

## Labour & Leadership Poll

### Fieldwork : September 19th-20th 2006

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**

	Sex			Age				Social Class				Voting Intention				Past Vote			Region			Labour Marginal	
	Total	Male	Female	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	1066	501	565	78	147	623	218	347	237	183	299	238	238	141	73	215	291	130	361	326	379	162	
Weighted base	1066	511	555	118	184	553	212	267	314	224	260	231	225	145	74	208	247	140	351	331	384	165	
Certain to vote	(10)	560	271	288	35	71	306	147	156	160	86	158	161	132	80	35	159	156	87	188	170	202	87
		52%	53%	52%	30%	39%	55%	69%	58%	51%	39%	60%	70%	59%	55%	48%	77%	63%	62%	53%	51%	53%	53%
	(9)	57	33	24	6	10	31	11	16	17	16	9	14	6	18	7	9	14	11	18	15	24	6
		5%	6%	4%	5%	6%	6%	5%	6%	6%	7%	3%	6%	3%	12%	9%	4%	6%	8%	5%	5%	6%	4%
	(8)	115	49	66	9	37	56	13	31	33	33	18	25	23	19	10	18	27	17	34	32	49	17
		11%	10%	12%	7%	20%	10%	6%	11%	11%	15%	7%	11%	10%	13%	14%	9%	11%	12%	10%	10%	13%	11%
	(7)	65	27	38	16	15	26	7	13	14	22	16	12	20	7	6	8	15	6	27	14	24	8
		6%	5%	7%	14%	8%	5%	3%	5%	4%	10%	6%	5%	9%	5%	8%	4%	6%	4%	8%	4%	6%	5%
	(6)	32	16	16	9	7	15	1	10	12	7	4	5	8	3	4	3	5	-	12	10	11	8
		3%	3%	3%	7%	4%	3%	1%	4%	4%	3%	1%	2%	4%	2%	5%	1%	2%	-	3%	3%	3%	5%
	(5)	77	36	41	18	13	36	11	12	32	17	17	10	29	8	7	5	16	9	23	33	21	13
		7%	7%	7%	15%	7%	7%	5%	4%	10%	8%	6%	4%	13%	6%	10%	2%	7%	6%	7%	10%	6%	8%
	(4)	9	5	5	1	4	3	1	2	2	2	3	1	2	2	-	-	2	1	5	4	1	-
		1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*	1%	2%	-	-	1%	1%	1%	1%	*	-
	(3)	23	9	14	4	3	14	2	5	11	4	4	-	3	5	4	1	2	2	7	10	6	5
		2%	2%	3%	3%	2%	3%	1%	2%	3%	2%	2%	-	1%	3%	5%	1%	1%	1%	2%	3%	2%	3%
	(2)	14	9	5	3	3	8	-	3	4	3	4	3	1	2	1	-	1	-	3	7	4	5
		1%	2%	1%	2%	2%	1%	-	1%	1%	1%	1%	1%	1%	1%	2%	-	*	-	1%	2%	1%	3%
Certain not to vote	(1)	97	50	47	18	18	50	11	18	25	30	24	-	-	-	-	2	5	6	29	32	35	16
		9%	10%	9%	15%	10%	9%	5%	7%	8%	13%	9%	-	-	-	-	1%	2%	4%	8%	10%	9%	10%
Refused		3	-	3	-	2	-	1	-	2	-	1	-	-	-	-	1	-	-	-	-	3	-
		*	-	1%	-	1%	-	1%	-	1%	-	*	-	-	-	-	1%	-	-	-	-	1%	-
Don't know		13	5	7	-	1	6	6	3	1	4	5	-	-	-	-	1	3	1	5	4	4	-
		1%	1%	1%	-	*	1%	3%	1%	*	2%	2%	-	-	-	-	*	1%	1%	1%	1%	1%	-
Mean		7.90	7.89	7.92	6.52	7.50	7.99	8.83	8.31	7.81	7.30	8.12	9.14	8.50	8.66	8.22	9.34	8.78	8.70	7.97	7.67	8.04	7.71
Standard deviation		2.95	3.01	2.90	3.18	2.93	2.97	2.40	2.69	2.94	3.14	2.99	1.60	2.07	2.03	2.24	1.53	2.07	2.30	2.88	3.11	2.88	3.11
Standard error		0.09	0.14	0.12	0.36	0.24	0.12	0.16	0.14	0.19	0.24	0.17	0.10	0.13	0.17	0.26	0.11	0.12	0.20	0.15	0.17	0.15	0.24

## Labour & Leadership Poll

### Fieldwork : September 19th-20th 2006

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 (9%), 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**

	Sex			Age				Social Class				Voting Intention				Past Vote			Region			Labour Marginal
	Total	Male	Female	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	596	283	313	37	79	344	136	211	129	96	160	220	197	121	58	175	206	87	220	168	208	93
Weighted base	576	281	295	55	93	302	127	160	166	115	136	212	181	125	58	167	175	95	203	169	204	84
Conservative	212	93	119	10	33	111	58	75	63	35	39	212	-	-	-	153	13	13	63	64	85	36
	37%	33%	40%	19%	36%	37%	46%	47%	38%	31%	29%	100%	-	-	-	91%	8%	14%	31%	38%	42%	43%
Labour	181	94	88	17	26	95	43	35	44	39	63	-	181	-	-	2	135	8	80	52	48	30
	31%	33%	30%	31%	28%	31%	34%	22%	27%	34%	46%	-	100%	-	-	1%	77%	8%	40%	31%	24%	36%
Liberal Democrat/ Liberal	125	56	69	17	27	69	13	38	49	24	13	-	-	125	-	6	18	70	34	36	54	8
	22%	20%	23%	30%	29%	23%	10%	24%	29%	21%	10%	-	-	100%	-	4%	11%	74%	17%	21%	27%	10%
Scottish National Party/ SNP	20	11	9	4	*	14	2	*	4	7	9	-	-	-	20	1	2	*	20	-	-	1
	3%	4%	3%	7%	*	5%	2%	*	2%	6%	6%	-	-	-	34%	1%	1%	*	10%	-	-	1%
Plaid Cymru	6	4	3	-	2	3	1	1	1	4	1	-	-	-	6	-	-	-	-	6	-	-
	1%	1%	1%	-	2%	1%	1%	1%	*	3%	1%	-	-	-	11%	-	-	-	-	4%	-	-
Green Party	11	9	2	2	3	4	2	6	4	-	2	-	-	-	11	-	3	4	4	*	7	2
	2%	3%	1%	4%	3%	1%	2%	3%	2%	-	2%	-	-	-	19%	-	1%	4%	2%	*	3%	2%
UK Independence Party (UKIP)	7	6	1	2	-	2	2	3	-	2	2	-	-	-	7	1	1	-	-	4	3	2
	1%	2%	*	4%	-	1%	2%	2%	-	2%	1%	-	-	-	12%	1%	*	-	-	2%	2%	2%
Other	14	9	5	3	1	5	5	1	2	3	6	-	-	-	14	4	3	-	1	6	6	6
	2%	3%	2%	5%	1%	2%	4%	1%	1%	3%	5%	-	-	-	24%	2%	2%	-	1%	4%	3%	7%

**Labour & Leadership Poll**  
**Fieldwork : September 19th-20th 2006**

Col percents

Table 3  
**Published Vote Intention Figures**  
Percentages derived from the responses of 797 respondents

	<u>Total</u>
Conservative	36%
Labour	32%
Liberal Democrat	22%
Other	10%

## Labour & Leadership Poll

### Fieldwork : September 19th-20th 2006

Absolutes/col percents

Table 4

**Q.1 If at the next election the Conservatives are led by David Cameron, Gordon Brown leads Labour and Menzies Campbell (Ming Campbell) leads the Liberal Democrats, how would you vote, would you vote Conservative, Labour, Liberal Democrats or for another party?**

**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Past Vote			Region			Labour Marginal
	Total	Male	Female	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	1066	501	565	78	147	623	218	347	237	183	299	238	238	141	73	215	291	130	361	326	379	162
Weighted base	1066	511	555	118	184	553	212	267	314	224	260	231	225	145	74	208	247	140	351	331	384	165
Conservative	288 27%	128 25%	159 29%	18 16%	44 24%	153 28%	72 34%	94 35%	92 29%	51 23%	50 19%	215 93%	11 5%	4 3%	9 12%	172 83%	25 10%	22 16%	77 22%	94 28%	116 30%	53 32%
Labour	255 24%	127 25%	128 23%	32 27%	48 26%	126 23%	50 23%	56 21%	66 21%	49 22%	85 33%	4 2%	185 82%	16 11%	10 13%	3 2%	149 60%	15 11%	116 33%	66 20%	73 19%	36 22%
Liberal Democrat	169 16%	82 16%	87 16%	19 16%	36 20%	94 17%	19 9%	45 17%	59 19%	38 17%	27 10%	5 2%	8 4%	111 77%	4 5%	7 3%	24 10%	82 59%	44 13%	56 17%	68 18%	20 12%
Another party	110 10%	63 12%	47 8%	17 14%	14 8%	57 10%	21 10%	18 7%	25 8%	34 15%	32 12%	4 2%	7 3%	6 4%	49 66%	9 4%	16 6%	7 5%	40 11%	35 11%	34 9%	25 15%
Refused	77 7%	37 7%	41 7%	7 6%	6 3%	43 8%	22 10%	17 6%	25 8%	15 7%	21 8%	-	-	-	-	5 2%	2 1%	1 *	18 5%	23 7%	36 9%	12 7%
Don't know	167 16%	75 15%	92 17%	24 21%	35 19%	79 14%	29 14%	38 14%	46 15%	37 17%	45 17%	4 2%	14 6%	7 5%	2 3%	13 6%	31 12%	13 9%	55 16%	56 17%	56 15%	20 12%

**Labour & Leadership Poll**  
**Fieldwork : September 19th-20th 2006**

Col percents

Table 5  
**Published Vote Intention Figures - Brown vs Cameron vs Campbell**  
**Percentages derived from the responses of 797 respondents**

	<u>Total</u>
Conservative	37%
Labour	31%
Liberal Democrat	21%
Other	11%

## Labour & Leadership Poll

### Fieldwork : September 19th-20th 2006

Absolutes/col percents

Table 6

**Q.2 Here are some things people have said about the Labour party since the election in 2005.**

**For each one I read out please say whether you agree or disagree?**

**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Past Vote			Region			Labour Marginal
	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	1066	501	565	78	147	623	218	347	237	183	299	238	238	141	73	215	291	130	361	326	379	162
Weighted base	1066	511	555	118	184	553	212	267	314	224	260	231	225	145	74	208	247	140	351	331	384	165
<b><u>They seem to be working in the best interests of people like me</u></b>																						
Agree	362	161	200	47	65	184	65	83	100	79	99	26	175	44	7	23	151	33	141	99	122	48
	34%	32%	36%	40%	36%	33%	30%	31%	32%	35%	38%	11%	78%	30%	9%	11%	61%	24%	40%	30%	32%	29%
Disagree	657	331	327	61	113	357	127	177	205	136	140	202	45	98	66	182	92	98	191	221	245	107
	62%	65%	59%	52%	61%	65%	60%	66%	65%	60%	54%	87%	20%	68%	88%	88%	37%	70%	55%	67%	64%	65%
Refused	4	3	1	-	-	2	2	-	2	-	2	-	-	-	-	-	-	-	1	-	2	-
	*	1%	*	-	-	*	1%	-	1%	-	1%	-	-	-	-	-	-	-	*	-	1%	-
Don't know	43	16	27	9	6	10	19	7	8	9	19	3	6	3	2	3	4	9	18	12	14	10
	4%	3%	5%	7%	3%	2%	9%	3%	2%	4%	7%	1%	2%	2%	3%	1%	2%	6%	5%	4%	4%	6%
<b><u>They have run out of steam run out of ideas</u></b>																						
Agree	678	327	351	69	117	352	140	160	196	153	169	195	77	91	52	176	109	85	218	212	247	118
	64%	64%	63%	58%	64%	64%	66%	60%	62%	68%	65%	85%	34%	63%	70%	85%	44%	61%	62%	64%	64%	72%
Disagree	348	173	175	40	60	185	62	100	108	59	81	31	145	50	21	28	131	52	120	107	121	41
	33%	34%	32%	34%	33%	34%	29%	37%	34%	26%	31%	14%	65%	35%	28%	14%	53%	37%	34%	32%	31%	25%
Refused	5	3	2	-	-	3	2	-	2	2	2	-	-	-	-	-	-	-	1	2	2	-
	*	1%	*	-	-	1%	1%	-	1%	1%	1%	-	-	-	-	-	-	-	*	*	1%	-
Don't know	35	9	27	8	7	12	8	8	9	11	8	4	3	4	1	3	8	3	12	10	14	5
	3%	2%	5%	7%	4%	2%	4%	3%	3%	5%	3%	2%	1%	3%	2%	2%	3%	2%	3%	3%	4%	3%
<b><u>On their performance since the last election they don't deserve to win the next election</u></b>																						
Agree	659	334	325	55	109	363	132	173	204	140	143	207	57	103	48	179	105	99	209	217	232	108
	62%	65%	59%	47%	60%	66%	62%	65%	65%	62%	55%	90%	25%	71%	65%	86%	42%	71%	60%	66%	61%	65%
Disagree	335	147	188	54	61	159	61	86	92	65	91	24	162	37	19	27	133	35	119	92	124	47
	31%	29%	34%	46%	33%	29%	29%	32%	29%	29%	35%	10%	72%	26%	25%	13%	54%	25%	34%	28%	32%	29%
Refused	6	3	3	-	-	3	3	1	3	-	2	-	-	-	-	-	-	-	1	-	5	-
	1%	1%	1%	-	-	1%	1%	*	1%	-	1%	-	-	-	-	-	-	-	*	-	1%	-
Don't know	66	27	39	9	13	28	17	7	15	20	25	-	6	5	7	2	10	6	22	21	23	10
	6%	5%	7%	7%	7%	5%	8%	3%	5%	9%	9%	-	3%	3%	10%	1%	4%	4%	6%	6%	6%	6%

## Labour & Leadership Poll

### Fieldwork : September 19th-20th 2006

Absolutes/col percents

Table 6

**Q.2 Here are some things people have said about the Labour party since the election in 2005.  
For each one I read out please say whether you agree or disagree?**

**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Past Vote			Region			Labour Marginal
	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	
Weighted base	1066	511	555	118	184	553	212	267	314	224	260	231	225	145	74	208	247	140	351	331	384	165
<b><u>Generally speaking they are taking the county in the right direction</u></b>																						
Agree	378	184	193	51	73	192	61	90	102	83	102	32	173	44	13	28	155	41	148	96	134	48
	35%	36%	35%	44%	40%	35%	29%	34%	32%	37%	39%	14%	77%	31%	17%	14%	63%	29%	42%	29%	35%	29%
Disagree	638	304	333	62	102	337	136	165	197	135	141	196	49	93	60	177	90	90	191	221	226	111
	60%	59%	60%	53%	55%	61%	64%	62%	63%	60%	54%	85%	22%	65%	80%	85%	36%	64%	54%	67%	59%	67%
Refused	5	3	2	-	-	3	2	1	2	-	2	-	-	-	-	-	-	-	1	-	3	-
	*	1%	*	-	-	*	1%	*	1%	-	1%	-	-	-	-	-	-	-	*	-	1%	-
Don't know	46	20	26	4	9	21	12	11	14	6	15	4	3	7	2	3	2	9	11	15	20	6
	4%	4%	5%	4%	5%	4%	6%	4%	4%	3%	6%	2%	1%	5%	3%	2%	1%	6%	3%	4%	5%	4%
<b><u>Now are more divided than the Conservative party</u></b>																						
Agree	733	343	390	79	115	397	142	184	208	165	175	204	128	99	54	182	146	100	234	232	266	122
	69%	67%	70%	68%	62%	72%	67%	69%	66%	74%	67%	88%	57%	68%	72%	87%	59%	72%	67%	70%	69%	74%
Disagree	248	134	114	22	48	131	46	68	80	39	61	24	87	39	15	23	86	34	91	68	90	34
	23%	26%	21%	19%	26%	24%	22%	25%	26%	17%	23%	11%	39%	27%	20%	11%	35%	24%	26%	20%	23%	20%
Refused	7	4	3	-	2	2	3	-	4	-	3	-	1	-	-	-	1	-	4	-	2	-
	1%	1%	1%	-	1%	*	1%	-	1%	-	1%	-	*	-	-	-	*	-	1%	-	1%	-
Don't know	78	30	48	16	18	23	21	15	21	20	22	2	9	7	6	3	14	5	22	31	25	9
	7%	6%	9%	13%	10%	4%	10%	6%	7%	9%	8%	1%	4%	5%	8%	2%	6%	4%	6%	9%	7%	6%

## Labour & Leadership Poll

### Fieldwork : September 19th-20th 2006

Absolutes/col percents

Table 7

**Q.3 If a general election were to be held tomorrow, which of these two opposing thoughts do you think you would be most likely to agree with?**

**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Past Vote			Region			Labour Marginal
	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	1066	501	565	78	147	623	218	347	237	183	299	238	238	141	73	215	291	130	361	326	379	162
Weighted base	1066	511	555	118	184	553	212	267	314	224	260	231	225	145	74	208	247	140	351	331	384	165
Continuity is important, stick with Labour	245 23%	123 24%	122 22%	27 23%	33 18%	128 23%	57 27%	58 22%	58 18%	39 17%	90 35%	2 1%	163 72%	18 13%	8 11%	2 1%	139 56%	19 14%	110 31%	64 19%	71 18%	34 21%
Time for a change	747 70%	350 69%	397 71%	82 70%	140 76%	385 70%	139 66%	199 74%	230 73%	166 74%	152 58%	229 99%	57 25%	124 86%	61 81%	205 99%	93 38%	114 82%	223 63%	238 72%	286 75%	119 72%
Neither	17 2%	10 2%	7 1%	1 1%	2 1%	14 2%	- -	1 *	5 2%	8 4%	3 1%	- -	2 1%	- -	4 5%	- -	5 2%	3 2%	3 1%	9 3%	6 1%	2 1%
Refused	11 1%	6 1%	5 1%	- -	1 1%	5 1%	4 2%	3 1%	4 1%	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	3 1%	2 *	6 2%	* *
Don't know	46 4%	22 4%	24 4%	7 6%	7 4%	20 4%	11 5%	7 3%	17 5%	10 5%	12 5%	- -	2 1%	2 2%	2 2%	1 *	10 4%	3 2%	12 3%	19 6%	15 4%	9 6%

## Labour & Leadership Poll

### Fieldwork : September 19th-20th 2006

Absolutes/col percents

Table 8

**Q.4 Putting your own party preferences aside from your own perception do you think Gordon Brown or David Cameron...?**

**Has most potential as a Prime Minister**

**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Past Vote			Region			Labour Marginal
	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	1066	501	565	78	147	623	218	347	237	183	299	238	238	141	73	215	291	130	361	326	379	162
Weighted base	1066	511	555	118	184	553	212	267	314	224	260	231	225	145	74	208	247	140	351	331	384	165
Brown	339	176	163	35	51	191	62	92	86	60	101	30	138	62	21	21	139	58	122	107	110	52
	32%	34%	29%	30%	28%	35%	29%	34%	28%	27%	39%	13%	61%	43%	28%	10%	56%	41%	35%	32%	29%	32%
Cameron	376	185	192	42	65	186	84	106	120	82	70	172	36	40	21	151	49	52	118	111	148	55
	35%	36%	35%	35%	35%	34%	40%	39%	38%	36%	27%	74%	16%	27%	28%	72%	20%	37%	33%	33%	39%	33%
Neither	204	100	104	23	48	101	32	43	63	52	46	17	25	26	24	25	31	17	62	66	76	31
	19%	20%	19%	20%	26%	18%	15%	16%	20%	23%	18%	7%	11%	18%	32%	12%	13%	12%	18%	20%	20%	19%
Both	64	30	34	7	7	36	14	17	20	12	16	10	13	8	6	5	14	4	23	19	22	18
	6%	6%	6%	6%	4%	6%	7%	6%	6%	5%	6%	4%	6%	5%	8%	3%	6%	3%	7%	6%	6%	11%
Refused	4	2	2	-	-	2	2	-	2	-	2	-	-	-	-	-	-	-	1	-	3	-
	*	*	*	-	-	*	1%	-	1%	-	1%	-	-	-	-	-	-	-	*	-	1%	-
Don't know	78	18	60	11	12	38	18	10	24	19	26	3	13	9	3	6	14	9	25	29	24	9
	7%	4%	11%	9%	7%	7%	8%	4%	8%	8%	10%	1%	6%	6%	4%	3%	6%	7%	7%	9%	6%	5%

## Labour & Leadership Poll

### Fieldwork : September 19th-20th 2006

Absolutes/col percents

Table 9

**Q.4 Putting your own party preferences aside from your own perception do you think Gordon Brown or David Cameron...?**

**Is likely to be able to work with cabinet colleagues**

**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Past Vote			Region			Labour Marginal
	Total	Male	Female	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	1066	501	565	78	147	623	218	347	237	183	299	238	238	141	73	215	291	130	361	326	379	162
Weighted base	1066	511	555	118	184	553	212	267	314	224	260	231	225	145	74	208	247	140	351	331	384	165
Brown	233	129	105	19	32	127	55	50	55	49	80	13	107	40	15	11	112	33	89	77	68	32
	22%	25%	19%	16%	18%	23%	26%	19%	17%	22%	31%	5%	48%	28%	20%	6%	45%	23%	25%	23%	18%	20%
Cameron	413	205	208	40	73	211	89	120	137	84	72	159	47	46	28	146	52	60	133	119	161	73
	39%	40%	37%	34%	40%	38%	42%	45%	44%	37%	28%	69%	21%	32%	37%	70%	21%	43%	38%	36%	42%	44%
Neither	130	57	72	22	26	64	18	26	40	29	35	17	19	25	14	16	21	10	44	41	45	18
	12%	11%	13%	18%	14%	12%	9%	10%	13%	13%	13%	7%	8%	17%	19%	8%	8%	7%	12%	12%	12%	11%
Both	173	77	96	27	36	86	25	47	52	32	42	33	41	24	7	25	47	24	57	53	63	26
	16%	15%	17%	23%	19%	15%	12%	18%	17%	14%	16%	14%	18%	16%	10%	12%	19%	17%	16%	16%	16%	16%
Refused	2	1	1	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	1	-	1	-
	*	*	*	-	-	*	-	-	1%	-	-	-	-	-	-	-	-	-	*	-	*	-
Don't know	115	42	73	10	16	64	24	24	29	30	32	10	11	9	11	9	16	14	28	41	46	15
	11%	8%	13%	9%	9%	12%	12%	9%	9%	14%	12%	4%	5%	6%	14%	4%	6%	10%	8%	12%	12%	9%

## Labour & Leadership Poll

### Fieldwork : September 19th-20th 2006

Absolutes/col percents

Table 10

**Q.4 Putting your own party preferences aside from your own perception do you think Gordon Brown or David Cameron...?**

**Is arrogant**

**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Past Vote			Region			Labour Marginal
	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	1066	501	565	78	147	623	218	347	237	183	299	238	238	141	73	215	291	130	361	326	379	162
Weighted base	1066	511	555	118	184	553	212	267	314	224	260	231	225	145	74	208	247	140	351	331	384	165
Brown	379	183	196	43	62	190	84	99	116	91	73	133	52	39	29	118	59	41	116	119	144	61
	36%	36%	35%	37%	34%	34%	40%	37%	37%	41%	28%	57%	23%	27%	39%	57%	24%	30%	33%	36%	37%	37%
Cameron	157	76	81	21	30	79	28	33	34	32	57	11	60	31	10	11	66	21	63	43	50	18
	15%	15%	15%	17%	16%	14%	13%	12%	11%	14%	22%	5%	26%	22%	13%	5%	27%	15%	18%	13%	13%	11%
Neither	242	118	124	21	42	129	50	64	69	50	59	47	69	36	10	43	66	38	92	73	77	42
	23%	23%	22%	18%	23%	23%	24%	24%	22%	22%	23%	20%	31%	25%	14%	21%	27%	27%	26%	22%	20%	25%
Both	195	98	96	25	29	107	33	54	58	31	51	35	30	30	16	30	44	28	58	64	72	29
	18%	19%	17%	21%	16%	19%	16%	20%	19%	14%	20%	15%	13%	21%	22%	14%	18%	20%	17%	19%	19%	18%
Refused	5	2	2	1	2	3	-	1	3	2	-	1	-	-	-	1	-	-	1	1	3	2
	*	*	*	1%	1%	*	-	*	1%	1%	-	*	-	-	-	*	-	-	*	*	1%	1%
Don't know	89	33	56	8	19	45	17	17	34	18	19	6	16	8	9	6	12	12	21	31	37	13
	8%	6%	10%	7%	10%	8%	8%	6%	11%	8%	7%	2%	7%	6%	12%	3%	5%	9%	6%	9%	10%	8%

## Labour & Leadership Poll

### Fieldwork : September 19th-20th 2006

Absolutes/col percents

Table 11

**Q.4 Putting your own party preferences aside from your own perception do you think Gordon Brown or David Cameron...?**

**Is likely to take Britain in the right direction over the next few years**

**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Past Vote			Region			Labour Marginal
	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	1066	501	565	78	147	623	218	347	237	183	299	238	238	141	73	215	291	130	361	326	379	162
Weighted base	1066	511	555	118	184	553	212	267	314	224	260	231	225	145	74	208	247	140	351	331	384	165
Brown	279	146	133	34	45	149	51	61	74	50	93	13	139	47	14	11	129	44	120	74	85	43
	26%	29%	24%	29%	24%	27%	24%	23%	24%	22%	36%	6%	62%	33%	19%	5%	52%	32%	34%	22%	22%	26%
Cameron	334	149	185	37	60	155	82	91	106	69	67	171	27	31	17	142	42	36	101	101	132	54
	31%	29%	33%	32%	33%	28%	39%	34%	34%	31%	26%	74%	12%	22%	22%	68%	17%	26%	29%	30%	35%	33%
Neither	258	128	130	25	45	146	42	68	75	62	53	28	29	42	34	31	48	33	78	93	87	42
	24%	25%	23%	21%	25%	26%	20%	25%	24%	28%	20%	12%	13%	29%	45%	15%	19%	24%	22%	28%	23%	26%
Both	78	45	33	13	17	37	11	22	27	14	15	8	20	12	5	7	13	11	19	24	34	6
	7%	9%	6%	11%	9%	7%	5%	8%	9%	6%	6%	3%	9%	8%	6%	3%	5%	8%	5%	7%	9%	4%
Refused	6	4	2	-	-	4	2	*	2	1	2	1	1	-	-	1	1	-	2	-	3	-
	1%	1%	*	-	-	1%	1%	*	1%	*	1%	*	*	-	-	*	*	-	1%	-	1%	-
Don't know	112	39	73	9	17	63	23	25	29	27	31	11	9	12	5	17	13	15	32	39	42	20
	11%	8%	13%	7%	9%	11%	11%	9%	9%	12%	12%	5%	4%	8%	7%	8%	5%	10%	9%	12%	11%	12%

## Labour & Leadership Poll

### Fieldwork : September 19th-20th 2006

Absolutes/col percents

Table 12

**Q.4 Putting your own party preferences aside from your own perception do you think Gordon Brown or David Cameron...?**

**Has most enthusiasm for the job of Prime minister**

**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Past Vote			Region			Labour Marginal
	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	1066	501	565	78	147	623	218	347	237	183	299	238	238	141	73	215	291	130	361	326	379	162
Weighted base	1066	511	555	118	184	553	212	267	314	224	260	231	225	145	74	208	247	140	351	331	384	165
Brown	269 25%	121 24%	148 27%	28 24%	40 22%	140 25%	61 29%	59 22%	54 17%	60 27%	96 37%	20 9%	109 48%	36 25%	15 20%	22 11%	112 45%	32 23%	113 32%	80 24%	76 20%	39 24%
Cameron	390 37%	186 36%	204 37%	50 43%	68 37%	192 35%	79 37%	106 40%	128 41%	83 37%	72 28%	143 62%	56 25%	47 33%	34 46%	117 56%	57 23%	60 43%	118 34%	122 37%	150 39%	58 35%
Neither	146 14%	81 16%	65 12%	18 15%	20 11%	75 14%	33 15%	29 11%	47 15%	35 16%	35 13%	12 5%	19 8%	27 19%	13 17%	18 9%	26 11%	15 11%	46 13%	49 15%	51 13%	27 16%
Both	179 17%	97 19%	82 15%	13 11%	38 21%	100 18%	27 13%	60 22%	54 17%	28 12%	37 14%	52 22%	32 14%	28 19%	5 7%	43 21%	42 17%	25 18%	51 14%	57 17%	71 18%	32 19%
Refused	5 *	3 1%	2 *	- -	- -	3 *	2 1%	- -	3 1%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	3 1%	- -	2 *	- -
Don't know	78 7%	24 5%	54 10%	8 7%	17 10%	43 8%	9 4%	13 5%	27 9%	19 8%	19 7%	4 2%	9 4%	7 5%	7 9%	8 4%	10 4%	8 6%	20 6%	23 7%	35 9%	9 5%

## Labour & Leadership Poll

### Fieldwork : September 19th-20th 2006

Absolutes/col percents

Table 13

**Q.4 Putting your own party preferences aside from your own perception do you think Gordon Brown or David Cameron...?**

**Is most likely to stab a colleague in the back**

**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Past Vote			Region			Labour Marginal
	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	1066	501	565	78	147	623	218	347	237	183	299	238	238	141	73	215	291	130	361	326	379	162
Weighted base	1066	511	555	118	184	553	212	267	314	224	260	231	225	145	74	208	247	140	351	331	384	165
Brown	372	183	189	46	64	194	68	98	116	81	77	118	54	45	30	112	61	50	117	125	130	65
	35%	36%	34%	39%	35%	35%	32%	37%	37%	36%	30%	51%	24%	31%	40%	54%	25%	36%	33%	38%	34%	39%
Cameron	130	71	59	20	20	65	25	32	27	28	42	13	56	20	7	8	55	12	52	44	34	17
	12%	14%	11%	17%	11%	12%	12%	12%	9%	13%	16%	6%	25%	14%	9%	4%	22%	9%	15%	13%	9%	10%
Neither	175	80	94	17	32	87	39	54	43	34	43	44	47	25	14	32	45	33	70	42	62	28
	16%	16%	17%	14%	18%	16%	18%	20%	14%	15%	17%	19%	21%	17%	19%	15%	18%	23%	20%	13%	16%	17%
Both	233	125	108	23	45	128	37	54	72	53	53	40	40	39	20	33	56	24	67	72	94	31
	22%	24%	19%	20%	24%	23%	17%	20%	23%	24%	20%	17%	18%	27%	26%	16%	23%	17%	19%	22%	24%	19%
Refused	11	6	5	-	-	4	8	3	3	-	6	1	1	2	-	2	1	2	3	4	5	1
	1%	1%	1%	-	-	1%	4%	1%	1%	-	2%	*	*	1%	-	1%	*	1%	1%	1%	1%	1%
Don't know	146	46	100	11	23	75	36	27	52	27	40	15	27	13	4	21	29	19	43	44	59	23
	14%	9%	18%	10%	13%	14%	17%	10%	17%	12%	15%	6%	12%	9%	6%	10%	12%	14%	12%	13%	15%	14%

## Labour & Leadership Poll

### Fieldwork : September 19th-20th 2006

Absolutes/col percents

Table 14

**Q.4 Putting your own party preferences aside from your own perception do you think Gordon Brown or David Cameron...?  
Is likely to make the right decisions when the going gets tough**

**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Past Vote			Region			Labour Marginal
	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	1066	501	565	78	147	623	218	347	237	183	299	238	238	141	73	215	291	130	361	326	379	162
Weighted base	1066	511	555	118	184	553	212	267	314	224	260	231	225	145	74	208	247	140	351	331	384	165
Brown	346	199	146	42	43	189	72	90	95	65	95	29	144	59	26	26	141	62	132	104	109	51
	32%	39%	26%	36%	23%	34%	34%	34%	30%	29%	36%	13%	64%	41%	36%	12%	57%	44%	38%	32%	28%	31%
Cameron	263	118	145	30	49	117	66	61	82	58	62	124	25	19	12	108	33	29	73	93	96	44
	25%	23%	26%	26%	27%	21%	31%	23%	26%	26%	24%	54%	11%	13%	15%	52%	14%	21%	21%	28%	25%	27%
Neither	231	110	121	27	41	123	40	58	65	58	50	37	22	41	28	41	33	26	68	70	92	39
	22%	22%	22%	23%	22%	22%	19%	22%	21%	26%	19%	16%	10%	28%	37%	20%	13%	18%	19%	21%	24%	23%
Both	107	49	58	9	29	55	13	34	35	13	24	28	23	18	2	18	23	11	39	24	44	16
	10%	10%	10%	8%	16%	10%	6%	13%	11%	6%	9%	12%	10%	12%	3%	9%	9%	8%	11%	7%	11%	10%
Refused	7	1	6	-	-	5	2	2	3	1	1	2	-	1	-	1	-	1	3	1	4	-
	1%	*	1%	-	-	1%	1%	1%	1%	1%	1%	1%	-	1%	-	*	-	1%	1%	*	1%	-
Don't know	113	33	80	9	22	63	18	22	35	28	28	12	10	7	6	14	16	11	36	39	38	15
	11%	7%	14%	8%	12%	11%	9%	8%	11%	12%	11%	5%	5%	5%	8%	7%	7%	8%	10%	12%	10%	9%

## Labour & Leadership Poll

### Fieldwork : September 19th-20th 2006

Absolutes/col percents

Table 15

**Q.4 Putting your own party preferences aside from your own perception do you think Gordon Brown or David Cameron...?**

**Is most honest**

**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Past Vote			Region			Labour Marginal
	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	1066	501	565	78	147	623	218	347	237	183	299	238	238	141	73	215	291	130	361	326	379	162
Weighted base	1066	511	555	118	184	553	212	267	314	224	260	231	225	145	74	208	247	140	351	331	384	165
Brown	207 19%	115 22%	92 17%	16 14%	30 17%	118 21%	43 20%	49 18%	54 17%	41 18%	63 24%	10 4%	91 40%	42 29%	14 19%	10 5%	93 37%	25 18%	92 26%	50 15%	66 17%	31 19%
Cameron	286 27%	125 25%	160 29%	38 33%	56 31%	119 22%	72 34%	76 28%	89 28%	60 27%	61 23%	118 51%	25 11%	31 21%	15 20%	110 53%	31 13%	31 22%	82 23%	96 29%	108 28%	53 32%
Neither	363 34%	176 34%	187 34%	45 38%	64 35%	199 36%	55 26%	93 35%	110 35%	85 38%	76 29%	65 28%	53 24%	49 34%	38 50%	54 26%	73 30%	55 39%	108 31%	121 36%	135 35%	53 32%
Both	94 9%	52 10%	42 8%	9 8%	12 7%	55 10%	17 8%	23 8%	31 10%	10 5%	30 11%	26 11%	35 15%	13 9%	2 2%	19 9%	33 13%	14 10%	32 9%	26 8%	36 9%	12 7%
Refused	7 1%	3 1%	4 1%	-	-	4 1%	3 1%	1 1%	2 1%	1 *	3 1%	1 *	1 *	-	1 1%	1 *	1 1%	1 1%	2 1%	1 *	4 1%	-
Don't know	109 10%	40 8%	70 13%	8 7%	21 12%	57 10%	22 10%	25 9%	28 9%	27 12%	28 11%	12 5%	20 9%	10 7%	5 6%	15 7%	17 7%	14 10%	36 10%	37 11%	36 9%	15 9%

## Labour & Leadership Poll

### Fieldwork : September 19th-20th 2006

Absolutes/col percents

Table 16

**Q.4 Putting your own party preferences aside from your own perception do you think Gordon Brown or David Cameron...?**

**Is likely to have the more pleasant personality**

**Base: All respondents**

	Sex			Age				Social Class				Voting Intention				Past Vote			Region			Labour Marginal
	Total	Male	Female	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	1066	501	565	78	147	623	218	347	237	183	299	238	238	141	73	215	291	130	361	326	379	162
Weighted base	1066	511	555	118	184	553	212	267	314	224	260	231	225	145	74	208	247	140	351	331	384	165
Brown	181 17%	96 19%	86 15%	10 9%	35 19%	101 18%	35 17%	31 12%	41 13%	40 18%	68 26%	7 3%	81 36%	34 23%	14 19%	7 3%	82 33%	25 18%	71 20%	56 17%	54 14%	27 17%
Cameron	552 52%	271 53%	281 51%	64 55%	85 46%	282 51%	121 57%	153 57%	182 58%	115 51%	103 39%	184 80%	87 39%	78 54%	30 41%	168 81%	104 42%	78 56%	171 49%	175 53%	206 54%	86 52%
Neither	162 15%	80 16%	81 15%	23 20%	38 21%	77 14%	23 11%	41 15%	49 15%	28 12%	44 17%	16 7%	24 10%	17 12%	19 25%	16 8%	28 11%	17 12%	57 16%	52 16%	52 14%	19 12%
Both	79 7%	34 7%	45 8%	10 8%	13 7%	40 7%	17 8%	24 9%	18 6%	18 8%	19 7%	17 8%	21 9%	11 8%	4 5%	12 6%	20 8%	13 9%	25 7%	23 7%	30 8%	19 12%
Refused	4 *	3 1%	2 *	- -	- -	2 *	2 1%	* *	2 1%	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	1 *	* *	3 1%	* *
Don't know	88 8%	28 5%	60 11%	11 9%	13 7%	51 9%	14 6%	18 7%	23 7%	23 10%	24 9%	7 3%	13 6%	5 3%	7 10%	5 3%	14 6%	7 5%	26 7%	23 7%	39 10%	13 8%

**Labour & Leadership Poll**  
**Fieldwork : September 19th-20th 2006**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1066	1066
Weighted base		1066	1066
<b><u>Sex</u></b>			
Male		501 47%	511 48%
Female		565 53%	555 52%
<b><u>Age</u></b>			
18-24	(21)	78 7%	118 11%
25-34	(29.5)	147 14%	184 17%
35-44	(39.5)	231 22%	213 20%
45-54	(49.5)	197 18%	182 17%
55-64	(59.5)	195 18%	158 15%
65+	(70)	218 20%	212 20%
Average age		48.51	46.47

**Labour & Leadership Poll**  
**Fieldwork : September 19th-20th 2006**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1066	1066
<b><u>Social Class</u></b>		
AB	347 33%	267 25%
C1	237 22%	314 29%
C2	183 17%	224 21%
DE	299 28%	260 24%
<b><u>Region</u></b>		
North	361 34%	351 33%
Midlands	326 31%	331 31%
South	379 36%	384 36%

**Labour & Leadership Poll**  
**Fieldwork : September 19th-20th 2006**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1066	1066
<b><u>Working status</u></b>		
Full-time	419 39%	476 45%
Part-time	154 14%	121 11%
Not working but seeking work or temporarily unemployed/sick	57 5%	63 6%
Not working/not seeking work	118 11%	105 10%
Retired	286 27%	259 24%
Student	30 3%	41 4%
Refused	2 *	1 *

**Labour & Leadership Poll**  
**Fieldwork : September 19th-20th 2006**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1066	1066
<b><u>Tenure</u></b>		
Own outright	373 35%	342 32%
Own with a mortgage	380 36%	439 41%
Council	92 9%	135 13%
Housing Assoc.	55 5%	34 3%
Rented from someone else	98 9%	72 7%
Rent free	10 1%	7 1%
Refused	58 5%	37 3%

**Labour & Leadership Poll**  
**Fieldwork : September 19th-20th 2006**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1066	1066
<b><u>Foreign Holiday in last 3 years</u></b>		
Yes	684 64%	664 62%
No	382 36%	402 38%
<b><u>Number of cars</u></b>		
None	195 18%	213 20%
1	461 43%	464 44%
2	306 29%	301 28%
3+	104 10%	88 8%

**Labour & Leadership Poll**  
**Fieldwork : September 19th-20th 2006**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1066	1066
<b><u>Internet Access</u></b>		
At all	762 71%	767 72%
At home (net)	650 61%	648 61%
At work (net)	333 31%	346 32%
At home	393 37%	385 36%
At work	76 7%	83 8%
Both at home and at work	257 24%	263 25%
Somewhere else	36 3%	35 3%
Not at all	300 28%	296 28%
Refused	4 *	4 *

**Labour & Leadership Poll**  
**Fieldwork : September 19th-20th 2006**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1066	1066
<b><u>What is the highest educational level that you have achieved to date?</u></b>		
Secondary/ high school/ NVQ 1-3	544 51%	577 54%
University degree or equivalent professional qualification/ NVQ4	276 26%	275 26%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	104 10%	91 9%
None of these	85 8%	83 8%
Refused	57 5%	40 4%

**Labour & Leadership Poll**  
**Fieldwork : September 19th-20th 2006**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1066	1066
<b><u>Marital Status</u></b>		
Single	205 19%	245 23%
Married/ co-habiting	618 58%	604 57%
Widowed/ separated/ divorced	198 19%	186 17%
Refused	45 4%	31 3%
<b><u>Children</u></b>		
None aged 18 or under	696 65%	697 65%
NET: Yes	314 29%	331 31%
NET: Yes any aged 15 or under	274 26%	288 27%
- Aged under 5	112 11%	130 12%
- Aged 5-10	136 13%	148 14%
- Aged 11-15	130 12%	126 12%
- Aged 16-18	69 6%	72 7%
Refused	56 5%	38 4%

**Labour & Leadership Poll**  
**Fieldwork : September 19th-20th 2006**

Absolutes/col percents

Table 17  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1066	1066
<b><u>Grocery shopping status</u></b>		
I am the main grocery shopper in the household	712 67%	705 66%
I regularly do the main grocery shop	742 70%	738 69%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	748 70%	743 70%
I do not do grocery shopping	113 11%	130 12%
Refused	36 3%	23 2%

**Labour & Leadership Poll**  
**Fieldwork : September 19th-20th 2006**

Absolutes/col percents

Table 18  
**Q.C/D Voting in May 5th 2005 General Election**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1066	1066
Weighted base	1066	1066
Conservative	215 20%	208 19%
Labour	291 27%	247 23%
Liberal Democrat/ Liberal	130 12%	140 13%
Scottish National Party/SNP	17 2%	17 2%
Plaid Cymru	4 *	6 1%
Green Party	10 1%	8 1%
UK Independence Party (UKIP)	7 1%	6 1%
Other	10 1%	12 1%
Did not vote	290 27%	327 31%
Don't know	19 2%	20 2%
Refused	73 7%	75 7%