

## Opinion Poll

### Fieldwork : July 4th-5th 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	1006	454	552	77	120	565	244	313	207	177	309	227	264	106	61	208	289	105	319	332	355	
Weighted base	1006	484	522	126	158	514	208	267	289	210	239	222	246	121	61	192	234	131	331	316	359	
Certain to vote	(10)	521	238	283	41	60	280	140	154	100	113	139	142	67	37	133	156	80	179	168	175	
		52%	49%	54%	33%	38%	54%	67%	58%	53%	47%	47%	63%	58%	56%	60%	69%	67%	61%	54%	53%	49%
	(9)	70	44	25	11	12	32	16	23	17	16	14	24	16	7	9	18	15	11	18	21	31
		7%	9%	5%	9%	7%	6%	8%	9%	6%	7%	6%	11%	6%	6%	14%	10%	7%	9%	5%	7%	9%
	(8)	99	49	51	17	21	45	16	27	37	14	21	24	35	12	6	19	26	17	28	31	41
		10%	10%	10%	14%	13%	9%	8%	10%	13%	6%	9%	11%	14%	10%	10%	10%	11%	13%	8%	10%	11%
	(7)	48	27	22	4	16	18	9	9	16	8	15	10	14	4	2	7	13	7	21	16	11
		5%	5%	4%	4%	10%	3%	5%	3%	5%	4%	6%	4%	6%	3%	4%	4%	6%	5%	6%	5%	3%
	(6)	38	19	19	8	9	17	4	6	10	14	7	10	7	6	1	7	3	4	8	10	19
		4%	4%	4%	6%	5%	3%	2%	2%	4%	7%	3%	4%	3%	5%	2%	3%	1%	3%	3%	3%	5%
	(5)	78	33	44	12	15	41	9	17	21	23	17	9	21	14	5	4	14	7	19	28	30
		8%	7%	8%	9%	10%	8%	5%	6%	7%	11%	7%	4%	9%	12%	8%	2%	6%	5%	6%	9%	8%
	(4)	17	7	10	5	1	9	1	5	5	1	5	4	3	2	-	2	1	-	4	7	5
		2%	1%	2%	4%	1%	2%	*	2%	2%	1%	2%	2%	1%	2%	-	1%	*	-	1%	2%	1%
	(3)	22	10	11	7	1	13	1	8	3	4	7	2	8	2	-	1	1	3	14	2	5
		2%	2%	2%	6%	1%	3%	*	3%	1%	2%	3%	1%	3%	2%	-	1%	1%	2%	4%	1%	1%
	(2)	16	9	7	2	5	8	-	2	9	5	-	-	-	5	1	-	1	-	8	3	5
		2%	2%	1%	2%	3%	2%	-	1%	3%	2%	-	-	-	4%	2%	-	*	-	2%	1%	1%
Certain not to vote	(1)	93	47	46	15	18	49	11	17	15	25	36	-	-	-	1	4	2	29	28	35	
		9%	10%	9%	12%	11%	10%	5%	6%	5%	12%	15%	-	-	-	1%	2%	2%	9%	9%	10%	
Don't know		5	1	4	2	-	2	1	-	1	-	4	-	-	-	1	-	-	1	2	2	
		1%	*	1%	2%	-	*	*	-	*	-	2%	-	-	-	*	-	-	*	1%	1%	
Mean		7.84	7.78	7.89	6.86	7.28	7.85	8.81	8.27	8.10	7.42	7.40	8.99	8.64	8.27	8.95	9.20	8.98	8.82	7.82	7.93	7.77
Standard deviation		2.99	3.01	2.98	3.20	3.05	3.05	2.32	2.72	2.71	3.21	3.32	1.66	1.98	2.42	1.75	1.57	1.88	1.95	3.07	2.93	2.99
Standard error		0.09	0.14	0.13	0.37	0.28	0.13	0.15	0.15	0.19	0.24	0.19	0.11	0.12	0.23	0.22	0.11	0.11	0.19	0.17	0.16	0.16

## Opinion Poll

### Fieldwork : July 4th-5th 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 (9%), 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	565	262	303	31	61	319	154	199	122	85	159	202	230	79	54	162	220	70	190	188	187
Weighted base	549	268	280	51	82	284	131	163	170	102	114	197	206	91	55	152	179	90	192	170	186
Conservative	197	99	98	20	19	104	55	71	52	38	36	197	-	-	-	145	9	14	43	66	87
	36%	37%	35%	38%	23%	36%	42%	43%	31%	38%	31%	100%	-	-	-	96%	5%	15%	23%	39%	47%
Labour	206	105	101	13	47	109	38	44	72	38	52	-	206	-	-	2	155	14	85	58	64
	38%	39%	36%	25%	58%	38%	29%	27%	42%	37%	46%	-	100%	-	-	1%	87%	15%	44%	34%	34%
Liberal Democrat/ Liberal	91	32	58	14	11	40	25	31	34	10	16	-	-	91	-	1	6	58	34	25	32
	17%	12%	21%	27%	14%	14%	19%	19%	20%	9%	14%	-	-	100%	-	1%	3%	64%	18%	15%	17%
Scottish National Party/ SNP	18	10	7	-	1	11	6	5	4	6	3	-	-	-	18	1	2	1	18	-	-
	3%	4%	3%	-	2%	4%	4%	3%	2%	6%	2%	-	-	-	33%	1%	1%	1%	9%	-	-
Plaid Cymru	6	4	2	-	-	3	3	3	1	1	1	-	-	-	6	-	2	-	-	6	-
	1%	1%	1%	-	-	1%	2%	2%	1%	1%	1%	-	-	-	11%	-	1%	-	-	3%	-
Green Party	17	11	5	5	2	9	1	7	5	2	2	-	-	-	17	1	1	4	7	7	3
	3%	4%	2%	10%	2%	3%	1%	4%	3%	2%	2%	-	-	-	31%	1%	1%	4%	4%	4%	1%
UK Independence Party (UKIP)	4	3	2	-	-	4	*	-	-	3	2	-	-	-	4	1	*	-	1	2	1
	1%	1%	1%	-	-	1%	*	-	-	2%	2%	-	-	-	8%	*	*	-	1%	1%	*
Other	10	4	5	-	1	5	3	2	2	4	2	-	-	-	10	1	3	-	4	6	-
	2%	2%	2%	-	2%	2%	3%	1%	1%	4%	2%	-	-	-	18%	1%	2%	-	2%	3%	-

**Opinion Poll**  
**Fieldwork : July 4th-5th 2007**

Col percents

Table 3  
**Published Vote Intention Figures**  
Percentages derived from the responses of 738 respondents

	<u>Total</u>
Conservative	35%
Labour	37%
Liberal Democrat	17%
Other	10%

## Opinion Poll

### Fieldwork : July 4th-5th 2007

Absolutes/col percents

Table 4

**Q.1 Irrespective of which party you yourself support would you say that during his first week as Prime Minister, Gordon Brown has performed better or worse than you expected?**

**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	454	552	77	120	565	244	313	207	177	309	227	264	106	61	208	289	105	319	332	355
Weighted base	1006	484	522	126	158	514	208	267	289	210	239	222	246	121	61	192	234	131	331	316	359
NET: Better	516 51%	244 50%	272 52%	64 51%	83 52%	253 49%	116 56%	155 58%	159 55%	91 43%	110 46%	117 53%	153 62%	70 58%	32 53%	109 57%	144 62%	64 49%	195 59%	157 50%	164 46%
A lot better	(4) 10%	96 8%	57 11%	7 5%	16 10%	48 9%	25 12%	32 12%	26 9%	12 6%	26 11%	19 8%	34 14%	13 11%	7 12%	16 8%	31 13%	7 5%	44 13%	20 6%	32 9%
A little better	(3) 42%	206 43%	214 41%	58 46%	67 42%	205 40%	91 44%	124 46%	134 46%	79 37%	84 35%	98 44%	119 48%	58 48%	25 41%	93 48%	114 49%	57 43%	151 46%	137 43%	132 37%
A little worse	(2) 9%	96 10%	47 9%	8 6%	10 6%	57 11%	20 10%	20 7%	22 8%	30 14%	23 10%	33 15%	23 10%	11 9%	5 8%	20 11%	27 11%	17 13%	26 8%	35 11%	34 10%
A lot worse	(1) 5%	48 6%	20 4%	4 3%	5 3%	27 5%	12 6%	11 4%	11 4%	11 5%	15 6%	17 8%	5 2%	7 6%	3 5%	14 7%	2 1%	3 2%	15 4%	15 5%	19 5%
NET: Worse	144 14%	77 16%	67 13%	12 10%	15 10%	84 16%	32 15%	31 12%	34 12%	41 20%	38 16%	50 22%	28 12%	18 15%	8 13%	34 18%	29 12%	20 15%	41 12%	50 16%	53 15%
Refused	8 1%	7 1%	1 *	- -	- -	6 1%	1 1%	3 1%	1 1%	2 1%	2 1%	3 1%	1 *	1 1%	- -	3 1%	1 1%	- -	* *	5 1%	2 1%
Don't know	339 34%	157 32%	182 35%	49 39%	60 38%	172 33%	59 28%	79 29%	95 33%	76 36%	90 38%	51 23%	64 26%	32 26%	21 34%	47 24%	59 25%	47 36%	94 28%	105 33%	140 39%
Mean	2.85	2.79	2.91	2.87	2.95	2.82	2.87	2.94	2.90	2.70	2.82	2.71	3.00	2.87	2.91	2.78	2.99	2.81	2.95	2.78	2.82
Standard deviation	0.75	0.76	0.73	0.64	0.70	0.77	0.78	0.72	0.69	0.75	0.84	0.80	0.65	0.75	0.77	0.77	0.62	0.63	0.74	0.71	0.79
Standard error	0.03	0.04	0.04	0.09	0.08	0.04	0.06	0.05	0.06	0.07	0.06	0.06	0.05	0.09	0.12	0.06	0.04	0.07	0.05	0.05	0.05

## Opinion Poll

### Fieldwork : July 4th-5th 2007

Absolutes/col percents

Table 5  
**Q.2 Which of the two do you trust more to deal with the present terror threat?**  
**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	454	552	77	120	565	244	313	207	177	309	227	264	106	61	208	289	105	319	332	355
Weighted base	1006	484	522	126	158	514	208	267	289	210	239	222	246	121	61	192	234	131	331	316	359
Gordon Brown	520 52%	236 49%	284 54%	65 52%	85 54%	267 52%	104 50%	125 47%	168 58%	101 48%	126 53%	69 31%	198 81%	73 60%	35 56%	51 26%	173 74%	71 54%	197 60%	151 48%	173 48%
David Cameron	197 20%	103 21%	94 18%	28 22%	36 23%	90 17%	44 21%	52 19%	63 22%	42 20%	40 17%	101 46%	20 8%	21 17%	10 17%	85 44%	24 10%	19 15%	49 15%	68 21%	80 22%
Both equally	33 3%	20 4%	13 3%	2 2%	- -	20 4%	11 5%	15 6%	8 3%	7 3%	3 1%	13 6%	* *	5 4%	1 2%	14 7%	1 *	7 5%	9 3%	10 3%	13 4%
Neither	144 14%	80 17%	64 12%	14 11%	20 12%	78 15%	33 16%	48 18%	30 10%	32 15%	34 14%	23 10%	11 5%	14 12%	10 16%	25 13%	21 9%	16 12%	45 13%	48 15%	52 15%
Refused	2 *	2 *	- -	- -	- -	2 *	- -	2 1%	- -	- -	- -	- -	- -	1 1%	- -	1 1%	1 *	- -	- -	- -	2 *
Don't know	110 11%	44 9%	66 13%	16 13%	18 11%	58 11%	18 9%	26 10%	21 7%	27 13%	35 15%	16 7%	15 6%	7 6%	6 10%	16 9%	14 6%	17 13%	31 9%	40 13%	38 11%

## Opinion Poll

### Fieldwork : July 4th-5th 2007

Absolutes/col percents

Table 6  
**Q.3 Which of the two leaders, David Cameron or Gordon Brown is likely to produce the best policies on...?**  
**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	454	552	77	120	565	244	313	207	177	309	227	264	106	61	208	289	105	319	332	355
Weighted base	1006	484	522	126	158	514	208	267	289	210	239	222	246	121	61	192	234	131	331	316	359
<b><u>The NHS</u></b>																					
David Cameron	297 30%	153 32%	144 28%	39 31%	27 17%	163 32%	68 32%	86 32%	86 30%	58 28%	66 28%	158 71%	18 7%	40 33%	12 20%	131 68%	23 10%	38 29%	79 24%	99 31%	119 33%
Gordon Brown	522 52%	252 52%	269 52%	68 54%	97 61%	251 49%	106 51%	122 46%	161 56%	109 52%	130 54%	46 21%	210 85%	70 58%	39 63%	37 19%	191 82%	73 56%	195 59%	160 51%	167 46%
Refused	7 1%	5 1%	2 *	- -	- -	7 1%	- -	4 1%	- -	1 *	2 1%	1 *	- -	- -	- -	3 2%	1 *	- -	4 1%	3 1%	1 *
Don't know	180 18%	74 15%	106 20%	19 15%	34 21%	93 18%	35 17%	56 21%	42 15%	42 20%	41 17%	17 8%	18 7%	10 9%	11 18%	22 11%	18 8%	20 15%	53 16%	55 17%	72 20%
<b><u>Education</u></b>																					
David Cameron	297 30%	144 30%	153 29%	31 24%	35 22%	161 31%	71 34%	89 33%	84 29%	61 29%	63 26%	151 68%	23 10%	38 31%	16 26%	133 69%	28 12%	40 30%	78 23%	98 31%	122 34%
Gordon Brown	524 52%	261 54%	263 50%	69 55%	92 59%	257 50%	106 51%	121 45%	160 55%	110 52%	134 56%	46 21%	205 83%	73 60%	36 59%	34 18%	188 80%	71 54%	195 59%	157 50%	173 48%
Refused	5 1%	4 1%	1 *	- -	- -	5 1%	- -	4 1%	- -	1 *	1 *	1 *	- -	- -	- -	2 1%	1 *	- -	2 1%	3 1%	1 *
Don't know	179 18%	74 15%	105 20%	26 21%	31 19%	91 18%	32 15%	54 20%	46 16%	38 18%	42 18%	23 10%	17 7%	11 9%	9 15%	24 12%	17 7%	20 15%	56 17%	59 19%	64 18%
<b><u>The fight against terrorism</u></b>																					
David Cameron	228 23%	126 26%	102 20%	28 22%	35 22%	116 23%	49 24%	67 25%	58 20%	55 26%	49 20%	117 53%	21 9%	26 21%	11 17%	97 50%	21 9%	29 22%	56 17%	72 23%	101 28%
Gordon Brown	561 56%	259 54%	301 58%	74 59%	93 59%	275 54%	118 57%	131 49%	180 62%	112 53%	139 58%	67 30%	205 84%	77 64%	39 63%	53 27%	191 82%	76 58%	213 64%	168 53%	180 50%
Refused	9 1%	4 1%	5 1%	- -	- -	8 2%	1 *	4 1%	1 *	2 1%	2 1%	1 *	1 *	- -	- -	2 1%	1 *	1 1%	3 1%	3 1%	3 1%
Don't know	209 21%	95 20%	114 22%	23 18%	30 19%	115 22%	40 19%	66 25%	50 17%	42 20%	50 21%	36 16%	18 7%	18 15%	12 20%	40 21%	20 9%	25 19%	59 18%	74 23%	76 21%

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**Q.3 Which of the two leaders, David Cameron or Gordon Brown is likely to produce the best policies on...?****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	484	522	126	158	514	208	267	289	210	239	222	246	121	61	192	234	131	331	316	359
<b><u>The economy</u></b>																					
David Cameron	253 25%	132 27%	122 23%	23 19%	29 19%	133 26%	68 33%	74 28%	65 23%	53 25%	60 25%	131 59%	22 9%	35 29%	13 22%	119 62%	22 10%	24 19%	70 21%	75 24%	108 30%
Gordon Brown	612 61%	287 59%	326 62%	78 62%	104 66%	309 60%	121 58%	154 57%	194 67%	121 57%	145 60%	78 35%	205 84%	81 67%	40 65%	61 32%	196 84%	94 72%	223 67%	191 60%	199 55%
Refused	5 *	3 1%	2 *	- -	- -	4 1%	1 *	1 1%	- -	2 1%	2 1%	1 *	- -	- -	- -	2 1%	- -	- -	1 *	2 1%	2 *
Don't know	136 13%	63 13%	72 14%	24 19%	24 15%	69 13%	18 9%	38 14%	30 10%	35 17%	33 14%	12 5%	19 8%	4 3%	8 13%	11 6%	15 6%	12 9%	36 11%	49 15%	51 14%
<b><u>Law and order generally</u></b>																					
David Cameron	344 34%	188 39%	155 30%	44 35%	46 29%	178 35%	75 36%	106 40%	94 32%	68 33%	75 31%	155 70%	35 14%	42 34%	19 31%	130 68%	35 15%	53 40%	92 28%	117 37%	135 38%
Gordon Brown	478 48%	209 43%	269 52%	59 47%	80 51%	236 46%	102 49%	106 40%	155 54%	96 45%	121 51%	39 17%	196 80%	68 57%	33 54%	32 16%	175 75%	63 48%	187 57%	132 42%	159 44%
Refused	7 1%	5 1%	2 *	- -	- -	6 1%	1 *	3 1%	- -	3 1%	2 1%	1 *	- -	- -	- -	2 1%	1 *	- -	2 1%	3 1%	3 1%
Don't know	177 18%	82 17%	95 18%	22 17%	31 20%	94 18%	30 14%	52 20%	40 14%	43 21%	41 17%	26 12%	15 6%	11 9%	10 16%	29 15%	23 10%	15 12%	50 15%	65 21%	63 17%
<b><u>The environment</u></b>																					
David Cameron	371 37%	185 38%	186 36%	43 34%	49 31%	189 37%	90 43%	105 39%	112 39%	68 32%	86 36%	153 69%	48 20%	46 38%	16 26%	141 73%	49 21%	53 41%	104 32%	121 38%	145 41%
Gordon Brown	432 43%	205 42%	227 44%	55 43%	78 49%	223 43%	77 37%	99 37%	128 44%	93 44%	112 47%	42 19%	175 71%	60 50%	33 53%	27 14%	159 68%	50 38%	164 50%	126 40%	141 39%
Refused	7 1%	6 1%	1 *	- -	- -	7 1%	- -	3 1%	1 *	3 1%	1 *	2 1%	1 *	- -	- -	2 1%	2 1%	- -	1 *	3 1%	2 1%
Don't know	196 20%	89 18%	108 21%	28 22%	32 20%	96 19%	41 20%	60 23%	49 17%	47 22%	40 17%	25 11%	21 9%	15 12%	13 20%	23 12%	24 10%	27 21%	61 18%	66 21%	70 19%

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**Q.3 Which of the two leaders, David Cameron or Gordon Brown is likely to produce the best policies on...?**  
**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	484	522	126	158	514	208	267	289	210	239	222	246	121	61	192	234	131	331	316	359
<b>Asylum and Immigration</b>																					
David Cameron	349	186	163	30	40	186	93	108	96	71	74	166	39	31	15	146	45	40	91	110	148
	35%	39%	31%	24%	26%	36%	45%	40%	33%	34%	31%	75%	16%	26%	25%	76%	19%	31%	28%	35%	41%
Gordon Brown	441	204	237	66	78	213	82	97	145	85	114	34	185	72	34	23	159	64	177	134	129
	44%	42%	45%	53%	50%	42%	40%	36%	50%	40%	47%	15%	76%	60%	56%	12%	68%	49%	54%	42%	36%
Refused	12	10	2	-	1	10	*	3	-	5	3	1	4	-	-	1	5	-	3	5	4
	1%	2%	*	-	1%	2%	*	1%	-	3%	1%	*	2%	-	-	1%	2%	-	1%	2%	1%
Don't know	204	84	120	29	38	105	32	59	48	49	48	21	18	18	12	22	25	27	60	68	77
	20%	17%	23%	23%	24%	20%	15%	22%	17%	24%	20%	9%	7%	15%	19%	12%	11%	20%	18%	21%	21%
<b>The European Union</b>																					
David Cameron	293	160	132	27	23	171	71	93	84	51	64	140	29	29	21	130	36	30	72	97	123
	29%	33%	25%	22%	15%	33%	34%	35%	29%	24%	27%	63%	12%	24%	34%	68%	15%	23%	22%	31%	34%
Gordon Brown	502	235	268	70	101	242	91	115	159	105	124	52	197	74	30	38	178	67	190	150	161
	50%	48%	51%	55%	64%	47%	44%	43%	55%	50%	52%	24%	80%	61%	49%	20%	76%	51%	58%	48%	45%
Refused	6	5	1	-	-	6	-	1	-	3	1	1	-	-	-	1	-	-	2	2	2
	1%	1%	*	-	-	1%	-	1%	-	1%	1%	*	-	-	-	1%	-	-	1%	1%	*
Don't know	206	84	121	29	34	97	46	58	47	51	50	29	20	18	10	23	20	33	66	67	72
	20%	17%	23%	23%	21%	19%	22%	22%	16%	24%	21%	13%	8%	15%	17%	12%	8%	25%	20%	21%	20%



## Opinion Poll

### Fieldwork : July 4th-5th 2007

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

		<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base		1006	1006
Weighted base		1006	1006
<b><u>Sex</u></b>			
Male		454 45%	484 48%
Female		552 55%	522 52%
<b><u>Age</u></b>			
18-24	(21)	77 8%	126 12%
25-34	(29.5)	120 12%	158 16%
35-44	(39.5)	167 17%	199 20%
45-54	(49.5)	192 19%	166 17%
55-64	(59.5)	206 20%	150 15%
65+	(70)	244 24%	208 21%
Average age		50.29	46.56

## Opinion Poll

### Fieldwork : July 4th-5th 2007

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1006	1006
<b><u>Social Class</u></b>		
AB	313 31%	267 27%
C1	207 21%	289 29%
C2	177 18%	210 21%
DE	309 31%	239 24%
<b><u>Region</u></b>		
North	319 32%	331 33%
Midlands	332 33%	316 31%
South	355 35%	359 36%

## Opinion Poll

### Fieldwork : July 4th-5th 2007

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1006	1006
<b><u>Working status</u></b>		
Full-time	330 33%	450 45%
Part-time	168 17%	121 12%
Not working but seeking work or temporarily unemployed/sick	57 6%	48 5%
Not working/not seeking work	99 10%	87 9%
Retired	319 32%	253 25%
Student	33 3%	47 5%

## Opinion Poll

### Fieldwork : July 4th-5th 2007

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1006	1006
<b><u>Tenure</u></b>		
Own outright	357 35%	328 33%
Own with a mortgage	333 33%	388 39%
Council	129 13%	127 13%
Housing Assoc.	39 4%	29 3%
Rented from someone else	90 9%	80 8%
Rent free	8 1%	6 1%
Refused	50 5%	48 5%

**Opinion Poll**  
**Fieldwork : July 4th-5th 2007**

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1006	1006
<b><u>Foreign Holiday in last 3 years</u></b>		
Yes	643 64%	604 60%
No	363 36%	402 40%
<b><u>Number of cars</u></b>		
None	168 17%	212 21%
1	493 49%	417 41%
2	257 26%	287 28%
3+	88 9%	91 9%

**Opinion Poll**  
**Fieldwork : July 4th-5th 2007**

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1006	1006
<b><u>Internet Access</u></b>		
At all	744 74%	781 78%
At home (net)	675 67%	693 69%
At work (net)	274 27%	324 32%
At home	435 43%	422 42%
At work	34 3%	53 5%
Both at home and at work	240 24%	271 27%
Somewhere else	35 3%	36 4%
Not at all	262 26%	225 22%

## Opinion Poll

### Fieldwork : July 4th-5th 2007

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1006	1006
<b><u>What is the highest educational level that you have achieved to date?</u></b>		
Secondary/ high school/ NVQ 1-3	524 52%	521 52%
University degree or equivalent professional qualification/ NVQ4	294 29%	305 30%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	67 7%	69 7%
None of these	78 8%	74 7%
Refused	43 4%	37 4%

## Opinion Poll

### Fieldwork : July 4th-5th 2007

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1006	1006
<b><u>Marital Status</u></b>		
Single	176 17%	218 22%
Married/ co-habiting	623 62%	605 60%
Widowed/ separated/ divorced	169 17%	149 15%
Refused	38 4%	34 3%
<b><u>Children</u></b>		
None aged 18 or under	678 67%	660 66%
NET: Yes	281 28%	303 30%
NET: Yes any aged 15 or under	240 24%	260 26%
- Aged under 5	90 9%	100 10%
- Aged 5-10	108 11%	122 12%
- Aged 11-15	118 12%	121 12%
- Aged 16-18	76 8%	81 8%
Refused	47 5%	43 4%



## Opinion Poll

### Fieldwork : July 4th-5th 2007

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1006	1006
<b><u>Grocery shopping status</u></b>		
I am the main grocery shopper in the household	693 69%	657 65%
I regularly do the main grocery shop	751 75%	718 71%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	802 80%	800 80%
I do not do grocery shopping	104 10%	121 12%
Refused	27 3%	24 2%

## Opinion Poll

### Fieldwork : July 4th-5th 2007

Absolutes/col percents

Table 8  
**Q.C/D Voting in May 5th 2005 General Election**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
Conservative	208 21%	192 19%
Labour	289 29%	234 23%
Liberal Democrat/ Liberal	105 10%	131 13%
Scottish National Party/SNP	15 1%	18 2%
Plaid Cymru	4 *	3 *
Green Party	12 1%	10 1%
UK Independence Party (UKIP)	4 *	7 1%
Others	7 1%	6 1%
Did not vote	273 27%	319 32%
Don't know	14 1%	15 1%
Refused	75 7%	71 7%