



ICM Poll for The Guardian

Fieldwork dates: 9-10th July 2008

Interview Method: Telephone, unless otherwise stated.

Population effectively sampled: All adults aged 18+ in Great Britain

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: 1,009 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: martin.boon@icmresearch.co.uk

US Elections

CATI Fieldwork : July 9th-10th 2008

Absolutes/col percents

Table 1

Q1. You may have seen or heard that John McCain and Barack Obama are set to be the candidates in the American Presidential elections which will take place in November. As far as you are aware, which one of them do you think would make the better President of the United States?

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	1009	430	579	60	131	157	169	223	269	295	233	171	310	263	269	244	143	90
Weighted base	1009	484	525	120	160	200	170	150	210	262	293	212	242	264	264	249	142	89
Barack Obama - Democrat	535 53%	274 57%	261 50%	64 53%	87 54%	104 52%	92 54%	79 53%	109 52%	155 59%	170 58%	107 51%	102 42%	133 50%	145 55%	142 57%	67 47%	48 54%
John McCain- Republican	110 11%	68 14%	42 8%	19 16%	15 9%	15 7%	12 7%	17 12%	32 15%	26 10%	27 9%	25 12%	33 13%	37 14%	26 10%	24 10%	11 8%	12 14%
Don't know	364 36%	143 29%	222 42%	37 31%	58 36%	81 41%	66 39%	54 36%	69 33%	81 31%	95 33%	80 38%	107 44%	94 36%	94 35%	84 34%	64 45%	28 32%

US Elections

CATI Fieldwork : July 9th-10th 2008

Absolutes/col percents

Table 2
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	1009	430	579	60	131	157	169	223	269	295	233	171	310	263	269	244	143	90
Weighted base	1009	484	525	120	160	200	170	150	210	262	293	212	242	264	264	249	142	89
Gender																		
Male	484 48%	484 100%	- -	61 51%	65 41%	116 58%	68 40%	75 50%	99 47%	122 46%	157 54%	111 52%	95 39%	143 54%	118 44%	123 49%	68 47%	34 38%
Female	525 52%	- -	525 100%	59 49%	95 59%	84 42%	102 60%	75 50%	110 53%	141 54%	136 46%	101 48%	147 61%	122 46%	147 56%	127 51%	75 53%	55 62%
Age																		
18-24	(21) 12%	61 13%	59 11%	120 100%	- -	- -	- -	- -	- -	29 11%	44 15%	28 13%	18 8%	37 14%	21 8%	42 17%	11 8%	9 10%
25-34	(29.5) 16%	65 13%	95 18%	- -	160 100%	- -	- -	- -	- -	46 18%	57 20%	26 12%	30 12%	40 15%	51 19%	35 14%	18 13%	16 18%
35-44	(39.5) 20%	116 24%	84 16%	- -	- -	200 100%	- -	- -	- -	51 19%	62 21%	59 28%	29 12%	57 21%	54 21%	44 17%	29 21%	16 18%
45-54	(49.5) 17%	68 14%	102 19%	- -	- -	- -	170 100%	- -	- -	47 18%	49 17%	43 20%	30 12%	48 18%	49 19%	37 15%	17 12%	18 20%
55-64	(59.5) 15%	75 16%	75 14%	- -	- -	- -	- -	150 100%	- -	41 15%	33 11%	36 17%	40 17%	30 11%	41 15%	40 16%	25 18%	14 16%
65+	(70) 21%	99 21%	110 21%	- -	- -	- -	- -	- -	210 100%	48 18%	47 16%	19 9%	95 39%	53 20%	48 18%	51 21%	41 29%	16 18%
Average age	46.71	46.60	46.82	21.00	29.50	39.50	49.50	59.50	70.00	46.17	43.67	43.96	53.39	45.64	46.60	45.97	50.40	46.41

US Elections

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Weighted base	1009	484	525	120	160	200	170	150	210	262	293	212	242	264	264	249	142	89
<u>Social Class</u>																		
AB	262 26%	122 25%	141 27%	29 25%	46 29%	51 25%	47 28%	41 27%	48 23%	262 100%	-	-	-	81 30%	75 29%	62 25%	30 21%	15 17%
C1	293 29%	157 32%	136 26%	44 36%	57 36%	62 31%	49 29%	33 22%	47 23%	-	293 100%	-	-	81 30%	70 27%	75 30%	41 29%	26 29%
C2	212 21%	111 23%	101 19%	28 24%	26 17%	59 29%	43 26%	36 24%	19 9%	-	-	212 100%	-	42 16%	64 24%	52 21%	35 25%	19 22%
DE	242 24%	95 20%	147 28%	18 15%	30 19%	29 14%	30 18%	40 27%	95 45%	-	-	-	242 100%	61 23%	55 21%	61 24%	36 25%	29 32%
<u>Region</u>																		
North	338 34%	157 32%	181 35%	51 43%	51 32%	60 30%	55 32%	54 36%	67 32%	77 29%	100 34%	71 34%	90 37%	-	-	249 100%	-	89 100%
Midlands	317 31%	142 29%	175 33%	26 22%	56 35%	66 33%	57 34%	50 33%	62 29%	83 32%	88 30%	79 37%	67 28%	-	264 100%	-	52 37%	-
South	354 35%	186 38%	169 32%	42 35%	53 33%	75 37%	57 34%	46 31%	81 39%	103 39%	104 36%	62 29%	86 35%	264 100%	-	-	90 63%	-

US Elections

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Absolutes/col percents

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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	1009	484	525	120	160	200	170	150	210	262	293	212	242	264	264	249	142	89
<u>Working status</u>																		
Full-time	454 45%	288 59%	167 32%	40 33%	93 58%	139 70%	113 67%	63 42%	6 3%	135 52%	155 53%	108 51%	57 23%	110 42%	123 47%	116 47%	65 46%	39 44%
Part-time	121 12%	28 6%	93 18%	14 11%	23 14%	32 16%	26 16%	17 11%	9 4%	32 12%	37 13%	40 19%	12 5%	33 13%	30 11%	28 11%	19 13%	11 12%
Not working but seeking work or temporarily unemployed/sick	44 4%	19 4%	25 5%	9 8%	10 6%	7 3%	9 5%	6 4%	3 1%	10 4%	10 3%	10 5%	14 6%	13 5%	9 3%	15 6%	3 2%	4 4%
Not working/not seeking work	72 7%	15 3%	57 11%	5 4%	22 14%	19 10%	14 8%	12 8%	1 *	18 7%	13 4%	12 6%	30 12%	21 8%	26 10%	14 6%	4 3%	7 8%
Retired	251 25%	106 22%	145 28%	2 2%	1 1%	- -	6 4%	51 34%	191 91%	56 21%	50 17%	25 12%	120 50%	59 22%	62 23%	64 26%	48 34%	18 21%
Student	62 6%	28 6%	35 7%	50 42%	9 6%	2 1%	1 *	- -	- -	12 4%	28 9%	16 7%	8 3%	26 10%	12 5%	13 5%	3 2%	9 10%
Refused	4 *	1 *	3 1%	- -	3 2%	- -	- -	1 1%	- -	1 *	- -	1 1%	3 1%	2 1%	2 1%	- -	- -	1 1%

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Weighted base	1009	484	525	120	160	200	170	150	210	262	293	212	242	264	264	249	142	89
Tenure																		
Own outright	329 33%	150 31%	179 34%	20 16%	14 9%	21 11%	43 25%	80 54%	151 72%	92 35%	76 26%	73 35%	88 36%	77 29%	84 32%	84 34%	59 42%	26 29%
Own with a mortgage	390 39%	196 40%	194 37%	60 50%	81 51%	114 57%	78 46%	43 29%	15 7%	119 45%	144 49%	81 38%	46 19%	109 41%	109 41%	91 37%	49 34%	31 35%
Council	130 13%	58 12%	72 14%	18 15%	21 13%	27 13%	25 15%	14 9%	25 12%	14 5%	18 6%	29 14%	68 28%	28 11%	30 11%	40 16%	12 8%	19 22%
Housing Assoc.	38 4%	10 2%	28 5%	5 5%	10 6%	8 4%	5 3%	1 1%	9 4%	5 2%	9 3%	7 3%	18 7%	7 3%	11 4%	12 5%	4 3%	3 4%
Rented from someone else	85 8%	51 11%	34 6%	15 12%	29 18%	21 10%	13 8%	5 3%	3 1%	22 8%	33 11%	17 8%	13 5%	31 12%	23 9%	15 6%	11 7%	6 7%
Rent free	6 1%	4 1%	2 *	- -	1 1%	- -	2 1%	2 1%	2 1%	2 1%	2 1%	1 *	1 *	2 1%	1 *	2 1%	1 *	- -
Refused	31 3%	15 3%	16 3%	2 1%	4 2%	10 5%	3 2%	5 4%	7 3%	9 4%	10 3%	4 2%	8 3%	10 4%	6 2%	5 2%	7 5%	3 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	1009	484	525	120	160	200	170	150	210	262	293	212	242	264	264	249	142	89
<u>Foreign Holiday in last 3 years</u>																		
Yes	605	293	313	69	103	132	108	92	101	189	203	112	102	163	163	156	76	47
	60%	60%	60%	57%	64%	66%	64%	62%	48%	72%	70%	53%	42%	62%	62%	63%	54%	53%
No	404	192	212	51	57	68	62	58	109	74	89	100	140	101	101	93	66	42
	40%	40%	40%	43%	36%	34%	36%	38%	52%	28%	30%	47%	58%	38%	38%	37%	46%	47%
<u>Number of cars</u>																		
None	210	85	124	29	27	34	24	22	75	17	50	41	102	60	42	54	26	27
	21%	18%	24%	24%	17%	17%	14%	14%	36%	6%	17%	19%	42%	23%	16%	22%	18%	31%
1	420	199	221	45	77	74	67	59	98	108	128	89	95	107	116	97	65	36
	42%	41%	42%	38%	48%	37%	39%	39%	47%	41%	44%	42%	39%	40%	44%	39%	46%	40%
2	290	150	139	22	47	82	55	53	31	105	86	63	36	73	85	77	35	20
	29%	31%	27%	18%	29%	41%	32%	35%	15%	40%	29%	30%	15%	28%	32%	31%	24%	22%
3+	90	50	40	24	9	9	25	16	6	33	29	20	9	24	21	21	17	6
	9%	10%	8%	20%	6%	5%	14%	11%	3%	13%	10%	9%	4%	9%	8%	9%	12%	7%

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Weighted base	1009	484	525	120	160	200	170	150	210	262	293	212	242	264	264	249	142	89
Internet Access																		
At all	742 74%	370 76%	371 71%	106 88%	144 90%	177 89%	140 82%	97 65%	78 37%	225 86%	245 84%	154 73%	118 49%	199 75%	202 76%	181 73%	97 68%	63 71%
At home (net)	691 69%	338 70%	354 67%	99 82%	133 83%	164 82%	134 79%	89 59%	73 35%	217 83%	232 79%	133 63%	110 46%	181 69%	188 71%	172 69%	89 63%	60 68%
At work (net)	311 31%	169 35%	142 27%	37 31%	78 49%	95 47%	63 37%	32 21%	6 3%	116 44%	117 40%	54 26%	24 10%	87 33%	88 33%	69 28%	39 27%	28 32%
At home	415 41%	189 39%	226 43%	65 54%	62 39%	78 39%	76 45%	64 43%	70 33%	108 41%	123 42%	95 45%	88 36%	103 39%	109 41%	111 44%	58 41%	35 39%
At work	35 3%	21 4%	14 3%	3 3%	7 4%	10 5%	6 3%	7 5%	2 1%	7 3%	9 3%	17 8%	2 1%	9 3%	9 3%	7 3%	7 5%	2 3%
Both at home and at work	276 27%	148 31%	128 24%	34 28%	71 44%	85 43%	58 34%	25 17%	3 2%	108 41%	109 37%	37 18%	22 9%	78 30%	79 30%	61 25%	32 22%	26 29%
Somewhere else	16 2%	12 2%	4 1%	4 4%	4 2%	4 2%	1 *	1 1%	2 1%	1 1%	4 2%	4 2%	6 2%	8 3%	5 2%	2 1%	- -	1 1%
Not at all	250 25%	107 22%	144 27%	11 9%	13 8%	17 8%	29 17%	50 34%	130 62%	35 13%	43 15%	52 24%	120 50%	63 24%	60 23%	67 27%	41 29%	20 23%
Refused	17 2%	8 2%	9 2%	3 2%	3 2%	6 3%	1 1%	3 2%	1 1%	2 1%	5 2%	6 3%	4 2%	3 1%	2 1%	2 1%	4 3%	5 6%

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Weighted base	1009	484	525	120	160	200	170	150	210	262	293	212	242	264	264	249	142	89
What is the highest educational level that you have achieved to date?																		
Secondary/ high school/ NVQ 1-3	526 52%	231 48%	294 56%	79 66%	70 43%	100 50%	87 51%	84 56%	107 51%	101 38%	137 47%	135 63%	153 63%	122 46%	131 50%	146 58%	80 56%	48 54%
University degree or equivalent professional qualification/ NVQ4	258 26%	135 28%	123 23%	34 29%	62 39%	55 28%	40 24%	27 18%	40 19%	103 39%	92 31%	38 18%	25 10%	82 31%	66 25%	59 24%	30 21%	22 24%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	81 8%	47 10%	34 6%	6 5%	18 11%	22 11%	17 10%	9 6%	9 4%	42 16%	30 10%	1 1%	8 3%	31 12%	23 9%	12 5%	5 4%	11 12%
No formal education	113 11%	55 11%	58 11%	- -	8 5%	15 7%	20 12%	24 16%	46 22%	12 4%	24 8%	31 14%	47 19%	23 9%	36 14%	28 11%	19 14%	7 7%
None of these	9 1%	3 1%	6 1%	- -	- -	2 1%	2 1%	3 2%	3 1%	1 *	3 1%	3 1%	3 1%	2 1%	4 1%	1 *	1 1%	1 1%
Refused	21 2%	13 3%	9 2%	- -	2 1%	6 3%	4 2%	4 2%	6 3%	4 2%	7 2%	5 2%	5 2%	5 2%	4 1%	5 2%	7 5%	2 2%

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	Gender		Age						Social Class				Region					
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Weighted base	1009	484	525	120	160	200	170	150	210	262	293	212	242	264	264	249	142	89
<u>Marital Status</u>																		
Single	230 23%	129 27%	101 19%	88 74%	54 34%	37 18%	18 10%	14 9%	19 9%	51 19%	78 27%	50 24%	51 21%	67 25%	55 21%	50 20%	37 26%	22 25%
Married/ co-habiting	562 56%	272 56%	290 55%	25 21%	92 58%	130 65%	119 70%	97 64%	98 47%	174 66%	163 56%	126 59%	99 41%	147 56%	154 58%	143 58%	71 50%	47 53%
Widowed/ separated/ divorced	192 19%	71 15%	122 23%	4 3%	7 5%	26 13%	29 17%	36 24%	90 43%	34 13%	41 14%	32 15%	85 35%	40 15%	52 19%	51 21%	32 22%	18 20%
Refused	25 2%	13 3%	12 2%	2 2%	6 4%	7 4%	4 2%	3 2%	2 1%	4 1%	10 3%	4 2%	7 3%	10 4%	4 1%	5 2%	4 2%	3 3%
<u>Children</u>																		
None aged 18 or under	697 69%	345 71%	352 67%	97 81%	79 50%	64 32%	109 64%	141 94%	207 99%	184 70%	194 66%	134 63%	185 77%	177 67%	172 65%	173 69%	113 80%	62 69%
NET: Yes	290 29%	126 26%	164 31%	22 19%	77 48%	127 64%	58 34%	5 3%	1 *	74 28%	91 31%	73 34%	53 22%	77 29%	89 34%	72 29%	26 18%	26 29%
NET: Yes any aged 15 or under	261 26%	108 22%	152 29%	20 17%	77 48%	120 60%	40 24%	3 2%	1 *	66 25%	83 28%	64 30%	47 20%	70 26%	83 31%	62 25%	24 17%	21 24%
- Aged under 5	116 12%	48 10%	68 13%	16 14%	54 34%	38 19%	7 4%	- -	1 *	25 9%	41 14%	26 12%	25 10%	35 13%	34 13%	32 13%	5 4%	10 11%
- Aged 5-10	136 13%	56 12%	79 15%	4 3%	37 23%	75 38%	19 11%	- -	- -	32 12%	43 15%	37 18%	23 10%	34 13%	42 16%	31 12%	15 10%	13 15%
- Aged 11-15	110 11%	43 9%	67 13%	2 2%	21 13%	61 31%	23 13%	3 2%	- -	33 13%	25 9%	33 16%	19 8%	30 11%	39 15%	26 10%	13 9%	3 4%
- Aged 16-18	64 6%	36 8%	28 5%	2 2%	3 2%	30 15%	25 15%	3 2%	1 *	16 6%	16 5%	19 9%	14 6%	15 6%	22 8%	16 6%	6 4%	6 6%
Refused	22 2%	13 3%	9 2%	- -	4 2%	9 5%	3 2%	3 2%	2 1%	5 2%	8 3%	5 3%	4 1%	10 4%	3 1%	4 2%	3 2%	2 2%

theguardian

Prepared on behalf of the Guardian by ICM Research

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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	1009	484	525	120	160	200	170	150	210	262	293	212	242	264	264	249	142	89
<u>Grocery shopping status</u>																		
Yes - do half or more	752 75%	280 58%	472 90%	56 47%	137 86%	147 73%	135 79%	118 79%	160 76%	197 75%	208 71%	149 70%	197 81%	194 73%	209 79%	167 67%	107 75%	76 85%
No - do less than half	247 25%	197 41%	51 10%	64 53%	21 13%	49 24%	34 20%	31 21%	48 23%	64 24%	80 27%	60 28%	44 18%	69 26%	53 20%	81 32%	33 23%	11 13%
Refused	10 1%	7 2%	2 *	- -	2 1%	4 2%	1 *	1 1%	2 1%	1 *	4 1%	3 1%	1 1%	2 1%	2 1%	2 1%	3 2%	2 2%