

## SUMMARY TABLES

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<b>Subject:</b>	<b><u>Daily Telegraph Election Poll 1 (9<sup>th</sup> – 13<sup>th</sup> April 2010)</u></b>
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### Introduction

This poll, the first of two, was conducted by Crosby|Textor in the UK on behalf of the Daily Telegraph. Its overall aim was to determine the relative standing of the political parties in those seats that the Conservatives need to secure in order to win the next election – namely Labour and Liberal Democrat marginal seats.

In order to provide the most accurate polling results to date, Crosby|Textor used the new electorate boundaries for these seats, presents vote figures only for those 'likely to vote', and used 'aided' vote (where local candidates are named in voting questions) in order to determine local campaign effects.

In addition to the usual voting questions, Crosby|Textor took the opportunity to ask detailed questions about; voter issues, voting influences (including simple party vote), and their perceptions of parties, their leaders and local candidates; these results helping to explain current voting intention. Voting results have been compared to the notional 2005 election outcomes in these same to determine significant trends.

### Methodology

Although the most sophisticated procedures have been used to collect and analyse the information presented here, it must be remembered that surveys are not predictions. They are designed to measure public opinion within identifiable statistical limits of accuracy at specific points in time. This survey is in no way a prediction of opinion or action at any future point in time.

This study contains results from a random telephone survey of n=1,394 adults 18 years of age and older, from within the boundaries of 100 Labour and Liberal Democrat-held marginal seats (80 and 20 respectively) that the Conservatives need to win in order to win the 2010 General Election.

The sample set minimum quotas by gender, age and postcode and was gathered between 9<sup>th</sup> – 13<sup>th</sup> April 2010. The data has been weighted by population estimates (Bureau of Statistics) for the seats surveyed, but have not been weighted by 2005 vote to avoid recall inaccuracies.

Typically, qualitative (percentages or proportions) and quantitative (averages or means) measures are used. In general, the margin of error for a sample size of approximately n=1,394 is a maximum +/-2.6 percentage points in 95 out of 100 cases for results around the 50% mark (margins of error will be smaller for results lying further from this mid-point).

It should be understood, however, that this overall margin of error only applies to measuring a proportion based on the total sample. Margins of error will be different for comparisons between sub-samples and for quantitative measures, such as means derived from ratings scales.

The voting results presented herein are based on a sub-sample of 'likely voters'; those rating their likelihood to vote as 10/10. This sample is equivalent to 65% of the adult voting population, and uses a base of n=837 (maximum margin of error of +/-3.4%).

Any variation in reported percentages of +/-1% in this report is due only to rounding. In reporting of figures "0%" denotes mentioned by less than 0.5% and "--" denotes not mentioned or no difference.

### Summary Tabulations

**Table 1: Likelihood to Vote – 2010 Voting Intention & 2005 Vote**

	2010 Total	2010 Labour Voters	2010 Cons Voters	2010 Lib Dem Voters	2005 Labour Voters	2005 Cons Voters	2005 Lib Dem Voters	2005 Did Not Vote
0 – Extremely unlikely	5%	0%	0%	0%	3%	1%	0%	15%
1	1%	0%	0%	0%	0%	0%	0%	3%
2	1%	0%	0%	0%	0%	0%	1%	2%
3	1%	0%	0%	0%	1%	1%	0%	3%
4	1%	0%	0%	0%	1%	1%	0%	3%
5	6%	7%	4%	10%	7%	2%	4%	13%
6	2%	2%	1%	4%	2%	1%	1%	4%
7	4%	5%	5%	2%	2%	4%	4%	9%
8	6%	6%	7%	4%	5%	4%	8%	9%
9	8%	8%	9%	7%	8%	7%	7%	6%
<b>10 – Extremely likely</b>	<b>65%</b>	<b>71%</b>	<b>73%</b>	<b>73%</b>	<b>69%</b>	<b>80%</b>	<b>74%</b>	<b>32%</b>
<b>0-1 – Not at all likely</b>	<b>6%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>4%</b>	<b>1%</b>	<b>0%</b>	<b>19%</b>
<b>0-3 – Not very likely</b>	<b>7%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>5%</b>	<b>2%</b>	<b>1%</b>	<b>24%</b>
<b>4-6 – Neutral</b>	<b>10%</b>	<b>9%</b>	<b>5%</b>	<b>14%</b>	<b>9%</b>	<b>3%</b>	<b>6%</b>	<b>20%</b>
<b>5-10 – Neutral / Likely</b>	<b>91%</b>	<b>99%</b>	<b>100%</b>	<b>100%</b>	<b>93%</b>	<b>98%</b>	<b>98%</b>	<b>73%</b>
<b>7-10 – Quite likely</b>	<b>82%</b>	<b>90%</b>	<b>95%</b>	<b>86%</b>	<b>84%</b>	<b>95%</b>	<b>93%</b>	<b>56%</b>
<b>8-10 – Likely</b>	<b>78%</b>	<b>85%</b>	<b>89%</b>	<b>84%</b>	<b>82%</b>	<b>91%</b>	<b>88%</b>	<b>47%</b>
<b>9-10 – Very likely</b>	<b>72%</b>	<b>79%</b>	<b>82%</b>	<b>80%</b>	<b>77%</b>	<b>86%</b>	<b>80%</b>	<b>38%</b>
Don't know	1%	1%	0%	0%	1%	0%	0%	0%

Q3: On a scale from 0-10, where 0 is not at all likely and 10 extremely likely, how likely would you say you are to vote in the next General Election, being held in the next few weeks?

Base: Full sample (n=1,394)

Table 2a: Unaided Voting Intention – Summary of Decided & Likelihood

	2010 Total	2010 Decided*	10/10 Likely~	9-10/10 Likely	8-10/10 Likely	7-10/10 Likely
<b>Labour</b>	<b>26%</b>	<b>32%</b>	<b>31%</b>	<b>32%</b>	<b>32%</b>	<b>31%</b>
<b>Conservative</b>	<b>36%</b>	<b>45%</b>	<b>46%</b>	<b>46%</b>	<b>46%</b>	<b>47%</b>
<b>Liberal Democrats</b>	<b>13%</b>	<b>16%</b>	<b>16%</b>	<b>15%</b>	<b>15%</b>	<b>15%</b>
Total others	6%	7%	7%	7%	7%	7%
Undecided	9%	N/A	N/A	N/A	N/A	N/A
Refused	3%					
Unlikely to vote	9%					

Q4/4a: If the General Election were being held today, which party would receive your vote; Labour, the Conservatives, the Lib Dems or some other party or independent? IF DON'T KNOW / REFUSED: Even if it's just a slight leaning, can you please tell us who you might vote for if the General Election were being held today; Labour, the Conservatives, the Lib Dems or some other party or independent?

Base: Full sample (n=1,394), noting that those unlikely to vote (rating 0-4 in Q3) were automatically included as 'unlikely to vote' in this question.

\* In order to be directly comparable with the 2005 election results, those undecided, unlikely to vote or refusing to nominate a vote have been removed from the 2007 and 2010 survey results, leaving a 'decided vote' base of n=1,128.

~ '10/10 Likely vote' is used to present voting results in the following tables, and is equal to 65% of the UK adult population.

Table 2b: Unaided Voting Intention – Election 2005 Comparison

	2010 Likely	2005 Election <sup>^</sup>	Change (2010 – 2005)
<b>Labour</b>	<b>31%</b>	<b>36%</b>	<b>-5</b>
<b>Conservative</b>	<b>46%</b>	<b>36%</b>	<b>+10</b>
<b>Liberal Democrats</b>	<b>16%</b>	<b>22%</b>	<b>-6</b>
Total others	7%	6%	+1

Q4/4a: If the General Election were being held today, which party would receive your vote; Labour, the Conservatives, the Lib Dems or some other party or independent? IF DON'T KNOW / REFUSED: Even if it's just a slight leaning, can you please tell us who you might vote for if the General Election were being held today; Labour, the Conservatives, the Lib Dems or some other party or independent?

Base: 'Likely voters' (n=837), those rating 10/10 likelihood of voting at Q3, equal to 65% of the UK adult population.

<sup>^</sup> Notional vote calculated on new boundaries in these same seats (source: UK Polling Report).

**Table 2c: Unaided Voting Intention – Incumbent Party, 2005 Vote & Soft Voters**

	2010 Likely	Labor Seats	Lib Dem Seats	2005 Labour Voters	2005 Conserv. Voters	2005 Lib. Dem. Voters	Soft Voters
<b>Labour</b>	<b>31%</b>	<b>36%</b>	<b>14%</b>	<b>69%</b>	<b>2%</b>	<b>6%</b>	<b>31%</b>
<b>Conservative</b>	<b>46%</b>	<b>45%</b>	<b>48%</b>	<b>17%</b>	<b>93%</b>	<b>24%</b>	<b>38%</b>
<b>Liberal Democrats</b>	<b>16%</b>	<b>11%</b>	<b>33%</b>	<b>9%</b>	<b>2%</b>	<b>66%</b>	<b>15%</b>
Total others	7%	8%	5%	4%	4%	4%	15%
Greens	1%	1%	0%	0%	0%	1%	2%
Scottish National Party	0%	1%	0%	0%	0%	0%	0%
Plaid Cymru	0%	1%	0%	1%	0%	0%	1%
British National Party	2%	2%	0%	0%	1%	0%	3%
UKIP	3%	3%	3%	1%	2%	2%	6%
Independent	1%	1%	1%	1%	0%	2%	2%
Others	0%	0%	1%	0%	0%	0%	0%

Q4/4a: If the General Election were being held today, which party would receive your vote; Labour, the Conservatives, the Lib Dems or some other party or independent? IF DON'T KNOW / REFUSED: Even if it's just a slight leaning, can you please tell us who you might vote for if the General Election were being held today; Labour, the Conservatives, the Lib Dems or some other party or independent?

Base: 'Likely voters' (n=837), those rating 10/10 likelihood of voting at Q3, equal to 65% of the UK adult population.

**Table 3a: Aided Voting Intention – Summary of Decided & Likelihood**

	2010 Total	2010 Decided*	10/10 Likely~	9-10/10 Likely	8-10/10 Likely	7-10/10 Likely
<b>Labour &amp; Candidate</b>	<b>27%</b>	<b>32%</b>	<b>31%</b>	<b>31%</b>	<b>31%</b>	<b>31%</b>
<b>Conservative &amp; Candidate</b>	<b>36%</b>	<b>42%</b>	<b>43%</b>	<b>43%</b>	<b>44%</b>	<b>44%</b>
<b>Liberal Democrats &amp; Candidate</b>	<b>17%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>19%</b>	<b>19%</b>
Total others	5%	6%	6%	6%	6%	6%
Undecided	6%					
Refused	2%	N/A	N/A	N/A	N/A	N/A
Unlikely to vote	9%					

Q7/7a: If the General Election were being held today in your constituency of [SEAT], which candidate would receive your vote; [LOCAL LABOUR] for Labour, [LOCAL CONSERVATIVE] for the Conservatives, [LOCAL LIB DEM] for the Lib Dems or some other candidate? IF DON'T KNOW / REFUSED: Even if it's just a slight leaning, can you please tell us who you might vote for if the General Election were being held today; [LOCAL LABOUR] for Labour, [LOCAL CONSERVATIVE] for the Conservatives, [LOCAL LIB DEM] for the Lib Dems or some other candidate?

Base: Full sample (n=1,394), noting that those unlikely to vote (rating 0-4 in Q3) were automatically included as 'unlikely to vote' in this question.

\* In order to be directly comparable with the 2005 election results, those undecided, unlikely to vote or refusing to nominate a vote have been removed from the 2007 and 2010 survey results, leaving a 'decided vote' base of n=1,188.

~ '10/10 Likely vote' is used to present voting results in the following tables, and is equal to 65% of the UK adult population.

**Table 3b: Aided Voting Intention – 2005 Election Comparison**

	2010 Likely	2005 Election ^	Change (2010 – 2005)
<b>Labour &amp; Candidate</b>	31%	36%	-5
<b>Conservative &amp; Candidate</b>	43%	36%	+7
<b>Liberal Democrats &amp; Candidate</b>	20%	22%	-2
Total others	6%	6%	0

Q7/7a: If the General Election were being held today in your constituency of [SEAT], which candidate would receive your vote; [LOCAL LABOUR] for Labour, [LOCAL CONSERVATIVE] for the Conservatives, [LOCAL LIB DEM] for the Lib Dems or some other candidate? IF DON'T KNOW / REFUSED: Even if it's just a slight leaning, can you please tell us who you might vote for if the General Election were being held today; [LOCAL LABOUR] for Labour, [LOCAL CONSERVATIVE] for the Conservatives, [LOCAL LIB DEM] for the Lib Dems or some other candidate?

Base: 'Likely voters' (n=837), those rating 10/10 likelihood of voting at Q3, equal to 65% of the UK adult population.

^ Notional vote calculated on new boundaries in these same seats (source: UK Polling Report).

**Table 3c: Aided Voting Intention – Incumbent Party, 2005 Vote & Soft Voters**

	2010 Likely*	Labor Seats	Lib Dem Seats	2005 Labour Voters	2005 Conserv. Voters	2005 Lib. Dem. Voters	Soft Voters
<b>Labour &amp; Candidate</b>	31%	37%	8%	69%	3%	8%	34%
<b>Conservative &amp; Candidate</b>	43%	43%	40%	15%	88%	20%	29%
<b>Liberal Democrats &amp; Candidate</b>	20%	13%	48%	12%	6%	70%	25%
Total others	6%	6%	4%	4%	3%	2%	12%
Greens	1%	1%	0%	1%	0%	0%	3%
Scottish National Party	0%	0%	0%	0%	0%	0%	0%
Plaid Cymru	0%	1%	0%	1%	0%	0%	2%
British National Party	1%	2%	0%	0%	1%	0%	3%
UKIP	2%	2%	2%	1%	1%	2%	2%
Independent	1%	1%	0%	1%	0%	0%	1%
Others	0%	0%	1%	0%	0%	0%	0%

Q7/7a: If the General Election were being held today in your constituency of [SEAT], which candidate would receive your vote; [LOCAL LABOUR] for Labour, [LOCAL CONSERVATIVE] for the Conservatives, [LOCAL LIB DEM] for the Lib Dems or some other candidate? IF DON'T KNOW / REFUSED: Even if it's just a slight leaning, can you please tell us who you might vote for if the General Election were being held today; [LOCAL LABOUR] for Labour, [LOCAL CONSERVATIVE] for the Conservatives, [LOCAL LIB DEM] for the Lib Dems or some other candidate?

Base: 'Likely voters' (n=837), those rating 10/10 likelihood of voting at Q3, equal to 65% of the UK adult population.

Table 3d: Aided Voting Intention – 2005 Vote Comparison by Incumbent Party

	2010 Likely*	Labour Seats 2005	Labour Seats 2010	Change (2010 – 2005)	Lib Dem Seats 2005	Lib Dem Seats 2010	Change (2010 – 2005)
Labour & Candidate	31%	42%	37%	-5	13%	8%	-5
Conservative & Candidate	43%	36%	43%	+7	38%	40%	+2
Liberal Democrats & Candidate	20%	16%	13%	-3	44%	48%	+4
Net (Con. – Lab.)	N/A	-6	+6	+12	N/A	N/A	N/A
Net (Con. – Lib.)	N/A	N/A	N/A	N/A	-6	-8	-2
Total others	6%	6%	6%	0	5%	4%	-1

Q7/7a: If the General Election were being held today in your constituency of [SEAT], which candidate would receive your vote; [LOCAL LABOUR] for Labour, [LOCAL CONSERVATIVE] for the Conservatives, [LOCAL LIB DEM] for the Lib Dems or some other candidate? IF DON'T KNOW / REFUSED: Even if it's just a slight leaning, can you please tell us who you might vote for if the General Election were being held today; [LOCAL LABOUR] for Labour, [LOCAL CONSERVATIVE] for the Conservatives, [LOCAL LIB DEM] for the Lib Dems or some other candidate?

Base: 'Likely voters' (n=837), those rating 10/10 likelihood of voting at Q3, equal to 65% of the UK adult population.

Table 3e: Aided Voting Intention – New & Old Sitting Members (Labour & Lib Dem)

	2010 Likely	New Sitting Member	Old Sitting Member
Labour	31%	33%	31%
Conservative	43%	44%	43%
Liberal Democrats	20%	17%	21%
Total others	6%	7%	6%

Q7/7a: If the General Election were being held today in your constituency of [SEAT], which candidate would receive your vote; [LOCAL LABOUR] for Labour, [LOCAL CONSERVATIVE] for the Conservatives, [LOCAL LIB DEM] for the Lib Dems or some other candidate? IF DON'T KNOW / REFUSED: Even if it's just a slight leaning, can you please tell us who you might vote for if the General Election were being held today; [LOCAL LABOUR] for Labour, [LOCAL CONSERVATIVE] for the Conservatives, [LOCAL LIB DEM] for the Lib Dems or some other candidate?

Base: 'Likely voters' (n=837), those rating 10/10 likelihood of voting at Q3, equal to 65% of the UK adult population.

**Table 4: Voting Intention – Unaided & Aided Vote Comparison**

	2010 Likely Unaided Vote	2010 Likely Aided Vote	Change (Aided - Unaided)
<b>Labour</b>	<b>31%</b>	<b>31%</b>	<b>0</b>
<b>Conservative</b>	<b>46%</b>	<b>43%</b>	<b>-3</b>
<b>Liberal Democrats</b>	<b>16%</b>	<b>20%</b>	<b>+4</b>
Total others	7%	6%	-1

Q4/4a: If the General Election were being held today, which party would receive your vote; Labour, the Conservatives, the Lib Dems or some other party or independent? IF DON'T KNOW / REFUSED: Even if it's just a slight leaning, can you please tell us who you might vote for if the General Election were being held today; Labour, the Conservatives, the Lib Dems or some other party or independent?

Q7/7a: If the General Election were being held today in your constituency of [SEAT], which candidate would receive your vote; [LOCAL LABOUR] for Labour, [LOCAL CONSERVATIVE] for the Conservatives, [LOCAL LIB DEM] for the Lib Dems or some other candidate? IF DON'T KNOW / REFUSED: Even if it's just a slight leaning, can you please tell us who you might vote for if the General Election were being held today; [LOCAL LABOUR] for Labour, [LOCAL CONSERVATIVE] for the Conservatives, [LOCAL LIB DEM] for the Lib Dems or some other candidate?

Base: 'Likely voters' (n=837), those rating 10/10 likelihood of voting at Q3, equal to 65% of the UK adult population.

**Table 5a: Favourability Summary – Parties, Leaders, Key Figures & Candidates**

	Favourable	Neutral	Unfavourable	Net (Fav. – Unfav.)	Never Heard Of	Undecided
Gordon Brown	27%	24%	48%	-21	0%	1%
David Cameron	41%	27%	29%	+12	1%	2%
Nick Clegg	24%	39%	17%	+7	14%	5%
Labour Party	28%	23%	45%	-17	0%	2%
Conservative Party	38%	27%	31%	+7	0%	2%
Liberal Democrats	32%	43%	20%	+13	1%	4%
Alistair Darling	22%	31%	39%	-17	4%	4%
George Osborne	16%	28%	23%	-7	26%	7%
Vince Cable	26%	19%	9%	+18	39%	6%
David Milliband	17%	35%	28%	-11	14%	6%
Harriet Harman	12%	27%	40%	-28	16%	5%
Ed Balls	12%	28%	29%	-17	26%	6%
Labour candidate	23%	17%	15%	+7	38%	7%
Conservative candidate	16%	21%	11%	+5	44%	7%
Liberal Democrat candidate	12%	15%	6%	+6	59%	8%

Q5: I am now going to read out a list of groups and people who are active in UK politics. For each please tell us whether you have a favourable, neutral or unfavourable view of them. If you haven't heard of them that's OK, just say so.

Base: Full sample (n=1,394)

**Table 5b: Net Favourability Summary – Vote Likelihood, Voting Intention & Soft Voters**

	2010 Total	2010 Likely	2010 Labour Voters	2010 Conserv. Voters	2010 Lib. Dem. Voters	Soft Voters
Gordon Brown	-21	-23	+55	-71	-22	-17
David Cameron	+12	+16	-45	+80	-17	+11
Nick Clegg	+7	+10	+5	-4	+48	+10
Labour Party	-17	-19	+76	-75	-26	-13
Conservative Party	+7	+10	-54	+82	-29	+7
Liberal Democrats	+13	+15	+7	-7	+79	+20
Alistair Darling	-17	-16	+36	-50	-20	-14
George Osborne	-7	-7	-27	+20	-23	-13
Vince Cable	+18	+23	+19	+12	+38	+21
David Milliband	-11	-11	+17	-29	-5	-5
Harriet Harman	-28	-32	+8	-51	-35	-26
Ed Balls	-17	-22	+12	-40	-18	-10
Labour candidate	+7	+9	+50	-16	+1	+8
Conservative candidate	+5	+7	-9	+27	-5	+2
Liberal Democrat candidate	+6	+7	+1	+2	+33	+4

Q5: I am now going to read out a list of groups and people who are active in UK politics. For each please tell us whether you have a favourable, neutral or unfavourable view of them. If you haven't heard of them that's OK, just say so.

Base: Full sample (n=1,394)

**Table 5b: Candidate Name Recognition<sup>^</sup> – Incumbent Party & Candidate**

	2010 Total	Labour Seats	Lib Dem Seats	Old Incumbent Candidate	New Incumbent Candidate
Labour candidate	55%	64%	20%	62%	31%
Conservative candidate	49%	46%	58%	50%	43%
Liberal Democrat candidate	33%	22%	77%	36%	25%

Q5: I am now going to read out a list of groups and people who are active in UK politics. For each please tell us whether you have a favourable, neutral or unfavourable view of them. If you haven't heard of them that's OK, just say so.

Base: Full sample (n=1,394)

<sup>^</sup> % who have heard of the name

**Table 5c: Candidate Net Favourability – Incumbent Party & Candidate**

	<b>2010 Total</b>	<b>Labor Seats</b>	<b>Lib Dem Seats</b>	<b>Old Incumbent Candidate</b>	<b>New Incumbent Candidate</b>
Labour candidate	+7	+9	-1	+9	+2
Conservative candidate	+5	+6	+1	+4	+7
Liberal Democrat candidate	+6	-1	+31	+7	+1

Q5: I am now going to read out a list of groups and people who are active in UK politics. For each please tell us whether you have a favourable, neutral or unfavourable view of them. If you haven't heard of them that's OK, just say so.

Base: Full sample (n=1,394)

**Table 6: Preferred Prime Minister – 2007 Comparison, Vote Likelihood, Strength & Intention**

	<b>2010 Total</b>	<b>Likely Voters</b>	<b>Soft Voters</b>	<b>Labour Voters</b>	<b>Conserv. Voters</b>	<b>Lib. Dem. Voters</b>
<b>Gordon Brown</b>	<b>28%</b>	<b>28%</b>	<b>23%</b>	<b>74%</b>	<b>3%</b>	<b>19%</b>
<b>David Cameron</b>	<b>40%</b>	<b>44%</b>	<b>36%</b>	<b>7%</b>	<b>83%</b>	<b>24%</b>
<b>Nick Clegg</b>	<b>13%</b>	<b>13%</b>	<b>13%</b>	<b>4%</b>	<b>4%</b>	<b>43%</b>
Undecided / None	19%	14%	29%	14%	9%	14%

Q6: Thinking about; Gordon Brown, the leader of the Labour Party; David Cameron, the leader of the Conservatives; and Nick Clegg, the leader of the Liberal Democrats; who would make the better Prime Minister?

Base: Full sample (n=1,394)

**Table 7a: Party Issue Strengths Summary (All Voters)**

	Labour Party	Conservative Party	Liberal Democrats	Someone else	Undecided / None
The economy and debt	27%	38%	11%	4%	19%
The environment and climate change	18%	22%	22%	12%	26%
Roads and transport	25%	29%	12%	5%	30%
The education system and schools	29%	37%	12%	3%	18%
Health services and the NHS	36%	31%	10%	4%	18%
Employment and job security	29%	33%	10%	4%	24%
National security & defence	24%	37%	8%	4%	26%
Keeping taxes low	22%	35%	11%	5%	27%
The cost of living, including grocery, fuel and house prices	26%	33%	12%	4%	26%
Inflation & interest rates	29%	35%	10%	4%	23%
Immigration	17%	40%	9%	9%	24%
Crime and policing	24%	39%	9%	4%	23%
International affairs	29%	35%	6%	4%	25%
Cleaning up Westminster politics	15%	28%	16%	7%	33%

*Q9: I'm going to read out a list of issues that other people have told us are important to them. For each please tell me which party you think is best able to handle that issue; Labour, the Conservatives, the Liberal Democrats or someone else.*

*Base: Full sample (n=1,394)*

**Table 7b: Party Issue Strengths Summary (Likely Voters)**

	Labour Party	Conservative Party	Liberal Democrats	Someone else	Undecided / None
The economy and debt	29%	42%	12%	3%	14%
The environment and climate change	17%	25%	24%	11%	23%
Roads and transport	24%	33%	13%	4%	27%
The education system and schools	30%	40%	12%	3%	15%
Health services and the NHS	36%	36%	10%	3%	14%
Employment and job security	30%	37%	10%	4%	19%
National security & defence	26%	42%	7%	4%	20%
Keeping taxes low	21%	39%	11%	4%	25%
The cost of living, including grocery, fuel and house prices	27%	37%	11%	3%	22%
Inflation & interest rates	29%	39%	10%	3%	19%
Immigration	18%	45%	9%	8%	19%
Crime and policing	25%	44%	9%	4%	18%
International affairs	31%	39%	5%	4%	20%
Cleaning up Westminster politics	15%	32%	18%	7%	28%

*Q9: I'm going to read out a list of issues that other people have told us are important to them. For each please tell me which party you think is best able to handle that issue; Labour, the Conservatives, the Liberal Democrats or someone else.*

*Base: 'Likely voters' (n=837), those rating 10/10 likelihood of voting at Q3, equal to 65% of the UK adult population.*

**Table 8a: Party Descriptors Summary (All Voters)**

	Labour Party	Conservative Party	Liberal Democrats	Someone else	Undecided / None
Has the best local candidate in my local constituency	27%	25%	16%	4%	28%
Has a strong, competent and united team	22%	36%	15%	4%	24%
Is the most honest and trustworthy	15%	21%	21%	6%	38%
Are focused on the right issues	23%	32%	15%	5%	25%
Deserve to win the national election	23%	36%	15%	5%	20%
Deserve to win in my local constituency	28%	32%	18%	5%	16%
Are winning the campaign so far	16%	48%	5%	1%	30%
Are making most impact via the media, advertising and the internet	14%	46%	6%	2%	32%
Will win the national election	25%	51%	3%	2%	19%
Will win in my local constituency	31%	34%	15%	3%	17%
Has the best plans for the UK's future	26%	35%	11%	5%	24%
Is providing strong leadership	25%	43%	9%	3%	21%
Can clean up politics	15%	29%	19%	6%	32%
Understand people like me	25%	26%	15%	5%	28%
Will make the Britain strong again	23%	40%	7%	5%	24%
Good for business and growth	22%	46%	7%	3%	21%
Reflect British values	24%	37%	12%	6%	21%

*Q10: Now I'm going to read out a list of statements that other people have used to describe the three main political parties. For each please tell me which party you think it best describes; Labour, the Conservatives, the Liberal Democrats or someone else.*

*Base: Full sample (n=1,394)*

**Table 8b: Party Descriptors Summary (Likely Voters)**

	Labour Party	Conservative Party	Liberal Democrats	Someone else	Undecided / None
Has the best local candidate in my local constituency	28%	29%	16%	3%	22%
Has a strong, competent and united team	23%	39%	15%	4%	12%
Is the most honest and trustworthy	16%	24%	22%	4%	12%
Are focused on the right issues	24%	35%	16%	5%	14%
Deserve to win the national election	25%	40%	15%	4%	9%
Deserve to win in my local constituency	28%	37%	19%	5%	8%
Are winning the campaign so far	14%	52%	4%	1%	23%
Are making most impact via the media, advertising and the internet	14%	50%	6%	1%	25%
Will win the national election	25%	53%	3%	2%	15%
Will win in my local constituency	32%	37%	16%	2%	13%
Has the best plans for the UK's future	26%	38%	12%	5%	15%
Is providing strong leadership	25%	47%	9%	3%	10%
Can clean up politics	17%	32%	20%	5%	14%
Understand people like me	25%	31%	17%	4%	12%
Will make the Britain strong again	25%	45%	6%	5%	13%
Good for business and growth	23%	52%	8%	2%	12%
Reflect British values	23%	41%	13%	6%	12%

Q10: Now I'm going to read out a list of statements that other people have used to describe the three main political parties. For each please tell me which party you think it best describes; Labour, the Conservatives, the Liberal Democrats or someone else.

Base: 'Likely voters' (n=837), those rating 10/10 likelihood of voting at Q3, equal to 65% of the UK adult population.

**Table 9: Hung Parliament Scenario Preference – Voting Likelihood, Strength & Intention**

	2010 Total	Likely Voters	Soft Voters	Labour Voters	Conserv. Voters	Lib. Dem. Voters
<b>Labour win</b>	<b>35%</b>	<b>34%</b>	<b>32%</b>	<b>75%</b>	<b>11%</b>	<b>32%</b>
<b>Hung Parliament</b>	<b>55%</b>	<b>57%</b>	<b>57%</b>	<b>20%</b>	<b>77%</b>	<b>63%</b>
Neither	4%	3%	3%	1%	6%	2%
Undecided / No opinion	6%	5%	8%	3%	6%	3%

Q11: Some commentators have said that there is a danger of a hung parliament, where no single party would command a clear majority after the election. Given the choice between a hung parliament and Labour retaining power, which would you choose?

Base: Full sample (n=1,394)