

Whitehouse Consultancy – Manifestos Poll

METHODOLOGY NOTE

ComRes interviewed 2,072 British adults online between 24th and 26th April 2015. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: andrew.hawkins@comres.co.uk

To register for Pollwatch, a regular newsletter update on the polls, please email: pollwatch@comres.co.uk

Party Policies Poll

ONLINE Fieldwork: 24th-26th April 2015

Absolutes/col percents

Table 1

Q.1 Below is a list of policies taken from the manifestos of the Conservative Party and Labour Party. To the best of your knowledge, which party do you think each policy belongs to?

Summary Table**Base: All respondents**

	Policies							
	Spend at least an additional £8 billion a year by 2020 on the NHS over and above inflation	Ensure migrants will not be able to claim benefits until they have lived here for at least two years	Increase the Inheritance Tax threshold for married couples and civil partners to £1 million	Ensure that those aged 18-21 do not have an automatic right to Housing Benefit	Freeze energy prices until 2017	Cut the budget deficit in every year of the next Parliament	Take people on the minimum wage out of income tax	Build at least 200,000 new homes a year by 2020
Unweighted base	2072	2072	2072	2072	2072	2072	2072	2072
Weighted base	2072	2072	2072	2072	2072	2072	2072	2072
Labour	804 39%	494 24%	342 17%	228 11%	1231 59%	518 25%	857 41%	802 39%
Conservative	732 35%	1108 53%	1167 56%	1128 54%	268 13%	1011 49%	706 34%	668 32%
Don't know	536 26%	469 23%	563 27%	716 35%	572 28%	542 26%	509 25%	602 29%

Party Policies Poll

ONLINE Fieldwork: 24th-26th April 2015

Absolutes/col percents

Table 2

Q.1 Below is a list of policies taken from the manifestos of the Conservative Party and Labour Party. To the best of your knowledge, which party do you think each policy belongs to?

Spend at least an additional £8 billion a year by 2020 on the NHS over and above inflation

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2072	1045	1027	245	328	367	381	322	429	608	606	349	509	268	878
Weighted base	2072	1015	1057	246	349	349	369	308	451	554	574	451	493	274	886
Labour	804	360	443	83	147	150	167	107	151	204	230	172	197	130	348
	39%	36%	42%	34%	42%	43%	45%	35%	33%	37%	40%	38%	40%	48%	39%
Conservative	732	437	296	79	85	89	105	139	234	237	197	150	148	78	291
	35%	43%	28%	32%	24%	26%	28%	45%	52%	43%	34%	33%	30%	28%	33%
Don't know	536	218	318	84	117	110	97	62	66	112	147	130	147	66	248
	26%	21%	30%	34%	34%	31%	26%	20%	15%	20%	26%	29%	30%	24%	28%

Party Policies Poll

ONLINE Fieldwork: 24th-26th April 2015

Absolutes/col percents

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Spend at least an additional £8 billion a year by 2020 on the NHS over and above inflation

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2072	175	94	1803	85	234	195	202	143	201	255	310	178
Weighted base	2072	186	104	1782	83	228	186	186	145	207	269	290	186
Labour	804 39%	73 39%	41 39%	690 39%	36 43%	97 43%	74 40%	66 36%	50 34%	64 31%	108 40%	117 40%	78 42%
Conservative	732 35%	61 33%	37 36%	633 36%	27 33%	68 30%	66 36%	70 37%	55 38%	77 37%	93 34%	108 37%	69 37%
Don't know	536 26%	52 28%	25 25%	459 26%	19 23%	63 27%	46 25%	50 27%	40 28%	66 32%	69 26%	65 22%	40 21%

Party Policies Poll

ONLINE Fieldwork: 24th-26th April 2015

Absolutes/col percents

Table 3

Q.1 Below is a list of policies taken from the manifestos of the Conservative Party and Labour Party. To the best of your knowledge, which party do you think each policy belongs to?

Ensure migrants will not be able to claim benefits until they have lived here for at least two years

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2072	1045	1027	245	328	367	381	322	429	608	606	349	509	268	878
Weighted base	2072	1015	1057	246	349	349	369	308	451	554	574	451	493	274	886
Labour	494 24%	237 23%	258 24%	54 22%	86 25%	103 30%	85 23%	71 23%	94 21%	115 21%	114 20%	122 27%	144 29%	75 27%	198 22%
Conservative	1108 53%	576 57%	532 50%	115 47%	154 44%	142 41%	195 53%	191 62%	311 69%	339 61%	314 55%	225 50%	231 47%	146 53%	453 51%
Don't know	469 23%	202 20%	267 25%	77 31%	109 31%	103 30%	89 24%	46 15%	45 10%	100 18%	147 26%	104 23%	118 24%	53 19%	235 27%

Party Policies Poll

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Absolutes/col percents

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	Region												
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Unweighted base	2072	175	94	1803	85	234	195	202	143	201	255	310	178
Weighted base	2072	186	104	1782	83	228	186	186	145	207	269	290	186
Labour	494 24%	55 29%	33 32%	406 23%	33 40%	58 25%	38 21%	35 19%	33 23%	40 19%	76 28%	54 19%	39 21%
Conservative	1108 53%	82 44%	50 48%	976 55%	34 41%	113 50%	103 55%	95 51%	78 54%	120 58%	144 54%	180 62%	107 58%
Don't know	469 23%	50 27%	20 19%	400 22%	16 20%	57 25%	45 24%	56 30%	34 23%	47 23%	49 18%	55 19%	40 21%

Party Policies Poll

ONLINE Fieldwork: 24th-26th April 2015

Absolutes/col percents

Table 4

Q.1 Below is a list of policies taken from the manifestos of the Conservative Party and Labour Party. To the best of your knowledge, which party do you think each policy belongs to?

Increase the Inheritance Tax threshold for married couples and civil partners to £1 million

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2072	1045	1027	245	328	367	381	322	429	608	606	349	509	268	878
Weighted base	2072	1015	1057	246	349	349	369	308	451	554	574	451	493	274	886
Labour	342 17%	150 15%	192 18%	46 19%	55 16%	76 22%	57 15%	49 16%	59 13%	76 14%	89 15%	82 18%	95 19%	61 22%	149 17%
Conservative	1167 56%	628 62%	539 51%	121 49%	157 45%	161 46%	207 56%	195 63%	325 72%	373 67%	329 57%	227 50%	238 48%	142 52%	470 53%
Don't know	563 27%	237 23%	326 31%	79 32%	137 39%	111 32%	105 29%	64 21%	67 15%	105 19%	157 27%	142 32%	159 32%	71 26%	268 30%

Party Policies Poll

ONLINE Fieldwork: 24th-26th April 2015

Absolutes/col percents

Table 4

Q.1 Below is a list of policies taken from the manifestos of the Conservative Party and Labour Party. To the best of your knowledge, which party do you think each policy belongs to?

Increase the Inheritance Tax threshold for married couples and civil partners to £1 million

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2072	175	94	1803	85	234	195	202	143	201	255	310	178
Weighted base	2072	186	104	1782	83	228	186	186	145	207	269	290	186
Labour	342 17%	43 23%	23 22%	276 15%	13 16%	43 19%	37 20%	19 10%	19 13%	30 14%	57 21%	45 15%	13 7%
Conservative	1167 56%	90 48%	60 58%	1017 57%	45 54%	127 56%	103 55%	106 57%	84 58%	109 53%	139 52%	175 60%	130 70%
Don't know	563 27%	53 29%	21 20%	489 27%	25 30%	57 25%	46 25%	62 33%	43 29%	69 33%	73 27%	70 24%	43 23%

Party Policies Poll

ONLINE Fieldwork: 24th-26th April 2015

Absolutes/col percents

Table 5

Q.1 Below is a list of policies taken from the manifestos of the Conservative Party and Labour Party. To the best of your knowledge, which party do you think each policy belongs to?

Ensure that those aged 18-21 do not have an automatic right to Housing Benefit

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2072	1045	1027	245	328	367	381	322	429	608	606	349	509	268	878
Weighted base	2072	1015	1057	246	349	349	369	308	451	554	574	451	493	274	886
Labour	228 11%	124 12%	104 10%	23 10%	47 13%	42 12%	48 13%	34 11%	33 7%	62 11%	53 9%	51 11%	62 12%	38 14%	113 13%
Conservative	1128 54%	592 58%	536 51%	134 55%	177 51%	182 52%	178 48%	185 60%	273 60%	316 57%	323 56%	233 52%	255 52%	160 58%	457 52%
Don't know	716 35%	299 29%	417 39%	88 36%	125 36%	125 36%	144 39%	88 29%	145 32%	176 32%	198 34%	167 37%	176 36%	76 28%	316 36%

Party Policies Poll

ONLINE Fieldwork: 24th-26th April 2015

Absolutes/col percents

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Q.1 Below is a list of policies taken from the manifestos of the Conservative Party and Labour Party. To the best of your knowledge, which party do you think each policy belongs to?

Ensure that those aged 18-21 do not have an automatic right to Housing Benefit

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2072	175	94	1803	85	234	195	202	143	201	255	310	178
Weighted base	2072	186	104	1782	83	228	186	186	145	207	269	290	186
Labour	228 11%	20 11%	15 15%	193 11%	11 13%	21 9%	22 12%	20 11%	21 15%	11 6%	26 10%	40 14%	20 11%
Conservative	1128 54%	96 52%	64 62%	968 54%	45 54%	128 56%	95 51%	95 51%	74 51%	112 54%	160 60%	153 53%	105 56%
Don't know	716 35%	70 38%	25 24%	621 35%	27 33%	79 35%	69 37%	71 38%	49 34%	84 40%	83 31%	97 33%	62 33%

Party Policies Poll

ONLINE Fieldwork: 24th-26th April 2015

Absolutes/col percents

Table 6

Q.1 Below is a list of policies taken from the manifestos of the Conservative Party and Labour Party. To the best of your knowledge, which party do you think each policy belongs to?

Freeze energy prices until 2017

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2072	1045	1027	245	328	367	381	322	429	608	606	349	509	268	878
Weighted base	2072	1015	1057	246	349	349	369	308	451	554	574	451	493	274	886
Labour	1231	682	550	120	171	206	224	195	316	344	335	259	293	168	503
	59%	67%	52%	49%	49%	59%	61%	63%	70%	62%	58%	57%	59%	61%	57%
Conservative	268	105	163	41	49	41	43	41	52	80	82	60	47	40	114
	13%	10%	15%	17%	14%	12%	12%	13%	12%	14%	14%	13%	9%	15%	13%
Don't know	572	228	344	85	128	102	103	71	83	130	157	132	153	66	270
	28%	22%	33%	34%	37%	29%	28%	23%	18%	23%	27%	29%	31%	24%	30%

Party Policies Poll

ONLINE Fieldwork: 24th-26th April 2015

Absolutes/col percents

Table 6

Q.1 Below is a list of policies taken from the manifestos of the Conservative Party and Labour Party. To the best of your knowledge, which party do you think each policy belongs to?

Freeze energy prices until 2017

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2072	175	94	1803	85	234	195	202	143	201	255	310	178
Weighted base	2072	186	104	1782	83	228	186	186	145	207	269	290	186
Labour	1231 59%	113 61%	68 66%	1050 59%	54 65%	137 60%	124 66%	102 55%	85 59%	108 52%	161 60%	170 59%	110 59%
Conservative	268 13%	21 11%	13 12%	234 13%	9 11%	28 12%	14 8%	21 11%	23 16%	30 14%	39 14%	43 15%	29 15%
Don't know	572 28%	52 28%	22 22%	498 28%	20 25%	63 28%	49 26%	63 34%	37 26%	70 34%	70 26%	77 27%	48 26%

Party Policies Poll

ONLINE Fieldwork: 24th-26th April 2015

Absolutes/col percents

Table 7

Q.1 Below is a list of policies taken from the manifestos of the Conservative Party and Labour Party. To the best of your knowledge, which party do you think each policy belongs to?

Cut the budget deficit in every year of the next Parliament

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2072	1045	1027	245	328	367	381	322	429	608	606	349	509	268	878
Weighted base	2072	1015	1057	246	349	349	369	308	451	554	574	451	493	274	886
Labour	518 25%	287 28%	232 22%	57 23%	86 25%	92 26%	82 22%	81 26%	120 27%	120 22%	145 25%	132 29%	121 25%	84 31%	207 23%
Conservative	1011 49%	518 51%	494 47%	108 44%	145 42%	156 45%	192 52%	153 50%	257 57%	315 57%	288 50%	199 44%	209 42%	133 49%	430 48%
Don't know	542 26%	211 21%	331 31%	81 33%	118 34%	101 29%	96 26%	73 24%	74 16%	119 21%	141 25%	120 26%	163 33%	56 21%	249 28%

Party Policies Poll

ONLINE Fieldwork: 24th-26th April 2015

Absolutes/col percents

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Q.1 Below is a list of policies taken from the manifestos of the Conservative Party and Labour Party. To the best of your knowledge, which party do you think each policy belongs to?

Cut the budget deficit in every year of the next Parliament

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2072	175	94	1803	85	234	195	202	143	201	255	310	178
Weighted base	2072	186	104	1782	83	228	186	186	145	207	269	290	186
Labour	518 25%	51 28%	38 37%	428 24%	23 28%	57 25%	56 30%	45 24%	33 23%	43 21%	69 26%	67 23%	36 20%
Conservative	1011 49%	85 46%	46 44%	881 49%	35 43%	108 47%	78 42%	83 44%	75 52%	104 50%	138 51%	147 51%	113 60%
Don't know	542 26%	50 27%	20 19%	473 27%	24 29%	64 28%	53 28%	59 32%	37 25%	60 29%	62 23%	76 26%	38 20%

Party Policies Poll

ONLINE Fieldwork: 24th-26th April 2015

Absolutes/col percents

Table 8

Q.1 Below is a list of policies taken from the manifestos of the Conservative Party and Labour Party. To the best of your knowledge, which party do you think each policy belongs to?

Take people on the minimum wage out of income tax

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2072	1045	1027	245	328	367	381	322	429	608	606	349	509	268	878
Weighted base	2072	1015	1057	246	349	349	369	308	451	554	574	451	493	274	886
Labour	857	395	462	97	129	143	160	138	189	221	233	181	222	118	347
	41%	39%	44%	39%	37%	41%	43%	45%	42%	40%	41%	40%	45%	43%	39%
Conservative	706	405	301	71	99	99	117	119	201	223	196	153	134	103	293
	34%	40%	29%	29%	28%	28%	32%	39%	44%	40%	34%	34%	27%	38%	33%
Don't know	509	216	294	78	121	107	92	51	61	110	145	117	136	53	246
	25%	21%	28%	32%	35%	31%	25%	16%	14%	20%	25%	26%	28%	19%	28%

Party Policies Poll

ONLINE Fieldwork: 24th-26th April 2015

Absolutes/col percents

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Q.1 Below is a list of policies taken from the manifestos of the Conservative Party and Labour Party. To the best of your knowledge, which party do you think each policy belongs to?

Take people on the minimum wage out of income tax

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	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
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Weighted base	2072	186	104	1782	83	228	186	186	145	207	269	290	186
Labour	857 41%	95 51%	47 45%	715 40%	39 47%	109 48%	79 42%	71 38%	57 39%	74 36%	105 39%	116 40%	66 35%
Conservative	706 34%	40 21%	42 41%	624 35%	32 38%	72 32%	63 34%	62 33%	51 35%	76 37%	89 33%	100 34%	79 42%
Don't know	509 25%	51 27%	15 14%	444 25%	13 15%	48 21%	44 24%	54 29%	37 26%	57 27%	75 28%	74 26%	42 23%

Party Policies Poll

ONLINE Fieldwork: 24th-26th April 2015

Absolutes/col percents

Table 9

Q.1 Below is a list of policies taken from the manifestos of the Conservative Party and Labour Party. To the best of your knowledge, which party do you think each policy belongs to?

Build at least 200,000 new homes a year by 2020

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2072	1045	1027	245	328	367	381	322	429	608	606	349	509	268	878
Weighted base	2072	1015	1057	246	349	349	369	308	451	554	574	451	493	274	886
Labour	802	420	382	94	131	124	141	129	183	210	215	184	193	121	324
	39%	41%	36%	38%	38%	36%	38%	42%	40%	38%	37%	41%	39%	44%	37%
Conservative	668	330	338	65	95	111	115	102	180	209	184	144	131	93	287
	32%	32%	32%	26%	27%	32%	31%	33%	40%	38%	32%	32%	27%	34%	32%
Don't know	602	265	336	87	123	113	114	77	89	134	176	123	169	60	275
	29%	26%	32%	35%	35%	33%	31%	25%	20%	24%	31%	27%	34%	22%	31%

Party Policies Poll

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Absolutes/col percents

Table 9

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Build at least 200,000 new homes a year by 2020

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Labour	802 39%	92 49%	52 50%	659 37%	37 45%	98 43%	72 39%	62 33%	56 39%	65 31%	103 38%	101 35%	66 35%
Conservative	668 32%	41 22%	33 32%	594 33%	28 34%	64 28%	54 29%	65 35%	48 33%	72 35%	90 33%	101 35%	71 38%
Don't know	602 29%	54 29%	18 18%	529 30%	18 22%	66 29%	61 33%	59 32%	41 28%	70 34%	76 28%	88 30%	50 27%