



ICM Poll for The Guardian

Fieldwork dates: 15-17th August 2008

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method: Within each selected marginal constituency, 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: 1,002

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.

The data were further weighted by declared votes in the 2005 general election. The weighting scheme is designed as follows:

Weighting by past votes

1. Respondents are asked whether they voted in the last general election and if they did, which party they voted for.

2. The sample is weighted by demographics (age, sex, tenure etc). However, after such weighting the declared past votes may not match, exactly, the results of the last election. Partly this is because demographics (by which ICM control the sample) are relatively poorly correlated with vote behaviour. Nevertheless past vote weighting has to be used with caution as some people genuinely forget how they voted. We cannot simply weight the data to the actual results last time.

3. ICM takes the declared past votes on any new poll and adds it to the 20 or so most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme.

4. ICM compares the declared past votes derived in 3) above to the actual result of the last general election and gives a weight of 80% to the results of the last election and 20% to the average of the most recent polls, thereby assuming that most of the difference (70%) can be attributed to political imbalance in the sample and 30% to faulty recall.

Weighting for turnout

1. ICM ask respondents to say how likely it is that they will go and vote in a new general election using a ten points scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote.

Voting intentions: ICM derives vote intentions from 2 questions.

First of all respondents are asked how likely it is that they would be to go and vote in a new election.

Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2005 and which party they voted for in that election. The vote figures shown in the table are calculated after ICM has excluded those who say they will not vote, refuse to answer the question or don't know who they would vote for. The figures are adjusted for turnout calculated accordingly to their stated intentions to vote.

In a further step, ICM add 50% of those who refuse to answer the vote intention question or say they don't know to the party they voted for in 2005.

The analysis by vote intention shown on each table is taken from table 1, ie before adjusting for refusers and don't knows.

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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Olympics

CATI Fieldwork : August 15th-17th 2008

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	Gender		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	1002	459	543	73	153	590	186	327	235	188	252	267	187	107	57	176	273	98	337	316	349	
Weighted base	1002	479	523	110	155	521	215	266	291	208	237	277	173	119	50	192	222	128	330	310	362	
Certain to vote	(10)	504	225	280	22	50	276	157	141	144	87	131	190	92	63	29	146	142	77	163	166	176
		50%	47%	53%	20%	32%	53%	73%	53%	50%	42%	55%	68%	53%	53%	58%	76%	64%	60%	49%	53%	49%
	(9)	56	30	25	5	3	37	10	25	17	7	6	18	14	2	7	12	17	8	15	19	22
		6%	6%	5%	5%	2%	7%	4%	10%	6%	3%	2%	6%	8%	2%	14%	6%	7%	6%	5%	6%	6%
	(8)	88	37	52	8	25	46	8	33	28	14	14	23	16	23	2	14	24	21	29	27	32
		9%	8%	10%	8%	16%	9%	4%	12%	9%	7%	6%	8%	9%	19%	4%	7%	11%	17%	9%	9%	9%
	(7)	57	31	26	12	11	26	8	13	15	17	11	12	14	11	-	6	10	12	18	13	26
		6%	7%	5%	11%	7%	5%	4%	5%	5%	8%	5%	4%	8%	10%	-	3%	4%	9%	5%	4%	7%
	(6)	32	13	19	11	6	15	1	6	18	5	3	7	11	2	2	2	4	-	15	7	10
		3%	3%	4%	10%	4%	3%	*	2%	6%	2%	1%	2%	6%	1%	4%	1%	2%	-	5%	2%	3%
	(5)	77	44	32	15	20	35	6	14	14	27	21	12	19	12	6	1	14	3	27	18	32
		8%	9%	6%	14%	13%	7%	3%	5%	5%	13%	9%	4%	11%	10%	12%	*	6%	3%	8%	6%	9%
	(4)	17	9	9	-	6	10	2	3	9	4	2	7	2	1	-	2	3	-	5	5	7
		2%	2%	2%	-	4%	2%	1%	1%	3%	2%	1%	2%	1%	1%	-	1%	1%	-	1%	2%	2%
	(3)	22	13	9	1	3	15	2	1	10	7	3	5	4	3	2	-	2	4	4	7	11
		2%	3%	2%	1%	2%	3%	1%	1%	4%	3%	1%	2%	2%	3%	4%	-	1%	3%	1%	2%	3%
	(2)	14	9	4	5	1	6	1	3	2	3	6	4	2	2	2	1	2	1	5	6	3
		1%	2%	1%	5%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	4%	1%	1%	1%	1%	2%	1%
Certain not to vote	(1)	124	64	61	30	27	50	18	23	31	33	36	-	-	-	-	4	3	2	46	41	37
		12%	13%	12%	27%	17%	10%	8%	9%	11%	16%	15%	-	-	-	-	2%	2%	2%	14%	13%	10%
Refused		4	1	3	-	1	2	1	2	-	-	2	-	-	-	-	1	-	-	1	-	3
		*	*	1%	-	1%	*	1%	1%	-	-	1%	-	-	-	-	1%	-	-	*	-	1%
Don't know		7	3	4	-	2	3	2	1	2	2	2	-	-	-	-	2	*	-	1	2	4
		1%	1%	1%	-	1%	1%	1%	*	1%	1%	1%	-	-	-	-	1%	*	-	*	1%	1%
Mean		7.58	7.35	7.80	5.51	6.58	7.86	8.68	8.17	7.64	6.88	7.47	8.93	8.39	8.39	8.43	9.32	8.83	8.79	7.45	7.65	7.64
Standard deviation		3.20	3.29	3.11	3.40	3.31	3.03	2.75	2.80	3.10	3.41	3.45	1.97	2.12	2.09	2.43	1.76	2.04	1.99	3.28	3.29	3.06
Standard error		0.10	0.15	0.13	0.40	0.27	0.13	0.20	0.16	0.20	0.25	0.22	0.12	0.16	0.20	0.32	0.13	0.12	0.20	0.18	0.19	0.17

Olympics

CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 2

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?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Female	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	1002	459	543	73	153	590	186	327	235	188	252	267	187	107	57	176	273	98	337	316	349
Weighted base	1002	479	523	110	155	521	215	266	291	208	237	277	173	119	50	192	222	128	330	310	362
Conservative	277	142	135	23	33	151	70	77	87	63	50	277	-	-	-	155	37	28	67	87	123
	28%	30%	26%	21%	22%	29%	32%	29%	30%	30%	21%	100%	-	-	-	81%	17%	22%	20%	28%	34%
Labour	173	76	98	23	25	88	38	46	37	41	49	-	173	-	-	4	108	5	74	43	56
	17%	16%	19%	21%	16%	17%	17%	17%	13%	20%	21%	-	100%	-	-	2%	49%	4%	23%	14%	16%
Liberal Democrat/ Liberal	119	59	59	13	21	64	21	48	33	16	23	-	-	119	-	1	18	66	22	40	57
	12%	12%	11%	12%	14%	12%	10%	18%	11%	8%	10%	-	-	100%	-	*	8%	51%	7%	13%	16%
Scottish National Party/ SNP	22	14	8	3	1	13	5	8	6	1	7	-	-	-	22	1	2	2	21	-	1
	2%	3%	1%	2%	1%	2%	2%	3%	2%	1%	3%	-	-	-	43%	1%	1%	1%	6%	-	*
Plaid Cymru	5	2	3	-	1	4	-	2	2	1	1	-	-	-	5	-	1	1	-	5	-
	*	*	1%	-	1%	1%	-	1%	1%	*	*	-	-	-	10%	-	*	1%	-	2%	-
Green Party	8	3	5	1	1	5	-	5	-	2	1	-	-	-	8	-	2	1	4	-	4
	1%	1%	1%	1%	1%	1%	-	2%	-	1%	1%	-	-	-	16%	-	1%	1%	1%	-	1%
UK Independence Party (UKIP)	7	6	2	-	1	4	2	-	3	3	2	-	-	-	7	1	3	-	2	4	1
	1%	1%	*	-	1%	1%	1%	-	1%	1%	1%	-	-	-	15%	1%	1%	-	1%	1%	*
Other	8	8	1	-	-	6	2	1	2	3	2	-	-	-	8	2	4	-	3	5	-
	1%	2%	*	-	-	1%	1%	*	1%	2%	1%	-	-	-	17%	1%	2%	-	1%	2%	-
Would not vote	124	64	61	30	27	50	18	23	31	33	36	-	-	-	-	4	3	2	46	41	37
	12%	13%	12%	27%	17%	10%	8%	9%	11%	16%	15%	-	-	-	-	2%	2%	2%	14%	13%	10%
Don't know	174	72	101	15	36	92	31	33	66	33	42	-	-	-	-	17	38	22	59	56	59
	17%	15%	19%	14%	23%	18%	14%	12%	23%	16%	18%	-	-	-	-	9%	17%	17%	18%	18%	16%
Refused	84	34	50	3	8	45	29	24	24	11	25	-	-	-	-	7	7	2	30	30	25
	8%	7%	10%	3%	5%	9%	13%	9%	8%	6%	11%	-	-	-	-	4%	3%	1%	9%	10%	7%

Olympics

CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 3

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 (17%) or refuse to answer (8%)

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

	Gender			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	536	255	281	30	67	326	113	199	116	97	125	237	160	90	49	142	190	73	181	163	192
Weighted base	535	261	274	47	68	290	130	165	145	108	118	248	146	100	42	156	154	91	169	160	206
Conservative	248 46%	125 48%	123 45%	19 40%	27 40%	133 46%	69 53%	69 42%	77 53%	54 50%	47 40%	248 100%	-	-	-	147 94%	32 21%	24 26%	60 36%	78 49%	109 53%
Labour	146 27%	63 24%	83 30%	16 34%	21 31%	75 26%	34 26%	41 25%	29 20%	33 31%	43 36%	-	146 100%	-	-	4 2%	97 63%	5 6%	63 37%	36 23%	46 23%
Liberal Democrat/ Liberal	100 19%	48 18%	52 19%	11 23%	15 22%	55 19%	19 15%	41 25%	28 19%	12 11%	19 16%	-	-	100 100%	-	1 *	16 11%	58 64%	20 12%	33 21%	46 22%
Scottish National Party/ SNP	18 3%	10 4%	8 3%	1 3%	1 2%	10 4%	5 4%	7 4%	5 3%	1 1%	5 4%	-	-	-	18 42%	1 1%	1 1%	2 2%	17 10%	-	* *
Plaid Cymru	5 1%	2 1%	3 1%	- -	1 2%	4 1%	-	1 1%	2 1%	1 1%	* *	-	-	-	5 11%	-	* *	1 1%	-	5 3%	-
Green Party	6 1%	3 1%	4 1%	* 1%	1 2%	5 2%	-	4 2%	-	2 1%	1 1%	-	-	-	6 15%	-	2 1%	1 1%	4 2%	-	3 1%
UK Independence Party (UKIP)	6 1%	4 1%	2 1%	- -	1 1%	3 1%	2 1%	-	3 2%	2 2%	1 1%	-	-	-	6 13%	1 1%	2 1%	-	2 1%	3 2%	1 *
Other	8 1%	7 3%	1 *	- -	- -	6 2%	2 1%	1 1%	2 1%	3 3%	2 1%	-	-	-	8 19%	2 1%	3 2%	-	3 2%	5 3%	-

Olympics
CATI Fieldwork : August 15th-17th 2008

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 741 respondents

	<u>Total</u>
Conservative	44%
Labour	29%
Liberal Democrat	19%
Other	9%

Olympics

CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 5

Q1. Thinking about the Olympic games to be held in London in 2012, are you very pleased that they will be taking place in London, quite pleased, not very pleased or not pleased at all?

Base: All respondents

	Total	Gender		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	1002	459	543	73	153	590	186	327	235	188	252	267	187	107	57	176	273	98	337	316	349
Weighted base	1002	479	523	110	155	521	215	266	291	208	237	277	173	119	50	192	222	128	330	310	362
Net: Pleased	732	343	389	96	131	380	125	206	222	140	163	200	136	91	27	126	176	94	236	229	267
	73%	72%	74%	87%	84%	73%	58%	78%	76%	68%	69%	72%	78%	76%	54%	66%	79%	73%	72%	74%	74%
Very pleased	(4) 298	137	161	33	50	166	49	89	92	49	68	78	61	36	8	48	81	38	92	94	112
	30%	29%	31%	30%	32%	32%	23%	33%	32%	24%	29%	28%	35%	30%	16%	25%	36%	29%	28%	30%	31%
Quite pleased	(3) 434	206	228	63	81	214	76	118	130	91	95	122	74	55	19	79	95	56	144	134	155
	43%	43%	44%	57%	52%	41%	35%	44%	45%	44%	40%	44%	43%	46%	38%	41%	43%	44%	44%	43%	43%
Not very pleased	(2) 92	47	46	3	7	53	29	29	12	27	24	33	13	6	7	29	17	11	33	30	29
	9%	10%	9%	3%	4%	10%	14%	11%	4%	13%	10%	12%	8%	5%	14%	15%	8%	9%	10%	10%	8%
Not pleased at all	(1) 150	79	72	11	15	74	51	24	51	37	39	38	23	18	14	32	25	20	52	43	56
	15%	16%	14%	10%	10%	14%	23%	9%	17%	18%	17%	14%	13%	15%	28%	17%	11%	15%	16%	14%	15%
Net: Not Pleased	243	125	118	14	22	127	80	52	63	64	63	71	36	24	21	61	43	31	85	73	85
	24%	26%	22%	13%	14%	24%	37%	20%	22%	31%	27%	26%	21%	21%	42%	32%	19%	24%	26%	24%	23%
Don't know	27	10	17	-	2	15	11	7	6	4	11	7	2	4	2	4	3	4	9	9	10
	3%	2%	3%	-	1%	3%	5%	3%	2%	2%	5%	2%	1%	3%	4%	2%	1%	3%	3%	3%	3%
Mean	2.90	2.86	2.94	3.07	3.08	2.93	2.60	3.05	2.92	2.75	2.85	2.89	3.02	2.94	2.44	2.76	3.06	2.90	2.86	2.93	2.92
Standard deviation	1.00	1.02	0.99	0.86	0.88	1.01	1.10	0.91	1.04	1.02	1.04	0.98	0.98	1.00	1.09	1.02	0.96	1.01	1.01	0.99	1.01
Standard error	0.03	0.05	0.04	0.10	0.07	0.04	0.08	0.05	0.07	0.07	0.07	0.06	0.07	0.10	0.15	0.08	0.06	0.10	0.06	0.06	0.06

Olympics

CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 6

Q2. Taking all things into account, do you think that the Olympic games in 2012 will be good for Britain or bad for Britain?

Base: All respondents

	Gender			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	1002	459	543	73	153	590	186	327	235	188	252	267	187	107	57	176	273	98	337	316	349
Weighted base	1002	479	523	110	155	521	215	266	291	208	237	277	173	119	50	192	222	128	330	310	362
Good for Britain	797	375	422	92	139	431	136	216	234	162	186	211	149	101	33	138	192	100	264	249	284
	80%	78%	81%	83%	90%	83%	63%	81%	80%	78%	78%	76%	86%	85%	65%	72%	86%	78%	80%	80%	79%
Bad for Britain	177	88	88	19	13	77	68	43	53	40	42	57	23	14	15	45	26	23	59	52	66
	18%	18%	17%	17%	8%	15%	32%	16%	18%	19%	18%	20%	13%	11%	30%	23%	12%	18%	18%	17%	18%
Don't know	28	15	12	-	3	13	12	7	5	6	10	10	1	4	2	8	4	5	7	10	11
	3%	3%	2%	-	2%	3%	5%	2%	2%	3%	4%	4%	1%	3%	5%	4%	2%	4%	2%	3%	3%

Olympics

CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 7

Q3. From what you have seen so far, would you say that the London Olympics are likely to be more or less successful than the Beijing Olympics

Base: All respondents

	Total	Gender		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	1002	459	543	73	153	590	186	327	235	188	252	267	187	107	57	176	273	98	337	316	349
Weighted base	1002	479	523	110	155	521	215	266	291	208	237	277	173	119	50	192	222	128	330	310	362
More successful	519	228	291	51	87	282	98	129	135	112	143	125	113	68	20	87	148	60	184	165	170
	52%	48%	56%	47%	56%	54%	46%	49%	46%	54%	60%	45%	65%	57%	39%	45%	67%	47%	56%	53%	47%
Less Successful	350	196	154	52	51	177	71	91	118	76	66	121	50	40	22	71	50	52	107	107	136
	35%	41%	29%	47%	33%	34%	33%	34%	41%	36%	28%	44%	29%	33%	43%	37%	22%	41%	33%	35%	37%
Don't know	133	54	79	7	17	62	46	46	38	20	28	31	11	11	9	34	25	16	39	38	56
	13%	11%	15%	7%	11%	12%	21%	17%	13%	10%	12%	11%	6%	9%	17%	18%	11%	12%	12%	12%	15%

Olympics

CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 8

Q4. Would you support or oppose extra taxpayers money being used by the government to help Britain's best athletes prepare for the 2012 Olympics?

Base: All respondents

	Gender			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	1002	459	543	73	153	590	186	327	235	188	252	267	187	107	57	176	273	98	337	316	349
Weighted base	1002	479	523	110	155	521	215	266	291	208	237	277	173	119	50	192	222	128	330	310	362
Support	521	253	268	47	78	297	99	151	143	101	126	147	104	60	23	91	133	70	179	174	167
	52%	53%	51%	43%	50%	57%	46%	57%	49%	48%	53%	53%	60%	51%	45%	47%	60%	54%	54%	56%	46%
Oppose	447	210	236	57	71	211	107	105	138	99	104	121	64	52	28	94	82	56	143	127	176
	45%	44%	45%	52%	46%	40%	50%	40%	47%	48%	44%	44%	37%	44%	55%	49%	37%	44%	43%	41%	49%
Don't know	34	15	19	6	5	14	9	9	10	8	7	9	5	6	-	7	7	2	8	9	18
	3%	3%	4%	5%	4%	3%	4%	3%	3%	4%	3%	3%	3%	5%	-	3%	3%	2%	2%	3%	5%

Olympics
CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1002	1002
Weighted base		1002	1002
<u>Gender</u>			
Male		459 46%	479 48%
Female		543 54%	523 52%
<u>Age</u>			
18-24	(21)	73 7%	110 11%
25-34	(29.5)	153 15%	155 15%
35-44	(39.5)	188 19%	199 20%
45-54	(49.5)	206 21%	170 17%
55-64	(59.5)	196 20%	153 15%
65+	(70)	186 19%	215 21%
Average age		48.25	47.22

Olympics
CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1002	1002
<u>Social Class</u>		
AB	327 33%	266 27%
C1	235 23%	291 29%
C2	188 19%	208 21%
DE	252 25%	237 24%
<u>Region</u>		
North	337 34%	330 33%
Midlands	316 32%	310 31%
South	349 35%	362 36%

Olympics

CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1002	1002
<u>Working status</u>		
Full-time	462 46%	449 45%
Part-time	167 17%	123 12%
Not working but seeking work or temporarily unemployed/sick	35 3%	46 5%
Not working/not seeking work	60 6%	73 7%
Retired	234 23%	257 26%
Student	20 2%	43 4%
Refused	24 2%	11 1%

Olympics
CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1002	1002
<u>Tenure</u>		
Own outright	327 33%	337 34%
Own with a mortgage	384 38%	389 39%
Council	94 9%	124 12%
Housing Assoc.	42 4%	37 4%
Rented from someone else	102 10%	82 8%
Rent free	5 *	3 *
Refused	48 5%	30 3%

Olympics
CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1002	1002
<u>Foreign Holiday in last 3 years</u>		
Yes	644 64%	604 60%
No	358 36%	398 40%
<u>Number of cars</u>		
None	208 21%	199 20%
1	409 41%	424 42%
2	291 29%	291 29%
3+	94 9%	89 9%

Olympics
CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1002	1002
<u>Internet Access</u>		
At all	727 73%	710 71%
At home (net)	679 68%	666 66%
At work (net)	335 33%	307 31%
At home	375 37%	384 38%
At work	31 3%	25 2%
Both at home and at work	304 30%	282 28%
Somewhere else	17 2%	19 2%
Not at all	273 27%	291 29%
Refused	2 *	1 *

Olympics

CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1002	1002
<u>What is the highest educational level that you have achieved to date?</u>		
Secondary/ high school/ NVQ 1-3	441 44%	483 48%
University degree or equivalent professional qualification/ NVQ4	303 30%	277 28%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	95 9%	75 7%
No formal education	126 13%	141 14%
None of these	10 1%	11 1%
Refused	27 3%	15 1%

Olympics

CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1002	1002
<u>Marital Status</u>		
Single	218 22%	254 25%
Married/ co-habiting	558 56%	536 53%
Widowed/ separated/ divorced	200 20%	200 20%
Refused	26 3%	13 1%
<u>Children</u>		
None aged 18 or under	731 73%	740 74%
NET: Yes	271 27%	262 26%
NET: Yes any aged 15 or under	246 25%	242 24%
- Aged under 5	97 10%	99 10%
- Aged 5-10	126 13%	128 13%
- Aged 11-15	114 11%	110 11%
- Aged 16-18	57 6%	51 5%

Olympics
CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1002	1002
<u>Grocery shopping status</u>		
Yes - do half or more	798 80%	789 79%
No - do less than half	192 19%	208 21%
Refused	12 1%	5 *

Olympics

CATI Fieldwork : August 15th-17th 2008

Absolutes/col percents

Table 10
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Conservative	176 18%	192 19%
Labour	273 27%	222 22%
Liberal Democrat/ Liberal	98 10%	128 13%
Scottish National Party/SNP	20 2%	16 2%
Plaid Cymru	4 *	3 *
Green Party	6 1%	8 1%
UK Independence Party (UKIP)	5 *	7 1%
Others	7 1%	10 1%
Did not vote	316 32%	320 32%
Refused	74 7%	71 7%
Don't know	23 2%	24 2%