13%	45 12%	20 9%	10 6%	57 15%	27 10%	18 12%	25 10%	41 18%	42 15%	20 7%	20 10%	15 10%	12 12%	13 10%	9 10%	18 19%	11 15%	13 14%	20 17%	8 17%	4 7%	10 11%	141 13%
Don't know	20 2%	9 2%	2 2%	9 2%	5 1%	8 4%	1 *	6 2%	9 3%	1 1%	1 *	8 3%	- -	7 2%	2 1%	1 1%	1 1%	2 2%	2 2%	2 2%	1 2%	2 2%	3 3%	- -	1 1%	4 5%	27 3%
Agree	333 32%	141 30%	38 35%	154 32%	126 34%	70 30%	82 46%	116 31%	90 32%	50 32%	106 40%	58 25%	91 32%	116 38%	69 35%	49 33%	33 33%	50 37%	29 32%	23 24%	25 32%	27 29%	29 24%	15 33%	17 32%	35 38%	338 32%
Disagree	467 44%	226 48%	49 45%	192 41%	159 43%	98 42%	65 36%	174 47%	117 41%	69 45%	109 41%	108 47%	131 46%	118 39%	90 45%	57 39%	47 47%	51 38%	45 48%	44 47%	33 42%	49 54%	62 51%	19 41%	21 40%	39 42%	460 44%
Net agree	-135 -13%	-86 -18%	-10 -10%	-38 -8%	-34 -9%	-28 -12%	17 10%	-58 -16%	-27 -10%	-19 -12%	-3 -1%	-50 -22%	-40 -14%	-2 -1%	-20 -10%	-8 -5%	-14 -14%	-1 -1%	-15 -17%	-21 -22%	-8 -10%	-22 -24%	-33 -27%	-4 -8%	-4 -8%	-4 -5%	-122 -12%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 42

Q.9 To what extent do you agree or disagree with the following statement: When people like me get involved in politics, they really can change the way that the UK is run?

Base : All respondents age 18+

	Ethnicity			Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Strongly agree	35 3%	27 3%	8 8%	28 4%	2 2%	4 2%	28 5%	6 1%	26 5%	1 1%	9 8%	26 3%	20 8%	15 2%	10 6%	25 3%	28 6%	6 1%	29 6%	6 1%	24 9%	9 1%	- -	40 4%
Tend to agree	298 28%	268 28%	30 33%	211 29%	27 21%	59 30%	204 37%	94 19%	195 35%	12 11%	48 43%	250 27%	103 39%	191 25%	74 50%	223 25%	165 33%	129 25%	153 34%	138 24%	98 39%	186 28%	14 11%	298 28%
Neither agree nor disagree	231 22%	210 22%	21 23%	150 21%	34 25%	48 24%	100 18%	131 26%	85 15%	32 27%	20 18%	211 22%	63 24%	161 21%	38 25%	187 21%	91 18%	133 25%	76 17%	147 26%	31 13%	175 26%	23 18%	226 22%
Tend to disagree	334 32%	315 33%	18 20%	237 33%	40 30%	57 29%	172 31%	162 32%	183 33%	35 30%	24 22%	309 33%	67 25%	262 34%	24 16%	308 35%	167 33%	162 31%	152 34%	178 31%	73 29%	212 32%	47 36%	319 30%
Strongly disagree	134 13%	123 13%	10 11%	82 11%	26 20%	25 13%	38 7%	95 19%	62 11%	30 26%	9 8%	124 13%	8 3%	125 16%	2 1%	131 15%	50 10%	78 15%	39 9%	89 15%	24 10%	67 10%	41 32%	141 13%
Don't know	20 2%	15 2%	5 5%	13 2%	3 2%	3 2%	5 1%	14 3%	7 1%	7 6%	1 1%	19 2%	2 1%	16 2%	1 1%	17 2%	3 1%	17 3%	3 1%	17 3%	* *	12 2%	4 3%	27 3%
Agree	333 32%	295 31%	38 41%	239 33%	30 22%	64 32%	232 42%	100 20%	221 40%	13 11%	57 51%	276 29%	123 47%	206 27%	84 57%	249 28%	194 38%	135 26%	182 40%	145 25%	121 48%	195 30%	14 11%	338 32%
Disagree	467 44%	439 46%	29 31%	319 44%	66 50%	82 42%	210 38%	257 51%	246 44%	65 55%	34 30%	434 46%	75 28%	387 50%	26 17%	439 49%	217 43%	240 46%	191 42%	267 46%	97 39%	280 42%	89 68%	460 44%
Net agree	-135 -13%	-144 -15%	9 10%	-80 -11%	-36 -27%	-19 -9%	22 4%	-157 -31%	-25 -4%	-52 -44%	23 21%	-158 -17%	48 18%	-181 -24%	58 39%	-190 -21%	-23 -5%	-105 -20%	-9 -2%	-122 -21%	24 10%	-85 -13%	-74 -57%	-122 -12%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 43

Q.10 Which of these statements best describes your opinion on the present system of governing Britain?

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Works extremely well and could not be improved	25 2%	9 2%	16 3%	* *	7 4%	4 2%	2 1%	4 3%	5 4%	4 4%	2 1%	9 3%	2 1%	12 5%	5 1%	12 3%	8 2%	4 2%	16 3%	2 4%	30 3%
Could be improved in small ways but mainly works well	326 31%	164 32%	162 30%	45 29%	50 30%	65 33%	53 32%	45 29%	29 27%	39 39%	95 35%	103 33%	58 27%	70 28%	103 29%	122 33%	102 31%	77 30%	195 31%	19 31%	319 30%
Could be improved quite a lot	420 40%	192 38%	227 42%	75 49%	68 40%	83 42%	60 36%	53 35%	50 46%	31 31%	115 42%	119 39%	85 39%	100 39%	156 44%	144 39%	119 37%	118 45%	249 39%	23 37%	416 40%
Needs a great deal of improvement	253 24%	139 27%	114 21%	24 15%	36 22%	46 23%	50 30%	49 32%	24 22%	25 24%	55 20%	72 23%	64 29%	63 25%	80 23%	83 22%	90 28%	46 18%	169 27%	15 25%	256 24%
Don't know	27 3%	4 1%	23 4%	9 6%	7 4%	1 1%	4 2%	2 1%	1 1%	2 2%	5 2%	5 2%	7 3%	10 4%	9 3%	12 3%	6 2%	14 6%	8 1%	2 3%	30 3%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 44

Q.10 Which of these statements best describes your opinion on the present system of governing Britain?

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total			
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland		
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051	
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051	
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051	
Works extremely well and could not be improved	25 2%	14 3%	1 1%	11 2%	6 2%	3 1%	3 2%	9 3%	3 1%	2 1%	4 1%	12 5%	2 1%	10 3%	4 2%	6 4%	3 3%	4 3%	2 2%	2 2%	1 1%	-	3 3%	-	2 5%	2 2%	30 3%	
Could be improved in small ways but mainly works well	326 31%	136 29%	34 31%	157 33%	119 32%	69 30%	71 40%	94 25%	86 30%	42 28%	104 39%	62 27%	79 27%	121 40%	64 32%	59 40%	33 33%	44 33%	19 21%	21 23%	34 44%	26 29%	34 28%	14 30%	13 25%	28 31%	319 30%	
Could be improved quite a lot	420 40%	185 40%	49 45%	185 39%	141 39%	98 42%	70 39%	154 42%	112 40%	77 50%	107 40%	81 35%	104 36%	132 43%	67 34%	55 37%	42 42%	50 37%	40 43%	40 43%	17 22%	45 49%	56 46%	16 35%	20 37%	39 42%	416 40%	
Needs a great deal of improvement	253 24%	120 26%	25 23%	108 23%	90 25%	55 24%	32 18%	106 29%	73 26%	28 18%	49 19%	70 30%	98 34%	37 12%	61 30%	26 18%	21 21%	32 24%	25 27%	31 33%	98 27%	21 21%	19 20%	25 30%	14 33%	17 24%	22 24%	256 24%
Don't know	27 3%	13 3%	* *	14 3%	9 3%	8 3%	3 1%	7 2%	9 3%	5 4%	2 1%	7 3%	4 1%	5 2%	4 2%	1 1%	1 1%	4 3%	6 7%	* *	5 6%	1 1%	4 4%	2 5%	-	1 1%	30 3%	

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 45

Q.10 Which of these statements best describes your opinion on the present system of governing Britain?

Base : All respondents age 18+

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	1051	890 161	742 126 183			530 517		535 129		105 946		252 782		141 898		482 547		432 595		245 658 135	1051		
Weighted total	1051	959 92	721 133 198			547 502		559 117		112 939		263 769		148 891		504 526		452 575		250 661 130	1051		
Effective Base	824	721 130	586 110 133			437 386		419 100		89 735		188 630		94 729		393 416		351 455		200 502 115	1051		
Works extremely well and could not be improved	25 2%	20 5 2% 5%	17 2 7 2% 2% 3%			10 15 2% 3%		15 5 3% 5%		- 25 - 3%		5 20 2% 3%		4 21 3% 2%		9 16 2% 3%		8 16 2% 3%		8 14 3 3% 2% 2%	30 3%		
Could be improved in small ways but mainly works well	326 31%	292 35 30% 38%	228 39 60 32% 29% 30%			197 128 36% 26%		185 18 33% 15%		44 283 39% 30%		113 206 43% 27%		77 242 52% 27%		151 170 30% 32%		143 178 32% 31%		87 220 19 35% 33% 15%	319 30%		
Could be improved quite a lot	420 40%	386 33 40% 36%	294 55 70 41% 42% 36%			216 204 39% 41%		192 52 34% 44%		41 379 37% 40%		104 309 39% 40%		51 367 34% 41%		197 214 39% 41%		178 234 39% 41%		83 284 47 33% 43% 36%	416 40%		
Needs a great deal of improvement	253 24%	240 13 25% 14%	162 35 55 23% 27% 28%			122 130 22% 26%		157 32 28% 27%		27 226 24% 24%		40 212 15% 28%		16 236 11% 26%		139 109 28% 21%		120 126 27% 22%		67 131 53 27% 20% 41%	256 24%		
Don't know	27 3%	20 7 2% 7%	20 2 6 3% 1% 3%			2 24 * 5%		10 10 2% 8%		* 27 * 3%		2 22 1% 3%		1 25 * 3%		9 16 2% 3%		3 21 1% 4%		5 11 8 2% 2% 6%	30 3%		

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 46

Q.11 How much influence, if any, do you feel you have over decision making in

- your local area?

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
A great deal of influence	7 1%	3	4	2	-	-	1	2	2	1	4	-	-	3	3	3	1	3	4	-	8
Some influence	256 24%	113	143	24	44	51	52	40	21	26	94	69	49	44	65	107	85	47	177	12	244
Not very much influence	434 41%	227	207	62	60	91	63	65	52	41	105	144	82	103	142	156	135	107	268	23	438
No influence at all	335 32%	161	175	59	63	55	49	45	34	30	66	88	80	101	133	105	97	94	185	23	344
Don't know	18 2%	6	12	7	1	1	4	2	*	3	4	6	5	4	10	2	6	10	1	3	17
Influence	263 25%	116 23%	147 27%	25 17%	44 26%	51 26%	53 31%	42 27%	22 21%	26 26%	97 36%	69 22%	49 23%	48 19%	67 19%	110 29%	86 27%	50 19%	181 29%	12 20%	252 24%
No Influence	769 73%	388 76%	382 71%	121 79%	123 73%	147 74%	112 67%	110 72%	86 79%	71 71%	171 63%	232 76%	162 75%	204 80%	275 78%	261 70%	233 72%	200 77%	454 71%	45 74%	782 74%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 47

Q.11 How much influence, if any, do you feel you have over decision making in

- your local area?

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
A great deal of influence	7 1%	1 *	-	6 1%	-	2 1%	2 1%	4 1%	3 1%	3 2%	1 *	1 *	1 *	3 1%	1 1%	1 1%	-	1 1%	2 2%	-	-	2 2%	-	-	1 2%	1 1%	8 1%
Some influence	256 24%	113 24%	40 36%	103 22%	109 30%	42 18%	54 30%	78 21%	67 24%	35 23%	95 35%	41 18%	67 23%	100 33%	47 24%	50 34%	25 25%	39 29%	18 19%	30 31%	21 27%	25 27%	20 16%	6 13%	9 17%	14 15%	244 23%
Not very much influence	434 41%	200 43%	40 36%	194 41%	130 36%	106 45%	91 50%	150 41%	116 41%	61 40%	115 43%	93 40%	125 44%	123 40%	92 46%	60 41%	47 47%	54 41%	42 45%	42 45%	28 36%	32 35%	49 40%	19 40%	18 34%	42 45%	438 42%
No influence at all	335 32%	145 31%	29 26%	162 34%	124 34%	75 32%	31 17%	131 35%	89 32%	54 35%	53 20%	90 39%	94 33%	71 23%	57 29%	36 25%	27 27%	38 28%	31 34%	21 22%	25 32%	32 35%	46 38%	22 47%	24 46%	33 35%	344 33%
Don't know	18 2%	8 2%	1 1%	9 2%	3 1%	8 3%	2 1%	7 2%	8 3%	1 1%	3 1%	6 2%	- -	8 3%	2 1%	- -	- -	2 2%	- -	1 1%	4 5%	- -	7 5%	- -	1 2%	3 4%	17 2%
Influence	263 25%	114 24%	40 36%	109 23%	109 30%	44 19%	56 31%	82 22%	69 24%	38 24%	95 36%	42 18%	67 23%	103 34%	49 24%	51 35%	25 25%	39 29%	20 21%	30 31%	21 27%	27 30%	20 16%	6 13%	10 19%	14 16%	252 24%
No Influence	769 73%	345 74%	68 63%	356 75%	254 69%	181 78%	122 68%	282 76%	205 73%	116 75%	168 63%	183 79%	220 77%	193 63%	149 75%	96 65%	75 75%	92 69%	73 79%	64 67%	53 68%	64 70%	96 78%	40 87%	42 80%	75 81%	782 74%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 48

Q.11 How much influence, if any, do you feel you have over decision making in

- your local area?

Base : All respondents age 18+

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
A great deal of influence	7 1%	7 1%	-	6 1%	-	1 *	6 1%	1 *	4 1%	1 1%	1 1%	6 1%	7 3%	-	2 1%	4 *	5 1%	2 *	4 1%	3 1%	4 1%	2 *	1 1%	8 1%
Some influence	256 24%	230 24%	26 28%	174 24%	33 25%	50 25%	157 29%	99 20%	151 27%	11 10%	46 41%	210 22%	256 97%	-	105 71%	150 17%	166 33%	88 17%	151 33%	105 18%	80 32%	160 24%	16 13%	244 23%
Not very much influence	434 41%	397 41%	37 40%	305 42%	52 39%	77 39%	258 47%	176 35%	238 43%	39 33%	49 44%	385 41%	-	434 56%	28 19%	406 46%	186 37%	242 46%	173 38%	252 44%	101 41%	288 44%	39 30%	438 42%
No influence at all	335 32%	311 32%	24 26%	222 31%	47 35%	67 34%	120 22%	214 43%	161 29%	61 52%	16 14%	320 34%	-	335 44%	10 7%	326 37%	145 29%	182 35%	123 27%	203 35%	58 23%	203 31%	72 56%	344 33%
Don't know	18 2%	13 1%	5 6%	14 2%	1 1%	3 2%	7 1%	12 2%	5 1%	5 5%	-	18 2%	-	-	4 3%	5 1%	2 *	12 2%	2 *	12 2%	7 3%	8 1%	1 1%	17 2%
Influence	263 25%	237 25%	26 28%	180 25%	33 25%	50 26%	163 30%	100 20%	154 28%	13 11%	47 43%	216 23%	263 100%	-	107 72%	155 17%	172 34%	90 17%	154 34%	109 19%	84 33%	162 25%	17 13%	252 24%
No Influence	769 73%	708 74%	61 66%	527 73%	99 74%	144 73%	378 69%	390 78%	399 71%	99 85%	64 57%	705 75%	-	769 100%	38 25%	732 82%	331 66%	424 81%	296 65%	455 79%	159 64%	490 74%	112 86%	782 74%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 49

Q.12 How much influence, if any, do you feel you have over decision making in

- Britain as a whole?

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
A great deal of influence	3	2	1	1	1	-	*	1	-	-	2	1	-	*	1	2	-	-	3	-	4
	*	*	*	1%	1%	-	*	1%	-	-	1%	*	-	*	*	1%	-	-	1%	-	*
Some influence	145	60	85	13	26	28	20	18	16	23	57	35	27	26	32	59	54	30	88	5	137
	14%	12%	16%	8%	15%	14%	12%	12%	15%	23%	21%	11%	13%	10%	9%	16%	17%	11%	14%	7%	13%
Not very much influence	458	233	225	61	68	94	86	71	44	35	127	146	76	109	153	167	138	110	289	28	447
	44%	46%	42%	39%	41%	47%	51%	46%	41%	34%	47%	47%	35%	43%	43%	45%	43%	42%	45%	46%	43%
No influence at all	433	210	223	73	72	76	60	62	47	43	86	121	110	115	163	141	129	111	255	26	451
	41%	41%	41%	47%	43%	38%	35%	40%	44%	43%	32%	40%	51%	45%	46%	38%	40%	43%	40%	43%	43%
Don't know	12	5	7	7	*	1	2	2	*	-	-	4	3	5	4	4	4	9	1	2	12
	1%	1%	1%	4%	*	*	1%	1%	*	-	-	1%	1%	2%	1%	1%	1%	3%	*	4%	1%
Influence	148	62	86	14	27	28	21	19	16	23	58	36	27	27	33	62	54	30	92	5	141
	14%	12%	16%	9%	16%	14%	12%	13%	15%	23%	21%	12%	13%	10%	9%	17%	17%	11%	14%	7%	13%
No Influence	891	443	448	133	141	170	145	133	92	78	214	267	186	224	316	308	267	221	544	54	898
	85%	87%	83%	87%	84%	85%	86%	86%	85%	77%	79%	87%	86%	88%	90%	82%	82%	85%	85%	89%	85%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 50

Q.12 How much influence, if any, do you feel you have over decision making in

- Britain as a whole?

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humber	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
A great deal of influence	3	2	-	2	2	-	3	*	-	*	2	1	1	1	1	2	-	-	-	-	-	1	-	-	-	-	4
	*	*	-	*	*	-	2%	*	-	*	1%	*	*	*	*	2%	-	-	-	-	-	1%	-	-	-	-	*
Some influence	145	63	17	65	49	28	25	49	45	16	43	29	36	65	17	27	22	23	9	13	14	10	11	2	5	9	137
	14%	13%	16%	14%	13%	12%	14%	13%	16%	10%	16%	13%	13%	21%	8%	18%	22%	17%	10%	14%	17%	10%	9%	5%	9%	9%	13%
Not very much influence	458	211	51	196	160	102	106	151	116	74	143	70	120	140	107	70	37	58	38	45	35	35	53	22	22	43	447
	44%	45%	47%	41%	44%	44%	59%	41%	41%	48%	54%	30%	42%	46%	54%	48%	37%	43%	41%	48%	45%	38%	43%	48%	41%	47%	43%
No influence at all	433	187	40	206	153	95	45	167	117	64	78	124	129	95	72	46	41	51	44	36	26	46	56	22	25	39	451
	41%	40%	37%	43%	42%	41%	25%	45%	41%	41%	29%	54%	45%	31%	36%	31%	41%	38%	48%	38%	34%	51%	46%	47%	48%	42%	43%
Don't know	12	6	1	5	3	7	1	3	5	-	1	6	-	4	3	1	-	2	1	-	3	-	2	-	1	2	12
	1%	1%	*	1%	1%	3%	*	1%	2%	-	*	3%	-	1%	1%	1%	-	1%	1%	-	4%	-	2%	-	2%	2%	1%
Influence	148	64	17	67	51	28	28	50	45	16	45	30	37	66	17	30	22	23	9	13	14	10	11	2	5	9	141
	14%	14%	16%	14%	14%	12%	16%	13%	16%	11%	17%	13%	13%	22%	9%	20%	22%	17%	10%	14%	17%	11%	9%	5%	9%	9%	13%
No Influence	891	398	92	402	313	197	151	318	233	138	221	195	250	235	179	117	78	109	83	82	61	81	109	44	47	82	898
	85%	85%	84%	85%	85%	85%	84%	86%	82%	89%	83%	84%	87%	77%	90%	79%	78%	81%	89%	86%	79%	89%	89%	95%	89%	89%	85%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 51

Q.12 How much influence, if any, do you feel you have over decision making in

- Britain as a whole?

Base : All respondents age 18+

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
A great deal of influence	3	3	*	2	-	1	2	1	2	-	1	2	2	1	3	-	2	1	1	2	1	2	-	4
	*	*	*	*	-	*	*	*	*	-	1%	*	1%	*	2%	-	*	*	*	*	*	*	-	*
Some influence	145	129	16	88	18	39	90	55	92	5	18	127	104	37	145	-	75	70	80	65	46	95	4	137
	14%	13%	17%	12%	14%	20%	16%	11%	16%	4%	16%	13%	40%	5%	98%	-	15%	13%	18%	11%	18%	14%	3%	13%
Not very much influence	458	420	38	336	47	75	290	167	254	37	56	401	119	338	-	458	237	214	218	232	117	301	37	447
	44%	44%	41%	47%	35%	38%	53%	33%	46%	31%	50%	43%	45%	44%	-	51%	47%	41%	48%	40%	47%	46%	28%	43%
No influence at all	433	399	34	284	68	82	163	269	210	70	36	397	36	394	-	433	190	234	152	269	83	257	87	451
	41%	42%	37%	39%	51%	41%	30%	54%	38%	60%	32%	42%	14%	51%	-	49%	38%	45%	34%	47%	33%	39%	67%	43%
Don't know	12	8	4	10	-	2	2	10	1	5	-	12	2	-	-	-	1	7	1	7	3	6	2	12
	1%	1%	4%	1%	-	1%	*	2%	*	5%	-	1%	1%	-	-	*	1%	*	1%	1%	1%	1%	1%	1%
Influence	148	132	16	91	18	39	92	56	93	5	19	129	107	38	148	-	77	71	81	67	47	97	4	141
	14%	14%	18%	13%	14%	20%	17%	11%	17%	4%	17%	14%	40%	5%	100%	-	15%	13%	18%	12%	19%	15%	3%	13%
No Influence	891	819	72	619	115	157	453	436	464	107	93	798	155	732	-	891	427	448	370	501	200	558	124	898
	85%	85%	78%	86%	86%	79%	83%	87%	83%	91%	83%	85%	59%	95%	-	100%	85%	85%	82%	87%	80%	84%	96%	85%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 52

Q.12 How much influence, if any, do you feel you have over decision making in

- Britain as a whole?

Base : All respondents age 18+

		Q.11 your local area?						
	Total	A great deal of influence	Some influence	Not very much influence	No influence at all	Don't know	Influence	No Influence
Unweighted total	1051	8	244	438	344	17	252	782
Weighted total	1051	7	256	434	335	18	263	769
Effective Base	824	8	182	355	275	10	188	630
A great deal of influence	3 *	1 13%	2 1%	1 *	-	-	2 1%	1 *
Some influence	145 14%	1 10%	103 40%	27 6%	10 3%	4 21%	104 40%	37 5%
Not very much influence	458 44%	4 51%	115 45%	306 70%	32 10%	1 7%	119 45%	338 44%
No influence at all	433 41%	1 10%	35 14%	100 23%	294 88%	3 18%	36 14%	394 51%
Don't know	12 1%	1 16%	1 *	-	-	10 54%	2 1%	-
Influence	148 14%	2 23%	105 41%	28 6%	10 3%	4 21%	107 40%	38 5%
No Influence	891 85%	4 61%	150 59%	406 94%	326 97%	5 25%	155 59%	732 95%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 53

Q.11/Q.12 How much influence, if any, do you feel you have over decision making in

- Summary Table

Base : All respondents age 18+

	your local area?	Britain as a whole?
Unweighted total	1051	1051
Weighted total	1051	1051
Effective Base	824	824
A great deal of influence	7 1%	3 *
Some influence	256 24%	145 14%
Not very much influence	434 41%	458 44%
No influence at all	335 32%	433 41%
Don't know	18 2%	12 1%
Influence	263 25%	148 14%
No Influence	769 73%	891 85%

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Table 54

Q.13 You said that you feel you do not have any or much influence over decision making.Why do you feel that you do not have any or much influence over decision making? PROBE And what other reasons?

Base : All respondents age 18+ who feel they do not have influence in their local area or Britain as a whole

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	938	451	487	124	144	177	147	147	123	76	186	279	180	293	329	322	287	236	556	71	938
Weighted total	929	461	467	139	148	178	150	138	97	81	226	279	193	230	323	325	281	229	571	56	938
Effective Base	761	365	397	96	118	143	127	124	108	58	162	235	153	220	271	259	232	175	472	59	938
Nobody listens to what I have to say	268 29%	127 28%	140 30%	35 26%	36 24%	44 25%	50 33%	42 31%	36 37%	24 30%	42 18%	77 27%	69 36%	81 35%	90 28%	93 29%	84 30%	49 21%	175 31%	16 28%	282 30%
My opinion isn't important	131 14%	64 14%	68 15%	25 18%	20 13%	33 18%	12 8%	14 10%	15 16%	12 15%	29 13%	40 14%	22 11%	41 18%	39 12%	47 14%	45 16%	43 19%	66 12%	8 15%	138 15%
Politicians are just out for themselves	157 17%	87 19%	69 15%	15 11%	26 17%	26 15%	32 21%	32 23%	19 20%	6 8%	34 15%	50 18%	30 15%	43 19%	56 17%	59 18%	42 15%	36 16%	106 19%	9 16%	160 17%
The system doesn't allow for me to have an influence	179 19%	98 21%	80 17%	27 19%	23 16%	34 19%	32 21%	28 20%	14 14%	21 25%	47 21%	61 22%	41 21%	29 13%	47 14%	66 20%	66 24%	34 15%	117 20%	10 17%	170 18%
Decisions are made without talking to the people	186 20%	103 22%	83 18%	18 13%	30 20%	34 19%	42 28%	31 23%	18 18%	12 14%	51 23%	59 21%	44 23%	32 14%	64 20%	69 21%	52 19%	32 14%	125 22%	15 27%	181 19%
I'm not given the opportunity to have an influence	130 14%	65 14%	65 14%	22 16%	25 17%	29 17%	14 9%	15 11%	13 13%	11 14%	30 13%	36 13%	35 18%	29 13%	42 13%	47 15%	41 15%	33 14%	79 14%	5 9%	130 14%
I'm not interested in influencing decision making	78 8%	27 6%	51 11%	21 15%	15 10%	15 8%	5 3%	10 7%	9 9%	4 4%	19 9%	24 8%	12 6%	23 10%	35 11%	17 5%	26 9%	25 11%	42 7%	7 13%	91 10%
I don't have the time to influence decision making	48 5%	25 6%	23 5%	1 *	6 4%	20 11%	3 2%	8 6%	8 8%	2 3%	15 7%	12 4%	12 6%	9 4%	12 4%	20 6%	15 5%	10 5%	33 6%	4 7%	51 5%
The electoral system means that my vote does not matter	50 5%	25 6%	25 5%	8 6%	3 2%	14 8%	11 8%	7 5%	5 5%	2 3%	18 8%	15 5%	11 6%	6 3%	17 5%	13 4%	20 7%	13 6%	30 5%	4 8%	45 5%
Politicians don't care about people like me	109 12%	61 13%	49 10%	16 12%	14 10%	17 10%	17 11%	20 14%	18 18%	7 9%	14 6%	42 15%	24 12%	30 13%	44 14%	26 8%	40 14%	25 11%	63 11%	9 17%	117 12%
Other	64 7%	37 8%	27 6%	6 5%	5 3%	17 9%	9 6%	16 12%	3 3%	8 10%	22 10%	16 6%	15 8%	10 4%	23 7%	21 6%	20 7%	15 7%	39 7%	6 10%	62 7%
None of these	23 2%	17 4%	7 1%	2 2%	10 7%	3 2%	4 3%	3 2%	1 1%	* *	6 3%	4 2%	7 4%	6 3%	10 3%	9 3%	5 2%	10 4%	13 2%	- -	22 2%
Don't know	28 3%	7 1%	21 4%	5 4%	7 5%	4 2%	3 2%	2 2%	2 2%	4 5%	4 2%	10 4%	4 2%	10 4%	11 3%	12 4%	5 2%	9 4%	17 3%	- -	33 4%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 55

Q.13 You said that you feel you do not have any or much influence over decision making.Why do you feel that you do not have any or much influence over decision making? PROBE And what other reasons?

Base : All respondents age 18+ who feel they do not have influence in their local area or Britain as a whole

	Total	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total	
		Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland
Unweighted total	938	373	87	478	317	185	139	344	235	136	206	248	240	268	177	123	90	111	88	90	54	88	122	44	53	75	938
Weighted total	929	417	95	416	327	204	160	334	244	146	230	200	259	251	187	123	86	115	86	84	63	83	110	44	48	86	938
Effective Base	761	325	78	360	258	150	116	280	192	113	175	190	204	210	147	108	74	81	73	70	47	72	98	38	41	64	938
Nobody listens to what I have to say	268 29%	124 30%	30 31%	114 27%	92 28%	51 25%	34 22%	110 33%	70 29%	35 24%	55 24%	72 36%	75 29%	54 22%	57 30%	36 29%	21 24%	34 29%	23 27%	21 25%	22 36%	28 34%	27 25%	19 44%	20 42%	16 19%	282 30%
My opinion isn't important	131 14%	47 11%	10 11%	74 18%	43 13%	36 18%	24 15%	45 13%	23 9%	24 16%	29 13%	39 20%	38 15%	36 14%	25 14%	17 14%	11 13%	20 17%	10 11%	16 19%	9 14%	13 16%	12 11%	3 7%	10 21%	11 13%	138 15%
Politicians are just out for themselves	157 17%	72 17%	18 19%	66 16%	52 16%	41 20%	30 19%	68 20%	43 17%	12 9%	44 19%	38 19%	48 18%	32 13%	38 21%	25 20%	12 14%	27 23%	7 9%	8 10%	14 22%	15 18%	13 12%	6 15%	7 14%	21 25%	160 17%
The system doesn't allow for me to have an influence	179 19%	82 20%	21 22%	76 18%	71 22%	39 19%	37 23%	63 19%	57 23%	39 27%	40 17%	29 14%	64 25%	48 19%	31 17%	33 26%	20 23%	13 11%	21 24%	19 22%	8 13%	8 10%	18 16%	4 9%	19 39%	16 19%	170 18%
Decisions are made without talking to the people	186 20%	100 24%	18 19%	67 16%	74 23%	37 18%	40 25%	61 18%	50 20%	25 17%	58 25%	34 17%	58 22%	45 18%	47 25%	27 22%	16 18%	20 17%	22 25%	14 17%	12 19%	11 13%	22 20%	9 21%	10 22%	22 26%	181 19%
I'm not given the opportunity to have an influence	130 14%	58 14%	13 14%	59 14%	55 17%	27 13%	28 17%	43 13%	33 13%	22 15%	37 16%	33 17%	36 14%	55 22%	27 14%	15 12%	12 14%	16 14%	16 19%	20 24%	4 7%	12 14%	12 11%	4 10%	4 8%	14 16%	130 14%
I'm not interested in influencing decision making	78 8%	32 8%	7 7%	38 9%	30 9%	17 8%	7 5%	32 10%	21 9%	18 12%	14 6%	22 11%	19 7%	26 10%	8 4%	5 4%	11 13%	5 5%	6 7%	4 5%	3 5%	8 10%	11 10%	4 8%	7 15%	12 14%	91 10%
I don't have the time to influence decision making	48 5%	19 5%	2 2%	27 6%	18 6%	10 5%	5 3%	19 6%	16 7%	5 3%	16 7%	6 3%	16 6%	12 5%	7 4%	9 7%	3 4%	6 5%	5 6%	5 6%	4 6%	2 2%	7 7%	1 3%	4 7%	2 3%	51 5%
The electoral system means that my vote does not matter	50 5%	23 6%	7 8%	19 5%	20 6%	7 4%	10 6%	17 5%	4 2%	17 11%	16 7%	10 5%	18 7%	5 2%	15 8%	10 8%	9 11%	- -	4 4%	8 10%	1 1%	7 8%	6 5%	2 3%	1 3%	3 3%	45 5%
Politicians don't care about people like me	109 12%	40 10%	19 20%	51 12%	39 12%	25 12%	13 8%	44 13%	26 11%	15 10%	24 10%	29 14%	35 13%	26 10%	24 13%	12 9%	10 11%	11 9%	3 4%	16 19%	13 20%	12 15%	17 16%	5 11%	2 3%	10 11%	117 12%
Other	64 7%	29 7%	5 6%	30 7%	20 6%	7 3%	19 12%	21 6%	15 6%	5 4%	26 11%	8 4%	12 5%	14 6%	18 10%	6 5%	11 12%	4 4%	11 12%	5 6%	3 5%	7 9%	3 2%	4 9%	1 2%	9 11%	62 7%
None of these	23 2%	17 4%	1 1%	5 1%	5 2%	8 4%	5 3%	11 3%	4 2%	5 3%	3 1%	3 1%	5 2%	7 3%	3 2%	3 2%	1 1%	4 4%	2 2%	3 4%	- -	1 1%	3 3%	5 11%	1 2%	1 2%	22 2%
Don't know	28 3%	6 1%	3 3%	19 5%	12 4%	3 2%	1 1%	13 4%	4 2%	5 3%	3 1%	12 6%	3 1%	10 4%	6 3%	3 2%	1 1%	7 6%	2 3%	- -	2 4%	2 2%	2 2%	2 5%	1 3%	5 6%	33 4%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 56

Q.13 You said that you feel you do not have any or much influence over decision making.Why do you feel that you do not have any or much influence over decision making? PROBE And what other reasons?

Base : All respondents age 18+ who feel they do not have influence in their local area or Britain as a whole

	Total	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
		White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	938	802	136	670	110	158	464	470	473	120	93	845	151	782	40	898	420	500	371	546	211	586	130	938
Weighted total	929	851	77	643	118	168	480	447	487	108	98	830	155	769	38	891	440	472	387	522	210	584	125	938
Effective Base	761	672	109	536	96	129	385	374	393	95	80	681	126	630	32	729	344	404	302	441	176	467	110	938
Nobody listens to what I have to say	268 29%	250 29%	17 22%	194 30%	39 33%	35 21%	128 27%	140 31%	138 28%	38 35%	24 25%	244 29%	34 22%	234 30%	4 10%	264 30%	138 31%	127 27%	114 29%	152 29%	61 29%	163 28%	42 33%	282 30%
My opinion isn't important	131 14%	122 14%	9 12%	97 15%	15 13%	19 11%	63 13%	69 15%	75 15%	13 12%	17 17%	114 14%	16 10%	116 15%	5 12%	127 14%	55 13%	72 15%	56 14%	72 14%	24 11%	89 15%	17 14%	138 15%
Politicians are just out for themselves	157 17%	147 17%	10 12%	112 17%	18 15%	27 16%	78 16%	78 18%	99 20%	14 13%	10 10%	147 18%	23 15%	134 17%	11 29%	146 16%	71 16%	81 17%	58 15%	93 18%	42 20%	91 16%	21 17%	160 17%
The system doesn't allow for me to have an influence	179 19%	167 20%	12 16%	120 19%	31 27%	27 16%	116 24%	63 14%	105 22%	18 16%	26 27%	153 18%	29 19%	150 19%	4 11%	175 20%	94 21%	81 17%	80 21%	95 18%	40 19%	110 19%	28 23%	170 18%
Decisions are made without talking to the people	186 20%	180 21%	6 8%	118 18%	28 23%	40 24%	115 24%	70 16%	109 22%	18 16%	32 33%	153 18%	35 22%	149 19%	4 10%	182 20%	101 23%	82 17%	93 24%	90 17%	56 26%	112 19%	18 14%	181 19%
I'm not given the opportunity to have an influence	130 14%	118 14%	12 16%	93 14%	10 9%	27 16%	78 16%	52 12%	72 15%	4 3%	10 10%	121 15%	29 19%	102 13%	8 21%	123 14%	68 15%	59 12%	52 13%	72 14%	28 13%	90 15%	11 9%	130 14%
I'm not interested in influencing decision making	78 8%	66 8%	12 15%	52 8%	9 8%	17 10%	17 3%	61 14%	25 5%	21 19%	1 1%	77 9%	6 4%	72 9%	3 7%	75 8%	19 4%	57 12%	20 5%	55 11%	11 5%	56 10%	11 9%	91 10%
I don't have the time to influence decision making	48 5%	41 5%	7 9%	34 5%	6 5%	8 5%	27 6%	21 5%	24 5%	2 2%	4 5%	44 5%	6 4%	43 6%	2 5%	46 5%	22 5%	26 6%	20 5%	28 5%	14 7%	28 5%	5 4%	51 5%
The electoral system means that my vote does not matter	50 5%	48 6%	2 3%	30 5%	4 3%	16 9%	27 6%	23 5%	24 5%	5 5%	11 12%	39 5%	9 6%	41 5%	- -	50 6%	25 6%	24 5%	26 7%	23 4%	10 5%	31 5%	8 7%	45 5%
Politicians don't care about people like me	109 12%	100 12%	10 13%	64 10%	22 18%	23 14%	56 12%	53 12%	61 12%	10 9%	5 5%	104 13%	16 10%	93 12%	2 4%	108 12%	46 11%	61 13%	37 9%	69 13%	31 15%	59 10%	19 15%	117 12%
Other	64 7%	61 7%	3 4%	43 7%	9 7%	13 8%	43 9%	21 5%	39 8%	11 10%	19 20%	45 5%	9 6%	55 7%	4 10%	60 7%	35 8%	28 6%	33 8%	30 6%	23 11%	29 5%	12 10%	62 7%
None of these	23 2%	18 2%	5 6%	20 3%	2 2%	1 1%	12 3%	11 2%	9 2%	5 5%	* *	23 3%	2 1%	20 3%	1 2%	22 2%	10 2%	13 3%	9 2%	14 3%	8 4%	7 1%	7 6%	22 2%
Don't know	28 3%	20 2%	7 9%	17 3%	3 3%	7 4%	9 2%	19 4%	12 2%	5 5%	1 1%	27 3%	3 2%	24 3%	1 3%	27 3%	16 4%	11 2%	11 3%	15 3%	2 1%	19 3%	6 5%	33 4%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 57

Q.14 Taking your answer from this card, to what extent, if at all, would you LIKE to be involved in decision making in

- your local area?

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Very involved	56 5%	29 6%	27 5%	6 4%	9 5%	9 5%	15 9%	7 5%	8 7%	2 2%	13 5%	19 6%	12 5%	13 5%	18 5%	21 6%	17 5%	12 5%	37 6%	5 8%	63 6%
Fairly involved	449 43%	221 43%	228 42%	67 44%	80 48%	92 46%	78 46%	69 45%	34 32%	29 28%	149 55%	142 46%	73 34%	84 33%	143 41%	178 48%	128 39%	98 38%	304 48%	21 34%	419 40%
Not very involved	337 32%	175 34%	162 30%	46 30%	51 31%	65 33%	55 33%	44 28%	41 38%	35 35%	83 31%	94 31%	65 30%	95 37%	111 32%	128 34%	98 30%	89 34%	194 30%	23 38%	348 33%
Not at all involved	188 18%	77 15%	111 20%	27 18%	25 15%	28 14%	19 11%	29 19%	25 23%	35 35%	22 8%	42 14%	66 31%	59 23%	74 21%	41 11%	74 23%	49 19%	94 15%	11 19%	199 19%
Don't know	21 2%	8 2%	13 2%	8 5%	3 2%	5 2%	1 *	4 3%	* *	- -	6 2%	10 3%	1 *	5 2%	6 2%	7 2%	8 3%	11 4%	8 1%	1 1%	22 2%
Very/fairly involved	504 48%	250 49%	255 47%	73 47%	89 53%	101 51%	93 55%	76 50%	42 39%	31 31%	162 59%	161 53%	85 39%	97 38%	162 46%	199 53%	144 44%	111 43%	341 54%	26 42%	482 46%
Not very/not at all involved	526 50%	252 49%	273 50%	73 48%	76 45%	92 47%	75 44%	73 47%	66 61%	70 69%	105 38%	136 44%	131 60%	154 60%	185 52%	168 45%	172 53%	138 53%	287 45%	34 56%	547 52%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 58

Q.14 Taking your answer from this card, to what extent, if at all, would you LIKE to be involved in decision making in

- your local area?

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
Very involved	56	23	12	21	27	9	15	19	8	13	18	6	16	13	19	10	5	6	5	5	4	3	8	3	2	4	63
	5%	5%	11%	4%	7%	4%	8%	5%	3%	8%	7%	3%	5%	4%	10%	7%	5%	5%	5%	5%	4	3%	6%	7%	5%	5%	6%
Fairly involved	449	211	51	187	177	87	104	146	120	64	149	74	134	131	103	66	35	65	47	44	30	36	45	24	18	38	419
	43%	45%	46%	39%	48%	37%	58%	39%	42%	42%	56%	32%	47%	43%	52%	45%	35%	49%	51%	47%	39%	39%	37%	52%	34%	41%	40%
Not very involved	337	157	30	151	105	87	47	124	93	48	81	82	88	100	57	55	35	50	23	28	17	31	38	10	18	31	348
	32%	33%	28%	32%	29%	37%	26%	34%	33%	31%	30%	36%	31%	33%	28%	38%	35%	37%	25%	30%	22%	34%	32%	21%	34%	34%	33%
Not at all involved	188	70	13	105	51	41	12	75	54	26	18	65	44	59	17	14	24	10	17	15	23	20	28	8	12	18	199
	18%	15%	12%	22%	14%	18%	7%	20%	19%	17%	7%	28%	15%	19%	9%	10%	24%	7%	18%	16%	30%	22%	23%	18%	23%	19%	19%
Don't know	21	7	4	10	6	8	3	6	8	3	1	4	5	2	3	2	1	3	2	2	3	2	3	1	2	1	22
	2%	1%	4%	2%	2%	4%	1%	2%	3%	2%	*	2%	2%	1%	1%	1%	1%	2%	2%	2%	4%	2%	2%	1%	4%	1%	2%
Very/fairly involved	504	234	63	208	204	96	118	165	127	77	167	80	150	144	123	76	40	71	52	49	34	39	53	28	20	42	482
	48%	50%	57%	44%	56%	41%	66%	45%	45%	50%	63%	35%	52%	47%	61%	51%	40%	53%	56%	52%	44%	42%	44%	60%	39%	46%	46%
Not very/not at all involved	526	227	43	256	157	128	59	200	147	74	99	147	132	159	74	70	59	59	39	43	40	51	66	18	30	49	547
	50%	48%	39%	54%	43%	55%	33%	54%	52%	48%	37%	64%	46%	52%	37%	47%	59%	44%	43%	46%	52%	56%	54%	39%	57%	53%	52%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 59

Q.14 Taking your answer from this card, to what extent, if at all, would you LIKE to be involved in decision making in

- your local area?

Base : All respondents age 18+

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Very involved	56 5%	50 5%	6 7%	36 5%	5 3%	16 8%	43 8%	13 3%	38 7%	5 4%	11 10%	45 5%	20 8%	35 5%	9 6%	46 5%	56 11%	- -	50 11%	5 1%	26 10%	21 3%	9 7%	63 6%
Fairly involved	449 43%	409 43%	39 42%	310 43%	56 42%	82 42%	301 55%	146 29%	253 45%	31 27%	78 70%	370 39%	151 57%	296 38%	68 46%	381 43%	449 89%	- -	362 80%	83 14%	136 54%	270 41%	39 30%	419 40%
Not very involved	337 32%	307 32%	31 33%	233 32%	46 35%	58 29%	157 29%	181 36%	175 31%	35 30%	19 17%	318 34%	68 26%	267 35%	42 29%	293 33%	- -	337 64%	35 8%	301 52%	59 24%	240 36%	36 28%	348 33%
Not at all involved	188 18%	174 18%	15 16%	125 17%	23 17%	41 21%	42 8%	145 29%	82 15%	42 36%	3 2%	186 20%	22 8%	156 20%	28 19%	155 17%	- -	188 36%	5 1%	182 32%	25 10%	120 18%	41 31%	199 19%
Don't know	21 2%	20 2%	1 2%	17 2%	3 2%	1 1%	4 1%	17 3%	10 2%	4 3%	* *	21 2%	2 1%	15 2%	* *	16 2%	- -	- -	- -	3 1%	4 2%	10 2%	5 4%	22 2%
Very/fairly involved	504 48%	459 48%	46 49%	346 48%	61 46%	98 50%	344 63%	160 32%	292 52%	36 31%	90 80%	415 44%	172 65%	331 43%	77 52%	427 48%	504 100%	- -	412 91%	88 15%	162 65%	291 44%	48 37%	482 46%
Not very/not at all involved	526 50%	480 50%	46 49%	358 50%	69 52%	98 50%	199 36%	326 65%	257 46%	77 66%	22 19%	504 54%	90 34%	424 55%	71 48%	448 50%	- -	526 100%	40 9%	484 84%	84 33%	360 54%	77 59%	547 52%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 60

Q.15 Taking your answer from this card, to what extent, if at all, would you LIKE to be involved in decision making in

- Britain as a whole?

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Very involved	54 5%	30 6%	25 5%	9 6%	7 4%	8 4%	12 7%	10 6%	5 5%	3 3%	18 7%	16 5%	8 4%	13 5%	20 6%	20 5%	15 5%	12 5%	34 5%	4 7%	56 5%
Fairly involved	398 38%	198 39%	199 37%	63 41%	71 42%	86 43%	73 44%	53 35%	30 27%	21 21%	136 50%	119 39%	60 28%	82 32%	129 37%	158 42%	111 34%	93 36%	273 43%	19 32%	376 36%
Not very involved	346 33%	184 36%	163 30%	43 28%	55 33%	66 33%	55 33%	51 34%	40 37%	36 36%	85 31%	104 34%	71 33%	87 34%	104 30%	130 35%	112 34%	85 33%	205 32%	22 37%	352 33%
Not at all involved	229 22%	88 17%	141 26%	32 21%	28 16%	36 18%	27 16%	34 22%	33 31%	39 39%	29 11%	56 18%	74 34%	70 27%	90 26%	60 16%	79 24%	57 22%	114 18%	14 23%	243 23%
Don't know	24 2%	10 2%	14 3%	7 4%	7 4%	3 2%	1 *	5 3%	* *	1 1%	5 2%	12 4%	3 1%	4 2%	10 3%	5 1%	9 3%	13 5%	10 2%	1 1%	24 2%
Very/fairly involved	452 43%	228 45%	224 41%	72 47%	78 47%	94 47%	85 51%	63 41%	35 32%	25 24%	154 57%	135 44%	69 32%	94 37%	148 42%	178 48%	125 39%	105 40%	307 48%	24 39%	432 41%
Not very/not at all involved	575 55%	272 53%	303 56%	75 49%	82 49%	101 51%	82 49%	86 56%	73 67%	76 75%	113 42%	160 52%	145 67%	157 61%	194 55%	190 51%	191 59%	142 55%	319 50%	37 60%	595 57%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 61

Q.15 Taking your answer from this card, to what extent, if at all, would you LIKE to be involved in decision making in

- Britain as a whole?

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
Very involved	54 5%	20 4%	13 11%	22 5%	24 6%	12 5%	15 9%	20 6%	12 4%	9 6%	19 7%	3 1%	21 7%	14 5%	12 6%	8 5%	3 3%	12 9%	1 1%	8 8%	3 4%	4 5%	7 6%	3 7%	2 3%	5 6%	56
Fairly involved	398 38%	194 41%	45 41%	158 33%	155 42%	82 35%	94 52%	132 36%	95 34%	67 43%	144 54%	60 26%	128 45%	112 37%	89 35%	61 26%	38 30%	56 34%	41 30%	35 38%	25 31%	32 32%	43 35%	19 41%	12 23%	34 37%	376
Not very involved	346 33%	163 35%	30 28%	154 32%	118 32%	73 31%	51 28%	123 33%	106 37%	47 30%	75 28%	82 35%	76 26%	103 34%	69 35%	57 39%	30 30%	45 34%	28 30%	36 38%	24 31%	29 32%	32 26%	12 26%	23 43%	31 33%	352
Not at all involved	229 22%	84 18%	18 17%	127 27%	63 17%	58 25%	17 10%	89 24%	63 22%	28 18%	27 10%	80 35%	56 19%	72 24%	26 13%	20 14%	29 29%	17 13%	22 24%	15 15%	22 28%	23 25%	37 30%	9 19%	14 26%	21 23%	243
Don't know	24 2%	7 2%	3 3%	14 3%	7 2%	8 3%	3 1%	6 2%	7 2%	4 2%	2 1%	6 3%	6 2%	4 1%	3 1%	2 1%	1 1%	3 2%	* *	1 1%	4 5%	3 3%	3 6%	2 4%	1 1%	24	
Very/fairly involved	452 43%	214 46%	58 53%	180 38%	178 49%	94 40%	109 61%	153 41%	107 38%	76 49%	163 61%	63 27%	149 52%	126 41%	101 51%	68 46%	41 41%	68 51%	42 45%	43 45%	28 36%	36 40%	50 41%	23 49%	14 26%	40 43%	432
Not very/not at all involved	575 55%	246 53%	49 44%	280 59%	181 49%	130 56%	68 38%	212 57%	169 60%	75 48%	102 38%	162 70%	132 46%	175 57%	95 48%	77 52%	58 58%	63 47%	50 54%	50 53%	46 59%	53 57%	69 56%	21 45%	37 69%	52 56%	595

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 62

Q.15 Taking your answer from this card, to what extent, if at all, would you LIKE to be involved in decision making in

- Britain as a whole?

Base : All respondents age 18+

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Very involved	54	48	7	46	2	6	42	12	38	4	17	38	15	39	8	46	53	2	54	-	31	18	5	56
	5%	5%	7%	6%	1%	3%	8%	2%	7%	3%	15%	4%	6%	5%	5%	5%	10%	*	12%	-	13%	3%	4%	5%
Fairly involved	398	363	35	275	48	74	277	121	236	22	63	335	139	257	74	324	359	38	398	-	114	251	29	376
	38%	38%	38%	38%	36%	38%	51%	24%	42%	19%	56%	36%	53%	33%	50%	36%	71%	7%	88%	-	46%	38%	22%	36%
Not very involved	346	314	32	230	51	65	163	184	171	42	28	319	77	267	38	305	70	276	-	346	68	239	37	352
	33%	33%	35%	32%	38%	33%	30%	37%	31%	36%	25%	34%	29%	35%	26%	34%	14%	52%	-	60%	27%	36%	28%	33%
Not at all involved	229	211	18	152	28	49	59	169	102	45	4	225	32	188	29	196	19	208	-	229	32	142	52	243
	22%	22%	19%	21%	21%	25%	11%	34%	18%	38%	3%	24%	12%	24%	19%	22%	4%	40%	-	40%	13%	21%	40%	23%
Don't know	24	23	1	18	3	3	7	17	12	5	1	23	*	19	-	20	4	2	-	-	4	12	7	24
	2%	2%	1%	2%	2%	2%	1%	3%	2%	4%	1%	2%	*	2%	-	2%	1%	*	-	-	2%	2%	5%	2%
Very/fairly involved	452	410	42	321	50	81	319	132	274	26	79	373	154	296	81	370	412	40	452	-	146	269	34	432
	43%	43%	45%	45%	38%	41%	58%	26%	49%	22%	71%	40%	59%	38%	55%	42%	82%	8%	100%	-	58%	41%	26%	41%
Not very/not at all involved	575	525	50	382	79	114	221	353	273	87	31	544	109	455	67	501	88	484	-	575	100	380	89	595
	55%	55%	54%	53%	60%	58%	40%	70%	49%	74%	28%	58%	41%	59%	45%	56%	18%	92%	-	100%	40%	58%	69%	57%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 63

Q.15 Taking your answer from this card, to what extent, if at all, would you LIKE to be involved in decision making in

- Britain as a whole?

Base : All respondents age 18+

		Q.14						
		your local area?						
	Total	Very involved	Fairly involved	Not very involved	Not at all involved	Don't know	Very/fairly involved	Not very/not at all involved
Unweighted total	1051	63	419	348	199	22	482	547
Weighted total	1051	56	449	337	188	21	504	526
Effective Base	824	54	341	285	133	16	393	416
Very involved	54	30	23	2	-	-	53	2
	5%	53%	5%	1%	-	-	10%	*
Fairly involved	398	20	339	34	5	-	359	38
	38%	36%	76%	10%	3%	-	71%	7%
Not very involved	346	4	66	264	12	1	70	276
	33%	7%	15%	78%	6%	5%	14%	52%
Not at all involved	229	1	17	37	171	2	19	208
	22%	3%	4%	11%	91%	9%	4%	40%
Don't know	24	1	3	1	1	18	4	2
	2%	2%	1%	*	*	85%	1%	*
Very/fairly involved	452	50	362	35	5	-	412	40
	43%	89%	81%	11%	3%	-	82%	8%
Not very/not at all involved	575	5	83	301	182	3	88	484
	55%	9%	19%	89%	97%	15%	18%	92%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 64

**Q.14 Taking your answer from this card, to what extent, if at all, would you LIKE to be involved in decision making in
- your local area?**

Base : All respondents age 18+

		Q.11 your local area?						
	Total	A great deal of influence	Some influence	Not very much influence	No influence at all	Don't know	Influence	No Influence
Unweighted total	1051	8	244	438	344	17	252	782
Weighted total	1051	7	256	434	335	18	263	769
Effective Base	824	8	182	355	275	10	188	630
Very involved	56 5%	2 26%	18 7%	22 5%	13 4%	1 3%	20 8%	35 5%
Fairly involved	449 43%	3 49%	148 58%	164 38%	132 39%	1 7%	151 57%	296 38%
Not very involved	337 32%	1 10%	67 26%	196 45%	71 21%	2 13%	68 26%	267 35%
Not at all involved	188 18%	1 16%	21 8%	46 11%	110 33%	10 53%	22 8%	156 20%
Don't know	21 2%	-	2 1%	6 1%	8 3%	4 24%	2 1%	15 2%
Very/fairly involved	504 48%	5 75%	166 65%	186 43%	145 43%	2 10%	172 65%	331 43%
Not very/not at all involved	526 50%	2 25%	88 34%	242 56%	182 54%	12 66%	90 34%	424 55%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 65

Q.15 Taking your answer from this card, to what extent, if at all, would you LIKE to be involved in decision making in

- Britain as a whole?

Base : All respondents age 18+

		Q.12						
		Britain as a whole?						
	Total	A great deal of influence	Some influence	Not very much influence	No influence at all	Don't know	Influence	No Influence
Unweighted total	1051	4	137	447	451	12	141	898
Weighted total	1051	3	145	458	433	12	148	891
Effective Base	824	4	91	368	361	8	94	729
Very involved	54	1	6	27	19	1	8	46
	5%	38%	4%	6%	4%	4%	5%	5%
Fairly involved	398	-	74	191	133	-	74	324
	38%	-	51%	42%	31%	-	50%	36%
Not very involved	346	1	37	187	118	3	38	305
	33%	33%	26%	41%	27%	23%	26%	34%
Not at all involved	229	1	28	45	151	4	29	196
	22%	28%	19%	10%	35%	37%	19%	22%
Don't know	24	-	-	8	12	4	-	20
	2%	-	-	2%	3%	36%	-	2%
Very/fairly involved	452	1	80	218	152	1	81	370
	43%	38%	55%	48%	35%	4%	55%	42%
Not very/not at all involved	575	2	65	232	269	7	67	501
	55%	62%	45%	51%	62%	60%	45%	56%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 66

Q.14/Q.15 Taking your answer from this card, to what extent, if at all, would you LIKE to be involved in decision making in

- Summary Table

Base : All respondents age 18+

	your local area?	Britain as a whole?
Unweighted total	1051	1051
Weighted total	1051	1051
Effective Base	824	824
Very involved	56 5%	54 5%
Fairly involved	449 43%	398 38%
Not very involved	337 32%	346 33%
Not at all involved	188 18%	229 22%
Don't know	21 2%	24 2%
Very/fairly involved	504 48%	452 43%
Not very/not at all involved	526 50%	575 55%

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Table 67

Q.16 What factors, if any, prevent you from getting more involved in the decision making process? PROBE And what else?

Base : All respondents age 18+ who feel they don't have influence at Q11/12 and would like to be involved in decision making at Q14/15

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	459	219	240	64	76	93	84	70	46	26	115	149	79	116	150	174	135	105	303	30	459
Weighted total	474	235	239	77	81	91	89	71	37	27	139	159	82	95	161	178	135	111	317	25	459
Effective Base	376	179	197	50	64	77	72	60	42	19	100	123	69	88	125	141	109	76	260	26	459
I don't have enough time	192 40%	87 37%	104 44%	31 40%	33 40%	46 51%	36 40%	25 35%	12 32%	9 33%	65 47%	64 40%	34 41%	29 31%	63 39%	79 44%	50 37%	43 38%	140 44%	6 25%	172 37%
I'm not interested in getting involved	29 6%	16 7%	14 6%	9 12%	1 1%	3 4%	3 3%	10 14%	2 7%	1 2%	5 4%	12 8%	6 8%	5 6%	11 7%	6 4%	12 9%	13 11%	13 4%	4 14%	29 6%
I'm not given the opportunity to get involved	52 11%	26 11%	26 11%	8 11%	10 12%	8 9%	5 6%	12 17%	6 17%	3 9%	17 12%	14 9%	9 11%	12 12%	17 11%	20 11%	14 11%	10 9%	35 11%	2 9%	53 12%
I've had a bad past experience with the process/system	13 3%	11 5%	2 1%	2 2%	1 1%	3 3%	4 4%	1 2%	2 4%	1 4%	3 2%	3 2%	4 5%	2 2%	4 2%	4 2%	5 4%	2 1%	10 3%	1 4%	14 3%
It is not my place to get involved	13 3%	5 2%	7 3%	* *	1 2%	4 4%	1 1%	4 6%	- -	1 5%	5 4%	4 2%	3 4%	* *	5 3%	5 3%	3 2%	1 1%	6 2%	1 4%	13 3%
I don't feel like I am qualified enough to get involved	29 6%	11 5%	18 8%	11 14%	3 3%	5 5%	6 7%	4 6%	1 3%	- -	4 3%	14 9%	6 7%	5 5%	11 7%	14 8%	4 3%	15 13%	12 4%	2 6%	28 6%
I don't have enough confidence in my ability	24 5%	8 3%	16 7%	3 3%	4 5%	4 4%	6 7%	5 6%	3 8%	1 3%	6 5%	4 3%	6 7%	8 8%	8 5%	12 7%	4 3%	3 3%	18 6%	1 6%	26 6%
Logistical reasons/I am not physically able to get involved	14 3%	8 3%	6 3%	1 1%	5 7%	1 1%	2 2%	1 2%	3 7%	1 5%	3 2%	6 4%	3 3%	2 2%	5 3%	3 1%	7 5%	3 3%	9 3%	1 3%	17 4%
There is no point, my opinion won't be listened to anyway	48 10%	25 10%	23 10%	7 9%	9 11%	7 8%	10 11%	9 13%	5 13%	1 2%	11 8%	19 12%	8 10%	10 11%	21 13%	16 9%	11 8%	6 6%	37 12%	5 20%	45 10%
I don't know how to get involved	40 9%	12 5%	28 12%	5 6%	14 17%	7 8%	5 6%	4 5%	1 11%	1 5%	9 7%	11 7%	9 11%	11 12%	14 9%	16 9%	10 8%	8 7%	28 9%	1 3%	47 10%
I don't understand the system	22 5%	8 3%	14 6%	2 3%	6 8%	3 3%	5 5%	2 3%	2 6%	1 5%	3 2%	8 5%	8 9%	4 4%	3 2%	9 5%	10 8%	5 4%	14 4%	1 5%	24 5%
I don't know enough about the issues to make an informed decision	13 3%	4 2%	8 4%	3 3%	2 3%	3 3%	5 5%	- -	- -	- -	2 2%	5 3%	1 1%	5 5%	3 2%	8 5%	1 1%	2 2%	9 3%	2 6%	12 3%
My opinion doesn't count	32 7%	20 9%	11 5%	1 2%	6 7%	5 6%	11 12%	3 4%	3 8%	2 8%	8 5%	5 3%	10 13%	9 9%	7 4%	12 7%	12 9%	4 4%	23 7%	2 7%	32 7%
I am disillusioned / cynical / feel politicians are untrustworthy	55 12%	36 15%	19 8%	3 3%	7 8%	10 11%	14 15%	13 18%	5 14%	4 16%	16 12%	20 12%	9 10%	11 11%	17 10%	16 9%	22 16%	9 8%	42 13%	4 16%	53 12%
I wouldn't be able to make a difference / it is a waste of time	30 6%	18 8%	12 5%	4 5%	5 7%	3 4%	8 9%	7 9%	1 4%	2 7%	11 8%	9 6%	6 7%	4 4%	15 9%	7 4%	9 7%	7 7%	18 6%	3 10%	29 6%
The electoral system means that my vote does not matter	15 3%	13 5%	2 1%	- -	7 8%	5 5%	3 3%	- -	- -	1 2%	8 6%	4 3%	2 2%	1 1%	3 2%	8 4%	5 4%	4 3%	11 4%	- -	12 3%
Other	28 6%	12 5%	16 7%	3 4%	2 2%	3 3%	4 4%	6 9%	3 8%	7 25%	10 7%	12 7%	4 5%	2 3%	11 7%	9 5%	8 6%	5 5%	14 4%	5 20%	30 7%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 67

Q.16 What factors, if any, prevent you from getting more involved in the decision making process? PROBE And what else?

Base : All respondents age 18+ who feel they don't have influence at Q11/12 and would like to be involved in decision making at Q14/15

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-habiting	Divorced/ Separated		
None of these	15 3%	12 5%	3 1%	3 4%	3 3%	2 3%	4 5%	1 1%	- -	3 10%	4 3%	3 2%	5 6%	3 3%	6 4%	6 3%	3 2%	6 5%	9 3%	- -	15 3%
Don't know	17 4%	5 2%	12 5%	5 6%	4 5%	4 5%	1 1%	3 5%	- -	- -	1 1%	8 5%	2 3%	6 6%	8 5%	9 5%	- -	6 6%	11 3%	* 1%	17 4%

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Table 68

Q.16 What factors, if any, prevent you from getting more involved in the decision making process? PROBE And what else?

Base : All respondents age 18+ who feel they don't have influence at Q11/12 and would like to be involved in decision making at Q14/15

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region									Unwtd total			
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East		Wales	Scotland	
Unweighted total	459	194	46	219	178	80	96	167	116	78	133	83	129	125	111	62	45	63	49	47	23	35	54	24	20	37	459
Weighted total	474	220	51	202	187	94	112	162	121	84	152	71	144	125	121	63	42	65	51	46	29	38	53	26	19	43	459
Effective Base	376	171	42	163	147	65	81	136	95	66	113	63	109	102	91	54	37	46	42	37	21	30	44	21	15	30	459
I don't have enough time	192	111	19	61	83	35	59	54	44	37	74	20	62	53	49	30	20	29	20	14	12	17	11	11	4	23	172
	40%	50%	38%	30%	44%	37%	53%	33%	36%	44%	49%	28%	43%	43%	41%	47%	48%	45%	39%	31%	42%	44%	44%	23%	53%	37%	40%
I'm not interested in getting involved	29	11	3	16	6	9	8	7	9	6	5	5	7	6	9	3	2	1	3	9	1	4	2	-	-	5	29
	6%	5%	5%	8%	3%	9%	7%	4%	8%	8%	4%	6%	5%	5%	8%	4%	4%	2%	5%	20%	3%	9%	5%	-	-	11%	6%
I'm not given the opportunity to get involved	52	22	6	24	20	14	11	24	18	5	15	13	17	16	9	7	3	9	5	5	2	2	7	2	5	5	53
	11%	10%	12%	12%	11%	14%	10%	15%	15%	6%	10%	19%	12%	13%	8%	11%	7%	13%	9%	10%	7%	6%	14%	9%	26%	12%	12%
I've had a bad past experience with the process/system	13	4	1	8	5	1	3	4	3	3	5	-	3	4	3	1	1	2	1	3	-	1	1	1	1	1	14
	3%	2%	1%	4%	3%	1%	2%	2%	2%	3%	4%	-	2%	3%	3%	2%	2%	3%	2%	7%	-	2%	2%	5%	4%	2%	3%
It is not my place to get involved	13	5	3	5	4	4	2	6	2	3	4	1	-	4	6	5	-	1	-	-	1	-	2	1	2	2	13
	3%	2%	5%	3%	2%	4%	2%	4%	2%	3%	2%	2%	-	3%	5%	7%	-	1%	-	-	3%	-	3%	4%	10%	5%	3%
I don't feel like I am qualified enough to get involved	29	12	8	9	12	9	3	11	6	8	8	5	7	5	9	8	3	3	4	*	-	5	3	1	-	2	28
	6%	5%	16%	4%	6%	10%	3%	7%	5%	10%	6%	7%	5%	4%	7%	12%	8%	5%	7%	1%	-	13%	6%	4%	-	4%	6%
I don't have enough confidence in my ability	24	7	6	11	11	3	7	11	6	3	6	7	3	7	10	7	1	2	4	1	2	-	2	3	-	3	26
	5%	3%	12%	5%	6%	3%	6%	7%	5%	3%	4%	9%	2%	5%	8%	11%	3%	2%	7%	2%	7%	-	4%	11%	-	7%	6%
Logistical reasons/I am not physically able to get involved	14	8	-	6	3	1	5	4	2	2	7	3	7	2	3	-	-	1	2	1	3	1	1	-	2	3	17
	3%	4%	-	3%	2%	1%	4%	3%	1%	2%	5%	4%	5%	2%	2%	-	-	1%	4%	3%	10%	2%	2%	-	12%	7%	4%
There is no point, my opinion won't be listened to anyway	48	21	5	22	22	11	9	19	16	5	12	10	13	10	15	7	3	6	3	4	2	3	8	6	3	4	45
	10%	10%	10%	11%	12%	11%	8%	12%	14%	5%	8%	15%	9%	8%	12%	12%	7%	9%	5%	9%	6%	7%	15%	24%	14%	10%	10%
I don't know how to get involved	40	16	6	19	20	6	2	21	7	5	16	8	15	7	8	6	2	6	5	4	2	5	7	-	2	2	47
	9%	7%	11%	9%	11%	6%	1%	13%	6%	5%	11%	11%	10%	6%	7%	10%	5%	8%	10%	9%	8%	13%	13%	-	10%	4%	10%
I don't understand the system	22	8	4	10	10	3	4	9	6	3	8	2	5	5	8	2	4	5	2	5	-	1	-	1	2	1	24
	5%	4%	8%	5%	5%	3%	4%	6%	5%	3%	6%	2%	4%	4%	7%	4%	8%	7%	4%	11%	-	3%	-	3%	10%	2%	5%
I don't know enough about the issues to make an informed decision	13	6	3	4	8	2	-	4	-	5	5	2	4	1	6	5	-	2	2	1	-	3	1	-	-	-	12
	3%	3%	5%	2%	4%	3%	-	3%	-	6%	3%	3%	3%	*	5%	7%	-	3%	5%	2%	-	7%	1%	-	-	-	3%
My opinion doesn't count	32	17	2	12	13	3	6	12	9	11	4	4	9	10	9	8	5	1	4	4	2	3	3	1	1	-	32
	7%	8%	4%	6%	7%	4%	5%	7%	7%	13%	3%	5%	6%	8%	7%	13%	11%	1%	7%	9%	8%	9%	5%	3%	8%	-	7%
I am disillusioned / cynical / feel politicians are untrustworthy	55	26	3	26	18	11	14	18	17	6	17	12	19	11	13	7	7	7	3	7	6	3	6	3	3	5	53
	12%	12%	6%	13%	10%	12%	12%	11%	14%	7%	11%	17%	13%	9%	11%	11%	16%	10%	5%	14%	19%	7%	11%	11%	17%	12%	12%
I wouldn't be able to make a difference / it is a waste of time	30	16	3	11	14	4	6	11	9	8	6	3	13	5	8	3	5	3	1	-	2	5	6	2	2	3	29
	6%	7%	7%	5%	8%	5%	5%	7%	7%	10%	4%	5%	9%	4%	7%	5%	11%	4%	2%	-	8%	12%	11%	7%	10%	6%	6%
The electoral system means that my vote does not matter	15	8	1	5	8	3	7	2	2	1	12	1	4	3	7	1	2	5	2	1	2	-	*	-	-	2	12
	3%	4%	3%	3%	4%	3%	6%	1%	1%	8%	1%	1%	3%	2%	6%	2%	5%	7%	4%	3%	6%	-	1%	-	-	5%	3%
Other	28	6	4	19	7	5	7	8	6	2	11	4	9	8	9	2	2	-	7	5	1	3	2	-	1	6	30
	6%	3%	8%	9%	4%	6%	7%	5%	5%	2%	7%	5%	6%	7%	7%	3%	4%	-	13%	11%	2%	9%	3%	-	4%	13%	7%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 68

Q.16 What factors, if any, prevent you from getting more involved in the decision making process? PROBE And what else?

Base : All respondents age 18+ who feel they don't have influence at Q11/12 and would like to be involved in decision making at Q14/15

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region								Unwtd total				
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West		North East	Wales	Scotland	
None of these	15	9	-	6	4	6	5	5	3	4	6	-	4	5	1	1	1	4	2	1	-	-	4	2	1	-	15
	3%	4%	-	3%	2%	6%	4%	3%	3%	5%	4%	-	3%	4%	*	1%	2%	6%	3%	2%	-	-	8%	7%	7%	-	3%
Don't know	17	4	2	11	13	2	1	5	5	6	1	5	1	11	1	1	-	6	3	-	-	1	3	3	-	17	
	4%	2%	4%	5%	7%	2%	1%	3%	4%	7%	1%	7%	1%	9%	1%	1%	-	9%	6%	-	-	3%	6%	12%	-	4%	

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Table 69

Q.16 What factors, if any, prevent you from getting more involved in the decision making process? PROBE And what else?

Base : All respondents age 18+ who feel they don't have influence at Q11/12 and would like to be involved in decision making at Q14/15

	Total	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
		White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	459	393	66	329	47	83	305	153	258	41	76	383	113	344	22	437	420	39	371	84	141	267	48	459
Weighted total	474	433	41	329	56	90	318	155	276	38	80	394	115	358	18	456	440	34	387	82	150	272	48	459
Effective Base	376	331	53	267	43	67	252	123	216	33	65	311	94	280	19	358	344	34	302	70	118	214	41	459
I don't have enough time	192 40%	174 40%	18 44%	132 40%	22 40%	37 42%	134 42%	57 37%	120 44%	8 20%	30 37%	162 41%	51 45%	140 39%	9 47%	183 40%	176 40%	16 47%	154 40%	36 44%	69 46%	112 41%	9 19%	172 37%
I'm not interested in getting involved	29 6%	27 6%	2 4%	23 7%	3 5%	3 4%	14 4%	15 10%	12 4%	2 5%	6 8%	23 6%	9 8%	20 6%	-	29 6%	24 6%	5 14%	17 4%	13 15%	9 6%	16 6%	4 9%	29 6%
I'm not given the opportunity to get involved	52 11%	46 11%	6 15%	44 13%	4 8%	4 5%	41 13%	11 7%	35 13%	4 10%	14 18%	38 10%	13 12%	39 11%	* 1%	52 11%	51 11%	2 5%	43 11%	9 11%	16 11%	32 12%	4 8%	53 12%
I've had a bad past experience with the process/system	13 3%	11 3%	1 3%	11 3%	1 2%	1 1%	12 4%	1 1%	7 2%	2 5%	4 5%	9 2%	-	13 3%	1 5%	12 3%	13 3%	-	11 3%	2 2%	3 2%	7 3%	2 4%	14 3%
It is not my place to get involved	13 3%	11 3%	1 3%	9 3%	2 4%	1 2%	7 2%	6 4%	7 3%	1 2%	1 1%	12 3%	*	12 3%	2 11%	11 2%	12 3%	*	8 2%	4 5%	3 2%	8 3%	1 2%	13 3%
I don't feel like I am qualified enough to get involved	29 6%	25 6%	4 9%	21 6%	1 1%	7 8%	15 5%	14 9%	16 6%	3 9%	2 2%	27 7%	5 4%	24 7%	2 11%	27 6%	25 6%	4 12%	3 7%	12 8%	13 5%	4 9%	28 6%	
I don't have enough confidence in my ability	24 5%	23 5%	1 1%	17 5%	-	7 7%	19 6%	5 3%	13 5%	*	4 5%	20 5%	4 4%	20 6%	3 16%	21 5%	24 5%	-	21 6%	3 3%	14 9%	9 3%	-	26 6%
Logistical reasons/I am not physically able to get involved	14 3%	14 3%	1 2%	6 2%	3 5%	5 6%	13 4%	1 1%	12 4%	1 4%	5 6%	10 2%	4 3%	11 3%	1 8%	13 3%	13 3%	1 3%	11 3%	3 3%	9 6%	5 2%	1 2%	17 4%
There is no point, my opinion won't be listened to anyway	48 10%	45 11%	3 6%	26 8%	8 15%	13 15%	29 9%	19 12%	24 9%	6 17%	10 12%	38 10%	7 6%	41 11%	1 4%	47 10%	45 10%	3 8%	37 10%	10 12%	13 9%	29 11%	6 13%	45 10%
I don't know how to get involved	40 9%	35 8%	6 14%	28 9%	4 7%	9 10%	24 8%	16 11%	21 8%	4 12%	3 3%	38 10%	7 6%	33 9%	-	40 9%	37 8%	4 11%	32 8%	7 8%	7 5%	30 11%	3 6%	47 10%
I don't understand the system	22 5%	19 4%	3 8%	17 5%	4 7%	1 2%	14 5%	8 5%	15 5%	-	2 2%	20 5%	9 8%	13 4%	-	22 5%	20 4%	3 8%	18 5%	5 6%	9 6%	13 5%	* 1%	24 5%
I don't know enough about the issues to make an informed decision	13 3%	11 3%	2 5%	11 3%	2 3%	1 1%	8 3%	4 3%	6 2%	-	-	13 3%	7 6%	6 2%	1 4%	12 3%	12 3%	1 2%	13 3%	-	5 4%	7 3%	-	12 3%
My opinion doesn't count	32 7%	30 7%	2 4%	21 6%	4 8%	7 7%	23 7%	8 5%	21 8%	5 12%	7 8%	25 6%	3 3%	28 8%	3 14%	29 6%	30 7%	2 5%	27 7%	4 5%	8 5%	16 6%	8 17%	32 7%
I am disillusioned / cynical / feel politicians are untrustworthy	55 12%	54 12%	1 3%	24 7%	8 15%	23 25%	43 14%	12 8%	30 11%	3 8%	9 11%	46 12%	13 12%	42 12%	1 4%	54 12%	54 12%	1 3%	43 11%	11 13%	15 10%	30 11%	10 21%	53 12%
I wouldn't be able to make a difference / it is a waste of time	30 6%	30 7%	1 1%	20 6%	4 7%	6 7%	19 6%	11 7%	16 6%	4 10%	3 4%	27 7%	3 3%	27 7%	-	30 7%	28 6%	3 8%	26 7%	4 5%	6 4%	15 5%	10 20%	29 6%
The electoral system means that my vote does not matter	15 3%	14 3%	1 3%	9 3%	5 9%	1 1%	14 4%	1 1%	8 3%	1 2%	4 5%	11 3%	2 2%	13 4%	-	15 3%	15 3%	* 1%	15 4%	-	6 4%	7 2%	3 5%	12 3%
Other	28 6%	26 6%	2 5%	16 5%	7 13%	5 6%	21 7%	7 4%	24 9%	1 2%	8 10%	20 5%	7 6%	21 6%	3 18%	25 5%	25 6%	3 7%	26 7%	2 2%	15 10%	12 4%	1 3%	30 7%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 69

Q.16 What factors, if any, prevent you from getting more involved in the decision making process? PROBE And what else?

Base : All respondents age 18+ who feel they don't have influence at Q11/12 and would like to be involved in decision making at Q14/15

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
None of these	15 3%	1 2%	12 4%	- -	4 4%	9 3%	6 4%	11 4%	2 5%	1 1%	15 4%	4 3%	12 3%	1 4%	15 3%	15 3%	1 2%	15 4%	1 1%	7 4%	7 2%	2 5%	15 3%
Don't know	17 4%	3 7%	14 4%	2 4%	1 1%	5 2%	12 8%	2 1%	4 12%	* *	17 4%	3 3%	14 4%	1 3%	17 4%	* 1%	11 3%	5 6%	1 1%	14 5%	2 5%	17 4%	

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Table 70

Q.17 How effective, if at all, do you think each of the following activities are in having an impact on how Britain is run?

- Voting in an election

Base : All respondents

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Very effective	285	139	146	35	34	64	45	50	30	26	94	85	56	50	78	116	91	51	199	17	274
	27%	27%	27%	23%	20%	32%	27%	33%	28%	26%	34%	28%	26%	20%	22%	31%	28%	20%	31%	28%	26%
Fairly effective	475	234	241	72	83	89	73	63	45	50	126	145	91	113	165	173	136	123	283	23	478
	45%	46%	45%	47%	49%	45%	43%	41%	41%	49%	46%	47%	42%	44%	47%	46%	42%	47%	44%	37%	45%
Not very effective	203	105	97	27	35	33	37	26	26	20	49	52	41	60	73	63	66	47	120	15	204
	19%	21%	18%	17%	21%	17%	22%	17%	24%	20%	18%	17%	19%	24%	21%	17%	20%	18%	19%	24%	19%
Not effective at all	59	25	35	10	9	10	10	13	5	3	3	20	12	24	26	16	17	20	29	5	65
	6%	5%	6%	6%	5%	5%	6%	9%	5%	2%	1%	6%	5%	10%	8%	4%	5%	8%	4%	9%	6%
Don't know	29	8	22	10	7	2	3	2	2	3	-	5	16	8	10	5	14	18	5	2	30
	3%	1%	4%	7%	4%	1%	2%	1%	2%	2%	-	2%	8%	3%	3%	1%	4%	7%	1%	3%	3%
Effective	760	372	387	107	117	154	118	113	75	76	219	230	147	163	243	290	227	174	482	40	752
	72%	73%	72%	70%	70%	78%	70%	73%	69%	75%	81%	75%	68%	64%	69%	78%	70%	67%	76%	65%	72%
Not effective	262	130	132	36	44	43	46	39	31	23	53	72	53	85	100	79	83	67	149	20	269
	25%	25%	24%	24%	26%	22%	28%	26%	29%	22%	19%	23%	24%	33%	28%	21%	26%	26%	23%	33%	26%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 71

Q.17 How effective, if at all, do you think each of the following activities are in having an impact on how Britain is run?

- Voting in an election

Base : All respondents

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
Very effective	285	135	25	125	102	50	59	111	79	43	84	48	92	99	61	45	35	39	32	24	16	22	24	9	17	23	274
	27%	29%	23%	26%	28%	22%	33%	30%	28%	28%	31%	21%	32%	32%	31%	31%	35%	29%	35%	25%	20%	23%	20%	19%	31%	25%	26%
Fairly effective	475	202	58	215	167	115	88	151	124	77	130	97	128	150	92	73	43	59	41	45	30	46	61	19	18	39	478
	45%	43%	53%	45%	46%	50%	49%	41%	44%	50%	49%	42%	45%	49%	46%	50%	43%	44%	44%	48%	39%	50%	50%	42%	34%	42%	45%
Not very effective	203	93	23	87	71	39	27	72	52	24	40	64	52	43	37	25	16	23	16	19	17	20	24	7	13	22	204
	19%	20%	21%	18%	19%	17%	15%	20%	19%	15%	15%	28%	18%	14%	19%	17%	16%	17%	17%	20%	22%	22%	20%	16%	26%	24%	19%
Not effective at all	59	25	2	32	17	15	6	26	19	5	10	14	10	9	4	3	5	10	3	1	11	4	8	10	1	5	65
	6%	5%	2%	7%	5%	7%	3%	7%	7%	3%	4%	6%	3%	3%	2%	2%	5%	7%	3%	1%	14%	4%	6%	21%	2%	6%	
Don't know	29	13	1	15	10	12	-	10	9	5	2	8	5	5	5	1	2	3	1	5	4	1	5	1	4	3	30
	3%	3%	1%	3%	3%	5%	-	3%	3%	4%	1%	4%	2%	2%	2%	*	2%	2%	1%	6%	5%	1%	4%	3%	7%	3%	3%
Effective	760	337	83	340	269	165	147	262	202	120	214	145	220	248	153	118	77	98	73	69	46	67	85	28	34	62	752
	72%	72%	76%	72%	73%	71%	82%	71%	72%	78%	80%	63%	77%	81%	77%	80%	77%	73%	79%	73%	59%	73%	70%	61%	65%	67%	72%
Not effective	262	118	25	119	88	55	33	99	72	29	51	78	62	52	42	28	21	33	18	20	28	24	32	17	14	28	269
	25%	25%	23%	25%	24%	24%	18%	27%	25%	19%	19%	34%	22%	17%	21%	19%	21%	24%	20%	21%	36%	26%	26%	36%	27%	30%	26%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 72

Q.17 How effective, if at all, do you think each of the following activities are in having an impact on how Britain is run?

- Voting in an election

Base : All respondents

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/none	Great deal/some influence	Not very much/none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Very effective	285	256	29	192	33	59	193	92	202	16	40	245	98	179	56	225	162	117	146	132	139	133	13	274
	27%	27%	31%	27%	25%	30%	35%	18%	36%	13%	36%	26%	37%	23%	38%	25%	32%	22%	32%	23%	56%	20%	10%	26%
Fairly effective	475	428	47	329	55	91	254	220	244	34	56	419	134	338	73	399	242	226	225	242	84	362	29	478
	45%	45%	51%	46%	41%	46%	46%	44%	44%	29%	50%	45%	51%	44%	49%	45%	48%	43%	50%	42%	33%	55%	22%	45%
Not very effective	203	193	10	138	31	34	83	120	89	33	14	188	27	173	16	186	78	122	61	138	22	134	46	204
	19%	20%	11%	19%	23%	17%	15%	24%	16%	28%	13%	20%	10%	23%	11%	21%	15%	23%	13%	24%	9%	20%	35%	19%
Not effective at all	59	57	2	41	8	10	14	45	14	26	2	58	5	55	4	54	16	42	16	43	4	21	33	65
	6%	6%	2%	6%	6%	5%	3%	9%	2%	22%	1%	6%	2%	7%	3%	6%	3%	8%	4%	7%	1%	3%	25%	6%
Don't know	29	24	5	21	5	3	4	25	11	9	-	29	-	24	-	26	6	19	4	20	2	12	9	30
	3%	3%	5%	3%	4%	1%	1%	5%	2%	8%	-	3%	-	3%	-	3%	1%	4%	1%	4%	1%	2%	7%	3%
Effective	760	684	76	521	88	150	447	311	445	49	96	664	232	517	129	624	404	343	371	374	223	495	42	752
	72%	71%	82%	72%	67%	76%	82%	62%	80%	42%	86%	71%	88%	67%	87%	70%	80%	65%	82%	65%	89%	75%	33%	72%
Not effective	262	250	12	179	39	44	97	165	102	59	16	246	32	228	20	241	94	164	77	181	26	155	78	269
	25%	26%	13%	25%	30%	22%	18%	33%	18%	50%	14%	26%	12%	30%	13%	27%	19%	31%	17%	31%	10%	23%	60%	26%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 73

Q.18 How effective, if at all, do you think each of the following activities are in having an impact on how Britain is run?

- Contacting a local councillor, MP, MEP,or AM (Assembly Member),or MSP (Member of Scottish Parliament)

Base : All respondents

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Very effective	78 7%	37 7%	41 8%	7 5%	9 5%	15 8%	15 9%	15 10%	10 9%	8 8%	28 10%	18 6%	12 6%	20 8%	22 6%	26 7%	30 9%	19 8%	49 8%	3 5%	87 8%
Fairly effective	488 46%	235 46%	253 47%	65 42%	76 46%	89 45%	81 48%	76 50%	47 44%	53 53%	146 54%	158 51%	89 41%	96 38%	158 45%	191 51%	140 43%	95 36%	329 52%	28 45%	480 46%
Not very effective	296 28%	153 30%	143 26%	55 36%	44 26%	59 30%	46 27%	40 26%	32 30%	19 19%	76 28%	85 28%	62 29%	74 29%	104 29%	103 28%	90 28%	90 35%	161 25%	21 35%	289 27%
Not effective at all	99 9%	50 10%	49 9%	11 7%	15 9%	23 12%	17 10%	18 11%	9 8%	6 6%	17 6%	26 9%	25 12%	31 12%	41 12%	28 7%	30 9%	22 9%	61 10%	6 10%	104 10%
Don't know	89 9%	34 7%	55 10%	15 10%	23 14%	13 6%	9 5%	5 3%	10 10%	15 15%	6 2%	20 6%	29 13%	35 14%	28 8%	26 7%	35 11%	33 13%	36 6%	3 4%	91 9%
Effective	566 54%	272 53%	294 54%	72 47%	86 51%	104 53%	96 57%	91 59%	57 52%	61 60%	174 64%	176 57%	101 47%	116 45%	180 51%	216 58%	170 52%	114 44%	378 59%	31 50%	567 54%
Not effective	395 38%	203 40%	192 35%	66 43%	60 35%	81 41%	63 37%	58 38%	41 38%	25 25%	92 34%	111 36%	87 40%	104 41%	145 41%	131 35%	120 37%	112 43%	222 35%	28 45%	393 37%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 74

Q.18 How effective, if at all, do you think each of the following activities are in having an impact on how Britain is run?

- Contacting a local councillor, MP, MEP,or AM (Assembly Member),or MSP (Member of Scottish Parliament)

Base : All respondents

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
Very effective	78	37	9	33	22	17	18	35	21	9	25	16	22	28	20	15	8	6	5	10	5	4	10	1	7	8	87
	7%	8%	8%	7%	6%	7%	10%	9%	8%	6%	9%	7%	8%	9%	10%	10%	8%	4%	5%	10%	7%	4%	8%	1%	14%	9%	8%
Fairly effective	488	209	59	221	182	90	108	159	132	71	142	96	142	149	101	71	42	71	49	45	30	46	52	20	23	40	480
	46%	45%	54%	47%	50%	39%	60%	43%	47%	46%	53%	42%	49%	49%	51%	48%	42%	53%	53%	47%	39%	50%	43%	43%	44%	44%	46%
Not very effective	296	141	31	124	98	87	40	107	72	47	75	66	79	79	55	47	21	30	25	29	26	26	36	10	14	32	289
	28%	30%	28%	26%	27%	38%	22%	29%	25%	30%	28%	28%	27%	26%	27%	32%	21%	23%	27%	31%	33%	29%	29%	22%	26%	34%	27%
Not effective at all	99	49	6	44	39	17	11	40	24	14	15	30	26	26	11	5	15	18	5	2	9	11	13	9	4	7	104
	9%	10%	6%	9%	11%	8%	6%	11%	9%	9%	6%	13%	9%	9%	5%	3%	15%	13%	6%	2%	11%	12%	11%	20%	8%	10%	
Don't know	89	33	5	52	25	20	3	30	32	13	10	23	18	23	13	10	14	9	8	9	8	5	11	7	4	5	91
	9%	7%	4%	11%	7%	9%	1%	8%	11%	8%	4%	10%	6%	7%	7%	7%	14%	6%	9%	10%	10%	5%	9%	14%	8%	6%	9%
Effective	566	245	67	254	204	107	126	193	154	81	166	112	164	177	120	86	50	77	54	54	36	49	62	20	31	48	567
	54%	52%	62%	54%	56%	46%	70%	52%	54%	52%	62%	49%	57%	58%	60%	58%	50%	58%	58%	57%	46%	54%	51%	44%	58%	52%	54%
Not effective	395	190	37	168	137	105	51	147	97	61	90	96	105	105	66	52	37	48	31	31	34	38	49	19	18	39	393
	38%	41%	34%	36%	38%	45%	28%	40%	34%	39%	34%	42%	37%	35%	33%	35%	37%	36%	33%	33%	44%	41%	40%	42%	34%	42%	37%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 75

Q.18 How effective, if at all, do you think each of the following activities are in having an impact on how Britain is run?

- Contacting a local councillor, MP, MEP,or AM (Assembly Member),or MSP (Member of Scottish Parliament)

Base : All respondents

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/none	Great deal/some influence	Not very much/none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Very effective	78	70	8	52	12	14	60	18	53	5	13	65	36	39	27	51	44	32	46	30	42	32	3	87
	7%	7%	9%	7%	9%	7%	11%	4%	9%	5%	12%	7%	14%	5%	18%	6%	9%	6%	10%	5%	17%	5%	2%	8%
Fairly effective	488	442	46	346	50	93	305	184	290	36	66	422	169	313	83	399	271	209	244	237	132	332	25	480
	46%	46%	50%	48%	37%	47%	56%	37%	52%	31%	59%	45%	64%	41%	56%	45%	54%	40%	54%	41%	53%	50%	19%	46%
Not very effective	296	270	26	191	47	57	131	165	135	35	29	267	39	255	23	272	132	161	114	178	56	187	49	289
	28%	28%	28%	27%	36%	29%	24%	33%	24%	30%	26%	28%	15%	33%	16%	31%	26%	31%	25%	31%	22%	28%	38%	27%
Not effective at all	99	95	4	71	12	16	26	72	44	25	3	96	7	92	4	94	36	63	28	70	12	53	34	104
	9%	10%	4%	10%	9%	8%	5%	14%	8%	21%	3%	10%	3%	12%	3%	11%	7%	12%	6%	12%	5%	8%	26%	10%
Don't know	89	81	8	60	12	17	26	63	36	16	1	88	12	71	11	75	22	61	20	61	8	57	19	91
	9%	8%	9%	8%	9%	9%	5%	13%	6%	14%	1%	9%	5%	9%	8%	8%	4%	12%	4%	11%	3%	9%	15%	9%
Effective	566	512	54	398	62	107	364	202	343	41	79	488	205	352	110	450	314	241	290	267	174	364	27	567
	54%	53%	59%	55%	46%	54%	67%	40%	61%	35%	70%	52%	78%	46%	74%	51%	62%	46%	64%	46%	70%	55%	21%	54%
Not effective	395	365	30	262	59	74	157	237	180	60	32	363	46	347	27	366	168	224	142	247	68	240	84	393
	38%	38%	33%	36%	45%	37%	29%	47%	32%	51%	29%	39%	18%	45%	18%	41%	33%	43%	31%	43%	27%	36%	64%	37%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 76

Q.19 How effective, if at all, do you think each of the following activities are in having an impact on how Britain is run?

- Taking an active part in a campaign

Base : All respondents

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Very effective	44 4%	22 4%	22 4%	11 7%	5 3%	7 3%	7 4%	6 4%	8 7%	2 2%	13 5%	14 4%	7 3%	10 4%	9 3%	16 4%	18 6%	13 5%	28 4%	2 3%	48 5%
Fairly effective	455 43%	228 45%	227 42%	78 50%	79 47%	88 44%	74 44%	63 41%	36 33%	37 37%	149 55%	149 49%	75 34%	83 32%	151 43%	176 47%	128 40%	116 45%	286 45%	24 40%	445 42%
Not very effective	361 34%	185 36%	176 33%	40 26%	53 31%	70 35%	59 35%	66 43%	42 39%	30 30%	89 33%	96 31%	76 35%	100 39%	120 34%	127 34%	114 35%	81 31%	231 36%	20 33%	358 34%
Not effective at all	109 10%	48 9%	61 11%	11 7%	16 9%	24 12%	16 9%	16 10%	12 11%	16 15%	12 4%	32 10%	24 11%	41 16%	45 13%	34 9%	30 9%	26 10%	54 9%	9 15%	118 11%
Don't know	82 8%	27 5%	55 10%	14 9%	16 10%	9 5%	13 7%	3 2%	10 10%	16 16%	9 3%	16 5%	35 16%	21 8%	28 8%	20 5%	34 10%	23 9%	37 6%	6 10%	82 8%
Effective	499 47%	250 49%	249 46%	88 57%	84 50%	95 48%	81 48%	68 45%	44 41%	39 39%	162 59%	163 53%	81 38%	93 36%	160 45%	192 52%	147 45%	129 50%	314 49%	26 42%	493 47%
Not effective	470 45%	233 46%	237 44%	51 34%	68 41%	94 47%	75 44%	82 53%	54 50%	46 45%	101 37%	128 42%	100 46%	141 55%	165 47%	161 43%	145 44%	107 41%	285 45%	29 48%	476 45%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 77

Q.19 How effective, if at all, do you think each of the following activities are in having an impact on how Britain is run?

- Taking an active part in a campaign

Base : All respondents

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
Very effective	44	14	6	23	14	10	12	15	5	7	14	12	12	10	11	8	2	6	3	6	5	1	1	1	5	7	48
	4%	3%	6%	5%	4%	4%	7%	4%	2%	5%	5%	5%	4%	3%	5%	5%	2%	4%	3%	6%	7%	1%	1%	2%	10%	8%	5%
Fairly effective	455	215	47	193	183	96	98	153	112	75	149	74	114	150	98	76	39	51	49	39	29	40	54	23	21	33	445
	43%	46%	43%	41%	50%	41%	54%	41%	40%	48%	56%	32%	40%	49%	49%	52%	39%	38%	53%	42%	37%	44%	44%	50%	40%	36%	42%
Not very effective	361	172	40	149	110	84	51	131	107	50	75	87	109	101	61	47	34	50	31	33	31	36	44	10	16	31	358
	34%	37%	36%	32%	30%	36%	28%	35%	38%	32%	28%	38%	38%	33%	31%	32%	34%	37%	33%	35%	40%	39%	36%	21%	30%	33%	34%
Not effective at all	109	39	11	59	35	24	14	52	27	11	19	40	30	22	17	10	12	19	5	4	6	10	12	8	8	15	118
	10%	8%	10%	13%	10%	10%	8%	14%	10%	7%	7%	17%	10%	7%	8%	7%	12%	14%	5%	4%	8%	11%	10%	18%	15%	16%	11%
Don't know	82	27	6	49	24	18	5	20	32	12	10	18	22	22	12	6	12	9	5	13	6	5	12	4	3	7	82
	8%	6%	5%	10%	7%	8%	3%	6%	11%	8%	4%	8%	8%	7%	6%	4%	12%	6%	6%	13%	8%	6%	9%	9%	6%	7%	8%
Effective	499	229	53	216	197	106	110	168	117	82	163	86	126	160	109	84	41	57	52	45	34	41	55	24	26	40	493
	47%	49%	49%	46%	54%	46%	61%	45%	41%	53%	61%	37%	44%	52%	55%	57%	41%	42%	56%	48%	44%	45%	45%	52%	49%	43%	47%
Not effective	470	211	51	209	145	108	65	183	134	60	94	126	139	123	78	57	47	68	35	37	38	45	56	18	24	46	476
	45%	45%	46%	44%	40%	47%	36%	49%	47%	39%	35%	55%	48%	40%	39%	39%	47%	51%	38%	39%	48%	50%	46%	39%	45%	49%	45%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 78

Q.19 How effective, if at all, do you think each of the following activities are in having an impact on how Britain is run?

- Taking an active part in a campaign

Base : All respondents

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Very effective	44	39	5	32	2	10	32	11	27	7	10	34	14	26	10	31	30	11	30	11	25	16	2	48
	4%	4%	6%	4%	2%	5%	6%	2%	5%	6%	9%	4%	5%	3%	7%	3%	6%	2%	7%	2%	10%	2%	2%	5%
Fairly effective	455	416	39	320	50	85	299	156	249	36	67	388	170	280	93	359	273	178	246	205	127	297	30	445
	43%	43%	42%	44%	37%	43%	55%	31%	45%	31%	60%	41%	65%	36%	62%	40%	54%	34%	54%	36%	51%	45%	23%	42%
Not very effective	361	330	31	242	53	66	155	206	184	36	25	336	60	298	28	332	141	214	124	232	66	236	57	358
	34%	34%	33%	34%	40%	33%	28%	41%	33%	31%	22%	36%	23%	39%	19%	37%	28%	41%	27%	40%	26%	36%	44%	34%
Not effective at all	109	100	9	76	14	19	35	73	54	29	4	105	8	100	8	100	35	73	31	77	19	60	30	118
	10%	10%	10%	11%	11%	10%	6%	15%	10%	25%	4%	11%	3%	13%	6%	11%	7%	14%	7%	13%	8%	9%	23%	11%
Don't know	82	73	8	50	14	18	26	55	45	10	5	77	11	65	9	69	25	50	21	50	12	52	11	82
	8%	8%	9%	7%	11%	9%	5%	11%	8%	8%	5%	8%	4%	8%	6%	8%	5%	9%	5%	9%	5%	8%	9%	8%
Effective	499	455	44	352	52	95	331	167	276	43	77	422	184	306	103	390	303	188	276	216	153	313	32	493
	47%	47%	48%	49%	39%	48%	61%	33%	49%	36%	69%	45%	70%	40%	69%	44%	60%	36%	61%	38%	61%	47%	25%	47%
Not effective	470	430	40	319	67	85	190	279	238	65	30	441	68	398	37	432	176	288	155	310	85	296	87	476
	45%	45%	43%	44%	50%	43%	35%	56%	43%	55%	26%	47%	26%	52%	25%	48%	35%	55%	34%	54%	34%	45%	67%	45%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 79

Q.20 How effective, if at all, do you think each of the following activities are in having an impact on how Britain is run?

- Signing a petition

Base : All respondents

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Very effective	64 6%	32 6%	31 6%	6 4%	13 8%	18 9%	6 4%	6 4%	8 7%	6 6%	15 6%	16 5%	15 7%	17 7%	18 5%	25 7%	21 6%	16 6%	42 7%	2 3%	68 6%
Fairly effective	427 41%	199 39%	228 42%	78 51%	57 34%	81 41%	60 36%	56 36%	44 41%	51 50%	106 39%	125 41%	97 45%	98 38%	130 37%	155 41%	142 44%	110 43%	251 40%	27 45%	422 40%
Not very effective	384 37%	196 38%	189 35%	51 33%	58 35%	68 34%	70 42%	69 45%	38 35%	30 30%	113 41%	123 40%	64 30%	85 33%	141 40%	138 37%	105 32%	86 33%	245 39%	24 40%	372 35%
Not effective at all	128 12%	67 13%	61 11%	10 7%	23 14%	21 10%	29 17%	19 13%	15 14%	10 10%	32 12%	27 9%	30 14%	37 15%	47 13%	44 12%	36 11%	24 9%	80 13%	6 11%	133 13%
Don't know	49 5%	16 3%	33 6%	8 5%	16 10%	10 5%	3 2%	3 2%	3 3%	5 5%	5 2%	15 5%	10 4%	19 7%	17 5%	11 3%	21 6%	24 9%	18 3%	2 3%	56 5%
Effective	490 47%	231 45%	259 48%	85 55%	70 42%	99 50%	66 39%	62 40%	52 48%	57 56%	122 45%	142 46%	112 52%	115 45%	148 42%	179 48%	163 50%	126 49%	293 46%	29 47%	490 47%
Not effective	512 49%	262 51%	249 46%	61 40%	82 49%	89 45%	99 59%	88 58%	53 49%	40 39%	145 53%	150 49%	95 44%	122 48%	187 53%	183 49%	142 44%	110 42%	325 51%	31 50%	505 48%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 80

Q.20 How effective, if at all, do you think each of the following activities are in having an impact on how Britain is run?

- Signing a petition

Base : All respondents

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
Very effective	64	32	8	24	25	12	4	32	17	7	18	15	22	24	8	16	4	7	1	7	4	3	10	2	7	3	68
	6%	7%	7%	5%	7%	5%	2%	9%	6%	5%	7%	6%	8%	8%	4%	11%	4%	6%	2%	7%	5%	3%	8%	5%	13%	3%	6%
Fairly effective	427	168	56	203	148	94	73	158	125	73	90	87	110	141	77	56	54	61	38	43	23	35	43	20	22	32	422
	41%	36%	51%	43%	40%	41%	41%	43%	44%	47%	34%	38%	38%	46%	39%	38%	54%	46%	41%	46%	30%	39%	35%	44%	41%	34%	40%
Not very effective	384	180	32	173	135	82	80	118	97	52	119	76	109	103	89	62	27	40	36	32	35	38	45	12	12	45	372
	37%	38%	29%	36%	37%	35%	45%	32%	34%	34%	45%	33%	38%	34%	45%	42%	27%	30%	39%	33%	45%	42%	37%	27%	22%	49%	35%
Not effective at all	128	63	8	56	42	28	20	47	34	13	29	38	37	25	21	8	15	20	16	5	11	13	15	7	6	12	133
	12%	14%	8%	12%	12%	12%	11%	13%	12%	8%	11%	16%	13%	8%	10%	6%	15%	15%	17%	5%	14%	14%	12%	16%	11%	13%	13%
Don't know	49	24	5	19	16	15	2	16	10	9	10	16	9	12	4	5	*	5	2	8	5	2	9	4	7	1	56
	5%	5%	5%	4%	4%	7%	1%	4%	4%	6%	4%	7%	3%	4%	2%	3%	*	3%	2%	9%	7%	3%	7%	9%	13%	1%	5%
Effective	490	200	64	226	173	106	78	189	142	80	108	102	132	165	85	72	58	68	39	50	27	38	53	22	28	35	490
	47%	43%	58%	48%	47%	46%	43%	51%	50%	52%	41%	44%	46%	54%	43%	49%	58%	51%	42%	53%	34%	42%	43%	49%	54%	37%	47%
Not effective	512	243	40	228	177	110	100	165	130	65	148	113	146	129	110	70	42	60	52	36	46	51	60	20	18	57	505
	49%	52%	37%	48%	48%	48%	56%	45%	46%	42%	56%	49%	51%	42%	55%	48%	42%	45%	56%	38%	59%	56%	49%	42%	33%	61%	48%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 81

Q.20 How effective, if at all, do you think each of the following activities are in having an impact on how Britain is run?

- Signing a petition

Base : All respondents

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Very effective	64	57	6	46	6	11	42	21	39	5	5	58	19	42	17	46	38	26	32	32	29	31	4	68
	6%	6%	7%	6%	5%	6%	8%	4%	7%	4%	5%	6%	7%	5%	12%	5%	7%	5%	7%	6%	12%	5%	3%	6%
Fairly effective	427	384	42	288	45	94	213	213	232	43	48	379	134	290	75	349	221	200	194	226	95	302	27	422
	41%	40%	46%	40%	34%	48%	39%	43%	42%	37%	43%	40%	51%	38%	51%	39%	44%	38%	43%	39%	38%	46%	21%	40%
Not very effective	384	356	28	262	58	64	227	156	208	28	47	337	86	291	38	341	175	199	169	207	91	237	56	372
	37%	37%	31%	36%	44%	32%	42%	31%	37%	24%	42%	36%	33%	38%	26%	38%	35%	38%	37%	36%	36%	36%	43%	35%
Not effective at all	128	119	9	91	19	17	52	75	59	31	11	117	20	106	14	111	60	68	47	78	32	65	30	133
	12%	12%	10%	13%	15%	9%	9%	15%	11%	26%	10%	12%	8%	14%	10%	13%	12%	13%	10%	14%	13%	10%	23%	13%
Don't know	49	42	7	33	4	11	12	36	20	10	-	49	5	41	3	44	11	32	10	32	3	27	14	56
	5%	4%	7%	5%	3%	6%	2%	7%	4%	9%	-	5%	2%	5%	2%	5%	2%	6%	2%	6%	1%	4%	10%	5%
Effective	490	442	49	334	51	105	256	235	272	48	54	437	152	332	93	395	259	227	225	258	124	333	31	490
	47%	46%	53%	46%	39%	53%	47%	47%	49%	41%	48%	47%	58%	43%	62%	44%	51%	43%	50%	45%	50%	50%	24%	47%
Not effective	512	474	37	353	77	81	279	231	267	59	58	454	106	397	52	452	235	267	216	285	123	302	85	505
	49%	49%	40%	49%	58%	41%	51%	46%	48%	50%	52%	48%	40%	52%	35%	51%	47%	51%	48%	50%	49%	46%	66%	48%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 82

Q.17-Q.20 How effective, if at all, do you think each of the following activities are in having an impact on how Britain is run?

- Summary Table

Base : All respondents age 18+

	Voting in an election	Contacting a local councillor, MP, MEP, or AM (Assembly Member), or MSP (Member of Scottish Parliament)	Taking an active part in a campaign	Signing a petition
Unweighted total	1051	1051	1051	1051
Weighted total	1051	1051	1051	1051
Effective Base	824	824	824	824
Very effective	285 27%	78 7%	44 4%	64 6%
Fairly effective	475 45%	488 46%	455 43%	427 41%
Not very effective	203 19%	296 28%	361 34%	384 37%
Not effective at all	59 6%	99 9%	109 10%	128 12%
Don't know	29 3%	89 9%	82 8%	49 5%
Effective	760 72%	566 54%	499 47%	490 47%
Not effective	262 25%	395 38%	470 45%	512 49%

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Table 83

Q.21 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Voting in elections

Base : All respondents

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Essential	250	138	112	24	22	52	51	45	32	25	93	76	41	41	67	122	62	48	170	13	245
	24%	27%	21%	16%	13%	26%	30%	29%	25%		34%	25%	19%	16%	19%	33%	19%	18%	27%	21%	23%
Very important	423	201	221	60	69	71	65	59	46	53	114	118	94	97	128	154	141	98	257	21	411
	40%	39%	41%	39%	41%	36%	39%	38%	42%	52%	42%	38%	43%	38%	36%	41%	43%	38%	40%	34%	39%
Fairly important	239	103	135	43	46	46	33	32	19	19	41	69	52	76	100	68	71	65	137	19	247
	23%	20%	25%	28%	28%	23%	20%	21%	17%	19%	15%	23%	24%	30%	28%	18%	22%	25%	21%	31%	24%
Fairly unimportant	75	37	38	13	15	15	10	13	7	3	16	27	14	18	32	18	25	22	45	4	77
	7%	7%	7%	8%	9%	7%	6%	8%	6%	3%	6%	9%	7%	7%	9%	5%	8%	8%	7%	6%	7%
Not important at all	54	29	25	11	12	13	8	5	5	1	8	14	13	20	21	10	23	21	25	4	58
	5%	6%	5%	7%	7%	7%	5%	3%	4%	1%	3%	5%	6%	8%	6%	3%	7%	8%	4%	7%	6%
Don't know	10	1	9	3	3	1	2	1	1	-	-	2	3	5	5	2	3	6	3	*	13
	1%	*	2%	2%	2%	1%	1%	*	1%	-	-	1%	1%	2%	1%	*	1%	2%	*	1%	1%
Essential/Important	911	443	469	127	138	170	149	135	96	97	248	263	187	213	294	343	274	211	564	53	903
	87%	87%	87%	83%	82%	85%	88%	88%	89%	96%	91%	86%	86%	83%	83%	92%	84%	81%	89%	87%	86%
Important	661	304	357	103	115	118	98	90	65	72	155	187	146	172	227	221	212	163	394	40	658
	63%	60%	66%	67%	69%	59%	58%	59%	60%	71%	57%	61%	67%	67%	65%	59%	65%	63%	62%	65%	63%
Not Important	130	67	63	24	27	28	18	18	11	4	24	42	27	37	53	28	48	42	70	8	135
	12%	13%	12%	15%	16%	14%	11%	12%	10%	4%	9%	14%	12%	15%	15%	8%	15%	16%	11%	13%	13%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 84

Q.21 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Voting in elections

Base : All respondents

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total			
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humber	North West	North East	Wales		Scotland		
Unweighted total	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	240	95	279	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051	
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051	
Essential	250	117	19	114	74	54	74	82	47	37	91	46	84	84	64	52	16	36	34	22	12	16	19	6	11	26	245	
	24%	25%	17%	24%	20%	23%	41%	22%	17%	24%	34%	20%	29%	28%	32%	35%	16%	27%	37%	23%	16%	18%	15%	12%	21%	28%	23%	
Very important	423	164	56	203	147	90	74	159	110	66	113	95	139	139	68	55	50	64	35	37	35	38	47	14	19	29	411	
	40%	35%	51%	43%	40%	39%	41%	43%	39%	43%	42%	41%	48%	46%	34%	37%	50%	48%	37%	39%	45%	41%	38%	30%	37%	31%	39%	
Fairly important	239	114	24	101	89	56	21	80	82	35	41	55	40	63	51	24	22	28	16	22	16	27	32	16	11	25	247	
	23%	24%	22%	21%	24%	24%	12%	21%	29%	23%	15%	24%	14%	21%	25%	16%	22%	21%	18%	23%	21%	29%	26%	35%	20%	27%	24%	
Fairly unimportant	75	40	4	32	28	15	8	27	21	11	13	17	15	15	12	13	5	2	3	8	6	7	14	5	5	6	77	
	7%	9%	4%	7%	8%	6%	4%	7%	7%	7%	5%	7%	5%	5%	6%	9%	5%	7%	1%	5%	4%	8%	12%	11%	9%	6%	7%	
Not important at all	54	31	3	20	22	15	3	23	18	5	8	15	7	3	4	3	5	3	4	4	8	3	8	4	7	5	58	
	5%	7%	3%	4%	6%	7%	1%	6%	6%	3%	3%	6%	2%	1%	2%	2%	5%	2%	5%	4%	10%	4%	7%	10%	13%	5%	6%	
Don't know	10	1	4	5	6	2	-	-	5	1	-	3	1	*	1	1	1	1	-	2	-	-	2	1	-	2	13	
	1%	*	3%	1%	2%	1%	-	-	2%	1%	-	1%	*	*	1%	*	1%	1%	-	2%	-	-	2%	3%	-	2%	1%	
Essential/Important	911	395	99	417	310	200	169	321	239	137	245	196	263	286	182	131	89	128	85	81	63	81	97	36	41	80	903	
	87%	84%	90%	88%	85%	86%	94%	87%	85%	89%	92%	85%	92%	94%	91%	89%	89%	96%	92%	85%	82%	88%	80%	77%	78%	86%	86%	
Important	661	278	80	303	236	146	96	239	192	101	154	150	179	202	119	79	72	92	51	59	51	65	79	30	30	54	658	
	63%	59%	73%	64%	64%	63%	53%	64%	68%	65%	58%	65%	62%	66%	59%	54%	72%	69%	55%	62%	66%	71%	65%	65%	57%	58%	63%	
Not Important	130	71	7	52	51	30	10	50	39	16	21	32	22	19	16	16	10	5	8	12	14	11	23	9	11	135		
	12%	15%	6%	11%	14%	13%	6%	13%	14%	10%	8%	14%	8%	6%	8%	11%	10%	4%	8%	13%	18%	12%	19%	20%	22%	12%	13%	

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 85

Q.21 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Voting in elections

Base : All respondents

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Essential	250	229	21	171	32	48	185	64	208	9	53	197	84	159	47	200	162	84	146	100	250	-	-	245
	24%	24%	22%	24%	24%	24%	34%	13%	37%	7%	48%	21%	32%	21%	32%	22%	32%	16%	32%	17%	100%	-	-	23%
Very important	423	377	45	289	47	87	242	180	239	21	39	383	117	301	72	347	202	214	184	230	-	423	-	411
	40%	39%	49%	40%	35%	44%	44%	36%	43%	18%	35%	41%	44%	39%	49%	39%	40%	41%	41%	40%	-	64%	-	39%
Fairly important	239	219	19	173	28	38	85	153	71	30	13	225	45	190	25	210	89	146	85	150	-	239	-	247
	23%	23%	21%	24%	21%	19%	16%	30%	13%	26%	12%	24%	17%	25%	17%	24%	18%	28%	19%	26%	-	36%	-	24%
Fairly unimportant	75	71	4	55	10	11	26	50	21	19	5	71	11	64	3	72	33	40	23	49	-	-	75	77
	7%	7%	5%	8%	7%	6%	5%	10%	4%	16%	4%	8%	4%	8%	2%	8%	7%	8%	5%	8%	-	-	58%	7%
Not important at all	54	53	2	28	14	12	6	49	17	35	1	53	7	47	1	52	14	37	11	40	-	-	54	58
	5%	5%	2%	4%	11%	6%	1%	10%	3%	30%	1%	6%	2%	6%	1%	6%	3%	7%	2%	7%	-	-	42%	6%
Don't know	10	8	1	5	3	2	3	7	2	3	-	10	-	8	-	9	3	5	3	6	-	-	-	13
	1%	1%	2%	1%	2%	1%	1%	1%	*	3%	-	1%	-	1%	-	1%	1%	1%	1%	1%	-	-	-	1%
Essential/Important	911	826	85	633	106	172	512	397	518	60	106	805	246	650	144	758	453	444	415	480	250	661	-	903
	87%	86%	92%	88%	80%	87%	94%	79%	93%	51%	95%	86%	93%	84%	97%	85%	90%	84%	92%	84%	100%	100%	-	86%
Important	661	597	64	462	74	125	327	333	310	51	53	609	162	490	97	558	291	360	269	380	-	661	-	658
	63%	62%	69%	64%	56%	63%	60%	66%	55%	44%	47%	65%	62%	64%	66%	63%	58%	69%	59%	66%	-	100%	-	63%
Not Important	130	124	6	83	24	23	32	98	38	54	6	124	17	112	4	124	48	77	34	89	-	-	130	135
	12%	13%	6%	12%	18%	12%	6%	20%	7%	46%	5%	13%	7%	15%	3%	14%	9%	15%	8%	15%	-	-	100%	13%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 86

Q.22 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Taking part in government consultations

Base : All respondents

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Essential	36	26	10	6	4	9	7	6	4	*	13	12	5	6	9	21	5	9	23	1	35
	3%	5%	2%	4%	2%	5%	4%	4%	4%	*	5%	4%	2%	2%	3%	6%	2%	4%	4%	2%	3%
Very important	245	125	120	29	39	44	40	44	25	23	80	68	43	53	76	93	76	53	157	16	243
	23%	25%	22%	19%	23%	22%	24%	29%	23%	23%	29%	22%	20%	21%	22%	25%	23%	20%	25%	26%	23%
Fairly important	380	185	195	61	59	76	52	56	40	37	108	108	69	96	139	140	101	89	234	24	371
	36%	36%	36%	40%	35%	38%	31%	36%	37%	37%	40%	35%	32%	38%	39%	37%	31%	34%	37%	39%	35%
Fairly unimportant	202	105	96	33	31	33	47	26	21	12	36	73	45	47	64	69	69	53	133	7	199
	19%	21%	18%	21%	18%	17%	28%	17%	19%	11%	13%	24%	21%	18%	18%	19%	21%	20%	21%	12%	19%
Not important at all	110	49	60	14	19	21	15	14	15	13	24	27	27	32	35	32	43	30	58	8	119
	10%	10%	11%	9%	11%	10%	9%	9%	13%	12%	9%	9%	13%	12%	10%	9%	13%	12%	9%	13%	11%
Don't know	79	19	60	11	16	15	7	8	3	17	11	19	27	22	29	18	32	26	31	5	84
	8%	4%	11%	7%	10%	8%	4%	5%	3%	17%	4%	6%	12%	8%	8%	5%	10%	10%	5%	9%	8%
Essential/Important	660	336	325	96	102	129	99	106	70	60	201	188	117	155	225	254	182	151	414	41	649
	63%	66%	60%	62%	61%	65%	59%	69%	64%	60%	74%	61%	54%	61%	64%	68%	56%	58%	65%	66%	62%
Important	625	310	315	90	98	120	92	100	66	60	188	176	112	149	215	233	177	141	391	39	614
	59%	61%	58%	59%	58%	60%	55%	65%	60%	59%	69%	57%	52%	58%	61%	62%	54%	54%	61%	65%	58%
Not Important	312	155	157	46	50	54	62	40	35	24	60	100	73	79	99	101	111	83	191	15	318
	30%	30%	29%	30%	30%	27%	37%	26%	33%	24%	22%	33%	34%	31%	28%	27%	34%	32%	30%	25%	30%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 87

Q.22 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Taking part in government consultations

Base : All respondents

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total				
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humber	North West	North East	Wales		Scotland			
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	240	95	279	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051		
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	824		
Essential	36	16	1	19	15	10	5	13	8	6	13	6	11	14	10	10	1	10	1	4	-	2	6	-	*	1	35		
	3%	3%	1%	4%	4%	4%	3%	4%	3%	4%	5%	2%	4%	4%	5%	7%	1%	8%	1%	5%	-	3%	5%	-	1%	1%	3%		
Very important	245	110	33	102	83	43	67	95	59	32	87	44	68	79	52	30	20	31	31	20	23	19	24	11	12	22	243		
	23%	23%	30%	21%	23%	19%	37%	26%	21%	21%	32%	19%	24%	26%	26%	21%	20%	23%	34%	22%	30%	20%	20%	24%	23%	24%	23%		
Fairly important	380	174	39	168	139	91	62	127	105	51	103	84	109	112	75	60	31	47	33	38	20	32	53	20	11	34	371		
	36%	37%	35%	35%	38%	39%	34%	34%	37%	33%	39%	36%	38%	37%	38%	41%	31%	35%	36%	41%	26%	35%	44%	43%	21%	37%	35%		
Fairly unimportant	202	101	18	83	67	52	29	73	57	46	38	34	52	58	32	29	18	29	12	17	18	26	18	5	15	15	199		
	19%	22%	16%	18%	18%	23%	16%	20%	20%	30%	14%	15%	18%	19%	16%	20%	18%	22%	12%	18%	23%	28%	15%	11%	29%	16%	19%		
Not important at all	110	45	11	54	33	27	12	44	24	13	16	40	30	18	16	11	19	11	10	7	7	8	14	5	10	8	119		
	10%	10%	10%	11%	9%	12%	7%	12%	9%	8%	6%	17%	10%	6%	8%	8%	19%	8%	11%	7%	9%	9%	11%	10%	18%	9%	11%		
Don't know	79	23	7	49	30	9	5	19	29	8	9	24	17	25	15	7	11	5	7	9	4	7	5	4	12	84			
	8%	5%	7%	10%	8%	4%	3%	5%	10%	5%	4%	10%	6%	8%	8%	5%	11%	4%	7%	8%	12%	5%	6%	12%	8%	13%	8%		
Essential/Important	660	299	73	288	237	144	134	235	172	88	203	134	188	205	137	100	52	89	65	63	44	53	83	31	24	58	649		
	63%	64%	67%	61%	65%	62%	74%	63%	61%	57%	76%	58%	66%	67%	69%	68%	52%	66%	70%	67%	56%	58%	68%	67%	45%	62%	62%		
Important	625	284	72	269	222	134	128	222	164	82	190	128	177	191	127	90	51	78	64	59	44	50	77	31	23	57	614		
	59%	61%	66%	57%	61%	58%	71%	60%	58%	53%	71%	55%	62%	63%	64%	61%	51%	59%	69%	62%	56%	55%	63%	67%	44%	61%	58%		
Not Important	312	145	29	137	100	80	41	117	82	58	54	74	82	76	47	40	37	40	21	24	25	34	32	10	25	23	318		
	30%	31%	27%	29%	27%	34%	23%	32%	29%	38%	20%	32%	29%	25%	24%	27%	37%	30%	23%	25%	32%	37%	26%	21%	47%	25%	30%		

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 88

Q.22 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Taking part in government consultations

Base : All respondents

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Essential	36	26	10	29	3	4	29	7	31	1	7	29	17	19	10	25	27	9	27	8	29	7	-	35
	3%	3%	11%	4%	2%	2%	5%	1%	6%	1%	6%	3%	6%	2%	7%	3%	5%	2%	6%	1%	12%	1%	-	3%
Very important	245	222	23	166	35	43	166	78	151	16	39	206	83	160	46	198	154	90	139	104	86	151	8	243
	23%	23%	25%	23%	27%	22%	30%	16%	27%	13%	35%	22%	32%	21%	31%	22%	31%	17%	31%	18%	34%	23%	6%	23%
Fairly important	380	349	31	265	46	69	210	169	185	38	42	338	100	274	62	314	182	187	163	208	91	269	20	371
	36%	36%	34%	37%	34%	35%	38%	34%	33%	32%	38%	36%	38%	36%	42%	35%	36%	36%	36%	36%	36%	41%	15%	35%
Fairly unimportant	202	190	12	149	21	32	89	113	96	30	14	188	35	164	12	189	82	120	72	130	22	130	50	199
	19%	20%	13%	21%	16%	16%	16%	23%	17%	26%	13%	20%	13%	21%	8%	21%	16%	23%	16%	23%	9%	20%	38%	19%
Not important at all	110	104	5	64	20	26	27	82	55	26	8	102	16	92	8	100	33	73	27	80	12	52	44	119
	10%	11%	6%	9%	15%	13%	5%	16%	10%	22%	7%	11%	6%	12%	5%	11%	7%	14%	6%	14%	5%	8%	34%	11%
Don't know	79	68	11	46	8	25	27	52	40	6	2	77	13	61	11	65	27	47	25	44	11	52	8	84
	8%	7%	12%	6%	6%	13%	5%	10%	7%	5%	2%	8%	5%	8%	8%	7%	5%	9%	5%	8%	4%	8%	6%	8%
Essential/Important	660	596	64	461	84	116	405	255	367	54	88	573	200	453	118	538	363	286	329	321	206	427	28	649
	63%	62%	69%	64%	63%	59%	74%	51%	66%	46%	79%	61%	76%	59%	79%	60%	72%	54%	73%	56%	82%	65%	21%	62%
Important	625	571	54	432	81	112	376	248	336	54	81	544	183	434	107	512	336	277	301	313	177	420	28	614
	59%	60%	59%	60%	61%	57%	69%	49%	60%	46%	72%	58%	69%	56%	72%	58%	67%	53%	67%	54%	71%	64%	21%	58%
Not Important	312	294	18	214	41	57	116	195	151	56	22	290	51	255	19	289	115	193	98	210	33	182	94	318
	30%	31%	19%	30%	31%	29%	21%	39%	27%	48%	20%	31%	19%	33%	13%	32%	23%	37%	22%	37%	13%	28%	72%	30%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 89

Q.23 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Expressing my opinion publicly e.g. radio phone in, letter to the editor, online forums, public meetings/events

Base : All respondents

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Essential	28	18	10	5	2	7	5	4	3	1	5	9	7	8	8	11	8	7	15	4	33
	3%	3%	2%	3%	1%	4%	3%	2%	3%	1%	2%	3%	3%	3%	2%	3%	3%	3%	2%	6%	3%
Very important	208	111	97	28	40	30	30	31	22	27	55	50	41	62	65	78	65	50	130	15	226
	20%	22%	18%	19%	24%	15%	18%	20%	21%	26%	20%	16%	19%	24%	18%	21%	20%	19%	21%	25%	22%
Fairly important	416	201	215	65	59	91	61	65	40	35	107	128	84	96	145	143	128	108	253	19	406
	40%	39%	40%	42%	35%	46%	36%	42%	37%	34%	39%	42%	39%	38%	41%	38%	39%	42%	40%	32%	39%
Fairly unimportant	248	116	132	39	40	49	51	34	20	15	73	80	46	49	80	93	74	58	162	14	230
	24%	23%	24%	25%	24%	25%	30%	22%	19%	14%	27%	26%	21%	19%	23%	25%	23%	22%	25%	23%	22%
Not important at all	117	56	61	13	16	18	18	18	19	13	31	34	26	26	40	42	35	25	65	7	117
	11%	11%	11%	9%	9%	9%	11%	12%	18%	13%	11%	11%	12%	10%	11%	11%	11%	10%	10%	12%	11%
Don't know	35	8	27	3	12	3	2	2	3	11	2	6	13	15	14	6	15	12	11	1	39
	3%	2%	5%	2%	7%	1%	1%	1%	3%	11%	1%	2%	6%	6%	4%	2%	5%	5%	2%	2%	4%
Essential/Important	652	329	322	98	100	128	97	99	66	63	167	187	132	166	218	233	201	165	398	38	665
	62%	65%	60%	64%	60%	65%	58%	65%	61%	62%	61%	61%	61%	65%	62%	62%	62%	64%	63%	63%	63%
Important	624	312	312	93	98	121	92	95	62	61	162	178	125	158	209	222	193	159	383	35	632
	59%	61%	58%	61%	58%	61%	55%	62%	58%	61%	60%	58%	58%	62%	59%	59%	59%	61%	60%	57%	60%
Not Important	364	172	193	52	56	68	69	53	40	28	103	114	72	75	121	135	109	83	227	21	347
	35%	34%	36%	34%	33%	34%	41%	34%	37%	27%	38%	37%	33%	29%	34%	36%	34%	32%	36%	35%	33%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
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Table 90

Q.23 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Expressing my opinion publicly e.g. radio phone in, letter to the editor, online forums, public meetings/events

Base : All respondents

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total				
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humber	North West	North East	Wales		Scotland			
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	240	95	279	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051		
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	824		
Essential	28	13	2	13	10	5	7	11	7	2	6	7	7	8	7	4	2	6	1	5	-	1	3	1	*	3	33		
	3%	3%	2%	3%	3%	2%	4%	3%	3%	2%	2%	3%	2%	3%	3%	2%	2%	5%	1%	3%	-	1%	3%	3%	1%	3%	3%		
Very important	208	90	21	97	64	40	44	80	54	27	61	50	50	68	48	27	20	39	13	20	18	13	19	10	7	23	226		
	20%	19%	19%	21%	17%	17%	25%	22%	19%	17%	23%	22%	17%	22%	24%	18%	20%	29%	14%	21%	23%	14%	16%	22%	13%	24%	22%		
Fairly important	416	181	51	184	157	101	72	156	135	58	97	81	115	121	77	55	26	44	44	42	38	44	54	15	21	31	406		
	40%	39%	46%	39%	43%	43%	40%	42%	48%	38%	36%	35%	40%	40%	39%	37%	26%	33%	47%	45%	48%	48%	44%	33%	41%	34%	39%		
Fairly unimportant	248	128	23	97	89	58	39	73	53	55	72	42	79	64	51	42	30	28	23	15	16	24	24	9	14	23	230		
	24%	27%	21%	20%	24%	25%	22%	20%	19%	35%	27%	18%	27%	21%	25%	29%	30%	21%	25%	15%	20%	26%	20%	20%	27%	25%	22%		
Not important at all	117	48	10	58	35	23	17	43	18	10	28	37	30	29	15	17	13	15	10	8	6	7	17	9	8	8	117		
	11%	10%	9%	12%	10%	10%	9%	12%	6%	6%	10%	16%	11%	10%	8%	11%	13%	11%	11%	8%	8%	8%	14%	19%	16%	8%	11%		
Don't know	35	6	3	25	11	4	-	8	14	3	3	13	7	14	1	3	9	2	1	4	1	3	4	2	1	4	39		
	3%	1%	3%	5%	3%	2%	-	2%	5%	2%	1%	6%	2%	5%	1%	2%	9%	1%	1%	4%	1%	3%	4%	5%	3%	5%	4%		
Essential/Important	652	285	73	294	231	146	123	247	197	88	164	139	171	198	132	86	49	89	58	68	56	58	77	26	29	57	665		
	62%	61%	67%	62%	63%	63%	69%	67%	70%	57%	62%	60%	60%	65%	66%	58%	49%	67%	62%	72%	71%	63%	63%	57%	54%	62%	63%		
Important	624	271	71	281	221	141	116	236	190	85	158	131	165	189	125	82	46	83	57	63	56	57	73	25	28	54	632		
	59%	58%	65%	59%	60%	61%	65%	64%	67%	55%	59%	57%	57%	62%	63%	56%	46%	62%	61%	66%	71%	62%	60%	54%	54%	58%	60%		
Not Important	364	177	33	155	124	82	56	116	71	64	99	79	109	94	66	59	42	43	34	22	22	31	41	18	23	31	347		
	35%	38%	30%	33%	34%	35%	31%	31%	25%	42%	37%	34%	38%	31%	33%	40%	42%	32%	36%	24%	28%	34%	34%	38%	43%	34%	33%		

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 91

Q.23 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Expressing my opinion publicly e.g. radio phone in, letter to the editor, online forums, public meetings/events

Base : All respondents

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Essential	28	21	6	24	*	4	18	10	18	3	7	21	8	20	7	20	14	14	13	14	16	10	2	33
	3%	2%	7%	3%	*	2%	3%	2%	3%	2%	6%	2%	3%	3%	5%	2%	3%	3%	3%	2%	6%	1%	2%	3%
Very important	208	178	30	149	24	35	134	73	115	21	22	186	76	130	41	166	138	69	123	83	72	124	11	226
	20%	19%	33%	21%	18%	18%	24%	15%	21%	18%	20%	20%	29%	17%	27%	19%	27%	13%	27%	14%	29%	19%	9%	22%
Fairly important	416	383	33	289	48	79	226	190	221	39	55	361	108	299	61	351	218	189	190	218	98	283	34	406
	40%	40%	35%	40%	36%	40%	41%	38%	40%	34%	49%	38%	41%	39%	41%	39%	43%	36%	42%	38%	39%	43%	26%	39%
Fairly unimportant	248	233	15	171	34	43	115	132	122	25	19	228	50	192	24	219	91	154	87	156	48	157	43	230
	24%	24%	16%	24%	26%	22%	21%	26%	22%	22%	17%	24%	19%	25%	16%	25%	18%	29%	19%	27%	19%	24%	33%	22%
Not important at all	117	112	4	73	19	25	46	70	64	23	7	110	13	103	6	110	36	76	31	82	14	67	33	117
	11%	12%	5%	10%	15%	13%	8%	14%	11%	19%	6%	12%	5%	13%	4%	12%	7%	14%	7%	14%	6%	10%	26%	11%
Don't know	35	31	4	16	7	12	9	26	19	6	1	34	8	25	9	25	8	24	7	22	3	20	6	39
	3%	3%	4%	2%	5%	6%	2%	5%	3%	5%	1%	4%	3%	3%	6%	3%	2%	5%	2%	4%	1%	3%	5%	4%
Essential/Important	652	582	69	461	73	118	377	273	354	63	84	567	193	449	109	537	370	272	327	315	185	417	47	665
	62%	61%	75%	64%	55%	60%	69%	54%	63%	54%	75%	60%	73%	58%	74%	60%	73%	52%	72%	55%	74%	63%	36%	63%
Important	624	561	63	437	72	114	360	263	336	60	77	546	184	430	102	516	356	258	313	301	170	407	45	632
	59%	59%	68%	61%	54%	58%	66%	52%	60%	51%	69%	58%	70%	56%	69%	58%	71%	49%	69%	52%	68%	62%	35%	60%
Not Important	364	345	19	243	54	68	161	203	185	48	26	338	63	296	30	329	127	230	118	238	62	224	77	347
	35%	36%	21%	34%	40%	34%	29%	40%	33%	41%	24%	36%	24%	38%	20%	37%	25%	44%	26%	41%	25%	34%	59%	33%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 92

Q.24 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Keeping myself informed about current affairs and events

Base : All respondents

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Essential	98	59	39	17	18	17	14	13	15	5	41	30	11	16	22	45	32	25	62	7	103
	9%	12%	7%	11%	11%	8%	9%	8%	14%	5%	15%	10%	5%	6%	6%	12%	10%	9%	10%	12%	10%
Very important	419	222	196	58	59	89	69	66	43	35	127	136	76	80	140	157	121	97	279	15	410
	40%	44%	36%	38%	35%	45%	41%	43%	40%	34%	47%	44%	35%	31%	40%	42%	37%	37%	44%	25%	39%
Fairly important	409	187	222	59	63	74	69	61	44	40	88	113	95	113	151	134	124	98	239	31	405
	39%	37%	41%	38%	38%	37%	41%	40%	40%	39%	32%	37%	44%	44%	43%	36%	38%	38%	38%	51%	39%
Fairly unimportant	64	23	40	6	11	13	10	10	3	10	12	16	14	22	18	20	26	16	32	5	66
	6%	5%	7%	4%	6%	6%	6%	7%	3%	10%	4%	5%	6%	9%	5%	5%	8%	6%	5%	8%	6%
Not important at all	34	14	20	7	9	5	3	3	2	5	4	8	11	11	13	11	11	11	18	1	38
	3%	3%	4%	5%	5%	3%	2%	2%	2%	5%	2%	3%	5%	4%	4%	3%	3%	4%	3%	2%	4%
Don't know	27	3	24	6	8	1	3	*	1	8	-	4	10	13	8	7	12	13	5	1	29
	3%	1%	4%	4%	5%	1%	2%	*	1%	8%	-	1%	4%	5%	2%	2%	4%	5%	1%	2%	3%
Essential/Important	926	469	457	134	141	179	152	139	102	79	256	278	182	209	313	336	277	219	580	53	918
	88%	92%	84%	87%	84%	90%	90%	91%	94%	78%	94%	91%	84%	82%	89%	90%	85%	84%	91%	88%	87%
Important	827	409	418	117	123	163	137	127	87	74	215	249	171	193	291	292	245	195	518	46	815
	79%	80%	77%	76%	73%	82%	82%	83%	80%	74%	79%	81%	79%	76%	83%	78%	75%	75%	81%	76%	78%
Not Important	98	38	60	14	19	18	13	14	6	14	16	24	25	33	32	30	36	27	51	6	104
	9%	7%	11%	9%	12%	9%	8%	9%	5%	14%	6%	8%	11%	13%	9%	8%	11%	10%	8%	10%	10%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 93

Q.24 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Keeping myself informed about current affairs and events

Base : All respondents

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humber	North West	North East	Wales		Scotland	
Unweighted total	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	279	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
Essential	98	45	7	46	29	28	31	37	19	14	37	15	24	35	22	22	10	13	10	13	3	6	5	5	6	6	103
	9%	10%	6%	10%	8%	12%	17%	10%	7%	9%	14%	7%	8%	12%	11%	15%	10%	10%	10%	14%	4%	7%	4%	11%	11%	6%	10%
Very important	419	191	51	177	155	82	104	141	95	68	135	73	127	125	94	61	31	52	44	38	35	31	50	20	17	40	410
	40%	41%	47%	37%	42%	35%	58%	38%	34%	44%	51%	32%	44%	41%	47%	42%	31%	39%	48%	40%	44%	34%	41%	42%	32%	43%	39%
Fairly important	409	185	42	182	138	97	37	149	127	60	79	99	109	116	70	53	38	51	30	35	30	47	52	17	21	34	405
	39%	39%	39%	38%	38%	42%	21%	40%	45%	39%	30%	43%	38%	38%	35%	36%	38%	38%	32%	36%	39%	52%	43%	38%	41%	37%	39%
Fairly unimportant	64	27	5	31	19	15	5	23	20	2	13	23	18	9	7	7	8	8	5	7	7	5	6	3	3	5	66
	6%	6%	5%	6%	5%	6%	3%	6%	7%	2%	5%	10%	6%	3%	4%	4%	8%	6%	6%	7%	9%	5%	5%	6%	6%	5%	6%
Not important at all	34	15	2	18	14	6	3	17	8	5	2	13	8	8	4	2	5	6	2	1	2	1	7	-	2	5	38
	3%	3%	1%	4%	4%	3%	2%	5%	3%	3%	1%	6%	3%	3%	2%	2%	5%	4%	3%	1%	3%	1%	5%	-	4%	6%	4%
Don't know	27	5	2	20	11	4	*	4	13	3	1	8	*	12	2	2	8	4	1	1	1	2	3	1	3	2	29
	3%	1%	2%	4%	3%	2%	*	1%	5%	2%	*	3%	*	4%	1%	1%	8%	3%	1%	1%	1%	2%	3%	3%	5%	2%	3%
Essential/Important	926	421	100	405	323	207	171	327	241	143	251	187	260	276	186	137	79	116	84	86	67	84	106	42	44	80	918
	88%	90%	92%	85%	88%	89%	95%	88%	85%	93%	94%	81%	91%	91%	93%	93%	79%	87%	91%	91%	87%	92%	87%	91%	85%	86%	87%
Important	827	376	93	358	294	179	141	290	222	129	214	172	236	241	164	114	69	103	74	73	65	78	102	37	39	74	815
	79%	80%	85%	76%	80%	77%	78%	78%	78%	83%	80%	74%	82%	79%	82%	78%	69%	77%	80%	77%	83%	85%	83%	80%	73%	80%	78%
Not Important	98	42	7	49	32	21	8	40	28	8	15	36	26	16	11	9	13	14	8	8	9	6	12	3	5	10	104
	9%	9%	6%	10%	9%	9%	4%	11%	10%	5%	5%	16%	9%	5%	6%	6%	13%	10%	8%	8%	12%	6%	10%	6%	10%	11%	10%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 94

Q.24 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Keeping myself informed about current affairs and events

Base : All respondents

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Essential	98	84	14	69	7	22	79	20	61	9	14	84	29	68	19	78	68	30	65	34	48	38	13	103
	9%	9%	15%	10%	5%	11%	14%	4%	11%	8%	13%	9%	11%	9%	13%	9%	13%	6%	14%	6%	19%	6%	10%	10%
Very important	419	382	36	289	55	75	280	138	257	33	65	354	136	275	64	349	260	152	235	177	143	250	23	410
	40%	40%	39%	40%	41%	38%	51%	27%	46%	28%	58%	38%	52%	36%	43%	39%	51%	29%	52%	31%	57%	38%	18%	39%
Fairly important	409	379	29	291	47	71	169	239	187	42	26	383	81	321	53	353	145	257	128	273	51	305	51	405
	39%	40%	32%	40%	35%	36%	31%	48%	34%	36%	23%	41%	31%	42%	36%	40%	29%	49%	28%	47%	20%	46%	39%	39%
Fairly unimportant	64	58	5	38	8	18	14	50	27	16	5	58	8	56	4	60	18	45	15	49	4	38	21	66
	6%	6%	6%	5%	6%	9%	3%	10%	5%	13%	5%	6%	3%	7%	2%	7%	4%	9%	3%	9%	2%	6%	16%	6%
Not important at all	34	33	1	20	11	3	3	31	13	11	2	33	1	34	1	34	6	26	5	26	4	16	15	38
	3%	3%	1%	3%	9%	2%	*	6%	2%	10%	1%	3%	*	4%	*	4%	1%	5%	1%	5%	1%	2%	11%	4%
Don't know	27	21	6	13	6	8	3	25	14	6	*	27	8	15	7	17	8	15	5	16	1	15	7	29
	3%	2%	7%	2%	4%	4%	1%	5%	2%	5%	*	3%	3%	2%	5%	2%	2%	3%	1%	3%	*	2%	5%	3%
Essential/Important	926	846	80	649	108	168	528	396	505	84	105	821	247	665	137	780	473	439	427	484	241	593	87	918
	88%	88%	86%	90%	82%	85%	96%	79%	90%	72%	94%	87%	94%	86%	92%	88%	94%	84%	95%	84%	97%	90%	67%	87%
Important	827	762	66	580	102	146	449	377	444	75	90	737	218	596	117	702	405	409	363	450	194	555	74	815
	79%	79%	71%	80%	76%	74%	82%	75%	79%	64%	81%	78%	83%	77%	79%	79%	80%	78%	80%	78%	77%	84%	57%	78%
Not Important	98	92	6	58	19	21	17	81	39	27	7	91	8	90	4	94	24	71	20	75	8	54	36	104
	9%	10%	7%	8%	14%	11%	3%	16%	7%	23%	6%	10%	3%	12%	3%	11%	5%	13%	4%	13%	3%	8%	27%	10%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 95

Q.25 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Contacting a politician or official about an issue of concern e.g. by visit, letter, telephone, petition

Base : All respondents

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Essential	49	25	24	8	8	5	10	8	7	4	11	13	7	18	11	22	16	11	32	5	60
	5%	5%	4%	5%	4%	2%	6%	5%	6%	4%	4%	4%	3%	7%	3%	6%	5%	4%	5%	7%	6%
Very important	304	153	151	40	41	58	39	52	35	39	85	78	67	74	89	112	104	59	197	14	294
	29%	30%	28%	26%	24%	29%	24%	34%	32%	39%	31%	25%	31%	29%	25%	30%	32%	23%	31%	22%	28%
Fairly important	433	202	231	59	67	88	73	63	45	38	118	139	81	96	162	144	127	109	255	26	434
	41%	40%	43%	39%	40%	45%	43%	41%	41%	38%	43%	45%	37%	38%	46%	39%	39%	42%	40%	43%	41%
Fairly unimportant	160	87	73	35	28	34	25	17	13	9	41	50	32	38	55	61	44	51	96	7	152
	15%	17%	13%	23%	16%	17%	15%	11%	12%	9%	15%	16%	15%	15%	16%	16%	14%	20%	15%	11%	14%
Not important at all	60	29	31	7	10	10	14	12	4	4	16	16	14	15	19	23	18	14	35	7	63
	6%	6%	6%	4%	6%	5%	8%	8%	3%	4%	6%	5%	6%	6%	5%	6%	6%	5%	6%	11%	6%
Don't know	44	12	32	4	14	4	7	2	6	8	2	11	16	14	17	11	16	16	20	4	48
	4%	2%	6%	3%	9%	2%	4%	1%	5%	8%	1%	4%	7%	6%	5%	3%	5%	6%	3%	6%	5%
Essential/Important	786	381	406	108	116	151	122	123	86	81	214	229	155	188	261	278	247	178	485	44	788
	75%	75%	75%	70%	69%	76%	73%	80%	79%	80%	79%	75%	72%	74%	74%	74%	76%	69%	76%	72%	75%
Important	737	355	382	100	108	146	112	115	79	77	203	216	148	170	251	256	230	167	452	40	728
	70%	70%	71%	65%	64%	74%	67%	75%	73%	76%	74%	71%	68%	67%	71%	69%	71%	64%	71%	65%	69%
Not Important	220	117	104	42	38	44	39	28	17	13	56	66	45	53	74	84	62	65	131	13	215
	21%	23%	19%	27%	23%	22%	23%	19%	15%	13%	21%	22%	21%	21%	21%	22%	19%	25%	21%	22%	20%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 96

Q.25 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Contacting a politician or official about an issue of concern e.g. by visit, letter, telephone, petition

Base : All respondents

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total				
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humber	North West	North East	Wales		Scotland			
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	240	95	279	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051		
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	824		
Essential	49	19	5	26	18	9	7	22	14	7	10	14	13	14	15	10	6	6	6	5	1	1	5	1	4	4	60		
	5%	4%	4%	5%	5%	4%	4%	6%	5%	4%	4%	6%	5%	5%	8%	7%	6%	5%	6%	5%	1%	1%	4%	1%	8%	4%	6%		
Very important	304	127	42	135	99	52	73	118	80	45	86	56	91	110	51	44	30	45	23	31	30	19	31	17	12	22	294		
	29%	27%	38%	28%	27%	22%	40%	32%	28%	29%	32%	24%	32%	36%	25%	30%	30%	34%	25%	33%	39%	21%	25%	36%	23%	23%	28%		
Fairly important	433	199	44	190	157	102	67	137	121	68	116	88	126	123	82	55	38	44	45	43	28	48	58	16	17	41	434		
	41%	43%	40%	40%	43%	44%	37%	37%	43%	44%	44%	38%	44%	40%	41%	37%	38%	33%	48%	45%	36%	52%	47%	34%	33%	44%	41%		
Fairly unimportant	160	83	8	69	59	43	25	53	42	25	38	38	31	42	36	26	14	21	14	10	11	21	16	6	9	12	152		
	15%	18%	7%	15%	16%	19%	14%	14%	15%	16%	14%	16%	11%	14%	18%	18%	14%	16%	15%	11%	15%	23%	13%	12%	16%	13%	14%		
Not important at all	60	26	7	27	18	20	6	27	11	6	13	16	19	8	3	8	8	13	2	3	3	2	8	5	4	4	63		
	6%	6%	7%	6%	5%	9%	3%	7%	4%	4%	5%	7%	6%	3%	2%	6%	8%	10%	2%	3%	4%	2%	7%	10%	8%	5%	6%		
Don't know	44	14	3	27	15	7	2	15	15	3	4	19	7	6	12	4	4	4	4	3	4	*	4	3	6	9	48		
	4%	3%	3%	6%	4%	3%	1%	4%	5%	2%	2%	8%	2%	2%	6%	2%	4%	3%	4%	3%	5%	*	4%	7%	12%	10%	5%		
Essential/Important	786	345	91	351	275	162	147	276	215	120	212	158	230	248	148	109	75	96	73	79	59	68	94	33	34	67	788		
	75%	74%	83%	74%	75%	70%	82%	75%	76%	78%	79%	68%	80%	81%	74%	74%	75%	72%	79%	84%	76%	75%	77%	70%	64%	72%	75%		
Important	737	326	86	325	256	153	140	255	201	113	202	144	217	233	133	100	69	89	67	74	58	67	89	32	29	63	728		
	70%	70%	79%	69%	70%	66%	78%	69%	71%	73%	76%	62%	76%	76%	67%	68%	69%	67%	73%	78%	75%	74%	73%	69%	55%	68%	69%		
Not Important	220	109	15	96	77	63	31	80	53	32	50	55	50	51	39	34	22	34	16	13	15	23	24	10	13	17	215		
	21%	23%	14%	20%	21%	27%	17%	22%	19%	21%	19%	24%	17%	17%	19%	23%	22%	25%	17%	14%	19%	25%	20%	22%	25%	18%	20%		

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 97

Q.25 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Contacting a politician or official about an issue of concern e.g. by visit, letter, telephone, petition

Base : All respondents

	Ethnicity			Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Essential	49	43	7	34	4	10	35	14	32	4	7	43	16	33	9	41	37	12	33	16	31	14	4	60
	5%	4%	7%	5%	3%	5%	6%	3%	6%	4%	6%	5%	6%	4%	6%	5%	7%	2%	7%	3%	13%	2%	3%	6%
Very important	304	275	29	207	35	63	195	109	188	22	41	263	96	204	67	236	181	122	169	133	94	191	17	294
	29%	29%	32%	29%	26%	32%	36%	22%	34%	19%	37%	28%	36%	27%	45%	26%	36%	23%	37%	23%	38%	29%	13%	28%
Fairly important	433	400	33	299	56	77	231	202	220	39	57	376	116	314	60	370	196	229	170	255	86	310	36	434
	41%	42%	36%	42%	42%	39%	42%	40%	39%	33%	51%	40%	44%	41%	41%	42%	39%	44%	38%	44%	34%	47%	28%	41%
Fairly unimportant	160	148	12	117	22	22	61	99	68	26	6	154	27	127	9	146	57	98	52	103	24	94	42	152
	15%	15%	13%	16%	16%	11%	11%	20%	12%	23%	5%	16%	10%	17%	6%	16%	11%	19%	12%	18%	10%	14%	32%	14%
Not important at all	60	56	4	40	8	12	14	46	27	17	1	59	6	55	2	58	17	40	13	44	9	29	22	63
	6%	6%	4%	6%	6%	6%	3%	9%	5%	14%	1%	6%	2%	7%	2%	7%	3%	8%	3%	8%	4%	4%	17%	6%
Don't know	44	37	7	23	8	14	11	33	24	8	-	44	3	36	2	40	16	24	14	23	5	23	9	48
	4%	4%	8%	3%	6%	7%	2%	7%	4%	7%	-	5%	1%	5%	1%	4%	3%	5%	3%	4%	2%	3%	7%	5%
Essential/Important	786	717	69	541	95	150	461	325	440	66	105	682	228	552	136	647	414	363	372	404	212	515	57	788
	75%	75%	75%	75%	72%	76%	84%	65%	79%	56%	94%	73%	87%	72%	92%	73%	82%	69%	82%	70%	85%	78%	44%	75%
Important	737	675	62	506	91	140	426	311	408	62	98	639	212	519	127	606	376	351	339	388	180	501	53	728
	70%	70%	67%	70%	68%	71%	78%	62%	73%	52%	88%	68%	80%	67%	86%	68%	75%	67%	75%	67%	72%	76%	41%	69%
Not Important	220	204	16	157	30	34	75	145	95	43	7	213	32	182	11	204	75	138	66	147	33	123	64	215
	21%	21%	17%	22%	22%	17%	14%	29%	17%	37%	6%	23%	12%	24%	7%	23%	15%	26%	15%	26%	13%	19%	49%	20%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 98

Q.26 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Giving money to a charity or campaigning organisation

Base : All respondents

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Essential	46	22	24	6	8	10	6	6	5	4	15	17	5	10	14	20	12	7	36	1	52
	4%	4%	4%	4%	5%	5%	4%	4%	4%	4%	5%	6%	2%	4%	4%	5%	4%	3%	6%	2%	5%
Very important	316	139	177	49	47	57	31	50	38	43	98	89	58	71	96	124	95	79	181	14	305
	30%	27%	33%	32%	28%	29%	19%	33%	35%	43%	36%	29%	27%	28%	27%	33%	29%	30%	28%	22%	29%
Fairly important	429	210	219	65	68	78	80	59	41	37	107	137	98	87	155	144	130	104	267	25	434
	41%	41%	40%	42%	41%	39%	47%	39%	38%	37%	39%	45%	45%	34%	44%	39%	40%	40%	42%	40%	41%
Fairly unimportant	168	92	76	20	28	39	32	24	15	10	39	43	32	54	55	60	54	37	103	17	163
	16%	18%	14%	13%	16%	20%	19%	16%	14%	10%	14%	14%	15%	21%	16%	16%	16%	14%	16%	28%	16%
Not important at all	65	38	27	5	12	7	16	12	7	5	13	14	16	23	23	19	23	20	39	3	66
	6%	8%	5%	3%	7%	3%	10%	8%	6%	5%	5%	4%	7%	9%	7%	5%	7%	8%	6%	5%	6%
Don't know	26	8	19	8	5	7	3	2	2	1	1	7	7	11	8	7	11	14	10	1	31
	2%	1%	3%	5%	3%	3%	2%	1%	2%	1%	1%	2%	3%	4%	2%	2%	3%	5%	2%	2%	3%
Essential/Important	792	372	420	121	123	146	117	116	84	84	220	243	161	167	266	288	237	189	484	40	791
	75%	73%	78%	79%	73%	73%	70%	75%	78%	84%	81%	79%	74%	66%	76%	77%	73%	73%	76%	65%	75%
Important	745	349	396	114	115	136	111	109	79	80	205	226	156	158	252	268	225	183	448	38	739
	71%	69%	73%	75%	69%	68%	66%	71%	73%	79%	75%	74%	72%	62%	71%	72%	69%	70%	70%	63%	70%
Not Important	233	131	103	25	40	46	48	36	22	16	51	57	48	77	78	79	77	57	142	20	229
	22%	26%	19%	16%	24%	23%	28%	24%	21%	15%	19%	19%	22%	30%	22%	21%	24%	22%	22%	33%	22%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 99

Q.26 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Giving money to a charity or campaigning organisation

Base : All respondents

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humber	North West	North East	Wales		Scotland	
Unweighted total	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051	
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
Essential	46	17	6	23	19	7	10	19	12	9	11	6	9	17	13	9	2	8	4	4	1	6	3	2	4	4	52
	4%	4%	5%	5%	5%	3%	5%	5%	4%	6%	4%	3%	3%	6%	6%	6%	2%	6%	4%	4%	1%	6%	2%	3%	8%	5%	5%
Very important	316	124	30	162	104	64	72	107	78	42	93	77	91	109	55	47	31	47	30	20	24	37	34	5	20	21	305
	30%	27%	27%	34%	28%	28%	40%	29%	27%	27%	35%	33%	32%	36%	28%	32%	31%	35%	32%	21%	31%	40%	28%	11%	38%	22%	29%
Fairly important	429	198	49	183	151	100	64	159	118	74	98	91	124	113	85	63	48	45	36	43	25	40	53	22	15	41	434
	41%	42%	44%	39%	41%	43%	36%	43%	42%	48%	37%	39%	43%	37%	43%	43%	48%	34%	39%	45%	32%	44%	43%	48%	28%	44%	41%
Fairly unimportant	168	87	20	61	69	31	24	52	51	15	46	38	39	53	28	23	12	25	12	18	16	9	18	14	8	14	163
	16%	19%	18%	13%	19%	14%	14%	14%	18%	10%	17%	16%	14%	17%	14%	15%	12%	19%	13%	19%	20%	10%	15%	31%	14%	15%	16%
Not important at all	65	29	2	34	12	22	8	29	18	6	17	16	20	10	12	4	7	7	8	4	6	1	10	2	6	11	66
	6%	6%	2%	7%	3%	10%	4%	8%	6%	4%	6%	7%	7%	3%	6%	3%	7%	5%	9%	4%	8%	1%	8%	4%	12%	12%	6%
Don't know	26	12	3	11	11	7	1	5	5	9	1	4	5	3	6	2	-	2	2	6	6	-	5	2	-	2	31
	2%	3%	3%	2%	3%	3%	1%	1%	2%	6%	1%	2%	2%	1%	3%	1%	-	2%	3%	6%	7%	-	4%	3%	-	2%	3%
Essential/Important	792	339	85	368	274	171	146	285	208	125	202	173	224	240	153	119	81	100	70	67	51	82	89	29	39	66	791
	75%	73%	77%	78%	75%	74%	81%	77%	74%	81%	76%	75%	78%	79%	77%	81%	81%	75%	75%	71%	65%	90%	73%	62%	73%	71%	75%
Important	745	322	79	345	255	164	137	266	196	116	191	167	215	222	141	110	79	92	66	63	49	76	87	27	35	62	739
	71%	69%	72%	73%	69%	71%	76%	72%	69%	75%	72%	72%	75%	73%	70%	75%	79%	69%	71%	66%	64%	83%	71%	59%	66%	67%	70%
Not Important	233	117	21	95	81	54	32	81	69	21	63	54	59	62	40	26	19	32	21	22	22	9	27	16	14	25	229
	22%	25%	20%	20%	22%	23%	18%	22%	24%	13%	24%	23%	20%	20%	20%	18%	19%	24%	22%	23%	28%	10%	22%	35%	27%	22%	

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 100

Q.26 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Giving money to a charity or campaigning organisation

Base : All respondents

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Essential	46	38	8	31	6	10	36	11	35	2	9	38	22	24	11	36	31	15	32	13	29	16	1	52
	4%	4%	9%	4%	5%	5%	6%	2%	6%	1%	8%	4%	8%	3%	7%	4%	6%	3%	7%	2%	12%	2%	1%	5%
Very important	316	287	29	217	46	53	178	137	167	35	37	279	94	214	68	243	160	149	145	163	87	203	25	305
	30%	30%	32%	30%	35%	27%	33%	27%	30%	29%	33%	30%	36%	28%	46%	27%	32%	28%	32%	28%	35%	31%	20%	29%
Fairly important	429	395	34	289	51	90	215	214	225	39	37	392	111	315	55	372	202	219	172	248	76	303	49	434
	41%	41%	37%	40%	38%	45%	39%	43%	40%	34%	33%	42%	42%	41%	37%	42%	40%	42%	38%	43%	30%	46%	37%	41%
Fairly unimportant	168	156	12	123	18	27	83	86	83	23	22	147	27	139	12	154	74	93	69	100	35	102	30	163
	16%	16%	13%	17%	14%	14%	15%	17%	15%	20%	19%	16%	10%	18%	8%	17%	15%	18%	15%	17%	14%	15%	23%	16%
Not important at all	65	61	4	43	8	14	29	36	41	11	8	57	6	58	3	61	28	33	25	36	18	25	21	66
	6%	6%	5%	6%	6%	7%	5%	7%	7%	10%	7%	6%	2%	7%	2%	7%	6%	6%	5%	6%	7%	4%	16%	6%
Don't know	26	22	4	18	4	4	7	19	8	7	-	26	3	20	-	25	9	16	10	15	5	12	4	31
	2%	2%	4%	3%	3%	2%	1%	4%	1%	6%	-	3%	1%	3%	-	3%	2%	3%	2%	3%	2%	2%	3%	3%
Essential/Important	792	720	72	536	103	153	429	362	427	76	82	710	227	552	134	650	393	383	349	425	192	522	75	791
	75%	75%	78%	74%	77%	77%	78%	72%	76%	65%	73%	76%	86%	72%	90%	73%	78%	73%	86%	74%	77%	79%	58%	75%
Important	745	681	64	505	97	143	393	351	392	74	74	672	205	528	123	615	362	368	317	412	163	506	74	739
	71%	71%	69%	70%	73%	72%	72%	70%	70%	63%	66%	71%	78%	69%	83%	69%	72%	70%	70%	72%	65%	77%	57%	70%
Not Important	233	216	17	166	26	41	112	122	123	34	30	204	33	197	15	216	103	127	93	135	53	127	51	229
	22%	23%	18%	23%	20%	21%	20%	24%	22%	29%	27%	22%	13%	26%	10%	24%	20%	24%	21%	24%	21%	19%	39%	22%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 101

Q.27 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Joining a political party

Base : All respondents

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Essential	5	2	2	1	-	1	1	-	1	*	1	1	*	2	2	1	1	3	1	-	9
	*	*	*	1%	-	*	1%	-	1%	*	*	*	*	1%	1%	*	*	1%	*	-	1%
Very important	107	50	56	15	16	23	18	14	5	15	35	28	20	24	35	37	35	25	68	2	107
	10%	10%	10%	10%	10%	12%	10%	9%	5%	15%	13%	9%	9%	9%	10%	10%	11%	10%	11%	4%	10%
Fairly important	249	115	134	49	39	44	29	42	25	20	75	77	39	59	75	98	77	75	141	15	248
	24%	23%	25%	32%	23%	22%	17%	27%	23%	20%	27%	25%	18%	23%	21%	26%	24%	29%	22%	24%	24%
Fairly unimportant	395	198	196	65	62	74	71	52	43	28	98	121	87	90	149	138	108	94	250	29	380
	38%	39%	36%	42%	37%	37%	42%	34%	40%	28%	36%	39%	40%	35%	42%	37%	33%	36%	39%	47%	36%
Not important at all	266	134	133	19	38	50	47	43	33	37	60	73	64	70	82	87	97	50	163	13	267
	25%	26%	24%	12%	23%	25%	28%	28%	30%	37%	22%	24%	29%	27%	23%	23%	30%	19%	26%	22%	25%
Don't know	29	10	19	4	13	6	2	3	2	-	5	7	6	11	10	13	6	14	13	1	40
	3%	2%	4%	3%	7%	3%	1%	2%	2%	-	2%	2%	3%	4%	3%	3%	2%	5%	2%	2%	4%
Essential/Important	361	168	193	66	56	68	48	56	31	36	110	107	60	85	111	136	113	103	210	17	364
	34%	33%	36%	43%	33%	34%	28%	37%	28%	35%	40%	35%	28%	33%	32%	36%	35%	39%	33%	28%	35%
Important	356	165	191	64	56	67	47	56	30	35	109	105	59	83	109	135	112	99	209	17	355
	34%	32%	35%	42%	33%	34%	28%	37%	28%	35%	40%	34%	27%	32%	31%	36%	34%	38%	33%	28%	34%
Not Important	661	332	329	84	100	124	118	94	76	65	157	193	151	160	231	225	205	143	413	42	647
	63%	65%	61%	55%	59%	63%	70%	62%	70%	65%	58%	63%	70%	63%	65%	60%	63%	55%	65%	69%	62%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 102

Q.27 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Joining a political party

Base : All respondents

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total			
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland		
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	279	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051	
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051	
Essential	5	1	-	3	1	1	-	1	1	1	1	1	1	1	2	1	-	-	-	1	-	1	*	-	1	1	9	
	*	*	-	1%	*	*	-	*	*	*	*	1%	*	*	1%	1%	-	-	-	1%	-	1%	*	-	2%	1%	1%	
Very important	107	45	14	48	40	19	31	44	23	21	34	23	26	40	27	12	9	22	3	9	14	12	13	2	3	8	107	
	10%	10%	13%	10%	11%	8%	17%	12%	8%	14%	13%	10%	9%	13%	14%	8%	9%	16%	3%	9%	18%	13%	10%	4%	7%	9%	10%	
Fairly important	249	96	35	118	86	62	52	91	62	35	73	48	67	82	56	36	22	43	18	30	16	14	27	8	9	26	248	
	24%	21%	32%	25%	23%	27%	29%	25%	22%	23%	27%	21%	23%	27%	28%	25%	22%	32%	20%	32%	20%	15%	22%	18%	17%	28%	24%	
Fairly unimportant	395	195	40	160	141	101	65	131	112	63	97	80	110	109	65	64	27	39	35	34	27	46	49	22	20	32	380	
	38%	42%	36%	34%	39%	44%	36%	35%	40%	41%	36%	35%	38%	36%	32%	44%	27%	29%	38%	36%	35%	50%	40%	47%	39%	35%	36%	
Not important at all	266	119	17	130	82	46	30	96	75	33	57	69	76	68	44	31	41	22	34	18	21	18	31	11	18	22	267	
	25%	26%	15%	27%	22%	20%	17%	26%	27%	21%	21%	30%	27%	22%	22%	21%	41%	17%	37%	19%	26%	20%	25%	24%	34%	24%	25%	
Don't know	29	11	4	15	16	3	2	8	9	1	4	10	6	6	6	3	1	8	2	3	1	1	2	3	1	3	40	
	3%	2%	4%	3%	4%	1%	1%	2%	3%	1%	2%	4%	2%	2%	3%	2%	1%	6%	2%	4%	1%	2%	2%	7%	2%	4%	4%	
Essential/Important	361	142	49	169	127	82	83	135	86	57	108	72	95	122	84	49	31	65	22	40	30	26	40	10	13	35	364	
	34%	30%	45%	36%	35%	35%	46%	37%	31%	37%	41%	31%	33%	40%	42%	33%	31%	49%	23%	42%	38%	28%	33%	22%	25%	38%	35%	
Important	356	141	49	166	125	81	83	134	85	57	107	70	94	122	82	48	31	65	22	39	30	25	40	10	12	34	355	
	34%	30%	45%	35%	34%	35%	46%	36%	30%	37%	40%	30%	33%	40%	41%	33%	31%	49%	23%	41%	38%	28%	33%	22%	23%	37%	34%	
Not Important	661	315	56	290	224	147	95	227	187	95	154	149	187	177	109	95	68	61	69	52	48	64	79	33	38	54	647	
	63%	67%	51%	61%	61%	63%	53%	61%	66%	62%	58%	65%	65%	58%	55%	65%	68%	45%	74%	55%	61%	70%	65%	71%	73%	58%	62%	

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 103

Q.27 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Joining a political party

Base : All respondents

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Essential	5	4	1	4	-	1	3	1	3	1	-	5	2	3	1	4	2	2	3	1	4	*	-	9
	*	*	1%	1%	-	*	1%	*	*	*	-	*	1%	*	1%	*	*	*	1%	*	2%	*	-	1%
Very important	107	91	15	76	15	17	74	32	65	8	22	85	54	53	26	81	79	27	72	34	41	63	3	107
	10%	10%	17%	10%	11%	8%	13%	6%	12%	7%	20%	9%	20%	7%	17%	9%	16%	5%	16%	6%	16%	10%	2%	10%
Fairly important	249	223	26	179	26	44	151	97	130	15	28	221	62	186	42	206	141	108	131	118	54	185	9	249
	24%	23%	29%	25%	20%	22%	28%	19%	23%	13%	25%	24%	24%	24%	29%	23%	28%	21%	29%	20%	21%	28%	7%	24%
Fairly unimportant	395	368	27	275	47	73	195	199	205	46	34	361	96	290	51	339	162	222	143	240	92	249	54	380
	38%	38%	29%	38%	36%	37%	36%	40%	37%	39%	30%	38%	36%	38%	35%	38%	32%	42%	32%	42%	37%	38%	41%	36%
Not important at all	266	255	12	167	40	59	114	152	147	43	27	239	46	218	24	238	107	154	92	168	52	151	61	267
	25%	27%	13%	23%	30%	30%	21%	30%	26%	36%	24%	25%	17%	28%	16%	27%	21%	29%	20%	29%	21%	23%	47%	25%
Don't know	29	18	11	20	4	5	10	19	9	5	-	29	4	20	3	24	13	12	11	14	7	13	3	40
	3%	2%	12%	3%	3%	3%	2%	4%	2%	4%	-	3%	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%	2%	4%
Essential/Important	361	318	43	259	41	61	228	131	197	24	50	310	118	242	69	290	222	137	206	153	99	248	12	364
	34%	33%	46%	36%	31%	31%	42%	26%	35%	20%	45%	33%	45%	31%	47%	33%	44%	26%	46%	27%	39%	38%	9%	35%
Important	356	314	42	255	41	60	225	130	195	23	50	306	116	239	68	287	220	135	203	152	95	248	12	355
	34%	33%	45%	35%	31%	31%	41%	26%	35%	20%	45%	33%	44%	31%	46%	32%	44%	26%	45%	26%	38%	38%	9%	34%
Not Important	661	623	39	442	88	132	309	352	353	89	61	600	141	508	76	577	269	376	235	408	144	400	115	647
	63%	65%	42%	61%	66%	67%	57%	70%	63%	75%	55%	64%	54%	66%	51%	65%	53%	72%	52%	71%	58%	61%	89%	62%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 104

Q.21-Q.27 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Summary Table

Base : All respondents age 18+

	Voting in elections	Taking part in government consultations	Expressing my opinion publicly e.g. radio phone in, letter to the editor, online forums, public meetings/events	Keeping myself informed about current affairs and events	Contacting a politician or official about an issue of concern e.g. by visit, letter, telephone, petition	Giving money to a charity or campaigning organisation	Joining a political party
Unweighted total	1051	1051	1051	1051	1051	1051	1051
Weighted total	1051	1051	1051	1051	1051	1051	1051
Effective Base	824	824	824	824	824	824	824
Essential	250 24%	36 3%	28 3%	98 9%	49 5%	46 4%	5 *
Very important	423 40%	245 23%	208 20%	419 40%	304 29%	316 30%	107 10%
Fairly important	239 23%	380 36%	416 40%	409 39%	433 41%	429 41%	249 24%
Fairly unimportant	75 7%	202 19%	248 24%	64 6%	160 15%	168 16%	395 38%
Not important at all	54 5%	110 10%	117 11%	34 3%	60 6%	65 6%	266 25%
Don't know	10 1%	79 8%	35 3%	27 3%	44 4%	26 2%	29 3%
Essential/Important	911 87%	660 63%	652 62%	926 88%	786 75%	792 75%	361 34%
Important	661 63%	625 59%	624 59%	827 79%	737 70%	745 71%	356 34%
Not Important	130 12%	312 30%	364 35%	98 9%	220 21%	233 22%	661 63%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 105

Q.21-Q.27 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Summary Table - Behaviour is "Essential"

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Voting in elections	250 24%	138 27%	112 21%	24 16%	22 13%	52 26%	51 30%	45 29%	32 29%	25 25%	93 34%	76 25%	41 19%	41 16%	67 19%	122 33%	62 19%	48 18%	170 27%	13 21%	245 23%
Taking part in government consultations	36 3%	26 5%	10 2%	6 4%	4 2%	9 5%	7 4%	6 4%	4 4%	*	13 5%	12 4%	5 2%	6 2%	9 3%	21 6%	5 2%	9 4%	23 4%	1 2%	35 3%
Expressing my opinion publicly e.g. radio phone in, letter to the editor, online forums, public meetings/events	28 3%	18 3%	10 2%	5 3%	2 1%	7 4%	5 3%	4 2%	3 3%	1 1%	5 2%	9 3%	7 3%	8 3%	8 2%	11 3%	8 3%	7 3%	15 2%	4 6%	33 3%
Keeping myself informed about current affairs and events	98 9%	59 12%	39 7%	17 11%	18 11%	17 8%	14 9%	13 8%	15 14%	5 5%	41 15%	30 10%	11 5%	16 6%	22 6%	45 12%	32 10%	25 9%	62 10%	7 12%	103 10%
Contacting a politician or official about an issue of concern e.g. by visit, letter, telephone, petition	49 5%	25 5%	24 4%	8 5%	8 4%	5 2%	10 6%	8 5%	7 6%	4 4%	11 4%	13 4%	7 3%	18 7%	11 3%	22 6%	16 5%	11 4%	32 5%	5 7%	60 6%
Giving money to a charity or campaigning organisation	46 4%	22 4%	24 4%	6 4%	8 5%	10 5%	6 4%	6 4%	5 4%	4 4%	15 5%	17 6%	5 2%	10 4%	14 4%	20 5%	12 4%	7 3%	36 6%	1 2%	52 5%
Joining a political party	5 *	2 *	2 *	1 1%	- -	1 *	1 1%	- -	1 1%	*	1 *	1 *	*	2 1%	2 1%	1 *	1 *	3 1%	1 *	- -	9 1%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 106

Q.21-Q.27 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Summary Table - Behaviour is "Essential"

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total			
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	East	Yorkshire and Humberside	North West	North East		Wales	Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051	
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051	
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051	
Voting in elections	250 24%	117 25%	19 17%	114 24%	74 20%	54 23%	74 41%	82 22%	47 17%	37 24%	91 34%	46 20%	84 29%	84 28%	64 32%	52 35%	16 16%	36 27%	34 37%	22 23%	12 16%	16 18%	19 15%	6 12%	11 21%	26 28%	245 23%	
Taking part in government consultations	36 3%	16 3%	1 1%	19 4%	15 4%	10 4%	5 3%	13 4%	8 3%	6 4%	13 5%	6 2%	11 4%	14 4%	10 5%	10 7%	1 1%	10 8%	1 1%	4 5%	-	2 3%	6 5%	-	*	1 1%	35 3%	
Expressing my opinion publicly e.g. radio phone in, letter to the editor, online forums, public meetings/events	28 3%	13 3%	2 2%	13 3%	10 3%	5 2%	7 4%	11 3%	7 3%	2 2%	6 2%	7 3%	7 2%	8 3%	7 3%	4 2%	2 2%	6 5%	1 1%	5 6%	-	1 1%	3 3%	1 3%	*	3 3%	33 3%	
Keeping myself informed about current affairs and events	98 9%	45 10%	7 6%	46 10%	29 8%	28 12%	31 17%	37 10%	19 7%	14 9%	37 14%	15 7%	24 8%	35 12%	22 11%	22 15%	10 10%	13 10%	10 10%	13 14%	3 4%	6 7%	5 4%	5 11%	6 11%	6 6%	103 10%	
Contacting a politician or official about an issue of concern e.g. by visit, letter, telephone, petition	49 5%	19 4%	5 4%	26 5%	18 5%	9 4%	7 4%	22 6%	14 5%	7 4%	10 4%	14 6%	13 5%	14 5%	15 8%	10 7%	6 6%	6 5%	6 6%	5 5%	1 1%	1 1%	5 4%	1 1%	4 8%	4 4%	60 6%	
Giving money to a charity or campaigning organisation	46 4%	17 4%	6 5%	23 5%	19 5%	7 3%	10 5%	19 5%	12 4%	9 6%	11 4%	6 3%	9 3%	17 6%	13 6%	9 6%	2 2%	8 6%	4 4%	4 4%	1 1%	6 6%	3 2%	2 3%	4 8%	4 5%	52 5%	
Joining a political party	5 *	1 *	-	3 1%	1 *	1 *	-	1 *	1 *	1 *	1 *	1 1%	1 *	1 *	2 1%	1 1%	-	-	-	-	1 1%	-	1 1%	*	-	1 2%	1 1%	9 1%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 107

Q.21-Q.27 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Summary Table - Behaviour is "Essential"

Base : All respondents age 18+

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important		
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Voting in elections	250	229	21	171	32	48	185	64	208	9	53	197	84	159	47	200	162	84	146	100	250	-	-	245
	24%	24%	22%	24%	24%	24%	34%	13%	37%	7%	48%	21%	32%	21%	32%	22%	32%	16%	32%	17%	100%	-	-	23%
Taking part in government consultations	36	26	10	29	3	4	29	7	31	1	7	29	17	19	10	25	27	9	27	8	29	7	-	35
	3%	3%	11%	4%	2%	2%	5%	1%	6%	1%	6%	3%	6%	2%	7%	3%	5%	2%	6%	1%	12%	1%	-	3%
Expressing my opinion publicly e.g. radio phone in, letter to the editor, online forums, public meetings/events	28	21	6	24	*	4	18	10	18	3	7	21	8	20	7	20	14	14	13	14	16	10	2	33
	3%	2%	7%	3%	*	2%	3%	2%	3%	2%	6%	2%	3%	3%	5%	2%	3%	3%	3%	2%	6%	1%	2%	3%
Keeping myself informed about current affairs and events	98	84	14	69	7	22	79	20	61	9	14	84	29	68	19	78	68	30	65	34	48	38	13	103
	9%	9%	15%	10%	5%	11%	14%	4%	11%	8%	13%	9%	11%	9%	13%	9%	13%	6%	14%	6%	19%	6%	10%	10%
Contacting a politician or official about an issue of concern e.g. by visit, letter, telephone, petition	49	43	7	34	4	10	35	14	32	4	7	43	16	33	9	41	37	12	33	16	31	14	4	60
	5%	4%	7%	5%	3%	5%	6%	3%	6%	4%	6%	5%	6%	4%	6%	5%	7%	2%	7%	3%	13%	2%	3%	6%
Giving money to a charity or campaigning organisation	46	38	8	31	6	10	36	11	35	2	9	38	22	24	11	36	31	15	32	13	29	16	1	52
	4%	4%	9%	4%	5%	5%	6%	2%	6%	1%	8%	4%	8%	3%	7%	4%	6%	3%	7%	2%	12%	2%	1%	5%
Joining a political party	5	4	1	4	-	1	3	1	3	1	-	5	2	3	1	4	2	2	3	1	4	*	-	9
	*	*	1%	1%	-	*	1%	*	*	*	-	*	1%	*	1%	*	*	*	1%	*	2%	*	-	1%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 108

Q.21-Q.27 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Summary Table - Behaviour is "Essential very or fairly important"

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Voting in elections	911 87%	443 87%	469 87%	127 83%	138 82%	170 85%	149 88%	135 88%	96 89%	97 96%	248 91%	263 86%	187 86%	213 83%	294 83%	343 92%	274 84%	211 81%	564 89%	53 87%	903 86%
Taking part in government consultations	660 63%	336 66%	325 60%	96 62%	102 61%	129 65%	99 59%	106 69%	70 64%	60 60%	201 74%	188 61%	117 54%	155 61%	225 64%	254 68%	182 56%	151 58%	414 65%	41 66%	649 62%
Expressing my opinion publicly e.g. radio phone in, letter to the editor, online forums, public meetings/events	652 62%	329 65%	322 60%	98 64%	100 60%	128 65%	97 58%	99 65%	66 61%	63 62%	167 61%	187 61%	132 61%	166 65%	218 62%	233 62%	201 62%	165 64%	398 63%	38 63%	665 63%
Keeping myself informed about current affairs and events	926 88%	469 92%	457 84%	134 87%	141 84%	179 90%	152 90%	139 91%	102 94%	79 78%	256 94%	278 91%	182 84%	209 82%	313 89%	336 90%	277 85%	219 84%	580 91%	53 88%	918 87%
Contacting a politician or official about an issue of concern e.g. by visit, letter, telephone, petition	786 75%	381 75%	406 75%	108 70%	116 69%	151 76%	122 73%	123 80%	86 79%	81 80%	214 79%	229 75%	155 72%	188 74%	261 74%	278 74%	247 76%	178 69%	485 76%	44 72%	788 75%
Giving money to a charity or campaigning organisation	792 75%	372 73%	420 78%	121 79%	123 73%	146 73%	117 70%	116 75%	84 78%	84 84%	220 81%	243 79%	161 74%	167 66%	266 76%	288 77%	237 73%	189 73%	484 76%	40 65%	791 75%
Joining a political party	361 34%	168 33%	193 36%	66 43%	56 33%	68 34%	48 28%	56 37%	31 28%	36 35%	110 40%	107 35%	60 28%	85 33%	111 32%	136 36%	113 35%	103 39%	210 33%	17 28%	364 35%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 109

Q.21-Q.27 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Summary Table - Behaviour is "Essential very or fairly important"

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
Voting in elections	911 87%	395 84%	99 90%	417 88%	310 85%	200 86%	169 94%	321 87%	239 85%	137 89%	245 92%	196 85%	263 92%	286 94%	182 91%	131 89%	89 89%	128 96%	85 92%	81 85%	63 82%	81 88%	97 80%	36 77%	41 78%	80 86%	903
Taking part in government consultations	660 63%	299 64%	73 67%	288 61%	237 65%	144 62%	134 74%	235 63%	172 61%	88 57%	203 76%	134 58%	188 66%	205 67%	137 69%	100 68%	52 52%	89 66%	65 70%	63 67%	44 56%	53 58%	83 68%	31 67%	24 45%	58 62%	649
Expressing my opinion publicly e.g. radio phone in, letter to the editor, online forums, public meetings/events	652 62%	285 61%	73 67%	294 62%	231 63%	146 63%	123 69%	247 67%	197 70%	88 57%	164 62%	139 60%	171 60%	198 65%	132 66%	86 58%	49 49%	89 67%	58 62%	68 72%	56 71%	58 63%	77 63%	26 57%	29 54%	57 62%	665
Keeping myself informed about current affairs and events	926 88%	421 90%	100 92%	405 85%	323 88%	207 89%	171 95%	327 88%	241 85%	143 93%	251 94%	187 81%	260 91%	276 91%	186 93%	137 93%	79 79%	116 87%	84 91%	86 91%	67 87%	84 92%	106 87%	42 91%	44 85%	80 86%	918
Contacting a politician or official about an issue of concern e.g. by visit, letter, telephone, petition	786 75%	345 74%	91 83%	351 74%	275 75%	162 70%	147 82%	276 75%	215 76%	120 78%	212 79%	158 68%	230 80%	248 81%	148 74%	109 74%	75 75%	96 72%	73 79%	79 84%	59 76%	68 75%	94 77%	33 70%	34 64%	67 72%	788
Giving money to a charity or campaigning organisation	792 75%	339 73%	85 77%	368 78%	274 75%	171 74%	146 81%	285 77%	208 74%	125 81%	202 76%	173 75%	224 78%	240 79%	153 77%	119 81%	81 81%	100 75%	70 75%	67 71%	51 65%	82 90%	89 73%	29 62%	39 73%	66 71%	791
Joining a political party	361 34%	142 30%	49 45%	169 36%	127 35%	82 35%	83 46%	135 37%	86 31%	57 37%	108 41%	72 31%	95 33%	122 40%	84 42%	49 33%	31 31%	65 49%	22 23%	40 42%	30 38%	26 28%	40 33%	10 22%	13 25%	35 38%	364

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 110

Q.21-Q.27 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Summary Table - Behaviour is "Essential very or fairly important"

Base : All respondents age 18+

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important		
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Voting in elections	911 87%	826 86%	85 92%	633 88%	106 80%	172 87%	512 94%	397 79%	518 93%	60 51%	106 95%	805 86%	246 93%	650 84%	144 79%	758 85%	453 90%	444 84%	415 92%	480 84%	250 100%	661 100%	-	903 86%
Taking part in government consultations	660 63%	596 62%	64 69%	461 64%	84 63%	116 59%	405 74%	255 51%	367 66%	54 46%	88 79%	573 61%	200 76%	453 59%	118 79%	538 60%	363 72%	286 54%	329 73%	321 56%	206 82%	427 65%	28 21%	649 62%
Expressing my opinion publicly e.g. radio phone in, letter to the editor, online forums, public meetings/events	652 62%	582 61%	69 75%	461 64%	73 55%	118 60%	377 69%	273 54%	354 63%	63 54%	84 75%	567 60%	193 73%	449 58%	109 74%	537 60%	370 73%	272 52%	327 72%	315 55%	185 74%	417 63%	47 36%	665 63%
Keeping myself informed about current affairs and events	926 88%	846 88%	80 86%	649 90%	108 82%	168 85%	528 96%	396 79%	505 90%	84 72%	105 94%	821 87%	247 94%	665 86%	137 92%	780 88%	473 94%	439 84%	427 95%	484 84%	241 97%	593 90%	87 67%	918 87%
Contacting a politician or official about an issue of concern e.g. by visit, letter, telephone, petition	786 75%	717 75%	69 75%	541 75%	95 72%	150 76%	461 84%	325 65%	440 79%	66 56%	105 94%	682 73%	228 87%	552 72%	136 92%	647 73%	414 82%	363 69%	372 82%	404 70%	212 85%	515 78%	57 44%	788 75%
Giving money to a charity or campaigning organisation	792 75%	720 75%	72 78%	536 74%	103 77%	153 77%	429 78%	362 72%	427 76%	76 65%	82 73%	710 76%	227 86%	552 72%	134 90%	650 73%	393 78%	383 73%	349 77%	425 74%	192 77%	522 79%	75 58%	791 75%
Joining a political party	361 34%	318 33%	43 46%	259 36%	41 31%	61 31%	228 42%	131 26%	197 35%	24 20%	50 45%	310 33%	118 45%	242 31%	69 47%	290 33%	222 44%	137 26%	206 46%	153 27%	99 39%	248 38%	12 9%	364 35%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 111

Q.21-Q.27 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Summary Table - Behaviour is "Fairly unimportant,not important at all"

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Voting in elections	130 12%	67 13%	63 12%	24 15%	27 16%	28 14%	18 11%	18 12%	11 10%	4 4%	24 9%	42 14%	27 12%	37 15%	53 15%	28 8%	48 15%	42 16%	70 11%	8 13%	135 13%
Taking part in government consultations	312 30%	155 30%	157 29%	46 30%	50 30%	54 27%	62 37%	40 26%	35 33%	24 24%	60 22%	100 33%	73 34%	79 31%	99 28%	101 27%	111 34%	83 32%	191 30%	15 25%	318 30%
Expressing my opinion publicly e.g. radio phone in, letter to the editor, online forums, public meetings/events	364 35%	172 34%	193 36%	52 34%	56 33%	68 34%	69 41%	53 34%	40 37%	28 27%	103 38%	114 37%	72 33%	75 29%	121 34%	135 36%	109 34%	83 32%	227 36%	21 35%	347 33%
Keeping myself informed about current affairs and events	98 9%	38 7%	60 11%	14 9%	19 12%	18 9%	13 8%	14 9%	6 5%	14 14%	16 6%	24 8%	25 11%	33 13%	32 9%	30 8%	36 11%	27 10%	51 8%	6 10%	104 10%
Contacting a politician or official about an issue of concern e.g. by visit, letter, telephone, petition	220 21%	117 23%	104 19%	42 27%	38 23%	44 22%	39 23%	28 19%	17 15%	13 13%	56 21%	66 22%	45 21%	53 21%	74 21%	84 22%	62 19%	65 25%	131 21%	13 22%	215 20%
Giving money to a charity or campaigning organisation	233 22%	131 26%	103 19%	25 16%	40 24%	46 23%	48 28%	36 24%	22 21%	16 15%	51 19%	57 19%	48 22%	77 30%	78 22%	79 21%	77 24%	57 22%	142 22%	20 33%	229 22%
Joining a political party	661 63%	332 65%	329 61%	84 55%	100 59%	124 63%	118 70%	94 62%	76 70%	65 65%	157 58%	193 63%	151 70%	160 63%	231 65%	225 60%	205 63%	143 55%	413 65%	42 69%	647 62%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 112

Q.21-Q.27 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Summary Table - Behaviour is "Fairly unimportant,not important at all"

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
Voting in elections	130 12%	71 15%	7 6%	52 11%	51 14%	30 13%	10 6%	50 13%	39 14%	16 10%	21 8%	32 14%	22 8%	19 6%	16 8%	16 11%	10 10%	5 4%	8 8%	12 13%	14 18%	11 12%	23 19%	9 20%	11 22%	11 12%	135
Taking part in government consultations	312 30%	145 31%	29 27%	137 29%	100 27%	80 34%	41 23%	117 32%	82 29%	58 38%	54 20%	74 32%	82 29%	76 25%	47 24%	40 27%	37 37%	40 30%	21 23%	24 25%	25 32%	34 37%	32 26%	10 21%	25 47%	23 25%	318
Expressing my opinion publicly e.g. radio phone in, letter to the editor, online forums, public meetings/events	364 35%	177 38%	33 30%	155 33%	124 34%	82 35%	56 31%	116 31%	71 25%	64 42%	99 37%	79 34%	109 38%	94 31%	66 33%	59 40%	42 42%	43 32%	34 36%	22 24%	22 28%	31 34%	41 34%	18 38%	23 43%	31 34%	347
Keeping myself informed about current affairs and events	98 9%	42 9%	7 6%	49 10%	32 9%	21 9%	8 4%	40 11%	28 10%	8 5%	15 5%	36 16%	26 9%	16 5%	11 6%	9 6%	13 13%	14 10%	8 8%	8 8%	9 12%	6 6%	12 10%	3 6%	5 10%	10 11%	104
Contacting a politician or official about an issue of concern e.g. by visit, letter, telephone, petition	220 21%	109 23%	15 14%	96 20%	77 21%	63 27%	31 17%	80 22%	53 19%	32 21%	50 19%	55 24%	50 17%	51 17%	39 19%	34 23%	22 22%	34 25%	16 17%	13 14%	15 19%	23 25%	24 20%	10 22%	13 25%	17 18%	215
Giving money to a charity or campaigning organisation	233 22%	117 25%	21 20%	95 20%	81 22%	54 23%	32 18%	81 22%	69 24%	21 13%	63 24%	54 23%	59 20%	62 20%	40 20%	26 18%	19 19%	32 24%	21 22%	22 23%	22 28%	9 10%	27 22%	16 35%	14 27%	25 27%	229
Joining a political party	661 63%	315 67%	56 51%	290 61%	224 61%	147 63%	95 53%	227 61%	187 66%	95 62%	154 58%	149 65%	187 65%	177 58%	109 55%	95 65%	68 68%	61 45%	69 74%	52 55%	48 61%	64 70%	79 65%	33 71%	38 73%	54 58%	647

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 113

Q.21-Q.27 I am now going to ask you about the behaviour of good citizens. Please tell me how important, if at all, you think each of the following are in order to be a good citizen

- Summary Table - Behaviour is "Fairly unimportant,not important at all"

Base : All respondents age 18+

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important		
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Voting in elections	130 12%	124 13%	6 6%	83 12%	24 18%	23 12%	32 6%	98 20%	38 7%	54 46%	6 5%	124 13%	17 7%	112 15%	4 3%	124 14%	48 9%	77 15%	34 8%	89 15%	- -	- -	130 100%	135 13%
Taking part in government consultations	312 30%	294 31%	18 19%	214 30%	41 31%	57 29%	116 21%	195 39%	151 27%	56 48%	22 20%	290 31%	51 19%	255 33%	19 13%	289 32%	115 23%	193 37%	98 22%	210 37%	33 13%	182 28%	94 72%	318 30%
Expressing my opinion publicly e.g. radio phone in, letter to the editor, online forums, public meetings/events	364 35%	345 36%	19 21%	243 34%	54 40%	68 34%	161 29%	203 40%	185 33%	48 41%	26 24%	338 36%	63 24%	296 38%	30 20%	329 37%	127 25%	230 44%	118 26%	238 41%	62 25%	224 34%	77 59%	347 33%
Keeping myself informed about current affairs and events	98 9%	92 10%	6 7%	58 8%	19 14%	21 11%	17 3%	81 16%	39 7%	27 23%	7 6%	91 10%	8 3%	90 12%	4 3%	94 11%	24 5%	71 13%	20 4%	75 13%	8 3%	54 8%	36 27%	104 10%
Contacting a politician or official about an issue of concern e.g. by visit, letter, telephone, petition	220 21%	204 21%	16 17%	157 22%	30 22%	34 17%	75 14%	145 29%	95 17%	43 37%	7 6%	213 23%	32 12%	182 24%	11 7%	204 23%	75 15%	138 26%	66 15%	147 26%	33 13%	123 19%	64 49%	215 20%
Giving money to a charity or campaigning organisation	233 22%	216 23%	17 18%	166 23%	26 20%	41 21%	112 20%	122 24%	123 22%	34 29%	30 27%	204 22%	33 13%	197 26%	15 10%	216 24%	103 20%	127 24%	93 21%	135 24%	53 21%	127 19%	51 39%	229 22%
Joining a political party	661 63%	623 65%	39 42%	442 61%	88 66%	132 67%	309 57%	352 70%	353 63%	89 75%	61 55%	600 64%	141 54%	508 66%	76 51%	577 65%	269 53%	376 72%	235 52%	408 71%	144 58%	400 61%	115 89%	647 62%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 114

Q.28 And finally, when, if at all, have you ever visited the Houses of Parliament?

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
2008	25	16	9	4	5	4	9	4	1	-	13	6	4	2	6	19	1	8	17	*	21
	2%	3%	2%	3%	3%	2%	5%	2%	1%	-	5%	2%	2%	1%	2%	5%	*	3%	3%	1%	2%
1-5 years ago	93	52	41	26	18	13	12	10	10	4	39	32	11	11	32	42	19	36	48	7	70
	9%	10%	7%	17%	11%	7%	7%	6%	9%	4%	14%	10%	5%	4%	9%	11%	6%	14%	8%	12%	7%
6-10 years ago	42	24	19	10	4	8	9	6	3	2	15	18	4	5	6	23	14	14	27	2	40
	4%	5%	3%	7%	3%	4%	5%	4%	2%	2%	6%	6%	2%	2%	2%	6%	4%	5%	4%	3%	4%
11-20 years ago	48	28	20	2	12	7	11	6	4	6	13	18	12	5	8	28	11	7	33	3	48
	5%	5%	4%	1%	7%	3%	6%	4%	4%	6%	5%	6%	6%	2%	2%	8%	3%	3%	5%	4%	5%
Over 20 years ago	122	57	65	2	3	22	24	26	22	23	42	33	29	18	31	46	45	13	78	9	112
	12%	11%	12%	1%	2%	11%	15%	17%	20%	22%	15%	11%	13%	7%	9%	12%	14%	5%	12%	15%	11%
Never	714	327	387	108	123	144	104	101	69	65	144	199	155	216	267	214	233	178	431	39	753
	68%	64%	72%	70%	73%	73%	62%	66%	64%	64%	53%	65%	71%	84%	76%	57%	72%	68%	68%	63%	72%
Don't know	8	6	2	1	4	1	-	-	*	2	5	1	2	*	3	1	4	4	2	1	7
	1%	1%	*	*	2%	1%	-	-	*	2%	2%	*	1%	*	1%	*	1%	2%	*	2%	1%
Ever	330	177	152	45	41	53	64	52	39	35	123	107	60	39	82	159	89	78	203	21	291
	31%	35%	28%	29%	24%	27%	38%	34%	36%	35%	45%	35%	28%	15%	23%	43%	27%	30%	32%	34%	28%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 115

Q.28 And finally, when, if at all, have you ever visited the Houses of Parliament?

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
2008	25	17	3	5	11	5	8	6	6	6	11	-	11	7	6	6	1	12	1	*	-	1	4	-	-	-	21
	2%	4%	2%	1%	3%	2%	4%	2%	2%	4%	4%	-	4%	2%	3%	4%	1%	9%	1%	*	-	1%	4%	-	-	-	2%
1-5 years ago	93	39	7	47	35	28	31	29	15	23	40	11	31	18	25	12	8	22	9	6	3	4	10	1	2	17	70
	9%	8%	7%	10%	10%	12%	17%	8%	5%	15%	15%	5%	11%	6%	13%	8%	8%	16%	9%	6%	4%	4%	8%	3%	4%	18%	7%
6-10 years ago	42	21	5	16	18	13	14	9	12	9	14	2	12	12	10	10	5	9	4	5	2	2	2	-	1	2	40
	4%	5%	5%	3%	5%	6%	8%	2%	4%	6%	5%	1%	4%	4%	5%	7%	5%	7%	4%	6%	3%	3%	1%	-	2%	2%	4%
11-20 years ago	48	26	6	15	13	7	19	20	9	4	20	11	19	10	14	8	4	8	13	3	2	4	3	1	2	1	48
	5%	6%	5%	3%	4%	3%	11%	5%	3%	3%	8%	5%	7%	3%	7%	5%	4%	6%	14%	3%	2%	4%	2%	2%	4%	1%	5%
Over 20 years ago	122	45	15	62	31	20	31	30	32	15	38	20	47	36	20	27	21	8	11	11	5	8	9	5	7	9	112
	12%	10%	14%	13%	8%	9%	17%	8%	11%	10%	14%	8%	16%	12%	10%	18%	21%	6%	12%	12%	7%	8%	7%	10%	13%	10%	11%
Never	714	314	73	326	258	157	77	276	206	98	138	186	163	221	125	84	62	75	56	69	64	73	93	40	38	62	753
	68%	67%	67%	69%	70%	68%	43%	74%	73%	63%	52%	81%	57%	72%	63%	57%	62%	56%	60%	73%	82%	79%	76%	85%	73%	67%	72%
Don't know	8	5	-	2	*	3	2	1	2	-	5	*	3	1	-	1	-	-	-	-	2	-	2	-	2	1	7
	1%	1%	-	*	*	1%	1%	*	1%	-	2%	*	1%	*	-	1%	-	-	-	-	2%	-	2%	-	4%	1%	1%
Ever	330	149	36	145	108	73	102	93	74	57	124	44	121	83	74	63	38	59	37	26	12	19	27	7	12	29	291
	31%	32%	33%	31%	29%	31%	57%	25%	26%	37%	46%	19%	42%	27%	37%	43%	38%	44%	40%	27%	16%	21%	22%	15%	23%	31%	28%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 116

Q.28 And finally, when, if at all, have you ever visited the Houses of Parliament?

Base : All respondents age 18+

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
2008	25	22	3	19	2	5	20	6	21	*	6	19	13	12	3	22	15	11	15	11	12	13	-	21
	2%	2%	3%	3%	1%	3%	4%	1%	4%	*	6%	2%	5%	2%	2%	3%	3%	2%	3%	2%	5%	2%	-	2%
1-5 years ago	93	82	11	69	12	11	59	33	47	6	12	81	22	66	16	73	54	33	51	36	33	55	5	70
	9%	9%	11%	10%	9%	6%	11%	7%	8%	5%	10%	9%	8%	9%	11%	8%	11%	6%	11%	6%	13%	8%	4%	7%
6-10 years ago	42	40	3	27	6	10	28	14	24	6	7	36	12	29	9	32	21	21	20	21	16	21	6	40
	4%	4%	3%	4%	5%	5%	5%	3%	4%	5%	6%	4%	4%	4%	6%	4%	4%	4%	4%	4%	7%	3%	4%	4%
11-20 years ago	48	45	3	31	8	8	37	11	38	2	10	38	13	34	7	40	28	20	24	24	20	25	1	48
	5%	5%	3%	4%	6%	4%	7%	2%	7%	2%	9%	4%	5%	4%	5%	5%	6%	4%	5%	4%	8%	4%	1%	5%
Over 20 years ago	122	118	3	79	15	28	71	50	84	6	16	106	46	76	27	95	53	68	48	72	28	80	14	112
	12%	12%	4%	11%	11%	14%	13%	10%	15%	5%	14%	11%	18%	10%	18%	11%	10%	13%	11%	13%	11%	12%	11%	11%
Never	714	645	69	489	90	135	327	385	342	96	59	655	157	545	86	621	331	370	290	410	141	460	104	753
	68%	67%	74%	68%	68%	68%	60%	77%	61%	82%	53%	70%	60%	71%	58%	70%	66%	70%	64%	71%	56%	70%	80%	72%
Don't know	8	6	1	7	-	*	5	2	3	1	2	5	-	7	-	7	4	3	5	1	-	7	-	7
	1%	1%	1%	1%	-	*	1%	*	*	*	2%	1%	-	1%	-	1%	1%	1%	1%	*	-	1%	-	1%
Ever	330	307	22	225	43	62	215	114	214	21	51	279	107	218	62	263	170	152	157	164	109	194	25	291
	31%	32%	24%	31%	32%	31%	39%	23%	38%	18%	45%	30%	40%	28%	42%	29%	34%	29%	35%	28%	44%	29%	20%	28%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 117

Crossbreak A

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Gender																					
Male	510	510	-	79	84	99	83	75	51	39	127	152	122	109	161	184	164	131	337	24	494
	49%	100%	-	51%	50%	50%	49%	49%	47%	39%	47%	49%	57%	43%	46%	49%	50%	50%	53%	39%	47%
Female	541	-	541	75	84	100	85	79	58	62	145	155	94	147	191	189	161	129	299	37	557
	51%	-	100%	49%	50%	50%	51%	51%	53%	61%	53%	51%	43%	57%	54%	51%	50%	50%	47%	61%	53%
Age																					
18-24	154	79	75	154	-	-	-	-	-	-	27	53	31	42	57	43	54	124	30	-	134
	15%	16%	14%	100%	-	-	-	-	-	-	10%	17%	14%	17%	16%	12%	16%	48%	5%	-	13%
25-34	168	84	84	-	168	-	-	-	-	-	44	57	30	37	61	66	41	53	114	1	165
	16%	17%	15%	-	100%	-	-	-	-	-	16%	19%	14%	14%	17%	18%	13%	20%	18%	2%	16%
35-44	198	99	100	-	-	198	-	-	-	-	58	60	38	42	63	83	53	34	153	11	197
	19%	19%	18%	-	-	100%	-	-	-	-	21%	20%	17%	17%	18%	22%	16%	13%	24%	18%	19%
45-54	168	83	85	-	-	-	168	-	-	-	54	45	23	45	51	72	45	19	130	17	167
	16%	16%	16%	-	-	-	100%	-	-	-	20%	15%	11%	18%	14%	19%	14%	7%	20%	28%	16%
55-64	153	75	79	-	-	-	-	153	-	-	47	40	36	30	56	46	52	16	109	16	164
	15%	15%	15%	-	-	-	-	100%	-	-	17%	13%	17%	12%	16%	12%	16%	6%	17%	27%	16%
65-74	108	51	58	-	-	-	-	-	108	-	25	28	28	27	34	35	40	10	66	13	137
	10%	10%	11%	-	-	-	-	-	100%	-	9%	9%	13%	10%	10%	9%	12%	4%	10%	20%	13%
75+	101	39	62	-	-	-	-	-	-	101	16	23	30	32	32	29	40	4	34	3	87
	10%	8%	11%	-	-	-	-	-	-	100%	6%	8%	14%	12%	9%	8%	12%	2%	5%	5%	8%
Social class																					
AB	272	127	145	27	44	58	54	47	25	16	272	-	-	-	76	107	90	48	200	12	222
	26%	25%	27%	18%	26%	29%	32%	31%	23%	16%	100%	-	-	-	21%	29%	28%	19%	31%	19%	21%
C1	307	152	155	53	57	60	45	40	28	23	-	307	-	-	117	115	75	80	196	11	310
	29%	30%	29%	35%	34%	30%	27%	26%	26%	23%	-	100%	-	-	33%	31%	23%	31%	31%	19%	29%
C2	216	122	94	31	30	38	23	36	28	30	-	-	216	-	67	72	78	49	125	16	198
	21%	24%	17%	20%	18%	19%	14%	24%	26%	30%	-	-	100%	-	19%	19%	24%	19%	20%	26%	19%
DE	255	109	147	42	37	42	45	30	27	32	-	-	-	255	93	80	82	83	115	22	321
	24%	21%	27%	28%	22%	21%	27%	20%	25%	32%	-	-	-	100%	26%	21%	25%	32%	18%	36%	31%
Region																					
North	352	161	191	57	61	63	51	56	34	32	76	117	67	93	352	-	-	90	209	17	358
	34%	32%	35%	37%	36%	32%	30%	36%	31%	32%	28%	38%	31%	36%	100%	-	-	34%	33%	29%	34%
South	373	184	189	43	66	83	72	46	35	29	107	115	72	80	-	373	-	91	244	24	370
	36%	36%	35%	28%	39%	42%	43%	30%	32%	28%	39%	37%	33%	31%	-	100%	-	35%	38%	40%	35%
Midlands	325	164	161	54	41	53	45	52	40	40	90	75	78	82	-	-	325	79	183	19	323
	31%	32%	30%	35%	25%	27%	27%	34%	36%	40%	33%	25%	36%	32%	-	-	100%	31%	29%	32%	31%
Marital status																					
Single	260	131	129	124	53	34	19	16	10	4	48	80	49	83	90	91	79	260	-	-	263
	25%	26%	24%	81%	31%	17%	11%	10%	9%	4%	18%	26%	22%	33%	25%	24%	24%	100%	-	-	25%
Married /Co-habiting	636	337	299	30	114	153	130	109	66	34	200	196	125	115	209	244	183	-	636	-	621
	61%	66%	55%	19%	68%	77%	77%	71%	60%	34%	73%	64%	58%	45%	59%	65%	56%	-	100%	-	59%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 117

Crossbreak A

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-habiting	Divorced / Separated		
Divorced/Separated	61	24	37	-	1	11	17	16	13	3	12	11	16	22	17	24	19	-	-	61	79
	6%	5%	7%	-	1%	6%	10%	11%	12%	3%	4%	4%	7%	9%	5%	7%	6%	-	-	100%	8%
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051

P.A.M. 23 -Audit of Political Engagement 6 FINAL

Table 118

Crossbreak A

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region									Unwtd total			
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East		Wales	Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
Gender																											
Male	510 49%	302 64%	22 20%	186 39%	161 44%	134 58%	97 54%	205 55%	143 51%	67 44%	134 50%	94 41%	158 55%	137 45%	104 52%	77 52%	49 49%	63 47%	44 48%	56 59%	34 44%	38 42%	59 48%	22 47%	25 47%	42 46%	494 47%
Female	541 51%	166 36%	87 80%	288 61%	205 56%	98 42%	83 46%	166 45%	140 49%	87 56%	132 50%	137 59%	129 45%	168 55%	95 48%	70 48%	51 51%	71 53%	48 52%	39 41%	44 56%	53 58%	63 52%	24 53%	28 53%	50 54%	557 53%
Age																											
18-24	154 15%	55 12%	19 17%	80 17%	58 16%	79 34%	22 12%	49 13%	47 17%	54 35%	17 6%	12 5%	32 11%	34 11%	29 15%	17 12%	15 15%	19 14%	8 8%	18 19%	14 18%	19 21%	20 16%	5 12%	6 12%	13 14%	134 13%
25-34	168 16%	108 23%	14 13%	46 10%	92 25%	28 12%	30 17%	60 16%	33 12%	28 18%	74 28%	25 11%	31 11%	47 15%	31 15%	20 13%	12 12%	32 24%	14 15%	8 8%	12 16%	15 16%	18 15%	10 21%	10 18%	18 19%	165 16%
35-44	198 19%	125 27%	29 27%	45 9%	144 39%	19 8%	30 17%	62 17%	79 28%	21 13%	61 23%	21 9%	44 15%	70 23%	39 20%	27 18%	15 15%	30 22%	26 28%	25 26%	10 12%	15 16%	21 17%	10 21%	4 7%	17 18%	197 19%
45-54	168 16%	110 24%	23 21%	35 7%	61 17%	55 24%	32 18%	50 14%	52 18%	27 17%	47 17%	21 9%	57 20%	41 13%	34 17%	29 17%	17 14%	27 7%	16 13%	8 16%	15 15%	14 15%	18 17%	8 20%	6 21%	11 14%	167 16%
55-64	153 15%	66 14%	18 17%	70 15%	11 3%	31 13%	35 19%	58 16%	33 12%	12 8%	40 15%	43 19%	50 17%	47 15%	30 15%	25 17%	14 14%	10 7%	12 13%	15 16%	11 15%	13 17%	20 20%	9 21%	11 21%	13 14%	164 16%
65-74	108 10%	4 1%	6 5%	98 21%	1 *	13 6%	16 9%	49 13%	16 6%	8 5%	22 8%	53 23%	42 15%	30 10%	19 10%	16 11%	11 11%	11 8%	8 13%	12 13%	8 11%	14 15%	8 6%	3 6%	8 15%	10 10%	137 13%
75+	101 10%	1 *	-	100 21%	-	7 3%	14 8%	42 11%	22 8%	5 3%	7 2%	54 24%	31 11%	37 12%	17 9%	14 9%	15 15%	5 4%	9 10%	9 10%	8 10%	2 2%	17 14%	2 4%	8 15%	12 12%	87 8%
Social class																											
AB	272 26%	134 29%	42 39%	96 20%	105 29%	52 23%	99 55%	54 14%	40 14%	36 24%	164 62%	12 5%	98 34%	68 22%	60 30%	47 32%	35 35%	37 28%	23 25%	29 31%	12 15%	16 18%	22 18%	8 18%	13 25%	30 32%	222 21%
C1	307 29%	139 30%	38 35%	130 27%	112 31%	75 32%	49 27%	108 29%	77 27%	65 42%	77 29%	43 19%	80 28%	84 28%	67 33%	47 32%	18 18%	38 28%	30 33%	17 18%	26 34%	30 33%	45 37%	12 27%	15 28%	29 32%	310 29%
C2	216 21%	113 24%	8 8%	95 20%	61 17%	48 21%	22 12%	95 26%	81 29%	27 18%	12 5%	60 26%	61 21%	67 22%	36 18%	33 22%	26 26%	19 14%	21 22%	23 24%	18 23%	20 21%	20 16%	11 23%	10 20%	17 18%	198 19%
DE	255 24%	82 17%	21 19%	153 32%	88 24%	57 24%	10 6%	115 31%	85 30%	26 17%	13 5%	116 50%	48 17%	85 28%	36 18%	21 14%	21 21%	40 30%	19 20%	26 27%	21 27%	26 28%	36 29%	15 32%	14 27%	17 18%	321 31%
Region																											
North	352 34%	167 36%	36 33%	150 32%	132 36%	68 29%	52 29%	145 39%	100 35%	48 31%	84 32%	82 35%	61 21%	116 38%	79 40%	-	-	-	-	-	-	92 100%	122 100%	46 100%	-	93 100%	358 34%
South	373 36%	171 36%	33 30%	170 36%	139 38%	83 36%	89 49%	120 32%	93 33%	63 41%	118 44%	66 28%	122 43%	99 32%	76 38%	147 100%	-	134 100%	93 100%	-	-	-	-	-	-	-	370 35%
Midlands	325 31%	130 28%	41 37%	154 32%	96 26%	81 35%	39 22%	105 28%	90 32%	43 28%	64 24%	84 36%	104 36%	91 30%	45 23%	-	100 100%	-	-	95 100%	78 100%	-	-	-	53 100%	323 31%	
Marital status																											
Single	260 25%	103 22%	31 28%	126 27%	80 22%	127 55%	42 23%	83 22%	71 25%	65 42%	53 20%	36 16%	50 18%	70 23%	47 23%	27 18%	15 15%	49 37%	15 16%	26 27%	26 33%	26 29%	33 27%	10 21%	13 24%	21 23%	263 25%
Married /Co-habiting	636 61%	331 71%	73 67%	232 49%	270 74%	82 35%	121 68%	227 61%	179 63%	83 54%	193 73%	116 50%	199 69%	179 59%	125 63%	110 75%	68 68%	70 53%	63 69%	49 52%	41 53%	57 62%	65 54%	32 68%	25 48%	56 60%	621 59%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
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Table 118

Crossbreak A

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total	
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland
Divorced/Separated	27	1	33	16	9	10	25	14	4	11	24	14	15	11	6	5	11	7	5	4	2	7	2	6	6	79
	6%	1%	7%	4%	4%	6%	7%	5%	3%	4%	11%	5%	5%	6%	4%	5%	8%	8%	5%	5%	3%	6%	5%	11%	7%	8%
Unweighted total	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
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Table 119

Crossbreak A

Base : All respondents age 18+

	Total	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
		White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Gender																								
Male	510 49%	461 48%	49 53%	358 50%	68 51%	83 42%	309 56%	201 40%	286 51%	50 42%	60 54%	450 48%	116 44%	388 50%	62 42%	443 50%	250 49%	252 48%	228 50%	272 47%	138 55%	304 46%	67 51%	494 47%
Female	541 51%	498 52%	43 47%	362 50%	65 49%	114 58%	238 44%	301 60%	272 49%	68 58%	51 46%	490 52%	147 56%	382 50%	86 58%	448 50%	255 51%	273 52%	224 50%	303 53%	112 45%	357 54%	63 49%	557 53%
Age																								
18-24	154 15%	133 14%	21 23%	111 15%	17 13%	25 13%	54 10%	99 20%	36 7%	30 26%	6 5%	148 16%	25 10%	121 16%	14 9%	133 15%	73 14%	73 14%	72 16%	75 13%	24 10%	103 16%	24 18%	134 13%
25-34	168 16%	138 14%	30 33%	126 17%	21 16%	21 11%	85 16%	82 16%	62 11%	23 19%	16 14%	152 16%	44 17%	123 16%	27 18%	141 16%	89 18%	76 14%	78 17%	82 14%	22 9%	115 17%	27 21%	165 16%
35-44	198 19%	172 18%	27 29%	138 19%	22 16%	39 20%	106 19%	92 18%	100 18%	25 21%	23 21%	175 19%	51 19%	147 19%	28 19%	170 19%	101 20%	92 18%	94 21%	101 18%	52 21%	118 18%	28 21%	197 19%
45-54	168 16%	160 17%	8 9%	119 17%	28 21%	21 11%	94 17%	74 15%	107 19%	17 15%	30 26%	139 15%	53 20%	112 15%	21 14%	145 16%	93 18%	75 14%	85 19%	82 14%	51 20%	98 15%	18 14%	167 16%
55-64	153 15%	150 16%	4 4%	94 13%	21 16%	38 19%	85 15%	69 14%	96 17%	11 10%	20 18%	134 14%	42 16%	110 14%	19 13%	133 15%	76 15%	73 14%	63 14%	86 15%	45 18%	90 14%	18 14%	164 16%
65-74	108 10%	106 11%	2 2%	71 10%	13 10%	24 12%	67 12%	41 8%	77 14%	6 5%	8 7%	100 11%	22 8%	86 11%	16 11%	92 10%	42 8%	66 13%	35 8%	73 13%	32 13%	65 10%	11 9%	137 13%
75+	101 10%	100 10%	1 1%	61 8%	12 9%	29 14%	55 10%	46 9%	79 14%	5 4%	9 8%	92 10%	26 10%	71 9%	23 15%	78 9%	31 6%	70 13%	25 5%	76 13%	25 10%	72 11%	4 3%	87 8%
Social class																								
AB	272 26%	259 27%	13 14%	182 25%	41 31%	50 25%	186 34%	86 17%	179 32%	13 11%	59 53%	213 23%	97 37%	171 22%	58 39%	214 24%	162 32%	105 20%	154 34%	113 20%	93 37%	155 23%	24 19%	222 21%
C1	307 29%	277 29%	30 33%	212 29%	39 29%	56 29%	183 33%	123 24%	159 28%	37 31%	29 26%	278 30%	69 26%	232 30%	36 24%	267 30%	161 32%	136 26%	135 30%	160 28%	76 30%	187 28%	42 32%	310 29%
C2	216 21%	202 21%	14 16%	135 19%	29 22%	53 27%	92 17%	124 25%	118 21%	24 21%	14 13%	202 22%	49 19%	162 21%	27 18%	186 21%	85 17%	131 25%	69 15%	145 25%	41 16%	146 22%	27 21%	198 19%
DE	255 24%	221 23%	34 37%	192 27%	25 19%	39 20%	86 16%	168 34%	103 18%	44 37%	10 9%	246 26%	48 18%	204 27%	27 18%	224 25%	97 19%	154 29%	94 21%	157 27%	41 16%	172 26%	37 29%	321 31%
Region																								
North	352 34%	332 35%	20 22%	236 33%	40 30%	76 38%	174 32%	177 35%	181 32%	49 42%	33 30%	319 34%	67 25%	275 36%	33 22%	316 35%	162 32%	185 35%	148 33%	194 34%	67 27%	227 34%	53 41%	358 34%
South	373 36%	317 33%	56 61%	282 39%	38 29%	53 27%	214 39%	159 32%	208 37%	28 24%	38 34%	335 36%	110 42%	261 34%	62 42%	308 35%	199 39%	168 32%	178 39%	190 33%	122 49%	221 34%	28 22%	370 35%
Midlands	325 31%	309 32%	16 17%	202 28%	54 41%	69 35%	159 29%	166 33%	170 30%	41 35%	40 36%	285 30%	86 33%	233 30%	54 36%	267 30%	144 29%	172 33%	125 28%	191 33%	62 25%	212 32%	48 37%	323 31%
Marital status																								
Single	260 25%	225 23%	35 38%	193 27%	18 14%	49 25%	105 19%	155 31%	88 16%	50 42%	17 15%	243 26%	50 19%	200 26%	30 20%	221 25%	111 22%	138 26%	105 23%	142 25%	48 19%	163 25%	42 33%	263 25%
Married /Co-habiting	636 61%	589 61%	48 51%	426 59%	97 73%	114 57%	375 68%	260 52%	376 67%	47 40%	79 71%	557 59%	181 69%	454 59%	92 62%	544 61%	341 68%	287 55%	307 68%	319 55%	170 68%	394 60%	70 54%	621 59%
Divorced/Separated	61 6%	53 6%	8 8%	42 6%	6 5%	12 6%	22 4%	39 8%	26 5%	12 10%	7 6%	54 6%	12 5%	45 6%	5 3%	54 6%	26 5%	34 7%	24 5%	37 6%	13 5%	40 6%	8 6%	79 8%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
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Table 119

Crossbreak A

Base : All respondents age 18+

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important		
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
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Table 120

Crossbreak B

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting		Divor ced/ Sepa rated
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Working status																					
Full time	468 44%	302 59%	166 31%	55 36%	108 64%	125 63%	110 65%	66 43%	4 4%	1 1%	134 49%	139 45%	113 52%	82 32%	167 47%	171 46%	130 40%	103 40%	331 52%	27 44%	422 40%
Part time	109 10%	22 4%	87 16%	19 12%	14 9%	29 15%	23 14%	18 12%	6 5%	- -	42 16%	38 12%	8 4%	21 8%	36 10%	33 9%	41 13%	31 12%	73 12%	1 2%	99 9%
Not working	474 45%	186 37%	288 53%	80 52%	46 27%	45 22%	35 21%	70 45%	98 91%	100 99%	96 35%	130 42%	95 44%	153 60%	150 42%	170 46%	154 47%	126 48%	232 36%	33 54%	530 50%
Children in household																					
Yes	366 35%	161 32%	205 38%	58 37%	92 55%	144 72%	61 36%	11 7%	1 1%	- -	105 39%	112 37%	61 28%	88 35%	132 37%	139 37%	96 29%	80 31%	270 42%	16 27%	353 34%
No	232 22%	134 26%	98 18%	79 51%	28 17%	19 10%	55 33%	31 20%	13 12%	7 6%	52 19%	75 25%	48 22%	57 22%	68 19%	83 22%	81 25%	127 49%	82 13%	9 15%	212 20%
Newspaper readership																					
Quality	180 17%	97 19%	83 15%	22 15%	30 18%	30 15%	32 19%	35 23%	16 15%	14 14%	99 36%	49 16%	22 10%	10 4%	52 15%	89 24%	39 12%	42 16%	121 19%	10 17%	159 15%
Popular	371 35%	205 40%	166 31%	49 32%	60 36%	62 31%	50 30%	58 38%	49 45%	42 41%	54 20%	108 35%	95 44%	115 45%	145 41%	120 32%	105 32%	83 32%	227 36%	25 40%	382 36%
Education																					
GCSE/O-Level/CSE/NVQ12	283 27%	143 28%	140 26%	47 31%	33 20%	79 40%	52 31%	33 22%	16 15%	22 22%	40 15%	77 25%	81 37%	85 33%	100 28%	93 25%	90 28%	71 28%	179 28%	14 23%	266 25%
A-Level or equiv.	154 15%	67 13%	87 16%	54 35%	28 17%	21 10%	27 16%	12 8%	8 7%	5 5%	36 13%	65 21%	27 13%	26 10%	48 14%	63 17%	43 13%	65 25%	83 13%	4 7%	146 14%
Degree/Masters/PhD or equiv.	266 25%	134 26%	132 24%	17 11%	74 44%	61 31%	47 28%	40 26%	22 20%	7 7%	164 60%	77 25%	12 6%	13 5%	84 24%	118 32%	64 20%	53 21%	193 30%	11 18%	240 23%
No formal quals.	231 22%	94 18%	137 25%	12 8%	25 15%	21 11%	21 13%	43 28%	53 49%	54 54%	12 4%	43 14%	60 28%	116 46%	82 23%	66 18%	84 26%	36 14%	116 18%	24 40%	279 27%
Voting intention																					
Conservative	287 27%	158 31%	129 24%	32 21%	31 18%	44 22%	57 34%	50 32%	42 39%	31 31%	98 36%	80 26%	61 28%	48 19%	61 17%	122 33%	104 32%	50 19%	199 31%	14 23%	266 25%
Labour	305 29%	137 27%	168 31%	34 22%	47 28%	70 35%	41 24%	47 30%	30 28%	37 37%	68 25%	84 27%	67 31%	85 33%	116 33%	99 26%	91 28%	70 27%	179 28%	15 24%	315 30%
Other	199 19%	104 20%	95 18%	29 19%	31 18%	39 20%	34 20%	30 20%	19 18%	17 17%	60 22%	67 22%	36 17%	36 14%	79 22%	76 20%	45 14%	47 18%	125 20%	11 18%	189 18%
GO Region																					
South East	147 14%	77 15%	70 13%	17 11%	20 12%	27 13%	29 17%	25 16%	16 15%	14 14%	47 17%	47 15%	33 15%	21 8%	- -	147 39%	- -	27 10%	110 17%	6 10%	146 14%
Eastern	100 10%	49 10%	51 9%	15 10%	12 7%	15 8%	17 10%	14 9%	11 10%	15 15%	35 13%	18 6%	26 12%	21 8%	- -	- 31%	100 31%	15 6%	68 11%	5 8%	98 9%
London	134 13%	63 12%	71 13%	19 12%	32 19%	30 15%	27 16%	10 6%	11 10%	5 5%	37 14%	38 12%	19 9%	40 16%	- -	134 36%	- -	49 19%	70 11%	11 18%	129 12%
South West	93 9%	44 9%	48 9%	8 5%	14 8%	26 13%	16 10%	12 8%	8 7%	9 9%	23 8%	30 10%	21 10%	19 7%	- -	93 25%	- -	15 6%	63 10%	7 12%	95 9%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 120

Crossbreak B

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting	Divor ced/ Sepa rated		
West Midlands	95	56	39	18	8	25	8	15	12	9	29	17	23	26	-	-	95	26	49	5	99
	9%	11%	7%	12%	5%	12%	5%	10%	11%	9%	11%	5%	10%	10%	-	-	29%	10%	8%	8%	9%
East Midlands	78	34	44	14	12	10	15	11	8	8	12	26	18	21	-	-	78	26	41	4	67
	7%	7%	8%	9%	7%	5%	9%	7%	8%	8%	4%	9%	8%	8%	-	-	24%	10%	6%	6%	6%
Yorkshire and Humberside	92	38	53	19	15	15	14	13	14	2	16	30	20	26	92	-	-	26	57	2	98
	9%	7%	10%	12%	9%	8%	8%	9%	13%	2%	6%	10%	9%	10%	26%	-	-	10%	9%	4%	9%
North West	122	59	63	20	18	21	18	20	8	17	22	45	20	36	122	-	-	33	65	7	134
	12%	12%	12%	13%	11%	11%	11%	13%	7%	16%	8%	15%	9%	14%	35%	-	-	13%	10%	11%	13%
North East	46	22	24	5	10	10	8	9	3	2	8	12	11	15	46	-	-	10	32	2	46
	4%	4%	4%	4%	6%	5%	5%	6%	3%	2%	3%	4%	5%	6%	13%	-	-	4%	5%	4%	4%
Wales	53	25	28	6	10	4	6	11	8	8	13	15	10	14	-	-	53	13	25	6	59
	5%	5%	5%	4%	6%	2%	3%	7%	7%	8%	5%	5%	5%	6%	-	-	16%	5%	4%	10%	6%
Scotland	93	42	50	13	18	17	11	13	10	12	30	29	17	17	93	-	-	21	56	6	80
	9%	8%	9%	8%	11%	8%	7%	8%	9%	11%	11%	10%	8%	7%	26%	-	-	8%	9%	10%	8%
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

P.A.M. 23 -Audit of Political Engagement 6
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Table 121

Crossbreak B

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total			
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland		
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051	
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051	
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051	
Working status																												
Full time	468	468	-	-	199	102	85	168	132	72	150	59	123	133	88	75	44	55	40	34	30	34	59	26	22	48	422	
	44%	100%	-	-	54%	44%	47%	45%	47%	47%	56%	26%	43%	44%	44%	51%	44%	41%	43%	36%	39%	37%	48%	57%	43%	52%	40%	
Part time	109	-	109	-	54	34	18	31	33	16	38	10	34	31	19	10	13	14	8	17	8	18	4	5	3	9	99	
	10%	-	100%	-	15%	15%	10%	8%	12%	10%	14%	4%	12%	10%	10%	7%	13%	11%	9%	18%	10%	19%	3%	10%	6%	10%	9%	
Not working	474	-	-	474	113	96	77	172	117	66	78	162	130	140	92	62	43	64	44	44	40	40	59	15	27	35	530	
	45%	-	-	100%	31%	41%	43%	46%	41%	43%	29%	70%	45%	46%	46%	42%	43%	48%	48%	46%	51%	44%	48%	33%	51%	38%	50%	
Children in household																												
Yes	366	199	54	113	366	-	53	111	133	58	101	44	79	120	70	49	30	52	37	30	24	38	48	20	12	26	353	
	35%	43%	49%	24%	100%	-	30%	30%	47%	38%	38%	19%	28%	39%	35%	33%	30%	39%	40%	32%	30%	41%	39%	43%	23%	29%	34%	
No	232	102	34	96	-	232	43	89	57	50	50	45	66	57	40	36	21	37	10	26	20	17	28	4	14	19	212	
	22%	22%	31%	20%	-	100%	24%	24%	20%	32%	19%	20%	23%	19%	20%	24%	21%	28%	11%	28%	25%	19%	23%	9%	27%	20%	20%	
Newspaper readership																												
Quality	180	85	18	77	53	43	180	27	26	31	104	10	63	51	42	29	17	42	17	12	6	10	10	4	5	28	159	
	17%	18%	16%	16%	15%	19%	100%	7%	9%	20%	39%	4%	22%	17%	21%	20%	17%	32%	19%	12%	7%	11%	8%	9%	10%	30%	15%	
Popular	371	168	31	172	111	89	27	371	112	53	55	112	118	108	56	49	34	47	24	25	23	33	52	19	23	41	382	
	35%	36%	28%	36%	30%	38%	15%	100%	40%	34%	21%	48%	41%	35%	28%	33%	34%	35%	26%	26%	30%	37%	42%	41%	44%	44%	36%	
Education																												
GCSE/O-Level/CSE/NVQ12	283	132	33	117	133	57	26	112	283	-	-	-	74	85	40	34	38	31	28	24	21	26	44	10	7	19	266	
	27%	28%	30%	25%	36%	25%	14%	30%	100%	-	-	-	26%	28%	20%	23%	38%	23%	31%	25%	27%	28%	36%	23%	13%	21%	25%	
A-Level or equiv.	154	72	16	66	58	50	31	53	-	154	-	-	50	45	30	30	18	20	14	12	9	18	13	4	5	13	146	
	15%	15%	15%	14%	16%	21%	17%	14%	-	100%	-	-	17%	15%	15%	20%	18%	15%	15%	12%	11%	20%	11%	9%	9%	14%	14%	
Degree/Masters/PhD or equiv.	266	150	38	78	101	50	104	55	-	-	266	-	65	81	65	41	20	53	25	19	14	17	23	12	10	33	240	
	25%	32%	35%	17%	28%	22%	58%	15%	-	-	100%	-	23%	27%	33%	28%	20%	39%	27%	20%	18%	19%	19%	25%	19%	35%	23%	
No formal quals.	231	59	10	162	44	45	10	112	-	-	-	231	62	71	37	26	17	24	15	21	25	23	26	11	20	21	279	
	22%	13%	9%	34%	12%	20%	6%	30%	-	-	-	100%	22%	23%	19%	18%	17%	18%	17%	23%	32%	25%	22%	23%	38%	23%	27%	
Voting intention																												
Conservative	287	123	34	130	79	66	63	118	74	50	65	62	287	-	-	56	42	38	29	27	23	15	29	5	11	12	266	
	27%	28%	31%	27%	22%	29%	35%	32%	26%	32%	24%	27%	100%	-	-	38%	42%	28%	31%	29%	29%	16%	24%	11%	22%	13%	25%	
Labour	305	133	31	140	120	57	51	108	85	45	81	71	-	305	-	35	34	45	19	27	16	30	48	21	12	17	315	
	29%	28%	29%	30%	33%	25%	28%	29%	30%	29%	30%	31%	-	100%	-	24%	34%	34%	20%	29%	21%	32%	40%	44%	24%	19%	30%	
Other	199	88	19	92	70	40	42	56	40	30	65	37	-	-	199	29	11	23	24	20	5	14	17	5	8	43	189	
	19%	19%	18%	19%	19%	17%	23%	15%	14%	19%	24%	16%	-	-	100%	20%	11%	17%	26%	21%	7%	15%	14%	11%	16%	46%	18%	
GO Region																												
South East	147	75	10	62	49	36	29	49	34	30	41	26	56	35	29	147	-	-	-	-	-	-	-	-	-	-	-	146
	14%	16%	9%	13%	13%	15%	16%	13%	12%	19%	15%	11%	19%	11%	14%	100%	-	-	-	-	-	-	-	-	-	-	14%	
Eastern	100	44	13	43	30	21	17	34	38	18	20	17	42	34	11	-	100	-	-	-	-	-	-	-	-	-	98	
	10%	9%	12%	9%	8%	9%	9%	9%	13%	12%	7%	8%	15%	11%	6%	-	100%	-	-	-	-	-	-	-	-	-	9%	
London	134	55	14	64	52	37	42	47	31	20	53	24	38	45	23	-	-	134	-	-	-	-	-	-	-	-	129	
	13%	12%	13%	13%	14%	16%	23%	13%	11%	13%	20%	10%	13%	15%	12%	-	-	100%	-	-	-	-	-	-	-	-	12%	
South West	93	40	8	44	37	10	17	24	28	14	25	15	29	19	24	-	-	-	93	-	-	-	-	-	-	-	95	
	9%	9%	7%	9%	10%	4%	10%	7%	10%	9%	9%	7%	10%	6%	12%	-	-	-	100%	-	-	-	-	-	-	-	9%	

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

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Table 121

Crossbreak B

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region								Unwtd total					
	Total	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/CSE/NVQ12	A-Level or equiv.	Degree/Masters/PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside		North West	North East	Wales	Scotland	
West Midlands	95	34	17	44	30	26	12	25	24	12	19	21	27	27	20	-	-	-	-	95	-	-	-	-	-	-	-	99
	9%	7%	15%	9%	8%	11%	6%	7%	8%	8%	7%	9%	9%	9%	10%	-	-	-	-	100%	-	-	-	-	-	-	9%	
East Midlands	78	30	8	40	24	20	6	23	21	9	14	25	23	16	5	-	-	-	-	-	78	-	-	-	-	-	67	
	7%	6%	7%	8%	6%	8%	3%	6%	8%	6%	5%	11%	8%	5%	3%	-	-	-	-	-	100%	-	-	-	-	-	6%	
Yorkshire and Humberside	92	34	18	40	38	17	10	33	26	18	17	23	15	30	14	-	-	-	-	-	-	92	-	-	-	-	98	
	9%	7%	16%	9%	10%	7%	6%	9%	9%	12%	6%	10%	5%	10%	7%	-	-	-	-	-	-	100%	-	-	-	-	9%	
North West	122	59	4	59	48	28	10	52	44	13	23	26	29	48	17	-	-	-	-	-	-	-	122	-	-	-	134	
	12%	13%	4%	12%	13%	12%	6%	14%	16%	8%	9%	11%	10%	16%	8%	-	-	-	-	-	-	-	100%	-	-	-	13%	
North East	46	26	5	15	20	4	4	19	10	4	12	11	5	21	5	-	-	-	-	-	-	-	-	46	-	-	46	
	4%	6%	4%	3%	5%	2%	2%	5%	4%	3%	4%	5%	2%	7%	2%	-	-	-	-	-	-	-	-	100%	-	-	4%	
Wales	53	22	3	27	12	14	5	23	7	5	10	20	11	12	8	-	-	-	-	-	-	-	-	-	53	-	59	
	5%	5%	3%	6%	3%	6%	3%	6%	2%	3%	4%	9%	4%	4%	4%	-	-	-	-	-	-	-	-	-	100%	-	6%	
Scotland	93	48	9	35	26	19	28	41	19	13	33	21	12	17	43	-	-	-	-	-	-	-	-	-	-	93	80	
	9%	10%	9%	7%	7%	8%	15%	11%	7%	8%	12%	9%	4%	6%	22%	-	-	-	-	-	-	-	-	-	-	100%	8%	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051	

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

P.A.M. 23 -Audit of Political Engagement 6 FINAL

Table 122

Crossbreak B

Base : All respondents age 18+

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Working status																								
Full time	468	422	46	324	62	82	253	214	235	59	51	416	114	345	64	398	234	227	214	246	117	278	71	422
	44%	44%	50%	45%	46%	41%	46%	43%	42%	50%	46%	44%	43%	45%	43%	45%	46%	43%	47%	43%	47%	42%	55%	40%
Part time	109	102	8	78	16	16	57	51	55	13	15	94	40	68	17	92	63	43	58	49	19	80	7	99
	10%	11%	9%	11%	12%	8%	10%	10%	10%	11%	14%	10%	15%	9%	12%	10%	12%	8%	13%	8%	8%	12%	5%	9%
Not working	474	435	39	319	55	100	237	237	269	46	45	429	109	356	67	402	208	256	180	280	114	303	52	530
	45%	45%	42%	44%	42%	51%	43%	47%	48%	39%	40%	46%	41%	46%	45%	45%	41%	49%	40%	49%	46%	46%	40%	50%
Children in household																								
Yes	366	324	42	245	58	64	195	170	179	35	41	325	109	254	51	313	204	157	178	181	74	236	51	353
	35%	34%	46%	34%	44%	32%	36%	34%	32%	30%	37%	35%	41%	33%	34%	35%	41%	30%	39%	31%	30%	36%	39%	34%
No	232	205	27	174	21	38	99	133	105	33	20	212	44	181	28	197	96	128	94	130	54	146	30	212
	22%	21%	29%	24%	16%	19%	18%	26%	19%	28%	18%	23%	17%	23%	19%	22%	19%	24%	21%	23%	21%	22%	23%	20%
Newspaper readership																								
Quality	180	169	11	127	21	32	148	32	126	6	48	132	56	122	28	151	118	59	109	68	74	96	10	159
	17%	18%	12%	18%	16%	16%	27%	6%	23%	5%	43%	14%	21%	16%	19%	17%	23%	11%	24%	12%	29%	14%	8%	15%
Popular	371	326	45	262	32	76	183	188	195	49	23	348	82	282	50	318	165	200	153	212	82	239	50	382
	35%	34%	49%	36%	24%	39%	33%	37%	35%	42%	20%	37%	31%	37%	34%	36%	33%	38%	34%	37%	33%	36%	38%	36%
Education																								
GCSE/O-Level/CSE/NVQ12	283	266	17	184	40	59	122	161	138	39	20	263	69	205	45	233	127	147	107	169	47	192	39	266
	27%	28%	18%	26%	30%	30%	22%	32%	25%	34%	18%	28%	26%	27%	30%	26%	25%	28%	24%	29%	19%	29%	30%	25%
A-Level or equiv.	154	138	16	103	20	31	81	73	65	18	17	137	38	116	16	138	77	74	76	75	37	101	16	146
	15%	14%	18%	14%	15%	16%	15%	15%	12%	15%	15%	15%	14%	15%	11%	15%	15%	14%	17%	13%	15%	15%	12%	14%
Degree/Masters/PhD or equiv.	266	238	28	193	28	46	204	62	162	13	60	206	95	168	45	221	167	99	163	102	91	154	21	240
	25%	25%	30%	27%	21%	23%	37%	12%	29%	11%	54%	22%	36%	22%	30%	25%	33%	19%	36%	18%	37%	23%	16%	23%
No formal quals.	231	209	21	154	30	48	82	148	129	34	8	223	42	183	30	195	80	147	63	162	46	150	32	279
	22%	22%	23%	21%	22%	24%	15%	30%	23%	29%	7%	24%	16%	24%	20%	22%	16%	28%	14%	28%	18%	23%	25%	27%
Voting intention																								
Conservative	287	277	10	188	35	65	178	108	195	5	31	256	67	220	37	250	150	132	149	132	84	179	22	266
	27%	29%	11%	26%	26%	33%	33%	22%	35%	4%	28%	27%	26%	29%	25%	28%	30%	25%	33%	23%	34%	27%	17%	25%
Labour	305	263	42	217	31	57	169	135	172	12	36	269	103	193	66	235	144	159	126	175	84	202	19	315
	29%	27%	46%	30%	23%	29%	31%	27%	31%	10%	32%	29%	39%	25%	45%	26%	29%	30%	28%	30%	34%	31%	14%	30%
Other	199	186	14	141	27	31	129	70	128	2	32	167	49	149	17	179	123	74	101	95	64	119	16	189
	19%	19%	15%	20%	20%	16%	24%	14%	23%	2%	29%	18%	18%	19%	12%	20%	24%	14%	22%	17%	26%	18%	12%	18%
GO Region																								
South East	147	137	10	99	11	37	93	54	85	9	19	128	51	96	30	117	76	70	68	77	52	79	16	146
	14%	14%	11%	14%	8%	19%	17%	11%	15%	7%	17%	14%	19%	13%	20%	13%	15%	13%	15%	13%	21%	12%	12%	14%
Eastern	100	97	3	53	19	28	53	47	62	10	13	87	25	75	22	78	40	59	41	58	16	72	10	98
	10%	10%	3%	7%	14%	14%	10%	9%	11%	8%	11%	9%	10%	10%	15%	9%	8%	11%	9%	10%	7%	11%	8%	9%
London	134	90	44	134	-	-	75	58	69	11	7	126	39	92	23	109	71	59	68	63	36	92	5	129
	13%	9%	47%	19%	-	-	14%	12%	12%	9%	7%	13%	15%	12%	16%	12%	14%	11%	15%	11%	14%	14%	4%	12%
South West	93	90	2	50	27	16	46	46	54	8	12	81	20	73	9	83	52	39	42	50	34	51	8	95
	9%	9%	2%	7%	20%	8%	8%	9%	10%	7%	10%	9%	7%	9%	6%	9%	10%	8%	9%	9%	14%	8%	6%	9%
West Midlands	95	84	11	72	8	15	47	48	45	8	15	80	30	64	13	82	49	43	43	50	22	59	12	99
	9%	9%	12%	10%	6%	7%	9%	10%	8%	7%	13%	8%	11%	8%	9%	9%	10%	8%	9%	9%	9%	9%	9%	9%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 122

Crossbreak B

Base : All respondents age 18+

	Ethnicity		Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total	
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important		Not important
East Midlands	78	75	2	53	16	9	36	42	38	13	5	73	21	53	14	61	34	40	28	46	12	51	14	67
	7%	8%	3%	7%	12%	5%	7%	8%	7%	11%	5%	8%	8%	7%	9%	7%	7%	8%	6%	8%	5%	8%	11%	6%
Yorkshire and Humberside	92	89	3	67	11	13	35	56	45	13	5	86	27	64	10	81	39	51	36	53	16	65	11	98
	9%	9%	3%	9%	8%	7%	6%	11%	8%	11%	5%	9%	10%	8%	7%	9%	8%	10%	8%	9%	6%	10%	8%	9%
North West	122	109	13	86	6	30	62	60	59	18	11	111	20	96	11	109	53	66	50	69	19	79	23	134
	12%	11%	14%	12%	5%	15%	11%	12%	11%	15%	10%	12%	8%	12%	8%	12%	11%	13%	11%	12%	7%	12%	17%	13%
North East	46	46	-	27	3	16	25	21	14	11	3	43	6	40	2	44	28	18	23	21	6	30	9	46
	4%	5%	-	4%	2%	8%	5%	4%	3%	9%	3%	5%	2%	5%	2%	5%	5%	3%	5%	4%	2%	5%	7%	4%
Wales	53	53	-	24	11	18	23	29	24	9	8	45	10	42	5	47	20	30	14	37	11	30	11	59
	5%	5%	-	3%	8%	9%	4%	6%	4%	8%	7%	5%	4%	5%	3%	5%	4%	6%	3%	6%	4%	5%	9%	6%
Scotland	93	88	4	56	21	16	53	39	62	8	14	79	14	75	9	82	42	49	40	52	26	54	11	80
	9%	9%	5%	8%	16%	8%	10%	8%	11%	7%	12%	8%	5%	10%	6%	9%	8%	9%	9%	9%	11%	8%	8%	8%
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 123

Crossbreak C

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-hab iting		Divor ced/ Sepa rated
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051
Weighted total	1051	510	541	154	168	198	168	153	108	101	272	307	216	255	352	373	325	260	636	61	1051
Effective Base	824	396	429	102	136	158	144	138	121	54	189	258	148	244	292	297	237	195	525	66	1051
Ethnicity																					
White	959 91%	461 90%	498 92%	133 86%	138 82%	172 87%	160 95%	150 98%	106 98%	100 99%	259 95%	277 90%	202 93%	221 87%	332 94%	317 85%	309 95%	225 87%	589 93%	53 87%	890 85%
BME	92 9%	49 10%	43 8%	21 14%	30 18%	27 13%	8 5%	4 2%	2 2%	1 1%	13 5%	30 10%	14 7%	34 13%	20 6%	56 15%	16 5%	35 13%	48 7%	8 13%	161 15%
Urbanity																					
Urban	721 69%	358 70%	362 67%	111 72%	126 75%	138 70%	119 71%	94 61%	71 66%	61 60%	182 67%	212 69%	135 62%	192 75%	236 67%	282 76%	202 62%	193 74%	426 67%	42 69%	742 71%
Rural	133 13%	68 13%	65 12%	17 11%	21 12%	22 11%	28 17%	21 14%	13 12%	12 11%	41 15%	39 13%	29 13%	25 10%	40 11%	38 10%	54 17%	18 7%	97 15%	6 11%	126 12%
Mixed	198 19%	83 16%	114 21%	25 16%	21 13%	39 19%	21 13%	38 25%	24 22%	29 28%	50 18%	56 18%	53 24%	39 15%	76 21%	53 14%	69 21%	49 19%	114 18%	12 20%	183 17%
Interest in politics																					
Interested	547 52%	309 61%	238 44%	54 35%	85 51%	106 54%	94 56%	85 55%	67 62%	55 55%	186 68%	183 60%	92 43%	86 34%	174 49%	214 57%	159 49%	105 40%	375 59%	22 37%	530 50%
Not interested	502 48%	201 39%	301 56%	99 65%	82 49%	92 46%	74 44%	69 45%	41 37%	46 45%	86 32%	123 40%	124 57%	168 66%	177 50%	159 42%	166 51%	155 60%	260 41%	39 63%	517 49%
Likelihood to vote																					
Certain to	559 53%	286 56%	272 50%	36 24%	62 37%	100 51%	107 64%	96 62%	77 71%	79 79%	179 66%	159 52%	118 54%	103 40%	181 51%	208 56%	170 52%	88 34%	376 59%	26 42%	535 51%
Certain not to	117 11%	50 10%	68 12%	30 20%	23 14%	25 13%	17 10%	11 7%	6 5%	5 5%	13 5%	37 12%	24 11%	44 17%	49 14%	28 7%	41 12%	50 19%	47 7%	12 19%	129 12%
Political activism																					
Activist	112 11%	60 12%	51 10%	6 4%	16 9%	23 12%	30 18%	20 13%	8 8%	9 9%	59 22%	29 9%	14 7%	10 4%	33 9%	38 10%	40 12%	17 6%	79 12%	7 12%	105 10%
Non-activist	939 89%	450 88%	490 90%	148 96%	152 91%	175 88%	139 82%	134 87%	100 92%	92 91%	213 78%	278 91%	202 93%	246 96%	319 91%	335 90%	285 88%	243 94%	557 88%	54 88%	946 90%
Local area - influence																					
Great deal/some influence	263 25%	116 23%	147 27%	25 17%	44 26%	51 26%	53 31%	42 27%	22 21%	26 26%	97 36%	69 22%	49 23%	48 19%	67 19%	110 29%	86 27%	50 19%	181 29%	12 20%	252 24%
Not very much/none	769 73%	388 76%	382 71%	121 79%	123 73%	147 74%	112 67%	110 72%	86 79%	71 71%	171 63%	232 76%	162 75%	204 80%	275 78%	261 70%	233 72%	200 77%	454 71%	45 74%	782 74%
Britain- influence																					
Great deal/some influence	148 14%	62 12%	86 16%	14 9%	27 16%	28 14%	21 12%	19 13%	16 15%	23 23%	58 21%	36 12%	27 13%	27 10%	33 9%	62 17%	54 17%	30 11%	92 14%	5 7%	141 13%
Not very much/none	891 85%	443 87%	448 83%	133 87%	141 84%	170 85%	145 86%	133 86%	92 85%	78 77%	214 79%	267 87%	186 86%	224 88%	316 90%	308 82%	267 82%	221 85%	544 85%	54 89%	898 85%
Local area - like to be involved																					
Very/fairly involved	504 48%	250 49%	255 47%	73 47%	89 53%	101 51%	93 55%	76 50%	42 39%	31 31%	162 59%	161 53%	85 39%	97 38%	162 46%	199 53%	144 44%	111 43%	341 54%	26 42%	482 46%
Not very much/not at all	526 50%	252 49%	273 50%	73 48%	76 45%	92 47%	75 44%	73 47%	66 61%	70 69%	105 38%	136 44%	131 60%	154 60%	185 52%	168 45%	172 53%	138 53%	287 45%	34 56%	547 52%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 123

Crossbreak C

Base : All respondents age 18+

	Gender		Age							Social class				Region			Marital status			Unwtd total	
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	North	South	Mid lands	Single	Married / Co-habiting	Divorced/ Separated		
Britain- like to be involved																					
Very/fairly involved	452 43%	228 45%	224 41%	72 47%	78 47%	94 47%	85 51%	63 41%	35 32%	25 24%	154 57%	135 44%	69 32%	94 37%	148 42%	178 48%	125 39%	105 40%	307 48%	24 39%	432 41%
Not very much/not at all	575 55%	272 53%	303 56%	75 49%	82 49%	101 51%	82 49%	86 56%	73 67%	76 75%	113 42%	160 52%	145 67%	157 61%	194 55%	190 51%	191 59%	142 55%	319 50%	37 60%	595 57%
Voting in Elections																					
Essential	250 24%	138 27%	112 21%	24 16%	22 13%	52 26%	51 30%	45 29%	32 29%	25 25%	93 34%	76 25%	41 19%	41 16%	67 19%	122 33%	62 19%	48 18%	170 27%	13 21%	245 23%
Important	661 63%	304 60%	357 66%	103 67%	115 69%	118 59%	98 58%	90 59%	65 60%	72 71%	155 57%	187 61%	146 67%	172 67%	227 65%	221 59%	212 65%	163 63%	394 62%	40 65%	658 63%
Not important	130 12%	67 13%	63 12%	24 15%	27 16%	28 14%	18 11%	18 12%	11 10%	4 4%	24 9%	42 14%	27 12%	37 15%	53 15%	28 8%	48 15%	42 16%	70 11%	8 13%	135 13%
Unweighted total	1051	494	557	134	165	197	167	164	137	87	222	310	198	321	358	370	323	263	621	79	1051

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 124

Crossbreak C

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051
Weighted total	1051	468	109	474	366	232	180	371	283	154	266	231	287	305	199	147	100	134	93	95	78	92	122	46	53	93	1051
Effective Base	824	365	86	373	286	170	132	308	196	122	202	214	225	224	157	127	62	94	78	76	57	81	104	40	47	69	1051
Ethnicity																											
White	959 91%	422 90%	102 93%	435 92%	324 88%	205 89%	169 94%	326 88%	266 94%	138 89%	238 89%	209 91%	277 97%	263 86%	186 93%	137 93%	97 97%	90 67%	90 98%	84 88%	75 97%	89 97%	109 89%	46 100%	53 100%	88 95%	890 85%
BME	92 9%	46 10%	8 7%	39 8%	42 12%	27 11%	11 6%	45 12%	17 6%	16 11%	28 11%	21 9%	10 3%	42 14%	14 7%	10 7%	3 3%	44 33%	2 2%	11 12%	2 3%	3 3%	13 11%	- -	- -	4 5%	161 15%
Urbanity																											
Urban	721 69%	324 69%	78 71%	319 67%	245 67%	174 75%	127 71%	262 71%	184 65%	103 67%	193 72%	154 66%	188 65%	217 71%	141 71%	99 67%	53 53%	134 100%	50 54%	72 76%	53 68%	67 73%	86 70%	27 59%	24 46%	56 61%	742 71%
Rural	133 13%	62 13%	16 15%	55 12%	58 16%	21 9%	21 12%	32 9%	40 14%	20 13%	28 10%	30 13%	35 12%	31 10%	27 13%	11 8%	19 19%	- -	27 29%	8 9%	16 21%	11 12%	6 5%	3 6%	11 21%	21 22%	126 12%
Mixed	198 19%	82 18%	16 14%	100 21%	64 17%	38 16%	32 18%	76 21%	59 21%	31 20%	46 17%	48 21%	65 23%	57 19%	31 16%	37 25%	28 28%	- -	16 17%	15 15%	9 12%	13 15%	30 25%	16 35%	18 33%	16 17%	183 17%
Interest in politics																											
Interested	547 52%	253 54%	57 52%	237 50%	195 53%	99 43%	148 82%	183 49%	122 43%	81 52%	204 77%	82 36%	178 62%	169 55%	129 65%	93 63%	53 53%	75 56%	46 50%	47 49%	36 47%	35 38%	62 50%	25 55%	23 44%	53 57%	530 50%
Not interested	502 48%	214 46%	51 47%	237 50%	170 46%	133 57%	32 18%	188 51%	161 57%	73 47%	62 23%	148 64%	108 38%	135 44%	70 35%	54 37%	47 47%	58 44%	46 50%	48 51%	42 53%	56 61%	60 50%	21 45%	29 56%	39 42%	517 49%
Likelihood to vote																											
Certain to	559 53%	235 50%	55 50%	269 57%	179 49%	105 45%	126 70%	195 53%	138 49%	65 42%	162 61%	129 56%	195 68%	172 57%	128 64%	85 58%	62 62%	69 52%	54 58%	45 47%	38 49%	45 50%	59 48%	14 30%	24 47%	62 67%	535 51%
Certain not to	117 11%	59 13%	13 12%	46 10%	35 10%	33 14%	6 3%	49 13%	39 14%	18 12%	13 5%	34 15%	5 2%	12 4%	2 1%	9 6%	10 10%	11 8%	8 8%	8 9%	13 17%	13 14%	18 15%	11 23%	9 17%	8 9%	129 12%
Political activism																											
Activist	112 11%	51 11%	15 14%	45 10%	41 11%	20 9%	48 27%	23 6%	20 7%	17 11%	60 23%	8 3%	31 11%	36 12%	32 16%	19 13%	13 13%	7 6%	12 13%	15 16%	5 7%	5 6%	11 9%	3 7%	8 14%	14 15%	105 10%
Non-activist	939 89%	416 89%	94 86%	429 90%	325 89%	212 91%	132 73%	348 94%	263 93%	137 89%	206 77%	223 97%	256 89%	269 88%	167 84%	128 87%	87 87%	126 94%	81 87%	80 84%	73 93%	86 94%	111 91%	43 93%	45 86%	79 85%	946 90%
Local area - influence																											
Great deal/some influence	263 25%	114 24%	40 36%	109 23%	109 30%	44 19%	56 31%	82 22%	69 24%	38 24%	95 36%	42 18%	67 23%	103 34%	49 24%	51 35%	25 25%	39 29%	20 21%	30 31%	21 27%	27 30%	20 16%	6 13%	10 19%	14 16%	252 24%
Not very much/none	769 73%	345 74%	68 63%	356 75%	254 69%	181 78%	122 68%	282 76%	205 73%	116 75%	168 63%	183 79%	220 77%	193 63%	149 75%	96 65%	75 75%	92 69%	73 79%	64 67%	53 68%	64 70%	96 78%	40 87%	42 80%	75 81%	782 74%
Britain- influence																											
Great deal/some influence	148 14%	64 14%	17 16%	67 14%	51 14%	28 12%	28 16%	50 13%	45 16%	16 11%	45 17%	30 13%	37 13%	66 22%	17 9%	30 20%	22 22%	23 17%	9 10%	13 14%	14 17%	10 11%	11 9%	2 5%	5 9%	9 9%	141 13%
Not very much/none	891 85%	398 85%	92 84%	402 85%	313 85%	197 85%	151 84%	318 86%	233 82%	138 89%	221 83%	195 84%	250 87%	235 77%	179 90%	117 79%	78 78%	109 81%	83 89%	82 86%	61 79%	81 89%	109 89%	44 95%	47 89%	82 89%	898 85%
Local area - like to be involved																											
Very/fairly involved	504 48%	234 50%	63 57%	208 44%	204 56%	96 41%	118 66%	165 45%	127 45%	77 50%	167 63%	80 35%	150 52%	144 47%	123 61%	76 51%	40 40%	71 53%	52 56%	49 53%	34 44%	39 42%	53 44%	28 60%	20 39%	42 46%	482 46%
Not very much/not at all	526 50%	227 48%	43 39%	256 54%	157 43%	128 55%	59 33%	200 54%	147 52%	74 48%	99 37%	147 64%	132 46%	159 52%	74 37%	70 47%	59 59%	59 44%	39 43%	53 46%	40 52%	51 56%	66 54%	18 39%	30 57%	49 53%	547 52%

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 124

Crossbreak C

Base : All respondents age 18+

	Working status			Children in household		Newspaper readership		Education				Voting intention			GO Region										Unwtd total		
	Full time	Part time	Not working	Yes	No	Quality	Popular	GCSE/O-Level/ CSE/ NVQ12	A-Level or equiv.	Degree/ Masters /PhD or equiv.	No formal quals.	Conser vative	Labour	Other	South East	Eastern	London	South West	West Midlands	East Midlands	Yorkshire and Humberside	North West	North East	Wales		Scotland	
Britain- like to be involved	452																										
Very/fairly involved	43%	46%	53%	38%	49%	40%	61%	41%	38%	46%	49%	61%	27%	52%	41%	51%	45%	45%	36%	40%	41%	49%	26%	43%	41%	432	
Not very much/not at all	57%	53%	44%	59%	49%	56%	38%	57%	60%	48%	38%	70%	46%	57%	48%	52%	58%	47%	54%	53%	59%	57%	56%	45%	69%	57%	595
Voting in Elections	250																										
Essential	24%	25%	17%	24%	20%	23%	41%	22%	17%	24%	34%	20%	29%	28%	32%	35%	16%	27%	37%	23%	16%	18%	15%	12%	21%	28%	245
Important	63%	59%	73%	64%	64%	63%	53%	64%	68%	65%	58%	65%	62%	66%	59%	54%	72%	69%	55%	62%	66%	71%	65%	65%	57%	58%	658
Not important	13%	15%	6%	11%	14%	13%	6%	13%	14%	10%	8%	14%	8%	6%	8%	11%	10%	4%	8%	13%	18%	12%	19%	20%	22%	13%	135
Unweighted total	1051	422	99	530	353	212	159	382	266	146	240	279	266	315	189	146	98	129	95	99	67	98	134	46	59	80	1051

Respondent type : General Public adults 18+
Fieldwork dates : 11th - 17th December 2008
Number of sample points : 210
Source : Ipsos MORI (JN J34543)

**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 125

Crossbreak C

Base : All respondents age 18+

	Ethnicity			Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051
Weighted total	1051	959	92	721	133	198	547	502	559	117	112	939	263	769	148	891	504	526	452	575	250	661	130	1051
Effective Base	824	721	130	586	110	133	437	386	419	100	89	735	188	630	94	729	393	416	351	455	200	502	115	1051
Ethnicity																								
White	959	959	-	635	132	192	509	449	526	102	108	851	237	708	132	819	459	480	410	525	229	597	124	890
	91%	100%	-	88%	99%	97%	93%	90%	94%	87%	96%	91%	90%	92%	89%	92%	91%	91%	91%	91%	92%	90%	95%	85%
BME	92	-	92	85	1	6	39	53	32	15	4	88	26	61	16	72	46	46	42	50	21	64	6	161
	9%	-	100%	12%	1%	3%	7%	10%	6%	13%	4%	9%	10%	8%	11%	8%	9%	9%	9%	9%	8%	10%	5%	15%
Urbanity																								
Urban	721	635	85	721	-	-	385	333	371	76	78	643	180	527	91	619	346	358	321	382	171	462	83	742
	69%	66%	92%	100%	-	-	70%	66%	66%	65%	69%	68%	68%	68%	61%	70%	69%	68%	71%	66%	68%	70%	64%	71%
Rural	133	132	1	-	133	-	66	67	78	19	15	118	33	99	18	115	61	69	50	79	32	74	24	126
	13%	14%	1%	-	100%	-	12%	13%	14%	16%	14%	13%	13%	13%	12%	13%	12%	13%	11%	14%	13%	11%	18%	12%
Mixed	198	192	6	-	-	198	96	102	110	22	19	179	50	144	39	157	98	98	81	114	48	125	23	183
	19%	20%	6%	-	-	100%	17%	20%	20%	19%	17%	19%	19%	19%	27%	18%	19%	19%	18%	20%	19%	19%	18%	17%
Interest in politics																								
Interested	547	509	39	385	66	96	547	-	375	20	100	447	163	378	92	453	344	199	319	221	185	327	32	530
	52%	53%	42%	53%	50%	48%	100%	-	67%	17%	90%	48%	62%	49%	62%	51%	68%	38%	71%	38%	74%	49%	24%	50%
Not interested	502	449	53	333	67	102	-	502	183	97	12	490	100	390	56	436	160	326	132	353	64	333	98	517
	48%	47%	57%	46%	50%	52%	-	100%	33%	83%	10%	52%	38%	51%	38%	49%	32%	62%	29%	61%	26%	50%	76%	49%
Likelihood to vote																								
Certain to	559	526	32	371	78	110	375	183	559	-	87	471	154	399	93	464	292	257	274	273	208	310	38	535
	53%	55%	35%	51%	58%	56%	69%	36%	100%	-	78%	50%	59%	52%	63%	52%	58%	49%	61%	47%	83%	47%	30%	51%
Certain not to	117	102	15	76	19	22	20	97	-	117	5	112	13	99	5	107	36	77	26	87	9	51	54	129
	11%	11%	16%	11%	14%	11%	4%	19%	-	100%	5%	12%	5%	13%	3%	12%	7%	15%	6%	15%	3%	8%	42%	12%
Political activism																								
Activist	112	108	4	78	15	19	100	12	87	5	112	-	47	64	19	93	90	22	79	31	53	53	6	105
	11%	11%	4%	11%	12%	9%	18%	2%	16%	4%	100%	-	18%	8%	13%	10%	18%	4%	18%	5%	21%	8%	5%	10%
Non-activist	939	851	88	643	118	179	447	490	471	112	-	939	216	705	129	798	415	504	373	544	197	609	124	946
	89%	89%	96%	89%	88%	91%	82%	98%	84%	96%	-	100%	82%	92%	87%	90%	82%	96%	82%	95%	79%	92%	95%	90%
Local area - influence																								
Great deal/some influence	263	237	26	180	33	50	163	100	154	13	47	216	263	-	107	155	172	90	154	109	84	162	17	252
	25%	25%	28%	25%	25%	26%	30%	20%	28%	11%	43%	23%	100%	-	72%	17%	34%	17%	34%	19%	33%	25%	13%	24%
Not very much/none	769	708	61	527	99	144	378	390	399	99	64	705	-	769	38	732	331	424	296	455	159	490	112	782
	73%	74%	66%	73%	74%	73%	69%	78%	71%	85%	57%	75%	-	100%	25%	82%	66%	81%	65%	79%	64%	74%	86%	74%
Britain- influence																								
Great deal/some influence	148	132	16	91	18	39	92	56	93	5	19	129	107	38	148	-	77	71	81	67	47	97	4	141
	14%	14%	18%	13%	14%	20%	17%	11%	17%	4%	17%	14%	40%	5%	100%	-	15%	13%	18%	12%	19%	15%	3%	13%
Not very much/none	891	819	72	619	115	157	453	436	464	107	93	798	155	732	-	891	427	448	370	501	200	558	124	898
	85%	85%	78%	86%	86%	79%	83%	87%	83%	91%	83%	85%	59%	95%	-	100%	85%	85%	82%	87%	80%	84%	96%	85%
Local area - like to be involved																								
Very/fairly involved	504	459	46	346	61	98	344	160	292	36	90	415	172	331	77	427	504	-	412	88	162	291	48	482
	48%	48%	49%	48%	46%	50%	63%	32%	52%	31%	80%	44%	65%	43%	52%	48%	100%	-	91%	15%	65%	44%	37%	46%
Not very much/not at all	526	480	46	358	69	98	199	326	257	77	22	504	90	424	71	448	-	526	40	484	84	360	77	547
	50%	50%	49%	50%	52%	50%	36%	65%	46%	66%	19%	54%	34%	55%	48%	50%	-	100%	9%	84%	33%	54%	59%	52%
Britain- like to be involved																								
Very/fairly involved	452	410	42	321	50	81	319	132	274	26	79	373	154	296	81	370	412	40	452	-	146	269	34	432
	43%	43%	45%	45%	38%	41%	58%	26%	49%	22%	71%	40%	59%	38%	55%	42%	82%	8%	100%	-	58%	41%	26%	41%

Respondent type : General Public adults 18+
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**P.A.M. 23 -Audit of Political Engagement 6
FINAL**

Table 125

Crossbreak C

Base : All respondents age 18+

	Ethnicity			Urbanity			Interest in politics		Likelihood to vote		Political activism		Local area - influence		Britain- influence		Local area - like to be involved		Britain- like to be involved		Voting in Elections			Unwtd total
	Total	White	BME	Urban	Rural	Mixed	Interest ed	Not interest ed	Certain to	Certain not to	Activist	Non-activist	Great deal/some influence	Not very much/ none	Great deal/some influence	Not very much/ none	Very/ fairly involved	Not very much/not at all	Very/ fairly involved	Not very much/not at all	Essential	Important	Not important	
Not very much/not at all	575 55%	525 55%	50 54%	382 53%	79 60%	114 58%	221 40%	353 70%	273 49%	87 74%	31 28%	544 58%	109 41%	455 59%	67 45%	501 56%	88 18%	484 92%	- -	575 100%	100 40%	380 58%	89 69%	595 57%
Voting in Elections																								
Essential	250 24%	229 24%	21 22%	171 24%	32 24%	48 24%	185 34%	64 13%	208 37%	9 7%	53 48%	197 21%	84 32%	159 21%	47 32%	200 22%	162 32%	84 16%	146 32%	100 17%	250 100%	- -	- -	245 23%
Important	661 63%	597 62%	64 69%	462 64%	74 56%	125 63%	327 60%	333 66%	310 55%	51 44%	53 47%	609 65%	162 62%	490 64%	97 66%	558 63%	291 58%	360 69%	269 59%	380 66%	- -	661 100%	- -	658 63%
Not important	130 12%	124 13%	6 6%	83 12%	24 18%	23 12%	32 6%	98 20%	38 7%	54 46%	6 5%	124 13%	17 7%	112 15%	4 3%	124 14%	48 9%	77 15%	34 8%	89 15%	- -	- -	130 100%	135 13%
Unweighted total	1051	890	161	742	126	183	530	517	535	129	105	946	252	782	141	898	482	547	432	595	245	658	135	1051

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