

Clear thinking in a complex world



ICM Poll for The Guardian

Fieldwork dates: 7-9th August 2015

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method, RDD: 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.

Sampling Method, Mobile RDD: A random sample of mobile telephone numbers was generated in proportion to network provider market share. As with the landline process, seed telephone numbers are used to create the mobile RDD sample by randomising the last N digits of the seed number.

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 and region. 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 2015 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 (2015) 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.

3. ICM takes the declared past votes on any new poll and adds it to the most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme. (Polls conducted just after the 2015 General Election will obviously rely on only those polls that have been conducted).

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 2015 and which party they voted for in that election.

The vote figures shown in the tables 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 (but see below).

Adjustment process 1: 'Partial Refuser' Reallocation

A.) 75% of 2015 Conservative and Labour voters who refuse to answer the vote intention question or say they don't know, are added back to the party they voted for in 2015.

B.) 50% of 2015 voters for all other parties who refuse to answer the vote intention question or say they don't know, are added back to the party they voted for in 2015.

Adjustment process 2: 'Total Refuser' Reallocation

'Total refusers' are people who refuse/DK their future vote intention AND also refuse/DK who they voted for in the previous General Election (2015). Given the lack of any political information about such respondents to date, ICM has excluded them from the vote intention figures. However, our post-2015 Recall Survey revealed that Total Refusers (who were subsequently willing to tell us what they did in the 2015 General Election) split disproportionately across different parties. Indeed, one important observation was that more than half of all Total Refusers actually voted Conservative, with more than twice as many voting Conservative than Labour.

Our new adjustment thus reallocates some Total Refusers back into the poll sample. This is achieved in the following way:

1. The number of Total Refusers on any poll is multiplied by the proportion of Partial Refusers who were (already) re-allocated in Adjustment Process 1. (For example, if 60% of Partial Refusers were added back, then 60% of Total Refusals will be added back).
2. Total Refusers are then multiplied by each party's share of reallocated Partial Refusers. (For example, if 40% of already allocated Partial Refusals were 2015 Conservative voters, then 40% of remaining Total Refusals will be reallocated to the Conservatives).
3. ICM's default position is that Total Refusers *at least* look like Partial Refusers in terms of political make-up. However, given the findings of our Recall Poll, we believe that Total Refusals are probably even more pro-Conservative than pro-Labour. In order to allow for this, the share of Total Refusals added back to the Conservatives is increased by 5% (for example, from the 40% mentioned in (2, above) to 45%), with a corresponding reduction of 5% in the share of Total Refuser reallocation to Labour.

Our expectation is that the combined effects of Adjustments 1 +2 as described above will have the net effect of adding 1-percentage point vote share to the Conservatives, and reduce the Labour vote share by 1-percentage point compared to the pre-2015 ICM adjustment process.

Further methodological changes: ICM continues to analyse our data and expect to produce further methodological innovations in the future.

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 : 7th - 9th August 2015

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. How certain is it that you would actually vote in a general election if it were held tomorrow?

Base: All respondents

	Gender			Age				Class				Voting Intention					Vote in 2015 General Election						Region					NET: Eng- land	
	Total	Male	Female	18-34	35-44	45-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Green	SNP/ PC/ Other	DNV	Scot- land	Wales	North	Mid- lands		South
Unweighted base	1000	516	484	242	150	357	251	366	242	156	236	295	248	59	65	83	277	246	56	78	25	49	185	91	47	238	267	357	862
Weighted base	1000	487	513	287	165	323	225	267	267	220	246	282	238	58	72	87	262	222	56	89	26	47	219	87	51	239	263	360	862
Certain to vote	(10) 623 62%	295 61%	328 64%	158 55%	90 54%	204 63%	172 77%	195 73%	173 65%	121 55%	135 55%	211 75%	171 72%	41 70%	48 67%	52 60%	204 78%	167 75%	44 78%	65 73%	14 54%	34 73%	41 19%	60 69%	38 74%	147 62%	157 60%	221 61%	525 61%
	(9) 59 6%	27 6%	31 6%	21 7%	9 5%	20 6%	9 4%	21 8%	16 6%	14 6%	8 3%	18 6%	19 8%	7 11%	3 4%	5 6%	15 6%	14 6%	5 9%	3 3%	2 8%	2 4%	15 7%	3 4%	2 4%	13 5%	13 5%	28 8%	53 6%
	(8) 73 7%	37 8%	37 7%	22 8%	14 8%	22 7%	15 7%	9 3%	26 10%	13 6%	25 10%	25 9%	14 6%	2 4%	7 10%	7 7%	22 8%	15 7%	3 5%	5 6%	2 9%	3 6%	13 6%	6 7%	5 9%	24 10%	12 5%	26 7%	62 7%
	(7) 42 4%	25 5%	18 3%	18 6%	12 7%	9 3%	4 2%	6 2%	13 5%	12 5%	12 5%	6 2%	15 6%	3 4%	2 3%	10 11%	5 2%	8 4%	2 4%	5 5%	7 28%	1 3%	12 6%	2 3%	1 2%	11 5%	12 5%	16 4%	39 5%
	(6) 21 2%	9 2%	12 2%	7 2%	8 5%	2 1%	5 2%	3 1%	6 2%	6 3%	6 3%	7 3%	5 2%	2 3%	2 3%	1 1%	5 2%	-	-	*	-	1 2%	15 7%	3 3%	-	3 1%	7 3%	8 2%	19 2%
	(5) 61 6%	31 6%	29 6%	19 7%	13 8%	19 6%	9 4%	11 4%	11 4%	19 8%	20 8%	11 4%	12 5%	2 3%	4 5%	12 14%	4 1%	12 5%	-	4 4%	-	4 8%	32 15%	6 7%	2 4%	13 6%	18 7%	21 6%	52 6%
	(4) 12 1%	9 2%	3 1%	7 2%	-	4 1%	1 1%	2 1%	4 1%	4 2%	2 1%	1 *	1 1%	-	3 4%	-	-	1 *	-	-	-	-	11 5%	-	-	4 2%	2 1%	6 2%	12 1%
	(3) 10 1%	7 2%	2 *	4 2%	2 1%	2 1%	1 1%	2 1%	4 1%	1 1%	2 1%	1 *	1 *	2 4%	-	-	-	-	1 2%	-	-	-	8 4%	-	-	4 2%	2 1%	3 1%	10 1%
	(2) 12 1%	6 1%	6 1%	5 2%	2 1%	3 1%	2 1%	2 1%	4 2%	2 1%	3 1%	3 1%	-	-	3 4%	-	1 1%	-	-	2 3%	-	-	8 4%	1 1%	-	1 1%	6 2%	3 1%	11 1%
Certain not to vote	(1) 84 8%	37 8%	46 9%	26 9%	15 9%	36 11%	6 3%	15 6%	10 4%	27 12%	32 13%	-	-	-	-	-	7 3%	4 2%	1 3%	4 5%	1 2%	2 3%	62 28%	4 5%	3 7%	17 7%	32 12%	27 7%	76 9%
Refused	2 *	2 *	-	1 *	1 1%	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	2 *	2 *
Don't know	2 *	1 *	1 *	-	-	1 *	1 *	-	-	1 1%	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	1 *	-	2 *
Mean	8.29	8.23	8.34	7.97	7.94	8.18	9.11	8.87	8.65	7.77	7.73	9.27	9.23	9.12	8.72	8.71	9.29	9.21	9.36	8.80	8.74	8.96	5.20	8.68	8.94	8.35	7.87	8.36	8.21
Standard deviation	2.85	2.84	2.86	2.97	2.94	3.07	2.04	2.47	2.40	3.17	3.20	1.56	1.50	1.77	2.24	1.84	1.80	1.78	1.76	2.49	1.76	2.15	3.43	2.50	2.41	2.74	3.22	2.75	2.90
Standard error	0.09	0.13	0.13	0.19	0.24	0.16	0.13	0.13	0.15	0.25	0.21	0.09	0.10	0.23	0.28	0.20	0.11	0.11	0.24	0.28	0.35	0.31	0.25	0.26	0.35	0.18	0.20	0.15	0.10

Opinion Poll

CATI Fieldwork : 7th - 9th August 2015

Absolutes/col percents

Table 2

Q.B The Conservatives, Labour, the Liberal Democrats, UKIP 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				Class				Voting Intention					Vote in 2015 General Election							Region					NET: Eng- land
	Total	Male	Female	18-34	35-44	45-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Green	SNP/ PC/ Other	DNV	Scot- land	Wales	North	Mid- lands	South	
Unweighted base	1000	516	484	242	150	357	251	366	242	156	236	295	248	59	65	83	277	246	56	78	25	49	185	91	47	238	267	357	862
Weighted base	1000	487	513	287	165	323	225	267	267	220	246	282	238	58	72	87	262	222	56	89	26	47	219	87	51	239	263	360	862
Conservative	282 28%	146 30%	137 27%	73 25%	37 22%	94 29%	79 35%	84 32%	88 33%	54 25%	55 22%	282 100%	-	-	-	-	221 84%	10 5%	11 19%	5 6%	1 3%	-	31 14%	9 10%	12 23%	56 23%	82 31%	124 35%	262 30%
Labour	238 24%	125 26%	112 22%	86 30%	32 19%	69 21%	50 22%	70 26%	61 23%	43 20%	63 26%	-	238 100%	-	-	-	6 2%	184 83%	3 5%	7 8%	2 8%	2 4%	34 16%	11 12%	17 33%	84 35%	48 18%	78 22%	210 24%
Liberal Democrat/ Liberal	58 6%	27 6%	31 6%	23 8%	10 6%	12 4%	13 6%	25 9%	14 5%	10 5%	10 4%	-	-	58 100%	-	-	5 2%	4 2%	34 60%	-	2 6%	-	12 6%	4 5%	2 4%	17 7%	13 5%	21 6%	52 6%
Scottish National Party/SNP	41 4%	16 3%	25 5%	17 6%	4 2%	13 4%	7 3%	7 3%	12 5%	11 5%	11 5%	-	-	-	-	41 48%	-	2 1%	-	2 2%	-	30 64%	8 3%	41 47%	-	1 *	-	-	1 *
Plaid Cymru	6 1%	2 *	5 1%	2 1%	2 1%	1 *	2 1%	3 1%	-	-	3 1%	-	-	-	-	6 7%	-	-	-	-	-	5 11%	1 *	-	6 12%	-	-	-	-
Green Party	27 3%	17 3%	11 2%	9 3%	9 5%	9 3%	1 *	8 3%	8 3%	7 3%	3 1%	-	-	-	-	27 32%	-	4 2%	2 4%	-	18 68%	1 3%	1 1%	-	1 3%	3 1%	7 3%	16 4%	26 3%
UK Independence Party (UKIP)	72 7%	36 7%	37 7%	13 4%	12 7%	25 8%	23 10%	14 5%	18 7%	18 8%	22 9%	-	-	-	72 100%	-	1 *	-	1 1%	59 66%	-	1 2%	9 4%	1 1%	2 4%	16 7%	23 9%	30 8%	69 8%
British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	12 1%	9 2%	3 *	3 1%	4 2%	4 1%	1 *	-	4 1%	6 3%	1 1%	-	-	-	-	12 14%	1 *	2 1%	-	1 1%	1 3%	3 7%	4 2%	-	-	-	5 2%	7 2%	12 1%
Will not vote	84 8%	37 8%	46 9%	26 9%	15 9%	36 11%	6 3%	15 6%	10 4%	27 12%	32 13%	-	-	-	-	-	7 3%	4 2%	1 3%	4 5%	1 2%	2 3%	62 28%	4 5%	3 7%	17 7%	32 12%	27 7%	76 9%
Don't know	106 11%	42 9%	63 12%	25 9%	25 15%	35 11%	21 9%	21 8%	32 12%	28 13%	25 10%	-	-	-	-	-	18 7%	6 3%	4 7%	9 10%	2 9%	2 5%	43 20%	8 10%	5 10%	27 11%	27 10%	38 11%	92 11%
Refused	73 7%	30 6%	44 9%	11 4%	16 10%	25 8%	22 10%	19 7%	21 8%	14 7%	19 8%	-	-	-	-	-	4 2%	7 3%	-	2 3%	-	-	14 6%	8 9%	2 5%	19 8%	25 9%	20 5%	63 7%

Opinion Poll

CATI Fieldwork : 7th - 9th August 2015

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 (8%), don't know who they would vote for (11%) or refuse to answer (7%)

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

	Gender			Age				Class				Voting Intention				Vote in 2015 General Election							Region					NET: Eng- land	
	Total	Male	Female	18-34	35-44	45-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Green	SNP/ PC/ Other	DNV	Scot- land	Wales	North	Mid- lands		South
Unweighted base	661	354	307	156	89	236	180	263	163	92	144	265	220	49	55	72	237	213	49	61	20	43	31	62	34	162	160	243	565
Weighted base	635	319	316	177	91	202	164	193	177	123	142	250	205	48	60	70	223	192	48	67	21	39	38	56	34	159	147	239	545
Conservative	250	127	123	60	31	86	75	78	76	49	48	250	-	-	-	212	10	10	5	1	-	11	-	8	10	52	70	111	232
	39%	40%	39%	34%	33%	42%	45%	41%	43%	39%	34%	100%	-	-	-	95%	5%	21%	7%	4%	-	30%	-	15%	29%	33%	47%	46%	43%
Labour	205	105	100	67	30	62	47	63	56	35	52	-	205	-	-	5	173	3	7	2	2	14	10	14	77	40	66	182	
	32%	33%	32%	38%	32%	31%	28%	32%	32%	28%	37%	-	100%	-	-	2%	90%	5%	10%	10%	5%	37%	17%	40%	48%	27%	27%	33%	
Liberal Democrat/ Liberal	48	21	28	18	8	10	12	21	12	8	7	-	-	48	-	5	3	32	-	2	-	4	4	2	14	9	18	42	
	8%	6%	9%	10%	9%	5%	7%	11%	7%	5%	-	-	-	100%	-	2%	2%	67%	-	8%	-	12%	8%	6%	9%	6%	8%	8%	
Scottish National Party/SNP	34	15	19	13	3	12	6	7	9	9	9	-	-	-	34	-	2	-	2	-	27	3	33	-	1	-	-	1	
	5%	5%	6%	7%	4%	6%	3%	4%	5%	7%	6%	-	-	-	48%	-	1%	-	2%	-	69%	9%	60%	-	*	-	-	*	
Plaid Cymru	5	1	4	1	2	1	2	3	-	-	2	-	-	-	5	-	-	-	-	-	5	*	-	5	-	-	-	-	
	1%	*	1%	1%	2%	*	1%	2%	-	-	1%	-	-	-	8%	-	-	-	-	-	13%	1%	-	16%	-	-	-	-	
Green Party	23	15	9	8	6	8	1	8	7	6	3	-	-	-	23	-	3	2	-	15	1	*	-	1	2	7	13	22	
	4%	5%	3%	5%	7%	4%	1%	4%	4%	5%	2%	-	-	-	33%	-	2%	5%	-	74%	3%	1%	-	4%	2%	5%	5%	4%	
UK Independence Party (UKIP)	60	29	32	7	10	21	22	12	14	14	20	-	-	60	-	1	-	1	53	-	1	3	*	1	13	19	26	59	
	10%	9%	10%	4%	11%	11%	13%	6%	8%	12%	14%	-	-	100%	-	*	-	2%	80%	-	2%	8%	*	4%	8%	13%	11%	11%	
Other	8	6	2	2	1	3	1	-	4	3	1	-	-	-	8	1	1	-	1	1	3	1	-	-	-	2	5	8	
	1%	2%	1%	1%	1%	1%	1%	-	2%	2%	1%	-	-	-	11%	*	*	-	1%	3%	8%	3%	-	-	-	2%	2%	1%	

Opinion Poll
CATI Fieldwork : 7th - 9th August 2015

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 797 respondents

	<u>Total</u>
Conservatives	40%
Labour	31%
Liberal Democrats	7%
UKIP	10%
Green	4%
SNP	5%
PC	1%
Other	1%

Opinion Poll
CATI Fieldwork : 7th - 9th August 2015

Absolutes/col percents

Table 5
Q.C/D Voting in May 7th 2015 General Election

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	277 28%	262 26%
Labour	246 25%	222 22%
Liberal Democrat/ Liberal	56 6%	56 6%
Scottish National Party/SNP	34 3%	31 3%
Plaid Cymru	8 1%	8 1%
Green Party	25 3%	26 3%
UK Independence Party (UKIP)	78 8%	89 9%
British National Party (BNP)	- -	- -
Other	7 1%	7 1%
Did not vote	185 19%	219 22%
Refused	77 8%	71 7%
Don't know	7 1%	8 1%

Opinion Poll
CATI Fieldwork : 7th - 9th August 2015

Absolutes/col percents

Table 6

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Yes	612 61%	601 60%
No	388 39%	399 40%

Opinion Poll
CATI Fieldwork : 7th - 9th August 2015

Absolutes/col percents

Table 7
Is the house or flat in which you live...?
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
NET: Owners	664 66%	623 62%
Owned outright - without mortgage	341 34%	322 32%
Owned with a mortgage or loan	323 32%	301 30%
NET: Renters	311 31%	356 36%
Rented from the council	80 8%	144 14%
Rented from a housing association	85 9%	74 7%
Rented from someone else	146 15%	139 14%
Rent free	25 3%	21 2%

Opinion Poll
CATI Fieldwork : 7th - 9th August 2015

Absolutes/col percents

Table 8
How many cars are there in your household?
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
None	202 20%	216 22%
1	385 39%	415 42%
2	293 29%	276 28%
3+	120 12%	92 9%
Mean	1.46	1.35
Standard deviation	1.59	1.53
Standard error	0.05	0.05

Opinion Poll
CATI Fieldwork : 7th - 9th August 2015

Absolutes/col percents

Table 9
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
NET: Working	607 61%	566 57%
Working full time - working 30 hours per week or more	473 47%	448 45%
Working part time - working between 8 and 29 hours per week	134 13%	118 12%
NET: Not Working	393 39%	434 43%
Not working but seeking work or temporarily unemployed or sick	42 4%	61 6%
Not working and not seeking work/ student	55 6%	73 7%
Retired on a state pension only	103 10%	99 10%
Retired with a private pension	158 16%	154 15%
House person, housewife, househusband, etc.	35 4%	48 5%

Opinion Poll
CATI Fieldwork : 7th - 9th August 2015

Absolutes/col percents

Table 10
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
NET: AB	366 37%	267 27%
A	116 12%	83 8%
B	250 25%	184 18%
C1	242 24%	267 27%
C2	156 16%	220 22%
D	110 11%	109 11%
E	126 13%	137 14%
NET: DE	236 24%	246 25%

Opinion Poll
CATI Fieldwork : 7th - 9th August 2015

Absolutes/col percents

Table 11
Age
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	87 9%	115 12%
25-34	155 16%	172 17%
35-44	150 15%	165 17%
45-54	200 20%	178 18%
55-64	157 16%	145 15%
65 or older	251 25%	225 22%
Average age	49.14	47.18

Opinion Poll
CATI Fieldwork : 7th - 9th August 2015

Absolutes/col percents

Table 12
Gender
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
Male	516 52%	487 49%
Female	484 48%	513 51%

Opinion Poll
CATI Fieldwork : 7th - 9th August 2015

Absolutes/col percents

Table 13
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
Scotland	91 9%	87 9%
North East	38 4%	41 4%
North West	111 11%	114 11%
Yorkshire & Humberside	89 9%	84 8%
West Midlands	92 9%	91 9%
East Midlands	64 6%	74 7%
Wales	47 5%	51 5%
Eastern	111 11%	98 10%
London	132 13%	131 13%
South East	144 14%	140 14%
South West	81 8%	89 9%