



## ICM Poll for The News of the World

**Fieldwork dates:** 28<sup>th</sup>-29<sup>th</sup> November 2007

**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:** 1,011

**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 : November 28th-29th 2007

Absolutes/col percents

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		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	1011	530	481	76	177	552	206	310	243	185	273	268	209	121	69	197	251	119	340	316	355	
Weighted base	1011	487	524	119	159	521	212	264	294	210	243	266	201	129	70	191	233	129	339	318	354	
Certain to vote	(10)	513	262	251	27	55	294	138	153	158	81	122	182	107	68	44	143	148	88	175	154	184
		51%	54%	48%	23%	34%	56%	65%	58%	54%	38%	50%	68%	53%	52%	63%	75%	64%	69%	52%	48%	52%
	(9)	73	37	36	8	11	35	20	18	20	16	19	24	21	10	4	15	18	12	22	21	30
		7%	8%	7%	7%	7%	7%	9%	7%	7%	8%	8%	9%	11%	8%	6%	8%	8%	10%	7%	7%	8%
	(8)	83	41	42	7	16	46	13	21	23	23	16	22	24	11	10	12	29	13	36	25	21
		8%	8%	8%	6%	10%	9%	6%	8%	8%	11%	7%	8%	12%	9%	14%	6%	13%	10%	11%	8%	6%
	(7)	46	21	25	5	15	21	5	13	12	15	6	8	11	12	1	2	8	5	13	14	19
		5%	4%	5%	4%	9%	4%	2%	5%	4%	7%	2%	3%	6%	9%	1%	1%	3%	4%	4%	4%	5%
	(6)	23	11	13	4	5	11	4	6	6	7	4	3	8	5	1	2	8	2	8	7	8
		2%	2%	2%	4%	3%	2%	2%	2%	3%	2%	2%	1%	4%	4%	1%	1%	4%	2%	2%	2%	2%
	(5)	77	30	47	30	18	27	2	13	31	17	16	14	19	8	4	7	9	2	28	27	22
		8%	6%	9%	25%	11%	5%	1%	5%	11%	8%	6%	5%	10%	6%	6%	4%	4%	1%	8%	8%	6%
	(4)	15	6	9	5	3	8	-	1	6	5	3	1	5	3	-	-	3	-	3	5	7
		1%	1%	2%	4%	2%	1%	-	1%	2%	2%	1%	1%	3%	2%	-	-	1%	-	1%	2%	2%
	(3)	29	11	19	8	8	9	5	9	3	9	9	6	4	9	5	4	2	2	15	7	8
		3%	2%	4%	6%	5%	2%	2%	3%	1%	4%	4%	2%	2%	7%	7%	2%	1%	1%	4%	2%	2%
	(2)	23	9	14	10	2	8	2	6	9	4	3	7	1	4	2	3	3	-	7	6	9
		2%	2%	3%	9%	1%	2%	1%	2%	3%	2%	1%	2%	1%	3%	2%	2%	1%	-	2%	2%	3%
Certain not to vote	(1)	120	55	65	14	28	59	19	22	26	34	39	-	-	-	-	1	4	3	30	47	43
		12%	11%	12%	12%	18%	11%	9%	8%	9%	16%	16%	-	-	-	-	1%	2%	2%	9%	15%	12%
Refused		1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
		*	*	-	1%	-	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-
Don't know		8	4	4	-	-	3	5	1	-	-	6	-	-	-	-	1	1	1	-	6	2
		1%	1%	1%	-	-	1%	2%	1%	-	-	3%	-	-	-	-	1%	1%	1%	-	2%	1%
Mean		7.59	7.81	7.39	5.78	6.65	7.92	8.53	8.08	7.82	6.91	7.38	8.97	8.50	8.17	8.62	9.16	8.86	9.13	7.76	7.36	7.64
Standard deviation		3.23	3.16	3.29	3.16	3.38	3.13	2.84	2.97	3.04	3.38	3.50	1.98	2.06	2.46	2.32	1.91	2.02	1.82	3.06	3.38	3.25
Standard error		0.10	0.14	0.15	0.37	0.25	0.13	0.20	0.17	0.19	0.25	0.21	0.12	0.14	0.22	0.28	0.14	0.13	0.17	0.17	0.19	0.17

## Opinion Poll

### CATI Fieldwork : November 28th-29th 2007

Absolutes/col percents

Table 2

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 (12%), 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**

	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	570	320	250	24	86	327	133	189	133	103	145	241	177	95	57	164	190	87	187	173	210
Weighted base	558	291	267	36	79	308	134	159	161	112	126	236	163	101	58	159	175	96	180	170	208
Conservative	236	121	115	7	32	132	65	72	68	50	45	236	-	-	-	153	22	22	62	75	99
	42%	42%	43%	18%	41%	43%	48%	45%	42%	44%	36%	100%	-	-	-	96%	13%	23%	35%	44%	47%
Labour	163	91	72	12	19	92	39	34	44	31	55	-	163	-	1	129	7	62	55	46	
	29%	31%	27%	34%	25%	30%	29%	21%	27%	27%	44%	-	100%	-	1%	74%	7%	34%	33%	22%	
Liberal Democrat/ Liberal	101	44	57	16	17	45	23	37	27	21	16	-	-	101	2	15	61	29	26	46	
	18%	15%	21%	44%	21%	15%	17%	24%	17%	18%	13%	-	-	100%	2%	9%	64%	16%	15%	22%	
Scottish National Party/ SNP	22	11	11	-	4	16	2	5	7	5	4	-	-	-	22	-	3	-	22	-	-
	4%	4%	4%	-	5%	5%	2%	3%	4%	5%	3%	-	-	-	38%	-	2%	-	12%	-	-
Plaid Cymru	5	4	1	-	1	5	-	-	2	2	1	-	-	-	5	-	-	-	-	5	-
	1%	1%	1%	-	1%	1%	-	-	1%	2%	1%	-	-	-	9%	-	-	-	-	3%	-
Green Party	10	5	5	2	4	3	1	3	6	-	1	-	-	-	10	-	5	2	2	2	6
	2%	2%	2%	4%	5%	1%	1%	2%	3%	-	1%	-	-	-	16%	-	3%	3%	1%	1%	3%
UK Independence Party (UKIP)	10	7	3	-	-	9	1	4	4	1	1	-	-	-	10	1	-	2	2	2	6
	2%	2%	1%	-	-	3%	1%	2%	2%	1%	1%	-	-	-	17%	*	-	2%	1%	1%	3%
Other	11	9	3	-	2	7	3	3	4	2	2	-	-	-	11	2	1	2	1	4	6
	2%	3%	1%	-	2%	2%	2%	2%	2%	2%	2%	-	-	-	20%	1%	*	2%	1%	3%	3%

**Opinion Poll**  
**CATI Fieldwork : November 28th-29th 2007**

Col percents

Table 3  
**Published Vote Intention Figures**  
Percentages derived from the responses of 715 respondents

	<u>Total</u>
Conservative	41%
Labour	30%
Liberal Democrat	19%
Other	10%

**Opinion Poll**  
**CATI Fieldwork : November 28th-29th 2007**

Absolutes/col percents

Table 4  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1011	1011
Weighted base		1011	1011
<b><u>Gender</u></b>			
Male		530 52%	487 48%
Female		481 48%	524 52%
<b><u>Age</u></b>			
18-24	(21)	76 8%	119 12%
25-34	(29.5)	177 18%	159 16%
35-44	(39.5)	205 20%	199 20%
45-54	(49.5)	181 18%	170 17%
55-64	(59.5)	166 16%	153 15%
65+	(70)	206 20%	212 21%
Average age		47.65	46.85

**Opinion Poll**  
**CATI Fieldwork : November 28th-29th 2007**

Absolutes/col percents

Table 4  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1011	1011
<b><u>Social Class</u></b>		
AB	310 31%	264 26%
C1	243 24%	294 29%
C2	185 18%	210 21%
DE	273 27%	243 24%
<b><u>Region</u></b>		
North	340 34%	339 34%
Midlands	316 31%	318 31%
South	355 35%	354 35%

**Opinion Poll**  
**CATI Fieldwork : November 28th-29th 2007**

Absolutes/col percents

Table 4  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1011	1011
<b><u>Working status</u></b>		
Full-time	428 42%	454 45%
Part-time	156 15%	121 12%
Not working but seeking work or temporarily unemployed/sick	45 4%	41 4%
Not working/not seeking work	41 4%	42 4%
Retired	258 26%	260 26%
Student	35 3%	44 4%
Houseperson/ housewife/ househusband	48 5%	49 5%

**Opinion Poll**  
**CATI Fieldwork : November 28th-29th 2007**

Absolutes/col percents

Table 4  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1011	1011
<b><u>Tenure</u></b>		
Own outright	346 34%	334 33%
Own with a mortgage	350 35%	389 38%
Council	121 12%	129 13%
Housing Assoc.	44 4%	35 3%
Rented from someone else	118 12%	99 10%
Rent free	12 1%	10 1%
Refused	20 2%	16 2%

**Opinion Poll**  
**CATI Fieldwork : November 28th-29th 2007**

Absolutes/col percents

Table 4  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1011	1011
<b><u>Foreign Holiday in last 3 years</u></b>		
Yes	655 65%	608 60%
No	356 35%	403 40%
<b><u>Number of cars</u></b>		
None	179 18%	209 21%
1	456 45%	421 42%
2	304 30%	291 29%
3+	72 7%	91 9%

**Opinion Poll**  
**CATI Fieldwork : November 28th-29th 2007**

Absolutes/col percents

Table 4  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1011	1011
<b><u>Internet Access</u></b>		
At all	756 75%	747 74%
At home (net)	688 68%	682 67%
At work (net)	316 31%	310 31%
At home	409 40%	408 40%
At work	37 4%	35 4%
Both at home and at work	279 28%	274 27%
Somewhere else	31 3%	30 3%
Not at all	251 25%	259 26%
Refused	4 *	5 *

**Opinion Poll**  
**CATI Fieldwork : November 28th-29th 2007**

Absolutes/col percents

Table 4  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1011	1011
<b><u>What is the highest educational level that you have achieved to date?</u></b>		
Secondary/ high school/ NVQ 1-3	579 57%	595 59%
University degree or equivalent professional qualification/ NVQ4	288 28%	282 28%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	93 9%	81 8%
None of these	36 4%	36 4%
Refused	15 1%	17 2%

**Opinion Poll**  
**CATI Fieldwork : November 28th-29th 2007**

Absolutes/col percents

Table 4  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1011	1011
<b><u>Marital Status</u></b>		
Single	207 20%	223 22%
Married/ co-habiting	617 61%	595 59%
Widowed/ separated/ divorced	172 17%	176 17%
Refused	15 1%	16 2%
<b><u>Children</u></b>		
None aged 18 or under	685 68%	698 69%
NET: Yes	310 31%	297 29%
NET: Yes any aged 15 or under	281 28%	268 27%
- Aged under 5	108 11%	107 11%
- Aged 5-10	141 14%	130 13%
- Aged 11-15	121 12%	112 11%
- Aged 16-18	70 7%	69 7%
Refused	16 2%	17 2%

**Opinion Poll**  
**CATI Fieldwork : November 28th-29th 2007**

Absolutes/col percents

Table 4  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1011	1011
<b><u>Grocery shopping status</u></b>		
I am the main grocery shopper in the household	676 67%	669 66%
I regularly do the main grocery shop	742 73%	736 73%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	817 81%	810 80%
I do not do grocery shopping	99 10%	109 11%
Refused	11 1%	13 1%

**Opinion Poll**  
**CATI Fieldwork : November 28th-29th 2007**

Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1011	1011
Weighted base	1011	1011
Conservative	197 19%	191 19%
Labour	251 25%	233 23%
Liberal Democrat/ Liberal	119 12%	129 13%
Scottish National Party/SNP	19 2%	20 2%
Plaid Cymru	4 *	4 *
Green Party	7 1%	6 1%
UK Independence Party (UKIP)	8 1%	8 1%
Others	8 1%	7 1%
Did not vote	309 31%	320 32%
Refused	69 7%	73 7%
Don't know	20 2%	22 2%