Thomson Reuters Marginals Polling – Wave 1
Topline
24/3/10

- This data is based on 1,007 adults aged 18+ across 56 marginal constituencies in Great Britain. These are Labour-held constituencies which the Conservatives need a swing of between 5% and 9% to win.

- Fieldwork took place between 19th and 22nd March 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

- Where possible, comparative data is provided from Ipsos MORI's March Political Monitor – a national survey. Ipsos MORI interviewed a representative sample of 1,503 adults aged 18+ across Great Britain. Interviews were conducted by telephone 19-22 March 2010. Data are weighted to match the profile of the population.

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 <u>will</u> 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.

Half of the public, 53%, say they are 'absolutely certain to vote' in an immediate General Election.

The result at the last General Election across these 56 marginal constituencies was:

Conservatives 31%, Labour 45%, Liberal Democrats 17%, Other 7%

Q1. **How would you vote if there were a General Election tomorrow?**
     IF UNDECIDED OR REFUSED AT Q1a

Q2. **Which party are you most inclined to support?**
     Base: All who are absolutely certain to vote (567)

	Q1/2 %
Conservative	37
Labour	41
Liberal Democrat	11
Green Party	3
UK Independence Party	4
British National Party	1
Other	3
Conservative lead (+%)	**-4**
Undecided	*8*
Would not vote	***
Refused	*2*

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	Q1a/b
Base: All absolutely certain to vote (833)	*%*
Conservative	*35*
Labour	*30*
Liberal Democrats (Lib Dem)	*21*
Scottish/Welsh Nationalist	*2*
Green Party	*3*
UK Independence Party	*6*
British National Party	*2*
Other	*1*
Conservative lead (+%)	***+5***
Would not vote	***
Undecided	*3*
Refused	*2*

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.

Q1.   **How would you vote if there were a General Election tomorrow?**
      IF UNDECIDED OR REFUSED AT Q1a
Q2.   **Which party are you most inclined to support?**

	Q1/2
	%
Conservative	36
Labour	40
Liberal Democrat	12
Green Party	3
UK Independence Party	4
British National Party	2
Other	3
Conservative lead (+%)	**-4**
Undecided	*10*
Would not vote	*10*
Refused	*2*

Base: All those naming a party (796)

Base: British adults 18+	*%*
Conservative	*32*
Labour	*33*
Liberal Democrats (Lib Dem)	*22*
Scottish/Welsh Nationalist	*3*
Green Party	*3*

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UK Independence Party	*4*
British National Party	*2*
Other	*2*
Conservative lead (+%)	*-1*
Would not vote	*8*
Undecided	*7*
Refused	*3*

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?**

	%
Definitely decided	52
May change mind	46
Don't know	2

Base: All those naming a party (796)

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?**

	%
10 – absolutely certain to vote	53
9	6
8	8
7	6
6	4
5	9
4	2
3	2
2	2
1 – absolutely certain not to vote	8
Don't know	1
Refused	*

Q5. **As far as you know, do you live in a marginal constituency? By marginal constituency I mean a constituency where the current MP has only a narrow majority.**

	%
Yes	25
No	30
Don't know	45

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ISSUES QUESTIONS

Q6. **Looking ahead to the next General Election, which, if any, issues do you think will be <u>very</u> important to you in helping you decide which party to vote for?**
All those at 3% or above

	%
Healthcare/ NHS/ hospitals	29
Education/ schools	29
Managing the economy/ economic situation	29
Taxation	14
Asylum and immigration	14
Crime and anti-social behaviour/ law and order	12
Unemployment	10
Pensions	7
Care for older and disabled people	6
Protecting the natural environment/ climate change	6
Public transport/ roads	5
Afghanistan	5
Benefits	5
MPs expenses	4
Europe/ EU	3
Housing	3
Trust/honesty/integrity of politicians	3
Other	5
Don't know	12

NATIONAL COMPARISON – FROM IPSOS MORI POLITICAL MONITOR
Q ***And looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?***
All those at 3% or above

Base: British adults 18+	%
Managing the economy	32
Healthcare	26
Education	23
Asylum and immigration	14
Taxation	12
Unemployment	11
Crime and anti-social behaviour	8
Benefits	7
Care for older and disabled people	7
Pensions	6
Protecting the natural environment	5
Afghanistan	5
Defence	3
Housing	3
Iraq	3
Public Transport/roads	3
Other	4
Don't Know	15

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Q7. **Which party do you think has the best policies on …** [INSERT Q-Q BELOW]…
the Conservatives, Labour, Liberal Democrats or some other party?

	Labour %	Conservatives %	Liberal Dem %	Other %	None %	Don't know %	**Con lead %**
Asylum and Immigration	19	25	9	10	10	27	**+6**
Crime and anti-social behaviour	25	27	5	3	12	28	**+2**
Education	32	24	9	2	7	25	**-8**
Healthcare	38	21	6	2	8	25	**-17**
Managing the economy	29	28	9	3	10	20	**-1**
Taxation	26	25	11	3	8	27	**-1**
Unemployment	30	23	5	4	8	29	**-7**
Reforming MPs expenses	13	22	14	3	19	28	**+9**

NATIONAL COMPARISON – FROM IPSOS MORI POLITICAL MONITOR

Q *Which party do you think has the best policies on…. the Conservatives, Labour, Liberal Democrats or some other party?*

Base: British adults 18+

	Labour %	*Conservatives %*	*Lib Dems %*	*Other %*	*None %*	*Don't Know %*	*Conservative lead ±*
Asylum and Immigration	*17*	*28*	*9*	*11*	*11*	*24*	*+11*
Crime and anti-social behaviour	*23*	*33*	*8*	*4*	*11*	*22*	*+10*
Education	*28*	*29*	*10*	*3*	*7*	*23*	*+1*
Healthcare	*33*	*24*	*9*	*3*	*8*	*23*	*-9*
Managing the economy	*26*	*29*	*12*	*4*	*10*	*20*	*+3*
Taxation	*25*	*26*	*13*	*4*	*9*	*23*	*+1*
Defence	*18*	*29*	*7*	*4*	*9*	*33*	*+11*
Unemployment	*30*	*24*	*10*	*4*	*10*	*23*	*-6*
Benefits	*30*	*24*	*7*	*4*	*10*	*26*	*-6*
Reforming MPs expenses	*13*	*24*	*14*	*4*	*21*	*24*	*+11*
Climate Change	*15*	*11*	*15*	*17*	*12*	*29*	*-4*

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Q8   **Thinking about the issues that are important to you, which of the following is <u>most</u> important to you in deciding how you will vote at the general election?**

	%
The record and achievements of the parties on an issue in the past	41
What the parties are promising to do on an issue if they get elected	47
Both equally	5
Neither of these	3
Don't know	4

Q9.   **You mentioned earlier that healthcare will be an important issue in helping you decide how to vote**. **How important will what the parties say on each of these be in helping you to decide who to vote for?**

	Very important	Fairly important	Not very important	Not at all important	Don't know	Im-portant
NHS spending, including where cuts are made and where spending is maintained	79	19	1	0	*	98
How much choice patients have	53	32	13	1	1	85
Waiting lists and times	65	31	3	*	*	96
Local GP and hospital services	81	18	*	0	*	99
Care for older and disabled people	76	22	2	*	0	98
Encouraging people to lead healthy lives	51	35	12	1	*	86
Outsourcing of health services to the private sector	32	36	21	9	3	68

Base: All saying healthcare/hospitals/NHS as important issue at Q6 (300)

Q10.   **You mentioned earlier that education will be an important issue in helping you decide how to vote. How important will what the parties say on each of these be in helping you to decide who to vote for?**

	Very important	Fairly important	Not very important	Not at all important	Don't know	Im-portant
Pre-school education	55	30	9	5	*	85
Primary schools	78	16	5	1	1	94
Secondary schools	86	12	2	0	*	98
A levels and sixth form	73	20	4	1	1	93
Apprenticeships and skills	71	25	4	*	0	96
Universities	69	25	5	*	1	94
Adult education	36	51	12	1	0	87

Base: All saying education as important issue at Q6 (281)

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Q11. **You mentioned earlier that crime will be an important issue in helping you decide how to vote. How important will what the parties say on each of these be in helping you to decide who to vote for?**

	Very important	Fairly important	Not very important	Not at all important	Don't know	Im-portant
The number of Police on the beat	77	21	0	1	1	98
Tackling anti-social behaviour	87	11	0	*	1	88
Tackling violent crime	93	6	0	*	1	99
Rehabilitation of criminals and reducing re-offending	62	27	6	4	2	89
Sentencing of offenders	81	15	2	1	1	96
Monitoring of offenders in the community	72	23	2	2	2	95

Base: All saying crime/anti-social behaviour/law and order as important issue at Q6 (117)

Q12. **You mentioned earlier that immigration or race relations will be an important issue in helping you decide how to vote. How important will what the parties say on each of these be in helping you to decide who to vote for?**

	Very important	Fairly important	Not very important	Not at all important	Don't know	Im-portant
Immigrants' entitlements to public services and housing	58	27	8	5	1	85
The pressure on jobs	70	22	4	2	2	92
Reducing the number of immigrants entering Britain	78	14	6	2	1	92
Ensuring that immigrants who can benefit Britain are able to live and work here	67	23	6	4	1	90
Dealing with crime committed by asylum seekers and immigrants	86	9	3	1	2	95
Race relations	76	17	1	1	4	93
Ensuring that immigrants learn about British culture and values	82	12	3	2	1	94

Base: All saying asylum/immigration/race relations as important issue at Q6 (141)

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ECONOMY QUESTIONS

Q13. **As you probably know, the general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions.**

Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

	%
A Conservative majority government	22
A Labour majority government	10
A hung parliament with the Conservatives as the biggest party	33
A hung parliament with Labour as the biggest party	22
A Liberal Democrat majority government	*
A hung parliament with the Liberal Democrats as the biggest party	*
Other	2
Don't know	10
Hung Parliament	**55**
Conservatives largest party	**55**
Labour largest party	**32**

NATIONAL COMPARISON – FROM IPSOS MORI POLITICAL MONITOR

Q As you probably know, the general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions.

Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

Base: British adults 18+	*%*
A Conservative majority government	*24*
A Labour majority government	*10*
A hung parliament with the Conservatives as the biggest party	*37*
A hung parliament with Labour as the biggest party	*22*
A Liberal Democrat majority government	***
A hung parliament with the Liberal Democrats as the biggest party	***
Other	*1*
Don't know	*6*
Hung Parliament	*59*
Conservatives largest party	*61*
Labour largest party	*32*

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Q14.a **And which of the following general election outcomes do you think would be best for…?**

… the UK economy

	%
A Conservative majority government	31
A Labour majority government	23
A hung parliament with the Conservatives as the biggest party	14
A hung parliament with Labour as the biggest party	14
A Liberal Democrat majority government	1
A hung parliament with the Liberal Democrats as the biggest party	*
Other	4
Don't know	13
Hung Parliament	**28**
Conservatives largest party	**45**
Labour largest party	**37**

NATIONAL COMPARISON – FROM IPSOS MORI POLITICAL MONITOR
Q ***And which of these alternatives do you think would be best for the UK economy?***

Base: British adults 18+	*%*
A Conservative majority government	*29*
A Labour majority government	*19*
A hung parliament with the Conservatives as the biggest party	*18*
A hung parliament with Labour as the biggest party	*19*
A Liberal Democrat majority government	*1*
A hung parliament with the Liberal Democrats as the biggest party	*1*
Other	*2*
Don't know	*11*
Hung Parliament	***37***
Conservatives largest party	***47***
Labour largest party	***38***

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Q14.b **And which of the following general election outcomes do you think would be best for…?**

… maintaining international confidence in the UK economy

	%
A Conservative majority government	31
A Labour majority government	23
A hung parliament with the Conservatives as the biggest party	11
A hung parliament with Labour as the biggest party	12
A Liberal Democrat majority government	*
A hung parliament with the Liberal Democrats as the biggest party	*
Other	3
Don't know	18
Hung Parliament	**23**
Conservatives largest party	**42**
Labour largest party	**35**

Q14.c **And which of the following general election outcomes do you think would be best for…?**

….getting good value for the public money the government spends

	%
A Conservative majority government	29
A Labour majority government	21
A hung parliament with the Conservatives as the biggest party	11
A hung parliament with Labour as the biggest party	13
A Liberal Democrat majority government	2
A hung parliament with the Liberal Democrats as the biggest party	1
Other	6
Don't know	18
Hung Parliament	**24**
Conservatives largest party	**40**
Labour largest party	**34**

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Q14.d **And which of the following general election outcomes do you think would be best for…?**

… reducing the level of government borrowing

	%
A Conservative majority government	38
A Labour majority government	17
A hung parliament with the Conservatives as the biggest party	11
A hung parliament with Labour as the biggest party	10
A Liberal Democrat majority government	1
A hung parliament with the Liberal Democrats as the biggest party	*
Other	4
Don't know	20
Hung Parliament	**21**
Conservatives largest party	**49**
Labour largest party	**27**

PAST VOTE

Q15. **Which party did you vote for at the General Election on May 5th 2005? If you are not sure, or did not vote, please say so.**

	%
Conservative	21
Labour	45
Liberal Democrats (Lib Dem)	8
Scottish/Welsh Nationalist	1
Green Party	1
UK Independence Party (UKIP)	1
British National Party (BNP)	*
Other	1
Did not vote/Too young to vote	19
Don't know	8
Refused	5

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