

## YouGov / League Against Cruel Sports Survey Results

Sample Size: 2889 GB Adults in Marginal Seats  
Fieldwork: 21st - 28th April 2015

	Westminster VI					2010 Vote					Likelihood of changing party vote				Likelihood of voting			Gender		
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Oth	Did not vote	No chance	Unlikely	Possible	Likely	Unlikely to vote	Likely to vote	Certain to vote	Male	Female
<b>Weighted Sample</b>	<b>2888</b>	694	883	167	381	212	741	664	533	250	699	1412	773	365	159	229	628	2031	1412	1476
<b>Unweighted Sample</b>	<b>2889</b>	710	821	228	382	192	766	619	625	321	557	1422	777	372	160	188	609	2092	1410	1479
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excludes Don't knows and Would not votes]

Con	<b>28</b>	100	0	0	0	0	70	7	14	8	19	32	25	20	30	12	22	30	29	27
Lab	<b>36</b>	0	100	0	0	0	7	77	35	8	37	37	36	30	31	28	36	36	32	40
Lib Dem	<b>7</b>	0	0	100	0	0	3	2	22	1	5	4	9	11	4	4	9	6	6	8
UKIP	<b>15</b>	0	0	0	100	0	17	6	10	39	19	15	14	20	9	29	17	14	18	13
Other	<b>14</b>	0	0	0	0	100	3	9	19	44	20	12	16	20	26	27	16	14	16	13

### Other Parties Voting Intention

Green	<b>9</b>	0	0	0	0	100	2	6	13	11	15	6	11	13	15	18	11	8	8	9
SNP/ PCY	<b>2</b>	0	0	0	0	0	0	2	5	7	1	3	2	2	0	2	0	3	3	1
BNP	<b>0</b>	0	0	0	0	0	0	0	0	2	0	0	0	0	2	0	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>3</b>	0	0	0	0	0	0	0	1	24	4	3	3	4	9	7	5	3	3	3

### Non Voters

Would Not Vote	<b>5</b>	0	0	0	0	0	1	1	1	2	17	3	2	2	8	56	1	0	4	5
Don't know	<b>9</b>	0	0	0	0	0	7	8	10	8	13	0	1	14	66	19	17	6	6	13

### How likely are you to change your mind about who you will vote for at the next election?

No chance at all – I will definitely vote for this party	<b>49</b>	62	57	36	54	40	56	56	38	53	41	100	0	0	0	31	24	59	53	45
Unlikely – I may yet change my mind, but I would be surprised if I didn't end up voting for this party	<b>27</b>	27	30	41	28	38	26	27	32	25	24	0	100	0	0	13	39	24	27	27
Possible – I could very possibly change my mind before the election	<b>13</b>	9	10	20	16	19	11	9	19	12	12	0	0	100	0	8	20	11	12	13
Likely – I really haven't made my mind up and it's as likely as not I will change my intention before polling day	<b>5</b>	2	1	1	1	3	4	4	8	4	8	0	0	0	100	8	7	5	4	7
Don't know	<b>6</b>	0	1	2	1	1	3	3	3	5	15	0	0	0	0	39	10	1	4	8

## YouGov / League Against Cruel Sp

Sample Size: 2889 GB Adults in Marginal Seats  
Fieldwork: 21st - 28th April 2015

	Age				Social Grade		Ethnicity			Urban Rural NI			Region for Weighting					
	18-24	25-39	40-59	60+	ABC1	C2DE	White British	Other White Background	Black and Minority Ethnic Background	Urban	Rural	NI	North	Midlands /Wales	South /East	London	Scotland	
<b>Weighted Sample</b>	<b>2888</b>	318	763	1011	795	1517	1371	2607	96	131	2252	549	87	746	835	872	239	108
<b>Unweighted Sample</b>	<b>2889</b>	230	659	1053	947	1903	986	2649	96	98	1422	1322	145	583	821	1122	149	69
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excludes Don't knows and Would not votes]

Con	<b>28</b>	24	21	26	38	31	25	29	21	22	28	32	0	24	31	30	34	18
Lab	<b>36</b>	37	43	36	28	36	35	34	37	62	39	28	0	44	35	32	39	26
Lib Dem	<b>7</b>	7	8	5	8	8	5	7	8	5	6	11	0	7	5	9	5	7
UKIP	<b>15</b>	12	10	18	18	11	21	16	5	3	15	19	0	15	19	17	11	1
Other	<b>14</b>	20	19	14	9	14	15	14	29	8	12	10	100	10	9	12	10	48

### Other Parties Voting Intention

Green	<b>9</b>	18	12	7	4	8	10	8	16	3	9	7	0	9	7	11	9	4
SNP/ PCY	<b>2</b>	1	3	3	2	3	2	2	2	3	3	1	0	0	1	0	1	44
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>3</b>	1	3	4	3	4	2	3	12	2	0	1	100	0	0	1	0	0

### Non Voters

Would Not Vote	<b>5</b>	6	9	4	2	3	6	4	11	9	5	4	11	3	5	7	4	0
Don't know	<b>9</b>	10	10	10	7	8	11	9	7	16	9	9	10	10	10	7	13	7

### How likely are you to change your mind about who you will vote for at the next election?

No chance at all – I will definitely vote for this party	<b>49</b>	39	40	49	61	47	51	49	47	46	49	49	42	49	46	52	48	57
Unlikely – I may yet change my mind, but I would be surprised if I didn't end up voting for this party	<b>27</b>	34	28	27	23	29	25	27	29	16	27	26	27	27	29	25	24	24
Possible – I could very possibly change my mind before the election	<b>13</b>	11	18	12	9	15	10	12	13	19	13	12	12	13	12	12	14	12
Likely – I really haven't made my mind up and it's as likely as not I will change my intention before polling day	<b>5</b>	7	5	6	5	6	5	6	4	5	5	6	9	6	6	4	6	2
Don't know	<b>6</b>	9	10	5	3	4	8	6	7	14	6	6	10	5	6	6	7	4

## YouGov / League Against Cruel Sp

Sample Size: 2889 GB Adults in Marginal Seats

Fieldwork: 21st - 28th April 2015

	Region												
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
<b>Weighted Sample</b>	<b>2888</b>	49	386	312	422	299	207	239	183	482	114	108	87
<b>Unweighted Sample</b>	<b>2889</b>	74	311	198	415	290	132	149	126	864	116	69	145
	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excludes Don't knows and Would not votes]

Con	<b>28</b>	34	26	20	30	33	33	34	29	30	31	18	0
Lab	<b>36</b>	46	43	46	36	36	39	39	34	28	33	26	0
Lib Dem	<b>7</b>	0	6	8	6	4	7	5	5	11	7	7	0
UKIP	<b>15</b>	11	15	15	18	21	17	11	14	18	15	1	0
Other	<b>14</b>	9	10	11	10	6	5	10	17	12	15	48	100

### Other Parties Voting Intention

Green	<b>9</b>	8	9	10	9	4	5	9	16	11	7	4	0
SNP/ PCY	<b>2</b>	0	0	0	1	0	0	1	0	0	6	44	0
BNP	<b>0</b>	0	0	0	0	1	0	0	0	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>3</b>	1	0	1	0	0	0	0	1	1	1	0	100

### Non Voters

Would Not Vote	<b>5</b>	3	4	2	4	6	7	4	10	5	3	0	11
Don't know	<b>9</b>	10	8	12	11	11	9	13	3	8	5	7	10

### How likely are you to change your mind about who you will vote for at the next election?

No chance at all – I will definitely vote for this party	<b>49</b>	50	46	52	44	44	51	48	56	50	56	57	42
Unlikely – I may yet change my mind, but I would be surprised if I didn't end up voting for this party	<b>27</b>	27	26	27	29	30	25	24	19	28	28	24	27
Possible – I could very possibly change my mind before the election	<b>13</b>	5	17	9	14	11	11	14	14	12	10	12	12
Likely – I really haven't made my mind up and it's as likely as not I will change my intention before polling day	<b>5</b>	7	6	6	8	5	3	6	4	4	4	2	9
Don't know	<b>6</b>	11	5	5	6	9	10	7	6	5	2	4	10

Fieldwork: 21st - 28th April 2015

	Westminster VI					2010 Vote					Likelihood of changing party vote				Likelihood of voting			Gender		
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Oth	Did not vote	No chance	Unlikely	Possible	Likely	Unlikely to vote	Likely to vote	Certain to vote	Male	Female
<b>Weighted Sample</b>	<b>2888</b>	694	883	167	381	212	741	664	533	250	699	1412	773	365	159	229	628	2031	1412	1476
<b>Unweighted Sample</b>	<b>2889</b>	710	821	228	382	192	766	619	625	321	557	1422	777	372	160	188	609	2092	1410	1479
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The general election will be held on May 7. On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the general election?

0 - Certain NOT to vote	4	0	1	0	1	3	0	1	1	2	16	4	1	0	5	56	0	0	3	5
1	1	0	0	0	0	1	0	0	0	0	3	0	1	0	0	10	0	0	1	1
2	1	0	0	0	1	0	0	0	0	0	2	0	0	1	2	7	0	0	0	1
3	1	0	0	1	2	0	0	0	0	1	3	0	1	2	1	13	0	0	1	1
4	1	0	1	0	0	1	0	1	1	0	3	0	1	2	4	15	0	0	1	1
5	3	1	2	1	4	1	1	1	2	3	7	1	2	3	6	0	12	0	2	4
6	1	0	1	0	1	1	0	1	1	1	2	0	2	3	0	0	5	0	1	1
7	3	3	2	2	3	4	2	1	3	0	5	1	4	6	1	0	12	0	3	2
8	5	4	4	8	8	6	6	4	5	6	7	3	7	9	8	0	25	0	4	6
9	10	8	10	16	8	14	8	9	12	9	11	5	17	14	10	0	45	0	12	8
10 - Absolutely certain to vote, or have already voted by post	70	83	77	71	72	69	82	81	76	78	41	84	64	60	62	0	0	100	72	69

Which of the following issues would you like to hear the political parties talking about more? Please tick all that apply.

Health	49	39	60	47	40	55	42	60	56	50	41	50	51	50	51	29	45	53	43	55
Immigration	45	59	31	18	84	17	64	38	36	59	32	48	43	41	43	28	44	47	45	45
The economy in general	42	58	37	42	34	41	52	42	42	42	34	43	45	42	51	22	41	45	45	40
Schools and education	37	26	49	38	23	50	26	44	41	36	39	35	40	42	37	32	31	40	33	41
Housing	36	23	49	36	27	52	22	44	46	33	36	36	40	33	33	27	33	38	35	36
Welfare benefits	35	31	37	29	39	39	31	37	41	45	29	36	35	36	32	26	30	38	32	37
Europe	29	39	18	24	57	14	46	21	24	38	20	32	30	27	27	13	25	33	35	24
Unemployment	28	19	35	27	21	39	17	32	33	29	33	27	31	31	24	30	28	28	28	29
Pensions	25	26	22	35	27	20	28	26	28	33	16	25	24	29	29	19	24	26	25	25
Defence	25	37	17	18	40	9	40	18	20	34	16	27	24	25	24	13	21	28	29	21
Crime	24	27	23	17	29	16	27	24	21	25	24	25	21	30	22	20	25	24	23	26
Transport in general	21	18	27	33	12	32	17	24	26	22	20	21	24	24	19	12	20	23	25	18
Animal welfare	16	9	17	14	15	35	12	15	19	16	19	16	15	18	15	18	15	16	14	18
High Speed Two (HS2)	9	11	7	12	14	8	11	6	12	8	7	9	10	9	10	2	6	10	11	7
Same-sex marriage	6	3	6	4	6	14	4	5	5	10	8	6	6	6	3	6	5	6	5	7
Other	8	4	10	11	3	28	4	10	12	7	8	7	10	10	7	6	8	8	10	6
None of these	3	2	2	5	0	1	2	3	3	1	4	3	2	3	1	10	3	2	3	3
Don't know	4	2	2	3	1	2	3	2	3	3	7	3	2	1	2	12	6	2	2	5

Fieldwork: 21st - 28th April 2015

	Age					Social Grade		Ethnicity			Urban Rural NI			Region for Weighting				
	18-24	25-39	40-59	60+	ABC1	C2DE	White British	Other White Background	Black and Minority Ethnic Background	Urban	Rural	NI	North	Midlands /Wales	South /East	London	Scotland	
<b>Weighted Sample</b>	<b>2888</b>	318	763	1011	795	1517	1371	2607	96	131	2252	549	87	746	835	872	239	108
<b>Unweighted Sample</b>	<b>2889</b>	230	659	1053	947	1903	986	2649	96	98	1422	1322	145	583	821	1122	149	69
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The general election will be held on May 7. On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the general election?

0 - Certain NOT to vote	4	8	7	4	1	3	6	4	15	11	4	4	10	3	3	6	7	1
1	1	2	1	1	0	1	1	1	0	0	1	1	0	0	1	1	1	0
2	1	1	0	0	1	1	0	0	3	0	1	1	1	0	1	1	1	0
3	1	1	2	1	0	1	1	1	1	1	1	1	3	1	1	1	2	1
4	1	1	2	1	0	0	2	1	3	4	1	1	1	2	2	1	0	0
5	3	3	4	3	2	2	3	3	8	2	3	3	6	3	3	3	2	0
6	1	2	2	1	0	1	1	1	0	5	1	1	3	1	1	1	1	0
7	3	2	4	2	2	2	3	3	3	2	2	3	2	2	2	4	3	0
8	5	9	6	5	4	5	6	5	4	13	5	5	9	6	6	5	4	1
9	10	15	10	11	6	11	9	10	11	11	10	9	10	10	11	9	10	5
10 - Absolutely certain to vote, or have already voted by post	70	57	61	71	83	74	66	72	53	51	71	71	55	71	69	69	70	91

Which of the following issues would you like to hear the political parties talking about more? Please tick all that apply.

Health	49	39	43	49	59	47	51	49	48	46	49	49	64	51	48	48	45	53
Immigration	45	23	31	49	61	37	53	46	21	29	44	48	39	46	49	44	36	36
The economy in general	42	34	37	43	51	44	40	43	43	42	43	40	48	41	43	41	43	49
Schools and education	37	51	44	34	29	41	32	37	40	49	37	35	54	39	38	32	45	28
Housing	36	36	38	36	33	36	35	35	45	46	37	31	25	33	31	40	45	48
Welfare benefits	35	25	31	38	40	32	38	35	27	40	34	36	50	35	34	35	31	41
Europe	29	21	21	29	42	30	29	30	22	22	29	32	23	28	32	28	33	24
Unemployment	28	38	31	28	21	26	31	27	43	37	29	25	39	29	29	25	31	33
Pensions	25	8	15	27	39	24	27	25	42	16	25	24	35	27	25	24	17	35
Defence	25	18	15	24	38	24	26	26	11	11	25	27	21	25	27	25	21	22
Crime	24	21	23	25	25	22	27	24	23	28	24	24	32	28	26	21	18	15
Transport in general	21	25	19	21	23	24	19	21	35	14	23	17	19	24	21	19	26	15
Animal welfare	16	19	16	19	12	14	19	16	16	10	16	15	17	16	17	16	14	16
High Speed Two (HS2)	9	8	8	7	12	10	8	9	15	5	9	9	1	10	11	7	10	4
Same-sex marriage	6	13	6	4	4	6	6	6	9	4	6	4	19	6	5	5	6	2
Other	8	10	12	7	5	10	6	8	17	6	8	8	5	8	7	7	12	17
None of these	3	3	3	4	1	3	3	3	1	3	3	3	1	3	2	4	2	5
Don't know	4	7	7	2	1	3	5	3	2	11	4	3	4	4	3	4	5	2

Fieldwork: 21st - 28th April 2015

	Region												
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
<b>Weighted Sample</b>	<b>2888</b>	49	386	312	422	299	207	239	183	482	114	108	87
<b>Unweighted Sample</b>	<b>2889</b>	74	311	198	415	290	132	149	126	864	116	69	145
	%	%	%	%	%	%	%	%	%	%	%	%	%

The general election will be held on May 7. On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the general election?

0 - Certain NOT to vote	<b>4</b>	2	3	3	2	6	6	7	10	4	3	1	10
1	<b>1</b>	2	0	1	2	1	0	1	0	2	0	0	0
2	<b>1</b>	0	0	0	1	0	1	1	1	0	1	0	1
3	<b>1</b>	1	0	2	1	2	0	2	1	1	1	1	3
4	<b>1</b>	4	1	2	1	3	0	0	1	1	0	0	1
5	<b>3</b>	5	3	2	1	5	3	2	2	3	1	0	6
6	<b>1</b>	0	1	1	1	2	1	1	0	2	1	0	3
7	<b>3</b>	4	2	3	2	1	5	3	3	3	3	0	2
8	<b>5</b>	4	8	4	6	7	7	4	4	4	2	1	9
9	<b>10</b>	13	12	8	10	13	14	10	4	9	9	5	10
10 - Absolutely certain to vote, or have already voted by post	<b>70</b>	66	68	76	73	61	62	70	73	71	79	91	55

Which of the following issues would you like to hear the political parties talking about more? Please tick all that apply.

Health	<b>49</b>	51	51	52	46	49	45	45	45	50	51	53	64
Immigration	<b>45</b>	52	43	48	49	53	51	36	30	47	40	36	39
The economy in general	<b>42</b>	37	40	43	40	46	53	43	40	37	47	49	48
Schools and education	<b>37</b>	28	39	39	40	35	32	45	30	33	38	28	54
Housing	<b>36</b>	29	32	35	32	29	45	45	49	34	28	48	25
Welfare benefits	<b>35</b>	29	35	37	31	38	35	31	28	37	35	41	50
Europe	<b>29</b>	27	28	28	33	33	28	33	24	30	30	24	23
Unemployment	<b>28</b>	37	27	31	29	30	31	31	20	24	24	33	39
Pensions	<b>25</b>	26	26	28	25	28	27	17	21	23	21	35	35
Defence	<b>25</b>	24	22	29	23	36	26	21	20	26	21	22	21
Crime	<b>24</b>	33	26	30	25	28	24	18	15	21	26	15	32
Transport in general	<b>21</b>	18	23	27	22	18	20	26	21	18	23	15	19
Animal welfare	<b>16</b>	17	16	16	18	17	12	14	17	17	14	16	17
High Speed Two (HS2)	<b>9</b>	8	10	9	10	14	8	10	7	6	8	4	1
Same-sex marriage	<b>6</b>	5	4	10	5	6	4	6	8	4	3	2	19
Other	<b>8</b>	9	9	6	9	5	5	12	9	8	6	17	5
None of these	<b>3</b>	3	3	4	1	2	4	2	3	4	5	5	1
Don't know	<b>4</b>	8	4	3	3	4	7	5	2	3	3	2	4

Fieldwork: 21st - 28th April 2015

	Westminster VI					2010 Vote					Likelihood of changing party vote				Likelihood of voting			Gender		
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Oth	Did not vote	No chance	Unlikely	Possible	Likely	Unlikely to vote	Likely to vote	Certain to vote	Male	Female
<b>Weighted Sample</b>	<b>2888</b>	694	883	167	381	212	741	664	533	250	699	1412	773	365	159	229	628	2031	1412	1476
<b>Unweighted Sample</b>	<b>2889</b>	710	821	228	382	192	766	619	625	321	557	1422	777	372	160	188	609	2092	1410	1479
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of the following issues will be important to you in deciding how you vote at the general election in May? Please tick all that apply.

Health	<b>51</b>	41	65	49	36	68	40	63	60	46	46	51	55	53	55	28	50	54	45	57
The economy in general	<b>49</b>	64	47	61	34	55	57	52	52	43	40	50	53	53	51	17	47	54	54	45
Immigration	<b>43</b>	53	25	23	86	29	58	35	35	56	35	43	42	46	44	29	41	45	44	42
Welfare benefits	<b>34</b>	29	41	27	31	48	27	41	38	41	29	35	36	34	29	20	34	36	32	36
Schools and education	<b>33</b>	22	45	36	19	56	20	44	37	26	36	31	37	39	34	23	28	36	29	37
Europe	<b>33</b>	38	25	32	59	27	42	26	33	43	27	35	34	33	37	14	27	37	40	27
Housing	<b>29</b>	14	46	35	16	52	14	45	35	24	28	29	35	29	22	12	29	31	31	28
Unemployment	<b>25</b>	17	33	23	15	42	12	32	30	20	31	24	30	27	22	21	27	25	26	25
Pensions	<b>23</b>	26	21	32	20	18	26	26	28	25	14	23	24	21	29	13	22	25	23	23
Defence	<b>20</b>	29	14	11	31	17	29	15	18	30	13	21	19	23	19	8	16	22	25	15
Crime	<b>18</b>	19	18	13	19	19	19	19	17	22	16	17	16	28	13	14	20	18	17	19
Transport in general	<b>15</b>	13	18	20	6	31	9	20	19	15	14	15	17	16	14	7	14	16	19	11
Animal welfare	<b>11</b>	5	12	11	8	34	6	12	15	16	12	11	12	13	7	12	14	10	10	13
Same-sex marriage	<b>6</b>	3	6	6	5	19	3	5	7	7	8	6	6	8	2	7	5	6	5	6
High Speed Two (HS2)	<b>5</b>	4	3	6	10	8	5	4	7	5	3	5	5	6	5	2	3	6	6	4
Other	<b>7</b>	3	10	8	2	20	3	8	11	9	6	6	9	8	8	4	7	7	8	6
None of these	<b>4</b>	4	4	4	0	2	3	4	3	3	8	6	1	2	1	20	2	3	4	5
Don't know	<b>5</b>	3	3	6	2	2	5	2	3	3	10	3	3	3	7	17	8	3	4	6

Would you be more or less likely to vote for a party which promotes animal welfare in the general election in May?

[Only asked to respondents who selected 'Animal welfare' in the above question on the issues that will be important in deciding their vote; n=317]

Much more likely	<b>44</b>	52	41	40	43	60	47	26	52	45	49	53	33	40	34	36	36	48	44	44
More likely	<b>42</b>	26	44	35	51	36	32	50	38	53	38	31	53	52	61	37	51	39	37	45
<b>TOTAL MORE LIKELY</b>	<b>86</b>	<b>78</b>	<b>85</b>	<b>75</b>	<b>94</b>	<b>96</b>	<b>79</b>	<b>76</b>	<b>90</b>	<b>98</b>	<b>87</b>	<b>84</b>	<b>86</b>	<b>92</b>	<b>95</b>	<b>73</b>	<b>87</b>	<b>87</b>	<b>81</b>	<b>89</b>
No difference	<b>11</b>	17	13	25	3	4	16	21	3	0	11	14	9	2	0	25	11	9	15	8
Less likely	<b>0</b>	2	0	0	0	0	2	0	0	0	0	1	0	0	0	0	0	0	1	0
Much less likely	<b>0</b>	1	0	0	0	0	1	0	0	2	0	1	0	0	0	0	0	0	0	0
<b>TOTAL LESS LIKELY</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>
Don't know	<b>3</b>	2	2	0	2	0	3	2	7	0	2	1	5	6	5	2	2	3	3	3

Fieldwork: 21st - 28th April 2015

	Age				Social Grade		Ethnicity			Urban Rural NI			Region for Weighting					
	Total	18-24	25-39	40-59	60+	ABC1	C2DE	White British	Other White Background	Black and Minority Ethnic Background	Urban	Rural	NI	North	Midlands /Wales	South /East	London	Scotland
<b>Weighted Sample</b>	<b>2888</b>	318	763	1011	795	1517	1371	2607	96	131	2252	549	87	746	835	872	239	108
<b>Unweighted Sample</b>	<b>2889</b>	230	659	1053	947	1903	986	2649	96	98	1422	1322	145	583	821	1122	149	69
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of the following issues will be important to you in deciding how you vote at the general election in May? Please tick all that apply.

Health	<b>51</b>	52	45	53	54	52	50	51	55	47	52	45	50	57	50	48	52	39
The economy in general	<b>49</b>	47	47	49	53	57	41	50	54	40	50	47	43	51	49	48	50	58
Immigration	<b>43</b>	30	31	45	56	36	50	44	28	26	42	46	33	44	47	42	34	40
Welfare benefits	<b>34</b>	31	31	38	33	33	35	34	33	29	34	32	43	37	32	33	33	41
Schools and education	<b>33</b>	50	38	31	24	39	27	32	45	42	34	29	41	35	33	28	43	26
Europe	<b>33</b>	32	25	34	41	35	31	34	30	25	34	33	22	33	35	32	37	30
Housing	<b>29</b>	36	34	28	24	32	27	29	44	31	31	24	17	30	25	31	36	31
Unemployment	<b>25</b>	40	28	24	18	26	25	25	39	31	27	19	29	28	26	21	29	27
Pensions	<b>23</b>	8	12	23	41	22	25	24	31	10	23	21	30	25	24	22	14	29
Defence	<b>20</b>	17	15	17	29	21	19	21	16	13	20	21	13	19	24	18	14	26
Crime	<b>18</b>	12	18	16	22	17	19	18	19	21	18	17	21	18	19	18	15	17
Transport in general	<b>15</b>	20	15	13	15	18	12	15	29	11	16	12	11	19	12	15	18	10
Animal welfare	<b>11</b>	11	13	12	9	10	13	11	14	9	11	10	15	11	10	13	9	10
Same-sex marriage	<b>6</b>	12	9	4	4	6	5	6	10	2	6	4	14	6	6	5	7	1
High Speed Two (HS2)	<b>5</b>	5	5	3	7	5	4	5	8	3	5	6	1	6	5	4	5	1
Other	<b>7</b>	7	10	6	5	9	4	7	13	4	7	6	8	5	6	7	10	15
None of these	<b>4</b>	4	4	5	4	3	5	4	6	8	4	4	6	4	4	6	2	5
Don't know	<b>5</b>	10	9	3	2	4	6	4	2	13	5	5	4	4	5	5	9	0

Would you be more or less likely to vote for a party which promotes animal welfare in the general election in May?

[Only asked to respondents who selected 'Animal welfare' in the above question on the issues that will be important in deciding their vote; n=317]

Much more likely	<b>44</b>	58	42	41	43	47	40	44	45	18	44	39	45	39	38	56	12	57
More likely	<b>42</b>	42	36	45	45	44	40	41	55	50	41	44	50	46	41	34	63	43
<b>TOTAL MORE LIKELY</b>	<b>86</b>	<b>100</b>	<b>78</b>	<b>86</b>	<b>88</b>	<b>91</b>	<b>80</b>	<b>85</b>	<b>100</b>	<b>68</b>	<b>85</b>	<b>83</b>	<b>95</b>	<b>85</b>	<b>79</b>	<b>90</b>	<b>75</b>	<b>100</b>
No difference	<b>11</b>	0	19	7	12	7	14	11	0	32	12	8	0	13	18	7	6	0
Less likely	<b>0</b>	0	1	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0
Much less likely	<b>0</b>	0	0	1	0	0	0	0	0	0	0	1	5	0	1	0	0	0
<b>TOTAL LESS LIKELY</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>5</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>
Don't know	<b>3</b>	0	2	6	1	1	5	3	0	0	2	6	0	3	2	2	19	0

Fieldwork: 21st - 28th April 2015

	Region												
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
<b>Weighted Sample</b>	<b>2888</b>	49	386	312	422	299	207	239	183	482	114	108	87
<b>Unweighted Sample</b>	<b>2889</b>	74	311	198	415	290	132	149	126	864	116	69	145
	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of the following issues will be important to you in deciding how you vote at the general election in May? Please tick all that apply.

Health	<b>51</b>	55	57	57	53	44	48	52	52	46	58	39	50
The economy in general	<b>49</b>	44	51	52	50	41	52	50	52	46	62	58	43
Immigration	<b>43</b>	58	43	43	46	48	45	34	34	43	45	40	33
Welfare benefits	<b>34</b>	41	34	39	34	26	32	33	30	34	36	41	43
Schools and education	<b>33</b>	28	37	34	34	30	26	43	39	26	39	26	41
Europe	<b>33</b>	27	30	36	35	36	29	37	32	33	38	30	22
Housing	<b>29</b>	38	28	33	27	21	32	36	40	28	30	31	17
Unemployment	<b>25</b>	30	28	27	27	20	25	29	24	19	37	27	29
Pensions	<b>23</b>	39	25	24	27	22	26	14	20	21	19	29	30
Defence	<b>20</b>	15	21	18	24	21	16	14	17	20	28	26	13
Crime	<b>18</b>	11	17	19	21	16	20	15	15	17	19	17	21
Transport in general	<b>15</b>	12	17	21	14	10	14	18	18	14	11	10	11
Animal welfare	<b>11</b>	10	14	7	12	9	8	9	15	14	7	10	15
Same-sex marriage	<b>6</b>	4	7	4	8	4	5	7	9	4	8	1	14
High Speed Two (HS2)	<b>5</b>	1	5	7	6	6	5	5	3	4	3	1	1
Other	<b>7</b>	1	5	5	8	5	4	10	8	8	6	15	8
None of these	<b>4</b>	2	3	5	3	5	6	2	7	5	5	5	6
Don't know	<b>5</b>	3	5	3	4	6	9	9	3	5	3	0	4

Would you be more or less likely to vote for a party which promotes animal welfare in the general election in May?

*[Only asked to respondents who selected 'Animal welfare' in the above question on the issues that will be important in deciding their vote; n=317]*

Much more likely	<b>44</b>	36	41	37	28	55	66	12	61	52	39	57	45
More likely	<b>42</b>	49	50	35	52	30	20	63	24	41	16	43	50
<b>TOTAL MORE LIKELY</b>	<b>86</b>	<b>85</b>	<b>91</b>	<b>72</b>	<b>80</b>	<b>85</b>	<b>86</b>	<b>75</b>	<b>85</b>	<b>93</b>	<b>55</b>	<b>100</b>	<b>95</b>
No difference	<b>11</b>	15	9	19	19	13	14	6	14	3	33	0	0
Less likely	<b>0</b>	0	0	0	0	0	0	0	0	1	0	0	0
Much less likely	<b>0</b>	0	0	0	1	0	0	0	0	0	0	0	5
<b>TOTAL LESS LIKELY</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>5</b>
Don't know	<b>3</b>	0	0	9	0	2	0	19	0	3	11	0	0

Fieldwork: 21st - 28th April 2015

	Westminster VI					2010 Vote					Likelihood of changing party vote				Likelihood of voting			Gender		
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Oth	Did not vote	No chance	Unlikely	Possible	Likely	Unlikely to vote	Likely to vote	Certain to vote	Male	Female
<b>Weighted Sample</b>	<b>2888</b>	694	883	167	381	212	741	664	533	250	699	1412	773	365	159	229	628	2031	1412	1476
<b>Unweighted Sample</b>	<b>2889</b>	710	821	228	382	192	766	619	625	321	557	1422	777	372	160	188	609	2092	1410	1479
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And in your local constituency, would you be more or less likely to vote for a candidate who promotes animal welfare in the general election in May?

[Only asked to respondents who selected 'Animal welfare' in the above question on the issues that will be important in deciding their vote; n=317]

Much more likely	<b>39</b>	36	37	32	50	53	36	24	49	46	43	46	30	40	34	23	36	42	42	37
More likely	<b>41</b>	35	43	38	44	37	39	49	40	47	32	34	51	43	66	32	43	41	38	43
<b>TOTAL MORE LIKELY</b>	<b>80</b>	<b>71</b>	<b>80</b>	<b>70</b>	<b>94</b>	<b>90</b>	<b>75</b>	<b>73</b>	<b>89</b>	<b>93</b>	<b>75</b>	<b>80</b>	<b>81</b>	<b>83</b>	<b>100</b>	<b>55</b>	<b>79</b>	<b>83</b>	<b>80</b>	<b>80</b>
No difference	<b>14</b>	23	15	14	2	6	15	22	6	6	17	14	11	12	0	34	12	12	16	13
Less likely	<b>2</b>	2	0	16	0	3	8	0	0	0	3	2	3	0	0	9	3	0	1	3
Much less likely	<b>0</b>	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL LESS LIKELY</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>16</b>	<b>0</b>	<b>3</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>3</b>
Don't know	<b>4</b>	2	5	0	4	0	2	5	5	2	5	4	5	6	0	2	5	4	3	5

If a political party chose to promote animal welfare as an issue, to what extent would you feel more or less positively about that party?

Much more positively	<b>10</b>	7	11	10	8	29	8	10	15	12	10	12	9	9	10	8	9	11	10	11
More positively	<b>29</b>	21	35	36	24	45	20	33	33	28	32	27	32	35	28	24	34	28	28	30
<b>TOTAL MORE POSITIVELY</b>	<b>39</b>	<b>28</b>	<b>46</b>	<b>46</b>	<b>32</b>	<b>74</b>	<b>28</b>	<b>43</b>	<b>48</b>	<b>40</b>	<b>42</b>	<b>39</b>	<b>41</b>	<b>44</b>	<b>38</b>	<b>32</b>	<b>43</b>	<b>39</b>	<b>38</b>	<b>41</b>
Neither more nor less positively	<b>44</b>	51	43	38	47	24	50	44	40	43	39	45	45	41	45	45	39	45	45	43
Less positively	<b>7</b>	11	6	8	8	0	10	5	6	5	6	7	7	8	9	5	8	7	7	7
Much less positively	<b>6</b>	9	3	8	10	0	10	4	3	9	4	6	6	5	6	4	5	6	8	4
<b>TOTAL LESS POSITIVELY</b>	<b>13</b>	<b>20</b>	<b>9</b>	<b>16</b>	<b>18</b>	<b>0</b>	<b>20</b>	<b>9</b>	<b>9</b>	<b>14</b>	<b>10</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>15</b>	<b>9</b>	<b>13</b>	<b>13</b>	<b>15</b>	<b>11</b>
Don't know	<b>4</b>	2	3	0	2	2	2	3	3	2	8	3	2	2	2	14	6	2	2	6

And in your local constituency, if a particular candidate chose to promote animal welfare as an issue, to what extent would you feel more or less positively about that candidate?

Much more positively	<b>10</b>	6	11	8	8	26	7	9	12	12	10	11	7	10	6	9	8	10	9	10
More positively	<b>27</b>	19	30	32	24	44	20	29	34	25	29	25	31	33	31	22	30	27	25	29
<b>TOTAL MORE POSITIVELY</b>	<b>37</b>	<b>25</b>	<b>41</b>	<b>40</b>	<b>32</b>	<b>70</b>	<b>27</b>	<b>38</b>	<b>46</b>	<b>37</b>	<b>39</b>	<b>36</b>	<b>38</b>	<b>43</b>	<b>37</b>	<b>31</b>	<b>38</b>	<b>37</b>	<b>34</b>	<b>39</b>
Neither more nor less positively	<b>44</b>	52	45	38	46	26	48	46	41	44	41	46	46	40	45	43	41	45	46	42
Less positively	<b>8</b>	12	8	13	9	0	12	8	7	6	7	8	8	11	9	6	10	8	9	8
Much less positively	<b>6</b>	9	2	7	11	0	10	3	3	11	4	6	6	5	8	4	5	6	8	4
<b>TOTAL LESS POSITIVELY</b>	<b>14</b>	<b>21</b>	<b>10</b>	<b>20</b>	<b>20</b>	<b>0</b>	<b>22</b>	<b>11</b>	<b>10</b>	<b>17</b>	<b>11</b>	<b>14</b>	<b>14</b>	<b>16</b>	<b>17</b>	<b>10</b>	<b>15</b>	<b>14</b>	<b>17</b>	<b>12</b>
Don't know	<b>5</b>	2	4	2	2	3	2	5	3	2	9	4	2	2	1	17	6	3	3	6

Fieldwork: 21st - 28th April 2015

	Age					Social Grade		Ethnicity			Urban Rural NI			Region for Weighting				
	18-24	25-39	40-59	60+	ABC1	C2DE	White British	Other White Background	Black and Minority Ethnic Background	Urban	Rural	NI	North	Midlands /Wales	South /East	London	Scotland	
<b>Weighted Sample</b>	<b>2888</b>	318	763	1011	795	1517	1371	2607	96	131	2252	549	87	746	835	872	239	108
<b>Unweighted Sample</b>	<b>2889</b>	230	659	1053	947	1903	986	2649	96	98	1422	1322	145	583	821	1122	149	69
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And in your local constituency, would you be more or less likely to vote for a candidate who promotes animal welfare in the general election in May?

[Only asked to respondents who selected 'Animal welfare' in the above question on the issues that will be important in deciding their vote; n=317]

Much more likely	<b>39</b>	52	40	34	39	45	33	41	23	15	39	39	45	39	34	47	12	45
More likely	<b>41</b>	34	33	49	40	38	43	40	50	56	40	42	50	44	38	36	57	34
<b>TOTAL MORE LIKELY</b>	<b>80</b>	<b>86</b>	<b>73</b>	<b>83</b>	<b>79</b>	<b>83</b>	<b>76</b>	<b>81</b>	<b>73</b>	<b>71</b>	<b>79</b>	<b>81</b>	<b>95</b>	<b>83</b>	<b>72</b>	<b>83</b>	<b>69</b>	<b>79</b>
No difference	<b>14</b>	7	19	10	19	14	15	14	10	30	16	11	0	13	20	12	12	21
Less likely	<b>2</b>	7	4	0	0	1	3	2	0	0	2	1	0	0	3	3	0	0
Much less likely	<b>0</b>	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0
<b>TOTAL LESS LIKELY</b>	<b>2</b>	<b>7</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>3</b>	<b>0</b>	<b>0</b>
Don't know	<b>4</b>	0	5	7	1	2	6	4	17	0	4	5	5	4	5	2	19	0

If a political party chose to promote animal welfare as an issue, to what extent would you feel more or less positively about that party?

Much more positively	<b>10</b>	10	13	11	7	10	11	10	10	10	10	11	14	10	10	12	6	11
More positively	<b>29</b>	42	32	30	20	30	29	29	45	20	30	28	27	29	31	29	29	23
<b>TOTAL MORE POSITIVELY</b>	<b>39</b>	<b>52</b>	<b>45</b>	<b>41</b>	<b>27</b>	<b>40</b>	<b>40</b>	<b>39</b>	<b>55</b>	<b>30</b>	<b>40</b>	<b>39</b>	<b>41</b>	<b>39</b>	<b>41</b>	<b>41</b>	<b>35</b>	<b>34</b>
Neither more nor less positively	<b>44</b>	31	41	45	51	45	42	44	33	42	43	45	46	46	43	42	43	47
Less positively	<b>7</b>	9	4	6	10	6	7	7	4	9	7	7	3	7	7	7	8	4
Much less positively	<b>6</b>	1	3	5	11	6	5	6	3	7	6	6	6	4	6	5	9	12
<b>TOTAL LESS POSITIVELY</b>	<b>13</b>	<b>10</b>	<b>7</b>	<b>11</b>	<b>21</b>	<b>12</b>	<b>12</b>	<b>13</b>	<b>7</b>	<b>16</b>	<b>13</b>	<b>13</b>	<b>9</b>	<b>11</b>	<b>13</b>	<b>12</b>	<b>17</b>	<b>16</b>
Don't know	<b>4</b>	8	7	2	2	2	6	3	5	13	4	4	3	4	3	5	5	4

And in your local constituency, if a particular candidate chose to promote animal welfare as an issue, to what extent would you feel more or less positively about that candidate?

Much more positively	<b>10</b>	10	12	11	6	9	10	10	9	12	10	9	12	9	9	12	7	10
More positively	<b>27</b>	38	30	28	20	26	28	28	34	14	27	27	30	28	29	28	21	19
<b>TOTAL MORE POSITIVELY</b>	<b>37</b>	<b>48</b>	<b>42</b>	<b>39</b>	<b>26</b>	<b>35</b>	<b>38</b>	<b>38</b>	<b>43</b>	<b>26</b>	<b>37</b>	<b>36</b>	<b>42</b>	<b>37</b>	<b>38</b>	<b>40</b>	<b>28</b>	<b>29</b>
Neither more nor less positively	<b>44</b>	34	41	47	48	47	41	44	39	45	44	45	44	46	44	41	49	52
Less positively	<b>8</b>	9	6	7	12	9	8	8	6	13	9	9	5	8	9	8	12	8
Much less positively	<b>6</b>	1	3	5	11	6	5	6	5	5	6	6	7	4	7	6	6	7
<b>TOTAL LESS POSITIVELY</b>	<b>14</b>	<b>10</b>	<b>9</b>	<b>12</b>	<b>23</b>	<b>15</b>	<b>13</b>	<b>14</b>	<b>11</b>	<b>18</b>	<b>15</b>	<b>15</b>	<b>12</b>	<b>12</b>	<b>16</b>	<b>14</b>	<b>18</b>	<b>15</b>
Don't know	<b>5</b>	8	7	3	3	3	7	4	7	11	5	4	3	5	4	5	5	4

Fieldwork: 21st - 28th April 2015

	Region												
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
<b>Weighted Sample</b>	<b>2888</b>	49	386	312	422	299	207	239	183	482	114	108	87
<b>Unweighted Sample</b>	<b>2889</b>	74	311	198	415	290	132	149	126	864	116	69	145
	%	%	%	%	%	%	%	%	%	%	%	%	%

**And in your local constituency, would you be more or less likely to vote for a candidate who promotes animal welfare in the general election in May?**

*[Only asked to respondents who selected 'Animal welfare' in the above question on the issues that will be important in deciding their vote; n=317]*

Much more likely	<b>39</b>	58	38	37	26	44	59	12	57	41	46	45	45
More likely	<b>41</b>	27	46	44	46	22	20	57	25	45	43	34	50
<b>TOTAL MORE LIKELY</b>	<b>80</b>	<b>85</b>	<b>84</b>	<b>81</b>	<b>72</b>	<b>66</b>	<b>79</b>	<b>69</b>	<b>82</b>	<b>86</b>	<b>89</b>	<b>79</b>	<b>95</b>
No difference	<b>14</b>	0	12	19	21	22	21	12	14	9	0	21	0
Less likely	<b>2</b>	0	0	0	6	0	0	0	0	5	0	0	0
Much less likely	<b>0</b>	0	0	0	1	0	0	0	0	0	0	0	0
<b>TOTAL LESS LIKELY</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>0</b>
Don't know	<b>4</b>	15	4	0	0	11	0	19	4	1	11	0	5

**If a political party chose to promote animal welfare as an issue, to what extent would you feel more or less positively about that party?**

Much more positively	<b>10</b>	15	10	10	10	11	7	6	17	13	7	11	14
More positively	<b>29</b>	17	32	28	34	28	30	29	35	26	25	23	27
<b>TOTAL MORE POSITIVELY</b>	<b>39</b>	<b>32</b>	<b>42</b>	<b>38</b>	<b>44</b>	<b>39</b>	<b>37</b>	<b>35</b>	<b>52</b>	<b>39</b>	<b>32</b>	<b>34</b>	<b>41</b>
Neither more nor less positively	<b>44</b>	46	43	49	42	40	43	43	40	42	53	47	46
Less positively	<b>7</b>	13	8	6	6	7	9	8	3	7	8	4	3
Much less positively	<b>6</b>	2	4	3	5	11	4	9	3	7	2	12	6
<b>TOTAL LESS POSITIVELY</b>	<b>13</b>	<b>15</b>	<b>12</b>	<b>9</b>	<b>11</b>	<b>18</b>	<b>13</b>	<b>17</b>	<b>6</b>	<b>14</b>	<b>10</b>	<b>16</b>	<b>9</b>
Don't know	<b>4</b>	7	3	4	3	4	7	5	3	4	4	4	3

**And in your local constituency, if a particular candidate chose to promote animal welfare as an issue, to what extent would you feel more or less positively about that candidate?**

Much more positively	<b>10</b>	10	9	9	8	10	9	7	14	12	6	10	12
More positively	<b>27</b>	18	30	26	32	26	25	21	36	26	22	19	30
<b>TOTAL MORE POSITIVELY</b>	<b>37</b>	<b>28</b>	<b>39</b>	<b>35</b>	<b>40</b>	<b>36</b>	<b>34</b>	<b>28</b>	<b>50</b>	<b>38</b>	<b>28</b>	<b>29</b>	<b>42</b>
Neither more nor less positively	<b>44</b>	56	44	46	45	38	44	49	34	43	53	52	44
Less positively	<b>8</b>	8	8	9	8	9	8	12	6	8	11	8	5
Much less positively	<b>6</b>	3	5	3	5	12	5	6	4	7	1	7	7
<b>TOTAL LESS POSITIVELY</b>	<b>14</b>	<b>11</b>	<b>13</b>	<b>12</b>	<b>13</b>	<b>21</b>	<b>13</b>	<b>18</b>	<b>10</b>	<b>15</b>	<b>12</b>	<b>15</b>	<b>12</b>
Don't know	<b>5</b>	6	4	6	2	4	9	5	5	4	6	4	3

Fieldwork: 21st - 28th April 2015

	Westminster VI					2010 Vote					Likelihood of changing party vote				Likelihood of voting			Gender		
	Total	Con	Lab	Lib Dem	UKIP	Green	Con	Lab	Lib Dem	Oth	Did not vote	No chance	Unlikely	Possible	Likely	Unlikely to vote	Likely to vote	Certain to vote	Male	Female
<b>Weighted Sample</b>	<b>2888</b>	694	883	167	381	212	741	664	533	250	699	1412	773	365	159	229	628	2031	1412	1476
<b>Unweighted Sample</b>	<b>2889</b>	710	821	228	382	192	766	619	625	321	557	1422	777	372	160	188	609	2092	1410	1479
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about animal welfare in the United Kingdom, how well or badly do you think animals are generally protected under current laws and regulations, both in theory and in practice?

**In theory**

Very well	18	26	17	14	23	9	24	18	15	21	15	20	19	14	14	9	13	21	19	17
Fairly well	51	52	52	64	45	54	53	52	56	44	46	47	57	58	52	38	55	51	55	47
<b>TOTAL WELL</b>	<b>69</b>	<b>78</b>	<b>69</b>	<b>78</b>	<b>68</b>	<b>63</b>	<b>77</b>	<b>70</b>	<b>71</b>	<b>65</b>	<b>61</b>	<b>67</b>	<b>76</b>	<b>72</b>	<b>66</b>	<b>47</b>	<b>68</b>	<b>72</b>	<b>74</b>	<b>64</b>
Neither well nor badly	15	11	14	13	17	17	12	16	13	18	17	15	13	15	18	26	14	14	13	16
Fairly badly	7	4	8	5	7	13	5	7	9	9	9	8	6	7	10	9	8	7	7	8
Very badly	2	1	2	1	5	4	2	2	2	4	3	3	1	1	2	4	1	3	1	4
<b>TOTAL BADLY</b>	<b>9</b>	<b>5</b>	<b>10</b>	<b>6</b>	<b>12</b>	<b>17</b>	<b>7</b>	<b>9</b>	<b>11</b>	<b>13</b>	<b>12</b>	<b>11</b>	<b>7</b>	<b>8</b>	<b>12</b>	<b>13</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>12</b>
Don't know	6	6	6	2	3	4	5	5	6	4	11	6	4	6	5	14	8	5	5	8

**In practice**

Very well	6	10	4	8	9	0	9	4	2	6	6	7	4	4	3	3	4	6	8	3
Fairly well	34	44	32	37	38	26	42	35	32	33	28	35	38	36	32	23	33	36	40	29
<b>TOTAL WELL</b>	<b>40</b>	<b>54</b>	<b>36</b>	<b>45</b>	<b>47</b>	<b>26</b>	<b>51</b>	<b>39</b>	<b>34</b>	<b>39</b>	<b>34</b>	<b>42</b>	<b>42</b>	<b>40</b>	<b>35</b>	<b>26</b>	<b>37</b>	<b>42</b>	<b>48</b>	<b>32</b>
Neither well nor badly	22	19	24	26	20	23	19	24	23	22	23	21	24	22	21	27	25	21	21	23
Fairly badly	22	16	26	21	19	32	17	25	29	22	20	22	21	25	32	18	23	23	19	26
Very badly	8	5	8	6	10	15	8	7	7	13	10	10	7	8	6	12	6	9	7	10
<b>TOTAL BADLY</b>	<b>30</b>	<b>21</b>	<b>34</b>	<b>27</b>	<b>29</b>	<b>47</b>	<b>25</b>	<b>32</b>	<b>36</b>	<b>35</b>	<b>30</b>	<b>32</b>	<b>28</b>	<b>33</b>	<b>38</b>	<b>30</b>	<b>29</b>	<b>32</b>	<b>26</b>	<b>36</b>
Don't know	7	6	6	2	3	4	6	5	7	4	12	6	5	5	6	16	9	5	5	9

Do you think the ban on hunting wild mammals with dogs should be made stronger, kept as it is, made less strong, or repealed?

Made stronger	49	29	61	42	47	75	32	63	55	44	50	52	46	45	49	51	45	50	46	52
Kept as it is	26	33	25	36	23	16	31	24	27	25	21	24	30	31	28	16	28	26	27	25
Made less strong	5	8	3	5	7	3	7	3	3	9	6	5	6	5	2	6	6	5	6	5
Repealed	9	19	2	11	14	1	19	4	5	14	5	10	8	8	4	3	6	10	13	5
Don't know	11	11	9	6	10	6	11	7	10	7	18	9	9	11	18	24	15	9	9	14

Fieldwork: 21st - 28th April 2015

	Age					Social Grade		Ethnicity			Urban Rural NI			Region for Weighting				
	18-24	25-39	40-59	60+	ABC1	C2DE	White British	Other White Background	Black and Minority Ethnic Background	Urban	Rural	NI	North	Midlands /Wales	South /East	London	Scotland	
<b>Weighted Sample</b>	<b>2888</b>	318	763	1011	795	1517	1371	2607	96	131	2252	549	87	746	835	872	239	108
<b>Unweighted Sample</b>	<b>2889</b>	230	659	1053	947	1903	986	2649	96	98	1422	1322	145	583	821	1122	149	69
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about animal welfare in the United Kingdom, how well or badly do you think animals are generally protected under current laws and regulations, both in theory and in practice?**

**In theory**

Very well	18	12	13	20	23	19	17	18	18	21	18	17	19	19	17	19	21	16
Fairly well	51	54	53	48	50	53	48	51	58	37	51	51	44	51	53	49	50	48
<b>TOTAL WELL</b>	<b>69</b>	<b>66</b>	<b>66</b>	<b>68</b>	<b>73</b>	<b>72</b>	<b>65</b>	<b>69</b>	<b>76</b>	<b>58</b>	<b>69</b>	<b>68</b>	<b>63</b>	<b>70</b>	<b>70</b>	<b>68</b>	<b>71</b>	<b>64</b>
Neither well nor badly	15	13	15	16	13	12	17	15	12	18	14	15	19	14	15	15	11	20
Fairly badly	7	7	8	8	7	7	8	8	6	3	7	8	7	8	7	8	4	7
Very badly	2	3	2	3	2	1	4	3	0	2	2	3	3	2	3	3	1	2
<b>TOTAL BADLY</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>8</b>	<b>12</b>	<b>11</b>	<b>6</b>	<b>5</b>	<b>9</b>	<b>11</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>5</b>	<b>9</b>
Don't know	6	11	9	4	5	6	6	6	6	18	6	6	8	6	5	6	13	7

**In practice**

Very well	6	6	4	6	7	6	5	5	10	11	6	6	6	5	6	5	9	1
Fairly well	34	31	32	34	39	39	30	35	31	30	35	33	30	33	32	35	38	43
<b>TOTAL WELL</b>	<b>40</b>	<b>37</b>	<b>36</b>	<b>40</b>	<b>46</b>	<b>45</b>	<b>35</b>	<b>40</b>	<b>41</b>	<b>41</b>	<b>41</b>	<b>39</b>	<b>36</b>	<b>38</b>	<b>38</b>	<b>40</b>	<b>47</b>	<b>44</b>
Neither well nor badly	22	21	23	24	19	19	25	22	19	19	22	24	21	22	24	22	16	23
Fairly badly	22	22	23	22	22	22	23	23	30	13	22	23	25	24	23	22	19	17
Very badly	8	6	8	10	8	8	9	9	3	6	8	9	12	9	8	9	4	8
<b>TOTAL BADLY</b>	<b>30</b>	<b>28</b>	<b>31</b>	<b>32</b>	<b>30</b>	<b>30</b>	<b>32</b>	<b>32</b>	<b>33</b>	<b>19</b>	<b>30</b>	<b>32</b>	<b>37</b>	<b>33</b>	<b>31</b>	<b>31</b>	<b>23</b>	<b>25</b>
Don't know	7	13	10	5	5	7	7	6	7	21	7	6	6	7	6	7	14	7

**Do you think the ban on hunting wild mammals with dogs should be made stronger, kept as it is, made less strong, or repealed?**

Made stronger	49	42	47	52	50	45	53	50	49	30	50	45	47	49	49	51	39	56
Kept as it is	26	24	29	25	25	30	21	26	20	23	25	29	26	27	26	23	28	25
Made less strong	5	7	5	4	6	5	5	5	7	11	6	4	6	5	6	4	9	3
Repealed	9	5	5	10	13	10	8	9	6	3	8	12	8	7	9	11	7	10
Don't know	11	22	15	10	5	10	13	10	18	33	12	9	12	11	10	11	16	6

Fieldwork: 21st - 28th April 2015

	Region												
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
<b>Weighted Sample</b>	<b>2888</b>	49	386	312	422	299	207	239	183	482	114	108	87
<b>Unweighted Sample</b>	<b>2889</b>	74	311	198	415	290	132	149	126	864	116	69	145
	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about animal welfare in the United Kingdom, how well or badly do you think animals are generally protected under current laws and regulations, both in theory and in practice?**

**In theory**

Very well	<b>18</b>	21	17	20	16	17	20	21	19	18	21	16	19
Fairly well	<b>51</b>	53	53	49	57	47	49	50	49	50	54	48	44
<b>TOTAL WELL</b>	<b>69</b>	<b>74</b>	<b>70</b>	<b>69</b>	<b>73</b>	<b>64</b>	<b>69</b>	<b>71</b>	<b>68</b>	<b>68</b>	<b>75</b>	<b>64</b>	<b>63</b>
Neither well nor badly	<b>15</b>	12	12	17	15	15	15	11	18	14	13	20	19
Fairly badly	<b>7</b>	7	9	7	7	9	9	4	6	8	4	7	7
Very badly	<b>2</b>	1	2	2	1	4	1	1	2	5	4	2	3
<b>TOTAL BADLY</b>	<b>9</b>	<b>8</b>	<b>11</b>	<b>9</b>	<b>8</b>	<b>13</b>	<b>10</b>	<b>5</b>	<b>8</b>	<b>13</b>	<b>8</b>	<b>9</b>	<b>10</b>
Don't know	<b>6</b>	7	7	5	4	7	7	13	6	5	5	7	8

**In practice**

Very well	<b>6</b>	4	6	5	5	7	5	9	3	6	8	1	6
Fairly well	<b>34</b>	39	29	38	35	27	32	38	39	35	36	43	30
<b>TOTAL WELL</b>	<b>40</b>	<b>43</b>	<b>35</b>	<b>43</b>	<b>40</b>	<b>34</b>	<b>37</b>	<b>47</b>	<b>42</b>	<b>41</b>	<b>44</b>	<b>44</b>	<b>36</b>
Neither well nor badly	<b>22</b>	27	23	19	26	23	24	16	23	21	21	23	21
Fairly badly	<b>22</b>	13	25	25	24	23	24	19	21	21	20	17	25
Very badly	<b>8</b>	10	10	7	6	11	7	4	8	11	10	8	12
<b>TOTAL BADLY</b>	<b>30</b>	<b>23</b>	<b>35</b>	<b>32</b>	<b>30</b>	<b>34</b>	<b>31</b>	<b>23</b>	<b>29</b>	<b>32</b>	<b>30</b>	<b>25</b>	<b>37</b>
Don't know	<b>7</b>	7	7	6	5	8	8	14	6	6	5	7	6

**Do you think the ban on hunting wild mammals with dogs should be made stronger, kept as it is, made less strong, or repealed?**

Made stronger	<b>49</b>	45	51	46	48	50	51	39	56	50	48	56	47
Kept as it is	<b>26</b>	38	25	29	28	24	18	28	24	25	25	25	26
Made less strong	<b>5</b>	4	5	7	7	6	2	9	1	5	5	3	6
Repealed	<b>9</b>	1	7	8	9	9	11	7	12	10	9	10	8
Don't know	<b>11</b>	11	12	11	9	11	18	16	7	10	13	6	12