



## ICM Poll for The Sunday Mirror

**Fieldwork dates:** 19<sup>th</sup>-20<sup>th</sup> September 2007

**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:** 1,029

**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 .

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## Opinion Poll

### CATI Fieldwork : September 19th-20th 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**

	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	1029	432	597	84	121	595	229	334	221	165	309	208	279	114	72	197	292	104	343	327	359	
Weighted base	1029	488	541	128	164	523	214	269	300	213	248	209	259	136	60	196	238	133	346	316	367	
Certain to vote	(10)	534	255	279	38	72	273	150	155	160	74	145	146	160	61	30	137	157	80	179	168	188
		52%	52%	52%	30%	44%	52%	70%	58%	53%	35%	58%	70%	62%	45%	50%	70%	66%	60%	52%	53%	51%
	(9)	78	42	36	6	7	47	17	24	30	13	10	12	20	10	8	19	18	13	23	30	25
		8%	9%	7%	5%	4%	9%	8%	9%	10%	6%	4%	6%	8%	7%	14%	9%	8%	10%	7%	9%	7%
	(8)	99	49	50	13	27	45	14	18	29	34	18	20	29	28	7	14	28	21	39	29	31
		10%	10%	9%	10%	16%	9%	6%	7%	10%	16%	7%	10%	11%	20%	12%	7%	12%	16%	11%	9%	8%
	(7)	51	19	32	7	14	22	8	20	15	8	8	12	21	11	4	6	15	8	12	16	22
		5%	4%	6%	6%	9%	4%	4%	7%	5%	4%	3%	6%	8%	8%	7%	3%	6%	6%	4%	5%	6%
	(6)	24	9	14	4	4	14	1	8	4	6	7	5	2	4	1	1	2	3	7	6	11
		2%	2%	3%	3%	3%	3%	*	3%	1%	3%	3%	2%	1%	3%	1%	*	1%	3%	2%	2%	3%
	(5)	73	22	51	16	11	34	12	10	18	30	14	10	16	15	5	6	9	5	26	18	30
		7%	5%	9%	13%	7%	7%	5%	4%	6%	14%	6%	5%	6%	11%	8%	3%	4%	4%	7%	6%	8%
	(4)	7	7	1	1	2	4	1	2	2	3	1	-	1	1	-	2	1	-	1	4	2
		1%	1%	*	1%	1%	1%	*	1%	1%	1%	*	-	*	1%	-	1%	*	-	*	1%	*
	(3)	18	9	10	6	3	10	-	3	6	5	5	2	3	2	3	2	2	1	9	3	7
		2%	2%	2%	5%	2%	2%	-	1%	2%	2%	2%	1%	1%	1%	5%	1%	1%	1%	3%	1%	2%
	(2)	18	13	5	8	4	6	-	3	8	6	1	2	7	5	2	1	2	1	5	5	8
		2%	3%	1%	6%	3%	1%	-	1%	3%	3%	1%	1%	3%	4%	3%	1%	1%	*	1%	2%	2%
Certain not to vote	(1)	120	60	60	28	19	65	7	23	28	32	36	-	-	-	-	6	2	1	44	34	42
		12%	12%	11%	22%	12%	12%	3%	9%	9%	15%	15%	-	-	-	-	3%	1%	1%	13%	11%	11%
Refused		*	-	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*
		*	-	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*
Don't know		7	3	4	-	-	3	4	2	1	1	3	-	-	-	-	1	1	-	1	4	1
		1%	1%	1%	-	-	1%	2%	1%	*	*	1%	-	-	-	-	1%	*	-	*	1%	*
Mean		7.76	7.75	7.78	5.97	7.48	7.78	9.05	8.24	7.99	6.84	7.78	9.11	8.79	8.16	8.36	9.00	9.04	8.97	7.68	7.96	7.68
Standard deviation		3.14	3.22	3.06	3.59	3.11	3.17	2.04	2.83	3.00	3.29	3.33	1.66	1.99	2.22	2.29	2.13	1.76	1.69	3.22	3.04	3.15
Standard error		0.10	0.16	0.13	0.39	0.28	0.13	0.14	0.16	0.20	0.26	0.19	0.11	0.12	0.21	0.27	0.15	0.10	0.17	0.17	0.17	0.17

Prepared on behalf of The Sunday Mirror by ICM Research

## Opinion Poll

### CATI Fieldwork : September 19th-20th 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 (12%), don't know who they would vote for (16%) 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	597	271	326	34	69	341	153	212	133	79	173	190	253	93	61	148	232	75	203	196	198
Weighted base	578	283	295	52	96	289	141	170	177	98	133	190	229	109	50	145	184	101	198	182	198
Conservative	190	85	105	10	22	96	63	65	60	21	43	190	-	-	-	129	20	11	48	67	76
	33%	30%	36%	18%	23%	33%	44%	38%	34%	21%	33%	100%	-	-	-	89%	11%	11%	24%	37%	38%
Labour	229	120	109	27	43	111	48	60	65	48	57	-	229	-	-	9	150	12	84	75	70
	40%	43%	37%	52%	45%	39%	34%	35%	37%	49%	43%	-	100%	-	-	6%	81%	12%	43%	41%	35%
Liberal Democrat/ Liberal	109	48	62	14	24	53	19	31	38	20	21	-	-	109	-	3	9	73	43	25	42
	19%	17%	21%	26%	25%	19%	13%	18%	22%	20%	16%	-	-	100%	-	2%	5%	72%	22%	14%	21%
Scottish National Party/ SNP	18	10	8	-	2	11	4	5	4	2	6	-	-	-	18	3	1	1	18	-	-
	3%	4%	3%	-	2%	4%	3%	3%	2%	2%	5%	-	-	-	36%	2%	1%	1%	9%	-	-
Plaid Cymru	4	2	2	-	-	2	1	1	1	1	1	-	-	-	4	-	-	1	-	4	-
	1%	1%	1%	-	-	1%	1%	*	1%	1%	*	-	-	-	8%	-	-	1%	-	2%	-
Green Party	8	3	5	1	1	5	1	4	2	1	1	-	-	-	8	-	1	-	2	2	4
	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	-	-	-	16%	-	1%	-	1%	1%	2%
UK Independence Party (UKIP)	9	7	2	-	2	5	1	1	2	3	2	-	-	-	9	1	1	1	2	4	2
	1%	2%	1%	-	2%	2%	1%	1%	1%	3%	2%	-	-	-	17%	*	1%	1%	1%	2%	1%
Other	11	8	3	1	2	4	4	3	4	1	3	-	-	-	11	1	2	2	1	6	5
	2%	3%	1%	2%	2%	2%	3%	2%	3%	1%	2%	-	-	-	23%	1%	1%	2%	*	3%	2%

**Opinion Poll**  
**CATI Fieldwork : September 19th-20th 2007**

Col percents

Table 3  
**Published Vote Intention Figures**  
Percentages derived from the responses of 761 respondents

	<u>Total</u>
Conservative	33%
Labour	39%
Liberal Democrat	19%
Other	9%

## Opinion Poll

### CATI Fieldwork : September 19th-20th 2007

Absolutes/col percents

Table 4

**Q.1 Based on what you have seen or heard how well do you think Gordon Brown is doing as leader of the Labour Party?**

**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	1029	432	597	84	121	595	229	334	221	165	309	208	279	114	72	197	292	104	343	327	359
Weighted base	1029	488	541	128	164	523	214	269	300	213	248	209	259	136	60	196	238	133	346	316	367
NET: Well	682 66%	318 65%	364 67%	83 65%	105 64%	340 65%	155 73%	166 62%	201 67%	148 70%	167 67%	105 50%	224 86%	97 71%	39 65%	104 53%	198 83%	98 74%	236 68%	217 69%	229 63%
Very well	(+2) 181 18%	108 22%	73 14%	19 15%	18 11%	95 18%	48 23%	49 18%	48 16%	40 19%	44 18%	22 11%	96 37%	20 14%	8 14%	13 7%	80 34%	17 13%	77 22%	41 13%	63 17%
Fairly well	(+1) 501 49%	210 43%	291 54%	63 50%	87 53%	244 47%	106 50%	116 43%	153 51%	109 51%	123 50%	83 40%	127 49%	77 56%	31 51%	91 47%	117 49%	82 61%	159 46%	176 56%	167 45%
Neither well nor poorly	(0) 189 18%	100 20%	90 17%	28 22%	44 27%	96 18%	20 10%	65 24%	56 19%	35 16%	34 14%	55 26%	25 10%	25 18%	8 14%	38 20%	23 10%	22 16%	65 19%	54 17%	70 19%
Fairly poorly	(-1) 58 6%	23 5%	35 6%	1 1%	7 4%	35 7%	15 7%	19 7%	16 5%	11 5%	13 5%	23 11%	3 1%	5 3%	5 8%	24 12%	5 2%	4 3%	19 5%	16 5%	24 7%
Very poorly	(-2) 66 6%	36 7%	29 5%	14 11%	5 3%	32 6%	15 7%	15 5%	21 7%	13 6%	17 7%	22 10%	4 2%	6 5%	8 13%	23 12%	9 4%	4 3%	19 5%	16 5%	31 8%
NET: Poorly	124 12%	60 12%	65 12%	15 12%	12 7%	67 13%	30 14%	34 13%	37 12%	23 11%	30 12%	45 22%	7 3%	11 8%	12 20%	48 24%	13 6%	8 6%	37 11%	32 10%	55 15%
Refused	4 *	2 *	2 *	- -	- -	3 *	2 1%	- -	1 *	- -	3 1%	- -	- -	- -	- -	2 1%	- -	- -	- -	3 1%	1 *
Don't know	29 3%	9 2%	20 4%	2 1%	3 2%	18 3%	7 3%	5 2%	5 2%	6 3%	13 5%	4 2%	3 1%	4 3%	1 1%	3 2%	4 2%	5 4%	8 2%	10 3%	11 3%
Mean	0.68	0.69	0.66	0.57	0.66	0.67	0.77	0.63	0.65	0.74	0.71	0.29	1.20	0.75	0.46	0.24	1.09	0.80	0.76	0.69	0.58
Standard deviation	1.05	1.11	0.99	1.12	0.85	1.06	1.11	1.04	1.05	1.03	1.07	1.14	0.80	0.92	1.22	1.15	0.92	0.83	1.04	0.96	1.12
Standard error	0.03	0.05	0.04	0.12	0.08	0.04	0.07	0.06	0.07	0.08	0.06	0.08	0.05	0.09	0.14	0.08	0.05	0.08	0.06	0.05	0.06

## Opinion Poll

### CATI Fieldwork : September 19th-20th 2007

Absolutes/col percents

Table 5

**Q.2 Putting your own party preference to one side who do think would make the best Prime Minister?****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	1029	432	597	84	121	595	229	334	221	165	309	208	279	114	72	197	292	104	343	327	359
Weighted base	1029	488	541	128	164	523	214	269	300	213	248	209	259	136	60	196	238	133	346	316	367
Gordon Brown	553 54%	280 57%	273 51%	83 65%	80 49%	284 54%	106 50%	148 55%	172 57%	102 48%	130 53%	52 25%	216 84%	69 50%	36 59%	59 30%	174 73%	72 54%	206 59%	165 52%	182 50%
David Cameron	219 21%	101 21%	118 22%	19 15%	39 24%	115 22%	46 22%	65 24%	64 21%	49 23%	42 17%	116 56%	16 6%	25 18%	10 17%	84 43%	27 11%	23 18%	61 18%	65 21%	93 25%
Ming Campbell	84 8%	39 8%	45 8%	8 7%	12 7%	37 7%	26 12%	16 6%	28 9%	20 10%	18 7%	13 6%	11 4%	24 17%	5 9%	19 9%	19 8%	14 11%	28 8%	28 9%	28 8%
None of these	84 8%	41 8%	43 8%	8 6%	12 7%	45 9%	20 9%	22 8%	18 6%	16 8%	28 11%	15 7%	7 3%	6 5%	6 11%	21 11%	2 1%	14 11%	25 7%	21 7%	38 10%
Refused	13 1%	5 1%	8 1%	- -	1 1%	8 2%	4 2%	4 2%	5 2%	- -	4 1%	- -	- -	- -	- -	1 1%	- -	- -	2 1%	6 2%	4 1%
Don't know	76 7%	22 4%	54 10%	10 8%	20 12%	34 6%	12 6%	13 5%	12 4%	25 12%	26 11%	14 7%	8 3%	13 9%	3 4%	11 6%	15 6%	9 7%	23 7%	30 10%	22 6%

## Opinion Poll

### CATI Fieldwork : September 19th-20th 2007

Absolutes/col percents

Table 6

**Q.3 Thinking about the recent problems with Northern Rock do you think that the government has handled this issue?****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	1029	432	597	84	121	595	229	334	221	165	309	208	279	114	72	197	292	104	343	327	359
Weighted base	1029	488	541	128	164	523	214	269	300	213	248	209	259	136	60	196	238	133	346	316	367
NET: Well	520 51%	250 51%	270 50%	58 46%	84 51%	269 51%	109 51%	131 49%	146 49%	111 52%	132 53%	98 47%	155 60%	73 53%	34 57%	91 47%	147 62%	67 51%	182 53%	160 51%	178 49%
Very well	(+2) 105 10%	61 12%	44 8%	13 10%	20 12%	48 9%	24 11%	21 8%	36 12%	19 9%	30 12%	19 9%	42 16%	17 12%	6 10%	15 8%	33 14%	12 9%	37 11%	35 11%	33 9%
Fairly well	(+1) 415 40%	189 39%	226 42%	45 36%	64 39%	221 42%	85 40%	110 41%	111 37%	92 43%	102 41%	79 38%	113 44%	56 41%	28 47%	76 39%	114 48%	55 42%	145 42%	125 40%	145 40%
Neither well nor poorly	(0) 144 14%	63 13%	80 15%	30 23%	30 18%	67 13%	17 8%	43 16%	53 18%	23 11%	25 10%	33 16%	33 13%	20 15%	6 10%	21 11%	34 14%	19 14%	52 15%	44 14%	48 13%
Fairly poorly	(-1) 168 16%	79 16%	88 16%	17 13%	20 12%	88 17%	44 21%	48 18%	54 18%	33 16%	33 13%	44 21%	34 13%	26 19%	4 7%	46 23%	28 12%	21 16%	48 14%	57 18%	63 17%
Very poorly	(-2) 130 13%	65 13%	65 12%	9 7%	17 10%	72 14%	32 15%	38 14%	26 9%	25 12%	41 17%	26 13%	25 10%	12 9%	12 19%	31 16%	17 7%	22 16%	42 12%	37 12%	51 14%
NET: Poorly	298 29%	144 30%	154 28%	26 20%	37 22%	160 30%	76 36%	85 32%	80 27%	59 28%	74 30%	71 34%	59 23%	38 28%	16 26%	77 39%	45 19%	43 32%	91 26%	94 30%	114 31%
Refused	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *
Don't know	66 6%	30 6%	37 7%	14 11%	13 8%	28 5%	11 5%	10 4%	20 7%	20 9%	17 7%	6 3%	11 4%	5 4%	4 7%	6 3%	11 5%	4 3%	22 6%	19 6%	26 7%
Mean	0.20	0.22	0.19	0.33	0.34	0.17	0.12	0.11	0.27	0.24	0.20	0.10	0.45	0.30	0.22	-0.01	0.52	0.12	0.27	0.22	0.14
Standard deviation	1.24	1.28	1.21	1.10	1.20	1.25	1.32	1.23	1.19	1.23	1.34	1.23	1.22	1.19	1.35	1.27	1.11	1.28	1.23	1.24	1.26
Standard error	0.04	0.06	0.05	0.13	0.11	0.05	0.09	0.07	0.08	0.10	0.08	0.09	0.07	0.11	0.17	0.09	0.07	0.13	0.07	0.07	0.07



## Opinion Poll

### CATI Fieldwork : September 19th-20th 2007

Absolutes/col percents

Table 7

**Q.4 Which of the main party leaders do you trust most to run the economy?****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	1029	432	597	84	121	595	229	334	221	165	309	208	279	114	72	197	292	104	343	327	359
Weighted base	1029	488	541	128	164	523	214	269	300	213	248	209	259	136	60	196	238	133	346	316	367
Gordon Brown	603 59%	303 62%	301 56%	79 62%	94 57%	313 60%	118 55%	159 59%	185 62%	118 55%	142 57%	65 31%	228 88%	79 58%	40 66%	65 33%	197 83%	85 64%	214 62%	189 60%	200 55%
David Cameron	200 19%	91 19%	109 20%	22 17%	31 19%	95 18%	52 25%	61 23%	62 21%	39 18%	38 16%	112 54%	11 4%	18 13%	8 13%	94 48%	21 9%	16 12%	58 17%	60 19%	83 23%
Ming Campbell	70 7%	36 7%	34 6%	10 8%	6 4%	35 7%	19 9%	10 4%	25 8%	20 9%	15 6%	8 4%	3 1%	32 24%	7 11%	14 7%	7 3%	18 13%	26 8%	17 6%	27 7%
None of them	80 8%	42 9%	38 7%	6 5%	11 6%	50 10%	14 6%	24 9%	12 4%	14 7%	30 12%	12 6%	6 2%	3 2%	5 8%	13 6%	4 2%	8 6%	23 7%	24 8%	32 9%
Refused	13 1%	5 1%	8 1%	- -	3 2%	9 2%	1 *	5 2%	6 2%	- -	3 1%	- -	1 *	- -	- -	1 1%	1 *	- -	4 1%	5 2%	4 1%
Don't know	61 6%	11 2%	51 9%	11 8%	19 12%	21 4%	10 5%	9 3%	10 3%	22 10%	20 8%	11 5%	10 4%	4 3%	1 2%	9 4%	8 3%	6 5%	20 6%	20 6%	20 6%

## Opinion Poll

### CATI Fieldwork : September 19th-20th 2007

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1029	1029
Weighted base		1029	1029
<b><u>Gender</u></b>			
Male		432 42%	488 47%
Female		597 58%	541 53%
<b><u>Age</u></b>			
18-24	(21)	84 8%	128 12%
25-34	(29.5)	121 12%	164 16%
35-44	(39.5)	185 18%	202 20%
45-54	(49.5)	200 19%	170 17%
55-64	(59.5)	210 20%	151 15%
65+	(70)	229 22%	214 21%
Average age		49.63	46.53

## Opinion Poll

### CATI Fieldwork : September 19th-20th 2007

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1029	1029
<b><u>Social Class</u></b>		
AB	334 32%	269 26%
C1	221 21%	300 29%
C2	165 16%	213 21%
DE	309 30%	248 24%
<b><u>Region</u></b>		
North	343 33%	346 34%
Midlands	327 32%	316 31%
South	359 35%	367 36%

**Opinion Poll**  
**CATI Fieldwork : September 19th-20th 2007**

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1029	1029
<b><u>Working status</u></b>		
Full-time	371 36%	462 45%
Part-time	183 18%	123 12%
Not working but seeking work or temporarily unemployed/sick	48 5%	45 4%
Not working/not seeking work	76 7%	72 7%
Retired	310 30%	266 26%
Student	38 4%	59 6%
Refused	3 *	3 *

**Opinion Poll**  
**CATI Fieldwork : September 19th-20th 2007**

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1029	1029
<b><u>Tenure</u></b>		
Own outright	357 35%	334 32%
Own with a mortgage	367 36%	397 39%
Council	98 10%	130 13%
Housing Assoc.	59 6%	47 5%
Rented from someone else	112 11%	100 10%
Rent free	9 1%	6 1%
Refused	27 3%	15 1%

**Opinion Poll**  
**CATI Fieldwork : September 19th-20th 2007**

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1029	1029
<b><u>Foreign Holiday in last 3 years</u></b>		
Yes	641 62%	615 60%
No	388 38%	414 40%
<b><u>Number of cars</u></b>		
None	216 21%	215 21%
1	493 48%	424 41%
2	254 25%	299 29%
3+	66 6%	91 9%

**Opinion Poll**  
**CATI Fieldwork : September 19th-20th 2007**

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1029	1029
<b><u>Internet Access</u></b>		
At all	740 72%	768 75%
At home (net)	679 66%	707 69%
At work (net)	305 30%	334 32%
At home	411 40%	411 40%
At work	37 4%	37 4%
Both at home and at work	268 26%	297 29%
Somewhere else	24 2%	24 2%
Not at all	288 28%	260 25%
Refused	1 *	1 *

## Opinion Poll

### CATI Fieldwork : September 19th-20th 2007

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1029	1029
<b><u>What is the highest educational level that you have achieved to date?</u></b>		
Secondary/ high school/ NVQ 1-3	567 55%	609 59%
University degree or equivalent professional qualification/ NVQ4	274 27%	261 25%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	86 8%	71 7%
None of these	80 8%	75 7%
Refused	22 2%	13 1%



## Opinion Poll

### CATI Fieldwork : September 19th-20th 2007

Absolutes/col percents

Table 8  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1029	1029
<b><u>Marital Status</u></b>		
Single	204 20%	254 25%
Married/ co-habiting	596 58%	588 57%
Widowed/ separated/ divorced	210 20%	178 17%
Refused	19 2%	9 1%
<b><u>Children</u></b>		
None aged 18 or under	706 69%	678 66%
NET: Yes	324 31%	349 34%
NET: Yes any aged 15 or under	316 31%	338 33%
- Aged under 5	110 11%	122 12%
- Aged 5-10	118 11%	127 12%
- Aged 11-15	194 19%	209 20%
- Aged 16-18	24 2%	27 3%
Refused	5 *	7 1%

**Opinion Poll**  
**CATI Fieldwork : September 19th-20th 2007**

Absolutes/col percents

Table 9  
**Q.C/D Voting in May 5th 2005 General Election**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1029	1029
Weighted base	1029	1029
Conservative	197 19%	196 19%
Labour	292 28%	238 23%
Liberal Democrat/ Liberal	104 10%	133 13%
Scottish National Party/SNP	18 2%	14 1%
Plaid Cymru	7 1%	5 *
Green Party	6 1%	5 *
UK Independence Party (UKIP)	10 1%	9 1%
Others	13 1%	13 1%
Did not vote	277 27%	324 31%
Refused	87 8%	78 8%
Don't know	18 2%	15 1%