

PROJECT BOUNDARIES

Amongst another 1000000 respondents, almost 10% stated that they had seen or heard the 'Daily Mail story' and this has influenced their voting intentions, casting their support for the Labour and the independent Liberal Democrat parties. This is even though the story was published only yesterday. In other words, it is possible that a single article of this size can have an enormous and instantaneous effect on public opinion. We must therefore be aware of the many influences that affect our opinions.

As far as the Conservatives are concerned, positive reporting appears to be problematic. If this trend could get evidence from individuals from both sides of the fence that they will vote positively, it may give additional encouragement to those who are undecided.

As far as the Labour supporters, it seems that both negative and positive stories of the Labour government's policies and economy, will play into the general acceptance of their message. It seems possible that voting is unaffected by people who under normal circumstances would not consider voting with Labour.

In conclusion, it seems a mixed technique, trying to keep against Labour's claims, although this will be identifiable by the media will work. However, with Labour's statements and policies of making people feel secure, this may prove difficult.