



ICM Poll for News of the World

Fieldwork dates: 15-17th October 2008

Interview Method: Telephone, unless otherwise stated.

Population effectively sampled: All adults aged 18+ in GB

Sampling Method: Within Great Britain, 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: 1,041 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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Gordon Brown Survey

CATI Fieldwork : October 15th-17th 2008

Absolutes/col percents

Table 1

Q.1 From what you have seen and heard, do you think Gordon Brown is handling the current financial crisis well or badly?

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	1041	474	567	68	135	193	211	196	238	338	248	156	299	266	276	260	146	93
Weighted base	1041	500	541	124	165	206	175	155	216	271	302	219	250	273	273	257	147	92
Net: Well	565 54%	304 61%	261 48%	61 49%	80 49%	104 50%	108 62%	94 61%	119 55%	163 60%	172 57%	106 48%	124 50%	143 52%	146 54%	140 54%	75 51%	62 68%
Very well	(4) 12%	70 14%	55 10%	9 8%	9 6%	13 6%	21 12%	25 16%	47 22%	35 13%	31 10%	16 7%	44 18%	28 10%	28 10%	31 12%	21 14%	17 19%
Fairly well	(3) 42%	234 47%	206 38%	51 42%	71 43%	91 44%	87 50%	69 44%	71 33%	128 47%	142 47%	90 41%	80 32%	115 42%	119 43%	109 42%	53 36%	45 49%
Fairly badly	(2) 21%	87 17%	131 24%	32 26%	49 30%	48 23%	25 14%	26 17%	38 18%	55 20%	72 24%	44 20%	48 19%	60 22%	60 22%	51 20%	36 25%	11 12%
Very badly	(1) 15%	76 15%	78 14%	18 14%	22 14%	34 17%	27 15%	19 12%	33 15%	30 11%	35 12%	45 21%	44 18%	36 13%	44 16%	36 14%	27 19%	11 12%
Net: Badly	373 36%	163 33%	209 39%	50 40%	72 43%	83 40%	52 30%	45 29%	72 33%	84 31%	107 35%	89 41%	92 37%	95 35%	104 38%	88 34%	64 43%	22 24%
Don't know	103 10%	33 7%	71 13%	13 10%	13 8%	20 10%	15 9%	16 10%	26 12%	23 9%	22 7%	24 11%	33 13%	34 13%	23 8%	30 12%	9 6%	8 8%
Mean	2.57	2.64	2.51	2.47	2.44	2.44	2.64	2.72	2.70	2.68	2.60	2.39	2.57	2.57	2.52	2.59	2.50	2.82
Standard deviation	0.92	0.93	0.90	0.87	0.82	0.87	0.92	0.92	1.03	0.86	0.84	0.93	1.03	0.89	0.91	0.92	0.98	0.91
Standard error	0.03	0.04	0.04	0.11	0.07	0.07	0.07	0.07	0.07	0.05	0.06	0.08	0.06	0.06	0.06	0.06	0.08	0.10

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Table 2

Q.2 In the light of recent events, has Gordon Brown's handling of the current financial crisis made you more likely or less likely to vote Labour at the next General Election or made no difference one way or the other?

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	1041	474	567	68	135	193	211	196	238	338	248	156	299	266	276	260	146	93
Weighted base	1041	500	541	124	165	206	175	155	216	271	302	219	250	273	273	257	147	92
More likely	131 13%	73 15%	59 11%	14 12%	15 9%	27 13%	19 11%	25 16%	30 14%	40 15%	42 14%	24 11%	25 10%	41 15%	36 13%	29 11%	15 10%	11 12%
Made no difference	618 59%	309 62%	308 57%	83 67%	103 62%	114 55%	109 62%	91 59%	117 54%	174 64%	181 60%	120 55%	143 57%	157 57%	159 58%	152 59%	87 60%	62 68%
Less likely	229 22%	90 18%	139 26%	23 19%	42 26%	53 26%	35 20%	25 16%	51 24%	43 16%	69 23%	63 29%	54 22%	60 22%	60 22%	57 22%	35 24%	16 18%
Would not vote	29 3%	18 4%	11 2%	- -	1 1%	6 3%	4 3%	7 5%	10 5%	7 3%	4 1%	5 2%	13 5%	8 3%	6 2%	9 3%	6 4%	1 1%
Don't know	34 3%	10 2%	24 4%	3 2%	3 2%	6 3%	8 5%	6 4%	8 4%	6 2%	7 2%	7 3%	14 5%	7 3%	12 4%	10 4%	3 2%	2 2%

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Table 3

Q.3 Who would you trust more to handle the current financial crisis?**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	1041	474	567	68	135	193	211	196	238	338	248	156	299	266	276	260	146	93
Weighted base	1041	500	541	124	165	206	175	155	216	271	302	219	250	273	273	257	147	92
Gordon Brown and Alistair Darling	447 43%	238 48%	209 39%	53 43%	67 41%	86 42%	78 44%	75 48%	88 41%	134 50%	135 45%	74 34%	104 42%	109 40%	114 42%	107 42%	62 42%	55 61%
David Cameron and George Osborne	359 35%	172 34%	188 35%	52 42%	59 36%	74 36%	60 34%	39 25%	76 35%	85 32%	98 32%	95 44%	81 32%	103 38%	99 36%	90 35%	50 34%	17 19%
Neither	138 13%	62 12%	76 14%	8 6%	24 14%	32 16%	22 12%	25 16%	27 13%	34 12%	44 15%	26 12%	34 14%	34 12%	35 13%	38 15%	22 15%	10 11%
Don't know	96 9%	28 6%	68 13%	11 9%	15 9%	14 7%	16 9%	16 11%	24 11%	17 6%	25 8%	24 11%	30 12%	27 10%	25 9%	22 9%	12 8%	9 10%

	Page	Table	Title	Base Description	Base
	1	1	Q.1 From what you have seen and heard, do you think Gordon Brown is handling the current financial crisis well or badly?	Base: All respondents	1041
	2	2	Q.2 In the light of recent events, has Gordon Brown's handling of the current financial crisis made you more likely or less likely to vote Labour at the next General Election or made no difference one way or the other?	Base: All respondents	1041
	3	3	Q.3 Who would you trust more to handle the current financial crisis?	Base: All respondents	1041