

ICM Marginals Poll for The News of the World

Fieldwork dates: 23-24th April 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 145 most marginal constituencies where Labour won in 2005 and the Conservatives came second up to the point where a swing of 10% 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
Westminster North
Edinburgh South
Blackpool North & Clevelleys
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
Ipswich
Waveney
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
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

Sample size: 1,007

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. 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.

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:- 23rd-24th April 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 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	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	LibDem	Other Party	Con- ser- vative	Labour	LibDem	North	Mid- lands	South	
Unweighted base	1007	444	563	80	147	188	179	171	242	362	186	163	296	241	192	92	68	200	278	79	344	396	267	
Weighted base	1007	482	525	120	159	200	169	149	210	264	293	210	240	229	197	103	72	186	255	92	340	399	268	
Certain to vote	(10)	478	213	265	21	50	74	86	104	142	131	76	130	140	103	52	42	130	143	52	170	179	129	
		47%	44%	50%	18%	32%	37%	51%	70%	68%	53%	45%	36%	54%	61%	52%	51%	59%	70%	56%	57%	50%	45%	48%
	(9)	69	34	35	-	16	17	15	9	13	14	28	15	12	22	13	6	6	12	15	10	17	34	19
		7%	7%	7%	-	10%	8%	9%	6%	6%	5%	10%	7%	5%	10%	6%	6%	9%	7%	6%	11%	5%	9%	7%
	(8)	99	51	48	19	16	21	21	12	9	36	20	24	19	26	20	10	5	17	29	10	30	35	34
		10%	11%	9%	16%	10%	11%	12%	8%	4%	13%	7%	12%	8%	11%	10%	10%	7%	9%	11%	11%	9%	9%	13%
	(7)	48	24	24	7	10	12	11	4	4	11	15	14	8	9	10	8	5	1	12	10	12	23	13
		5%	5%	5%	6%	6%	6%	6%	3%	2%	4%	5%	7%	3%	4%	5%	8%	6%	1%	5%	11%	4%	6%	5%
	(6)	28	15	12	5	4	14	1	1	3	11	10	3	4	5	10	1	1	7	11	1	9	12	6
		3%	3%	2%	5%	2%	7%	1%	1%	1%	4%	3%	1%	2%	2%	5%	1%	1%	4%	4%	1%	3%	3%	2%
	(5)	77	35	42	11	15	17	15	7	13	9	25	28	15	19	19	11	3	13	22	4	25	29	23
		8%	7%	8%	9%	10%	8%	9%	4%	6%	4%	9%	13%	6%	8%	10%	10%	4%	7%	9%	4%	7%	7%	9%
	(4)	16	7	9	2	6	3	2	-	3	3	8	4	2	2	4	1	1	5	4	4	7	6	3
		2%	1%	2%	1%	4%	1%	1%	-	1%	1%	3%	2%	1%	1%	4%	2%	*	2%	4%	4%	2%	2%	1%
	(3)	28	16	12	9	6	7	1	2	1	9	7	6	5	2	10	4	1	1	4	1	11	10	7
		3%	3%	2%	8%	4%	4%	1%	2%	1%	3%	3%	3%	2%	1%	5%	4%	1%	*	2%	1%	3%	2%	3%
	(2)	27	15	12	4	10	9	2	-	1	4	16	4	4	-	6	3	7	-	5	-	6	15	7
		3%	3%	2%	4%	6%	5%	1%	-	1%	2%	5%	2%	2%	-	3%	3%	10%	-	2%	-	2%	4%	3%
Certain not to vote	(1)	120	65	55	33	25	23	16	7	15	25	36	31	-	-	-	-	3	9	-	47	48	25	
		12%	13%	10%	28%	16%	12%	9%	5%	7%	9%	9%	17%	13%	-	-	-	2%	3%	-	14%	12%	9%	
Refused		2	-	2	-	-	2	-	-	1	-	2	-	1	-	2	-	1	-	-	-	1	-	2
		*	-	*	-	-	1%	-	-	*	-	1%	-	*	-	1%	-	1%	-	-	-	*	-	1%
Don't know		16	7	8	7	-	1	-	3	5	2	6	-	8	3	3	5	-	1	1	-	6	9	1
		2%	2%	2%	6%	-	*	-	2%	2%	1%	2%	-	3%	1%	2%	4%	-	*	1%	-	2%	2%	*
Mean		7.48	7.27	7.68	5.13	6.51	7.02	7.98	8.88	8.57	7.92	7.41	6.76	7.73	8.90	8.20	8.18	8.35	9.02	8.29	8.77	7.42	7.39	7.70
Standard error		0.10	0.16	0.13	0.40	0.28	0.24	0.21	0.18	0.18	0.16	0.24	0.27	0.20	0.11	0.18	0.26	0.32	0.14	0.15	0.20	0.18	0.17	0.19

Tory Marginals Poll

Fieldwork dates:- 23rd-24th April 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 in a general election?

Q.2 Is that because you are not registered to vote or because you would decide not to go and vote?

Q.3 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?

Data excludes those who definitely will not vote (12%), don't know who they would vote for (18%) or refuse to answer (11%)

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- ser- vative	Labour	LibDem	Other Party	Con- ser- vative	Labour	LibDem	North	Mid- lands	South
Unweighted base	493	233	260	21	61	76	93	116	126	194	95	70	134	212	152	73	56	149	169	58	154	201	138
Weighted base	477	243	234	32	65	80	86	102	112	139	146	86	105	197	146	76	58	136	153	67	146	193	138
Conservative	197 41%	95 39%	101 43%	12 36%	22 34%	33 41%	37 43%	35 34%	58 52%	66 48%	58 40%	31 36%	41 39%	197 100%	-	-	-	123 90%	19 12%	14 21%	57 39%	75 39%	65 47%
Labour	146 31%	77 32%	69 30%	11 33%	25 38%	22 27%	24 27%	41 41%	24 21%	34 25%	41 28%	29 33%	42 40%	-	146 100%	-	-	3 2%	104 68%	5 7%	44 30%	62 32%	40 29%
Liberal Democrat	76 16%	30 12%	46 20%	5 16%	10 15%	14 17%	16 18%	15 14%	17 16%	27 19%	27 18%	10 12%	12 12%	-	-	76 100%	-	2 2%	17 11%	44 66%	22 15%	37 19%	18 13%
SNP	12 3%	7 3%	6 2%	1 3%	1 1%	1 2%	3 3%	4 4%	3 2%	3 2%	5 3%	3 4%	1 1%	-	-	-	12 21%	-	3 2%	-	12 8%	-	-
Plaid Cymru	2 *	1 1%	1 *	-	-	-	1 1%	1 1%	-	1 *	-	-	1 1%	-	-	-	2 3%	-	-	-	-	2 1%	-
Green Party	15 3%	10 4%	5 2%	2 6%	4 6%	5 7%	1 1%	-	2 2%	4 3%	7 4%	3 3%	1 1%	-	-	-	15 25%	2 1%	5 3%	-	4 2%	4 2%	7 5%
UKIP	9 2%	7 3%	2 1%	-	2 3%	1 1%	-	4 4%	3 2%	1 1%	4 3%	1 1%	2 2%	-	-	-	9 15%	2 1%	2 1%	1 1%	2 2%	5 2%	2 1%
Other Party	21 4%	16 7%	4 2%	2 5%	2 3%	4 5%	6 6%	2 2%	5 4%	3 2%	5 3%	9 10%	4 4%	-	-	-	21 35%	5 4%	3 2%	3 5%	6 4%	9 5%	6 4%

Tory Marginals Poll
Fieldwork dates:- 23rd-24th April 2008

Col percents

Table 3
Published Vote Intention Figures
Percentages derived from the responses of 730 respondents

	<u>Total</u>
Conservative	40%
Labour	32%
Liberal Democrat	16%
Other	12%



Tory Marginals Poll

Fieldwork dates:- 23rd-24th April 2008

Absolutes/col percents

Table 4

Q.7 Which of the following issues will be most important 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	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con-ser-vative	Labour	LibDem	Other Party	Con-ser-vative	Labour	LibDem	North	Mid-lands	South
Unweighted base	1007	444	563	80	147	188	179	171	242	362	186	163	296	241	192	92	68	200	278	79	344	396	267
Weighted base	1007	482	525	120	159	200	169	149	210	264	293	210	240	229	197	103	72	186	255	92	340	399	268
The NHS	518 51%	203 42%	314 60%	68 56%	67 42%	78 39%	92 54%	93 62%	120 57%	110 42%	157 54%	104 50%	146 61%	106 46%	111 56%	54 53%	28 39%	92 49%	140 55%	49 54%	174 51%	213 53%	130 48%
Law and order & criminal justice	500 50%	228 47%	271 52%	29 24%	69 44%	103 51%	89 53%	83 56%	126 60%	121 46%	146 50%	106 50%	127 53%	139 61%	95 48%	43 42%	35 49%	116 62%	128 50%	37 40%	163 48%	198 50%	140 52%
Schools and education	406 40%	158 33%	248 47%	53 44%	89 56%	105 53%	59 35%	45 30%	54 26%	111 42%	112 38%	90 43%	92 39%	71 31%	87 44%	43 42%	32 44%	50 27%	110 43%	40 44%	143 42%	166 42%	97 36%
Taxation	364 36%	192 40%	172 33%	42 35%	71 45%	76 38%	61 36%	45 30%	69 33%	107 40%	110 38%	80 38%	67 28%	104 46%	61 31%	34 34%	27 38%	90 48%	78 31%	39 43%	110 32%	162 41%	92 34%
The economy generally	334 33%	189 39%	145 28%	26 21%	52 33%	74 37%	62 36%	51 34%	70 33%	106 40%	100 34%	53 25%	75 31%	91 40%	61 31%	29 28%	22 30%	74 40%	91 36%	33 36%	124 37%	111 28%	99 37%
The environment	229 23%	94 20%	135 26%	33 27%	41 26%	35 17%	45 26%	36 24%	40 19%	76 29%	74 25%	35 17%	45 19%	38 17%	51 26%	40 39%	22 31%	34 18%	56 22%	35 39%	77 23%	88 22%	64 24%
Issues in your local community	188 19%	93 19%	96 18%	26 22%	29 18%	40 20%	36 21%	26 17%	31 15%	40 15%	56 19%	49 23%	44 18%	42 19%	42 21%	24 24%	9 13%	29 16%	54 21%	14 15%	59 17%	82 21%	47 18%
Foreign affairs/Europe	165 16%	100 21%	65 12%	28 24%	23 14%	31 16%	26 15%	22 15%	35 17%	50 19%	48 16%	33 16%	34 14%	41 18%	31 16%	25 24%	18 26%	34 18%	37 15%	17 19%	43 13%	64 16%	58 22%
Other	48 5%	30 6%	18 3%	2 2%	5 3%	11 5%	6 3%	6 4%	18 8%	13 5%	10 3%	9 4%	16 7%	12 5%	5 3%	2 2%	11 15%	14 7%	13 5%	3 4%	19 5%	15 4%	15 5%
Refused	1 *	1 *	-	-	-	-	-	-	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	1 *	-
None of them	17 2%	5 1%	12 2%	3 3%	4 2%	3 1%	3 2%	3 2%	1 1%	5 2%	5 2%	5 3%	2 1%	1 1%	-	-	-	1 *	1 *	-	7 2%	3 1%	7 3%
Don't know	16 2%	9 2%	8 1%	6 5%	-	4 2%	1 1%	2 2%	4 2%	4 1%	2 1%	6 3%	5 2%	3 1%	3 1%	1 1%	-	-	5 2%	-	4 1%	11 3%	1 1%

Tory Marginals Poll

Fieldwork dates:- 23rd-24th April 2008

Absolutes/col percents

Table 5

Q.8 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						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-ser-vative	Labour	LibDem	Other Party	Con-ser-vative	Labour	LibDem	North	Mid-lands	South
Unweighted base	1007	444	563	80	147	188	179	171	242	362	186	163	296	241	192	92	68	200	278	79	344	396	267
Weighted base	1007	482	525	120	159	200	169	149	210	264	293	210	240	229	197	103	72	186	255	92	340	399	268
<u>Being Prime Minister</u>																							
Gordon Brown	320	164	157	54	65	47	47	51	56	78	107	69	66	12	149	44	15	16	135	28	105	131	85
	32%	34%	30%	45%	41%	23%	28%	34%	27%	30%	36%	33%	28%	5%	75%	43%	21%	9%	53%	30%	31%	33%	32%
David Cameron	429	213	216	45	56	87	75	70	97	130	116	84	98	203	29	38	30	149	69	38	142	176	111
	43%	44%	41%	37%	35%	43%	44%	47%	46%	49%	40%	40%	41%	89%	15%	37%	42%	80%	27%	42%	42%	44%	41%
Neither	125	66	59	8	16	38	23	13	26	25	41	25	33	6	10	13	23	9	27	15	42	41	42
	12%	14%	11%	6%	10%	19%	14%	9%	12%	9%	14%	12%	14%	3%	5%	13%	33%	5%	10%	16%	12%	10%	16%
Refused	10	4	6	-	-	2	2	4	3	4	3	-	4	-	-	-	-	-	-	1	4	6	1
	1%	1%	1%	-	-	1%	1%	3%	1%	1%	1%	-	2%	-	-	-	-	-	-	1%	1%	1%	*
Don't know	123	36	87	13	22	26	22	12	28	27	26	31	38	7	9	8	4	11	23	10	47	46	30
	12%	7%	17%	11%	14%	13%	13%	8%	14%	10%	9%	15%	16%	3%	4%	8%	5%	6%	9%	11%	14%	12%	11%
<u>Setting taxes</u>																							
Gordon Brown	369	186	184	43	69	68	59	58	71	108	112	71	78	23	141	49	23	25	139	36	121	150	98
	37%	39%	35%	36%	44%	34%	35%	39%	34%	41%	38%	34%	32%	10%	72%	47%	32%	14%	55%	39%	36%	38%	36%
David Cameron	407	207	200	46	49	82	71	67	93	107	113	86	101	185	36	28	27	142	71	33	131	165	111
	40%	43%	38%	38%	31%	41%	42%	45%	44%	41%	39%	41%	42%	81%	18%	27%	38%	76%	28%	36%	39%	41%	42%
Neither	85	51	35	5	18	19	15	11	17	21	27	15	22	6	3	15	16	6	15	15	35	24	26
	8%	11%	7%	5%	11%	10%	9%	8%	8%	8%	9%	7%	9%	3%	1%	14%	22%	3%	6%	17%	10%	6%	10%
Refused	7	5	2	-	-	1	1	1	4	2	3	-	3	-	1	-	-	-	-	-	3	4	-
	1%	1%	*	-	-	1%	*	1%	2%	1%	1%	-	1%	-	*	-	-	-	-	-	1%	1%	-
Don't know	138	34	105	25	23	30	23	11	25	27	38	38	36	14	16	11	5	12	30	8	50	56	33
	14%	7%	20%	21%	14%	15%	14%	8%	12%	10%	13%	18%	15%	6%	8%	11%	7%	7%	12%	9%	15%	14%	12%

Tory Marginals Poll

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Q.8 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...?

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Weighted base	1007	482	525	120	159	200	169	149	210	264	293	210	240	229	197	103	72	186	255	92	340	399	268
<u>Dealing with the credit crunch</u>																							
Gordon Brown	404 40%	215 45%	190 36%	54 45%	76 48%	79 39%	69 41%	63 42%	63 30%	111 42%	129 44%	85 41%	79 33%	35 15%	153 78%	51 50%	29 41%	29 16%	156 61%	42 45%	135 40%	158 40%	111 42%
David Cameron	333 33%	157 33%	175 33%	34 28%	44 27%	61 31%	59 35%	55 37%	80 38%	95 36%	91 31%	70 33%	77 32%	164 72%	18 9%	26 25%	19 26%	127 68%	49 19%	24 27%	111 33%	128 32%	93 35%
Neither	105 10%	60 12%	45 9%	7 6%	16 10%	31 16%	15 9%	12 8%	24 11%	21 8%	37 12%	18 8%	29 12%	14 6%	7 3%	10 10%	17 24%	16 9%	19 8%	12 13%	33 10%	45 11%	28 10%
Refused	7 1%	4 1%	3 1%	1 1%	- -	1 1%	1 *	2 1%	2 1%	2 1%	3 1%	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	2 1%	5 1%	- -
Don't know	158 16%	46 10%	112 21%	24 20%	23 14%	28 14%	26 15%	17 11%	41 19%	36 13%	33 11%	37 18%	52 22%	16 7%	20 10%	16 15%	7 9%	14 8%	30 12%	13 15%	59 17%	63 16%	36 14%
<u>Dealing with the rising cost of living</u>																							
Gordon Brown	348 35%	177 37%	171 33%	50 42%	65 41%	57 29%	55 32%	59 39%	62 30%	95 36%	112 38%	67 32%	73 31%	22 10%	138 70%	45 44%	22 30%	20 11%	133 52%	35 38%	124 37%	133 33%	90 34%
David Cameron	416 41%	202 42%	214 41%	49 41%	53 34%	89 45%	71 42%	62 42%	91 43%	113 43%	116 40%	87 41%	100 42%	183 80%	42 21%	31 30%	25 34%	144 77%	74 29%	28 31%	134 39%	168 42%	114 43%
Neither	106 10%	56 12%	49 9%	4 3%	15 9%	28 14%	14 8%	13 9%	31 15%	26 10%	28 10%	19 9%	32 13%	9 4%	5 3%	12 12%	21 30%	13 7%	21 8%	14 15%	35 10%	41 10%	30 11%
Refused	7 1%	4 1%	3 1%	1 1%	- -	1 1%	1 *	1 1%	3 1%	2 1%	3 1%	- -	2 1%	- -	- -	1 1%	- -	- -	- -	- -	2 1%	4 1%	1 *
Don't know	131 13%	43 9%	88 17%	16 13%	26 16%	24 12%	28 17%	14 9%	23 11%	29 11%	34 11%	37 18%	32 13%	15 7%	12 6%	14 14%	4 5%	9 5%	25 10%	15 16%	45 13%	53 13%	32 12%

Tory Marginals Poll

Fieldwork dates:- 23rd-24th April 2008

Absolutes/col percents

Table 5

Q.8 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						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-ser-vative	Labour	LibDem	Other Party	Con-ser-vative	Labour	LibDem	North	Mid-lands	South
Weighted base	1007	482	525	120	159	200	169	149	210	264	293	210	240	229	197	103	72	186	255	92	340	399	268
<u>Dealing with the War on Terror</u>																							
Gordon Brown	323 32%	163 34%	160 30%	47 40%	71 44%	54 27%	49 29%	54 36%	47 22%	85 32%	109 37%	65 31%	64 27%	29 13%	123 62%	34 34%	21 29%	27 14%	123 48%	25 27%	111 33%	130 33%	82 30%
David Cameron	384 38%	192 40%	192 37%	47 39%	46 29%	80 40%	65 38%	58 39%	88 42%	109 41%	96 33%	83 40%	96 40%	168 73%	39 20%	38 37%	26 36%	131 70%	62 24%	41 45%	131 39%	149 37%	104 39%
Neither	108 11%	58 12%	49 9%	4 3%	10 6%	29 14%	21 12%	15 10%	30 14%	29 11%	32 11%	21 10%	26 11%	11 5%	11 6%	11 11%	16 23%	13 7%	24 9%	10 11%	31 9%	40 10%	38 14%
Refused	5 *	2 *	3 1%	-	-	-	1 *	2 1%	2 1%	1 *	3 1%	-	1 1%	-	-	-	-	-	-	-	1 *	3 1%	-
Don't know	188 19%	67 14%	120 23%	22 18%	32 20%	37 18%	34 20%	21 14%	42 20%	41 16%	53 18%	41 19%	52 22%	20 9%	24 12%	19 19%	9 12%	16 9%	46 18%	16 18%	66 19%	77 19%	45 17%
<u>Modernising the NHS</u>																							
Gordon Brown	328 33%	166 34%	163 31%	51 43%	64 40%	49 25%	41 24%	54 36%	68 33%	82 31%	93 32%	75 36%	79 33%	20 9%	139 71%	35 34%	26 36%	21 11%	136 53%	23 25%	104 31%	134 34%	90 34%
David Cameron	440 44%	216 45%	224 43%	44 37%	60 38%	86 43%	86 51%	66 44%	98 47%	124 47%	134 46%	82 39%	100 42%	181 79%	39 20%	48 46%	25 35%	140 75%	81 32%	46 50%	147 43%	176 44%	117 44%
Neither	91 9%	45 9%	46 9%	5 4%	9 6%	30 15%	17 10%	10 7%	20 9%	26 10%	25 9%	15 7%	25 10%	10 4%	5 3%	11 11%	14 20%	12 6%	11 4%	11 12%	32 9%	31 8%	29 11%
Refused	4 *	2 1%	2 *	-	-	1 1%	1 *	2 1%	1 *	1 *	1 *	-	2 1%	-	-	-	-	-	-	-	2 1%	3 1%	-
Don't know	143 14%	53 11%	90 17%	19 16%	26 16%	34 17%	24 14%	17 11%	23 11%	32 12%	40 14%	37 18%	34 14%	18 8%	14 7%	9 9%	7 10%	14 7%	27 11%	12 13%	55 16%	56 14%	32 12%

Tory Marginals Poll

Fieldwork dates:- 23rd-24th April 2008

Absolutes/col percents

Table 5

Q.8 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						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-ser-vative	Labour	LibDem	Other Party	Con-ser-vative	Labour	LibDem	North	Mid-lands	South
Weighted base	1007	482	525	120	159	200	169	149	210	264	293	210	240	229	197	103	72	186	255	92	340	399	268
<u>Improving standards in Britain's schools</u>																							
Gordon Brown	324	167	157	54	63	62	37	50	58	80	95	74	76	19	140	38	19	12	135	30	115	132	77
	32%	35%	30%	45%	39%	31%	22%	34%	27%	30%	32%	35%	32%	8%	71%	37%	26%	7%	53%	33%	34%	33%	29%
David Cameron	456	215	241	49	59	85	91	73	98	131	134	89	101	196	37	45	33	152	81	39	141	183	131
	45%	45%	46%	41%	37%	43%	53%	49%	47%	50%	46%	42%	42%	86%	19%	44%	47%	82%	32%	42%	42%	46%	49%
Neither	77	45	32	3	8	24	18	9	16	21	24	12	19	2	5	10	12	7	11	9	24	29	24
	8%	9%	6%	2%	5%	12%	10%	6%	7%	8%	8%	6%	8%	1%	2%	10%	17%	4%	4%	10%	7%	7%	9%
Refused	4	2	2	-	-	-	1	1	2	1	3	-	1	-	-	-	-	-	-	-	1	3	-
	*	*	*	-	-	-	*	1%	1%	*	1%	-	*	-	-	-	-	-	-	*	1%	-	-
Don't know	146	53	93	14	29	29	23	15	36	32	37	35	42	11	15	10	8	15	28	14	59	52	36
	15%	11%	18%	12%	18%	14%	14%	10%	17%	12%	13%	17%	18%	5%	8%	9%	11%	8%	11%	15%	17%	13%	13%
<u>Controlling immigration</u>																							
Gordon Brown	243	107	136	39	52	37	38	39	38	55	73	59	56	11	109	32	10	12	85	20	87	91	65
	24%	22%	26%	33%	33%	18%	22%	26%	18%	21%	25%	28%	23%	5%	55%	31%	13%	6%	33%	22%	26%	23%	24%
David Cameron	503	277	226	55	73	103	79	79	113	148	153	95	107	200	57	52	39	149	110	51	166	201	136
	50%	58%	43%	46%	46%	52%	47%	53%	54%	56%	52%	45%	45%	87%	29%	51%	54%	80%	43%	56%	49%	50%	51%
Neither	97	50	46	7	8	27	21	10	25	25	21	18	33	4	5	9	18	6	18	10	32	36	30
	10%	10%	9%	5%	5%	14%	12%	7%	12%	9%	7%	9%	14%	2%	2%	8%	25%	3%	7%	11%	9%	9%	11%
Refused	11	9	2	-	-	6	1	3	1	2	6	-	2	-	3	-	-	3	2	1	5	6	-
	1%	2%	*	-	-	3%	*	2%	1%	1%	2%	-	1%	-	1%	-	-	2%	1%	1%	2%	1%	-
Don't know	153	38	115	19	26	26	31	18	32	35	40	38	41	13	24	10	5	16	39	9	49	66	38
	15%	8%	22%	16%	16%	13%	18%	12%	15%	13%	14%	18%	17%	6%	12%	9%	7%	9%	15%	9%	15%	16%	14%

Tory Marginals Poll

Fieldwork dates:- 23rd-24th April 2008

Absolutes/col percents

Table 5

Q.8 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						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-ser-vative	Labour	LibDem	Other Party	Con-ser-vative	Labour	LibDem	North	Mid-lands	South
Weighted base	1007	482	525	120	159	200	169	149	210	264	293	210	240	229	197	103	72	186	255	92	340	399	268
<u>Improving the transport system</u>																							
Gordon Brown	318 32%	164 34%	153 29%	50 41%	58 37%	45 22%	48 28%	57 38%	61 29%	85 32%	84 29%	77 37%	72 30%	24 11%	125 63%	46 45%	21 30%	18 10%	118 46%	35 39%	108 32%	127 32%	84 31%
David Cameron	382 38%	179 37%	204 39%	47 39%	55 35%	90 45%	62 36%	54 36%	74 35%	105 40%	121 41%	71 34%	86 36%	163 71%	43 22%	33 32%	23 32%	125 67%	79 31%	27 29%	128 38%	140 35%	115 43%
Neither	114 11%	69 14%	46 9%	5 4%	14 9%	28 14%	22 13%	16 11%	30 14%	29 11%	34 12%	14 7%	38 16%	16 7%	13 7%	9 9%	17 24%	18 10%	17 7%	12 13%	38 11%	44 11%	32 12%
Refused	7 1%	4 1%	2 *	- -	- -	1 1%	1 *	3 2%	2 1%	2 1%	3 1%	- -	2 1%	- -	- -	- -	- -	- -	- -	1 1%	2 1%	4 1%	- -
Don't know	186 18%	66 14%	120 23%	19 16%	32 20%	35 18%	37 22%	20 13%	43 20%	44 17%	51 18%	47 23%	43 18%	25 11%	17 9%	14 14%	11 15%	25 13%	41 16%	16 18%	64 19%	84 21%	38 14%

Tory Marginals Poll

Fieldwork dates:- 23rd-24th April 2008

Absolutes/col percents

Table 6

Q.9 Overall, who do you think would make the best Prime Minister, Gordon Brown or David Cameron?

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-ser-vative	Labour	LibDem	Other Party	Con-ser-vative	Labour	LibDem	North	Mid-lands	South
Unweighted base	1007	444	563	80	147	188	179	171	242	362	186	163	296	241	192	92	68	200	278	79	344	396	267
Weighted base	1007	482	525	120	159	200	169	149	210	264	293	210	240	229	197	103	72	186	255	92	340	399	268
Gordon Brown	340	177	163	58	67	52	48	53	61	81	115	74	69	12	154	45	24	13	146	25	116	135	90
	34%	37%	31%	48%	42%	26%	28%	36%	29%	31%	39%	35%	29%	5%	78%	44%	33%	7%	57%	27%	34%	34%	33%
David Cameron	476	231	245	52	65	101	83	70	105	141	135	93	108	209	34	42	33	161	75	45	157	193	127
	47%	48%	47%	44%	41%	51%	49%	47%	50%	53%	46%	44%	45%	91%	17%	41%	46%	87%	30%	49%	46%	48%	47%
Neither	91	47	44	3	5	26	18	14	26	20	27	19	25	3	4	10	12	5	15	14	34	30	27
	9%	10%	8%	2%	3%	13%	10%	9%	12%	8%	9%	9%	10%	1%	2%	10%	16%	3%	6%	15%	10%	8%	10%
Refused	7	4	3	-	-	3	1	2	2	1	3	-	3	-	-	-	-	-	-	-	2	5	-
	1%	1%	1%	-	-	1%	*	1%	1%	1%	1%	-	1%	-	-	-	-	-	-	-	1%	1%	-
Don't know	93	24	68	7	22	17	20	11	16	21	14	23	35	5	6	5	4	7	18	8	31	36	25
	9%	5%	13%	6%	14%	9%	12%	7%	8%	8%	5%	11%	14%	2%	3%	4%	5%	4%	7%	8%	9%	9%	9%

Tory Marginals Poll

Fieldwork dates:- 23rd-24th April 2008

Absolutes/col percents

Table 7

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	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con-ser-vative	Labour	LibDem	Other Party	Con-ser-vative	Labour	LibDem	North	Mid-lands	South
Unweighted base	1007	444	563	80	147	188	179	171	242	362	186	163	296	241	192	92	68	200	278	79	344	396	267
Weighted base	1007	482	525	120	159	200	169	149	210	264	293	210	240	229	197	103	72	186	255	92	340	399	268
<u>Gordon Brown is a solid, dependable and reliable politician who is doing a good job as Prime minister</u>																							
Agree	390	180	209	60	74	66	50	63	76	98	117	87	88	37	154	43	22	28	145	28	129	157	103
	39%	37%	40%	50%	47%	33%	30%	42%	36%	37%	40%	41%	37%	16%	78%	41%	31%	15%	57%	30%	38%	39%	39%
Disagree	570	285	284	51	70	126	112	82	127	154	166	113	137	188	40	59	49	155	107	62	190	229	151
	57%	59%	54%	43%	44%	63%	66%	55%	61%	58%	57%	54%	57%	82%	20%	57%	69%	83%	42%	68%	56%	57%	56%
Refused	5	3	2	-	-	1	-	1	3	1	3	-	2	1	-	-	-	-	1	-	2	3	-
	1%	1%	*	-	-	1%	-	1%	1%	*	1%	-	1%	*	-	-	-	-	*	-	1%	1%	-
Don't know	43	13	29	8	15	7	7	2	4	12	7	10	13	2	4	2	-	3	2	2	19	10	13
	4%	3%	6%	7%	9%	3%	4%	2%	2%	4%	2%	5%	6%	1%	2%	1%	-	2%	1%	2%	6%	3%	5%
<u>Gordon Brown is trying to do a good job but faces considerable difficulties</u>																							
Agree	763	356	408	88	123	147	139	117	150	209	233	154	168	149	181	91	46	118	215	79	251	304	208
	76%	74%	78%	73%	77%	74%	82%	78%	71%	79%	79%	73%	70%	65%	92%	89%	64%	63%	84%	86%	74%	76%	78%
Disagree	211	115	96	30	30	42	30	27	53	51	53	47	59	77	14	11	26	65	34	13	76	79	56
	21%	24%	18%	25%	19%	21%	18%	18%	25%	19%	18%	23%	25%	34%	7%	11%	36%	35%	13%	14%	22%	20%	21%
Refused	4	2	2	-	-	1	-	1	2	-	3	-	2	-	-	-	-	-	-	-	1	3	1
	*	1%	*	-	-	1%	-	1%	1%	-	1%	-	1%	-	-	-	-	-	-	-	*	1%	*
Don't know	28	9	19	2	6	9	1	5	5	5	4	8	11	3	2	-	-	3	6	-	11	14	3
	3%	2%	4%	2%	4%	5%	1%	3%	3%	2%	1%	4%	5%	1%	1%	-	-	1%	2%	-	3%	3%	1%
<u>Gordon Brown is weak, indecisive and is doing a bad job as Prime Minister</u>																							
Agree	395	210	185	31	50	75	77	61	100	101	111	86	97	145	25	42	32	117	82	36	138	153	104
	39%	44%	35%	25%	32%	38%	45%	41%	48%	38%	38%	41%	40%	63%	13%	40%	44%	63%	32%	39%	40%	38%	39%
Disagree	555	252	303	83	96	113	82	84	95	144	172	115	123	75	172	61	38	61	169	55	177	227	151
	55%	52%	58%	70%	61%	57%	49%	56%	46%	55%	59%	55%	51%	33%	87%	60%	53%	33%	66%	60%	52%	57%	56%
Refused	7	5	3	-	-	1	1	1	4	-	4	1	2	1	-	-	-	-	1	-	3	4	1
	1%	1%	1%	-	-	1%	1%	1%	2%	-	1%	1%	1%	*	-	-	-	-	*	-	1%	1%	*
Don't know	50	16	34	6	13	10	9	2	10	19	6	7	17	8	1	-	2	8	3	1	22	15	13
	5%	3%	6%	5%	8%	5%	5%	2%	5%	7%	2%	4%	7%	4%	*	-	3%	4%	1%	1%	7%	4%	5%

Tory Marginals Poll
Fieldwork dates:- 23rd-24th April 2008

Absolutes/col percents

Table 8
How many cars/light vans do you have in the household?
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1007	1007
Weighted base	1007	1007
None	174 17%	208 21%
1 car	443 44%	419 42%
2 cars	298 30%	290 29%
3+ cars	92 9%	90 9%

Tory Marginals Poll
Fieldwork dates:- 23rd-24th April 2008

Absolutes/col percents

Table 9
Age
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1007	1007
Weighted base	1007	1007
18 - 24	80 8%	120 12%
25 - 34	147 15%	159 16%
35 - 44	188 19%	200 20%
45 - 54	179 18%	169 17%
55 - 64	171 17%	149 15%
65+	242 24%	210 21%

Tory Marginals Poll
Fieldwork dates:- 23rd-24th April 2008

Absolutes/col percents

Table 10
Work Status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1007	1007
Weighted base	1007	1007
Working full time (30+ hrs a week)	435 43%	452 45%
Working part time (8-29 hrs a week)	149 15%	121 12%
Not working but seeking work or temporarily unemployed/sick	32 3%	40 4%
Not working/Not seeking work - EXCLUDING RETIRED AND STUDENTS	58 6%	67 7%
Retired	300 30%	273 27%
Student	33 3%	54 5%

Tory Marginals Poll
Fieldwork dates:- 23rd-24th April 2008

Absolutes/col percents

Table 11
Tenure
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1007	1007
Weighted base	1007	1007
Owned outright (without mortgage)	370 37%	331 33%
Owned with a mortgage or loan	389 39%	390 39%
Rented from the council	97 10%	127 13%
Rented from someone else	92 9%	102 10%
Rent free	20 2%	21 2%
Rented from housing association	39 4%	37 4%

Tory Marginals Poll
Fieldwork dates:- 23rd-24th April 2008

Absolutes/col percents

Table 12
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1007	1007
Weighted base	1007	1007
Male	444 44%	482 48%
Female	563 56%	525 52%

Tory Marginals Poll
Fieldwork dates:- 23rd-24th April 2008

Absolutes/col percents

Table 13
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1007	1007
Weighted base	1007	1007
A	118 12%	87 9%
B	244 24%	177 18%
C1	186 18%	293 29%
C2	163 16%	210 21%
D	111 11%	87 9%
E	185 18%	153 15%

Tory Marginals Poll

Fieldwork dates:- 23rd-24th April 2008

Absolutes/col percents

Table 14
Q.4/5 Voting in the May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1007	1007
Weighted base	1007	1007
Conservative	200 20%	186 19%
Labour	278 28%	255 25%
Liberal Democrat	79 8%	92 9%
SNP	12 1%	11 1%
Plaid Cymru	1 *	1 *
Green	8 1%	9 1%
UKIP	4 *	5 *
Other Party	12 1%	13 1%
Registered to vote but decided not to vote	177 18%	190 19%
Not registered/ too young/ not 18	74 7%	98 10%
Refused	107 11%	94 9%
Don't know	55 5%	53 5%

	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 in a general election?	Base: All respondents	1007
	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 in a general election? Q.2 Is that because you are not registered to vote or because you would decide not to go and vote? Q.3 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? Data excludes those who definitely will not vote (12%), don't know who they would vote for (18%) or refuse to answer (11%) THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DONT KNOW/REFUSERS		
	3	3	Published Vote Intention Figures Percentages derived from the responses of 730 respondents		
	4	4	Q.7 Which of the following issues will be most important in your decision on how to vote at the next General Election?	Base: All respondents	1007
	5	5	Q.8 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	Base: All respondents	1007
	6	5	Q.8 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 credit crunch / Dealing with the rising cost of living	Base: All respondents	1007
	7	5	Q.8 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 War on Terror / Modernising the NHS	Base: All respondents	1007
	8	5	Q.8 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	Base: All respondents	1007
	9	5	Q.8 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 the transport system	Base: All respondents	1007

	Page	Table	Title	Base Description	Base
	10	6	Q.9 Overall, who do you think would make the best Prime Minister, Gordon Brown or David Cameron?	Base: All respondents	1007
	11	7	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	1007
	12	8	How many cars/light vans do you have in the household?	Base: All respondents	1007
	13	9	Age	Base: All respondents	1007
	14	10	Work Status	Base: All respondents	1007
	15	11	Tenure	Base: All respondents	1007
	16	12	Gender	Base: All respondents	1007
	17	13	SEG	Base: All respondents	1007
	18	14	Q.4/5 Voting in the May 5th 2005 General Election	Base: All respondents	1007