

Opinion Poll

Fieldwork : November 29th-30th 2006

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	Sex		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	1006	462	544	67	163	614	162	319	223	174	290	231	249	121	67	165	298	114	343	316	347	
Weighted base	1006	485	521	109	168	524	205	255	294	210	247	248	206	126	73	194	232	133	327	314	365	
Certain to vote	(10)	476	240	236	20	43	266	147	124	136	108	108	154	109	54	39	141	130	74	147	154	174
		47%	49%	45%	18%	26%	51%	71%	49%	46%	51%	44%	62%	53%	43%	53%	73%	56%	56%	45%	49%	48%
	(9)	80	48	32	7	17	41	15	21	27	8	24	23	16	16	7	18	21	22	22	24	34
		8%	10%	6%	7%	10%	8%	7%	8%	9%	4%	10%	9%	8%	13%	10%	9%	9%	17%	7%	8%	9%
	(8)	90	39	51	14	17	53	5	22	30	17	21	14	18	26	6	11	24	21	35	24	31
		9%	8%	10%	13%	10%	10%	3%	9%	10%	8%	9%	6%	9%	21%	9%	6%	10%	16%	11%	8%	8%
	(7)	60	21	38	7	19	29	3	17	14	13	16	18	17	12	-	6	19	5	24	18	17
		6%	4%	7%	7%	12%	6%	2%	7%	5%	6%	6%	7%	8%	10%	-	3%	8%	3%	7%	6%	5%
	(6)	26	11	15	3	5	15	3	9	5	4	8	8	11	1	1	3	7	-	3	8	15
		3%	2%	3%	3%	3%	3%	1%	4%	2%	2%	3%	3%	5%	1%	1%	1%	3%	-	1%	3%	4%
	(5)	84	38	46	18	23	35	8	20	34	14	16	15	20	9	11	5	17	9	29	21	33
		8%	8%	9%	17%	14%	7%	4%	8%	12%	6%	6%	6%	10%	7%	15%	2%	7%	7%	9%	7%	9%
	(4)	17	5	11	2	7	6	2	3	8	2	4	4	6	-	2	3	2	-	4	9	4
		2%	1%	2%	2%	4%	1%	1%	1%	3%	1%	2%	1%	3%	-	2%	2%	1%	-	1%	3%	1%
	(3)	32	14	18	11	6	11	4	5	10	10	7	9	7	6	4	4	3	-	9	12	11
		3%	3%	4%	10%	3%	2%	2%	2%	3%	5%	3%	4%	4%	5%	5%	2%	1%	-	3%	4%	3%
	(2)	17	9	7	3	5	8	1	2	9	4	2	3	2	2	3	-	1	1	12	2	3
		2%	2%	1%	3%	3%	1%	*	1%	3%	2%	1%	1%	1%	2%	5%	-	*	1%	4%	1%	1%
Certain not to vote	(1)	103	55	48	15	23	53	12	28	17	27	32	-	-	-	-	4	5	1	38	33	33
		10%	11%	9%	14%	14%	10%	6%	11%	6%	13%	13%	-	-	-	-	2%	2%	1%	12%	10%	9%
Refused		1	*	1	-	*	1	-	1	-	-	*	-	-	-	-	-	-	-	-	1	*
		*	*	*	-	*	*	-	*	-	-	*	-	-	-	-	-	-	-	-	*	*
Don't know		21	4	16	7	1	7	6	3	5	3	10	-	-	-	-	-	2	-	4	7	9
		2%	1%	3%	6%	1%	1%	3%	1%	2%	2%	4%	-	-	-	-	-	1%	-	1%	2%	3%
Mean		7.61	7.66	7.57	5.94	6.53	7.84	8.81	7.73	7.72	7.47	7.48	8.69	8.30	8.35	8.07	9.11	8.55	8.95	7.39	7.66	7.78
Standard deviation		3.10	3.18	3.04	3.15	3.16	3.03	2.56	3.06	2.89	3.33	3.21	2.11	2.24	2.05	2.65	1.95	2.18	1.64	3.23	3.12	2.97
Standard error		0.10	0.15	0.13	0.39	0.25	0.12	0.20	0.17	0.20	0.25	0.19	0.14	0.14	0.19	0.32	0.15	0.13	0.15	0.17	0.18	0.16

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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 (10%), 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	546	265	281	22	70	359	95	182	119	96	149	195	195	102	54	130	205	93	188	177	181
Weighted base	529	270	260	33	71	311	114	139	155	112	124	209	160	108	52	152	156	108	180	171	178
Conservative	209	115	94	8	30	127	44	68	65	36	41	209	-	-	-	142	22	9	55	73	81
	39%	43%	36%	24%	42%	41%	39%	49%	42%	32%	33%	100%	-	-	-	94%	14%	8%	31%	43%	45%
Labour	160	79	81	12	13	99	36	32	38	43	47	-	160	-	3	121	13	63	58	39	
	30%	29%	31%	36%	18%	32%	31%	23%	24%	38%	38%	-	100%	-	2%	78%	12%	35%	34%	22%	
Liberal Democrat/ Liberal	108	44	64	11	23	57	18	30	37	19	21	-	-	108	3	5	79	40	26	42	
	20%	16%	25%	33%	32%	18%	16%	22%	24%	17%	17%	-	-	100%	2%	3%	73%	22%	15%	24%	
Scottish National Party/ SNP	17	9	8	-	4	9	4	3	7	3	4	-	-	-	17	-	3	3	17	-	-
	3%	3%	3%	-	6%	3%	3%	2%	5%	3%	3%	-	-	-	32%	-	2%	3%	9%	-	-
Plaid Cymru	4	1	3	-	-	1	3	*	-	-	3	-	-	-	4	-	-	-	-	4	-
	1%	*	1%	-	-	*	2%	*	-	-	3%	-	-	-	7%	-	-	-	-	2%	-
Green Party	9	6	3	-	-	7	2	1	3	1	4	-	-	-	9	-	1	1	2	3	4
	2%	2%	1%	-	-	2%	2%	1%	2%	1%	3%	-	-	-	17%	-	*	1%	1%	1%	2%
UK Independence Party (UKIP)	8	8	-	-	-	3	5	2	1	3	2	-	-	-	8	2	-	2	-	4	3
	1%	3%	-	-	-	1%	4%	1%	1%	3%	2%	-	-	-	15%	1%	-	2%	-	3%	2%
Other	15	8	7	2	1	8	4	4	3	7	2	-	-	-	15	2	4	2	2	3	10
	3%	3%	3%	6%	2%	3%	3%	3%	2%	6%	2%	-	-	-	29%	1%	3%	2%	1%	2%	5%

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Col percents

Table 3
Published Vote Intention Figures
Percentages derived from the responses of 706 respondents

	<u>Total</u>
Conservative	39%
Labour	31%
Liberal Democrat	20%
Other	10%



Prepared on behalf of The News of the World by ICM Research



Opinion Poll

Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 4
Q.1 Who would make the best Prime Minister?
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	1006	462	544	67	163	614	162	319	223	174	290	231	249	121	67	165	298	114	343	316	347
Weighted base	1006	485	521	109	168	524	205	255	294	210	247	248	206	126	73	194	232	133	327	314	365
Gordon Brown	287 29%	147 30%	140 27%	30 28%	53 31%	149 28%	56 27%	64 25%	79 27%	68 33%	75 30%	30 12%	131 64%	27 22%	24 33%	16 8%	130 56%	33 25%	101 31%	97 31%	88 24%
David Cameron	250 25%	127 26%	122 24%	26 23%	42 25%	132 25%	49 24%	82 32%	71 24%	44 21%	53 21%	150 60%	12 6%	25 20%	7 9%	109 56%	23 10%	26 20%	64 20%	70 22%	116 32%
John Reid	80 8%	46 9%	34 7%	9 9%	9 5%	43 8%	18 9%	18 7%	28 9%	14 7%	20 8%	18 7%	20 10%	17 14%	8 11%	12 6%	22 10%	15 11%	32 10%	21 7%	28 8%
Menzies Campnell	50 5%	21 4%	29 6%	7 6%	8 4%	29 5%	7 4%	15 6%	21 7%	9 4%	5 2%	9 4%	3 2%	20 16%	5 8%	10 5%	7 3%	13 10%	14 4%	14 5%	22 6%
None of these	145 14%	81 17%	64 12%	6 5%	15 9%	81 16%	43 21%	35 14%	36 12%	35 17%	39 16%	18 7%	12 6%	12 10%	22 30%	29 15%	16 7%	21 16%	42 13%	55 17%	48 13%
Refused	13 1%	8 2%	5 1%	1 1%	4 2%	4 1%	4 2%	4 2%	5 2%	3 1%	1 1%	-	1 *	-	-	-	1 *	-	2 1%	8 2%	4 1%
Don't know	181 18%	56 11%	126 24%	30 28%	37 22%	85 16%	28 14%	36 14%	55 19%	37 18%	53 21%	23 9%	27 13%	24 19%	7 10%	19 10%	35 15%	25 19%	72 22%	50 16%	59 16%

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Absolutes/col percents

Table 5

Q.2 Are you satisfied or dissatisfied with the job David Cameron is doing as leader of the Conservative Party?

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	1006	462	544	67	163	614	162	319	223	174	290	231	249	121	67	165	298	114	343	316	347
Weighted base	1006	485	521	109	168	524	205	255	294	210	247	248	206	126	73	194	232	133	327	314	365
Satisfied	485 48%	233 48%	252 48%	39 36%	88 52%	257 49%	101 49%	129 50%	154 52%	95 45%	108 44%	181 73%	90 44%	56 45%	16 22%	134 69%	99 43%	60 45%	158 48%	147 47%	180 49%
Dissatisfied	295 29%	154 32%	141 27%	26 23%	37 22%	167 32%	66 32%	77 30%	79 27%	63 30%	77 31%	53 21%	73 35%	46 37%	38 52%	48 25%	78 34%	49 37%	85 26%	99 31%	112 31%
Refused	8 1%	5 1%	3 1%	1 1%	1 1%	5 1%	1 *	4 2%	1 *	2 1%	1 *	1 *	- -	- -	1 1%	1 1%	1 *	1 1%	3 1%	4 1%	1 *
Don't know	218 22%	93 19%	124 24%	43 40%	42 25%	95 18%	37 18%	45 18%	61 21%	50 24%	61 25%	13 5%	43 21%	23 18%	18 24%	10 5%	54 23%	23 17%	82 25%	64 20%	72 20%

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Table 6

Q.3 Which of the following issues should be most important to David Cameron as he works the Conservative Party's policies?

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	1006	462	544	67	163	614	162	319	223	174	290	231	249	121	67	165	298	114	343	316	347
Weighted base	1006	485	521	109	168	524	205	255	294	210	247	248	206	126	73	194	232	133	327	314	365
Cutting crime	656	322	334	55	103	354	144	165	194	132	165	172	136	81	46	143	154	91	207	205	243
	65%	66%	64%	51%	61%	68%	70%	65%	66%	63%	67%	69%	66%	65%	63%	74%	66%	69%	63%	65%	67%
Tackling illegal immigration	651	320	331	60	93	349	149	161	181	149	160	189	121	56	54	159	143	64	202	213	236
	65%	66%	64%	55%	55%	67%	73%	63%	61%	71%	65%	76%	59%	44%	75%	82%	62%	48%	62%	68%	65%
Cuts in income tax	486	239	247	70	90	235	92	117	148	103	118	137	78	47	43	106	89	49	155	157	174
	48%	49%	47%	64%	53%	45%	45%	46%	50%	49%	48%	55%	38%	37%	59%	55%	38%	37%	47%	50%	48%
Tackling poverty	478	193	285	59	82	234	103	124	151	88	115	109	110	83	38	81	126	84	186	130	163
	48%	40%	55%	54%	49%	45%	50%	49%	51%	42%	47%	44%	54%	66%	53%	42%	54%	63%	57%	41%	45%
Green taxes	269	151	118	30	45	152	42	85	76	44	63	64	60	44	10	36	65	52	82	78	109
	27%	31%	23%	27%	27%	29%	21%	33%	26%	21%	26%	26%	29%	35%	14%	19%	28%	39%	25%	25%	30%
Rehabilitating criminals	195	89	106	23	38	102	32	50	58	36	51	35	50	37	14	26	49	30	62	54	79
	19%	18%	20%	21%	23%	19%	16%	20%	20%	17%	21%	14%	24%	30%	19%	13%	21%	23%	19%	17%	22%
None of these	11	9	2	-	2	6	3	3	5	*	2	-	*	1	1	-	*	2	4	5	2
	1%	2%	*	-	1%	1%	1%	1%	2%	*	1%	-	*	1%	1%	-	*	1%	1%	1%	1%
Refused	4	3	1	1	-	2	-	1	-	2	1	-	-	-	-	-	-	-	1	3	-
	*	1%	*	1%	-	*	-	*	-	1%	*	-	-	-	-	-	-	-	*	1%	-
Don't know	17	7	10	4	3	7	3	2	4	7	4	-	5	2	-	*	3	2	7	10	1
	2%	1%	2%	4%	2%	1%	1%	1%	1%	3%	2%	-	2%	1%	-	*	1%	1%	2%	3%	*

Opinion Poll

Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 7

Q.4 Putting aside your own party preferences I would like you to think about David Cameron and Gordon Brown

Which of the two do you think...?

Is most in touch with the issues that matter most to people like you

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	1006	462	544	67	163	614	162	319	223	174	290	231	249	121	67	165	298	114	343	316	347
Weighted base	1006	485	521	109	168	524	205	255	294	210	247	248	206	126	73	194	232	133	327	314	365
David Cameron	447 44%	224 46%	223 43%	38 35%	68 40%	254 48%	88 43%	136 54%	138 47%	84 40%	89 36%	200 81%	49 24%	58 46%	20 28%	161 83%	63 27%	62 47%	125 38%	158 50%	164 45%
Gordon Brown	345 34%	171 35%	174 33%	41 38%	60 36%	168 32%	76 37%	70 27%	106 36%	72 34%	96 39%	26 10%	133 64%	47 37%	34 47%	11 6%	136 58%	48 36%	125 38%	103 33%	117 32%
Neither	117 12%	53 11%	63 12%	17 15%	13 8%	63 12%	23 11%	28 11%	33 11%	27 13%	29 12%	18 7%	15 7%	14 11%	11 15%	18 9%	16 7%	18 14%	49 15%	26 8%	41 11%
Refused	6 1%	1 *	4 1%	1 1%	2 1%	1 *	2 1%	1 *	2 1%	1 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	2 1%	2 1%	2 1%
Don't know	92 9%	36 7%	56 11%	13 11%	25 15%	37 7%	17 8%	20 8%	15 5%	26 12%	30 12%	4 2%	9 4%	8 6%	7 9%	4 2%	17 7%	4 3%	26 8%	25 8%	41 11%

Opinion Poll

Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 8

Q.4 Putting aside your own party preferences I would like you to think about David Cameron and Gordon Brown

Which of the two do you think...?

Is most trustworthy

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	1006	462	544	67	163	614	162	319	223	174	290	231	249	121	67	165	298	114	343	316	347
Weighted base	1006	485	521	109	168	524	205	255	294	210	247	248	206	126	73	194	232	133	327	314	365
David Cameron	385 38%	196 40%	188 36%	46 42%	56 33%	200 38%	83 41%	113 44%	113 38%	78 37%	81 33%	191 77%	29 14%	39 31%	14 19%	150 77%	37 16%	43 33%	107 33%	129 41%	149 41%
Gordon Brown	330 33%	163 34%	167 32%	30 27%	64 38%	175 33%	62 30%	73 29%	108 37%	68 33%	80 33%	25 10%	126 61%	51 41%	33 45%	11 5%	131 56%	52 39%	134 41%	103 33%	93 25%
Neither	170 17%	88 18%	82 16%	16 15%	25 15%	96 18%	33 16%	44 17%	40 14%	41 20%	44 18%	23 9%	28 14%	21 17%	20 28%	23 12%	35 15%	23 17%	51 15%	43 14%	76 21%
Refused	7 1%	1 *	5 1%	1 1%	2 1%	3 1%	- -	2 1%	4 1%	1 1%	- -	- -	- -	- -	- -	2 1%	1 *	- -	2 *	2 1%	3 1%
Don't know	115 11%	36 7%	78 15%	16 15%	20 12%	50 10%	27 13%	23 9%	29 10%	21 10%	41 16%	9 4%	23 11%	14 11%	5 7%	9 5%	28 12%	14 11%	34 10%	37 12%	44 12%

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Absolutes/col percents

Table 9

Q.4 Putting aside your own party preferences I would like you to think about David Cameron and Gordon Brown

Which of the two do you think...?

Makes/would make the best leader of his party

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	1006	462	544	67	163	614	162	319	223	174	290	231	249	121	67	165	298	114	343	316	347
Weighted base	1006	485	521	109	168	524	205	255	294	210	247	248	206	126	73	194	232	133	327	314	365
David Cameron	476	243	233	48	78	250	101	136	147	91	102	208	48	52	28	155	70	59	140	153	183
	47%	50%	45%	44%	47%	48%	49%	53%	50%	43%	41%	84%	23%	42%	39%	80%	30%	45%	43%	49%	50%
Gordon Brown	363	180	183	34	60	194	74	81	108	81	94	30	136	52	30	22	142	51	137	109	117
	36%	37%	35%	31%	36%	37%	36%	32%	37%	38%	38%	12%	66%	41%	41%	12%	61%	38%	42%	35%	32%
Neither	58	18	40	12	5	34	8	16	18	8	16	4	8	11	8	6	8	13	19	20	19
	6%	4%	8%	11%	3%	6%	4%	6%	6%	4%	6%	2%	4%	9%	11%	3%	3%	10%	6%	6%	5%
Refused	7	1	6	1	2	3	1	1	4	1	1	-	1	-	-	2	-	-	2	4	2
	1%	*	1%	1%	1%	1%	1%	*	1%	1%	*	-	1%	-	-	1%	-	-	*	1%	1%
Don't know	102	43	59	14	23	43	22	21	18	28	34	6	12	10	7	9	12	10	30	29	43
	10%	9%	11%	13%	13%	8%	11%	8%	6%	14%	14%	2%	6%	8%	9%	5%	5%	8%	9%	9%	12%

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Absolutes/col percents

Table 10

Q.4 Putting aside your own party preferences I would like you to think about David Cameron and Gordon Brown

Which of the two do you think...?

Is most likely to stop what they are doing to help you

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	1006	462	544	67	163	614	162	319	223	174	290	231	249	121	67	165	298	114	343	316	347
Weighted base	1006	485	521	109	168	524	205	255	294	210	247	248	206	126	73	194	232	133	327	314	365
David Cameron	405 40%	203 42%	202 39%	40 37%	64 38%	220 42%	81 39%	106 41%	130 44%	76 36%	93 37%	170 68%	54 26%	45 36%	28 38%	129 66%	61 26%	48 36%	116 35%	138 44%	151 41%
Gordon Brown	293 29%	141 29%	152 29%	30 27%	54 32%	149 28%	60 29%	66 26%	85 29%	60 29%	82 33%	33 13%	105 51%	42 34%	19 27%	23 12%	112 48%	38 28%	103 32%	87 28%	102 28%
Neither	173 17%	79 16%	94 18%	26 24%	22 13%	93 18%	32 15%	58 23%	40 14%	42 20%	33 13%	29 12%	24 12%	24 19%	18 25%	26 14%	31 14%	36 27%	70 21%	44 14%	59 16%
Refused	4 *	1 *	3 *	1 1%	2 1%	1 *	- -	1 *	2 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	2 1%
Don't know	131 13%	61 13%	71 14%	12 11%	26 15%	61 12%	33 16%	25 10%	37 12%	30 14%	40 16%	17 7%	23 11%	15 12%	7 10%	16 8%	28 12%	10 8%	38 12%	43 14%	51 14%

Opinion Poll

Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 11

Q.4 Putting aside your own party preferences I would like you to think about David Cameron and Gordon Brown

Which of the two do you think...?

Is most likely to have a really good idea

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	1006	462	544	67	163	614	162	319	223	174	290	231	249	121	67	165	298	114	343	316	347
Weighted base	1006	485	521	109	168	524	205	255	294	210	247	248	206	126	73	194	232	133	327	314	365
David Cameron	474	238	235	44	72	251	107	132	148	85	109	194	46	55	28	152	67	60	152	151	171
	47%	49%	45%	40%	43%	48%	52%	52%	50%	40%	44%	78%	23%	43%	38%	78%	29%	45%	46%	48%	47%
Gordon Brown	351	170	180	45	62	172	71	76	97	82	95	33	130	48	29	23	135	48	115	107	128
	35%	35%	35%	41%	37%	33%	35%	30%	33%	39%	39%	13%	63%	38%	39%	12%	58%	36%	35%	34%	35%
Neither	83	38	45	11	11	46	14	21	27	17	18	15	12	14	9	13	14	16	34	25	23
	8%	8%	9%	10%	7%	9%	7%	8%	9%	8%	7%	6%	6%	11%	13%	7%	6%	12%	10%	8%	6%
Refused	4	1	3	1	2	1	-	1	2	1	-	-	-	-	-	-	-	-	-	2	2
	*	*	*	1%	1%	*	-	*	1%	1%	-	-	-	-	-	-	-	-	-	1%	1%
Don't know	95	37	58	8	21	54	12	25	21	25	24	7	16	9	7	6	16	9	27	28	40
	9%	8%	11%	7%	12%	10%	6%	10%	7%	12%	10%	3%	8%	7%	10%	3%	7%	7%	8%	9%	11%

Opinion Poll

Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 12

Q.4 Putting aside your own party preferences I would like you to think about David Cameron and Gordon Brown

Which of the two do you think...?

You would prefer to have dinner with

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	1006	462	544	67	163	614	162	319	223	174	290	231	249	121	67	165	298	114	343	316	347
Weighted base	1006	485	521	109	168	524	205	255	294	210	247	248	206	126	73	194	232	133	327	314	365
David Cameron	378 38%	181 37%	196 38%	34 31%	54 32%	210 40%	80 39%	107 42%	108 37%	76 36%	87 35%	163 66%	39 19%	53 42%	19 26%	116 60%	49 21%	54 41%	112 34%	120 38%	146 40%
Gordon Brown	318 32%	171 35%	146 28%	23 21%	63 38%	158 30%	74 36%	68 27%	101 34%	63 30%	85 34%	36 15%	114 55%	43 34%	29 39%	25 13%	123 53%	51 38%	118 36%	95 30%	105 29%
Neither	273 27%	113 23%	160 31%	43 40%	40 24%	141 27%	49 24%	71 28%	77 26%	62 30%	62 25%	48 19%	47 23%	26 21%	22 30%	53 27%	53 23%	27 20%	86 26%	90 29%	96 26%
Refused	2 *	1 *	1 *	1 1%	- -	1 *	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -
Don't know	36 4%	18 4%	18 3%	8 7%	11 7%	14 3%	3 2%	7 3%	8 3%	7 4%	13 5%	1 *	6 3%	4 3%	3 5%	- -	7 3%	1 1%	12 4%	7 2%	17 5%

Opinion Poll

Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 13

Q.4 Putting aside your own party preferences I would like you to think about David Cameron and Gordon Brown

Which of the two do you think...?

Is most likely to have a secret you are entitled to know

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	1006	462	544	67	163	614	162	319	223	174	290	231	249	121	67	165	298	114	343	316	347
Weighted base	1006	485	521	109	168	524	205	255	294	210	247	248	206	126	73	194	232	133	327	314	365
David Cameron	291 29%	155 32%	136 26%	38 35%	44 26%	165 31%	45 22%	69 27%	92 31%	67 32%	63 25%	81 33%	60 29%	43 35%	23 32%	61 31%	72 31%	41 31%	104 32%	78 25%	109 30%
Gordon Brown	420 42%	203 42%	217 42%	42 38%	80 48%	210 40%	88 43%	109 43%	125 42%	86 41%	100 41%	111 45%	97 47%	54 43%	29 40%	79 41%	105 45%	57 43%	139 42%	146 46%	135 37%
Neither	155 15%	70 15%	85 16%	18 17%	24 14%	79 15%	33 16%	42 16%	43 15%	30 14%	40 16%	27 11%	25 12%	14 11%	11 16%	24 13%	27 12%	27 20%	47 14%	44 14%	64 18%
Refused	9 1%	4 1%	5 1%	1 1%	2 1%	5 1%	1 *	2 1%	3 1%	3 2%	* *	3 1%	1 *	- -	2 2%	3 1%	2 1%	- -	3 1%	5 1%	2 1%
Don't know	131 13%	53 11%	78 15%	10 9%	18 11%	65 12%	38 19%	32 13%	31 11%	24 11%	44 18%	26 11%	23 11%	15 12%	7 10%	28 14%	27 11%	8 6%	34 11%	42 13%	55 15%

Opinion Poll

Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 14

Q.4 Putting aside your own party preferences I would like you to think about David Cameron and Gordon Brown

Which of the two do you think...?

Is most likely to try and avoid buying a round of drinks

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	1006	462	544	67	163	614	162	319	223	174	290	231	249	121	67	165	298	114	343	316	347
Weighted base	1006	485	521	109	168	524	205	255	294	210	247	248	206	126	73	194	232	133	327	314	365
David Cameron	211	98	113	25	28	117	41	38	66	48	58	38	56	21	17	28	65	21	84	60	66
	21%	20%	22%	23%	17%	22%	20%	15%	22%	23%	24%	15%	27%	17%	23%	14%	28%	16%	26%	19%	18%
Gordon Brown	560	299	262	57	99	298	106	152	166	123	120	179	104	67	40	139	120	75	162	191	208
	56%	62%	50%	52%	59%	57%	52%	59%	56%	59%	49%	72%	50%	53%	55%	72%	52%	56%	49%	61%	57%
Neither	57	18	39	4	11	31	10	14	13	11	19	5	12	12	4	3	12	10	25	14	18
	6%	4%	7%	4%	7%	6%	5%	6%	4%	5%	8%	2%	6%	9%	6%	2%	5%	8%	8%	5%	5%
Refused	5	2	3	1	1	2	-	2	2	1	-	-	1	-	1	-	-	-	1	2	1
	1%	*	1%	1%	1%	*	-	1%	1%	1%	-	-	1%	-	1%	-	-	-	*	1%	*
Don't know	173	68	104	22	28	75	48	49	48	26	49	27	32	26	12	24	36	27	55	46	71
	17%	14%	20%	20%	17%	14%	23%	19%	16%	13%	20%	11%	16%	21%	16%	12%	15%	20%	17%	15%	19%

Opinion Poll

Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 15

Q.5 Here are some things people have said about David Cameron and the Conservative Party. Putting aside your own party preference do you agree or disagree with each?
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	1006	462	544	67	163	614	162	319	223	174	290	231	249	121	67	165	298	114	343	316	347
Weighted base	1006	485	521	109	168	524	205	255	294	210	247	248	206	126	73	194	232	133	327	314	365
<u>I like David Cameron and the Conservative Party</u>																					
Agree	543	257	286	61	89	281	111	147	166	109	120	220	79	48	25	171	98	55	165	165	213
	54%	53%	55%	56%	53%	54%	54%	58%	56%	52%	49%	89%	38%	39%	34%	88%	42%	41%	51%	52%	58%
Disagree	392	203	189	43	61	213	75	93	116	85	99	27	116	68	46	22	123	71	145	125	123
	39%	42%	36%	39%	36%	41%	37%	37%	39%	40%	40%	11%	56%	54%	64%	12%	53%	54%	44%	40%	34%
Refused	5	2	3	1	1	1	2	2	-	1	2	-	-	-	-	-	-	-	2	2	2
	1%	*	1%	1%	1%	*	1%	1%	-	1%	1%	-	-	-	-	-	-	-	1%	1%	*
Don't know	66	23	43	4	17	28	18	12	12	15	26	1	11	10	2	1	12	6	16	23	27
	7%	5%	8%	3%	10%	5%	9%	5%	4%	7%	11%	*	5%	8%	2%	*	5%	5%	5%	7%	7%
<u>David Cameron is a new face but his conservative Party hasn't really changed much at all</u>																					
Agree	648	297	351	65	100	353	130	154	188	144	162	131	159	92	57	97	178	92	225	188	235
	64%	61%	67%	60%	60%	67%	63%	60%	64%	69%	66%	53%	77%	73%	79%	50%	76%	69%	69%	60%	64%
Disagree	299	161	138	33	49	149	68	86	96	51	66	111	35	32	14	94	45	40	82	109	108
	30%	33%	27%	30%	29%	28%	33%	34%	32%	24%	27%	45%	17%	26%	19%	49%	19%	30%	25%	35%	30%
Refused	6	1	4	1	2	1	2	1	2	1	2	-	-	-	-	-	-	-	2	2	2
	1%	*	1%	1%	1%	*	1%	*	1%	1%	1%	-	-	-	-	-	-	-	1%	1%	1%
Don't know	53	26	28	10	17	21	6	15	9	13	17	7	12	1	1	3	9	1	18	15	20
	5%	5%	5%	9%	10%	4%	3%	6%	3%	6%	7%	3%	6%	1%	2%	1%	4%	1%	6%	5%	5%
<u>I am more likely to vote Conservative because of the changes David Cameron has made</u>																					
Agree	385	202	183	33	70	196	86	101	118	74	92	156	42	41	22	123	61	49	107	129	149
	38%	42%	35%	30%	42%	37%	42%	40%	40%	35%	37%	63%	21%	32%	31%	63%	26%	37%	33%	41%	41%
Disagree	541	247	294	68	81	293	100	140	157	118	126	86	153	79	49	67	158	79	196	159	187
	54%	51%	56%	62%	48%	56%	49%	55%	53%	56%	51%	35%	74%	63%	67%	35%	68%	60%	60%	51%	51%
Refused	13	8	5	1	-	4	7	1	6	5	2	-	-	-	-	-	-	-	4	9	-
	1%	2%	1%	1%	-	1%	4%	*	2%	2%	1%	-	-	-	-	-	-	-	1%	3%	-
Don't know	67	28	39	8	17	30	12	13	13	13	27	6	10	6	2	5	13	4	20	17	29
	7%	6%	8%	7%	10%	6%	6%	5%	4%	6%	11%	2%	5%	5%	2%	2%	6%	3%	6%	6%	8%



Prepared on behalf of The News of the World by ICM Research



Opinion Poll

Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 15

**Q.5 Here are some things people have said about David Cameron and the Conservative Party.
Putting aside your own party preference do you agree or disagree with each?**

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
Weighted base	1006	485	521	109	168	524	205	255	294	210	247	248	206	126	73	194	232	133	327	314	365
David Cameron's leadership is more about spin than substance																					
Agree	539 54%	290 60%	250 48%	64 59%	86 52%	290 55%	98 48%	141 55%	155 53%	117 56%	127 51%	101 41%	137 67%	81 64%	54 74%	74 38%	158 68%	86 65%	183 56%	168 53%	188 52%
Disagree	353 35%	162 33%	191 37%	31 29%	57 34%	184 35%	81 40%	97 38%	106 36%	71 34%	79 32%	138 56%	46 23%	37 30%	11 16%	109 56%	52 22%	39 29%	110 34%	115 37%	128 35%
Refused	6 1%	2 *	4 1%	1 1%	2 1%	2 *	2 1%	1 *	2 1%	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	2 1%	3 1%	2 1%
Don't know	108 11%	32 7%	76 15%	13 12%	23 14%	48 9%	24 12%	17 7%	32 11%	20 9%	40 16%	9 4%	22 11%	8 6%	8 11%	11 6%	22 9%	8 6%	33 10%	28 9%	47 13%

Opinion Poll
Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 16
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1006	1006
Weighted base		1006	1006
<u>Sex</u>			
Male		462 46%	485 48%
Female		544 54%	521 52%
<u>Age</u>			
18-24	(21)	67 7%	109 11%
25-34	(29.5)	163 16%	168 17%
35-44	(39.5)	248 25%	195 19%
45-54	(49.5)	198 20%	170 17%
55-64	(59.5)	168 17%	158 16%
65+	(70)	162 16%	205 20%
Average age		46.87	46.87

Opinion Poll
Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 16
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1006	1006
<u>Social Class</u>		
AB	319 32%	255 25%
C1	223 22%	294 29%
C2	174 17%	210 21%
DE	290 29%	247 25%
<u>Region</u>		
North	343 34%	327 33%
Midlands	316 31%	314 31%
South	347 34%	365 36%

Opinion Poll
Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 16
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1006	1006
<u>Working status</u>		
Full-time	445 44%	445 44%
Part-time	131 13%	111 11%
Not working but seeking work or temporarily unemployed/sick	66 7%	56 6%
Not working/not seeking work	105 10%	83 8%
Retired	235 23%	259 26%
Student	23 2%	50 5%
Refused	1 *	2 *

Opinion Poll
Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 16
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1006	1006
<u>Tenure</u>		
Own outright	274 27%	334 33%
Own with a mortgage	389 39%	408 41%
Council	130 13%	124 12%
Housing Assoc.	58 6%	39 4%
Rented from someone else	118 12%	71 7%
Rent free	11 1%	6 1%
Refused	26 3%	24 2%

Opinion Poll
Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 16
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1006	1006
<u>Foreign Holiday in last 3 years</u>		
Yes	631 63%	627 62%
No	375 37%	379 38%
<u>Number of cars</u>		
None	226 22%	200 20%
1	412 41%	433 43%
2	291 29%	290 29%
3+	77 8%	83 8%

Opinion Poll
Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 16
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1006	1006
<u>Internet Access</u>		
At all	743 74%	733 73%
At home (net)	651 65%	647 64%
At work (net)	330 33%	320 32%
At home	376 37%	377 37%
At work	55 5%	50 5%
Both at home and at work	275 27%	270 27%
Somewhere else	37 4%	36 4%
Not at all	262 26%	272 27%
Refused	1 *	1 *

Opinion Poll
Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 16
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1006	1006
What is the highest educational level that you have achieved to date?		
Secondary/ high school/ NVQ 1-3	563 56%	578 57%
University degree or equivalent professional qualification/ NVQ4	253 25%	238 24%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	73 7%	57 6%
None of these	90 9%	105 10%
Refused	27 3%	27 3%

Opinion Poll
Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 16
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1006	1006
<u>Marital Status</u>		
Single	197 20%	213 21%
Married/ co-habiting	579 58%	570 57%
Widowed/ separated/ divorced	214 21%	207 21%
Refused	16 2%	17 2%
<u>Children</u>		
None aged 18 or under	663 66%	698 69%
NET: Yes	326 32%	289 29%
NET: Yes any aged 15 or under	289 29%	256 25%
- Aged under 5	121 12%	113 11%
- Aged 5-10	128 13%	108 11%
- Aged 11-15	136 14%	116 12%
- Aged 16-18	90 9%	77 8%
Refused	17 2%	18 2%

Opinion Poll
Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 16
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1006	1006
Grocery shopping status		
I am the main grocery shopper in the household	696 69%	661 66%
I regularly do the main grocery shop	687 68%	665 66%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	731 73%	723 72%
I do not do grocery shopping	103 10%	110 11%
Refused	13 1%	15 2%

Opinion Poll
Fieldwork : November 29th-30th 2006

Absolutes/col percents

Table 17
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1006	1006
Weighted base	1006	1006
Conservative	165 16%	194 19%
Labour	298 30%	232 23%
Liberal Democrat/ Liberal	114 11%	133 13%
Scottish National Party/SNP	14 1%	13 1%
Plaid Cymru	6 1%	5 *
Green Party	5 *	3 *
UK Independence Party (UKIP)	6 1%	8 1%
Other	13 1%	15 1%
Did not vote	318 32%	312 31%
Don't know	17 2%	23 2%
Refused	50 5%	68 7%