



ICM Poll for The Sunday Mirror

Fieldwork dates: 19th-20th November 2008

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: 1,010

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 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 (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.

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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Economy Survey

CATI Fieldwork : November 19th-20th 2008

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	1010	449	561	90	131	579	210	292	264	165	289	256	234	100	52	173	289	91	338	319	353	
Weighted base	1010	488	522	123	160	514	213	267	296	208	239	275	202	121	51	194	224	129	332	315	363	
Certain to vote	(10)	536	267	269	38	54	296	147	151	166	94	126	182	126	66	30	149	142	88	176	162	198
		53%	55%	52%	31%	34%	58%	69%	57%	56%	45%	53%	66%	62%	54%	58%	77%	63%	68%	53%	52%	55%
	(9)	55	28	27	10	10	26	8	17	21	11	6	11	13	16	3	3	19	16	21	14	20
		5%	6%	5%	8%	6%	5%	4%	6%	7%	5%	2%	4%	6%	13%	6%	2%	9%	12%	6%	4%	5%
	(8)	96	56	40	22	15	44	14	28	29	16	23	34	16	7	10	20	20	8	28	30	38
		9%	11%	8%	18%	10%	9%	7%	10%	10%	8%	10%	12%	8%	6%	20%	11%	9%	6%	8%	9%	10%
	(7)	45	17	28	4	15	23	4	12	12	16	5	9	9	15	-	4	15	5	16	15	15
		4%	4%	5%	3%	9%	5%	2%	5%	4%	8%	2%	3%	4%	12%	-	2%	7%	4%	5%	5%	4%
	(6)	33	12	21	8	12	12	2	11	9	8	5	7	9	4	4	3	8	3	10	9	13
		3%	3%	4%	6%	7%	2%	1%	4%	3%	4%	2%	2%	4%	3%	8%	2%	4%	2%	3%	3%	4%
	(5)	71	31	40	9	11	38	13	16	13	20	23	19	13	7	4	7	10	4	25	27	19
		7%	6%	8%	7%	7%	7%	6%	6%	4%	9%	9%	7%	7%	6%	7%	4%	5%	3%	7%	9%	5%
	(4)	9	4	4	1	-	6	2	1	4	-	4	3	2	*	*	1	*	-	-	4	4
		1%	1%	1%	1%	-	1%	1%	*	1%	-	2%	1%	1%	*	1%	1%	*	-	-	1%	1%
	(3)	31	11	20	3	17	10	1	7	13	7	4	7	10	4	-	-	3	1	10	17	4
		3%	2%	4%	3%	10%	2%	*	3%	4%	3%	2%	2%	5%	3%	-	-	1%	1%	3%	5%	1%
	(2)	13	6	7	4	2	8	-	5	1	5	2	3	3	4	-	-	2	1	4	3	6
		1%	1%	1%	3%	1%	2%	-	2%	*	2%	1%	1%	1%	3%	-	-	1%	1%	1%	1%	2%
Certain not to vote	(1)	106	51	55	20	23	46	16	15	25	30	36	-	-	-	-	5	3	3	36	29	41
		11%	10%	11%	17%	14%	9%	8%	6%	8%	15%	15%	-	-	-	-	3%	1%	2%	11%	9%	11%
Refused		6	2	4	1	1	1	3	1	-	-	3	-	-	-	-	-	1	-	1	2	3
		1%	*	1%	1%	1%	*	1%	1%	-	-	1%	-	-	-	-	-	*	-	*	1%	1%
Don't know		10	3	7	3	-	3	4	3	1	1	4	-	-	-	-	1	*	-	5	2	3
		1%	1%	1%	3%	-	1%	2%	1%	*	*	2%	-	-	-	-	1%	*	-	1%	1%	1%
Mean		7.79	7.93	7.67	6.80	6.70	8.02	8.64	8.24	8.07	7.19	7.48	8.86	8.61	8.50	8.82	9.19	8.86	9.04	7.81	7.67	7.89
Standard deviation		3.10	3.05	3.15	3.36	3.31	2.98	2.68	2.72	2.93	3.34	3.39	1.96	2.22	2.18	1.69	1.89	1.96	1.97	3.11	3.10	3.10
Standard error		0.10	0.14	0.13	0.36	0.29	0.12	0.19	0.16	0.18	0.26	0.20	0.12	0.15	0.22	0.23	0.14	0.12	0.21	0.17	0.17	0.17

Prepared on behalf of Sunday Mirror by ICM Research

Economy Survey

CATI Fieldwork : November 19th-20th 2008

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	1010	449	561	90	131	579	210	292	264	165	289	256	234	100	52	173	289	91	338	319	353
Weighted base	1010	488	522	123	160	514	213	267	296	208	239	275	202	121	51	194	224	129	332	315	363
Conservative	275	136	139	27	35	144	68	92	75	53	56	275	-	-	-	162	34	23	71	95	109
	27%	28%	27%	22%	22%	28%	32%	34%	25%	25%	23%	100%	-	-	-	83%	15%	18%	21%	30%	30%
Labour	202	99	102	27	28	110	37	50	61	42	48	-	202	-	-	3	131	5	75	65	61
	20%	20%	20%	22%	18%	21%	17%	19%	21%	20%	20%	-	100%	-	-	1%	58%	4%	23%	21%	17%
Liberal Democrat/ Liberal	121	62	59	15	22	61	23	32	47	20	22	-	-	121	-	4	10	76	41	34	46
	12%	13%	11%	13%	14%	12%	11%	12%	16%	10%	9%	-	-	100%	-	2%	5%	59%	12%	11%	13%
Scottish National Party/ SNP	23	15	8	2	5	14	3	3	8	4	7	-	-	-	23	-	1	-	23	-	-
	2%	3%	2%	1%	3%	3%	1%	1%	3%	2%	3%	-	-	-	45%	-	*	-	7%	-	-
Plaid Cymru	5	3	2	2	-	2	1	1	4	-	*	-	-	-	5	-	-	-	-	5	-
	*	1%	*	1%	-	*	*	*	1%	-	*	-	-	-	10%	-	-	-	-	2%	-
Green Party	10	4	6	1	3	5	1	3	4	-	3	-	-	-	10	1	2	1	2	3	4
	1%	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	-	-	-	19%	*	1%	1%	1%	1%	1%
UK Independence Party (UKIP)	6	4	2	-	-	5	1	-	2	3	1	-	-	-	6	1	1	2	-	4	1
	1%	1%	*	-	-	1%	*	-	1%	1%	1%	-	-	-	11%	1%	*	1%	-	1%	*
Other	7	7	-	2	2	3	-	2	1	3	1	-	-	-	7	-	2	2	2	1	5
	1%	1%	-	2%	1%	1%	-	1%	*	1%	*	-	-	-	14%	-	1%	1%	*	*	1%
Would not vote	106	51	55	20	23	46	16	15	25	30	36	-	-	-	5	3	3	36	29	41	
	11%	10%	11%	17%	14%	9%	8%	6%	8%	15%	15%	-	-	-	3%	1%	2%	11%	9%	11%	
Don't know	151	53	98	22	33	67	28	40	42	32	37	-	-	-	13	30	17	40	49	61	
	15%	11%	19%	18%	21%	13%	13%	15%	14%	15%	15%	-	-	-	7%	14%	13%	12%	16%	17%	
Refused	105	54	51	4	9	56	35	28	28	21	29	-	-	-	6	10	1	42	29	34	
	10%	11%	10%	3%	5%	11%	17%	10%	9%	10%	12%	-	-	-	3%	4%	1%	13%	9%	9%	

Economy Survey

CATI Fieldwork : November 19th-20th 2008

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 (11%), don't know who they would vote for (15%) or refuse to answer (10%)****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	544	256	288	43	53	333	115	168	153	78	145	218	199	83	44	141	213	69	189	167	188
Weighted base	546	288	258	61	64	300	121	155	175	99	117	237	164	102	43	160	161	99	183	167	197
Conservative	237 43%	121 42%	116 45%	24 38%	27 42%	126 42%	60 49%	84 54%	65 37%	43 43%	45 38%	237 100%	-	-	-	152 95%	28 17%	20 20%	62 34%	77 46%	98 50%
Labour	164 30%	84 29%	80 31%	18 29%	17 27%	95 32%	34 28%	40 26%	51 29%	32 32%	41 35%	-	164 100%	-	-	3 2%	119 74%	3 4%	61 34%	51 31%	51 26%
Liberal Democrat/ Liberal	102 19%	55 19%	47 18%	13 22%	14 23%	53 18%	22 18%	24 15%	44 25%	14 14%	21 18%	-	-	102 100%	-	4 2%	9 6%	71 72%	38 21%	27 16%	38 19%
Scottish National Party/ SNP	18 3%	13 4%	5 2%	2 3%	2 3%	12 4%	3 2%	1 1%	6 3%	4 4%	7 6%	-	-	-	18 42%	-	1 1%	-	18 10%	-	-
Plaid Cymru	4 1%	3 1%	2 1%	2 3%	-	2 1%	1 1%	1 *	4 2%	-	-	-	-	-	4 10%	-	-	-	-	4 3%	-
Green Party	8 1%	3 1%	5 2%	1 2%	1 2%	4 1%	1 1%	3 2%	2 1%	-	2 2%	-	-	-	8 19%	1 *	2 1%	1 1%	2 1%	3 2%	3 2%
UK Independence Party (UKIP)	6 1%	4 1%	2 1%	-	-	5 2%	1 1%	-	2 1%	3 3%	1 1%	-	-	-	6 14%	1 1%	1 *	2 2%	-	4 3%	1 1%
Other	7 1%	7 2%	-	2 3%	2 3%	3 1%	-	2 2%	1 1%	3 3%	-	-	-	-	7 15%	-	2 1%	2 2%	2 1%	-	5 3%

Prepared on behalf of Sunday Mirror by ICM Research

Economy Survey
CATI Fieldwork : November 19th-20th 2008

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 748 respondents

	<u>Total</u>
Conservative	42%
Labour	31%
Liberal Democrat	19%
Other	8%

Economy Survey

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Absolutes/col percents

Table 5

Q.1 Irrespective of which party you yourself support, which team do you think is better able to manage the economy properly, Gordon Brown and Alistair Darling or David Cameron and George Osborne?

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	1010	449	561	90	131	579	210	292	264	165	289	256	234	100	52	173	289	91	338	319	353
Weighted base	1010	488	522	123	160	514	213	267	296	208	239	275	202	121	51	194	224	129	332	315	363
Gordon Brown and Alistair Darling	367 36%	195 40%	172 33%	48 39%	56 35%	184 36%	79 37%	103 39%	110 37%	74 36%	80 34%	41 15%	170 84%	39 33%	21 42%	18 9%	143 64%	54 42%	143 43%	94 30%	130 36%
David Cameron and George Osborne	326 32%	152 31%	175 34%	41 33%	55 34%	166 32%	65 30%	102 38%	94 32%	60 29%	70 29%	187 68%	15 7%	43 36%	12 24%	141 73%	41 18%	32 25%	88 27%	119 38%	119 33%
Refused	34 3%	19 4%	16 3%	- -	7 5%	17 3%	10 5%	10 4%	9 3%	5 2%	10 4%	1 *	2 1%	2 2%	3 6%	1 1%	5 2%	2 2%	15 4%	9 3%	10 3%
Don't know	282 28%	123 25%	159 31%	34 28%	42 26%	147 29%	59 28%	52 19%	83 28%	69 33%	79 33%	46 17%	15 7%	36 30%	15 29%	34 17%	35 16%	40 31%	86 26%	92 29%	104 29%

Economy Survey
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Absolutes/col percents

Table 6
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1010	1010
Weighted base		1010	1010
<u>Gender</u>			
Male		449 44%	488 48%
Female		561 56%	522 52%
<u>Age</u>			
18-24	(21)	90 9%	123 12%
25-34	(29.5)	131 13%	160 16%
35-44	(39.5)	194 19%	198 20%
45-54	(49.5)	184 18%	169 17%
55-64	(59.5)	201 20%	147 15%
65+	(70)	210 21%	213 21%
Average age		48.70	46.68

Economy Survey
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Absolutes/col percents

Table 6
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1010	1010
<u>Social Class</u>		
AB	292 29%	267 26%
C1	264 26%	296 29%
C2	165 16%	208 21%
DE	289 29%	239 24%
<u>Region</u>		
North	338 33%	332 33%
Midlands	319 32%	315 31%
South	353 35%	363 36%

Economy Survey
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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1010	1010
<u>Working status</u>		
Full-time	408 40%	449 44%
Part-time	156 15%	125 12%
Not working but seeking work or temporarily unemployed/sick	55 5%	58 6%
Not working/not seeking work	66 7%	69 7%
Retired	283 28%	266 26%
Student	21 2%	26 3%
Refused	21 2%	17 2%

Economy Survey
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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1010	1010
<u>Tenure</u>		
Own outright	338 33%	334 33%
Own with a mortgage	388 38%	388 38%
Council	89 9%	128 13%
Housing Assoc.	47 5%	34 3%
Rented from someone else	103 10%	90 9%
Rent free	9 1%	8 1%
Refused	36 4%	28 3%

Economy Survey
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Absolutes/col percents

Table 6
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1010	1010
<u>Foreign Holiday in last 3 years</u>		
Yes	666 66%	605 60%
No	344 34%	405 40%
<u>Number of cars</u>		
None	193 19%	208 21%
1	460 46%	417 41%
2	279 28%	295 29%
3+	78 8%	91 9%

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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1010	1010
<u>Internet Access</u>		
At all	756 75%	761 75%
At home (net)	690 68%	699 69%
At work (net)	365 36%	367 36%
At home	365 36%	370 37%
At work	40 4%	39 4%
Both at home and at work	325 32%	329 33%
Somewhere else	26 3%	23 2%
Not at all	253 25%	248 25%
Refused	1 *	1 *

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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1010	1010
<u>Marital Status</u>		
Single	205 20%	236 23%
Married/ co-habiting	581 58%	572 57%
Widowed/ separated/ divorced	200 20%	182 18%
Refused	24 2%	20 2%
<u>Children</u>		
None aged 18 or under	700 69%	693 69%
NET: Yes	307 30%	314 31%
NET: Yes any aged 15 or under	275 27%	280 28%
- Aged under 5	118 12%	132 13%
- Aged 5-10	125 12%	122 12%
- Aged 11-15	118 12%	112 11%
- Aged 16-18	68 7%	70 7%
Refused	3 *	3 *

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Absolutes/col percents

Table 7
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1010	1010
Weighted base	1010	1010
Conservative	173 17%	194 19%
Labour	289 29%	224 22%
Liberal Democrat/ Liberal	91 9%	129 13%
Scottish National Party/SNP	21 2%	20 2%
Plaid Cymru	8 1%	8 1%
Green Party	13 1%	11 1%
UK Independence Party (UKIP)	3 *	3 *
Others	4 *	3 *
Did not vote	294 29%	324 32%
Refused	95 9%	76 8%
Don't know	19 2%	17 2%