

**Agency:** Panelbase

**Universe:** Adults resident in GB

**Methodology:** Online

**Sample size:** 1020

**Fieldwork dates:** 29 April - 30 April 2015

**Weighting:** All the results were weighted by age, sex, region and SEG and voters were also weighted to match the 2010 UK election result.

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Base: 1,020		Total	Gender x Age						Socio-economic grade	
			Male x 18-34	Male x 35-54	Male x 55+	Female x 18-34	Female x 35-54	Female x 55+	ABC1	C2DE
Who do you currently intend to vote for? (Likely to vote, exc. undecided)	<b>Base: Likely voters, excl undecided</b>	<b>770 (767)</b>	<b>107 (78)</b>	<b>142 (151)</b>	<b>155 (168)</b>	<b>87 (78)</b>	<b>114 (122)</b>	<b>164 (170)</b>	<b>430 (427)</b>	<b>340 (340)</b>
	Labour	265 (34%)	53 (49%)	61 (43%)	39 (25%)	33 (38%)	33 (29%)	40 (24%)	137 (32%)	122 (36%)
	Conservative	243 (32%)	21 (19%)	39 (27%)	47 (30%)	32 (36%)	39 (34%)	67 (41%)	164 (38%)	80 (23%)
	UKIP	130 (17%)	10 (9%)	22 (15%)	41 (27%)	5 (6%)	22 (19%)	29 (18%)	41 (9%)	88 (26%)
	Liberal Democrat	60 (8%)	12 (12%)	8 (6%)	14 (9%)	5 (6%)	5 (5%)	15 (9%)	38 (9%)	22 (7%)
	SNP	37 (5%)	7 (6%)	5 (3%)	6 (4%)	6 (8%)	6 (5%)	7 (4%)	20 (5%)	16 (5%)
	Green Party	29 (4%)	5 (4%)	3 (2%)	4 (2%)	3 (4%)	4 (3%)	5 (3%)	19 (4%)	10 (3%)
	Plaid Cymru	9 (1%)	0 (0%)	3 (2%)	1 (<1%)	0 (0%)	5 (4%)	0 (0%)	8 (2%)	1 (0%)
	Other	4 (<1%)	0 (0%)	0 (0%)	3 (2%)	0 (0%)	0 (0%)	1 (<1%)	3 (<1%)	1 (<1%)
Who do you currently intend to vote for?	<b>Base: All potential voters</b>	<b>964 (966)</b>	<b>136 (102)</b>	<b>170 (184)</b>	<b>167 (182)</b>	<b>136 (122)</b>	<b>164 (176)</b>	<b>191 (200)</b>	<b>537 (538)</b>	<b>427 (428)</b>
	Labour	277 (29%)	56 (41%)	64 (38%)	39 (24%)	38 (28%)	38 (23%)	41 (21%)	147 (27%)	129 (30%)
	Conservative	264 (27%)	23 (17%)	43 (26%)	49 (29%)	26 (26%)	45 (26%)	68 (36%)	173 (33%)	85 (20%)
	UKIP	143 (15%)	13 (10%)	26 (15%)	43 (26%)	8 (6%)	24 (15%)	29 (15%)	47 (9%)	96 (22%)
	Liberal Democrat	68 (7%)	13 (10%)	9 (5%)	14 (9%)	8 (6%)	7 (4%)	15 (8%)	44 (8%)	23 (5%)
	Green Party	40 (4%)	5 (3%)	6 (4%)	6 (2%)	4 (3%)	5 (3%)	5 (3%)	26 (5%)	14 (3%)
	SNP	39 (4%)	8 (6%)	5 (3%)	6 (4%)	7 (5%)	6 (4%)	7 (3%)	22 (4%)	17 (4%)
	Plaid Cymru	9 (<1%)	0 (0%)	3 (2%)	1 (<1%)	0 (0%)	5 (3%)	0 (0%)	8 (1%)	1 (<1%)
	Other	6 (<1%)	0 (0%)	0 (0%)	3 (2%)	0 (0%)	2 (1%)	1 (<1%)	3 (<1%)	3 (<1%)
	Don't know	120 (12%)	18 (13%)	13 (7%)	8 (5%)	25 (18%)	31 (19%)	25 (13%)	62 (12%)	58 (13%)
If the election was today, and you were standing in the polling booth right now, how would you vote?	<b>Base: Undecided</b>	<b>120 (123)</b>	<b>18 (14)</b>	<b>13 (15)</b>	<b>8 (10)</b>	<b>25 (23)</b>	<b>31 (33)</b>	<b>25 (28)</b>	<b>62 (66)</b>	<b>58 (57)</b>
	Conservative	20 (17%)	1 (7%)	2 (14%)	1 (12%)	4 (17%)	4 (14%)	7 (30%)	15 (24%)	5 (9%)
	Labour	19 (16%)	4 (22%)	4 (33%)	2 (19%)	2 (9%)	4 (13%)	3 (12%)	9 (13%)	11 (19%)
	UKIP	16 (13%)	1 (5%)	2 (14%)	2 (19%)	2 (9%)	4 (11%)	6 (23%)	7 (11%)	9 (15%)
	Liberal Democrat	11 (9%)	1 (7%)	2 (14%)	2 (22%)	2 (9%)	2 (6%)	1 (4%)	5 (9%)	5 (9%)
	Green Party	11 (9%)	2 (9%)	1 (5%)	1 (11%)	3 (11%)	3 (10%)	2 (6%)	6 (9%)	5 (9%)
	SNP	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
	Plaid Cymru	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
	Other	8 (7%)	2 (10%)	1 (7%)	0 (0%)	1 (4%)	1 (3%)	4 (16%)	5 (8%)	3 (5%)
	Would not vote	35 (29%)	7 (39%)	2 (13%)	1 (17%)	11 (45%)	11 (36%)	2 (9%)	15 (24%)	20 (34%)
Have you definitely made up your mind how you will vote or is there a possibility of you changing your mind?	<b>Base: Excluding undecided</b>	<b>845 (843)</b>	<b>118 (88)</b>	<b>157 (169)</b>	<b>159 (172)</b>	<b>111 (99)</b>	<b>133 (143)</b>	<b>166 (172)</b>	<b>475 (472)</b>	<b>369 (371)</b>
	Definitely made up my mind	620 (73%)	79 (67%)	120 (77%)	128 (81%)	63 (57%)	96 (72%)	133 (80%)	340 (71%)	280 (76%)
	May change my mind	225 (27%)	39 (33%)	37 (23%)	31 (19%)	48 (43%)	37 (28%)	34 (20%)	135 (29%)	89 (24%)
If you had to choose, which party would you prefer to lead the next UK government?	<b>Base: All</b>	<b>1020 (1020)</b>	<b>148 (111)</b>	<b>176 (191)</b>	<b>174 (190)</b>	<b>146 (130)</b>	<b>178 (190)</b>	<b>198 (206)</b>	<b>561 (561)</b>	<b>459 (459)</b>
	Labour	512 (50%)	95 (64%)	101 (58%)	74 (42%)	72 (54%)	87 (49%)	78 (38%)	271 (48%)	241 (52%)
	Conservative	508 (50%)	53 (36%)	75 (42%)	100 (58%)	67 (46%)	91 (51%)	122 (62%)	290 (52%)	218 (48%)

Base: 1,020		Total	Did you vote in the 2010 UK Parliamentary Election which led to David Cameron becoming Prime Minister? If so, who did you vote for?								Who do you currently intend to vote for?									
			Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Did not vote/Can't remember	Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Plaid Cymru	Other	Don't know	
Who do you currently intend to vote for? (Likely to vote, exc. undecided)	<b>Base: Likely voters, excl undecided</b>	<b>770 (767)</b>	<b>257 (252)</b>	<b>210 (199)</b>	<b>154 (144)</b>	<b>13 (30)</b>	<b>13 (2)</b>	<b>7 (19)</b>	<b>27 (12)</b>	<b>82 (79)</b>	<b>243 (242)</b>	<b>259 (245)</b>	<b>60 (57)</b>	<b>37 (50)</b>	<b>130 (132)</b>	<b>29 (32)</b>	<b>9 (6)</b>	<b>4 (3)</b>	<b>0 (0)</b>	
	Labour	259	19	158	48	0	11	0	34	0	243	0	0	0	0	0	0	0	0	0
	Conservative	243	181	16	26	0	3	2	0	16	243	0	0	0	0	0	0	0	0	0
	UKIP	130	47	13	29	0	15	1	15	9	0	0	0	0	130	0	0	0	0	0
	Liberal Democrat	60	6	6	19	0	75	14	54	11	0	0	0	0	100	0	0	0	0	0
	SNP	37	0	7	8	13	0	0	0	8	0	0	0	0	0	37	0	0	0	0
	Green Party	29	5	11	5	100	0	0	0	10	0	0	0	100	0	0	0	0	0	0
	Plaid Cymru	9	<1%	2	7	0	0	59	7	2	0	0	0	0	0	0	100	0	0	0
	Other	4	0	0	1	0	0	0	0	23	0	0	0	0	0	0	0	100	0	0
			<1%	0	0	<1%	0	0	0	8	<1%	0	0	0	0	0	0	0	100	0
Who do you currently intend to vote for?	<b>Base: All potential voters</b>	<b>964 (966)</b>	<b>291 (289)</b>	<b>235 (223)</b>	<b>185 (174)</b>	<b>14 (32)</b>	<b>25 (39)</b>	<b>8 (21)</b>	<b>32 (14)</b>	<b>174 (174)</b>	<b>264 (264)</b>	<b>277 (264)</b>	<b>68 (64)</b>	<b>39 (52)</b>	<b>143 (147)</b>	<b>40 (41)</b>	<b>9 (6)</b>	<b>6 (5)</b>	<b>120 (123)</b>	
	Labour	277	20	167	48	1	1	1	0	39	0	0	0	0	0	0	0	0	0	0
	Conservative	264	189	19	26	0	3	2	0	27	264	0	0	0	0	0	0	0	0	0
	UKIP	143	47	14	32	0	18	2	15	15	0	0	0	0	143	0	0	0	0	0
	Liberal Democrat	68	9	9	34	0	1	0	0	23	0	0	0	0	0	0	0	0	0	0
	Green Party	40	1	5	17	0	0	4	2	11	0	0	0	0	0	0	0	0	0	0
	SNP	39	0	9	8	13	0	0	0	9	0	0	0	39	0	0	0	0	0	0
	Plaid Cymru	9	<1%	2	7	0	0	0	0	5	0	0	0	0	0	100	0	0	0	0
	Other	6	0	0	1	0	0	0	0	2	3	0	0	0	0	0	0	0	6	0
	Don't know	120	24	13	20	0	2	0	5	57	0	0	0	0	0	0	0	0	0	120
			12%	8%	5%	11%	0	7%	0	15%	33%	0	0	0	0	0	0	0	0	100%
If the election was today, and you were standing in the polling booth right now, how would you vote?	<b>Base: Undecided</b>	<b>120 (123)</b>	<b>24 (25)</b>	<b>13 (13)</b>	<b>20 (21)</b>	<b>0 (0)</b>	<b>2 (3)</b>	<b>0 (0)</b>	<b>5 (2)</b>	<b>57 (59)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>120 (123)</b>	
	Conservative	20	10	2	4	0	1	0	0	3	0	0	0	0	0	0	0	0	20	
	Labour	17	43	13	20	0	32	0	0	8	0	0	0	0	0	0	0	0	17	
	UKIP	16	6	35	4	0	0	0	0	22	0	0	0	0	0	0	0	0	16	
	Liberal Democrat	11	1	5	11	0	0	0	0	12	0	0	0	0	0	0	0	0	11	
	Green Party	9	6	6	6	0	0	0	0	4	0	0	0	0	0	0	0	0	9	
	SNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	Other	8	1	1	1	0	0	0	2	3	0	0	0	0	0	0	0	0	8	
	Would not vote	35	3	1	3	0	0	0	43	6	0	0	0	0	0	0	0	0	35	
			29%	13%	12%	14%	0	0	57%	44%	0	0	0	0	0	0	0	0	29%	
Have you definitely made up your mind how you will vote or is there a possibility of you changing your mind?	<b>Base: Excluding undecided</b>	<b>845 (843)</b>	<b>267 (264)</b>	<b>223 (210)</b>	<b>165 (153)</b>	<b>14 (32)</b>	<b>23 (36)</b>	<b>8 (21)</b>	<b>27 (12)</b>	<b>117 (115)</b>	<b>264 (264)</b>	<b>277 (264)</b>	<b>68 (64)</b>	<b>39 (52)</b>	<b>143 (147)</b>	<b>40 (41)</b>	<b>9 (6)</b>	<b>6 (5)</b>	<b>0 (0)</b>	
	Definitely made up my mind	620	215	168	106	12	19	6	23	70	208	210	45	33	95	23	6	1	0	
	May change my mind	225	52	55	59	2	4	2	4	47	56	66	23	6	48	17	3	5	0	
			27%	19%	25%	35%	13%	17%	23%	15%	41%	21%	24%	34%	15%	43%	34%	88%	0	
If you had to choose, which party would you prefer to lead the next UK government?	<b>Base: All</b>	<b>1020 (1020)</b>	<b>297 (294)</b>	<b>238 (225)</b>	<b>189 (178)</b>	<b>14 (32)</b>	<b>25 (39)</b>	<b>8 (21)</b>	<b>32 (14)</b>	<b>217 (217)</b>	<b>264 (264)</b>	<b>277 (264)</b>	<b>68 (64)</b>	<b>39 (52)</b>	<b>143 (147)</b>	<b>40 (41)</b>	<b>9 (6)</b>	<b>6 (5)</b>	<b>120 (123)</b>	
	Labour	512	32	207	110	10	9	4	13	29	241	46	25	6	2	6	2	63		
	Conservative	508	265	31	79	4	16	4	19	90	264	3	38	5	95	15	2	5	57	
			50%	11%	87%	58%	71%	35%	54%	42%	59%	0	99%	43%	88%	33%	63%	75%	26%	
			50%	89%	31%	42%	29%	65%	46%	41%	100%	1%	57%	12%	67%	37%	25%	74%	47%	