



## ICM Poll for The Guardian

**Fieldwork dates:** 3-4<sup>th</sup> October 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:** 1,008

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

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

### Weighting by past votes

1. Respondents are asked whether they voted in the last general election and if they did, which party they voted for.
2. The sample is weighted by demographics (age, sex, tenure etc). However, after such weighting the declared past votes may not match, exactly, the results of the last election. Partly this is because demographics (by which ICM control the sample) are relatively poorly correlated with vote behaviour. Nevertheless past vote weighting has to be used with caution as some people genuinely forget how they voted. We cannot simply weight the data to the actual results last time.

3. ICM takes the declared past votes on any new poll and adds it to the 20 or so most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme.

4. ICM compares the declared past votes derived in 3) above to the actual result of the last general election and gives a weight of 70% to the results of the last election and 30% to the average of the most recent polls, thereby assuming that most of the difference (70%) can be attributed to political imbalance in the sample and 30% to faulty recall.

### **Weighting for turnout**

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

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

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

**Voting intentions:** ICM derives vote intentions from 2 questions.

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

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

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

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

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

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# Opinion Poll

## CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 1

**Q.A Some people have said they would not vote in a new General Election, while others would go and vote at their polling station. I would like to know how certain it is that you would actually go and vote in a general election?**

**Base: All respondents**

	Total	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
		Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1008	452	556	76	143	557	232	314	224	182	288	221	268	84	53	191	289	99	337	315	356
Weighted base	1008	480	528	124	163	515	206	271	289	212	237	226	245	100	51	192	233	130	337	318	352
Certain to vote	(10) 532 53%	260 54%	272 51%	28 23%	54 33%	294 57%	156 76%	166 61%	155 54%	86 41%	125 53%	171 76%	144 59%	51 50%	33 64%	152 80%	150 65%	85 66%	188 56%	153 48%	191 54%
	(9) 65 6%	35 7%	30 6%	10 8%	12 8%	29 6%	14 7%	13 5%	27 9%	13 6%	12 5%	12 5%	25 10%	10 10%	1 3%	6 3%	19 8%	15 11%	19 6%	15 5%	31 9%
	(8) 83 8%	38 8%	45 9%	18 14%	13 8%	43 8%	10 5%	23 9%	22 7%	22 10%	17 7%	25 11%	18 7%	12 12%	3 6%	16 9%	20 9%	12 9%	22 7%	29 9%	32 9%
	(7) 54 5%	29 6%	25 5%	13 10%	16 10%	22 4%	4 2%	23 8%	9 3%	16 8%	6 3%	6 3%	17 7%	10 10%	3 7%	4 2%	10 4%	7 5%	15 4%	24 7%	16 4%
	(6) 20 2%	11 2%	9 2%	4 3%	5 3%	10 2%	1 *	4 2%	2 1%	9 4%	5 2%	1 *	8 3%	1 1%	- -	2 1%	5 2%	- -	7 2%	5 2%	7 2%
	(5) 82 8%	34 7%	48 9%	15 12%	18 11%	37 7%	13 6%	14 5%	18 6%	23 11%	27 11%	7 3%	21 8%	10 10%	6 11%	9 5%	16 7%	4 3%	34 10%	28 9%	21 6%
	(4) 17 2%	8 2%	8 2%	4 3%	8 5%	4 1%	1 1%	2 1%	6 2%	6 3%	2 1%	2 1%	8 3%	2 2%	3 6%	- -	6 2%	2 1%	3 1%	9 3%	5 1%
	(3) 12 1%	6 1%	6 1%	4 3%	2 1%	6 1%	- -	- -	6 2%	2 1%	4 2%	1 *	2 1%	2 2%	2 4%	- -	1 1%	- -	5 1%	5 1%	3 1%
	(2) 13 1%	6 1%	7 1%	4 3%	3 2%	6 1%	- -	1 *	5 2%	3 1%	5 2%	1 *	1 1%	2 2%	- -	1 *	1 *	2 1%	8 2%	2 1%	3 1%
Certain not to vote	(1) 118 12%	47 10%	71 13%	23 19%	31 19%	57 11%	7 4%	24 9%	34 12%	29 14%	32 13%	- -	- -	- -	- -	2 1%	3 1%	4 3%	34 10%	47 15%	37 11%
Don't know	11 1%	5 1%	6 1%	2 1%	2 1%	7 1%	1 *	- -	5 2%	3 1%	3 1%	- -	- -	- -	- -	- -	2 1%	- -	4 1%	1 *	7 2%
Mean	7.75	7.94	7.59	6.21	6.54	7.97	9.10	8.34	7.82	7.15	7.52	9.36	8.67	8.40	8.53	9.34	8.86	8.94	7.84	7.37	8.02
Standard deviation	3.14	3.00	3.26	3.31	3.42	3.08	2.09	2.75	3.21	3.22	3.32	1.39	1.99	2.10	2.29	1.61	1.98	2.09	3.11	3.30	3.00
Standard error	0.10	0.14	0.14	0.38	0.29	0.13	0.14	0.15	0.22	0.24	0.20	0.09	0.12	0.23	0.31	0.12	0.12	0.21	0.17	0.19	0.16

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 2

Data derived from:-

Q.A Some people have said they would not vote in a new General Election, while others would go and vote at their polling station.

I would like to know how certain it is that you would actually go and vote in a general election?

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area.

If there were a general election tomorrow which party do you think you would vote for?

Data excludes those who definitely will not vote (12%), don't know who they would vote for (18%) or refuse to answer (8%)

**THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	549	280	269	30	58	312	149	197	134	81	137	209	229	67	44	153	201	71	184	168	197
Weighted base	543	293	249	48	65	295	135	172	171	90	110	215	204	83	41	157	161	94	185	166	192
Conservative	215 40%	121 41%	94 38%	13 27%	27 41%	116 39%	59 44%	78 45%	62 36%	36 40%	39 36%	215 100%	-	-	-	151 96%	19 12%	14 15%	61 33%	70 42%	83 43%
Labour	204 38%	107 36%	97 39%	22 47%	21 32%	105 36%	55 41%	57 33%	63 37%	33 36%	51 47%	-	204 100%	-	-	* *	133 83%	16 17%	63 34%	61 37%	80 41%
Liberal Democrat/ Liberal	83 15%	38 13%	45 18%	10 21%	13 20%	46 15%	15 11%	26 15%	34 20%	15 16%	8 8%	-	-	83 100%	-	4 3%	4 2%	61 65%	34 18%	22 13%	28 14%
Scottish National Party/ SNP	17 3%	12 4%	5 2%	2 5%	2 3%	10 3%	3 2%	7 4%	3 2%	1 1%	6 5%	-	-	-	17 42%	1 *	-	-	17 9%	-	-
Plaid Cymru	3 1%	2 1%	1 *	-	1 1%	2 1%	-	2 1%	-	-	1 1%	-	-	-	3 7%	-	-	-	-	3 2%	-
Green Party	9 2%	6 2%	3 1%	-	1 2%	8 3%	-	1 1%	6 3%	* *	2 2%	-	-	-	9 22%	-	1 *	2 2%	3 2%	4 2%	2 1%
UK Independence Party (UKIP)	3 *	2 1%	1 *	-	-	1 *	2 1%	1 1%	1 1%	-	-	-	-	-	3 6%	-	1 *	*	1 1%	1 1%	-
Other	9 2%	7 2%	3 1%	-	1 1%	7 2%	2 1%	-	2 1%	5 6%	2 2%	-	-	-	9 23%	1 *	4 2%	-	5 2%	5 3%	-

**Opinion Poll**  
**CATI Fieldwork : October 3rd-4th 2007**

Col percents

Table 3  
**Published Vote Intention Figures**  
**Percentages derived from the responses of 734 respondents**

	<u>Total</u>
Conservative	38%
Labour	38%
Liberal Democrat	16%
Other	8%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 4

**Q.1 From what you have seen and heard over the last few weeks, has your own opinion of Gordon Brown gone up, down or remained about the same?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1008	452	556	76	143	557	232	314	224	182	288	221	268	84	53	191	289	99	337	315	356
Weighted base	1008	480	528	124	163	515	206	271	289	212	237	226	245	100	51	192	233	130	337	318	352
Gone up	235 23%	113 24%	122 23%	32 26%	25 15%	115 22%	64 31%	62 23%	76 26%	38 18%	60 25%	30 13%	102 42%	31 31%	9 19%	26 13%	83 35%	40 30%	77 23%	72 23%	86 25%
Remained about the same	558 55%	257 54%	301 57%	68 55%	97 59%	300 58%	93 45%	149 55%	148 51%	139 65%	122 52%	121 53%	127 52%	46 46%	33 65%	105 55%	126 54%	67 52%	198 59%	174 55%	186 53%
Gone down	167 17%	94 20%	73 14%	17 14%	31 19%	82 16%	37 18%	52 19%	51 18%	26 12%	38 16%	74 33%	11 5%	22 22%	7 13%	57 30%	20 9%	21 16%	49 15%	62 20%	56 16%
Refused	7 1%	4 1%	3 1%	- -	1 1%	3 1%	3 2%	3 1%	2 1%	1 *	2 1%	- -	- -	- -	- -	1 1%	- -	- -	3 1%	2 1%	3 1%
Don't know	40 4%	12 3%	28 5%	7 5%	10 6%	15 3%	8 4%	4 2%	12 4%	8 4%	15 6%	1 1%	4 2%	2 2%	1 3%	2 1%	4 2%	2 1%	11 3%	8 3%	21 6%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 5

**Q.1 From what you have seen and heard over the last few weeks, has your own opinion of David Cameron gone up, down or remained about the same?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1008	452	556	76	143	557	232	314	224	182	288	221	268	84	53	191	289	99	337	315	356
Weighted base	1008	480	528	124	163	515	206	271	289	212	237	226	245	100	51	192	233	130	337	318	352
Gone up	228 23%	116 24%	111 21%	21 17%	34 21%	113 22%	59 29%	68 25%	66 23%	48 23%	46 19%	108 48%	34 14%	15 15%	7 13%	88 46%	44 19%	19 14%	71 21%	74 23%	82 23%
Remained about the same	593 59%	273 57%	320 61%	82 66%	102 63%	312 61%	97 47%	158 58%	172 60%	133 63%	131 55%	105 46%	152 62%	65 65%	36 71%	89 47%	140 60%	82 63%	211 63%	188 59%	194 55%
Gone down	128 13%	72 15%	57 11%	10 8%	13 8%	67 13%	38 18%	35 13%	30 10%	25 12%	39 17%	12 5%	55 22%	19 19%	7 14%	11 6%	43 18%	27 21%	41 12%	38 12%	49 14%
Refused	7 1%	4 1%	3 1%	- -	1 1%	3 1%	3 2%	3 1%	2 1%	1 *	2 1%	- -	- -	- -	- -	1 1%	- -	- -	3 1%	2 1%	3 1%
Don't know	51 5%	15 3%	36 7%	11 9%	13 8%	19 4%	8 4%	8 3%	19 7%	5 3%	19 8%	1 *	5 2%	1 1%	1 2%	2 1%	6 2%	2 2%	11 3%	17 5%	24 7%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 6

**Q.1 From what you have seen and heard over the last few weeks, has your own opinion of Ming Campbell gone up, down or remained about the same?**

**Base: All respondents**

	Total	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
		Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1008	452	556	76	143	557	232	314	224	182	288	221	268	84	53	191	289	99	337	315	356
Weighted base	1008	480	528	124	163	515	206	271	289	212	237	226	245	100	51	192	233	130	337	318	352
Gone up	56 6%	35 7%	21 4%	5 4%	7 4%	28 5%	17 8%	18 7%	15 5%	12 6%	11 5%	15 7%	11 5%	10 10%	3 6%	13 7%	8 4%	10 8%	19 6%	17 5%	21 6%
Remained about the same	732 73%	338 70%	394 75%	95 77%	124 76%	377 73%	136 66%	197 73%	214 74%	161 76%	160 68%	164 73%	191 78%	75 74%	34 66%	152 79%	181 78%	91 70%	242 72%	233 73%	257 73%
Gone down	110 11%	70 15%	40 8%	7 6%	10 6%	63 12%	29 14%	35 13%	26 9%	16 8%	32 13%	30 13%	32 13%	12 12%	7 13%	18 9%	27 12%	25 19%	42 13%	37 12%	30 9%
Refused	8 1%	5 1%	3 1%	- -	1 1%	3 1%	4 2%	3 1%	3 1%	1 *	2 1%	1 *	- -	- -	- -	2 1%	- -	- -	3 1%	3 1%	3 1%
Don't know	102 10%	32 7%	70 13%	17 14%	21 13%	44 9%	20 10%	18 7%	31 11%	21 10%	32 13%	16 7%	10 4%	4 4%	7 14%	7 4%	16 7%	4 3%	32 9%	29 9%	41 12%



## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 7

**Q.2 Apart from the leaders themselves and your own party preference has your opinion of the Conservatives over the last few weeks gone up, down or remained about the same?**

**Base: All respondents**

	Total	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
		Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1008	452	556	76	143	557	232	314	224	182	288	221	268	84	53	191	289	99	337	315	356
Weighted base	1008	480	528	124	163	515	206	271	289	212	237	226	245	100	51	192	233	130	337	318	352
Gone up	239 24%	127 27%	112 21%	17 14%	35 21%	121 23%	66 32%	74 27%	67 23%	48 23%	50 21%	133 59%	23 10%	18 18%	9 17%	99 52%	38 16%	27 21%	78 23%	68 21%	94 27%
Remained about the same	584 58%	254 53%	330 63%	87 70%	100 61%	295 57%	103 50%	152 56%	170 59%	130 61%	132 56%	82 36%	158 65%	59 59%	34 66%	76 40%	151 65%	74 57%	194 58%	197 62%	193 55%
Gone down	138 14%	81 17%	58 11%	11 9%	12 7%	88 17%	28 14%	37 14%	32 11%	25 12%	44 18%	12 5%	59 24%	22 22%	9 17%	14 7%	43 18%	28 21%	53 16%	45 14%	40 11%
Refused	12 1%	5 1%	8 1%	2 1%	1 1%	4 1%	5 3%	3 1%	2 1%	4 2%	3 1%	- -	- -	- -	- -	1 1%	- -	- -	3 1%	4 1%	6 2%
Don't know	34 3%	13 3%	21 4%	8 6%	16 10%	7 1%	3 2%	4 2%	18 6%	5 2%	7 3%	- -	4 2%	1 1%	- -	1 1%	1 1%	1 1%	9 3%	5 2%	19 5%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 8

**Q.2 Apart from the leaders themselves and your own party preference has your opinion of the Labour Party over the last few weeks gone up, down or remained about the same?**

**Base: All respondents**

	Total	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
		Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1008	452	556	76	143	557	232	314	224	182	288	221	268	84	53	191	289	99	337	315	356
Weighted base	1008	480	528	124	163	515	206	271	289	212	237	226	245	100	51	192	233	130	337	318	352
Gone up	163 16%	85 18%	78 15%	21 17%	15 9%	81 16%	46 22%	47 17%	46 16%	29 14%	42 18%	12 5%	91 37%	18 18%	4 8%	13 7%	60 26%	28 22%	52 15%	55 17%	57 16%
Remained about the same	595 59%	267 56%	328 62%	77 62%	102 62%	315 61%	101 49%	158 58%	171 59%	130 61%	136 57%	118 52%	138 57%	52 52%	40 78%	105 55%	141 61%	68 52%	207 61%	175 55%	213 60%
Gone down	208 21%	114 24%	94 18%	17 14%	36 22%	105 20%	50 24%	59 22%	57 20%	45 21%	47 20%	95 42%	14 6%	27 27%	8 15%	70 37%	32 14%	32 25%	64 19%	79 25%	65 18%
Refused	11 1%	5 1%	6 1%	2 1%	1 1%	4 1%	4 2%	3 1%	2 1%	3 1%	3 1%	- -	- -	- -	- -	1 1%	- -	- -	3 1%	4 1%	5 1%
Don't know	31 3%	10 2%	21 4%	7 5%	9 6%	10 2%	5 2%	5 2%	12 4%	5 2%	8 3%	2 1%	2 1%	2 2%	- -	3 1%	- -	1 1%	12 4%	5 2%	13 4%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 9

**Q.2 Apart from the leaders themselves and your own party preference has your opinion of the Liberal Democrats over the last few weeks gone up, down or remained about the same?**

**Base: All respondents**

	Total	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
		Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1008	452	556	76	143	557	232	314	224	182	288	221	268	84	53	191	289	99	337	315	356
Weighted base	1008	480	528	124	163	515	206	271	289	212	237	226	245	100	51	192	233	130	337	318	352
Gone up	67 7%	33 7%	34 7%	8 6%	5 3%	40 8%	14 7%	16 6%	27 9%	9 4%	15 6%	10 4%	10 4%	19 19%	1 2%	7 4%	16 7%	14 11%	18 5%	22 7%	27 8%
Remained about the same	767 76%	358 75%	409 77%	96 77%	131 80%	389 76%	151 74%	209 77%	212 73%	174 82%	172 73%	186 82%	196 80%	72 72%	39 77%	164 85%	180 77%	91 70%	257 76%	249 78%	261 74%
Gone down	120 12%	74 15%	45 9%	12 10%	17 10%	62 12%	29 14%	38 14%	33 12%	16 7%	33 14%	26 12%	33 14%	8 8%	10 19%	18 9%	31 13%	21 16%	45 13%	34 11%	41 12%
Refused	12 1%	5 1%	8 1%	2 1%	1 1%	5 1%	4 2%	3 1%	3 1%	3 1%	3 1%	- -	- -	- -	- -	1 1%	- -	- -	3 1%	4 1%	6 2%
Don't know	42 4%	10 2%	32 6%	7 5%	9 6%	18 4%	8 4%	5 2%	14 5%	10 5%	13 6%	4 2%	6 2%	1 1%	1 1%	2 1%	6 3%	4 3%	15 4%	9 3%	17 5%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 10

**Q.3 Both the Conservatives and Labour have claimed they can change Britain for the better. Thinking about people you know, which of the two parties do you think has made the most convincing claim to be able to change Britain for the better?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1008	452	556	76	143	557	232	314	224	182	288	221	268	84	53	191	289	99	337	315	356
Weighted base	1008	480	528	124	163	515	206	271	289	212	237	226	245	100	51	192	233	130	337	318	352
Labour	413 41%	197 41%	216 41%	67 54%	58 36%	207 40%	81 39%	104 38%	134 47%	76 36%	99 42%	17 7%	212 86%	50 49%	21 41%	12 6%	163 70%	63 49%	152 45%	117 37%	144 41%
Conservative	363 36%	184 38%	179 34%	37 30%	59 36%	175 34%	92 45%	116 43%	94 33%	75 35%	77 33%	195 86%	16 6%	26 26%	10 20%	159 83%	38 16%	40 31%	112 33%	117 37%	134 38%
Neither	143 14%	67 14%	76 14%	8 6%	23 14%	96 19%	16 8%	35 13%	32 11%	34 16%	42 18%	11 5%	12 5%	17 17%	15 29%	14 7%	21 9%	18 14%	43 13%	51 16%	50 14%
Refused	11 1%	5 1%	6 1%	- -	1 1%	5 1%	5 2%	4 2%	4 1%	2 1%	1 *	1 *	- -	- -	- -	2 1%	1 *	- -	3 1%	3 1%	4 1%
Don't know	78 8%	28 6%	51 10%	13 10%	22 13%	31 6%	13 6%	11 4%	25 9%	24 11%	19 8%	2 1%	5 2%	8 8%	5 10%	4 2%	10 4%	9 7%	28 8%	31 10%	20 6%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 11

**Q.4 Which of these two views comes closest to your own?****Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1008	452	556	76	143	557	232	314	224	182	288	221	268	84	53	191	289	99	337	315	356
Weighted base	1008	480	528	124	163	515	206	271	289	212	237	226	245	100	51	192	233	130	337	318	352
The Conservatives under Cameron have changed	395 39%	204 43%	191 36%	46 37%	65 40%	199 39%	85 41%	120 44%	130 45%	75 35%	70 30%	150 66%	75 31%	33 33%	18 36%	117 61%	91 39%	55 43%	129 38%	120 38%	146 41%
They are the same party they always were, and haven't really changed at all	546 54%	258 54%	288 55%	61 49%	82 50%	291 57%	111 54%	139 51%	134 46%	120 57%	154 65%	72 32%	159 65%	66 65%	32 63%	71 37%	136 58%	73 56%	187 55%	180 57%	179 51%
Refused	9 1%	2 *	7 1%	- -	1 1%	4 1%	4 2%	3 1%	2 1%	2 1%	2 1%	- -	1 *	- -	- -	1 1%	1 *	- -	4 1%	2 1%	3 1%
Don't know	58 6%	16 3%	42 8%	17 14%	15 9%	20 4%	6 3%	9 3%	23 8%	15 7%	11 5%	4 2%	10 4%	1 1%	1 1%	2 1%	6 3%	1 1%	17 5%	16 5%	25 7%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 12

**Q.5 At present inheritance tax is paid on any amount above £350,000 left by someone after they die. The Conservatives have proposed raising the threshold to £1 million. Thinking about people you know, do you think that this proposal will make them more likely to vote Conservative, less likely or will it make no difference to them one way or the other?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1008	452	556	76	143	557	232	314	224	182	288	221	268	84	53	191	289	99	337	315	356
Weighted base	1008	480	528	124	163	515	206	271	289	212	237	226	245	100	51	192	233	130	337	318	352
More Likely	403 40%	209 44%	194 37%	53 43%	69 42%	188 37%	93 45%	137 51%	118 41%	75 36%	73 31%	149 66%	66 27%	32 32%	25 50%	120 62%	65 28%	56 43%	115 34%	122 38%	166 47%
No difference	515 51%	239 50%	277 52%	60 48%	80 49%	289 56%	85 41%	108 40%	146 51%	125 59%	136 58%	69 30%	152 62%	55 55%	25 49%	66 34%	143 62%	59 45%	182 54%	175 55%	158 45%
Less Likely	52 5%	22 4%	30 6%	6 5%	8 5%	22 4%	16 8%	19 7%	14 5%	6 3%	13 5%	7 3%	23 9%	8 8%	- -	4 2%	19 8%	11 9%	25 7%	13 4%	14 4%
Refused	2 *	- -	2 *	- -	- -	1 *	1 1%	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *
Don't know	35 3%	11 2%	24 5%	5 4%	6 4%	14 3%	10 5%	6 2%	10 4%	5 2%	14 6%	2 1%	4 2%	5 5%	1 1%	3 1%	6 2%	4 3%	15 5%	7 2%	12 3%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 13

**Q.6 The last general election was held in May 2005, with the next one due in 2010. There has been much speculation that Gordon Brown will call an immediate general election. Do you think he should call one now or should he continue in government?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1008	452	556	76	143	557	232	314	224	182	288	221	268	84	53	191	289	99	337	315	356
Weighted base	1008	480	528	124	163	515	206	271	289	212	237	226	245	100	51	192	233	130	337	318	352
Call one now	485 48%	259 54%	227 43%	66 53%	84 52%	255 50%	80 39%	138 51%	129 45%	114 54%	105 44%	151 67%	89 36%	44 44%	28 55%	123 64%	89 38%	61 47%	153 45%	160 50%	172 49%
Continue in government	431 43%	191 40%	240 46%	49 39%	65 40%	214 42%	104 51%	113 42%	129 45%	87 41%	103 44%	67 29%	143 58%	51 51%	20 39%	60 31%	133 57%	58 45%	150 44%	127 40%	155 44%
Refused	6 1%	3 1%	3 1%	- -	- -	3 *	3 2%	1 1%	2 1%	- -	3 1%	1 *	- -	- -	- -	1 *	- -	- -	3 1%	2 1%	1 *
Don't know	85 8%	27 6%	58 11%	9 8%	14 9%	43 8%	18 9%	19 7%	29 10%	11 5%	26 11%	7 3%	13 5%	6 6%	3 6%	8 4%	11 5%	11 8%	32 9%	30 9%	24 7%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1008	1008
Weighted base		1008	1008
<b><u>Gender</u></b>			
Male		452 45%	480 48%
Female		556 55%	528 52%
<b><u>Age</u></b>			
18-24	(21)	76 8%	124 12%
25-34	(29.5)	143 14%	163 16%
35-44	(39.5)	193 19%	196 19%
45-54	(49.5)	195 19%	166 16%
55-64	(59.5)	169 17%	153 15%
65+	(70)	232 23%	206 20%
Average age		48.99	46.50



## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1008	1008
<b><u>Social Class</u></b>		
AB	314 31%	271 27%
C1	224 22%	289 29%
C2	182 18%	212 21%
DE	288 29%	237 23%
<b><u>Region</u></b>		
North	337 33%	337 33%
Midlands	315 31%	318 32%
South	356 35%	352 35%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1008	1008
<b><u>Working status</u></b>		
Full-time	392 39%	455 45%
Part-time	134 13%	121 12%
Not working but seeking work or temporarily unemployed/sick	53 5%	51 5%
Not working/not seeking work	102 10%	89 9%
Retired	302 30%	254 25%
Student	22 2%	35 3%
Refused	3 *	2 *

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1008	1008
<b><u>Tenure</u></b>		
Own outright	336 33%	333 33%
Own with a mortgage	342 34%	388 38%
Council	106 11%	125 12%
Housing Assoc.	61 6%	46 5%
Rented from someone else	102 10%	85 8%
Rent free	11 1%	9 1%
Refused	50 5%	21 2%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1008	1008
<b><u>Foreign Holiday in last 3 years</u></b>		
Yes	614 61%	607 60%
No	394 39%	401 40%
<b><u>Number of cars</u></b>		
None	208 21%	203 20%
1	476 47%	422 42%
2	253 25%	292 29%
3+	71 7%	90 9%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1008	1008
<b><u>Internet Access</u></b>		
At all	695 69%	720 71%
At home (net)	619 61%	642 64%
At work (net)	286 28%	308 31%
At home	388 38%	392 39%
At work	55 5%	58 6%
Both at home and at work	231 23%	250 25%
Somewhere else	21 2%	20 2%
Not at all	313 31%	288 29%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1008	1008
<b><u>What is the highest educational level that you have achieved to date?</u></b>		
Secondary/ high school/ NVQ 1-3	563 56%	586 58%
University degree or equivalent professional qualification/ NVQ4	256 25%	259 26%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	82 8%	80 8%
None of these	66 7%	67 7%
Refused	41 4%	16 2%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 14  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1008	1008
<b><u>Marital Status</u></b>		
Single	189 19%	225 22%
Married/ co-habiting	575 57%	589 58%
Widowed/ separated/ divorced	207 21%	181 18%
Refused	37 4%	12 1%
<b><u>Children</u></b>		
None aged 18 or under	694 69%	681 68%
NET: Yes	300 30%	310 31%
NET: Yes any aged 15 or under	268 27%	277 27%
- Aged under 5	67 7%	68 7%
- Aged 5-10	35 3%	33 3%
- Aged 11-15	166 16%	176 17%
- Aged 16-18	32 3%	34 3%
Refused	14 1%	16 2%

## Opinion Poll

### CATI Fieldwork : October 3rd-4th 2007

Absolutes/col percents

Table 15  
**Q.C/D Voting in May 5th 2005 General Election**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1008	1008
Weighted base	1008	1008
Conservative	191 19%	192 19%
Labour	289 29%	233 23%
Liberal Democrat/ Liberal	99 10%	130 13%
Scottish National Party/SNP	17 2%	17 2%
Plaid Cymru	5 *	4 *
Green Party	10 1%	10 1%
UK Independence Party (UKIP)	7 1%	6 1%
Others	8 1%	8 1%
Did not vote	284 28%	318 32%
Refused	80 8%	74 7%
Don't know	18 2%	17 2%