



## ICM Poll for The Sunday Telegraph

**Fieldwork dates:** 21<sup>st</sup>-22<sup>nd</sup> November 2007

**Interview Method:** Telephone.

**Population effectively sampled:** All adults aged 18+

**Sampling Method:** Within each government office region a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

**Sample size:** 1,005

**Data weighting:** Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status, number of cars in the household and whether or not respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 34,000 random face-to-face interviews conducted annually.

**Questions:** The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

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## HM Revenue & Customs Poll

### CATI Fieldwork : November 21st-22nd 2007

Absolutes/col percents

Table 1

**Q.1 If Britain's economy were to face problems in the months or years ahead, who would you most trust to deal with it in the best interests of Britain**

**Base: All respondents**

	Gender		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	487	518	84	158	199	183	157	224	298	216	192	299	262	263	247	142	91
Weighted base	1005	483	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
David Cameron & the Shadow Chancellor of the Exchequer George Osborne or	321 32%	171 35%	150 29%	32 27%	47 30%	58 29%	51 30%	53 35%	80 38%	91 35%	89 31%	79 37%	62 26%	106 40%	82 31%	79 32%	41 29%	13 15%
Gordon Brown & the Chancellor of the Exchequer Alastair Darling	390 39%	179 37%	212 40%	54 45%	72 45%	87 44%	72 42%	47 32%	59 28%	102 39%	116 40%	83 39%	89 37%	90 34%	89 34%	97 39%	60 43%	54 61%
Neither	172 17%	87 18%	84 16%	20 17%	18 11%	27 14%	25 15%	34 23%	48 23%	43 16%	49 17%	29 14%	50 21%	40 15%	55 21%	42 17%	19 13%	16 18%
Refused	17 2%	7 2%	10 2%	- -	1 *	2 1%	6 4%	3 2%	6 3%	5 2%	6 2%	3 2%	4 2%	1 *	3 1%	5 2%	7 5%	2 2%
Don't know	105 10%	39 8%	66 13%	14 12%	21 13%	25 13%	15 9%	12 8%	17 8%	21 8%	31 11%	17 8%	36 15%	27 10%	34 13%	25 10%	14 10%	5 5%

## HM Revenue & Customs Poll

### CATI Fieldwork : November 21st-22nd 2007

Absolutes/col percents

Table 2

**Q.2 Are you satisfied or dis-satisfied with the way Alastair Darling is doing his job as Chancellor of the Exchequer?**

**Base: All respondents**

	Gender		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	487	518	84	158	199	183	157	224	298	216	192	299	262	263	247	142	91
Weighted base	1005	483	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
Satisfied	317 32%	152 32%	165 32%	41 34%	61 38%	71 36%	54 32%	37 25%	54 26%	77 30%	98 34%	71 34%	71 29%	82 31%	78 30%	74 30%	50 35%	33 38%
Dis-satisfied	507 50%	261 54%	246 47%	49 41%	63 39%	93 47%	82 49%	93 63%	127 61%	141 54%	137 47%	107 51%	122 51%	138 53%	139 53%	125 50%	66 47%	39 44%
Refused	14 1%	8 2%	6 1%	- -	3 2%	1 1%	1 1%	3 2%	4 2%	2 1%	5 2%	3 2%	3 1%	2 1%	2 1%	3 1%	5 3%	2 2%
Don't know	166 17%	62 13%	105 20%	29 25%	33 20%	34 17%	32 19%	16 11%	23 11%	41 16%	50 17%	29 14%	45 19%	42 16%	43 16%	46 19%	21 15%	15 16%

## HM Revenue & Customs Poll

### CATI Fieldwork : November 21st-22nd 2007

Absolutes/col percents

Table 3

**Q.3 Are you satisfied or dis-satisfied with the way Gordon Brown is doing his job as Prime Minister?**

**Base: All respondents**

	Gender		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	487	518	84	158	199	183	157	224	298	216	192	299	262	263	247	142	91
Weighted base	1005	483	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
Satisfied	435 43%	205 42%	231 44%	53 44%	77 48%	91 46%	82 48%	55 37%	78 37%	103 39%	141 48%	90 43%	101 42%	117 44%	103 39%	105 42%	60 42%	50 56%
Dis-satisfied	455 45%	233 48%	222 43%	51 42%	67 42%	80 40%	70 41%	79 53%	109 52%	134 51%	108 37%	106 50%	107 44%	125 47%	126 48%	121 49%	55 39%	28 32%
Refused	16 2%	8 2%	8 2%	- -	1 *	2 1%	5 3%	3 2%	4 2%	4 1%	7 2%	3 1%	2 1%	1 *	4 2%	3 1%	6 4%	2 2%
Don't know	98 10%	37 8%	61 12%	16 13%	15 9%	25 13%	13 7%	12 8%	18 8%	20 8%	35 12%	12 6%	30 13%	21 8%	29 11%	19 8%	21 15%	8 9%

## HM Revenue & Customs Poll

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Absolutes/col percents

Table 4

**Q.4 As you may have heard, a disc containing the personal details of 25 million people was recently lost by the HM Revenue and Customs. Who do you think is mostly to blame for what happened?**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	487	518	84	158	199	183	157	224	298	216	192	299	262	263	247	142	91
Weighted base	1005	483	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
The junior civil servants who sent the disk in contravention of the rules	191 19%	110 23%	80 15%	14 12%	35 22%	35 18%	45 27%	27 18%	33 16%	53 20%	61 21%	38 18%	38 16%	54 21%	49 19%	45 18%	25 18%	17 19%
The senior civil servants at the Revenue & Customs who are responsible for the department	449 45%	197 41%	252 48%	51 42%	74 46%	102 51%	72 43%	68 45%	83 40%	121 46%	129 44%	94 44%	105 44%	123 47%	106 40%	120 48%	63 44%	38 43%
Government ministers	222 22%	115 24%	106 20%	34 28%	27 17%	38 19%	37 22%	33 22%	52 25%	57 22%	62 21%	47 22%	55 23%	57 22%	62 24%	48 19%	35 25%	20 22%
DO NOT READ OUT: all equally	62 6%	32 7%	30 6%	7 6%	8 5%	10 5%	8 5%	14 10%	15 7%	13 5%	21 7%	16 8%	12 5%	17 6%	21 8%	11 5%	7 5%	6 7%
No answer	17 2%	8 2%	9 2%	4 3%	5 3%	2 1%	- -	1 1%	6 3%	5 2%	5 2%	2 1%	4 2%	2 1%	6 2%	3 1%	5 3%	1 1%
Refused	5 *	1 *	4 1%	- -	- -	- -	1 *	1 1%	3 1%	- -	2 1%	- -	2 1%	- -	3 1%	2 1%	- -	- -
Don't know	60 6%	20 4%	40 8%	10 8%	10 6%	12 6%	6 4%	4 3%	18 8%	12 4%	10 3%	14 6%	25 10%	10 4%	17 7%	19 8%	7 5%	7 8%

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Table 5

**Q.5 The government has proposed the introduction of identity cards for every member of the public to help the fight against terrorism. Based on everything you have seen or heard, do you think identity cards are a good idea or a bad idea?**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	487	518	84	158	199	183	157	224	298	216	192	299	262	263	247	142	91
Weighted base	1005	483	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
Good idea	612 61%	280 58%	332 64%	64 54%	96 60%	133 67%	109 65%	88 59%	121 58%	149 57%	174 60%	136 64%	153 64%	155 59%	163 62%	150 61%	83 58%	60 68%
Bad idea	362 36%	189 39%	173 33%	48 40%	56 35%	61 31%	57 34%	58 39%	81 39%	106 41%	108 37%	67 32%	80 33%	101 38%	91 35%	90 36%	51 36%	28 32%
Refused	1 *	1 *	-	-	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	1 1%	-
Don't know	30 3%	13 3%	18 3%	7 6%	5 3%	5 3%	3 2%	3 2%	7 3%	7 3%	9 3%	7 3%	7 3%	7 3%	9 3%	8 3%	7 5%	-

## HM Revenue & Customs Poll

### CATI Fieldwork : November 21st-22nd 2007

Absolutes/col percents

Table 6

**Q.6 How do you think the financial situation of your household will change over the next 12 months?**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1005	487	518	84	158	199	183	157	224	298	216	192	299	262	263	247	142	91
Weighted base	1005	483	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
Get better	194 19%	103 21%	91 17%	42 36%	41 26%	52 26%	32 19%	11 7%	16 8%	66 25%	54 19%	43 20%	31 13%	57 22%	55 21%	39 16%	19 13%	23 26%
Stay the same	484 48%	223 46%	261 50%	50 42%	68 43%	92 46%	85 50%	75 50%	113 54%	126 48%	143 49%	93 44%	122 51%	128 49%	120 46%	123 50%	69 49%	43 49%
Get worse	300 30%	144 30%	156 30%	24 20%	47 29%	55 28%	46 27%	60 40%	67 32%	66 25%	84 29%	66 31%	84 35%	71 27%	80 30%	81 33%	50 35%	18 21%
Refused	5 1%	2 *	3 1%	- -	2 1%	- -	- -	- -	3 1%	1 *	3 1%	1 1%	- -	1 *	- -	3 1%	1 1%	- -
Don't know	22 2%	11 2%	11 2%	3 2%	1 1%	1 *	6 4%	3 2%	9 4%	4 1%	7 2%	7 4%	4 2%	7 3%	8 3%	2 1%	3 2%	3 4%