



ICM Poll for The Sunday Express

Fieldwork dates: 8th-10th November 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: 1,001

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 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 .

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

Cameron & Brown Poll

CATI Fieldwork : November 8th-10th 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	1001	456	545	85	154	550	212	324	225	173	279	254	250	79	55	183	282	94	351	327	323	
Weighted base	1001	483	518	117	160	515	209	260	294	207	240	266	221	92	51	190	231	128	330	316	355	
Certain to vote	(10)	534	243	292	23	64	302	146	153	156	97	128	182	136	53	29	152	153	86	163	182	190
		53%	50%	56%	19%	40%	59%	70%	59%	53%	47%	53%	68%	62%	58%	56%	80%	66%	67%	49%	58%	53%
	(9)	62	36	25	9	12	30	11	17	17	12	15	13	18	9	3	6	19	7	22	16	23
		6%	8%	5%	8%	8%	6%	5%	7%	6%	6%	6%	5%	8%	9%	5%	3%	8%	6%	7%	5%	7%
	(8)	83	46	37	17	17	43	7	26	23	20	14	26	16	8	3	8	20	11	28	24	32
		8%	10%	7%	14%	11%	8%	3%	10%	8%	10%	6%	10%	7%	9%	6%	4%	9%	8%	8%	8%	9%
	(7)	67	38	29	19	12	25	11	14	18	20	15	20	18	4	2	14	9	7	24	14	29
		7%	8%	6%	16%	8%	5%	5%	5%	6%	10%	6%	8%	8%	5%	5%	7%	4%	6%	7%	5%	8%
	(6)	39	19	19	7	12	16	4	2	20	10	7	5	8	11	4	2	5	7	12	12	15
		4%	4%	4%	6%	8%	3%	2%	1%	7%	5%	3%	2%	4%	12%	8%	1%	2%	6%	4%	4%	4%
	(5)	65	31	34	12	16	32	4	13	24	11	17	13	18	4	6	7	14	5	24	18	23
		6%	6%	7%	10%	10%	6%	2%	5%	8%	5%	7%	5%	8%	5%	11%	4%	6%	4%	7%	6%	6%
	(4)	10	2	7	2	*	7	1	2	2	3	3	2	3	-	-	1	1	-	6	2	2
		1%	*	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	-	-	*	*	-	2%	1%	1%
	(3)	21	9	11	8	3	7	3	6	7	6	2	5	1	2	2	-	1	1	8	6	6
		2%	2%	2%	6%	2%	1%	2%	2%	2%	3%	1%	2%	*	2%	4%	-	1%	1%	2%	2%	2%
	(2)	14	9	5	1	1	10	1	4	6	2	3	-	4	-	3	-	3	1	3	4	7
		1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	-	2%	-	6%	-	1%	1%	1%	1%	2%
Certain not to vote	(1)	101	48	53	20	20	43	18	21	20	28	32	-	-	-	-	1	5	1	40	33	28
		10%	10%	10%	17%	13%	8%	9%	8%	7%	13%	13%	-	-	-	-	*	2%	1%	12%	10%	8%
Don't know		6	2	4	1	1	1	3	1	-	-	5	-	-	-	-	1	1	-	1	4	1
		1%	*	1%	1%	*	*	2%	*	-	-	2%	-	-	-	-	*	*	-	*	1%	*
Mean		7.86	7.81	7.90	6.24	7.29	8.12	8.56	8.22	7.93	7.46	7.71	9.04	8.75	8.72	8.09	9.40	8.89	8.95	7.59	7.98	8.00
Standard deviation		3.03	3.00	3.05	3.12	3.10	2.91	2.82	2.86	2.84	3.20	3.24	1.69	1.95	1.85	2.63	1.41	2.07	1.87	3.16	3.07	2.85
Standard error		0.10	0.14	0.13	0.34	0.25	0.12	0.19	0.16	0.19	0.24	0.20	0.11	0.12	0.21	0.35	0.10	0.12	0.19	0.17	0.17	0.16



Cameron & Brown Poll

CATI Fieldwork : November 8th-10th 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 (10%), 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	553	262	291	33	72	318	130	199	112	91	151	232	214	64	43	150	203	61	194	169	190
Weighted base	541	268	273	42	80	294	126	159	145	108	129	242	188	75	37	156	159	87	176	165	200
Conservative	242	117	125	17	35	114	77	70	68	41	63	242	-	-	-	150	19	20	57	81	103
	45%	44%	46%	40%	44%	39%	61%	44%	47%	38%	49%	100%	-	-	-	96%	12%	22%	33%	49%	52%
Labour	188	91	97	15	24	118	30	52	46	54	36	-	188	-	-	-	131	14	72	54	61
	35%	34%	35%	37%	30%	40%	24%	33%	32%	49%	28%	-	100%	-	-	-	82%	16%	41%	33%	31%
Liberal Democrat/ Liberal	75	36	38	6	21	39	8	26	23	10	15	-	-	75	-	5	6	51	29	19	27
	14%	14%	14%	15%	27%	13%	7%	16%	16%	10%	12%	-	-	100%	-	3%	4%	59%	17%	11%	13%
Scottish National Party/ SNP	17	11	6	1	-	10	6	4	6	3	4	-	-	-	17	-	2	-	16	-	1
	3%	4%	2%	3%	-	3%	5%	2%	4%	3%	3%	-	-	-	47%	-	1%	-	9%	-	1%
Plaid Cymru	3	2	1	1	-	1	1	1	-	-	2	-	-	-	3	-	*	-	-	3	-
	1%	1%	*	2%	-	*	1%	1%	-	-	2%	-	-	-	8%	-	*	-	-	2%	-
Green Party	7	3	4	-	-	7	1	5	-	-	2	-	-	-	7	1	1	-	*	3	4
	1%	1%	2%	-	-	2%	1%	3%	-	-	2%	-	-	-	20%	*	1%	-	*	2%	2%
UK Independence Party (UKIP)	5	5	-	-	-	3	2	-	1	-	4	-	-	-	5	-	-	2	-	2	3
	1%	2%	-	-	-	1%	2%	-	1%	-	3%	-	-	-	15%	-	-	2%	-	1%	1%
Other	4	2	2	1	-	3	-	2	-	-	2	-	-	-	4	1	-	1	1	2	1
	1%	1%	1%	2%	-	1%	-	1%	-	-	2%	-	-	-	11%	*	-	1%	1%	1%	*

Cameron & Brown Poll
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Col percents

Table 3
Published Vote Intention Figures
Percentages derived from the responses of 746 respondents

	<u>Total</u>
Conservative	43%
Labour	35%
Liberal Democrat	15%
Other	7%

Cameron & Brown Poll

CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 4
Q.1 Putting aside your own party support, do you think that David Cameron or Gordon Brown is more...?
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	1001	456	545	85	154	550	212	324	225	173	279	254	250	79	55	183	282	94	351	327	323
Weighted base	1001	483	518	117	160	515	209	260	294	207	240	266	221	92	51	190	231	128	330	316	355
Popular																					
Gordon Brown	418 42%	189 39%	229 44%	60 51%	63 40%	212 41%	83 40%	100 38%	134 46%	86 41%	98 41%	61 23%	153 69%	47 51%	22 43%	43 23%	146 63%	61 48%	158 48%	132 42%	128 36%
David Cameron	400 40%	213 44%	188 36%	40 34%	74 46%	192 37%	94 45%	115 44%	104 35%	86 42%	95 40%	188 70%	56 25%	32 35%	20 38%	128 67%	62 27%	46 36%	106 32%	125 40%	169 47%
Neither	64 6%	39 8%	26 5%	4 4%	9 6%	39 8%	12 6%	16 6%	21 7%	10 5%	17 7%	8 3%	2 1%	10 11%	4 9%	6 3%	6 3%	13 10%	18 6%	27 9%	19 5%
Refused	5 *	4 1%	1 *	- -	- -	4 1%	1 *	1 *	2 1%	1 *	1 *	1 *	- -	- -	- -	1 *	- -	- -	3 1%	1 *	1 *
Don't know	114 11%	39 8%	75 14%	13 11%	13 8%	68 13%	20 10%	28 11%	33 11%	24 12%	29 12%	9 3%	9 4%	3 4%	5 10%	12 6%	17 7%	8 7%	45 14%	30 9%	40 11%
Trustworthy																					
Gordon Brown	354 35%	175 36%	179 34%	53 46%	51 32%	190 37%	60 29%	97 37%	107 36%	78 38%	72 30%	24 9%	168 76%	48 52%	20 38%	17 9%	148 64%	52 41%	129 39%	109 35%	116 33%
David Cameron	311 31%	163 34%	149 29%	33 28%	52 33%	145 28%	81 39%	83 32%	82 28%	67 32%	79 33%	192 72%	16 7%	20 22%	14 27%	131 69%	33 14%	32 25%	88 27%	89 28%	135 38%
Neither	201 20%	99 21%	102 20%	11 9%	40 25%	114 22%	36 17%	59 23%	64 22%	30 14%	49 20%	32 12%	22 10%	19 21%	12 23%	24 13%	30 13%	35 27%	72 22%	67 21%	62 17%
Refused	10 1%	8 2%	3 1%	- -	- -	8 1%	3 1%	* *	6 2%	2 1%	1 1%	1 *	1 *	1 2%	- -	- -	1 *	1 1%	5 1%	4 1%	2 *
Don't know	124 12%	38 8%	86 17%	20 17%	16 10%	58 11%	30 14%	20 8%	36 12%	29 14%	39 16%	18 7%	13 6%	4 4%	6 11%	18 9%	19 8%	7 6%	37 11%	47 15%	41 11%

Cameron & Brown Poll

CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 4
Q.1 Putting aside your own party support, do you think that David Cameron or Gordon Brown is more...?
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
Weighted base	1001	483	518	117	160	515	209	260	294	207	240	266	221	92	51	190	231	128	330	316	355
Likeable																					
Gordon Brown	331 33%	148 31%	183 35%	49 42%	46 29%	173 34%	64 30%	70 27%	101 34%	83 40%	77 32%	27 10%	141 64%	41 45%	18 34%	20 11%	128 55%	41 32%	135 41%	92 29%	105 30%
David Cameron	459 46%	244 51%	215 41%	49 42%	76 48%	222 43%	112 53%	134 52%	123 42%	84 41%	118 49%	216 81%	62 28%	31 34%	22 43%	149 78%	76 33%	58 45%	127 39%	142 45%	190 53%
Neither	119 12%	54 11%	65 13%	11 10%	29 18%	60 12%	19 9%	34 13%	43 15%	19 9%	23 9%	14 5%	10 4%	17 18%	7 14%	13 7%	13 6%	20 16%	39 12%	47 15%	33 9%
Refused	7 1%	4 1%	3 1%	1 1%	- -	6 1%	1 *	- -	3 1%	3 1%	2 1%	- -	- -	- -	1 2%	- -	- -	3 2%	4 1%	2 1%	2 *
Don't know	84 8%	33 7%	51 10%	7 6%	9 6%	54 10%	15 7%	21 8%	25 8%	17 8%	21 9%	9 3%	9 4%	3 3%	3 7%	8 4%	14 6%	6 4%	26 8%	33 10%	26 7%
Of a strong leader																					
Gordon Brown	496 50%	239 50%	257 50%	68 58%	81 50%	260 50%	88 42%	137 53%	154 52%	102 49%	103 43%	65 24%	185 84%	59 64%	25 50%	52 27%	173 75%	71 56%	184 56%	158 50%	154 43%
David Cameron	291 29%	143 30%	148 29%	29 25%	46 29%	139 27%	77 37%	70 27%	86 29%	63 31%	71 30%	166 62%	22 10%	18 20%	13 26%	106 56%	36 16%	36 28%	76 23%	94 30%	122 34%
Neither	77 8%	47 10%	30 6%	9 8%	12 8%	42 8%	14 7%	19 7%	23 8%	11 5%	24 10%	12 4%	6 3%	11 12%	5 9%	11 6%	8 4%	11 8%	25 8%	24 8%	29 8%
Refused	8 1%	6 1%	2 *	- -	- -	5 1%	3 2%	1 *	6 2%	1 *	1 *	1 *	- -	- -	- -	1 *	- -	- -	4 1%	2 1%	3 1%
Don't know	129 13%	48 10%	81 16%	11 9%	21 13%	69 13%	28 13%	33 13%	25 9%	30 14%	41 17%	23 9%	8 4%	4 4%	8 15%	20 11%	14 6%	10 8%	42 13%	38 12%	49 14%

Cameron & Brown Poll

CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 4

Q.1 Putting aside your own party support, do you think that David Cameron or Gordon Brown is more...?

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
Weighted base	1001	483	518	117	160	515	209	260	294	207	240	266	221	92	51	190	231	128	330	316	355
<u>Of a conviction politician</u>																					
Gordon Brown	436 44%	222 46%	214 41%	53 46%	67 42%	229 44%	87 42%	128 49%	123 42%	97 47%	89 37%	57 22%	171 77%	50 54%	22 44%	39 20%	156 67%	71 56%	163 49%	138 44%	135 38%
David Cameron	303 30%	145 30%	158 31%	35 30%	51 32%	135 26%	82 39%	75 29%	88 30%	58 28%	82 34%	164 62%	27 12%	25 27%	13 25%	115 60%	39 17%	30 24%	81 25%	86 27%	136 38%
Neither	91 9%	53 11%	38 7%	11 10%	18 11%	51 10%	11 5%	28 11%	34 12%	11 5%	19 8%	19 7%	5 2%	12 13%	7 14%	15 8%	11 5%	15 11%	28 9%	36 11%	27 8%
Refused	8 1%	5 1%	2 *	- -	- -	6 1%	1 1%	1 *	4 1%	2 1%	1 *	- -	- -	- -	- -	1 *	- -	- -	4 1%	4 1%	- -
Don't know	163 16%	58 12%	105 20%	17 15%	24 15%	94 18%	28 13%	28 11%	45 15%	40 19%	50 21%	26 10%	18 8%	5 5%	8 16%	21 11%	25 11%	12 9%	54 16%	53 17%	57 16%
<u>Courageous</u>																					
Gordon Brown	386 39%	185 38%	201 39%	60 51%	54 34%	206 40%	66 32%	103 40%	112 38%	78 37%	94 39%	47 18%	159 72%	50 55%	24 47%	37 19%	143 62%	50 39%	137 42%	124 39%	125 35%
David Cameron	328 33%	168 35%	161 31%	43 37%	60 38%	145 28%	80 38%	80 31%	100 34%	77 37%	71 30%	172 65%	35 16%	23 25%	10 19%	108 57%	48 21%	37 29%	103 31%	96 31%	129 36%
Neither	126 13%	65 13%	61 12%	4 3%	24 15%	71 14%	27 13%	42 16%	41 14%	15 7%	28 12%	25 9%	7 3%	12 13%	9 17%	23 12%	11 5%	26 21%	38 12%	49 16%	38 11%
Refused	9 1%	5 1%	4 1%	- -	- -	5 1%	4 2%	2 1%	4 1%	1 *	2 1%	2 1%	- -	- -	- -	2 1%	- -	- -	3 1%	2 1%	4 1%
Don't know	152 15%	60 13%	91 18%	10 9%	21 13%	89 17%	32 15%	33 13%	38 13%	36 17%	45 19%	21 8%	20 9%	7 8%	9 17%	21 11%	29 13%	15 12%	48 15%	44 14%	59 17%

Cameron & Brown Poll

CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 4

Q.1 Putting aside your own party support, do you think that David Cameron or Gordon Brown is more...?

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
Weighted base	1001	483	518	117	160	515	209	260	294	207	240	266	221	92	51	190	231	128	330	316	355
Understanding of ordinary people.																					
Gordon Brown	392 39%	182 38%	210 41%	40 34%	62 39%	216 42%	74 35%	109 42%	118 40%	83 40%	81 34%	39 15%	169 77%	54 58%	19 37%	23 12%	153 66%	66 52%	149 45%	119 38%	123 35%
David Cameron	348 35%	179 37%	168 33%	47 40%	58 36%	160 31%	83 39%	91 35%	93 32%	71 34%	92 39%	181 68%	30 14%	21 23%	18 35%	127 67%	43 18%	34 26%	93 28%	106 34%	148 42%
Neither	136 14%	74 15%	62 12%	13 11%	22 14%	75 15%	26 12%	34 13%	39 13%	29 14%	34 14%	22 8%	13 6%	12 13%	6 11%	15 8%	19 8%	23 18%	47 14%	49 16%	40 11%
Refused	9 1%	5 1%	4 1%	- -	- -	7 1%	2 1%	2 1%	4 1%	1 *	2 1%	1 *	1 *	- -	- -	2 1%	1 *	- -	3 1%	4 1%	2 1%
Don't know	117 12%	43 9%	74 14%	17 14%	18 11%	56 11%	26 12%	24 9%	40 14%	23 11%	30 12%	24 9%	7 3%	5 6%	9 17%	24 13%	16 7%	5 4%	38 11%	37 12%	42 12%

Cameron & Brown Poll

CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 5
Q.2 Who do you trust more to get each of the following issues right, David Cameron or Gordon Brown?
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	1001	456	545	85	154	550	212	324	225	173	279	254	250	79	55	183	282	94	351	327	323
Weighted base	1001	483	518	117	160	515	209	260	294	207	240	266	221	92	51	190	231	128	330	316	355
<u>The economy</u>																					
Gordon Brown	532 53%	267 55%	265 51%	67 57%	86 54%	279 54%	99 47%	145 56%	163 55%	110 53%	114 47%	71 27%	199 90%	67 73%	24 47%	47 25%	191 83%	87 68%	182 55%	169 54%	181 51%
David Cameron	280 28%	136 28%	144 28%	32 27%	40 25%	130 25%	79 38%	74 28%	76 26%	53 26%	77 32%	168 63%	15 7%	12 13%	14 26%	120 63%	29 13%	18 14%	86 26%	86 27%	108 31%
Neither	79 8%	38 8%	41 8%	4 4%	15 9%	48 9%	12 6%	21 8%	25 9%	13 6%	20 8%	5 2%	3 1%	4 5%	7 14%	9 5%	4 2%	10 8%	24 7%	28 9%	28 8%
Refused	6 1%	3 1%	3 1%	- -	- -	3 1%	3 1%	1 *	3 1%	1 *	1 *	2 1%	- -	- -	- -	1 *	- -	- -	3 1%	1 *	2 *
Don't know	104 10%	39 8%	65 13%	14 12%	19 12%	54 10%	17 8%	19 7%	27 9%	29 14%	28 12%	20 7%	3 2%	9 10%	6 12%	13 7%	7 3%	12 9%	35 11%	32 10%	37 10%
<u>Avoiding a recession</u>																					
Gordon Brown	509 51%	262 54%	247 48%	64 54%	86 54%	265 52%	93 45%	129 50%	162 55%	111 54%	106 44%	76 29%	197 89%	60 65%	23 44%	54 29%	179 77%	84 66%	170 51%	163 52%	175 49%
David Cameron	268 27%	126 26%	142 27%	37 32%	37 23%	125 24%	69 33%	78 30%	75 26%	47 23%	69 29%	156 59%	7 3%	18 19%	15 30%	103 54%	25 11%	21 16%	85 26%	76 24%	107 30%
Neither	99 10%	47 10%	53 10%	4 3%	16 10%	63 12%	17 8%	34 13%	30 10%	13 7%	22 9%	10 4%	7 3%	8 8%	7 14%	13 7%	12 5%	17 13%	34 10%	34 11%	31 9%
Refused	4 *	3 1%	1 *	- -	- -	3 1%	1 1%	- -	2 1%	1 *	1 *	2 1%	- -	- -	- -	* *	- -	- -	3 1%	1 *	- -
Don't know	120 12%	45 9%	76 15%	12 10%	21 13%	58 11%	29 14%	19 7%	25 8%	34 17%	42 17%	22 8%	9 4%	6 7%	6 12%	19 10%	16 7%	6 5%	37 11%	41 13%	42 12%

Cameron & Brown Poll

CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 5
Q.2 Who do you trust more to get each of the following issues right, David Cameron or Gordon Brown?
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
Weighted base	1001	483	518	117	160	515	209	260	294	207	240	266	221	92	51	190	231	128	330	316	355
<u>Defence</u>																					
Gordon Brown	407 41%	194 40%	213 41%	65 56%	64 40%	205 40%	73 35%	98 38%	133 45%	87 42%	89 37%	31 12%	171 77%	51 55%	19 38%	24 13%	155 67%	61 47%	155 47%	130 41%	122 34%
David Cameron	365 36%	191 40%	173 33%	37 32%	56 35%	181 35%	91 43%	109 42%	100 34%	70 34%	85 35%	206 77%	29 13%	26 28%	17 34%	142 75%	45 20%	38 30%	102 31%	114 36%	148 42%
Neither	97 10%	45 9%	52 10%	4 3%	20 13%	55 11%	18 9%	25 10%	34 12%	13 6%	24 10%	10 4%	8 4%	9 9%	7 13%	8 4%	12 5%	17 13%	32 10%	31 10%	34 10%
Refused	7 1%	4 1%	4 1%	- -	- -	5 1%	3 1%	1 *	3 1%	1 *	3 1%	1 *	- -	- -	- -	1 *	1 *	- -	4 1%	2 1%	2 1%
Don't know	125 12%	49 10%	75 15%	11 10%	19 12%	70 14%	24 12%	26 10%	24 8%	36 18%	39 16%	19 7%	13 6%	7 7%	8 15%	15 8%	18 8%	12 10%	37 11%	39 12%	49 14%
<u>Immigration</u>																					
Gordon Brown	303 30%	146 30%	156 30%	52 44%	40 25%	161 31%	50 24%	79 30%	90 31%	64 31%	70 29%	27 10%	139 63%	36 40%	15 29%	18 10%	123 53%	49 39%	115 35%	91 29%	97 27%
David Cameron	454 45%	243 50%	211 41%	46 39%	80 50%	216 42%	112 53%	134 51%	127 43%	87 42%	106 44%	219 82%	51 23%	36 40%	19 37%	155 81%	70 30%	46 36%	130 39%	141 45%	183 52%
Neither	124 12%	54 11%	70 13%	10 9%	20 12%	73 14%	21 10%	28 11%	44 15%	25 12%	27 11%	8 3%	18 8%	12 13%	10 20%	7 3%	20 9%	24 19%	43 13%	43 14%	38 11%
Refused	3 *	3 1%	- -	- -	- -	3 1%	- -	- -	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	3 1%	- -	- -
Don't know	117 12%	37 8%	80 16%	9 8%	20 13%	61 12%	27 13%	19 7%	32 11%	30 15%	36 15%	13 5%	13 6%	7 8%	7 14%	11 6%	17 7%	9 7%	38 12%	41 13%	38 11%

Cameron & Brown Poll

CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 5
Q.2 Who do you trust more to get each of the following issues right, David Cameron or Gordon Brown?
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
Weighted base	1001	483	518	117	160	515	209	260	294	207	240	266	221	92	51	190	231	128	330	316	355
Health																					
Gordon Brown	433	215	218	65	64	213	90	116	127	85	104	33	185	56	23	21	169	68	154	136	142
	43%	44%	42%	55%	40%	41%	43%	45%	43%	41%	43%	12%	84%	61%	44%	11%	73%	53%	47%	43%	40%
David Cameron	367	184	184	36	60	186	85	100	104	77	88	213	22	20	16	149	38	36	105	116	147
	37%	38%	35%	31%	38%	36%	41%	38%	35%	37%	37%	80%	10%	21%	32%	78%	16%	28%	32%	37%	41%
Neither	99	43	55	5	17	67	10	27	37	15	19	8	7	10	7	9	11	19	32	30	37
	10%	9%	11%	4%	11%	13%	5%	10%	13%	7%	8%	3%	3%	11%	14%	5%	5%	15%	10%	9%	11%
Refused	6	3	3	-	-	4	2	-	3	1	2	1	-	-	-	-	-	-	4	2	-
	1%	1%	1%	-	-	1%	1%	-	1%	*	1%	*	-	-	-	-	-	-	1%	1%	-
Don't know	96	38	58	11	18	45	22	17	23	29	28	11	7	6	5	11	13	5	35	32	29
	10%	8%	11%	9%	11%	9%	11%	6%	8%	14%	12%	4%	3%	6%	10%	6%	6%	4%	11%	10%	8%
Law and order																					
Gordon Brown	403	194	209	64	57	208	74	102	127	84	90	32	176	45	20	19	160	56	154	127	122
	40%	40%	40%	55%	36%	40%	35%	39%	43%	41%	38%	12%	80%	49%	40%	10%	69%	43%	47%	40%	34%
David Cameron	395	208	187	36	72	196	92	116	111	77	91	215	32	30	15	151	49	48	103	126	167
	39%	43%	36%	31%	45%	38%	44%	45%	38%	37%	38%	81%	14%	33%	29%	79%	21%	37%	31%	40%	47%
Neither	98	46	53	8	10	58	21	24	29	16	29	7	5	7	10	8	8	18	35	29	34
	10%	9%	10%	7%	6%	11%	10%	9%	10%	8%	12%	2%	2%	8%	20%	4%	4%	14%	10%	9%	10%
Refused	5	3	2	-	-	3	2	-	3	1	1	1	-	-	-	-	-	-	3	1	1
	*	1%	*	-	-	1%	1%	-	1%	*	*	*	-	-	-	-	-	-	1%	*	*
Don't know	100	32	68	8	21	50	21	18	24	29	29	11	8	10	6	12	14	7	35	33	31
	10%	7%	13%	7%	13%	10%	10%	7%	8%	14%	12%	4%	3%	11%	11%	7%	6%	5%	11%	10%	9%

Cameron & Brown Poll

CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 5
Q.2 Who do you trust more to get each of the following issues right, David Cameron or Gordon Brown?
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
Weighted base	1001	483	518	117	160	515	209	260	294	207	240	266	221	92	51	190	231	128	330	316	355
Education																					
Gordon Brown	446 45%	223 46%	223 43%	60 51%	71 45%	229 44%	86 41%	112 43%	132 45%	95 46%	107 45%	43 16%	188 85%	58 64%	24 47%	26 14%	171 74%	72 56%	166 50%	128 41%	152 43%
David Cameron	348 35%	174 36%	174 34%	37 32%	52 32%	174 34%	85 41%	106 41%	95 32%	66 32%	81 34%	201 75%	21 10%	17 18%	15 30%	144 76%	40 17%	36 28%	93 28%	121 38%	134 38%
Neither	100 10%	46 9%	54 10%	6 6%	16 10%	63 12%	14 7%	29 11%	37 12%	13 6%	21 9%	9 4%	5 2%	9 10%	7 13%	8 4%	11 5%	14 11%	31 9%	34 11%	35 10%
Refused	6 1%	4 1%	2 *	- -	- -	4 1%	2 1%	- -	4 1%	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	3 1%	2 1%	1 *
Don't know	101 10%	36 8%	65 13%	13 11%	20 13%	45 9%	23 11%	12 5%	27 9%	32 15%	29 12%	12 5%	7 3%	8 9%	5 10%	12 6%	9 4%	5 4%	38 12%	29 9%	34 9%

Cameron & Brown Poll

CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 6

Q.3 Does the fact that the Prime Minister Gordon Brown is a Scottish MP and Scottish himself makes you less or more likely to vote for him or does it make no difference either way?

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	1001	456	545	85	154	550	212	324	225	173	279	254	250	79	55	183	282	94	351	327	323
Weighted base	1001	483	518	117	160	515	209	260	294	207	240	266	221	92	51	190	231	128	330	316	355
More likely	31 3%	12 2%	19 4%	6 5%	2 1%	14 3%	9 4%	8 3%	7 2%	7 3%	10 4%	3 1%	15 7%	2 2%	4 8%	1 *	16 7%	2 1%	23 7%	4 1%	4 1%
No difference either way	840 84%	405 84%	435 84%	99 85%	146 92%	441 86%	153 73%	220 85%	244 83%	180 87%	196 82%	200 75%	203 92%	78 85%	41 81%	140 74%	206 89%	109 85%	281 85%	267 84%	293 82%
Less likely	112 11%	58 12%	53 10%	8 7%	11 7%	50 10%	43 20%	30 12%	36 12%	16 8%	29 12%	61 23%	3 1%	12 13%	6 11%	47 25%	7 3%	18 14%	22 7%	40 13%	50 14%
Refused	5 1%	4 1%	2 *	- -	1 *	4 1%	1 *	2 1%	1 *	1 *	1 1%	1 *	- -	- -	- -	1 *	- -	- -	4 1%	- -	2 *
Don't know	13 1%	4 1%	9 2%	4 3%	- -	6 1%	3 2%	1 *	6 2%	3 1%	4 2%	1 *	- -	- -	- -	1 1%	2 1%	- -	1 *	5 1%	8 2%

Cameron & Brown Poll

CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 7

Q.4 Does the fact that David Cameron studied at Eton make you more or less likely to vote for him or does it make no difference either way?

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	1001	456	545	85	154	550	212	324	225	173	279	254	250	79	55	183	282	94	351	327	323
Weighted base	1001	483	518	117	160	515	209	260	294	207	240	266	221	92	51	190	231	128	330	316	355
More likely	19 2%	12 2%	7 1%	2 2%	1 1%	7 1%	9 4%	3 1%	8 3%	2 1%	6 2%	12 4%	2 1%	- -	1 1%	10 5%	2 1%	- -	4 1%	7 2%	8 2%
No difference either way	863 86%	418 87%	445 86%	101 86%	140 87%	451 88%	172 82%	228 88%	247 84%	186 90%	202 84%	245 92%	176 80%	75 82%	43 85%	175 92%	186 80%	107 84%	285 86%	268 85%	310 87%
Less likely	104 10%	48 10%	56 11%	12 10%	18 11%	49 10%	24 12%	26 10%	36 12%	13 6%	29 12%	8 3%	43 20%	17 18%	7 14%	5 3%	43 19%	21 16%	35 11%	37 12%	32 9%
Refused	4 *	4 1%	1 *	- -	1 *	4 1%	- -	1 *	1 *	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	4 1%	- -	1 *
Don't know	10 1%	1 *	9 2%	2 2%	- -	4 1%	4 2%	1 *	3 1%	4 2%	2 1%	1 *	- -	- -	- -	1 1%	- -	- -	2 1%	4 1%	4 1%

Cameron & Brown Poll

CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 8

Q.5 Gordon Brown has refused to hold a referendum on the EU treaty on giving more powers to Europe. Do you think his refusal is or is not a breach of trust with the British public?

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	1001	456	545	85	154	550	212	324	225	173	279	254	250	79	55	183	282	94	351	327	323
Weighted base	1001	483	518	117	160	515	209	260	294	207	240	266	221	92	51	190	231	128	330	316	355
Is a breach of trust	510 51%	274 57%	235 45%	53 45%	63 39%	254 49%	139 67%	126 49%	162 55%	94 45%	128 53%	195 73%	68 31%	51 55%	27 53%	146 77%	83 36%	71 55%	157 48%	176 56%	176 50%
Is not a breach of trust	374 37%	184 38%	190 37%	48 41%	84 52%	198 38%	45 21%	112 43%	105 36%	82 40%	76 32%	54 20%	141 64%	39 42%	18 35%	34 18%	127 55%	51 40%	129 39%	104 33%	141 40%
Refused	6 1%	5 1%	* *	- -	1 *	5 1%	- -	2 1%	1 *	2 1%	1 *	- -	* *	- -	- -	- -	* *	- -	3 1%	1 *	1 *
Don't know	112 11%	20 4%	92 18%	16 14%	13 8%	58 11%	25 12%	20 8%	27 9%	29 14%	36 15%	18 7%	11 5%	2 2%	6 12%	10 5%	21 9%	7 5%	41 12%	35 11%	37 10%

Cameron & Brown Poll
CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 9
Classification
Base: All respondents

		<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base		1001	1001
Weighted base		1001	1001
<u>Gender</u>			
Male		456 46%	483 48%
Female		545 54%	518 52%
<u>Age</u>			
18-24	(21)	85 8%	117 12%
25-34	(29.5)	154 15%	160 16%
35-44	(39.5)	209 21%	199 20%
45-54	(49.5)	190 19%	167 17%
55-64	(59.5)	151 15%	149 15%
65+	(70)	212 21%	209 21%
Average age		47.77	46.76

Cameron & Brown Poll
CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 9
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1001	1001
<u>Social Class</u>		
AB	324 32%	260 26%
C1	225 22%	294 29%
C2	173 17%	207 21%
DE	279 28%	240 24%
<u>Region</u>		
North	351 35%	330 33%
Midlands	327 33%	316 32%
South	323 32%	355 35%

Cameron & Brown Poll
CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 9
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1001	1001
<u>Working status</u>		
Full-time	446 45%	448 45%
Part-time	136 14%	124 12%
Not working but seeking work or temporarily unemployed/sick	42 4%	49 5%
Not working/not seeking work	89 9%	83 8%
Retired	258 26%	255 25%
Student	26 3%	37 4%
Refused	4 *	5 *

Cameron & Brown Poll
CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 9
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1001	1001
<u>Tenure</u>		
Own outright	308 31%	329 33%
Own with a mortgage	381 38%	388 39%
Council	97 10%	126 13%
Housing Assoc.	49 5%	39 4%
Rented from someone else	107 11%	75 8%
Rent free	14 1%	11 1%
Refused	45 4%	33 3%

Cameron & Brown Poll
CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 9
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1001	1001
<u>Foreign Holiday in last 3 years</u>		
Yes	646 65%	605 60%
No	355 35%	396 40%
<u>Number of cars</u>		
None	199 20%	208 21%
1	458 46%	412 41%
2	283 28%	291 29%
3+	61 6%	90 9%

Cameron & Brown Poll
CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 9
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1001	1001
<u>Internet Access</u>		
At all	733 73%	737 74%
At home (net)	651 65%	655 65%
At work (net)	333 33%	328 33%
At home	372 37%	381 38%
At work	54 5%	54 5%
Both at home and at work	279 28%	274 27%
Somewhere else	28 3%	28 3%
Not at all	266 27%	263 26%
Refused	2 *	1 *

Cameron & Brown Poll
CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 9
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1001	1001
<u>What is the highest educational level that you have achieved to date?</u>		
Secondary/ high school/ NVQ 1-3	542 54%	557 56%
University degree or equivalent professional qualification/ NVQ4	274 27%	269 27%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	80 8%	77 8%
None of these	72 7%	72 7%
Refused	33 3%	26 3%

Cameron & Brown Poll

CATI Fieldwork : November 8th-10th 2007

Absolutes/col percents

Table 9
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1001	1001
<u>Marital Status</u>		
Single	204 20%	234 23%
Married/ co-habiting	563 56%	556 56%
Widowed/ separated/ divorced	204 20%	190 19%
Refused	30 3%	21 2%
<u>Children</u>		
None aged 18 or under	677 68%	683 68%
NET: Yes	313 31%	309 31%
NET: Yes any aged 15 or under	280 28%	278 28%
- Aged under 5	58 6%	58 6%
- Aged 5-10	54 5%	50 5%
- Aged 11-15	168 17%	170 17%
- Aged 16-18	33 3%	31 3%
Refused	11 1%	9 1%

Cameron & Brown Poll

CATI Fieldwork : November 8th-10th 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	1001	1001
Weighted base	1001	1001
Conservative	183 18%	190 19%
Labour	282 28%	231 23%
Liberal Democrat/ Liberal	94 9%	128 13%
Scottish National Party/SNP	19 2%	14 1%
Plaid Cymru	3 *	3 *
Green Party	13 1%	13 1%
UK Independence Party (UKIP)	7 1%	8 1%
Others	7 1%	7 1%
Did not vote	300 30%	315 32%
Refused	75 7%	75 8%
Don't know	18 2%	17 2%

	Page	Table	Title	Base Description	Base
	1	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	1001
	2	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 (10%), don't know who they would vote for (18%) or refuse to answer (8%) THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DONT KNOW/REFUSERS		
	3	3	Published Vote Intention Figures Percentages derived from the responses of 746 respondents		
	4	4	Q.1 Putting aside your own party support, do you think that David Cameron or Gordon Brown is more...? / Popular / Trustworthy	Base: All respondents	1001
	5	4	Q.1 Putting aside your own party support, do you think that David Cameron or Gordon Brown is more...? / Likeable / Of a strong leader	Base: All respondents	1001
	6	4	Q.1 Putting aside your own party support, do you think that David Cameron or Gordon Brown is more...? / Of a conviction politician / Courageous	Base: All respondents	1001
	7	4	Q.1 Putting aside your own party support, do you think that David Cameron or Gordon Brown is more...? / Understanding of ordinary people.	Base: All respondents	1001
	8	5	Q.2 Who do you trust more to get each of the following issues right, David Cameron or Gordon Brown? / The economy / Avoiding a recession	Base: All respondents	1001
	9	5	Q.2 Who do you trust more to get each of the following issues right, David Cameron or Gordon Brown? / Defence / Immigration	Base: All respondents	1001
	10	5	Q.2 Who do you trust more to get each of the following issues right, David Cameron or Gordon Brown? / Health / Law and order	Base: All respondents	1001

Page	Table	Title	Base Description	Base
11	5	Q.2 Who do you trust more to get each of the following issues right, David Cameron or Gordon Brown? / Education	Base: All respondents	1001
12	6	Q.3 Does the fact that the Prime Minister Gordon Brown is a Scottish MP and Scottish himself makes you less or more likely to vote for him or does it make no difference either way?	Base: All respondents	1001
13	7	Q.4 Does the fact that David Cameron studied at Eton make you more or less likely to vote for him or does it make no difference either way?	Base: All respondents	1001
14	8	Q.5 Gordon Brown has refused to hold a referendum on the EU treaty on giving more powers to Europe. Do you think his refusal is or is not a breach of trust with the British public?	Base: All respondents	1001
15	9	Classification / Gender / Age	Base: All respondents	1001
16	9	Classification / Social Class / Region	Base: All respondents	1001
17	9	Classification / Working status	Base: All respondents	1001
18	9	Classification / Tenure	Base: All respondents	1001
19	9	Classification / Foreign Holiday in last 3 years / Number of cars	Base: All respondents	1001
20	9	Classification / Internet Access	Base: All respondents	1001
21	9	Classification / What is the highest educational level that you have achieved to date?	Base: All respondents	1001
22	9	Classification / Marital Status / Children	Base: All respondents	1001
23	10	Q.C/D Voting in May 5th 2005 General Election	Base: All respondents	1001