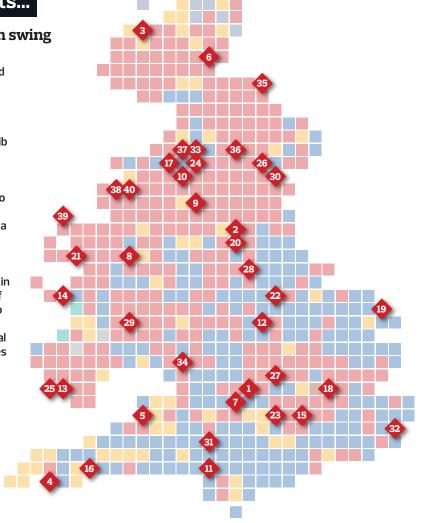
REDRAWING THE CONSTITUENCIES We have converted the geographical constituency map (left) into a diagramatic map (right) in order to give each seat equal size. This adjustment gives us a more accurate view of the political landscape though at the cost of geographical realism. With 74 seats, London appears larger than all of Scotland with its 59. Reshaping the map in this way means that your constituency might not appear where you would expect to find it

Tories' top Labour targets...

...but now vulnerable to Lib Dem swing

When the Tories' target list of 130 seats held by Labour was drawn up months ago, those requiring a swing of 5% and less were thought 'in the bag', and the 'battleground seats' needed between 5% and 9%. Now many could be 'in play' and vulnerable to a Lib Dem assault

We have identified two which on today's standing of the parties would be expected to go to the Liberal Democrats (strong yellow) and another 26 (pale yellow) where there is a chance they might win. In these seats Lib Dems should stick with their party in the hope that there is no further erosion between now and polling day. In another 12 in the table and in all other Labour held seats if they want to have Nick Clegg help Labour to stay in power after the election, no matter who leads Labour, they should cast a tactical vote for Labour to increase Labour's chances of holding on to that seat



MAP KEY	CONSTITUENCY	LABOUR 2005 LEAD	LIB DEM SWING REQUIRED	Swing achieved
1	Ealing Central & Acton	2.2		Swin
2	Northampton North	9.0	1	
3	Stirling	10.9	1	
4	Plymouth Sutton & Devonport	11.1	3	, S
5	Bristol North West	5.7	4	Extra swing requiring tactical voting from Labour supporters
6	Edinburgh South West	16.5	4	oddn
7	Brentford & Isleworth	8.3	4	our s
8	Warrington South	9.2	4	Labo
9	Colne Valley	2.5	5	rom
10	Pendle	5.3	5	ing f
- 11	Southampton Test	19.2	6	vot
12	Luton South	14.7	6	tical
13	Bridgend	17.9	6) tac
14	Aberconwy	3.9	6	iring
15	Dulwich & West Norwood	19.7	7	regu
16	Exeter	17.3	7	ving
17	Blackburn	19.4	7	ra sv
18	Poplar & Limehouse	10.8	7	Ext
19	lpswich	11.8	7	
20	Nottingham South	19.2	8	•

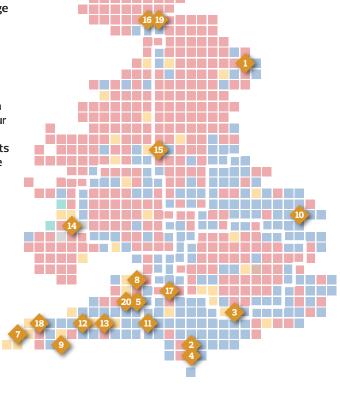
MAP KEY	CONSTITUENCY	LABOUR 2005 LEAD	LIB DEM SWING REQUIRED
21	Wirral South	9.3	8
22	Bedford	8.0	8
23	Tooting	12.2	9
24	Bradford West	8.3	9
25	Gower	16.9	9
26	Leeds North East	15.5	9
27	Westminster North	6.6	10
28	Nottingham East	24.2	10
29	Dudley North	11.1	17
30	Elmet & Rothwell	11.4	14
31	Reading West	11.5	15
32	Dover	10.4	16
33	Keighley	10.5	19
34	Warwick & Leamington	10.3	15
35	Tynemouth	11.6	19
36	Pudsey	11.7	13
37	Morecambe & Lunesdale	11.7	21
38	Bolton West	11.9	12
39	Sefton Central	12.0	12
40	Bolton North East	12.0	16

The state of the parties %	Con	Labour	Lib Dem	Other	N. Ireland seats	Lab-Con swing	
2005 GENERAL ELECTION RESULT	33.2	36.1	22.7	8.0	18	0.0	
2010 GENERAL ELECTION PROJECTION (NOT FORECAST)	33.9	27.3	28.9	9.9	18	5.0	
CHANGE IN VOTING INTENTION	0.7	-8.8	6.3	1.9			
SEATS WON IN 2005	209	349	62	12	18		
STATE OF THE PARTIES	267	258	92	15	18		
SEATS SHORT OF OVERALL MAJORITY	-59	-68	TORIES + LIB DEMS = 68 MAJORITY			LABOUR + LIB DEMS = 50 MAJORITY	
B. BASED ON UNIFORM NATIONAL SWING							

Lib Dem seats under threat

The Lib Dems deserve the reputation for being 'sticky', winning unwinnable seats and then steadily increasing their majorities, and so with the Clegg surge following the first debate, dislodging any of their sitting MPs looks much tougher than a month ago when at least a third of their 63 sitting MPs appeared vulnerable

We have identified 12 seats where, on today's standing of the parties, Labour supporters might wish to vote tactically to help the Liberal Democrats fend off a Tory threat (pink band). The remainder of Lib Dem seats do not have enough Labour strength to counter the Conservatives, and so Labour supporters shouldn't bother (yellow band)



KEY	CONSTITUENCY	LIB DEM 2005 LEAD	КЕУ	CONSTITUE
	York Outer	0.5	12	Taunton Dea
2	Eastleigh	1.2	13	Somerton &
	Carshalton & Wallington	3.0	14	Brecon & Rad
	Portsmouth South	8.1	15	Sheffield Hal
5	Chippenham	4.8	16	Berwickshire
6	Argyll & Bute	13.1		& Selkirk
	Truro & Falmouth	9.3	17	Oxford West
	Cheltenham	0.7	18	Cornwall Nor
	Torbay	6.1	19	Berwick Upo
10	Colchester	15.7	20	Bath
11	Romsey & So'ton North	0.5		

	_	
KEY	CONSTITUENCY	LIB DEM 2005 LEAD
12	Taunton Deane	3.4
13	Somerton & Frome	1.2
14	Brecon & Radnorshire	10.3
15	Sheffield Hallam	16.3
16	Berwickshire, Roxburgh	13.1
	& Selkirk	
17	Oxford West & Abingdon	13.5
18	Cornwall North	7.0
19	Berwick Upon Tweed	23.7
20	Bath	13.6

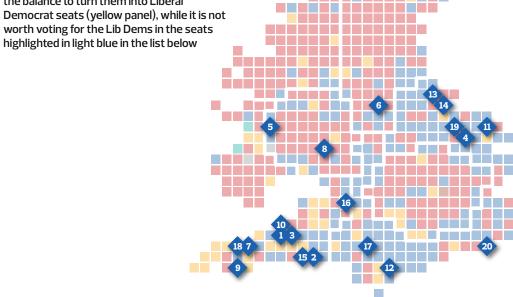
Tory seats that could go Lib Dem

everything they had, and be hauling in another hundred plus There are eight seats where on current levels of support a tactical vote by Labour could tip the balance to turn them into Liberal Democrat seats (yellow panel), while it is not worth voting for the Lib Dems in the seats

These are now not nearly so safe as David

month ago, as they expected to hold

Cameron's strategists would have thought a

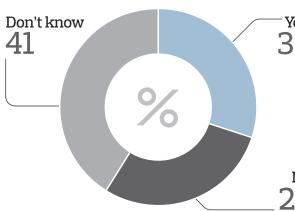


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	кех	CONSTITUENCY	TORY 2005 LEAD		CONSTITUENCY	TORY 2005 LEAD
	1	Weston-Super-Mare	4.2	12	Meon Valley	4.8
ı	2	Bournemouth West	7.5	13	Broadland	13.9
ı	3	Wells	5.7	14	Norfolk South	13.3
ı	4	Chelmsford	9.1	15	Poole	14.2
ı	5	Ludlow	4.3	16	Wantage	15.4
ı	6	Harborough	8.0	17	Aldershot	15.0
ı	7	Devon Central	4.9	18	Devon West & Torridge	5.3
ı	8	Solihull	0.2	19	Cambridgeshire	15.6
ı	9	Totnes	5.7		South East	
ı	10	Somerset North	11.5	20	Eastbourne	1.3
	11	Suffolk South	13.6			

Local knowledge

Only three people in ten, living in marginal constituencies, know that they do so

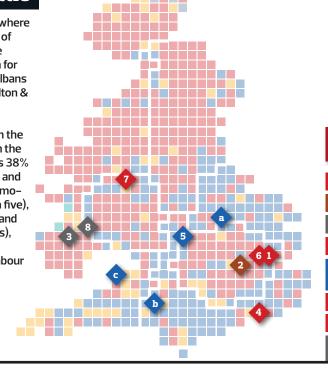
Q: As far as you know, do you live in a marginal constituency? By marginal constituency I mean a constituency where the current MP has only a narrow majority



Three-way battle

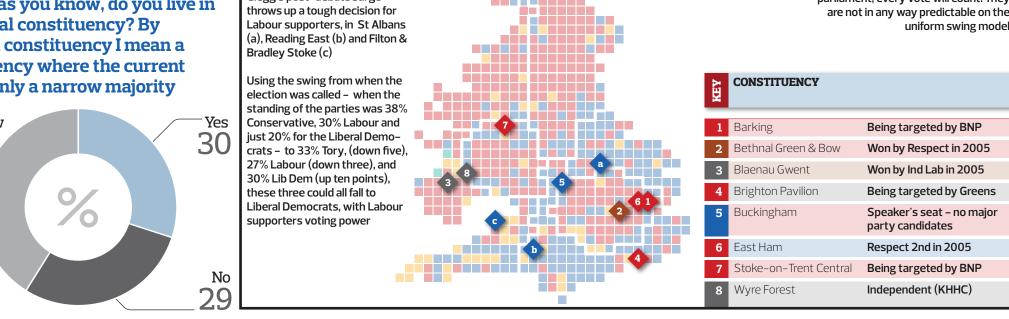
There are just three seats where our factoring in the impact of Clegg's post-debate surge throws up a tough decision for Labour supporters, in St Albans (a), Reading East (b) and Filton & Bradley Stoke (c)

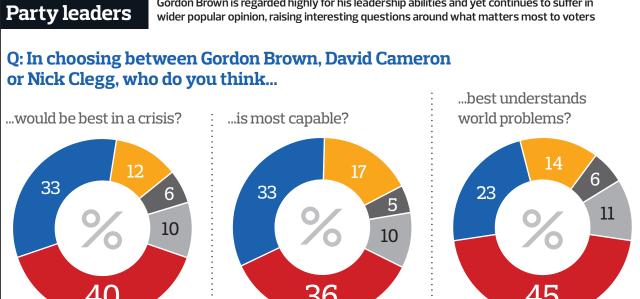
 $Gordon\,Brown\,is\,regarded\,highly\,for\,his\,leadership\,abilities\,and\,yet\,continues\,to\,suffer\,in$



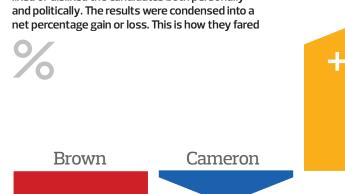
Unusual seats

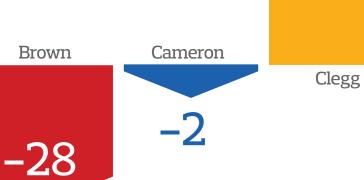
And then there are the quirky seats, eight of them, and in a very closely hung parliament, every vote will count. They are not in any way predictable on the





An Ipsos MORI poll asked voters whether they liked or disliked the candidates both personally and politically. The results were condensed into a net percentage gain or loss. This is how they fared





GRAPHIC: PETE GUEST SOURCE: IPSOS MORI, REUTERS BASE: 1,018 ELECTORS 18+ IN MARGINAL SEATS, 23-26 APRIL 2010