

NICOLA STURGEON 2ND FAVOURITE IN OVER 50s POLITICAL TV POLL SUGGESTS POSSIBLE CONSERVATIVE-SNP ALLIANCE

Submitted by: Forge Communications

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- David Cameron leads as best performer with 27% of the votes
- SNP's leader Nicola Sturgeon was very close behind with 26%
- Nigel Farage beat off Ed Miliband with 24% vs 14% for the flailing Labour leader
- Nick Clegg a disaster with just 3% of the vote

LONDON 3 April 2015 – The over 50s, who form half of the adult population, were voting in their thousands last night on which political party leader 'best performed' on the only seven-party political debate last night. Silversurfers.com, who hosted the poll, has revealed that Prime Minister David Cameron performed best with 27% of the vote and his current Deputy, Nick Clegg getting a disastrous 3% - a mighty change for the Liberal Democrat leader from five years ago.

The poll which saw over 1,100 over 50s vote also revealed and quite surprisingly that Nicola Sturgeon was a close 2nd getting 26% of the vote. Despite her continued pledge to separate Scotland one day from the United Kingdom, many of the over 50s were commenting that maybe a Conservative-SNP coalition might be a good thing!

The voting last night didn't go in the favour of Ed Miliband, at all, which saw him fall far behind UKIP leader Nigel Farage who got 24% of the votes.

Martin Lock, CEO of Silversurfers.com comments; "We had over 1,100 votes and over 1,000 comments from our members with many saying how impressive they thought Nicola Sturgeon was and a few suggesting a Conservative-SNP alliance! Our Facebook post reached almost 66,000 people and over 1,200 comments.

"I was shocked that the over 50s were not mentioned once in the two hour debate, particularly as they are now nearly half the adult UK population. The ageing population was mentioned in relation to the NHS but there was no debate on how the UK will manage a society that is increasingly living longer with many over 50s having a vast untapped experience that could be used to help the youth of today learn new skills."

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About the Silversurfers.com survey

The poll was carried out on Silversurfers.com and its social channel www.facebook.com/silverhairs The poll saw over 1,100 over 50s vote. NB this is a live poll and figures are changing

About Silversurfers.com

Silversurfers.com is a unique and informative lifestyle website and social network exclusively for the online community of over 50s. The site was developed by an experienced team all aged over 50 in response to the growing number of internet users aged over 50, which currently stands at over 15 million. The management team has extensive knowledge of the digital world. Commercial, editorial, marketing, sales and digital expertise is supported by a diverse board which is guiding the business's rapid growth.

Silversurfers.com is a trusted and friendly online community environment providing news, reviews, features and offers from leading brands. Key sections include: Silvercard+, Speakers Corner-(where visitors can vote and comment on a large range of subjects), "Best of The Web": (a round-up of useful websites covering over 200 topics ranging from health and wellbeing, travel and finance to cars, technology, sport and gardening) and Silverfriends, an online friendship site for the over 50s.

Its widely-used community and social media sites (the largest UK over 50s social media Facebook site with +225,000 followers with average interaction rates up to half a million per week) provide an integrated social experience for users who want to meet new friends, connect with old friends and share information online.