

# 2015

## FINAL ELECTION POLL



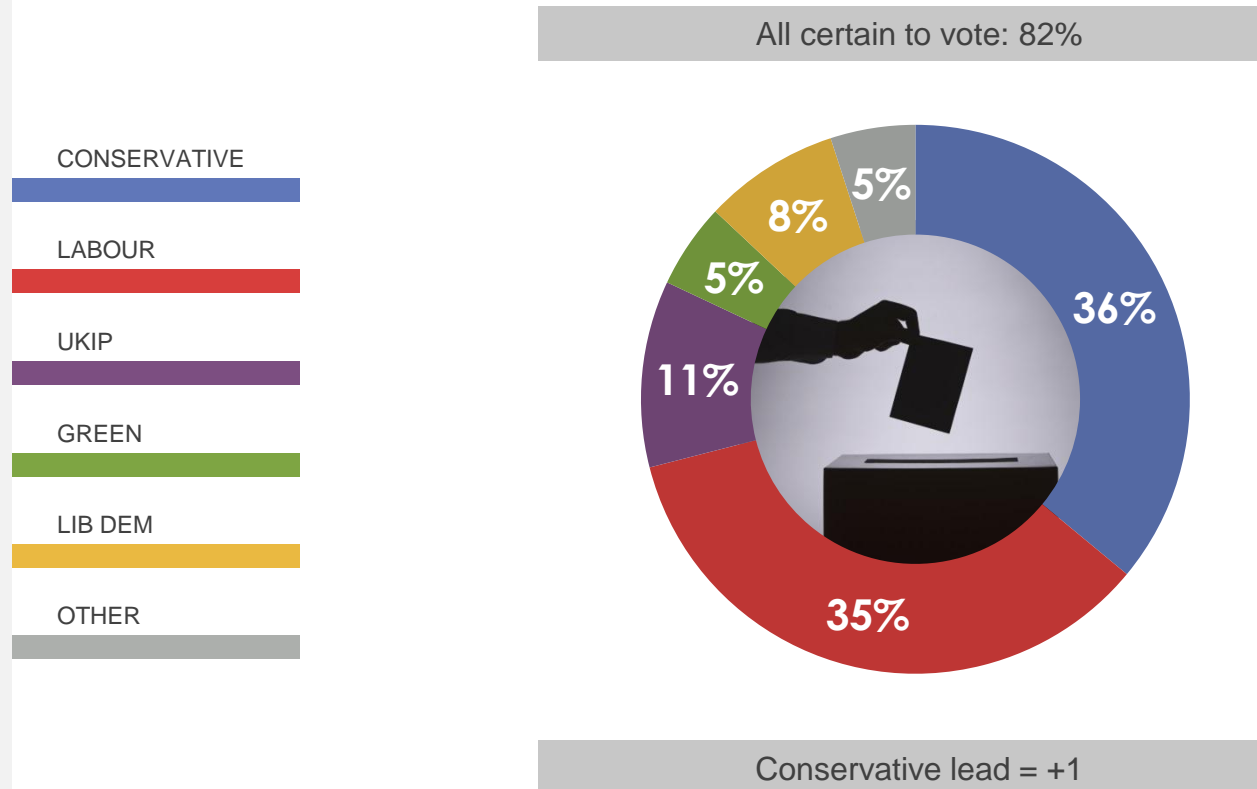
# 2015

## VOTING INTENTIONS

# #GE2015 – too close to call

## FINAL HEADLINE VOTING INTENTION

3



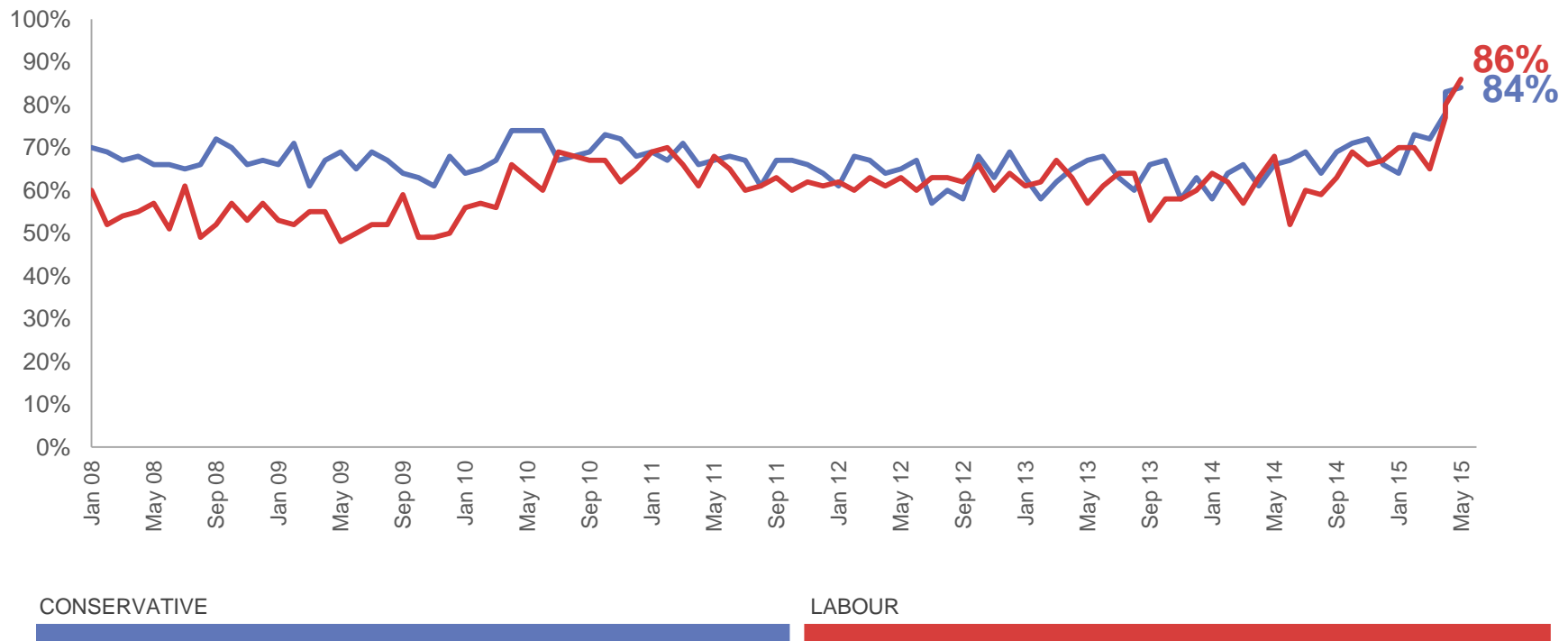
Base: 862 British adults who are registered and certain to vote 5<sup>th</sup> -6<sup>th</sup> May 2015

Source: Ipsos MORI

# How certain are Labour and Conservative supporters in their intention to vote? Jan '08 to May '15

% OF SUPPORTERS "ABSOLUTELY CERTAIN TO VOTE"

4



Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

# 2015

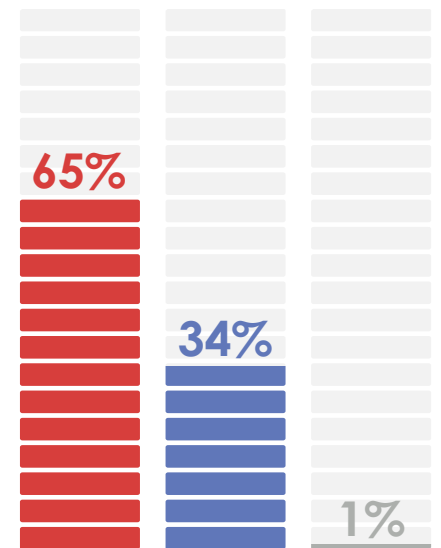
## VOTING DECISIONS

# Have the voters decided yet?

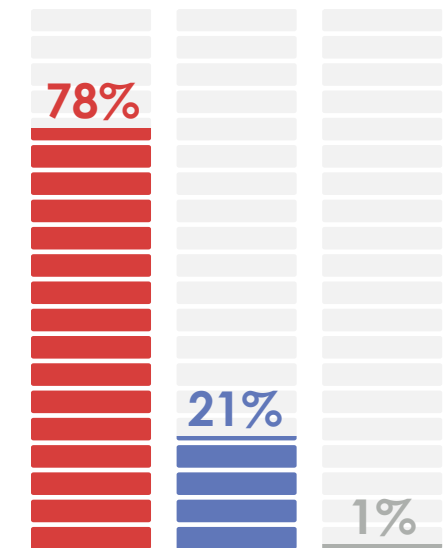
HAVE YOU DEFINITELY DECIDED TO VOTE FOR THE CONSERVATIVE PARTY/ LABOUR PARTY/ LIBERAL DEMOCRATS/ GREENS/ UKIP/ SNP/PLAID CYMRU OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?

6

26-29<sup>th</sup> April 2015



5-6<sup>th</sup> May 2015



DEFINITELY DECIDED

MAY CHANGE MIND

DON'T KNOW

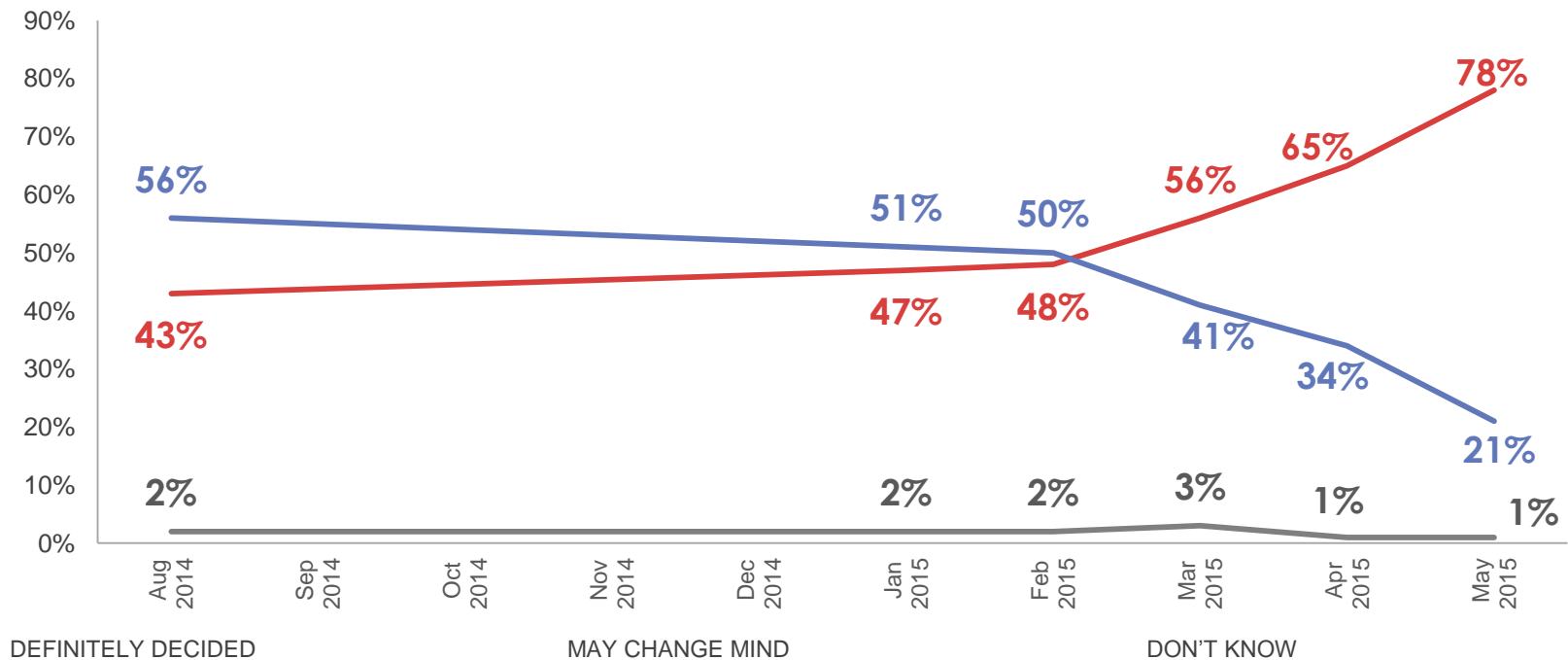
Base: All registered expressing a preference (923), 5<sup>th</sup> -6<sup>th</sup> May 2015

Source: Ipsos MORI

# Have the voters decided yet? Trend

HAVE YOU DEFINITELY DECIDED TO VOTE FOR THE CONSERVATIVE PARTY/ LABOUR PARTY/ LIBERAL DEMOCRATS/ GREENS/ UKIP/ SNP/PLAID CYMRU OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?

7



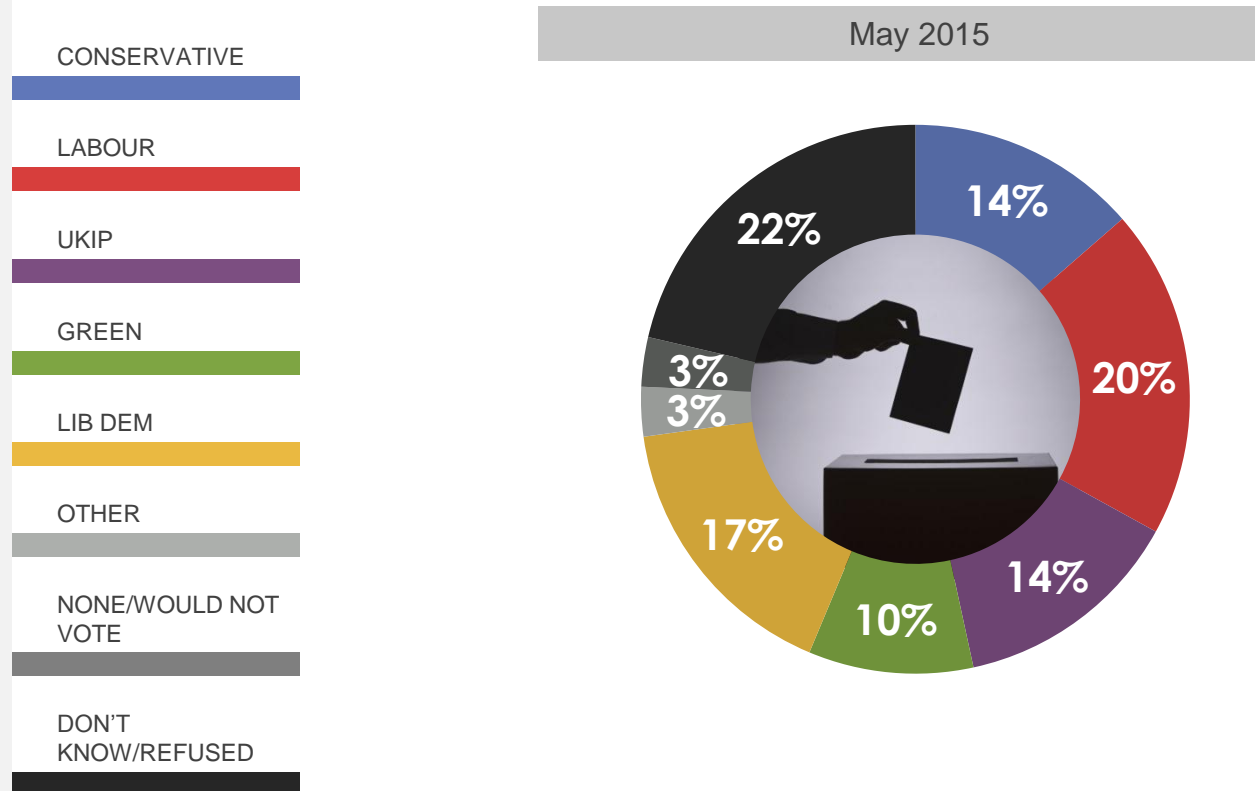
Base: All registered expressing a preference (923), 5<sup>th</sup> -6<sup>th</sup> May 2015

Source: Ipsos MORI

# Among those who may change their minds, who would they vote for instead?

IF YOU DO CHANGE YOUR MIND ABOUT VOTING FOR THIS PARTY, WHICH PARTY WOULD YOU VOTE FOR INSTEAD?

8



Base: All registered who may change their mind (188), 5<sup>th</sup> -6<sup>th</sup> May 2015

Source: Ipsos MORI



# Prevalence of tactical voting

YOU SAID YOU ARE INCLINED TO SUPPORT [PARTY]. WHICH OF THE FOLLOWING STATEMENTS COMES CLOSEST TO YOUR REASONS FOR INTENDING TO VOTE FOR THE [PARTY]?

9

It is the party **that most represents your views**



85%

The party you support has little chance of winning in this constituency so you vote for the [PARTY] **to try and keep another party out**



10%

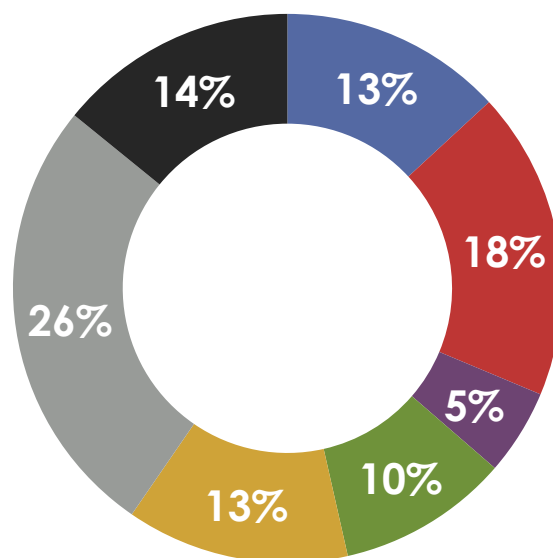
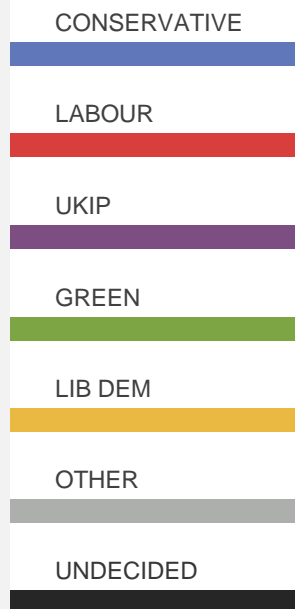
Base: All registered expressing a preference (923), 5<sup>th</sup> -6<sup>th</sup> May 2015

Source: Ipsos MORI

# Who would tactical voters actually like to win?

WHICH PARTY WOULD YOU ACTUALLY LIKE TO WIN?

10



Base: : All registered who support a party to keep another out (94), 5<sup>th</sup> -6<sup>th</sup> May 2015  
N.B. small base size. Indicative only

Source: Ipsos MORI

# How important is May's result to the voters?

HOW IMPORTANT IS IT TO YOU PERSONALLY WHO WINS THE NEXT GENERAL ELECTION?

11

April 2015

May 2015

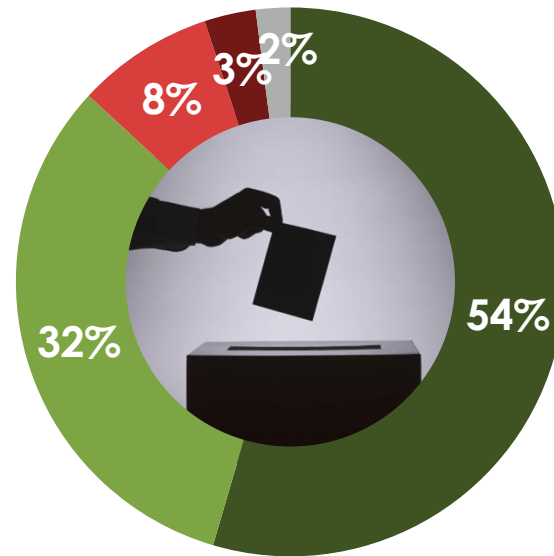
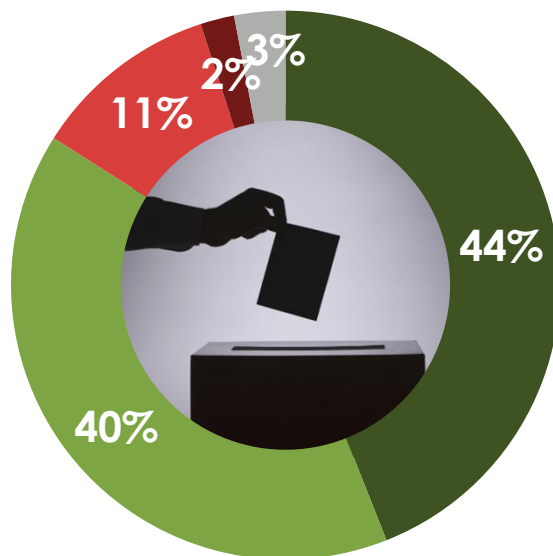
VERY IMPORTANT

FAIRLY IMPORTANT

NOT VERY  
IMPORTANT

NOT AT ALL  
IMPORTANT

NO OPINION



Base: All registered (1,096), 5<sup>th</sup> -6<sup>th</sup> May 2015

Source: Ipsos MORI

# Who would make the most capable PM?

WHO DO YOU THINK WOULD MAKE THE MOST CAPABLE PRIME MINISTER, DAVID CAMERON, ED MILIBAND OR NICK CLEGG?

12



MAY 2015

APRIL 2011

Base: All registered (1,096), 5<sup>th</sup> -6<sup>th</sup> May 2015

Source: Ipsos MORI

# 2015

## FINAL ELECTION POLL

