

# Coalition Rankings

# Poll

20/04/2015

Prepared by Survation

# Methodology

## Fieldwork Dates

8<sup>th</sup> – 9<sup>th</sup> and 16<sup>th</sup> – 17<sup>th</sup> 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

1,829

## 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 1,829 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.

## 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% |          |       |       |         |          |       |