

**Agency:** Panelbase

**Universe:** Adults resident in GB

**Methodology:** Online

**Sample size:** 1013

**Fieldwork dates:** 01 May - 06 May 2015

**Weighting:** All the results were weighted by age, sex, household tenure, SEG and country of birth. Respondents who voted in the 2011 Holyrood election and/ or 2014 Independence referendum were weighted to match the actual results.

**Headline voting intention:** Respondents who were undecided about how to vote were then asked to imagine that they were standing in the polling booth right now, to encourage a decision. These results were added to the original totals.

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Base: 1,013		Total	GenderXAge						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
Combined:	<b>Base: Likely voters</b>	<b>911</b>	<b>127</b>	<b>160</b>	<b>159</b>	<b>118</b>	<b>164</b>	<b>184</b>	<b>424</b>	<b>487</b>
		<b>(922)</b>	<b>(75)</b>	<b>(187)</b>	<b>(182)</b>	<b>(110)</b>	<b>(183)</b>	<b>(185)</b>	<b>(575)</b>	<b>(347)</b>
a) Who do you currently intend to vote for?	SNP	433	67	83	72	57	78	76	166	267
		<b>48%</b>	<b>53%</b>	<b>52%</b>	<b>45%</b>	<b>48%</b>	<b>48%</b>	<b>42%</b>	<b>39%</b>	<b>55%</b>
If Undecided:	Labour	239	28	44	44	33	48	41	111	128
		<b>26%</b>	<b>22%</b>	<b>27%</b>	<b>28%</b>	<b>28%</b>	<b>30%</b>	<b>23%</b>	<b>26%</b>	<b>26%</b>
b) If the election was today, and you were standing in the polling booth right now, how would you vote?	Conservative	128	11	15	29	11	21	41	83	44
		<b>14%</b>	<b>9%</b>	<b>10%</b>	<b>18%</b>	<b>9%</b>	<b>13%</b>	<b>23%</b>	<b>20%</b>	<b>9%</b>
	Liberal Democrat	46	6	4	10	6	6	14	34	12
		<b>5%</b>	<b>5%</b>	<b>3%</b>	<b>6%</b>	<b>5%</b>	<b>4%</b>	<b>8%</b>	<b>8%</b>	<b>3%</b>
	UKIP	32	8	9	4	0	5	6	13	19
		<b>3%</b>	<b>6%</b>	<b>5%</b>	<b>3%</b>	<b>0%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>4%</b>
	Green Party	19	1	3	0	9	4	2	9	9
		<b>2%</b>	<b>&lt;1%</b>	<b>2%</b>	<b>&lt;1%</b>	<b>8%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>
	Other	15	6	3	0	2	1	3	8	7
		<b>2%</b>	<b>5%</b>	<b>2%</b>	<b>0%</b>	<b>2%</b>	<b>&lt;1%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>
When did you decide that's who you were going to vote for?	<b>Base: Likely voters including undecided</b>	<b>904</b>	<b>123</b>	<b>161</b>	<b>158</b>	<b>123</b>	<b>160</b>	<b>179</b>	<b>414</b>	<b>490</b>
		<b>(916)</b>	<b>(72)</b>	<b>(188)</b>	<b>(180)</b>	<b>(117)</b>	<b>(180)</b>	<b>(179)</b>	<b>(565)</b>	<b>(351)</b>
	Within the last month or so	201	13	35	22	38	53	39	88	113
		<b>22%</b>	<b>11%</b>	<b>21%</b>	<b>14%</b>	<b>31%</b>	<b>33%</b>	<b>22%</b>	<b>21%</b>	<b>23%</b>
	In the last 2 or 3 months	122	32	12	10	22	20	27	65	57
		<b>13%</b>	<b>26%</b>	<b>7%</b>	<b>6%</b>	<b>18%</b>	<b>12%</b>	<b>15%</b>	<b>16%</b>	<b>12%</b>
	Last year, after the independence referendum	131	14	19	28	28	19	24	62	69
		<b>15%</b>	<b>11%</b>	<b>12%</b>	<b>17%</b>	<b>22%</b>	<b>12%</b>	<b>14%</b>	<b>15%</b>	<b>14%</b>
	Before the independence referendum	418	60	92	94	24	62	85	180	237
		<b>46%</b>	<b>49%</b>	<b>57%</b>	<b>60%</b>	<b>20%</b>	<b>39%</b>	<b>47%</b>	<b>44%</b>	<b>48%</b>
	Can't remember	33	4	4	5	11	7	4	18	15
		<b>4%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>9%</b>	<b>4%</b>	<b>2%</b>	<b>4%</b>	<b>3%</b>
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>904</b>	<b>123</b>	<b>161</b>	<b>158</b>	<b>123</b>	<b>160</b>	<b>179</b>	<b>414</b>	<b>490</b>
		<b>(916)</b>	<b>(72)</b>	<b>(188)</b>	<b>(180)</b>	<b>(117)</b>	<b>(180)</b>	<b>(179)</b>	<b>(565)</b>	<b>(351)</b>
	Definitely made up my mind	787	109	149	149	86	132	163	347	440
		<b>87%</b>	<b>88%</b>	<b>92%</b>	<b>94%</b>	<b>70%</b>	<b>83%</b>	<b>91%</b>	<b>84%</b>	<b>90%</b>
	May change my mind	118	14	13	9	37	28	16	67	51
		<b>13%</b>	<b>12%</b>	<b>8%</b>	<b>6%</b>	<b>30%</b>	<b>17%</b>	<b>9%</b>	<b>16%</b>	<b>10%</b>

Base: 1,013		Total	2015 intention							2011 Scottish Parliamentary Election						2014 Scottish Referendum		
			Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Conservative	Labour	Liberal Democrat	SNP	Green Party/Other	Didn't vote	I voted Yes	I voted No	I did not vote
Combined:	<b>Base: Likely voters</b>	911 (922)	128 (148)	239 (216)	46 (58)	433 (428)	32 (32)	19 (30)	15 (10)	106 (126)	233 (195)	57 (72)	340 (325)	9 (37)	166 (167)	406 (422)	489 (484)	16 (16)
a) Who do you currently intend to vote for?	SNP	433 48%	0 0%	0 0%	0 0%	433 100%	0 0%	0 0%	0 0%	10 9%	50 22%	13 22%	287 84%	3 38%	69 42%	348 86%	77 16%	8 50%
If Undecided:	Labour	239 26%	0 0%	239 100%	0 0%	0 0%	0 0%	0 0%	0 0%	17 16%	152 65%	11 19%	19 6%	2 19%	38 23%	35 9%	203 42%	1 7%
b) If the election was today, and you were standing in the polling booth right now, how would you vote?	Conservative	128 14%	128 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	70 66%	14 6%	11 18%	14 4%	1 13%	3 11%	120 25%	4 25%	
	Liberal Democrat	46 5%	0 0%	0 0%	46 100%	0 0%	0 0%	0 0%	0 0%	5 5%	3 1%	20 35%	6 2%	0 0%	13 8%	6 1%	40 8%	0 0%
	UKIP	32 3%	0 0%	0 0%	0 0%	32 100%	0 0%	0 0%	0 0%	4 4%	11 5%	1 3%	7 2%	1 9%	8 5%	3 6%	27 13%	1 0%
	Green Party	19 2%	0 0%	0 0%	0 0%	0 0%	19 100%	0 0%	0 0%	0 0%	<1% <1%	3% 3%	<1% <1%	20% 20%	8% 8%	1% 1%	3% 3%	0 0%
	Other	15 2%	0 0%	0 0%	0 0%	0 0%	0 0%	15 100%	0 0%	0 0%	1 1%	0 0%	6 2%	0 0%	8 5%	5 1%	8 2%	2 9%
When did you decide that's who you were going to vote for?	<b>Base: Likely voters including undecided</b>	904 (916)	131 (150)	246 (221)	39 (53)	427 (424)	33 (33)	18 (29)	10 (6)	101 (125)	241 (199)	55 (69)	343 (328)	8 (33)	156 (162)	412 (425)	476 (472)	16 (19)
	Within the last month or so	201 22%	40 31%	70 28%	17 44%	54 13%	4 11%	12 69%	4 43%	31 31%	58 24%	19 34%	42 12%	1 15%	50 32%	39 9%	159 33%	2 14%
	In the last 2 or 3 months	122 13%	16 12%	34 14%	3 8%	46 11%	17 51%	3 15%	3 34%	11 11%	33 14%	11 19%	42 12%	1 15%	23 15%	45 11%	70 15%	6 39%
	Last year, after the independence referendum	131 15%	12 9%	28 11%	3 8%	83 20%	5 15%	0 0%	0 0%	7 7%	37 15%	6 11%	47 14%	2 27%	32 20%	73 18%	55 12%	3 18%
	Before the independence referendum	418 46%	55 42%	105 42%	14 35%	233 55%	7 21%	2 10%	2 23%	47 46%	106 44%	19 34%	202 59%	3 43%	41 26%	243 59%	172 36%	2 13%
	Can't remember	33 4%	8 6%	11 4%	2 6%	11 3%	1 2%	1 5%	0 0%	5 5%	7 3%	1 2%	10 3%	0 0%	10 7%	11 3%	19 4%	3 17%
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>	904 (916)	131 (150)	246 (221)	39 (53)	427 (424)	33 (33)	18 (29)	10 (6)	101 (125)	241 (199)	55 (69)	343 (328)	8 (33)	156 (162)	412 (425)	476 (472)	16 (19)
	Definitely made up my mind	787 87%	109 83%	209 85%	28 72%	397 93%	27 82%	7 40%	9 93%	84 83%	209 87%	46 83%	318 93%	6 80%	124 80%	378 92%	395 83%	13 84%
	May change my mind	118 13%	22 17%	37 15%	11 28%	31 7%	6 18%	10 60%	1 7%	17 17%	32 13%	9 17%	25 7%	2 20%	32 20%	33 8%	82 17%	3 16%

Base: 1,013	Total	GenderXAge						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	
If you did change your mind, which party would you be most likely to vote for instead?	<b>Base: Excluding undecided</b>	<b>904</b>	<b>123</b>	<b>161</b>	<b>158</b>	<b>123</b>	<b>160</b>	<b>179</b>	<b>414</b>	<b>490</b>
		<b>(916)</b>	<b>(72)</b>	<b>(188)</b>	<b>(180)</b>	<b>(117)</b>	<b>(180)</b>	<b>(179)</b>	<b>(565)</b>	<b>(351)</b>
	Green Party	173	31	32	21	16	39	33	73	100
		<b>19%</b>	<b>25%</b>	<b>20%</b>	<b>13%</b>	<b>13%</b>	<b>25%</b>	<b>18%</b>	<b>18%</b>	<b>20%</b>
	Labour	148	16	24	29	22	20	38	52	96
		<b>16%</b>	<b>13%</b>	<b>15%</b>	<b>18%</b>	<b>18%</b>	<b>12%</b>	<b>21%</b>	<b>13%</b>	<b>20%</b>
	Liberal Democrat	110	15	14	26	12	21	22	67	43
		<b>12%</b>	<b>12%</b>	<b>9%</b>	<b>16%</b>	<b>10%</b>	<b>13%</b>	<b>12%</b>	<b>16%</b>	<b>9%</b>
	SNP	85	12	15	12	11	20	14	38	47
		<b>9%</b>	<b>10%</b>	<b>9%</b>	<b>8%</b>	<b>9%</b>	<b>13%</b>	<b>8%</b>	<b>9%</b>	<b>10%</b>
	UKIP	76	6	17	14	9	13	18	30	46
	<b>8%</b>	<b>4%</b>	<b>10%</b>	<b>9%</b>	<b>7%</b>	<b>8%</b>	<b>10%</b>	<b>7%</b>	<b>9%</b>	
Conservative	74	12	17	15	10	14	6	50	24	
	<b>8%</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>8%</b>	<b>9%</b>	<b>3%</b>	<b>12%</b>	<b>5%</b>	
Other	33	11	9	6	3	1	3	11	22	
	<b>4%</b>	<b>9%</b>	<b>5%</b>	<b>4%</b>	<b>3%</b>	<b>&lt;1%</b>	<b>2%</b>	<b>3%</b>	<b>5%</b>	
Don't know	207	20	35	35	40	32	45	94	113	
	<b>23%</b>	<b>17%</b>	<b>21%</b>	<b>22%</b>	<b>32%</b>	<b>20%</b>	<b>25%</b>	<b>23%</b>	<b>23%</b>	
If you did change your mind, which party would you be most likely to vote for instead?	<b>Base: All who may change their mind</b>	<b>118</b>	<b>14</b>	<b>13</b>	<b>9</b>	<b>37</b>	<b>28</b>	<b>16</b>	<b>67</b>	<b>51</b>
		<b>(129)</b>	<b>(13)</b>	<b>(23)</b>	<b>(11)</b>	<b>(39)</b>	<b>(29)</b>	<b>(14)</b>	<b>(92)</b>	<b>(37)</b>
	Labour	29	2	0	3	10	6	8	14	16
		<b>25%</b>	<b>13%</b>	<b>3%</b>	<b>35%</b>	<b>26%</b>	<b>22%</b>	<b>50%</b>	<b>20%</b>	<b>31%</b>
	SNP	21	4	6	1	6	3	2	20	1
		<b>18%</b>	<b>28%</b>	<b>48%</b>	<b>10%</b>	<b>15%</b>	<b>9%</b>	<b>11%</b>	<b>30%</b>	<b>2%</b>
	Liberal Democrat	16	2	2	2	4	5	1	10	5
		<b>14%</b>	<b>15%</b>	<b>13%</b>	<b>22%</b>	<b>10%</b>	<b>18%</b>	<b>8%</b>	<b>16%</b>	<b>11%</b>
	Conservative	13	2	1	1	4	3	1	8	5
		<b>11%</b>	<b>17%</b>	<b>9%</b>	<b>16%</b>	<b>11%</b>	<b>12%</b>	<b>6%</b>	<b>13%</b>	<b>10%</b>
	Green Party	11	1	1	0	3	4	2	5	6
	<b>9%</b>	<b>6%</b>	<b>12%</b>	<b>0%</b>	<b>7%</b>	<b>14%</b>	<b>13%</b>	<b>7%</b>	<b>12%</b>	
UKIP	4	2	0	0	0	2	0	3	1	
	<b>3%</b>	<b>12%</b>	<b>0%</b>	<b>0%</b>	<b>&lt;1%</b>	<b>6%</b>	<b>0%</b>	<b>4%</b>	<b>1%</b>	
Other	2	1	0	0	1	0	0	2	0	
	<b>2%</b>	<b>5%</b>	<b>0%</b>	<b>0%</b>	<b>4%</b>	<b>0%</b>	<b>0%</b>	<b>3%</b>	<b>0%</b>	
Don't know	22	1	2	1	10	5	2	5	17	
	<b>18%</b>	<b>4%</b>	<b>15%</b>	<b>17%</b>	<b>27%</b>	<b>19%</b>	<b>13%</b>	<b>8%</b>	<b>33%</b>	
If you had to choose, which party would you prefer to lead the next UK government?	<b>Base: All</b>	<b>1013</b>	<b>150</b>	<b>169</b>	<b>167</b>	<b>152</b>	<b>177</b>	<b>198</b>	<b>461</b>	<b>552</b>
		<b>(1013)</b>	<b>(87)</b>	<b>(200)</b>	<b>(189)</b>	<b>(143)</b>	<b>(198)</b>	<b>(196)</b>	<b>(626)</b>	<b>(387)</b>
	Conservative	293	30	44	62	39	45	73	177	116
	<b>29%</b>	<b>20%</b>	<b>26%</b>	<b>37%</b>	<b>26%</b>	<b>25%</b>	<b>37%</b>	<b>38%</b>	<b>21%</b>	
Labour	720	120	125	105	113	132	125	284	436	
	<b>71%</b>	<b>80%</b>	<b>74%</b>	<b>63%</b>	<b>74%</b>	<b>75%</b>	<b>63%</b>	<b>62%</b>	<b>79%</b>	

Base: 1,013		Total	2015 intention							2011 Scottish Parliamentary Election						2014 Scottish Referendum			
			Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Conservative	Labour	Liberal Democrat	SNP	Green Party/Other	Didn't vote	I voted Yes	I voted No	I did not vote	
If you did change your mind, which party would you be most likely to vote for instead?		<b>Base: Excluding undecided</b>	<b>904</b>	<b>131</b>	<b>246</b>	<b>39</b>	<b>427</b>	<b>33</b>	<b>18</b>	<b>10</b>	<b>101</b>	<b>241</b>	<b>55</b>	<b>343</b>	<b>8</b>	<b>156</b>	<b>412</b>	<b>476</b>	<b>16</b>
			(916)	(150)	(221)	(53)	(424)	(33)	(29)	(6)	(125)	(199)	(69)	(328)	(33)	(162)	(425)	(472)	(19)
Green Party			173	7	18	1	142	0	0	4	3	20	8	120	3	19	142	24	7
			19%	5%	7%	4%	33%	0	0	43%	3%	8%	14%	35%	36%	12%	34%	5%	43%
Labour			148	22	0	9	106	6	5	1	12	42	9	57	0	29	89	55	3
			16%	17%	0	23%	25%	17%	27%	7%	11%	17%	16%	17%	4%	18%	22%	12%	19%
Liberal Democrat			110	37	47	0	21	2	1	0	25	29	20	21	1	14	18	90	1
			12%	29%	19%	0	5%	7%	7%	0	25%	12%	36%	6%	10%	9%	4%	19%	6%
SNP			85	7	58	7	0	8	4	1	6	42	4	17	1	14	32	52	1
			9%	5%	23%	17%	0	26%	0	8%	6%	18%	7%	5%	12%	9%	8%	11%	7%
UKIP			76	23	27	1	25	0	0	0	17	29	1	21	1	7	21	54	0
			8%	18%	11%	1%	6%	0	2%	0	17%	12%	1%	6%	14%	4%	5%	11%	2%
Conservative			74	0	29	13	19	10	0	2	18	10	10	17	0	18	10	62	1
			8%	0	12%	34%	4%	32%	2%	19%	17%	4%	19%	5%	2%	12%	2%	13%	8%
Other			33	0	8	1	23	2	0	0	0	6	1	18	1	7	22	11	0
			4%	0	3%	2%	5%	5%	2%	0	<1%	3%	2%	5%	11%	4%	5%	2%	0
Don't know			207	35	59	8	92	4	6	2	20	63	3	72	1	49	78	127	2
			23%	27%	24%	20%	22%	13%	37%	23%	20%	26%	5%	21%	10%	31%	19%	27%	14%
If you did change your mind, which party would you be most likely to vote for instead?		<b>Base: All who may change their mind</b>	<b>118</b>	<b>22</b>	<b>37</b>	<b>11</b>	<b>31</b>	<b>6</b>	<b>10</b>	<b>1</b>	<b>17</b>	<b>32</b>	<b>9</b>	<b>25</b>	<b>2</b>	<b>32</b>	<b>33</b>	<b>82</b>	<b>3</b>
			(129)	(22)	(37)	(17)	(32)	(7)	(13)	(1)	(21)	(28)	(13)	(24)	(6)	(37)	(39)	(85)	(5)
Labour			29	7	0	3	14	0	4	1	1	8	3	8	0	9	11	18	0
			25%	31%	0	30%	47%	0	37%	100%	6%	23%	33%	33%	0	28%	33%	22%	0
SNP			21	5	10	2	0	2	3	0	4	8	0	3	0	6	6	14	1
			18%	21%	26%	19%	0	33%	24%	0	25%	24%	0	12%	0	18%	17%	17%	32%
Liberal Democrat			16	4	10	0	1	0	1	0	4	8	1	2	0	1	2	14	0
			14%	20%	26%	0	3%	0	10%	0	25%	23%	13%	7%	29%	2%	7%	17%	0
Conservative			13	0	7	4	1	1	0	0	4	0	4	2	0	4	1	12	0
			11%	0	18%	38%	4%	23%	0	0	26%	0	40%	6%	0	11%	3%	15%	0
Green Party			11	6	3	0	3	0	0	0	2	1	1	3	0	3	3	6	1
			9%	26%	7%	0	9%	0	0	0	14%	4%	7%	13%	9%	10%	9%	8%	57%
UKIP			4	0	1	0	3	0	0	0	0	0	0	2	0	1	2	1	0
			3%	0	2%	0	9%	0	0	0	0	0	0	10%	0	4%	7%	1%	11%
Other			2	0	1	0	1	0	0	0	0	0	0	0	1	0	0	2	0
			2%	0	2%	0	4%	0	0	0	0	0	0	0	45%	4%	0	2%	0
Don't know			22	1	7	1	7	3	3	0	1	8	1	5	0	7	8	14	0
			18%	3%	18%	13%	24%	44%	29%	0	4%	25%	7%	19%	17%	23%	23%	17%	0
If you had to choose, which party would you prefer to lead the next UK government?		<b>Base: All</b>	<b>1013</b>	<b>136</b>	<b>262</b>	<b>48</b>	<b>443</b>	<b>34</b>	<b>20</b>	<b>22</b>	<b>110</b>	<b>250</b>	<b>62</b>	<b>358</b>	<b>9</b>	<b>225</b>	<b>438</b>	<b>541</b>	<b>34</b>
			(1013)	(157)	(236)	(60)	(436)	(35)	(34)	(13)	(132)	(207)	(76)	(336)	(37)	(225)	(447)	(532)	(34)
Conservative			293	136	18	25	64	22	3	8	95	23	25	79	2	68	55	223	15
			29%	100%	7%	51%	14%	66%	12%	35%	87%	9%	41%	22%	26%	30%	13%	41%	44%
Labour			720	0	243	23	380	12	18	14	15	227	37	279	7	156	383	318	19
			71%	0	93%	49%	86%	34%	88%	65%	13%	91%	59%	78%	74%	70%	87%	59%	56%

Base: 1,013	Total	GenderXAge						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	
Which would you prefer, if you had to choose?	<b>Base: Labour voters</b>	262 (236)	32 (18)	46 (52)	46 (44)	41 (32)	51 (47)	45 (43)	120 (148)	141 (88)
	A Labour minority government supported by a deal with the SNP	192 74%	22 68%	33 72%	34 72%	30 73%	44 86%	30 66%	81 67%	112 79%
	A Conservative-led government	69 26%	10 32%	13 28%	13 28%	11 27%	7 14%	15 34%	40 33%	30 21%
Impact of Milibands Labour statement that we would not enter a coalition with the SNP	<b>Base: All</b>	1013 (1013)	150 (87)	169 (200)	167 (189)	152 (143)	177 (198)	198 (196)	461 (626)	552 (387)
	It makes me more likely to vote Labour	162 16%	29 19%	26 15%	20 12%	34 22%	27 15%	27 14%	82 18%	80 14%
	It makes me less likely to vote Labour	341 34%	50 34%	64 38%	47 28%	65 43%	69 39%	46 23%	146 32%	195 35%
	It makes no difference	510 50%	71 47%	79 47%	100 60%	54 35%	82 46%	124 63%	234 51%	277 50%
Which of the following factors were important in you deciding not to vote for Labour this time...Ed Miliband wouldn't make a good Prime Minister	<b>Base: Former Labour voters</b>	80 (68)	14 (5)	12 (15)	12 (12)	8 (6)	15 (15)	20 (15)	29 (40)	51 (28)
	A very important factor	31 39%	7 54%	3 28%	3 23%	5 66%	4 25%	9 46%	12 42%	19 37%
	A somewhat important factor	30 38%	5 36%	5 43%	5 46%	1 17%	7 47%	6 33%	7 24%	23 46%
	Not an important factor at all	18 23%	1 10%	3 29%	4 30%	1 17%	4 28%	4 22%	10 34%	8 17%
	Mean score	2.2	2.4	2.0	1.9	2.5	2.0	2.2	2.1	2.2
Which of the following factors were important in you deciding not to vote for Labour this time...Labour worked closely with the Conservatives in the No campaign	<b>Base: Former Labour voters</b>	80 (68)	14 (5)	12 (15)	12 (12)	8 (6)	15 (15)	20 (15)	29 (40)	51 (28)
	A very important factor	35 43%	2 13%	6 48%	7 63%	6 71%	7 44%	8 39%	11 40%	23 46%
	A somewhat important factor	22 27%	5 36%	3 29%	2 16%	1 12%	7 44%	4 19%	7 23%	15 29%
	Not an important factor at all	24 30%	7 52%	3 23%	2 20%	1 17%	2 12%	8 42%	11 37%	13 25%
	Mean score	2.1	1.6	2.3	2.4	2.5	2.3	2.0	2.0	2.2
Which of the following factors were important in you deciding not to vote for Labour this time...Positive reasons – I genuinely like the party I plan to vote for this time	<b>Base: Former Labour voters</b>	80 (68)	14 (5)	12 (15)	12 (12)	8 (6)	15 (15)	20 (15)	29 (40)	51 (28)
	A very important factor	37 47%	1 10%	5 42%	6 50%	5 66%	6 41%	14 70%	13 47%	24 47%
	A somewhat important factor	31 38%	12 90%	3 23%	4 34%	1 17%	6 39%	5 23%	9 32%	21 42%
	Not an important factor at all	12 15%	0 0	4 35%	2 16%	1 17%	3 20%	1 7%	6 21%	5 11%
	Mean score	2.3	2.1	2.1	2.3	2.5	2.2	2.6	2.3	2.4

Base: 1,013	Total	2015 intention							2011 Scottish Parliamentary Election						2014 Scottish Referendum			
		Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Conservative	Labour	Liberal Democrat	SNP	Green Party/Other	Didn't vote	I voted Yes	I voted No	I did not vote	
Which would you prefer, if you had to choose?	<b>Base: Labour voters</b>	262	0	262	0	0	0	0	0	17	168	13	19	2	43	42	217	2
		(236)	(0)	(236)	(0)	(0)	(0)	(0)	(0)	(19)	(136)	(13)	(20)	(4)	(44)	(33)	(195)	(8)
	A Labour minority government supported by a deal with the SNP	192	0	192	0	0	0	0	0	7	131	11	14	2	29	40	150	2
		74%	0	74%	0	0	0	0	0	40%	78%	83%	72%	100%	67%	94%	69%	93%
	A Conservative-led government	69	0	69	0	0	0	0	0	11	37	2	5	0	14	2	67	0
		26%	0	26%	0	0	0	0	0	60%	22%	17%	28%	0	33%	6%	31%	7%
Impact of Milibands Labour statement that we would not enter a coalition with the SNP	<b>Base: All</b>	1013	136	262	48	443	34	20	22	110	250	62	358	9	225	438	541	34
		(1013)	(157)	(236)	(60)	(436)	(35)	(34)	(13)	(132)	(207)	(76)	(336)	(37)	(225)	(447)	(532)	(34)
	It makes me more likely to vote Labour	162	25	103	10	12	3	7	1	23	72	11	18	1	36	26	136	1
		16%	18%	39%	20%	3%	8%	33%	4%	21%	29%	18%	5%	16%	16%	6%	25%	2%
	It makes me less likely to vote Labour	341	20	30	0	254	6	7	4	11	53	17	179	4	77	241	87	13
		34%	14%	11%	17%	57%	16%	32%	20%	10%	21%	28%	50%	44%	34%	55%	16%	38%
	It makes no difference	510	92	129	31	178	26	7	17	76	125	34	161	4	111	171	319	20
		50%	67%	49%	63%	40%	75%	34%	76%	69%	50%	55%	45%	41%	50%	39%	59%	59%
Which of the following factors were important in you deciding not to vote for Labour this time...Ed Miliband wouldn't make a good Prime Minister	<b>Base: Former Labour voters</b>	80	14	0	2	50	11	2	1	0	80	0	0	0	0	41	37	1
		(68)	(9)	(0)	(3)	(45)	(7)	(3)	(1)	(0)	(68)	(0)	(0)	(0)	(0)	(43)	(24)	(1)
	A very important factor	31	6	0	1	17	7	1	0	0	31	0	0	0	0	15	17	0
		39%	41%	0	55%	34%	62%	39%	0	0	39%	0	0	0	0	36%	45%	0
	A somewhat important factor	30	7	0	0	19	4	0	1	0	30	0	0	0	0	15	14	1
		38%	52%	0	0	37%	34%	0	100%	0	38%	0	0	0	0	36%	37%	100%
	Not an important factor at all	18	1	0	1	15	0	1	0	0	18	0	0	0	0	11	7	0
		23%	7%	0	45%	30%	4%	61%	0	0	23%	0	0	0	0	28%	18%	0
	Mean score	2.2	2.3		2.1	2.0	2.6	1.8	2.0		2.2					2.1	2.3	2.0
Which of the following factors were important in you deciding not to vote for Labour this time...Labour worked closely with the Conservatives in the No campaign	<b>Base: Former Labour voters</b>	80	14	0	2	50	11	2	1	0	80	0	0	0	0	41	37	1
		(68)	(9)	(0)	(3)	(45)	(7)	(3)	(1)	(0)	(68)	(0)	(0)	(0)	(0)	(43)	(24)	(1)
	A very important factor	35	1	0	1	30	2	1	0	0	35	0	0	0	0	28	7	0
		43%	10%	0	29%	60%	15%	49%	0	0	43%	0	0	0	0	68%	18%	0
	A somewhat important factor	22	6	0	0	12	3	0	1	0	22	0	0	0	0	9	13	0
		27%	42%	0	0	25%	24%	0	100%	0	27%	0	0	0	0	22%	34%	0
	Not an important factor at all	24	7	0	1	8	7	1	0	0	24	0	0	0	0	4	18	1
		30%	48%	0	71%	16%	61%	51%	0	0	30%	0	0	0	0	10%	48%	100%
	Mean score	2.1	1.6		1.6	2.4	1.5	2.0	2.0		2.1					2.6	1.7	1.0
Which of the following factors were important in you deciding not to vote for Labour this time...Positive reasons – I genuinely like the party I plan to vote for this time	<b>Base: Former Labour voters</b>	80	14	0	2	50	11	2	1	0	80	0	0	0	0	41	37	1
		(68)	(9)	(0)	(3)	(45)	(7)	(3)	(1)	(0)	(68)	(0)	(0)	(0)	(0)	(43)	(24)	(1)
	A very important factor	37	4	0	1	30	1	1	0	0	37	0	0	0	0	25	11	1
		47%	29%	0	55%	60%	12%	39%	0	0	47%	0	0	0	0	60%	30%	100%
	A somewhat important factor	31	8	0	0	12	10	0	1	0	31	0	0	0	0	10	21	0
		38%	57%	0	0	24%	88%	11%	100%	0	38%	0	0	0	0	24%	57%	0
	Not an important factor at all	12	2	0	1	8	0	1	0	0	12	0	0	0	0	7	5	0
		15%	13%	0	45%	16%	0	51%	0	0	15%	0	0	0	0	16%	13%	0
	Mean score	2.3	2.2		2.1	2.4	2.1	1.9	2.0		2.3					2.4	2.2	3.0

Base: 1,013	Total	GenderXAge						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	
Which of the following factors were important in you deciding not to vote for the SNP this time...I am worried that a vote for them might increase the chances of a Conservative government	<b>Base: Former SNP voters</b>	56 (51)	7 (4)	11 (10)	15 (14)	4 (4)	5 (7)	14 (12)	25 (30)	31 (21)
	A very important factor	7 12%	2 23%	3 31%	1 4%	0 0	1 24%	0 0	2 9%	5 15%
	A somewhat important factor	14 25%	1 18%	4 38%	4 27%	3 77%	0 0	1 10%	6 25%	8 25%
	Not an important factor at all	35 63%	4 59%	3 31%	10 69%	1 23%	4 76%	13 90%	16 66%	19 60%
	Mean score	1.5	1.6	2.0	1.4	1.8	1.5	1.1	1.4	1.5
Which of the following factors were important in you deciding not to vote for the SNP this time...I think they will press for another independence referendum	<b>Base: Former SNP voters</b>	56 (51)	7 (4)	11 (10)	15 (14)	4 (4)	5 (7)	14 (12)	25 (30)	31 (21)
	A very important factor	13 23%	2 28%	4 39%	3 23%	0 10%	1 23%	2 14%	11 45%	2 5%
	A somewhat important factor	15 27%	2 23%	4 38%	7 46%	1 34%	0 0	1 8%	3 11%	12 39%
	Not an important factor at all	28 50%	3 48%	3 23%	5 31%	2 56%	4 77%	11 79%	11 43%	17 55%
	Mean score	1.7	1.8	2.2	1.9	1.5	1.5	1.3	2.0	1.5
Which of the following factors were important in you deciding not to vote for the SNP this time...I'm unhappy with their reaction to the No vote	<b>Base: Former SNP voters</b>	56 (51)	7 (4)	11 (10)	15 (14)	4 (4)	5 (7)	14 (12)	25 (30)	31 (21)
	A very important factor	23 41%	4 52%	6 52%	5 37%	0 0	2 40%	6 42%	14 54%	9 30%
	A somewhat important factor	16 28%	0 0	3 25%	5 37%	4 90%	3 54%	3 8%	5 22%	10 33%
	Not an important factor at all	18 31%	3 48%	3 23%	4 26%	0 10%	0 5%	7 51%	6 24%	12 37%
	Mean score	2.1	2.0	2.3	2.1	1.9	2.4	1.9	2.3	1.9
Which of the following factors were important in you deciding not to vote for the SNP this time...Positive reasons - I genuinely like the party I plan to vote for this time	<b>Base: Former SNP voters</b>	56 (51)	7 (4)	11 (10)	15 (14)	4 (4)	5 (7)	14 (12)	25 (30)	31 (21)
	A very important factor	15 27%	3 48%	2 15%	5 36%	1 23%	0 5%	4 26%	5 21%	10 32%
	A somewhat important factor	21 38%	2 23%	3 30%	7 46%	3 77%	2 43%	4 29%	8 30%	14 44%
	Not an important factor at all	20 35%	2 28%	6 54%	3 19%	0 0	3 52%	6 45%	12 49%	7 24%
	Mean score	1.9	2.2	1.6	2.2	2.2	1.5	1.8	1.7	2.1

Base: 1,013	Total	2015 intention								2011 Scottish Parliamentary Election						2014 Scottish Referendum		
		Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Conservative	Labour	Liberal Democrat	SNP	Green Party/Other	Didn't vote	I voted Yes	I voted No	I did not vote	
Which of the following factors were important in you deciding not to vote for the SNP this time...I am worried that a vote for them might increase the chances of a Conservative government	<b>Base: Former SNP voters</b>	56 (51)	15 (14)	19 (20)	6 (6)	0 (0)	8 (6)	2 (2)	6 (3)	0 (0)	0 (0)	0 (0)	56 (51)	0 (0)	0 (0)	9 (9)	45 (40)	2 (2)
	A very important factor	7 12%	0 0	5 27%	0 0	0 0	2 20%	0 0	0 0	0 0	0 0	7 12%	0 0	0 0	2 20%	5 11%	0 0	
	A somewhat important factor	14 25%	1 9%	6 34%	4 75%	0 0	0 0	0 0	2 31%	0 0	0 0	14 25%	0 0	0 0	2 27%	12 25%	0 0	
	Not an important factor at all	35 63%	14 91%	7 39%	1 25%	0 0	7 80%	2 100%	4 69%	0 0	0 0	35 63%	0 0	0 0	5 53%	29 63%	2 100%	
	Mean score	1.5	1.1	1.9	1.7		1.4	1.0	1.3			1.5			1.7	1.5	1.0	
Which of the following factors were important in you deciding not to vote for the SNP this time...I think they will press for another independence referendum	<b>Base: Former SNP voters</b>	56 (51)	15 (14)	19 (20)	6 (6)	0 (0)	8 (6)	2 (2)	6 (3)	0 (0)	0 (0)	0 (0)	56 (51)	0 (0)	0 (0)	9 (9)	45 (40)	2 (2)
	A very important factor	13 23%	4 26%	8 42%	1 14%	0 0	0 6%	0 0	0 0	0 0	0 0	13 23%	0 0	0 0	2 18%	11 25%	0 0	
	A somewhat important factor	15 27%	2 13%	6 33%	2 35%	0 0	3 34%	0 0	2 31%	0 0	0 0	15 27%	0 0	0 0	1 7%	14 32%	0 0	
	Not an important factor at all	28 50%	9 61%	5 25%	3 51%	0 0	5 60%	2 100%	4 69%	0 0	0 0	28 50%	0 0	0 0	7 75%	19 43%	2 100%	
	Mean score	1.7	1.6	2.2	1.6		1.5	1.0	1.3			1.7			1.4	1.8	1.0	
Which of the following factors were important in you deciding not to vote for the SNP this time...I'm unhappy with their reaction to the No vote	<b>Base: Former SNP voters</b>	56 (51)	15 (14)	19 (20)	6 (6)	0 (0)	8 (6)	2 (2)	6 (3)	0 (0)	0 (0)	0 (0)	56 (51)	0 (0)	0 (0)	9 (9)	45 (40)	2 (2)
	A very important factor	23 41%	7 48%	13 66%	0 6%	0 0	2 30%	0 0	0 0	0 0	0 0	23 41%	0 0	0 0	3 30%	20 44%	0 0	
	A somewhat important factor	16 28%	5 32%	5 25%	3 44%	0 0	0 6%	1 62%	2 31%	0 0	0 0	16 28%	0 0	0 0	1 8%	13 30%	1 85%	
	Not an important factor at all	18 31%	3 19%	2 9%	3 49%	0 0	5 64%	1 38%	4 69%	0 0	0 0	18 31%	0 0	0 0	6 62%	12 26%	0 15%	
	Mean score	2.1	2.3	2.6	1.6		1.7	1.6	1.3			2.1			1.7	2.2	1.9	
Which of the following factors were important in you deciding not to vote for the SNP this time...Positive reasons – I genuinely like the party I plan to vote for this time	<b>Base: Former SNP voters</b>	56 (51)	15 (14)	19 (20)	6 (6)	0 (0)	8 (6)	2 (2)	6 (3)	0 (0)	0 (0)	0 (0)	56 (51)	0 (0)	0 (0)	9 (9)	45 (40)	2 (2)
	A very important factor	15 27%	5 31%	4 20%	1 25%	0 0	0 0	2 100%	3 55%	0 0	0 0	15 27%	0 0	0 0	5 52%	10 23%	0 15%	
	A somewhat important factor	21 38%	9 57%	3 15%	3 49%	0 0	5 60%	0 0	2 31%	0 0	0 0	21 38%	0 0	0 0	2 18%	18 40%	1 85%	
	Not an important factor at all	20 35%	2 11%	12 65%	1 26%	0 0	3 40%	0 0	1 14%	0 0	0 0	20 35%	0 0	0 0	3 30%	17 38%	0 0	
	Mean score	1.9	2.2	1.6	2.0		1.6	3.0	2.4			1.9			2.2	1.8	2.1	