



ICM Poll for The Guardian

Fieldwork dates: 23-25th April 2010

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method: Within each government office region, 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: 1,031

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status, number of cars in the household and whether or not the respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 36,000 random face-to-face interviews conducted annually.

The data were further weighted by declared votes in the 2005 general election. The weighting scheme is designed as follows:

Weighting by past votes

1. Respondents are asked whether they voted in the last general election and if they did, which party they voted for.

2. The sample is weighted by demographics (age, sex, tenure etc). However, after such weighting the declared past votes may not match, exactly, the results of the last election. Partly this is because demographics (by which ICM control the sample) are relatively poorly correlated with vote behaviour. Nevertheless past vote weighting has to be used with caution as some people genuinely forget how they voted. We cannot simply weight the data to the actual results last time.

3. ICM takes the declared past votes on any new poll and adds it to the 25 or so most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme.

4. ICM compares the declared past votes derived in 3) above to the actual result of the last general election and gives a weight of 80% to the results of the last election and 20% to the average of the most recent polls, thereby assuming that most of the difference can be attributed to political imbalance in the sample and to faulty recall.

Weighting for turnout

1. ICM ask respondents to say how likely it is that they will go and vote in a new general election using a ten points scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote.

2. We then weight people by their anticipated turnout. If someone is 10/10 certain to vote, they are given a weight of 1.0. If someone is 9/10 certain to vote they are given a weight of 0.9 etc. People who tell us they are likely to vote in the next General Election but did not vote in the last, are further down-weighted. If someone says they are 10/10 certain to vote but did not vote in 2005, they are given a weight of 0.5. If they say 9/10 certainty, the weight becomes 0.45 etc.

Voting intentions: ICM derives vote intentions from 2 questions.

First of all respondents are asked how likely it is that they would be to go and vote in a new election.

Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2005 and which party they voted for in that election. The vote figures shown in the table are calculated after ICM has excluded those who say they will not vote, refuse to answer the question or don't know who they would vote for. The figures are adjusted for turnout calculated accordingly to their stated intentions to vote.

In a further step, ICM add 50% of those who refuse to answer the vote intention question or say they don't know to the party they voted for in 2005.

The analysis by vote intention shown on each table is taken from table 1, ie before adjusting for refusers and don't knows.

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

Further enquiries: martin.boon@icmresearch.co.uk

British Polling Council: ICM is a member of the British Polling Council and abides by its rules. <http://www.britishpollingcouncil.org/>

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 1

Q.A Some people have said they will not vote in the General Election on May 6th, while others have said they will vote. I would like to know how certain it is that you will actually vote in the general election on May 6th?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No	
Unweighted base	1031	457	574	82	117	584	248	340	271	158	262	222	210	202	61	204	286	120	369	316	346	160	871	
Weighted base	1031	505	526	129	163	522	217	281	299	215	236	224	181	226	59	195	227	129	348	323	360	164	867	
Certain to vote	(10)	658	333	326	48	82	365	163	199	194	118	147	138	153	36	170	177	97	229	205	225	111	547	
		64%	66%	62%	37%	51%	70%	75%	71%	65%	55%	62%	76%	76%	68%	60%	87%	78%	75%	66%	64%	62%	68%	63%
	(9)	40	16	24	2	14	21	4	13	17	6	5	2	10	14	4	2	11	7	9	14	17	4	36
		4%	3%	4%	1%	9%	4%	2%	4%	6%	3%	2%	1%	6%	6%	8%	1%	5%	5%	3%	4%	5%	3%	4%
	(8)	73	30	43	14	11	33	15	17	13	21	22	11	9	4	13	15	13	22	26	25	9	64	
		7%	6%	8%	11%	7%	6%	7%	6%	4%	10%	9%	10%	6%	4%	7%	7%	10%	6%	8%	7%	6%	7%	
	(7)	40	23	17	11	7	19	3	6	12	15	8	8	6	10	2	3	8	3	16	9	15	4	36
		4%	5%	3%	9%	4%	4%	2%	2%	4%	7%	3%	4%	3%	4%	3%	2%	3%	3%	5%	3%	4%	2%	4%
	(6)	21	10	11	4	4	9	4	6	7	4	4	3	2	12	*	1	2	2	6	5	10	4	17
		2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	1%	1%	5%	1%	1%	1%	2%	2%	1%	3%	2%	2%
	(5)	73	36	37	13	23	29	9	16	21	27	10	8	10	22	8	3	6	2	20	25	29	13	61
		7%	7%	7%	10%	14%	5%	4%	6%	7%	12%	4%	4%	6%	10%	13%	1%	3%	2%	6%	8%	8%	8%	7%
	(4)	16	9	7	7	2	6	1	1	3	6	6	6	-	2	3	-	*	1	6	6	3	2	13
		2%	2%	1%	5%	1%	1%	1%	*	1%	3%	3%	3%	-	1%	6%	-	*	1%	2%	2%	1%	1%	2%
	(3)	11	3	8	5	1	3	2	7	3	-	2	-	3	2	2	-	1	-	6	1	4	1	11
		1%	1%	2%	4%	1%	1%	1%	2%	1%	-	1%	-	2%	1%	4%	-	1%	-	2%	*	1%	*	1%
	(2)	8	4	4	1	1	3	2	2	3	2	1	4	-	3	-	1	-	-	3	3	2	3	5
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	-	1%	-	1%	-	-	1%	1%	1%	2%	1%
Certain not to vote	(1)	83	38	44	24	15	30	12	12	25	16	30	-	-	-	-	1	5	3	31	25	27	12	70
		8%	8%	8%	19%	10%	6%	6%	4%	9%	7%	13%	-	-	-	-	*	2%	2%	9%	8%	7%	7%	8%
Refused		1	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
		*	*	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*
Don't know		7	1	6	-	2	3	2	2	2	-	2	-	-	-	-	-	1	1	1	3	2	1	6
		1%	*	1%	-	1%	1%	1%	1%	1%	-	1%	-	-	-	-	-	1%	1%	*	1%	1%	*	1%
Mean		8.30	8.38	8.23	6.53	7.79	8.69	8.82	8.76	8.35	7.96	8.03	9.17	9.26	8.83	8.43	9.61	9.30	9.27	8.27	8.34	8.31	8.37	8.29
Standard deviation		2.84	2.79	2.88	3.45	2.99	2.53	2.52	2.45	2.87	2.82	3.16	1.77	1.61	1.99	2.34	1.25	1.76	1.71	2.93	2.80	2.78	2.85	2.83
Standard error		0.09	0.13	0.12	0.38	0.28	0.11	0.16	0.13	0.17	0.22	0.20	0.12	0.11	0.14	0.30	0.09	0.10	0.16	0.15	0.16	0.15	0.23	0.10

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 2

Q.B The Conservatives, Labour, the Liberal Democrats and other parties are fighting the general election in your area.

Which party do you think you will vote for in the General Election on May 6th?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1031	457	574	82	117	584	248	340	271	158	262	222	210	202	61	204	286	120	369	316	346	160	871
Weighted base	1031	505	526	129	163	522	217	281	299	215	236	224	181	226	59	195	227	129	348	323	360	164	867
Conservative	224 22%	128 25%	97 18%	26 20%	20 12%	116 22%	63 29%	70 25%	62 21%	48 22%	45 19%	224 100%	-	-	-	131 67%	21 9%	8 6%	50 14%	79 24%	95 26%	49 30%	175 20%
Labour	181 18%	79 16%	101 19%	20 15%	29 18%	94 18%	37 17%	51 18%	57 19%	25 12%	48 20%	-	181 100%	-	-	3 1%	112 49%	7 6%	80 23%	57 18%	43 12%	23 14%	157 18%
Liberal Democrat/ Liberal	226 22%	129 26%	97 18%	33 26%	48 30%	116 22%	29 13%	68 24%	71 24%	52 24%	34 15%	-	-	226 100%	-	19 10%	38 17%	87 68%	69 20%	68 21%	88 24%	35 21%	191 22%
Scottish National Party/ SNP	14 1%	4 1%	10 2%	-	3 2%	11 2%	1 *	3 1%	5 2%	4 2%	3 1%	-	-	-	14 24%	2 1%	* *	2 1%	14 4%	-	-	-	14 2%
Plaid Cymru	2 *	2 *	-	-	-	2 *	-	-	-	-	2 1%	-	-	-	2 3%	1 *	-	-	-	2 1%	-	-	2 *
Green Party	15 1%	9 2%	6 1%	2 1%	3 2%	8 2%	2 1%	3 1%	4 1%	5 3%	2 1%	-	-	-	15 26%	1 1%	2 1%	2 2%	3 1%	4 1%	8 2%	2 1%	13 2%
UK Independence Party (UKIP)	17 2%	10 2%	8 1%	-	1 1%	9 2%	7 3%	5 2%	2 1%	6 3%	5 2%	-	-	-	17 29%	4 2%	2 1%	1 1%	5 1%	8 3%	5 1%	2 1%	16 2%
British National Party (BNP)	7 1%	3 1%	3 1%	-	-	5 1%	2 1%	2 1%	1 *	3 1%	2 1%	-	-	-	7 11%	1 *	3 1%	-	3 1%	2 1%	1 *	2 1%	5 1%
Other	4 *	2 *	2 *	2 1%	-	1 *	1 1%	-	4 1%	-	1 *	-	-	-	4 7%	2 1%	-	-	1 *	-	3 1%	-	4 *
Would not vote	83 8%	38 8%	44 8%	24 19%	15 10%	30 6%	12 6%	12 4%	25 9%	16 7%	30 13%	-	-	-	-	1 *	5 2%	3 2%	31 9%	25 8%	27 7%	12 7%	70 8%
Don't know	183 18%	63 13%	119 23%	19 15%	37 23%	93 18%	33 15%	45 16%	50 17%	47 22%	41 17%	-	-	-	-	26 13%	35 15%	18 14%	65 19%	53 16%	65 18%	31 19%	152 18%
Refused	76 7%	36 7%	39 7%	3 2%	5 3%	37 7%	30 14%	23 8%	18 6%	10 5%	25 11%	-	-	-	-	6 3%	9 4%	1 1%	26 8%	25 8%	25 7%	9 6%	67 8%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 3

Data derived from:-

Q.A Some people have said they will not vote in the General Election on May 6th, while others have said they will vote. I would like to know how certain it is that you will actually vote in the general election on May 6th?

Q.B The Conservatives, Labour, the Liberal Democrats and other parties are fighting the general election in your area.

Which party do you think you will vote for in the General Election on May 6th?

Data excludes those who definitely will not vote (8%), don't know who they would vote for (18%) or refuse to answer (7%)

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

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South	Yes	No
Unweighted base	576	278	297	24	56	353	143	207	156	80	134	187	181	160	48	164	210	94	206	182	188	90	486
Weighted base	543	289	254	37	76	306	124	167	159	103	114	182	146	171	45	157	168	102	185	171	186	88	455
Conservative	182	100	82	11	14	102	55	59	51	36	36	182	-	-	-	126	20	8	41	63	78	39	143
	33%	35%	32%	29%	19%	33%	44%	35%	32%	34%	31%	100%	-	-	-	81%	12%	8%	22%	37%	42%	44%	31%
Labour	146	68	78	9	22	79	35	43	45	20	38	-	146	-	3	108	7	68	45	32	21	125	
	27%	24%	30%	24%	30%	26%	28%	26%	28%	19%	33%	-	100%	-	2%	64%	6%	37%	26%	17%	24%	27%	
Liberal Democrat/ Liberal	171	97	73	17	35	96	24	55	52	36	29	-	-	171	19	35	83	54	51	66	26	145	
	31%	34%	29%	44%	46%	31%	19%	33%	32%	35%	25%	-	-	100%	12%	21%	82%	29%	30%	35%	29%	32%	
Scottish National Party/ SNP	14	4	9	-	3	10	1	3	4	4	3	-	-	-	14	2	*	2	14	-	-	-	14
	3%	1%	4%	-	3%	3%	1%	2%	3%	4%	2%	-	-	-	31%	1%	*	2%	7%	-	-	-	3%
Plaid Cymru	2	2	-	-	-	2	-	-	-	-	2	-	-	-	2	1	-	-	-	2	-	-	2
	*	1%	-	-	-	1%	-	-	-	-	2%	-	-	-	4%	1%	-	-	-	1%	-	-	*
Green Party	8	5	3	*	1	5	2	2	2	2	2	-	-	-	8	1	1	2	2	2	3	1	7
	1%	2%	1%	*	2%	1%	1%	1%	1%	2%	2%	-	-	-	18%	1%	1%	2%	1%	1%	2%	1%	2%
UK Independence Party (UKIP)	13	8	6	-	*	7	6	4	2	4	4	-	-	-	13	3	2	*	3	6	4	1	12
	2%	3%	2%	-	*	2%	5%	2%	1%	4%	3%	-	-	-	30%	2%	1%	*	2%	4%	2%	1%	3%
British National Party (BNP)	5	3	2	-	-	4	1	1	1	2	1	-	-	-	5	1	2	-	3	2	1	1	4
	1%	1%	1%	-	-	1%	1%	1%	*	2%	1%	-	-	-	12%	*	1%	-	2%	1%	*	1%	1%
Other	3	2	1	1	-	1	1	-	2	-	1	-	-	-	3	2	-	-	1	-	2	-	3
	1%	1%	1%	2%	-	*	1%	-	2%	-	*	-	-	-	7%	1%	-	-	*	-	1%	-	1%

Opinion Poll
CATI Fieldwork : April 23rd-25th 2010

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 782 respondents

	<u>Total</u>
Conservative	33%
Labour	28%
Liberal Democrat	30%
Other	8%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 5

Q.1 The General Election will be held on May 6th. Would you say you are tllcertain to vote for ... or is there a chance you might decide to vote for another party?

Base: All respondents expressing an intention to vote Conservative

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	222	112	110	15	14	123	70	81	60	35	46	222	-	-	-	137	23	8	50	76	96	47	175
Weighted base	224	128	97	26	20	116	63	70	62	48	45	224	-	-	-	131	21	8	50	79	95	49	175
Certain to vote for	186	105	81	12	14	102	57	63	50	34	39	186	-	-	-	117	14	8	38	68	80	41	144
	83%	82%	84%	46%	70%	88%	92%	90%	81%	71%	87%	83%	-	-	-	90%	67%	100%	76%	86%	84%	84%	82%
Might decide to vote for another party	39	23	16	14	6	14	5	7	12	14	6	39	-	-	-	14	7	-	12	11	16	8	31
	17%	18%	16%	54%	30%	12%	8%	10%	19%	29%	13%	17%	-	-	-	10%	33%	-	24%	14%	16%	16%	18%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 6

Q.1 The General Election will be held on May 6th. Would you say you are tllcertain to vote for ... or is there a chance you might decide to vote for another party?

Base: All respondents expressing an intention to vote Labour

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South	Yes	No
Unweighted base	210	91	119	14	24	126	46	69	60	23	58	-	210	-	-	3	149	8	99	62	49	28	182
Weighted base	181	79	101	20	29	94	37	51	57	25	48	-	181	-	-	3	112	7	80	57	43	23	157
Certain to vote for	124	54	70	7	20	69	28	34	37	14	38	-	124	-	-	2	84	5	57	37	30	16	107
	68%	68%	69%	34%	67%	73%	76%	68%	65%	58%	79%	-	68%	-	-	74%	75%	62%	71%	64%	69%	71%	68%
Might decide to vote for another party	56	25	31	13	10	25	8	16	20	10	10	-	56	-	-	1	28	3	23	20	13	6	50
	31%	31%	31%	66%	33%	27%	21%	31%	35%	42%	21%	-	31%	-	-	26%	25%	38%	29%	36%	30%	26%	32%
Don't know	1	1	-	-	-	-	1	1	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-
	*	1%	-	-	-	-	2%	2%	-	-	-	-	*	-	-	-	-	-	-	-	2%	3%	-

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 7

Q.1 The General Election will be held on May 6th. Would you say you are tllcertain to vote for ... or is there a chance you might decide to vote for another party?

Base: All respondents expressing an intention to vote Liberal Democrat

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	202	101	101	21	31	120	30	73	57	33	39	-	-	202	-	19	41	78	65	65	72	28	174
Weighted base	226	129	97	33	48	116	29	68	71	52	34	-	-	226	-	19	38	87	69	68	88	35	191
Certain to vote for	157	90	67	21	29	84	22	48	47	36	26	-	-	157	-	18	21	72	48	46	63	24	133
	69%	70%	69%	64%	61%	73%	76%	71%	66%	68%	75%	-	-	69%	-	93%	56%	83%	69%	67%	72%	70%	69%
Might decide to vote for another party	62	35	27	12	14	31	5	19	24	11	7	-	-	62	-	1	15	15	18	22	21	7	55
	27%	27%	27%	36%	28%	27%	18%	29%	34%	21%	19%	-	-	27%	-	4%	40%	17%	26%	33%	24%	20%	29%
Don't know	7	4	4	-	5	*	2	-	-	5	2	-	-	7	-	*	2	-	3	*	4	4	4
	3%	3%	4%	-	11%	*	6%	-	-	10%	6%	-	-	3%	-	2%	4%	-	5%	1%	4%	11%	2%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 8

Q.1 The General Election will be held on May 6th. Would you say you are tllcertain to vote for ... or is there a chance you might decide to vote for another party?

Base: All respondents expressing an intention to vote for another party

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	61	31	30	2	5	38	16	16	14	13	18	-	-	-	61	10	8	5	28	18	15	6	55
Weighted base	59	31	29	3	7	36	13	12	15	18	14	-	-	-	59	10	7	5	26	16	17	5	54
Certain to vote for	35 58%	20 66%	15 51%	- -	3 37%	23 64%	9 70%	7 57%	8 52%	9 51%	11 76%	- -	- -	- -	35 58%	6 66%	2 34%	1 19%	17 64%	9 52%	9 56%	2 37%	33 60%
Might decide to vote for another party	22 38%	10 32%	13 44%	3 100%	3 44%	12 34%	4 30%	5 43%	6 43%	8 41%	3 24%	- -	- -	- -	22 38%	3 34%	4 66%	4 81%	7 28%	8 48%	7 44%	3 63%	19 36%
Don't know	2 4%	1 2%	1 5%	- -	1 20%	1 2%	- -	- -	1 5%	1 8%	- -	- -	- -	- -	2 4%	- -	- -	- -	2 8%	- -	- -	- -	2 4%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 9

Q.2 Which party might you vote for instead of ...?**Base: All respondents expressing an intention to vote Conservative who might vote for another party**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	34	17	17	8	4	16	6	9	12	8	5	34	-	-	-	14	7	-	8	10	16	6	28
Weighted base	39	23	16	14	6	14	5	7	12	14	6	39	-	-	-	14	7	-	12	11	16	8	31
Conservative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Labour	5	4	1	4	-	1	-	1	-	1	3	5	-	-	-	1	1	-	-	-	5	2	3
	13%	16%	9%	27%	-	11%	-	18%	-	6%	54%	13%	-	-	-	6%	10%	-	-	-	33%	31%	9%
Liberal Democrat/ Liberal	18	10	8	2	5	7	4	3	5	8	2	18	-	-	-	8	5	-	5	7	6	4	13
	46%	42%	51%	18%	79%	52%	67%	46%	40%	56%	36%	46%	-	-	-	59%	69%	-	40%	59%	41%	54%	44%
Scottish National Party/SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	1	1	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1
	1%	2%	-	-	-	4%	-	-	5%	-	-	1%	-	-	-	-	-	-	5%	-	-	-	2%
UK Independence Party (UKIP)	4	3	1	3	-	1	-	-	4	-	-	4	-	-	-	-	1	-	2	-	2	-	4
	9%	11%	6%	21%	-	5%	-	-	30%	-	-	9%	-	-	-	10%	-	16%	-	11%	-	12%	
British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	2	-	-	-	2	-	1	1	-	-	2	-	-	-	1	1	-	-	-	2	-	2
	4%	7%	-	-	-	12%	-	13%	6%	-	-	4%	-	-	-	7%	10%	-	-	-	11%	-	5%
Don't know	10	5	5	5	1	2	2	2	2	5	1	10	-	-	-	4	-	-	5	4	1	1	9
	26%	20%	34%	35%	21%	16%	33%	24%	20%	39%	10%	26%	-	-	-	28%	-	-	44%	36%	4%	14%	29%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 10

Q.2 Which party might you vote for instead of ...?**Base: All respondents expressing an intention to vote Labour who might vote for another party**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South	Yes	No
Unweighted base	59	25	34	9	8	31	11	17	20	9	13	-	59	-	-	1	35	3	22	23	14	7	52
Weighted base	56	25	31	13	10	25	8	16	20	10	10	-	56	-	-	1	28	3	23	20	13	6	50
Conservative	11	5	5	3	2	3	3	4	1	2	4	-	11	-	-	1	3	1	4	5	2	1	9
	19%	22%	17%	24%	19%	12%	35%	27%	3%	21%	38%	-	19%	-	-	100%	12%	32%	16%	25%	16%	22%	19%
Labour	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Liberal Democrat/ Liberal	33	11	23	6	7	18	3	9	14	7	3	-	33	-	-	-	15	2	16	10	7	4	30
	59%	43%	72%	47%	68%	70%	35%	56%	69%	71%	33%	-	59%	-	-	-	55%	68%	67%	52%	58%	63%	59%
Scottish National Party/SNP	1	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-
	2%	3%	-	-	-	-	11%	-	-	8%	-	-	2%	-	-	-	3%	-	-	4%	-	14%	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	1	-	1	-	-	1	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1
	1%	-	2%	-	-	2%	-	4%	-	-	-	-	1%	-	-	-	2%	-	-	3%	-	-	1%
UK Independence Party (UKIP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	1	-	-	-	1	-	-	-	-	1	-	1	-	-	-	1	-	-	1	-	-	1
	2%	4%	-	-	-	4%	-	-	-	-	10%	-	2%	-	-	-	3%	-	-	5%	-	-	2%
Refused	1	1	-	-	-	1	-	1	-	-	-	-	1	-	-	-	1	-	1	-	-	-	1
	2%	4%	-	-	-	4%	-	5%	-	-	-	-	2%	-	-	-	3%	-	4%	-	-	-	2%
Don't know	9	6	3	4	1	2	1	2	5	-	2	-	9	-	-	-	6	-	3	2	3	-	9
	15%	24%	8%	29%	13%	8%	19%	13%	23%	-	19%	-	15%	-	-	-	21%	-	13%	11%	26%	-	17%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 11

Q.2 Which party might you vote for instead of ...?**Base: All respondents expressing an intention to vote Liberal Democrat who might vote for another party**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal		
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South	Yes	No
Unweighted base	58	29	29	7	11	33	7	21	20	9	8	-	-	58	-	1	18	14	20	21	17	8	50
Weighted base	62	35	27	12	14	31	5	19	24	11	7	-	-	62	-	1	15	15	18	22	21	7	55
Conservative	19	12	6	5	3	10	1	6	7	4	2	-	-	19	-	-	2	5	1	6	11	-	19
	30%	35%	23%	40%	19%	32%	27%	30%	27%	38%	29%	-	-	30%	-	-	13%	34%	5%	28%	55%	-	34%
Labour	20	11	9	3	4	12	1	7	8	4	2	-	-	20	-	-	8	1	7	7	6	3	17
	33%	33%	32%	29%	30%	39%	12%	36%	31%	33%	25%	-	-	33%	-	-	53%	7%	36%	33%	29%	46%	31%
Liberal Democrat/ Liberal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish National Party/SNP	1	-	1	-	-	*	*	1	-	-	-	-	-	1	-	-	*	-	1	-	-	-	1
	2%	-	3%	-	-	2%	9%	5%	-	-	-	-	-	2%	-	-	3%	-	5%	-	-	-	2%
Plaid Cymru	1	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-	1	-	-	1
	2%	3%	-	-	-	-	22%	-	5%	-	-	-	-	2%	-	-	7%	-	5%	-	-	-	2%
Green Party	8	7	1	2	5	2	-	3	5	-	-	-	-	8	-	-	1	4	6	1	2	1	7
	14%	21%	4%	13%	34%	7%	-	16%	21%	-	-	-	-	14%	-	-	8%	29%	30%	6%	7%	16%	13%
UK Independence Party (UKIP)	2	-	2	-	-	2	-	-	-	1	1	-	-	2	-	-	-	1	1	1	-	1	1
	3%	-	6%	-	-	5%	-	-	-	9%	9%	-	-	3%	-	-	-	4%	6%	3%	-	15%	1%
British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	1
	2%	3%	-	-	-	3%	-	-	-	-	16%	-	-	2%	-	-	-	7%	-	5%	-	-	2%
Don't know	10	2	8	2	2	4	2	2	4	2	1	-	-	10	-	1	2	3	3	5	2	1	8
	16%	5%	30%	18%	17%	12%	31%	12%	16%	20%	20%	-	-	16%	-	100%	15%	19%	17%	21%	9%	22%	15%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 12

Q.2 Which party might you vote for instead of ...?**Base: All respondents expressing an intention to vote for another party who might vote for different party**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	21	9	12	2	2	13	4	6	5	6	4	-	-	-	21	3	6	4	8	7	6	3	18
Weighted base	22	10	13	3	3	12	4	5	6	8	3	-	-	-	22	3	4	4	7	8	7	3	19
Conservative	5 20%	5 47%	- -	- -	- -	3 29%	1 29%	1 28%	- -	1 15%	2 60%	- -	- -	- -	5 20%	3 100%	* 10%	- -	* 6%	3 38%	1 16%	1 31%	4 19%
Labour	2 10%	- -	2 18%	- -	- -	2 19%	- -	1 17%	- -	1 13%	* 12%	- -	- -	- -	2 10%	- -	1 31%	1 24%	2 31%	- -	- -	- -	2 12%
Liberal Democrat/ Liberal	7 33%	3 34%	4 32%	- -	- -	6 46%	2 48%	2 38%	2 26%	3 38%	1 27%	- -	- -	- -	7 33%	- -	2 42%	3 76%	4 51%	2 29%	1 20%	1 41%	6 32%
Scottish National Party/SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	1 3%	- -	1 6%	- -	- -	1 6%	- -	- -	- -	1 10%	- -	- -	- -	- -	1 3%	- -	1 17%	- -	- -	1 10%	- -	- -	1 4%
UK Independence Party (UKIP)	2 8%	- -	2 14%	2 50%	- -	- -	- -	- -	2 27%	- -	- -	- -	- -	- -	2 8%	- -	- -	- -	- -	- -	2 24%	- -	2 9%
British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	6 25%	2 18%	4 30%	2 50%	3 100%	- -	1 23%	1 17%	3 46%	2 24%	- -	- -	- -	- -	6 25%	- -	- -	- -	1 12%	2 23%	3 40%	1 28%	5 25%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 13

Q.3 I would like to read out some things people have said about the Liberal Democrats. For each one I read out please say whether you agree or disagree?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1031	457	574	82	117	584	248	340	271	158	262	222	210	202	61	204	286	120	369	316	346	160	871
Weighted base	1031	505	526	129	163	522	217	281	299	215	236	224	181	226	59	195	227	129	348	323	360	164	867
<u>I can imagine them in government with Nick Clegg as Prime Minister</u>																							
Agree	416	207	210	68	78	210	61	110	132	89	85	35	56	181	17	52	83	85	140	123	154	62	354
	40%	41%	40%	52%	48%	40%	28%	39%	44%	42%	36%	16%	31%	80%	29%	27%	37%	66%	40%	38%	43%	38%	41%
Disagree	568	277	291	54	77	289	148	160	155	109	144	187	124	40	36	138	139	41	195	189	184	98	470
	55%	55%	55%	42%	47%	55%	68%	57%	52%	50%	61%	83%	69%	18%	60%	71%	61%	32%	56%	58%	51%	60%	54%
Don't know	47	22	26	7	8	23	9	11	12	17	7	3	*	5	6	5	5	3	13	12	22	4	43
	5%	4%	5%	6%	5%	4%	4%	4%	4%	8%	3%	1%	*	2%	10%	3%	2%	2%	4%	4%	6%	2%	5%
<u>They are more a protest vote than a party that stands for things</u>																							
Agree	430	223	208	62	75	209	85	105	111	109	105	117	87	86	17	85	111	35	128	150	152	77	353
	42%	44%	40%	48%	46%	40%	39%	38%	37%	51%	44%	52%	48%	38%	28%	44%	49%	27%	37%	46%	42%	47%	41%
Disagree	521	258	263	58	75	276	112	155	163	89	114	99	87	135	37	97	106	90	188	151	181	78	443
	51%	51%	50%	45%	46%	53%	51%	55%	55%	41%	48%	44%	48%	60%	63%	50%	47%	70%	54%	47%	50%	47%	51%
Don't know	80	24	56	9	13	37	21	21	24	17	18	8	7	5	5	13	9	4	31	22	26	9	70
	8%	5%	11%	7%	8%	7%	9%	7%	8%	8%	7%	3%	4%	2%	9%	7%	4%	3%	9%	7%	7%	6%	8%
<u>They represent something new and different</u>																							
Agree	594	287	306	83	108	297	106	160	176	136	121	87	100	198	27	82	129	104	202	179	213	96	498
	58%	57%	58%	64%	66%	57%	49%	57%	59%	63%	51%	39%	56%	88%	46%	42%	57%	80%	58%	55%	59%	58%	57%
Disagree	382	200	182	35	44	204	98	112	104	66	99	133	76	22	29	107	93	23	124	129	130	65	317
	37%	40%	35%	27%	27%	39%	45%	40%	35%	31%	42%	59%	42%	10%	50%	55%	41%	18%	36%	40%	36%	40%	37%
Don't know	55	18	38	11	10	20	13	9	18	12	16	5	4	5	3	6	5	3	22	16	17	3	52
	5%	3%	7%	9%	6%	4%	6%	3%	6%	6%	7%	2%	2%	2%	4%	3%	2%	2%	6%	5%	5%	2%	6%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 13

Q.3 I would like to read out some things people have said about the Liberal Democrats. For each one I read out please say whether you agree or disagree?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Weighted base	1031	505	526	129	163	522	217	281	299	215	236	224	181	226	59	195	227	129	348	323	360	164	867
<u>Knowing that more people are considering voting for them encourages me to do the same</u>																							
Agree	323	172	151	44	65	164	50	74	89	82	79	36	47	111	16	33	72	59	110	102	111	65	258
	31%	34%	29%	34%	40%	31%	23%	26%	30%	38%	33%	16%	26%	49%	27%	17%	32%	45%	32%	32%	31%	40%	30%
Disagree	663	317	347	81	91	338	153	197	193	129	144	186	131	112	40	155	148	69	220	210	233	97	566
	64%	63%	66%	63%	56%	65%	70%	70%	65%	60%	61%	83%	73%	50%	67%	79%	65%	53%	63%	65%	65%	59%	65%
Don't know	45	16	29	4	7	20	14	10	17	5	13	2	2	2	4	7	6	2	18	10	16	2	43
	4%	3%	5%	3%	4%	4%	7%	4%	6%	2%	6%	1%	1%	1%	6%	4%	3%	1%	5%	3%	5%	1%	5%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 14

Q.4 Irrespective of which party you yourself support, which team do you think is better able to manage the economy properly?**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1031	457	574	82	117	584	248	340	271	158	262	222	210	202	61	204	286	120	369	316	346	160	871
Weighted base	1031	505	526	129	163	522	217	281	299	215	236	224	181	226	59	195	227	129	348	323	360	164	867
Gordon Brown and Alistair Darling	302 29%	134 27%	168 32%	45 35%	45 28%	149 29%	62 29%	83 29%	87 29%	57 27%	75 32%	8 4%	147 82%	48 21%	19 32%	13 7%	125 55%	27 21%	131 38%	84 26%	87 24%	38 23%	264 30%
David Cameron and George Osborne	309 30%	176 35%	133 25%	41 32%	32 19%	157 30%	79 36%	90 32%	80 27%	75 35%	63 27%	197 88%	11 6%	17 7%	14 24%	137 71%	35 16%	18 14%	75 22%	111 34%	122 34%	63 38%	246 28%
Nick Clegg and Vince Cable	239 23%	131 26%	108 21%	29 22%	48 29%	126 24%	36 17%	64 23%	78 26%	52 24%	45 19%	10 5%	15 8%	149 66%	12 21%	26 13%	41 18%	74 58%	83 24%	72 22%	84 23%	42 26%	196 23%
Refused	13 1%	8 2%	5 1%	1 1%	- -	9 2%	3 1%	1 *	4 1%	4 2%	4 2%	- -	- -	- -	1 1%	- -	2 1%	- -	3 1%	7 2%	3 1%	1 1%	11 1%
Don't know	169 16%	57 11%	112 21%	13 10%	39 24%	80 15%	37 17%	43 15%	49 17%	27 12%	50 21%	9 4%	8 4%	12 5%	13 22%	18 9%	23 10%	10 8%	55 16%	49 15%	64 18%	19 12%	149 17%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 15

Q.5 Which of these views comes closest to your own?**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1031	457	574	82	117	584	248	340	271	158	262	222	210	202	61	204	286	120	369	316	346	160	871
Weighted base	1031	505	526	129	163	522	217	281	299	215	236	224	181	226	59	195	227	129	348	323	360	164	867
The government should begin to cut spending now to start to reduce the overall level of government debt.	520 50%	245 48%	275 52%	69 54%	71 44%	258 49%	121 56%	140 50%	153 51%	116 54%	111 47%	162 72%	59 33%	95 42%	30 51%	127 65%	91 40%	60 47%	160 46%	175 54%	185 51%	90 55%	430 50%
The government should maintain present spending at or near present levels because the recovery is too fragile.	453 44%	239 47%	214 41%	60 46%	79 49%	233 45%	81 37%	126 45%	134 45%	90 42%	103 44%	53 24%	114 63%	122 54%	27 46%	59 30%	128 57%	62 48%	168 48%	132 41%	153 43%	68 41%	385 44%
Don't know	58 6%	21 4%	37 7%	- -	12 7%	31 6%	15 7%	15 5%	12 4%	9 4%	22 9%	9 4%	7 4%	8 4%	2 3%	9 5%	8 4%	7 6%	20 6%	16 5%	22 6%	6 4%	52 6%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 16

Q.6 Irrespective of which party you yourself support, which political party leader do you think...?

Is campaigning best for the votes of people like you

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1031	457	574	82	117	584	248	340	271	158	262	222	210	202	61	204	286	120	369	316	346	160	871
Weighted base	1031	505	526	129	163	522	217	281	299	215	236	224	181	226	59	195	227	129	348	323	360	164	867
David Cameron	303 29%	176 35%	127 24%	46 36%	34 21%	141 27%	81 37%	77 27%	93 31%	67 31%	66 28%	170 76%	17 9%	18 8%	11 19%	126 65%	37 16%	14 11%	72 21%	105 32%	127 35%	56 34%	247 28%
Gordon Brown	173 17%	61 12%	111 21%	27 21%	26 16%	79 15%	41 19%	44 16%	44 15%	28 13%	58 24%	1 1%	104 57%	14 6%	11 18%	3 2%	77 34%	10 8%	81 23%	48 15%	44 12%	17 11%	155 18%
Nick Clegg	391 38%	217 43%	174 33%	42 33%	76 47%	218 42%	55 25%	127 45%	111 37%	85 40%	68 29%	44 20%	50 28%	177 78%	22 36%	47 24%	92 40%	90 70%	136 39%	124 38%	131 36%	69 42%	322 37%
None of them	70 7%	24 5%	46 9%	8 7%	9 5%	37 7%	16 7%	11 4%	23 8%	15 7%	21 9%	4 2%	4 2%	6 3%	11 19%	4 2%	9 4%	4 3%	23 7%	22 7%	25 7%	8 5%	62 7%
Don't know	95 9%	27 5%	67 13%	5 4%	18 11%	46 9%	25 11%	22 8%	28 9%	21 10%	23 10%	4 2%	6 3%	11 5%	4 7%	14 7%	12 5%	10 8%	37 11%	24 8%	33 9%	14 8%	81 9%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 17

Q.6 Irrespective of which party you yourself support, which political party leader do you think...?

Is likely to prove the most competent prime minister

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1031	457	574	82	117	584	248	340	271	158	262	222	210	202	61	204	286	120	369	316	346	160	871
Weighted base	1031	505	526	129	163	522	217	281	299	215	236	224	181	226	59	195	227	129	348	323	360	164	867
David Cameron	364	205	159	51	38	179	95	105	106	78	75	213	13	31	12	157	41	16	89	127	148	76	288
	35%	41%	30%	40%	23%	34%	44%	37%	35%	36%	32%	95%	7%	14%	20%	81%	18%	13%	26%	39%	41%	46%	33%
Gordon Brown	296	129	167	37	52	148	59	86	79	54	77	4	145	45	17	9	130	23	122	95	79	41	255
	29%	26%	32%	29%	32%	28%	27%	31%	26%	25%	33%	2%	80%	20%	29%	5%	57%	18%	35%	29%	22%	25%	29%
Nick Clegg	227	117	110	30	45	117	35	58	67	55	47	3	19	135	16	17	37	72	85	62	80	33	195
	22%	23%	21%	23%	28%	22%	16%	21%	23%	26%	20%	2%	11%	60%	26%	9%	16%	56%	24%	19%	22%	20%	22%
None of them	45	18	27	2	7	27	8	10	15	5	14	1	2	2	8	3	3	2	16	13	15	4	41
	4%	4%	5%	1%	4%	5%	4%	3%	5%	2%	6%	*	1%	1%	13%	1%	2%	2%	5%	4%	4%	2%	5%
Don't know	99	36	63	9	22	49	19	22	31	23	22	2	1	13	7	9	16	15	36	25	38	10	89
	10%	7%	12%	7%	13%	9%	9%	8%	10%	11%	10%	1%	1%	6%	12%	5%	7%	11%	10%	8%	10%	6%	10%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 18

Q.6 Irrespective of which party you yourself support, which political party leader do you think...?

Is likely to move Britain in the right direction

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1031	457	574	82	117	584	248	340	271	158	262	222	210	202	61	204	286	120	369	316	346	160	871
Weighted base	1031	505	526	129	163	522	217	281	299	215	236	224	181	226	59	195	227	129	348	323	360	164	867
David Cameron	362	196	166	49	36	178	98	100	99	88	74	217	11	18	14	157	37	17	97	121	144	75	287
	35%	39%	32%	38%	22%	34%	45%	35%	33%	41%	31%	97%	6%	8%	24%	80%	16%	13%	28%	37%	40%	45%	33%
Gordon Brown	261	114	147	30	35	138	58	71	72	42	77	2	146	28	18	7	122	24	116	76	69	27	235
	25%	23%	28%	23%	21%	26%	27%	25%	24%	19%	32%	1%	81%	13%	30%	4%	54%	18%	33%	24%	19%	16%	27%
Nick Clegg	263	147	116	35	62	134	32	70	85	59	49	3	16	171	14	21	47	78	87	82	94	44	220
	26%	29%	22%	27%	38%	26%	15%	25%	29%	27%	21%	1%	9%	76%	24%	11%	21%	60%	25%	25%	26%	27%	25%
None of them	48	16	32	3	9	31	5	15	13	8	12	1	5	3	7	2	7	2	18	14	17	7	41
	5%	3%	6%	2%	6%	6%	2%	5%	4%	4%	5%	*	3%	1%	12%	1%	3%	2%	5%	4%	5%	5%	5%
Don't know	96	31	65	12	20	41	23	25	29	19	24	2	3	5	6	8	15	8	29	31	36	12	84
	9%	6%	12%	9%	12%	8%	11%	9%	10%	9%	10%	1%	2%	2%	10%	4%	7%	6%	8%	10%	10%	7%	10%

Opinion Poll

CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 19

Q.6 Irrespective of which party you yourself support, which political party leader do you think...?

Is more about marketing and spin than substance

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1031	457	574	82	117	584	248	340	271	158	262	222	210	202	61	204	286	120	369	316	346	160	871
Weighted base	1031	505	526	129	163	522	217	281	299	215	236	224	181	226	59	195	227	129	348	323	360	164	867
David Cameron	454	236	218	57	87	229	81	142	135	90	87	68	107	137	27	64	121	64	163	139	152	83	371
	44%	47%	41%	44%	53%	44%	37%	50%	45%	42%	37%	30%	59%	61%	46%	33%	53%	49%	47%	43%	42%	50%	43%
Gordon Brown	249	120	129	30	32	127	60	62	79	48	60	86	43	35	14	68	49	36	79	73	97	33	216
	24%	24%	24%	23%	20%	24%	28%	22%	26%	23%	25%	38%	24%	15%	24%	35%	22%	28%	23%	23%	27%	20%	25%
Nick Clegg	179	98	81	24	18	103	33	50	40	50	39	57	21	39	12	43	36	17	58	63	58	34	145
	17%	19%	15%	19%	11%	20%	15%	18%	13%	23%	17%	26%	12%	17%	21%	22%	16%	13%	17%	19%	16%	21%	17%
None of them	22	9	13	3	1	13	6	3	4	3	12	1	1	-	1	2	2	1	4	7	10	-	22
	2%	2%	2%	2%	1%	2%	3%	1%	1%	1%	5%	*	1%	-	1%	1%	1%	1%	1%	2%	3%	-	3%
Don't know	127	42	86	15	24	51	37	24	40	24	38	12	8	15	5	18	18	12	44	40	43	14	113
	12%	8%	16%	12%	15%	10%	17%	9%	14%	11%	16%	5%	4%	7%	8%	9%	8%	9%	13%	13%	12%	9%	13%

Opinion Poll
CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 20
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1031	1031
Weighted base		1031	1031
<u>Gender</u>			
Male		457 44%	505 49%
Female		574 56%	526 51%
<u>Age</u>			
18-24	(21)	82 8%	129 13%
25-34	(29.5)	117 11%	163 16%
35-44	(39.5)	201 19%	196 19%
45-54	(49.5)	196 19%	171 17%
55-64	(59.5)	187 18%	154 15%
65+	(70)	248 24%	217 21%
Average age		49.76	46.69

Opinion Poll
CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 20
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1031	1031
<u>Social Grade</u>		
AB	340 33%	281 27%
C1	271 26%	299 29%
C2	158 15%	215 21%
DE	262 25%	236 23%
<u>Region</u>		
North	369 36%	348 34%
Midlands	316 31%	323 31%
South	346 34%	360 35%

Opinion Poll
CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 20
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1031	1031
<u>Working status</u>		
Full-time	396 38%	447 43%
Part-time	166 16%	124 12%
Not working but seeking work or temporarily unemployed/sick	41 4%	48 5%
Not working/not seeking work	46 4%	55 5%
Retired	315 31%	274 27%
Student	38 4%	57 6%
Refused	29 3%	26 3%

Opinion Poll
CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 20
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1031	1031
<u>Tenure</u>		
Own outright	385 37%	346 34%
Own with a mortgage	362 35%	353 34%
Council	86 8%	128 12%
Housing Assoc.	43 4%	39 4%
Rented from someone else	104 10%	116 11%
Rent free	6 1%	5 *
Refused	45 4%	44 4%

Opinion Poll
CATI Fieldwork : April 23rd-25th 2010

Absolutes/col percents

Table 21
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1031	1031
Weighted base	1031	1031
Conservative	204 20%	195 19%
Labour	286 28%	227 22%
Liberal Democrat/ Liberal	120 12%	129 13%
Scottish National Party/SNP	24 2%	22 2%
Plaid Cymru	1 *	1 *
Green Party	8 1%	5 *
UK Independence Party (UKIP)	15 1%	12 1%
British National Party (BNP)	5 *	4 *
Others	2 *	3 *
Did not vote	273 26%	342 33%
Refused	61 6%	61 6%
Don't know	32 3%	31 3%