

Agency: Panelbase

Universe: Adults resident in GB

Methodology: Online

Sample size: 3,019 (Scotland = 1,013, England & Wales = 2,006)

Fieldwork dates: Scotland = 01 May - 06 May, England & Wales = 04 May - 06 May)

Weighting: All the results were weighted by age, sex, region and SEG and voters in England and Wales were also weighted to match the 2010 UK election result.

In Scotland the results were weighted by age, sex, household tenure, SEG and country of birth. Respondents who voted in the 2011 Holyrood election and/ or 2014 Independence referendum were weighted to match the actual results.

Further enquiries: ivork@panelbase.com

Twitter: @panelbaseMD

Base: 3,019		Total	Q1. Gender		Q2. Age						Socio-Economic Grade		Region		
			Male	Female	<18	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England or Wales	Scotland
Q1. Gender	Base: All	3019	1467	1552	0	339	535	505	542	451	648	1660	1359	2759	260
		(3019)	(1439)	(1580)	(0)	(326)	(464)	(523)	(584)	(539)	(583)	(2001)	(1018)	(2006)	(1013)
	Male	1467	1467	0	0	170	268	251	267	218	293	869	598	1342	125
		49%	100%	0	0	50%	50%	50%	49%	48%	45%	52%	44%	49%	48%
Female		1552	0	1552	0	169	266	254	275	233	355	791	761	1417	135
		51%	0	100%	0	50%	50%	50%	51%	52%	55%	48%	56%	51%	52%
	Base: All	3019	1467	1552	0	339	535	505	542	451	648	1660	1359	2759	260
		(3019)	(1439)	(1580)	(0)	(326)	(464)	(523)	(584)	(539)	(583)	(2001)	(1018)	(2006)	(1013)
Q2. Age	<18	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		0	0	0	0	0	0	0	0	0	0	0	0	0	0
	18-24	339	170	169	0	339	0	0	0	0	0	174	165	318	21
		11%	12%	11%	0	100%	0	0	0	0	0	10%	12%	12%	8%
	25-34	535	268	266	0	0	535	0	0	0	0	337	197	478	57
		18%	18%	17%	0	0	100%	0	0	0	0	20%	15%	17%	22%
	35-44	505	251	254	0	0	0	505	0	0	0	281	224	467	38
		17%	17%	16%	0	0	0	100%	0	0	0	17%	16%	17%	15%
	45-54	542	267	275	0	0	0	0	542	0	0	276	265	491	50
		18%	18%	18%	0	0	0	0	100%	0	0	17%	20%	18%	19%
55-64	451	218	233	0	0	0	0	0	451	0	230	221	395	55	
	15%	15%	15%	0	0	0	0	0	100%	0	14%	16%	14%	21%	
65+	648	293	355	0	0	0	0	0	0	648	362	286	609	38	
	21%	20%	23%	0	0	0	0	0	0	100%	22%	21%	22%	15%	
D6. What has been most influential in informing you about the General Election, the parties, policies etc., this year – and helping you form your opinions?	Base: All	3019	1467	1552	0	339	535	505	542	451	648	1660	1359	2759	260
		(3019)	(1439)	(1580)	(0)	(326)	(464)	(523)	(584)	(539)	(583)	(2001)	(1018)	(2006)	(1013)
	TV	1878	911	967	0	206	334	330	351	264	394	1024	854	1729	149
		62%	62%	62%	0	61%	62%	65%	65%	59%	61%	62%	63%	63%	57%
	Newspapers	736	414	322	0	67	142	107	98	109	142	447	288	681	54
		24%	28%	21%	0	20%	27%	21%	18%	24%	33%	27%	21%	25%	21%
	Websites	513	305	208	0	103	150	109	82	41	29	308	205	467	46
		17%	21%	13%	0	30%	28%	22%	15%	9%	4%	19%	15%	17%	18%
	Speaking to family	423	178	245	0	84	92	83	54	55	57	222	201	381	43
		14%	12%	16%	0	25%	17%	16%	10%	12%	9%	13%	15%	14%	16%
	Radio	411	235	177	0	41	94	66	75	50	86	272	139	385	27
		14%	16%	11%	0	12%	17%	13%	14%	11%	13%	16%	10%	14%	10%
	Speaking to friends	411	204	207	0	75	114	73	61	35	53	223	188	371	40
		14%	14%	13%	0	22%	21%	14%	11%	8%	8%	13%	14%	13%	16%
Facebook	212	109	102	0	55	61	38	28	16	13	99	113	179	33	
	7%	7%	7%	0	16%	11%	8%	5%	4%	2%	6%	8%	6%	13%	
Twitter	111	68	43	0	43	33	14	15	6	1	66	45	96	15	
	4%	5%	3%	0	13%	6%	3%	3%	1%	<1%	4%	3%	3%	6%	
Any other social media	102	52	51	0	36	28	17	8	12	2	59	43	89	14	
	3%	4%	3%	0	11%	5%	3%	1%	3%	<1%	4%	3%	3%	5%	
Magazines	60	30	30	0	16	20	17	4	2	2	34	26	56	4	
	2%	2%	2%	0	5%	4%	3%	<1%	<1%	<1%	2%	2%	2%	2%	
Other	416	166	250	0	27	43	55	74	85	132	228	189	387	29	
	14%	11%	16%	0	8%	8%	11%	14%	19%	20%	14%	14%	14%	11%	

Base: 3,019		Total	Q1. Gender		Q2. Age						Socio-Economic Grade		Region		
			Male	Female	<18	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England or Wales	Scotland
Q1. Gender	Base: All	3019 (3019)	1467 (1439)	1552 (1580)	0 (0)	339 (326)	535 (464)	505 (523)	542 (584)	451 (539)	648 (583)	1660 (2001)	1359 (1018)	2759 (2006)	260 (1013)
D6a. What has been influential on TV in your opinion?	Base: All influenced by TV	1878 (1801)	911 (850)	967 (951)	0 (0)	206 (189)	334 (269)	330 (325)	351 (360)	264 (314)	394 (344)	1024 (1181)	854 (620)	1729 (1251)	149 (550)
	Live political debates	1141 61%	545 60%	596 62%	0	125 60%	230 69%	212 64%	203 58%	142 54%	228 58%	645 63%	496 58%	1048 61%	93 62%
	National news programmes	684 36%	345 38%	339 35%	0	58 28%	115 34%	94 29%	143 41%	112 43%	161 41%	415 41%	268 31%	634 37%	49 33%
	News channels	667 36%	366 40%	301 31%	0	67 32%	128 38%	112 34%	133 38%	100 38%	128 33%	366 36%	301 35%	621 36%	46 31%
	Local news programmes	317 17%	159 17%	158 16%	0	37 18%	64 19%	57 17%	56 16%	36 14%	67 17%	166 16%	151 18%	282 16%	35 23%
	Party political broadcasts	307 16%	137 15%	171 18%	0	39 19%	75 22%	59 18%	47 13%	33 13%	55 14%	155 15%	153 18%	293 17%	14 10%
	Daytime TV/panel discussion shows	194 10%	99 11%	94 10%	0	32 16%	37 11%	31 9%	29 8%	20 8%	43 11%	102 10%	92 11%	178 10%	15 10%
	Documentaries	164 9%	93 10%	72 7%	0	20 10%	28 8%	27 8%	36 10%	19 7%	36 9%	87 9%	77 9%	151 9%	13 9%
	Breakfast TV	149 8%	73 8%	76 8%	0	27 13%	38 11%	25 8%	30 8%	16 6%	14 3%	68 7%	81 10%	140 8%	9 6%
	Comedy/satire shows	83 4%	39 4%	44 5%	0	21 10%	18 5%	21 6%	9 3%	6 2%	9 2%	46 5%	37 4%	76 4%	7 4%
	None of these	145 8%	66 7%	80 8%	0	12 6%	23 7%	31 9%	33 9%	23 9%	24 6%	66 6%	80 9%	135 8%	11 7%
D6b. What has been influential on radio in your opinion?	Base: All influenced by radio	411 (399)	235 (221)	177 (178)	0 (0)	41 (39)	94 (72)	66 (67)	75 (79)	50 (67)	86 (75)	272 (304)	139 (95)	385 (289)	27 (110)
	National news	238 58%	135 58%	103 59%	0	22 53%	53 57%	39 60%	48 64%	24 48%	52 60%	160 59%	78 56%	224 58%	14 54%
	Live political debates	162 39%	90 38%	72 41%	0	20 48%	53 57%	26 40%	21 28%	12 23%	31 35%	105 39%	57 41%	151 39%	11 41%
	News channels	109 27%	74 31%	36 20%	0	10 23%	35 37%	15 23%	19 25%	12 24%	19 22%	78 29%	32 23%	102 27%	7 26%
	Phone in (with members of the public)	78 19%	35 15%	43 25%	0	6 16%	14 15%	12 19%	15 20%	9 18%	21 25%	40 15%	39 28%	73 19%	6 22%
	Party political broadcasts	48 12%	26 11%	22 12%	0	10 24%	19 20%	9 14%	3 5%	3 7%	2 3%	28 10%	19 14%	44 12%	3 11%
	Comedy/satire panel shows	43 11%	22 9%	22 12%	0	9 21%	12 13%	7 11%	6 8%	3 6%	7 8%	35 13%	9 6%	41 11%	3 10%
	None of these	33 8%	16 7%	17 10%	0	5 11%	5 5%	5 7%	1 2%	10 20%	7 9%	23 9%	9 7%	30 8%	3 10%

Base: 3,019		Total	Q1. Gender		Q2. Age						Socio-Economic Grade		Region		
			Male	Female	<18	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England or Wales	Scotland
Q1. Gender	Base: All	3019 (3019)	1467 (1439)	1552 (1580)	0 (0)	339 (326)	535 (464)	505 (523)	542 (584)	451 (539)	648 (583)	1660 (2001)	1359 (1018)	2759 (2006)	260 (1013)
D6c. Which daily newspapers have been most influential in your opinion?	Base: All influenced by newspapers	736 (716)	414 (383)	322 (333)	0 (0)	67 (69)	142 (120)	107 (104)	98 (106)	109 (124)	212 (193)	447 (519)	288 (197)	681 (497)	54 (219)
	The Daily Mail	232 32%	120 29%	112 35%	0 0	15 22%	45 31%	32 30%	24 24%	39 36%	77 36%	127 28%	105 36%	222 33%	10 18%
	The Guardian	143 19%	83 20%	60 19%	0 0	33 50%	39 28%	22 21%	15 15%	20 18%	14 6%	106 24%	37 13%	135 20%	8 15%
	The Times	137 19%	83 20%	54 17%	0 0	29 44%	48 33%	11 11%	17 17%	12 11%	19 9%	109 24%	28 10%	129 19%	8 14%
	The Sun	119 16%	81 20%	38 12%	0 0	12 17%	31 22%	29 27%	22 22%	14 13%	11 5%	57 13%	61 21%	110 16%	8 16%
	The Daily Telegraph	107 15%	61 15%	46 14%	0 0	10 15%	16 11%	13 13%	11 11%	22 20%	35 16%	86 19%	21 7%	101 15%	6 12%
	The Independent	83 11%	49 12%	34 11%	0 0	20 30%	29 21%	7 7%	13 14%	6 6%	7 3%	59 13%	24 8%	77 11%	6 10%
	The Daily Mirror	80 11%	53 13%	28 9%	0 0	7 10%	23 16%	12 12%	10 10%	8 7%	21 10%	33 7%	47 16%	77 11%	3 6%
	Metro	78 11%	45 11%	33 10%	0 0	13 19%	25 17%	14 13%	11 12%	10 9%	5 2%	47 10%	31 11%	75 11%	4 7%
	The Daily Express	71 10%	41 10%	30 9%	0 0	9 14%	18 12%	4 4%	6 6%	13 12%	20 9%	34 8%	36 13%	67 10%	3 6%
	Local newspaper	61 8%	42 10%	19 6%	0 0	2 3%	14 10%	9 8%	9 10%	11 10%	16 8%	27 6%	34 12%	55 8%	6 12%
	Evening Standard	51 7%	32 8%	18 6%	0 0	7 10%	14 9%	13 12%	9 9%	8 7%	1 <1%	35 8%	16 5%	50 7%	0 <1%
	i	42 6%	23 5%	19 6%	0 0	14 20%	10 7%	4 3%	6 6%	2 2%	7 3%	25 6%	17 6%	39 6%	3 6%
	The Financial Times	33 4%	24 6%	8 3%	0 0	8 12%	11 8%	8 8%	2 2%	2 2%	1 <1%	26 6%	7 2%	31 5%	2 3%
	The Daily Star	22 3%	16 4%	6 2%	0 0	5 7%	10 7%	4 4%	2 2%	0 0	1 <1%	17 4%	4 2%	21 3%	1 2%
	The Daily Record	14 2%	6 2%	8 2%	0 0	1 2%	4 2%	3 3%	1 1%	3 3%	2 1%	7 2%	7 3%	6 <1%	8 14%
	The Herald	13 2%	5 1%	8 3%	0 0	2 3%	5 3%	3 3%	1 1%	1 1%	1 <1%	11 2%	2 <1%	9 1%	4 7%
	The Scotsman	10 1%	7 2%	4 1%	0 0	2 3%	6 4%	1 <1%	1 <1%	1 <1%	1 <1%	8 2%	3 1%	5 <1%	5 9%
	None of these	91 12%	39 9%	52 16%	0 0	7 10%	13 9%	16 15%	11 11%	18 16%	26 12%	54 12%	37 13%	79 12%	12 22%

Base: 3,019		Total	Q1. Gender		Q2. Age						Socio-Economic Grade		Region		
			Male	Female	<18	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England or Wales	Scotland
Q1. Gender	Base: All	3019 (3019)	1467 (1439)	1552 (1580)	0 (0)	339 (326)	535 (464)	505 (523)	542 (584)	451 (539)	648 (583)	1660 (2001)	1359 (1018)	2759 (2006)	260 (1013)
D6d. What websites (or types of websites) have been influential in your opinion?	Base: All influenced by websites	513 (543)	305 (313)	208 (230)	0 (0)	103 (104)	150 (142)	109 (118)	82 (91)	41 (60)	29 (28)	308 (388)	205 (155)	467 (342)	46 (201)
	BBC News	309 60%	197 65%	112 54%	0 0	61 59%	103 69%	66 60%	44 54%	23 56%	13 43%	210 68%	100 49%	288 62%	21 46%
	Newspapers' websites	166 32%	100 33%	66 32%	0 0	25 25%	61 41%	34 32%	24 29%	13 32%	9 30%	93 30%	73 36%	151 32%	15 32%
	Sky News	139 27%	92 30%	46 22%	0 0	30 29%	47 31%	34 31%	14 17%	8 19%	5 19%	77 25%	62 30%	129 28%	9 20%
	Google (or other) searches	118 23%	76 25%	41 20%	0 0	34 33%	39 26%	23 21%	14 17%	7 18%	1 4%	73 24%	45 22%	106 23%	12 26%
	Political parties' websites	105 20%	50 16%	55 27%	0 0	16 15%	40 27%	12 11%	17 21%	8 19%	12 43%	66 21%	40 19%	95 20%	11 23%
	Local news websites	65 13%	43 14%	23 11%	0 0	4 4%	24 16%	17 16%	8 10%	9 21%	3 12%	40 13%	25 12%	58 12%	8 17%
	Government/government department websites	45 9%	24 8%	20 10%	0 0	11 10%	19 13%	9 8%	0 0	4 10%	2 8%	27 9%	17 8%	41 9%	4 8%
	FT.com	31 6%	22 7%	9 4%	0 0	6 6%	16 10%	6 5%	1 1%	2 5%	0 <1%	22 7%	9 4%	29 6%	2 5%
	Yahoo! News	27 5%	14 4%	14 7%	0 0	4 4%	11 7%	4 3%	5 6%	3 7%	1 4%	19 6%	9 4%	25 5%	2 5%
	None of these	58 11%	30 10%	28 13%	0 0	7 7%	16 11%	14 13%	11 14%	6 14%	4 13%	27 9%	32 15%	47 10%	11 24%
D6e. What has been influential on Facebook in your opinion?	Base: All influenced by Facebook	212 (246)	109 (116)	102 (130)	0 (0)	55 (58)	61 (64)	38 (50)	28 (40)	16 (22)	13 (12)	99 (145)	113 (101)	179 (125)	33 (121)
	Posts/opinion from friends/family	118 56%	62 57%	56 55%	0 0	28 50%	39 65%	20 51%	18 64%	9 53%	5 35%	61 62%	56 50%	98 55%	20 59%
	Posts from politicians/political parties	103 49%	59 54%	45 44%	0 0	30 55%	39 65%	7 19%	9 33%	7 43%	10 76%	56 57%	47 41%	88 49%	15 47%
	News feed in general	92 43%	49 45%	43 42%	0 0	26 47%	26 43%	16 43%	11 39%	6 39%	6 43%	45 45%	47 41%	79 44%	12 37%
	Posts from news sources	76 36%	37 34%	39 38%	0 0	27 48%	21 34%	14 36%	10 37%	3 18%	2 12%	40 41%	36 32%	63 35%	13 40%
	Shared news stories	54 25%	29 26%	25 25%	0 0	17 30%	21 34%	4 11%	7 26%	1 5%	4 28%	28 29%	25 22%	41 23%	13 40%
	Celebrities' posts about the election/politicians	31 15%	11 10%	20 19%	0 0	7 13%	11 18%	9 25%	4 14%	0 0	0 0	16 16%	15 14%	27 15%	5 14%
	Posts from companies/brands about the election	25 12%	14 13%	11 11%	0 0	10 18%	11 18%	3 7%	2 5%	0 0	0 0	15 15%	10 9%	21 12%	4 12%
	None of these	14 7%	6 5%	8 8%	0 0	3 6%	5 8%	4 10%	0 <1%	2 10%	0 0	4 4%	9 8%	11 6%	3 10%

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Q1. Gender	Base: All	3019 (3019)	1467 (1439)	1552 (1580)	0 (0)	339 (326)	535 (464)	505 (523)	542 (584)	451 (539)	648 (583)	1660 (2001)	1359 (1018)	2759 (2006)	260 (1013)
D6f. What has been influential on Twitter in your opinion?	Base: All influenced by Twitter	111 (135)	68 (81)	43 (54)	0 (0)	43 (37)	33 (36)	14 (28)	15 (17)	6 (16)	1 (1)	66 (100)	45 (35)	96 (70)	15 (65)
	Tweets from news sources	55 50%	30 44%	25 59%	0 0	16 37%	19 56%	9 64%	9 58%	2 37%	1 100%	37 56%	18 40%	48 50%	7 49%
	News feed in general	54 49%	32 47%	22 51%	0 0	16 37%	18 56%	9 60%	8 57%	2 36%	1 100%	29 44%	25 56%	46 48%	8 51%
	Tweets from politicians/political parties	49 44%	31 46%	18 42%	0 0	18 43%	18 55%	8 54%	3 21%	2 34%	0 0	30 46%	19 42%	41 42%	8 56%
	Tweets/opinion from friends/family	49 44%	31 46%	18 41%	0 0	22 52%	14 43%	7 53%	3 18%	3 44%	0 0	30 46%	19 41%	41 43%	8 49%
	Shared news stories	38 35%	19 28%	19 45%	0 0	12 29%	9 27%	7 51%	7 49%	2 31%	1 100%	25 38%	14 30%	32 33%	7 43%
	Celebrities' tweets about the election/politicians	27 24%	17 25%	10 24%	0 0	9 21%	13 39%	4 28%	1 9%	0 0	0 0	16 24%	11 24%	26 28%	1 5%
	Tweets from companies/brands about the election	22 19%	15 22%	6 15%	0 0	10 25%	5 16%	5 34%	1 7%	0 0	0 0	14 21%	8 18%	20 21%	1 7%
	None of these	8 7%	7 10%	1 2%	0 0	4 10%	0 0	1 9%	2 15%	0 2%	0 0	4 5%	4 9%	7 8%	0 3%
	D7a. Do you plan to follow the election live on 7th May?	Base: All	3019 (3019)	1467 (1439)	1552 (1580)	0 (0)	339 (326)	535 (464)	505 (523)	542 (584)	451 (539)	648 (583)	1660 (2001)	1359 (1018)	2759 (2006)
Yes	1825 60%	998 68%	827 53%	0 0	211 62%	358 67%	303 60%	313 58%	256 57%	383 59%	1039 63%	785 58%	1659 60%	165 64%	
No	1194 40%	469 32%	725 47%	0 0	128 38%	176 33%	202 40%	229 42%	195 43%	265 41%	621 37%	574 42%	1100 40%	95 36%	

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			Male	Female	<18	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	England or Wales	Scotland
Q1. Gender	Base: All	3019	1467	1552	0	339	535	505	542	451	648	1660	1359	2759	260
		(3019)	(1439)	(1580)	(0)	(326)	(464)	(523)	(584)	(539)	(583)	(2001)	(1018)	(2006)	(1013)
D7. How do you plan to follow election coverage on May 7th?	Base: All planning to follow election live	1825	998	827	0	211	358	303	313	256	383	1039	785	1659	165
		(1854)	(989)	(865)	(0)	(198)	(305)	(316)	(361)	(320)	(354)	(1253)	(601)	(1204)	(650)
	Via BBC TV	862	495	367	0	102	144	128	145	125	219	543	319	806	56
		47%	50%	44%	0	48%	40%	42%	46%	49%	57%	52%	41%	49%	34%
	Via ITV	125	48	76	0	14	25	16	28	12	29	45	80	111	14
		7%	5%	9%	0	7%	7%	5%	9%	5%	8%	4%	10%	7%	9%
	Via Sky	103	53	51	0	14	21	28	13	10	17	53	51	94	10
		6%	5%	6%	0	7%	6%	9%	4%	4%	5%	5%	6%	6%	6%
	I'll watch alternative coverage on C4	45	24	21	0	7	13	4	16	5	0	26	19	41	4
		2%	2%	3%	0	3%	4%	1%	5%	2%	<1%	3%	2%	2%	3%
	Via a mix of TV channels	617	347	270	0	63	139	110	103	94	108	332	284	547	70
		34%	35%	33%	0	30%	39%	36%	33%	37%	28%	32%	36%	33%	42%
	I'll follow social media	190	94	96	0	42	66	38	28	11	4	111	79	160	30
		10%	9%	12%	0	20%	18%	13%	9%	4%	<1%	11%	10%	10%	18%
	Via a local or national BBC radio station	79	35	44	0	6	15	11	17	11	21	53	27	72	7
		4%	4%	5%	0	3%	4%	3%	5%	4%	5%	5%	3%	4%	4%
	Via a commercial radio station	46	24	22	0	3	15	7	8	8	6	25	20	44	1
		3%	2%	3%	0	1%	4%	2%	2%	3%	2%	2%	3%	3%	<1%