

# General Election Poll - 27/04/15

Prepared on behalf of

\_\_\_\_\_  
**MAY 2015**   
\_\_\_\_\_

## Fieldwork Dates

25<sup>th</sup> – 27<sup>th</sup> April 2015

## Data Collection Method

The fieldwork was conducted via an online panel. Invitations to participate were sent to members of the panel. Non-response from different demographic groups was taken into account during the fieldwork phase and post-fieldwork adjustments.

## Sample

All residents aged 18+ in Great Britain. The sample size is 1,013 respondents.

## Weighting

Results were weighted to reflect profile of all Great British adults aged 18 and above. Data were weighted to age, sex, region, SEG and past vote targets. These targets were taken from 2011 Census data, from the ONS and the results of the 2010 General Election. Data were also weighted by respondent's self-reported likelihood to vote and whether they voted at the previous General Election in 2010.

Respondents were asked how likely they would be to vote in the next election on a scale of 0-10, where 0 means they would not vote and 10 means that they are certain to vote. The likelihood of them voting was then used to weight voters' responses to the voting intention question, meaning that respondents who replied "10" were weighted by a factor of 1.0, whilst those responding "9" were only weighted by a factor of 0.9, and so forth to responses of "0" being excluded altogether. These figures are then re-based to their original total. After this stage, those who indicated that they did vote at the previous election have a factor of 1.0 applied, whilst those who did not are half-weighted (i.e. factor of 0.5 is applied). As before, these results are then re-based to their original total.

## Margin of Error

As a sample of the population was interviewed, the results are subject to margin of error. This means differences between groups may not be significant. For example, where 50% of a given population (the worst case scenario) responded in a particular way, with a sample of 1,000 we can be 95% certain that the 'true' value will fall 3.1% either side of the result. Subsamples within cross-breaks will be subject to a higher margin of error, so any conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

## Presentation

All results are shown in full below, in order, and the using the wording that was put to respondents. Demographic questions may not be included with a stand-alone table, but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a random order. Questions typically not shown in a random are those where there was a natural order to maintain i.e. a scale from "strongly agree" to "strongly disagree", a list of numbers from 0 to 10 or questions that have factual, rather than opinion-related answer, such as demographic information. Responses such as "Other", "Don't know" and "Refused" are not typically randomised.

## Voting Intention

All respondents likely to vote were asked a voting intention question, i.e. who they would be most likely to vote for if that election were tomorrow, with the responses “Labour”, “Conservative”, “Liberal Democrat” and “UKIP” being prompted in a random order, and other parties being displayed if respondents selected “Another Party”. For respondents in Scotland and Wales, “SNP” and “Plaid Cymru” respectively were included in the main prompt.

Finally, those who replied “Undecided” or “Refused” were removed from the sample and then re-inserted at a factor of 0.5, based on the party that they voted for at the 2010 General Election, if in fact they did vote at the last General Election.

The final published voting intention figure is table 6.

Data were collected, analysed and weighted by BMG Research. For further information please contact Steve Handley

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If you are interested in commissioning a poll from us, please contact

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Table 1

Q1. Base weights

Q1. The next General Election is now less than 2 weeks away. On a scale of 0-10, where 0 means you would not vote and 10 means you are certain to vote, how likely are you to vote in the general election?

Base: All Respondents

	Gender		Age			General Election Voting Intention						2010 Vote					SEG				Regions								
	Total	Male	Female	18-34	35-54	55+	Con	Lab	Lib Dem	UKIP	Other	Undecided	Con	Lab	Lib Dem	Other	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	
Unweighted Total	1013	488	525	250	317	446	286	250	76	128	90	163	315	218	163	97	199	252	388	240	133	171	154	232	320	877	81	55	
Weighted Total	1013	492	521	291	358	364	275	267	75	132	82	168	293	236	187	77	199	271	284	219	239	117	167	229	362	875	81	57	
10 - Certain to vote	661	341	319	142	225	294	216	194	47	90	52	59	242	165	130	54	67	185	184	141	151	74	106	139	249	568	55	38	
	65.2%	69.4%	61.3%	49.0%	62.7%	80.7%	78.5%	72.6%	63.3%	68.1%	63.3%	35.2%	82.6%	70.0%	69.4%	70.2%	33.9%	68.0%	64.9%	64.7%	63.0%	63.5%	63.7%	60.5%	68.8%	65.0%	67.3%	66.3%	
9	88	45	43	33	31	24	21	26	11	12	8	11	24	27	22	4	10	30	27	25	6	9	15	21	27	73	10	5	
	8.7%	9.2%	8.2%	11.3%	8.7%	6.6%	7.7%	9.6%	14.1%	9.2%	9.2%	6.5%	8.3%	11.4%	11.6%	5.0%	4.9%	11.0%	9.4%	11.5%	2.7%	7.8%	8.9%	9.3%	7.5%	8.3%	12.9%	8.9%	
8	61	23	38	28	25	8	17	21	7	3	2	11	7	19	16	3	15	18	16	8	19	8	13	21	16	57	3	1	
	6.0%	4.8%	7.2%	9.6%	7.1%	2.1%	6.1%	8.0%	9.3%	2.1%	3.0%	6.4%	2.5%	7.9%	8.7%	3.6%	7.4%	6.6%	5.6%	3.8%	7.9%	7.1%	7.5%	9.1%	4.4%	6.6%	3.6%	1.2%	
7	51	27	25	20	20	11	9	11	5	10	3	15	10	11	7	5	16	11	15	13	12	8	5	12	22	47	2	2	
	5.1%	5.4%	4.7%	6.9%	5.5%	3.1%	3.2%	4.1%	6.2%	7.2%	3.2%	8.9%	3.3%	4.8%	3.7%	6.9%	8.2%	4.2%	5.2%	5.8%	5.2%	6.8%	3.1%	5.4%	6.1%	5.4%	2.8%	2.9%	
6	22	10	12	10	9	3	4	5	3	4	4	3	2	5	1	4	8	8	6	7	1	7	8	2	2	19	3	1	
	2.2%	2.1%	2.2%	3.4%	2.6%	0.8%	1.4%	1.9%	3.4%	3.4%	4.3%	1.6%	0.8%	2.0%	0.6%	4.9%	4.0%	2.9%	2.0%	3.3%	0.5%	5.7%	4.9%	0.8%	0.5%	2.1%	3.3%	1.6%	
5	31	13	19	11	15	5	2	5	-	2	4	18	1	5	6	-	13	5	9	6	12	1	7	7	11	26	2	4	
	3.1%	2.6%	3.6%	3.8%	4.2%	1.4%	0.7%	2.0%	-	1.5%	4.7%	10.9%	0.3%	2.3%	3.4%	-	6.7%	1.7%	3.3%	2.6%	4.8%	1.1%	4.0%	3.2%	3.0%	3.0%	2.0%	6.4%	
4	7	3	4	3	3	1	-	-	-	1	-	6	-	1	2	1	2	1	3	1	2	-	4	2	1	7	-	-	
	0.7%	0.7%	0.8%	1.1%	0.9%	0.2%	-	-	-	1.1%	-	3.5%	-	0.3%	1.2%	1.9%	1.1%	0.5%	0.9%	0.5%	0.9%	-	2.1%	1.0%	0.4%	0.8%	-	-	
3	3	3	1	3	-	-	-	-	1	1	-	2	-	-	1	-	3	1	2	-	-	2	-	-	1	3	-	-	
	0.3%	0.6%	0.1%	1.2%	-	-	-	-	0.9%	0.5%	-	1.2%	-	-	0.3%	-	1.4%	0.5%	0.7%	-	-	1.7%	-	-	0.4%	0.4%	-	-	
2	10	2	7	7	1	2	-	-	-	1	-	9	3	-	2	-	4	1	2	-	6	1	-	1	8	10	-	-	
	0.9%	0.4%	1.4%	2.2%	0.3%	0.6%	-	-	-	0.6%	-	5.2%	1.1%	-	1.1%	-	2.2%	0.4%	0.8%	-	2.5%	0.5%	-	0.4%	2.2%	1.1%	-	-	
1	20	4	16	9	7	4	3	1	2	3	-	9	-	1	-	-	17	1	3	2	14	-	3	10	7	19	-	1	
	2.0%	0.9%	3.1%	3.1%	2.0%	1.1%	1.1%	0.5%	2.7%	2.1%	-	5.5%	-	0.6%	-	-	8.6%	0.5%	0.9%	1.1%	5.8%	-	1.6%	4.4%	1.8%	2.2%	-	1.5%	
0 - Would not vote	58	19	39	24	22	12	4	3	-	5	10	25	3	2	-	6	44	10	18	15	16	6	7	14	18	45	7	6	
	5.7%	4.0%	7.4%	8.3%	6.0%	3.4%	1.4%	1.2%	-	4.1%	12.2%	15.1%	1.1%	0.7%	-	7.5%	21.9%	3.6%	6.2%	6.7%	6.7%	5.5%	4.2%	6.0%	4.9%	5.1%	8.1%	11.2%	
SIGMA	1013	492	521	291	358	364	275	267	75	132	82	168	293	236	187	77	199	271	284	219	239	117	167	229	362	875	81	57	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 2

Q2. Base weights

Q2. If the General Election took place tomorrow, and there was a candidate from all parties standing in your constituency, which party do you think you would vote for?

Base: All respondents likely to vote

	Gender			Age			General Election Voting Intention						2010 Vote					SEG				Regions						
	Total	Male	Female	18-34	35-54	55+	Con	Lab	Lib Dem	UKIP	Other	Undecided	Con	Lab	Lib Dem	Other	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	947	468	479	224	295	428	281	246	76	122	79	137	312	217	163	91	147	242	359	223	123	160	147	216	302	825	74	48
Weighted Total	955	472	483	267	336	352	271	264	75	126	72	142	290	234	187	71	156	262	266	204	223	110	160	215	344	830	74	51
Conservative	271	149	122	59	83	129	271	-	-	-	-	-	204	17	20	3	23	82	82	53	54	27	50	51	132	260	5	7
	28.4%	31.5%	25.3%	22.1%	24.7%	36.7%	100.0%	-	-	-	-	-	70.4%	7.2%	10.5%	4.9%	15.1%	31.2%	31.0%	26.0%	24.2%	24.3%	31.2%	23.5%	38.4%	31.3%	6.3%	13.4%
Labour	264	132	133	88	94	82	-	264	-	-	-	-	16	158	40	3	46	70	67	54	72	34	44	67	79	225	22	18
	27.7%	27.9%	27.5%	33.2%	28.0%	23.2%	-	100.0%	-	-	-	-	5.4%	67.5%	21.5%	4.4%	29.8%	26.9%	25.3%	26.5%	32.4%	31.0%	27.4%	31.3%	23.0%	27.1%	29.5%	34.9%
Liberal Democrat	75	37	38	17	28	30	-	-	75	-	-	-	7	7	52	2	8	30	24	14	7	19	11	13	24	67	5	2
	7.8%	7.8%	7.9%	6.5%	8.3%	8.4%	-	-	100.0%	-	-	-	2.3%	2.9%	28.0%	2.2%	4.9%	11.4%	9.0%	6.9%	3.1%	17.4%	7.0%	6.0%	7.0%	8.1%	7.0%	4.2%
UKIP	126	73	54	30	52	45	-	-	-	126	-	-	31	14	23	27	29	24	25	41	37	10	28	36	43	117	3	6
	13.2%	15.4%	11.1%	11.1%	15.4%	12.8%	-	-	-	100.0%	-	-	10.6%	6.1%	12.6%	37.8%	18.9%	9.1%	9.2%	20.1%	16.6%	9.0%	17.2%	16.9%	12.6%	14.1%	3.9%	12.3%
SNP	31	16	15	12	9	10	-	-	-	-	31	-	2	11	4	10	3	11	7	7	5	-	-	-	-	-	31	-
	3.2%	3.4%	3.0%	4.6%	2.6%	2.8%	-	-	-	-	42.5%	-	0.6%	4.9%	2.0%	14.5%	2.1%	4.4%	2.5%	3.4%	2.4%	-	-	-	-	-	41.1%	-
Plaid Cymru	7	2	5	1	1	5	-	-	-	-	7	-	5	-	-	1	1	3	3	1	-	-	-	-	-	-	-	7
	0.7%	0.4%	1.0%	0.5%	0.2%	1.4%	-	-	-	-	9.6%	-	1.7%	-	-	0.9%	0.8%	1.1%	1.0%	0.7%	-	-	-	-	-	-	-	13.6%
Another Party	35	14	21	16	8	11	-	-	-	-	35	-	1	4	11	11	5	9	15	6	4	5	4	14	9	32	-	2
	3.6%	2.9%	4.3%	6.0%	2.4%	3.0%	-	-	-	-	47.9%	-	0.3%	1.7%	6.1%	14.9%	3.0%	3.3%	5.7%	3.1%	2.0%	4.8%	2.5%	6.3%	2.7%	3.9%	-	4.6%
Undecided	142	50	92	42	60	41	-	-	-	-	-	142	25	22	36	13	37	33	39	27	43	15	23	34	54	126	9	7
	14.9%	10.5%	19.2%	15.6%	17.7%	11.6%	-	-	-	-	100.0%	-	8.7%	9.3%	19.4%	18.9%	23.9%	12.6%	14.6%	13.4%	19.3%	13.6%	14.3%	15.7%	15.8%	15.2%	12.1%	14.2%
Refused	4	1	3	1	2	1	-	-	-	-	-	-	-	1	-	1	2	-	4	-	-	-	1	1	2	3	-	1
	0.5%	0.2%	0.7%	0.5%	0.7%	0.2%	-	-	-	-	-	-	-	0.4%	-	1.6%	1.5%	-	1.6%	-	-	-	0.4%	0.3%	0.5%	0.3%	-	2.8%
SIGMA	955	472	483	267	336	352	271	264	75	126	72	142	290	234	187	71	156	262	266	204	223	110	160	215	344	830	74	51
Green	30	13	17	14	7	9	-	-	-	-	30	-	1	4	11	9	5	8	14	5	3	5	2	12	9	28	-	2
	3.2%	2.7%	3.6%	5.3%	2.1%	2.5%	-	-	-	-	42.0%	-	0.3%	1.7%	5.6%	12.5%	3.0%	3.1%	5.4%	2.6%	1.2%	4.8%	1.4%	5.5%	2.5%	3.4%	-	4.6%
British National Party (BNP)	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-
	0.1%	0.2%	-	-	0.3%	-	-	-	-	-	1.3%	-	-	-	-	1.3%	-	-	-	0.5%	-	-	0.6%	-	-	0.1%	-	-
Respect	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	1	-	-
	0.1%	-	0.2%	-	-	0.2%	-	-	-	-	1.1%	-	-	-	0.4%	-	-	-	0.3%	-	-	-	-	-	0.2%	0.1%	-	-
Monster Raving Loony	2	-	2	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-	-	2	-	2	-	-
	0.2%	-	0.4%	0.7%	-	-	-	-	-	-	2.4%	-	-	-	-	-	-	-	-	-	0.8%	-	-	0.8%	-	0.2%	-	-
Other	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-
	0.1%	-	0.2%	-	-	0.2%	-	-	-	-	1.1%	-	-	-	-	1.1%	-	0.3%	-	-	-	-	0.5%	-	-	0.1%	-	-

Table 3  
 Q2. Base weights & likelihood to vote  
 Q2. If the General Election took place tomorrow, and there was a candidate from all parties standing in your constituency, which party do you think you would vote for?  
 Base: All respondents likely to vote

	Gender		Age			General Election Voting Intention						2010 Vote					SEG				Regions							
	Total	Male	Female	18-34	35-54	55+	Con	Lab	Lib Dem	UKIP	Other	Undecided	Con	Lab	Lib Dem	Other	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	947	468	479	224	295	428	281	246	76	122	79	137	312	217	163	91	147	242	359	223	123	160	147	216	302	825	74	48
Weighted Total	955	482	473	249	335	371	286	275	75	127	74	116	310	241	191	73	127	268	268	208	211	111	159	211	345	826	78	51
Conservative	286	157	129	59	87	140	286	-	-	-	-	-	221	16	21	3	21	87	87	56	56	29	52	52	141	273	5	7
	29.9%	32.6%	27.2%	23.6%	25.9%	37.8%	100.0%	-	-	-	-	-	71.4%	6.8%	11.0%	4.5%	16.5%	32.4%	32.6%	26.7%	26.5%	25.9%	32.4%	24.8%	40.9%	33.1%	6.7%	13.8%
Labour	275	138	137	90	99	87	-	275	-	-	-	-	16	167	43	3	45	73	71	57	74	35	45	68	84	233	23	20
	28.8%	28.6%	29.0%	36.1%	29.4%	23.3%	-	100.0%	-	-	-	-	5.1%	69.1%	22.7%	4.2%	35.0%	27.3%	26.5%	27.3%	35.1%	31.7%	28.6%	32.2%	24.4%	28.2%	29.4%	38.0%
Liberal Democrat	75	36	39	17	26	32	-	-	75	-	-	-	7	6	55	1	5	30	25	15	5	19	12	13	23	67	6	2
	7.9%	7.5%	8.2%	6.9%	7.7%	8.6%	-	-	100.0%	-	-	-	2.3%	2.7%	28.6%	2.0%	4.2%	11.1%	9.2%	7.3%	2.5%	16.9%	7.3%	6.2%	6.8%	8.1%	7.5%	4.6%
UKIP	127	73	53	28	53	46	-	-	-	127	-	-	34	15	25	28	25	24	25	42	36	10	26	37	45	117	3	6
	13.3%	15.2%	11.3%	11.1%	15.9%	12.4%	-	-	-	100.0%	-	-	10.9%	6.0%	12.9%	37.8%	19.3%	8.9%	9.3%	20.2%	17.1%	8.6%	16.2%	17.7%	12.9%	14.2%	4.1%	12.3%
SNP	32	17	16	12	9	11	-	-	-	-	32	-	2	12	4	11	4	13	7	7	6	-	-	-	-	-	32	-
	3.4%	3.4%	3.3%	4.9%	2.8%	2.9%	-	-	-	-	43.6%	-	0.6%	4.9%	1.9%	15.5%	2.9%	4.7%	2.6%	3.3%	2.8%	-	-	-	-	-	41.3%	-
Plaid Cymru	7	2	5	1	1	5	-	-	-	-	7	-	5	-	-	1	1	3	2	1	-	-	-	-	-	-	-	7
	0.8%	0.5%	1.1%	0.6%	0.2%	1.4%	-	-	-	-	9.8%	-	1.8%	-	-	0.9%	0.9%	1.2%	0.9%	0.7%	-	-	-	-	-	-	-	14.0%
Another Party	34	15	19	15	8	11	-	-	-	-	34	-	1	4	12	11	5	9	16	7	3	5	4	13	10	32	-	3
	3.6%	3.1%	4.1%	6.2%	2.4%	3.0%	-	-	-	-	46.6%	-	0.3%	1.7%	6.5%	14.8%	3.6%	3.3%	5.9%	3.2%	1.5%	4.7%	2.6%	6.1%	2.8%	3.9%	-	5.0%
Undecided	116	44	72	26	51	39	-	-	-	-	116	-	24	20	31	14	22	30	32	23	31	14	20	27	41	101	9	6
	12.1%	9.0%	15.2%	10.5%	15.2%	10.4%	-	-	-	-	100.0%	-	7.6%	8.5%	16.5%	18.5%	17.0%	11.2%	11.8%	11.2%	14.5%	12.2%	12.5%	12.7%	11.9%	12.3%	11.0%	11.0%
Refused	3	-	3	1	2	1	-	-	-	-	-	-	-	1	-	1	1	-	3	-	-	-	1	1	1	2	-	1
	0.3%	-	0.6%	0.3%	0.5%	0.2%	-	-	-	-	-	-	-	0.4%	-	1.7%	0.6%	-	1.1%	-	-	-	0.4%	0.3%	0.3%	0.3%	-	1.3%
SIGMA	955	482	473	249	335	371	286	275	75	127	74	116	310	241	191	73	127	268	268	208	211	111	159	211	345	826	78	51
Green	31	14	17	14	7	9	-	-	-	-	31	-	1	4	11	9	5	8	15	6	2	5	2	12	9	28	-	3
	3.2%	2.9%	3.5%	5.8%	2.0%	2.5%	-	-	-	-	41.5%	-	0.3%	1.7%	6.0%	12.2%	3.6%	3.0%	5.5%	2.7%	1.0%	4.7%	1.4%	5.7%	2.5%	3.4%	-	5.0%
British National Party (BNP)	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-
	0.1%	0.2%	-	-	0.3%	-	-	-	-	-	1.4%	-	-	-	-	1.4%	-	-	-	0.5%	-	-	0.7%	-	-	0.1%	-	-
Respect	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-
	0.1%	-	0.2%	-	-	0.2%	-	-	-	-	1.2%	-	-	-	0.5%	-	-	-	0.3%	-	-	-	-	-	0.3%	0.1%	-	-
Monster Raving Loony	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-
	0.1%	-	0.2%	0.4%	-	-	-	-	-	-	1.3%	-	-	-	-	-	-	-	-	-	0.5%	-	-	0.5%	-	0.1%	-	-
Other	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	1	-	-	
	0.1%	-	0.2%	-	-	0.2%	-	-	-	-	1.1%	-	-	-	-	1.2%	-	0.3%	-	-	-	-	0.5%	-	-	0.1%	-	-

Table 4

Q2. Base weights, likelihood to vote and half weighted 2010 non-voters

Q2. If the General Election took place tomorrow, and there was a candidate from all parties standing in your constituency, which party do you think you would vote for?

Base: All respondents likely to vote

	Gender			Age			General Election Voting Intention						2010 Vote					SEG				Regions						
	Total	Male	Female	18-34	35-54	55+	Con	Lab	Lib Dem	UKIP	Other	Undecided	Con	Lab	Lib Dem	Other	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	947	468	479	224	295	428	281	246	76	122	79	137	312	217	163	91	147	242	359	223	123	160	147	216	302	825	74	48
Weighted Total	955	488	467	231	336	388	295	272	78	123	74	110	334	260	206	79	69	271	271	208	205	111	160	209	345	825	79	51
Conservative	295	163	132	56	90	149	295	-	-	-	-	-	239	18	23	4	11	90	89	59	58	29	53	55	146	284	5	7
	30.9%	33.4%	28.4%	24.3%	26.7%	38.5%	100.0%	-	-	-	-	-	71.4%	6.8%	11.0%	4.5%	16.5%	33.3%	32.8%	28.1%	28.3%	26.3%	33.3%	26.6%	42.3%	34.4%	6.5%	13.1%
Labour	272	139	133	84	98	89	-	272	-	-	-	-	17	180	47	3	24	72	73	56	71	35	46	68	79	229	24	19
	28.5%	28.4%	28.6%	36.5%	29.2%	23.1%	-	100.0%	-	-	-	-	5.1%	69.1%	22.7%	4.2%	35.0%	26.6%	26.9%	26.8%	34.8%	31.8%	29.1%	32.6%	23.0%	27.8%	29.8%	37.2%
Liberal Democrat	78	39	39	16	27	35	-	-	78	-	-	-	8	7	59	2	3	31	27	16	4	20	12	14	24	69	6	3
	8.2%	8.0%	8.4%	7.0%	8.1%	8.9%	-	-	100.0%	-	-	-	2.3%	2.7%	28.6%	2.0%	4.2%	11.3%	9.8%	7.9%	2.2%	17.7%	7.5%	6.5%	6.9%	8.4%	7.9%	4.9%
UKIP	123	71	52	24	52	47	-	-	-	123	-	-	36	16	27	30	13	24	24	43	32	9	25	35	45	113	3	7
	12.8%	14.5%	11.2%	10.4%	15.4%	12.1%	-	-	-	100.0%	-	-	10.9%	6.0%	12.9%	37.8%	19.3%	8.8%	9.0%	20.5%	15.5%	8.0%	15.6%	16.5%	13.0%	13.7%	3.3%	13.3%
SNP	33	17	16	13	9	11	-	-	-	-	33	-	2	13	4	12	2	13	7	6	6	-	-	-	-	-	33	-
	3.4%	3.4%	3.4%	5.5%	2.7%	2.8%	-	-	-	-	44.5%	-	0.6%	4.9%	1.9%	15.5%	2.9%	4.8%	2.6%	3.0%	3.1%	-	-	-	-	-	-	41.4%
Plaid Cymru	7	2	5	1	5	5	-	-	-	-	7	-	6	-	-	1	1	4	2	2	-	-	-	-	-	-	-	7
	0.8%	0.5%	1.0%	0.6%	0.1%	1.4%	-	-	-	-	9.8%	-	1.8%	-	-	0.9%	0.9%	1.3%	0.8%	0.7%	-	-	-	-	-	-	-	14.0%
Another Party	34	16	17	14	8	12	-	-	-	-	34	-	1	4	13	12	2	8	17	7	2	5	4	11	10	31	-	3
	3.5%	3.3%	3.7%	5.9%	2.4%	3.1%	-	-	-	-	45.8%	-	0.3%	1.7%	6.5%	14.8%	3.6%	2.9%	6.2%	3.2%	1.2%	4.7%	2.8%	5.3%	2.9%	3.8%	-	5.4%
Undecided	110	42	69	22	50	39	-	-	-	-	110	-	26	22	34	15	12	30	30	20	31	13	18	25	40	96	9	6
	11.6%	8.5%	14.7%	9.5%	14.8%	10.0%	-	-	-	-	100.0%	-	7.6%	8.5%	16.5%	18.5%	17.0%	11.0%	11.0%	9.8%	15.0%	11.5%	11.3%	12.1%	11.5%	11.6%	11.1%	11.3%
Refused	3	-	3	1	2	-	-	-	-	-	-	-	-	1	-	1	-	-	3	-	-	-	1	1	1	2	-	-
	0.3%	-	0.6%	0.3%	0.5%	0.1%	-	-	-	-	-	-	-	0.4%	-	1.7%	0.6%	-	1.0%	-	-	-	0.4%	0.3%	0.3%	0.3%	-	0.7%
SIGMA	955	488	467	231	336	388	295	272	78	123	74	110	334	260	206	79	69	271	271	208	205	111	160	209	345	825	79	51
Green	30	15	15	13	7	10	-	-	-	-	30	-	1	4	12	10	2	7	16	5	2	5	2	11	9	27	-	3
	3.2%	3.1%	3.2%	5.7%	2.1%	2.6%	-	-	-	-	41.0%	-	0.3%	1.7%	6.0%	12.2%	3.6%	2.6%	5.8%	2.6%	1.0%	4.7%	1.5%	5.1%	2.7%	3.3%	-	5.4%
British National Party (BNP)	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-
	0.1%	0.2%	-	-	0.3%	-	-	-	-	-	1.5%	-	-	-	-	1.4%	-	-	-	0.5%	-	-	0.7%	-	-	0.1%	-	-
Respect	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	1	-	-
	0.1%	-	0.2%	-	-	0.2%	-	-	-	-	1.3%	-	-	-	0.5%	-	-	-	0.4%	-	-	-	-	-	0.3%	0.1%	-	-
Monster Raving Loony	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-
	0.1%	-	0.1%	0.2%	-	-	-	-	-	-	0.7%	-	-	-	-	-	-	-	-	-	0.3%	-	-	0.2%	-	0.1%	-	-
Other	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-
	0.1%	-	0.2%	-	-	0.2%	-	-	-	-	1.2%	-	-	-	-	1.2%	-	0.3%	-	-	-	-	0.6%	-	-	0.1%	-	-



Table 5

Q2. Base weights, likelihood to vote and half weighted 2010 non-voters, with undecided and refused removed

Q2. If the General Election took place tomorrow, and there was a candidate from all parties standing in your constituency, which party do you think you would vote for?

Base: Likely to vote

	Gender			Age			General Election Voting Intention						2010 Vote					SEG				Regions						
	Total	Male	Female	18-34	35-54	55+	Con	Lab	Lib Dem	UKIP	Other	Undecided	Con	Lab	Lib Dem	Other	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	804	416	388	188	240	376	281	246	76	122	79	0	290	196	131	72	107	214	298	192	100	137	126	182	254	699	64	41
Weighted Total	842	447	395	209	285	349	295	272	78	123	74	0	308	237	172	63	57	241	239	188	174	98	141	183	304	726	70	45
Conservative	295	163	132	56	90	149	295	-	-	-	-	-	239	18	23	4	11	90	89	59	58	29	53	55	146	284	5	7
	35.1%	36.5%	33.5%	27.0%	31.5%	42.9%	100.0%	-	-	-	-	-	77.4%	7.4%	13.2%	5.7%	20.1%	37.4%	37.2%	31.1%	33.2%	29.7%	37.7%	30.3%	47.9%	39.0%	7.3%	14.9%
Labour	272	139	133	84	98	89	-	272	-	-	-	-	17	180	47	3	24	72	73	56	71	35	46	68	79	229	24	19
	32.3%	31.0%	33.8%	40.4%	34.5%	25.7%	-	100.0%	-	-	-	-	5.5%	75.9%	27.2%	5.3%	42.5%	29.8%	30.5%	29.7%	41.0%	35.9%	33.0%	37.3%	26.1%	31.6%	33.5%	42.3%
Liberal Democrat	78	39	39	16	27	35	-	-	78	-	-	-	8	7	59	2	3	31	27	16	4	20	12	14	24	69	6	3
	9.3%	8.7%	9.9%	7.7%	9.6%	9.9%	-	-	100.0%	-	-	-	2.5%	2.9%	34.2%	2.5%	5.1%	12.7%	11.2%	8.8%	2.5%	20.0%	8.5%	7.5%	7.9%	9.5%	8.9%	5.6%
UKIP	123	71	52	24	52	47	-	-	-	123	-	-	36	16	27	30	13	24	24	43	32	9	25	35	45	113	3	7
	14.6%	15.8%	13.2%	11.5%	18.2%	13.4%	-	-	-	100.0%	-	-	11.8%	6.6%	15.4%	47.4%	23.5%	9.9%	10.2%	22.7%	18.2%	9.0%	17.7%	18.9%	14.8%	15.6%	3.8%	15.2%
SNP	33	17	16	13	9	11	-	-	-	-	33	-	2	13	4	12	2	13	7	6	6	-	-	-	-	-	33	-
	3.9%	3.8%	4.0%	6.1%	3.2%	3.2%	-	-	-	-	44.5%	-	0.6%	5.3%	2.3%	19.4%	3.5%	5.4%	3.0%	3.4%	3.6%	-	-	-	-	-	46.5%	-
Plaid Cymru	7	2	5	1	5	5	-	-	-	-	7	-	6	-	-	1	1	4	2	2	-	-	-	-	-	-	-	7
	0.9%	0.5%	1.2%	0.7%	0.1%	1.5%	-	-	-	-	9.8%	-	1.9%	-	-	1.1%	1.1%	1.5%	0.9%	0.8%	-	-	-	-	-	-	-	16.0%
Another Party	34	16	17	14	8	12	-	-	-	-	34	-	1	4	13	12	2	8	17	7	2	5	4	11	10	31	-	3
	4.0%	3.7%	4.4%	6.5%	2.9%	3.4%	-	-	-	-	45.8%	-	0.3%	1.8%	7.7%	18.6%	4.4%	3.3%	7.0%	3.5%	1.4%	5.4%	3.1%	6.1%	3.3%	4.3%	-	6.1%
SIGMA	842	447	395	209	285	349	295	272	78	123	74	-	308	237	172	63	57	241	239	188	174	98	141	183	304	726	70	45
Green	30	15	15	13	7	10	-	-	-	-	30	-	1	4	12	10	2	7	16	5	2	5	2	11	9	27	-	3
	3.6%	3.4%	3.8%	6.3%	2.5%	2.9%	-	-	-	-	41.0%	-	0.3%	1.8%	7.2%	15.3%	4.4%	2.9%	6.6%	2.9%	1.1%	5.4%	1.7%	5.8%	3.0%	3.8%	-	6.1%
British National Party (BNP)	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-
	0.1%	0.3%	-	-	0.4%	-	-	-	-	-	1.5%	-	-	-	-	1.8%	-	-	-	0.6%	-	-	0.8%	-	-	0.2%	-	-
Respect	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	1	-	-
	0.1%	-	0.2%	-	-	0.3%	-	-	-	-	1.3%	-	-	-	0.6%	-	-	-	0.4%	-	-	-	-	-	0.3%	0.1%	-	-
Monster Raving Loony	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-
	0.1%	-	0.1%	0.3%	-	-	-	-	-	-	0.7%	-	-	-	-	-	-	-	-	-	0.3%	-	-	0.3%	-	0.1%	-	-
Other	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-
	0.1%	-	0.2%	-	-	0.3%	-	-	-	-	1.2%	-	-	-	-	1.4%	-	0.4%	-	-	-	-	0.6%	-	-	0.1%	-	-

Table 6  
 Q2. Base weights, likelihood to vote and half weighted 2010 non-voters, with undecided and refused removed and replaced with 0.5 factor of 2010 vote  
 Q2. If the General Election took place tomorrow, and there was a candidate from all parties standing in your constituency, which party do you think you would vote for?  
 Base: Likely to vote

	Gender			Age			General Election Voting Intention						2010 Vote					SEG				Regions						
	Total	Male	Female	18-34	35-54	55+	Con	Lab	Lib Dem	UKIP	Other	Undecided	Con	Lab	Lib Dem	Other	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	884	446	438	201	270	413	281	246	76	122	79	79	312	217	163	77	107	233	331	206	114	151	136	204	278	769	70	45
Weighted Total	885	463	422	216	305	365	295	272	78	123	74	43	321	249	189	66	57	253	251	195	187	104	147	193	320	764	74	48
Conservative	308	166	142	58	98	153	295	-	-	-	-	13	251	18	23	4	11	94	92	60	63	31	55	57	152	295	6	7
	34.8%	35.9%	33.7%	26.7%	32.1%	41.8%	100.0%	-	-	-	-	29.6%	78.3%	7.1%	12.0%	5.5%	20.1%	37.1%	36.6%	30.8%	33.4%	30.3%	37.1%	29.3%	47.7%	38.6%	8.5%	14.0%
Labour	284	143	141	87	104	93	-	272	-	-	-	11	17	192	47	3	24	74	77	57	76	37	49	71	83	239	24	20
	32.0%	30.9%	33.3%	40.1%	34.0%	25.5%	-	100.0%	-	-	-	25.6%	5.3%	77.0%	24.7%	5.1%	42.5%	29.2%	30.8%	29.1%	40.6%	35.4%	33.0%	36.7%	25.9%	31.3%	32.9%	42.2%
Liberal Democrat	95	47	48	20	34	41	-	-	78	-	-	17	8	7	76	2	3	36	31	20	7	21	14	19	29	84	7	4
	10.7%	10.1%	11.4%	9.1%	11.1%	11.4%	-	-	100.0%	-	-	39.4%	2.4%	2.8%	40.1%	2.4%	5.1%	14.4%	12.4%	10.4%	3.9%	20.5%	9.7%	9.6%	9.2%	10.9%	10.0%	8.6%
UKIP	125	71	53	24	52	49	-	-	-	123	-	2	36	16	27	32	13	24	25	43	33	9	25	36	45	115	3	7
	14.1%	15.4%	12.6%	11.1%	17.0%	13.4%	-	-	-	100.0%	-	4.5%	11.3%	6.3%	14.0%	48.6%	23.5%	9.5%	9.8%	22.3%	17.4%	8.6%	17.2%	18.6%	14.0%	15.1%	3.6%	14.3%
SNP	33	17	16	13	9	11	-	-	-	-	33	-	2	13	4	13	2	13	7	6	6	-	-	-	-	-	33	-
	3.7%	3.7%	3.8%	5.9%	3.0%	3.1%	-	-	-	-	44.5%	1.0%	0.6%	5.1%	2.1%	19.4%	3.5%	5.3%	2.8%	3.3%	3.4%	-	-	-	-	-	45.1%	-
Plaid Cymru	7	2	5	1	5	5	-	-	-	-	7	-	6	-	-	1	1	4	2	2	-	-	-	-	-	-	-	7
	0.8%	0.5%	1.1%	0.7%	0.1%	1.5%	-	-	-	-	9.8%	-	1.8%	-	-	1.1%	1.1%	1.4%	0.8%	0.8%	-	-	-	-	-	-	-	15.1%
Another Party	34	16	17	14	8	12	-	-	-	-	34	-	1	4	13	12	2	8	17	7	2	5	4	11	10	31	-	3
	3.8%	3.5%	4.1%	6.3%	2.7%	3.3%	-	-	-	-	45.8%	-	0.3%	1.7%	7.1%	17.9%	4.4%	3.2%	6.7%	3.4%	1.3%	5.1%	3.0%	5.8%	3.2%	4.0%	-	5.8%
SIGMA	885	463	422	216	305	365	295	272	78	123	74	43	321	249	189	66	57	253	251	195	187	104	147	193	320	764	74	48
Green	30	15	15	13	7	10	-	-	-	-	30	-	1	4	12	10	2	7	16	5	2	5	2	11	9	27	-	3
	3.4%	3.3%	3.6%	6.1%	2.3%	2.8%	-	-	-	-	41.0%	-	0.3%	1.7%	6.5%	14.8%	4.4%	2.8%	6.3%	2.8%	1.0%	5.1%	1.6%	5.5%	2.9%	3.6%	-	5.8%
British National Party (BNP)	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-
	0.1%	0.2%	-	-	0.4%	-	-	-	-	-	1.5%	-	-	-	-	1.7%	-	-	-	0.6%	-	-	0.8%	-	-	0.1%	-	-
Respect	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	1	-	-
	0.1%	-	0.2%	-	-	0.3%	-	-	-	-	1.3%	-	-	-	0.5%	-	-	-	0.4%	-	-	-	-	-	0.3%	0.1%	-	-
Monster Raving Loony	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-
	0.1%	-	0.1%	0.2%	-	-	-	-	-	-	0.7%	-	-	-	-	-	-	-	-	-	0.3%	-	-	0.3%	-	0.1%	-	-
Other	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-
	0.1%	-	0.2%	-	-	0.3%	-	-	-	-	1.2%	-	-	-	-	1.4%	-	0.4%	-	-	-	-	0.6%	-	-	0.1%	-	-