ICM Poll for The Guardian

Fieldwork dates: 14-16th March 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: 1,003

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 .

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Opinion Poll
CATI Fieldwork : March 14th-16th 2008

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 Male	Gender Fe-male	Age 18-24	Age 25-34	Age 35-64	Age 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention Other	Vote In 2005 General Election Con	Vote In 2005 General Election Lab	Vote In 2005 General Election Lib Dem	Region North	Region Mid-lands	Region South
Unweighted base		1003	490	513	92	135	549	227	337	218	159	289	260	215	133	65	189	270	110	348	314	341
Weighted base		1003	483	520	117	157	516	213	261	290	211	241	265	198	143	55	190	230	127	333	312	358
Certain to vote	(10)	506	256	250	18	57	298	133	150	153	87	115	179	110	71	31	138	141	92	174	158	174
		50%	53%	48%	15%	36%	58%	62%	58%	53%	41%	48%	68%	56%	50%	56%	72%	61%	72%	52%	50%	49%
	(9)	58	28	30	7	13	26	12	20	18	7	13	22	10	11	5	15	17	12	15	23	20
		6%	6%	6%	6%	8%	5%	5%	8%	6%	3%	6%	8%	5%	8%	9%	8%	7%	9%	5%	7%	6%
	(8)	87	41	46	11	16	47	12	23	29	16	20	16	21	15	5	8	25	12	36	25	26
		9%	9%	9%	10%	11%	9%	6%	9%	10%	7%	8%	6%	11%	11%	10%	4%	11%	9%	11%	8%	7%
	(7)	62	31	31	14	14	23	12	12	15	19	16	17	9	15	3	9	13	8	28	15	19
		6%	7%	6%	12%	9%	4%	6%	5%	5%	9%	7%	6%	4%	10%	6%	5%	6%	6%	8%	5%	5%
	(6)	22	6	16	5	2	10	5	4	-	9	9	5	8	1	1	4	4	1	5	12	5
		2%	1%	3%	4%	1%	2%	2%	1%	-	4%	4%	2%	4%	1%	1%	2%	2%	1%	1%	4%	1%
	(5)	86	35	51	13	18	40	15	21	23	21	22	19	26	15	5	11	20	3	23	28	35
		9%	7%	10%	11%	12%	8%	7%	8%	8%	10%	9%	7%	13%	10%	9%	6%	9%	2%	7%	9%	10%
	(4)	17	8	9	12	3	1	1	3	7	7	-	-	5	6	1	-	-	-	1	8	8
		2%	2%	2%	10%	2%	*	1%	1%	2%	3%	-	-	3%	4%	2%	-	-	-	*	2%	2%
	(3)	22	7	15	1	3	11	6	5	4	6	7	4	5	6	2	2	2	1	8	6	8
		2%	1%	3%	1%	2%	2%	3%	2%	1%	3%	3%	2%	3%	4%	4%	1%	1%	1%	2%	2%	2%
	(2)	18	10	9	5	6	4	3	4	4	5	6	3	2	3	1	1	1	-	6	6	6
		2%	2%	2%	5%	4%	1%	1%	2%	1%	2%	2%	1%	1%	2%	3%	*	*	-	2%	2%	2%
Certain not to vote	(1)	111	57	55	28	23	53	8	16	35	33	27	-	-	-	-	2	8	-	35	28	49
		11%	12%	10%	24%	14%	10%	4%	6%	12%	16%	11%	-	-	-	-	1%	3%	-	10%	9%	14%
Refused		5	2	3	3	-	1	1	2	2	1	-	-	-	-	-	-	-	-	2	-	4
		1%	*	1%	3%	-	*	*	1%	1%	*	-	-	-	-	-	-	-	-	*	-	1%
Don't know		8	2	6	-	1	3	5	1	2	-	6	-	-	-	-	2	-	-	-	3	6
		1%	*	1%	-	1%	1%	2%	*	1%	-	2%	-	-	-	-	1%	-	-	-	1%	2%
Mean		7.64	7.73	7.55	5.37	6.92	8.03	8.46	8.24	7.74	6.88	7.52	8.96	8.34	8.13	8.42	9.14	8.65	9.36	7.80	7.73	7.40
Standard deviation		3.15	3.18	3.12	3.28	3.32	3.01	2.58	2.75	3.18	3.38	3.18	1.88	2.26	2.38	2.34	1.80	2.22	1.27	3.05	3.03	3.33
Standard error		0.10	0.14	0.14	0.35	0.29	0.13	0.17	0.15	0.22	0.27	0.19	0.12	0.15	0.21	0.29	0.13	0.14	0.12	0.16	0.17	0.18

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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 Male	Gender Fe-male	Age 18-24	Age 25-34	Age 35-64	Age 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention Other	Vote In 2005 General Election Con	Vote In 2005 General Election Lab	Vote In 2005 General Election Lib Dem	Region North	Region Mid-lands	Region South
Unweighted base	1003	490	513	92	135	549	227	337	218	159	289	260	215	133	65	189	270	110	348	314	341
Weighted base	1003	483	520	117	157	516	213	261	290	211	241	265	198	143	55	190	230	127	333	312	358
Conservative	265	134	131	16	39	138	72	70	84	58	53	265	-	-	-	149	27	20	74	99	92
	26%	28%	25%	14%	25%	27%	34%	27%	29%	28%	22%	100%	-	-	-	79%	12%	16%	22%	32%	26%
Labour	198	93	105	31	29	102	35	51	52	41	54	-	198	-	-	2	130	5	82	65	51
	20%	19%	20%	27%	19%	20%	17%	20%	18%	19%	22%	-	100%	-	-	1%	56%	4%	25%	21%	14%
Liberal Democrat/ Liberal	143	77	66	6	29	72	37	39	46	23	34	-	-	143	-	7	17	75	44	36	63
	14%	16%	13%	5%	18%	14%	17%	15%	16%	11%	14%	-	-	100%	-	4%	8%	59%	13%	12%	18%
Scottish National Party/ SNP	14	8	6	-	-	11	3	5	3	2	4	-	-	-	14	-	2	2	13	-	1
	1%	2%	1%	-	-	2%	1%	2%	1%	1%	2%	-	-	-	26%	-	1%	2%	4%	-	*
Plaid Cymru	6	1	5	-	-	4	2	1	1	3	1	-	-	-	6	-	1	-	-	6	-
	1%	*	1%	-	-	1%	1%	*	*	1%	1%	-	-	-	11%	-	1%	-	-	2%	-
Green Party	12	7	5	2	2	6	1	4	2	2	4	-	-	-	12	-	2	1	4	4	4
	1%	1%	1%	2%	2%	1%	*	1%	1%	1%	2%	-	-	-	22%	-	1%	1%	1%	1%	1%
UK Independence Party (UKIP)	10	6	4	-	1	6	2	7	2	1	1	-	-	-	10	2	3	-	-	5	5
	1%	1%	1%	-	1%	1%	1%	3%	1%	*	*	-	-	-	18%	1%	1%	-	-	2%	1%
Other	13	7	6	2	-	9	3	3	2	3	4	-	-	-	13	2	2	2	2	4	8
	1%	1%	1%	1%	-	2%	1%	1%	1%	2%	2%	-	-	-	24%	1%	1%	1%	*	1%	2%
Would not vote	111	57	55	28	23	53	8	16	35	33	27	-	-	-	-	2	8	-	35	28	49
	11%	12%	10%	24%	14%	10%	4%	6%	12%	16%	11%	-	-	-	-	1%	3%	-	10%	9%	14%
Don't know	164	58	106	28	26	82	27	44	44	34	42	-	-	-	-	21	36	17	59	50	54
	16%	12%	20%	24%	17%	16%	13%	17%	15%	16%	17%	-	-	-	-	11%	16%	13%	18%	16%	15%
Refused	67	35	32	4	8	33	22	21	18	10	17	-	-	-	-	4	3	6	21	15	31
	7%	7%	6%	3%	5%	6%	10%	8%	6%	5%	7%	-	-	-	-	2%	1%	5%	6%	5%	9%

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Absolutes/col percents

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 (16%) or refuse to answer (7%)
THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

| | 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	562	299	263	32	67	322	141	213	123	78	148	232	170	106	54	150	192	87	203	175	184
Weighted base	541	284	257	35	77	297	131	159	162	98	122	234	150	112	45	152	161	101	185	172	183
Conservative	234	126	108	13	31	126	63	65	73	49	47	234	-	-	-	141	25	17	64	87	83
	43%	44%	42%	38%	40%	42%	48%	41%	45%	50%	39%	100%	-	-	-	93%	16%	17%	35%	50%	45%
Labour	150	76	75	17	22	81	30	45	45	26	35	-	150	-	-	2	114	5	67	42	42
	28%	27%	29%	49%	29%	27%	23%	28%	28%	26%	29%	-	100%	-	-	2%	71%	5%	36%	25%	23%
Liberal Democrat/ Liberal	112	61	51	2	22	59	28	33	34	16	29	-	-	112	-	6	12	74	37	30	45
	21%	21%	20%	6%	28%	20%	22%	21%	21%	16%	24%	-	-	100%	-	4%	7%	73%	20%	17%	24%
Scottish National Party/ SNP	13	7	6	-	-	10	3	5	3	2	3	-	-	-	13	-	2	2	12	-	1
	2%	3%	2%	-	-	4%	2%	3%	2%	2%	2%	-	-	-	30%	-	1%	2%	7%	-	1%
Plaid Cymru	4	1	3	-	-	4	-	1	1	1	1	-	-	-	4	-	1	-	-	4	-
	1%	*	1%	-	-	1%	-	*	1%	1%	1%	-	-	-	8%	-	1%	-	-	2%	-
Green Party	8	4	5	1	2	4	1	3	2	1	3	-	-	-	8	-	2	1	4	2	3
	2%	1%	2%	3%	3%	1%	1%	2%	1%	1%	2%	-	-	-	19%	-	1%	1%	2%	1%	2%
UK Independence Party (UKIP)	8	5	3	-	-	6	2	5	2	1	1	-	-	-	8	2	3	-	-	5	3
	1%	2%	1%	-	-	2%	2%	3%	1%	1%	1%	-	-	-	17%	1%	2%	-	-	3%	2%
Other	11	5	6	2	-	7	3	3	2	2	3	-	-	-	11	1	2	2	2	3	7
	2%	2%	2%	4%	-	2%	2%	2%	1%	2%	3%	-	-	-	26%	1%	1%	2%	1%	2%	4%

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Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 732 respondents

	Total
Conservative	42%
Labour	29%
Liberal Democrat	21%
Other	8%

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Absolutes/col percents

Table 5
Q.1 Irrespective of which party you yourself support, which team do you think is better able to manage the economy properly, Gordon Brown and Alistair Darling or David Cameron and George Osborne?
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	1003	490	513	92	135	549	227	337	218	159	289	260	215	133	65	189	270	110	348	314	341
Weighted base	1003	483	520	117	157	516	213	261	290	211	241	265	198	143	55	190	230	127	333	312	358
Gordon Brown & Alistair Darling	318 32%	163 34%	154 30%	53 46%	44 28%	171 33%	50 23%	85 33%	95 33%	61 29%	76 32%	19 7%	148 75%	55 38%	21 37%	17 9%	128 56%	43 34%	133 40%	99 32%	85 24%
David Cameron & George Osborne	400 40%	204 42%	196 38%	28 24%	72 46%	191 37%	108 51%	103 39%	111 38%	88 42%	98 41%	216 81%	31 16%	53 37%	14 26%	148 78%	54 24%	46 36%	108 33%	139 44%	153 43%
Don't know	286 29%	116 24%	170 33%	35 30%	42 27%	154 30%	55 26%	73 28%	84 29%	62 29%	67 28%	30 11%	18 9%	35 25%	20 37%	26 14%	48 21%	38 30%	91 27%	74 24%	120 34%

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Absolutes/col percents

Table 6
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1003	1003
Weighted base		1003	1003
Gender			
Male		490	483
		49%	48%
Female		513	520
		51%	52%
Age			
18-24	(21)	92	117
		9%	12%
25-34	(29.5)	135	157
		13%	16%
35-44	(39.5)	183	195
		18%	19%
45-54	(49.5)	189	169
		19%	17%
55-64	(59.5)	177	152
		18%	15%
65+	(70)	227	213
		23%	21%
Average age		48.77	46.98

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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
Social Class		
AB	337	261
	34%	26%
C1	218	290
	22%	29%
C2	159	211
	16%	21%
DE	289	241
	29%	24%
Region		
North	348	333
	35%	33%
Midlands	314	312
	31%	31%
South	341	358
	34%	36%

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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
Working status		
Full-time	421 42%	454 45%
Part-time	138 14%	118 12%
Not working but seeking work or temporarily unemployed/sick	37 4%	38 4%
Not working/not seeking work	87 9%	87 9%
Retired	287 29%	259 26%
Student	29 3%	43 4%
Refused	4 *	4 *

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<u>Opinion Poll</u>
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Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
Tenure		
Own outright	359	332
	36%	33%
Own with a mortgage	349	387
	35%	39%
Council	100	126
	10%	13%
Housing Assoc.	47	39
	5%	4%
Rented from someone else	115	102
	11%	10%
Rent free	5	4
	*	*
Refused	28	14
	3%	1%

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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
Foreign Holiday in last 3 years		
Yes	637	602
	64%	60%
No	366	401
	36%	40%
Number of cars		
None	185	206
	18%	20%
1	458	418
	46%	42%
2	263	290
	26%	29%
3+	97	89
	10%	9%

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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
Internet Access		
At all	753 75%	759 76%
At home (net)	700 70%	706 70%
At work (net)	327 33%	331 33%
At home	401 40%	403 40%
At work	28 3%	28 3%
Both at home and at work	299 30%	303 30%
Somewhere else	25 2%	25 2%
Not at all	250 25%	244 24%

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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003

What is the highest educational level that you have achieved to date?

	Unweighted Total	Weighted Total
Secondary/ high school/ NVQ 1-3	507 51%	529 53%
University degree or equivalent professional qualification/ NVQ4	281 28%	271 27%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	88 9%	81 8%
None of these	99 10%	103 10%
Refused	28 3%	19 2%

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Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
Marital Status		
Single	207	223
	21%	22%
Married/ co-habiting	562	566
	56%	56%
Widowed/ separated/ divorced	214	206
	21%	21%
Refused	20	8
	2%	1%
Children		
None aged 18 or under	669	645
	67%	64%
NET: Yes	314	339
	31%	34%
NET: Yes any aged 15 or under	273	300
	27%	30%
- Aged under 5	115	132
	11%	13%
- Aged 5-10	127	139
	13%	14%
- Aged 11-15	114	120
	11%	12%
- Aged 16-18	76	75
	8%	7%
Refused	20	19
	2%	2%

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Opinion Poll
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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1003	1003
Grocery shopping status		
Yes - do half or more	769 77%	770 77%
No - do less than half	220 22%	228 23%
Refused	14 1%	5 1%

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Absolutes/col percents

Table 7
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
Conservative	189 19%	190 19%
Labour	270 27%	230 23%
Liberal Democrat/ Liberal	110 11%	127 13%
Scottish National Party/SNP	22 2%	16 2%
Plaid Cymru	4 *	3 *
Green Party	9 1%	8 1%
UK Independence Party (UKIP)	5 *	5 *
Others	14 1%	13 1%
Did not vote	295 29%	317 32%
Refused	60 6%	65 6%
Don't know	25 2%	29 3%

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Prepared on behalf of The Guardian by ICM Research

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