

YouGov Survey Results

Sample Size: 1466 GB Adults
Fieldwork: 24th - 25th April 2010

Weighted Sample
Unweighted Sample

Total	Voting intention			Gender		Age			Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1466	396	329	363	704	762	427	526	513	806	660	188	476	314	361	128
1466	399	314	357	667	799	393	453	620	851	615	205	492	276	356	137
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How interested would you say you are in the current general election?

	April 17-18																
Very interested	36	40	53	49	40	48	33	39	37	44	47	32	39	41	41	42	36
Fairly interested	46	43	38	42	49	40	46	41	47	41	41	45	43	42	43	43	47
TOTAL INTERESTED	82	83	91	91	89	88	79	80	84	85	88	77	82	83	84	85	83
Not very interested	14	12	8	9	10	9	15	11	12	12	10	15	14	14	11	11	10
Not at all interested	4	5	1	1	1	3	6	8	4	3	2	8	5	4	5	4	7
TOTAL NOT INTERESTED	18	17	9	10	11	12	21	19	16	15	12	23	19	18	16	15	17

Have you made up your mind about whether and, if so, how you will vote in this general election, or will you wait until nearer the time before finally deciding?

Made up my mind	67	69	86	89	70	75	63	61	70	74	72	65	66	69	69	71	68
Will wait until nearer the time	27	25	13	10	23	20	29	27	24	24	25	25	26	25	25	23	25
Not sure	6	6	1	2	7	5	8	12	6	2	3	10	8	6	6	6	7

How much do you care which candidate wins in the constituency where you live?

I care a great deal	41	42	52	51	38	44	39	28	40	54	49	32	40	44	38	42	42
I care to some extent	41	40	39	36	46	38	43	43	43	35	38	43	40	40	42	39	41
TOTAL CARE	82	82	91	87	84	82	82	71	83	89	87	75	80	84	80	81	83
I don't care very much	10	10	7	9	11	11	10	14	11	7	9	12	14	10	11	10	8
I don't care at all	4	5	2	3	3	5	5	9	3	3	3	7	4	3	6	6	7
TOTAL DON'T CARE	14	15	9	12	14	16	15	23	14	10	12	19	18	13	17	16	15
Not sure	4	3	0	2	2	2	4	5	3	1	2	5	2	4	3	3	2

How much do you care which party wins nationally in this election?

I care a great deal	63	63	81	75	62	69	58	55	63	70	71	55	64	64	61	65	63
I care to some extent	27	26	18	21	32	22	30	30	27	21	24	29	27	24	29	25	25
TOTAL CARE	90	89	99	96	94	91	88	85	90	91	95	84	91	88	90	90	88
I don't care very much	4	5	1	3	4	5	5	8	4	4	3	7	4	6	4	4	6
I don't care at all	3	3	0	0	1	2	4	5	2	2	1	5	2	2	4	3	6
TOTAL DON'T CARE	7	8	1	3	5	7	9	13	6	6	4	12	6	8	8	7	12
Not sure	3	2	0	0	1	2	3	2	3	2	1	4	3	4	2	2	0

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The political parties seek to make contact with individual voters at home in a variety of ways: by leaflets, emails, telephone calls and personal door-to-door calls
Have you been personally contacted by the Conservative Party in the past week or so in any of these ways?

April 17-18

Yes, I have	31	39	52	38	35	39	39	35	35	47	45	33	46	46	39	33	21
No, I have not	69	61	48	62	65	61	61	65	65	53	55	67	54	54	61	67	79

In which of the following ways have the Conservative Party contacted you? Please tick all that apply

[Those who have been contacted]

Leaflet(s)	91	93	91	96	97	94	93	95	92	93	92	95	90	93	97	94	88
Door-to-door call(s)	17	13	12	10	17	12	14	14	10	16	14	12	23	15	13	5	7
Email(s)	10	10	19	4	4	11	9	7	5	15	9	12	11	9	11	11	4
Telephone call(s)	1	3	3	4	1	1	4	0	2	5	3	2	2	2	2	7	0
None of these	1	1	2	1	0	1	1	0	3	1	2	1	3	0	0	2	8

Have you been personally contacted by the Labour Party in the past week or so in any of these ways?

Yes, I have	25	34	29	55	28	36	33	29	37	36	35	33	39	30	34	37	38
No, I have not	75	66	71	45	72	64	67	71	63	64	65	67	61	70	66	63	62

In which of the following ways have the Labour Party contacted you? Please tick all that apply

[Those who have been contacted]

Leaflet(s)	91	94	95	93	97	94	93	94	95	92	97	90	94	94	92	94	97
Door-to-door call(s)	15	12	7	17	7	8	15	14	12	10	10	13	22	11	10	9	9
Telephone call(s)	7	5	2	10	4	6	5	7	3	7	5	5	3	3	6	8	8
Email(s)	6	5	1	12	2	7	4	5	7	4	4	7	9	5	4	3	9
None of these	1	1	1	0	0	1	1	0	0	2	0	1	1	1	0	1	1

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you been personally contacted by the Liberal Democrat Party in the past week or so in any of these ways?

	April 17-18																
Yes, I have	19	29	27	26	41	30	28	27	26	33	31	26	27	32	30	25	24
No, I have not	81	71	73	74	59	70	72	73	74	67	69	74	73	68	70	75	76

In which of the following ways have the Liberal Democrat Party contacted you?

Please tick all that apply

[Those who have been contacted]

	April 17-18																
Leaflet(s)	94	94	96	92	94	92	96	94	95	94	96	92	92	92	97	97	94
Door-to-door call(s)	17	13	13	7	18	19	7	12	14	12	10	17	18	15	8	10	17
Email(s)	9	8	4	1	16	9	6	8	5	9	9	5	18	7	4	7	5
Telephone call(s)	2	3	2	3	3	3	2	4	2	2	3	2	3	3	1	3	5
None of these	1	1	0	0	1	1	0	1	0	0	1	0	3	1	0	0	0