

2010 Election Aggregate Analysis

Ipsos MORI

Table 1

Spreadsheet data

Base : All certain to vote

	Vote 2010					
	All	Con	Lab	LD	Other	Lab Lead
Unweighted Total	5927	36.0%	33.3%	21.7%	9.0%	-2.8%
Weighted Total	6539	36.9%	29.7%	23.6%	9.7%	-7.2%
Gender						
Male	3228	38.3%	28.2%	21.6%	12.0%	-10.2%
Female	3310	35.6%	31.3%	25.6%	7.5%	-4.3%
Age						
18-24	527	29.5%	31.3%	29.8%	9.4%	1.8%
25-34	901	34.5%	30.4%	28.5%	6.6%	-4.2%
35-44	1259	34.3%	30.6%	26.1%	8.9%	-3.7%
45-54	1169	34.3%	28.0%	25.6%	12.1%	-6.3%
55-64	1100	37.9%	27.8%	22.6%	11.6%	-10.1%
65+	1565	43.9%	31.0%	16.0%	9.1%	-12.9%
Men by Age						
18-24	302	29.4%	33.8%	26.7%	10.1%	4.4%
25-34	463	41.5%	23.3%	29.7%	5.5%	-18.2%
35-54	1203	36.0%	27.9%	23.1%	13.0%	-8.2%
55+	1252	41.0%	29.1%	16.1%	13.8%	-11.9%
Women by Age						
18-24	225	29.6%	28.0%	33.9%	8.5%	-1.5%
25-34	438	27.2%	37.8%	27.3%	7.8%	10.6%
35-54	1225	32.6%	30.9%	28.6%	7.9%	-1.8%
55+	1413	41.8%	30.3%	21.1%	6.9%	-11.6%
Social Class						
AB	2014	38.9%	25.6%	29.0%	6.5%	-13.4%
C1	1890	39.1%	28.0%	23.6%	9.3%	-11.0%
C2	1205	36.9%	29.0%	21.7%	12.4%	-7.9%
DE	1317	30.6%	40.4%	16.7%	12.3%	9.7%
Men by Class						
AB	1058	43.6%	22.6%	27.0%	6.8%	-21.0%

Respondent Type : GB adults aged 18+

Source : Ipsos MORI

*=Less than 0.5%

Fieldwork dates: March-May 2010

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Weighted Total	6539	36.9%	29.7%	23.6%	9.7%	-7.2%
C1	928	39.6%	27.9%	22.4%	10.2%	-11.7%
C2	635	32.9%	33.0%	18.7%	15.4%	0.1%
DE	560	32.2%	34.7%	13.3%	19.8%	2.5%
Women by Class						
AB	957	33.8%	28.8%	31.1%	6.2%	-4.9%
C1	961	38.5%	28.2%	24.9%	8.4%	-10.3%
C2	570	41.4%	24.6%	25.0%	9.0%	-16.8%
DE	757	29.4%	44.5%	19.3%	6.8%	15.1%
Housing Tenure						
Owned	2001	44.9%	23.6%	20.7%	10.8%	-21.4%
Mortgage	2976	35.9%	29.2%	26.4%	8.5%	-6.7%
Social renter	942	24.0%	46.7%	18.5%	10.8%	22.7%
Private renter	516	34.9%	29.0%	26.9%	9.2%	-6.0%

Respondent Type : GB adults aged 18+

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Table 3

Weighting: Age and Gender

Base : All

	Total (Wgtd)	Likelihood to vote					Gender		2010 Vote					Unweighted	
		10 Absol. cert. /voted by post	6 to 10	7 to 10	8 to 10	9 to 10	Would not vote	Male	Female	Conser vative	Labour	Lib Dem	Other		Did not vote
Unweighted Total	10211	5776	8519	8276	7907	7213	653	4961	5250	2136	1972	1287	532	3897	10211
Weighted Total	10236	7129	8616	8385	8032	7395	539	4981	5254	2416	1945	1545	632	3488	10211
18-24 Male	617 6%	320 4%	449 5%	428 5%	396 5%	354 5%	56 10%	617 12%	-	89 4%	102 5%	81 5%	31 5%	308 9%	465 5%
25-34 Male	838 8%	494 7%	680 8%	637 8%	599 7%	533 7%	53 10%	838 17%	-	192 8%	108 6%	137 9%	25 4%	363 10%	692 7%
35-44 Male	964 9%	666 9%	841 10%	817 10%	774 10%	717 10%	58 11%	964 19%	-	226 9%	177 9%	147 9%	73 12%	330 9%	869 9%
45-54 Male	856 8%	627 9%	742 9%	734 9%	714 9%	657 9%	46 9%	856 17%	-	207 9%	158 8%	131 8%	84 13%	260 7%	914 9%
55-64 Male	763 7%	589 8%	702 8%	694 8%	671 8%	633 9%	16 3%	763 15%	-	208 9%	144 7%	110 7%	87 14%	198 6%	892 9%
65-74 Male	527 5%	447 6%	467 5%	464 6%	450 6%	434 6%	14 3%	527 11%	-	189 8%	132 7%	45 3%	54 9%	93 3%	678 7%
75+ Male	402 4%	314 4%	349 4%	346 4%	341 4%	321 4%	22 4%	402 8%	-	117 5%	88 5%	46 3%	32 5%	101 3%	445 4%
18-24 Female	584 6%	246 3%	422 5%	387 5%	344 4%	273 4%	66 12%	-	584 11%	67 3%	63 3%	76 5%	19 3%	355 10%	493 5%
25-34 Female	821 8%	488 7%	633 7%	607 7%	567 7%	503 7%	58 11%	-	821 16%	119 5%	166 9%	119 8%	34 5%	366 10%	806 8%
35-44 Female	979 10%	697 10%	803 9%	787 9%	751 9%	688 9%	52 10%	-	979 19%	206 9%	208 11%	183 12%	39 6%	321 9%	910 9%
45-54 Female	881 9%	656 9%	762 9%	748 9%	731 9%	675 9%	40 7%	-	881 17%	194 8%	170 9%	168 11%	57 9%	275 8%	944 9%
55-64 Female	789 8%	601 8%	693 8%	681 8%	653 8%	618 8%	28 5%	-	789 15%	210 9%	162 8%	138 9%	41 6%	219 6%	900 9%
65-74 Female	572 6%	461 6%	508 6%	499 6%	490 6%	467 6%	10 2%	-	572 11%	190 8%	115 6%	90 6%	28 4%	138 4%	660 6%
75+ Female	615 6%	498 7%	539 6%	531 6%	523 7%	498 7%	20 4%	-	615 12%	191 8%	151 8%	69 4%	29 5%	154 4%	527 5%
Refused	8 *	8 *	8 *	8 *	8 *	8 *	-	4 *	5 *	-	-	3 *	-	3 *	8 *

Respondent Type : GB adults aged 18+

Source : Ipsos MORI

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Table 4

Weighting: Work Status

Base : All

	Total (Wgtd)	Likelihood to vote					Gender		2010 Vote					Unweighted	
		10 Absol. cert. /voted by post	6 to 10	7 to 10	8 to 10	9 to 10	Would not vote	Male	Female	Conser vative	Labour	Lib Dem	Other		Did not vote
Unweighted Total	10211	5776	8519	8276	7907	7213	653	4961	5250	2136	1972	1287	532	3897	10211
Weighted Total	10236	7129	8616	8385	8032	7395	539	4981	5254	2416	1945	1545	632	3488	10211
Working 30 hours or more a week (Full-time)	4508 44%	3147 44%	3883 45%	3770 45%	3610 45%	3294 45%	215 40%	2885 58%	1622 31%	1063 44%	789 41%	773 50%	293 46%	1511 43%	4412 43%
Working 8 - 29 hours a week (Part-time)	1157 11%	752 11%	950 11%	916 11%	860 11%	781 11%	64 12%	209 4%	948 18%	230 10%	223 11%	166 11%	59 9%	459 13%	1300 13%
Not working (under 8 hrs) - unemployed	476 5%	259 4%	345 4%	332 4%	308 4%	280 4%	58 11%	293 6%	182 3%	67 3%	92 5%	53 3%	20 3%	237 7%	427 4%
Not working (under 8 hrs) - retired	2607 25%	2098 29%	2308 27%	2283 27%	2229 28%	2123 29%	78 15%	1115 22%	1491 28%	788 33%	576 30%	359 23%	187 30%	619 18%	2811 28%
Not working (under 8 hrs) - student	590 6%	314 4%	459 5%	434 5%	398 5%	343 5%	51 10%	308 6%	282 5%	82 3%	91 5%	88 6%	26 4%	296 8%	435 4%
Not working (under 8 hrs) - other (inc. disabled)	765 7%	513 7%	594 7%	580 7%	563 7%	522 7%	47 9%	168 3%	597 11%	172 7%	162 8%	100 6%	37 6%	279 8%	693 7%
Don't know	2 *	* *	1 *	1 *	1 *	- *	1 *	* *	2 *	- -	- -	- -	- -	2 *	4 *
Refused	1 *	* *	* *	* *	* *	* *	- -	* *	1 *	* *	- -	- -	- -	* *	4 *

Respondent Type : GB adults aged 18+

Source : Ipsos MORI

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Table 5

Weighting: Tenure

Base : All

	Total (Wgtd)	Likelihood to vote					Gender		2010 Vote					Unweighted	
		10 Absol. cert. /voted by post	6 to 10	7 to 10	8 to 10	9 to 10	Would not vote	Male	Female	Conser vative	Labour	Lib Dem	Other		Did not vote
Unweighted Total	10211	5776	8519	8276	7907	7213	653	4961	5250	2136	1972	1287	532	3897	10211
Weighted Total	10236	7129	8616	8385	8032	7395	539	4981	5254	2416	1945	1545	632	3488	10211
Being bought on a mortgage	4577 45%	3228 45%	3931 46%	3835 46%	3656 46%	3357 45%	216 40%	2351 47%	2227 42%	1068 44%	869 45%	785 51%	254 40%	1529 44%	4027 39%
Owned outright by household	2781 27%	2196 31%	2478 29%	2430 29%	2363 29%	2233 30%	82 15%	1303 26%	1478 28%	899 37%	472 24%	415 27%	215 34%	696 20%	3687 36%
Rented from Local Authority	1030 10%	584 8%	772 9%	750 9%	715 9%	644 9%	99 18%	426 9%	605 12%	112 5%	284 15%	89 6%	47 7%	481 14%	775 8%
Rented from Housing Association/Trust	712 7%	454 6%	570 7%	550 7%	520 6%	466 6%	58 11%	298 6%	414 8%	115 5%	156 8%	85 6%	54 9%	288 8%	536 5%
Rented from private landlord	948 9%	544 8%	727 8%	685 8%	646 8%	572 8%	75 14%	515 10%	433 8%	180 7%	149 8%	139 9%	47 8%	419 12%	994 10%
Other	96 1%	66 1%	78 1%	76 1%	75 1%	71 1%	6 1%	55 1%	41 1%	25 1%	9 *	19 1%	11 2%	31 1%	100 1%
Refused	63 1%	44 1%	47 1%	47 1%	44 1%	43 1%	*	22 *	40 1%	16 1%	5 *	9 1%	3 1%	21 1%	61 1%
Don't know	29 *	14 *	13 *	13 *	13 *	9 *	3 1%	11 *	17 *	1 *	1 *	5 *	-	22 1%	31 *

Respondent Type : GB adults aged 18+

Source : Ipsos MORI

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Table 6

Weighting: Region, Vote and Turnout

Base : All

	Total (Wgtd)	Likelihood to vote					Gender		2010 Vote					Unweighted	
		10 Absol. cert. /voted by post	6 to 10	7 to 10	8 to 10	9 to 10	Would not vote	Male	Female	Conser vative	Labour	Lib Dem	Other		Did not vote
Unweighted Total	10211	5776	8519	8276	7907	7213	653	4961	5250	2136	1972	1287	532	3897	10211
Weighted Total	10236	7129	8616	8385	8032	7395	539	4981	5254	2416	1945	1545	632	3488	10211
North East	455 4%	288 4%	337 4%	329 4%	321 4%	296 4%	31 6%	186 4%	269 5%	64 3%	117 6%	64 4%	25 4%	174 5%	379 4%
North West	1212 12%	813 11%	1019 12%	989 12%	938 12%	837 11%	67 12%	628 13%	583 11%	235 10%	293 15%	160 10%	53 8%	447 13%	1639 16%
Yorkshire & Humberside	869 8%	587 8%	712 8%	689 8%	667 8%	610 8%	52 10%	429 9%	440 8%	174 7%	185 10%	123 8%	50 8%	314 9%	998 10%
East Midlands	767 7%	546 8%	635 7%	624 7%	584 7%	539 7%	38 7%	382 8%	385 7%	207 9%	149 8%	105 7%	40 6%	252 7%	855 8%
West Midlands	940 9%	644 9%	817 9%	768 9%	729 9%	676 9%	38 7%	486 10%	454 9%	236 10%	182 9%	122 8%	56 9%	324 9%	1050 10%
East of England/Eastern	975 10%	700 10%	821 10%	813 10%	778 10%	721 10%	55 10%	474 10%	500 10%	307 13%	128 7%	157 10%	58 9%	315 9%	1035 10%
Greater London	1222 12%	845 12%	1028 12%	988 12%	954 12%	883 12%	64 12%	614 12%	608 12%	266 11%	281 14%	170 11%	49 8%	424 12%	975 10%
South East	1450 14%	1042 15%	1245 14%	1227 15%	1175 15%	1099 15%	76 14%	674 14%	776 15%	479 20%	158 8%	254 16%	76 12%	455 13%	1070 10%
South West	924 9%	672 9%	790 9%	769 9%	745 9%	692 9%	52 10%	421 8%	504 10%	268 11%	97 5%	217 14%	43 7%	280 8%	899 9%
Wales	518 5%	368 5%	445 5%	434 5%	421 5%	392 5%	33 6%	237 5%	281 5%	87 4%	121 6%	67 4%	58 9%	179 5%	616 6%
Scotland	899 9%	622 9%	764 9%	752 9%	717 9%	648 9%	33 6%	449 9%	450 9%	94 4%	234 12%	105 7%	125 20%	319 9%	686 7%

Respondent Type : GB adults aged 18+

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Table 7

Weighting: Car -Does your household have the use of a car or light van for private motoring?

Base : All

	Total (Wgtd)	Likelihood to vote					Gender		2010 Vote					Unweighted	
		10 Absol. cert. /voted by post	6 to 10	7 to 10	8 to 10	9 to 10	Would not vote	Male	Female	Conser vative	Labour	Lib Dem	Other		Did not vote
Unweighted Total	10211	5776	8519	8276	7907	7213	653	4961	5250	2136	1972	1287	532	3897	10211
Weighted Total	10236	7129	8616	8385	8032	7395	539	4981	5254	2416	1945	1545	632	3488	10211
1+ cars/light vans	8187 80%	5852 82%	7042 82%	6872 82%	6578 82%	6066 82%	371 69%	4134 83%	4053 77%	2120 88%	1416 73%	1338 87%	518 82%	2633 75%	8340 82%
None	2026 20%	1261 18%	1554 18%	1493 18%	1435 18%	1313 18%	168 31%	838 17%	1188 23%	289 12%	528 27%	202 13%	113 18%	849 24%	1855 18%
Refused	12 *	12 *	11 *	11 *	11 *	- -	6 *	6 *	- -	6 *	- -	3 *	- -	- -	6 *
Don't know	11 *	5 *	9 *	9 *	8 *	5 *	- -	4 *	7 *	1 *	1 *	2 *	1 *	5 *	10 *

Respondent Type : GB adults aged 18+

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Table 8

Weighting: Social Grade

Base : All

	Total (Wgtd)	Likelihood to vote					Gender		2010 Vote					Unweighted	
		10 Absol. cert. /voted by post	6 to 10	7 to 10	8 to 10	9 to 10	Would not vote	Male	Female	Conser vative	Labour	Lib Dem	Other		Did not vote
Unweighted Total	10211	5776	8519	8276	7907	7213	653	4961	5250	2136	1972	1287	532	3897	10211
Weighted Total	10236	7129	8616	8385	8032	7395	539	4981	5254	2416	1945	1545	632	3488	10211
A	411 4%	322 5%	371 4%	362 4%	352 4%	329 4%	10 2%	217 4%	195 4%	121 5%	73 4%	88 6%	22 3%	102 3%	727 7%
B	2295 22%	1823 26%	2100 24%	2069 25%	2002 25%	1894 26%	62 11%	1185 24%	1110 21%	663 27%	442 23%	496 32%	110 17%	543 16%	2160 21%
C1	2897 28%	2056 29%	2447 28%	2386 28%	2286 28%	2103 28%	137 25%	1413 28%	1484 28%	738 31%	530 27%	446 29%	175 28%	952 27%	2954 29%
C2	2109 21%	1335 19%	1709 20%	1660 20%	1571 20%	1411 19%	145 27%	1113 22%	996 19%	445 18%	350 18%	261 17%	149 24%	863 25%	1834 18%
D	1549 15%	910 13%	1225 14%	1158 14%	1100 14%	988 13%	131 24%	725 15%	824 16%	235 10%	356 18%	135 9%	98 15%	693 20%	1000 10%
E	804 8%	548 8%	628 7%	618 7%	596 7%	549 7%	52 10%	253 5%	551 10%	168 7%	175 9%	85 6%	65 10%	293 8%	1367 13%
REFUSED	170 2%	136 2%	137 2%	131 2%	126 2%	121 2%	3 1%	75 2%	95 2%	46 2%	18 1%	34 2%	15 2%	43 1%	169 2%

Respondent Type : GB adults aged 18+

Source : Ipsos MORI

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Table 9

Type of constituency

Base : All

	Total (Wgtd)	Likelihood to vote					Gender		2010 Vote					Unweighted	
		10 Absol. cert. /voted by post	6 to 10	7 to 10	8 to 10	9 to 10	Would not vote	Male	Female	Conser vative	Labour	Lib Dem	Other		Did not vote
Unweighted Total	10211	5776	8519	8276	7907	7213	653	4961	5250	2136	1972	1287	532	3897	10211
Weighted Total	10236	7129	8616	8385	8032	7395	539	4981	5254	2416	1945	1545	632	3488	10211
Lab-Con 0-10	1146 11%	792 11%	972 11%	949 11%	913 11%	814 11%	56 10%	552 11%	594 11%	317 13%	223 11%	119 8%	64 10%	402 12%	633 6%
Lab-Con 10-18	900 9%	646 9%	790 9%	772 9%	744 9%	693 9%	42 8%	443 9%	457 9%	225 9%	212 11%	105 7%	63 10%	283 8%	5004 49%
Lab-Con 18+	1335 13%	885 12%	1079 13%	1041 12%	997 12%	896 12%	79 15%	628 13%	706 13%	212 9%	360 19%	160 10%	66 10%	509 15%	626 6%
Other Lab	2024 20%	1287 18%	1640 19%	1574 19%	1504 19%	1360 18%	114 21%	1006 20%	1018 19%	241 10%	515 26%	257 17%	157 25%	807 23%	1160 11%
Con seat	3432 34%	2477 35%	2947 34%	2887 34%	2761 34%	2578 35%	180 33%	1662 33%	1770 34%	1149 48%	424 22%	533 34%	190 30%	1082 31%	1891 19%
Other	1140 11%	872 12%	975 11%	955 11%	916 11%	874 12%	55 10%	562 11%	578 11%	213 9%	175 9%	343 22%	74 12%	306 9%	639 6%
Unknown	259 3%	171 2%	212 2%	207 2%	196 2%	180 2%	14 3%	128 3%	131 2%	60 2%	35 2%	28 2%	19 3%	99 3%	258 3%

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