

Ipsos MORI - Final Election Poll

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Table 1

COMBINED VOTING INTENTION (Q2-4) - FINAL VOTING PROJECTION With Newspaper adjustment for respondents who refused to give a party

Base : All certain to vote or already voted by post

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
All certain to vote or already voted by post (unweighted)	930	448	482	214	334	377	253	267	172	196	930	307	279	344	930
All certain to vote or already voted by post	920	472	448	210	344	361	251	262	189	177	920	304	281	335	930
All naming party	852	437	415	197	324	328	236	245	166	166	852	276	268	308	859
Conservative	303	150	153	69	106	127	80	93	63	51	303	73	105	125	303
	36%	34%	37%	35%	33%	39%	34%	38%	38%	30%	36%	27%	39%	41%	35%
Labour	251	114	137	62	95	93	72	71	37	65	251	92	73	86	257
	29%	26%	33%	32%	29%	28%	30%	29%	23%	39%	29%	33%	27%	28%	30%
Liberal Democrats (Lib Dem)	229	133	95	53	98	76	70	69	46	35	229	80	68	81	230
	27%	31%	23%	27%	30%	23%	29%	28%	28%	21%	27%	29%	25%	26%	27%
Other	69	40	29	12	25	32	15	13	20	16	69	31	22	16	69
	8%	9%	7%	6%	8%	10%	7%	5%	12%	10%	8%	11%	8%	5%	8%

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

*=Less than 0.5 %



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Table 2

COMBINED VOTING INTENTION

Q.2 Which party's candidate did you vote for? (Postal votes already cast) - AND -

Q.3(a/b/c) How do you intend to vote in the general election? Will you vote.....? - AND - Q.4. Which party are you most inclined to support?

Base : All

CERTAIN TO VOTE - Including Postal votes already cast

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	930	448	482	214	334	377	253	267	172	196	930	307	279	344	930
Weighted Total	920	472	448	210	344	361	251	262	189	177	920	304	281	335	930
Total voting	741	387	354	190	284	267	209	218	143	140	741	226	234	280	747
Conservative	263	131	133	67	92	105	70	84	55	41	263	57	92	115	263
	36%	34%	37%	35%	32%	39%	33%	38%	38%	29%	36%	25%	39%	41%	35%
Labour	218	100	119	60	83	76	64	62	31	57	218	77	64	78	224
	29%	26%	34%	32%	29%	28%	31%	29%	21%	41%	29%	34%	27%	28%	30%
Liberal Democrats (Lib Dem)	199	121	79	51	87	61	62	62	40	28	199	66	59	74	200
	27%	31%	22%	27%	31%	23%	30%	28%	28%	20%	27%	29%	25%	26%	27%
Scottish Nationalist	12	7	5	4	4	3	1	1	4	3	12	12	-	-	15
	2%	2%	1%	2%	2%	1%	1%	1%	3%	2%	2%	5%	-	-	2%
Plaid Cymru	4	1	2	1	-	3	1	-	-	1	4	-	4	-	4
	*	*	1%	1%	-	1%	1%	-	-	1%	*	-	2%	-	1%
Green Party	9	4	5	-	8	1	3	-	4	3	9	2	4	3	9
	1%	1%	1%	-	3%	*	1%	-	3%	2%	1%	1%	2%	1%	1%
UKIP	22	13	9	3	4	16	6	7	8	2	22	5	10	8	18
	3%	3%	3%	1%	1%	6%	3%	3%	6%	1%	3%	2%	4%	3%	2%
BNP	7	6	1	2	2	2	1	-	1	3	7	5	-	1	7
	1%	2%	*	1%	1%	1%	*	-	1%	2%	1%	2%	-	1%	1%
Other/another candidate	6	4	2	2	3	1	1	2	1	1	6	2	2	1	7
	1%	1%	1%	1%	1%	*	*	1%	*	1%	1%	1%	1%	*	1%
Conservative lead over Labour	45	31	14	7	9	29	6	21	24	-16	45	-19	28	37	39
	6%	8%	4%	4%	3%	11%	3%	10%	17%	-11%	6%	-9%	12%	13%	5%
Undecided/Don't know	67	34	33	13	20	32	14	17	23	11	67	28	13	27	70
	7%	7%	7%	6%	6%	9%	6%	6%	12%	6%	7%	9%	4%	8%	8%
Refused	111	51	60	8	40	61	27	27	23	26	111	50	34	27	112
	12%	11%	13%	4%	12%	17%	11%	10%	12%	15%	12%	16%	12%	8%	12%
Would not vote	*	*	-	-	-	*	-	-	-	*	*	-	*	-	1
	*	*	-	-	-	*	-	-	-	*	*	-	*	-	*

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

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Table 3

COMBINED VOTING INTENTION

Q.2 Which party's candidate did you vote for? (Postal votes already cast) - AND -

Q.3(a/b/c) How do you intend to vote in the general election? Will you vote.....? - AND - Q.4. Which party are you most inclined to support?

Base : All

ALL - Including Postal votes already cast

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	1216	561	655	324	431	456	314	337	224	289	930	402	373	441	1216
Weighted Total	1211	593	618	317	445	444	312	329	248	272	920	403	381	426	1216
Total voting	929	469	460	260	351	318	250	258	184	200	741	297	295	338	925
Conservative	308	148	160	79	112	117	83	93	61	54	263	72	105	131	313
	33%	31%	35%	30%	32%	37%	33%	36%	33%	27%	36%	24%	36%	39%	34%
Labour	293	136	157	90	107	97	77	73	49	88	218	108	91	93	289
	32%	29%	34%	35%	30%	30%	31%	28%	27%	44%	29%	36%	31%	28%	31%
Liberal Democrats (Lib Dem)	242	135	106	73	100	68	73	71	48	41	199	82	68	92	244
	26%	29%	23%	28%	28%	21%	29%	28%	26%	20%	27%	28%	23%	27%	26%
Scottish Nationalist	16	8	8	5	6	5	1	1	8	3	12	16	-	-	18
	2%	2%	2%	2%	2%	2%	1%	1%	4%	2%	2%	5%	-	-	2%
Plaid Cymru	5	2	2	1	-	4	1	-	-	2	4	-	5	-	5
	1%	1%	*	*	-	1%	1%	-	-	1%	*	-	2%	-	1%
Green Party	19	8	12	5	10	3	6	5	5	3	9	5	8	6	15
	2%	2%	3%	2%	3%	1%	2%	2%	3%	2%	1%	2%	3%	2%	2%
UKIP	28	17	11	3	8	17	8	9	9	2	22	5	12	11	21
	3%	4%	2%	1%	2%	5%	3%	4%	5%	1%	3%	2%	4%	3%	2%
BNP	8	8	1	2	2	4	1	1	1	3	7	5	-	3	8
	1%	2%	*	1%	1%	1%	*	*	1%	2%	1%	2%	-	1%	1%
Other/another candidate	10	8	3	2	5	3	1	4	2	4	6	3	5	2	12
	1%	2%	1%	1%	1%	1%	*	1%	1%	2%	1%	1%	2%	1%	1%
Conservative lead over Labour	15	11	4	-11	6	20	6	20	12	-33	45	-37	14	38	24
	2%	2%	1%	-4%	2%	6%	3%	8%	7%	-17%	6%	-12%	5%	11%	3%
Undecided/Don't know	113	48	65	28	36	47	20	29	30	28	67	37	32	44	121
	9%	8%	10%	9%	8%	11%	6%	9%	12%	10%	7%	9%	8%	10%	10%
Refused	118	54	64	10	41	66	30	30	23	27	111	54	36	28	120
	10%	9%	10%	3%	9%	15%	10%	9%	9%	10%	12%	13%	9%	7%	10%
Would not vote	51	22	29	20	18	14	11	12	10	16	*	16	19	16	50
	4%	4%	5%	6%	4%	3%	4%	4%	4%	6%	*	4%	5%	4%	4%

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

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Table 4

Q.1 Can I ask, have you already voted in the general election by post?

Base : All

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	1216	561	655	324	431	456	314	337	224	289	930	402	373	441	1216
Weighted Total	1211	593	618	317	445	444	312	329	248	272	920	403	381	426	1216
Yes, have already voted by post	181 15%	71 12%	110 18%	26 8%	61 14%	94 21%	50 16%	61 19%	28 11%	35 13%	181 20%	72 18%	53 14%	57 13%	193 16%
No, have not already voted by post	1029 85%	522 88%	507 82%	291 92%	384 86%	350 79%	262 84%	267 81%	221 89%	237 87%	738 80%	331 82%	329 86%	369 87%	1023 84%

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Table 5

Q.2 Which party's candidate did you vote for?

Base : All who have already voted by post (at Q.1)

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	193	77	116	39	58	95	55	62	24	44	193	73	59	61	193
Weighted Total	181	71	110	26	61	94	50	61	28	35	181	72	53	57	193
Conservative	47	15	31	8	17	22	16	17	8	4	47	14	14	19	51
	26%	21%	29%	29%	28%	24%	31%	28%	27%	13%	26%	19%	27%	33%	26%
Labour	36	10	27	10	14	12	11	14	2	7	36	17	10	10	38
	20%	14%	24%	38%	23%	13%	22%	23%	8%	21%	20%	23%	18%	18%	20%
Liberal Democrats (Lib Dem)	27	18	10	3	8	17	6	9	4	8	27	13	6	8	30
	15%	25%	9%	10%	13%	18%	12%	14%	13%	22%	15%	18%	11%	15%	16%
Scottish Nationalist	1	-	1	-	1	-	-	-	1	-	1	1	-	-	1
	1%	-	1%	-	2%	-	-	-	5%	-	1%	2%	-	-	1%
Plaid Cymru	1	1	-	-	-	1	1	-	-	-	1	-	1	-	1
	1%	2%	-	-	-	1%	3%	-	-	-	1%	-	3%	-	1%
Green Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UKIP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BNP	1	-	1	1	-	-	-	-	-	1	1	1	-	-	1
	*	-	*	2%	-	-	-	-	-	1%	*	1%	-	-	1%
Other/for another candidate	2	1	1	1	1	-	-	1	-	1	2	1	-	1	2
	1%	1%	1%	4%	1%	-	-	1%	-	3%	1%	1%	-	2%	1%
Don't know	4	3	1	2	-	1	*	1	2	-	4	1	2	1	5
	2%	4%	1%	8%	-	1%	1%	1%	6%	-	2%	1%	4%	2%	3%
Refused	62	24	39	2	20	40	15	20	11	14	62	26	19	17	64
	34%	33%	35%	9%	32%	43%	31%	32%	41%	40%	34%	35%	37%	31%	33%
Would not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 6

Q.3(a/b/c) How do you intend to vote in the general election? Will you vote.....?

Base : All who have not already voted by post

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	1023	484	539	285	373	361	259	275	200	245	737	329	314	380	1023
Weighted Total	1029	522	507	291	384	350	262	267	221	237	738	331	329	369	1023
Conservative	213 21%	107 21%	106 21%	63 21%	80 21%	71 20%	59 22%	64 24%	42 19%	38 16%	183 25%	48 14%	74 22%	92 25%	214 21%
Labour	178 17%	93 18%	86 17%	55 19%	65 17%	58 17%	52 20%	40 15%	31 14%	52 22%	136 18%	63 19%	53 16%	63 17%	178 17%
Liberal Democrats (Lib Dem)	165 16%	93 18%	72 14%	59 20%	74 19%	32 9%	58 22%	49 18%	28 13%	25 11%	138 19%	50 15%	42 13%	73 20%	165 16%
Scottish Nationalist	11 1%	7 1%	4 1%	5 2%	2 1%	5 1%	1 1%	1 *	4 2%	3 1%	8 1%	11 3%	- -	- -	13 1%
Plaid Cymru	3 *	1 *	2 *	1 *	- -	2 1%	- -	- -	- -	2 1%	2 *	- -	3 1%	- -	4 *
Green Party	12 1%	6 1%	7 1%	4 1%	6 1%	3 1%	1 1%	4 1%	5 2%	3 1%	6 1%	4 1%	3 1%	6 2%	9 1%
UKIP	21 2%	17 3%	4 1%	3 1%	7 2%	11 3%	5 2%	7 2%	7 3%	2 1%	17 2%	4 1%	11 3%	6 2%	16 2%
Scottish Socialist Party	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BNP	7 1%	7 1%	- -	2 1%	2 1%	3 1%	- -	1 *	1 1%	3 1%	5 1%	4 1%	- -	3 1%	6 1%
Other/another candidate	4 *	3 1%	1 *	1 *	* *	2 1%	- -	2 1%	1 *	- -	2 *	2 1%	1 *	* *	5 *
Undecided/don't know	269 26%	125 24%	144 28%	70 24%	104 27%	93 27%	51 19%	64 24%	72 33%	70 30%	160 22%	91 28%	95 29%	82 22%	271 26%
Refused	97 9%	44 8%	53 11%	12 4%	26 7%	57 16%	24 9%	23 9%	20 9%	22 10%	81 11%	39 12%	28 9%	30 8%	94 9%
Would not vote	49 5%	21 4%	28 5%	18 6%	18 5%	13 4%	11 4%	12 5%	9 4%	16 7%	- -	16 5%	19 6%	14 4%	48 5%

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Table 7

Q.4. Which party are you most inclined to support?

Base : All undecided or refused at Q3a/b/c, who have not already voted by post

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	365	156	209	80	131	151	76	90	85	96	239	134	116	115	365
Weighted Total	366	168	198	82	130	150	74	88	92	93	240	130	123	112	365
Conservative	48 13%	25 15%	23 12%	9 11%	15 12%	24 16%	9 12%	13 14%	11 12%	11 12%	33 14%	10 8%	17 14%	21 18%	48 13%
Labour	79 22%	34 20%	45 23%	25 31%	27 21%	26 17%	14 18%	19 22%	16 18%	29 31%	46 19%	29 22%	29 23%	21 18%	73 20%
Liberal Democrats (Lib Dem)	49 13%	25 15%	24 12%	12 15%	18 14%	19 13%	9 12%	13 14%	17 18%	8 8%	34 14%	19 15%	20 16%	10 9%	49 13%
Scottish Nationalist	3 1%	1 *	3 1%	- -	3 2%	1 1%	- -	* *	2 2%	1 1%	2 1%	3 3%	- -	- -	4 1%
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Green Party	7 2%	2 1%	5 2%	1 2%	5 4%	1 *	4 6%	1 1%	1 1%	1 1%	3 1%	1 1%	6 5%	- -	6 2%
UKIP	7 2%	- -	7 4%	- -	1 1%	6 4%	2 3%	2 3%	2 2%	- -	6 2%	1 1%	1 1%	5 4%	5 1%
Scottish Socialist Party	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BNP	1 *	1 1%	- -	- -	- -	1 1%	1 1%	- -	- -	- -	1 *	1 1%	- -	- -	1 *
Other/another candidate	5 1%	4 3%	* *	- -	4 3%	1 1%	1 1%	1 1%	1 1%	2 3%	1 1%	1 *	4 3%	* *	5 1%
Undecided	109 30%	46 27%	64 32%	26 32%	36 28%	46 30%	20 27%	28 32%	29 31%	28 31%	64 27%	36 28%	30 24%	44 39%	116 32%
Refused	55 15%	30 18%	25 13%	7 9%	21 16%	25 17%	15 20%	10 11%	12 13%	13 14%	49 20%	28 22%	16 13%	11 9%	56 15%
Would not vote	2 1%	* *	2 1%	2 2%	- -	* *	- -	- -	2 2%	* *	* *	- -	* *	2 1%	2 1%

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Respondent Type : General public GB adults aged 18+ registered to vote

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Table 8

Q.5 And how likely will you be to vote in the 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 (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	1216	561	655	324	431	456	314	337	224	289	930	402	373	441	1216
Weighted Total	1211	593	618	317	445	444	312	329	248	272	920	403	381	426	1216
1 - Absolutely certain not to vote	53 4%	18 3%	35 6%	17 5%	22 5%	14 3%	13 4%	11 3%	10 4%	19 7%	-	21 5%	19 5%	13 3%	52 4%
2	3 *	1 *	2 *	1 *	1 *	1 *	-	1 *	-	1 *	-	1 *	-	2 1%	5 *
3	11 1%	1 *	10 2%	8 3%	1 *	1 *	1 *	2 1%	3 1%	5 2%	-	2 *	2 *	7 2%	11 1%
4	3 *	2 *	1 *	1 *	2 *	* *	2 1%	-	-	1 *	-	1 *	-	2 *	4 *
5	47 4%	23 4%	25 4%	22 7%	8 2%	16 4%	5 2%	13 4%	10 4%	19 7%	-	15 4%	20 5%	13 3%	42 3%
6	16 1%	5 1%	10 2%	7 2%	8 2%	* *	7 2%	1 *	4 2%	3 1%	-	6 1%	2 *	8 2%	17 1%
7	23 2%	11 2%	13 2%	6 2%	10 2%	7 2%	4 1%	7 2%	1 *	10 4%	-	8 2%	12 3%	4 1%	27 2%
8	64 5%	28 5%	36 6%	26 8%	19 4%	19 4%	11 3%	12 4%	22 9%	19 7%	-	25 6%	20 5%	18 4%	63 5%
9	63 5%	29 5%	34 5%	18 6%	28 6%	17 4%	18 6%	18 5%	10 4%	16 6%	-	21 5%	19 5%	24 6%	61 5%
10 - Absolutely certain to vote, or already voted by post	920 76%	472 80%	448 73%	210 66%	344 77%	361 81%	251 80%	262 80%	189 76%	177 65%	920 100%	304 75%	281 74%	335 79%	930 76%
Don't know	8 1%	3 1%	4 1%	-	1 *	6 1%	-	2 1%	-	2 1%	-	-	8 2%	-	4 *

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

*=Less than 0.5 %



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Table 9

Q.6 Have you definitely decided to vote for.....or is there a chance you may change your mind before you vote?

Base : All who have named a party

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	801	393	408	230	298	272	215	220	153	181	623	247	247	307	801
Weighted Total	814	424	389	238	310	265	216	217	169	179	625	251	263	299	801
Definitely decided	564	309	256	166	210	188	156	155	119	114	486	170	159	236	560
	69%	73%	66%	70%	68%	71%	72%	72%	70%	64%	78%	68%	60%	79%	70%
May change mind	242	112	130	70	98	73	58	60	50	62	137	79	99	64	234
	30%	26%	33%	29%	32%	28%	27%	28%	30%	35%	22%	32%	38%	21%	29%
Don't know	7	4	3	2	1	4	2	1	-	3	3	2	5	-	7
	1%	1%	1%	1%	*	1%	1%	*	-	2%	1%	1%	2%	-	1%

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

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Table 10

Q.7 If you do change your mind about voting for this party, which party would you vote for instead?

Base : All who may change mind

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	234	103	131	69	92	73	60	59	49	56	137	76	84	74	234
Weighted Total	242	112	130	70	98	73	58	60	50	62	137	79	99	64	234
Conservative	41 17%	14 13%	27 20%	16 22%	15 15%	11 15%	18 31%	15 25%	5 10%	3 5%	21 15%	12 15%	15 16%	13 21%	42 18%
Labour	43 18%	23 20%	20 15%	16 22%	16 16%	11 15%	10 17%	4 7%	17 34%	12 19%	29 22%	16 20%	17 18%	10 15%	37 16%
Liberal Democrat	62 25%	31 28%	30 23%	16 23%	25 25%	21 28%	12 21%	21 36%	10 20%	16 26%	39 28%	23 29%	25 25%	13 21%	67 29%
Scottish Nationalist	6 2%	2 1%	4 3%	- -	3 3%	3 4%	3 4%	- -	- -	3 5%	2 1%	6 7%	- -	- -	3 1%
Plaid Cymru	1 1%	1 1%	- -	- -	- -	1 2%	- -	- -	1 3%	- -	- -	- -	1 1%	- -	1 *
Green Party	9 4%	4 3%	5 4%	2 3%	1 1%	5 7%	2 3%	1 2%	1 3%	2 3%	5 4%	4 5%	5 5%	- -	7 3%
UK Independence Party	12 5%	9 8%	3 2%	4 6%	5 5%	3 4%	1 1%	4 7%	4 7%	3 5%	6 4%	4 5%	3 3%	5 8%	11 5%
Scottish Socialist Party	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BNP	4 2%	- -	4 3%	2 3%	3 3%	- -	- -	- -	* 1%	4 6%	3 2%	2 2%	2 2%	* 1%	3 1%
Other	9 4%	8 7%	2 1%	2 3%	5 5%	2 3%	- -	3 4%	3 5%	3 5%	5 4%	1 1%	5 5%	4 6%	8 3%
None	3 1%	1 1%	2 2%	- -	3 3%	1 1%	- -	* *	1 1%	2 4%	1 1%	2 2%	- -	1 2%	4 2%
Don't know	52 22%	20 18%	33 25%	12 17%	24 24%	17 23%	13 23%	12 19%	8 16%	13 22%	27 20%	11 13%	25 25%	17 26%	51 22%
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

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Table 11

Q.8 You said you have voted for/would vote for.....? Which of the following statements comes closest to your reasons for voting for/intending to vote for the?

Base : All who gave a party (including postal voters)

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	925	441	484	260	339	325	254	264	167	205	747	293	284	348	925
Weighted Total	929	469	460	260	351	318	250	258	184	200	741	297	295	338	925
It is the party that most represents your views	790 85%	402 86%	388 84%	218 84%	298 85%	274 86%	219 87%	216 84%	155 84%	170 85%	634 86%	250 84%	253 86%	287 85%	785 85%
The party you support has little chance of winning in this constituency so you vote for....to try and keep another party out	93 10%	46 10%	47 10%	34 13%	32 9%	27 8%	22 9%	32 12%	20 11%	17 8%	68 9%	30 10%	26 9%	37 11%	92 10%
Other	37 4%	19 4%	18 4%	7 3%	17 5%	13 4%	7 3%	8 3%	7 4%	12 6%	31 4%	14 5%	13 4%	10 3%	36 4%
No opinion	9 1%	3 1%	6 1%	1 *	5 2%	3 1%	2 1%	1 1%	2 1%	2 1%	8 1%	3 1%	3 1%	3 1%	12 1%

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

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Table 12

Q.9 Which party would you actually prefer to win?

Base : All naming a party other than the party they want to win (including postal voters)

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	92	40	52	32	32	28	25	33	17	15	67	32	27	33	92
Weighted Total	93	46	47	34	32	27	22	32	20	17	68	30	26	37	92
Conservative	5 5%	3 6%	2 5%	2 6%	* 1%	3 10%	3 13%	1 3%	- -	1 7%	2 3%	3 9%	1 2%	2 5%	5 5%
Labour	23 25%	14 32%	9 19%	9 26%	12 38%	2 9%	6 26%	10 31%	5 23%	3 20%	21 31%	8 25%	6 22%	10 27%	20 22%
Liberal Democrat	12 13%	4 8%	8 18%	3 10%	4 12%	5 17%	4 19%	2 8%	1 6%	4 24%	10 15%	3 9%	3 12%	6 17%	11 12%
Scottish Nationalist	* *	- -	* *	- -	- -	* 1%	- -	* 1%	- -	- -	* *	* 1%	- -	- -	1 1%
Plaid Cymru	1 1%	1 3%	- -	- -	- -	1 5%	- -	1 4%	- -	- -	- -	- -	1 5%	- -	1 1%
Green Party	6 6%	2 4%	4 8%	1 3%	4 12%	1 2%	1 3%	1 4%	2 8%	2 13%	6 8%	1 2%	2 6%	3 9%	6 7%
UK Independence Party	5 5%	2 4%	3 7%	1 2%	3 10%	1 5%	- -	1 2%	2 12%	1 8%	4 6%	1 2%	1 3%	3 9%	6 7%
Scottish Socialist Party	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BNP	1 1%	1 3%	- -	- -	1 4%	- -	- -	- -	1 6%	- -	1 2%	- -	1 5%	- -	1 1%
Other	21 22%	10 22%	11 23%	10 28%	6 18%	5 20%	3 15%	9 27%	6 30%	1 9%	13 20%	6 21%	6 24%	8 22%	25 27%
None - CHECK	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know - CHECK	18 19%	8 17%	10 21%	7 21%	2 6%	8 31%	5 20%	7 21%	3 15%	3 20%	9 14%	8 27%	5 20%	4 12%	15 16%
Refused	1 1%	1 2%	- -	1 3%	- -	- -	1 5%	- -	- -	- -	1 2%	1 4%	- -	- -	1 1%

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

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Table 13

Q.10a1 If you thought the....party did not stand much chance of winning in this constituency, do you think you would switch your vote to another party, or would you still vote for the same party?

Base : All naming a party that most represents their views. (Excluding those already voted by post)

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	682	336	346	192	254	235	186	181	131	156	536	208	211	263	682
Weighted Total	694	361	333	199	265	230	188	180	145	152	539	215	225	254	682
Yes, would switch	96 14%	59 16%	36 11%	29 15%	39 15%	27 12%	30 16%	19 11%	17 12%	26 17%	72 13%	29 13%	31 14%	36 14%	94 14%
No, would stick to own party	562 81%	283 78%	279 84%	158 80%	215 81%	188 82%	145 77%	153 85%	126 87%	118 78%	441 82%	176 82%	185 82%	202 80%	556 82%
Don't know/undecided	35 5%	18 5%	17 5%	11 6%	10 4%	14 6%	14 7%	8 4%	2 1%	6 4%	25 5%	11 5%	9 4%	16 6%	31 5%
Refused	1 *	1 *	- -	- -	- -	1 1%	- -	- -	- -	1 1%	1 *	- -	1 1%	- -	1 *

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

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Table 14

Q.10b If you did decide to switch your vote, which party would you change to?

Base : All those who would switch their vote if the party they wanted to vote for stood little chance of winning in their constituency

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	94	52	42	25	37	32	30	19	15	27	71	29	29	36	94
Weighted Total	96	59	36	29	39	27	30	19	17	26	72	29	31	36	94
Conservative	11	7	4	6	3	1	3	4	-	3	9	4	3	4	10
	11%	11%	10%	21%	9%	4%	10%	20%	-	10%	12%	15%	9%	10%	11%
Labour	21	10	11	6	11	4	7	4	6	3	17	4	8	9	22
	22%	17%	31%	22%	28%	13%	23%	23%	32%	13%	23%	15%	25%	25%	23%
Liberal Democrat	39	30	9	13	11	15	15	6	7	10	30	12	12	15	41
	41%	52%	24%	45%	29%	53%	50%	33%	40%	37%	41%	42%	38%	43%	44%
Other	11	5	6	2	8	1	3	2	4	2	9	3	7	2	12
	12%	9%	16%	7%	21%	4%	11%	10%	22%	9%	12%	9%	22%	5%	13%
None of them/would not vote	2	2	-	-	-	2	-	-	-	2	2	-	-	2	1
	2%	3%	-	-	-	6%	-	-	-	7%	2%	-	-	5%	1%
Don't know/undecided	12	5	7	2	5	5	2	3	1	6	7	5	2	5	8
	13%	8%	19%	5%	13%	19%	5%	15%	7%	24%	9%	19%	6%	13%	9%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

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Table 15

Q.11 How important is it to you personally who wins the General Election? Would you say...

Base : All

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	1216	561	655	324	431	456	314	337	224	289	930	402	373	441	1216
Weighted Total	1211	593	618	317	445	444	312	329	248	272	920	403	381	426	1216
Very important	573 47%	290 49%	283 46%	116 36%	219 49%	235 53%	154 50%	165 50%	120 49%	108 40%	510 55%	155 38%	189 50%	229 54%	575 47%
Fairly important	440 36%	211 36%	230 37%	145 46%	164 37%	130 29%	122 39%	126 38%	83 34%	96 35%	321 35%	173 43%	121 32%	147 34%	439 36%
Not very important	96 8%	44 7%	53 9%	33 10%	28 6%	36 8%	22 7%	22 7%	19 8%	29 11%	43 5%	39 10%	32 8%	25 6%	104 9%
Not at all important	66 5%	35 6%	31 5%	17 5%	23 5%	26 6%	10 3%	13 4%	19 8%	23 9%	26 3%	23 6%	27 7%	16 4%	62 5%
No opinion	35 3%	14 2%	21 3%	7 2%	11 2%	16 4%	4 1%	3 1%	6 3%	16 6%	20 2%	14 3%	13 3%	8 2%	36 3%
Combinations - Summary															
Important	1013 84%	501 84%	512 83%	261 82%	383 86%	365 82%	276 89%	291 89%	204 82%	204 75%	831 90%	327 81%	310 81%	376 88%	1014 83%
Not important	163 13%	79 13%	84 14%	49 16%	51 12%	62 14%	32 10%	35 11%	38 15%	52 19%	69 7%	62 15%	59 15%	42 10%	166 14%
Net important	850 70%	422 71%	429 69%	212 67%	332 74%	303 68%	244 78%	256 78%	165 67%	151 56%	762 83%	265 66%	251 66%	334 79%	848 70%

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

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Table 16

Q.12 Who do you think would make the most capable Prime Minister, Gordon Brown, David Cameron or Nick Clegg?

Base : All

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	1216	561	655	324	431	456	314	337	224	289	930	402	373	441	1216
Weighted Total	1211	593	618	317	445	444	312	329	248	272	920	403	381	426	1216
Brown	354 29%	177 30%	176 29%	98 31%	125 28%	130 29%	89 29%	87 27%	75 30%	92 34%	261 28%	134 33%	114 30%	105 25%	342 28%
Cameron	405 33%	195 33%	210 34%	98 31%	142 32%	165 37%	115 37%	122 37%	79 32%	74 27%	335 36%	102 25%	137 36%	166 39%	404 33%
Clegg	225 19%	131 22%	94 15%	83 26%	96 22%	45 10%	60 19%	68 21%	45 18%	43 16%	177 19%	87 21%	63 16%	75 18%	225 19%
Don't know	227 19%	89 15%	138 22%	39 12%	82 18%	103 23%	48 15%	51 16%	49 20%	62 23%	147 16%	80 20%	68 18%	80 19%	245 20%

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

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Table 17

Q.13 Do you think it will be a good thing or a bad thing for the country if no party achieves an overall majority?

Base : All

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	1216	561	655	324	431	456	314	337	224	289	930	402	373	441	1216
Weighted Total	1211	593	618	317	445	444	312	329	248	272	920	403	381	426	1216
Good	366	207	159	99	141	123	105	95	71	85	262	129	111	126	372
	30%	35%	26%	31%	32%	28%	34%	29%	29%	31%	28%	32%	29%	30%	31%
Bad	665	317	347	169	233	263	175	190	136	139	539	210	220	235	665
	55%	54%	56%	53%	52%	59%	56%	58%	55%	51%	59%	52%	58%	55%	55%
Don't know	180	69	111	49	72	58	31	43	41	48	118	65	50	65	179
	15%	12%	18%	15%	16%	13%	10%	13%	16%	18%	13%	16%	13%	15%	15%

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

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Table 18

Q.14 If no party achieves an overall majority, which of these would you prefer..?

Base : All

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote 10 Absolutely certain /Already voted by post	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE		North	Midlands	South	
Unweighted Total	1216	561	655	324	431	456	314	337	224	289	930	402	373	441	1216
Weighted Total	1211	593	618	317	445	444	312	329	248	272	920	403	381	426	1216
The Conservatives and Liberal Democrats working together	328 27%	169 29%	159 26%	85 27%	126 28%	118 27%	106 34%	105 32%	60 24%	45 17%	267 29%	98 24%	100 26%	130 30%	322 26%
Labour and the Liberal Democrats working together	346 29%	181 31%	165 27%	101 32%	130 29%	114 26%	96 31%	88 27%	59 24%	91 34%	267 29%	127 32%	95 25%	124 29%	348 29%
The Conservatives and Labour working together	49 4%	27 5%	22 4%	20 6%	18 4%	11 2%	16 5%	9 3%	9 3%	15 5%	33 4%	17 4%	13 4%	19 4%	50 4%
All three main parties working together	394 33%	177 30%	217 35%	96 30%	149 33%	146 33%	78 25%	100 30%	100 40%	100 37%	281 31%	136 34%	145 38%	113 27%	400 33%
None of these	44 4%	27 4%	18 3%	4 1%	13 3%	27 6%	5 2%	12 4%	12 5%	11 4%	37 4%	13 3%	13 3%	18 4%	44 4%
Other	5 *	1 *	4 1%	1 *	* *	4 1%	- -	1 *	1 *	2 1%	5 1%	4 1%	1 *	1 *	8 1%
Don't know	43 4%	10 2%	33 5%	11 3%	9 2%	24 5%	11 3%	13 4%	8 3%	8 3%	31 3%	8 2%	14 4%	21 5%	44 4%
Combinations - Summary															
Lib Dems plus one other party	674 56%	351 59%	324 52%	186 59%	256 57%	232 52%	202 65%	194 59%	119 48%	136 50%	533 58%	225 56%	195 51%	254 60%	670 55%
Con plus one other party	377 31%	196 33%	181 29%	105 33%	144 32%	129 29%	122 39%	114 35%	68 28%	60 22%	300 33%	115 28%	114 30%	149 35%	372 31%
Lab plus one other party	395 33%	208 35%	187 30%	122 38%	148 33%	125 28%	112 36%	97 30%	68 27%	106 39%	300 33%	144 36%	108 28%	143 34%	398 33%
Lib Dem included at all	1069 88%	528 89%	540 88%	282 89%	405 91%	378 85%	280 90%	294 89%	219 88%	237 87%	815 89%	361 89%	340 89%	367 86%	1070 88%
Con included at all	772 64%	374 63%	398 64%	201 63%	293 66%	274 62%	200 64%	214 65%	168 68%	160 59%	581 63%	251 62%	259 68%	262 62%	772 63%
Lab included at all	790 65%	386 65%	404 65%	218 69%	297 67%	271 61%	190 61%	197 60%	168 68%	206 76%	581 63%	280 69%	253 66%	256 60%	798 66%

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

*=Less than 0.5 %



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Table 19

Q.15 2005 GENERAL ELECTION - Which party did you vote for at the General Election in May 2005? If you are not sure, or did not vote, please say so?

Base : All

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	1216	561	655	324	431	456	314	337	224	289	930	402	373	441	1216
Weighted Total	1211	593	618	317	445	444	312	329	248	272	920	403	381	426	1216
Conservative	262 22%	128 22%	134 22%	45 14%	93 21%	124 28%	72 23%	82 25%	52 21%	42 15%	237 26%	68 17%	82 22%	112 26%	265 22%
Labour	370 31%	194 33%	176 28%	71 22%	167 37%	130 29%	77 25%	99 30%	80 32%	104 38%	287 31%	158 39%	106 28%	106 25%	362 30%
Liberal Democrat	131 11%	70 12%	61 10%	22 7%	55 12%	54 12%	48 16%	36 11%	19 7%	24 9%	119 13%	37 9%	36 9%	59 14%	138 11%
Scottish/Welsh nationalist	12 1%	8 1%	4 1%	3 1%	4 1%	6 1%	4 1%	1 *	2 1%	3 1%	11 1%	10 2%	3 1%	- -	15 1%
Green Party	8 1%	5 1%	3 *	2 1%	1 *	5 1%	3 1%	3 1%	2 1%	- -	7 1%	1 *	2 1%	4 1%	8 1%
UK Independence Party	8 1%	5 1%	3 1%	- -	5 1%	4 1%	2 1%	1 *	2 1%	4 1%	6 1%	2 *	5 1%	2 *	8 1%
BNP	3 *	1 *	2 *	- -	- -	3 1%	- -	2 1%	- -	1 *	3 *	2 1%	- -	1 *	2 *
Other	10 1%	8 1%	3 *	* *	5 1%	5 1%	2 1%	1 *	5 2%	2 1%	9 1%	2 *	7 2%	2 *	13 1%
- Did not vote	185 15%	68 11%	117 19%	83 26%	65 15%	37 8%	51 16%	53 16%	36 15%	41 15%	74 8%	59 15%	59 16%	67 16%	187 15%
- Too young	60 5%	33 6%	28 4%	59 19%	2 *	- -	13 4%	18 5%	10 4%	15 5%	40 4%	17 4%	18 5%	26 6%	59 5%
- Can't remember	112 9%	48 8%	64 10%	31 10%	35 8%	46 10%	25 8%	25 8%	29 12%	27 10%	82 9%	33 8%	48 13%	31 7%	109 9%
- Refused	49 4%	26 4%	23 4%	2 1%	14 3%	31 7%	15 5%	7 2%	11 4%	10 4%	44 5%	16 4%	16 4%	18 4%	50 4%

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

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Table 20

Q16a(1) During the past few weeks, have you...?
... watched any of the leader debates on television?

Base : All

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	1216	561	655	324	431	456	314	337	224	289	930	402	373	441	1216
Weighted Total	1211	593	618	317	445	444	312	329	248	272	920	403	381	426	1216
Yes	866 72%	447 75%	419 68%	221 70%	316 71%	327 74%	246 79%	247 75%	173 70%	172 63%	695 76%	262 65%	282 74%	322 76%	872 72%
No	344 28%	146 25%	199 32%	96 30%	130 29%	117 26%	66 21%	82 25%	75 30%	100 37%	225 24%	141 35%	99 26%	104 24%	344 28%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

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Table 21

Q16a(2) During the past few weeks, have you...?
... had any political leaflets put through your letterbox?

Base : All

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	1216	561	655	324	431	456	314	337	224	289	930	402	373	441	1216
Weighted Total	1211	593	618	317	445	444	312	329	248	272	920	403	381	426	1216
Yes	1121 93%	552 93%	570 92%	276 87%	415 93%	426 96%	299 96%	309 94%	225 91%	240 88%	865 94%	380 94%	356 93%	385 90%	1124 92%
No	84 7%	38 6%	46 7%	39 12%	28 6%	17 4%	12 4%	19 6%	22 9%	29 11%	52 6%	22 6%	24 6%	38 9%	85 7%
Don't know	6 *	4 1%	2 *	2 1%	2 1%	1 *	1 *	- -	1 *	3 1%	2 *	1 *	1 *	3 1%	7 1%

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

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Table 22

**Q16a(3) During the past few weeks, have you...?
... been called on by a representative of any political party?**

Base : All

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	1216	561	655	324	431	456	314	337	224	289	930	402	373	441	1216
Weighted Total	1211	593	618	317	445	444	312	329	248	272	920	403	381	426	1216
Yes	251 21%	117 20%	134 22%	57 18%	93 21%	101 23%	72 23%	63 19%	49 20%	58 21%	208 23%	64 16%	61 16%	125 29%	254 21%
No	952 79%	474 80%	479 77%	259 82%	350 79%	339 76%	237 76%	262 80%	199 80%	213 78%	705 77%	336 83%	319 84%	297 70%	956 79%
Don't know	7 1%	2 *	5 1%	2 1%	2 *	3 1%	3 1%	4 1%	- -	1 *	6 1%	3 1%	1 *	3 1%	6 *

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

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Table 23

**Q16a(4) During the past few weeks, have you...?
... been telephoned by a representative of any political party?**

Base : All

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	1216	561	655	324	431	456	314	337	224	289	930	402	373	441	1216
Weighted Total	1211	593	618	317	445	444	312	329	248	272	920	403	381	426	1216
Yes	60 5%	34 6%	26 4%	7 2%	20 4%	33 8%	14 4%	19 6%	9 4%	14 5%	51 6%	21 5%	16 4%	23 5%	62 5%
No	1148 95%	558 94%	590 95%	310 98%	425 96%	409 92%	298 96%	307 93%	239 96%	257 95%	867 94%	382 95%	363 95%	403 95%	1150 95%
Don't know	3 *	1 *	2 *	1 *	- -	2 *	- -	2 1%	- -	1 *	2 *	1 *	2 *	- -	4 *

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

*=Less than 0.5 %



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Table 24

Q.16b(2) Which party/parties was that?

Base : All who received leaflets

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	1124	518	606	281	402	436	295	316	203	260	870	375	347	402	1124
Weighted Total	1121	552	570	276	415	426	299	309	225	240	865	380	356	385	1124
Conservative	879	435	443	197	336	342	242	246	180	175	708	271	287	321	890
	78%	79%	78%	71%	81%	80%	81%	80%	80%	73%	82%	71%	80%	83%	79%
Labour	853	418	435	197	330	323	225	243	165	181	663	307	277	270	852
	76%	76%	76%	71%	79%	76%	75%	79%	73%	75%	77%	81%	78%	70%	76%
Liberal Democrat	810	420	390	179	313	314	226	227	164	158	655	261	251	298	800
	72%	76%	68%	65%	75%	74%	76%	74%	73%	66%	76%	69%	70%	78%	71%
Other	518	255	263	105	207	203	140	155	118	79	411	178	176	164	535
	46%	46%	46%	38%	50%	48%	47%	50%	52%	33%	47%	47%	49%	43%	48%

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

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Table 25

Q.16b(3) Which party/parties was that?

Base : All who have been called on by a representative of any political party

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	254	113	141	57	95	101	74	63	46	60	207	67	70	117	254
Weighted Total	251	117	134	57	93	101	72	63	49	58	208	64	61	125	254
Conservative	118	53	64	29	36	53	32	33	25	22	103	21	34	62	123
	47%	45%	48%	51%	39%	52%	44%	53%	50%	38%	49%	33%	55%	50%	48%
Labour	94	54	40	15	39	39	30	18	12	31	76	33	24	36	98
	37%	46%	30%	27%	42%	38%	41%	28%	24%	54%	36%	52%	39%	29%	39%
Liberal Democrat	71	26	45	22	30	19	28	14	15	12	61	18	19	34	74
	28%	22%	33%	39%	32%	18%	39%	22%	31%	21%	30%	28%	31%	27%	29%
Other	20	7	14	7	3	10	*	6	7	6	16	5	3	12	22
	8%	6%	10%	13%	3%	10%	*	9%	14%	11%	8%	8%	5%	10%	9%

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

Source : Ipsos MORI (J10-015904)

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Table 26

Q.16b(4) Which party/parties was that? ... been telephoned by a representative of any political party?

Base : All who have been telephoned by a representative of any political party?

	Total (Wgtd.)	Gender		Age			Social Class				Likelihood to vote	Region			Unweighted Total
		Male	Female	18-34	35-54	55 or more	AB	C1	C2	DE	10 Absolutely certain /Already voted by post	North	Midlands	South	
Unweighted Total	62	33	29	7	20	35	16	16	10	17	54	25	16	21	62
Weighted Total	60	34	26	7	20	33	14	19	9	14	51	21	16	23	62
Conservative	23 39%	13 38%	11 40%	3 39%	6 31%	14 43%	9 62%	5 25%	5 55%	4 25%	22 43%	6 27%	4 27%	13 58%	27 44%
Labour	23 39%	16 46%	8 29%	3 41%	10 52%	10 30%	5 33%	7 34%	3 32%	9 64%	20 40%	11 52%	7 41%	6 25%	23 37%
Liberal Democrat	13 21%	8 24%	5 17%	1 17%	5 23%	7 21%	2 15%	8 41%	1 11%	2 12%	10 20%	3 16%	3 19%	6 27%	13 21%
Other	7 12%	3 8%	4 16%	* 3%	2 10%	5 15%	1 8%	1 7%	* 3%	2 15%	5 9%	2 9%	5 29%	1 3%	7 11%

Fieldwork dates : 5th May 2010

Respondent Type : General public GB adults aged 18+ registered to vote

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