ICM Poll for The Sunday Mirror

Fieldwork dates: 12-13th August 2009

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: 1,005

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

Political Poll
CATI Fieldwork : August 12th-13th 2009

Table 1
Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually 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		1005	450	555	82	114	561	248	246	269	187	303	233	207	112	81	162	273	100	343	320	342
Weighted base		1005	479	526	114	160	521	210	267	291	206	241	265	180	128	79	196	227	130	328	317	360
Certain to vote	(10)	508	253	254	34	65	274	135	156	140	102	110	179	101	68	47	142	135	82	171	168	168
		51%	53%	48%	30%	40%	53%	64%	58%	48%	50%	46%	67%	56%	53%	60%	73%	59%	63%	52%	53%	47%
	(9)	43	25	19	4	4	27	9	7	16	12	9	12	7	8	7	8	12	6	13	11	20
		4%	5%	4%	4%	2%	5%	4%	3%	5%	6%	4%	4%	4%	7%	9%	4%	5%	5%	4%	4%	5%
	(8)	96	37	59	14	21	41	20	30	28	16	22	29	19	10	4	17	21	14	29	32	35
		10%	8%	11%	12%	13%	8%	9%	11%	10%	8%	9%	11%	10%	8%	5%	9%	9%	11%	9%	10%	10%
	(7)	46	24	22	2	14	27	4	21	14	4	8	12	8	12	5	6	11	8	8	18	20
		5%	5%	4%	2%	9%	5%	2%	8%	5%	2%	3%	5%	4%	9%	7%	3%	5%	6%	3%	6%	5%
	(6)	32	11	21	3	5	18	6	12	7	6	7	5	5	14	2	4	7	5	12	11	9
		3%	2%	4%	3%	3%	3%	3%	4%	3%	3%	3%	2%	3%	11%	3%	2%	3%	4%	4%	4%	3%
	(5)	80	32	48	10	16	40	14	9	22	18	31	14	26	12	5	10	23	4	34	13	33
		8%	7%	9%	9%	10%	8%	7%	4%	8%	9%	13%	5%	14%	10%	6%	5%	10%	3%	10%	4%	9%
	(4)	17	6	10	7	1	6	3	1	7	3	6	7	2	-	2	1	3	1	3	7	7
		2%	1%	2%	6%	1%	1%	1%	*	2%	2%	2%	3%	1%	-	3%	1%	1%	1%	1%	2%	2%
	(3)	23	12	11	4	8	8	3	9	6	4	4	7	5	4	4	1	3	2	9	5	9
		2%	3%	2%	3%	5%	2%	2%	3%	2%	2%	2%	3%	3%	3%	5%	1%	1%	2%	3%	2%	3%
	(2)	20	11	9	8	1	8	2	2	11	3	5	-	8	-	3	-	5	1	12	2	6
		2%	2%	2%	7%	*	2%	1%	1%	4%	1%	2%	-	4%	-	4%	-	2%	1%	4%	1%	2%
Certain not to vote	(1)	134	62	72	27	26	70	11	18	39	37	41	-	-	-	-	7	8	6	37	46	51
		13%	13%	14%	24%	16%	13%	5%	7%	14%	18%	17%	-	-	-	-	4%	3%	4%	11%	15%	14%
Refused		3	3	-	-	-	2	*	1	1	1	*	-	-	-	-	-	-	-	1	-	2
		*	1%	-	-	-	*	*	*	*	*	*	-	-	-	-	-	-	-	*	-	1%
Don't know		2	1	1	-	-	1	2	1	1	-	-	-	-	-	-	-	1	1	-	2	1
		*	*	*	-	-	*	1%	1%	*	-	-	-	-	-	-	-	*	*	-	1%	*
Mean		7.46	7.58	7.36	5.75	6.95	7.60	8.47	8.23	7.32	7.22	7.01	8.90	8.19	8.36	8.40	8.96	8.34	8.63	7.49	7.61	7.31
Standard deviation		3.29	3.30	3.28	3.67	3.35	3.26	2.63	2.73	3.36	3.52	3.46	1.91	2.48	2.07	2.49	2.17	2.53	2.38	3.27	3.29	3.32
Standard error		0.10	0.16	0.14	0.40	0.31	0.14	0.17	0.17	0.21	0.26	0.20	0.13	0.17	0.20	0.28	0.17	0.15	0.24	0.18	0.18	0.18

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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	1005	450	555	82	114	561	248	246	269	187	303	233	207	112	81	162	273	100	343	320	342
Weighted base	1005	479	526	114	160	521	210	267	291	206	241	265	180	128	79	196	227	130	328	317	360
Conservative	265	138	127	16	45	130	73	87	64	52	62	265	-	-	-	156	31	25	70	106	89
	26%	29%	24%	14%	28%	25%	35%	33%	22%	25%	25%	100%	-	-	-	79%	14%	19%	21%	33%	25%
Labour	180	85	95	21	28	94	37	34	51	37	58	-	180	-	-	1	121	6	76	48	56
	18%	18%	18%	18%	18%	18%	18%	13%	18%	18%	24%	-	100%	-	-	1%	53%	4%	23%	15%	15%
Liberal Democrat/ Liberal	128	57	71	15	24	67	22	43	39	21	25	-	-	128	-	5	14	64	40	33	55
	13%	12%	13%	13%	15%	13%	11%	16%	14%	10%	10%	-	-	100%	-	2%	6%	49%	12%	10%	15%
Scottish National Party/ SNP	21	11	10	1	-	12	7	5	8	2	6	-	-	-	21	-	6	1	21	-	-
	2%	2%	2%	1%	-	2%	4%	2%	3%	1%	3%	-	-	-	26%	-	3%	1%	6%	-	-
Plaid Cymru	13	3	10	-	-	12	1	4	1	3	5	-	-	-	13	-	-	-	-	13	-
	1%	1%	2%	-	-	2%	*	2%	*	1%	2%	-	-	-	16%	-	-	-	-	4%	-
Green Party	18	11	6	2	1	14	1	5	8	5	1	-	-	-	18	-	6	2	5	6	7
	2%	2%	1%	2%	*	3%	*	2%	3%	2%	*	-	-	-	23%	-	3%	2%	1%	2%	2%
UK Independence Party (UKIP)	20	10	10	1	3	11	6	5	6	8	2	-	-	-	20	4	6	-	3	4	13
	2%	2%	2%	1%	2%	2%	3%	2%	2%	4%	1%	-	-	-	26%	2%	3%	-	1%	1%	4%
British National Party (BNP)	6	4	2	1	1	2	1	1	1	2	1	-	-	-	6	-	1	-	4	1	1
	1%	1%	*	1%	1%	*	*	1%	*	1%	1%	-	-	-	7%	-	*	-	1%	*	*
Other	2	2	-	2	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	2
	*	*	-	1%	-	-	-	-	1%	-	-	-	-	-	2%	-	-	-	-	-	*
Would not vote	134	62	72	27	26	70	11	18	39	37	41	-	-	-	-	7	8	6	37	46	51
	13%	13%	14%	24%	16%	13%	5%	7%	14%	18%	17%	-	-	-	-	4%	3%	4%	11%	15%	14%
Don't know	147	59	88	25	23	75	23	42	46	29	30	-	-	-	-	16	31	24	48	42	57
	15%	12%	17%	22%	14%	14%	11%	16%	16%	14%	13%	-	-	-	-	8%	14%	18%	15%	13%	16%
Refused	72	35	37	2	9	33	28	24	26	11	11	-	-	-	-	7	4	3	25	19	29
	7%	7%	7%	2%	6%	6%	13%	9%	9%	6%	5%	-	-	-	-	3%	2%	2%	8%	6%	8%

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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 (13%), don't know who they would vote for (15%) or refuse to answer (7%)
THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	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	504	241	263	26	51	291	136	137	129	94	144	201	157	83	63	127	184	66	181	168	155
Weighted base	524	265	259	38	77	286	124	157	147	103	118	231	134	97	61	153	152	88	172	177	175
Conservative	231	123	108	11	36	119	65	78	56	47	51	231	-	-	-	145	25	25	60	93	78
	44%	47%	42%	30%	47%	42%	52%	50%	38%	45%	43%	100%	-	-	-	95%	17%	28%	35%	53%	44%
Labour	134	69	65	13	19	74	28	28	43	26	37	-	134	-	-	1	101	4	59	41	35
	26%	26%	25%	35%	25%	26%	23%	18%	30%	25%	31%	-	100%	-	-	1%	67%	5%	34%	23%	20%
Liberal Democrat/ Liberal	97	43	55	7	19	53	18	33	32	13	19	-	-	97	-	4	12	56	26	26	46
	19%	16%	21%	19%	25%	19%	14%	21%	22%	13%	16%	-	-	100%	-	2%	8%	63%	15%	15%	26%
Scottish National Party/ SNP	17	8	9	1	-	9	7	5	5	2	6	-	-	-	17	-	4	1	17	-	-
	3%	3%	3%	4%	-	3%	5%	3%	3%	2%	5%	-	-	-	28%	-	3%	1%	10%	-	-
Plaid Cymru	9	3	7	-	-	9	1	4	-	3	3	-	-	-	9	-	-	-	-	9	-
	2%	1%	3%	-	-	3%	1%	2%	-	3%	3%	-	-	-	15%	-	-	-	-	5%	-
Green Party	12	6	6	2	-	10	-	5	4	3	-	-	-	-	12	-	3	2	3	4	5
	2%	2%	2%	6%	-	3%	-	3%	3%	3%	-	-	-	-	19%	-	2%	2%	2%	2%	3%
UK Independence Party (UKIP)	18	9	8	1	2	10	5	4	6	7	1	-	-	-	18	3	6	-	3	3	12
	3%	4%	3%	3%	2%	3%	4%	3%	4%	7%	1%	-	-	-	29%	2%	4%	-	2%	2%	7%
British National Party (BNP)	5	3	2	1	1	2	1	1	1	2	1	-	-	-	5	-	1	-	4	1	1
	1%	1%	1%	4%	2%	1%	1%	1%	1%	2%	1%	-	-	-	8%	-	1%	-	2%	*	*

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Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 689 respondents

	Total
Conservative	43%
Labour	26%
Liberal Democrat	19%
Other	12%

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Table 5
Q.1 If Gordon Brown were to step down, which one of the following people do you think would make the best leader of the Labour Party?
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
Weighted Base	1005	479	526	114	160	521	210	267	291	206	241	265	180	128	79	196	227	130	328	317	360
Weighted Base for % (excl Dk/Ref)	457	240	217	48	68	248	93	150	129	88	90	139	107	81	38	96	137	62	149	141	167
David Miliband	122	67	56	15	12	71	24	42	38	22	21	45	24	18	11	26	42	10	34	48	41
	27%	28%	26%	31%	18%	29%	26%	28%	30%	24%	23%	32%	23%	22%	29%	27%	31%	16%	23%	34%	24%
Jack Straw	120	63	57	10	17	59	34	41	29	28	21	38	22	19	15	30	28	16	44	33	43
	26%	26%	26%	21%	25%	24%	36%	27%	23%	32%	24%	28%	21%	24%	39%	32%	20%	25%	29%	24%	26%
Alan Johnson	71	47	23	9	9	42	10	22	25	10	13	17	21	18	4	12	20	22	23	20	28
	15%	20%	11%	19%	13%	17%	11%	14%	20%	12%	14%	12%	19%	22%	9%	13%	15%	35%	15%	14%	17%
Peter Mandelsohn	66	33	33	3	14	32	17	21	12	13	19	17	22	10	2	9	27	3	25	15	26
	14%	14%	15%	6%	21%	13%	19%	14%	10%	15%	21%	12%	21%	12%	5%	10%	20%	4%	17%	11%	16%
Harriet Harman	38	15	23	5	6	21	5	14	10	7	7	8	5	11	3	9	6	10	11	13	13
	8%	6%	11%	10%	9%	9%	6%	9%	8%	8%	8%	6%	5%	13%	7%	9%	4%	16%	7%	10%	8%
Ed Balls	26	11	15	1	4	20	1	8	9	7	2	11	9	2	1	9	10	1	8	10	8
	6%	5%	7%	2%	6%	8%	1%	5%	7%	8%	2%	8%	8%	2%	3%	10%	8%	2%	5%	7%	5%
Jon Cruddas	14	4	10	5	5	3	1	3	5	-	7	4	4	3	3	-	3	1	5	2	8
	3%	2%	5%	11%	8%	1%	1%	2%	4%	-	7%	3%	4%	4%	8%	-	2%	2%	3%	1%	5%
Don't know/ Someone else	548	238	309	65	93	273	117	117	162	118	151	125	73	47	41	100	90	67	178	177	193

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Political Poll
CATI Fieldwork : August 12th-13th 2009

Table 6
Q.2 The General Election is likely to take place some time next year. If the Labour Party were led by Peter Mandelsohn rather than Gordon Brown, would you be more likely to vote Labour, less likely to vote Labour or would it make no difference one way or the other?
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	1005	450	555	82	114	561	248	246	269	187	303	233	207	112	81	162	273	100	343	320	342
Weighted base	1005	479	526	114	160	521	210	267	291	206	241	265	180	128	79	196	227	130	328	317	360
More likely	74	31	44	8	15	36	15	17	24	9	24	12	19	10	3	9	29	8	24	24	26
	7%	6%	8%	7%	9%	7%	7%	6%	8%	5%	10%	5%	11%	8%	4%	5%	13%	6%	7%	7%	7%
Less likely	200	110	90	10	18	116	56	56	62	43	39	71	24	31	22	49	45	35	73	43	84
	20%	23%	17%	8%	11%	22%	27%	21%	21%	21%	16%	27%	14%	24%	28%	25%	20%	27%	22%	13%	23%
No difference	705	325	379	94	124	355	133	183	201	149	171	180	136	85	54	133	151	87	220	243	241
	70%	68%	72%	82%	77%	68%	63%	69%	69%	72%	71%	68%	75%	66%	68%	68%	66%	67%	67%	77%	67%
Don't know	27	13	14	2	4	14	6	11	4	4	8	2	1	2	-	4	3	-	10	8	9
	3%	3%	3%	2%	3%	3%	3%	4%	1%	2%	3%	1%	*	1%	-	2%	1%	-	3%	2%	2%

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Political Poll
CATI Fieldwork : August 12th-13th 2009

Absolutes/col percents

Table 7
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1005	1005
Weighted base		1005	1005
Gender			
Male		450 45%	479 48%
Female		555 55%	526 52%
Age			
18-24	(21)	82 8%	114 11%
25-34	(29.5)	114 11%	160 16%
35-44	(39.5)	155 15%	201 20%
45-54	(49.5)	195 19%	169 17%
55-64	(59.5)	211 21%	151 15%
65+	(70)	248 25%	210 21%
Average age		50.52	46.87

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Absolutes/col percents

Table 7
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1005	1005
Social Grade		
AB	246 24%	267 27%
C1	269 27%	291 29%
C2	187 19%	206 20%
DE	303 30%	241 24%
Region		
North	343 34%	328 33%
Midlands	320 32%	317 32%
South	342 34%	360 36%

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Absolutes/col percents

Table 7
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1005	1005
Working status		
Full-time	358 36%	452 45%
Part-time	138 14%	122 12%
Not working but seeking work or temporarily unemployed/sick	49 5%	49 5%
Not working/not seeking work	75 7%	72 7%
Retired	310 31%	253 25%
Student	20 2%	23 2%
Refused	55 5%	34 3%

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Political Poll
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Absolutes/col percents

Table 7
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1005	1005
Tenure		
Own outright	374 37%	336 33%
Own with a mortgage	297 30%	390 39%
Council	111 11%	126 13%
Housing Assoc.	51 5%	33 3%
Rented from someone else	84 8%	62 6%
Rent free	9 1%	6 1%
Refused	79 8%	52 5%

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Political Poll
CATI Fieldwork : August 12th-13th 2009

Table 8
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1005	1005
Weighted base	1005	1005
Conservative	162 16%	196 20%
Labour	273 27%	227 23%
Liberal Democrat/ Liberal	100 10%	130 13%
Scottish National Party/SNP	14 1%	13 1%
Plaid Cymru	10 1%	8 1%
Green Party	8 1%	9 1%
UK Independence Party (UKIP)	6 1%	6 1%
British National Party (BNP)	4 *	5 1%
Others	3 *	3 *
Did not vote	303 30%	321 32%
Refused	98 10%	66 7%
Don't know	24 2%	20 2%

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