



ICM Marginals Poll for: The News of the World

Fieldwork dates: 3-5th October 2007

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 either:

1. Currently notionally held by Labour with the Conservatives in second place (to take into account recent boundary changes). These constituencies were:

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
Carmarthen West & South Pembrokeshire
Birmingham Edgbaston
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

2. Constituencies notionally held by the Conservatives with Labour in second place. These constituencies were:

Portsmouth North
Sittingbourne & Sheppey
Ealing Central & Acton
Kettering
Clwyd West
Shipley
Rugby
Hemel Hempstead
Somerset NE
Wirral West
Gillingham & Rainham
Gravesham
Thanet South
Presceli Pembrokeshire
Reading East
Enfield North
The Wrekin
Wellingborough
Staffordshire Moorlands
Selby & Ainsty
Scarborough & Whitby
Enfield Southgate

Filton & Bradley Stoke
St. Albans
Rochester & Stroud
Shrewsbury & Atcham
Dumfriesshire, Clydesdale & Tweeddale
Ilford North
Forest of Dean
Basingstoke
Putney
Beverley & Holderness
Wimbledon
Derbyshire Mid

Sample size: 1,026

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex and age but not to standard regions (for the obvious region that we purposively selected constituencies).

The data were further weighted by declared votes in the 2005 general election across the constituencies selected. 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 70% to the results of the last election and 30% 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.

2005 election vote share based on notional 2005 results across these constituencies:

	VOTE SHARE 2005
Conservatives	38%
Labour	40%
Lib Dem	17%
Other	6%

Weighting for turnout

1. ICM ask respondents to say how likely it is that they will go and vote in a new general election using a ten points scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote.
2. Those saying they are 7-10 certain to vote are included in the vote calculation.
3. The weights have been devised so that the effective sample size is reduced from 1,000 or so (the approximate size of all vote intention surveys) to around 700 thereby assuming a real turnout figure among registered voters of approximately 70%. This may be higher than the actual turnout. But 100% turnout could not be achieved because of faults in the electoral register. Evidence also suggests that polls tend to interview slightly more voters than exist in the whole population.

Voting intentions: ICM derives vote intentions from 2 questions.

First of all respondents are asked how likely it is that they would be to go and vote in a new election.

Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2005 and which party they voted for in that election. The vote figures shown in the table are calculated after ICM has excluded those who say they will not vote, refuse to answer the question or don't know who they would vote for. The figures are adjusted for turnout calculated accordingly to their stated intentions to vote.

In a further step, ICM add 50% of those who refuse to answer the vote intention question or say they don't know to the party they voted for in 2005.

The analysis by vote intention shown on each table is taken from table 1, ie before adjusting for refusers and don't knows.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

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Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 1

Q.A Some people have said they would not vote in a new General Election, while others would go and vote at their polling station. I would like to know how certain it is that you would actually go and vote in a general election?

Base: All respondents

	Total	Gender		Age						Social Class				Voting Intention				Vote In 2005 General Election			Region			
		Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South	
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427	
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434	
Certain to vote	(10)	529	269	260	20	60	101	89	105	153	147	157	99	126	170	144	39	23	161	155	59	97	210	221
		52%	55%	49%	16%	37%	51%	52%	69%	72%	55%	52%	46%	52%	71%	59%	58%	60%	75%	66%	73%	53%	51%	51%
	(9)	70	32	38	11	19	7	10	11	13	21	18	14	16	25	14	7	2	17	17	8	10	28	31
		7%	6%	7%	9%	12%	3%	6%	7%	6%	8%	6%	7%	7%	10%	6%	5%	8%	8%	7%	10%	6%	7%	7%
	(8)	86	48	38	10	17	26	16	9	8	28	16	23	20	21	23	5	1	15	19	6	10	38	38
		8%	10%	7%	8%	10%	13%	9%	6%	4%	10%	5%	10%	8%	9%	10%	7%	4%	7%	8%	7%	5%	9%	9%
	(7)	36	19	18	11	5	9	7	2	2	11	15	4	7	9	7	4	2	7	6	4	-	19	17
		4%	4%	3%	9%	3%	5%	4%	1%	1%	4%	5%	2%	3%	4%	3%	6%	5%	3%	3%	5%	-	5%	4%
	(6)	26	9	17	9	2	6	5	1	2	10	5	6	5	7	9	2	-	-	2	-	7	6	13
		3%	2%	3%	8%	1%	3%	3%	1%	1%	4%	2%	3%	2%	3%	4%	3%	-	-	1%	-	4%	2%	3%
	(5)	99	30	69	24	22	15	17	13	8	21	36	25	17	6	34	8	4	6	16	1	19	36	44
		10%	6%	13%	19%	14%	8%	10%	9%	4%	8%	12%	11%	7%	3%	14%	12%	10%	3%	7%	2%	10%	9%	10%
	(4)	21	11	10	5	6	4	4	2	-	4	8	5	3	2	8	1	3	-	6	1	5	11	5
		2%	2%	2%	4%	3%	2%	2%	1%	-	2%	3%	2%	1%	1%	3%	2%	7%	-	3%	1%	3%	3%	1%
	(3)	17	9	8	6	5	3	1	-	2	4	6	5	1	1	4	-	-	1	3	-	4	11	2
		2%	2%	2%	5%	3%	2%	*	-	1%	2%	2%	3%	1%	*	2%	-	-	1%	1%	-	2%	3%	1%
	(2)	13	11	2	5	1	2	2	1	4	4	4	4	2	1	3	1	4	1	1	-	3	7	3
		1%	2%	*	4%	1%	1%	1%	*	2%	1%	2%	2%	1%	*	1%	1%	10%	1%	*	-	1%	2%	1%
Certain not to vote	(1)	107	47	60	18	22	20	21	8	18	14	31	27	34	-	-	-	-	2	7	2	24	39	43
		10%	10%	11%	14%	14%	10%	12%	5%	8%	5%	10%	13%	14%	-	-	-	-	1%	3%	2%	13%	10%	10%
Refused		4	-	4	-	-	4	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-	1	2
		*	-	1%	-	-	2%	-	-	-	*	-	1%	-	-	-	-	-	-	-	-	-	*	*
Don't know		18	8	10	4	4	2	-	2	7	4	2	4	9	-	-	-	-	3	3	-	5	1	13
		2%	2%	2%	3%	2%	1%	-	1%	3%	1%	1%	2%	4%	-	-	-	-	1%	1%	-	3%	*	3%
Mean		7.75	7.92	7.59	5.83	7.09	7.76	7.66	8.71	8.72	8.24	7.64	7.35	7.69	9.27	8.44	8.67	8.03	9.35	8.75	9.26	7.50	7.73	7.87
Standard error		0.10	0.15	0.13	0.38	0.31	0.23	0.23	0.18	0.17	0.14	0.22	0.27	0.20	0.09	0.14	0.27	0.47	0.10	0.14	0.22	0.25	0.15	0.15

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

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 (10%), don't know who they would vote for (22%) or refuse to answer (10%)

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

	Gender			Age						Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	527	257	270	20	54	104	97	109	143	226	97	63	141	242	210	46	29	192	205	39	96	211	220
Weighted base	495	270	225	40	75	104	84	86	106	154	139	89	113	224	188	55	28	172	162	54	86	199	210
Conservative	224	121	104	12	33	43	37	41	59	68	65	43	49	224	-	-	-	162	13	12	39	84	101
	45%	45%	46%	30%	45%	41%	43%	47%	56%	44%	47%	48%	43%	100%	-	-	-	94%	8%	23%	46%	42%	48%
Labour	188	104	84	16	34	47	29	29	34	58	54	34	42	-	188	-	-	4	139	4	31	70	87
	38%	39%	37%	41%	46%	45%	34%	33%	32%	37%	39%	38%	37%	-	100%	-	-	3%	86%	8%	36%	35%	41%
Liberal Democrat/ Liberal	55	26	28	12	6	7	9	11	10	21	14	6	13	-	-	55	-	1	4	37	8	32	14
	11%	10%	13%	29%	8%	6%	11%	13%	9%	14%	10%	7%	12%	-	-	100%	-	1%	2%	69%	9%	16%	7%
Scottish National Party/ SNP	1	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	-	*	-	-	-	1%	-	-	*	-	-	-	-	-	-	3%	-	-	-	1%	-	-
Plaid Cymru	2	2	1	-	-	-	2	1	-	1	2	-	-	-	-	-	2	-	-	-	-	2	-
	*	1%	*	-	-	-	2%	1%	-	*	1%	-	-	-	-	-	8%	-	-	-	-	1%	-
Green Party	4	2	2	-	-	1	1	1	1	1	1	-	2	-	-	-	4	-	2	-	2	1	1
	1%	1%	1%	-	-	1%	1%	1%	1%	*	1%	-	2%	-	-	-	14%	-	1%	-	3%	*	*
UK Independence Party (UKIP)	5	4	1	-	-	-	3	1	*	3	-	1	1	-	-	-	5	-	1	-	3	1	1
	1%	2%	*	-	-	-	4%	2%	*	2%	-	1%	1%	-	-	-	17%	-	1%	-	3%	1%	*
Other	17	12	5	-	1	7	4	3	2	2	3	5	6	-	-	-	17	4	4	-	2	9	6
	3%	4%	2%	-	1%	6%	4%	4%	2%	1%	2%	6%	6%	-	-	-	58%	2%	3%	-	2%	4%	3%

Tory Marginals Poll
Fieldwork dates:- 3rd - 5th October 2007

Col percents

Table 3
Published Vote Intention Figures
Percentages derived from the responses of 721 respondents

	<u>Total</u>
Conservative	44%
Labour	38%
Liberal Democrat	12%
Other	6%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 4

Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? SUMMARY TABLE

Base: All respondents

	The NHS	Education	Law and order	Managing the economy	Taxation	Foot & mouth	Transport	Europe	Immigration
Unweighted base	1026	1026	1026	1026	1026	1026	1026	1026	1026
Weighted base	1026	1026	1026	1026	1026	1026	1026	1026	1026
Good job	387 38%	456 44%	310 30%	546 53%	316 31%	506 49%	441 43%	417 41%	169 17%
Bad job	530 52%	433 42%	651 63%	390 38%	635 62%	414 40%	504 49%	452 44%	793 77%
Refused	3 *	1 *	1 *	4 *	4 *	3 *	3 *	5 1%	4 *
Don't know	106 10%	136 13%	64 6%	85 8%	72 7%	104 10%	78 8%	152 15%	60 6%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 5

Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? The NHS

Base: All respondents

	Gender		Age					Social Class				Voting Intention				Vote In 2005 General Election			Region				
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Good job	387	211	176	80	67	65	53	48	75	98	118	78	93	44	156	26	16	33	134	23	72	153	163
	38%	43%	33%	65%	41%	33%	30%	31%	35%	37%	39%	36%	38%	18%	64%	39%	42%	15%	57%	28%	39%	37%	38%
Bad job	530	242	289	40	78	107	104	93	108	147	147	111	126	179	77	33	21	160	77	52	83	214	233
	52%	49%	54%	33%	48%	54%	60%	61%	50%	55%	49%	52%	52%	75%	31%	49%	55%	75%	33%	64%	45%	52%	54%
Refused	3	1	1	-	-	1	-	1	-	-	1	1	-	-	-	-	-	-	-	-	1	1	-
	*	*	*	-	-	1%	-	1%	-	-	*	1%	-	-	-	-	-	-	-	-	1%	*	-
Don't know	106	38	68	3	19	25	16	11	31	23	34	25	24	17	13	8	1	21	23	7	27	40	38
	10%	8%	13%	3%	12%	13%	9%	7%	15%	8%	11%	12%	10%	7%	5%	11%	2%	10%	10%	8%	15%	10%	9%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 6

Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Education

Base: All respondents

	Gender		Age					Social Class				Voting Intention				Vote In 2005 General Election			Region				
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Good job	456	225	231	80	80	108	64	50	73	115	138	97	105	67	167	25	13	44	141	26	79	186	191
	44%	46%	43%	65%	49%	54%	37%	33%	34%	43%	46%	45%	43%	28%	68%	38%	35%	20%	60%	32%	43%	45%	44%
Bad job	433	205	228	35	65	71	87	77	100	126	121	88	97	143	55	29	25	139	65	43	78	169	186
	42%	42%	43%	28%	39%	35%	50%	50%	47%	47%	40%	41%	40%	59%	22%	44%	64%	65%	28%	53%	42%	41%	43%
Refused	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-
	*	*	-	-	-	-	-	1%	-	-	*	-	-	-	-	-	-	-	-	-	1%	-	-
Don't know	136	61	75	9	20	20	22	25	41	26	39	29	41	31	23	12	1	31	28	12	26	53	57
	13%	12%	14%	7%	12%	10%	13%	16%	19%	10%	13%	14%	17%	13%	10%	18%	1%	15%	12%	15%	14%	13%	13%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 7

Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Law and order

Base: All respondents

	Gender			Age					Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
	Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Good job	310	153	156	60	61	69	41	34	44	90	85	71	63	33	115	29	9	31	90	22	51	127	132
	30%	31%	29%	48%	37%	35%	24%	22%	21%	33%	28%	33%	26%	14%	47%	44%	24%	15%	39%	28%	28%	31%	30%
Bad job	651	313	338	57	83	120	120	113	158	162	196	132	162	204	106	37	28	178	125	56	118	256	278
	63%	64%	63%	46%	50%	60%	70%	74%	74%	60%	65%	61%	67%	85%	43%	55%	73%	83%	54%	69%	64%	63%	64%
Refused	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-
	*	*	-	-	-	-	-	1%	-	-	*	-	-	-	-	-	-	-	-	-	1%	-	-
Don't know	64	24	39	7	20	10	11	5	11	16	17	12	18	4	24	1	1	5	18	3	14	26	24
	6%	5%	7%	6%	12%	5%	6%	3%	5%	6%	6%	6%	7%	2%	10%	1%	3%	2%	8%	3%	7%	6%	6%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 8

Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Managing the economy

Base: All respondents

	Gender			Age					Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
	Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Good job	546	315	232	70	87	97	100	83	109	164	168	107	108	113	182	40	24	91	164	50	97	239	210
	53%	64%	43%	57%	53%	49%	58%	54%	51%	61%	56%	50%	44%	47%	74%	61%	62%	42%	70%	61%	53%	59%	48%
Bad job	390	146	244	44	60	86	66	59	75	79	117	91	103	115	46	24	15	104	51	27	73	138	180
	38%	30%	46%	35%	37%	43%	38%	39%	35%	30%	39%	42%	42%	48%	19%	35%	38%	49%	22%	33%	39%	34%	41%
Refused	4	3	1	-	-	1	-	2	1	*	1	-	2	-	-	1	-	*	-	-	1	1	1
	*	1%	*	-	-	1%	-	1%	*	*	*	-	1%	-	-	2%	-	*	-	-	1%	*	*
Don't know	85	28	57	10	17	14	7	9	28	23	15	17	30	13	17	2	-	18	19	4	13	30	43
	8%	6%	11%	8%	10%	7%	4%	6%	13%	9%	5%	8%	12%	6%	7%	2%	-	9%	8%	6%	7%	7%	10%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 9

Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Taxation

Base: All respondents

	Gender		Age					Social Class				Voting Intention				Vote In 2005 General Election			Region				
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Good job	316	173	143	38	55	58	51	45	70	93	90	60	73	44	136	18	9	37	111	24	52	124	140
	31%	35%	27%	30%	34%	29%	29%	29%	33%	35%	30%	28%	30%	18%	56%	27%	24%	17%	48%	30%	28%	30%	32%
Bad job	635	296	338	79	97	128	116	94	121	157	195	139	143	188	96	47	29	166	101	53	121	251	262
	62%	60%	63%	64%	59%	64%	67%	61%	57%	59%	65%	65%	59%	78%	39%	70%	76%	78%	43%	66%	66%	62%	60%
Refused	4	3	1	-	-	-	-	3	1	-	2	1	1	-	-	-	-	-	-	-	1	2	1
	*	1%	*	-	-	-	-	2%	*	-	1%	*	*	-	-	-	-	-	-	-	1%	1%	*
Don't know	72	19	52	7	12	13	6	11	22	17	14	15	26	9	13	2	-	11	22	4	10	31	31
	7%	4%	10%	6%	7%	7%	4%	7%	10%	6%	5%	7%	11%	4%	5%	3%	-	5%	9%	4%	5%	8%	7%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 10

Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Foot & mouth

Base: All respondents

	Gender			Age					Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Good job	506	238	268	82	77	89	85	73	99	138	157	105	105	97	148	42	17	82	141	40	85	211	209
	49%	48%	50%	66%	47%	45%	49%	48%	46%	52%	52%	49%	43%	40%	60%	63%	45%	38%	60%	49%	46%	52%	48%
Bad job	414	210	204	36	72	84	73	63	86	106	114	89	105	127	71	23	19	110	68	41	76	155	183
	40%	43%	38%	29%	44%	42%	42%	41%	40%	40%	38%	41%	43%	53%	29%	34%	50%	52%	29%	50%	41%	38%	42%
Refused	3	3	*	-	-	-	1	1	*	2	1	-	-	1	1	-	-	1	1	-	2	1	-
	*	1%	*	-	-	-	1%	1%	*	1%	*	-	-	*	*	-	-	*	*	-	1%	*	-
Don't know	104	42	62	6	15	25	13	16	29	21	28	21	33	16	25	2	2	21	24	1	20	42	42
	10%	8%	12%	5%	9%	13%	8%	10%	13%	8%	9%	10%	14%	7%	10%	3%	5%	10%	10%	1%	11%	10%	10%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 11
Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Transport
Base: All respondents

	Gender		Age					Social Class				Voting Intention				Vote In 2005 General Election			Region				
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Good job	441	188	253	77	77	83	51	61	93	91	125	102	123	66	154	23	8	50	128	19	81	171	189
	43%	38%	47%	62%	47%	42%	29%	40%	44%	34%	41%	47%	51%	27%	63%	34%	20%	24%	55%	23%	44%	42%	44%
Bad job	504	272	232	43	79	98	113	75	95	155	160	95	94	159	75	41	30	144	85	59	83	203	218
	49%	55%	44%	35%	48%	49%	66%	49%	45%	58%	53%	44%	39%	66%	31%	62%	78%	67%	36%	73%	45%	50%	50%
Refused	3	3	-	-	-	-	1	1	1	1	1	1	-	-	1	-	-	-	1	-	2	-	1
	*	1%	-	-	-	-	*	1%	*	*	*	*	-	-	*	-	-	-	*	-	1%	-	*
Don't know	78	29	48	4	8	19	8	16	24	20	14	18	26	16	16	3	1	20	21	3	18	34	26
	8%	6%	9%	3%	5%	9%	5%	10%	11%	8%	5%	8%	11%	6%	6%	4%	2%	9%	9%	4%	10%	8%	6%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 12

Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Europe

Base: All respondents

	Gender		Age					Social Class				Voting Intention				Vote In 2005 General Election			Region				
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Good job	417	222	195	85	80	91	66	49	47	129	130	82	76	62	153	32	14	47	125	29	72	174	172
	41%	45%	37%	69%	49%	46%	38%	32%	22%	48%	43%	38%	31%	26%	62%	48%	35%	22%	53%	35%	39%	42%	40%
Bad job	452	217	235	29	51	82	87	76	127	100	141	86	125	154	51	28	23	147	70	41	81	173	198
	44%	44%	44%	23%	31%	41%	50%	59%	37%	47%	40%	52%	64%	21%	41%	60%	69%	30%	51%	44%	42%	46%	
Refused	5	5	-	-	-	2	1	2	1	1	1	2	1	-	1	-	-	-	1	-	4	-	1
	1%	1%	-	-	-	1%	*	2%	*	*	*	1%	*	-	*	-	-	-	*	-	2%	-	*
Don't know	152	48	103	10	33	24	19	26	39	37	29	45	41	25	40	7	2	20	38	11	27	62	63
	15%	10%	19%	8%	20%	12%	11%	17%	18%	14%	10%	21%	17%	10%	16%	10%	5%	9%	16%	14%	15%	15%	14%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 13

Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Immigration

Base: All respondents

	Gender			Age						Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Good job	169	94	75	40	38	33	19	20	20	58	54	31	26	17	71	14	5	13	58	12	34	68	68
	17%	19%	14%	32%	23%	17%	11%	13%	9%	22%	18%	14%	11%	7%	29%	20%	13%	6%	25%	15%	18%	17%	16%
Bad job	793	369	424	70	114	158	145	123	181	193	227	168	205	218	153	52	33	194	162	66	135	317	340
	77%	75%	79%	56%	70%	80%	84%	80%	85%	72%	76%	78%	84%	90%	62%	79%	85%	91%	69%	82%	74%	78%	79%
Refused	4	3	1	-	-	-	1	2	1	1	2	-	1	-	2	-	-	-	2	-	2	2	-
	*	1%	*	-	-	-	*	2%	*	*	1%	-	*	-	1%	-	-	-	1%	-	1%	*	-
Don't know	60	26	34	15	12	7	8	7	12	16	17	16	12	6	19	1	1	6	13	2	13	22	25
	6%	5%	6%	12%	7%	4%	5%	5%	5%	6%	6%	7%	5%	3%	8%	1%	2%	3%	5%	3%	7%	5%	6%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 14

Q.4 Do you think that the Prime Minister, Gordon Brown, is more or less appealing than his predecessor, Tony Blair, or is there no difference between the two?

Base: All respondents

	Gender			Age						Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Brown more appealing than Blair	307 30%	152 31%	155 29%	25 20%	45 27%	50 25%	58 34%	48 31%	80 37%	86 32%	96 32%	48 22%	78 32%	68 28%	92 38%	25 37%	9 24%	68 32%	94 40%	30 37%	60 33%	123 30%	124 29%
Brown less appealing than Blair	216 21%	100 20%	116 22%	24 19%	42 26%	50 25%	41 24%	30 19%	29 13%	66 25%	60 20%	55 26%	34 14%	67 28%	55 23%	6 9%	3 8%	56 26%	49 21%	7 9%	36 20%	91 22%	88 20%
Brown & Blair about the same	458 45%	223 45%	234 44%	70 57%	65 40%	93 47%	67 39%	68 44%	93 44%	106 40%	134 45%	99 46%	118 49%	101 42%	93 38%	34 51%	26 68%	85 40%	81 34%	42 52%	80 43%	176 43%	201 46%
Refused	2 *	1 *	1 *	- -	- -	- -	- -	1 1%	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 *
Don't know	44 4%	15 3%	28 5%	4 3%	12 7%	6 3%	6 3%	6 4%	11 5%	10 4%	9 3%	13 6%	12 5%	5 2%	5 2%	2 3%	-	5 2%	11 5%	2 3%	7 4%	18 4%	19 4%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 15

Q.6 The three major political parties have had their conferences over the last few weeks. From what you have seen or heard, did the party go up or go down in your estimation, or has there been no change?

Base: All respondents

	Gender			Age					Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Conservatives																							
Gone up	336	172	165	39	55	56	45	58	83	100	103	68	65	144	56	18	6	120	58	32	51	141	144
	33%	35%	31%	32%	34%	28%	26%	38%	39%	38%	34%	31%	27%	60%	23%	27%	15%	56%	25%	39%	28%	34%	33%
Gone down	83	38	45	8	21	10	10	18	16	24	24	7	28	5	43	4	5	9	29	3	16	30	37
	8%	8%	8%	6%	13%	5%	6%	12%	8%	9%	8%	3%	12%	2%	17%	5%	13%	4%	12%	3%	8%	7%	9%
No change	505	238	267	62	77	109	102	65	90	126	149	110	120	77	131	45	23	68	132	44	99	205	201
	49%	48%	50%	50%	47%	55%	59%	42%	42%	47%	50%	51%	49%	32%	53%	67%	59%	32%	56%	55%	54%	50%	46%
Refused	4	1	3	-	-	-	1	-	3	1	2	-	2	-	-	-	-	-	-	-	1	1	3
	*	*	1%	-	-	-	*	-	2%	*	1%	-	1%	-	-	-	-	-	-	-	*	*	1%
Don't know	98	43	55	15	11	24	14	13	21	16	23	31	28	15	15	1	5	17	15	2	17	32	49
	10%	9%	10%	12%	7%	12%	8%	8%	10%	6%	8%	14%	11%	6%	6%	1%	12%	8%	7%	3%	10%	8%	11%
Labour Party																							
Gone up	163	82	81	22	31	22	23	31	35	45	51	25	42	15	89	9	1	17	71	18	26	62	75
	16%	17%	15%	18%	19%	11%	13%	20%	16%	17%	17%	12%	17%	6%	36%	14%	3%	8%	30%	22%	14%	15%	17%
Gone down	196	91	106	23	31	39	28	27	47	51	47	41	58	83	21	12	6	69	24	11	27	75	94
	19%	18%	20%	19%	19%	20%	17%	18%	22%	19%	15%	19%	24%	34%	9%	18%	17%	32%	10%	14%	15%	18%	22%
No change	587	293	294	70	86	121	109	85	116	159	183	125	121	134	122	45	29	115	127	51	112	246	229
	57%	60%	55%	57%	52%	61%	63%	56%	54%	59%	61%	58%	50%	56%	50%	68%	76%	54%	54%	63%	61%	60%	53%
Refused	3	1	2	-	-	-	1	-	2	1	2	-	1	-	-	-	-	-	-	-	1	1	2
	*	*	*	-	-	-	*	-	1%	*	1%	-	*	-	-	-	-	-	-	-	*	*	*
Don't know	76	25	51	8	17	17	11	10	13	12	18	24	22	9	13	1	2	13	12	1	18	24	34
	7%	5%	10%	7%	10%	9%	7%	7%	6%	4%	6%	11%	9%	4%	5%	1%	5%	6%	5%	2%	10%	6%	8%
Liberal Democrats																							
Gone up	89	46	44	8	13	17	13	18	20	29	20	18	22	14	16	13	5	12	27	9	14	40	36
	9%	9%	8%	7%	8%	8%	8%	12%	9%	11%	7%	8%	9%	6%	7%	19%	13%	6%	12%	11%	8%	10%	8%
Gone down	143	85	57	17	24	21	21	29	31	35	51	25	32	37	35	5	9	39	29	16	25	53	64
	14%	17%	11%	14%	15%	10%	12%	19%	15%	13%	17%	11%	13%	16%	14%	7%	23%	18%	12%	19%	14%	13%	15%
No change	620	293	327	76	106	115	111	86	126	157	193	122	147	155	160	42	22	127	139	49	119	250	251
	60%	60%	61%	62%	65%	58%	64%	56%	59%	59%	64%	57%	60%	64%	65%	63%	56%	59%	59%	60%	65%	61%	58%
Refused	2	1	1	-	-	-	1	-	1	1	1	-	1	-	-	-	-	-	-	-	1	1	1
	*	*	*	-	-	-	*	-	1%	*	*	-	*	-	-	-	-	-	-	-	*	*	*
Don't know	172	67	105	22	21	46	27	20	35	46	35	51	41	35	34	7	3	37	39	8	24	65	83
	17%	14%	20%	18%	13%	23%	16%	13%	16%	17%	12%	23%	17%	14%	14%	10%	8%	17%	17%	10%	13%	16%	19%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 16

Q.7 Putting aside your own party preference, do you think that the Conservatives under David Cameron are or are not ready for government?

Base: All respondents

	Gender			Age					Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Are ready for government	379 37%	183 37%	196 37%	55 44%	62 38%	72 36%	57 33%	53 35%	80 37%	107 40%	118 39%	74 34%	81 33%	165 69%	59 24%	20 30%	6 17%	128 60%	52 22%	23 28%	60 33%	146 36%	173 40%
Are not ready for government	533 52%	271 55%	262 49%	52 42%	77 47%	104 52%	101 58%	90 59%	110 51%	133 50%	153 51%	112 52%	135 56%	62 26%	171 70%	45 68%	26 68%	72 34%	164 70%	54 66%	104 56%	225 55%	204 47%
Refused	8 1%	3 1%	5 1%	- -	- -	3 1%	1 *	2 1%	3 1%	2 1%	4 1%	1 1%	1 *	- -	1 *	- -	- -	- -	1 *	- -	4 2%	1 *	4 1%
Don't know	106 10%	36 7%	71 13%	17 14%	26 16%	20 10%	14 8%	8 5%	21 10%	26 10%	26 9%	28 13%	26 11%	13 6%	15 6%	1 2%	6 16%	14 6%	18 8%	4 5%	16 9%	37 9%	53 12%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 17

Q.8 You may have seen or heard some policies that the main parties have come up with. Thinking about the following Labour policies, would they make you more or less likely to vote for them, or make no difference one way or another?

- Deep cleaning NHS hospitals to combat MRSA

- Personal tutoring in schools

Base: All respondents

	Gender			Age						Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
More likely	396	175	220	74	85	77	54	45	60	101	125	76	94	47	136	33	15	39	115	32	75	156	165
	39%	36%	41%	60%	52%	39%	32%	29%	28%	38%	42%	35%	39%	20%	55%	50%	38%	18%	49%	39%	41%	38%	38%
Less likely	90	56	35	5	8	14	12	22	28	25	18	21	26	44	3	6	3	40	13	9	16	32	43
	9%	11%	6%	4%	5%	7%	7%	15%	13%	9%	6%	10%	11%	18%	1%	9%	7%	19%	6%	11%	9%	8%	10%
No difference	519	252	266	43	68	100	106	82	119	138	153	114	114	150	102	27	21	134	102	40	85	216	218
	51%	51%	50%	34%	41%	50%	61%	54%	56%	51%	51%	53%	47%	62%	42%	41%	55%	63%	44%	49%	46%	53%	50%
Don't know	22	9	13	2	2	7	-	4	6	4	5	4	9	-	4	-	-	*	4	1	8	5	9
	2%	2%	2%	1%	2%	4%	-	2%	3%	2%	2%	2%	4%	-	2%	-	-	*	2%	1%	4%	1%	2%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 18

Q.9 And now thinking about Conservative policies, would they make you more or less likely to vote for them, or make no difference one way or another?

- Scrapping stamp duty on homes for first time buyers

- Scrapping inheritance tax up to £1m

- Green taxes on inefficient airlines with funds raised to go to a dedicated family fund

Base: All respondents

	Gender		Age					Social Class				Voting Intention				Vote In 2005 General Election			Region				
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
More likely	473	229	244	58	81	85	80	71	98	138	135	101	99	175	75	30	11	148	84	37	81	195	198
	46%	47%	46%	47%	49%	43%	46%	47%	46%	51%	45%	47%	41%	73%	31%	46%	29%	69%	36%	45%	44%	48%	46%
Less likely	111	50	61	8	28	19	22	14	22	28	35	21	27	6	38	11	3	7	41	11	23	34	55
	11%	10%	11%	6%	17%	9%	13%	9%	10%	10%	12%	10%	11%	2%	15%	16%	7%	3%	18%	13%	12%	8%	13%
No difference	423	207	216	57	52	88	70	68	88	98	127	88	111	58	130	25	24	58	104	33	76	172	176
	41%	42%	41%	46%	31%	44%	41%	45%	41%	36%	42%	41%	46%	24%	53%	37%	62%	27%	44%	41%	41%	42%	41%
Don't know	18	6	13	1	3	7	1	-	6	5	3	5	6	1	3	1	1	1	5	1	5	8	6
	2%	1%	2%	1%	2%	4%	*	-	3%	2%	1%	3%	2%	1%	1%	1%	3%	1%	2%	1%	3%	2%	1%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 19

Q.11 For each of the following statements, please tell me whether you agree or disagree.

SUMMARY TABLE**Base: All respondents**

	It is right that Gordon Brown calls an early General Election to get his own mandate	It is cynical to seek re- election while Gordon Brown is in his honeymoon period	Election speculation is a distraction, it is best to get it out of the way	The economy will not be as strong in the future so now is Labour's best chance to win an election
Unweighted base	1026	1026	1026	1026
Weighted base	1026	1026	1026	1026
Agree	568 55%	422 41%	617 60%	506 49%
Disagree	370 36%	522 51%	371 36%	423 41%
Refused	1 *	-	-	-
Don't know	87 8%	81 8%	38 4%	96 9%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 20

Q.11 For each of the following statements, please tell me whether you agree or disagree.

It is right that Gordon Brown calls an early General Election to get his own mandate

Base: All respondents

	Gender			Age					Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Agree	568 55%	294 60%	274 51%	70 57%	102 62%	109 55%	94 55%	93 60%	101 47%	150 56%	173 58%	115 54%	129 53%	156 65%	135 55%	31 47%	23 59%	132 62%	127 54%	49 61%	92 50%	230 56%	246 57%
Disagree	370 36%	169 34%	201 38%	42 34%	47 29%	73 37%	66 38%	52 34%	90 42%	103 38%	100 33%	72 34%	95 39%	75 31%	91 37%	30 45%	14 36%	71 33%	89 38%	27 33%	72 39%	144 35%	154 36%
Refused	1 *	-	1 *	-	-	-	-	-	1 1%	-	-	-	1 *	-	-	-	-	-	-	-	-	1 *	* *
Don't know	87 8%	28 6%	58 11%	11 9%	15 9%	18 9%	12 7%	8 5%	22 10%	14 5%	27 9%	27 13%	18 7%	10 4%	19 8%	5 8%	2 5%	11 5%	18 8%	5 6%	20 11%	34 8%	33 8%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 21

Q.11 For each of the following statements, please tell me whether you agree or disagree.

It is cynical to seek re-election while Gordon Brown is in his honeymoon period

Base: All respondents

	Gender			Age					Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Agree	422 41%	220 45%	203 38%	40 32%	58 35%	80 40%	69 40%	76 50%	100 47%	114 43%	119 40%	83 38%	107 44%	115 48%	100 41%	24 36%	16 41%	110 51%	100 43%	34 42%	89 48%	155 38%	179 41%
Disagree	522 51%	243 49%	279 52%	72 58%	89 54%	108 54%	96 56%	65 42%	93 44%	135 50%	163 54%	111 52%	113 46%	116 48%	130 53%	36 54%	22 58%	96 45%	114 49%	40 49%	78 43%	223 55%	221 51%
Don't know	81 8%	29 6%	52 10%	12 10%	18 11%	11 5%	8 5%	12 8%	21 10%	19 7%	18 6%	21 10%	24 10%	9 4%	15 6%	6 10%	1 1%	8 4%	20 9%	7 8%	17 9%	31 8%	34 8%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 22

Q.11 For each of the following statements, please tell me whether you agree or disagree.

Election speculation is a distraction, it is best to get it out of the way

Base: All respondents

	Gender			Age					Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Agree	617	304	313	86	101	103	95	104	128	165	167	140	146	167	148	37	20	143	135	46	110	248	259
	60%	62%	59%	69%	62%	52%	55%	68%	60%	62%	55%	65%	60%	69%	60%	56%	52%	67%	57%	57%	60%	61%	60%
Disagree	371	173	197	34	55	93	73	46	69	91	125	67	88	72	94	29	18	66	97	34	64	151	156
	36%	35%	37%	28%	33%	47%	42%	30%	32%	34%	42%	31%	36%	30%	38%	43%	48%	31%	41%	42%	35%	37%	36%
Don't know	38	15	23	4	8	3	4	3	17	12	9	8	9	2	3	1	-	5	3	1	10	10	19
	4%	3%	4%	3%	5%	1%	2%	2%	8%	4%	3%	4%	4%	1%	1%	1%	-	2%	1%	2%	5%	2%	4%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 23

Q.11 For each of the following statements, please tell me whether you agree or disagree.

The economy will not be as strong in the future so now is Labour's best chance to win an election

Base: All respondents

	Gender			Age					Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Agree	506 49%	263 53%	243 46%	69 56%	73 45%	97 49%	83 48%	79 52%	105 49%	118 44%	144 48%	136 63%	108 44%	133 55%	126 51%	25 37%	20 53%	130 61%	107 46%	35 43%	88 48%	209 51%	209 48%
Disagree	423 41%	197 40%	227 43%	48 39%	71 44%	90 45%	79 46%	59 39%	77 36%	126 47%	131 43%	61 29%	105 43%	96 40%	101 41%	35 53%	16 41%	71 33%	105 45%	40 49%	82 45%	171 42%	171 39%
Don't know	96 9%	32 7%	64 12%	7 6%	19 12%	13 6%	11 6%	15 10%	32 15%	24 9%	25 8%	17 8%	30 12%	11 5%	18 7%	7 10%	2 6%	13 6%	22 9%	6 8%	14 7%	28 7%	54 12%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 24

Q.13 Have you noticed any of the political parties campaigning in your local area recently?

Base: All respondents

	Gender			Age					Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1026	449	577	66	114	188	188	189	281	380	205	150	291	261	256	55	37	240	286	60	191	408	427
Weighted base	1026	492	534	124	164	199	172	153	214	267	300	215	243	241	245	67	39	214	234	81	184	408	434
Yes	126 12%	67 14%	60 11%	22 18%	28 17%	25 12%	19 11%	17 11%	15 7%	34 13%	46 15%	24 11%	22 9%	38 16%	29 12%	18 27%	4 10%	28 13%	32 14%	16 19%	23 13%	54 13%	49 11%
No	891 87%	417 85%	474 89%	99 80%	132 80%	172 86%	153 89%	136 89%	199 93%	232 87%	249 83%	189 88%	221 91%	202 84%	217 88%	48 73%	35 90%	185 87%	201 86%	65 81%	161 87%	355 87%	376 87%
Don't know	8 1%	8 2%	-	2 2%	4 2%	2 1%	-	-	-	1 *	5 2%	2 1%	-	1 *	-	-	-	-	1 *	-	-	-	8 2%

Tory Marginals Poll
Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 25
Respondent age
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1026	1026
Weighted base	1026	1026
18 - 24	66 6%	124 12%
25 - 34	113 11%	163 16%
35 - 44	188 18%	199 19%
45 - 54	188 18%	172 17%
55 - 64	189 18%	153 15%
65+	281 27%	214 21%
Refused	1 *	1 *
Mean	52.17	47.65
Standard error	0.54	0.56

Tory Marginals Poll
Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 26
Working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1026	1026
Weighted base	1026	1026
Working full time (30+ hrs a week)	380 37%	463 45%
Working part time (8-29 hrs a week)	151 15%	122 12%
Not working but seeking work or temporarily unemployed/sick	49 5%	57 6%
Not working/Not seeking work - EXCLUDING RETIRED AND STUDENTS	84 8%	84 8%
Retired	341 33%	265 26%
Student	18 2%	32 3%
Refused	3 *	2 *

Tory Marginals Poll
Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 27
Gender of respondent
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1026	1026
Weighted base	1026	1026
Male	449 44%	492 48%
Female	577 56%	534 52%

Tory Marginals Poll
Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 28
Have you taken a foreign holiday in the last three years?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1026	1026
Weighted base	1026	1026
Yes	658 64%	619 60%
No	368 36%	407 40%

Tory Marginals Poll
Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 29
And how many cars do you have in the household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1026	1026
Weighted base	1026	1026
None	180 18%	209 20%
1 car	438 43%	428 42%
2 cars	306 30%	295 29%
3+ cars	(4) 98 10%	91 9%
Refused	4 *	3 *
Mean	1.41	1.35
Standard error	0.03	0.03

Tory Marginals Poll
Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 30
Housing tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1026	1026
Weighted base	1026	1026
Owned outright (without mortgage)	421 41%	337 33%
Owned with a mortgage or loan	360 35%	396 39%
Rented from the council	84 8%	131 13%
Rented from someone else	84 8%	86 8%
Rent free	14 1%	15 2%
Rented from housing association	42 4%	41 4%
Refused	21 2%	19 2%

Tory Marginals Poll
Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 31
Social grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1026	1026
Weighted base	1026	1026
A	131 13%	87 9%
B	249 24%	180 18%
C1	205 20%	300 29%
C2	150 15%	215 21%
D	101 10%	91 9%
E	190 19%	152 15%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 32
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1026	1026
Weighted base	1026	1026
Scotland	25 2%	26 3%
North	-	-
North West	60 6%	59 6%
Yorks & Humberside	106 10%	100 10%
East Midlands	121 12%	120 12%
West Midlands	142 14%	152 15%
Wales	68 7%	59 6%
East Anglia	77 8%	78 8%
Greater London	141 14%	149 15%
South East	184 18%	177 17%
South West	102 10%	107 10%

Tory Marginals Poll

Fieldwork dates:- 3rd - 5th October 2007

Absolutes/col percents

Table 33
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1026	1026
Weighted base	1026	1026
Conservative	240 23%	214 21%
Labour	286 28%	234 23%
Liberal Democrat/ Liberal	60 6%	81 8%
Scottish National Party/SNP	1 *	1 *
Plaid Cymru	5 *	5 *
Green Party	5 *	6 1%
UK Independence Party (UKIP)	8 1%	7 1%
Others	8 1%	10 1%
Did not vote	279 27%	342 33%
Refused	110 11%	99 10%
Don't know	24 2%	28 3%

	Page	Table	Title	Base Description	Base
	1	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	1026
	2	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 (10%), don't know who they would vote for (22%) or refuse to answer (10%) THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DONT KNOW/REFUSERS		
	3	3	Published Vote Intention Figures Percentages derived from the responses of 721 respondents		
	4	4	Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? SUMMARY TABLE	Base: All respondents	1026
	5	5	Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? The NHS	Base: All respondents	1026
	6	6	Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Education	Base: All respondents	1026
	7	7	Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Law and order	Base: All respondents	1026
	8	8	Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Managing the economy	Base: All respondents	1026
	9	9	Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Taxation	Base: All respondents	1026
	10	10	Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Foot & mouth	Base: All respondents	1026
	11	11	Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Transport	Base: All respondents	1026
	12	12	Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Europe	Base: All respondents	1026

Page	Table	Title	Base Description	Base
13	13	Q.2 In each of the following policy areas, do you think the government has done a good or a bad job ...? Immigration	Base: All respondents	1026
14	14	Q.4 Do you think that the Prime Minister, Gordon Brown, is more or less appealing than his predecessor, Tony Blair, or is there no difference between the two?	Base: All respondents	1026
15	15	Q.6 The three major political parties have had their conferences over the last few weeks. From what you have seen or heard, did the party go up or go down in your estimation, or has there been no change? / Conservatives / Labour Party / Liberal Democrats	Base: All respondents	1026
16	16	Q.7 Putting aside your own party preference, do you think that the Conservatives under David Cameron are or are not ready for government?	Base: All respondents	1026
17	17	Q.8 You may have seen or heard some policies that the main parties have come up with. Thinking about the following Labour policies, would they make you more or less likely to vote for them, or make no difference one way or another? - Deep cleaning NHS hospitals to combat MRSA - Personal tutoring in schools	Base: All respondents	1026
18	18	Q.9 And now thinking about Conservative policies, would they make you more or less likely to vote for them, or make no difference one way or another? - Scrapping stamp duty on homes for first time buyers - Scrapping inheritance tax up to £1m - Green taxes on inefficient airlines with funds raised to go to a dedicated family fund	Base: All respondents	1026
19	19	Q.11 For each of the following statements, please tell me whether you agree or disagree. SUMMARY TABLE	Base: All respondents	1026
20	20	Q.11 For each of the following statements, please tell me whether you agree or disagree. It is right that Gordon Brown calls an early General Election to get his own mandate	Base: All respondents	1026
21	21	Q.11 For each of the following statements, please tell me whether you agree or disagree. It is cynical to seek re-election while Gordon Brown is in his honeymoon period	Base: All respondents	1026
22	22	Q.11 For each of the following statements, please tell me whether you agree or disagree. Election speculation is a distraction, it is best to get it out of the way	Base: All respondents	1026
23	23	Q.11 For each of the following statements, please tell me whether you agree or disagree. The economy will not be as strong in the future so now is Labour's best chance to win an election	Base: All respondents	1026

	Page	Table	Title	Base Description	Base
	24	24	Q.13 Have you noticed any of the political parties campaigning in your local area recently?	Base: All respondents	1026
	25	25	Respondent age	Base: All respondents	1026
	26	26	Working status	Base: All respondents	1026
	27	27	Gender of respondent	Base: All respondents	1026
	28	28	Have you taken a foreign holiday in the last three years?	Base: All respondents	1026
	29	29	And how many cars do you have in the household?	Base: All respondents	1026
	30	30	Housing tenure	Base: All respondents	1026
	31	31	Social grade	Base: All respondents	1026
	32	32	Region	Base: All respondents	1026
	33	33	Q.C/D Voting in May 5th 2005 General Election	Base: All respondents	1026