

## ICM Poll for Sunday Mirror

**Fieldwork dates:** 31<sup>st</sup> October = 1<sup>st</sup> Nov 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:** 503 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 .

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## Presidential Elections

### CATI Fieldwork : October 31st - November 1st 2008

Absolutes/col percents

Table 1

**Q.1 I would like to ask you a few questions about the two presidential candidates in the presidential elections in the United States, John McCain and Barack Obama. Based on what you know of the candidates: Do you think the world will be a safer place or a more dangerous place if Barack Obama wins the US presidential election?**

**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	503	209	294	29	53	111	104	97	109	141	127	97	138	131	130	125	72	45
Weighted base	503	242	261	60	80	100	85	75	105	131	146	106	121	132	132	124	71	44
Safer	282	145	137	25	53	61	45	39	60	90	89	49	53	76	73	60	47	25
	56%	60%	52%	41%	66%	61%	54%	52%	57%	69%	61%	47%	44%	58%	55%	49%	66%	57%
More dangerous	55	21	34	10	7	12	9	8	10	6	12	19	17	13	15	13	3	10
	11%	9%	13%	17%	9%	12%	11%	10%	9%	5%	8%	18%	14%	10%	11%	11%	5%	24%
No different	64	35	29	11	7	14	14	11	7	17	21	13	12	17	16	24	2	6
	13%	14%	11%	18%	9%	14%	17%	15%	7%	13%	15%	13%	10%	13%	12%	19%	3%	12%
Don't know	102	41	61	14	13	13	16	17	28	18	23	23	38	26	28	27	19	3
	20%	17%	23%	24%	16%	13%	19%	23%	27%	14%	16%	22%	32%	20%	21%	22%	26%	7%

## Presidential Elections

### CATI Fieldwork : October 31st - November 1st 2008

Absolutes/col percents

Table 2

**Q.2 And if John McCain wins the US presidential election, do you think the world will be a safer place or a more dangerous place?**

**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	503	209	294	29	53	111	104	97	109	141	127	97	138	131	130	125	72	45
Weighted base	503	242	261	60	80	100	85	75	105	131	146	106	121	132	132	124	71	44
Safer	126 25%	67 28%	59 22%	22 37%	19 24%	26 26%	17 20%	13 18%	28 27%	28 21%	33 23%	37 35%	28 23%	35 26%	39 29%	26 21%	8 12%	18 41%
More dangerous	181 36%	91 38%	90 35%	14 24%	34 42%	34 35%	34 41%	32 43%	33 31%	67 51%	57 39%	25 23%	33 27%	50 38%	43 33%	36 29%	35 49%	19 43%
No different	71 14%	31 13%	41 16%	5 9%	9 11%	20 20%	14 17%	11 14%	13 12%	20 15%	23 16%	9 8%	19 16%	18 14%	19 14%	24 19%	6 9%	4 9%
Don't know	124 25%	52 22%	72 28%	18 31%	18 23%	19 19%	19 23%	19 25%	31 30%	16 12%	32 22%	35 33%	40 33%	29 22%	32 24%	39 31%	21 30%	3 7%

## Presidential Elections

### CATI Fieldwork : October 31st - November 1st 2008

Absolutes/col percents

Table 3

**Q.3 If you had a vote in the United States Presidential election, based on what you know about the two candidates do you think you would vote for John McCain or Barack Obama?**

**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	503	209	294	29	53	111	104	97	109	141	127	97	138	131	130	125	72	45
Weighted base	503	242	261	60	80	100	85	75	105	131	146	106	121	132	132	124	71	44
John McCain	78	41	37	20	8	15	14	7	15	9	22	24	23	23	21	16	6	11
	15%	17%	14%	33%	10%	15%	16%	9%	14%	7%	15%	23%	19%	18%	16%	13%	8%	26%
Barack Obama	334	161	173	34	58	70	50	51	70	98	104	63	69	94	85	74	52	29
	66%	67%	66%	57%	72%	71%	60%	69%	67%	75%	71%	60%	58%	71%	65%	59%	73%	66%
Don't know	91	40	51	6	14	15	21	17	20	24	20	19	28	15	25	34	13	3
	18%	17%	20%	10%	17%	15%	24%	22%	19%	18%	14%	18%	23%	11%	19%	28%	19%	8%

## Presidential Elections

### CATI Fieldwork : October 31st - November 1st 2008

Absolutes/col percents

Table 4

**Q.4 When do you think Britain will have its first black Prime Minister?****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	503	209	294	29	53	111	104	97	109	141	127	97	138	131	130	125	72	45
Weighted base	503	242	261	60	80	100	85	75	105	131	146	106	121	132	132	124	71	44
Within 10 years	200	79	121	37	35	39	28	31	30	50	56	46	49	54	53	51	24	18
	40%	33%	46%	62%	44%	39%	33%	41%	29%	38%	38%	43%	41%	41%	40%	41%	34%	42%
Within 25 years	133	68	66	11	15	24	31	17	35	45	37	24	28	33	37	32	17	14
	26%	28%	25%	18%	19%	24%	37%	22%	34%	34%	25%	22%	23%	25%	28%	26%	24%	32%
Within 50 years	43	28	15	-	16	8	7	6	6	16	12	10	5	13	9	7	9	5
	9%	12%	6%	-	21%	8%	8%	8%	5%	12%	8%	10%	4%	10%	7%	6%	13%	11%
Not in your lifetime	53	28	26	-	6	12	8	9	18	12	16	9	17	19	13	11	9	1
	11%	11%	10%	-	7%	12%	10%	12%	17%	9%	11%	8%	14%	14%	10%	9%	13%	3%
Never	73	39	34	12	7	17	10	12	15	9	25	18	21	14	19	24	12	5
	15%	16%	13%	20%	9%	17%	12%	16%	15%	7%	17%	17%	17%	10%	14%	19%	17%	12%

## Presidential Elections

### CATI Fieldwork : October 31st - November 1st 2008

Absolutes/col percents

Table 5  
**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	503	209	294	29	53	111	104	97	109	141	127	97	138	131	130	125	72	45
Weighted base	503	242	261	60	80	100	85	75	105	131	146	106	121	132	132	124	71	44
<b>Gender</b>																		
Male	242 48%	242 100%	- -	21 35%	42 53%	39 40%	42 50%	38 51%	59 56%	72 55%	67 46%	57 54%	46 38%	63 48%	66 50%	60 48%	32 46%	21 48%
Female	261 52%	- -	261 100%	39 65%	38 47%	60 60%	43 50%	36 49%	46 44%	59 45%	79 54%	48 46%	75 62%	69 52%	66 50%	65 52%	39 54%	23 52%
<b>Age</b>																		
18-24	(21) 12%	21 9%	39 15%	60 100%	- -	- -	- -	- -	- -	4 3%	28 19%	17 16%	11 9%	15 11%	25 19%	7 6%	8 11%	5 11%
25-34	(29.5) 16%	42 17%	38 14%	- -	80 100%	- -	- -	- -	- -	42 32%	20 13%	11 10%	7 6%	15 11%	19 14%	28 22%	12 16%	7 15%
35-44	(39.5) 20%	39 16%	60 23%	- -	- -	100 100%	- -	- -	- -	33 26%	30 20%	23 22%	14 11%	34 26%	22 17%	28 23%	8 12%	7 16%
45-54	(49.5) 17%	42 17%	43 16%	- -	- -	- -	85 100%	- -	- -	19 15%	28 19%	17 16%	21 17%	22 17%	23 17%	18 14%	13 18%	9 20%
55-64	(59.5) 15%	38 16%	36 14%	- -	- -	- -	- -	75 100%	- -	15 11%	22 15%	24 23%	14 12%	18 14%	17 13%	17 13%	16 23%	7 15%
65+	(70) 21%	59 24%	46 17%	- -	- -	- -	- -	- -	105 100%	17 13%	18 13%	15 14%	54 45%	27 21%	27 20%	27 21%	14 20%	10 23%
Average age	46.72	48.51	45.06	21.00	29.50	39.50	49.50	59.50	70.00	43.49	43.33	46.04	54.91	47.11	44.98	46.87	48.22	47.90

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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	503	242	261	60	80	100	85	75	105	131	146	106	121	132	132	124	71	44
<b><u>Social Class</u></b>																		
AB	131 26%	72 30%	59 23%	4 6%	42 53%	33 34%	19 23%	15 20%	17 16%	131 100%	-	-	-	43 33%	27 21%	36 29%	12 17%	12 27%
C1	146 29%	67 28%	79 30%	28 47%	20 25%	30 30%	28 33%	22 29%	18 17%	-	146 100%	-	-	47 36%	39 30%	19 15%	28 40%	12 28%
C2	106 21%	57 24%	48 18%	17 28%	11 13%	23 23%	17 20%	24 32%	15 15%	-	-	106 100%	-	22 17%	33 25%	31 25%	10 14%	10 23%
DE	121 24%	46 19%	75 29%	11 18%	7 9%	14 14%	21 25%	14 19%	54 52%	-	-	-	121 100%	19 14%	33 25%	39 31%	21 30%	10 22%
<b><u>Region</u></b>																		
North	169 33%	81 33%	88 34%	12 20%	34 43%	35 35%	27 32%	23 31%	37 35%	48 37%	31 21%	41 39%	48 40%	-	-	124 100%	-	44 100%
Midlands	158 31%	80 33%	78 30%	27 46%	21 26%	24 24%	31 36%	23 31%	32 30%	32 24%	49 34%	37 35%	40 33%	-	132 100%	-	26 37%	-
South	177 35%	81 34%	95 36%	20 34%	24 31%	40 41%	27 32%	28 37%	36 35%	51 39%	66 45%	28 26%	32 27%	132 100%	-	-	45 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	503	242	261	60	80	100	85	75	105	131	146	106	121	132	132	124	71	44
<b><u>Working status</u></b>																		
Full-time	226 45%	141 58%	86 33%	12 20%	60 76%	64 64%	52 61%	32 42%	7 7%	88 67%	70 48%	44 42%	24 20%	69 53%	58 44%	57 46%	24 34%	18 42%
Part-time	60 12%	11 5%	49 19%	17 29%	6 7%	20 21%	7 9%	6 9%	3 3%	9 7%	18 12%	21 20%	12 10%	10 8%	17 13%	14 11%	9 13%	10 22%
Not working but seeking work or temporarily unemployed/sick	30 6%	6 3%	24 9%	11 18%	5 6%	6 6%	7 8%	1 2%	- -	3 2%	11 7%	6 6%	10 9%	9 6%	8 6%	7 6%	5 7%	1 3%
Not working/not seeking work	29 6%	3 1%	25 10%	1 2%	6 7%	7 7%	11 13%	4 5%	- -	7 6%	5 3%	7 7%	9 8%	2 2%	8 6%	13 10%	3 5%	3 6%
Retired	123 25%	64 27%	59 23%	- -	- -	- -	4 5%	28 37%	92 88%	19 15%	23 16%	20 19%	62 51%	31 24%	29 22%	31 25%	21 30%	11 24%
Student	21 4%	11 5%	10 4%	18 31%	2 2%	1 1%	- -	- -	- -	- -	14 10%	7 7%	- -	9 7%	8 6%	1 1%	4 6%	- -
Refused	13 3%	4 2%	9 3%	- -	1 1%	1 1%	4 5%	4 5%	3 3%	4 3%	5 4%	- -	3 3%	2 1%	4 3%	1 1%	4 6%	2 4%

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**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
Weighted base	503	242	261	60	80	100	85	75	105	131	146	106	121	132	132	124	71	44
<b>Tenure</b>																		
Own outright	164 33%	95 40%	69 26%	10 16%	10 12%	12 12%	23 28%	35 47%	75 71%	43 33%	44 30%	29 28%	49 41%	38 29%	50 38%	40 32%	25 35%	12 26%
Own with a mortgage	194 39%	89 37%	105 40%	20 33%	48 60%	58 58%	39 46%	23 30%	8 7%	68 52%	66 45%	43 41%	18 15%	47 35%	54 41%	48 38%	29 41%	17 38%
Council	65 13%	23 9%	42 16%	8 14%	2 3%	12 13%	13 15%	12 16%	16 16%	4 3%	9 6%	17 16%	35 29%	18 14%	17 13%	15 12%	7 10%	8 18%
Housing Assoc.	14 3%	4 2%	10 4%	4 7%	- -	3 3%	2 3%	1 2%	4 4%	2 2%	4 3%	5 4%	3 3%	7 6%	1 1%	4 3%	1 1%	2 4%
Rented from someone else	54 11%	23 10%	31 12%	17 29%	17 21%	12 12%	4 5%	3 4%	1 1%	10 8%	21 15%	10 10%	12 10%	20 15%	10 7%	12 10%	9 13%	4 8%
Rent free	4 1%	2 1%	2 1%	- -	1 1%	2 2%	2 2%	- -	- -	1 *	1 1%	2 1%	1 1%	1 *	- -	3 2%	- -	1 1%
Refused	7 1%	5 2%	2 1%	1 2%	2 2%	1 1%	1 2%	* *	1 1%	3 2%	1 1%	- -	2 2%	2 1%	1 *	3 2%	- -	2 3%

## Presidential Elections

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Table 5  
**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
Weighted base	503	242	261	60	80	100	85	75	105	131	146	106	121	132	132	124	71	44
<b><u>Foreign Holiday in last 3 years</u></b>																		
Yes	302 60%	140 58%	162 62%	35 59%	64 80%	64 64%	44 51%	43 57%	53 51%	95 73%	99 68%	58 55%	50 41%	80 60%	78 59%	73 59%	45 63%	27 60%
No	201 40%	102 42%	99 38%	25 41%	16 20%	36 36%	41 49%	32 43%	52 49%	36 27%	47 32%	47 45%	71 59%	52 40%	54 41%	51 41%	26 37%	18 40%
<b><u>Number of cars</u></b>																		
None	105 21%	41 17%	64 25%	17 29%	18 22%	16 16%	9 10%	14 19%	31 30%	15 11%	29 20%	19 18%	42 34%	35 26%	20 15%	23 19%	15 21%	12 27%
1	209 42%	98 41%	111 43%	16 26%	25 31%	39 40%	42 49%	33 44%	54 52%	55 42%	57 39%	42 40%	55 45%	57 43%	56 42%	52 42%	28 39%	17 39%
2	144 29%	75 31%	69 27%	15 25%	30 38%	38 38%	21 25%	25 33%	15 15%	43 33%	54 37%	26 25%	21 18%	29 22%	46 35%	36 29%	22 31%	11 26%
3+	45 9%	28 12%	17 6%	12 20%	7 8%	6 6%	13 16%	3 4%	4 4%	18 13%	6 4%	18 17%	3 2%	12 9%	9 7%	14 11%	6 9%	4 9%

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Table 5  
**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
Weighted base	503	242	261	60	80	100	85	75	105	131	146	106	121	132	132	124	71	44
<b><u>Internet Access</u></b>																		
At all	396 79%	193 80%	203 78%	60 100%	75 94%	91 92%	74 88%	50 67%	45 43%	121 93%	125 86%	82 78%	67 55%	108 82%	107 82%	91 73%	54 76%	35 79%
At home (net)	372 74%	183 76%	189 72%	60 100%	70 88%	87 87%	65 77%	47 63%	44 42%	114 87%	118 81%	77 73%	63 52%	103 78%	105 79%	82 66%	50 71%	32 73%
At work (net)	186 37%	99 41%	87 33%	14 24%	55 68%	55 55%	37 43%	19 25%	7 6%	79 61%	67 46%	28 26%	12 10%	57 43%	53 40%	43 35%	22 32%	11 24%
At home	202 40%	91 37%	111 42%	46 76%	21 26%	35 35%	33 39%	30 40%	37 35%	41 31%	57 39%	51 49%	53 44%	49 37%	54 41%	45 37%	31 44%	22 50%
At work	15 3%	7 3%	8 3%	- -	5 6%	3 3%	5 6%	2 3%	- -	5 4%	6 4%	2 2%	2 2%	3 2%	2 2%	6 5%	3 5%	1 1%
Both at home and at work	171 34%	92 38%	78 30%	14 24%	49 62%	52 52%	32 37%	17 22%	7 6%	74 56%	61 42%	26 24%	10 9%	55 41%	51 38%	37 29%	19 27%	10 23%
Somewhere else	8 2%	3 1%	5 2%	- -	- -	1 1%	4 5%	2 2%	1 1%	1 1%	1 1%	3 3%	2 2%	2 2%	1 *	3 2%	- -	2 5%
Not at all	106 21%	49 20%	58 22%	- -	5 6%	8 8%	10 12%	24 33%	59 56%	10 7%	20 14%	23 22%	54 45%	24 18%	24 18%	33 27%	16 23%	9 21%
Refused	1 *	- -	1 *	- -	- -	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 1%	- -

## Presidential Elections

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Absolutes/col percents

Table 5  
**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
Weighted base	503	242	261	60	80	100	85	75	105	131	146	106	121	132	132	124	71	44
<b>What is the highest educational level that you have achieved to date?</b>																		
Secondary/ high school/ NVQ 1-3	234 47%	91 38%	143 55%	39 66%	22 28%	47 47%	45 53%	37 50%	43 41%	34 26%	72 49%	58 55%	70 58%	55 42%	59 45%	56 45%	41 58%	23 52%
University degree or equivalent professional qualification/ NVQ4	144 29%	77 32%	66 25%	18 29%	37 46%	33 33%	25 30%	13 18%	18 18%	63 48%	49 34%	19 18%	13 10%	39 30%	40 30%	41 33%	13 19%	11 25%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	50 10%	30 12%	20 8%	- -	20 25%	15 15%	5 6%	4 6%	7 6%	28 21%	12 8%	9 8%	2 1%	25 19%	9 7%	8 6%	5 6%	4 8%
No formal education	55 11%	35 14%	20 8%	- -	1 1%	4 4%	7 8%	13 17%	30 29%	3 2%	6 4%	18 17%	29 24%	11 8%	14 11%	17 14%	8 11%	5 11%
None of these	5 1%	3 1%	2 1%	3 5%	- -	- -	- -	- -	2 2%	- -	- -	- -	5 4%	1 *	3 2%	1 1%	- -	- -
Refused	15 3%	6 3%	9 3%	- -	- -	1 1%	3 4%	8 10%	4 4%	3 2%	7 5%	2 2%	3 3%	1 1%	7 6%	1 1%	4 6%	2 4%

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Table 5  
**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
Weighted base	503	242	261	60	80	100	85	75	105	131	146	106	121	132	132	124	71	44
<b><u>Marital Status</u></b>																		
Single	129 26%	55 23%	74 28%	42 71%	31 40%	28 28%	14 16%	9 12%	5 4%	35 26%	51 35%	21 20%	22 18%	51 39%	27 21%	23 18%	18 25%	10 22%
Married/ co-habiting	275 55%	150 62%	125 48%	18 29%	47 59%	61 61%	48 57%	40 53%	62 59%	78 59%	67 46%	71 67%	59 49%	59 45%	80 61%	76 61%	37 53%	23 51%
Widowed/ separated/ divorced	86 17%	29 12%	57 22%	- -	1 2%	10 10%	18 22%	22 29%	35 34%	16 12%	23 16%	12 12%	35 29%	21 16%	20 15%	25 20%	11 16%	9 20%
Refused	13 3%	7 3%	6 2%	- -	- -	1 1%	4 5%	5 6%	3 3%	3 2%	5 3%	2 2%	4 3%	1 1%	5 4%	- -	4 6%	3 7%
<b><u>Children</u></b>																		
None aged 18 or under	336 67%	164 68%	172 66%	46 77%	46 58%	28 28%	50 59%	66 88%	99 95%	79 60%	103 71%	72 69%	81 67%	97 73%	85 64%	77 62%	48 68%	29 66%
NET: Yes	152 30%	71 30%	81 31%	14 23%	31 39%	68 69%	31 37%	5 6%	3 3%	48 37%	37 26%	31 29%	36 30%	31 24%	43 32%	46 37%	18 26%	14 31%
NET: Yes any aged 15 or under	130 26%	62 26%	67 26%	14 23%	30 38%	59 59%	24 28%	2 2%	2 2%	47 36%	29 20%	26 24%	28 23%	28 22%	39 30%	40 32%	9 13%	13 28%
- Aged under 5	65 13%	32 13%	33 13%	14 23%	25 31%	22 22%	4 5%	- -	- -	25 19%	15 10%	11 10%	14 12%	10 7%	23 17%	21 17%	4 6%	7 16%
- Aged 5-10	53 10%	22 9%	31 12%	- -	10 12%	32 32%	9 11%	* 1%	2 2%	18 14%	12 8%	10 9%	13 10%	12 9%	16 12%	17 14%	3 4%	4 9%
- Aged 11-15	48 10%	22 9%	26 10%	- -	1 2%	28 28%	18 21%	1 1%	- -	18 13%	9 6%	13 12%	9 7%	13 10%	12 9%	16 13%	3 4%	4 9%
- Aged 16-18	43 9%	19 8%	25 9%	- -	1 2%	24 24%	14 17%	3 4%	1 1%	8 6%	13 9%	8 8%	13 11%	7 5%	8 6%	11 9%	11 15%	7 15%
Refused	15 3%	6 3%	9 4%	- -	2 2%	3 3%	4 5%	4 5%	3 3%	4 3%	5 4%	3 2%	3 3%	4 3%	4 3%	1 1%	4 6%	2 4%

## Presidential Elections

### CATI Fieldwork : October 31st - November 1st 2008

Absolutes/col percents

Table 5  
**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
Weighted base	503	242	261	60	80	100	85	75	105	131	146	106	121	132	132	124	71	44
<b><u>Grocery shopping status</u></b>																		
Yes - do half or more	388 77%	155 64%	232 89%	29 49%	66 83%	88 88%	69 82%	55 73%	81 77%	105 80%	108 74%	75 71%	100 83%	101 77%	103 78%	101 82%	49 69%	33 74%
No - do less than half	110 22%	83 35%	27 10%	31 51%	14 17%	11 11%	14 16%	18 25%	22 21%	24 18%	36 25%	31 29%	19 16%	31 23%	27 20%	23 18%	20 28%	10 23%
Refused	6 1%	3 1%	3 1%	- -	- -	1 1%	2 2%	2 2%	2 2%	2 1%	2 1%	- -	2 2%	- -	2 1%	- -	2 3%	2 4%