

Coalition Formation: Voter Preferences

20/04/2015

Methodology

Fieldwork Dates

8-17th 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.

The results of several voting intention polls were combined to produce these tables.

Population Sampled

All residents aged 18+ in Great Britain. These tables contain subsamples of those who expressed a voting intention for a specific party.

Sample Size

1,829

Data Weighting

Data of both polls 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 2011 Census data and the results of the 2010 General Election. Weighted data from the polls were then combined to produce these tables

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 1,829 it is 95% certain that the 'true' value will fall within the range of 2.3% 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.

Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour", "Conservative", "Liberal Democrat" and "UKIP" prompted in a randomising order, and other parties displayed if respondents selected "Another Party". For respondents in Scotland and Wales, "SNP" and "Plaid Cymru" respectively were included in the main prompt.

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.

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Coalition Rankings

Table 1
Q1. Normal weightings
Q1. If, following the election on May 7th, Labour are the largest party but do not have enough seats to form a majority, rank these outcomes in order of your preference.
Base: Labour Voters

	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	634	268	366	147	263	224	0	634	0	0	0	0	35	353	85	10	128	153	110	153	218	75	104	204	186	569	34	31
Weighted Total	674	322	352	206	265	202	0	674	0	0	0	0	37	368	103	10	133	134	91	188	261	96	101	222	181	601	40	33
Labour leads a minority government	49.1%	48.8%	49.5%	41.3%	51.8%	53.7%	-	49.1%	-	-	-	-	52.0%	54.7%	39.4%	31.1%	45.1%	47.2%	45.3%	45.8%	53.9%	45.3%	56.0%	49.8%	47.1%	49.3%	43.1%	53.6%
Labour enters a coalition with the Liberal Democrats	29.9%	27.6%	32.0%	35.1%	29.5%	25.0%	-	29.9%	-	-	-	-	18.4%	22.6%	42.5%	41.7%	38.9%	30.2%	35.1%	36.0%	23.5%	36.1%	28.1%	30.1%	30.7%	30.9%	16.0%	27.7%
Labour enters a coalition with the SNP	21.0%	23.7%	18.6%	23.6%	18.8%	21.3%	-	21.0%	-	-	-	-	29.5%	22.6%	18.1%	27.2%	16.0%	22.7%	19.6%	18.2%	22.6%	18.6%	16.0%	20.2%	22.1%	19.8%	40.9%	18.7%
SIGMA	674	322	352	206	265	202	-	674	-	-	-	-	37	368	103	10	133	134	91	188	261	96	101	222	181	601	40	33
	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%

Coalition Rankings

Table 2
Q2. Normal weightings
Q2. If, following the election on May 7th, the Conservatives are the largest party but do not have enough seats to form a majority, rank these outcomes in order of your preference.
Base: Conservative Voters

	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	647	342	305	97	195	355	647	0	0	0	0	0	478	25	30	10	92	201	142	163	141	55	117	140	276	588	30	29
Weighted Total	608	346	262	131	190	287	608	0	0	0	0	0	438	29	39	7	85	160	112	189	147	65	106	132	247	551	30	28
The Conservatives lead a minority government	40.9%	37.1%	45.9%	35.9%	40.6%	43.4%	40.9%	-	-	-	-	-	43.6%	31.2%	39.5%	24.4%	33.7%	37.6%	38.9%	41.3%	45.4%	41.0%	44.4%	42.0%	39.7%	41.3%	34.2%	39.8%
The Conservatives enter a coalition with the Liberal Democrats	42.0%	46.2%	36.6%	46.4%	40.9%	40.8%	42.0%	-	-	-	-	-	39.9%	51.5%	54.6%	6.2%	46.8%	45.1%	44.2%	42.5%	36.4%	39.8%	37.3%	38.3%	46.5%	42.0%	36.0%	49.5%
The Conservatives enter a coalition with UKIP	17.1%	16.8%	17.5%	17.7%	18.5%	15.8%	17.1%	-	-	-	-	-	16.5%	17.3%	5.9%	69.4%	19.5%	17.2%	16.9%	16.2%	18.2%	19.2%	18.3%	19.7%	13.7%	16.7%	29.8%	10.7%
SIGMA	608	346	262	131	190	287	608	-	-	-	-	-	438	29	39	7	85	160	112	189	147	65	106	132	247	551	30	28
	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%

Coalition Rankings

Table 3
Q3. Normal weightings
Q3. If, following the election on May 7th, both the Conservative and Labour parties were looking to form a coalition with the Liberal Democrats, rank these outcomes in order of your preference.
Base: Liberal Democrat Voters

	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	131	75	56	27	36	68	0	0	131	0	0	0	10	5	86	9	16	42	39	25	25	24	23	24	45	116	10	5	
Weighted Total	140	77	63	44	40	56	0	0	140	0	0	0	14	6	88	7	18	43	37	26	34	36	24	23	42	125	9	6	
The Liberal Democrats do not form a coalition	19.8%	12.9%	28.3%	29.9%	25.2%	7.9%	-	-	19.8%	-	-	-	29.0%	-	15.4%	24.9%	35.2%	12.3%	15.4%	31.5%	25.0%	25.6%	3.6%	21.5%	24.6%	20.3%	-	38.1%	
The Liberal Democrats form a coalition with Labour	38.6%	40.0%	37.0%	49.3%	35.4%	32.5%	-	-	38.6%	-	-	-	16.7%	56.2%	39.1%	29.3%	50.2%	40.4%	33.2%	32.5%	47.0%	25.6%	56.7%	37.1%	42.1%	39.3%	30.1%	38.1%	
The Liberal Democrats form a coalition with the Conservatives	41.6%	47.2%	34.7%	20.8%	39.4%	59.6%	-	-	41.6%	-	-	-	54.3%	43.8%	45.4%	45.8%	14.6%	47.3%	51.4%	36.0%	28.0%	48.8%	39.7%	41.3%	33.2%	40.4%	69.9%	23.7%	
SIGMA	140	77	63	44	40	56	-	-	140	-	-	-	14	6	88	7	18	43	37	26	34	36	24	23	42	125	9	6	
	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%	100%

Coalition Rankings

Table 4
Q4. Normal weightings
Q4. If, following the election on May 7th, the possibility of a coalition between UKIP and the Conservatives arose, which of the following outcomes would you prefer?
Base: UKIP Voters

	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	338	165	173	63	106	169	0	0	0	338	0	0	105	30	46	74	68	62	60	99	117	24	72	68	152	316	4	18	
Weighted Total	326	161	164	94	102	130	0	0	0	326	0	0	95	33	58	54	68	44	43	110	130	36	67	62	135	300	4	21	
UKIP forms a coalition with the Conservatives	213	120	92	52	61	100	-	-	-	213	-	-	83	14	36	34	36	36	32	75	70	21	46	43	87	198	4	11	
	65.3%	74.6%	56.2%	55.3%	60.1%	76.5%	-	-	-	65.3%	-	-	87.7%	43.3%	61.2%	63.4%	52.1%	83.4%	74.4%	68.3%	53.6%	59.1%	68.7%	69.2%	64.8%	65.9%	100.0%	50.7%	
UKIP does not form a coalition with the Conservatives	113	41	72	42	41	31	-	-	-	113	-	-	12	19	23	20	33	7	11	35	60	15	21	19	47	103	-	11	
	34.7%	25.4%	43.8%	44.7%	39.9%	23.5%	-	-	-	34.7%	-	-	12.3%	56.7%	38.8%	36.6%	47.9%	16.6%	25.6%	31.7%	46.4%	40.9%	31.3%	30.8%	35.2%	34.1%	-	49.3%	
SIGMA	326	161	164	94	102	130	-	-	-	326	-	-	95	33	58	54	68	44	43	110	130	36	67	62	135	300	4	21	
	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%	100%

Coalition Rankings

Table 5
Q5. Normal weightings
Q5. If, following the election on May 7th, the possibility of a coalition between the SNP and Labour arose, which of the following outcomes would you prefer?
Base: SNP Voters

	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	76	35 41	16 28 32			0 0 0 0 76 0						0 14 5 43 13					31 12 21 12				0 0 0 0 0 76 0						
Weighted Total	81	40 42	26 26 30			0 0 0 0 81 0						0 14 5 45 17					26 11 28 16				0 0 0 0 0 81 0						
The SNP forms a coalition with Labour	58	26 32	21 18 19			- - - - 58 -						- 12 3 30 13					20 8 19 12				- - - - - 58 -						
	71.7%	65.5% 77.6%	81.0% 70.9% 64.3%			- - - - 71.7% -						- 82.8% 65.1% 65.6% 79.8%					76.5% 69.7% 66.7% 73.9%				- - - - - 71.7% -						
The SNP does not form a coalition with Labour	23	14 9	5 7 11			- - - - 23 -						- 2 2 15 3					6 3 9 4				- - - - - 23 -						
	28.3%	34.5% 22.4%	19.0% 29.1% 35.7%			- - - - 28.3% -						- 17.2% 34.9% 34.4% 20.2%					23.5% 30.3% 33.3% 26.1%				- - - - - 28.3% -						
SIGMA	81	40 42	26 26 30			- - - - 81 -						- 14 5 45 17					26 11 28 16				- - - - - 81 -						
	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%						