

Poll for the Sunday Mirror

Fieldwork dates: 8th – 10th August 2007

Interview Method: Telephone, unless otherwise stated.

Population effectively sampled: All adults aged 18+

Sampling Method: Within each government office region a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

Sample size: 1,007

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status, number of cars in the household and whether or not respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 34,000 random face-to-face interviews conducted annually.

The data were further weighted by declared votes in the 2005 general election. The weighting scheme is designed as follows:

Weighting by past votes

1. Respondents are asked whether they voted in the last general election and if they did, which party they voted for.
2. The sample is weighted by demographics (age, sex, tenure etc). However, after such weighting the declared past votes may not match, exactly, the results of the last election. Partly this is because demographics (by which ICM control the sample) are relatively poorly correlated with vote behaviour. Nevertheless past vote weighting has to be used with caution as some people genuinely forget how they voted. We cannot simply weight the data to the actual results last time.
3. ICM takes the declared past votes on any new poll and adds it to the 20 or so most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme.
4. ICM compares the declared past votes derived in 3) above to the actual result of the last general election and gives a weight of 70% to the results of the last election and 30% to the average of the most recent polls, thereby assuming that most of the difference (70%) can be attributed to political imbalance in the sample and 30% to faulty recall.

Weighting for turnout

1. ICM ask respondents to say how likely it is that they will go and vote in a new general election using a ten points scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote.

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

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

Voting intentions: ICM derives vote intentions from 2 questions.

First of all respondents are asked how likely it is that they would be to go and vote in a new election.

Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2005 and which party they voted for in that election. The vote figures shown in the table are calculated after ICM has excluded those who say they will not vote, refuse to answer the question or don't know who they would vote for. The figures are adjusted for turnout calculated accordingly to their stated intentions to vote.

In a further step, ICM add 50% of those who refuse to answer the vote intention question or say they don't know to the party they voted for in 2005.

The analysis by vote intention shown on each table is taken from table 1, ie before adjusting for refusers and don't knows.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

Further enquiries: nick.sparrow@icmresearch.co.uk

Gordon Brown Survey

Fieldwork : August 8th-9th 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	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	1007	516	491	91	155	540	221	327	209	185	286	190	265	107	62	168	257	105	336	316	355	
Weighted base	1007	483	524	121	156	522	208	262	293	214	238	207	252	114	69	193	233	131	333	317	357	
Certain to vote	(10)	505	246	259	39	62	266	138	139	151	93	122	141	131	63	40	147	154	77	153	170	182
		50%	51%	49%	32%	40%	51%	66%	53%	52%	43%	52%	68%	52%	55%	57%	76%	66%	59%	46%	54%	51%
	(9)	68	36	32	4	10	41	13	20	23	12	13	12	22	14	7	14	16	15	28	12	28
		7%	7%	6%	3%	6%	8%	6%	8%	8%	5%	6%	6%	9%	12%	10%	7%	7%	12%	8%	4%	8%
	(8)	80	41	40	10	11	43	16	25	17	23	15	15	31	11	2	11	25	14	24	29	27
		8%	8%	8%	8%	7%	8%	8%	10%	6%	11%	7%	7%	12%	10%	3%	6%	11%	11%	7%	9%	8%
	(7)	66	29	37	14	10	33	8	17	15	18	17	13	24	7	4	8	20	6	23	20	22
		7%	6%	7%	12%	6%	6%	4%	6%	5%	8%	7%	6%	10%	6%	6%	4%	8%	4%	7%	6%	6%
	(6)	27	13	14	8	6	11	2	7	15	2	3	5	5	6	1	-	-	3	4	8	15
		3%	3%	3%	7%	4%	2%	1%	3%	5%	1%	1%	3%	2%	5%	2%	-	-	3%	1%	3%	4%
	(5)	62	29	33	13	14	24	10	18	15	16	13	12	22	3	5	6	11	2	28	15	20
		6%	6%	6%	11%	9%	5%	5%	7%	5%	7%	5%	6%	9%	3%	7%	3%	5%	1%	8%	5%	5%
	(4)	25	9	16	4	10	10	2	5	4	9	7	2	7	5	2	1	1	4	8	10	7
		3%	2%	3%	3%	6%	2%	1%	2%	1%	4%	3%	1%	3%	5%	3%	*	*	3%	3%	3%	2%
	(3)	23	10	13	10	4	8	-	6	5	6	7	3	7	1	1	1	-	-	8	10	5
		2%	2%	3%	9%	3%	2%	-	2%	2%	3%	3%	2%	3%	1%	1%	1%	-	-	2%	3%	1%
	(2)	24	12	12	-	8	12	4	7	8	5	4	3	3	3	7	3	1	2	10	9	6
		2%	3%	2%	-	5%	2%	2%	3%	3%	3%	2%	1%	1%	2%	11%	1%	*	1%	3%	3%	2%
Certain not to vote	(1)	108	51	57	17	15	64	12	16	37	23	32	-	-	-	-	2	5	4	42	33	34
		11%	11%	11%	14%	10%	12%	6%	6%	13%	11%	14%	-	-	-	-	1%	2%	3%	13%	10%	9%
Refused		4	2	1	-	1	2	-	1	1	-	2	-	-	-	-	-	-	1	-	-	4
		*	*	*	-	1%	*	-	*	*	-	1%	-	-	-	-	-	-	1%	-	-	1%
Don't know		14	5	9	2	3	5	3	1	2	9	2	-	-	-	-	-	1	4	4	3	6
		1%	1%	2%	2%	2%	1%	1%	*	1%	4%	1%	-	-	-	-	-	*	3%	1%	1%	2%
Mean		7.65	7.73	7.57	6.55	7.03	7.69	8.64	8.04	7.60	7.38	7.51	8.94	8.42	8.59	8.10	9.26	8.99	8.81	7.38	7.68	7.87
Standard deviation		3.16	3.13	3.18	3.21	3.25	3.21	2.59	2.81	3.27	3.18	3.34	1.92	2.11	2.11	2.82	1.76	1.87	2.13	3.28	3.18	3.01
Standard error		0.10	0.14	0.14	0.34	0.27	0.14	0.18	0.16	0.23	0.24	0.20	0.14	0.13	0.20	0.36	0.14	0.12	0.21	0.18	0.18	0.16

Gordon Brown Survey

Fieldwork : August 8th-9th 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 (11%), don't know who they would vote for (18%) 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	523	281	242	40	63	290	130	186	103	89	145	164	221	91	47	132	193	77	168	173	182
Weighted base	538	273	264	54	69	287	129	155	147	113	123	181	209	95	52	150	173	92	170	182	186
Conservative	181	93	88	14	16	107	44	61	44	43	33	181	-	-	-	131	9	13	29	72	80
	34%	34%	33%	27%	23%	37%	34%	40%	30%	38%	27%	100%	-	-	-	87%	5%	14%	17%	40%	43%
Labour	209	106	103	24	31	101	52	53	64	39	53	-	209	-	5	152	13	79	76	53	
	39%	39%	39%	45%	45%	35%	41%	34%	43%	34%	43%	-	100%	-	3%	88%	15%	47%	42%	29%	
Liberal Democrat/ Liberal	95	42	53	11	15	48	21	27	26	16	27	-	-	95	5	8	62	37	18	40	
	18%	16%	20%	21%	22%	17%	16%	17%	18%	14%	22%	-	-	100%	3%	5%	67%	22%	10%	22%	
Scottish National Party/ SNP	18	11	7	-	1	14	3	6	3	4	5	-	-	-	18	-	1	-	18	-	-
	3%	4%	2%	-	2%	5%	2%	4%	2%	3%	4%	-	-	-	34%	-	1%	-	10%	-	-
Plaid Cymru	3	-	3	1	-	1	1	1	-	-	2	-	-	-	3	-	-	-	-	3	-
	1%	-	1%	3%	-	*	1%	*	-	-	2%	-	-	-	5%	-	-	-	-	2%	-
Green Party	10	4	6	1	2	7	-	4	6	-	-	-	-	-	10	4	-	2	3	3	4
	2%	1%	2%	2%	3%	2%	-	3%	4%	-	-	-	-	-	19%	3%	-	2%	2%	1%	2%
UK Independence Party (UKIP)	8	7	1	1	-	3	4	1	1	4	2	-	-	-	8	3	1	-	1	3	4
	2%	3%	*	2%	-	1%	3%	1%	1%	4%	1%	-	-	-	16%	2%	1%	-	1%	2%	2%
Other	14	9	4	-	3	7	4	2	3	7	2	-	-	-	14	3	2	2	2	7	5
	3%	3%	2%	-	4%	2%	3%	1%	2%	6%	2%	-	-	-	26%	2%	1%	2%	1%	4%	3%

Gordon Brown Survey
Fieldwork : August 8th-9th 2007

Col percents

Table 3
Published Vote Intention Figures
Percentages derived from the responses of 720 respondents

	<u>Total</u>
Conservative	33%
Labour	39%
Liberal Democrat	18%
Other	10%

Gordon Brown Survey

Fieldwork : August 8th-9th 2007

Absolutes/col percents

Table 4

Q.1 Which of the following best describes you...?**Base: All respondents who give a past vote**

	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	568	291	277	27	64	329	148	188	123	94	163	144	193	75	43	168	257	105	182	187	199
Weighted base	601	288	312	40	72	339	149	156	183	120	142	163	179	85	51	193	233	131	186	198	217
I have almost always voted ... In the past	280 47%	145 50%	135 43%	16 40%	28 39%	141 42%	94 63%	70 45%	78 43%	48 40%	84 59%	86 52%	101 57%	32 38%	21 42%	103 54%	125 54%	35 26%	96 52%	94 48%	90 42%
I have mostly voted ... but have voted differently	171 28%	76 26%	95 31%	12 31%	26 36%	109 32%	24 16%	42 27%	62 34%	41 34%	26 18%	49 30%	51 28%	29 34%	12 24%	59 31%	69 30%	36 28%	45 24%	57 29%	69 32%
I have sometimes voted... in the past	106 18%	47 16%	59 19%	8 20%	12 17%	64 19%	23 15%	30 19%	30 16%	23 19%	24 17%	20 12%	19 10%	18 21%	10 19%	22 12%	29 13%	45 34%	31 16%	35 18%	41 19%
I have rarely/never voted ... In the past	43 7%	20 7%	23 7%	4 9%	6 8%	25 7%	8 6%	14 9%	13 7%	8 7%	8 6%	9 5%	8 5%	6 7%	8 15%	8 4%	9 4%	15 11%	14 8%	11 6%	17 8%
Refused	1 *	1 *	- -	- -	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -

Gordon Brown Survey

Fieldwork : August 8th-9th 2007

Absolutes/col percents

Table 5

Q.2 Do you think the Prime Minister, Gordon Brown, should hold a general election...?**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1007	516	491	91	155	540	221	327	209	185	286	190	265	107	62	168	257	105	336	316	355
Weighted base	1007	483	524	121	156	522	208	262	293	214	238	207	252	114	69	193	233	131	333	317	357
This year	307	157	150	44	42	166	54	82	77	69	79	92	60	28	25	80	50	34	85	111	111
	30%	32%	29%	37%	27%	32%	26%	31%	26%	32%	33%	45%	24%	25%	37%	42%	22%	26%	26%	35%	31%
Sometime next year	402	167	235	51	70	209	73	106	131	87	78	80	122	58	21	69	109	73	141	116	144
	40%	35%	45%	42%	45%	40%	35%	40%	45%	41%	33%	39%	49%	51%	31%	36%	47%	56%	42%	37%	41%
In 2009 or beyond	157	84	73	14	23	82	38	43	44	30	40	26	51	19	8	28	57	13	57	45	55
	16%	17%	14%	12%	15%	16%	18%	17%	15%	14%	17%	12%	20%	17%	11%	14%	25%	10%	17%	14%	16%
Refused	3	3	1	1	1	2	-	2	-	1	1	-	-	-	1	-	-	-	1	1	1
	*	1%	*	1%	*	*	-	1%	-	1%	*	-	-	-	2%	-	-	-	*	*	*
Don't know	138	72	66	11	20	64	43	30	42	26	40	9	19	8	13	16	16	11	49	44	45
	14%	15%	13%	9%	13%	12%	21%	11%	14%	12%	17%	4%	7%	7%	20%	8%	7%	9%	15%	14%	13%

Gordon Brown Survey

Fieldwork : August 8th-9th 2007

Absolutes/col percents

Table 6

Q.3 Are you satisfied or dissatisfied with the job...?**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	1007	516	491	91	155	540	221	327	209	185	286	190	265	107	62	168	257	105	336	316	355
Weighted base	1007	483	524	121	156	522	208	262	293	214	238	207	252	114	69	193	233	131	333	317	357
<u>Gordon Brown is doing as Prime Minister</u>																					
Satisfied	594 59%	271 56%	323 62%	85 70%	91 58%	281 54%	137 66%	158 60%	180 61%	108 50%	148 62%	91 44%	212 84%	73 64%	32 46%	81 42%	182 78%	85 65%	226 68%	181 57%	187 52%
Dissatisfied	193 19%	110 23%	83 16%	22 18%	26 17%	109 21%	36 17%	51 19%	51 18%	51 24%	40 17%	74 36%	13 5%	19 17%	27 39%	72 37%	17 7%	26 20%	52 15%	63 20%	78 22%
Refused	10 1%	5 1%	5 1%	- -	1 1%	8 2%	- -	3 1%	5 2%	1 *	2 1%	- -	1 *	- -	3 4%	1 1%	2 1%	- -	4 1%	4 1%	1 *
Don't know	210 21%	97 20%	113 22%	14 12%	38 24%	123 24%	35 17%	51 19%	57 20%	54 25%	48 20%	42 20%	27 11%	22 19%	7 11%	38 20%	32 14%	20 15%	51 15%	69 22%	90 25%
<u>David Cameron is doing as leader of the Conservative Party</u>																					
Satisfied	387 38%	175 36%	213 41%	66 54%	67 43%	201 38%	54 26%	115 44%	121 41%	73 34%	78 33%	123 59%	86 34%	43 38%	20 28%	97 51%	68 29%	52 40%	130 39%	124 39%	134 38%
Dissatisfied	427 42%	238 49%	188 36%	35 29%	50 32%	220 42%	121 58%	104 40%	126 43%	90 42%	106 45%	67 32%	135 54%	48 43%	37 54%	80 42%	124 53%	63 48%	136 41%	138 44%	153 43%
Refused	11 1%	3 1%	8 1%	- -	2 2%	8 2%	- -	2 1%	3 1%	1 *	4 2%	- -	- -	- -	2 4%	- -	1 *	- -	2 1%	3 1%	5 1%
Don't know	183 18%	67 14%	116 22%	20 17%	36 23%	93 18%	33 16%	41 16%	42 14%	50 23%	50 21%	17 8%	31 12%	22 19%	10 14%	15 8%	40 17%	16 13%	66 20%	52 16%	65 18%

Gordon Brown Survey

Fieldwork : August 8th-9th 2007

Absolutes/col percents

Table 7

Q.4 How well or badly do you think Gordon Brown has handled the foot and mouth crisis?**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	1007	516	491	91	155	540	221	327	209	185	286	190	265	107	62	168	257	105	336	316	355
Weighted base	1007	483	524	121	156	522	208	262	293	214	238	207	252	114	69	193	233	131	333	317	357
NET: Well	822	390	432	90	118	428	185	219	252	161	189	178	216	104	51	158	209	111	275	256	291
	82%	81%	82%	74%	76%	82%	89%	84%	86%	75%	79%	86%	86%	92%	74%	82%	90%	85%	83%	81%	82%
Very well	(4) 247	116	130	15	22	138	71	58	78	48	62	38	84	25	17	45	86	36	97	70	79
	24%	24%	25%	12%	14%	26%	34%	22%	27%	23%	26%	18%	33%	22%	24%	24%	37%	28%	29%	22%	22%
Quite well	(3) 575	273	302	75	96	290	114	161	174	113	127	140	132	79	34	113	122	75	178	185	211
	57%	57%	58%	62%	62%	56%	55%	61%	60%	53%	53%	68%	52%	69%	50%	59%	52%	57%	53%	58%	59%
Quite badly	(2) 64	31	33	9	13	37	5	13	17	17	17	11	10	3	6	16	6	10	18	26	20
	6%	6%	6%	7%	8%	7%	2%	5%	6%	8%	7%	5%	4%	3%	9%	8%	3%	8%	5%	8%	6%
Very badly	(1) 27	19	8	2	5	17	4	9	5	7	7	10	1	1	4	8	4	3	11	5	11
	3%	4%	2%	1%	3%	3%	2%	3%	2%	3%	3%	5%	*	1%	5%	4%	2%	2%	3%	2%	3%
NET: Badly	91	50	41	11	17	54	9	21	22	24	24	21	11	4	10	24	10	13	29	31	31
	9%	10%	8%	9%	11%	10%	4%	8%	8%	11%	10%	10%	4%	3%	14%	13%	4%	10%	9%	10%	9%
Refused	3	1	2	-	2	1	-	1	1	1	1	-	-	-	-	-	-	-	2	-	1
	*	*	*	-	1%	*	-	*	*	*	*	-	-	-	-	-	-	-	1%	-	*
Don't know	91	42	49	21	18	38	14	21	17	28	24	7	25	5	8	10	14	7	27	30	34
	9%	9%	9%	17%	12%	7%	7%	8%	6%	13%	10%	4%	10%	5%	12%	5%	6%	5%	8%	9%	9%
Mean	3.14	3.11	3.17	3.02	3.00	3.14	3.30	3.12	3.18	3.10	3.15	3.03	3.32	3.19	3.05	3.07	3.33	3.16	3.19	3.12	3.12
Standard deviation	0.66	0.71	0.62	0.55	0.63	0.69	0.63	0.65	0.62	0.70	0.69	0.67	0.57	0.50	0.79	0.71	0.62	0.67	0.70	0.63	0.66
Standard error	0.02	0.03	0.03	0.06	0.05	0.03	0.04	0.04	0.04	0.06	0.04	0.05	0.04	0.05	0.11	0.06	0.04	0.07	0.04	0.04	0.04

Gordon Brown Survey
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Absolutes/col percents

Table 8
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1007	1007
Weighted base		1007	1007
<u>Sex</u>			
Male		516 51%	483 48%
Female		491 49%	524 52%
<u>Age</u>			
18-24	(21)	91 9%	121 12%
25-34	(29.5)	155 15%	156 15%
35-44	(39.5)	189 19%	203 20%
45-54	(49.5)	184 18%	169 17%
55-64	(59.5)	167 17%	150 15%
65+	(70)	221 22%	208 21%
Average age		48.13	46.69

Gordon Brown Survey
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Absolutes/col percents

Table 8
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1007	1007
<u>Social Class</u>		
AB	327 32%	262 26%
C1	209 21%	293 29%
C2	185 18%	214 21%
DE	286 28%	238 24%
<u>Region</u>		
North	336 33%	333 33%
Midlands	316 31%	317 31%
South	355 35%	357 35%

Gordon Brown Survey
Fieldwork : August 8th-9th 2007

Absolutes/col percents

Table 8
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<u>Working status</u>		
Full-time	424 42%	452 45%
Part-time	139 14%	119 12%
Not working but seeking work or temporarily unemployed/sick	57 6%	58 6%
Not working/not seeking work	90 9%	91 9%
Retired	263 26%	248 25%
Student	30 3%	36 4%
Refused	4 *	4 *

Gordon Brown Survey
Fieldwork : August 8th-9th 2007

Absolutes/col percents

Table 8
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1007	1007
<u>Tenure</u>		
Own outright	352 35%	335 33%
Own with a mortgage	351 35%	386 38%
Council	104 10%	128 13%
Housing Assoc.	45 4%	33 3%
Rented from someone else	111 11%	88 9%
Rent free	24 2%	21 2%
Refused	20 2%	15 1%

Gordon Brown Survey
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Absolutes/col percents

Table 8
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1007	1007
<u>Foreign Holiday in last 3 years</u>		
Yes	618 61%	604 60%
No	389 39%	403 40%
<u>Number of cars</u>		
None	200 20%	205 20%
1	454 45%	422 42%
2	260 26%	288 29%
3+	93 9%	92 9%

Gordon Brown Survey
Fieldwork : August 8th-9th 2007

Absolutes/col percents

Table 8
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1007	1007
<u>Internet Access</u>		
At all	735 73%	748 74%
At home (net)	675 67%	690 68%
At work (net)	313 31%	319 32%
At home	397 39%	405 40%
At work	35 3%	35 3%
Both at home and at work	278 28%	285 28%
Somewhere else	25 2%	24 2%
Not at all	271 27%	258 26%
Refused	1 *	1 *

Gordon Brown Survey
Fieldwork : August 8th-9th 2007

Absolutes/col percents

Table 8
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1007	1007
<u>What is the highest educational level that you have achieved to date?</u>		
Secondary/ high school/ NVQ 1-3	556 55%	564 56%
University degree or equivalent professional qualification/ NVQ4	278 28%	280 28%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	81 8%	72 7%
None of these	69 7%	68 7%
Refused	23 2%	22 2%

Gordon Brown Survey
Fieldwork : August 8th-9th 2007

Absolutes/col percents

Table 8
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1007	1007
<u>Marital Status</u>		
Single	256 25%	268 27%
Married/ co-habiting	587 58%	584 58%
Widowed/ separated/ divorced	164 16%	155 15%
<u>Children</u>		
None aged 18 or under	693 69%	678 67%
NET: Yes	291 29%	306 30%
NET: Yes any aged 15 or under	255 25%	265 26%
- Aged under 5	100 10%	103 10%
- Aged 5-10	133 13%	138 14%
- Aged 11-15	128 13%	133 13%
- Aged 16-18	73 7%	77 8%
Refused	23 2%	23 2%

Gordon Brown Survey
Fieldwork : August 8th-9th 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	1007	1007
Weighted base	1007	1007
Conservative	168 17%	193 19%
Labour	257 26%	233 23%
Liberal Democrat/ Liberal	105 10%	131 13%
Scottish National Party/SNP	13 1%	16 2%
Plaid Cymru	5 *	6 1%
Green Party	9 1%	11 1%
UK Independence Party (UKIP)	5 *	6 1%
Others	6 1%	6 1%
Did not vote	312 31%	319 32%
Refused	105 10%	72 7%
Don't know	22 2%	16 2%