Local Income Tax
- The View from the doorstep

A summary of the key findings from a consultation of over 600 Liberal Democrat Campaigners

July 2005
Key findings

- Over 630 responses were received; vast majority of respondents had direct doorstep contact either as canvassers or deliverers and most were leading Liberal Democrat Campaigners and Councillors.

- Among both Labour and Conservative swing voters, our local income tax policy was viewed more positively than negatively.

- 67% of Conservative swing voters were either positive or neutral in their response. For Labour swing voters, this figure was over 80% - while this was of course higher, it was not drastically so.

- Council Tax was by far the most commonly raised issue in the campaign.

- 66% of people used Axe the Tax petition as a campaigning tool.

- 60% of people found the briefing material helpful on LIT policy, the majority of whom got their material from the campaigns department or ALDC.

- The findings are of course a “snapshot” of views. This poll was carried out by the LGA Lib Dem Group and ALDC following the May 2005 Local and General Elections. Please note that all figures have been rounded up (or down) to the nearest percentage point.
Background information

Type of Campaigning area:
County Council division 49%
Target seat – general 39%
Target seat - local 36%
Development seat 28%
Starred seat 12%

Were local or national issues more important?
Mix 48%
National 29%
Local 18%

Did you have both local and parliamentary candidates on your literature?
Not applicable – no local elections 28%
Usually together 58%
Usually separate 15%
# Issues raised on the doorstep

Top three issues that came up on the doorstep:
- Council Tax 70%
- Anti Social Behaviour 47%
- Iraq/Bush/Blair 42%

The next three issues:
- Immigration 30%
- Tony Blair 23%
- Specific local issues 22%

And the next three issues:
- Police 19.5%
- Charles Kennedy 17%
- Environment 17%

Number of times issues were used on Lib Dem leaflets:
(Note: Alongside local issues for the county elections where appropriate)

<table>
<thead>
<tr>
<th>Issue</th>
<th>All the time</th>
<th>60-100% of leaflets</th>
<th>20-60% of leaflets</th>
<th>0-20% of leaflets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council Tax</td>
<td>21%</td>
<td>45%</td>
<td>27%</td>
<td>7%</td>
</tr>
<tr>
<td>Patients First/Scraping targets</td>
<td>All the time</td>
<td>5%</td>
<td>22%</td>
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How positive was the reaction?

From voters deciding between Conservatives and Liberal Democrats (1=least positive, 10=most positive)

1 to 4: (less positive) 33%
5 and 6: (broadly a neutral factor) 32%
7 to 10: (more positive) 36%

From voters deciding between Labour and Liberal Democrats (1=least positive, 10=most positive)

1 to 4: (less positive) 17%
5 and 6: (broadly a neutral factor) 30%
7 to 10: (more positive) 53%

This document was prepared by the LGA Liberal Democrat Group office, based on a survey conducted by ALDC and the LGA Lib Dem Group. It is intended as a basis for further comments and discussion. Comments welcome to: rob.banks@lga.gov.uk or to ALDC.