Issues
Poll

20/04/2015

Prepared on behalf of The Boar

theboar
Student Publication of the Year 2013

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Methodology

Fieldwork Dates

16th – 17th April 2015

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled

All residents aged 18+ in Great Britain

Sample Size

1,314

Data Weighting

Data were weighted to the profile of all Great British adults aged 18+. Data were weighted by age, sex, region, household income, education and past vote. Targets for the weighted data were derived from Office for National Statistics data and the results of the 2010 General Election.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,314 it is 95% certain that the 'true' value will fall within the range of 2.7% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

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Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from "strongly agree" to "strongly disagree", a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. "Other", "Don't know" and "Refused" responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation.
For further information please contact;
Katy Owen
0203 142 7642
katy.owen@survation.com

If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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Table 1
Q1. Normal weightings
Q1. Which of the following matters the most to you when deciding how you intend to vote at the upcoming General Election?
Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1314	581	733	275	474	565	364	333	63	182	91	199	366	274	189	96	298	356	243	349	366	114	231	301	493	1139	110	65
Weighted Total	1314	638	676	378	464	472	347	346	65	182	93	202	342	275	218	91	298	278	193	408	436	168	219	306	443	1135	113	66
Which party has the best leader	130	67	63	51	34	45	57	25	6	16	7	14	49	23	7	4	37	32	23	41	35	13	24	22	51	109	8	13
	9.9%	10.6%	9.3%	13.5%	7.4%	9.5%	16.4%	7.3%	9.3%	8.6%	7.5%	7.1%	14.4%	8.3%	3.3%	4.9%	12.3%	11.3%	11.8%	10.0%	8.1%	7.6%	11.0%	7.1%	11.5%	9.6%	7.1%	19.9%
Which party has the best policies	861	395	466	204	323	335	244	229	39	128	72	124	245	183	163	72	165	191	134	274	262	110	136	215	281	743	81	37
	65.5%	61.9%	68.9%	53.9%	69.6%	70.9%	70.3%	66.2%	59.5%	70.4%	77.1%	61.3%	71.7%	66.7%	74.7%	78.9%	55.3%	68.6%	69.7%	67.1%	60.2%	65.9%	62.3%	70.3%	63.6%	65.5%	71.2%	56.7%
Which party has the best local candidate in my area	135	78	57	42	35	58	25	53	12	16	9	15	29	35	20	11	28	26	15	45	48	16	23	32	46	116	11	7
	10.3%	12.2%	8.5%	11.1%	7.5%	12.3%	7.1%	15.3%	17.9%	8.9%	9.8%	7.3%	8.4%	12.8%	9.0%	11.8%	9.3%	9.4%	7.9%	11.1%	11.1%	9.4%	10.5%	10.4%	10.4%	10.3%	10.0%	10.7%
Which party my family support	51	25	26	34	11	6	12	18	3	5	2	5	13	10	6	1	18	13	4	12	21	5	11	10	18	44	3	4
	3.9%	3.8%	3.9%	8.9%	2.4%	1.2%	3.5%	5.1%	5.3%	2.9%	2.5%	2.3%	3.7%	3.7%	2.7%	1.5%	5.9%	4.8%	2.0%	3.0%	4.8%	2.9%	4.9%	3.4%	4.0%	3.9%	2.5%	5.9%
Which party my friends support	22	15	7	18	3	*	3	3	3	10	1	-	1	7	7	2	4	5	2	-	15	4	2	8	5	19	2	1
	1.6%	2.3%	1.0%	4.9%	0.6%	*	0.9%	0.9%	5.2%	5.7%	1.5%	-	*	2.6%	3.3%	2.0%	1.4%	1.9%	0.8%	-	3.4%	2.6%	0.7%	2.6%	1.1%	1.7%	1.8%	0.9%
Dont know	116	58	57	30	58	28	6	18	2	7	1	44	5	16	15	1	47	11	15	36	54	19	23	19	41	103	8	4
	8.8%	9.1%	8.5%	7.8%	12.5%	6.0%	1.8%	5.2%	2.7%	3.6%	1.6%	22.0%	1.5%	5.8%	6.9%	0.9%	15.8%	3.9%	7.8%	8.8%	12.4%	11.6%	10.6%	6.3%	9.4%	9.1%	7.4%	6.0%
SIGMA	1314	638	676	378	464	472	347	346	65	182	93	202	342	275	218	91	298	278	193	408	436	168	219	306	443	1135	113	66
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 2
Q2. Normal weightings
Q2. During the televised 'Battle for Number 10' question and answer programme with David Cameron and Ed Miliband, TV personality Katie Hopkins said that she will "leave the UK" if Labour leader Ed Miliband becomes Prime
Minister. Which of the following statements is closest to your view?
Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1314	581	733	275	474	565	364	333	63	182	91	199	366	274	189	96	298	356	243	349	366	114	231	301	493	1139	110	65
Weighted Total	1314	638	676	378	464	472	347	346	65	182	93	202	342	275	218	91	298	278	193	408	436	168	219	306	443	1135	113	66
Katie Hopkins threat to leave the country makes me more likely to vote for the Labour Party	386	188	199	150	140	96	46	176	19	46	30	54	53	123	72	19	95	76	60	114	136	59	65	88	118	330	36	20
	29.4%	29.4%	29.4%	39.6%	30.2%	20.4%	13.2%	50.8%	29.3%	25.3%	31.7%	26.9%	15.4%	44.8%	33.2%	21.3%	31.9%	27.3%	31.1%	28.0%	31.3%	35.0%	29.7%	28.9%	26.7%	29.1%	31.6%	30.6%
Katie Hopkins threat to leave the country makes me less likely to vote for the Labour Party	99	58	41	50	25	24	29	17	11	21	1	11	21	24	10	2	31	19	14	32	33	13	15	28	32	87	4	8
	7.5%	9.0%	6.1%	13.2%	5.4%	5.1%	8.4%	4.9%	17.5%	11.3%	0.9%	5.3%	6.1%	8.9%	4.5%	2.1%	10.4%	7.0%	7.5%	7.8%	7.7%	7.5%	6.6%	9.2%	7.2%	7.7%	3.4%	11.8%
Katie Hopkins threat to leave the country makes me neither more or less likely to vote for the Labour Party	829	393	436	178	299	352	272	154	35	115	63	137	268	127	136	69	172	183	118	262	266	96	139	189	292	717	74	38
	63.1%	61.6%	64.5%	47.1%	64.4%	74.5%	78.5%	44.3%	53.1%	63.4%	67.3%	67.8%	78.6%	46.3%	62.3%	76.6%	57.6%	65.7%	61.4%	64.2%	61.0%	57.5%	63.6%	61.9%	66.0%	63.2%	65.0%	57.6%
SIGMA	1314	638	676	378	464	472	347	346	65	182	93	202	342	275	218	91	298	278	193	408	436	168	219	306	443	1135	113	66
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 3
Q3. Normal weightings
Q3. Which of the following party leaders do you think is most likely to appear on a reality TV programme once their political career is over?
Base: All Respondents

	Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1314	581	733	275	474	565	364	333	63	182	91	199	366	274	189	96	298	356	243	349	366	114	231	301	493	1139	110	65
Weighted Total	1314	638	676	378	464	472	347	346	65	182	93	202	342	275	218	91	298	278	193	408	436	168	219	306	443	1135	113	66
David Cameron	86	45	41	50	27	9	31	22	10	8	3	8	28	18	3	2	30	23	15	26	23	21	10	17	32	80	4	2
	6.5%	7.0%	6.1%	13.2%	5.7%	2.0%	8.8%	6.3%	15.2%	4.4%	3.7%	4.0%	8.1%	6.7%	1.2%	2.2%	10.1%	8.2%	7.9%	6.3%	5.2%	12.5%	4.7%	5.4%	7.3%	7.1%	3.5%	3.0%
Ed Miliband	109	48	62	62	26	21	22	35	5	26	5	8	24	34	11	4	33	26	16	26	41	22	16	31	31	99	5	5
	8.3%	7.4%	9.1%	16.4%	5.6%	4.5%	6.4%	10.1%	8.1%	14.0%	5.1%	4.2%	7.2%	12.3%	4.9%	3.9%	11.0%	9.3%	8.3%	6.4%	9.5%	13.1%	7.3%	10.0%	7.0%	8.8%	4.1%	7.8%
Nick Clegg	137	75	62	34	48	55	34	41	6	31	7	14	37	28	18	11	35	30	19	44	43	15	29	32	41	117	13	6
	10.4%	11.8%	9.1%	9.1%	10.2%	11.6%	9.7%	11.9%	9.0%	17.1%	7.0%	6.9%	11.0%	10.1%	8.2%	12.1%	11.8%	10.8%	9.9%	10.9%	9.9%	9.1%	13.1%	10.6%	9.3%	10.3%	11.4%	9.8%
Nigel Farage	649	313	336	160	240	248	197	181	42	77	53	83	182	133	136	49	121	143	103	213	190	61	100	163	228	552	59	38
	49.4%	49.0%	49.8%	42.4%	51.8%	52.7%	56.9%	52.4%	64.0%	42.3%	56.9%	40.9%	53.4%	48.3%	62.5%	54.0%	40.7%	51.4%	53.6%	52.2%	43.6%	36.4%	46.0%	53.2%	51.5%	48.7%	52.3%	57.3%
Dont know	333	158	175	71	123	138	63	67	2	40	25	89	70	62	50	25	79	57	39	99	139	48	63	64	110	286	32	14
	25.3%	24.7%	25.9%	18.9%	26.6%	29.3%	18.2%	19.3%	3.7%	22.2%	27.3%	44.0%	20.4%	22.7%	23.2%	27.8%	26.4%	20.4%	20.3%	24.2%	31.8%	28.9%	29.0%	20.8%	24.9%	25.2%	28.6%	22.0%
SIGMA	1314	638	676	378	464	472	347	346	65	182	93	202	342	275	218	91	298	278	193	408	436	168	219	306	443	1135	113	66
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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