Agency: Panelbase

Universe: Adults resident in GB

Methodology: Online

Sample size: 1025

Fieldwork dates: 15 April - 16 April 2015

Weighting: All the results were weighted by age, sex, region and SEG and voters were also weighted to match the 2010 UK

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The headline voting intention figures for this week's poll are as follows: LAB 34% (-3%), CON 33% (+2%), UKIP 16% (NC), LD 8% (NC), GRN 4% (NC).

Almost a third (31%) of likely voters say they may change their mind between now and May 7th.

57% say they will either definitely or probably watch tonight's Challengers debate.

When we asked potential viewers about the five leaders taking part, Farage was just behind Miliband and Sturgeon as strongest leader and most likely to win the debate but again seen as the most charismatic and having the best sense of humour - as well as the most annoying. Miliband was clearly seen as most in favour of a more equal society. Full results in the tables.

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

Panelbase 16/04/15



			Male x 18-34	Male x 35-54	Male x 55+	Female x 18-34	Female x 35-54	Female x 55+	ABC1	C2DE	Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Did not vote/0 remembe
A UK Parliamentary election is due to take place on May	Base: Likely voters, excluding undecided	741			146	90	112			317				13		6	25	
7thwho do you currently intend to vote for?	Labour	(743)	45	47	39	(101)	(111) 42	44	130	(355)	17	151	36	(33)	3	(14) 0	(12)	(
Interio to vote for :	Conservative	34% 241		36% 37	27% 59	40%	38% 29	28% 59		39% 78			25%	5%	12%	0	8%	
	UKIP	33%	33%	28%	41%	25%	26%	37%		25%	72%	9%		6%	4%	0	8%	
		16%	8%	20	20 18%	12%	17%	18%	14%	20%	14%	7%	17%	0	83%	6%	55%	1
	Liberal Democrat	61 8%		13 10%	11 7%	8	9	13		25 8%			41 29%	0	0	0 8%	2 9%	
	SNP	27	3	5	7	3	4	5	14	13	1	7	8	11	-	0	0	
	Green Party	4%	2	3% 4	5%	7	4%	3%	13	4% 14	4	1	9	89%	0	5	(
	Plaid Cymru	4%	2%	3%	2%	8%	7%	2%	3%	4%	2%	<1%	6% 1	0	0	86%	6	
	Other	1%	3%	0	0	<1%	0	2%	2%	<1%	<1%	0	<1%	0	0	0	19%	
	Gulei	<1%	0	0	<1%	<1%	0	<1%	2 <1%	<1%	<1%	G	0	0	0	0		•
A UK Parliamentary election is	Base: Excluding undecided	817	123	146	153	108	128	161	466	352	257	213	154	13	23	6	27	
due to take place on May 7thwho do you currently	Labour	(819)		(155)	(165)	(121)	(127)	(147)		(393)				(33)	(47)	(14)	(13)	(
intend to vote for?		36%	48%	37%	26%	42%	41%	28%	33%	40%	7%	80%	28%	5%	14%	0	7%	
	Conservative	252 31%		40 27%	61 40%	24 23%	32 25%	59 37%		81 23%				1	1	0	2 8%	2
	UKIP	134 16%		29 20%	30 20%	12	21	30 19%		70 20%				0	19	0 6%	16	
	Liberal Democrat	66	7	13	11	11	11	13	38	27	13	1	42	0	0	0	2	
	SNP	31	4	6	7	4	4	5	17	14	1	7	9	11	0	6 %	9%	
	Green Party	4%		4%	5%	4%	3%	3%	4% 13	4%		3%	6% 9	89%	0	5	(
	Plaid Cymru	4%	2%	2%	2%	8%	6%	2%	3%	4%	1%	<1%	6% 1	0	0	86%	0	
		<1%	3%	0	0	<1%	0	2%	2%	<1%	<1%	G	<1%	0	0	0	18%	
	Other	3 <1%	0	0	1 <1%	1 <1%	0	1 <1%	2 <1%	1 <1%	2 <1%	C	0	0	0	0		
Have you definitely made up	Base: Likely voters, excluding	741	104	131	146	90	112	158	424	317	242	191	143	13	21	6	25	
your mind how you will vote or is there a possibility of you		(743)	(89)	(139)	(158)	(101)	(111)	(145)	(388)	(355)	(221)	(188	(130)	(33)		(14)	(12	(1
changing your mind?	Delinitely made up my mind	69%	58%		84%	40 50%	69%	73%	66%	73%	74%	79%		97%		4 74%	76%	
	May change my mind	231 31%		40 31%	23 16%	45 50%	35	43 27%		85 27%			60 42%	0 3%	4	2 26%	e 24%	
If you had to choose, which party	Base: Likely voters	842	109	145	160	108	136	183	482	360	265	207	168	13	23	6	29	
would you prefer to lead the next UK government?		(840)	(93)	(153)	(172)	(120)	(135)	(167)	(440)	(400)	(240)		(154)	(34)		(15)	(14)	(1
	Conservative	426 51%	44%		93 58%	50 46%	60 44%			157 44%		14%	71 42%	3 25%	9 41%	1 13%	17	
	Labour	416		78 54%	67 42%	58 54%	76	75		202			96 58%	10 75%	14	5 87%	12 42%	
		407	0074	04/0	42.70	0470	0070	41%	4470	50%	570	007	00%	1070	0070	01 /4	42.7	

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Base: 1,025		Total				-	ou currently intend to						are	you planning to wa		
			Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Plaid Cymru	Other	Don't know	Will definitely watch	Will probably watch	Will probably not watch	Will definitely not watch	Don't know
A UK Parliamentary election is due to take place on May	Base: Likely voters, excluding undecided	741 (743)	241 (221)	254 (252)	61 (58)	27 (41)	119 (129)	27 (34)	8	3 (3)	0	219 (221)	252 (250)	117 (114)	107 (110)	46 (48)
7thwho do you currently intend to vote for?	Labour	254	0	254	0	0	0	0	C	0 0	0	94	90	36	21	13
	Conservative	34% 241	241	100%	0	0	0	0	0	0 0	0	43% 66	36% 75	31% 41	20% 44	29%
	Conservative	33%	100%	0	0	0	0	0	0	0	0	30%	30%	35%	41%	32%
	UKIP	119	0	0	0	0	119	0	C	0 0	0	32	46	14	15	11
	Liberal Democrat	16% 61	0	0	0 61	0	100% 0	0	0	0 0	0	15%	18% 20	12% 19	14%	25%
		8%	0	0	100%	0	0	0	G	0	0	5%	8%	16%	7%	11%
	SNP	27 4%	0	0	0	27	0	0	C	0 0	0	7	10	2%	7	1 2%
	Green Party	4%	0	0	0	00%	0	27	0	0 0	0	3%	4%	2%	9	2%
	-	4%	0	0	0	0	0	100%	C	0 0	0	1%	4%	4%	9%	2%
	Plaid Cymru	8	0	0	0	0	0	0	8 100%	0 0	0	5 2%	1 <1%	0	1	0
	Other	3	0	0	0	0	0	0	C	3	0	1	1	0	1	0
		<1%	0	0	0	0	0	0	0	100%	0	<1%	<1%	0	<1%	0
A UK Parliamentary election is	Base: Excluding undecided	817	252	295	66	31	134	29	8	3	0	231	282	133	119	
due to take place on May 7thwho do you currently		(819)	(232)	(293)	(62)	(44)	(144)	(36)	(5)		(0)		(279)	(129)	(122)	(56)
intend to vote for?	Labour	295 36%	0	295 100%	0	0	0	0	0	0 0	0	100 43%	107	43	28 24%	32%
	Conservative	252	252	0	0	0	0	0	C	0	0	69	78	43	46	16
	UKIP	31%	100%	0	0	0	134	0	0	0 0	0	30%	27%	33%	39%	30%
	ordi -	16%	0	0	0	0	100%	0	0	0	0	15%	18%	14%	15%	23%
	Liberal Democrat	66	0	0	66	0	0	0	C	0	0	11	22	20	7	6
	SNP	8%	0	0	100%	0	0	0	0	0 0	0	5%	8%	15%	6% 7	10%
		4%	0	0	0	100%	0	0	C	0 0	0	3%	4%	2%	6%	2%
	Green Party	29 4%	0	0	0	0	0	29 100%	C	0 0	0	3	10	5	9	1
	Plaid Cymru	4%	0	0	0	0	0	0	8	8 0	0	5	4%	3%	1	3%
		<1%	0	0	0	0	0	0	100%	0	0	2%	<1%	0	<1%	0
	Other	3 <1%	0	0	0	0	0	0	C) 3 100%	0	1 <1%	1 <1%	0	1 <1%	0
Have you definitely made up your mind how you will yote or is	Base: Likely voters, excluding undecided	741 (743)	241 (221)	254 (252)	61 (58)	27 (41)	119 (129)	27 (34)	8	3 (3)	0	219 (221)	252 (250)	117 (114)	107 (110)	46 (48)
there a possibility of you	Definitely made up my mind	510	179	(252)	(58)	23		(34)	(5)	(3) 1 0	(0)	163	(250)	79	78	(48)
changing your mind?		69%	74%	74%	50%	84%	60%	54%	54%	0	0	74%	63%	67%	73%	69%
	May change my mind	231 31%	62 26%	67 26%	31 50%	4	48 40%	13	46%	100%	0	57 26%	93 37%	38	29 27%	14 31%
									4078	.00%	U					
If you had to choose, which party would you prefer to lead the next	Base: Likely voters	842 (840)	241 (221)	254 (252)		27 (41)	119 (129)	27 (34)	8	3	101 (97)	230 (231)	290 (285)	135 (129)	128 (132)	
UK government?	Conservative	(840) 426	(221)	(252)	(58)	(41)	(129)	(34)	(5)	3	(97)		(285)	(129)	(132)	(63)
		51%	99%	<1%	59%	21%	66%	23%	70%	100%	51%	45%	49%	56%	57%	57%
	Labour	416 49%	2 1%	254 100%	25 41%	21 79%	40 34%	21 77%	2	0	50 49%	127	148 51%	59 44%	55 43%	26 43%
		49%	1%	100%	41%	79%	34%	11%	30%		49%	55%	51%	44%	43%	43%

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3ase: 1,025		Total			Gende	r x Age			Socio-econ	omic grade	Did you vot	e in the 2010 UK	Parliamentary Election	on which led to Dav	id Cameron becor	ning Prime Minister	? If so, who did y	u vote for?
			Male x 18-34	Male x 35-54	Male x 55+	Female x 18-34	Female x 35-54	Female x 55+	ABC1	C2DE	Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Did not vote/Ca remember
This Thursday evening there will be a televised "challengers"	Base: All	1025 (1025)	148 (125)	176 (187)	176 (189)	146 (162)	178 (178)	200 (184)		462 (510)		233 (231)		13 (34)	25 (52)	8 (19)	3 [.] (15	
	Will definitely watch	246	52	(187) 51 29%	41			36		(510) 112 24%	67	80	39	(34) 5 40%	(52) 6 24%		1:	2
	Will probably watch	24% 333 33%	50 34%	29% 65 37%	46	59 40%	40	74		24% 119 26%	92	34% 82 35%	62	40%	24% 9 36%	25%	289	9
	Will probably not watch	172	20	18 10%	37	30 21%	36	30	98	74	47	40	33	1	2	1	269	8
	Will definitely not watch	187	21	29	40	16	38	43		99	63	19	32	3	5	3	69	2
	Don't know	87	5	18%	12	11%	21% 25 14%	18	30	58	22	12	19	0	3	0	67	0
Vhich one of the five leaders	Base: All possible debate	838	127	147	136	130	140	158	476	363	228	214	153	10	20	5	2	9
aking part do you think is kely to win the debate	watchers Ed Miliband (Labour Party)	(834)	(108)	(156)	(146)	(145)	(136)	(143)	130	(399)	24	(211)	35	(26)	(42)	(12)	(14	4
	Nicola Sturgeon, (SNP)	28% 174 21%	48% 17 13%	32% 26 17%	20% 42 31%	36% 15 12%	21% 30 21%	17% 45 29%		30% 54 15%	59	51% 26	42	11% 8 78%	15% 2 9%	24% 1 21%	139	7
	Nigel Farage (UKIP)	165	22	41	33	12%	21% 26 18%	30	99	66	72	22	27	0	10 52%	10%	237 1/ 499	4
	Natalie Bennett (Green Party of England and Wales)	14 2%	4	2	1	3	2%	1	10 2%	5	5	0	2	0	0	0		0
	Leanne Wood (Plaid Cymru)	8 <1%	2	0	0	2	2%	1 <1%	5 1%	3 <1%	1 <1%	1 <1%	3	0	0	0		5
	Don't know	238 28%	21 17%	32 22%	33 24%	48 37%	51 36%	53 34%		126 35%		55 26%		1 11%	4 21%	2 38%	15%	4
Which one of the five leaders aking part do you think is	Base: All possible debate watchers, excl. DK	601 (594)	106 (90)	115 (119)	103 (113)	82 (92)	89 (85)	105 (95)		237 (263)		158 (159)		9 (23)	16 (33)	3	2:	
ikely to win the debate (Excl. indecided)	Ed Miliband (Labour Party)	239 40%	61 58%	47	28 27%	47	30 33%	27 26%		108	24	109	35	1	3	1	169	4
	Nicola Sturgeon, (SNP)	174 29%	17	26 22%	42	15 19%	30 33%	45 43%	120 33%	54 23%		26		8 88%	2 12%	1 34%	27%	7
	Nigel Farage (UKIP)	165 28%	22 20%	41 35%	33 32%	15 18%	26 29%	30 29%		66 28%		22 14%		0 0	10 66%	1 16%	1- 57%	
	Natalie Bennett (Green Party of England and Wales)	14 2%	4	2 2%	1	3 4%	2 2%	1 1%	10 3%	5 2%	5 3%	0	2 2%	0 0	0 3%	0 12%		0 0
	Leanne Wood (Plaid Cymru)	8 1%	2	0	0	2	2	1	5 1%	3	1 <1%	1 <1%	3 3%	0 0	0	0		0 0
Which one of the five leaders aking part do you think is the	Base: All possible debate watchers	838 (834)	127 (108)	147 (156)	136 (146)	130 (145)	140 (136)	158 (143)		363 (399)		214 (211		10	20 (42)	5 (12)	21	
nost charismatic leader	Nigel Farage (UKIP)	287	34	59 40%	65	37 28%	43	48	183	103	114	50	44	0	13	0	11	9
	Nicola Sturgeon, (SNP)	143 17%	21 17%	22 15%	29 21%	10	22 16%	39 25%		54 15%	33	33 16%		8 82%	2 11%	2	239	7
	Ed Miliband (Labour Party)	133	39 30%	29 19%	13 9%	21 16%	19 13%	13	68	64 18%	9	68 32%	16	1	2	0 9%		2
	Leanne Wood (Plaid Cymru)	34 4%	4	6 4%	1 <1%	5 4%	11 8%	8 5%	19 4%	15 4%	12 5%	10	8 5%	0	0	1 21%		0
	Natalie Bennett (Green Party of England and Wales)	34 4%	4	5 3%	2 1%	11	7 5%	4	24 5%	9 3%		6 3%		0	0 2%	0 7%		0
	Don't know	208 25%	25 20%	27 18%	27	47 36%	39 28%	44 28%	91 19%	117		46 22%		0 3%	3 16%	1 22%	79	2

Base: 1,025		Total				Who do yo	ou currently intend t	to vote for?				This Thursday eve	ening there will be a are	a televised "challeng you planning to wa	gers" debate involvin itch?	g 5 party leaders -
			Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Plaid Cymru	Other	Don't know	Will definitely watch	Will probably watch	Will probably not watch	Will definitely not watch	Don't know
This Thursday evening there will be a televised "challengers"	Base: All	1025 (1025)	252 (232)	295 (293)		31 (44)	134 (144)	29 (36)	8 (5)	3 (3)	160 (158)	246 (247)				87 (93)
debate involving 5 party leaders - are you planning to watch?	Will definitely watch	246	69	100	11	8	34	3	5	1	12	246		0 0	0	0
	Will probably watch	24% 333		34% 107	22	26% 11	26% 51	11% 10	70% 1	24% 1	8% 49	100%	333		0	0
	Will probably not watch	33% 172	31% 43	36%		37%	38%	36%	16%	42%	31% 32	0	100%	0 172		0
		17%	17%	15%	31%	10%	14%	16%	0	0	20%	0	Ċ	100%	0	0
	Will definitely not watch	187	46 18%	28		7 23%	18 14%	9 32%	1	1 34%	38 23%	0	(187 100%	0
	Don't know	87 9%		17		1	12 9%	1	0	0	29 18%	0		0		87 100%
									-	-						
Which one of the five leaders taking part do you think is likely to win the debate	Base: All possible debate watchers	838 (834)	(189)	267 (264)	(55)	24 (35)	115 (123)	20 (25)	(4)	(2)	122 (119)	246 (247)	(328	(166)	(0)	87 (93)
	Ed Miliband (Labour Party)	239 28%	27 13%	161 60%	21%	1 4%	9 8%	2 9%	2 29%	1 37%	20 17%	96 39%	28%	21%	0	14 16%
	Nicola Sturgeon, (SNP)	174	63 30%	29		17 73%	11 9%	6 32%	5	0	25 20%	50 20%				11 13%
	Nigel Farage (UKIP)	165	62	12	2 7	2	63	2	0	0	13	66	66	5 27	0	7
	Natalie Bennett (Green Party of	20% 14	30%	5%	8 1	10% 0	55% 1	8% 1	0	0	11% 2	27%	e	5 4	0	8%
	England and Wales) Leanne Wood (Plaid Cymru)	2%	2%	1%	2%	0	1%	7%	0	0	2%	<1%	2%	2% 3 4	0	4%
	Don't know	<1% 238	1% 49	<1%		4%	<1% 30	3%	0	0	1% 61	<1%				0
	DOITENIOW	230	24%	23%		9%	26%	40%	0	63%	50%	13%				60%
Which one of the five leaders taking part do you think is	Base: All possible debate watchers, excl. DK	601 (594)	158 (143)	207 (207)		22 (31)	85 (90)	12 (13)	7 (4)	1 (1)	62 (58)	215 (215)				35 (39)
likely to win the debate (Excl. undecided)	Ed Miliband (Labour Party)	239 40%	27 17%	161 78%		1	9	2	2	1 100%	20	96 45%				14 39%
	Nicola Sturgeon, (SNP)	174 29%	63 40%	29		17 80%	11 12%	6 54%	5 71%	0	25 40%	50 23%				11 32%
	Nigel Farage (UKIP)	165 28%	62 39%	12		2	63 74%	2	0	0	13	66 31%	66 27%	27		7 20%
	Natalie Bennett (Green Party of England and Wales)	14	4	3	8 1	0	1	1	0	0	2	1	e	5 4	0	3
	Leanne Wood (Plaid Cymru)	8	2	1 <1%	1	1 4%	1	1	0	0	1 2%	1	1%	3%	0	0
Which one of the five leaders	Base: All possible debate	838	206	267	58	24	115	20	7	2	122	246	333	172	0	87
taking part do you think is the most charismatic leader	watchers Nigel Farage (UKIP)	(834)	(189) 90	(264)	5 14	(35)	(123) 81	(25)	(4)	(2)	(119) 31	(247) 96	121	51	0	(93) 19
	Nicola Sturgeon, (SNP)	34% 143		21% 39	13	12% 19	70%	13% 6	64% 2	0	26% 19	39% 46	61	24	0	22% 12
	Ed Miliband (Labour Party)	17%	18% 14	15%		79%	6% 5	28%	36%	63% 0	16%	19% 59				14%
	Leanne Wood (Plaid Cymru)	16% 34	7%	37%	10%	0	5%	9%	0	0	5%	24%	15%		0	7%
		4%	4%	3%	7%	0	3%	9%	0	0	6%	3%	6%	2%	0	3%
	Natalie Bennett (Green Party of England and Wales)	34 4%	4%	8		1 4%	3 3%	4 21%	0	1 37%	2 2%	9 4%		2%		4 4%
	Don't know	208 25%	47	56 21%		1	16 14%	4	0	0	57 46%	28 11%				43 49%
		23 /4	2376	2178	2078	378	1478	13 /6			40 /s	11.4	207	41/		4976

ase: 1,025		Total			Gend	er x Age			Socio-econo	omic grade	Did you vi	ote in the 2010 UK I	Parliamentary Election	on which led to Day	vid Cameron beco	ming Prime Ministe	r? If so, who did y	ou vote for?
			Male x 18-34	Male x 35-54	Male x 55+	Female x 18-34	Female x 35-54	Female x 55+	ABC1	C2DE	Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Did not vote/Can't remember
Vhich one of the five leaders	Base: All possible debate	630	102	121	105	84	10	2 113	385	246	175	167	118	10	17	4	2	7 111
aking part do you think is the	watchers, excl. DK	(627)		(127)	(119)				(354)	(273)	(158)		(110)	(25)	(35)	(9)	(13	
nost charismatic leader (Excl.	Nigel Farage (UKIP)	287			65				183	103	114			0	13	0	11	
ndecided)		45%	34%	49%	60%	44%	429	42%	48%	42%	65%	30%	37%	4%	75%	8%	68%	42%
	Nicola Sturgeon, (SNP)	143		22	29	10	2	2 39	90	54	33	33	38	8	2	2		7 20
		23%	21%	18%	26%	12%	225	35%	23%	22%	19%	20%	32%	85%	13%	44%	24%	6 18%
	Ed Miliband (Labour Party)	133			13			9 13	68	64	9	68	16	1	2	0		2 34
		21%	38%	24%	12%	25%	189	6 12%	18%	26%	5%	41%	13%	11%	10%	12%	79	6 31%
	Leanne Wood (Plaid Cymru)	34	4	6	1	5	1	1 8	19	15	12	10	8	0	0	1	1	0 4
		5%		5%	<1%			6 7%	5%	6%	7%	6%	6%	0	0	27%		3%
	Natalie Bennett (Green Party of	34	4	5	2	2 11		7 4	24	9	6	6	13	0	0	0		7
	England and Wales)	5%	4%	4%	2%	13%	79	6 4%	6%	4%	4%	4%	11%	0	3%	10%		D 7%
Vhich one of the five leaders	Base: All possible debate	838	127	147	136	130	14	158	476	363	228	214	153	10	20	5	2	9 179
aking part do you think is the		(834)			(146				(435)	(399)	(207)		(142)	(26)	(42)		(14	
trongest leader	Nicola Sturgeon, (SNP)	223					3		142	81	87	36		7	3	1		7 34
		27%	24%	23%	33%	13%	25%	39%	30%	22%	38%	17%	30%	73%	17%	28%	249	6 19%
	Ed Miliband (Labour Party)	221	44	43	31	34	31	3 32	117	104	18	114	31	1	1	1	10	0 44
		26%	34%	29%	23%	26%	279	a 20%	25%	29%	8%	54%	20%	15%	5%	25%	35%	6 24%
	Nigel Farage (UKIP)	181			35	5 23	2		101	80	76			0	10	0	1	31
		22%	17%	29%	25%	18%	199	6 21%	21%	22%	33%	11%	19%	5%	50%	0	349	6 17%
	Natalie Bennett (Green Party of	18		2	(6		2 2	12	6	0	4	7	0	1	1	1	5
	England and Wales)	2%	4%	2%		5%	19	5 1%	3%	2%	0	2%	4%	5%	3%	26%		0 3%
	Leanne Wood (Plaid Cymru)	9	1	1		3%		1 0	5	3	3	2	1	0	0	0		2
	Don't know	1%			<1%		<19		176	<1%	43			0	2%	U		2 64

(118)

48%

25%

25%

2%

(345) 142 38%

31%

27%

3%

1%

(302)

30%

38%

29%

2%

1%

(94)

20%

40%

27%

8% 4

5%

(99)

34%

37%

26%

2%

(647)

34%

34%

28%

3%

Ed Miliband (Labour Party)

Natalie Bennett (Green Party of England and Wales) Leanne Wood (Plaid Cymru)

Nigel Farage (UKIP)

Which one of the five leaders taking part do you think... is the strongest leader (Excl. undecided) Nicola Sturgeon, (SNP)

(86)

30%

43%

21%

5%

1%

(128)

28%

35%

35%

2%

<1%

(122)

40%

28%

31%

<1%

(25)

75%

15%

5%

5%

(32)

22%

7%

64%

3%

3%

(9)

35%

32%

33%

(13)

26%

37%

37%

(115) 34 30% 44 38% 31 27%

4%

1%

(180)

20%

63%

13%

2%

1%

(106)

40%

27%

25%

6%

(167)

47%

10%

41%

2%

Base: 1,025		Total				Who do you	u currently intend t	o vote for?				This Thursday eve		televised "challeng you planning to wa	gers" debate involving atch?	g 5 party leaders -
			Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Plaid Cymru	Other	Don't know	Will definitely watch	Will probably watch	Will probably not watch	Will definitely not watch	Don't know
	Base: All possible debate	630	159	211	42	22	99	16	7	2	66		267	101	0	44
	watchers, excl. DK	(627)	(145)	(210)	(39)	(33)	(106)	(20)	(4)	(2)	(61)	(221)	(263)			(46)
most charismatic leader (Excl. undecided)	Nigel Farage (UKIP)	287 45%	90 57%	56 26%	14 35%	3 13%	81 81%	3 16%	4	0	31	96 44%	121		1	19 43%
	Nicola Sturgeon, (SNP)	143 23%	37 23%	39 19%	13 31%	19 83%	6 6%	6 35%	2 36%	1	19 29%		61 23%	24 24%	0	12 28%
	Ed Miliband (Labour Party)	133		98 47%	6 14%	0	5	2	0	0	6	59 27%	50 19%	18	8 0	6
	Leanne Wood (Plaid Cymru)	34	9	9	4	0	3%	2	0	0	7	8	19	4	0	3
	Natalie Bennett (Green Party of England and Wales)	34	5% 9	8	4	1	3	11% 4	0	1	2	9	17	4	0	4
	England and wales)	5%	6%	4%	10%	4%	3%	27%	0	37%	3%	4%	6%	4%	. 0	8%
	Base: All possible debate watchers	838 (834)	206 (189)	267 (264)	58 (55)	24 (35)	115 (123)	20 (25)	7 (4)	2 (2)	122 (119)		333 (328)			87 (93)
strongest leader	Nicola Sturgeon, (SNP)	223	80	44	24	17	20	6	5	0	24	82	80	49	0	13
	Ed Miliband (Labour Party)	27%	39%	16% 158	42%	71%	17%	29%	71%	0	20%		24%	28%		15%
	cu willoanu (caudul Palty)	221		59%	19%	6%	° 7%	2 11%	10%	0	9%		95			18%
	Nigel Farage (UKIP)	181	60 29%	19 7%	4	0 2%	74 64%	1	0	1	21	57 23%	78 23%		0	15 17%
	Natalie Bennett (Green Party of	22%	29%	176	6%	2%	04%	0%	0	31%	17%	23%	23%	10%	0	1/%
	England and Wales)	2%	3%	ے <1%	2%	ے 10%	0	26%	0	0	<1%	4 2%	3%	2%	0	0
	Leanne Wood (Plaid Cymru)	9	4	0	1	2	0	1	0	0	0	1	5	2	0	0

12%

(106) 20 19%

8%

72%

3%

23%

(19)

37%

14%

10%

34%

4%

1%

22%

(647)

34%

34% 181 28%

3%

1%

Don't know

Ed Miliband (Labour Party)

Natalie Bennett (Green Party of England and Wales) Leanne Wood (Plaid Cymru)

Nigel Farage (UKIP)

Which one of the five leaders taking part do you think... is the strongest leader (Excl. undecided) Base: All possible debate watchers, excl. DK Nicola Sturgeon, (SNP)

2%

15%

(160)

46%

15%

34%

3%

2%

<1%

16%

(223)

19%

71%

9%

1%

<1%

1 2%

29%

(38)

59%

27%

9%

2%

3%

1%

(34)

72%

6%

2%

10%

11%

10%

19%

(3)

87%

13%

63%

. (1)

100%

53%

(54)

43%

19%

36%

2%

<1%

7%

(230) 82 36%

37%

25%

2%

<1%

2% 65 20%

(264)

30%

35%

29%

4%

2%

35%

(107) 49 44%

23%

28%

3%

2%

51%

(46)

30%

(0)

Socio-economic grade

Did you vote in the 2010 UK Parliamentary Election which led to David Cameron becoming Prime Minister? If so, who did you vote for?

2 24%

1

10

(26)

15%

1 10%

46%

4%

25%

12%

7 36% 5

29%

20%

4

1 7%

20

(42)

15 74%

2%

5%

19%

1 16%

19%

(12)

26%

9%

13%

52%

45%

4

16%

(14)

21

70%

7%

89

15%

41 29% 7 5% 16 11% 11

7%

179

(180) 51 28%

26 14%

4%

4%

3%

46%

			Male x 18-34	Male x 35-54	Male x 55+	Female x 18-34	Female x 35-54	Female x 55+	ABC1	C2DE	Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Did not vote/Can't remember
	All possible debate	838	127	147	136	130	140	158	476	363	228	214	153	10	20	5	25	9 179
taking part do you think is the watcher		(834)	(108)	(156)	(146)	(145)		(143)	(435)	(399)		(211)	(142)	(26)	(42)	(12)	(14	(180)
most annoying Nigel Fa	arage (UKIP)	278	49	41	41	50	48	49	171	107	34	95	63	6	1	3		7 68
		33%	39%	28%	30%	39%	35%	31%	36%	30%	15%	45%	41%	62%	7%	60%	23%	6 38%
Ed Milib	band (Labour Party)	213	32	39	29	34	35	44	123	90	84	34	32	2	7	1	12	2 41
		25%	25%	27%	22%	26%	25%	28%	26%	25%	37%	16%	21%	23%	33%	15%	42%	6 23%
Nicola S	Sturgeon, (SNP)	108	14	24	22	5	14	28	62	46	43	30	20	0	5	0	1	4 7
		13%	11%	17%	17%	4%	10%	18%	13%	13%	19%	14%	13%	0	26%	0	14%	6 4%
	Bennett (Green Party of	99	15	20	26	5	14	20	53	47	42	12	20	1	4	0		4 16
England	id and Wales)	12%	12%	13%	19%	4%	10%	13%	11%	13%	18%	6%	13%	11%	19%	0	15%	6 9%
Leanne '	e Wood (Plaid Cymru)	36	7	8	6	6	7	2	17	19	7	13	4	0	1	1		11 ک
		4%	5%	6%	4%	5%	5%	1%	4%	5%	3%	6%	2%	0	6%	18%		0 6%
Don't kn	now	104	11	15	12	30	21	15	50	54	18	30	14	0	2	0	1	2 37
		12%	9%	10%	9%	23%	15%	10%	10%	15%	8%	14%	9%	3%	9%	7%	79	6 20%
Vhich one of the five leaders Base: A	All possible debate	736	117	132	124	101	119	142	427	309	210	184	139	10	18	5	2	7 144
aking part do you think is the watcher	ers, excl. DK	(730)	(99)	(140)	(135)	(114)	(113)	(129)	(390)	(340)	(190)	(181)	(129)	(25)	(38)	(11)	(13	(143)
nost annoying (Excl. undecided) Nigel Fa	arage (UKIP)	279	50	41	41	50	48	49	172	107		95	63	6	1	3		/ 69
		38%	43%	31%	33%	50%	41%	34%	40%	35%	16%	52%	46%	65%	7%	65%	24%	6 48%
T ALMANDA	hand (Labour Darts)	04.0	22	20	20	24	25		400		0.4		20	0	7	4	41	44

44 31% 28 19%

20 14%

2

1%

158 (143)

80 51%

15 10%

3%

<1%

56 36%

35 29% 14 12%

14 12%

6%

140

(136)

39%

19 13%

49

29

60 43%

34 34%

5 5%

> 5 5%

6

6%

130 (145)

23%

19 14%

2%

5 4%

2%

70 54% 123 29% 62 14%

53 12%

17 4%

476

(435)

209 44%

61 13%

19 4%

13 3%

2% 163 34% 90 29% 46 15%

47 15%

19

6%

363 (399)

> 149 41%

> 47 13%

15 4%

6 2%

1% 141 39% 84 40% 43 20%

42 20%

7 3%

228

(207)

60%

9 4%

3%

3 1%

3% 66 29% 34 19% 30 16%

12 6%

13 7%

214 (211)

> 73 34%

49 23%

> 8 4%

> 5 2%

1%

35%

32 23% 20 14%

20 15%

4 3%

153

(142)

58 38%

21 14%

4%

1%

43%

Gender x Age

Total

213 29%

108 15%

99 14%

36 5%

838 (834)

358 43%

> 108 13%

> > 35 4%

19 2%

2% 304 36% 39 30% 24 18%

20 15%

8

6%

147

(156)

54%

14 9%

3%

4

29

28%

32 27%

12%

15 13%

7 6%

127 (108)

> 35 27%

29 23%

9%

7 6%

4%

40 31% 29 24% 22 18%

26 21%

5%

136

(146)

80

58%

12 9%

4%

1%

<1%

27%

Ed Miliband (Labour Party)

Leanne Wood (Plaid Cymru)

Ed Miliband (Labour Party)

Natalie Bennett (Green Party of England and Wales) Leanne Wood (Plaid Cymru)

Nicola Sturgeon, (SNP)

Don't know

Natalie Bennett (Green Party of England and Wales)

Nicola Sturgeon, (SNP)

Which one of the five leaders taking part do you think... has the best sense of humour Nigel Farage (UKIP)

1.025

(35)

25%

31%

8%

31%

6%

(123) 94 81%

2%

<1%

<1%

15%

Which one of the five leaders taking part do you think... has the best sense of humour Nigel Farage (UKIP)

Ed Miliband (Labour Party)

Natalie Bennett (Green Party of England and Wales) Leanne Wood (Plaid Cymru)

Nicola Sturgeon, (SNP)

Don't know

(834)

43%

13%

4%

2% 15 2% 304 36%

(189)

56%

5%

6%

3%

2%

27%

(264)

25%

28%

4%

2%

2% 106 40%

(55)

40%

11%

2%

2%

4% 24 40%

Base: 1,025		Total				Who do y	ou currently intend	to vote for?				This Thursday eve		televised "challen you planning to wa	gers" debate involving atch?	5 party leaders -
			Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Plaid Cymru	Other	Don't know	Will definitely watch	Will probably watch	Will probably not watch	Will definitely not watch	Don't know
Which one of the five leaders	Base: All possible debate	838	206	267	58	24	115	20	,		122	246	333	172		07
taking part do you think is the		(834)		(264)						(2)	(119)					(93)
most annoying	Nigel Farage (UKIP)	278						13		1	38					22
	l l	33%	16%	54%	47%	58%	<1%		54%	37%	31%					25%
	Ed Miliband (Labour Party)	213 25%		18 7%	· · · · · · · · · · · · · · · · · · ·	4	53 46%		2 35%	1	33		86			24
	Nicola Sturgeon, (SNP)	108	40	30	8	1	22	0	1	0	6	32	44	25	i 0	7
		13%		11%		4%	19%		10%	0	5%	13%				8%
	Natalie Bennett (Green Party of England and Wales)	99 12%		20 7%		2 10%	25 22%		0	0	18 15%					5
	Leanne Wood (Plaid Cymru)	36	4	18		1	6	1	0	0	3	17	11	7	0	1
	2.00	4%	2%	7%		4%	5%	5%	0	0	3%	7%				1%
	Don't know	104 12%	22 11%	37 14%		5%	9 8%	2 10%	0	0	24 20%	13	35			27 31%
Which one of the five leaders taking part do you think is the	Base: All possible debate watchers, excl. DK	736 (730)		232		22 (33)				(2)	98 (94)					60 (65)
most annoying (Excl. undecided)	Nigel Farage (UKIP)	279		145				13		1	38		109			22
		38%	18%	63%	52%	61%	<1%	72%	54%	37%	39%	38%	36%	42%	0	36%
	Ed Miliband (Labour Party)	213		18	9	4	53		2	1	33		86			24
		29%	43%	8%		20%	50%		35%	63%	34%					40%
	Nicola Sturgeon, (SNP)	108 15%		30		1	22 20%		1 10%	0	6 6%	32 14%				7 11%
	Natalie Bennett (Green Party of England and Wales)	99		20		2	25		0	0	18					6
		14%		9%		10%	23%	0	0	0	18%				0	10%
	Leanne Wood (Plaid Cymru)	36 5%		18		1	6%	1	0	0	3	17			0	1
								-	1							

(25)

10%

4%

3%

15%

3%

64%

(4)

35%

29%

36%

(2)

63%

37%

(119)

34%

6%

1%

2% 70 58%

(247) (247) 118 48%

20%

9%

3%

2% 45

18%

(328) 139 42%

12%

2%

3%

3% 128 38%

(166) 73 42%

7%

3%

<1%

<1% 80 47%

(93) 28 32%

(0)

ase: 1,025		Total			Gend	er x Age			Socio-econ	omic grade	Did you vo	te in the 2010 UK	Parliamentary Electi	on which led to Da	vid Cameron beco	ming Prime Minister	? If so, who did yo	u vote for?
			Male x 18-34	Male x 35-54	Male x 55+	Female x 18-34	Female x 35-54	Female x 55+	ABC1	C2DE	Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Other	Did not vote/Can't remember
/hich one of the five leaders	Base: All possible debate	534	87	105	100	0 60	81	102	313	221	161	138	8 88	7	16	2	25	96
king part do you think has	watchers, excl. DK	(530)	(75) (112)	(109	(68)	(76)	(90)	(286)	(244)	(145)	(139)	(81)	(20)	(34)	(5)	(12)	(94)
e best sense of humour (Excl. ndecided)	Nigel Farage (UKIP)	358 67%					54 67%			149				1 20%	15 91%		21 83%	
	Ed Miliband (Labour Party)	6/% 108	40%				6/%			67% 47	85%	53%		20%	91%	55%	83%	53% 26
		20%	34%				23%			21%	- 6%			14%	0	0	8%	
	Nicola Sturgeon, (SNP)	35			(5 3	5	5	19		6	8	7	5	0	0	2	6
	Natalie Bennett (Green Party of	6% 19	12%	4%	6%	5%	6%	5%	6% 13	7%	4%	6%	7%	62%	3%	0	10%	7%
	England and Wales)	4%	8%	4%	2%	9%		0	4%	3%	2%	4%	2%	0	6%	19%	0	8%
	Leanne Wood (Plaid Cymru)	15	5	3		3	2	1	10		6	3	8 0	0	0	1	0	5
		3%	6%	3%	<1%	5%	3%	<1%	3%	2%	4%	2%	0	5%	0	26%	0	5%
hich one of the five leaders	Base: All possible debate	838	127	147	130	5 130	140	158	476	363	228	214	153	10	20	5	29	179
king part do you think is	watchers	(834)					(136)				(207)	(211)		(26)	(42)	(12)	(14)	(180)
lost in favour of a more equal ociety	Ed Miliband (Labour Party)	282					49				43			1	4	0	6	57
	Nigel Farage (UKIP)	34% 141	46%	37%			35%	27%		32% 68	19% 59	57% 25		7%	21%		21% 10	32%
	riger i uluge (ortir)	17%	7%				15%				26%			4%	59%		34%	
	Natalie Bennett (Green Party of	133		3 25	14	4 22	29	21	80	53	32	25	5 40	0	2	4	2	28
	England and Wales)	16%	18%	17%			21%				14%			0	9%	69%	7%	16%
	Nicola Sturgeon, (SNP)	61 7%	9 7%	5%	15		3%	12		23 6%	17	13		8 82%	0	9%	2 8%	8 4%
	Leanne Wood (Plaid Cymru)	17		4		3	4	2	15		9	3	8 0	0	0	0	0	4/4
		2%	3%				3%		3%		4%			4%	0	0	0	2%
	Don't know	205 24%	25				32				67	26		0	2	1	9	63 35%
		24%	20%	19%	24%	32%	23%	29%	22%	27%	30%	12%	24%	3%	12%	15%	29%	35%
/hich one of the five leaders	Base: All possible debate	633	102	2 120	104		108				160			10	18	4	21	
aking part do you think is lost in favour of a more equal	watchers, excl. DK	(635)	(88)				(102)			(293)	(145)			(25)	(37)	(10)	(10)	(114)
ciety (Excl. undecided)	Ed Miliband (Labour Party)	282	58				49				43 27%			1	4	0 9%	6 30%	57 49%
	Nigel Farage (UKIP)	44%	5/%	45% 29			45%				59			- 1%	23%		30%	
		22%	8%				20%			26%	37%	13%		4%	67%		49%	16%

11%

2%

15%

<1%

7%

14%

3%

4%

9%

1%

11%

6%

10%

85%

4%

7%

2%

1**0%**

12%

7%

10% 15

4%

icola Sturgeon, (SNP)

Leanne Wood (Plaid Cymru)

10%

9%

40/

Leanne Wood (Plaid Cymru)

Don't know

Nigel Farage (UKIP)

Natalie Bennett (Green Party of England and Wales) Nicola Sturgeon, (SNP)

Leanne Wood (Plaid Cymru)

Which one of the five leaders taking part do you think... is most in favour of a more equal society (Excl. undecided)

2%

24%

(635)

44%

22% 133 21%

10% 17

3%

1%

10%

(237) 181 75%

4% 34 14%

5%

1%

4%

32%

(128)

31%

30%

19%

14%

6%

2%

28%

(40) 21 50%

3%

36%

7% 1

3%

2%

5%

(33)

5%

12%

11%

71%

ase: 1,025		Total				Who do ye	ou currently intend	to vote for?				This Thursday eve		televised "challeng you planning to wa		ig 5 party leaders -
			Conservative	Labour	Liberal Democrat	SNP	UKIP	Green Party	Plaid Cymru	Other	Don't know	Will definitely watch	Will probably watch	Will probably not watch	Will definitely not watch	Don't know
									_							
taking part do you think has	Base: All possible debate watchers, excl. DK	534 (530)	149 (135)	161 (163)		16 (25)		(9)	7 (4)	2 (2)	52	200 (203)	205 (201)	92 (86)	0	37
the best sense of humour (Excl. undecided)	Nigel Farage (UKIP)	358 67%	116	66		6	94	2	2	1	41	118	139		0	28 76%
	Ed Miliband (Labour Party)	108	11	76	6	1	3	1	2	1	7	49	40	12	0	8
	Nicola Sturgeon, (SNP)	20% 35	8%	47%		8%	3%	10%	29%	37%	13%	24% 22	20%	12%	0	21%
	Natalie Bennett (Green Party of	6% 19	8%	6%	3%	45%	1%	9%	36%	0	0	11%	3%	6%	0	0
	England and Wales)	4%		4%	4%	0	<1%	43%	0	0	3%	4%	5%	1%	0	3%
	Leanne Wood (Plaid Cymru)	15	4	4	2	2	0	1 9%	0	0	2	4	9	1	0	0
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Which one of the five leaders taking part do you think is	Base: All possible debate watchers	838 (834)	206 (189)	267 (264)		24 (35)		20 (25)	(4)	(2)	122 (119)	246 (247)	333 (328)		(0)	(93)
most in favour of a more equal society	Ed Miliband (Labour Party)	282 34%	43	181		1	9	1	0	1 37%	20	107	106			18
	Nigel Farage (UKIP)	141	43	10	1	3	63	0	2	0	19	39	57	30	0	15
	Natalie Bennett (Green Party of	17%	21%	4%		11%	54%	13	35%	0	15%	16% 43	17%		0	18%
	England and Wales)	16%	13%	13%		10%	15%	68%	19%	63%	17%	18%	18%			9%
	Nicola Sturgeon, (SNP)	61 7%	19 9%	12 4%	3	16 67%	4	1	2 36%	0	4	18 7%	35 11%	7	0	1
		1%	9%	4%	5%	67%	3%	4%	36%	0	3%	1%	11%	4%	0	1%

<1% 22 19%

(102)

9%

67%

19%

4%

<1%

20%

(21)

9%

86%

5%

2% 57 46%

(63)

30%

28%

32%

6%

3%

(2)

37%

63%

10%

(3)

39%

21%

40%

3% 67 20%

(265) 106 40%

21%

22%

13%

3%

2%

14%

(214) 107 51%

18%

21%

8%

2%

34%

(110) 50 44%

26%

20%

6% 4

3%

51%

(46)

43%

37%

(0)