

SUMMARY TABLES

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Subject:	'Battleground Britain' Poll Results (27th September – 7th October 2007)
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Introduction

This, the first Battleground Britain poll, was conducted by Crosby|Textor|Pepper in the UK. Its overall aim was to determine the relative standing of the political parties in those seats that the Conservatives need to secure in order to win the next election – Labour and Liberal Democrat marginal seats.

In order to provide the most accurate polling results to date, Crosby|Textor|Pepper used the new electorate boundaries for these seats, only asked those people who stated they were 'likely to vote' to take part and used 'aided' vote, where local candidates are named in voting questions (as in real life). In addition to the usual voting questions, Crosby|Textor|Pepper took the opportunity to ask detailed questions about; voter issues, voting influences, national and local mood, and their perceptions of parties and leaders; these results helping to explain voting choice and vote movements before and after the Conservative Party Conference.

Methodology

Although the most sophisticated procedures have been used to collect and analyse the information presented here, it must be remembered that surveys are not predictions. They are designed to measure public opinion within identifiable statistical limits of accuracy at specific points in time. This survey is in no way a prediction of opinion or action at any future point in time.

This study contains results from a sample of n=1,077 voters 18 years of age and older, from within the boundaries of 112 Labour and Liberal Democrat-held marginal seats (determined by applying the 2005 election results to the new boundaries) that the Conservatives need to win in order to win the next General Election. Within this sample around half of the interviews were achieved before the Conservative Party's conference and half afterwards (n=636 between 27th – 30th September and n=443 between 4th – 7th October respectively).

The data was stratified by gender, age and postcode and was gathered between 27th September – 7th October 2007. Data has been weighted by population estimates for the seats surveyed.

Typically, qualitative (percentages or proportions) and quantitative (averages or means) measures are used. In general, the margin of error for a sample size of approximately n=1,077 is a maximum +/-3.0 percentage points in 95 out of 100 cases for results around the 50% mark (margins of error will be smaller for results lying further from this mid-point).

It should be understood, however, that this overall margin of error only applies to measuring a proportion based on the total sample. Margins of error will be different for comparisons between sub-samples and for quantitative measures, such as means derived from ratings scales.

Any variation in reported percentages of +/-1% in this report is due only to rounding. In reporting of figures "0%" denotes mentioned by less than 0.5% and "--" denotes not mentioned or no difference.

Detailed Findings

Table 1a: National Mood Direction – Voting Period, Strength & Intention

	2007 Total	Pre-Con.	Post-Con.	Soft Voters	Labour Voters	Conserv. Voters	Lib. Dem. Voters
TOTAL RIGHT DIRECTION	41%	40%	42%	37%	57%	29%	45%
Definitely right direction	8%	9%	7%	6%	14%	4%	5%
Probably right direction	33%	31%	35%	31%	42%	25%	40%
TOTAL WRONG DIRECTION	51%	53%	48%	54%	35%	69%	45%
Definitely wrong direction	27%	30%	24%	27%	13%	40%	26%
Probably wrong direction	24%	23%	25%	26%	22%	28%	18%
Undecided	8%	7%	9%	9%	8%	3%	11%

*Question: Firstly, thinking about the UK as a whole – do you think the UK is generally heading in the **RIGHT** direction or do you think it is seriously heading in the **WRONG** direction?*

Base: Half sample

Table 1b: Local Mood Direction – Voting Period, Strength & Intention

	2007 Total	Pre-Con.	Post-Con.	Soft Voters	Labour Voters	Conserv. Voters	Lib. Dem. Voters
TOTAL RIGHT DIRECTION	58%	56%	61%	53%	65%	53%	66%
Definitely right direction	15%	15%	15%	13%	19%	12%	15%
Probably right direction	43%	41%	46%	40%	46%	42%	51%
TOTAL WRONG DIRECTION	33%	34%	30%	37%	26%	39%	28%
Definitely wrong direction	17%	18%	16%	18%	13%	21%	11%
Probably wrong direction	16%	17%	15%	19%	12%	18%	16%
Undecided	9%	10%	8%	10%	10%	7%	6%

*Question: Firstly, thinking about your local area – do you think your local area is generally heading in the **RIGHT** direction or do you think it is seriously heading in the **WRONG** direction?*

Base: Half Sample

Table 2: Important Issues Influencing Vote (NETS) – Voting Period, Strength & Intention

	2007 Total	Pre-Con.	Post-Con.	Soft Voters	Labour Voters	Conserv. Voters	Lib. Dem. Voters
NHS & healthcare	25%	25%	24%	22%	26%	23%	30%
Immigration	21%	22%	20%	18%	16%	31%	18%
Education	18%	16%	20%	18%	20%	13%	26%
Crime	14%	15%	14%	14%	14%	17%	6%
Taxes	10%	8%	13%	10%	7%	16%	11%
The economy	10%	9%	12%	8%	11%	8%	13%
Iraq & Middle-East	6%	7%	6%	5%	6%	5%	8%
Environment	6%	6%	6%	9%	7%	3%	8%
Local issues & candidate	4%	2%	7%	6%	4%	4%	6%
National issues & parties	4%	4%	4%	4%	4%	5%	2%
Pensions & retirement	4%	5%	3%	3%	5%	4%	3%
Housing	4%	3%	5%	5%	4%	3%	5%
Anti-social behaviour	3%	5%	2%	3%	4%	3%	4%
Violent crime	3%	4%	2%	4%	2%	2%	5%
Europe & EU	3%	4%	1%	3%	2%	2%	3%
Transport	2%	1%	2%	3%	1%	2%	1%
Liberties & freedom	1%	1%	1%	1%	1%	0%	3%
Family	1%	1%	0%	2%	1%	0%	0%
Other	4%	4%	4%	4%	5%	3%	4%
Don't know	1%	1%	1%	1%	1%	1%	1%
Nothing	3%	3%	3%	2%	5%	2%	2%

Question: If a general election were held today, what is the most important issue to you that would influence how you would vote? That issue could be about the parties, the leaders, local candidates, or international, national, county or local issues?

Base: Full sample

Table 3: Preferred Prime Minister – Voting Period, Strength & Intention

	2007 Total	Pre-Con.	Post-Con.	Soft Voters	Labour Voters	Conserv. Voters	Lib. Dem. Voters
Gordon Brown	47%	51%	42%	41%	80%	20%	44%
David Cameron	22%	20%	25%	16%	6%	56%	6%
Menzies Campbell	6%	5%	7%	4%	1%	3%	25%
Undecided/Neither	23%	21%	25%	37%	11%	19%	23%

Question: Thinking now about Gordon Brown the Leader of the Labour Party, David Cameron the leader of the Conservative Party, and Menzies Campbell the leader of the Liberal Democrats, - in your opinion who would make the better Prime Minister, Gordon Brown, David Cameron or Menzies Campbell?

Base: Full sample

Table 4a: Aided Voting Intention – Voting Period & 2005 Vote

	2007 Total	Pre-Con.	Post-Con.	2005 Labour Voters	2005 Conserv. Voters	2005 Lib. Dem. Voters	% Soft Voter
Labour	35%	36%	34%	73%	9%	23%	20%
Conservative	31%	29%	33%	11%	78%	9%	17%
Liberal Democrats	14%	14%	13%	5%	5%	55%	31%
Greens	3%	3%	3%	2%	0%	4%	58%
BNP	2%	1%	2%	1%	0%	1%	35%
Other	3%	2%	3%	1%	1%	2%	
Undecided/Refused	14%	14%	13%	7%	7%	6%	N/A

Question: In the next general election in your seat of <INSERT SEAT>, <INSERT LABOUR CANDIDATE> will be standing for the Labour Party, <INSERT CONSERVATIVE CANDIDATE> will be standing for the Conservative Party, <INSERT LIBERAL DEMOCRATS CANDIDATE> will be standing for the Liberal Democrats, and there will most likely be other candidates for the Greens, as well as Independents and minor parties. Given this, if the general election was being held today for your seat of <INSERT SEAT>, who would receive your vote; <INSERT LABOUR CANDIDATE> and the Labour Party, <INSERT CONSERVATIVE CANDIDATE> and the Conservative Party, <INSERT LIBERAL DEMOCRATS CANDIDATE> and the Liberal Democrats, or a Greens candidate, or an Independent or some other minor party or candidate?

Base: Full sample

Table 4b: 'Exhausted' Aided Voting Intention – Voting Period & 2005 Vote

	2007 Total	2005 Election	Pre-Conservative Conference	Post-Conservative Conference
Labour	39.8%	36.4%	42.4%	38.6%
Conservative	35.2%	35.7%	34.1%	37.5%
Liberal Democrats	15.9%	21.4%	16.5%	14.8%
Greens	3.4%	6.8%	3.5%	3.4%
BNP	2.3%		1.2%	2.3%
Other	3.4%		2.4%	3.4%

Question: In the next general election in your seat of <INSERT SEAT>, <INSERT LABOUR CANDIDATE> will be standing for the Labour Party, <INSERT CONSERVATIVE CANDIDATE> will be standing for the Conservative Party, <INSERT LIBERAL DEMOCRATS CANDIDATE> will be standing for the Liberal Democrats, and there will most likely be other candidates for the Greens, as well as Independents and minor parties. Given this, if the general election was being held today for your seat of <INSERT SEAT>, who would receive your vote; <INSERT LABOUR CANDIDATE> and the Labour Party, <INSERT CONSERVATIVE CANDIDATE> and the Conservative Party, <INSERT LIBERAL DEMOCRATS CANDIDATE> and the Liberal Democrats, or a Greens candidate, or an Independent or some other minor party or candidate?

Base: Those 'undecided' removed from 2007 to be directly comparable with 2005 election results

Table 5: Voting Influences – Voting Period, Strength & Intention

	2007 Total	Pre-Con.	Post-Con.	Soft Voters	Labour Voters	Conserv. Voters	Lib. Dem. Voters
Party as a whole	58%	54%	64%	55%	60%	59%	53%
Local Council	15%	15%	14%	17%	14%	13%	22%
Party leader	13%	14%	11%	13%	15%	15%	7%
Local Candidate	11%	13%	8%	9%	9%	10%	18%
Other	1%	0%	1%	0%	0%	1%	0%
Can't say/ Don't know	3%	3%	3%	5%	2%	3%	1%

Question: If a general election were held today, which one of the following would be the most important to you in determining your vote? The Local Candidate, the Party as a whole, the party's Leader or your Local Council?

Base: Full sample

Table 6a: Leader & Party Attributes (All Voters) – Ordered by Labour – Conservative Strengths

	Gordon Brown & Labour	David Cameron & Cons.	Menzies Campbell & Lib. Dem.	Someone else	Don't know
Is providing STRONG leadership	58%	20%	3%	2%	17%
Best for managing the economy	54%	19%	4%	3%	20%
Is best able to handle the current banking and credit crisis	49%	18%	2%	4%	27%
Is doing a good job	48%	17%	4%	4%	27%
Has a strong and united team	46%	21%	8%	3%	22%
Has done enough to deserve to win the next election	40%	21%	4%	3%	32%
Is performing well and communicating clearly	45%	26%	6%	3%	20%
Has the strongest candidate for your constituency	37%	19%	10%	4%	29%
Has policies that are detailed and well thought out	36%	21%	7%	3%	33%
Understands the needs of ordinary people	35%	21%	14%	5%	25%
Has honest and trustworthy leadership	32%	19%	12%	4%	32%
Understands the issues in your local area	26%	19%	13%	8%	35%
Is able to strengthen and improve the NHS	34%	27%	7%	3%	28%
Is able to strengthen and improve the education system	36%	30%	6%	3%	26%
Will stand up for the UK's interests	36%	33%	6%	5%	20%
Is providing VISIONARY leadership	33%	31%	8%	5%	24%
Best days are ahead of them, not behind them	35%	35%	10%	2%	17%
Will ease the financial pressures on me and my family	30%	30%	6%	4%	30%
Are offering realistic solutions on the environment	19%	25%	18%	7%	31%
Has views closest to my own on immigration	23%	30%	9%	7%	32%
Will cut taxes	14%	43%	6%	3%	33%

Question: Now I'm going to read you some phrases and characteristics other people we have interviewed have used to describe the political parties and their leaders in national politics. For each phrase or characteristic, please tell me whether you think each is a better description of Gordon Brown and the Labour Party, David Cameron and the Conservative Party, Menzies Campbell and the Liberal Democrats, or someone else.....

Base: Full sample

Table 6b: Leader & Party Attributes (Soft Voters) – Ordered by Labour – Conservative Strengths

	Gordon Brown & Labour	David Cameron & Cons.	Menzies Campbell & Lib. Dem.	Someone else	Don't know
Best for managing the economy	53%	14%	3%	4%	27%
Is providing STRONG leadership	56%	18%	4%	2%	20%
Is best able to handle the current banking and credit crisis	46%	16%	2%	4%	33%
Is doing a good job	43%	14%	4%	5%	35%
Has a strong and united team	42%	19%	8%	2%	29%
Is performing well and communicating clearly	40%	25%	5%	3%	26%
Has done enough to deserve to win the next election	33%	19%	4%	2%	43%
Has the strongest candidate for your constituency	30%	16%	11%	4%	39%
Has honest and trustworthy leadership	27%	15%	13%	5%	41%
Understands the needs of ordinary people	30%	19%	16%	5%	30%
Has policies that are detailed and well thought out	31%	20%	8%	3%	38%
Is able to strengthen and improve the education system	30%	25%	5%	5%	34%
Understands the issues in your local area	18%	18%	13%	7%	44%
Is able to strengthen and improve the NHS	25%	25%	6%	4%	39%
Will stand up for the UK's interests	29%	31%	7%	6%	28%
Is providing VISIONARY leadership	28%	31%	7%	6%	29%
Best days are ahead of them, not behind them	30%	34%	10%	2%	23%
Will ease the financial pressures on me and my family	23%	28%	6%	4%	39%
Has views closest to my own on immigration	17%	27%	9%	7%	40%
Are offering realistic solutions on the environment	12%	24%	18%	8%	38%
Will cut taxes	12%	38%	6%	5%	40%

Question: Now I'm going to read you some phrases and characteristics other people we have interviewed have used to describe the political parties and their leaders in national politics. For each phrase or characteristic, please tell me whether you think each is a better description of Gordon Brown and the Labour Party, David Cameron and the Conservative Party, Menzies Campbell and the Liberal Democrats, or someone else.....

Base: Soft voters

Table 6c: Leader & Party Attributes (Pre-Con. Conference) – Ordered by Labour – Con. Strengths

	Gordon Brown & Labour	David Cameron & Cons.	Menzies Campbell & Lib. Dem.	Someone else	Don't know
Is providing STRONG leadership	64%	14%	3%	2%	17%
Best for managing the economy	57%	15%	3%	3%	21%
Is best able to handle the current banking and credit crisis	54%	14%	2%	5%	26%
Has a strong and united team	51%	15%	8%	3%	23%
Is doing a good job	51%	15%	4%	4%	26%
Is performing well and communicating clearly	52%	18%	5%	4%	21%
Has done enough to deserve to win the next election	44%	15%	4%	4%	33%
Has policies that are detailed and well thought out	40%	16%	7%	3%	33%
Understands the needs of ordinary people	37%	17%	14%	5%	27%
Has the strongest candidate for your constituency	37%	19%	12%	4%	28%
Has honest and trustworthy leadership	35%	17%	13%	5%	31%
Is providing VISIONARY leadership	40%	24%	8%	5%	24%
Is able to strengthen and improve the NHS	38%	22%	6%	4%	30%
Is able to strengthen and improve the education system	39%	24%	6%	4%	28%
Will stand up for the UK's interests	40%	29%	7%	4%	21%
Best days are ahead of them, not behind them	39%	31%	10%	3%	18%
Will ease the financial pressures on me and my family	33%	25%	7%	5%	31%
Understands the issues in your local area	25%	17%	14%	9%	34%
Has views closest to my own on immigration	25%	26%	9%	7%	34%
Are offering realistic solutions on the environment	20%	22%	18%	7%	33%
Will cut taxes	15%	38%	7%	4%	36%

Question: Now I'm going to read you some phrases and characteristics other people we have interviewed have used to describe the political parties and their leaders in national politics. For each phrase or characteristic, please tell me whether you think each is a better description of Gordon Brown and the Labour Party, David Cameron and the Conservative Party, Menzies Campbell and the Liberal Democrats, or someone else.....

Base: Half sample (Pre-Conservative Conference)

Table 6d: Leader & Party Attributes (Post-Con. Conference) – Ordered by Labour – Con. Strengths

	Gordon Brown & Labour	David Cameron & Cons.	Menzies Campbell & Lib. Dem.	Someone else	Don't know
Best for managing the economy	50%	23%	5%	3%	20%
Is providing STRONG leadership	51%	27%	4%	2%	17%
Is doing a good job	43%	20%	5%	4%	28%
Is best able to handle the current banking and credit crisis	44%	22%	3%	3%	28%
Has the strongest candidate for your constituency	36%	19%	9%	4%	32%
Has a strong and united team	40%	28%	8%	2%	22%
Understands the issues in your local area	27%	20%	11%	7%	35%
Has honest and trustworthy leadership	29%	22%	11%	4%	33%
Has done enough to deserve to win the next election	35%	28%	3%	2%	32%
Understands the needs of ordinary people	32%	27%	14%	5%	23%
Has policies that are detailed and well thought out	31%	28%	7%	2%	32%
Is performing well and communicating clearly	36%	36%	7%	1%	19%
Is able to strengthen and improve the NHS	30%	34%	8%	3%	25%
Is able to strengthen and improve the education system	32%	37%	5%	3%	23%
Will stand up for the UK's interests	32%	38%	6%	6%	19%
Best days are ahead of them, not behind them	32%	40%	9%	2%	16%
Will ease the financial pressures on me and my family	26%	36%	6%	3%	30%
Are offering realistic solutions on the environment	17%	28%	17%	8%	29%
Is providing VISIONARY leadership	26%	39%	7%	4%	23%
Has views closest to my own on immigration	20%	34%	9%	8%	29%
Will cut taxes	14%	49%	5%	2%	30%

Question: Now I'm going to read you some phrases and characteristics other people we have interviewed have used to describe the political parties and their leaders in national politics. For each phrase or characteristic, please tell me whether you think each is a better description of Gordon Brown and the Labour Party, David Cameron and the Conservative Party, Menzies Campbell and the Liberal Democrats, or someone else.....

Base: Half sample (Post-Conservative Conference)

Table 6e: Gordon Brown & Labour Attributes (Pre & Post-Con. Conference) – Ordered by Gains

	Pre-Conservative Conference	Post-Conservative Conference
Understands the issues in your local area	25%	27%
Will cut taxes	15%	14%
Has the strongest candidate for your constituency	37%	36%
Are offering realistic solutions on the environment	20%	17%
Understands the needs of ordinary people	37%	32%
Has views closest to my own on immigration	25%	20%
Has honest and trustworthy leadership	35%	29%
Best for managing the economy	57%	50%
Best days are ahead of them, not behind them	39%	32%
Is able to strengthen and improve the education system	39%	32%
Will ease the financial pressures on me and my family	33%	26%
Is able to strengthen and improve the NHS	38%	30%
Will stand up for the UK's interests	40%	32%
Is doing a good job	51%	43%
Has done enough to deserve to win the next election	44%	35%
Has policies that are detailed and well thought out	40%	31%
Is best able to handle the current banking and credit crisis	54%	44%
Has a strong and united team	51%	40%
Is providing STRONG leadership	64%	51%
Is providing VISIONARY leadership	40%	26%
Is performing well and communicating clearly	52%	36%

Question: Now I'm going to read you some phrases and characteristics other people we have interviewed have used to describe the political parties and their leaders in national politics. For each phrase or characteristic, please tell me whether you think each is a better description of Gordon Brown and the Labour Party, David Cameron and the Conservative Party, Menzies Campbell and the Liberal Democrats, or someone else.....

Base: Full Sample

Table 6f: David Cameron & Conservative Attributes (Pre & Post-Con. Conference) – Ordered by Gains

	Pre-Conservative Conference	Post-Conservative Conference
Is performing well and communicating clearly	18%	36%
Is providing VISIONARY leadership	24%	39%
Has a strong and united team	15%	28%
Has done enough to deserve to win the next election	15%	28%
Is providing STRONG leadership	14%	27%
Is able to strengthen and improve the education system	24%	37%
Has policies that are detailed and well thought out	16%	28%
Is able to strengthen and improve the NHS	22%	34%
Will ease the financial pressures on me and my family	25%	36%
Will cut taxes	38%	49%
Understands the needs of ordinary people	17%	27%
Best days are ahead of them, not behind them	31%	40%
Will stand up for the UK's interests	29%	38%
Best for managing the economy	15%	23%
Has views closest to my own on immigration	26%	34%
Is best able to handle the current banking and credit crisis	14%	22%
Are offering realistic solutions on the environment	22%	28%
Is doing a good job	15%	20%
Has honest and trustworthy leadership	17%	22%
Understands the issues in your local area	17%	20%
Has the strongest candidate for your constituency	19%	19%

Question: Now I'm going to read you some phrases and characteristics other people we have interviewed have used to describe the political parties and their leaders in national politics. For each phrase or characteristic, please tell me whether you think each is a better description of Gordon Brown and the Labour Party, David Cameron and the Conservative Party, Menzies Campbell and the Liberal Democrats, or someone else.....

Base: Full sample