

Ipsos MORI Political Monitor - April 2010

Table 1

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1253	802	1077	1049	990	888	65	633	620	331	454	468	123	208	238	216	205	263	112	364	365	239	285	729	524	1253
Weighted Total	1253	798	1071	1041	979	873	66	610	643	356	450	447	152	204	238	212	189	258	124	337	361	262	293	698	555	1253
Total Voting	1057	733	975	952	896	799	13	525	532	294	373	391	118	176	193	181	165	225	106	309	307	206	236	615	442	1056
Conservative	309 29%	236 32%	296 30%	292 31%	279 31%	253 32%	3 20%	155 30%	153 29%	65 22%	100 27%	144 37%	23 20%	42 24%	46 24%	53 30%	59 36%	85 38%	39 37%	90 29%	106 35%	63 31%	50 21%	196 32%	112 25%	324 31%
Labour	317 30%	205 28%	291 30%	286 30%	265 30%	223 28%	5 39%	150 29%	166 34%	89 39%	116 33%	111 24%	41 37%	47 40%	66 32%	50 34%	36 28%	76 22%	39 34%	85 28%	75 24%	51 25%	105 44%	160 26%	156 35%	297 28%
Liberal Democrats (Lib Dem)	332 31%	237 32%	307 31%	298 31%	282 31%	263 33%	2 19%	153 29%	179 34%	113 39%	124 33%	95 24%	44 37%	70 40%	62 32%	61 34%	48 29%	47 21%	23 21%	117 38%	106 35%	69 34%	40 17%	223 36%	109 25%	331 31%
Scottish Nationalist	21 2%	8 1%	16 2%	16 2%	12 1%	10 1%	-	17 3%	5 1%	9 3%	5 1%	7 2%	4 3%	5 3%	2 1%	3 3%	5 3%	2 1%	-	*	4 1%	7 3%	10 4%	4 1%	17 4%	23 2%
Plaid Cymru	4 *	2 *	4 *	4 *	4 *	4 *	-	1 *	3 *	-	2 *	2 *	-	-	-	2 1%	1 1%	1 *	-	1 *	3 1%	1 *	-	3 1%	1 *	5 *
Green Party	14 1%	8 1%	11 1%	10 1%	10 1%	9 1%	1 5%	8 2%	6 1%	6 2%	2 1%	7 2%	2 2%	4 2%	1 *	4 1%	3 3%	1 1%	3 1%	4 1%	2 1%	3 2%	5 2%	6 1%	8 2%	16 2%
UKIP	34 3%	21 3%	29 3%	26 3%	26 3%	21 13%	2 13%	19 4%	15 3%	5 2%	15 4%	14 4%	1 1%	5 3%	7 4%	7 4%	7 4%	3 3%	3 3%	7 2%	6 2%	6 3%	15 6%	13 2%	21 5%	30 3%
British National Party	18 2%	11 1%	14 1%	13 1%	13 1%	12 2%	1 4%	13 3%	4 1%	6 2%	6 1%	6 2%	3 3%	3 2%	4 2%	2 1%	3 2%	3 1%	2 2%	2 1%	4 1%	3 1%	9 4%	5 1%	12 3%	18 2%
Other	9 1%	6 1%	7 1%	7 1%	7 1%	6 1%	-	7 1%	1 *	*	5 1%	4 1%	-	*	4 2%	1 1%	2 1%	2 1%	-	3 1%	1 *	3 1%	2 1%	4 1%	5 1%	12 1%
"Conservative Lead over Labour"	-8 -1%	30 4%	5 1%	6 1%	14 2%	30 4%	-2 -19%	5 1%	-13 -2%	-24 -8%	-17 -4%	33 8%	-18 -15%	-6 -3%	-20 -10%	3 2%	23 14%	10 4%	*	5 2%	31 10%	12 6%	-56 -23%	36 6%	-44 -10%	27 3%
Undecided	101 8%	46 6%	69 6%	63 6%	59 6%	52 6%	3 5%	44 7%	57 9%	31 9%	41 9%	28 6%	18 12%	13 7%	24 10%	17 8%	10 5%	18 7%	9 7%	14 4%	30 8%	35 13%	22 7%	44 6%	56 10%	109 9%
Would not vote	77 6%	3 *	9 1%	9 1%	7 1%	5 1%	50 76%	35 6%	42 6%	27 8%	31 7%	19 4%	15 10%	12 6%	21 9%	9 4%	12 6%	7 3%	3 3%	10 3%	17 5%	20 8%	29 10%	27 4%	50 9%	69 6%
Refused	16 1%	15 2%	15 1%	15 1%	15 2%	15 2%	-	4 1%	12 2%	4 1%	3 1%	9 2%	2 1%	2 1%	-	3 1%	2 1%	7 3%	5 4%	4 1%	6 2%	-	5 2%	10 1%	5 1%	15 1%
Will vote for another party but don't know which	3 *	2 *	3 *	2 *	2 *	2 *	-	2 *	1 *	*	2 *	1 *	-	*	-	2 1%	-	1 *	1 *	1 *	*	2 1%	-	1 *	2 *	4 *

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - April 2010

Table 2

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total		
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems	
Unweighted Total	1253	324	297	331	732	759	561	692	355	842	291	414	28	442	521	423	125	161	944	23	909	341	411	396	446	149	1061	507	288	272	368	169	1253	
Weighted Total	1253	309	317	332	749	741	551	702	374	826	147	515	35	550	564	342	106	216	906	25	887	362	418	389	446	160	1082	519	263	259	368	161	1253	
Total Voting	1057	309	317	332	749	741	478	580	334	695	124	445	35	480	490	292	92	166	782	18	756	299	354	328	375	128	916	431	239	239	339	151	1056	
Conservative	309	309	-	-	-	309	136	173	19	283	30	136	8	144	137	118	27	23	255	4	240	67	65	116	128	36	288	147	79	200	21	12	324	
	29%	100%	-	-	-	42%	29%	30%	6%	41%	24%	31%	23%	30%	28%	40%	30%	14%	33%	22%	32%	22%	18%	35%	34%	28%	31%	34%	33%	84%	6%	8%	31%	
Labour	317	-	317	-	317	-	122	195	216	89	38	118	11	130	130	72	24	80	203	10	217	99	131	84	101	48	266	127	58	7	210	13	297	
	30%	-	100%	-	42%	-	26%	34%	65%	13%	30%	27%	32%	27%	27%	25%	26%	48%	26%	55%	29%	33%	37%	26%	27%	38%	29%	29%	24%	3%	62%	9%	28%	
Liberal Democrats (Lib Dem)	332	-	-	332	332	332	171	161	85	240	45	147	11	158	178	76	32	42	254	4	225	107	108	103	121	41	296	108	85	22	87	120	331	
	31%	-	-	100%	44%	45%	36%	28%	25%	35%	36%	33%	32%	33%	36%	26%	35%	25%	33%	21%	30%	36%	30%	31%	32%	32%	25%	36%	9%	26%	79%	31%		
Scottish Nationalist	21	-	-	-	21	21	9	13	3	17	3	9	1	10	4	5	3	10	9	-	16	6	21	-	-	-	-	9	4	1	4	-	23	
	2%	-	-	-	3%	3%	2%	2%	1%	2%	2%	2%	3%	2%	1%	2%	3%	6%	1%	-	2%	2%	6%	-	-	-	-	2%	2%	*	1%	-	2%	
Plaid Cymru	4	-	-	-	4	4	2	2	*	2	1	*	-	*	2	1	-	-	4	-	2	2	-	4	-	-	1	-	1	-	1	-	5	
	*	-	-	-	1%	1%	*	*	*	*	1%	*	-	*	*	*	-	-	*	-	*	1%	-	1%	-	-	*	-	*	-	*	-	*	
Green Party	14	-	-	-	14	14	3	12	3	11	1	2	1	4	7	3	3	1	10	-	11	3	8	2	5	2	13	2	4	-	2	3	16	
	1%	-	-	-	2%	2%	1%	2%	1%	2%	1%	1%	3%	1%	1%	1%	4%	1%	1%	-	1%	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	2%	2%	
UKIP	34	-	-	-	34	34	19	15	3	30	2	19	2	21	16	8	*	9	25	-	25	9	9	10	15	*	32	22	6	6	10	2	30	
	3%	-	-	-	5%	5%	4%	3%	1%	4%	2%	4%	5%	4%	3%	3%	1%	5%	3%	-	3%	3%	3%	3%	4%	*	3%	5%	3%	2%	3%	1%	3%	
British National Party	18	-	-	-	18	18	12	6	1	17	2	10	-	10	10	6	1	1	16	*	15	3	7	6	5	*	16	13	1	3	2	-	18	
	2%	-	-	-	2%	2%	2%	1%	*	2%	2%	2%	-	2%	2%	2%	1%	*	2%	2%	2%	3%	2%	2%	1%	*	2%	3%	1%	1%	-	-	2%	
Other	9	-	-	-	9	9	4	5	4	5	2	3	-	3	4	2	1	1	6	-	6	3	5	4	*	-	6	2	*	1	2	*	12	
	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	-	1%	1%	1%	1%	*	-	1%	1%	*	*	1%	*	1%	
"Conservative Lead over Labour"	-8	309	-317	0	-317	309	14	-22	-198	194	-7	18	-3	15	7	45	3	-57	52	-6	23	-32	-67	31	28	-13	22	20	21	194	-189	*	27	
	-1%	100%	-100%	0%	-42%	42%	3%	-4%	-59%	28%	-6%	4%	-9%	-3%	1%	15%	3%	-34%	7%	-33%	3%	-11%	-19%	9%	7%	-10%	2%	5%	9%	81%	-56%	*	3%	
Undecided	101	-	-	-	-	-	40	60	23	69	14	41	-	41	41	27	6	22	69	4	65	34	35	36	30	19	83	47	14	15	21	7	109	
	8%	-	-	-	-	-	7%	9%	6%	8%	10%	8%	-	8%	7%	8%	6%	10%	8%	14%	7%	9%	8%	9%	7%	12%	8%	9%	5%	6%	6%	4%	9%	
Would not vote	77	-	-	-	-	-	29	48	14	47	6	25	-	25	30	15	7	21	44	4	51	24	20	23	34	12	69	32	5	2	5	2	69	
	6%	-	-	-	-	-	5%	7%	4%	6%	4%	5%	-	4%	5%	4%	7%	10%	5%	15%	6%	7%	5%	6%	8%	7%	6%	6%	2%	1%	1%	1%	6%	
Refused	16	-	-	-	-	-	1	14	2	13	1	3	-	3	3	6	-	7	9	-	12	4	6	2	8	1	11	8	4	*	2	1	15	
	1%	-	-	-	-	-	*	2%	1%	2%	1%	1%	-	1%	1%	2%	-	3%	1%	-	1%	1%	1%	2%	1%	1%	2%	1%	*	*	1%	*	1%	
Will vote for another party but don't know which	3	-	-	-	-	-	2	1	*	2	*	2	-	2	-	2	*	*	2	-	3	-	2	-	1	1	3	2	1	2	1	-	4	
	*	-	-	-	-	-	*	*	*	*	*	*	-	*	-	*	*	*	*	-	*	-	*	-	*	*	*	*	*	1%	*	-	*	*

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - April 2010

Table 3

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All certain to vote

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	802	802	802	802	802	802	-	402	400	171	285	346	54	117	141	144	147	199	85	270	231	132	169	501	301	802
Weighted Total	798	798	798	798	798	798	-	377	421	184	273	341	69	115	136	138	136	205	100	248	229	146	174	478	320	802
Total Voting	733	733	733	733	733	733	-	353	380	168	252	313	61	107	127	125	128	185	89	235	207	133	159	441	292	734
Conservative	236 32%	236 32%	236 32%	236 32%	236 32%	236 32%	-	121 34%	115 30%	39 23%	77 31%	120 38%	14 23%	25 23%	33 26%	44 35%	48 37%	72 39%	37 41%	74 32%	78 38%	45 34%	38 24%	153 35%	83 28%	239 33%
Labour	205 28%	205 28%	205 28%	205 28%	205 28%	205 28%	-	99 28%	106 28%	46 27%	71 28%	88 28%	18 29%	28 26%	40 32%	31 25%	25 19%	64 34%	33 37%	57 24%	44 21%	30 23%	74 46%	102 23%	104 36%	194 26%
Liberal Democrats (Lib Dem)	237 32%	237 32%	237 32%	237 32%	237 32%	237 32%	-	100 28%	136 36%	76 45%	84 33%	77 25%	28 46%	48 45%	44 35%	40 32%	41 32%	36 19%	15 16%	90 39%	75 36%	42 32%	29 18%	165 37%	71 24%	238 32%
Scottish Nationalist	8 1%	8 1%	8 1%	8 1%	8 1%	8 1%	-	7 2%	2 *	2 1%	3 1%	3 1%	- 2%	2 1%	1 1%	2 1%	1 1%	2 1%	- *	2 *	4 1%	2 3%	2 1%	2 *	6 2%	11 1%
Plaid Cymru	2 *	2 *	2 *	2 *	2 *	2 *	-	- 1%	2 1%	- *	1 *	1 *	- *	- *	- *	1 *	1 1%	1 1%	- *	1 *	1 1%	- *	1 *	1 *	1 *	3 *
Green Party	8 1%	8 1%	8 1%	8 1%	8 1%	8 1%	-	3 1%	5 1%	2 1%	1 *	5 2%	1 1%	1 1%	- 1%	3 2%	2 1%	2 1%	- 1%	2 1%	2 *	2 2%	3 2%	2 1%	5 2%	8 1%
UKIP	21 3%	21 3%	21 3%	21 3%	21 3%	21 3%	-	11 3%	10 3%	4 2%	8 3%	9 3%	1 1%	3 3%	3 2%	5 4%	5 4%	5 3%	3 3%	7 3%	4 2%	6 4%	5 3%	10 2%	10 4%	21 3%
British National Party	11 1%	11 1%	11 1%	11 1%	11 1%	11 1%	-	8 2%	3 1%	- 2%	5 2%	6 2%	- 2%	- 2%	3 1%	2 1%	3 2%	3 2%	2 2%	1 1%	1 *	3 2%	6 4%	2 *	9 3%	12 2%
Other	6 1%	6 1%	6 1%	6 1%	6 1%	6 1%	-	5 1%	1 *	3 *	3 1%	3 1%	- *	3 2%	3 -	2 2%	1 *	1 -	- *	3 1%	1 1%	- -	2 1%	4 1%	2 1%	8 1%
"Conservative Lead over Labour"	30 4%	30 4%	30 4%	30 4%	30 4%	30 4%	0 0%	21 6%	9 2%	-7 -4%	6 2%	32 10%	-4 -6%	-3 -3%	-7 -6%	13 11%	23 18%	9 5%	3 4%	17 7%	34 16%	15 11%	-36 -22%	51 12%	-21 -7%	45 6%
Undecided	46 6%	46 6%	46 6%	46 6%	46 6%	46 6%	-	20 5%	26 6%	12 7%	16 6%	17 5%	7 10%	6 5%	7 5%	8 6%	6 4%	11 6%	6 6%	9 4%	16 7%	12 8%	9 5%	25 5%	21 6%	49 6%
Would not vote	3 *	3 *	3 *	3 *	3 *	3 *	-	- *	3 1%	- 2%	1 1%	- *	- *	- 1%	2 *	- *	1 *	- *	- *	- *	1 1%	1 1%	2 1%	2 *	2 1%	3 *
Refused	15 2%	15 2%	15 2%	15 2%	15 2%	15 2%	-	3 1%	12 3%	4 2%	3 1%	8 2%	2 2%	2 2%	- 2%	3 1%	2 1%	6 3%	4 4%	3 1%	6 3%	- 3%	5 3%	10 2%	5 2%	13 2%
Will vote for another party but don't know which	2 *	2 *	2 *	2 *	2 *	2 *	-	1 *	1 *	1 *	1 *	1 *	- *	1 *	- *	- *	1 *	1 1%	1 1%	1 *	1 *	1 *	- *	1 *	1 *	3 *

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

* = Less than 0.5%

Ipsos MORI Political Monitor - April 2010

Table 4

Q.1(A)/Q.1(B) Combined Voting Intention

Base : All certain to vote

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector					Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dem	
Unweighted Total	802	239	194	238	495	540	344	458	243	535	179	245	21	266	327	309	64	89	636	13	611	190	260	257	285	101	689	322	216	218	270	132	802
Weighted Total	798	236	205	237	497	528	325	473	250	529	87	298	26	324	350	255	57	123	605	13	598	198	266	253	279	106	694	323	203	212	271	126	802
Total Voting	733	236	205	237	497	528	307	426	234	486	80	281	26	308	325	228	55	113	553	13	550	181	243	235	256	94	640	288	188	201	255	117	734
Conservative	236	236	-	-	-	236	101	135	11	222	19	105	8	113	99	99	19	16	198	3	191	43	50	91	95	30	220	113	65	173	15	8	239
	32%	100%	-	-	-	45%	33%	32%	5%	46%	23%	37%	31%	37%	31%	43%	34%	14%	36%	27%	35%	24%	21%	39%	37%	33%	34%	39%	35%	86%	6%	6%	33%
Labour	205	-	205	-	205	-	67	138	154	46	23	62	8	71	77	54	13	56	131	5	147	58	85	54	66	32	170	80	43	4	153	11	194
	28%	-	100%	-	41%	-	22%	32%	66%	9%	29%	22%	31%	23%	24%	24%	24%	50%	24%	41%	27%	32%	35%	23%	26%	34%	27%	28%	23%	2%	60%	9%	26%
Liberal Democrats (Lib Dem)	237	-	-	237	237	-	114	122	62	170	33	91	8	99	122	58	19	33	180	4	162	74	82	73	81	29	210	71	69	14	73	93	238
	32%	-	-	100%	48%	45%	37%	29%	26%	35%	41%	32%	31%	32%	38%	26%	36%	29%	33%	29%	30%	41%	34%	31%	32%	31%	33%	25%	37%	7%	29%	79%	32%
Scottish Nationalist	8	-	-	-	8	8	5	4	1	7	1	4	-	4	3	1	1	3	4	-	7	1	8	-	-	-	-	4	1	-	1	-	11
	1%	-	-	-	2%	2%	1%	1%	*	1%	1%	1%	-	1%	1%	1%	2%	3%	1%	-	1%	1%	3%	-	-	-	-	2%	1%	-	*	-	1%
Plaid Cymru	2	-	-	-	2	2	*	2	*	1	1	*	-	*	1	1	-	-	2	-	1	*	-	-	-	1	-	-	-	-	1	-	3
	*	-	-	-	*	*	*	*	*	*	*	*	-	*	*	*	-	-	*	-	*	*	-	-	-	*	-	-	-	-	*	-	*
Green Party	8	-	-	-	8	8	1	6	-	8	*	1	-	1	4	2	1	1	6	-	8	-	3	1	4	2	8	-	3	-	2	3	8
	1%	-	-	-	2%	1%	*	1%	-	2%	*	*	-	*	1%	1%	1%	1%	1%	-	1%	-	1%	*	1%	2%	1%	-	2%	-	1%	3%	1%
UKIP	21	-	-	-	21	21	10	10	3	17	1	11	2	13	11	6	*	2	18	-	19	2	6	10	5	*	19	12	4	6	8	2	21
	3%	-	-	-	4%	4%	3%	2%	1%	3%	2%	4%	7%	4%	3%	3%	1%	2%	3%	-	3%	1%	2%	4%	2%	1%	3%	4%	2%	3%	3%	2%	3%
British National Party	11	-	-	-	11	11	6	5	-	11	2	5	-	5	5	5	-	-	11	*	10	1	5	2	4	*	10	7	1	3	2	-	12
	1%	-	-	-	2%	1%	2%	1%	-	2%	2%	2%	-	2%	2%	2%	-	-	2%	3%	2%	1%	2%	1%	1%	*	2%	2%	*	2%	1%	-	2%
Other	6	-	-	-	6	6	2	3	2	4	1	2	-	2	2	1	1	1	3	-	4	1	3	2	*	-	3	1	*	*	1	*	8
	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	*	2%	1%	1%	-	1%	1%	1%	1%	*	-	*	*	*	*	*	*	1%
"Conservative Lead over Labour"	30	236	-205	0	-205	236	33	-3	-143	176	-4	43	*	43	22	45	6	-40	67	-2	44	-16	-35	37	28	-2	49	33	22	169	-138	-3	45
	4%	100%	-100%	0%	-41%	45%	11%	-1%	-61%	36%	-5%	15%	*	14%	7%	20%	10%	-36%	12%	-15%	8%	-9%	-14%	16%	11%	-2%	8%	12%	12%	84%	-54%	-3%	6%
Undecided	46	-	-	-	-	-	16	30	14	29	5	14	-	14	21	18	2	4	40	-	33	13	16	14	15	10	39	24	11	10	12	6	49
	6%	-	-	-	-	-	5%	6%	5%	5%	6%	5%	-	4%	6%	7%	4%	3%	7%	-	6%	6%	6%	6%	5%	10%	6%	7%	5%	5%	5%	5%	6%
Would not vote	3	-	-	-	-	-	*	2	-	1	*	-	-	-	-	3	-	-	3	-	3	-	-	2	*	-	3	2	-	-	1	3	
	*	-	-	-	-	-	*	1%	-	*	*	-	-	-	-	1%	-	-	*	-	*	-	-	1%	*	-	*	1%	-	-	1%	*	
Refused	15	-	-	-	-	-	1	14	2	12	1	3	-	3	3	5	-	7	9	-	11	4	6	2	7	1	11	8	3	-	2	1	13
	2%	-	-	-	-	-	*	3%	1%	2%	2%	1%	-	1%	1%	2%	-	5%	1%	-	2%	2%	2%	1%	3%	1%	2%	2%	2%	-	1%	1%	2%
Will vote for another party but don't know which	2	-	-	-	-	-	1	1	*	1	*	*	-	*	-	1	*	*	1	-	2	-	1	-	1	1	2	*	1	*	1	-	3
	*	-	-	-	-	-	*	*	*	*	*	*	-	*	-	*	1%	*	*	-	*	-	*	-	*	1%	*	*	*	*	*	*	*

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

* = Less than 0.5%

Ipsos MORI Political Monitor - April 2010

Table 5

Q.1(A). How would you vote if there were a General Election tomorrow?

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						Unweighted Total
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	
Unweighted Total	1253	802	1077	1049	990	888	65	633	620	331	454	468	123	208	238	216	205	263	112	364	365	239	285	729	524	1253
Weighted Total	1253	798	1071	1041	979	873	66	610	643	356	450	447	152	204	238	212	189	258	124	337	361	262	293	698	555	1253
Conservative	258 21%	206 26%	250 23%	247 24%	238 24%	221 25%	3 4%	136 22%	122 19%	55 15%	85 19%	119 27%	22 14%	33 16%	41 17%	44 21%	53 28%	66 26%	30 24%	80 24%	86 24%	48 18%	44 15%	166 24%	92 17%	271 22%
Labour	248 20%	169 21%	233 22%	230 22%	214 22%	183 21%	2 3%	120 20%	129 20%	76 21%	86 19%	86 19%	36 24%	40 20%	47 20%	39 19%	30 16%	56 22%	32 26%	73 22%	56 16%	40 15%	80 27%	129 18%	119 18%	238 21%
Liberal Democrats (Lib Dem)	276 22%	200 25%	259 24%	251 24%	238 24%	220 25%	2 4%	133 22%	144 22%	100 28%	101 22%	76 17%	39 26%	60 30%	54 23%	47 22%	36 19%	40 15%	19 16%	101 30%	83 23%	55 21%	37 13%	184 26%	93 17%	281 22%
Scottish Nationalist	20 2%	8 1%	15 1%	15 1%	10 1%	9 1%	-	17 3%	3 1%	8 2%	5 1%	7 2%	3 2%	5 2%	2 1%	3 1%	5 3%	2 1%	-	* 3%	3 1%	7 3%	10 3%	4 1%	17 3%	21 2%
Plaid Cymru	2 *	2 *	2 *	2 *	2 *	2 *	-	-	2 *	-	1 *	2 *	-	-	-	1 *	1 *	1 *	-	1 *	1 *	1 *	-	2 *	1 *	3 *
Green Party	12 1%	6 1%	9 1%	8 1%	7 1%	7 1%	1 1%	7 1%	5 1%	6 2%	1 *	5 1%	2 1%	4 2%	-	1 *	4 2%	1 *	-	4 1%	2 *	3 1%	3 1%	5 1%	6 1%	12 1%
UKIP	25 2%	17 2%	22 2%	22 2%	22 2%	17 2%	2 2%	17 3%	9 1%	5 1%	9 2%	11 2%	1 *	5 2%	3 1%	6 3%	5 3%	5 2%	3 2%	7 2%	6 2%	4 2%	9 3%	12 2%	13 2%	24 2%
Scottish Socialist Party	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	-	1 *	-	-	-	1 *	-	-	-	-	-	1 *	-	-	1 *	-	1 *
British National Party (BNP)	17 1%	10 1%	14 1%	12 1%	12 1%	12 1%	-	13 2%	3 *	5 2%	6 1%	5 1%	3 2%	3 1%	4 2%	2 1%	3 2%	2 1%	2 1%	1 *	4 1%	3 1%	9 3%	5 1%	12 2%	16 1%
Independent Candidate	2 *	1 *	1 *	1 *	1 *	1 *	-	1 *	1 *	-	1 *	-	-	-	1 *	1 *	-	-	-	1 *	-	1 *	-	1 *	1 *	2 *
Other	6 *	4 *	5 *	5 *	5 1%	4 *	-	5 1%	1 *	-	3 1%	3 1%	-	-	3 1%	-	1 1%	2 1%	-	1 *	1 *	2 1%	2 1%	2 1%	4 1%	7 1%
Undecided	283 23%	144 18%	222 21%	210 20%	194 20%	163 19%	7 10%	112 18%	171 27%	69 20%	116 26%	98 22%	30 20%	39 19%	63 26%	53 25%	33 18%	64 25%	27 22%	52 15%	91 25%	75 29%	65 22%	142 20%	141 25%	278 22%
Would not vote	70 6%	* *	6 1%	6 1%	5 *	2 *	50 76%	34 6%	36 6%	26 7%	26 6%	18 4%	14 9%	12 6%	18 7%	9 4%	12 6%	6 2%	3 3%	7 2%	17 5%	18 7%	27 9%	25 4%	45 8%	63 5%
Don't know	1 *	1 *	1 *	1 *	1 *	1 *	-	* *	1 *	-	* *	1 *	-	-	-	* *	-	1 *	1 *	1 *	-	* *	-	1 *	* *	2 *
Refused	33 3%	29 4%	31 3%	30 3%	30 3%	30 3%	-	14 2%	19 3%	6 2%	10 2%	16 4%	2 1%	5 2%	3 1%	7 3%	5 2%	12 4%	8 6%	10 3%	11 3%	5 2%	7 2%	21 3%	12 2%	34 3%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

* = Less than 0.5%

Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI Political Monitor - April 2010

Table 6

Q.1(A). How would you vote if there were a General Election tomorrow?

Base : All

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total		
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dem	
Unweighted Total	1253	324	297	331	732	759	561	692	355	842	291	414	28	442	521	423	125	161	944	23	909	341	411	396	446	149	1061	507	288	272	368	169	1253	
Weighted Total	1253	309	317	332	749	741	551	702	374	826	147	515	35	550	564	342	106	216	906	25	887	362	418	389	446	160	1082	519	263	259	368	161	1253	
Conservative	258	258	-	-	-	258	119	139	15	236	24	119	8	127	112	102	22	20	214	2	198	58	52	102	104	30	243	129	67	173	18	10	271	
	21%	83%	-	-	-	35%	22%	20%	4%	29%	17%	23%	23%	23%	20%	30%	21%	9%	24%	7%	22%	16%	12%	26%	23%	19%	22%	25%	25%	67%	5%	6%	22%	
Labour	248	-	248	-	248	-	94	155	182	60	31	92	11	103	98	59	18	64	157	9	170	78	96	65	87	40	209	100	54	5	168	11	238	
	20%	-	78%	-	33%	-	17%	22%	49%	7%	21%	18%	32%	19%	17%	17%	30%	17%	36%	19%	22%	23%	17%	20%	25%	19%	19%	21%	2%	46%	7%	19%		
Liberal Democrats (Lib Dem)	276	-	-	276	276	276	141	135	72	198	39	119	10	129	151	61	29	33	212	2	185	91	85	84	107	37	251	93	73	14	76	102	281	
	22%	-	-	83%	37%	37%	26%	19%	19%	24%	26%	23%	27%	23%	27%	18%	27%	15%	23%	10%	21%	25%	20%	22%	24%	23%	18%	28%	5%	21%	63%	22%		
Scottish Nationalist	20	-	-	-	20	20	9	11	2	17	3	9	1	10	4	4	3	9	8	-	15	5	20	-	-	-	-	9	4	1	3	-	21	
	2%	-	-	-	3%	3%	2%	2%	*	2%	2%	2%	3%	2%	1%	1%	2%	4%	1%	-	2%	1%	5%	-	-	-	-	2%	2%	*	1%	-	2%	
Plaid Cymru	2	-	-	-	2	2	1	2	1	1	1	-	-	-	1	1	-	-	2	-	2	1	-	2	-	-	1	-	1	-	-	-	3	
	*	-	-	-	*	*	*	*	*	*	1%	-	-	-	*	*	-	-	*	-	*	*	-	1%	-	-	*	-	*	-	*	-	*	
Green Party	12	-	-	-	12	12	2	10	3	9	1	2	1	4	6	2	3	-	8	-	8	3	6	2	3	1	11	2	3	-	2	3	12	
	1%	-	-	-	2%	2%	*	1%	1%	1%	*	*	3%	1%	1%	1%	3%	-	1%	-	1%	1%	2%	1%	1%	1%	1%	*	1%	-	1%	2%	1%	
UKIP	25	-	-	-	25	25	14	11	3	21	1	15	-	15	12	8	*	5	20	-	20	5	4	8	13	*	25	15	6	4	6	2	24	
	2%	-	-	-	3%	3%	3%	2%	1%	3%	1%	3%	-	3%	2%	2%	*	2%	2%	-	2%	1%	1%	2%	3%	*	2%	3%	2%	2%	2%	1%	2%	
Scottish Socialist Party	1	-	-	-	1	1	1	-	-	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	
	*	-	-	-	*	*	*	*	*	*	*	-	-	-	-	-	-	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	*	
British National Party (BNP)	17	-	-	-	17	17	11	6	1	16	2	10	-	10	10	5	1	1	15	*	14	2	7	6	4	*	15	13	1	3	2	-	16	
	1%	-	-	-	2%	2%	2%	1%	*	2%	1%	2%	-	2%	2%	2%	*	*	2%	1%	2%	1%	2%	1%	1%	*	1%	2%	*	1%	1%	-	1%	
Independent Candidate	2	-	-	-	2	2	1	1	1	1	1	-	-	-	2	-	-	-	2	-	1	1	-	2	-	-	2	-	-	1	1	-	2	
	*	-	-	-	*	*	*	*	*	*	*	-	-	-	*	-	-	-	*	-	*	*	-	*	-	-	*	-	-	*	*	-	*	
Other	6	-	-	-	6	6	3	3	3	3	-	3	-	3	2	2	1	1	4	-	4	2	4	2	*	-	4	2	*	1	-	7		
	*	-	-	-	1%	1%	1%	*	1%	*	1%	-	-	3%	*	1%	1%	*	*	-	*	1%	1%	*	-	*	*	*	*	*	-	*	1%	
Undecided	283	45	68	54	136	113	118	164	75	192	32	111	4	115	129	75	20	53	204	6	198	83	109	91	83	34	234	114	41	47	80	30	278	
	23%	15%	22%	16%	18%	15%	21%	23%	20%	23%	22%	22%	10%	21%	23%	22%	19%	25%	23%	23%	22%	23%	26%	23%	19%	21%	22%	22%	15%	18%	22%	19%	22%	
Would not vote	70	-	-	-	-	-	28	42	14	42	6	24	-	24	26	12	7	21	38	4	45	23	19	17	33	12	63	28	5	2	5	1	63	
	6%	-	-	-	-	-	5%	6%	4%	5%	4%	5%	-	4%	5%	4%	7%	10%	4%	15%	5%	6%	5%	4%	7%	7%	6%	5%	2%	1%	1%	1%	5%	
Don't know	1	-	-	-	-	-	*	1	-	1	*	-	-	-	-	1	-	*	1	-	1	-	*	-	1	1	1	*	1	-	1	-	2	
	*	-	-	-	-	-	*	*	-	*	-	-	-	-	-	*	-	*	*	-	*	-	*	-	*	*	*	*	*	*	-	*	-	*
Refused	33	6	-	2	4	10	9	23	3	28	5	11	-	11	11	9	2	8	21	2	25	8	14	8	11	4	24	15	8	8	4	1	34	
	3%	2%	-	1%	1%	1%	2%	3%	1%	3%	4%	2%	-	2%	2%	3%	2%	4%	2%	8%	3%	2%	3%	2%	3%	3%	2%	3%	3%	3%	1%	*	3%	

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - April 2010

Table 7

Q.1(B). Which party are you most inclined to support?

Base : All undecided or refused

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	312	169	248	235	219	190	7	127	185	72	121	119	27	45	61	60	42	77	37	62	100	78	72	162	150	312
Weighted Total	315	173	253	240	223	193	7	126	189	76	126	114	32	44	66	60	38	76	35	61	102	80	72	163	153	312
Conservative	51 16%	30 17%	47 18%	45 19%	40 18%	32 17%	-	19 15%	32 17%	10 14%	15 12%	26 23%	1 5%	9 20%	5 8%	10 16%	6 17%	19 25%	9 27%	11 17%	20 20%	15 18%	6 8%	31 19%	20 13%	53 17%
Labour	68 22%	37 21%	58 23%	56 23%	51 23%	40 21%	3 46%	31 24%	37 20%	13 17%	30 24%	25 22%	5 16%	8 17%	19 30%	11 18%	6 15%	20 26%	7 21%	12 20%	19 19%	12 14%	25 35%	31 19%	37 24%	59 19%
Liberal Democrats (Lib Dem)	56 18%	36 21%	48 19%	47 20%	44 20%	42 22%	-	20 16%	35 19%	14 18%	23 18%	19 17%	4 13%	10 22%	8 13%	15 25%	12 32%	7 9%	4 10%	17 27%	23 23%	14 17%	2 3%	40 24%	16 10%	50 16%
Scottish Nationalist	1 *	1 *	1 1%	1 1%	1 1%	1 1%	-	- 1%	1 *	1 -	- 1%	- *	1 -	1 -	- -	- -	- -	- -	- -	- 1%	1 -	- -	1 1%	1 *	1 *	2 1%
Plaid Cymru	2 1%	* *	2 1%	2 1%	2 1%	2 1%	-	1 1%	* *	- -	1 1%	* 1%	- -	- -	- -	1 1%	* 1%	- 2%	- 2%	- -	2 2%	- -	- -	2 1%	- 1%	2 1%
Green Party	3 1%	1 1%	2 1%	2 1%	2 1%	1 1%	-	1 1%	1 1%	- -	1 1%	2 1%	- -	- -	1 1%	1 1%	- -	2 2%	1 2%	- -	1 1%	- -	2 3%	1 *	2 1%	4 1%
UKIP	9 3%	3 2%	7 3%	4 2%	4 2%	3 2%	-	3 2%	6 3%	- -	5 4%	4 3%	- -	- -	4 7%	1 1%	2 4%	2 3%	- -	* -	- -	2 3%	6 9%	* *	9 6%	6 2%
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party	1 *	* *	* *	* *	* *	* *	1 8%	- 1%	1 1%	- 1%	* -	1 2%	- -	- -	- -	- -	- 1%	* -	- -	1 1%	- -	- -	* 1%	1 *	* *	2 1%
Independent Candidate	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	- -	- -	- -	* 1%	- -	- -	- -	- -	- -	- -	* *	- *	* *	1 *
Other	* *	* *	* *	* *	* *	* *	- -	* *	- -	* *	- -	- -	* 1%	- -	- -	- -	- -	- -	- -	* 1%	- -	- -	- -	* *	- -	1 *
Undecided	101 32%	46 26%	69 27%	63 26%	59 27%	52 27%	3 45%	44 35%	57 30%	31 41%	41 33%	28 25%	18 56%	13 31%	24 37%	17 28%	10 26%	18 24%	9 26%	14 23%	30 29%	35 43%	22 30%	44 27%	56 37%	109 35%
Would not vote	7 2%	2 1%	2 1%	2 1%	2 1%	2 1%	-	1 1%	6 3%	1 2%	5 4%	1 1%	1 2%	1 2%	4 6%	1 1%	- 1%	1 -	- -	2 4%	- -	3 3%	2 3%	2 1%	5 3%	6 2%
Refused	16 5%	15 9%	15 6%	15 6%	15 7%	15 8%	-	4 3%	12 6%	4 5%	3 3%	9 8%	2 5%	2 5%	- -	3 5%	2 5%	7 9%	5 13%	4 6%	6 6%	- -	5 8%	10 6%	5 4%	15 5%
Don't know	2 *	* *	2 1%	* *	* *	* *	-	2 1%	- -	* 1%	1 1%	- -	- -	* 1%	- -	1 2%	- -	- -	- -	- -	* *	1 1%	- -	* *	1 1%	2 1%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - April 2010

Table 8

Q.1(B). Which party are you most inclined to support?

Base : All undecided or refused

Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total		
	Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dem	
Unweighted Total	312	53	59	50	127	121	123	189	64	229	70	98	2	100	125	102	30	48	227	7	223	88	117	101	94	33	250	127	54	60	79	31	312
Weighted Total	315	51	68	56	140	123	128	188	78	220	37	122	4	126	140	85	22	61	225	8	223	91	123	98	94	38	258	129	48	55	84	31	312
Conservative	51	51	-	-	51	18	33	4	47	6	17	-	17	25	16	5	3	41	2	42	9	13	13	25	5	45	18	12	27	3	2	53	
	16%	100%	-	-	42%	14%	18%	5%	21%	16%	14%	-	14%	18%	19%	24%	5%	18%	26%	19%	10%	11%	13%	26%	14%	17%	14%	26%	49%	4%	7%	17%	
Labour	68	-	68	-	68	28	40	35	29	6	26	-	26	32	14	6	16	46	1	47	21	35	20	13	8	57	27	4	1	42	2	59	
	22%	-	100%	-	49%	22%	21%	44%	13%	17%	22%	-	21%	23%	16%	27%	25%	20%	11%	21%	23%	29%	20%	14%	21%	22%	21%	8%	2%	49%	5%	19%	
Liberal Democrats (Lib Dem)	56	-	-	56	56	30	25	13	42	6	28	2	29	27	15	3	8	43	1	40	15	23	19	14	4	45	15	12	8	11	18	50	
	18%	-	-	100%	40%	45%	24%	13%	17%	17%	23%	50%	23%	19%	18%	16%	14%	19%	17%	18%	17%	19%	19%	15%	10%	17%	12%	25%	14%	13%	60%	16%	
Scottish Nationalist	1	-	-	1	1	-	1	1	-	-	-	-	-	-	1	-	1	1	-	1	1	1	-	-	-	-	-	-	-	-	-	2	
	*	-	-	1%	1%	-	1%	1%	-	-	-	-	-	-	1%	-	1%	*	-	*	1%	1%	-	-	-	-	-	-	-	1%	-	1%	
Plaid Cymru	2	-	-	2	2	2	-	-	*	-	*	-	*	1	*	-	-	2	-	*	1	-	2	-	-	-	-	-	-	-	-	2	
	1%	-	-	1%	1%	1%	-	-	*	-	*	-	*	1%	1%	-	-	1%	-	*	1%	-	2%	-	-	-	-	-	-	-	-	1%	
Green Party	3	-	-	3	3	1	2	-	3	1	-	-	-	1	1	-	1	2	-	3	-	1	-	1	1	2	1	1	-	-	-	4	
	1%	-	-	2%	2%	* 1%	-	1%	2%	2%	-	-	-	1%	1%	-	1%	1%	-	1%	-	1%	2%	2%	1%	1%	1%	3%	-	-	-	1%	
UKIP	9	-	-	9	9	4	4	-	9	1	4	2	6	5	*	-	4	5	-	4	4	5	2	2	-	7	7	-	2	5	-	6	
	3%	-	-	6%	7%	3%	2%	-	4%	2%	3%	50%	5%	3%	*	-	7%	2%	-	2%	5%	4%	2%	2%	-	3%	5%	-	3%	5%	-	2%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party	1	-	-	1	1	1	*	-	1	1	-	-	-	1	*	-	-	1	-	*	1	*	-	1	-	1	*	1	*	-	-	2	
	*	-	-	1%	1%	*	*	-	*	1%	-	-	-	*	1%	-	-	*	-	*	1%	*	-	1%	-	*	*	1%	1%	-	-	1%	
Independent Candidate	*	-	-	*	*	-	*	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	1	
	*	-	-	*	*	-	*	-	*	-	-	-	-	-	-	1%	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	1	
Other	*	-	-	*	*	-	*	-	*	1%	-	-	-	*	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	1	
	*	-	-	*	*	-	*	-	*	1%	-	-	-	*	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	1	
Undecided	101	-	-	-	-	40	60	23	69	14	41	-	41	41	27	6	22	69	4	65	34	35	36	30	19	83	47	14	15	21	7	109	
	32%	-	-	-	-	32%	32%	30%	31%	38%	34%	-	33%	30%	33%	30%	35%	31%	46%	29%	37%	29%	36%	31%	49%	32%	37%	29%	27%	25%	22%	35%	
Would not vote	7	-	-	-	-	1	6	-	5	1	1	-	1	4	2	-	1	6	-	6	1	1	5	1	-	6	4	-	-	-	1	6	
	2%	-	-	-	-	1%	3%	-	2%	1%	1%	-	1%	3%	3%	-	1%	3%	-	3%	1%	*	6%	1%	-	2%	3%	-	-	-	3%	2%	
Refused	16	-	-	-	-	1	14	2	13	1	3	-	3	3	6	-	7	9	-	12	4	6	2	8	1	11	8	4	*	2	1	15	
	5%	-	-	-	-	1%	8%	3%	6%	4%	2%	-	2%	2%	7%	-	11%	4%	-	5%	4%	5%	2%	8%	4%	4%	6%	8%	1%	3%	2%	5%	
Don't know	2	-	-	-	-	2	-	*	1	-	2	-	2	-	1	*	-	1	-	2	-	2	-	-	-	2	1	*	2	-	-	2	
	*	-	-	-	-	1%	-	1%	*	-	1%	-	1%	-	1%	2%	-	*	-	1%	-	1%	-	-	-	1%	1%	1%	3%	-	-	1%	

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - April 2010

Table 9

Q.1(A). How would you vote if there were a General Election tomorrow? (certain to vote)

Base : All certain to vote

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted Total			
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE	
Unweighted Total	802	802	802	802	802	802	-	402	400	171	285	346	54	117	141	144	147	199	85	270	231	132	169	501	301	802	
Weighted Total	798	798	798	798	798	798	-	377	421	184	273	341	69	115	136	138	136	205	100	248	229	146	174	478	320	802	
Conservative	206 26%	206 26%	206 26%	206 26%	206 26%	206 26%	-	107 28%	99 23%	34 18%	71 26%	102 30%	14 20%	20 17%	31 23%	40 29%	42 31%	59 29%	29 29%	67 27%	69 30%	37 26%	32 19%	136 29%	70 22%	208 26%	
Labour	169 21%	169 21%	169 21%	169 21%	169 21%	169 21%	-	82 22%	87 21%	42 23%	59 22%	68 20%	15 22%	27 23%	30 22%	29 21%	21 15%	47 23%	28 28%	51 20%	36 16%	26 18%	56 32%	87 18%	82 26%	163 20%	
Liberal Democrats (Lib Dem)	200 25%	200 25%	200 25%	200 25%	200 25%	200 25%	-	88 23%	112 27%	65 35%	73 27%	62 18%	26 37%	40 34%	39 29%	34 25%	33 24%	29 14%	11 11%	78 31%	59 26%	35 24%	28 16%	137 29%	63 20%	205 26%	
Scottish Nationalist	8 1%	8 1%	8 1%	8 1%	8 1%	8 1%	-	7 2%	1 *	2 1%	3 1%	3 1%	- 1%	2 1%	1 1%	2 1%	1 1%	2 1%	-	* *	2 1%	4 3%	2 1%	2 *	6 *	10 2%	
Plaid Cymru	2 *	2 *	2 *	2 *	2 *	2 *	-	- *	2 *	- *	1 *	1 *	- *	- *	- *	1 *	- *	1 *	-	- *	1 *	1 *	- *	1 *	1 *	2 *	
Green Party	6 1%	6 1%	6 1%	6 1%	6 1%	6 1%	-	2 1%	4 1%	2 1%	* *	4 1%	1 1%	1 1%	- *	* 2%	3 1%	1 -	-	2 1%	* *	2 2%	1 1%	2 1%	4 1%	6 1%	
UKIP	17 2%	17 2%	17 2%	17 2%	17 2%	17 2%	-	11 3%	6 1%	4 2%	6 2%	8 2%	1 1%	3 3%	1 1%	5 3%	3 2%	5 2%	3 3%	7 3%	4 2%	4 3%	3 2%	10 2%	7 2%	18 2%	
Scottish Socialist Party	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	- *	1 *	- *	- *	- *	1 *	- *	- *	- *	- *	-	- *	1 *	- *	- *	1 *	- *	1 *
British National Party (BNP)	10 1%	10 1%	10 1%	10 1%	10 1%	10 1%	-	8 2%	3 1%	- *	5 2%	5 2%	- *	- *	3 2%	2 1%	3 2%	2 1%	2 2%	1 *	1 *	3 2%	6 3%	2 *	9 3%	11 1%	
Independent Candidate	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	- *	- *	1 *	- *	- *	- *	- *	1 *	- *	- *	1 *	- *	- *	- *	1 *	- *	1 *	
Other	4 *	4 *	4 *	4 *	4 *	4 *	-	3 1%	1 *	- *	2 1%	2 1%	- *	- *	2 1%	- *	1 1%	1 *	-	1 1%	1 *	- *	2 1%	2 1%	2 1%	5 1%	
Undecided	144 18%	144 18%	144 18%	144 18%	144 18%	144 18%	-	55 14%	89 21%	30 16%	45 17%	68 20%	12 17%	19 16%	26 19%	19 14%	23 17%	46 22%	20 20%	30 12%	46 20%	30 20%	37 21%	77 16%	67 21%	141 18%	
Would not vote	* *	* *	* *	* *	* *	* *	-	- *	* *	- *	- *	* *	- *	- *	- *	- *	* *	- *	- *	-	- *	- *	- *	- *	* *	- *	1 *
Don't know	1 *	1 *	1 *	1 *	1 *	1 *	-	* *	1 *	- *	* *	1 *	- *	- *	- *	* *	- *	1 *	1 1%	1 *	- *	* *	- *	1 *	* *	2 *	
Refused	29 4%	29 4%	29 4%	29 4%	29 4%	29 4%	-	13 3%	17 4%	6 3%	7 3%	16 5%	2 2%	5 4%	2 1%	6 4%	4 3%	11 5%	8 8%	9 4%	10 4%	3 2%	7 4%	19 4%	10 3%	28 3%	

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

* = Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI Political Monitor - April 2010

Table 10

Q.1(A). How would you vote if there were a General Election tomorrow? (certain to vote)

Base : All certain to vote

Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total			
	Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dem		
Unweighted Total	802	239	194	238	495	540	344	458	243	535	179	245	21	266	327	309	64	89	636	13	611	190	260	257	285	101	689	322	216	218	270	132	802	
Weighted Total	798	236	205	237	497	528	325	473	250	529	87	298	26	324	350	255	57	123	605	13	598	198	266	253	279	106	694	323	203	212	271	126	802	
Conservative	206	206	-	-	-	206	92	114	9	194	16	96	8	104	88	88	15	14	175	1	164	40	40	83	83	26	195	103	56	154	14	6	208	
	26%	87%	-	-	-	39%	28%	24%	4%	37%	18%	32%	31%	32%	25%	34%	26%	12%	29%	11%	27%	20%	15%	33%	30%	25%	28%	32%	28%	73%	5%	5%	26%	
Labour	169	-	169	-	169	-	58	111	136	32	20	54	8	62	60	45	11	49	104	4	119	50	66	45	58	27	141	67	40	4	126	11	163	
	21%	-	82%	-	34%	-	18%	24%	54%	6%	23%	18%	31%	19%	17%	18%	19%	40%	17%	34%	20%	25%	25%	18%	21%	26%	20%	21%	20%	2%	46%	8%	20%	
Liberal Democrats (Lib Dem)	200	-	-	200	200	200	97	103	52	144	28	80	6	86	108	45	18	27	153	2	133	67	67	62	71	26	182	60	60	8	63	83	205	
	25%	-	-	85%	40%	38%	30%	22%	21%	27%	32%	27%	24%	27%	31%	18%	31%	22%	25%	19%	22%	34%	25%	24%	26%	24%	26%	19%	30%	4%	23%	66%	26%	
Scottish Nationalist	8	-	-	-	8	8	5	3	1	7	1	4	-	4	3	1	1	3	4	-	7	1	8	-	-	-	-	4	1	-	-	-	10	
	1%	-	-	-	2%	1%	1%	1%	*	1%	1%	1%	-	1%	1%	*	2%	2%	1%	-	1%	1%	3%	-	-	-	-	1%	1%	-	-	-	1%	
Plaid Cymru	2	-	-	-	2	2	-	2	1	1	1	-	-	-	1	1	-	-	2	-	1	1	-	2	-	-	1	-	-	1	-	-	2	
	*	-	-	-	*	*	-	*	*	*	*	-	-	-	*	*	-	-	*	-	*	*	-	1%	-	-	-	-	-	-	*	-	-	*
Green Party	6	-	-	-	6	6	1	5	-	6	*	1	-	1	4	1	1	-	5	-	6	-	3	1	2	1	6	-	2	-	2	3	6	
	1%	-	-	-	1%	1%	-	1%	-	1%	*	*	-	*	1%	*	1%	-	1%	-	1%	-	1%	1%	1%	1%	-	1%	-	1%	3%	1%		
UKIP	17	-	-	-	17	17	8	9	3	13	1	9	-	9	10	6	*	1	16	-	17	-	4	8	5	*	17	10	4	4	6	2	18	
	2%	-	-	-	3%	3%	3%	2%	1%	2%	1%	3%	-	3%	3%	2%	1%	1%	3%	-	3%	-	2%	3%	2%	*	2%	3%	2%	2%	2%	2%	2%	
Scottish Socialist Party	1	-	-	-	1	1	1	-	-	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	
	*	-	-	-	*	*	-	-	-	*	1%	-	-	-	-	-	-	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	*	
British National Party (BNP)	10	-	-	-	10	10	6	4	-	10	2	5	-	5	5	5	-	-	10	*	10	1	4	2	4	*	9	6	1	3	2	-	11	
	1%	-	-	-	2%	2%	2%	1%	-	2%	2%	2%	-	2%	2%	2%	-	-	2%	3%	2%	*	2%	1%	1%	*	1%	2%	*	1%	1%	-	1%	
Independent Candidate	1	-	-	-	1	1	-	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	1	-	-	1	-	-	1	-	-	1	
	*	-	-	-	*	*	-	*	-	-	-	-	-	-	*	-	-	-	*	-	*	-	*	-	-	-	-	-	-	*	-	-	*	
Other	4	-	-	-	4	4	2	2	1	3	-	2	-	2	1	1	1	1	2	-	3	1	3	1	*	-	2	1	*	*	-	-	5	
	*	-	-	-	1%	1%	*	*	*	1%	-	1%	-	1%	*	*	2%	1%	*	-	*	1%	1%	*	*	-	2	1	*	*	-	-	1%	
Undecided	144	24	37	35	76	63	47	97	43	92	15	39	4	42	61	54	8	19	114	2	114	30	57	42	44	21	117	57	31	30	51	20	141	
	18%	10%	18%	15%	15%	12%	14%	20%	17%	17%	17%	13%	14%	13%	17%	21%	14%	15%	19%	17%	19%	15%	21%	17%	16%	20%	17%	18%	15%	14%	19%	16%	18%	
Would not vote	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	*	-	-	*	-	*	-	-	-	*	-	*	-	-	-	-	*	1	
	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	*	-	-	*	-	*	-	-	-	*	-	*	-	-	-	-	*	*	
Don't know	1	-	-	-	-	-	*	1	-	1	*	-	-	-	-	1	-	*	1	-	1	-	*	-	1	1	1	*	1	-	1	-	2	
	*	-	-	-	-	-	*	*	-	*	1%	-	-	-	-	*	-	*	*	-	*	-	*	-	1%	*	*	*	*	-	*	-	*	
Refused	29	6	-	2	3	10	8	21	3	24	3	10	-	10	9	8	2	8	17	2	23	7	13	6	10	3	21	14	7	8	4	1	28	
	4%	3%	-	1%	1%	2%	2%	4%	1%	5%	4%	3%	-	3%	3%	3%	7%	3%	16%	4%	3%	5%	2%	4%	3%	3%	4%	4%	4%	2%	1%	3%		

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI Political Monitor - April 2010

Table 11

Q.1(B). Which party are you most inclined to support? (certain to vote)

Base : All undecided or refused - AND - certain to vote

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted Total			
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE	
Unweighted Total	169	169	169	169	169	169	-	72	97	32	54	83	9	23	26	28	29	54	27	39	54	33	43	93	76	169	
Weighted Total	173	173	173	173	173	173	-	67	106	37	52	84	13	24	27	25	27	57	27	39	56	33	44	96	77	169	
Conservative	30 17%	30 17%	30 17%	30 17%	30 17%	30 17%	-	13 20%	17 16%	5 13%	7 13%	18 22%	-	5 20%	2 7%	5 19%	5 20%	13 23%	8 29%	7 18%	10 17%	8 23%	6 13%	17 17%	13 17%	31 18%	
Labour	37 21%	37 21%	37 21%	37 21%	37 21%	37 21%	-	17 26%	19 18%	4 11%	12 23%	20 24%	3 21%	1 6%	10 36%	2 8%	4 14%	17 29%	5 19%	7 17%	9 15%	4 11%	18 41%	15 16%	21 28%	31 18%	
Liberal Democrats (Lib Dem)	36 21%	36 21%	36 21%	36 21%	36 21%	36 21%	-	12 18%	24 23%	10 28%	11 21%	15 18%	2 15%	8 35%	5 18%	6 24%	8 30%	7 12%	4 13%	13 32%	15 27%	8 23%	1 2%	28 29%	9 11%	33 20%	
Scottish Nationalist	1 *	1 *	1 *	1 *	1 *	1 *	-	-	1 1%	1 1%	-	-	-	1 2%	-	-	-	-	-	-	-	-	1 1%	-	1 1%	1 1%	
Plaid Cymru	* *	* *	* *	* *	* *	* *	-	-	* *	-	-	* 1%	-	-	-	-	-	* 2%	-	-	-	* 1%	-	* *	-	-	1 1%
Green Party	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	1 1%	1 1%	-	1 1%	-	-	-	-	1 2%	-	1 2%	-	-	-	-	1 3%	-	1 2%	2 1%	
UKIP	3 2%	3 2%	3 2%	3 2%	3 2%	3 2%	-	-	3 3%	-	2 4%	2 2%	-	-	2 7%	* 1%	2 6%	-	-	*	-	2 5%	2 4%	* *	3 4%	3 2%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
British National Party	* *	* *	* *	* *	* *	* *	-	-	* *	-	-	* 1%	-	-	-	-	-	-	1 1%	-	-	-	* 1%	-	* 1%	1 1%	
Other	* *	* *	* *	* *	* *	* *	-	* *	-	1 1%	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	-	* *	-	1 1%	
Undecided	46 26%	46 26%	46 26%	46 26%	46 26%	46 26%	-	20 29%	26 25%	12 34%	16 30%	17 21%	7 52%	6 24%	7 27%	8 34%	6 22%	11 20%	6 23%	9 24%	16 28%	12 36%	9 20%	25 26%	21 27%	49 29%	
Would not vote	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	-	-	2 2%	-	2 3%	1 1%	-	-	2 6%	-	-	1 2%	-	-	-	1 3%	2 4%	-	2 3%	2 1%	
Refused	15 9%	15 9%	15 9%	15 9%	15 9%	15 9%	-	3 5%	12 11%	4 10%	3 6%	8 10%	2 12%	2 9%	-	3 13%	2 6%	6 11%	4 15%	3 9%	6 11%	-	5 12%	10 10%	5 7%	13 8%	
Don't know	* *	* *	* *	* *	* *	* *	-	* 1%	-	* 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

* = Less than 0.5%

Ipsos MORI Political Monitor - April 2010

Table 12

Q.1(B). Which party are you most inclined to support? (certain to vote)

Base : All undecided or refused - AND - certain to vote

Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total		
	Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems	
Unweighted Total	169	31	31	33	73	58	111	39	118	33	41	2	43	62	71	12	20	133	4	133	36	66	50	53	20	135	67	39	40	52	22	169	
Weighted Total	173	30	37	36	80	73	55	118	46	116	18	49	4	52	70	62	10	27	132	4	136	37	70	48	54	25	138	71	38	38	55	20	169
Conservative	30	30	-	-	30	9	21	2	28	3	10	-	10	12	11	3	1	23	2	28	2	10	8	12	4	24	11	9	19	1	1	31	
	17%	100%	-	-	41%	16%	18%	4%	24%	17%	20%	-	18%	17%	18%	34%	5%	17%	48%	20%	6%	14%	16%	22%	17%	18%	15%	25%	50%	2%	6%	18%	
Labour	37	-	37	-	37	9	27	18	14	3	9	-	9	18	9	2	7	27	1	28	9	19	9	9	5	29	13	3	1	27	1	31	
	21%	-	100%	-	46%	17%	23%	39%	12%	19%	18%	-	17%	25%	15%	19%	25%	21%	21%	20%	23%	28%	18%	16%	20%	21%	18%	9%	2%	50%	2%	18%	
Liberal Democrats (Lib Dem)	36	-	-	36	36	17	20	10	27	5	11	2	13	14	13	2	6	27	1	29	7	15	11	10	3	28	11	9	6	10	10	33	
	21%	-	-	100%	46%	30%	17%	21%	23%	26%	23%	50%	25%	20%	22%	19%	21%	21%	32%	22%	19%	22%	23%	18%	12%	20%	16%	24%	16%	17%	51%	20%	
Scottish Nationalist	1	-	-	1	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	1	
	*	-	-	1%	1%	-	*	-	-	-	-	-	-	-	-	2%	-	-	-	*	-	1%	-	-	-	-	-	-	-	1%	-	1%	
Plaid Cymru	*	-	-	*	*	-	-	-	*	-	-	-	*	-	-	-	-	*	-	*	-	-	*	-	-	-	-	-	-	-	-	-	1
	*	-	-	1%	1%	1%	-	-	*	-	1%	-	1%	-	1%	-	-	*	-	*	-	-	1%	-	-	-	-	-	-	-	-	-	1%
Green Party	1	-	-	1	1	-	1	-	1	-	-	-	-	-	1	-	1	1	-	1	-	-	-	1	1	1	-	1	-	-	-	-	2
	1%	-	-	2%	2%	-	1%	-	1%	-	-	-	-	-	1%	-	3%	*	-	1%	-	-	3%	3%	1%	-	4%	-	-	-	-	-	1%
UKIP	3	-	-	3	3	2	2	-	3	*	2	2	3	2	*	-	2	2	-	2	2	2	2	*	-	2	2	-	2	2	-	3	
	2%	-	-	4%	5%	4%	1%	-	3%	1%	3%	50%	6%	3%	*	-	6%	1%	-	1%	5%	3%	3%	*	-	1%	2%	-	4%	3%	-	2%	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party	*	-	-	*	*	-	*	-	*	-	-	-	-	-	*	-	-	*	-	*	-	*	-	-	*	-	*	-	*	-	-	-	1
	*	-	-	1%	1%	-	*	-	*	-	-	-	-	-	1%	-	-	*	-	*	-	1%	-	-	-	*	1%	-	1%	-	-	-	1%
Other	*	-	-	*	*	-	*	-	*	-	-	-	-	*	-	-	-	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	*	*	-	*	-	*	2%	-	-	-	*	-	-	-	*	-	1%	-	-	-	-	-	-	-	-	-	-	-	2%	1%
Undecided	46	-	-	-	-	16	30	14	29	5	14	-	14	21	18	2	4	40	-	33	13	16	14	15	10	39	24	11	10	12	6	49	
	26%	-	-	-	-	29%	25%	29%	25%	28%	28%	-	26%	30%	30%	24%	13%	30%	-	24%	34%	24%	29%	28%	41%	29%	34%	28%	25%	22%	31%	29%	
Would not vote	2	-	-	-	-	-	2	-	1	-	-	-	-	-	2	-	-	2	-	2	-	-	2	-	2	2	2	-	-	-	1	2	
	1%	-	-	-	-	-	2%	-	1%	-	-	-	-	-	4%	-	-	2%	-	2%	-	-	5%	-	-	2%	3%	-	-	-	5%	1%	
Refused	15	-	-	-	-	1	14	2	12	1	3	-	3	3	5	-	7	9	-	11	4	6	2	7	1	11	8	3	-	2	1	13	
	9%	-	-	-	-	3%	12%	5%	10%	8%	6%	-	5%	5%	9%	-	24%	6%	-	8%	11%	8%	4%	13%	5%	8%	11%	9%	-	4%	3%	8%	
Don't know	*	-	-	-	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	*	*	-	-	-	1	
	*	-	-	-	-	1%	-	1%	-	-	1%	-	1%	-	-	5%	-	-	-	*	-	1%	-	-	-	*	-	1%	1%	-	-	1%	

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - April 2010

Table 13

Q.2. And how likely will 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

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						Unweighted Total
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	
Unweighted Total	1253	802	1077	1049	990	888	65	633	620	331	454	468	123	208	238	216	205	263	112	364	365	239	285	729	524	1253
Weighted Total	1253	798	1071	1041	979	873	66	610	643	356	450	447	152	204	238	212	189	258	124	337	361	262	293	698	555	1253
1 - Absolutely certain not to vote	66 5%	-	-	-	-	-	66 100%	39 6%	26 4%	26 7%	26 6%	13 3%	14 9%	12 6%	13 6%	7 4%	6 2%	2 2%	9 3%	15 4%	17 7%	25 9%	24 3%	42 8%	65 5%	
2	10 1%	-	-	-	-	-	-	4 1%	6 1%	5 1%	1 *	5 1%	3 2%	2 1%	-	1 *	3 2%	2 1%	-	2 1%	3 1%	3 1%	2 1%	6 1%	5 1%	10 1%
3	14 1%	-	-	-	-	-	-	3 *	11 2%	9 3%	3 1%	2 *	3 2%	6 3%	2 1%	1 1%	2 1%	-	-	3 1%	2 1%	4 1%	5 2%	5 1%	8 2%	13 1%
4	14 1%	-	-	-	-	-	-	12 2%	2 *	5 1%	7 2%	2 *	3 2%	3 1%	6 2%	1 1%	-	2 1%	2 1%	4 1%	4 1%	2 1%	5 2%	8 1%	6 1%	10 1%
5	73 6%	-	-	-	-	-	-	25 4%	48 7%	23 7%	32 7%	18 4%	9 6%	15 7%	17 7%	15 7%	8 4%	9 4%	5 4%	8 2%	22 6%	24 9%	20 7%	30 4%	43 8%	72 6%
6	30 2%	-	30 3%	-	-	-	-	15 3%	15 2%	14 4%	12 3%	3 1%	7 5%	7 4%	7 3%	5 2%	1 *	3 1%	-	3 1%	9 3%	7 3%	11 4%	12 2%	18 3%	28 2%
7	61 5%	-	61 6%	61 6%	-	-	-	29 5%	32 5%	26 7%	21 5%	14 3%	17 11%	9 4%	17 7%	5 2%	7 4%	7 3%	1 1%	11 3%	18 5%	20 8%	13 4%	29 4%	33 6%	59 5%
8	106 8%	-	106 10%	106 10%	106 11%	-	-	53 9%	54 8%	42 12%	37 8%	28 6%	16 11%	26 13%	18 7%	19 9%	12 7%	16 6%	8 6%	24 7%	34 9%	21 8%	28 9%	58 8%	49 9%	102 8%
9	75 6%	-	75 7%	75 7%	75 8%	75 9%	-	51 8%	24 4%	20 6%	35 8%	20 4%	11 7%	9 5%	21 9%	14 6%	11 6%	9 3%	6 5%	25 7%	24 7%	16 6%	10 4%	49 7%	26 5%	86 7%
10 - Absolutely certain to vote	798 64%	798 100%	798 75%	798 77%	798 81%	798 91%	-	377 62%	421 65%	184 52%	273 61%	341 76%	69 45%	115 56%	136 57%	138 65%	136 72%	205 79%	100 81%	248 74%	229 64%	146 56%	174 59%	478 68%	320 58%	802 64%
Don't know	4 *	-	-	-	-	-	-	* *	4 1%	* *	2 *	1 *	-	-	2 1%	-	1 *	1 *	-	-	-	2 1%	2 1%	-	4 1%	5 *
Refused	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	1 1%	1 1%	-	-	-	1 *	-	1 *	1 *
Mean	8.55	10.00	9.45	9.55	9.71	9.91	1.00	8.51	8.58	7.96	8.46	9.10	7.68	8.18	8.36	8.56	8.91	9.24	9.37	9.11	8.63	8.15	8.14	8.86	8.15	8.59

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI Political Monitor - April 2010

Table 14

Q.2. And how likely will 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

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private rent	Social rent	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1253	324	297	331	732	759	561	692	355	842	291	414	28	442	521	423	125	161	944	23	909	341	411	396	446	149	1061	507	288	272	368	169	1253
Weighted Total	1253	309	317	332	749	741	551	702	374	826	147	515	35	550	564	342	106	216	906	25	887	362	418	389	446	160	1082	519	263	259	368	161	1253
1 - Absolutely certain not to vote	66 5%	3 1%	5 2%	2 1%	10 1%	8 1%	27 5%	38 5%	12 3%	42 5%	6 4%	23 5%	- 4%	23 4%	27 5%	7 2%	8 7%	18 8%	34 4%	6 23%	42 5%	22 6%	14 3%	17 4%	35 8%	13 8%	59 5%	26 5%	6 2%	1 *	4 1%	1 1%	65 5%
2	10 1%	- 1%	2 1%	1 *	4 1%	2 *	8 1%	1 *	9 1%	1 1%	2 *	- *	2 *	2 *	3 1%	* 2%	3 2%	5 1%	2 7%	8 7%	8 1%	3 1%	5 1%	3 1%	2 1%	8 1%	4 1%	- *	1 *	1 *	- *	10 1%	
3	14 1%	2 1%	2 1%	2 1%	6 1%	6 2%	3 1%	11 2%	3 1%	8 1%	1 1%	8 1%	- 1%	8 1%	5 1%	1 *	4 4%	4 2%	6 1%	- *	3 *	10 3%	7 2%	5 1%	2 *	- 1%	12 1%	5 1%	- *	* 4%	4 1%	- *	13 1%
4	14 1%	1 *	2 1%	2 1%	11 1%	9 1%	6 1%	9 1%	1 *	13 2%	2 1%	5 1%	- 1%	5 1%	8 1%	1 *	- *	5 2%	10 1%	- *	11 1%	3 1%	5 1%	8 2%	1 *	- 1%	10 1%	8 1%	3 1%	- 1%	5 1%	- 1%	10 1%
5	73 6%	7 2%	13 4%	17 5%	37 5%	31 4%	35 6%	37 5%	15 4%	52 6%	9 6%	34 7%	1 3%	35 6%	35 6%	15 4%	8 8%	15 7%	50 5%	- *	41 5%	31 9%	29 7%	22 6%	23 5%	10 6%	59 5%	34 7%	4 2%	10 4%	15 4%	6 4%	72 6%
6	30 2%	5 1%	5 2%	9 3%	19 3%	19 3%	18 3%	12 2%	6 2%	23 3%	6 4%	17 3%	- 3%	17 3%	16 3%	6 2%	2 3%	6 2%	22 2%	- *	14 2%	16 4%	14 3%	11 3%	5 1%	4 2%	27 3%	19 4%	2 1%	3 1%	4 1%	3 2%	28 2%
7	61 5%	13 4%	21 7%	16 5%	43 6%	35 5%	34 6%	28 4%	25 7%	32 4%	9 6%	38 7%	- 7%	38 7%	35 6%	10 3%	4 4%	13 6%	44 5%	- *	39 4%	23 6%	19 5%	26 7%	16 4%	3 2%	49 5%	17 3%	8 3%	5 2%	13 3%	7 4%	59 5%
8	106 8%	26 8%	42 13%	19 6%	71 9%	55 7%	53 10%	53 8%	35 9%	67 8%	12 8%	53 10%	1 4%	55 10%	49 9%	24 7%	11 11%	20 9%	73 8%	3 10%	73 8%	34 9%	39 9%	26 7%	41 9%	12 8%	93 9%	49 9%	12 5%	13 5%	32 9%	8 5%	102 8%
9	75 6%	17 5%	17 5%	26 8%	49 7%	49 7%	45 8%	30 4%	21 6%	49 6%	11 7%	35 7%	6 18%	42 8%	37 7%	18 5%	10 9%	8 4%	56 6%	2 9%	54 6%	20 5%	19 5%	18 5%	39 9%	9 5%	65 6%	31 6%	25 10%	16 6%	17 5%	11 7%	86 7%
10 - Absolutely certain to vote	798 64%	236 76%	205 65%	237 71%	497 66%	528 71%	325 59%	473 67%	250 67%	529 64%	87 60%	298 58%	26 75%	324 59%	350 62%	255 75%	57 54%	123 57%	605 67%	13 51%	598 67%	198 55%	266 64%	253 65%	279 62%	106 66%	694 64%	323 62%	203 77%	212 82%	271 74%	126 78%	802 64%
Don't know	4 *	- *	- *	- *	- *	- *	1 *	3 *	2 1%	1 *	1 1%	2 *	- *	2 *	- *	2 1%	1 1%	1 *	2 *	- *	3 *	1 *	- *	2 1%	2 1%	2 1%	4 1%	1 *	- *	- *	2 *	- *	5 *
Refused	1 *	- *	1 *	- *	1 *	- *	- *	1 *	1 *	- *	- *	- *	- *	- *	- *	- *	- *	1 *	- *	- *	1 *	- *	1 *	- *	- *	- *	1 *	- *	- *	- *	1 *	- *	1 *
Mean	8.55	9.34	8.92	9.12	8.91	9.08	8.50	8.58	8.88	8.52	8.51	8.44	9.57	8.52	8.54	9.12	8.13	8.02	8.76	7.09	8.75	8.08	8.57	8.58	8.49	8.51	8.57	8.49	9.33	9.49	9.15	9.40	8.59

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*=Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI

Ipsos MORI Political Monitor - April 2010

Table 15

Q.3 Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1253	802	1077	1049	990	888	65	633	620	331	454	468	123	208	238	216	205	263	112	364	365	239	285	729	524	1253
Weighted Total	1253	798	1071	1041	979	873	66	610	643	356	450	447	152	204	238	212	189	258	124	337	361	262	293	698	555	1253
Satisfied	374	250	338	332	307	271	12	182	191	120	129	125	55	65	69	60	41	84	47	112	100	64	98	211	162	355
	30%	31%	32%	32%	31%	31%	18%	30%	30%	34%	29%	28%	36%	32%	29%	28%	21%	33%	38%	33%	28%	24%	34%	30%	29%	28%
Dissatisfied	826	529	700	677	645	578	42	400	426	213	303	309	82	132	158	146	140	169	74	217	251	185	172	468	358	842
	66%	66%	65%	65%	66%	66%	64%	66%	66%	60%	67%	69%	54%	64%	66%	69%	74%	66%	60%	64%	70%	71%	59%	67%	64%	67%
Don't know	54	19	33	32	28	24	12	28	26	23	17	14	15	8	11	6	9	5	3	9	10	12	23	19	35	56
	4%	2%	3%	3%	3%	3%	18%	5%	4%	6%	4%	3%	10%	4%	5%	3%	5%	2%	3%	3%	5%	8%	3%	6%	4%	

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI Political Monitor - April 2010

Table 16

Q.3 Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1253	324	297	331	732	759	561	692	355	842	291	414	28	442	521	423	125	161	944	23	909	341	411	396	446	149	1061	507	288	272	368	169	1253
Weighted Total	1253	309	317	332	749	741	551	702	374	826	147	515	35	550	564	342	106	216	906	25	887	362	418	389	446	160	1082	519	263	259	368	161	1253
Satisfied	374	19	216	85	316	118	149	225	374	-	41	136	14	150	176	90	30	69	266	9	249	125	132	113	128	49	321	134	87	21	190	39	355
	30%	6%	68%	26%	42%	16%	27%	32%	100%	-	28%	26%	40%	27%	31%	26%	28%	32%	29%	35%	28%	35%	32%	29%	29%	30%	30%	26%	33%	8%	52%	24%	28%
Dissatisfied	826	283	89	240	411	605	378	447	-	826	101	356	20	376	371	236	71	134	607	13	606	218	271	261	294	101	715	360	172	236	160	120	842
	66%	92%	28%	72%	55%	82%	69%	64%	-	100%	69%	69%	58%	68%	66%	69%	67%	62%	67%	51%	68%	60%	65%	67%	66%	63%	66%	69%	65%	91%	43%	74%	67%
Don't know	54	7	11	7	22	18	24	30	-	-	5	23	1	24	17	16	5	12	33	4	32	19	15	15	24	11	46	25	4	2	18	2	56
	4%	2%	3%	2%	3%	2%	4%	4%	-	-	3%	4%	2%	4%	3%	5%	5%	6%	4%	14%	4%	5%	4%	4%	5%	7%	4%	5%	2%	1%	5%	1%	4%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI Political Monitor - April 2010

Table 17

Q.4 Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1253	802	1077	1049	990	888	65	633	620	331	454	468	123	208	238	216	205	263	112	364	365	239	285	729	524	1253
Weighted Total	1253	798	1071	1041	979	873	66	610	643	356	450	447	152	204	238	212	189	258	124	337	361	262	293	698	555	1253
Satisfied	439	289	389	377	357	317	18	209	230	137	155	146	59	78	88	68	52	94	55	134	115	70	120	249	190	437
	35%	36%	36%	36%	36%	36%	27%	34%	36%	39%	35%	33%	39%	38%	37%	32%	28%	36%	44%	40%	32%	27%	41%	36%	34%	35%
Dissatisfied	739	486	635	618	589	530	37	368	371	177	274	289	65	112	137	137	129	159	67	189	234	170	147	423	316	753
	59%	61%	59%	59%	60%	61%	57%	60%	58%	50%	61%	65%	43%	55%	58%	65%	68%	62%	54%	56%	65%	65%	50%	61%	57%	60%
Don't know	75	23	47	45	33	26	11	32	42	42	20	12	27	15	13	7	8	4	3	14	12	22	27	26	49	63
	6%	3%	4%	4%	3%	3%	16%	5%	7%	12%	5%	3%	18%	7%	6%	3%	4%	2%	2%	4%	3%	9%	9%	4%	9%	5%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI Political Monitor - April 2010

Table 18

Q.4 Are you satisfied or dissatisfied with the way Gordon Brown is doing his job as Prime Minister?

Base : All respondents aged 18+

Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total		
	Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broadsheet	Conservative	Labour		Lib Dems	
Unweighted Total	1253	324	297	331	732	759	561	692	355	842	291	414	28	442	521	423	125	161	944	23	909	341	411	396	446	149	1061	507	288	272	368	169	1253
Weighted Total	1253	309	317	332	749	741	551	702	374	826	147	515	35	550	564	342	106	216	906	25	887	362	418	389	446	160	1082	519	263	259	368	161	1253
Satisfied	439	28	229	97	351	149	170	269	313	105	56	154	17	171	206	102	40	84	308	6	299	140	161	122	155	64	370	161	94	23	210	48	437
	35%	9%	72%	29%	47%	20%	31%	38%	84%	13%	38%	30%	49%	31%	37%	30%	37%	39%	34%	26%	34%	39%	39%	31%	35%	40%	34%	31%	36%	9%	57%	30%	35%
Dissatisfied	739	274	79	217	365	560	348	391	45	692	88	322	17	339	332	223	61	109	554	15	543	195	233	243	263	81	649	324	159	230	139	107	753
	59%	89%	25%	65%	49%	76%	63%	56%	12%	84%	60%	63%	47%	62%	59%	65%	57%	51%	61%	60%	61%	54%	56%	62%	59%	51%	60%	62%	61%	89%	38%	67%	60%
Don't know	75	8	9	18	33	32	33	42	17	29	3	39	1	40	26	17	6	22	43	4	45	27	23	24	28	15	62	34	10	6	19	5	63
	6%	3%	3%	5%	4%	4%	6%	6%	4%	3%	2%	8%	3%	7%	5%	5%	6%	10%	5%	14%	5%	7%	6%	6%	6%	9%	6%	7%	4%	2%	5%	3%	5%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI Political Monitor - April 2010

Table 19

Q.5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1253	802	1077	1049	990	888	65	633	620	331	454	468	123	208	238	216	205	263	112	364	365	239	285	729	524	1253
Weighted Total	1253	798	1071	1041	979	873	66	610	643	356	450	447	152	204	238	212	189	258	124	337	361	262	293	698	555	1253
Satisfied	561 45%	382 48%	502 47%	492 47%	465 48%	418 48%	20 31%	288 47%	273 42%	164 46%	180 40%	216 48%	66 43%	99 48%	92 38%	88 42%	95 50%	121 47%	56 46%	156 46%	169 47%	122 46%	114 39%	325 47%	236 42%	556 44%
Dissatisfied	532 42%	348 44%	455 42%	443 43%	422 43%	380 44%	27 41%	262 43%	271 42%	146 41%	209 46%	177 40%	63 42%	83 40%	109 46%	100 47%	79 42%	99 38%	44 36%	145 43%	154 43%	99 38%	134 46%	299 43%	233 42%	536 43%
Don't know	160 13%	68 8%	114 11%	106 10%	92 9%	74 9%	19 28%	60 10%	100 15%	46 13%	61 14%	53 12%	23 15%	23 11%	37 16%	23 11%	15 8%	38 15%	23 19%	36 11%	38 11%	41 16%	45 15%	74 11%	86 15%	161 13%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI Political Monitor - April 2010

Table 20

Q.5 Are you satisfied or dissatisfied with the way David Cameron is doing his job as leader of the Conservative Party?

Base : All respondents aged 18+

Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total		
	Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems	
Unweighted Total	1253	324	297	331	732	759	561	692	355	842	291	414	28	442	521	423	125	161	944	23	909	341	411	396	446	149	1061	507	288	272	368	169	1253
Weighted Total	1253	309	317	332	749	741	551	702	374	826	147	515	35	550	564	342	106	216	906	25	887	362	418	389	446	160	1082	519	263	259	368	161	1253
Satisfied	561	254	102	108	235	387	242	319	159	384	57	234	17	250	254	164	55	77	418	9	411	147	161	187	212	65	500	241	117	193	110	68	556
	45%	82%	32%	32%	31%	52%	44%	45%	42%	47%	39%	45%	47%	46%	45%	48%	52%	36%	46%	37%	46%	41%	39%	48%	48%	41%	46%	46%	45%	75%	30%	42%	44%
Dissatisfied	532	37	178	187	427	285	244	288	173	343	73	216	15	231	245	129	43	104	374	11	378	155	207	139	186	81	454	210	123	46	218	79	536
	42%	12%	56%	56%	57%	38%	44%	41%	46%	42%	49%	42%	43%	42%	43%	38%	40%	48%	41%	45%	43%	43%	50%	36%	42%	51%	42%	40%	47%	18%	59%	49%	43%
Don't know	160	18	36	37	87	69	64	96	42	98	17	65	4	68	65	48	8	34	113	4	97	60	49	63	48	14	128	69	23	20	41	14	161
	13%	6%	11%	11%	12%	9%	12%	14%	11%	12%	12%	13%	10%	12%	12%	14%	8%	16%	13%	17%	11%	17%	12%	16%	11%	9%	12%	13%	9%	8%	11%	9%	13%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI Political Monitor - April 2010

Table 21

Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1253	802	1077	1049	990	888	65	633	620	331	454	468	123	208	238	216	205	263	112	364	365	239	285	729	524	1253
Weighted Total	1253	798	1071	1041	979	873	66	610	643	356	450	447	152	204	238	212	189	358	124	337	361	262	293	698	555	1253
Satisfied	852 68%	587 74%	768 72%	750 72%	713 73%	643 74%	23 36%	419 69%	433 67%	242 68%	309 69%	301 67%	96 63%	146 72%	170 71%	139 66%	143 75%	159 62%	71 57%	258 77%	262 72%	165 63%	167 57%	520 74%	332 60%	852 68%
Dissatisfied	186 15%	110 14%	144 13%	139 13%	135 14%	116 13%	22 33%	91 15%	95 15%	34 10%	73 16%	79 18%	16 10%	19 9%	35 15%	38 18%	23 12%	56 22%	29 24%	43 13%	41 11%	43 17%	58 20%	85 12%	101 18%	189 15%
Don't know	215 17%	102 13%	160 15%	152 15%	132 13%	113 13%	20 31%	99 16%	116 18%	80 22%	68 15%	67 15%	40 26%	39 19%	34 14%	35 16%	23 12%	44 17%	24 19%	35 10%	58 16%	54 20%	68 23%	93 13%	122 22%	212 17%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*=Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI

Ipsos MORI Political Monitor - April 2010

Table 22

Q.6 Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as leader of the Liberal Democrats?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1253	324	297	331	732	759	561	692	355	842	291	414	28	442	521	423	125	161	944	23	909	341	411	396	446	149	1061	507	288	272	368	169	1253
Weighted Total	1253	309	317	332	749	741	551	702	374	826	147	515	35	550	564	342	106	216	906	25	887	362	418	389	446	160	1082	519	263	259	368	161	1253
Satisfied	852	198	207	301	560	551	399	453	287	544	97	374	32	406	403	243	75	117	646	13	612	240	272	262	318	117	748	333	211	173	260	147	852
	68%	64%	65%	91%	75%	74%	72%	64%	77%	66%	66%	73%	92%	74%	71%	71%	71%	54%	71%	53%	69%	66%	65%	67%	71%	73%	69%	64%	80%	67%	71%	92%	68%
Dissatisfied	186	61	57	14	94	98	72	114	33	150	24	62	2	64	81	45	8	47	126	5	139	45	70	62	53	17	155	91	27	47	57	8	189
	15%	20%	18%	4%	13%	13%	13%	16%	9%	18%	16%	12%	6%	12%	14%	13%	8%	22%	14%	18%	16%	12%	17%	16%	12%	11%	14%	18%	10%	18%	16%	5%	15%
Don't know	215	50	53	17	95	92	79	136	54	131	26	80	1	80	80	54	23	51	134	7	135	77	75	64	76	26	178	95	25	39	51	6	212
	17%	16%	17%	5%	13%	12%	14%	19%	15%	16%	17%	15%	2%	15%	14%	16%	21%	24%	15%	29%	15%	21%	18%	17%	17%	16%	16%	18%	9%	15%	14%	4%	17%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place: <http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI Political Monitor - April 2010

Table 23
Q.7 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1253	802	1077	1049	990	888	65	633	620	331	454	468	123	208	238	216	205	263	112	364	365	239	285	729	524	1253
Weighted Total	1253	798	1071	1041	979	873	66	610	643	356	450	447	152	204	238	212	189	258	124	337	361	262	293	698	555	1253
Improve	510	328	455	440	404	356	16	259	251	171	172	167	74	97	96	76	61	106	52	148	150	87	124	298	211	493
	41%	41%	42%	42%	41%	41%	25%	42%	39%	48%	38%	37%	49%	47%	40%	36%	32%	41%	42%	44%	42%	33%	42%	43%	38%	39%
Stay the same	370	233	319	312	295	263	19	180	190	111	144	115	51	60	68	75	68	46	27	105	120	72	73	224	145	364
	30%	29%	30%	30%	30%	30%	29%	30%	29%	31%	32%	26%	34%	29%	29%	36%	36%	18%	21%	31%	33%	27%	25%	32%	26%	29%
Get worse	325	201	256	249	241	215	29	152	173	65	117	143	21	44	63	54	57	86	36	70	83	89	83	153	171	343
	26%	25%	24%	24%	25%	25%	44%	25%	27%	18%	26%	32%	14%	22%	26%	26%	30%	33%	29%	21%	23%	34%	28%	22%	31%	27%
Don't know	49	36	41	40	39	39	2	19	30	9	17	22	6	4	11	6	3	19	9	14	8	14	13	22	27	53
	4%	5%	4%	4%	4%	4%	3%	3%	5%	3%	4%	5%	4%	2%	5%	3%	2%	7%	7%	4%	2%	5%	4%	3%	5%	4%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*=Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI

Ipsos MORI Political Monitor - April 2010

Table 24
Q.7 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector					Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour	Lib Dems	
Unweighted Total	1253	324	297	331	732	759	561	692	355	842	291	414	28	442	521	423	125	161	944	23	909	341	411	396	446	149	1061	507	288	272	368	169	1253
Weighted Total	1253	309	317	332	749	741	551	702	374	826	147	515	35	550	564	342	106	216	906	25	887	362	418	389	446	160	1082	519	263	259	368	161	1253
Improve	510	109	188	134	346	267	231	279	235	257	62	221	11	232	236	127	48	89	363	9	362	147	166	166	178	67	440	199	119	84	182	65	493
	41%	35%	59%	40%	46%	36%	42%	40%	63%	31%	43%	43%	31%	42%	42%	37%	45%	41%	40%	34%	41%	41%	40%	43%	40%	42%	41%	38%	45%	32%	49%	40%	39%
Stay the same	370	100	71	114	210	239	176	194	79	272	42	171	18	189	182	98	28	53	280	9	256	114	124	101	145	46	316	161	78	86	84	58	364
	30%	32%	22%	34%	28%	32%	32%	28%	21%	33%	29%	33%	51%	34%	32%	29%	26%	24%	31%	34%	29%	31%	30%	26%	32%	29%	29%	31%	30%	33%	23%	36%	29%
Get worse	325	86	45	74	168	209	132	192	47	265	38	111	5	116	126	99	28	64	225	8	233	88	110	104	111	43	279	140	56	79	84	32	343
	26%	28%	14%	22%	22%	28%	24%	27%	13%	32%	26%	22%	14%	21%	22%	29%	26%	30%	25%	32%	26%	24%	26%	27%	25%	27%	26%	27%	21%	31%	23%	20%	27%
Don't know	49	13	13	10	24	25	11	38	13	31	4	12	1	13	20	18	2	10	37	-	36	13	18	18	13	4	46	19	10	10	19	5	53
	4%	4%	4%	3%	3%	3%	2%	5%	3%	4%	3%	2%	3%	2%	3%	5%	2%	5%	4%	-	4%	4%	4%	5%	3%	3%	4%	4%	4%	4%	5%	3%	4%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*=Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI

Ipsos MORI Political Monitor - April 2010

Table 25

Q8. How important is it to you personally who wins the next General Election? (PL26)

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote					Gender		Age									Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1253	802	1077	1049	990	888	65	633	620	331	454	468	123	208	238	216	205	263	112	364	365	239	285	729	524	1253
Weighted Total	1253	798	1071	1041	979	873	66	610	643	356	450	447	152	204	238	212	189	258	124	337	361	262	293	698	555	1253
Very important	493 39%	403 51%	472 44%	471 45%	451 46%	425 49%	5 7%	235 38%	258 40%	122 34%	170 38%	201 45%	46 30%	76 37%	84 35%	86 41%	82 44%	118 46%	56 45%	159 47%	149 41%	90 34%	96 33%	307 44%	185 33%	499 40%
Fairly important	485 39%	294 37%	427 40%	414 40%	383 39%	326 37%	7 11%	214 35%	271 42%	152 43%	176 39%	157 35%	71 47%	81 40%	88 37%	88 41%	69 36%	88 34%	44 35%	132 39%	145 40%	102 39%	106 36%	277 40%	208 37%	484 39%
Not very important	168 13%	65 8%	123 11%	112 11%	102 10%	83 10%	16 24%	97 16%	71 11%	58 16%	57 13%	52 12%	27 18%	31 15%	37 15%	21 10%	19 10%	33 13%	13 10%	35 10%	40 11%	39 15%	53 18%	76 11%	92 17%	169 13%
Not at all important	69 5%	19 2%	30 3%	26 2%	25 3%	23 3%	30 45%	41 7%	27 4%	16 4%	30 7%	23 5%	6 4%	10 5%	19 8%	11 5%	15 8%	8 3%	4 4%	7 2%	16 4%	21 8%	26 9%	22 3%	46 8%	68 5%
No opinion	39 3%	16 2%	19 2%	19 2%	19 2%	16 2%	8 12%	23 4%	16 3%	8 2%	17 4%	14 3%	2 1%	6 3%	10 4%	7 3%	4 2%	10 4%	7 6%	5 1%	11 3%	11 4%	13 4%	15 2%	24 4%	33 3%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI Political Monitor - April 2010

Table 26

**Q8. How important is it to you personally who wins the next General Election?
(PL26)**

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1253	324	297	331	732	759	561	692	355	842	291	414	28	442	521	423	125	161	944	23	909	341	411	396	446	149	1061	507	288	272	368	169	1253
Weighted Total	1253	309	317	332	749	741	551	702	374	826	147	515	35	550	564	342	106	216	906	25	887	362	418	389	446	160	1082	519	263	259	368	161	1253
Very important	493	160	140	135	298	318	213	280	160	323	57	198	22	220	237	147	34	69	384	5	356	135	155	157	181	70	432	207	134	140	179	58	499
	39%	52%	44%	41%	40%	43%	39%	40%	43%	39%	39%	38%	63%	40%	42%	43%	32%	32%	42%	21%	40%	37%	37%	40%	40%	44%	40%	40%	51%	54%	49%	36%	40%
Fairly important	485	112	116	155	308	305	209	276	147	322	60	203	12	215	219	139	43	75	358	9	341	144	169	146	170	61	416	201	95	98	127	75	484
	39%	36%	37%	47%	41%	41%	38%	39%	39%	39%	41%	39%	34%	39%	39%	41%	41%	35%	40%	34%	38%	40%	40%	38%	38%	38%	38%	39%	36%	38%	35%	47%	39%
Not very important	168	28	47	31	103	85	87	80	49	105	21	79	1	80	75	40	17	33	115	4	116	52	58	46	63	14	138	67	24	17	48	15	169
	13%	9%	15%	9%	14%	11%	16%	11%	13%	13%	14%	15%	3%	15%	13%	12%	16%	15%	13%	14%	13%	14%	14%	12%	14%	9%	13%	9%	7%	13%	9%	13%	
Not at all important	69	5	8	6	27	23	27	42	7	54	6	26	-	26	25	7	6	22	33	8	43	24	28	20	21	8	59	21	6	3	4	8	68
	5%	1%	3%	2%	4%	3%	5%	6%	2%	7%	4%	5%	-	5%	4%	2%	6%	10%	4%	31%	5%	7%	7%	5%	5%	5%	5%	4%	2%	1%	1%	5%	5%
No opinion	39	3	6	5	13	11	14	25	11	21	2	9	-	9	9	8	6	16	17	-	31	8	7	19	13	7	36	23	4	1	10	4	33
	3%	1%	2%	2%	2%	1%	3%	4%	3%	3%	2%	2%	-	2%	2%	2%	6%	7%	2%	-	4%	2%	2%	5%	3%	4%	3%	4%	1%	3%	2%	3%	

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI Political Monitor - April 2010

Table 27

Q.9. Have you definitely decided to vote for (PARTY) or is there a chance you may change your mind before you vote? (PL31)

Base : All naming a party to vote for

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1061	738	979	957	904	812	16	548	513	278	376	407	98	180	192	184	183	224	90	335	310	189	227	645	416	1061
Weighted Total	1061	736	979	954	898	801	13	527	534	294	375	392	118	176	193	182	165	227	107	309	307	208	236	617	444	1061
Definitely decided	527	417	503	498	482	441	7	282	245	114	182	231	47	68	87	95	92	139	69	158	145	86	138	303	224	543
	50%	57%	51%	52%	54%	55%	59%	53%	46%	39%	49%	59%	40%	39%	45%	52%	56%	61%	64%	51%	47%	41%	58%	49%	50%	51%
May change mind	523	312	467	447	408	353	4	239	284	178	191	155	71	107	103	87	71	84	36	151	159	116	97	310	213	506
	49%	42%	48%	47%	45%	44%	33%	45%	53%	60%	51%	39%	60%	61%	54%	48%	43%	37%	34%	49%	52%	56%	41%	50%	48%	48%
Don't know	11	7	9	9	9	8	1	6	4	2	2	7	1	1	2	-	2	4	2	1	3	6	2	3	8	12
	1%	1%	1%	1%	1%	1%	8%	1%	1%	1%	1%	2%	*	1%	1%	-	1%	2%	2%	*	1%	3%	1%	1%	2%	1%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*=Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI

Ipsos MORI Political Monitor - April 2010

Table 28

Q.9. Have you definitely decided to vote for (PARTY) or is there a chance you may change your mind before you vote? (PL31)

Base : All naming a party to vote for

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broadsheet	Conservative	Labour		Lib Dems
Unweighted Total	1061	324	297	331	732	759	488	573	322	707	251	357	28	385	450	366	105	123	816	17	779	281	351	328	382	124	904	424	262	252	337	158	1061
Weighted Total	1061	309	317	332	749	741	480	581	335	698	125	446	35	481	490	295	93	166	784	18	760	299	356	329	375	128	920	433	240	241	340	152	1061
Definitely decided	527	181	154	146	346	373	222	305	163	350	62	203	21	224	211	169	48	89	381	10	397	129	160	182	186	68	463	241	120	148	173	80	543
	50%	58%	49%	44%	46%	50%	46%	52%	49%	50%	49%	45%	60%	46%	43%	57%	51%	53%	49%	58%	52%	43%	45%	55%	49%	53%	50%	56%	50%	61%	51%	53%	51%
May change mind	523	124	159	185	397	362	256	267	168	342	62	243	14	257	276	123	44	73	399	8	352	171	191	145	187	59	449	188	119	92	163	70	506
	49%	40%	50%	56%	53%	49%	53%	46%	50%	49%	50%	54%	40%	53%	56%	42%	48%	44%	51%	42%	46%	57%	54%	44%	50%	46%	49%	44%	49%	38%	48%	46%	48%
Don't know	11	4	4	1	5	6	1	9	3	6	1	1	-	1	2	3	1	5	5	-	11	-	5	3	3	2	8	3	1	2	4	2	12
	1%	1%	1%	*	1%	1%	*	2%	1%	1%	1%	*	-	*	*	1%	1%	3%	1%	-	1%	-	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*=Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI

Ipsos MORI Political Monitor - April 2010

Table 29

Q.10. To what extent do you agree or disagree with the following statement? - It is my duty to vote (PL32)

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1253	802	1077	1049	990	888	65	633	620	331	454	468	123	208	238	216	205	263	112	364	365	239	285	729	524	1253
Weighted Total	1253	798	1071	1041	979	873	66	610	643	356	450	447	152	204	238	212	189	258	124	337	361	262	293	698	555	1253
Strongly agree	837 67%	676 85%	800 75%	789 76%	772 79%	720 83%	6 9%	392 64%	445 69%	213 60%	277 62%	346 77%	91 60%	123 60%	136 57%	141 67%	143 75%	204 79%	99 80%	254 75%	254 70%	161 61%	168 57%	508 73%	329 59%	861 69%
Tend to agree	238 19%	95 12%	190 18%	186 18%	150 15%	113 13%	12 18%	110 18%	128 20%	82 23%	91 20%	65 15%	32 21%	50 25%	55 23%	36 17%	28 15%	37 14%	17 14%	54 16%	62 17%	55 21%	67 23%	116 17%	122 22%	217 17%
Neither agree nor disagree	70 6%	9 1%	36 3%	30 3%	26 3%	16 2%	9 14%	37 6%	34 5%	23 7%	36 8%	11 2%	12 8%	11 5%	17 7%	19 9%	7 4%	4 2%	2 1%	16 5%	19 5%	19 7%	16 6%	35 5%	36 6%	65 5%
Tend to disagree	51 4%	10 1%	26 2%	21 2%	19 2%	13 1%	9 14%	29 5%	22 3%	21 6%	19 4%	11 2%	9 6%	13 6%	16 7%	4 2%	8 4%	2 1%	1 1%	9 3%	15 4%	8 3%	19 7%	24 3%	27 5%	54 4%
Strongly disagree	52 4%	8 1%	16 1%	12 1%	12 1%	12 1%	29 45%	40 6%	12 2%	15 4%	26 6%	10 2%	8 5%	8 4%	15 6%	12 5%	3 2%	7 3%	4 3%	4 1%	11 3%	18 7%	19 7%	15 2%	37 7%	51 4%
Don't know	4 *	-	3 *	3 *	1 *	-	-	2 *	2 *	-	1 *	4 1%	-	-	-	1 *	-	4 1%	2 2%	-	-	1 *	3 1%	-	4 1%	5 *
Combinations - Summary																										
Agree	1075 86%	771 97%	990 92%	975 94%	921 94%	833 95%	18 27%	502 82%	573 89%	296 83%	368 82%	412 92%	123 81%	173 85%	191 80%	177 84%	171 90%	241 93%	116 94%	308 91%	316 88%	216 83%	235 80%	624 89%	451 81%	1078 86%
Disagree	103 8%	18 2%	42 4%	33 3%	31 3%	24 3%	39 59%	69 11%	35 5%	37 10%	46 10%	21 5%	16 11%	20 10%	30 13%	15 7%	11 6%	10 4%	4 4%	13 4%	26 7%	26 10%	39 13%	39 6%	64 12%	105 8%
Net Agree	972 78%	754 94%	948 88%	942 90%	890 91%	809 93%	-21 -31%	434 71%	538 84%	259 73%	322 72%	391 87%	107 70%	152 74%	161 68%	161 76%	160 84%	231 90%	112 90%	296 88%	290 80%	191 73%	196 67%	585 84%	387 70%	973 78%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%

Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI Political Monitor - April 2010

Table 30

Q.10. To what extent do you agree or disagree with the following statement? - It is my duty to vote (PL32)

Base : All

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1253	324	297	331	732	759	561	692	355	842	291	414	28	442	521	423	125	161	944	23	909	341	411	396	446	149	1061	507	288	272	368	169	1253
Weighted Total	1253	309	317	332	749	741	551	702	374	826	147	515	35	550	564	342	106	216	906	25	887	362	418	389	446	160	1082	519	263	259	368	161	1253
Strongly agree	837	236	220	237	520	536	356	481	264	550	102	320	30	350	379	270	63	108	649	17	617	218	280	264	293	100	724	359	213	216	282	114	861
	67%	76%	70%	71%	69%	72%	65%	69%	71%	67%	70%	62%	86%	64%	67%	79%	59%	50%	72%	67%	70%	60%	67%	68%	66%	62%	67%	69%	81%	83%	77%	71%	69%
Tend to agree	238	54	68	61	145	131	110	128	77	151	25	119	3	122	106	49	27	53	155	4	163	75	80	72	86	32	209	92	33	31	64	38	217
	19%	17%	22%	18%	19%	18%	20%	18%	21%	18%	17%	23%	8%	22%	19%	14%	25%	24%	17%	18%	18%	21%	19%	18%	19%	20%	19%	18%	12%	17%	24%	17%	
Neither agree nor disagree	70	6	13	17	37	30	32	39	14	45	7	36	-	36	32	12	5	19	44	2	34	34	23	26	21	8	56	25	7	7	11	4	65
	6%	2%	4%	5%	5%	4%	6%	5%	4%	5%	4%	7%	-	7%	6%	3%	4%	9%	5%	10%	4%	10%	6%	7%	5%	5%	5%	3%	3%	3%	2%	5%	
Tend to disagree	51	9	8	10	27	27	26	26	11	37	8	22	2	24	25	5	6	16	30	-	34	17	14	14	23	9	45	20	6	4	4	*	54
	4%	3%	3%	3%	4%	4%	5%	4%	3%	5%	5%	4%	6%	4%	4%	1%	5%	7%	3%	-	4%	5%	3%	4%	5%	6%	4%	4%	2%	1%	1%	*	4%
Strongly disagree	52	4	4	7	18	17	27	25	5	40	6	19	-	19	21	5	7	17	27	1	34	17	17	13	22	10	46	24	5	-	7	5	51
	4%	1%	1%	2%	2%	2%	5%	4%	1%	5%	4%	4%	-	3%	4%	2%	6%	8%	3%	5%	4%	5%	4%	3%	5%	6%	4%	5%	2%	-	2%	3%	4%
Don't know	4	-	2	-	2	-	-	4	2	2	-	-	-	-	-	1	-	3	1	-	4	1	2	1	1	1	3	-	-	1	1	-	5
	*	-	1%	-	*	-	-	1%	1%	*	-	-	-	-	-	*	-	1%	*	-	*	*	1%	*	*	1%	*	-	-	*	*	-	*
Combinations - Summary																																	
Agree	1075	290	288	299	665	667	466	609	341	701	127	439	33	472	485	319	89	161	804	21	781	293	361	335	379	132	933	450	246	247	345	152	1078
	86%	94%	91%	90%	89%	90%	85%	87%	91%	85%	87%	85%	94%	86%	86%	93%	84%	75%	89%	85%	88%	81%	86%	86%	85%	82%	86%	87%	93%	96%	94%	95%	86%
Disagree	103	13	13	17	44	44	53	50	16	77	13	41	2	43	46	10	13	33	56	1	68	34	31	27	45	19	91	44	11	4	10	5	105
	8%	4%	4%	5%	6%	6%	10%	7%	4%	9%	9%	8%	6%	8%	8%	3%	12%	15%	6%	5%	8%	9%	7%	7%	10%	12%	8%	8%	4%	1%	3%	3%	8%
Net Agree	972	277	276	282	621	622	413	559	325	624	114	398	31	429	439	309	77	128	747	20	713	259	329	309	334	113	842	406	235	244	335	147	973
	78%	90%	87%	85%	83%	84%	75%	80%	87%	76%	78%	77%	88%	78%	78%	90%	72%	59%	83%	80%	80%	71%	79%	79%	75%	71%	78%	78%	89%	94%	91%	91%	78%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*=Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI

Ipsos MORI Political Monitor - April 2010

Table 31
Q.11. You said you (would vote for.....) Which of the following statements comes closest to your reasons for intending to vote for (party)?
(PL33)

Base : All naming a party to vote for

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						Unweighted Total	
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	1061	738	979	957	904	812	16	548	513	278	376	407	98	180	192	184	183	224	90	335	310	189	227	645	416	1061
Weighted Total	1061	736	979	954	898	801	13	527	534	294	375	392	118	176	193	182	165	227	107	309	307	208	236	617	444	1061
It is the party that most represents your views	778 73%	571 78%	730 75%	715 75%	678 76%	620 77%	7 54%	387 73%	391 73%	223 76%	260 69%	295 75%	94 80%	129 73%	128 67%	132 72%	124 75%	171 75%	80 75%	245 79%	229 74%	137 66%	168 71%	474 77%	305 69%	769 72%
The party you support has little chance of winning in this constituency so you vote for (party) to try and keep another party out	145 14%	94 13%	132 14%	127 13%	115 13%	99 12%	1 7%	67 13%	78 15%	36 12%	52 14%	57 14%	14 12%	22 12%	31 16%	21 12%	22 13%	35 15%	16 15%	38 12%	34 11%	37 18%	37 15%	71 12%	74 17%	150 14%
Other	108 10%	64 9%	97 10%	93 10%	89 10%	74 9%	4 33%	60 11%	48 9%	32 11%	47 13%	29 7%	9 7%	23 13%	27 14%	20 11%	15 9%	14 6%	8 8%	24 8%	39 13%	22 11%	23 10%	63 10%	45 10%	113 11%
No opinion	30 3%	8 1%	20 2%	19 2%	15 2%	9 1%	1 6%	13 2%	17 3%	3 1%	15 4%	11 3%	1 1%	2 1%	6 3%	9 5%	4 3%	7 3%	2 2%	3 1%	6 2%	11 5%	9 4%	9 1%	21 5%	29 3%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*=Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI

Ipsos MORI Political Monitor - April 2010

Table 32
Q.11. You said you (would vote for.....) Which of the following statements comes closest to your reasons for intending to vote for (party)?
(PL33)

Base : All naming a party to vote for

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Mid-lands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1061	324	297	331	732	759	488	573	322	707	251	357	28	385	450	366	105	123	816	17	779	281	351	328	382	124	904	424	262	252	337	158	1061
Weighted Total	1061	309	317	332	749	741	480	581	335	698	125	446	35	481	490	295	93	166	784	18	760	299	356	329	375	128	920	433	240	241	340	152	1061
It is the party that most represents your views	778	236	238	229	540	538	347	431	267	494	88	328	29	356	366	230	62	106	596	14	572	204	252	250	277	91	683	315	193	196	251	116	769
	73%	77%	75%	69%	72%	73%	72%	74%	80%	71%	70%	73%	82%	74%	75%	78%	67%	64%	76%	79%	75%	68%	71%	76%	74%	71%	74%	73%	81%	81%	74%	76%	72%
The party you support has little chance of winning in this constituency so you vote for (party) to try and keep another party out	145	39	35	60	105	109	65	81	29	110	21	56	3	59	65	35	13	31	100	1	97	48	53	38	54	24	122	59	23	22	49	26	150
	14%	12%	11%	18%	14%	15%	13%	14%	9%	16%	17%	13%	9%	12%	13%	12%	14%	19%	13%	6%	13%	16%	15%	12%	14%	19%	13%	14%	10%	9%	15%	17%	14%
Other	108	29	34	32	79	75	58	50	29	75	11	53	3	56	48	22	17	18	71	3	73	35	37	32	38	12	88	48	22	19	28	10	113
	10%	9%	11%	10%	11%	10%	12%	9%	9%	11%	9%	12%	9%	12%	10%	8%	18%	11%	9%	15%	10%	12%	11%	10%	10%	9%	10%	11%	9%	8%	8%	7%	11%
No opinion	30	5	9	11	24	19	11	19	9	18	5	10	-	10	11	8	1	11	18	-	18	12	14	9	6	1	26	11	2	3	11	-	29
	3%	2%	3%	3%	3%	3%	2%	3%	3%	3%	4%	2%	-	2%	2%	3%	1%	6%	2%	-	2%	4%	4%	3%	2%	1%	3%	3%	1%	1%	3%	-	3%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*=Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI

Ipsos MORI Political Monitor - April 2010

Table 33

**Q.12 Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, or what?
(PL320)**

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1253	802	1077	1049	990	888	65	633	620	331	454	468	123	208	238	216	205	263	112	364	365	239	285	729	524	1253
Weighted Total	1253	798	1071	1041	979	873	66	610	643	356	450	447	152	204	238	212	189	258	124	337	361	262	293	698	555	1253
Conservative	349	255	324	313	301	277	5	168	180	73	112	164	27	46	44	67	64	100	46	95	113	78	62	209	140	369
	28%	32%	30%	30%	31%	32%	8%	28%	28%	21%	25%	37%	18%	23%	19%	32%	34%	39%	37%	28%	31%	30%	21%	30%	25%	29%
Labour	387	252	341	338	319	272	12	187	200	100	154	133	45	55	84	70	58	75	39	109	100	69	110	209	178	380
	31%	32%	32%	32%	33%	31%	18%	31%	31%	28%	34%	30%	30%	27%	35%	33%	31%	29%	32%	32%	28%	26%	37%	30%	32%	30%
Liberal Democrats (Lib Dem)	259	174	235	229	212	196	7	112	147	86	93	80	39	47	55	38	35	45	22	89	70	60	39	159	100	253
	21%	22%	22%	22%	22%	22%	11%	18%	23%	24%	21%	18%	26%	23%	23%	18%	19%	17%	18%	26%	19%	23%	13%	23%	18%	20%
Scottish/Welsh Nationalist	20	10	16	16	14	13	*	14	6	5	7	8	*	5	4	2	7	2	-	2	6	6	6	8	12	23
	2%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	2%	*	2%	2%	1%	3%	1%	-	*	2%	2%	2%	1%	2%	2%
Green Party	21	13	14	14	14	13	2	5	16	10	4	6	2	9	3	1	1	5	4	8	5	1	7	13	7	19
	2%	2%	1%	1%	1%	2%	4%	1%	2%	3%	1%	1%	1%	4%	1%	1%	1%	2%	3%	2%	1%	*	2%	2%	1%	2%
UK Independence Party (UKIP)	18	8	12	12	12	9	2	9	8	3	8	7	-	3	3	5	2	4	2	2	3	6	6	5	12	17
	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	-	2%	1%	3%	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%
British National Party (BNP)	13	4	8	6	6	5	5	10	4	4	7	2	2	3	5	1	2	1	*	3	4	1	6	7	7	15
	1%	*	1%	1%	1%	1%	7%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*	*	1%	1%	*	2%	1%	1%	1%
Other	186	80	121	112	101	87	32	103	83	74	66	46	37	36	40	26	21	26	10	29	59	41	57	88	99	177
	15%	10%	11%	11%	10%	10%	48%	17%	13%	21%	15%	10%	24%	18%	17%	12%	11%	10%	8%	9%	16%	16%	20%	13%	18%	14%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*Less than 0.5%

Ipsos MORI Political Monitor - April 2010

Table 34

Q.12 Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, or what?
(PL320)

Base : All

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total	
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems
Unweighted Total	1253	324	297	331	732	759	561	692	355	842	291	414	28	442	521	423	125	161	944	23	909	341	411	396	446	149	1061	507	288	272	368	169	1253
Weighted Total	1253	309	317	332	749	741	551	702	374	826	147	515	35	550	564	342	106	216	906	25	887	362	418	389	446	160	1082	519	263	259	368	161	1253
Conservative	349	276	13	14	40	303	148	201	34	307	38	148	7	155	147	139	29	31	286	3	277	70	82	130	137	38	324	169	81	224	23	13	369
	28%	89%	4%	4%	5%	41%	27%	29%	9%	37%	26%	29%	21%	28%	26%	41%	27%	14%	32%	11%	31%	19%	20%	33%	31%	24%	30%	33%	31%	87%	6%	8%	29%
Labour	387	10	277	59	355	89	162	225	227	146	53	145	12	158	183	78	32	85	261	10	263	124	167	108	112	46	323	153	72	3	254	19	380
	31%	3%	87%	18%	47%	12%	29%	32%	61%	18%	36%	28%	35%	29%	32%	23%	30%	39%	29%	39%	30%	34%	40%	28%	25%	29%	30%	29%	27%	1%	69%	12%	30%
Liberal Democrats (Lib Dem)	259	7	9	215	227	225	125	134	65	189	32	106	11	117	123	69	20	41	192	5	173	86	71	80	108	44	229	85	67	17	53	109	253
	21%	2%	3%	65%	30%	30%	23%	19%	17%	23%	22%	21%	30%	21%	22%	20%	19%	19%	21%	20%	20%	24%	17%	20%	24%	27%	21%	16%	25%	7%	15%	68%	20%
Scottish/Welsh Nationalist	20	1	-	1	17	18	9	11	*	17	2	9	-	9	5	6	3	5	11	1	12	8	18	2	-	-	7	1	-	2	-	23	
	2%	*	-	*	2%	2%	2%	1%	*	2%	2%	2%	-	2%	1%	2%	3%	3%	1%	4%	1%	2%	4%	1%	-	-	1%	*	-	*	-	2%	
Green Party	21	*	4	4	14	10	4	17	2	18	1	4	3	8	6	3	5	6	9	-	13	8	7	3	11	6	15	3	4	-	2	5	19
	2%	*	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	9%	1%	1%	1%	5%	3%	1%	-	1%	2%	2%	1%	2%	4%	1%	1%	2%	-	1%	3%	2%
UK Independence Party (UKIP)	18	*	-	1	14	14	8	10	-	17	1	9	-	9	8	2	1	7	10	-	11	7	3	4	10	1	17	11	*	3	6	-	17
	1%	*	-	*	2%	2%	1%	1%	-	2%	1%	2%	-	2%	2%	1%	1%	3%	1%	-	1%	2%	1%	1%	2%	1%	2%	2%	*	1%	2%	-	1%
British National Party (BNP)	13	-	1	-	8	7	8	6	2	11	1	8	-	8	5	3	1	3	7	2	6	7	6	2	5	3	13	8	-	1	-	15	
	1%	-	*	-	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	8%	1%	2%	1%	*	1%	2%	1%	1%	1%	-	*	-	1%	
Other	186	14	13	38	73	74	86	100	43	120	18	85	2	87	86	43	16	37	129	4	131	53	63	60	63	21	160	82	39	11	27	15	177
	15%	5%	4%	12%	10%	10%	16%	14%	11%	15%	12%	17%	5%	16%	15%	13%	15%	17%	14%	17%	15%	15%	15%	15%	14%	13%	15%	16%	15%	4%	7%	9%	14%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

* = Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI Political Monitor - April 2010

Table 35
 - 2005 GENERAL ELECTION -
 Q.13 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.

Base : All respondents aged 18+

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						Unweighted Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1253	802	1077	1049	990	888	65	633	620	331	454	468	123	208	238	216	205	263	112	364	365	239	285	729	524	1253
Weighted Total	1253	798	1071	1041	979	873	66	610	643	356	450	447	152	204	238	212	189	258	124	337	361	262	293	698	555	1253
Conservative	259 21%	212 27%	247 23%	245 23%	240 24%	227 26%	1 1%	123 20%	136 21%	27 8%	92 20%	140 31%	6 4%	21 10%	32 13%	60 28%	55 29%	85 33%	46 37%	77 23%	86 24%	55 21%	41 14%	164 23%	95 17%	272 22%
Labour	368 29%	271 34%	337 31%	333 32%	321 33%	288 33%	4 6%	178 29%	190 30%	70 20%	157 35%	141 31%	15 10%	55 27%	85 36%	71 34%	54 29%	87 34%	39 31%	111 33%	81 22%	74 28%	102 35%	192 28%	176 32%	368 29%
Lib Dems	161 13%	126 16%	154 14%	151 14%	144 15%	136 16%	1 1%	64 11%	96 15%	44 12%	53 12%	64 14%	5 4%	38 19%	21 9%	32 15%	32 17%	32 12%	12 10%	57 17%	47 13%	32 12%	25 8%	104 15%	57 10%	169 13%
Scottish/Welsh nationalist	21 2%	16 2%	18 2%	18 2%	18 2%	-	-	14 2%	6 1%	5 1%	7 2%	9 2%	* 2%	4 2%	5 2%	3 1%	4 2%	5 2%	-	4 1%	5 1%	6 2%	5 2%	10 1%	11 2%	25 2%
UKIP - UK Independence Party	10 1%	7 1%	10 1%	9 1%	9 1%	7 1%	-	4 1%	6 1%	-	8 2%	2 *	-	-	3 1%	5 2%	* *	2 1%	1 1%	4 1%	2 1%	3 1%	* *	6 1%	4 1%	9 1%
Green	12 1%	8 1%	10 1%	10 1%	10 1%	9 1%	-	4 1%	8 1%	3 1%	6 1%	4 1%	2 1%	1 1%	4 2%	1 1%	3 2%	1 *	-	9 3%	1 *	-	1 *	11 2%	1 *	11 1%
BNP - British National Party	8 1%	8 1%	8 1%	8 1%	8 1%	-	-	5 1%	3 *	1 *	5 1%	2 1%	-	1 *	4 2%	1 1%	2 1%	1 *	-	1 *	-	1 *	6 2%	1 *	7 1%	10 1%
Other	14 1%	8 1%	11 1%	11 1%	11 1%	10 4%	2 4%	8 1%	5 1%	1 *	5 1%	7 2%	-	1 1%	1 2%	4 1%	2 1%	5 2%	1 1%	1 *	5 1%	2 1%	6 2%	6 1%	8 1%	16 1%
Did not vote	250 20%	61 8%	152 14%	136 13%	110 11%	76 9%	51 77%	132 22%	118 18%	111 31%	90 20%	48 11%	43 28%	69 34%	64 27%	26 12%	27 14%	21 8%	12 10%	34 10%	79 22%	68 26%	69 24%	113 16%	137 25%	233 19%
Too young	69 5%	33 4%	56 5%	54 5%	49 5%	41 5%	6 9%	32 5%	36 6%	69 19%	-	-	69 45%	-	-	-	-	-	-	19 6%	26 7%	8 3%	15 5%	46 7%	23 4%	55 4%
Can't remember	59 5%	32 4%	47 4%	46 4%	40 4%	36 4%	1 1%	33 5%	26 4%	20 6%	23 5%	16 4%	8 5%	12 6%	17 7%	6 4%	7 4%	9 4%	7 5%	12 3%	17 5%	14 5%	17 6%	28 4%	31 6%	64 5%
Refused	23 2%	17 2%	22 2%	21 2%	21 2%	17 2%	1 1%	10 2%	13 2%	5 1%	4 1%	14 3%	4 2%	1 1%	1 *	3 2%	3 2%	11 4%	6 5%	7 2%	11 3%	1 *	5 2%	18 3%	5 1%	21 2%

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*=Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI

Ipsos MORI Political Monitor - April 2010

Table 36
 - 2005 GENERAL ELECTION -
 Q.13 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.

Base : All respondents aged 18+

	Total (Weighted)	Voting Voters only					Working status		Government		Work sector				Tenure					Children in household		GOR Regions					Newspaper readership		Past vote (2005 General Election)			Unweighted Total		
		Conservative	Labour	Lib Dem	Not Conservative	Not Labour	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Voluntary	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	Other	None	1 or more	North	Midlands	South	Greater London	England	Tabloid	Broad sheet	Conservative	Labour		Lib Dems	
Unweighted Total	1253	324	297	331	732	759	561	692	355	842	291	414	28	442	521	423	125	161	944	23	909	341	411	396	446	149	1061	507	288	272	368	169	1253	
Weighted Total	1253	309	317	332	749	741	551	702	374	826	147	515	35	550	564	342	106	216	906	25	887	362	418	389	446	160	1082	519	263	259	368	161	1253	
Conservative	259	200	7	22	39	233	110	149	21	236	23	115	8	123	111	118	13	15	229	2	218	41	63	90	107	30	244	133	63	259	-	-	272	
	21%	65%	2%	6%	5%	31%	20%	21%	6%	29%	15%	22%	22%	22%	20%	34%	12%	7%	25%	9%	25%	11%	15%	23%	24%	19%	23%	26%	24%	100%	-	-	22%	
Labour	368	21	210	87	318	129	154	214	190	160	49	129	13	142	175	89	18	79	263	7	250	116	147	113	108	47	307	146	74	-	368	-	368	
	29%	7%	66%	26%	42%	17%	28%	30%	51%	19%	33%	25%	37%	26%	31%	26%	17%	37%	29%	28%	28%	32%	35%	29%	24%	29%	28%	28%	28%	-	100%	-	29%	
Lib Dems	161	12	13	120	139	138	77	84	39	120	25	64	8	71	78	55	8	17	133	2	112	48	55	46	60	18	146	38	43	-	-	161	169	
	13%	4%	4%	36%	19%	19%	14%	12%	10%	14%	17%	12%	22%	13%	14%	16%	8%	8%	15%	9%	13%	13%	13%	12%	13%	11%	14%	7%	16%	-	-	100%	13%	
Scottish/Welsh nationalist	21	3	*	4	16	18	10	11	3	18	4	9	-	9	7	7	2	5	14	-	16	4	19	2	-	-	-	12	6	-	-	-	25	
	2%	1%	*	1%	2%	2%	2%	2%	1%	2%	3%	2%	-	2%	1%	2%	2%	2%	2%	-	2%	1%	5%	*	-	-	-	2%	2%	-	-	-	-	2%
UKIP - UK Independence Party	10	4	-	-	6	10	8	2	3	7	*	8	-	8	7	1	-	2	8	-	7	3	2	3	5	-	10	7	1	-	-	-	9	
	1%	1%	-	-	1%	1%	1%	*	1%	1%	*	2%	-	1%	1%	*	-	1%	1%	-	1%	1%	*	1%	1%	-	1%	1%	*	-	-	-	1%	
Green	12	*	3	5	10	7	2	10	4	8	2	2	1	3	8	1	-	2	9	1	9	3	3	5	4	1	10	1	7	-	-	-	11	
	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	*	3%	1%	1%	*	-	1%	1%	5%	1%	1%	1%	1%	1%	1%	1%	*	3%	-	-	-	1%	
BNP - British National Party	8	-	-	1	8	8	5	3	-	8	2	4	-	4	3	3	1	1	6	*	7	1	2	1	5	1	8	7	1	-	-	-	10	
	1%	-	-	*	1%	1%	1%	*	-	1%	1%	1%	-	1%	1%	1%	*	*	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	-	-	-	1%	
Other	14	3	1	2	6	8	4	10	1	11	1	1	1	2	4	3	1	6	7	-	11	3	3	7	4	3	8	6	2	-	-	-	16	
	1%	1%	*	*	1%	1%	1%	1%	*	1%	*	*	3%	*	1%	1%	1%	3%	1%	-	1%	1%	1%	2%	1%	2%	1%	1%	1%	-	-	-	1%	
Did not vote	250	38	58	53	134	114	131	119	70	167	27	126	2	128	108	29	46	57	137	9	147	102	76	81	92	37	218	106	30	-	-	-	233	
	20%	12%	18%	16%	18%	15%	24%	17%	19%	20%	19%	24%	6%	23%	19%	8%	43%	27%	15%	36%	17%	28%	18%	21%	21%	23%	20%	21%	12%	-	-	-	19%	
Too young	69	11	17	21	42	36	22	47	29	29	6	26	2	28	38	13	10	9	50	-	48	21	19	20	29	9	61	32	22	-	-	-	55	
	5%	3%	5%	6%	6%	5%	4%	7%	8%	4%	4%	5%	4%	5%	7%	4%	9%	4%	6%	-	5%	6%	5%	5%	7%	6%	6%	6%	8%	-	-	-	4%	
Can't remember	59	15	8	13	26	34	24	36	11	46	8	22	1	23	21	13	5	19	33	3	43	16	19	18	22	12	51	23	9	-	-	-	64	
	5%	5%	2%	4%	4%	5%	4%	5%	3%	6%	5%	4%	3%	4%	4%	4%	4%	9%	4%	12%	5%	4%	5%	5%	5%	7%	5%	4%	3%	-	-	-	5%	
Refused	23	1	-	6	6	7	4	19	3	17	2	9	-	9	5	11	3	4	16	-	20	3	9	4	9	2	18	8	6	-	-	-	21	
	2%	*	-	2%	1%	1%	1%	3%	1%	2%	1%	2%	-	2%	1%	3%	3%	2%	2%	-	2%	1%	2%	1%	2%	1%	2%	2%	2%	-	-	-	2%	

Fieldwork dates : 18th to 19th April 2010

Respondent Type : GB Adults, General Public 18+ - Telephone Omnibus

Source : Ipsos MORI J2010/04 & J38671x4/09-038671-03

*=Less than 0.5%



Ipsos MORI has been conducting political polling at every general election since 1979. We have the most long-term trends and comprehensive set of political polling data of all polling agencies in the UK. This section of our website brings together all our election campaign polling, commentary and analysis in one place:
<http://www.ipsos-mori.com/2010electioncentre>

Ipsos MORI