



## ICM Poll for The Guardian

**Fieldwork dates:** 15<sup>th</sup>-17<sup>th</sup> August 2008

**Interview Method:** On-line

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

**Sampling Method:** A nationally representative sample was selected at random from the NewVista<sup>tm</sup> panel of 125,000 adults, with sample selected in proportion to population distribution. Panel members are recruited via ICM's telephone and face to face surveys and via online recruitment and give detailed demographic and consumption data.

**Sample size:** 1,054

**Data weighting:** Data were weighted to the profile of all GB adults aged 18+. Data were weighted by sex, age, social class. 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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## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 1

**Q.2 As you may have seen or heard Gordon Brown may face a challenge for the leadership of the Labour Party from David Miliband. Do you think each of the following applies MORE to Gordon Brown or MORE to David Miliband?**

**Base: All respondents**

#### Summary Table

	Trustworthy	Has the widest appeal	Looks to the future	More on my wavelength	More style than substance	Prepared to make a stand on difficult issues	More likely to spin	A competent manager	Most likely to tell the truth	Best able to work with other people	Would make me more likely to vote Labour
Unweighted base	1054	1054	1054	1054	1054	1054	1054	1054	1054	1054	1054
Weighted base	1054	1054	1054	1054	1054	1054	1054	1054	1054	1054	1054
Gordon Brown	170 16%	86 8%	174 17%	124 12%	68 6%	338 32%	251 24%	217 21%	191 18%	132 13%	148 14%
David Miliband	100 10%	399 38%	307 29%	216 21%	431 41%	121 11%	349 33%	136 13%	130 12%	363 34%	193 18%
Neither	529 50%	326 31%	296 28%	473 45%	298 28%	337 32%	176 17%	407 39%	517 49%	278 26%	512 49%
Don't know	255 24%	242 23%	277 26%	241 23%	258 24%	258 24%	278 26%	294 28%	216 21%	281 27%	202 19%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 2

**Q.2 As you may have seen or heard Gordon Brown may face a challenge for the leadership of the Labour Party from David Miliband.**

**Do you think each of the following applies MORE to Gordon Brown or MORE to David Miliband?**

**Base: All respondents**

**Trustworthy**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Democ-rat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Gordon Brown	170 16%	88 19%	82 14%	16 11%	20 12%	34 16%	26 15%	35 23%	38 20%	49 19%	39 13%	41 19%	40 14%	34 12%	50 18%	39 14%	27 18%	20 28%	22 7%	92 52%	23 19%	32 7%
David Miliband	100 10%	59 13%	41 7%	15 10%	19 11%	27 12%	17 10%	8 5%	16 8%	23 9%	24 8%	21 10%	33 12%	24 9%	20 7%	35 13%	16 11%	5 7%	22 7%	31 17%	16 12%	32 7%
Neither	529 50%	248 53%	281 48%	53 37%	85 49%	105 48%	97 56%	80 53%	108 56%	139 54%	153 51%	102 48%	135 48%	136 49%	162 58%	123 44%	78 53%	30 42%	218 71%	27 15%	66 52%	218 49%
Don't know	255 24%	76 16%	179 31%	59 41%	51 29%	52 24%	33 19%	29 19%	31 16%	47 18%	84 28%	50 23%	74 26%	83 30%	46 17%	84 30%	26 18%	17 23%	44 14%	29 16%	21 17%	161 36%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 3

**Q.2 As you may have seen or heard Gordon Brown may face a challenge for the leadership of the Labour Party from David Miliband.**

**Do you think each of the following applies MORE to Gordon Brown or MORE to David Miliband?**

**Base: All respondents**

**Has the widest appeal**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Demo-crat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Gordon Brown	86 8%	43 9%	43 7%	11 7%	18 10%	17 8%	5 3%	23 15%	13 7%	27 11%	12 4%	22 10%	25 9%	24 9%	18 7%	20 7%	17 11%	7 9%	11 4%	44 25%	3 3%	27 6%
David Miliband	399 38%	196 42%	204 35%	46 32%	67 38%	89 41%	80 47%	47 31%	71 37%	100 39%	120 40%	88 41%	91 32%	104 38%	105 38%	110 39%	52 36%	29 40%	144 47%	86 48%	66 52%	103 23%
Neither	326 31%	159 34%	167 29%	32 22%	38 22%	66 30%	54 31%	53 35%	83 43%	88 34%	89 30%	58 27%	91 32%	78 28%	103 37%	72 26%	48 33%	25 35%	120 39%	19 11%	37 29%	150 34%
Don't know	242 23%	73 15%	169 29%	55 38%	51 29%	47 21%	33 19%	29 19%	27 14%	42 16%	79 26%	46 22%	75 27%	70 25%	52 19%	79 28%	29 20%	11 16%	30 10%	29 16%	21 16%	163 37%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 4

**Q.2 As you may have seen or heard Gordon Brown may face a challenge for the leadership of the Labour Party from David Miliband.**

**Do you think each of the following applies MORE to Gordon Brown or MORE to David Miliband?**

**Base: All respondents**

**Looks to the future**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Demo-crat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Gordon Brown	174 17%	95 20%	80 14%	18 13%	21 12%	38 17%	29 17%	32 21%	36 19%	37 15%	32 11%	55 25%	50 18%	45 16%	46 16%	41 15%	24 16%	20 27%	22 7%	91 51%	21 16%	41 9%
David Miliband	307 29%	158 34%	149 25%	42 30%	50 29%	60 28%	55 32%	43 28%	56 29%	94 37%	92 31%	52 24%	69 24%	84 31%	78 28%	78 28%	50 34%	16 23%	112 37%	60 33%	52 41%	83 19%
Neither	296 28%	142 30%	153 26%	19 14%	39 23%	70 32%	48 28%	47 31%	73 38%	65 25%	87 29%	59 28%	85 30%	70 25%	88 32%	70 25%	44 30%	23 33%	121 40%	12 7%	33 26%	130 29%
Don't know	277 26%	76 16%	201 35%	63 44%	64 37%	50 23%	40 23%	29 19%	29 15%	61 24%	89 30%	48 23%	79 28%	77 28%	66 24%	92 33%	29 20%	13 17%	51 17%	17 9%	21 17%	188 43%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 5

**Q.2 As you may have seen or heard Gordon Brown may face a challenge for the leadership of the Labour Party from David Miliband.**

**Do you think each of the following applies MORE to Gordon Brown or MORE to David Miliband?**

**Base: All respondents**

**More on my wavelength**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Democ-rat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Gordon Brown	124 12%	68 15%	55 10%	6 4%	18 11%	22 10%	19 11%	30 20%	29 15%	33 13%	25 8%	31 14%	36 13%	26 9%	36 13%	21 7%	22 15%	19 26%	12 4%	75 42%	15 12%	21 5%
David Miliband	216 21%	116 25%	100 17%	28 19%	40 23%	52 24%	36 21%	29 19%	31 16%	61 24%	59 20%	41 19%	55 19%	61 22%	52 19%	61 22%	30 20%	12 17%	65 21%	55 31%	38 30%	59 13%
Neither	473 45%	218 46%	255 44%	48 33%	55 32%	100 46%	84 49%	74 49%	112 58%	113 44%	134 45%	97 45%	129 46%	125 45%	133 48%	116 41%	68 46%	31 43%	197 64%	27 15%	58 46%	192 43%
Don't know	241 23%	69 15%	173 30%	62 43%	61 35%	45 21%	33 19%	19 12%	22 11%	50 20%	83 28%	45 21%	63 22%	64 23%	57 21%	82 29%	27 18%	10 13%	33 11%	22 12%	16 13%	171 39%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 6

**Q.2 As you may have seen or heard Gordon Brown may face a challenge for the leadership of the Labour Party from David Miliband.**

**Do you think each of the following applies MORE to Gordon Brown or MORE to David Miliband?**

**Base: All respondents**

**More style than substance**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Demo-crat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Gordon Brown	68 6%	49 10%	18 3%	9 6%	3 2%	12 5%	7 4%	20 13%	18 9%	23 9%	14 5%	16 7%	15 5%	25 9%	18 6%	14 5%	10 7%	2 3%	26 8%	28 16%	8 6%	6 1%
David Miliband	431 41%	212 45%	219 38%	46 32%	60 34%	80 37%	77 45%	64 42%	103 53%	119 46%	131 44%	74 35%	106 38%	102 37%	132 47%	102 36%	59 40%	36 50%	147 48%	90 50%	60 48%	134 30%
Neither	298 28%	138 29%	160 27%	26 18%	53 30%	80 37%	46 27%	42 28%	50 26%	71 28%	67 22%	71 33%	89 31%	80 29%	76 27%	78 28%	38 26%	25 34%	100 33%	42 23%	35 27%	121 27%
Don't know	258 24%	72 15%	186 32%	62 43%	59 34%	46 21%	42 24%	25 17%	23 12%	45 18%	88 29%	52 24%	73 26%	69 25%	52 19%	87 31%	40 27%	9 13%	33 11%	19 11%	24 19%	182 41%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 7

**Q.2 As you may have seen or heard Gordon Brown may face a challenge for the leadership of the Labour Party from David Miliband.**

**Do you think each of the following applies MORE to Gordon Brown or MORE to David Miliband?**

**Base: All respondents**

**Prepared to make a stand on difficult issues**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Democ-rat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Gordon Brown	338 32%	188 40%	151 26%	32 23%	48 27%	75 35%	57 33%	57 38%	69 36%	88 34%	83 28%	80 37%	87 31%	79 29%	86 31%	78 28%	64 44%	31 43%	73 24%	129 72%	42 33%	94 21%
David Miliband	121 11%	55 12%	65 11%	17 12%	20 11%	25 12%	21 12%	14 9%	23 12%	35 14%	35 12%	24 11%	26 9%	28 10%	34 12%	39 14%	14 10%	5 7%	42 14%	24 13%	22 17%	32 7%
Neither	337 32%	149 32%	188 32%	35 24%	42 24%	68 31%	56 32%	51 34%	86 44%	88 34%	89 30%	63 29%	97 34%	101 37%	95 34%	86 31%	34 23%	20 28%	152 50%	12 6%	40 32%	134 30%
Don't know	258 24%	78 17%	179 31%	59 41%	65 37%	50 23%	38 22%	29 19%	16 8%	46 18%	93 31%	47 22%	72 25%	67 24%	63 23%	77 28%	34 23%	16 22%	39 13%	14 8%	22 18%	183 41%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 8

**Q.2 As you may have seen or heard Gordon Brown may face a challenge for the leadership of the Labour Party from David Miliband.**

**Do you think each of the following applies MORE to Gordon Brown or MORE to David Miliband?**

**Base: All respondents**

**More likely to spin**

	Gender			Age						Social Class				Region					Voting Intention			
	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	Con-serva-tives	Labour	Liberal Dem-ocrat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Gordon Brown	251 24%	164 35%	87 15%	20 14%	31 18%	53 24%	44 26%	42 28%	61 31%	68 26%	79 26%	45 21%	59 21%	51 18%	74 27%	75 27%	37 25%	14 20%	106 35%	31 17%	35 28%	80 18%
David Miliband	349 33%	168 36%	181 31%	40 28%	34 19%	71 33%	73 42%	59 39%	72 37%	98 38%	85 28%	77 36%	90 32%	97 35%	83 30%	82 29%	58 40%	29 41%	103 34%	94 52%	46 36%	107 24%
Neither	176 17%	71 15%	105 18%	19 13%	35 20%	45 20%	19 11%	22 15%	36 18%	41 16%	42 14%	34 16%	59 21%	56 20%	60 22%	26 9%	20 13%	14 19%	54 18%	29 16%	14 11%	79 18%
Don't know	278 26%	68 14%	210 36%	64 45%	75 43%	50 23%	36 21%	28 18%	25 13%	50 19%	95 31%	58 27%	75 26%	73 26%	61 22%	98 35%	32 21%	15 20%	43 14%	26 14%	32 25%	177 40%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 9

**Q.2 As you may have seen or heard Gordon Brown may face a challenge for the leadership of the Labour Party from David Miliband.**

**Do you think each of the following applies MORE to Gordon Brown or MORE to David Miliband?**

**Base: All respondents**

**A competent manager**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Democ-rat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Gordon Brown	217 21%	118 25%	99 17%	20 14%	26 15%	48 22%	35 20%	39 26%	48 25%	57 22%	53 18%	45 21%	62 22%	60 22%	55 20%	46 16%	31 21%	25 35%	32 11%	102 57%	25 20%	57 13%
David Miliband	136 13%	70 15%	66 11%	17 12%	19 11%	33 15%	27 16%	15 10%	24 12%	33 13%	41 14%	29 13%	33 12%	36 13%	34 12%	38 13%	25 17%	4 6%	38 12%	28 16%	32 26%	38 8%
Neither	407 39%	194 41%	213 37%	38 26%	55 32%	82 38%	68 40%	64 42%	100 52%	107 42%	108 36%	83 39%	110 39%	98 36%	125 45%	100 35%	61 42%	23 32%	193 63%	18 10%	45 36%	151 34%
Don't know	294 28%	89 19%	205 35%	68 48%	74 42%	55 25%	42 24%	34 22%	21 11%	60 23%	98 33%	57 27%	79 28%	82 30%	64 23%	98 35%	30 21%	19 27%	43 14%	31 17%	24 19%	197 44%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 10

**Q.2 As you may have seen or heard Gordon Brown may face a challenge for the leadership of the Labour Party from David Miliband.**

**Do you think each of the following applies MORE to Gordon Brown or MORE to David Miliband?**

**Base: All respondents**

**Most likely to tell the truth**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Dem-ocrat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Gordon Brown	191 18%	102 22%	89 15%	24 17%	21 12%	37 17%	28 16%	35 23%	47 24%	53 21%	44 15%	47 22%	47 17%	50 18%	47 17%	41 15%	29 19%	25 34%	29 9%	95 53%	27 21%	41 9%
David Miliband	130 12%	74 16%	55 9%	14 10%	21 12%	34 16%	24 14%	14 9%	23 12%	28 11%	41 14%	27 13%	34 12%	38 14%	27 10%	37 13%	22 15%	7 9%	40 13%	29 16%	25 20%	35 8%
Neither	517 49%	234 50%	282 48%	51 36%	78 45%	105 48%	93 54%	86 57%	103 53%	126 49%	144 48%	105 49%	142 50%	126 46%	166 60%	123 44%	74 51%	28 39%	208 68%	33 18%	61 48%	215 49%
Don't know	216 21%	60 13%	157 27%	54 38%	55 31%	42 19%	28 16%	17 11%	21 11%	51 20%	71 24%	35 16%	59 21%	63 23%	39 14%	80 28%	22 15%	13 18%	29 9%	22 12%	14 11%	152 34%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 11

**Q.2 As you may have seen or heard Gordon Brown may face a challenge for the leadership of the Labour Party from David Miliband.**

**Do you think each of the following applies MORE to Gordon Brown or MORE to David Miliband?**

**Base: All respondents**

**Best able to work with other people**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Demo-crat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Gordon Brown	132 13%	60 13%	72 12%	12 8%	18 10%	34 15%	17 10%	28 19%	24 12%	24 9%	29 10%	37 17%	42 15%	25 9%	33 12%	30 11%	23 16%	21 29%	20 7%	68 38%	13 10%	32 7%
David Miliband	363 34%	191 40%	173 30%	44 31%	58 33%	67 31%	67 39%	58 38%	69 35%	112 43%	109 36%	67 32%	75 26%	107 39%	88 32%	100 36%	50 34%	17 24%	130 43%	63 35%	74 59%	96 22%
Neither	278 26%	131 28%	146 25%	29 20%	34 19%	61 28%	48 28%	41 27%	65 33%	62 24%	69 23%	59 28%	88 31%	63 23%	86 31%	67 24%	42 29%	20 28%	114 37%	13 7%	21 16%	129 29%
Don't know	281 27%	89 19%	192 33%	59 41%	65 37%	56 26%	40 23%	24 16%	36 19%	59 23%	93 31%	51 24%	78 28%	81 29%	71 26%	83 30%	31 21%	14 19%	41 13%	36 20%	19 15%	185 42%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 12

**Q.2 As you may have seen or heard Gordon Brown may face a challenge for the leadership of the Labour Party from David Miliband.**

**Do you think each of the following applies MORE to Gordon Brown or MORE to David Miliband?**

**Base: All respondents**

**Would make me more likely to vote Labour**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Democ-rat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Gordon Brown	148 14%	75 16%	73 13%	15 11%	16 9%	34 16%	23 13%	34 22%	26 13%	32 12%	31 10%	42 20%	43 15%	30 11%	44 16%	29 10%	24 17%	21 29%	9 3%	90 50%	17 14%	32 7%
David Miliband	193 18%	100 21%	93 16%	33 23%	37 21%	41 19%	30 17%	23 15%	29 15%	52 20%	51 17%	43 20%	46 16%	57 21%	47 17%	56 20%	24 16%	9 13%	59 19%	35 20%	35 28%	63 14%
Neither	512 49%	247 52%	265 45%	44 31%	72 41%	108 49%	87 51%	79 52%	122 63%	138 54%	149 50%	93 44%	131 47%	134 48%	143 51%	124 44%	82 56%	30 42%	221 72%	31 17%	64 51%	196 44%
Don't know	202 19%	49 10%	152 26%	51 36%	50 28%	35 16%	32 19%	16 10%	17 9%	35 14%	69 23%	35 17%	62 22%	56 20%	45 16%	72 26%	17 11%	12 16%	17 6%	22 13%	10 8%	152 34%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 13

**Q.3 Putting side your own party preference for a moment, which of these two do you think would make the best Prime Minister?****Base: All respondents**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Demo-crat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Gordon Brown	225 21%	111 24%	113 19%	22 15%	28 16%	51 24%	31 18%	41 27%	51 27%	59 23%	58 19%	53 25%	55 19%	56 20%	56 20%	55 20%	35 24%	23 31%	13 4%	118 66%	28 22%	65 15%
David Cameron	440 42%	212 45%	229 39%	55 39%	79 46%	76 35%	71 41%	66 43%	93 48%	128 50%	134 45%	82 38%	96 34%	131 47%	122 44%	109 39%	58 40%	20 28%	252 83%	21 12%	49 38%	118 27%
Neither	245 23%	101 22%	143 25%	38 26%	35 20%	48 22%	53 31%	39 26%	33 17%	42 16%	67 22%	47 22%	89 32%	48 18%	68 25%	71 25%	36 24%	21 29%	29 10%	23 13%	43 34%	149 34%
Don't know	144 14%	46 10%	98 17%	28 20%	33 19%	43 20%	18 10%	6 4%	17 9%	28 11%	41 14%	33 15%	42 15%	41 15%	32 11%	46 16%	18 12%	8 11%	11 3%	16 9%	7 6%	111 25%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 14

**Q.4 And putting aside your own party preference, based on what you know which of these two do you think would make the best Prime Minister?**

**Base: All respondents**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Demo-crat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
David Miliband	203 19%	105 22%	98 17%	38 27%	31 18%	44 20%	31 18%	22 15%	36 18%	53 21%	62 21%	41 19%	46 16%	42 15%	54 19%	64 23%	30 20%	13 18%	15 5%	91 51%	38 30%	58 13%
David Cameron	424 40%	209 44%	215 37%	36 25%	69 39%	82 38%	78 45%	61 40%	98 50%	127 50%	121 40%	73 34%	103 36%	125 45%	119 43%	100 36%	56 38%	24 33%	258 84%	20 11%	44 35%	102 23%
Neither	230 22%	106 23%	124 21%	27 19%	23 13%	44 20%	44 25%	52 34%	41 21%	36 14%	57 19%	58 27%	78 28%	51 18%	67 24%	51 18%	39 26%	23 31%	15 5%	44 25%	29 23%	142 32%
Don't know	197 19%	51 11%	146 25%	42 29%	52 30%	48 22%	19 11%	16 11%	20 10%	41 16%	59 20%	42 19%	55 20%	58 21%	39 14%	66 23%	22 15%	12 17%	18 6%	23 13%	16 12%	140 32%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 15

**Have you taken a foreign holiday in the last 3 years?****Base: All respondents**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Demo-cratt	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Yes	623 59%	280 59%	343 59%	94 66%	110 63%	119 55%	102 59%	82 54%	115 59%	200 78%	182 61%	132 62%	110 39%	168 61%	162 58%	169 60%	78 53%	45 63%	209 68%	105 58%	81 64%	227 51%
No	431 41%	191 41%	240 41%	49 34%	64 37%	99 45%	70 41%	70 46%	79 41%	58 22%	118 39%	82 38%	173 61%	108 39%	116 42%	111 40%	69 47%	27 37%	96 32%	74 42%	45 36%	215 49%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 16  
**Marital Status**  
**Base: All respondents**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Dem-ocrat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Single	244 23%	123 26%	121 21%	102 71%	58 33%	43 20%	25 14%	12 8%	3 2%	48 19%	94 31%	37 17%	65 23%	74 27%	67 24%	68 24%	25 17%	10 14%	47 15%	36 20%	37 29%	124 28%
Married or co-habiting (including Civil Partnership)	680 65%	300 64%	380 65%	40 28%	109 63%	153 70%	120 70%	116 77%	141 73%	191 74%	156 52%	165 77%	168 59%	174 63%	174 63%	183 65%	100 68%	48 67%	218 71%	114 64%	69 54%	279 63%
Widowed/ Separated/ Divorced	123 12%	44 9%	79 13%	2 1%	7 4%	22 10%	22 13%	21 14%	49 26%	18 7%	45 15%	11 5%	49 17%	25 9%	35 12%	29 10%	21 15%	13 19%	39 13%	29 16%	18 14%	37 8%
Refused	7 1%	3 1%	4 1%	- -	1 *	- -	5 3%	2 1%	- -	- -	5 2%	1 *	2 1%	4 1%	3 1%	1 *	- -	- -	2 1%	- -	3 2%	3 1%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 17  
**Tenure**  
**Base: All respondents**

	Gender			Age						Social Class				Region					Voting Intention			
	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	Con-serva-tives	Labour	Liberal Dem-ocrat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Owned outright (without mortgage)	319 30%	175 37%	144 25%	26 18%	15 8%	23 11%	47 27%	73 48%	136 70%	102 39%	84 28%	38 18%	96 34%	85 31%	99 36%	72 26%	43 29%	20 28%	124 40%	52 29%	41 33%	102 23%
Owned with a mortgage or loan	413 39%	188 40%	225 39%	41 28%	94 54%	125 57%	76 44%	52 35%	25 13%	118 46%	128 43%	110 51%	57 20%	99 36%	112 40%	115 41%	57 39%	30 41%	121 40%	65 36%	50 39%	176 40%
Rented from Council	146 14%	46 10%	100 17%	33 23%	20 12%	31 14%	29 17%	13 9%	20 10%	12 5%	30 10%	28 13%	76 27%	33 12%	30 11%	51 18%	24 16%	9 12%	25 8%	41 23%	17 13%	65 15%
Rented from housing association	63 6%	20 4%	44 8%	9 6%	13 8%	19 9%	8 5%	8 5%	7 3%	7 3%	15 5%	12 6%	30 11%	27 10%	14 5%	9 3%	6 4%	7 9%	12 4%	7 4%	4 3%	41 9%
Rented from someone else	102 10%	36 8%	66 11%	30 21%	31 18%	20 9%	10 6%	4 3%	7 4%	17 6%	39 13%	24 11%	22 8%	28 10%	21 7%	32 11%	15 10%	6 9%	22 7%	13 7%	13 10%	54 12%
Rent free	10 1%	6 1%	4 1%	5 4%	1 1%	* *	2 1%	2 1%	- -	2 1%	5 2%	2 1%	1 *	4 1%	2 1%	2 1%	1 1%	1 1%	2 1%	1 1%	2 2%	5 1%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 18

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting HALF OR MORE of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Demo-crat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Yes - half or more	951 90%	387 82%	564 97%	116 81%	161 92%	206 95%	168 97%	138 91%	163 84%	224 87%	271 90%	201 94%	256 90%	240 87%	259 93%	256 91%	131 89%	66 92%	269 88%	164 91%	117 92%	402 91%
No - less than half	103 10%	84 18%	19 3%	28 19%	14 8%	12 5%	5 3%	13 9%	31 16%	33 13%	29 10%	13 6%	27 10%	37 13%	19 7%	25 9%	16 11%	6 8%	37 12%	15 9%	10 8%	41 9%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 19

**How many cars are there in your household?****Base: All respondents**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Demo-crat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
None	225 21%	93 20%	132 23%	28 20%	46 26%	34 16%	37 22%	30 20%	49 25%	26 10%	63 21%	26 12%	110 39%	71 26%	42 15%	58 21%	30 20%	24 33%	32 10%	49 27%	32 26%	112 25%
1	449 43%	183 39%	267 46%	56 39%	56 32%	103 47%	71 41%	65 43%	97 50%	88 34%	143 48%	105 49%	112 40%	102 37%	130 47%	125 45%	63 43%	28 39%	134 44%	75 42%	50 39%	191 43%
2	292 28%	153 32%	139 24%	24 17%	63 36%	74 34%	46 27%	48 32%	37 19%	100 39%	75 25%	66 31%	52 18%	72 26%	82 29%	81 29%	40 27%	18 24%	111 36%	45 25%	36 29%	100 23%
3+	87 8%	42 9%	45 8%	35 24%	9 5%	7 3%	17 10%	9 6%	10 5%	43 17%	19 6%	17 8%	8 3%	31 11%	24 9%	16 6%	14 10%	2 3%	29 9%	11 6%	8 7%	40 9%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 20

Which of the following best describes your current working status?

Base: All respondents

	Gender			Age						Social Class				Region					Voting Intention			
	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	Con-serva-tives	Labour	Liberal Democ-rat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Working full time (30+ hrs a week)	462 44%	268 57%	195 33%	68 47%	118 67%	123 56%	102 59%	44 29%	9 4%	142 55%	148 49%	115 54%	58 20%	110 40%	133 48%	123 44%	63 43%	33 46%	147 48%	72 40%	53 42%	190 43%
Working part time (8-29 hrs a week)	139 13%	29 6%	110 19%	16 11%	19 11%	41 19%	25 15%	22 14%	15 8%	28 11%	62 21%	18 8%	31 11%	38 14%	34 12%	38 13%	21 14%	8 12%	29 9%	18 10%	19 15%	73 17%
Not working but seeking work or temporarily unemployed/sick	36 3%	19 4%	17 3%	4 3%	9 5%	7 3%	12 7%	4 3%	-	2 1%	2 1%	-	31 11%	9 3%	7 3%	10 4%	9 6%	* *	7 2%	8 4%	6 5%	16 4%
Not working/Not seeking work	31 3%	12 3%	19 3%	6 4%	2 1%	8 4%	6 4%	9 6%	-	1 *	9 3%	3 1%	18 6%	8 3%	9 3%	10 4%	2 1%	2 2%	7 2%	3 2%	3 3%	18 4%
Retired on state pension ONLY	77 7%	31 7%	46 8%	-	-	4 2%	-	14 9%	59 31%	2 1%	1 *	2 1%	72 25%	16 6%	18 6%	28 10%	11 8%	5 6%	26 8%	15 8%	10 8%	27 6%
Retired with a private pension	156 15%	95 20%	62 11%	-	-	-	5 3%	43 28%	108 56%	65 25%	44 15%	33 15%	15 5%	47 17%	42 15%	32 11%	22 15%	14 19%	67 22%	33 18%	23 18%	33 8%
Student	36 3%	12 2%	25 4%	32 22%	3 2%	-	1 1%	-	-	5 2%	23 8%	6 3%	3 1%	16 6%	9 3%	7 3%	2 1%	2 3%	6 2%	6 3%	5 4%	20 4%
House person/Housewife/ Househusband	116 11%	6 1%	110 19%	17 12%	24 14%	36 17%	20 11%	15 10%	3 2%	12 5%	12 4%	38 18%	54 19%	33 12%	25 9%	33 12%	17 12%	8 11%	18 6%	25 14%	8 6%	65 15%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 21

**What is the highest educational level that you have achieved to date?**

**Base: All respondents**

	Gender		Age					Social Class				Region					Voting Intention					
	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	Con-serva-tives	Labour	Liberal Demo-cratt	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Secondary/ high school/ NVQ 1-3	587 56%	238 51%	349 60%	74 51%	84 48%	137 63%	106 62%	79 52%	107 55%	87 34%	148 49%	152 71%	200 71%	142 52%	150 54%	168 60%	93 63%	33 45%	165 54%	90 50%	58 46%	273 62%
University degree or equivalent professional qualification/ NVQ4	315 30%	158 34%	157 27%	37 26%	67 38%	55 25%	42 24%	51 34%	64 33%	125 49%	90 30%	50 23%	50 18%	91 33%	88 32%	69 25%	38 26%	30 41%	107 35%	53 29%	46 36%	110 25%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	97 9%	50 11%	47 8%	8 5%	18 10%	23 11%	15 9%	18 12%	15 8%	40 15%	39 13%	5 3%	13 5%	28 10%	31 11%	21 7%	11 7%	7 10%	25 8%	21 12%	20 16%	31 7%
Still in full time education	34 3%	11 2%	23 4%	24 16%	5 3%	- -	5 3%	- -	- -	3 1%	20 7%	3 2%	8 3%	14 5%	6 2%	9 3%	3 2%	2 3%	5 2%	5 3%	2 1%	23 5%
Refused	21 2%	13 3%	8 1%	2 1%	1 *	3 1%	3 2%	4 2%	8 4%	4 1%	3 1%	3 1%	11 4%	1 *	4 1%	13 5%	2 1%	1 1%	3 1%	11 6%	1 1%	6 1%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 22

**Do you have any children aged 18 or under?****Base: All respondents**

	Gender			Age						Social Class				Region				Voting Intention				
	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	Con-serva-tives	Labour	Liberal Demo-crats	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
No	692 66%	332 70%	361 62%	106 74%	99 57%	60 28%	99 58%	137 91%	190 98%	190 74%	207 69%	110 52%	186 66%	191 69%	182 65%	189 67%	90 61%	42 58%	226 74%	123 68%	90 71%	254 57%
NET: Yes	357 34%	135 29%	222 38%	38 26%	75 43%	156 72%	73 42%	12 8%	4 2%	67 26%	92 31%	104 48%	95 34%	84 30%	94 34%	91 33%	57 39%	30 42%	80 26%	55 31%	36 29%	187 42%
Yes: Aged under 5	143 14%	52 11%	91 16%	36 25%	56 32%	46 21%	3 2%	1 1%	-	25 10%	33 11%	49 23%	36 13%	29 11%	34 12%	41 14%	22 15%	17 23%	23 7%	16 9%	13 11%	90 20%
Yes: Aged 5-10	167 16%	56 12%	111 19%	7 5%	43 25%	89 41%	22 13%	5 3%	-	33 13%	45 15%	48 22%	42 15%	49 18%	46 17%	37 13%	21 14%	15 20%	38 12%	29 16%	12 10%	88 20%
Yes: Aged 11-16	157 15%	60 13%	96 17%	* *	12 7%	91 42%	42 24%	7 4%	4 2%	28 11%	39 13%	42 20%	48 17%	37 13%	51 18%	36 13%	22 15%	12 16%	37 12%	26 15%	18 15%	75 17%
Yes: Aged 17-18	67 6%	32 7%	35 6%	3 2%	3 1%	21 10%	35 20%	4 3%	1 1%	14 5%	19 6%	20 9%	14 5%	15 5%	13 5%	20 7%	18 12%	1 1%	18 6%	9 5%	11 9%	29 7%
Refused	4 *	4 1%	-	-	1 *	1 1%	-	2 1%	-	1 *	1 *	-	2 1%	1 *	2 1%	1 *	-	-	-	2 1%	-	2 *

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 23

**What was your age on your last birthday?****Base: All respondents**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Demo-cratt	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
18-24	143 14%	41 9%	102 18%	143 100%	-	-	-	-	-	33 13%	57 19%	32 15%	22 8%	45 16%	28 10%	47 17%	18 12%	5 7%	21 7%	27 15%	14 11%	81 18%
25-34	175 17%	77 16%	98 17%	-	175 100%	-	-	-	-	45 17%	45 15%	37 17%	48 17%	42 15%	34 12%	57 20%	27 18%	15 20%	40 13%	18 10%	25 19%	91 21%
35-44	218 21%	76 16%	142 24%	-	-	218 100%	-	-	-	45 18%	72 24%	49 23%	52 18%	44 16%	74 27%	55 20%	24 16%	21 29%	46 15%	36 20%	22 17%	114 26%
45-54	172 16%	90 19%	82 14%	-	-	-	172 100%	-	-	31 12%	54 18%	44 21%	43 15%	54 20%	49 17%	35 12%	25 17%	9 13%	60 20%	28 16%	23 18%	62 14%
55-64	152 14%	71 15%	81 14%	-	-	-	-	152 100%	-	46 18%	27 9%	33 16%	46 16%	43 16%	46 17%	37 13%	19 13%	6 8%	48 16%	32 18%	18 15%	54 12%
65+	194 18%	116 25%	78 13%	-	-	-	-	-	194 100%	58 22%	45 15%	19 9%	72 26%	47 17%	47 17%	49 18%	34 23%	17 23%	91 30%	38 21%	25 20%	40 9%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 24  
**Gender**  
**Base: All respondents**

	Gender			Age						Social Class				Region			Voting Intention					
	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	Con-serva-tives	Labour	Liberal Demo-cratt	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Male	471	471	-	41	77	76	90	71	116	137	126	96	111	122	151	103	70	24	166	86	58	161
	45%	100%	-	29%	44%	35%	52%	47%	60%	53%	42%	45%	39%	44%	54%	37%	48%	34%	54%	48%	46%	36%
Female	583	-	583	102	98	142	82	81	78	120	174	117	172	154	127	178	77	48	140	94	68	281
	55%	-	100%	71%	56%	65%	48%	53%	40%	47%	58%	55%	61%	56%	46%	63%	52%	66%	46%	52%	54%	64%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 25

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Class				Region					Voting Intention			
	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	Con-serva-tives	Labour	Liberal Democ-rat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
ITV1 Anglia	84 8%	51 11%	33 6%	13 9%	9 5%	18 8%	12 7%	13 9%	17 9%	22 9%	26 9%	23 11%	14 5%	1 *	83 30%	-	-	-	29 10%	13 7%	8 6%	34 8%
ITV1 Border	13 1%	2 1%	10 2%	1 1%	- -	8 4%	2 1%	1 1%	1 *	1 1%	-	6 3%	5 2%	-	-	12 4%	-	1 1%	4 1%	3 2%	1 1%	5 1%
ITV1 Central	190 18%	94 20%	96 17%	14 10%	26 15%	53 24%	37 22%	32 21%	28 15%	56 22%	59 20%	21 10%	55 19%	11 4%	169 61%	-	7 5%	3 4%	56 18%	24 13%	26 21%	85 19%
ITV1 Granada	121 12%	47 10%	75 13%	23 16%	21 12%	27 12%	15 9%	17 12%	17 9%	27 11%	33 11%	33 15%	28 10%	1 *	3 1%	116 41%	1 1%	-	39 13%	18 10%	15 12%	49 11%
ITV1 London	165 16%	68 14%	97 17%	38 26%	27 16%	29 13%	26 15%	19 12%	27 14%	55 21%	57 19%	21 10%	33 12%	159 57%	6 2%	1 *	-	-	52 17%	27 15%	28 22%	59 13%
ITV1 Meridian	116 11%	57 12%	58 10%	9 7%	18 10%	13 6%	27 15%	24 16%	25 13%	30 12%	16 5%	41 19%	29 10%	103 37%	2 1%	-	10 7%	-	42 14%	23 13%	11 9%	40 9%
ITV1 Tyne Tees	56 5%	16 3%	40 7%	10 7%	17 10%	9 4%	9 5%	3 2%	8 4%	11 4%	20 7%	7 3%	19 7%	-	-	55 20%	-	1 1%	12 4%	6 3%	8 7%	30 7%
ITV1 Wales	51 5%	32 7%	19 3%	8 5%	3 2%	15 7%	6 4%	9 6%	10 5%	8 3%	11 4%	16 8%	16 6%	* *	-	-	50 34%	-	5 2%	17 10%	3 3%	25 6%
ITV1 West	43 4%	14 3%	28 5%	6 4%	10 6%	4 2%	12 7%	3 2%	8 4%	9 3%	15 5%	9 4%	10 3%	* *	1 *	-	41 28%	-	13 4%	10 6%	7 5%	13 3%
ITV1 Westcountry	37 3%	16 3%	21 4%	5 4%	8 4%	5 2%	3 2%	7 5%	9 5%	7 3%	8 3%	5 3%	17 6%	-	-	-	37 25%	-	12 4%	5 3%	5 4%	15 3%
ITV1 Yorkshire	111 11%	50 11%	60 10%	12 8%	23 13%	16 7%	13 8%	18 12%	28 15%	20 8%	34 11%	16 7%	41 15%	-	14 5%	97 35%	-	-	33 11%	14 8%	12 10%	51 12%
STV	68 6%	23 5%	45 8%	5 3%	12 7%	21 10%	9 5%	5 4%	16 8%	12 5%	21 7%	16 8%	18 7%	-	-	-	-	68 94%	8 3%	19 11%	2 2%	38 9%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 26  
**Social class**  
**Base: All respondents**

	Gender		Age					Social Class				Region			Voting Intention							
	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	Con-serva-tives	Labour	Liberal Demo-crats	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
AB	257 24%	137 29%	120 21%	33 23%	45 26%	45 21%	31 18%	46 31%	58 30%	257 100%	-	-	-	84 31%	76 27%	56 20%	28 19%	13 19%	98 32%	43 24%	35 27%	81 18%
C1	300 28%	126 27%	174 30%	57 40%	45 26%	72 33%	54 31%	27 17%	45 23%	-	300 100%	-	-	75 27%	87 31%	77 27%	38 26%	24 33%	83 27%	40 22%	47 37%	130 29%
C2	214 20%	96 20%	117 20%	32 22%	37 21%	49 22%	44 26%	33 22%	19 10%	-	-	214 100%	-	57 21%	47 17%	59 21%	35 24%	16 23%	60 19%	46 26%	19 15%	89 20%
DE	283 27%	111 24%	172 29%	22 15%	48 27%	52 24%	43 25%	46 30%	72 37%	-	-	-	283 100%	60 22%	68 25%	89 32%	46 31%	19 26%	65 21%	50 28%	26 20%	143 32%

## Guardian Survey

### ONLINE Fieldwork : 15th - 17th August 2008

Absolutes/col percents

Table 27  
Regions  
Base: All respondents

	Gender			Age						Social Class				Region					Voting Intention			
	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	Con-serva-tives	Labour	Liberal Democ-rat	Other
Unweighted base	1054	513	541	120	146	196	186	185	221	384	240	142	288	295	259	268	139	93	383	176	138	357
Weighted base	1054	471	583	143	175	218	172	152	194	257	300	214	283	276	278	281	147	72	306	179	126	443
Scotland	72 7%	24 5%	48 8%	5 3%	15 8%	21 10%	9 5%	6 4%	17 9%	13 5%	24 8%	16 8%	19 7%	-	-	-	-	72 100%	9 3%	19 11%	2 2%	41 9%
North East	56 5%	14 3%	42 7%	10 7%	18 11%	9 4%	9 5%	3 2%	6 3%	10 4%	22 7%	7 3%	17 6%	-	-	56 20%	-	-	11 4%	6 3%	10 8%	28 6%
North West	127 12%	48 10%	80 14%	24 17%	20 12%	34 16%	15 9%	18 12%	16 8%	26 10%	32 11%	38 18%	32 11%	-	-	127 45%	-	-	40 13%	21 12%	16 12%	51 11%
Yorks & Humber	97 9%	41 9%	56 10%	13 9%	18 11%	12 6%	11 6%	16 11%	27 14%	20 8%	23 8%	14 7%	40 14%	-	-	97 35%	-	-	24 8%	15 8%	10 8%	48 11%
West Midlands	99 9%	53 11%	47 8%	10 7%	5 3%	19 9%	22 13%	27 18%	15 8%	35 13%	29 10%	11 5%	25 9%	-	99 36%	-	-	-	34 11%	16 9%	12 10%	38 9%
Wales	55 5%	34 7%	21 4%	8 5%	5 3%	16 7%	6 4%	9 6%	10 5%	11 4%	11 4%	17 8%	16 6%	-	-	-	55 37%	-	7 2%	17 10%	3 3%	27 6%
Eastern	98 9%	54 11%	44 8%	15 10%	10 5%	28 13%	13 8%	12 8%	21 11%	23 9%	31 10%	24 11%	20 7%	-	98 35%	-	-	-	31 10%	18 10%	9 7%	40 9%
London	134 13%	51 11%	83 14%	35 25%	17 10%	27 13%	20 11%	18 12%	17 9%	41 16%	50 17%	16 8%	28 10%	134 49%	-	-	-	-	42 14%	20 11%	19 15%	54 12%
South East	142 13%	71 15%	71 12%	10 7%	25 14%	17 8%	35 20%	25 17%	30 16%	44 17%	25 8%	40 19%	33 12%	142 51%	-	-	-	-	45 15%	27 15%	20 16%	49 11%
South West	92 9%	36 8%	56 10%	10 7%	22 12%	8 4%	19 11%	10 7%	23 12%	17 7%	27 9%	18 8%	30 11%	-	-	-	92 63%	-	34 11%	15 8%	14 11%	29 7%
East Midlands	81 8%	45 10%	36 6%	3 2%	19 11%	27 12%	13 8%	7 4%	12 6%	19 7%	27 9%	12 6%	24 8%	-	81 29%	-	-	-	28 9%	5 3%	11 9%	37 8%