



ICM Poll for The Guardian

Fieldwork dates: 17-19th October 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: 1,007

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 : October 17th-19th 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	410	597	67	127	612	201	357	231	148	271	264	219	124	47	200	288	111	340	312	355	
Weighted base	1007	483	524	124	158	517	208	265	296	208	238	265	194	138	41	194	224	129	334	314	359	
Certain to vote	(10)	520	243	277	34	56	287	143	149	162	92	118	192	108	76	27	162	142	80	152	157	211
		52%	50%	53%	28%	35%	56%	69%	56%	55%	44%	49%	72%	56%	55%	66%	84%	64%	62%	45%	50%	59%
	(9)	44	28	15	5	9	18	12	14	13	10	7	14	11	10	-	7	13	9	15	10	19
		4%	6%	3%	4%	6%	3%	6%	5%	4%	5%	3%	5%	6%	8%	-	4%	6%	7%	4%	3%	5%
	(8)	104	55	48	20	18	57	9	24	35	24	21	20	27	25	5	13	25	21	40	33	30
		10%	11%	9%	16%	11%	11%	4%	9%	12%	12%	9%	7%	14%	18%	12%	7%	11%	16%	12%	11%	9%
	(7)	46	28	18	8	12	21	5	13	12	9	11	7	11	4	5	4	11	4	16	17	13
		5%	6%	3%	6%	8%	4%	2%	5%	4%	5%	5%	3%	6%	3%	11%	2%	5%	3%	5%	5%	4%
	(6)	31	18	13	2	4	18	7	8	4	10	9	8	8	9	-	3	9	3	11	8	12
		3%	4%	2%	2%	2%	3%	3%	3%	1%	5%	4%	3%	4%	7%	-	1%	4%	3%	3%	3%	3%
	(5)	71	26	45	15	9	38	10	17	18	15	21	17	13	7	2	1	17	6	28	22	21
		7%	5%	9%	12%	5%	7%	5%	6%	6%	7%	9%	6%	7%	5%	4%	1%	8%	5%	8%	7%	6%
	(4)	16	8	8	8	1	7	1	3	2	10	2	3	6	1	2	1	1	1	4	3	9
		2%	2%	2%	6%	*	1%	1%	1%	1%	5%	1%	1%	3%	1%	4%	1%	*	1%	1%	1%	3%
	(3)	23	5	18	3	12	9	-	4	8	6	5	4	7	3	1	-	1	-	15	6	2
		2%	1%	3%	2%	7%	2%	-	1%	3%	3%	2%	1%	3%	2%	3%	-	1%	-	5%	2%	1%
	(2)	15	6	9	7	3	4	1	1	6	8	-	1	3	1	-	-	-	-	-	9	6
		1%	1%	2%	5%	2%	1%	1%	1%	2%	4%	-	*	2%	1%	-	-	-	-	-	3%	2%
Certain not to vote	(1)	129	64	66	19	34	59	18	30	35	23	42	-	-	-	-	2	5	4	52	46	32
		13%	13%	13%	16%	21%	11%	8%	11%	12%	11%	17%	-	-	-	-	1%	2%	3%	16%	15%	9%
Refused		2	2	-	1	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-	1	1
		*	*	-	1%	-	-	*	1%	-	-	-	-	-	-	-	-	-	-	-	*	*
Don't know		6	-	6	3	2	1	1	-	2	-	4	-	-	-	-	-	-	-	2	2	3
		1%	-	1%	2%	1%	*	1%	-	1%	-	2%	-	-	-	-	-	-	-	*	1%	1%
Mean		7.59	7.66	7.52	6.33	6.46	7.84	8.56	7.95	7.79	7.22	7.26	9.08	8.44	8.67	8.78	9.56	8.78	8.84	7.22	7.37	8.12
Standard deviation		3.24	3.18	3.30	3.33	3.62	3.09	2.76	3.06	3.19	3.24	3.45	1.78	2.22	1.88	1.99	1.30	2.03	2.01	3.35	3.38	2.94
Standard error		0.10	0.16	0.14	0.41	0.32	0.13	0.20	0.16	0.21	0.27	0.21	0.11	0.15	0.17	0.29	0.09	0.12	0.19	0.18	0.19	0.16

Opinion Poll

CATI Fieldwork : October 17th-19th 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	410	597	67	127	612	201	357	231	148	271	264	219	124	47	200	288	111	340	312	355
Weighted base	1007	483	524	124	158	517	208	265	296	208	238	265	194	138	41	194	224	129	334	314	359
Conservative	265	119	146	20	31	147	67	78	89	46	52	265	-	-	-	163	24	7	64	86	116
	26%	25%	28%	16%	19%	28%	32%	29%	30%	22%	22%	100%	-	-	-	84%	11%	6%	19%	27%	32%
Labour	194	105	89	36	32	89	37	46	44	55	48	-	194	-	-	1	129	6	71	58	66
	19%	22%	17%	29%	20%	17%	18%	17%	15%	27%	20%	-	100%	-	-	1%	57%	5%	21%	19%	18%
Liberal Democrat/ Liberal	138	83	55	10	23	78	26	34	48	23	32	-	-	138	-	8	17	90	48	40	50
	14%	17%	10%	8%	15%	15%	12%	13%	16%	11%	13%	-	-	100%	-	4%	7%	70%	14%	13%	14%
Scottish National Party/ SNP	17	8	9	-	3	11	2	6	3	4	3	-	-	-	17	1	3	-	17	-	-
	2%	2%	2%	-	2%	2%	1%	2%	1%	2%	1%	-	-	-	41%	*	1%	-	5%	-	-
Plaid Cymru	2	1	1	-	-	1	1	*	-	-	2	-	-	-	2	-	-	-	-	2	-
	*	*	*	-	-	*	*	*	-	-	1%	-	-	-	5%	-	-	-	-	1%	-
Green Party	10	3	6	2	2	4	2	5	3	-	2	-	-	-	10	1	-	4	2	4	3
	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	-	-	-	23%	1%	-	3%	1%	1%	1%
UK Independence Party (UKIP)	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1	1	-	-	1	-	-
	*	*	-	-	-	*	-	-	-	-	*	-	-	-	2%	*	-	-	*	-	-
Other	12	11	2	3	3	6	-	3	3	5	1	-	-	-	12	-	5	-	7	2	3
	1%	2%	*	3%	2%	1%	-	1%	1%	3%	*	-	-	-	29%	-	2%	-	2%	1%	1%
Would not vote	129	64	66	19	34	59	18	30	35	23	42	-	-	-	-	2	5	4	52	46	32
	13%	13%	13%	16%	21%	11%	8%	11%	12%	11%	17%	-	-	-	-	1%	2%	3%	16%	15%	9%
Don't know	179	59	119	27	25	95	31	42	57	39	40	-	-	-	-	11	38	15	55	55	69
	18%	12%	23%	22%	16%	18%	15%	16%	19%	19%	17%	-	-	-	-	6%	17%	12%	16%	17%	19%
Refused	61	28	33	6	5	26	25	20	13	11	16	-	-	-	-	6	3	3	19	22	21
	6%	6%	6%	5%	3%	5%	12%	8%	4%	5%	7%	-	-	-	-	3%	2%	2%	6%	7%	6%

Opinion Poll

CATI Fieldwork : October 17th-19th 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 (13%), don't know who they would vote for (18%) or refuse to answer (6%)

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	570	261	309	27	61	362	120	219	135	78	138	234	189	104	43	173	203	85	188	168	214
Weighted base	543	287	256	50	76	294	123	154	172	102	116	233	158	116	37	170	160	99	173	159	212
Conservative	233 43%	106 37%	127 50%	15 31%	24 32%	133 45%	60 49%	67 43%	80 47%	39 38%	47 40%	233 100%	-	-	-	159 93%	23 14%	7 7%	55 32%	71 45%	107 50%
Labour	158 29%	88 31%	70 27%	22 45%	27 36%	74 25%	35 28%	43 28%	40 23%	34 34%	40 35%	-	158 100%	-	-	1 1%	116 73%	6 6%	57 33%	45 28%	56 26%
Liberal Democrat/ Liberal	116 21%	72 25%	44 17%	9 18%	16 21%	68 23%	23 19%	29 19%	45 26%	20 19%	22 19%	-	-	116 100%	-	7 4%	14 9%	83 83%	35 20%	38 24%	44 21%
Scottish National Party/ SNP	16 3%	7 2%	9 3%	-	3 4%	10 3%	2 2%	6 4%	3 2%	4 4%	2 2%	-	-	-	16 43%	1 *	3 2%	-	16 9%	-	-
Plaid Cymru	1 *	-	1 *	-	-	* *	1 1%	* *	-	-	1 1%	-	-	-	1 3%	-	-	-	-	1 1%	-
Green Party	7 1%	3 1%	4 1%	-	2 3%	3 1%	2 1%	5 3%	-	-	2 2%	-	-	-	7 19%	1 1%	-	3 3%	2 1%	2 1%	3 1%
UK Independence Party (UKIP)	1 *	1 *	-	-	-	1 *	-	-	-	-	1 1%	-	-	-	1 2%	1 1%	-	-	1 1%	-	-
Other	12 2%	11 4%	2 1%	3 6%	3 4%	6 2%	-	3 2%	3 2%	5 5%	1 1%	-	-	-	12 33%	-	5 3%	-	7 4%	2 1%	3 1%

Opinion Poll
CATI Fieldwork : October 17th-19th 2008

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 756 respondents

	<u>Total</u>
Conservative	42%
Labour	30%
Liberal Democrat	21%
Other	7%

Opinion Poll

CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 5

Q.1 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	410	597	67	127	612	201	357	231	148	271	264	219	124	47	200	288	111	340	312	355
Weighted base	1007	483	524	124	158	517	208	265	296	208	238	265	194	138	41	194	224	129	334	314	359
David Cameron and George Osborne	363 36%	174 36%	189 36%	29 23%	49 31%	198 38%	87 42%	96 36%	117 39%	64 31%	86 36%	214 81%	14 7%	39 28%	15 35%	157 81%	40 18%	37 29%	105 32%	110 35%	148 41%
Gordon Brown and Alistair Darling	354 35%	200 42%	153 29%	53 42%	57 36%	172 33%	72 35%	100 38%	98 33%	85 41%	70 29%	24 9%	162 83%	75 55%	17 42%	14 7%	155 69%	59 46%	122 37%	121 38%	111 31%
Refused	35 3%	16 3%	19 4%	8 6%	2 1%	18 3%	7 3%	9 3%	6 2%	9 4%	11 4%	2 1%	1 1%	4 3%	-	1 *	2 1%	4 3%	15 5%	11 3%	9 2%
Don't know	255 25%	92 19%	163 31%	35 28%	50 31%	129 25%	41 20%	59 22%	74 25%	50 24%	72 30%	25 9%	17 9%	20 14%	9 22%	22 12%	27 12%	28 22%	91 27%	73 23%	91 25%

Opinion Poll

CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 6

Q.2 Putting aside your own party preference, over the last couple of weeks or so how well do you think Gordon Brown has been handling the crisis in the financial markets. Do you think he has been handling the crisis...?

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	410	597	67	127	612	201	357	231	148	271	264	219	124	47	200	288	111	340	312	355	
Weighted base	1007	483	524	124	158	517	208	265	296	208	238	265	194	138	41	194	224	129	334	314	359	
NET: Well	615	317	297	75	92	311	136	185	179	120	131	143	158	102	30	110	176	90	205	193	217	
	61%	66%	57%	61%	58%	60%	65%	70%	61%	58%	55%	54%	82%	74%	74%	57%	79%	70%	61%	61%	60%	
Very well	(4)	122	69	53	13	14	61	35	38	36	24	24	15	55	21	5	11	52	18	41	48	33
		12%	14%	10%	11%	9%	12%	17%	14%	12%	11%	10%	6%	28%	15%	12%	6%	23%	14%	12%	15%	9%
Quite well	(3)	493	248	244	62	78	251	101	147	143	96	107	128	103	82	25	98	124	73	164	145	184
		49%	51%	47%	50%	50%	49%	49%	56%	48%	46%	45%	48%	53%	59%	61%	51%	56%	56%	49%	46%	51%
Quite badly	(2)	201	83	118	20	46	97	37	40	73	40	48	66	24	28	6	41	37	24	63	68	70
		20%	17%	23%	16%	29%	19%	18%	15%	25%	19%	20%	25%	12%	20%	14%	21%	16%	19%	19%	22%	19%
Very badly	(1)	129	58	71	5	9	84	31	31	29	29	40	52	5	3	4	41	9	8	44	36	49
		13%	12%	14%	4%	6%	16%	15%	12%	10%	14%	17%	20%	2%	2%	10%	21%	4%	6%	13%	12%	14%
NET: Badly		330	140	189	25	55	182	67	71	101	70	88	118	29	31	10	82	46	32	107	105	118
		33%	29%	36%	21%	35%	35%	32%	27%	34%	34%	37%	44%	15%	23%	24%	42%	20%	25%	32%	33%	33%
Don't know		62	25	38	23	11	24	5	9	16	18	20	5	7	4	1	2	2	6	22	17	23
		6%	5%	7%	19%	7%	5%	2%	3%	5%	9%	8%	2%	4%	3%	2%	1%	1%	5%	7%	5%	7%
Mean		2.64	2.72	2.57	2.83	2.65	2.58	2.69	2.75	2.67	2.60	2.52	2.40	3.12	2.90	2.77	2.42	2.99	2.81	2.65	2.69	2.60
Standard deviation		0.87	0.87	0.87	0.71	0.74	0.91	0.93	0.85	0.83	0.90	0.92	0.87	0.72	0.67	0.81	0.89	0.75	0.76	0.88	0.89	0.85
Standard error		0.03	0.04	0.04	0.09	0.07	0.04	0.07	0.05	0.06	0.08	0.06	0.05	0.05	0.06	0.12	0.06	0.04	0.07	0.05	0.05	0.05

Opinion Poll

CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 7

Q.3 As a result of the financial crisis and the governments handling of it so far, would you say you are now more likely to consider voting Labour at the next election, less likely or has it made no real difference one way or the other?

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	410	597	67	127	612	201	357	231	148	271	264	219	124	47	200	288	111	340	312	355
Weighted base	1007	483	524	124	158	517	208	265	296	208	238	265	194	138	41	194	224	129	334	314	359
More likely	128	76	52	25	26	51	26	46	30	23	29	8	70	15	3	2	56	14	41	40	48
	13%	16%	10%	21%	16%	10%	12%	17%	10%	11%	12%	3%	36%	11%	7%	1%	25%	11%	12%	13%	13%
No real difference	609	280	329	88	98	304	120	164	179	121	145	148	106	89	28	116	114	78	207	190	212
	60%	58%	63%	71%	62%	59%	58%	62%	60%	58%	61%	56%	54%	64%	68%	60%	51%	61%	62%	60%	59%
Less likely	270	126	143	10	35	162	62	55	87	63	64	109	19	34	10	75	54	37	86	85	99
	27%	26%	27%	8%	22%	31%	30%	21%	30%	30%	27%	41%	10%	25%	25%	39%	24%	28%	26%	27%	28%

Opinion Poll

CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 8

Q.4 To what extent do you blame ... for the present financial crisis?**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	410	597	67	127	612	201	357	231	148	271	264	219	124	47	200	288	111	340	312	355
Weighted base	1007	483	524	124	158	517	208	265	296	208	238	265	194	138	41	194	224	129	334	314	359
Problems with the housing market in the USA																					
NET: At all	840	431	409	95	132	442	171	225	247	176	193	229	168	123	34	166	196	110	279	266	296
	83%	89%	78%	77%	83%	86%	82%	85%	83%	85%	81%	86%	86%	89%	83%	86%	87%	86%	84%	85%	82%
A lot	542	289	253	53	78	283	127	140	161	105	136	144	106	87	21	96	140	77	185	145	211
	54%	60%	48%	43%	49%	55%	61%	53%	54%	50%	57%	54%	55%	63%	51%	50%	63%	59%	56%	46%	59%
A little	299	142	156	42	54	159	44	85	86	71	57	85	61	36	13	70	56	34	94	121	84
	30%	29%	30%	34%	34%	31%	21%	32%	29%	34%	24%	32%	31%	26%	32%	36%	25%	26%	28%	38%	24%
Not at all	97	33	64	17	13	47	19	23	32	19	23	22	21	3	5	19	12	7	34	28	35
	10%	7%	12%	13%	8%	9%	9%	9%	11%	9%	10%	8%	11%	2%	13%	10%	6%	5%	10%	9%	10%
Don't know	70	19	51	12	13	27	18	17	17	13	22	14	6	12	2	8	16	12	21	21	28
	7%	4%	10%	10%	8%	5%	8%	6%	6%	6%	9%	5%	3%	9%	5%	4%	7%	9%	6%	7%	8%
Problems with the global economy																					
NET: At all	871	429	442	101	136	460	173	234	265	173	198	248	168	121	36	179	201	106	284	272	315
	86%	89%	84%	82%	86%	89%	83%	88%	90%	83%	83%	94%	87%	88%	89%	93%	90%	82%	85%	87%	88%
A lot	540	285	255	65	79	278	119	138	175	101	126	142	109	72	26	101	139	64	189	160	191
	54%	59%	49%	52%	50%	54%	57%	52%	59%	49%	53%	54%	56%	52%	62%	52%	62%	50%	57%	51%	53%
A little	331	144	187	37	58	182	54	96	90	72	72	106	59	49	11	78	62	42	95	112	124
	33%	30%	36%	30%	36%	35%	26%	36%	30%	35%	30%	40%	31%	35%	27%	40%	28%	33%	28%	36%	34%
Not at all	91	41	50	13	12	43	22	26	22	18	25	12	22	6	4	11	15	12	31	28	31
	9%	9%	9%	11%	8%	8%	11%	10%	8%	8%	10%	4%	11%	4%	9%	6%	7%	9%	9%	9%	9%
Don't know	45	13	32	9	10	13	13	4	8	17	16	5	4	11	1	4	8	11	19	14	12
	5%	3%	6%	7%	6%	3%	6%	2%	3%	8%	7%	2%	2%	8%	3%	2%	3%	9%	6%	5%	3%

Opinion Poll

CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 8

Q.4 To what extent do you blame ... for the present financial crisis?**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
Weighted base	1007	483	524	124	158	517	208	265	296	208	238	265	194	138	41	194	224	129	334	314	359
Poor decisions by banks and other financial companies																					
NET: At all	935	449	485	108	142	493	191	249	280	194	212	252	184	133	40	185	212	123	311	296	328
	93%	93%	93%	87%	90%	95%	92%	94%	94%	93%	89%	95%	94%	96%	97%	96%	95%	96%	93%	94%	91%
A lot	743	380	362	66	104	413	160	203	237	147	155	207	140	113	28	159	179	108	251	224	268
	74%	79%	69%	53%	66%	80%	77%	77%	80%	71%	65%	78%	72%	82%	68%	82%	80%	84%	75%	71%	75%
A little	192	69	123	42	38	80	31	45	42	47	57	45	44	20	12	26	33	15	60	72	60
	19%	14%	23%	34%	24%	16%	15%	17%	14%	23%	24%	17%	23%	14%	29%	14%	15%	12%	18%	23%	17%
Not at all	48	29	19	6	9	20	12	13	13	4	19	13	9	2	1	7	10	3	15	11	22
	5%	6%	4%	5%	6%	4%	6%	5%	4%	2%	8%	5%	5%	2%	2%	3%	5%	2%	4%	4%	6%
Don't know	24	4	20	9	7	4	5	4	4	10	7	1	1	3	1	2	1	3	8	7	9
	2%	1%	4%	7%	4%	1%	2%	1%	1%	5%	3%	*	1%	2%	1%	1%	1%	2%	3%	2%	2%
The government here in the UK																					
NET: At all	889	424	465	101	135	473	179	236	252	194	207	255	159	118	36	189	190	110	299	269	321
	88%	88%	89%	81%	86%	92%	86%	89%	85%	93%	87%	96%	82%	86%	89%	98%	85%	86%	90%	85%	89%
A lot	452	204	248	38	56	253	106	117	135	90	110	181	32	50	18	137	60	51	140	134	178
	45%	42%	47%	30%	35%	49%	51%	44%	46%	43%	46%	68%	17%	36%	43%	71%	27%	40%	42%	43%	50%
A little	437	220	216	63	80	221	73	118	116	105	97	74	127	68	19	52	130	59	159	135	143
	43%	46%	41%	51%	50%	43%	35%	45%	39%	50%	41%	28%	65%	49%	46%	27%	58%	46%	48%	43%	40%
Not at all	91	51	39	14	16	39	22	27	38	7	19	8	33	16	5	3	32	15	23	38	30
	9%	11%	7%	11%	10%	8%	10%	10%	13%	3%	8%	3%	17%	12%	11%	1%	14%	12%	7%	12%	8%
Don't know	28	7	20	9	7	4	7	2	6	7	12	2	2	3	-	2	2	3	12	8	8
	3%	1%	4%	8%	4%	1%	3%	1%	2%	3%	5%	1%	1%	3%	-	1%	1%	3%	3%	3%	2%

Opinion Poll

CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 8

Q.4 To what extent do you blame ... for the present financial crisis?**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
Weighted base	1007	483	524	124	158	517	208	265	296	208	238	265	194	138	41	194	224	129	334	314	359
<u>Poor or weak supervision by the authorities of banks and financial companies</u>																					
NET: At all	930	446	484	104	140	498	188	248	275	195	213	251	180	131	39	188	210	125	308	297	325
	92%	93%	92%	84%	88%	96%	90%	94%	93%	94%	89%	95%	93%	95%	95%	97%	94%	97%	92%	95%	91%
A lot	696	353	343	63	99	385	150	190	215	149	142	199	128	100	26	154	157	98	239	214	244
	69%	73%	65%	51%	62%	74%	72%	72%	73%	72%	60%	75%	66%	72%	63%	80%	70%	76%	71%	68%	68%
A little	234	93	141	42	41	113	38	58	60	46	70	53	53	32	13	33	53	27	69	84	81
	23%	19%	27%	34%	26%	22%	18%	22%	20%	22%	30%	20%	27%	23%	32%	17%	24%	21%	21%	27%	23%
Not at all	44	28	16	6	9	16	12	14	3	15	10	10	10	5	2	6	9	2	14	9	21
	4%	6%	3%	5%	6%	3%	6%	5%	5%	1%	6%	4%	5%	3%	5%	3%	4%	1%	4%	3%	6%
Don't know	33	8	25	13	10	3	8	5	7	10	11	4	3	2	-	-	5	2	12	8	13
	3%	2%	5%	11%	6%	1%	4%	2%	3%	5%	5%	1%	2%	1%	-	-	2%	2%	4%	2%	4%
<u>Consumers for borrowing too much money</u>																					
NET: At all	842	401	441	98	121	445	178	219	257	172	194	236	165	120	32	166	189	118	274	274	294
	84%	83%	84%	79%	76%	86%	86%	83%	87%	83%	81%	89%	85%	87%	78%	86%	84%	92%	82%	87%	82%
A lot	541	246	295	54	76	267	144	135	159	113	134	152	95	81	25	108	120	82	184	176	180
	54%	51%	56%	44%	48%	52%	69%	51%	54%	55%	56%	57%	49%	59%	62%	56%	54%	64%	55%	56%	50%
A little	301	156	145	44	45	178	34	84	98	58	60	84	69	40	7	57	69	36	90	98	113
	30%	32%	28%	35%	28%	34%	17%	32%	33%	28%	25%	32%	36%	29%	17%	30%	31%	28%	27%	31%	32%
Not at all	139	77	62	19	31	66	24	42	32	30	34	25	28	15	9	26	33	9	47	36	57
	14%	16%	12%	15%	20%	13%	11%	16%	11%	15%	14%	9%	14%	11%	22%	13%	15%	7%	14%	11%	16%
Don't know	26	5	21	8	6	6	6	4	6	6	10	4	2	3	-	2	2	2	13	4	9
	3%	1%	4%	6%	4%	1%	3%	2%	2%	3%	4%	2%	1%	2%	-	1%	1%	2%	4%	1%	2%

Opinion Poll
CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1007	1007
Weighted base		1007	1007
<u>Gender</u>			
Male		410 41%	483 48%
Female		597 59%	524 52%
<u>Age</u>			
18-24	(21)	67 7%	124 12%
25-34	(29.5)	127 13%	158 16%
35-44	(39.5)	186 18%	201 20%
45-54	(49.5)	223 22%	171 17%
55-64	(59.5)	203 20%	146 14%
65+	(70)	201 20%	208 21%
Average age		49.34	46.54

Opinion Poll
CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<u>Social Class</u>		
AB	357 35%	265 26%
C1	231 23%	296 29%
C2	148 15%	208 21%
DE	271 27%	238 24%
<u>Region</u>		
North	340 34%	334 33%
Midlands	312 31%	314 31%
South	355 35%	359 36%

Opinion Poll
CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<u>Working status</u>		
Full-time	456 45%	458 45%
Part-time	122 12%	118 12%
Not working but seeking work or temporarily unemployed/sick	48 5%	51 5%
Not working/not seeking work	65 6%	69 7%
Retired	288 29%	266 26%
Student	24 2%	43 4%
Refused	4 *	2 *

Opinion Poll
CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<u>Tenure</u>		
Own outright	361 36%	334 33%
Own with a mortgage	359 36%	389 39%
Council	92 9%	125 12%
Housing Assoc.	56 6%	40 4%
Rented from someone else	104 10%	91 9%
Rent free	17 2%	13 1%
Refused	18 2%	15 1%

Opinion Poll
CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1007	1007
<u>Foreign Holiday in last 3 years</u>		
Yes	629 62%	602 60%
No	378 38%	405 40%
<u>Number of cars</u>		
None	209 21%	206 20%
1	453 45%	417 41%
2	271 27%	291 29%
3+	74 7%	93 9%

Opinion Poll
CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<u>Internet Access</u>		
At all	730 72%	733 73%
At home (net)	672 67%	677 67%
At work (net)	362 36%	365 36%
At home	351 35%	351 35%
At work	41 4%	39 4%
Both at home and at work	321 32%	326 32%
Somewhere else	17 2%	17 2%
Not at all	274 27%	272 27%
Refused	3 *	2 *

Opinion Poll

CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<u>What is the highest educational level that you have achieved to date?</u>		
Secondary/ high school/ NVQ 1-3	479 48%	514 51%
University degree or equivalent professional qualification/ NVQ4	260 26%	246 24%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	106 11%	97 10%
No formal education	128 13%	131 13%
None of these	9 1%	6 1%
Refused	25 2%	13 1%

Opinion Poll

CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<u>Marital Status</u>		
Single	186 18%	218 22%
Married/ co-habiting	559 56%	557 55%
Widowed/ separated/ divorced	243 24%	220 22%
Refused	19 2%	12 1%
<u>Children</u>		
None aged 18 or under	706 70%	695 69%
NET: Yes	281 28%	302 30%
NET: Yes any aged 15 or under	245 24%	272 27%
- Aged under 5	85 8%	103 10%
- Aged 5-10	103 10%	116 12%
- Aged 11-15	128 13%	133 13%
- Aged 16-18	71 7%	61 6%
Refused	20 2%	11 1%

Opinion Poll
CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 9
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<u>Grocery shopping status</u>		
Yes - do half or more	808 80%	774 77%
No - do less than half	192 19%	230 23%
Refused	7 1%	3 *

Opinion Poll
CATI Fieldwork : October 17th-19th 2008

Absolutes/col percents

Table 10
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	200 20%	194 19%
Labour	288 29%	224 22%
Liberal Democrat/ Liberal	111 11%	129 13%
Scottish National Party/SNP	21 2%	16 2%
Plaid Cymru	7 1%	7 1%
Green Party	10 1%	13 1%
UK Independence Party (UKIP)	5 *	4 *
Others	7 1%	5 1%
Did not vote	260 26%	323 32%
Refused	75 7%	70 7%
Don't know	23 2%	23 2%