



ICM Poll for The Guardian

Fieldwork dates: 24-25th September 2008

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: 1,012

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 .

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

Economy

CATI Fieldwork : September 24th-25th 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

	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	1012	481	531	80	134	575	223	339	208	164	301	267	212	92	60	211	271	101	340	316	356	
Weighted base	1012	482	530	118	160	523	211	264	296	212	240	252	198	104	61	193	224	129	334	317	361	
Certain to vote	(10)	546	271	275	28	47	323	148	174	155	97	121	176	112	61	37	146	159	92	183	160	203
		54%	56%	52%	24%	30%	62%	70%	66%	52%	46%	50%	70%	57%	59%	60%	76%	71%	72%	55%	51%	56%
	(9)	48	22	26	3	12	27	6	10	14	15	9	13	17	6	6	11	16	7	16	16	15
		5%	5%	5%	3%	8%	5%	3%	4%	5%	7%	4%	5%	9%	6%	10%	6%	7%	5%	5%	5%	4%
	(8)	85	42	43	20	14	41	10	19	30	13	23	22	20	9	4	12	23	6	30	25	29
		8%	9%	8%	17%	9%	8%	5%	7%	10%	6%	9%	9%	10%	9%	6%	6%	11%	4%	9%	8%	8%
	(7)	39	18	21	6	11	18	4	13	12	5	9	6	9	8	3	4	7	9	4	14	20
		4%	4%	4%	5%	7%	3%	2%	5%	4%	2%	4%	2%	5%	7%	4%	2%	3%	7%	1%	5%	6%
	(6)	26	14	12	4	8	7	7	2	4	10	10	5	12	2	-	-	5	1	9	12	5
		3%	3%	2%	3%	5%	1%	3%	1%	1%	5%	4%	2%	6%	2%	-	-	2%	*	3%	4%	1%
	(5)	83	38	45	20	22	28	13	13	25	24	21	21	14	6	7	11	7	8	27	25	31
		8%	8%	9%	17%	14%	5%	6%	5%	8%	12%	9%	8%	7%	6%	11%	6%	3%	6%	8%	8%	9%
	(4)	10	6	5	1	3	6	1	6	1	-	4	2	2	1	2	-	2	2	1	3	6
		1%	1%	1%	1%	2%	1%	*	2%	*	-	2%	1%	1%	1%	3%	-	1%	2%	*	1%	2%
	(3)	27	10	17	7	8	12	-	9	7	8	3	7	4	7	2	5	-	3	6	11	10
		3%	2%	3%	6%	5%	2%	-	3%	2%	4%	1%	3%	2%	7%	4%	3%	-	3%	2%	4%	3%
	(2)	16	13	3	8	3	6	-	3	6	6	2	-	8	3	1	-	-	1	2	9	5
		2%	3%	1%	6%	2%	1%	-	1%	2%	3%	1%	-	4%	3%	1%	-	-	1%	1%	3%	2%
Certain not to vote	(1)	119	46	72	22	28	50	18	15	39	32	32	-	-	-	-	3	2	-	50	37	32
		12%	10%	14%	19%	18%	10%	9%	6%	13%	15%	14%	-	-	-	-	2%	1%	-	15%	12%	9%
Refused		2	1	1	-	-	2	1	-	-	-	2	-	-	-	-	-	-	-	2	1	-
		*	*	*	-	-	*	*	-	-	-	1%	-	-	-	-	-	-	-	*	*	-
Don't know		9	2	8	-	4	4	2	2	2	3	3	-	-	-	-	1	1	-	2	3	4
		1%	*	1%	-	2%	1%	1%	1%	1%	1%	1%	-	-	-	-	*	1%	-	1%	1%	1%
Mean		7.69	7.85	7.55	5.88	6.38	8.17	8.55	8.43	7.59	7.10	7.54	8.96	8.46	8.38	8.50	9.14	9.23	8.99	7.64	7.51	7.91
Standard deviation		3.21	3.10	3.30	3.35	3.37	3.01	2.78	2.73	3.29	3.45	3.25	1.90	2.28	2.43	2.32	1.96	1.57	1.95	3.35	3.26	3.03
Standard error		0.10	0.14	0.14	0.37	0.29	0.13	0.19	0.15	0.23	0.27	0.19	0.12	0.16	0.25	0.30	0.14	0.10	0.19	0.18	0.18	0.16

Economy

CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 2

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?****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	1012	481	531	80	134	575	223	339	208	164	301	267	212	92	60	211	271	101	340	316	356
Weighted base	1012	482	530	118	160	523	211	264	296	212	240	252	198	104	61	193	224	129	334	317	361
Conservative	252	133	119	23	34	134	62	84	67	58	44	252	-	-	-	148	24	17	72	73	107
	25%	28%	22%	19%	21%	26%	29%	32%	23%	27%	18%	100%	-	-	-	77%	11%	13%	21%	23%	30%
Labour	198	110	88	30	21	108	39	51	53	35	58	-	198	-	-	3	130	8	82	61	55
	20%	23%	17%	25%	13%	21%	19%	19%	18%	17%	24%	-	100%	-	-	2%	58%	6%	25%	19%	15%
Liberal Democrat/ Liberal	104	44	60	15	24	52	13	35	37	17	15	-	-	104	-	4	9	61	20	32	52
	10%	9%	11%	13%	15%	10%	6%	13%	12%	8%	6%	-	-	100%	-	2%	4%	48%	6%	10%	14%
Scottish National Party/ SNP	20	7	14	2	2	14	2	5	8	1	6	-	-	-	20	1	4	2	19	1	-
	2%	1%	3%	1%	1%	3%	1%	2%	3%	1%	2%	-	-	-	33%	*	2%	1%	6%	*	-
Plaid Cymru	9	3	6	-	3	4	2	2	1	3	3	-	-	-	9	1	1	-	-	9	-
	1%	1%	1%	-	2%	1%	1%	1%	*	1%	1%	-	-	-	15%	*	1%	-	-	3%	-
Green Party	9	3	6	2	-	5	1	2	2	1	3	-	-	-	9	-	1	1	2	3	4
	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	-	-	-	14%	-	1%	1%	1%	1%	1%
UK Independence Party (UKIP)	4	4	1	-	-	4	1	-	1	2	1	-	-	-	4	2	-	-	1	1	2
	*	1%	*	-	-	1%	*	-	*	1%	1%	-	-	-	7%	1%	-	-	*	*	1%
Other	19	11	9	2	5	10	2	4	8	2	6	-	-	-	19	2	1	4	4	7	8
	2%	2%	2%	2%	3%	2%	1%	1%	3%	1%	2%	-	-	-	32%	1%	*	3%	1%	2%	2%
Would not vote	119	46	72	22	28	50	18	15	39	32	32	-	-	-	-	3	2	-	50	37	32
	12%	10%	14%	19%	18%	10%	9%	6%	13%	15%	14%	-	-	-	-	2%	1%	-	15%	12%	9%
Don't know	200	86	114	21	32	101	45	50	59	41	50	-	-	-	-	25	44	27	61	68	71
	20%	18%	22%	18%	20%	19%	22%	19%	20%	19%	21%	-	-	-	-	13%	20%	21%	18%	21%	20%
Refused	79	36	43	1	11	41	25	17	21	19	22	-	-	-	-	5	7	7	22	27	30
	8%	7%	8%	1%	7%	8%	12%	6%	7%	9%	9%	-	-	-	-	3%	3%	6%	7%	8%	8%

Economy

CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 3

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 (20%) 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	544	274	270	29	52	339	124	215	111	71	147	235	185	74	50	164	197	67	189	157	198
Weighted base	508	251	257	42	54	300	112	160	152	87	109	217	158	84	49	147	163	84	171	147	190
Conservative	217	118	99	16	26	120	56	78	60	42	37	217	-	-	-	136	22	16	60	67	90
	43%	47%	39%	37%	49%	40%	49%	49%	40%	48%	34%	100%	-	-	-	93%	14%	19%	35%	45%	48%
Labour	158	80	78	11	11	100	36	46	41	27	44	-	158	-	2	125	7	73	38	47	
	31%	32%	30%	26%	20%	33%	32%	29%	27%	31%	40%	-	100%	-	1%	77%	8%	43%	26%	25%	
Liberal Democrat/ Liberal	84	32	52	10	13	49	12	25	33	14	13	-	-	84	4	9	55	16	27	41	
	17%	13%	20%	24%	25%	16%	10%	15%	22%	16%	12%	-	-	100%	3%	5%	66%	10%	18%	21%	
Scottish National Party/ SNP	17	6	11	2	1	12	2	5	6	1	5	-	-	-	17	1	4	-	16	1	-
	3%	2%	4%	4%	1%	4%	2%	3%	4%	2%	4%	-	-	-	34%	1%	2%	-	9%	*	-
Plaid Cymru	6	3	3	-	-	4	2	2	1	-	3	-	-	-	6	1	1	-	-	6	-
	1%	1%	1%	-	-	1%	2%	1%	1%	-	2%	-	-	-	13%	*	1%	-	-	4%	-
Green Party	7	2	6	2	-	4	1	1	2	1	3	-	-	-	7	-	1	1	2	3	2
	1%	1%	2%	5%	-	1%	1%	1%	2%	1%	3%	-	-	-	15%	-	1%	1%	1%	2%	1%
UK Independence Party (UKIP)	4	4	1	-	-	4	1	-	1	2	1	-	-	-	4	2	-	-	1	1	2
	1%	1%	*	-	-	1%	1%	-	1%	2%	1%	-	-	-	8%	1%	-	-	*	1%	1%
Other	15	8	7	1	3	9	2	3	8	1	4	-	-	-	15	2	1	4	3	5	8
	3%	3%	3%	3%	5%	3%	2%	2%	5%	1%	3%	-	-	-	30%	1%	*	5%	1%	3%	4%

Economy
CATI Fieldwork : September 24th-25th 2008

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 753 respondents

	<u>Total</u>
Conservative	41%
Labour	32%
Liberal Democrat	18%
Other	10%

Economy

CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 5

QSUP1. Are you a strong supporter of the party or might you consider voting differently at the next election?**Base: All respondents expressing an intention to vote**

	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	631	322	309	46	78	372	135	239	124	92	176	267	212	92	60	176	207	75	215	184	232
Weighted base	615	314	301	74	88	330	122	182	177	120	136	252	198	104	61	160	171	94	201	186	228
Strong supporter	306	146	160	26	19	167	94	87	87	52	80	130	111	39	26	111	101	38	98	101	107
	50%	47%	53%	34%	21%	51%	77%	48%	49%	44%	59%	52%	56%	37%	43%	69%	59%	40%	49%	55%	47%
Consider voting differently	286	161	125	46	63	151	26	90	83	61	52	114	81	57	34	49	63	51	96	77	113
	47%	51%	42%	62%	72%	46%	21%	50%	47%	51%	38%	45%	41%	55%	55%	30%	37%	54%	48%	42%	49%
Refused	2	1	1	-	1	1	-	1	-	1	*	1	-	-	1	-	-	-	1	1	*
	*	*	*	-	1%	*	-	*	-	1%	*	*	-	-	1%	-	-	-	*	*	*
Don't know	21	6	15	3	6	10	3	5	8	6	3	7	6	8	1	1	6	5	6	7	8
	3%	2%	5%	4%	6%	3%	2%	3%	4%	5%	2%	3%	3%	7%	1%	*	4%	6%	3%	4%	4%

Economy

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Absolutes/col percents

Table 6

Q1. Please consider the economy for a moment, your current financial situation and your ability to keep up with the cost of living. Taking all this into account how confident do you feel about things at the moment?

Base: All respondents

	Total	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
		Male	Female	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	1012	481	531	80	134	575	223	339	208	164	301	267	212	92	60	211	271	101	340	316	356
Weighted base	1012	482	530	118	160	523	211	264	296	212	240	252	198	104	61	193	224	129	334	317	361
Net: Confident	451	241	210	75	65	221	90	142	133	87	89	103	130	37	20	73	122	45	143	141	167
	45%	50%	40%	63%	40%	42%	43%	54%	45%	41%	37%	41%	66%	36%	33%	38%	55%	35%	43%	44%	46%
Very confident	(4) 72	40	32	15	7	28	22	29	18	6	19	18	23	5	4	17	16	6	21	23	28
	7%	8%	6%	13%	4%	5%	11%	11%	6%	3%	8%	7%	11%	4%	6%	9%	7%	5%	6%	7%	8%
Fairly confident	(3) 379	201	178	60	58	193	68	112	115	81	70	85	107	32	17	56	107	39	122	117	139
	37%	42%	34%	51%	36%	37%	32%	42%	39%	38%	29%	34%	54%	31%	27%	29%	48%	30%	37%	37%	39%
Not very confident	(2) 376	160	217	22	63	206	85	84	108	89	96	102	54	45	33	80	74	59	130	109	137
	37%	33%	41%	19%	39%	39%	40%	32%	37%	42%	40%	41%	28%	43%	54%	41%	33%	46%	39%	35%	38%
Not at all confident	(1) 175	78	97	19	31	93	31	37	49	35	53	46	10	22	8	40	26	25	57	64	54
	17%	16%	18%	16%	19%	18%	15%	14%	17%	16%	22%	18%	5%	21%	12%	21%	12%	20%	17%	20%	15%
Net: Not confident	552	237	314	41	94	300	116	121	158	123	149	149	65	67	41	120	100	84	187	173	191
	54%	49%	59%	35%	59%	57%	55%	46%	53%	58%	62%	59%	33%	64%	67%	62%	45%	65%	56%	55%	53%
Refused	1	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	*	*	*	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	*	-
Don't know	8	3	5	2	1	2	3	1	5	1	*	*	3	-	-	-	1	-	3	2	3
	1%	1%	1%	2%	1%	*	1%	*	2%	1%	*	*	1%	-	-	-	1%	-	1%	1%	1%
Mean	2.35	2.43	2.27	2.61	2.26	2.30	2.39	2.51	2.35	2.28	2.23	2.30	2.73	2.19	2.27	2.26	2.50	2.20	2.32	2.32	2.39
Standard deviation	0.85	0.86	0.83	0.92	0.82	0.82	0.87	0.87	0.83	0.77	0.89	0.85	0.73	0.82	0.76	0.89	0.79	0.81	0.83	0.88	0.84
Standard error	0.03	0.04	0.04	0.10	0.07	0.03	0.06	0.05	0.06	0.06	0.05	0.05	0.05	0.09	0.10	0.06	0.05	0.08	0.05	0.05	0.04

Economy

CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 7

Q2. Some people have said that present economic problems are caused by things outside the control of the British Government. Do you think the British Government could have done a lot more, a little more or nothing more to protect people here in the UK from the wider economic problems?

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	1012	481	531	80	134	575	223	339	208	164	301	267	212	92	60	211	271	101	340	316	356
Weighted base	1012	482	530	118	160	523	211	264	296	212	240	252	198	104	61	193	224	129	334	317	361
A lot more	519 51%	233 48%	285 54%	51 43%	90 56%	272 52%	106 50%	122 46%	148 50%	116 55%	132 55%	148 59%	68 35%	54 52%	35 58%	114 59%	93 41%	67 52%	172 51%	156 49%	191 53%
A little more	367 36%	177 37%	190 36%	43 36%	58 36%	189 36%	76 36%	113 43%	103 35%	70 33%	80 34%	91 36%	88 45%	40 39%	17 27%	62 32%	91 41%	58 45%	123 37%	118 37%	126 35%
Nothing more	104 10%	65 13%	39 7%	23 19%	9 6%	50 10%	22 10%	27 10%	40 14%	17 8%	20 8%	12 5%	38 19%	9 8%	4 7%	15 8%	34 15%	2 2%	30 9%	39 12%	35 10%
Refused	3 *	2 *	1 *	- -	1 1%	1 *	1 1%	- -	3 1%	- -	- -	- -	- -	- -	1 2%	1 1%	- -	- -	- -	1 *	2 1%
Don't know	19 2%	5 1%	14 3%	2 2%	2 1%	10 2%	6 3%	3 1%	1 *	9 4%	7 3%	1 *	3 1%	1 1%	4 6%	1 1%	6 2%	1 1%	8 2%	4 1%	7 2%

Economy

CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 8
Q3. From what you have seen and heard about Labour's party conference in Manchester this week, how confident would you say you are in Gordon Brown's ability to steer Britain through difficult times?
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	1012	481	531	80	134	575	223	339	208	164	301	267	212	92	60	211	271	101	340	316	356
Weighted base	1012	482	530	118	160	523	211	264	296	212	240	252	198	104	61	193	224	129	334	317	361
Net: Confident	408	210	198	54	59	202	93	113	124	68	102	44	160	49	22	44	152	48	141	122	144
	40%	43%	37%	46%	37%	39%	44%	43%	42%	32%	43%	18%	81%	47%	35%	23%	68%	38%	42%	39%	40%
Very confident	(4) 91	54	37	15	14	36	27	21	30	16	23	2	59	10	5	3	41	15	26	39	26
	9%	11%	7%	12%	9%	7%	13%	8%	10%	8%	10%	1%	30%	10%	8%	2%	18%	12%	8%	12%	7%
Fairly confident	(3) 316	155	161	40	45	165	66	92	93	52	79	42	100	39	17	41	112	34	115	84	118
	31%	32%	30%	34%	28%	32%	31%	35%	32%	25%	33%	17%	51%	38%	27%	21%	50%	26%	34%	26%	33%
Not very confident	(2) 317	141	175	31	55	168	63	91	78	75	72	111	24	35	21	79	42	51	100	105	112
	31%	29%	33%	26%	34%	32%	30%	34%	27%	36%	30%	44%	12%	34%	34%	41%	19%	40%	30%	33%	31%
Not at all confident	(1) 205	102	103	22	24	117	42	50	63	45	47	85	7	17	12	65	20	24	64	67	74
	20%	21%	19%	18%	15%	22%	20%	19%	21%	21%	20%	34%	3%	17%	19%	34%	9%	19%	19%	21%	20%
Net: Not confident	522	244	278	53	79	285	105	141	142	120	119	196	30	52	33	144	62	75	164	172	186
	52%	51%	52%	45%	49%	54%	50%	53%	48%	57%	50%	78%	15%	51%	53%	75%	28%	59%	49%	54%	51%
Refused	10	5	6	-	2	5	3	-	6	1	3	1	-	-	1	-	-	-	4	3	3
	1%	1%	1%	-	1%	1%	1%	-	2%	1%	1%	*	-	-	2%	-	-	-	1%	1%	1%
Don't know	73	24	48	11	20	31	10	10	25	22	15	11	7	2	6	5	9	5	25	19	28
	7%	5%	9%	9%	13%	6%	5%	4%	8%	10%	6%	4%	4%	2%	10%	2%	4%	4%	8%	6%	8%
Mean	2.32	2.36	2.28	2.44	2.35	2.25	2.39	2.33	2.34	2.21	2.36	1.84	3.12	2.41	2.28	1.91	2.81	2.32	2.34	2.32	2.29
Standard deviation	0.92	0.96	0.89	0.97	0.88	0.90	0.97	0.89	0.97	0.90	0.93	0.73	0.75	0.89	0.92	0.79	0.85	0.93	0.90	0.97	0.90
Standard error	0.03	0.05	0.04	0.11	0.08	0.04	0.07	0.05	0.07	0.07	0.06	0.05	0.05	0.09	0.13	0.06	0.05	0.09	0.05	0.06	0.05

Economy

CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 9

Q4. Some people have suggested that we need the experience of Gordon Brown to lead us through difficult times. Others say that now is the time to let someone else, with a new approach to take over. Do you think it is best that Gordon Brown continues as Prime Minister, or someone else?

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	1012	481	531	80	134	575	223	339	208	164	301	267	212	92	60	211	271	101	340	316	356
Weighted base	1012	482	530	118	160	523	211	264	296	212	240	252	198	104	61	193	224	129	334	317	361
Gordon Brown continues as Prime Minister	479 47%	245 51%	234 44%	59 50%	64 40%	237 45%	118 56%	138 52%	143 48%	78 37%	119 50%	77 31%	157 79%	47 45%	32 51%	70 36%	157 70%	57 45%	171 51%	143 45%	165 46%
Someone else as Prime Minister	449 44%	212 44%	237 45%	51 43%	81 51%	240 46%	77 37%	115 43%	126 43%	108 51%	101 42%	166 66%	36 18%	55 53%	22 35%	120 62%	58 26%	65 51%	132 39%	141 45%	176 49%
Refused	12 1%	7 1%	5 1%	- -	1 1%	7 1%	4 2%	1 *	7 2%	3 1%	2 1%	1 *	- -	- -	1 2%	- -	- -	- -	4 1%	6 2%	2 *
Don't know	72 7%	18 4%	54 10%	8 6%	14 9%	40 8%	11 5%	10 4%	20 7%	24 11%	18 7%	7 3%	5 2%	2 2%	7 11%	3 1%	9 4%	6 5%	27 8%	27 8%	18 5%

Economy

CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 10

Q5. Do you think you will be better off in 5 years time under a Labour Government or a Conservative 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	1012	481	531	80	134	575	223	339	208	164	301	267	212	92	60	211	271	101	340	316	356
Weighted base	1012	482	530	118	160	523	211	264	296	212	240	252	198	104	61	193	224	129	334	317	361
Labour	305 30%	154 32%	152 29%	50 42%	64 40%	133 25%	58 28%	78 29%	96 32%	50 23%	82 34%	8 3%	160 81%	40 39%	11 19%	6 3%	136 61%	32 25%	112 33%	93 29%	100 28%
Conservative	362 36%	178 37%	184 35%	42 35%	59 37%	187 36%	75 36%	107 40%	111 37%	73 35%	71 30%	209 83%	8 4%	31 30%	16 26%	155 80%	30 13%	44 34%	101 30%	109 34%	152 42%
Makes no difference	141 14%	65 14%	76 14%	8 7%	7 4%	96 18%	31 15%	39 15%	37 12%	30 14%	36 15%	13 5%	13 6%	19 18%	15 24%	10 5%	24 11%	26 20%	52 16%	46 14%	43 12%
Don't know	203 20%	85 18%	119 22%	19 16%	30 19%	108 21%	46 22%	40 15%	53 18%	59 28%	51 21%	22 9%	16 8%	14 13%	19 32%	22 12%	35 15%	27 21%	68 20%	69 22%	66 18%

Economy

CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 11

Q6. Would you say that the Labour Party is United or divided?**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	1012	481	531	80	134	575	223	339	208	164	301	267	212	92	60	211	271	101	340	316	356
Weighted base	1012	482	530	118	160	523	211	264	296	212	240	252	198	104	61	193	224	129	334	317	361
United	182 18%	94 20%	88 17%	23 19%	26 16%	96 18%	37 18%	44 17%	67 23%	30 14%	41 17%	14 6%	79 40%	20 20%	6 10%	19 10%	65 29%	25 19%	62 19%	56 18%	64 18%
Divided	735 73%	352 73%	383 72%	85 72%	117 73%	383 73%	150 71%	204 77%	196 66%	160 76%	174 73%	227 90%	110 56%	81 79%	50 82%	167 87%	148 66%	100 77%	247 74%	225 71%	263 73%
Refused	6 1%	3 1%	3 1%	- -	1 1%	2 *	3 1%	- -	3 1%	1 1%	2 1%	- -	- -	- -	1 2%	1 1%	- -	- -	- -	3 1%	3 1%
Don't know	88 9%	33 7%	56 11%	10 9%	16 10%	42 8%	20 10%	16 6%	29 10%	21 10%	23 10%	11 4%	8 4%	2 2%	4 6%	6 3%	11 5%	4 3%	24 7%	33 10%	31 9%

Economy

CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 12

Q6A. And would you say the Conservative Party is united or divided?**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	1012	481	531	80	134	575	223	339	208	164	301	267	212	92	60	211	271	101	340	316	356
Weighted base	1012	482	530	118	160	523	211	264	296	212	240	252	198	104	61	193	224	129	334	317	361
United	597	306	291	75	96	315	111	175	169	125	128	199	109	63	37	157	119	85	200	168	229
	59%	63%	55%	63%	60%	60%	53%	66%	57%	59%	53%	79%	55%	61%	60%	81%	53%	66%	60%	53%	63%
Divided	264	122	142	35	35	139	56	61	80	55	68	35	69	29	20	26	79	31	93	99	72
	26%	25%	27%	29%	22%	27%	27%	23%	27%	26%	28%	14%	35%	28%	32%	13%	35%	24%	28%	31%	20%
Refused	6	4	2	-	1	2	3	-	3	1	1	-	-	-	1	1	1	-	-	4	2
	1%	1%	*	-	1%	*	1%	-	1%	1%	1%	-	-	-	2%	1%	*	-	-	1%	1%
Don't know	145	50	95	9	28	67	40	28	43	31	43	18	19	11	4	10	26	12	41	46	58
	14%	10%	18%	7%	18%	13%	19%	11%	15%	14%	18%	7%	10%	11%	6%	5%	11%	10%	12%	15%	16%

Economy
CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 13
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1012	1012
Weighted base		1012	1012
<u>Gender</u>			
Male		481 48%	482 48%
Female		531 52%	530 52%
<u>Age</u>			
18-24	(21)	80 8%	118 12%
25-34	(29.5)	134 13%	160 16%
35-44	(39.5)	191 19%	205 20%
45-54	(49.5)	204 20%	168 17%
55-64	(59.5)	180 18%	151 15%
65+	(70)	223 22%	211 21%
Average age		49.01	46.73

Economy
CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 13
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1012	1012
<u>Social Class</u>		
AB	339 33%	264 26%
C1	208 21%	296 29%
C2	164 16%	212 21%
DE	301 30%	240 24%
<u>Region</u>		
North	340 34%	334 33%
Midlands	316 31%	317 31%
South	356 35%	361 36%

Economy
CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 13
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1012	1012
<u>Working status</u>		
Full-time	451 45%	455 45%
Part-time	151 15%	124 12%
Not working but seeking work or temporarily unemployed/sick	36 4%	41 4%
Not working/not seeking work	78 8%	84 8%
Retired	267 26%	246 24%
Student	22 2%	53 5%
Refused	7 1%	8 1%

Economy
CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 13
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1012	1012
<u>Tenure</u>		
Own outright	343 34%	334 33%
Own with a mortgage	393 39%	392 39%
Council	90 9%	126 12%
Housing Assoc.	36 4%	31 3%
Rented from someone else	114 11%	105 10%
Rent free	9 1%	6 1%
Refused	27 3%	18 2%

Economy
CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 13
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1012	1012
<u>Foreign Holiday in last 3 years</u>		
Yes	648 64%	607 60%
No	364 36%	405 40%
<u>Number of cars</u>		
None	184 18%	210 21%
1	464 46%	420 42%
2	292 29%	293 29%
3+	72 7%	89 9%

Economy
CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 13
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1012	1012
<u>Internet Access</u>		
At all	798 79%	813 80%
At home (net)	741 73%	755 75%
At work (net)	349 34%	345 34%
At home	424 42%	441 44%
At work	32 3%	32 3%
Both at home and at work	317 31%	313 31%
Somewhere else	25 2%	27 3%
Not at all	213 21%	198 20%
Refused	1 *	1 *

Economy
CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 13
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1012	1012
<u>What is the highest educational level that you have achieved to date?</u>		
Secondary/ high school/ NVQ 1-3	500 49%	535 53%
University degree or equivalent professional qualification/ NVQ4	284 28%	267 26%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	93 9%	76 7%
No formal education	107 11%	113 11%
None of these	7 1%	8 1%
Refused	21 2%	14 1%

Economy
CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 13
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1012	1012
<u>Marital Status</u>		
Single	196 19%	237 23%
Married/ co-habiting	571 56%	550 54%
Widowed/ separated/ divorced	227 22%	213 21%
Refused	18 2%	12 1%
<u>Children</u>		
None aged 18 or under	708 70%	713 70%
NET: Yes	280 28%	284 28%
NET: Yes any aged 15 or under	235 23%	244 24%
- Aged under 5	83 8%	90 9%
- Aged 5-10	116 11%	126 12%
- Aged 11-15	109 11%	108 11%
- Aged 16-18	86 8%	82 8%
Refused	24 2%	15 1%

Economy
CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 13
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1012	1012
<u>Grocery shopping status</u>		
Yes - do half or more	814 80%	814 80%
No - do less than half	188 19%	193 19%
Refused	10 1%	5 1%

Economy
CATI Fieldwork : September 24th-25th 2008

Absolutes/col percents

Table 14
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1012	1012
Weighted base	1012	1012
Conservative	211 21%	193 19%
Labour	271 27%	224 22%
Liberal Democrat/ Liberal	101 10%	129 13%
Scottish National Party/SNP	17 2%	16 2%
Plaid Cymru	6 1%	5 1%
Green Party	7 1%	8 1%
UK Independence Party (UKIP)	5 *	5 *
Others	14 1%	12 1%
Did not vote	287 28%	325 32%
Refused	71 7%	73 7%
Don't know	22 2%	23 2%