

YouGov / Prospect Survey

Sample Size: 100000 GB Adults
 Fieldwork: 6th - 18th May 2015

	Gender		Age					Age and Gender										
Total	Male	Female	18-29	30-39	40-49	50-59	60+	18-29 Male	30-39 Male	40-49 Male	50-59 Male	60+ Male	18-29 Female	30-39 Female	40-49 Female	50-59 Female	60+ Female	
Weighted Sample	100000	48500	51500	18506	18694	15119	19081	28600	9098	9502	7258	9642	13000	9408	9192	7862	9438	15600
Unweighted Sample	100000	51134	48866	11131	14059	16320	20475	38015	4920	6256	7983	10357	21618	6211	7803	8337	10118	16397
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which party did you vote for?
[Asked to respondents who voted; n=92945]

Conservative	38	37	38	32	36	33	36	45	34	38	34	33	44	29	33	33	38	46
Labour	31	29	33	36	34	33	32	25	31	31	31	31	24	41	37	36	32	25
Liberal Democrat	8	8	8	9	8	7	7	7	10	8	7	7	7	8	8	7	7	8
Scottish National Party (SNP)	5	5	4	5	5	5	5	3	5	5	6	6	4	4	5	5	4	3
Plaid Cymru	1	1	0	1	0	1	1	0	1	1	1	1	0	1	0	1	0	0
United Kingdom Independence Party (UKIP)	13	15	12	9	10	14	16	16	10	11	16	18	18	7	9	12	14	14
Green Party	4	4	4	7	5	4	3	2	6	5	4	3	2	8	5	4	3	2
British National Party (BNP)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Don't know	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1

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	Social Grade				Highest Educational Level					Housing Status					Work Sector	
Total	AB	C1	C2	DE	GCSE or Lower	A Level	University	Other	Don't Know/Refused	Own Outright	Mortgage	Social Housing	Private Rented	Don't Know	Private Sector	Public Sector
Weighted Sample 100000	28000	29000	21000	22000	33804	16246	26840	18521	3590	18964	18153	6377	7907	2116	42968	21712
Unweighted Sample	46199	25516	12322	15963	25349	12976	36363	21925	2388	22751	18190	4527	6838	1345	41945	24316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which party did you vote for?

[Asked to respondents who voted; n=92945]

Conservative	38	44	38	36	29	38	37	35	41	32	47	42	20	34	31	43	33
Labour	31	28	30	31	37	30	31	34	27	33	23	29	45	32	38	26	36
Liberal Democrat	8	10	9	6	6	5	8	11	8	4	8	8	5	9	8	7	9
Scottish National Party (SNP)	5	4	5	5	5	3	6	5	5	6	3	4	7	4	4	4	5
Plaid Cymru	1	1	1	1	0	0	1	1	0	0	0	0	0	0	0	0	1
United Kingdom Independence Party (UKIP)	13	9	11	17	18	20	11	6	13	18	15	12	18	12	10	14	11
Green Party	4	4	5	3	3	2	5	6	3	3	2	3	3	7	6	4	4
British National Party (BNP)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Don't know	1	1	1	1	1	1	1	1	1	3	0	1	0	0	2	1	1

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	Household Income				Newspaper									
	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	The Express	The Daily Mail / The Scottish Daily Mail	The Mirror / Daily Record	The Daily Star / The Daily Star of Scotland	The Sun	The Daily Telegraph	The Guardian	The Independent	The Times	
Weighted Sample	100000	22711	27676	17506	7070	1731	12525	8664	1330	18458	3794	3437	1095	3792
Unweighted Sample	100000	18778	27165	20163	10406	1972	13560	3567	363	5187	7526	14169	4196	7225
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which party did you vote for?

[Asked to respondents who voted; n=92945]

Conservative	38	29	37	42	51	51	59	11	25	47	69	6	17	55
Labour	31	36	32	29	23	13	14	67	41	24	8	62	47	20
Liberal Democrat	8	7	8	9	10	5	5	5	3	4	8	11	16	13
Scottish National Party (SNP)	5	5	4	5	4	2	1	6	3	4	0	3	3	1
Plaid Cymru	1	1	0	1	0	0	0	0	0	0	0	1	1	1
United Kingdom Independence Party (UKIP)	13	17	14	10	7	27	19	9	26	19	12	1	4	6
Green Party	4	4	4	4	3	1	1	2	1	1	1	14	11	3
British National Party (BNP)	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Other	1	1	1	1	1	1	1	1	0	0	1	2	1	1
Don't know	1	1	0	0	0	0	1	0	1	1	0	0	0	1