

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 1

Q.1 If there was a referendum on Britain's membership of the EU with the option of voting to stay in the EU or to leave it, how would you vote?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scotland	Public	Private	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
To leave the EU	791	427	364	39	110	119	158	137	228	182	189	196	223	200	265	168	92	65	103	296	224	133	41	209	291	132	102
	39%	43%	35%	16%	32%	35%	44%	45%	51%	33%	33%	44%	46%	36%	50%	34%	32%	36%	37%	35%	43%	25%	32%	89%	55%	33%	29%
To stay in the EU	819	427	391	135	150	147	127	111	148	279	256	140	143	239	177	188	125	88	118	389	203	311	74	8	153	196	180
	40%	43%	38%	56%	44%	43%	35%	37%	33%	51%	45%	32%	30%	44%	34%	39%	44%	48%	42%	45%	39%	58%	58%	3%	29%	49%	52%
Wouldn't vote	88	33	55	22	26	15	11	8	6	11	36	18	24	27	16	29	13	3	14	34	5	14	4	1	6	6	6
	4%	3%	5%	9%	8%	4%	3%	3%	1%	2%	6%	4%	5%	5%	3%	6%	4%	2%	5%	4%	1%	3%	3%	*	1%	2%	2%
Don't know	338	110	228	46	57	63	66	46	61	72	84	89	93	83	70	103	55	27	48	138	85	81	10	16	83	63	59
	17%	11%	22%	19%	16%	18%	18%	15%	14%	13%	15%	20%	19%	15%	13%	21%	19%	15%	17%	16%	17%	15%	8%	7%	16%	16%	17%

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Table 2

Q.2 Which of the following comes closest to your view about the UK's budget deficit?**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
We don't have to eliminate the deficit over the next five years	701 34%	352 35%	350 34%	62 25%	119 35%	121 35%	150 41%	116 38%	134 30%	182 33%	212 38%	129 29%	178 37%	181 33%	163 31%	167 34%	110 39%	80 44%	99 35%	286 33%	83 16%	226 42%	36 28%	69 30%	114 21%	153 39%	134 39%
We have to eliminate the deficit over the next five years and we should do so by prioritising spending cuts over tax increases	804 39%	393 39%	411 40%	107 44%	136 40%	131 38%	118 32%	115 38%	197 44%	235 43%	206 36%	188 42%	175 36%	213 39%	243 46%	190 39%	104 37%	53 29%	101 36%	369 43%	322 62%	116 22%	45 35%	115 49%	313 59%	111 28%	107 31%
We have to eliminate the deficit over the next five years and we should do so by prioritising tax increases over spending cuts	531 26%	253 25%	278 27%	73 30%	87 25%	91 26%	95 26%	72 24%	112 25%	127 23%	147 26%	126 28%	131 27%	156 28%	123 23%	132 27%	71 25%	49 27%	83 29%	202 24%	112 22%	196 36%	47 37%	49 21%	106 20%	133 34%	105 30%

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Table 3

Q.3 How do you think each of the party leaders have been coming across in the election campaign so far?

Summary Table

Base: All respondents/respondents in Scotland

	Leaders									
	David Cameron	Nick Clegg	Ed Miliband	Nicola Sturgeon	Nigel Farage	Leanne Wood	Jim Murphy	Ruth Davidson	Willie Rennie	Natalie Bennett
Unweighted base	2036	2036	2036	2036	2036	2036	171	171	171	2036
Weighted base	2036	2036	2036	2036	2036	2036	183	183	183	2036
NET: Better	418 21%	333 16%	586 29%	779 38%	381 19%	288 14%	36 19%	28 15%	18 10%	277 14%
Much better than I expected	110 5%	46 2%	170 8%	269 13%	114 6%	66 3%	11 6%	8 4%	1 1%	68 3%
A bit better than I expected	308 15%	287 14%	416 20%	510 25%	267 13%	221 11%	25 14%	20 11%	17 9%	209 10%
As I expected	951 47%	993 49%	776 38%	556 27%	883 43%	544 27%	60 33%	84 46%	51 28%	525 26%
A bit worse than I expected	296 15%	289 14%	256 13%	138 7%	300 15%	166 8%	26 14%	13 7%	26 14%	235 12%
Much worse than I expected	176 9%	185 9%	210 10%	115 6%	196 10%	90 4%	24 13%	19 10%	11 6%	147 7%
NET: Worse	472 23%	475 23%	466 23%	252 12%	496 24%	256 13%	50 27%	32 17%	37 20%	382 19%
Don't know - haven't come across	195 10%	235 12%	208 10%	448 22%	275 14%	948 47%	37 20%	40 22%	78 42%	852 42%

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Table 4

Q.3 How do you think each of the party leaders have been coming across in the election campaign so far?

David Cameron

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
NET: Better	418	224	194	42	76	59	68	62	111	115	105	102	96	119	113	95	61	30	50	183	253	49	25	37	215	59	49
	21%	22%	19%	17%	22%	17%	19%	21%	25%	21%	19%	23%	20%	22%	21%	19%	21%	16%	18%	21%	49%	9%	20%	16%	40%	15%	14%
Much better than I expected	110	65	45	15	17	17	21	9	32	40	21	26	23	33	38	19	14	6	12	51	84	10	1	10	64	11	6
	5%	6%	4%	6%	5%	5%	6%	3%	7%	7%	4%	6%	5%	6%	7%	4%	5%	3%	4%	6%	16%	2%	1%	4%	12%	3%	2%
A bit better than I expected	308	159	149	27	59	42	47	53	79	75	84	75	73	86	75	76	46	24	38	132	170	39	24	27	151	48	43
	15%	16%	14%	11%	17%	12%	13%	18%	18%	14%	15%	17%	15%	16%	14%	16%	16%	13%	13%	15%	33%	7%	19%	12%	28%	12%	12%
As I expected	951	443	507	80	137	169	191	147	226	266	271	205	209	248	245	237	145	75	146	395	225	250	70	129	246	191	182
	47%	44%	49%	33%	40%	49%	53%	49%	51%	49%	48%	46%	43%	45%	46%	49%	51%	41%	51%	46%	44%	46%	54%	55%	46%	48%	52%
A bit worse than I expected	296	164	132	44	50	46	53	50	54	93	85	53	65	88	79	71	23	35	42	126	24	134	23	36	39	83	70
	15%	16%	13%	18%	15%	13%	15%	16%	12%	17%	15%	12%	13%	16%	15%	15%	8%	19%	15%	15%	5%	25%	18%	16%	7%	21%	20%
Much worse than I expected	176	94	82	12	36	30	35	24	38	36	37	47	56	31	36	56	24	30	24	64	1	86	6	19	11	52	30
	9%	9%	8%	5%	11%	9%	10%	8%	9%	7%	7%	11%	12%	6%	7%	11%	8%	16%	8%	8%	*	16%	5%	8%	2%	13%	9%
NET: Worse	472	258	215	56	86	76	88	74	92	129	123	100	121	119	115	127	46	64	66	191	26	220	29	55	50	134	99
	23%	26%	21%	23%	25%	22%	24%	24%	21%	24%	22%	23%	25%	22%	22%	26%	16%	35%	23%	22%	5%	41%	23%	24%	9%	34%	29%
Don't know - haven't come across	195	72	123	63	43	39	16	19	15	35	66	37	58	63	56	29	33	14	22	88	13	20	4	11	21	13	16
	10%	7%	12%	26%	13%	11%	4%	6%	3%	6%	12%	8%	12%	11%	11%	6%	11%	7%	8%	10%	3%	4%	3%	5%	4%	3%	5%

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Table 5
Q.3 How do you think each of the party leaders have been coming across in the election campaign so far?

Nick Clegg

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
NET: Better	333	175	158	44	56	52	58	53	70	110	89	64	69	87	89	85	42	31	35	141	111	91	42	33	90	75	87
	16%	18%	15%	18%	16%	15%	16%	17%	16%	20%	16%	15%	14%	16%	17%	17%	15%	17%	12%	16%	21%	17%	33%	14%	17%	19%	25%
Much better than I expected	46	29	18	10	4	6	8	9	8	22	7	5	12	12	9	18	4	4	6	23	13	13	13	4	14	11	14
	2%	3%	2%	4%	1%	2%	2%	3%	2%	4%	1%	1%	3%	2%	2%	4%	1%	2%	2%	3%	3%	2%	10%	2%	3%	3%	4%
A bit better than I expected	287	146	140	34	51	46	50	44	61	88	83	59	57	75	80	67	38	27	29	118	98	78	29	29	76	64	73
	14%	15%	14%	14%	15%	14%	14%	14%	14%	16%	15%	13%	12%	14%	15%	14%	13%	15%	10%	14%	19%	14%	22%	12%	14%	16%	21%
As I expected	993	484	509	81	158	156	199	156	244	266	274	213	240	254	261	253	151	74	152	418	275	280	59	120	286	211	154
	49%	49%	49%	33%	46%	46%	55%	52%	55%	49%	48%	48%	50%	46%	49%	52%	53%	40%	54%	49%	53%	52%	46%	52%	54%	53%	45%
A bit worse than I expected	289	152	138	31	42	47	51	49	69	85	80	66	59	90	65	66	36	33	42	120	72	75	22	38	93	52	54
	14%	15%	13%	13%	12%	14%	14%	16%	16%	16%	14%	15%	12%	16%	12%	13%	13%	18%	15%	14%	14%	14%	17%	16%	17%	13%	16%
Much worse than I expected	185	105	81	10	34	35	38	23	45	46	38	48	54	38	50	48	19	29	24	74	33	64	3	28	39	43	31
	9%	10%	8%	4%	10%	10%	10%	8%	10%	8%	7%	11%	11%	7%	10%	10%	7%	16%	9%	9%	6%	12%	3%	12%	7%	11%	9%
NET: Worse	475	256	218	41	76	82	89	72	114	130	117	114	113	128	115	114	56	62	67	194	105	139	25	67	132	95	85
	23%	26%	21%	17%	22%	24%	24%	24%	26%	24%	21%	26%	23%	23%	22%	23%	19%	34%	23%	23%	20%	26%	20%	29%	25%	24%	25%
Don't know - haven't come across	235	82	153	76	53	52	17	22	16	38	84	52	62	81	64	37	36	16	29	104	26	28	3	13	25	16	20
	12%	8%	15%	31%	15%	15%	5%	7%	4%	7%	15%	12%	13%	15%	12%	8%	13%	9%	10%	12%	5%	5%	2%	6%	5%	4%	6%

Opinion Poll

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Absolutes/col percents

Table 6

Q.3 How do you think each of the party leaders have been coming across in the election campaign so far?

Ed Miliband

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
NET: Better	586	311	275	51	100	105	118	91	120	152	146	130	158	145	140	168	74	59	103	213	55	338	37	45	69	218	116
	29%	31%	26%	21%	29%	31%	33%	30%	27%	28%	26%	29%	33%	26%	26%	34%	26%	32%	36%	25%	11%	63%	29%	19%	13%	55%	33%
Much better than I expected	170	95	75	13	29	40	30	24	34	38	31	51	50	44	30	62	12	22	29	65	7	127	7	5	15	86	31
	8%	10%	7%	5%	8%	12%	8%	8%	8%	7%	6%	11%	10%	8%	6%	13%	4%	12%	10%	8%	1%	24%	6%	2%	3%	22%	9%
A bit better than I expected	416	216	200	38	71	66	88	67	86	114	114	79	108	101	109	106	62	38	74	147	48	212	30	39	54	132	85
	20%	22%	19%	16%	21%	19%	24%	22%	20%	21%	20%	18%	22%	18%	21%	22%	22%	20%	26%	17%	9%	39%	23%	17%	10%	33%	24%
As I expected	776	361	415	67	131	138	155	116	171	220	236	166	154	195	215	184	119	64	103	367	240	161	49	101	244	137	133
	38%	36%	40%	28%	38%	40%	43%	38%	39%	40%	42%	37%	32%	36%	41%	38%	42%	35%	36%	43%	46%	30%	39%	43%	46%	34%	38%
A bit worse than I expected	256	137	119	39	37	32	34	48	67	66	58	72	60	79	62	56	29	30	36	100	102	16	19	41	90	22	40
	13%	14%	11%	16%	11%	9%	9%	16%	15%	12%	10%	16%	12%	14%	12%	12%	10%	16%	13%	12%	20%	3%	15%	18%	17%	6%	11%
Much worse than I expected	210	113	97	14	29	28	41	29	69	73	52	34	51	57	56	49	29	19	21	83	100	3	19	34	104	8	42
	10%	11%	9%	6%	9%	8%	11%	9%	16%	13%	9%	8%	10%	10%	11%	10%	10%	10%	7%	10%	19%	1%	15%	15%	20%	2%	12%
NET: Worse	466	250	216	53	66	60	75	76	136	138	110	107	111	136	118	105	58	49	57	184	202	19	38	75	194	30	81
	23%	25%	21%	22%	19%	18%	21%	25%	31%	25%	20%	24%	23%	25%	22%	22%	20%	27%	20%	21%	39%	4%	30%	32%	36%	8%	24%
Don't know - haven't come across	208	75	133	72	46	39	15	19	16	34	73	41	60	74	57	32	34	12	21	93	20	20	4	12	26	12	16
	10%	8%	13%	30%	13%	12%	4%	6%	4%	6%	13%	9%	12%	13%	11%	6%	12%	6%	8%	11%	4%	4%	3%	5%	5%	3%	5%

Opinion Poll

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Absolutes/col percents

Table 7

Q.3 How do you think each of the party leaders have been coming across in the election campaign so far?

Nicola Sturgeon

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
NET: Better	779	425	354	68	110	113	151	140	196	242	221	143	173	182	196	105	100	112	294	204	235	62	90	216	171	171	
	38%	43%	34%	28%	32%	33%	41%	46%	44%	44%	39%	32%	36%	33%	37%	40%	37%	54%	40%	34%	40%	44%	48%	39%	40%	43%	49%
Much better than I expected	269	147	122	28	37	35	53	44	72	82	72	49	66	58	55	75	31	49	36	95	48	87	19	27	52	59	71
	13%	15%	12%	12%	11%	10%	15%	15%	16%	15%	13%	11%	14%	11%	10%	15%	11%	27%	13%	11%	9%	16%	15%	12%	10%	15%	21%
A bit better than I expected	510	278	232	40	73	79	97	97	125	160	149	95	107	124	141	121	74	50	76	199	157	148	43	63	164	112	100
	25%	28%	22%	16%	21%	23%	27%	32%	28%	29%	26%	21%	22%	23%	27%	25%	26%	27%	27%	23%	30%	27%	33%	27%	31%	28%	29%
As I expected	556	279	277	47	87	108	121	86	109	148	148	134	126	163	139	126	79	49	71	276	173	151	28	69	160	129	91
	27%	28%	27%	19%	25%	31%	33%	28%	25%	27%	26%	30%	26%	30%	26%	26%	28%	27%	25%	32%	34%	28%	22%	30%	30%	33%	26%
A bit worse than I expected	138	76	62	14	26	18	20	21	38	38	41	38	22	46	36	27	20	9	21	54	37	34	17	23	47	24	24
	7%	8%	6%	6%	7%	5%	5%	7%	9%	7%	7%	9%	4%	8%	7%	6%	7%	5%	7%	6%	7%	6%	13%	10%	9%	6%	7%
Much worse than I expected	115	70	44	6	17	29	15	15	34	25	17	35	37	24	33	25	18	15	15	42	42	32	9	16	42	18	12
	6%	7%	4%	2%	5%	8%	4%	5%	8%	5%	3%	8%	8%	4%	6%	5%	6%	8%	5%	5%	8%	6%	7%	7%	8%	4%	3%
NET: Worse	252	146	106	20	42	47	35	36	72	63	58	73	59	70	69	52	39	23	36	96	79	66	26	39	89	42	35
	12%	15%	10%	8%	12%	14%	10%	12%	16%	12%	10%	16%	12%	13%	13%	11%	14%	13%	13%	11%	15%	12%	20%	17%	17%	10%	10%
Don't know - haven't come across	448	147	301	107	104	75	56	41	66	91	138	94	126	135	126	114	63	11	64	191	61	87	13	36	68	56	49
	22%	15%	29%	44%	30%	22%	15%	13%	15%	17%	24%	21%	26%	25%	24%	23%	22%	6%	23%	22%	12%	16%	10%	15%	13%	14%	14%

Opinion Poll

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Absolutes/col percents

Table 8

Q.3 How do you think each of the party leaders have been coming across in the election campaign so far?

Nigel Farage

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
NET: Better	381	219	163	25	59	53	82	67	96	106	77	95	103	113	99	102	44	24	42	163	104	73	21	131	142	82	54
	19%	22%	16%	10%	17%	15%	23%	22%	22%	20%	14%	21%	21%	21%	19%	21%	15%	13%	15%	19%	20%	14%	16%	56%	27%	21%	16%
Much better than I expected	114	71	43	7	20	19	24	15	29	22	23	35	35	39	31	31	10	3	9	58	23	21	6	53	44	27	12
	6%	7%	4%	3%	6%	6%	7%	5%	6%	4%	4%	8%	7%	7%	6%	6%	4%	2%	3%	7%	4%	4%	5%	23%	8%	7%	4%
A bit better than I expected	267	147	120	18	39	34	58	52	67	84	54	60	69	74	68	71	33	21	33	106	81	52	14	78	98	56	42
	13%	15%	12%	7%	11%	10%	16%	17%	15%	15%	10%	14%	14%	14%	13%	15%	12%	11%	12%	12%	16%	10%	11%	33%	18%	14%	12%
As I expected	883	436	447	80	150	155	166	127	206	254	263	183	182	235	221	216	136	76	132	371	239	273	59	77	228	186	160
	43%	44%	43%	33%	44%	45%	46%	42%	46%	47%	47%	41%	38%	43%	42%	44%	48%	41%	46%	43%	46%	51%	46%	33%	43%	47%	46%
A bit worse than I expected	300	160	141	21	41	51	46	61	80	83	85	53	79	69	86	75	43	28	40	116	94	77	35	13	88	58	67
	15%	16%	14%	9%	12%	15%	13%	20%	18%	15%	15%	12%	16%	13%	16%	15%	15%	15%	14%	14%	18%	14%	27%	5%	17%	15%	19%
Much worse than I expected	196	89	107	20	33	36	42	24	41	53	46	53	43	41	45	42	26	42	34	78	43	73	8	1	35	41	34
	10%	9%	10%	8%	10%	10%	12%	8%	9%	10%	8%	12%	9%	7%	8%	9%	9%	23%	12%	9%	8%	14%	7%	*	7%	10%	10%
NET: Worse	496	248	248	42	74	86	88	84	121	137	132	106	122	110	130	117	69	70	74	195	137	151	44	14	123	99	100
	24%	25%	24%	17%	22%	25%	24%	28%	27%	25%	23%	24%	25%	20%	25%	24%	24%	38%	26%	23%	27%	28%	34%	6%	23%	25%	29%
Don't know - haven't come across	275	94	181	95	60	48	27	24	21	47	93	59	76	91	79	54	36	14	35	128	37	42	5	12	40	29	32
	14%	9%	17%	39%	17%	14%	7%	8%	5%	9%	16%	13%	16%	17%	15%	11%	13%	8%	12%	15%	7%	8%	4%	5%	8%	7%	9%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 9

Q.3 How do you think each of the party leaders have been coming across in the election campaign so far?

Leanne Wood

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
NET: Better	288	147	140	33	57	60	50	42	45	95	89	50	54	63	67	72	55	32	49	134	68	96	21	26	64	64	63
	14%	15%	14%	14%	17%	18%	14%	14%	10%	17%	16%	11%	11%	11%	13%	15%	19%	17%	17%	16%	13%	18%	17%	11%	12%	16%	18%
Much better than I expected	66	36	31	7	13	14	14	11	8	19	21	13	14	12	13	14	19	8	13	35	11	19	6	5	12	20	20
	3%	4%	3%	3%	4%	4%	4%	4%	2%	3%	4%	3%	3%	2%	2%	3%	7%	4%	5%	4%	2%	4%	4%	2%	2%	5%	6%
A bit better than I expected	221	112	110	27	44	46	36	31	37	76	68	38	40	50	54	58	36	24	36	99	57	77	16	21	52	44	43
	11%	11%	11%	11%	13%	13%	10%	10%	8%	14%	12%	8%	8%	9%	10%	12%	12%	13%	13%	12%	11%	14%	12%	9%	10%	11%	12%
As I expected	544	298	246	46	96	107	103	78	115	135	147	135	127	153	140	126	69	57	68	255	153	165	46	61	152	135	97
	27%	30%	24%	19%	28%	31%	28%	26%	26%	25%	26%	30%	26%	28%	27%	26%	24%	31%	24%	30%	30%	31%	36%	26%	29%	34%	28%
A bit worse than I expected	166	97	69	18	23	21	33	37	34	53	43	34	35	51	41	35	23	15	26	71	43	46	17	30	51	42	26
	8%	10%	7%	8%	7%	6%	9%	12%	8%	10%	8%	8%	7%	9%	8%	7%	8%	8%	9%	8%	8%	9%	14%	13%	10%	11%	8%
Much worse than I expected	90	63	28	4	13	17	14	10	33	25	12	21	32	22	31	22	9	7	12	29	36	19	3	15	31	10	17
	4%	6%	3%	1%	4%	5%	4%	3%	8%	5%	2%	5%	7%	4%	6%	5%	3%	4%	4%	3%	7%	4%	3%	7%	6%	3%	5%
NET: Worse	256	160	97	22	36	37	47	47	67	78	56	55	67	74	72	57	31	22	39	100	79	65	21	45	83	52	43
	13%	16%	9%	9%	11%	11%	13%	15%	15%	14%	10%	12%	14%	13%	14%	12%	11%	12%	14%	12%	15%	12%	16%	19%	15%	13%	12%
Don't know - haven't come across	948	393	555	140	154	139	163	136	216	236	273	203	236	261	250	234	131	73	128	369	217	213	40	101	235	146	143
	47%	39%	53%	58%	45%	41%	45%	45%	49%	43%	48%	46%	49%	47%	47%	48%	46%	40%	45%	43%	42%	40%	31%	43%	44%	37%	41%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 10
Q.3 How do you think each of the party leaders have been coming across in the election campaign so far?

Jim Murphy

Base: All respondents in Scotland

	Gender		Age					Social Grade				Region					Employment Sector		Vote Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	171	93	78	19	20	24	34	29	45	43	56	39	33	-	-	-	-	171	18	52	18	40	10	8	15	39	20
Weighted base	183	99	84	17	27	27	42	30	40	43	46	58	36	-	-	-	-	183	23	69	24	39	10	7	14	37	23
NET: Better	36	20	16	2	9	7	3	4	9	14	6	12	5	-	-	-	-	36	5	9	7	15	3	2	2	14	9
	19%	20%	19%	15%	34%	27%	8%	14%	23%	31%	12%	21%	13%	-	-	-	-	19%	20%	12%	28%	39%	32%	34%	13%	39%	41%
Much better than I expected	11	4	7	1	6	2	2	1	1	2	2	6	-	-	-	-	-	11	2	2	6	4	-	-	-	4	6
	6%	4%	8%	4%	20%	6%	4%	2%	2%	5%	5%	11%	-	-	-	-	-	6%	9%	2%	24%	11%	-	-	-	10%	24%
A bit better than I expected	25	16	9	2	4	6	2	4	8	11	4	6	5	-	-	-	-	25	3	7	1	11	3	2	2	11	4
	14%	17%	10%	10%	14%	21%	4%	12%	21%	26%	8%	10%	13%	-	-	-	-	14%	11%	10%	5%	27%	32%	34%	13%	29%	16%
As I expected	60	33	27	5	8	7	13	13	14	13	19	19	10	-	-	-	-	60	7	22	9	12	4	2	7	12	9
	33%	34%	32%	27%	31%	27%	30%	43%	36%	29%	40%	33%	28%	-	-	-	-	33%	30%	32%	37%	32%	39%	31%	46%	32%	37%
A bit worse than I expected	26	12	14	2	1	3	11	5	5	5	3	13	5	-	-	-	-	26	2	16	1	4	-	1	2	4	1
	14%	12%	17%	12%	4%	9%	26%	15%	12%	11%	7%	22%	15%	-	-	-	-	14%	6%	23%	5%	10%	-	12%	11%	11%	4%
Much worse than I expected	24	12	13	1	1	5	9	2	6	4	8	8	4	-	-	-	-	24	6	8	1	3	1	-	2	*	2
	13%	12%	15%	8%	2%	19%	22%	5%	16%	9%	18%	14%	11%	-	-	-	-	13%	26%	12%	6%	7%	7%	-	14%	1%	8%
NET: Worse	50	23	27	3	2	8	20	6	11	9	11	21	9	-	-	-	-	50	8	24	3	7	1	1	4	5	3
	27%	24%	32%	20%	6%	28%	49%	20%	28%	20%	25%	36%	25%	-	-	-	-	27%	32%	35%	11%	17%	7%	12%	25%	13%	12%
Don't know - haven't come across	37	22	15	7	8	5	5	7	6	9	11	6	12	-	-	-	-	37	4	14	6	5	2	2	2	6	2
	20%	23%	18%	39%	29%	18%	13%	23%	14%	20%	23%	10%	34%	-	-	-	-	20%	17%	21%	23%	12%	23%	24%	15%	17%	10%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 11
Q.3 How do you think each of the party leaders have been coming across in the election campaign so far?

Ruth Davidson

Base: All respondents in Scotland

	Gender		Age					Social Grade				Region					Employment Sector		Vote Intention			2010 Vote					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	171	93	78	19	20	24	34	29	45	43	56	39	33	-	-	-	-	171	18	52	18	40	10	8	15	39	20
Weighted base	183	99	84	17	27	27	42	30	40	43	46	58	36	-	-	-	-	183	23	69	24	39	10	7	14	37	23
NET: Better	28	9	18	3	5	4	3	8	6	14	5	8	1	-	-	-	-	28	1	9	14	5	4	-	5	4	11
	15%	9%	22%	15%	17%	14%	8%	26%	14%	32%	10%	15%	2%	-	-	-	-	15%	4%	13%	57%	13%	39%	-	35%	11%	49%
Much better than I expected	8	3	5	1	5	-	-	1	1	2	2	5	-	-	-	-	-	8	-	-	5	*	1	-	1	-	5
	4%	3%	6%	9%	17%	-	-	2%	3%	3%	4%	8%	-	-	-	-	-	4%	-	-	19%	1%	7%	-	8%	-	21%
A bit better than I expected	20	7	13	1	-	4	3	7	4	12	3	4	1	-	-	-	-	20	1	9	9	5	3	-	4	4	7
	11%	7%	15%	6%	-	14%	8%	24%	10%	28%	6%	6%	2%	-	-	-	-	11%	4%	13%	37%	12%	33%	-	27%	11%	29%
As I expected	84	47	37	5	12	17	18	11	20	17	28	23	15	-	-	-	-	84	17	31	6	23	3	4	6	22	9
	46%	47%	44%	30%	46%	62%	43%	37%	50%	39%	61%	41%	42%	-	-	-	-	46%	73%	45%	27%	58%	27%	60%	42%	60%	39%
A bit worse than I expected	13	11	1	*	2	1	3	3	3	1	2	7	3	-	-	-	-	13	-	5	-	3	-	-	-	3	-
	7%	11%	1%	2%	9%	4%	6%	10%	8%	3%	3%	13%	7%	-	-	-	-	7%	-	7%	-	8%	-	-	-	8%	-
Much worse than I expected	19	7	12	2	-	-	12	2	3	2	1	12	5	-	-	-	-	19	1	11	-	3	-	*	-	*	-
	10%	7%	14%	11%	-	-	30%	5%	8%	5%	2%	20%	13%	-	-	-	-	10%	3%	16%	-	7%	-	7%	-	1%	-
NET: Worse	32	18	13	2	2	1	15	5	7	3	2	19	7	-	-	-	-	32	1	16	-	6	-	*	-	3	-
	17%	19%	16%	12%	9%	4%	36%	16%	16%	8%	5%	33%	20%	-	-	-	-	17%	3%	23%	-	15%	-	7%	-	9%	-
Don't know - haven't come across	40	24	16	7	8	5	5	6	8	9	11	7	13	-	-	-	-	40	5	13	4	5	3	2	3	7	3
	22%	25%	19%	42%	29%	20%	13%	21%	20%	21%	24%	12%	36%	-	-	-	-	22%	20%	18%	16%	14%	34%	33%	23%	20%	12%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 12
Q.3 How do you think each of the party leaders have been coming across in the election campaign so far?

Willie Rennie

Base: All respondents in Scotland

	Gender		Age					Social Grade				Region					Employment Sector		Vote Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	171	93	78	19	20	24	34	29	45	43	56	39	33	-	-	-	-	171	18	52	18	40	10	8	15	39	20
Weighted base	183	99	84	17	27	27	42	30	40	43	46	58	36	-	-	-	-	183	23	69	24	39	10	7	14	37	23
NET: Better	18	5	13	2	6	3	-	5	3	9	4	4	2	-	-	-	-	18	2	6	7	3	3	-	2	2	11
	10%	5%	15%	11%	20%	12%	-	16%	7%	20%	8%	7%	5%	-	-	-	-	10%	10%	9%	29%	9%	33%	-	13%	5%	47%
Much better than I expected	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	1%	-	1%	-	-	-	-	3%	-	2%	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-
A bit better than I expected	17	5	12	2	6	3	-	4	3	8	4	4	2	-	-	-	-	17	2	5	7	3	3	-	2	2	11
	9%	5%	14%	11%	20%	12%	-	13%	7%	18%	8%	7%	5%	-	-	-	-	9%	10%	7%	29%	9%	33%	-	13%	5%	47%
As I expected	51	32	18	4	7	9	11	8	12	12	16	14	8	-	-	-	-	51	7	16	6	16	3	3	6	16	7
	28%	33%	22%	21%	27%	33%	27%	25%	30%	28%	35%	24%	22%	-	-	-	-	28%	31%	23%	23%	42%	34%	42%	45%	43%	32%
A bit worse than I expected	26	13	12	3	1	2	9	1	10	4	4	12	5	-	-	-	-	26	1	14	1	7	-	-	1	7	-
	14%	14%	14%	19%	2%	8%	22%	4%	24%	10%	9%	20%	15%	-	-	-	-	14%	3%	21%	5%	17%	-	-	5%	20%	-
Much worse than I expected	11	10	1	-	-	2	5	1	3	2	1	5	3	-	-	-	-	11	1	6	-	2	-	*	-	-	2
	6%	10%	2%	-	-	8%	12%	2%	7%	4%	3%	9%	7%	-	-	-	-	6%	3%	9%	-	4%	-	7%	-	-	7%
NET: Worse	37	23	14	3	1	4	14	2	13	6	6	17	8	-	-	-	-	37	2	21	1	8	-	*	1	7	2
	20%	23%	16%	19%	2%	16%	34%	6%	31%	15%	12%	29%	22%	-	-	-	-	20%	7%	30%	5%	21%	-	7%	5%	20%	7%
Don't know - haven't come across	78	39	39	8	14	11	16	16	13	16	21	23	18	-	-	-	-	78	12	27	10	11	3	4	5	12	3
	42%	39%	47%	49%	51%	39%	39%	53%	32%	37%	45%	39%	51%	-	-	-	-	42%	53%	39%	43%	28%	34%	51%	37%	32%	13%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 13
Q.3 How do you think each of the party leaders have been coming across in the election campaign so far?

Natalie Bennett

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
NET: Better	277	122	155	32	61	55	42	37	51	87	72	66	52	71	60	79	47	21	51	119	56	105	17	23	61	75	58
	14%	12%	15%	13%	18%	16%	12%	12%	12%	16%	13%	15%	11%	13%	11%	16%	16%	11%	18%	14%	11%	19%	13%	10%	11%	19%	17%
Much better than I expected	68	25	43	11	16	12	13	8	8	23	14	16	15	17	9	23	17	2	14	34	10	26	7	4	18	20	13
	3%	2%	4%	4%	5%	3%	4%	3%	2%	4%	3%	4%	3%	3%	2%	5%	6%	1%	5%	4%	2%	5%	5%	2%	3%	5%	4%
A bit better than I expected	209	97	112	21	45	43	29	28	43	64	58	50	37	55	51	56	30	19	37	84	46	79	10	19	43	55	44
	10%	10%	11%	9%	13%	13%	8%	9%	10%	12%	10%	11%	8%	10%	10%	11%	10%	10%	13%	10%	9%	15%	8%	8%	8%	14%	13%
As I expected	525	306	220	42	83	96	105	74	126	128	159	112	126	136	139	133	68	50	65	246	147	166	44	54	146	127	101
	26%	31%	21%	17%	24%	28%	29%	24%	28%	24%	28%	25%	26%	25%	26%	27%	24%	28%	23%	29%	28%	31%	34%	23%	27%	32%	29%
A bit worse than I expected	235	135	100	24	34	39	47	40	50	82	61	48	44	83	54	46	28	25	41	98	62	62	22	39	71	51	46
	12%	14%	10%	10%	10%	12%	13%	13%	11%	15%	11%	11%	9%	15%	10%	9%	10%	13%	14%	11%	12%	11%	17%	17%	13%	13%	13%
Much worse than I expected	147	93	54	15	19	19	23	26	45	46	34	28	39	45	45	34	15	9	13	47	59	28	8	33	55	18	27
	7%	9%	5%	6%	6%	6%	6%	8%	10%	8%	6%	6%	8%	8%	9%	7%	5%	5%	5%	5%	11%	5%	6%	14%	10%	5%	8%
NET: Worse	382	228	154	39	54	58	70	66	95	128	95	76	83	128	99	79	42	33	54	145	121	89	30	72	126	69	72
	19%	23%	15%	16%	16%	17%	19%	22%	21%	23%	17%	17%	17%	23%	19%	16%	15%	18%	19%	17%	23%	17%	23%	31%	24%	17%	21%
Don't know - haven't come across	852	342	510	129	145	134	146	126	171	202	239	189	222	215	232	198	128	79	114	348	193	179	38	85	200	125	116
	42%	34%	49%	53%	42%	39%	40%	42%	39%	37%	42%	43%	46%	39%	44%	41%	45%	43%	40%	41%	37%	33%	30%	36%	38%	32%	33%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 14
Gender
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
Male	998	998	-	101	152	188	172	153	231	276	246	218	257	279	274	229	117	99	121	447	268	278	71	147	294	214	151
	49%	100%	-	42%	44%	55%	47%	51%	52%	51%	44%	49%	53%	51%	52%	47%	41%	54%	43%	52%	52%	55%	63%	55%	54%	44%	
Female	1038	-	1038	141	191	155	191	149	212	268	318	225	227	270	256	260	168	84	163	410	249	261	57	87	239	183	195
	51%	-	100%	58%	56%	45%	53%	49%	48%	49%	56%	51%	47%	49%	48%	53%	59%	46%	57%	48%	48%	45%	37%	45%	46%	56%	

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 15
Age
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334	
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346	
18-24	242	101	141	242	-	-	-	-	-	59	87	39	57	73	58	66	28	17	26	117	46	58	8	9	16	20	24	
	12%	10%	14%	100%	-	-	-	-	-	11%	15%	9%	12%	13%	11%	13%	10%	9%	9%	14%	9%	11%	7%	4%	3%	5%	7%	
25-34	343	152	191	-	343	-	-	-	-	101	105	92	45	106	94	74	42	27	82	202	60	118	17	27	62	67	56	
	17%	15%	18%	-	100%	-	-	-	-	19%	19%	21%	9%	19%	18%	15%	15%	15%	29%	24%	12%	22%	13%	12%	12%	17%	16%	
35-44	343	188	155	-	-	343	-	-	-	63	121	96	63	102	72	86	56	27	74	212	58	110	24	34	56	95	58	
	17%	19%	15%	-	-	100%	-	-	-	12%	21%	22%	13%	19%	14%	18%	20%	15%	26%	25%	11%	20%	19%	15%	10%	24%	17%	
45-54	363	172	191	-	-	-	363	-	-	85	95	98	85	85	89	90	56	42	67	216	90	91	22	59	110	76	52	
	18%	17%	18%	-	-	-	100%	-	-	16%	17%	22%	18%	16%	17%	18%	20%	23%	23%	25%	17%	17%	17%	25%	21%	19%	15%	
55-64	302	153	149	-	-	-	-	302	-	95	65	55	88	64	79	85	44	30	31	98	91	69	24	40	95	63	68	
	15%	15%	14%	-	-	-	-	100%	-	17%	11%	12%	18%	12%	15%	17%	16%	16%	11%	11%	18%	13%	19%	17%	18%	16%	20%	
65+	443	231	212	-	-	-	-	-	443	141	93	63	146	118	137	88	59	40	5	12	172	93	32	63	195	75	88	
	22%	23%	20%	-	-	-	-	-	100%	26%	16%	14%	30%	21%	26%	18%	21%	22%	2%	1%	33%	17%	25%	27%	37%	19%	25%	
Average age	47.41	48.34	46.51	21.66	29.98	39.76	49.48	60.19	70.45	49.13	43.82	45.35	51.54	45.62	49.04	46.64	48.11	48.99	40.37	39.99	52.67	45.15	50.35	52.50	55.29	47.96	50.23	

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 16
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
AB	544	276	268	59	101	63	85	95	141	544	-	-	-	135	165	131	69	43	95	231	165	126	45	53	162	98	121
	27%	28%	26%	24%	29%	18%	23%	31%	32%	100%	-	-	-	24%	31%	27%	24%	24%	34%	27%	32%	23%	35%	23%	30%	25%	35%
C1	565	246	318	87	105	121	95	65	93	-	565	-	-	177	128	116	97	46	109	259	145	144	35	41	137	99	98
	28%	25%	31%	36%	31%	35%	26%	21%	21%	-	100%	-	-	32%	24%	24%	34%	25%	38%	30%	28%	27%	27%	17%	26%	25%	28%
C2	444	218	225	39	92	96	98	55	63	-	-	444	-	111	112	108	55	58	54	235	97	119	28	67	104	93	64
	22%	22%	22%	16%	27%	28%	27%	18%	14%	-	-	100%	-	20%	21%	22%	19%	31%	19%	27%	19%	22%	22%	29%	20%	23%	18%
DE	484	257	227	57	45	63	85	88	146	-	-	-	484	128	124	133	64	36	26	132	109	150	20	72	130	107	64
	24%	26%	22%	24%	13%	18%	23%	29%	33%	-	-	-	100%	23%	23%	27%	22%	19%	9%	15%	21%	28%	15%	31%	24%	27%	18%
NET: ABC1	1109	523	586	145	206	184	180	160	234	544	565	-	-	311	294	248	166	90	204	490	311	270	80	94	299	197	219
	54%	52%	56%	60%	60%	54%	50%	53%	53%	100%	100%	-	-	57%	56%	51%	58%	49%	72%	57%	60%	50%	63%	40%	56%	50%	63%
NET: C2DE	927	475	452	97	137	159	183	143	209	-	-	444	484	239	235	241	119	93	79	367	207	269	48	139	234	200	127
	46%	48%	44%	40%	40%	46%	50%	47%	47%	-	-	100%	100%	43%	44%	49%	42%	51%	28%	43%	40%	50%	37%	60%	44%	50%	37%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 17
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
Scotland	183	99	84	17	27	27	42	30	40	43	46	58	36	-	-	-	-	183	23	69	24	39	10	7	14	37	23
	9%	10%	8%	7%	8%	8%	11%	10%	9%	8%	8%	13%	7%	-	-	-	-	100%	8%	8%	5%	7%	8%	3%	3%	9%	7%
North East	81	42	39	9	17	15	13	17	11	19	18	17	28	-	-	81	-	-	12	32	13	35	2	7	8	27	18
	4%	4%	4%	4%	5%	4%	4%	6%	2%	3%	3%	4%	6%	-	-	17%	-	-	4%	4%	3%	6%	2%	3%	2%	7%	5%
North West	224	108	116	33	26	41	48	32	43	70	54	36	64	-	-	224	-	-	31	108	60	79	9	23	56	50	41
	11%	11%	11%	14%	8%	12%	13%	11%	10%	13%	10%	8%	13%	-	-	46%	-	-	11%	13%	12%	15%	7%	10%	10%	13%	12%
Yorkshire & Humberside	183	79	104	23	31	29	30	35	34	43	44	55	41	-	-	183	-	-	28	79	27	59	12	29	35	47	47
	9%	8%	10%	10%	9%	9%	8%	12%	8%	8%	8%	12%	8%	-	-	38%	-	-	10%	9%	5%	11%	9%	13%	7%	12%	13%
West Midlands	183	96	87	27	37	21	28	27	42	62	45	28	47	-	183	-	-	-	37	71	52	52	11	19	63	33	22
	9%	10%	8%	11%	11%	6%	8%	9%	10%	11%	8%	6%	10%	-	35%	-	-	-	13%	8%	10%	10%	9%	8%	12%	8%	6%
East Midlands	143	72	70	11	21	24	25	15	46	45	34	37	27	-	143	-	-	-	16	47	44	34	8	22	54	32	16
	7%	7%	7%	5%	6%	7%	7%	5%	10%	8%	6%	8%	6%	-	27%	-	-	-	6%	5%	9%	6%	6%	9%	10%	8%	5%
Wales	102	39	63	6	19	26	26	13	12	22	39	18	23	-	-	-	102	-	22	50	21	32	4	4	18	30	10
	5%	4%	6%	2%	6%	8%	7%	4%	3%	4%	7%	4%	5%	-	-	-	36%	-	8%	6%	4%	6%	3%	2%	3%	8%	3%
Eastern	204	105	98	20	35	26	36	37	49	58	49	47	49	-	204	-	-	-	27	85	59	37	20	39	65	20	32
	10%	11%	9%	8%	10%	8%	10%	12%	11%	11%	9%	11%	10%	-	38%	-	-	-	10%	10%	11%	7%	16%	17%	12%	5%	9%
London	265	136	129	43	58	62	30	23	48	62	100	46	57	265	-	-	-	-	32	122	53	86	14	21	56	68	36
	13%	14%	12%	18%	17%	18%	8%	8%	11%	11%	18%	10%	12%	48%	-	-	-	-	11%	14%	10%	16%	11%	9%	11%	17%	10%
South East	285	144	141	31	48	40	55	41	70	72	76	66	71	285	-	-	-	-	29	124	103	53	28	47	111	32	52
	14%	14%	14%	13%	14%	12%	15%	14%	16%	13%	14%	15%	15%	52%	-	-	-	-	10%	15%	20%	10%	22%	20%	21%	8%	15%
South West	183	78	105	22	22	30	30	31	48	48	58	37	41	-	-	-	183	-	26	69	60	33	10	15	51	23	50
	9%	8%	10%	9%	6%	9%	8%	10%	11%	9%	10%	8%	8%	-	-	-	64%	-	9%	8%	12%	6%	8%	6%	10%	6%	14%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 18
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334	
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346	
Yes	1242 61%	633 63%	609 59%	156 64%	229 67%	216 63%	206 57%	168 56%	267 60%	406 75%	352 62%	249 56%	235 49%	348 63%	316 60%	298 61%	173 61%	105 58%	204 72%	569 66%	345 67%	330 61%	93 72%	129 55%	328 62%	251 63%	224 65%	
No	794 39%	364 37%	430 41%	86 36%	114 33%	127 37%	157 43%	134 44%	176 40%	139 25%	212 38%	194 44%	249 51%	201 37%	213 40%	190 39%	112 39%	78 42%	79 28%	288 34%	172 33%	209 39%	35 28%	104 45%	205 38%	146 37%	122 35%	

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 19
Tenure
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
NET: Homeowners	1323	641	683	95	196	212	256	216	349	442	369	291	221	310	378	316	211	108	185	563	411	312	91	146	420	251	255
	65%	64%	66%	39%	57%	62%	71%	71%	79%	81%	65%	66%	46%	56%	71%	65%	74%	59%	65%	66%	80%	58%	71%	62%	79%	63%	74%
Owned outright - without mortgage	671	343	328	41	38	52	97	144	300	237	173	132	131	159	180	151	115	66	49	188	226	141	55	82	246	118	121
	33%	34%	32%	17%	11%	15%	27%	48%	68%	43%	31%	30%	27%	29%	34%	31%	40%	36%	17%	22%	44%	26%	43%	35%	46%	30%	35%
Owned with a mortgage or loan	652	298	354	54	158	160	159	72	49	206	196	160	90	150	198	166	96	42	136	375	185	171	37	64	174	133	134
	32%	30%	34%	22%	46%	47%	44%	24%	11%	38%	35%	36%	19%	27%	37%	34%	34%	23%	48%	44%	36%	32%	29%	27%	33%	33%	39%
NET: Renters	687	341	346	134	140	127	106	86	94	93	188	149	257	231	140	168	72	75	94	283	95	223	37	86	108	144	91
	34%	34%	33%	55%	41%	37%	29%	28%	21%	17%	33%	34%	53%	42%	26%	34%	25%	41%	33%	33%	18%	41%	29%	37%	20%	36%	26%
Rented from the council	285	157	128	46	29	51	56	54	49	17	54	65	149	108	55	70	18	34	28	90	35	97	12	48	46	78	33
	14%	16%	12%	19%	8%	15%	15%	18%	11%	3%	10%	15%	31%	20%	10%	14%	6%	19%	10%	11%	7%	18%	9%	21%	9%	20%	10%
Rented from a housing association	132	58	74	27	17	25	23	16	24	14	35	29	53	33	37	33	15	15	10	49	12	52	7	15	18	30	15
	7%	6%	7%	11%	5%	7%	6%	5%	5%	3%	6%	7%	11%	6%	7%	7%	5%	8%	4%	6%	2%	10%	6%	7%	3%	8%	4%
Rented from someone else	269	126	144	61	93	51	27	16	21	61	99	55	54	90	48	66	40	25	56	143	48	74	18	23	43	37	43
	13%	13%	14%	25%	27%	15%	7%	5%	5%	11%	17%	12%	11%	16%	9%	13%	14%	14%	20%	17%	9%	14%	14%	10%	8%	9%	12%
Rent free	26	16	10	13	7	4	1	*	1	9	7	3	6	9	11	4	2	1	4	11	11	3	-	1	6	2	*
	1%	2%	1%	5%	2%	1%	*	*	*	2%	1%	1%	1%	2%	2%	1%	1%	*	1%	1%	2%	1%	-	1%	1%	*	*

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 20
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
No formal education	24 1%	16 2%	8 1%	3 1%	4 1%	4 1%	4 1%	2 1%	7 2%	2 *	1 *	7 2%	13 3%	3 1%	5 1%	13 3%	2 1%	-	1 *	6 1%	2 *	11 2%	-	4 2%	2 *	11 3%	* *
Primary	19 1%	14 1%	5 1%	2 1%	3 1%	5 2%	3 1%	4 1%	2 *	1 *	2 *	7 2%	10 2%	3 *	5 1%	9 2%	2 1%	-	-	11 1%	7 1%	8 2%	-	1 *	6 1%	4 1%	2 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	1041 51%	515 52%	526 51%	76 31%	122 36%	177 52%	232 64%	168 55%	267 60%	186 34%	271 48%	254 57%	330 68%	258 47%	308 58%	249 51%	146 51%	81 44%	118 42%	409 48%	288 56%	260 48%	67 52%	155 66%	316 59%	218 55%	144 42%
University degree or equivalent professional qualification, NVQ level 4, etc.	607 30%	305 31%	302 29%	72 30%	120 35%	112 33%	78 22%	92 30%	132 30%	226 42%	187 33%	110 25%	83 17%	159 29%	140 27%	162 33%	95 33%	51 28%	106 38%	271 32%	154 30%	168 31%	38 30%	56 24%	154 29%	109 28%	149 43%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	224 11%	86 9%	138 13%	20 8%	79 23%	32 9%	35 10%	33 11%	24 6%	112 21%	51 9%	35 8%	26 5%	77 14%	38 7%	45 9%	33 12%	30 16%	52 18%	117 14%	50 10%	63 12%	19 14%	15 6%	43 8%	48 12%	45 13%
Still in full time education	68 3%	32 3%	36 3%	56 23%	8 2%	1 *	2 1%	-	-	14 3%	35 6%	9 2%	10 2%	24 4%	20 4%	10 2%	6 2%	7 4%	-	19 2%	13 2%	18 3%	3 2%	2 1%	6 1%	2 1%	2 1%
Don't know	6 *	3 *	4 *	4 2%	2 1%	-	-	-	1 *	-	5 1%	2 *	-	3 1%	4 1%	-	-	-	-	4 *	1 *	2 *	-	-	1 *	-	-
Prefer not to answer	47 2%	28 3%	20 2%	9 4%	5 2%	12 3%	8 2%	4 1%	10 2%	3 1%	12 2%	20 4%	12 3%	23 4%	9 2%	-	2 1%	14 8%	6 2%	20 2%	3 1%	9 2%	2 1%	1 *	6 1%	5 1%	3 1%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 21

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scotland	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
Yes - responsible for half or more of the items bought	1869 92%	883 89%	985 95%	183 75%	322 94%	331 97%	351 97%	290 96%	391 88%	504 93%	528 93%	391 88%	446 92%	506 92%	476 90%	451 92%	263 92%	173 94%	277 98%	801 93%	471 91%	506 94%	119 93%	211 91%	488 92%	381 96%	321 93%
No - not responsible for most of the items bought	167 8%	115 11%	53 5%	59 25%	20 6%	12 3%	12 3%	13 4%	52 12%	40 7%	37 7%	53 12%	37 8%	44 8%	54 10%	38 8%	22 8%	10 6%	6 2%	56 7%	46 9%	32 6%	9 7%	22 9%	45 8%	16 4%	25 7%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 22
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
No cars in the household	428 21%	190 19%	238 23%	80 33%	81 24%	75 22%	67 19%	58 19%	67 15%	59 11%	132 23%	60 14%	176 36%	152 28%	75 14%	112 23%	44 16%	44 24%	53 19%	170 20%	68 13%	124 23%	16 12%	48 21%	69 13%	87 22%	58 17%
NET: Any	1608 79%	808 81%	800 77%	162 67%	261 76%	268 78%	296 81%	245 81%	376 85%	485 89%	432 77%	383 86%	308 64%	397 72%	454 86%	377 77%	241 84%	139 76%	231 81%	687 80%	449 87%	415 77%	112 88%	185 79%	464 87%	310 78%	289 83%
1	855 42%	439 44%	416 40%	51 21%	139 41%	155 45%	138 38%	133 44%	240 54%	219 40%	215 38%	208 47%	214 44%	222 40%	228 43%	209 43%	117 41%	79 43%	99 35%	330 39%	208 40%	262 49%	62 49%	98 42%	238 45%	201 51%	152 44%
2	570 28%	286 29%	284 27%	66 27%	107 31%	93 27%	104 29%	81 27%	119 27%	204 37%	174 31%	123 28%	69 14%	144 26%	162 31%	129 26%	99 35%	36 19%	102 36%	260 30%	178 34%	127 24%	39 31%	71 30%	176 33%	87 22%	107 31%
3+	183 9%	83 8%	100 10%	45 19%	15 5%	20 6%	54 15%	31 10%	17 4%	63 12%	44 8%	52 12%	25 5%	31 6%	65 12%	38 8%	25 9%	25 14%	30 11%	97 11%	63 12%	26 5%	11 9%	16 7%	49 9%	22 6%	30 9%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 23
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
White	1844	907	937	195	287	294	337	297	433	498	497	404	445	440	488	468	277	171	243	762	496	443	116	230	516	335	331
	91%	91%	90%	80%	84%	86%	93%	98%	98%	92%	88%	91%	92%	80%	92%	96%	97%	93%	86%	89%	96%	82%	91%	99%	97%	84%	95%
NET: Non-white	164	80	83	44	48	44	18	2	8	39	65	24	36	100	36	20	7	2	40	74	19	86	10	1	14	56	15
	8%	8%	8%	18%	14%	13%	5%	1%	2%	7%	11%	5%	7%	18%	7%	4%	2%	1%	14%	9%	4%	16%	8%	*	3%	14%	4%
Mixed	24	12	11	1	6	11	4	-	2	7	5	6	5	14	5	2	2	*	8	11	3	11	1	-	1	9	2
	1%	1%	1%	1%	2%	3%	1%	-	*	1%	1%	1%	1%	3%	1%	*	1%	*	3%	1%	1%	2%	1%	-	*	2%	1%
Asian	81	45	36	27	31	16	5	2	2	23	27	13	18	48	17	13	2	1	15	39	10	46	7	*	11	28	7
	4%	5%	3%	11%	9%	5%	1%	1%	*	4%	5%	3%	4%	9%	3%	3%	1%	1%	5%	5%	2%	9%	5%	*	2%	7%	2%
Black	37	14	23	11	3	14	5	1	3	4	19	5	10	28	7	1	2	-	10	15	3	22	1	1	-	18	2
	2%	1%	2%	5%	1%	4%	1%	*	1%	1%	3%	1%	2%	5%	1%	*	1%	-	3%	2%	*	4%	1%	*	-	4%	1%
Chinese	13	4	9	3	5	2	2	-	-	3	8	-	2	5	4	4	-	-	7	5	1	4	2	-	1	1	3
	1%	*	1%	1%	2%	1%	1%	-	-	*	1%	-	*	1%	1%	1%	-	-	2%	1%	*	1%	1%	-	*	*	1%
Other ethnic group	8	5	3	1	3	1	2	-	1	3	5	-	*	4	3	-	1	-	-	5	2	3	-	-	1	1	1
	*	*	*	*	1%	*	*	-	*	*	1%	-	*	1%	1%	-	*	-	-	1%	*	1%	-	-	*	*	*
Prefer not to answer	29	10	18	4	7	4	9	3	2	7	3	16	3	10	6	1	1	11	-	21	2	10	2	2	4	6	1
	1%	1%	2%	1%	2%	1%	2%	1%	*	1%	1%	4%	1%	2%	1%	*	*	6%	-	2%	*	2%	1%	1%	1%	2%	*

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 24
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334	
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346	
Christian	1060	504	557	66	124	171	196	178	326	273	289	232	266	281	298	250	132	100	146	392	354	264	66	134	368	207	157	
	52%	50%	54%	27%	36%	50%	54%	59%	74%	50%	51%	52%	55%	51%	56%	51%	46%	54%	52%	46%	69%	49%	52%	58%	69%	52%	45%	
NET: Other	145	82	63	23	41	32	22	13	14	37	40	35	32	68	25	30	17	5	22	73	30	62	17	5	27	42	22	
	7%	8%	6%	9%	12%	9%	6%	4%	3%	7%	7%	8%	7%	12%	5%	6%	6%	3%	8%	9%	6%	11%	13%	2%	5%	11%	6%	
Muslim	60	37	23	13	18	19	4	2	4	12	18	13	17	28	19	10	2	1	14	29	5	37	5	-	7	21	6	
	3%	4%	2%	5%	5%	5%	1%	1%	1%	2%	3%	3%	4%	5%	4%	2%	1%	1%	5%	3%	1%	7%	4%	-	1%	5%	2%	
Hindu	15	8	7	2	10	3	-	1	-	4	5	5	2	13	*	1	1	-	-	10	4	7	3	-	2	7	3	
	1%	1%	1%	1%	3%	1%	-	*	-	1%	1%	1%	*	2%	*	*	*	-	-	1%	1%	1%	2%	-	*	2%	1%	
Jewish	13	8	5	1	-	2	3	1	5	4	4	-	5	10	-	1	1	1	-	5	9	1	-	*	9	2	-	
	1%	1%	*	1%	-	1%	1%	*	1%	1%	1%	-	1%	2%	-	*	*	*	-	1%	2%	*	-	*	2%	*	-	
Sikh	4	2	2	1	1	1	1	-	-	1	1	1	1	2	2	-	-	-	1	2	2	2	-	-	1	2	-	
	*	*	*	1%	*	*	*	-	-	*	*	*	*	*	*	-	-	-	*	*	*	*	-	-	*	*	1%	-
Buddhist	17	8	8	*	4	2	8	2	1	4	3	8	2	6	-	6	4	*	4	10	3	2	7	1	1	3	6	
	1%	1%	1%	*	1%	1%	2%	1%	*	1%	1%	2%	*	1%	-	1%	2%	*	1%	1%	1%	*	6%	1%	*	1%	2%	
Other	35	18	18	5	9	5	7	6	4	12	10	9	5	8	3	12	10	3	3	18	6	12	2	3	7	7	7	
	2%	2%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%	1%	1%	1%	2%	3%	1%	1%	2%	1%	2%	2%	1%	1%	2%	2%	
None	781	392	389	130	169	133	140	108	101	218	218	172	174	178	199	203	131	71	111	372	124	200	45	93	131	142	165	
	38%	39%	38%	54%	49%	39%	39%	36%	23%	40%	39%	39%	36%	32%	38%	41%	46%	39%	39%	43%	24%	37%	35%	40%	25%	36%	48%	
Prefer not to say	50	20	30	23	9	8	4	3	3	16	17	5	12	23	8	7	5	7	4	19	9	14	-	2	6	6	3	
	2%	2%	3%	10%	3%	2%	1%	1%	1%	3%	3%	1%	2%	4%	2%	1%	2%	4%	1%	2%	2%	3%	-	1%	1%	1%	1%	

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 25
Which of the following best describes where you live?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
NET: Urban	1612	810	802	209	305	292	286	222	299	397	481	341	393	499	382	391	207	133	235	705	380	458	99	175	385	339	255
	79%	81%	77%	86%	89%	85%	79%	73%	67%	73%	85%	77%	81%	91%	72%	80%	73%	73%	83%	82%	73%	85%	77%	75%	72%	85%	74%
Urban - Population over 10,000	866	474	391	126	190	163	130	112	145	239	262	145	219	337	175	182	98	74	137	388	201	265	49	85	192	195	133
	43%	48%	38%	52%	55%	47%	36%	37%	33%	44%	46%	33%	45%	61%	33%	37%	34%	40%	48%	45%	39%	49%	38%	36%	36%	49%	38%
Town and Fringe	746	336	411	82	115	129	156	110	154	158	218	196	174	161	207	209	109	59	99	317	179	192	49	90	193	143	121
	37%	34%	40%	34%	33%	38%	43%	36%	35%	29%	39%	44%	36%	29%	39%	43%	38%	32%	35%	37%	35%	36%	39%	39%	36%	36%	35%
NET: Rural	424	188	237	33	38	51	78	80	144	147	84	103	91	51	147	98	78	50	48	152	137	81	29	58	148	59	92
	21%	19%	23%	14%	11%	15%	21%	27%	33%	27%	15%	23%	19%	9%	28%	20%	27%	27%	17%	18%	27%	15%	23%	25%	28%	15%	26%
Village	376	171	205	32	34	46	73	65	127	127	69	94	87	51	130	95	65	36	47	133	120	75	25	55	136	56	76
	18%	17%	20%	13%	10%	13%	20%	21%	29%	23%	12%	21%	18%	9%	24%	19%	23%	19%	17%	15%	23%	14%	19%	24%	26%	14%	22%
Hamlet & Isolated Dwelling	48	17	31	2	4	5	5	16	17	20	15	8	4	*	18	3	12	15	1	19	17	6	5	3	12	3	16
	2%	2%	3%	1%	1%	1%	1%	5%	4%	4%	3%	2%	1%	*	3%	1%	4%	8%	*	2%	3%	1%	4%	1%	2%	1%	5%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 26
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
NET: Working	1140	568	573	143	284	286	283	129	16	326	368	289	158	308	282	290	168	93	283	857	248	309	70	128	260	238	183
	56%	57%	55%	59%	83%	83%	78%	43%	4%	60%	65%	65%	33%	56%	53%	59%	59%	51%	100%	100%	48%	57%	55%	55%	49%	60%	53%
Working full time - working 30 hours per week or more	896	492	404	101	244	233	230	86	2	267	292	227	110	247	221	231	124	74	233	663	196	249	54	101	211	200	142
	44%	49%	39%	42%	71%	68%	63%	29%	*	49%	52%	51%	23%	45%	42%	47%	43%	40%	82%	77%	38%	46%	42%	43%	39%	50%	41%
Working part time - working between 8 and 29 hours per week	244	75	169	42	39	53	53	43	15	59	76	62	48	61	61	59	44	19	50	194	52	59	16	27	49	38	41
	12%	8%	16%	17%	12%	15%	15%	14%	3%	11%	13%	14%	10%	11%	11%	12%	16%	10%	18%	23%	10%	11%	13%	12%	9%	10%	12%
NET: Not working	896	430	466	99	59	57	81	173	427	218	197	155	326	242	248	198	117	91	-	-	269	230	58	105	273	159	163
	44%	43%	45%	41%	17%	17%	22%	57%	96%	40%	35%	35%	67%	44%	47%	41%	41%	49%	-	-	52%	43%	45%	45%	51%	40%	47%
Not working but seeking work or temporarily unemployed or sick	82	52	30	24	17	13	18	10	1	5	7	17	54	24	21	20	6	11	-	-	4	22	7	9	3	13	7
	4%	5%	3%	10%	5%	4%	5%	3%	*	1%	1%	4%	11%	4%	4%	4%	2%	6%	-	-	1%	4%	6%	4%	1%	3%	2%
Not working and not seeking work/ student	116	63	53	65	14	14	14	10	-	9	45	20	43	36	23	26	14	18	-	-	25	41	3	8	14	14	8
	6%	6%	5%	27%	4%	4%	4%	3%	-	2%	8%	4%	9%	6%	4%	5%	5%	10%	-	-	5%	8%	2%	3%	3%	4%	2%
Retired on a state pension only	223	88	135	-	-	-	1	46	176	18	21	24	159	52	70	54	29	18	-	-	70	56	9	35	87	46	42
	11%	9%	13%	-	-	-	*	15%	40%	3%	4%	5%	33%	9%	13%	11%	10%	10%	-	-	14%	10%	7%	15%	16%	12%	12%
Retired with a private pension	352	206	146	2	1	-	9	95	246	166	102	54	30	98	103	73	46	32	-	-	145	78	33	42	147	64	80
	17%	21%	14%	1%	*	-	2%	31%	55%	30%	18%	12%	6%	18%	20%	15%	16%	18%	-	-	28%	15%	26%	18%	28%	16%	23%
House person, housewife, househusband, etc.	122	21	101	8	28	30	39	13	5	20	22	40	41	32	31	26	22	12	-	-	25	33	6	11	23	23	28
	6%	2%	10%	3%	8%	9%	11%	4%	1%	4%	4%	9%	8%	6%	6%	5%	8%	6%	-	-	5%	6%	5%	5%	4%	6%	8%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 27
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	884	452	432	99	201	236	242	91	15	277	312	183	112	237	210	221	146	70	215	669	178	271	50	118	201	197	142
Weighted base	1140	568	573	143	284	286	283	129	16	326	368	289	158	308	282	290	168	93	283	857	248	309	70	128	260	238	183
NET: Public Sector	283	121	163	26	82	74	67	31	5	95	109	54	26	61	80	71	48	23	283	-	58	80	15	25	57	60	53
	25%	21%	28%	18%	29%	26%	24%	24%	29%	29%	30%	19%	16%	20%	28%	24%	29%	25%	100%	-	23%	26%	21%	20%	22%	25%	29%
Central government including all administrative departments and central government agencies such as the Bank of England	22	12	10	-	11	3	5	2	1	10	8	4	1	4	2	4	9	3	22	-	2	8	3	3	3	8	5
	2%	2%	2%	-	4%	1%	2%	2%	6%	3%	2%	1%	1%	1%	1%	1%	5%	3%	8%	-	1%	2%	5%	3%	1%	3%	3%
HM Forces	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
National Health Service	71	21	51	9	17	21	17	7	*	18	29	17	7	16	20	20	11	4	71	-	14	20	1	4	12	20	9
	6%	4%	9%	6%	6%	7%	6%	5%	3%	6%	8%	6%	4%	5%	7%	7%	6%	5%	25%	-	6%	7%	2%	3%	5%	8%	5%
Universities and Academies funded by government	29	8	21	4	10	1	8	6	-	10	18	-	*	2	15	2	7	2	29	-	8	8	-	2	12	3	1
	3%	1%	4%	3%	3%	1%	3%	5%	-	3%	5%	-	*	1%	5%	1%	4%	2%	10%	-	3%	3%	-	1%	5%	1%	*
Courts service	3	1	2	-	-	1	2	-	-	1	-	2	-	2	-	-	1	-	3	-	2	1	-	-	-	1	-
	*	*	*	-	-	*	1%	-	-	*	-	1%	-	1%	-	-	1%	-	1%	-	1%	*	-	-	-	*	-
Local government administration	45	17	27	7	12	17	3	4	2	16	21	5	3	9	19	5	7	4	45	-	7	15	3	7	6	12	16
	4%	3%	5%	5%	4%	6%	1%	3%	10%	5%	6%	2%	2%	3%	7%	2%	4%	4%	16%	-	3%	5%	4%	5%	2%	5%	9%
Police service	5	3	2	-	2	2	1	-	-	1	3	-	-	2	1	2	-	-	5	-	-	-	2	-	-	-	1
	*	*	*	-	1%	1%	*	-	-	*	1%	-	-	1%	*	1%	-	-	2%	-	-	-	3%	-	-	-	1%
Public sector housing	6	6	-	-	4	2	-	-	-	1	-	6	-	4	-	2	-	-	6	-	-	5	-	-	4	1	-
	1%	1%	-	-	1%	1%	-	-	-	*	-	2%	-	1%	-	1%	-	-	2%	-	-	2%	-	-	2%	*	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	46	16	30	1	14	13	11	5	1	27	16	2	2	8	9	17	10	2	46	-	14	11	1	3	9	10	10
	4%	3%	5%	1%	5%	5%	4%	4%	4%	8%	4%	1%	1%	3%	3%	6%	6%	2%	16%	-	6%	3%	1%	2%	3%	4%	5%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 27
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	1140	568	573	143	284	286	283	129	16	326	368	289	158	308	282	290	168	93	283	857	248	309	70	128	260	238	183
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	13	13	*	1	-	5	7	-	-	*	2	6	5	8	1	2	1	-	13	-	2	-	2	1	2	-	3
	1%	2%	*	1%	-	2%	2%	-	-	*	1%	2%	3%	3%	*	1%	1%	-	5%	-	1%	-	3%	1%	1%	-	2%
Bradford and Bingley or Northern Rock Building societies	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1
	*	-	*	-	*	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	-	1%	-	-	-	*
Other public sector occupation (please specify as much detail as possible)	42	24	18	4	11	8	13	6	1	10	11	14	7	6	11	15	2	8	42	-	8	12	1	5	9	6	8
	4%	4%	3%	3%	4%	3%	4%	4%	6%	3%	3%	5%	5%	2%	4%	5%	1%	9%	15%	-	3%	4%	2%	4%	3%	3%	4%
None of the above (Private Sector)	857	447	410	117	202	212	216	98	12	231	259	235	132	246	202	220	120	69	-	857	190	229	55	103	202	178	130
	75%	79%	72%	82%	71%	74%	76%	76%	71%	71%	70%	81%	84%	80%	72%	76%	71%	75%	-	100%	77%	74%	79%	80%	78%	75%	71%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 28
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334	
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346	
No children aged 18 or under	1449	734	715	204	199	119	221	267	440	389	401	276	382	389	383	331	210	137	171	511	410	345	95	181	420	241	265	
	71%	74%	69%	84%	58%	35%	61%	88%	99%	72%	71%	62%	79%	71%	72%	68%	74%	75%	60%	60%	79%	64%	74%	78%	79%	61%	77%	
NET: Yes	580	261	319	38	142	222	142	34	2	154	161	166	99	158	146	156	75	45	112	340	106	189	33	52	111	152	80	
	28%	26%	31%	16%	41%	65%	39%	11%	*	28%	28%	37%	21%	29%	28%	32%	26%	25%	40%	40%	21%	35%	26%	22%	21%	38%	23%	
Yes - children aged under 5 years old	208	82	126	22	96	77	8	4	-	62	59	59	28	71	49	49	31	8	32	136	31	72	10	15	35	51	23	
	10%	8%	12%	9%	28%	22%	2%	1%	-	11%	10%	13%	6%	13%	9%	10%	11%	4%	11%	16%	6%	13%	8%	6%	7%	13%	7%	
Yes - children aged 5 to 10 years old	274	138	136	20	75	131	42	5	-	68	82	73	50	77	68	68	42	19	58	150	39	95	7	16	42	83	30	
	13%	14%	13%	8%	22%	38%	12%	1%	-	13%	15%	16%	10%	14%	13%	14%	15%	10%	21%	17%	8%	18%	6%	7%	8%	21%	9%	
Yes - children aged 11 to 15 years old	235	108	128	13	23	110	79	9	*	62	61	70	42	50	68	69	22	27	39	131	49	75	12	20	53	67	35	
	12%	11%	12%	6%	7%	32%	22%	3%	*	11%	11%	16%	9%	9%	13%	14%	8%	15%	14%	15%	10%	14%	10%	9%	10%	17%	10%	
Yes - children aged 16 to 18 years old	128	53	75	1	4	45	55	22	2	33	27	43	26	25	40	39	15	10	30	67	29	45	5	18	35	28	17	
	6%	5%	7%	*	1%	13%	15%	7%	*	6%	5%	10%	5%	5%	7%	8%	5%	5%	11%	8%	6%	8%	4%	8%	7%	7%	5%	
Refused	7	3	4	-	2	2	1	2	1	1	2	2	2	4	1	2	-	1	-	6	1	5	1	-	2	3	1	
	*	*	*	-	*	1%	*	1%	*	*	*	*	*	1%	*	*	-	1%	-	1%	*	1%	*	-	*	1%	*	

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 29
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
Anglia	198	95	103	22	37	28	32	29	49	59	48	49	42	9	189	-	-	-	28	77	52	39	18	38	57	19	29
	10%	10%	10%	9%	11%	8%	9%	10%	11%	11%	8%	11%	9%	2%	36%	-	-	-	10%	9%	10%	7%	14%	16%	11%	5%	9%
Border	20	13	7	1	-	-	4	5	10	7	2	6	5	-	-	10	-	10	-	6	4	2	5	3	3	4	6
	1%	1%	1%	*	-	-	1%	2%	2%	1%	*	1%	1%	-	-	2%	-	6%	-	1%	1%	*	4%	1%	1%	1%	2%
Central	306	158	147	39	62	39	48	38	80	92	69	74	71	11	282	*	7	5	50	110	98	81	15	36	113	58	38
	15%	16%	14%	16%	18%	11%	13%	13%	18%	17%	12%	17%	15%	2%	53%	*	3%	3%	18%	13%	19%	15%	12%	16%	21%	15%	11%
Granada	214	102	112	30	26	42	44	30	42	68	55	31	59	-	2	211	1	-	30	103	61	78	5	23	57	49	35
	11%	10%	11%	12%	8%	12%	12%	10%	9%	13%	10%	7%	12%	-	*	43%	*	-	11%	12%	12%	14%	4%	10%	11%	12%	10%
London	343	180	163	49	65	73	47	38	71	85	117	58	84	330	13	-	-	-	36	154	90	100	19	33	94	76	47
	17%	18%	16%	20%	19%	21%	13%	13%	16%	16%	21%	13%	17%	60%	3%	-	-	-	13%	18%	17%	19%	15%	14%	18%	19%	14%
Meridian	233	113	120	28	44	33	43	31	55	59	79	46	49	200	1	-	32	-	27	104	81	37	26	37	82	26	49
	11%	11%	12%	12%	13%	10%	12%	10%	12%	11%	14%	10%	10%	36%	*	-	11%	-	10%	12%	16%	7%	20%	16%	15%	7%	14%
STV	167	91	77	15	23	27	42	27	34	38	44	52	34	-	-	-	-	167	23	67	16	37	10	5	13	33	19
	8%	9%	7%	6%	7%	8%	11%	9%	8%	7%	8%	12%	7%	-	-	-	-	91%	8%	8%	3%	7%	8%	2%	2%	8%	5%
Tyne Tees	82	43	39	9	17	15	13	18	11	19	19	17	28	-	-	81	-	1	12	32	13	35	2	7	9	27	18
	4%	4%	4%	4%	5%	4%	4%	6%	2%	3%	3%	4%	6%	-	-	17%	-	*	4%	4%	3%	6%	2%	3%	2%	7%	5%
Wales	101	38	63	6	19	26	25	13	12	22	38	18	23	-	-	-	101	-	22	50	21	31	4	4	18	30	10
	5%	4%	6%	2%	6%	8%	7%	4%	3%	4%	7%	4%	5%	-	-	-	35%	-	8%	6%	4%	6%	3%	2%	3%	7%	3%
West	60	25	35	9	8	6	13	10	14	18	20	9	13	-	5	4	52	-	12	25	13	10	5	4	15	12	14
	3%	3%	3%	4%	2%	2%	3%	3%	3%	3%	4%	2%	3%	-	1%	1%	18%	-	4%	3%	2%	2%	4%	2%	3%	3%	4%
Westcountry	94	41	53	10	10	16	16	19	23	24	23	22	25	-	1	-	93	-	10	35	28	23	5	10	21	12	29
	5%	4%	5%	4%	3%	5%	5%	6%	5%	4%	4%	5%	5%	-	*	-	33%	-	4%	4%	5%	4%	4%	4%	4%	3%	8%
Yorkshire	218	100	118	24	33	36	37	45	43	54	52	61	51	-	36	182	-	-	31	95	39	66	15	34	51	52	52
	11%	10%	11%	10%	9%	10%	10%	15%	10%	10%	9%	14%	11%	-	7%	37%	-	-	11%	11%	8%	12%	12%	14%	10%	13%	15%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 30
Marital Status
 Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
Single	576 28%	324 32%	252 24%	196 81%	152 44%	93 27%	68 19%	36 12%	31 7%	139 26%	185 33%	105 24%	147 30%	188 34%	125 24%	131 27%	83 29%	49 27%	88 31%	287 34%	122 24%	158 29%	32 25%	51 22%	100 19%	86 22%	74 21%
NET: Married/ Civil partnership/ co habiting	1187 58%	591 59%	596 57%	45 19%	180 53%	230 67%	243 67%	195 65%	293 66%	357 66%	298 53%	305 69%	228 47%	288 52%	335 63%	290 59%	167 59%	108 59%	167 59%	507 59%	328 63%	314 58%	77 60%	142 61%	357 67%	259 65%	215 62%
Married	880 43%	471 47%	409 39%	10 4%	94 27%	160 47%	192 53%	156 52%	269 61%	281 52%	211 37%	224 50%	165 34%	218 40%	267 50%	191 39%	126 44%	78 42%	123 44%	329 38%	277 54%	231 43%	49 38%	113 48%	308 58%	200 50%	146 42%
Civil Partnership	12 1%	4 *	7 1%	* *	4 1%	2 1%	1 *	- -	3 1%	2 *	2 *	5 1%	2 1%	3 1%	2 *	6 1%	* *	* *	1 *	7 1%	3 1%	5 1%	1 1%	1 *	3 1%	5 1%	3 1%
Co Habiting	295 15%	116 12%	180 17%	35 14%	82 24%	15 20%	52 14%	69 23%	119 27%	44 8%	79 14%	33 7%	106 22%	69 12%	69 13%	66 14%	34 12%	25 14%	26 9%	57 7%	64 12%	63 12%	19 15%	40 17%	73 14%	49 12%	55 16%
NET: Widowed/ separated/ divorced	262 13%	78 8%	185 18%	- -	8 2%	15 4%	52 14%	69 23%	119 27%	44 8%	79 14%	33 7%	106 22%	69 12%	69 13%	66 14%	34 12%	25 14%	26 9%	57 7%	64 12%	63 12%	19 15%	40 17%	73 14%	49 12%	55 16%
Widowed	69 3%	15 1%	55 5%	- -	- -	- -	8 2%	11 4%	50 11%	11 2%	20 4%	5 1%	33 7%	17 3%	14 3%	16 3%	13 4%	9 5%	1 *	7 1%	21 4%	15 3%	7 6%	7 3%	31 6%	7 2%	16 5%
Separated	32 2%	10 1%	22 2%	- -	4 1%	8 2%	7 2%	7 2%	6 1%	4 1%	11 2%	5 1%	12 2%	12 2%	7 1%	6 1%	5 2%	2 1%	5 2%	11 1%	7 1%	6 1%	3 2%	8 3%	9 2%	4 1%	5 1%
Divorced	161 8%	52 5%	108 10%	- -	4 1%	6 2%	37 10%	51 17%	62 14%	29 5%	48 9%	24 5%	61 13%	39 7%	47 9%	44 9%	15 5%	15 8%	20 7%	39 5%	37 7%	42 8%	9 7%	25 11%	33 6%	38 10%	34 10%
Prefer not to answer	10 1%	5 1%	5 1%	1 *	2 1%	5 1%	- -	2 1%	1 *	4 1%	2 *	1 *	3 1%	5 1%	1 *	1 *	2 1%	1 1%	2 1%	6 1%	3 1%	4 1%	1 *	- -	3 1%	3 1%	2 1%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 31
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
Glasgow	97	56	40	11	10	18	20	15	22	19	27	29	22	-	-	-	-	97	8	39	9	28	5	6	4	26	7
	5%	6%	4%	4%	3%	5%	6%	5%	5%	3%	5%	7%	5%	-	-	-	-	53%	3%	5%	2%	5%	4%	2%	1%	7%	2%
Edinburgh	68	34	34	5	16	7	16	10	15	22	15	22	9	-	-	-	-	68	13	25	12	10	4	1	7	9	15
	3%	3%	3%	2%	5%	2%	4%	3%	3%	4%	3%	5%	2%	-	-	-	-	37%	5%	3%	2%	2%	3%	*	1%	2%	4%
Newcastle	86	46	40	9	15	14	17	18	13	19	18	20	28	-	-	86	-	-	12	35	14	34	6	7	10	26	22
	4%	5%	4%	4%	4%	4%	5%	6%	3%	4%	3%	5%	6%	-	-	18%	-	-	4%	4%	3%	6%	5%	3%	2%	7%	6%
Leeds	95	40	55	16	11	17	16	21	14	23	20	32	20	-	-	95	-	-	10	45	17	28	4	11	21	23	28
	5%	4%	5%	7%	3%	5%	4%	7%	3%	4%	3%	7%	4%	-	-	19%	-	-	4%	5%	3%	5%	3%	5%	4%	6%	8%
Hull	34	25	9	3	1	2	6	12	10	11	5	5	13	-	4	30	-	-	2	16	6	11	6	8	6	12	10
	2%	2%	1%	1%	*	1%	2%	4%	2%	2%	1%	1%	3%	-	1%	6%	-	-	1%	2%	1%	2%	5%	3%	1%	3%	3%
Sheffield	52	16	36	5	14	10	9	3	12	8	17	18	9	-	7	45	-	-	10	18	6	18	1	9	7	11	9
	3%	2%	3%	2%	4%	3%	2%	1%	3%	2%	3%	4%	2%	-	1%	9%	-	-	4%	2%	1%	3%	1%	4%	1%	3%	3%
Manchester	177	78	99	28	19	35	35	23	37	56	46	27	48	-	20	154	3	-	24	85	54	62	5	16	51	43	25
	9%	8%	10%	11%	6%	10%	10%	8%	8%	10%	8%	6%	10%	-	4%	32%	1%	-	9%	10%	11%	11%	4%	7%	10%	11%	7%
Liverpool	65	35	29	8	12	9	16	10	8	19	15	12	18	-	-	52	13	-	7	38	12	21	2	9	14	15	10
	3%	4%	3%	3%	4%	3%	4%	3%	2%	4%	3%	3%	4%	-	-	11%	4%	-	3%	4%	2%	4%	2%	4%	3%	4%	3%
Nottingham	91	40	51	7	17	14	12	12	28	28	22	24	17	-	91	-	-	-	10	28	30	25	3	11	34	23	10
	4%	4%	5%	3%	5%	4%	3%	4%	6%	5%	4%	5%	4%	-	17%	-	-	-	3%	3%	6%	5%	2%	5%	6%	6%	3%
Birmingham	160	91	69	23	33	21	26	22	34	52	41	24	41	-	157	-	2	-	32	61	47	48	12	16	56	28	17
	8%	9%	7%	10%	10%	6%	7%	7%	8%	10%	7%	6%	9%	-	30%	-	1%	-	11%	7%	9%	9%	10%	7%	11%	7%	5%
Norwich	114	58	56	18	17	18	20	18	23	32	27	24	30	*	112	2	-	-	14	59	38	19	12	20	39	6	14
	6%	6%	5%	7%	5%	5%	5%	6%	5%	6%	5%	6%	6%	*	21%	*	-	-	5%	7%	7%	4%	9%	8%	7%	2%	4%
Milton Keynes	52	27	25	1	18	7	5	9	12	18	10	16	8	12	41	-	-	-	10	20	12	9	6	12	8	9	12
	3%	3%	2%	1%	5%	2%	1%	3%	3%	3%	2%	4%	2%	2%	8%	-	-	-	4%	2%	2%	2%	4%	5%	2%	2%	3%
Brighton	47	31	16	9	5	5	10	7	10	10	14	16	7	47	-	-	-	-	5	24	8	9	7	10	12	8	8
	2%	3%	1%	4%	2%	1%	3%	2%	2%	2%	2%	4%	1%	8%	-	-	-	-	2%	3%	2%	2%	6%	4%	2%	2%	2%
Oxford	32	16	17	1	12	4	1	4	10	3	13	10	6	24	2	-	6	-	10	9	10	11	*	2	13	4	4
	2%	2%	2%	*	4%	1%	*	1%	2%	1%	2%	2%	1%	4%	*	-	2%	-	3%	1%	2%	2%	*	1%	2%	1%	1%

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 31
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346	
London	406	205	201	50	81	86	59	44	87	105	133	70	98	366	40	-	1	-	47	180	109	109	28	45	116	85	59	
	20%	21%	19%	21%	23%	25%	16%	14%	20%	19%	24%	16%	20%	67%	7%	-	*	-	17%	21%	21%	20%	22%	19%	22%	21%	17%	
Southampton	102	47	54	15	15	17	19	10	26	27	40	22	13	71	1	-	30	-	10	43	43	14	7	15	41	6	23	
	5%	5%	5%	6%	4%	5%	5%	3%	6%	5%	7%	5%	3%	13%	*	-	10%	-	4%	5%	8%	3%	5%	6%	8%	1%	7%	
Bristol	74	33	41	11	8	8	13	14	20	19	21	15	20	-	2	-	72	-	11	31	21	13	5	5	18	13	17	
	4%	3%	4%	4%	2%	2%	3%	5%	5%	3%	4%	3%	4%	-	*	-	25%	-	4%	4%	4%	2%	4%	2%	3%	3%	5%	
Plymouth	59	25	35	3	5	12	13	12	14	16	14	15	15	-	-	-	59	-	7	22	16	17	2	6	16	7	23	
	3%	2%	3%	1%	2%	4%	4%	4%	3%	3%	2%	3%	3%	-	-	-	21%	-	2%	3%	3%	3%	2%	3%	3%	2%	7%	
Cardiff	70	31	39	6	15	20	15	7	7	16	27	13	14	-	-	-	70	-	15	35	14	21	2	2	9	19	9	
	3%	3%	4%	2%	4%	6%	4%	2%	2%	3%	5%	3%	3%	-	-	-	25%	-	5%	4%	3%	4%	1%	1%	2%	5%	3%	
None of these	156	63	93	14	15	19	35	33	39	41	39	29	47	30	52	26	29	19	24	43	40	34	9	23	50	24	23	
	8%	6%	9%	6%	5%	6%	10%	11%	9%	8%	7%	7%	10%	5%	10%	5%	10%	10%	9%	5%	8%	6%	7%	10%	9%	6%	7%	

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 32
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Gender		Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base		2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base		2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
Up to £7,000	(3.5)	105	50	56	44	12	12	18	10	10	4	36	9	57	34	23	25	12	11	4	27	15	30	3	7	13	21	8
		5%	5%	5%	18%	3%	3%	5%	3%	2%	1%	6%	2%	12%	6%	4%	5%	4%	6%	1%	3%	3%	6%	2%	3%	2%	5%	2%
£7,001 to £14,000	(10.5)	294	147	147	28	32	38	31	59	107	35	55	41	163	83	74	76	35	26	13	79	66	98	14	31	69	64	56
		14%	15%	14%	11%	9%	11%	8%	19%	24%	6%	10%	9%	34%	15%	14%	16%	12%	14%	5%	9%	13%	18%	11%	13%	13%	16%	16%
£14,001 to £21,000	(17.5)	362	180	182	30	43	54	66	64	105	55	107	91	110	79	96	93	57	37	48	122	83	99	25	55	86	84	49
		18%	18%	18%	12%	13%	16%	18%	21%	24%	10%	19%	20%	23%	14%	18%	19%	20%	20%	17%	14%	16%	18%	20%	24%	16%	21%	14%
£21,001 to £28,000	(24.5)	370	181	189	52	65	61	65	41	86	96	118	94	62	94	89	91	62	34	52	162	101	95	30	46	101	66	73
		18%	18%	18%	21%	19%	18%	18%	13%	19%	18%	21%	21%	13%	17%	17%	19%	22%	18%	18%	19%	20%	18%	24%	20%	19%	17%	21%
£28,001 to £34,000	(31)	272	153	119	15	52	58	52	38	57	79	81	81	30	71	77	57	44	23	38	134	79	67	21	40	90	56	50
		13%	15%	11%	6%	15%	17%	14%	13%	13%	15%	14%	18%	6%	13%	14%	12%	15%	12%	13%	16%	15%	12%	16%	17%	17%	14%	14%
£34,001 to £41,000	(37.5)	187	99	88	11	34	33	38	39	32	80	45	45	17	50	53	44	21	20	38	92	58	40	12	20	62	37	35
		9%	10%	8%	5%	10%	9%	10%	13%	7%	15%	8%	10%	4%	9%	10%	9%	8%	11%	13%	11%	11%	7%	9%	8%	12%	9%	10%
£41,001 to £48,000	(44.5)	120	76	45	14	28	33	29	8	8	55	36	22	7	40	24	29	16	11	29	71	26	38	7	6	24	18	21
		6%	8%	4%	6%	8%	10%	8%	3%	2%	10%	6%	5%	1%	7%	5%	6%	6%	6%	10%	8%	5%	7%	5%	3%	4%	5%	6%
£48,001 to £55,000	(51.5)	72	21	51	2	15	14	25	12	4	29	17	20	6	23	16	20	10	3	22	35	24	15	4	10	22	11	20
		4%	2%	5%	1%	4%	4%	7%	4%	1%	5%	3%	4%	1%	4%	3%	4%	4%	2%	8%	4%	5%	3%	3%	4%	4%	3%	6%
£55,001 to £62,000	(58.5)	25	9	17	3	11	2	1	8	-	11	13	-	2	11	5	4	5	-	2	20	9	6	-	1	10	5	1
		1%	1%	2%	1%	3%	1%	*	3%	-	2%	2%	-	*	2%	1%	1%	2%	-	1%	2%	2%	1%	-	*	2%	1%	*
£62,001 to £69,000	(65.5)	30	11	19	-	9	3	17	1	-	22	4	2	2	8	2	14	4	3	9	18	6	9	3	2	11	7	4
		1%	1%	2%	-	3%	1%	5%	*	-	4%	1%	1%	*	1%	*	3%	1%	1%	3%	2%	1%	2%	3%	1%	2%	2%	1%
£69,001 to £76,000	(72.5)	19	6	13	3	5	5	4	3	-	6	10	3	-	8	4	4	2	2	3	15	9	4	3	1	8	*	6
		1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	-	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	*	2%	*	2%
£76,001 to £83,000	(79.5)	10	3	7	3	5	-	2	-	-	4	3	-	3	5	2	-	3	-	-	10	8	2	-	-	5	2	-
		1%	*	1%	1%	1%	-	1%	-	-	1%	*	-	1%	1%	*	-	1%	-	-	1%	2%	*	-	-	1%	*	-
£83,001 or more	(86)	39	21	18	8	14	10	3	3	1	27	6	6	-	8	21	6	2	2	17	20	9	6	2	7	12	5	8
		2%	2%	2%	3%	4%	3%	1%	1%	*	5%	1%	1%	-	2%	4%	1%	1%	1%	6%	2%	2%	1%	2%	3%	2%	1%	2%
Prefer not to answer		129	41	88	28	19	21	12	16	34	41	32	31	25	37	43	26	11	12	9	51	23	29	4	8	21	20	17
		6%	4%	8%	12%	5%	6%	3%	5%	8%	8%	6%	7%	5%	7%	8%	5%	4%	7%	3%	6%	4%	5%	3%	3%	4%	5%	5%

Opinion Poll
ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 32

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
Average income (£000's)	27.48	27.12	27.84	24.49	33.19	29.78	30.35	26.00	21.26	36.35	27.61	27.63	17.45	28.27	28.12	26.79	27.26	25.49	35.22	31.76	29.84	25.88	28.63	26.80	29.96	25.83	28.73

Opinion Poll

ONLINE Fieldwork: 10th-12th April 2015

Absolutes/col percents

Table 33

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2036	1025	1011	222	278	333	382	324	497	580	599	358	499	535	518	511	301	171	215	669	511	597	109	293	553	424	334
Weighted base	2036	998	1038	242	343	343	363	302	443	544	565	444	484	550	529	489	285	183	283	857	517	539	128	233	533	397	346
NET: Yes	456 22%	232 23%	223 22%	33 14%	48 14%	68 20%	88 24%	84 28%	135 30%	92 17%	92 16%	108 24%	163 34%	100 18%	119 23%	105 21%	75 26%	56 31%	38 13%	115 13%	106 21%	123 23%	36 28%	69 30%	116 22%	82 21%	78 22%
Yes - physical condition	287 14%	137 14%	151 14%	16 7%	18 5%	32 9%	52 14%	58 19%	110 25%	61 11%	51 9%	67 15%	108 22%	67 12%	77 15%	63 13%	41 14%	38 21%	16 6%	64 7%	69 13%	75 14%	23 18%	49 21%	83 16%	53 13%	50 14%
Yes - disability	161 8%	85 9%	76 7%	6 2%	13 4%	25 7%	37 10%	35 11%	46 10%	35 7%	31 6%	31 7%	63 13%	38 7%	41 8%	38 8%	23 8%	20 11%	8 3%	39 5%	38 7%	47 9%	12 10%	26 11%	51 10%	36 9%	27 8%
Yes - mental condition	141 7%	79 8%	62 6%	19 8%	33 10%	33 10%	31 9%	16 5%	8 2%	19 3%	30 5%	38 9%	54 11%	26 5%	38 7%	28 6%	30 10%	19 10%	16 6%	44 5%	25 5%	49 9%	11 9%	15 7%	15 3%	18 5%	25 7%
Yes - other	25 1%	18 2%	6 1%	2 1%	-	2 1%	4 1%	11 4%	6 1%	2 *	5 1%	5 1%	12 3%	7 1%	6 1%	1 *	6 2%	4 2%	4 1%	4 *	2 *	3 1%	1 *	3 1%	2 *	4 1%	4 1%
No	1535 75%	739 74%	795 77%	203 84%	286 83%	264 77%	266 73%	215 71%	302 68%	446 82%	457 81%	327 74%	305 63%	431 78%	404 76%	374 76%	204 71%	123 67%	240 85%	723 84%	407 79%	404 75%	91 71%	160 68%	413 78%	309 78%	257 74%
Prefer not to say	45 2%	26 3%	19 2%	5 2%	10 3%	12 3%	10 3%	3 1%	6 1%	6 1%	15 3%	8 2%	15 3%	19 3%	6 1%	10 2%	6 2%	4 2%	5 2%	19 2%	4 1%	12 2%	1 1%	5 2%	4 1%	6 2%	11 3%