

ICM Poll for The Guardian

Fieldwork dates: 9th-11th April 2010

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method: Within each government office region, a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

Sample size: 1,024

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status, number of cars in the household and whether or not the respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 36,000 random face-to-face interviews conducted annually.

The data were further weighted by declared votes in the 2005 general election. The weighting scheme is designed as follows:

Weighting by past votes

- 1. Respondents are asked whether they voted in the last general election and if they did, which party they voted for.
- 2. The sample is weighted by demographics (age, sex, tenure etc). However, after such weighting the declared past votes may not match, exactly, the results of the last election. Partly this is because demographics (by which ICM control the sample) are relatively poorly correlated with vote behaviour. Nevertheless past vote weighting has to be used with caution as some people genuinely forget how they voted. We cannot simply weight the data to the actual results last time.

- 3. ICM takes the declared past votes on any new poll and adds it to the 25 or so most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme.
- 4. ICM compares the declared past votes derived in 3) above to the actual result of the last general election and gives a weight of 80% to the results of the last election and 20% to the average of the most recent polls, thereby assuming that most of the difference can be attributed to political imbalance in the sample and to faulty recall.

Weighting for turnout

- 1. ICM ask respondents to say how likely it is that they will go and vote in a new general election using a ten points scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote.
- 2. We then weight people by their anticipated turnout. If someone is 10/10 certain to vote, they are given a weight of 1.0. If someone is 9/10 certain to vote they are given a weight of 0.9 etc. People who tell us they are likely to vote in the next General Election but did not vote in the last, are further down-weighted. If someone says they are 10/10 certain to vote but did not vote in 2005, they are given a weight of 0.5. If they say 9/10 certainty, the weight becomes 0.45 etc.

Voting intentions: ICM derives vote intentions from 2 questions.

First of all respondents are asked how likely it is that they would be to go and vote in a new election.

Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2005 and which party they voted for in that election. The vote figures shown in the table are calculated after ICM has excluded those who say they will not vote, refuse to answer the question or don't know who they would vote for. The figures are adjusted for turnout calculated accordingly to their stated intentions to vote.

In a further step, ICM add 50% of those who refuse to answer the vote intention question or say they don't know to the party they voted for in 2005.

The analysis by vote intention shown on each table is taken from table 1, ie before adjusting for refusers and don't knows.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published.

Further enquiries: martin.boon@icmresearch.co.uk

British Polling Council: ICM is a member of the British Polling Council and abides by its rules. http://www.britishpollingcouncil.org/

Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 1

Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?

| | | | Ger | | | Αg | je | | | Social | Class | | | Voting In | | | | n 2005 G Election | | | Region | |
|---------------------|------|------------|------------|-------------|-----------|-----------|------------|------------|------------|------------|-----------|------------|------------|------------|-------------|-----------|------------|----------------------|------------|------------|---------------|------------|
| | | _Total_ | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | Lib Dem_ | Other | Con | Lab | Lib Dem | North | Mid- lands | South |
| Unweighted base | | 1024 | 454 | 570 | 78 | 144 | 591 | 211 | 307 | 304 | 167 | 246 | 223 | 234 | 131 | 85 | 167 | 274 | 116 | 359 | 316 | 349 |
| Weighted base | | 1024 | 499 | 525 | 118 | 159 | 524 | 223 | 282 | 296 | 214 | 232 | 241 | 217 | 133 | 79 | 195 | 225 | 128 | 343 | 329 | 353 |
| Certain to vote | (10) | 564 55% | 262 53% | 301 57% | 33 28% | 69 43% | 308 59% | 154 69% | 187 66% | 174 59% | 92 43% | 111 48% | 162 67% | 131 61% | 80 60% | 55 69% | 151 78% | 144 64% | 90 70% | 190 56% | 185 56% | 189 54% |
| | (9) | 58 6% | 31 6% | 27 5% | 8 7% | 7 4% | 28 5% | 15 7% | 19 7% | 12 4% | 8 4% | 19 8% | 16 7% | 17 8% | 12 9% | 1 2% | 8 4% | 18 8% | 9 7% | 14 4% | 19 6% | 24 7% |
| | (8) | 75 7% | 30 6% | 45 9% | 20 17% | 15 9% | 33 6% | 7 3% | 13 4% | 24 8% | 20 10% | 18 8% | 22 9% | 20 9% | 9 7% | 3 4% | 14 7% | 14 6% | 8 6% | 21 6% | 25 8% | 30 8% |
| | (7) | 59 6% | 39 8% | 20 4% | 8 7% | 16 10% | 27 5% | 8 4% | 13 5% | 18 6% | 15 7% | 14 6% | 12 5% | 18 8% | 6 4% | 3 4% | 7 3% | 11 5% | 6 5% | 25 7% | 17 5% | 17 5% |
| | (6) | 26 3% | 10 2% | 16 3% | 3 3% | 3 2% | 17 3% | 2 1% | 7 2% | 8 3% | 6 3% | 5 2% | 6 3% | 6 3% | 7 5% | 2 2% | 4 2% | 7 3% | - | 5 1% | 9 3% | 12 3% |
| | (5) | 80 8% | 38 8% | 42 8% | 12 10% | 15 9% | 40 8% | 13 6% | 17 6% | 22 7% | 21 10% | 20 9% | 17 7% | 16 7% | 15 11% | 9 12% | 7 4% | 13 6% | 12 9% | 28 8% | 20 6% | 31 9% |
| | (4) | 13 1% | 11 2% | 2 | 2 1% | 3 2% | 9 2% | - | 2 1% | 3 1% | 7 3% | 2 1% | 2 1% | 2 1% | 3 2% | 1 1% | - | 3 1% | 1 1% | 7 2% | 5 1% | 1 |
| | (3) | 11 1% | 6 1% | 5 1% | 1 1% | 5 3% | 4 1% | - | 3 1% | 3 1% | 4 2% | 2 1% | 2 1% | 3 1% | 1 1% | 2 2% | 1 | - | - | 5 2% | 3 1% | 3 1% |
| | (2) | 16 2% | 9 2% | 7 1% | 2 2% | 1 1% | 8 1% | 5 2% | 3 1% | 3 1% | 5 2% | 5 2% | 2 1% | 3 2% | 1 | 2 3% | 2 1% | 5 2% | - | 3 1% | 7 2% | 6 2% |
| Certain not to vote | (1) | 113 11% | 60 12% | 54 10% | 28 23% | 24 15% | 49 9% | 12 6% | 18 6% | 28 9% | 34 16% | 33 14% | - | - | - | - | 1 | 9 4% | 1 1% | 40 12% | 37 11% | 36 10% |
| Refused | | 4 | 2 | 2 | - | 1 | 1 | 2 1% | 1 | 1 | 1 | 1 1% | - | - | - | - | - | 1 1% | - | 1 | 1 | 2 1% |
| Don't know | | 5 * | 2 | 3 1% | - | - | 1 | 4 2% | - | 1 | 2 1% | 2 1% | - | - | - | - | - | - | 1 1% | 2 1% | 2 | 1 |
| Mean | | 7.84 | 7.67 | 8.00 | 6.35 | 7.15 | 8.04 | 8.70 | 8.52 | 8.07 | 7.00 | 7.49 | 8.97 | 8.74 | 8.67 | 8.63 | 9.29 | 8.62 | 9.08 | 7.75 | 7.89 | 7.89 |
| Standard deviation | | 3.10 | 3.18 | 3.02 | 3.50 | 3.31 | 2.98 | 2.59 | 2.66 | 2.95 | 3.40 | 3.29 | 1.81 | 1.96 | 2.00 | 2.33 | 1.63 | 2.46 | 1.78 | 3.17 | 3.12 | 3.03 |
| Standard error | | 0.10 | 0.15 | 0.13 | 0.40 | 0.28 | 0.12 | 0.18 | 0.15 | 0.17 | 0.27 | 0.21 | 0.12 | 0.13 | 0.17 | 0.25 | 0.13 | 0.15 | 0.17 | 0.17 | 0.18 | 0.16 |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 2

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?

Base: All respondents

| | | Ger | nder | | Ag | ge | | | Social | Class | | | Voting I | ntention | | | 2005 G Election | | | Region | |
|---------------------------------|------------|------------|-------------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-------------|-------------|-------------|-----------|------------|--------------------|------------|-----------|---------------|------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | <u>C1</u> | C2 | DE | Con | _Lab_ | Lib Dem | Other | Con | _Lab_ | Lib Dem | North | Mid- lands | South |
| Unweighted base | 1024 | 454 | 570 | 78 | 144 | 591 | 211 | 307 | 304 | 167 | 246 | 223 | 234 | 131 | 85 | 167 | 274 | 116 | 359 | 316 | 349 |
| Weighted base | 1024 | 499 | 525 | 118 | 159 | 524 | 223 | 282 | 296 | 214 | 232 | 241 | 217 | 133 | 79 | 195 | 225 | 128 | 343 | 329 | 353 |
| Conservative | 241 24% | 126 25% | 115 22% | 23 19% | 22 14% | 121 23% | 76 34% | 87 31% | 64 22% | 45 21% | 46 20% | 241 100% | - | - | - | 145 75% | 22 10% | 18 14% | 54 16% | 86 26% | 101 29% |
| Labour | 217 21% | 106 21% | 111 21% | 27 23% | 45 28% | 115 22% | 29 13% | 54 19% | 64 22% | 46 22% | 53 23% | - | 217 100% | - | - | 4 2% | 125 56% | 6 5% | 93 27% | 53 16% | 71 20% |
| Liberal Democrat/ Liberal | 133 13% | 61 12% | 72 14% | 11 10% | 22 14% | 70 13% | 29 13% | 28 10% | 50 17% | 28 13% | 27 12% | - | - | 133 100% | - | 7 4% | 23 10% | 70 54% | 42 12% | 40 12% | 51 14% |
| Scottish National Party/ SNP | 22 2% | 12 2% | 10 2% | 3 3% | 4 2% | 14 3% | 1 1% | 8 3% | 9 3% | 1 | 5 2% | - | - | - | 22 28% | 3 2% | 2 1% | 2 1% | 22 6% | | - |
| Plaid Cymru | 6 1% | 2 | 4 1% | 2 1% | 1 1% | 4 1% | - | 1 | 1 | 1 | 4 2% | - | - | - | 6 8% | - | 1 | - | - | 6 2% | - |
| Green Party | 14 1% | 5 1% | 9 2% | 2 2% | 4 3% | 7 1% | 1 | 6 2% | 3 1% | 2 1% | 3 1% | - | - | - | 14 18% | 1 | 2 1% | * | 2 1% | 6 2% | 5 2% |
| UK Independence Party (UKIP) | 15 1% | 9 2% | 5 1% | 1 1% | 1 1% | 4 1% | 8 4% | 2 1% | 7 2% | 2 1% | 3 1% | - | - | - | 15 19% | 3 1% | 2 1% | 4 3% | 1 | 6 2% | 8 2% |
| British National Party (BNP) | 12 1% | 7 1% | 4 1% | - | - | 8 1% | 4 2% | 1 | 1 | 4 2% | 5 2% | - | - | - | 12 15% | 5 3% | 2 1% | 1 1% | 5 1% | 5 2% | 2 |
| Other | 10 1% | 6 1% | 4 1% | - | 1 1% | 7 1% | 2 1% | 1 | 5 2% | 1 1% | 3 1% | - | - | - | 10 13% | 1 1% | 1 1% | 1 1% | 3 1% | 5 2% | 2 1% |
| Would not vote | 113 11% | 60 12% | 54 10% | 28 23% | 24 15% | 49 9% | 12 6% | 18 6% | 28 9% | 34 16% | 33 14% | - | - | - | - | 1 | 9 4% | 1 1% | 40 12% | 37 11% | 36 10% |
| Don't know | 140 14% | 58 12% | 81 16% | 19 16% | 28 17% | 64 12% | 30 13% | 40 14% | 34 12% | 35 16% | 31 13% | - | - | - | - | 14 7% | 27 12% | 18 14% | 49 14% | 52 16% | 39 11% |
| Refused | 101 10% | 46 9% | 55 11% | 3 2% | 7 5% | 62 12% | 29 13% | 37 13% | 29 10% | 16 7% | 20 9% | - | - | - | - | 11 5% | 7 3% | 7 5% | 32 9% | 32 10% | 37 11% |





Opinion Poll

CATI Fieldwork: April 9th-11th 2010

Table 3

Data dervived from:-

Q.A Some people have said they would not vote in a new General Election, while others would go and vote at their polling station.

I would like to know how certain it is that you would actually go and vote in a general election?

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area.

If there were a general election tomorrow which party do you think you would vote for?

Data excludes those who definitely will not vote (11%), don't know who they would vote for (14%) or refuse to answer (10%)

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

| | | Ger | nder | | Ą | ge | | | Social | Class | | | Voting I | ntention | | Vote II | n 2005 G Election | | | Region | |
|---------------------------------|------------|------------|-------------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-------------|-------------|-------------|-----------|------------|----------------------|-------------|-----------|---------------|-----------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | _Lab_ | Lib Dem_ | Other | Con | _Lab_ | Lib Dem_ | North | Mid- lands | South |
| Unweighted base | 530 | 250 | 280 | 21 | 64 | 318 | 127 | 166 | 172 | 74 | 119 | 177 | 182 | 104 | 68 | 133 | 203 | 86 | 185 | 163 | 183 |
| Weighted base | 518 | 264 | 254 | 31 | 69 | 282 | 136 | 151 | 164 | 94 | 110 | 194 | 159 | 103 | 62 | 157 | 162 | 93 | 171 | 166 | 182 |
| Conservative | 194 37% | 103 39% | 91 36% | 11 34% | 14 21% | 101 36% | 68 50% | 68 45% | 53 33% | 37 40% | 35 32% | 194 100% | - | - | - | 135 86% | 19 11% | 17 18% | 42 24% | 72 44% | 80 44% |
| Labour | 159 31% | 82 31% | 77 30% | 12 39% | 29 42% | 91 32% | 27 20% | 43 29% | 50 30% | 30 32% | 36 33% | - | 159 100% | - | - | 4 2% | 115 71% | 6 6% | 71 41% | 38 23% | 51 28% |
| Liberal Democrat/ Liberal | 103 20% | 46 17% | 57 23% | 4 12% | 17 25% | 57 20% | 26 19% | 23 15% | 38 23% | 21 22% | 21 19% | - | - | 103 100% | - | 6 4% | 20 12% | 64 68% | 31 18% | 35 21% | 37 20% |
| Scottish National Party/ SNP | 17 3% | 10 4% | 7 3% | 2 5% | 3 4% | 11 4% | 1 1% | 7 5% | 7 4% | 1 1% | 3 3% | - | - | - | 17 28% | 3 2% | 2 1% | 1 1% | 17 10% | - | - |
| Plaid Cymru | 3 1% | 1 | 2 1% | 1 3% | * | 2 1% | - | 1 1% | 1 | * | 1 1% | - | - | - | 3 5% | - | * | - | - | 3 2% | - |
| Green Party | 10 2% | 3 1% | 7 3% | 1 4% | 3 4% | 5 2% | 1 1% | 4 3% | 3 2% | 1 1% | 2 2% | - | - | - | 10 16% | * | 2 1% | * 1% | 2 1% | 4 2% | 4 2% |
| UK Independence Party (UKIP) | 13 3% | 9 3% | 4 2% | 1 3% | 1 2% | 3 1% | 8 6% | 2 2% | 6 4% | 1 1% | 3 3% | - | - | - | 13 21% | 2 2% | 1 1% | 4 4% | * | 6 3% | 7 4% |
| British National Party (BNP) | 10 2% | 6 2% | 4 2% | - | - | 7 3% | 3 2% | 1 1% | 1 1% | 2 3% | 5 4% | - | - | - | 10 16% | 5 3% | 1 1% | 1 1% | 5 3% | 4 3% | 1 1% |
| Other | 8 2% | 4 2% | 4 1% | - | 1 2% | 5 2% | 2 1% | 1 | 4 3% | * | 3 3% | - | - | - | 8 13% | 1 1% | 1 1% | 1 1% | 3 2% | 4 2% | 2 1% |





Col percents

Opinion Poll

CATI Fieldwork : April 9th-11th 2010

Table 4

Published Vote Intention Figures
Percentages derived from the responses of 705 respondents

| | Total |
|------------------|-------|
| Conservative | 37% |
| Labour | 31% |
| Liberal Democrat | 20% |
| Other | 11% |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 5

Q.1 If a general election were to be held tomorrow, which of these two opposing thoughts do you think you would be most likely to agree with? Base: All respondents

| | | Gen | der | | Ad | ie . | | | Social | Class | | | Voting Ir | ntention | | | n 2005 Ge Election | eneral | | Region | |
|---|------------|------------|-------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|-----------------------|------------|------------|---------------|------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | <u>C1</u> | C2 | DE | Con | Lab | Lib Dem | Other | Con | Lab | Lib Dem | North | Mid- lands | South |
| Unweighted base | 1024 | 454 | 570 | 78 | 144 | 591 | 211 | 307 | 304 | 167 | 246 | 223 | 234 | 131 | 85 | 167 | 274 | 116 | 359 | 316 | 349 |
| Weighted base | 1024 | 499 | 525 | 118 | 159 | 524 | 223 | 282 | 296 | 214 | 232 | 241 | 217 | 133 | 79 | 195 | 225 | 128 | 343 | 329 | 353 |
| Continuity is important stick with Labour | 267 26% | 133 27% | 135 26% | 31 26% | 55 35% | 133 25% | 48 21% | 67 24% | 82 28% | 49 23% | 69 30% | 5 2% | 176 81% | 23 17% | 12 15% | 4 2% | 136 60% | 22 17% | 118 34% | 67 20% | 82 23% |
| Time for a change | 642 63% | 310 62% | 332 63% | 79 66% | 93 58% | 317 61% | 153 69% | 173 61% | 185 63% | 144 67% | 140 60% | 233 96% | 39 18% | 103 78% | 63 80% | 188 97% | 79 35% | 97 75% | 185 54% | 227 69% | 230 65% |
| Don't know | 115 11% | 57 11% | 58 11% | 9 7% | 11 7% | 73 14% | 22 10% | 42 15% | 29 10% | 22 10% | 23 10% | 4 2% | 2 1% | 6 5% | 4 5% | 2 1% | 10 4% | 10 8% | 40 12% | 35 11% | 40 11% |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Absolutes/col percents

Table 6

Q.2 Irrespective of which party you yourself support, which political party leader do you think...?

Most wants to win Base: All respondents

| | | Gen | der | | Αg | je | | | Social | Class | | | Voting I | ntention | | | Election | enerai | | Region | |
|-----------------|------------|------------|-------------|-----------|-----------|------------|-----------|------------|------------|-----------|-----------|------------|------------|-------------|-----------|------------|------------|------------|------------|---------------|------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | _Lab_ | Lib Dem_ | Other | Con | _Lab_ | Lib Dem | North | Mid- lands | South |
| Unweighted base | 1024 | 454 | 570 | 78 | 144 | 591 | 211 | 307 | 304 | 167 | 246 | 223 | 234 | 131 | 85 | 167 | 274 | 116 | 359 | 316 | 349 |
| Weighted base | 1024 | 499 | 525 | 118 | 159 | 524 | 223 | 282 | 296 | 214 | 232 | 241 | 217 | 133 | 79 | 195 | 225 | 128 | 343 | 329 | 353 |
| David Cameron | 438 43% | 204 41% | 233 44% | 48 40% | 71 44% | 222 42% | 98 44% | 128 46% | 132 45% | 92 43% | 85 36% | 156 65% | 78 36% | 45 34% | 31 39% | 114 58% | 74 33% | 53 41% | 128 37% | 148 45% | 162 46% |
| Gordon Brown | 336 33% | 168 34% | 167 32% | 49 41% | 61 38% | 152 29% | 74 33% | 94 33% | 92 31% | 66 31% | 84 36% | 59 24% | 112 52% | 32 24% | 32 40% | 49 25% | 109 48% | 28 22% | 128 37% | 108 33% | 100 28% |
| Nick Clegg | 88 9% | 55 11% | 33 6% | 11 9% | 12 8% | 47 9% | 17 8% | 11 4% | 27 9% | 20 9% | 30 13% | 8 3% | 7 3% | 40 30% | 5 6% | 10 5% | 19 8% | 23 18% | 29 9% | 26 8% | 32 9% |
| None of them | 20 2% | 13 3% | 7 1% | 3 2% | 1 1% | 10 2% | 6 3% | 7 3% | 5 2% | - | 8 3% | 1 | 3 1% | 1 1% | 4 5% | 1 1% | 4 2% | 2 1% | 9 3% | 3 1% | 8 2% |
| Don't know | 143 14% | 59 12% | 84 16% | 8 7% | 15 9% | 92 18% | 28 13% | 41 15% | 40 13% | 36 17% | 26 11% | 17 7% | 17 8% | 15 11% | 7 9% | 21 11% | 20 9% | 23 18% | 48 14% | 45 14% | 50 14% |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 7

Q.2 Irrespective of which party you yourself support, which political party leader do you think...? Is campaigning best for the votes of people like you

| | | Ger | | | Ą | ge | | | Social | Class | | | Voting I | | | | 2005 G Election | | | Region | |
|-----------------|-------|--------|-------------|-------|-------|-------|-----|-----|--------|-------|-----|-----|----------|-------------|-------|-----|--------------------|-------------|-------|---------------|-------|
| | Total | _Male_ | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | _Lab_ | Lib Dem_ | Other | Con | _Lab_ | Lib Dem_ | North | Mid- lands | South |
| Unweighted base | 1024 | 454 | 570 | 78 | 144 | 591 | 211 | 307 | 304 | 167 | 246 | 223 | 234 | 131 | 85 | 167 | 274 | 116 | 359 | 316 | 349 |
| Weighted base | 1024 | 499 | 525 | 118 | 159 | 524 | 223 | 282 | 296 | 214 | 232 | 241 | 217 | 133 | 79 | 195 | 225 | 128 | 343 | 329 | 353 |
| David Cameron | 407 | 190 | 217 | 59 | 60 | 204 | 83 | 120 | 117 | 92 | 79 | 178 | 50 | 30 | 33 | 136 | 54 | 39 | 116 | 143 | 148 |
| | 40% | 38% | 41% | 50% | 38% | 39% | 37% | 42% | 40% | 43% | 34% | 74% | 23% | 23% | 41% | 70% | 24% | 30% | 34% | 43% | 42% |
| Gordon Brown | 226 | 121 | 105 | 33 | 40 | 109 | 44 | 46 | 72 | 46 | 62 | 7 | 137 | 23 | 10 | 5 | 112 | 16 | 101 | 60 | 65 |
| | 22% | 24% | 20% | 28% | 25% | 21% | 20% | 16% | 24% | 21% | 27% | 3% | 63% | 17% | 13% | 2% | 50% | 12% | 30% | 18% | 19% |
| Nick Clegg | 137 | 85 | 52 | 9 | 23 | 75 | 31 | 44 | 40 | 21 | 33 | 23 | 6 | 56 | 9 | 19 | 22 | 40 | 41 | 51 | 46 |
| | 13% | 17% | 10% | 8% | 14% | 14% | 14% | 16% | 14% | 10% | 14% | 9% | 3% | 42% | 11% | 10% | 10% | 31% | 12% | 15% | 13% |
| None of them | 103 | 53 | 50 | 7 | 16 | 62 | 18 | 32 | 32 | 18 | 21 | 12 | 12 | 10 | 20 | 11 | 18 | 17 | 40 | 32 | 31 |
| | 10% | 11% | 10% | 6% | 10% | 12% | 8% | 11% | 11% | 8% | 9% | 5% | 5% | 8% | 26% | 6% | 8% | 13% | 12% | 10% | 9% |
| Don't know | 150 | 50 | 100 | 10 | 20 | 73 | 47 | 40 | 34 | 38 | 38 | 21 | 12 | 13 | 7 | 24 | 20 | 16 | 44 | 44 | 62 |
| | 15% | 10% | 19% | 9% | 13% | 14% | 21% | 14% | 12% | 18% | 16% | 9% | 5% | 10% | 9% | 12% | 9% | 13% | 13% | 13% | 18% |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 8

Q.2 Irrespective of which party you yourself support, which political party leader do you think...? Is likely to prove the most competent Prime Minister

| | | Ger | nder | | Ag | ge | | | Social | Class | | | Voting I | ntention | | | n 2005 Go Election | eneral | | Region | |
|-----------------|------------|------------|-------------|-----------|-----------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|-----------|------------|-----------------------|------------|------------|---------------|------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | <u>C1</u> | <u>C2</u> | DE | Con | _Lab_ | Lib Dem | Other | Con | Lab | Lib Dem | North | Mid- lands | South |
| Unweighted base | 1024 | 454 | 570 | 78 | 144 | 591 | 211 | 307 | 304 | 167 | 246 | 223 | 234 | 131 | 85 | 167 | 274 | 116 | 359 | 316 | 349 |
| Weighted base | 1024 | 499 | 525 | 118 | 159 | 524 | 223 | 282 | 296 | 214 | 232 | 241 | 217 | 133 | 79 | 195 | 225 | 128 | 343 | 329 | 353 |
| David Cameron | 451 44% | 226 45% | 225 43% | 62 53% | 58 36% | 226 43% | 105 47% | 132 47% | 127 43% | 107 50% | 85 37% | 214 89% | 37 17% | 34 26% | 32 41% | 163 84% | 50 22% | 36 28% | 123 36% | 168 51% | 161 46% |
| Gordon Brown | 311 30% | 163 33% | 148 28% | 40 34% | 61 38% | 147 28% | 62 28% | 81 29% | 100 34% | 52 24% | 78 34% | 13 5% | 168 77% | 40 30% | 19 25% | 6 3% | 142 63% | 36 28% | 128 37% | 72 22% | 110 31% |
| Nick Clegg | 94 9% | 52 10% | 42 8% | 7 6% | 18 11% | 46 9% | 23 10% | 19 7% | 27 9% | 21 10% | 27 11% | 5 2% | 3 1% | 46 35% | 6 7% | 8 4% | 14 6% | 32 25% | 31 9% | 36 11% | 27 8% |
| None of them | 69 7% | 31 6% | 38 7% | 4 3% | 10 6% | 46 9% | 10 5% | 23 8% | 16 6% | 12 5% | 18 8% | 1 | 4 2% | 6 4% | 19 24% | 4 2% | 7 3% | 13 10% | 26 8% | 28 8% | 15 4% |
| Don't know | 99 10% | 27 5% | 72 14% | 4 4% | 13 8% | 59 11% | 23 10% | 27 9% | 25 9% | 23 11% | 24 10% | 8 3% | 5 2% | 7 5% | 3 3% | 13 7% | 13 6% | 12 9% | 35 10% | 25 8% | 39 11% |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 9

Q.2 Irrespective of which party you yourself support, which political party leader do you think...? Is likely to move Britain in the right direction

| | | Ger | ıder | | Ag | ge | | | Social | Class | | | Voting I | ntention | | | n 2005 Go Election | eneral | | Region | |
|-----------------|-------|------|-------------|-------|-------|-------|-----|-----|--------|-------|-----|-----|----------|------------|-------|-----|-----------------------|------------|-------|---------------|-------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | | Con | Lab | Lib Dem | Other | Con | Lab | Lib Dem | North | Mid- lands | South |
| Unweighted base | 1024 | 454 | 570 | 78 | 144 | 591 | 211 | 307 | 304 | 167 | 246 | 223 | 234 | 131 | 85 | 167 | 274 | 116 | 359 | 316 | 349 |
| Weighted base | 1024 | 499 | 525 | 118 | 159 | 524 | 223 | 282 | 296 | 214 | 232 | 241 | 217 | 133 | 79 | 195 | 225 | 128 | 343 | 329 | 353 |
| David Cameron | 433 | 220 | 213 | 58 | 50 | 212 | 113 | 128 | 116 | 107 | 81 | 220 | 31 | 34 | 30 | 167 | 50 | 36 | 122 | 146 | 165 |
| | 42% | 44% | 41% | 49% | 31% | 40% | 51% | 45% | 39% | 50% | 35% | 91% | 14% | 25% | 38% | 86% | 22% | 28% | 36% | 44% | 47% |
| Gordon Brown | 301 | 152 | 149 | 35 | 62 | 146 | 57 | 72 | 98 | 54 | 77 | 8 | 176 | 30 | 15 | 6 | 140 | 26 | 122 | 83 | 96 |
| | 29% | 31% | 28% | 30% | 39% | 28% | 26% | 26% | 33% | 25% | 33% | 3% | 81% | 23% | 19% | 3% | 62% | 20% | 36% | 25% | 27% |
| Nick Clegg | 121 | 69 | 51 | 10 | 25 | 65 | 21 | 32 | 40 | 24 | 24 | 4 | 3 | 60 | 10 | 10 | 14 | 45 | 43 | 40 | 37 |
| | 12% | 14% | 10% | 8% | 16% | 12% | 9% | 11% | 14% | 11% | 10% | 2% | 1% | 46% | 13% | 5% | 6% | 35% | 13% | 12% | 11% |
| None of them | 65 | 32 | 33 | 8 | 10 | 38 | 9 | 22 | 16 | 6 | 21 | 2 | 4 | 3 | 20 | 3 | 6 | 9 | 19 | 28 | 18 |
| | 6% | 6% | 6% | 7% | 6% | 7% | 4% | 8% | 5% | 3% | 9% | 1% | 2% | 2% | 25% | 1% | 3% | 7% | 6% | 8% | 5% |
| Don't know | 104 | 26 | 78 | 7 | 12 | 62 | 23 | 28 | 25 | 22 | 29 | 7 | 3 | 6 | 4 | 9 | 16 | 12 | 36 | 33 | 36 |
| | 10% | 5% | 15% | 6% | 7% | 12% | 10% | 10% | 8% | 10% | 13% | 3% | 2% | 4% | 5% | 5% | 7% | 9% | 10% | 10% | 10% |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 10

Q.2 Irrespective of which party you yourself support, which political party leader do you think...? Has the support of his party

| | | Gen | ıder | | Ad | ae | | | Social | Class | | | Voting I | ntention | | | n 2005 Ge Election | eneral | | Region | |
|-----------------|------------|------------|-------------|-----------|-----------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|-----------|------------|-----------------------|------------|------------|---------------|------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | Lib Dem | Other | Con | Lab | Lib Dem | North | Mid- lands | South |
| Unweighted base | 1024 | 454 | 570 | 78 | 144 | 591 | 211 | 307 | 304 | 167 | 246 | 223 | 234 | 131 | 85 | 167 | 274 | 116 | 359 | 316 | 349 |
| Weighted base | 1024 | 499 | 525 | 118 | 159 | 524 | 223 | 282 | 296 | 214 | 232 | 241 | 217 | 133 | 79 | 195 | 225 | 128 | 343 | 329 | 353 |
| David Cameron | 496 48% | 253 51% | 244 46% | 57 48% | 77 48% | 259 49% | 104 47% | 151 54% | 141 48% | 106 50% | 98 42% | 203 84% | 67 31% | 43 32% | 37 47% | 154 79% | 71 32% | 52 40% | 144 42% | 172 52% | 180 51% |
| Gordon Brown | 214 21% | 105 21% | 110 21% | 30 26% | 37 23% | 96 18% | 52 23% | 40 14% | 61 21% | 46 22% | 67 29% | 11 5% | 115 53% | 16 12% | 15 18% | 6 3% | 95 42% | 14 11% | 88 26% | 59 18% | 67 19% |
| Nick Clegg | 161 16% | 88 18% | 72 14% | 14 12% | 29 18% | 88 17% | 29 13% | 49 18% | 48 16% | 31 14% | 32 14% | 20 8% | 23 11% | 57 43% | 14 18% | 23 12% | 32 14% | 44 34% | 53 16% | 51 16% | 56 16% |
| None of them | 30 3% | 16 3% | 14 3% | 5 4% | 3 2% | 13 3% | 9 4% | 9 3% | 8 3% | 7 3% | 6 2% | 1 | 1 | 3 2% | 7 9% | 1 1% | 5 2% | 2 2% | 9 3% | 8 2% | 14 4% |
| Don't know | 122 12% | 37 7% | 85 16% | 12 10% | 14 9% | 68 13% | 29 13% | 33 12% | 37 12% | 24 11% | 29 12% | 6 2% | 11 5% | 14 11% | 6 8% | 11 6% | 21 9% | 16 13% | 48 14% | 38 12% | 36 10% |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 11

Q.2 Irrespective of which party you yourself support, which political party leader do you think...? Has the best team of potential ministers around him

| | | Ger | nder | | Αç | ge | | | Social | Class | | | Voting I | ntention | | | n 2005 Ge Election | eneral | | Region | |
|-----------------|------------|------------|-------------|-----------|-----------|------------|------------|------------|------------|-----------|-----------|------------|------------|-------------------|-----------|------------|-----------------------|------------|------------|---------------|------------|
| | Total | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | _Lab_ | Lib <u>Dem</u> | Other | Con | _Lab_ | Lib Dem | North | Mid- lands | South |
| Unweighted base | 1024 | 454 | 570 | 78 | 144 | 591 | 211 | 307 | 304 | 167 | 246 | 223 | 234 | 131 | 85 | 167 | 274 | 116 | 359 | 316 | 349 |
| Weighted base | 1024 | 499 | 525 | 118 | 159 | 524 | 223 | 282 | 296 | 214 | 232 | 241 | 217 | 133 | 79 | 195 | 225 | 128 | 343 | 329 | 353 |
| David Cameron | 405 40% | 197 39% | 208 40% | 48 41% | 46 29% | 209 40% | 102 46% | 112 40% | 120 41% | 91 43% | 82 35% | 195 81% | 36 17% | 36 27% | 29 37% | 148 76% | 45 20% | 41 32% | 116 34% | 152 46% | 137 39% |
| Gordon Brown | 303 30% | 167 33% | 136 26% | 37 31% | 56 35% | 153 29% | 57 26% | 79 28% | 89 30% | 62 29% | 72 31% | 19 8% | 158 73% | 28 21% | 20 26% | 12 6% | 132 59% | 28 22% | 125 36% | 80 24% | 98 28% |
| Nick Clegg | 107 10% | 51 10% | 57 11% | 12 10% | 22 14% | 51 10% | 22 10% | 28 10% | 37 12% | 14 7% | 29 12% | 9 4% | 6 3% | 47 36% | 8 11% | 9 5% | 20 9% | 34 26% | 34 10% | 34 10% | 40 11% |
| None of them | 48 5% | 31 6% | 17 3% | 6 5% | 9 6% | 26 5% | 7 3% | 18 6% | 10 3% | 10 5% | 10 4% | 1 | 6 3% | 2 1% | 14 18% | 6 3% | 6 3% | 5 4% | 10 3% | 18 6% | 19 6% |
| Don't know | 161 16% | 54 11% | 106 20% | 15 13% | 27 17% | 85 16% | 34 15% | 45 16% | 40 13% | 37 17% | 39 17% | 18 8% | 10 5% | 20 15% | 7 9% | 20 10% | 22 10% | 21 16% | 58 17% | 44 14% | 59 17% |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 12

Q.2 Irrespective of which party you yourself support, which political party leader do you think...? Has the best ideas on tax

| | | Ger | | | Ą | ge | | | Social | Class | | | Voting I | | | | 2005 G Election | | | Region | |
|-----------------|-------|--------|-------------|-------|-------|-------|-----|------|--------|-------|-----|-----|----------|-------------|-------|-----|--------------------|------------|-------|---------------|-------|
| | Total | _Male_ | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | _AB_ | C1 | C2 | DE | Con | _Lab_ | Lib Dem_ | Other | Con | _Lab_ | Lib Dem | North | Mid- lands | South |
| Unweighted base | 1024 | 454 | 570 | 78 | 144 | 591 | 211 | 307 | 304 | 167 | 246 | 223 | 234 | 131 | 85 | 167 | 274 | 116 | 359 | 316 | 349 |
| Weighted base | 1024 | 499 | 525 | 118 | 159 | 524 | 223 | 282 | 296 | 214 | 232 | 241 | 217 | 133 | 79 | 195 | 225 | 128 | 343 | 329 | 353 |
| David Cameron | 378 | 184 | 194 | 52 | 49 | 183 | 93 | 104 | 100 | 93 | 81 | 195 | 29 | 28 | 28 | 148 | 38 | 30 | 107 | 137 | 134 |
| | 37% | 37% | 37% | 44% | 31% | 35% | 42% | 37% | 34% | 43% | 35% | 81% | 13% | 21% | 36% | 76% | 17% | 23% | 31% | 42% | 38% |
| Gordon Brown | 273 | 136 | 137 | 36 | 53 | 139 | 45 | 78 | 76 | 57 | 61 | 8 | 162 | 23 | 12 | 7 | 121 | 21 | 108 | 77 | 88 |
| | 27% | 27% | 26% | 31% | 33% | 27% | 20% | 28% | 26% | 26% | 26% | 3% | 75% | 17% | 15% | 4% | 54% | 17% | 32% | 23% | 25% |
| Nick Clegg | 163 | 98 | 65 | 12 | 24 | 87 | 40 | 50 | 52 | 27 | 34 | 21 | 11 | 61 | 16 | 17 | 34 | 50 | 53 | 50 | 60 |
| | 16% | 20% | 12% | 11% | 15% | 17% | 18% | 18% | 18% | 13% | 15% | 9% | 5% | 46% | 20% | 9% | 15% | 39% | 15% | 15% | 17% |
| None of them | 74 | 41 | 33 | 8 | 12 | 46 | 8 | 21 | 25 | 10 | 17 | 3 | 6 | 5 | 15 | 6 | 12 | 8 | 23 | 27 | 25 |
| | 7% | 8% | 6% | 6% | 8% | 9% | 4% | 8% | 9% | 5% | 7% | 1% | 3% | 4% | 20% | 3% | 5% | 6% | 7% | 8% | 7% |
| Don't know | 136 | 40 | 96 | 10 | 20 | 68 | 38 | 29 | 42 | 27 | 39 | 14 | 8 | 17 | 8 | 16 | 21 | 19 | 52 | 38 | 46 |
| | 13% | 8% | 18% | 8% | 13% | 13% | 17% | 10% | 14% | 12% | 17% | 6% | 4% | 13% | 10% | 8% | 9% | 15% | 15% | 12% | 13% |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 13

Q.2 Irrespective of which party you yourself support, which political party leader do you think...? Is most likely to be our next Prime Minister, whether I like him or not Base: All respondents

| | | Ger | | | Ą | ge | | | Social | Class | | | Voting I | | | | 2005 Ge Election | | | Region | |
|-----------------|------------|------------|-------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-----------|------------|---------------------|------------|------------|---------------|------------|
| | Total | _Male_ | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | _AB_ | C1 | C2 | DE | Con | _Lab_ | Lib Dem_ | Other | Con | _Lab_ | Lib Dem | North | Mid- lands | South |
| Unweighted base | 1024 | 454 | 570 | 78 | 144 | 591 | 211 | 307 | 304 | 167 | 246 | 223 | 234 | 131 | 85 | 167 | 274 | 116 | 359 | 316 | 349 |
| Weighted base | 1024 | 499 | 525 | 118 | 159 | 524 | 223 | 282 | 296 | 214 | 232 | 241 | 217 | 133 | 79 | 195 | 225 | 128 | 343 | 329 | 353 |
| David Cameron | 589 58% | 309 62% | 280 53% | 72 60% | 95 60% | 293 56% | 129 58% | 177 63% | 161 54% | 138 65% | 113 49% | 211 87% | 78 36% | 65 49% | 48 60% | 159 82% | 95 42% | 73 57% | 174 51% | 196 59% | 219 62% |
| Gordon Brown | 291 28% | 135 27% | 156 30% | 36 30% | 52 32% | 142 27% | 63 28% | 63 22% | 98 33% | 50 23% | 79 34% | 25 10% | 127 59% | 45 34% | 23 29% | 21 11% | 110 49% | 34 26% | 116 34% | 82 25% | 93 26% |
| Nick Clegg | 30 3% | 15 3% | 16 3% | 1 1% | 2 1% | 19 4% | 8 4% | 7 2% | 9 3% | 2 1% | 12 5% | 2 1% | 3 1% | 11 9% | 1 1% | 4 2% | 5 2% | 8 6% | 8 2% | 14 4% | 9 2% |
| None of them | 14 1% | 7 1% | 7 1% | 3 2% | - | 9 2% | 3 1% | 8 3% | 2 1% | 1 | 2 1% | - | 1 1% | 1 | 2 3% | 3 2% | 1 | 1 1% | 5 1% | 4 1% | 5 2% |
| Don't know | 99 10% | 33 7% | 66 13% | 7 6% | 11 7% | 61 12% | 20 9% | 27 9% | 25 8% | 23 11% | 25 11% | 4 2% | 7 3% | 11 8% | 5 6% | 8 4% | 14 6% | 13 10% | 40 12% | 33 10% | 26 7% |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 14

Q.3 How well or badly do you think David Cameron has campaigned for his party over the course of the last week?

Base: All respondents

| ı | | | | Ger | nder | | Ag | ge | | | Social | Class | | | Voting I | ntention | | | n 2005 G Election | eneral | | Region | |
|---|--------------------|-----|------------|------------|-------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|----------------------|------------|------------|---------------|------------|
| | | | Total | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | Lib Dem | Other | Con | Lab | Lib Dem | North | Mid- lands | South |
| | Unweighted base | | 1024 | 454 | 570 | 78 | 144 | 591 | 211 | 307 | 304 | 167 | 246 | 223 | 234 | 131 | 85 | 167 | 274 | 116 | 359 | 316 | 349 |
| ı | Weighted base | | 1024 | 499 | 525 | 118 | 159 | 524 | 223 | 282 | 296 | 214 | 232 | 241 | 217 | 133 | 79 | 195 | 225 | 128 | 343 | 329 | 353 |
| | NET: Well | | 674 66% | 336 67% | 338 64% | 81 68% | 99 62% | 342 65% | 152 68% | 191 68% | 200 68% | 141 66% | 142 61% | 208 86% | 135 62% | 92 70% | 47 60% | 162 83% | 138 61% | 86 67% | 215 63% | 217 66% | 242 69% |
| | Very well | (5) | 173 17% | 82 17% | 90 17% | 17 14% | 18 11% | 99 19% | 39 18% | 45 16% | 46 16% | 42 20% | 40 17% | 74 31% | 34 16% | 12 9% | 15 19% | 64 33% | 35 16% | 13 10% | 48 14% | 55 17% | 69 20% |
| | Quite well | (4) | 502 49% | 254 51% | 248 47% | 64 54% | 80 51% | 244 46% | 113 51% | 146 52% | 154 52% | 99 46% | 102 44% | 134 55% | 101 46% | 80 61% | 32 41% | 98 50% | 103 46% | 73 57% | 167 49% | 162 49% | 173 49% |
| | Neither | (3) | 181 18% | 74 15% | 107 20% | 25 21% | 32 20% | 91 17% | 33 15% | 53 19% | 53 18% | 30 14% | 45 20% | 26 11% | 38 17% | 15 12% | 16 21% | 26 13% | 39 17% | 18 14% | 64 19% | 62 19% | 55 16% |
| | Quite badly | (2) | 55 5% | 35 7% | 20 4% | 3 2% | 9 5% | 33 6% | 10 5% | 13 5% | 15 5% | 13 6% | 13 6% | 2 1% | 19 9% | 12 9% | 7 9% | 1 1% | 17 8% | 8 6% | 23 7% | 16 5% | 16 4% |
| | Very badly | (1) | 38 4% | 25 5% | 13 2% | 3 3% | 5 3% | 21 4% | 8 4% | 8 3% | 15 5% | 7 3% | 7 3% | - | 14 7% | 6 4% | 4 6% | - | 12 6% | 5 4% | 16 5% | 6 2% | 16 4% |
| | NET: Badly | | 93 9% | 60 12% | 32 6% | 6 5% | 14 9% | 55 10% | 18 8% | 22 8% | 30 10% | 20 9% | 21 9% | 2 1% | 33 15% | 17 13% | 11 14% | 1 1% | 29 13% | 13 10% | 39 11% | 22 7% | 32 9% |
| | Don't know | | 76 7% | 29 6% | 47 9% | 6 5% | 15 9% | 36 7% | 20 9% | 16 6% | 13 4% | 23 11% | 24 10% | 6 2% | 11 5% | 8 6% | 4 5% | 6 3% | 18 8% | 10 8% | 24 7% | 28 9% | 24 7% |
| ı | Mean | | 3.76 | 3.71 | 3.80 | 3.78 | 3.68 | 3.75 | 3.81 | 3.77 | 3.71 | 3.82 | 3.74 | 4.19 | 3.59 | 3.65 | 3.62 | 4.19 | 3.64 | 3.68 | 3.66 | 3.81 | 3.80 |
| ı | Standard deviation | | 0.95 | 1.01 | 0.88 | 0.84 | 0.89 | 1.00 | 0.94 | 0.90 | 0.98 | 0.97 | 0.96 | 0.65 | 1.09 | 0.94 | 1.09 | 0.68 | 1.05 | 0.93 | 0.99 | 0.87 | 0.98 |
| Ī | Standard error | | 0.03 | 0.05 | 0.04 | 0.10 | 80.0 | 0.04 | 0.07 | 0.05 | 0.06 | 0.08 | 0.06 | 0.04 | 0.07 | 0.08 | 0.12 | 0.05 | 0.07 | 0.09 | 0.05 | 0.05 | 0.05 |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 15

Q.3 How well or badly do you think Gordon Brown has campaigned for his party over the course of the last week? Base: All respondents

| | | | Ger | nder | | Ag | ge | | | Social | Class | | | Voting I | ntention | | | n 2005 G Election | eneral | | Region | |
|--------------------|-----|------------|------------|-------------|-----------|-----------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|-----------|-----------|----------------------|------------|------------|---------------|------------|
| | | Total | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | Lib Dem | Other | Con | Lab | Lib Dem | North | Mid- lands | South |
| Unweighted base | | 1024 | 454 | 570 | 78 | 144 | 591 | 211 | 307 | 304 | 167 | 246 | 223 | 234 | 131 | 85 | 167 | 274 | 116 | 359 | 316 | 349 |
| Weighted base | | 1024 | 499 | 525 | 118 | 159 | 524 | 223 | 282 | 296 | 214 | 232 | 241 | 217 | 133 | 79 | 195 | 225 | 128 | 343 | 329 | 353 |
| NET: Well | | 464 45% | 217 43% | 247 47% | 62 52% | 65 41% | 231 44% | 106 48% | 127 45% | 139 47% | 89 41% | 109 47% | 84 35% | 151 70% | 65 49% | 34 43% | 67 34% | 137 61% | 61 48% | 169 49% | 142 43% | 153 43% |
| Very well | (5) | 104 10% | 56 11% | 48 9% | 16 13% | 20 13% | 43 8% | 25 11% | 18 7% | 29 10% | 21 10% | 36 15% | 10 4% | 52 24% | 8 6% | 7 9% | 8 4% | 38 17% | 7 5% | 45 13% | 25 8% | 34 10% |
| Quite well | (4) | 360 35% | 161 32% | 199 38% | 46 39% | 45 28% | 188 36% | 81 36% | 108 38% | 110 37% | 68 32% | 74 32% | 75 31% | 98 45% | 57 43% | 27 34% | 59 30% | 99 44% | 54 43% | 124 36% | 117 35% | 119 34% |
| Neither | (3) | 223 22% | 103 21% | 119 23% | 27 23% | 45 28% | 120 23% | 30 13% | 78 28% | 62 21% | 41 19% | 42 18% | 50 21% | 37 17% | 30 23% | 13 16% | 35 18% | 39 17% | 32 25% | 79 23% | 63 19% | 80 23% |
| Quite badly | (2) | 177 17% | 97 20% | 80 15% | 15 13% | 29 18% | 88 17% | 45 20% | 37 13% | 54 18% | 44 20% | 42 18% | 68 28% | 21 10% | 21 16% | 17 22% | 49 25% | 28 13% | 15 12% | 48 14% | 66 20% | 63 18% |
| Very badly | (1) | 91 9% | 57 11% | 33 6% | 11 9% | 8 5% | 48 9% | 24 11% | 23 8% | 30 10% | 21 10% | 18 8% | 34 14% | 1 | 9 6% | 10 13% | 38 20% | 9 4% | 7 6% | 26 8% | 31 10% | 33 9% |
| NET: Badly | | 268 26% | 155 31% | 113 22% | 26 22% | 37 23% | 136 26% | 69 31% | 60 21% | 84 28% | 64 30% | 59 26% | 102 42% | 22 10% | 29 22% | 28 35% | 87 45% | 37 17% | 23 18% | 75 22% | 98 30% | 96 27% |
| Don't know | | 70 7% | 24 5% | 45 9% | 3 3% | 12 8% | 36 7% | 18 8% | 18 6% | 10 4% | 20 10% | 21 9% | 5 2% | 8 4% | 8 6% | 4 5% | 6 3% | 12 5% | 12 9% | 20 6% | 26 8% | 23 7% |
| Mean | | 3.22 | 3.13 | 3.31 | 3.35 | 3.28 | 3.18 | 3.19 | 3.24 | 3.19 | 3.13 | 3.32 | 2.82 | 3.86 | 3.28 | 3.05 | 2.73 | 3.60 | 3.33 | 3.35 | 3.13 | 3.18 |
| Standard deviation | | 1.15 | 1.22 | 1.08 | 1.16 | 1.09 | 1.13 | 1.24 | 1.06 | 1.17 | 1.19 | 1.21 | 1.15 | 0.92 | 1.04 | 1.24 | 1.22 | 1.06 | 1.00 | 1.14 | 1.16 | 1.16 |
| Standard error | | 0.04 | 0.06 | 0.05 | 0.13 | 0.09 | 0.05 | 0.09 | 0.06 | 0.07 | 0.10 | 0.08 | 80.0 | 0.06 | 0.09 | 0.14 | 0.10 | 0.07 | 0.10 | 0.06 | 0.07 | 0.06 |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 16

Q.3 How well or badly do you think Nick Clegg has campaigned for his party over the course of the last week? Base: All respondents

| | | | Gen | der | | Ag | je | | | Social | Class | | | Voting I | ntention | | | 2005 G Election | eneral | | Region | |
|--------------------|-----|------------|------------|-------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|-----------|------------|--------------------|------------|------------|---------------|------------|
| | | Total | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | Lib Dem | Other | Con | Lab | Lib Dem | North | Mid- lands | South |
| Unweighted base | | 1024 | 454 | 570 | 78 | 144 | 591 | 211 | 307 | 304 | 167 | 246 | 223 | 234 | 131 | 85 | 167 | 274 | 116 | 359 | 316 | 349 |
| Weighted base | | 1024 | 499 | 525 | 118 | 159 | 524 | 223 | 282 | 296 | 214 | 232 | 241 | 217 | 133 | 79 | 195 | 225 | 128 | 343 | 329 | 353 |
| NET: Well | | 518 51% | 280 56% | 238 45% | 53 45% | 55 35% | 274 52% | 136 61% | 141 50% | 146 49% | 109 51% | 123 53% | 147 61% | 99 46% | 92 69% | 39 49% | 120 62% | 122 54% | 75 58% | 174 51% | 167 51% | 177 50% |
| Very well | (5) | 113 11% | 68 14% | 45 9% | 8 7% | 8 5% | 64 12% | 33 15% | 28 10% | 33 11% | 21 10% | 30 13% | 21 9% | 22 10% | 24 18% | 12 15% | 21 11% | 27 12% | 14 11% | 40 12% | 39 12% | 34 10% |
| Quite well | (4) | 406 40% | 213 43% | 193 37% | 46 39% | 46 29% | 210 40% | 103 46% | 113 40% | 112 38% | 88 41% | 93 40% | 126 52% | 77 36% | 68 51% | 27 34% | 100 51% | 95 42% | 60 47% | 134 39% | 129 39% | 143 41% |
| Neither | (3) | 274 27% | 120 24% | 154 29% | 37 32% | 60 38% | 135 26% | 41 18% | 94 33% | 79 27% | 47 22% | 54 23% | 59 24% | 65 30% | 15 12% | 19 24% | 48 25% | 51 23% | 25 20% | 85 25% | 99 30% | 90 26% |
| Quite badly | (2) | 96 9% | 45 9% | 51 10% | 15 13% | 20 12% | 50 10% | 11 5% | 26 9% | 29 10% | 27 13% | 14 6% | 15 6% | 31 14% | 13 10% | 9 12% | 11 5% | 24 11% | 11 9% | 39 11% | 24 7% | 33 9% |
| Very badly | (1) | 37 4% | 23 5% | 14 3% | 4 3% | 6 3% | 19 4% | 9 4% | 4 1% | 18 6% | 4 2% | 10 4% | 10 4% | 4 2% | 3 2% | 8 10% | 9 5% | 5 2% | 3 2% | 11 3% | 7 2% | 19 5% |
| NET: Badly | | 133 13% | 68 14% | 65 12% | 19 16% | 25 16% | 69 13% | 20 9% | 30 11% | 47 16% | 31 15% | 25 11% | 25 10% | 36 16% | 15 12% | 17 22% | 20 10% | 29 13% | 14 11% | 50 15% | 31 9% | 52 15% |
| Don't know | | 99 10% | 31 6% | 68 13% | 9 8% | 19 12% | 45 9% | 26 12% | 17 6% | 24 8% | 28 13% | 30 13% | 10 4% | 17 8% | 10 7% | 4 5% | 6 3% | 23 10% | 14 11% | 33 10% | 32 10% | 33 9% |
| Mean | | 3.50 | 3.55 | 3.44 | 3.35 | 3.23 | 3.52 | 3.71 | 3.51 | 3.42 | 3.50 | 3.59 | 3.58 | 3.40 | 3.80 | 3.34 | 3.60 | 3.57 | 3.63 | 3.49 | 3.57 | 3.44 |
| Standard deviation | | 0.97 | 1.01 | 0.93 | 0.92 | 0.91 | 0.98 | 0.96 | 0.87 | 1.05 | 0.95 | 0.99 | 0.91 | 0.95 | 0.94 | 1.21 | 0.93 | 0.95 | 0.91 | 0.99 | 0.90 | 1.01 |
| Standard error | | 0.03 | 0.05 | 0.04 | 0.11 | 0.08 | 0.04 | 0.07 | 0.05 | 0.06 | 0.08 | 0.07 | 0.06 | 0.06 | 0.09 | 0.14 | 0.07 | 0.06 | 0.09 | 0.06 | 0.05 | 0.06 |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 17

Q.4 Again putting aside your own party preference, from what you have seen or heard which party do you think is coming up with the best ideas for taking the country in the right direction over the next five years?

Base: All respondents

| | | Ger | | | Ą | ge | | | Social | Class | | | Voting Ir | | | | 2005 G Election | | | Region | |
|-------------------|--------------|------------|-------------|-----------|-----------|------------|-----------|------------|------------|-----------|-----------|------------|------------|-------------|-----------|------------|--------------------|------------|------------|---------------|------------|
| | <u>Total</u> | Male | Fe- male | 18-24 | 25-34 | 35-64 | 65+ | _AB_ | C1 | C2 | _DE_ | _Con_ | _Lab_ | Lib Dem_ | Other | Con | _Lab_ | Lib Dem | North | Mid- lands | South |
| Unweighted base | 1024 | 454 | 570 | 78 | 144 | 591 | 211 | 307 | 304 | 167 | 246 | 223 | 234 | 131 | 85 | 167 | 274 | 116 | 359 | 316 | 349 |
| Weighted base | 1024 | 499 | 525 | 118 | 159 | 524 | 223 | 282 | 296 | 214 | 232 | 241 | 217 | 133 | 79 | 195 | 225 | 128 | 343 | 329 | 353 |
| Labour | 265 26% | 139 28% | 126 24% | 43 36% | 46 29% | 129 25% | 46 21% | 56 20% | 76 26% | 63 29% | 71 30% | 5 2% | 159 73% | 17 13% | 8 10% | 3 2% | 118 53% | 17 14% | 102 30% | 72 22% | 91 26% |
| Conservatrives | 378 37% | 178 36% | 200 38% | 45 38% | 56 35% | 188 36% | 90 40% | 122 43% | 108 36% | 91 42% | 58 25% | 204 84% | 23 10% | 22 17% | 22 28% | 153 78% | 40 18% | 28 22% | 113 33% | 129 39% | 136 39% |
| Liberal Democrats | 191 19% | 107 21% | 84 16% | 18 15% | 29 18% | 100 19% | 44 20% | 58 21% | 62 21% | 23 11% | 48 21% | 23 9% | 23 11% | 76 57% | 13 17% | 16 8% | 44 19% | 59 46% | 61 18% | 64 20% | 66 19% |
| Other | 62 6% | 27 5% | 35 7% | 10 9% | 10 6% | 28 5% | 14 6% | 15 5% | 21 7% | 8 4% | 19 8% | 1 | 2 1% | 1 1% | 28 36% | 7 4% | 7 3% | 7 5% | 21 6% | 25 8% | 16 5% |
| Don't know | 127 12% | 48 10% | 79 15% | 2 1% | 18 11% | 79 15% | 29 13% | 32 11% | 29 10% | 30 14% | 37 16% | 9 4% | 11 5% | 17 13% | 7 9% | 15 8% | 16 7% | 17 13% | 45 13% | 39 12% | 43 12% |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 18 Classification

| | | Unweighted Total | Weighted Total |
|-----------------|--------|---------------------|-------------------|
| Unweighted base | | 1024 | 1024 |
| Weighted base | | 1024 | 1024 |
| Gender | | | |
| Male | | 454 44% | 499 49% |
| Female | | 570 56% | 525 51% |
| <u>Age</u> | | | |
| 18-24 | (21) | 78 8% | 118 12% |
| 25-34 | (29.5) | 144 14% | 159 16% |
| 35-44 | (39.5) | 199 19% | 193 19% |
| 45-54 | (49.5) | 207 20% | 175 17% |
| 55-64 | (59.5) | 185 18% | 156 15% |
| 65+ | (70) | 211 21% | 223 22% |
| Average age | | 48.60 | 47.20 |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 18

Classification

| | Unweighted Total | Weighted Total |
|---------------|---------------------|-------------------|
| Weighted base | 1024 | 1024 |
| Social Grade | | |
| AB | 307 30% | 282 28% |
| C1 | 304 30% | 296 29% |
| C2 | 167 16% | 214 21% |
| DE | 246 24% | 232 23% |
| <u>Region</u> | | |
| North | 359 35% | 343 33% |
| Midlands | 316 31% | 329 32% |
| South | 349 34% | 353 34% |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 18 Classification

| | Unweighted Total | Weighted Total |
|---|---------------------|-------------------|
| Weighted base | 1024 | 1024 |
| Working status | | |
| Full-time | 443 43% | 450 44% |
| Part-time | 141 14% | 123 12% |
| Not working but seeking work or temporarily unemployed/sick | 47 5% | 49 5% |
| Not working/not seeking work | 67 7% | 67 7% |
| Retired | 270 26% | 273 27% |
| Student | 28 3% | 41 4% |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 18

Classification

| | Unweighted Total | Weighted Total |
|--------------------------|---------------------|-------------------|
| Weighted base | 1024 | 1024 |
| <u>Tenure</u> | | |
| Own outright | 347 34% | 346 34% |
| Own with a mortgage | 357 35% | 358 35% |
| Council | 88 9% | 128 13% |
| Housing Assoc. | 48 5% | 38 4% |
| Rented from someone else | 132 13% | 112 11% |
| Rent free | 8 1% | 6 1% |
| Refused | 44 4% | 36 4% |





Opinion Poll CATI Fieldwork : April 9th-11th 2010

Table 19
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

| | Unweighted Total | Weighted Total |
|--------------------------------|---------------------|-------------------|
| Unweighted base | 1024 | 1024 |
| Weighted base | 1024 | 1024 |
| Conservative | 167 16% | 195 19% |
| Labour | 274 27% | 225 22% |
| Liberal Democrat/ Liberal | 116 11% | 128 13% |
| Scottish National Party/SNP | 21 2% | 17 2% |
| Plaid Cymru | 5 * | 4 |
| Green Party | 12 1% | 10 1% |
| UK Independence Party (UKIP) | 7 1% | 8 1% |
| British National Party (BNP) | 4 | 2 |
| Others | 6 1% | 5 * |
| Did not vote | 320 31% | 338 33% |
| Refused | 72 7% | 72 7% |
| Don't know | 20 2% | 20 2% |

