

Ipsos MORI – Final Election Poll

Fieldwork: 5 May 2010

CON 36% (+3); LAB 29% (-7); LIB DEM 27% (+5)

Technical Details

Ipsos MORI interviewed a representative sample of 1,216 adults across Great Britain aged 18+ who also say they are registered to vote. Interviews were conducted by telephone on 5th May 2010. Data are weighted to match the profile of the population.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (*) denotes any value of less than half a per cent.

In this final poll, which is our forecast for the final election outcome, Ipsos MORI’s voting intention figures are based only on the responses of the 930 respondents who said that they were "absolutely certain to vote" or that they had already voted by post.

In these final projection figures, adjustments were also made to account for those respondents who said they were certain to vote or had voted, but refused to say which party they supported (calculated on the basis of respondents' newspaper readership). This adjustment made no difference to the topline voting intention figures.

Three quarters, 76%, say they are ‘absolutely certain to vote’ or have already voted by post in the General Election.

FINAL POLL HEADLINE VOTING INTENTION

Q1 **Have you already voted in the general election by post?**

Q2 **Which party’s candidate did you vote for?**

Q3 **How do you intend to vote in the general election on Thursday/tomorrow?**

IF UNDECIDED OR REFUSED AT Q3

Q4 **Which party are you most inclined to support?**

Base: All absolutely certain to vote or who have already voted by post (930)

	%
Conservative	36
Labour	29
Liberal Democrats (Lib Dem)	27
Other	8

CERTAINTY OF VOTING

Q5 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 means that you would be absolutely certain not to vote?*

Base: All including those who have voted by post (1,216)

	%
10 – absolutely certain to vote	76
9	5
8	5
7	2
6	1
5	4
4	*
3	1
2	*
1 – absolutely certain not to vote	4
Don't know	1
Refused	0

***However, our turnout estimate based on experience from previous elections is 66% because of the failure of some people to follow through on their given turnout intentions**

Q6 Have you definitely decided to vote for the [PARTY] or is there a chance you may change your mind before you vote?

Base: All naming a party, excluding those who have voted by post (801)

	April 2005	April 2010	May 2010
	%	%	%
Definitely decided	63	50	69
May change mind	36	49	30
Don't know	1	1	1

Q7 If you do change your mind about voting for this party, which party would you vote for instead?

Base: All naming a party who but may change their mind (234)

	%
Conservative	17
Labour	18
Liberal Democrats (Lib Dem)	25
Scottish/Welsh Nationalist	3
Green Party	4
UK Independence Party	5
British National Party	2
Scottish Socialist Party	0
Other	4
None/Would not vote	1
Don't know/Undecided	22
Refused	0

TACTICAL VOTING

Q8 You said you have voted for/would vote for/are inclined to support [PARTY]. Which of the following statements comes closest to your reasons for intending to vote for them?

Base: All naming a party, including those who have voted by post (928)

	April 2005	April 2010	May 2010
	%	%	%
It is the party that most represents your views	80	73	85
The party you support has little chance of winning in this constituency so you vote for the (INSERT) party to try and keep another party out	12	14	10
Other		10	4
No opinion	8	3	1

Q9 Which party would you actually prefer to win?

Base: All naming a party and who are voting tactically (at Q8), including those who have voted by post (92)

	%
Conservative	5
Labour	25
Liberal Democrats (Lib Dem)	13
Scottish/Welsh Nationalist	1
Green Party	6
UK Independence Party	5
British National Party	1
Scottish Socialist Party	0
Other	22
Don't know/Undecided	19
Refused	1

Q10a. 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 still vote for the same party?

Base: All naming a party and not voting tactically (at Q8), excluding those who have voted by post (682)

	%
Yes, would switch	14
No, would stick to own party	81
Don't know/undecided	5
Refused	*

Q10b. If you did decide to switch your vote, which party would you change to?

Base: All who would switch at Q10a (94)

	%
Conservative	11
Labour	22
Liberal Democrat	41
Other	12
None of them/would not vote	2
Don't know/undecided	13
Refused	0

NEXT GENERAL ELECTION

Q11 How important is it to you personally who wins the general election?

Base: All (1,216 British adults 18+)

	Dec 2009 %	Jan 2010 %	Feb 2010 %	Mar 2010 %	April 2010 %	May 2010 %
Very important	40	32	36	36	39	47
Fairly important	30	37	34	34	39	36
Not very important	18	20	20	20	13	8
Not at all important	9	8	7	7	5	5
No opinion	3	3	4	4	3	3
Very/fairly important	70	69	70	70	78	83
Not very/at all important	27	28	27	27	18	13
Net important	+43	+41	+43	+43	+60	+70

Q12 Who do you think would make the most capable Prime Minister, Gordon Brown, David Cameron or Nick Clegg?

Base: All (1,216 British adults 18+)

	Sept 2009 %	Feb 2010 %	May 2010 %
Gordon Brown	24	29	29
David Cameron	41	38	33
Nick Clegg	16	12	19
None/Don't Know	19	20	19

Q13 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 (1,216 British adults 18+)

	%
Good thing	30
Bad thing	55
Don't know	15

Q14 If no single party achieves an overall majority, which of these would you prefer?

Base: All (1,216 British adults 18+)

	%
The Conservatives and Liberal Democrats working together	27
Labour and the Liberal Democrats working together	29
The Conservatives and Labour working together	4
All three main parties working together	33
None of these	4
Other	*
Don't know	4

Q15 Which party did you vote for at the General Election in May 2005?

	%
Conservative	22
Labour	31
Liberal Democrats (Lib Dem)	11
Scottish/Welsh Nationalist	1
Green Party	1
UK Independence Party	1
British National Party	*
Scottish Socialist Party	0
Other	1
Did not vote	15
Too young	5
Can't remember	9
Refused	4

CAMPAIGN PENETRATION

Q16 During the past few weeks, have you...?

	Yes	No	Don't know
Base: All (1,216 British adults 18+)			
...watched any of the leader debates on television?	72	28	0

Q17 During the past few weeks, have you...?

	Yes, Cons. %	Yes, Labour %	Yes, Lib Dem %	Yes, Other %	No	Don't know
Base: All (1,216 British adults 18+)						
...had any political leaflets put through your letterbox?						
May 2001	43	40	26	10	30	1
May 2005	71	71	65	29	10	1
May 2010	73	70	67	43	7	*
...been called on by a representative of any political party?						
May 2001	6	7	2	1	85	1
May 2005	10	8	6	2	79	1
May 2010	10	8	6	2	79	1
...been telephoned by a representative of any political party?						
May 2001	2	3	0	0	95	0
May 2005	3	3	1	*	92	1
May 2010	2	2	1	1	95	*