



## ICM Poll for The Guardian

**Fieldwork dates:** 27<sup>th</sup> 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 1,020 adults aged 18+ across the 42 political constituencies which are currently held by Labour or the Conservatives where the Liberal Democrats require a swing of between 0% and 6% to win the seat.

<u>Conservative held</u>	<u>Labour held</u>
Solihull	Edinburgh South
Somerton & Frome	Islington South & Finsbury
Guildford	Watford
Eastbourne	Hampstead & Kilburn
Ealing Central & Acton	Aberdeen South
Devon Central	Edinburgh North & Leith
Meon Valley	City of Durham
Weston-Super-Mare	Norwich South
Ludlow	Liverpool Wavertree
Dorset West	Leicester South
Torriford & West Devon	Derby North
Wells	Birmingham Green
Totnes	Oldham East & Saddleworth
Newbury	Colne Valley
Worcestershire West	Aberconwy
Bournemouth West	
Chelmsford	

North Dorset
Filton & Bradley Stoke
Harborough
Orpington
Broadland
Haltemprice & Howden
Surrey South West
Reading East
Somerset North
St. Albans

Interviews were conducted by telephone on 27<sup>th</sup> 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 (gratitude to Anthony Wells UK Polling Report) in order to take into account post-2005 boundary changes.

**Sample size:** 1,020

**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. Turnout weighting as per ICM national voting intention polls.

**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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## Marginals Poll

### Fieldwork Dates:- 27th 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**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner		
	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	Con	Lab	
Unweighted base	1020	525	495	64	141	574	241	382	252	140	246	198	117	230	48	223	205	181	182	315	523	671	349	
Weighted base	1020	489	531	112	184	510	214	255	316	143	306	193	100	245	50	213	152	202	184	306	531	663	357	
Certain to vote	(10)	646	317	329	61	90	349	147	191	205	79	172	154	67	185	35	179	106	155	114	180	352	438	209
		63%	65%	62%	54%	49%	68%	68%	75%	65%	55%	56%	79%	66%	76%	70%	84%	70%	77%	62%	59%	66%	66%	58%
	(9)	70	30	40	12	14	33	10	15	20	15	20	12	11	18	4	9	16	11	8	25	37	46	24
		7%	6%	8%	11%	8%	7%	5%	6%	6%	10%	6%	6%	11%	7%	9%	4%	10%	5%	4%	8%	7%	7%	7%
	(8)	57	18	38	5	7	39	6	10	15	11	21	12	5	16	3	10	6	11	8	23	26	37	20
		6%	4%	7%	4%	4%	8%	3%	4%	5%	8%	7%	6%	5%	7%	5%	5%	4%	5%	4%	8%	5%	6%	5%
	(7)	31	15	16	2	7	17	5	8	10	4	9	6	5	7	*	5	3	3	9	7	15	19	12
		3%	3%	3%	2%	4%	3%	2%	3%	3%	3%	3%	3%	5%	3%	1%	2%	2%	1%	5%	2%	3%	3%	3%
	(6)	11	8	3	1	4	5	1	3	2	3	3	2	-	2	2	1	1	-	6	3	1	3	8
		1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	-	1%	4%	*	1%	-	3%	1%	*	*	2%
	(5)	52	18	34	14	10	16	13	11	18	7	16	4	9	8	-	1	6	10	9	19	24	33	19
		5%	4%	6%	12%	5%	3%	6%	4%	6%	5%	5%	2%	9%	3%	-	*	4%	5%	5%	6%	5%	5%	5%
	(4)	12	3	9	-	7	5	1	-	4	4	5	2	1	2	2	3	-	4	-	5	7	11	1
		1%	1%	2%	-	4%	1%	*	-	1%	2%	2%	1%	1%	1%	3%	2%	-	2%	-	2%	1%	2%	*
	(3)	16	12	4	5	4	6	1	4	5	1	7	2	2	5	4	1	1	2	3	6	8	10	7
		2%	2%	1%	4%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	7%	1%	1%	1%	2%	2%	1%	1%	2%
	(2)	10	5	5	4	3	1	2	4	5	1	-	1	1	1	1	-	1	-	-	5	4	2	7
		1%	1%	1%	4%	1%	*	1%	1%	1%	1%	-	*	1%	*	2%	-	1%	-	-	2%	1%	*	2%
Certain not to vote	(1)	91	52	39	9	33	35	14	9	28	17	37	-	-	-	-	4	9	5	22	26	43	52	39
		9%	11%	7%	8%	18%	7%	6%	3%	9%	12%	12%	-	-	-	-	2%	6%	2%	12%	8%	8%	8%	11%
Refused		2	2	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-	2
		*	*	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	*	-	1%
Don't know		21	8	13	-	3	4	14	*	3	1	17	-	-	-	-	-	3	3	4	6	11	13	8
		2%	2%	2%	-	2%	1%	7%	*	1%	1%	6%	-	-	-	-	-	2%	1%	2%	2%	2%	2%	2%
Mean		8.33	8.23	8.42	7.79	7.17	8.70	8.71	8.98	8.31	7.97	7.95	9.43	8.88	9.28	8.84	9.44	8.86	9.15	8.09	8.18	8.49	8.51	7.99
Standard error		0.09	0.14	0.13	0.39	0.31	0.11	0.18	0.12	0.19	0.26	0.21	0.10	0.19	0.11	0.33	0.11	0.17	0.15	0.23	0.17	0.13	0.11	0.17

## Marginals Poll

### Fieldwork Dates:- 27th 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			2005 Winner	
	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	Con	Lab
Unweighted base	1020	525	495	64	141	574	241	382	252	140	246	198	117	230	48	223	205	181	182	315	523	671	349
Weighted base	1020	489	531	112	184	510	214	255	316	143	306	193	100	245	50	213	152	202	184	306	531	663	357
Conservative	193	96	97	7	20	119	47	56	70	21	47	193	-	-	-	136	6	17	16	55	122	164	30
	19%	20%	18%	6%	11%	23%	22%	22%	22%	15%	15%	100%	-	-	-	64%	4%	9%	9%	18%	23%	25%	8%
Labour	100	46	54	18	15	51	16	26	29	8	37	-	100	-	-	1	58	7	25	34	41	43	58
	10%	9%	10%	16%	8%	10%	7%	10%	9%	6%	12%	-	100%	-	-	*	38%	4%	14%	11%	8%	6%	16%
Liberal Democrat/ Liberal	245	124	121	28	48	124	45	67	79	35	65	-	-	245	-	15	26	117	47	64	133	156	89
	24%	25%	23%	25%	26%	24%	21%	26%	25%	24%	21%	-	-	100%	-	7%	17%	58%	26%	21%	25%	23%	25%
Scottish National Party/SNP	5	4	2	2	-	2	1	1	2	1	1	-	-	-	5	-	-	-	5	-	-	-	5
	1%	1%	*	2%	-	*	*	1%	1%	1%	*	-	-	-	10%	-	-	-	3%	-	-	-	1%
Plaid Cymru	1	1	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	1
	*	*	-	-	1%	-	-	-	*	-	-	-	-	-	3%	-	-	-	-	*	-	-	*
Green Party	13	8	6	2	6	5	*	1	7	1	4	-	-	-	13	-	2	3	1	3	9	9	4
	1%	2%	1%	2%	3%	1%	*	1%	2%	1%	1%	-	-	-	27%	-	1%	1%	1%	1%	2%	1%	1%
UK Independence Party (UKIP)	18	12	6	1	3	7	7	5	4	3	6	-	-	-	18	4	-	4	1	4	13	15	3
	2%	2%	1%	1%	2%	1%	3%	2%	1%	2%	2%	-	-	-	36%	2%	-	2%	*	1%	2%	2%	1%
British National Party (BNP)	8	7	2	4	2	2	1	2	2	2	3	-	-	-	8	-	1	-	2	3	4	3	5
	1%	1%	*	3%	1%	*	*	1%	*	1%	1%	-	-	-	16%	-	1%	-	1%	1%	1%	1%	1%
Other	4	3	2	2	2	-	-	1	-	-	4	-	-	-	4	-	-	-	-	4	-	3	2
	*	1%	*	2%	1%	-	-	*	-	-	1%	-	-	-	9%	-	-	-	-	1%	-	*	*
Will not vote	91	52	39	9	33	35	14	9	28	17	37	-	-	-	4	9	5	22	26	43	52	39	
	9%	11%	7%	8%	18%	7%	6%	3%	9%	12%	12%	-	-	-	2%	6%	2%	12%	8%	8%	8%	11%	
Refused	112	54	58	6	12	55	39	28	34	14	36	-	-	-	20	12	10	17	39	55	79	33	
	11%	11%	11%	6%	6%	11%	18%	11%	11%	10%	12%	-	-	-	9%	8%	5%	10%	13%	10%	12%	9%	
Don't know	228	84	144	32	41	109	46	60	61	41	67	-	-	-	34	39	38	46	72	110	141	87	
	22%	17%	27%	29%	22%	21%	21%	23%	19%	29%	22%	-	-	-	16%	26%	19%	25%	24%	21%	21%	24%	

## Marginals Poll

### Fieldwork Dates:- 27th 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 (9%), don't know who they would vote for (22%) or refuse to answer (11%)

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

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner	
	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	Con	Lab
Unweighted base	496	275	221	20	53	305	119	205	128	58	105	173	97	190	37	157	121	129	84	134	278	339	158
Weighted base	478	248	229	35	68	272	103	134	156	58	129	170	76	197	35	151	86	143	80	128	270	329	149
Conservative	170 35%	85 34%	85 37%	6 16%	16 23%	105 39%	43 41%	50 37%	60 39%	18 30%	42 33%	170 100%	-	-	-	132 87%	4 5%	17 12%	14 17%	46 36%	110 41%	145 44%	25 17%
Labour	76 16%	35 14%	40 18%	7 19%	11 16%	44 16%	14 13%	21 15%	25 16%	7 11%	24 19%	-	76 100%	-	-	1 *	55 64%	6 4%	21 27%	23 18%	31 12%	31 9%	45 30%
Liberal Democrat/ Liberal	197 41%	104 42%	93 41%	16 45%	33 49%	109 40%	39 38%	55 41%	60 39%	30 52%	51 40%	-	-	197 100%	-	14 9%	25 28%	113 79%	39 49%	49 38%	110 41%	132 40%	65 44%
Scottish National Party/SNP	4 1%	2 1%	1 1%	1 3%	-	2 1%	1 1%	1 1%	1 1%	1 1%	1 *	-	-	-	4 10%	-	-	-	4 4%	-	-	-	4 2%
Plaid Cymru	1 *	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	-	-	1 4%	-	-	-	-	1 1%	-	-	1 1%
Green Party	9 2%	6 2%	3 1%	2 6%	2 3%	4 2%	* *	1 1%	5 3%	1 1%	3 2%	-	-	-	9 26%	-	1 1%	3 2%	1 1%	2 2%	6 2%	6 2%	3 2%
UK Independence Party (UKIP)	14 3%	10 4%	5 2%	1 2%	3 4%	5 2%	6 5%	4 3%	3 2%	2 4%	5 4%	-	-	-	14 41%	4 3%	-	4 3%	* *	3 3%	11 4%	12 4%	2 2%
British National Party (BNP)	5 1%	4 2%	1 *	2 5%	1 1%	2 1%	1 1%	2 1%	1 *	1 1%	2 1%	-	-	-	5 15%	-	1 1%	-	1 1%	2 1%	3 1%	3 1%	3 2%
Other	2 *	1 *	1 *	1 3%	1 1%	-	-	-	-	-	2 1%	-	-	-	2 5%	-	-	-	-	2 1%	-	1 *	1 1%

## Marginals Poll

Fieldwork Dates:- 27th April 2010

Col percents

Table 4  
**Published Vote Intention Figures**  
Percentages derived from the responses of 761 respondents

	<u>Total</u>
Conservative	35%
Labour	18%
Liberal Democrat	39%
Other	7%

## Marginals Poll

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 5

**Q.5 You may have seen or heard that the result of the General Election might be a hung parliament, where no single party has overall control. In the event that no party wins the election outright, which one of the following options would you yourself prefer?**

**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner		
	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	Con	Lab
Unweighted base	1020	525	495	64	141	574	241	382	252	140	246	198	117	230	48	223	205	181	182	315	523	671	349
Weighted base	1020	489	531	112	184	510	214	255	316	143	306	193	100	245	50	213	152	202	184	306	531	663	357
The Liberal Democrats sharing power with the Conservatives	426 42%	197 40%	229 43%	47 42%	63 34%	224 44%	92 43%	110 43%	139 44%	58 40%	120 39%	170 88%	2 2%	80 32%	19 37%	175 82%	22 15%	70 35%	59 32%	121 40%	246 46%	315 47%	111 31%
The Liberal Democrats sharing power with the Labour Party	392 38%	191 39%	202 38%	48 43%	85 46%	196 38%	64 30%	105 41%	124 39%	53 37%	109 36%	5 3%	92 92%	140 57%	14 29%	7 3%	114 75%	95 47%	86 47%	114 37%	193 36%	222 33%	170 48%
Neither of these	84 8%	53 11%	32 6%	4 4%	13 7%	40 8%	27 12%	18 7%	21 7%	12 9%	33 11%	12 6%	2 2%	14 6%	10 20%	22 10%	3 2%	15 7%	20 11%	26 8%	38 7%	46 7%	38 11%
Other	11 1%	6 1%	5 1%	2 2%	2 1%	4 1%	3 2%	1 1%	4 1%	- -	6 2%	2 1%	- -	1 1%	3 5%	- -	1 1%	1 1%	1 1%	4 1%	6 1%	8 1%	3 1%
Don't know	106 10%	43 9%	63 12%	12 10%	20 11%	46 9%	28 13%	21 8%	28 9%	19 14%	38 12%	4 2%	5 5%	10 4%	4 9%	10 5%	12 8%	20 10%	17 9%	42 14%	48 9%	73 11%	33 9%

## Marginals Poll

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 6

**Q.6 If you knew for certain right now that the Liberal Democrats would actually share power with the Conservatives after the election, would you be...?**  
**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner		
	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	Con	Lab
Unweighted base	1020	525	495	64	141	574	241	382	252	140	246	198	117	230	48	223	205	181	182	315	523	671	349
Weighted base	1020	489	531	112	184	510	214	255	316	143	306	193	100	245	50	213	152	202	184	306	531	663	357
More likely to vote Liberal Democrat	100 10%	42 9%	58 11%	10 9%	18 10%	53 10%	19 9%	22 9%	29 9%	21 15%	28 9%	14 7%	10 10%	22 9%	7 14%	21 10%	14 9%	21 10%	22 12%	20 7%	58 11%	66 10%	35 10%
No difference one way or the other	694 68%	344 70%	351 66%	82 73%	134 73%	336 66%	143 67%	175 69%	214 68%	97 68%	208 68%	153 79%	51 51%	187 76%	29 58%	156 73%	88 58%	145 72%	122 66%	220 72%	352 66%	455 69%	239 67%
Less likely to vote Liberal Democrat	171 17%	82 17%	89 17%	18 16%	22 12%	98 19%	34 16%	49 19%	53 17%	16 11%	52 17%	26 14%	35 35%	32 13%	13 25%	34 16%	41 27%	27 14%	32 18%	51 17%	87 16%	107 16%	64 18%
Don't know	55 5%	22 4%	33 6%	2 2%	11 6%	24 5%	18 8%	9 4%	20 6%	9 6%	17 6%	1 *	5 5%	5 2%	2 3%	1 1%	9 6%	8 4%	8 4%	14 5%	33 6%	36 5%	19 5%

## Marginals Poll

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 7

**Q.7 If you knew for certain right now that the Liberal Democrats would actually share power with the Labour Party after the election, would you be...?**

**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner		
	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	Con	Lab
Unweighted base	1020	525	495	64	141	574	241	382	252	140	246	198	117	230	48	223	205	181	182	315	523	671	349
Weighted base	1020	489	531	112	184	510	214	255	316	143	306	193	100	245	50	213	152	202	184	306	531	663	357
More likely to vote Liberal Democrat	155 15%	63 13%	92 17%	17 15%	30 16%	82 16%	26 12%	48 19%	41 13%	22 16%	44 14%	12 6%	26 26%	43 18%	11 23%	17 8%	38 25%	36 18%	26 14%	40 13%	89 17%	100 15%	55 15%
No difference one way or the other	619 61%	305 62%	313 59%	63 56%	135 74%	302 59%	118 55%	141 55%	209 66%	91 64%	177 58%	114 59%	58 58%	172 70%	28 55%	116 55%	96 63%	133 66%	114 62%	201 66%	304 57%	389 59%	230 64%
Less likely to vote Liberal Democrat	195 19%	102 21%	92 17%	32 29%	12 6%	107 21%	44 20%	58 23%	56 18%	16 11%	65 21%	64 33%	14 14%	29 12%	10 21%	76 35%	15 10%	22 11%	31 17%	49 16%	115 22%	141 21%	54 15%
Don't know	51 5%	19 4%	33 6%	- -	7 4%	19 4%	26 12%	9 3%	9 3%	13 9%	21 7%	3 2%	2 2%	2 1%	1 1%	4 2%	3 2%	11 5%	12 7%	16 5%	23 4%	33 5%	18 5%

## Marginals Poll

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 8

**Q.8 Which one of the following statements most applies to you?****Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner		
	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	Con	Lab
Unweighted base	1020	525	495	64	141	574	241	382	252	140	246	198	117	230	48	223	205	181	182	315	523	671	349
Weighted base	1020	489	531	112	184	510	214	255	316	143	306	193	100	245	50	213	152	202	184	306	531	663	357
I'm likely to vote for the party whose ideas I agree with most	668 65%	294 60%	374 70%	79 70%	123 67%	351 69%	114 53%	187 73%	245 77%	75 53%	161 52%	144 74%	71 70%	166 68%	35 69%	149 70%	110 72%	142 70%	122 66%	191 62%	355 67%	432 65%	235 66%
I'm likely to vote for the party I think is most likely to stop Labour winning in the area I live	97 10%	48 10%	49 9%	9 8%	12 6%	52 10%	24 11%	21 8%	15 5%	23 16%	38 12%	29 15%	5 5%	22 9%	1 3%	32 15%	8 5%	14 7%	19 11%	34 11%	44 8%	58 9%	39 11%
I'm likely to vote for the party I think is most likely to stop the Liberal Democrats winning in the area I live	35 3%	22 5%	13 2%	7 6%	6 4%	13 2%	9 4%	7 3%	9 3%	6 4%	13 4%	11 6%	3 3%	5 2%	5 9%	12 5%	4 2%	1 *	4 2%	15 5%	16 3%	18 3%	17 5%
I'm likely to vote for the party I think is most likely to stop the Conservatives winning in the area I live	105 10%	69 14%	36 7%	13 12%	22 12%	51 10%	19 9%	28 11%	24 8%	19 14%	33 11%	2 1%	16 16%	42 17%	8 17%	3 2%	20 13%	34 17%	16 9%	27 9%	63 12%	83 13%	22 6%
None of these	63 6%	36 7%	27 5%	5 4%	15 8%	28 5%	16 7%	6 2%	14 4%	9 6%	35 11%	4 2%	3 3%	8 3%	- -	8 4%	5 3%	7 4%	12 7%	26 8%	25 5%	37 6%	26 7%
Other	8 1%	5 1%	3 1%	- -	- -	3 1%	5 2%	* *	3 1%	1 1%	4 1%	1 1%	1 1%	- -	1 2%	1 *	1 1%	- -	2 1%	3 1%	3 1%	5 1%	4 1%
Don't know	43 4%	15 3%	28 5%	- -	5 3%	12 2%	26 12%	5 2%	6 2%	10 7%	23 8%	2 1%	2 2%	2 1%	- -	8 4%	5 3%	4 2%	8 5%	11 4%	24 5%	30 4%	13 4%

## Marginals Poll

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 9

**Q.9 Putting aside your own party preference, does the fact that David Cameron leads the Conservative Party make you...?**

**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner		
	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	Con	Lab
Unweighted base	1020	525	495	64	141	574	241	382	252	140	246	198	117	230	48	223	205	181	182	315	523	671	349
Weighted base	1020	489	531	112	184	510	214	255	316	143	306	193	100	245	50	213	152	202	184	306	531	663	357
More likely to vote Conservative	163 16%	78 16%	85 16%	17 15%	31 17%	88 17%	27 13%	45 17%	56 18%	17 12%	45 15%	59 31%	6 6%	34 14%	7 15%	60 28%	14 9%	30 15%	22 12%	49 16%	92 17%	111 17%	53 15%
Makes no difference one way or the other	657 64%	306 63%	351 66%	73 65%	116 63%	323 63%	145 67%	156 61%	206 65%	97 68%	198 65%	124 64%	58 58%	148 60%	31 62%	140 66%	96 63%	124 61%	111 61%	210 69%	335 63%	422 64%	235 66%
Less likely to vote Conservative	170 17%	92 19%	77 15%	20 18%	32 17%	84 16%	34 16%	50 20%	47 15%	22 16%	50 16%	9 5%	37 37%	59 24%	10 20%	11 5%	40 26%	44 22%	42 23%	39 13%	89 17%	110 17%	59 17%
Don't know	30 3%	13 3%	17 3%	2 2%	5 3%	14 3%	9 4%	4 2%	8 2%	7 5%	12 4%	1 1%	- -	4 1%	2 4%	2 1%	2 1%	4 2%	8 4%	8 3%	14 3%	21 3%	10 3%

## Marginals Poll

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 10

**Q.10 Putting aside your own party preference, does the fact that Gordon Brown leads the Labour Party make you...?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner	
	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	Con	Lab
Unweighted base	1020	525	495	64	141	574	241	382	252	140	246	198	117	230	48	223	205	181	182	315	523	671	349
Weighted base	1020	489	531	112	184	510	214	255	316	143	306	193	100	245	50	213	152	202	184	306	531	663	357
More likely to vote Labour	90 9%	51 10%	39 7%	14 12%	15 8%	41 8%	20 9%	28 11%	19 6%	10 7%	33 11%	1 1%	30 30%	19 8%	9 18%	3 1%	28 18%	15 7%	23 12%	27 9%	40 7%	45 7%	44 12%
Makes no difference one way or another	549 54%	246 50%	302 57%	55 49%	99 54%	276 54%	118 55%	118 46%	174 55%	84 59%	172 56%	86 44%	58 58%	124 51%	24 48%	100 47%	90 59%	111 55%	99 54%	171 56%	279 53%	357 54%	192 54%
Less likely to vote Labour	365 36%	187 38%	178 34%	43 38%	68 37%	187 37%	67 31%	107 42%	120 38%	46 32%	92 30%	107 55%	11 11%	102 42%	17 34%	110 52%	33 22%	74 37%	61 33%	102 33%	202 38%	248 37%	117 33%
Don't know	17 2%	5 1%	12 2%	- -	1 1%	6 1%	9 4%	2 1%	3 1%	3 2%	9 3%	- -	1 1%	- -	- -	1 *	1 1%	2 1%	1 1%	5 2%	10 2%	13 2%	4 1%

## Marginals Poll

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 11

**Q.11 Putting aside your own party preference, does the fact that Nick Clegg leads the Liberal Democrats make you...?**

**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner		
	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	Con	Lab
Unweighted base	1020	525	495	64	141	574	241	382	252	140	246	198	117	230	48	223	205	181	182	315	523	671	349
Weighted base	1020	489	531	112	184	510	214	255	316	143	306	193	100	245	50	213	152	202	184	306	531	663	357
More likely to vote Liberal Democrat	218 21%	113 23%	106 20%	22 20%	48 26%	118 23%	30 14%	58 23%	81 26%	30 21%	49 16%	28 15%	17 16%	89 36%	9 18%	32 15%	36 24%	60 30%	43 24%	61 20%	114 22%	139 21%	80 22%
Makes no difference one way or the other	686 67%	316 65%	370 70%	80 71%	124 68%	342 67%	141 66%	170 67%	215 68%	102 71%	199 65%	136 70%	62 62%	149 61%	31 61%	152 71%	97 64%	129 64%	116 63%	207 68%	363 69%	455 69%	231 65%
Less likely to vote Liberal Democrat	88 9%	49 10%	39 7%	11 10%	10 6%	37 7%	30 14%	23 9%	18 6%	6 4%	41 14%	28 14%	19 19%	4 1%	10 20%	26 12%	15 10%	9 4%	19 10%	31 10%	38 7%	49 7%	38 11%
Don't know	28 3%	11 2%	16 3%	- -	1 1%	13 3%	14 6%	4 2%	2 1%	5 3%	16 5%	2 1%	2 2%	3 1%	- -	3 2%	3 2%	4 2%	5 3%	7 2%	15 3%	20 3%	7 2%

**Marginals Poll**  
**Fieldwork Dates:- 27th April 2010**

Absolutes/col percents

Table 12  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1020	1020
Weighted base	1020	1020
Male	525 51%	489 48%
Female	495 49%	531 52%

**Marginals Poll**  
**Fieldwork Dates:- 27th April 2010**

Absolutes/col percents

Table 13  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1020	1020
Weighted base	1020	1020
18 - 24	64 6%	112 11%
25 - 34	141 14%	184 18%
35 - 44	198 19%	194 19%
45 - 54	204 20%	173 17%
55 - 64	172 17%	143 14%
65+	241 24%	214 21%

**Marginals Poll**  
**Fieldwork Dates:- 27th April 2010**

Absolutes/col percents

Table 14  
**SEG**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1020	1020
Weighted base	1020	1020
A	130 13%	89 9%
B	252 25%	166 16%
C1	252 25%	316 31%
C2	140 14%	143 14%
D	87 9%	115 11%
E	159 16%	191 19%

## Marginals Poll

Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 15  
**Region**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1020	1020
Weighted base	1020	1020
Scotland	62 6%	61 6%
North	22 2%	20 2%
North West	47 5%	51 5%
Yorks & Humberside	51 5%	51 5%
East Midlands	82 8%	82 8%
West Midlands	97 10%	92 9%
Wales	11 1%	10 1%
East Anglia	125 12%	122 12%
Greater London	88 9%	102 10%
South East	178 17%	173 17%
South West	257 25%	255 25%

## Marginals Poll

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 16

**Q.3 I would like you to think back, very carefully to the last general election on May 5th 2005. Some people were not able to vote in that election. Can you remember did you actually cast your vote in that election?**

**Q.4 Could you tell me the party you actually voted for. Was it the Conservative, Labour, Liberal Democrats or another party?**

**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1020	1020
Weighted base	1020	1020
Conservative	223 22%	213 21%
Labour	205 20%	152 15%
Liberal Democrat/ Liberal	181 18%	202 20%
Scottish National Party/SNP	6 1%	5 *
Plaid Cymru	1 *	1 *
Green Party	16 2%	16 2%
UK Independence Party (UKIP)	8 1%	8 1%
British National Party (BNP)	4 *	2 *
Other	4 *	3 *
Did not vote	262 26%	310 30%
Refused	87 9%	82 8%
Don't know	23 2%	25 2%

# Marginals Poll - Conservative Held in 2005

**Fieldwork Dates:- 27th 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			2005 Winner		
		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	Con	Lab	
Unweighted base	671	351	320	28	75	386	182	249	166	95	161	167	50	150	29	188	106	139	20	168	483	671	-	
Weighted base	663	323	341	53	98	348	164	163	206	97	197	164	43	156	30	179	76	157	20	163	480	663	-	
Certain to vote	(10)	438	218	220	30	50	244	114	127	138	58	115	131	26	121	21	148	52	121	11	107	320	438	-
		66%	68%	64%	56%	51%	70%	69%	78%	67%	60%	58%	80%	61%	77%	69%	82%	68%	77%	53%	66%	67%	66%	-
	(9)	46	22	23	9	5	22	9	9	13	11	14	10	6	12	3	8	9	9	1	14	31	46	-
		7%	7%	7%	17%	6%	6%	5%	5%	6%	11%	7%	6%	14%	8%	9%	5%	12%	6%	5%	8%	6%	7%	-
	(8)	37	13	24	2	4	27	4	7	10	9	12	10	2	10	-	9	3	8	4	10	24	37	-
		6%	4%	7%	5%	4%	8%	2%	4%	5%	9%	6%	6%	4%	6%	-	5%	3%	5%	17%	6%	5%	6%	-
	(7)	19	8	11	-	4	12	3	6	5	1	8	5	2	3	-	5	1	2	-	5	15	19	-
		3%	3%	3%	-	5%	3%	2%	3%	3%	1%	4%	3%	5%	2%	-	3%	1%	1%	-	3%	3%	3%	-
	(6)	3	2	1	-	1	2	1	1	1	-	1	1	-	1	1	1	1	-	-	1	1	3	-
		*	1%	*	-	1%	*	*	1%	*	-	*	*	-	1%	3%	*	2%	-	-	1%	*	*	-
	(5)	33	11	22	3	10	11	9	7	13	4	9	4	3	6	-	1	2	10	2	7	23	33	-
		5%	3%	6%	6%	10%	3%	5%	4%	7%	4%	4%	2%	8%	4%	-	1%	2%	6%	12%	4%	5%	5%	-
	(4)	11	3	8	-	5	5	1	-	3	4	5	2	-	2	2	3	-	4	-	4	7	11	-
		2%	1%	2%	-	5%	1%	1%	-	1%	4%	2%	1%	-	2%	5%	2%	-	2%	-	2%	1%	2%	-
	(3)	10	8	2	2	2	4	1	1	3	1	5	1	2	1	4	1	-	1	1	1	8	10	-
		1%	2%	*	4%	2%	1%	1%	1%	1%	1%	2%	1%	6%	1%	12%	1%	-	1%	4%	1%	2%	1%	-
	(2)	2	2	1	1	1	-	1	2	-	1	-	-	1	-	1	-	1	-	-	1	2	2	-
		*	1%	*	2%	1%	-	1%	-	1%	-	-	3%	-	3%	-	1%	-	-	-	*	*	*	-
Certain not to vote	(1)	52	30	22	5	16	19	12	4	20	10	17	-	-	-	4	5	2	2	11	39	52	-	
		8%	9%	6%	10%	16%	5%	7%	2%	10%	10%	9%	-	-	-	2%	7%	1%	9%	7%	8%	8%	-	
Don't know		13	5	9	-	-	2	11	-	-	-	13	-	-	-	-	3	1	-	3	10	13	-	
		2%	1%	3%	-	-	1%	7%	-	-	-	7%	-	-	-	-	4%	1%	-	2%	2%	2%	-	
Mean		8.51	8.44	8.57	8.05	7.25	8.84	8.73	9.15	8.36	8.23	8.25	9.48	8.63	9.39	8.45	9.39	8.88	9.19	7.94	8.59	8.50	8.51	-
Standard error		0.11	0.16	0.15	0.59	0.40	0.12	0.21	0.13	0.23	0.31	0.24	0.10	0.33	0.12	0.52	0.13	0.25	0.16	0.67	0.21	0.13	0.11	-

## Marginals Poll - Conservative Held in 2005

### Fieldwork Dates:- 27th 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			2005 Winner	
	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	Con	Lab
Unweighted base	671	351	320	28	75	386	182	249	166	95	161	167	50	150	29	188	106	139	20	168	483	671	-
Weighted base	663	323	341	53	98	348	164	163	206	97	197	164	43	156	30	179	76	157	20	163	480	663	-
Conservative	164	79	84	6	19	98	41	47	61	18	38	164	-	-	-	113	5	17	3	42	118	164	-
	25%	25%	25%	11%	19%	28%	25%	29%	30%	18%	19%	100%	-	-	-	63%	6%	11%	16%	26%	25%	25%	-
Labour	43	24	19	7	6	22	7	11	14	5	13	-	43	-	-	1	23	3	1	7	34	43	-
	6%	7%	6%	14%	6%	6%	4%	7%	7%	5%	6%	-	100%	-	-	*	30%	2%	7%	4%	7%	6%	-
Liberal Democrat/ Liberal	156	81	75	7	22	92	35	38	44	24	50	-	-	156	-	12	12	91	7	33	116	156	-
	23%	25%	22%	13%	23%	26%	21%	23%	22%	24%	25%	-	-	100%	-	7%	16%	58%	35%	20%	24%	23%	-
Scottish National Party/SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	9	5	4	2	4	2	-	1	6	1	1	-	-	-	9	-	1	3	-	-	9	9	-
	1%	2%	1%	4%	4%	1%	-	*	3%	1%	1%	-	-	-	30%	-	1%	2%	-	-	2%	1%	-
UK Independence Party (UKIP)	15	10	5	-	3	7	5	4	4	1	5	-	-	-	15	3	-	4	1	1	13	15	-
	2%	3%	1%	-	3%	2%	3%	3%	2%	2%	3%	-	-	-	50%	2%	-	2%	4%	1%	3%	2%	-
British National Party (BNP)	3	3	-	2	-	1	*	1	-	2	1	-	-	-	3	-	1	-	-	1	3	3	-
	1%	1%	-	3%	-	*	*	1%	-	2%	*	-	-	-	11%	-	1%	-	-	*	1%	1%	-
Other	3	3	-	2	1	-	-	1	-	-	2	-	-	-	3	-	-	-	-	3	-	3	-
	*	1%	-	4%	1%	-	-	*	-	-	1%	-	-	-	9%	-	-	-	-	2%	-	*	-
Will not vote	52	30	22	5	16	19	12	4	20	10	17	-	-	-	4	5	2	2	11	39	52	-	
	8%	9%	6%	10%	16%	5%	7%	2%	10%	10%	9%	-	-	-	2%	7%	1%	9%	7%	8%	8%	-	
Refused	79	36	43	6	8	34	31	18	27	11	22	-	-	-	17	8	9	6	24	49	79	-	
	12%	11%	13%	11%	8%	10%	19%	11%	13%	12%	11%	-	-	-	10%	10%	6%	29%	15%	10%	12%	-	
Don't know	141	51	90	17	19	71	34	38	29	25	49	-	-	-	30	22	28	-	41	100	141	-	
	21%	16%	26%	31%	20%	20%	21%	23%	14%	26%	25%	-	-	-	17%	29%	18%	-	25%	21%	21%	-	

## Marginals Poll - Conservative Held in 2005

### Fieldwork Dates:- 27th 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 (21%) 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			2005 Winner	
	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	Con	Lab
Unweighted base	339	191	148	8	29	215	87	139	88	42	70	148	41	128	22	132	57	100	10	72	257	339	-
Weighted base	329	174	154	16	39	195	78	90	107	43	88	145	31	132	21	125	38	113	10	72	246	329	-
Conservative	145	70	74	5	14	88	37	43	52	15	35	145	-	-	-	110	4	17	2	36	106	145	-
	44%	40%	48%	31%	37%	45%	47%	48%	48%	35%	39%	100%	-	-	-	88%	10%	15%	23%	50%	43%	44%	-
Labour	31	15	16	2	5	19	6	9	12	5	6	-	31	-	-	1	22	2	1	5	24	31	-
	9%	9%	10%	12%	12%	10%	7%	10%	11%	10%	6%	-	100%	-	-	*	58%	2%	14%	7%	10%	9%	-
Liberal Democrat/ Liberal	132	73	59	5	16	79	31	33	37	21	41	-	-	132	-	12	11	88	6	28	97	132	-
	40%	42%	38%	33%	40%	41%	40%	37%	34%	48%	46%	-	-	100%	-	9%	29%	78%	61%	39%	39%	40%	-
Green Party	6	4	1	2	1	2	-	*	3	1	1	-	-	-	6	-	*	3	-	-	6	6	-
	2%	2%	1%	14%	3%	1%	-	1%	3%	1%	1%	-	-	-	26%	-	1%	2%	-	-	2%	2%	-
UK Independence Party (UKIP)	12	8	4	-	3	5	4	4	3	1	4	-	-	-	12	3	-	3	*	1	11	12	-
	4%	5%	3%	-	7%	3%	5%	4%	3%	3%	4%	-	-	-	57%	2%	-	3%	2%	2%	4%	4%	-
British National Party (BNP)	3	3	-	1	-	1	*	1	-	1	1	-	-	-	3	-	1	-	-	1	2	3	-
	1%	1%	-	5%	-	1%	1%	1%	-	2%	1%	-	-	-	12%	-	2%	-	-	1%	1%	1%	-
Other	1	1	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	1	-	1	-
	*	1%	-	6%	-	-	-	-	-	-	1%	-	-	-	4%	-	-	-	-	1%	-	*	-

# Marginals Poll - Conservative Held in 2005

Fieldwork Dates:- 27th April 2010

Col percents

Table 4  
**Published Vote Intention Figures**  
Percentages derived from the responses of 518 respondents

	<u>Total</u>
Conservative	44%
Labour	11%
Liberal Democrat	38%
Other	7%

## Marginals Poll - Conservative Held in 2005

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 5

**Q.5 You may have seen or heard that the result of the General Election might be a hung parliament, where no single party has overall control. In the event that no party wins the election outright, which one of the following options would you yourself prefer?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner	
	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	Con	Lab
Unweighted base	671	351	320	28	75	386	182	249	166	95	161	167	50	150	29	188	106	139	20	168	483	671	-
Weighted base	663	323	341	53	98	348	164	163	206	97	197	164	43	156	30	179	76	157	20	163	480	663	-
The Liberal Democrats sharing power with the Conservatives	315 47%	140 43%	175 51%	24 45%	37 38%	175 50%	79 48%	77 47%	106 51%	42 43%	91 46%	145 89%	1 2%	43 27%	10 33%	147 82%	14 19%	54 35%	7 35%	75 46%	233 48%	315 47%	-
The Liberal Democrats sharing power with the Labour Party	222 33%	117 36%	104 31%	18 34%	42 43%	118 34%	43 26%	58 36%	67 32%	32 34%	65 33%	4 2%	40 95%	93 59%	8 25%	5 3%	51 68%	71 45%	8 38%	50 30%	164 34%	222 33%	-
Neither of these	46 7%	31 10%	15 4%	- -	5 5%	24 7%	17 11%	14 8%	11 5%	6 6%	15 8%	10 6%	- -	10 7%	6 22%	19 10%	2 3%	10 6%	2 11%	11 7%	32 7%	46 7%	-
Other	8 1%	6 2%	2 1%	2 4%	2 2%	1 *	3 2%	- -	3 1%	- -	5 3%	2 1%	- -	1 1%	2 6%	- -	- -	1 1%	- -	4 2%	4 1%	8 1%	-
Don't know	73 11%	29 9%	44 13%	9 18%	12 12%	29 8%	23 14%	15 9%	19 9%	16 17%	22 11%	3 2%	1 3%	9 6%	4 14%	8 5%	8 10%	20 13%	3 16%	23 14%	46 10%	73 11%	-

## Marginals Poll - Conservative Held in 2005

Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 6

**Q.6 If you knew for certain right now that the Liberal Democrats would actually share power with the Conservatives after the election, would you be...?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner	
	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	Con	Lab
Unweighted base	671	351	320	28	75	386	182	249	166	95	161	167	50	150	29	188	106	139	20	168	483	671	-
Weighted base	663	323	341	53	98	348	164	163	206	97	197	164	43	156	30	179	76	157	20	163	480	663	-
More likely to vote Liberal Democrat	66 10%	29 9%	37 11%	6 11%	6 6%	39 11%	15 9%	14 9%	19 9%	13 13%	19 10%	11 7%	4 10%	18 11%	2 8%	17 10%	8 10%	19 12%	2 11%	10 6%	53 11%	66 10%	-
No difference one way or the other	455 69%	229 71%	226 66%	40 75%	76 77%	229 66%	110 67%	118 72%	137 67%	68 71%	132 67%	128 78%	20 46%	117 75%	18 59%	130 73%	41 54%	115 73%	16 76%	118 72%	321 67%	455 69%	-
Less likely to vote Liberal Democrat	107 16%	50 16%	56 17%	5 9%	14 14%	64 18%	24 15%	27 16%	38 18%	8 8%	34 17%	24 15%	14 32%	18 12%	8 28%	30 17%	21 28%	16 10%	2 10%	27 16%	78 16%	107 16%	-
Don't know	36 5%	15 5%	22 6%	2 4%	3 3%	16 5%	15 9%	5 3%	12 6%	8 8%	12 6%	1 *	5 11%	2 2%	2 5%	1 1%	6 8%	8 5%	1 3%	9 5%	27 6%	36 5%	-

## Marginals Poll - Conservative Held in 2005

Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 7

**Q.7 If you knew for certain right now that the Liberal Democrats would actually share power with the Labour Party after the election, would you be...?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner	
	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	Con	Lab
Unweighted base	671	351	320	28	75	386	182	249	166	95	161	167	50	150	29	188	106	139	20	168	483	671	-
Weighted base	663	323	341	53	98	348	164	163	206	97	197	164	43	156	30	179	76	157	20	163	480	663	-
More likely to vote Liberal Democrat	100 15%	42 13%	58 17%	5 9%	16 17%	58 17%	21 13%	28 17%	29 14%	14 15%	29 15%	9 6%	15 34%	33 21%	6 22%	15 8%	19 25%	29 19%	3 12%	18 11%	80 17%	100 15%	-
No difference one way or the other	389 59%	192 60%	197 58%	32 60%	70 71%	197 57%	90 55%	89 55%	124 61%	63 65%	113 57%	95 58%	23 54%	109 70%	14 45%	94 52%	48 64%	103 66%	13 62%	106 65%	270 56%	389 59%	-
Less likely to vote Liberal Democrat	141 21%	77 24%	64 19%	16 30%	8 8%	80 23%	36 22%	40 24%	46 22%	11 11%	45 23%	57 35%	4 10%	14 9%	9 31%	67 37%	6 8%	16 10%	3 15%	29 18%	109 23%	141 21%	-
Don't know	33 5%	12 4%	21 6%	- -	4 4%	12 4%	17 10%	7 4%	6 3%	9 9%	11 5%	3 2%	1 1%	- -	1 2%	4 2%	2 3%	8 5%	2 11%	10 6%	21 4%	33 5%	-

## Marginals Poll - Conservative Held in 2005

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 8

**Q.8 Which one of the following statements most applies to you?****Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner	
	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	Con	Lab
Unweighted base	671	351	320	28	75	386	182	249	166	95	161	167	50	150	29	188	106	139	20	168	483	671	-
Weighted base	663	323	341	53	98	348	164	163	206	97	197	164	43	156	30	179	76	157	20	163	480	663	-
I'm likely to vote for the party whose ideas I agree with most	432 65%	196 61%	236 69%	38 70%	66 67%	240 69%	90 54%	120 73%	156 76%	55 57%	101 51%	123 75%	27 63%	101 65%	21 71%	127 71%	48 63%	109 69%	15 76%	101 62%	316 66%	432 65%	-
I'm likely to vote for the party I think is most likely to stop Labour winning in the area I live	58 9%	31 10%	27 8%	1 3%	5 5%	33 10%	18 11%	13 8%	9 4%	14 14%	23 12%	24 14%	1 2%	9 6%	-	28 16%	4 5%	6 4%	1 3%	17 10%	40 8%	58 9%	-
I'm likely to vote for the party I think is most likely to stop the Liberal Democrats winning in the area I live	18 3%	9 3%	9 3%	-	3 3%	8 2%	7 4%	4 2%	8 4%	1 1%	5 3%	10 6%	2 4%	2 1%	1 2%	10 5%	3 4%	-	-	3 2%	15 3%	18 3%	-
I'm likely to vote for the party I think is most likely to stop the Conservatives winning in the area I live	83 13%	51 16%	32 9%	12 23%	15 15%	41 12%	15 9%	21 13%	21 10%	15 16%	26 13%	2 2%	10 23%	38 25%	8 27%	3 2%	13 17%	33 21%	2 8%	19 12%	63 13%	83 13%	-
None of these	37 6%	21 7%	16 5%	2 4%	7 8%	18 5%	10 6%	3 2%	7 3%	6 6%	22 11%	2 1%	2 4%	4 3%	-	3 2%	4 5%	5 3%	1 5%	14 8%	23 5%	37 6%	-
Other	5 1%	5 1%	-	-	-	1 *	3 2%	* *	1 1%	-	3 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	3 1%	5 1%	-
Don't know	30 4%	10 3%	20 6%	-	2 2%	7 2%	21 13%	3 2%	4 2%	6 6%	17 9%	2 1%	2 4%	1 1%	-	7 4%	4 5%	4 2%	2 8%	8 5%	20 4%	30 4%	-

## Marginals Poll - Conservative Held in 2005

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 9

**Q.9 Putting aside your own party preference, does the fact that David Cameron leads the Conservative Party make you...?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner	
	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	Con	Lab
Unweighted base	671	351	320	28	75	386	182	249	166	95	161	167	50	150	29	188	106	139	20	168	483	671	-
Weighted base	663	323	341	53	98	348	164	163	206	97	197	164	43	156	30	179	76	157	20	163	480	663	-
More likely to vote Conservative	111	48	63	5	17	65	24	29	36	15	30	51	*	22	2	46	8	23	3	24	84	111	-
	17%	15%	18%	9%	17%	19%	14%	18%	18%	16%	15%	31%	1%	14%	6%	26%	11%	15%	14%	15%	17%	17%	-
Makes no difference one way or the other	422	204	218	34	61	221	106	99	137	62	123	105	21	92	21	121	45	96	10	109	302	422	-
	64%	63%	64%	64%	62%	64%	64%	60%	67%	65%	63%	64%	49%	59%	69%	67%	60%	61%	49%	67%	63%	64%	-
Less likely to vote Conservative	110	62	48	13	17	54	26	34	28	14	33	8	21	41	6	10	21	35	5	24	81	110	-
	17%	19%	14%	24%	17%	15%	16%	21%	14%	15%	17%	5%	50%	26%	19%	6%	28%	22%	25%	15%	17%	17%	-
Don't know	21	9	12	2	3	7	9	2	4	5	10	-	-	2	2	2	1	3	2	6	13	21	-
	3%	3%	4%	4%	3%	2%	5%	1%	2%	5%	5%	-	-	1%	6%	1%	1%	2%	11%	3%	3%	3%	-

## Marginals Poll - Conservative Held in 2005

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 10

**Q.10 Putting aside your own party preference, does the fact that Gordon Brown leads the Labour Party make you...?****Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner	
	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	Con	Lab
Unweighted base	671	351	320	28	75	386	182	249	166	95	161	167	50	150	29	188	106	139	20	168	483	671	-
Weighted base	663	323	341	53	98	348	164	163	206	97	197	164	43	156	30	179	76	157	20	163	480	663	-
More likely to vote Labour	45 7%	29 9%	17 5%	7 13%	7 8%	18 5%	13 8%	17 11%	7 4%	2 2%	19 10%	1 1%	14 32%	10 7%	6 20%	3 1%	12 16%	9 6%	2 12%	12 7%	31 7%	45 7%	-
Makes no difference one way or another	357 54%	165 51%	192 56%	24 45%	56 57%	190 55%	87 53%	78 48%	117 57%	55 57%	106 54%	70 43%	24 57%	90 58%	15 50%	82 46%	47 62%	90 57%	10 51%	92 56%	254 53%	357 54%	-
Less likely to vote Labour	248 37%	125 39%	123 36%	23 42%	33 34%	136 39%	57 34%	67 41%	78 38%	37 38%	67 34%	92 56%	5 11%	55 35%	9 30%	94 52%	16 21%	56 36%	7 34%	57 35%	184 38%	248 37%	-
Don't know	13 2%	3 1%	9 3%	-	1 1%	3 1%	8 5%	1 1%	3 2%	3 3%	5 3%	-	-	-	-	1 *	1 1%	2 1%	1 3%	2 1%	10 2%	13 2%	-

## Marginals Poll - Conservative Held in 2005

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 11

**Q.11 Putting aside your own party preference, does the fact that Nick Clegg leads the Liberal Democrats make you...?**

**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner		
	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	Con	Lab
Unweighted base	671	351	320	28	75	386	182	249	166	95	161	167	50	150	29	188	106	139	20	168	483	671	-
Weighted base	663	323	341	53	98	348	164	163	206	97	197	164	43	156	30	179	76	157	20	163	480	663	-
More likely to vote Liberal Democrat	139	72	66	10	23	81	24	41	41	21	35	27	7	52	3	27	15	47	5	38	96	139	-
	21%	22%	20%	19%	24%	23%	15%	25%	20%	22%	18%	17%	17%	34%	10%	15%	20%	30%	24%	23%	20%	21%	-
Makes no difference one way or the other	455	210	245	40	73	234	109	104	149	69	132	111	30	100	22	127	52	101	11	108	336	455	-
	69%	65%	72%	74%	74%	67%	66%	64%	73%	72%	67%	68%	69%	64%	73%	71%	68%	64%	56%	66%	70%	69%	-
Less likely to vote Liberal Democrat	49	31	18	4	1	25	20	16	13	3	17	25	5	2	5	23	7	6	2	13	34	49	-
	7%	10%	5%	7%	1%	7%	12%	10%	6%	3%	9%	15%	11%	1%	17%	13%	9%	4%	10%	8%	7%	7%	-
Don't know	20	9	11	-	1	8	11	3	2	3	12	-	1	1	-	3	2	4	2	5	13	20	-
	3%	3%	3%	-	1%	2%	7%	2%	1%	3%	6%	-	2%	1%	-	2%	3%	2%	11%	3%	3%	3%	-

## Marginals Poll - Conservative Held in 2005

Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 12  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	671	671
Weighted base	671	663
Male	351 52%	323 49%
Female	320 48%	341 51%

## Marginals Poll - Conservative Held in 2005

Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 13  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	671	671
Weighted base	671	663
18 - 24	28 4%	53 8%
25 - 34	75 11%	98 15%
35 - 44	128 19%	126 19%
45 - 54	133 20%	115 17%
55 - 64	125 19%	106 16%
65+	182 27%	164 25%

## Marginals Poll - Conservative Held in 2005

Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 14  
**SEG**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	671	671
Weighted base	671	663
A	79 12%	54 8%
B	170 25%	110 17%
C1	166 25%	206 31%
C2	95 14%	97 15%
D	53 8%	68 10%
E	108 16%	129 20%

## Marginals Poll - Conservative Held in 2005

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 15  
**Region**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	671	671
Weighted base	671	663
Scotland	-	-
North	-	-
North West	-	-
Yorks & Humberside	20 3%	20 3%
East Midlands	31 5%	31 5%
West Midlands	64 10%	61 9%
Wales	-	-
East Anglia	73 11%	71 11%
Greater London	48 7%	51 8%
South East	178 27%	173 26%
South West	257 38%	255 38%

## Marginals Poll - Conservative Held in 2005

Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 16

**Q.3 I would like you to think back, very carefully to the last general election on May 5th 2005. Some people were not able to vote in that election. Can you remember did you actually cast your vote in that election?**

**Q.4 Could you tell me the party you actually voted for. Was it the Conservative, Labour, Liberal Democrats or another party?**

**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	671	671
Weighted base	671	663
Conservative	188 28%	179 27%
Labour	106 16%	76 11%
Liberal Democrat/ Liberal	139 21%	157 24%
Scottish National Party/SNP	- -	- -
Plaid Cymru	- -	- -
Green Party	7 1%	7 1%
UK Independence Party (UKIP)	7 1%	7 1%
British National Party (BNP)	3 *	2 *
Other	1 *	1 *
Did not vote	149 22%	166 25%
Refused	57 8%	54 8%
Don't know	14 2%	15 2%

# Marginals Poll - Labour Held in 2005

**Fieldwork Dates:- 27th 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			2005 Winner		
		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	Con	Lab	
Unweighted base	349	174	175	36	66	188	59	133	86	45	85	31	67	80	19	35	99	42	162	147	40	-	349	
Weighted base	357	167	190	59	86	162	50	92	111	46	109	30	58	89	20	34	76	45	163	143	51	-	357	
Certain to vote	(10) 209	99	109	31	39	105	33	63	67	21	57	22	41	65	15	31	54	34	103	73	32	-	209	
		58%	59%	58%	53%	46%	65%	66%	69%	60%	46%	52%	75%	70%	72%	73%	92%	71%	76%	63%	51%	63%	-	58%
	(9)	24	7	17	3	9	11	1	7	7	4	6	2	5	6	2	1	7	2	7	11	6	-	24
		7%	4%	9%	5%	10%	7%	2%	8%	7%	8%	5%	7%	8%	7%	8%	2%	9%	4%	4%	8%	11%	-	7%
	(8)	20	5	15	2	3	12	2	4	5	2	9	2	3	6	3	1	4	3	4	14	2	-	20
		5%	3%	8%	4%	3%	8%	4%	4%	5%	5%	8%	5%	5%	7%	13%	3%	5%	7%	3%	10%	3%	-	5%
	(7)	12	7	5	2	2	5	3	4	3	2	1	2	4	*	-	2	1	9	2	-	-	12	
		3%	4%	2%	3%	3%	5%	3%	4%	6%	2%	3%	4%	5%	2%	-	3%	1%	6%	2%	-	-	3%	
	(6)	8	6	2	1	3	3	1	2	1	3	2	1	-	1	1	-	-	6	2	-	-	8	
		2%	4%	1%	2%	4%	2%	2%	2%	1%	7%	2%	4%	-	1%	5%	-	-	4%	1%	-	-	2%	
	(5)	19	7	12	11	-	5	4	4	5	4	7	-	6	3	-	-	5	1	6	12	1	-	19
		5%	4%	6%	18%	-	3%	8%	4%	4%	8%	6%	-	10%	3%	-	-	6%	1%	4%	9%	2%	-	5%
	(4)	1	-	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1
		*	-	1%	-	2%	-	-	1%	-	-	-	-	2%	-	-	-	-	-	1%	-	-	-	*
	(3)	7	4	3	2	3	2	-	2	2	-	2	1	4	-	-	1	1	2	5	-	-	7	
		2%	2%	1%	4%	3%	1%	-	2%	2%	-	2%	4%	4%	-	-	1%	3%	1%	3%	-	-	2%	
	(2)	7	3	4	3	2	1	1	2	5	1	-	1	-	1	-	-	1	-	4	3	-	7	
		2%	2%	2%	5%	2%	1%	2%	2%	4%	2%	-	2%	-	1%	-	-	1%	-	3%	5%	-	2%	
Certain not to vote	(1)	39	22	17	4	17	16	2	5	8	7	20	-	-	-	-	1	4	3	21	14	4	-	39
		11%	13%	9%	7%	20%	10%	4%	5%	7%	15%	19%	-	-	-	-	2%	5%	6%	13%	10%	9%	-	11%
Refused		2	2	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-	2	
		1%	1%	-	-	3%	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	5%	-	1%	
Don't know		8	4	5	-	3	2	3	*	3	1	4	-	-	-	-	-	1	4	3	1	-	8	
		2%	2%	2%	-	4%	1%	7%	1%	2%	3%	4%	-	-	-	-	-	3%	2%	2%	2%	-	2%	
Mean		7.99	7.82	8.14	7.55	7.08	8.41	8.65	8.67	8.20	7.43	7.43	9.12	9.05	9.09	9.42	9.72	8.85	9.00	8.11	7.71	8.41	-	7.99
Standard error		0.17	0.26	0.23	0.52	0.47	0.21	0.34	0.23	0.33	0.50	0.39	0.36	0.22	0.21	0.26	0.23	0.24	0.38	0.25	0.26	0.51	-	0.17

## Marginals Poll - Labour Held in 2005

### Fieldwork Dates:- 27th 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			2005 Winner	
	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	Con	Lab
Unweighted base	349	174	175	36	66	188	59	133	86	45	85	31	67	80	19	35	99	42	162	147	40	-	349
Weighted base	357	167	190	59	86	162	50	92	111	46	109	30	58	89	20	34	76	45	163	143	51	-	357
Conservative	30	17	13	1	1	21	6	9	9	4	8	30	-	-	-	23	1	-	13	13	4	-	30
	8%	10%	7%	2%	2%	13%	13%	10%	8%	8%	8%	100%	-	-	-	67%	1%	-	8%	9%	8%	-	8%
Labour	58	22	35	11	9	29	9	15	15	3	25	-	58	-	-	-	35	4	24	27	7	-	58
	16%	13%	19%	19%	11%	18%	18%	16%	14%	7%	23%	-	100%	-	-	-	46%	9%	15%	19%	15%	-	16%
Liberal Democrat/ Liberal	89	43	46	21	26	33	10	29	34	11	15	-	-	89	-	3	14	26	40	31	18	-	89
	25%	26%	24%	35%	31%	20%	20%	31%	31%	25%	14%	-	-	100%	-	8%	18%	59%	25%	22%	35%	-	25%
Scottish National Party/SNP	5	4	2	2	-	2	1	1	2	1	1	-	-	-	5	-	-	-	5	-	-	-	5
	1%	2%	1%	3%	-	1%	2%	1%	2%	2%	1%	-	-	-	25%	-	-	-	3%	-	-	-	1%
Plaid Cymru	1	1	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	1
	*	1%	-	-	1%	-	-	-	1%	-	-	-	-	-	6%	-	-	-	-	1%	-	-	*
Green Party	4	2	2	-	2	2	*	1	1	-	2	-	-	-	4	-	1	-	1	3	-	-	4
	1%	1%	1%	-	2%	1%	1%	1%	1%	-	2%	-	-	-	22%	-	1%	-	1%	2%	-	-	1%
UK Independence Party (UKIP)	3	2	1	1	-	-	2	1	-	1	1	-	-	-	3	1	-	1	-	3	-	-	3
	1%	1%	1%	3%	-	-	3%	1%	-	3%	1%	-	-	-	15%	3%	-	1%	-	2%	-	-	1%
British National Party (BNP)	5	3	2	2	2	1	*	1	2	-	2	-	-	-	5	-	*	-	2	2	1	-	5
	1%	2%	1%	4%	2%	*	1%	1%	1%	-	2%	-	-	-	23%	-	*	-	1%	2%	1%	-	1%
Other	2	-	2	-	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	2	-	-	2
	*	-	1%	-	2%	-	-	-	-	-	2%	-	-	-	8%	-	-	-	-	1%	-	-	*
Will not vote	39	22	17	4	17	16	2	5	8	7	20	-	-	-	1	4	3	21	14	4	-	39	
	11%	13%	9%	7%	20%	10%	4%	5%	7%	15%	19%	-	-	-	2%	5%	6%	13%	10%	9%	-	11%	
Refused	33	18	15	1	4	21	8	9	7	3	15	-	-	-	3	4	1	11	16	6	-	33	
	9%	11%	8%	1%	5%	13%	15%	10%	6%	6%	13%	-	-	-	8%	5%	3%	7%	11%	12%	-	9%	
Don't know	87	32	55	15	22	38	12	22	32	16	18	-	-	-	4	18	10	46	31	10	-	87	
	24%	19%	29%	26%	25%	23%	24%	23%	29%	35%	16%	-	-	-	12%	23%	23%	28%	22%	21%	-	24%	

## Marginals Poll - Labour Held in 2005

Fieldwork Dates:- 27th 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 (11%), 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			2005 Winner	
	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	Con	Lab
Unweighted base	158	84	74	12	24	90	32	67	40	16	35	25	56	62	15	26	64	28	74	62	21	-	158
Weighted base	149	74	75	18	29	77	25	44	49	15	41	25	45	65	14	26	48	30	69	56	24	-	149
Conservative	25 17%	15 20%	10 13%	1 3%	1 5%	17 22%	6 24%	7 15%	8 17%	2 16%	7 18%	25 100%	-	-	-	22 86%	1 1%	-	11 16%	10 17%	4 16%	-	25 17%
Labour	45 30%	20 27%	25 33%	5 25%	6 22%	25 33%	8 33%	12 27%	12 26%	2 13%	18 44%	-	45 100%	-	-	-	33 69%	4 14%	20 29%	18 32%	7 28%	-	45 30%
Liberal Democrat/ Liberal	65 44%	31 42%	35 46%	10 56%	18 61%	29 38%	8 33%	22 49%	24 49%	9 61%	11 26%	-	-	65 100%	-	3 10%	13 28%	26 85%	33 47%	20 36%	13 52%	-	65 44%
Scottish National Party/SNP	4 2%	2 3%	1 2%	1 5%	-	2 3%	1 2%	1 3%	1 2%	1 5%	1 1%	-	-	-	4 25%	-	-	-	4 5%	-	-	-	4 2%
Plaid Cymru	1 1%	1 2%	-	-	1 4%	-	-	-	1 3%	-	-	-	-	-	1 9%	-	-	-	-	1 2%	-	-	1 1%
Green Party	3 2%	1 2%	2 3%	-	1 2%	2 3%	* 2%	1 2%	1 2%	-	1 3%	-	-	-	3 25%	-	1 2%	-	1 2%	2 4%	-	-	3 2%
UK Independence Party (UKIP)	2 2%	2 2%	1 1%	1 4%	-	-	2 6%	1 1%	-	1 5%	1 2%	-	-	-	2 16%	1 4%	-	1 2%	-	2 4%	-	-	2 2%
British National Party (BNP)	3 2%	2 3%	1 1%	1 6%	1 3%	1 1%	* 1%	1 2%	1 2%	-	1 3%	-	-	-	3 19%	-	* -	-	1 1%	1 2%	1 3%	-	3 2%
Other	1 1%	-	1 1%	-	1 3%	-	-	-	-	-	1 2%	-	-	-	1 5%	-	-	-	-	1 1%	-	-	1 1%

## Marginals Poll - Labour Held in 2005

Fieldwork Dates:- 27th April 2010

Col percents

Table 4  
**Published Vote Intention Figures**  
Percentages derived from the responses of 243 respondents

	<u>Total</u>
Conservative	17%
Labour	32%
Liberal Democrat	41%
Other	10%

## Marginals Poll - Labour Held in 2005

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 5

**Q.5 You may have seen or heard that the result of the General Election might be a hung parliament, where no single party has overall control. In the event that no party wins the election outright, which one of the following options would you yourself prefer?**

**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner		
	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	Con	Lab
Unweighted base	349	174	175	36	66	188	59	133	86	45	85	31	67	80	19	35	99	42	162	147	40	-	349
Weighted base	357	167	190	59	86	162	50	92	111	46	109	30	58	89	20	34	76	45	163	143	51	-	357
The Liberal Democrats sharing power with the Conservatives	111	57	54	23	26	49	13	33	33	16	29	25	1	37	9	27	8	16	52	46	13	-	111
	31%	34%	29%	39%	31%	30%	27%	36%	30%	35%	27%	83%	2%	41%	44%	81%	10%	35%	32%	32%	26%	-	31%
The Liberal Democrats sharing power with the Labour Party	170	73	97	30	42	78	21	47	58	21	45	2	52	47	7	2	62	24	78	64	29	-	170
	48%	44%	51%	50%	49%	48%	42%	52%	52%	45%	41%	6%	89%	53%	35%	6%	82%	53%	48%	45%	57%	-	48%
Neither of these	38	22	17	4	9	16	9	4	10	6	18	2	2	4	4	3	1	5	18	14	6	-	38
	11%	13%	9%	7%	10%	10%	19%	4%	9%	14%	17%	8%	3%	5%	18%	10%	1%	11%	11%	10%	11%	-	11%
Other	3	1	3	-	-	2	1	1	1	-	1	-	-	-	1	-	1	-	1	-	2	-	3
	1%	*	1%	-	-	1%	2%	1%	1%	-	1%	-	-	-	3%	-	1%	-	1%	-	4%	-	1%
Don't know	33	14	19	2	9	17	5	6	9	3	16	1	3	1	-	1	4	-	13	18	1	-	33
	9%	8%	10%	4%	10%	11%	11%	6%	8%	7%	15%	3%	6%	1%	-	4%	6%	-	8%	13%	3%	-	9%

## Marginals Poll - Labour Held in 2005

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 6

**Q.6 If you knew for certain right now that the Liberal Democrats would actually share power with the Conservatives after the election, would you be...?**  
**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner	
	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	Con	Lab
Unweighted base	349	174	175	36	66	188	59	133	86	45	85	31	67	80	19	35	99	42	162	147	40	-	349
Weighted base	357	167	190	59	86	162	50	92	111	46	109	30	58	89	20	34	76	45	163	143	51	-	357
More likely to vote Liberal Democrat	35 10%	14 8%	21 11%	4 8%	12 14%	14 9%	4 9%	8 9%	10 9%	8 18%	9 8%	3 9%	5 9%	4 4%	4 22%	4 12%	6 8%	2 5%	19 12%	11 7%	5 9%	-	35 10%
No difference one way or the other	239 67%	115 69%	125 66%	42 71%	58 68%	107 66%	33 66%	57 62%	77 70%	29 63%	76 70%	25 84%	31 53%	70 78%	11 56%	26 77%	47 62%	31 69%	106 65%	102 72%	31 61%	-	239 67%
Less likely to vote Liberal Democrat	64 18%	32 19%	32 17%	13 22%	8 9%	34 21%	10 20%	22 24%	16 14%	8 18%	18 17%	2 7%	22 38%	13 15%	4 22%	4 11%	20 26%	12 26%	30 19%	25 17%	9 18%	-	64 18%
Don't know	19 5%	7 4%	12 6%	-	8 9%	8 5%	3 6%	5 5%	7 7%	1 2%	6 5%	-	-	2 3%	-	-	3 4%	-	7 4%	5 4%	6 12%	-	19 5%

## Marginals Poll - Labour Held in 2005

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 7

**Q.7 If you knew for certain right now that the Liberal Democrats would actually share power with the Labour Party after the election, would you be...?**

**Base: All respondents**

	Gender			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner	
	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	Con	Lab
Unweighted base	349	174	175	36	66	188	59	133	86	45	85	31	67	80	19	35	99	42	162	147	40	-	349
Weighted base	357	167	190	59	86	162	50	92	111	46	109	30	58	89	20	34	76	45	163	143	51	-	357
More likely to vote Liberal Democrat	55 15%	21 13%	34 18%	12 21%	14 16%	24 15%	5 11%	20 22%	12 11%	8 18%	15 14%	2 8%	12 21%	10 11%	5 24%	2 7%	19 25%	7 15%	24 14%	22 15%	10 19%	-	55 15%
No difference one way or the other	230 64%	113 68%	116 61%	31 52%	65 76%	105 65%	29 57%	52 56%	85 77%	29 63%	64 59%	20 66%	35 60%	63 70%	14 70%	23 67%	48 63%	30 67%	102 62%	95 66%	33 65%	-	230 64%
Less likely to vote Liberal Democrat	54 15%	25 15%	28 15%	16 27%	4 4%	27 16%	7 15%	18 20%	10 9%	5 12%	20 18%	8 26%	9 16%	15 17%	1 6%	9 26%	8 11%	6 12%	28 17%	20 14%	6 12%	-	54 15%
Don't know	18 5%	7 4%	11 6%	- -	3 4%	7 4%	9 17%	2 2%	3 3%	4 8%	10 9%	- -	2 3%	2 2%	- -	- -	1 1%	3 6%	10 6%	6 4%	2 4%	-	18 5%

## Marginals Poll - Labour Held in 2005

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 8

**Q.8 Which one of the following statements most applies to you?****Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner		
	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	Con	Lab
Unweighted base	349	174	175	36	66	188	59	133	86	45	85	31	67	80	19	35	99	42	162	147	40	-	349
Weighted base	357	167	190	59	86	162	50	92	111	46	109	30	58	89	20	34	76	45	163	143	51	-	357
I'm likely to vote for the party whose ideas I agree with most	235	98	138	41	58	112	25	68	88	20	60	21	44	65	13	22	62	33	106	90	39	-	235
	66%	59%	72%	70%	67%	69%	49%	74%	80%	43%	55%	70%	76%	73%	66%	64%	81%	73%	65%	63%	77%	-	66%
I'm likely to vote for the party I think is most likely to stop Labour winning in the area I live	39	17	23	8	7	19	6	9	7	9	15	5	4	13	1	5	4	8	19	17	4	-	39
	11%	10%	12%	13%	8%	12%	12%	10%	6%	20%	13%	18%	7%	14%	7%	13%	5%	17%	12%	12%	7%	-	11%
I'm likely to vote for the party I think is most likely to stop the Liberal Democrats winning in the area I live	17	14	4	7	4	5	2	3	1	5	8	1	1	3	4	2	1	1	4	11	2	-	17
	5%	8%	2%	11%	4%	3%	5%	3%	1%	12%	7%	4%	2%	3%	20%	6%	1%	2%	3%	8%	3%	-	5%
I'm likely to vote for the party I think is most likely to stop the Conservatives winning in the area I live	22	17	5	1	7	10	4	7	3	4	7	-	7	4	*	-	7	1	14	8	-	-	22
	6%	10%	2%	2%	8%	6%	8%	8%	3%	9%	7%	-	11%	4%	2%	-	9%	3%	9%	5%	-	-	6%
None of these	26	15	10	2	8	10	6	3	7	3	13	3	1	3	-	5	1	2	11	12	2	-	26
	7%	9%	6%	4%	9%	6%	11%	3%	7%	6%	12%	9%	2%	4%	-	14%	1%	5%	7%	9%	5%	-	7%
Other	4	1	3	-	-	2	2	-	2	1	1	-	1	-	1	-	1	-	2	2	-	-	4
	1%	1%	1%	-	-	1%	3%	-	2%	2%	1%	-	2%	-	4%	-	1%	-	1%	1%	-	-	1%
Don't know	13	5	8	-	3	5	6	2	2	4	6	-	-	1	-	1	1	-	7	3	4	-	13
	4%	3%	4%	-	3%	3%	11%	2%	2%	9%	5%	-	-	1%	-	2%	2%	-	4%	2%	7%	-	4%

## Marginals Poll - Labour Held in 2005

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 9

**Q.9 Putting aside your own party preference, does the fact that David Cameron leads the Conservative Party make you...?**

**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner		
	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	Con	Lab
Unweighted base	349	174	175	36	66	188	59	133	86	45	85	31	67	80	19	35	99	42	162	147	40	-	349
Weighted base	357	167	190	59	86	162	50	92	111	46	109	30	58	89	20	34	76	45	163	143	51	-	357
More likely to vote Conservative	53 15%	30 18%	22 12%	12 21%	14 17%	23 14%	3 6%	16 17%	20 18%	2 3%	15 14%	8 27%	5 9%	12 14%	6 27%	14 41%	6 8%	6 14%	19 12%	25 17%	9 17%	-	53 15%
Makes no difference one way or the other	235 66%	102 61%	133 70%	39 66%	55 64%	102 63%	39 77%	57 62%	69 62%	34 75%	75 69%	20 66%	37 64%	57 63%	10 51%	19 57%	51 66%	28 63%	101 62%	101 71%	33 65%	-	235 66%
Less likely to vote Conservative	59 17%	30 18%	29 15%	7 12%	15 17%	30 19%	7 14%	16 18%	18 16%	8 18%	17 16%	1 4%	15 26%	19 21%	4 21%	1 2%	19 25%	9 20%	37 23%	15 10%	8 15%	-	59 17%
Don't know	10 3%	4 3%	5 3%	-	2 2%	7 4%	1 2%	3 3%	4 3%	2 4%	2 2%	1 3%	-	2 2%	-	-	1 1%	1 2%	6 4%	2 2%	2 3%	-	10 3%

## Marginals Poll - Labour Held in 2005

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 10

**Q.10 Putting aside your own party preference, does the fact that Gordon Brown leads the Labour Party make you...?**

**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner		
	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	Con	Lab
Unweighted base	349	174	175	36	66	188	59	133	86	45	85	31	67	80	19	35	99	42	162	147	40	-	349
Weighted base	357	167	190	59	86	162	50	92	111	46	109	30	58	89	20	34	76	45	163	143	51	-	357
More likely to vote Labour	44	22	22	7	8	23	7	10	11	9	14	-	16	8	3	-	16	6	20	16	8	-	44
	12%	13%	12%	12%	9%	14%	15%	11%	10%	19%	13%	-	28%	9%	15%	-	20%	13%	12%	11%	16%	-	12%
Makes no difference one way or another	192	81	110	32	43	86	31	40	58	28	66	16	34	34	9	18	43	21	88	79	24	-	192
	54%	49%	58%	54%	50%	53%	61%	43%	52%	61%	61%	52%	60%	38%	45%	53%	56%	47%	54%	55%	48%	-	54%
Less likely to vote Labour	117	62	55	20	35	51	11	41	42	9	25	14	7	47	8	16	17	18	54	45	18	-	117
	33%	37%	29%	35%	41%	32%	21%	45%	38%	20%	23%	48%	11%	53%	40%	47%	23%	40%	33%	32%	36%	-	33%
Don't know	4	2	2	-	-	2	2	1	-	-	3	-	1	-	-	-	1	-	1	3	-	-	4
	1%	1%	1%	-	-	1%	3%	1%	-	-	3%	-	1%	-	-	-	1%	-	*	2%	-	-	1%

## Marginals Poll - Labour Held in 2005

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 11

**Q.11 Putting aside your own party preference, does the fact that Nick Clegg leads the Liberal Democrats make you...?**

**Base: All respondents**

	Gender		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			2005 Winner		
	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	Con	Lab
Unweighted base	349	174	175	36	66	188	59	133	86	45	85	31	67	80	19	35	99	42	162	147	40	-	349
Weighted base	357	167	190	59	86	162	50	92	111	46	109	30	58	89	20	34	76	45	163	143	51	-	357
More likely to vote Liberal Democrat	80 22%	40 24%	39 21%	12 20%	25 29%	37 23%	6 12%	17 19%	40 36%	9 19%	14 13%	1 4%	9 16%	37 41%	6 31%	5 16%	21 27%	13 30%	39 24%	23 16%	18 35%	-	80 22%
Makes no difference one way or the other	231 65%	107 64%	125 66%	40 68%	51 60%	108 67%	32 63%	66 72%	66 60%	33 71%	67 62%	25 82%	33 57%	49 55%	9 44%	25 73%	46 60%	29 64%	105 64%	99 69%	28 54%	-	231 65%
Less likely to vote Liberal Democrat	38 11%	18 11%	20 11%	7 12%	9 11%	12 7%	10 20%	7 7%	5 5%	3 6%	24 22%	2 8%	15 25%	1 2%	5 25%	3 10%	9 11%	3 6%	17 10%	18 13%	3 7%	-	38 11%
Don't know	7 2%	2 1%	5 3%	-	-	5 3%	2 5%	2 2%	-	2 4%	4 4%	2 5%	1 2%	2 2%	-	1 2%	1 1%	-	3 2%	2 2%	2 4%	-	7 2%

## Marginals Poll - Labour Held in 2005

Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 12  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	349	349
Weighted base	349	357
Male	174 50%	167 47%
Female	175 50%	190 53%

## Marginals Poll - Labour Held in 2005

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 13  
**Age**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	349	349
Weighted base	349	357
18 - 24	36 10%	59 16%
25 - 34	66 19%	86 24%
35 - 44	70 20%	67 19%
45 - 54	71 20%	59 16%
55 - 64	47 13%	36 10%
65+	59 17%	50 14%

**Marginals Poll - Labour Held in 2005**  
**Fieldwork Dates:- 27th April 2010**

Absolutes/col percents

Table 14  
**SEG**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	349	349
Weighted base	349	357
A	51 15%	36 10%
B	82 23%	56 16%
C1	86 25%	111 31%
C2	45 13%	46 13%
D	34 10%	47 13%
E	51 15%	62 17%

## Marginals Poll - Labour Held in 2005

### Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 15  
**Region**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	349	349
Weighted base	349	357
Scotland	62 18%	61 17%
North	22 6%	20 6%
North West	47 13%	51 14%
Yorks & Humberside	31 9%	31 9%
East Midlands	51 15%	51 14%
West Midlands	33 9%	31 9%
Wales	11 3%	10 3%
East Anglia	52 15%	51 14%
Greater London	40 11%	51 14%
South East	-	-
South West	-	-

## Marginals Poll - Labour Held in 2005

Fieldwork Dates:- 27th April 2010

Absolutes/col percents

Table 16

**Q.3 I would like you to think back, very carefully to the last general election on May 5th 2005. Some people were not able to vote in that election. Can you remember did you actually cast your vote in that election?**

**Q.4 Could you tell me the party you actually voted for. Was it the Conservative, Labour, Liberal Democrats or another party?**

**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	349	349
Weighted base	349	357
Conservative	35 10%	34 9%
Labour	99 28%	76 21%
Liberal Democrat/ Liberal	42 12%	45 13%
Scottish National Party/SNP	6 2%	5 1%
Plaid Cymru	1 *	1 *
Green Party	9 3%	9 2%
UK Independence Party (UKIP)	1 *	1 *
British National Party (BNP)	1 *	1 *
Other	3 1%	3 1%
Did not vote	113 32%	144 40%
Refused	30 9%	27 8%
Don't know	9 3%	10 3%