



ICM Poll for The Guardian

Fieldwork dates: 16-18th April 2010

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method: Within each government office region, a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

Sample size: 1,024

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

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

Weighting by past votes

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

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

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

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

Weighting for turnout

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

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

Voting intentions: ICM derives vote intentions from 2 questions.

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

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

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

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

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

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

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

Opinion Poll

CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 1

Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?

Base: All respondents

	Total	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab 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	1024	457	567	83	138	574	229	337	278	164	245	213	194	209	59	204	263	117	344	318	362	172	852
Weighted base	1024	502	522	122	164	522	217	278	297	213	235	203	175	216	65	194	225	128	345	324	355	175	849
Certain to vote	(10) 615	290	324	43	82	328	161	194	175	115	131	151	137	140	37	150	172	97	202	203	210	101	514
	60%	58%	62%	35%	50%	63%	75%	70%	59%	54%	56%	75%	78%	65%	57%	77%	77%	76%	59%	63%	59%	58%	61%
(9)	62	37	25	9	9	33	10	17	23	11	11	15	10	10	7	13	12	7	17	14	31	16	46
	6%	7%	5%	8%	6%	6%	5%	6%	8%	5%	5%	7%	6%	5%	11%	7%	5%	6%	5%	4%	9%	9%	5%
(8)	75	45	30	12	17	33	14	18	25	14	18	19	12	22	6	12	18	10	34	18	23	12	63
	7%	9%	6%	10%	10%	6%	6%	7%	8%	7%	8%	9%	7%	10%	10%	6%	8%	8%	10%	5%	7%	7%	7%
(7)	33	19	13	3	9	17	3	12	7	9	5	5	1	11	7	5	4	1	9	14	10	3	29
	3%	4%	3%	3%	5%	3%	1%	4%	2%	4%	2%	2%	1%	5%	10%	3%	2%	1%	3%	4%	3%	2%	3%
(6)	26	14	12	5	6	13	2	7	9	9	1	3	4	8	1	3	1	4	6	12	8	5	21
	3%	3%	2%	4%	3%	2%	1%	3%	3%	4%	*	1%	2%	4%	2%	2%	*	3%	2%	4%	2%	3%	2%
(5)	71	30	41	15	10	37	9	9	18	22	22	10	11	18	4	9	10	5	25	20	26	15	56
	7%	6%	8%	13%	6%	7%	4%	3%	6%	10%	9%	5%	6%	8%	7%	5%	5%	4%	7%	6%	7%	8%	7%
(4)	8	3	5	2	3	3	1	2	1	2	3	-	-	2	-	-	-	2	1	3	5	2	6
	1%	1%	1%	1%	2%	1%	*	1%	*	1%	1%	-	-	1%	-	-	-	1%	*	1%	1%	1%	1%
(3)	10	3	8	1	2	7	-	1	4	4	1	-	1	2	1	-	4	-	6	1	3	1	9
	1%	1%	1%	1%	2%	1%	-	*	1%	2%	1%	-	*	1%	1%	-	2%	-	2%	*	1%	1%	1%
(2)	10	3	7	2	3	6	-	1	2	4	4	-	1	3	2	-	1	1	3	2	6	1	9
	1%	1%	1%	2%	2%	1%	-	*	1%	2%	2%	-	*	1%	2%	-	*	1%	1%	*	2%	1%	1%
Certain not to vote	(1) 106	53	53	28	21	41	15	17	32	22	35	-	-	-	-	3	3	1	40	37	28	18	87
	10%	10%	10%	23%	13%	8%	7%	6%	11%	10%	15%	-	-	-	-	1%	1%	1%	12%	12%	8%	10%	10%
Refused	1	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	*	*	-	1%	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*
Don't know	8	4	3	-	2	5	1	1	1	2	4	-	-	-	-	-	-	-	1	2	5	1	7
	1%	1%	1%	-	1%	1%	1%	*	*	1%	2%	-	-	-	-	-	-	-	*	*	1%	1%	1%
Mean	8.11	8.14	8.08	6.49	7.58	8.33	8.88	8.79	8.11	7.73	7.62	9.37	9.35	8.82	8.69	9.31	9.21	9.23	7.98	8.11	8.23	8.07	8.11
Standard deviation	3.01	2.96	3.07	3.60	3.23	2.83	2.49	2.43	3.02	3.11	3.40	1.30	1.49	1.94	2.00	1.62	1.84	1.71	3.11	3.06	2.87	3.01	3.02
Standard error	0.09	0.14	0.13	0.40	0.28	0.12	0.17	0.13	0.18	0.24	0.22	0.09	0.11	0.13	0.26	0.11	0.11	0.16	0.17	0.17	0.15	0.23	0.10

Opinion Poll

CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 2

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area.

If there were a general election tomorrow which party do you think you would vote for?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1024	457	567	83	138	574	229	337	278	164	245	213	194	209	59	204	263	117	344	318	362	172	852
Weighted base	1024	502	522	122	164	522	217	278	297	213	235	203	175	216	65	194	225	128	345	324	355	175	849
Conservative	203 20%	100 20%	102 20%	17 14%	29 17%	104 20%	53 24%	80 29%	56 19%	36 17%	31 13%	203 100%	-	-	-	134 69%	18 8%	6 5%	59 17%	65 20%	78 22%	42 24%	161 19%
Labour	175 17%	81 16%	94 18%	17 14%	24 15%	94 18%	39 18%	41 15%	51 17%	34 16%	49 21%	-	175 100%	-	-	2 1%	113 50%	12 9%	74 22%	49 15%	52 15%	29 16%	147 17%
Liberal Democrat/ Liberal	216 21%	126 25%	90 17%	29 24%	38 23%	118 23%	31 14%	63 23%	57 19%	48 22%	48 21%	-	-	216 100%	-	17 9%	36 16%	85 66%	56 16%	66 20%	94 26%	28 16%	188 22%
Scottish National Party/ SNP	14 1%	7 1%	6 1%	-	2 1%	8 1%	4 2%	2 1%	3 1%	3 1%	6 2%	-	-	-	14 21%	-	3 1%	-	14 4%	-	-	1 1%	13 2%
Plaid Cymru	10 1%	8 2%	1 *	-	5 3%	4 1%	1 *	1 *	6 2%	-	3 1%	-	-	-	10 15%	-	2 1%	-	-	10 3%	-	2 1%	7 1%
Green Party	11 1%	6 1%	5 1%	2 2%	1 1%	7 1%	1 1%	3 1%	6 2%	1 1%	1 *	-	-	-	11 17%	-	3 1%	-	4 1%	1 *	5 1%	* *	10 1%
UK Independence Party (UKIP)	16 2%	8 2%	9 2%	-	-	9 2%	7 3%	3 1%	4 1%	7 4%	2 1%	-	-	-	16 25%	2 1%	5 2%	2 1%	6 2%	4 1%	6 2%	4 2%	12 1%
British National Party (BNP)	10 1%	10 2%	-	-	1 1%	7 1%	1 1%	-	3 1%	4 2%	2 1%	-	-	-	10 15%	-	-	4 3%	7 2%	1 *	1 *	3 2%	7 1%
Other	5 *	4 1%	1 *	-	2 2%	2 *	-	1 *	2 1%	1 1%	1 *	-	-	-	5 7%	-	1 *	-	2 1%	2 1%	-	2 1%	2 *
Would not vote	106 10%	53 10%	53 10%	28 23%	21 13%	41 8%	15 7%	17 6%	32 11%	22 10%	35 15%	-	-	-	-	3 1%	3 1%	1 1%	40 12%	37 12%	28 8%	18 10%	87 10%
Don't know	161 16%	59 12%	103 20%	26 21%	27 16%	74 14%	34 16%	42 15%	48 16%	36 17%	35 15%	-	-	-	-	26 13%	30 14%	14 11%	47 13%	51 16%	64 18%	29 16%	133 16%
Refused	98 10%	41 8%	57 11%	2 2%	14 8%	52 10%	29 14%	26 9%	29 10%	20 9%	23 10%	-	-	-	-	10 5%	12 5%	6 4%	36 10%	36 11%	26 7%	17 10%	81 10%

Opinion Poll

CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 3

Data derived from:-

Q.A Some people have said they would not vote in a new General Election, while others would go and vote at their polling station.

I would like to know how certain it is that you would actually go and vote in a general election?

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area.

If there were a general election tomorrow which party do you think you would vote for?

Data excludes those who definitely will not vote (10%), don't know who they would vote for (16%) or refuse to answer (10%)

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

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	552	262	290	23	63	329	137	209	142	77	124	184	162	161	45	157	199	92	186	165	200	88	463
Weighted base	526	274	252	32	75	290	128	167	148	96	115	172	144	161	49	148	167	100	178	160	188	85	440
Conservative	172	85	87	9	23	91	49	71	48	27	25	172	-	-	-	128	15	6	48	55	68	32	139
	33%	31%	35%	29%	30%	31%	38%	43%	33%	28%	22%	100%	-	-	-	86%	9%	6%	27%	35%	36%	38%	32%
Labour	144	66	78	9	19	80	36	36	41	26	41	-	144	-	2	109	10	60	41	42	22	121	
	27%	24%	31%	27%	25%	27%	28%	21%	27%	27%	36%	-	100%	-	1%	65%	10%	34%	26%	23%	26%	28%	
Liberal Democrat/ Liberal	161	93	68	13	26	92	30	52	39	33	37	-	-	161	16	33	78	44	48	70	20	141	
	31%	34%	27%	42%	35%	32%	23%	31%	26%	35%	32%	-	-	100%	11%	20%	78%	25%	30%	37%	24%	32%	
Scottish National Party/ SNP	11	5	6	-	1	6	4	1	3	2	5	-	-	-	11	-	3	-	11	-	-	1	10
	2%	2%	2%	-	1%	2%	3%	1%	2%	2%	4%	-	-	-	23%	-	2%	-	6%	-	-	1%	2%
Plaid Cymru	8	7	1	-	5	3	1	1	6	-	2	-	-	-	8	-	1	-	-	8	-	2	6
	2%	3%	1%	-	6%	1%	1%	*	4%	-	2%	-	-	-	17%	-	1%	-	-	5%	-	3%	1%
Green Party	7	4	3	1	*	5	1	2	5	*	*	-	-	-	7	-	2	-	4	1	2	*	7
	1%	1%	1%	3%	*	2%	1%	1%	3%	*	*	-	-	-	15%	-	1%	-	2%	1%	1%	1%	2%
UK Independence Party (UKIP)	12	5	7	-	-	6	6	3	3	5	1	-	-	-	12	2	3	2	4	4	5	3	9
	2%	2%	3%	-	-	2%	5%	2%	2%	5%	1%	-	-	-	25%	1%	2%	2%	2%	2%	3%	4%	2%
British National Party (BNP)	7	7	-	-	*	6	1	-	3	2	2	-	-	-	7	-	-	4	6	1	1	2	5
	1%	3%	-	-	*	2%	1%	-	2%	2%	2%	-	-	-	15%	-	-	4%	3%	1%	*	2%	1%
Other	3	2	1	-	1	2	-	1	1	1	1	-	-	-	3	-	1	-	2	1	-	2	1
	1%	1%	*	-	2%	1%	-	*	*	1%	1%	-	-	-	6%	-	*	-	1%	1%	-	2%	*

Opinion Poll
CATI Fieldwork : April 16th-18th 2010

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 744 respondents

	<u>Total</u>
Conservative	33%
Labour	28%
Liberal Democrat	30%
Other	9%

Opinion Poll

CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 5

Q.1 Irrespective of which party you yourself support, which political party leader do you think...?

Is likely to prove the most competent prime minister

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1024	457	567	83	138	574	229	337	278	164	245	213	194	209	59	204	263	117	344	318	362	172	852
Weighted base	1024	502	522	122	164	522	217	278	297	213	235	203	175	216	65	194	225	128	345	324	355	175	849
David Cameron	323	158	165	48	53	147	75	101	88	71	63	173	18	28	7	140	35	20	96	109	118	61	262
	32%	31%	32%	39%	32%	28%	34%	36%	30%	33%	27%	85%	10%	13%	11%	72%	16%	16%	28%	34%	33%	35%	31%
Gordon Brown	305	160	145	28	40	167	70	73	95	61	76	9	142	58	19	17	130	44	117	90	98	45	260
	30%	32%	28%	23%	25%	32%	32%	26%	32%	28%	32%	4%	81%	27%	29%	9%	58%	34%	34%	28%	28%	26%	31%
Nick Clegg	212	111	101	29	36	111	36	56	67	47	41	15	11	112	24	27	38	49	71	72	69	39	173
	21%	22%	19%	24%	22%	21%	17%	20%	23%	22%	18%	7%	6%	52%	37%	14%	17%	39%	20%	22%	19%	22%	20%
None of them	72	30	42	1	14	46	11	23	19	17	14	4	1	12	9	5	7	8	25	21	27	14	59
	7%	6%	8%	1%	9%	9%	5%	8%	6%	8%	6%	2%	1%	6%	13%	3%	3%	7%	7%	6%	7%	8%	7%
Don't know	112	43	69	15	20	50	26	26	28	18	40	2	3	6	6	5	14	6	36	32	44	17	95
	11%	9%	13%	13%	12%	10%	12%	9%	9%	8%	17%	1%	2%	3%	10%	3%	6%	5%	10%	10%	12%	9%	11%

Opinion Poll

CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 6

Q.1 Irrespective of which party you yourself support, which political party leader do you think...?

Is likely to move Britain in the right direction

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1024	457	567	83	138	574	229	337	278	164	245	213	194	209	59	204	263	117	344	318	362	172	852
Weighted base	1024	502	522	122	164	522	217	278	297	213	235	203	175	216	65	194	225	128	345	324	355	175	849
David Cameron	303 30%	138 28%	164 31%	37 30%	48 29%	149 28%	70 32%	97 35%	86 29%	60 28%	60 25%	169 83%	14 8%	24 11%	11 16%	142 73%	33 15%	17 14%	92 27%	98 30%	113 32%	55 31%	248 29%
Gordon Brown	263 26%	137 27%	126 24%	27 22%	43 26%	129 25%	65 30%	57 20%	84 28%	52 24%	70 30%	6 3%	143 82%	33 15%	18 27%	11 6%	122 54%	33 26%	111 32%	71 22%	81 23%	40 23%	224 26%
Nick Clegg	264 26%	147 29%	118 23%	35 28%	43 26%	145 28%	42 19%	71 26%	75 25%	60 28%	58 24%	17 8%	13 7%	149 69%	25 39%	23 12%	52 23%	68 53%	78 23%	95 29%	91 26%	45 26%	219 26%
None of them	89 9%	44 9%	45 9%	5 5%	14 8%	51 10%	19 9%	28 10%	22 7%	25 12%	15 6%	4 2%	3 2%	7 3%	10 16%	5 3%	8 4%	3 2%	34 10%	24 8%	31 9%	17 10%	73 9%
Don't know	104 10%	36 7%	69 13%	18 15%	17 10%	48 9%	21 10%	25 9%	30 10%	17 8%	33 14%	7 3%	3 2%	3 2%	1 2%	13 7%	10 4%	6 5%	29 9%	36 11%	39 11%	19 11%	85 10%

Opinion Poll

CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 7

Q.1 Irrespective of which party you yourself support, which political party leader do you think...?

Is campaigning best for the votes of people like you

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1024	457	567	83	138	574	229	337	278	164	245	213	194	209	59	204	263	117	344	318	362	172	852
Weighted base	1024	502	522	122	164	522	217	278	297	213	235	203	175	216	65	194	225	128	345	324	355	175	849
David Cameron	262	123	139	37	45	124	57	83	68	63	48	140	21	22	7	111	35	15	76	88	98	41	221
	26%	24%	27%	30%	27%	24%	26%	30%	23%	29%	21%	69%	12%	10%	11%	57%	15%	12%	22%	27%	28%	23%	26%
Gordon Brown	184	85	99	23	27	85	49	37	60	38	50	2	107	17	11	7	91	17	74	54	56	28	156
	18%	17%	19%	19%	16%	16%	23%	13%	20%	18%	21%	1%	61%	8%	17%	4%	40%	13%	22%	17%	16%	16%	18%
Nick Clegg	337	181	156	34	50	193	60	99	100	76	62	41	29	157	25	50	71	81	108	109	120	57	280
	33%	36%	30%	28%	31%	37%	28%	36%	34%	35%	26%	20%	16%	73%	39%	26%	31%	63%	31%	34%	34%	32%	33%
None of them	123	63	59	12	26	66	19	36	38	25	23	7	10	6	18	10	10	11	52	38	33	27	96
	12%	13%	11%	10%	16%	13%	9%	13%	13%	12%	10%	4%	6%	3%	28%	5%	5%	9%	15%	12%	9%	16%	11%
Don't know	118	50	68	16	17	55	31	24	31	12	51	12	8	13	4	15	18	4	35	35	48	22	96
	12%	10%	13%	13%	10%	10%	14%	9%	10%	5%	22%	6%	5%	6%	5%	8%	8%	3%	10%	11%	14%	13%	11%

Opinion Poll

CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 8

Q.1 Irrespective of which party you yourself support, which political party leader do you think...?

Most wants to win

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1024	457	567	83	138	574	229	337	278	164	245	213	194	209	59	204	263	117	344	318	362	172	852
Weighted base	1024	502	522	122	164	522	217	278	297	213	235	203	175	216	65	194	225	128	345	324	355	175	849
David Cameron	383 37%	196 39%	188 36%	48 40%	71 43%	187 36%	77 35%	115 41%	107 36%	76 36%	86 37%	108 53%	58 33%	78 36%	20 30%	101 52%	79 35%	39 31%	121 35%	122 38%	140 39%	61 35%	322 38%
Gordon Brown	319 31%	157 31%	162 31%	37 30%	51 31%	159 31%	71 33%	76 27%	100 34%	62 29%	81 35%	54 26%	97 56%	61 28%	23 35%	47 24%	94 42%	45 35%	122 35%	90 28%	106 30%	54 31%	265 31%
Nick Clegg	150 15%	72 14%	78 15%	20 16%	18 11%	82 16%	29 14%	41 15%	40 14%	42 20%	26 11%	26 13%	7 4%	62 29%	13 20%	27 14%	27 12%	35 27%	53 15%	46 14%	50 14%	25 14%	125 15%
None of them	27 3%	11 2%	16 3%	- -	8 5%	15 3%	4 2%	10 4%	8 3%	1 1%	8 3%	2 1%	4 2%	2 1%	4 6%	- -	6 3%	- -	15 4%	5 1%	7 2%	8 4%	19 2%
Don't know	145 14%	67 13%	78 15%	17 14%	14 9%	79 15%	35 16%	36 13%	42 14%	32 15%	34 15%	13 6%	9 5%	13 6%	6 9%	20 10%	18 8%	9 7%	33 10%	60 18%	52 15%	28 16%	117 14%

Opinion Poll

CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 9

Q.1 Irrespective of which party you yourself support, which political party leader do you think...?

Is more about marketing and spin than substance

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1024	457	567	83	138	574	229	337	278	164	245	213	194	209	59	204	263	117	344	318	362	172	852
Weighted base	1024	502	522	122	164	522	217	278	297	213	235	203	175	216	65	194	225	128	345	324	355	175	849
David Cameron	446	246	200	50	76	241	80	135	148	85	78	71	95	129	28	63	122	68	132	151	163	60	387
	44%	49%	38%	41%	46%	46%	37%	49%	50%	40%	33%	35%	54%	60%	42%	33%	54%	53%	38%	47%	46%	34%	46%
Gordon Brown	297	148	149	38	52	146	62	77	81	67	72	84	56	45	19	82	56	25	99	98	100	57	240
	29%	30%	29%	31%	32%	28%	29%	28%	27%	32%	31%	41%	32%	21%	29%	42%	25%	20%	29%	30%	28%	32%	28%
Nick Clegg	134	61	73	17	15	60	42	33	34	24	43	29	14	33	11	32	31	24	63	27	44	27	107
	13%	12%	14%	14%	9%	11%	19%	12%	11%	11%	18%	14%	8%	15%	17%	16%	14%	19%	18%	8%	12%	15%	13%
None of them	28	13	15	1	3	18	6	6	6	9	8	3	2	2	4	1	1	3	13	10	5	6	22
	3%	3%	3%	1%	2%	3%	3%	2%	2%	4%	3%	2%	1%	1%	6%	*	*	2%	4%	3%	1%	4%	3%
Don't know	119	34	85	15	19	58	27	28	28	28	35	15	8	7	4	17	15	7	38	38	43	26	93
	12%	7%	16%	13%	12%	11%	12%	10%	9%	13%	15%	8%	5%	3%	5%	9%	7%	6%	11%	12%	12%	15%	11%

Opinion Poll

CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 10

Q.2 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			Con/Lab Marginal		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No	
Unweighted base	1024	457	567	83	138	574	229	337	278	164	245	213	194	209	59	204	263	117	344	318	362	172	852	
Weighted base	1024	502	522	122	164	522	217	278	297	213	235	203	175	216	65	194	225	128	345	324	355	175	849	
NET: Honest	518	256	263	53	87	271	107	134	154	115	115	57	156	117	30	55	178	80	193	155	170	91	427	
	51%	51%	50%	44%	53%	52%	50%	48%	52%	54%	49%	28%	89%	54%	47%	28%	79%	63%	56%	48%	48%	52%	50%	
Very honest	(4)	96	48	48	10	11	46	29	21	23	21	31	4	54	8	2	5	46	8	37	27	32	19	77
		9%	10%	9%	8%	6%	9%	14%	7%	8%	10%	13%	2%	31%	4%	3%	2%	21%	7%	11%	8%	9%	11%	9%
Quite honest	(3)	422	208	215	43	76	225	78	114	130	94	85	54	103	109	29	50	132	72	156	128	139	72	350
		41%	41%	41%	36%	47%	43%	36%	41%	44%	44%	36%	27%	59%	51%	44%	26%	58%	56%	45%	39%	39%	41%	41%
Not very honest	(2)	289	141	148	38	50	154	47	83	79	57	70	90	15	71	23	82	32	40	85	94	110	55	234
		28%	28%	28%	31%	31%	29%	22%	30%	27%	27%	30%	44%	9%	33%	36%	42%	14%	32%	25%	29%	31%	31%	28%
Not honest at all	(1)	183	93	89	24	19	84	55	53	50	39	40	53	2	27	11	57	13	7	61	56	65	23	160
		18%	19%	17%	20%	11%	16%	26%	19%	17%	18%	17%	26%	1%	13%	16%	29%	6%	6%	18%	17%	18%	13%	19%
NET: Not honest		472	234	237	63	69	238	103	136	130	96	110	144	18	99	34	139	45	48	146	150	175	78	394
		46%	47%	45%	51%	42%	46%	47%	49%	44%	45%	47%	71%	10%	46%	52%	71%	20%	37%	42%	46%	49%	44%	46%
Don't know		34	12	22	6	8	13	7	8	14	2	10	2	2	-	1	1	2	-	6	18	10	7	27
		3%	2%	4%	5%	5%	2%	3%	3%	5%	1%	4%	1%	1%	-	*	1%	-	2%	6%	3%	4%	3%	
Mean		2.44	2.43	2.44	2.33	2.51	2.46	2.39	2.38	2.45	2.46	2.47	2.04	3.19	2.45	2.33	2.01	2.95	2.64	2.50	2.41	2.40	2.52	2.42
Standard deviation		0.90	0.91	0.89	0.90	0.79	0.87	1.02	0.88	0.88	0.91	0.94	0.78	0.64	0.76	0.78	0.81	0.76	0.69	0.91	0.89	0.89	0.86	0.91
Standard error		0.03	0.04	0.04	0.10	0.07	0.04	0.07	0.05	0.05	0.07	0.06	0.05	0.05	0.05	0.10	0.06	0.05	0.06	0.05	0.05	0.05	0.07	0.03

Opinion Poll

CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 11

Q.2 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			Con/Lab Marginal		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No	
Unweighted base	1024	457	567	83	138	574	229	337	278	164	245	213	194	209	59	204	263	117	344	318	362	172	852	
Weighted base	1024	502	522	122	164	522	217	278	297	213	235	203	175	216	65	194	225	128	345	324	355	175	849	
NET: Honest	544	259	285	60	90	278	117	147	162	119	115	170	58	106	28	159	94	60	173	171	199	94	450	
	53%	52%	55%	49%	55%	53%	54%	53%	55%	56%	49%	84%	33%	49%	43%	82%	42%	47%	50%	53%	56%	54%	53%	
Very honest	(4)	81	43	38	7	10	33	30	25	17	17	21	38	4	8	4	35	11	5	27	26	28	13	68
		8%	9%	7%	6%	6%	6%	14%	9%	6%	8%	9%	19%	2%	4%	6%	18%	5%	4%	8%	8%	8%	7%	8%
Quite honest	(3)	463	216	247	52	80	245	86	122	145	102	94	132	53	98	24	123	83	55	146	146	171	81	382
		45%	43%	47%	43%	49%	47%	40%	44%	49%	48%	40%	65%	30%	45%	37%	63%	37%	43%	42%	45%	48%	46%	45%
Not very honest	(2)	281	149	132	32	45	154	50	85	80	52	64	28	73	78	21	27	82	48	106	85	91	50	231
		27%	30%	25%	26%	27%	30%	23%	30%	27%	24%	27%	14%	42%	36%	32%	14%	36%	37%	31%	26%	26%	29%	27%
Not honest at all	(1)	160	80	80	20	22	76	42	37	42	37	44	2	38	31	15	8	41	18	61	48	52	25	135
		16%	16%	15%	17%	13%	15%	19%	13%	14%	18%	19%	1%	22%	14%	24%	4%	18%	14%	18%	15%	15%	14%	16%
NET: Not honest		442	229	213	53	67	231	92	122	122	90	108	30	111	109	36	35	123	66	166	133	143	76	366
		43%	46%	41%	43%	41%	44%	42%	44%	41%	42%	46%	15%	64%	50%	55%	18%	55%	52%	48%	41%	40%	43%	43%
Don't know		38	14	24	9	7	14	8	9	13	4	12	2	6	1	1	1	8	2	6	20	13	5	33
		4%	3%	5%	8%	4%	3%	4%	3%	4%	2%	5%	1%	4%	1%	1%	*	4%	2%	2%	6%	4%	3%	4%
Mean		2.47	2.46	2.49	2.41	2.49	2.46	2.51	2.50	2.49	2.47	2.41	3.03	2.14	2.38	2.26	2.96	2.30	2.37	2.41	2.49	2.51	2.48	2.47
Standard deviation		0.86	0.87	0.85	0.86	0.81	0.82	0.97	0.85	0.82	0.88	0.91	0.61	0.79	0.77	0.90	0.70	0.83	0.78	0.87	0.86	0.85	0.84	0.86
Standard error		0.03	0.04	0.04	0.10	0.07	0.03	0.07	0.05	0.05	0.07	0.06	0.04	0.06	0.05	0.12	0.05	0.05	0.07	0.05	0.05	0.05	0.07	0.03

Opinion Poll

CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 12

Q.2 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

	Total	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab 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	1024	457	567	83	138	574	229	337	278	164	245	213	194	209	59	204	263	117	344	318	362	172	852
Weighted base	1024	502	522	122	164	522	217	278	297	213	235	203	175	216	65	194	225	128	345	324	355	175	849
NET: Honest	760	395	364	74	119	404	162	217	229	157	156	155	140	201	47	154	191	111	261	237	261	126	634
	74%	79%	70%	61%	73%	77%	75%	78%	77%	74%	66%	77%	80%	93%	73%	79%	85%	87%	76%	73%	74%	72%	75%
Very honest	(4) 228	139	89	20	27	132	50	56	72	52	48	44	37	77	15	48	65	36	74	79	75	35	193
	22%	28%	17%	16%	16%	25%	23%	20%	24%	24%	20%	22%	21%	36%	23%	24%	29%	28%	22%	24%	21%	20%	23%
Quite honest	(3) 532	257	275	54	93	273	112	161	157	105	108	111	102	124	32	107	125	75	187	158	187	91	441
	52%	51%	53%	45%	56%	52%	52%	58%	53%	49%	46%	55%	58%	57%	49%	55%	56%	59%	54%	49%	53%	52%	52%
Not very honest	(2) 140	60	80	22	24	69	25	29	35	30	46	31	26	10	14	25	21	13	40	44	55	29	111
	14%	12%	15%	18%	15%	13%	12%	10%	12%	14%	20%	15%	15%	5%	22%	13%	9%	10%	12%	14%	16%	17%	13%
Not honest at all	(1) 71	30	41	17	8	32	15	19	16	19	17	4	6	4	2	7	7	2	32	16	23	11	60
	7%	6%	8%	14%	5%	6%	7%	7%	5%	9%	7%	2%	4%	2%	3%	3%	3%	2%	9%	5%	7%	6%	7%
NET: Not honest	211	90	121	38	32	100	40	48	51	48	63	35	32	13	16	31	28	16	72	60	79	41	170
	21%	18%	23%	31%	20%	19%	19%	17%	17%	23%	27%	17%	19%	6%	25%	16%	13%	12%	21%	19%	22%	23%	20%
Don't know	54	16	37	9	13	18	14	13	17	8	16	13	3	2	2	9	6	1	12	26	15	9	45
	5%	3%	7%	7%	8%	3%	7%	5%	6%	4%	7%	6%	2%	1%	3%	4%	3%	1%	4%	8%	4%	5%	5%
Mean	2.94	3.04	2.85	2.69	2.91	3.00	2.97	2.96	3.02	2.93	2.85	3.03	2.99	3.28	2.96	3.05	3.14	3.14	2.91	3.01	2.92	2.90	2.95
Standard deviation	0.82	0.81	0.81	0.93	0.73	0.80	0.82	0.78	0.78	0.87	0.85	0.69	0.72	0.63	0.77	0.73	0.71	0.67	0.85	0.79	0.81	0.81	0.82
Standard error	0.03	0.04	0.04	0.11	0.06	0.03	0.06	0.04	0.05	0.07	0.06	0.05	0.05	0.04	0.10	0.05	0.04	0.06	0.05	0.05	0.04	0.06	0.03

Opinion Poll

CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 13

Q.3 Do you think the result of the election will make a difference to the way things are in the country or will things be much the same whoever wins?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1024	457	567	83	138	574	229	337	278	164	245	213	194	209	59	204	263	117	344	318	362	172	852
Weighted base	1024	502	522	122	164	522	217	278	297	213	235	203	175	216	65	194	225	128	345	324	355	175	849
Will make a difference	353 34%	186 37%	167 32%	45 37%	67 41%	165 32%	75 34%	121 44%	102 34%	58 27%	72 31%	97 48%	81 46%	77 36%	9 14%	86 44%	86 38%	50 39%	100 29%	119 37%	134 38%	72 41%	281 33%
Will be much the same	616 60%	289 57%	327 63%	73 60%	86 53%	331 63%	126 58%	137 49%	180 61%	149 70%	149 63%	93 46%	86 49%	126 58%	51 79%	90 46%	129 57%	76 59%	229 66%	187 58%	200 56%	94 54%	522 61%
Depends who wins	36 4%	21 4%	15 3%	3 3%	8 5%	17 3%	8 4%	11 4%	10 4%	7 3%	8 4%	8 4%	7 4%	13 6%	3 4%	12 6%	6 3%	2 2%	12 3%	11 3%	14 4%	4 2%	32 4%
Don't know	19 2%	7 1%	12 2%	- -	3 2%	9 2%	8 4%	9 3%	5 2%	- -	5 2%	4 2%	2 1%	- -	2 3%	5 3%	3 1%	- -	5 1%	7 2%	8 2%	6 3%	13 2%

Opinion Poll

CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 14

Q.4 Thinking about the political constituency in which you might vote, do you think your vote will make a difference to which candidate wins?

Base: All respondents

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1024	457	567	83	138	574	229	337	278	164	245	213	194	209	59	204	263	117	344	318	362	172	852
Weighted base	1024	502	522	122	164	522	217	278	297	213	235	203	175	216	65	194	225	128	345	324	355	175	849
Yes	491 48%	233 47%	257 49%	55 45%	82 50%	243 47%	111 51%	136 49%	139 47%	101 47%	115 49%	107 53%	105 60%	116 54%	23 36%	90 46%	126 56%	60 47%	158 46%	158 49%	174 49%	95 54%	395 47%
No	512 50%	259 52%	253 48%	65 53%	79 48%	268 51%	100 46%	137 49%	151 51%	109 51%	115 49%	95 47%	68 39%	99 46%	41 62%	102 53%	97 43%	66 51%	180 52%	158 49%	174 49%	78 44%	434 51%
Will not vote	10 1%	6 1%	4 1%	1 1%	1 1%	7 1%	1 1%	4 1%	3 1%	2 1%	2 1%	- -	1 1%	- -	1 1%	1 *	1 -	- -	1 *	5 2%	4 1%	- -	10 1%
Don't know	11 1%	4 1%	8 1%	1 1%	2 1%	3 1%	4 2%	2 1%	4 1%	1 *	4 2%	1 *	2 1%	1 *	* 1%	2 1%	2 1%	2 2%	6 2%	2 1%	3 1%	2 1%	9 1%

Opinion Poll

CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 15

Q.5 Has the television debate between the leaders of the three main political parties changed the way you plan to vote in the general election on 6th May?

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			Con/Lab Marginal		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	Yes	No
Unweighted base	1024	457	567	83	138	574	229	337	278	164	245	213	194	209	59	204	263	117	344	318	362	172	852
Weighted base	1024	502	522	122	164	522	217	278	297	213	235	203	175	216	65	194	225	128	345	324	355	175	849
Yes, changed	206 20%	94 19%	112 21%	37 30%	38 23%	99 19%	32 15%	43 15%	71 24%	41 19%	50 21%	29 15%	32 18%	69 32%	14 22%	26 13%	57 26%	23 18%	63 18%	61 19%	83 23%	40 23%	165 19%
No, not changed	668 65%	346 69%	323 62%	67 55%	113 69%	339 65%	149 69%	200 72%	178 60%	144 67%	147 62%	145 71%	133 76%	123 57%	47 72%	139 72%	147 65%	91 71%	236 68%	222 69%	210 59%	112 64%	556 66%
Not applicable/ Did not watch	144 14%	61 12%	82 16%	14 12%	13 8%	82 16%	34 16%	33 12%	46 16%	28 13%	36 15%	27 13%	9 5%	23 11%	4 6%	29 15%	21 9%	13 10%	44 13%	40 12%	60 17%	23 13%	121 14%
Don't know	6 1%	1 *	5 1%	3 3%	- -	2 *	1 1%	3 1%	2 1%	- -	2 1%	2 1%	1 *	1 *	- -	- -	- -	2 1%	2 1%	2 *	3 1%	- -	6 1%

Opinion Poll
CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 16
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1024	1024
Weighted base		1024	1024
<u>Gender</u>			
Male		457 45%	502 49%
Female		567 55%	522 51%
<u>Age</u>			
18-24	(21)	83 8%	122 12%
25-34	(29.5)	138 13%	164 16%
35-44	(39.5)	192 19%	194 19%
45-54	(49.5)	192 19%	174 17%
55-64	(59.5)	190 19%	153 15%
65+	(70)	229 22%	217 21%
Average age		49.06	46.85

Opinion Poll
CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 16
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1024	1024
<u>Social Grade</u>		
AB	337 33%	278 27%
C1	278 27%	297 29%
C2	164 16%	213 21%
DE	245 24%	235 23%
<u>Region</u>		
North	344 34%	345 34%
Midlands	318 31%	324 32%
South	362 35%	355 35%

Opinion Poll
CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 16
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1024	1024
<u>Working status</u>		
Full-time	456 45%	451 44%
Part-time	145 14%	123 12%
Not working but seeking work or temporarily unemployed/sick	34 3%	42 4%
Not working/not seeking work	50 5%	62 6%
Retired	290 28%	283 28%
Student	26 3%	41 4%
Refused	23 2%	22 2%

Opinion Poll
CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 16
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1024	1024
<u>Tenure</u>		
Own outright	355 35%	341 33%
Own with a mortgage	378 37%	358 35%
Council	79 8%	131 13%
Housing Assoc.	49 5%	39 4%
Rented from someone else	125 12%	121 12%
Rent free	8 1%	6 1%
Refused	30 3%	27 3%

Opinion Poll
CATI Fieldwork : April 16th-18th 2010

Absolutes/col percents

Table 17
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1024	1024
Weighted base	1024	1024
Conservative	204 20%	194 19%
Labour	263 26%	225 22%
Liberal Democrat/ Liberal	117 11%	128 12%
Scottish National Party/SNP	13 1%	14 1%
Plaid Cymru	8 1%	10 1%
Green Party	8 1%	5 1%
UK Independence Party (UKIP)	13 1%	13 1%
British National Party (BNP)	1 *	1 *
Others	3 *	3 *
Did not vote	302 29%	339 33%
Refused	70 7%	71 7%
Don't know	22 2%	21 2%