

ICM Post Debate Poll for The Guardian

Fieldwork dates: 29th April 2010

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+ in GB

Sampling Method: Within Great Britain, 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: 510 adults aged 18+

Data weighting: *ICM Research interviewed a random sample of 510 people by telephone on 29th April 2010. ICM re-interviewed people who had previously been selected at random on a recent telephone omnibus and had told us they would be watching the third live TV debate. All agreed to be spoken to again. The sample has been weighted to the profile of all people selected at random who previously stated they would be watching the debate.*

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/>

Post Leaders' Debate Poll 3

Fieldwork: 29th April 2010

Absolutes/col percents

Table 1

Q.2 Putting aside your own party preference and only basing your answer on what you saw or heard during the debate, as far as you are concerned which one of the three leaders do you think won the debate?

Base: All respondents

	Gender			Age			Social Class				Voting Intention					Vote In 2005 General Election			Region			
	Total	Male	Female	18-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Dk/ ref	Will not vote	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	510	211	299	80	292	138	206	139	50	115	155	129	77	24	115	10	147	162	78	143	175	192
Weighted base	510	250	260	103	278	128	173	133	71	133	131	131	66	25	126	30	132	163	71	144	179	187
David Cameron for the Conservatives	176 35%	87 35%	89 34%	29 28%	101 36%	46 36%	68 39%	40 30%	26 37%	42 32%	100 76%	8 6%	15 22%	9 35%	36 28%	9 31%	91 69%	24 14%	15 21%	41 29%	61 34%	73 39%
Gordon Brown for Labour	150 29%	78 31%	72 28%	37 35%	71 26%	42 33%	42 24%	41 31%	17 24%	49 37%	5 4%	81 62%	12 18%	5 21%	34 27%	12 40%	5 4%	83 51%	18 25%	52 36%	50 28%	48 26%
Nick Clegg for the Liberal Democrats	136 27%	64 26%	72 28%	28 27%	81 29%	28 21%	47 27%	41 31%	21 29%	28 21%	19 14%	28 21%	35 54%	7 27%	41 32%	6 21%	23 18%	36 22%	32 45%	39 27%	49 27%	49 26%
Nobody won	37 7%	18 7%	19 7%	10 10%	19 7%	8 6%	13 7%	10 8%	5 7%	9 7%	5 4%	10 8%	4 5%	4 17%	11 9%	2 8%	9 7%	16 10%	5 7%	8 6%	16 9%	12 7%
Don't know	11 2%	3 1%	8 3%	- -	6 2%	4 3%	3 2%	1 1%	2 3%	4 3%	3 2%	4 3%	- -	- -	4 3%	- -	4 3%	5 3%	2 2%	3 2%	3 2%	5 2%

Post Leaders' Debate Poll 3

Fieldwork: 29th April 2010

Absolutes/col percents

Table 2

Q.3 Based on what you saw or heard in the debate, have you changed your mind about who to vote for, or had you already made up your mind and the debate makes no difference to how you intend to vote?

Base: All respondents

	Gender		Age			Social Class				Voting Intention						Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Dk/ ref	Will not vote	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	510	211	299	80	292	138	206	139	50	115	155	129	77	24	115	10	147	162	78	143	175	192
Weighted base	510	250	260	103	278	128	173	133	71	133	131	131	66	25	126	30	132	163	71	144	179	187
Changed mind	79 15%	37 15%	42 16%	8 7%	52 19%	19 15%	27 16%	17 13%	9 12%	26 20%	16 12%	16 12%	5 8%	6 22%	27 21%	9 29%	12 9%	26 16%	10 15%	24 17%	34 19%	21 11%
Already made up mind	390 77%	194 78%	196 75%	88 85%	205 74%	98 76%	129 74%	110 83%	52 73%	99 75%	106 81%	106 81%	57 87%	16 63%	84 67%	21 71%	105 80%	124 76%	54 76%	103 72%	131 73%	156 84%
Don't know	41 8%	19 8%	22 8%	8 8%	21 8%	11 9%	17 10%	6 4%	10 15%	8 6%	9 7%	9 7%	3 5%	4 15%	15 12%	-	15 11%	13 8%	7 9%	16 11%	15 8%	9 5%

Post Leaders' Debate Poll 3

Fieldwork: 29th April 2010

Absolutes/col percents

Table 3

Q.4 Who are you now likely to vote for in the General Election on May 6th?**Base: All respondents who have changed their minds**

	Gender			Age			Social Class				Voting Intention					Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Dk/ ref	Will not vote	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	76	29	47	7	52	17	33	18	6	19	18	18	7	5	25	3	12	28	11	24	29	23
Weighted base	79	37	42	8	52	19	27	17	9	26	16	16	5	6	27	9	12	26	10	24	34	21
Conservative	12 15%	5 15%	7 16%	1 15%	9 17%	2 12%	5 19%	2 11%	4 48%	1 4%	7 46%	1 5%	1 13%	-	3 12%	-	2 20%	2 9%	1 6%	3 12%	6 17%	4 17%
Labour	26 33%	10 27%	16 37%	3 35%	15 28%	8 44%	8 29%	5 28%	1 15%	12 45%	3 21%	10 61%	-	1 23%	6 21%	5 61%	-	15 57%	2 24%	11 44%	12 34%	4 17%
Liberal Democrat	30 38%	17 46%	14 32%	2 23%	22 42%	7 34%	12 43%	4 25%	3 37%	11 42%	5 32%	4 22%	4 74%	2 36%	12 45%	4 39%	7 56%	8 29%	5 46%	7 27%	15 43%	9 44%
Other party	3 4%	1 3%	2 4%	1 13%	1 2%	1 4%	1 3%	1 6%	-	1 5%	-	-	-	2 41%	1 3%	-	1 6%	1 5%	-	1 4%	-	2 9%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	4 5%	3 9%	1 2%	-	4 8%	-	1 4%	3 19%	-	-	-	-	-	-	4 16%	-	1 10%	-	-	2 10%	-	2 10%
Don't know	4 5%	-	4 8%	1 14%	2 3%	1 5%	1 3%	2 11%	-	1 4%	-	2 12%	1 13%	-	1 4%	-	1 8%	-	3 25%	1 3%	2 6%	1 3%

Post Leaders' Debate Poll 3

Fieldwork: 29th April 2010

Absolutes/col percents

Table 4

Q.5 Based on their performance in the debate, which one of the three do you think would make the best Prime Minister for Britain?

Base: All respondents

	Gender		Age			Social Class				Voting Intention						Vote In 2005 General Election			Region			
	Total	Male	Fe-male	18-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Dk/ ref	Will not vote	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	510	211	299	80	292	138	206	139	50	115	155	129	77	24	115	10	147	162	78	143	175	192
Weighted base	510	250	260	103	278	128	173	133	71	133	131	131	66	25	126	30	132	163	71	144	179	187
Gordon Brown	186	89	97	47	95	44	57	57	20	51	3	104	11	11	44	12	4	102	19	64	62	59
	36%	35%	37%	45%	34%	34%	33%	43%	28%	38%	2%	79%	17%	42%	35%	40%	3%	63%	27%	45%	34%	32%
David Cameron	179	84	94	27	100	51	64	38	34	43	112	9	10	9	33	6	102	26	11	41	54	83
	35%	34%	36%	26%	36%	40%	37%	29%	47%	32%	85%	7%	15%	36%	26%	20%	77%	16%	15%	29%	30%	45%
Nick Clegg	118	67	51	28	69	21	42	31	15	29	12	14	43	5	33	10	19	24	38	27	53	38
	23%	27%	20%	27%	25%	16%	24%	23%	22%	22%	9%	11%	65%	21%	26%	33%	15%	15%	53%	19%	29%	20%
None of them	13	7	6	1	4	8	5	1	-	7	3	-	-	-	8	2	3	5	1	6	4	4
	3%	3%	2%	1%	1%	6%	3%	1%	-	5%	2%	-	-	-	6%	8%	2%	3%	1%	4%	2%	2%
Don't know	15	4	11	-	10	5	5	5	2	3	2	3	2	-	8	-	4	5	3	6	6	3
	3%	1%	4%	-	3%	4%	3%	4%	3%	2%	1%	3%	3%	-	6%	-	3%	3%	4%	4%	3%	1%

Post Leaders' Debate Poll 3

Fieldwork: 29th April 2010

Absolutes/col percents

Table 5

Q.6 Still putting aside your own party preference, from your own perception do you think Gordon Brown, David Cameron or Nick Clegg...?

Is likely to make the right decisions when the going gets tough

Base: All respondents

	Gender		Age			Social Class				Voting Intention						Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Dk/ ref	Will not vote	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	510	211	299	80	292	138	206	139	50	115	155	129	77	24	115	10	147	162	78	143	175	192
Weighted base	510	250	260	103	278	128	173	133	71	133	131	131	66	25	126	30	132	163	71	144	179	187
David Cameron	166	76	90	27	88	51	60	33	32	41	111	6	9	9	29	2	98	22	8	34	56	76
	32%	30%	35%	26%	32%	40%	34%	25%	45%	31%	84%	4%	13%	37%	23%	8%	75%	13%	11%	24%	31%	41%
Gordon Brown	227	115	112	52	120	56	78	61	23	66	8	118	18	11	54	18	15	119	29	80	78	70
	45%	46%	43%	50%	43%	43%	45%	46%	32%	50%	6%	90%	27%	45%	43%	60%	12%	73%	41%	55%	43%	37%
Nick Clegg	86	49	37	20	53	12	27	30	11	18	10	4	34	3	27	7	9	16	29	19	39	27
	17%	20%	14%	20%	19%	10%	16%	23%	16%	13%	8%	3%	52%	14%	22%	24%	7%	10%	41%	14%	22%	15%
None of them	12	3	10	-	8	4	4	2	2	5	-	-	2	-	8	2	3	3	3	3	3	6
	2%	1%	4%	-	3%	3%	2%	1%	2%	3%	-	-	2%	-	7%	8%	2%	2%	5%	2%	2%	3%
Don't know	19	8	11	4	10	5	4	7	4	4	3	3	3	1	8	-	7	3	2	7	4	8
	4%	3%	4%	4%	3%	4%	2%	5%	5%	3%	2%	3%	5%	4%	7%	-	5%	2%	3%	5%	2%	4%

Post Leaders' Debate Poll 3

Fieldwork: 29th April 2010

Absolutes/col percents

Table 6

Q.6 Still putting aside your own party preference, from your own perception do you think Gordon Brown, David Cameron or Nick Clegg...?

Has changed his party for the better

Base: All respondents

	Gender		Age			Social Class				Voting Intention						Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Dk/ ref	Will not vote	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	510	211	299	80	292	138	206	139	50	115	155	129	77	24	115	10	147	162	78	143	175	192
Weighted base	510	250	260	103	278	128	173	133	71	133	131	131	66	25	126	30	132	163	71	144	179	187
David Cameron	134	55	79	22	71	40	49	32	21	31	72	17	9	7	26	2	62	29	9	36	43	55
	26%	22%	30%	22%	26%	31%	28%	24%	30%	24%	55%	13%	14%	26%	21%	8%	47%	18%	12%	25%	24%	29%
Gordon Brown	61	26	36	17	32	12	19	14	4	25	3	40	2	2	14	-	2	39	5	21	14	26
	12%	10%	14%	17%	11%	10%	11%	11%	6%	19%	2%	31%	3%	9%	11%	-	1%	24%	7%	15%	8%	14%
Nick Clegg	283	159	124	61	160	62	94	81	42	66	50	63	51	15	79	25	60	84	52	76	114	93
	55%	64%	48%	59%	57%	49%	54%	61%	58%	50%	38%	48%	78%	58%	62%	84%	45%	51%	74%	53%	63%	50%
None of them	20	8	12	2	11	7	8	3	4	6	4	7	2	1	4	2	4	8	4	6	6	8
	4%	3%	5%	2%	4%	5%	4%	2%	5%	4%	3%	5%	3%	4%	3%	8%	3%	5%	5%	4%	3%	4%
Don't know	12	3	10	1	5	6	4	2	1	5	3	4	1	1	4	-	4	3	2	4	3	5
	2%	1%	4%	1%	2%	5%	3%	2%	1%	4%	2%	3%	1%	3%	3%	-	3%	2%	2%	3%	2%	3%

Post Leaders' Debate Poll 3

Fieldwork: 29th April 2010

Absolutes/col percents

Table 7

Q.6 Still putting aside your own party preference, from your own perception do you think Gordon Brown, David Cameron or Nick Clegg...?

Is more spin than substance

Base: All respondents

	Gender		Age			Social Class				Voting Intention						Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Dk/ ref	Will not vote	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	510	211	299	80	292	138	206	139	50	115	155	129	77	24	115	10	147	162	78	143	175	192
Weighted base	510	250	260	103	278	128	173	133	71	133	131	131	66	25	126	30	132	163	71	144	179	187
David Cameron	239	122	118	63	138	39	88	75	28	48	15	95	47	9	54	19	22	101	47	80	83	76
	47%	49%	45%	61%	50%	30%	51%	57%	39%	36%	11%	72%	71%	37%	43%	64%	17%	62%	66%	56%	46%	41%
Gordon Brown	143	73	70	18	74	50	38	29	29	47	60	14	15	8	40	5	65	24	13	32	48	63
	28%	29%	27%	18%	27%	39%	22%	22%	40%	36%	46%	11%	23%	30%	32%	18%	49%	14%	18%	22%	27%	34%
Nick Clegg	104	51	54	16	60	28	38	24	12	30	53	18	3	6	21	3	42	29	8	23	40	41
	20%	20%	21%	16%	22%	22%	22%	18%	16%	22%	40%	14%	5%	25%	16%	10%	32%	18%	11%	16%	22%	22%
None of them	7	-	7	2	1	4	1	3	-	3	-	2	1	1	1	2	-	4	-	3	2	1
	1%	-	3%	2%	*	3%	1%	2%	-	3%	-	1%	1%	4%	1%	8%	-	3%	-	2%	1%	1%
Don't know	17	5	12	4	5	7	7	2	3	5	3	2	-	1	10	-	2	5	3	5	7	5
	3%	2%	5%	4%	2%	6%	4%	1%	4%	3%	2%	2%	-	3%	8%	-	1%	3%	4%	3%	4%	3%

Post Leaders' Debate Poll 3

Fieldwork: 29th April 2010

Absolutes/col percents

Table 8

Q.6 Still putting aside your own party preference, from your own perception do you think Gordon Brown, David Cameron or Nick Clegg...?

Will be more respected around the world

Base: All respondents

	Gender		Age			Social Class				Voting Intention						Vote In 2005 General Election			Region			
	Total	Male	Female	18-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Dk/ ref	Will not vote	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	510	211	299	80	292	138	206	139	50	115	155	129	77	24	115	10	147	162	78	143	175	192
Weighted base	510	250	260	103	278	128	173	133	71	133	131	131	66	25	126	30	132	163	71	144	179	187
David Cameron	188	95	93	27	105	56	70	34	34	50	100	13	12	11	43	9	95	32	17	38	64	86
	37%	38%	36%	26%	38%	44%	40%	25%	48%	38%	76%	10%	19%	44%	34%	29%	72%	20%	24%	26%	36%	46%
Gordon Brown	219	109	110	51	119	49	68	65	27	59	11	105	27	13	49	12	14	101	30	79	70	70
	43%	44%	42%	50%	43%	38%	39%	49%	38%	44%	9%	80%	42%	52%	39%	40%	10%	62%	42%	55%	39%	38%
Nick Clegg	78	38	39	22	42	13	25	28	9	15	10	10	22	1	26	7	16	19	19	20	36	22
	15%	15%	15%	21%	15%	10%	15%	21%	13%	11%	8%	8%	34%	4%	21%	23%	12%	12%	26%	14%	20%	12%
None of them	8	2	6	-	5	3	3	1	-	4	1	1	1	-	3	2	1	5	2	2	4	1
	2%	1%	2%	-	2%	2%	2%	1%	-	3%	1%	1%	1%	-	2%	8%	1%	3%	2%	2%	2%	*
Don't know	18	6	12	3	8	7	7	5	1	5	9	2	3	-	4	-	6	6	3	5	5	7
	4%	2%	5%	3%	3%	5%	4%	4%	1%	4%	7%	1%	4%	-	4%	-	4%	4%	5%	4%	3%	4%

Post Leaders' Debate Poll 3

Fieldwork: 29th April 2010

Absolutes/col percents

Table 9

Q.6 Still putting aside your own party preference, from your own perception do you think Gordon Brown, David Cameron or Nick Clegg...?

Is decisive

Base: All respondents

	Gender		Age			Social Class				Voting Intention						Vote In 2005 General Election			Region			
	Total	Male	Female	18-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Dk/ ref	Will not vote	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	510	211	299	80	292	138	206	139	50	115	155	129	77	24	115	10	147	162	78	143	175	192
Weighted base	510	250	260	103	278	128	173	133	71	133	131	131	66	25	126	30	132	163	71	144	179	187
David Cameron	175	84	91	24	105	46	66	34	34	40	99	13	9	11	37	6	87	30	8	37	57	80
	34%	34%	35%	24%	38%	35%	38%	26%	47%	30%	75%	10%	14%	44%	29%	20%	66%	18%	12%	26%	32%	43%
Gordon Brown	187	93	94	48	94	46	61	50	22	53	12	99	12	7	42	15	14	96	25	67	63	57
	37%	37%	36%	46%	34%	36%	35%	38%	31%	40%	9%	76%	18%	26%	34%	49%	11%	59%	35%	47%	35%	30%
Nick Clegg	120	63	57	27	68	25	38	41	12	30	14	16	39	7	37	7	22	28	32	32	46	42
	24%	25%	22%	26%	24%	20%	22%	31%	16%	22%	11%	12%	59%	26%	30%	24%	17%	17%	45%	22%	26%	22%
None of them	14	4	10	-	10	5	5	4	3	2	1	1	4	1	5	2	4	4	2	4	4	6
	3%	2%	4%	-	3%	4%	3%	3%	4%	2%	1%	1%	6%	4%	4%	8%	3%	2%	2%	3%	2%	3%
Don't know	15	6	9	4	3	7	4	3	1	7	5	2	2	-	5	-	4	5	4	3	9	3
	3%	2%	3%	4%	1%	6%	2%	2%	1%	5%	4%	2%	3%	-	4%	-	3%	3%	6%	2%	5%	2%

Post Leaders' Debate Poll 3

Fieldwork: 29th April 2010

Absolutes/col percents

Table 10

Q.7 You may have seen or heard that Gordon Brown had to apologise after he called a voter a bigot after she questioned him about immigration. Taking this incident and Gordon Brown's apology together, does it improve your impression of Gordon Brown, worsen it or does it make no difference one way or the other?

Base: All respondents

	Gender		Age			Social Class				Voting Intention						Vote In 2005 General Election			Region			
	Total	Male	Female	18-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Dk/ ref	Will not vote	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	510	211	299	80	292	138	206	139	50	115	155	129	77	24	115	10	147	162	78	143	175	192
Weighted base	510	250	260	103	278	128	173	133	71	133	131	131	66	25	126	30	132	163	71	144	179	187
Improve it	45 9%	23 9%	22 8%	12 12%	25 9%	8 6%	20 11%	12 9%	3 4%	10 8%	4 3%	23 17%	8 12%	3 13%	7 6%	-	3 2%	31 19%	5 7%	18 13%	15 8%	12 6%
Makes no difference	296 58%	139 56%	157 60%	64 62%	160 57%	72 56%	97 56%	88 66%	41 57%	71 53%	55 42%	90 69%	35 53%	11 44%	87 69%	18 59%	63 48%	92 56%	45 64%	85 59%	97 54%	115 61%
Worsen it	167 33%	87 35%	79 31%	26 25%	93 33%	48 37%	57 33%	31 24%	28 39%	50 38%	72 55%	18 14%	22 34%	11 43%	31 24%	12 41%	66 50%	38 23%	20 28%	41 29%	68 38%	58 31%
Don't know	3 1%	-	3 1%	1 1%	1 *	1 1%	-	2 1%	-	1 1%	1 1%	-	1 1%	-	1 1%	-	-	2 1%	1 1%	-	-	3 1%