



**Clear thinking in a complex world**

## **ICM Poll for The Guardian**

**Fieldwork dates:** 30<sup>th</sup> April – 2<sup>nd</sup> May 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:** 1,026

**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](mailto: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 30th-May 2nd 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**

	Total	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Lab/Con Marginal		
		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	1026	469	557	80	139	561	246	315	267	141	303	215	174	163	83	212	259	115	344	324	358	166	860	
Weighted base	1026	503	523	132	169	516	209	276	304	213	233	208	165	181	81	194	225	128	339	332	355	175	851	
Certain to vote	(10) 695	326	369	60	95	370	170	216	203	133	143	169	136	127	57	167	184	106	220	227	248	124	571	
		68%	65%	71%	46%	57%	72%	81%	78%	67%	63%	61%	81%	82%	70%	71%	86%	82%	83%	65%	68%	70%	71%	67%
	(9) 56	33	22	7	8	33	8	17	20	9	10	9	5	16	8	10	15	3	28	13	15	11	44	
		5%	7%	4%	5%	6%	4%	6%	7%	4%	4%	4%	3%	9%	10%	5%	7%	2%	8%	4%	4%	7%	5%	
	(8) 46	19	27	11	15	13	6	10	21	4	10	12	9	9	5	6	5	5	12	20	14	5	41	
		4%	4%	5%	9%	9%	3%	4%	7%	2%	4%	6%	5%	5%	6%	3%	2%	4%	3%	6%	4%	3%	5%	
	(7) 27	16	11	7	5	15	-	3	9	5	10	3	4	11	1	2	4	3	7	10	10	1	27	
		3%	3%	2%	5%	3%	3%	1%	3%	2%	4%	1%	3%	6%	1%	1%	2%	3%	2%	3%	3%	*	3%	
	(6) 29	20	8	9	11	6	2	2	12	11	4	6	6	3	4	-	1	2	13	10	5	4	24	
		3%	4%	2%	7%	7%	1%	1%	4%	5%	2%	3%	3%	1%	5%	-	*	2%	4%	3%	1%	3%	3%	
	(5) 52	24	28	11	5	28	7	7	6	17	23	6	5	10	6	3	9	5	22	10	20	9	43	
		5%	5%	5%	9%	3%	5%	4%	2%	8%	10%	3%	3%	6%	7%	2%	4%	4%	7%	3%	6%	5%	5%	
	(4) 1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	1	1	-	-	-	1	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	(3) 12	10	2	3	2	7	1	3	4	4	1	2	-	3	-	1	1	-	3	6	4	1	11	
		1%	2%	*	2%	1%	1%	1%	1%	2%	1%	1%	-	2%	-	1%	1%	-	1%	2%	1%	1%	1%	
	(2) 10	6	4	5	1	4	*	2	-	6	3	2	2	2	-	*	-	-	-	4	6	1	9	
		1%	1%	1%	3%	1%	1%	1%	-	3%	1%	1%	1%	1%	-	*	-	-	-	1%	2%	1%	1%	
Certain not to vote	(1) 91	45	47	20	24	37	10	14	28	24	25	-	-	-	-	3	2	3	30	31	31	17	74	
		9%	9%	9%	15%	14%	7%	5%	5%	9%	11%	11%	-	-	-	1%	1%	3%	9%	9%	9%	10%	9%	
Refused	1	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	
		*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	5	1	4	-	-	-	5	2	-	-	3	-	-	-	-	1	2	-	2	1	2	1	4	
		*	*	1%	*	*	2%	1%	*	*	1%	*	*	*	*	*	1%	*	1%	*	*	1%	*	
Mean	8.43	8.31	8.54	7.16	7.82	8.65	9.19	9.09	8.53	7.88	8.02	9.40	9.43	9.09	9.19	9.58	9.47	9.30	8.43	8.41	8.45	8.53	8.41	
Standard deviation	2.88	2.93	2.83	3.38	3.24	2.70	2.23	2.31	2.77	3.25	3.10	1.54	1.43	1.78	1.55	1.47	1.53	1.85	2.82	2.92	2.90	2.90	2.87	
Standard error	0.09	0.14	0.12	0.38	0.28	0.11	0.14	0.13	0.17	0.27	0.18	0.10	0.11	0.14	0.17	0.10	0.10	0.17	0.15	0.16	0.15	0.23	0.10	

## Opinion Poll

### CATI Fieldwork : April 30th-May 2nd 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			Lab/Con 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	1026	469	557	80	139	561	246	315	267	141	303	215	174	163	83	212	259	115	344	324	358	166	860
Weighted base	1026	503	523	132	169	516	209	276	304	213	233	208	165	181	81	194	225	128	339	332	355	175	851
Conservative	208 20%	98 20%	110 21%	20 15%	34 20%	106 21%	48 23%	69 25%	71 23%	27 13%	42 18%	208 100%	-	-	-	124 64%	14 6%	9 7%	49 14%	72 22%	87 25%	36 21%	172 20%
Labour	165 16%	77 15%	89 17%	24 18%	27 16%	81 16%	33 16%	38 14%	44 14%	34 16%	50 21%	-	165 100%	-	-	4 2%	96 43%	7 5%	68 20%	55 17%	42 12%	33 19%	132 16%
Liberal Democrat/ Liberal	181 18%	99 20%	81 16%	29 22%	30 18%	94 18%	28 13%	59 21%	62 20%	33 15%	27 12%	-	-	181 100%	-	16 8%	40 18%	69 54%	52 15%	58 17%	71 20%	24 14%	157 18%
Scottish National Party/ SNP	19 2%	9 2%	10 2%	4 3%	1 1%	10 2%	4 2%	1 *	6 2%	9 4%	2 1%	-	-	-	19 24%	2 1%	2 1%	-	19 6%	-	*	-	19 2%
Plaid Cymru	3 *	3 1%	* *	- -	- -	2 *	1 1%	2 1%	1 *	- -	* *	-	-	-	3 4%	* *	- -	- -	- 1%	3 1%	-	1 1%	2 *
Green Party	11 1%	5 1%	5 1%	- -	3 2%	6 1%	2 1%	5 2%	2 1%	3 2%	1 *	-	-	-	11 13%	-	2 1%	-	1 *	2 1%	8 2%	-	11 1%
UK Independence Party (UKIP)	29 3%	23 5%	6 1%	2 1%	5 3%	18 3%	5 2%	6 2%	7 2%	13 6%	2 1%	-	-	-	29 35%	8 4%	1 *	-	8 2%	14 4%	7 2%	3 2%	26 3%
British National Party (BNP)	5 1%	4 1%	1 *	2 1%	- -	1 *	2 1%	2 1%	3 1%	- -	1 *	-	-	-	5 6%	1 *	1 *	2 2%	1 *	1 *	3 1%	-	5 1%
Other	14 1%	12 2%	2 *	3 2%	1 1%	7 1%	3 1%	3 1%	4 1%	5 2%	2 1%	-	-	-	14 17%	1 1%	2 1%	4 3%	3 1%	4 1%	7 2%	4 2%	10 1%
Will not vote	91 9%	45 9%	47 9%	20 15%	24 14%	37 7%	10 5%	14 5%	28 9%	24 11%	25 11%	-	-	-	-	3 1%	2 1%	3 3%	30 9%	31 9%	31 9%	17 10%	74 9%
Don't know	180 18%	76 15%	104 20%	27 20%	31 18%	89 17%	34 16%	40 14%	48 16%	43 20%	49 21%	-	-	-	-	20 11%	50 22%	25 19%	64 19%	57 17%	59 17%	31 18%	150 18%
Refused	119 12%	51 10%	67 13%	3 3%	12 7%	64 12%	39 19%	38 14%	29 10%	20 10%	31 13%	-	-	-	-	14 7%	16 7%	9 7%	45 13%	35 11%	39 11%	25 14%	93 11%

## Opinion Poll

### CATI Fieldwork : April 30th-May 2nd 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 (9%), don't know who they would vote for (18%) or refuse to answer (12%)

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

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Lab/Con 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	532	257	275	25	64	309	135	183	146	67	137	184	145	136	68	163	172	78	174	169	190	82	450
Weighted base	512	262	250	41	76	279	116	157	157	96	102	172	131	145	65	150	151	87	164	163	185	84	428
Conservative	172	82	90	11	25	91	46	60	56	23	34	172	-	-	-	121	13	8	42	57	73	28	144
	34%	31%	36%	26%	32%	33%	39%	38%	36%	23%	33%	100%	-	-	-	81%	9%	10%	26%	35%	39%	34%	34%
Labour	131	58	73	12	19	71	30	31	33	29	39	-	131	-	-	4	93	7	56	41	34	28	103
	26%	22%	29%	28%	25%	25%	25%	20%	21%	30%	38%	-	100%	-	-	2%	62%	8%	34%	25%	18%	33%	24%
Liberal Democrat/ Liberal	145	79	66	14	24	81	25	51	51	20	23	-	-	145	-	13	38	67	44	44	57	20	125
	28%	30%	26%	35%	32%	29%	22%	32%	33%	21%	22%	-	-	100%	-	9%	25%	77%	27%	27%	31%	24%	29%
Scottish National Party/ SNP	15	8	7	2	1	9	4	1	4	8	2	-	-	-	15	2	1	-	15	-	*	-	15
	3%	3%	3%	4%	2%	3%	3%	*	3%	9%	2%	-	-	-	24%	1%	1%	-	9%	-	*	-	4%
Plaid Cymru	3	3	*	-	-	2	1	2	1	-	*	-	-	-	3	*	-	-	-	3	-	1	2
	1%	1%	*	-	-	1%	1%	1%	1%	-	*	-	-	-	5%	*	-	-	-	2%	-	2%	*
Green Party	9	4	5	-	3	4	2	4	1	3	*	-	-	-	9	-	2	-	1	2	6	-	9
	2%	1%	2%	-	4%	2%	2%	2%	1%	3%	*	-	-	-	14%	-	1%	-	*	1%	3%	-	2%
UK Independence Party (UKIP)	21	17	5	*	3	13	4	4	6	9	2	-	-	-	21	8	1	-	4	11	6	2	19
	4%	6%	2%	1%	4%	5%	4%	3%	4%	10%	2%	-	-	-	33%	5%	1%	-	3%	7%	3%	3%	4%
British National Party (BNP)	4	3	1	1	-	1	2	2	2	-	1	-	-	-	4	1	1	1	1	1	2	-	4
	1%	1%	*	2%	-	*	2%	1%	1%	-	*	-	-	-	6%	*	*	2%	*	1%	1%	-	1%
Other	12	9	2	1	1	6	3	3	3	4	2	-	-	-	12	1	2	3	2	3	7	4	8
	2%	4%	1%	3%	2%	2%	2%	2%	2%	4%	2%	-	-	-	18%	1%	1%	4%	1%	2%	4%	5%	2%

# Opinion Poll

## CATI Fieldwork : April 30th-May 2nd 2010

Col percents

Table 4  
**Published Vote Intention Figures**  
Percentages derived from the responses of 786 respondents

	<u>Total</u>
Conservative	33%
Labour	28%
Liberal Democrat	28%
Other	12%

## Opinion Poll

### CATI Fieldwork : April 30th-May 2nd 2010

Absolutes/col percents

Table 5

**Q.1 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			Lab/Con 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	1026	469	557	80	139	561	246	315	267	141	303	215	174	163	83	212	259	115	344	324	358	166	860
Weighted base	1026	503	523	132	169	516	209	276	304	213	233	208	165	181	81	194	225	128	339	332	355	175	851
Gordon Brown and Alistair Darling	294 29%	141 28%	152 29%	32 24%	54 32%	150 29%	58 28%	75 27%	75 25%	59 28%	85 36%	6 3%	141 85%	29 16%	24 29%	9 4%	131 58%	27 21%	111 33%	88 27%	94 26%	55 32%	238 28%
David Cameron and George Osborne	305 30%	150 30%	154 30%	45 34%	49 29%	141 27%	70 33%	84 31%	99 33%	60 28%	62 26%	178 85%	6 4%	11 6%	25 31%	136 70%	20 9%	23 18%	74 22%	102 31%	129 36%	55 32%	250 29%
Nick Clegg and Vince Cable	191 19%	110 22%	82 16%	34 26%	31 19%	99 19%	27 13%	65 23%	63 21%	37 17%	27 12%	6 3%	5 3%	124 69%	14 17%	24 13%	35 15%	54 42%	71 21%	56 17%	64 18%	30 17%	161 19%
Refused	38 4%	20 4%	18 3%	1 1%	6 3%	22 4%	10 5%	10 3%	10 3%	8 4%	11 5%	1 *	1 1%	2 1%	3 4%	- -	8 3%	4 3%	12 4%	16 5%	10 3%	5 3%	34 4%
Don't know	198 19%	82 16%	116 22%	19 15%	29 17%	104 20%	45 21%	43 16%	57 19%	49 23%	49 21%	17 8%	12 8%	15 9%	15 19%	25 13%	31 14%	19 15%	70 21%	69 21%	59 17%	30 17%	168 20%

## Opinion Poll

### CATI Fieldwork : April 30th-May 2nd 2010

Absolutes/col percents

Table 6

**Q.2 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			Lab/Con 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	1026	469	557	80	139	561	246	315	267	141	303	215	174	163	83	212	259	115	344	324	358	166	860
Weighted base	1026	503	523	132	169	516	209	276	304	213	233	208	165	181	81	194	225	128	339	332	355	175	851
David Cameron	312	150	162	54	58	127	72	78	98	69	67	162	19	25	16	130	31	18	80	114	119	59	254
	30%	30%	31%	41%	35%	25%	35%	28%	32%	33%	29%	78%	12%	14%	20%	67%	14%	14%	23%	34%	33%	34%	30%
Gordon Brown	177	76	101	22	27	81	48	36	43	36	61	4	96	11	14	7	83	10	79	52	46	29	148
	17%	15%	19%	16%	16%	16%	23%	13%	14%	17%	26%	2%	58%	6%	17%	4%	37%	8%	23%	16%	13%	17%	17%
Nick Clegg	335	181	154	40	57	191	46	117	105	55	58	26	32	136	31	35	74	84	111	104	120	60	274
	33%	36%	29%	30%	34%	37%	22%	42%	35%	26%	25%	13%	19%	75%	38%	18%	33%	66%	33%	31%	34%	34%	32%
None of them	93	56	37	4	18	61	10	25	24	28	16	9	10	1	15	7	19	8	32	29	32	11	82
	9%	11%	7%	3%	11%	12%	5%	9%	8%	13%	7%	4%	6%	1%	19%	4%	8%	6%	9%	9%	9%	6%	10%
Don't know	109	40	69	12	9	55	33	21	34	24	31	7	8	7	5	14	18	8	38	33	38	16	93
	11%	8%	13%	9%	5%	11%	16%	7%	11%	11%	13%	3%	5%	4%	6%	7%	8%	7%	11%	10%	11%	9%	11%

## Opinion Poll

### CATI Fieldwork : April 30th-May 2nd 2010

Absolutes/col percents

Table 7

**Q.2 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			Lab/Con 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	1026	469	557	80	139	561	246	315	267	141	303	215	174	163	83	212	259	115	344	324	358	166	860
Weighted base	1026	503	523	132	169	516	209	276	304	213	233	208	165	181	81	194	225	128	339	332	355	175	851
David Cameron	391	196	195	57	57	187	90	104	117	86	85	191	18	31	31	154	44	31	103	133	155	67	324
	38%	39%	37%	43%	34%	36%	43%	38%	39%	40%	36%	91%	11%	17%	38%	80%	20%	24%	30%	40%	44%	39%	38%
Gordon Brown	264	130	134	35	47	121	60	64	75	47	79	7	126	24	21	7	116	18	105	78	81	46	218
	26%	26%	26%	26%	28%	24%	29%	23%	25%	22%	34%	3%	76%	13%	26%	4%	52%	14%	31%	24%	23%	26%	26%
Nick Clegg	197	100	97	26	44	106	22	64	67	40	26	5	13	111	16	18	44	59	69	68	60	30	167
	19%	20%	19%	19%	26%	20%	10%	23%	22%	19%	11%	3%	8%	61%	20%	9%	20%	46%	20%	20%	17%	17%	20%
None of them	66	42	24	5	8	41	12	19	11	19	17	2	1	3	11	6	6	6	20	23	24	11	56
	6%	8%	5%	4%	5%	8%	6%	7%	4%	9%	7%	1%	1%	2%	13%	3%	3%	5%	6%	7%	7%	6%	7%
Don't know	107	35	73	10	11	61	25	26	34	21	27	4	7	12	2	9	14	14	42	30	36	21	87
	10%	7%	14%	7%	7%	12%	12%	10%	11%	10%	11%	2%	4%	6%	3%	5%	6%	11%	12%	9%	10%	12%	10%

## Opinion Poll

### CATI Fieldwork : April 30th-May 2nd 2010

Absolutes/col percents

Table 8

**Q.2 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			Lab/Con 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	1026	469	557	80	139	561	246	315	267	141	303	215	174	163	83	212	259	115	344	324	358	166	860
Weighted base	1026	503	523	132	169	516	209	276	304	213	233	208	165	181	81	194	225	128	339	332	355	175	851
David Cameron	361	177	184	54	48	172	87	96	110	79	75	191	11	19	30	151	31	25	93	122	146	68	293
	35%	35%	35%	41%	29%	33%	42%	35%	36%	37%	32%	92%	7%	10%	37%	78%	14%	20%	27%	37%	41%	39%	34%
Gordon Brown	255	120	135	29	40	129	55	57	66	48	83	3	135	17	18	7	115	22	103	80	71	51	203
	25%	24%	26%	22%	24%	25%	26%	21%	22%	23%	36%	1%	82%	9%	22%	3%	51%	17%	31%	24%	20%	29%	24%
Nick Clegg	243	134	109	38	54	115	36	81	78	46	38	8	14	136	18	24	54	66	84	76	83	35	208
	24%	27%	21%	29%	32%	22%	17%	29%	26%	22%	16%	4%	8%	75%	22%	12%	24%	51%	25%	23%	23%	20%	24%
None of them	74	43	31	6	11	47	10	21	16	23	13	4	2	2	13	3	11	6	27	26	20	10	64
	7%	9%	6%	4%	7%	9%	5%	8%	5%	11%	6%	2%	1%	1%	16%	2%	5%	5%	8%	8%	6%	6%	7%
Don't know	94	29	65	5	14	53	21	21	34	16	23	2	2	7	2	9	14	9	32	28	35	11	83
	9%	6%	12%	4%	9%	10%	10%	8%	11%	7%	10%	1%	1%	4%	3%	5%	6%	7%	9%	8%	10%	6%	10%

## Opinion Poll

### CATI Fieldwork : April 30th-May 2nd 2010

Absolutes/col percents

Table 9

**Q.2 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			Lab/Con 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	1026	469	557	80	139	561	246	315	267	141	303	215	174	163	83	212	259	115	344	324	358	166	860
Weighted base	1026	503	523	132	169	516	209	276	304	213	233	208	165	181	81	194	225	128	339	332	355	175	851
David Cameron	392	209	183	64	70	200	58	135	138	54	65	68	67	107	26	54	106	51	132	123	137	72	320
	38%	42%	35%	48%	41%	39%	28%	49%	46%	25%	28%	33%	41%	59%	32%	28%	47%	40%	39%	37%	39%	41%	38%
Gordon Brown	277	148	129	36	40	142	60	62	64	73	79	63	64	31	23	67	63	34	90	87	101	44	234
	27%	29%	25%	27%	23%	28%	29%	22%	21%	34%	34%	30%	39%	17%	28%	35%	28%	26%	27%	26%	28%	25%	27%
Nick Clegg	179	75	104	18	30	86	44	45	50	43	42	53	21	39	17	47	32	30	57	54	68	31	148
	17%	15%	20%	14%	18%	17%	21%	16%	17%	20%	18%	26%	13%	22%	21%	24%	14%	23%	17%	16%	19%	18%	17%
None of them	38	21	17	2	6	24	6	6	12	16	4	2	-	2	5	2	2	3	13	16	9	8	30
	4%	4%	3%	1%	4%	5%	3%	2%	4%	8%	2%	1%	-	1%	6%	1%	1%	2%	4%	5%	3%	4%	4%
Don't know	140	50	90	13	23	63	41	29	40	27	44	23	14	2	10	24	21	10	47	53	40	20	119
	14%	10%	17%	10%	14%	12%	20%	11%	13%	13%	19%	11%	8%	1%	13%	12%	9%	8%	14%	16%	11%	12%	14%

## Opinion Poll

### CATI Fieldwork : April 30th-May 2nd 2010

Absolutes/col percents

Table 10

**Q.2 Irrespective of which party you yourself support, which political party leader do you think...?**

**Is likely to be able to work with cabinet colleagues**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Lab/Con 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	1026	469	557	80	139	561	246	315	267	141	303	215	174	163	83	212	259	115	344	324	358	166	860
Weighted base	1026	503	523	132	169	516	209	276	304	213	233	208	165	181	81	194	225	128	339	332	355	175	851
David Cameron	341	163	178	44	58	159	80	95	102	74	69	163	17	18	29	143	34	27	97	111	133	59	281
	33%	32%	34%	33%	34%	31%	38%	35%	34%	35%	30%	78%	10%	10%	36%	74%	15%	21%	29%	33%	37%	34%	33%
Gordon Brown	192	84	107	24	30	91	47	38	50	32	72	9	84	16	15	8	81	10	78	54	59	31	161
	19%	17%	21%	18%	18%	18%	22%	14%	16%	15%	31%	4%	51%	9%	18%	4%	36%	8%	23%	16%	17%	18%	19%
Nick Clegg	324	182	142	42	59	177	46	109	101	63	51	24	48	136	28	26	79	80	113	104	106	60	264
	32%	36%	27%	32%	35%	34%	22%	40%	33%	29%	22%	11%	29%	75%	35%	13%	35%	62%	33%	31%	30%	34%	31%
None of them	32	24	8	2	7	18	6	3	8	15	6	-	2	1	3	1	5	-	6	15	11	7	25
	3%	5%	2%	1%	4%	4%	3%	1%	3%	7%	3%	-	1%	1%	4%	*	2%	-	2%	5%	3%	4%	3%
Don't know	138	50	88	21	15	71	31	30	42	30	36	12	14	9	6	17	25	11	44	48	46	18	120
	13%	10%	17%	16%	9%	14%	15%	11%	14%	14%	15%	6%	9%	5%	8%	9%	11%	8%	13%	14%	13%	10%	14%

## Opinion Poll

### CATI Fieldwork : April 30th-May 2nd 2010

Absolutes/col percents

Table 11

#### Q.3 To what extent do you think each of the party leaders is being honest with voters about their policies and what they might mean for Britain?

Gordon Brown

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Lab/Con 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	1026	469	557	80	139	561	246	315	267	141	303	215	174	163	83	212	259	115	344	324	358	166	860	
Weighted base	1026	503	523	132	169	516	209	276	304	213	233	208	165	181	81	194	225	128	339	332	355	175	851	
NET: Honest	461	223	239	67	81	225	88	133	144	84	101	44	136	95	27	36	157	62	165	146	151	77	385	
	45%	44%	46%	51%	48%	44%	42%	48%	47%	40%	43%	21%	82%	53%	34%	19%	70%	48%	49%	44%	42%	44%	45%	
Very honest	(4)	80	38	42	9	17	37	18	20	25	8	27	2	41	9	3	2	38	9	25	26	30	22	59
		8%	8%	8%	7%	10%	7%	9%	7%	8%	4%	12%	1%	25%	5%	4%	1%	17%	7%	7%	8%	8%	12%	7%
Quite honest	(3)	381	184	197	58	64	189	70	112	119	76	73	41	95	86	24	34	119	53	140	120	121	55	326
		37%	37%	38%	44%	38%	37%	34%	41%	39%	36%	31%	20%	57%	48%	30%	18%	53%	41%	41%	36%	34%	31%	38%
Not very honest	(2)	302	143	159	31	52	160	60	66	89	79	68	82	25	60	28	79	47	39	103	95	104	44	258
		29%	29%	30%	23%	31%	31%	29%	24%	29%	37%	29%	39%	15%	33%	35%	41%	21%	31%	30%	29%	29%	25%	30%
Not honest at all	(1)	230	127	103	32	31	114	53	67	62	46	55	80	3	23	26	76	16	26	59	80	91	51	179
		22%	25%	20%	24%	18%	22%	25%	24%	20%	22%	23%	38%	2%	13%	32%	39%	7%	20%	18%	24%	26%	29%	21%
NET: Not honest		532	270	262	63	82	274	113	133	150	125	123	161	28	84	54	155	63	65	163	175	194	95	437
		52%	54%	50%	47%	49%	53%	54%	48%	50%	59%	53%	77%	17%	46%	66%	80%	28%	51%	48%	53%	55%	54%	51%
Don't know		33	10	23	2	5	17	8	10	9	3	10	3	1	2	-	3	5	1	11	11	10	4	29
		3%	2%	4%	2%	3%	3%	4%	4%	3%	2%	4%	1%	1%	1%	-	1%	2%	1%	3%	3%	3%	2%	3%
Mean		2.31	2.27	2.36	2.34	2.41	2.30	2.27	2.32	2.37	2.22	2.33	1.84	3.06	2.45	2.06	1.80	2.82	2.35	2.40	2.29	2.26	2.28	2.32
Standard deviation		0.92	0.93	0.90	0.93	0.91	0.90	0.95	0.94	0.91	0.83	0.98	0.78	0.69	0.78	0.87	0.76	0.80	0.89	0.87	0.93	0.94	1.03	0.89
Standard error		0.03	0.04	0.04	0.11	0.08	0.04	0.06	0.05	0.06	0.07	0.06	0.05	0.05	0.06	0.10	0.05	0.05	0.08	0.05	0.05	0.05	0.08	0.03

## Opinion Poll

### CATI Fieldwork : April 30th-May 2nd 2010

Absolutes/col percents

Table 12

**Q.3 To what extent do you think each of the party leaders is being honest with voters about their policies and what they might mean for Britain?**

**David Cameron**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Lab/Con 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	1026	469	557	80	139	561	246	315	267	141	303	215	174	163	83	212	259	115	344	324	358	166	860	
Weighted base	1026	503	523	132	169	516	209	276	304	213	233	208	165	181	81	194	225	128	339	332	355	175	851	
NET: Honest	545	256	289	81	94	257	112	144	180	109	111	183	67	70	36	149	89	62	167	185	194	102	443	
	53%	51%	55%	61%	56%	50%	54%	52%	59%	51%	48%	88%	41%	39%	44%	77%	40%	48%	49%	56%	55%	59%	52%	
Very honest	(4)	66	25	40	6	12	33	15	16	27	4	19	39	4	2	1	29	5	2	13	18	35	18	48
		6%	5%	8%	5%	7%	6%	7%	6%	9%	2%	8%	19%	3%	1%	1%	15%	2%	2%	4%	5%	10%	10%	6%
Quite honest	(3)	480	231	249	75	82	225	98	128	153	106	93	145	63	68	35	120	85	60	154	167	159	84	395
		47%	46%	47%	57%	49%	44%	47%	46%	50%	50%	40%	69%	38%	38%	43%	62%	38%	46%	45%	50%	45%	48%	46%
Not very honest	(2)	264	137	126	31	38	153	43	81	67	56	60	13	54	78	23	28	85	41	93	77	94	38	226
		26%	27%	24%	23%	23%	30%	20%	29%	22%	26%	26%	6%	33%	43%	28%	14%	38%	32%	27%	23%	26%	22%	27%
Not honest at all	(1)	164	89	74	17	23	84	39	37	43	37	47	6	38	29	20	11	43	22	63	50	51	27	137
		16%	18%	14%	13%	14%	16%	19%	14%	14%	17%	20%	3%	23%	16%	25%	5%	19%	17%	19%	15%	14%	15%	16%
NET: Not honest		427	227	201	48	61	237	81	118	110	93	107	19	92	107	43	39	127	63	156	126	145	65	362
		42%	45%	38%	36%	36%	46%	39%	43%	36%	44%	46%	9%	56%	59%	53%	20%	57%	49%	46%	38%	41%	37%	43%
Don't know		54	20	34	4	13	22	15	13	14	11	15	6	6	3	2	7	8	4	16	21	16	7	46
		5%	4%	6%	3%	8%	4%	7%	5%	5%	5%	7%	3%	4%	2%	2%	3%	4%	3%	5%	6%	5%	4%	5%
Mean		2.46	2.40	2.52	2.55	2.53	2.42	2.46	2.47	2.57	2.38	2.38	3.07	2.21	2.24	2.20	2.89	2.24	2.34	2.36	2.49	2.52	2.56	2.44
Standard deviation		0.85	0.85	0.85	0.78	0.84	0.85	0.90	0.81	0.85	0.80	0.92	0.61	0.84	0.74	0.84	0.72	0.79	0.78	0.84	0.83	0.87	0.89	0.84
Standard error		0.03	0.04	0.04	0.09	0.07	0.04	0.06	0.05	0.05	0.07	0.05	0.04	0.07	0.06	0.09	0.05	0.05	0.07	0.05	0.05	0.05	0.07	0.03

## Opinion Poll

### CATI Fieldwork : April 30th-May 2nd 2010

Absolutes/col percents

Table 13

**Q.3 To what extent do you think each of the party leaders is being honest with voters about their policies and what they might mean for Britain?**

**Nick Clegg**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Lab/Con 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	1026	469	557	80	139	561	246	315	267	141	303	215	174	163	83	212	259	115	344	324	358	166	860	
Weighted base	1026	503	523	132	169	516	209	276	304	213	233	208	165	181	81	194	225	128	339	332	355	175	851	
NET: Honest	657	329	328	88	113	343	112	189	216	122	129	129	108	165	42	107	156	109	217	210	229	119	538	
	64%	65%	63%	67%	67%	66%	54%	69%	71%	57%	55%	62%	66%	91%	51%	55%	70%	85%	64%	63%	64%	68%	63%	
Very honest	(4)	118	62	56	22	22	55	19	41	41	12	24	17	21	38	6	14	28	28	41	38	39	18	99
		11%	12%	11%	17%	13%	11%	9%	15%	13%	5%	10%	8%	13%	21%	7%	7%	12%	22%	12%	11%	11%	10%	12%
Quite honest	(3)	539	267	273	66	92	288	94	149	175	111	105	112	87	128	36	93	129	80	177	172	190	101	438
		53%	53%	52%	50%	54%	56%	45%	54%	58%	52%	45%	54%	53%	71%	44%	48%	57%	63%	52%	52%	54%	58%	52%
Not very honest	(2)	170	79	91	24	30	82	35	42	45	44	39	43	32	9	20	45	33	6	59	52	59	22	148
		17%	16%	17%	18%	18%	16%	17%	15%	15%	21%	17%	21%	19%	5%	25%	23%	14%	5%	17%	16%	17%	13%	17%
Not honest at all	(1)	123	71	52	15	10	62	36	27	24	34	38	24	16	3	18	28	22	10	37	44	42	27	96
		12%	14%	10%	11%	6%	12%	17%	10%	8%	16%	16%	11%	10%	1%	22%	15%	10%	8%	11%	13%	12%	16%	11%
NET: Not honest		294	150	143	39	41	144	70	70	69	78	77	66	48	12	38	73	54	17	96	97	101	49	245
		29%	30%	27%	29%	24%	28%	34%	25%	23%	37%	33%	32%	29%	7%	47%	38%	24%	13%	28%	29%	28%	28%	29%
Don't know		75	24	52	5	14	29	26	17	19	12	27	13	9	4	1	14	14	3	25	25	25	7	69
		7%	5%	10%	4%	9%	6%	13%	6%	6%	6%	12%	6%	6%	2%	1%	7%	6%	2%	7%	8%	7%	4%	8%
Mean		2.68	2.67	2.70	2.75	2.81	2.69	2.52	2.78	2.82	2.50	2.56	2.63	2.73	3.13	2.37	2.51	2.77	3.01	2.70	2.66	2.69	2.65	2.69
Standard deviation		0.85	0.88	0.82	0.88	0.76	0.83	0.92	0.84	0.78	0.84	0.93	0.81	0.82	0.56	0.92	0.85	0.81	0.78	0.84	0.87	0.84	0.88	0.85
Standard error		0.03	0.04	0.04	0.10	0.07	0.04	0.06	0.05	0.05	0.07	0.06	0.06	0.06	0.04	0.10	0.06	0.05	0.07	0.05	0.05	0.05	0.07	0.03

## Opinion Poll

### CATI Fieldwork : April 30th-May 2nd 2010

Absolutes/col percents

Table 14

**Q.4 The General Election will be held on May 6th. Which of these two opposing thoughts do you think you would be most likely to agree with?**

**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Lab/Con 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	1026	469	557	80	139	561	246	315	267	141	303	215	174	163	83	212	259	115	344	324	358	166	860
Weighted base	1026	503	523	132	169	516	209	276	304	213	233	208	165	181	81	194	225	128	339	332	355	175	851
Continuity is important stick with Labour	257 25%	135 27%	123 23%	35 27%	38 22%	128 25%	56 27%	58 21%	69 23%	51 24%	79 34%	1 *	138 83%	24 14%	16 19%	7 4%	117 52%	18 14%	101 30%	81 24%	75 21%	47 27%	210 25%
Time for a change	713 70%	345 69%	369 70%	92 70%	127 75%	355 69%	139 67%	202 73%	216 71%	151 71%	145 62%	207 100%	26 16%	153 85%	60 74%	184 95%	97 43%	104 81%	221 65%	234 71%	258 73%	118 67%	595 70%
Don't know	55 5%	24 5%	32 6%	5 4%	4 2%	33 6%	13 6%	16 6%	18 6%	11 5%	10 4%	- -	2 1%	3 2%	5 7%	3 1%	11 5%	7 5%	16 5%	17 5%	22 6%	10 6%	45 5%

## Opinion Poll

### CATI Fieldwork : April 30th-May 2nd 2010

Absolutes/col percents

Table 15  
**Classification**  
**Base: All respondents**

		Unweighted Total	Weighted Total
Unweighted base		1026	1026
Weighted base		1026	1026
<b><u>Gender</u></b>			
Male		469 46%	503 49%
Female		557 54%	523 51%
<b><u>Age</u></b>			
18-24	(21)	80 8%	132 13%
25-34	(29.5)	139 14%	169 16%
35-44	(39.5)	151 15%	189 18%
45-54	(49.5)	210 20%	176 17%
55-64	(59.5)	200 19%	151 15%
65+	(70)	246 24%	209 20%
Average age		49.96	46.34

**Opinion Poll**  
**CATI Fieldwork : April 30th-May 2nd 2010**

Absolutes/col percents

Table 15  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1026	1026
<b><u>Social Grade</u></b>		
AB	315 31%	276 27%
C1	267 26%	304 30%
C2	141 14%	213 21%
DE	303 30%	233 23%
<b><u>Region</u></b>		
North	344 34%	339 33%
Midlands	324 32%	332 32%
South	358 35%	355 35%

**Opinion Poll**  
**CATI Fieldwork : April 30th-May 2nd 2010**

Absolutes/col percents

Table 15  
**Classification**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Weighted base	1026	1026
<b><u>Working status</u></b>		
Full-time	412 40%	455 44%
Part-time	159 15%	123 12%
Not working but seeking work or temporarily unemployed/sick	45 4%	54 5%
Not working/not seeking work	47 5%	57 6%
Retired	294 29%	253 25%
Student	27 3%	48 5%
Refused	42 4%	37 4%

**Opinion Poll**  
**CATI Fieldwork : April 30th-May 2nd 2010**

Absolutes/col percents

Table 15  
**Classification**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1026	1026
<b><u>Tenure</u></b>		
Own outright	364 35%	331 32%
Own with a mortgage	343 33%	359 35%
Council	86 8%	136 13%
Housing Assoc.	55 5%	38 4%
Rented from someone else	101 10%	98 10%
Rent free	7 1%	7 1%
Refused	70 7%	58 6%

## Opinion Poll

### CATI Fieldwork : April 30th-May 2nd 2010

Absolutes/col percents

Table 16  
**Q.C/D Voting in May 5th 2005 General Election**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1026	1026
Weighted base	1026	1026
Conservative	212 21%	194 19%
Labour	259 25%	225 22%
Liberal Democrat/ Liberal	115 11%	128 13%
Scottish National Party/SNP	18 2%	17 2%
Plaid Cymru	6 1%	5 1%
Green Party	12 1%	10 1%
UK Independence Party (UKIP)	8 1%	7 1%
British National Party (BNP)	4 *	6 1%
Others	2 *	1 *
Did not vote	270 26%	340 33%
Refused	84 8%	62 6%
Don't know	36 4%	31 3%