



New York



London



Paris

Clear thinking in a complex world



## ICM Poll for Newsnight

**Fieldwork dates:** 2-3<sup>rd</sup> April 2008

**Interview Method:** Telephone, unless otherwise stated.

**Population effectively sampled:** All adults aged 18+ in Great Britain

**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:** 1010 adults aged 18+

**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.

**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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## Diana Inquest Poll

### CATI Fieldwork : April 2nd-3rd 2008

Absolutes/col percents

Table 1

**Q1. Which of the following is closest to your view?****Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1010	414	596	95	140	176	211	178	210	352	201	171	286	264	265	249	143	89
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89
Princess Diana's death was a tragic accident	623 62%	323 67%	300 57%	53 44%	106 66%	124 62%	106 62%	89 60%	144 69%	185 70%	195 67%	116 55%	126 52%	170 64%	168 63%	144 58%	82 58%	59 66%
There is something suspicious about the death of Princess Diana	309 31%	130 27%	179 34%	56 46%	44 27%	65 32%	52 31%	45 30%	48 23%	57 22%	79 27%	78 37%	95 39%	77 29%	81 31%	86 34%	44 31%	21 24%
Refused	18 2%	7 2%	10 2%	4 3%	2 1%	2 1%	* *	6 4%	4 2%	7 3%	1 *	4 2%	6 2%	4 1%	2 1%	5 2%	5 4%	2 2%
Don't know	60 6%	25 5%	35 7%	8 6%	8 5%	8 4%	12 7%	9 6%	14 7%	14 5%	18 6%	13 6%	15 6%	14 5%	14 5%	14 6%	11 8%	7 8%

## Diana Inquest Poll

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Absolutes/col percents

Table 2

**Q2. The inquest into the death of Princess Diana has cost nearly 3 million pounds. Which of the following is closest to your view?**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1010	414	596	95	140	176	211	178	210	352	201	171	286	264	265	249	143	89
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89
The Inquest was worth it to discover the truth.	196 19%	86 18%	110 21%	30 25%	34 21%	43 22%	35 20%	24 16%	31 15%	46 18%	59 20%	44 21%	47 19%	49 18%	45 17%	50 20%	35 24%	17 19%
The Inquest was a total waste of money	785 78%	391 81%	394 75%	84 70%	123 77%	154 77%	130 76%	121 81%	173 82%	210 80%	229 78%	161 76%	185 76%	203 77%	215 81%	195 78%	102 72%	70 79%
None of these	5 1%	3 1%	2 *	1 1%	- -	- -	1 1%	1 *	2 1%	- -	2 1%	2 1%	1 1%	3 1%	2 1%	- -	1 1%	- -
Refused	6 1%	2 *	4 1%	1 1%	1 1%	- -	1 *	1 1%	2 1%	3 1%	1 *	1 1%	1 *	2 1%	- -	2 1%	1 1%	1 1%
Don't know	17 2%	3 1%	15 3%	3 3%	2 1%	3 1%	4 2%	3 2%	3 2%	3 1%	2 1%	5 2%	8 3%	8 3%	3 1%	2 1%	3 2%	1 1%

## Diana Inquest Poll

### CATI Fieldwork : April 2nd-3rd 2008

Absolutes/col percents

Table 3  
**Classification**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1010	414	596	95	140	176	211	178	210	352	201	171	286	264	265	249	143	89
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89
<b>Gender</b>																		
Male	485 48%	485 100%	- -	73 61%	73 46%	91 45%	92 54%	72 48%	84 40%	132 50%	145 49%	111 52%	97 40%	135 51%	132 50%	115 46%	72 50%	32 36%
Female	525 52%	- -	525 100%	47 39%	87 54%	109 55%	79 46%	78 52%	126 60%	131 50%	148 51%	101 48%	145 60%	130 49%	133 50%	135 54%	71 50%	57 64%
<b>Age</b>																		
18-24	(21) 12%	73 15%	47 9%	120 100%	- -	- -	- -	- -	- -	29 11%	38 13%	35 16%	18 7%	34 13%	39 15%	25 10%	19 13%	3 4%
25-34	(29.5) 16%	73 15%	87 16%	- -	160 100%	- -	- -	- -	- -	40 15%	55 19%	41 19%	24 10%	42 16%	45 17%	45 18%	12 9%	16 18%
35-44	(39.5) 20%	91 19%	109 21%	- -	- -	200 100%	- -	- -	- -	64 24%	55 19%	46 22%	35 15%	47 18%	62 23%	37 15%	31 22%	22 25%
45-54	(49.5) 17%	92 19%	79 15%	- -	- -	- -	170 100%	- -	- -	53 20%	49 17%	36 17%	32 13%	53 20%	38 14%	41 16%	20 14%	18 20%
55-64	(59.5) 15%	72 15%	78 15%	- -	- -	- -	- -	150 100%	- -	34 13%	46 16%	30 14%	40 16%	43 16%	33 13%	39 16%	24 17%	11 12%
65+	(70) 21%	84 17%	126 24%	- -	- -	- -	- -	- -	210 100%	43 16%	49 17%	23 11%	94 39%	46 17%	48 18%	61 25%	36 25%	19 21%
Average age	46.71	45.37	47.94	21.00	29.50	39.50	49.50	59.50	70.00	45.49	45.18	42.47	53.58	46.12	44.50	48.14	48.71	47.80

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89
<b><u>Social Class</u></b>																		
AB	263 26%	132 27%	131 25%	29 24%	40 25%	64 32%	53 31%	34 22%	43 20%	263 100%	-	-	-	75 28%	70 26%	64 26%	32 22%	22 25%
C1	293 29%	145 30%	148 28%	38 32%	55 34%	55 27%	49 29%	46 31%	49 24%	-	293 100%	-	-	78 29%	83 32%	76 30%	35 25%	21 23%
C2	212 21%	111 23%	101 19%	35 29%	41 26%	46 23%	36 21%	30 20%	23 11%	-	-	212 100%	-	59 22%	61 23%	38 15%	36 25%	17 19%
DE	242 24%	97 20%	145 28%	18 15%	24 15%	35 18%	32 19%	40 26%	94 45%	-	-	-	242 100%	52 20%	50 19%	72 29%	39 28%	29 33%
<b><u>Region</u></b>																		
North	338 34%	147 30%	192 37%	28 24%	61 38%	59 30%	59 35%	50 33%	80 38%	86 33%	97 33%	55 26%	101 42%	-	-	249 100%	-	89 100%
Midlands	317 31%	158 33%	159 30%	45 38%	49 31%	71 36%	45 26%	45 30%	62 29%	80 30%	94 32%	74 35%	70 29%	-	265 100%	-	53 37%	-
South	355 35%	180 37%	174 33%	46 38%	49 31%	69 35%	66 39%	55 37%	68 32%	97 37%	102 35%	83 39%	71 30%	265 100%	-	-	90 63%	-

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89
<b><u>Working status</u></b>																		
Full-time	455 45%	297 61%	158 30%	60 50%	105 66%	121 60%	107 63%	50 33%	12 6%	143 54%	157 53%	110 52%	45 18%	133 50%	129 49%	91 36%	59 41%	44 50%
Part-time	121 12%	28 6%	93 18%	12 10%	20 13%	36 18%	26 15%	20 13%	7 3%	30 12%	42 14%	28 13%	21 9%	26 10%	31 12%	38 15%	18 13%	8 9%
Not working but seeking work or temporarily unemployed/sick	49 5%	20 4%	28 5%	13 11%	9 6%	10 5%	12 7%	5 3%	- -	5 2%	5 2%	19 9%	19 8%	16 6%	9 3%	19 8%	2 1%	4 4%
Not working/not seeking work	89 9%	15 3%	75 14%	6 5%	20 13%	28 14%	19 11%	13 8%	5 2%	12 5%	18 6%	20 9%	40 16%	19 7%	23 9%	21 9%	14 10%	11 13%
Retired	257 25%	106 22%	152 29%	- -	1 *	1 1%	6 4%	62 42%	187 89%	55 21%	55 19%	33 16%	114 47%	62 23%	57 21%	75 30%	45 31%	20 22%
Student	37 4%	19 4%	18 3%	29 24%	5 3%	4 2%	- -	- -	- -	16 6%	15 5%	2 1%	3 1%	8 3%	16 6%	6 2%	5 3%	2 2%
Refused	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	1 *	- -	- -	- -	1 *	* *	- -	- -	- -

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89
<b>Tenure</b>																		
Own outright	330 33%	157 32%	173 33%	23 19%	14 9%	22 11%	44 26%	86 57%	142 68%	97 37%	86 29%	54 26%	93 38%	91 34%	82 31%	85 34%	45 32%	27 30%
Own with a mortgage	391 39%	186 38%	205 39%	43 36%	90 56%	126 63%	86 51%	31 20%	14 7%	129 49%	135 46%	87 41%	40 16%	93 35%	109 41%	94 38%	55 38%	39 44%
Council	130 13%	57 12%	73 14%	10 9%	24 15%	27 14%	19 11%	22 15%	27 13%	7 3%	19 6%	32 15%	72 30%	28 11%	30 12%	41 16%	20 14%	10 11%
Housing Assoc.	44 4%	14 3%	30 6%	8 6%	6 4%	6 3%	10 6%	5 3%	10 5%	3 1%	15 5%	11 5%	15 6%	15 6%	8 3%	10 4%	5 3%	6 7%
Rented from someone else	81 8%	49 10%	32 6%	29 24%	22 14%	14 7%	5 3%	4 3%	7 3%	18 7%	29 10%	21 10%	12 5%	29 11%	21 8%	14 5%	14 10%	4 4%
Rent free	5 *	3 1%	2 *	1 1%	1 1%	1 *	1 1%	- -	1 *	* *	2 1%	1 1%	1 1%	2 1%	1 *	2 1%	- -	- -
Refused	30 3%	20 4%	11 2%	6 5%	2 1%	4 2%	6 3%	3 2%	9 4%	9 3%	8 3%	5 2%	9 4%	7 3%	12 4%	4 2%	4 3%	3 4%

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89
<b><u>Foreign Holiday in last 3 years</u></b>																		
Yes	606 60%	315 65%	291 55%	76 63%	98 62%	121 61%	111 65%	90 60%	109 52%	196 75%	191 65%	120 57%	99 41%	181 68%	151 57%	137 55%	85 60%	52 58%
No	404 40%	170 35%	234 45%	44 37%	62 38%	79 39%	59 35%	60 40%	101 48%	67 25%	102 35%	92 43%	143 59%	83 32%	113 43%	113 45%	57 40%	37 42%
<b><u>Number of cars</u></b>																		
None	210 21%	93 19%	117 22%	26 22%	30 18%	33 17%	26 15%	28 19%	67 32%	27 10%	53 18%	33 16%	96 40%	59 22%	44 16%	63 25%	22 15%	23 26%
1	420 42%	179 37%	241 46%	36 30%	69 43%	84 42%	58 34%	64 43%	109 52%	99 38%	127 43%	88 42%	106 44%	102 38%	97 37%	111 45%	66 47%	43 49%
2	290 29%	158 33%	132 25%	34 28%	56 35%	68 34%	59 35%	45 30%	29 14%	106 40%	86 29%	69 32%	29 12%	79 30%	92 35%	58 23%	40 28%	20 23%
3+	90 9%	55 11%	35 7%	23 19%	6 4%	15 8%	28 16%	13 8%	5 3%	31 12%	26 9%	22 11%	11 4%	25 10%	31 12%	17 7%	14 10%	2 3%

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89
<b><u>Internet Access</u></b>																		
At all	814 81%	414 85%	400 76%	118 98%	151 95%	190 95%	157 92%	96 64%	102 49%	242 92%	245 84%	182 86%	145 60%	219 83%	218 83%	201 81%	109 77%	66 74%
At home (net)	739 73%	379 78%	360 69%	108 90%	137 86%	176 88%	143 84%	87 58%	88 42%	230 87%	226 77%	155 73%	128 53%	198 75%	200 75%	182 73%	98 69%	62 70%
At work (net)	365 36%	205 42%	160 30%	42 35%	93 58%	108 54%	83 49%	33 22%	6 3%	143 55%	132 45%	70 33%	18 8%	115 43%	101 38%	83 33%	36 25%	29 33%
At home	409 41%	189 39%	221 42%	68 57%	53 33%	81 40%	67 39%	59 40%	82 39%	98 37%	103 35%	97 46%	111 46%	89 34%	110 41%	110 44%	64 45%	36 41%
At work	35 3%	15 3%	20 4%	1 1%	8 5%	13 6%	7 4%	6 4%	- -	11 4%	10 3%	13 6%	1 1%	7 3%	11 4%	11 4%	3 2%	4 4%
Both at home and at work	330 33%	190 39%	139 27%	40 34%	84 53%	96 48%	76 45%	27 18%	6 3%	132 50%	122 42%	58 27%	17 7%	108 41%	90 34%	72 29%	33 24%	26 29%
Somewhere else	40 4%	21 4%	19 4%	8 7%	6 4%	1 1%	7 4%	3 2%	14 7%	1 *	9 3%	15 7%	15 6%	15 6%	7 3%	9 4%	9 6%	- -
Not at all	196 19%	71 15%	125 24%	2 2%	9 5%	10 5%	13 8%	54 36%	108 51%	21 8%	48 16%	30 14%	97 40%	45 17%	46 17%	48 19%	33 23%	23 26%

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	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89
<b>What is the highest educational level that you have achieved to date?</b>																		
Secondary/ high school/ NVQ 1-3	569 56%	270 56%	299 57%	89 74%	77 48%	113 57%	92 54%	79 52%	119 57%	95 36%	165 56%	152 72%	156 64%	119 45%	167 63%	141 56%	91 64%	51 58%
University degree or equivalent professional qualification/ NVQ4	261 26%	124 25%	137 26%	20 16%	66 41%	49 25%	46 27%	42 28%	37 18%	108 41%	90 31%	32 15%	31 13%	94 35%	60 23%	61 24%	28 20%	18 20%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	62 6%	41 8%	22 4%	5 4%	12 7%	18 9%	10 6%	9 6%	8 4%	38 14%	14 5%	3 1%	8 3%	21 8%	10 4%	17 7%	7 5%	7 8%
None of these	84 8%	33 7%	51 10%	1 1%	4 2%	14 7%	15 9%	17 12%	33 16%	12 5%	15 5%	20 9%	37 15%	21 8%	17 6%	24 10%	12 9%	8 10%
Refused	34 3%	18 4%	16 3%	5 5%	1 1%	5 2%	7 4%	3 2%	13 6%	9 3%	9 3%	6 3%	11 4%	9 4%	10 4%	7 3%	3 2%	5 5%

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	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89
<b><u>Marital Status</u></b>																		
Single	212 21%	129 27%	83 16%	80 66%	38 24%	41 21%	22 13%	19 12%	12 6%	48 18%	71 24%	50 23%	44 18%	74 28%	52 20%	47 19%	23 16%	16 18%
Married/ co-habiting	596 59%	284 59%	312 59%	37 31%	117 73%	130 65%	114 67%	89 59%	109 52%	183 70%	162 55%	140 66%	111 46%	142 54%	164 62%	151 61%	85 60%	54 61%
Widowed/ separated/ divorced	180 18%	58 12%	122 23%	- -	6 3%	24 12%	28 17%	40 26%	82 39%	26 10%	54 19%	19 9%	81 33%	43 16%	41 16%	49 20%	31 22%	16 18%
Refused	22 2%	14 3%	8 1%	4 3%	- -	5 2%	5 3%	2 2%	6 3%	6 2%	6 2%	5 2%	6 2%	6 2%	7 3%	3 1%	3 2%	3 3%
<b><u>Children</u></b>																		
None aged 18 or under	693 69%	342 71%	350 67%	95 79%	80 50%	64 32%	104 61%	143 95%	207 99%	177 68%	194 66%	130 61%	191 79%	195 74%	165 62%	179 72%	101 71%	53 60%
NET: Yes	317 31%	142 29%	175 33%	25 21%	79 49%	136 68%	66 39%	7 5%	3 1%	84 32%	99 34%	82 39%	51 21%	70 26%	100 38%	70 28%	41 29%	35 39%
NET: Yes any aged 15 or under	281 28%	117 24%	163 31%	25 21%	77 48%	124 62%	49 29%	3 2%	2 1%	72 27%	91 31%	74 35%	44 18%	64 24%	89 33%	60 24%	36 25%	32 36%
- Aged under 5	127 13%	59 12%	68 13%	22 18%	52 32%	48 24%	5 3%	- -	- -	30 11%	40 14%	36 17%	21 9%	26 10%	51 19%	23 9%	14 10%	13 14%
- Aged 5-10	126 12%	43 9%	83 16%	9 7%	33 21%	67 33%	17 10%	1 1%	- -	34 13%	37 13%	35 16%	20 8%	26 10%	43 16%	30 12%	12 9%	15 17%
- Aged 11-15	122 12%	50 10%	72 14%	1 1%	18 11%	64 32%	34 20%	2 1%	2 1%	31 12%	41 14%	32 15%	17 7%	25 9%	36 14%	29 12%	20 14%	13 14%
- Aged 16-18	70 7%	39 8%	30 6%	- -	2 1%	36 18%	27 16%	4 3%	1 *	16 6%	22 7%	17 8%	16 6%	9 4%	17 7%	18 7%	19 13%	7 8%
Refused	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1010	485	525	120	160	200	170	150	210	263	293	212	242	265	265	249	142	89
<b><u>Grocery shopping status</u></b>																		
Yes - do half or more	781	299	481	62	126	168	130	117	178	189	235	151	205	201	191	200	113	76
	77%	62%	92%	52%	79%	84%	76%	78%	85%	72%	80%	71%	85%	76%	72%	80%	80%	86%
No - do less than half	216	178	38	57	34	30	37	31	27	68	54	60	34	59	71	48	27	10
	21%	37%	7%	48%	21%	15%	21%	21%	13%	26%	18%	28%	14%	22%	27%	19%	19%	11%
Refused	14	8	6	1	-	2	4	2	5	5	4	1	4	4	3	2	2	3
	1%	2%	1%	*	-	1%	2%	1%	2%	2%	1%	*	1%	2%	1%	1%	1%	3%