

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 1

Q.1 Have you already cast your vote in the General Election which will be held on Thursday 7th May?/

Did you vote in the General Election held today across the United Kingdom?

Base: All respondents

	Gender		Age							SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
Yes, by post	3855	1804	2051	136	363	578	728	864	1186	1580	964	492	811	354	246	489	379	303	284	210	335	356	562	337
	31%	30%	33%	20%	24%	29%	30%	32%	40%	32%	30%	28%	35%	28%	41%	34%	35%	35%	27%	33%	31%	30%	29%	30%
Yes, in person	8355	4182	4173	530	1107	1391	1671	1858	1798	3348	2241	1234	1516	899	358	952	710	548	763	421	735	840	1362	767
	68%	70%	67%	78%	75%	71%	70%	68%	60%	68%	70%	71%	65%	72%	59%	66%	65%	64%	73%	67%	69%	70%	71%	69%
Yes, by proxy	43	22	21	10	13	3	3	8	6	19	14	3	7	4	3	4	4	4	-	1	2	10	7	4
	*	*	*	1%	1%	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	1%	*	*
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 1

Q.1 Have you already cast your vote in the General Election which will be held on Thursday 7th May?/

Did you vote in the General Election held today across the United Kingdom?

Base: All respondents

	2015 Vote							When Mind Made Up Since the beginning of the year							2010 Vote							Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On poll-ing day	In the last few days	In the last week	In the last month	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Came-ron	Ed Mili-band	
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
Yes, by post	3855	1306	1118	349	575	170	160	25	61	313	562	950	512	427	1030	1394	855	852	145	60	93	20	1986	1206
	31%	33%	30%	31%	34%	27%	26%	31%	4%	22%	48%	44%	33%	31%	32%	34%	31%	33%	38%	29%	29%	33%	33%	30%
Yes, in person	8355	2679	2564	755	1091	459	447	55	1296	1119	610	1210	1043	930	2147	2685	1930	1718	236	144	227	40	4086	2850
	68%	67%	69%	68%	65%	73%	74%	69%	95%	78%	52%	56%	67%	68%	67%	66%	69%	67%	61%	70%	71%	67%	67%	70%
Yes, by proxy	43	11	12	4	6	3	1	-	5	7	3	9	6	3	10	10	3	9	4	1	1	-	20	15
	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	*	*	*	1%	*	*	-	*	*
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 1

**Q.1 Have you already cast your vote in the General Election which will be held on Thursday 7th May?/
Did you vote in the General Election held today across the United Kingdom?**

Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote						Methodology	
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri-vate	Char-ity/ not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249
Yes, by post	3855	1021	1368	1466	1822	1204	829	630	1061	111	3620	200	2276	227	1288	1423	715	335	224	305	395	379	3476
	31%	32%	31%	32%	32%	33%	28%	29%	27%	27%	32%	30%	33%	31%	29%	31%	33%	28%	34%	27%	34%	38%	31%
Yes, in person	8355	2158	3099	3098	3816	2463	2076	1560	2850	294	7790	458	4517	493	3197	3191	1468	835	438	839	758	622	7733
	68%	68%	69%	68%	67%	67%	71%	71%	73%	73%	68%	69%	66%	68%	71%	69%	67%	71%	66%	73%	65%	62%	69%
Yes, by proxy	43	14	13	16	19	13	11	6	18	-	35	8	20	7	16	16	7	6	2	4	6	3	40
	*	*	*	*	*	*	*	*	*	-	*	1%	*	1%	*	*	*	1%	*	*	1%	*	*
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 2
Q.2 Which party did you vote for?
Base: All respondents

	Gender			Age						SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
Conservative	3996	1993	2003	160	391	504	683	922	1336	1913	1055	512	507	173	147	445	298	321	392	140	410	414	834	422
	33%	33%	32%	24%	26%	26%	28%	34%	45%	39%	33%	30%	22%	14%	24%	31%	27%	38%	37%	22%	38%	34%	43%	38%
Labour	3694	1724	1970	279	554	711	770	748	632	1331	971	517	872	273	245	590	428	276	329	224	252	431	431	215
	30%	29%	32%	41%	37%	36%	32%	27%	21%	27%	30%	30%	37%	22%	40%	41%	39%	32%	31%	35%	24%	36%	22%	19%
The UK Independence Party	1672	916	756	57	109	240	367	424	475	465	403	343	456	32	100	187	171	143	172	97	194	117	315	144
	14%	15%	12%	8%	7%	12%	15%	16%	16%	9%	13%	20%	20%	3%	16%	13%	16%	17%	16%	15%	18%	10%	16%	13%
Liberal Democrat	1108	533	575	54	129	170	188	276	291	568	291	120	129	105	50	96	99	50	71	45	105	125	171	191
	9%	9%	9%	8%	9%	9%	8%	10%	10%	11%	9%	7%	6%	8%	8%	7%	9%	6%	7%	7%	10%	10%	9%	17%
The Green Party	632	275	357	70	130	132	127	110	63	250	202	62	117	31	38	69	52	37	38	26	74	76	110	81
	5%	5%	6%	10%	9%	7%	5%	4%	2%	5%	6%	4%	5%	2%	6%	5%	5%	4%	4%	4%	7%	6%	6%	7%
SNP	608	319	289	24	93	120	142	154	75	243	155	84	125	608	-	-	-	-	-	-	-	-	-	-
	5%	5%	5%	4%	6%	6%	6%	6%	3%	5%	5%	5%	5%	48%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	80	40	40	4	13	15	17	17	14	22	24	12	22	-	-	-	-	-	-	80	-	-	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	-	-	-	-	-	-	13%	-	-	-	-
The British National Party	8	5	3	1	3	-	2	2	-	5	-	-	3	-	1	2	1	1	-	-	-	2	1	-
	*	*	*	*	*	-	*	*	-	*	-	-	*	-	*	*	*	*	-	-	-	*	*	-
Another party	100	47	53	3	11	15	29	18	24	38	26	11	24	5	3	10	15	3	11	8	5	7	16	17
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	*	1%	1%	*	1%	1%	2%
Refused	355	156	199	24	50	65	77	59	80	112	92	68	79	30	23	46	29	24	34	12	32	34	53	38
	3%	3%	3%	4%	3%	3%	3%	2%	3%	2%	3%	4%	3%	2%	4%	3%	3%	3%	3%	2%	3%	3%	3%	3%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 2
Q.2 Which party did you vote for?
Base: All respondents

	2015 Vote								When Mind Made Up								2010 Vote								Best PM	
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband		
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071		
Conservative	3996	3996	-	-	-	-	-	-	328	373	353	692	496	372	1382	2932	186	381	59	15	9	8	3896	23		
		33%	100%	-	-	-	-	-	24%	26%	30%	32%	32%	27%	43%	72%	7%	15%	15%	7%	3%	13%	64%	1%		
Labour	3694	-	3694	-	-	-	-	-	401	462	326	636	364	373	1132	275	2032	754	27	45	6	6	266	2934		
		30%	100%	-	-	-	-	-	29%	32%	28%	29%	23%	27%	36%	7%	73%	29%	7%	22%	2%	10%	4%	72%		
The UK Independence Party	1672	-	-	-	1672	-	-	-	197	172	143	296	387	323	154	615	200	262	271	17	6	6	935	225		
		14%	-	-	100%	-	-	-	14%	12%	12%	14%	25%	24%	5%	15%	7%	10%	70%	8%	2%	10%	15%	6%		
Liberal Democrat	1108	-	-	1108	-	-	-	-	169	219	177	213	80	81	169	139	75	749	5	14	7	2	572	233		
		9%	-	-	100%	-	-	-	12%	15%	15%	10%	5%	6%	5%	3%	3%	29%	1%	7%	2%	3%	9%	6%		
The Green Party	632	-	-	-	-	632	-	-	115	95	73	162	81	49	57	45	93	256	7	98	3	2	119	299		
		5%	-	-	-	100%	-	-	8%	7%	6%	7%	5%	4%	2%	1%	3%	10%	2%	48%	1%	3%	2%	7%		
SNP	608	-	-	-	-	-	608	-	32	25	25	75	124	132	195	18	131	91	3	8	288	-	99	235		
		5%	-	-	-	-	100%	-	2%	2%	2%	3%	8%	10%	6%	*	5%	4%	1%	4%	90%	-	2%	6%		
Plaid Cymru	80	-	-	-	-	-	-	80	12	12	13	16	3	9	15	5	15	15	1	-	-	34	22	33		
		1%	-	-	-	-	-	100%	1%	1%	1%	1%	*	1%	*	*	1%	1%	*	-	-	57%	*	1%		
The British National Party	8	-	-	-	-	-	-	-	2	-	-	2	2	-	2	-	1	-	2	1	-	-	3	1		
		*	-	-	-	-	-	-	*	-	-	*	*	-	*	-	*	-	1%	*	-	-	*	*		
Another party	100	-	-	-	-	-	-	-	31	22	17	19	2	4	5	18	16	32	2	4	1	1	37	27		
		1%	-	-	-	-	-	-	2%	2%	1%	1%	*	*	*	*	1%	1%	1%	2%	*	2%	1%	1%		
Refused	355	-	-	-	-	-	-	-	75	59	48	58	22	17	76	42	39	39	8	3	1	1	143	61		
		3%	-	-	-	-	-	-	6%	4%	4%	3%	1%	1%	2%	1%	1%	2%	2%	1%	*	2%	2%	1%		

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 2
Q.2 Which party did you vote for?
Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote						Methodology	
		Al-ready feeling	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Private	Char-ity/not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249
Conservative	3996	1972	1576	448	3339	571	86	561	1362	95	3801	168	2689	195	1055	1271	475	768	448	243	294	249	3747
		33%	62%	35%	59%	16%	3%	26%	35%	23%	33%	25%	39%	27%	23%	27%	22%	65%	67%	21%	25%	25%	33%
Labour	3694	368	1396	1930	628	1571	1495	811	1093	160	3271	372	1836	300	1486	1387	666	235	117	386	315	303	3391
		30%	12%	31%	11%	43%	51%	37%	28%	40%	29%	56%	27%	41%	33%	30%	30%	20%	18%	34%	27%	30%	30%
The UK Independence Party	1672	297	523	852	773	568	331	251	526	31	1635	22	1026	54	577	670	652	82	21	135	88	139	1533
		14%	9%	12%	14%	15%	11%	11%	13%	8%	14%	3%	15%	7%	13%	14%	30%	7%	3%	12%	8%	14%	14%
Liberal Democrat	1108	294	460	354	503	431	174	170	352	38	1062	38	555	57	484	408	110	29	33	241	235	70	1038
		9%	9%	10%	9%	12%	6%	8%	9%	9%	9%	6%	8%	8%	11%	9%	5%	2%	5%	21%	20%	7%	9%
The Green Party	632	91	167	374	120	165	347	129	225	47	594	31	169	65	385	388	116	7	4	43	55	54	578
		5%	3%	4%	2%	4%	12%	6%	6%	12%	5%	5%	2%	9%	9%	8%	5%	1%	1%	4%	5%	5%	5%
SNP	608	53	183	372	66	220	322	140	206	24	591	11	253	25	323	377	73	13	17	29	32	38	570
		5%	2%	4%	1%	6%	11%	6%	5%	6%	5%	2%	4%	3%	7%	8%	3%	1%	3%	3%	3%	4%	5%
Plaid Cymru	80	12	23	45	21	21	38	29	20	-	80	-	39	3	37	28	21	3	2	6	12	8	72
		1%	*	1%	*	1%	1%	1%	1%	-	1%	-	1%	*	1%	1%	1%	*	*	1%	1%	1%	1%
The British National Party	8	3	1	4	4	2	2	1	3	-	7	1	2	1	5	3	1	1	-	1	2	-	8
		*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	*	-	*	*	-	*
Another party	100	15	25	60	34	26	40	23	32	3	97	-	46	5	48	18	9	1	4	17	47	12	88
		1%	*	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	*	*	*	1%	1%	4%	1%	1%
Refused	355	88	126	141	169	105	81	81	110	7	307	23	198	22	101	80	67	37	18	47	79	131	224
		3%	3%	3%	3%	3%	3%	4%	3%	2%	3%	3%	3%	3%	2%	2%	3%	3%	3%	4%	7%	13%	2%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 3

Q.2 Which party did you vote for?**Base: All respondents willing to say who they voted for**

	Gender			Age						SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	11898	5852	6046	652	1433	1907	2325	2671	2910	4835	3127	1661	2255	1227	584	1399	1064	831	1013	620	1040	1172	1878	1070
Conservative	3996	1993	2003	160	391	504	683	922	1336	1913	1055	512	507	173	147	445	298	321	392	140	410	414	834	422
	34%	34%	33%	25%	27%	26%	29%	35%	46%	40%	34%	31%	22%	14%	25%	32%	28%	39%	39%	23%	39%	35%	44%	39%
Labour	3694	1724	1970	279	554	711	770	748	632	1331	971	517	872	273	245	590	428	276	329	224	252	431	431	215
	31%	29%	33%	43%	39%	37%	33%	28%	22%	28%	31%	31%	39%	22%	42%	42%	40%	33%	32%	36%	24%	37%	23%	20%
The UK Independence Party	1672	916	756	57	109	240	367	424	475	465	403	343	456	32	100	187	171	143	172	97	194	117	315	144
	14%	16%	13%	9%	8%	13%	16%	16%	16%	10%	13%	21%	20%	3%	17%	13%	16%	17%	17%	16%	19%	10%	17%	13%
Liberal Democrat	1108	533	575	54	129	170	188	276	291	568	291	120	129	105	50	96	99	50	71	45	105	125	171	191
	9%	9%	10%	8%	9%	9%	8%	10%	10%	12%	9%	7%	6%	9%	9%	7%	9%	6%	7%	7%	10%	11%	9%	18%
The Green Party	632	275	357	70	130	132	127	110	63	250	202	62	117	31	38	69	52	37	38	26	74	76	110	81
	5%	5%	6%	11%	9%	7%	5%	4%	2%	5%	6%	4%	5%	3%	7%	5%	5%	4%	4%	4%	7%	6%	6%	8%
SNP	608	319	289	24	93	120	142	154	75	243	155	84	125	608	-	-	-	-	-	-	-	-	-	-
	5%	5%	5%	4%	6%	6%	6%	6%	3%	5%	5%	5%	6%	50%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	80	40	40	4	13	15	17	17	14	22	24	12	22	-	-	-	-	-	-	80	-	-	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	-	-	-	-	-	-	13%	-	-	-	-
The British National Party	8	5	3	1	3	-	2	2	-	5	-	-	3	-	1	2	1	1	-	-	-	2	1	-
	*	*	*	*	*	-	*	*	-	*	-	-	*	-	*	*	*	*	-	-	-	*	*	-
Another party	100	47	53	3	11	15	29	18	24	38	26	11	24	5	3	10	15	3	11	8	5	7	16	17
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	*	1%	1%	2%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 3

Q.2 Which party did you vote for?**Base: All respondents willing to say who they voted for**

	2015 Vote								When Mind Made Up							2010 Vote							Best PM	
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On poll-ing day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Came-ron	Ed Mili-band
Base	11898	3996	3694	1108	1672	632	608	80	1287	1380	1127	2111	1539	1343	3111	4047	2749	2540	377	202	320	59	5949	4010
Conservative	3996	3996	-	-	-	-	-	-	328	373	353	692	496	372	1382	2932	186	381	59	15	9	8	3896	23
		34%	100%	-	-	-	-	-	25%	27%	31%	33%	32%	28%	44%	72%	7%	15%	16%	7%	3%	14%	65%	1%
Labour	3694	-	3694	-	-	-	-	-	401	462	326	636	364	373	1132	275	2032	754	27	45	6	6	266	2934
		31%	100%	-	-	-	-	-	31%	33%	29%	30%	24%	28%	36%	7%	74%	30%	7%	22%	2%	10%	4%	73%
The UK Independence Party	1672	-	-	-	1672	-	-	-	197	172	143	296	387	323	154	615	200	262	271	17	6	6	935	225
		14%	-	-	100%	-	-	-	15%	12%	13%	14%	25%	24%	5%	15%	7%	10%	72%	8%	2%	10%	16%	6%
Liberal Democrat	1108	-	-	1108	-	-	-	-	169	219	177	213	80	81	169	139	75	749	5	14	7	2	572	233
		9%	-	100%	-	-	-	-	13%	16%	16%	10%	5%	6%	5%	3%	3%	29%	1%	7%	2%	3%	10%	6%
The Green Party	632	-	-	-	-	632	-	-	115	95	73	162	81	49	57	45	93	256	7	98	3	2	119	299
		5%	-	-	-	100%	-	-	9%	7%	6%	8%	5%	4%	2%	1%	3%	10%	2%	49%	1%	3%	2%	7%
SNP	608	-	-	-	-	-	608	-	32	25	25	75	124	132	195	18	131	91	3	8	288	-	99	235
		5%	-	-	-	-	100%	-	2%	2%	2%	4%	8%	10%	6%	*	5%	4%	1%	4%	90%	-	2%	6%
Plaid Cymru	80	-	-	-	-	-	-	80	12	12	13	16	3	9	15	5	15	15	1	-	-	34	22	33
		1%	-	-	-	-	-	100%	1%	1%	1%	1%	*	1%	*	*	1%	1%	*	-	-	58%	*	1%
The British National Party	8	-	-	-	-	-	-	-	2	-	-	2	2	-	2	-	1	-	2	1	-	-	3	1
		*	-	-	-	-	-	-	*	-	-	*	*	-	*	-	*	-	1%	*	-	-	*	*
Another party	100	-	-	-	-	-	-	-	31	22	17	19	2	4	5	18	16	32	2	4	1	1	37	27
		1%	-	-	-	-	-	-	2%	2%	2%	1%	*	*	*	*	1%	1%	1%	2%	*	2%	1%	1%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 3

Q.2 Which party did you vote for?**Base: All respondents willing to say who they voted for**

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote						Methodology		
		Al-ready feeling	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Private	Char-ity/not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online	
Base	11898	3105	4354	4439	5488	3575	2835	2115	3819	398	11138	643	6615	705	4400	4550	2123	1139	646	1101	1080	873	11025	
Conservative	3996	1972	1576	448	3339	571	86	561	1362	95	3801	168	2689	195	1055	1271	475	768	448	243	294	249	3747	
		34%	64%	36%	10%	61%	16%	3%	27%	36%	24%	34%	26%	41%	28%	24%	28%	22%	67%	69%	22%	27%	29%	34%
Labour	3694	368	1396	1930	628	1571	1495	811	1093	160	3271	372	1836	300	1486	1387	666	235	117	386	315	303	3391	
		31%	12%	32%	43%	11%	44%	53%	38%	29%	40%	29%	58%	28%	43%	34%	30%	31%	21%	18%	35%	29%	35%	31%
The UK Independence Party	1672	297	523	852	773	568	331	251	526	31	1635	22	1026	54	577	670	652	82	21	135	88	139	1533	
		14%	10%	12%	19%	14%	16%	12%	12%	14%	8%	15%	3%	16%	8%	13%	15%	31%	7%	3%	12%	8%	16%	14%
Liberal Democrat	1108	294	460	354	503	431	174	170	352	38	1062	38	555	57	484	408	110	29	33	241	235	70	1038	
		9%	9%	11%	8%	9%	12%	6%	8%	9%	10%	10%	6%	8%	8%	11%	9%	5%	3%	5%	22%	22%	8%	9%
The Green Party	632	91	167	374	120	165	347	129	225	47	594	31	169	65	385	388	116	7	4	43	55	54	578	
		5%	3%	4%	8%	2%	5%	12%	6%	6%	12%	5%	5%	3%	9%	9%	9%	5%	1%	1%	4%	5%	6%	5%
SNP	608	53	183	372	66	220	322	140	206	24	591	11	253	25	323	377	73	13	17	29	32	38	570	
		5%	2%	4%	8%	1%	6%	11%	7%	5%	6%	5%	2%	4%	4%	7%	8%	3%	1%	3%	3%	3%	4%	5%
Plaid Cymru	80	12	23	45	21	21	38	29	20	-	80	-	39	3	37	28	21	3	2	6	12	8	72	
		1%	*	1%	1%	*	1%	1%	1%	-	1%	-	1%	*	1%	1%	1%	*	*	1%	1%	1%	1%	
The British National Party	8	3	1	4	4	2	2	1	3	-	7	1	2	1	5	3	1	1	-	1	2	-	8	
		*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	*	-	*	*	-	*	
Another party	100	15	25	60	34	26	40	23	32	3	97	-	46	5	48	18	9	1	4	17	47	12	88	
		1%	*	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	*	*	*	1%	2%	4%	1%	1%	

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 4

Q.3 When did you finally decide which party to vote for?**Base: All respondents**

	Gender			Age						SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
On polling day	1362	606	756	109	282	295	280	244	152	492	416	195	255	105	63	147	115	87	142	82	120	148	236	117
	11%	10%	12%	16%	19%	15%	12%	9%	5%	10%	13%	11%	11%	8%	10%	10%	11%	10%	14%	13%	11%	12%	12%	11%
In the last few days	1439	622	817	136	227	282	274	267	253	599	404	191	243	117	79	159	135	106	128	70	128	154	215	148
	12%	10%	13%	20%	15%	14%	11%	10%	8%	12%	13%	11%	10%	9%	13%	11%	12%	12%	12%	11%	12%	13%	11%	13%
In the last week	1175	493	682	81	171	227	224	233	239	494	297	156	225	86	67	150	130	69	90	68	100	106	188	121
	10%	8%	11%	12%	12%	12%	9%	9%	8%	10%	9%	9%	10%	7%	11%	10%	12%	8%	9%	11%	9%	9%	10%	11%
In the last month	2169	970	1199	141	252	376	440	479	481	914	560	294	399	200	106	273	209	146	198	117	165	210	324	221
	18%	16%	19%	21%	17%	19%	18%	18%	16%	18%	17%	17%	17%	16%	17%	19%	19%	17%	19%	19%	15%	17%	17%	20%
Since the beginning of the year	1561	867	694	64	162	227	299	347	462	625	408	229	298	209	76	168	140	134	132	77	145	138	215	127
	13%	14%	11%	9%	11%	12%	12%	13%	15%	13%	13%	13%	13%	17%	13%	12%	13%	16%	13%	12%	14%	11%	11%	11%
Longer than a year ago	1360	840	520	50	123	175	244	362	406	583	302	226	245	182	64	140	109	94	99	67	137	130	222	116
	11%	14%	8%	7%	8%	9%	10%	13%	14%	12%	9%	13%	10%	14%	11%	10%	10%	11%	9%	11%	13%	11%	11%	10%
I have always known how I would end up voting	3187	1610	1577	95	266	390	641	798	997	1240	832	438	669	358	152	408	255	219	258	151	277	320	531	258
	26%	27%	25%	14%	18%	20%	27%	29%	33%	25%	26%	25%	29%	28%	25%	28%	23%	26%	25%	24%	26%	27%	27%	23%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 4

Q.3 When did you finally decide which party to vote for?**Base: All respondents**

	2015 Vote								When Mind Made Up							2010 Vote						Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
On polling day	1362	328	401	169	197	115	32	12	1362	-	-	-	-	-	-	310	274	379	41	22	3	8	638	393
	11%	8%	11%	15%	12%	18%	5%	15%	100%	-	-	-	-	-	-	8%	10%	15%	11%	11%	1%	13%	10%	10%
In the last few days	1439	373	462	219	172	95	25	12	-	1439	-	-	-	-	-	384	270	396	25	30	8	9	678	450
	12%	9%	13%	20%	10%	15%	4%	15%	-	100%	-	-	-	-	-	9%	10%	15%	6%	15%	2%	15%	11%	11%
In the last week	1175	353	326	177	143	73	25	13	-	-	1175	-	-	-	-	343	230	335	37	22	10	3	593	349
	10%	9%	9%	16%	9%	12%	4%	16%	-	-	100%	-	-	-	-	8%	8%	13%	10%	11%	3%	5%	10%	9%
In the last month	2169	692	636	213	296	162	75	16	-	-	-	2169	-	-	-	682	416	579	63	48	24	11	1078	698
	18%	17%	17%	19%	18%	26%	12%	20%	-	-	-	100%	-	-	-	17%	15%	22%	16%	23%	7%	18%	18%	17%
Since the beginning of the year	1561	496	364	80	387	81	124	3	-	-	-	-	1561	-	-	580	320	334	49	25	33	4	812	512
	13%	12%	10%	7%	23%	13%	20%	4%	-	-	-	-	100%	-	-	14%	11%	13%	13%	12%	10%	7%	13%	13%
Longer than a year ago	1360	372	373	81	323	49	132	9	-	-	-	-	-	1360	-	461	295	262	94	28	75	9	663	481
	11%	9%	10%	7%	19%	8%	22%	11%	-	-	-	-	-	100%	-	11%	11%	10%	24%	14%	23%	15%	11%	12%
I have always known how I would end up voting	3187	1382	1132	169	154	57	195	15	-	-	-	-	-	-	3187	1329	983	294	76	30	168	16	1630	1188
	26%	35%	31%	15%	9%	9%	32%	19%	-	-	-	-	-	-	100%	33%	35%	11%	20%	15%	52%	27%	27%	29%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 4

Q.3 When did you finally decide which party to vote for?**Base: All respondents**

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote						Methodology	
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri-vate	Char-ity/ not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249
On polling day	1362	295	527	540	590	455	317	346	486	57	1225	108	678	98	556	341	264	133	52	289	221	103	1259
	11%	9%	12%	12%	10%	12%	11%	16%	12%	14%	11%	16%	10%	13%	12%	7%	12%	11%	8%	25%	19%	10%	11%
In the last few days	1439	301	602	536	640	498	301	315	498	43	1311	103	721	90	584	406	323	135	70	257	209	106	1333
	12%	9%	13%	12%	11%	14%	10%	14%	13%	11%	11%	15%	11%	12%	13%	9%	15%	11%	11%	22%	18%	11%	12%
In the last week	1175	279	480	416	522	420	233	213	382	42	1079	77	632	77	439	374	240	119	55	151	189	99	1076
	10%	9%	11%	9%	9%	11%	8%	10%	10%	10%	9%	12%	9%	11%	10%	8%	11%	10%	8%	13%	16%	10%	10%
In the last month	2169	525	874	770	975	707	487	409	694	81	2050	105	1170	136	827	804	480	201	119	246	232	166	2003
	18%	16%	20%	17%	17%	19%	17%	19%	18%	20%	18%	16%	17%	19%	18%	17%	22%	17%	18%	21%	20%	17%	18%
Since the beginning of the year	1561	422	535	604	759	442	360	239	513	34	1461	85	903	84	555	674	338	189	110	77	99	110	1451
	13%	13%	12%	13%	13%	12%	12%	11%	13%	8%	13%	13%	13%	12%	12%	15%	15%	16%	17%	7%	9%	11%	13%
Longer than a year ago	1360	352	433	575	611	355	394	196	422	44	1283	65	756	80	504	729	246	93	87	57	62	101	1259
	11%	11%	10%	13%	11%	10%	14%	9%	11%	11%	11%	10%	11%	11%	11%	16%	11%	8%	13%	5%	5%	10%	11%
I have always known how I would end up voting	3187	1019	1029	1139	1560	803	824	478	934	104	3036	123	1953	162	1036	1302	299	306	171	71	147	319	2868
	26%	32%	23%	25%	28%	22%	28%	22%	24%	26%	27%	18%	29%	22%	23%	28%	14%	26%	26%	6%	13%	32%	25%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 5

Q.4 Which party did you vote for in the previous general election, held in 2010?**Base: All respondents**

	Gender			Age						SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
Conservative	4089	2125	1964	57	341	511	742	999	1439	1903	1054	559	563	189	155	453	300	325	408	157	445	402	835	420
	33%	35%	31%	8%	23%	26%	31%	37%	48%	38%	33%	32%	24%	15%	26%	31%	27%	38%	39%	25%	42%	33%	43%	38%
Labour	2788	1372	1416	77	364	532	645	637	533	990	685	435	675	326	181	444	303	194	230	191	186	313	273	147
	23%	23%	23%	11%	25%	27%	27%	23%	18%	20%	21%	25%	29%	26%	30%	31%	28%	23%	22%	30%	17%	26%	14%	13%
Liberal Democrat	2579	1239	1340	60	365	463	486	579	626	1198	681	289	410	222	147	264	252	176	188	104	226	259	411	330
	21%	21%	21%	9%	25%	23%	20%	21%	21%	24%	21%	17%	18%	18%	24%	18%	23%	21%	18%	16%	21%	21%	21%	30%
The UK Independence Party	385	206	179	4	24	47	85	117	108	89	87	84	125	10	23	34	41	31	31	11	53	28	86	37
	3%	3%	3%	1%	2%	2%	4%	4%	4%	2%	3%	5%	5%	1%	4%	2%	4%	4%	3%	2%	5%	2%	4%	3%
SNP	321	184	137	7	33	55	72	98	56	126	69	53	73	321	-	-	-	-	-	-	-	-	-	-
	3%	3%	2%	1%	2%	3%	3%	4%	2%	3%	2%	3%	3%	26%	-	-	-	-	-	-	-	-	-	-
The Green Party	205	87	118	11	32	45	43	46	28	85	57	27	35	19	5	18	23	8	11	6	23	32	39	21
	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%	3%	2%	2%
The British National Party	71	45	26	3	13	11	14	17	13	15	15	11	30	1	4	9	14	7	5	1	7	11	10	2
	1%	1%	*	*	1%	1%	1%	1%	*	*	*	1%	1%	*	1%	1%	1%	1%	*	*	1%	1%	1%	*
Plaid Cymru	60	31	29	-	6	9	17	12	16	20	19	14	7	-	-	-	-	-	-	60	-	-	-	-
	*	1%	*	-	*	*	1%	*	1%	*	1%	1%	*	-	-	-	-	-	-	9%	-	-	-	-
Another party	69	44	25	3	4	13	17	15	17	27	21	9	12	7	1	7	5	4	18	3	4	5	8	7
	1%	1%	*	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	*	*	2%	*	*	*	*	1%
Did not Vote in the 2010 Election	1324	546	778	434	239	211	188	150	102	381	431	191	318	131	73	172	128	86	121	72	87	120	219	115
	11%	9%	12%	64%	16%	11%	8%	5%	3%	8%	13%	11%	14%	10%	12%	12%	12%	10%	12%	11%	8%	10%	11%	10%
Can't remember	192	48	144	10	45	41	45	32	19	56	59	26	48	18	8	21	16	10	18	20	23	26	20	12
	2%	1%	2%	1%	3%	2%	2%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	3%	2%	2%	1%	1%
Refused	170	81	89	10	17	34	48	28	33	57	41	31	38	13	10	23	11	14	17	7	18	10	30	17
	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 5

Q.4 Which party did you vote for in the previous general election, held in 2010?**Base: All respondents**

	2015 Vote							When Mind Made Up							2010 Vote							Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
Conservative	4089	2932	275	139	615	45	18	5	310	384	343	682	580	461	1329	4089	-	-	-	-	-	-	3612	222
	33%	73%	7%	13%	37%	7%	3%	6%	23%	27%	29%	31%	37%	34%	42%	100%	-	-	-	-	-	-	59%	5%
Labour	2788	186	2032	75	200	93	131	15	274	270	230	416	320	295	983	-	2788	-	-	-	-	-	398	1963
	23%	5%	55%	7%	12%	15%	22%	19%	20%	19%	20%	19%	20%	22%	31%	-	100%	-	-	-	-	-	7%	48%
Liberal Democrat	2579	381	754	749	262	256	91	15	379	396	335	579	334	262	294	-	-	2579	-	-	-	-	985	1001
	21%	10%	20%	68%	16%	41%	15%	19%	28%	28%	29%	27%	21%	19%	9%	-	-	100%	-	-	-	-	16%	25%
The UK Independence Party	385	59	27	5	271	7	3	1	41	25	37	63	49	94	76	-	-	-	385	-	-	-	207	58
	3%	1%	1%	*	16%	1%	*	1%	3%	2%	3%	3%	3%	7%	2%	-	-	-	100%	-	-	-	3%	1%
SNP	321	9	6	7	6	3	288	-	3	8	10	24	33	75	168	-	-	-	-	-	321	-	70	101
	3%	*	*	1%	*	*	47%	-	*	1%	1%	1%	2%	6%	5%	-	-	-	-	-	100%	-	1%	2%
The Green Party	205	15	45	14	17	98	8	-	22	30	22	48	25	28	30	-	-	-	-	205	-	-	45	88
	2%	*	1%	1%	1%	16%	1%	-	2%	2%	2%	2%	2%	2%	1%	-	-	-	-	100%	-	-	1%	2%
The British National Party	71	4	9	-	50	2	-	-	7	6	7	10	15	13	13	-	-	-	-	-	-	-	29	12
	1%	*	*	-	3%	*	-	-	1%	*	1%	*	1%	1%	*	-	-	-	-	-	-	-	*	*
Plaid Cymru	60	8	6	2	6	2	-	34	8	9	3	11	4	9	16	-	-	-	-	-	-	60	23	21
	*	*	*	*	*	*	-	43%	1%	1%	*	1%	*	1%	1%	-	-	-	-	-	-	100%	*	1%
Another party	69	18	15	2	16	5	2	-	13	11	6	14	11	6	8	-	-	-	-	-	-	-	32	20
	1%	*	*	*	1%	1%	*	-	1%	1%	1%	1%	1%	*	*	-	-	-	-	-	-	-	1%	*
Did not Vote in the 2010 Election	1324	330	471	100	196	107	63	7	227	238	134	254	170	102	199	-	-	-	-	-	-	-	527	523
	11%	8%	13%	9%	12%	17%	10%	9%	17%	17%	11%	12%	11%	8%	6%	-	-	-	-	-	-	-	9%	13%
Can't remember	192	47	45	14	29	12	4	3	51	39	24	42	11	8	17	-	-	-	-	-	-	-	97	40
	2%	1%	1%	1%	2%	2%	1%	4%	4%	3%	2%	2%	1%	1%	1%	-	-	-	-	-	-	-	2%	1%
Refused	170	7	9	1	4	2	-	-	27	23	24	26	9	7	54	-	-	-	-	-	-	-	67	22
	1%	*	*	*	*	*	-	-	2%	2%	2%	1%	1%	1%	2%	-	-	-	-	-	-	-	1%	1%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 5

Q.4 Which party did you vote for in the previous general election, held in 2010?**Base: All respondents**

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote					Methodology		
		Al-ready feeling	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Private	Char-ity/not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249
Conservative	4089	1796	1528	765	3107	769	213	556	1368	92	3920	136	2816	200	1024	1464	623	553	368	286	308	268	3821
		33%	56%	34%	17%	55%	21%	7%	25%	35%	23%	34%	20%	41%	28%	23%	32%	28%	47%	55%	25%	27%	34%
Labour	2788	350	997	1441	566	1108	1114	611	838	115	2509	251	1510	198	1035	1060	475	205	92	178	236	277	2511
		23%	11%	22%	31%	10%	30%	38%	28%	21%	28%	22%	38%	22%	27%	23%	23%	22%	17%	14%	16%	20%	28%
Liberal Democrat	2579	526	942	1111	919	934	726	488	838	106	2443	110	1255	145	1144	1030	470	180	98	383	344	164	2415
		21%	16%	21%	24%	16%	25%	25%	22%	21%	26%	21%	17%	18%	20%	25%	22%	21%	15%	15%	33%	30%	16%
The UK Independence Party	385	77	114	194	175	119	91	60	116	8	378	3	232	19	129	146	128	24	9	43	20	27	358
		3%	2%	3%	4%	3%	3%	3%	3%	2%	3%	*	3%	3%	3%	3%	6%	2%	1%	4%	2%	3%	3%
SNP	321	30	97	194	56	111	154	74	99	10	317	4	143	12	164	182	31	8	11	13	16	19	302
		3%	1%	2%	4%	1%	3%	5%	3%	3%	2%	3%	1%	2%	2%	4%	4%	1%	1%	2%	1%	1%	2%
The Green Party	205	36	53	116	52	53	100	53	69	18	192	10	67	19	114	94	25	6	4	37	26	16	189
		2%	1%	1%	3%	1%	1%	3%	2%	2%	4%	2%	2%	1%	3%	3%	1%	1%	1%	3%	2%	2%	2%
The British National Party	71	16	15	40	27	23	21	8	29	-	70	1	37	2	31	29	17	7	3	6	7	-	71
		1%	1%	*	1%	*	1%	*	1%	-	1%	*	1%	*	1%	1%	1%	1%	*	1%	1%	-	1%
Plaid Cymru	60	7	20	33	21	16	23	23	14	-	60	-	38	3	19	25	13	3	1	6	6	4	56
		*	*	1%	*	*	1%	1%	*	-	1%	-	1%	*	*	1%	1%	*	*	1%	1%	*	*
Another party	69	12	23	34	30	13	26	10	26	-	67	-	23	3	41	25	12	2	6	11	10	7	62
		1%	*	1%	1%	*	1%	*	1%	-	1%	-	*	*	1%	1%	1%	*	1%	1%	1%	1%	1%
Did not Vote in the 2010 Election	1324	250	553	521	546	422	356	234	406	50	1181	129	518	104	671	486	321	151	51	139	116	140	1184
		11%	8%	12%	11%	10%	12%	11%	10%	12%	10%	19%	8%	14%	15%	10%	15%	13%	8%	12%	10%	14%	11%
Can't remember	192	49	72	71	77	55	60	43	68	2	170	14	81	14	86	46	38	19	13	34	38	34	158
		2%	2%	2%	1%	1%	2%	2%	2%	*	1%	2%	1%	2%	2%	1%	2%	2%	2%	3%	3%	3%	1%
Refused	170	44	66	60	81	57	32	36	58	4	138	8	93	8	43	43	37	18	8	12	32	48	122
		1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	3%	5%	1%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 6

Q.4 Which party did you vote for in the previous general election, held in 2010?**Base: All respondents who gave a party**

	Gender			Age						SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	10567	5333	5234	222	1182	1686	2121	2520	2836	4453	2688	1481	1930	1095	516	1229	938	745	891	533	944	1050	1662	964
Conservative	4089	2125	1964	57	341	511	742	999	1439	1903	1054	559	563	189	155	453	300	325	408	157	445	402	835	420
	39%	40%	38%	26%	29%	30%	35%	40%	51%	43%	39%	38%	29%	17%	30%	37%	32%	44%	46%	29%	47%	38%	50%	44%
Labour	2788	1372	1416	77	364	532	645	637	533	990	685	435	675	326	181	444	303	194	230	191	186	313	273	147
	26%	26%	27%	35%	31%	32%	30%	25%	19%	22%	25%	29%	35%	30%	35%	36%	32%	26%	26%	36%	20%	30%	16%	15%
Liberal Democrat	2579	1239	1340	60	365	463	486	579	626	1198	681	289	410	222	147	264	252	176	188	104	226	259	411	330
	24%	23%	26%	27%	31%	27%	23%	23%	22%	27%	25%	20%	21%	20%	28%	21%	27%	24%	21%	20%	24%	25%	25%	34%
The UK Independence Party	385	206	179	4	24	47	85	117	108	89	87	84	125	10	23	34	41	31	31	11	53	28	86	37
	4%	4%	3%	2%	2%	3%	4%	5%	4%	2%	3%	6%	6%	1%	4%	3%	4%	4%	3%	2%	6%	3%	5%	4%
SNP	321	184	137	7	33	55	72	98	56	126	69	53	73	321	-	-	-	-	-	-	-	-	-	-
	3%	3%	3%	3%	3%	3%	3%	4%	2%	3%	3%	4%	4%	29%	-	-	-	-	-	-	-	-	-	-
The Green Party	205	87	118	11	32	45	43	46	28	85	57	27	35	19	5	18	23	8	11	6	23	32	39	21
	2%	2%	2%	5%	3%	3%	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	2%	1%	1%	1%	2%	3%	2%	2%
The British National Party	71	45	26	3	13	11	14	17	13	15	15	11	30	1	4	9	14	7	5	1	7	11	10	2
	1%	1%	*	1%	1%	1%	1%	1%	*	*	1%	1%	2%	*	1%	1%	1%	1%	1%	*	1%	1%	1%	*
Plaid Cymru	60	31	29	-	6	9	17	12	16	20	19	14	7	-	-	-	-	-	-	60	-	-	-	-
	1%	1%	1%	-	1%	1%	1%	*	1%	*	1%	1%	*	-	-	-	-	-	-	11%	-	-	-	-
Another party	69	44	25	3	4	13	17	15	17	27	21	9	12	7	1	7	5	4	18	3	4	5	8	7
	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	2%	1%	*	*	*	1%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 6

Q.4 Which party did you vote for in the previous general election, held in 2010?**Base: All respondents who gave a party**

	2015 Vote							When Mind Made Up							2010 Vote							Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On poll-ing day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Came-ron	Ed Mili-band
Base	10567	3612	3169	993	1443	511	541	70	1057	1139	993	1847	1371	1243	2917	4089	2788	2579	385	205	321	60	5401	3486
Conservative	4089	2932	275	139	615	45	18	5	310	384	343	682	580	461	1329	4089	-	-	-	-	-	-	3612	222
	39%	81%	9%	14%	43%	9%	3%	7%	29%	34%	35%	37%	42%	37%	46%	100%	-	-	-	-	-	-	67%	6%
Labour	2788	186	2032	75	200	93	131	15	274	270	230	416	320	295	983	-	2788	-	-	-	-	-	398	1963
	26%	5%	64%	8%	14%	18%	24%	21%	26%	24%	23%	23%	23%	24%	34%	-	100%	-	-	-	-	-	7%	56%
Liberal Democrat	2579	381	754	749	262	256	91	15	379	396	335	579	334	262	294	-	-	2579	-	-	-	-	985	1001
	24%	11%	24%	75%	18%	50%	17%	21%	36%	35%	34%	31%	24%	21%	10%	-	-	100%	-	-	-	-	18%	29%
The UK Independence Party	385	59	27	5	271	7	3	1	41	25	37	63	49	94	76	-	-	-	385	-	-	-	207	58
	4%	2%	1%	1%	19%	1%	1%	1%	4%	2%	4%	3%	4%	8%	3%	-	-	-	100%	-	-	-	4%	2%
SNP	321	9	6	7	6	3	288	-	3	8	10	24	33	75	168	-	-	-	-	-	321	-	70	101
	3%	*	*	1%	*	1%	53%	-	*	1%	1%	1%	2%	6%	6%	-	-	-	-	-	100%	-	1%	3%
The Green Party	205	15	45	14	17	98	8	-	22	30	22	48	25	28	30	-	-	-	-	205	-	-	45	88
	2%	*	1%	1%	1%	19%	1%	-	2%	3%	2%	3%	2%	2%	1%	-	-	-	-	100%	-	-	1%	3%
The British National Party	71	4	9	-	50	2	-	-	7	6	7	10	15	13	13	-	-	-	-	-	-	-	29	12
	1%	*	*	-	3%	*	-	-	1%	1%	1%	1%	1%	1%	*	-	-	-	-	-	-	-	1%	*
Plaid Cymru	60	8	6	2	6	2	-	34	8	9	3	11	4	9	16	-	-	-	-	-	-	60	23	21
	1%	*	*	*	*	*	-	49%	1%	1%	*	1%	*	1%	1%	-	-	-	-	-	-	100%	*	1%
Another party	69	18	15	2	16	5	2	-	13	11	6	14	11	6	8	-	-	-	-	-	-	-	32	20
	1%	*	*	*	1%	1%	*	-	1%	1%	1%	1%	1%	*	*	-	-	-	-	-	-	-	1%	1%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 6

Q.4 Which party did you vote for in the previous general election, held in 2010?**Base: All respondents who gave a party**

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote						Methodology		
		Al-ready feeling	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Private	Char-ity/not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online	
Base	10567	2850	3789	3928	4953	3146	2468	1883	3397	349	9956	515	6121	601	3701	4055	1794	988	592	963	973	782	9785	
Conservative	4089	1796	1528	765	3107	769	213	556	1368	92	3920	136	2816	200	1024	1464	623	553	368	286	308	268	3821	
		39%	63%	40%	19%	63%	24%	9%	30%	40%	26%	39%	26%	46%	33%	28%	36%	35%	56%	62%	30%	32%	34%	39%
Labour	2788	350	997	1441	566	1108	1114	611	838	115	2509	251	1510	198	1035	1060	475	205	92	178	236	277	2511	
		26%	12%	26%	37%	11%	35%	45%	32%	25%	33%	25%	49%	25%	33%	28%	26%	26%	21%	16%	18%	24%	35%	26%
Liberal Democrat	2579	526	942	1111	919	934	726	488	838	106	2443	110	1255	145	1144	1030	470	180	98	383	344	164	2415	
		24%	18%	25%	28%	19%	30%	29%	26%	25%	30%	25%	21%	21%	24%	31%	25%	26%	18%	17%	40%	35%	21%	25%
The UK Independence Party	385	77	114	194	175	119	91	60	116	8	378	3	232	19	129	146	128	24	9	43	20	27	358	
		4%	3%	3%	5%	4%	4%	4%	3%	3%	2%	4%	1%	4%	3%	3%	4%	7%	2%	2%	4%	2%	3%	4%
SNP	321	30	97	194	56	111	154	74	99	10	317	4	143	12	164	182	31	8	11	13	16	19	302	
		3%	1%	3%	5%	1%	4%	6%	4%	3%	3%	3%	1%	2%	2%	4%	4%	2%	1%	2%	1%	2%	2%	3%
The Green Party	205	36	53	116	52	53	100	53	69	18	192	10	67	19	114	94	25	6	4	37	26	16	189	
		2%	1%	1%	3%	1%	2%	4%	3%	2%	5%	2%	2%	1%	3%	3%	2%	1%	1%	1%	4%	3%	2%	2%
The British National Party	71	16	15	40	27	23	21	8	29	-	70	1	37	2	31	29	17	7	3	6	7	-	71	
		1%	1%	*	1%	1%	1%	*	1%	-	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	-	1%
Plaid Cymru	60	7	20	33	21	16	23	23	14	-	60	-	38	3	19	25	13	3	1	6	6	4	56	
		1%	*	1%	1%	*	1%	1%	*	-	1%	-	1%	*	1%	1%	1%	*	*	1%	1%	1%	1%	1%
Another party	69	12	23	34	30	13	26	10	26	-	67	-	23	3	41	25	12	2	6	11	10	7	62	
		1%	*	1%	1%	*	1%	1%	1%	-	1%	-	*	*	1%	1%	1%	*	1%	1%	1%	1%	1%	1%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 7
Q.5 Which party have you usually voted for in previous general elections?
Base: All respondents

	Gender			Age						SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
Labour	4013	1971	2042	87	475	803	900	940	808	1427	968	649	965	436	268	595	440	271	351	256	282	428	436	250
	33%	33%	33%	13%	32%	41%	37%	34%	27%	29%	30%	38%	41%	35%	44%	41%	40%	32%	34%	41%	26%	35%	23%	23%
Conservative	3981	2098	1883	54	286	440	714	1013	1474	1823	1061	537	553	203	160	406	296	314	385	169	429	362	853	404
	32%	35%	30%	8%	19%	22%	30%	37%	49%	37%	33%	31%	24%	16%	26%	28%	27%	37%	37%	27%	40%	30%	44%	36%
Liberal Democrat	1464	703	761	29	205	234	281	344	371	724	376	145	218	139	64	148	130	85	94	40	136	156	261	211
	12%	12%	12%	4%	14%	12%	12%	13%	12%	15%	12%	8%	9%	11%	11%	10%	12%	10%	9%	6%	13%	13%	14%	19%
SNP	251	138	113	5	33	42	59	75	37	91	57	39	64	251	-	-	-	-	-	-	-	-	-	-
	2%	2%	2%	1%	2%	2%	2%	3%	1%	2%	2%	2%	3%	20%	-	-	-	-	-	-	-	-	-	-
The Green Party	149	56	93	14	31	39	26	23	16	57	36	21	35	16	6	13	10	5	11	5	21	19	23	20
	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%
The UK Independence Party	138	70	68	7	17	26	34	29	25	31	29	32	46	7	1	14	15	14	11	4	17	9	31	15
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	*	1%	1%	2%	1%	1%	2%	1%	2%	1%
Plaid Cymru	44	23	21	-	6	8	12	7	11	17	12	10	5	-	-	-	-	-	-	44	-	-	-	-
	*	*	*	-	*	*	*	*	*	*	*	1%	*	-	-	-	-	-	-	7%	-	-	-	-
The British National Party	37	18	19	-	11	6	9	9	2	6	7	4	20	1	4	6	6	6	3	1	2	3	2	3
	*	*	*	-	1%	*	*	*	*	*	*	*	1%	*	1%	*	1%	1%	*	*	*	*	*	*
Another party	48	27	21	2	5	8	13	11	9	18	14	3	13	5	1	4	3	5	9	2	2	5	7	5
	*	*	*	*	*	*	1%	*	*	*	*	*	1%	*	*	*	*	1%	1%	*	*	*	*	*
I've voted for different parties and have not usually voted one way	1037	460	577	26	150	204	239	234	184	424	277	122	209	99	39	117	91	84	89	58	98	98	156	108
	8%	8%	9%	4%	10%	10%	10%	9%	6%	9%	9%	7%	9%	8%	6%	8%	8%	10%	9%	9%	9%	8%	8%	10%
Have not voted in previous elections	906	358	548	439	242	122	65	18	20	271	336	128	167	84	54	122	91	57	75	42	65	112	129	75
	7%	6%	9%	65%	16%	6%	3%	1%	1%	5%	10%	7%	7%	7%	9%	8%	8%	7%	7%	7%	6%	9%	7%	7%
Refused	185	86	99	13	22	40	50	27	33	58	46	39	39	16	10	20	11	14	19	11	20	14	33	17
	2%	1%	2%	2%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 7

Q.5 Which party have you usually voted for in previous general elections?**Base: All respondents**

	2015 Vote							When Mind Made Up							2010 Vote							Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
Labour	4013	367	2515	202	410	184	218	29	424	454	346	688	517	447	1137	284	2495	682	77	55	56	7	702	2596
	33%	9%	68%	18%	25%	29%	36%	36%	31%	32%	29%	32%	33%	33%	36%	7%	89%	26%	20%	27%	17%	12%	12%	64%
Conservative	3981	2803	201	182	675	41	20	7	312	352	312	633	556	469	1347	3305	61	275	101	9	17	4	3562	167
	32%	70%	5%	16%	40%	6%	3%	9%	23%	24%	27%	29%	36%	34%	42%	81%	2%	11%	26%	4%	5%	7%	58%	4%
Liberal Democrat	1464	269	307	500	144	155	45	6	221	217	181	305	186	150	204	119	59	1157	28	15	10	2	646	455
	12%	7%	8%	45%	9%	25%	7%	8%	16%	15%	15%	14%	12%	11%	6%	3%	2%	45%	7%	7%	3%	3%	11%	11%
SNP	251	5	9	3	6	2	223	-	5	8	12	17	18	42	149	2	10	4	1	1	219	-	53	79
	2%	*	*	*	*	*	37%	-	*	1%	1%	1%	1%	3%	5%	*	*	*	*	*	68%	-	1%	2%
The Green Party	149	12	22	13	11	81	7	-	21	20	16	29	14	19	30	7	3	17	4	92	1	1	39	58
	1%	*	1%	1%	1%	13%	1%	-	2%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	45%	*	2%	1%	1%
The UK Independence Party	138	17	5	1	107	1	2	-	14	12	9	18	14	24	47	7	3	5	112	2	-	-	72	18
	1%	*	*	*	6%	*	*	-	1%	1%	1%	1%	1%	2%	1%	*	*	*	29%	1%	-	-	1%	*
Plaid Cymru	44	3	7	2	3	2	-	25	5	4	1	12	2	6	14	1	3	-	-	1	-	39	19	16
	*	*	*	*	*	*	-	31%	*	*	*	1%	*	*	*	*	*	-	-	*	-	65%	*	*
The British National Party	37	3	5	-	22	1	-	-	4	2	3	9	10	6	3	2	2	3	4	1	-	-	16	6
	*	*	*	-	1%	*	-	-	*	*	*	*	1%	*	*	*	*	*	1%	*	-	-	*	*
Another party	48	12	14	2	7	1	4	-	10	5	3	8	3	7	12	5	2	5	2	-	3	-	16	15
	*	*	*	*	*	*	1%	-	1%	*	*	*	*	1%	*	*	*	*	1%	-	1%	-	*	*
I've voted for different parties and have not usually voted one way	1037	270	258	129	169	81	44	7	162	167	161	242	133	109	63	290	106	339	47	25	13	6	524	270
	8%	7%	7%	12%	10%	13%	7%	9%	12%	12%	14%	11%	9%	8%	2%	7%	4%	13%	12%	12%	4%	10%	9%	7%
Have not voted in previous elections	906	224	334	71	111	80	44	5	154	169	106	180	100	72	125	58	41	82	9	3	2	1	372	362
	7%	6%	9%	6%	7%	13%	7%	6%	11%	12%	9%	8%	6%	5%	4%	1%	1%	3%	2%	1%	1%	2%	6%	9%
Refused	185	11	17	3	7	3	1	1	30	29	25	28	8	9	56	9	3	10	-	1	-	-	71	29
	2%	*	*	*	*	*	*	1%	2%	2%	2%	1%	1%	1%	2%	*	*	*	-	*	-	-	1%	1%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 7

Q.5 Which party have you usually voted for in previous general elections?**Base: All respondents**

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote					Methodology				
		Al-ready feeling	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Private	Char-ity/ not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online		
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249		
Labour	4013	523	1412	2078	873	1566	1574	840	1231	165	3625	349	2113	283	1557	1577	717	308	144	340	338	375	3638		
		33%	16%	32%	45%	15%	43%	54%	38%	31%	41%	32%	52%	31%	39%	35%	34%	33%	41%	26%	22%	30%	29%	37%	32%
Conservative	3981	1753	1475	753	3065	738	178	520	1311	85	3849	105	2757	182	994	1450	606	530	332	273	288	237	3744		
		32%	55%	33%	16%	54%	20%	6%	24%	33%	21%	34%	16%	40%	25%	22%	31%	28%	45%	50%	24%	25%	24%	33%	
Liberal Democrat	1464	341	558	565	590	517	357	252	493	57	1404	47	751	69	625	580	238	103	58	233	195	88	1376		
		12%	11%	12%	12%	10%	14%	12%	11%	13%	14%	12%	7%	11%	9%	14%	13%	11%	9%	9%	20%	17%	9%	12%	
SNP	251	23	69	159	44	88	119	63	76	7	248	2	109	12	128	133	20	5	7	7	15	13	238		
		2%	1%	2%	3%	1%	2%	4%	3%	2%	2%	*	2%	2%	3%	3%	1%	*	1%	1%	1%	1%	2%		
The Green Party	149	23	37	89	43	34	72	40	53	8	142	6	50	19	78	65	15	11	4	26	16	12	137		
		1%	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%	3%	2%	1%	1%	1%	1%	2%	1%	1%	1%		
The UK Independence Party	138	28	47	63	61	43	34	24	41	1	137	1	76	8	54	49	41	15	2	13	7	8	130		
		1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	1%		
Plaid Cymru	44	6	13	25	13	12	19	19	9	-	44	-	28	2	14	15	7	2	1	6	7	3	41		
		*	*	*	1%	*	*	1%	*	-	*	-	*	*	*	*	*	*	*	*	1%	1%	*	*	
The British National Party	37	8	9	20	15	11	11	4	11	-	36	1	15	1	20	16	9	4	-	3	4	-	37		
		*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	*	*	-	*	*	-	*	
Another party	48	9	14	25	12	15	21	11	18	1	46	2	21	5	22	13	8	1	4	8	10	6	42		
		*	*	*	1%	*	1%	1%	*	*	*	*	*	1%	*	*	*	*	1%	1%	1%	1%	*		
I've voted for different parties and have not usually voted one way	1037	235	392	410	479	321	237	214	342	42	988	28	510	54	450	354	250	79	62	129	161	97	940		
		8%	7%	9%	9%	8%	9%	8%	10%	9%	10%	9%	4%	7%	7%	10%	8%	11%	7%	9%	11%	14%	10%	8%	
Have not voted in previous elections	906	196	388	322	377	271	258	169	278	35	777	115	291	81	509	334	238	98	37	98	83	119	787		
		7%	6%	9%	7%	7%	9%	8%	7%	9%	7%	17%	4%	11%	11%	7%	11%	8%	6%	9%	7%	12%	7%		
Refused	185	48	66	71	85	64	36	40	66	4	149	10	92	11	50	44	41	20	13	12	35	46	139		
		2%	2%	1%	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%	3%	5%	1%	

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 8

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

Summary**Base: All respondents**

	Ranking			
	First	Second	Third	First to Third
Base	12253	12253	12253	12253
I have always voted for that party	1286 10%	679 6%	734 6%	2699 22%
I trusted the motives and values of the party I voted for more than those of other parties	4630 38%	2933 24%	1640 13%	9203 75%
I preferred the promises made by the party I voted for more than the promises of the other parties	2190 18%	3216 26%	2176 18%	7582 62%
I thought the leader of the party I chose would make a better Prime Minister	1176 10%	2042 17%	2263 18%	5481 45%
I thought the senior members of the party I chose would make a more competent government	664 5%	1269 10%	2050 17%	3983 33%
I voted tactically to try and stop another party from winning	1148 9%	582 5%	623 5%	2353 19%
I voted for who I thought was the best candidate locally regardless of their party	1159 9%	901 7%	1038 8%	3098 25%
None of these	- -	631 5%	1729 14%	- -

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 9

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

First

Base: All respondents

	Gender		Age							SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Greater London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
I trusted the motives and values of the party I voted for more than those of other parties	4630 38%	2366 39%	2264 36%	258 38%	515 35%	685 35%	865 36%	1138 42%	1169 39%	2007 41%	1245 39%	602 35%	770 33%	571 45%	229 38%	525 36%	379 35%	323 38%	389 37%	232 37%	416 39%	424 35%	759 39%	383 35%
I preferred the promises made by the party I voted for more than the promises of the other parties	2190 18%	942 16%	1248 20%	175 26%	311 21%	375 19%	446 19%	458 17%	425 14%	769 16%	578 18%	362 21%	477 20%	156 12%	124 20%	278 19%	216 20%	181 21%	179 17%	127 20%	208 19%	191 16%	333 17%	197 18%
I have always voted for that party	1286 10%	671 11%	615 10%	28 4%	121 8%	201 10%	282 12%	294 11%	360 12%	444 9%	314 10%	203 12%	323 14%	132 11%	67 11%	181 13%	125 11%	95 11%	108 10%	64 10%	95 9%	140 12%	181 9%	98 9%
I thought the leader of the party I chose would make a better Prime Minister	1176 10%	567 9%	609 10%	61 9%	180 12%	207 10%	226 9%	213 8%	289 10%	446 9%	331 10%	180 10%	217 9%	69 5%	45 7%	139 10%	106 10%	72 8%	125 12%	53 8%	104 10%	145 12%	213 11%	105 9%
I voted for who I thought was the best candidate locally regardless of their party	1159 9%	506 8%	653 10%	66 10%	153 10%	203 10%	236 10%	260 10%	241 8%	476 10%	299 9%	157 9%	222 10%	113 9%	62 10%	119 8%	104 10%	66 8%	92 9%	66 10%	106 10%	133 11%	173 9%	125 11%
I voted tactically to try and stop another party from winning	1148 9%	560 9%	588 9%	67 10%	141 10%	207 10%	226 9%	236 9%	271 9%	484 10%	288 9%	142 8%	232 10%	165 13%	51 8%	118 8%	109 10%	71 8%	98 9%	65 10%	78 7%	116 10%	143 7%	134 12%
I thought the senior members of the party I chose would make a more competent government	664 5%	396 7%	268 4%	21 3%	62 4%	94 5%	121 5%	131 5%	235 8%	321 6%	164 5%	83 5%	93 5%	51 4%	29 5%	85 6%	54 5%	47 5%	56 5%	25 4%	65 6%	57 5%	129 7%	66 6%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 9

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

First

Base: All respondents

	2015 Vote							When Mind Made Up							2010 Vote							Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On poll-day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
I trusted the motives and values of the party I voted for more than those of other parties	4630 38%	1271 32%	1387 38%	408 37%	670 40%	388 61%	377 62%	28 35%	341 25%	406 28%	374 32%	804 37%	674 43%	729 54%	1302 41%	1464 36%	1060 38%	1030 40%	146 38%	94 46%	182 57%	25 42%	2090 34%	1742 43%
I preferred the promises made by the party I voted for more than the promises of the other parties	2190 18%	475 12%	666 18%	110 10%	652 39%	116 18%	73 12%	21 26%	264 19%	323 22%	240 20%	480 22%	338 22%	246 18%	299 9%	623 15%	475 17%	470 18%	128 33%	25 12%	31 10%	13 22%	997 16%	708 17%
I have always voted for that party	1286 10%	497 12%	588 16%	52 5%	24 1%	19 3%	67 11%	8 10%	62 5%	39 3%	47 4%	87 4%	74 5%	86 6%	891 28%	487 12%	542 19%	74 3%	15 4%	13 6%	60 19%	6 10%	584 10%	540 13%
I thought the leader of the party I chose would make a better Prime Minister	1176 10%	768 19%	235 6%	29 3%	82 5%	7 1%	13 2%	3 4%	133 10%	135 9%	119 10%	201 9%	189 12%	93 7%	306 10%	553 14%	205 7%	180 7%	24 6%	6 3%	8 2%	3 5%	830 14%	274 7%
I voted for who I thought was the best candidate locally regardless of their party	1159 9%	294 7%	315 9%	235 21%	88 5%	55 9%	32 5%	12 15%	221 16%	209 15%	189 16%	232 11%	99 6%	62 5%	147 5%	308 8%	236 8%	344 13%	20 5%	26 13%	16 5%	6 10%	577 9%	297 7%
I voted tactically to try and stop another party from winning	1148 9%	243 6%	386 10%	241 22%	135 8%	43 7%	29 5%	6 8%	289 21%	257 18%	151 13%	246 11%	77 5%	57 4%	71 2%	286 7%	178 6%	383 15%	43 11%	37 18%	13 4%	6 10%	511 8%	396 10%
I thought the senior members of the party I chose would make a more competent government	664 5%	448 11%	117 3%	33 3%	21 1%	4 1%	17 3%	2 3%	52 4%	70 5%	55 5%	119 5%	110 7%	87 6%	171 5%	368 9%	92 3%	98 4%	9 2%	4 2%	11 3%	1 2%	503 8%	114 3%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 9

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

First

Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote					Methodology		
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Private	Char-ity/not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249
I trusted the motives and values of the party I voted for more than those of other parties	4630 38%	1173 37%	1626 36%	1831 40%	1965 35%	1361 37%	1304 45%	772 35%	1487 38%	177 44%	4376 38%	204 31%	2427 36%	250 34%	1875 42%	4630 100%	-	-	-	-	-	284 28%	4346 39%
I preferred the promises made by the party I voted for more than the promises of the other parties	2190 18%	428 13%	825 18%	937 20%	891 16%	771 21%	528 18%	448 20%	697 18%	67 17%	2038 18%	120 18%	1226 18%	128 18%	799 18%	-	2190 100%	-	-	-	-	182 18%	2008 18%
I have always voted for that party	1286 10%	372 12%	445 10%	469 10%	604 11%	372 10%	310 11%	245 11%	388 10%	33 8%	1192 10%	82 12%	837 12%	74 10%	357 8%	-	-	-	-	-	-	112 11%	1174 10%
I thought the leader of the party I chose would make a better Prime Minister	1176 10%	413 13%	492 11%	271 6%	751 13%	268 7%	157 5%	205 9%	428 11%	28 7%	1060 9%	109 16%	736 11%	90 12%	331 7%	-	-	1176 100%	-	-	-	118 12%	1058 9%
I voted for who I thought was the best candidate locally regardless of their party	1159 9%	286 9%	425 9%	448 10%	509 9%	434 12%	216 7%	225 10%	357 9%	34 8%	1066 9%	75 11%	626 9%	87 12%	416 9%	-	-	-	-	-	1159 100%	123 12%	1036 9%
I voted tactically to try and stop another party from winning	1148 9%	245 8%	411 9%	492 11%	471 8%	360 10%	317 11%	206 9%	348 9%	52 13%	1078 9%	54 8%	554 8%	66 9%	506 11%	-	-	-	-	1148 100%	-	118 12%	1030 9%
I thought the senior members of the party I chose would make a more competent government	664 5%	276 9%	256 6%	132 3%	466 8%	114 3%	84 3%	95 4%	224 6%	14 3%	635 6%	22 3%	407 6%	32 4%	217 5%	-	-	-	664 100%	-	-	67 7%	597 5%

Lord Ashcroft

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 10

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

Second

Base: All respondents

	Gender		Age							SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North	North West	Yorks & Humberside	East Midlands	West Midlands	Wales	East Anglia	Greater London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
I preferred the promises made by the party I voted for more than the promises of the other parties	3216 26%	1561 26%	1655 27%	187 28%	406 27%	557 28%	653 27%	708 26%	705 24%	1295 26%	875 27%	447 26%	592 25%	400 32%	163 27%	381 26%	271 25%	218 25%	279 27%	169 27%	257 24%	306 25%	503 26%	269 24%
I trusted the motives and values of the party I voted for more than those of other parties	2933 24%	1392 23%	1541 25%	170 25%	341 23%	446 23%	601 25%	660 24%	715 24%	1136 23%	771 24%	423 24%	598 26%	270 21%	144 24%	366 25%	274 25%	194 23%	239 23%	152 24%	287 27%	290 24%	446 23%	271 24%
I thought the leader of the party I chose would make a better Prime Minister	2042 17%	1049 17%	993 16%	115 17%	231 16%	300 15%	365 15%	448 16%	583 19%	875 18%	513 16%	280 16%	370 16%	118 9%	91 15%	235 16%	192 18%	186 22%	188 18%	87 14%	169 16%	208 17%	368 19%	200 18%
I thought the senior members of the party I chose would make a more competent government	1269 10%	677 11%	592 9%	46 7%	127 9%	157 8%	206 9%	336 12%	397 13%	604 12%	318 10%	154 9%	190 8%	127 10%	61 10%	150 10%	101 9%	92 11%	100 10%	53 8%	131 12%	120 10%	215 11%	119 11%
I voted for who I thought was the best candidate locally regardless of their party	901 7%	431 7%	470 8%	58 9%	127 9%	161 8%	184 8%	181 7%	190 6%	341 7%	244 8%	130 8%	186 8%	116 9%	40 7%	95 7%	76 7%	67 8%	82 8%	61 10%	60 6%	94 8%	128 7%	82 7%
I have always voted for that party	679 6%	342 6%	337 5%	34 5%	85 6%	115 6%	144 6%	159 6%	142 5%	251 5%	179 6%	108 6%	139 6%	82 7%	42 7%	85 6%	48 4%	38 4%	70 7%	45 7%	67 6%	65 5%	95 5%	42 4%
I voted tactically to try and stop another party from winning	582 5%	259 4%	323 5%	49 7%	93 6%	121 6%	119 5%	93 3%	107 4%	218 4%	160 5%	92 5%	111 5%	60 5%	32 5%	59 4%	66 6%	25 3%	39 4%	30 5%	42 4%	72 6%	99 5%	58 5%
None of these	631 5%	297 5%	334 5%	17 3%	73 5%	115 6%	130 5%	145 5%	151 5%	227 5%	159 5%	95 5%	148 6%	84 7%	34 6%	74 5%	65 6%	35 4%	50 5%	35 6%	59 6%	51 4%	77 4%	67 6%

Lord Ashcroft

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 10

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

Second

Base: All respondents

	2015 Vote							When Mind Made Up							2010 Vote							Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On poll-day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
I preferred the promises made by the party I voted for more than the promises of the other parties	3216 26%	720 18%	1003 27%	249 22%	576 34%	303 48%	253 42%	24 30%	313 23%	364 25%	292 25%	596 27%	479 31%	442 33%	730 23%	880 22%	763 27%	742 29%	127 33%	75 37%	110 34%	20 33%	1330 22%	1231 30%
I trusted the motives and values of the party I voted for more than those of other parties	2933 24%	885 22%	917 25%	243 22%	491 29%	141 22%	126 21%	21 26%	274 20%	340 24%	272 23%	525 24%	375 24%	307 23%	840 26%	948 23%	696 25%	614 24%	102 26%	48 23%	71 22%	13 22%	1448 24%	1006 25%
I thought the leader of the party I chose would make a better Prime Minister	2042 17%	1152 29%	514 14%	78 7%	181 11%	19 3%	34 6%	2 3%	185 14%	198 14%	182 15%	340 16%	286 18%	224 16%	627 20%	995 24%	364 13%	310 12%	51 13%	10 5%	20 6%	5 8%	1332 22%	574 14%
I thought the senior members of the party I chose would make a more competent government	1269 10%	630 16%	288 8%	126 11%	85 5%	30 5%	74 12%	2 3%	108 8%	127 9%	123 10%	222 10%	179 11%	171 13%	339 11%	554 14%	240 9%	245 9%	32 8%	21 10%	39 12%	5 8%	779 13%	315 8%
I voted for who I thought was the best candidate locally regardless of their party	901 7%	184 5%	293 8%	146 13%	114 7%	51 8%	44 7%	16 20%	158 12%	138 10%	103 9%	194 9%	86 6%	71 5%	151 5%	231 6%	224 8%	231 9%	31 8%	13 6%	25 8%	8 13%	408 7%	315 8%
I have always voted for that party	679 6%	223 6%	306 8%	59 5%	16 1%	10 2%	41 7%	8 10%	52 4%	51 4%	44 4%	62 3%	57 4%	59 4%	354 11%	214 5%	257 9%	83 3%	9 2%	5 2%	38 12%	6 10%	305 5%	273 7%
I voted tactically to try and stop another party from winning	582 5%	115 3%	210 6%	81 7%	89 5%	38 6%	16 3%	6 8%	126 9%	96 7%	72 6%	123 6%	52 3%	40 3%	73 2%	108 3%	132 5%	188 7%	11 3%	13 6%	11 3%	2 3%	222 4%	221 5%
None of these	631 5%	87 2%	163 4%	126 11%	120 7%	40 6%	20 3%	1 1%	146 11%	125 9%	87 7%	107 5%	47 3%	46 3%	73 2%	159 4%	112 4%	166 6%	22 6%	20 10%	7 2%	1 2%	268 4%	136 3%

Lord Ashcroft

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 10

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

Second

Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote						Methodology	
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri-vate	Char-ity/not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249
I preferred the promises made by the party I voted for more than the promises of the other parties	3216 26%	703 22%	1133 25%	1380 30%	1280 23%	1019 28%	917 31%	584 27%	1060 27%	118 29%	3032 26%	156 23%	1659 24%	178 24%	1328 30%	2247 49%	- -	276 23%	109 16%	206 18%	216 19%	232 23%	2984 27%
I trusted the motives and values of the party I voted for more than those of other parties	2933 24%	714 22%	1092 24%	1127 25%	1348 24%	914 25%	671 23%	510 23%	950 24%	97 24%	2752 24%	150 23%	1707 25%	165 23%	1012 22%	- -	1103 50%	359 31%	225 34%	266 23%	377 33%	190 19%	2743 24%
I thought the leader of the party I chose would make a better Prime Minister	2042 17%	738 23%	775 17%	529 12%	1186 21%	498 14%	358 12%	329 15%	649 17%	57 14%	1899 17%	115 17%	1258 18%	131 18%	617 14%	931 20%	418 19%	- -	210 32%	137 12%	105 9%	169 17%	1873 17%
I thought the senior members of the party I chose would make a more competent government	1269 10%	411 13%	465 10%	393 9%	716 13%	319 9%	234 8%	181 8%	398 10%	44 11%	1196 10%	61 9%	749 11%	71 10%	428 10%	591 13%	193 9%	265 23%	- -	60 5%	77 7%	92 9%	1177 10%
I voted for who I thought was the best candidate locally regardless of their party	901 7%	204 6%	353 8%	344 8%	380 7%	290 8%	231 8%	185 8%	303 8%	29 7%	830 7%	62 9%	497 7%	56 8%	339 8%	301 7%	181 8%	86 7%	42 6%	201 18%	- -	127 13%	774 7%
I have always voted for that party	679 6%	184 6%	235 5%	260 6%	262 5%	240 7%	177 6%	142 6%	213 5%	16 4%	619 5%	51 8%	384 6%	32 4%	248 6%	299 6%	75 3%	91 8%	38 6%	65 6%	111 10%	69 7%	610 5%
I voted tactically to try and stop another party from winning	582 5%	110 3%	219 5%	253 6%	205 4%	202 5%	175 6%	139 6%	168 4%	18 4%	528 5%	45 7%	268 4%	54 7%	246 5%	155 3%	135 6%	76 6%	26 4%	- -	137 12%	72 7%	510 5%
None of these	631 5%	129 4%	208 5%	294 6%	280 5%	198 5%	153 5%	126 6%	188 5%	26 6%	589 5%	26 4%	291 4%	40 6%	283 6%	106 2%	85 4%	23 2%	14 2%	213 19%	136 12%	53 5%	578 5%

Lord Ashcroft

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 11

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

Third

Base: All respondents

	Gender		Age							SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North	North West	Yorks & Humberside	East Midlands	West Midlands	Wales	East Anglia	Greater London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
I thought the leader of the party I chose would make a better Prime Minister	2263 18%	1080 18%	1183 19%	123 18%	247 17%	344 17%	427 18%	522 19%	600 20%	894 18%	624 19%	336 19%	403 17%	145 12%	112 18%	278 19%	198 18%	167 20%	212 20%	121 19%	214 20%	202 17%	408 21%	206 19%
I preferred the promises made by the party I voted for more than the promises of the other parties	2176 18%	1089 18%	1087 17%	126 19%	248 17%	340 17%	403 17%	487 18%	572 19%	928 19%	549 17%	294 17%	401 17%	231 18%	108 18%	278 19%	192 18%	140 16%	186 18%	102 16%	191 18%	218 18%	336 17%	194 18%
I thought the senior members of the party I chose would make a more competent government	2050 17%	1097 18%	953 15%	110 16%	238 16%	306 16%	361 15%	478 18%	557 19%	872 18%	532 17%	284 16%	359 15%	251 20%	86 14%	228 16%	179 16%	165 19%	183 17%	101 16%	180 17%	191 16%	324 17%	162 15%
I trusted the motives and values of the party I voted for more than those of other parties	1640 13%	787 13%	853 14%	98 14%	218 15%	264 13%	333 14%	326 12%	401 13%	633 13%	415 13%	244 14%	345 15%	153 12%	92 15%	206 14%	148 14%	125 15%	145 14%	93 15%	132 12%	142 12%	247 13%	157 14%
I voted for who I thought was the best candidate locally regardless of their party	1038 8%	511 9%	527 8%	73 11%	135 9%	171 9%	211 9%	227 8%	221 7%	379 8%	279 9%	158 9%	219 9%	151 12%	42 7%	116 8%	89 8%	69 8%	87 8%	65 10%	79 7%	100 8%	137 7%	103 9%
I have always voted for that party	734 6%	347 6%	387 6%	31 5%	95 6%	103 5%	165 7%	169 6%	171 6%	290 6%	210 7%	106 6%	128 5%	73 6%	44 7%	83 6%	63 6%	51 6%	56 5%	28 4%	62 6%	98 8%	119 6%	57 5%
I voted tactically to try and stop another party from winning	623 5%	275 5%	348 6%	54 8%	115 8%	121 6%	129 5%	115 4%	89 3%	251 5%	158 5%	78 5%	134 6%	51 4%	39 6%	62 4%	60 5%	33 4%	49 5%	37 6%	47 4%	88 7%	107 6%	50 5%
None of these	1729 14%	822 14%	907 15%	61 9%	187 13%	323 16%	373 16%	406 15%	379 13%	700 14%	452 14%	229 13%	345 15%	202 16%	84 14%	194 13%	164 15%	105 12%	129 12%	85 13%	167 16%	167 14%	253 13%	179 16%

Lord Ashcroft

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 11

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

Third

Base: All respondents

	2015 Vote							When Mind Made Up							2010 Vote							Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
I thought the leader of the party I chose would make a better Prime Minister	2263 18%	936 23%	686 19%	100 9%	366 22%	59 9%	55 9%	9 11%	184 14%	218 15%	179 15%	392 18%	298 19%	322 24%	670 21%	922 23%	505 18%	365 14%	87 23%	28 14%	30 9%	10 17%	1254 21%	777 19%
I preferred the promises made by the party I voted for more than the promises of the other parties	2176 18%	774 19%	729 20%	202 18%	164 10%	94 15%	134 22%	12 15%	195 14%	201 14%	191 16%	350 16%	281 18%	261 19%	697 22%	711 17%	548 20%	462 18%	39 10%	38 19%	82 26%	9 15%	1074 18%	798 20%
I thought the senior members of the party I chose would make a more competent government	2050 17%	775 19%	543 15%	174 16%	240 14%	106 17%	141 23%	11 14%	142 10%	206 14%	191 16%	383 18%	286 18%	268 20%	574 18%	716 18%	448 16%	438 17%	70 18%	32 16%	66 21%	8 13%	1055 17%	667 16%
I trusted the motives and values of the party I voted for more than those of other parties	1640 13%	677 17%	483 13%	131 12%	187 11%	35 6%	51 8%	14 18%	184 14%	206 14%	167 14%	292 13%	220 14%	145 11%	426 13%	636 16%	352 13%	312 12%	38 10%	16 8%	38 12%	7 12%	928 15%	488 12%
I voted for who I thought was the best candidate locally regardless of their party	1038 8%	223 6%	307 8%	90 8%	171 10%	95 15%	95 16%	13 16%	129 9%	135 9%	104 9%	207 10%	146 9%	123 9%	194 6%	282 7%	258 9%	226 9%	33 9%	22 11%	44 14%	9 15%	442 7%	388 10%
I have always voted for that party	734 6%	244 6%	313 8%	72 6%	33 2%	17 3%	34 6%	5 6%	60 4%	46 3%	44 4%	81 4%	79 5%	71 5%	353 11%	240 6%	258 9%	102 4%	27 7%	13 6%	28 9%	5 8%	318 5%	308 8%
I voted tactically to try and stop another party from winning	623 5%	140 4%	223 6%	58 5%	106 6%	42 7%	26 4%	6 8%	112 8%	105 7%	82 7%	130 6%	79 5%	38 3%	77 2%	148 4%	136 5%	159 6%	22 6%	10 5%	11 3%	3 5%	272 4%	236 6%
None of these	1729 14%	227 6%	410 11%	281 25%	405 24%	184 29%	72 12%	10 13%	356 26%	322 22%	217 18%	334 15%	172 11%	132 10%	196 6%	434 11%	283 10%	515 20%	69 18%	46 22%	22 7%	9 15%	749 12%	409 10%

Lord Ashcroft

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 11

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

Third

Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote					Methodology		
		Al-ready feel- ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri- vate	Char- ity/ not- for- profit	White	BME	Christ- ian	Other	None	Mot- ives	Pol- icies	Leader	Team	Tact- ical	Local	CATI	Online
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249
I thought the leader of the party I chose would make a better Prime Minister	2263 18%	618 19%	834 19%	811 18%	1177 21%	580 16%	506 17%	333 15%	749 19%	76 19%	2120 19%	124 19%	1329 20%	119 16%	787 17%	1104 24%	485 22%	- -	168 25%	107 9%	157 14%	147 15%	2116 19%
I preferred the promises made by the party I voted for more than the promises of the other parties	2176 18%	599 19%	809 18%	768 17%	991 18%	655 18%	530 18%	383 17%	688 18%	71 18%	2033 18%	121 18%	1230 18%	139 19%	765 17%	907 20%	- -	269 23%	156 23%	187 16%	257 22%	158 16%	2018 18%
I thought the senior members of the party I chose would make a more competent government	2050 17%	584 18%	729 16%	737 16%	957 17%	587 16%	506 17%	361 16%	665 17%	63 16%	1924 17%	97 15%	1133 17%	136 19%	750 17%	1029 22%	399 18%	218 19%	- -	108 9%	128 11%	136 14%	1914 17%
I trusted the motives and values of the party I voted for more than those of other parties	1640 13%	494 15%	615 14%	531 12%	831 15%	497 14%	312 11%	313 14%	514 13%	38 9%	1532 13%	99 15%	988 15%	89 12%	540 12%	- -	396 18%	362 31%	187 28%	211 18%	231 20%	161 16%	1479 13%
I voted for who I thought was the best candidate locally regardless of their party	1038 8%	225 7%	375 8%	438 10%	411 7%	339 9%	288 10%	190 9%	312 8%	38 9%	960 8%	63 9%	550 8%	76 10%	393 9%	468 10%	261 12%	95 8%	53 8%	84 7%	- -	130 13%	908 8%
I have always voted for that party	734 6%	195 6%	274 6%	265 6%	312 6%	232 6%	190 7%	144 7%	231 6%	33 8%	693 6%	34 5%	421 6%	36 5%	264 6%	389 8%	130 6%	78 7%	39 6%	51 4%	47 4%	59 6%	675 6%
I voted tactically to try and stop another party from winning	623 5%	142 4%	250 6%	231 5%	246 4%	211 6%	166 6%	124 6%	225 6%	18 4%	573 5%	43 6%	313 5%	30 4%	267 6%	245 5%	165 8%	84 7%	28 4%	- -	65 6%	89 9%	534 5%
None of these	1729 14%	336 11%	594 13%	799 17%	732 13%	579 16%	418 14%	348 16%	545 14%	68 17%	1610 14%	85 13%	849 12%	102 14%	735 16%	488 11%	354 16%	70 6%	33 5%	400 35%	274 24%	124 12%	1605 14%

Lord Ashcroft

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 12

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

First to Third

Base: All respondents

	Gender		Age							SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North	North West	Yorks & Humberside	East Midlands	West Midlands	Wales	East Anglia	Greater London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
I trusted the motives and values of the party I voted for more than those of other parties	9203 75%	4545 76%	4658 75%	526 78%	1074 72%	1395 71%	1799 75%	2124 78%	2285 76%	3776 76%	2431 76%	1269 73%	1713 73%	994 79%	465 77%	1097 76%	801 73%	642 75%	773 74%	477 75%	835 78%	856 71%	1452 75%	811 73%
I preferred the promises made by the party I voted for more than the promises of the other parties	7582 62%	3592 60%	3990 64%	488 72%	965 65%	1272 65%	1502 63%	1653 61%	1702 57%	2992 60%	2002 62%	1103 64%	1470 63%	787 63%	395 65%	937 65%	679 62%	539 63%	644 62%	398 63%	656 61%	715 59%	1172 61%	660 60%
I thought the leader of the party I chose would make a better Prime Minister	5481 45%	2696 45%	2785 45%	299 44%	658 44%	851 43%	1018 42%	1183 43%	1472 49%	2215 45%	1468 46%	796 46%	990 42%	332 26%	248 41%	652 45%	496 45%	425 50%	525 50%	261 41%	487 45%	555 46%	989 51%	511 46%
I thought the senior members of the party I chose would make a more competent government	3983 33%	2170 36%	1813 29%	177 26%	427 29%	557 28%	688 29%	945 35%	1189 40%	1797 36%	1014 32%	521 30%	642 28%	429 34%	176 29%	463 32%	334 31%	304 36%	339 32%	179 28%	376 35%	368 31%	668 35%	347 31%
I voted for who I thought was the best candidate locally regardless of their party	3098 25%	1448 24%	1650 26%	197 29%	415 28%	535 27%	631 26%	668 24%	652 22%	1196 24%	822 26%	445 26%	627 27%	380 30%	144 24%	330 23%	269 25%	202 24%	261 25%	192 30%	245 23%	327 27%	438 23%	310 28%
I have always voted for that party	2699 22%	1360 23%	1339 21%	93 14%	301 20%	419 21%	591 25%	622 23%	673 23%	985 20%	703 22%	417 24%	590 25%	287 23%	153 25%	349 24%	236 22%	184 22%	234 22%	137 22%	224 21%	303 25%	395 20%	197 18%
I voted tactically to try and stop another party from winning	2353 19%	1094 18%	1259 20%	170 25%	349 24%	449 23%	474 20%	444 16%	467 16%	953 19%	606 19%	312 18%	477 20%	276 22%	122 20%	239 17%	235 22%	129 15%	186 18%	132 21%	167 16%	276 23%	349 18%	242 22%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 12

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

First to Third

Base: All respondents

	2015 Vote							When Mind Made Up							2010 Vote							Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On poll- ing day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Came- ron	Ed Mili- band
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
I trusted the motives and values of the party I voted for more than those of other parties	9203 75%	2833 71%	2787 75%	782 71%	1348 81%	564 89%	554 91%	63 79%	799 59%	952 66%	813 69%	1621 75%	1269 81%	1181 87%	2568 81%	3048 75%	2108 76%	1956 76%	286 74%	158 77%	291 91%	45 75%	4466 73%	3236 79%
I preferred the promises made by the party I voted for more than the promises of the other parties	7582 62%	1969 49%	2398 65%	561 51%	1392 83%	513 81%	460 76%	57 71%	772 57%	888 62%	723 62%	1426 66%	1098 70%	949 70%	1726 54%	2214 54%	1786 64%	1674 65%	294 76%	138 67%	223 69%	42 70%	3401 56%	2737 67%
I thought the leader of the party I chose would make a better Prime Minister	5481 45%	2856 71%	1435 39%	207 19%	629 38%	85 13%	102 17%	14 18%	502 37%	551 38%	480 41%	933 43%	773 50%	639 47%	1603 50%	2470 60%	1074 39%	855 33%	162 42%	44 21%	58 18%	18 30%	3416 56%	1625 40%
I thought the senior members of the party I chose would make a more competent government	3983 33%	1853 46%	948 26%	333 30%	346 21%	140 22%	232 38%	15 19%	302 22%	403 28%	369 31%	724 33%	575 37%	526 39%	1084 34%	1638 40%	780 28%	781 30%	111 29%	57 28%	116 36%	14 23%	2337 38%	1096 27%
I voted for who I thought was the best candidate locally regardless of their party	3098 25%	701 18%	915 25%	471 43%	373 22%	201 32%	171 28%	41 51%	508 37%	482 33%	396 34%	633 29%	331 21%	256 19%	492 15%	821 20%	718 26%	801 31%	84 22%	61 30%	85 26%	23 38%	1427 23%	1000 25%
I have always voted for that party	2699 22%	964 24%	1207 33%	183 17%	73 4%	46 7%	142 23%	21 26%	174 13%	136 9%	135 11%	230 11%	210 13%	216 16%	1598 50%	941 23%	1057 38%	259 10%	51 13%	31 15%	126 39%	17 28%	1207 20%	1121 28%
I voted tactically to try and stop another party from winning	2353 19%	498 12%	819 22%	380 34%	330 20%	123 19%	71 12%	18 23%	527 39%	458 32%	305 26%	499 23%	208 13%	135 10%	221 7%	542 13%	446 16%	730 28%	76 20%	60 29%	35 11%	11 18%	1005 16%	853 21%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 12

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

First to Third

Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote						Methodology	
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Private	Char-ity/not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249
I trusted the motives and values of the party I voted for more than those of other parties	9203 75%	2381 75%	3333 74%	3489 76%	4144 73%	2772 75%	2287 78%	1595 73%	2951 75%	312 77%	8660 76%	453 68%	5122 75%	504 69%	3427 76%	4630 100%	1499 68%	721 61%	412 62%	477 42%	608 52%	635 63%	8568 76%
I preferred the promises made by the party I voted for more than the promises of the other parties	7582 62%	1730 54%	2767 62%	3085 67%	3162 56%	2445 66%	1975 68%	1415 64%	2445 62%	256 63%	7103 62%	397 60%	4115 60%	445 61%	2892 64%	3154 68%	2190 100%	545 46%	265 40%	393 34%	473 41%	572 57%	7010 62%
I thought the leader of the party I chose would make a better Prime Minister	5481 45%	1769 55%	2101 47%	1611 35%	3114 55%	1346 37%	1021 35%	867 39%	1826 46%	161 40%	5079 44%	348 52%	3323 49%	340 47%	1735 39%	2035 44%	903 41%	1176 100%	378 57%	244 21%	262 23%	434 43%	5047 45%
I thought the senior members of the party I chose would make a more competent government	3983 33%	1271 40%	1450 32%	1262 28%	2139 38%	1020 28%	824 28%	637 29%	1287 33%	121 30%	3755 33%	180 27%	2289 34%	239 33%	1395 31%	1620 35%	592 27%	483 41%	664 100%	168 15%	205 18%	295 29%	3688 33%
I voted for who I thought was the best candidate locally regardless of their party	3098 25%	715 22%	1153 26%	1230 27%	1300 23%	1063 29%	735 25%	600 27%	972 25%	101 25%	2856 25%	200 30%	1673 25%	219 30%	1148 26%	769 17%	442 20%	181 15%	95 14%	285 25%	1159 100%	380 38%	2718 24%
I have always voted for that party	2699 22%	751 24%	954 21%	994 22%	1178 21%	844 23%	677 23%	531 24%	832 21%	82 20%	2504 22%	167 25%	1642 24%	142 20%	869 19%	688 15%	205 9%	169 14%	77 12%	116 10%	158 14%	240 24%	2459 22%
I voted tactically to try and stop another party from winning	2353 19%	497 16%	880 20%	976 21%	922 16%	773 21%	658 23%	469 21%	741 19%	88 22%	2179 19%	142 21%	1135 17%	150 21%	1019 23%	400 9%	300 14%	160 14%	54 8%	1148 100%	202 17%	279 28%	2074 18%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 13

Q.7 What are the most important issues for the country as a whole?**Base: All respondents**

	Gender			Age						SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
Improving the NHS	6799	3021	3778	401	813	1085	1368	1543	1589	2558	1809	953	1467	703	332	855	629	474	581	376	599	630	1022	598
	55%	50%	60%	59%	55%	55%	57%	57%	53%	52%	56%	55%	63%	56%	55%	59%	58%	55%	55%	59%	56%	52%	53%	54%
Getting the economy growing and creating jobs	6281	3212	3069	329	680	930	1251	1435	1656	2849	1681	774	970	739	320	744	547	422	518	313	523	639	955	561
	51%	53%	49%	49%	46%	47%	52%	53%	55%	58%	52%	45%	42%	59%	53%	51%	50%	49%	49%	50%	49%	53%	49%	51%
Controlling immigration	5038	2391	2647	150	396	690	1063	1294	1445	1727	1232	892	1179	327	262	613	484	382	487	270	475	421	872	445
	41%	40%	42%	22%	27%	35%	44%	47%	48%	35%	38%	52%	51%	26%	43%	42%	44%	45%	47%	43%	44%	35%	45%	40%
Cutting the deficit and the debt	3700	2097	1603	167	351	534	646	845	1157	1771	985	423	518	313	165	422	314	246	336	165	372	340	646	381
	30%	35%	26%	25%	24%	27%	27%	31%	39%	36%	31%	24%	22%	25%	27%	29%	29%	29%	32%	26%	35%	28%	33%	34%
Tackling the cost of living	3068	1341	1727	281	594	746	642	479	326	1079	871	400	717	399	185	380	243	222	264	165	212	349	413	236
	25%	22%	28%	42%	40%	38%	27%	18%	11%	22%	27%	23%	31%	32%	30%	26%	22%	22%	25%	26%	20%	29%	21%	21%
Reforming welfare to cut benefit dependency	2455	1145	1310	81	316	384	414	552	708	1114	630	341	367	230	132	283	225	182	227	99	227	207	415	228
	20%	19%	21%	12%	21%	19%	17%	20%	24%	23%	20%	20%	16%	18%	22%	20%	21%	21%	22%	16%	21%	17%	21%	21%
Defending Britain's interests in Europe	2161	1206	955	63	136	228	358	596	780	864	547	340	408	135	105	250	179	169	185	108	212	191	423	204
	18%	20%	15%	9%	9%	12%	15%	22%	26%	17%	17%	20%	17%	11%	17%	17%	16%	20%	18%	17%	20%	16%	22%	18%
Improving schools	1558	650	908	156	272	372	294	229	235	734	397	194	230	169	65	177	150	103	117	76	120	202	247	132
	13%	11%	15%	23%	18%	19%	12%	8%	8%	15%	12%	11%	10%	13%	11%	12%	14%	12%	11%	12%	11%	17%	13%	12%
Protecting the environment	1066	485	581	92	177	187	221	220	169	454	323	110	176	126	44	119	87	65	65	66	88	111	177	118
	9%	8%	9%	14%	12%	9%	9%	8%	6%	9%	10%	6%	8%	10%	7%	8%	8%	8%	6%	10%	8%	9%	9%	11%
Dealing with crime	751	346	405	53	127	142	146	168	115	258	201	126	164	62	38	97	84	56	63	39	65	99	100	48
	6%	6%	6%	8%	9%	7%	6%	6%	4%	5%	6%	7%	7%	5%	6%	7%	8%	7%	6%	6%	6%	8%	5%	4%
Other	1472	838	634	84	183	201	298	366	340	618	374	188	281	241	66	144	118	101	89	72	127	159	200	155
	12%	14%	10%	12%	12%	10%	12%	13%	11%	12%	12%	11%	12%	19%	11%	10%	11%	12%	9%	11%	12%	13%	10%	14%
Nothing	14	6	8	2	2	1	5	3	1	1	4	1	8	1	-	1	1	-	2	-	1	1	4	3
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	-	*	-	*	*	*	*
Don't know	51	20	31	7	8	18	7	4	7	11	16	11	13	7	2	3	5	2	4	5	6	7	5	5
	*	*	*	1%	1%	1%	*	*	*	*	*	1%	1%	1%	*	*	*	*	*	1%	1%	1%	*	*

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 13

Q.7 What are the most important issues for the country as a whole?**Base: All respondents**

	2015 Vote								When Mind Made Up								2010 Vote								Best PM	
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On poll-ing day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband		
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071		
Improving the NHS	6799	1561	2825	645	729	359	375	50	749	818	691	1217	822	695	1807	1630	2008	1625	173	107	199	35	2462	3074		
	55%	39%	76%	58%	44%	57%	62%	63%	55%	57%	59%	56%	53%	51%	57%	40%	72%	63%	45%	52%	62%	58%	40%	76%		
Getting the economy growing and creating jobs	6281	2456	1856	641	456	270	368	38	583	754	557	1127	768	716	1776	2282	1382	1367	118	91	195	28	3412	1960		
	51%	61%	50%	58%	27%	43%	61%	48%	43%	52%	47%	52%	49%	53%	56%	56%	50%	53%	31%	44%	61%	47%	56%	48%		
Controlling immigration	5038	1894	1023	264	1449	85	112	23	593	562	487	884	738	570	1204	2185	901	740	315	41	71	23	3060	1068		
	41%	47%	28%	24%	87%	13%	18%	29%	44%	39%	41%	41%	47%	42%	38%	53%	32%	29%	82%	20%	22%	38%	50%	26%		
Cutting the deficit and the debt	3700	2060	547	406	392	88	90	16	346	384	348	647	518	417	1040	1920	435	714	94	24	56	9	2830	504		
	30%	52%	15%	37%	23%	14%	15%	20%	25%	27%	30%	30%	33%	31%	33%	47%	16%	28%	24%	12%	17%	15%	46%	12%		
Tackling the cost of living	3068	501	1529	261	232	195	231	24	388	421	282	548	366	311	752	502	1022	714	58	58	99	14	817	1635		
	25%	13%	41%	24%	14%	31%	38%	30%	28%	29%	24%	25%	23%	23%	24%	12%	37%	28%	15%	28%	31%	23%	13%	40%		
Reforming welfare to cut benefit dependency	2455	1248	458	210	327	65	73	8	238	283	257	417	303	257	700	1146	382	439	77	24	51	9	1731	422		
	20%	31%	12%	19%	20%	10%	12%	10%	17%	20%	22%	19%	19%	19%	22%	28%	14%	17%	20%	12%	16%	15%	28%	10%		
Defending Britain's interests in Europe	2161	936	308	158	617	32	47	9	224	211	205	360	329	296	536	1044	294	377	131	15	28	11	1465	362		
	18%	23%	8%	14%	37%	5%	8%	11%	16%	15%	17%	17%	21%	22%	17%	26%	11%	15%	34%	7%	9%	18%	24%	9%		
Improving schools	1558	268	695	210	70	133	96	9	201	205	175	276	147	148	406	274	495	432	17	36	43	7	463	811		
	13%	7%	19%	19%	4%	21%	16%	11%	15%	14%	15%	13%	9%	11%	13%	7%	18%	17%	4%	18%	13%	12%	8%	20%		
Protecting the environment	1066	102	321	140	50	336	70	9	134	141	113	234	119	112	213	123	227	377	19	97	42	5	249	548		
	9%	3%	9%	13%	3%	53%	12%	11%	10%	10%	10%	11%	8%	8%	7%	3%	8%	15%	5%	47%	13%	8%	4%	13%		
Dealing with crime	751	195	259	61	134	25	27	11	115	87	71	143	102	75	158	228	204	124	32	14	13	6	350	247		
	6%	5%	7%	6%	8%	4%	4%	14%	8%	6%	6%	7%	7%	6%	5%	6%	7%	5%	8%	7%	4%	10%	6%	6%		
Other	1472	211	499	145	223	153	153	15	156	158	119	255	191	221	372	305	370	390	58	45	72	11	487	692		
	12%	5%	14%	13%	13%	24%	25%	19%	11%	11%	10%	12%	12%	16%	12%	7%	13%	15%	15%	22%	22%	18%	8%	17%		
Nothing	14	3	2	1	3	1	1	-	4	-	-	4	3	-	3	4	1	2	2	-	-	-	6	3		
	*	*	*	*	*	*	*	-	*	-	-	*	*	-	*	*	*	*	1%	-	-	-	*	*		
Don't know	51	11	16	4	2	1	4	1	15	5	7	9	3	2	10	9	17	5	-	1	3	-	13	13		
	*	*	*	*	*	*	1%	1%	1%	*	1%	*	*	*	*	*	1%	*	-	*	1%	-	*	*		

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 13

Q.7 What are the most important issues for the country as a whole?**Base: All respondents**

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion				Most Important Reason For Vote					Methodology	
		Al-ready feeling	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Private	Char-ity/not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249
Improving the NHS	6799	1308	2549	2942	2294	2470	2035	1278	1971	244	6374	357	3737	418	2522	2567	1263	600	279	642	689	564	6235
	55%	41%	57%	64%	41%	67%	70%	58%	50%	60%	56%	54%	55%	57%	56%	55%	58%	51%	42%	56%	59%	56%	55%
Getting the economy growing and creating jobs	6281	1903	2401	1977	3161	1846	1274	1059	2067	227	5868	350	3481	334	2364	2568	941	607	404	559	564	391	5890
	51%	60%	54%	43%	56%	50%	44%	48%	53%	56%	51%	53%	51%	46%	53%	55%	43%	52%	61%	49%	49%	39%	52%
Controlling immigration	5038	1312	1869	1857	2713	1537	788	789	1568	97	4833	165	3293	230	1449	1634	1117	555	265	454	460	342	4696
	41%	41%	42%	41%	48%	42%	27%	36%	40%	24%	42%	25%	48%	32%	32%	35%	51%	47%	40%	40%	40%	34%	42%
Cutting the deficit and the debt	3700	1459	1465	776	2739	700	261	555	1242	114	3503	160	2225	175	1242	1363	562	438	327	297	335	155	3545
	30%	46%	33%	17%	48%	19%	9%	25%	32%	28%	31%	24%	33%	24%	28%	29%	26%	37%	49%	26%	29%	15%	32%
Tackling the cost of living	3068	415	1081	1572	810	1121	1137	695	1064	129	2753	277	1433	217	1347	1200	596	260	97	284	263	71	2997
	25%	13%	24%	34%	14%	30%	39%	32%	27%	32%	24%	42%	21%	30%	30%	26%	27%	22%	15%	25%	23%	7%	27%
Reforming welfare to cut benefit dependency	2455	928	916	611	1630	552	273	396	868	70	2318	111	1485	120	817	915	423	256	174	204	244	109	2346
	20%	29%	20%	13%	29%	15%	9%	18%	22%	17%	20%	17%	22%	17%	18%	20%	19%	22%	26%	18%	21%	11%	21%
Defending Britain's interests in Europe	2161	691	789	681	1245	607	309	253	665	45	2069	64	1397	107	630	786	450	221	134	197	167	66	2095
	18%	22%	18%	15%	22%	16%	11%	12%	17%	11%	18%	10%	21%	15%	14%	17%	21%	19%	20%	17%	14%	7%	19%
Improving schools	1558	337	581	640	466	539	553	395	475	65	1409	128	729	116	678	652	265	127	56	146	176	227	1331
	13%	11%	13%	14%	8%	15%	19%	18%	12%	16%	12%	19%	11%	16%	15%	14%	12%	11%	8%	13%	15%	23%	12%
Protecting the environment	1066	174	333	559	259	320	487	204	342	73	1007	44	353	83	604	547	154	42	30	131	92	66	1000
	9%	5%	7%	12%	5%	9%	17%	9%	9%	18%	9%	7%	5%	11%	13%	12%	7%	4%	5%	11%	8%	7%	9%
Dealing with crime	751	176	253	322	297	255	199	178	251	19	666	74	432	65	237	227	143	91	36	69	84	37	714
	6%	6%	6%	7%	5%	7%	7%	8%	6%	5%	6%	11%	6%	9%	5%	5%	7%	8%	5%	6%	7%	4%	6%
Other	1472	289	396	787	431	389	652	256	446	63	1362	81	662	115	674	621	275	82	73	191	117	410	1062
	12%	9%	9%	17%	8%	11%	22%	12%	11%	16%	12%	12%	10%	16%	15%	13%	13%	7%	11%	17%	10%	41%	9%
Nothing	14	1	4	9	6	3	5	-	4	1	12	2	9	2	3	2	4	1	1	2	2	6	8
	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	*
Don't know	51	9	26	16	23	14	14	10	16	1	36	11	18	10	17	3	9	9	4	5	9	12	39
	*	*	1%	*	*	*	*	*	*	*	*	2%	*	1%	*	*	*	1%	1%	*	1%	1%	*

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 14

Q.8 What are the most important issues for you and your family?**Base: All respondents**

	Gender			Age						SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
Improving the NHS	7071	3217	3854	376	771	1015	1355	1675	1879	2807	1888	948	1421	691	339	876	639	502	601	389	618	663	1117	636
	58%	54%	62%	56%	52%	51%	56%	61%	63%	57%	59%	55%	61%	55%	56%	61%	58%	59%	57%	62%	58%	55%	58%	57%
Tackling the cost of living	5408	2371	3037	370	843	1084	1169	1066	876	1968	1489	756	1189	626	283	666	473	399	479	312	397	534	787	452
	44%	39%	49%	55%	57%	55%	49%	39%	29%	40%	46%	44%	51%	50%	47%	46%	43%	47%	46%	49%	37%	44%	41%	41%
Getting the economy growing and creating jobs	5112	2644	2468	307	590	799	1052	1153	1211	2269	1385	657	793	601	262	613	453	328	444	240	434	511	802	424
	42%	44%	40%	45%	40%	41%	44%	42%	41%	46%	43%	38%	34%	48%	43%	42%	41%	38%	42%	38%	40%	42%	42%	38%
Controlling immigration	3538	1781	1757	88	230	434	746	943	1097	1198	900	620	814	199	176	415	355	267	367	182	350	307	624	296
	29%	30%	28%	13%	16%	22%	31%	35%	37%	24%	28%	36%	35%	16%	29%	29%	32%	31%	35%	29%	33%	25%	32%	27%
Cutting the deficit and the debt	2504	1467	1037	103	238	314	436	603	810	1228	629	312	331	233	122	256	198	168	219	112	238	241	438	279
	20%	24%	17%	15%	16%	16%	18%	22%	27%	25%	20%	18%	14%	19%	20%	18%	18%	20%	21%	18%	22%	20%	23%	25%
Improving schools	2097	862	1235	165	393	627	421	231	260	964	540	289	298	216	95	245	201	141	165	102	171	237	330	194
	17%	14%	20%	24%	27%	32%	18%	8%	9%	19%	17%	17%	13%	17%	16%	17%	18%	16%	16%	16%	16%	20%	17%	18%
Defending Britain's interests in Europe	1639	931	708	45	100	143	242	460	649	709	398	234	297	94	94	169	139	118	138	97	165	126	334	165
	13%	15%	11%	7%	7%	7%	10%	17%	22%	14%	12%	14%	13%	7%	15%	12%	13%	14%	13%	15%	15%	10%	17%	15%
Reforming welfare to cut benefit dependency	1493	763	730	68	165	195	230	364	471	642	380	210	258	153	79	187	113	119	125	58	146	127	244	142
	12%	13%	12%	10%	11%	10%	10%	13%	16%	13%	12%	12%	11%	12%	13%	13%	10%	14%	12%	9%	14%	11%	13%	13%
Protecting the environment	1461	656	805	94	191	230	287	356	303	660	428	139	232	178	63	146	118	100	99	77	120	167	240	153
	12%	11%	13%	14%	13%	12%	12%	13%	10%	13%	13%	8%	10%	14%	10%	10%	11%	12%	9%	12%	11%	14%	12%	14%
Dealing with crime	1236	636	600	69	164	198	251	268	286	455	345	184	249	106	58	164	130	85	114	51	112	161	167	88
	10%	11%	10%	10%	11%	10%	10%	10%	10%	9%	11%	11%	11%	8%	10%	11%	12%	10%	11%	8%	10%	13%	9%	8%
Other	1330	706	624	77	159	172	255	342	325	550	336	166	271	204	59	130	103	93	84	58	123	142	193	141
	11%	12%	10%	11%	11%	9%	11%	13%	11%	11%	10%	10%	12%	16%	10%	9%	9%	11%	8%	9%	11%	12%	10%	13%
Nothing	53	32	21	5	10	6	11	7	14	15	11	12	15	5	-	5	3	3	2	6	9	3	10	7
	*	1%	*	1%	1%	*	*	*	*	*	*	*	1%	1%	*	*	*	*	*	1%	1%	*	1%	1%
Don't know	86	35	51	12	19	21	9	10	15	18	21	20	25	8	4	9	13	4	9	5	8	10	8	8
	1%	1%	1%	2%	1%	1%	*	*	1%	*	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 14

Q.8 What are the most important issues for you and your family?**Base: All respondents**

	2015 Vote								When Mind Made Up							2010 Vote							Best PM	
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On poll- ing day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Came- ron	Ed Mili- band
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
Improving the NHS	7071	1962	2583	678	802	370	364	47	733	833	699	1307	887	750	1862	2004	1882	1671	188	120	179	31	2998	2830
	58%	49%	70%	61%	48%	59%	60%	59%	54%	58%	59%	60%	57%	55%	58%	49%	68%	65%	49%	59%	56%	52%	49%	70%
Tackling the cost of living	5408	1405	2097	486	581	287	338	42	682	691	556	951	682	562	1284	1377	1458	1235	139	91	152	31	2145	2261
	44%	35%	57%	44%	35%	45%	56%	53%	50%	48%	47%	44%	44%	41%	40%	34%	52%	48%	36%	44%	47%	52%	35%	56%
Getting the economy growing and creating jobs	5112	1943	1519	511	428	226	292	29	478	587	467	923	649	576	1432	1857	1122	1077	104	71	151	22	2769	1626
	42%	49%	41%	46%	26%	36%	48%	36%	35%	41%	40%	43%	42%	42%	45%	45%	40%	42%	27%	35%	47%	37%	45%	40%
Controlling immigration	3538	1323	661	161	1141	62	64	13	375	372	333	581	561	453	863	1601	616	503	259	30	43	14	2147	732
	29%	33%	18%	15%	68%	10%	11%	16%	28%	26%	28%	27%	36%	33%	27%	39%	22%	20%	67%	15%	13%	23%	35%	18%
Cutting the deficit and the debt	2504	1414	365	254	272	55	59	12	230	252	209	428	327	302	756	1338	307	464	65	24	43	7	1922	339
	20%	35%	10%	23%	16%	9%	10%	15%	17%	18%	18%	20%	21%	22%	24%	33%	11%	18%	17%	12%	13%	12%	32%	8%
Improving schools	2097	532	817	242	146	142	111	19	282	304	236	375	210	178	512	513	566	517	30	40	57	15	845	902
	17%	13%	22%	22%	9%	22%	18%	24%	21%	21%	20%	17%	13%	13%	16%	13%	20%	20%	8%	20%	18%	25%	14%	22%
Defending Britain's interests in Europe	1639	792	207	104	430	27	29	6	142	171	120	293	255	223	435	855	211	264	103	14	17	7	1173	234
	13%	20%	6%	9%	26%	4%	5%	8%	10%	12%	10%	14%	16%	16%	14%	21%	8%	10%	27%	7%	5%	12%	19%	6%
Reforming welfare to cut benefit dependency	1493	712	275	127	247	35	44	3	144	155	145	254	197	164	434	704	231	232	57	10	36	5	1056	270
	12%	18%	7%	11%	15%	6%	7%	4%	11%	11%	12%	12%	13%	12%	14%	17%	8%	9%	15%	5%	11%	8%	17%	7%
Protecting the environment	1461	235	435	217	82	331	102	9	179	183	147	308	172	158	314	272	317	493	22	96	57	6	476	653
	12%	6%	12%	20%	5%	52%	17%	11%	13%	13%	13%	14%	11%	12%	10%	7%	11%	19%	6%	47%	18%	10%	8%	16%
Dealing with crime	1236	411	382	98	207	43	45	9	171	149	120	207	144	124	321	410	306	208	44	22	25	6	652	372
	10%	10%	10%	9%	12%	7%	7%	11%	13%	10%	10%	10%	9%	9%	10%	10%	11%	8%	11%	11%	8%	10%	11%	9%
Other	1330	233	459	133	183	110	126	11	132	149	121	227	155	182	364	288	337	350	47	33	61	9	481	597
	11%	6%	12%	12%	11%	17%	21%	14%	10%	10%	10%	10%	10%	13%	11%	7%	12%	14%	12%	16%	19%	15%	8%	15%
Nothing	53	19	12	4	8	1	2	1	10	3	4	7	5	4	20	17	8	9	-	-	2	-	31	9
	*	*	*	*	*	*	*	1%	1%	*	*	*	*	*	1%	*	*	*	-	-	1%	-	1%	*
Don't know	86	18	26	7	9	6	4	2	18	10	9	21	7	4	17	18	20	13	1	1	3	2	27	27
	1%	*	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	*	*	1%	*	1%	1%	*	*	1%	3%	*	1%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 14

Q.8 What are the most important issues for you and your family?**Base: All respondents**

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion				Most Important Reason For Vote						Methodology	
		Al-ready feeling	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri-vate	Char-ity/not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online	
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249	
Improving the NHS	7071	1532	2637	2902	2740	2413	1918	1216	2019	236	6653	348	3969	405	2582	2758	1266	611	331	657	694	515	6556	
	58%	48%	59%	63%	48%	66%	66%	55%	51%	58%	58%	52%	58%	56%	57%	60%	58%	52%	50%	57%	60%	51%	58%	
Tackling the cost of living	5408	928	2068	2412	1979	1879	1550	1136	1777	211	4992	361	2852	328	2129	2099	1047	474	222	495	515	134	5274	
	44%	29%	46%	53%	35%	51%	53%	52%	45%	52%	44%	54%	42%	45%	47%	45%	48%	40%	33%	43%	44%	13%	47%	
Getting the economy growing and creating jobs	5112	1594	1960	1558	2574	1483	1055	878	1813	182	4771	276	2798	278	1945	2048	800	489	343	459	427	388	4724	
	42%	50%	44%	34%	46%	40%	36%	40%	46%	45%	42%	41%	41%	38%	43%	44%	37%	42%	52%	40%	37%	39%	42%	
Controlling immigration	3538	959	1258	1321	1935	1033	570	526	1107	66	3404	101	2304	164	1022	1165	804	398	182	309	312	170	3368	
	29%	30%	28%	29%	34%	28%	20%	24%	28%	16%	30%	15%	34%	23%	23%	25%	37%	34%	27%	27%	27%	17%	30%	
Cutting the deficit and the debt	2504	1081	936	487	1918	406	180	372	845	50	2384	90	1511	121	826	927	372	297	213	214	201	98	2406	
	20%	34%	21%	11%	34%	11%	6%	17%	22%	12%	21%	14%	22%	17%	18%	20%	17%	25%	32%	19%	17%	10%	21%	
Improving schools	2097	506	800	791	785	690	622	540	716	82	1889	188	1080	142	832	806	392	204	88	181	242	285	1812	
	17%	16%	18%	17%	14%	19%	21%	25%	18%	20%	17%	28%	16%	20%	18%	17%	18%	17%	13%	16%	21%	28%	16%	
Defending Britain's interests in Europe	1639	565	616	458	1015	428	196	187	471	30	1589	34	1098	66	460	581	339	181	122	145	122	45	1594	
	13%	18%	14%	10%	18%	12%	7%	9%	12%	7%	14%	5%	16%	9%	10%	13%	15%	15%	18%	13%	11%	4%	14%	
Reforming welfare to cut benefit dependency	1493	568	584	341	987	351	155	245	491	37	1401	73	941	76	458	522	264	166	93	144	134	95	1398	
	12%	18%	13%	7%	17%	10%	5%	11%	12%	9%	12%	11%	14%	10%	10%	11%	12%	14%	14%	13%	12%	9%	12%	
Protecting the environment	1461	313	481	667	478	419	564	259	460	91	1383	62	586	107	737	732	197	86	56	160	130	71	1390	
	12%	10%	11%	15%	8%	11%	19%	12%	12%	22%	12%	9%	9%	15%	16%	16%	9%	7%	8%	14%	11%	7%	12%	
Dealing with crime	1236	304	450	482	566	399	271	249	399	46	1108	112	710	106	397	419	217	138	62	110	137	51	1185	
	10%	10%	10%	11%	10%	11%	9%	11%	10%	11%	10%	17%	10%	15%	9%	9%	10%	12%	9%	10%	12%	5%	11%	
Other	1330	275	376	679	423	354	553	227	385	57	1227	83	620	118	569	557	252	79	66	157	124	428	902	
	11%	9%	8%	15%	7%	10%	19%	10%	10%	14%	11%	12%	9%	16%	13%	12%	12%	7%	10%	14%	11%	43%	8%	
Nothing	53	17	15	21	30	11	12	7	16	2	45	5	21	6	25	6	11	8	3	8	5	18	35	
	*	1%	*	*	1%	*	*	*	*	*	*	1%	*	1%	1%	*	1%	1%	*	1%	*	2%	*	
Don't know	86	18	33	35	38	26	22	13	22	2	68	12	30	11	36	19	17	14	4	5	13	18	68	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	*	2%	1%	*	1%	1%	1%	*	1%	2%	1%	

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 15

Q.9 Which of the following do you think would make the best Prime Minister?

Base: All respondents

	Gender		Age							SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
David Cameron	6092	3189	2903	252	630	826	1064	1403	1917	2771	1632	847	829	420	275	646	501	448	560	272	593	590	1159	628
	50%	53%	46%	37%	42%	42%	44%	51%	64%	56%	51%	49%	36%	33%	45%	45%	46%	52%	53%	43%	55%	49%	60%	57%
Ed Miliband	4071	1989	2082	318	614	759	839	839	702	1456	1055	579	974	462	233	577	426	285	323	245	299	430	484	307
	33%	33%	33%	47%	41%	38%	35%	31%	23%	29%	33%	33%	42%	37%	38%	40%	39%	33%	31%	39%	28%	36%	25%	28%
Don't know	2090	830	1260	106	239	387	499	488	371	720	532	303	531	375	99	222	166	122	164	115	180	186	288	173
	17%	14%	20%	16%	16%	20%	21%	18%	12%	15%	17%	18%	23%	30%	16%	15%	15%	14%	16%	18%	17%	15%	15%	16%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 15

Q.9 Which of the following do you think would make the best Prime Minister?

Base: All respondents

	2015 Vote								When Mind Made Up							2010 Vote						Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
David Cameron	6092	3896	266	572	935	119	99	22	638	678	593	1078	812	663	1630	3612	398	985	207	45	70	23	6092	-
	50%	97%	7%	52%	56%	19%	16%	28%	47%	47%	50%	50%	52%	49%	51%	88%	14%	38%	54%	22%	22%	38%	100%	-
Ed Miliband	4071	23	2934	233	225	299	235	33	393	450	349	698	512	481	1188	222	1963	1001	58	88	101	21	-	4071
	33%	1%	79%	21%	13%	47%	39%	41%	29%	31%	30%	32%	33%	35%	37%	5%	70%	39%	15%	43%	31%	35%	-	100%
Don't know	2090	77	494	303	512	214	274	25	331	311	233	393	237	216	369	255	427	593	120	72	150	16	-	-
	17%	2%	13%	27%	31%	34%	45%	31%	24%	22%	20%	18%	15%	16%	12%	6%	15%	23%	31%	35%	47%	27%	-	-

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 15

Q.9 Which of the following do you think would make the best Prime Minister?

Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion				Most Important Reason For Vote						Methodology	
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri-vate	Char-ity/not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online	
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249	
David Cameron	6092	2620	2385	1087	4617	1216	259	885	2102	149	5814	226	3903	291	1809	2090	997	830	503	511	577	499	5593	
	50%	82%	53%	24%	82%	33%	9%	40%	53%	37%	51%	34%	57%	40%	40%	45%	46%	71%	76%	45%	50%	50%	50%	
Ed Miliband	4071	365	1407	2299	529	1587	1955	873	1186	174	3680	337	1892	313	1794	1742	708	274	114	396	297	404	3667	
	33%	11%	31%	50%	9%	43%	67%	40%	30%	43%	32%	51%	28%	43%	40%	38%	32%	23%	17%	34%	26%	40%	33%	
Don't know	2090	208	688	1194	511	877	702	438	641	82	1951	103	1018	123	898	798	485	72	47	241	285	101	1989	
	17%	7%	15%	26%	9%	24%	24%	20%	16%	20%	17%	15%	15%	17%	20%	17%	22%	6%	7%	21%	25%	10%	18%	

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 16

Q.10 Thinking about you and your family's own personal situation, which of these statements comes closest to your view, even if you don't completely agree with any of them?

Base: All respondents

	Gender		Age							SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
I am already feeling some of the benefits of an economic recovery	3193	1718	1475	159	426	470	495	666	977	1632	799	418	334	226	130	340	286	243	275	109	310	328	625	321
	26%	29%	24%	24%	29%	24%	21%	24%	33%	33%	25%	24%	14%	18%	21%	24%	26%	28%	26%	17%	29%	27%	32%	29%
I am not feeling the benefits of an economic recovery yet but I expect to do so at some point	4480	2065	2415	309	535	726	881	945	1084	1786	1254	658	772	435	229	540	417	311	377	236	384	474	698	379
	37%	34%	39%	46%	36%	37%	37%	35%	36%	36%	39%	38%	33%	35%	38%	37%	38%	36%	36%	37%	36%	39%	36%	34%
I am not feeling the benefits of an economic recovery and I don't expect to	4580	2225	2355	208	522	776	1026	1119	929	1529	1166	653	1228	596	248	565	390	301	395	287	378	404	608	408
	37%	37%	38%	31%	35%	39%	43%	41%	31%	31%	36%	38%	53%	47%	41%	39%	36%	35%	38%	45%	35%	33%	31%	37%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 16

Q.10 Thinking about you and your family's own personal situation, which of these statements comes closest to your view, even if you don't completely agree with any of them?

Base: All respondents

	2015 Vote							When Mind Made Up							2010 Vote							Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
I am already feeling some of the benefits of an economic recovery	3193 26%	1972 49%	368 10%	294 27%	297 18%	91 14%	53 9%	12 15%	295 22%	301 21%	279 24%	525 24%	422 27%	352 26%	1019 32%	1796 44%	350 13%	526 20%	77 20%	36 18%	30 9%	7 12%	2620 43%	365 9%
I am not feeling the benefits of an economic recovery yet but I expect to do so at some point	4480 37%	1576 39%	1396 38%	460 42%	523 31%	167 26%	183 30%	23 29%	527 39%	602 42%	480 41%	874 40%	535 34%	433 32%	1029 32%	1528 37%	997 36%	942 37%	114 30%	53 26%	97 30%	20 33%	2385 39%	1407 35%
I am not feeling the benefits of an economic recovery and I don't expect to	4580 37%	448 11%	1930 52%	354 32%	852 51%	374 59%	372 61%	45 56%	540 40%	536 37%	416 35%	770 36%	604 39%	575 42%	1139 36%	765 19%	1441 52%	1111 43%	194 50%	116 57%	194 60%	33 55%	1087 18%	2299 56%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 16

Q.10 Thinking about you and your family's own personal situation, which of these statements comes closest to your view, even if you don't completely agree with any of them?

Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion				Most Important Reason For Vote					Methodology		
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Private	Char-ity/not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online	
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249	
I am already feeling some of the benefits of an economic recovery	3193 26%	3193 100%	- -	- -	2461 44%	563 15%	169 6%	459 21%	1243 32%	88 22%	3020 26%	144 22%	1964 29%	154 21%	1025 23%	1173 25%	428 20%	413 35%	276 42%	245 21%	286 25%	326 32%	2867 25%	
I am not feeling the benefits of an economic recovery yet but I expect to do so at some point	4480 37%	- -	4480 100%	- -	2149 38%	1607 44%	724 25%	859 39%	1395 36%	159 39%	4118 36%	304 46%	2588 38%	294 40%	1511 34%	1626 35%	825 38%	492 42%	256 39%	411 36%	425 37%	345 34%	4135 37%	
I am not feeling the benefits of an economic recovery and I don't expect to	4580 37%	- -	- -	4580 100%	1047 19%	1510 41%	2023 69%	878 40%	1291 33%	158 39%	4307 38%	218 33%	2261 33%	279 38%	1965 44%	1831 40%	937 43%	271 23%	132 20%	492 43%	448 39%	333 33%	4247 38%	

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 17

Q.11 Thinking about the state of Britain's economy and the amount the government spends and borrows, which of these statements comes closest to your view, even if you don't completely agree with any of them?

Base: All respondents

	Gender		Age							SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
The national economy is not yet fully fixed, so we will need to continue with austerity and cuts in government spending over the next five years	5657	2834	2823	273	592	830	971	1255	1736	2527	1505	793	819	388	254	604	484	411	525	262	585	529	1052	563
	46%	47%	45%	40%	40%	42%	40%	46%	58%	51%	47%	46%	35%	31%	42%	42%	44%	48%	50%	41%	55%	44%	54%	51%
While a period of austerity was needed to fix the national economy, we don't need another five years of cuts in government spending	3680	1686	1994	214	445	594	763	845	819	1381	949	515	827	428	199	482	339	263	300	196	264	359	547	303
	30%	28%	32%	32%	30%	30%	32%	31%	27%	28%	29%	30%	35%	34%	33%	33%	31%	31%	29%	31%	25%	30%	28%	27%
Austerity and cuts in government spending were never really needed to fix the national economy, it was just used as an excuse to cut public services	2916	1488	1428	189	446	548	668	630	435	1039	765	421	688	441	154	359	270	181	222	174	223	318	332	242
	24%	25%	23%	28%	30%	28%	28%	23%	15%	21%	24%	24%	29%	35%	25%	25%	25%	21%	21%	28%	21%	26%	17%	22%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 17

Q.11 Thinking about the state of Britain's economy and the amount the government spends and borrows, which of these statements comes closest to your view, even if you don't completely agree with any of them?

Base: All respondents

	2015 Vote							When Mind Made Up Since the beginning of the year							2010 Vote							Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband	
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
The national economy is not yet fully fixed, so we will need to continue with austerity and cuts in government spending over the next five years	5657 46%	3339 84%	628 17%	503 45%	773 46%	120 19%	66 11%	21 26%	590 43%	640 44%	522 44%	975 45%	759 49%	611 45%	1560 49%	3107 76%	566 20%	919 36%	175 45%	52 25%	56 17%	21 35%	4617 76%	529 13%
While a period of austerity was needed to fix the national economy, we don't need another five years of cuts in government spending	3680 30%	571 14%	1571 43%	431 39%	568 34%	165 26%	220 36%	21 26%	455 33%	498 35%	420 36%	707 33%	442 28%	355 26%	803 25%	769 19%	1108 40%	934 36%	119 31%	53 26%	111 35%	16 27%	1216 20%	1587 39%
Austerity and cuts in government spending were never really needed to fix the national economy, it was just used as an excuse to cut public services	2916 24%	86 2%	1495 40%	174 16%	331 20%	347 55%	322 53%	38 48%	317 23%	301 21%	233 20%	487 22%	360 23%	394 29%	824 26%	213 5%	1114 40%	726 28%	91 24%	100 49%	154 48%	23 38%	259 4%	1955 48%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 17

Q.11 Thinking about the state of Britain's economy and the amount the government spends and borrows, which of these statements comes closest to your view, even if you don't completely agree with any of them?

Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private		Ethnicity		Religion			Most Important Reason For Vote					Methodology			
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Private	Char-ity/not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249
The national economy is not yet fully fixed, so we will need to continue with austerity and cuts in government spending over the next five years	5657 46%	2461 77%	2149 48%	1047 23%	5657 100%	-	-	833 38%	1941 49%	144 36%	5363 47%	236 35%	3492 51%	274 38%	1797 40%	1965 42%	891 41%	751 64%	466 70%	471 41%	509 44%	437 44%	5220 46%
While a period of austerity was needed to fix the national economy, we don't need another five years of cuts in government spending	3680 30%	563 18%	1607 36%	1510 33%	-	3680 100%	-	768 35%	1077 27%	117 29%	3412 30%	230 35%	2125 31%	212 29%	1268 28%	1361 29%	771 35%	268 23%	114 17%	360 31%	434 37%	280 28%	3400 30%
Austerity and cuts in government spending were never really needed to fix the national economy, it was just used as an excuse to cut public services	2916 24%	169 5%	724 16%	2023 44%	-	-	2916 100%	595 27%	911 23%	144 36%	2670 23%	200 30%	1196 18%	241 33%	1436 32%	1304 28%	528 24%	157 13%	84 13%	317 28%	216 19%	287 29%	2629 23%

General Election Day Poll
CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 18
Gender
Base: All respondents

	Gender		Age							SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
Male	6008	6008	-	287	627	868	1121	1362	1743	2679	1454	843	1017	635	318	727	536	431	537	314	507	564	916	523
	49%	100%	-	42%	42%	44%	47%	50%	58%	54%	45%	49%	44%	51%	52%	50%	49%	50%	51%	50%	47%	47%	47%	47%
Female	6245	-	6245	389	856	1104	1281	1368	1247	2268	1765	886	1317	622	289	718	557	424	510	318	565	642	1015	585
	51%	-	100%	58%	58%	56%	53%	50%	42%	46%	55%	51%	56%	49%	48%	50%	51%	50%	49%	50%	53%	53%	53%	53%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 18
Gender
Base: All respondents

	2015 Vote								When Mind Made Up							2010 Vote					Best PM			
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
Male	6008	1993	1724	533	916	275	319	40	606	622	493	970	867	840	1610	2125	1372	1239	206	87	184	31	3189	1989
	49%	50%	47%	48%	55%	44%	52%	50%	44%	43%	42%	45%	56%	62%	51%	52%	49%	48%	54%	42%	57%	52%	52%	49%
Female	6245	2003	1970	575	756	357	289	40	756	817	682	1199	694	520	1577	1964	1416	1340	179	118	137	29	2903	2082
	51%	50%	53%	52%	45%	56%	48%	50%	56%	57%	58%	55%	44%	38%	49%	48%	51%	52%	46%	58%	43%	48%	48%	51%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 18
Gender
Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion				Most Important Reason For Vote					Methodology		
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri-vate	Char-ity/ not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online	
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249	
Male	6008	1718	2065	2225	2834	1686	1488	848	2275	149	5609	313	3221	331	2350	2366	942	567	396	560	506	540	5468	
		49%	54%	46%	49%	50%	46%	51%	39%	58%	37%	49%	47%	47%	46%	52%	51%	43%	48%	60%	49%	44%	54%	49%
Female	6245	1475	2415	2355	2823	1994	1428	1348	1654	256	5836	353	3592	396	2151	2264	1248	609	268	588	653	464	5781	
		51%	46%	54%	51%	50%	54%	49%	61%	42%	63%	51%	53%	53%	54%	48%	49%	57%	52%	40%	51%	56%	46%	51%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 19
Which of the following age groups do you fall into?
Base: All respondents

	Gender		Age							SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
18 to 24	676	287	389	676	-	-	-	-	-	202	284	78	106	60	43	73	62	42	64	31	46	99	94	62
	6%	5%	6%	100%	-	-	-	-	-	4%	9%	5%	5%	5%	7%	5%	6%	5%	6%	5%	4%	8%	5%	6%
25 to 34	1483	627	856	-	1483	-	-	-	-	595	453	212	220	167	71	168	133	104	122	78	98	216	216	110
	12%	10%	14%	-	100%	-	-	-	-	12%	14%	12%	9%	13%	12%	12%	12%	12%	12%	12%	9%	18%	11%	10%
35 to 44	1972	868	1104	-	-	1972	-	-	-	841	487	299	342	240	80	238	189	129	177	82	144	241	289	163
	16%	14%	18%	-	-	100%	-	-	-	17%	15%	17%	15%	19%	13%	16%	17%	15%	17%	13%	13%	20%	15%	15%
45 to 54	2402	1121	1281	-	-	-	2402	-	-	826	633	396	545	255	117	275	225	197	194	139	234	229	335	202
	20%	19%	21%	-	-	-	100%	-	-	17%	20%	23%	23%	20%	19%	19%	21%	23%	19%	22%	22%	19%	17%	18%
55 to 64	2730	1362	1368	-	-	-	-	2730	-	1043	667	399	616	286	152	313	246	163	239	150	249	216	477	239
	22%	23%	22%	-	-	-	-	100%	-	21%	21%	23%	26%	23%	25%	22%	23%	19%	23%	24%	23%	18%	25%	22%
65 plus	2990	1743	1247	-	-	-	-	-	2990	1440	695	345	505	249	144	378	238	220	251	152	301	205	520	332
	24%	29%	20%	-	-	-	-	-	100%	29%	22%	20%	22%	20%	24%	26%	22%	26%	24%	24%	28%	17%	27%	30%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 19

Which of the following age groups do you fall into?

Base: All respondents

	2015 Vote								When Mind Made Up							2010 Vote						Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
18 to 24	676 6%	160 4%	279 8%	54 5%	57 3%	70 11%	24 4%	4 5%	109 8%	136 9%	81 7%	141 7%	64 4%	50 4%	95 3%	57 1%	77 3%	60 2%	4 1%	11 5%	7 2%	- -	252 4%	318 8%
25 to 34	1483 12%	391 10%	554 15%	129 12%	109 7%	130 21%	93 15%	13 16%	282 21%	227 16%	171 15%	252 12%	162 10%	123 9%	266 8%	341 8%	364 13%	365 14%	24 6%	32 16%	33 10%	6 10%	630 10%	614 15%
35 to 44	1972 16%	504 13%	711 19%	170 15%	240 14%	132 21%	120 20%	15 19%	295 22%	282 20%	227 19%	376 17%	227 15%	175 13%	390 12%	511 12%	532 19%	463 18%	47 12%	45 22%	55 17%	9 15%	826 14%	759 19%
45 to 54	2402 20%	683 17%	770 21%	188 17%	367 22%	127 20%	142 23%	17 21%	280 21%	274 19%	224 19%	440 20%	299 19%	244 18%	641 20%	742 18%	645 23%	486 19%	85 22%	43 21%	72 22%	17 28%	1064 17%	839 21%
55 to 64	2730 22%	922 23%	748 20%	276 25%	424 25%	110 17%	154 25%	17 21%	244 18%	267 19%	233 20%	479 22%	347 22%	362 27%	798 25%	999 24%	637 23%	579 22%	117 30%	46 22%	98 31%	12 20%	1403 23%	839 21%
65 plus	2990 24%	1336 33%	632 17%	291 26%	475 28%	63 10%	75 12%	14 18%	152 11%	253 18%	239 20%	481 22%	462 30%	406 30%	997 31%	1439 35%	533 19%	626 24%	108 28%	28 14%	56 17%	16 27%	1917 31%	702 17%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 19

Which of the following age groups do you fall into?

Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion				Most Important Reason For Vote						Methodology	
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri-vate	Char-ity/ not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online	
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249	
18 to 24	676 6%	159 5%	309 7%	208 5%	273 5%	214 6%	189 6%	114 5%	170 4%	19 5%	574 5%	90 14%	210 3%	66 9%	376 8%	258 6%	175 8%	61 5%	21 3%	67 6%	66 6%	92 9%	584 5%	
25 to 34	1483 12%	426 13%	535 12%	522 11%	592 10%	445 12%	446 15%	423 19%	706 18%	68 17%	1251 11%	209 31%	540 8%	157 22%	741 16%	515 11%	311 14%	180 15%	62 9%	141 12%	153 13%	161 16%	1322 12%	
35 to 44	1972 16%	470 15%	726 16%	776 17%	830 15%	594 16%	548 19%	528 24%	922 23%	97 24%	1750 15%	183 27%	885 13%	143 20%	903 20%	685 15%	375 17%	207 18%	94 14%	207 18%	203 18%	167 17%	1805 16%	
45 to 54	2402 20%	495 16%	881 20%	1026 22%	971 17%	763 21%	668 23%	645 29%	1057 27%	107 26%	2269 20%	103 15%	1327 19%	128 18%	916 20%	865 19%	446 20%	226 19%	121 18%	226 20%	236 20%	184 18%	2218 20%	
55 to 64	2730 22%	666 21%	945 21%	1119 24%	1255 22%	845 23%	630 22%	411 19%	840 21%	91 22%	2663 23%	53 8%	1728 25%	116 16%	846 19%	1138 25%	458 21%	213 18%	131 20%	236 21%	260 22%	165 16%	2565 23%	
65 plus	2990 24%	977 31%	1084 24%	929 20%	1736 31%	819 22%	435 15%	75 3%	234 6%	23 6%	2938 26%	28 4%	2123 31%	117 16%	719 16%	1169 25%	425 19%	289 25%	235 35%	271 24%	241 21%	235 23%	2755 24%	

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 20

SEG**Base: All respondents**

	Gender			Age						SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
A	1381	796	585	71	140	213	201	286	470	1381	-	-	-	136	53	171	85	85	104	58	132	173	248	136
		11%	13%	9%	11%	9%	11%	8%	10%	16%	28%	-	-	11%	9%	12%	8%	10%	10%	9%	12%	14%	13%	12%
B	3566	1883	1683	131	455	628	625	757	970	3566	-	-	-	384	175	416	272	237	321	144	306	373	627	311
		29%	31%	27%	19%	31%	32%	26%	28%	32%	72%	-	-	31%	29%	29%	25%	28%	31%	23%	29%	31%	32%	28%
C1	3219	1454	1765	284	453	487	633	667	695	-	3219	-	-	318	154	325	333	201	254	194	278	368	481	313
		26%	24%	28%	42%	31%	25%	26%	24%	23%	100%	-	-	25%	25%	22%	30%	24%	24%	31%	26%	31%	25%	28%
C2	1729	843	886	78	212	299	396	399	345	-	-	1729	-	180	95	215	186	136	151	110	164	124	241	127
		14%	14%	14%	12%	14%	15%	16%	15%	12%	-	100%	-	14%	16%	15%	17%	16%	14%	17%	15%	10%	12%	11%
D	1076	479	597	71	138	186	270	269	142	-	-	-	1076	109	64	145	117	90	102	52	79	63	144	111
		9%	8%	10%	11%	9%	9%	11%	10%	5%	-	-	46%	9%	11%	10%	11%	11%	10%	8%	7%	5%	7%	10%
E	1258	538	720	35	82	156	275	347	363	-	-	-	1258	127	65	171	98	105	114	73	109	102	186	108
		10%	9%	12%	5%	6%	8%	11%	13%	12%	-	-	54%	10%	11%	12%	9%	12%	11%	12%	10%	8%	10%	10%
Refused	24	15	9	6	3	3	2	5	5	-	-	-	-	3	1	2	2	1	1	1	4	3	4	2
	*	*	*	1%	*	*	*	*	*	-	-	-	-	*	*	*	*	*	*	*	*	*	*	*

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 20

SEG

Base: All respondents

	2015 Vote								When Mind Made Up							2010 Vote						Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
A	1381	599	348	162	126	48	50	4	118	140	135	257	172	172	387	591	263	297	20	24	21	7	827	369
	11%	15%	9%	15%	8%	8%	8%	5%	9%	10%	11%	12%	11%	13%	12%	14%	9%	12%	5%	12%	7%	12%	14%	9%
B	3566	1314	983	406	339	202	193	18	374	459	359	657	453	411	853	1312	727	901	69	61	105	13	1944	1087
	29%	33%	27%	37%	20%	32%	32%	23%	27%	32%	31%	30%	29%	30%	27%	32%	26%	35%	18%	30%	33%	22%	32%	27%
C1	3219	1055	971	291	403	202	155	24	416	404	297	560	408	302	832	1054	685	681	87	57	69	19	1632	1055
	26%	26%	26%	26%	24%	32%	25%	30%	31%	28%	25%	26%	26%	22%	26%	26%	25%	26%	23%	28%	21%	32%	27%	26%
C2	1729	512	517	120	343	62	84	12	195	191	156	294	229	226	438	559	435	289	84	27	53	14	847	579
	14%	13%	14%	11%	21%	10%	14%	15%	14%	13%	13%	14%	15%	17%	14%	14%	16%	11%	22%	13%	17%	23%	14%	14%
D	1076	251	389	59	203	50	56	11	128	125	107	191	147	103	275	249	295	185	62	22	31	7	420	428
	9%	6%	11%	5%	12%	8%	9%	14%	9%	9%	9%	9%	9%	8%	9%	6%	11%	7%	16%	11%	10%	12%	7%	11%
E	1258	256	483	70	253	67	69	11	127	118	118	208	151	142	394	314	380	225	63	13	42	-	409	546
	10%	6%	13%	6%	15%	11%	11%	14%	9%	8%	10%	10%	10%	10%	12%	8%	14%	9%	16%	6%	13%	-	7%	13%
Refused	24	9	3	-	5	1	1	-	4	2	3	2	1	4	8	10	3	1	-	1	-	-	13	7
	*	*	*	-	*	*	*	-	*	*	*	*	*	*	*	*	*	*	-	*	-	-	*	*

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 20
SEG
Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion				Most Important Reason For Vote						Methodology	
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri-vate	Char-ity/ not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online	
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249	
A	1381	522	474	385	757	362	262	200	442	40	1293	71	805	72	479	553	185	137	116	116	137	98	1283	
	11%	16%	11%	8%	13%	10%	9%	9%	11%	10%	11%	11%	12%	10%	11%	12%	8%	12%	17%	10%	12%	10%	11%	
B	3566	1110	1312	1144	1770	1019	777	730	1212	121	3302	218	1925	210	1368	1454	584	309	205	368	339	205	3361	
	29%	35%	29%	25%	31%	28%	27%	33%	31%	30%	29%	33%	28%	29%	30%	31%	27%	26%	31%	32%	29%	20%	30%	
C1	3219	799	1254	1166	1505	949	765	732	1072	160	3005	181	1747	174	1244	1245	578	331	164	288	299	241	2978	
	26%	25%	28%	25%	27%	26%	26%	33%	27%	40%	26%	27%	26%	24%	28%	27%	26%	28%	25%	25%	26%	24%	26%	
C2	1729	418	658	653	793	515	421	291	702	32	1631	78	1021	102	576	602	362	180	83	142	157	213	1516	
	14%	13%	15%	14%	14%	14%	14%	13%	18%	8%	14%	12%	15%	14%	13%	13%	17%	15%	13%	12%	14%	21%	13%	
D	1076	201	388	487	424	367	285	224	478	44	1000	65	592	75	393	340	227	105	45	107	108	102	974	
	9%	6%	9%	11%	7%	10%	10%	10%	12%	11%	9%	10%	9%	10%	9%	7%	10%	9%	7%	9%	9%	10%	9%	
E	1258	133	384	741	395	460	403	16	16	7	1197	49	714	92	433	430	250	112	48	125	114	124	1134	
	10%	4%	9%	16%	7%	13%	14%	1%	*	2%	10%	7%	10%	13%	10%	9%	11%	10%	7%	11%	10%	12%	10%	
Refused	24	10	10	4	13	8	3	3	7	1	17	4	9	2	8	6	4	2	3	2	5	21	3	
	*	*	*	*	*	*	*	*	*	*	*	1%	*	*	*	*	*	*	*	*	*	2%	*	

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 21
Region
Base: All respondents

	Gender			Age						SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North	North West	Yorks & Humberside	East Midlands	West Midlands	Wales	East Anglia	Greater London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
Scotland	1257	635	622	60	167	240	255	286	249	520	318	180	236	1257	-	-	-	-	-	-	-	-	-	-
	10%	11%	10%	9%	11%	12%	11%	10%	8%	11%	10%	10%	10%	100%	-	-	-	-	-	-	-	-	-	-
North	607	318	289	43	71	80	117	152	144	228	154	95	129	-	607	-	-	-	-	-	-	-	-	-
	5%	5%	5%	6%	5%	4%	5%	6%	5%	5%	5%	5%	6%	-	100%	-	-	-	-	-	-	-	-	-
North West	1445	727	718	73	168	238	275	313	378	587	325	215	316	-	-	1445	-	-	-	-	-	-	-	-
	12%	12%	11%	11%	11%	12%	11%	11%	13%	12%	10%	12%	14%	-	-	100%	-	-	-	-	-	-	-	-
Yorks & Humberside	1093	536	557	62	133	189	225	246	238	357	333	186	215	-	-	-	1093	-	-	-	-	-	-	-
	9%	9%	9%	9%	9%	10%	9%	9%	8%	7%	10%	11%	9%	-	-	-	100%	-	-	-	-	-	-	-
East Midlands	855	431	424	42	104	129	197	163	220	322	201	136	195	-	-	-	-	855	-	-	-	-	-	-
	7%	7%	7%	6%	7%	7%	8%	6%	7%	7%	6%	8%	8%	-	-	-	-	100%	-	-	-	-	-	-
West Midlands	1047	537	510	64	122	177	194	239	251	425	254	151	216	-	-	-	-	-	1047	-	-	-	-	-
	9%	9%	8%	9%	8%	9%	8%	9%	8%	9%	8%	9%	9%	-	-	-	-	-	100%	-	-	-	-	-
Wales	632	314	318	31	78	82	139	150	152	202	194	110	125	-	-	-	-	-	-	632	-	-	-	-
	5%	5%	5%	5%	5%	4%	6%	5%	5%	4%	6%	6%	5%	-	-	-	-	-	-	100%	-	-	-	-
East Anglia	1072	507	565	46	98	144	234	249	301	438	278	164	188	-	-	-	-	-	-	-	1072	-	-	-
	9%	8%	9%	7%	7%	7%	10%	9%	10%	9%	9%	9%	8%	-	-	-	-	-	-	-	100%	-	-	-
Greater London	1206	564	642	99	216	241	229	216	205	546	368	124	165	-	-	-	-	-	-	-	-	1206	-	-
	10%	9%	10%	15%	15%	12%	10%	8%	7%	11%	11%	7%	7%	-	-	-	-	-	-	-	-	100%	-	-
South East	1931	916	1015	94	216	289	335	477	520	875	481	241	330	-	-	-	-	-	-	-	-	-	1931	-
	16%	15%	16%	14%	15%	15%	14%	17%	17%	18%	15%	14%	14%	-	-	-	-	-	-	-	-	-	100%	-
South West	1108	523	585	62	110	163	202	239	332	447	313	127	219	-	-	-	-	-	-	-	-	-	-	1108
	9%	9%	9%	9%	7%	8%	8%	9%	11%	9%	10%	7%	9%	-	-	-	-	-	-	-	-	-	-	100%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 21
Region
Base: All respondents

	2015 Vote							When Mind Made Up							2010 Vote							Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
Scotland	1257	173	273	105	32	31	608	-	105	117	86	200	209	182	358	189	326	222	10	19	321	-	420	462
	10%	4%	7%	9%	2%	5%	100%	-	8%	8%	7%	9%	13%	13%	11%	5%	12%	9%	3%	9%	100%	-	7%	11%
North	607	147	245	50	100	38	-	-	63	79	67	106	76	64	152	155	181	147	23	5	-	-	275	233
	5%	4%	7%	5%	6%	6%	-	-	5%	5%	6%	5%	5%	5%	5%	4%	6%	6%	6%	2%	-	-	5%	6%
North West	1445	445	590	96	187	69	-	-	147	159	150	273	168	140	408	453	444	264	34	18	-	-	646	577
	12%	11%	16%	9%	11%	11%	-	-	11%	11%	13%	13%	11%	10%	13%	11%	16%	10%	9%	9%	-	-	11%	14%
Yorks & Humberside	1093	298	428	99	171	52	-	-	115	135	130	209	140	109	255	300	303	252	41	23	-	-	501	426
	9%	7%	12%	9%	10%	8%	-	-	8%	9%	11%	10%	9%	8%	8%	7%	11%	10%	11%	11%	-	-	8%	10%
East Midlands	855	321	276	50	143	37	-	-	87	106	69	146	134	94	219	325	194	176	31	8	-	-	448	285
	7%	8%	7%	5%	9%	6%	-	-	6%	7%	6%	7%	9%	7%	7%	8%	7%	7%	8%	4%	-	-	7%	7%
West Midlands	1047	392	329	71	172	38	-	-	142	128	90	198	132	99	258	408	230	188	31	11	-	-	560	323
	9%	10%	9%	6%	10%	6%	-	-	10%	9%	8%	9%	8%	7%	8%	10%	8%	7%	8%	5%	-	-	9%	8%
Wales	632	140	224	45	97	26	-	80	82	70	68	117	77	67	151	157	191	104	11	6	-	60	272	245
	5%	4%	6%	4%	6%	4%	-	100%	6%	5%	6%	5%	5%	5%	5%	4%	7%	4%	3%	3%	-	100%	4%	6%
East Anglia	1072	410	252	105	194	74	-	-	120	128	100	165	145	137	277	445	186	226	53	23	-	-	593	299
	9%	10%	7%	9%	12%	12%	-	-	9%	9%	9%	8%	9%	10%	9%	11%	7%	9%	14%	11%	-	-	10%	7%
Greater London	1206	414	431	125	117	76	-	-	148	154	106	210	138	130	320	402	313	259	28	32	-	-	590	430
	10%	10%	12%	11%	7%	12%	-	-	11%	11%	9%	10%	9%	10%	10%	10%	11%	10%	7%	16%	-	-	10%	11%
South East	1931	834	431	171	315	110	-	-	236	215	188	324	215	222	531	835	273	411	86	39	-	-	1159	484
	16%	21%	12%	15%	19%	17%	-	-	17%	15%	16%	15%	14%	16%	17%	20%	10%	16%	22%	19%	-	-	19%	12%
South West	1108	422	215	191	144	81	-	-	117	148	121	221	127	116	258	420	147	330	37	21	-	-	628	307
	9%	11%	6%	17%	9%	13%	-	-	9%	10%	10%	10%	8%	9%	8%	10%	5%	13%	10%	10%	-	-	10%	8%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 21
Region
Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote						Methodology	
		Al-ready feeling	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Private	Char-ity/not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249
Scotland	1257	226	435	596	388	428	441	271	395	43	1211	31	615	49	578	571	156	69	51	165	113	94	1163
	10%	7%	10%	13%	7%	12%	15%	12%	10%	11%	11%	5%	9%	7%	13%	12%	7%	6%	8%	14%	10%	9%	10%
North	607	130	229	248	254	199	154	116	179	11	585	16	363	20	215	229	124	45	29	51	62	41	566
	5%	4%	5%	5%	4%	5%	5%	5%	5%	3%	5%	2%	5%	3%	5%	5%	6%	4%	4%	4%	5%	4%	5%
North West	1445	340	540	565	604	482	359	270	422	37	1363	68	864	90	466	525	278	139	85	118	119	113	1332
	12%	11%	12%	12%	11%	13%	12%	12%	11%	9%	12%	10%	13%	12%	10%	11%	13%	12%	13%	10%	10%	11%	12%
Yorks & Humberside	1093	286	417	390	484	339	270	180	390	36	1031	50	612	60	412	379	216	106	54	109	104	93	1000
	9%	9%	9%	9%	9%	9%	9%	8%	10%	9%	9%	8%	9%	8%	9%	8%	10%	9%	8%	9%	9%	9%	9%
East Midlands	855	243	311	301	411	263	181	147	260	20	809	40	499	47	292	323	181	72	47	71	66	72	783
	7%	8%	7%	7%	7%	7%	6%	7%	7%	5%	7%	6%	7%	6%	6%	7%	8%	6%	7%	6%	6%	7%	7%
West Midlands	1047	275	377	395	525	300	222	198	331	30	963	68	609	80	339	389	179	125	56	98	92	87	960
	9%	9%	8%	9%	9%	8%	8%	9%	8%	7%	8%	10%	9%	11%	8%	8%	8%	11%	8%	9%	8%	9%	9%
Wales	632	109	236	287	262	196	174	140	172	16	619	9	347	23	251	232	127	53	25	65	66	45	587
	5%	3%	5%	6%	5%	5%	6%	6%	4%	4%	5%	1%	5%	3%	6%	5%	6%	5%	4%	6%	6%	4%	5%
East Anglia	1072	310	384	378	585	264	223	168	329	44	1035	24	606	64	387	416	208	104	65	78	106	105	967
	9%	10%	9%	8%	10%	7%	8%	8%	8%	11%	9%	4%	9%	9%	9%	9%	9%	9%	10%	7%	9%	10%	9%
Greater London	1206	328	474	404	529	359	318	211	495	59	933	253	588	164	410	424	191	145	57	116	133	133	1073
	10%	10%	11%	9%	9%	10%	11%	10%	13%	15%	8%	38%	9%	23%	9%	9%	9%	12%	9%	10%	11%	13%	10%
South East	1931	625	698	608	1052	547	332	292	636	73	1823	83	1100	91	707	759	333	213	129	143	173	128	1803
	16%	20%	16%	13%	19%	15%	11%	13%	16%	18%	16%	12%	16%	13%	16%	16%	15%	18%	19%	12%	15%	13%	16%
South West	1108	321	379	408	563	303	242	203	320	36	1073	24	610	39	444	383	197	105	66	134	125	93	1015
	9%	10%	8%	9%	10%	8%	8%	9%	8%	9%	9%	4%	9%	5%	10%	8%	9%	9%	10%	12%	11%	9%	9%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 22

Is the house or flat in which you live...?**Base: All respondents**

	Gender			Age							SEG				Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
Owned outright - without mortgage	4909	2591	2318	115	158	277	624	1457	2278	2344	1199	675	683	430	228	624	433	345	406	268	486	383	809	497
	40%	43%	37%	17%	11%	14%	26%	53%	76%	47%	37%	39%	29%	34%	38%	43%	40%	40%	39%	42%	45%	32%	42%	45%
Owned with a mortgage or loan	3905	1826	2079	177	600	1050	1069	703	306	1845	1034	583	439	450	184	416	365	288	367	190	346	377	616	306
	32%	30%	33%	26%	40%	53%	45%	26%	10%	37%	32%	34%	19%	36%	30%	29%	33%	34%	35%	30%	32%	31%	32%	28%
Rented from the council	766	332	434	43	94	132	206	179	112	98	138	128	398	112	48	68	83	69	67	38	38	102	91	50
	6%	6%	7%	6%	6%	7%	9%	7%	4%	2%	4%	7%	17%	9%	8%	5%	8%	8%	6%	6%	4%	8%	5%	5%
Rented from a housing association	885	404	481	66	136	155	198	184	146	118	224	113	429	96	50	141	54	36	79	46	69	108	139	67
	7%	7%	8%	10%	9%	8%	8%	7%	5%	2%	7%	7%	18%	8%	8%	10%	5%	4%	8%	7%	6%	9%	7%	6%
Rented from someone else	1635	780	855	236	457	329	283	193	137	490	587	206	350	156	92	182	143	107	110	84	122	217	249	173
	13%	13%	14%	35%	31%	17%	12%	7%	5%	10%	18%	12%	15%	12%	15%	13%	13%	13%	11%	13%	11%	18%	13%	16%
Rent free	132	61	71	39	32	24	17	11	9	48	32	19	33	11	4	14	13	9	13	5	8	17	25	13
	1%	1%	1%	6%	2%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to answer	21	14	7	-	6	5	5	3	2	4	5	5	2	2	1	-	2	1	5	1	3	2	2	2
	*	*	*	-	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	*

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 22
Is the house or flat in which you live...?
Base: All respondents

	2015 Vote								When Mind Made Up							2010 Vote							Best PM	
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
Owned outright - without mortgage	4909 40%	2064 52%	1107 30%	501 45%	676 40%	177 28%	176 29%	29 36%	392 29%	487 34%	424 36%	850 39%	686 44%	620 46%	1450 45%	2135 52%	907 33%	1076 42%	145 38%	64 31%	109 34%	29 48%	2979 49%	1236 30%
Owned with a mortgage or loan	3905 32%	1233 31%	1233 33%	366 33%	480 29%	209 33%	226 37%	27 34%	510 37%	529 37%	410 35%	699 32%	488 31%	398 29%	871 27%	1248 31%	959 34%	872 34%	98 25%	74 36%	113 35%	17 28%	1935 32%	1266 31%
Rented from the council	766 6%	112 3%	342 9%	30 3%	143 9%	36 6%	73 12%	4 5%	91 7%	77 5%	77 7%	112 5%	100 6%	81 6%	228 7%	141 3%	267 10%	101 4%	39 10%	15 7%	41 13%	3 5%	212 3%	387 10%
Rented from a housing association	885 7%	142 4%	389 11%	51 5%	153 9%	47 7%	49 8%	8 10%	106 8%	107 7%	75 6%	153 7%	95 6%	98 7%	251 8%	170 4%	274 10%	154 6%	50 13%	15 7%	22 7%	2 3%	256 4%	442 11%
Rented from someone else	1635 13%	405 10%	579 16%	148 13%	202 12%	148 23%	80 13%	11 14%	237 17%	213 15%	172 15%	330 15%	182 12%	150 11%	351 11%	360 9%	357 13%	340 13%	50 13%	33 16%	36 11%	9 15%	642 11%	689 17%
Rent free	132 1%	37 1%	41 1%	11 1%	15 1%	14 2%	4 1%	1 1%	23 2%	24 2%	15 1%	23 1%	8 1%	11 1%	28 1%	32 1%	22 1%	32 1%	2 1%	3 1%	-	-	60 1%	42 1%
Prefer not to answer	21 *	3 *	3 *	1 *	3 *	1 *	-	-	3 *	2 *	2 *	2 *	2 *	2 *	8 *	3 *	2 *	4 *	1 *	1 *	-	-	8 *	9 *

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 22
Is the house or flat in which you live...?
Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion				Most Important Reason For Vote						Methodology	
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri-vate	Char-ity/ not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online	
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249	
Owned outright - without mortgage	4909 40%	1527 48%	1770 40%	1612 35%	2707 48%	1378 37%	824 28%	541 25%	1067 27%	109 27%	4727 41%	127 19%	3112 46%	229 31%	1501 33%	1932 42%	758 35%	448 38%	349 53%	443 39%	462 40%	349 35%	4560 41%	
Owned with a mortgage or loan	3905 32%	1078 34%	1484 33%	1343 29%	1798 32%	1169 32%	938 32%	1037 47%	1763 45%	160 40%	3613 32%	248 37%	2086 31%	233 32%	1515 34%	1495 32%	741 34%	385 33%	186 28%	362 32%	362 31%	283 28%	3622 32%	
Rented from the council	766 6%	96 3%	257 6%	413 9%	209 4%	278 8%	279 10%	132 6%	166 4%	22 5%	696 6%	64 10%	418 6%	53 7%	284 6%	234 5%	155 7%	73 6%	28 4%	70 6%	70 6%	108 11%	658 6%	
Rented from a housing association	885 7%	106 3%	284 6%	495 11%	260 5%	312 8%	313 11%	141 6%	213 5%	34 8%	801 7%	75 11%	443 7%	76 10%	346 8%	292 6%	183 8%	90 8%	33 5%	82 7%	81 7%	87 9%	798 7%	
Rented from someone else	1635 13%	350 11%	629 14%	656 14%	613 11%	503 14%	519 18%	327 15%	675 17%	66 16%	1480 13%	135 20%	694 10%	120 17%	787 17%	630 14%	326 15%	162 14%	62 9%	169 15%	162 14%	146 15%	1489 13%	
Rent free	132 1%	29 1%	51 1%	52 1%	60 1%	34 1%	38 1%	13 1%	41 1%	12 3%	110 1%	16 2%	48 1%	13 2%	64 1%	46 1%	26 1%	15 3%	4 1%	17 1%	18 2%	10 1%	122 1%	
Prefer not to answer	21 *	7 *	5 *	9 *	10 *	6 *	5 *	5 *	4 *	2 *	18 *	1 *	12 *	3 *	4 *	1 *	1 *	3 *	2 *	5 *	4 *	21 2%	- -	

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 23

What is the highest educational level that you have achieved to date?

Base: All respondents

	Gender			Age							SEG				Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
No formal education	88 1%	58 1%	30 *	2 *	4 *	7 *	12 *	23 1%	40 1%	15 *	14 *	21 1%	37 2%	10 1%	3 *	8 1%	16 1%	6 1%	8 1%	2 *	9 1%	6 *	11 1%	9 1%
Primary school	57 *	33 1%	24 *	4 1%	8 1%	4 *	6 *	10 *	25 1%	6 *	8 *	11 1%	32 1%	5 *	5 1%	4 *	10 1%	2 *	3 *	3 *	4 *	5 *	12 1%	4 *
Secondary school, high school, NVQ levels 1 to 3, etc.	5473 45%	2510 42%	2963 47%	204 30%	490 33%	781 40%	1229 51%	1343 49%	1426 48%	1316 27%	1460 45%	1114 64%	1575 67%	484 39%	280 46%	667 46%	526 48%	415 49%	486 46%	295 47%	535 50%	416 34%	887 46%	482 44%
University degree or equivalent professional qualification, NVQ level 4, etc.	4500 37%	2301 38%	2199 35%	190 28%	606 41%	770 39%	825 34%	996 36%	1113 37%	2305 47%	1248 39%	432 25%	506 22%	495 39%	216 36%	525 36%	371 34%	311 36%	379 36%	235 37%	353 33%	473 39%	702 36%	440 40%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1765 14%	920 15%	845 14%	63 9%	332 22%	384 19%	304 13%	335 12%	347 12%	1215 25%	327 10%	97 6%	123 5%	220 18%	82 14%	198 14%	136 12%	98 11%	133 13%	84 13%	139 13%	260 22%	272 14%	143 13%
Still in full time education	249 2%	116 2%	133 2%	206 30%	27 2%	10 1%	5 *	1 *	- -	67 1%	131 4%	28 2%	23 1%	31 2%	16 3%	27 2%	23 2%	14 2%	24 2%	12 2%	16 1%	36 3%	32 2%	18 2%
Prefer not to answer	95 1%	53 1%	42 1%	6 1%	12 1%	14 1%	16 1%	18 1%	29 1%	20 *	23 1%	22 1%	28 1%	9 1%	4 1%	12 1%	10 1%	6 1%	11 1%	- -	13 1%	8 1%	15 1%	7 1%
Don't know	26 *	17 *	9 *	1 *	4 *	2 *	5 *	4 *	10 *	3 *	8 *	4 *	10 *	3 *	1 *	4 *	1 *	3 *	3 *	1 *	3 *	2 *	- -	5 *

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 23

What is the highest educational level that you have achieved to date?

Base: All respondents

	2015 Vote							When Mind Made Up							2010 Vote							Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
No formal education	88 1%	20 1%	31 1%	4 *	20 1%	1 *	2 *	- -	15 1%	9 1%	3 *	11 1%	8 1%	6 *	36 1%	24 1%	23 1%	9 *	6 2%	- -	3 1%	- -	32 1%	36 1%
Primary school	57 *	13 *	20 1%	2 *	17 1%	- -	2 *	- -	8 1%	5 *	4 *	7 *	11 1%	5 *	17 1%	17 *	21 1%	2 *	4 1%	- -	3 1%	- -	26 *	20 *
Secondary school, high school, NVQ levels 1 to 3, etc.	5473 45%	1797 45%	1645 45%	359 32%	999 60%	174 28%	234 38%	37 46%	559 41%	567 39%	523 45%	936 43%	742 48%	559 41%	1587 50%	1934 47%	1344 48%	920 36%	221 57%	73 36%	131 41%	20 33%	2786 46%	1760 43%
University degree or equivalent professional qualification, NVQ level 4, etc.	4500 37%	1564 39%	1284 35%	487 44%	481 29%	271 43%	242 40%	27 34%	523 38%	558 39%	420 36%	828 38%	524 34%	534 39%	1113 35%	1560 38%	941 34%	1108 43%	120 31%	82 40%	126 39%	27 45%	2320 38%	1425 35%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1765 14%	513 13%	575 16%	218 20%	128 8%	148 23%	107 18%	16 20%	205 15%	242 17%	182 15%	322 15%	235 15%	211 16%	368 12%	507 12%	418 15%	506 20%	28 7%	44 21%	50 16%	12 20%	793 13%	667 16%
Still in full time education	249 2%	57 1%	105 3%	25 2%	10 1%	33 5%	16 3%	- -	38 3%	41 3%	29 2%	53 2%	24 2%	25 2%	39 1%	11 *	17 1%	17 1%	2 1%	2 1%	5 2%	1 2%	87 1%	126 3%
Prefer not to answer	95 1%	23 1%	29 1%	11 1%	11 1%	4 1%	4 1%	- -	13 1%	15 1%	12 1%	9 *	14 1%	12 1%	20 1%	27 1%	20 1%	15 1%	3 1%	4 2%	2 1%	- -	36 1%	31 1%
Don't know	26 *	9 *	5 *	2 *	6 *	1 *	1 *	- -	1 *	2 *	2 *	3 *	3 *	8 1%	7 *	9 *	4 *	2 *	1 *	- -	1 *	- -	12 *	6 *

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 23

What is the highest educational level that you have achieved to date?

Base: All respondents

	Economic Recovery Felt				Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote					Methodology		
	Total	Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri-vate	Char-ity/ not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249
No formal education	88 1%	17 1%	27 1%	44 1%	31 1%	32 1%	25 1%	9 *	18 *	1 *	85 1%	1 *	56 1%	10 1%	20 *	21 *	11 1%	11 1%	3 *	12 1%	7 1%	19 2%	69 1%
Primary school	57 *	11 *	21 *	25 1%	21 *	26 1%	10 *	8 *	11 *	- -	54 *	3 *	38 1%	2 *	17 *	13 *	8 *	13 1%	1 *	6 1%	6 1%	12 1%	45 *
Secondary school, high school, NVQ levels 1 to 3, etc.	5473 45%	1295 41%	2004 45%	2174 47%	2564 45%	1734 47%	1175 40%	862 39%	1658 42%	114 28%	5244 46%	201 30%	3318 49%	257 35%	1826 41%	1867 40%	1061 48%	605 51%	260 39%	462 40%	505 44%	538 54%	4935 44%
University degree or equivalent professional qualification, NVQ level 4, etc.	4500 37%	1298 41%	1640 37%	1562 34%	2167 38%	1254 34%	1079 37%	831 38%	1581 40%	181 45%	4207 37%	244 37%	2431 36%	261 36%	1747 39%	1866 40%	733 33%	338 29%	291 44%	445 39%	449 39%	303 30%	4197 37%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1765 14%	491 15%	640 14%	634 14%	733 13%	532 14%	500 17%	464 21%	601 15%	105 26%	1556 14%	179 27%	853 13%	168 23%	695 15%	718 16%	287 13%	172 15%	94 14%	189 16%	167 14%	121 12%	1644 15%
Still in full time education	249 2%	53 2%	106 2%	90 2%	87 2%	73 2%	89 3%	8 *	20 1%	1 *	215 2%	31 5%	65 1%	22 3%	156 3%	109 2%	61 3%	28 2%	5 1%	20 2%	17 1%	2 *	247 2%
Prefer not to answer	95 1%	20 1%	36 1%	39 1%	42 1%	25 1%	28 1%	11 1%	32 1%	3 1%	61 1%	5 1%	36 1%	7 1%	31 1%	27 1%	23 1%	8 1%	8 1%	11 1%	7 1%	4 *	91 1%
Don't know	26 *	8 *	6 *	12 *	12 *	4 *	10 *	3 *	8 *	- -	23 *	2 *	16 *	- -	9 *	9 *	6 *	1 *	2 *	3 *	1 *	5 *	21 *

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 24
To which of these ethnic groups do you consider you belong...?
Base: All respondents

	Gender			Age						SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
White	11445	5609	5836	574	1251	1750	2269	2663	2938	4595	3005	1631	2197	1211	585	1363	1031	809	963	619	1035	933	1823	1073
	93%	93%	93%	85%	84%	89%	94%	98%	98%	93%	93%	94%	94%	96%	96%	94%	94%	95%	92%	98%	97%	77%	94%	97%
Mixed	140	65	75	12	43	41	19	16	9	65	35	17	22	7	6	17	12	6	9	3	6	38	26	10
	1%	1%	1%	2%	3%	2%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	3%	1%	1%
NET: Asian	286	149	137	46	105	75	38	14	8	120	69	43	54	9	4	30	27	20	42	4	8	106	30	6
	2%	2%	2%	7%	7%	4%	2%	1%	*	2%	2%	2%	2%	1%	1%	2%	2%	2%	4%	1%	1%	9%	2%	1%
Indian	153	74	79	16	63	41	19	9	5	77	35	22	19	2	1	13	12	13	21	4	4	63	15	5
	1%	1%	1%	2%	4%	2%	1%	*	*	2%	1%	1%	1%	*	*	1%	1%	2%	2%	1%	*	5%	1%	*
Pakistani	73	43	30	17	26	17	10	3	-	21	20	11	21	2	-	13	10	3	16	-	3	16	10	-
	1%	1%	*	3%	2%	1%	*	*	-	*	1%	1%	1%	*	-	1%	1%	*	2%	-	*	1%	1%	-
Bangladeshi	24	14	10	4	6	11	3	-	-	8	7	4	5	1	2	1	2	1	3	-	1	11	2	-
	*	*	*	1%	*	1%	*	-	-	*	*	*	*	*	*	*	*	*	*	-	*	1%	*	-
Other Asian background	36	18	18	9	10	6	6	2	3	14	7	6	9	4	1	3	3	3	2	-	-	16	3	1
	*	*	*	1%	1%	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	-	1%	*	*
NET: Black	146	56	90	18	40	44	33	7	4	56	47	13	28	4	6	10	4	8	13	1	7	79	14	-
	1%	1%	1%	3%	3%	2%	1%	*	*	1%	1%	1%	1%	*	1%	1%	*	1%	1%	*	1%	7%	1%	-
Black Caribbean	58	20	38	7	7	16	19	7	2	20	20	4	14	-	-	1	3	3	10	1	4	31	5	-
	*	*	1%	1%	*	1%	1%	*	*	*	1%	*	1%	-	-	*	*	*	1%	*	*	3%	*	-
Black African	83	33	50	11	30	28	12	-	2	34	25	9	14	4	6	8	1	5	3	-	3	44	9	-
	1%	1%	1%	2%	2%	1%	*	-	*	1%	1%	1%	1%	*	1%	1%	*	1%	*	-	*	4%	*	-
Other Black background	5	3	2	-	3	-	2	-	-	2	2	-	-	-	-	1	-	-	-	-	-	4	-	-
	*	*	*	-	*	-	*	-	-	*	*	-	-	-	-	*	-	-	-	-	-	*	-	-
Chinese	51	22	29	7	17	13	9	5	-	26	19	1	5	5	-	8	4	1	2	1	3	17	7	3
	*	*	*	1%	1%	1%	*	*	-	1%	1%	*	*	*	-	1%	*	*	*	*	*	1%	*	*
Other	43	21	22	7	4	10	4	11	7	22	11	4	5	6	-	3	3	5	2	-	-	13	6	5
	*	*	*	1%	*	1%	*	*	*	*	*	*	*	*	-	*	*	1%	*	-	-	1%	*	*
Prefer not to answer	142	86	56	12	23	39	30	14	24	63	33	20	23	15	6	14	12	6	16	4	13	20	25	11
	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 24
To which of these ethnic groups do you consider you belong...?
Base: All respondents

	2015 Vote							When Mind Made Up							2010 Vote							Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
White	11445	3801	3271	1062	1635	594	591	80	1225	1311	1079	2050	1461	1283	3036	3920	2509	2443	378	192	317	60	5814	3680
	93%	95%	89%	96%	98%	94%	97%	100%	90%	91%	92%	95%	94%	94%	95%	96%	90%	95%	98%	94%	99%	100%	95%	90%
Mixed	140	28	71	11	8	10	5	-	22	19	18	24	17	15	25	21	51	31	1	3	3	-	43	76
	1%	1%	2%	1%	*	2%	1%	-	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	-	1%	2%
NET: Asian	286	86	161	18	3	6	3	-	46	52	34	46	45	24	39	73	107	40	-	4	-	-	112	138
	2%	2%	4%	2%	*	1%	*	-	3%	4%	3%	2%	3%	2%	1%	2%	4%	2%	-	2%	-	-	2%	3%
Indian	153	59	68	14	3	3	1	-	24	32	17	24	17	16	23	47	50	19	-	3	-	-	76	59
	1%	1%	2%	1%	*	*	*	-	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	-	-	1%	1%
Pakistani	73	11	57	2	-	1	1	-	13	9	10	12	15	6	8	12	35	12	-	-	-	-	16	51
	1%	*	2%	*	-	*	*	-	1%	1%	1%	1%	1%	*	*	*	1%	*	-	-	-	-	*	1%
Bangladeshi	24	4	18	1	-	-	-	-	4	2	3	3	5	1	6	4	11	1	-	-	-	-	4	15
	*	*	*	*	-	-	-	-	*	*	*	*	*	*	*	*	*	*	-	-	-	-	*	*
Other Asian background	36	12	18	1	-	2	1	-	5	9	4	7	8	1	2	10	11	8	-	1	-	-	16	13
	*	*	*	*	-	*	*	-	*	1%	*	*	1%	*	*	*	*	*	-	*	-	-	*	*
NET: Black	146	19	112	2	3	6	1	-	24	20	12	16	19	17	38	17	79	19	-	1	-	-	28	95
	1%	*	3%	*	*	1%	*	-	2%	1%	1%	1%	1%	1%	1%	*	3%	1%	-	*	-	-	*	2%
Black Caribbean	58	8	42	1	2	5	-	-	7	10	5	7	4	10	15	7	29	12	-	-	-	-	10	33
	*	*	1%	*	*	1%	-	-	1%	1%	*	*	*	1%	*	*	1%	*	-	-	-	-	*	1%
Black African	83	10	68	1	-	-	1	-	16	8	7	9	15	6	22	8	47	7	-	1	-	-	16	60
	1%	*	2%	*	-	-	*	-	1%	1%	1%	*	1%	*	1%	*	2%	*	-	*	-	-	*	1%
Other Black background	5	1	2	-	1	1	-	-	1	2	-	-	-	1	1	2	3	-	-	-	-	-	2	2
	*	*	*	-	*	*	-	-	*	*	-	-	-	*	*	*	*	-	-	-	-	-	*	*
Chinese	51	25	17	3	1	3	1	-	9	5	9	14	2	5	7	18	4	10	-	1	-	-	30	10
	*	1%	*	*	*	*	*	-	1%	*	1%	1%	*	*	*	*	*	*	-	*	-	-	*	*
Other	43	10	11	4	7	6	1	-	7	7	4	5	2	4	14	7	10	10	2	1	1	-	13	18
	*	*	*	*	*	1%	*	-	1%	*	*	*	*	*	*	*	*	*	1%	*	*	-	*	*
Prefer not to answer	142	27	51	8	15	7	6	-	29	25	19	14	15	12	28	33	28	26	4	3	-	-	52	54
	1%	1%	1%	1%	1%	1%	1%	-	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 24

To which of these ethnic groups do you consider you belong...?

Base: All respondents

	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote						Methodology		
	Total	Al-ready feeling	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Private	Char-ity/ not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249
White	11445	3020	4118	4307	5363	3412	2670	2018	3583	372	11445	-	6556	431	4319	4376	2038	1060	635	1078	1066	903	10542
	93%	95%	92%	94%	95%	93%	92%	92%	91%	92%	100%	-	96%	59%	96%	95%	93%	90%	96%	94%	92%	90%	94%
Mixed	140	25	53	62	44	47	49	32	60	5	-	140	60	21	53	54	27	17	2	13	9	24	116
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	-	21%	1%	3%	1%	1%	1%	1%	*	1%	1%	2%	1%
NET: Asian	286	81	133	72	117	89	80	55	138	10	-	286	26	231	20	73	52	58	13	17	41	33	253
	2%	3%	3%	2%	2%	2%	3%	3%	4%	2%	-	43%	*	32%	*	2%	2%	5%	2%	1%	4%	3%	2%
Indian	153	44	76	33	68	46	39	33	78	4	-	153	14	121	11	44	29	32	3	10	20	16	137
	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	-	23%	*	17%	*	1%	1%	3%	*	1%	2%	2%	1%
Pakistani	73	19	33	21	25	24	24	9	32	4	-	73	3	68	1	18	16	14	3	2	11	10	63
	1%	1%	1%	*	*	1%	1%	*	1%	1%	-	11%	*	9%	*	1%	1%	1%	*	*	1%	1%	1%
Bangladeshi	24	5	10	9	9	7	8	8	10	1	-	24	-	24	-	5	1	7	2	2	3	2	22
	*	*	*	*	*	*	*	*	*	*	-	4%	-	3%	-	*	*	1%	*	*	*	*	*
Other Asian background	36	13	14	9	15	12	9	5	18	1	-	36	9	18	8	6	6	5	5	3	7	5	31
	*	*	*	*	*	*	*	*	*	*	-	5%	*	2%	*	*	*	*	1%	*	1%	*	*
NET: Black	146	21	78	47	43	63	40	48	58	4	-	146	116	9	18	46	27	24	2	8	16	18	128
	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	-	22%	2%	1%	*	1%	1%	2%	*	1%	1%	2%	1%
Black Caribbean	58	7	24	27	20	23	15	18	20	4	-	58	43	1	12	16	10	10	1	5	3	5	53
	*	*	1%	1%	*	1%	1%	1%	1%	1%	-	9%	1%	*	*	*	*	1%	*	*	*	*	*
Black African	83	14	51	18	23	37	23	28	35	-	-	83	70	8	4	30	17	11	1	3	12	11	72
	1%	*	1%	*	*	1%	1%	1%	1%	-	-	12%	1%	1%	*	1%	1%	1%	*	*	1%	1%	1%
Other Black background	5	-	3	2	-	3	2	2	3	-	-	5	3	-	2	-	-	3	-	-	1	2	3
	*	-	*	*	-	*	*	*	*	-	-	1%	*	-	*	-	-	*	-	-	*	*	*
Chinese	51	10	27	14	20	20	11	10	22	5	-	51	20	10	21	16	8	7	2	7	5	2	49
	*	*	1%	*	*	1%	*	*	1%	1%	-	8%	*	1%	*	*	*	1%	*	1%	*	*	*
Other	43	7	13	23	12	11	20	8	15	1	-	43	11	14	16	15	6	3	3	9	4	12	31
	*	*	*	1%	*	*	1%	*	*	*	-	6%	*	2%	*	*	*	*	*	1%	*	1%	*
Prefer not to answer	142	29	58	55	58	38	46	25	53	8	-	-	24	11	54	50	32	7	7	16	18	12	130
	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	-	-	*	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 25

Which of the following best describes your current working status?

Base: All respondents

	Gender			Age						SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
Working full time - working 30 hours per week or more	4551 37%	2730 45%	1821 29%	196 29%	957 65%	1168 59%	1292 54%	827 30%	111 4%	2052 41%	1377 43%	699 40%	415 18%	523 42%	212 35%	519 36%	409 37%	302 35%	396 38%	225 36%	357 33%	587 49%	665 34%	356 32%
Working part time - working between 8 and 29 hours per week	1979 16%	542 9%	1437 23%	107 16%	240 16%	379 19%	517 22%	515 19%	221 7%	693 14%	587 18%	326 19%	370 16%	186 15%	94 15%	210 15%	197 18%	125 15%	163 16%	103 16%	184 17%	178 15%	336 17%	203 18%
Not working but seeking work or temporarily unemployed or sick	573 5%	304 5%	269 4%	40 6%	83 6%	123 6%	178 7%	142 5%	7 *	76 2%	60 2%	52 3%	384 16%	77 6%	24 4%	66 5%	41 4%	50 6%	51 5%	26 4%	50 5%	54 4%	91 5%	43 4%
Not working and not seeking work/student	681 6%	315 5%	366 6%	316 47%	76 5%	65 3%	104 4%	119 4%	1 *	118 2%	240 7%	54 3%	268 11%	76 6%	37 6%	84 6%	60 5%	48 6%	56 5%	34 5%	52 5%	78 6%	100 5%	56 5%
Retired on a state pension only	677 6%	219 4%	458 7%	- -	1 *	- -	1 *	124 5%	551 18%	96 2%	78 2%	69 4%	434 19%	54 4%	35 6%	81 6%	58 5%	47 5%	68 6%	42 7%	70 7%	43 4%	101 5%	78 7%
Retired with a private pension	2873 23%	1796 30%	1077 17%	- -	1 *	5 *	31 1%	760 28%	2076 69%	1641 33%	729 23%	351 20%	147 6%	245 19%	159 26%	366 25%	244 22%	213 25%	238 23%	147 23%	264 25%	198 16%	504 26%	295 27%
House person, housewife, househusband, etc.	915 7%	100 2%	815 13%	17 3%	124 8%	232 12%	279 12%	242 9%	21 1%	271 5%	148 5%	178 10%	316 14%	95 8%	46 8%	119 8%	83 8%	70 8%	75 7%	55 9%	95 9%	68 6%	133 7%	76 7%
Refused	4 *	2 *	2 *	- -	1 *	- -	- -	1 *	2 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	1 *

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 25

Which of the following best describes your current working status?

Base: All respondents

	2015 Vote								When Mind Made Up								2010 Vote								Best PM	
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband		
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071		
Working full time - working 30 hours per week or more	4551 37%	1390 35%	1447 39%	382 34%	565 34%	270 43%	286 47%	37 46%	637 47%	582 40%	431 37%	803 37%	569 36%	469 34%	1060 33%	1390 34%	1136 41%	987 38%	135 35%	87 42%	136 42%	28 47%	2183 36%	1557 38%		
Working part time - working between 8 and 29 hours per week	1979 16%	628 16%	617 17%	178 16%	243 15%	131 21%	84 14%	12 15%	252 19%	274 19%	206 18%	381 18%	217 14%	193 14%	456 14%	626 15%	428 15%	445 17%	49 13%	53 26%	47 15%	9 15%	953 16%	676 17%		
Not working but seeking work or temporarily unemployed or sick	573 5%	97 2%	224 6%	36 3%	89 5%	39 6%	45 7%	5 6%	71 5%	61 4%	54 5%	104 5%	57 4%	62 5%	164 5%	116 3%	151 5%	108 4%	23 6%	6 3%	27 8%	1 2%	179 3%	250 6%		
Not working and not seeking work/student	681 6%	144 4%	271 7%	64 6%	65 4%	65 10%	43 7%	3 4%	84 6%	99 7%	80 7%	131 6%	80 5%	67 5%	140 4%	94 2%	120 4%	95 4%	15 4%	10 5%	18 6%	1 2%	228 4%	339 8%		
Retired on a state pension only	677 6%	234 6%	179 5%	50 5%	149 9%	12 2%	22 4%	5 6%	41 3%	62 4%	55 5%	107 5%	105 7%	77 6%	230 7%	278 7%	150 5%	125 5%	40 10%	6 3%	17 5%	3 5%	346 6%	196 5%		
Retired with a private pension	2873 23%	1276 32%	615 17%	323 29%	396 24%	78 12%	85 14%	13 16%	161 12%	251 17%	240 20%	464 21%	434 28%	408 30%	915 29%	1331 33%	533 19%	656 25%	86 22%	31 15%	56 17%	16 27%	1828 30%	709 17%		
House person, housewife, househusband, etc.	915 7%	225 6%	341 9%	75 7%	164 10%	37 6%	43 7%	5 6%	115 8%	109 8%	109 9%	179 8%	98 6%	84 6%	221 7%	252 6%	270 10%	163 6%	37 10%	12 6%	20 6%	2 3%	373 6%	342 8%		
Refused	4 *	2 *	-	-	1 *	-	-	-	1 *	1 *	-	-	1 *	-	1 *	2 *	-	-	-	-	-	-	2 *	2 *		

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 25
Which of the following best describes your current working status?
Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion				Most Important Reason For Vote					Methodology	
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri-vate	Char-ity/ not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249
Working full time - working 30 hours per week or more	4551 37%	1287 40%	1670 37%	1594 35%	2009 36%	1374 37%	1168 40%	1505 69%	2814 72%	232 57%	4134 36%	356 53%	2274 33%	295 41%	1893 42%	1709 37%	827 38%	455 39%	243 37%	417 36%	423 36%	377 38%	4174 37%
Working part time - working between 8 and 29 hours per week	1979 16%	503 16%	743 17%	733 16%	909 16%	588 16%	482 17%	691 31%	1115 28%	173 43%	1839 16%	115 17%	1084 16%	133 18%	721 16%	727 16%	385 18%	206 18%	90 14%	189 16%	193 17%	165 16%	1814 16%
Not working but seeking work or temporarily unemployed or sick	573 5%	51 2%	192 4%	330 7%	172 3%	197 5%	204 7%	- -	- -	- -	517 5%	47 7%	264 4%	51 7%	244 5%	219 5%	111 5%	41 3%	25 4%	59 5%	45 4%	96 10%	477 4%
Not working and not seeking work/student	681 6%	103 3%	246 5%	332 7%	226 4%	199 5%	256 9%	- -	- -	- -	609 5%	61 9%	253 4%	55 8%	356 8%	269 6%	155 7%	54 5%	18 3%	69 6%	65 6%	72 7%	609 5%
Retired on a state pension only	677 6%	137 4%	249 6%	291 6%	313 6%	224 6%	140 5%	- -	- -	- -	667 6%	9 1%	508 7%	34 5%	129 3%	248 5%	112 5%	71 6%	29 4%	55 5%	63 5%	61 6%	616 5%
Retired with a private pension	2873 23%	932 29%	1047 23%	894 20%	1644 29%	798 22%	431 15%	- -	- -	- -	2828 25%	23 3%	1947 29%	94 13%	802 18%	1158 25%	407 19%	252 21%	227 34%	259 23%	265 23%	192 19%	2681 24%
House person, housewife, househusband, etc.	915 7%	179 6%	330 7%	406 9%	382 7%	298 8%	235 8%	- -	- -	- -	849 7%	55 8%	481 7%	65 9%	355 8%	300 6%	192 9%	96 8%	31 5%	100 9%	104 9%	37 4%	878 8%
Refused	4 *	1 *	3 *	- -	2 *	2 *	- -	- -	- -	- -	2 *	- -	2 *	- -	1 *	- -	1 *	1 *	1 *	- -	1 *	4 *	- -

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 26

Do you currently work in...?**Base: All respondents who work**

	Gender		Age							SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North	North West	Yorks & Hum-ber-side	East Midlands	West Midlands	Wales	East Anglia	Grea-ter London	South East	South West
Base	6530	3272	3258	303	1197	1547	1809	1342	332	2745	1964	1025	785	709	306	729	606	427	559	328	541	765	1001	559
The public sector	2196	848	1348	114	423	528	645	411	75	930	732	291	240	271	116	270	180	147	198	140	168	211	292	203
	34%	26%	41%	38%	35%	34%	36%	31%	23%	34%	37%	28%	31%	38%	38%	37%	30%	34%	35%	43%	31%	28%	29%	36%
The private sector	3929	2275	1654	170	706	922	1057	840	234	1654	1072	702	494	395	179	422	390	260	331	172	329	495	636	320
	60%	70%	51%	56%	59%	60%	58%	63%	70%	60%	55%	68%	63%	56%	58%	58%	64%	61%	59%	52%	61%	65%	64%	57%
The charity/not-for-profit sector	405	149	256	19	68	97	107	91	23	161	160	32	51	43	11	37	36	20	30	16	44	59	73	36
	6%	5%	8%	6%	6%	6%	6%	7%	7%	6%	8%	3%	6%	6%	4%	5%	6%	5%	5%	5%	8%	8%	7%	6%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 26

Do you currently work in...?**Base: All respondents who work**

	2015 Vote							When Mind Made Up							2010 Vote							Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On poll-ing day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Came-ron	Ed Mili-band
Base	6530	2018	2064	560	808	401	370	49	889	856	637	1184	786	662	1516	2016	1564	1432	184	140	183	37	3136	2233
The public sector	2196	561	811	170	251	129	140	29	346	315	213	409	239	196	478	556	611	488	60	53	74	23	885	873
	34%	28%	39%	30%	31%	32%	38%	59%	39%	37%	33%	35%	30%	30%	32%	28%	39%	34%	33%	38%	40%	62%	28%	39%
The private sector	3929	1362	1093	352	526	225	206	20	486	498	382	694	513	422	934	1368	838	838	116	69	99	14	2102	1186
	60%	67%	53%	63%	65%	56%	56%	41%	55%	58%	60%	59%	65%	64%	62%	68%	54%	59%	63%	49%	54%	38%	67%	53%
The charity/not-for-profit sector	405	95	160	38	31	47	24	-	57	43	42	81	34	44	104	92	115	106	8	18	10	-	149	174
	6%	5%	8%	7%	4%	12%	6%	-	6%	5%	7%	7%	4%	7%	7%	5%	7%	7%	4%	13%	5%	-	5%	8%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 26

Do you currently work in...?**Base: All respondents who work**

	Economic Recovery Felt			Need for Austerity			Public v Private		Charity/not-for-profit		Ethnicity		Religion			Most Important Reason For Vote					Methodology		
	Total	Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri-vate	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online	
Base	6530	1790	2413	2327	2918	1962	1650	2196	3929	405	5973	471	3358	428	2614	2436	1212	661	333	606	616	542	5988
The public sector	2196	459	859	878	833	768	595	2196	-	-	2018	153	1168	151	831	772	448	205	95	206	225	200	1996
	34%	26%	36%	38%	29%	39%	36%	100%	-	-	34%	32%	35%	35%	32%	32%	37%	31%	29%	34%	37%	37%	33%
The private sector	3929	1243	1395	1291	1941	1077	911	-	3929	-	3583	293	1989	252	1607	1487	697	428	224	348	357	315	3614
	60%	69%	58%	55%	67%	55%	55%	-	100%	-	60%	62%	59%	59%	61%	61%	58%	65%	67%	57%	58%	58%	60%
The charity/not-for-profit sector	405	88	159	158	144	117	144	-	-	405	372	25	201	25	176	177	67	28	14	52	34	27	378
	6%	5%	7%	7%	5%	6%	9%	-	-	100%	6%	5%	6%	6%	7%	7%	6%	4%	4%	9%	6%	5%	6%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 27

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender			Age						SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
No children aged 18 or under	9049 74%	4642 77%	4407 71%	591 87%	873 59%	754 38%	1412 59%	2469 90%	2950 99%	3608 73%	2473 77%	1157 67%	1797 77%	926 74%	458 75%	1079 75%	782 72%	603 71%	757 72%	477 75%	822 77%	879 73%	1437 74%	829 75%
NET: Yes	3141 26%	1335 22%	1806 29%	76 11%	594 40%	1205 61%	980 41%	252 9%	34 1%	1317 27%	732 23%	563 33%	524 22%	327 26%	145 24%	359 25%	305 28%	247 29%	285 27%	154 24%	241 22%	319 26%	483 25%	276 25%
Yes - children aged under 5 years old	982 8%	385 6%	597 10%	54 8%	439 30%	407 21%	72 3%	8 *	2 *	444 9%	227 7%	168 10%	142 6%	110 9%	31 5%	127 9%	92 8%	67 8%	76 7%	41 6%	64 6%	135 11%	161 8%	78 7%
Yes - children aged 5 to 10 years old	1333 11%	555 9%	778 12%	17 3%	272 18%	688 35%	297 12%	47 2%	12 *	582 12%	305 9%	233 13%	210 9%	135 11%	56 9%	140 10%	133 12%	94 11%	128 12%	69 11%	98 9%	143 12%	217 11%	120 11%
Yes - children aged 11 to 15 years old	1275 10%	544 9%	731 12%	14 2%	91 6%	526 27%	522 22%	110 4%	12 *	506 10%	270 8%	256 15%	239 10%	128 10%	62 10%	148 10%	133 12%	109 13%	136 13%	66 10%	105 10%	105 9%	176 9%	107 10%
Yes - children aged 16 to 18 years old	878 7%	374 6%	504 8%	10 1%	12 1%	225 11%	460 19%	154 6%	17 1%	344 7%	202 6%	168 10%	164 7%	89 7%	48 8%	102 7%	85 8%	81 9%	74 7%	46 7%	65 6%	67 6%	137 7%	84 8%
Prefer not to answer	63 1%	31 1%	32 1%	9 1%	16 1%	13 1%	10 *	9 *	6 *	22 *	14 *	9 1%	13 1%	4 *	4 1%	7 *	6 1%	5 1%	5 *	1 *	9 1%	8 1%	11 1%	3 *

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 27

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	2015 Vote								When Mind Made Up							2010 Vote							Best PM	
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
No children aged 18 or under	9049 74%	3105 78%	2531 69%	851 77%	1260 75%	474 75%	440 72%	57 71%	885 65%	986 69%	826 70%	1595 74%	1197 77%	1059 78%	2501 78%	3157 77%	1889 68%	1958 76%	301 78%	154 75%	243 76%	42 70%	4698 77%	2841 70%
NET: Yes	3141 26%	878 22%	1146 31%	251 23%	401 24%	158 25%	167 27%	23 29%	464 34%	442 31%	342 29%	565 26%	358 23%	297 22%	673 21%	915 22%	890 32%	614 24%	83 22%	51 25%	78 24%	18 30%	1365 22%	1213 30%
Yes - children aged under 5 years old	982 8%	263 7%	385 10%	85 8%	100 6%	57 9%	52 9%	6 8%	168 12%	154 11%	114 10%	175 8%	96 6%	81 6%	194 6%	268 7%	275 10%	185 7%	16 4%	18 9%	23 7%	2 3%	430 7%	398 10%
Yes - children aged 5 to 10 years old	1333 11%	359 9%	510 14%	117 11%	159 10%	58 9%	71 12%	12 15%	234 17%	197 14%	140 12%	222 10%	154 10%	122 9%	264 8%	378 9%	393 14%	267 10%	37 10%	20 10%	28 9%	5 8%	570 9%	522 13%
Yes - children aged 11 to 15 years old	1275 10%	345 9%	468 13%	92 8%	182 11%	57 9%	73 12%	11 14%	190 14%	167 12%	144 12%	221 10%	150 10%	137 10%	266 8%	383 9%	398 14%	220 9%	39 10%	20 10%	34 11%	10 17%	544 9%	498 12%
Yes - children aged 16 to 18 years old	878 7%	237 6%	332 9%	61 6%	123 7%	37 6%	47 8%	4 5%	98 7%	103 7%	79 7%	164 8%	116 7%	96 7%	222 7%	260 6%	257 9%	168 7%	29 8%	11 5%	28 9%	7 12%	372 6%	344 8%
Prefer not to answer	63 1%	13 *	17 *	6 1%	11 1%	-	1 *	-	13 1%	11 1%	7 1%	9 *	6 *	4 *	13 *	17 *	9 *	7 *	1 *	-	-	-	29 *	17 *

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 27

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote					Methodology			
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri-vate	Char-ity/ not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online	
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249	
No children aged 18 or under	9049	2416	3237	3396	4326	2659	2064	1302	2488	287	8601	366	5155	486	3275	3530	1559	825	515	858	809	724	8325	
		74%	76%	72%	74%	76%	72%	71%	59%	63%	71%	75%	55%	76%	67%	73%	76%	71%	70%	78%	75%	70%	72%	74%
NET: Yes	3141	766	1216	1159	1300	1005	836	881	1417	116	2810	292	1643	237	1202	1087	617	344	146	281	335	268	2873	
		26%	24%	27%	25%	23%	27%	29%	40%	36%	29%	25%	44%	24%	33%	27%	23%	28%	29%	22%	24%	29%	27%	26%
Yes - children aged under 5 years old	982	262	397	323	410	312	260	265	448	35	817	152	442	104	414	337	206	125	44	71	110	106	876	
		8%	8%	9%	7%	7%	8%	9%	12%	11%	9%	7%	23%	6%	14%	9%	7%	9%	11%	7%	6%	9%	11%	8%
Yes - children aged 5 to 10 years old	1333	335	517	481	538	426	369	384	604	47	1167	150	676	120	508	446	275	160	56	110	155	118	1215	
		11%	10%	12%	11%	10%	12%	13%	17%	15%	12%	10%	23%	10%	17%	11%	10%	13%	14%	8%	10%	13%	12%	11%
Yes - children aged 11 to 15 years old	1275	281	479	515	510	420	345	377	550	47	1158	99	723	94	433	458	236	136	53	135	126	91	1184	
		10%	9%	11%	11%	9%	11%	12%	17%	14%	12%	10%	15%	11%	13%	10%	10%	12%	8%	12%	11%	9%	11%	
Yes - children aged 16 to 18 years old	878	179	346	353	361	291	226	241	375	33	830	42	480	43	342	296	167	88	45	90	85	69	809	
		7%	6%	8%	8%	6%	8%	8%	11%	10%	8%	7%	6%	7%	8%	6%	8%	7%	7%	7%	8%	7%	7%	7%
Prefer not to answer	63	11	27	25	31	16	16	13	24	2	34	8	15	4	24	13	14	7	3	9	15	12	51	
		1%	*	1%	1%	*	1%	1%	1%	*	*	1%	*	1%	1%	*	1%	1%	*	1%	1%	1%	*	

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 28

To which of the following religious groups do you consider yourself to be a member?

Base: All respondents

	Gender			Age						SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
Christian	6813	3221	3592	210	540	885	1327	1728	2123	2730	1747	1021	1306	615	363	864	612	499	609	347	606	588	1100	610
	56%	54%	58%	31%	36%	45%	55%	63%	71%	55%	54%	59%	56%	49%	60%	60%	56%	58%	58%	55%	57%	49%	57%	55%
NET: Other	727	331	396	66	157	143	128	116	117	282	174	102	167	49	20	90	60	47	80	23	64	164	91	39
	6%	6%	6%	10%	11%	7%	5%	4%	4%	6%	5%	6%	7%	4%	3%	6%	5%	5%	8%	4%	6%	14%	5%	4%
Muslim	161	80	81	32	54	49	18	6	2	54	39	26	42	4	2	28	17	13	26	1	9	43	18	-
	1%	1%	1%	5%	4%	2%	1%	*	*	1%	1%	2%	2%	*	*	2%	2%	2%	2%	*	1%	4%	1%	-
Hindu	84	39	45	12	31	21	10	6	4	44	16	15	8	3	2	8	5	4	10	4	2	36	9	1
	1%	1%	1%	2%	2%	1%	*	*	*	1%	*	1%	*	*	*	1%	*	*	1%	1%	*	3%	*	*
Jewish	108	54	54	4	4	6	25	29	40	48	31	7	21	4	3	21	3	4	3	2	10	47	8	3
	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	*	1%	*	*	1%	*	*	*	*	1%	4%	*	*
Sikh	23	13	10	3	8	5	6	1	-	8	7	6	2	-	-	-	1	3	8	-	1	7	2	1
	*	*	*	*	1%	*	*	*	-	*	*	*	*	-	-	-	*	*	1%	-	*	1%	*	*
Buddhist	70	38	32	7	8	11	13	13	18	28	19	6	17	10	1	8	10	4	6	2	7	9	12	1
	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	*	1%	1%	*	1%	*	1%	1%	1%	*
Other	281	107	174	8	52	51	56	61	53	100	62	42	77	28	12	25	24	19	27	14	35	22	42	33
	2%	2%	3%	1%	4%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	3%
None	4501	2350	2151	376	741	903	916	846	719	1847	1244	576	826	578	215	466	412	292	339	251	387	410	707	444
	37%	39%	34%	56%	50%	46%	38%	31%	24%	37%	39%	33%	35%	46%	35%	32%	38%	34%	32%	40%	36%	34%	37%	40%
Prefer not to say	212	106	106	24	45	41	31	40	31	88	54	30	35	15	9	25	9	17	19	11	15	44	33	15
	2%	2%	2%	4%	3%	2%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	1%	4%	2%	1%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 28

To which of the following religious groups do you consider yourself to be a member?

Base: All respondents

	2015 Vote								When Mind Made Up							2010 Vote							Best PM	
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On poll-ing day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Came-ron	Ed Mili-band
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
Christian	6813	2689	1836	555	1026	169	253	39	678	721	632	1170	903	756	1953	2816	1510	1255	232	67	143	38	3903	1892
	56%	67%	50%	50%	61%	27%	42%	49%	50%	50%	54%	54%	58%	56%	61%	69%	54%	49%	60%	33%	45%	63%	64%	46%
NET: Other	727	195	300	57	54	65	25	3	98	90	77	136	84	80	162	200	198	145	19	19	12	3	291	313
	6%	5%	8%	5%	3%	10%	4%	4%	7%	6%	7%	6%	5%	6%	5%	5%	7%	6%	5%	9%	4%	5%	5%	8%
Muslim	161	28	115	8	1	3	1	-	27	27	24	26	25	9	23	31	71	20	2	1	-	-	40	102
	1%	1%	3%	1%	*	*	*	-	2%	2%	2%	1%	2%	1%	1%	1%	3%	1%	1%	*	-	-	1%	3%
Hindu	84	33	35	10	-	3	1	-	16	17	7	10	11	10	13	22	24	19	-	2	-	-	41	38
	1%	1%	1%	1%	-	*	*	-	1%	1%	1%	*	1%	1%	*	1%	1%	1%	-	1%	-	-	1%	1%
Jewish	108	67	21	7	5	5	1	-	8	7	8	24	9	9	43	65	18	12	1	2	-	-	78	17
	1%	2%	1%	1%	*	1%	*	-	1%	*	1%	1%	1%	1%	1%	2%	1%	*	*	1%	-	-	1%	*
Sikh	23	7	14	1	-	-	-	-	4	4	1	4	2	2	6	4	15	-	-	-	-	-	11	8
	*	*	*	*	-	-	-	-	*	*	*	*	*	*	*	*	1%	-	-	-	-	-	*	*
Buddhist	70	19	16	2	10	19	4	-	13	10	2	14	10	7	14	19	10	21	-	3	3	-	28	27
	1%	*	*	*	1%	3%	1%	-	1%	1%	*	1%	1%	1%	*	*	*	1%	-	1%	1%	-	*	1%
Other	281	41	99	29	38	35	18	3	30	25	35	58	27	43	63	59	60	73	16	11	9	3	93	121
	2%	1%	3%	3%	2%	6%	3%	4%	2%	2%	3%	3%	2%	3%	2%	1%	2%	3%	4%	5%	3%	5%	2%	3%
None	4501	1055	1486	484	577	385	323	37	556	584	439	827	555	504	1036	1024	1035	1144	129	114	164	19	1809	1794
	37%	26%	40%	44%	35%	61%	53%	46%	41%	41%	37%	38%	36%	37%	33%	25%	37%	44%	34%	56%	51%	32%	30%	44%
Prefer not to say	212	57	72	12	15	13	7	1	30	44	27	36	19	20	36	49	45	35	5	5	2	-	89	72
	2%	1%	2%	1%	1%	2%	1%	1%	2%	3%	2%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	-	1%	2%

General Election Day Poll CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 28
To which of the following religious groups do you consider yourself to be a member?
Base: All respondents

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote						Methodology	
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri-vate	Char-ity/ not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249
Christian	6813	1964	2588	2261	3492	2125	1196	1168	1989	201	6556	233	6813	-	-	2427	1226	736	407	554	626	545	6268
	56%	62%	58%	49%	62%	58%	41%	53%	51%	50%	57%	35%	100%	-	-	52%	56%	63%	61%	48%	54%	54%	56%
NET: Other	727	154	294	279	274	212	241	151	252	25	431	285	-	727	-	250	128	90	32	66	87	102	625
	6%	5%	7%	6%	5%	6%	8%	7%	6%	6%	4%	43%	-	100%	-	5%	6%	8%	5%	6%	8%	10%	6%
Muslim	161	35	77	49	56	53	52	37	63	7	20	139	-	161	-	37	31	29	9	7	31	24	137
	1%	1%	2%	1%	1%	1%	2%	2%	2%	2%	*	21%	-	22%	-	1%	1%	2%	1%	1%	3%	2%	1%
Hindu	84	26	43	15	40	23	21	20	35	3	3	80	-	84	-	31	14	17	1	5	7	4	80
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	*	12%	-	12%	-	1%	1%	1%	*	*	1%	*	1%
Jewish	108	41	40	27	66	25	17	16	39	2	105	3	-	108	-	37	14	18	9	9	7	9	99
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	-	15%	-	1%	1%	2%	1%	1%	1%	1%	1%
Sikh	23	3	11	9	9	7	7	4	13	-	-	21	-	23	-	4	4	4	-	2	4	3	20
	*	*	*	*	*	*	*	*	*	-	-	3%	-	3%	-	*	*	*	-	*	*	*	*
Buddhist	70	13	34	23	22	25	23	9	31	2	53	17	-	70	-	32	9	5	4	13	4	7	63
	1%	*	1%	1%	*	1%	1%	*	1%	*	*	3%	-	10%	-	1%	*	*	1%	1%	*	1%	1%
Other	281	36	89	156	81	79	121	65	71	11	250	25	-	281	-	109	56	17	9	30	34	55	226
	2%	1%	2%	3%	1%	2%	4%	3%	2%	3%	2%	4%	-	39%	-	2%	3%	1%	1%	3%	3%	5%	2%
None	4501	1025	1511	1965	1797	1268	1436	831	1607	176	4319	128	-	-	4501	1875	799	331	217	506	416	337	4164
	37%	32%	34%	43%	32%	34%	49%	38%	41%	43%	38%	19%	-	-	100%	40%	36%	28%	33%	44%	36%	34%	37%
Prefer not to say	212	50	87	75	94	75	43	46	81	3	139	20	-	-	-	78	37	19	8	22	30	20	192
	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	3%	-	-	-	2%	2%	2%	1%	2%	3%	2%	2%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 29

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						SEG				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108
NET: Yes	2586	1205	1381	88	198	314	534	711	741	739	574	354	913	265	154	305	217	200	222	157	229	189	410	238
	21%	20%	22%	13%	13%	16%	22%	26%	25%	15%	18%	20%	39%	21%	25%	21%	20%	23%	21%	25%	21%	16%	21%	21%
Yes - mental condition	656	285	371	66	110	135	179	131	35	143	141	76	295	78	40	77	44	60	58	33	55	52	98	61
	5%	5%	6%	10%	7%	7%	7%	5%	1%	3%	4%	4%	13%	6%	7%	5%	4%	7%	6%	5%	5%	4%	5%	6%
Yes - physical condition	1568	733	835	23	89	158	315	441	542	467	325	225	547	155	89	182	139	124	135	91	152	101	256	144
	13%	12%	13%	3%	6%	8%	13%	16%	18%	9%	10%	13%	23%	12%	15%	13%	13%	15%	13%	14%	14%	8%	13%	13%
Yes - disability	896	422	474	15	49	103	195	290	244	229	181	110	375	94	58	106	69	67	77	63	72	80	130	80
	7%	7%	8%	2%	3%	5%	8%	11%	8%	5%	6%	6%	16%	7%	10%	7%	6%	8%	7%	10%	7%	7%	7%	7%
Yes - other	118	63	55	2	6	17	24	39	30	28	35	16	39	13	5	18	12	12	5	8	12	11	10	12
	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%
No	9446	4699	4747	571	1250	1618	1811	1974	2222	4143	2590	1345	1353	967	441	1108	855	644	799	461	823	997	1503	848
	77%	78%	76%	84%	84%	82%	75%	72%	74%	84%	80%	78%	58%	77%	73%	77%	78%	75%	76%	73%	77%	83%	78%	77%
Refused	221	104	117	17	35	40	57	45	27	65	55	30	68	25	12	32	21	11	26	14	20	20	18	22
	2%	2%	2%	3%	2%	2%	2%	2%	1%	1%	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 29

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

	2015 Vote							When Mind Made Up							2010 Vote							Best PM		
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On polling day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
NET: Yes	2586	655	850	191	473	153	149	21	253	254	252	469	342	294	722	791	641	530	120	31	88	10	1079	992
	21%	16%	23%	17%	28%	24%	25%	26%	19%	18%	21%	22%	22%	22%	23%	19%	23%	21%	31%	15%	27%	17%	18%	24%
Yes - mental condition	656	105	244	51	106	67	51	8	81	82	75	106	86	70	156	130	157	136	29	12	28	2	195	306
	5%	3%	7%	5%	6%	11%	8%	10%	6%	6%	6%	5%	6%	5%	5%	3%	6%	5%	8%	6%	9%	3%	3%	8%
Yes - physical condition	1568	427	514	120	280	77	82	10	133	129	151	283	228	179	465	510	377	340	83	18	53	5	693	583
	13%	11%	14%	11%	17%	12%	13%	13%	10%	9%	13%	13%	15%	13%	15%	12%	14%	13%	22%	9%	17%	8%	11%	14%
Yes - disability	896	210	330	56	176	41	56	4	90	76	86	182	107	103	252	277	254	184	35	7	33	2	346	362
	7%	5%	9%	5%	11%	6%	9%	5%	7%	5%	7%	8%	7%	8%	8%	7%	9%	7%	9%	3%	10%	3%	6%	9%
Yes - other	118	33	40	4	18	11	6	1	16	12	19	16	11	9	35	29	31	24	3	3	3	1	51	40
	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
No	9446	3289	2773	899	1168	466	447	57	1065	1148	904	1669	1197	1051	2412	3244	2087	2011	259	170	229	48	4934	2993
	77%	82%	75%	81%	70%	74%	74%	71%	78%	80%	77%	77%	77%	77%	76%	79%	75%	78%	67%	83%	71%	80%	81%	74%
Refused	221	52	71	18	31	13	12	2	44	37	19	31	22	15	53	54	60	38	6	4	4	2	79	86
	2%	1%	2%	2%	2%	2%	2%	3%	3%	3%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	3%	1%	2%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 29

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

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion			Most Important Reason For Vote						Methodology		
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Private	Char-ity/not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online	
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249	
NET: Yes	2586 21%	449 14%	818 18%	1319 29%	972 17%	840 23%	774 27%	292 13%	453 12%	57 14%	2494 22%	71 11%	1496 22%	183 25%	878 20%	957 21%	514 23%	202 17%	124 19%	249 22%	250 22%	249 25%	2337 21%	
Yes - mental condition	656 5%	80 3%	190 4%	386 8%	186 3%	210 6%	260 9%	83 4%	129 3%	16 4%	626 5%	26 4%	287 4%	64 9%	298 7%	248 5%	138 6%	43 4%	29 4%	67 6%	71 6%	46 5%	610 5%	
Yes - physical condition	1568 13%	293 9%	483 11%	792 17%	627 11%	503 14%	438 15%	148 7%	257 7%	33 8%	1511 13%	41 6%	921 14%	103 14%	525 12%	595 13%	304 14%	123 10%	68 10%	160 14%	143 12%	173 17%	1395 12%	
Yes - disability	896 7%	131 4%	290 6%	475 10%	299 5%	302 8%	295 10%	77 4%	118 3%	15 4%	877 8%	15 2%	554 8%	60 8%	265 6%	328 7%	173 8%	65 6%	45 7%	85 7%	89 8%	45 4%	851 8%	
Yes - other	118 1%	19 1%	43 1%	56 1%	53 1%	26 1%	39 1%	20 1%	15 *	2 *	114 1%	3 *	61 1%	15 2%	42 1%	43 1%	21 1%	11 1%	7 1%	10 1%	9 1%	9 1%	109 1%	
No	9446 77%	2717 85%	3578 80%	3151 69%	4605 81%	2766 75%	2075 71%	1867 85%	3423 87%	339 84%	8765 77%	581 87%	5222 77%	535 74%	3541 79%	3606 78%	1633 75%	950 81%	532 80%	870 76%	887 77%	745 74%	8701 77%	
Refused	221 2%	27 1%	84 2%	110 2%	80 1%	74 2%	67 2%	37 2%	53 1%	9 2%	186 2%	14 2%	95 1%	9 1%	82 2%	67 1%	43 2%	24 2%	8 1%	29 3%	22 2%	10 1%	211 2%	

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 30
Methodology
Base: All respondents

	Gender		Age							SEG				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North	North West	Yorks & Hum-ber-side	East Mid-lands	West Mid-lands	Wales	East Anglia	Grea-ter London	South East	South West	
Base	12253	6008	6245	676	1483	1972	2402	2730	2990	4947	3219	1729	2334	1257	607	1445	1093	855	1047	632	1072	1206	1931	1108	
CATI	1004	540	464	92	161	167	184	165	235	303	241	213	226	94	41	113	93	72	87	45	105	133	128	93	
		8%	9%	7%	14%	11%	8%	8%	6%	8%	6%	7%	12%	10%	7%	8%	9%	8%	8%	7%	10%	11%	7%	8%	
Online	11249	5468	5781	584	1322	1805	2218	2565	2755	4644	2978	1516	2108	1163	566	1332	1000	783	960	587	967	1073	1803	1015	
		92%	91%	93%	86%	89%	92%	92%	94%	92%	94%	93%	88%	90%	93%	93%	92%	91%	92%	92%	93%	90%	89%	93%	92%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 30
Methodology
Base: All respondents

	2015 Vote								When Mind Made Up							2010 Vote							Best PM	
	Total	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	On poll-ing day	In the last few days	In the last week	In the last month	Since the beginning of the year	Longer than a year ago	Always known	Con	Lab	LibDem	UKIP	Green	SNP	Plaid Cymru	David Cameron	Ed Miliband
Base	12253	3996	3694	1108	1672	632	608	80	1362	1439	1175	2169	1561	1360	3187	4089	2788	2579	385	205	321	60	6092	4071
CATI	1004	249	303	70	139	54	38	8	103	106	99	166	110	101	319	268	277	164	27	16	19	4	499	404
	8%	6%	8%	6%	8%	9%	6%	10%	8%	7%	8%	8%	7%	7%	10%	7%	10%	6%	7%	8%	6%	7%	8%	10%
Online	11249	3747	3391	1038	1533	578	570	72	1259	1333	1076	2003	1451	1259	2868	3821	2511	2415	358	189	302	56	5593	3667
	92%	94%	92%	94%	92%	91%	94%	90%	92%	93%	92%	92%	93%	93%	90%	93%	90%	94%	93%	92%	94%	93%	92%	90%

General Election Day Poll

CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Table 30

Methodology**Base: All respondents**

	Total	Economic Recovery Felt			Need for Austerity			Public v Private			Ethnicity		Religion				Most Important Reason For Vote						Methodology	
		Al-ready feel-ing	Not but expect to	Not and don't expect to	Still need	Needed but no more	Never needed	Public	Pri-vate	Char-ity/ not-for-profit	White	BME	Christ-ian	Other	None	Mot-ives	Pol-icies	Leader	Team	Tact-ical	Local	CATI	Online	
Base	12253	3193	4480	4580	5657	3680	2916	2196	3929	405	11445	666	6813	727	4501	4630	2190	1176	664	1148	1159	1004	11249	
CATI	1004	326	345	333	437	280	287	200	315	27	903	89	545	102	337	284	182	118	67	118	123	1004	-	
		8%	10%	8%	7%	8%	8%	10%	9%	8%	7%	8%	13%	8%	14%	7%	6%	8%	10%	10%	10%	11%	100%	-
Online	11249	2867	4135	4247	5220	3400	2629	1996	3614	378	10542	577	6268	625	4164	4346	2008	1058	597	1030	1036	-	11249	
		92%	90%	92%	93%	92%	90%	91%	92%	93%	92%	87%	92%	86%	93%	94%	92%	90%	90%	90%	89%	-	100%	