

Clear thinking in a complex world



ICM Poll for The Guardian

Fieldwork dates: 24th-26th April 2015

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method, RDD: Within each government office region, a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers. 850 interviews were conducted on land-lines.

Sampling Method, Mobile RDD: A random sample of mobile telephone numbers was generated in proportion to network provider market share. As with the landline process, seed telephone numbers are used to create the mobile RDD sample by randomising the last N digits of the seed number. A total of 150 interviews were conducted with people on their mobile phone.

Sample size: 1,004

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status and region. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 36,000 random face-to-face interviews conducted annually.

The data were further weighted by declared votes in the 2010 general election. The weighting scheme is designed as follows:

Weighting by past votes

1. Respondents are asked whether they voted in the last general election and if they did, which party they voted for.

2. The sample is weighted by demographics (age, sex, tenure etc). However, after such weighting the declared past votes may not match, exactly, the results of the last election. Partly this is because demographics (by which ICM control the sample)

are relatively poorly correlated with vote behaviour. Nevertheless past vote weighting has to be used with caution as some people genuinely forget how they voted. We cannot simply weight the data to the actual results last time.

3. ICM takes the declared past votes on any new poll and adds it to the 25 or so most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme.

4. ICM compares the declared past votes derived in 3) above to the actual result of the last general election and gives a weight of 80% to the results of the last election and 20% to the average of the most recent polls, thereby assuming that most of the difference can be attributed to political imbalance in the sample and to faulty recall.

Weighting for turnout

1. ICM ask respondents to say how likely it is that they will go and vote in a new general election using a ten points scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote.

2. We then weight people by their anticipated turnout. If someone is 10/10 certain to vote, they are given a weight of 1.0. If someone is 9/10 certain to vote they are given a weight of 0.9 etc. People who tell us they are likely to vote in the next General Election but did not vote in the last, are further down-weighted. If someone says they are 10/10 certain to vote but did not vote in 2010, they are given a weight of 0.5. If they say 9/10 certainty, the weight becomes 0.45 etc.

Voting intentions: ICM derives vote intentions from 2 questions.

First of all respondents are asked how likely it is that they would be to go and vote in a new election. Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2010 and which party they voted for in that election. The vote figures shown in the table are calculated after ICM has excluded those who say they will not vote, refuse to answer the question or don't know who they would vote for. The figures are adjusted for turnout calculated accordingly to their stated intentions to vote.

In a further step, ICM add 50% of those who refuse to answer the vote intention question or say they don't know to the party they voted for in 2010.

The analysis by vote intention shown on each table is taken from table 1, ie before adjusting for refusers and don't knows.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

Further enquiries: martin.boon@icmunlimited.com

British Polling Council: ICM is a member of the British Polling Council and abides by its rules. <http://www.britishpollingcouncil.org/>

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 1

Q.A Some people have said they will not vote in the General Election on May 7th, while others have said they will vote. I would like to know how certain it is that you would actually vote in the general election. On a ten point scale if 10 would mean you are absolutely certain to vote and 1 would mean you are certain not to vote, how likely is it that you will actually cast your vote in the General Election on May 7th ?

Base: All respondents

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng- land	NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South				
Unweighted base	1004	475	529	97	145	519	243	423	195	131	255	255	221	45	85	80	269	207	150	93	48	249	265	349	863	911		
Weighted base	1004	489	515	123	161	514	206	267	294	210	233	216	213	40	96	79	217	184	135	86	53	253	266	346	865	918		
10 - Absolutely certain to vote	677	329	348	40	90	376	171	211	195	123	148	183	165	30	72	58	193	149	112	65	36	181	165	231	576	612		
	67%	67%	68%	33%	56%	73%	83%	79%	66%	59%	64%	85%	78%	77%	75%	73%	89%	81%	83%	76%	68%	71%	62%	67%	67%	67%		
9	60	42	18	14	8	30	8	20	14	10	16	13	16	4	4	9	8	4	11	3	2	13	24	18	55	57		
	6%	9%	3%	12%	5%	6%	4%	8%	5%	5%	7%	6%	8%	10%	4%	12%	3%	2%	8%	3%	3%	5%	9%	5%	6%	6%		
8	48	21	28	10	11	25	3	13	15	7	13	8	11	1	6	2	8	10	4	4	3	13	16	13	42	45		
	5%	4%	5%	8%	7%	5%	1%	5%	5%	4%	5%	4%	5%	2%	6%	3%	4%	5%	3%	4%	5%	5%	6%	4%	5%	5%		
7	40	18	22	7	7	19	7	5	10	18	7	3	7	3	1	3	5	9	3	2	3	4	14	16	35	38		
	4%	4%	4%	5%	5%	4%	3%	2%	3%	9%	3%	2%	3%	7%	1%	3%	2%	5%	2%	2%	6%	2%	5%	5%	4%	4%		
6	14	5	8	5	6	2	1	2	3	6	2	3	1	1	1	-	2	1	1	-	-	1	5	8	14	14		
	1%	1%	2%	4%	3%	2	*	1%	1%	3%	1%	2%	*	2%	1%	-	1%	*	1%	-	-	*	2%	2%	2%	1%		
5	47	18	29	13	16	17	*	4	14	16	13	5	8	-	6	5	1	7	-	5	5	11	15	12	37	42		
	5%	4%	6%	11%	10%	3%	*	2%	5%	8%	6%	2%	4%	-	6%	7%	*	4%	-	6%	9%	4%	6%	3%	4%	5%		
4	13	10	3	9	-	3	2	1	5	7	1	-	2	1	3	-	-	1	-	-	-	2	3	8	13	13		
	1%	2%	1%	7%	-	1%	2	1	2%	3%	*	-	1%	4%	4%	-	-	1%	-	-	-	1%	1%	2%	2%	1%		
3	12	6	6	5	-	7	-	2	7	2	2	1	3	-	2	2	-	-	1	2	2	2	2	4	8	10		
	1%	1%	1%	4%	-	1%	-	1%	2%	1%	1%	*	1%	-	2%	2%	-	-	*	2%	3%	1%	1%	1%	1%	1%		
2	3	-	3	-	1	2	1	-	3	-	1	-	-	-	-	-	-	2	-	-	-	2	-	2	3	3		
	*	-	1%	-	1%	*	*	-	1%	-	*	-	-	-	-	-	-	1%	-	-	-	1%	-	1%	*	*		
1 - Certain not to vote	84	39	45	20	21	34	9	8	27	21	28	-	-	-	-	-	1	-	4	4	3	22	23	31	77	79		
	8%	8%	9%	17%	13%	7%	4%	3%	9%	10%	12%	-	-	-	-	-	1%	-	3%	5%	6%	9%	9%	9%	9%	9%		
Refused	2	-	2	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	2	2		
	*	-	*	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	1%	-	-	*	*		
Don't know	4	1	3	-	-	1	3	-	2	-	1	-	-	-	-	-	-	1	-	1	-	1	2	3	3	3		
	*	*	1%	-	-	*	1%	-	1%	-	1%	-	-	-	-	-	-	1%	-	1%	-	*	1%	*	*	*		
Mean	8.49	8.57	8.41	6.66	7.80	8.81	9.33	9.30	8.31	7.99	8.22	9.62	9.37	9.38	9.06	9.23	9.72	9.41	9.49	8.90	8.51	8.61	8.37	8.38	8.45	8.45		
Standard deviation	2.79	2.72	2.86	3.34	3.17	2.54	2.05	1.88	2.96	2.98	3.09	1.08	1.49	1.43	1.93	1.67	1.00	1.47	1.67	2.44	2.65	2.82	2.79	2.89	2.83	2.82		
Standard error	0.09	0.12	0.12	0.34	0.26	0.11	0.13	0.09	0.21	0.26	0.19	0.07	0.10	0.21	0.21	0.19	0.06	0.10	0.14	0.25	0.38	0.18	0.17	0.15	0.10	0.09		

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 1

Q.A Some people have said they will not vote in the General Election on May 7th, while others have said they will vote. I would like to know how certain it is that you would actually vote in the general election. On a ten point scale if 10 would mean you are absolutely certain to vote and 1 would mean you are certain not to vote, how likely is it that you will actually cast your vote in the General Election on May 7th ?

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	All Lab-Con margin als (1+2) above.
Unweighted base	1004	99	139	77	221	340	93	5	238
Weighted base	1004	104	143	78	241	317	86	7	248
10 - Absolutely certain to vote	677 67%	56 53%	104 72%	49 62%	144 60%	235 74%	65 76%	4 66%	159 64%
9	60 6%	14 13%	8 6%	3 4%	11 5%	19 6%	3 3%	-	22 9%
8	48 5%	8 8%	8 6%	3 4%	11 5%	13 4%	4 4%	-	17 7%
7	40 4%	2 2%	7 5%	9 11%	13 5%	5 1%	2 2%	-	9 4%
6	14 1%	3 3%	1 1%	1 1%	6 2%	3 1%	-	-	4 2%
5	47 5%	7 7%	6 4%	2 2%	15 6%	12 4%	5 6%	-	14 5%
4	13 1%	2 2%	-	2 2%	5 2%	4 1%	-	-	2 1%
3	12 1%	1 1%	1 1%	5 7%	1 *	1 *	2 2%	-	3 1%
2	3 *	-	-	-	3 1%	-	-	1 10%	-
1 - Certain not to vote	84 8%	9 9%	8 5%	4 5%	31 13%	25 8%	4 5%	2 24%	17 7%
Refused	2 *	-	-	-	2 1%	-	-	-	-
Don't know	4 *	2 2%	-	-	-	1 *	1 1%	-	2 1%
Mean	8.49	8.16	8.89	8.29	7.90	8.76	8.90	7.04	8.59
Standard deviation	2.79	2.87	2.34	2.75	3.21	2.67	2.44	4.49	2.59
Standard error	0.09	0.29	0.20	0.31	0.22	0.14	0.25	2.01	0.17

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 2

Q.B The Conservatives, Labour, the Liberal Democrats, and other parties are fighting the general election in your area. In the general election on May 7th which party do you think you will vote for?

Base: All respondents

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election							Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land				
Unweighted base	1004	475	529	97	145	519	243	423	195	131	255	255	221	45	85	80	269	207	150	93	48	249	265	349	863	911			
Weighted base	1004	489	515	123	161	514	206	267	294	210	233	216	213	40	96	79	217	184	135	86	53	253	266	346	865	918			
Conservative	216 22%	116 24%	100 19%	10 8%	27 17%	115 22%	65 31%	76 28%	74 25%	36 17%	30 13%	216 100%	-	-	-	-	146 68%	6 3%	22 17%	8 10%	9 17%	45 18%	55 21%	98 28%	199 23%	208 23%			
Labour	213 21%	100 20%	113 22%	37 30%	27 17%	111 22%	38 19%	60 22%	53 18%	35 17%	66 28%	-	213 100%	-	-	-	7 3%	122 67%	17 13%	13 15%	21 39%	64 25%	51 19%	65 19%	179 21%	200 22%			
Liberal Democrat/ Liberal	40 4%	19 4%	20 4%	1 1%	9 5%	23 4%	7 3%	16 6%	13 4%	4 2%	7 3%	-	-	40 100%	-	-	1 *	1 *	29 22%	2 2%	1 1%	7 3%	9 3%	20 6%	37 4%	38 4%			
Scottish National Party/SNP	33 3%	21 4%	12 2%	3 2%	4 2%	19 4%	7 3%	12 5%	5 2%	6 3%	10 4%	-	-	-	33 41%	-	7 4%	3 2%	33 38%	-	-	-	-	-	-	-			
Plaid Cymru	3 *	2 *	1 *	-	-	2 *	1 *	1 *	-	-	1 1%	-	-	-	-	3 3%	-	-	1 *	-	3 5%	-	-	-	-	3 *			
Green Party	40 4%	24 5%	16 3%	13 11%	7 4%	17 3%	4 2%	11 4%	18 6%	4 2%	7 3%	-	-	-	40 51%	-	2 1%	15 11%	1 1%	2 5%	13 5%	10 4%	13 4%	37 4%	39 4%				
UK Independence Party (UKIP)	96 10%	62 13%	34 7%	6 5%	20 13%	56 11%	15 7%	16 6%	21 7%	39 18%	20 9%	-	-	-	96 100%	-	22 10%	13 7%	4 3%	1 1%	4 8%	33 13%	24 13%	24 7%	91 11%	95 10%			
British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Other	3 *	3 1%	-	-	1 1%	2 *	-	1 *	1 *	-	2 1%	-	-	-	-	3 4%	-	-	-	-	1 2%	1 *	1 *	1 *	2 *	3 *			
Will not vote	84 8%	39 8%	45 9%	20 17%	21 13%	34 7%	9 4%	8 3%	27 9%	21 10%	28 12%	-	-	-	-	1 1%	-	4 3%	4 5%	3 6%	22 9%	23 9%	31 9%	77 9%	79 9%				
Don't know	211 21%	75 15%	136 26%	29 24%	44 27%	103 20%	35 17%	49 18%	67 23%	50 24%	45 19%	-	-	-	-	28 13%	30 16%	33 25%	22 26%	9 16%	48 19%	61 23%	71 21%	180 21%	188 21%				
Refused	66 7%	27 6%	38 7%	4 3%	2 1%	33 6%	27 13%	16 6%	15 5%	18 8%	17 7%	-	-	-	-	11 5%	3 2%	6 5%	1 1%	1 2%	20 8%	22 8%	22 6%	64 7%	65 7%				

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 2

Q.B The Conservatives, Labour, the Liberal Democrats, and other parties are fighting the general election in your area. In the general election on May 7th which party do you think you will vote for?

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 % in E&W)	Safe Conservative (i.e. Con held>1 5.1% in E&W)	Scotland	Other	All Lab-Con margins (1+2) above.
Unweighted base	1004	99	139	77	221	340	93	5	238
Weighted base	1004	104	143	78	241	317	86	7	248
Conservative	216 22%	19 18%	37 26%	18 22%	26 11%	103 33%	8 10%	1 20%	56 23%
Labour	213 21%	38 36%	35 24%	10 13%	65 27%	43 14%	13 15%	-	73 29%
Liberal Democrat/ Liberal	40 4%	3 2%	1 1%	15 19%	5 2%	14 5%	2 2%	-	4 1%
Scottish National Party/SNP	33 3%	-	-	-	-	-	33 38%	-	-
Plaid Cymru	3 *	-	-	1 1%	1 *	1 *	-	-	-
Green Party	40 4%	1 1%	6 4%	6 7%	14 6%	11 3%	1 1%	-	6 3%
UK Independence Party (UKIP)	96 10%	8 8%	22 15%	4 4%	24 10%	34 11%	1 1%	-	30 12%
British National Party (BNP)	-	-	-	-	-	-	-	-	-
Other	3 *	1 1%	-	1 1%	2 1%	-	-	-	1 *
Will not vote	84 8%	9 9%	8 5%	4 5%	31 13%	25 8%	4 5%	2 24%	17 7%
Don't know	211 21%	21 20%	30 21%	18 23%	55 23%	55 18%	22 26%	4 56%	51 20%
Refused	66 7%	5 4%	6 4%	4 5%	20 8%	29 9%	1 1%	-	11 4%

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 3

Data derived from:-

Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?

Data excludes those who definitely will not vote (8%), don't know who they would vote for (21%) or refuse to answer (7%)

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election							Region					NET: Eng-land & Wales
	Total	Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot-land	Wales	North	Mid-lands	South	NET: Eng-land				
Unweighted base	600	307	293	39	71	330	160	280	111	68	141	232	191	42	68	67	214	162	99	59	30	152	144	216	512	541			
Weighted base	547	294	253	42	73	305	128	173	159	96	119	195	177	37	75	64	174	144	89	52	32	139	130	195	463	495			
Conservative	195	105	91	7	20	106	62	67	68	33	27	195	-	-	-	-	144	5	22	8	5	42	49	91	182	187			
	36%	36%	36%	18%	27%	35%	49%	39%	43%	34%	23%	100%	-	-	-	-	83%	4%	25%	16%	17%	30%	38%	47%	39%	38%			
Labour	177	82	94	21	22	97	36	52	42	26	57	-	177	-	-	-	7	118	17	11	17	54	39	55	149	165			
	32%	28%	37%	51%	31%	32%	28%	30%	26%	27%	47%	-	100%	-	-	-	4%	82%	19%	22%	53%	39%	30%	28%	32%	33%			
Liberal Democrat/ Liberal	37	17	19	1	8	21	7	15	13	2	6	-	-	37	-	-	1	1	28	2	1	7	8	18	34	35			
	7%	6%	8%	2%	11%	7%	5%	9%	8%	2%	5%	-	-	100%	-	-	*	*	32%	4%	2%	5%	6%	9%	7%	7%			
Scottish National Party/SNP	28	17	11	2	3	17	7	11	4	5	8	-	-	-	-	28	-	7	3	28	-	-	-	-	-	-			
	5%	6%	4%	4%	4%	5%	5%	6%	3%	5%	7%	-	-	-	44%	-	5%	3%	54%	-	-	-	-	-	-	-			
Plaid Cymru	2	1	1	-	-	1	1	1	-	-	1	-	-	-	-	2	-	-	1	-	2	-	-	-	-	2			
	*	*	*	-	-	*	*	1%	-	-	1%	-	-	-	-	3%	-	-	1%	-	6%	-	-	-	-	*			
Green Party	31	18	13	7	7	14	3	10	14	3	4	-	-	-	-	31	-	1	15	1	2	10	8	11	28	30			
	6%	6%	5%	17%	9%	5%	3%	6%	9%	3%	4%	-	-	-	-	49%	-	1%	17%	2%	6%	7%	6%	5%	6%	6%			
UK Independence Party (UKIP)	75	50	25	4	12	47	12	15	17	27	15	-	-	-	75	-	22	12	4	1	4	25	24	20	69	74			
	14%	17%	10%	9%	17%	16%	9%	9%	11%	29%	13%	-	-	-	100%	-	13%	8%	4%	2%	14%	18%	19%	10%	15%	15%			
Other	3	3	-	-	1	2	-	1	1	-	1	-	-	-	-	3	-	-	-	-	1	1	1	1	2	3			
	1%	1%	-	-	1%	1%	-	*	1%	-	1%	-	-	-	-	4%	-	-	-	-	2%	*	1%	*	*	1%			

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Unweighted base	600	54	83	51	123	212	59	2	136
Weighted base	547	54	84	46	113	181	52	1	138
Conservative	195 36%	14 26%	35 42%	16 35%	23 20%	94 52%	8 16%	1 100%	49 36%
Labour	177 32%	29 53%	27 32%	9 19%	57 50%	37 20%	11 22%	-	56 40%
Liberal Democrat/ Liberal	37 7%	3 5%	1 1%	14 29%	4 4%	13 7%	2 4%	-	4 3%
Scottish National Party/SNP	28 5%	-	-	-	-	-	28 54%	-	-
Plaid Cymru	2 *	-	-	1 1%	1 1%	1 *	-	-	-
Green Party	31 6%	1 1%	4 5%	4 9%	11 10%	8 5%	1 2%	-	5 4%
UK Independence Party (UKIP)	75 14%	7 13%	16 20%	2 5%	17 15%	28 15%	1 2%	-	24 17%
Other	3 1%	1 2%	-	1 2%	1 1%	-	-	-	1 1%

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 752 respondents

	<u>Total</u>
Conservative	35%
Labour	32%
Liberal Democrat	9%
UKIP	13%
Green	5%
Other	6%

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 5

Q.1 Thinking about the single issue that will concern you most when it comes to casting your vote, which SINGLE ONE of the following would you say will be the most important?

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2010 General Election				Region					NET: Eng- land & Wales		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands		South	
Unweighted base	1004	475	529	97	145	519	243	423	195	131	255	255	221	45	85	80	269	207	150	93	48	249	265	349	863	911
Weighted base	1004	489	515	123	161	514	206	267	294	210	233	216	213	40	96	79	217	184	135	86	53	253	266	346	865	918
NHS	304 30%	113 23%	191 37%	26 21%	43 27%	148 29%	87 42%	66 25%	81 27%	51 24%	106 45%	27 13%	98 46%	13 33%	6 7%	33 42%	38 18%	77 42%	45 34%	36 42%	16 29%	84 33%	80 30%	88 26%	252 29%	268 29%
Immigration	139 14%	78 16%	61 12%	10 8%	23 14%	81 16%	24 12%	24 9%	41 14%	48 23%	26 11%	27 13%	8 4%	4 9%	56 58%	2 3%	30 14%	19 11%	6 4%	2 2%	9 17%	40 16%	48 18%	40 12%	128 15%	137 15%
Jobs, prices and wages	165 16%	87 18%	78 15%	46 37%	31 19%	76 15%	13 6%	46 17%	47 16%	39 18%	33 14%	41 19%	37 18%	5 14%	9 10%	15 19%	30 14%	29 16%	20 15%	12 14%	13 25%	33 13%	44 17%	63 18%	140 16%	153 17%
Fears of smaller parties holding the next government to ransom	49 5%	27 6%	22 4%	- -	6 3%	24 5%	20 10%	15 6%	21 7%	6 3%	7 3%	29 13%	5 2%	* 1%	2 2%	1 1%	24 11%	6 3%	9 6%	4 5%	1 1%	13 5%	10 4%	22 6%	45 5%	45 5%
Education	79 8%	21 4%	59 11%	18 15%	20 12%	38 7%	3 2%	31 11%	23 8%	20 9%	6 3%	8 4%	22 10%	5 14%	1 1%	3 3%	11 5%	13 7%	18 13%	4 4%	- -	15 6%	30 11%	31 9%	76 9%	76 8%
The government deficit	74 7%	43 9%	30 6%	5 4%	8 5%	47 9%	14 7%	28 11%	22 8%	13 6%	10 4%	41 19%	10 5%	6 14%	3 3%	6 7%	36 16%	7 4%	17 12%	8 9%	3 6%	18 7%	15 6%	29 8%	62 7%	66 7%
Europe	35 4%	27 5%	8 2%	5 4%	3 2%	19 4%	9 4%	15 6%	5 2%	8 4%	8 3%	5 2%	4 2%	3 8%	14 15%	1 1%	15 7%	6 3%	5 4%	2 2%	- -	9 3%	13 5%	13 4%	34 4%	34 4%
Pensions	29 3%	16 3%	13 2%	- -	- -	12 2%	17 8%	4 1%	10 3%	8 4%	8 3%	3 1%	10 5%	1 2%	- -	- -	3 2%	10 5%	5 3%	* *	6 12%	10 4%	4 2%	8 2%	22 3%	28 3%
Crime and disorder	21 2%	9 2%	13 2%	6 5%	1 1%	10 2%	4 2%	4 1%	11 4%	- -	7 3%	4 2%	1 *	- -	- -	2 3%	4 2%	3 2%	- -	3 4%	- -	5 2%	1 *	11 3%	18 2%	18 2%
Other	80 8%	50 10%	30 6%	4 3%	23 14%	43 8%	11 5%	29 11%	29 10%	9 4%	13 6%	24 11%	16 8%	2 5%	4 4%	14 18%	20 9%	8 5%	11 8%	11 13%	4 7%	17 7%	18 7%	30 9%	65 8%	69 7%
Don't know	28 3%	18 4%	11 2%	4 3%	3 2%	16 3%	5 3%	5 2%	5 2%	10 5%	8 3%	7 3%	3 1%	- -	1 1%	1 2%	6 3%	4 2%	1 1%	4 4%	1 2%	10 4%	3 1%	10 3%	23 3%	25 3%

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 5

Q.1 Thinking about the single issue that will concern you most when it comes to casting your vote, which SINGLE ONE of the following would you say will be the most important?

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1% in E&W)	Safe Conservative (i.e. Con held>1 5.1% in E&W)	Scotland	Other	All Lab-Con margin als (1+2) above.
Unweighted base	1004	99	139	77	221	340	93	5	238
Weighted base	1004	104	143	78	241	317	86	7	248
NHS	304 30%	33 31%	48 33%	23 30%	73 30%	82 26%	36 42%	-	81 32%
Immigration	139 14%	19 18%	23 16%	12 16%	34 14%	44 14%	2 2%	1 10%	42 17%
Jobs, prices and wages	165 16%	22 21%	21 15%	11 14%	52 22%	44 14%	12 14%	1 10%	43 17%
Fears of smaller parties holding the next government to ransom	49 5%	5 5%	4 3%	5 6%	8 3%	22 7%	4 5%	-	10 4%
Education	79 8%	4 4%	11 8%	5 6%	20 8%	34 11%	4 4%	-	15 6%
The government deficit	74 7%	7 7%	11 8%	6 7%	10 4%	29 9%	8 9%	-	18 7%
Europe	35 4%	2 2%	4 3%	2 3%	6 2%	18 6%	2 2%	-	6 2%
Pensions	29 3%	2 2%	3 2%	2 2%	7 3%	10 3%	* *	4 56%	5 2%
Crime and disorder	21 2%	-	2 1%	4 5%	10 4%	2 1%	3 4%	-	2 1%
Other	80 8%	6 6%	12 8%	7 9%	14 6%	26 8%	11 13%	-	18 7%
Don't know	28 3%	3 3%	4 3%	1 2%	7 3%	5 2%	4 4%	2 24%	8 3%

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 6

Q.2 From what you have seen or heard, do you think ... has done a good job or a bad job?

The Prime Minister David Cameron

Base: All respondents

	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election							Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land			
Unweighted base	1004	475	529	97	145	519	243	423	195	131	255	255	221	45	85	80	269	207	150	93	48	249	265	349	863	911		
Weighted base	1004	489	515	123	161	514	206	267	294	210	233	216	213	40	96	79	217	184	135	86	53	253	266	346	865	918		
Good job	500	261	239	47	72	266	115	144	156	100	100	204	62	16	43	13	191	53	58	27	26	114	138	195	447	473		
	50%	53%	46%	38%	45%	52%	56%	54%	53%	48%	43%	95%	29%	40%	44%	17%	88%	29%	43%	32%	48%	45%	52%	56%	52%	51%		
Bad job	383	174	209	58	67	195	63	98	100	87	98	7	129	15	43	59	19	114	62	51	21	103	96	112	311	332		
	38%	36%	41%	47%	42%	38%	31%	37%	34%	41%	42%	3%	61%	38%	45%	74%	9%	62%	46%	60%	39%	41%	36%	32%	36%	36%		
Don't know	121	54	67	19	22	53	27	25	38	23	35	5	21	9	10	7	6	17	14	7	7	36	32	39	106	114		
	12%	11%	13%	15%	13%	10%	13%	9%	13%	11%	15%	2%	10%	22%	11%	9%	3%	9%	10%	9%	13%	14%	12%	11%	12%	12%		

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 6

Q.2 From what you have seen or heard, do you think ... has done a good job or a bad job?

The Prime Minister David Cameron

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	All Lab-Con margin als (1+2) above.
Unweighted base	1004	99	139	77	221	340	93	5	238
Weighted base	1004	104	143	78	241	317	86	7	248
Good job	500 50%	49 47%	72 50%	35 45%	106 44%	196 62%	27 32%	4 66%	121 49%
Bad job	383 38%	38 36%	56 39%	34 44%	102 42%	89 28%	51 60%	1 10%	94 38%
Don't know	121 12%	18 17%	15 11%	9 11%	33 14%	32 10%	7 9%	2 24%	33 13%

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 7

Q.2 From what you have seen or heard, do you think ... has done a good job or a bad job?

The leader of the opposition Ed Miliband

Base: All respondents

	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election						Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land	NET: Eng- land & Wales	
Unweighted base	1004	475	529	97	145	519	243	423	195	131	255	255	221	45	85	80	269	207	150	93	48	249	265	349	863	911	
Weighted base	1004	489	515	123	161	514	206	267	294	210	233	216	213	40	96	79	217	184	135	86	53	253	266	346	865	918	
Good job	265	126	139	42	42	120	60	70	71	52	72	31	124	9	3	20	31	86	46	17	17	70	63	98	231	248	
	26%	26%	27%	34%	26%	23%	29%	26%	24%	25%	31%	14%	58%	22%	3%	26%	14%	47%	34%	20%	32%	28%	23%	28%	27%	27%	
Bad job	548	285	262	41	85	315	106	160	167	111	110	165	46	29	82	53	161	66	78	63	27	126	153	179	458	484	
	55%	58%	51%	34%	53%	61%	52%	60%	57%	53%	47%	76%	21%	72%	85%	67%	74%	36%	58%	74%	51%	50%	57%	52%	53%	53%	
Don't know	192	78	114	39	33	79	40	37	56	47	52	20	43	2	11	6	25	32	10	6	9	57	51	68	177	186	
	19%	16%	22%	32%	21%	15%	19%	14%	19%	23%	22%	9%	20%	6%	11%	8%	12%	17%	8%	7%	18%	23%	19%	20%	20%	20%	

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 7

Q.2 From what you have seen or heard, do you think ... has done a good job or a bad job?

The leader of the opposition Ed Miliband

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	All Lab-Con margin als (1+2) above.
Unweighted base	1004	99	139	77	221	340	93	5	238
Weighted base	1004	104	143	78	241	317	86	7	248
Good job	265 26%	32 31%	34 24%	21 26%	79 33%	73 23%	17 20%	-	66 27%
Bad job	548 55%	41 39%	78 54%	42 54%	110 46%	196 62%	63 74%	4 66%	119 48%
Don't know	192 19%	31 30%	31 22%	15 20%	51 21%	48 15%	6 7%	2 34%	63 25%

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 8

Q.2 From what you have seen or heard, do you think ... has done a good job or a bad job?

The leader of the Liberal Democrats, Nick Clegg

Base: All respondents

	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election							Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land	NET: Eng- land & Wales		
Unweighted base	1004	475	529	97	145	519	243	423	195	131	255	255	221	45	85	80	269	207	150	93	48	249	265	349	863	911		
Weighted base	1004	489	515	123	161	514	206	267	294	210	233	216	213	40	96	79	217	184	135	86	53	253	266	346	865	918		
Good job	307 31%	158 32%	149 29%	28 23%	37 23%	161 31%	80 39%	93 35%	94 32%	56 27%	64 27%	100 46%	48 23%	26 65%	23 24%	18 22%	93 43%	34 19%	62 46%	21 24%	13 24%	74 29%	81 31%	118 34%	273 32%	286 31%		
Bad job	501 50%	257 53%	244 47%	57 47%	91 57%	260 50%	93 45%	138 52%	144 49%	105 50%	113 49%	96 44%	119 56%	11 28%	61 63%	50 64%	103 48%	113 61%	66 49%	51 60%	26 49%	126 50%	123 46%	173 50%	423 49%	449 49%		
Don't know	197 20%	74 15%	122 24%	37 30%	33 20%	93 18%	33 16%	35 13%	57 19%	49 23%	56 24%	21 10%	46 22%	3 6%	13 13%	11 14%	21 9%	37 20%	7 5%	14 16%	14 27%	53 21%	61 23%	54 16%	169 20%	183 20%		

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 8

Q.2 From what you have seen or heard, do you think ... has done a good job or a bad job?

The leader of the Liberal Democrats, Nick Clegg

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	All Lab-Con margin als (1+2) above.
Unweighted base	1004	99	139	77	221	340	93	5	238
Weighted base	1004	104	143	78	241	317	86	7	248
Good job	307 31%	35 33%	34 24%	31 40%	62 26%	115 36%	21 24%	1 10%	69 28%
Bad job	501 50%	42 40%	75 52%	33 42%	126 52%	159 50%	51 60%	1 19%	116 47%
Don't know	197 20%	28 27%	34 24%	14 17%	52 22%	43 13%	14 16%	5 71%	63 25%

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 9

Q.2 From what you have seen or heard, do you think ... has done a good job or a bad job?

The leader of UKIP Nigel Farage

Base: All respondents

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election							Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land				
Unweighted base	1004	475	529	97	145	519	243	423	195	131	255	255	221	45	85	80	269	207	150	93	48	249	265	349	863	911			
Weighted base	1004	489	515	123	161	514	206	267	294	210	233	216	213	40	96	79	217	184	135	86	53	253	266	346	865	918			
Good job	351 35%	214 44%	138 27%	24 19%	47 29%	198 38%	83 40%	89 33%	106 36%	84 40%	73 31%	97 45%	41 19%	8 20%	82 86%	16 21%	99 46%	50 27%	28 21%	20 23%	16 31%	89 35%	97 37%	129 37%	315 36%	331 36%			
Bad job	492 49%	207 42%	284 55%	77 62%	90 56%	241 47%	84 41%	154 58%	138 47%	98 46%	103 44%	95 44%	144 68%	27 69%	7 7%	56 71%	93 43%	110 60%	94 70%	54 63%	26 48%	120 47%	121 46%	171 50%	412 48%	438 48%			
Don't know	161 16%	68 14%	93 18%	22 18%	24 15%	75 15%	39 19%	25 9%	50 17%	29 14%	57 24%	24 11%	28 13%	4 11%	7 8%	7 9%	25 12%	23 13%	12 9%	12 14%	11 21%	45 18%	47 18%	46 13%	138 16%	149 16%			

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 9

Q.2 From what you have seen or heard, do you think ... has done a good job or a bad job?

The leader of UKIP Nigel Farage

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	All Lab-Con margin als (1+2) above.
Unweighted base	1004	99	139	77	221	340	93	5	238
Weighted base	1004	104	143	78	241	317	86	7	248
Good job	351 35%	32 31%	48 33%	28 35%	78 33%	138 44%	20 23%	2 29%	80 32%
Bad job	492 49%	54 52%	80 56%	32 40%	114 47%	140 44%	54 63%	-	134 54%
Don't know	161 16%	18 17%	16 11%	19 24%	49 20%	39 12%	12 14%	5 71%	34 14%

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 10

Q.2 From what you have seen or heard, do you think ... has done a good job or a bad job?

The leader of the SNP, Nicola Sturgeon

Base: All respondents

	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land	NET: Eng- land & Wales
Unweighted base	1004	475	529	97	145	519	243	423	195	131	255	255	221	45	85	80	269	207	150	93	48	249	265	349	863	911
Weighted base	1004	489	515	123	161	514	206	267	294	210	233	216	213	40	96	79	217	184	135	86	53	253	266	346	865	918
Good job	387	211	176	50	56	214	68	131	138	56	61	74	104	18	32	60	74	88	71	61	18	98	89	120	307	326
	39%	43%	34%	40%	35%	42%	33%	49%	47%	27%	26%	34%	49%	46%	33%	76%	34%	48%	53%	71%	35%	39%	34%	35%	36%	35%
Bad job	329	173	156	19	53	174	83	79	79	84	88	109	56	13	43	9	101	49	38	17	17	79	88	129	295	313
	33%	35%	30%	15%	33%	34%	40%	29%	27%	40%	38%	50%	26%	34%	44%	11%	47%	27%	28%	19%	32%	31%	33%	37%	34%	34%
Don't know	288	105	183	55	51	127	55	57	77	70	84	33	53	8	21	10	41	46	26	8	18	77	89	96	262	280
	29%	21%	35%	45%	32%	25%	27%	21%	26%	33%	36%	15%	25%	20%	22%	13%	19%	25%	19%	9%	33%	30%	34%	28%	30%	30%

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 10

Q.2 From what you have seen or heard, do you think ... has done a good job or a bad job?

The leader of the SNP, Nicola Sturgeon

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	All Lab-Con margin als (1+2) above.
Unweighted base	1004	99	139	77	221	340	93	5	238
Weighted base	1004	104	143	78	241	317	86	7	248
Good job	387 39%	35 34%	66 46%	25 32%	76 31%	118 37%	61 71%	1 10%	101 41%
Bad job	329 33%	28 27%	39 28%	27 34%	76 31%	129 41%	17 19%	1 10%	68 27%
Don't know	288 29%	41 39%	38 27%	26 34%	90 37%	70 22%	8 9%	5 81%	79 32%

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 11

Q.2 From what you have seen or heard, do you think ... has done a good job or a bad job?

The leader of the Green Party, Natalie Bennett

Base: All respondents

	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election						Region					NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South	NET: Eng- land		
Unweighted base	1004	475	529	97	145	519	243	423	195	131	255	255	221	45	85	80	269	207	150	93	48	249	265	349	863	911	
Weighted base	1004	489	515	123	161	514	206	267	294	210	233	216	213	40	96	79	217	184	135	86	53	253	266	346	865	918	
Good job	291	148	143	58	51	130	52	83	89	55	64	32	72	21	14	59	29	71	59	39	10	74	62	105	241	251	
	29%	30%	28%	47%	32%	25%	25%	31%	30%	26%	27%	15%	34%	52%	15%	75%	13%	39%	44%	46%	19%	29%	23%	30%	28%	27%	
Bad job	396	227	168	23	65	219	88	113	120	77	86	132	80	13	61	9	125	58	46	22	23	94	116	140	350	373	
	39%	46%	33%	18%	41%	43%	43%	42%	41%	37%	37%	61%	38%	34%	63%	11%	58%	32%	34%	26%	43%	37%	44%	41%	41%	41%	
Don't know	318	114	204	43	44	165	66	71	86	78	84	52	61	6	22	11	62	54	30	24	20	85	88	101	273	294	
	32%	23%	40%	35%	27%	32%	32%	26%	29%	37%	36%	24%	28%	14%	22%	14%	29%	30%	22%	28%	38%	34%	33%	29%	32%	32%	

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 11

Q.2 From what you have seen or heard, do you think ... has done a good job or a bad job?

The leader of the Green Party, Natalie Bennett

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	All Lab-Con margin als (1+2) above.
Unweighted base	1004	99	139	77	221	340	93	5	238
Weighted base	1004	104	143	78	241	317	86	7	248
Good job	291 29%	27 26%	43 30%	27 34%	61 25%	83 26%	39 46%	1 10%	70 28%
Bad job	396 39%	39 37%	64 45%	26 33%	89 37%	143 45%	22 26%	1 20%	103 42%
Don't know	318 32%	39 37%	36 25%	25 33%	91 38%	91 29%	24 28%	5 71%	75 30%

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 12

Q.3 From what you have seen or heard about the various party's plans, which of the following do you agree with more?

Base: All respondents

	Gender		Age				Social Class				Voting Intention				Vote In 2010 General Election				Region					NET: Eng- land & Wales		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands		South	NET: Eng- land
Unweighted base	1004	475	529	97	145	519	243	423	195	131	255	255	221	45	85	80	269	207	150	93	48	249	265	349	863	911
Weighted base	1004	489	515	123	161	514	206	267	294	210	233	216	213	40	96	79	217	184	135	86	53	253	266	346	865	918
The Conservative plans are more extreme, because of the depths of the cuts they propose.	399	212	187	66	67	201	65	118	110	91	80	57	128	17	24	48	60	102	70	36	25	105	103	130	338	363
	40%	43%	36%	54%	42%	39%	32%	44%	37%	43%	34%	26%	60%	44%	25%	60%	28%	55%	52%	42%	48%	42%	39%	38%	39%	40%
The Labour plans are more extreme, because of the borrowing that they involve.	433	201	232	39	70	231	93	118	129	80	106	137	64	18	57	17	134	57	49	33	23	97	121	159	377	400
	43%	41%	45%	31%	43%	45%	45%	44%	44%	38%	46%	63%	30%	46%	59%	21%	62%	31%	37%	38%	44%	38%	45%	46%	44%	44%
Neither	59	41	18	5	8	29	17	17	14	16	12	9	8	1	11	11	9	10	12	7	2	12	19	20	51	53
	6%	8%	3%	4%	5%	6%	8%	6%	5%	8%	5%	4%	4%	1%	11%	14%	4%	6%	9%	8%	3%	5%	7%	6%	6%	6%
Both	11	7	4	4	-	4	3	1	3	5	3	1	2	-	1	1	2	2	1	-	-	5	3	3	11	11
	1%	1%	1%	3%	-	1%	2%	*	1%	2%	1%	*	1%	-	1%	2%	1%	1%	1%	-	-	2%	1%	1%	1%	1%
Don't know	102	28	74	10	16	50	27	13	38	19	33	13	11	3	3	2	12	13	2	11	3	34	21	34	88	91
	10%	6%	14%	8%	10%	10%	13%	5%	13%	9%	14%	6%	5%	9%	3%	3%	5%	7%	2%	12%	5%	13%	8%	10%	10%	10%

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 12

Q.3 From what you have seen or heard about the various party's plans, which of the following do you agree with more?

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1% in E&W)	Safe Conservative (i.e. Con held>1 5.1% in E&W)	Scotland	Other	All Lab-Con margin als (1+2) above.
Unweighted base	1004	99	139	77	221	340	93	5	238
Weighted base	1004	104	143	78	241	317	86	7	248
The Conservative plans are more extreme, because of the depths of the cuts they propose.	399 40%	53 51%	64 45%	27 34%	103 43%	109 34%	36 42%	- -	118 47%
The Labour plans are more extreme, because of the borrowing that they involve.	433 43%	40 39%	56 39%	39 50%	88 37%	157 50%	33 38%	5 76%	96 39%
Neither	59 6%	2 1%	8 6%	4 6%	19 8%	18 6%	7 8%	- -	10 4%
Both	11 1%	2 2%	2 1%	- -	3 1%	2 1%	- -	- -	4 2%
Don't know	102 10%	7 7%	14 10%	8 10%	27 11%	31 10%	11 12%	2 24%	21 8%

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 13

Q.4 Many people currently think that no single party will win the 2015 General Election in May, and another coalition will need to be formed, or one party will have to try and run a minority government ON ITS OWN, without having a majority of seats in Parliament. Putting aside your own party preference, IN THE EVENT THAT THERE IS NO CLEAR WINNER, which one of the following do you think would be best for Britain?

Base: All respondents

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election					Region					NET: Eng- land	NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South				
Unweighted base	1004	475	529	97	145	519	243	423	195	131	255	255	221	45	85	80	269	207	150	93	48	249	265	349	863	911		
Weighted base	1004	489	515	123	161	514	206	267	294	210	233	216	213	40	96	79	217	184	135	86	53	253	266	346	865	918		
A minority government, in which the biggest party governs on its own while seeking compromises with smaller parties to pass legislation.	245 24%	135 28%	110 21%	32 26%	47 29%	127 25%	40 19%	76 29%	75 25%	53 25%	42 18%	58 27%	61 29%	10 24%	16 17%	28 35%	57 26%	50 27%	27 20%	25 29%	18 33%	53 21%	72 27%	78 22%	203 23%	220 24%		
A coalition government, which contains ministers from more than one party, who agree to support a joint programme for the life of the parliament.	470 47%	209 43%	261 51%	52 42%	68 42%	253 49%	98 48%	133 50%	146 50%	94 45%	98 42%	111 51%	91 43%	27 68%	45 46%	40 50%	105 49%	80 43%	87 65%	43 50%	21 40%	112 44%	122 46%	173 50%	407 47%	428 47%		
An early second election	225 22%	127 26%	98 19%	30 25%	36 22%	118 23%	41 20%	52 20%	52 18%	53 25%	67 29%	40 19%	53 25%	3 8%	31 32%	9 11%	46 21%	48 26%	18 14%	13 15%	8 16%	68 27%	59 22%	77 22%	204 24%	212 23%		
Don't know	63 6%	17 4%	46 9%	9 7%	10 6%	17 3%	27 13%	5 2%	22 7%	10 5%	26 11%	7 3%	7 3%	- -	4 5%	3 4%	8 4%	6 3%	2 2%	5 6%	6 12%	21 8%	13 5%	18 5%	52 6%	58 6%		

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 13

Q.4 Many people currently think that no single party will win the 2015 General Election in May, and another coalition will need to be formed, or one party will have to try and run a minority government ON ITS OWN, without having a majority of seats in Parliament. Putting aside your own party preference, IN THE EVENT THAT THERE IS NO CLEAR WINNER, which one of the following do you think would be best for Britain?

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	All Lab-Con margins (1+2) above.
Unweighted base	1004	99	139	77	221	340	93	5	238
Weighted base	1004	104	143	78	241	317	86	7	248
A minority government, in which the biggest party governs on its own while seeking compromises with smaller parties to pass legislation.	245 24%	31 30%	40 28%	18 23%	44 18%	78 25%	25 29%	1 10%	71 29%
A coalition government, which contains ministers from more than one party, who agree to support a joint programme for the life of the parliament.	470 47%	42 40%	61 42%	41 53%	114 47%	159 50%	43 50%	3 44%	103 41%
An early second election	225 22%	25 24%	39 27%	17 21%	62 26%	64 20%	13 15%	-	64 26%
Don't know	63 6%	7 6%	4 2%	3 3%	21 9%	16 5%	5 6%	3 46%	10 4%

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 14

Q.5 Putting aside your own party preference, and thinking only about what you've seen or heard about the election campaign so far, generally speaking would you say that the following parties have run a positive or a negative campaign?

Labour

Base: All respondents

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election			Region					NET: Eng- land	NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South		
Unweighted base	1004	475	529	97	145	519	243	423	195	131	255	255	221	45	85	80	269	207	150	93	48	249	265	349	863	911
Weighted base	1004	489	515	123	161	514	206	267	294	210	233	216	213	40	96	79	217	184	135	86	53	253	266	346	865	918
Positive	480 48%	204 42%	276 54%	83 67%	78 49%	231 45%	88 43%	128 48%	137 47%	104 50%	111 48%	53 25%	189 89%	20 52%	24 25%	38 48%	64 30%	147 80%	75 55%	34 40%	36 67%	134 53%	125 47%	151 44%	410 47%	446 49%
Negative	399 40%	231 47%	168 33%	20 16%	63 39%	225 44%	91 44%	120 45%	113 38%	75 36%	91 39%	146 68%	11 5%	16 40%	64 66%	35 45%	139 64%	25 14%	51 38%	38 44%	15 29%	85 34%	111 42%	150 43%	346 40%	361 39%
Don't know	125 12%	55 11%	70 14%	20 16%	19 12%	58 11%	27 13%	19 7%	44 15%	31 15%	31 13%	17 8%	13 6%	3 8%	9 9%	6 7%	14 6%	12 6%	9 7%	14 16%	2 4%	34 13%	29 11%	45 13%	108 13%	111 12%

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 14

Q.5 Putting aside your own party preference, and thinking only about what you've seen or heard about the election campaign so far, generally speaking would you say that the following parties have run a positive or a negative campaign?

Labour

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	All Lab-Con margin als (1+2) above.
Unweighted base	1004	99	139	77	221	340	93	5	238
Weighted base	1004	104	143	78	241	317	86	7	248
Positive	480 48%	61 58%	62 43%	45 57%	129 53%	134 42%	34 40%	4 56%	122 49%
Negative	399 40%	30 28%	64 44%	25 32%	81 34%	148 47%	38 44%	1 19%	93 38%
Don't know	125 12%	14 14%	18 13%	8 11%	31 13%	35 11%	14 16%	2 24%	32 13%

Opinion Poll

CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 15

Q.5 Putting aside your own party preference, and thinking only about what you've seen or heard about the election campaign so far, generally speaking would you say that the following parties have run a positive or a negative campaign?

Conservative

Base: All respondents

	Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election			Region					NET: Eng- land	NET: Eng- land & Wales
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands	South		
Unweighted base	1004	475	529	97	145	519	243	423	195	131	255	255	221	45	85	80	269	207	150	93	48	249	265	349	863	911
Weighted base	1004	489	515	123	161	514	206	267	294	210	233	216	213	40	96	79	217	184	135	86	53	253	266	346	865	918
Positive	438	210	228	53	79	208	99	115	143	103	78	146	67	18	49	12	143	59	50	30	24	99	129	156	385	409
	44%	43%	44%	43%	49%	40%	48%	43%	48%	49%	34%	68%	32%	44%	51%	15%	66%	32%	37%	35%	45%	39%	49%	45%	44%	44%
Negative	447	231	215	46	65	252	84	134	113	76	124	53	133	18	39	61	59	113	75	41	25	126	111	144	380	406
	45%	47%	42%	38%	40%	49%	41%	50%	38%	36%	53%	25%	62%	45%	40%	77%	27%	62%	56%	48%	47%	50%	42%	44%	44%	44%
Don't know	119	47	71	24	17	55	23	18	39	32	30	16	13	4	9	6	15	12	10	15	4	28	26	46	100	104
	12%	10%	14%	19%	11%	11%	11%	7%	13%	15%	13%	8%	6%	10%	9%	8%	7%	6%	7%	17%	8%	11%	10%	13%	12%	11%

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 15

Q.5 Putting aside your own party preference, and thinking only about what you've seen or heard about the election campaign so far, generally speaking would you say that the following parties have run a positive or a negative campaign?

Conservative

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1% in E&W)	Safe Conservative (i.e. Con held>1 5.1% in E&W)	Scotland	Other	All Lab-Con margin als (1+2) above.
Unweighted base	1004	99	139	77	221	340	93	5	238
Weighted base	1004	104	143	78	241	317	86	7	248
Positive	438 44%	53 51%	66 46%	40 51%	87 36%	147 46%	30 35%	4 66%	119 48%
Negative	447 45%	37 36%	60 42%	30 38%	128 53%	136 43%	41 48%	1 10%	98 39%
Don't know	119 12%	14 13%	17 12%	9 11%	26 11%	34 11%	15 17%	2 24%	31 13%

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 16

Q.5 Putting aside your own party preference, and thinking only about what you've seen or heard about the election campaign so far, generally speaking would you say that the following parties have run a positive or a negative campaign?

Liberal Democrat

Base: All respondents

	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election			Region					NET: Eng- land	NET: Eng- land & Wales	
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot- land	Wales	North	Mid- lands			South
Unweighted base	1004	475	529	97	145	519	243	423	195	131	255	255	221	45	85	80	269	207	150	93	48	249	265	349	863	911
Weighted base	1004	489	515	123	161	514	206	267	294	210	233	216	213	40	96	79	217	184	135	86	53	253	266	346	865	918
Positive	385	180	204	55	63	195	72	114	113	75	83	95	84	30	28	29	89	65	79	25	20	86	114	140	340	360
	38%	37%	40%	45%	39%	38%	35%	43%	39%	35%	36%	44%	40%	75%	29%	36%	41%	35%	59%	29%	38%	34%	43%	40%	39%	39%
Negative	437	235	202	34	73	226	104	119	121	90	107	92	102	8	55	38	99	94	44	43	27	118	107	142	366	394
	43%	48%	39%	28%	45%	44%	51%	45%	41%	43%	46%	42%	48%	20%	57%	48%	46%	51%	32%	50%	52%	46%	40%	41%	42%	43%
Don't know	182	73	109	34	25	94	29	34	60	46	43	29	27	2	13	13	30	25	12	18	6	50	45	64	159	164
	18%	15%	21%	28%	16%	18%	14%	13%	20%	22%	18%	13%	13%	5%	13%	16%	14%	14%	9%	21%	10%	20%	17%	18%	18%	

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 16

Q.5 Putting aside your own party preference, and thinking only about what you've seen or heard about the election campaign so far, generally speaking would you say that the following parties have run a positive or a negative campaign?

Liberal Democrat

Base: All respondents

	Constituency category								
	Total	Lab held AND LAB<10 % in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1% in E&W)	Safe Conservative (i.e. Con held>1 5.1% in E&W)	Scotland	Other	All Lab-Con margin als (1+2) above.
Unweighted base	1004	99	139	77	221	340	93	5	238
Weighted base	1004	104	143	78	241	317	86	7	248
Positive	385 38%	46 44%	51 35%	40 52%	77 32%	136 43%	25 29%	1 10%	97 39%
Negative	437 43%	34 33%	60 42%	26 34%	123 51%	133 42%	43 50%	4 66%	94 38%
Don't know	182 18%	24 23%	33 23%	11 14%	40 17%	48 15%	18 21%	2 24%	57 23%

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 17
Q.C/D Voting in May 6th 2010 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Conservative	269 27%	217 22%
Labour	207 21%	184 18%
Liberal Democrat/ Liberal	150 15%	135 13%
Scottish National Party/SNP	15 1%	13 1%
Plaid Cymru	3 *	2 *
Green Party	19 2%	17 2%
UKIP	20 2%	19 2%
BNP	3 *	3 *
Other	5 *	5 1%
Did not vote	239 24%	298 30%
Refused	42 4%	63 6%
Don't know	32 3%	49 5%

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 18
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1004	1004
Weighted base		1004	1004
<u>Gender</u>			
Male		475 47%	489 49%
Female		529 53%	515 51%
<u>Age</u>			
18-24	(21)	97 10%	123 12%
25-34	(29.5)	145 14%	161 16%
35-44	(39.5)	171 17%	191 19%
45-54	(49.5)	192 19%	167 17%
55-64	(59.5)	156 16%	156 16%
65+	(70)	243 24%	206 20%
Average age		48.67	46.66

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 18
Classification
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1004	1004
<u>Social Grade</u>		
AB	423 42%	267 27%
C1	195 19%	294 29%
C2	131 13%	210 21%
DE	255 25%	233 23%
<u>Region</u>		
North	342 34%	339 34%
Midlands	313 31%	319 32%
South	349 35%	346 34%

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 18
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1004	1004
<u>Working status</u>		
Full-time	468 47%	436 43%
Part-time	113 11%	120 12%
Not working but seeking work or temporarily unemployed/sick	37 4%	51 5%
Not working/not seeking work	54 5%	69 7%
Retired	278 28%	252 25%
Student	28 3%	49 5%
Refused	26 3%	28 3%

Opinion Poll
CATI Fieldwork : 24th-26th April 2015

Absolutes/col percents

Table 18
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1004	1004
<u>Tenure</u>		
Own outright	373 37%	326 32%
Own with a mortgage	339 34%	348 35%
Council	64 6%	135 13%
Housing Ass.	48 5%	37 4%
Rented from someone else	124 12%	112 11%
Rent free	5 *	4 *
Refused	51 5%	43 4%