



News of the World Poll

23rd April 2010

Helen.Coombs@ipsos.com

Roger.Mortimore@ipsos.com

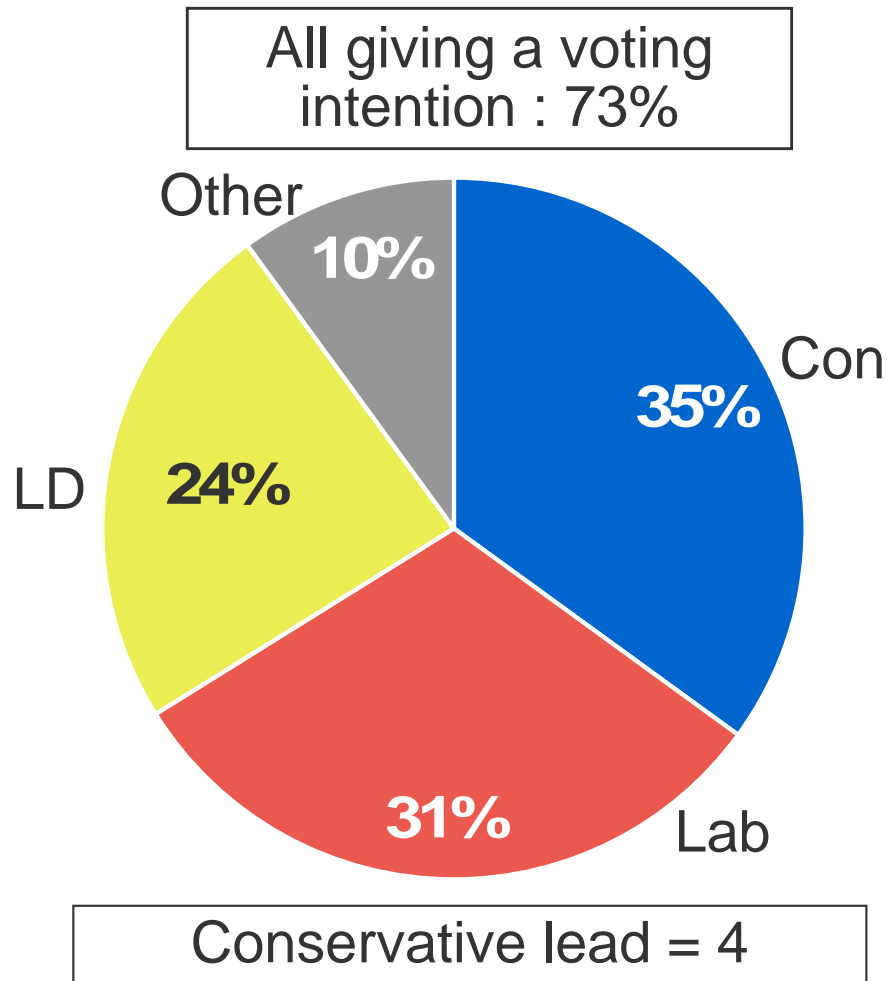
020 7347 3000

Ipsos MORI

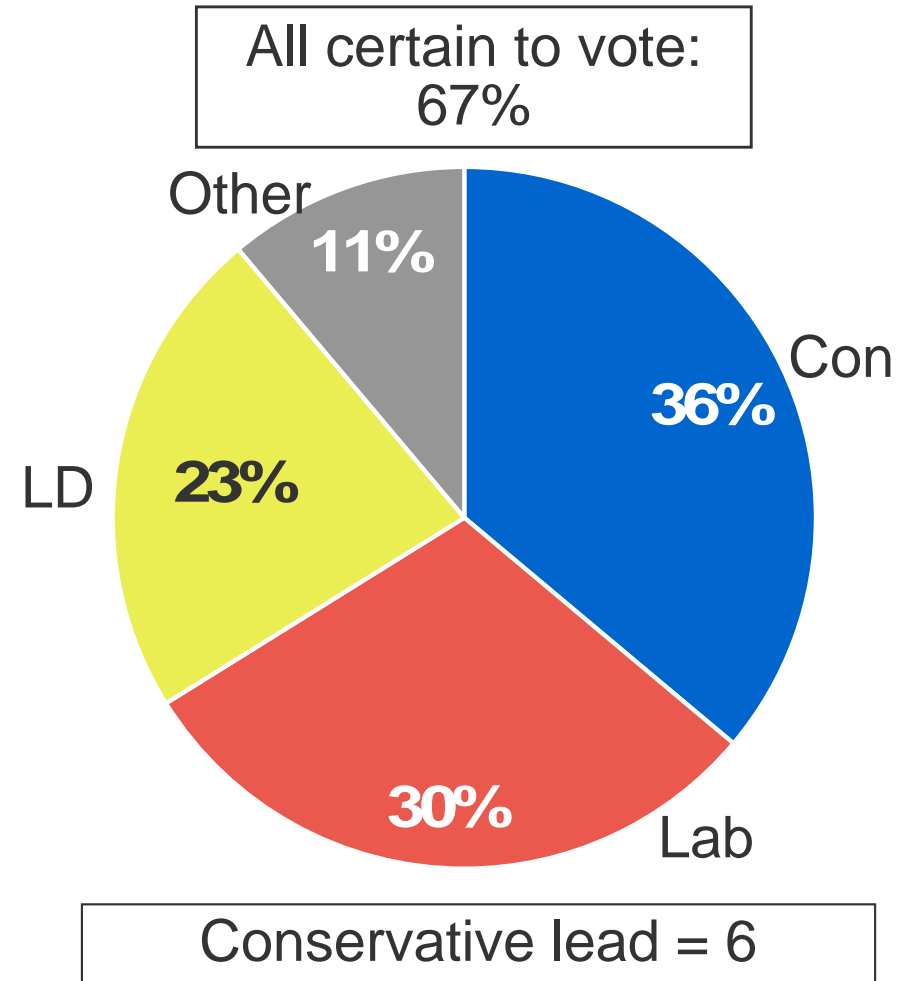


Voting Intention: all giving and opinion vs. those "certain to vote"

How do you intend to vote at the election on May 6th, do you intend to vote?



Base: All giving a voting intention = 959 unweighted; data collected among 1,245 British adults 18+, 23rd April 2010

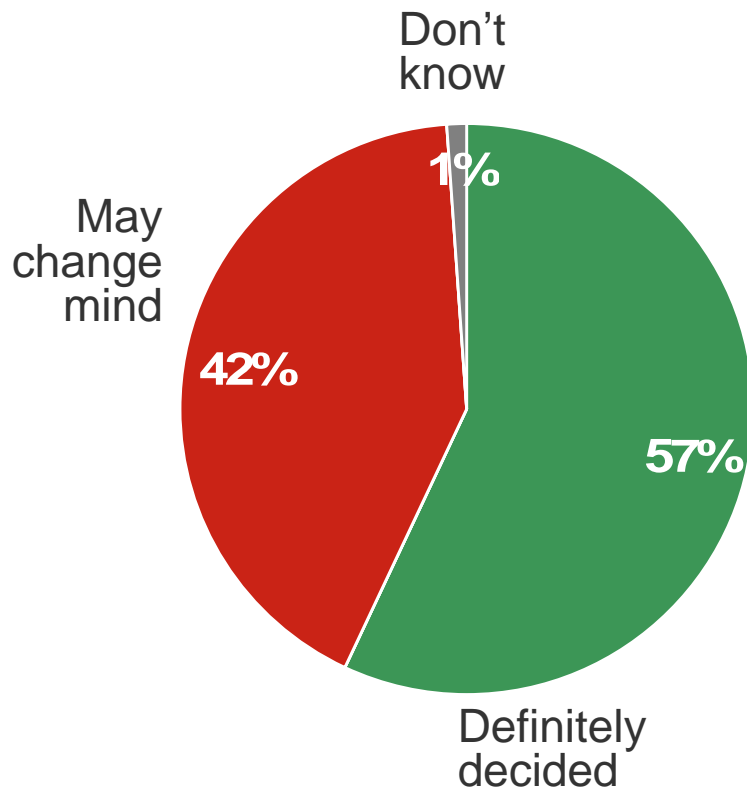


Base: All certain to vote = 862 unweighted; data collected among 1,245 British adults 18+, 23rd April 2010

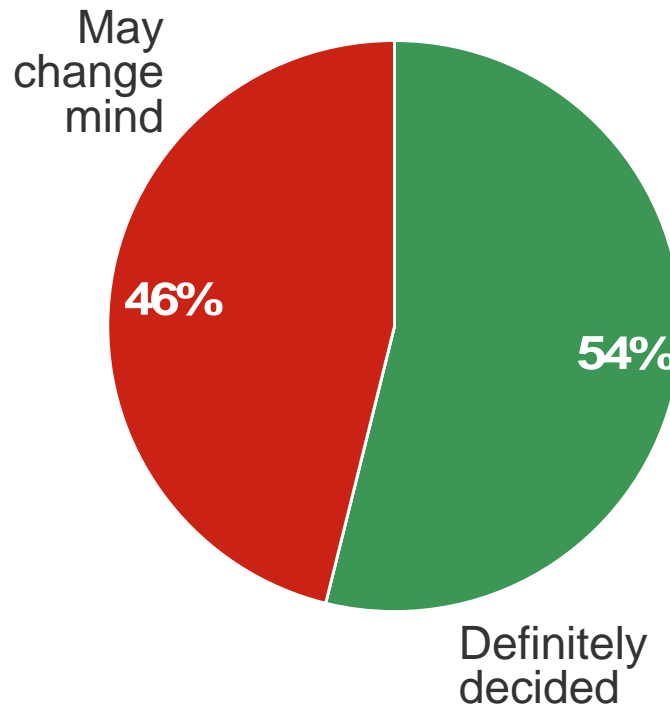
Definitely decided or might change mind by party support

Have you definitely decided to vote for xxx party or is there a chance you may change your mind before you vote?

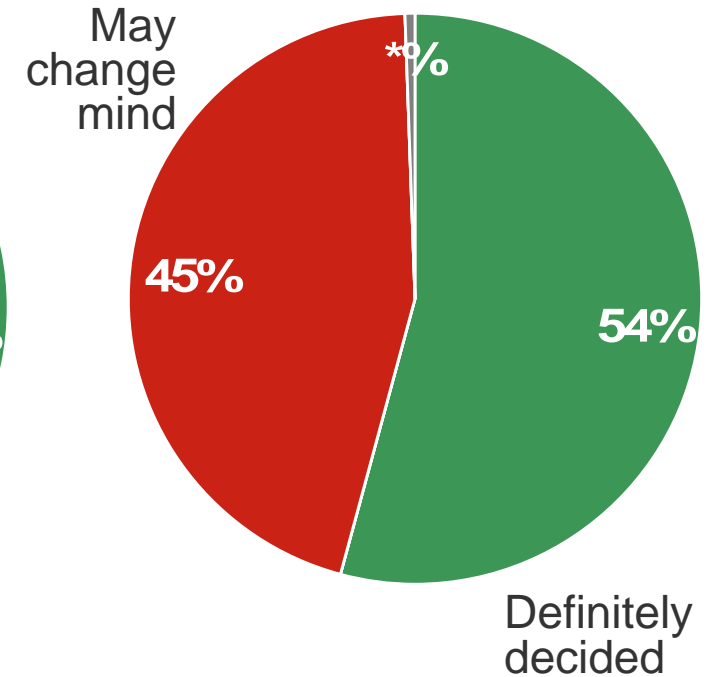
Conservative voters



Labour voters



Lib Dem voters



Base: All British adults 18+ naming one of the three main parties (960), Conservatives: 335, Labour: 286, Lib Dems: 243. 23rd April 2010

Tactical voting by party support

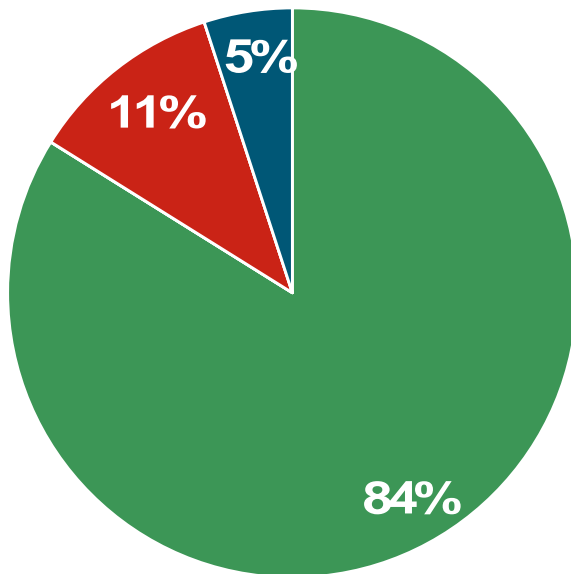
You said you would vote for xxx party. Which of the following statements comes closest to your reasons for intending to vote for the xxx party?

■ It is the party that most represents your views

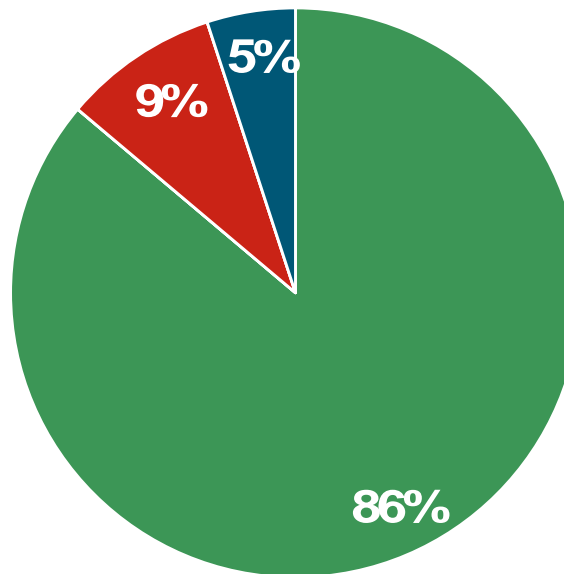
■ The party you support has little chance of winning in this constituency so you vote for the (INSERT) party to try and keep another party out

■ Other/No opinion

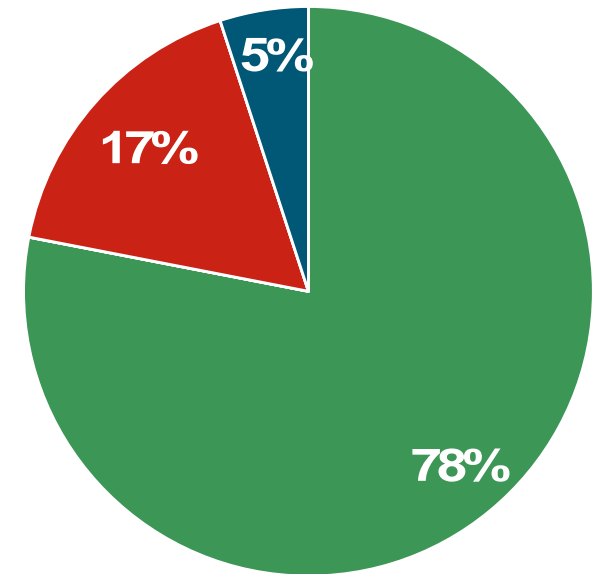
Conservative voters



Labour voters



Lib Dem voters

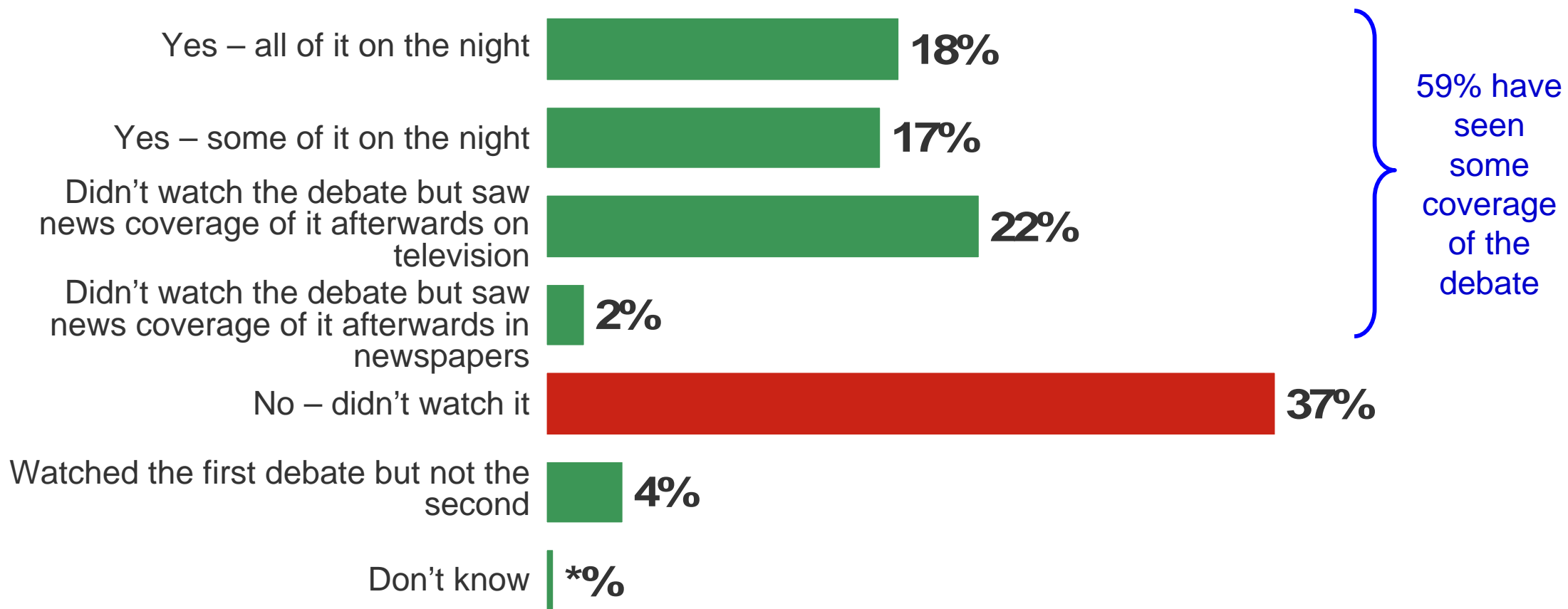


Base: All British adults 18+ naming one of the three main parties (960), Conservatives: 335, Labour: 286, Lib Dems: 243. 23rd April 2010

Second debate: Seen it?

As you probably know, for the second of the televised leader debates took place yesterday in which the leaders of the three main parties debated key issues live on television.

Did you watch the second debate, either live or reported on the news afterwards, or not?



Base: 1,245 British adults 18+, 23rd April 2010

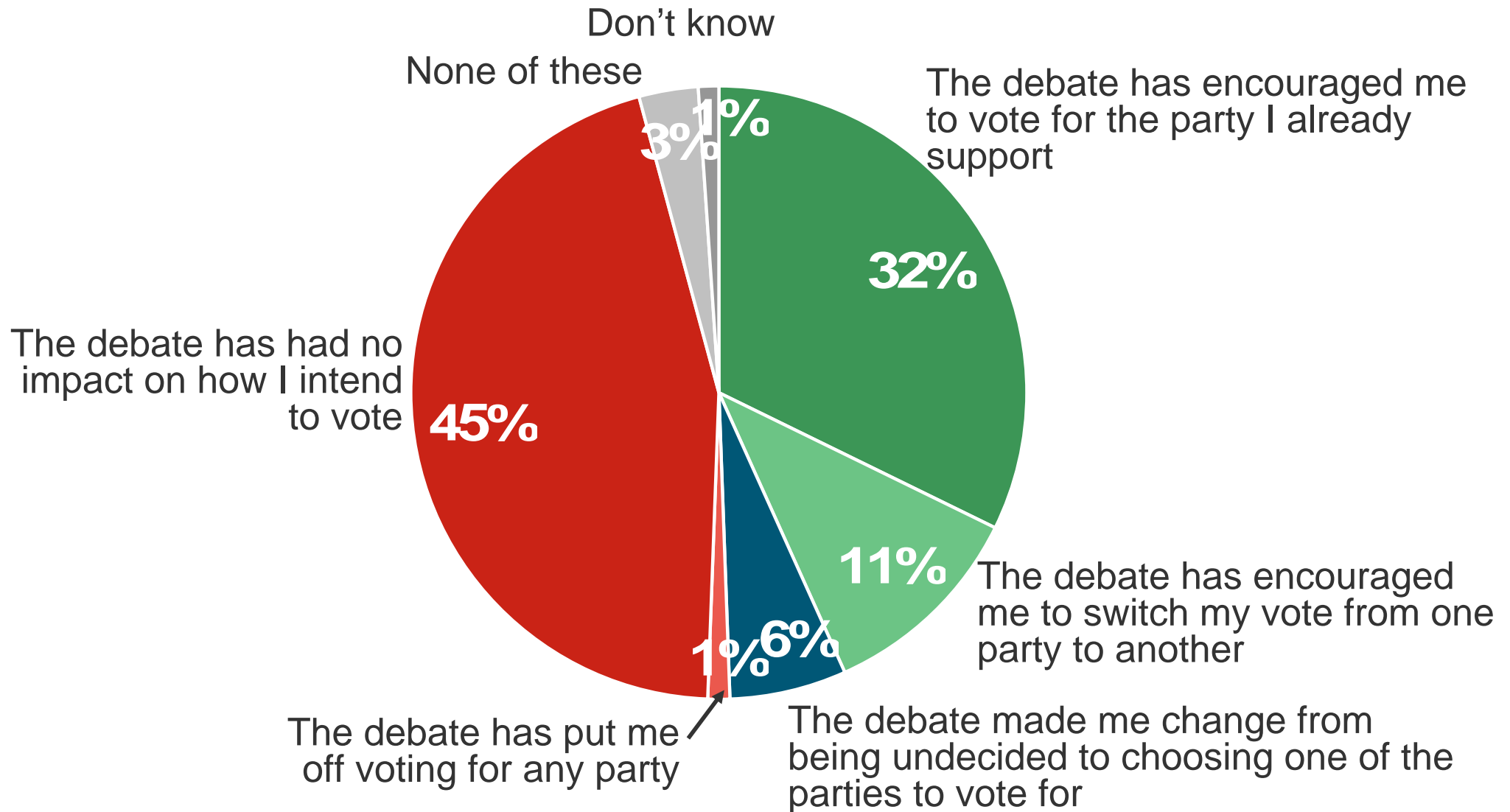
Ipsos MORI

Source: Ipsos MORI/News of the World



Impact of second debate on voting intention

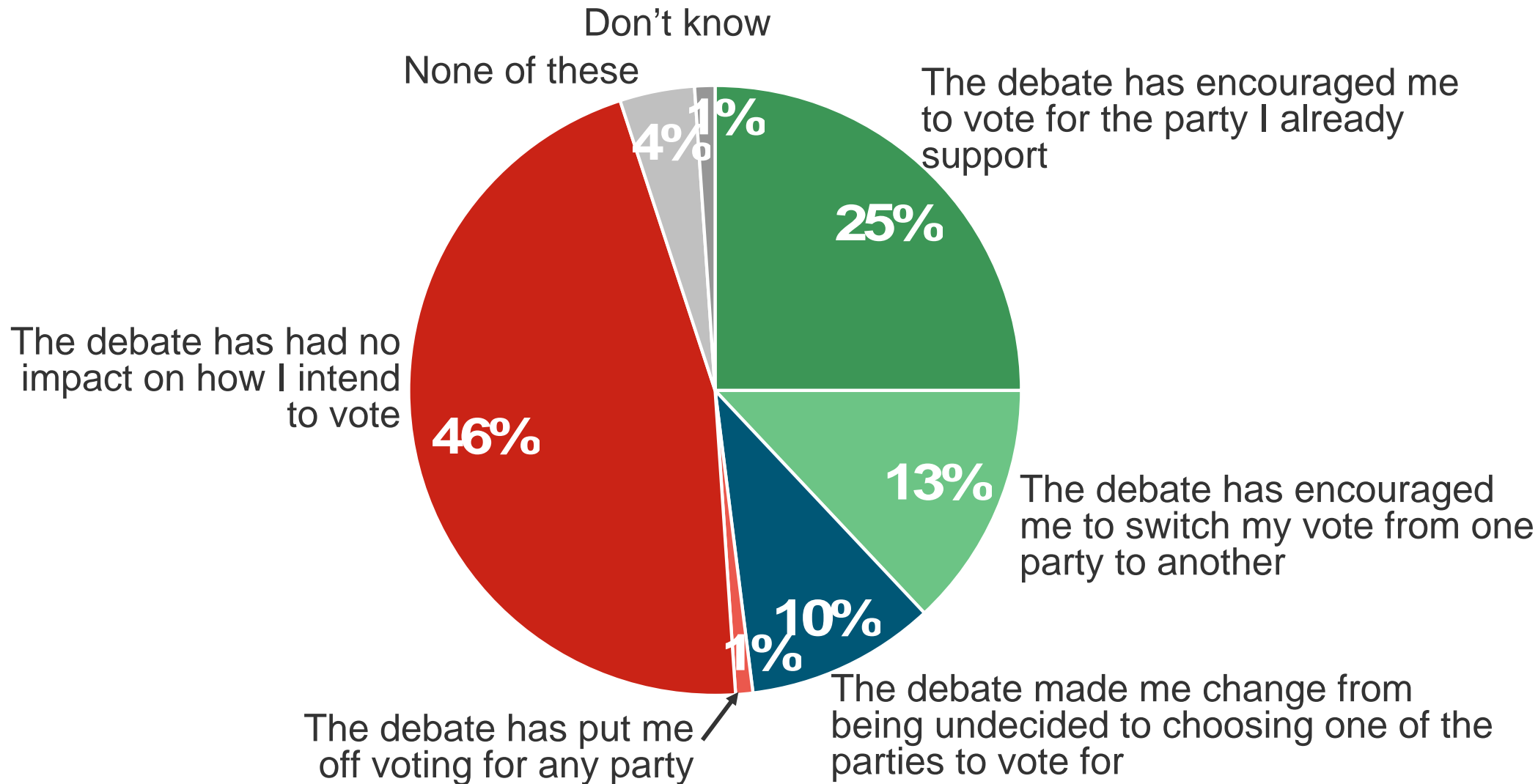
Which of these statements do you most agree with?



Base: All who watched the second debate, 731 British adults 18+, 23rd April 2010

Impact of first debate on voting intention

Which of these statements do you most agree with?

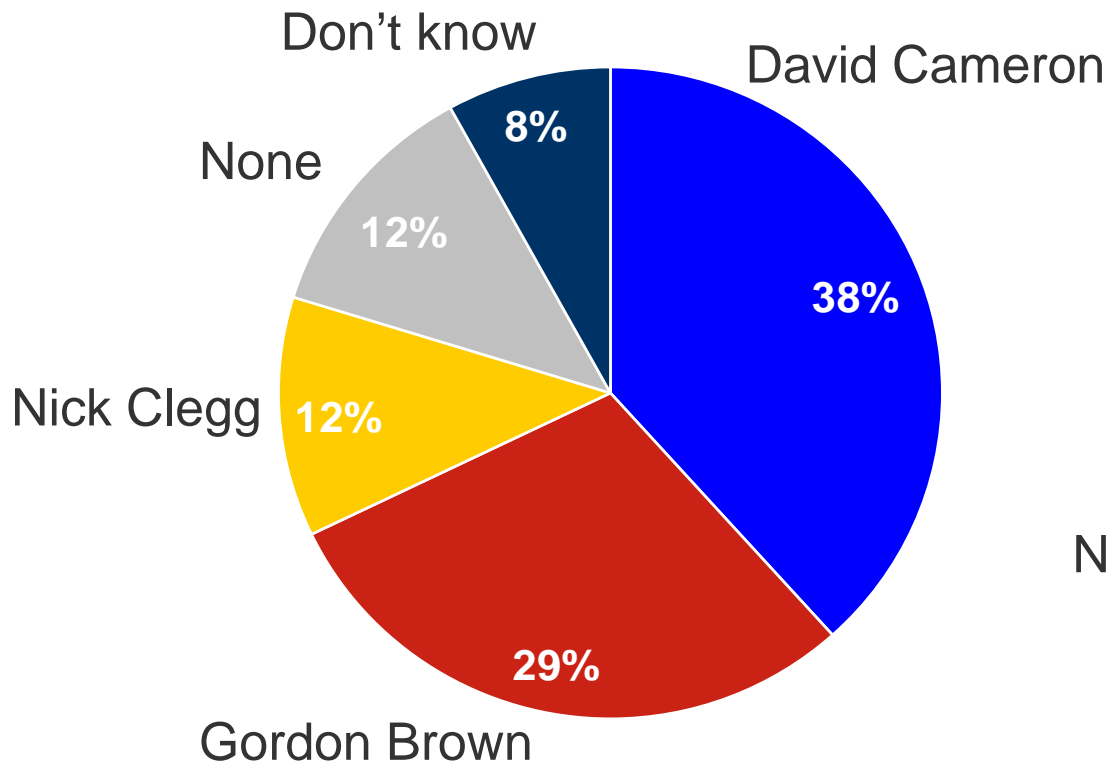


Base: All who watched the first debate, 899 British adults 18+, 18th-19th April 2010

Capable Prime Minister

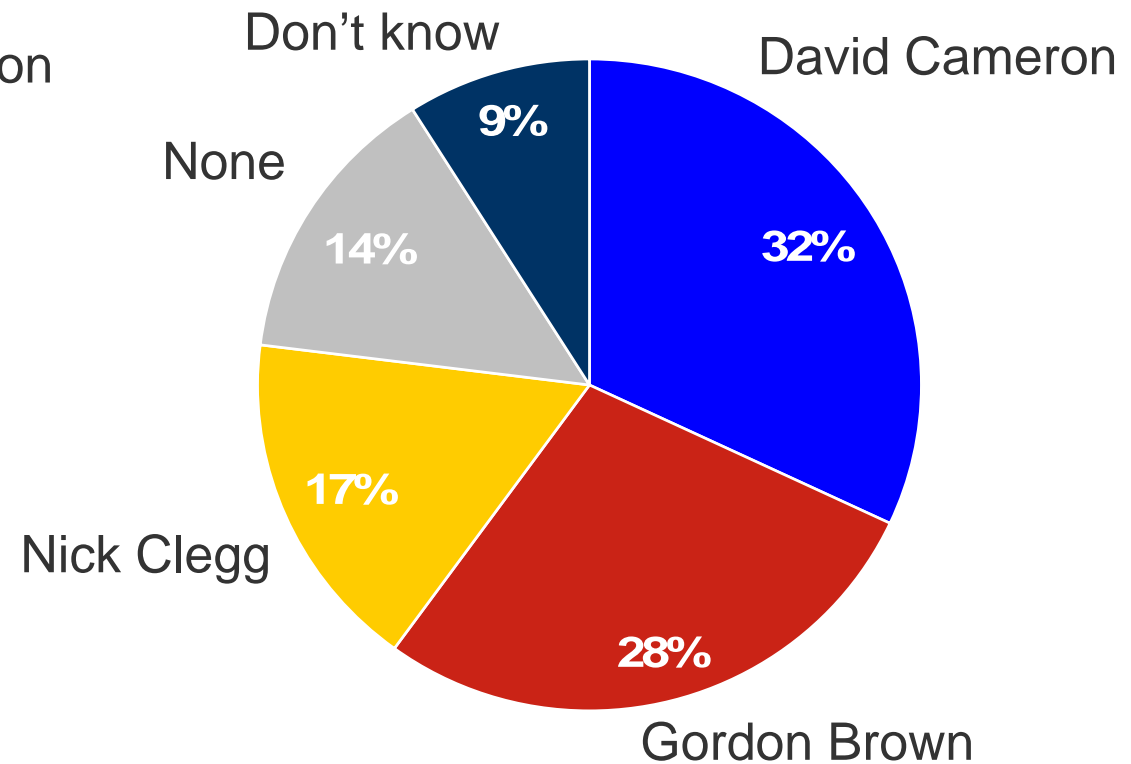
Who do you think would make the most capable Prime Minister, Gordon Brown or David Cameron or Nick Clegg?

February 2010



Base: 1,533 British adults 18+, 19th-22nd February 2010
Source: Ipsos MORI Political Monitor

April 2010

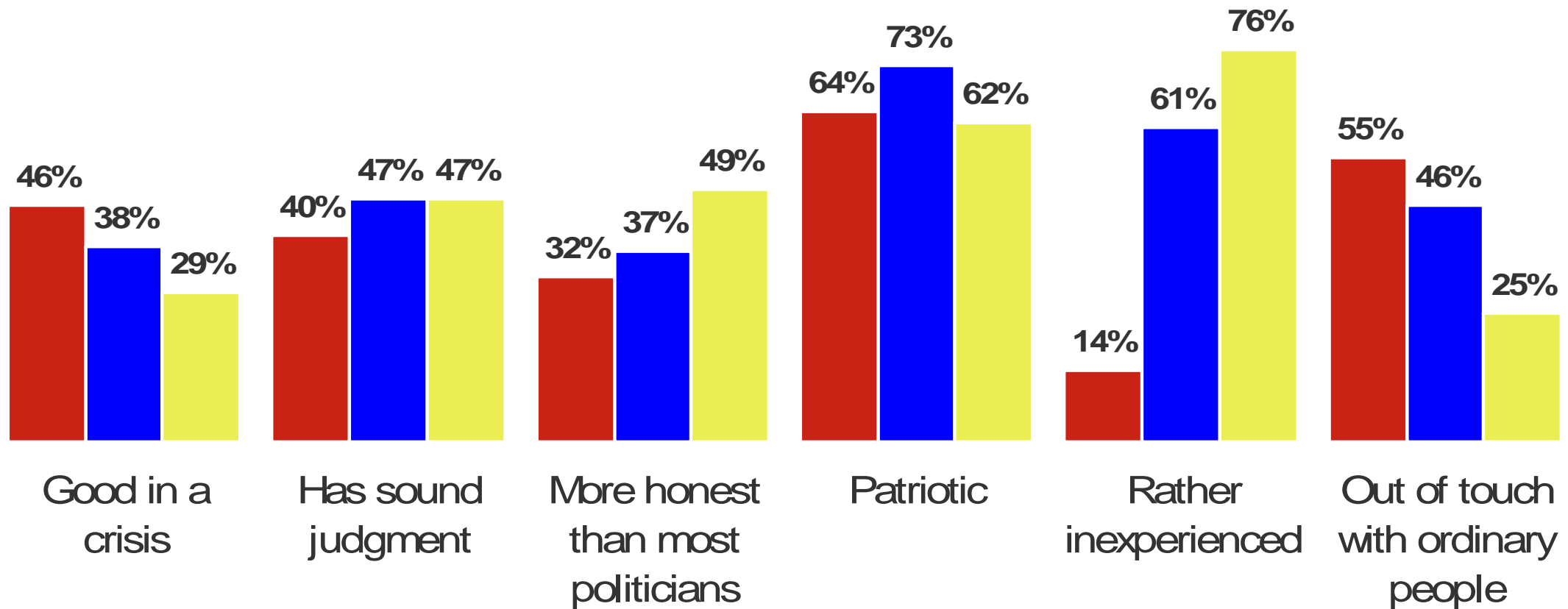


Base: 1,245 British adults 18+, 23rd April 2010
Source: Ipsos MORI/News of the World

Characteristics of party leaders

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...

■ Gordon Brown ■ David Cameron ■ Nick Clegg



Base: 1,245 British adults 18+, 23rd April 2010

Ipsos MORI

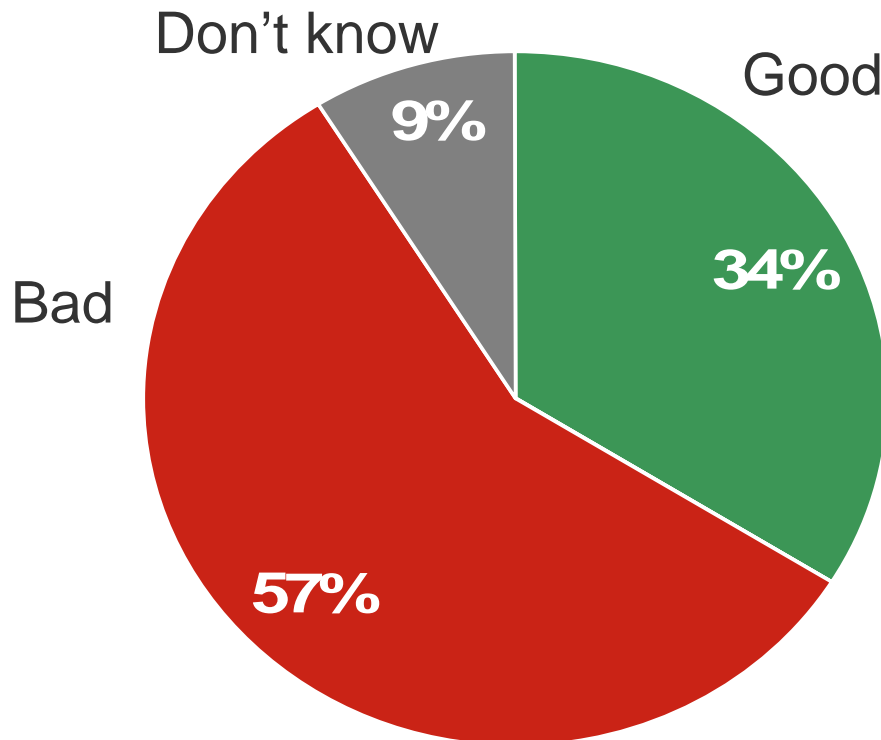
Source: Ipsos MORI/News of the World



An overall majority – good or bad for Britain?

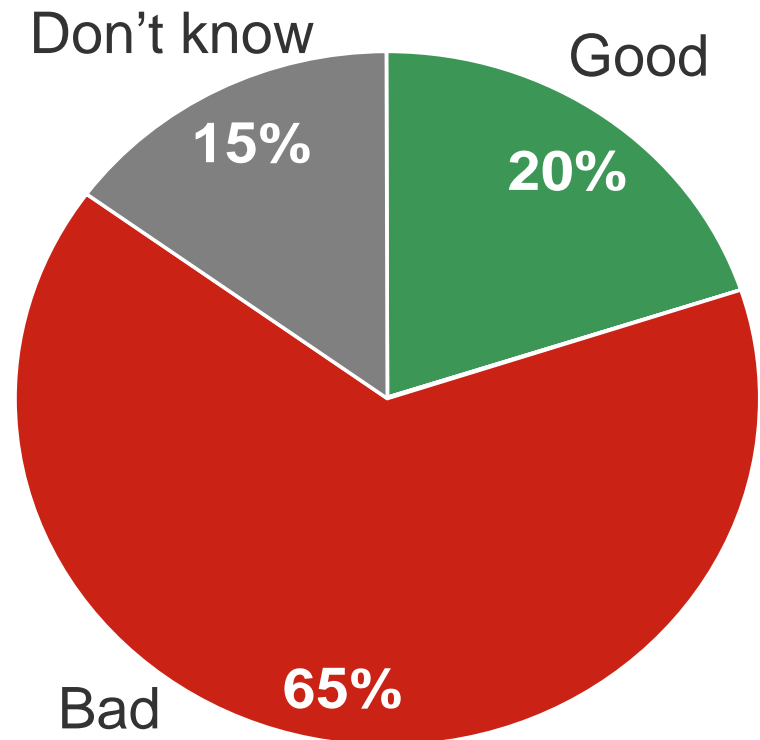
Thinking about the outcome of the election on May 6th, do you think it will be a good thing or a bad thing for the country if no party achieves an overall majority?

April 2010



Base: 1,245 British adults 18+, 23rd April 2010

April 1979



Base: 1,064 British adults 18+, 16-17 Apr 1979