



ICM Poll for BBC World at One

Fieldwork dates: 19-21st December 2008

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+ in GB

Sampling Method: Within Great Britain, 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: 1000 adults aged 18+

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 .

Further enquiries: nick.sparrow@icmresearch.co.uk

Euro Poll

CATI Fieldwork : December 19th-21st 2008

Absolutes/col percents

Table 1

Q.1 If there were to be a referendum, would you vote to join the single European currency, the euro, or would you vote not to join?

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	1000	420	580	64	153	179	194	195	215	321	248	188	243	263	262	248	139	88
Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
Vote to join	234 23%	125 26%	109 21%	21 18%	40 25%	44 22%	48 28%	45 31%	37 18%	71 27%	80 28%	41 20%	42 17%	80 30%	46 18%	55 22%	28 20%	25 29%
Vote not to join	710 71%	335 70%	375 72%	96 80%	110 69%	138 70%	112 67%	96 65%	158 76%	180 69%	193 67%	155 74%	181 75%	168 64%	202 77%	176 71%	104 74%	59 67%
Don't know	56 6%	20 4%	36 7%	2 2%	9 6%	16 8%	9 5%	7 5%	13 6%	9 3%	17 6%	13 6%	17 7%	14 5%	13 5%	15 6%	9 6%	4 5%

Euro Poll

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Absolutes/col percents

Table 2

Q.2 You may have seen or heard the £ has fallen in value compared to the Euro since 1st Oct, losing 16% of its value in that time to the point where the value of £1 is almost equal to the value of 1 Euro. Has the fall in the pound's value against the Euro, made you more inclined for Britain to join the single currency, less inclined, or has it made no difference one way or the other?

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	1000	420	580	64	153	179	194	195	215	321	248	188	243	263	262	248	139	88
Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
More inclined to join	149	76	73	21	30	23	28	25	22	40	49	37	23	52	30	34	21	12
	15%	16%	14%	18%	19%	11%	17%	17%	11%	16%	17%	18%	10%	20%	11%	14%	15%	14%
No difference	690	333	357	87	117	142	114	97	133	187	196	137	170	159	190	173	99	68
	69%	69%	69%	73%	74%	72%	68%	65%	64%	72%	67%	65%	71%	61%	73%	70%	70%	77%
Less inclined	144	70	74	8	9	31	24	25	46	30	42	32	40	45	38	35	19	7
	14%	15%	14%	7%	6%	16%	14%	17%	22%	12%	15%	15%	17%	17%	15%	14%	13%	8%
Don't know	17	1	16	3	1	2	3	1	6	2	3	4	7	6	3	5	2	1
	2%	*	3%	3%	1%	1%	2%	1%	3%	1%	1%	2%	3%	2%	1%	2%	1%	1%

Euro Poll

CATI Fieldwork : December 19th-21st 2008

Absolutes/col percents

Table 3
Classification
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	1000	420	580	64	153	179	194	195	215	321	248	188	243	263	262	248	139	88
Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
Gender																		
Male	480 48%	480 100%	- -	64 54%	70 44%	92 47%	97 58%	73 49%	84 40%	136 52%	126 43%	129 61%	90 37%	126 48%	118 45%	132 53%	64 45%	41 46%
Female	520 52%	- -	520 100%	54 46%	89 56%	106 53%	71 42%	76 51%	124 60%	124 48%	164 57%	81 39%	150 63%	136 52%	144 55%	115 47%	77 55%	47 54%
Age																		
18-24	(21) 12%	64 13%	54 10%	119 100%	- -	- -	- -	- -	- -	34 13%	40 14%	27 13%	18 8%	37 14%	27 10%	25 10%	18 13%	11 13%
25-34	(29.5) 16%	70 14%	89 17%	- -	158 100%	- -	- -	- -	- -	42 16%	56 19%	38 18%	22 9%	55 21%	38 15%	35 14%	18 12%	13 15%
35-44	(39.5) 20%	92 19%	106 20%	- -	- -	198 100%	- -	- -	- -	63 24%	52 18%	52 25%	31 13%	50 19%	50 19%	51 21%	27 19%	20 23%
45-54	(49.5) 17%	97 20%	71 14%	- -	- -	- -	168 100%	- -	- -	44 17%	52 18%	39 18%	33 14%	29 11%	46 18%	50 20%	28 20%	15 17%
55-64	(59.5) 15%	73 15%	76 15%	- -	- -	- -	- -	149 100%	- -	39 15%	44 15%	35 17%	31 13%	42 16%	39 15%	31 13%	26 18%	10 11%
65+	(70) 21%	84 18%	124 24%	- -	- -	- -	- -	- -	208 100%	38 15%	46 16%	19 9%	104 43%	49 19%	62 23%	55 22%	24 17%	19 21%
Average age	46.71	45.96	47.41	21.00	29.50	39.50	49.50	59.50	70.00	44.64	44.77	43.25	54.33	44.83	48.07	47.51	46.66	46.15

Euro Poll

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Absolutes/col percents

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	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
Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Social Class</u>																		
AB	260 26%	136 28%	124 24%	34 28%	42 27%	63 32%	44 26%	39 26%	38 18%	260 100%	-	-	-	86 33%	61 23%	65 26%	35 25%	12 14%
C1	290 29%	126 26%	164 32%	40 33%	56 35%	52 26%	52 31%	44 30%	46 22%	-	290 100%	-	-	84 32%	66 25%	66 27%	43 30%	32 36%
C2	210 21%	129 27%	81 16%	27 23%	38 24%	52 26%	39 23%	35 23%	19 9%	-	-	210 100%	-	44 17%	64 24%	47 19%	34 24%	22 24%
DE	240 24%	90 19%	150 29%	18 16%	22 14%	31 16%	33 20%	31 21%	104 50%	-	-	-	240 100%	49 19%	70 27%	69 28%	29 21%	23 26%
<u>Region</u>																		
North	335 33%	172 36%	163 31%	36 31%	47 30%	72 36%	65 39%	41 28%	73 35%	77 30%	97 34%	68 33%	92 38%	-	-	247 100%	-	88 100%
Midlands	314 31%	146 30%	168 32%	40 34%	41 26%	56 28%	59 35%	49 33%	69 33%	77 30%	76 26%	79 38%	82 34%	-	262 100%	-	52 37%	-
South	351 35%	161 34%	190 36%	42 36%	70 44%	70 35%	44 26%	58 39%	66 32%	106 41%	116 40%	63 30%	66 28%	262 100%	-	-	89 63%	-

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	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
Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Working status</u>																		
Full-time	450 45%	288 60%	162 31%	49 41%	97 61%	118 60%	111 66%	68 46%	7 4%	137 53%	157 54%	106 50%	51 21%	122 47%	102 39%	115 47%	65 46%	45 51%
Part-time	120 12%	27 6%	93 18%	12 10%	26 16%	29 15%	24 14%	20 13%	9 4%	33 13%	40 14%	33 16%	13 5%	30 11%	39 15%	25 10%	17 12%	10 11%
Not working but seeking work or temporarily unemployed/sick	68 7%	40 8%	28 5%	17 15%	13 8%	18 9%	11 6%	7 5%	1 1%	6 2%	15 5%	19 9%	28 12%	16 6%	20 8%	22 9%	5 4%	4 5%
Not working/not seeking work	75 7%	14 3%	60 12%	5 4%	17 11%	30 15%	15 9%	7 5%	-	19 7%	12 4%	15 7%	29 12%	18 7%	21 8%	19 8%	9 6%	8 9%
Retired	243 24%	92 19%	151 29%	-	-	2 1%	6 4%	47 31%	188 90%	46 18%	55 19%	26 12%	117 49%	55 21%	71 27%	62 25%	35 25%	20 23%
Student	43 4%	19 4%	24 5%	36 30%	5 3%	-	1 *	-	2 1%	19 7%	11 4%	11 5%	2 1%	19 7%	9 4%	4 2%	9 6%	1 1%
Refused	1 *	-	1 *	-	1 1%	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-

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	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
Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
Tenure																		
Own outright	327 33%	155 32%	171 33%	23 19%	7 4%	25 13%	39 23%	91 61%	142 68%	85 33%	92 32%	61 29%	89 37%	75 29%	90 34%	83 34%	50 36%	28 32%
Own with a mortgage	386 39%	194 40%	192 37%	34 28%	84 53%	127 64%	88 52%	39 26%	14 7%	135 52%	114 39%	96 46%	41 17%	104 40%	102 39%	96 39%	51 36%	34 38%
Council	129 13%	52 11%	76 15%	16 14%	21 13%	21 10%	25 15%	11 8%	35 17%	10 4%	27 9%	27 13%	65 27%	31 12%	33 13%	38 15%	12 9%	14 16%
Housing Assoc.	50 5%	24 5%	26 5%	10 9%	10 7%	8 4%	9 6%	3 2%	8 4%	4 1%	12 4%	10 5%	24 10%	11 4%	10 4%	16 7%	6 4%	6 7%
Rented from someone else	87 9%	47 10%	40 8%	26 22%	33 21%	15 8%	4 3%	2 2%	7 3%	19 7%	37 13%	12 6%	19 8%	35 13%	19 7%	11 4%	17 12%	6 7%
Rent free	3 *	1 *	2 *	1 1%	1 1%	1 *	- -	1 *	- -	2 1%	- -	1 *	1 *	- -	3 1%	- -	- -	- -
Refused	18 2%	6 1%	12 2%	9 7%	3 2%	1 *	3 2%	1 1%	2 1%	6 2%	7 2%	3 1%	2 1%	6 2%	4 2%	4 2%	5 3%	- -

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	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
Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Foreign Holiday in last 3 years</u>																		
Yes	600 60%	284 59%	316 61%	72 61%	103 65%	123 62%	107 64%	97 65%	99 47%	195 75%	207 71%	110 53%	88 37%	180 69%	145 55%	138 56%	88 62%	49 56%
No	400 40%	196 41%	204 39%	47 39%	56 35%	75 38%	61 36%	52 35%	109 53%	65 25%	83 29%	100 47%	152 63%	82 31%	117 45%	109 44%	53 38%	39 44%
<u>Number of cars</u>																		
None	208 21%	73 15%	135 26%	31 26%	35 22%	24 12%	24 14%	22 15%	73 35%	24 9%	52 18%	25 12%	108 45%	65 25%	50 19%	51 21%	20 14%	23 26%
1	416 42%	212 44%	203 39%	35 29%	63 40%	100 51%	65 38%	58 39%	94 45%	92 36%	130 45%	104 50%	89 37%	103 39%	112 43%	116 47%	50 36%	34 39%
2	287 29%	143 30%	144 28%	29 24%	51 32%	64 32%	53 32%	60 40%	31 15%	99 38%	88 30%	68 32%	33 14%	74 28%	75 29%	62 25%	52 37%	24 28%
3+	89 9%	51 11%	38 7%	24 20%	9 6%	10 5%	27 16%	9 6%	10 5%	45 17%	20 7%	13 6%	11 4%	20 8%	25 9%	19 8%	19 13%	7 8%

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Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Internet Access</u>																		
At all	787 79%	394 82%	393 76%	113 95%	150 95%	182 92%	141 84%	108 72%	93 45%	240 92%	253 87%	169 80%	126 52%	222 85%	197 75%	193 78%	108 76%	67 76%
At home (net)	706 71%	356 74%	350 67%	103 87%	138 87%	167 84%	128 76%	93 63%	77 37%	225 86%	219 75%	159 76%	103 43%	201 77%	179 68%	172 70%	96 68%	58 65%
At work (net)	361 36%	196 41%	165 32%	50 42%	88 55%	88 44%	77 46%	50 34%	8 4%	141 54%	148 51%	46 22%	26 11%	112 43%	85 32%	89 36%	44 31%	31 36%
At home	395 39%	186 39%	209 40%	59 50%	62 39%	89 45%	61 36%	52 35%	72 35%	94 36%	100 34%	119 57%	82 34%	103 39%	105 40%	94 38%	59 42%	34 38%
At work	50 5%	25 5%	24 5%	5 5%	12 7%	10 5%	11 6%	9 6%	3 1%	10 4%	29 10%	6 3%	5 2%	14 5%	10 4%	11 4%	7 5%	8 9%
Both at home and at work	311 31%	170 35%	141 27%	45 38%	76 48%	78 39%	67 40%	41 28%	5 2%	131 50%	119 41%	40 19%	21 9%	98 37%	75 28%	78 32%	37 26%	24 27%
Somewhere else	32 3%	13 3%	19 4%	4 3%	1 *	5 3%	3 2%	5 4%	14 7%	5 2%	5 2%	4 2%	18 7%	7 3%	8 3%	10 4%	4 3%	2 2%
Not at all	213 21%	86 18%	127 24%	6 5%	8 5%	16 8%	27 16%	41 28%	115 55%	20 8%	37 13%	41 20%	114 48%	40 15%	65 25%	54 22%	33 24%	21 24%

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	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
Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
What is the highest educational level that you have achieved to date?																		
Secondary/ high school/ NVQ 1-3	493 49%	216 45%	276 53%	61 51%	61 39%	105 53%	89 53%	72 48%	105 51%	87 33%	147 51%	124 59%	135 56%	114 43%	128 49%	127 51%	75 53%	49 56%
University degree or equivalent professional qualification/ NVQ4	296 30%	158 33%	138 27%	43 36%	60 38%	59 30%	46 27%	44 29%	43 21%	113 44%	97 34%	48 23%	37 16%	98 38%	77 29%	64 26%	32 23%	24 27%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	74 7%	40 8%	34 6%	4 4%	27 17%	21 10%	9 5%	7 5%	6 3%	47 18%	16 5%	9 5%	2 1%	26 10%	11 4%	21 8%	13 9%	3 4%
No formal education	129 13%	63 13%	66 13%	7 6%	10 6%	14 7%	23 14%	26 18%	49 24%	12 4%	26 9%	29 14%	63 26%	22 8%	43 16%	34 14%	19 14%	11 12%
None of these	2 *	- -	2 *	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	2 1%	- -	1 *	- -	- -	1 1%
Refused	7 1%	3 1%	4 1%	3 3%	1 *	- -	* *	* *	3 1%	2 1%	3 1%	* *	2 1%	2 1%	3 1%	1 *	2 1%	- -

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Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Marital Status</u>																		
Single	243 24%	144 30%	99 19%	72 61%	52 33%	48 24%	36 21%	17 11%	18 9%	61 23%	76 26%	48 23%	57 24%	84 32%	62 23%	53 21%	26 18%	19 21%
Married/ co-habiting	549 55%	272 57%	277 53%	45 38%	95 60%	120 60%	105 63%	99 66%	85 41%	165 63%	160 55%	134 64%	90 37%	126 48%	147 56%	143 58%	83 59%	51 58%
Widowed/ separated/ divorced	203 20%	65 13%	139 27%	1 1%	11 7%	29 15%	26 16%	33 22%	104 50%	34 13%	51 18%	26 12%	92 38%	49 19%	53 20%	51 21%	32 22%	18 21%
Refused	5 *	- -	5 1%	- -	1 1%	1 1%	1 1%	1 1%	1 *	- -	3 1%	1 *	1 *	3 1%	1 *	- -	1 1%	- -
<u>Children</u>																		
None aged 18 or under	697 70%	351 73%	346 67%	88 74%	84 53%	67 34%	113 67%	141 95%	204 98%	178 69%	203 70%	125 60%	190 79%	186 71%	181 69%	165 67%	101 71%	64 73%
NET: Yes	297 30%	126 26%	171 33%	30 26%	74 47%	127 64%	54 32%	8 5%	4 2%	82 31%	83 29%	83 40%	50 21%	74 28%	81 31%	79 32%	40 29%	24 27%
NET: Yes any aged 15 or under	263 26%	109 23%	154 30%	30 26%	74 47%	113 57%	38 22%	3 2%	4 2%	75 29%	73 25%	68 33%	47 19%	66 25%	73 28%	69 28%	34 24%	22 25%
- Aged under 5	121 12%	46 10%	74 14%	27 23%	49 31%	40 20%	4 3%	1 1%	- -	30 12%	29 10%	39 18%	23 10%	28 11%	32 12%	30 12%	21 15%	10 12%
- Aged 5-10	131 13%	49 10%	82 16%	7 5%	41 26%	72 37%	10 6%	- -	1 1%	36 14%	34 12%	36 17%	25 10%	35 13%	32 12%	32 13%	16 12%	15 17%
- Aged 11-15	104 10%	49 10%	56 11%	- -	12 7%	53 27%	33 20%	3 2%	4 2%	33 13%	31 11%	21 10%	20 8%	20 8%	34 13%	31 13%	11 8%	8 9%
- Aged 16-18	67 7%	36 7%	31 6%	- -	- -	33 17%	28 17%	5 4%	- -	18 7%	22 8%	19 9%	7 3%	15 6%	17 6%	22 9%	9 6%	4 5%
Refused	5 1%	3 1%	3 *	- -	- -	4 2%	1 1%	- -	- -	- -	4 1%	2 1%	- -	3 1%	- -	3 1%	- -	- -

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	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
Weighted base	1000	480	520	119	158	198	168	149	208	260	290	210	240	262	262	247	141	88
<u>Grocery shopping status</u>																		
Yes - do half or more	807 81%	335 70%	472 91%	66 55%	137 86%	172 87%	138 82%	119 80%	177 85%	195 75%	241 83%	157 75%	215 90%	208 79%	218 83%	198 80%	109 78%	74 84%
No - do less than half	190 19%	144 30%	46 9%	52 43%	21 13%	26 13%	30 18%	30 20%	30 15%	64 24%	48 17%	53 25%	25 10%	53 20%	43 16%	49 20%	32 22%	14 16%
Refused	3 *	1 *	2 *	1 1%	1 *	- -	* *	- -	1 *	1 1%	1 *	* *	- -	1 *	1 1%	1 *	- -	- -