

Opinion Poll

Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 1

Q.A Some people have said they would not vote in a new General Election, while others would go and vote at their polling station. I would like to know how certain it is that you would actually go and vote in a general election?

Base: All respondents

	Total	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
		Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1000	398	602	97	122	558	223	304	233	160	303	236	207	128	65	193	261	124	351	297	352
Weighted base	1000	478	522	105	172	520	203	254	290	206	251	227	205	132	67	193	230	132	335	308	358
Certain to vote	(10) 533	243	291	24	54	306	150	141	157	92	144	157	127	84	39	144	146	99	178	150	205
	53%	51%	56%	23%	31%	59%	74%	55%	54%	45%	58%	69%	62%	64%	59%	74%	63%	75%	53%	49%	57%
(9)	54	31	24	3	19	24	8	19	17	9	10	17	10	11	3	17	9	10	14	13	27
	5%	6%	5%	2%	11%	5%	4%	7%	6%	4%	4%	7%	5%	8%	5%	9%	4%	7%	4%	4%	8%
(8)	84	37	47	11	27	37	9	23	23	24	15	23	23	12	4	13	25	8	40	26	18
	8%	8%	9%	11%	16%	7%	4%	9%	8%	11%	6%	10%	11%	9%	6%	7%	11%	6%	12%	8%	5%
(7)	39	22	17	11	11	16	1	13	12	7	6	3	13	7	4	3	13	4	7	22	10
	4%	5%	3%	11%	6%	3%	1%	5%	4%	3%	3%	1%	6%	6%	6%	2%	5%	3%	2%	7%	3%
(6)	29	16	14	12	3	12	2	11	7	5	7	4	13	3	4	2	7	1	11	5	13
	3%	3%	3%	11%	2%	2%	1%	4%	2%	2%	3%	2%	7%	3%	6%	1%	3%	1%	3%	2%	4%
(5)	58	20	38	9	12	29	8	8	16	18	15	8	14	8	3	1	10	6	22	17	20
	6%	4%	7%	8%	7%	6%	4%	3%	6%	9%	6%	4%	7%	6%	4%	1%	4%	4%	6%	5%	6%
(4)	26	18	9	2	4	17	3	4	7	7	8	5	3	3	6	6	7	1	7	12	8
	3%	4%	2%	2%	2%	3%	2%	1%	2%	3%	3%	2%	1%	2%	9%	3%	3%	1%	2%	4%	2%
(3)	17	10	7	4	4	7	3	5	4	3	6	6	1	2	1	-	1	-	4	7	6
	2%	2%	1%	4%	2%	1%	1%	2%	1%	1%	2%	3%	*	1%	1%	-	1%	-	1%	2%	2%
(2)	18	9	9	1	6	10	1	5	4	7	2	3	1	2	3	2	3	-	5	5	8
	2%	2%	2%	1%	3%	2%	1%	2%	1%	3%	1%	2%	1%	2%	5%	1%	1%	-	2%	2%	2%
Certain not to vote	(1) 119	65	54	24	28	53	14	19	38	30	32	-	-	-	-	5	9	3	39	46	34
	12%	14%	10%	23%	16%	10%	7%	7%	13%	15%	13%	-	-	-	-	3%	4%	2%	12%	15%	9%
Refused	8	4	3	2	-	4	2	4	1	2	1	-	-	-	-	-	-	-	3	*	4
	1%	1%	1%	2%	-	1%	1%	1%	*	1%	1%	-	-	-	-	-	-	-	1%	*	1%
Don't know	13	5	8	3	5	4	2	3	4	4	2	-	-	-	-	*	1	-	3	5	4
	1%	1%	2%	3%	3%	1%	1%	1%	1%	2%	1%	-	-	-	-	*	1%	-	1%	2%	1%
Mean	7.71	7.52	7.89	5.89	6.88	7.94	8.73	8.17	7.71	7.14	7.71	8.99	8.77	8.82	8.23	9.16	8.58	9.21	7.77	7.33	7.98
Standard deviation	3.22	3.33	3.10	3.36	3.36	3.13	2.69	2.83	3.26	3.41	3.31	1.97	1.84	2.00	2.56	2.00	2.40	1.84	3.16	3.39	3.09
Standard error	0.10	0.17	0.13	0.34	0.31	0.13	0.18	0.16	0.22	0.27	0.19	0.13	0.13	0.18	0.32	0.14	0.15	0.16	0.17	0.20	0.17

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Absolutes/col percents

Table 2

Data derived from:-

Q.A Some people have said they would not vote in a new General Election, while others would go and vote at their polling station. I would like to know how certain it is that you would actually go and vote in a general election?

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area.

If there were a general election tomorrow which party do you think you would vote for?

Data excludes those who definitely will not vote (12%), don't know who they would vote for (18%) or refuse to answer (7%)

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	545	222	323	34	60	319	132	188	118	79	160	210	173	109	53	149	178	93	187	163	195
Weighted base	538	263	274	36	81	295	126	153	143	104	138	200	173	114	51	148	161	99	185	160	193
Conservative	200	96	105	8	16	121	56	63	53	33	52	200	-	-	-	133	20	14	58	60	82
	37%	36%	38%	21%	19%	41%	44%	41%	37%	32%	38%	100%	-	-	-	90%	12%	14%	31%	38%	42%
Labour	173	89	84	10	35	92	36	36	48	47	42	-	173	-	6	123	3	66	56	51	
	32%	34%	31%	27%	43%	31%	29%	24%	34%	45%	30%	-	100%	-	4%	76%	3%	36%	35%	27%	
Liberal Democrat/ Liberal	114	53	61	11	22	56	24	38	30	17	29	-	-	114	3	14	81	37	27	50	
	21%	20%	22%	31%	27%	19%	19%	25%	21%	16%	21%	-	-	100%	2%	9%	82%	20%	17%	26%	
Scottish National Party/ SNP	17	11	6	-	2	10	4	6	1	2	7	-	-	-	17	-	3	1	17	-	-
	3%	4%	2%	-	3%	4%	3%	4%	1%	2%	5%	-	-	-	33%	-	2%	1%	9%	-	-
Plaid Cymru	1	1	-	-	-	1	-	1	-	-	-	-	-	-	1	1	-	-	-	1	-
	*	*	-	-	-	*	-	1%	-	-	-	-	-	-	2%	1%	-	-	-	1%	-
Green Party	9	5	4	2	5	2	1	3	1	3	3	-	-	-	9	-	1	1	2	3	4
	2%	2%	2%	6%	6%	1%	*	2%	1%	3%	2%	-	-	-	18%	-	*	1%	1%	2%	2%
UK Independence Party (UKIP)	7	4	3	3	-	4	*	-	4	-	3	-	-	-	7	1	1	-	1	3	3
	1%	2%	1%	7%	-	1%	*	-	3%	-	2%	-	-	-	14%	1%	*	-	1%	2%	1%
Other	17	5	12	3	2	9	4	6	6	2	3	-	-	-	17	4	1	-	4	10	3
	3%	2%	4%	7%	2%	3%	3%	4%	4%	2%	2%	-	-	-	34%	3%	*	-	2%	6%	2%

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Col percents

Table 3
Published Vote Intention Figures
Percentages derived from the responses of 728 respondents

	<u>Total</u>
Conservative	37%
Labour	32%
Liberal Democrat	22%
Other	9%

Opinion Poll

Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 4

Q.1b If at the next election the Conservatives are led by David Cameron, Gordon Brown leads Labour and Menzies Campbell (Ming Campbell) leads the Liberal Democrats, how would you vote, would you vote Conservative, Labour, Liberal Democrats or for another party?

Base: All respondents

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1000	398	602	97	122	558	223	304	233	160	303	236	207	128	65	193	261	124	351	297	352
Weighted base	1000	478	522	105	172	520	203	254	290	206	251	227	205	132	67	193	230	132	335	308	358
Conservative	275 27%	130 27%	145 28%	21 20%	35 20%	148 28%	71 35%	86 34%	76 26%	49 24%	64 25%	211 93%	9 5%	7 5%	6 9%	152 79%	27 12%	20 15%	77 23%	78 25%	120 34%
Labour	236 24%	110 23%	126 24%	28 27%	39 23%	130 25%	39 19%	51 20%	72 25%	55 27%	58 23%	3 1%	170 83%	11 8%	5 7%	9 5%	135 59%	6 5%	89 27%	72 24%	75 21%
Liberal Democrat/ Liberal	129 13%	63 13%	66 13%	10 9%	23 13%	65 13%	31 15%	33 13%	32 11%	29 14%	35 14%	2 1%	8 4%	98 74%	1 2%	9 5%	21 9%	78 59%	41 12%	37 12%	51 14%
Scottish National Party/SNP	15 1%	11 2%	4 1%	- -	2 1%	9 2%	4 2%	6 2%	* *	2 1%	6 2%	- -	- -	- -	15 22%	- -	1 1%	1 1%	15 4%	- -	- -
Plaid Cymru	2 *	- -	2 *	- -	1 1%	1 *	- -	1 *	- -	1 1%	- -	- -	- -	1 1%	1 1%	- -	1 1%	- -	- -	2 1%	- -
Green Party	12 1%	7 2%	5 1%	* *	5 3%	6 1%	1 1%	3 1%	3 1%	2 1%	3 1%	- -	1 *	1 1%	9 13%	1 1%	3 1%	1 1%	3 1%	6 2%	4 1%
UK Independence Party (UKIP)	6 1%	6 1%	- -	3 2%	2 1%	2 *	- -	- -	3 1%	2 1%	2 1%	1 *	- -	- -	4 6%	- -	- -	- -	1 *	5 2%	- -
Other	60 6%	38 8%	22 4%	2 2%	12 7%	36 7%	11 5%	13 5%	20 7%	15 7%	12 5%	5 2%	4 2%	3 2%	22 33%	7 3%	9 4%	* *	19 6%	24 8%	17 5%
Refused	86 9%	39 8%	47 9%	6 5%	15 9%	46 9%	19 9%	17 7%	26 9%	20 10%	22 9%	- -	2 1%	1 *	- -	2 1%	4 2%	1 *	26 8%	24 8%	36 10%
Don't know	179 18%	75 16%	104 20%	35 33%	39 23%	77 15%	27 14%	43 17%	58 20%	30 15%	48 19%	4 2%	11 6%	11 8%	4 6%	14 7%	27 12%	25 19%	66 20%	58 19%	55 15%

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Absolutes/col percents

Table 5

Q.2 If the government were to withdraw British troops from Iraq and Afghanistan do you think the threat of terrorist attack here in the UK would...?
Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1000	398	602	97	122	558	223	304	233	160	303	236	207	128	65	193	261	124	351	297	352
Weighted base	1000	478	522	105	172	520	203	254	290	206	251	227	205	132	67	193	230	132	335	308	358
Increase	105 10%	52 11%	53 10%	24 23%	10 6%	51 10%	20 10%	26 10%	27 9%	21 10%	31 12%	21 9%	20 10%	8 6%	6 9%	18 9%	24 11%	4 3%	35 11%	40 13%	30 8%
Stay the same	527 53%	256 53%	272 52%	46 44%	99 57%	305 59%	77 38%	152 60%	162 56%	107 52%	107 43%	119 52%	107 52%	60 46%	38 57%	104 54%	124 54%	69 52%	173 52%	155 51%	199 56%
Would be reduced	285 28%	139 29%	145 28%	30 28%	54 31%	133 26%	68 34%	68 27%	77 27%	57 28%	83 33%	73 32%	65 32%	54 41%	17 25%	58 30%	61 26%	51 39%	96 29%	90 29%	99 28%
Refused	2 *	- -	2 *	- -	- -	* *	1 1%	1 *	- -	- -	* *	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	1 *
Don't know	81 8%	31 7%	50 10%	5 5%	10 6%	30 6%	36 18%	7 3%	24 8%	21 10%	30 12%	13 6%	14 7%	9 7%	5 8%	13 7%	21 9%	8 6%	31 9%	21 7%	29 8%

Opinion Poll

Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 6

Q.3 Here are some statements about the way we buy food and what we eat. Please tell me whether you agree or disagree with each?

Supermarkets make buying food cheaper and easier

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1000	398	602	97	122	558	223	304	233	160	303	236	207	128	65	193	261	124	351	297	352
Weighted base	1000	478	522	105	172	520	203	254	290	206	251	227	205	132	67	193	230	132	335	308	358
Agree	809 81%	393 82%	416 80%	82 79%	143 83%	422 81%	162 80%	207 82%	235 81%	170 83%	197 79%	188 83%	175 85%	106 80%	48 72%	159 83%	197 86%	105 80%	274 82%	260 85%	276 77%
Neither agree nor disagree	82 8%	40 8%	41 8%	14 13%	8 5%	41 8%	19 9%	20 8%	22 7%	17 8%	23 9%	18 8%	12 6%	13 10%	5 8%	10 5%	15 6%	11 8%	22 7%	22 7%	37 10%
Disagree	103 10%	44 9%	60 11%	9 9%	20 12%	57 11%	18 9%	26 10%	33 11%	19 9%	26 10%	20 9%	18 9%	14 10%	14 20%	21 11%	18 8%	16 12%	38 11%	26 8%	40 11%
Don't know	6 1%	1 *	4 1%	- -	1 1%	- -	4 2%	1 *	- -	- -	5 2%	1 1%	- -	- -	- -	3 2%	- -	- -	1 *	- -	5 1%

Opinion Poll

Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 7

Q.3 Here are some statements about the way we buy food and what we eat. Please tell me whether you agree or disagree with each?

I worry more about the quality of food that I eat than I used to

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1000	398	602	97	122	558	223	304	233	160	303	236	207	128	65	193	261	124	351	297	352
Weighted base	1000	478	522	105	172	520	203	254	290	206	251	227	205	132	67	193	230	132	335	308	358
Agree	724	327	397	68	131	388	137	200	215	141	167	176	137	108	50	133	165	103	249	227	248
	72%	68%	76%	64%	76%	75%	68%	79%	74%	68%	67%	78%	67%	82%	74%	69%	72%	78%	74%	74%	69%
Neither agree nor disagree	57	27	29	9	11	28	9	14	13	13	17	12	7	4	3	10	9	7	15	15	27
	6%	6%	6%	8%	7%	5%	4%	6%	4%	6%	7%	5%	3%	3%	5%	5%	4%	5%	5%	5%	7%
Disagree	214	122	93	28	29	102	55	40	60	51	64	39	60	20	14	49	56	23	69	63	82
	21%	25%	18%	26%	17%	20%	27%	16%	21%	25%	25%	17%	29%	15%	21%	26%	24%	17%	21%	21%	23%
Don't know	5	3	2	1	1	2	1	-	2	1	3	-	1	-	-	-	-	-	1	2	1
	1%	1%	*	1%	*	*	1%	-	1%	*	1%	-	*	-	-	-	-	-	*	1%	*

Opinion Poll

Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 8

Q.3 Here are some statements about the way we buy food and what we eat. Please tell me whether you agree or disagree with each?

I always try to buy food produced locally

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1000	398	602	97	122	558	223	304	233	160	303	236	207	128	65	193	261	124	351	297	352
Weighted base	1000	478	522	105	172	520	203	254	290	206	251	227	205	132	67	193	230	132	335	308	358
Agree	577 58%	250 52%	327 63%	43 41%	84 49%	301 58%	149 73%	135 53%	167 58%	118 57%	158 63%	142 63%	97 47%	88 67%	38 56%	117 61%	126 55%	88 66%	211 63%	151 49%	215 60%
Neither agree nor disagree	101 10%	54 11%	47 9%	8 7%	27 16%	53 10%	13 6%	29 11%	34 12%	18 9%	19 8%	15 7%	27 13%	12 9%	9 13%	13 7%	29 13%	17 13%	34 10%	37 12%	29 8%
Disagree	315 31%	172 36%	143 27%	54 51%	59 34%	163 31%	39 19%	88 35%	87 30%	68 33%	71 28%	70 31%	79 39%	31 24%	19 29%	61 32%	75 33%	27 21%	88 26%	115 38%	111 31%
Don't know	8 1%	3 1%	5 1%	1 1%	2 1%	3 1%	2 1%	2 1%	1 *	2 1%	3 1%	- -	2 1%	- -	1 2%	1 1%	- -	- -	1 *	4 1%	3 1%

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Absolutes/col percents

Table 9

Q.3 Here are some statements about the way we buy food and what we eat. Please tell me whether you agree or disagree with each?

Supermarkets have become too powerful, squeezing producers and limiting choice for customers

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1000	398	602	97	122	558	223	304	233	160	303	236	207	128	65	193	261	124	351	297	352
Weighted base	1000	478	522	105	172	520	203	254	290	206	251	227	205	132	67	193	230	132	335	308	358
Agree	696	353	343	51	110	373	163	170	205	148	173	169	143	94	50	149	164	95	240	206	251
	70%	74%	66%	49%	64%	72%	80%	67%	71%	72%	69%	75%	70%	71%	74%	77%	71%	72%	72%	67%	70%
Neither agree nor disagree	69	31	38	7	18	35	9	22	18	14	15	7	18	8	5	8	14	13	22	23	24
	7%	7%	7%	7%	10%	7%	4%	9%	6%	7%	6%	3%	9%	6%	7%	4%	6%	10%	6%	8%	7%
Disagree	223	91	133	45	44	106	29	59	65	40	59	48	43	29	12	34	51	22	71	75	78
	22%	19%	25%	43%	25%	20%	14%	23%	23%	20%	24%	21%	21%	22%	17%	17%	22%	17%	21%	24%	22%
Don't know	12	3	8	2	1	6	3	4	2	3	4	2	1	1	1	2	1	2	3	4	5
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%

Opinion Poll

Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 10

Q.3 Here are some statements about the way we buy food and what we eat. Please tell me whether you agree or disagree with each?

Advertising junk food to children should be limited by law

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1000	398	602	97	122	558	223	304	233	160	303	236	207	128	65	193	261	124	351	297	352
Weighted base	1000	478	522	105	172	520	203	254	290	206	251	227	205	132	67	193	230	132	335	308	358
Agree	737	328	409	63	128	403	142	192	221	153	171	161	164	100	42	128	187	93	241	223	273
	74%	68%	78%	60%	74%	78%	70%	76%	76%	75%	68%	71%	80%	76%	62%	66%	81%	71%	72%	73%	76%
Neither agree nor disagree	61	34	26	8	12	27	14	20	16	9	15	20	4	11	4	19	5	14	21	19	20
	6%	7%	5%	7%	7%	5%	7%	8%	6%	4%	6%	9%	2%	8%	6%	10%	2%	11%	6%	6%	6%
Disagree	196	113	82	33	33	88	41	41	50	42	62	46	36	21	19	43	38	24	69	64	62
	20%	24%	16%	31%	19%	17%	20%	16%	17%	21%	25%	20%	18%	16%	28%	22%	17%	18%	21%	21%	17%
Don't know	7	3	4	1	-	1	5	1	3	1	3	-	1	1	3	3	-	1	3	1	3
	1%	1%	1%	1%	-	*	2%	*	1%	*	1%	-	1%	*	4%	2%	-	*	1%	*	1%

Opinion Poll

Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 11

Q.3 Here are some statements about the way we buy food and what we eat. Please tell me whether you agree or disagree with each?

Organic food is better than non-organic food

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1000	398	602	97	122	558	223	304	233	160	303	236	207	128	65	193	261	124	351	297	352
Weighted base	1000	478	522	105	172	520	203	254	290	206	251	227	205	132	67	193	230	132	335	308	358
Agree	517 52%	241 50%	276 53%	52 49%	95 55%	264 51%	106 52%	138 54%	149 51%	101 49%	129 52%	121 53%	109 53%	69 52%	25 37%	100 52%	127 55%	70 53%	185 55%	144 47%	188 52%
Neither agree nor disagree	205 20%	89 19%	116 22%	13 12%	26 15%	118 23%	48 24%	45 18%	62 21%	45 22%	53 21%	52 23%	41 20%	30 23%	10 15%	46 24%	53 23%	34 26%	70 21%	56 18%	79 22%
Disagree	253 25%	134 28%	119 23%	40 38%	51 30%	122 24%	39 19%	68 27%	71 24%	60 29%	55 22%	50 22%	51 25%	33 25%	28 42%	43 22%	46 20%	27 20%	69 21%	99 32%	85 24%
Refused	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -
Don't know	25 2%	14 3%	10 2%	1 1%	1 *	14 3%	9 4%	3 1%	9 3%	- -	13 5%	4 2%	4 2%	* *	3 5%	3 2%	4 2%	1 *	10 3%	8 3%	6 2%

Opinion Poll

Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 12

Q.3 Here are some statements about the way we buy food and what we eat. Please tell me whether you agree or disagree with each?

You can't trust the descriptions given to the food you buy

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1000	398	602	97	122	558	223	304	233	160	303	236	207	128	65	193	261	124	351	297	352
Weighted base	1000	478	522	105	172	520	203	254	290	206	251	227	205	132	67	193	230	132	335	308	358
Agree	542 54%	269 56%	273 52%	54 51%	95 55%	276 53%	118 58%	130 51%	162 56%	120 58%	129 51%	117 52%	112 55%	71 54%	35 53%	98 51%	124 54%	60 46%	176 53%	171 56%	195 54%
Neither agree nor disagree	133 13%	63 13%	70 13%	8 8%	20 12%	74 14%	31 15%	32 13%	34 12%	29 14%	38 15%	25 11%	25 12%	24 18%	14 20%	29 15%	32 14%	25 19%	49 15%	38 12%	46 13%
Disagree	306 31%	135 28%	170 33%	43 41%	52 30%	163 31%	48 24%	89 35%	90 31%	55 27%	72 29%	80 35%	66 32%	37 28%	18 27%	65 33%	72 31%	44 34%	107 32%	93 30%	106 29%
Don't know	19 2%	11 2%	9 2%	- -	5 3%	8 2%	6 3%	2 1%	4 1%	2 1%	11 4%	5 2%	2 1%	- -	- -	1 1%	1 *	3 2%	2 1%	6 2%	11 3%

Opinion Poll

Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 13

Q.3 Here are some statements about the way we buy food and what we eat. Please tell me whether you agree or disagree with each?

Healthy or low calorie foods are often not what they claim

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1000	398	602	97	122	558	223	304	233	160	303	236	207	128	65	193	261	124	351	297	352
Weighted base	1000	478	522	105	172	520	203	254	290	206	251	227	205	132	67	193	230	132	335	308	358
Agree	741	329	412	61	127	419	133	194	222	154	170	176	145	94	52	143	172	97	240	238	263
	74%	69%	79%	58%	74%	81%	66%	77%	77%	75%	68%	77%	71%	71%	78%	74%	75%	74%	72%	77%	73%
Neither agree nor disagree	86	53	33	6	9	45	26	21	21	15	29	21	17	12	5	26	18	11	29	27	30
	9%	11%	6%	6%	5%	9%	13%	8%	7%	7%	12%	9%	8%	9%	8%	13%	8%	8%	9%	9%	8%
Disagree	138	73	64	34	31	42	30	34	34	32	37	23	36	23	9	18	34	17	56	38	43
	14%	15%	12%	32%	18%	8%	15%	13%	12%	16%	15%	10%	18%	17%	13%	9%	15%	13%	17%	12%	12%
Don't know	36	23	13	4	5	13	14	5	13	4	14	6	6	4	1	6	6	7	9	5	22
	4%	5%	2%	3%	3%	3%	7%	2%	4%	2%	6%	3%	3%	3%	1%	3%	2%	5%	3%	2%	6%

Opinion Poll
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 14
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1000	1000
Weighted base		1000	1000
Sex			
Male		398 40%	478 48%
Female		602 60%	522 52%
Age			
18-24	(21)	97 10%	105 11%
25-34	(29.5)	122 12%	172 17%
35-44	(39.5)	200 20%	199 20%
45-54	(49.5)	184 18%	170 17%
55-64	(59.5)	174 17%	151 15%
65+	(70)	223 22%	203 20%
Average age		48.61	46.73

Opinion Poll
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 14
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1000	1000
<u>Social Class</u>		
AB	304 30%	254 25%
C1	233 23%	290 29%
C2	160 16%	206 21%
DE	303 30%	251 25%
<u>Region</u>		
North	351 35%	335 33%
Midlands	297 30%	308 31%
South	352 35%	358 36%

Opinion Poll
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 14
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1000	1000
<u>Working status</u>		
Full-time	440 44%	445 44%
Part-time	129 13%	111 11%
Not working but seeking work or temporarily unemployed/sick	41 4%	52 5%
Not working/not seeking work	41 4%	45 4%
Retired	297 30%	280 28%
Student	49 5%	63 6%
Refused	3 *	4 *

Opinion Poll
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 14
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1000	1000
<u>Tenure</u>		
Own outright	375 38%	321 32%
Own with a mortgage	364 36%	414 41%
Council	109 11%	128 13%
Housing Assoc.	34 3%	33 3%
Rented from someone else	82 8%	75 7%
Rent free	12 1%	13 1%
Refused	24 2%	16 2%

Opinion Poll
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 14
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1000	1000
<u>Foreign Holiday in last 3 years</u>		
Yes	648 65%	619 62%
No	352 35%	381 38%
<u>Number of cars</u>		
None	191 19%	199 20%
1	415 42%	435 43%
2	292 29%	285 29%
3+	102 10%	80 8%

Opinion Poll
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 14
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1000	1000
<u>Internet Access</u>		
At all	747 75%	743 74%
At home (net)	670 67%	659 66%
At work (net)	256 26%	248 25%
At home	457 46%	457 46%
At work	43 4%	46 5%
Both at home and at work	213 21%	202 20%
Somewhere else	34 3%	38 4%
Not at all	250 25%	254 25%
Refused	3 *	3 *

Opinion Poll
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 14
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1000	1000
<u>Age Finished Full Time Education</u>		
Up to 15	219 22%	248 25%
16	230 23%	305 31%
17	80 8%	63 6%
18	101 10%	90 9%
19 or over	297 30%	218 22%
Still in full time education	29 3%	47 5%
Had no full time education	2 *	1 *
Refused	42 4%	28 3%
<u>What is the highest educational level that you have achieved to date?</u>		
Secondary/ high school/ NVQ 1-3	608 61%	660 66%
University degree or equivalent professional qualification/ NVQ4	231 23%	200 20%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	73 7%	55 6%
None of these	60 6%	65 6%
Refused	28 3%	20 2%

Opinion Poll
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 14
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1000	1000
<u>Marital Status</u>		
Single	197 20%	225 23%
Married/ co-habiting	593 59%	576 58%
Widowed/ separated/ divorced	196 20%	188 19%
Refused	14 1%	10 1%
<u>Children</u>		
None aged 18 or under	687 69%	673 67%
NET: Yes	294 29%	312 31%
NET: Yes any aged 15 or under	241 24%	260 26%
- Aged under 5	95 10%	113 11%
- Aged 5-10	101 10%	114 11%
- Aged 11-15	110 11%	114 11%
- Aged 16-18	89 9%	87 9%
Refused	19 2%	15 1%

Opinion Poll
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 14
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1000	1000
Grocery shopping status		
I am the main grocery shopper in the household	598 60%	569 57%
I regularly do the main grocery shop	140 14%	144 14%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	151 15%	162 16%
I do not do grocery shopping	162 16%	180 18%
Refused	11 1%	9 1%

Opinion Poll
Fieldwork : November 17th-19th 2006

Absolutes/col percents

Table 15
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	193 19%	193 19%
Labour	261 26%	230 23%
Liberal Democrat/ Liberal	124 12%	132 13%
Scottish National Party/SNP	12 1%	15 2%
Plaid Cymru	1 *	2 *
Green Party	8 1%	10 1%
UK Independence Party (UKIP)	3 *	3 *
Other	13 1%	15 1%
Did not vote	286 29%	310 31%
Don't know	23 2%	19 2%
Refused	76 8%	72 7%