ComRes Published Voting Intention Figures

| | ITV News/ The Independent | ITV News/ The Independent | Independent on Sunday/ Sunday Mirror | ITV News/ The Independent | ITV News/ The Independent | ITV News/ The Independent |
|------------------|------------------------------|------------------------------|--|------------------------------|------------------------------|------------------------------|
| | 4 th May | 3 rd May | 2 nd May | 28 th April | 27 th April | 26 th April |
| Conservative | 37% | 37% | 38% | 36% | 33% | 32% |
| Labour | 29% | 29% | 28% | 29% | 29% | 28% |
| Liberal Democrat | 26% | 26% | 25% | 26% | 29% | 31% |
| Other | 8% | 8% | 9% | 9% | 9% | 9% |

Methodology: ComRes telephoned 1024 GB adults between 2nd and 3rd May 2010. Data were weighted to be demographically representative of all GB adults. Data were also weighted by past vote recall. ComRes is a member of the British Polling Council and abides by its rules.

To commission a voting intention poll or a public opinion survey please contact Caroline Lawes: caroline@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email pollwatch@comres.co.uk





Absolutes/col percents

Q1. Thinking back to the last general election in 2005, which party if any did you vote for? Base: All respondents

Table 1

| | | Ge | nder | | | Ag | je | | | | Social (| Grade | | | | Region | | |
|------------------|-------|------|--------|-------|-------|-------|--------|-------|-----|-----|----------|-------|-----|-------|-------|---------------|---------------------|-------|
| | TOTAL | | | 10.04 | 05.04 | 05.44 | 15 5 4 | 55.04 | 05 | 45 | 0.4 | 00 | 55 | South | Mid- | North Eng- | Wales & South | Scot- |
| | TOTAL | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | East | lands | land | West | land |
| Unweighted base | 1007 | 472 | 535 | 95 | 144 | 193 | 182 | 176 | 217 | 328 | 315 | 172 | 161 | 388 | 141 | 232 | 153 | 93 |
| Weighted base | 1007 | 483 | 524 | 121 | 161 | 191 | 171 | 151 | 211 | 262 | 263 | 211 | 242 | 356 | 171 | 249 | 142 | 89 |
| Conservative | 226 | 107 | 119 | 13 | 13 | 45 | 48 | 35 | 72 | 72 | 61 | 45 | 45 | 92 | 40 | 46 | 40 | 9 |
| | 22% | 22% | 23% | 11% | 8% | 24% | 28% | 23% | 34% | 27% | 23% | 21% | 18% | 26% | 23% | 18% | 28% | 10% |
| Labour | 272 | 126 | 146 | 21 | 57 | 51 | 48 | 37 | 58 | 61 | 63 | 62 | 80 | 89 | 59 | 86 | 16 | 22 |
| | 27% | 26% | 28% | 17% | 36% | 27% | 28% | 25% | 27% | 23% | 24% | 29% | 33% | 25% | 35% | 35% | 11% | 25% |
| Liberal Democrat | 145 | 79 | 66 | 10 | 17 | 23 | 22 | 34 | 39 | 47 | 45 | 18 | 29 | 52 | 27 | 30 | 30 | 5 |
| | 14% | 16% | 13% | 8% | 11% | 12% | 13% | 22% | 18% | 18% | 17% | 9% | 12% | 15% | 16% | 12% | 21% | 5% |
| Other | 54 | 28 | 26 | 5 | 7 | 11 | 13 | 8 | 10 | 11 | 10 | 17 | 14 | 15 | 1 | 10 | 9 | 19 |
| | 5% | 6% | 5% | 5% | 4% | 6% | 7% | 5% | 5% | 4% | 4% | 8% | 6% | 4% | 1% | 4% | 7% | 22% |
| Did not vote | 213 | 108 | 105 | 65 | 52 | 36 | 23 | 23 | 14 | 46 | 54 | 49 | 54 | 75 | 23 | 52 | 35 | 28 |
| | 21% | 22% | 20% | 54% | 32% | 19% | 14% | 15% | 7% | 18% | 21% | 23% | 22% | 21% | 14% | 21% | 24% | 32% |
| Don't remember | 38 | 6 | 32 | 3 | 8 | 9 | 8 | 5 | 5 | 11 | 10 | 6 | 9 | 14 | 9 | 10 | 4 | 2 |
| | 4% | 1% | 6% | 3% | 5% | 5% | 5% | 3% | 2% | 4% | 4% | 3% | 4% | 4% | 5% | 4% | 2% | 2% |
| Refused | 59 | 28 | 31 | 3 | 8 | 16 | 9 | 9 | 14 | 13 | 19 | 14 | 10 | 20 | 12 | 16 | 8 | 4 |
| | 6% | 6% | 6% | 3% | 5% | 8% | 5% | 6% | 7% | 5% | 7% | 6% | 4% | 6% | 7% | 6% | 6% | 4% |





Table 1 (continuation)

Q1. Thinking back to the last general election in 2005, which party if any did you vote for? Base: All respondents

| | | | | | Q.: | 3/4/5 Voting Int | ention | | | | | | Voted in 2005 General Election | <u>n</u> |
|------------------|-------|-------------------|--------|---------|------|------------------|--------|-------------|------|-------|--------------------|-------------------|-----------------------------------|--------------------------|
| | TOTAL | Conser- vative | Labour | Lib Dem | UKIP | Green | SNP | Plaid Cymru | BNP | Other | DK/Refuse at Q4 | Conser- vative | Labour | Liberal Demo- crat |
| Unweighted base | 1007 | 288 | 243 | 187 | 23 | 10 | 12 | 6 | 3 | 7 | 85 | 236 | 322 | 102 |
| Weighted base | 1007 | 278 | 223 | 196 | 28 | 13 | 14 | 5 | 5 | 6 | 72 | 226 | 272 | 145 |
| Conservative | 226 | 181 | 7 | 13 | 5 | - | - | 1 | - | - | 16 | 226 | - | - |
| | 22% | 65% | 3% | 7% | 18% | -% | -% | 14% | -% | -% | 23% | 100% | -% | -% |
| Labour | 272 | 22 | 163 | 43 | 5 | 1 | 1 | - | - | 1 | 17 | - | 272 | - |
| | 27% | 8% | 73% | 22% | 18% | 4% | 10% | -% | -% | 18% | 24% | -% | 100% | -% |
| Liberal Democrat | 145 | 14 | 18 | 91 | 5 | - | - | - | - | 2 | 14 | - | - | 145 |
| | 14% | 5% | 8% | 46% | 16% | -% | -% | -% | -% | 31% | 20% | -% | -% | 100% |
| Other | 54 | 6 | 4 | 9 | 7 | 10 | 12 | 2 | - | 1 | 2 | - | - | - |
| | 5% | 2% | 2% | 5% | 24% | 73% | 90% | 43% | -% | 10% | 3% | -% | -% | -% |
| Did not vote | 213 | 42 | 23 | 32 | 6 | 3 | - | 1 | 5 | 1 | 13 | - | - | - |
| | 21% | 15% | 10% | 16% | 23% | 19% | -% | 25% | 100% | 20% | 18% | -% | -% | -% |
| Don't remember | 38 | 7 | 4 | 6 | - | * | - | 1 | - | 1 | 5 | - | - | - |
| | 4% | 2% | 2% | 3% | -% | 4% | -% | 19% | -% | 21% | 7% | -% | -% | -% |
| Refused | 59 | 6 | 4 | 1 | - | - | - | - | - | - | 5 | - | - | - |
| | 6% | 2% | 2% | 1% | -% | -% | -% | -% | -% | -% | 6% | -% | -% | -% |





Table 1 (continuation)

Q1. Thinking back to the last general election in 2005, which party if any did you vote for? Base: All respondents

| | - | - | | | Q. | | king, do you thinl | k of yourself as? | , | | | |
|------------------|-------|-------------------|--------|---------|-----|----------------|--------------------|-------------------|-----|-------|---------|------------|
| | TOTAL | Conser- vative | Labour | Lib Dem | SNP | Plaid Cymru | UKIP | Green | BNP | Other | Refused | Don't know |
| Unweighted base | 1007 | 260 | 300 | 112 | 9 | 14 | 15 | 5 | 7 | 9 | 58 | 218 |
| Weighted base | 1007 | 248 | 280 | 126 | 10 | 15 | 17 | 5 | 10 | 8 | 56 | 233 |
| Conservative | 226 | 181 | 5 | 9 | - | - | - | - | - | - | 3 | 29 |
| | 22% | 73% | 2% | 7% | -% | -% | -% | -% | -% | -% | 5% | 12% |
| Labour | 272 | 12 | 193 | 15 | 2 | 1 | 1 | - | - | 2 | 5 | 42 |
| | 27% | 5% | 69% | 12% | 19% | 4% | 4% | -% | -% | 20% | 9% | 18% |
| Liberal Democrat | 145 | 8 | 20 | 73 | 1 | 1 | - | 2 | - | 3 | 1 | 35 |
| | 14% | 3% | 7% | 58% | 10% | 5% | -% | 41% | -% | 40% | 2% | 15% |
| Other | 54 | 4 | 5 | 3 | 4 | 7 | 12 | 2 | - | 1 | 3 | 14 |
| | 5% | 1% | 2% | 2% | 46% | 47% | 74% | 38% | -% | 9% | 5% | 6% |
| Did not vote | 213 | 35 | 45 | 20 | 2 | 4 | 3 | 1 | 10 | 1 | 8 | 84 |
| | 21% | 14% | 16% | 16% | 25% | 30% | 16% | 22% | 95% | 15% | 14% | 36% |
| Don't remember | 38 | 3 | 5 | 4 | - | 2 | 1 | - | 1 | 1 | 5 | 16 |
| | 4% | 1% | 2% | 3% | -% | 14% | 7% | -% | 5% | 16% | 9% | 7% |
| Refused | 59 | 5 | 6 | 2 | - | - | - | - | - | - | 31 | 14 |
| | 6% | 2% | 2% | 2% | -% | -% | -% | -% | -% | -% | 55% | 6% |





Absolutes/col percents

Page 4

Q2. In the general election this Thursday, how likely would you be to vote on a scale from 1 to 10, where 1=certain not to vote through to 10= absolutely certain to vote?

Base: All respondents

Table 2

| | | | Ge | nder | | | Ag | je | | | | Social | Grade | | | | Region | | |
|--|------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|----------------------------|
| | | TOTAL | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | <u>C1</u> | <u>C2</u> | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land |
| Unweighted base Weighted base | | 1007 1007 | 472 483 | 535 524 | 95 121 | 144 161 | 193 191 | 182 171 | 176 151 | 217 211 | 328 262 | 315 263 | 172 211 | 161 242 | 388 356 | 141 171 | 232 249 | 153 142 | 93 89 |
| Absolutely certain to vote – 10 | (10) | 710 71% | 340 70% | 370 71% | 66 54% | 101 63% | 130 68% | 125 73% | 114 75% | 175 83% | 199 76% | 192 73% | 143 68% | 156 65% | 250 70% | 118 69% | 175 71% | 102 72% | 64 73% |
| | (9) | 37 4% | 18 4% | 19 4% | 6 5% | 13 8% | 5 3% | 4 2% | 4 2% | 6 3% | 10 4% | 10 4% | 7 3% | 8 3% | 21 6% | 8 5% | 5 2% | 2 1% | 1 1% |
| | (8) | 50 5% | 29 6% | 21 4% | 8 7% | 15 9% | 8 4% | 11 6% | 5 3% | 3 1% | 14 5% | 12 5% | 10 5% | 14 6% | 13 4% | 14 8% | 14 6% | 2 1% | 8 9% |
| | (7) | 18 2% | 6 1% | 11 2% | 6 5% | 2 1% | 6 3% | 2 1% | 1 1% | - -% | 5 2% | 8 3% | 2 1% | 3 1% | 9 2% | 1 *% | 4 2% | 4 3% | - -% |
| | (6) | 13 1% | 5 1% | 8 2% | 6 5% | 5 3% | 1 *% | - -% | 1 1% | 1 *% | 5 2% | 3 1% | 5 2% | 1 *% | 5 1% | 2 1% | 5 2% | 1 1% | 1 1% |
| | (5) | 36 4% | 20 4% | 16 3% | 10 8% | 6 3% | 7 4% | 6 4% | 5 4% | 2 1% | 9 4% | 12 4% | 8 4% | 5 2% | 13 4% | 5 3% | 11 4% | 6 4% | 1 2% |
| | (4) | 3 *% | 1 *% | 2 *% | 2 2% | - -% | - -% | 1 *% | - -% | - -% | 1 *% | 1 *% | 2 1% | - -% | 2 *% | - -% | - -% | 1 1% | - -% |
| | (3) | 10 1% | 8 2% | 3 1% | 3 2% | 2 1% | 4 2% | 1 *% | - -% | 1 *% | 5 2% | 1 *% | 2 1% | 1 *% | 7 2% | 2 1% | 2 1% | - -% | - -% |
| | (2) | 10 1% | 5 1% | 5 1% | - -% | 1 1% | 3 2% | 1 1% | * *% | 4 2% | 1 *% | 1 *% | 3 1% | 6 2% | 2 1% | - -% | 5 2% | 1 1% | 2 2% |
| Certain not to vote – 1 | (1) | 94 9% | 44 9% | 50 10% | 15 13% | 16 10% | 21 11% | 15 9% | 14 9% | 13 6% | 11 4% | 19 7% | 23 11% | 39 16% | 30 8% | 16 9% | 19 8% | 19 13% | 11 13% |
| Refused | | 3 *% | 1 *% | 2 *% | - -% | - -% | 1 *% | - -% | 1 1% | 1 *% | - -% | 2 1% | 1 1% | - -% | 1 *% | - -% | 2 1% | - -% | - -% |
| Don't Know | | 22 2% | 6 1% | 17 3% | - -% | - -% | 5 3% | 5 3% | 6 4% | 6 3% | 2 1% | 5 2% | 6 3% | 8 3% | 5 2% | 6 3% | 7 3% | 4 3% | * *% |
| Answered Mean Standard deviation Standard error | | 982 8.53 2.91 0.09 | 476 8.51 2.90 0.13 | 506 8.55 2.91 0.13 | 121 7.68 3.20 0.33 | 161 8.36 2.91 0.24 | 186 8.27 3.15 0.23 | 166 8.66 2.82 0.21 | 144 8.77 2.80 0.22 | 204 9.13 2.48 0.17 | 260 8.97 2.33 0.13 | 256 8.80 2.58 0.15 | 204 8.33 3.09 0.24 | 233 7.94 3.50 0.28 | 350 8.58 2.82 0.14 | 166 8.64 2.79 0.24 | 240 8.57 2.83 0.19 | 138 8.29 3.24 0.27 | 88 8.40 3.16 0.33 |





Table 2 (continuation)

Q2. In the general election this Thursday, how likely would you be to vote on a scale from 1 to 10, where 1=certain not to vote through to 10= absolutely certain to vote?

Base: All respondents

ITV NEWS

| | | | | | | Q.3 | 3/4/5 Voting Int | ention | | | | | | Voted in 2005 ieneral Election | |
|--|------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|----------------------------|----------------------------|----------------------------|---------------------------|---------------------------|---------------------------|----------------------------|-----------------------------|-----------------------------------|-----------------------------|
| | | TOTAL | Conser- vative | Labour | Lib Dem | UKIP | Green | SNP | Plaid Cymru | BNP | Other | DK/Refuse at Q4 | Conser- vative | Labour | Liberal Demo- crat |
| Unweighted base Weighted base | | 1007 1007 | 288 278 | 243 223 | 187 196 | 23 28 | 10 13 | 12 14 | 6 5 | 3 5 | 7 6 | 85 72 | 236 226 | 322 272 | 102 145 |
| Absolutely certain to vote – 10 | (10) | 710 71% | 238 86% | 187 84% | 163 83% | 20 72% | 9 65% | 12 90% | 3 57% | - -% | 2 40% | 51 71% | 199 88% | 212 78% | 122 84% |
| | (9) | 37 4% | 9 3% | 7 3% | 9 5% | 2 6% | - -% | - -% | - -% | 2 51% | - -% | 6 8% | 4 2% | 9 3% | 5 4% |
| | (8) | 50 5% | 14 5% | 16 7% | 11 6% | 5 17% | 2 16% | 1 10% | - -% | - -% | - -% | 6 9% | 7 3% | 15 6% | 7 5% |
| | (7) | 18 2% | 5 2% | 2 1% | 4 2% | 1 3% | 3 19% | - -% | 2 43% | - -% | - -% | 1 1% | - -% | 2 1% | - -% |
| | (6) | 13 1% | 4 1% | 3 1% | 2 1% | 1 3% | - -% | - -% | - -% | 1 26% | - -% | 2 2% | 2 1% | 3 1% | - -% |
| | (5) | 36 4% | 9 3% | 8 4% | 8 4% | - -% | - -% | - -% | - -% | 1 23% | 4 60% | 6 8% | 4 2% | 11 4% | 3 2% |
| | (4) | 3 *% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% |
| | (3) | 10 1% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | 1 *% | 2 1% |
| | (2) | 10 1% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | * *% | 3 1% | 2 1% |
| Certain not to vote – 1 | (1) | 94 9% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | 6 3% | 13 5% | 3 2% |
| Refused | | 3 *% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% |
| Don't Know | | 22 2% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | 4 2% | 4 2% | 1 1% |
| Answered Mean Standard deviation Standard error | | 982 8.53 2.91 0.09 | 278 9.60 1.11 0.07 | 223 9.56 1.16 0.07 | 196 9.55 1.17 0.09 | 28 9.41 1.05 0.22 | 13 9.10 1.30 0.41 | 14 9.79 0.63 0.18 | 5 8.70 1.68 0.69 | 5 7.29 2.00 1.15 | 6 6.98 2.68 1.01 | 72 9.21 1.53 0.17 | 222 9.52 1.73 0.11 | 268 9.06 2.31 0.13 | 143 9.41 1.82 0.18 |



Table 2 (continuation)

Q2. In the general election this Thursday, how likely would you be to vote on a scale from 1 to 10, where 1=certain not to vote through to 10= absolutely certain to vote?

Base: All respondents

| | | | | | | Q.: | | king, do you think | of yourself as? | | | | |
|--|------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|----------------------------|----------------------------|----------------------------|---------------------------|----------------------------|---------------------------|----------------------------|-----------------------------|
| | | TOTAL | Conser- vative | Labour | Lib Dem | SNP | Plaid Cymru | UKIP | Green | BNP | Other | Refused | Don't know |
| Unweighted base Weighted base | | 1007 1007 | 260 248 | 300 280 | 112 126 | 9 10 | 14 15 | 15 17 | 5 5 | 7 10 | 9 8 | 58 56 | 218 233 |
| Absolutely certain to vote – 10 | (10) | 710 71% | 198 80% | 200 71% | 101 80% | 8 79% | 8 55% | 13 78% | 4 78% | - -% | 3 38% | 42 75% | 134 58% |
| | (9) | 37 4% | 8 3% | 9 3% | 6 5% | * 5% | - -% | - -% | - -% | - -% | - -% | 2 4% | 10 5% |
| | (8) | 50 5% | 8 3% | 16 6% | 7 5% | 1 10% | 2 15% | - -% | - -% | 4 36% | 1 16% | 2 4% | 10 4% |
| | (7) | 18 2% | 4 2% | 3 1% | 4 3% | - -% | 1 7% | - -% | 1 22% | - -% | - -% | 1 1% | 4 2% |
| | (6) | 13 1% | 4 2% | 3 1% | 1 1% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | 5 2% |
| | (5) | 36 4% | 7 3% | 9 3% | 4 3% | - -% | - -% | - -% | - -% | 2 15% | 4 46% | 1 2% | 9 4% |
| | (4) | 3 *% | - -% | 1 *% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | 2 1% |
| | (3) | 10 1% | 2 1% | 3 1% | 1 1% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | 4 2% |
| | (2) | 10 1% | - -% | 2 1% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | 9 4% |
| Certain not to vote – 1 | (1) | 94 9% | 12 5% | 29 10% | 3 2% | 1 6% | 2 12% | 4 22% | - -% | 5 49% | - -% | 3 6% | 36 15% |
| Refused | | 3 *% | - -% | - -% | 1 1% | - -% | - -% | - -% | - -% | - -% | - -% | 2 3% | - -% |
| Don't Know | | 22 2% | 4 2% | 6 2% | - -% | - -% | 2 10% | - -% | - -% | - -% | - -% | 3 5% | 8 4% |
| Answered Mean Standard deviation Standard error | | 982 8.53 2.91 0.09 | 244 9.13 2.24 0.14 | 274 8.51 2.97 0.17 | 125 9.33 1.77 0.17 | 10 9.21 2.30 0.77 | 13 8.19 3.17 0.88 | 17 8.01 3.85 0.99 | 5 9.35 1.37 0.61 | 10 4.12 3.37 1.27 | 8 7.37 2.46 0.82 | 52 9.15 2.31 0.32 | 224 7.56 3.55 0.25 |





Absolutes/col percents

Q3. In the general election this Thursday, do you intend to vote Conservative, Labour, Liberal Democrat or for some other party? Base: All respondents saying 5-10 likely to vote

| | | Ge | nder | | | Ag | e | | | | Social (| Grade | | | | Region | | |
|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|---------|---------|---------------|---------------|-----------------------|-----------------------------|---------------|
| | TOTAL | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land |
| Unweighted base | 878 | 417 | 461 | 79 | 128 | 163 | 162 | 153 | 193 | 304 | 283 | 141 | 124 | 341 | 124 | 204 | 130 | 79 |
| Weighted base | 864 | 419 | 446 | 101 | 142 | 157 | 148 | 130 | 187 | 242 | 236 | 175 | 187 | 310 | 148 | 214 | 117 | 75 |
| Conservative | 231 | 123 | 108 | 26 | 23 | 40 | 44 | 35 | 63 | 77 | 62 | 49 | 38 | 94 | 40 | 43 | 40 | 14 |
| | 27% | 29% | 24% | 26% | 17% | 25% | 29% | 27% | 34% | 32% | 26% | 28% | 20% | 30% | 27% | 20% | 34% | 19% |
| Labour | 178 | 87 | 92 | 27 | 36 | 19 | 27 | 28 | 42 | 34 | 41 | 45 | 56 | 52 | 43 | 55 | 14 | 16 |
| | 21% | 21% | 21% | 27% | 25% | 12% | 18% | 21% | 23% | 14% | 17% | 25% | 30% | 17% | 29% | 25% | 12% | 21% |
| Lib Dem | 168 | 83 | 84 | 15 | 30 | 37 | 24 | 36 | 25 | 58 | 49 | 26 | 28 | 65 | 26 | 45 | 22 | 10 |
| | 19% | 20% | 19% | 15% | 21% | 24% | 16% | 27% | 14% | 24% | 21% | 15% | 15% | 21% | 17% | 21% | 18% | 14% |
| UKIP | 25 | 12 | 12 | 2 | 5 | 2 | 7 | 3 | 6 | 4 | 3 | 4 | 13 | 6 | 6 | 6 | 7 | - |
| | 3% | 3% | 3% | 2% | 4% | 2% | 4% | 2% | 3% | 2% | 1% | 2% | 7% | 2% | 4% | 3% | 6% | -% |
| SNP | 14 | 6 | 8 | 2 | 3 | 2 | 2 | - | 6 | 1 | 3 | 7 | 4 | - | - | - | - | 14 |
| | 2% | 1% | 2% | 2% | 2% | 2% | 1% | -% | 3% | *% | 1% | 4% | 2% | -% | -% | -% | -% | 19% |
| Green | 11 | 5 | 6 | 4 | 2 | 3 | 1 | - | - | 2 | * | 4 | 4 | 6 | - | 5 | * | - |
| | 1% | 1% | 1% | 4% | 2% | 2% | 1% | -% | -% | 1% | *% | 2% | 2% | 2% | -% | 2% | *% | -% |
| Plaid Cymru | 4 | 1 | 3 | 1 | - | 1 | 1 | - | 1 | 1 | 3 | - | - | - | - | - | 4 | - |
| | *% | *% | 1% | 1% | -% | *% | 1% | -% | 1% | *% | 1% | -% | -% | -% | -% | -% | 3% | -% |
| BNP | 4 | - | 4 | 4 | - | - | - | - | - | - | - | 1 | 2 | 1 | 2 | - | - | - |
| | *% | -% | 1% | 4% | -% | -% | -% | -% | -% | -% | -% | 1% | 1% | *% | 2% | -% | -% | -% |
| Other | 3 *% | 3 1% | - -% | - -% | - -% | 2 1% | 1 1% | - -% | - -% | 1 *% | *% | 2 1% | - -% | * *% | - -% | - -% | 2 2% | 1 1% |
| Refused | 77 | 39 | 38 | 3 | 14 | 15 | 12 | 13 | 20 | 18 | 25 | 13 | 14 | 26 | 15 | 20 | 11 | 6 |
| | 9% | 9% | 9% | 3% | 10% | 10% | 8% | 10% | 11% | 7% | 11% | 8% | 8% | 8% | 10% | 9% | 9% | 8% |
| Don't know | 151 | 60 | 90 | 17 | 28 | 35 | 31 | 17 | 23 | 47 | 49 | 24 | 27 | 60 | 16 | 41 | 19 | 15 |
| | 17% | 14% | 20% | 17% | 20% | 22% | 21% | 13% | 12% | 19% | 21% | 14% | 14% | 19% | 11% | 19% | 16% | 19% |



Table 3



Table 3 (continuation)

Q3. In the general election this Thursday, do you intend to vote Conservative, Labour, Liberal Democrat or for some other party? Base: All respondents saying 5-10 likely to vote

| | | | | | Q.: | 3/4/5 Voting Int | ention | | | | | | Voted in 2005 eneral Electio | n |
|-----------------|-------|-------------------|--------|---------|------|------------------|--------|-------------|-----|-------|--------------------|-------------------|---------------------------------|--------------------------|
| | TOTAL | Conser- vative | Labour | Lib Dem | UKIP | Green | SNP | Plaid Cymru | BNP | Other | DK/Refuse at Q4 | Conser- vative | Labour | Liberal Demo- crat |
| Unweighted base | 878 | 288 | 243 | 187 | 23 | 10 | 12 | 6 | 3 | 7 | 85 | 225 | 302 | 97 |
| Weighted base | 864 | 278 | 223 | 196 | 28 | 13 | 14 | 5 | 5 | 6 | 72 | 215 | 251 | 137 |
| Conservative | 231 | 231 | - | - | - | - | - | - | - | - | - | 157 | 16 | 12 |
| | 27% | 83% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 73% | 6% | 9% |
| Labour | 178 | - | 178 | - | - | - | - | - | - | - | - | 4 | 138 | 12 |
| | 21% | -% | 80% | -% | -% | -% | -% | -% | -% | -% | -% | 2% | 55% | 9% |
| Lib Dem | 168 | - | - | 168 | - | - | - | - | - | - | - | 11 | 38 | 79 |
| | 19% | -% | -% | 86% | -% | -% | -% | -% | -% | -% | -% | 5% | 15% | 57% |
| UKIP | 25 | - | - | - | 25 | - | - | - | - | - | - | 5 | 4 | 5 |
| | 3% | -% | -% | -% | 89% | -% | -% | -% | -% | -% | -% | 2% | 2% | 3% |
| SNP | 14 | - | - | - | - | - | 14 | - | - | - | - | - | 1 | - |
| | 2% | -% | -% | -% | -% | -% | 100% | -% | -% | -% | -% | -% | 1% | -% |
| Green | 11 | - | - | - | - | 11 | - | - | - | - | - | - | - | - |
| | 1% | -% | -% | -% | -% | 80% | -% | -% | -% | -% | -% | -% | -% | -% |
| Plaid Cymru | 4 | - | - | - | - | - | - | 4 | - | - | - | 1 | - | - |
| | *% | -% | -% | -% | -% | -% | -% | 81% | -% | -% | -% | *% | -% | -% |
| BNP | 4 | - | - | - | - | - | - | - | 4 | - | - | - | - | - |
| | *% | -% | -% | -% | -% | -% | -% | -% | 77% | -% | -% | -% | -% | -% |
| Other | 3 | - | - | - | - | - | - | - | - | 3 | - | - | * | 2 |
| | *% | -% | -% | -% | -% | -% | -% | -% | -% | 49% | -% | -% | *% | 1% |
| Refused | 77 | 7 | 6 | 8 | * | - | - | - | 1 | 2 | 18 | 5 | 11 | 6 |
| | 9% | 2% | 3% | 4% | 2% | -% | -% | -% | 23% | 41% | 26% | 2% | 4% | 5% |
| Don't know | 151 | 40 | 38 | 21 | 3 | 3 | - | 1 | - | 1 | 53 | 32 | 42 | 22 |
| | 17% | 14% | 17% | 11% | 9% | 20% | -% | 19% | -% | 10% | 74% | 15% | 17% | 16% |





Table 3 (continuation)

Q3. In the general election this Thursday, do you intend to vote Conservative, Labour, Liberal Democrat or for some other party? Base: All respondents saying 5-10 likely to vote

| | | | | | Q. | | king, do you thinl | of yourself as? | | | | |
|-----------------|-------|-------------------|--------|---------|-----|----------------|--------------------|-----------------|-----|-------|---------|------------|
| | TOTAL | Conser- vative | Labour | Lib Dem | SNP | Plaid Cymru | UKIP | Green | BNP | Other | Refused | Don't know |
| Unweighted base | 878 | 243 | 263 | 108 | 8 | 11 | 11 | 5 | 3 | 9 | 50 | 167 |
| Weighted base | 864 | 230 | 240 | 121 | 9 | 11 | 13 | 5 | 5 | 8 | 48 | 173 |
| Conservative | 231 | 178 | 4 | 7 | - | 1 | - | - | 4 | - | 3 | 36 |
| | 27% | 78% | 2% | 6% | -% | 9% | -% | -% | 70% | -% | 5% | 20% |
| Labour | 178 | 2 | 152 | 6 | - | - | 2 | - | - | - | 2 | 15 |
| | 21% | 1% | 64% | 5% | -% | -% | 12% | -% | -% | -% | 3% | 9% |
| Lib Dem | 168 | 6 | 33 | 83 | - | 1 | - | - | 1 | 2 | 3 | 38 |
| | 19% | 3% | 14% | 68% | -% | 13% | -% | -% | 10% | 25% | 6% | 22% |
| UKIP | 25 | 6 | 3 | 1 | 8 | - | - | 2 | - | - | - | 5 |
| | 3% | 2% | 1% | 1% | 84% | -% | -% | 41% | -% | -% | -% | 3% |
| SNP | 14 | 1 | 1 | - | - | - | 11 | - | - | - | - | 1 |
| | 2% | *% | *% | -% | -% | -% | 83% | -% | -% | -% | -% | 1% |
| Green | 11 | - | - | - | - | 7 | - | - | - | - | - | 4 |
| | 1% | -% | -% | -% | -% | 58% | -% | -% | -% | -% | -% | 2% |
| Plaid Cymru | 4 | - | - | - | - | - | - | 3 | - | - | - | 1 |
| | *% | -% | -% | -% | -% | -% | -% | 59% | -% | -% | -% | *% |
| BNP | 4 | - | - | - | - | - | - | - | - | - | - | 4 |
| | *% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 2% |
| Other | 3 | - | - | - | - | - | - | - | - | 2 | 1 | - |
| | *% | -% | -% | -% | -% | -% | -% | -% | -% | 30% | 1% | -% |
| Refused | 77 | 6 | 6 | 7 | * | - | - | - | 1 | 2 | 38 | 15 |
| | 9% | 2% | 3% | 6% | 5% | -% | -% | -% | 20% | 31% | 79% | 9% |
| Don't know | 151 | 31 | 40 | 17 | 1 | 2 | 1 | - | - | 1 | 2 | 55 |
| | 17% | 14% | 17% | 14% | 10% | 19% | 5% | -% | -% | 14% | 5% | 32% |





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Table 4

Absolutes/col percents

Q4. If it were a legal requirement for you to vote in the general election this Thursday, do you think you would probably vote for Conservative, Labour, Liberal Democrat or for some other party?

Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3

| | | Ger | nder | | | Ag | e | | | | Social (| Grade | | | | Region | | |
|-----------------|-------|------|--------|-------|-------|-------|-------|-------|-----|-----|----------|-------|-----|---------------|---------------|-----------------------|-----------------------------|---------------|
| | TOTAL | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land |
| Unweighted base | 367 | 156 | 211 | 32 | 56 | 85 | 71 | 60 | 63 | 107 | 122 | 62 | 63 | 139 | 46 | 88 | 58 | 36 |
| Weighted base | 356 | 158 | 197 | 39 | 58 | 84 | 66 | 49 | 60 | 84 | 97 | 71 | 92 | 126 | 51 | 92 | 54 | 33 |
| Labour | 38 | 16 | 22 | 5 | 6 | 6 | 5 | 11 | 4 | 7 | 9 | 4 | 16 | 9 | 5 | 13 | 3 | 7 |
| | 11% | 10% | 11% | 12% | 11% | 8% | 7% | 24% | 7% | 9% | 9% | 5% | 18% | 7% | 10% | 15% | 6% | 21% |
| Lib Dem | 37 | 19 | 18 | 10 | 7 | 4 | 8 | 4 | 4 | 8 | 11 | 11 | 7 | 14 | 6 | 12 | 4 | 1 |
| | 10% | 12% | 9% | 25% | 13% | 5% | 12% | 7% | 7% | 10% | 11% | 16% | 7% | 11% | 11% | 13% | 8% | 3% |
| Conservative | 34 | 17 | 17 | 1 | 5 | 12 | 5 | 3 | 8 | 8 | 8 | 10 | 8 | 19 | 4 | 3 | 4 | 4 |
| | 10% | 11% | 9% | 4% | 8% | 14% | 7% | 7% | 13% | 10% | 8% | 14% | 9% | 15% | 9% | 4% | 7% | 11% |
| BNP | 7 | 2 | 5 | 1 | 1 | - | 2 | 2 | 1 | 1 | 4 | 1 | 1 | 3 | 1 | 1 | 2 | - |
| | 2% | 1% | 3% | 3% | 2% | -% | 3% | 4% | 2% | 1% | 4% | 2% | 1% | 2% | 2% | 1% | 4% | -% |
| Green | 6 | 1 | 5 | - | 2 | 2 | - | - | 1 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | - | - |
| | 2% | 1% | 2% | -% | 3% | 3% | -% | -% | 2% | 2% | 2% | 2% | 1% | 2% | 5% | 1% | -% | -% |
| UKIP | 6 | 2 | 3 | - | 1 | 1 | - | 1 | 2 | 1 | 2 | 2 | - | 1 | 1 | 4 | 1 | - |
| | 2% | 2% | 2% | -% | 2% | 1% | -% | 2% | 4% | 2% | 2% | 3% | -% | 1% | 1% | 4% | 1% | -% |
| Plaid Cymru | 3 | - | 3 | - | - | 1 | - | 2 | - | - | - | - | 3 | - | - | - | 3 | - |
| | 1% | -% | 1% | -% | -% | 1% | -% | 3% | -% | -% | -% | -% | 3% | -% | -% | -% | 5% | -% |
| SNP | 1 | - | 1 | - | - | - | - | 1 | - | - | - | - | 1 | - | - | - | - | 1 |
| | *% | -% | *% | -% | -% | -% | -% | 2% | -% | -% | -% | -% | 1% | -% | -% | -% | -% | 3% |
| Other | 1 | 1 | - | - | - | 1 | - | - | - | - | 1 | - | - | - | 1 | - | - | - |
| | *% | *% | -% | -% | -% | 1% | -% | -% | -% | -% | 1% | -% | -% | -% | 1% | -% | -% | -% |
| Refused | 76 | 43 | 33 | 6 | 10 | 21 | 13 | 11 | 15 | 18 | 25 | 18 | 14 | 23 | 15 | 18 | 15 | 5 |
| | 21% | 27% | 17% | 14% | 17% | 25% | 20% | 23% | 25% | 21% | 26% | 25% | 15% | 18% | 29% | 19% | 28% | 16% |
| Don't know | 148 | 58 | 91 | 17 | 25 | 36 | 34 | 13 | 24 | 38 | 36 | 24 | 41 | 56 | 16 | 39 | 22 | 16 |
| | 42% | 36% | 46% | 42% | 44% | 43% | 51% | 27% | 39% | 45% | 37% | 34% | 45% | 44% | 31% | 43% | 40% | 47% |





Table 4 (continuation)

Q4. If it were a legal requirement for you to vote in the general election this Thursday, do you think you would probably vote for Conservative, Labour, Liberal Democrat or for some other party?

Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3

| | | | | | Q.3 | 3/4/5 Voting Int | ention | | | | | | Voted in 2005 ieneral Electio | n |
|-----------------|-------|-------------------|--------|---------|------|------------------|--------|-------------|------|-------|--------------------|-------------------|----------------------------------|--------------------------|
| | TOTAL | Conser- vative | Labour | Lib Dem | UKIP | Green | SNP | Plaid Cymru | BNP | Other | DK/Refuse at Q4 | Conser- vative | Labour | Liberal Demo- crat |
| Unweighted base | 367 | 55 | 56 | 30 | 4 | 3 | - | 1 | 1 | 4 | 85 | 50 | 91 | 24 |
| Weighted base | 356 | 47 | 44 | 28 | 3 | 3 | | 1 | 1 | 3 | 72 | 47 | 72 | 34 |
| Labour | 38 | - | 17 | - | - | - | - | - | - | - | - | 1 | 20 | - |
| | 11% | -% | 38% | -% | -% | -% | -% | -% | -% | -% | -% | 2% | 27% | -% |
| Lib Dem | 37 | - | - | 13 | - | - | - | - | - | - | - | 3 | 8 | 8 |
| | 10% | -% | -% | 46% | -% | -% | -% | -% | -% | -% | -% | 7% | 11% | 25% |
| Conservative | 34 | 22 | - | - | - | - | - | - | - | - | - | 14 | 6 | - |
| | 10% | 47% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 29% | 8% | -% |
| BNP | 7 | - | - | - | - | - | - | - | 1 | - | - | 1 | - | 1 |
| | 2% | -% | -% | -% | -% | -% | -% | -% | 100% | -% | -% | 2% | -% | 3% |
| Green | 6 | - | - | - | - | 2 | - | - | - | - | - | - | 1 | - |
| | 2% | -% | -% | -% | -% | 60% | -% | -% | -% | -% | -% | -% | 2% | -% |
| UKIP | 6 | - | - | - | 3 | - | - | - | - | - | - | 1 | 1 | - |
| | 2% | -% | -% | -% | 100% | -% | -% | -% | -% | -% | -% | 2% | 1% | -% |
| Plaid Cymru | 3 | - | - | - | - | - | - | 1 | - | - | - | - | - | - |
| | 1% | -% | -% | -% | -% | -% | -% | 100% | -% | -% | -% | -% | -% | -% |
| SNP | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | *% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% |
| Other | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | *% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% |
| Refused | 76 | 7 | 4 | 5 | - | - | - | - | - | 2 | 17 | 6 | 6 | 5 |
| | 21% | 14% | 9% | 16% | -% | -% | -% | -% | -% | 62% | 23% | 12% | 8% | 15% |
| Don't know | 148 | 18 | 24 | 11 | - | 1 | - | - | - | 1 | 55 | 21 | 31 | 19 |
| | 42% | 39% | 54% | 38% | -% | 40% | -% | -% | -% | 38% | 77% | 45% | 43% | 57% |





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Table 4 (continuation)

Q4. If it were a legal requirement for you to vote in the general election this Thursday, do you think you would probably vote for Conservative, Labour, Liberal Democrat or for some other party?

Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3

| | | | | | Q | 5 Generally spea | king, do you thinl | k of yourself as? |) | | | |
|-----------------|-------|-------------------|--------|---------|-----|------------------|--------------------|-------------------|-----|-------|---------|------------|
| | TOTAL | Conser- vative | Labour | Lib Dem | SNP | Plaid Cymru | UKIP | Green | BNP | Other | Refused | Don't know |
| Unweighted base | 367 | 61 | 95 | 27 | 3 | 6 | 5 | - | 5 | 5 | 43 | 117 |
| Weighted base | 356 | 55 | 86 | 28 | 2 | 5 | 4 | | 6 | 3 | 41 | 123 |
| Labour | 38 | 2 | 29 | 1 | - | - | 2 | - | - | * | - | 4 |
| | 11% | 4% | 34% | 2% | -% | -% | 42% | -% | -% | 14% | -% | 3% |
| Lib Dem | 37 | 2 | 8 | 12 | - | - | - | - | 2 | - | - | 13 |
| | 10% | 3% | 10% | 41% | -% | -% | -% | -% | 34% | -% | -% | 10% |
| Conservative | 34 | 20 | 3 | 1 | 1 | - | - | - | - | - | 1 | 8 |
| | 10% | 36% | 4% | 2% | 47% | -% | -% | -% | -% | -% | 3% | 7% |
| BNP | 7 | 1 | - | - | - | - | - | - | 4 | - | - | 2 |
| | 2% | 2% | -% | -% | -% | -% | -% | -% | 66% | -% | -% | 2% |
| Green | 6 | 1 | - | - | - | 2 | - | - | - | - | - | 3 |
| | 2% | 2% | -% | -% | -% | 33% | -% | -% | -% | -% | -% | 2% |
| UKIP | 6 | 1 | 1 | - | 1 | 1 | - | - | - | - | 1 | 1 |
| | 2% | 1% | 1% | -% | 53% | 21% | -% | -% | -% | -% | 3% | 1% |
| Plaid Cymru | 3 | - | 3 | - | - | - | - | - | - | - | - | - |
| | 1% | -% | 3% | -% | -% | -% | -% | -% | -% | -% | -% | -% |
| SNP | 1 | - | - | - | - | - | 1 | - | - | - | - | - |
| | *% | -% | -% | -% | -% | -% | 20% | -% | -% | -% | -% | -% |
| Other | 1 | - | 1 | - | - | - | - | - | - | - | - | - |
| | *% | -% | 1% | -% | -% | -% | -% | -% | -% | -% | -% | -% |
| Refused | 76 | 8 | 8 | 5 | - | - | 1 | - | - | 2 | 35 | 18 |
| | 21% | 14% | 9% | 16% | -% | -% | 13% | -% | -% | 54% | 85% | 14% |
| Don't know | 148 | 20 | 34 | 11 | - | 3 | 1 | - | - | 1 | 4 | 75 |
| | 42% | 36% | 40% | 38% | -% | 47% | 25% | -% | -% | 33% | 9% | 61% |





Absolutes/col percents

Table 5 Q5. Generally speaking, do you think of yourself as...? Base: All respondents

| | | Ge | nder | | Age | | | | Social | Grade | | | | Region | | | | |
|-----------------|-------|------|--------|-------|-------|-------|-------|-------|--------|-------|-----|-----|-----|---------------|---------------|-----------------------|-----------------------------|---------------|
| | TOTAL | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land |
| Unweighted base | 1007 | 472 | 535 | 95 | 144 | 193 | 182 | 176 | 217 | 328 | 315 | 172 | 161 | 388 | 141 | 232 | 153 | 93 |
| Weighted base | 1007 | 483 | 524 | 121 | 161 | 191 | 171 | 151 | 211 | 262 | 263 | 211 | 242 | 356 | 171 | 249 | 142 | 89 |
| Labour | 280 | 131 | 148 | 36 | 46 | 43 | 48 | 49 | 57 | 51 | 65 | 63 | 98 | 90 | 54 | 83 | 27 | 25 |
| | 28% | 27% | 28% | 30% | 29% | 23% | 28% | 32% | 27% | 19% | 25% | 30% | 40% | 25% | 32% | 33% | 19% | 28% |
| Conservative | 248 | 127 | 121 | 29 | 18 | 46 | 46 | 33 | 75 | 81 | 69 | 49 | 44 | 108 | 46 | 45 | 36 | 13 |
| | 25% | 26% | 23% | 24% | 11% | 24% | 27% | 22% | 36% | 31% | 26% | 23% | 18% | 30% | 27% | 18% | 25% | 14% |
| Lib Dem | 126 | 61 | 65 | 12 | 23 | 27 | 19 | 21 | 24 | 41 | 44 | 15 | 19 | 48 | 22 | 28 | 21 | 7 |
| | 13% | 13% | 12% | 10% | 14% | 14% | 11% | 14% | 11% | 16% | 17% | 7% | 8% | 14% | 13% | 11% | 15% | 8% |
| SNP | 17 | 7 | 10 | 2 | 2 | 2 | 2 | 4 | 6 | 1 | 2 | 9 | 5 | - | - | - | - | 17 |
| | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 3% | *% | 1% | 4% | 2% | -% | -% | -% | -% | 19% |
| Green | 15 | 6 | 8 | 4 | 3 | 2 | 4 | - | 2 | 4 | 4 | 5 | 2 | 6 | - | 7 | 2 | 1 |
| | 1% | 1% | 2% | 3% | 2% | 1% | 2% | -% | 1% | 2% | 1% | 2% | 1% | 2% | -% | 3% | 1% | 1% |
| BNP | 10 | 8 | 3 | 3 | 5 | - | 1 | 1 | - | 1 | 3 | 2 | 4 | 1 | 2 | 1 | 3 | 4 |
| | 1% | 2% | 1% | 3% | 3% | -% | 1% | 1% | -% | *% | 1% | 1% | 2% | *% | 1% | *% | 2% | 4% |
| UKIP | 10 | 5 | 4 | 2 | 1 | 1 | 5 | 1 | * | 4 | 1 | 1 | 3 | 2 | 2 | 5 | 2 | - |
| | 1% | 1% | 1% | 2% | *% | *% | 3% | 1% | *% | 1% | 1% | *% | 1% | *% | 1% | 2% | 1% | -% |
| Plaid Cymru | 5 | 3 | 3 | 1 | - | 1 | 1 | - | 3 | 1 | 3 | - | 2 | - | - | - | 5 | - |
| | 1% | 1% | *% | 1% | -% | *% | *% | -% | 1% | *% | 1% | -% | 1% | -% | -% | -% | 4% | -% |
| Other | 8 | 4 | 3 | - | 1 | 2 | 3 | 1 | 2 | 2 | 2 | 3 | - | 4 | - | 2 | 2 | - |
| | 1% | 1% | 1% | -% | *% | 1% | 2% | *% | 1% | 1% | 1% | 1% | -% | 1% | -% | 1% | 1% | -% |
| Refused | 56 | 31 | 26 | 2 | 12 | 15 | 9 | 6 | 12 | 16 | 16 | 12 | 10 | 17 | 9 | 18 | 7 | 4 |
| | 6% | 6% | 5% | 1% | 7% | 8% | 5% | 4% | 6% | 6% | 6% | 6% | 4% | 5% | 6% | 7% | 5% | 5% |
| Don't know | 233 | 101 | 132 | 30 | 51 | 52 | 34 | 35 | 30 | 61 | 53 | 52 | 55 | 80 | 36 | 60 | 38 | 19 |
| | 23% | 21% | 25% | 25% | 32% | 27% | 20% | 23% | 14% | 23% | 20% | 25% | 23% | 23% | 21% | 24% | 27% | 21% |





Table 5 (continuation)

Q5. Generally speaking, do you think of yourself as...? Base: All respondents

| | | | | | Q.3 | 3/4/5 Voting Int | ention | | | | | | Voted in 2005 eneral Election | n |
|-----------------|-------|-------------------|--------|---------|------|------------------|--------|-------------|-----|-------|--------------------|-------------------|----------------------------------|--------------------------|
| | TOTAL | Conser- vative | Labour | Lib Dem | UKIP | Green | SNP | Plaid Cymru | BNP | Other | DK/Refuse at Q4 | Conser- vative | Labour | Liberal Demo- crat |
| Unweighted base | 1007 | 288 | 243 | 187 | 23 | 10 | 12 | 6 | 3 | 7 | 85 | 236 | 322 | 102 |
| Weighted base | 1007 | 278 | 223 | 196 | 28 | 13 | 14 | 5 | 5 | 6 | 72 | 226 | 272 | 145 |
| Labour | 280 | 5 | 194 | 35 | 4 | - | 1 | 1 | - | - | 28 | 5 | 193 | 20 |
| | 28% | 2% | 87% | 18% | 14% | -% | 7% | 19% | -% | -% | 38% | 2% | 71% | 14% |
| Conservative | 248 | 214 | 2 | 7 | 6 | - | 1 | - | - | - | 25 | 181 | 12 | 8 |
| | 25% | 77% | 1% | 4% | 20% | -% | 5% | -% | -% | -% | 35% | 80% | 5% | 6% |
| Lib Dem | 126 | 7 | 7 | 105 | 1 | - | - | - | - | - | 15 | 9 | 15 | 73 |
| | 13% | 3% | 3% | 54% | 5% | -% | -% | -% | -% | -% | 21% | 4% | 5% | 51% |
| SNP | 17 | - | 2 | - | - | - | 11 | - | - | - | - | - | 1 | - |
| | 2% | -% | 1% | -% | -% | -% | 78% | -% | -% | -% | -% | -% | *% | -% |
| Green | 15 | 1 | - | 1 | 1 | 8 | - | - | - | - | 1 | - | 1 | 1 |
| | 1% | *% | -% | 1% | 4% | 57% | -% | -% | -% | -% | 1% | -% | *% | 1% |
| BNP | 10 | 4 | - | 1 | - | - | - | - | 1 | - | - | - | - | - |
| | 1% | 1% | -% | *% | -% | -% | -% | -% | 23% | -% | -% | -% | -% | -% |
| UKIP | 10 | 1 | - | - | 8 | - | - | - | - | - | - | - | 2 | 1 |
| | 1% | *% | -% | -% | 29% | -% | -% | -% | -% | -% | -% | -% | 1% | 1% |
| Plaid Cymru | 5 | - | - | - | 2 | - | - | 3 | - | - | - | - | - | 2 |
| | 1% | -% | -% | -% | 8% | -% | -% | 68% | -% | -% | -% | -% | -% | 1% |
| Other | 8 | - | * | 2 | - | - | - | - | - | 5 | 3 | - | 2 | 3 |
| | 1% | -% | *% | 1% | -% | -% | -% | -% | -% | 90% | 4% | -% | 1% | 2% |
| Refused | 56 | 4 | 2 | 3 | - | - | - | - | - | 1 | - | 3 | 5 | 1 |
| | 6% | 1% | 1% | 2% | -% | -% | -% | -% | -% | 10% | -% | 1% | 2% | 1% |
| Don't know | 233 | 42 | 16 | 41 | 5 | 6 | 1 | 1 | 4 | - | - | 29 | 42 | 35 |
| | 23% | 15% | 7% | 21% | 19% | 43% | 10% | 14% | 77% | -% | -% | 13% | 15% | 24% |





Absolutes/col percents

Table 5 (continuation)

Q5. Generally speaking, do you think of yourself as...? Base: All respondents

| | | | | | Q | .5 Generally speal | king, do you think | of yourself as? | , | | | |
|-----------------|-------|-------------------|--------|---------|------|--------------------|--------------------|-----------------|------|-------|---------|------------|
| | TOTAL | Conser- vative | Labour | Lib Dem | SNP | Plaid Cymru | UKIP | Green | BNP | Other | Refused | Don't know |
| Unweighted base | 1007 | 260 | 300 | 112 | 9 | 14 | 15 | 5 | 7 | 9 | 58 | 218 |
| Weighted base | 1007 | 248 | 280 | 126 | 10 | 15 | 17 | 5 | 10 | 8 | 56 | 233 |
| Labour | 280 | - | 280 | - | - | - | - | - | - | - | - | - |
| | 28% | -% | 100% | -% | -% | -% | -% | -% | -% | -% | -% | -% |
| Conservative | 248 | 248 | - | - | - | - | - | - | - | - | - | - |
| | 25% | 100% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% |
| Lib Dem | 126 | - | - | 126 | - | - | - | - | - | - | - | - |
| | 13% | -% | -% | 100% | -% | -% | -% | -% | -% | -% | -% | -% |
| SNP | 17 | - | - | - | - | - | 17 | - | - | - | - | - |
| | 2% | -% | -% | -% | -% | -% | 100% | -% | -% | -% | -% | -% |
| Green | 15 | - | - | - | - | 15 | - | - | - | - | - | - |
| | 1% | -% | -% | -% | -% | 100% | -% | -% | -% | -% | -% | -% |
| BNP | 10 | - | - | - | - | - | - | - | 10 | - | - | - |
| | 1% | -% | -% | -% | -% | -% | -% | -% | 100% | -% | -% | -% |
| UKIP | 10 | - | - | - | 10 | - | - | - | - | - | - | - |
| | 1% | -% | -% | -% | 100% | -% | -% | -% | -% | -% | -% | -% |
| Plaid Cymru | 5 | - | - | - | - | - | - | 5 | - | - | - | - |
| | 1% | -% | -% | -% | -% | -% | -% | 100% | -% | -% | -% | -% |
| Other | 8 | - | - | - | - | - | - | - | - | 8 | - | - |
| | 1% | -% | -% | -% | -% | -% | -% | -% | -% | 100% | -% | -% |
| Refused | 56 | - | - | - | - | - | - | - | - | - | 56 | - |
| | 6% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 100% | -% |
| Don't know | 233 | - | - | - | - | - | - | - | - | - | - | 233 |
| | 23% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 100% |





Table VI

Q3/4/5. Voting Intention (including Squeeze & DK/Refuse at Q.4)

Base: All respondents expressing a voting intention and saying 5-10 likely to vote - Weighted to Turnout values (Q2)

| | | Ge | nder | | | Ag | ge | | | | Social (| Grade | | | | Region | | |
|-----------------|-------|------|--------|-------|-------|-------|-------|-------|-----|-----|----------|-------|-----|---------------|---------------|--------------|---------------|-------------------|
| | | | | | | | | | | | | | | 0 1 | | North | Wales | 0 <i>i</i> |
| | TOTAL | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | | C2 | DE | South East | Mid- lands | Eng- land | South West | Scot- land |
| Unweighted base | 742 | 352 | 390 | 62 | 97 | 135 | 136 | 137 | 175 | 258 | 234 | 125 | 108 | 287 | 104 | 172 | 108 | 71 |
| Weighted base | 731 | 355 | 376 | 81 | 109 | 133 | 126 | 115 | 168 | 203 | 196 | 154 | 161 | 264 | 127 | 177 | 97 | 66 |
| Conservative | 267 | 137 | 130 | 26 | 26 | 50 | 50 | 39 | 76 | 85 | 76 | 58 | 42 | 113 | 45 | 50 | 44 | 15 |
| | 37% | 39% | 35% | 32% | 24% | 37% | 40% | 34% | 45% | 42% | 39% | 38% | 26% | 43% | 35% | 28% | 45% | 23% |
| Labour | 213 | 99 | 114 | 30 | 37 | 27 | 32 | 37 | 50 | 42 | 52 | 49 | 66 | 62 | 47 | 64 | 16 | 24 |
| | 29% | 28% | 30% | 37% | 34% | 21% | 26% | 32% | 30% | 20% | 27% | 32% | 41% | 24% | 37% | 36% | 16% | 36% |
| Lib Dem | 187 | 92 | 95 | 15 | 35 | 44 | 31 | 36 | 26 | 63 | 58 | 29 | 30 | 72 | 27 | 50 | 25 | 13 |
| | 26% | 26% | 25% | 18% | 32% | 33% | 25% | 31% | 16% | 31% | 29% | 19% | 19% | 27% | 21% | 28% | 26% | 20% |
| UKIP | 26 | 12 | 14 | 2 | 5 | 3 | 6 | 3 | 7 | 4 | 4 | 5 | 13 | 6 | 6 | 7 | 7 | - |
| | 4% | 3% | 4% | 2% | 4% | 2% | 5% | 2% | 4% | 2% | 2% | 3% | 8% | 2% | 5% | 4% | 7% | -% |
| SNP | 14 | 6 | 8 | 2 | 3 | 2 | 2 | - | 6 | 1 | 3 | 7 | 3 | - | - | - | - | 14 |
| | 2% | 2% | 2% | 2% | 3% | 2% | 1% | -% | 3% | *% | 1% | 4% | 2% | -% | -% | -% | -% | 21% |
| Green | 12 | 5 | 7 | 3 | 2 | 5 | 2 | - | 1 | 4 | 1 | 3 | 4 | 8 | - | 4 | * | - |
| | 2% | 1% | 2% | 4% | 2% | 3% | 1% | -% | *% | 2% | 1% | 2% | 3% | 3% | -% | 2% | 1% | -% |
| Plaid Cymru | 4 | 1 | 3 | 1 | - | 1 | 1 | - | 1 | 1 | 2 | - | 1 | - | - | - | 4 | - |
| | 1% | *% | 1% | 1% | -% | 1% | 1% | -% | 1% | 1% | 1% | -% | *% | -% | -% | -% | 4% | -% |
| BNP | 3 | - | 3 | 3 | 1 | - | - | - | - | 1 | - | 1 | 2 | 1 | 2 | - | 1 | - |
| | *% | -% | 1% | 4% | *% | -% | -% | -% | -% | *% | -% | *% | 1% | *% | 2% | -% | 1% | -% |
| Other | 4 | 3 | 1 | - | 1 | 1 | 1 | - | 1 | 2 | * | 2 | - | 1 | - | 1 | 1 | 1 |
| | 1% | 1% | *% | -% | 1% | 1% | 1% | -% | 1% | 1% | *% | 1% | -% | 1% | -% | 1% | 1% | 1% |





Table VI (continuation)

Q3/4/5. Voting Intention (including Squeeze & DK/Refuse at Q.4)

Base: All respondents expressing a voting intention and saying 5-10 likely to vote - Weighted to Turnout values (Q2)

| | | | | | Q.3 | /4/5 Voting Int | ention | | | | | | Voted in 2005 eneral Election | n |
|-----------------|-------|-------------------|--------|---------|------|-----------------|--------|-------------|------|-------|--------------------|-------------------|----------------------------------|--------------------------|
| | TOTAL | Conser- vative | Labour | Lib Dem | UKIP | Green | SNP | Plaid Cymru | BNP | Other | DK/Refuse at Q4 | Conser- vative | Labour | Liberal Demo- crat |
| Unweighted base | 742 | 277 | 233 | 177 | 22 | 9 | 12 | 5 | 2 | 6 | 78 | 212 | 274 | 90 |
| Weighted base | 731 | 267 | 213 | 187 | 26 | 12 | 14 | 4 | 3 | 4 | 66 | 203 | 227 | 126 |
| Conservative | 267 | 267 | - | - | - | - | - | - | - | - | 23 | 178 | 21 | 14 |
| | 37% | 100% | -% | -% | -% | -% | -% | -% | -% | -% | 34% | 88% | 9% | 11% |
| Labour | 213 | - | 213 | - | - | - | - | - | - | - | 26 | 6 | 157 | 18 |
| | 29% | -% | 100% | -% | -% | -% | -% | -% | -% | -% | 39% | 3% | 69% | 14% |
| Lib Dem | 187 | - | - | 187 | - | - | - | - | - | - | 15 | 12 | 42 | 89 |
| | 26% | -% | -% | 100% | -% | -% | -% | -% | -% | -% | 22% | 6% | 19% | 70% |
| UKIP | 26 | - | - | - | 26 | - | - | - | - | - | - | 5 | 5 | 5 |
| | 4% | -% | -% | -% | 100% | -% | -% | -% | -% | -% | -% | 2% | 2% | 4% |
| SNP | 14 | - | - | - | - | - | 14 | - | - | - | - | - | 1 | - |
| | 2% | -% | -% | -% | -% | -% | 100% | -% | -% | -% | -% | -% | 1% | -% |
| Green | 12 | - | - | - | - | 12 | - | - | - | - | 1 | - | 1 | - |
| | 2% | -% | -% | -% | -% | 100% | -% | -% | -% | -% | 2% | -% | *% | -% |
| Plaid Cymru | 4 | - | - | - | - | - | - | 4 | - | - | - | 1 | - | - |
| | 1% | -% | -% | -% | -% | -% | -% | 100% | -% | -% | -% | *% | -% | -% |
| BNP | 3 | - | - | - | - | - | - | - | 3 | - | - | - | - | - |
| | *% | -% | -% | -% | -% | -% | -% | -% | 100% | -% | -% | -% | -% | -% |
| Other | 4 | - | - | - | - | - | - | - | - | 4 | 2 | - | 1 | 1 |
| | 1% | -% | -% | -% | -% | -% | -% | -% | -% | 100% | 4% | -% | *% | 1% |





Table VI (continuation)

Q3/4/5. Voting Intention (including Squeeze & DK/Refuse at Q.4)

Base: All respondents expressing a voting intention and saying 5-10 likely to vote - Weighted to Turnout values (Q2)

| | _ | | | | Q | | king, do you thinł | k of yourself as? | | | | |
|-----------------|-------|-------------------|--------|---------|-----|----------------|--------------------|-------------------|-----|-------|---------|------------|
| | TOTAL | Conser- vative | Labour | Lib Dem | SNP | Plaid Cymru | UKIP | Green | BNP | Other | Refused | Don't know |
| Unweighted base | 742 | 233 | 251 | 102 | 8 | 11 | 11 | 5 | 2 | 7 | 9 | 104 |
| Weighted base | 731 | 221 | 229 | 115 | 9 | 10 | 13 | 5 | 4 | 6 | 9 | 110 |
| Conservative | 267 | 205 | 5 | 7 | 1 | 1 | - | - | 3 | - | 4 | 40 |
| | 37% | 93% | 2% | 6% | 9% | 10% | -% | -% | 79% | -% | 42% | 37% |
| Labour | 213 | 2 | 184 | 7 | - | - | 2 | - | - | * | 2 | 15 |
| | 29% | 1% | 80% | 6% | -% | -% | 17% | -% | -% | 8% | 18% | 14% |
| Lib Dem | 187 | 7 | 34 | 100 | - | 1 | - | - | * | 2 | 3 | 40 |
| | 26% | 3% | 15% | 87% | -% | 14% | -% | -% | 7% | 29% | 33% | 36% |
| UKIP | 26 | 5 | 4 | 1 | 8 | 1 | - | 2 | - | - | - | 4 |
| | 4% | 2% | 2% | 1% | 91% | 11% | -% | 44% | -% | -% | -% | 4% |
| SNP | 14 | 1 | 1 | - | - | - | 11 | - | - | - | - | 1 |
| | 2% | *% | *% | -% | -% | -% | 83% | -% | -% | -% | -% | 1% |
| Green | 12 | - | - | - | - | 7 | - | - | - | - | - | 5 |
| | 2% | -% | -% | -% | -% | 65% | -% | -% | -% | -% | -% | 5% |
| Plaid Cymru | 4 | - | 1 | - | - | - | - | 3 | - | - | - | 1 |
| | 1% | -% | *% | -% | -% | -% | -% | 56% | -% | -% | -% | 1% |
| BNP | 3 | - | - | - | - | - | - | - | 1 | - | - | 3 |
| | *% | -% | -% | -% | -% | -% | -% | -% | 14% | -% | -% | 3% |
| Other | 4 | - | - | - | - | - | - | - | - | 4 | 1 | - |
| | 1% | -% | -% | -% | -% | -% | -% | -% | -% | 62% | 7% | -% |





Table 6

Q6. Do you agree or disagree with each of the following statements? Base: All respondents

| | | Ge | nder | Age | | | | Social | Grade | | | | Region | | | | | |
|---------------------------------|-----------|-----------|------------|-----------|----------|---------|-----------|----------|----------|---------|---------|-----|--------|---------------|---------------|-----------------------|-----------------------------|---------------|
| | TOTAL | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land |
| Unweighted base | 1007 | 472 | 535 | 95 | 144 | 193 | 182 | 176 | 217 | 328 | 315 | 172 | 161 | 388 | 141 | 232 | 153 | 93 |
| Weighted base | 1007 | 483 | 524 | 121 | 161 | 191 | 171 | 151 | 211 | 262 | 263 | 211 | 242 | 356 | 171 | 249 | 142 | 89 |
| It is quite possible that I wil | l change | my mi | nd about | which | party to | vote fo | or betw | een nov | v and th | ne next | electio | n | | | | | | |
| Agree | 380 | 176 | 204 | 52 | 74 | 79 | 65 | 50 | 61 | 95 | 101 | 80 | 91 | 148 | 57 | 98 | 48 | 29 |
| | 38% | 36% | 39% | 43% | 46% | 41% | 38% | 33% | 29% | 36% | 39% | 38% | 38% | 42% | 33% | 39% | 34% | 33% |
| Disagree | 564 | 289 | 275 | 57 | 77 | 102 | 95 | 93 | 139 | 159 | 140 | 115 | 135 | 191 | 102 | 135 | 80 | 55 |
| | 56% | 60% | 52% | 47% | 48% | 54% | 55% | 62% | 66% | 61% | 53% | 54% | 56% | 54% | 60% | 54% | 57% | 62% |
| Don't know | 63 | 19 | 44 | 12 | 9 | 10 | 12 | 8 | 12 | 9 | 22 | 16 | 16 | 17 | 13 | 16 | 14 | 4 |
| | 6% | 4% | 8% | 10% | 6% | 5% | 7% | 6% | 6% | 3% | 8% | 8% | 7% | 5% | 7% | 6% | 10% | 5% |
| I have already changed my | decision | about | which pa | arty to v | ote for | during | this ele | ction ca | ampaig | n | | | | | | | | |
| Agree | 283 | 128 | 155 | 32 | 63 | 62 | 49 | 38 | 40 | 72 | 76 | 65 | 65 | 105 | 48 | 71 | 38 | 21 |
| | 28% | 27% | 30% | 26% | 39% | 32% | 29% | 25% | 19% | 28% | 29% | 31% | 27% | 30% | 28% | 28% | 27% | 24% |
| Disagree | 675 | 333 | 342 | 81 | 89 | 120 | 119 | 105 | 161 | 182 | 174 | 131 | 167 | 237 | 114 | 170 | 93 | 61 |
| | 67% | 69% | 65% | 67% | 55% | 63% | 70% | 70% | 76% | 70% | 66% | 62% | 69% | 66% | 67% | 68% | 66% | 69% |
| Don't know | 49 | 22 | 27 | 8 | 9 | 10 | 3 | 8 | 11 | 7 | 12 | 16 | 9 | 14 | 10 | 9 | 10 | 6 |
| | 5% | 5% | 5% | 6% | 6% | 5% | 2% | 6% | 5% | 3% | 5% | 7% | 4% | 4% | 6% | 3% | 7% | 7% |
| Leaders debates should be | a part of | f all fut | ure electi | ion cam | paigns | | | | | | | | | | | | | |
| Agree | 717 | 347 | 370 | 99 | 129 | 151 | 126 | 85 | 126 | 196 | 192 | 149 | 161 | 260 | 121 | 181 | 90 | 66 |
| | 71% | 72% | 71% | 82% | 80% | 79% | 74% | 57% | 59% | 75% | 73% | 70% | 67% | 73% | 70% | 73% | 63% | 74% |
| Disagree | 232 | 114 | 117 | 17 | 24 | 29 | 39 | 56 | 66 | 53 | 56 | 51 | 67 | 76 | 43 | 51 | 41 | 20 |
| | 23% | 24% | 22% | 14% | 15% | 15% | 23% | 37% | 31% | 20% | 21% | 24% | 28% | 21% | 25% | 21% | 29% | 22% |
| Don't know | 58 | 22 | 36 | 4 | 8 | 11 | 6 | 10 | 20 | 13 | 15 | 11 | 14 | 21 | 8 | 16 | 11 | 3 |
| | 6% | 5% | 7% | 4% | 5% | 6% | 3% | 6% | 9% | 5% | 6% | 5% | 6% | 6% | 5% | 6% | 8% | 3% |
| Leaders debates make the | election | campai | gn focus | s too mι | ich on j | persona | alities r | ather th | an poli | cies | | | | | | | | |
| Agree | 700 | 344 | 356 | 82 | 93 | 124 | 129 | 112 | 158 | 162 | 177 | 157 | 179 | 237 | 118 | 173 | 105 | 66 |
| | 69% | 71% | 68% | 68% | 58% | 65% | 76% | 74% | 75% | 62% | 67% | 74% | 74% | 66% | 69% | 70% | 74% | 75% |
| Disagree | 241 | 117 | 124 | 29 | 54 | 58 | 38 | 28 | 33 | 95 | 71 | 44 | 30 | 97 | 30 | 64 | 29 | 21 |
| | 24% | 24% | 24% | 24% | 33% | 30% | 22% | 19% | 16% | 36% | 27% | 21% | 12% | 27% | 17% | 26% | 20% | 23% |
| Don't know | 67 | 23 | 44 | 9 | 14 | 9 | 4 | 10 | 20 | 5 | 15 | 10 | 33 | 23 | 23 | 11 | 8 | 1 |
| | 7% | 5% | 8% | 8% | 9% | 5% | 2% | 7% | 10% | 2% | 6% | 5% | 14% | 6% | 14% | 4% | 6% | 2% |





Table 6 (continuation)

Q6. Do you agree or disagree with each of the following statements? Base: All respondents

| | | | | | Q.3 | /4/5 Voting Int | ention | | | | | | Voted in 2005 eneral Electio | |
|---------------------------|------------------|-------------------|-------------|---------------|--------------|-----------------|------------|-------------|------|-------|--------------------|-------------------|---------------------------------|--------------------------|
| | TOTAL | Conser- vative | Labour | Lib Dem | UKIP | Green | SNP | Plaid Cymru | BNP | Other | DK/Refuse at Q4 | Conser- vative | Labour | Liberal Demo- crat |
| Unweighted base | 1007 | 288 | 243 | 187 | 23 | 10 | 12 | 6 | 3 | 7 | 85 | 236 | 322 | 102 |
| Weighted base | 1007 | 278 | 223 | 196 | 28 | 13 | 14 | 5 | 5 | 6 | 72 | 226 | 272 | 145 |
| It is quite possible that | t I will change | my mind a | bout whicl | h party to vo | ote for betw | veen now a | nd the nex | t election | | | | | | |
| Agree | 380 | 88 | 76 | 80 | 12 | 6 | 3 | 3 | 1 | 4 | 50 | 63 | 106 | 59 |
| | 38% | 32% | 34% | 41% | 42% | 47% | 19% | 57% | 26% | 62% | 69% | 28% | 39% | 41% |
| Disagree | 564 | 176 | 129 | 113 | 16 | 7 | 11 | 2 | 1 | 2 | 20 | 151 | 150 | 82 |
| | 56% | 63% | 58% | 58% | 58% | 53% | 81% | 43% | 23% | 38% | 28% | 67% | 55% | 56% |
| Don't know | 63 | 14 | 18 | 2 | - | - | - | - | 2 | - | 2 | 12 | 16 | 4 |
| | 6% | 5% | 8% | 1% | -% | -% | -% | -% | 51% | -% | 3% | 5% | 6% | 3% |
| I have already change | d my decision | about whi | ch party to | vote for du | ring this el | ection cam | paign | | | | | | | |
| Agree | 283 | 58 | 46 | 78 | 16 | 5 | 3 | 3 | 3 | 2 | 23 | 41 | 84 | 44 |
| | 28% | 21% | 21% | 40% | 59% | 39% | 24% | 57% | 74% | 29% | 32% | 18% | 31% | 30% |
| Disagree | 675 | 215 | 166 | 116 | 11 | 8 | 11 | 2 | 1 | 4 | 39 | 179 | 175 | 97 |
| | 67% | 77% | 74% | 59% | 41% | 61% | 76% | 43% | 26% | 61% | 54% | 79% | 64% | 67% |
| Don't know | 49 | 6 | 11 | 2 | - | - | - | - | - | 1 | 10 | 6 | 13 | 3 |
| | 5% | 2% | 5% | 1% | -% | -% | -% | -% | -% | 10% | 14% | 3% | 5% | 2% |
| Leaders debates shou | Ild be a part of | all future | election ca | mpaigns | | | | | | | | | | |
| Agree | 717 | 200 | 152 | 158 | 17 | 9 | 9 | 3 | 5 | 4 | 50 | 150 | 200 | 98 |
| | 71% | 72% | 68% | 81% | 63% | 69% | 64% | 62% | 100% | 60% | 70% | 66% | 74% | 68% |
| Disagree | 232 | 63 | 61 | 32 | 10 | 4 | 5 | 2 | - | 2 | 20 | 66 | 61 | 32 |
| | 23% | 23% | 27% | 16% | 37% | 31% | 36% | 38% | -% | 40% | 27% | 29% | 22% | 22% |
| Don't know | 58 | 15 | 9 | 6 | - | - | - | - | - | - | 2 | 10 | 11 | 14 |
| | 6% | 5% | 4% | 3% | -% | -% | -% | -% | -% | -% | 3% | 5% | 4% | 10% |
| Leaders debates make | e the election c | ampaign f | iocus too n | nuch on per | sonalities | rather than | policies | | | | | | | |
| Agree | 700 | 205 | 167 | 118 | 18 | 11 | 8 | 2 | 4 | 5 | 51 | 161 | 200 | 99 |
| | 69% | 74% | 75% | 60% | 66% | 80% | 61% | 50% | 77% | 90% | 70% | 71% | 74% | 69% |
| Disagree | 241 | 64 | 45 | 67 | 4 | 3 | 5 | 2 | 1 | 1 | 20 | 50 | 59 | 43 |
| | 24% | 23% | 20% | 34% | 15% | 20% | 39% | 50% | 23% | 10% | 27% | 22% | 22% | 30% |
| Don't know | 67 | 9 | 11 | 11 | 5 | - | - | - | - | - | 2 | 15 | 13 | 2 |
| | 7% | 3% | 5% | 6% | 19% | -% | -% | -% | -% | -% | 2% | 7% | 5% | 1% |





Table 6 (continuation)

Q6. Do you agree or disagree with each of the following statements? Base: All respondents

| | | | | | Q. | 5 Generally spea | king, do you thin | k of yourself as? | | | | |
|-------------------------|-------------------|-------------------|---------------|------------------|----------------|------------------|-------------------|-------------------|-----|-------|---------|------------|
| | TOTAL | Conser- vative | Labour | Lib Dem | SNP | Plaid Cymru | UKIP | Green | BNP | Other | Refused | Don't know |
| Unweighted base | 1007 | 260 | 300 | 112 | 9 | 14 | 15 | 5 | 7 | 9 | 58 | 218 |
| Weighted base | 1007 | 248 | 280 | 126 | 10 | 15 | 17 | 5 | 10 | 8 | 56 | 233 |
| It is quite possible th | at I will change | my mind abo | out which par | ty to vote for b | etween now | and the next | election | | | | | |
| Agree | 380 | 68 | 101 | 44 | 2 | 6 | 4 | 4 | 1 | 5 | 16 | 130 |
| | 38% | 27% | 36% | 35% | 21% | 44% | 21% | 74% | 5% | 63% | 29% | 56% |
| Disagree | 564 | 169 | 158 | 81 | 8 | 8 | 13 | 1 | 8 | 2 | 34 | 81 |
| | 56% | 68% | 57% | 64% | 79% | 56% | 79% | 26% | 75% | 22% | 61% | 35% |
| Don't know | 63 | 11 | 20 | 1 | - | - | - | - | 2 | 1 | 6 | 21 |
| | 6% | 4% | 7% | 1% | -% | -% | -% | -% | 20% | 16% | 10% | 9% |
| I have already chang | ed my decision a | about which | party to vote | for during this | s election car | npaign | | | | | | |
| Agree | 283 | 52 | 70 | 41 | 7 | 3 | 3 | 1 | 8 | 2 | 18 | 77 |
| | 28% | 21% | 25% | 32% | 73% | 24% | 20% | 22% | 72% | 31% | 32% | 33% |
| Disagree | 675 | 191 | 195 | 84 | 3 | 11 | 13 | 4 | 1 | 4 | 35 | 134 |
| | 67% | 77% | 70% | 66% | 27% | 76% | 76% | 78% | 7% | 55% | 63% | 58% |
| Don't know | 49 | 5 | 14 | 2 | - | - | 1 | - | 2 | 1 | 3 | 22 |
| | 5% | 2% | 5% | 1% | -% | -% | 3% | -% | 20% | 14% | 5% | 9% |
| Leaders debates sho | uld be a part of | all future ele | ction campai | gns | | | | | | | | |
| Agree | 717 | 174 | 199 | 103 | 8 | 11 | 11 | 2 | 6 | 4 | 30 | 170 |
| | 71% | 70% | 71% | 81% | 79% | 77% | 67% | 38% | 56% | 55% | 54% | 73% |
| Disagree | 232 | 63 | 71 | 21 | 2 | 3 | 6 | 3 | 5 | 3 | 16 | 37 |
| | 23% | 25% | 26% | 17% | 21% | 23% | 33% | 62% | 44% | 45% | 29% | 16% |
| Don't know | 58 | 11 | 10 | 2 | - | - | - | - | - | - | 10 | 26 |
| | 6% | 4% | 3% | 2% | -% | -% | -% | -% | -% | -% | 18% | 11% |
| Leaders debates mal | ke the election c | ampaign foc | us too much | on personaliti | es rather tha | n policies | | | | | | |
| Agree | 700 | 183 | 211 | 77 | 9 | 8 | 10 | 4 | 9 | 7 | 37 | 146 |
| | 69% | 74% | 75% | 61% | 92% | 54% | 58% | 73% | 90% | 93% | 65% | 63% |
| Disagree | 241 | 55 | 53 | 45 | 1 | 7 | 7 | 1 | 1 | 1 | 12 | 58 |
| | 24% | 22% | 19% | 36% | 8% | 46% | 42% | 27% | 10% | 7% | 21% | 25% |
| Don't know | 67 | 10 | 17 | 4 | - | - | - | - | - | - | 8 | 29 |
| | 7% | 4% | 6% | 3% | -% | -% | -% | -% | -% | -% | 14% | 12% |





OPINION POLL CATI Fieldwork : May 2nd – 3rd 2010

| We | eighting table | | | <u></u> |
|-------------|--------------------|------------|------------------|--|
| Q .1 | Thinking bac | | general election | on in 2005, which party if any did you vote for? |
| ва | se: All respor | Unweighted | <u>Weighted</u> | |
| | Unweighted base | 1007 | 1007 | |
| | Weighted base | 1007 | 1007 | |
| | Conservative | 215 | 226 | |
| | | 21% | 22% | |
| | | | | |
| | Labour | 338 | 272 | |
| | | 34% | 26% | |
| | Liberal | | | |
| | Democrat | 95 | 145 | |
| | | 9% | 14% | |
| | | | | |
| | Other | 50 | 54 | |
| | | 5% | 5% | |
| | Did not vote | 213 | 213 | |
| | Did fiot vote | 213 | 213 | |
| | | 2170 | 2170 | |
| | Don't | 00 | 00 | |
| | remember | 38 | 38 | |
| | | 4% | 4% | |
| | Refused | 59 | 59 | |
| | IVGIN2EN | 59 6% | 59 6% | |
| | | 070 | 070 | |



