

SUMMARY RESULTS & TABLES

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| Subject: | <u>Daily Telegraph Election Poll 2 (27th April – 2nd May 2010)</u> |
| Date: | 2nd May 2010 |

Introduction

This poll, the second of two for this General Election, 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; perceptions of parties, their leaders and local candidates, the effects of watched leadership debates, the effects of 'bigotgate'; these results helping to explain current voting intention. It also asked opinion on proportional representation voting systems.

Voting results have been compared to the notional 2005 election outcomes in these same seats (on new boundaries) to determine significant trends, and all questions are compared against the first poll (conducted 9th – 13th April, using the 100 most marginal Labour and Liberal Democrats seats; 80 and 20 respectively).

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=1,500 adults 18 years of age and older, from within the boundaries of 160 Labour and Liberal Democrat-held marginal seats (140 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 27th April – 2nd May 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=1,500 is a maximum +/-2.5 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, and those giving their voting intention. For aided vote, this sample is equivalent to 75% of the adult voting population, and uses a base of n=1,071 (maximum margin of error of +/-3.0%) when those undecided or refused on vote are omitted.

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%.

Summary Findings

Overview of Voting Results

- On aided vote (local candidates named) basis; Labour 32%, Conservative 40% and Lib Dems 22% (other minor parties and independents 6%).
 - N.B. These figures exclude those unlikely to vote, undecided on vote or refusing to nominate their vote.
 - A quarter of voters (25%) remain 'soft' – are undecided or likely to change their vote before election day – at this time; including 6% of Labour's vote, 6% of the Conservative's vote and 5% of Lib Dem's vote.
- Using ONLY the 100 seats common to Polls 1 and 2, Labor are stable on 31%, Conservatives have lost 5 points (to 38%), Lib Dems have picked up 6 points (to 26%) and others drop 1 point (to 5%), i.e. Conservatives have lost ground to the Lib Dems.
- In the 140 most marginal Labour seats:
 - 36% Labour and 40% Conservative; a lead of 4 points for Conservatives and a swing to them of 7.5 points (15 point net movement) since 2005.
 - Tories would pick up 103 Labour-held seats on this swing if felt uniformly.
- In the 20 most marginal Lib Dem seats:
 - 53% Lib Dem and 41% Conservative; a lead of 12 points for Lib Dems and a swing to them of 3 points (6 point net vote movement) since 2005.
 - Tories would NOT pick up any Lib Dem-held seats on this result.
- On the basis of uniform swings, the poll predicts a hung parliament at this time.
 - However, there are strong indications the Conservatives and Cameron (and also Lib Dems) are doing better against Labour post-'bigotgate'.
 - N.B. This poll does not measure or take into account any potential Conservative losses in its own seats to Labour and (particularly) Lib Dem.

Voter Turnout

- Voter turnout is now at its highest level recorded by C|T polls; 75% of UK adults report that they are definitely (10/10) likely to vote.
 - Those voting Conservative and Lib Dem in 2005 are most likely to turnout this time (89% and 85% respectively), with 2005 Labour voters least likely (78%), i.e. turnout is benefiting Conservatives and Lib Dems most.
 - Almost half of those not voting in 2005 (45%) say they are definitely likely to vote this time.
- This turnout is a 10 point increase on the previous poll (65%), and likely due to the leader debates creating interest and the likely close result:
 - Only 66% of those that watched no debates will definitely turnout, compared against 82% of those who watched at least one debate.
 - 29% said they would be more likely to vote as a result of the debates; with just 3% saying they will be less likely.

The Leaders

- Clegg is the best 'liked' of the leaders (net favourability of +19), followed by Cameron (+6) and Brown the least liked (-25).
 - Clegg has gained 12 points on favourability since Poll 1 (from +7), Cameron has dropped 6 points (from +12) and Brown has dropped 4 points (from -21).
- Cameron still the preferred PM choice overall (37%), followed by Brown (25%) and Clegg (21%); with 17% undecided.
 - Clegg has gained 8 points on this measure since Poll 1 (from 13%), with Cameron and Brown dropping 3 points each (from 37% and 28%) – even with the inclusion of more Labour seats in Poll 2.
- Clegg's gains likely due to the debates:
 - 24% of those watching at least one prefer him as PM but only 18% of those not watching any do.
 - His net favourability amongst those watching at least one is +23 points, but +15 amongst those watching none.
- Brown's preferred PM drop is likely due to (mainly) 'bigotgate' and also the debates:
 - Before 'bigotgate' he achieved 29% on preferred PM, but after achieved 24% (a 5 point drop).
 - Before 'bigotgate' his net favourability was -18 points, and afterwards -27 points.
 - His net favourability is 3 points lower (at -27 points) amongst those watching at least one debate compared to those that did not.
 - Brown did not increase his preferred PM rating significantly as a result of people watching the debates.
- Cameron did get some limited gain out of the debates, but gained more (9 points on preferred PM and net favourability) post-'bigotgate'.
- Whilst 84% of Conservative voters prefer Cameron for PM, only 68% of Labour voters prefer Brown and 62% of Lib Dem voters prefer Clegg.

Effects of 'Bigotgate'

- 'Bigotgate' has affected Brown's net favourability (likeability) and preferred PM status:
 - Before 28th April his net favourability was -18 points, and afterwards -27 points (a 9 point drop).
 - Before 28th April he achieved 29% on preferred PM, but afterwards 24% (a 5 point drop).
 - Cameron is the only leader to have improved on preferred PM post-'bigotgate' (30% before and 39% after), and on net favourability (-2 to +7 points).
- It has also affected (aided) vote:
 - Before 'bigotgate' Labour achieved 34% of the vote, but afterwards 31% (a 3 point drop); with the Conservatives and Lib Dems both gaining 2 points after the 28th April.
 - Overall, 24% (including 22% of likely voters) said that they will be less likely to vote Labour as a result of 'bigotgate'; just 2% will be more likely.
- There may be further vote lost as a result:
 - 27% of 'soft' voters (those still yet to totally make up their minds) said they will be less likely to vote Labour because of this event.
 - 8% of those currently likely to vote Labour also said they would be less likely to vote Labour.
 - The effects of 'bigotgate' on vote have not diminished with time; 27% of those interviewed on 2nd May still said they would be less likely to vote Labour.

Effects of Debates

- 55% of UK adults and 60% of likely voters stated they had watched at least one leadership debate, and 24% said they have watched them all.
- The debates appear to be stimulating interest and turnout:
 - Only 66% of those that watched no debates will definitely turnout, compared against 82% of those who watched at least one debate.
 - 29% said they would be more likely to vote as a result of the debates; with just 3% saying they will be less likely.
- Clegg and the Lib Dems were the overall winners out of the debates overall:
 - Clegg's net favourability amongst those watching at least one is +23 points, but +15 amongst those watching none (an 8 point gain). 63% of those watching at least one debate said they now have a more favourable view of Clegg (just 11% less favourable).
 - 24% of those watching at least one prefer Clegg as PM but only 18% of those not watching any do (a 6 point gain).
 - Lib Dems vote amongst those watching at least one debate is 25%, compared to 19% amongst those not watching any (a 6 point gain). 51% of those watching at least one debate said they would be more likely to consider voting Lib Dem (just 15% less likely).
 - Lib Dem voters were particularly encouraged to turnout – 45% said they would be more likely to vote (compared to 23% Labour and 24% Conservative).

- Brown and Labour were the big losers from the debates:
 - 36% of those watching at least one debate said they would look less favourably on Brown (19% more favourably). His net favourability is 3 points lower (at -27 points) amongst those watching at least one debate compared to those that did not.
 - Brown did not increase his preferred PM rating significantly as a result of people watching the debates.
 - 36% of those watching at least one debate said they would be less likely to vote Labour (14% more likely). Labour's vote is 4 points lower (at 30%) amongst those watching at least one debate compared to those that did not.
- Cameron and the Conservatives did not get as much out of the debates as Clegg:
 - 29% of those watching at least one debate said they would look on Cameron more favourably (27% less favourably). His net favourability amongst those watching at least one debate is +6 points, compared to +5 points amongst those not watching any.
 - Cameron was 6 points higher on preferred PM amongst those who have watched at least one debate, but his gains on this measure were higher post-'bigotgate'.
 - 23% of those watching at least one debate said they would be more likely to vote Conservative (34% less likely). The Conservatives are only 2 points higher on vote (at 41%) amongst those who watched at least one debate.

Effects of Local Candidates

- Comparison of unaided (party only) and aided (local candidates named) vote shows candidates are having comparatively little effect at this time, i.e. focus on parties and leaders:
 - Labour gain 2 points, Conservatives drop 1 point and Lib Dems no change between unaided and aided.
 - However, Labour do 6 points better in those seats where they have an existing (re-contesting) sitting MP, suggesting local incumbency is having an effect.
 - Indeed, Labour candidates have the highest net favourability at +10 points (Conservative candidates +5 and Lib Dem candidates +4).
- 63% have heard of their Labour candidate, 57% the Conservative candidate and 37% the Lib Dem candidate.
 - Awareness of Lib Dem candidates very high in their own seats though (at 83%), suggesting – in combination with their vote in those seats – a strong local campaign.
 - Awareness of NEW Labour candidates (where the local MP is retiring) lower at 51%.

Proportional Representation

- Opinions of electoral reform are split; 36% would prefer to keep the current system, 28% prefer PR and 36% are undecided or don't have enough information.
 - Conservative voters are most likely to want to keep the current system (47%).
 - Lib Dem voters are most likely to want to change to PR (45%).
- However, a majority (63%) support a referendum on the issue.
 - This is true of all party voting groups; 61% Labour, 63% Conservative and 72% Lib Dem.
 - Even 57% of those preferring to keep the current system support a referendum on the issue.

Hung Parliament

- Voters are split on the issue of whether they would prefer a Conservative win to a hung parliament scenario (44% and 46% respectively); 3% prefer neither and 8% are undecided.
 - Around three quarters of both Labour and Lib Dem voters (76% and 73% respectively) would actually prefer a hung parliament.
- However, as found in Poll 1, more voters would prefer a hung parliament to a Labour win (55% and 35% respectively).

Summary Tabulations

Table 1a: Likelihood to Vote – Poll 1 & 2010 Voting Intention

| | 2010 Poll 2 Total | 2010 Poll 1 Total* | 2010 Labour Voters | 2010 Cons Voters | 2010 Lib Dem Voters |
|--------------------------------|----------------------|-----------------------|--------------------------|---------------------|---------------------------|
| 0 – Extremely unlikely | 5% | 5% | 0% | 0% | 0% |
| 1 | 1% | 1% | 0% | 0% | 0% |
| 2 | 0% | 1% | 0% | 0% | 0% |
| 3 | 1% | 1% | 0% | 0% | 0% |
| 4 | 1% | 1% | 0% | 0% | 0% |
| 5 | 3% | 6% | 3% | 1% | 5% |
| 6 | 2% | 2% | 2% | 1% | 2% |
| 7 | 2% | 4% | 3% | 2% | 3% |
| 8 | 6% | 6% | 8% | 5% | 8% |
| 9 | 4% | 8% | 3% | 4% | 6% |
| 10 – Extremely likely | 75% | 65% | 81% | 86% | 77% |
| 0-1 – Not at all likely | 6% | 6% | 0% | 0% | 0% |
| 0-3 – Not very likely | 7% | 7% | 0% | 0% | 0% |
| 4-6 – Neutral | 5% | 10% | 5% | 3% | 7% |
| 5-10 – Neutral / Likely | 92% | 91% | 100% | 100% | 100% |
| 7-10 – Quite likely | 87% | 82% | 95% | 97% | 93% |
| 8-10 – Likely | 85% | 78% | 92% | 95% | 90% |
| 9-10 – Very likely | 79% | 72% | 84% | 90% | 83% |
| Don't know | 1% | 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=1,500)

* The first poll (conducted 9th – 13th April) used the 100 most marginal Labour and Liberal Democrat seats; 80 and 20 respectively

Table 1b: Likelihood to Vote – 2005 Vote

| | 2010 Poll 2 Total | 2005 Labour Voters | 2005 Cons Voters | 2005 Lib Dem Voters | 2005 Did Not Vote |
|--------------------------------|----------------------|--------------------------|---------------------|---------------------------|----------------------|
| 0 – Extremely unlikely | 5% | 2% | 2% | 3% | 16% |
| 1 | 1% | 0% | 0% | 0% | 3% |
| 2 | 0% | 0% | 0% | 0% | 2% |
| 3 | 1% | 0% | 0% | 0% | 3% |
| 4 | 1% | 1% | 0% | 0% | 1% |
| 5 | 3% | 3% | 0% | 4% | 5% |
| 6 | 2% | 2% | 1% | 0% | 2% |
| 7 | 2% | 2% | 1% | 2% | 5% |
| 8 | 6% | 6% | 5% | 4% | 9% |
| 9 | 4% | 4% | 2% | 2% | 9% |
| 10 – Extremely likely | 75% | 78% | 89% | 85% | 45% |
| 0-1 – Not at all likely | 6% | 2% | 2% | 3% | 19% |
| 0-3 – Not very likely | 7% | 3% | 2% | 3% | 24% |
| 4-6 – Neutral | 5% | 6% | 1% | 4% | 9% |
| 5-10 – Neutral / Likely | 92% | 96% | 97% | 97% | 74% |
| 7-10 – Quite likely | 87% | 91% | 96% | 92% | 67% |
| 8-10 – Likely | 85% | 88% | 96% | 91% | 62% |
| 9-10 – Very likely | 79% | 82% | 91% | 87% | 53% |
| Don't know | 1% | 1% | 1% | 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=1,500)

Table 1c: Likelihood to Vote – Debates Watched & Pre and Post-Leader Debate 3

| | 2010 Poll 2 Likely | Watched At Least One | Watched None | Pre-Debate (27 th – 29 th April) | Post-Debate (30 th April – 2 nd May) |
|--------------------------------|--------------------------|-------------------------|-----------------|--|--|
| 0 – Extremely unlikely | 5% | 3% | 7% | 5% | 5% |
| 1 | 1% | 0% | 2% | 1% | 1% |
| 2 | 0% | 0% | 1% | 0% | 0% |
| 3 | 1% | 0% | 2% | 1% | 1% |
| 4 | 1% | 1% | 1% | 1% | 1% |
| 5 | 3% | 1% | 4% | 3% | 3% |
| 6 | 2% | 1% | 2% | 2% | 1% |
| 7 | 2% | 2% | 3% | 2% | 3% |
| 8 | 6% | 5% | 7% | 6% | 6% |
| 9 | 4% | 4% | 4% | 5% | 4% |
| 10 – Extremely likely | 75% | 82% | 66% | 73% | 75% |
| 0-1 – Not at all likely | 6% | 3% | 9% | 6% | 6% |
| 0-3 – Not very likely | 7% | 4% | 11% | 7% | 7% |
| 4-6 – Neutral | 5% | 3% | 8% | 6% | 5% |
| 5-10 – Neutral / Likely | 92% | 96% | 87% | 92% | 91% |
| 7-10 – Quite likely | 87% | 93% | 80% | 86% | 88% |
| 8-10 – Likely | 85% | 91% | 77% | 84% | 85% |
| 9-10 – Very likely | 79% | 86% | 70% | 78% | 79% |
| Don't know | 1% | 0% | 1% | 1% | 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=1,500)

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

| | 2010 Poll 2 Total | 2010 Decided* | 10/10 Likely~ | 9-10/10 Likely | 8-10/10 Likely | 7-10/10 Likely |
|--------------------------|----------------------|------------------|------------------|-------------------|-------------------|-------------------|
| Labour | 25% | 30% | 30% | 30% | 30% | 30% |
| Conservative | 32% | 39% | 41% | 40% | 40% | 39% |
| Liberal Democrats | 19% | 24% | 22% | 23% | 23% | 23% |
| Total others | 6% | 8% | 7% | 7% | 7% | 7% |
| Undecided | 5% | N/A | N/A | N/A | N/A | N/A |
| Refused | 5% | | | | | |
| Unlikely to vote | 8% | | | | | |

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=1,500), 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=1,246.

~ '10/10 Likely vote' is used to present voting results in the following tables, and is equal to 75% of the UK adult population (before undecided or refused removed).

Table 2b: Unaided Voting Intention – Election 2005 Comparison

| | 2010 Poll 2 Likely | 2005 Election^ | Change (2010 Poll 2 – 2005) |
|--------------------------|-----------------------|-------------------|--------------------------------|
| Labour | 30% | 40% | -10 |
| Conservative | 41% | 34% | +7 |
| Liberal Democrats | 22% | 20% | +2 |
| 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=1,034), those rating 10/10 likelihood of voting at Q3, equal to 75% of the UK adult population (before undecided or refused removed).

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

Table 2c: Unaided Voting Intention – Poll 1 Comparison (Common Seats Only)

| | 2010 Poll 2 Likely [^] | 2010 Poll 1 Likely* | Change (Poll 2 – 1) |
|--------------------------|------------------------------------|------------------------|------------------------|
| Labour | 29% | 31% | -2 |
| Conservative | 39% | 46% | -7 |
| Liberal Democrats | 26% | 16% | +10 |
| Total others | 6% | 7% | -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', those rating 10/10 likelihood of voting at Q3, equal to 75% of the UK adult population, and those seats used in Poll 1 (n=656).

* The first poll (conducted 9th – 13th April) used the 100 most marginal Labour and Liberal Democrat seats; 80 and 20 respectively

[^] Results only for the same 100 seats used in Poll 1

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

| | 2010 Poll 2 Likely | Labour Seats | Lib Dem Seats | 2005 Labour Voters | 2005 Conserv. Voters | 2005 Lib. Dem. Voters | Soft Voters |
|----------------------------|-----------------------|-----------------|------------------|--------------------------|----------------------------|-----------------------------|----------------|
| Labour | 30% | 34% | 5% | 59% | 0% | 8% | 21% |
| Conservative | 41% | 40% | 45% | 20% | 84% | 17% | 35% |
| Liberal Democrats | 22% | 19% | 45% | 17% | 11% | 69% | 33% |
| Total others | 7% | 7% | 5% | 4% | 5% | 6% | 11% |
| Greens | 1% | 1% | 1% | 1% | 0% | 2% | 1% |
| Scottish National Party | 1% | 1% | 0% | 0% | 0% | 0% | 0% |
| Plaid Cymru | 1% | 1% | 0% | 1% | 0% | 0% | 1% |
| British National Party | 1% | 1% | 2% | 1% | 1% | 0% | 0% |
| UKIP | 2% | 3% | 2% | 1% | 3% | 3% | 7% |
| Independent | 0% | 1% | 0% | 1% | 1% | 1% | 1% |
| Others | 0% | 0% | 0% | 0% | 0% | 0% | 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=1,034), those rating 10/10 likelihood of voting at Q3, equal to 75% of the UK adult population (before undecided or refused removed).

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

| | 2010 Poll 2 Total | 2010 Decided* | 10/10 Likely~ | 9-10/10 Likely | 8-10/10 Likely | 7-10/10 Likely |
|--|----------------------|------------------|------------------|-------------------|-------------------|-------------------|
| Labour & Candidate | 27% | 32% | 32% | 31% | 32% | 32% |
| Conservative & Candidate | 32% | 38% | 40% | 40% | 39% | 39% |
| Liberal Democrats & Candidate | 20% | 24% | 22% | 22% | 23% | 23% |
| Total others | 5% | 6% | 6% | 6% | 6% | 6% |
| Undecided | 4% | N/A | N/A | N/A | N/A | N/A |
| Refused | 3% | | | | | |
| Unlikely to vote | 8% | | | | | |

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=1,500), 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=1,290.

~ '10/10 Likely vote' is used to present voting results in the following tables, and is equal to 75% of the UK adult population (before undecided or refused removed).

Table 3b: Aided Voting Intention – Election 2005 Comparison

| | 2010 Poll 2 Likely | 2005 Election [^] | Change (2010 Poll 2 – 2005) |
|--|-----------------------|-------------------------------|--------------------------------|
| Labour & Candidate | 32% | 40% | -8 |
| Conservative & Candidate | 40% | 34% | +6 |
| Liberal Democrats & Candidate | 22% | 20% | +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=1,071), those rating 10/10 likelihood of voting at Q3, equal to 75% of the UK adult population (before undecided or refused removed).

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

Table 3c: Aided Voting Intention – Poll 1 Comparison (Common Seats Only)

| | 2010 Poll 2 Likely [^] | 2010 Poll 1 Likely* | Change (Poll 2 – 1) |
|-------------------------------|------------------------------------|------------------------|------------------------|
| Labour & Candidate | 31% | 31% | 0 |
| Conservative & Candidate | 38% | 43% | -5 |
| Liberal Democrats & Candidate | 26% | 20% | +6 |
| Total others | 5% | 6% | -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=1,071), those rating 10/10 likelihood of voting at Q3, equal to 75% of the UK adult population (before undecided or refused removed).

* The first poll (conducted 9th – 13th April) used the 100 most marginal Labour and Liberal Democrat seats; 80 and 20 respectively

[^] Results only for the same 100 seats used in Poll 1

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

| | 2010 Poll 2 Likely | Labour Seats | Lib Dem Seats | 2005 Labour Voters | 2005 Conserv. Voters | 2005 Lib. Dem. Voters | Soft Voters |
|-------------------------------|--------------------------|-----------------|------------------|--------------------------|----------------------------|-----------------------------|----------------|
| Labour & Candidate | 32% | 36% | 3% | 61% | 1% | 12% | 28% |
| Conservative & Candidate | 40% | 40% | 41% | 17% | 86% | 19% | 34% |
| Liberal Democrats & Candidate | 22% | 18% | 53% | 18% | 9% | 66% | 28% |
| Total others | 6% | 6% | 4% | 4% | 4% | 3% | 10% |
| Greens | 1% | 1% | 1% | 1% | 0% | 0% | 1% |
| Scottish National Party | 1% | 1% | 0% | 0% | 0% | 0% | 0% |
| Plaid Cymru | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| British National Party | 1% | 1% | 2% | 1% | 1% | 0% | 0% |
| UKIP | 2% | 2% | 1% | 2% | 2% | 2% | 7% |
| Independent | 0% | 0% | 0% | 1% | 0% | 1% | 1% |
| Others | 0% | 0% | 0% | 0% | 0% | 0% | 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=1,071), those rating 10/10 likelihood of voting at Q3, equal to 75% of the UK adult population (before undecided or refused removed).

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

| | 2010 Poll 2 Likely | Labour Seats 2005 | Labour Seats 2010 | Change (2010 – 2005) | Lib Dem Seats 2005 | Lib Dem Seats 2010 | Change (2010 – 2005) |
|-------------------------------|--------------------------|-------------------------|-------------------------|----------------------------|--------------------------|--------------------------|----------------------------|
| Labour & Candidate | 32% | 44% | 36% | -8 | 13% | 3% | -10 |
| Conservative & Candidate | 40% | 33% | 40% | +7 | 38% | 41% | +3 |
| Liberal Democrats & Candidate | 22% | 16% | 18% | +2 | 44% | 53% | +9 |
| Net (Con. – Lab.) | N/A | -11 | +4 | +15 | N/A | N/A | N/A |
| Net (Con. – Lib.) | N/A | N/A | N/A | N/A | -6 | -12 | -6 |
| 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=1,071), those rating 10/10 likelihood of voting at Q3, equal to 75% of the UK adult population (before undecided or refused removed).

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

| | 2010 Poll 2 Likely | Sitting MP Retiring | Sitting MP Re-Contesting |
|-------------------|-----------------------|------------------------|-----------------------------|
| Labour | 32% | 27% | 33% |
| Conservative | 40% | 37% | 41% |
| Liberal Democrats | 22% | 28% | 21% |
| Total others | 6% | 7% | 5% |

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=1,071), those rating 10/10 likelihood of voting at Q3, equal to 75% of the UK adult population (before undecided or refused removed).

Table 3g: Aided Voting Intention – Debates Watched & Pre and Post-Leader Debate 3

| | 2010 Poll 2 Likely | Watched At Least One | Watched None | Pre-Debate (27 th – 29 th April) | Post-Debate (30 th April – 2 nd May) |
|--------------------------|--------------------|----------------------|--------------|--|--|
| Labour | 32% | 30% | 34% | 31% | 32% |
| Conservative | 40% | 41% | 39% | 39% | 41% |
| Liberal Democrats | 22% | 25% | 19% | 23% | 22% |
| Total others | 6% | 5% | 8% | 6% | 5% |

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=1,071), those rating 10/10 likelihood of voting at Q3, equal to 75% of the UK adult population (before undecided or refused removed).

Table 3h: Aided Voting Intention – Pre and Post-'Bigotgate'

| | 2010 Poll 2 Likely | Pre-'Bigotgate' (27 th April) | Post-'Bigotgate' (28 th April – 2 nd May) |
|--------------------------|--------------------|--|---|
| Labour | 32% | 34% | 31% |
| Conservative | 40% | 38% | 40% |
| Liberal Democrats | 22% | 21% | 23% |
| 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=1,071), those rating 10/10 likelihood of voting at Q3, equal to 75% of the UK adult population (before undecided or refused removed).

Table 4: Voting Intention – Unaided & Aided Vote Comparison

| | 2010 Poll 2 Likely <u>Unaided</u> Vote | 2010 Poll 2 Likely <u>Aided</u> Vote | Change (Aided - Unaided) |
|--------------------------|---|---|-----------------------------|
| Labour | 30% | 32% | +2 |
| Conservative | 41% | 40% | -1 |
| Liberal Democrats | 22% | 22% | 0 |
| 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=1,071), those rating 10/10 likelihood of voting at Q3, equal to 75% of the UK adult population (before undecided or refused removed).

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

| | Favourable | Neutral | Unfavourable | Net (Fav. – Unfav.) | Never Heard Of | Undecided |
|----------------------------|------------|---------|--------------|---------------------|----------------|-----------|
| Gordon Brown | 25% | 23% | 50% | -25 | 0% | 2% |
| David Cameron | 38% | 27% | 33% | +6 | 0% | 2% |
| Nick Clegg | 39% | 33% | 20% | +19 | 4% | 4% |
| Labour Party | 28% | 23% | 47% | -18 | 0% | 2% |
| Conservative Party | 37% | 26% | 34% | +3 | 0% | 3% |
| Liberal Democrats | 38% | 37% | 21% | +16 | 0% | 3% |
| Labour candidate | 26% | 21% | 16% | +10 | 31% | 6% |
| Conservative candidate | 20% | 21% | 15% | +5 | 35% | 8% |
| Liberal Democrat candidate | 13% | 15% | 9% | +4 | 56% | 7% |

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=1,500)

Table 5b: Net Favourability Summary – Poll 1 Comparison, Vote Likelihood, Vote & Soft Voters

| | 2010 Poll 2 Total | 2010 Poll 1 Total* | 2010 Poll 2 Likely | 2010 Labour Voters | 2010 Conserv. Voters | 2010 Lib. Dem. Voters | Soft Voters |
|-------------------------------|-------------------------|--------------------------|--------------------------|--------------------------|----------------------------|-----------------------------|----------------|
| Gordon Brown | -25 | -21 | -25 | +54 | -77 | -43 | -27 |
| David Cameron | +6 | +12 | +7 | -50 | +77 | -20 | +10 |
| Nick Clegg | +19 | +7 | +20 | +11 | -1 | +79 | +37 |
| Labour Party | -18 | -17 | -19 | +72 | -79 | -32 | -19 |
| Conservative Party | +3 | +7 | +5 | -56 | +84 | -32 | +4 |
| Liberal Democrats | +16 | +13 | +16 | +7 | -10 | +86 | +33 |
| Labour candidate | +10 | +7 | +10 | +55 | -17 | 0 | +9 |
| Conservative candidate | +5 | +5 | +8 | -16 | +44 | -13 | +2 |
| Liberal Democrat candidate | +4 | +6 | +5 | -6 | -4 | +34 | +5 |

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=1,500)

* The first poll (conducted 9th – 13th April) used the 100 most marginal Labour and Liberal Democrat seats; 80 and 20 respectively

Table 5c: Leader Net Favourability^ – Debates Watched & Pre & Post-Leader Debate 3

| | 2010 Poll 2 Total | Watched At Least One | Watched None | Pre-Debate (27 th – 29 th April) | Post-Debate (30 th April – 2 nd May) |
|---------------|-------------------------|-------------------------|-----------------|--|--|
| Gordon Brown | -25 | -24 | -27 | -24 | -26 |
| David Cameron | +6 | +6 | +5 | +5 | +6 |
| Nick Clegg | +19 | +23 | +15 | +28 | +7 |

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=1,500)

^ % Favourable - % Unfavourable

Table 5d: Leader Net Favourability^ – Pre & Post- 'Bigotgate'

| | 2010 Poll 2 Total | Pre-'Bigotgate' (27 th April) | Post-'Bigotgate' (28 th April – 2 nd May) |
|---------------|-------------------------|---|--|
| Gordon Brown | -25 | -18 | -27 |
| David Cameron | +6 | -2 | +7 |
| Nick Clegg | +19 | +22 | +18 |

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=1,500)

^ % Favourable - % Unfavourable

Table 5e: Candidate Name Recognition[^] – Incumbent Party & Candidate

| | 2010 Poll 2 Total | 2010 Poll 1 Total* | Labour Seats | Lib Dem Seats | Sitting MP Re-Contesting | Sitting MP Retiring |
|----------------------------|-------------------|--------------------|--------------|---------------|--------------------------|---------------------|
| Labour candidate | 63% | 55% | 69% | 24% | 67% | 51% |
| Conservative candidate | 57% | 49% | 55% | 69% | 57% | 56% |
| Liberal Democrat candidate | 37% | 33% | 30% | 83% | 38% | 33% |

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=1,500)

[^] % who have heard of the name

* The first poll (conducted 9th – 13th April) used the 100 most marginal Labour and Liberal Democrat seats; 80 and 20 respectively

Table 5f: Candidate Net Favourability[^] – Poll 1, Incumbent Party & Candidate

| | 2010 Poll 2 Total | 2010 Poll 1 Total* | Labour Seats | Lib Dem Seats | Sitting MP Re-Contesting | Sitting MP Retiring |
|----------------------------|-------------------|--------------------|--------------|---------------|--------------------------|---------------------|
| Labour candidate | +10 | +7 | +12 | -5 | +12 | +1 |
| Conservative candidate | +5 | +5 | +4 | +10 | +5 | +3 |
| Liberal Democrat candidate | +4 | +6 | 0 | +32 | +3 | +6 |

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=1,500)

* The first poll (conducted 9th – 13th April) used the 100 most marginal Labour and Liberal Democrat seats; 80 and 20 respectively

[^] % Favourable - % Unfavourable

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

| | 2010 Poll 2 Total | 2010 Poll 1 Total* | Likely Voters | Soft Voters | Labour Voters | Conserv. Voters | Lib. Dem. Voters |
|----------------------|-------------------|--------------------|---------------|-------------|---------------|-----------------|------------------|
| Gordon Brown | 25% | 28% | 26% | 18% | 68% | 3% | 9% |
| David Cameron | 37% | 40% | 40% | 32% | 9% | 84% | 14% |
| Nick Clegg | 21% | 13% | 21% | 25% | 10% | 6% | 62% |
| Undecided / None | 17% | 19% | 13% | 26% | 13% | 7% | 15% |

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=1,500)

* The first poll (conducted 9th – 13th April) used the 100 most marginal Labour and Liberal Democrat seats; 80 and 20 respectively

Table 6b: Preferred Prime Minister – Debates Watched & Pre & Post-Leader Debate 3

| | 2010 Poll 2 Total | Watched At Least One | Watched None | Pre-Debate (27 th – 29 th April) | Post-Debate (30 th April – 2 nd May) |
|----------------------|-------------------------|-------------------------|-----------------|--|--|
| Gordon Brown | 25% | 25% | 24% | 25% | 24% |
| David Cameron | 37% | 40% | 34% | 37% | 38% |
| Nick Clegg | 21% | 24% | 18% | 22% | 21% |
| Undecided / None | 17% | 10% | 25% | 16% | 17% |

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=1,500)

Table 6c: Preferred Prime Minister – Pre & Post- 'Bigotgate'

| | 2010 Poll 2 Total | Pre-'Bigotgate' (27 th April) | Post-'Bigotgate' (28 th April – 2 nd May) |
|----------------------|-------------------------|---|--|
| Gordon Brown | 25% | 29% | 24% |
| David Cameron | 37% | 30% | 39% |
| Nick Clegg | 21% | 22% | 21% |
| Undecided / None | 17% | 19% | 16% |

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=1,500)

Table 7: Hung Parliament Scenario Preference – Poll 1, Voting Likelihood, Strength & Intention

| | 2010 Poll 2 Total | 2010 Poll 1 Total* | Likely Voters | Soft Voters | Labour Voters | Conserv. Voters | Lib. Dem. Voters |
|---------------------------|-------------------------|--------------------------|------------------|----------------|------------------|--------------------|---------------------|
| Labour win | N/A | 35% | N/A | N/A | N/A | N/A | N/A |
| Conservative win | 44% | N/A | 47% | 45% | 12% | 89% | 22% |
| Hung Parliament | 46% | 55% | 46% | 42% | 76% | 8% | 73% |
| Neither | 3% | 4% | 2% | 1% | 3% | 0% | 2% |
| Undecided / No opinion | 8% | 6% | 5% | 12% | 10% | 3% | 4% |

Poll 2 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 the Conservatives gaining power, which would you choose?

Poll 1 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=1,500)

* The first poll (conducted 9th – 13th April) used the 100 most marginal Labour and Liberal Democrat seats; 80 and 20 respectively

Table 8: Leader Debates Watched – Voting Likelihood, Strength & Intention

| | 2010 Poll 2 Total | Likely Voters | Soft Voters | Labour Voters | Conserv. Voters | Lib. Dem. Voters |
|---------------------|-------------------|---------------|-------------|---------------|-----------------|------------------|
| None | 45% | 40% | 45% | 44% | 40% | 37% |
| 1 | 22% | 22% | 25% | 24% | 22% | 25% |
| 2 | 20% | 23% | 21% | 18% | 24% | 25% |
| 3 | 12% | 14% | 8% | 13% | 14% | 13% |
| At least one | 55% | 60% | 55% | 55% | 60% | 63% |
| All to date* | 24% | 28% | 21% | 24% | 26% | 29% |
| Undecided | 0% | 0% | 1% | 1% | 0% | 0% |

Q100: You may be aware that there have recently been some televised leader debates, consisting of Gordon Brown, David Cameron and Nick Clegg being asked questions. Have you personally watched any of these debates? IF YES> Can you recall how many of the debates you have watched? IF YES> Can you recall how many of the debates you have watched?

Base: Full sample (n=1,500)

* Calculated as 2 debates watched up to and included 29th April and 3 debates from 30th April to 2nd May

Table 9: Effect of Debates on Likelihood to Vote – Voting Likelihood, Strength & Intention

| | 2010 Poll 2 Watched | Likely Voters | Soft Voters | Labour Voters | Conserv. Voters | Lib. Dem. Voters |
|--------------------------|---------------------|---------------|-------------|---------------|-----------------|------------------|
| More likely | 29% | 25% | 37% | 23% | 24% | 45% |
| No effect | 66% | 73% | 57% | 74% | 74% | 55% |
| Less likely | 3% | 2% | 5% | 1% | 2% | 0% |
| NET (More – Less) | +26 | +23 | +32 | +22 | +21 | +45 |
| Undecided | 1% | 0% | 1% | 2% | 1% | 0% |

Q101: Do you think that watching that debate / those debates has made you more or less likely to vote in the next General Election, or has it had no effect on the chances of you turning out to vote?

Base: Watched at least one debate (n=836)

Table 10: Effect of Debates on Leader Favourability (Watched Debate) – Summary

| | More Favourable | No Effect | Less Favourable | Net (More – Less) | Never Heard Of | Undecided |
|---------------|-----------------|-----------|-----------------|-------------------|----------------|-----------|
| Gordon Brown | 19% | 44% | 36% | -17 | 0% | 1% |
| David Cameron | 29% | 43% | 27% | +2 | 0% | 1% |
| Nick Clegg | 63% | 25% | 11% | +52 | 0% | 1% |

Q102: I am now going to read out the names of the three main party leaders again. For each please tell me whether you have a more favourable or less favourable view of them as a result of the debate(s) you watched, or if these debates have had no effect on your views of them.

Base: Watched at least one debate (n=836)

Table 11: Effect of Debates on Voting Intention (Watched Debate) – Summary

| | More Likely | No Effect | Less Likely | Net (More – Less) | Undecided |
|--------------|-------------|-----------|-------------|-------------------|-----------|
| Labour | 14% | 40% | 36% | -21 | 9% |
| Conservative | 23% | 36% | 34% | -10 | 6% |
| Lib Dem | 51% | 29% | 15% | +36 | 6% |

Q103: And thinking about your vote, would you say that you are more or less likely to vote for [PARTY] as a result of your watching the debate(s)? And what about [PARTY]; are you more or less likely to vote for them as a result of you watching the debate(s)? And what about [PARTY]; are you more or less likely to vote for them as a result of you watching the debate(s)?

Base: Watched at least one debate (n=836)

Table 12a: Effect of ‘Bigotgate’ on Labour Vote – Number of Debates Watched

| | 2010 Poll 2 Post-‘Bigotgate’ | Likely Voters | Soft Voters | Labour Voters | Conserv. Voters | Lib. Dem. Voters |
|--------------------------|------------------------------|---------------|-------------|---------------|-----------------|------------------|
| More likely | 2% | 2% | 2% | 3% | 1% | 1% |
| No effect | 72% | 74% | 68% | 86% | 65% | 74% |
| Less likely | 24% | 22% | 27% | 8% | 33% | 24% |
| NET (More – Less) | -22 | -20 | -25 | -5 | -32 | -23 |
| Undecided | 2% | 1% | 4% | 3% | 1% | 1% |

Q200: Gordon Brown was recently caught on microphone describing a woman who had asked him a question on immigration as a ‘bigot’. He later apologized and tried to excuse his behaviour. Following this event would you say that you are more or less likely to vote Labour, or would it make no difference to your vote?

Base: Post-‘Bigotgate’, 28th April onwards (n=1,258)

Table 12b: Effect of ‘Bigotgate’ on Labour Vote – Date of Interview

| | 2010 Poll 2 Post-‘Bigotgate’ | 28 th April | 29 th April | 30 th April | 1 st May | 2 nd May |
|--------------------------|------------------------------|------------------------|------------------------|------------------------|---------------------|---------------------|
| More likely | 2% | 3% | 1% | 3% | 2% | 1% |
| No effect | 72% | 70% | 67% | 77% | 75% | 69% |
| Less likely | 24% | 23% | 31% | 19% | 22% | 27% |
| NET (More – Less) | -22 | -20 | -30 | -16 | -20 | -26 |
| Undecided | 2% | 5% | 1% | 1% | 1% | 2% |

Q200: Gordon Brown was recently caught on microphone describing a woman who had asked him a question on immigration as a ‘bigot’. He later apologized and tried to excuse his behaviour. Following this event would you say that you are more or less likely to vote Labour, or would it make no difference to your vote?

Base: Post-‘Bigotgate’, 28th April onwards (n=1,258)

Table 13: Preference for Future Voting System – Vote Likelihood, Vote & Soft Voters

| | 2010 Poll 2 Total | Likely Voters | Labour Voters | Conserv. Voters | Lib. Dem. Voters | Soft Voters |
|---|-------------------|---------------|---------------|-----------------|------------------|-------------|
| Strongly prefer keeping current system | 22% | 24% | 27% | 32% | 9% | 16% |
| Somewhat prefer keeping current system | 14% | 13% | 12% | 15% | 12% | 16% |
| Somewhat prefer changing to proportional representation | 12% | 13% | 15% | 9% | 15% | 13% |
| Strongly prefer changing to proportional representation | 15% | 18% | 12% | 12% | 30% | 13% |
| TOTAL CURRENT SYSTEM | 36% | 38% | 39% | 47% | 21% | 32% |
| TOTAL PROP. REP. | 28% | 31% | 27% | 20% | 45% | 26% |
| NET (Current – Prop. Rep.) | +9 | +7 | +12 | +26 | -25 | +6 |
| Not enough information | 31% | 27% | 27% | 29% | 32% | 39% |
| Undecided / No opinion | 5% | 4% | 6% | 4% | 2% | 3% |

Q300: Some have suggested that the UK adopts a 'proportional representation' voting system for future general elections. Others have said it is easier to keep the current system of constituencies and 'first past the post' voting. Given your current knowledge, would you prefer the UK to keep its current voting system or would you prefer to change to a new proportional representation voting system in future general elections; or do you not have enough information to say? IF PREFER> Is that strongly or somewhat prefer the current / a proportional representation voting system?

Base: Full sample (n=1,500)

Table 14a: Support for Referendum on Prop. Rep. – Vote Likelihood, Vote & Soft Voters

| | 2010 Poll 2 Total | Likely Voters | Labour Voters | Conserv. Voters | Lib. Dem. Voters | Soft Voters |
|-------------------------------|-------------------|---------------|---------------|-----------------|------------------|-------------|
| Strongly support | 35% | 39% | 35% | 34% | 43% | 33% |
| Somewhat support | 28% | 27% | 26% | 28% | 29% | 30% |
| Somewhat oppose | 9% | 9% | 11% | 9% | 7% | 8% |
| Strongly oppose | 6% | 7% | 9% | 8% | 2% | 4% |
| TOTAL SUPPORT | 63% | 66% | 61% | 63% | 72% | 63% |
| TOTAL OPPOSE | 15% | 16% | 20% | 17% | 9% | 11% |
| NET (Support - Oppose) | +48 | +50 | +41 | +45 | +63 | +52 |
| Not enough information | 16% | 13% | 13% | 17% | 14% | 19% |
| Undecided / No opinion | 6% | 4% | 6% | 3% | 4% | 7% |

Q301: Some people have suggested that considering changing the UK's voting system should be subject to a public referendum. Regardless of your opinion of the adoption of a proportional representation voting system in the UK, would you support or oppose a referendum on this question? IF SUPPORT / OPPOSE> Is that strongly or somewhat support / oppose?

Base: Full sample (n=1,500)

Table 14b: Support for Referendum on Prop. Rep. – Preference for Future Voting System

| | 2010 Poll 2 Total | Prefer Current System | Prefer Proportional Representation | Undecided / Not Enough Info. |
|-------------------------------|-------------------------|--------------------------|--|---------------------------------|
| Strongly support | 35% | 29% | 56% | 26% |
| Somewhat support | 28% | 29% | 26% | 30% |
| Somewhat oppose | 9% | 15% | 6% | 5% |
| Strongly oppose | 6% | 11% | 5% | 1% |
| TOTAL SUPPORT | 63% | 57% | 82% | 56% |
| TOTAL OPPOSE | 15% | 26% | 12% | 6% |
| NET (Support - Oppose) | +48 | +31 | +70 | +50 |
| Not enough information | 16% | 11% | 6% | 32% |
| Undecided / No opinion | 6% | 6% | 1% | 6% |

Q301: Some people have suggested that considering changing the UK's voting system should be subject to a public referendum. Regardless of your opinion of the adoption of a proportional representation voting system in the UK, would you support or oppose a referendum on this question? IF SUPPORT / OPPOSE> Is that strongly or somewhat support / oppose?

Base: Full sample (n=1,500)