



ICM Poll for The Guardian

Fieldwork dates: 21st-23rd January 2011

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 2010 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 2010, 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 2010 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 2010.

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: martin.boon@icmresearch.co.uk

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 : 21st-23rd January 2011

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	443	557	73	176	544	207	370	204	157	269	185	285	88	62	215	226	186	336	314	350	
Weighted base	1000	492	508	119	159	509	212	271	288	212	229	202	270	82	70	246	202	160	336	321	343	
Certain to vote	(10)	565	295	270	52	75	284	154	172	158	106	129	149	171	46	54	178	136	98	201	187	177
		57%	60%	53%	44%	47%	56%	72%	64%	55%	50%	56%	74%	63%	57%	78%	72%	67%	61%	60%	58%	52%
	(9)	60	26	34	8	4	35	13	12	28	9	12	14	17	10	3	12	9	20	16	19	26
		6%	5%	7%	7%	3%	7%	6%	4%	10%	4%	5%	7%	6%	13%	4%	5%	4%	12%	5%	6%	7%
	(8)	96	44	52	16	16	51	13	26	31	23	16	19	27	7	5	32	17	16	26	37	33
		10%	9%	10%	13%	10%	10%	6%	10%	11%	11%	7%	9%	10%	8%	7%	13%	8%	10%	8%	12%	10%
	(7)	29	14	15	2	7	18	2	7	8	6	9	7	9	4	2	5	8	8	12	5	12
		3%	3%	3%	2%	5%	3%	1%	2%	3%	3%	4%	3%	3%	5%	3%	2%	4%	5%	4%	2%	3%
	(6)	22	8	14	3	2	15	2	6	8	6	2	5	5	3	-	2	4	4	8	10	5
		2%	2%	3%	3%	1%	3%	1%	2%	3%	3%	1%	3%	2%	3%	-	1%	2%	2%	2%	3%	1%
	(5)	63	25	38	9	16	34	5	15	14	19	15	6	24	8	3	6	12	7	21	18	24
		6%	5%	7%	7%	10%	7%	2%	5%	5%	9%	7%	3%	9%	10%	4%	2%	6%	4%	6%	6%	7%
	(4)	8	3	5	-	2	5	2	3	1	1	3	-	3	2	1	1	1	1	3	3	3
		1%	1%	1%	-	1%	1%	1%	1%	*	1%	1%	-	1%	3%	1%	*	*	1%	1%	1%	1%
	(3)	24	7	16	5	4	13	1	3	6	8	7	2	11	1	1	-	7	1	13	4	6
		2%	2%	3%	4%	2%	3%	1%	1%	2%	4%	3%	1%	4%	1%	1%	-	3%	1%	4%	1%	2%
	(2)	11	7	5	3	1	7	1	3	3	3	2	1	4	1	1	-	4	-	6	2	3
		1%	1%	1%	2%	1%	1%	*	1%	1%	2%	1%	*	1%	1%	1%	-	2%	-	2%	1%	1%
Certain not to vote	(1)	104	55	49	15	27	42	19	23	25	24	32	-	-	-	-	10	5	5	26	32	46
		10%	11%	10%	13%	17%	8%	9%	8%	9%	11%	14%	-	-	-	-	4%	2%	3%	8%	10%	13%
Refused		7	2	5	3	2	2	1	1	5	2	-	-	-	-	-	-	-	1	3	-	4
		1%	*	1%	2%	1%	*	*	*	2%	1%	-	-	-	-	-	-	-	1%	1%	-	1%
Don't know		10	5	5	3	3	4	1	1	2	5	3	-	-	-	-	-	1	*	3	4	4
		1%	1%	1%	2%	2%	1%	1%	*	1%	2%	1%	-	-	-	-	-	*	*	1%	1%	1%
Mean		7.98	8.08	7.89	7.37	7.16	8.07	8.72	8.32	8.19	7.56	7.70	9.31	8.66	8.66	9.24	9.10	8.68	8.87	8.10	8.15	7.70
Standard deviation		3.06	3.10	3.03	3.31	3.48	2.91	2.75	2.86	2.86	3.22	3.33	1.44	2.19	1.99	1.76	2.00	2.38	2.03	2.97	2.95	3.25
Standard error		0.10	0.15	0.13	0.39	0.27	0.13	0.19	0.15	0.20	0.26	0.20	0.11	0.13	0.21	0.22	0.14	0.16	0.15	0.16	0.17	0.18

Opinion Poll

CATI Fieldwork : 21st-23rd January 2011

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	443	557	73	176	544	207	370	204	157	269	185	285	88	62	215	226	186	336	314	350
Weighted base	1000	492	508	119	159	509	212	271	288	212	229	202	270	82	70	246	202	160	336	321	343
Conservative	202 20%	108 22%	93 18%	18 15%	27 17%	95 19%	62 29%	66 24%	52 18%	44 21%	41 18%	202 100%	-	-	-	163 66%	3 1%	8 5%	49 14%	83 26%	70 20%
Labour	270 27%	121 25%	149 29%	34 28%	50 31%	136 27%	51 24%	69 25%	71 25%	61 29%	69 30%	-	270 100%	-	-	12 5%	161 80%	32 20%	120 36%	77 24%	73 21%
Liberal Democrat/ Liberal	82 8%	43 9%	39 8%	19 16%	8 5%	40 8%	15 7%	22 8%	29 10%	12 6%	19 8%	-	-	82 100%	-	3 1%	6 3%	57 36%	29 9%	17 5%	36 11%
Scottish National Party/ SNP	19 2%	12 2%	7 1%	-	-	17 3%	2 1%	2 1%	5 2%	6 3%	5 2%	-	-	-	19 27%	1 *	-	1 1%	18 5%	-	1 *
Plaid Cymru	6 1%	5 1%	1 *	-	-	5 1%	1 *	3 1%	2 1%	-	*	-	-	-	6 9%	-	1 *	1 *	-	6 2%	-
Green Party	23 2%	9 2%	14 3%	2 2%	5 3%	13 3%	3 1%	8 3%	8 3%	3 1%	3 1%	-	-	-	23 32%	1 *	-	9 5%	6 2%	4 1%	13 4%
UK Independence Party (UKIP)	8 1%	6 1%	2 *	3 2%	-	5 1%	-	1 *	3 1%	3 1%	2 1%	-	-	-	8 12%	-	-	*	*	2 1%	6 2%
British National Party (BNP)	3 *	3 1%	-	-	-	3 1%	-	2 1%	1 *	-	-	-	-	-	3 5%	-	-	-	1 *	1 *	1 *
Other	10 1%	9 2%	1 *	2 2%	-	6 1%	2 1%	7 2%	-	2 1%	1 1%	-	-	-	10 15%	-	1 *	2 1%	5 1%	2 1%	4 1%
Will not vote	104 10%	55 11%	49 10%	15 13%	27 17%	42 8%	19 9%	23 8%	25 9%	24 11%	32 14%	-	-	-	-	10 4%	5 2%	5 3%	26 8%	32 10%	46 13%
Don't know	197 20%	91 19%	106 21%	20 17%	34 21%	108 21%	35 17%	46 17%	68 24%	44 21%	39 17%	-	-	-	-	45 18%	23 11%	39 24%	59 18%	77 24%	61 18%
Refused	75 8%	28 6%	47 9%	7 6%	9 6%	38 7%	21 10%	21 8%	23 8%	14 6%	18 8%	-	-	-	-	12 5%	3 1%	8 5%	22 7%	20 6%	33 10%

Opinion Poll

CATI Fieldwork : 21st-23rd January 2011

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 (20%) 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	524	251	273	34	77	291	121	210	101	72	141	164	235	72	53	153	174	117	187	164	173
Weighted base	523	275	248	59	69	268	127	154	150	100	119	180	214	67	62	173	153	99	188	168	167
Conservative	180	98	82	14	24	83	60	59	49	37	36	180	-	-	-	157	3	7	43	75	62
	34%	36%	33%	24%	34%	31%	47%	38%	33%	37%	30%	100%	-	-	-	91%	2%	7%	23%	45%	37%
Labour	214	99	115	21	36	110	47	57	59	41	56	-	214	-	-	11	144	29	94	67	53
	41%	36%	46%	37%	51%	41%	37%	37%	39%	41%	47%	-	100%	-	-	6%	94%	29%	50%	40%	32%
Liberal Democrat/ Liberal	67	38	29	17	6	31	14	18	25	9	16	-	-	67	-	3	5	53	25	12	31
	13%	14%	12%	29%	8%	12%	11%	12%	17%	9%	13%	-	-	100%	-	1%	4%	53%	13%	7%	18%
Scottish National Party/ SNP	18	12	7	-	-	16	2	2	5	6	5	-	-	-	18	1	-	1	18	-	1
	3%	4%	3%	-	-	6%	2%	1%	3%	6%	4%	-	-	-	29%	1%	-	1%	9%	-	*
Plaid Cymru	6	5	1	-	-	5	1	3	2	-	*	-	-	-	6	-	1	1	-	6	-
	1%	2%	*	-	-	2%	1%	2%	2%	-	*	-	-	-	10%	-	*	1%	-	4%	-
Green Party	18	6	12	1	4	10	2	7	6	3	2	-	-	-	18	1	-	7	3	3	11
	3%	2%	5%	2%	6%	4%	1%	4%	4%	3%	2%	-	-	-	29%	1%	-	7%	2%	2%	7%
UK Independence Party (UKIP)	8	6	2	3	-	5	-	1	3	3	2	-	-	-	8	-	-	*	*	2	6
	2%	2%	1%	5%	-	2%	-	*	2%	3%	2%	-	-	-	13%	-	-	*	*	1%	3%
British National Party (BNP)	3	3	-	-	-	3	-	2	1	-	-	-	-	-	3	-	-	-	1	1	1
	1%	1%	-	-	-	1%	-	1%	1%	-	-	-	-	-	5%	-	-	-	1%	1%	1%
Other	9	8	1	2	-	4	2	6	-	2	1	-	-	-	9	-	*	2	4	2	3
	2%	3%	*	4%	-	2%	2%	4%	-	2%	1%	-	-	-	14%	-	*	2%	2%	1%	2%

Opinion Poll
CATI Fieldwork : 21st-23rd January 2011

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 742 respondents

	<u>Total</u>
Conservative	35%
Labour	39%
Liberal Democrat	15%
Other	11%

Opinion Poll

CATI Fieldwork : 21st-23rd January 2011

Absolutes/col percents

Table 5

Q.1 Putting aside your own party preference, which one of the following do you think is most likely to have the best policies for dealing with Britain's problems?

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	443	557	73	176	544	207	370	204	157	269	185	285	88	62	215	226	186	336	314	350
Weighted base	1000	492	508	119	159	509	212	271	288	212	229	202	270	82	70	246	202	160	336	321	343
The present coalition government	406 41%	218 44%	188 37%	44 37%	53 33%	207 41%	102 48%	127 47%	114 40%	86 41%	78 34%	186 92%	28 10%	44 54%	24 34%	198 81%	22 11%	73 46%	115 34%	138 43%	153 45%
The Labour opposition	358 36%	172 35%	186 37%	41 34%	69 43%	188 37%	60 28%	91 33%	107 37%	76 36%	84 37%	8 4%	210 78%	16 20%	30 43%	23 9%	148 73%	60 38%	146 43%	108 34%	104 30%
Don't know	236 24%	102 21%	134 26%	34 29%	37 23%	114 22%	50 24%	53 20%	66 23%	50 23%	68 30%	8 4%	32 12%	21 26%	16 23%	25 10%	32 16%	27 17%	76 23%	74 23%	86 25%

Opinion Poll

CATI Fieldwork : 21st-23rd January 2011

Absolutes/col percents

Table 6

Q.2 Again putting aside your own party preference, based on what you have seen or heard which one of the following do you think would make the best Prime Minister for Britain?

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	443	557	73	176	544	207	370	204	157	269	185	285	88	62	215	226	186	336	314	350
Weighted base	1000	492	508	119	159	509	212	271	288	212	229	202	270	82	70	246	202	160	336	321	343
David Cameron - Conservatives	381 38%	203 41%	177 35%	38 32%	53 33%	196 38%	94 45%	121 45%	114 40%	77 36%	70 30%	168 83%	40 15%	23 28%	23 33%	181 74%	33 16%	46 29%	115 34%	123 38%	143 42%
Ed Miliband - Labour	253 25%	119 24%	134 26%	34 29%	52 32%	116 23%	51 24%	66 24%	63 22%	52 25%	72 31%	4 2%	167 62%	12 14%	17 24%	9 4%	117 58%	41 26%	100 30%	86 27%	66 19%
Nick Clegg - Liberal Democrats	118 12%	58 12%	60 12%	24 20%	19 12%	56 11%	19 9%	27 10%	50 17%	22 10%	20 9%	13 6%	20 7%	31 38%	8 12%	26 11%	18 9%	37 23%	42 12%	30 9%	46 13%
None of these	137 14%	66 13%	71 14%	9 8%	17 11%	77 15%	33 16%	34 12%	38 13%	30 14%	35 15%	7 4%	26 10%	6 7%	14 21%	15 6%	20 10%	18 11%	38 11%	48 15%	51 15%
Don't know	112 11%	45 9%	66 13%	14 12%	18 12%	64 13%	15 7%	25 9%	23 8%	31 15%	33 14%	9 5%	17 6%	11 13%	7 10%	15 6%	15 7%	18 11%	41 12%	32 10%	38 11%

Opinion Poll
CATI Fieldwork : 21st-23rd January 2011

Absolutes/col percents

Table 10
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	215 22%	246 25%
Labour	226 23%	202 20%
Liberal Democrat/ Liberal	186 19%	160 16%
Scottish National Party/SNP	12 1%	18 2%
Plaid Cymru	4 *	5 *
Green Party	11 1%	12 1%
UK Independence Party (UKIP)	9 1%	15 1%
British National Party (BNP)	8 1%	12 1%
Others	1 *	* *
Did not vote	214 21%	226 23%
Refused	92 9%	80 8%
Don't know	22 2%	24 2%

Opinion Poll
CATI Fieldwork : 21st-23rd January 2011

Absolutes/col percents

Table 11
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1000	1000
Weighted base		1000	1000
<u>Gender</u>			
Male		443 44%	492 49%
Female		557 56%	508 51%
<u>Age</u>			
18-24	(21)	73 7%	119 12%
25-34	(29.5)	176 18%	159 16%
35-44	(39.5)	166 17%	191 19%
45-54	(49.5)	208 21%	170 17%
55-64	(59.5)	170 17%	149 15%
65+	(70)	207 21%	212 21%
Average age		48.18	46.85

Opinion Poll
CATI Fieldwork : 21st-23rd January 2011

Absolutes/col percents

Table 11
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1000	1000
<u>Social Grade</u>		
AB	370 37%	271 27%
C1	204 20%	288 29%
C2	157 16%	212 21%
DE	269 27%	229 23%
<u>Region</u>		
North	336 34%	336 34%
Midlands	314 31%	321 32%
South	350 35%	343 34%

Opinion Poll
CATI Fieldwork : 21st-23rd January 2011

Absolutes/col percents

Table 11
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1000	1000
<u>Working status</u>		
Full-time	443 44%	440 44%
Part-time	170 17%	122 12%
Not working but seeking work or temporarily unemployed/sick	51 5%	67 7%
Not working/not seeking work	53 5%	62 6%
Retired	240 24%	247 25%
Student	25 3%	43 4%
Refused	18 2%	18 2%

Opinion Poll
CATI Fieldwork : 21st-23rd January 2011

Absolutes/col percents

Table 11
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1000	1000
<u>Tenure</u>		
Own outright	319 32%	332 33%
Own with a mortgage	386 39%	351 35%
Council	101 10%	128 13%
Housing Assoc.	39 4%	34 3%
Rented from someone else	116 12%	115 11%
Rent free	10 1%	11 1%
Refused	29 3%	29 3%