



## ICM Poll for News of the World

**Fieldwork dates:** 1-3<sup>rd</sup> October 2008

**Interview Method:** Telephone.

**Population effectively sampled:** All adults aged 18+

**Sampling Method:** Within each selected marginal constituency, 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.

The constituencies selected were the 192 most marginal constituencies where Labour won in 2005 and the Conservatives came second up to the point where a swing of 15% was required for the Conservatives to win it at the next General Election. The constituencies were based on notional constituencies to take into account the latest boundary changes. The full list of constituencies is:

Finchley & Golders Green  
Crawley  
Croydon Central  
Battersea  
Aberconwy  
Harlow  
Milton Keynes South  
Hove  
Dartford  
City of Chester  
Stroud  
Bristol North West  
Loughborough  
Cardiff North  
Hastings & Rye  
Calder Valley  
Stourbridge

Colne Valley  
Corby  
Brighton Kemptown  
South Basildon & East Thurrock  
Vale of Glamorgan  
Swindon South  
Northampton South  
Dorset South  
Milton Keynes North  
Stafford  
Watford  
Redditch  
Broxstowe  
Burton  
High Peak  
Pendle  
Birmingham Edgbaston  
Carmarthen West & South  
Pembrokeshire  
Bury North  
Wolverhampton South West  
Ribble South  
Dumfries & Galloway  
Tamworth  
Derbyshire South  
Cleethorpes  
Harrow East  
Swindon North  
Worcester  
Bradford West  
Great Yarmouth  
Hendon  
Brentford & Isleworth  
Eltham  
Bedford  
Brigg & Goole  
Stevenage  
Rossendale & Darwen  
Halifax  
Dudley South  
Northampton North  
Nottingham North  
Westminster North  
Edinburgh South  
Blackpool North & Cleveleys  
Wirral South  
Leicestershire NW  
Lincoln  
Nuneaton  
Bolton West  
Ochil & South Perthshire

Halesowen & Rowley Regis  
Dover  
Gedling  
Keighley  
Carlisle  
Bolton NE  
Plymouth Sutton & Devonport  
Dewsbury  
Warrington South  
Pudsey  
Stirling  
Dudley North  
Elmet & Rothwell  
Poplar & Limehouse  
Reading West  
Tynemouth  
Waveney  
Ipswich  
Morecambe & Lunsdale  
Tooting  
Chatham & Alyesford  
Lancaster & Fleetwood  
Barrow in Furness  
Weaver Vale  
Warwick & Leamington Spa  
Gloucester  
Hampstead & Kilburn  
Stockton South  
Thurrock  
Sefton Central  
Hammersmith  
Derby North  
Kingswood  
Hyndburn  
Renfrewshire East  
Lancashire West  
Brighton Pavillion  
Amber Valley  
Vale of Clwyd  
Luton South  
Telford  
Batley & Spen  
Batley & spen  
Leeds NE  
Newport West  
Workington  
Warwickshire North  
Ellesmere Port and Neston  
Edinburgh North & Leith  
Coventry South

Wakefield  
Chorley  
Erewash  
Norwich South  
Luton North  
Sherwood  
Bristol East  
Edinburgh SW  
Bassetlaw  
Norwich North  
Dagenham & Rainham  
Crewe & Nantwich  
Gower  
Copeland  
Blackpool South  
Bridgend  
Ealing North  
Middlesbrough South & Cleveland  
Southampton Test  
Exeter  
Blackburn  
Harrow West  
Delyn  
Feltham & Heston  
Aberdeen South  
Birmingham Selly Oak  
Clwyd South  
Plymouth Moor View  
Nottingham South  
Slough  
Newcastle Under Lyme  
Walsall North  
Cardiff West  
Cannock Chase  
Birmingham Northfield  
Sotuhampton Itchen  
Strefford & Urmston  
Walsall South  
Coventry North West  
Ilford South  
Brent North  
Derbyshire NE  
Ayr Carrick & Cumnock  
Bury South  
Leicester West  
Lewisham West & Penge  
Stoke on Trent South  
Worsley & Eccles South  
Cardiff South & Penarth  
Grimsby

Alyn & Deeside  
Stalybridge & Hyde  
Lewisham East  
Nottingham East  
Ashfield  
Don Valley  
Ayrshire Central  
Morley & Outwood  
Bradford South  
Scunthorpe  
Wallesey  
Wolverhampton NE  
Sunderland Central  
York Central  
Erith & Thamesmead  
Warrington north  
Darlington  
Heywood & middleton  
Stockport  
Oldham West & Royton  
Hayes & harlington  
Edmonton  
Rother Valley  
Preston  
Wythenshawe & Sale East

**Sample size:** 1,004

**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 across the eligible constituencies. 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 .

**Further enquiries:** [nick.sparrow@icmresearch.co.uk](mailto:nick.sparrow@icmresearch.co.uk)

## Marginals Poll

### Fieldwork : October 1st-3rd 2008

Absolutes/col percents

Table 1

**Q.1 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?**

**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	Con-ser-vative	Labour	LibDem	Other	Con-ser-vative	Labour	LibDem	Other	
Unweighted base	1004	436	568	67	137	147	170	206	277	341	210	151	302	282	227	66	45	206	306	76	36	
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	273	213	83	53	181	264	92	39	
Certain to vote	(10)	506	256	250	17	60	95	96	98	140	143	135	92	136	169	116	49	28	135	158	63	28
		50%	53%	48%	14%	38%	48%	57%	66%	67%	55%	46%	44%	56%	62%	54%	59%	53%	75%	60%	68%	72%
	(9)	68	37	32	11	10	14	9	10	13	21	20	14	13	21	11	9	6	14	15	11	1
		7%	8%	6%	10%	7%	7%	6%	6%	6%	8%	7%	7%	5%	8%	5%	10%	12%	8%	6%	12%	2%
	(8)	102	41	61	13	26	20	14	11	19	28	29	20	25	27	15	5	16	34	10	2	
		10%	8%	12%	11%	16%	10%	8%	8%	9%	11%	10%	10%	10%	10%	19%	9%	9%	13%	11%	6%	
	(7)	53	25	27	10	11	12	10	3	7	8	18	21	6	16	19	3	4	6	15	3	
		5%	5%	5%	9%	7%	6%	6%	2%	3%	3%	6%	10%	3%	6%	9%	3%	7%	3%	6%	6%	
	(6)	31	15	17	3	6	7	9	2	4	8	12	7	4	9	9	-	6	1	14	-	
		3%	3%	3%	2%	4%	4%	5%	1%	2%	3%	4%	3%	2%	3%	4%	-	11%	1%	5%	-	
	(5)	75	30	45	26	15	10	8	9	7	17	26	16	16	12	23	4	1	3	14	-	
		7%	6%	9%	22%	9%	5%	5%	6%	3%	7%	9%	7%	7%	5%	11%	5%	2%	2%	5%	-	
	(4)	12	4	8	3	3	4	-	1	1	3	3	3	3	3	3	3	-	1	2	-	
		1%	1%	2%	3%	2%	2%	-	*	1%	1%	1%	1%	1%	1%	1%	3%	-	*	1%	-	
	(3)	26	13	13	7	2	9	7	-	-	4	10	10	2	11	8	1	2	-	-	-	
		3%	3%	2%	6%	1%	5%	4%	-	-	1%	3%	5%	1%	4%	4%	1%	5%	-	-	-	
	(2)	22	11	11	7	1	7	2	4	1	5	5	8	5	1	3	-	1	1	3	-	
		2%	2%	2%	6%	1%	4%	1%	2%	1%	2%	2%	4%	2%	1%	1%	-	2%	*	1%	-	
Certain not to vote	(1)	99	47	52	22	25	19	12	12	9	23	33	21	23	-	-	-	-	2	5	1	
		10%	10%	10%	18%	16%	10%	7%	8%	4%	9%	11%	10%	9%	-	-	-	-	1%	2%	1%	
Refused		1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	
		*	*	-	-	-	-	-	1%	-	-	-	-	*	-	-	-	-	-	-	-	
Don't know		9	2	7	-	-	1	1	-	7	-	1	-	8	2	1	-	-	2	4	1	
		1%	*	1%	-	-	1%	1%	-	3%	-	1%	-	3%	1%	*	-	-	1%	1%	2%	
Mean		7.73	7.85	7.63	5.57	7.14	7.53	8.07	8.44	8.90	8.03	7.48	7.37	8.06	8.78	8.33	8.92	8.46	9.37	8.72	9.39	
Standard error		0.10	0.15	0.13	0.38	0.28	0.26	0.22	0.20	0.14	0.16	0.22	0.25	0.18	0.12	0.15	0.21	0.33	0.10	0.12	0.14	

## Marginals Poll

### Fieldwork : October 1st-3rd 2008

Absolutes/col percents

Table 2

Data derived from:-

**Q.1 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?**

**Q.2 The Conservatives, Labour, 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?**

**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	Con- ser- vative	Labour	LibDem	Other	Con- ser- vative	Labour	LibDem	Other
Unweighted base	531	254	277	25	66	76	95	113	156	199	112	77	143	249	188	57	37	166	197	53	23
Weighted base	519	268	250	41	80	105	92	82	119	152	149	104	113	233	167	76	43	148	171	69	28
Conservative	233	120	114	15	32	48	34	40	64	72	68	45	48	233	-	-	-	145	32	16	3
	45%	45%	45%	36%	40%	46%	37%	49%	54%	47%	46%	43%	43%	100%	-	-	-	98%	19%	23%	9%
Labour	167	85	82	10	19	27	43	27	41	50	43	32	42	-	167	-	-	1	127	5	2
	32%	32%	33%	25%	23%	26%	47%	33%	35%	33%	29%	31%	37%	-	100%	-	-	*	74%	7%	9%
Liberal Democrat	76	32	44	6	25	20	9	11	5	20	24	19	13	-	-	76	-	1	8	47	-
	15%	12%	18%	15%	31%	19%	9%	13%	4%	13%	16%	18%	11%	-	-	100%	-	*	5%	69%	-
SNP	10	7	2	2	1	4	2	1	1	2	6	2	1	-	-	-	10	-	-	-	10
	2%	3%	1%	5%	1%	3%	2%	1%	1%	1%	4%	2%	1%	-	-	-	23%	-	-	-	35%
Plaid Cymru	5	4	1	-	-	4	-	-	1	-	1	2	1	-	-	-	5	-	-	-	5
	1%	1%	*	-	-	4%	-	-	1%	-	1%	2%	1%	-	-	-	11%	-	-	-	17%
Green Party	3	2	1	1	1	-	1	-	-	2	-	-	1	-	-	-	3	-	-	1	1
	1%	1%	*	3%	1%	-	1%	-	-	1%	-	-	1%	-	-	-	8%	-	-	1%	4%
UKIP	5	3	2	-	1	2	-	1	2	2	2	-	1	-	-	-	5	1	-	-	4
	1%	1%	1%	-	1%	2%	-	1%	1%	1%	2%	-	1%	-	-	-	13%	*	-	-	13%
Other Party	19	15	4	6	2	-	3	2	5	5	4	4	6	-	-	-	19	1	5	-	4
	4%	6%	1%	15%	3%	-	3%	3%	4%	3%	3%	4%	5%	-	-	-	45%	1%	3%	-	13%

## Marginals Poll

Fieldwork : October 1st-3rd 2008

Col percents

Table 3  
**Published Vote Intention Figures**  
Percentages derived from the responses of 765 respondents

	<u>Total</u>
Conservative	43%
Labour	34%
Liberal Democrats	15%
Others	8%

## Marginals Poll

### Fieldwork : October 1st-3rd 2008

Absolutes/col percents

Table 4

**Q.5 I would like you to think about Gordon Brown and David Cameron. For each of the following things, which one do you think would be better at...?**

**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	Con-ser-vative	Labour	LibDem	Other	Con-ser-vative	Labour	LibDem	Other
Unweighted base	1004	436	568	67	137	147	170	206	277	341	210	151	302	282	227	66	45	206	306	76	36
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	273	213	83	53	181	264	92	39
<b><u>Being Prime Minister</u></b>																					
Gordon Brown	339	164	175	43	54	61	62	46	72	87	98	70	84	15	166	26	18	12	148	27	16
	34%	34%	34%	36%	34%	31%	37%	31%	35%	33%	34%	33%	35%	6%	78%	31%	34%	7%	56%	29%	40%
David Cameron	474	233	240	59	79	99	74	68	95	125	143	109	96	242	23	50	19	154	68	55	18
	47%	48%	46%	50%	50%	50%	44%	46%	45%	48%	49%	51%	40%	89%	11%	60%	36%	85%	26%	60%	45%
Don't know	192	85	107	18	26	39	33	35	42	49	50	32	61	16	24	8	16	14	48	10	6
	19%	18%	20%	15%	16%	19%	19%	23%	20%	19%	17%	15%	25%	6%	11%	9%	30%	8%	18%	11%	15%
<b><u>Setting taxes</u></b>																					
Gordon Brown	368	192	176	41	56	70	74	51	76	107	96	75	90	30	163	35	22	26	154	32	19
	37%	40%	34%	34%	35%	35%	44%	34%	36%	41%	33%	35%	37%	11%	77%	42%	42%	15%	58%	34%	48%
David Cameron	426	212	214	54	71	91	63	64	83	109	137	96	84	213	26	37	16	131	63	43	15
	42%	44%	41%	45%	45%	46%	37%	43%	40%	42%	47%	46%	35%	78%	12%	45%	30%	72%	24%	47%	39%
Don't know	209	78	132	24	32	38	32	34	50	45	58	40	67	30	24	11	15	24	47	17	5
	21%	16%	25%	21%	20%	19%	19%	23%	24%	17%	20%	19%	28%	11%	11%	13%	28%	13%	18%	19%	13%
<b><u>Dealing with the credit crunch</u></b>																					
Gordon Brown	435	238	197	44	70	88	84	63	87	124	134	83	93	51	176	45	22	35	177	39	16
	43%	49%	38%	37%	44%	44%	50%	42%	42%	48%	46%	39%	39%	19%	82%	54%	41%	19%	67%	42%	42%
David Cameron	352	151	202	45	53	72	57	52	73	88	94	89	82	185	20	27	19	117	41	39	16
	35%	31%	39%	38%	33%	36%	34%	35%	35%	34%	32%	42%	34%	68%	10%	32%	35%	65%	16%	43%	40%
Don't know	216	93	123	30	36	39	28	34	48	49	63	39	66	37	17	11	13	29	46	14	7
	22%	19%	24%	25%	23%	20%	17%	23%	23%	19%	22%	18%	27%	13%	8%	14%	24%	16%	17%	16%	18%

## Marginals Poll

### Fieldwork : October 1st-3rd 2008

Absolutes/col percents

Table 4

**Q.5 I would like you to think about Gordon Brown and David Cameron. For each of the following things, which one do you think would be better at...?**

**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	Con-ser-vative	Labour	LibDem	Other	Con-ser-vative	Labour	LibDem	Other
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	273	213	83	53	181	264	92	39
<b><u>Dealing with the rising cost of living</u></b>																					
Gordon Brown	388	207	182	54	60	64	73	55	83	103	123	71	91	33	166	37	25	23	159	28	17
	39%	43%	35%	45%	37%	32%	43%	37%	40%	39%	42%	34%	38%	12%	78%	44%	46%	13%	60%	31%	43%
David Cameron	405	195	210	46	65	89	65	59	81	107	113	103	82	211	19	33	18	133	54	44	16
	40%	40%	40%	39%	41%	45%	38%	40%	39%	41%	39%	49%	34%	77%	9%	39%	35%	74%	20%	47%	41%
Don't know	211	81	130	19	35	46	31	35	45	51	56	36	68	29	28	14	10	24	51	20	6
	21%	17%	25%	16%	22%	23%	18%	23%	22%	20%	19%	17%	28%	11%	13%	17%	19%	14%	19%	22%	16%
<b><u>Dealing with the War on Terror</u></b>																					
Gordon Brown	331	161	170	44	48	68	59	39	72	88	86	74	82	36	148	24	20	16	134	27	13
	33%	33%	32%	37%	30%	34%	35%	26%	34%	34%	30%	35%	34%	13%	69%	29%	39%	9%	51%	29%	33%
David Cameron	401	199	202	51	64	81	57	66	82	97	129	89	86	194	30	37	18	134	62	41	18
	40%	41%	39%	42%	41%	41%	34%	45%	39%	37%	44%	42%	36%	71%	14%	44%	34%	74%	23%	45%	46%
Don't know	272	121	151	25	46	50	53	43	55	76	76	48	73	42	35	22	14	31	68	24	8
	27%	25%	29%	21%	29%	25%	31%	29%	26%	29%	26%	23%	30%	15%	17%	27%	27%	17%	26%	26%	21%
<b><u>Modernising the NHS</u></b>																					
Gordon Brown	350	185	165	37	55	67	62	54	76	84	99	76	92	23	154	25	22	15	153	26	17
	35%	38%	32%	31%	34%	34%	37%	36%	36%	32%	34%	36%	38%	8%	72%	29%	41%	8%	58%	29%	45%
David Cameron	459	214	245	65	68	94	73	61	97	131	140	95	93	223	40	47	19	146	70	51	14
	46%	44%	47%	55%	43%	47%	43%	41%	46%	50%	48%	45%	38%	82%	19%	57%	35%	81%	26%	55%	35%
Don't know	195	83	111	17	36	37	34	34	36	46	52	40	56	27	20	12	13	20	41	15	8
	19%	17%	21%	14%	23%	19%	20%	23%	17%	18%	18%	19%	23%	10%	9%	14%	24%	11%	16%	16%	20%

## Marginals Poll

### Fieldwork : October 1st-3rd 2008

Absolutes/col percents

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**Q.5 I would like you to think about Gordon Brown and David Cameron. For each of the following things, which one do you think would be better at...?**

**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	Con-ser-vative	Labour	LibDem	Other	Con-ser-vative	Labour	LibDem	Other
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	273	213	83	53	181	264	92	39
<b><u>Improving standards in Britain's schools</u></b>																					
Gordon Brown	346	173	173	37	58	69	62	47	73	88	108	67	83	35	161	25	19	20	148	28	16
	34%	36%	33%	31%	36%	35%	37%	31%	35%	34%	37%	32%	34%	13%	76%	30%	36%	11%	56%	30%	40%
David Cameron	470	215	255	61	72	90	75	74	98	128	133	108	101	220	34	40	21	146	74	48	15
	47%	45%	49%	51%	45%	45%	44%	50%	47%	49%	46%	51%	42%	81%	16%	48%	39%	81%	28%	52%	37%
Don't know	188	94	94	21	29	40	32	28	38	45	50	35	57	18	18	18	13	15	42	17	9
	19%	19%	18%	18%	18%	20%	19%	19%	18%	17%	17%	17%	24%	6%	9%	22%	25%	8%	16%	18%	22%
<b><u>Controlling immigration</u></b>																					
Gordon Brown	254	118	137	38	42	57	49	24	44	67	75	54	59	20	122	29	9	9	97	29	9
	25%	24%	26%	32%	27%	29%	29%	16%	21%	26%	26%	26%	24%	7%	57%	35%	16%	5%	37%	31%	22%
David Cameron	517	269	248	58	81	95	82	87	114	136	147	116	118	224	60	36	27	147	109	47	21
	51%	56%	47%	48%	51%	48%	48%	59%	55%	52%	51%	55%	49%	82%	28%	44%	52%	81%	41%	51%	54%
Don't know	233	95	138	24	36	47	38	38	51	58	69	41	65	29	30	18	17	24	59	16	9
	23%	20%	26%	20%	23%	24%	23%	25%	24%	22%	24%	19%	27%	11%	14%	22%	32%	14%	22%	17%	24%
<b><u>Improving the transport system</u></b>																					
Gordon Brown	347	176	171	38	56	63	69	48	74	94	100	74	79	35	156	31	11	20	149	29	17
	35%	37%	33%	32%	35%	32%	41%	32%	35%	36%	34%	35%	33%	13%	73%	37%	21%	11%	56%	32%	44%
David Cameron	402	199	203	56	62	84	63	62	76	107	123	83	89	204	25	36	23	127	52	39	14
	40%	41%	39%	47%	39%	42%	37%	42%	37%	41%	42%	40%	37%	75%	12%	44%	43%	70%	20%	42%	35%
Don't know	254	107	148	26	41	52	37	39	58	60	68	53	74	33	32	16	19	34	63	25	9
	25%	22%	28%	22%	26%	26%	22%	26%	28%	23%	23%	25%	31%	12%	15%	19%	35%	19%	24%	27%	22%

## Marginals Poll

### Fieldwork : October 1st-3rd 2008

Absolutes/col percents

Table 5

**Q.6 Overall, who do you think would make the best Prime Minister, Gordon Brown or David Cameron?****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	Con- ser- vative	Labour	LibDem	Other	Con- ser- vative	Labour	LibDem	Other
Unweighted base	1004	436	568	67	137	147	170	206	277	341	210	151	302	282	227	66	45	206	306	76	36
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	273	213	83	53	181	264	92	39
Gordon Brown	350	179	171	45	52	64	66	47	76	96	94	72	88	15	169	29	20	11	160	27	18
	35%	37%	33%	38%	32%	32%	39%	32%	36%	37%	32%	34%	37%	5%	79%	35%	39%	6%	61%	29%	46%
David Cameron	507	240	267	65	86	101	80	75	100	134	149	112	111	251	33	46	17	159	71	55	13
	50%	50%	51%	55%	54%	51%	47%	50%	48%	51%	51%	53%	46%	92%	15%	55%	33%	88%	27%	59%	34%
Don't know	147	62	85	9	22	34	23	26	33	31	48	27	42	7	11	9	15	10	33	10	8
	15%	13%	16%	8%	14%	17%	14%	18%	16%	12%	16%	13%	17%	3%	5%	11%	29%	6%	12%	11%	21%

## Marginals Poll

### Fieldwork : October 1st-3rd 2008

Absolutes/col percents

Table 6

**Q.7 You may have seen or heard that some people are saying that Gordon Brown should step down as Prime Minister. What is your opinion? Do you think he should step down or carry on as Prime Minister?**

**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	Con-ser-vative	Labour	LibDem	Other	Con-ser-vative	Labour	LibDem	Other
Unweighted base	1004	436	568	67	137	147	170	206	277	341	210	151	302	282	227	66	45	206	306	76	36
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	273	213	83	53	181	264	92	39
Step down	363	171	192	52	58	84	64	48	58	80	108	93	82	143	31	35	24	88	56	41	16
	36%	35%	37%	43%	37%	42%	38%	32%	28%	31%	37%	44%	34%	52%	15%	42%	46%	49%	21%	44%	40%
Carry on	585	288	297	56	91	108	97	93	140	168	169	108	139	123	174	45	29	85	201	51	21
	58%	60%	57%	47%	57%	54%	57%	63%	67%	64%	58%	51%	58%	45%	82%	54%	54%	47%	76%	56%	55%
Don't know	56	23	33	12	10	7	8	8	11	13	14	9	20	7	8	3	-	7	8	-	2
	6%	5%	6%	10%	6%	4%	5%	5%	5%	5%	5%	4%	8%	3%	4%	4%	-	4%	3%	-	5%

## Marginals Poll

### Fieldwork : October 1st-3rd 2008

Absolutes/col percents

Table 7

**Q.8 Supposing Gordon Brown did step down as Prime Minister. Which one of the following would you most like to see replace him as Prime Minister?**  
**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	Con-ser-vative	Labour	LibDem	Other	Con-ser-vative	Labour	LibDem	Other
Unweighted base	1004	436	568	67	137	147	170	206	277	341	210	151	302	282	227	66	45	206	306	76	36
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	273	213	83	53	181	264	92	39
Jack Straw	164	97	67	14	22	37	27	24	39	45	50	21	48	55	35	17	14	33	54	19	6
	16%	20%	13%	12%	14%	19%	16%	16%	19%	17%	17%	10%	20%	20%	16%	20%	26%	18%	20%	21%	17%
David Milliband	163	96	67	18	23	36	25	25	36	44	59	33	27	45	55	16	6	27	57	12	6
	16%	20%	13%	15%	14%	18%	15%	17%	17%	17%	20%	16%	11%	16%	26%	20%	12%	15%	22%	13%	14%
Harriet Harman	55	18	38	5	4	14	14	11	7	16	17	15	8	9	11	9	5	8	13	8	-
	5%	4%	7%	4%	2%	7%	8%	8%	3%	6%	6%	7%	3%	3%	5%	11%	9%	4%	5%	8%	-
Alan Johnson	32	20	12	4	8	5	6	3	7	8	8	8	7	8	10	3	1	4	11	6	1
	3%	4%	2%	3%	5%	2%	3%	2%	3%	3%	3%	4%	3%	3%	5%	3%	1%	2%	4%	6%	3%
John Reid	29	15	14	1	5	6	3	8	6	7	9	4	8	7	6	2	3	4	12	1	3
	3%	3%	3%	1%	3%	3%	2%	5%	3%	3%	3%	2%	3%	3%	3%	2%	5%	2%	4%	1%	7%
Ed Balls	22	16	6	4	1	11	6	-	1	7	7	3	5	4	6	5	-	3	10	3	-
	2%	3%	1%	3%	*	5%	4%	-	*	3%	3%	1%	2%	1%	3%	6%	-	1%	4%	3%	-
Hazel Blears	22	8	14	5	5	5	2	2	2	5	6	8	3	4	6	-	2	2	5	-	3
	2%	2%	3%	4%	3%	3%	1%	1%	1%	2%	2%	4%	1%	1%	3%	-	3%	1%	2%	-	7%
Jon Cruddas	9	7	2	-	-	2	4	1	2	2	2	-	5	4	2	-	1	4	2	-	1
	1%	1%	*	-	-	1%	2%	1%	1%	1%	1%	-	2%	1%	1%	-	1%	2%	1%	-	2%
James Purnell	5	4	1	1	2	2	-	-	1	3	1	-	1	1	-	-	1	1	-	2	1
	1%	1%	*	1%	1%	1%	-	-	*	1%	*	-	*	*	-	-	2%	1%	-	2%	2%
John Denham	5	3	2	2	2	-	-	-	1	-	2	2	1	1	2	-	-	1	2	-	-
	*	1%	*	2%	1%	-	-	-	*	-	1%	1%	1%	*	1%	-	-	*	1%	-	-
Someone else	231	99	132	35	37	40	45	32	41	61	62	60	48	68	38	14	16	49	35	19	13
	23%	21%	25%	30%	24%	20%	26%	22%	20%	23%	21%	28%	20%	25%	18%	17%	29%	27%	13%	21%	33%
Refused	9	7	2	-	1	-	*	1	6	3	4	-	2	2	1	-	-	3	2	1	-
	1%	1%	*	-	1%	-	*	1%	3%	1%	1%	-	1%	1%	*	-	-	2%	1%	1%	-
Don't know	259	93	166	32	49	42	36	40	61	61	63	57	78	66	43	17	6	42	62	22	6
	26%	19%	32%	27%	31%	21%	21%	27%	29%	23%	22%	27%	32%	24%	20%	21%	11%	23%	24%	24%	16%

## Marginals Poll

### Fieldwork : October 1st-3rd 2008

Absolutes/col percents

Table 8

**Q.9 Please consider the economy for a moment, your current personal financial situation and your ability to keep up with the cost of living. Taking this into account, how confident do you feel about things at the moment?**

**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	Con-ser-vative	Labour	LibDem	Other	Con-ser-vative	Labour	LibDem	Other	
Unweighted base	1004	436	568	67	137	147	170	206	277	341	210	151	302	282	227	66	45	206	306	76	36	
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	273	213	83	53	181	264	92	39	
NET: Confident	446	246	200	59	63	92	82	64	86	143	131	75	98	112	120	36	23	73	131	46	17	
	44%	51%	38%	50%	39%	46%	48%	43%	41%	55%	45%	36%	40%	41%	56%	43%	43%	40%	49%	50%	42%	
Very confident	(4)	65	38	28	8	17	6	8	8	18	19	11	16	17	20	6	5	9	20	5	2	
		6%	8%	5%	6%	11%	3%	4%	6%	9%	7%	7%	5%	7%	6%	10%	7%	10%	5%	7%	5%	5%
Fairly confident	(3)	381	209	173	52	46	86	74	56	68	124	112	65	81	95	99	30	18	64	111	41	14
		38%	43%	33%	43%	29%	43%	44%	38%	32%	47%	38%	31%	34%	35%	47%	36%	33%	35%	42%	45%	37%
Not very confident	(2)	352	142	209	29	63	63	64	51	82	87	94	80	91	99	71	33	13	67	87	36	13
		35%	30%	40%	24%	40%	32%	38%	34%	39%	33%	32%	38%	38%	36%	33%	40%	24%	37%	33%	39%	34%
Not at all confident	(1)	193	87	105	26	34	43	23	35	32	62	50	48	59	21	14	17	38	43	10	9	
		19%	18%	20%	22%	21%	22%	13%	21%	12%	21%	24%	20%	22%	10%	17%	33%	21%	16%	11%	23%	
NET: Not confident		544	230	315	55	97	107	87	117	119	157	130	139	158	92	47	30	106	130	46	23	
		54%	48%	60%	46%	61%	54%	52%	56%	45%	54%	62%	58%	58%	43%	57%	57%	58%	49%	50%	58%	
Don't know		13	6	7	5	-	-	-	2	6	-	4	5	5	3	1	-	-	2	3	-	-
		1%	1%	1%	4%	-	-	-	1%	3%	-	1%	3%	2%	1%	1%	-	-	1%	1%	-	-
Mean		2.32	2.41	2.24	2.36	2.29	2.28	2.39	2.28	2.34	2.50	2.31	2.18	2.28	2.26	2.56	2.33	2.21	2.24	2.41	2.44	2.24
Standard error		0.03	0.04	0.04	0.11	0.08	0.07	0.06	0.06	0.05	0.04	0.06	0.07	0.05	0.05	0.10	0.15	0.06	0.05	0.09	0.15	

## Marginals Poll

### Fieldwork : October 1st-3rd 2008

Absolutes/col percents

Table 9  
**Q.10 You may have seen or heard about new policies announced at each of the party conferences over the last week or two. Do you think it is a good idea or a bad idea to...?**

**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	Con-ser-vative	Labour	LibDem	Other	Con-ser-vative	Labour	LibDem	Other
Unweighted base	1004	436	568	67	137	147	170	206	277	341	210	151	302	282	227	66	45	206	306	76	36
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	273	213	83	53	181	264	92	39
<b><u>Freeze council tax at the current level for the next two years paid for by cuts in spending on the use of consultants and government advertising</u></b>																					
Good idea	778	370	408	95	124	155	134	120	149	203	220	174	182	229	155	67	40	149	186	70	33
	78%	77%	78%	80%	78%	78%	79%	81%	72%	78%	76%	82%	75%	84%	73%	81%	75%	83%	70%	76%	84%
Bad idea	170	89	81	19	28	33	27	24	39	43	54	30	42	32	50	16	8	19	62	18	5
	17%	18%	15%	16%	17%	17%	16%	16%	19%	16%	19%	14%	18%	12%	23%	19%	15%	11%	24%	19%	13%
Don't know	56	23	33	5	8	10	8	4	21	15	17	7	17	11	9	-	5	12	16	4	1
	6%	5%	6%	4%	5%	5%	5%	3%	10%	6%	6%	3%	7%	4%	4%	-	10%	7%	6%	5%	3%
<b><u>Extend subsidized child care to cover children from the age of two years rather than the current age of three years</u></b>																					
Good idea	620	305	315	85	121	136	109	79	91	170	182	143	125	158	157	56	33	85	175	61	24
	62%	63%	60%	72%	76%	68%	64%	53%	43%	65%	62%	68%	52%	58%	73%	67%	62%	47%	66%	66%	60%
Bad idea	301	138	164	28	27	48	50	53	95	73	90	54	84	101	46	22	16	83	67	26	12
	30%	29%	31%	24%	17%	24%	30%	35%	46%	28%	31%	26%	35%	37%	21%	26%	30%	46%	25%	28%	30%
Don't know	82	39	43	6	11	15	10	17	23	18	19	14	31	14	11	6	4	13	22	5	4
	8%	8%	8%	5%	7%	8%	6%	12%	11%	7%	7%	7%	13%	5%	5%	7%	8%	7%	8%	5%	10%
<b><u>Cut the rate of income tax by between 4-6p which is funded by £20billion cuts in government spending</u></b>																					
Good idea	514	238	276	73	91	102	80	70	98	117	156	114	127	145	101	44	25	89	112	49	21
	51%	49%	53%	61%	57%	51%	47%	47%	47%	45%	54%	54%	53%	53%	47%	53%	48%	49%	42%	53%	53%
Bad idea	388	206	182	38	55	76	78	66	75	122	112	76	77	99	95	33	19	66	119	40	13
	39%	43%	35%	32%	35%	38%	46%	44%	36%	47%	39%	36%	32%	36%	45%	40%	35%	37%	45%	44%	33%
Don't know	102	38	64	9	13	20	11	13	36	22	23	21	37	28	18	6	9	25	34	3	5
	10%	8%	12%	7%	8%	10%	7%	9%	17%	8%	8%	10%	15%	10%	8%	7%	17%	14%	13%	3%	14%

## Marginals Poll

### Fieldwork : October 1st-3rd 2008

Absolutes/col percents

Table 10

**Which of the following age groups do you fall into?**

**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
18 - 24	67 7%	119 12%
25 - 34	137 14%	159 16%
35 - 44	147 15%	199 20%
45 - 54	170 17%	169 17%
55 - 64	206 21%	149 15%
65+	277 28%	209 21%

## Marginals Poll

### Fieldwork : October 1st-3rd 2008

Absolutes/col percents

Table 11  
**Work Status**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Working full time (30+ hrs a week)	415 41%	452 45%
Working part time (8-29 hrs a week)	159 16%	120 12%
Not working but seeking work or temporarily unemployed/sick	33 3%	47 5%
Not working/ Not seeking work - EXCLUDING RETIRED/ STUDENT	44 4%	64 6%
Retired	325 32%	267 27%
Student	28 3%	54 5%

## Marginals Poll

### Fieldwork : October 1st-3rd 2008

Absolutes/col percents

Table 12  
**Tenure**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Owned outright (without mortgage)	417 42%	328 33%
Owned with a mortgage or loan	372 37%	387 39%
Rented from the council	109 11%	129 13%
Rented from someone else	93 9%	141 14%
Rent free	13 1%	18 2%

**Marginals Poll**  
**Fieldwork : October 1st-3rd 2008**

Absolutes/col percents

Table 13  
**How many cars/light vans do you have in the household?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
None	184 18%	209 21%
1 car	456 45%	418 42%
2 cars	276 27%	288 29%
3+ cars	88 9%	89 9%

**Marginals Poll**  
**Fieldwork : October 1st-3rd 2008**

Absolutes/col percents

Table 14  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Male	436 43%	482 48%
Female	568 57%	522 52%

**Marginals Poll**  
**Fieldwork : October 1st-3rd 2008**

Absolutes/col percents

Table 15  
**SEG**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
A	119 12%	92 9%
B	222 22%	169 17%
C1	210 21%	291 29%
C2	151 15%	211 21%
D	119 12%	99 10%
E	183 18%	141 14%

## Marginals Poll

### Fieldwork : October 1st-3rd 2008

Absolutes/col percents

Table 16  
**Q.3/4 Voting in 2005 General Election**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Conservative	206 21%	181 18%
Labour	306 30%	264 26%
Liberal Democrat	76 8%	92 9%
SNP	9 1%	13 1%
Plaid Cymru	3 *	5 *
Green	6 1%	4 *
UKIP	7 1%	8 1%
Other Party	11 1%	10 1%
Did not vote	265 26%	318 32%
Refused	80 8%	71 7%
Don't know	35 3%	38 4%

	Page	Table	Title	Base Description	Base
	1	1	Q.1 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?	Base: All respondents	1004
	2	2	Data derived from:- Q.1 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? Q.2 The Conservatives, Labour, 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? THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DONT KNOW/REFUSERS		
	3	3	Published Vote Intention Figures Percentages derived from the responses of 765 respondents		
	4	4	Q.5 I would like you to think about Gordon Brown and David Cameron. For each of the following things, which one do you think would be better at...? / Being Prime Minister / Setting taxes / Dealing with the credit crunch	Base: All respondents	1004
	5	4	Q.5 I would like you to think about Gordon Brown and David Cameron. For each of the following things, which one do you think would be better at...? / Dealing with the rising cost of living / Dealing with the War on Terror / Modernising the NHS	Base: All respondents	1004
	6	4	Q.5 I would like you to think about Gordon Brown and David Cameron. For each of the following things, which one do you think would be better at...? / Improving standards in Britain's schools / Controlling immigration / Improving the transport system	Base: All respondents	1004
	7	5	Q.6 Overall, who do you think would make the best Prime Minister, Gordon Brown or David Cameron?	Base: All respondents	1004
	8	6	Q.7 You may have seen or heard that some people are saying that Gordon Brown should step down as Prime Minister. What is your opinion? Do you think he should step down or carry on as Prime Minister?	Base: All respondents	1004
	9	7	Q.8 Supposing Gordon Brown did step down as Prime Minister. Which one of the following would you most like to see replace him as Prime Minister?	Base: All respondents	1004

	Page	Table	Title	Base Description	Base
	10	8	Q.9 Please consider the economy for a moment, your current personal financial situation and your ability to keep up with the cost of living. Taking this into account, how confident do you feel about things at the moment?	Base: All respondents	1004
	11	9	Q.10 You may have seen or heard about new policies announced at each of the party conferences over the last week or two. Do you think it is a good idea or a bad idea to...? Freeze council tax at the current level for the next two years paid for by cuts in spending on the use of consultants and government advertising / Extend subsidized child care to cover children from the age of two years rather than the current age of three years / Cut the rate of income tax by between 4-6p which is funded by £20billion cuts in government spending	Base: All respondents	1004
	12	10	Which of the following age groups do you fall into?	Base: All respondents	1004
	13	11	Work Status	Base: All respondents	1004
	14	12	Tenure	Base: All respondents	1004
	15	13	How many cars/light vans do you have in the household?	Base: All respondents	1004
	16	14	Gender	Base: All respondents	1004
	17	15	SEG	Base: All respondents	1004
	18	16	Q.3/4 Voting in 2005 General Election	Base: All respondents	1004