



## ICM Poll for the News of the World

**Fieldwork dates:** 19-21<sup>st</sup> January 2010

**Interview Method:** Telephone.

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

**Sampling Method:** Within each selected constituency, a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers that are known to reside within each. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

ICM interviewed a random sample of 1,004 adults aged 18+ across the 97 political constituencies which are currently held by Labour with the Conservatives in second place, where the Conservatives require a swing of between 4% and 10% to win the seat.

Eltham	Ochil & South Perthshire	Waveney
Bedford	Halesowen & Rowley Regis	Ipswich
Brigg & Goole	Dover	Morecambe & Lunsdale
Stevenage	Gedling	Tooting
Rossendale & Darwen	Keighley	Chatham & Aylesford
Halifax	Carlisle	Lancaster & Fleetwood
Dudley South	Bolton NE	Barrow in Furness
Northampton North	Plymouth Sutton & Devonport	Weaver Vale
Nottingham North	Dewsbury	Warwick & Leamington Spa
Westminster North	Warrington South	Gloucester
Edinburgh South	Pudsey	Hampstead & Kilburn
Blackpool North & Cleveleys	Stirling	Stockton South
Wirral South	Dudley North	Thurrock
Leicestershire NW	Elmet & Rothwell	Sefton Central
Lincoln	Poplar & Limehouse	Hammersmith
Nuneaton	Reading West	Derby North
Bolton West	Tynemouth	Kingswood

Hyndburn	Coventry South	Blackpool South
Renfrewshire East	Wakefield	Bridgend
Lancashire West	Chorley	Ealing North
Brighton Pavillion	Erewash	Middlesbrough South & Cleveland
Amber Valley	Norwich South	Southampton Test
Vale of Clwyd	Luton North	Exeter
Luton South	Sherwood	Blackburn
Telford	Bristol East	Harrow West
Batley & Spen	Edinburgh SW	Delyn
Leeds NE	Bassetlaw	Feltham & Heston
Newport West	Norwich North	Aberdeen South
Workington	Dagenham & Rainham	Birmingham Selly Oak
Warwickshire North	Crewe & Nantwich	Clwyd South
Ellesmere Port and Neston	Gower	Plymouth Moor View
Edinburgh North & Leith	Copeland	Nottingham South

Labour held seats where the swing required is between 0%-4% were ignored on the premise that polls currently suggest they would inevitably fall to the Conservatives.

Interviews were conducted by telephone on 19-21<sup>st</sup> January and the results have been weighted to the demographic profile of adults living in these Constituencies.

Swing calculations are premised on notional 2005 General Election results in order to take into account post-2005 boundary changes.

**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, tenure and work status. Targets for the weighted data were derived from Census 2001.

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 analyses the declared past votes on the poll.

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 in 2005 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 the rest 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:** [martin.boon@icmresearch.co.uk](mailto:martin.boon@icmresearch.co.uk)

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

Table 1

**Q.1 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?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	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	1004	433	571	63	164	529	248	315	203	148	317	229	234	74	57	191	312	68	420	364	220	
Weighted base	1004	492	512	116	195	493	200	327	215	151	290	236	222	89	56	181	271	96	411	350	243	
Certain to vote	(10)	485	233	252	29	73	249	134	194	95	60	127	159	122	37	39	131	152	56	204	166	115
		48%	47%	49%	25%	37%	50%	67%	59%	44%	39%	44%	67%	55%	41%	69%	72%	56%	58%	50%	47%	47%
	(9)	61	34	27	9	13	27	12	19	22	9	11	11	19	10	-	8	22	10	22	22	17
		6%	7%	5%	7%	7%	5%	6%	6%	10%	6%	4%	4%	9%	12%	-	4%	8%	10%	5%	6%	7%
	(8)	94	50	44	16	17	53	7	34	18	16	22	19	22	15	3	12	29	12	41	31	21
		9%	10%	9%	14%	9%	11%	4%	10%	9%	11%	8%	8%	10%	17%	6%	7%	11%	13%	10%	9%	9%
	(7)	58	33	25	13	17	19	8	16	15	5	21	18	13	4	3	8	16	1	31	16	11
		6%	7%	5%	12%	9%	4%	4%	5%	7%	4%	7%	7%	6%	5%	5%	4%	6%	1%	8%	5%	4%
	(6)	44	20	24	10	11	20	3	15	8	9	11	7	11	5	2	4	4	7	13	19	12
		4%	4%	5%	9%	6%	4%	1%	5%	4%	6%	4%	3%	5%	6%	4%	2%	2%	7%	3%	5%	5%
	(5)	90	35	56	20	19	40	11	21	16	19	31	15	24	11	5	9	19	5	35	36	19
		9%	7%	11%	17%	10%	8%	6%	6%	7%	12%	11%	6%	11%	12%	10%	5%	7%	5%	9%	10%	8%
	(4)	16	5	11	2	2	9	3	3	2	4	7	3	1	3	1	2	5	-	5	7	3
		2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	*	4%	1%	1%	2%	-	1%	2%	1%
	(3)	21	7	13	4	4	12	1	4	8	3	7	3	4	2	1	*	5	-	10	6	5
		2%	1%	3%	3%	2%	2%	1%	1%	4%	2%	2%	1%	2%	2%	1%	*	2%	-	2%	2%	2%
	(2)	21	15	6	2	7	9	3	3	6	4	9	2	7	2	2	1	3	1	5	7	9
		2%	3%	1%	2%	4%	2%	2%	1%	3%	2%	3%	1%	3%	3%	4%	1%	1%	1%	1%	2%	4%
Certain not to vote	(1)	103	52	51	10	30	51	12	17	21	21	42	-	-	-	-	5	13	4	42	37	24
		10%	11%	10%	9%	15%	10%	6%	5%	10%	14%	14%	-	-	-	-	3%	5%	4%	10%	11%	10%
Refused		1	1	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-
		*	*	-	-	-	*	-	*	-	-	-	-	-	-	-	*	-	-	*	-	-
Don't know		11	8	4	2	2	5	3	1	4	3	3	-	-	-	-	-	2	-	2	3	7
		1%	2%	1%	2%	1%	1%	2%	*	2%	2%	1%	-	-	-	-	-	1%	-	*	1%	3%
Mean		7.60	7.60	7.59	6.84	6.88	7.68	8.54	8.39	7.57	7.01	7.04	8.90	8.41	8.01	8.64	8.95	8.34	8.59	7.69	7.52	7.55
Standard error		0.10	0.15	0.13	0.35	0.26	0.14	0.17	0.14	0.22	0.27	0.19	0.12	0.15	0.26	0.31	0.15	0.15	0.28	0.15	0.16	0.22

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

Table 2

**Q.2 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	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	1004	433	571	63	164	529	248	315	203	148	317	229	234	74	57	191	312	68	420	364	220
Weighted base	1004	492	512	116	195	493	200	327	215	151	290	236	222	89	56	181	271	96	411	350	243
Conservative	236 24%	123 25%	113 22%	26 22%	49 25%	107 22%	54 27%	103 31%	57 27%	24 16%	51 17%	236 100%	-	-	-	128 71%	25 9%	15 15%	100 24%	77 22%	59 24%
Labour	222 22%	117 24%	105 21%	31 26%	43 22%	106 21%	42 21%	70 21%	44 21%	38 25%	66 23%	-	222 100%	-	-	7 4%	137 51%	5 5%	89 22%	77 22%	56 23%
Liberal Democrat/ Liberal	89 9%	43 9%	47 9%	9 8%	14 7%	53 11%	13 6%	29 9%	28 13%	10 6%	20 7%	-	-	89 100%	-	6 3%	19 7%	44 45%	29 7%	33 9%	27 11%
Scottish National Party/ SNP	13 1%	7 2%	5 1%	3 2%	1 1%	5 1%	3 2%	7 2%	-	3 2%	2 1%	-	-	-	13 22%	1 *	-	2 2%	13 3%	-	-
Plaid Cymru	2 *	1 *	1 *	-	1 *	1 *	-	1 *	-	1 1%	-	-	-	-	2 3%	-	1 *	-	-	2 1%	-
Green Party	14 1%	5 1%	9 2%	-	2 1%	12 2%	-	4 1%	3 1%	1 1%	6 2%	-	-	-	14 25%	-	1 *	-	5 1%	3 1%	6 2%
UK Independence Party (UKIP)	6 1%	3 1%	4 1%	-	1 *	4 1%	1 1%	-	3 1%	-	4 1%	-	-	-	6 11%	-	1 *	1 1%	1 *	3 1%	3 1%
British National Party (BNP)	16 2%	12 2%	4 1%	2 2%	2 1%	11 2%	2 1%	3 1%	2 1%	6 4%	5 2%	-	-	-	16 29%	2 1%	1 *	2 2%	5 1%	10 3%	1 *
Other party	5 1%	5 1%	-	-	2 1%	3 1%	-	2 1%	1 1%	1 1%	1 1%	-	-	-	5 10%	-	3 1%	-	3 1%	2 1%	-
Will not vote	103 10%	52 11%	51 10%	10 9%	30 15%	51 10%	12 6%	17 5%	21 10%	21 14%	42 14%	-	-	-	-	5 3%	13 5%	4 4%	42 10%	37 11%	24 10%
Refused	65 7%	23 5%	42 8%	1 1%	5 3%	31 6%	28 14%	17 5%	14 7%	9 6%	23 8%	-	-	-	-	8 4%	9 3%	4 5%	26 6%	28 8%	12 5%
Don't know	231 23%	100 20%	131 26%	35 30%	43 22%	109 22%	44 22%	75 23%	42 20%	37 25%	71 24%	-	-	-	-	24 13%	61 22%	20 21%	98 24%	78 22%	55 23%

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

Table 3

Data derived from:-

**Q.1 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.2 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 (10%), don't know who they would vote for (23%) or refuse to answer (7%)

**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	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	492	239	253	26	73	268	125	191	106	56	134	204	189	53	46	138	195	39	214	163	115
Weighted base	494	267	227	49	91	254	99	197	112	58	122	206	176	66	45	131	168	59	208	159	126
Conservative	206	110	96	20	40	96	51	93	51	16	45	206	-	-	-	117	23	15	88	69	49
	42%	41%	42%	41%	44%	38%	51%	47%	46%	28%	37%	100%	-	-	-	89%	14%	25%	42%	44%	39%
Labour	176	97	79	19	33	87	36	65	35	24	50	-	176	-	-	7	125	3	72	60	44
	36%	36%	35%	39%	36%	34%	37%	33%	31%	42%	41%	-	100%	-	-	6%	74%	5%	34%	38%	35%
Liberal Democrat/ Liberal	66	32	34	7	11	42	6	25	21	4	14	-	-	66	-	4	14	36	23	20	23
	13%	12%	15%	15%	12%	16%	6%	13%	19%	7%	11%	-	-	100%	-	3%	8%	62%	11%	12%	18%
Scottish National Party/ SNP	12	7	4	3	1	5	3	7	-	3	2	-	-	-	12	1	-	2	12	-	-
	2%	3%	2%	5%	2%	2%	3%	3%	-	6%	1%	-	-	-	26%	1%	-	3%	6%	-	-
Plaid Cymru	2	1	1	-	1	1	-	1	-	1	-	-	-	-	2	-	1	-	-	2	-
	*	*	*	-	1%	*	-	*	-	2%	-	-	-	-	4%	-	1%	-	-	1%	-
Green Party	11	3	7	-	2	9	-	4	2	1	3	-	-	-	11	-	1	-	5	*	6
	2%	1%	3%	-	2%	4%	-	2%	2%	2%	3%	-	-	-	24%	-	1%	-	2%	*	5%
UK Independence Party (UKIP)	6	3	4	-	1	4	1	-	3	-	4	-	-	-	6	-	1	1	1	3	3
	1%	1%	2%	-	1%	2%	1%	-	2%	-	3%	-	-	-	14%	-	1%	2%	*	2%	2%
British National Party (BNP)	10	9	1	-	1	8	2	2	*	6	2	-	-	-	10	2	*	2	5	4	1
	2%	3%	1%	-	1%	3%	2%	1%	*	11%	2%	-	-	-	22%	1%	*	3%	2%	3%	1%
Other party	4	4	-	-	1	3	-	2	-	1	1	-	-	-	4	-	3	-	3	1	-
	1%	2%	-	-	1%	1%	-	1%	-	2%	1%	-	-	-	9%	-	2%	-	2%	1%	-

## Marginals Poll

Fieldwork Dates:- 19th-21st January 2010

Col percents

Table 4  
**Published Vote Intention Figures**  
Percentages derived from the responses of 714 respondents

	<u>Total</u>
Conservative	40%
Labour	37%
Liberal Democrat	14%
Other	9%

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

Table 5

**Q.5 Would you be prepared to vote tactically in your constituency? That is, voting for someone other than your preferred candidate in order to stop someone else winning?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	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	1004	433	571	63	164	529	248	315	203	148	317	229	234	74	57	191	312	68	420	364	220
Weighted base	1004	492	512	116	195	493	200	327	215	151	290	236	222	89	56	181	271	96	411	350	243
Yes	317 32%	168 34%	149 29%	41 35%	57 29%	162 33%	57 29%	112 34%	65 30%	48 32%	86 30%	70 30%	74 33%	35 39%	27 48%	61 33%	95 35%	33 35%	128 31%	98 28%	91 37%
No	642 64%	309 63%	333 65%	72 62%	126 65%	313 63%	131 66%	207 63%	145 68%	98 65%	182 63%	159 67%	136 61%	54 61%	27 48%	112 62%	170 63%	62 64%	268 65%	236 67%	138 57%
Don't know	45 4%	15 3%	30 6%	3 3%	12 6%	18 4%	12 6%	9 3%	5 2%	5 3%	21 7%	8 3%	12 5%	1 1%	2 4%	9 5%	7 3%	1 1%	14 4%	16 5%	15 6%

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

Table 6  
**Q.6 Would you be more or less likely to vote Labour in the next General Election if Gordon Brown stood down and the Labour Party chose a new leader?**  
**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	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	1004	433	571	63	164	529	248	315	203	148	317	229	234	74	57	191	312	68	420	364	220
Weighted base	1004	492	512	116	195	493	200	327	215	151	290	236	222	89	56	181	271	96	411	350	243
More likely	183 18%	94 19%	88 17%	28 24%	40 21%	85 17%	29 15%	44 13%	37 17%	41 27%	58 20%	45 19%	51 23%	20 23%	11 19%	23 13%	55 20%	8 9%	71 17%	69 20%	43 18%
No difference	606 60%	307 62%	299 58%	69 59%	124 64%	297 60%	115 58%	219 67%	129 60%	84 56%	163 56%	145 62%	131 59%	53 59%	32 56%	123 68%	163 60%	65 68%	256 62%	209 60%	141 58%
Less likely	171 17%	76 16%	94 18%	19 16%	25 13%	84 17%	44 22%	56 17%	39 18%	16 10%	56 19%	44 19%	31 14%	16 18%	12 22%	33 18%	43 16%	21 22%	73 18%	51 15%	47 19%
Don't know	45 4%	15 3%	30 6%	- -	5 3%	28 6%	12 6%	10 3%	10 5%	9 6%	13 4%	2 1%	9 4%	- -	2 3%	2 1%	11 4%	2 2%	11 3%	22 6%	12 5%

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

Table 7

**Q.7 Which of the following issues will be most important to you in your decision on how to vote at the next General Election?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	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	1004	433	571	63	164	529	248	315	203	148	317	229	234	74	57	191	312	68	420	364	220
Weighted base	1004	492	512	116	195	493	200	327	215	151	290	236	222	89	56	181	271	96	411	350	243
Managing the economy	842	421	420	96	166	416	164	289	170	125	242	203	188	77	46	157	234	81	349	303	189
	84%	86%	82%	82%	85%	84%	82%	88%	79%	83%	84%	86%	85%	86%	81%	87%	86%	84%	85%	86%	78%
Jobs and prosperity	822	401	422	101	165	398	159	274	163	126	245	200	185	68	47	147	228	80	333	294	195
	82%	81%	82%	87%	85%	81%	79%	84%	76%	83%	85%	85%	83%	76%	83%	81%	84%	83%	81%	84%	80%
Taxation and public services	819	410	410	96	157	398	168	264	179	122	240	203	180	78	43	154	222	84	331	287	201
	82%	83%	80%	83%	81%	81%	84%	81%	83%	81%	83%	86%	81%	87%	76%	85%	82%	87%	81%	82%	83%
The NHS	815	378	437	102	167	393	153	260	171	125	242	182	181	79	47	142	227	79	321	297	197
	81%	77%	85%	88%	86%	80%	76%	79%	79%	83%	83%	77%	82%	89%	84%	78%	84%	81%	78%	85%	81%
Education	779	354	425	106	157	376	140	260	165	113	225	167	182	74	43	122	225	79	308	276	195
	78%	72%	83%	91%	81%	76%	70%	79%	77%	75%	78%	71%	82%	83%	76%	68%	83%	82%	75%	79%	80%
Immigration	666	317	348	92	121	308	145	189	143	116	202	173	133	49	33	136	170	51	255	242	169
	66%	65%	68%	79%	62%	62%	73%	58%	67%	77%	70%	73%	60%	55%	59%	75%	63%	53%	62%	69%	69%
The war in Afghanistan	596	258	338	93	115	272	116	188	131	82	186	133	133	46	37	94	156	54	240	205	151
	59%	52%	66%	80%	59%	55%	58%	58%	61%	54%	64%	56%	60%	52%	65%	52%	58%	56%	58%	59%	62%
Transport	508	249	259	64	87	233	124	141	107	68	179	99	126	50	34	81	138	56	185	189	134
	51%	51%	51%	55%	45%	47%	62%	43%	50%	45%	62%	42%	57%	56%	61%	45%	51%	58%	45%	54%	55%
Europe	423	212	211	56	75	190	102	120	83	63	144	90	99	27	29	73	107	27	174	143	106
	42%	43%	41%	48%	38%	39%	51%	37%	39%	42%	50%	38%	45%	30%	51%	40%	40%	28%	42%	41%	44%
Other	103	45	58	7	20	58	18	48	21	14	18	24	22	11	10	17	29	18	44	37	22
	10%	9%	11%	6%	10%	12%	9%	15%	10%	9%	6%	10%	10%	12%	17%	9%	11%	18%	11%	11%	9%
None of these	9	3	6	-	-	8	1	2	2	3	1	-	2	1	-	-	2	1	2	5	2
	1%	1%	1%	-	-	2%	1%	1%	1%	2%	*	-	1%	1%	-	-	1%	1%	1%	1%	1%
Don't know	6	3	2	-	-	4	2	1	1	1	1	1	2	-	-	1	1	-	3	3	-
	1%	1%	*	-	-	1%	1%	*	*	1%	*	1%	1%	-	-	1%	1%	-	1%	1%	-

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

Table 8

**Q.8 Putting aside your own party preference for a moment, which one of the following do you think would make the best Prime Minister?**

**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	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	1004	433	571	63	164	529	248	315	203	148	317	229	234	74	57	191	312	68	420	364	220
Weighted base	1004	492	512	116	195	493	200	327	215	151	290	236	222	89	56	181	271	96	411	350	243
David Cameron	448 45%	210 43%	238 46%	54 47%	92 47%	204 41%	98 49%	148 45%	104 49%	62 41%	129 44%	207 88%	33 15%	32 36%	23 41%	148 82%	67 25%	39 41%	180 44%	161 46%	107 44%
Gordon Brown	330 33%	182 37%	149 29%	41 35%	67 34%	162 33%	60 30%	108 33%	72 34%	46 31%	96 33%	15 6%	170 77%	38 43%	14 25%	11 6%	153 56%	32 34%	129 32%	113 32%	87 36%
Neither	127 13%	61 12%	66 13%	8 7%	17 9%	81 17%	21 11%	38 12%	25 12%	26 17%	35 12%	11 5%	8 4%	13 14%	14 25%	12 7%	34 13%	16 16%	53 13%	46 13%	27 11%
Don't know	99 10%	39 8%	60 12%	13 11%	19 10%	46 9%	21 10%	33 10%	13 6%	17 11%	30 10%	3 1%	11 5%	7 7%	5 9%	9 5%	17 6%	9 9%	48 12%	30 9%	21 9%

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

Table 9

**Q.9 Again putting aside your own party preferences, which of the two, David Cameron or Gordon Brown, do you think would be better at...?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	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	1004	433	571	63	164	529	248	315	203	148	317	229	234	74	57	191	312	68	420	364	220
Weighted base	1004	492	512	116	195	493	200	327	215	151	290	236	222	89	56	181	271	96	411	350	243
<b>Setting taxes</b>																					
David Cameron	392 39%	203 41%	189 37%	42 36%	74 38%	187 38%	89 45%	130 40%	91 42%	48 32%	118 41%	182 77%	30 14%	26 29%	25 44%	128 71%	64 23%	39 40%	160 39%	136 39%	96 40%
Gordon Brown	388 39%	201 41%	187 37%	50 43%	81 42%	194 39%	63 32%	136 42%	77 36%	63 42%	103 36%	30 13%	167 75%	43 48%	16 28%	24 14%	162 60%	34 35%	157 38%	134 38%	98 40%
Neither	81 8%	43 9%	38 7%	3 3%	11 6%	52 10%	16 8%	21 6%	17 8%	16 11%	26 9%	10 4%	6 3%	12 14%	10 17%	11 6%	17 6%	11 11%	33 8%	34 10%	15 6%
Don't know	142 14%	44 9%	98 19%	21 18%	28 14%	61 12%	32 16%	40 12%	30 14%	23 15%	42 15%	14 6%	18 8%	9 10%	6 11%	17 10%	29 11%	13 14%	60 15%	47 13%	34 14%
<b>Dealing with the recession</b>																					
David Cameron	407 41%	196 40%	211 41%	65 56%	77 39%	177 36%	89 44%	124 38%	95 44%	64 42%	117 40%	182 77%	36 16%	31 35%	26 47%	132 73%	60 22%	28 29%	160 39%	150 43%	97 40%
Gordon Brown	397 40%	217 44%	180 35%	42 36%	84 43%	204 41%	68 34%	145 44%	87 41%	55 37%	103 35%	34 15%	175 79%	44 49%	17 29%	25 14%	172 63%	42 43%	162 39%	127 36%	108 45%
Neither	81 8%	36 7%	45 9%	- -	13 6%	55 11%	13 7%	18 5%	10 5%	15 10%	35 12%	12 5%	2 1%	7 8%	9 15%	9 5%	17 6%	12 12%	33 8%	31 9%	17 7%
Don't know	119 12%	43 9%	76 15%	9 8%	22 11%	58 12%	30 15%	40 12%	23 10%	16 11%	35 12%	8 4%	8 4%	8 8%	5 9%	16 9%	23 8%	15 16%	56 14%	42 12%	21 9%
<b>Protecting Britain against terrorism</b>																					
David Cameron	347 35%	179 36%	168 33%	36 31%	65 33%	161 33%	85 42%	95 29%	77 36%	54 36%	114 40%	148 63%	31 14%	23 26%	27 47%	111 61%	63 23%	27 28%	144 35%	120 34%	83 34%
Gordon Brown	361 36%	179 36%	182 36%	54 46%	76 39%	174 35%	57 29%	134 41%	71 33%	49 33%	100 34%	35 15%	158 71%	41 45%	13 23%	23 13%	149 55%	38 39%	150 37%	121 35%	89 37%
Neither	118 12%	59 12%	59 11%	9 8%	21 11%	68 14%	21 10%	37 11%	27 12%	21 14%	31 11%	24 10%	10 5%	12 14%	12 22%	20 11%	29 11%	12 12%	39 9%	50 14%	30 12%
Don't know	179 18%	75 15%	103 20%	18 15%	34 17%	90 18%	37 19%	61 19%	40 19%	27 18%	44 15%	30 13%	22 10%	13 15%	4 7%	27 15%	29 11%	20 21%	77 19%	60 17%	41 17%

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

Table 9

**Q.9 Again putting aside your own party preferences, which of the two, David Cameron or Gordon Brown, do you think would be better at...?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	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
Weighted base	1004	492	512	116	195	493	200	327	215	151	290	236	222	89	56	181	271	96	411	350	243
<b><u>Responding effectively to an emergency</u></b>																					
David Cameron	344	159	185	50	73	145	76	102	78	54	106	151	35	23	26	105	58	22	139	116	89
	34%	32%	36%	43%	38%	29%	38%	31%	36%	36%	36%	64%	16%	26%	47%	58%	22%	23%	34%	33%	37%
Gordon Brown	393	221	172	39	72	219	64	139	86	50	110	38	167	46	14	32	167	47	160	133	99
	39%	45%	34%	34%	37%	44%	32%	42%	40%	33%	38%	16%	75%	52%	25%	18%	62%	49%	39%	38%	41%
Neither	88	43	45	4	23	50	10	35	17	13	20	24	6	4	7	13	15	11	31	38	19
	9%	9%	9%	4%	12%	10%	5%	11%	8%	8%	7%	10%	3%	5%	12%	7%	6%	11%	8%	11%	8%
Don't know	179	69	110	24	26	79	50	52	34	34	54	23	15	16	9	31	30	16	80	63	36
	18%	14%	21%	20%	13%	16%	25%	16%	16%	23%	19%	10%	7%	18%	16%	17%	11%	17%	20%	18%	15%
<b><u>Winning the war in Afghanistan</u></b>																					
David Cameron	277	129	147	38	67	119	53	86	63	40	81	130	32	23	13	90	54	17	112	94	72
	28%	26%	29%	32%	35%	24%	27%	26%	29%	27%	28%	55%	15%	26%	23%	50%	20%	18%	27%	27%	29%
Gordon Brown	259	143	116	42	59	118	40	94	53	43	64	22	117	29	11	8	113	33	114	90	55
	26%	29%	23%	36%	30%	24%	20%	29%	25%	29%	22%	9%	53%	33%	20%	5%	42%	34%	28%	26%	22%
Neither	254	137	117	11	38	149	57	88	51	27	86	54	38	25	24	44	64	28	91	93	70
	25%	28%	23%	9%	19%	30%	28%	27%	24%	18%	30%	23%	17%	28%	42%	24%	24%	29%	22%	27%	29%
Don't know	214	82	132	26	31	108	49	60	47	40	59	31	35	12	8	39	40	18	93	74	47
	21%	17%	26%	22%	16%	22%	25%	18%	22%	27%	20%	13%	16%	14%	15%	21%	15%	19%	23%	21%	19%
<b><u>Modernising the NHS</u></b>																					
David Cameron	471	216	254	55	105	215	95	166	106	68	124	198	59	31	24	141	91	41	196	168	107
	47%	44%	50%	48%	54%	44%	47%	51%	49%	45%	43%	84%	27%	35%	43%	78%	33%	42%	48%	48%	44%
Gordon Brown	311	170	141	40	54	160	57	101	63	44	96	12	142	40	13	12	142	33	123	102	87
	31%	35%	27%	34%	28%	32%	29%	31%	29%	29%	33%	5%	64%	45%	23%	7%	52%	35%	30%	29%	36%
Neither	92	52	40	2	10	62	18	30	22	15	24	12	8	10	12	14	19	12	36	37	19
	9%	11%	8%	2%	5%	13%	9%	9%	10%	10%	8%	5%	3%	11%	22%	7%	7%	12%	9%	11%	8%
Don't know	130	53	77	19	25	56	30	30	24	24	46	14	13	9	7	14	20	10	57	43	30
	13%	11%	15%	16%	13%	11%	15%	9%	11%	16%	16%	6%	6%	10%	12%	8%	7%	11%	14%	12%	12%

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

Table 9

**Q.9 Again putting aside your own party preferences, which of the two, David Cameron or Gordon Brown, do you think would be better at...?**

**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	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
Weighted base	1004	492	512	116	195	493	200	327	215	151	290	236	222	89	56	181	271	96	411	350	243
<b><u>Improving standards in British schools</u></b>																					
David Cameron	462	228	234	48	95	212	106	159	100	63	132	197	36	35	33	140	88	44	178	165	120
	46%	46%	46%	41%	49%	43%	53%	48%	47%	42%	45%	84%	16%	39%	58%	78%	32%	45%	43%	47%	49%
Gordon Brown	328	172	155	46	64	164	55	100	74	50	98	14	163	30	11	17	142	27	137	111	79
	33%	35%	30%	39%	33%	33%	27%	31%	34%	33%	34%	6%	73%	34%	19%	9%	52%	28%	33%	32%	33%
Neither	90	44	47	2	12	63	13	32	18	15	23	9	9	11	10	12	21	15	39	31	20
	9%	9%	9%	2%	6%	13%	7%	10%	8%	10%	8%	4%	4%	12%	18%	6%	8%	16%	10%	9%	8%
Don't know	124	48	76	20	24	54	25	37	23	23	37	15	15	13	3	12	20	11	56	44	24
	12%	10%	15%	18%	12%	11%	13%	11%	11%	15%	13%	7%	7%	15%	5%	7%	7%	12%	14%	12%	10%
<b><u>Cutting crime rates</u></b>																					
David Cameron	430	228	202	48	90	192	100	150	92	62	120	184	52	32	30	126	90	34	183	143	104
	43%	46%	39%	41%	46%	39%	50%	46%	43%	41%	41%	78%	23%	36%	54%	70%	33%	36%	45%	41%	43%
Gordon Brown	288	138	150	42	53	146	46	92	59	48	83	11	137	36	8	18	127	29	118	105	65
	29%	28%	29%	36%	27%	30%	23%	28%	28%	32%	29%	5%	62%	40%	14%	10%	47%	30%	29%	30%	27%
Neither	118	55	63	8	16	71	23	33	27	18	37	16	11	10	13	15	25	16	45	44	30
	12%	11%	12%	7%	8%	14%	12%	10%	12%	12%	13%	7%	5%	12%	24%	9%	9%	16%	11%	13%	12%
Don't know	168	71	98	19	35	83	31	52	37	23	51	25	23	11	5	21	29	17	65	59	44
	17%	14%	19%	16%	18%	17%	16%	16%	17%	16%	17%	11%	10%	13%	9%	11%	11%	18%	16%	17%	18%
<b><u>Controlling immigration</u></b>																					
David Cameron	526	267	260	57	109	244	117	179	117	81	144	199	76	43	34	146	116	45	212	178	136
	52%	54%	51%	49%	56%	49%	59%	55%	54%	53%	50%	84%	34%	48%	61%	81%	43%	46%	52%	51%	56%
Gordon Brown	226	124	102	41	45	102	37	69	45	31	73	14	114	28	8	11	103	19	99	78	49
	22%	25%	20%	35%	23%	21%	19%	21%	21%	20%	25%	6%	51%	31%	14%	6%	38%	20%	24%	22%	20%
Neither	120	59	60	4	15	79	22	37	22	19	38	14	11	12	13	12	24	19	43	52	25
	12%	12%	12%	3%	8%	16%	11%	11%	10%	13%	13%	6%	5%	13%	23%	6%	9%	20%	10%	15%	10%
Don't know	132	42	91	15	26	68	24	42	31	20	35	9	20	8	2	12	28	13	57	43	33
	13%	8%	18%	13%	13%	14%	12%	13%	14%	13%	12%	4%	9%	9%	3%	7%	10%	14%	14%	12%	13%

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

Table 9

**Q.9 Again putting aside your own party preferences, which of the two, David Cameron or Gordon Brown, do you think would be better at...?**

**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	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
Weighted base	1004	492	512	116	195	493	200	327	215	151	290	236	222	89	56	181	271	96	411	350	243
<b><u>Improving transport</u></b>																					
David Cameron	342	169	173	40	73	150	79	109	76	49	103	152	34	31	22	103	67	29	139	117	86
	34%	34%	34%	34%	38%	30%	40%	33%	35%	32%	36%	64%	15%	34%	38%	57%	25%	30%	34%	33%	35%
Gordon Brown	337	184	153	46	66	175	50	118	69	49	93	30	151	32	15	21	140	30	135	119	83
	34%	37%	30%	40%	34%	35%	25%	36%	32%	33%	32%	13%	68%	36%	27%	12%	52%	32%	33%	34%	34%
Neither	133	71	62	8	23	82	20	37	31	28	37	24	15	12	10	22	27	17	48	50	35
	13%	14%	12%	7%	12%	17%	10%	11%	14%	18%	13%	10%	7%	13%	18%	12%	10%	18%	12%	14%	15%
Don't know	192	68	124	22	32	87	51	64	40	25	57	31	22	14	9	35	38	20	90	65	38
	19%	14%	24%	19%	17%	18%	26%	20%	19%	17%	20%	13%	10%	16%	16%	19%	14%	21%	22%	18%	16%
<b><u>Uniting their political party</u></b>																					
David Cameron	576	298	277	62	117	282	115	217	134	74	143	198	85	49	37	143	135	57	244	194	138
	57%	61%	54%	53%	60%	57%	58%	66%	62%	49%	49%	84%	38%	55%	66%	79%	50%	59%	59%	55%	57%
Gordon Brown	201	102	99	30	40	90	41	44	46	35	72	10	108	20	6	10	86	17	75	71	55
	20%	21%	19%	26%	20%	18%	21%	13%	21%	23%	25%	4%	48%	23%	10%	5%	32%	18%	18%	20%	23%
Neither	101	51	50	6	16	64	14	31	14	20	33	18	14	8	9	16	21	9	45	36	20
	10%	10%	10%	5%	8%	13%	7%	10%	7%	13%	11%	7%	6%	9%	17%	9%	8%	9%	11%	10%	8%
Don't know	126	41	86	18	22	57	29	35	21	23	41	10	16	12	4	12	29	14	48	49	30
	13%	8%	17%	16%	11%	12%	15%	11%	10%	15%	14%	4%	7%	13%	7%	7%	11%	14%	12%	14%	12%

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

Table 10

**Q.10 Here are some things other people have said about the Prime Minister, Gordon Brown. For each one, do you agree or disagree?**

**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	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	1004	433	571	63	164	529	248	315	203	148	317	229	234	74	57	191	312	68	420	364	220
Weighted base	1004	492	512	116	195	493	200	327	215	151	290	236	222	89	56	181	271	96	411	350	243
<b><u>Gordon Brown is a solid, dependable and reliable politician who is doing a good job as Prime Minister</u></b>																					
Agree	433	218	214	47	85	222	80	147	91	59	126	42	182	45	9	32	178	44	171	152	109
	43%	44%	42%	40%	43%	45%	40%	45%	42%	39%	44%	18%	82%	50%	16%	18%	66%	46%	42%	43%	45%
Disagree	537	264	273	65	101	256	115	173	114	86	154	192	37	45	45	146	89	51	223	188	125
	53%	54%	53%	55%	52%	52%	58%	53%	53%	57%	53%	81%	17%	50%	80%	81%	33%	53%	54%	54%	51%
Don't know	35	9	25	5	9	15	5	8	10	6	10	3	3	-	2	3	5	1	16	10	8
	3%	2%	5%	4%	5%	3%	2%	2%	5%	4%	3%	1%	1%	-	4%	2%	2%	1%	4%	3%	3%
<b><u>Gordon Brown is trying to do a good job but faces considerable difficulties</u></b>																					
Agree	798	399	398	95	159	391	152	271	175	121	215	167	202	81	33	122	241	84	335	278	184
	79%	81%	78%	82%	82%	79%	76%	83%	81%	80%	74%	71%	91%	90%	59%	67%	89%	87%	82%	79%	76%
Disagree	175	84	91	16	29	88	41	51	34	27	62	62	18	7	20	54	29	12	65	65	46
	17%	17%	18%	14%	15%	18%	21%	16%	16%	18%	21%	26%	8%	8%	36%	30%	11%	12%	16%	19%	19%
Don't know	31	8	23	5	6	13	7	5	6	3	12	7	2	1	3	4	2	1	11	7	13
	3%	2%	4%	4%	3%	3%	3%	2%	3%	2%	4%	3%	1%	1%	4%	2%	1%	1%	3%	2%	5%
<b><u>Gordon Brown is weak, indecisive and is doing a bad job as Prime Minister</u></b>																					
Agree	363	184	179	34	60	182	88	118	71	57	109	148	31	17	28	118	64	20	142	131	90
	36%	37%	35%	29%	31%	37%	44%	36%	33%	38%	38%	63%	14%	19%	50%	65%	24%	21%	35%	37%	37%
Disagree	577	280	297	70	123	280	104	195	132	85	155	85	186	65	24	59	200	67	246	197	134
	57%	57%	58%	60%	63%	57%	52%	59%	62%	56%	54%	36%	84%	73%	43%	33%	74%	70%	60%	56%	55%
Don't know	64	28	36	13	12	31	9	15	12	9	25	3	4	7	4	3	7	9	23	23	18
	6%	6%	7%	11%	6%	6%	4%	5%	5%	6%	9%	1%	2%	8%	7%	2%	3%	9%	6%	6%	8%

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

Table 11

**Q.11 Here are some things other people have said about the leader of the Conservative Party, David Cameron. For each one, do you agree or disagree?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	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	1004	433	571	63	164	529	248	315	203	148	317	229	234	74	57	191	312	68	420	364	220
Weighted base	1004	492	512	116	195	493	200	327	215	151	290	236	222	89	56	181	271	96	411	350	243
<b><u>David Cameron is a solid, dependable and reliable politician who would do a good job as Prime Minister</u></b>																					
Agree	538 54%	257 52%	281 55%	65 56%	119 61%	243 49%	111 56%	180 55%	113 53%	78 52%	160 55%	211 89%	75 34%	38 42%	23 41%	148 82%	111 41%	46 48%	227 55%	185 53%	125 52%
Disagree	340 34%	182 37%	158 31%	40 35%	55 28%	188 38%	57 28%	114 35%	69 32%	58 39%	90 31%	12 5%	131 59%	45 50%	27 48%	16 9%	130 48%	38 40%	147 36%	112 32%	81 33%
Don't know	126 13%	53 11%	73 14%	11 9%	21 11%	62 13%	32 16%	33 10%	32 15%	14 10%	39 14%	13 6%	17 7%	7 7%	7 12%	17 9%	30 11%	12 12%	36 9%	53 15%	37 15%
<b><u>David Cameron is still too inexperienced to tell whether he would make a good Prime Minister</u></b>																					
Agree	564 56%	279 57%	285 56%	55 47%	103 53%	296 60%	110 55%	181 55%	119 56%	85 56%	167 58%	84 35%	162 73%	65 73%	36 63%	73 41%	192 71%	55 57%	217 53%	196 56%	151 62%
Disagree	363 36%	178 36%	185 36%	52 44%	82 42%	164 33%	65 33%	125 38%	78 36%	55 37%	97 34%	136 57%	54 24%	22 24%	19 33%	93 51%	73 27%	35 36%	162 40%	129 37%	71 29%
Don't know	77 8%	35 7%	42 8%	10 8%	9 5%	33 7%	25 13%	21 7%	17 8%	11 7%	25 9%	17 7%	7 3%	2 3%	2 4%	15 8%	6 2%	7 7%	32 8%	25 7%	20 8%
<b><u>David Cameron is a toff who will not look after the interests of ordinary people</u></b>																					
Agree	319 32%	171 35%	149 29%	32 28%	63 32%	160 33%	64 32%	91 28%	69 32%	50 33%	99 34%	20 8%	127 57%	33 37%	23 40%	15 8%	137 51%	23 23%	124 30%	120 34%	75 31%
Disagree	596 59%	292 59%	305 60%	74 64%	119 61%	288 59%	115 57%	214 65%	131 61%	86 57%	159 55%	208 88%	85 38%	50 56%	28 50%	158 87%	121 44%	64 67%	249 61%	205 59%	142 58%
Don't know	88 9%	30 6%	59 11%	10 8%	13 6%	44 9%	21 11%	23 7%	16 7%	14 10%	31 11%	9 4%	10 4%	6 7%	5 9%	8 4%	13 5%	10 10%	37 9%	25 7%	26 11%

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

Table 12

**Q.12 Have you personally come across any evidence of political campaigning by any of the political parties in your local area. By that I mean things like leaflets through your door, canvassing by party representatives, billboard advertising etc? IF YES: Which parties have you come across campaigning?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	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	1004	433	571	63	164	529	248	315	203	148	317	229	234	74	57	191	312	68	420	364	220
Weighted base	1004	492	512	116	195	493	200	327	215	151	290	236	222	89	56	181	271	96	411	350	243
NET: Yes	434	212	222	58	82	221	74	161	101	55	113	99	104	54	26	75	142	47	153	173	109
	43%	43%	43%	50%	42%	45%	37%	49%	47%	37%	39%	42%	47%	61%	47%	41%	52%	49%	37%	49%	45%
Conservatives	283	136	147	37	50	145	52	120	72	32	57	75	68	31	14	52	89	35	105	106	71
	28%	28%	29%	31%	26%	29%	26%	37%	33%	21%	20%	32%	30%	35%	26%	29%	33%	36%	26%	30%	29%
Labour	237	123	113	39	38	123	36	77	50	32	75	48	61	27	13	34	88	16	87	99	50
	24%	25%	22%	34%	20%	25%	18%	24%	23%	21%	26%	20%	28%	31%	23%	19%	32%	17%	21%	28%	21%
Liberal Democrats	127	59	68	9	23	71	24	47	33	10	37	26	24	19	4	22	43	16	46	51	29
	13%	12%	13%	8%	12%	14%	12%	14%	15%	6%	13%	11%	11%	21%	7%	12%	16%	17%	11%	15%	12%
Other	57	26	31	6	17	28	6	19	14	11	13	10	12	2	9	5	19	3	20	27	10
	6%	5%	6%	5%	9%	6%	3%	6%	6%	7%	4%	4%	5%	2%	17%	3%	7%	3%	5%	8%	4%
No	549	269	280	56	108	259	125	159	110	94	170	137	113	33	29	105	125	49	251	173	125
	55%	55%	55%	49%	56%	53%	62%	48%	51%	62%	59%	58%	51%	37%	52%	58%	46%	51%	61%	49%	51%
Don't know	21	11	10	2	5	13	2	7	4	2	7	-	5	2	*	2	4	-	7	5	10
	2%	2%	2%	1%	2%	3%	1%	2%	2%	1%	2%	-	2%	2%	1%	1%	2%	-	2%	1%	4%

**Marginals Poll**  
**Fieldwork Dates:- 19th-21st January 2010**

Absolutes/col percents

Table 13  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
18 - 24	63 6%	116 12%
25 - 34	164 16%	195 19%
35 - 44	163 16%	192 19%
45 - 54	178 18%	168 17%
55 - 64	188 19%	134 13%
65+	248 25%	200 20%

**Marginals Poll**  
**Fieldwork Dates:- 19th-21st January 2010**

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	433 43%	492 49%
Female	571 57%	512 51%

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

Table 15  
**Region**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Scotland	71 7%	70 7%
North	29 3%	32 3%
North West	224 22%	213 21%
Yorks & Humberside	96 10%	95 9%
East Midlands	114 11%	113 11%
West Midlands	90 9%	92 9%
Wales	66 7%	49 5%
East Anglia	94 9%	95 10%
Greater London	99 10%	113 11%
South East	58 6%	65 6%
South West	63 6%	64 6%

## Marginals Poll

### Fieldwork Dates:- 19th-21st January 2010

Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Conservative	191 19%	181 18%
Labour	312 31%	271 27%
Liberal Democrat/ Liberal	68 7%	96 10%
Scottish National Party/ SNP	13 1%	10 1%
Plaid Cymru	1 *	1 *
Green Party	7 1%	7 1%
UK Independence Party (UKIP)	8 1%	6 1%
British National Party (BNP)	11 1%	10 1%
Other party	10 1%	9 1%
Did not vote	269 27%	308 31%
Refused	81 8%	73 7%
Don't know	33 3%	32 3%

	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 have said they would vote. I would like to know how certain it is that you would actually vote in a general election?	Base: All respondents	1004
	2	2	Q.2 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	1004
	3	3	Data derived from:- Q.1 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.2 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 (10%), don't know who they would vote for (23%) or refuse to answer (7%) THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DONT KNOW/REFUSERS		
	4	4	Published Vote Intention Figures Percentages derived from the responses of 714 respondents		
	5	5	Q.5 Would you be prepared to vote tactically in your constituency? That is, voting for someone other than your preferred candidate in order to stop someone else winning?	Base: All respondents	1004
	6	6	Q.6 Would you be more or less likely to vote Labour in the next General Election if Gordon Brown stood down and the Labour Party chose a new leader?	Base: All respondents	1004
	7	7	Q.7 Which of the following issues will be most important to you in your decision on how to vote at the next General Election?	Base: All respondents	1004
	8	8	Q.8 Putting aside your own party preference for a moment, which one of the following do you think would make the best Prime Minister?	Base: All respondents	1004
	9	9	Q.9 Again putting aside your own party preferences, which of the two, David Cameron or Gordon Brown, do you think would be better at...? / Setting taxes / Dealing with the recession / Protecting Britain against terrorism	Base: All respondents	1004

Page	Table	Title	Base Description	Base
10	9	Q.9 Again putting aside your own party preferences, which of the two, David Cameron or Gordon Brown, do you think would be better at...? / Responding effectively to an emergency / Winning the war in Afghanistan / Modernising the NHS	Base: All respondents	1004
11	9	Q.9 Again putting aside your own party preferences, which of the two, David Cameron or Gordon Brown, do you think would be better at...? / Improving standards in British schools / Cutting crime rates / Controlling immigration	Base: All respondents	1004
12	9	Q.9 Again putting aside your own party preferences, which of the two, David Cameron or Gordon Brown, do you think would be better at...? / Improving transport / Uniting their political party	Base: All respondents	1004
13	10	Q.10 Here are some things other people have said about the Prime Minister, Gordon Brown. For each one, do you agree or disagree? / Gordon Brown is a solid, dependable and reliable politician who is doing a good job as Prime Minister / Gordon Brown is trying to do a good job but faces considerable difficulties / Gordon Brown is weak, indecisive and is doing a bad job as Prime Minister	Base: All respondents	1004
14	11	Q.11 Here are some things other people have said about the leader of the Conservative Party, David Cameron. For each one, do you agree or disagree? / David Cameron is a solid, dependable and reliable politician who would do a good job as Prime Minister / David Cameron is still too inexperienced to tell whether he would make a good Prime Minister / David Cameron is a toff who will not look after the interests of ordinary people	Base: All respondents	1004
15	12	Q.12 Have you personally come across any evidence of political campaigning by any of the political parties in your local area. By that I mean things like leaflets through your door, canvassing by party representatives, billboard advertising etc? IF YES: Which parties have you come across campaigning?	Base: All respondents	1004
16	13	Age	Base: All respondents	1004
17	14	Gender	Base: All respondents	1004
18	15	Region	Base: All respondents	1004
19	16	Q.3/4 Voting in May 2005 General Election	Base: All respondents	1004