



ICM Poll for The News of the World

Fieldwork dates: 28-29th April 2010

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method:

Within each selected constituency, a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers that are known to reside within each. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

ICM interviewed a random sample of 1,007 adults aged 18+ across the 96 political constituencies which are currently held by Labour where the Conservatives require a swing of between 4% and 10% to win the seat.

Eltham	Tynemouth	Norwich South
Bedford	Waveney	Luton North
Brigg & Goole	Ipswich	Sherwood
Stevenage	Morecambe & Lunsdale	Bristol East
Rossendale & Darwen	Tooting	Edinburgh SW
Halifax	Chatham & Aylesford	Bassetlaw
Dudley South	Lancaster & Fleetwood	Norwich North
Northampton North	Barrow in Furness	Dagenham & Rainham
Westminster North	Weaver Vale	Crewe & Nantwich
Edinburgh South	Warwick & Leamington Spa	Gower
Blackpool North & Clevelleys	Gloucester	Copeland
Wirral South	Hampstead & Kilburn	Blackpool South
Leicestershire NW	Stockton South	Bridgend
Lincoln	Thurrock	Ealing North
Nuneaton	Sefton Central	Middlesbrough South & Cleveland
Bolton West	Hammersmith	Southampton Test
Ochil & South Perthshire	Derby North	Exeter
Halesowen & Rowley Regis	Kingswood	Blackburn

Dover	Hyndburn	Harrow West
Gedling	Renfrewshire East	Delyn
Keighley	Lancashire West	Feltham & Heston
Carlisle	Brighton Pavillion	Aberdeen South
Bolton NE	Amber Valley	Birmingham Selly Oak
Plymouth Sutton & Devonport	Vale of Clwyd	Clwyd South
Dewsbury	Luton South	Plymouth Moor View
Warrington South	Telford	Nottingham South
Pudsey	Batley & Spen	Slough
Stirling	Leeds NE	
Dudley North	Newport West	
Elmet & Rothwell	Workington	
Poplar & Limehouse	Warwickshire North	
Reading West	Ellesmere Port and Neston	
	Edinburgh North & Leith	
	Coventry South	
	Wakefield	
	Chorley	
	Erewash	

Labour held seats where the swing required is between 0%-4% were ignored on the premise that polls currently suggest they would inevitably fall to the Conservatives. Interviews were conducted by telephone on 28-29th April and the results have been weighted to the demographic profile of adults living in these Constituencies. Swing calculations are premised on notional 2005 General Election results in order to take into account post-2005 boundary changes.

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, tenure and work status. Targets for the weighted data were derived from Census 2001. The data were further weighted by declared votes in the 2005 general election across the eligible constituencies. 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 analyses the declared past votes on the poll.
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 in 2005 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 the rest 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 .

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

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 1

Q.1 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. On a ten point scale, where 10 means you are absolutely certain to vote and 1 means you are certain not to vote, how likely is it that you will cast your vote?

Base: All respondents

	Total	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
		Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South	
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239	
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245	
Certain to vote	(10)	672	335	338	53	116	349	154	257	159	76	171	170	150	97	37	157	221	78	292	231	149
		67%	68%	65%	45%	59%	71%	77%	72%	70%	55%	66%	85%	78%	66%	73%	86%	80%	78%	71%	66%	61%
	(9)	56	22	33	11	11	23	11	28	13	6	9	10	9	16	6	10	10	9	12	26	18
		6%	5%	6%	10%	6%	5%	5%	8%	6%	4%	3%	5%	5%	11%	11%	5%	4%	9%	3%	7%	7%
	(8)	58	25	34	8	17	28	5	20	16	11	10	11	12	14	2	5	16	1	23	15	20
		6%	5%	6%	7%	9%	6%	3%	5%	7%	8%	4%	5%	6%	9%	3%	3%	6%	1%	6%	4%	8%
	(7)	31	13	18	11	7	10	3	8	7	5	6	-	7	4	3	-	5	4	15	12	4
		3%	3%	3%	9%	3%	2%	2%	2%	3%	3%	2%	-	4%	3%	5%	-	2%	4%	4%	4%	2%
	(6)	17	6	11	2	5	6	3	3	5	1	6	2	1	2	-	2	2	1	8	6	3
		2%	1%	2%	2%	3%	1%	2%	1%	2%	1%	2%	1%	*	1%	-	1%	1%	1%	2%	2%	1%
	(5)	51	23	28	3	14	27	7	11	10	7	22	6	8	8	2	3	12	-	20	15	16
		5%	5%	6%	3%	7%	5%	3%	3%	4%	5%	8%	3%	4%	6%	4%	2%	4%	-	5%	4%	6%
	(4)	4	2	2	-	2	2	-	-	1	1	2	-	1	2	-	-	-	1	1	2	1
		*	*	*	-	1%	*	-	-	*	1%	1%	-	1%	1%	-	-	-	1%	*	1%	*
	(3)	11	4	6	3	2	4	1	5	1	3	2	-	2	2	-	1	2	-	5	3	3
		1%	1%	1%	2%	1%	1%	1%	1%	*	2%	1%	-	1%	2%	-	1%	1%	-	1%	1%	1%
	(2)	12	8	4	2	3	4	3	6	-	1	4	-	3	-	2	-	1	-	3	4	5
		1%	2%	1%	2%	1%	1%	2%	2%	-	1%	2%	-	2%	-	4%	-	*	-	1%	1%	2%
Certain not to vote	(1)	84	45	38	21	17	40	6	19	16	24	22	-	-	-	-	6	5	4	29	31	23
		8%	9%	7%	18%	9%	8%	3%	5%	7%	18%	8%	-	-	-	-	3%	2%	4%	7%	9%	9%
Don't know		11	7	4	3	1	1	6	1	1	2	5	-	-	-	-	2	2	5	3	3	
		1%	1%	1%	2%	1%	*	3%	*	1%	2%	2%	-	-	-	-	1%	2%	1%	1%	1%	
Mean		8.46	8.43	8.49	7.31	8.15	8.57	9.15	8.86	8.73	7.51	8.28	9.64	9.27	9.08	9.15	9.45	9.27	9.26	8.62	8.43	8.22
Standard error		0.09	0.14	0.12	0.41	0.22	0.12	0.15	0.13	0.17	0.30	0.18	0.08	0.12	0.14	0.27	0.14	0.10	0.22	0.13	0.15	0.19

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 2

Q.2 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		
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Conservative	199	109	90	13	30	96	60	80	40	25	53	199	-	-	-	117	24	12	89	68	42
	20%	22%	17%	11%	15%	19%	30%	22%	18%	18%	21%	100%	-	-	-	64%	9%	12%	22%	19%	17%
Labour	193	95	98	29	29	101	33	60	46	19	65	-	193	-	-	3	128	2	77	69	47
	19%	19%	19%	25%	15%	20%	17%	17%	20%	14%	25%	-	100%	-	-	2%	46%	2%	19%	20%	19%
Liberal Democrat/ Liberal	145	73	73	19	46	66	14	74	37	11	22	-	-	145	-	8	34	47	51	51	43
	14%	15%	14%	16%	24%	13%	7%	21%	16%	8%	8%	-	-	100%	-	4%	12%	47%	12%	15%	18%
Scottish National Party/ SNP	7	4	3	-	1	6	-	5	2	-	-	-	-	-	7	-	2	1	7	-	-
	1%	1%	*	-	*	1%	-	1%	1%	-	-	-	-	-	14%	-	1%	1%	2%	-	-
Plaid Cymru	2	1	1	-	-	-	2	1	-	-	1	-	-	-	2	-	-	1	-	2	-
	*	*	*	-	-	-	1%	*	-	-	*	-	-	-	4%	-	-	1%	-	1%	-
Green Party	6	2	4	-	3	2	1	4	-	1	1	-	-	-	6	-	1	2	1	3	2
	1%	*	1%	-	2%	*	1%	1%	-	1%	*	-	-	-	12%	-	*	2%	*	1%	1%
UK Independence Party (UKIP)	12	8	3	-	-	8	4	3	2	2	6	-	-	-	12	-	3	-	1	6	5
	1%	2%	1%	-	-	2%	2%	1%	1%	1%	2%	-	-	-	23%	-	1%	-	*	2%	2%
British National Party (BNP)	14	11	2	3	3	6	1	1	2	5	5	-	-	-	14	1	-	1	6	5	2
	1%	2%	*	3%	1%	1%	*	*	1%	4%	2%	-	-	-	27%	1%	-	1%	1%	2%	1%
Other party	10	6	4	1	-	7	2	2	2	1	5	-	-	-	10	-	-	-	6	1	3
	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	2%	-	-	-	20%	-	-	-	1%	*	1%
Will not vote	84	45	38	21	17	40	6	19	16	24	22	-	-	-	6	5	4	29	31	23	
	8%	9%	7%	18%	9%	8%	3%	5%	7%	18%	8%	-	-	-	3%	2%	4%	7%	9%	9%	
Refused	96	40	56	4	10	44	37	28	23	11	28	-	-	-	15	14	5	45	35	16	
	9%	8%	11%	3%	5%	9%	19%	8%	10%	8%	11%	-	-	-	8%	5%	6%	11%	10%	6%	
Don't know	240	95	145	27	55	118	39	82	57	38	52	-	-	-	34	66	24	100	78	61	
	24%	19%	28%	23%	28%	24%	19%	23%	25%	28%	20%	-	-	-	19%	24%	24%	24%	22%	25%	

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 3

Data derived from:-

Q.1 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. On a ten point scale, where 10 means you are absolutely certain to vote and 1 means you are certain not to vote, how likely is it that you will cast your vote?

Q.2 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 (24%) or refuse to answer (9%)

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

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	503	248	255	23	75	286	120	192	100	55	152	173	182	107	42	122	225	54	218	175	110
Weighted base	483	256	227	35	84	251	113	191	103	51	135	174	156	111	41	126	181	63	205	167	111
Conservative	174 36%	96 38%	78 34%	8 22%	23 27%	85 34%	59 52%	71 37%	34 33%	19 38%	50 37%	174 100%	-	-	-	115 91%	24 13%	11 18%	77 38%	58 35%	39 35%
Labour	156 32%	75 29%	81 36%	16 47%	20 24%	88 35%	32 28%	47 25%	35 34%	16 32%	56 41%	-	156 100%	-	-	3 2%	122 68%	2 3%	70 34%	54 33%	32 29%
Liberal Democrat/ Liberal	111 23%	58 23%	54 24%	9 25%	35 42%	54 21%	14 12%	58 31%	27 26%	8 15%	18 13%	-	-	111 100%	-	7 6%	30 17%	45 71%	40 20%	42 25%	30 27%
Scottish National Party/ SNP	7 1%	4 2%	2 1%	-	1 1%	6 2%	-	5 2%	2 2%	-	-	-	-	-	7 16%	-	2 1%	1 1%	7 3%	-	-
Plaid Cymru	1 *	-	1 *	-	-	-	1 1%	1 1%	-	-	-	-	-	-	1 3%	-	-	1 2%	-	1 1%	-
Green Party	5 1%	2 1%	3 1%	-	2 3%	2 1%	1 1%	4 2%	-	* 1%	1 1%	-	-	-	5 13%	-	1 *	2 4%	1 1%	3 2%	1 1%
UK Independence Party (UKIP)	9 2%	7 3%	2 1%	-	-	6 3%	3 2%	2 1%	2 2%	1 3%	4 3%	-	-	-	9 22%	-	2 1%	-	1 1%	4 2%	4 4%
British National Party (BNP)	11 2%	9 4%	2 1%	2 5%	3 3%	5 2%	1 1%	1 1%	2 2%	5 10%	3 2%	-	-	-	11 27%	1 1%	-	1 2%	5 2%	4 2%	2 2%
Other party	8 2%	4 2%	4 2%	1 2%	-	5 2%	2 2%	2 1%	2 2%	1 1%	3 3%	-	-	-	8 19%	-	-	-	4 2%	1 *	3 3%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 756 respondents

	<u>Total</u>
Conservative	35%
Labour	35%
Liberal Democrat	22%
Other	8%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 5

Q.5 Would you be prepared to vote tactically in your constituency? That is, voting for someone other than your preferred candidate in order to stop someone else winning?

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Yes	286 28%	141 29%	146 28%	39 33%	65 33%	140 28%	42 21%	108 30%	71 31%	32 23%	69 27%	51 26%	69 36%	47 32%	16 31%	42 23%	93 34%	30 30%	115 28%	103 30%	68 28%
No	675 67%	332 68%	343 66%	72 62%	122 62%	330 67%	151 75%	239 67%	152 66%	93 68%	174 67%	145 73%	119 61%	94 64%	34 66%	133 73%	170 61%	65 65%	287 69%	229 66%	159 65%
Don't know	46 5%	18 4%	28 5%	6 5%	8 4%	24 5%	8 4%	11 3%	5 2%	13 9%	15 6%	3 2%	6 3%	5 4%	1 2%	7 4%	14 5%	6 6%	11 3%	17 5%	17 7%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 6
Q.6 Which of the following best describes you?
Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
I am certain which party I will vote for at the General Election	510	270	240	43	75	248	143	187	107	56	153	154	141	80	32	125	152	47	210	186	113
	51%	55%	46%	37%	39%	50%	71%	52%	47%	41%	59%	77%	73%	55%	63%	68%	55%	47%	51%	53%	46%
I think I know who I'll vote for but could change my mind	255	107	148	38	64	137	17	108	65	33	44	41	42	50	12	33	82	33	103	86	66
	25%	22%	29%	32%	33%	28%	8%	30%	28%	24%	17%	21%	22%	34%	24%	18%	30%	33%	25%	25%	27%
I'm a floating voter and I will not decide who to vote for until later in the election campaign	211	96	115	29	53	93	37	60	51	36	53	3	10	14	6	23	42	19	91	64	56
	21%	20%	22%	25%	27%	19%	18%	17%	22%	26%	20%	1%	5%	10%	11%	13%	15%	19%	22%	18%	23%
Don't know	31	17	14	7	3	17	4	3	6	13	8	1	-	1	1	2	1	1	8	14	9
	3%	3%	3%	6%	2%	3%	2%	1%	3%	10%	3%	1%	-	1%	2%	1%	*	1%	2%	4%	4%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 7

Q.7 Have the live televised leaders debates changed the way you plan to vote?

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Yes	173 17%	80 16%	93 18%	34 29%	53 27%	73 15%	13 6%	70 20%	52 23%	15 11%	29 11%	12 6%	23 12%	48 33%	9 17%	20 11%	55 20%	15 15%	67 16%	65 19%	41 17%
No	787 78%	393 80%	395 76%	75 64%	136 70%	402 81%	175 87%	274 77%	169 74%	117 85%	209 81%	184 92%	163 84%	94 65%	42 83%	157 86%	214 77%	77 78%	329 80%	268 77%	190 78%
Don't know	47 5%	18 4%	29 6%	7 6%	6 3%	20 4%	13 7%	13 4%	8 3%	5 4%	20 8%	3 1%	8 4%	4 3%	-	6 3%	9 3%	7 7%	17 4%	16 5%	13 5%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 8

Q.8 You say you plan to vote for Which party were you going to vote for previously before the debates changed your mind?

Base: All respondents who have changed their minds as a result of the leaders debates

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	89	41	48	12	25	43	9	39	27	8	15	13	22	46	8	9	35	8	32	34	23
Weighted base	91	46	46	18	27	37	9	39	31	7	14	12	23	48	9	10	29	9	31	37	23
Conservative	20	11	9	6	5	8	1	10	7	1	2	-	7	12	1	3	5	-	8	6	6
	22%	24%	20%	32%	19%	22%	13%	26%	24%	10%	15%	-	29%	26%	14%	32%	18%	-	25%	17%	28%
Labour	21	10	10	5	5	9	2	7	9	2	2	3	-	15	2	1	8	1	8	7	5
	23%	23%	22%	25%	17%	24%	26%	18%	30%	28%	16%	28%	-	31%	26%	12%	26%	11%	26%	20%	22%
Liberal Democrat/ Liberal	17	8	9	3	3	10	1	11	1	1	3	3	10	-	4	1	3	3	6	9	2
	19%	18%	20%	18%	11%	27%	12%	28%	4%	20%	23%	23%	45%	-	46%	11%	10%	34%	18%	24%	11%
Scottish National Party/SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	1	-	1	-	-	1	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-
	1%	-	2%	-	-	2%	-	2%	-	-	-	-	-	2%	-	-	-	-	3%	-	-
UK Independence Party (UKIP)	2	2	-	-	2	-	-	-	2	-	-	-	-	2	-	-	-	-	-	2	-
	2%	4%	-	-	6%	-	-	-	5%	-	-	-	-	3%	-	-	-	-	-	4%	-
British National Party (BNP)	1	1	-	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	-	-	1
	1%	2%	-	-	-	2%	-	-	-	10%	-	6%	-	-	-	2%	-	-	-	-	3%
Another party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	4	3	1	-	2	1	1	2	1	-	1	1	-	3	-	1	2	1	2	1	1
	4%	7%	2%	-	9%	2%	10%	6%	3%	-	6%	7%	-	7%	-	10%	6%	16%	6%	4%	4%
Don't know	26	11	16	5	11	8	4	8	11	2	6	4	6	15	1	3	11	4	7	12	8
	29%	23%	34%	25%	38%	21%	39%	20%	34%	31%	40%	36%	26%	31%	15%	35%	37%	39%	23%	31%	33%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 9

Q.9 Putting aside your own party preference, which of the following statements do you agree with?

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Continuity is important	230	117	112	19	37	125	49	81	51	25	68	4	140	12	8	8	122	17	96	80	54
	23%	24%	22%	16%	19%	25%	25%	23%	22%	18%	26%	2%	72%	8%	15%	4%	44%	17%	23%	23%	22%
It's time for a change	690	335	355	94	145	323	129	246	166	96	168	192	42	128	40	168	129	75	277	243	170
	69%	68%	69%	80%	74%	65%	64%	69%	73%	70%	65%	96%	22%	88%	79%	92%	46%	76%	67%	70%	69%
Don't know	87	38	49	5	14	46	23	30	12	16	22	3	12	6	3	7	27	7	40	26	21
	9%	8%	10%	4%	7%	9%	11%	8%	5%	12%	9%	1%	6%	4%	6%	4%	10%	7%	10%	8%	9%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 10

Q.10 Putting aside your own party preference, which party do you think has the best policies on...?

Managing the economy

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib	Other	Con	Lab	Lib	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Conservative	271 27%	146 30%	126 24%	21 18%	49 25%	122 25%	80 40%	105 29%	56 24%	35 26%	71 27%	164 82%	11 6%	11 7%	9 17%	125 68%	35 13%	21 21%	117 28%	93 27%	61 25%
Labour	283 28%	143 29%	140 27%	38 32%	47 24%	142 29%	57 28%	94 26%	65 28%	37 27%	78 30%	3 2%	154 80%	25 17%	7 15%	11 6%	156 56%	12 12%	109 26%	105 30%	69 28%
Liberal Democrats	163 16%	88 18%	75 15%	25 22%	47 24%	73 15%	17 9%	88 25%	39 17%	16 12%	20 8%	9 5%	14 7%	82 57%	3 7%	16 9%	37 13%	37 37%	63 15%	52 15%	48 20%
Other	66 7%	35 7%	31 6%	6 5%	13 7%	39 8%	8 4%	16 5%	15 6%	15 11%	19 7%	- -	1 *	5 3%	23 46%	4 2%	8 3%	8 8%	30 7%	21 6%	15 6%
Don't know	223 22%	79 16%	144 28%	26 23%	40 20%	118 24%	39 19%	54 15%	54 24%	34 25%	71 28%	22 11%	12 6%	22 15%	8 15%	27 15%	41 15%	22 22%	94 23%	78 22%	51 21%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 11

Q.10 Putting aside your own party preference, which party do you think has the best policies on...?

Jobs and prosperity

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib	Other	Con	Lab	Lib	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Conservative	282 28%	155 32%	127 25%	22 19%	53 27%	130 26%	77 38%	118 33%	66 29%	32 23%	61 23%	160 80%	6 3%	23 16%	12 23%	127 70%	39 14%	25 25%	118 28%	102 29%	62 25%
Labour	277 28%	147 30%	130 25%	46 40%	42 22%	138 28%	51 26%	91 25%	67 29%	36 26%	73 28%	5 2%	156 81%	23 16%	7 14%	11 6%	147 53%	13 13%	114 28%	95 27%	68 28%
Liberal Democrats	145 14%	69 14%	76 15%	12 10%	40 21%	82 17%	11 5%	70 20%	34 15%	16 12%	23 9%	8 4%	10 5%	72 49%	3 6%	12 7%	34 12%	33 34%	49 12%	49 14%	47 19%
Other	73 7%	38 8%	35 7%	5 4%	15 8%	43 9%	11 5%	20 6%	13 6%	15 11%	23 9%	3 1%	2 1%	6 4%	21 41%	6 3%	10 4%	9 9%	34 8%	22 6%	17 7%
Don't know	230 23%	81 17%	149 29%	32 27%	45 23%	102 21%	51 26%	58 16%	48 21%	38 28%	78 30%	24 12%	20 10%	22 15%	7 15%	27 15%	46 17%	19 19%	98 24%	82 23%	50 21%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 12

Q.10 Putting aside your own party preference, which party do you think has the best policies on...?

Taxation and public services

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Conservative	236 23%	124 25%	111 22%	19 16%	33 17%	117 24%	67 33%	81 23%	51 22%	31 23%	66 25%	147 74%	5 3%	6 4%	6 13%	114 62%	31 11%	11 11%	102 25%	83 24%	51 21%
Labour	247 25%	125 26%	122 24%	30 26%	37 19%	128 26%	52 26%	81 23%	51 22%	34 25%	72 28%	8 4%	149 77%	13 9%	5 11%	12 7%	139 50%	14 14%	91 22%	96 27%	59 24%
Liberal Democrats	209 21%	107 22%	102 20%	33 28%	60 31%	98 20%	18 9%	99 28%	61 27%	20 15%	28 11%	17 9%	18 9%	95 65%	6 11%	17 9%	53 19%	44 44%	76 18%	76 22%	56 23%
Other	70 7%	38 8%	32 6%	5 4%	14 7%	41 8%	11 5%	19 5%	12 5%	14 10%	24 9%	1 1%	5 2%	6 4%	23 46%	4 2%	13 5%	6 6%	31 7%	22 6%	17 7%
Don't know	245 24%	96 20%	149 29%	30 26%	52 27%	111 22%	53 26%	76 21%	53 23%	38 28%	69 27%	25 13%	16 8%	25 17%	10 20%	36 19%	42 15%	26 26%	112 27%	72 21%	61 25%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 13

Q.10 Putting aside your own party preference, which party do you think has the best policies on...?

The NHS

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Conservative	235	122	113	24	36	106	69	87	50	35	59	148	3	11	7	113	27	20	104	77	55
	23%	25%	22%	21%	18%	21%	35%	24%	22%	25%	23%	75%	2%	7%	13%	61%	10%	20%	25%	22%	22%
Labour	328	166	162	41	50	172	65	110	79	39	94	14	159	31	8	21	168	18	133	116	79
	33%	34%	31%	35%	26%	35%	32%	31%	35%	28%	36%	7%	82%	21%	16%	11%	61%	18%	32%	33%	32%
Liberal Democrats	123	66	58	13	34	62	15	67	25	10	17	4	7	68	3	13	25	31	43	50	30
	12%	13%	11%	11%	17%	13%	7%	19%	11%	8%	7%	2%	4%	47%	6%	7%	9%	31%	10%	14%	12%
Other	67	41	25	3	18	38	8	17	13	18	18	3	2	6	22	6	12	7	32	17	17
	7%	8%	5%	3%	9%	8%	4%	5%	6%	13%	7%	2%	1%	4%	43%	3%	4%	7%	8%	5%	7%
Don't know	254	95	159	36	58	117	43	77	61	35	71	29	22	30	11	31	46	24	102	89	63
	25%	19%	31%	31%	29%	24%	22%	22%	27%	26%	27%	15%	12%	21%	22%	17%	17%	24%	25%	25%	26%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 14

Q.10 Putting aside your own party preference, which party do you think has the best policies on...?

Education

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Conservative	256 25%	139 28%	116 23%	28 24%	41 21%	119 24%	67 34%	97 27%	55 24%	31 23%	66 25%	150 75%	8 4%	8 5%	7 14%	116 63%	36 13%	16 16%	113 27%	92 26%	51 21%
Labour	283 28%	136 28%	147 29%	33 28%	42 22%	155 31%	53 26%	93 26%	64 28%	41 30%	79 30%	9 5%	146 76%	20 14%	6 12%	14 8%	158 57%	15 15%	116 28%	97 28%	71 29%
Liberal Democrats	167 17%	87 18%	80 16%	25 22%	52 27%	73 15%	17 8%	83 23%	43 19%	16 11%	25 10%	14 7%	16 8%	84 58%	7 14%	14 8%	37 13%	38 38%	61 15%	54 15%	52 21%
Other	59 6%	37 8%	22 4%	5 4%	7 4%	38 8%	9 4%	15 4%	11 5%	15 11%	17 6%	4 2%	2 1%	5 3%	20 39%	7 4%	8 3%	4 4%	24 6%	18 5%	17 7%
Don't know	242 24%	92 19%	150 29%	26 22%	53 27%	108 22%	55 27%	70 19%	56 24%	35 25%	72 28%	22 11%	20 10%	29 20%	11 21%	32 18%	39 14%	27 27%	99 24%	89 26%	54 22%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 15

Q.10 Putting aside your own party preference, which party do you think has the best policies on...?

Immigration

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Conservative	264	148	116	28	40	132	64	110	54	31	60	144	19	12	4	111	49	22	110	94	59
	26%	30%	22%	24%	20%	27%	32%	31%	24%	23%	23%	73%	10%	8%	7%	60%	17%	23%	27%	27%	24%
Labour	157	75	82	21	28	81	27	54	36	17	45	4	92	14	4	6	85	8	61	54	41
	16%	15%	16%	18%	14%	16%	13%	15%	16%	13%	17%	2%	47%	10%	7%	4%	31%	8%	15%	16%	17%
Liberal Democrats	187	97	91	25	55	92	15	86	55	17	28	9	31	73	5	19	55	34	75	64	48
	19%	20%	18%	22%	28%	19%	8%	24%	24%	12%	11%	5%	16%	50%	10%	10%	20%	34%	18%	18%	20%
Other	154	89	65	14	22	88	30	40	28	35	47	17	15	13	32	24	31	11	63	57	34
	15%	18%	13%	12%	11%	18%	15%	11%	12%	26%	18%	8%	8%	9%	63%	13%	11%	11%	15%	16%	14%
Don't know	246	83	163	29	51	102	64	67	56	37	79	25	37	34	7	23	58	25	103	80	63
	24%	17%	32%	25%	26%	21%	32%	19%	24%	27%	31%	12%	19%	23%	13%	12%	21%	25%	25%	23%	26%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 16

Q.10 Putting aside your own party preference, which party do you think has the best policies on...?

The war in Afghanistan

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Conservative	186 19%	103 21%	83 16%	19 17%	29 15%	90 18%	48 24%	65 18%	44 19%	30 22%	43 17%	108 54%	13 7%	10 7%	7 14%	81 44%	31 11%	10 10%	87 21%	53 15%	47 19%
Labour	173 17%	98 20%	74 14%	28 24%	30 15%	81 16%	34 17%	54 15%	35 16%	24 18%	51 20%	7 3%	96 50%	11 8%	1 1%	10 5%	101 36%	5 5%	69 17%	67 19%	36 15%
Liberal Democrats	206 21%	100 20%	107 21%	21 18%	53 27%	103 21%	30 15%	109 30%	48 21%	19 14%	29 11%	23 12%	34 18%	78 53%	5 9%	23 13%	58 21%	46 47%	89 22%	57 16%	60 24%
Other	107 11%	63 13%	44 9%	6 5%	19 10%	62 13%	19 10%	29 8%	22 10%	21 15%	34 13%	8 4%	13 7%	10 7%	25 49%	13 7%	25 9%	10 10%	44 11%	39 11%	24 10%
Don't know	335 33%	126 26%	208 40%	43 37%	64 33%	159 32%	69 34%	101 28%	79 34%	43 32%	102 39%	53 26%	37 19%	37 25%	14 27%	57 31%	62 22%	28 28%	124 30%	133 38%	78 32%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 17

Q.10 Putting aside your own party preference, which party do you think has the best policies on...?

Transport

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Conservative	174 17%	98 20%	75 15%	21 18%	23 12%	71 14%	59 29%	65 18%	35 15%	22 16%	45 17%	104 52%	6 3%	7 5%	4 7%	86 47%	23 8%	9 9%	71 17%	55 16%	47 19%
Labour	251 25%	134 27%	117 23%	33 28%	38 20%	128 26%	52 26%	77 22%	51 23%	35 26%	79 30%	14 7%	132 68%	23 16%	7 13%	12 6%	131 47%	16 16%	97 23%	92 26%	63 26%
Liberal Democrats	96 10%	48 10%	49 9%	10 9%	30 15%	45 9%	11 5%	46 13%	23 10%	9 7%	17 7%	10 5%	6 3%	46 32%	4 7%	9 5%	20 7%	20 20%	34 8%	34 10%	28 11%
Other	70 7%	36 7%	34 7%	5 4%	13 6%	46 9%	7 3%	23 6%	12 5%	14 10%	21 8%	1 1%	3 2%	11 8%	21 41%	5 3%	14 5%	8 8%	33 8%	24 7%	13 5%
Don't know	415 41%	174 35%	241 47%	47 41%	91 47%	205 41%	72 36%	147 41%	106 47%	56 41%	97 38%	69 34%	47 24%	58 40%	16 32%	70 38%	89 32%	47 48%	177 43%	144 41%	94 38%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 18

Q.10 Putting aside your own party preference, which party do you think has the best policies on...?

Europe

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Conservative	212 21%	110 23%	101 20%	13 12%	30 16%	105 21%	63 31%	71 20%	49 21%	33 24%	54 21%	115 58%	11 6%	13 9%	2 4%	91 50%	41 15%	20 21%	89 22%	74 21%	48 20%
Labour	234 23%	120 25%	114 22%	38 33%	40 20%	117 24%	39 19%	92 26%	47 21%	31 22%	57 22%	6 3%	120 62%	25 17%	6 12%	8 4%	125 45%	16 16%	85 20%	84 24%	66 27%
Liberal Democrats	158 16%	83 17%	75 14%	24 20%	45 23%	74 15%	15 8%	82 23%	35 16%	11 8%	27 10%	17 8%	19 10%	70 48%	6 11%	21 12%	35 13%	32 32%	63 15%	50 14%	46 19%
Other	139 14%	81 16%	58 11%	10 8%	21 11%	76 15%	32 16%	41 11%	27 12%	26 19%	42 16%	29 15%	8 4%	9 6%	27 53%	34 18%	24 9%	11 11%	60 14%	48 14%	31 13%
Don't know	264 26%	95 19%	169 33%	31 27%	60 31%	121 25%	52 26%	72 20%	70 31%	36 26%	79 31%	32 16%	35 18%	29 20%	10 20%	29 16%	53 19%	20 20%	116 28%	94 27%	54 22%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 19

Q.10 Putting aside your own party preference, which party do you think has the best policies on...?

Pensions

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Conservative	209 21%	124 25%	85 16%	30 26%	26 13%	99 20%	54 27%	87 24%	34 15%	30 22%	52 20%	117 59%	15 8%	13 9%	4 8%	93 51%	29 10%	15 15%	81 20%	68 19%	60 25%
Labour	251 25%	107 22%	144 28%	29 25%	42 21%	119 24%	61 30%	75 21%	58 25%	32 23%	80 31%	11 6%	124 64%	19 13%	11 22%	14 8%	133 48%	17 17%	100 24%	89 26%	62 25%
Liberal Democrats	128 13%	67 14%	61 12%	9 8%	30 15%	70 14%	19 10%	49 14%	36 16%	17 12%	25 10%	12 6%	9 5%	59 40%	3 7%	18 10%	26 9%	29 29%	56 14%	43 12%	29 12%
Other	67 7%	43 9%	24 5%	7 6%	12 6%	40 8%	8 4%	23 6%	15 7%	15 11%	13 5%	5 2%	9 4%	4 3%	20 40%	6 3%	14 5%	6 6%	30 7%	21 6%	17 7%
Don't know	352 35%	149 30%	203 39%	42 36%	85 44%	167 34%	58 29%	123 35%	86 38%	44 32%	88 34%	54 27%	36 19%	50 34%	12 24%	52 28%	76 27%	33 33%	146 35%	129 37%	77 31%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 20

Q.10 Putting aside your own party preference, which party do you think has the best policies on...?

Local issues

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Conservative	220	115	105	20	38	100	62	78	51	30	55	134	12	9	3	99	40	13	101	75	44
	22%	23%	20%	17%	19%	20%	31%	22%	22%	22%	21%	68%	6%	6%	6%	54%	14%	13%	24%	21%	18%
Labour	266	119	147	34	42	141	50	92	58	33	77	10	138	18	5	12	144	12	112	94	60
	26%	24%	28%	29%	21%	29%	25%	26%	25%	24%	30%	5%	72%	12%	11%	6%	52%	12%	27%	27%	25%
Liberal Democrats	194	97	96	28	42	96	28	86	46	23	37	24	14	80	9	33	33	46	72	62	60
	19%	20%	19%	24%	22%	19%	14%	24%	20%	17%	14%	12%	7%	55%	18%	18%	12%	47%	17%	18%	24%
Other	91	51	40	9	20	50	13	25	16	21	26	6	5	11	24	10	19	7	46	27	18
	9%	10%	8%	8%	10%	10%	6%	7%	7%	15%	10%	3%	3%	7%	48%	5%	7%	7%	11%	8%	7%
Don't know	236	108	128	26	54	108	48	77	58	30	64	26	24	28	9	29	42	21	82	92	62
	23%	22%	25%	23%	27%	22%	24%	22%	26%	22%	25%	13%	13%	19%	17%	16%	15%	21%	20%	26%	25%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 21

Q.11 Putting aside your own party preference for a minute, which one of the following do you think would make the best Prime Minister?

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
David Cameron	330	167	163	36	59	151	85	110	76	52	84	158	19	19	8	132	48	26	130	121	79
	33%	34%	32%	31%	30%	31%	42%	31%	33%	38%	32%	80%	10%	13%	16%	72%	17%	26%	31%	35%	32%
Nick Clegg	274	145	129	34	71	138	32	114	76	26	56	27	38	94	21	28	85	44	106	94	75
	27%	30%	25%	29%	36%	28%	16%	32%	33%	19%	22%	14%	20%	65%	41%	16%	31%	44%	26%	27%	30%
Gordon Brown	229	109	121	27	36	112	54	84	42	26	68	5	124	19	8	9	111	20	98	73	58
	23%	22%	23%	23%	18%	23%	27%	23%	18%	19%	26%	3%	64%	13%	16%	5%	40%	20%	24%	21%	24%
None of them	86	48	38	10	14	49	13	23	19	19	22	5	6	5	12	6	19	3	42	28	16
	9%	10%	7%	8%	7%	10%	7%	7%	8%	14%	9%	3%	3%	3%	23%	3%	7%	3%	10%	8%	6%
Don't know	87	22	65	11	16	44	17	26	15	14	28	3	6	9	2	8	15	8	37	33	17
	9%	4%	13%	9%	8%	9%	9%	7%	7%	10%	11%	2%	3%	6%	4%	4%	5%	8%	9%	9%	7%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 22

Q.12 Putting aside your own party preference, do you think the Conservatives under David Cameron are or are not ready for government?

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
Are ready	474	224	250	54	96	223	102	179	107	62	113	184	37	53	25	146	91	45	196	173	105
	47%	46%	48%	46%	49%	45%	51%	50%	47%	45%	44%	92%	19%	36%	48%	80%	33%	46%	47%	50%	43%
Are not ready	460	239	221	54	86	236	83	164	107	63	116	13	148	88	25	32	173	49	182	156	121
	46%	49%	43%	46%	44%	48%	41%	46%	47%	46%	45%	7%	77%	61%	50%	17%	62%	49%	44%	45%	50%
Don't know	73	28	45	9	13	35	16	14	14	12	30	2	8	5	1	5	14	5	35	20	18
	7%	6%	9%	8%	7%	7%	8%	4%	6%	8%	12%	1%	4%	3%	2%	3%	5%	5%	8%	6%	8%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 23

Q.13 Which one of the following do you think would be best for Britain's interests?

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid-lands	South
Unweighted base	1007	456	551	74	175	549	209	351	216	137	281	195	214	138	51	174	344	86	415	353	239
Weighted base	1007	490	517	117	195	494	201	358	228	137	259	199	193	145	51	183	278	100	413	349	245
A Conservative majority	338 34%	174 35%	164 32%	33 28%	54 27%	149 30%	103 51%	132 37%	69 30%	43 31%	87 34%	184 92%	4 2%	27 18%	15 29%	152 83%	45 16%	29 29%	139 34%	123 35%	76 31%
A Labour majority	262 26%	126 26%	137 26%	41 35%	41 21%	125 25%	55 27%	87 24%	52 23%	38 28%	81 31%	- -	147 76%	25 17%	8 15%	5 3%	133 48%	14 14%	108 26%	87 25%	67 27%
A hung parliament with no party having overall control	313 31%	159 32%	154 30%	36 30%	85 43%	168 34%	24 12%	112 31%	84 37%	46 34%	62 24%	13 7%	38 20%	86 59%	26 51%	19 10%	82 29%	46 46%	130 32%	102 29%	81 33%
Don't know	94 9%	32 7%	62 12%	8 7%	16 8%	52 11%	19 9%	26 7%	24 10%	10 8%	29 11%	2 1%	3 2%	8 6%	3 6%	7 4%	18 6%	10 10%	36 9%	37 11%	21 9%

Marginals Poll
Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 24
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1007	1007
Weighted base	1007	1007
Male	456 45%	490 49%
Female	551 55%	517 51%

Marginals Poll
Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 25

Age**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1007	1007
Weighted base	1007	1007
18 - 24	74 7%	117 12%
25 - 34	175 17%	195 19%
35 - 44	204 20%	192 19%
45 - 54	182 18%	168 17%
55 - 64	163 16%	134 13%
65+	209 21%	201 20%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 26
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1007	1007
Weighted base	1007	1007
Scotland	71 7%	71 7%
North	31 3%	32 3%
North West	214 21%	214 21%
Yorks & Humberside	99 10%	96 10%
East Midlands	106 11%	105 10%
West Midlands	95 9%	94 9%
Wales	55 5%	55 5%
East Anglia	97 10%	96 9%
Greater London	109 11%	114 11%
South East	66 7%	65 7%
South West	64 6%	65 7%

Marginals Poll

Fieldwork Dates:- 28th-29th April 2010

Absolutes/col percents

Table 27
Q.3/4 Voting in May 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1007	1007
Weighted base	1007	1007
Conservative	174 17%	183 18%
Labour	344 34%	278 28%
Liberal Democrat/ Liberal	86 9%	100 10%
Scottish National Party/ SNP	6 1%	5 1%
Plaid Cymru	3 *	3 *
Green Party	9 1%	8 1%
UK Independence Party (UKIP)	18 2%	16 2%
British National Party (BNP)	3 *	3 *
Other party	8 1%	8 1%
Did not vote	273 27%	307 30%
Refused	68 7%	79 8%
Don't know	15 1%	18 2%

	Page	Table	Title	Base Description	Base
	1	1	Q.1 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. On a ten point scale, where 10 means you are absolutely certain to vote and 1 means you are certain not to vote, how likely is it that you will cast your vote?	Base: All respondents	1007
	2	2	Q.2 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	1007
	3	3	Data derived from:- Q.1 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. On a ten point scale, where 10 means you are absolutely certain to vote and 1 means you are certain not to vote, how likely is it that you will cast your vote? Q.2 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 (24%) or refuse to answer (9%) THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DONT KNOW/REFUSERS		
	4	4	Published Vote Intention Figures Percentages derived from the responses of 756 respondents		
	5	5	Q.5 Would you be prepared to vote tactically in your constituency? That is, voting for someone other than your preferred candidate in order to stop someone else winning?	Base: All respondents	1007
	6	6	Q.6 Which of the following best describes you?	Base: All respondents	1007
	7	7	Q.7 Have the live televised leaders debates changed the way you plan to vote?	Base: All respondents	1007
	8	8	Q.8 You say you plan to vote for Which party were you going to vote for previously before the debates changed your mind?	Base: All respondents who have changed their minds as a result of the leaders debates	89
	9	9	Q.9 Putting aside your own party preference, which of the following statements do you agree with?	Base: All respondents	1007
	10	10	Q.10 Putting aside your own party preference, which party do you think has the best policies on...? Managing the economy	Base: All respondents	1007

Page	Table	Title	Base Description	Base
11	11	Q.10 Putting aside your own party preference, which party do you think has the best policies on...? Jobs and prosperity	Base: All respondents	1007
12	12	Q.10 Putting aside your own party preference, which party do you think has the best policies on...? Taxation and public services	Base: All respondents	1007
13	13	Q.10 Putting aside your own party preference, which party do you think has the best policies on...? The NHS	Base: All respondents	1007
14	14	Q.10 Putting aside your own party preference, which party do you think has the best policies on...? Education	Base: All respondents	1007
15	15	Q.10 Putting aside your own party preference, which party do you think has the best policies on...? Immigration	Base: All respondents	1007
16	16	Q.10 Putting aside your own party preference, which party do you think has the best policies on...? The war in Afghanistan	Base: All respondents	1007
17	17	Q.10 Putting aside your own party preference, which party do you think has the best policies on...? Transport	Base: All respondents	1007
18	18	Q.10 Putting aside your own party preference, which party do you think has the best policies on...? Europe	Base: All respondents	1007
19	19	Q.10 Putting aside your own party preference, which party do you think has the best policies on...? Pensions	Base: All respondents	1007
20	20	Q.10 Putting aside your own party preference, which party do you think has the best policies on...? Local issues	Base: All respondents	1007
21	21	Q.11 Putting aside your own party preference for a minute, which one of the following do you think would make the best Prime Minister?	Base: All respondents	1007
22	22	Q.12 Putting aside your own party preference, do you think the Conservatives under David Cameron are or are not ready for government?	Base: All respondents	1007
23	23	Q.13 Which one of the following do you think would be best for Britain's interests?	Base: All respondents	1007
24	24	Gender	Base: All respondents	1007
25	25	Age	Base: All respondents	1007
26	26	Region	Base: All respondents	1007
27	27	Q.3/4 Voting in May 2005 General Election	Base: All respondents	1007