

# ICM Poll for The Guardian

**Fieldwork dates:** 22<sup>nd</sup> – 23<sup>rd</sup> August 2007

**Interview Method:** Telephone, unless otherwise stated.

**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:** 1,016

**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 70% to the results of the last election and 30% 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.

2. Those saying they are 7-10 certain to vote are included in the vote calculation.

3. The weights have been devised so that the effective sample size is reduced from 1,000 or so (the approximate size of all vote intention surveys) to around 700 thereby assuming a real turnout figure among registered voters of approximately 70%. This may be higher than the actual turnout. But 100% turnout could not be achieved because of faults in the electoral register. Evidence also suggests that polls tend to interview slightly more voters than exist in the whole population.

**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 .

**Further enquiries:** [nick.sparrow@icmresearch.co.uk](mailto:nick.sparrow@icmresearch.co.uk)

## Perceptions of the parties

Question 3 of the enclosed tables was previously asked in September 1996. The table below shows plus scores where Labour are ahead of the Conservatives and minus scores are where the Conservatives are ahead of Labour.

	Now	1996
<b>Positives</b>		
Income will be spread more evenly	+28%	+52%
Law and order will improve	-10%	+16%
More effort will be put into fighting climate change	+4%	NA
Britain will be safer from terrorism	-1%	NA
Educational standards will improve	+3%	+30%
House prices will rise substantially	+7%	-12%
<b>Negatives</b>		
The economy will deteriorate	+6%	-3%
Interest rates will rise	+9%	+20%
Inflation will go up	+5%	+20%
The health service will deteriorate	+9%	-48%
Taxes will go up	+19%	+16%

## Regional analysis

Basis for this analysis is all ICM poll conducted in the 2005 general election campaign (base 13,214 interviews) and all ICM polls done since Brown became leader (base 5,039 interviews).

All data has been weighted in the same way as all individual ICM polls (including past vote weights).

	NE/NW/ Yorks and H'side	E/W Mids/Eastern	Scotland/Wales	SE/SW	London
Con	28	39	19	39	32
Lab	45	37	43	27	41
Lib	23	19	14	28	22
Other	4	4	24	5	5

	NE/NW/ Yorks and H'side	E/W Mids/Eastern	Scotland/Wales	SE/SW	London
Con	26	40	18	48	34
Lab	47	37	36	28	48

Lib	22	17	13	19	15
Other	5	7	33	5	3

	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	OWNED	MORTG	COUNCIL	OTHER
2005															
Con	33	33	33	26	25	33	42	37	34	33	28	44	31	18	25
Lab	36	36	36	38	39	36	34	30	33	40	43	29	37	51	38
Lib	23	22	24	27	27	22	19	26	25	20	20	21	24	21	27
Other	8	8	8	9	9	9	5	8	8	8	8	7	8	10	10
	-3	-3	-3	-12	-14	-3	8	7	1	-7	-15	15	-6	-33	-13
2007															
Con	35	35	34	28	28	34	42	40	33	35	29	43	33	19	29
Lab	38	39	38	40	46	40	31	32	39	39	45	30	41	57	42
Lib	18	15	20	25	18	17	17	19	19	15	17	19	17	13	21
Other	9	11	8	8	9	10	10	9	8	11	10	8	10	11	9
	-3	-4	-4	-12	-18	-6	11	8	-6	-4	-16	13	-8	-38	-13
Change in the lead since 2005	0	-1	-1	0	-4	-3	3	1	-7	3	-1	-2	-2	-5	0

# Opinion Poll

## Fieldwork : August 22nd-23rd 2007

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**

		Sex		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		1016	465	551	88	149	569	210	343	240	175	258	219	273	100	54	199	263	108	329	316	371
Weighted base		1016	489	527	123	161	523	210	267	295	214	240	223	266	120	56	194	235	131	339	320	357
Certain to vote	(10)	514 51%	245 50%	268 51%	36 30%	63 39%	258 49%	156 74%	150 56%	158 54%	87 41%	119 49%	133 60%	143 54%	76 63%	34 60%	137 71%	144 61%	88 67%	183 54%	140 44%	191 53%
	(9)	77 8%	37 8%	40 8%	6 5%	23 14%	41 8%	7 4%	25 10%	23 8%	13 6%	16 7%	24 11%	24 9%	9 8%	4 7%	18 9%	20 9%	14 11%	22 7%	25 8%	30 8%
	(8)	106 10%	55 11%	50 10%	18 14%	14 9%	57 11%	17 8%	17 6%	42 14%	22 10%	25 10%	29 13%	34 13%	9 7%	5 9%	21 11%	26 11%	13 10%	26 8%	44 14%	36 10%
	(7)	47 5%	24 5%	24 4%	13 11%	7 4%	22 4%	5 3%	7 3%	14 5%	16 8%	10 4%	8 3%	21 8%	2 2%	5 9%	2 1%	9 4%	3 2%	14 4%	15 5%	19 5%
	(6)	21 2%	6 1%	15 3%	7 5%	2 1%	12 2%	1 1%	5 2%	5 2%	3 1%	7 3%	5 2%	6 2%	2 1%	1 2%	4 2%	5 2%	* *	9 3%	5 2%	7 2%
	(5)	89 9%	40 8%	49 9%	7 6%	20 12%	56 11%	6 3%	22 8%	21 7%	27 13%	19 8%	14 6%	24 9%	11 9%	4 8%	6 3%	22 9%	4 3%	33 10%	33 10%	24 7%
	(4)	17 2%	3 1%	14 3%	5 4%	4 3%	7 1%	- -	8 3%	1 *	2 1%	6 3%	3 1%	4 2%	1 1%	2 3%	1 1%	1 1%	2 1%	2 1%	9 3%	6 2%
	(3)	20 2%	10 2%	10 2%	6 5%	2 1%	10 2%	1 *	7 3%	6 2%	4 2%	3 1%	2 1%	6 2%	9 7%	- -	1 *	1 1%	3 2%	9 3%	6 2%	4 1%
	(2)	18 2%	9 2%	9 2%	4 4%	2 1%	9 2%	2 1%	3 1%	6 2%	4 2%	4 2%	6 3%	4 1%	2 2%	1 2%	2 1%	3 1%	- -	7 2%	6 2%	5 1%
Certain not to vote	(1)	95 9%	52 11%	43 8%	16 13%	20 13%	48 9%	11 5%	22 8%	16 5%	32 15%	26 11%	- -	- -	- -	- -	1 1%	4 2%	3 2%	28 8%	37 12%	30 8%
Refused		1 *	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *
Don't know		12 1%	8 2%	3 1%	4 3%	3 2%	2 *	3 1%	- -	1 *	4 2%	6 3%	- -	- -	- -	- -	- -	- -	- -	5 2%	1 *	6 2%
Mean		7.81	7.78	7.83	6.65	7.34	7.76	8.95	8.02	8.22	7.09	7.70	8.78	8.51	8.55	8.68	9.22	8.72	9.01	7.90	7.43	8.07
Standard deviation		3.01	3.08	2.95	3.22	3.19	3.00	2.38	2.96	2.65	3.31	3.11	1.99	2.07	2.39	2.05	1.64	2.11	1.99	3.00	3.14	2.88
Standard error		0.10	0.14	0.13	0.35	0.26	0.13	0.17	0.16	0.17	0.25	0.20	0.13	0.13	0.24	0.28	0.12	0.13	0.19	0.17	0.18	0.15

Prepared on behalf of The Guardian by ICM Research

## Opinion Poll

### Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 2

**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 (9%), don't know who they would vote for (17%) or refuse to answer (8%)****THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Sex			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	547	265	282	46	68	299	134	198	131	85	133	192	231	78	46	158	187	73	179	161	207
Weighted base	559	282	276	67	73	274	145	155	168	106	130	193	222	96	47	157	169	93	188	165	205
Conservative	193 35%	98 35%	95 34%	17 25%	25 34%	85 31%	67 46%	61 40%	60 36%	31 29%	42 32%	193 100%	-	-	-	142 91%	16 10%	7 7%	43 23%	66 40%	84 41%
Labour	222 40%	108 38%	114 41%	31 47%	32 44%	113 41%	45 31%	59 38%	61 36%	41 38%	61 47%	-	222 100%	-	-	3 2%	144 85%	14 15%	79 42%	63 38%	80 39%
Liberal Democrat/ Liberal	96 17%	45 16%	51 19%	16 24%	11 15%	49 18%	20 14%	26 17%	30 18%	25 23%	15 11%	-	-	96 100%	-	5 3%	7 4%	70 75%	38 20%	25 15%	32 16%
Scottish National Party/ SNP	16 3%	8 3%	8 3%	-	3 4%	9 3%	4 2%	1 *	5 3%	3 3%	7 6%	-	-	-	16 33%	-	-	-	16 8%	-	-
Plaid Cymru	7 1%	5 2%	2 1%	-	-	5 2%	2 1%	1 1%	2 1%	4 4%	-	-	-	-	7 16%	-	-	1 1%	-	7 5%	-
Green Party	10 2%	6 2%	5 2%	1 2%	3 4%	6 2%	1 *	3 2%	6 4%	1 1%	1 1%	-	-	-	10 22%	-	1 1%	1 1%	8 4%	1 1%	1 1%
UK Independence Party (UKIP)	9 2%	8 3%	1 *	-	-	4 1%	5 4%	3 2%	3 2%	1 1%	2 2%	-	-	-	9 18%	5 3%	1 *	-	3 2%	2 1%	4 2%
Other	5 1%	4 2%	1 *	1 2%	-	2 1%	2 1%	1 *	1 1%	1 1%	2 2%	-	-	-	5 11%	1 1%	1 *	-	1 1%	-	4 2%

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**Opinion Poll**  
**Fieldwork : August 22nd-23rd 2007**

Col percents

Table 3  
**Published Vote Intention Figures**  
**Percentages derived from the responses of 744 respondents**

	<u>Total</u>
Conservative	34%
Labour	39%
Liberal Democrat	18%
Other	9%



## Opinion Poll

### Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 4

**Q.3 Under which government, Conservative or Labour do you think the following are most likely to happen.****- Interest rates will rise****Base: All respondents**

	Sex			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	1016	465	551	88	149	569	210	343	240	175	258	219	273	100	54	199	263	108	329	316	371
Weighted base	1016	489	527	123	161	523	210	267	295	214	240	223	266	120	56	194	235	131	339	320	357
Conservative	343	174	168	47	56	187	54	86	107	70	80	41	140	51	19	30	115	53	126	101	116
	34%	36%	32%	38%	35%	36%	26%	32%	36%	33%	33%	18%	53%	43%	34%	15%	49%	40%	37%	32%	32%
Labour	439	208	230	54	74	212	98	117	125	95	102	155	84	48	27	136	77	48	131	157	150
	43%	43%	44%	44%	46%	40%	47%	44%	42%	44%	42%	70%	32%	40%	48%	70%	33%	37%	39%	49%	42%
Neither	63	38	24	2	6	39	16	20	15	17	10	6	7	4	4	7	8	10	18	16	28
	6%	8%	5%	2%	4%	7%	7%	7%	5%	8%	4%	2%	2%	4%	8%	3%	4%	7%	5%	5%	8%
Refused	11	7	3	-	1	6	4	2	3	2	4	-	-	-	-	-	1	-	3	5	3
	1%	2%	1%	-	*	1%	2%	1%	1%	1%	1%	-	-	-	-	-	*	-	1%	1%	1%
Don't know	161	61	100	19	24	79	39	42	45	30	45	21	35	16	6	21	33	21	61	41	60
	16%	12%	19%	16%	15%	15%	18%	16%	15%	14%	19%	10%	13%	13%	11%	11%	14%	16%	18%	13%	17%

## Opinion Poll

### Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 5

**Q.3 Under which government, Conservative or Labour do you think the following are most likely to happen.****- Law and order will improve****Base: All respondents**

	Sex			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	1016	465	551	88	149	569	210	343	240	175	258	219	273	100	54	199	263	108	329	316	371
Weighted base	1016	489	527	123	161	523	210	267	295	214	240	223	266	120	56	194	235	131	339	320	357
Conservative	425	204	220	40	53	228	104	122	125	82	96	190	46	51	19	164	56	62	122	149	154
	42%	42%	42%	33%	33%	44%	49%	46%	42%	38%	40%	85%	17%	43%	34%	84%	24%	47%	36%	47%	43%
Labour	327	150	177	56	63	156	52	81	96	66	84	13	169	48	19	9	119	43	123	95	109
	32%	31%	34%	46%	39%	30%	25%	31%	33%	31%	35%	6%	64%	40%	34%	5%	51%	33%	36%	30%	30%
Neither	127	83	43	6	16	77	28	31	29	33	34	12	23	11	11	13	28	17	39	36	52
	12%	17%	8%	5%	10%	15%	13%	12%	10%	15%	14%	6%	9%	9%	19%	7%	12%	13%	11%	11%	14%
Refused	7	4	2	-	-	5	2	2	1	2	2	-	*	-	-	-	*	-	1	5	-
	1%	1%	*	-	-	1%	1%	1%	*	1%	1%	-	*	-	-	-	*	-	*	2%	-
Don't know	131	47	84	21	29	58	24	30	44	32	24	7	27	10	7	9	31	10	53	34	43
	13%	10%	16%	17%	18%	11%	11%	11%	15%	15%	10%	3%	10%	8%	13%	4%	13%	7%	16%	11%	12%

## Opinion Poll

### Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 6

**Q.3 Under which government, Conservative or Labour do you think the following are most likely to happen.**

**- Inflation will go up**

**Base: All respondents**

	Sex			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	1016	465	551	88	149	569	210	343	240	175	258	219	273	100	54	199	263	108	329	316	371
Weighted base	1016	489	527	123	161	523	210	267	295	214	240	223	266	120	56	194	235	131	339	320	357
Conservative	382	186	195	38	56	225	63	99	116	78	88	37	155	63	18	30	123	66	135	124	123
	38%	38%	37%	31%	35%	43%	30%	37%	39%	36%	37%	16%	58%	53%	32%	16%	52%	51%	40%	39%	34%
Labour	432	205	227	61	67	202	102	113	120	102	97	159	75	43	23	137	75	45	145	136	150
	43%	42%	43%	49%	42%	39%	49%	42%	41%	47%	41%	71%	28%	36%	42%	71%	32%	35%	43%	42%	42%
Neither	55	37	17	2	10	28	15	21	17	7	10	7	11	5	4	7	10	8	11	10	34
	5%	8%	3%	2%	6%	5%	7%	8%	6%	3%	4%	3%	4%	4%	7%	4%	4%	6%	3%	3%	10%
Refused	8	6	2	-	-	4	4	2	1	2	4	-	-	-	1	-	1	-	2	4	1
	1%	1%	*	-	-	1%	2%	1%	*	1%	2%	-	-	-	3%	-	*	-	1%	1%	*
Don't know	140	55	85	22	27	64	27	32	41	26	40	21	24	9	9	20	27	12	46	46	48
	14%	11%	16%	18%	17%	12%	13%	12%	14%	12%	17%	9%	9%	7%	17%	10%	11%	9%	14%	14%	13%

## Opinion Poll

### Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 7

**Q.3 Under which government, Conservative or Labour do you think the following are most likely to happen.****- Taxes will go up****Base: All respondents**

	Sex			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	1016	465	551	88	149	569	210	343	240	175	258	219	273	100	54	199	263	108	329	316	371
Weighted base	1016	489	527	123	161	523	210	267	295	214	240	223	266	120	56	194	235	131	339	320	357
Conservative	331 33%	141 29%	190 36%	41 33%	53 33%	175 33%	62 30%	75 28%	103 35%	74 34%	79 33%	41 19%	139 52%	40 33%	15 27%	29 15%	114 48%	43 33%	117 34%	110 34%	105 29%
Labour	532 52%	272 55%	261 50%	62 51%	81 50%	285 54%	105 50%	153 57%	152 52%	108 50%	119 50%	167 75%	91 34%	71 59%	30 55%	152 78%	86 37%	77 59%	171 51%	164 51%	197 55%
Neither	40 4%	25 5%	15 3%	2 2%	3 2%	18 3%	17 8%	12 4%	7 3%	9 4%	12 5%	2 1%	15 6%	3 2%	6 10%	3 2%	12 5%	3 2%	15 4%	9 3%	16 5%
Refused	6 1%	4 1%	3 *	- -	- -	4 1%	2 1%	2 1%	1 *	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	1 *	4 1%	1 *
Don't know	106 10%	48 10%	59 11%	18 14%	23 15%	42 8%	24 11%	25 9%	32 11%	21 10%	28 12%	13 6%	20 8%	6 5%	5 8%	10 5%	22 9%	7 5%	35 10%	34 11%	38 11%

## Opinion Poll

### Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 8

**Q.3 Under which government, Conservative or Labour do you think the following are most likely to happen.****- Educational standards will improve****Base: All respondents**

	Sex			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	1016	465	551	88	149	569	210	343	240	175	258	219	273	100	54	199	263	108	329	316	371
Weighted base	1016	489	527	123	161	523	210	267	295	214	240	223	266	120	56	194	235	131	339	320	357
Conservative	395 39%	181 37%	214 41%	30 25%	52 32%	205 39%	108 51%	105 39%	121 41%	77 36%	91 38%	174 78%	27 10%	50 42%	21 38%	150 78%	42 18%	65 50%	118 35%	132 41%	144 40%
Labour	430 42%	204 42%	225 43%	69 56%	80 50%	212 40%	69 33%	113 42%	119 40%	91 42%	107 45%	24 11%	211 79%	55 46%	23 41%	17 9%	156 67%	49 37%	156 46%	130 41%	143 40%
Neither	73 7%	47 10%	26 5%	7 5%	10 6%	46 9%	10 5%	20 7%	22 7%	17 8%	14 6%	13 6%	12 5%	5 4%	6 11%	12 6%	14 6%	5 4%	22 7%	19 6%	32 9%
Refused	7 1%	4 1%	3 1%	- -	- -	5 1%	3 1%	2 1%	1 *	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	1 *	5 2%	1 *
Don't know	111 11%	53 11%	58 11%	16 13%	19 12%	56 11%	20 10%	27 10%	31 11%	27 13%	26 11%	12 5%	16 6%	9 8%	5 9%	14 7%	22 10%	12 9%	41 12%	34 11%	36 10%

## Opinion Poll

### Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 9

**Q.3 Under which government, Conservative or Labour do you think the following are most likely to happen.****- House prices will rise substantially****Base: All respondents**

	Sex			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	1016	465	551	88	149	569	210	343	240	175	258	219	273	100	54	199	263	108	329	316	371
Weighted base	1016	489	527	123	161	523	210	267	295	214	240	223	266	120	56	194	235	131	339	320	357
Conservative	318 31%	152 31%	166 32%	40 33%	40 25%	180 34%	59 28%	79 30%	99 33%	69 32%	71 30%	60 27%	101 38%	55 46%	16 29%	54 28%	93 39%	49 37%	116 34%	98 30%	105 29%
Labour	385 38%	174 36%	211 40%	55 45%	80 50%	179 34%	72 34%	98 37%	103 35%	87 41%	97 40%	102 46%	108 41%	39 32%	23 41%	81 42%	81 34%	44 34%	126 37%	133 42%	126 35%
Neither	112 11%	71 15%	41 8%	1 1%	14 8%	66 13%	31 15%	39 15%	29 10%	26 12%	18 8%	22 10%	16 6%	13 11%	8 15%	25 13%	19 8%	13 10%	31 9%	28 9%	53 15%
Refused	9 1%	6 1%	3 *	- -	- -	6 1%	3 1%	2 1%	2 1%	2 1%	3 1%	- -	- -	- -	2 3%	2 1%	1 *	- -	2 1%	4 1%	2 1%
Don't know	192 19%	86 18%	106 20%	26 21%	27 17%	93 18%	45 22%	49 18%	62 21%	30 14%	51 21%	39 17%	41 15%	13 11%	7 12%	32 17%	41 18%	25 19%	64 19%	58 18%	70 20%

## Opinion Poll

### Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 10

**Q.3 Under which government, Conservative or Labour do you think the following are most likely to happen.****- The economy will deteriorate****Base: All respondents**

	Sex			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	1016	465	551	88	149	569	210	343	240	175	258	219	273	100	54	199	263	108	329	316	371
Weighted base	1016	489	527	123	161	523	210	267	295	214	240	223	266	120	56	194	235	131	339	320	357
Conservative	360 35%	189 39%	170 32%	52 43%	56 35%	197 38%	54 26%	99 37%	104 35%	77 36%	80 33%	28 12%	168 63%	47 40%	20 35%	21 11%	136 58%	55 42%	137 40%	101 31%	122 34%
Labour	415 41%	194 40%	221 42%	46 37%	62 38%	202 39%	106 50%	104 39%	118 40%	98 46%	95 39%	169 76%	49 18%	44 37%	22 40%	149 77%	44 19%	50 38%	123 36%	142 44%	150 42%
Neither	77 8%	46 9%	31 6%	6 5%	16 10%	36 7%	19 9%	31 11%	19 7%	11 5%	16 7%	9 4%	15 6%	9 7%	6 11%	10 5%	20 8%	10 8%	19 6%	19 6%	39 11%
Refused	10 1%	6 1%	3 1%	- -	1 1%	7 1%	2 1%	2 1%	1 *	3 1%	3 1%	- -	1 *	- -	- -	- -	1 *	- -	3 1%	5 2%	2 *
Don't know	155 15%	54 11%	101 19%	18 15%	26 16%	81 16%	29 14%	30 11%	52 18%	25 12%	47 20%	16 7%	33 13%	20 17%	7 13%	15 8%	34 15%	16 12%	58 17%	53 17%	44 12%

## Opinion Poll

### Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 11

**Q.3 Under which government, Conservative or Labour do you think the following are most likely to happen.**

**- Income will be spread more evenly**

**Base: All respondents**

	Sex			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	1016	465	551	88	149	569	210	343	240	175	258	219	273	100	54	199	263	108	329	316	371
Weighted base	1016	489	527	123	161	523	210	267	295	214	240	223	266	120	56	194	235	131	339	320	357
Conservative	269 26%	114 23%	155 29%	32 26%	37 23%	127 24%	73 35%	55 21%	82 28%	66 31%	65 27%	125 56%	32 12%	28 24%	14 25%	108 56%	30 13%	30 23%	83 25%	87 27%	99 28%
Labour	544 54%	279 57%	265 50%	75 61%	90 56%	291 56%	89 43%	156 59%	153 52%	112 52%	123 51%	63 28%	215 81%	75 63%	28 51%	55 28%	174 74%	81 62%	196 58%	174 54%	175 49%
Neither	75 7%	44 9%	31 6%	4 3%	14 9%	41 8%	15 7%	28 10%	23 8%	9 4%	15 6%	12 5%	6 2%	9 8%	8 15%	12 6%	15 6%	9 7%	23 7%	17 5%	35 10%
Refused	7 1%	3 1%	3 1%	- -	1 1%	3 1%	3 1%	2 1%	1 *	2 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	1 *	3 1%	2 1%
Don't know	122 12%	49 10%	72 14%	13 10%	18 11%	61 12%	30 14%	25 10%	36 12%	26 12%	35 14%	23 10%	14 5%	7 6%	5 10%	20 10%	16 7%	11 8%	35 10%	40 12%	47 13%



## Opinion Poll

### Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 12

**Q.3 Under which government, Conservative or Labour do you think the following are most likely to happen.**

**- The health service will deteriorate**

**Base: All respondents**

	Sex			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	1016	465	551	88	149	569	210	343	240	175	258	219	273	100	54	199	263	108	329	316	371
Weighted base	1016	489	527	123	161	523	210	267	295	214	240	223	266	120	56	194	235	131	339	320	357
Conservative	351 35%	189 39%	163 31%	54 44%	53 33%	198 38%	47 23%	102 38%	97 33%	80 38%	72 30%	33 15%	155 59%	60 50%	15 27%	25 13%	122 52%	55 42%	127 37%	112 35%	113 32%
Labour	450 44%	209 43%	242 46%	49 40%	72 45%	212 41%	118 56%	116 43%	130 44%	90 42%	115 48%	167 75%	67 25%	42 35%	33 59%	147 76%	60 26%	54 42%	132 39%	150 47%	169 47%
Neither	63 6%	31 6%	32 6%	3 2%	10 6%	37 7%	13 6%	21 8%	20 7%	11 5%	10 4%	11 5%	5 2%	5 4%	4 7%	8 4%	14 6%	7 6%	20 6%	13 4%	29 8%
Refused	7 1%	4 1%	3 1%	- -	- -	5 1%	3 1%	2 1%	1 *	2 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	1 *	4 1%	2 *
Don't know	144 14%	57 12%	88 17%	18 14%	26 16%	72 14%	29 14%	26 10%	48 16%	31 14%	40 17%	11 5%	39 15%	12 10%	4 7%	14 7%	38 16%	14 11%	59 17%	41 13%	44 12%

## Opinion Poll

### Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 13

**Q.3 Under which government, Conservative or Labour do you think the following are most likely to happen.**

**- More effort will be put into fighting climate change**

**Base: All respondents**

	Sex			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	1016	465	551	88	149	569	210	343	240	175	258	219	273	100	54	199	263	108	329	316	371
Weighted base	1016	489	527	123	161	523	210	267	295	214	240	223	266	120	56	194	235	131	339	320	357
Conservative	381 37%	161 33%	220 42%	49 40%	67 42%	183 35%	81 39%	103 39%	124 42%	73 34%	81 34%	159 71%	63 24%	32 27%	14 26%	124 64%	65 27%	40 31%	118 35%	130 41%	132 37%
Labour	413 41%	211 43%	202 38%	59 48%	68 42%	226 43%	60 29%	110 41%	107 36%	96 45%	100 42%	35 15%	176 66%	72 60%	25 44%	31 16%	140 60%	63 48%	148 44%	123 38%	143 40%
Neither	81 8%	50 10%	31 6%	5 4%	9 6%	44 8%	23 11%	22 8%	24 8%	18 8%	18 7%	12 5%	8 3%	5 4%	9 15%	17 9%	10 4%	9 7%	23 7%	20 6%	38 11%
Refused	7 1%	4 1%	3 *	- -	- -	4 1%	3 1%	2 1%	1 *	2 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	1 *	4 1%	1 *
Don't know	134 13%	63 13%	72 14%	10 8%	17 10%	65 13%	43 20%	31 12%	39 13%	25 12%	39 16%	18 8%	19 7%	11 9%	8 14%	22 11%	21 9%	18 14%	48 14%	44 14%	42 12%

## Opinion Poll

### Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 14

**Q.3 Under which government, Conservative or Labour do you think the following are most likely to happen.**

**- Britain will be safer from terrorism**

**Base: All respondents**

	Sex			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	1016	465	551	88	149	569	210	343	240	175	258	219	273	100	54	199	263	108	329	316	371
Weighted base	1016	489	527	123	161	523	210	267	295	214	240	223	266	120	56	194	235	131	339	320	357
Conservative	354 35%	174 36%	179 34%	41 34%	47 29%	176 34%	89 42%	97 36%	107 36%	72 34%	78 32%	152 68%	48 18%	38 31%	19 34%	135 69%	41 17%	45 34%	112 33%	119 37%	122 34%
Labour	344 34%	169 35%	175 33%	55 45%	60 37%	174 33%	55 26%	86 32%	95 32%	80 37%	84 35%	33 15%	163 61%	48 40%	15 26%	22 11%	135 58%	45 35%	119 35%	111 35%	115 32%
Neither	133 13%	75 15%	58 11%	12 10%	28 18%	71 14%	21 10%	45 17%	36 12%	28 13%	24 10%	17 8%	19 7%	18 15%	14 25%	18 10%	24 10%	20 15%	40 12%	31 10%	62 17%
Refused	9 1%	5 1%	4 1%	- -	- -	5 1%	4 2%	2 1%	2 1%	3 1%	3 1%	2 1%	- -	- -	- -	2 1%	- -	- -	1 *	5 2%	2 1%
Don't know	176 17%	66 13%	111 21%	14 12%	25 16%	97 19%	40 19%	37 14%	56 19%	32 15%	51 21%	19 9%	35 13%	16 14%	9 15%	17 9%	34 15%	21 16%	67 20%	54 17%	55 16%

## Opinion Poll

### Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 15

**Q.4 Now thinking about the sentences passed by the courts on those convicted of crimes, would you say sentences passed by the courts are too harsh, too soft or are they about right?**

**Base: All respondents**

	Sex			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	1016	465	551	88	149	569	210	343	240	175	258	219	273	100	54	199	263	108	329	316	371
Weighted base	1016	489	527	123	161	523	210	267	295	214	240	223	266	120	56	194	235	131	339	320	357
Too Harsh	23 2%	12 2%	12 2%	8 6%	2 1%	10 2%	3 2%	13 5%	7 2%	3 1%	1 *	4 2%	4 1%	6 5%	4 7%	2 1%	2 1%	5 4%	6 2%	11 3%	7 2%
Too Soft	781 77%	386 79%	395 75%	78 64%	119 74%	411 79%	173 82%	193 72%	217 74%	177 82%	195 81%	186 83%	192 72%	85 71%	42 76%	164 85%	179 76%	97 74%	267 79%	255 80%	259 73%
About Right	186 18%	80 16%	106 20%	35 28%	33 21%	93 18%	25 12%	55 21%	61 21%	32 15%	37 15%	32 14%	63 24%	27 23%	10 18%	26 13%	49 21%	26 20%	58 17%	51 16%	77 22%
Refused	2 *	2 *	-	-	-	-	2 1%	-	-	1 *	1 *	1 *	-	-	-	1 *	-	-	1 *	-	1 *
Don't know	24 2%	10 2%	14 3%	2 2%	6 4%	8 2%	7 3%	5 2%	10 3%	1 1%	7 3%	* *	7 2%	2 2%	-	1 1%	5 2%	3 2%	7 2%	4 1%	12 3%

## Opinion Poll

### Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 16

**Q.5 Overall which of these policies do you think the government should pursue ...****Base: All respondents**

	Sex			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	1016	465	551	88	149	569	210	343	240	175	258	219	273	100	54	199	263	108	329	316	371
Weighted base	1016	489	527	123	161	523	210	267	295	214	240	223	266	120	56	194	235	131	339	320	357
Build more prisons and send more convicted criminals to prison	464 46%	252 51%	212 40%	49 40%	74 46%	230 44%	111 53%	114 43%	131 44%	103 48%	115 48%	117 52%	121 46%	43 36%	27 48%	105 54%	111 47%	54 41%	149 44%	147 46%	168 47%
Not build more prisons and look to find other ways to punish criminals and deter crime	522 51%	223 45%	299 57%	70 57%	83 52%	278 53%	90 43%	145 54%	156 53%	104 49%	116 48%	102 46%	139 52%	75 63%	27 49%	86 45%	117 50%	74 57%	179 53%	164 51%	178 50%
Refused	1 *	1 *	- -	- -	- -	1 *	* *	- -	1 *	- -	* *	- -	- -	- -	- -	- -	- -	- -	* *	1 *	- -
Neither of these	11 1%	6 1%	5 1%	2 2%	- -	8 1%	1 1%	4 1%	1 *	4 2%	2 1%	1 1%	2 1%	- -	1 2%	- -	2 1%	1 1%	2 1%	6 2%	3 1%
Don't know	18 2%	8 2%	10 2%	1 1%	4 2%	7 1%	7 3%	3 1%	6 2%	3 1%	6 2%	3 1%	3 1%	2 1%	1 1%	3 1%	5 2%	2 1%	8 2%	3 1%	7 2%

## Opinion Poll

### Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 17

**Q.6 Which of the following comes closest to your own view...?****Base: All respondents**

	Sex			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	1016	465	551	88	149	569	210	343	240	175	258	219	273	100	54	199	263	108	329	316	371
Weighted base	1016	489	527	123	161	523	210	267	295	214	240	223	266	120	56	194	235	131	339	320	357
Prison punishes the crime, keeps criminals off the streets and deters others	429 42%	223 46%	207 39%	54 44%	67 42%	218 42%	90 43%	116 43%	130 44%	93 43%	91 38%	119 53%	107 40%	48 41%	15 27%	96 49%	99 42%	55 42%	131 39%	136 42%	163 46%
Prison doesn't work, it turns people into professional criminals, who then commit even more crime	502 49%	229 47%	273 52%	62 51%	77 48%	266 51%	96 46%	125 47%	152 52%	107 50%	118 49%	94 42%	131 49%	65 55%	38 69%	86 44%	113 48%	69 53%	185 54%	167 52%	151 42%
Refused	2 *	2 *	- -	- -	- -	1 *	1 1%	- -	1 *	1 *	* *	1 *	- -	- -	- -	1 *	- -	- -	* *	1 *	1 *
Neither of these	31 3%	17 3%	14 3%	3 2%	4 3%	17 3%	7 4%	9 3%	4 1%	9 4%	9 4%	7 3%	9 3%	4 3%	1 1%	9 4%	5 2%	3 2%	10 3%	4 1%	18 5%
Don't know	51 5%	19 4%	33 6%	3 3%	12 7%	21 4%	15 7%	16 6%	9 3%	5 2%	22 9%	3 1%	19 7%	2 2%	2 3%	3 1%	18 8%	4 3%	13 4%	14 4%	24 7%

# Opinion Poll

## Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 18  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1016	1016
Weighted base		1016	1016
<b><u>Sex</u></b>			
Male		465 46%	489 48%
Female		551 54%	527 52%
<b><u>Age</u></b>			
18-24	(21)	88 9%	123 12%
25-34	(29.5)	149 15%	161 16%
35-44	(39.5)	215 21%	202 20%
45-54	(49.5)	183 18%	169 17%
55-64	(59.5)	171 17%	152 15%
65+	(70)	210 21%	210 21%
Average age		47.90	46.64

# Opinion Poll

## Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 18  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1016	1016
<b><u>Social Class</u></b>		
AB	343 34%	267 26%
C1	240 24%	295 29%
C2	175 17%	214 21%
DE	258 25%	240 24%
<b><u>Region</u></b>		
North	329 32%	339 33%
Midlands	316 31%	320 32%
South	371 37%	357 35%



# Opinion Poll

## Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 18  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1016	1016
<b><u>Working status</u></b>		
Full-time	431 42%	455 45%
Part-time	159 16%	123 12%
Not working but seeking work or temporarily unemployed/sick	44 4%	46 5%
Not working/not seeking work	83 8%	83 8%
Retired	263 26%	259 26%
Student	35 3%	48 5%
Refused	1 *	1 *

# **Opinion Poll** **Fieldwork : August 22nd-23rd 2007**

Absolutes/col percents

Table 18  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1016	1016
<b><u>Tenure</u></b>		
Own outright	346 34%	334 33%
Own with a mortgage	395 39%	389 38%
Council	76 7%	131 13%
Housing Assoc.	42 4%	33 3%
Rented from someone else	104 10%	88 9%
Rent free	15 1%	12 1%
Refused	38 4%	29 3%

# Opinion Poll

## Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 18  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1016	1016
<b><u>Foreign Holiday in last 3 years</u></b>		
Yes	657 65%	612 60%
No	359 35%	404 40%
<b><u>Number of cars</u></b>		
None	169 17%	209 21%
1	461 45%	424 42%
2	299 29%	292 29%
3+	87 9%	91 9%

# Opinion Poll

## Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 18  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1016	1016
<b><u>Internet Access</u></b>		
At all	725 71%	712 70%
At home (net)	644 63%	630 62%
At work (net)	353 35%	340 33%
At home	354 35%	354 35%
At work	63 6%	64 6%
Both at home and at work	290 29%	276 27%
Somewhere else	18 2%	18 2%
Not at all	290 29%	303 30%
Refused	1 *	1 *

# Opinion Poll

## Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 18  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1016	1016
<b><u>What is the highest educational level that you have achieved to date?</u></b>		
Secondary/ high school/ NVQ 1-3	539 53%	554 55%
University degree or equivalent professional qualification/ NVQ4	295 29%	289 28%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	97 10%	86 9%
None of these	60 6%	64 6%
Refused	25 2%	22 2%

# Opinion Poll

## Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 18  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1016	1016
<b><u>Marital Status</u></b>		
Single	216 21%	248 24%
Married/ co-habiting	583 57%	552 54%
Widowed/ separated/ divorced	194 19%	197 19%
Refused	23 2%	19 2%
<b><u>Children</u></b>		
None aged 18 or under	698 69%	704 69%
NET: Yes	293 29%	291 29%
NET: Yes any aged 15 or under	262 26%	265 26%
- Aged under 5	100 10%	101 10%
- Aged 5-10	127 13%	129 13%
- Aged 11-15	111 11%	112 11%
- Aged 16-18	71 7%	66 6%
Refused	25 2%	20 2%

# Opinion Poll

## Fieldwork : August 22nd-23rd 2007

Absolutes/col percents

Table 19  
**Q.C/D Voting in May 5th 2005 General Election**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1016	1016
Weighted base	1016	1016
Conservative	199 20%	194 19%
Labour	263 26%	235 23%
Liberal Democrat/ Liberal	108 11%	131 13%
Scottish National Party/SNP	15 1%	16 2%
Plaid Cymru	5 *	5 *
Green Party	9 1%	8 1%
UK Independence Party (UKIP)	6 1%	5 *
Others	9 1%	11 1%
Did not vote	284 28%	322 32%
Refused	98 10%	74 7%
Don't know	20 2%	15 1%