



Final Poll for Evening Standard

5th May 2010

Ipsos MORI

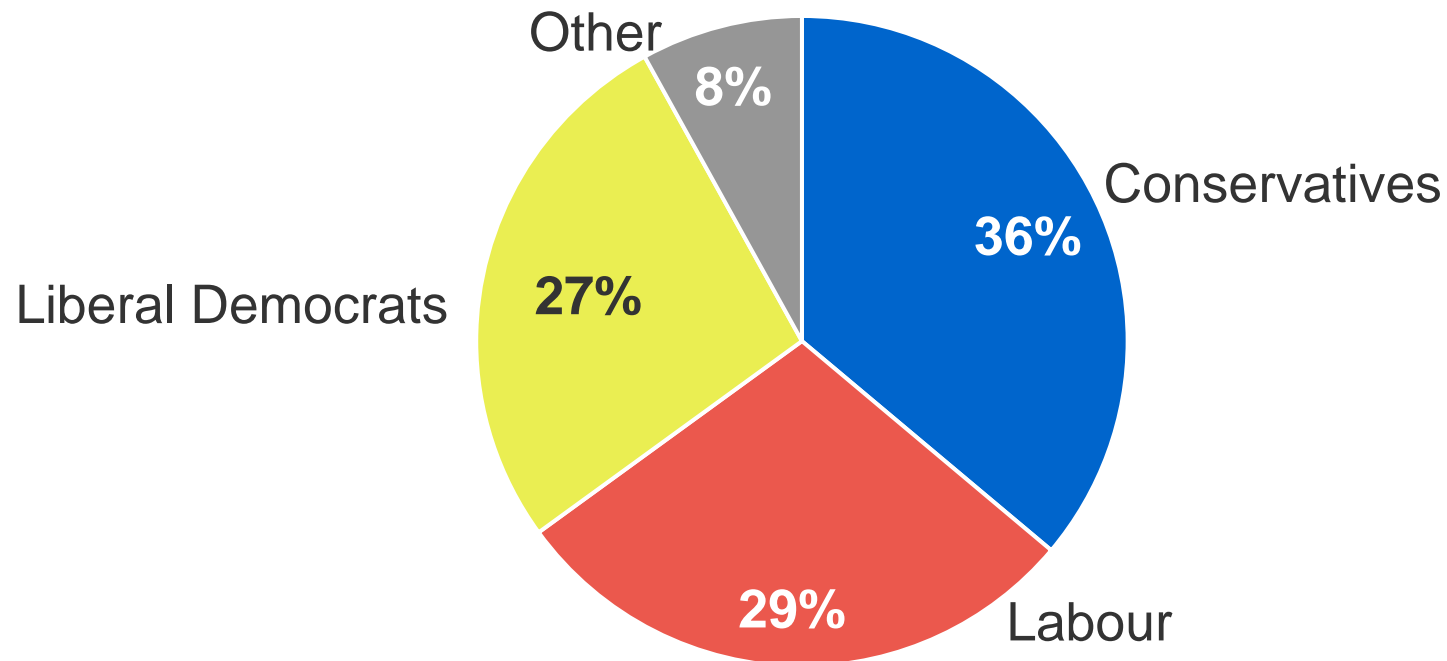




Voting Intentions

Voting Intention

Q. "How do you intend to vote in the general election tomorrow?"

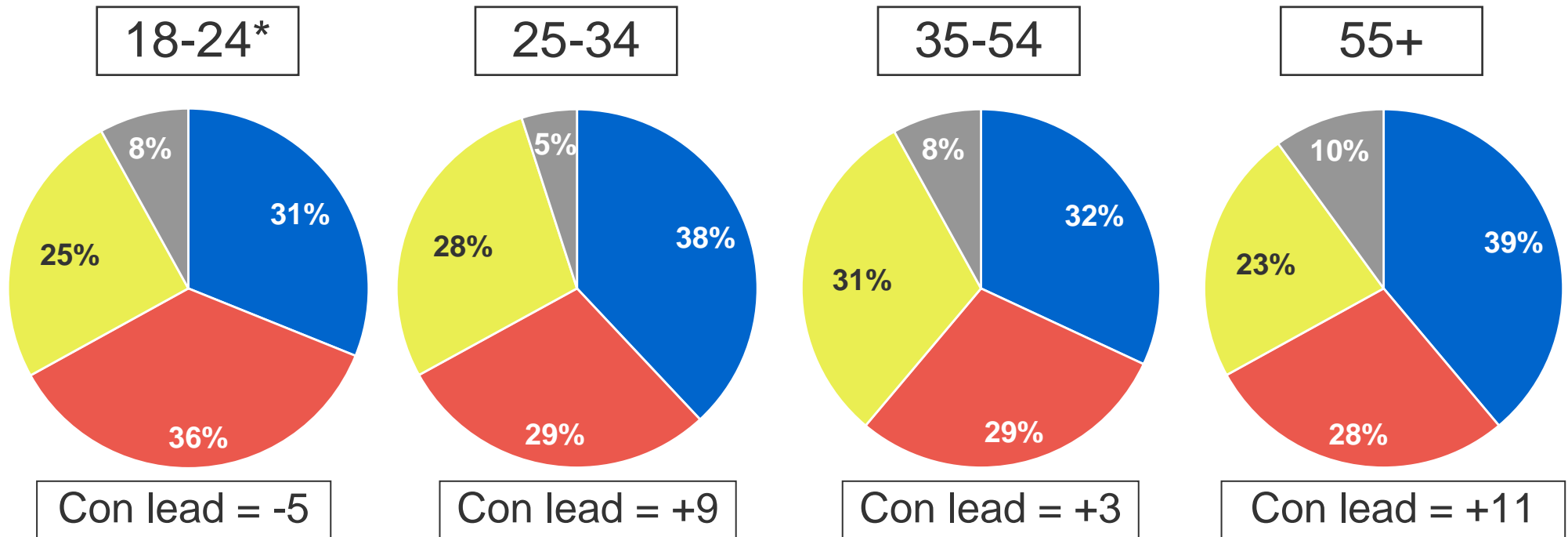


Conservative lead = +7

Voting Intention by age

Q. "How do you intend to vote in the general election tomorrow?"

■ Conservatives ■ Labour ■ Liberal Democrats ■ Other



Base: 930 British adults 18+, certain to vote or already voted by post, interviewed by telephone on 5th May 2010

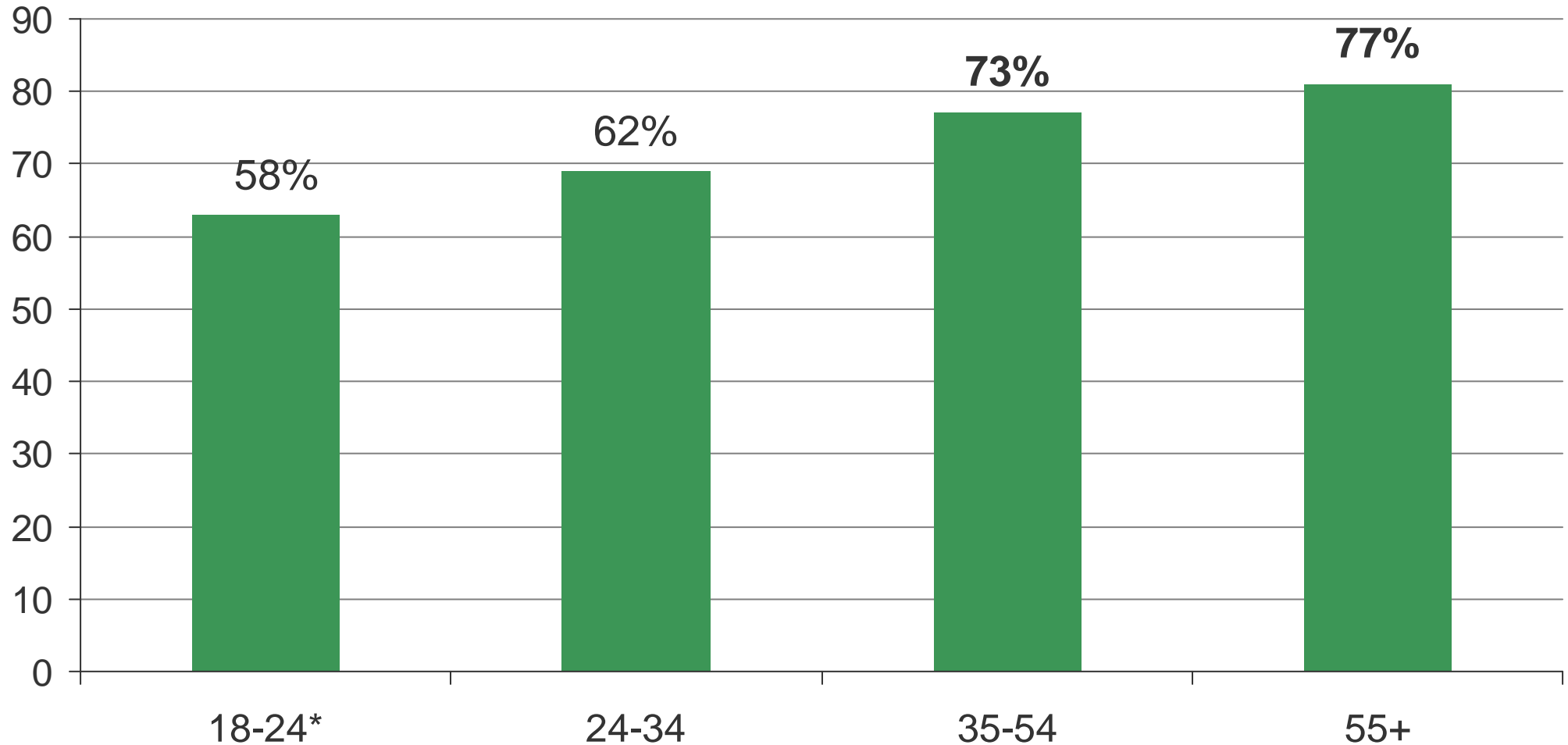
18-24: 76; 25-34: 138; 35-54: 334; 55+: 377

Source: Ipsos MORI

*Note small base size

All '10 out of 10' certain to vote, by age

Q. "And how likely will you be to vote in the general election, on a scale of 1 to 10, where 10 means you are absolutely certain to vote and 1 means that you will be absolutely certain not to vote?"



Base: 1,216 British electors 18+, by telephone, 5th May 2010 (18-24: 76; 25-34: 138; 35-54: 334; 55+: 377)

*Note small base size

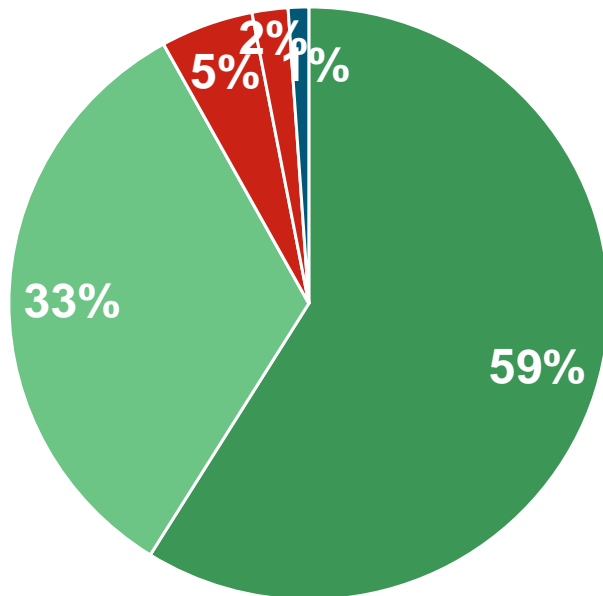
Source: Ipsos MORI

Importance of election result

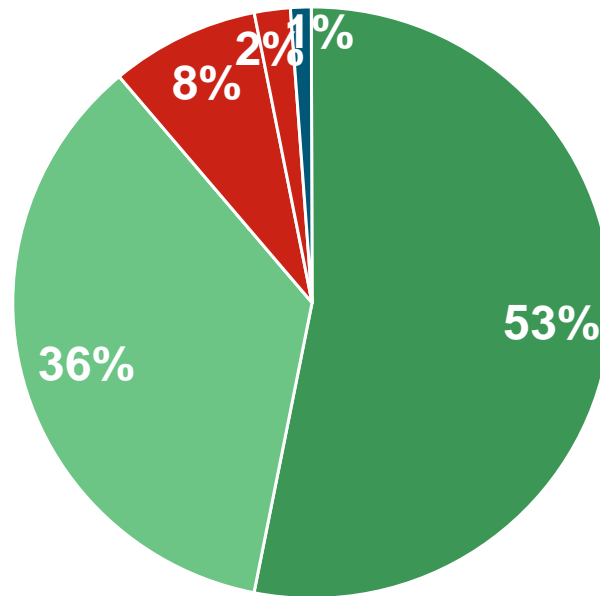
Q. "How important is it to you personally who wins the next General Election?"

Very important Fairly important Not very important Not at all important No opinion

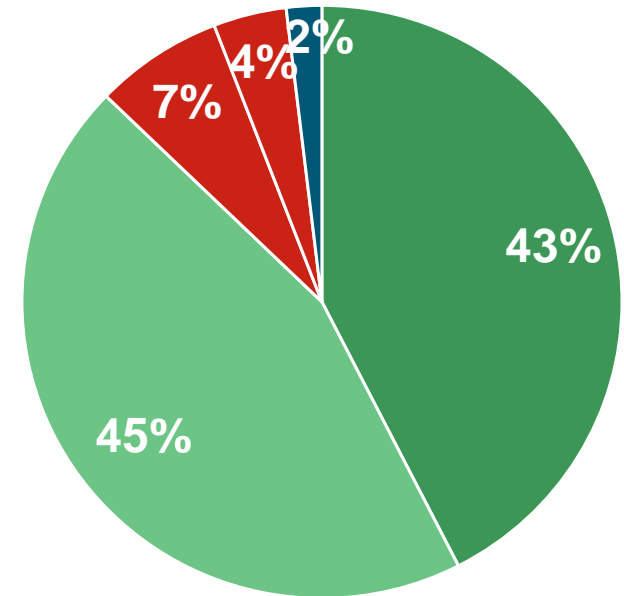
Conservative voters



Labour voters



Lib Dem voters



Base: British electors naming one of the three main parties, by telephone, 5th May 2010
Conservatives: 313; Labour: 289; Liberal Democrats: 244

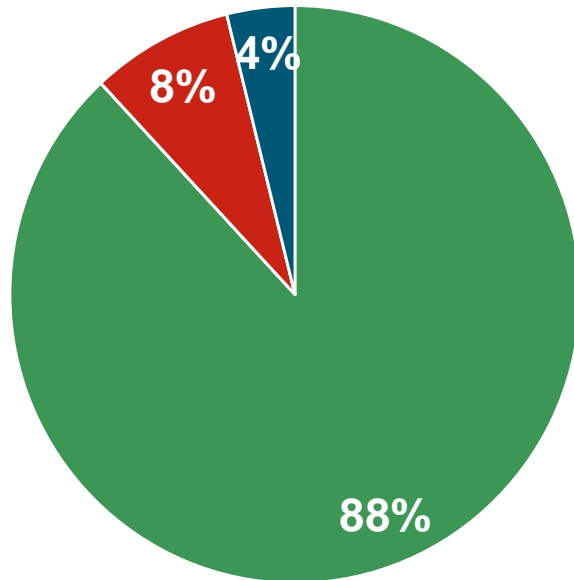
Source: Ipsos MORI

Lib Dems are more likely to vote tactically

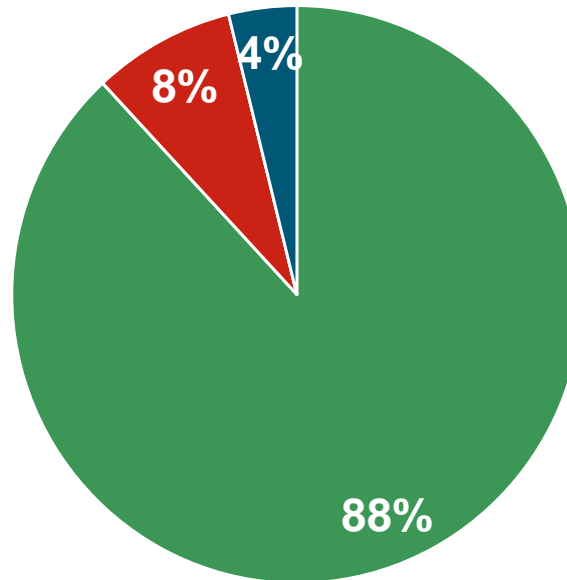
Q. "You said you would vote for ... Which of the following statements comes closest to your reasons for intending to vote for the ... party?"

- It is the party that most represents your views
- The party you support has little chance of winning in this constituency so you vote for the ... party to try and keep another party out
- Other/No opinion

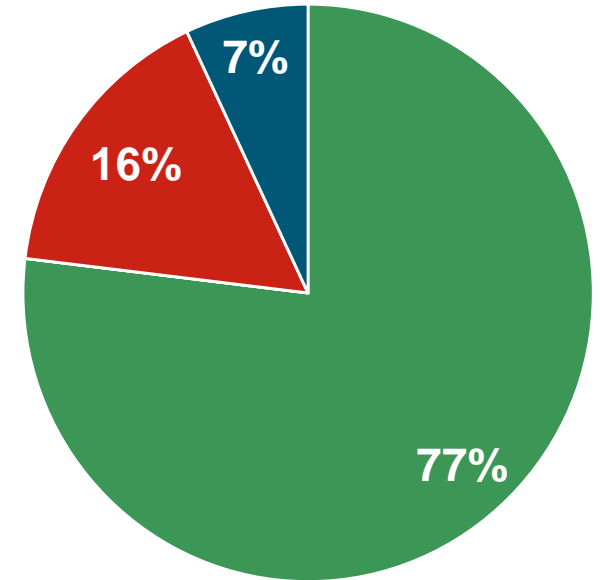
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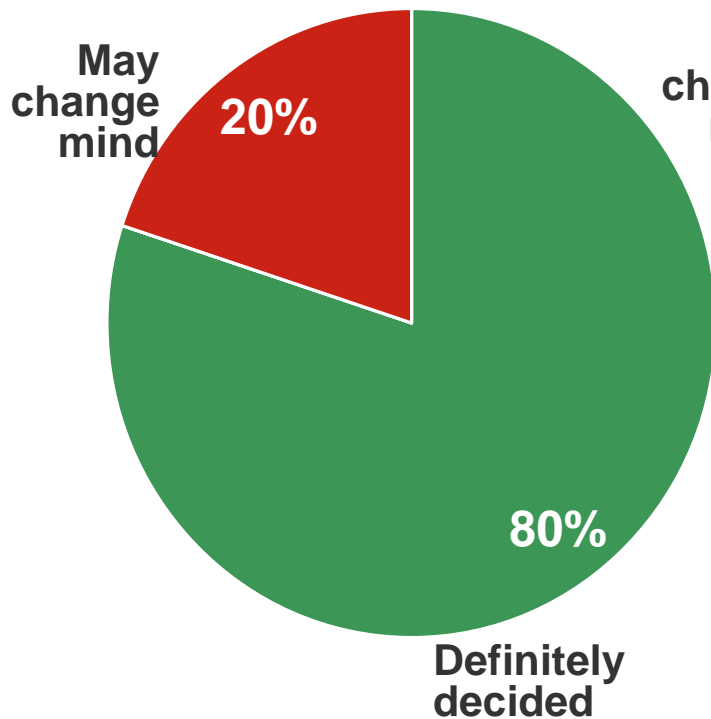
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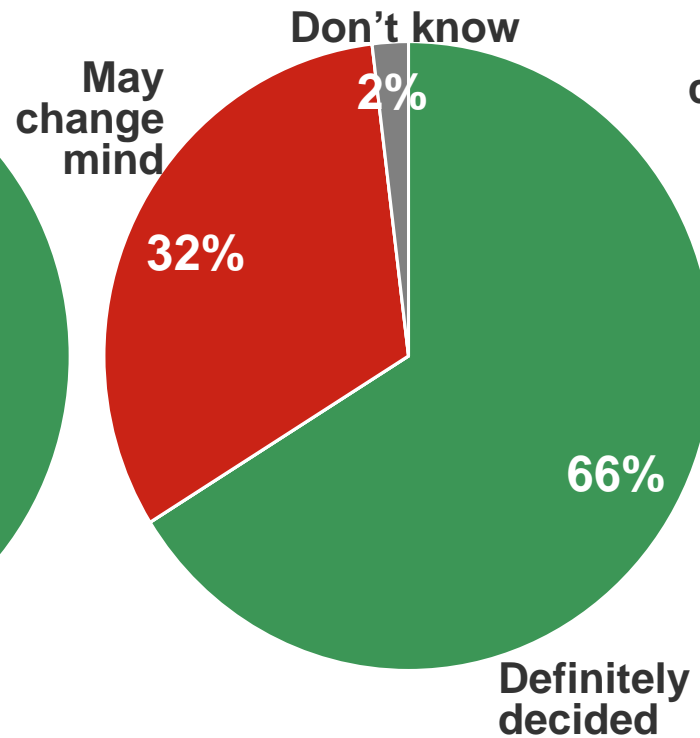
More Conservatives are 'definitely decided'

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

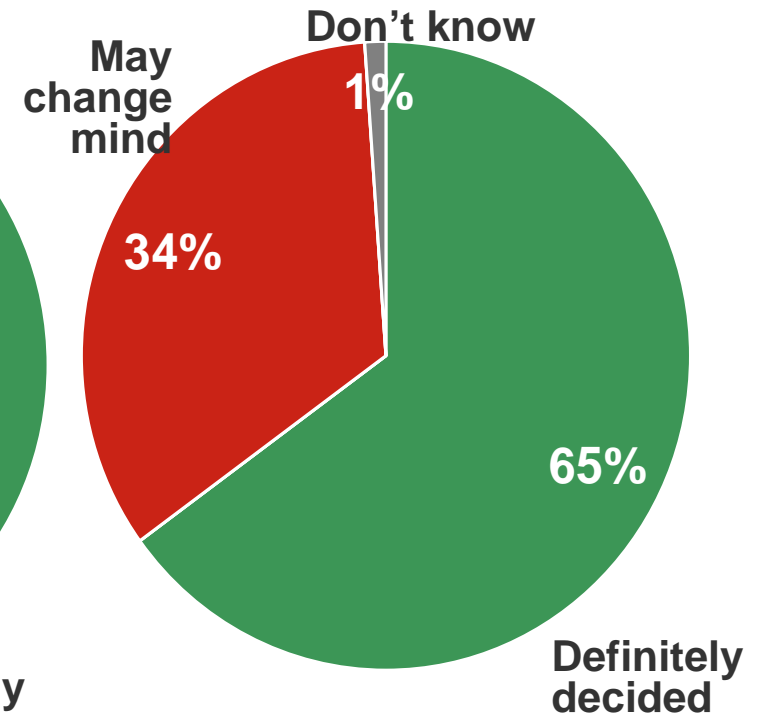
Conservative voters



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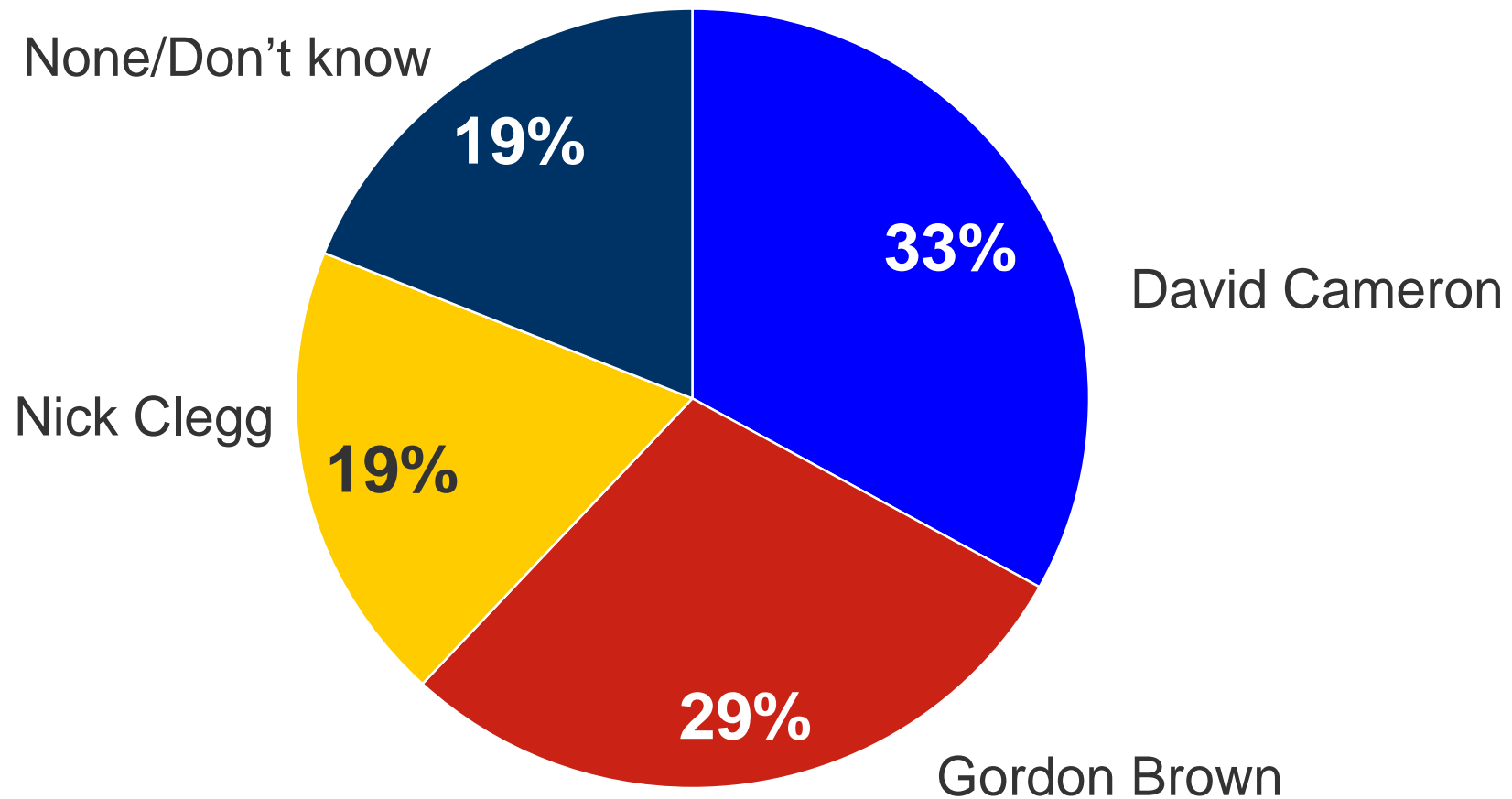


Base: British electors naming one of the three main parties, excluding those who have voted by post, interviewed by telephone, 5th May 2010 (Conservatives: 313; Labour: 289; Liberal Democrats: 244)

Source: Ipsos MORI

Most Capable Prime Minister

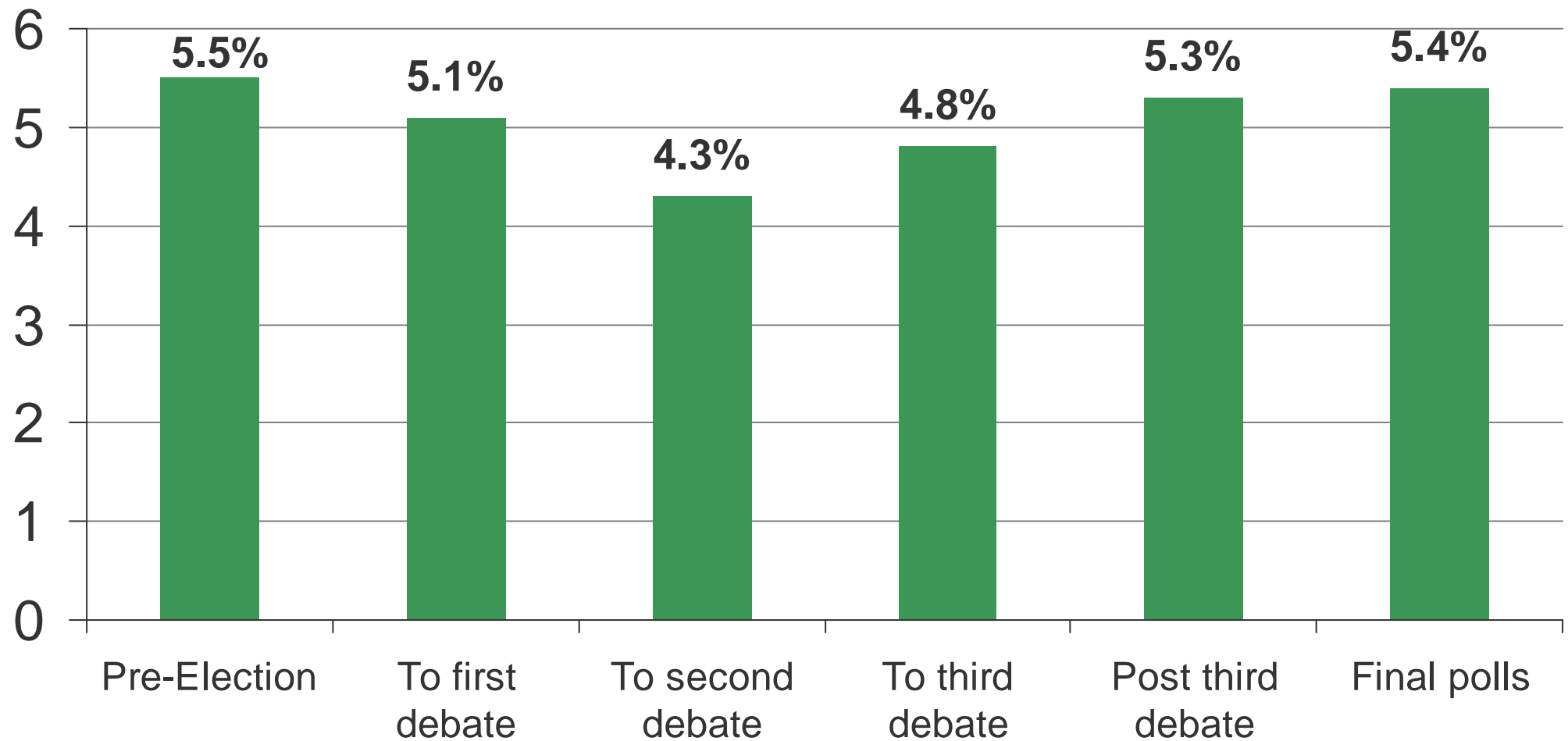
Q. “Who do you think would make the most capable Prime Minister, Gordon Brown, David Cameron, or Nick Clegg?”



Base: 1,216 British electors 18+, by telephone, 5th May 2010

Source: Ipsos MORI

Average of polls: Swing to Tories



Source: Ipsos MORI