

### ICM Poll for The Sunday Express

**Fieldwork dates:** 30<sup>th</sup> July-1<sup>st</sup> August 2008

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

**Sampling Method:** Within each selected marginal constituency, 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: 1,001

**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 80% to the results of the last election and 20% 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.

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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### Gordon Brown Survey

### CATI Fieldwork : July 30th-August 1st 2008

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

			Ger			Aç	je			Social	Class			Voting Ir				n 2005 G Election			Region	
		_Total_	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib 	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base		1001	459	542	64	114	578	245	338	210	165	288	269	173	96	84	204	245	98	341	313	347
Weighted base		1001	476	525	116	156	517	211	262	289	210	240	268	176	109	78	192	222	128	331	309	361
Certain to vote	(10)	493 49%	260 55%	234 45%	37 32%	49 31%	268 52%	139 66%	150 57%	143 50%	87 41%	114 48%	187 70%	86 49%	50 46%	46 59%	150 78%	130 59%	71 56%	168 51%	142 46%	183 51%
	(9)	72 7%	38 8%	34 6%	13 11%	20 13%	25 5%	15 7%	16 6%	29 10%	12 6%	15 6%	29 11%	17 10%	8 7%	1 1%	23 12%	24 11%	6 4%	21 6%	24 8%	27 8%
	(8)	95 9%	44 9%	51 10%	15 13%	22 14%	43 8%	15 7%	27 10%	30 10%	19 9%	19 8%	18 7%	27 16%	18 17%	8 11%	8 4%	25 11%	21 17%	34 10%	20 6%	41 11%
	(7)	41 4%	17 4%	24 5%	4 4%	10 7%	18 4%	8 4%	6 2%	11 4%	14 7%	9 4%	7 3%	13 7%	4 4%	2 2%	3 1%	9 4%	3 2%	15 5%	16 5%	10 3%
	(6)	33 3%	13 3%	20 4%	7 6%	13 8%	11 2%	3 1%	7 3%	7 2%	10 5%	10 4%	3 1%	3 2%	9 8%	4 5%	3 2%	4 2%	5 4%	8 2%	17 6%	8 2%
	(5)	84 8%	27 6%	57 11%	9 8%	10 7%	54 10%	11 5%	14 5%	26 9%	26 12%	18 8%	13 5%	20 11%	12 11%	8 10%	3 2%	18 8%	15 11%	26 8%	33 11%	25 7%
	(4)	23 2%	10 2%	13 2%	4 3%	6 4%	13 2%	1 1%	6 2%	3 1%	7 3%	7 3%	1 *	8 4%	3 3%	3 4%	2 1%	4 2%	2 2%	4 1%	10 3%	9 3%
	(3)	21 2%	8 2%	13 3%	5 4%	5 3%	11 2%	-	8 3%	5 2%	3 1%	6 2%	8 3%	2 1%	3 3%	3 3%	-	1 *	1 1%	5 2%	9 3%	7 2%
	(2)	12 1%	8 2%	4 1%	1 1%	1 1%	7 1%	3 1%	4 1%	2 1%	3 2%	3 1%	2 1%	-	1 1%	4 5%	-	2 1%	1 1%	4 1%	4 1%	3 1%
Certain not to vote	(1)	114 11%	46 10%	68 13%	21 18%	19 12%	64 12%	10 5%	23 9%	33 11%	26 12%	33 14%	-	-	-	-	1 *	4 2%	3 2%	40 12%	30 10%	44 12%
Refused		3 *	1 *	2 *	-	-	2 *	1 1%	1 *	1 *	-	2 1%	-	-	-	-	-	-	-	1 *	2 1%	-
Don't know		9 1%	4 1%	5 1%	1 1%	1 1%	1 *	5 2%	1 *	-	4 2%	4 2%	-	-	-	-	-	1 1%	-	4 1%	2 1%	3 1%
Mean		7.63	7.96	7.33	6.71	7.09	7.54	8.77	8.02	7.78	7.18	7.39	9.11	8.40	8.15	8.15	9.52	8.69	8.39	7.69	7.47	7.71
Standard deviation		3.14	3.03	3.22	3.41	3.07	3.25	2.38	3.00	3.06	3.18	3.31	1.78	2.01	2.18	2.60	1.22	2.12	2.29	3.17	3.09	3.16
Standard error		0.10	0.14	0.14	0.43	0.29	0.14	0.15	0.16	0.21	0.25	0.20	0.11	0.15	0.22	0.28	0.09	0.14	0.23	0.17	0.18	0.17



Table 3

Data dervived 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 (17%) or refuse to answer (9%)

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

		Gender Fe-			Ag	ge			Social	Class			Voting I				n 2005 G 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	522	262	260	25	61	285	151	185	124	74	139	241	147	72	62	172	165	62	192	145	185
Weighted base	523	280	243	54	79	256	133	145	172	92	113	242	143	81	57	165	150	84	183	148	192
Conservative	242 46%	128 46%	114 47%	23 42%	33 41%	114 45%	72 54%	72 50%	79 46%	44 48%	46 41%	242 100%	-	-	-	158 96%	29 19%	18 22%	74 40%	71 48%	96 50%
Labour	143 27%	72 26%	71 29%	15 27%	29 36%	70 27%	30 23%	35 24%	43 25%	21 23%	44 39%	-	143 100%	-	-	-	96 64%	11 14%	60 33%	38 25%	46 24%
Liberal Democrat/ Liberal	81 15%	43 16%	37 15%	12 22%	7 8%	40 15%	22 17%	27 18%	24 14%	15 16%	16 14%	-	-	81 100%	-	3 2%	17 11%	50 60%	19 10%	22 15%	39 21%
Scottish National Party/ SNP	23 4%	14 5%	10 4%	-	5 7%	14 6%	4 3%	6 4%	10 6%	4 5%	3 3%	-	-	-	23 41%	2 1%	3 2%	-	23 13%	-	-
Plaid Cymru	8 2%	6 2%	2 1%	4 7%	-	4 2%	-	1 *	4 3%	2 2%	1 1%	-	-	-	8 14%	1 1%	-	-	-	8 5%	-
Green Party	9 2%	6 2%	3 1%	-	3 4%	5 2%	1 1%	1 1%	6 3%	2 2%	*	-	-	-	9 16%	-	2 1%	2 3%	-	1 1%	8 4%
UK Independence Party (UKIP)	5 1%	4 1%	*	-	2 2%	3 1%	-	1 *	4 2%	-	*	-	-	-	5 8%	1 1%	2 2%	-	-	4 3%	1 *
Other	12 2%	7 2%	6 2%	2 3%	1 2%	6 2%	3 2%	4 2%	2 1%	3 4%	3 3%	-	-	-	12 22%	-	2 1%	2 2%	7 4%	4 3%	2 1%

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Absolutes/col percents

Col percents

Page 4

Table 4 Published Vote Intention Figures Percentages derived from the responses of 708 respondents

	Total
Conservative	45%
Labour	29%
Liberal Democrat	16%
Other	10%



### Gordon Brown Survey

### CATI Fieldwork : July 30th-August 1st 2008

Absolutes/col percents

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Table 5

Q1. Putting aside your own party preferences would you be more or less likely to vote for the Labour Party if Gordon Brown were replaced as leader? Base: All respondents

		Ger	nder		Aç	je			Social	Class			Voting Ir	ntention			2005 G Election	eneral		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	1001	459	542	64	114	578	245	338	210	165	288	269	173	96	84	204	245	98	341	313	347
Weighted base	1001	476	525	116	156	517	211	262	289	210	240	268	176	109	78	192	222	128	331	309	361
More likely	376 38%	185 39%	191 36%	61 52%	63 40%	196 38%	56 27%	107 41%	109 38%	80 38%	80 33%	99 37%	101 57%	38 35%	25 32%	61 32%	122 55%	43 34%	128 39%	118 38%	130 36%
Less likely	402 40%	195 41%	207 39%	42 36%	61 39%	198 38%	101 48%	92 35%	123 43%	83 39%	105 44%	135 50%	44 25%	49 45%	39 50%	96 50%	57 26%	60 47%	122 37%	122 39%	158 44%
Don't know	223 22%	97 20%	126 24%	14 12%	33 21%	122 24%	54 26%	63 24%	57 20%	48 23%	55 23%	34 13%	31 18%	21 19%	14 18%	35 18%	43 19%	25 19%	81 24%	69 22%	73 20%



### Gordon Brown Survey

### CATI Fieldwork : July 30th-August 1st 2008

Absolutes/col percents

Table 6 Q2. Which, if any, of the following people do you think you would recognise if you saw them in the street? Base: All respondents

		Ger			Age				Social	Class			Voting Ir				n 2005 G 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 	North	Mid- lands	South
Unweighted base	1001	459	542	64	114	578	245	338	210	165	288	269	173	96	84	204	245	98	341	313	347
Weighted base	1001	476	525	116	156	517	211	262	289	210	240	268	176	109	78	192	222	128	331	309	361
Jack Straw	794	399	395	77	112	431	173	227	245	147	175	232	145	99	67	175	191	112	266	240	288
	79%	84%	75%	66%	72%	83%	82%	86%	85%	70%	73%	87%	83%	91%	85%	91%	86%	87%	80%	78%	80%
Harriet Harman	536	260	275	40	45	311	139	165	161	94	115	173	96	64	40	128	139	82	175	152	209
	54%	55%	53%	34%	29%	60%	66%	63%	56%	45%	48%	65%	55%	59%	50%	67%	62%	64%	53%	49%	58%
David Miliband	531	294	237	53	59	289	130	161	172	97	101	172	91	68	47	130	121	78	176	166	190
	53%	62%	45%	46%	38%	56%	61%	61%	60%	46%	42%	64%	51%	62%	59%	68%	54%	61%	53%	54%	53%
Alan Johnson	288	172	116	29	44	146	69	85	92	58	54	94	51	32	22	74	64	35	94	84	110
	29%	36%	22%	25%	28%	28%	33%	33%	32%	27%	22%	35%	29%	30%	29%	39%	29%	27%	28%	27%	30%
James Purnell	92	53	40	9	15	49	20	31	20	17	25	24	23	11	8	22	24	8	31	31	31
	9%	11%	8%	7%	9%	9%	10%	12%	7%	8%	10%	9%	13%	10%	11%	11%	11%	6%	9%	10%	9%
Jon Cruddas	58	29	29	12	9	33	5	17	13	11	17	13	19	6	5	6	20	6	16	19	22
	6%	6%	6%	10%	6%	6%	2%	6%	5%	5%	7%	5%	11%	5%	6%	3%	9%	5%	5%	6%	6%
None of these	146	53	93	26	33	62	25	21	32	43	51	25	14	7	8	13	19	12	46	53	47
	15%	11%	18%	22%	21%	12%	12%	8%	11%	20%	21%	9%	8%	6%	10%	7%	8%	10%	14%	17%	13%
Don't know	2 *	-	2 *	-	-	*	1 1%	-	-	-	2 1%	-	-	-	-	-	-	1 1%	*	-	1 *



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#### Absolutes/col percents

Table 7

Q3. If Gordon Brown was to step down as prime minister which of the following candidates would you most like to see as the next leader of the Labour Party? Base: All respondents

		Ger			Aç	je			Social	Class			Voting Ir				n 2005 G 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	1001	459	542	64	114	578	245	338	210	165	288	269	173	96	84	204	245	98	341	313	347
Weighted base	1001	476	525	116	156	517	211	262	289	210	240	268	176	109	78	192	222	128	331	309	361
Jack Straw	244 24%	121 25%	123 24%	20 17%	38 24%	130 25%	57 27%	71 27%	70 24%	38 18%	65 27%	78 29%	49 28%	26 24%	32 40%	61 32%	53 24%	30 23%	96 29%	67 22%	81 23%
David Miliband	205 20%	135 28%	70 13%	35 30%	23 15%	103 20%	44 21%	67 25%	65 23%	43 20%	30 13%	71 26%	51 29%	22 21%	10 13%	45 23%	55 25%	25 19%	67 20%	59 19%	78 22%
Harriet Harman	93 9%	19 4%	74 14%	12 11%	12 8%	55 11%	13 6%	32 12%	29 10%	11 5%	21 9%	24 9%	20 11%	16 14%	3 4%	15 8%	29 13%	14 11%	20 6%	36 12%	36 10%
Alan Johnson	54 5%	25 5%	29 5%	12 10%	7 5%	23 4%	12 6%	9 3%	18 6%	13 6%	14 6%	19 7%	15 8%	6 5%	-	7 4%	16 7%	13 10%	21 6%	15 5%	18 5%
James Purnell	13 1%	9 2%	4 1%	3 2%	3 2%	6 1%	1 *	2 1%	6 2%	3 1%	3 1%	2 1%	*	4 4%	1 1%	2 1%	*	-	1 *	8 3%	4 1%
Jon Cruddas	8 1%	7 1%	2 *	1 1%	2 2%	3 1%	1 1%	3 1%	4 1%	1 1%	1 *	1 *	-	1 1%	4 4%	1 1%	1 *	2 2%	-	4 1%	5 1%
None of these	163 16%	91 19%	73 14%	12 10%	28 18%	88 17%	35 17%	36 14%	46 16%	29 14%	51 21%	37 14%	9 5%	17 15%	14 18%	32 17%	21 10%	12 9%	58 17%	38 12%	68 19%
Don't know	221 22%	70 15%	151 29%	21 18%	41 26%	109 21%	49 23%	44 17%	51 18%	72 34%	54 23%	37 14%	31 18%	18 16%	14 18%	29 15%	47 21%	32 25%	68 20%	82 27%	70 19%

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### Gordon Brown Survey

### CATI Fieldwork : July 30th-August 1st 2008

Absolutes/col percents

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Table 8

Q4. Do you think it would be acceptable or unacceptable for Labour to change its leader without calling a General Election? Base: All respondents

		Ger	Gender		Ag	je			Social	Class			Voting I	ntention			2005 G Election	eneral		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	1001	459	542	64	114	578	245	338	210	165	288	269	173	96	84	204	245	98	341	313	347
Weighted base	1001	476	525	116	156	517	211	262	289	210	240	268	176	109	78	192	222	128	331	309	361
Acceptable	391 39%	204 43%	188 36%	44 38%	56 36%	219 42%	72 34%	112 43%	98 34%	91 43%	91 38%	117 44%	76 43%	52 48%	34 43%	70 36%	113 51%	61 48%	145 44%	120 39%	126 35%
Unacceptable	550 55%	245 52%	304 58%	65 56%	92 59%	272 53%	121 57%	133 51%	181 63%	106 50%	130 54%	145 54%	93 53%	55 51%	42 53%	113 59%	106 48%	64 50%	166 50%	174 56%	210 58%
Don't know	60 6%	27 6%	33 6%	7 6%	8 5%	27 5%	19 9%	17 6%	10 4%	14 7%	19 8%	6 2%	7 4%	2 1%	3 4%	9 5%	3 2%	3 3%	20 6%	16 5%	25 7%



Absolutes/col percents

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

		Unweighted Total	Weighted Total
Unweighted base		1001	1001
Weighted base		1001	1001
<u>Gender</u>			
Male		459 46%	476 48%
Female		542 54%	525 52%
Age			
18-24	(21)	64 6%	116 12%
25-34	(29.5)	114 11%	156 16%
35-44	(39.5)	191 19%	196 20%
45-54	(49.5)	189 19%	172 17%
55-64	(59.5)	198 20%	149 15%
65+	(70)	245 24%	211 21%
Average age		50.49	46.92

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Absolutes/col percents

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

	Unweighted Total	Weighted Total
Weighted base	1001	1001
Social Class		
AB	338 34%	262 26%
C1	210 21%	289 29%
C2	165 16%	210 21%
DE	288 29%	240 24%
<u>Region</u>		
North	341 34%	331 33%
Midlands	313 31%	309 31%
South	347 35%	361 36%



Absolutes/col percents

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

	Unweighted Total	Weighted Total
Weighted base	1001	1001
Working status		
Full-time	412 41%	446 45%
Part-time	150 15%	121 12%
Not working but seeking work or temporarily unemployed/sick	35 3%	46 5%
Not working/not seeking work	57 6%	62 6%
Retired	297 30%	256 26%
Student	21 2%	43 4%
Refused	29 3%	25 3%



Absolutes/col percents

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

	Unweighted Total	Weighted Total
Weighted base	1001	1001
Tenure		
Own outright	363 36%	334 33%
Own with a mortgage	360 36%	383 38%
Council	91 9%	126 13%
Housing Assoc.	33 3%	24 2%
Rented from someone else	95 9%	84 8%
Rent free	12 1%	10 1%
Refused	47 5%	39 4%



Absolutes/col percents

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

	Unweighted Total	Weighted Total
Weighted base	1001	1001
Foreign Holiday in last 3 ye	ars	
Yes	613 61%	602 60%
No	388 39%	399 40%
Number of cars		
None	188 19%	210 21%
1	476 48%	416 42%
2	260 26%	287 29%
3+	77 8%	88 9%



Absolutes/col percents

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

	Unweighted Total	Weighted Total
Weighted base	1001	1001
Internet Access		
At all	746 75%	765 76%
At home (net)	685 68%	708 71%
At work (net)	332 33%	353 35%
At home	397 40%	395 40%
At work	44 4%	41 4%
Both at home and at work	288 29%	312 31%
Somewhere else	17 2%	17 2%
Not at all	253 25%	234 23%
Refused	2 *	2 *



Absolutes/col percents

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

	Unweighted Total	Weighted Total		
Weighted base	1001	1001		
What is the highest educational level that you have achieved to date?				
Secondary/ high school/ NVQ 1-3	509 51%	520 52%		
University degree or equivalent professional qualification/ NVQ4	257 26%	261 26%		
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	77 8%	75 8%		
No formal education	118 12%	107 11%		
None of these	9 1%	9 1%		
Refused	31 3%	28 3%		



Absolutes/col percents

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

	Unweighted Total	Weighted Total
Weighted base	1001	1001
Marital Status		
Single	196 20%	247 25%
Married/ co-habiting	560 56%	544 54%
Widowed/ separated/ divorced	214 21%	184 18%
Refused	31 3%	26 3%
<u>Children</u>		
None aged 18 or under	706 71%	693 69%
NET: Yes	258 26%	275 27%
NET: Yes any aged 15 or under	223 22%	244 24%
- Aged under 5	87 9%	106 11%
- Aged 5-10	109 11%	119 12%
- Aged 11-15	111 11%	113 11%
- Aged 16-18	84 8%	77 8%
Refused	37 4%	33 3%



Absolutes/col percents

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

	Unweighted Total	Weighted Total
Weighted base	1001	1001
Grocery shopping status		
Yes - do half or more	745 74%	730 73%
No - do less than half	235 23%	253 25%
Refused	21 2%	19 2%



Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	204 20%	192 19%
Labour	245 24%	222 22%
Liberal Democrat/ Liberal	98 10%	128 13%
Scottish National Party/SNP	23 2%	17 2%
Plaid Cymru	7 1%	9 1%
Green Party	8 1%	5 1%
UK Independence Party (UKIP)	7 1%	4 *
Others	12 1%	10 1%
Did not vote	300 30%	319 32%
Refused	88 9%	81 8%
Don't know	9 1%	13 1%

