

# 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			
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	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