



## ICM Poll for The Sunday Telegraph

**Fieldwork dates:** 5-6<sup>th</sup> November 2008

**Interview Method:** Telephone.

**Population effectively sampled:** All adults aged 18+

**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:** 1,005

**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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## US Elections

### CATI Fieldwork : November 5th-6th 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	1005	453	552	72	125	606	202	292	267	183	263	272	233	104	66	180	294	117	341	314	350	
Weighted base	1005	479	526	121	159	511	213	260	295	212	238	281	199	105	66	193	224	129	332	315	358	
Certain to vote	(10)	548	261	287	25	68	302	153	165	170	99	114	189	114	79	42	151	147	99	168	180	200
		55%	54%	55%	21%	43%	59%	71%	63%	58%	47%	48%	67%	57%	75%	63%	78%	66%	77%	51%	57%	56%
	(9)	47	16	30	9	10	19	9	8	22	7	10	15	8	8	1	8	14	10	12	16	19
		5%	3%	6%	7%	6%	4%	4%	3%	7%	3%	4%	6%	4%	7%	2%	4%	6%	8%	4%	5%	5%
	(8)	74	37	37	15	18	30	11	28	22	9	15	24	21	8	6	10	21	6	23	22	28
		7%	8%	7%	12%	11%	6%	5%	11%	7%	4%	6%	8%	11%	8%	9%	5%	9%	5%	7%	7%	8%
	(7)	54	28	25	13	12	24	4	14	17	13	9	14	21	2	4	7	13	3	16	14	23
		5%	6%	5%	11%	8%	5%	2%	6%	6%	6%	4%	5%	11%	2%	6%	4%	6%	2%	5%	4%	6%
	(6)	21	9	12	6	1	8	6	5	7	5	4	12	2	-	2	7	*	2	8	4	8
		2%	2%	2%	5%	1%	2%	3%	2%	2%	2%	2%	4%	1%	-	3%	4%	*	2%	3%	1%	2%
	(5)	87	33	55	19	11	48	10	17	14	20	37	15	26	3	7	8	20	3	33	30	24
		9%	7%	10%	15%	7%	9%	4%	6%	5%	9%	16%	5%	13%	3%	11%	4%	9%	2%	10%	10%	7%
	(4)	14	6	8	4	2	6	2	2	4	6	2	4	2	1	3	1	1	-	9	2	3
		1%	1%	2%	3%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	4%	1%	1%	*	3%	1%	1%
	(3)	21	13	8	6	6	9	-	3	11	4	3	4	2	3	-	-	4	3	7	6	8
		2%	3%	1%	5%	4%	2%	-	1%	4%	2%	1%	1%	1%	3%	-	-	2%	2%	2%	2%	2%
	(2)	14	7	7	1	4	7	2	2	1	7	3	3	4	-	1	-	1	-	-	6	8
		1%	1%	1%	1%	2%	1%	1%	1%	*	3%	1%	1%	2%	-	2%	-	1%	-	-	2%	2%
Certain not to vote	(1)	114	62	53	24	23	54	13	15	26	40	34	-	-	-	-	3	2	53	30	31	
		11%	13%	10%	20%	14%	11%	6%	6%	9%	19%	14%	-	-	-	-	1%	2%	16%	9%	9%	
Refused		2	2	-	-	1	-	2	1	-	-	2	-	-	-	-	-	-	-	1	2	
		*	1%	-	-	1%	-	1%	*	-	-	1%	-	-	-	-	-	-	-	*	*	
Don't know		10	5	5	-	3	3	4	1	2	1	5	-	-	-	-	-	-	2	4	4	
		1%	1%	1%	-	2%	1%	2%	*	1%	1%	2%	-	-	-	-	-	-	1%	1%	1%	
Mean		7.74	7.65	7.83	5.99	7.21	7.90	8.76	8.49	8.11	6.85	7.25	8.91	8.46	9.27	8.56	9.34	8.85	9.25	7.31	7.95	7.96
Standard deviation		3.16	3.27	3.06	3.25	3.36	3.12	2.56	2.56	2.93	3.62	3.36	1.90	2.12	1.64	2.19	1.43	2.02	1.82	3.39	3.06	3.00
Standard error		0.10	0.16	0.13	0.38	0.31	0.13	0.18	0.15	0.18	0.27	0.21	0.12	0.14	0.16	0.27	0.11	0.12	0.17	0.18	0.17	0.16

Prepared on behalf of The Sunday Telegraph by ICM Research

## US Elections

### CATI Fieldwork : November 5th-6th 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	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	1005	453	552	72	125	606	202	292	267	183	263	272	233	104	66	180	294	117	341	314	350
Weighted base	1005	479	526	121	159	511	213	260	295	212	238	281	199	105	66	193	224	129	332	315	358
Conservative	281	133	148	19	50	141	71	76	108	49	48	281	-	-	-	153	32	33	70	102	110
	28%	28%	28%	15%	32%	28%	33%	29%	36%	23%	20%	100%	-	-	-	79%	14%	25%	21%	32%	31%
Labour	199	105	95	28	28	108	35	56	48	38	57	-	199	-	-	5	127	5	74	61	64
	20%	22%	18%	23%	18%	21%	16%	21%	16%	18%	24%	-	100%	-	-	3%	57%	4%	22%	19%	18%
Liberal Democrat/ Liberal	105	49	55	7	12	56	30	43	25	13	23	-	-	105	-	6	11	67	29	26	49
	10%	10%	11%	6%	7%	11%	14%	17%	9%	6%	10%	-	-	100%	-	3%	5%	52%	9%	8%	14%
Scottish National Party/ SNP	17	8	9	3	1	9	5	4	6	1	6	-	-	-	17	-	2	1	17	-	-
	2%	2%	2%	3%	1%	2%	2%	2%	2%	*	3%	-	-	-	26%	-	1%	1%	5%	-	-
Plaid Cymru	5	1	4	-	-	5	-	1	3	-	1	-	-	-	5	-	-	-	-	5	1
	1%	*	1%	-	-	1%	-	1%	1%	-	*	-	-	-	8%	-	-	-	-	1%	*
Green Party	18	7	11	2	3	12	1	3	6	5	3	-	-	-	18	1	4	1	5	6	7
	2%	1%	2%	2%	2%	2%	*	1%	2%	3%	1%	-	-	-	27%	1%	2%	1%	2%	2%	2%
UK Independence Party (UKIP)	10	9	1	2	-	5	3	4	*	5	1	-	-	-	10	1	1	-	4	3	3
	1%	2%	*	2%	-	1%	1%	2%	*	2%	*	-	-	-	15%	1%	*	-	1%	1%	1%
Other	16	7	9	2	5	6	4	3	6	4	2	-	-	-	16	1	4	1	5	6	5
	2%	1%	2%	2%	3%	1%	2%	1%	2%	2%	1%	-	-	-	24%	1%	2%	1%	2%	2%	1%
Would not vote	114	62	53	24	23	54	13	15	26	40	34	-	-	-	-	-	3	2	53	30	31
	11%	13%	10%	20%	14%	11%	6%	6%	9%	19%	14%	-	-	-	-	-	1%	2%	16%	9%	9%
Don't know	173	64	109	27	30	84	31	40	48	42	44	-	-	-	-	22	35	17	56	51	66
	17%	13%	21%	23%	19%	17%	15%	15%	16%	20%	18%	-	-	-	-	11%	16%	13%	17%	16%	18%
Refused	66	34	32	5	7	32	21	15	19	14	18	-	-	-	-	5	5	1	18	26	22
	7%	7%	6%	5%	4%	6%	10%	6%	6%	7%	8%	-	-	-	-	2%	2%	1%	5%	8%	6%

## US Elections

### CATI Fieldwork : November 5th-6th 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 (11%), don't know who they would vote for (17%) or refuse to answer (7%)

**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	580	273	307	29	67	359	125	197	168	82	133	234	196	96	54	141	219	95	185	191	204
Weighted base	557	279	278	48	85	294	130	174	183	91	108	243	164	97	53	152	165	103	165	183	208
Conservative	243	116	127	15	45	125	59	69	98	39	37	243	-	-	-	141	27	30	55	94	94
	44%	41%	46%	31%	53%	42%	45%	40%	54%	43%	34%	100%	-	-	-	93%	17%	29%	34%	51%	45%
Labour	164	93	71	21	22	89	31	50	41	32	40	-	164	-	3	117	5	60	48	56	
	29%	33%	25%	45%	26%	30%	24%	29%	23%	35%	37%	-	100%	-	2%	71%	5%	36%	26%	27%	
Liberal Democrat/ Liberal	97	45	52	7	11	51	29	43	25	10	19	-	-	97	4	11	66	26	25	47	
	17%	16%	19%	15%	12%	17%	22%	25%	14%	11%	18%	-	-	100%	3%	6%	64%	16%	13%	22%	
Scottish National Party/ SNP	16	8	8	3	1	7	5	4	6	1	5	-	-	-	16	-	2	1	16	-	-
	3%	3%	3%	6%	1%	2%	4%	2%	3%	1%	5%	-	-	-	30%	-	1%	1%	10%	-	-
Plaid Cymru	4	1	3	-	-	4	-	1	2	-	1	-	-	-	4	-	-	-	-	3	1
	1%	*	1%	-	-	1%	-	1%	1%	-	1%	-	-	-	8%	-	-	-	-	2%	*
Green Party	15	6	10	1	1	12	1	1	5	5	3	-	-	-	15	1	4	1	3	6	6
	3%	2%	3%	3%	2%	4%	*	1%	3%	6%	3%	-	-	-	29%	1%	2%	1%	2%	3%	3%
UK Independence Party (UKIP)	8	7	1	-	-	5	3	4	*	2	1	-	-	-	8	1	1	-	1	3	3
	1%	2%	*	-	-	2%	2%	2%	*	3%	1%	-	-	-	15%	1%	*	-	1%	2%	2%
Other	10	4	6	-	5	1	4	1	5	1	2	-	-	-	10	1	4	-	3	5	3
	2%	1%	2%	-	5%	*	3%	1%	3%	1%	2%	-	-	-	19%	1%	2%	-	2%	3%	1%

Prepared on behalf of The Sunday Telegraph by ICM Research

**US Elections**  
**CATI Fieldwork : November 5th-6th 2008**

Col percents

Table 4  
**Published Vote Intention Figures**  
Percentages derived from the responses of 744 respondents

	<u>Total</u>
Conservative	43%
Labour	30%
Liberal Democrat	18%
Other	9%

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 5

**Q.1 Do you think that the election of Barack Obama as President of the United States is good or bad for the rest of the world?**

**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	1005	453	552	72	125	606	202	292	267	183	263	272	233	104	66	180	294	117	341	314	350
Weighted base	1005	479	526	121	159	511	213	260	295	212	238	281	199	105	66	193	224	129	332	315	358
Good	817 81%	376 79%	441 84%	100 83%	135 85%	423 83%	160 75%	221 85%	250 85%	170 80%	176 74%	234 83%	185 93%	95 91%	53 80%	146 76%	208 93%	118 92%	269 81%	250 79%	298 83%
Bad	39 4%	22 5%	17 3%	5 4%	3 2%	19 4%	12 6%	5 2%	9 3%	11 5%	14 6%	12 4%	7 3%	3 3%	1 2%	10 5%	6 3%	2 1%	9 3%	13 4%	17 5%
Don't know	149 15%	80 17%	69 13%	16 13%	22 14%	70 14%	42 20%	35 13%	36 12%	31 15%	47 20%	35 12%	8 4%	7 7%	12 18%	37 19%	11 5%	9 7%	54 16%	52 16%	43 12%

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 6

**Q.2 Which British party leader do you think would be best at building on Britain's "special relationship" with the US under its newly-elected president, Barack Obama. Would you say Gordon Brown or David Cameron?**

**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	1005	453	552	72	125	606	202	292	267	183	263	272	233	104	66	180	294	117	341	314	350
Weighted base	1005	479	526	121	159	511	213	260	295	212	238	281	199	105	66	193	224	129	332	315	358
Gordon Brown	349	186	163	35	68	173	73	87	97	83	83	29	148	42	28	17	133	48	132	93	124
	35%	39%	31%	29%	43%	34%	34%	33%	33%	39%	35%	10%	74%	40%	42%	9%	59%	37%	40%	30%	35%
David Cameron	403	193	210	50	66	205	83	105	131	89	79	222	34	34	20	139	64	52	119	138	147
	40%	40%	40%	41%	41%	40%	39%	40%	44%	42%	33%	79%	17%	32%	31%	72%	29%	40%	36%	44%	41%
Neither	113	52	60	15	12	57	28	31	27	20	35	13	10	16	11	14	10	15	43	39	30
	11%	11%	11%	13%	8%	11%	13%	12%	9%	10%	15%	5%	5%	16%	17%	7%	5%	11%	13%	12%	8%
Don't know	140	48	92	20	13	76	30	38	40	20	42	17	7	12	7	23	17	14	37	45	57
	14%	10%	18%	17%	8%	15%	14%	14%	14%	9%	18%	6%	4%	12%	10%	12%	8%	11%	11%	14%	16%

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 7

**Q.3 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	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	1005	453	552	72	125	606	202	292	267	183	263	272	233	104	66	180	294	117	341	314	350
Weighted base	1005	479	526	121	159	511	213	260	295	212	238	281	199	105	66	193	224	129	332	315	358
Gordon Brown & Alistair Darling	404 40%	202 42%	202 38%	49 41%	67 42%	200 39%	88 41%	107 41%	104 35%	89 42%	104 44%	44 15%	160 80%	55 52%	32 49%	24 13%	152 68%	60 46%	149 45%	110 35%	145 40%
David Cameron & George Osborne	384 38%	195 41%	189 36%	46 38%	59 37%	194 38%	85 40%	100 38%	134 46%	77 37%	73 31%	217 77%	27 13%	36 34%	19 29%	146 76%	54 24%	49 38%	105 32%	139 44%	140 39%
Don't know	217 22%	81 17%	135 26%	26 22%	34 21%	116 23%	41 19%	54 21%	56 19%	46 22%	61 26%	21 7%	13 6%	14 14%	15 23%	22 12%	18 8%	20 16%	77 23%	65 21%	74 21%

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 8

**Q.4 Do you think there is too much swearing on television, too little, or about the right amount?****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	1005	453	552	72	125	606	202	292	267	183	263	272	233	104	66	180	294	117	341	314	350
Weighted base	1005	479	526	121	159	511	213	260	295	212	238	281	199	105	66	193	224	129	332	315	358
Too much	575 57%	249 52%	325 62%	38 31%	54 34%	311 61%	172 81%	141 54%	163 55%	109 52%	161 67%	168 60%	110 55%	76 72%	40 61%	126 65%	133 59%	84 65%	189 57%	194 61%	192 54%
Too little	18 2%	16 3%	2 *	4 3%	8 5%	6 1%	1 *	7 3%	2 1%	5 2%	4 2%	5 2%	2 1%	2 2%	3 5%	3 2%	2 1%	2 2%	8 2%	1 *	10 3%
About the right amount	386 38%	197 41%	188 36%	73 60%	96 60%	182 36%	35 16%	105 40%	127 43%	92 44%	62 26%	103 37%	83 42%	27 26%	20 31%	61 32%	83 37%	43 33%	127 38%	111 35%	148 41%
Don't know	26 3%	15 3%	11 2%	6 5%	2 2%	12 2%	5 2%	7 3%	3 1%	5 2%	11 5%	6 2%	4 2%	- -	2 3%	3 2%	6 3%	- -	8 2%	10 3%	8 2%

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 9

**Q.5 Do you think the f-swear word should not be allowed on television or radio, or should it continue to be allowed?**

**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	1005	453	552	72	125	606	202	292	267	183	263	272	233	104	66	180	294	117	341	314	350
Weighted base	1005	479	526	121	159	511	213	260	295	212	238	281	199	105	66	193	224	129	332	315	358
Should not be allowed	559 56%	238 50%	321 61%	54 44%	59 37%	284 56%	163 76%	132 51%	145 49%	117 55%	166 70%	175 62%	105 53%	58 56%	34 52%	135 70%	123 55%	61 47%	192 58%	191 61%	176 49%
Should be allowed	350 35%	197 41%	152 29%	50 42%	91 57%	175 34%	34 16%	101 39%	125 42%	76 36%	48 20%	85 30%	78 39%	38 36%	25 37%	49 25%	82 36%	49 38%	107 32%	100 32%	142 40%
It depends	89 9%	39 8%	50 9%	17 14%	9 6%	45 9%	17 8%	25 10%	25 8%	16 7%	23 10%	19 7%	16 8%	8 7%	7 11%	9 5%	19 8%	18 14%	28 8%	23 7%	38 10%
Don't know	7 1%	4 1%	3 1%	- -	- -	7 1%	- -	2 1%	* *	3 1%	2 1%	1 *	1 *	1 1%	- -	1 *	1 *	1 1%	4 1%	1 *	2 1%

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 10

**Q.6 Do you think that comedy on television and radio has or has not become too vulgar?**

**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	1005	453	552	72	125	606	202	292	267	183	263	272	233	104	66	180	294	117	341	314	350
Weighted base	1005	479	526	121	159	511	213	260	295	212	238	281	199	105	66	193	224	129	332	315	358
Has become too vulgar	569	236	332	51	61	297	160	139	160	115	155	186	100	56	41	135	119	76	184	181	204
	57%	49%	63%	42%	38%	58%	75%	54%	54%	54%	65%	66%	50%	54%	62%	70%	53%	59%	55%	57%	57%
Has not become too vulgar	396	220	176	67	95	192	42	110	128	85	72	86	95	45	19	48	99	50	128	122	145
	39%	46%	33%	55%	60%	38%	20%	42%	43%	40%	30%	30%	48%	43%	29%	25%	44%	39%	39%	39%	41%
Don't know	41	23	18	3	3	23	12	11	7	12	11	9	4	3	6	11	6	3	19	12	9
	4%	5%	3%	3%	2%	4%	5%	4%	2%	6%	5%	3%	2%	3%	9%	6%	3%	3%	6%	4%	3%

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 11  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1005	1005
Weighted base		1005	1005
<b><u>Gender</u></b>			
Male		453 45%	479 48%
Female		552 55%	526 52%
<b><u>Age</u></b>			
18-24	(21)	72 7%	121 12%
25-34	(29.5)	125 12%	159 16%
35-44	(39.5)	217 22%	196 19%
45-54	(49.5)	203 20%	166 17%
55-64	(59.5)	186 19%	149 15%
65+	(70)	202 20%	213 21%
Average age		48.78	46.78

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 11  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1005	1005
<b><u>Social Class</u></b>		
AB	292 29%	260 26%
C1	267 27%	295 29%
C2	183 18%	212 21%
DE	263 26%	238 24%
<b><u>Region</u></b>		
North	341 34%	332 33%
Midlands	314 31%	315 31%
South	350 35%	358 36%

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 11  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1005	1005
<b><u>Working status</u></b>		
Full-time	426 42%	447 44%
Part-time	167 17%	121 12%
Not working but seeking work or temporarily unemployed/sick	50 5%	55 5%
Not working/not seeking work	74 7%	82 8%
Retired	248 25%	257 26%
Student	14 1%	19 2%
Refused	26 3%	24 2%

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 11  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1005	1005
<b><u>Tenure</u></b>		
Own outright	331 33%	333 33%
Own with a mortgage	387 39%	388 39%
Council	87 9%	124 12%
Housing Assoc.	44 4%	32 3%
Rented from someone else	106 11%	86 9%
Rent free	11 1%	10 1%
Refused	39 4%	32 3%

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 11  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1005	1005
<b><u>Foreign Holiday in last 3 years</u></b>		
Yes	657 65%	602 60%
No	348 35%	403 40%
<b><u>Number of cars</u></b>		
None	160 16%	208 21%
1	465 46%	418 42%
2	285 28%	289 29%
3+	95 9%	90 9%

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 11  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1005	1005
<b><u>Internet Access</u></b>		
At all	782 78%	764 76%
At home (net)	723 72%	705 70%
At work (net)	341 34%	341 34%
At home	416 41%	396 39%
At work	34 3%	32 3%
Both at home and at work	307 31%	309 31%
Somewhere else	25 2%	27 3%
Not at all	220 22%	238 24%
Refused	3 *	4 *

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 11  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1005	1005
<b><u>What is the highest educational level that you have achieved to date?</u></b>		
Secondary/ high school/ NVQ 1-3	499 50%	512 51%
University degree or equivalent professional qualification/ NVQ4	284 28%	278 28%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	75 7%	73 7%
No formal education	107 11%	107 11%
None of these	7 1%	5 *
Refused	33 3%	31 3%

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 11  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1005	1005
<b><u>Marital Status</u></b>		
Single	166 17%	199 20%
Married/ co-habiting	618 61%	597 59%
Widowed/ separated/ divorced	197 20%	187 19%
Refused	24 2%	21 2%
<b><u>Children</u></b>		
None aged 18 or under	651 65%	663 66%
NET: Yes	320 32%	313 31%
NET: Yes any aged 15 or under	287 29%	285 28%
- Aged under 5	130 13%	146 14%
- Aged 5-10	136 14%	134 13%
- Aged 11-15	116 12%	101 10%
- Aged 16-18	68 7%	55 5%
Refused	34 3%	29 3%

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 11  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1005	1005
<b><u>Grocery shopping status</u></b>		
Yes - do half or more	796 79%	777 77%
No - do less than half	192 19%	211 21%
Refused	17 2%	17 2%

## US Elections

### CATI Fieldwork : November 5th-6th 2008

Absolutes/col percents

Table 12  
**Q.C/D Voting in May 5th 2005 General Election**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1005	1005
Weighted base	1005	1005
Conservative	180 18%	193 19%
Labour	294 29%	224 22%
Liberal Democrat/ Liberal	117 12%	129 13%
Scottish National Party/SNP	13 1%	13 1%
Plaid Cymru	8 1%	7 1%
Green Party	11 1%	10 1%
UK Independence Party (UKIP)	7 1%	6 1%
Others	7 1%	9 1%
Did not vote	285 28%	322 32%
Refused	69 7%	75 7%
Don't know	14 1%	17 2%