

Power2010 Deliberative Poll: Demographic Representativeness

This document shows the similarities and differences between people who came to the event (participants), those who did not come to the event (non-participants) and those in the control group. The results show that there were minimal differences between participants, non-participants and control group with respect to party identification, marital status, income, and employment status.

| Gender. Are you Male or Female? | | | |
|---------------------------------|---|------------------|---------|
| | Participants | Non-Participants | Control |
| Significance: | Part v. Non-Part: p=.003 Part v. Control: p=.004 | | |
| Male - 1 | 63.2 | 45.9 | 48.1 |
| Female - 2 | 36.8 | 54.1 | 51.9 |
| Total: | 100.0 | 100.0 | 100.0 |
| Don't know/missing: | 1.6 | 0.0 | 0.0 |

| Age | | | |
|---------------|---|------------------|---------|
| | Non-Participants | Non-Participants | Control |
| Significance: | Part v. Non-Part: p=.089 Part v. Control: p=.259 | | |
| Mean: | 46.81 | 43.74 | 44.85 |

| Marital status. What is your marital status? | | | |
|--|---|------------------|---------|
| | Participants | Non-Participants | Control |
| Significance: | Part v. Non-Part: p=.592 Part v. Control: p=.057 | | |
| Single/never Married - 3, 6 | 33.6 | 26.8 | 25.4 |
| Married - 1 | 40.8 | 43.2 | 49.5 |
| Living as married, civil partnership - 2, 7 | 12.8 | 14.2 | 12.2 |
| Divorced/Widowed - 4, 5 | 12.8 | 15.8 | 12.9 |
| Total: | 100.0 | 100.0 | 100.0 |
| Don't know/missing: | 1.6 | 0.0 | 0.2 |

| Partyid. Generally speaking, do you usually think of yourself as Conservative, Labour, Liberal Democrat, Scottish Nationalist, SNP or Plaid Cymru, or don't you usually think of yourself as any of these things? | | | |
|---|---|------------------|---------|
| | Participants | Non-Participants | Control |
| Significance: | Part v. Non-Part: p=.092 Part v. Control: p=.528 | | |
| Yes - Conservative - 1 | 33.9 | 18.8 | 28.2 |
| Yes - Labour - 2 | 33.1 | 39.8 | 32.0 |
| Yes - Liberal Democrat - 3 | 10.7 | 9.1 | 10.2 |
| Yes - SNP or Plaid Cymru - 4 | 0.0 | 3.4 | 3.3 |
| Yes some other party - 5-6 | 22.3 | 29.0 | 26.3 |
| Total: | 100.0 | 100.0 | 100.0 |
| Don't know/missing: | 4.7 | 3.8 | 4.7 |

Income. Net household income

| | Participants | Non-Participants | Control |
|---------------------------|---|------------------|---------|
| Significance: | Part v. Non-Part: p=.902 Part v. Control: p=.840 | | |
| less than £15000 - 1-3 | 26.5 | 24.6 | 25.1 |
| £15000 to £29999 - 4-6 | 40.2 | 35.7 | 34.9 |
| £30000 - £49999 - 7-8 | 22.2 | 25.7 | 28.1 |
| £50000 a year or more - 9 | 11.1 | 14.0 | 11.9 |
| Total: | 100.0 | 100.0 | 100.0 |
| Don't know/missing: | 7.9 | 6.6 | 5.8 |

| Ethnicity. To which of these groups do you consider you belong? | | | |
|---|---|------------------|---------|
| | Participants | Non-Participants | Control |
| Significance: | Part v. Non-Part: p=.724 Part v. Control: p=.159 | | |
| Non-White | 9.0 | 7.9 | 5.3 |
| White | 91.0 | 92.1 | 94.7 |
| Total: | 100.0 | 100.0 | 100.0 |
| Don't know/missing: | 3.9 | 2.7 | 2.4 |

| Employment | | | |
|--|---|------------------|---------|
| | Participants | Non-Participants | Control |
| Significance: | Part v. Non-Part: p=.459 Part v. Control: p=.895 | | |
| Working full time (30+ hrs/wk) | 40.8 | 48.6 | 46.5 |
| Working part time (8-29 hrs/wk) | 11.2 | 13.7 | 10.1 |
| Working part time (less than 8 hrs/wk) | 11.2 | 9.3 | 7.0 |
| Full time student | 21.6 | 12.0 | 20.4 |
| Retired | 6.4 | 3.8 | 4.8 |
| Unemployed | 5.6 | 8.2 | 7.1 |
| Not working | 3.2 | 4.4 | 4.2 |
| Total: | 100.0 | 100.0 | 100.0 |
| Don't know/missing: | 1.575 | 0.000 | 0.3 |

| ITV Region | | | |
|--------------------------------|---|------------------|---------|
| | Participants | Non-Participants | Control |
| Significance: | Part v. Non-Part: p=.108 Part v. Control: p=.874 | | |
| ITV London | 18.6 | 15.8 | 18.0 |
| ITV Central | 13.2 | 10.9 | 14.5 |
| ITV Anglia (East Anglia) | 5.0 | 4.4 | 5.2 |
| ITV Wales / West | 6.8 | 10.4 | 5.8 |
| ITV West Country (South West) | 5.2 | 6.6 | 4.2 |
| ITV Meridian (South) | 11.5 | 14.8 | 10.6 |
| ITV Granada (Lancashire) | 9.8 | 10.4 | 10.6 |
| ITV Tyne Tees (North East) | 5.4 | 4.4 | 6.2 |
| ITV Yorkshire | 9.3 | 7.7 | 10.3 |
| STV Central (Central Scotland) | 7.3 | 9.3 | 6.9 |
| STV North (North Scotland) | 3.0 | 3.3 | 3.2 |
| ITV Border | 0.6 | 0.0 | 0.9 |
| ITV Ulster | 3.2 | 2.2 | 3.2 |
| None | 0.8 | 0.0 | 0.6 |
| Total | 100.0 | 100.0 | 100.0 |

q15. How many of the past 7 days would you say you have "watched the news on TV"?

| If you haven't watched the news on TV at all, just say 0. | | | |
|---|---|------------------|---------|
| | Participants | Non-Participants | Control |
| Significance: | Part v. Non-Part: p=.151 Part v. Control: p=.004 | | |
| Mean (rescaled 0-1): | 0.798 | 0.746 | 0.696 |
| 0- None | 3.2 | 3.8 | 6.5 |
| 1 | 4.8 | 4.4 | 3.7 |
| 2 | 6.5 | 8.2 | 14.1 |
| 3 | 7.3 | 8.2 | 4.8 |
| 4 | 3.2 | 10.4 | 12.2 |
| 5 | 7.3 | 7.7 | 7.6 |
| 6 | 4.0 | 4.9 | 3.7 |
| 7 - Everyday | 63.7 | 52.5 | 47.4 |
| Total: | 100.0 | 100.0 | 100.0 |
| Don't know/missing: | 2.4 | 0.0 | 1.5 |

| q16. How many of the past 7 days would you say you have "read a printed daily newspaper"? If you haven't read a newspaper at all, just say 0.. | | | |
|--|---|------------------|---------|
| | Participants | Non-Participants | Control |
| Significance: | Part v. Non-Part: p=.086 Part v. Control: p=.001 | | |
| Mean (rescaled 0-1): | 0.547 | 0.470 | 0.394 |
| 0- None | 14.4 | 25.8 | 35.2 |
| 1 | 11.2 | 10.4 | 12.6 |
| 2 | 14.4 | 7.1 | 9.3 |
| 3 | 8.8 | 11.0 | 5.6 |
| 4 | 8.8 | 8.2 | 6.8 |
| 5 | 4.8 | 9.9 | 5.9 |
| 6 | 5.6 | 3.3 | 1.8 |
| 7 - Everyday | 32.0 | 24.2 | 22.9 |
| Total: | 100.0 | 100.0 | 100.0 |
| Don't know/missing: | 1.6 | 0.5 | 0.9 |

| q17. How many of the past 7 days would you say you have "read the news on the Internet"? If you haven't read the news on the Internet at all, just say 0. | | | |
|---|---|------------------|---------|
| | Participants | Non-Participants | Control |
| Significance: | Part v. Non-Part: p=.574 Part v. Control: p=.007 | | |
| Mean (rescaled 0-1): | 0.58 | 0.61 | 0.47 |
| 0- None | 18.4 | 13.8 | 28.1 |
| 1 | 8.0 | 6.6 | 5.9 |
| 2 | 7.2 | 12.2 | 11.3 |
| 3 | 9.6 | 7.2 | 10.5 |
| 4 | 8.0 | 6.6 | 8.5 |
| 5 | 8.0 | 12.7 | 7.1 |
| 6 | 1.6 | 3.9 | 2.8 |
| 7 - Everyday | 39.2 | 37.0 | 25.8 |
| Total: | 100.0 | 100.0 | 100.0 |
| Don't know/missing: | 1.6 | 1.1 | 2.5 |

| q18. How many of the past 7 days would you say you have "talked with people about politics and current affairs"? If you haven't talked with people at all, just say 0. | | | |
|--|--------------|------------------|---------|
| | Participants | Non-Participants | Control |

| | Participants | Non-Participants | Control |
|----------------------|---|------------------|---------|
| Significance: | Part v. Non-Part: p=.037 Part v. Control: p=.001 | | |
| Mean (rescaled 0-1): | 0.50 | 0.43 | 0.30 |
| 0- None | 8.9 | 10.1 | 31.1 |
| 1 | 8.9 | 18.5 | 16.7 |
| 2 | 15.3 | 15.2 | 19.3 |
| 3 | 21.8 | 20.2 | 8.3 |
| 4 | 15.3 | 15.7 | 11.5 |
| 5 | 9.7 | 6.7 | 4.1 |
| 6 | 5.6 | 1.7 | 2.5 |
| 7 - Everyday | 14.5 | 11.8 | 6.5 |
| Total: | 100.0 | 100.0 | 100.0 |
| Don't know/missing: | 2.4 | 2.7 | 2.0 |

q19. Thinking about the most recent general election, which of the following best describes what you did?

| | Participants | Non-Participants | Control |
|--|---|------------------|---------|
| Significance: | Part v. Non-Part: p=.201 Part v. Control: p=.338 | | |
| I voted - 1 | 84.0 | 78.5 | 75.1 |
| I usually vote, but didn't that time - 2 | 6.4 | 2.2 | 5.0 |
| I thought about voting, but didn't - 3 | 2.4 | 7.2 | 3.7 |
| I did not vote - 4 | 7.2 | 12.2 | 16.2 |
| Total: | 100.0 | 100.0 | 100.0 |
| Don't know/missing: | 1.6 | 1.1 | 2.3 |

q20. And on a 0-to-10 scale where 0 is "definitely won't vote", 10 is "definitely will vote", and 5 is exactly in the middle, how likely are you to vote in the next general election?

| | Participants | Non-Participants | Control |
|---------------------------------|---|------------------|---------|
| Significance of the difference: | Part v. Non-Part: p=.117 Part v. Control: p=.001 | | |
| Mean (rescaled 0-1): | 0.972 | 0.937 | 0.846 |
| Definitely will NOT vote - 0-4 | 0.8 | 4.4 | 12.5 |
| Exactly in the middle - 5 | 4.0 | 3.8 | 5.8 |
| Definitely will vote - 6-10 | 95.2 | 91.8 | 81.7 |
| Total: | 100.0 | 100.0 | 100.0 |
| Don't know/missing: | 1.6 | 0.0 | 0.0 |

q21. On a 0-to-10 scale where 0 is extremely uninterested, 10 is extremely interested, and 5 is exactly in the middle, how interested would you say you generally are in politics and current affairs "in the UK"?

| | Participants | Non-Participants | Control |
|---------------------------------|---|------------------|---------|
| Significance of the difference: | Part v. Non-Part: p=.213 Part v. Control: p=.001 | | |
| Mean (rescaled 0-1): | 0.940 | 0.907 | 0.766 |
| Extremely uninterested - 0-4 | 3.2 | 4.4 | 16.3 |
| Exactly in the middle - 5 | 5.6 | 9.9 | 14.3 |
| Extremely interested - 6-10 | 91.2 | 85.7 | 69.5 |
| Total: | 100.0 | 100.0 | 100.0 |
| Don't know/missing: | 1.6 | 0.5 | 1.2 |

q22. On a 0-to-10 scale where 0 is extremely uninterested, 10 is extremely interested, and 5 is exactly in the middle, how interested would you say you generally are in politics and current affairs "in your region"?

| | Participants | Non-Participants | Control |
|---------------------------------|---|------------------|---------|
| Significance of the difference: | Part v. Non-Part: p=.042 Part v. Control: p=.001 | | |
| Mean (rescaled 0-1): | 0.891 | 0.816 | 0.692 |
| Extremely uninterested - 0-4 | 5.6 | 12.3 | 20.5 |
| Exactly in the middle - 5 | 10.5 | 12.3 | 20.7 |
| Extremely interested - 6-10 | 83.9 | 75.4 | 58.8 |
| Total: | 100.0 | 100.0 | 100.0 |
| Don't know/missing: | 2.4 | 2.2 | 1.2 |

q28. In politics people sometimes talk of "left" and "right." On a 0-to-10 scale, where 0 is extremely far left, 10 is extremely far right, and 5 is exactly in the middle, where would you place your views, or haven't you thought much about that?

| | Participants | Non-Participants | Control |
|---------------------------------|---|------------------|---------|
| Significance of the difference: | Part v. Non-Part: p=.029 Part v. Control: p=.068 | | |
| Mean (rescaled 0-1): | 0.566 | 0.447 | 0.546 |
| Extremely far left - 0-4 | 33.3 | 44.1 | 30.5 |
| Exactly in the middle - 5 | 20.2 | 22.4 | 30.0 |
| Extremely far right - 6-10 | 46.5 | 33.5 | 39.6 |
| Total: | 100.0 | 100.0 | 100.0 |
| Don't know/missing: | 10.2 | 12.0 | 25.2 |