

News of the World General Election Poll - Topline

Fieldwork: 23rd April 2010

- This data is based on 1,245 adults aged 18+ in Great Britain.
- Fieldwork took place on 23rd April 2010.
- Where results do not sum to 100, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated.
- Results are based on all respondents unless otherwise stated. Base sizes are in brackets.
- An asterisk (*) represents a value of less than one half of one percent, but not zero. A double asterisk (**) represents a very low base size – these findings should be treated as indicative only.

VOTING INTENTION

Voting intentions: those “absolutely certain to vote”

We regard the voting intentions of those “absolutely certain to vote” as the most useful trend indicator, since it includes only those voters whose frame of mind is nearest to those who actually vote at elections. Please note that this measure is not based on the assumption that this is the group who will vote at the next general election, as this population are not accurately identifiable at this stage of a parliament.

Please also note that the ‘margin of error’ on these figures is c.±4% for each figure; this means that a party share figure of 30% could actually fall anywhere between 26% and 34%, though it is far more likely to fall at 30% than at the extreme ends of this range. This is especially important to keep in mind when calculating party lead figures.

Q1a How do you intend to vote at the General Election on May 6th?

IF UNDECIDED OR REFUSED AT Q1a

Q1b Which party are you most inclined to support?

Base: All absolutely certain to vote (862)

	Q1a/b %
Conservative	36
Labour	30
Liberal Democrats (Lib Dem)	23
Scottish/Welsh Nationalist	4
Green Party	1
UK Independence Party	3
British National Party	2
Other	1
Conservative lead (±%)	6
<i>Would not vote</i>	<i>1</i>
<i>Undecided</i>	<i>9</i>
<i>Refused</i>	<i>3</i>

Voting intentions: all naming a party

The voting intention figures based on all those giving a voting intention is the measure with the longest pedigree; our regular trends on this basis go back to the 1970s. When turnouts were much higher than is usual today, this offered a good approximation to actual voting behaviour; in more recent years it has over-represented Labour's real electoral strength, since more supporters of Labour than of other parties fail to vote.

Q1a **How do you intend to vote at the General Election on May 6th?**

IF UNDECIDED OR REFUSED AT Q1a

Q1b **Which party are you most inclined to support?**

Base: 1,245 British adults 18+

	Q1a/b %
Conservative	35
Labour	31
Liberal Democrats (Lib Dem)	24
Scottish/Welsh Nationalist	3
Green Party	1
UK Independence Party	3
British National Party	2
Other	1
Conservative lead (\pm%)	4
<i>Would not vote</i>	<i>7</i>
<i>Undecided</i>	<i>13</i>
<i>Refused</i>	<i>3</i>

- Q3. **Have you definitely decided to vote for the [PARTY NAMED AT QA OR QB] party or is there a chance you may change your mind before you vote?**

Base: All naming a party (960)

	%
Definitely decided	54
May change mind	45
Don't know	*

- Q4. **And how likely would you be to vote in an immediate general election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?**

Base: All

	%
10 – absolutely certain to vote	67
9	8
8	7
7	3
6	2
5	5
4	1
3	1
2	1
1 – absolutely certain not to vote	5
Don't know	*
Refused	0

TACTICAL VOTING

- Q5. **You said you would vote for [INSERT PARTY FROM Q1 OR Q2]/ are inclined to support [INSERT PARTY FROM Q1 OR Q2]. Which of the following statements comes closest to your reasons for intending to vote for the [INSERT PARTY FROM Q1 OR Q2] party?**

Base: All naming a party (960)

	% April 23 rd	% April 18-19 th
It is the party that most represents your views	83	73
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	12	14
Other	3	10
No opinion	1	3

IMPACT OF THE LEADERS DEBATE

- Q6. As you probably know, 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+ , 23 April

%

%

Base: 1,253 British adults 18+ , 18-19 April

	23 rd April (2 nd debate)	18 th -19 th April (1 st debate)
Yes - all of it on the night	18	25
Yes - some of it on the night	17	22
Didn't watch the debate but saw news coverage of it afterwards on television	22	19
Didn't watch the debate but saw news coverage of it afterwards in newspapers	2	5
No – didn't watch it	37	30
Watched the first debate but not the second	4	
Don't know	*	*

- Q7 Which of these statements do you most agree with?

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

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

%

%

	23 rd April (2 nd debate)	18 th -19 th April (1 st debate)
The debate has encouraged me to vote for the party I already support	32	25
The debate has encouraged me to switch my vote from one party to another	11	13
The debate made me change from being undecided to choosing one of the parties to vote for	6	10
The debate has put me off voting for any party	1	1
The debate has had no impact on how I intend to vote	45	46
None of these	3	4
Don't know	1	1

LEADERS

- Q8. **Who do you think would make the most capable Prime Minister, Gordon Brown, David Cameron or Nick Clegg?**

Base: All

	Sept 2009	Feb 2010	April 2010
	%	%	%
Gordon Brown	24	29	28
David Cameron	41	38	32
Nick Clegg	16	12	17
None/Don't Know	19	20	23

- Q9. **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...?**

Base: All

	Gordon Brown %	David Cameron %	Nick Clegg %
Good in a crisis	46	38	29
Has sound judgment	40	47	47
More honest than most politicians	32	37	49
Patriotic	64	73	62
Rather inexperienced	14	61	76
Out of touch with ordinary people	55	46	25
None of these	3	2	3
Don't know	2	3	5

- Q10. **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?**

Base: All

	April 1979	April 2010
	%	%
Good	20	34
Bad	65	57
Don't know	15	9