## Clear thinking in a complex world...

# I CM Poll for The Sunday Mirror 

Fieldwork dates: $19^{\text {th }}-20^{\text {th }}$ 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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## CATI Fieldwork: September 19th-20th 2007

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

|  |  |  | Gen |  |  | Ag |  |  |  | Social | Class |  |  | Voting In | tention |  | Vote In | $\begin{aligned} & 2005 \mathrm{G} \\ & \text { Election } \\ & \hline \hline \end{aligned}$ | neral |  | Region |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Male | Female | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | $\begin{aligned} & \text { Lib } \\ & \text { Dem } \\ & \hline \end{aligned}$ | Other | Con | Lab | $\begin{gathered} \hline \text { Lib } \\ \text { Dem } \\ \hline \end{gathered}$ | North | $\begin{aligned} & \text { Mid- } \\ & \text { lands } \\ & \hline \end{aligned}$ | 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) | $\begin{aligned} & 534 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 279 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 273 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 155 \\ 58 \% \end{gathered}$ | $\begin{gathered} 160 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 145 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 160 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 51 \% \end{aligned}$ |
|  | (9) | $\begin{gathered} 78 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 36 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 47 \\ 9 \% \end{gathered}$ | ${ }_{8 \%}^{17}$ | $\begin{gathered} 24 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | ${ }_{4 \%}^{10}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 20 \\ 8 \% \end{gathered}$ | ${ }_{7 \%}^{10}$ | $\begin{gathered} 8 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 23 \\ 7 \% \end{gathered}$ | $\begin{gathered} 30 \\ 9 \% \end{gathered}$ | $\begin{gathered} 25 \\ 7 \% \end{gathered}$ |
|  | (8) | $\begin{aligned} & 99 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 50 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 45 \\ 9 \% \end{gathered}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{gathered} 18 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 18 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 7 \\ 12 \% \end{gathered}$ | $\begin{gathered} 14 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 29 \\ 9 \% \end{gathered}$ | $\begin{gathered} 31 \\ 8 \% \end{gathered}$ |
|  | (7) | $\begin{aligned} & 51 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 19 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | ${ }_{7 \%}^{20}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 12 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 22 \\ 6 \% \end{gathered}$ |
|  | (6) | $\begin{gathered} 24 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 14 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 14 \\ 3 \% \end{gathered}$ | * | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $11$ |
|  | (5) | $\begin{aligned} & 73 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 51 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $11$ | $\begin{gathered} 34 \\ 7 \% \end{gathered}$ | $\begin{gathered} 12 \\ 5 \% \end{gathered}$ | ${ }_{4 \%}^{10}$ | $\begin{gathered} 18 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 16 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 26 \\ 7 \% \end{gathered}$ | $\begin{gathered} 18 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 8 \% \end{aligned}$ |
|  | (4) | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & * \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | ${ }_{*}^{1}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | - | ${ }_{*}^{1}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | * | - | * | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | ${ }_{*}^{2}$ |
|  | (3) | $\begin{aligned} & 18 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ |
|  | (2) | $\begin{aligned} & 18 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | ${ }_{*}^{1}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \\ & \hline \end{aligned}$ |
| Certain not to vote | (1) | $\begin{aligned} & 120 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 23 \\ 9 \% \end{gathered}$ | $\begin{gathered} 28 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 15 \% \end{aligned}$ | - | - | - | - | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 11 \% \end{aligned}$ |
| Refused |  |  | - | * |  |  |  |  | $\begin{aligned} & * \\ & * \end{aligned}$ |  | - |  | - | - | - | - | - | - |  | - | - | * |
| Don't know |  | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | - |  | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | ${ }_{\star}^{1}$ | $\underset{*}{1}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | - | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & * \end{aligned}$ | - | $\begin{aligned} & 1 \\ & * \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | * |
| 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

Table 2
Data dervived 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

|  |  | Gen |  |  | Ag |  |  |  | Social | lass |  |  | Voting In | tention |  | Vote In | $\begin{aligned} & 2005 \mathrm{G} \\ & \text { Election } \end{aligned}$ | neral |  | Region |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | $\begin{aligned} & \text { Lib } \\ & \text { Dem } \\ & \hline \end{aligned}$ | Other | Con | Lab | $\begin{gathered} \hline \text { Lib } \\ \text { Dem } \\ \hline \end{gathered}$ | North | Midlands | 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 | $\begin{gathered} 190 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & \text { 190 } \\ & \text { 100\% } \end{aligned}$ | - |  |  | $\begin{aligned} & 129 \\ & 89 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 38 \% \end{aligned}$ |
| Labour | $\begin{aligned} & 229 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 43 \% \end{aligned}$ | $-$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | - | - | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 35 \% \end{aligned}$ |
| Liberal Democrat/ Liberal | $\begin{aligned} & 109 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ |  |  | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | - | $\begin{aligned} & 3 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 21 \% \end{aligned}$ |
| Scottish National Party/ SNP | $\begin{gathered} 18 \\ 3 \% \end{gathered}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | ${ }_{4 \%}^{11}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | - | - | - | $\begin{aligned} & 18 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 9 \% \end{aligned}$ | - | - |
| Plaid Cymru | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - |  | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & * \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & * \end{aligned}$ | - | - | - | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | - |
| Green Party | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - |  | $\begin{gathered} 8 \\ 16 \% \end{gathered}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ |
| UK Independence Party (UKIP) | $\begin{aligned} & 9 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | - | - | - | $\begin{gathered} 9 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & * \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |
| Other | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | - | - | - | $\begin{aligned} & 11 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 1 \\ * \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ |

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

|  | Total |
| :--- | ---: |
| Conservative | $33 \%$ |
| Labour | $39 \%$ |
| Liberal Democrat | $19 \%$ |
| Other | $9 \%$ |

## Opinion Poll

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

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



## Opinion Poll

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

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 | $\mathrm{Fe}-$ male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | $\begin{aligned} & \text { Lib } \\ & \text { Dem } \end{aligned}$ | Other | Con | Lab | $\begin{gathered} \hline \text { Lib } \\ \text { Dem } \end{gathered}$ | North | Midlands | 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 | $\begin{aligned} & 553 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 280 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 273 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 284 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 148 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 102 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 50 \% \end{aligned}$ |
| David Cameron | $\begin{gathered} 219 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 115 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 16 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 25 \% \end{aligned}$ |
| Ming Campbell | $\begin{gathered} 84 \\ 8 \% \end{gathered}$ | $\begin{gathered} 39 \\ 8 \% \end{gathered}$ | $\begin{gathered} 45 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $12$ | $\begin{aligned} & 37 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 16 \\ 6 \% \end{gathered}$ | $\begin{gathered} 28 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 19 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 28 \\ 9 \% \end{gathered}$ | $\begin{gathered} 28 \\ 8 \% \end{gathered}$ |
| None of these | $\begin{aligned} & 84 \\ & 8 \% \end{aligned}$ | $41$ | $\begin{aligned} & 43 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 12 \\ 7 \% \end{gathered}$ | $\begin{gathered} 45 \\ 9 \% \end{gathered}$ | $\begin{gathered} 20 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 15 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 6 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 25 \\ 7 \% \end{gathered}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 10 \% \end{aligned}$ |
| Refused | $\begin{aligned} & 13 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | - | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\stackrel{4}{1 \%}$ |
| Don't know | $\begin{aligned} & 76 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 34 \\ 6 \% \end{gathered}$ | $12$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $11$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 23 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 22 \\ 6 \% \end{gathered}$ |

## 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

|  |  |  | Gender |  | Age |  |  |  | Social Class |  |  |  | Voting Intention |  |  |  | Vote In 2005 GeneralElection |  |  | Region |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Male | Female | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | $\begin{aligned} & \text { Lib } \\ & \text { Dem } \end{aligned}$ | Other | Con | Lab | $\begin{aligned} & \hline \text { Lib } \\ & \text { Dem } \\ & \hline \end{aligned}$ | North | Midlands | 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 |  | $\begin{aligned} & 520 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 250 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 270 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 269 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 146 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 155 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 182 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 49 \% \end{aligned}$ |
| Very well | (+2) | $\begin{aligned} & 105 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 44 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 6 \\ 10 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 12 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 9 \% \end{aligned}$ |
| Fairly well | (+1) | $\begin{aligned} & 415 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 189 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 226 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 145 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 40 \% \end{aligned}$ |
| Neither well nor poorly | (0) | $\begin{aligned} & 144 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 6 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 13 \% \end{aligned}$ |
| Fairly poorly | (-1) | $\begin{aligned} & 168 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 17 \% \end{aligned}$ |
| Very poorly | (-2) | $\begin{aligned} & 130 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 26 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | ${ }_{7 \%}^{17}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 14 \% \end{aligned}$ |
| NET: Poorly |  | $\begin{aligned} & 298 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 31 \% \end{aligned}$ |
| Refused |  | $\begin{gathered} 1 \\ * \end{gathered}$ | $\underset{\star}{1}$ | - | - | - |  | $\begin{aligned} & 1 \\ & * \end{aligned}$ |  |  |  | ${ }_{*}^{1}$ | - |  |  |  |  | $\underset{*}{1}$ |  | - |  | ${ }_{*}$ |
| Don't know |  | $\begin{aligned} & 66 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 20 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 17 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 26 \\ 7 \% \end{gathered}$ |
| 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

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 | Female | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | $\begin{aligned} & \text { Lib } \\ & \text { Dem } \\ & \hline \end{aligned}$ | Other | Con | Lab | $\begin{aligned} & \hline \text { Lib } \\ & \text { Dem } \\ & \hline \end{aligned}$ | North | $\begin{aligned} & \text { Mid- } \\ & \text { lands } \\ & \hline \end{aligned}$ | 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 | $\begin{aligned} & 603 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 303 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 301 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 313 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 159 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 88 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 197 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 214 \\ 62 \% \end{gathered}$ | $\begin{gathered} 189 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 200 \\ & 55 \% \end{aligned}$ |
| David Cameron | $\begin{aligned} & 200 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & \text { 23\% } \end{aligned}$ | $\begin{aligned} & 62 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 54 \% \end{aligned}$ | $11$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 8 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 21 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 23 \% \end{aligned}$ |
| Ming Campbell | $\begin{gathered} 70 \\ 7 \% \end{gathered}$ | $\begin{gathered} 36 \\ 7 \% \end{gathered}$ | $\begin{gathered} 34 \\ 6 \% \end{gathered}$ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 35 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 7 \\ 11 \% \end{gathered}$ | $\begin{gathered} 14 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 26 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 27 \\ 7 \% \end{gathered}$ |
| None of them | $\begin{gathered} 80 \\ 8 \% \end{gathered}$ | $\begin{gathered} 42 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $11$ | $\begin{aligned} & 50 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{gathered} 24 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 14 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 24 \\ 8 \% \end{gathered}$ | 32 |
| Refused | $\begin{aligned} & 13 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\stackrel{9}{2 \%}$ | $1$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | - | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | - | ${ }_{*}$ | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | ${ }_{*}^{1}$ |  | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | ${ }_{1}^{4}$ |
| Don't know | $\begin{gathered} 61 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 51 \\ 9 \% \end{gathered}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 21 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 20 \\ 6 \% \end{gathered}$ | $\begin{gathered} 20 \\ 6 \% \end{gathered}$ | 20 6 |


| Table 8 Classification <br> Base: All respondents |  |  |  |
| :---: | :---: | :---: | :---: |
|  |  | Unweighted Total | Weighted Total |
| Unweighted base |  | 1029 | 1029 |
| Weighted base |  | 1029 | 1029 |
| Gender |  |  |  |
| Male |  | $\begin{aligned} & 432 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 488 \\ & 47 \% \end{aligned}$ |
| Female |  | $\begin{aligned} & 597 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 541 \\ & 53 \% \end{aligned}$ |
| Age |  |  |  |
| 18-24 | (21) | $\begin{gathered} 84 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 12 \% \end{aligned}$ |
| 25-34 | (29.5) | $\begin{aligned} & 121 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 16 \% \end{aligned}$ |
| 35-44 | (39.5) | $\begin{aligned} & 185 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 20 \% \end{aligned}$ |
| 45-54 | (49.5) | $\begin{aligned} & 200 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 17 \% \end{aligned}$ |
| 55-64 | (59.5) | $\begin{gathered} 210 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 15 \% \end{aligned}$ |
| $65+$ | (70) | $\begin{aligned} & 229 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 21 \% \end{aligned}$ |
| Average age |  | 49.63 | 46.53 |

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

## Classification

Prepared on behalf of The Sunday Mirror by ICM Research


## Classification

| Table 8 <br> Classification <br> Base: All respondents |  |  |
| :---: | :---: | :---: |
|  | Unweighted $\qquad$ Total | Weighted Total |
| Weighted base | 1029 | 1029 |
| Working status |  |  |
| Full-time | $\begin{gathered} 371 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 462 \\ & 45 \% \end{aligned}$ |
| Part-time | $\begin{aligned} & 183 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 12 \% \end{aligned}$ |
| Not working but seeking work or temporarily unemployed/sick | $\begin{gathered} 48 \\ 5 \% \end{gathered}$ | $\begin{gathered} 45 \\ 4 \% \end{gathered}$ |
| Not working/not seeking work | $\begin{aligned} & 76 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 7 \% \end{aligned}$ |
| Retired | $\begin{aligned} & 310 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 266 \\ 26 \% \end{gathered}$ |
| Student | $\begin{gathered} 38 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 6 \% \end{aligned}$ |
| Refused | 3 | 3 |

## Classification

Classification
Base: All respondents

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



|  | Opinion Poll <br> CATI Fieldwork : September 19th-20th 2007 |  | Page 13 |
| :---: | :---: | :---: | :---: |
| Table 8 <br> Classification <br> Base: All respondents |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  | Unweighted <br> Total | $\begin{aligned} & \text { Weighted } \\ & \text { Total } \end{aligned}$ |  |
| Weighted base | 1029 | 1029 |  |
| Internet Access |  |  |  |
| At all | $\begin{gathered} 740 \\ 742 \% \end{gathered}$ | $\begin{gathered} 768 \\ 755 \% \end{gathered}$ |  |
| At home (net) | ${ }_{669}^{679}$ | $\begin{gathered} 707 \\ 69 \% \end{gathered}$ |  |
| At work (net) | ${ }_{30 \%}^{305}$ | $\begin{gathered} 334 \\ 324 \end{gathered}$ |  |
| At home | $\begin{gathered} 411 \\ { }_{40 \%}^{41} \end{gathered}$ | $\begin{gathered} 411 \\ { }_{40 \%}^{41} \end{gathered}$ |  |
| At work | $\begin{aligned} & 37 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 4 \% \end{aligned}$ |  |
| Both at home and at work | ${ }_{268}^{268}$ | ${ }_{29 \%}^{297}$ |  |
| Somewhere else | ${ }_{2 \%}^{24}$ | ${ }_{2 \%}^{24}$ |  |
| Not at all | $\begin{gathered} 288 \\ 28 \% \end{gathered}$ | ${ }_{250}^{260}$ |  |
| Refused | ${ }_{*}^{1}$ | $\stackrel{1}{*}$ |  |

Classification
Base: All respondents

Weighted base $\quad \frac{$\begin{tabular}{c}
Unweighted <br>
Total

}{1029}$\frac{$

Weighted <br>
Total
\end{tabular}}{1029}

What is the highest educational level that you have achieved to date?

| Secondary/ high school/ | 567 | 609 |
| :--- | :---: | :---: |
| NVQ 1-3 | $55 \%$ | $59 \%$ |
| University degree or <br> equivalent professional <br> qualification/ NVQ4 | 274 | 261 |
| Higher university <br> degree/ Doctorate/ MBA/ | $27 \%$ | $25 \%$ |
| NVQ 5 or equivalent |  |  |



## Table 9

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

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

