

# Clear thinking in a complex world



## ICM Poll for The Guardian

**Fieldwork dates:** 18-20<sup>th</sup> July 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:** 1,007

**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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## Opinion Poll

### CATI Fieldwork : July 18th-20th 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	1007	449	558	74	145	593	195	317	244	188	258	293	190	119	56	190	274	110	337	314	356	
Weighted base	1007	487	520	122	158	514	213	266	293	210	238	290	177	131	61	191	224	129	334	314	359	
Certain to vote	(10)	510	236	274	31	50	288	141	151	154	95	109	181	98	66	29	134	141	74	177	166	167
		51%	48%	53%	25%	31%	56%	66%	57%	52%	46%	46%	62%	55%	50%	47%	70%	63%	58%	53%	53%	47%
	(9)	50	28	21	8	6	29	7	13	14	12	11	12	15	10	7	7	12	12	14	11	24
		5%	6%	4%	6%	4%	6%	3%	5%	5%	6%	5%	4%	9%	7%	11%	4%	5%	9%	4%	4%	7%
	(8)	102	46	55	23	19	46	13	23	35	22	22	35	25	19	6	19	22	20	24	28	49
		10%	9%	11%	19%	12%	9%	6%	8%	12%	11%	9%	12%	14%	14%	10%	10%	10%	16%	7%	9%	14%
	(7)	47	27	20	9	7	21	9	16	9	13	9	20	11	7	2	11	11	3	11	17	19
		5%	6%	4%	7%	5%	4%	4%	6%	3%	6%	4%	7%	6%	5%	3%	6%	5%	3%	3%	5%	5%
	(6)	39	20	19	6	13	18	2	13	5	14	7	5	8	8	4	4	9	5	13	16	10
		4%	4%	4%	5%	8%	4%	1%	5%	2%	7%	3%	2%	5%	6%	6%	2%	4%	4%	4%	5%	3%
	(5)	89	43	45	16	22	35	15	22	26	15	26	26	15	15	6	9	13	10	34	24	31
		9%	9%	9%	13%	14%	7%	7%	8%	9%	7%	11%	9%	9%	12%	10%	5%	6%	8%	10%	8%	9%
	(4)	21	9	12	2	9	8	2	4	6	7	4	6	1	4	-	1	4	2	7	11	2
		2%	2%	2%	1%	6%	2%	1%	2%	2%	3%	2%	2%	1%	3%	-	1%	2%	1%	2%	4%	1%
	(3)	17	10	7	5	3	6	2	5	3	2	7	3	3	2	1	3	1	3	5	2	9
		2%	2%	1%	4%	2%	1%	1%	2%	1%	1%	3%	1%	2%	2%	1%	2%	*	3%	2%	1%	3%
	(2)	13	11	2	5	1	7	-	3	7	1	2	1	1	-	7	-	1	-	6	-	7
		1%	2%	*	4%	1%	1%	-	1%	2%	*	1%	*	1%	-	12%	-	*	-	2%	-	2%
Certain not to vote	(1)	118	55	63	18	28	54	18	16	34	29	39	-	-	-	-	2	9	-	40	39	39
		12%	11%	12%	15%	18%	11%	8%	6%	12%	14%	16%	-	-	-	-	1%	4%	-	12%	12%	11%
Refused		2	1	1	-	-	-	2	-	-	-	2	-	-	-	-	-	1	-	1	-	1
		*	*	*	-	-	-	1%	-	-	-	1%	-	-	-	-	-	*	-	*	-	*
Don't know		1	1	*	-	-	-	1	-	-	-	1	-	-	-	-	-	*	-	-	1	*
		*	*	*	-	-	-	1%	-	-	-	*	-	-	-	-	-	*	-	-	*	*
Mean		7.61	7.52	7.69	6.48	6.43	7.91	8.42	8.13	7.67	7.40	7.13	8.75	8.62	8.33	7.85	9.01	8.61	8.73	7.57	7.67	7.59
Standard deviation		3.15	3.16	3.14	3.20	3.29	3.06	2.80	2.73	3.19	3.19	3.42	1.92	1.93	2.08	2.78	1.87	2.35	1.90	3.22	3.13	3.09
Standard error		0.10	0.15	0.13	0.37	0.27	0.13	0.20	0.15	0.20	0.23	0.21	0.11	0.14	0.19	0.37	0.14	0.14	0.18	0.18	0.18	0.16

## Opinion Poll

### CATI Fieldwork : July 18th-20th 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	1007	449	558	74	145	593	195	317	244	188	258	293	190	119	56	190	274	110	337	314	356
Weighted base	1007	487	520	122	158	514	213	266	293	210	238	290	177	131	61	191	224	129	334	314	359
Conservative	290	157	133	26	34	160	70	88	77	65	60	290	-	-	-	159	39	14	73	101	116
	29%	32%	26%	21%	21%	31%	33%	33%	26%	31%	25%	100%	-	-	-	83%	18%	11%	22%	32%	32%
Labour	177	73	104	22	33	86	37	44	52	30	51	-	177	-	-	5	113	7	77	40	60
	18%	15%	20%	18%	21%	17%	17%	17%	18%	14%	21%	-	100%	-	-	2%	51%	6%	23%	13%	17%
Liberal Democrat/ Liberal	131	63	68	19	22	56	35	45	45	15	26	-	-	131	-	6	12	85	35	32	64
	13%	13%	13%	15%	14%	11%	16%	17%	15%	7%	11%	-	-	100%	-	3%	6%	66%	11%	10%	18%
Scottish National Party/ SNP	12	7	5	-	3	9	-	1	3	4	4	-	-	-	12	-	3	*	11	1	-
	1%	1%	1%	-	2%	2%	-	*	1%	2%	2%	-	-	-	20%	-	1%	*	3%	*	-
Plaid Cymru	3	2	1	-	-	3	-	1	1	1	-	-	-	-	3	-	2	-	-	3	-
	*	*	*	-	-	1%	-	*	*	1%	-	-	-	-	6%	-	1%	-	-	1%	-
Green Party	19	9	10	9	3	6	1	11	7	-	2	-	-	-	19	1	3	3	3	3	13
	2%	2%	2%	7%	2%	1%	1%	4%	2%	-	1%	-	-	-	32%	1%	1%	3%	1%	1%	4%
UK Independence Party (UKIP)	11	8	3	1	1	4	4	3	3	1	3	-	-	-	11	2	2	4	2	7	2
	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	-	-	-	18%	1%	1%	3%	1%	2%	1%
Other	15	7	8	2	2	10	1	3	10	1	1	-	-	-	15	-	3	-	6	2	7
	2%	2%	2%	2%	1%	2%	1%	1%	4%	*	1%	-	-	-	25%	-	1%	-	2%	1%	2%
Would not vote	118	55	63	18	28	54	18	16	34	29	39	-	-	-	-	2	9	-	40	39	39
	12%	11%	12%	15%	18%	11%	8%	6%	12%	14%	16%	-	-	-	-	1%	4%	-	12%	12%	11%
Don't know	145	72	73	20	22	78	25	33	41	38	34	-	-	-	-	15	31	11	57	47	41
	14%	15%	14%	16%	14%	15%	12%	12%	14%	18%	14%	-	-	-	-	8%	14%	8%	17%	15%	11%
Refused	85	34	51	5	11	47	22	22	19	25	19	-	-	-	-	2	5	5	29	39	16
	8%	7%	10%	4%	7%	9%	10%	8%	6%	12%	8%	-	-	-	-	1%	2%	4%	9%	12%	5%

## Opinion Poll

### CATI Fieldwork : July 18th-20th 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 (14%) 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	569	258	311	36	75	341	117	200	143	93	132	257	166	99	47	158	192	86	183	170	216
Weighted base	559	274	285	57	76	293	133	168	167	101	123	251	152	108	48	158	160	99	176	163	220
Conservative	251 45%	136 50%	115 40%	21 36%	26 34%	143 49%	62 46%	78 46%	67 40%	56 55%	50 41%	251 100%	-	-	-	145 92%	34 21%	13 13%	66 37%	85 52%	100 46%
Labour	152 27%	62 22%	90 32%	17 30%	28 36%	73 25%	33 25%	40 24%	45 27%	25 25%	42 34%	-	152 100%	-	-	5 3%	105 65%	6 6%	66 38%	36 22%	49 22%
Liberal Democrat/ Liberal	108 19%	52 19%	57 20%	12 22%	15 20%	49 17%	31 24%	35 21%	38 23%	13 13%	21 17%	-	-	108 100%	-	5 3%	10 6%	73 74%	28 16%	26 16%	54 25%
Scottish National Party/ SNP	10 2%	5 2%	5 2%	-	2 3%	8 3%	-	1 *	3 2%	4 4%	2 2%	-	-	-	10 20%	-	2 2%	* *	9 5%	1 1%	-
Plaid Cymru	3 1%	2 1%	1 *	-	-	3 1%	-	1 1%	1 1%	1 1%	-	-	-	-	3 6%	-	2 1%	-	-	3 2%	-
Green Party	14 2%	6 2%	8 3%	5 8%	3 3%	5 2%	1 1%	9 5%	3 2%	-	1 1%	-	-	-	14 28%	1 1%	2 1%	3 3%	2 1%	3 2%	8 4%
UK Independence Party (UKIP)	11 2%	8 3%	3 1%	1 2%	1 1%	4 1%	4 3%	3 2%	3 2%	1 1%	3 3%	-	-	-	11 22%	2 1%	2 1%	4 4%	2 1%	7 4%	2 1%
Other	11 2%	5 2%	6 2%	1 1%	2 2%	7 2%	1 1%	2 1%	7 4%	1 1%	1 1%	-	-	-	11 23%	-	3 2%	-	3 2%	2 1%	6 3%

**Opinion Poll**  
**CATI Fieldwork : July 18th-20th 2008**

Col percents

Table 4  
**Published Vote Intention Figures**  
Percentages derived from the responses of 766 respondents

	<u>Total</u>
Conservative	43%
Labour	28%
Liberal Democrat	19%
Other	9%

## Opinion Poll

### CATI Fieldwork : July 18th-20th 2008

Absolutes/col percents

Table 5

**Q.1 Please consider the economy for a moment, your current personal financial situation and your ability to keep up with the cost of living. Taking this into account, how confident do you feel about things at the moment?**

**Base: All respondents**

	Total	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
		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	1007	449	558	74	145	593	195	317	244	188	258	293	190	119	56	190	274	110	337	314	356	
Weighted base	1007	487	520	122	158	514	213	266	293	210	238	290	177	131	61	191	224	129	334	314	359	
NET: Confident	381	204	177	69	54	193	66	123	128	68	62	99	88	65	22	67	89	64	114	130	137	
	38%	42%	34%	56%	34%	38%	31%	46%	44%	32%	26%	34%	50%	50%	35%	35%	40%	49%	34%	41%	38%	
Very confident	(4)	81	46	35	15	14	39	13	30	25	13	14	27	13	18	5	16	15	15	27	23	31
		8%	9%	7%	13%	9%	8%	6%	11%	8%	6%	6%	9%	8%	13%	7%	9%	7%	12%	8%	7%	9%
Fairly confident	(3)	300	158	142	53	39	154	53	93	103	55	48	72	75	48	17	50	75	49	87	107	106
		30%	32%	27%	44%	25%	30%	25%	35%	35%	26%	20%	25%	42%	36%	28%	26%	33%	38%	26%	34%	30%
Not very confident	(2)	400	183	217	26	71	210	92	96	115	82	108	116	65	46	24	76	93	51	150	114	136
		40%	38%	42%	22%	45%	41%	43%	36%	39%	39%	45%	40%	36%	35%	40%	40%	42%	39%	45%	36%	38%
Not at all confident	(1)	214	99	115	24	33	107	50	46	46	55	66	71	23	18	13	46	41	13	68	65	81
		21%	20%	22%	19%	21%	21%	24%	17%	16%	26%	28%	25%	13%	14%	22%	24%	18%	10%	20%	21%	23%
NET: Not confident		614	281	332	50	104	317	143	142	161	137	173	188	87	65	37	123	134	64	218	178	217
		61%	58%	64%	41%	66%	62%	67%	53%	55%	65%	73%	65%	49%	49%	61%	64%	60%	50%	65%	57%	61%
Don't know		12	2	10	3	-	4	5	2	4	4	2	4	1	1	2	2	-	1	2	6	4
		1%	*	2%	3%	-	1%	2%	1%	1%	2%	1%	1%	1%	1%	3%	1%	-	1%	1%	2%	1%
Mean		2.25	2.31	2.19	2.51	2.22	2.25	2.13	2.40	2.37	2.13	2.05	2.19	2.45	2.50	2.22	2.19	2.28	2.51	2.22	2.29	2.24
Standard deviation		0.88	0.90	0.86	0.95	0.88	0.87	0.85	0.90	0.85	0.88	0.85	0.92	0.82	0.90	0.89	0.91	0.84	0.84	0.86	0.88	0.91
Standard error		0.03	0.04	0.04	0.11	0.07	0.04	0.06	0.05	0.05	0.07	0.05	0.05	0.06	0.08	0.12	0.07	0.05	0.08	0.05	0.05	0.05

## Opinion Poll

### CATI Fieldwork : July 18th-20th 2008

Absolutes/col percents

Table 6

**Q.2 Some people we have spoken to say they are cutting back on things to save money, while others are not. How about you, are you and your family cutting back on anything at the moment in order to save money?**

**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	1007	449	558	74	145	593	195	317	244	188	258	293	190	119	56	190	274	110	337	314	356
Weighted base	1007	487	520	122	158	514	213	266	293	210	238	290	177	131	61	191	224	129	334	314	359
Yes	604 60%	268 55%	336 65%	75 61%	92 59%	320 62%	118 55%	144 54%	177 60%	127 60%	157 66%	185 64%	91 51%	72 55%	43 70%	120 62%	130 58%	79 61%	203 61%	187 59%	215 60%
No	402 40%	219 45%	183 35%	47 39%	65 41%	195 38%	94 44%	122 46%	116 40%	83 40%	81 34%	104 36%	86 49%	59 45%	18 30%	71 37%	93 42%	50 39%	131 39%	128 41%	143 40%
Don't know	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *

## Opinion Poll

### CATI Fieldwork : July 18th-20th 2008

Absolutes/col percents

Table 7

**Q.3 Which, if any, of the following types of things are you currently trying to cut back on?**

**Base: All respondents who are cutting back**

	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	602	249	353	45	86	364	107	171	146	117	168	186	90	69	40	121	150	70	201	186	215
Weighted base	604	268	336	75	92	320	118	144	177	127	157	185	91	72	43	120	130	79	203	187	215
Clothes	434	177	257	51	82	234	67	101	130	90	114	130	63	50	33	86	100	49	159	124	151
	72%	66%	77%	69%	89%	73%	57%	70%	73%	71%	73%	71%	70%	70%	77%	72%	76%	61%	78%	67%	70%
Food and grocery bills	431	183	248	58	64	235	74	99	129	93	109	131	62	47	32	82	100	44	150	132	149
	71%	68%	74%	77%	69%	74%	63%	69%	73%	73%	70%	71%	68%	66%	74%	69%	76%	55%	74%	70%	70%
Driving the car/ petrol	425	199	226	56	69	236	65	104	133	97	91	140	56	50	31	89	92	57	154	122	148
	70%	74%	67%	75%	74%	74%	55%	72%	75%	77%	58%	76%	61%	70%	73%	75%	70%	72%	76%	65%	69%
Household bills, like heating, telephone and water use	424	187	237	58	58	230	78	99	123	90	111	127	59	41	32	87	87	51	149	132	143
	70%	70%	71%	78%	62%	72%	66%	68%	70%	71%	71%	69%	65%	57%	75%	73%	67%	64%	74%	71%	66%
Entertaining, including eating out, cinema etc	416	185	231	53	74	226	64	103	139	75	98	138	61	53	23	87	91	46	143	117	156
	69%	69%	69%	72%	80%	71%	54%	71%	79%	59%	63%	75%	67%	74%	53%	73%	70%	58%	71%	63%	72%
Big household purchases like furniture or electronic goods like TV's, fridges etc	413	190	224	55	74	222	62	100	126	89	98	124	68	47	33	79	92	50	147	124	142
	68%	71%	67%	73%	80%	69%	53%	69%	71%	71%	63%	67%	75%	65%	76%	66%	71%	63%	72%	67%	66%
Holidays/ flights abroad	411	191	221	52	68	223	68	103	125	88	95	130	61	49	25	82	95	48	145	123	143
	68%	71%	66%	70%	74%	70%	57%	72%	71%	70%	61%	70%	67%	69%	58%	69%	73%	60%	71%	66%	67%
DIY/ home improvements/ gardening	331	149	182	40	61	182	48	77	100	71	84	104	43	40	23	67	73	33	116	105	110
	55%	55%	54%	53%	66%	57%	41%	53%	57%	56%	53%	56%	47%	56%	54%	56%	56%	41%	57%	56%	51%
Don't know/ nothing in particular	3	2	1	-	-	-	3	-	-	-	3	2	1	-	-	-	1	-	-	2	1
	*	1%	*	-	-	-	2%	-	-	-	2%	1%	1%	-	-	-	1%	-	-	1%	1%

## Opinion Poll

### CATI Fieldwork : July 18th-20th 2008

Absolutes/col percents

Table 8

**Q.4 More generally, do you think that Britain is heading for an economic recession or not?**

**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	1007	449	558	74	145	593	195	317	244	188	258	293	190	119	56	190	274	110	337	314	356
Weighted base	1007	487	520	122	158	514	213	266	293	210	238	290	177	131	61	191	224	129	334	314	359
Yes	804	388	417	88	122	429	165	215	230	169	190	240	126	101	52	166	174	97	265	261	278
	80%	80%	80%	73%	78%	83%	77%	81%	79%	81%	80%	83%	71%	77%	86%	87%	78%	75%	79%	83%	78%
No	163	88	75	27	31	72	33	45	51	35	32	43	36	28	8	21	40	28	52	47	64
	16%	18%	14%	22%	20%	14%	16%	17%	17%	17%	13%	15%	21%	21%	12%	11%	18%	22%	16%	15%	18%
Don't know	40	11	29	7	4	14	15	6	11	6	17	7	15	3	1	5	10	4	17	6	16
	4%	2%	5%	6%	3%	3%	7%	2%	4%	3%	7%	2%	8%	2%	2%	3%	4%	3%	5%	2%	5%

## Opinion Poll

### CATI Fieldwork : July 18th-20th 2008

Absolutes/col percents

Table 9

**Q.5 Irrespective of which party you yourself support, which team do you think is better able to manage the economy properly, Gordon Brown and Alistair Darling or David Cameron and George Osborne?**

**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	1007	449	558	74	145	593	195	317	244	188	258	293	190	119	56	190	274	110	337	314	356
Weighted base	1007	487	520	122	158	514	213	266	293	210	238	290	177	131	61	191	224	129	334	314	359
Gordon Brown and Alistair Darling	267 27%	120 25%	147 28%	40 33%	45 29%	127 25%	55 26%	79 30%	75 26%	47 22%	66 28%	17 6%	131 74%	42 32%	18 29%	12 6%	116 52%	46 35%	119 36%	59 19%	89 25%
David Cameron and George Osborne	459 46%	251 51%	208 40%	60 49%	67 43%	237 46%	95 45%	125 47%	138 47%	91 44%	104 44%	252 87%	20 11%	62 47%	25 40%	159 83%	61 27%	58 45%	128 38%	155 49%	176 49%
Refused	54 5%	28 6%	26 5%	5 4%	11 7%	26 5%	12 6%	11 4%	17 6%	16 8%	10 4%	4 1%	3 2%	4 3%	9 14%	4 2%	3 1%	6 5%	12 4%	23 7%	19 5%
Don't know	227 23%	88 18%	139 27%	17 14%	35 22%	124 24%	51 24%	51 19%	62 21%	55 26%	58 24%	17 6%	23 13%	23 18%	10 17%	16 8%	43 19%	19 15%	75 22%	78 25%	75 21%

**Opinion Poll**  
**CATI Fieldwork : July 18th-20th 2008**

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1007	1007
Weighted base		1007	1007
<b><u>Gender</u></b>			
Male		449 45%	487 48%
Female		558 55%	520 52%
<b><u>Age</u></b>			
18-24	(21)	74 7%	122 12%
25-34	(29.5)	145 14%	158 16%
35-44	(39.5)	203 20%	197 20%
45-54	(49.5)	195 19%	169 17%
55-64	(59.5)	195 19%	148 15%
65+	(70)	195 19%	213 21%
Average age		48.42	46.77

**Opinion Poll**  
**CATI Fieldwork : July 18th-20th 2008**

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<b><u>Social Class</u></b>		
AB	317 31%	266 26%
C1	244 24%	293 29%
C2	188 19%	210 21%
DE	258 26%	238 24%
<b><u>Region</u></b>		
North	337 33%	334 33%
Midlands	314 31%	314 31%
South	356 35%	359 36%

**Opinion Poll**  
**CATI Fieldwork : July 18th-20th 2008**

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<b><u>Working status</u></b>		
Full-time	446 44%	451 45%
Part-time	142 14%	121 12%
Not working but seeking work or temporarily unemployed/sick	53 5%	71 7%
Not working/not seeking work	52 5%	56 6%
Retired	253 25%	261 26%
Student	17 2%	31 3%
Refused	44 4%	15 1%

**Opinion Poll**  
**CATI Fieldwork : July 18th-20th 2008**

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<b><u>Tenure</u></b>		
Own outright	319 32%	332 33%
Own with a mortgage	387 38%	392 39%
Council	84 8%	125 12%
Housing Assoc.	54 5%	46 5%
Rented from someone else	98 10%	80 8%
Rent free	6 1%	5 *
Refused	59 6%	27 3%

**Opinion Poll**  
**CATI Fieldwork : July 18th-20th 2008**

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<b><u>Foreign Holiday in last 3 years</u></b>		
Yes	637 63%	605 60%
No	370 37%	402 40%
<b><u>Number of cars</u></b>		
None	172 17%	204 20%
1	471 47%	420 42%
2	290 29%	293 29%
3+	74 7%	89 9%

**Opinion Poll**  
**CATI Fieldwork : July 18th-20th 2008**

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<b><u>Internet Access</u></b>		
At all	784 78%	767 76%
At home (net)	707 70%	690 69%
At work (net)	334 33%	318 32%
At home	419 42%	418 42%
At work	46 5%	46 5%
Both at home and at work	288 29%	272 27%
Somewhere else	31 3%	31 3%
Not at all	223 22%	240 24%

## Opinion Poll

### CATI Fieldwork : July 18th-20th 2008

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1007	1007
<b><u>What is the highest educational level that you have achieved to date?</u></b>		
Secondary/ high school/ NVQ 1-3	482 48%	528 52%
University degree or equivalent professional qualification/ NVQ4	286 28%	276 27%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	95 9%	78 8%
No formal education	94 9%	103 10%
None of these	6 1%	7 1%
Refused	44 4%	17 2%

## Opinion Poll

### CATI Fieldwork : July 18th-20th 2008

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<b><u>Marital Status</u></b>		
Single	179 18%	219 22%
Married/ co-habiting	580 58%	568 56%
Widowed/ separated/ divorced	203 20%	203 20%
Refused	45 4%	17 2%
<b><u>Children</u></b>		
None aged 18 or under	659 65%	689 68%
NET: Yes	290 29%	292 29%
NET: Yes any aged 15 or under	248 25%	250 25%
- Aged under 5	113 11%	122 12%
- Aged 5-10	106 11%	106 10%
- Aged 11-15	106 11%	97 10%
- Aged 16-18	73 7%	70 7%
Refused	58 6%	27 3%

**Opinion Poll**  
**CATI Fieldwork : July 18th-20th 2008**

Absolutes/col percents

Table 10  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<b><u>Grocery shopping status</u></b>		
Yes - do half or more	765 76%	753 75%
No - do less than half	216 21%	247 25%
Refused	26 3%	6 1%

**Opinion Poll**  
**CATI Fieldwork : July 18th-20th 2008**

Absolutes/col percents

Table 11  
**Q.C/D Voting in May 5th 2005 General Election**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1007	1007
Weighted base	1007	1007
Conservative	190 19%	191 19%
Labour	274 27%	224 22%
Liberal Democrat/ Liberal	110 11%	129 13%
Scottish National Party/SNP	11 1%	9 1%
Plaid Cymru	7 1%	8 1%
Green Party	8 1%	10 1%
UK Independence Party (UKIP)	3 *	3 *
Others	12 1%	15 1%
Did not vote	286 28%	322 32%
Refused	85 8%	79 8%
Don't know	21 2%	17 2%