

ICM Poll in Glasgow East for the Sunday Telegraph & Sunday Mirror

Fieldwork dates: 10-11th July 2008

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method: Within the parliamentary constituency of Glasgow East, 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: 516

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age working status and social class, Targets for the weighted data were derived from census data.

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, 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 compared the declared past votes derived in 2) above to the actual result of the last general election in Glasgow East and gave a weight of 80% to the results of the last election and 20% to the reported past votes in this survey.

ICM is therefore assuming that most of the imbalance is attributable to political imbalance in the sample rather than faulty recall. Despite the fact that since 1992 past vote weighting has improved the accuracy of polls, overall a small bias to Labour is apparent in many polls when compared to the outcome of elections. Our move to weight to 80% attributable to political imbalance (from 70%) is designed to help remove the remaining bias.

Weighting for turnout

ICM ask respondents to say how likely it is that they will go and vote in the by-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 the by-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.

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

Glasgow East Poll

Fieldwork : July 10th-11th 2008

Absolutes/col percents

Table 1

Q.2 As you may know a by-election is to be held in Glasgow East on 24th July, following the resignation of David Marshall on health grounds. Many people we have spoken to have said that they probably won't vote in the by-election, while others say they definitely will vote. Please say how likely you are to vote in the by-election?

Base: All respondents

	Gender			Age						SEG				Voting Intention					Voting in May 2005 General Election					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-tish Labour	SNP	Scot-tish Con-ser-vative	Scot-tish Lib-eral Dem-o-cratic	Other	Scot-tish Labour	SNP	Scot-tish Con-ser-vative	Scot-tish Lib-eral Dem-o-cratic	Other	
Unweighted base	516	234	282	43	53	102	96	101	121	106	70	82	258	131	124	28	10	10	205	86	23	6	11	
Weighted base	516	235	281	55	91	109	85	71	105	45	104	68	299	129	114	27	24	13	196	62	21	31	9	
Certain to vote	(10)	296	137	159	18	36	66	49	51	76	26	69	27	173	93	71	15	23	5	129	34	14	27	6
		57%	58%	56%	32%	40%	60%	58%	73%	72%	58%	67%	40%	58%	72%	62%	58%	94%	39%	66%	56%	69%	87%	70%
	(9)	19	7	12	1	3	5	2	4	4	4	-	2	13	9	4	2	*	-	14	2	2	-	-
		4%	3%	4%	3%	4%	5%	2%	5%	3%	8%	-	3%	4%	7%	4%	6%	1%	-	7%	3%	8%	-	-
	(8)	29	11	18	13	4	4	2	2	3	2	11	6	11	7	10	*	1	*	6	6	-	-	*
		6%	5%	6%	24%	5%	4%	3%	2%	3%	4%	11%	8%	4%	6%	9%	2%	5%	2%	3%	10%	-	-	3%
	(7)	23	11	12	2	7	5	5	2	2	1	2	2	18	7	3	1	-	1	11	3	-	-	-
		5%	5%	4%	3%	8%	5%	6%	3%	2%	2%	2%	3%	6%	6%	2%	4%	-	8%	6%	5%	-	-	-
	(6)	19	8	11	3	6	4	1	2	2	3	2	3	11	3	4	-	-	3	2	3	-	-	-
		4%	4%	4%	6%	6%	3%	2%	3%	2%	6%	2%	5%	4%	2%	4%	-	-	26%	1%	5%	-	-	-
	(5)	51	20	31	7	14	11	16	2	1	3	8	10	30	9	16	7	-	3	22	4	3	4	1
		10%	9%	11%	13%	15%	10%	19%	3%	1%	6%	8%	14%	10%	7%	14%	26%	-	26%	11%	7%	14%	13%	13%
	(4)	4	1	3	-	-	-	3	1	-	1	1	-	2	*	1	-	-	-	2	1	-	-	*
		1%	*	1%	-	-	-	3%	2%	-	2%	1%	-	1%	*	1%	-	-	-	1%	2%	-	-	4%
	(3)	12	6	7	4	4	4	-	1	-	2	-	2	9	1	5	1	-	-	1	2	-	-	-
		2%	2%	2%	7%	4%	3%	-	1%	-	4%	-	3%	3%	*	4%	3%	-	-	*	3%	-	-	-
	(2)	5	2	3	2	-	2	*	-	-	*	-	3	1	-	1	*	-	-	*	-	-	-	-
		1%	1%	1%	3%	-	2%	1%	-	-	1%	-	5%	*	-	1%	1%	-	-	*	-	-	-	-
Definitely will not vote	(1)	42	23	19	5	8	8	5	4	12	3	4	9	25	-	-	-	-	-	7	2	2	-	-
		8%	10%	7%	9%	8%	7%	6%	6%	11%	8%	4%	14%	8%	-	-	-	-	-	3%	3%	8%	-	-
Refused		3	1	2	-	2	1	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-
		1%	*	1%	-	3%	*	-	-	-	-	1%	4%	-	-	-	-	-	-	-	-	-	-	-
Don't know		13	9	4	-	6	-	*	-	6	1	6	1	6	-	-	-	-	-	1	4	*	-	1
		2%	4%	1%	-	7%	-	1%	-	6%	2%	6%	1%	2%	-	-	-	-	-	1%	6%	2%	-	10%
Mean		8.00	7.96	8.03	6.92	7.29	8.05	7.91	8.74	8.67	8.10	8.80	6.83	7.97	9.15	8.46	8.20	9.89	7.42	8.68	8.39	8.53	9.37	8.94

Glasgow East Poll

Fieldwork : July 10th-11th 2008

Absolutes/col percents

Table 1

Q.2 As you may know a by-election is to be held in Glasgow East on 24th July, following the resignation of David Marshall on health grounds. Many people we have spoken to have said that they probably won't vote in the by-election, while others say they definitely will vote. Please say how likely you are to vote in the by-election?

Base: All respondents

	Gender		Age							SEG				Voting Intention					Voting in May 2005 General Election				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-tish Labour	SNP	Scot-tish Con-ser-vative	Scot-tish Lib-eral Demo-crat	Other	Scot-tish Labour	SNP	Scot-tish Con-ser-vative	Scot-tish Lib-eral Demo-crat	Other
Weighted base	516	235	281	55	91	109	85	71	105	45	104	68	299	129	114	27	24	13	196	62	21	31	9
Standard error	0.13	0.20	0.17	0.46	0.43	0.29	0.29	0.26	0.28	0.29	0.28	0.38	0.19	0.14	0.21	0.46	0.14	0.71	0.16	0.27	0.60	0.69	0.74

Glasgow East Poll

Fieldwork : July 10th-11th 2008

Absolutes/col percents

Table 2

Data derived from:-

Q.2 As you may know a by-election is to be held in Glasgow East on 24th July, following the resignation of David Marshall on health grounds. Many people we have spoken to have said that they probably won't vote in the by-election, while others say they definitely will vote. Please say how likely you are to vote in the by-election?

Q.3 Which party will you vote for in the by-election?

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

	Gender			Age						SEG				Voting Intention					Voting in May 2005 General Election				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-tish Labour	SNP	Scot-tish Conservative	Scot-tish Liberal Democrat	Other	Scot-tish Labour	SNP	Scot-tish Conservative	Scot-tish Liberal Democrat	Other
Unweighted base	255	128	127	12	18	52	42	62	69	52	33	37	133	113	102	23	10	7	135	55	17	4	4
Weighted base	253	119	133	12	33	58	42	47	60	22	56	27	147	116	88	19	24	6	130	36	14	24	4
Scottish Labour	116	59	57	2	16	21	17	23	37	4	7	9	96	116	-	-	-	-	102	1	1	-	-
	46%	49%	43%	13%	47%	37%	41%	49%	61%	18%	13%	32%	65%	100%	-	-	-	-	78%	3%	9%	-	-
SNP	88	48	39	6	16	25	12	15	12	14	19	15	39	-	88	-	-	-	22	34	1	6	1
	35%	40%	30%	50%	49%	44%	28%	33%	20%	63%	33%	57%	27%	-	100%	-	-	-	17%	94%	9%	24%	31%
Scottish Conservative	19	7	12	2	-	*	3	2	11	2	7	1	8	-	-	19	-	-	3	-	10	-	-
	7%	5%	9%	17%	-	1%	6%	4%	19%	9%	13%	5%	5%	-	-	100%	-	-	3%	-	73%	-	-
Scottish Liberal Democrat	24	3	21	-	1	10	9	5	-	1	19	-	4	-	-	-	24	-	*	1	1	18	-
	10%	3%	16%	-	2%	16%	22%	10%	-	7%	33%	-	3%	-	-	-	100%	-	*	2%	4%	76%	-
Scottish Socialist	2	-	2	2	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-	2
	1%	-	2%	19%	-	-	-	-	-	-	4%	-	-	-	-	-	-	39%	-	-	-	-	63%
Scottish Green	1	1	-	-	-	1	*	-	-	*	-	1	-	-	-	-	-	1	1	-	-	-	-
	1%	1%	-	-	-	2%	1%	-	-	1%	-	4%	-	-	-	-	-	21%	1%	-	-	-	-
Another party	3	1	1	-	1	-	1	1	-	1	1	1	-	-	-	-	-	3	1	1	1	-	*
	1%	1%	1%	-	2%	-	1%	3%	-	2%	3%	2%	-	-	-	-	-	41%	1%	1%	4%	-	6%

Glasgow East Poll
Fieldwork : July 10th-11th 2008

Col percents

Table 3
Published Vote Intention Figures
Percentages derived from the responses of 373 respondents

	<u>Total</u>
Scottish Labour	47%
SNP	33%
Scottish Liberal Democrat	9%
Scottish Conservative	7%
Others	3%

Glasgow East Poll
Fieldwork : July 10th-11th 2008

Absolutes/col percents

Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	516	516
Weighted base	516	516
Male	234 45%	235 46%
Female	282 55%	281 54%

Glasgow East Poll
Fieldwork : July 10th-11th 2008

Absolutes/col percents

Table 5
Age
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	516	516
Weighted base	516	516
18 - 24	43 8%	55 11%
25 - 34	53 10%	91 18%
35 - 44	102 20%	109 21%
45 - 54	96 19%	85 16%
55 - 64	101 20%	71 14%
65+	121 23%	105 20%

Glasgow East Poll
Fieldwork : July 10th-11th 2008

Absolutes/col percents

Table 6
SEG
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	516	516
Weighted base	516	516
A	36 7%	15 3%
B	70 14%	30 6%
C1	70 14%	104 20%
C2	82 16%	68 13%
D	78 15%	106 21%
E	180 35%	193 37%

Glasgow East Poll
Fieldwork : July 10th-11th 2008

Absolutes/col percents

Table 7
Work Status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	516	516
Weighted base	516	516
Working full time (30+ hrs a week)	198 38%	183 35%
Working part time (8-29 hrs a week)	45 9%	51 10%
Retired	165 32%	145 28%
Student	13 3%	22 4%
Unemployed	43 8%	59 11%
Looking after home/ family	25 5%	30 6%
Sick/ disabled/ other	27 5%	27 5%

Glasgow East Poll
Fieldwork : July 10th-11th 2008

Absolutes/col percents

Table 8
Tenure
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	516	516
Weighted base	516	516
Owned outright (without mortgage)	125 24%	60 12%
Owned with a mortgage or loan	154 30%	200 39%
Shared ownership	16 3%	6 1%
Council/social rent	181 35%	217 42%
Private rent	25 5%	11 2%
Rent free/other	15 3%	21 4%

Glasgow East Poll

Fieldwork : July 10th-11th 2008

Absolutes/col percents

Table 9

Q.4 At the last General Election, in May 2005, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Q.5 Which party did you vote for at the last general election in May 2005?

Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	516	516
Weighted base	516	516
Scottish Labour	205 40%	196 38%
SNP	86 17%	62 12%
Scottish Conservative	23 4%	21 4%
Scottish Liberal Democrat	6 1%	31 6%
Scottish Socialist	2 *	3 1%
Another party	9 2%	6 1%
Did not vote	113 22%	128 25%
Refused	46 9%	43 8%
Don't know	26 5%	27 5%

	Page	Table	Title	Base Description	Base
	1	1	Q.2 As you may know a by-election is to be held in Glasgow East on 24th July, following the resignation of David Marshall on health grounds. Many people we have spoken to have said that they probably won't vote in the by-election, while others say they definitely will vote. Please say how likely you are to vote in the by-election?	Base: All respondents	516
	2	1	Q.2 As you may know a by-election is to be held in Glasgow East on 24th July, following the resignation of David Marshall on health grounds. Many people we have spoken to have said that they probably won't vote in the by-election, while others say they definitely will vote. Please say how likely you are to vote in the by-election?	Base: All respondents	516
	3	2	Data derived from:- Q.2 As you may know a by-election is to be held in Glasgow East on 24th July, following the resignation of David Marshall on health grounds. Many people we have spoken to have said that they probably won't vote in the by-election, while others say they definitely will vote. Please say how likely you are to vote in the by-election? Q.3 Which party will you vote for in the by-election? THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DONT KNOW/REFUSERS		
	4	3	Published Vote Intention Figures Percentages derived from the responses of 373 respondents		
	5	4	Gender	Base: All respondents	516
	6	5	Age	Base: All respondents	516
	7	6	SEG	Base: All respondents	516
	8	7	Work Status	Base: All respondents	516
	9	8	Tenure	Base: All respondents	516
	10	9	Q.4 At the last General Election, in May 2005, many people didn't vote. Can you remember, did you vote in that election, or did you not vote? Q.5 Which party did you vote for at the last general election in May 2005?	Base: All respondents	516