

# Sunday Mirror – Female Voters Election Poll

## METHODOLOGY NOTE

ComRes interviewed 1,033 British women online between 22nd and 23rd April 2015. Data were weighted to be representative of the known population. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

[katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q1. Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**  
**Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
Conservative	257 25%	-	257 25%	5 4%	19 11%	33 19%Cd	66 37%CDE	42 29%CDe	90 37%CDE	76 29%L	84 28%L	48 24%	48 18%	32 24%	96 23%
Labour	226 22%	-	226 22%	8 7%	44 25%C	41 24%C	41 22%C	31 21%C	61 25%C	54 21%	59 19%	44 22%	69 26%	33 25%	86 21%
Liberal Democrat	169 16%	-	169 16%	14 12%	24 14%	35 21%c	24 13%	34 23%CdFh	37 15%	46 18%	64 21%L	29 15%	31 11%	19 15%	78 19%
Other	63 6%	-	63 6%	2 2%	6 4%	10 6%	8 5%	15 10%CDf	21 9%Cd	12 5%	12 4%	15 8%	24 9%J	8 6%	15 4%
Did not vote	256 25%	-	256 25%	80 68%DEFGH	68 39%EFGH	39 23%GH	31 17%H	17 12%	20 8%	54 21%	76 25%	51 26%	75 28%	33 25%	118 28%
Don't remember	41 4%	-	41 4%	5 4%	11 6%G	6 3%	8 4%	2 1%	10 4%	12 5%j	5 2%	10 5%j	14 5%J	4 3%	9 2%
Refused	22 2%	-	22 2%	3 2%	3 1%	6 4%	3 2%	5 3%	3 1%	6 2%	6 2%	2 1%	8 3%	3 2%	13 3%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q1. Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**  
**Base: All respondents**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
Conservative	257 25%	176 65%BCD	20 6%	6 10%	33 39%BC	1 3%	- -	- -	1 49%	1 18%	4 3%	257 100%KL	- -	- -
Labour	226 22%	13 5%	171 55%ACD	3 5%	10 12%A	1 3%	9 25%	1 13%	1 51%	1 37%	4 4%	- -	226 100%JL	- -
Liberal Democrat	169 16%	33 12%	38 12%	43 68%ABD	18 22%AB	11 35%	2 5%	- -	- -	2 46%	10 9%	- -	- -	169 100%JK
Other	63 6%	4 2%	6 2%	1 1%	15 17%ABC	6 17%	19 58%	1 26%	- -	- -	6 5%	- -	- -	- -
Did not vote	256 25%	42 15%D	61 20%cD	5 8%	5 6%	13 40%	4 12%	2 41%	- -	- -	62 54%	- -	- -	- -
Don't remember	41 4%	2 1%	12 4%A	5 7%Ad	1 1%	- -	- -	- -	- -	- -	14 13%	- -	- -	- -
Refused	22 2%	- -	2 1%	- -	2 3%A	1 2%	- -	1 21%	- -	- -	14 12%	- -	- -	- -

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey

### ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q1. Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	England (n)	Scotland (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
Conservative	257 25%	8 10%	10 18%	239 27%A	4 10%	25 21%a	21 24%A	26 28%A	17 22%a	34 34%AbF	44 32%Af	36 25%A	31 34%Abf	239 27%O	8 10%	10 18%
Labour	226 22%	30 35%DfHJKLM	13 25%	182 20%	15 34%	26 21%	29 34%fHJKLM	13 14%	17 22%	14 14%	28 20%	24 16%	17 18%	182 20%	30 35%N	13 25%
Liberal Democrat	169 16%	7 8%	13 25%Ak	149 17%a	8 17%	22 19%a	13 15%	14 15%	8 11%	13 13%	17 12%	26 18%a	27 29%AGHIJKI	149 17%o	7 8%	13 25%O
Other	63 6%	24 28%DBFGHIJKL4 M	2 4%	37 4%	- -	7 6% <i>m</i>	5 6% <i>m</i>	3 3%	4 6% <i>m</i>	5 5% <i>m</i>	4 3%	7 5% <i>m</i>	* *	37 4%	24 28%NP	2 4%
Did not vote	256 25%	14 17%	10 20%	231 26%	16 36%	32 27% <i>gm</i>	13 15%	29 32%AGM	27 35%AGM	27 27% <i>gm</i>	36 26% <i>gm</i>	38 26% <i>gm</i>	14 15%	231 26%	14 17%	10 20%
Don't remember	41 4%	2 2%	1 2%	38 4%	1 3%	6 5%	3 4%	3 4%	1 1%	4 4%	5 4%	10 7%	2 2%	38 4%	2 2%	1 2%
Refused	22 2%	1 1%	3 6%f	18 2%	- -	1 1%	2 2%	4 4%	2 3%	2 2%	2 1%	4 3%	2 2%	18 2%	1 1%	3 6%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q2. In the General Election coming up in May, how likely would you be to vote on a scale of 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote?**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector		
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432	
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415	
Absolutely certain to vote	(10)	626 61%	-	626 61%	50 42%	86 49%	94 55% <sub>c</sub>	106 59% <sub>C</sub>	109 74% <sub>CDEF</sub>	180 74% <sub>CDEF</sub>	169 65% <sub>K</sub>	187 61%	106 53%	164 61%	83 63%	226 54%
	(9)	124 12%	-	124 12%	18 15%	25 15%	25 15%	18 10%	15 10%	23 9%	37 14% <sub>L</sub>	39 13% <sub>L</sub>	32 16% <sub>L</sub>	15 5%	20 15%	61 15%
	(8)	64 6%	-	64 6%	13 11% <sub>G</sub>	10 5%	13 8%	10 6%	5 3%	13 6%	16 6%	17 6%	14 7%	16 6%	6 4%	23 6%
	(7)	41 4%	-	41 4%	6 5% <sub>h</sub>	10 6% <sub>gH</sub>	9 5% <sub>h</sub>	9 5% <sub>h</sub>	2 2%	4 1%	10 4%	18 6%	5 2%	8 3%	5 4%	25 6%
	(6)	22 2%	-	22 2%	3 2%	9 5% <sub>fgh</sub>	3 2%	2 1%	2 1%	4 2%	6 2%	4 1%	5 2%	7 3%	2 2%	11 3%
	(5)	30 3%	-	30 3%	4 4% <sub>h</sub>	10 5% <sub>gH</sub>	5 3% <sub>h</sub>	9 5% <sub>gH</sub>	1 1%	1 *	2 1%	9 3% <sub>i</sub>	5 3%	14 5% <sub>l</sub>	3 3%	13 3%
	(4)	9 1%	-	9 1%	2 2%	2 1%	-	3 2%	-	2 1%	3 1%	1 *	5 2% <sub>jL</sub>	-	1 1%	2 1%
	(3)	6 1%	-	6 1%	2 2%	2 1%	2 1%	-	-	-	3 1%	1 *	-	2 1%	2 1%	1 *
	(2)	7 1%	-	7 1%	2 2%	1 *	1 1%	2 1%	-	1 1%	3 1%	2 1%	-	2 1%	1 *	3 1%
Certain not to vote	(1)	60 6%	-	60 6%	9 7% <sub>h</sub>	12 7%	14 8% <sub>gH</sub>	15 8% <sub>gH</sub>	4 3%	7 3%	6 2%	13 4%	22 11% <sub>J</sub>	19 7% <sub>l</sub>	6 5%	34 8%
Refused	10 1%	-	10 1%	-	1 1%	1 1%	3 2%	4 2%	1 *	1 1%	1 *	3 1%	5 2%	-	8 2%	
Don't know	35 3%	-	35 3%	9 8% <sub>EFh</sub>	7 4%	3 2%	4 2%	5 3%	7 3%	4 2%	11 4%	4 2%	17 6% <sub>lk</sub>	3 2%	8 2%	
Mean	8.68	-	8.68	8.01	8.21	8.41	8.38	9.41 <sub>CDEF</sub>	9.31 <sub>CDEF</sub>	9.05 <sub>KL</sub>	8.83 <sub>K</sub>	8.20	8.49	8.84	8.39	
Standard deviation	2.48	-	2.48	2.82	2.68	2.72	2.78	1.71	1.82	1.96	2.25	2.96	2.73	2.31	2.72	

**General Election 2015 Womens Survey**  
ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q2. In the General Election coming up in May, how likely would you be to vote on a scale of 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote?**

**Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
Standard error	0.08	-	0.08	0.27	0.22	0.20	0.20	0.13	0.13	0.12	0.13	0.22	0.18	0.20	0.13

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

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**Base: All respondents**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election				
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conservative (j)	Labour (k)	Liberal Democrat (l)	
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159	
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169	
Absolutely certain to vote	(10)	626	189	220	41	85	33	29	5	1	3	21	197	168	114
		61%	70%	71%	65%	100%ABC	100%	85%	100%	100%	100%	18%	77%l	75%	67%
	(9)	124	38	37	15	-	-	3	-	-	-	5	33	27	24
		12%	14%D	12%D	24%aBD	-	-	9%	-	-	-	5%	13%	12%	14%
	(8)	64	17	18	4	-	-	1	-	-	-	4	15	14	8
		6%	6%D	6%D	6%D	-	-	3%	-	-	-	3%	6%	6%	5%
	(7)	41	12	13	2	-	-	1	-	-	-	4	3	8	10
		4%	4%d	4%d	3%	-	-	2%	-	-	-	4%	1%	4%	6%J
	(6)	22	6	11	1	-	-	-	-	-	-	3	3	5	3
		2%	2%	4%	2%	-	-	-	-	-	-	2%	1%	2%	2%
	(5)	30	9	11	-	-	-	1	-	-	-	5	1	2	-
		3%	3%	4%	-	-	-	2%	-	-	-	4%	*	1%	-
	(4)	9	-	-	-	-	-	-	-	-	-	-	2	-	-
		1%	-	-	-	-	-	-	-	-	-	-	1%	-	-
	(3)	6	-	-	-	-	-	-	-	-	-	2	-	-	-
		1%	-	-	-	-	-	-	-	-	-	1%	-	-	-
	(2)	7	-	-	-	-	-	-	-	-	-	3	-	-	1
		1%	-	-	-	-	-	-	-	-	-	3%	-	-	1%
Certain not to vote	(1)	60	-	-	-	-	-	-	-	-	-	38	3	-	-
		6%	-	-	-	-	-	-	-	-	-	33%	1%	-	-
Refused		10	-	-	-	-	-	-	-	-	-	9	-	-	3
		1%	-	-	-	-	-	-	-	-	-	8%	-	-	2%j
Don't know		35	-	-	-	-	-	-	-	-	-	20	1	1	5
		3%	-	-	-	-	-	-	-	-	-	18%	*	*	3%Jk
Mean		8.68	9.35	9.32	9.46	10.00ABC	10.00	9.71	10.00	10.00	10.00	4.80	9.51	9.51	9.41
Standard deviation		2.48	1.25	1.31	0.90	*	0.00	0.87	0.00	-	0.00	3.94	1.30	1.03	1.19

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q2. In the General Election coming up in May, how likely would you be to vote on a scale of 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote?**

**Base: All respondents**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conservative (j)	Labour (k)	Liberal Democrat (l)
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
Standard error	0.08	0.07	0.08	0.11	*	0.00	0.14	0.00	-	0.00	0.45	0.08	0.07	0.10

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

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Absolutes/col percents

**Q2. In the General Election coming up in May, how likely would you be to vote on a scale of 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote?**

**Base: All respondents**

	Total	Region											Region Summary				
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	England (n)	Scotland (o)	Wales (p)	
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52	
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*	
Absolutely certain to vote	(10)	626 61%	59 68%L	30 57%	537 60%	25 56%	65 55%	59 67%L	52 56%	50 66%	64 65%l	81 60%	76 52%	64 69%fL	537 60%	59 68%	30 57%
	(9)	124 12%	9 11%	9 17%	105 12%	6 14%	16 14%	7 8%	10 11%	6 8%	11 12%	19 14%	20 14%	10 11%	105 12%	9 11%	9 17%
	(8)	64 6%	3 3%	2 5%	59 7%	2 4%	10 8%	4 5%	7 8%	8 10%	6 6%	6 4%	10 7%	6 6%	59 7%	3 3%	2 5%
	(7)	41 4%	4 5%	1 2%	35 4%	-	6 5%	2 2%	2 2%	2 3%	5 5%	7 5%	7 5%	4 4%	35 4%	4 5%	1 2%
	(6)	22 2%	1 1%	2 3%	20 2%	-	2 2%	2 2%	3 4%	1 1%	2 2%	3 2%	2 2%	4 5%	20 2%	1 1%	2 3%
	(5)	30 3%	1 1%	* 1%	29 3%	4 10%	2 2%	6 7%Km	2 3%	2 3%	3 3%	1 1%	6 4%	1 1%	29 3%	1 1%	* 1%
	(4)	9 1%	-	-	9 1%	-	3 2%	-	-	1 2%	1 1%	-	4 2%	-	9 1%	-	-
	(3)	6 1%	-	-	6 1%	2 4%	1 *	-	2 2%	-	-	1 1%	1 1%	-	6 1%	-	-
	(2)	7 1%	-	-	7 1%	-	1 1%	-	2 2%	-	-	1 1%	2 1%	*	7 1%	-	-
Certain not to vote	(1)	60 6%	7 8% <i>m</i>	1 2%	52 6%	4 9%	4 4%	5 6%	5 5%	3 5%	4 4%	15 11% <i>fM</i>	9 6%	1 2%	52 6%	7 8%	1 2%
Refused	10 1%	-	2 4% <i>dj</i>	8 1%	-	2 1%	1 1%	2 2%	-	-	1 1%	3 2%	-	8 1%	-	2 4% <i>n</i>	
Don't know	35 3%	2 3%	5 9% <i>DK</i>	28 3%	1 3%	7 6% <i>k</i>	2 2%	4 4%	2 3%	2 2%	1 1%	6 4%	2 3%	28 3%	2 3%	5 9% <i>N</i>	
Mean	8.68	8.80	9.20 <i>L</i>	8.64	8.11	8.71	8.76	8.50	8.88	8.89	8.37	8.35	9.21 <i>HKL</i>	8.64	8.80	9.20	
Standard deviation	2.48	2.60	1.72	2.50	3.05	2.29	2.48	2.63	2.24	2.19	2.94	2.66	1.67	2.50	2.60	1.72	

**General Election 2015 Womens Survey**  
ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q2. In the General Election coming up in May, how likely would you be to vote on a scale of 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote?**

**Base: All respondents**

	Region													Region Summary		
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	England (n)	Scotland (o)	Wales (p)
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
Standard error	0.08	0.28	0.25	0.09	0.52	0.23	0.25	0.28	0.28	0.20	0.27	0.23	0.17	0.09	0.28	0.25

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey

### ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q3. In the General Election coming up in May, will you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**  
**Base: All respondents saying 5-10 likely to vote**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	923	-	923	100	133	175	170	160	185	246	299	162	216	124	387
Weighted base	906	**	906	94*	150*	149	155	134	225	240	275	166	224	118*	359
Labour	306 34%	- 34%	306 34%	37 40%gh	64 43%GH	56 38%gh	51 33%	36 27%	61 27%	73 31%	81 29%	68 41%iJ	84 38%	44 37%	124 35%
Conservative	260 29%	- 29%	260 29%	20 21%	31 21%	33 22%	44 29%	54 40%CDEf	78 35%CDE	78 33%	84 31%	43 26%	55 24%	30 26%	100 28%
UKIP	120 13%	- 13%	120 13%	5 5%	7 5%	22 15%CD	28 18%CD	18 14%CD	40 18%CD	23 10%	34 12%	25 15%	39 17%l	14 11%	45 13%
Lib Dem	58 6%	- 6%	58 6%	5 5%	11 8%	10 6%	6 4%	8 6%	18 8%	22 9%L	19 7%l	10 6%	6 3%	7 6%	21 6%
Green	44 5%	- 5%	44 5%	13 14%EFGH	15 10%FGH	7 5%h	2 2%	2 1%	4 2%	11 4%	17 6%	4 3%	11 5%	8 7%	16 5%
SNP	33 4%	- 4%	33 4%	3 3%	8 6%F	5 3%	1 1%	9 7%Fh	6 3%	6 3%	7 3%	5 3%	14 6%j	4 3%	11 3%
Plaid Cymru	5 1%	- 1%	5 1%	3 3%deg	-	-	1 1%	-	1 1%	3 1%j	-	1 *	1 1%	1 1%	2 1%
BNP	1 *	- *	1 *	-	-	1 *	1 *	-	-	-	-	-	1 1%	1 1%	1 *
Other	4 *	- *	4 *	-	-	1 1%	1 1%	1 *	1 1%	1 *	2 1%	-	1 *	1 1%	1 *
Refused	11 1%	- 1%	11 1%	1 1%	1 1%	4 3%	2 1%	1 *	2 1%	4 2%	4 1%	1 *	2 1%	2 1%	3 1%
Don't know	65 7%	- 7%	65 7%	7 7%	12 8%	11 7%	18 12%Gh	4 3%	14 6%	19 8%	27 10%L	10 6%	9 4%	8 7%	33 9%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey

### ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q3. In the General Election coming up in May, will you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**  
**Base: All respondents saying 5-10 likely to vote**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	923	277	299	63	94	32	38	4	2	4	47	261	229	154
Weighted base	906	271	309	63*	85*	33**	34**	5**	1**	3**	42*	251	225	160
Labour	306 34%	-	306 99%ACD	-	-	-	-	-	-	-	-	19 8%	170 75%JL	36 23%J
Conservative	260 29%	260 96%BCD	-	-	-	-	-	-	-	-	-	175 70%KL	13 6%	26 16%K
UKIP	120 13%	-	-	-	83 98%ABC	-	-	-	-	-	-	43 17%K	15 7%	20 12%
Lib Dem	58 6%	-	-	58 92%ABD	-	-	-	-	-	-	-	4 2%	3 1%	40 25%JK
Green	44 5%	-	-	-	-	30 93%	-	-	-	-	-	-	3 1%	13 8%JK
SNP	33 4%	-	-	-	-	-	33 97%	-	-	-	-	-	8 3%J	2 1%
Plaid Cymru	5 1%	-	-	-	-	-	-	5 100%	-	-	-	-	1 *	-
BNP	1 *	-	-	-	-	-	-	-	1 100%	-	-	1 *	1 *	-
Other	4 *	-	-	-	-	-	-	-	-	3 78%	-	1 *	1 1%	1 *
Refused	11 1%	-	1 *	-	-	-	-	-	-	-	10 24%	-	1 *	-
Don't know	65 7%	11 4%B	3 1%	5 8%B	2 2%	2 7%	1 3%	-	-	1 22%	32 76%	8 3%	10 5%	23 14%JK

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey

### ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q3. In the General Election coming up in May, will you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**  
**Base: All respondents saying 5-10 likely to vote**

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Eng-land (n)	Scot-land (o)	Wales (p)
Unweighted base	923	82	46	795	30	91	93	84	59	109	107	127	95	795	82	46
Weighted base	906	76*	45*	784	37**	102*	79*	78*	69*	91*	117*	122	89*	784	76*	45*
Labour	306 34%	24 32%	16 35%	265 34%	19 51%	37 36%j	35 44%hJM	23 30%	26 38%j	19 21%	45 39%Jm	39 32%	23 25%	265 34%	24 32%	16 35%
Conservative	260 29%	9 11%	10 22%	241 31%A	11 30%	31 31%A	20 25%A	26 34%A	19 28%A	32 35%A	38 32%A	33 27%A	31 35%A	241 31%O	9 11%	10 22%
UKIP	120 13%	- -	6 13%A	114 15%A	4 10%	15 15%A	11 14%A	14 18%A	7 11%A	22 24%AiKI	11 9%A	16 13%A	14 15%A	114 15%O	- -	6 13%O
Lib Dem	58 6%	1 2%	6 14%dAg	50 6%	- -	8 8%	3 4%	4 6%	3 5%	8 9%a	7 6%	9 7%	8 9%a	50 6%	1 2%	6 14%nO
Green	44 5%	2 2%	2 3%	40 5%	1 4%	6 6%	4 5%	2 3%	7 11%j	2 3%	6 5%	7 6%	4 4%	40 5%	2 2%	2 3%
SNP	33 4%	33 43%DBFGHIJKL M	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	33 43%NP	- -
Plaid Cymru	5 1%	- -	5 11%DAFGHIJKL- M	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 11%NO
BNP	1 *	- -	- -	1 *	1 2%	- -	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -
Other	4 *	1 2%	- -	2 *	- -	- -	2 3%kl	- -	- -	- -	- -	- -	- -	2 *	1 2%	- -
Refused	11 1%	- -	- -	11 1%	- -	- -	1 2%	2 2%	- -	2 2%	2 2%	3 2%	1 2%	11 1%	- -	- -
Don't know	65 7%	7 9%	* 1%	58 7%	1 3%	5 5%	3 4%	6 7%	6 9%	5 5%	9 7%	15 13%Bfgj	8 10%	58 7%	7 9%	* 1%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p**  
**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey

### ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**  
**Base: All respondents saying 1-4 DK Ref for likely to vote or who say DK/Ref at Q3**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	190	-	190	26	39	40	42	20	23	48	60	39	43	28	82
Weighted base	204	-**	204	32**	38*	36**	46**	18**	34**	42*	60*	44**	56**	22**	93*
Conservative	28 14%	- 14%	28 14%	4 13%	3 9%	6 16%	7 15%	2 13%	6 16%	8 19%	10 17%	7 15%	3 5%	1 3%	12 13%
Labour	22 11%	- 11%	22 11%	3 8%	3 8%	4 11%	9 20%	4 22%	-	2 6%	4 7%	6 14%	10 17%	4 19%	7 7%
Lib Dem	13 6%	- 6%	13 6%	2 7%	-	2 6%	5 11%	2 13%	1 3%	4 9%	5 8%	4 8%	1 1%	4 17%	5 5%
UKIP	12 6%	- 6%	12 6%	* 2%	4 9%	2 5%	2 5%	2 10%	2 7%	2 4%	1 2%	5 11%	4 7%	2 7%	6 6%
Green	11 5%	- 5%	11 5%	3 10%	1 2%	2 4%	3 6%	-	3 9%	3 7%	2 3%	2 4%	4 8%	1 2%	3 4%
SNP	2 1%	- 1%	2 1%	-	-	-	1 2%	1 6%	-	1 2%	-	-	1 2%	1 4%	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 *	-	1 *	-	-	-	-	1 4%	-	-	1 1%	-	-	-	-
Refused	19 9%	- 9%	19 9%	2 7%	5 14%	5 14%	2 5%	1 5%	3 9%	3 7%	8 14%	3 7%	5 8%	4 18%	7 8%
Don't know	95 47%	- 47%	95 47%	17 52%	22 59%	16 44%	16 36%	5 28%	19 56%	19 46%	29 48%	18 40%	29 52%	6 29%	53 57%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**  
**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**  
**Base: All respondents saying 1-4 DK Ref for likely to vote or who say DK/Ref at Q3**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	190	10	5	7	2	2	1	-	-	1	101	16	11	26
Weighted base	204	11**	3**	5**	2**	2**	1**	**	**	1**	114*	14**	12**	32**
Conservative	28 14%	11 100%	-	-	-	-	-	-	-	-	-	5 36%	1 8%	8 25%
Labour	22 11%	-	3 100%	-	-	-	-	-	-	-	-	1 4%	1 11%	5 15%
Lib Dem	13 6%	-	-	5 100%	-	-	-	-	-	-	-	4 27%	-	3 8%
UKIP	12 6%	-	-	-	2 100%	-	-	-	-	-	-	-	2 13%	4 13%
Green	11 5%	-	-	-	-	2 100%	-	-	-	-	-	1 7%	3 22%	2 6%
SNP	2 1%	-	-	-	-	-	1 100%	-	-	-	-	-	1 8%	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 *	-	-	-	-	-	-	-	-	1 100%	-	-	-	1 2%
Refused	19 9%	-	-	-	-	-	-	-	-	-	19 17%	-	1 10%	-
Don't know	95 47%	-	-	-	-	-	-	-	-	-	95 83%	4 26%	3 27%	10 31%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey

### ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**  
**Base: All respondents saying 1-4 DK Ref for likely to vote or who say DK/Ref at Q3**

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Eng-land (n)	Scot-land (o)	Wales (p)
Unweighted base	190	12	7	171	8	25	15	20	13	18	20	34	18	171	12	7
Weighted base	204	16**	9**	179	9**	22**	13**	22**	13**	15**	30**	42**	14**	179	16**	9**
Conservative	28 14%	1 7%	1 14%	25 14%	- -	4 16%	1 7%	2 7%	2 12%	4 25%	1 2%	10 24%	3 23%	25 14%	1 7%	1 14%
Labour	22 11%	4 25%	3 37%	15 9%	2 23%	1 6%	3 26%	2 8%	- -	1 5%	2 6%	4 9%	1 4%	15 9%	4 25%	3 37%
Lib Dem	13 6%	1 5%	- -	12 7%	- -	3 13%	2 18%	- -	1 10%	1 6%	3 9%	1 2%	2 11%	12 7%	1 5%	- -
UKIP	12 6%	1 4%	* 6%	11 6%	- -	3 13%	1 4%	2 7%	2 17%	1 4%	- -	2 5%	1 7%	11 6%	1 4%	* 6%
Green	11 5%	3 16%	- -	9 5%	1 8%	1 3%	- -	- -	1 8%	1 4%	- -	4 10%	1 10%	9 5%	3 16%	- -
SNP	2 1%	2 13%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 13%	- -
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BNP	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 5%	1 *	- -	- -
Refused	19 9%	- -	- -	19 11%	- -	2 10%	2 14%	4 16%	1 11%	2 11%	2 6%	6 13%	1 10%	19 11%	- -	- -
Don't know	95 47%	5 30%	4 44%	86 48%	6 69%	9 40%	4 31%	13 61%	6 43%	7 45%	23 77%	15 36%	4 30%	86 48%	5 30%	4 44%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p**  
**\*\* very small base (under 30) ineligible for sig testing**



## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

### Q3/4. Voting Intention (including Squeeze) - Weighted to Turnout values (Q2)

Base: All respondents expressing a voting intention and are 5-10 likely to vote for Con/Lab/Lib Dem/SNP/PC or 10 likely to vote for other parties

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	769	-	769	74	102	146	133	151	163	210	241	135	183	102	310
Weighted base	760	-**	760	71*	119*	122	120*	127	201	208	221	141	191	100*	288
Labour	288 38%	-	288 38%	34 47%GH	57 48%GH	53 43%GH	50 42%Gh	36 28%	59 29%	71 34%	76 35%	62 44%i	79 41%	43 43%	115 40%
Conservative	253 33%	-	253 33%	19 27%	30 25%	33 27%	42 35%	53 41%cDE	76 38%de	78 37%i	84 38%L	40 29%	51 27%	29 29%	99 34%
UKIP	85 11%	-	85 11%	-	1 1%	13 11%CD	17 14%CD	17 14%CD	36 18%CD	18 9%	19 9%	19 14%	28 15%	9 9%	28 10%
Lib Dem	59 8%	-	59 8%	4 6%	11 9%	11 9%	6 5%	9 7%	19 9%	22 11%L	21 9%L	9 7%	7 4%	8 8%	21 7%
SNP	33 4%	-	33 4%	3 4%	8 7%f	5 4%	2 1%	9 7%F	6 3%	7 3%	7 3%	5 3%	14 7%	5 5%	11 4%
Green	33 4%	-	33 4%	8 11%FGH	13 11%FGH	6 5%h	1 1%	2 1%	3 1%	10 5%	11 5%	4 3%	8 4%	5 5%	10 4%
Plaid Cymru	5 1%	-	5 1%	3 4%deGh	-	-	1 1%	-	1 1%	3 2%j	-	1 *	1 1%	1 1%	2 1%
BNP	1 *	-	1 *	-	-	1 1%	1 1%	-	-	-	-	-	1 1%	1 1%	1 *
Other	3 *	-	3 *	-	-	1 1%	-	1 1%	1 1%	-	3 1%	-	1 *	-	1 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

\* small base; \*\* very small base (under 30) ineligible for sig testing

## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

### Q3/4. Voting Intention (including Squeeze) - Weighted to Turnout values (Q2)

Base: All respondents expressing a voting intention and are 5-10 likely to vote for Con/Lab/Lib Dem/SNP/PC or 10 likely to vote for other parties

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	769	259	278	60	94	32	37	4	2	4	-	239	205	136
Weighted base	760	253	288	59*	85*	33**	33**	5**	1**	3**	-*	230	201	140
Labour	288 38%	-	288 100%ACD	-	-	-	-	-	-	-	-	19 8%	163 81%JL	36 25%J
Conservative	253 33%	253 100%BCD	-	-	-	-	-	-	-	-	-	169 74%KL	13 6%	31 22%K
UKIP	85 11%	-	-	-	85 100%ABC	-	-	-	-	-	-	33 14%K	10 5%	18 13%K
Lib Dem	59 8%	-	-	59 100%ABD	-	-	-	-	-	-	-	6 3%	3 2%	41 29%JK
SNP	33 4%	-	-	-	-	33 100%	-	-	-	-	-	-	8 4%J	2 1%
Green	33 4%	-	-	-	-	33 100%	-	-	-	-	-	1 *	1 *	11 8%JK
Plaid Cymru	5 1%	-	-	-	-	-	5 100%	-	-	-	-	-	1 *	-
BNP	1 *	-	-	-	-	-	-	1 100%	-	-	-	1 *	1 *	-
Other	3 *	-	-	-	-	-	-	-	3 100%	-	-	1 *	1 1%	2 1%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

\* small base; \*\* very small base (under 30) ineligible for sig testing

## General Election 2015 Womens Survey

### ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

#### Q3/4. Voting Intention (including Squeeze) - Weighted to Turnout values (Q2)

Base: All respondents expressing a voting intention and are 5-10 likely to vote for Con/Lab/Lib Dem/SNP/PC or 10 likely to vote for other parties

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	England (n)	Scotland (o)	Wales (p)
Unweighted base	769	75	41	654	25	77	75	72	47	89	90	99	80	654	75	41
Weighted base	760	70*	40*	650	31**	89*	65*	68*	58**	76*	94*	91*	78*	650	70*	40*
Labour	288 38%	24 34%	15 36%	250 38%	19 60%	33 37%	31 49%hJM	22 33%	25 43%	18 24%	43 46%JM	36 40%J	22 28%	250 38%	24 34%	15 36%
Conservative	253 33%	9 13%	10 24%	235 36%A	9 29%	30 34%A	19 29%A	25 37%A	19 33%	33 43%Ab	35 37%A	34 37%A	31 39%A	235 36%O	9 13%	10 24%
UKIP	85 11%	- -	4 10%A	80 12%A	2 6%	13 15%AK	8 13%AK	14 20%AK	4 6%	15 20%AK	2 3%	10 11%AK	12 15%AK	80 12%O	- -	4 10%O
Lib Dem	59 8%	2 3%	6 15%A	51 8%	- -	8 8%	3 5%	4 6%	3 5%	8 10%a	8 9%	9 10%a	9 11%a	51 8%	2 3%	6 15%O
SNP	33 4%	33 47%DBFGHJKLM	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	33 47%NP	- -
Green	33 4%	1 2%	1 1%	31 5%	1 2%	6 6%	1 2%	2 3%	7 13%	2 2%	5 5%	2 2%	4 5%	31 5%	1 2%	1 1%
Plaid Cymru	5 1%	- -	5 13%DAFGHJKLM	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 13%NO
BNP	1 *	- -	- -	1 *	1 2%	- -	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -
Other	3 *	1 2%	- -	2 *	- -	- -	1 2%	- -	- -	- -	- -	- -	1 1%	2 *	1 2%	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p

\* small base; \*\* very small base (under 30) ineligible for sig testing

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Summary table**

	Like to go on a date with	Like to represent Britain abroad	Trust to run the country	Trust to help you manage your family finances	Trust to manage your and your family's financial situation	Trust to manage the NHS	Trust to improve education standards	Trust to act in the best interests of women	Trust to have the most family friendly policies	Trust to protect tax credits for working families
Unweighted base	1033	1033	1033	1033	1033	1033	1033	1033	1033	1033
Weighted base	1033	1033	1033	1033	1033	1033	1033	1033	1033	1033
David Cameron	86 8%	328 32%	347 34%	237 23%	241 23%	214 21%	251 24%	159 15%	213 21%	182 18%
Nick Clegg	161 16%	77 7%	38 4%	59 6%	59 6%	72 7%	113 11%	120 12%	119 12%	78 8%
Ed Miliband	75 7%	218 21%	284 27%	255 25%	254 25%	312 30%	270 26%	240 23%	331 32%	365 35%
Nigel Farage	62 6%	111 11%	70 7%	60 6%	67 6%	69 7%	73 7%	47 5%	50 5%	50 5%
Don't know	649 63%	299 29%	294 28%	422 41%	412 40%	366 35%	326 32%	467 45%	319 31%	357 35%

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Like to go on a date with**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
David Cameron	86 8%	-	86 8%	9 8%	14 8%	12 7%	17 9%	16 11%	18 7%	25 10%	26 8%	17 9%	18 7%	18 13%N	28 7%
Nick Clegg	161 16%	-	161 16%	21 18%	28 16%	21 12%	21 12%	27 19%	43 18%	57 22%KL	49 16%	22 11%	33 12%	24 18%	69 16%
Ed Milliband	75 7%	-	75 7%	9 7%	15 9%	14 8%	14 8%	13 9%h	10 4%	18 7%	19 6%	11 6%	27 10%	12 9%	33 8%
Nigel Farage	62 6%	-	62 6%	1 1%	1 1%	8 5%D	13 7%CD	9 6%CD	29 12%CDE	13 5%	15 5%	15 8%	18 7%	4 3%	23 6%
Don't know	649 63%	-	649 63%	77 66%	116 66%g	115 68%G	115 64%	81 55%	144 59%	146 56%	196 64%i	134 67%l	173 64%	74 57%	263 63%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Like to go on a date with**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
David Cameron	86 8%	56 21%BCD	14 5%	2 3%	7 8%	- -	1 2%	- -	- -	- -	3 3%	50 20%KL	9 4%	8 5%
Nick Clegg	161 16%	51 19%b	39 13%	32 50%ABD	16 19%	5 16%	2 5%	2 41%	1 49%	- -	3 3%	40 16%K	19 8%	58 34%JK
Ed Miliband	75 7%	5 2%	47 15%ACD	1 1%	1 1%	6 18%	5 14%	- -	- -	- -	5 4%	5 2%	42 19%JL	6 3%
Nigel Farage	62 6%	15 6%c	13 4%	- -	25 30%ABC	- -	* 1%	- -	- -	- -	3 2%	29 11%KI	13 6%	9 5%
Don't know	649 63%	144 53%	196 63%ACD	28 45%	36 43%	22 66%	26 78%	3 59%	1 51%	3 100%	101 88%	133 52%	143 63%JI	88 52%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

### Q6. Which of the following party leaders would you most ...?

Base: All respondents

Like to go on a date with

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Eng- land (n)	Scot- land (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
David Cameron	86 8%	2 3%	5 9%	79 9%	5 11%	10 8%	9 10%a	7 8%	6 7%	10 10%a	15 11%a	12 8%	6 6%	79 9%	2 3%	5 9%
Nick Clegg	161 16%	7 9%	12 22%a	142 16%	8 17%	24 20%a	13 15%	11 12%	7 10%	18 19%a	16 12%	28 19%a	16 18%	142 16%	7 9%	12 22%o
Ed Milliband	75 7%	13 15%DfHJLM	4 8%l	57 6%	2 4%	7 6%	14 16%FHJLM	4 4%	9 12%Lm	5 5%	11 8%l	3 2%	2 3%	57 6%	13 15%N	4 8%
Nigel Farage	62 6%	4 4%	3 5%	55 6%	1 2%	6 5%	2 3%	5 5%	2 3%	8 8%	10 7%	10 7%	12 13%afGhi	55 6%	4 4%	3 5%
Don't know	649 63%	59 69%	29 55%	560 63%	29 66%	73 61%	50 57%	66 71%bgj	52 68%	58 58%	83 61%	93 64%	57 61%	560 63%	59 69%	29 55%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p

\* small base; \*\* very small base (under 30) ineligible for sig testing

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Like to represent Britain abroad**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
David Cameron	328 32%	-	328 32%	33 28%	42 24%	45 26%	56 31%	56 39%DE	96 39%cDE	101 39%L	107 35%L	61 31%l	59 22%	44 33%	133 32%
Nick Clegg	77 7%	-	77 7%	10 8%	14 8%	12 7%	9 5%	15 10%	17 7%	26 10%K	28 9%k	8 4%	15 6%	11 8%	25 6%
Ed Milliband	218 21%	-	218 21%	24 20%	36 21%	34 20%	43 24%	28 19%	53 22%	58 22%	57 19%	40 20%	63 23%	32 25%	81 19%
Nigel Farage	111 11%	-	111 11%	7 6%	4 2%	22 13%cD	29 16%CD	21 14%cD	28 11%D	25 10%	27 9%	30 15%j	29 11%	13 10%	45 11%
Don't know	299 29%	-	299 29%	45 38%FGH	78 45%eFGH	56 33%GH	44 24%	27 18%	49 20%	50 19%	86 28%l	60 30%l	104 39%lJ	31 24%	132 32%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Like to represent Britain abroad**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
David Cameron	328 32%	215 79%BCD	34 11%	20 32%BD	13 16%	4 11%	4 11%	- -	- -	1 40%	11 9%	172 67%KL	25 11%	53 31%K
Nick Clegg	77 7%	9 3%	19 6%	28 44%ABD	7 8%a	6 18%	2 5%	1 26%	- -	- -	2 2%	7 3%	13 6%	29 17%JK
Ed Miliband	218 21%	2 1%	172 55%ACD	5 8%A	3 3%	8 25%	11 32%	2 33%	- -	1 37%	4 4%	11 4%	120 53%JL	26 16%J
Nigel Farage	111 11%	9 3%	21 7%	1 2%	52 61%ABC	- -	4 12%	- -	1 100%	- -	3 3%	37 15%k	19 8%	17 10%
Don't know	299 29%	36 13%	64 21%A	9 14%	10 12%	15 46%	13 40%	2 41%	- -	1 23%	93 82%	30 12%	49 22%J	44 26%J

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

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**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Like to represent Britain abroad**

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	England (n)	Scotland (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
David Cameron	328 32%	16 19%	8 16%	304 34%AB	10 23%	45 38%ABg	22 25%	26 29%	18 24%	43 43%ABGhl	48 36%AB	49 33%aB	42 45%ABGHI	304 34%OP	16 19%	8 16%
Nick Clegg	77 7%	3 4%	8 15%dak	66 7%	1 2%	13 11%	8 9%	6 6%	8 10%	6 6%	7 5%	11 7%	7 8%	66 7%	3 4%	8 15%no
Ed Milliband	218 21%	29 34%DbFHJLM	8 16%	180 20%	14 32%	20 17%	28 31%bFHJLM	11 12%	21 28%H	16 16%	30 22%h	26 17%	15 16%	180 20%	29 34%Np	8 16%
Nigel Farage	111 11%	5 5%	11 20%dAFgkl	96 11%	4 9%	8 7%	7 8%	16 17%AFgkl	13 18%afk	17 17%AFgkl	9 6%	12 8%	10 10%	96 11%	5 5%	11 20%nO
Don't know	299 29%	33 38%diJM	18 33%j	249 28%	15 34%	33 28%	23 27%	33 36%iJM	16 21%	18 18%	41 30%j	49 34%Jm	20 21%	249 28%	33 38%n	18 33%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p**

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**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to run the country**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
David Cameron	347 34%	-	347 34%	26 22%	48 27%	43 25%	59 32% <sup>c</sup>	61 42% <sup>CDE</sup>	111 46% <sup>CDEF</sup>	103 40% <sup>L</sup>	111 37% <sup>L</sup>	63 32%	70 26%	39 30%	130 31%
Nick Clegg	38 4%	-	38 4%	5 4%	10 6% <sup>h</sup>	9 5% <sup>h</sup>	6 4%	4 3%	4 2%	16 6% <sup>L</sup>	12 4% <sup>l</sup>	7 4%	3 1%	6 4%	17 4%
Ed Miliband	284 27%	-	284 27%	34 29%	48 28%	46 27%	51 28%	42 29%	62 25%	67 26%	70 23%	61 31% <sup>j</sup>	86 32% <sup>J</sup>	43 33%	104 25%
Nigel Farage	70 7%	-	70 7%	4 3%	8 4%	14 8%	15 8%	12 8%	18 7%	12 5%	20 7%	17 9%	21 8%	10 8%	27 6%
Don't know	294 28%	-	294 28%	49 41% <sup>FGH</sup>	61 35% <sup>GH</sup>	58 34% <sup>GH</sup>	50 28% <sup>g</sup>	27 18%	49 20%	63 24%	91 30%	50 25%	90 34% <sup>l</sup>	34 26%	137 33%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

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## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

### Q6. Which of the following party leaders would you most ...?

Base: All respondents

Trust to run the country

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
David Cameron	347	234	24	23	22	4	3	-	1	1	11	185	26	63
	34%	86%BCD	8%	36%B	26%B	11%	10%	-	49%	40%	9%	72%KL	12%	37%K
Nick Clegg	38	5	9	17	-	1	1	1	-	-	2	4	5	16
	4%	2%	3%	27%ABD	-	2%	3%	26%	-	-	2%	2%	2%	9%JK
Ed Miliband	284	2	222	5	6	11	15	4	-	1	4	11	146	36
	27%	1%	72%ACD	8%A	7%A	33%	45%	74%	-	37%	4%	4%	65%JL	21%J
Nigel Farage	70	3	3	-	43	*	1	-	1	-	2	26	8	8
	7%	1%	1%	-	51%ABC	1%	3%	-	51%	-	1%	10%KI	3%	5%
Don't know	294	27	51	18	14	17	13	-	-	1	96	30	41	46
	28%	10%	16%a	28%Ab	17%	52%	39%	-	-	23%	84%	12%	18%j	27%Jk

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

### Q6. Which of the following party leaders would you most ...?

Base: All respondents

Trust to run the country

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Eng- land (n)	Scot- land (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
David Cameron	347 34%	21 24%	13 24%	313 35%a	11 24%	43 36%	27 31%	24 26%	22 29%	45 45%ABgHil	49 36%	48 33%	45 49%ABGHIL	313 35%o	21 24%	13 24%
Nick Clegg	38 4%	1 1%	6 12%DAFGijlm	31 3%	- -	1 1%	2 2%	6 6%F	2 3%	4 4%	7 5%f	6 4%	4 4%	31 3%	1 1%	6 12%NO
Ed Miliband	284 27%	37 43%DfHJKLM	17 32%H	230 26%	18 39%	34 28%h	31 35%HJLM	14 16%	29 39%HJLM	19 20%	36 27%h	30 21%	19 20%	230 26%	37 43%N	17 32%
Nigel Farage	70 7%	2 2%	3 5%	65 7%	4 10%	8 7%	5 6%	10 10%ai	1 2%	11 11%AI	7 5%	10 7%	9 9%ai	65 7%	2 2%	3 5%
Don't know	294 28%	26 30%	14 27%	255 28%	12 27%	34 28%	23 26%	39 42%fGJKM	21 28%	20 21%	36 27%	53 36%jM	17 18%	255 28%	26 30%	14 27%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p

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**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to help you manage your family finances**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
David Cameron	237 23%	- -	237 23%	24 20%	23 13%	28 17%	43 24%D	42 29%DE	76 31%cDE	74 28%L	77 25%L	42 21%	44 16%	28 21%	90 22%
Nick Clegg	59 6%	- -	59 6%	7 6%	16 9%eh	6 4%	10 6%	10 7%	9 4%	19 7%l	19 6%	13 6%	8 3%	8 6%	26 6%
Ed Miliband	255 25%	- -	255 25%	35 29%	46 26%	47 28%	48 27%	30 21%	49 20%	62 24%	65 21%	51 26%	77 29%	46 35%N	94 23%
Nigel Farage	60 6%	- -	60 6%	1 1%	6 4%	12 7%C	12 7%C	9 6%c	19 8%C	10 4%	19 6%	14 7%	16 6%	8 6%	20 5%
Don't know	422 41%	- -	422 41%	51 43%	84 48%fh	77 45%	67 37%	54 37%	90 37%	94 36%	125 41%	79 40%	124 46%i	41 31%	185 44%M

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to help you manage your family finances**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
David Cameron	237 23%	188 69%BCD	11 4%	12 19%B	8 10%B	2 5%	* 1%	- -	- -	- -	1 1%	148 58%KL	12 5%	28 17%K
Nick Clegg	59 6%	8 3%	10 3%	25 39%ABD	1 1%	3 10%	1 3%	1 26%	1 49%	- -	3 3%	4 2%	10 4%j	29 17%JK
Ed Miliband	255 25%	3 1%	195 63%ACD	2 4%	4 5%a	7 22%	10 29%	3 54%	- -	1 37%	17 15%	21 8%	123 54%JL	30 18%J
Nigel Farage	60 6%	6 2%	3 1%	- -	37 43%ABC	- -	1 3%	- -	1 51%	- -	* *	26 10%KL	8 3%	7 4%
Don't know	422 41%	66 24%	90 29%	24 38%a	35 41%Ab	20 63%	21 63%	1 21%	- -	2 63%	93 81%	57 22%	74 33%J	75 44%JK

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

### Q6. Which of the following party leaders would you most ...?

Base: All respondents

Trust to help you manage your family finances

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	England (n)	Scotland (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
David Cameron	237 23%	8 10%	7 14%	222 25%A	9 21%	32 27%A	19 22%a	19 20%a	14 18%	33 33%ABhi	34 25%A	35 24%A	27 29%Ab	222 25%O	8 10%	7 14%
Nick Clegg	59 6%	2 2%	7 14%DAfgjK	50 6%	- -	6 5%	4 5%	5 5%	4 5%	4 4%	5 4%	14 10%a	7 8%	50 6%	2 2%	7 14%NO
Ed Miliband	255 25%	32 37%DbFJLM	11 21%	212 24%	18 39%	26 21%	28 32%JM	22 24%	24 31%jM	16 16%	34 25%	31 21%	14 15%	212 24%	32 37%Np	11 21%
Nigel Farage	60 6%	1 1%	3 5%	56 6%	3 8%	5 4%	3 3%	8 9%A	5 6%	9 9%A	9 7%	7 5%	7 7%a	56 6%	1 1%	3 5%
Don't know	422 41%	43 50%	24 46%	354 40%	15 33%	50 42%	33 38%	38 41%	30 40%	38 38%	53 39%	59 41%	38 41%	354 40%	43 50%	24 46%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p

\* small base; \*\* very small base (under 30) ineligible for sig testing



**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to manage your and your family's financial situation**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
David Cameron	241 23%	- -	241 23%	26 22%	24 14%	28 17%	44 25%D	44 30%DE	74 30%DE	75 29%L	79 26%L	45 22%	42 16%	30 23%	95 23%
Nick Clegg	59 6%	- -	59 6%	4 4%	19 11%ceFH	8 5%	8 4%	9 6%	10 4%	15 6%	21 7%	14 7%	9 3%	8 6%	28 7%
Ed Miliband	254 25%	- -	254 25%	31 26%	47 27%	46 27%	49 27%	31 21%	50 20%	60 23%	64 21%	50 25%	81 30%J	44 34%N	91 22%
Nigel Farage	67 6%	- -	67 6%	3 3%	4 2%	16 10%CD	14 8%d	9 6%	20 8%d	15 6%	19 6%	16 8%	17 6%	6 5%	27 6%
Don't know	412 40%	- -	412 40%	53 45%	80 46%	71 42%	65 36%	52 36%	90 37%	94 36%	122 40%	75 38%	121 45%	43 33%	175 42%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to manage your and your family's financial situation**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
David Cameron	241 23%	188 69%BCD	11 3%	11 18%B	8 10%B	3 10%	* 1%	- -	- -	- -	1 1%	144 56%KL	14 6%	28 17%K
Nick Clegg	59 6%	7 3%	11 4%	27 43%ABD	1 1%	1 2%	1 3%	1 26%	1 49%	- -	4 3%	5 2%	7 3%	31 19%JK
Ed Miliband	254 25%	1 *	199 64%ACD	2 3%a	6 7%A	9 27%	10 31%	3 54%	- -	1 37%	8 7%	19 8%	123 54%JL	30 18%J
Nigel Farage	67 6%	5 2%	3 1%	- -	42 50%ABC	- -	1 3%	- -	1 51%	- -	3 3%	32 12%KL	6 3%	7 4%
Don't know	412 40%	70 26%	86 28%	22 36%	28 33%	20 61%	21 62%	1 21%	- -	2 63%	98 86%	56 22%	76 34%J	72 43%J

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to manage your and your family's financial situation**

	Region												Region Summary			
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Eng- land (n)	Scot- land (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
David Cameron	241 23%	8 10%	8 15%	225 25%A	9 21%	33 28%A	19 22%A	18 19%	11 15%	33 34%ABHI	34 25%A	38 26%A	28 30%Abi	225 25%O	8 10%	8 15%
Nick Clegg	59 6%	1 1%	5 10%a	52 6%	1 2%	5 4%	6 7%a	5 5%	5 6%	5 5%	7 5%	12 9%a	7 7%a	52 6%	1 1%	5 10%o
Ed Miliband	254 25%	32 37%DHJKIM	13 25%	209 23%	14 31%	32 27% <i>m</i>	28 32% <i>hJM</i>	18 19%	23 30% <i>ijM</i>	17 17%	30 22%	33 23%	14 15%	209 23%	32 37% <i>N</i>	13 25%
Nigel Farage	67 6%	2 2%	3 5%	62 7%	4 10%	8 6%	3 4%	9 10% <i>a</i>	6 7%	10 10% <i>a</i>	9 7%	6 4%	7 8%	62 7%	2 2%	3 5%
Don't know	412 40%	43 50% <i>dfgj</i>	24 45%	345 39%	17 37%	42 35%	30 34%	42 46%	31 41%	35 35%	55 40%	57 39%	37 40%	345 39%	43 50% <i>n</i>	24 45%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p**

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**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to manage the NHS**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
David Cameron	214 21%	- -	214 21%	21 17%	27 15%	25 14%	45 25% <sup>dE</sup>	38 26% <sup>DE</sup>	59 24% <sup>dE</sup>	60 23% <sup>L</sup>	69 23% <sup>L</sup>	46 23% <sup>l</sup>	39 14%	26 20%	90 22%
Nick Clegg	72 7%	- -	72 7%	8 7%	16 9%	14 8%	8 4%	10 7%	16 7%	25 9% <sup>L</sup>	29 9% <sup>L</sup>	11 6%	7 3%	6 5%	31 7%
Ed Miliband	312 30%	- -	312 30%	36 31%	54 31%	52 30%	57 32%	41 28%	71 29%	86 33% <sup>J</sup>	75 25%	61 31%	89 33% <sup>j</sup>	46 35%	115 28%
Nigel Farage	69 7%	- -	69 7%	4 4%	6 3%	13 7%	13 7%	20 9% <sup>d</sup>	8 8% <sup>d</sup>	8 3%	23 8% <sup>l</sup>	17 9% <sup>l</sup>	21 8% <sup>l</sup>	9 7%	24 6%
Don't know	366 35%	- -	366 35%	48 41% <sup>g</sup>	73 41% <sup>gh</sup>	68 40% <sup>g</sup>	58 32%	43 30%	76 31%	81 31%	109 36%	64 32%	112 42% <sup>lk</sup>	44 33%	157 38%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

### Q6. Which of the following party leaders would you most ...?

Base: All respondents

Trust to manage the NHS

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
David Cameron	214 21%	176 65%BCD	8 3%	6 9%B	5 6%	- -	* 1%	- -	- -	1 18%	3 3%	129 50%KL	11 5%	27 16%K
Nick Clegg	72 7%	15 6%	10 3%	27 44%ABD	5 6%	4 13%	1 2%	1 26%	1 49%	1 22%	3 2%	12 5%	10 4%	32 19%JK
Ed Miliband	312 30%	8 3%	227 73%ACD	8 12%A	7 9%A	11 34%	18 53%	4 74%	- -	1 37%	7 6%	16 6%	150 67%JL	42 25%J
Nigel Farage	69 7%	5 2%	5 2%	2 3%	42 50%ABC	* 1%	1 3%	- -	1 51%	- -	- -	33 13%KL	6 3%	8 5%
Don't know	366 35%	68 25%	59 19%	20 32%B	25 30%b	17 51%	14 41%	- -	- -	1 23%	102 89%	66 26%	48 21%	59 35%jK

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

### Q6. Which of the following party leaders would you most ...?

Base: All respondents

Trust to manage the NHS

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Eng- land (n)	Scot- land (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
David Cameron	214 21%	9 10%	6 11%	199 22%A	11 24%	27 22%a	17 20%	14 16%	11 15%	32 32%ABgHlk	27 20%	34 23%A	25 27%Abh	199 22%O	9 10%	6 11%
Nick Clegg	72 7%	2 3%	8 15%AFkl	62 7%	- -	3 3%	7 8%	10 10%af	5 7%	11 11%aF	6 5%	8 5%	11 12%AFk	62 7%	2 3%	8 15%nO
Ed Miliband	312 30%	40 46%DFHJLM	22 41%dHJLm	250 28%	17 39%	32 27%	32 36%HJLm	17 19%	32 42%FHJLM	19 19%	45 33%HJ	34 23%	22 23%	250 28%	40 46%N	22 41%n
Nigel Farage	69 7%	2 2%	4 7%	64 7%	3 8%	5 4%	3 3%	9 10%a	5 7%	13 13%AFGKI	7 5%	9 6%	9 9%a	64 7%	2 2%	4 7%
Don't know	366 35%	33 39%j	14 26%	319 36%	13 30%	52 43%bJm	28 32%	42 46%bgIJM	22 29%	24 24%	50 37%j	61 42%bJm	27 29%	319 36%	33 39%	14 26%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p

\* small base; \*\* very small base (under 30) ineligible for sig testing

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to improve education standards**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
David Cameron	251 24%	-	251 24%	20 17%	31 18%	29 17%	51 28%cdE	41 28%cdE	78 32%CDE	67 26%	82 27%	47 24%	54 20%	30 23%	97 23%
Nick Clegg	113 11%	-	113 11%	10 8%	21 12%f	26 15%F	9 5%	20 14%F	27 11%f	41 16%kL	35 12%	18 9%	18 7%	12 9%	40 10%
Ed Miliband	270 26%	-	270 26%	27 23%	47 27%	42 25%	53 29%	35 24%	66 27%	71 27%	70 23%	55 28%	74 27%	40 30%	97 23%
Nigel Farage	73 7%	-	73 7%	7 6%	10 6%	15 9%	11 6%	12 8%	18 8%	14 5%	19 6%	18 9%	22 8%	10 8%	29 7%
Don't know	326 32%	-	326 32%	54 46%eFGH	65 37%gH	59 34%H	56 31%h	38 26%	54 22%	66 25%	98 32%	61 30%	101 38%l	38 29%	152 37%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

### Q6. Which of the following party leaders would you most ...?

Base: All respondents

Trust to improve education standards

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
David Cameron	251 24%	186 68%BCD	22 7%	7 11%	10 12%	3 8%	4 12%	- -	- -	1 18%	6 5%	152 59%KL	16 7%	27 16%K
Nick Clegg	113 11%	28 10%	20 6%	34 54%ABD	9 11%	4 13%	* 1%	1 26%	1 49%	1 22%	6 5%	17 7%	14 6%	46 27%JK
Ed Miliband	270 26%	6 2%	208 67%ACD	5 8%A	4 4%	10 29%	14 42%	1 13%	- -	1 37%	6 5%	12 5%	143 63%JL	34 20%J
Nigel Farage	73 7%	5 2%	4 1%	3 5%b	40 47%ABC	* 1%	1 3%	- -	1 51%	- -	2 1%	32 13%KI	5 2%	10 6%k
Don't know	326 32%	46 17%	57 18%	14 22%	22 26%	16 48%	14 42%	3 61%	- -	1 23%	95 83%	42 16%	47 21%	52 31%Jk

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l

\* small base; \*\* very small base (under 30) ineligible for sig testing



## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

### Q6. Which of the following party leaders would you most ...?

Base: All respondents

Trust to improve education standards

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	England (n)	Scotland (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
David Cameron	251 24%	13 15%	7 13%	230 26%ab	11 24%	35 30%AbG	13 15%	22 24%	16 22%	32 32%ABG	35 26%	36 25%	30 32%ABG	230 26%op	13 15%	7 13%
Nick Clegg	113 11%	2 2%	10 18%A	101 11%A	2 3%	11 9%a	14 16%A	10 10%a	8 10%	13 13%A	13 10%a	19 13%A	11 12%A	101 11%O	2 2%	10 18%O
Ed Miliband	270 26%	38 44%DFHJKLM	16 31%	216 24%	16 35%	28 23%	31 36%fHJKLm	17 18%	26 34%hJl	18 18%	30 22%	31 21%	20 22%	216 24%	38 44%N	16 31%
Nigel Farage	73 7%	2 2%	2 4%	69 8%	4 10%	6 5%	5 5%	7 7%	3 4%	13 13%Afji	11 8%	10 7%	10 11%a	69 8%	2 2%	2 4%
Don't know	326 32%	31 36%	18 33%	278 31%	12 27%	39 33%	24 27%	37 40%gJM	22 29%	24 24%	47 35%	51 35%j	22 24%	278 31%	31 36%	18 33%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p

\* small base; \*\* very small base (under 30) ineligible for sig testing

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to act in the best interests of women**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
David Cameron	159 15%	- -	159 15%	18 15%	21 12%	22 13%	29 16%	22 15%	46 19%	39 15%	58 19%L	34 17%	28 10%	21 16%	63 15%
Nick Clegg	120 12%	- -	120 12%	11 10%	22 13%	16 9%	19 11%	22 15%	30 12%	47 18%jKL	36 12%	14 7%	23 9%	14 11%	50 12%
Ed Miliband	240 23%	- -	240 23%	32 27%	39 22%	46 27%h	40 22%	37 25%	46 19%	62 24%	62 20%	48 24%	68 25%	44 33%N	83 20%
Nigel Farage	47 5%	- -	47 5%	1 1%	3 2%	9 5%	10 5%	7 5%	17 7%cD	11 4%	16 5%	7 4%	13 5%	4 3%	18 4%
Don't know	467 45%	- -	467 45%	55 47%	91 52%g	76 45%	83 46%	59 40%	104 43%	100 39%	134 44%	96 48%i	137 51%l	48 36%	202 49%M

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to act in the best interests of women**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
David Cameron	159 15%	130 48%BCD	7 2%	1 1%	5 6%	- -	- -	- -	1 49%	- -	4 3%	102 40%KL	7 3%	13 8%k
Nick Clegg	120 12%	32 12%b	22 7%	31 49%ABD	9 10%	5 16%	1 4%	3 67%	- -	1 22%	7 6%	26 10%	15 7%	47 28%JK
Ed Miliband	240 23%	6 2%	185 60%ACD	8 13%AD	3 3%	9 28%	13 40%	1 13%	- -	1 37%	5 4%	17 6%	117 52%JL	27 16%J
Nigel Farage	47 5%	5 2%	3 1%	- -	27 32%ABC	- -	* 1%	- -	1 51%	- -	1 1%	20 8%K	5 2%	8 5%
Don't know	467 45%	97 36%	92 30%	23 37%	41 49%aB	18 55%	18 55%	1 21%	- -	1 41%	98 86%	92 36%	81 36%	73 43%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to act in the best interests of women**

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Eng- land (n)	Scot- land (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
David Cameron	159 15%	6 7%	7 13%	146 16%a	5 12%	17 14%	14 16%	13 14%	8 11%	21 21%A	24 17%a	25 17%a	19 20%A	146 16%o	6 7%	7 13%
Nick Clegg	120 12%	2 3%	11 21% <sup>d</sup> AGhK	107 12%A	5 12%	19 16% <sup>AK</sup>	7 8%	9 10%	9 11% <sup>a</sup>	11 11% <sup>a</sup>	9 7%	21 14% <sup>AK</sup>	17 18% <sup>AGK</sup>	107 12% <sup>O</sup>	2 3%	11 21% <sup>nO</sup>
Ed Miliband	240 23%	30 35% <sup>DfHJLM</sup>	13 24%	196 22%	13 30%	26 22%	25 29% <sup>HJL</sup>	14 15%	26 34% <sup>HJLM</sup>	14 14%	40 30% <sup>HJL</sup>	20 14%	17 19%	196 22%	30 35% <sup>N</sup>	13 24%
Nigel Farage	47 5%	1 2%	1 1%	45 5%	3 6%	3 3%	3 3%	5 5%	3 4%	13 13% <sup>ABFGhiKL</sup>	4 3%	7 5%	6 6%	45 5%	1 2%	1 1%
Don't know	467 45%	46 53% <sup>m</sup>	21 40%	400 45%	18 40%	54 45%	39 45%	52 56% <sup>ijM</sup>	30 39%	41 41%	59 43%	73 50% <sup>m</sup>	34 37%	400 45%	46 53%	21 40%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to have the most family friendly policies**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
David Cameron	213 21%	- -	213 21%	22 19%	27 16%	23 14%	38 21%	41 28%DE	62 26%DE	63 24%L	70 23%L	42 21%	38 14%	30 23%	81 20%
Nick Clegg	119 12%	- -	119 12%	12 10%	23 13%	18 10%	20 11%	20 13%	26 11%	39 15%L	43 14%L	18 9%	19 7%	15 11%	51 12%
Ed Miliband	331 32%	- -	331 32%	38 32%	60 34%	56 33%	64 36%	42 28%	71 29%	88 34%	84 28%	63 31%	96 36%j	49 37%	124 30%
Nigel Farage	50 5%	- -	50 5%	1 1%	4 2%	13 8%CDf	5 3%	6 4%	21 8%CDF	6 2%	13 4%	13 7%l	18 7%l	2 2%	16 4%
Don't know	319 31%	- -	319 31%	44 37%gh	60 34%	60 35%gh	54 30%	38 26%	62 26%	64 24%	95 31%	63 32%	97 36%l	35 26%	142 34%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to have the most family friendly policies**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
David Cameron	213 21%	169 62%BCD	14 4%	6 9%	9 10%b	- -	* 1%	- -	1 49%	- -	3 3%	134 52%KL	8 3%	25 15%K
Nick Clegg	119 12%	38 14%B	15 5%	30 47%ABD	8 10%	5 15%	4 13%	1 26%	- -	- -	7 6%	29 11%	17 8%	41 24%JK
Ed Miliband	331 32%	11 4%	232 75%ACD	10 15%A	12 15%A	12 38%	18 52%	4 74%	- -	1 37%	12 11%	24 9%	148 65%JL	42 25%J
Nigel Farage	50 5%	1 1%	1 *	- -	32 38%ABC	- -	* 1%	- -	1 51%	- -	1 1%	20 8%kl	7 3%	5 3%
Don't know	319 31%	51 19%	47 15%	18 29%B	23 27%B	15 47%	11 32%	- -	- -	2 63%	91 80%	49 19%	46 20%	57 34%JK

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

### Q6. Which of the following party leaders would you most ...?

Base: All respondents

Trust to have the most family friendly policies

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Eng- land (n)	Scot- land (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
David Cameron	213 21%	10 12%	6 12%	196 22%a	11 24%	25 21%	17 20%	18 19%	11 14%	31 31%ABghl	28 21%	32 22%	24 25%a	196 22%o	10 12%	6 12%
Nick Clegg	119 12%	5 6%	5 10%	108 12%	1 2%	19 16%a	12 13%	10 11%	7 9%	12 12%	12 9%	22 15%	14 16%a	108 12%	5 6%	5 10%
Ed Milliband	331 32%	43 50%DFHJKLM	20 38%	268 30%	16 36%	32 27%	35 41%fJLM	27 29%	31 41%jlm	24 24%	43 31%	37 25%	23 25%	268 30%	43 50%N	20 38%
Nigel Farage	50 5%	1 1%	3 6%	46 5%	3 6%	2 2%	2 3%	4 5%	4 5%	9 9%AFg	6 4%	8 5%	8 9%aF	46 5%	1 1%	3 6%
Don't know	319 31%	26 31%	18 33%	275 31%	14 32%	40 34%	21 24%	33 36%j	23 31%	24 24%	48 35%	48 33%	24 26%	275 31%	26 31%	18 33%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p

\* small base; \*\* very small base (under 30) ineligible for sig testing

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to protect tax credits for working families**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
David Cameron	182 18%	-	182 18%	25 22%e	28 16%	20 12%	38 21%E	26 18%	44 18%	58 23%L	55 18%l	36 18%	32 12%	24 19%	81 20%
Nick Clegg	78 8%	-	78 8%	6 5%	15 8%	8 5%	13 7%	20 14%CEfH	17 7%	27 10%l	26 8%	12 6%	13 5%	13 10%	30 7%
Ed Miliband	365 35%	-	365 35%	39 33%	66 38%	66 39%	64 35%	46 31%	85 35%	95 37%	112 37%	64 32%	94 35%	52 39%	141 34%
Nigel Farage	50 5%	-	50 5%	2 2%	5 3%	15 9%Cd	7 4%	9 6%	12 5%	6 2%	11 4%	14 7%l	19 7%l	7 5%	18 4%
Don't know	357 35%	-	357 35%	45 38%	61 35%	61 36%	58 32%	46 31%	86 35%	73 28%	101 33%	73 37%i	111 41%lj	36 27%	146 35%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to protect tax credits for working families**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
David Cameron	182 18%	139 51%BCD	15 5%	7 11%b	8 10%	- -	- -	- -	- -	- -	3 2%	110 43%KL	12 5%	19 11%k
Nick Clegg	78 8%	26 10%B	10 3%	21 34%ABD	4 4%	2 7%	2 5%	1 26%	1 49%	1 22%	5 4%	15 6%	6 3%	35 21%JK
Ed Miliband	365 35%	29 11%	229 74%ACD	17 27%A	17 20%a	14 44%	15 44%	4 74%	- -	1 37%	17 15%	48 19%	152 68%JL	54 32%J
Nigel Farage	50 5%	6 2%	1 *	- -	30 35%ABC	- -	1 3%	- -	1 51%	- -	- -	19 7%L	9 4%	3 2%
Don't know	357 35%	71 26%B	54 18%	17 28%	26 31%B	16 49%	16 47%	- -	- -	1 41%	90 79%	65 25%	46 20%	59 35%jK

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q6. Which of the following party leaders would you most ...?**

**Base: All respondents**

**Trust to protect tax credits for working families**

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Eng- land (n)	Scot- land (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
David Cameron	182 18%	9 10%	11 22%	162 18%	7 17%	21 18%	13 15%	14 15%	15 19%	26 26%Aghk	21 15%	25 17%	21 22%a	162 18%	9 10%	11 22%
Nick Clegg	78 8%	3 3%	3 6%	72 8%	4 9%	10 8%	6 6%	5 6%	6 8%	5 6%	12 9%	16 11%a	8 8%	72 8%	3 3%	3 6%
Ed Milliband	365 35%	43 50%DFHJKLM	19 36%	303 34%	17 39%	38 32%	39 45%fHJL	24 26%	34 45%Hj	29 29%	46 34%	45 31%	31 33%	303 34%	43 50%N	19 36%
Nigel Farage	50 5%	2 2%	2 4%	46 5%	2 4%	3 3%	2 3%	8 9%	3 4%	5 5%	9 7%	8 6%	5 5%	46 5%	2 2%	2 4%
Don't know	357 35%	29 34%	17 33%	311 35%	14 32%	47 39%i	27 31%	41 45%glm	18 23%	34 34%	48 36%	53 36%	29 31%	311 35%	29 34%	17 33%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**General Election 2015 Womens Survey**  
ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**Summary table**

	Women have very different political priorities to men	Male politicians can never fully represent the best interests of women	There are not enough women in politics	The political parties are ignoring female voters	Politics today is off putting for most women
Unweighted base	1033	1033	1033	1033	1033
Weighted base	1033	1033	1033	1033	1033
Agree	502 49%	478 46%	678 66%	301 29%	403 39%
Disagree	340 33%	332 32%	180 17%	466 45%	401 39%
Don't know	191 18%	224 22%	175 17%	266 26%	229 22%

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**Women have very different political priorities to men**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
Agree	502 49%	-	502 49%	28 24%	79 45% <sup>C</sup>	75 44% <sup>C</sup>	99 55% <sup>Ce</sup>	80 55% <sup>Ce</sup>	141 58% <sup>CDE</sup>	110 42%	149 49%	107 54% <sup>l</sup>	136 51%	63 48%	178 43%
Disagree	340 33%	-	340 33%	61 52% <sup>DEFGH</sup>	51 29%	60 35%	50 28%	43 30%	76 31%	109 42% <sup>JL</sup>	92 30%	68 34%	71 26%	48 36%	149 36%
Don't know	191 18%	-	191 18%	29 24% <sup>H</sup>	45 26% <sup>gH</sup>	35 21% <sup>H</sup>	32 18% <sup>h</sup>	23 16%	26 11%	41 16%	64 21% <sup>K</sup>	24 12%	61 23% <sup>iK</sup>	21 16%	89 21%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**Women have very different political priorities to men**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
Agree	502 49%	130 48%	159 51%	33 53%	49 58%	11 34%	17 52%	1 26%	1 49%	2 46%	50 43%	138 54%	109 48%	89 53%
Disagree	340 33%	97 36%	106 34%	22 36%	32 38%	15 47%	11 33%	3 54%	1 51%	1 37%	17 15%	89 35%	79 35%	59 35%
Don't know	191 18%	44 16%D	44 14%D	7 11%	4 5%	6 19%	5 15%	1 21%	-	1 18%	48 42%	29 11%	38 17%	21 12%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## General Election 2015 Womens Survey ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**Women have very different political priorities to men**

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Eng- land (n)	Scot- land (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
Agree	502 49%	41 48%	29 54%	433 48%	15 33%	68 57%	42 49%	41 44%	37 48%	55 55%	62 46%	72 49%	41 44%	433 48%	41 48%	29 54%
Disagree	340 33%	29 34%	16 30%	295 33%	19 42%	35 30%	29 33%	28 30%	28 37%	27 28%	50 37%	45 31%	33 36%	295 33%	29 34%	16 30%
Don't know	191 18%	16 18%	9 16%	166 19%	11 25%	16 13%	16 18%	24 26% <sup>f</sup>	11 15%	17 17%	24 17%	29 20%	18 20%	166 19%	16 18%	9 16%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p**

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**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**Male politicians can never fully represent the best interests of women**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
Agree	478 46%	-	478 46%	52 44%	73 42%	74 43%	89 49%	78 53%de	112 46%	126 48%	129 42%	99 50%	124 46%	69 52%	179 43%
Disagree	332 32%	-	332 32%	42 36%	45 25%	53 31%	62 34%	42 29%	89 37%d	96 37%L	103 34%	60 30%	73 27%	43 33%	138 33%
Don't know	224 22%	-	224 22%	24 21%	57 33%cFGH	44 26%fh	30 16%	26 18%	42 17%	38 15%	73 24%i	40 20%	72 27%i	19 15%	99 24%m

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**Male politicians can never fully represent the best interests of women**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
Agree	478 46%	114 42%	151 49%	26 41%	45 53%	17 51%	18 54%	1 21%	1 49%	1 18%	47 41%	116 45%	113 50%	80 47%
Disagree	332 32%	106 39%b	94 30%	28 44%b	33 38%	6 17%	9 27%	4 79%	1 51%	3 82%	22 19%	99 38%	71 31%	59 35%
Don't know	224 22%	51 19%D	65 21%D	9 15%	7 8%	10 32%	6 19%	-	-	-	45 39%	42 16%	42 19%	30 18%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**Male politicians can never fully represent the best interests of women**

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	England (n)	Scotland (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
Agree	478 46%	44 51%	24 45%	410 46%	21 47%	58 49%	47 53%l	41 44%	33 43%	47 47%	67 49%	57 39%	39 42%	410 46%	44 51%	24 45%
Disagree	332 32%	26 31%	20 38%	285 32%	16 36%	38 32%	26 30%	26 29%	25 32%	34 34%	33 24%	52 35%k	36 39%K	285 32%	26 31%	20 38%
Don't know	224 22%	16 18%	9 17%	199 22%	7 16%	23 19%	15 17%	25 27%	19 25%	18 19%	36 27%	38 26%	18 20%	199 22%	16 18%	9 17%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**There are not enough women in politics**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
Agree	678 66%	-	678 66%	87 74%eh	120 69%	104 61%	116 64%	101 69%	151 62%	185 71%J	190 62%	131 66%	172 64%	88 67%	265 64%
Disagree	180 17%	-	180 17%	12 10%	17 10%	33 20%cD	33 18%d	23 16%	62 25%CDg	46 18%	61 20%	31 15%	42 16%	18 14%	66 16%
Don't know	175 17%	-	175 17%	19 16%	38 22%h	33 19%	32 18%	22 15%	31 13%	28 11%	53 18%I	38 19%I	55 21%I	25 19%	84 20%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**There are not enough women in politics**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
Agree	678 66%	169 62%	219 71% <sup>ad</sup>	41 66%	51 60%	26 79%	26 78%	5 100%	1 49%	3 78%	64 56%	151 59%	149 66%	121 71% <sup>J</sup>
Disagree	180 17%	61 23% <sup>B</sup>	44 14%	17 27% <sup>B</sup>	22 26% <sup>B</sup>	5 14%	1 4%	-	1 51%	1 22%	14 12%	65 25% <sup>KI</sup>	37 17%	29 17%
Don't know	175 17%	41 15%	46 15%	4 7%	12 14%	2 6%	6 17%	-	-	-	36 32%	41 16%	39 17%	19 11%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

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**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**There are not enough women in politics**

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	England (n)	Scotland (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
Agree	678 66%	60 70%	36 68%	581 65%	25 56%	71 60%	58 66%	57 62%	61 80%FHjLm	63 64%	98 72%f	90 62%	59 63%	581 65%	60 70%	36 68%
Disagree	180 17%	11 13%	11 21%k	158 18%	10 23%	28 24%HiK	19 22%hK	10 10%	8 11%	20 20%hk	14 10%	30 20%hk	19 20%k	158 18%	11 13%	11 21%
Don't know	175 17%	15 18%	5 10%	155 17%	10 21%	20 17%	11 12%	25 27%BGlj	7 9%	16 16%	24 18%	26 18%	16 17%	155 17%	15 18%	5 10%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p**

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**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**The political parties are ignoring female voters**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
Agree	301 29%	-	301 29%	26 22%	52 30%	56 33% <sup>c</sup>	51 28%	51 35% <sup>C</sup>	64 26%	73 28%	82 27%	67 33%	80 30%	44 33%	114 27%
Disagree	466 45%	-	466 45%	51 43%	73 42%	66 39%	83 46%	67 46%	126 52% <sup>dE</sup>	139 53% <sup>KL</sup>	141 46%	79 39%	107 40%	63 48%	192 46%
Don't know	266 26%	-	266 26%	41 35% <sup>GH</sup>	50 28%	48 28% <sup>g</sup>	47 26%	28 19%	52 21%	48 18%	82 27% <sup>l</sup>	54 27% <sup>i</sup>	83 31% <sup>l</sup>	25 19%	109 26%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

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**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**The political parties are ignoring female voters**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
Agree	301 29%	54 20%	97 31%A	15 25%	29 34%A	17 52%	22 65%	3 61%	1 49%	1 18%	33 29%	55 21%	72 32%J	51 30%j
Disagree	466 45%	157 58%B	138 45%	39 62%B	44 52%	8 24%	7 22%	2 39%	1 51%	2 46%	23 20%	156 61%KI	101 45%	85 50%
Don't know	266 26%	60 22%	75 24%d	8 13%	12 14%	8 24%	5 13%	- -	- -	1 37%	59 51%	46 18%	53 24%	33 20%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

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**General Election 2015 Womens Survey**  
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Absolutes/col percents

**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**The political parties are ignoring female voters**

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Eng-land (n)	Scot-land (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
Agree	301 29%	38 44%DFHJLM	22 41%dHjM	241 27%	15 33%	32 27% <small>m</small>	28 32% <small>M</small>	19 20%	26 34% <small>M</small>	24 25%	41 31% <small>M</small>	41 28% <small>M</small>	14 15%	241 27%	38 44% <small>N</small>	22 41% <small>n</small>
Disagree	466 45%	29 34%	21 40%	416 47% <small>a</small>	20 44%	65 54% <small>AKI</small>	42 49% <small>a</small>	39 42%	33 43%	52 52% <small>AK</small>	50 37%	60 41%	55 59% <small>AbHKL</small>	416 47% <small>o</small>	29 34%	21 40%
Don't know	266 26%	19 22%	10 19%	237 27%	10 23%	22 19%	17 20%	35 38% <small>aBFGiJ</small>	17 23%	23 23%	44 32% <small>Fg</small>	45 31% <small>fg</small>	24 25%	237 27%	19 22%	10 19%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p**

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**General Election 2015 Womens Survey**  
**ONLINE Fieldwork: 22nd-23rd April 2015**

Absolutes/col percents

**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**Politics today is off putting for most women**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	1033	-	1033	118	159	197	192	173	194	268	327	189	249	139	432
Weighted base	1033	-**	1033	118*	175	170	181	146	243	260	305	200	269	131	415
Agree	403 39%	-	403 39%	48 40%	76 44%	62 37%	66 37%	63 43%	88 36%	109 42%	114 37%	86 43%	94 35%	51 39%	155 37%
Disagree	401 39%	-	401 39%	46 39%	53 30%	62 36%	74 41% <sup>d</sup>	58 40%	108 45% <sup>D</sup>	114 44% <sup>l</sup>	122 40%	72 36%	93 34%	57 44%	156 38%
Don't know	229 22%	-	229 22%	24 21%	46 26% <sup>g</sup>	46 27% <sup>g</sup>	41 23%	25 17%	47 19%	37 14%	69 22% <sup>l</sup>	41 21%	83 31% <sup>ljk</sup>	23 17%	104 25%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

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**ONLINE Fieldwork: 22nd-23rd April 2015**

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**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**Politics today is off putting for most women**

	Q3/4. Voting Intention (including Squeeze)										Voted in 2010 General Election			
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Other (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1033	277	299	63	94	32	38	4	2	4	101	266	230	159
Weighted base	1033	271	309	63*	85*	33**	34**	5**	1**	3**	114*	257	226	169
Agree	403 39%	80 30%	132 43%A	27 43%a	37 43%A	13 40%	20 60%	- -	1 49%	2 54%	36 32%	85 33%	88 39%	69 41%
Disagree	401 39%	130 48%B	118 38%	31 49%	40 48%	13 39%	10 29%	4 79%	1 51%	2 46%	24 21%	127 49%	92 41%	69 41%
Don't know	229 22%	61 22%CD	59 19%cd	5 8%	8 9%	7 21%	4 11%	1 21%	- -	- -	54 48%	45 18%	45 20%	32 19%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

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**General Election 2015 Womens Survey**  
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**Q7. Do you agree or disagree with the following statements?**

**Base: All respondents**

**Politics today is off putting for most women**

	Total	Region											Region Summary			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	England (n)	Scotland (o)	Wales (p)
Unweighted base	1033	88	52	893	37	110	101	95	67	119	118	144	102	893	88	52
Weighted base	1033	86*	53*	894	45**	119*	87*	92*	76*	99*	136*	146	93*	894	86*	53*
Agree	403 39%	38 45%M	21 39%	344 38%	16 35%	47 39%	36 41%m	31 34%	27 36%	39 39%	67 49%hM	55 38%	26 28%	344 38%	38 45%	21 39%
Disagree	401 39%	31 37%	24 44%k	346 39%	15 34%	47 39%	36 41%k	36 39%	28 37%	43 44%K	38 28%	61 42%k	42 46%K	346 39%	31 37%	24 44%
Don't know	229 22%	16 19%	9 17%	204 23%	14 31%	25 21%	15 18%	25 27%	21 28%	17 17%	31 23%	30 21%	24 26%	204 23%	16 19%	9 17%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p**

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