

Agency: Panelbase

Universe: Adults resident in GB

Methodology: Online

Sample size: 3,019 (Scotland = 1,013, England & Wales = 2,006)

Fieldwork dates: Scotland = 01 May - 06 May, England & Wales = 04 May - 06 May)

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

In Scotland 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.

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The headline voting intention figures for this week's poll are as follows: **LAB 33% (-1), CON 31% (-1%), UKIP 16% (-1), LD 8% (NC), GRN 5% (+1), SNP 5%, OTH 2%**

We are again reporting a small Labour lead and very little change over the course of the campaign.

With the election imminent, we pushed undecided voters for a decision and the vast majority of likely voters made a choice - these were combined with the original responses to give our total figures. The small number of respondents who still didn't answer but had voted in 2010 were then allocated to the party they voted for then.

22% of "decided" voters said that they may yet change their minds - just 7% among SNP voters, 18% of Conservatives, 21% of Labour, 25% of UKIP and 31% of Lib Dems

When the full sample was pressed to choose between a Labour or Conservative government, the outcome was 52:48 for Labour

Among potential Labour voters, 18% (17% in England and Wales, 26% in Scotland) would rather see a Conservative government than a Labour minority supported by the SNP, but the vast majority would favour a Labour-SNP arrangement

Panelbase is a member of the British Polling Council and abides by its rules.

Panelbase 06/05/15

Base: 3,019		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:	Base: Likely voters excluding undecided/ refused when pressed/ did not vote in 2010	2491	331	448	473	307	397	534	1412	1079
		(2576)	(277)	(487)	(499)	(320)	(450)	(543)	(1738)	(838)
a) Who do you currently intend to vote for?	Labour	834	143	191	96	123	149	130	425	408
		33%	43%	43%	20%	40%	38%	24%	30%	38%
If Undecided:	Conservative	766	88	104	185	74	105	212	518	249
		31%	26%	23%	39%	24%	26%	40%	37%	23%
b) If the election was today, and you were standing in the polling booth right now, how would you vote?	UKIP	410	29	81	117	27	60	95	175	235
		16%	9%	18%	25%	9%	15%	18%	12%	22%
	Liberal Democrat	208	22	26	40	29	39	51	144	64
		8%	7%	6%	9%	9%	10%	10%	10%	6%
c) allocated to 2010 party	Green Party	119	27	14	8	36	19	14	82	37
		5%	8%	3%	2%	12%	5%	3%	6%	3%
	SNP	116	17	22	18	18	21	20	46	70
		5%	5%	5%	4%	6%	5%	4%	3%	7%
	Other	38	4	9	7	0	4	13	22	16
		2%	1%	2%	2%	<1%	<1%	2%	2%	1%
A UK Parliamentary election is due to take place on May 7th - how likely is it that you will vote in that election?	Base: ALL	3019	438	518	511	436	529	588	1660	1359
		(3019)	(354)	(551)	(534)	(436)	(556)	(588)	(2001)	(1018)
	10 - Certain To Vote	2041	234	343	409	236	333	486	1158	883
		68%	53%	66%	80%	54%	63%	83%	70%	65%
	9	289	53	71	45	39	45	36	159	130
		10%	12%	14%	9%	9%	9%	6%	10%	10%
	8	176	45	36	20	36	27	12	102	74
		6%	10%	7%	4%	8%	5%	2%	6%	5%
	7	144	40	19	7	38	26	14	75	69
		5%	9%	4%	1%	9%	5%	2%	5%	5%
	6	78	19	15	4	12	15	14	38	40
		3%	4%	3%	<1%	3%	3%	2%	2%	3%
	5	72	9	8	6	19	20	9	31	42
		2%	2%	1%	1%	4%	4%	2%	2%	3%
	4	20	4	4	1	6	3	2	8	12
		<1%	<1%	<1%	<1%	1%	<1%	<1%	<1%	<1%
	3	15	3	1	3	4	3	0	9	6
		<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
	2	45	6	5	4	15	11	4	19	26
		1%	1%	<1%	<1%	3%	2%	<1%	1%	2%
	1 - Certain Not To Vote	138	25	17	12	31	45	9	61	78
		5%	6%	3%	2%	7%	8%	2%	4%	6%
	Mean score	8.8	8.4	9.0	9.4	8.1	8.4	9.4	9.0	8.6

Base: 3,019	Total	2015 intention									Q12. Did you vote in the 2010 UK Parliamentary Election which led to David Cameron becoming Prime Minister? If so, who did you vote for?								Location	
		Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Don't know	Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Did not vote/Can't remember	England or Wales	Scotland	
Combined:		2491	763	827	202	116	410	118	31	8	814	618	502	71	94	36	30	326	2257	234
		(2576)	(690)	(754)	(208)	(432)	(317)	(126)	(32)	(6)	(715)	(594)	(493)	(263)	(94)	(52)	(25)	(340)	(1654)	(922)
a) Who do you currently intend to vote for?		834	0	827	0	0	0	0	0	3	61	458	148	6	12	9	6	135	772	61
		33%	0%	100%	0%	0%	0%	0%	0%	33%	7%	74%	30%	8%	12%	25%	20%	42%	34%	26%
If Undecided:		766	763	0	0	0	0	0	0	4	562	53	83	3	5	0	4	57	734	33
		31%	100%	0%	0%	0%	0%	0%	0%	44%	69%	9%	17%	4%	6%	0%	12%	17%	33%	14%
b) If the election was today, and you were standing in the polling booth right now, how would you vote?		410	0	0	0	0	410	0	0	0	145	54	86	1	74	1	9	40	402	8
		16%	0%	0%	0%	0%	100%	0%	0%	0%	18%	9%	17%	2%	78%	3%	31%	12%	18%	3%
		208	0	0	202	0	0	0	0	1	34	19	126	1	1	1	0	26	196	12
		8%	0%	0%	100%	0%	0%	0%	0%	14%	4%	3%	25%	2%	1%	3%	0%	8%	9%	5%
c) allocated to 2010 party		119	0	0	0	0	0	118	0	1	6	5	42	1	2	23	1	39	114	5
		5%	0%	0%	0%	0%	0%	100%	0%	9%	<1%	<1%	8%	<1%	2%	64%	5%	12%	5%	2%
		116	0	0	0	116	0	0	0	0	5	25	10	58	0	1	0	17	5	111
		5%	0%	0%	0%	100%	0%	0%	0%	<1%	4%	2%	82%	<1%	3%	0%	5%	<1%	48%	
		38	0	0	0	0	0	0	31	0	1	6	7	1	1	1	9	11	34	4
		2%	0%	0%	0%	0%	0%	0%	100%	0%	<1%	<1%	1%	2%	<1%	3%	32%	3%	1%	2%
A UK Parliamentary election is due to take place on May 7th - how likely is it that you will vote in that election?		3019	812	945	224	122	462	150	39	24	885	690	551	77	110	44	35	627	2759	260
		(3019)	(733)	(852)	(227)	(442)	(354)	(155)	(39)	(16)	(768)	(654)	(535)	(271)	(106)	(61)	(29)	(595)	(2006)	(1013)
10 - Certain To Vote		2041	636	656	160	104	332	100	25	13	689	493	414	67	80	29	29	240	1832	209
		68%	78%	69%	71%	85%	72%	67%	63%	55%	78%	71%	75%	87%	73%	66%	81%	38%	66%	80%
9		289	87	101	28	9	52	9	4	1	82	80	65	3	6	2	2	49	273	16
		10%	11%	11%	12%	7%	11%	6%	10%	5%	9%	12%	12%	4%	5%	5%	6%	8%	10%	6%
8		176	40	70	15	3	26	10	2	3	43	45	23	1	8	5	0	50	167	9
		6%	5%	7%	6%	3%	6%	7%	6%	12%	5%	7%	4%	<1%	8%	12%	0	8%	6%	4%
7		144	22	58	11	3	19	10	5	2	30	37	12	2	5	1	2	56	138	6
		5%	3%	6%	5%	2%	4%	7%	13%	10%	3%	5%	2%	3%	4%	3%	4%	9%	5%	2%
6		78	13	34	4	3	11	7	0	2	12	14	10	2	5	0	1	33	75	3
		3%	2%	4%	2%	2%	2%	5%	0	7%	1%	2%	2%	2%	5%	0	4%	5%	3%	1%
5		72	10	10	6	0	10	10	2	2	7	7	11	0	4	4	2	38	69	3
		2%	1%	1%	3%	<1%	2%	6%	6%	8%	<1%	1%	2%	<1%	4%	8%	4%	6%	2%	1%
4		20	3	4	0	0	0	0	0	1	1	0	3	0	0	2	0	14	18	2
		<1%	<1%	<1%	0	0	<1%	<1%	0	4%	<1%	0	<1%	0	<1%	4%	0	2%	<1%	<1%
3		15	0	4	0	0	3	2	1	0	2	4	1	0	0	0	0	9	14	1
		<1%	0	<1%	0	0	<1%	1%	2%	0	<1%	<1%	<1%	0	0	0	0	1%	<1%	<1%
2		45	0	9	1	0	8	3	0	0	2	1	6	0	0	0	0	36	44	1
		1%	<1%	<1%	<1%	<1%	2%	2%	0	0	<1%	<1%	1%	0	0	0	0	6%	2%	<1%
1 - Certain Not To Vote		138	0	0	0	0	0	0	0	0	18	8	7	2	1	1	0	102	129	9
		5%	0	0	0	0	0	0	0	0	2%	1%	1%	2%	<1%	3%	0	16%	5%	4%
Mean score		8.8	9.6	9.2	9.3	9.7	9.3	8.9	9.0	8.5	9.4	9.3	9.3	9.6	9.2	8.7	9.4	6.8	8.8	9.3

Base: 3,019	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	
a. Who do you currently intend to vote for?	Base: Excluding Certain Not To Vote	2881	413	501	499	405	484	578	1599	1281
		(2900)	(335)	(536)	(521)	(408)	(521)	(579)	(1933)	(967)
	Labour	886	173	196	96	140	154	128	454	432
		31%	42%	39%	19%	34%	32%	22%	28%	34%
	Conservative	758	89	110	175	78	107	199	510	249
		26%	22%	22%	35%	19%	22%	34%	32%	19%
	UKIP	423	33	80	120	31	66	94	177	247
		15%	8%	16%	24%	8%	14%	16%	11%	19%
	Liberal Democrat	195	30	24	38	25	36	42	140	55
		7%	7%	5%	8%	6%	7%	7%	9%	4%
	Green Party	128	28	15	8	42	21	14	85	43
		4%	7%	3%	2%	10%	4%	2%	5%	3%
	SNP	112	16	22	18	15	21	19	44	68
		4%	4%	4%	4%	4%	4%	3%	3%	5%
	Other	31	4	9	4	0	3	12	18	13
		1%	1%	2%	<1%	0	<1%	2%	1%	1%
	Don't know	347	39	46	40	75	77	71	173	174
		12%	10%	9%	8%	18%	16%	12%	11%	14%
a. Who do you currently intend to vote for?	Base: Likely voters (8-10)	2506	332	449	473	312	405	535	1419	1087
		(2589)	(278)	(488)	(500)	(323)	(456)	(544)	(1746)	(843)
	Labour	785	137	182	92	113	139	121	404	380
		31%	41%	41%	19%	36%	34%	23%	29%	35%
	Conservative	723	86	99	172	70	101	195	486	237
		29%	26%	22%	36%	23%	25%	37%	34%	22%
	UKIP	379	24	78	114	27	52	83	162	218
		15%	7%	17%	24%	9%	13%	16%	11%	20%
	Liberal Democrat	178	22	22	36	25	32	41	125	53
		7%	7%	5%	8%	8%	8%	8%	9%	5%
	SNP	109	15	22	18	15	21	19	43	66
		4%	5%	5%	4%	5%	5%	3%	3%	6%
	Green Party	106	26	13	7	31	17	12	74	33
		4%	8%	3%	2%	10%	4%	2%	5%	3%
	Other	29	3	9	4	0	3	11	15	13
		1%	<1%	2%	<1%	0	<1%	2%	1%	1%
	Don't know	196	18	25	30	30	40	53	108	88
		8%	6%	6%	6%	10%	10%	10%	8%	8%

Base: 3,019	Total	2015 intention									Q12. Did you vote in the 2010 UK Parliamentary Election which led to David Cameron becoming Prime Minister? If so, who did you vote for?								Location	
		Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Don't know	Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Did not vote/Can't remember	England or Wales	Scotland	
a. Who do you currently intend to vote for?	Base: Excluding Certain Not To Vote	2881 (2900)	812 (733)	945 (852)	224 (227)	122 (442)	462 (354)	150 (155)	39 (39)	24 (16)	867 (754)	682 (647)	544 (530)	75 (268)	109 (105)	43 (58)	35 (29)	525 (509)	2630 (1917)	251 (983)
	Labour	886 (31%)	0 (0%)	886 (94%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	63 (7%)	480 (70%)	148 (27%)	7 (9%)	15 (13%)	8 (20%)	6 (17%)	160 (30%)	823 (31%)	63 (25%)
	Conservative	758 (26%)	758 (93%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	558 (64%)	54 (8%)	75 (14%)	4 (5%)	4 (4%)	0 (0%)	4 (10%)	59 (11%)	725 (28%)	34 (13%)
	UKIP	423 (15%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	423 (92%)	0 (0%)	0 (0%)	0 (0%)	145 (17%)	50 (7%)	15 (2%)	80 (72%)	1 (3%)	78 (33%)	1 (33%)	55 (11%)	415 (16%)	8 (3%)
	Liberal Democrat	195 (7%)	0 (0%)	0 (0%)	195 (87%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	33 (4%)	19 (3%)	113 (21%)	1 (1%)	1 (<1%)	1 (2%)	1 (24%)	27 (5%)	185 (7%)	10 (4%)
	Green Party	128 (4%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	128 (85%)	0 (0%)	0 (0%)	0 (0%)	7 (<1%)	5 (<1%)	39 (7%)	1 (<1%)	2 (2%)	24 (56%)	0 (0%)	51 (10%)	123 (5%)	4 (2%)
	SNP	112 (4%)	0 (0%)	0 (0%)	0 (0%)	112 (92%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	4 (<1%)	23 (3%)	10 (2%)	58 (78%)	0 (<1%)	1 (2%)	0 (0%)	15 (3%)	2 (<1%)	110 (44%)
	Other	31 (1%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	31 (79%)	0 (0%)	0 (0%)	1 (<1%)	6 (<1%)	8 (1%)	1 (<1%)	1 (<1%)	1 (27%)	9 (<1%)	4 (<1%)	28 (1%)	3 (1%)
	Don't know	347 (12%)	53 (7%)	59 (6%)	29 (13%)	10 (8%)	38 (8%)	22 (15%)	8 (21%)	24 (100%)	55 (6%)	45 (7%)	73 (13%)	2 (2%)	8 (7%)	6 (15%)	5 (13%)	154 (29%)	329 (12%)	19 (7%)
a. Who do you currently intend to vote for?	Base: Likely voters (8-10)	2506 (2589)	763 (690)	827 (754)	202 (208)	116 (432)	410 (317)	118 (126)	31 (32)	17 (12)	814 (716)	618 (594)	502 (493)	71 (263)	94 (94)	36 (52)	31 (26)	339 (351)	2272 (1665)	234 (924)
	Labour	785 (31%)	0 (0%)	785 (95%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	58 (7%)	438 (71%)	140 (28%)	5 (8%)	10 (11%)	8 (23%)	4 (14%)	120 (35%)	727 (32%)	58 (25%)
	Conservative	723 (29%)	723 (95%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	539 (66%)	50 (8%)	73 (15%)	3 (4%)	3 (3%)	0 (0%)	4 (12%)	51 (15%)	691 (30%)	32 (14%)
	UKIP	379 (15%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	379 (93%)	0 (0%)	0 (0%)	0 (0%)	137 (17%)	48 (8%)	74 (15%)	1 (2%)	74 (78%)	1 (3%)	9 (28%)	36 (11%)	371 (16%)	8 (3%)
	Liberal Democrat	178 (7%)	0 (0%)	0 (0%)	178 (88%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	32 (4%)	17 (3%)	107 (21%)	1 (1%)	1 (1%)	1 (3%)	0 (0%)	20 (6%)	169 (7%)	10 (4%)
	SNP	109 (4%)	0 (0%)	0 (0%)	0 (0%)	109 (94%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	4 (<1%)	23 (4%)	10 (2%)	57 (80%)	0 (<1%)	1 (3%)	0 (0%)	14 (4%)	2 (<1%)	107 (46%)
	Green Party	106 (4%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	106 (90%)	0 (0%)	0 (0%)	0 (0%)	6 (<1%)	5 (<1%)	36 (7%)	1 (<1%)	2 (2%)	21 (59%)	0 (0%)	36 (11%)	102 (5%)	4 (2%)
	Other	29 (1%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	29 (92%)	0 (0%)	0 (0%)	1 (<1%)	6 (<1%)	6 (1%)	1 (<1%)	1 (3%)	1 (31%)	9 (1%)	4 (1%)	26 (1%)	3 (1%)
	Don't know	196 (8%)	40 (5%)	42 (5%)	24 (12%)	7 (6%)	31 (7%)	12 (10%)	2 (8%)	17 (100%)	37 (5%)	31 (5%)	56 (11%)	2 (2%)	4 (4%)	2 (7%)	5 (15%)	59 (17%)	183 (8%)	13 (6%)

Base: 3,019	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	
b. If the election was today, and you were standing in the polling booth right now, how would you vote?	Base: Undecided	347 (304)	39 (33)	46 (44)	40 (35)	75 (64)	77 (66)	71 (62)	173 (194)	174 (110)
	Labour	59 17%	14 35%	11 24%	4 11%	9 11%	13 17%	8 12%	28 16%	30 17%
	Conservative	53 15%	2 5%	5 11%	13 32%	11 15%	8 10%	15 21%	37 22%	16 9%
	UKIP	38 11%	6 14%	4 9%	4 11%	0 0	10 12%	15 21%	16 9%	22 13%
	Liberal Democrat	29 8%	0 0	5 12%	3 8%	5 7%	8 10%	8 11%	16 9%	13 7%
	Green Party	22 6%	1 3%	2 5%	1 3%	5 7%	6 8%	6 8%	13 7%	10 5%
	SNP	10 3%	3 8%	0 1%	1 1%	5 7%	0 <1%	1 2%	4 2%	6 4%
	Other	8 2%	2 5%	2 4%	0 0	2 3%	1 <1%	1 2%	2 1%	6 3%
	Would not vote	102 29%	12 30%	12 26%	12 30%	30 40%	26 34%	10 15%	47 27%	55 32%
	Don't know	25 7%	0 0	4 8%	2 5%	8 11%	5 6%	6 9%	9 5%	16 9%
Have you definitely made up your mind how you will vote or is there a possibility of you changing your mind?	Base: All excluding undecided	2533 (2596)	374 (302)	456 (492)	459 (486)	330 (344)	407 (455)	507 (517)	1426 (1739)	1107 (857)
	Definitely made up my mind	1967 78%	263 70%	363 80%	391 85%	209 63%	309 76%	432 85%	1075 75%	892 81%
	May change my mind	566 22%	111 30%	93 20%	68 15%	121 37%	98 24%	75 15%	351 25%	215 19%
If you did change your mind, which party would you be most likely to vote for instead?	Base: Excluding undecided	2533 (2596)	374 (302)	456 (492)	459 (486)	330 (344)	407 (455)	507 (517)	1426 (1739)	1107 (857)
	Liberal Democrat	425 17%	77 21%	84 18%	74 16%	56 17%	49 12%	84 17%	282 20%	143 13%
	UKIP	383 15%	39 10%	83 18%	94 21%	22 7%	60 15%	86 17%	189 13%	194 18%
	Conservative	340 13%	57 15%	51 11%	88 19%	38 11%	52 13%	55 11%	214 15%	126 11%
	Green Party	334 13%	59 16%	64 14%	34 7%	55 17%	58 14%	65 13%	187 13%	147 13%
	Labour	265 10%	50 13%	36 8%	37 8%	71 21%	38 9%	33 7%	147 10%	118 11%
	SNP	53 2%	18 5%	10 2%	5 1%	3 <1%	8 2%	9 2%	21 1%	32 3%
	Other	86 3%	12 3%	13 3%	19 4%	12 4%	12 3%	18 4%	40 3%	46 4%
	Don't know	648 26%	62 17%	115 25%	109 24%	74 22%	130 32%	158 31%	347 24%	301 27%

Base: 3,019	Total	2015 intention									Q12. Did you vote in the 2010 UK Parliamentary Election which led to David Cameron becoming Prime Minister? If so, who did you vote for?								Location	
		Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Don't know	Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Did not vote/Can't remember	England or Wales	Scotland	
b. If the election was today, and you were standing in the polling booth right now, how would you vote?	Base: Undecided	347 (304)	53 (48)	59 (55)	29 (27)	10 (16)	38 (28)	22 (22)	8 (10)	24 (16)	55 (42)	45 (42)	73 (65)	2 (4)	8 (8)	6 (7)	5 (4)	154 (132)	329 (237)	19 (67)
	Labour	59 17%	0 0%	59 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	4 8%	18 41%	8 11%	0 12%	2 20%	1 12%	2 33%	24 16%	55 17%	4 21%
	Conservative	53 15%	53 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	22 40%	3 8%	10 14%	0 0%	4 46%	0 0%	0 0%	0 0%	14 9%	52 16%	1 7%
	UKIP	38 11%	0 0%	0 0%	0 0%	38 100%	0 0%	0 0%	0 0%	8 15%	7 15%	14 19%	0 0%	0 0%	1 21%	1 18%	1 5%	8 5%	38 12%	0 2%
	Liberal Democrat	29 8%	0 0%	0 100%	29 0%	0 0%	0 0%	0 0%	0 0%	2 4%	3 7%	14 19%	0 24%	0 0%	0 0%	0 0%	0 0%	10 6%	27 8%	2 12%
	Green Party	22 6%	0 0%	0 0%	0 0%	0 0%	22 100%	0 0%	0 0%	0 0%	1 2%	7 10%	0 0%	1 18%	1 16%	1 32%	1 6%	10 7%	21 7%	1 4%
	SNP	10 3%	0 0%	0 0%	10 100%	0 0%	0 0%	0 0%	0 0%	1 3%	2 4%	2 3%	1 65%	0 0%	0 0%	0 0%	0 3%	4 2%	6 23%	4 23%
	Other	8 2%	0 0%	0 0%	0 0%	0 0%	0 0%	8 100%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	7 4%	5 2%	3 17%
	Would not vote	102 29%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	11 20%	8 17%	15 21%	0 0%	1 16%	2 40%	0 0%	0 0%	64 42%	99 30%	3 14%
	Don't know	25 7%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	24 100%	6 11%	3 6%	1 2%	0 0%	0 0%	1 11%	1 18%	1 9%	14 9%	25 8%	0 0%
Have you definitely made up your mind how you will vote or is there a possibility of you changing your mind?	Base: All excluding undecided	2533 (2596)	758 (685)	886 (797)	195 (200)	112 (426)	423 (326)	128 (133)	31 (29)	0 (0)	812 (712)	637 (605)	472 (465)	73 (264)	101 (97)	36 (51)	31 (25)	371 (377)	2301 (1680)	232 (916)
	Definitely made up my mind	1967 78%	618 82%	700 79%	135 69%	104 93%	316 75%	72 56%	22 72%	0 0%	662 82%	511 80%	344 73%	68 93%	92 91%	24 65%	30 97%	236 64%	1765 77%	202 87%
	May change my mind	566 22%	140 18%	186 21%	60 31%	8 7%	108 25%	56 44%	9 28%	0 0%	150 18%	126 20%	127 27%	5 7%	9 9%	13 35%	1 3%	135 36%	536 23%	30 13%
If you did change your mind, which party would you be most likely to vote for instead?	Base: Excluding undecided	2533 (2596)	758 (685)	886 (797)	195 (200)	112 (426)	423 (326)	128 (133)	31 (29)	0 (0)	812 (712)	637 (605)	472 (465)	73 (264)	101 (97)	36 (51)	31 (25)	371 (377)	2301 (1680)	232 (916)
	Liberal Democrat	425 17%	184 24%	172 19%	0 0%	5 5%	32 8%	30 23%	2 7%	0 0%	152 19%	92 14%	109 23%	4 6%	12 12%	2 5%	1 3%	53 14%	396 17%	28 12%
	UKIP	383 15%	224 30%	134 15%	12 6%	8 8%	0 0%	4 3%	1 4%	0 0%	198 24%	101 16%	41 9%	5 6%	3 3%	2 5%	8 27%	25 7%	364 16%	19 8%
	Conservative	340 13%	0 0%	83 9%	67 34%	5 4%	174 41%	8 7%	3 9%	0 0%	144 18%	48 8%	58 12%	5 6%	26 25%	2 7%	2 8%	55 15%	321 14%	19 8%
	Green Party	334 13%	36 5%	200 23%	29 15%	36 33%	26 6%	0 0%	6 21%	0 0%	42 5%	98 15%	95 20%	26 36%	9 9%	9 3%	1 3%	54 15%	290 13%	44 19%
	Labour	265 10%	77 10%	0 0%	42 21%	27 24%	64 15%	50 39%	5 17%	0 0%	40 5%	64 10%	62 13%	10 13%	12 11%	9 24%	3 10%	66 18%	227 10%	38 16%
	SNP	53 2%	8 1%	27 3%	4 2%	0 0%	7 2%	2 2%	4 13%	0 0%	7 1%	23 4%	4 1%	3 5%	4 4%	0 1%	2 5%	10 3%	31 1%	22 9%
	Other	86 3%	13 2%	23 3%	5 2%	6 5%	31 7%	8 6%	1 5%	0 0%	15 2%	18 3%	13 3%	4 6%	4 13%	4 10%	7 24%	10 3%	77 3%	9 4%
	Don't know	648 26%	217 29%	246 28%	37 19%	24 21%	89 21%	27 21%	7 24%	0 0%	215 26%	192 30%	89 19%	16 22%	23 23%	9 25%	6 21%	98 26%	595 26%	53 23%

Base: 3,019	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? (Those who may change their minds)	Base: All who may change their minds	566 (535)	111 (87)	93 (94)	68 (60)	121 (123)	98 (103)	75 (68)	351 (392)	215 (143)
	Conservative	109 19%	25 22%	14 15%	27 40%	15 13%	18 18%	10 13%	71 20%	38 17%
	Labour	101 18%	21 19%	8 8%	13 20%	29 24%	19 19%	10 14%	61 17%	40 18%
	Liberal Democrat	90 16%	15 13%	20 22%	7 10%	19 16%	10 10%	19 26%	68 19%	22 10%
	UKIP	71 12%	8 7%	18 20%	12 18%	8 6%	12 12%	13 17%	36 10%	35 16%
	Green Party	68 12%	15 14%	12 13%	3 5%	19 16%	8 8%	10 13%	44 12%	24 11%
	SNP	10 2%	4 3%	2 2%	2 3%	1 1%	1 <1%	0 <1%	8 2%	2 1%
	Other	7 1%	0 <1%	0 0	0 0	4 4%	2 2%	1 1%	3 <1%	4 2%
	Don't know	111 20%	24 21%	19 21%	2 4%	25 21%	29 30%	11 15%	60 17%	51 24%
	If you had to choose, which party would you prefer to lead the next UK government?	Base: All	3019 (3019)	438 (354)	518 (551)	511 (534)	436 (436)	529 (556)	588 (588)	1660 (2001)
Labour		1568 52%	269 62%	307 59%	188 37%	270 62%	296 56%	238 41%	780 47%	788 58%
Conservative		1451 48%	169 38%	211 41%	323 63%	166 38%	233 44%	349 59%	880 53%	571 42%
Which would you prefer, if you had to choose?	Base: Labour voters	945 (852)	187 (136)	207 (185)	100 (106)	148 (137)	167 (155)	136 (133)	482 (544)	463 (308)
	A Labour minority government supported by a deal with the SNP	777 82%	154 82%	180 87%	80 79%	119 81%	135 81%	110 81%	379 79%	398 86%
	A Conservative-led government	168 18%	33 18%	27 13%	21 21%	29 19%	32 19%	26 19%	103 21%	65 14%
Impact of Milibands Labour statement that we would not enter a coalition with the SNP	Base: All	3019 (3019)	438 (354)	518 (551)	511 (534)	436 (436)	529 (556)	588 (588)	1660 (2001)	1359 (1018)
	It makes me more likely to vote Labour	596 20%	137 31%	133 26%	66 13%	105 24%	87 17%	66 11%	347 21%	249 18%
	It makes me less likely to vote Labour	444 15%	85 19%	61 12%	61 12%	74 17%	79 15%	84 14%	230 14%	214 16%
	It makes no difference	1979 66%	215 49%	324 62%	384 75%	256 59%	362 69%	437 74%	1083 65%	896 66%

Base: 3,019	Total	2015 intention									Q12. Did you vote in the 2010 UK Parliamentary Election which led to David Cameron becoming Prime Minister? If so, who did you vote for?								Location	
		Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Don't know	Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Did not vote/Can't remember	England or Wales	Scotland	
If you did change your mind, which party would you be most likely to vote for instead? (Those who may change their minds)	Base: All who may change their minds	566 (535)	140 (123)	186 (167)	60 (65)	8 (32)	108 (83)	56 (57)	9 (8)	0 (0)	150 (125)	126 (110)	127 (120)	5 (17)	9 (12)	13 (13)	1 (1)	135 (137)	536 (406)	30 (129)
	Conservative	109 19%	0 0%	37 20%	16 26%	0 4%	51 47%	4 7%	0 0%	0 0%	43 29%	19 15%	17 13%	0 4%	5 54%	1 10%	0 0%	23 17%	105 20%	3 11%
	Labour	101 18%	37 26%	0 0%	19 31%	4 47%	17 15%	22 39%	3 40%	0 0%	19 12%	30 24%	20 15%	2 44%	0 0%	3 27%	0 0%	27 20%	93 17%	7 25%
	Liberal Democrat	90 16%	25 18%	39 21%	0 0%	0 3%	12 12%	12 22%	1 16%	0 0%	20 14%	15 12%	31 24%	0 4%	1 16%	1 7%	0 0%	21 16%	86 16%	4 14%
	UKIP	71 12%	38 27%	26 14%	3 6%	1 9%	0 0%	3 5%	0 0%	0 0%	32 21%	21 16%	10 8%	0 8%	0 0%	0 0%	0 0%	8 6%	70 13%	1 3%
	Green Party	68 12%	14 10%	35 19%	11 18%	1 9%	6 5%	0 0%	1 11%	0 0%	10 7%	8 6%	33 26%	0 1%	1 11%	3 25%	0 0%	13 9%	65 12%	3 9%
	SNP	10 2%	1 <1%	4 2%	2 3%	0 0%	1 <1%	1 1%	2 23%	0 0%	2 2%	4 3%	1 <1%	1 15%	0 <1%	0 <1%	0 0%	2 1%	5 <1%	5 18%
	Other	7 1%	0 0%	4 2%	0 0%	0 4%	2 2%	1 2%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	1 8%	1 100%	3 2%	7 1%	1 2%
	Don't know	111 20%	25 18%	40 21%	10 17%	2 24%	20 18%	14 24%	1 10%	0 0%	24 16%	28 22%	15 12%	1 23%	2 20%	3 23%	0 0%	38 28%	106 20%	6 18%
	If you had to choose, which party would you prefer to lead the next UK government?	Base: All	3019 (3019)	812 (733)	945 (852)	224 (227)	122 (442)	462 (354)	150 (155)	39 (39)	24 (16)	885 (768)	690 (654)	551 (535)	77 (271)	110 (106)	44 (61)	35 (29)	627 (595)	2759 (2006)
Labour		1568 52%	9 1%	914 97%	95 42%	104 85%	146 32%	113 75%	28 72%	15 65%	98 11%	594 86%	318 58%	59 77%	38 35%	33 76%	21 59%	407 65%	1383 50%	185 71%
Conservative		1451 48%	803 99%	31 3%	129 58%	18 15%	315 68%	37 25%	11 28%	8 35%	788 89%	96 14%	233 42%	18 23%	72 65%	11 24%	15 41%	220 35%	1376 50%	75 29%
Which would you prefer, if you had to choose?	Base: Labour voters	945 (852)	0 (0)	945 (852)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	67 (65)	498 (436)	156 (146)	7 (19)	16 (14)	9 (10)	7 (6)	184 (156)	878 (616)	67 (236)
	A Labour minority government supported by a deal with the SNP	777 82%	0 0%	777 82%	0 0%	0 0%	0 0%	0 0%	0 0%	33 49%	433 87%	126 81%	6 81%	6 85%	14 88%	8 100%	7 81%	150 83%	727 74%	
	A Conservative-led government	168 18%	0 0%	168 18%	0 0%	0 0%	0 0%	0 0%	0 0%	35 51%	65 13%	30 19%	1 19%	2 15%	1 12%	0 0%	34 19%	150 17%	18 26%	
	Impact of Milibands Labour statement that we would not enter a coalition with the SNP	Base: All	3019 (3019)	812 (733)	945 (852)	224 (227)	122 (442)	462 (354)	150 (155)	39 (39)	24 (16)	885 (768)	690 (654)	551 (535)	77 (271)	110 (106)	44 (61)	35 (29)	627 (595)	2759 (2006)
It makes me more likely to vote Labour	596 20%	87 11%	325 34%	37 17%	6 5%	81 18%	24 16%	5 13%	5 20%	109 12%	220 32%	93 17%	7 10%	30 28%	8 19%	12 33%	117 19%	554 20%	42 16%	
It makes me less likely to vote Labour	444 15%	106 13%	102 11%	39 17%	67 55%	62 13%	27 18%	13 32%	2 9%	116 13%	85 12%	81 15%	34 44%	8 8%	7 16%	7 21%	106 17%	357 13%	87 34%	
It makes no difference	1979 66%	618 76%	517 55%	148 66%	49 40%	319 69%	100 67%	21 55%	17 71%	661 75%	385 56%	378 69%	36 47%	71 65%	29 65%	17 47%	403 64%	1848 67%	131 50%	