

## ICM Poll in Crewe and Nantwich for the Mail on Sunday

**Fieldwork dates:** 7-8<sup>th</sup> May 2008

**Interview Method:** Telephone.

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

**Sampling Method:** Within the parliamentary constituency of Crewe and Nantwich, 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.

**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 working status and social class, Targets for the weighted data were derived from census data.

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, 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 compared the declared past votes derived in 2) above to the actual result of the last general election in Crewe and Nantwich and gave a weight of 80% to the results of the last election and 20% to the reported past votes in this survey.

ICM is therefore assuming that most of the imbalance is attributable to political imbalance in the sample rather than faulty recall. Despite the fact that since 1992 past vote weighting has improved the accuracy of polls, overall a small bias to Labour is apparent in many polls when compared to the outcome of elections. Our move to weight to 80% attributable to political imbalance (from 70%) is designed to help remove the remaining bias.

### **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. Respondents were also asked about their attitudes to this by-election. They were asked whether they felt that it is not really worth voting, or whether people should only vote if they care who wins or, alternatively, whether they felt that it is everyone's duty to vote.
3. Weights were applied to each cell of a 30 cell matrix based on the above two questions. At one extreme a respondent replying that they are 10 out of 10 certain to vote and who thinks it is everyone's duty to do so received a weight of 1, but a person who said they were only 5 out of 10 certain to vote and thought it only worth voting if people care who wins received a weight of 0.3.

The weights have been devised so that the effective sample size is reduced from 1,004 to 570 thereby assuming a real turnout figure among registered voters of approximately 57%. This may be higher than the actual turnout in the by election. 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.

ICM has thus changed slightly our method for calculating which people are most certain to vote. By using a two part question we hope, more accurately, to weight our vote intention calculations towards those who bother to vote, and away from those who declare party support but do not bother, in the event, to register that preference.

**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.

Before we made this adjustment the figures were Conservatives 47%, Labour 35%, LibDems 14% and others 3%

The gap of 12% shrinks to the published lead of 4% because a large number of people who admit to having voted Labour in 2005 are presently unsure how they will vote in the by election. Within the sample, 61 people who voted Labour in 2005 were unsure who they would vote for (50 people) or did not want to reveal their vote intentions (11 people) to our interviewers. That number compares to only 14 Conservative supporters in 2005, and 23 LibDem voters in 2005. To arrive at our estimates we assume that half these people will actually turn out for the party they previously supported, and that adjustment has, in previous elections, improved the accuracy of our estimates. However, it has to be acknowledged that we cannot guess better than our respondents how they will vote or indeed whether they will go and vote at all. But, obviously Labour needs a large number of its 2005 voters to rediscover their support for Labour if they are to avoid defeat a week on Thursday.

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

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

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 1

**Q.2 As you may know a by-election is to be held in Crewe and Nantwich on 22nd May, following the death of Gwyneth Dunwoody. Many people we have spoken to have said that they probably won't vote in the by-election, while others say they definitely will vote. Please say how likely you are to vote in the by-election?**

**Base: All respondents**

		Gender		Age						SEG				By Election Voting Intention				Vote in 2005			
		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
Unweighted base		1004	473	531	52	119	181	215	195	242	358	213	158	275	244	213	65	22	180	357	61
Weighted base		1004	482	522	99	183	173	199	187	164	315	187	171	331	241	180	85	17	177	295	100
Certain to vote	(10)	501 50%	247 51%	254 49%	27 27%	53 29%	62 36%	116 58%	129 69%	114 69%	183 58%	84 45%	72 42%	162 49%	146 60%	118 66%	45 53%	10 58%	117 66%	193 65%	58 58%
	(9)	49 5%	23 5%	26 5%	4 5%	7 4%	7 4%	15 8%	7 3%	8 5%	17 5%	11 6%	6 3%	16 5%	16 6%	9 5%	2 2%	2 11%	12 7%	15 5%	5 5%
	(8)	73 7%	34 7%	39 8%	7 7%	19 10%	15 9%	18 9%	9 5%	5 3%	21 7%	16 8%	18 11%	19 6%	17 7%	11 6%	9 11%	1 4%	13 8%	16 5%	8 8%
	(7)	62 6%	36 7%	25 5%	13 13%	18 10%	14 8%	8 4%	4 2%	5 3%	13 4%	11 6%	11 7%	26 8%	16 7%	7 4%	9 11%	- -	11 6%	13 4%	6 6%
	(6)	53 5%	21 4%	32 6%	7 7%	13 7%	11 6%	8 4%	7 4%	7 4%	14 4%	15 8%	8 5%	16 5%	8 3%	8 4%	9 11%	2 10%	4 2%	10 3%	7 7%
	(5)	93 9%	40 8%	54 10%	8 8%	24 13%	23 14%	13 6%	16 9%	9 5%	24 8%	23 12%	17 10%	29 9%	31 13%	17 10%	5 6%	2 9%	9 5%	24 8%	7 7%
	(4)	18 2%	10 2%	8 2%	- -	7 4%	8 5%	2 1%	- -	2 1%	7 2%	2 1%	4 2%	5 2%	3 1%	3 2%	2 3%	- -	1 1%	2 1%	4 4%
	(3)	13 1%	2 *	10 2%	3 3%	2 1%	4 2%	4 2%	* *	- -	4 1%	4 2%	2 1%	3 1%	2 1%	4 2%	1 1%	1 3%	2 1%	2 1%	- -
	(2)	13 1%	7 2%	5 1%	4 4%	- -	3 2%	2 1%	4 2%	1 1%	4 1%	1 *	6 4%	1 *	3 1%	2 1%	2 3%	1 5%	2 1%	4 1%	- -
Definitely will not vote	(1)	113 11%	54 11%	59 11%	25 25%	37 20%	23 13%	11 6%	7 4%	10 6%	25 8%	18 10%	22 13%	48 14%	- -	- -	- -	- -	2 1%	15 5%	6 6%
Refused		2 *	2 *	- -	1 1%	- -	- -	1 1%	- -	- -	- -	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -
Don't know		14 1%	6 1%	9 2%	- -	3 1%	3 2%	1 *	4 2%	5 3%	3 1%	2 1%	4 2%	6 2%	- -	- -	- -	- -	1 1%	3 1%	- -
Mean		7.60	7.68	7.51	5.92	6.34	6.81	8.35	8.68	8.69	8.06	7.50	7.14	7.44	8.60	8.68	8.25	8.37	8.90	8.54	8.23
Standard error		0.10	0.14	0.14	0.50	0.31	0.24	0.18	0.18	0.17	0.16	0.21	0.26	0.20	0.13	0.15	0.28	0.54	0.15	0.14	0.34

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 2

Data derived from:-

**Q.2 As you may know a by-election is to be held in Crewe and Nantwich on 22nd May, following the death of Gwyneth Dunwoody. Many people we have spoken to have said that they probably won't vote in the by-election, while others say they definitely will vote. Please say how likely you are to vote in the by-election?**

**Q.3 Which party will you vote for in the by-election? Will you vote Conservative, Labour, Liberal Democrat, UK Independence Party, or will you vote for another party...**

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

	Gender			Age						SEG				By Election Voting Intention				Vote in 2005		
	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
Unweighted base	368	181	187	12	24	54	91	87	100	137	83	54	94	172	147	37	12	119	185	23
Weighted base	334	161	173	22	28	47	89	82	67	118	68	52	96	158	118	48	10	116	142	39
Conservative	158 47%	83 51%	75 43%	6 25%	17 61%	22 48%	44 50%	41 50%	28 42%	61 52%	38 56%	16 31%	42 44%	158 100%	-	-	-	111 96%	27 19%	6 15%
Labour	118 35%	54 33%	64 37%	10 44%	9 33%	12 27%	24 27%	30 36%	32 48%	34 29%	20 29%	18 34%	46 48%	-	118 100%	-	-	1 1%	102 72%	1 3%
Liberal Democrat	48 14%	16 10%	32 19%	6 26%	2 7%	8 17%	18 20%	10 12%	6 8%	21 18%	8 12%	14 27%	5 5%	-	-	48 100%	-	3 2%	8 6%	32 82%
UK Independence Party	6 2%	5 3%	1 1%	1 5%	-	1 3%	2 2%	1 1%	1 2%	2 1%	2 3%	1 2%	1 1%	-	-	-	6 59%	1 1%	3 2%	-
Another party	4 1%	4 3%	-	-	-	3 6%	1 1%	1 1%	-	1 1%	-	2 5%	1 1%	-	-	-	4 41%	-	3 2%	-

# **Crewe & Nantwich Poll**

## **Fieldwork : May 7th-8th 2008**

Col percents

Table 3  
**Published Vote Intention Figures - By-Election**  
Percentages derived from the responses of 579 respondents

	<u>Total</u>
Conservative	43%
Labour	39%
Liberal Democrat	16%
Other	3%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 4

Data derived from:-

**Q.2 As you may know a by-election is to be held in Crewe and Nantwich on 22nd May, following the death of Gwyneth Dunwoody. Many people we have spoken to have said that they probably won't vote in the by-election, while others say they definitely will vote. Please say how likely you are to vote in the by-election?**

**Q.7 Irrespective of how you will vote in the by election, if it were a general election being held on 22nd May, how would you vote, would you vote Conservative, Labour, Liberal Democrat, UK Independence Party, or would you vote for another party...?**

	Gender			Age						SEG				By Election Voting Intention				Vote in 2005		
	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
Unweighted base	431	208	223	15	34	62	102	96	122	170	101	55	105	171	141	34	11	129	209	33
Weighted base	395	191	204	27	45	52	97	91	82	149	81	53	111	156	112	45	9	124	165	53
Conservative	201	101	100	10	29	29	50	44	40	80	50	21	50	156	2	6	2	118	40	19
	51%	53%	49%	37%	64%	55%	51%	48%	49%	54%	62%	40%	45%	100%	2%	13%	23%	95%	24%	35%
Labour	120	58	63	10	15	13	23	28	32	35	20	17	48	-	108	1	-	1	104	1
	30%	30%	31%	36%	32%	25%	23%	31%	39%	23%	25%	31%	43%	-	96%	2%	-	1%	63%	2%
Liberal Democrat	59	21	38	7	2	7	20	15	7	30	8	13	8	*	2	39	-	3	14	32
	15%	11%	19%	26%	4%	13%	21%	17%	9%	20%	10%	24%	7%	*	2%	85%	-	2%	9%	61%
UK Independence Party	9	7	1	-	-	2	4	2	1	3	2	1	3	-	-	-	5	1	5	1
	2%	4%	1%	-	-	3%	4%	2%	1%	2%	2%	2%	3%	-	-	-	54%	1%	3%	1%
Another party	5	4	2	-	-	2	-	2	1	1	1	1	2	-	-	-	2	1	2	-
	1%	2%	1%	-	-	4%	-	2%	1%	1%	1%	3%	2%	-	-	-	23%	1%	1%	-

## **Crewe & Nantwich Poll**

### **Fieldwork : May 7th-8th 2008**

Col percents

Table 5  
**Published Vote Intention Figures - General Election**  
Percentages derived from the responses of 579 respondents

	<u>Total</u>
Conservative	49%
Labour	33%
Liberal Democrat	15%
Other	3%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 6

**Q.9 Do you think Gordon Brown's leadership will help or harm Labours chances of winning the by election?**

**Base: All respondents**

	Gender			Age						SEG				By Election Voting Intention				Vote in 2005		
	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
Unweighted base	1004	473	531	52	119	181	215	195	242	358	213	158	275	244	213	65	22	180	357	61
Weighted base	1004	482	522	99	183	173	199	187	164	315	187	171	331	241	180	85	17	177	295	100
Help	109 11%	41 8%	68 13%	19 19%	26 14%	12 7%	17 9%	8 4%	26 16%	28 9%	20 11%	26 15%	35 10%	6 3%	48 27%	8 10%	*	4 2%	50 17%	5 5%
Makes no difference	49 5%	26 5%	23 4%	1 1%	8 4%	13 8%	11 5%	9 5%	7 4%	11 4%	11 6%	9 5%	18 5%	7 3%	10 6%	2 2%	2 13%	7 4%	14 5%	4 4%
Harm	733 73%	382 79%	351 67%	64 65%	124 68%	124 72%	157 79%	154 83%	109 66%	253 80%	139 74%	122 71%	219 66%	219 91%	100 55%	71 83%	13 78%	162 92%	204 69%	85 85%
Refused	8 1%	3 1%	5 1%	- -	- -	1 *	2 1%	3 2%	1 1%	1 *	3 2%	1 *	3 1%	- -	2 1%	- -	- -	- -	1 *	- -
Don't know	106 11%	31 6%	75 14%	14 15%	25 14%	22 13%	12 6%	12 6%	21 13%	22 7%	14 8%	13 8%	56 17%	9 4%	20 11%	4 5%	1 6%	4 2%	26 9%	6 6%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 7  
**Q.9 Do you think Labour's proposal to abolish the 10p tax rate and introduce a new 20p tax rate will help or harm Labours chances of winning the by election?**  
**Base: All respondents**

	Gender			Age						SEG				By Election Voting Intention				Vote in 2005		
	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
Unweighted base	1004	473	531	52	119	181	215	195	242	358	213	158	275	244	213	65	22	180	357	61
Weighted base	1004	482	522	99	183	173	199	187	164	315	187	171	331	241	180	85	17	177	295	100
Help	101	38	63	13	27	14	14	13	20	27	21	28	25	19	24	3	2	17	37	9
	10%	8%	12%	13%	15%	8%	7%	7%	12%	9%	11%	17%	8%	8%	13%	4%	12%	9%	12%	9%
Makes no difference	40	16	24	3	6	14	7	3	7	13	4	4	18	10	3	-	1	4	5	3
	4%	3%	5%	3%	3%	8%	4%	2%	4%	4%	2%	3%	5%	4%	2%	-	9%	2%	2%	3%
Harm	768	396	372	77	118	131	167	160	115	257	145	125	240	203	137	80	13	150	222	88
	76%	82%	71%	78%	65%	76%	84%	86%	70%	82%	78%	73%	73%	84%	76%	95%	76%	85%	75%	88%
Refused	3	1	2	-	-	1	2	*	-	-	2	1	1	-	-	-	-	-	-	-
	*	*	*	-	-	*	1%	*	-	-	1%	*	*	-	-	-	-	-	-	-
Don't know	92	31	61	5	32	14	8	9	22	18	15	12	47	9	16	1	1	6	31	1
	9%	6%	12%	5%	18%	8%	4%	5%	14%	6%	8%	7%	14%	4%	9%	1%	3%	3%	11%	1%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 8

**Q.9 Do you think Labour's handling of the economy and the credit crunch will help or harm Labours chances of winning the by election?**

**Base: All respondents**

	Gender			Age						SEG				By Election Voting Intention				Vote in 2005		
	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
Unweighted base	1004	473	531	52	119	181	215	195	242	358	213	158	275	244	213	65	22	180	357	61
Weighted base	1004	482	522	99	183	173	199	187	164	315	187	171	331	241	180	85	17	177	295	100
Help	145 14%	77 16%	68 13%	26 26%	30 16%	17 10%	21 11%	28 15%	23 14%	36 11%	23 12%	46 27%	40 12%	10 4%	63 35%	8 10%	4 20%	6 4%	72 24%	10 10%
Makes no difference	50 5%	30 6%	21 4%	- -	13 7%	15 9%	8 4%	3 2%	11 7%	20 6%	4 2%	10 6%	16 5%	9 4%	8 5%	3 4%	- -	6 3%	18 6%	5 5%
Harm	644 64%	328 68%	316 61%	51 51%	103 56%	111 64%	149 75%	136 73%	96 58%	225 71%	136 73%	91 53%	192 58%	205 85%	78 43%	62 74%	12 72%	154 87%	169 57%	77 77%
Refused	10 1%	4 1%	7 1%	- -	- -	1 *	2 1%	5 3%	3 2%	1 *	4 2%	1 *	5 1%	- -	1 *	2 2%	- -	- -	1 *	2 2%
Don't know	154 15%	43 9%	111 21%	22 22%	37 20%	29 17%	20 10%	15 8%	32 19%	33 10%	20 11%	23 14%	78 24%	18 7%	30 17%	9 10%	1 7%	11 6%	36 12%	6 6%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 9

**Q.9 Do you think Labour's handling of law and order issues will help or harm Labours chances of winning the by election?**

**Base: All respondents**

	Gender			Age						SEG				By Election Voting Intention				Vote in 2005		
	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
Unweighted base	1004	473	531	52	119	181	215	195	242	358	213	158	275	244	213	65	22	180	357	61
Weighted base	1004	482	522	99	183	173	199	187	164	315	187	171	331	241	180	85	17	177	295	100
Help	245 24%	113 23%	132 25%	33 34%	55 30%	31 18%	44 22%	34 18%	47 29%	64 20%	45 24%	58 34%	78 24%	26 11%	99 55%	21 25%	3 17%	13 7%	108 36%	20 20%
Makes no difference	80 8%	51 11%	29 6%	- -	16 9%	24 14%	17 9%	9 5%	15 9%	31 10%	13 7%	11 6%	25 8%	14 6%	13 7%	9 11%	3 19%	11 6%	25 8%	11 11%
Harm	510 51%	270 56%	241 46%	40 41%	72 39%	89 52%	111 56%	123 66%	76 46%	175 56%	101 54%	69 40%	166 50%	180 74%	48 27%	43 51%	10 60%	135 77%	130 44%	58 58%
Refused	8 1%	4 1%	3 1%	- -	- -	1 1%	2 1%	3 2%	1 1%	2 1%	2 1%	1 *	3 1%	- -	1 *	- -	- -	- -	1 *	- -
Don't know	161 16%	44 9%	117 22%	25 26%	40 22%	28 16%	25 13%	17 9%	26 16%	43 14%	26 14%	32 19%	59 18%	22 9%	19 10%	11 13%	1 4%	18 10%	32 11%	12 12%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 10

**Q.9 Do you think Labour's record on the health service and education will help or harm Labours chances of winning the by election?**

**Base: All respondents**

	Gender			Age						SEG				By Election Voting Intention				Vote in 2005		
	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
Unweighted base	1004	473	531	52	119	181	215	195	242	358	213	158	275	244	213	65	22	180	357	61
Weighted base	1004	482	522	99	183	173	199	187	164	315	187	171	331	241	180	85	17	177	295	100
Help	322 32%	154 32%	169 32%	44 45%	51 28%	47 27%	62 31%	56 30%	63 38%	86 27%	59 31%	77 45%	101 31%	40 16%	124 69%	23 27%	4 22%	31 18%	139 47%	17 17%
Makes no difference	71 7%	41 9%	29 6%	1 1%	9 5%	24 14%	17 8%	11 6%	8 5%	31 10%	8 4%	8 5%	24 7%	19 8%	10 6%	10 12%	2 9%	8 5%	25 9%	14 13%
Harm	480 48%	231 48%	249 48%	41 42%	89 49%	81 47%	101 50%	99 53%	69 42%	169 54%	99 53%	68 40%	144 43%	165 68%	31 17%	45 54%	12 69%	126 71%	104 35%	66 66%
Refused	4 *	1 *	3 1%	- -	- -	1 1%	1 *	2 1%	- -	- -	- -	1 1%	3 1%	1 *	- -	- -	- -	- -	1 *	- -
Don't know	127 13%	54 11%	72 14%	12 12%	34 18%	20 11%	19 10%	19 10%	24 14%	30 9%	21 11%	16 9%	60 18%	17 7%	15 8%	6 7%	* 1%	12 7%	25 9%	3 3%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 11

**Q.9 Do you think Labour's record on immigration will help or harm Labours chances of winning the by election?**

**Base: All respondents**

	Gender			Age						SEG				By Election Voting Intention				Vote in 2005		
	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
Unweighted base	1004	473	531	52	119	181	215	195	242	358	213	158	275	244	213	65	22	180	357	61
Weighted base	1004	482	522	99	183	173	199	187	164	315	187	171	331	241	180	85	17	177	295	100
Help	92 9%	39 8%	54 10%	19 20%	17 9%	10 6%	19 9%	11 6%	17 10%	24 7%	14 8%	28 16%	27 8%	5 2%	34 19%	15 18%	1 6%	3 2%	34 11%	11 11%
Makes no difference	50 5%	27 6%	22 4%	2 2%	2 1%	7 4%	17 9%	14 8%	7 5%	24 8%	9 5%	5 3%	13 4%	15 6%	13 7%	9 11%	- -	7 4%	21 7%	7 7%
Harm	722 72%	366 76%	355 68%	64 65%	129 71%	134 78%	138 69%	148 79%	109 66%	236 75%	142 76%	122 72%	222 67%	206 85%	107 59%	51 61%	15 89%	157 89%	203 69%	74 74%
Refused	5 1%	2 1%	3 1%	- -	- -	1 *	3 1%	2 1%	- -	2 1%	1 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -
Don't know	135 13%	47 10%	88 17%	13 13%	35 19%	21 12%	23 12%	12 6%	31 19%	30 9%	21 11%	15 9%	68 21%	16 6%	27 15%	9 11%	1 4%	10 6%	37 13%	8 8%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 12

**Q.9 Do you think Labour's record locally will help or harm Labours chances of winning the by election?**

**Base: All respondents**

	Gender			Age						SEG				By Election Voting Intention				Vote in 2005		
	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
Unweighted base	1004	473	531	52	119	181	215	195	242	358	213	158	275	244	213	65	22	180	357	61
Weighted base	1004	482	522	99	183	173	199	187	164	315	187	171	331	241	180	85	17	177	295	100
Help	365	163	203	44	52	59	82	71	57	108	66	81	110	47	119	28	4	30	147	43
	36%	34%	39%	45%	29%	34%	41%	38%	34%	34%	35%	47%	33%	20%	66%	34%	25%	17%	50%	43%
Makes no difference	66	40	27	-	9	23	10	8	17	27	10	7	22	19	12	5	2	14	22	11
	7%	8%	5%	-	5%	13%	5%	4%	10%	9%	5%	4%	7%	8%	7%	6%	13%	8%	7%	11%
Harm	399	209	190	40	74	59	85	84	57	122	81	61	136	146	30	43	10	114	93	34
	40%	43%	36%	41%	40%	34%	43%	45%	35%	39%	43%	36%	41%	61%	16%	51%	57%	64%	32%	34%
Refused	8	3	5	-	-	1	3	3	1	1	1	4	2	-	1	3	-	-	1	3
	1%	1%	1%	-	-	*	2%	2%	1%	*	1%	2%	1%	-	*	3%	-	-	*	3%
Don't know	166	68	98	14	48	31	19	21	33	57	29	18	62	29	19	5	1	19	32	10
	17%	14%	19%	15%	26%	18%	9%	11%	20%	18%	16%	10%	19%	12%	10%	6%	5%	11%	11%	10%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 13

**Q.10 Do you think Labour will do better at the next general election with Gordon Brown as leader or with another leader?**

**Base: All respondents**

	Gender			Age						SEG				By Election Voting Intention				Vote in 2005		
	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
Unweighted base	1004	473	531	52	119	181	215	195	242	358	213	158	275	244	213	65	22	180	357	61
Weighted base	1004	482	522	99	183	173	199	187	164	315	187	171	331	241	180	85	17	177	295	100
Will do better with Gordon Brown as leader	146 15%	72 15%	74 14%	22 23%	23 13%	26 15%	23 12%	25 14%	26 16%	45 14%	33 18%	28 16%	39 12%	15 6%	64 36%	7 9%	2 14%	7 4%	75 25%	11 11%
Makes no difference	111 11%	50 10%	61 12%	5 5%	12 7%	22 12%	31 16%	21 11%	19 12%	39 12%	17 9%	16 10%	38 11%	33 14%	5 3%	9 11%	3 18%	30 17%	19 6%	6 6%
Will do better with another leader	609 61%	301 62%	308 59%	59 60%	118 65%	95 55%	124 62%	119 64%	93 57%	189 60%	114 61%	110 65%	196 59%	170 71%	92 51%	66 78%	9 51%	122 69%	175 59%	75 75%
Refused	7 1%	4 1%	3 1%	1 1%	- -	3 1%	3 1%	* *	1 *	2 1%	- -	1 1%	4 1%	1 *	1 1%	- -	- -	1 *	1 *	- -
Don't know	131 13%	55 11%	76 15%	11 11%	29 16%	28 16%	18 9%	20 11%	25 15%	40 13%	23 12%	15 9%	54 16%	22 9%	18 10%	2 3%	3 17%	17 10%	26 9%	7 7%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 14

**Q.11 Putting aside your own party preference for a moment, which of the two do you think would make the best prime minister, Gordon Brown or David Cameron?**  
**Base: All respondents**

	Gender			Age						SEG				By Election Voting Intention				Vote in 2005		
	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
Unweighted base	1004	473	531	52	119	181	215	195	242	358	213	158	275	244	213	65	22	180	357	61
Weighted base	1004	482	522	99	183	173	199	187	164	315	187	171	331	241	180	85	17	177	295	100
Gordon Brown	239 24%	122 25%	117 22%	38 39%	46 25%	38 22%	37 18%	32 17%	47 29%	79 25%	45 24%	40 23%	75 23%	11 5%	103 57%	27 31%	5 28%	6 3%	113 38%	31 31%
David Cameron	543 54%	252 52%	291 56%	50 51%	95 52%	99 57%	109 55%	116 62%	75 45%	175 56%	101 54%	92 54%	174 53%	212 88%	47 26%	47 56%	9 52%	152 86%	121 41%	60 60%
Neither	104 10%	53 11%	52 10%	5 5%	14 8%	19 11%	30 15%	14 8%	22 14%	35 11%	20 10%	18 10%	32 10%	10 4%	19 11%	8 9%	3 15%	9 5%	36 12%	5 5%
Refused	11 1%	5 1%	7 1%	- -	1 1%	3 2%	1 1%	4 2%	2 1%	4 1%	3 2%	1 *	4 1%	- -	- -	- -	- -	- -	- -	- -
Don't know	106 11%	51 11%	56 11%	6 6%	27 15%	14 8%	22 11%	20 11%	18 11%	22 7%	18 10%	20 12%	46 14%	8 4%	11 6%	3 4%	1 4%	11 6%	25 8%	4 4%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 15

**Q.12 Again, putting aside your own party preference, which party, Conservative or Labour, do you think...?**

**Is more united**

**Base: All respondents**

	Gender			Age						SEG				By Election Voting Intention				Vote in 2005		
	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
Unweighted base	1004	473	531	52	119	181	215	195	242	358	213	158	275	244	213	65	22	180	357	61
Weighted base	1004	482	522	99	183	173	199	187	164	315	187	171	331	241	180	85	17	177	295	100
Conservative	602 60%	300 62%	302 58%	61 62%	109 60%	95 55%	126 63%	121 65%	90 55%	191 61%	120 64%	99 58%	192 58%	215 89%	50 28%	53 63%	12 70%	151 86%	137 46%	71 71%
Labour	194 19%	84 17%	111 21%	21 22%	26 14%	34 19%	37 19%	32 17%	44 27%	52 17%	30 16%	40 23%	73 22%	4 2%	102 57%	16 19%	3 15%	5 3%	107 36%	11 11%
Neither	81 8%	47 10%	35 7%	10 10%	11 6%	21 12%	13 7%	16 9%	11 6%	28 9%	18 10%	13 8%	22 7%	8 3%	13 7%	8 9%	2 11%	5 3%	22 7%	10 10%
Refused	4 *	2 *	2 *	- -	1 1%	1 *	1 *	1 *	1 *	- -	1 1%	1 *	2 1%	- -	- -	- -	- -	- -	- -	- -
Don't know	123 12%	49 10%	73 14%	6 7%	35 19%	22 13%	22 11%	17 9%	19 12%	44 14%	17 9%	18 11%	43 13%	15 6%	15 9%	7 9%	1 4%	15 8%	30 10%	8 8%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 16

**Q.12 Again, putting aside your own party preference, which party, Conservative or Labour, do you think...?**

**Has better ideas for the future**

**Base: All respondents**

	Gender			Age					SEG				By Election Voting Intention				Vote in 2005			
	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
Unweighted base	1004	473	531	52	119	181	215	195	242	358	213	158	275	244	213	65	22	180	357	61
Weighted base	1004	482	522	99	183	173	199	187	164	315	187	171	331	241	180	85	17	177	295	100
Conservative	496 49%	226 47%	270 52%	42 43%	97 53%	77 45%	97 49%	108 58%	75 46%	169 54%	104 56%	78 46%	145 44%	207 86%	30 17%	47 56%	12 69%	150 85%	103 35%	65 65%
Labour	233 23%	115 24%	118 23%	36 37%	42 23%	37 22%	39 20%	34 18%	45 27%	67 21%	41 22%	44 26%	81 24%	7 3%	121 67%	24 29%	1 7%	5 3%	126 43%	21 20%
Neither	117 12%	69 14%	48 9%	12 13%	3 2%	28 16%	33 17%	25 13%	15 9%	37 12%	21 11%	19 11%	40 12%	13 5%	13 7%	5 6%	1 6%	9 5%	28 10%	6 6%
Refused	7 1%	1 *	5 1%	- -	- -	1 *	3 2%	2 1%	1 1%	2 1%	2 1%	1 *	2 1%	- -	- -	2 3%	- -	- -	- -	2 2%
Don't know	150 15%	70 14%	81 15%	8 8%	41 22%	29 17%	27 13%	18 10%	28 17%	38 12%	19 10%	29 17%	64 19%	15 6%	17 9%	5 6%	3 18%	13 7%	38 13%	6 6%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 17

**Q.12 Again, putting aside your own party preference, which party, Conservative or Labour, do you think...?**

**Wants to be in power the most**

**Base: All respondents**

	Gender			Age						SEG				By Election Voting Intention				Vote in 2005		
	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
Unweighted base	1004	473	531	52	119	181	215	195	242	358	213	158	275	244	213	65	22	180	357	61
Weighted base	1004	482	522	99	183	173	199	187	164	315	187	171	331	241	180	85	17	177	295	100
Conservative	468 47%	236 49%	232 44%	50 51%	73 40%	71 41%	100 50%	95 51%	78 48%	155 49%	84 45%	81 47%	148 45%	147 61%	67 37%	49 58%	8 49%	105 60%	128 43%	56 55%
Labour	280 28%	123 26%	156 30%	37 38%	48 26%	49 28%	50 25%	50 27%	46 28%	72 23%	52 28%	51 30%	104 31%	53 22%	85 47%	16 18%	4 21%	34 20%	104 35%	21 21%
Neither	91 9%	50 10%	40 8%	2 2%	10 5%	17 10%	25 12%	20 11%	17 10%	30 10%	25 14%	15 9%	20 6%	16 7%	12 7%	9 11%	3 19%	18 10%	26 9%	8 8%
Refused	5 1%	2 *	3 1%	- -	- -	1 *	5 2%	- -	- -	4 1%	1 *	- -	1 *	1 *	- -	2 3%	- -	1 *	- -	2 2%
Don't know	161 16%	70 15%	91 17%	9 9%	52 28%	35 20%	20 10%	22 12%	23 14%	53 17%	25 14%	23 14%	59 18%	24 10%	16 9%	9 10%	2 11%	18 10%	38 13%	13 13%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 18

**Q.12 Again, putting aside your own party preference, which party, Conservative or Labour, do you think...?**

**Is most in touch with the issues that matter to you**

**Base: All respondents**

	Gender			Age					SEG				By Election Voting Intention				Vote in 2005			
	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
Unweighted base	1004	473	531	52	119	181	215	195	242	358	213	158	275	244	213	65	22	180	357	61
Weighted base	1004	482	522	99	183	173	199	187	164	315	187	171	331	241	180	85	17	177	295	100
Conservative	480 48%	230 48%	250 48%	32 32%	98 53%	78 45%	102 51%	108 58%	63 38%	169 54%	94 50%	77 45%	140 42%	216 90%	15 8%	39 46%	10 57%	156 88%	88 30%	53 53%
Labour	279 28%	141 29%	138 26%	41 41%	48 26%	46 27%	43 21%	47 25%	55 33%	86 27%	46 25%	53 31%	94 28%	9 4%	140 78%	28 33%	2 14%	7 4%	143 49%	28 27%
Neither	145 14%	68 14%	76 15%	18 19%	13 7%	31 18%	34 17%	22 12%	27 17%	40 13%	32 17%	21 12%	52 16%	5 2%	14 8%	12 14%	5 29%	6 4%	38 13%	13 13%
Refused	4 *	3 1%	1 *	1 1%	- -	- -	1 1%	1 *	1 1%	1 *	1 1%	- -	1 *	1 *	- -	- -	- -	- -	1 *	- -
Don't know	97 10%	39 8%	57 11%	7 7%	25 14%	18 10%	19 10%	9 5%	19 11%	18 6%	14 8%	20 12%	44 13%	10 4%	11 6%	6 7%	- -	8 5%	25 8%	6 6%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 19

**Q.12 Again, putting aside your own party preference, which party, Conservative or Labour, do you think...?**

**Is likely to lead Britain in the right direction**

**Base: All respondents**

	Gender			Age						SEG				By Election Voting Intention				Vote in 2005		
	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
Unweighted base	1004	473	531	52	119	181	215	195	242	358	213	158	275	244	213	65	22	180	357	61
Weighted base	1004	482	522	99	183	173	199	187	164	315	187	171	331	241	180	85	17	177	295	100
Conservative	503 50%	241 50%	262 50%	36 36%	97 53%	88 51%	105 53%	103 55%	74 45%	165 52%	99 53%	87 51%	151 46%	223 92%	18 10%	42 50%	11 64%	164 93%	96 33%	57 56%
Labour	250 25%	130 27%	120 23%	36 36%	36 20%	42 24%	43 22%	45 24%	48 29%	78 25%	46 25%	47 28%	79 24%	5 2%	139 77%	19 22%	2 9%	2 1%	146 49%	21 21%
Neither	108 11%	53 11%	55 11%	15 15%	14 8%	21 12%	27 14%	16 8%	16 10%	29 9%	19 10%	16 9%	45 14%	7 3%	10 6%	13 15%	2 11%	5 3%	28 9%	13 13%
Refused	12 1%	7 1%	5 1%	- -	- -	1 *	5 2%	5 3%	2 1%	4 1%	1 *	3 2%	4 1%	- -	- -	4 4%	- -	- -	- -	2 2%
Don't know	130 13%	51 11%	80 15%	12 13%	35 19%	21 12%	19 10%	18 10%	24 15%	39 12%	22 12%	18 10%	52 16%	6 2%	13 7%	7 8%	3 15%	6 3%	25 9%	8 8%

**Crewe & Nantwich Poll**  
**Fieldwork : May 7th-8th 2008**

Absolutes/col percents

Table 20  
**Work Status**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Working full time (30+ hrs a week)	413 41%	446 44%
Working part time (8-29 hrs a week)	178 18%	142 14%
Not working but seeking work or temporarily unemployed/sick	20 2%	51 5%
Not working/Not seeking work - EXCLUDING RETIRED AND STUDENTS	53 5%	113 11%
Retired	322 32%	203 20%
Student	18 2%	49 5%

**Crewe & Nantwich Poll**  
Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 21  
**SEG**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
A	99 10%	82 8%
B	259 26%	233 23%
C1	213 21%	187 19%
C2	158 16%	171 17%
D	97 10%	135 13%
E	178 18%	196 20%

**Crewe & Nantwich Poll**  
**Fieldwork : May 7th-8th 2008**

Absolutes/col percents

Table 22

**Age****Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
18-24	52 5%	99 10%
25-34	119 12%	183 18%
35-44	181 18%	173 17%
45-54	215 21%	199 20%
55-64	195 19%	187 19%
65+	242 24%	164 16%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 23  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Male	473 47%	482 48%
Female	531 53%	522 52%

## Crewe & Nantwich Poll

### Fieldwork : May 7th-8th 2008

Absolutes/col percents

Table 24

#### Q.4/5 Voting in May 2005 General Election Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Conservative	180 18%	177 18%
Labour	357 36%	295 29%
Liberal Democrat	61 6%	100 10%
UK Independence Party	8 1%	1 *
Another party	10 1%	2 *
Did NOT vote	241 24%	296 29%
Refused	126 13%	112 11%
Don't know	21 2%	21 2%

	Page	Table	Title	Base Description	Base
	1	1	Q.2 As you may know a by-election is to be held in Crewe and Nantwich on 22nd May, following the death of Gwyneth Dunwoody. Many people we have spoken to have said that they probably won't vote in the by-election, while others say they definitely will vote. Please say how likely you are to vote in the by-election?	Base: All respondents	1004
	2	2	Data derived from:- Q.2 As you may know a by-election is to be held in Crewe and Nantwich on 22nd May, following the death of Gwyneth Dunwoody. Many people we have spoken to have said that they probably won't vote in the by-election, while others say they definitely will vote. Please say how likely you are to vote in the by-election? Q.3 Which party will you vote for in the by-election? Will you vote Conservative, Labour, Liberal Democrat, UK Independence Party, or will you vote for another party... THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DONT KNOW/REFUSERS		
	3	3	Published Vote Intention Figures - By-Election Percentages derived from the responses of 579 respondents		
	4	4	Data derived from:- Q.2 As you may know a by-election is to be held in Crewe and Nantwich on 22nd May, following the death of Gwyneth Dunwoody. Many people we have spoken to have said that they probably won't vote in the by-election, while others say they definitely will vote. Please say how likely you are to vote in the by-election? Q.7 Irrespective of how you will vote in the by election, if it were a general election being held on 22nd May, how would you vote, would you vote Conservative, Labour, Liberal Democrat, UK Independence Party, or would you vote for another party...?		
	5	5	Published Vote Intention Figures - General Election Percentages derived from the responses of 579 respondents		
	6	6	Q.9 Do you think Gordon Brown's leadership will help or harm Labours chances of winning the by election?	Base: All respondents	1004
	7	7	Q.9 Do you think Labour's proposal to abolish the 10p tax rate and introduce a new 20p tax rate will help or harm Labours chances of winning the by election?	Base: All respondents	1004
	8	8	Q.9 Do you think Labour's handling of the economy and the credit crunch will help or harm Labours chances of winning the by election?	Base: All respondents	1004
	9	9	Q.9 Do you think Labour's handling of law and order issues will help or harm Labours chances of winning the by election?	Base: All respondents	1004

Page	Table	Title	Base Description	Base
10	10	Q.9 Do you think Labour's record on the health service and education will help or harm Labours chances of winning the by election?	Base: All respondents	1004
11	11	Q.9 Do you think Labour's record on immigration will help or harm Labours chances of winning the by election?	Base: All respondents	1004
12	12	Q.9 Do you think Labour's record locally will help or harm Labours chances of winning the by election?	Base: All respondents	1004
13	13	Q.10 Do you think Labour will do better at the next general election with Gordon Brown as leader or with another leader?	Base: All respondents	1004
14	14	Q.11 Putting aside your own party preference for a moment, which of the two do you think would make the best prime minister, Gordon Brown or David Cameron?	Base: All respondents	1004
15	15	Q.12 Again, putting aside your own party preference, which party, Conservative or Labour, do you think...? Is more united	Base: All respondents	1004
16	16	Q.12 Again, putting aside your own party preference, which party, Conservative or Labour, do you think...? Has better ideas for the future	Base: All respondents	1004
17	17	Q.12 Again, putting aside your own party preference, which party, Conservative or Labour, do you think...? Wants to be in power the most	Base: All respondents	1004
18	18	Q.12 Again, putting aside your own party preference, which party, Conservative or Labour, do you think...? Is most in touch with the issues that matter to you	Base: All respondents	1004
19	19	Q.12 Again, putting aside your own party preference, which party, Conservative or Labour, do you think...? Is likely to lead Britain in the right direction	Base: All respondents	1004
20	20	Work Status	Base: All respondents	1004
21	21	SEG	Base: All respondents	1004
22	22	Age	Base: All respondents	1004
23	23	Gender	Base: All respondents	1004
24	24	Q.4/5 Voting in May 2005 General Election	Base: All respondents	1004