



Clear thinking in a complex world

ICM Poll for The Sunday Telegraph

Fieldwork dates: 14th-15th April 2010

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: 1,033

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 the 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 36,000 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 25 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 can be attributed to political imbalance in the sample and 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. We then weight people by their anticipated turnout. If someone is 10/10 certain to vote, they are given a weight of 1.0. If someone is 9/10 certain to vote they are given a weight of 0.9 etc. People who tell us they are likely to vote in the next General Election but did not vote in the last, are further down-weighted. If someone says they are 10/10 certain to vote but did not vote in 2005, they are given a weight of 0.5. If they say 9/10 certainty, the weight becomes 0.45 etc.

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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British Polling Council: ICM is a member of the British Polling Council and abides by its rules. <http://www.britishpollingcouncil.org/>

Opinion Poll

CATI Fieldwork : April 14th-15th 2010

Absolutes/col percents

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	1033	449	584	76	129	598	230	368	243	157	265	215	195	158	71	201	276	117	350	341	342	
Weighted base	1033	509	524	122	163	527	220	283	299	214	237	214	180	164	78	196	227	129	343	338	351	
Certain to vote	(10) 630	310	320	53	81	338	159	191	197	113	129	162	126	117	53	169	161	102	207	210	213	
		61%	61%	61%	43%	50%	64%	72%	68%	66%	53%	54%	76%	70%	72%	67%	86%	71%	79%	60%	62%	61%
	(9)	52	26	26	6	8	27	11	16	16	6	15	7	9	14	1	7	14	8	14	17	21
		5%	5%	5%	5%	5%	5%	5%	6%	5%	3%	6%	3%	5%	9%	1%	3%	6%	6%	4%	5%	6%
	(8)	64	35	28	9	17	29	9	21	16	17	10	17	16	9	4	9	14	6	15	26	23
		6%	7%	5%	7%	11%	6%	4%	7%	5%	8%	4%	8%	9%	5%	5%	5%	6%	4%	4%	8%	7%
	(7)	43	24	20	19	5	15	5	8	11	17	7	12	4	7	3	1	7	7	16	14	13
		4%	5%	4%	16%	3%	3%	2%	3%	4%	8%	3%	6%	2%	4%	4%	1%	3%	5%	5%	4%	4%
	(6)	24	6	18	6	6	11	1	6	6	3	9	1	7	4	2	1	7	-	5	11	8
		2%	1%	3%	5%	3%	2%	1%	2%	2%	1%	4%	1%	4%	2%	3%	1%	3%	-	1%	3%	2%
	(5)	58	28	30	13	10	25	9	12	14	10	21	8	10	9	8	3	11	6	22	18	18
		6%	5%	6%	11%	6%	5%	4%	4%	5%	5%	9%	4%	6%	5%	11%	1%	5%	4%	6%	5%	5%
	(4)	17	8	10	5	4	8	-	3	6	4	5	5	5	1	1	1	2	-	7	7	3
		2%	1%	2%	4%	3%	2%	-	1%	2%	2%	2%	2%	3%	1%	2%	*	1%	-	2%	2%	1%
	(3)	16	11	5	-	4	8	4	4	4	4	4	-	2	1	2	-	1	-	7	3	6
		2%	2%	1%	-	3%	1%	2%	1%	1%	2%	2%	-	1%	*	2%	-	*	-	2%	1%	2%
	(2)	16	9	6	3	5	3	5	2	2	6	5	1	1	2	5	-	3	1	6	1	9
		2%	2%	1%	2%	3%	1%	2%	1%	1%	3%	2%	1%	1%	1%	6%	-	1%	1%	2%	*	2%
Certain not to vote	(1) 106	49	57	9	21	60	17	19	25	32	30	-	-	-	-	5	8	-	40	30	36	
		10%	10%	11%	7%	13%	11%	8%	7%	9%	15%	13%	-	-	-	2%	3%	-	12%	9%	10%	
Refused	4	3	1	-	2	1	1	-	1	2	1	-	-	-	-	-	-	-	4	-	-	
		*	1%	*	-	1%	*	*	*	1%	*	-	-	-	-	-	-	-	1%	-	-	
Don't know	3	-	3	-	-	2	1	1	1	-	1	-	-	-	-	-	-	-	-	2	1	
		*	-	1%	-	-	*	*	*	-	*	-	-	-	-	-	-	-	-	1%	*	
Mean	8.06	8.09	8.03	7.53	7.45	8.15	8.59	8.59	8.37	7.46	7.58	9.24	8.99	9.15	8.39	9.51	8.88	9.40	7.86	8.27	8.05	
Standard deviation	3.07	3.05	3.10	2.82	3.32	3.10	2.84	2.65	2.88	3.40	3.32	1.60	1.87	1.72	2.61	1.62	2.25	1.43	3.24	2.86	3.10	
Standard error	0.10	0.14	0.13	0.32	0.29	0.13	0.19	0.14	0.19	0.27	0.20	0.11	0.13	0.14	0.31	0.11	0.14	0.13	0.17	0.16	0.17	

Opinion Poll

CATI Fieldwork : April 14th-15th 2010

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

	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	1033	449	584	76	129	598	230	368	243	157	265	215	195	158	71	201	276	117	350	341	342
Weighted base	1033	509	524	122	163	527	220	283	299	214	237	214	180	164	78	196	227	129	343	338	351
Conservative	214	116	99	31	31	92	61	75	58	43	38	214	-	-	-	128	16	9	57	69	88
	21%	23%	19%	25%	19%	17%	28%	26%	20%	20%	16%	100%	-	-	-	65%	7%	7%	16%	20%	25%
Labour	180	86	94	14	44	90	32	43	49	38	50	-	180	-	-	6	113	2	75	65	40
	17%	17%	18%	12%	27%	17%	14%	15%	16%	18%	21%	-	100%	-	-	3%	50%	2%	22%	19%	11%
Liberal Democrat/ Liberal	164	83	81	21	20	87	36	53	42	33	36	-	-	164	-	12	27	81	50	52	62
	16%	16%	15%	17%	12%	16%	16%	19%	14%	15%	15%	-	-	100%	-	6%	12%	63%	15%	15%	18%
Scottish National Party/ SNP	16	10	6	6	-	5	5	3	4	4	5	-	-	-	16	-	1	1	16	-	-
	2%	2%	1%	5%	-	1%	2%	1%	1%	2%	2%	-	-	-	20%	-	1%	1%	5%	-	-
Plaid Cymru	8	5	3	3	-	3	2	1	2	4	1	-	-	-	8	1	2	-	-	8	1
	1%	1%	1%	3%	-	1%	1%	*	1%	2%	*	-	-	-	11%	*	1%	-	-	2%	*
Green Party	13	5	8	-	5	8	-	6	5	-	2	-	-	-	13	2	1	2	2	4	7
	1%	1%	1%	-	3%	2%	-	2%	2%	-	1%	-	-	-	17%	1%	*	2%	1%	1%	2%
UK Independence Party (UKIP)	23	15	8	2	-	14	6	7	9	3	4	-	-	-	23	7	2	-	6	9	8
	2%	3%	1%	2%	-	3%	3%	2%	3%	2%	2%	-	-	-	29%	4%	1%	-	2%	3%	2%
British National Party (BNP)	10	7	2	2	1	6	-	3	1	3	2	-	-	-	10	1	2	-	4	1	4
	1%	1%	*	1%	1%	1%	-	1%	*	2%	1%	-	-	-	12%	1%	1%	-	1%	*	1%
Other	8	3	5	3	-	3	2	2	1	3	2	-	-	-	8	1	1	-	6	1	1
	1%	1%	1%	2%	-	1%	1%	1%	*	1%	1%	-	-	-	10%	*	1%	-	2%	*	*
Would not vote	106	49	57	9	21	60	17	19	25	32	30	-	-	-	-	5	8	-	40	30	36
	10%	10%	11%	7%	13%	11%	8%	7%	9%	15%	13%	-	-	-	-	2%	3%	-	12%	9%	10%
Don't know	194	75	119	24	31	108	31	44	68	39	43	-	-	-	-	21	46	26	52	69	73
	19%	15%	23%	20%	19%	20%	14%	16%	23%	18%	18%	-	-	-	-	11%	20%	20%	15%	20%	21%
Refused	97	54	43	8	10	51	29	27	33	13	24	-	-	-	-	12	9	8	35	31	32
	9%	11%	8%	6%	6%	10%	13%	10%	11%	6%	10%	-	-	-	-	6%	4%	6%	10%	9%	9%

Opinion Poll

CATI Fieldwork : April 14th-15th 2010

Absolutes/col percents

Table 3

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 (19%) or refuse to answer (9%)

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	519	240	279	24	57	302	136	207	114	73	125	179	158	130	53	156	182	82	182	168	169
Weighted base	501	263	238	38	71	261	130	156	139	98	108	173	139	133	55	151	150	90	170	162	169
Conservative	173	92	81	16	22	78	57	61	45	36	31	173	-	-	-	123	13	8	43	56	74
	35%	35%	34%	43%	31%	30%	44%	39%	33%	36%	29%	100%	-	-	-	81%	8%	9%	26%	35%	44%
Labour	139	72	67	5	29	75	30	34	39	29	37	-	139	-	-	6	107	2	63	48	29
	28%	27%	28%	12%	41%	29%	23%	22%	28%	30%	34%	-	100%	-	-	4%	71%	2%	37%	29%	17%
Liberal Democrat/ Liberal	133	67	67	12	16	74	31	45	35	24	28	-	-	133	-	11	24	77	41	42	51
	27%	25%	28%	31%	23%	28%	24%	29%	25%	25%	26%	-	-	100%	-	7%	16%	86%	24%	26%	30%
Scottish National Party/ SNP	11	6	4	2	-	5	4	2	3	2	4	-	-	-	11	-	*	1	11	-	-
	2%	2%	2%	5%	-	2%	3%	1%	2%	2%	4%	-	-	-	19%	-	*	1%	6%	-	-
Plaid Cymru	6	3	3	2	-	2	2	1	2	3	1	-	-	-	6	1	1	-	-	5	1
	1%	1%	1%	4%	-	1%	1%	1%	1%	3%	1%	-	-	-	11%	*	1%	-	-	3%	*
Green Party	11	5	6	-	3	8	-	5	4	-	1	-	-	-	11	2	1	2	2	3	6
	2%	2%	2%	-	4%	3%	-	3%	3%	-	1%	-	-	-	20%	1%	1%	2%	1%	2%	3%
UK Independence Party (UKIP)	16	10	6	1	-	10	5	4	8	1	3	-	-	-	16	6	2	-	5	6	6
	3%	4%	3%	3%	-	4%	4%	3%	6%	1%	3%	-	-	-	29%	4%	2%	-	3%	4%	3%
British National Party (BNP)	6	4	2	*	*	6	-	2	1	3	1	-	-	-	6	1	1	-	2	1	4
	1%	2%	1%	1%	1%	2%	-	1%	1%	3%	1%	-	-	-	12%	1%	1%	-	1%	1%	2%
Other	5	3	2	*	-	3	2	1	1	1	2	-	-	-	5	1	1	-	4	1	*
	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	2%	-	-	-	9%	1%	1%	-	2%	1%	*

Opinion Poll
CATI Fieldwork : April 14th-15th 2010

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 736 respondents

	<u>Total</u>
Conservative	34%
Labour	29%
Liberal Democrat	27%
Other	10%

Opinion Poll

CATI Fieldwork : April 14th-15th 2010

Absolutes/col percents

Table 5

Q.1 Putting aside your own party preference, which of the leaders' wives has impressed you most on the campaign trail so far?

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	1033	449	584	76	129	598	230	368	243	157	265	215	195	158	71	201	276	117	350	341	342
Weighted base	1033	509	524	122	163	527	220	283	299	214	237	214	180	164	78	196	227	129	343	338	351
Samantha Cameron	204 20%	99 20%	104 20%	24 20%	41 25%	93 18%	45 21%	56 20%	50 17%	49 23%	49 21%	100 47%	10 6%	39 24%	10 12%	84 43%	25 11%	24 19%	63 18%	68 20%	73 21%
Sarah Brown	158 15%	59 12%	99 19%	13 11%	27 17%	76 14%	42 19%	35 12%	43 14%	30 14%	51 22%	12 6%	76 42%	18 11%	7 9%	17 8%	60 27%	18 14%	72 21%	47 14%	39 11%
Miriam Clegg	87 8%	56 11%	31 6%	16 13%	13 8%	43 8%	15 7%	31 11%	24 8%	16 8%	15 7%	16 8%	8 4%	34 21%	5 7%	12 6%	20 9%	23 18%	25 7%	34 10%	28 8%
None of them	352 34%	178 35%	174 33%	28 23%	47 29%	202 38%	74 34%	100 35%	109 36%	69 32%	73 31%	43 20%	50 28%	42 26%	35 45%	48 24%	77 34%	38 30%	117 34%	119 35%	115 33%
Don't know	233 23%	116 23%	116 22%	41 33%	34 21%	113 22%	44 20%	62 22%	74 25%	49 23%	48 20%	42 20%	35 20%	30 18%	21 27%	37 19%	44 19%	25 20%	66 19%	70 21%	97 28%

Opinion Poll

CATI Fieldwork : April 14th-15th 2010

Absolutes/col percents

Table 6

Q.2 Do you think it is a good idea or bad idea to allow members of the public to help run front line public services such as schools, hospitals or the police?

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	1033	449	584	76	129	598	230	368	243	157	265	215	195	158	71	201	276	117	350	341	342
Weighted base	1033	509	524	122	163	527	220	283	299	214	237	214	180	164	78	196	227	129	343	338	351
Good idea	635	303	333	89	121	321	104	173	187	127	147	153	104	89	52	128	117	69	214	200	222
	62%	60%	63%	73%	74%	61%	47%	61%	63%	60%	62%	71%	58%	54%	66%	65%	51%	54%	62%	59%	63%
Bad idea	307	163	144	26	33	151	97	88	87	67	64	48	63	70	24	54	90	51	96	102	109
	30%	32%	27%	21%	20%	29%	44%	31%	29%	32%	27%	22%	35%	43%	30%	27%	40%	40%	28%	30%	31%
Don't know	91	43	48	6	10	55	19	22	25	19	25	13	12	5	3	14	20	8	34	36	21
	9%	8%	9%	5%	6%	10%	9%	8%	8%	9%	10%	6%	7%	3%	3%	7%	9%	6%	10%	11%	6%

Opinion Poll

CATI Fieldwork : April 14th-15th 2010

Absolutes/col percents

Table 7

Q.3 Do you support or oppose the British military operation in Afghanistan?**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	1033	449	584	76	129	598	230	368	243	157	265	215	195	158	71	201	276	117	350	341	342
Weighted base	1033	509	524	122	163	527	220	283	299	214	237	214	180	164	78	196	227	129	343	338	351
Support	418 40%	248 49%	170 32%	56 46%	69 42%	211 40%	82 37%	128 45%	120 40%	100 47%	70 30%	104 49%	92 51%	67 41%	19 24%	91 47%	103 45%	51 40%	131 38%	148 44%	140 40%
Oppose	497 48%	214 42%	283 54%	55 45%	73 45%	249 47%	121 55%	122 43%	143 48%	93 44%	139 59%	93 43%	70 39%	86 53%	50 64%	92 47%	100 44%	70 55%	179 52%	151 45%	168 48%
Refused	12 1%	4 1%	9 2%	- -	- -	7 1%	6 3%	3 1%	4 1%	- -	6 2%	4 2%	- -	1 *	- -	2 1%	1 *	1 1%	4 1%	4 1%	4 1%
Don't know	105 10%	42 8%	63 12%	12 9%	21 13%	61 12%	11 5%	30 11%	33 11%	20 9%	22 9%	13 6%	18 10%	10 6%	9 12%	11 6%	23 10%	7 5%	29 9%	36 11%	40 11%

Opinion Poll

CATI Fieldwork : April 14th-15th 2010

Absolutes/col percents

Table 8
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1033	1033
Weighted base		1033	1033
<u>Gender</u>			
Male		449 43%	509 49%
Female		584 57%	524 51%
<u>Age</u>			
18-24	(21)	76 7%	122 12%
25-34	(29.5)	129 12%	163 16%
35-44	(39.5)	180 17%	194 19%
45-54	(49.5)	215 21%	175 17%
55-64	(59.5)	203 20%	158 15%
65+	(70)	230 22%	220 21%
Average age		49.69	46.98

Opinion Poll
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Absolutes/col percents

Table 8
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1033	1033
<u>Social Grade</u>		
AB	368 36%	283 27%
C1	243 24%	299 29%
C2	157 15%	214 21%
DE	265 26%	237 23%
<u>Region</u>		
North	350 34%	343 33%
Midlands	341 33%	338 33%
South	342 33%	351 34%

Opinion Poll

CATI Fieldwork : April 14th-15th 2010

Absolutes/col percents

Table 8
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1033	1033
<u>Working status</u>		
Full-time	408 39%	454 44%
Part-time	142 14%	122 12%
Not working but seeking work or temporarily unemployed/sick	61 6%	63 6%
Not working/not seeking work	72 7%	63 6%
Retired	294 28%	262 25%
Student	34 3%	50 5%
Refused	22 2%	18 2%

Opinion Poll
CATI Fieldwork : April 14th-15th 2010

Absolutes/col percents

Table 8
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1033	1033
<u>Tenure</u>		
Own outright	379 37%	348 34%
Own with a mortgage	351 34%	360 35%
Council	101 10%	130 13%
Housing Assoc.	52 5%	42 4%
Rented from someone else	107 10%	115 11%
Rent free	12 1%	12 1%
Refused	31 3%	25 2%

Opinion Poll
CATI Fieldwork : April 14th-15th 2010

Absolutes/col percents

Table 9
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1033	1033
Weighted base	1033	1033
Conservative	201 19%	196 19%
Labour	276 27%	227 22%
Liberal Democrat/ Liberal	117 11%	129 12%
Scottish National Party/SNP	13 1%	13 1%
Plaid Cymru	3 *	3 *
Green Party	8 1%	8 1%
UK Independence Party (UKIP)	8 1%	10 1%
British National Party (BNP)	6 1%	8 1%
Others	4 *	5 *
Did not vote	308 30%	342 33%
Refused	69 7%	69 7%
Don't know	20 2%	24 2%