

YouGov / Shelter Survey Results

Sample Size: 1610 GB Adults
Fieldwork: 24th - 25th March 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					Likelihood of Changing Vote at Election							
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	No chance at all	Unlikely	Possible	Likely	Possible + Likely combined	Don't know	
Weighted Sample	1610	X	X	X	X	460	416	300	781	829	192	407	551	460	918	692	206	523	345	396	140	691	431	215	115	330	158	
Unweighted Sample	1610	419	460	85	169	434	414	309	771	839	155	294	646	515	1078	532	171	541	339	423	136	716	430	209	118	327	137	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	43	58	58	32	37	51	54	30	48	39	26	32	48	54	43	43	38	42	41	44	56	100	0	0	0	0	0
Unlikely – I may yet change my mind, but I would be surprised if I didn't end up voting for this party	27	30	27	42	36	30	24	33	26	27	23	32	28	22	28	25	28	27	26	28	22	0	100	0	0	0	0
Possible – I could very possibly change my mind before the election	13	10	10	23	24	10	10	21	12	15	15	16	12	11	13	13	12	16	13	11	11	0	0	100	0	65	0
Likely – I really haven't made my mind up and it's as likely as not I will change my intention before polling day	7	0	2	3	1	5	6	8	5	9	9	6	6	8	7	8	10	7	8	7	4	0	0	0	100	35	0
Don't know	10	2	3	0	2	4	6	7	9	10	27	14	5	4	9	11	12	8	12	10	7	0	0	0	0	0	100

Here is a list of things that people often say help them decide which party to vote for. Which three of the following, if any, will be the most important things to you in deciding which party to vote for at the general election? Please select up to three options:

Whether they are on the side of people like me and my family	52	33	69	53	62	43	66	57	46	57	36	46	56	58	49	55	46	48	56	56	48	54	56	51	64	56	22
Their trustworthiness	52	45	59	50	57	51	56	54	49	55	41	43	56	62	53	52	45	50	54	57	57	53	50	63	70	65	28
The state of the national economy	47	71	35	63	45	63	35	49	51	42	38	40	48	55	51	41	50	49	49	41	43	50	50	49	55	51	13
Their ability to make tough decisions	47	71	38	51	60	67	36	42	49	46	44	43	46	55	51	43	48	50	48	46	42	50	57	45	45	45	16
The personalities of the leaders	15	23	9	17	19	20	12	14	15	16	13	20	15	13	17	14	12	17	18	12	18	14	20	17	14	16	11
Loyalty to my party	11	10	20	12	9	9	20	5	13	10	15	9	11	12	11	11	9	11	11	12	15	19	9	5	2	4	0
Other [For all open responses, please see Tab2]	8	3	10	6	7	4	8	13	8	7	5	9	8	7	7	8	11	7	7	7	7	9	7	6	7	6	6
Don't know	9	3	4	3	2	4	8	5	9	10	24	13	5	4	7	12	10	10	7	10	8	3	3	5	6	5	59

Which five of the following pledges, if any, would best demonstrate to you that a political party is on the side of people like you and your family? Please select up to five options:

Pledge in increase funding for the NHS	59	51	78	54	55	48	77	65	55	63	44	55	62	67	56	64	55	56	59	65	65	64	60	65	56	62	33
Pledge to lower immigration	44	58	31	27	83	65	38	32	43	44	14	36	46	60	38	51	33	42	47	48	44	47	45	43	52	46	21
Pledge to build a better welfare system	43	40	55	48	35	40	50	47	43	44	35	37	49	47	43	44	37	37	48	50	48	50	44	41	36	39	23
Pledge to build more affordable housing	38	27	54	51	25	27	46	49	38	38	34	40	37	38	39	37	43	41	37	34	31	40	41	38	36	37	20
Pledge to increase economic growth	36	57	33	35	24	48	31	34	41	32	29	35	38	39	41	30	37	37	38	31	44	41	40	33	32	33	15
Pledge to lower taxes	29	36	25	30	28	33	28	25	31	28	31	31	33	23	31	28	30	27	34	27	35	30	28	30	42	34	21
Pledge to raise pensions	29	28	31	34	43	27	37	31	27	31	9	18	30	47	27	32	21	26	33	31	43	35	26	30	22	27	16
Pledge to lower crime	26	31	25	11	36	34	25	20	24	28	18	26	27	28	24	29	24	25	27	29	23	27	28	25	31	27	14
Pledge to hold a referendum on EU membership	25	39	12	12	68	46	14	17	27	22	9	16	25	38	22	28	17	28	26	23	24	27	28	26	23	25	5
Pledge to invest in transport infrastructure	19	21	21	27	9	19	20	25	24	14	18	22	18	18	24	12	18	23	17	17	18	20	23	23	14	20	4
Pledge to lower university costs	18	8	30	20	11	8	23	21	15	22	28	19	19	12	19	18	23	18	16	20	11	18	20	21	17	20	11
Pledge to increase protections for the environment	17	12	18	25	10	11	17	24	17	17	22	18	17	14	19	14	20	18	20	14	7	15	19	22	21	22	8
Pledge to increase the number of higher performing schools	16	19	21	22	8	16	18	17	15	18	20	20	16	12	18	14	17	19	14	16	11	16	18	21	13	18	9
Other [For all open responses, please see Tab3]	5	3	3	6	4	5	4	8	6	4	3	5	7	5	6	4	9	5	4	5	6	5	6	4	8	5	5
Don't know	9	3	4	8	3	4	6	7	9	9	25	13	5	3	7	10	11	9	7	9	8	4	3	5	7	6	51