

# YouGov / 383 Survey Results

Sample Size: 1894 GB Adults  
Fieldwork: 14th - 15th April 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b> 1894	X	X	X	X	542	429	374	919	975	225	479	648	542	1080	814	242	616	405	466	165	
<b>Unweighted Sample</b> 1894	509	570	126	219	528	447	398	923	971	189	427	696	582	1154	740	234	600	376	481	203	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Thinking about previous UK general elections, which of the following statements most applies to you?

I have read a political party manifesto once	5	4	6	4	4	4	5	5	7	3	7	7	4	4	5	5	5	5	6	4	6
I have read a political party manifesto more than once	13	11	16	22	15	11	18	15	17	10	16	14	14	12	16	10	12	13	15	12	17
I have read part(s), but not all, of a political party manifesto(s)	33	38	33	37	31	39	33	36	35	32	30	33	32	38	36	30	34	33	32	35	38
I have never read a party political manifesto	41	43	38	36	47	43	38	41	36	46	32	36	46	43	37	46	38	45	41	42	30
Don't know	7	4	6	1	3	3	6	4	4	9	16	10	5	3	5	9	11	5	6	7	9

## In the previous question, you stated that you have never read a party political manifesto. Which of the following reasons, if any, contributed to this decision? (Please tick all that apply)

[This question was only asked to respondents who have never read a party political manifesto; n=760]

I find out what the parties' policies are from other sources e.g. newspapers, TV and social media	42	48	45	63	42	50	43	50	43	42	25	39	43	49	48	36	45	44	43	36	45
I believe they will be too long	31	33	32	45	29	31	32	36	30	32	39	36	32	23	34	28	41	30	24	32	35
I would not know where to find them	24	24	24	32	23	21	26	29	19	28	19	27	25	23	21	27	19	24	23	26	24
I have little or no interest in politics	22	17	16	6	21	16	13	19	17	26	17	30	23	17	19	25	23	22	23	22	19
I believe the language will be too complex or uninteresting	20	22	20	17	21	22	21	20	17	22	22	21	22	16	21	19	25	21	17	19	24
I don't need to read party manifestos to know who I want to vote for	18	22	20	30	17	25	22	14	20	16	10	13	18	25	20	16	23	19	14	17	20
I don't need to read party manifestos to know what the parties stand for	17	19	18	23	21	20	23	15	21	14	11	10	19	23	19	15	20	14	15	21	24
None of the above	6	5	4	7	7	6	2	7	8	6	19	7	5	4	6	7	6	5	9	7	4
Don't know	3	2	2	0	3	2	4	1	3	2	10	2	3	1	1	4	0	3	5	1	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the previous question, you stated that you have read part(s) or all of a political party manifesto(s). Having read part or all of a manifesto, which of the following do you agree with? (Please tick all that apply)

[This question was only asked to respondents who have read part(s) or all of a party political manifesto; n=1020]

I found other sources to be more useful for finding out policies e.g. newspapers, TV and social media	<b>49</b>	50	45	49	53	47	43	55	49	48	56	43	45	55	50	45	51	47	52	46	47
I found it to be too long	<b>41</b>	40	39	39	48	36	39	44	40	44	49	43	41	38	39	46	40	43	43	39	40
It was only one of many things which helped to inform me who to vote for	<b>33</b>	38	32	46	23	37	28	42	35	32	25	33	36	35	36	28	32	36	28	34	35
I found the language too complex or uninteresting	<b>20</b>	14	20	18	26	20	19	18	15	25	19	16	23	20	17	25	20	17	26	19	17
I found it to be very difficult to find	<b>10</b>	8	8	9	15	8	10	9	8	12	11	12	10	6	9	10	9	10	11	8	10
I have more interest in politics as a result of reading part or all of a manifesto	<b>8</b>	8	9	10	10	10	9	8	10	6	14	11	7	5	9	7	8	7	10	9	7
None of the above	<b>7</b>	7	7	4	6	6	8	5	9	5	7	8	9	5	7	7	6	8	5	7	9
Don't know	<b>2</b>	3	2	1	2	2	2	2	2	2	3	2	2	1	1	3	1	1	3	2	1