



## ICM Poll for The Guardian

**Fieldwork dates:** 19<sup>th</sup>-21<sup>st</sup> November 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:** 1,000

**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 : 19th-21st November 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 2010 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	1000	436	564	77	167	516	240	325	197	178	300	220	262	78	71	226	214	142	336	317	347	
Weighted base	1000	490	510	118	158	510	214	274	293	207	227	227	269	79	81	246	202	160	333	316	351	
Certain to vote	(10)	605	302	303	52	74	331	148	180	182	109	134	172	183	50	49	193	151	116	211	195	200
		61%	62%	59%	44%	47%	65%	69%	66%	62%	53%	59%	76%	68%	63%	60%	78%	75%	72%	63%	62%	57%
	(9)	51	24	27	6	14	23	8	17	13	11	11	15	6	5	7	14	6	14	13	12	26
		5%	5%	5%	5%	9%	5%	4%	6%	4%	5%	5%	7%	2%	7%	9%	6%	3%	9%	4%	4%	8%
	(8)	69	30	39	8	9	41	11	16	28	14	11	16	23	9	6	14	15	10	24	19	26
		7%	6%	8%	7%	6%	8%	5%	6%	10%	7%	5%	7%	9%	11%	7%	6%	7%	6%	7%	6%	7%
	(7)	42	16	26	10	7	21	4	17	9	8	7	10	14	6	5	10	8	2	8	8	26
		4%	3%	5%	9%	4%	4%	2%	6%	3%	4%	3%	4%	5%	7%	6%	4%	4%	1%	2%	3%	7%
	(6)	20	11	9	2	9	6	3	4	6	6	4	4	9	1	-	5	8	*	8	5	7
		2%	2%	2%	2%	6%	1%	1%	2%	2%	3%	2%	2%	3%	1%	-	2%	4%	*	2%	2%	2%
	(5)	65	28	37	13	13	24	15	11	19	21	14	5	19	5	4	7	7	8	19	21	25
		6%	6%	7%	11%	8%	5%	7%	4%	6%	10%	6%	2%	7%	7%	5%	3%	4%	5%	6%	7%	7%
	(4)	19	11	8	6	2	6	4	3	4	7	5	2	9	-	5	-	3	2	10	1	8
		2%	2%	2%	5%	1%	1%	2%	1%	1%	4%	2%	1%	3%	-	6%	-	1%	1%	3%	*	2%
	(3)	13	10	3	3	6	4	1	2	2	5	3	2	4	2	2	-	-	-	4	8	1
		1%	2%	1%	2%	4%	1%	*	1%	1%	3%	1%	1%	1%	2%	2%	-	-	-	1%	2%	*
	(2)	12	5	7	1	3	6	1	2	1	4	4	2	1	1	3	-	-	3	5	2	5
		1%	1%	1%	1%	2%	1%	1%	1%	*	2%	2%	1%	1%	2%	3%	-	-	2%	1%	1%	2%
Certain not to vote	(1)	95	48	48	16	21	43	15	16	29	21	30	-	-	-	-	2	4	4	30	41	25
		10%	10%	9%	13%	13%	8%	7%	6%	10%	10%	13%	-	-	-	-	1%	2%	2%	9%	13%	7%
Refused		4	3	1	1	-	3	1	3	-	-	1	-	-	-	-	-	-	-	1	2	1
		*	1%	*	1%	-	1%	*	1%	-	-	*	-	-	-	-	-	-	-	*	1%	*
Don't know		5	2	2	-	-	2	3	1	-	-	3	-	-	-	-	-	-	2	1	3	1
		*	*	*	-	-	*	1%	*	-	-	1%	-	-	-	-	-	-	1%	*	1%	*
Mean		8.11	8.10	8.11	7.14	7.32	8.39	8.55	8.63	8.21	7.62	7.79	9.32	8.82	8.82	8.51	9.39	9.10	9.07	8.17	7.94	8.19
Standard deviation		3.00	3.04	2.96	3.29	3.32	2.84	2.73	2.54	2.94	3.16	3.32	1.50	1.99	1.97	2.37	1.47	1.89	2.10	2.99	3.25	2.76
Standard error		0.10	0.15	0.13	0.38	0.26	0.13	0.18	0.14	0.21	0.24	0.19	0.10	0.12	0.22	0.28	0.10	0.13	0.18	0.16	0.18	0.15

## Opinion Poll

### CATI Fieldwork : 19th-21st November 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 2010 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	1000	436	564	77	167	516	240	325	197	178	300	220	262	78	71	226	214	142	336	317	347
Weighted base	1000	490	510	118	158	510	214	274	293	207	227	227	269	79	81	246	202	160	333	316	351
Conservative	227 23%	112 23%	115 23%	25 22%	28 18%	118 23%	56 26%	77 28%	71 24%	38 18%	41 18%	227 100%	-	-	-	184 75%	4 2%	10 6%	51 15%	82 26%	95 27%
Labour	269 27%	145 30%	124 24%	41 35%	36 23%	153 30%	39 18%	59 22%	87 30%	58 28%	66 29%	-	269 100%	-	-	11 5%	162 80%	34 21%	115 34%	77 24%	78 22%
Liberal Democrat/ Liberal	79 8%	35 7%	44 9%	8 7%	18 12%	35 7%	17 8%	27 10%	20 7%	12 6%	20 9%	-	-	79 100%	-	1 *	7 3%	55 34%	15 5%	26 8%	37 11%
Scottish National Party/ SNP	21 2%	11 2%	10 2%	1 1%	7 5%	10 2%	2 1%	5 2%	9 3%	5 2%	2 1%	-	-	-	21 25%	-	-	-	21 6%	-	-
Plaid Cymru	1 *	-	1 *	-	-	1 *	1 *	-	-	-	1 1%	-	-	-	1 2%	-	1 *	-	-	1 *	-
Green Party	15 1%	8 2%	7 1%	2 2%	7 5%	5 1%	-	5 2%	7 2%	1 1%	2 1%	-	-	-	15 18%	1 *	-	7 4%	5 1%	4 1%	6 2%
UK Independence Party (UKIP)	22 2%	6 1%	16 3%	2 2%	2 1%	8 2%	9 4%	4 1%	6 2%	9 4%	3 1%	-	-	-	22 27%	2 1%	-	6 4%	3 1%	7 2%	12 3%
British National Party (BNP)	11 1%	8 2%	3 1%	5 4%	-	5 1%	1 1%	-	2 1%	8 4%	1 *	-	-	-	11 13%	2 1%	-	2 1%	7 2%	-	3 1%
Other	12 1%	7 1%	6 1%	2 2%	3 2%	2 *	5 2%	3 1%	4 1%	1 *	4 2%	-	-	-	12 15%	1 1%	1 *	4 2%	2 1%	3 1%	7 2%
Will not vote	95 10%	48 10%	48 9%	16 13%	21 13%	43 8%	15 7%	16 6%	29 10%	21 10%	30 13%	-	-	-	-	2 1%	4 2%	4 2%	30 9%	41 13%	25 7%
Don't know	166 17%	69 14%	97 19%	14 11%	29 18%	81 16%	43 20%	50 18%	39 13%	39 19%	39 17%	-	-	-	-	30 12%	18 9%	35 22%	52 16%	51 16%	63 18%
Refused	82 8%	42 9%	40 8%	2 2%	6 4%	48 9%	26 12%	28 10%	20 7%	16 8%	18 8%	-	-	-	-	11 5%	5 3%	4 3%	33 10%	24 8%	25 7%

## Opinion Poll

### CATI Fieldwork : 19th-21st November 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 have said they would vote. I would like to know how certain it is that you would actually 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 (17%) or refuse to answer (8%)

**THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Gender			Age				Social Class				Voting Intention				Vote In 2010 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	530	238	292	40	78	284	128	179	113	85	153	192	216	65	58	176	170	93	178	163	189
Weighted base	556	281	275	66	79	295	117	158	177	104	117	203	221	65	67	194	162	108	184	177	194
Conservative	203 37%	102 36%	102 37%	25 38%	22 28%	104 35%	52 44%	69 44%	65 37%	33 32%	36 31%	203 100%	-	-	-	177 91%	4 2%	10 9%	47 25%	74 42%	82 42%
Labour	221 40%	120 43%	102 37%	26 40%	28 35%	133 45%	34 29%	49 31%	72 41%	47 45%	54 46%	-	221 100%	-	-	10 5%	151 93%	33 30%	95 51%	67 38%	59 31%
Liberal Democrat/ Liberal	65 12%	30 11%	35 13%	5 8%	13 17%	30 10%	17 14%	25 16%	15 9%	7 7%	17 15%	-	-	65 100%	-	1 *	6 4%	51 47%	12 7%	23 13%	30 15%
Scottish National Party/ SNP	18 3%	8 3%	10 4%	1 1%	6 7%	9 3%	2 2%	4 3%	8 4%	4 4%	2 1%	-	-	-	18 27%	-	-	-	18 10%	-	-
Plaid Cymru	1 *	-	1 *	-	-	1 *	* *	-	-	-	1 1%	-	-	-	1 2%	-	* *	-	-	1 1%	-
Green Party	13 2%	7 2%	6 2%	2 3%	6 8%	5 2%	-	4 3%	6 4%	1 1%	2 1%	-	-	-	13 20%	1 *	-	6 5%	4 2%	4 2%	5 3%
UK Independence Party (UKIP)	17 3%	4 1%	13 5%	1 1%	2 2%	7 2%	7 6%	3 2%	5 3%	6 6%	3 2%	-	-	-	17 25%	2 1%	-	4 4%	2 1%	6 4%	9 4%
British National Party (BNP)	8 1%	6 2%	2 1%	3 5%	-	3 1%	1 1%	-	2 1%	6 6%	1 *	-	-	-	8 12%	2 1%	-	2 1%	5 2%	-	3 2%
Other	10 2%	5 2%	5 2%	2 3%	1 2%	2 1%	4 4%	3 2%	4 2%	-	3 3%	-	-	-	10 15%	1 1%	1 1%	4 4%	2 1%	2 1%	5 3%

**Opinion Poll**  
**CATI Fieldwork : 19th-21st November 2010**

Col percents

Table 4  
**Published Vote Intention Figures**  
Percentages derived from the responses of 738 respondents

	<u>Total</u>
Conservative	36%
Labour	38%
Liberal Democrat	14%
Other	12%

## Opinion Poll

### CATI Fieldwork : 19th-21st November 2010

Absolutes/col percents

Table 5

**Q.1 Putting your own party preference aside, from what you have seen and heard would you say that, overall, the Coalition government is taking Britain in the right direction or the wrong direction?**

**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2010 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	1000	436	564	77	167	516	240	325	197	178	300	220	262	78	71	226	214	142	336	317	347
Weighted base	1000	490	510	118	158	510	214	274	293	207	227	227	269	79	81	246	202	160	333	316	351
Right direction	463 46%	241 49%	222 43%	51 43%	64 40%	241 47%	106 50%	153 56%	145 49%	75 36%	91 40%	203 89%	43 16%	49 62%	31 39%	201 82%	38 19%	68 42%	131 39%	157 49%	175 50%
Wrong direction	371 37%	181 37%	189 37%	44 38%	69 44%	196 38%	61 28%	81 30%	101 35%	99 48%	89 39%	13 6%	178 66%	21 26%	41 51%	27 11%	124 61%	62 39%	143 43%	110 35%	118 34%
Don't know	167 17%	67 14%	99 19%	22 19%	25 16%	73 14%	47 22%	40 14%	47 16%	33 16%	47 21%	11 5%	49 18%	9 12%	9 11%	18 7%	40 20%	30 19%	59 18%	50 16%	58 16%

## Opinion Poll

### CATI Fieldwork : 19th-21st November 2010

Absolutes/col percents

Table 6

**Q.2 From what you have seen or heard about the government's plans to reduce government spending, do you think they go...?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2010 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	1000	436	564	77	167	516	240	325	197	178	300	220	262	78	71	226	214	142	336	317	347
Weighted base	1000	490	510	118	158	510	214	274	293	207	227	227	269	79	81	246	202	160	333	316	351
Too far	447 45%	227 46%	220 43%	51 43%	71 45%	246 48%	80 37%	116 42%	130 44%	97 47%	104 46%	37 16%	197 73%	37 46%	40 49%	60 24%	140 69%	84 52%	173 52%	138 44%	137 39%
They strike about the right balance	346 35%	170 35%	176 35%	39 33%	50 31%	167 33%	90 42%	112 41%	114 39%	56 27%	65 28%	152 67%	39 14%	29 37%	20 24%	143 58%	38 19%	47 29%	101 30%	113 36%	132 38%
Not far enough	138 14%	67 14%	71 14%	20 17%	26 17%	70 14%	22 10%	33 12%	36 12%	37 18%	32 14%	32 14%	27 10%	9 11%	15 18%	35 14%	17 9%	21 13%	39 12%	49 15%	50 14%
Don't know	69 7%	26 5%	43 8%	8 7%	11 7%	28 5%	22 10%	13 5%	12 4%	16 8%	27 12%	6 3%	6 2%	4 6%	7 8%	8 3%	7 3%	8 5%	20 6%	17 5%	32 9%



## Opinion Poll

### CATI Fieldwork : 19th-21st November 2010

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1000	1000
Weighted base		1000	1000
<b><u>Gender</u></b>			
Male		436 44%	490 49%
Female		564 56%	510 51%
<b><u>Age</u></b>			
18-24	(21)	77 8%	118 12%
25-34	(29.5)	167 17%	158 16%
35-44	(39.5)	141 14%	190 19%
45-54	(49.5)	192 19%	170 17%
55-64	(59.5)	183 18%	151 15%
65+	(70)	240 24%	214 21%
Average age		49.31	46.97

**Opinion Poll**  
**CATI Fieldwork : 19th-21st November 2010**

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1000	1000
<b><u>Social Grade</u></b>		
AB	325 33%	274 27%
C1	197 20%	293 29%
C2	178 18%	207 21%
DE	300 30%	227 23%
<b><u>Region</u></b>		
North	336 34%	333 33%
Midlands	317 32%	316 32%
South	347 35%	351 35%

**Opinion Poll**  
**CATI Fieldwork : 19th-21st November 2010**

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1000	1000
<b><u>Working status</u></b>		
Full-time	416 42%	439 44%
Part-time	146 15%	121 12%
Not working but seeking work or temporarily unemployed/sick	50 5%	60 6%
Not working/not seeking work	62 6%	63 6%
Retired	279 28%	254 25%
Student	22 2%	41 4%
Refused	25 3%	22 2%

**Opinion Poll**  
**CATI Fieldwork : 19th-21st November 2010**

Absolutes/col percents

Table 7  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1000	1000
<b><u>Tenure</u></b>		
Own outright	345 35%	339 34%
Own with a mortgage	330 33%	349 35%
Council	100 10%	125 13%
Housing Assoc.	47 5%	35 3%
Rented from someone else	123 12%	109 11%
Rent free	5 1%	4 *
Refused	50 5%	40 4%

**Opinion Poll**  
**CATI Fieldwork : 19th-21st November 2010**

Absolutes/col percents

Table 8  
**Q.C/D Voting in May 6th 2010 General Election**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	226 23%	246 25%
Labour	214 21%	202 20%
Liberal Democrat/ Liberal	142 14%	160 16%
Scottish National Party/SNP	21 2%	22 2%
Plaid Cymru	4 *	4 *
Green Party	7 1%	7 1%
UK Independence Party (UKIP)	13 1%	17 2%
British National Party (BNP)	4 *	5 *
Others	6 1%	6 1%
Did not vote	244 24%	225 23%
Refused	101 10%	86 9%
Don't know	18 2%	19 2%