

# Opinion Poll

## Fieldwork : July 20th-22nd 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**

		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		1005	474	531	90	139	569	207	329	241	138	297	180	260	121	67	177	248	123	335	308	362
Weighted base		1005	483	522	116	157	519	213	263	294	209	239	190	259	118	68	193	233	131	332	318	355
Certain to vote	(10)	504 50%	254 53%	250 48%	25 21%	52 33%	275 53%	152 71%	147 56%	149 51%	98 47%	109 46%	128 67%	139 54%	66 56%	49 71%	138 71%	155 66%	82 63%	155 47%	170 53%	179 50%
	(9)	62 6%	30 6%	32 6%	9 8%	13 9%	31 6%	9 4%	22 8%	13 4%	13 6%	14 6%	20 10%	13 5%	11 9%	2 3%	17 9%	14 6%	13 10%	19 6%	24 7%	19 5%
	(8)	94 9%	42 9%	53 10%	16 14%	14 9%	51 10%	13 6%	21 8%	38 13%	15 7%	20 9%	17 9%	31 12%	17 15%	5 8%	13 7%	22 10%	18 14%	35 11%	23 7%	36 10%
	(7)	54 5%	26 5%	29 5%	9 8%	11 7%	22 4%	11 5%	14 5%	14 5%	10 5%	16 7%	8 4%	18 7%	10 8%	- -	4 2%	9 4%	7 6%	15 4%	15 5%	24 7%
	(6)	30 3%	11 2%	19 4%	3 3%	7 5%	18 4%	2 1%	4 2%	10 4%	9 4%	7 3%	4 2%	12 4%	3 2%	3 4%	3 2%	5 2%	4 3%	12 3%	7 2%	12 3%
	(5)	86 9%	37 8%	49 9%	13 12%	19 12%	42 8%	12 6%	24 9%	22 8%	17 8%	23 10%	9 5%	21 8%	7 6%	6 9%	11 6%	17 7%	5 4%	24 7%	26 8%	36 10%
	(4)	18 2%	9 2%	9 2%	9 8%	2 1%	5 1%	2 1%	3 1%	8 3%	2 1%	5 2%	- -	9 3%	1 1%	- -	- -	2 1%	2 1%	10 3%	3 1%	5 1%
	(3)	28 3%	13 3%	15 3%	10 8%	5 3%	12 2%	2 1%	3 1%	10 3%	5 3%	9 4%	3 1%	10 4%	4 3%	3 5%	2 1%	2 1%	- -	13 4%	11 3%	5 1%
	(2)	12 1%	7 1%	5 1%	- -	4 2%	7 1%	* *	2 1%	5 2%	1 *	3 1%	1 1%	6 2%	- -	- -	1 *	1 *	- -	6 2%	3 1%	3 1%
Certain not to vote	(1)	108 11%	53 11%	56 11%	20 17%	26 17%	53 10%	9 4%	21 8%	23 8%	39 18%	25 11%	- -	- -	- -	- -	3 2%	5 2%	- -	40 12%	33 10%	36 10%
Refused		* *	* *	- -	- -	- -	* *	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -
Don't know		9 1%	2 1%	6 1%	1 1%	3 2%	2 *	2 1%	1 1%	* *	1 *	6 3%	- -	- -	- -	- -	- -	3 1%	- -	4 1%	4 1%	1 *
Mean		7.66	7.73	7.59	6.09	6.67	7.81	8.86	8.12	7.77	7.14	7.45	9.11	8.26	8.73	8.86	9.08	8.85	9.07	7.39	7.82	7.76
Standard deviation		3.11	3.13	3.09	3.22	3.38	3.06	2.31	2.84	2.96	3.50	3.15	1.66	2.34	1.85	2.10	1.93	2.08	1.48	3.24	3.09	2.99
Standard error		0.10	0.14	0.13	0.34	0.29	0.13	0.16	0.16	0.19	0.30	0.18	0.12	0.15	0.17	0.26	0.14	0.13	0.13	0.18	0.18	0.16

## Opinion Poll

### Fieldwork : July 20th-22nd 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 (19%) or refuse to answer (7%)****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	532	267	265	40	58	307	127	188	134	67	143	162	209	105	56	131	180	96	170	168	194
Weighted base	534	275	259	50	66	287	131	154	162	100	117	172	202	104	56	141	165	100	161	183	190
Conservative	172 32%	89 32%	84 32%	10 20%	19 28%	89 31%	55 42%	58 38%	47 29%	34 34%	34 29%	172 100%	-	-	-	129 91%	11 7%	10 10%	42 26%	64 35%	66 35%
Labour	202 38%	98 36%	103 40%	20 40%	26 39%	122 43%	34 26%	50 33%	63 39%	39 39%	49 42%	-	202 100%	-	-	4 3%	140 85%	9 9%	71 44%	58 32%	73 38%
Liberal Democrat/ Liberal	104 19%	55 20%	49 19%	14 28%	13 19%	50 17%	27 21%	28 18%	39 24%	12 12%	24 21%	-	-	104 100%	-	5 3%	8 5%	75 75%	28 17%	37 20%	39 21%
Scottish National Party/ SNP	12 2%	6 2%	5 2%	-	1 1%	8 3%	3 2%	5 3%	2 1%	3 3%	2 2%	-	-	-	12 21%	-	1 *	1 1%	12 7%	-	-
Plaid Cymru	9 2%	5 2%	4 2%	-	3 4%	6 2%	-	1 *	3 2%	5 5%	-	-	-	-	9 16%	-	-	-	-	9 5%	-
Green Party	12 2%	7 3%	4 2%	3 6%	1 1%	6 2%	2 2%	4 2%	4 2%	-	4 4%	-	-	-	12 21%	1 1%	1 1%	1 1%	1 1%	4 2%	7 4%
UK Independence Party (UKIP)	9 2%	8 3%	2 1%	-	-	3 1%	6 5%	3 2%	2 1%	2 2%	3 2%	-	-	-	9 17%	1 1%	2 1%	-	3 2%	4 2%	3 1%
Other	14 3%	7 3%	7 3%	3 6%	5 8%	3 1%	3 3%	6 4%	2 1%	6 6%	1 1%	-	-	-	14 26%	2 1%	2 1%	5 5%	4 2%	8 4%	2 1%

**Opinion Poll**  
**Fieldwork : July 20th-22nd 2007**

Col percents

Table 3  
**Published Vote Intention Figures**  
**Percentages derived from the responses of 714 respondents**

	<u>Total</u>
Conservative	32%
Labour	38%
Liberal Democrat	20%
Other	10%

## Opinion Poll

### Fieldwork : July 20th-22nd 2007

Absolutes/col percents

Table 4

**Q.1 Gordon Brown has now been Prime Minister for almost a month. From what you have seen or heard, do you think he does or does not represent a real change to Tony Blair in terms of his///?**

**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	1005	474	531	90	139	569	207	329	241	138	297	180	260	121	67	177	248	123	335	308	362
Weighted base	1005	483	522	116	157	519	213	263	294	209	239	190	259	118	68	193	233	131	332	318	355
<b>Personal leadership style</b>																					
Does represent a real change	493 49%	234 49%	259 50%	48 41%	64 41%	264 51%	117 55%	144 55%	149 51%	99 48%	102 43%	100 53%	163 63%	62 52%	31 45%	102 53%	147 63%	79 60%	178 54%	146 46%	170 48%
Does not represent a real change	349 35%	184 38%	165 32%	45 39%	62 40%	173 33%	68 32%	82 31%	97 33%	81 39%	89 37%	76 40%	61 23%	50 43%	29 43%	77 40%	52 22%	41 32%	98 29%	125 39%	127 36%
Refused	6 1%	5 1%	1 *	- -	- -	3 1%	3 2%	1 *	2 1%	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	1 *	2 1%	3 1%
Don't know	156 16%	59 12%	97 18%	23 20%	30 19%	78 15%	24 11%	36 14%	46 16%	28 14%	45 19%	14 7%	34 13%	6 5%	8 12%	14 7%	34 15%	10 8%	55 17%	45 14%	56 16%
<b>Policy direction</b>																					
Does represent a real change	435 43%	201 42%	234 45%	52 45%	56 36%	219 42%	107 50%	116 44%	136 46%	93 45%	89 37%	77 41%	155 60%	54 46%	23 33%	74 38%	130 56%	59 45%	154 46%	133 42%	148 42%
Does not represent a real change	357 36%	196 41%	161 31%	42 36%	52 33%	200 39%	64 30%	94 36%	95 32%	82 39%	86 36%	87 46%	64 25%	54 46%	28 42%	85 44%	55 23%	49 38%	102 31%	123 39%	132 37%
Refused	5 *	4 1%	* *	- -	- -	2 *	3 1%	1 *	2 1%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 *	2 1%	2 1%
Don't know	208 21%	82 17%	127 24%	22 19%	48 31%	98 19%	40 19%	52 20%	60 21%	34 16%	62 26%	26 14%	39 15%	10 8%	17 25%	34 18%	48 21%	22 17%	75 23%	60 19%	73 21%

## Opinion Poll

### Fieldwork : July 20th-22nd 2007

Absolutes/col percents

Table 5

**Q.2 In the last month, has your opinion of ... gone up, down or stayed about the same?****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	1005	474	531	90	139	569	207	329	241	138	297	180	260	121	67	177	248	123	335	308	362
Weighted base	1005	483	522	116	157	519	213	263	294	209	239	190	259	118	68	193	233	131	332	318	355
<b><u>Gordon Brown, Prime Minister and leader of the Labour Party</u></b>																					
Gone up	215 21%	107 22%	108 21%	20 17%	35 23%	103 20%	57 27%	54 21%	74 25%	39 19%	47 20%	41 22%	81 31%	29 25%	13 18%	39 20%	71 30%	34 26%	79 24%	61 19%	74 21%
Stayed about the same	691 69%	330 68%	360 69%	88 76%	110 70%	357 69%	136 64%	188 72%	198 67%	145 69%	160 67%	124 65%	167 64%	80 68%	51 75%	128 67%	148 64%	87 67%	225 68%	228 72%	238 67%
Gone down	76 8%	39 8%	37 7%	6 5%	7 4%	49 9%	14 7%	19 7%	16 6%	21 10%	20 8%	24 12%	9 3%	8 7%	4 6%	26 13%	11 5%	9 7%	20 6%	21 7%	35 10%
Refused	2 *	2 *	- -	- -	- -	1 *	1 *	- -	* *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -
Don't know	22 2%	5 1%	17 3%	2 2%	4 3%	9 2%	6 3%	2 1%	5 2%	4 2%	11 5%	1 1%	2 1%	* *	1 1%	- -	3 1%	- -	7 2%	7 2%	8 2%
<b><u>David Cameron, leader of the Conservative Party</u></b>																					
Gone up	76 8%	34 7%	41 8%	12 10%	9 6%	38 7%	16 8%	23 9%	18 6%	21 10%	14 6%	30 16%	11 4%	3 3%	4 6%	23 12%	13 6%	8 6%	22 7%	21 7%	33 9%
Stayed about the same	660 66%	316 65%	344 66%	83 71%	119 76%	349 67%	109 51%	182 69%	202 69%	132 63%	143 60%	127 67%	157 61%	84 71%	49 72%	126 65%	140 60%	96 74%	225 68%	209 66%	226 64%
Gone down	208 21%	114 24%	94 18%	18 16%	16 10%	104 20%	70 33%	53 20%	54 18%	46 22%	55 23%	29 15%	79 31%	28 24%	13 19%	39 20%	67 29%	27 20%	64 19%	68 21%	77 22%
Refused	2 *	2 *	- -	- -	- -	1 *	1 *	- -	* *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -
Don't know	60 6%	17 4%	43 8%	3 3%	13 8%	27 5%	17 8%	5 2%	20 7%	9 4%	25 11%	4 2%	11 4%	3 2%	3 4%	5 2%	14 6%	- -	20 6%	19 6%	21 6%

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Table 5

**Q.2 In the last month, has your opinion of ... gone up, down or stayed about the same?****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	1005	483	522	116	157	519	213	263	294	209	239	190	259	118	68	193	233	131	332	318	355
<b>Ming Campbell, leader of the Liberal Democrats</b>																					
Gone up	56 6%	36 7%	21 4%	9 8%	3 2%	26 5%	19 9%	10 4%	17 6%	10 5%	20 8%	10 5%	18 7%	13 11%	3 5%	6 3%	20 9%	11 8%	20 6%	20 6%	17 5%
Stayed about the same	728 72%	348 72%	380 73%	73 62%	127 81%	397 77%	131 61%	208 79%	223 76%	146 70%	150 63%	128 68%	188 73%	95 81%	57 84%	141 73%	172 74%	97 75%	243 73%	242 76%	242 68%
Gone down	113 11%	67 14%	46 9%	22 19%	12 8%	48 9%	31 14%	28 10%	21 7%	35 17%	30 12%	38 20%	29 11%	9 7%	3 4%	32 17%	25 11%	18 14%	40 12%	29 9%	45 13%
Refused	3 *	3 1%	-	-	-	2 *	1 *	-	1 *	-	1 1%	1 *	-	-	-	-	-	-	1 *	2 1%	-
Don't know	106 11%	30 6%	76 15%	13 11%	15 9%	46 9%	32 15%	17 7%	32 11%	19 9%	38 16%	13 7%	24 9%	1 1%	5 8%	13 7%	17 7%	4 3%	28 9%	26 8%	51 14%

## Opinion Poll

### Fieldwork : July 20th-22nd 2007

Absolutes/col percents

Table 6

**Q.3 Thinking about each of the political parties, which of the following best describes your view of...?****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	1005	474	531	90	139	569	207	329	241	138	297	180	260	121	67	177	248	123	335	308	362
Weighted base	1005	483	522	116	157	519	213	263	294	209	239	190	259	118	68	193	233	131	332	318	355
<b><u>The Conservatives</u></b>																					
I like the leader but not the party	179 18%	91 19%	88 17%	27 23%	22 14%	103 20%	27 13%	50 19%	56 19%	25 12%	48 20%	6 3%	79 30%	29 24%	8 12%	3 2%	69 29%	30 23%	63 19%	57 18%	59 17%
I like both the leader and the party	247 25%	115 24%	132 25%	31 26%	43 28%	118 23%	55 26%	68 26%	63 21%	67 32%	49 20%	99 52%	43 17%	21 18%	7 10%	95 49%	34 15%	26 20%	86 26%	78 24%	83 23%
I don't like the leader but like the party.	262 26%	129 27%	132 25%	21 18%	33 21%	136 26%	71 33%	70 27%	78 27%	59 28%	54 23%	79 42%	55 21%	25 21%	18 26%	84 43%	48 21%	26 20%	71 21%	88 28%	102 29%
Refused	51 5%	26 5%	24 5%	3 2%	11 7%	26 5%	11 5%	9 4%	17 6%	10 5%	15 6%	- -	17 6%	4 3%	5 7%	- -	15 7%	8 6%	19 6%	12 4%	20 6%
Don't know	266 26%	121 25%	146 28%	34 29%	47 30%	136 26%	49 23%	65 25%	80 27%	48 23%	74 31%	6 3%	65 25%	39 33%	31 45%	11 6%	67 29%	41 31%	92 28%	83 26%	91 26%
<b><u>Labour</u></b>																					
I like the leader but not the party	150 15%	71 15%	79 15%	13 11%	19 12%	86 16%	33 15%	45 17%	36 12%	34 16%	35 15%	48 25%	12 4%	21 18%	22 32%	48 25%	12 5%	28 21%	46 14%	61 19%	43 12%
I like both the leader and the party	372 37%	172 36%	201 38%	58 50%	57 36%	186 36%	71 33%	85 32%	123 42%	73 35%	91 38%	25 13%	194 75%	33 28%	10 15%	25 13%	156 67%	41 31%	142 43%	103 32%	127 36%
I don't like the leader but like the party.	177 18%	84 17%	93 18%	28 24%	33 21%	91 18%	24 11%	52 20%	42 14%	48 23%	34 14%	28 15%	43 16%	27 23%	15 22%	28 14%	44 19%	19 15%	61 18%	55 17%	60 17%
Refused	53 5%	33 7%	20 4%	5 4%	11 7%	25 5%	12 6%	12 5%	12 4%	13 6%	16 7%	14 8%	4 1%	1 1%	5 7%	13 7%	7 3%	6 5%	13 4%	14 4%	26 7%
Don't know	253 25%	123 26%	129 25%	12 10%	37 24%	130 25%	73 34%	68 26%	80 27%	42 20%	63 26%	74 39%	7 3%	35 30%	17 25%	78 41%	16 7%	36 28%	70 21%	85 27%	98 28%

## Opinion Poll

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Absolutes/col percents

Table 6

**Q.3 Thinking about each of the political parties, which of the following best describes your view...?****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	1005	483	522	116	157	519	213	263	294	209	239	190	259	118	68	193	233	131	332	318	355
<b><u>The Liberal Democrats</u></b>																					
I like the leader but not the party	125 12%	72 15%	52 10%	18 15%	13 8%	71 14%	23 11%	28 11%	38 13%	29 14%	30 12%	28 15%	47 18%	4 3%	17 24%	31 16%	33 14%	9 7%	51 15%	49 16%	25 7%
I like both the leader and the party	269 27%	114 24%	155 30%	35 30%	49 31%	124 24%	61 29%	69 26%	70 24%	64 31%	66 28%	45 24%	72 28%	63 53%	12 18%	39 20%	73 31%	62 47%	91 27%	92 29%	86 24%
I don't like the leader but like the party.	247 25%	127 26%	120 23%	31 27%	33 21%	129 25%	53 25%	72 27%	70 24%	58 28%	47 19%	44 23%	65 25%	48 41%	15 22%	43 22%	57 25%	51 39%	72 22%	71 22%	104 29%
Refused	53 5%	34 7%	18 3%	5 4%	8 5%	30 6%	9 4%	12 4%	18 6%	9 4%	14 6%	15 8%	5 2%	- -	6 9%	11 6%	6 2%	1 1%	15 5%	15 5%	22 6%
Don't know	312 31%	135 28%	177 34%	28 24%	53 34%	164 32%	67 32%	82 31%	98 33%	49 23%	83 35%	57 30%	70 27%	3 2%	18 26%	69 36%	64 28%	7 5%	103 31%	91 29%	118 33%



## Opinion Poll

### Fieldwork : July 20th-22nd 2007

Absolutes/col percents

Table 7

**Q.4 Some people think that Gordon Brown should call a General elections soon, while others think he should wait at least a couple of years. Do you think that he should call a General Election within the next year, or not?**

**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	1005	474	531	90	139	569	207	329	241	138	297	180	260	121	67	177	248	123	335	308	362
Weighted base	1005	483	522	116	157	519	213	263	294	209	239	190	259	118	68	193	233	131	332	318	355
Yes - should call a GE within a year	569 57%	276 57%	293 56%	69 60%	93 59%	293 57%	114 54%	155 59%	161 55%	122 59%	130 55%	135 71%	120 47%	71 60%	39 58%	132 68%	110 47%	77 59%	159 48%	202 64%	208 59%
No - should not call a GE within a year	398 40%	193 40%	205 39%	40 35%	57 37%	205 39%	96 45%	105 40%	124 42%	82 39%	88 37%	53 28%	136 53%	44 38%	27 40%	59 31%	119 51%	49 38%	157 47%	105 33%	136 38%
Refused	6 1%	4 1%	2 *	1 1%	2 1%	2 *	1 *	- -	* *	1 1%	4 2%	- -	- -	- -	- -	- -	2 1%	- -	1 *	4 1%	- -
Don't know	32 3%	10 2%	22 4%	5 5%	5 3%	19 4%	2 1%	3 1%	8 3%	3 2%	17 7%	2 1%	2 1%	3 2%	2 2%	2 1%	2 1%	5 3%	15 4%	6 2%	11 3%

## Opinion Poll

### Fieldwork : July 20th-22nd 2007

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1005	1005
Weighted base		1005	1005
<b><u>Sex</u></b>			
Male		474 47%	483 48%
Female		531 53%	522 52%
<b><u>Age</u></b>			
18-24	(21)	90 9%	116 12%
25-34	(29.5)	139 14%	157 16%
35-44	(39.5)	195 19%	198 20%
45-54	(49.5)	192 19%	170 17%
55-64	(59.5)	182 18%	151 15%
65+	(70)	207 21%	213 21%
Average age		48.27	46.97

## Opinion Poll

### Fieldwork : July 20th-22nd 2007

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1005	1005
<b><u>Social Class</u></b>		
AB	329 33%	263 26%
C1	241 24%	294 29%
C2	138 14%	209 21%
DE	297 30%	239 24%
<b><u>Region</u></b>		
North	335 33%	332 33%
Midlands	308 31%	318 32%
South	362 36%	355 35%

## Opinion Poll

### Fieldwork : July 20th-22nd 2007

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1005	1005
<b><u>Working status</u></b>		
Full-time	424 42%	451 45%
Part-time	129 13%	121 12%
Not working but seeking work or temporarily unemployed/sick	62 6%	64 6%
Not working/not seeking work	90 9%	76 8%
Retired	260 26%	240 24%
Student	36 4%	51 5%
Refused	4 *	3 *

## Opinion Poll

### Fieldwork : July 20th-22nd 2007

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1005	1005
<b><u>Tenure</u></b>		
Own outright	337 34%	335 33%
Own with a mortgage	353 35%	386 38%
Council	96 10%	127 13%
Housing Assoc.	64 6%	46 5%
Rented from someone else	100 10%	82 8%
Rent free	9 1%	8 1%
Refused	46 5%	21 2%

## Opinion Poll

### Fieldwork : July 20th-22nd 2007

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1005	1005
<b><u>Foreign Holiday in last 3 years</u></b>		
Yes	605 60%	604 60%
No	400 40%	401 40%
<b><u>Number of cars</u></b>		
None	213 21%	204 20%
1	460 46%	421 42%
2	245 24%	289 29%
3+	87 9%	92 9%

## Opinion Poll

### Fieldwork : July 20th-22nd 2007

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1005	1005
<b><u>Internet Access</u></b>		
At all	709 71%	717 71%
At home (net)	633 63%	635 63%
At work (net)	314 31%	312 31%
At home	371 37%	382 38%
At work	52 5%	59 6%
Both at home and at work	262 26%	253 25%
Somewhere else	24 2%	23 2%
Not at all	296 29%	288 29%

## Opinion Poll

### Fieldwork : July 20th-22nd 2007

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1005	1005
<b><u>What is the highest educational level that you have achieved to date?</u></b>		
Secondary/ high school/ NVQ 1-3	542 54%	602 60%
University degree or equivalent professional qualification/ NVQ4	278 28%	258 26%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	88 9%	69 7%
None of these	65 6%	65 6%
Refused	32 3%	12 1%



## Opinion Poll

### Fieldwork : July 20th-22nd 2007

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1005	1005
<b><u>Marital Status</u></b>		
Single	215 21%	230 23%
Married/ co-habiting	580 58%	600 60%
Widowed/ separated/ divorced	180 18%	166 16%
Refused	30 3%	10 1%
<b><u>Children</u></b>		
None aged 18 or under	695 69%	702 70%
NET: Yes	270 27%	285 28%
NET: Yes any aged 15 or under	234 23%	251 25%
- Aged under 5	80 8%	91 9%
- Aged 5-10	116 12%	127 13%
- Aged 11-15	111 11%	110 11%
- Aged 16-18	69 7%	67 7%
Refused	40 4%	18 2%

## Opinion Poll

### Fieldwork : July 20th-22nd 2007

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1005	1005
<b><u>Grocery shopping status</u></b>		
I am the main grocery shopper in the household	663 66%	647 64%
I regularly do the main grocery shop	687 68%	677 67%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	746 74%	770 77%
I do not do grocery shopping	123 12%	134 13%
Refused	22 2%	5 1%

## Opinion Poll

### Fieldwork : July 20th-22nd 2007

Absolutes/col percents

Table 10  
**Q.C/D Voting in May 5th 2005 General Election**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1005	1005
Weighted base	1005	1005
Conservative	177 18%	193 19%
Labour	248 25%	233 23%
Liberal Democrat/ Liberal	123 12%	131 13%
Scottish National Party/SNP	13 1%	12 1%
Plaid Cymru	7 1%	9 1%
Green Party	11 1%	10 1%
UK Independence Party (UKIP)	8 1%	6 1%
Others	9 1%	7 1%
Did not vote	300 30%	318 32%
Don't know	25 2%	20 2%
Refused	84 8%	66 7%