

## Political Poll Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 1  
Q.A Thinking back to the last general election in 2005, which party if any did you vote for?  
Base: All respondents

	<u>Gender</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1004	476	528	79	147	209	173	162	234	354	242	167	241	252	267	249	147	89
Weighted base	1004	482	523	119	159	198	168	151	209	264	292	210	239	264	263	245	143	89
Conservative	195 19%	89 19%	106 20%	11 9%	15 10%	33 16%	28 16%	49 33%	59 28%	56 21%	71 24%	30 14%	38 16%	58 22%	63 24%	43 17%	25 17%	7 8%
Labour	244 24%	120 25%	124 24%	14 12%	36 23%	50 25%	52 31%	35 23%	57 27%	60 23%	66 23%	49 23%	69 29%	61 23%	53 20%	80 33%	32 22%	18 20%
Liberal Democrat	120 12%	53 11%	66 13%	3 2%	22 14%	19 10%	26 16%	22 15%	27 13%	46 17%	33 11%	16 8%	25 11%	35 13%	23 9%	23 9%	30 21%	8 10%
Other	48 5%	29 6%	19 4%	1 1%	8 5%	12 6%	7 4%	9 6%	11 5%	16 6%	11 4%	12 6%	9 4%	12 5%	5 2%	4 1%	9 6%	19 21%
Did not vote	293 29%	140 29%	153 29%	81 68%	63 39%	68 34%	40 24%	20 13%	22 11%	57 22%	83 28%	85 40%	68 29%	70 26%	87 33%	74 30%	34 24%	29 32%
Don't remember	33 3%	13 3%	20 4%	7 6%	9 5%	8 4%	5 3%	3 2%	3 1%	9 3%	9 3%	8 4%	7 3%	11 4%	8 3%	6 2%	2 2%	6 7%
Refused	70 7%	36 8%	34 7%	3 2%	6 4%	8 4%	11 7%	13 9%	30 14%	20 8%	18 6%	11 5%	22 9%	17 7%	25 9%	15 6%	11 8%	2 2%

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**Q.A Thinking back to the last general election in 2005, which party if any did you vote for?**  
**Base: All respondents**

	<u>Q.2/3 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1004	267	211	105	4	22	26	7	6	18
Weighted base	1004	270	202	104	4	22	26	8	6	18
Conservative	195 19%	164 61%	4 2%	4 4%	- -	3 12%	- -	- -	- -	3 19%
Labour	244 24%	31 11%	139 69%	9 9%	- -	7 32%	1 4%	- -	1 19%	3 15%
Liberal Democrat	120 12%	17 6%	9 4%	65 63%	- -	2 10%	2 6%	2 19%	2 30%	1 6%
Other	48 5%	4 2%	- -	3 3%	4 100%	5 24%	15 55%	3 37%	1 15%	2 14%
Did not vote	293 29%	43 16%	42 21%	16 15%	- -	5 23%	9 34%	3 34%	2 36%	6 36%
Don't remember	33 3%	4 1%	3 2%	2 2%	- -	- -	- -	1 10%	- -	1 3%
Refused	70 7%	7 2%	6 3%	4 4%	- -	- -	- -	- -	- -	1 6%

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Table 1  
**Q.A Thinking back to the last general election in 2005, which party if any did you vote for?**  
**Base: All respondents**

	<u>Q.4 Generally speaking, do you think of yourself as...?</u>											
	<u>Total</u>	<u>Labour</u>	<u>Conser -vative</u>	<u>Lib Dem</u>	<u>Other</u>	<u>Refused</u>	<u>SNP</u>	<u>Green</u>	<u>BNP</u>	<u>Plaid Cymru</u>	<u>UKIP</u>	<u>Don't know</u>
Unweighted base	1004	294	252	117	65	64	27	20	7	5	2	151
Weighted base	1004	278	260	113	69	62	27	19	7	4	2	161
Conservative	195 19%	4 1%	159 61%	7 6%	8 12%	2 4%	- -	2 13%	- -	- -	- -	12 7%
Labour	244 24%	172 62%	19 7%	13 11%	10 14%	1 1%	1 4%	1 3%	1 15%	2 50%	- -	26 16%
Liberal Democrat	120 12%	12 4%	18 7%	59 52%	4 6%	3 4%	2 6%	1 5%	- -	2 37%	- -	18 11%
Other	48 5%	1 *	4 1%	3 3%	9 13%	1 1%	15 57%	5 26%	4 51%	- -	2 100%	4 2%
Did not vote	293 29%	72 26%	49 19%	24 21%	35 50%	15 25%	6 23%	9 45%	2 33%	1 13%	- -	81 50%
Don't remember	33 3%	10 3%	5 2%	2 2%	2 3%	1 2%	3 10%	2 9%	- -	- -	- -	10 6%
Refused	70 7%	8 3%	7 3%	6 5%	1 1%	39 63%	- -	- -	- -	- -	- -	11 7%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 2  
**Q.1 How likely would you be to vote if there were a general election tomorrow?**  
**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1004	476	528	79	147	209	173	162	234	354	242	167	241	252	267	249	147	89
Weighted base	1004	482	523	119	159	198	168	151	209	264	292	210	239	264	263	245	143	89
Absolutely certain (10) to vote	471	228	243	25	52	88	75	90	139	136	153	74	108	127	128	102	76	40
	47%	47%	46%	21%	33%	45%	44%	60%	67%	52%	52%	35%	45%	48%	48%	42%	53%	44%
(9)	41	22	19	4	7	6	5	8	10	18	9	8	6	6	12	8	9	6
	4%	5%	4%	3%	5%	3%	3%	5%	5%	7%	3%	4%	2%	2%	5%	3%	6%	6%
(8)	79	38	41	13	15	19	10	8	14	24	27	15	13	20	14	27	12	6
	8%	8%	8%	11%	9%	10%	6%	5%	7%	9%	9%	7%	5%	8%	5%	11%	8%	6%
(7)	47	20	27	7	9	8	9	9	4	17	13	8	9	9	11	17	5	5
	5%	4%	5%	6%	6%	4%	6%	6%	2%	6%	5%	4%	4%	3%	4%	7%	4%	6%
(6)	34	22	12	11	3	7	3	9	2	9	7	15	3	9	9	12	2	2
	3%	5%	2%	9%	2%	3%	2%	6%	1%	3%	3%	7%	1%	3%	3%	5%	1%	3%
(5)	93	41	52	16	16	16	25	8	12	19	21	28	24	25	27	21	9	10
	9%	8%	10%	13%	10%	8%	15%	6%	6%	7%	7%	13%	10%	10%	10%	9%	6%	12%
(4)	17	5	12	6	3	4	3	2	-	2	6	3	5	1	6	4	4	1
	2%	1%	2%	5%	2%	2%	2%	1%	-	1%	2%	1%	2%	1%	2%	2%	3%	1%
(3)	41	17	24	11	12	7	5	3	4	6	12	15	9	12	11	13	5	1
	4%	3%	5%	9%	7%	3%	3%	2%	2%	2%	4%	7%	4%	5%	4%	5%	3%	1%
(2)	20	7	13	5	7	3	4	-	1	2	9	3	7	4	6	6	3	2
	2%	2%	2%	5%	4%	1%	2%	-	1%	1%	3%	1%	3%	2%	2%	2%	2%	2%
Certain not to vote (1)	138	75	63	20	31	37	25	9	15	30	32	33	42	40	34	30	18	16
	14%	15%	12%	17%	20%	19%	15%	6%	7%	11%	11%	16%	18%	15%	13%	12%	13%	18%
Refused	3	2	1	-	-	1	-	1	1	1	1	-	1	-	2	1	*	-
	*	*	*	-	-	1%	-	*	*	*	*	-	*	-	1%	*	*	-
Don't know	20	5	15	1	4	1	4	3	7	1	2	8	10	10	4	4	1	1
	2%	1%	3%	1%	2%	1%	3%	2%	3%	*	1%	4%	4%	4%	2%	2%	1%	1%
Mean	7.21	7.20	7.22	5.67	6.20	6.91	6.98	8.33	8.56	7.77	7.52	6.51	6.80	7.15	7.25	7.09	7.56	7.04
Standard deviation	3.37	3.42	3.33	3.23	3.59	3.56	3.41	2.66	2.74	3.09	3.26	3.40	3.64	3.47	3.36	3.26	3.34	3.49
Standard error	0.11	0.16	0.15	0.37	0.30	0.25	0.26	0.21	0.18	0.16	0.21	0.27	0.24	0.22	0.21	0.21	0.28	0.37

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Table 2

**Q.1 How likely would you be to vote if there were a general election tomorrow?**

**Base: All respondents**

	<u>Q.2/3 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1004	267	211	105	4	22	26	7	6	18
Weighted base	1004	270	202	104	4	22	26	8	6	18
Absolutely certain (10) to vote	471 47%	188 70%	107 53%	64 62%	2 61%	15 69%	18 67%	8 100%	4 66%	8 44%
(9)	41 4%	9 3%	13 6%	5 5%	- -	- -	1 2%	- -	- -	1 7%
(8)	79 8%	20 7%	30 15%	13 13%	2 39%	1 3%	1 4%	- -	- -	1 4%
(7)	47 5%	16 6%	13 7%	7 7%	- -	3 12%	2 9%	- -	1 15%	- -
(6)	34 3%	8 3%	10 5%	3 3%	- -	- -	1 5%	- -	1 19%	4 24%
(5)	93 9%	27 10%	29 14%	11 11%	- -	4 16%	3 12%	- -	- -	4 20%
(4)	17 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
(3)	41 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
(2)	20 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Certain not to vote (1)	138 14%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	20 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean	7.21	9.01	8.53	8.82	9.22	8.76	8.81	10.00	8.80	7.86
Standard deviation	3.37	1.71	1.86	1.74	1.13	1.98	1.89	0.00	1.88	2.21
Standard error	0.11	0.10	0.13	0.17	0.56	0.42	0.37	0.00	0.77	0.52

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Absolutes/col percents

Table 2

**Q.1 How likely would you be to vote if there were a general election tomorrow?**
**Base: All respondents**
Q.4 Generally speaking, do you think of yourself as...?

	Total	Labour	Conser -vative	Lib Dem	Other	Refused	SNP	Green	BNP	Plaid Cymru	UKIP	Don't know
Unweighted base	1004	294	252	117	65	64	27	20	7	5	2	151
Weighted base	1004	278	260	113	69	62	27	19	7	4	2	161
Absolutely certain (10) to vote	471 47%	120 43%	162 62%	63 56%	20 29%	31 51%	15 57%	10 51%	4 52%	2 37%	1 36%	43 27%
(9)	41 4%	13 5%	9 3%	6 5%	2 3%	7 12%	2 7%	- -	- -	- -	- -	2 1%
(8)	79 8%	35 13%	17 6%	10 9%	1 1%	3 5%	2 9%	1 3%	- -	- -	2 64%	9 5%
(7)	47 5%	15 5%	14 6%	7 6%	4 5%	1 2%	2 6%	1 3%	- -	- -	- -	4 2%
(6)	34 3%	13 5%	8 3%	4 3%	1 2%	1 2%	1 5%	- -	- -	- -	- -	6 4%
(5)	93 9%	27 10%	21 8%	5 4%	7 10%	3 4%	2 7%	2 11%	1 21%	1 18%	- -	23 14%
(4)	17 2%	6 2%	2 1%	1 1%	2 4%	- -	- -	- -	- -	1 13%	- -	5 3%
(3)	41 4%	18 7%	5 2%	2 1%	5 7%	3 4%	- -	1 5%	- -	- -	- -	8 5%
(2)	20 2%	4 2%	6 2%	- -	2 3%	- -	2 6%	- -	- -	1 16%	- -	6 4%
Certain not to vote (1)	138 14%	25 9%	15 6%	16 14%	22 32%	9 15%	1 2%	5 26%	2 27%	1 16%	- -	43 27%
Refused	3 *	- -	- -	- -	1 2%	2 3%	- -	- -	- -	- -	- -	- -
Don't know	20 2%	1 *	3 1%	1 1%	1 2%	1 2%	- -	- -	- -	- -	- -	13 8%
Mean	7.21	7.34	8.26	7.83	5.20	7.70	8.31	6.58	6.49	5.59	8.72	5.34
Standard deviation	3.37	3.06	2.78	3.20	3.80	3.40	2.59	4.00	4.19	4.16	1.25	3.66
Standard error	0.11	0.18	0.18	0.30	0.48	0.44	0.50	0.90	1.58	1.86	0.88	0.31

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 3

**Q.2 If there were a general election tomorrow, would you vote Conservative, Labour, Liberal Democrat or some other party?**

**Base: All respondents saying 5-10 likely to vote**

	<u>Gender</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>
Unweighted base	781	373	408	51	100	155	130	142	203	301	194	120	166	193	211	192	115	70
Weighted base	765	371	394	75	103	145	128	133	181	222	230	149	164	197	201	187	112	69
Conservative	253 33%	127 34%	126 32%	32 42%	18 17%	45 31%	40 32%	46 34%	73 40%	78 35%	77 33%	46 31%	53 32%	75 38%	79 39%	61 33%	31 27%	8 11%
Labour	183 24%	92 25%	91 23%	24 32%	30 30%	30 21%	31 24%	26 19%	42 23%	41 18%	60 26%	36 24%	47 29%	45 23%	39 19%	62 33%	23 21%	14 20%
Lib Dem	92 12%	45 12%	48 12%	8 10%	22 22%	17 12%	17 14%	14 11%	14 8%	42 19%	28 12%	13 9%	11 6%	30 15%	18 9%	19 10%	17 16%	7 10%
SNP	25 3%	18 5%	7 2%	2 3%	3 3%	10 7%	2 2%	6 4%	3 1%	6 3%	6 3%	6 4%	7 4%	- -	2 1%	- -	- -	24 34%
Green	20 3%	8 2%	12 3%	- -	4 4%	9 6%	5 4%	2 2%	1 *	6 3%	9 4%	3 2%	1 1%	6 3%	6 3%	4 2%	4 3%	1 1%
Plaid Cymru	8 1%	7 2%	1 *	3 4%	- -	1 1%	3 2%	1 1%	1 *	1 *	3 1%	2 1%	2 1%	- -	- -	1 1%	7 6%	- -
BNP	5 1%	2 1%	3 1%	- -	- -	3 2%	1 1%	1 1%	- -	1 *	1 *	1 1%	2 1%	- -	2 1%	2 1%	1 1%	- -
UKIP	4 1%	2 1%	2 1%	- -	2 2%	- -	- -	1 1%	2 1%	1 1%	- -	2 1%	1 1%	- -	- -	- -	4 4%	- -
Other	13 2%	8 2%	5 1%	- -	1 1%	5 4%	3 2%	2 2%	2 1%	2 1%	5 2%	4 3%	3 2%	3 1%	5 3%	4 2%	- -	1 2%
Refused	61 8%	29 8%	33 8%	1 2%	9 8%	3 2%	9 7%	13 10%	26 15%	15 7%	16 7%	11 8%	19 12%	13 7%	24 12%	11 6%	10 9%	3 4%
Don't know	100 13%	33 9%	67 17%	6 8%	14 14%	22 15%	18 14%	22 17%	19 10%	30 13%	27 12%	25 17%	18 11%	25 13%	26 13%	23 12%	15 13%	11 16%

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### Fieldwork : December 14th-16th 2007

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Table 3

**Q.2 If there were a general election tomorrow, would you vote Conservative, Labour, Liberal Democrat or some other party?**
**Base: All respondents saying 5-10 likely to vote**

	<u>Q.2/3 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	781	267	211	105	4	22	26	7	6	18
Weighted base	765	270	202	104	4	22	26	8	6	18
Conservative	253 33%	253 94%	-	-	-	-	-	-	-	-
Labour	183 24%	-	183 91%	-	-	-	-	-	-	-
Lib Dem	92 12%	-	-	92 89%	-	-	-	-	-	-
SNP	25 3%	-	-	-	-	-	25 96%	-	-	-
Green	20 3%	-	-	-	-	20 89%	-	-	-	-
Plaid Cymru	8 1%	-	-	-	-	-	8 100%	-	-	-
BNP	5 1%	-	-	-	-	-	-	5 81%	-	-
UKIP	4 1%	-	-	-	4 100%	-	-	-	-	-
Other	13 2%	-	-	-	-	-	-	-	-	13 73%
Refused	61 8%	2 1%	2 1%	-	-	-	-	-	-	1 6%
Don't know	100 13%	14 5%	17 8%	11 11%	-	2 11%	1 4%	-	1 19%	4 20%



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Table 3

**Q.2 If there were a general election tomorrow, would you vote Conservative, Labour, Liberal Democrat or some other party?**

**Base: All respondents saying 5-10 likely to vote**

Q.4 Generally speaking, do you think of yourself as...?

	<u>Total</u>	<u>Conser -vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>Refused</u>	<u>Other</u>	<u>SNP</u>	<u>Green</u>	<u>BNP</u>	<u>UKIP</u>	<u>Plaid Cymru</u>	<u>Don't know</u>
Unweighted base	781	224	240	98	49	37	25	13	5	2	2	86
Weighted base	765	230	225	94	47	35	25	13	5	2	2	86
Conservative	253 33%	190 83%	24 11%	8 9%	2 5%	10 29%	- -	1 8%	- -	- -	- -	17 20%
Labour	183 24%	4 2%	147 65%	6 6%	- -	7 20%	- -	1 9%	1 29%	- -	- -	16 19%
Lib Dem	92 12%	6 3%	9 4%	58 62%	1 2%	4 10%	- -	1 7%	- -	- -	- -	14 17%
SNP	25 3%	- -	3 1%	- -	1 2%	- -	20 80%	- -	- -	- -	- -	2 2%
Green	20 3%	2 1%	6 3%	5 5%	- -	2 5%	- -	5 42%	- -	- -	- -	- -
Plaid Cymru	8 1%	1 *	2 1%	1 1%	- -	- -	- -	- -	1 20%	- -	2 67%	2 2%
BNP	5 1%	- -	2 1%	1 1%	- -	1 3%	- -	- -	1 17%	- -	- -	- -
UKIP	4 1%	1 *	- -	- -	- -	- -	- -	- -	- -	2 100%	- -	1 1%
Other	13 2%	5 2%	- -	2 2%	1 2%	2 7%	1 5%	- -	1 14%	- -	- -	1 1%
Refused	61 8%	5 2%	5 2%	2 2%	38 81%	2 7%	1 6%	1 8%	- -	- -	- -	7 8%
Don't know	100 13%	16 7%	28 12%	12 12%	4 8%	7 19%	2 9%	3 26%	1 21%	- -	1 33%	26 30%

## Political Poll

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Absolutes/col percents

Table 4

**Q.3 If it were a legal requirement for you to vote, which party do you think you would probably vote for Conservative, Labour, Liberal Democrat or some other party?**

**Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q2**

	<u>Gender</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>
Unweighted base	396	170	226	33	69	84	71	57	82	116	86	78	116	98	112	92	59	35
Weighted base	401	172	228	51	79	78	67	52	73	86	105	98	112	105	113	92	57	34
Labour	60 15%	23 14%	36 16%	11 22%	17 21%	11 14%	5 8%	6 11%	10 13%	14 16%	14 14%	14 14%	18 16%	16 16%	15 13%	12 13%	11 20%	5 16%
Conservative	53 13%	19 11%	34 15%	9 17%	7 9%	12 15%	5 7%	11 21%	10 14%	7 9%	18 17%	15 15%	13 12%	13 12%	18 16%	15 16%	6 11%	1 3%
Lib Dem	38 9%	16 9%	22 9%	- -	10 13%	10 13%	9 13%	2 4%	7 9%	9 10%	10 9%	8 8%	11 10%	14 13%	7 6%	9 10%	3 5%	5 14%
Green	16 4%	6 4%	10 4%	1 3%	5 7%	3 3%	5 7%	1 1%	1 1%	5 5%	4 4%	2 2%	6 5%	5 5%	3 3%	6 6%	3 5%	- -
SNP	8 2%	4 3%	4 2%	2 4%	- -	2 3%	4 5%	- -	1 1%	1 1%	3 3%	3 3%	1 1%	1 1%	- -	3 3%	- -	5 13%
UKIP	7 2%	6 4%	1 *	1 3%	5 6%	- -	1 1%	- -	- -	- -	1 1%	3 3%	3 2%	4 4%	2 2%	- -	1 2%	- -
BNP	3 1%	2 1%	1 *	- -	1 2%	1 1%	- -	1 2%	- -	- -	- -	2 2%	1 1%	- -	3 3%	- -	- -	- -
Plaid Cymru	1 *	1 *	1 *	- -	- -	1 2%	- -	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -
Other	13 3%	8 5%	5 2%	- -	3 4%	4 6%	2 3%	1 3%	2 2%	4 5%	3 3%	6 6%	- -	5 4%	1 1%	5 5%	2 3%	1 3%
Refused	68 17%	37 21%	31 14%	3 5%	8 10%	8 10%	11 16%	16 30%	23 32%	16 19%	16 15%	12 13%	23 21%	12 12%	26 23%	15 16%	11 20%	3 9%
Don't know	133 33%	49 28%	84 37%	24 47%	22 29%	26 34%	26 39%	15 28%	20 27%	30 35%	34 33%	33 33%	36 32%	36 34%	37 33%	28 30%	17 31%	15 43%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 4

**Q.3 If it were a legal requirement for you to vote, which party do you think you would probably vote for Conservative, Labour, Liberal Democrat or some other party?**

**Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q2**

#### Q.2/3 Voting Intention (including Squeeze)

	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	396	16	20	13	-	2	1	-	1	5
Weighted base	401	16	19	11	-	2	1	-	1	5
Labour	60 15%	-	19 100%	-	-	-	-	-	-	-
Conservative	53 13%	16 100%	-	-	-	-	-	-	-	-
Lib Dem	38 9%	-	-	11 100%	-	-	-	-	-	-
Green	16 4%	-	-	-	-	2 100%	-	-	-	-
SNP	8 2%	-	-	-	-	-	1 100%	-	-	-
UKIP	7 2%	-	-	-	-	-	-	-	-	-
BNP	3 1%	-	-	-	-	-	-	1 100%	-	-
Plaid Cymru	1 *	-	-	-	-	-	-	-	-	-
Other	13 3%	-	-	-	-	-	-	-	-	5 100%
Refused	68 17%	-	-	-	-	-	-	-	-	-
Don't know	133 33%	-	-	-	-	-	-	-	-	-

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 4

**Q.3 If it were a legal requirement for you to vote, which party do you think you would probably vote for Conservative, Labour, Liberal Democrat or some other party?**

**Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q2**

Q.4 Generally speaking, do you think of yourself as...?

	Total	Labour	Refused	Conser -vative	Other	Lib Dem	Green	SNP	BNP	Plaid Cymru	UKIP	Don't know
Unweighted base	396	91	59	51	38	34	12	6	3	4	-	98
Weighted base	401	87	57	52	43	33	11	6	3	3	-	108
Labour	60 15%	46 53%	1 2%	-	4 9%	3 9%	-	-	-	1 28%	-	5 5%
Conservative	53 13%	3 3%	-	35 67%	4 9%	4 13%	-	-	-	-	-	8 7%
Lib Dem	38 9%	4 5%	2 4%	2 3%	2 4%	16 49%	1 14%	-	-	-	-	10 9%
Green	16 4%	1 1%	1 1%	-	1 3%	-	7 64%	-	-	-	-	7 6%
SNP	8 2%	-	2 3%	-	3 7%	-	-	2 31%	-	-	-	2 2%
UKIP	7 2%	1 1%	-	-	4 9%	-	-	-	-	-	-	2 2%
BNP	3 1%	-	-	-	-	-	-	-	2 70%	-	-	1 1%
Plaid Cymru	1 *	-	-	-	-	-	-	-	-	1 25%	-	1 1%
Other	13 3%	2 2%	-	1 2%	4 9%	1 2%	-	-	-	1 21%	-	5 5%
Refused	68 17%	4 5%	42 74%	2 3%	7 16%	2 7%	2 16%	1 23%	1 30%	-	-	7 7%
Don't know	133 33%	26 30%	9 16%	13 24%	15 34%	7 20%	1 6%	3 46%	-	1 26%	-	60 56%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 5  
**Q.4 Generally speaking, do you think of yourself as...?**  
**Base: All respondents**

	<u>Gender</u>		<u>Age</u>							<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1004	476	528	79	147	209	173	162	234	354	242	167	241	252	267	249	147	89
Weighted base	1004	482	523	119	159	198	168	151	209	264	292	210	239	264	263	245	143	89
Labour	278 28%	135 28%	143 27%	33 28%	45 28%	53 27%	57 34%	37 24%	54 26%	70 26%	71 24%	67 32%	71 30%	61 23%	68 26%	90 37%	36 25%	23 26%
Conservative	260 26%	117 24%	143 27%	33 28%	19 12%	47 24%	33 20%	52 35%	76 36%	69 26%	86 29%	53 25%	53 22%	71 27%	86 33%	61 25%	34 23%	9 10%
Lib Dem	113 11%	52 11%	62 12%	8 7%	24 15%	18 9%	22 13%	20 13%	21 10%	46 17%	41 14%	8 4%	19 8%	41 15%	19 7%	25 10%	22 15%	7 8%
Other	69 7%	37 8%	32 6%	9 8%	15 9%	19 10%	15 9%	5 4%	6 3%	16 6%	16 6%	22 10%	15 6%	23 9%	19 7%	14 6%	6 4%	6 7%
Refused	62 6%	30 6%	32 6%	1 1%	10 6%	6 3%	11 7%	12 8%	21 10%	13 5%	11 4%	18 9%	20 8%	10 4%	22 8%	16 6%	9 6%	5 5%
SNP	27 3%	17 4%	10 2%	2 2%	4 3%	11 5%	- -	6 4%	4 2%	6 2%	7 2%	8 4%	6 3%	- -	- -	- -	- -	27 30%
Green	19 2%	8 2%	11 2%	- -	4 3%	8 4%	6 3%	1 1%	1 *	6 2%	7 2%	3 2%	3 1%	4 2%	6 2%	6 2%	3 2%	- -
BNP	7 1%	6 1%	1 *	3 2%	- -	3 1%	- -	1 1%	1 *	2 1%	1 1%	2 1%	2 1%	- -	2 1%	4 2%	1 1%	- -
Plaid Cymru	4 *	3 1%	1 *	- -	- -	1 *	2 1%	- -	1 1%	1 *	- -	1 *	3 1%	- -	- -	- -	4 3%	- -
UKIP	2 *	1 *	2 *	- -	2 1%	- -	- -	1 1%	- -	1 *	- -	2 1%	- -	- -	- -	- -	2 2%	- -
Don't know	161 16%	75 16%	87 17%	29 25%	37 23%	33 17%	22 13%	15 10%	25 12%	35 13%	53 18%	27 13%	47 20%	54 21%	41 15%	28 12%	26 18%	12 14%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 5  
**Q.4 Generally speaking, do you think of yourself as...?**  
 Base: All respondents

	<u>Q.2/3 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1004	267	211	105	4	22	26	7	6	18
Weighted base	1004	270	202	104	4	22	26	8	6	18
Labour	278 28%	25 9%	162 80%	11 11%	- -	6 26%	3 11%	2 20%	2 34%	1 4%
Conservative	260 26%	201 74%	4 2%	6 6%	1 14%	2 10%	- -	1 11%	- -	6 35%
Lib Dem	113 11%	11 4%	6 3%	62 60%	- -	5 20%	- -	1 14%	1 15%	2 13%
Other	69 7%	11 4%	8 4%	4 4%	- -	2 8%	- -	- -	1 17%	2 13%
Refused	62 6%	2 1%	1 1%	1 1%	- -	- -	1 3%	- -	- -	1 5%
SNP	27 3%	- -	- -	- -	- -	- -	21 79%	- -	- -	1 7%
Green	19 2%	1 *	1 1%	2 2%	- -	7 31%	- -	- -	- -	- -
BNP	7 1%	- -	1 1%	- -	- -	- -	- -	1 13%	2 34%	1 4%
Plaid Cymru	4 *	- -	1 *	- -	- -	- -	- -	2 19%	- -	- -
UKIP	2 *	- -	- -	- -	2 61%	- -	- -	- -	- -	- -
Don't know	161 16%	19 7%	17 8%	17 17%	1 25%	1 5%	2 7%	2 24%	- -	3 19%

**Political Poll**  
**Fieldwork : December 14th-16th 2007**

Absolutes/col percents

Table 5  
**Q.4 Generally speaking, do you think of yourself as...?**  
Base: All respondents

	Q.4 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	Other	Refused	SNP	Green	BNP	Plaid Cymru	UKIP	Don't know
Unweighted base	1004	294	252	117	65	64	27	20	7	5	2	151
Weighted base	1004	278	260	113	69	62	27	19	7	4	2	161
Labour	278 28%	278 100%	-	-	-	-	-	-	-	-	-	-
Conservative	260 26%	-	260 100%	-	-	-	-	-	-	-	-	-
Lib Dem	113 11%	-	-	113 100%	-	-	-	-	-	-	-	-
Other	69 7%	-	-	-	69 100%	-	-	-	-	-	-	-
Refused	62 6%	-	-	-	-	62 100%	-	-	-	-	-	-
SNP	27 3%	-	-	-	-	-	27 100%	-	-	-	-	-
Green	19 2%	-	-	-	-	-	-	19 100%	-	-	-	-
BNP	7 1%	-	-	-	-	-	-	-	7 100%	-	-	-
Plaid Cymru	4 *	-	-	-	-	-	-	-	-	4 100%	-	-
UKIP	2 *	-	-	-	-	-	-	-	-	-	2 100%	-
Don't know	161 16%	-	-	-	-	-	-	-	-	-	-	161 100%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 6  
**Q.2/3/4 Voting Intention (including Squeeze & DK/Refuse at Q.3) - Weighted to Turnout values (Q1)**  
**Base: All respondents expressing a voting intention and saying 5-10 likely to vote**

	<u>Gender</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>
Unweighted base	621	301	320	39	76	127	101	114	164	246	160	88	126	156	164	150	97	54
Weighted base	606	298	308	56	78	120	99	108	144	182	191	109	125	160	154	144	95	53
Conservative	251 41%	124 42%	127 41%	28 49%	17 22%	42 35%	37 38%	52 48%	75 52%	77 42%	79 41%	45 42%	50 40%	72 45%	78 51%	59 41%	34 35%	8 16%
Labour	184 30%	85 29%	99 32%	19 34%	30 39%	29 24%	32 33%	27 25%	45 31%	43 24%	58 30%	36 33%	47 38%	45 28%	43 28%	56 39%	26 27%	15 28%
Lib Dem	97 16%	47 16%	50 16%	6 10%	22 28%	21 17%	18 18%	16 15%	16 11%	45 25%	29 15%	11 11%	12 9%	31 19%	18 12%	21 15%	20 21%	6 12%
SNP	23 4%	16 5%	7 2%	1 2%	2 3%	10 9%	1 1%	5 5%	3 2%	6 3%	5 3%	6 5%	7 5%	- -	2 1%	- -	- -	22 41%
Green	19 3%	7 2%	12 4%	- -	3 4%	9 8%	4 4%	2 2%	1 *	5 3%	9 5%	3 3%	2 2%	8 5%	5 3%	3 2%	3 3%	1 2%
Plaid Cymru	8 1%	7 2%	1 *	3 5%	- -	1 1%	3 3%	1 1%	1 1%	1 1%	3 2%	2 1%	2 2%	- -	- -	1 1%	7 7%	- -
BNP	5 1%	2 1%	4 1%	- -	- -	3 2%	1 1%	2 2%	- -	1 *	1 1%	2 2%	2 1%	- -	3 2%	1 1%	1 1%	- -
UKIP	4 1%	2 1%	2 1%	- -	1 2%	- -	- -	1 1%	2 1%	1 1%	- -	1 1%	1 1%	- -	- -	- -	4 4%	- -
Other	14 2%	8 3%	6 2%	- -	2 3%	5 4%	2 2%	2 2%	3 2%	3 1%	6 3%	3 3%	2 1%	3 2%	6 4%	3 2%	1 1%	1 2%



## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 6  
**Q.2/3/4 Voting Intention (including Squeeze & DK/Refuse at Q.3) - Weighted to Turnout values (Q1)**  
**Base: All respondents expressing a voting intention and saying 5-10 likely to vote**

	<u>Q.2/3 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	621	241	183	93	4	19	23	7	5	14
Weighted base	606	243	172	91	4	19	23	8	5	14
Conservative	251 41%	243 100%	-	-	-	-	-	-	-	-
Labour	184 30%	-	172 100%	-	-	-	-	-	-	-
Lib Dem	97 16%	-	-	91 100%	-	-	-	-	-	-
SNP	23 4%	-	-	-	-	-	23 100%	-	-	-
Green	19 3%	-	-	-	-	19 100%	-	-	-	-
Plaid Cymru	8 1%	-	-	-	-	-	8 100%	-	-	-
BNP	5 1%	-	-	-	-	-	-	5 100%	-	-
UKIP	4 1%	-	-	-	4 100%	-	-	-	-	-
Other	14 2%	-	-	-	-	-	-	-	-	14 100%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 6  
**Q.2/3/4 Voting Intention (including Squeeze & DK/Refuse at Q.3) - Weighted to Turnout values (Q1)**  
**Base: All respondents expressing a voting intention and saying 5-10 likely to vote**

	<u>Q.4 Generally speaking, do you think of yourself as...?</u>											
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>Other</u>	<u>SNP</u>	<u>Green</u>	<u>Refused</u>	<u>BNP</u>	<u>UKIP</u>	<u>Plaid Cymru</u>	<u>Don't know</u>
Unweighted base	621	203	208	89	26	20	10	5	5	2	2	51
Weighted base	606	208	193	86	25	20	10	6	4	2	2	50
Conservative	251 41%	191 92%	22 11%	10 12%	10 40%	- -	1 11%	2 42%	- -	- -	- -	15 29%
Labour	184 30%	3 2%	150 78%	5 6%	7 27%	- -	1 12%	1 20%	1 17%	- -	* 19%	15 30%
Lib Dem	97 16%	5 2%	10 5%	63 73%	4 18%	- -	2 17%	1 15%	- -	- -	- -	13 26%
SNP	23 4%	- -	3 2%	- -	- -	18 94%	- -	1 14%	- -	- -	- -	1 2%
Green	19 3%	2 1%	5 3%	4 5%	1 5%	- -	6 60%	- -	- -	- -	- -	1 2%
Plaid Cymru	8 1%	1 *	2 1%	1 1%	- -	- -	- -	- -	1 23%	- -	2 81%	2 4%
BNP	5 1%	- -	1 1%	1 1%	1 4%	- -	- -	- -	2 44%	- -	- -	- -
UKIP	4 1%	1 *	- -	- -	- -	- -	- -	- -	- -	2 100%	- -	1 2%
Other	14 2%	6 3%	* *	2 2%	2 6%	1 6%	- -	* 8%	1 17%	- -	- -	2 5%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 7

**Q.6 For each of the statements I am about to read out, please tell me whether you think they apply more to Gordon Brown or David Cameron?**

**Is the best person to be Prime Minister for Britain**

**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1004	476	528	79	147	209	173	162	234	354	242	167	241	252	267	249	147	89
Weighted base	1004	482	523	119	159	198	168	151	209	264	292	210	239	264	263	245	143	89
Gordon Brown	371	173	198	51	66	77	59	50	68	108	103	81	80	96	88	101	43	43
	37%	36%	38%	43%	42%	39%	35%	33%	32%	41%	35%	38%	33%	36%	33%	41%	30%	48%
David Cameron	393	206	187	49	52	76	56	67	92	103	123	88	78	111	105	94	55	27
	39%	43%	36%	41%	33%	38%	33%	45%	44%	39%	42%	42%	33%	42%	40%	39%	39%	31%
Both equally	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-
	*	-	*	-	-	*	-	-	-	-	-	-	*	-	-	*	-	-
Neither	126	61	65	3	24	23	33	20	23	26	37	18	45	30	40	22	25	9
	13%	13%	12%	2%	15%	12%	19%	14%	11%	10%	13%	9%	19%	11%	15%	9%	17%	10%
Refused	14	4	10	-	1	2	-	2	9	4	2	4	5	2	6	3	3	-
	1%	1%	2%	-	1%	1%	-	1%	4%	2%	1%	2%	2%	1%	2%	1%	2%	-
Don't know	99	37	62	16	15	19	21	11	17	23	27	19	30	25	24	23	17	10
	10%	8%	12%	14%	9%	9%	12%	7%	8%	9%	9%	9%	13%	10%	9%	9%	12%	11%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 7

**Q.6 For each of the statements I am about to read out, please tell me whether you think they apply more to Gordon Brown or David Cameron?**

**Is the best person to be Prime Minister for Britain**

**Base: All respondents**

	<u>Q.2/3 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1004	267	211	105	4	22	26	7	6	18
Weighted base	1004	270	202	104	4	22	26	8	6	18
Gordon Brown	371 37%	25 9%	170 84%	43 41%	1 22%	12 53%	12 46%	3 33%	1 19%	2 10%
David Cameron	393 39%	225 84%	19 10%	34 33%	1 14%	7 31%	8 29%	2 24%	1 19%	7 40%
Both equally	1 *	-	-	-	-	-	-	-	-	-
Neither	126 13%	9 4%	5 3%	19 19%	2 39%	2 10%	3 12%	3 43%	2 32%	6 34%
Refused	14 1%	-	-	-	-	-	-	-	-	-
Don't know	99 10%	10 4%	7 3%	8 7%	1 25%	1 6%	3 12%	-	2 30%	3 16%

**Political Poll**  
**Fieldwork : December 14th-16th 2007**

Absolutes/col percents

Table 7

**Q.6 For each of the statements I am about to read out, please tell me whether you think they apply more to Gordon Brown or David Cameron?**

**Is the best person to be Prime Minister for Britain**

**Base: All respondents**

Q.4 Generally speaking, do you think of yourself as...?

	<u>Total</u>	<u>Labour</u>	<u>Conser -vative</u>	<u>Lib Dem</u>	<u>Other</u>	<u>Refused</u>	<u>SNP</u>	<u>Green</u>	<u>BNP</u>	<u>Plaid Cymru</u>	<u>UKIP</u>	<u>Don't know</u>
Unweighted base	1004	294	252	117	65	64	27	20	7	5	2	151
Weighted base	1004	278	260	113	69	62	27	19	7	4	2	161
Gordon Brown	371 37%	197 71%	24 9%	45 39%	23 33%	13 20%	12 44%	6 30%	4 61%	2 47%	1 36%	46 28%
David Cameron	393 39%	50 18%	210 81%	42 37%	24 35%	5 9%	9 32%	8 41%	1 14%	1 16%	-	43 26%
Both equally	1 *	-	-	-	-	-	-	-	-	-	-	1 1%
Neither	126 13%	16 6%	18 7%	16 14%	12 17%	19 30%	3 12%	5 24%	2 25%	2 37%	2 64%	33 20%
Refused	14 1%	-	-	-	-	14 22%	-	-	-	-	-	1 *
Don't know	99 10%	15 5%	9 3%	11 9%	10 15%	11 18%	3 12%	1 4%	-	-	-	39 24%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 8

**Q.6 For each of the statements I am about to read out, please tell me whether you think they apply more to Gordon Brown or David Cameron?**

**Is the best person to take the British economy through a potentially difficult time in 2008**

**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1004	476	528	79	147	209	173	162	234	354	242	167	241	252	267	249	147	89
Weighted base	1004	482	523	119	159	198	168	151	209	264	292	210	239	264	263	245	143	89
Gordon Brown	443	218	225	62	71	96	75	63	76	132	128	95	89	106	109	117	65	46
	44%	45%	43%	52%	45%	49%	44%	42%	36%	50%	44%	45%	37%	40%	41%	48%	45%	52%
David Cameron	363	176	187	45	56	63	56	60	82	94	105	84	80	108	97	86	46	26
	36%	37%	36%	38%	35%	32%	33%	40%	39%	36%	36%	40%	33%	41%	37%	35%	32%	29%
Both equally	6	3	3	-	3	-	-	1	2	2	-	3	1	3	1	2	-	-
	1%	1%	1%	-	2%	-	-	1%	1%	1%	-	2%	*	1%	*	1%	-	-
Neither	86	49	36	3	17	19	17	16	14	14	25	9	37	22	29	15	16	3
	9%	10%	7%	2%	11%	10%	10%	11%	6%	5%	9%	4%	16%	8%	11%	6%	11%	4%
Refused	12	4	8	-	1	2	-	1	8	2	2	4	4	2	5	3	2	-
	1%	1%	2%	-	1%	1%	-	*	4%	1%	1%	2%	2%	1%	2%	1%	1%	-
Don't know	96	32	64	9	11	18	21	10	27	20	32	16	28	23	23	21	14	14
	10%	7%	12%	8%	7%	9%	13%	7%	13%	7%	11%	7%	12%	9%	9%	9%	10%	16%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 8

**Q.6 For each of the statements I am about to read out, please tell me whether you think they apply more to Gordon Brown or David Cameron?**

**Is the best person to take the British economy through a potentially difficult time in 2008**

**Base: All respondents**

	<u>Q.2/3 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1004	267	211	105	4	22	26	7	6	18
Weighted base	1004	270	202	104	4	22	26	8	6	18
Gordon Brown	443 44%	55 20%	175 87%	46 44%	1 22%	12 53%	17 64%	4 46%	2 34%	6 36%
David Cameron	363 36%	193 72%	21 10%	37 36%	1 14%	6 26%	5 19%	1 11%	-	7 39%
Both equally	6 1%	-	1 *	3 3%	-	-	-	-	1 15%	-
Neither	86 9%	6 2%	1 1%	9 9%	2 39%	2 10%	2 8%	3 33%	3 51%	3 14%
Refused	12 1%	-	-	-	-	-	-	-	-	-
Don't know	96 10%	16 6%	4 2%	9 9%	1 25%	2 11%	2 8%	1 10%	-	2 10%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 8

**Q.6 For each of the statements I am about to read out, please tell me whether you think they apply more to Gordon Brown or David Cameron?**

**Is the best person to take the British economy through a potentially difficult time in 2008**

**Base: All respondents**

	<u>Q.4 Generally speaking, do you think of yourself as...?</u>											
	<u>Total</u>	<u>Labour</u>	<u>Conser -vative</u>	<u>Lib Dem</u>	<u>Other</u>	<u>Refused</u>	<u>SNP</u>	<u>Green</u>	<u>BNP</u>	<u>Plaid Cymru</u>	<u>UKIP</u>	<u>Don't know</u>
Unweighted base	1004	294	252	117	65	64	27	20	7	5	2	151
Weighted base	1004	278	260	113	69	62	27	19	7	4	2	161
Gordon Brown	443 44%	209 75%	51 20%	50 44%	25 36%	17 27%	15 56%	6 33%	5 75%	2 47%	1 36%	61 38%
David Cameron	363 36%	46 16%	186 72%	44 39%	29 42%	8 12%	6 21%	8 43%	-	1 16%	-	35 22%
Both equally	6 1%	3 1%	2 1%	-	-	-	-	-	-	-	-	1 1%
Neither	86 9%	12 4%	9 3%	9 8%	9 13%	14 22%	1 2%	4 19%	2 25%	2 37%	2 64%	23 14%
Refused	12 1%	-	-	-	-	11 18%	-	-	-	-	-	1 *
Don't know	96 10%	9 3%	12 5%	10 9%	6 8%	13 20%	6 21%	1 4%	-	-	-	40 25%



## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 9

**Q.6 For each of the statements I am about to read out, please tell me whether you think they apply more to Gordon Brown or David Cameron?**

**Has the most able front bench team**

**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1004	476	528	79	147	209	173	162	234	354	242	167	241	252	267	249	147	89
Weighted base	1004	482	523	119	159	198	168	151	209	264	292	210	239	264	263	245	143	89
Gordon Brown	348	170	178	49	58	69	60	52	61	102	98	71	77	76	88	98	47	39
	35%	35%	34%	42%	36%	35%	35%	34%	29%	39%	34%	34%	32%	29%	34%	40%	33%	43%
David Cameron	406	215	191	52	59	79	63	66	87	112	125	91	78	124	110	92	55	25
	40%	45%	36%	44%	37%	40%	37%	44%	42%	42%	43%	43%	33%	47%	42%	38%	39%	28%
Both equally	12	6	6	-	2	2	1	1	6	3	3	4	3	4	4	3	1	1
	1%	1%	1%	-	1%	1%	1%	1%	3%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Neither	74	41	33	1	13	12	16	17	14	14	18	8	34	12	27	14	15	6
	7%	9%	6%	1%	8%	6%	10%	11%	7%	5%	6%	4%	14%	4%	10%	6%	10%	7%
Refused	13	4	8	-	1	2	1	1	7	3	3	4	3	4	5	2	2	-
	1%	1%	2%	-	1%	1%	1%	*	3%	1%	1%	2%	1%	1%	2%	1%	1%	-
Don't know	152	45	107	16	26	33	28	14	35	30	45	33	44	45	30	36	23	18
	15%	9%	20%	13%	16%	17%	16%	9%	17%	11%	15%	16%	18%	17%	11%	15%	16%	21%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 9

**Q.6 For each of the statements I am about to read out, please tell me whether you think they apply more to Gordon Brown or David Cameron?**

**Has the most able front bench team**

**Base: All respondents**

	<u>Q.2/3 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1004	267	211	105	4	22	26	7	6	18
Weighted base	1004	270	202	104	4	22	26	8	6	18
Gordon Brown	348 35%	29 11%	151 75%	40 39%	1 22%	8 38%	10 36%	3 33%	1 19%	6 34%
David Cameron	406 40%	210 78%	24 12%	40 39%	2 39%	9 39%	5 19%	2 24%	2 32%	6 35%
Both equally	12 1%	2 1%	4 2%	1 1%	- -	- -	- -	- -	- -	- -
Neither	74 7%	7 2%	2 1%	10 10%	2 39%	3 15%	6 21%	3 33%	2 34%	3 19%
Refused	13 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	152 15%	20 7%	21 10%	13 13%	- -	2 8%	6 23%	1 10%	1 15%	2 12%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 9

**Q.6 For each of the statements I am about to read out, please tell me whether you think they apply more to Gordon Brown or David Cameron?**
**Has the most able front bench team**
**Base: All respondents**

	<u>Q.4 Generally speaking, do you think of yourself as...?</u>											
	<u>Total</u>	<u>Labour</u>	<u>Conser -vative</u>	<u>Lib Dem</u>	<u>Other</u>	<u>Refused</u>	<u>SNP</u>	<u>Green</u>	<u>BNP</u>	<u>Plaid Cymru</u>	<u>UKIP</u>	<u>Don't know</u>
Unweighted base	1004	294	252	117	65	64	27	20	7	5	2	151
Weighted base	1004	278	260	113	69	62	27	19	7	4	2	161
Gordon Brown	348 35%	187 67%	24 9%	39 35%	19 28%	13 20%	13 49%	5 25%	3 46%	2 47%	1 36%	42 26%
David Cameron	406 40%	50 18%	214 82%	46 41%	25 36%	10 17%	5 19%	6 33%	2 29%	1 16%	-	46 29%
Both equally	12 1%	5 2%	1 *	1 1%	3 4%	1 2%	-	-	-	-	-	1 1%
Neither	74 7%	10 4%	3 1%	10 9%	6 8%	13 21%	3 12%	5 24%	2 25%	2 37%	2 64%	20 12%
Refused	13 1%	-	2 1%	-	-	10 16%	-	-	-	-	-	1 *
Don't know	152 15%	27 10%	16 6%	17 15%	17 25%	14 23%	5 20%	3 17%	-	-	-	52 32%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 10

**Q.6 For each of the statements I am about to read out, please tell me whether you think they apply more to Gordon Brown or David Cameron?**

**Is the most likeable of the two main party leaders**

**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1004	476	528	79	147	209	173	162	234	354	242	167	241	252	267	249	147	89
Weighted base	1004	482	523	119	159	198	168	151	209	264	292	210	239	264	263	245	143	89
Gordon Brown	310	147	163	40	62	55	51	44	58	81	79	73	78	79	69	85	36	41
	31%	31%	31%	34%	39%	28%	30%	29%	28%	31%	27%	35%	32%	30%	26%	35%	25%	46%
David Cameron	509	263	246	64	74	107	86	72	107	145	168	107	90	146	133	118	74	38
	51%	55%	47%	54%	46%	54%	51%	47%	51%	55%	57%	51%	38%	55%	50%	48%	52%	43%
Both equally	9	1	7	-	1	*	1	2	4	1	3	-	4	3	2	3	-	-
	1%	*	1%	-	1%	*	*	1%	2%	*	1%	-	2%	1%	1%	1%	-	-
Neither	92	46	47	4	10	21	18	19	20	23	21	13	35	19	31	17	20	5
	9%	10%	9%	3%	7%	11%	11%	12%	10%	9%	7%	6%	15%	7%	12%	7%	14%	6%
Refused	12	4	8	-	1	2	-	3	6	2	2	4	4	2	5	3	2	-
	1%	1%	2%	-	1%	1%	-	2%	3%	1%	1%	2%	2%	1%	2%	1%	1%	-
Don't know	72	21	51	11	10	13	12	12	13	11	19	13	28	15	23	18	11	5
	7%	4%	10%	9%	7%	7%	7%	8%	6%	4%	7%	6%	12%	6%	9%	7%	8%	5%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 10

**Q.6 For each of the statements I am about to read out, please tell me whether you think they apply more to Gordon Brown or David Cameron?**

**Is the most likeable of the two main party leaders**

**Base: All respondents**

	<u>Q.2/3 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1004	267	211	105	4	22	26	7	6	18
Weighted base	1004	270	202	104	4	22	26	8	6	18
Gordon Brown	310 31%	21 8%	134 66%	32 31%	1 22%	5 22%	14 53%	3 32%	1 19%	3 19%
David Cameron	509 51%	232 86%	48 24%	51 50%	1 14%	14 63%	11 41%	2 25%	4 66%	10 57%
Both equally	9 1%	3 1%	* *	1 1%	- -	- -	- -	- -	- -	- -
Neither	92 9%	12 5%	11 5%	13 13%	2 39%	3 15%	1 2%	3 43%	1 15%	2 13%
Refused	12 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	72 7%	1 *	9 5%	6 6%	1 25%	- -	1 4%	- -	- -	2 10%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 10

**Q.6 For each of the statements I am about to read out, please tell me whether you think they apply more to Gordon Brown or David Cameron?**

**Is the most likeable of the two main party leaders**

**Base: All respondents**

	<u>Q.4 Generally speaking, do you think of yourself as...?</u>											
	<u>Total</u>	<u>Labour</u>	<u>Conser -vative</u>	<u>Lib Dem</u>	<u>Other</u>	<u>Refused</u>	<u>SNP</u>	<u>Green</u>	<u>BNP</u>	<u>Plaid Cymru</u>	<u>UKIP</u>	<u>Don't know</u>
Unweighted base	1004	294	252	117	65	64	27	20	7	5	2	151
Weighted base	1004	278	260	113	69	62	27	19	7	4	2	161
Gordon Brown	310 31%	159 57%	23 9%	28 25%	20 29%	14 23%	12 44%	4 23%	3 40%	1 29%	1 36%	45 28%
David Cameron	509 51%	85 30%	219 84%	66 58%	34 49%	18 30%	14 51%	11 58%	3 36%	1 34%	-	59 37%
Both equally	9 1%	1 *	2 1%	2 2%	-	2 4%	-	-	-	-	-	2 1%
Neither	92 9%	17 6%	13 5%	14 13%	5 7%	11 17%	1 2%	4 19%	2 25%	2 37%	2 64%	24 15%
Refused	12 1%	-	-	-	-	11 18%	-	-	-	-	-	1 *
Don't know	72 7%	17 6%	4 1%	4 4%	10 15%	5 8%	1 3%	-	-	-	-	31 19%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 11  
**Q.7 Looking back over the events of 2007, which one of these statements comes closest to your view?**  
**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>
Unweighted base	1004	476	528	79	147	209	173	162	234	354	242	167	241	252	267	249	147	89
Weighted base	1004	482	523	119	159	198	168	151	209	264	292	210	239	264	263	245	143	89
On balance I would prefer a Labour Government to a Conservative one	362 36%	183 38%	180 34%	44 37%	61 39%	72 36%	71 42%	48 32%	66 32%	98 37%	102 35%	81 39%	82 34%	95 36%	76 29%	104 43%	47 33%	41 46%
It is time for a change and the next government should be a Conservative one	479 48%	235 49%	245 47%	65 55%	73 46%	91 46%	71 42%	76 50%	103 49%	127 48%	155 53%	92 44%	106 44%	139 52%	144 55%	101 41%	66 46%	31 34%
Neither	97 10%	41 9%	55 11%	1 1%	20 12%	23 12%	19 11%	16 11%	18 8%	27 10%	25 8%	16 8%	29 12%	19 7%	25 10%	22 9%	18 12%	13 14%
Refused	14 1%	4 1%	10 2%	- -	- -	2 1%	- -	4 2%	9 4%	3 1%	3 1%	2 1%	5 2%	1 *	4 2%	5 2%	3 2%	1 1%
Don't know	52 5%	19 4%	33 6%	8 7%	5 3%	11 6%	7 4%	8 5%	13 6%	9 3%	8 3%	18 9%	17 7%	12 4%	14 5%	13 5%	10 7%	3 4%

## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 11

**Q.7 Looking back over the events of 2007, which one of these statements comes closest to your view?**
**Base: All respondents**

	<u>Q.2/3 Voting Intention (including Squeeze)</u>									
	<u>Total</u>	<u>Conser- vative</u>	<u>Labour</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>Green</u>	<u>SNP</u>	<u>Plaid Cymru</u>	<u>BNP</u>	<u>Other</u>
Unweighted base	1004	267	211	105	4	22	26	7	6	18
Weighted base	1004	270	202	104	4	22	26	8	6	18
On balance I would prefer a Labour Government to a Conservative one	362 36%	16 6%	178 88%	46 44%	- -	11 51%	12 46%	4 46%	1 15%	5 27%
It is time for a change and the next government should be a Conservative one	479 48%	249 92%	12 6%	42 41%	2 39%	9 39%	9 34%	2 30%	3 53%	11 60%
Neither	97 10%	- -	6 3%	15 14%	2 61%	2 10%	5 19%	2 24%	2 32%	2 13%
Refused	14 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	52 5%	5 2%	6 3%	1 1%	- -	- -	- -	- -	- -	- -



## Political Poll

### Fieldwork : December 14th-16th 2007

Absolutes/col percents

Table 11

**Q.7 Looking back over the events of 2007, which one of these statements comes closest to your view?**
**Base: All respondents**

	<u>Q.4 Generally speaking, do you think of yourself as...?</u>											
	<u>Total</u>	<u>Labour</u>	<u>Conser -vative</u>	<u>Lib Dem</u>	<u>Other</u>	<u>Refused</u>	<u>SNP</u>	<u>Green</u>	<u>BNP</u>	<u>Plaid Cymru</u>	<u>UKIP</u>	<u>Don't know</u>
Unweighted base	1004	294	252	117	65	64	27	20	7	5	2	151
Weighted base	1004	278	260	113	69	62	27	19	7	4	2	161
On balance I would prefer a Labour Government to a Conservative one	362 36%	207 74%	13 5%	44 39%	23 33%	12 20%	10 36%	7 35%	4 60%	1 13%	-	43 26%
It is time for a change and the next government should be a Conservative one	479 48%	48 17%	243 93%	53 47%	33 48%	15 24%	11 40%	8 39%	1 15%	2 37%	-	66 41%
Neither	97 10%	15 6%	-	14 12%	8 12%	14 22%	6 22%	5 26%	2 25%	1 16%	2 100%	30 18%
Refused	14 1%	-	-	-	-	13 21%	-	-	-	-	-	1 *
Don't know	52 5%	8 3%	5 2%	3 2%	5 7%	7 12%	1 3%	-	-	1 34%	-	22 14%