

YouGov / The Times Survey Results

Sample Size: 1656 GB Adults
Fieldwork: 9th - 10th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					Labour Waverers	Potential Labour Voters	
	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			
Weighted Sample	1656	X	X	X	X	471	413	333	803	853	197	419	566	474	944	712	212	538	354	407	144	165	294	
Unweighted Sample	1656	433	423	79	221	516	416	347	773	883	92	380	671	513	1142	514	290	482	317	388	179	173	261	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The next election is not expected to be until May 2015. Will you definitely vote this way, or might you change your mind?

[This question was only asked to those who know how they're going to vote in the general election; n=1414]

I will definitely vote this way	48	49	60	27	46	49	62	34	50	45	31	41	48	58	45	52	43	46	45	48	66	0	0
I will probably vote this way, it is very unlikely that I will change my mind	29	35	29	53	22	31	24	38	27	32	38	30	31	25	33	24	25	29	31	33	23	74	47
I will possibly vote this way, but there is a chance I will change my mind	17	15	9	20	31	18	10	26	18	17	19	21	17	14	17	17	20	18	22	15	7	24	48
More likely than not I will change my mind	2	0	1	0	1	1	1	1	1	3	1	5	1	1	2	2	4	1	1	3	1	2	6
Don't know	4	1	1	0	0	1	3	1	4	3	10	4	3	3	3	5	7	6	2	1	4	0	0

On a scale of 0 to 10, where 0 means you definitely won't vote for them, and 10 means you definitely will vote for them, how likely are you to vote for the following parties?

Labour

0 - Will certainly not vote for this party	39	76	0	32	68	73	9	27	41	37	26	31	37	55	40	38	34	45	38	33	44	0	0
1	3	4	0	4	3	3	1	6	3	3	4	1	4	3	3	3	4	4	2	2	3	0	0
2	3	5	0	6	3	4	1	4	4	3	4	4	5	1	4	3	4	5	3	2	2	0	0
3	6	7	0	13	5	5	3	9	6	6	5	8	7	4	6	5	5	7	9	4	4	1	0
4	3	2	1	9	2	2	1	5	3	3	6	4	2	2	4	2	4	4	2	2	3	1	0
5	10	3	1	19	7	5	10	13	9	12	16	12	11	6	9	11	11	11	9	11	9	3	50
6	5	2	2	7	5	2	6	6	5	5	10	5	4	3	5	5	5	4	5	5	7	3	24
7	5	0	9	3	2	2	6	6	4	6	4	9	4	2	6	4	6	3	5	7	3	21	13
8	6	1	15	6	5	1	12	7	4	7	8	6	6	5	6	6	8	5	8	6	3	32	9
9	4	0	16	0	0	0	9	6	4	5	5	5	5	4	4	5	5	3	6	5	3	28	1
10 - Will definitely vote for this party	15	0	56	0	0	2	43	11	16	14	12	15	16	15	13	18	15	11	13	22	18	12	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative																							
0 - Will certainly not vote for this party	42	0	74	38	44	7	69	49	41	42	43	42	44	38	38	46	44	33	40	47	62	50	30
1	3	0	5	8	4	0	4	5	4	3	3	3	4	3	4	3	4	4	2	4	3	11	4
2	4	0	5	10	4	2	5	5	3	4	5	4	3	3	4	3	3	5	4	3	1	12	4
3	4	0	4	9	8	3	3	6	4	5	7	5	3	5	3	6	6	4	6	3	2	8	5
4	4	0	4	6	6	2	4	4	4	3	8	4	2	3	3	4	5	3	3	4	2	7	5
5	11	3	5	13	12	11	7	11	10	13	17	13	12	6	11	12	8	13	13	11	7	7	32
6	5	4	1	7	8	8	3	4	5	5	3	7	5	3	5	4	4	6	4	4	5	3	8
7	5	10	1	5	7	8	0	7	5	4	4	3	6	5	5	4	6	4	5	5	3	2	6
8	7	22	1	2	6	16	1	5	9	5	5	7	6	8	9	4	5	9	6	5	5	1	3
9	5	19	0	0	2	12	0	3	5	6	4	4	4	8	6	4	5	6	3	6	3	0	1
10 - Will definitely vote for this party	11	41	0	0	0	30	4	2	12	10	2	8	9	18	13	8	11	13	13	7	6	0	2
Liberal Democrats																							
0 - Will certainly not vote for this party	56	64	61	0	83	70	68	27	59	54	43	49	58	66	54	60	54	55	57	57	64	37	27
1	6	6	7	0	6	5	7	5	7	5	6	5	7	5	5	6	4	5	5	7	10	9	5
2	6	6	9	0	2	5	8	5	6	6	5	6	7	5	7	5	7	5	8	4	6	15	6
3	5	6	5	0	4	5	4	6	5	5	6	9	4	3	5	5	5	6	5	5	2	8	6
4	6	7	6	1	2	5	2	8	6	6	12	6	5	4	5	7	4	7	7	5	2	9	9
5	9	5	6	4	3	5	6	15	7	11	14	13	8	5	10	9	10	10	9	9	4	9	23
6	3	3	3	4	1	2	2	7	3	3	4	5	2	2	4	2	6	3	2	3	2	6	5
7	3	1	3	15	0	0	2	9	2	4	3	3	3	3	3	3	4	2	1	4	4	6	7
8	2	1	0	31	0	1	0	8	2	2	3	3	2	2	3	1	2	3	3	1	4	1	7
9	1	1	0	22	0	1	0	5	1	2	2	1	2	1	1	2	2	1	2	1	1	0	4
10 - Will definitely vote for this party	2	0	1	24	0	0	2	5	2	2	1	1	2	3	3	1	2	2	2	2	1	1	2
UKIP																							
0 - Will certainly not vote for this party	56	55	77	75	0	43	69	65	54	58	55	59	52	57	60	50	60	49	55	56	77	71	46
1	3	4	3	8	0	3	3	6	4	3	4	4	4	2	4	3	2	3	5	4	3	6	5
2	3	5	3	2	0	4	3	2	4	3	7	2	3	3	4	3	4	5	3	2	2	6	3
3	3	5	2	5	0	4	1	4	4	2	4	2	3	3	3	3	2	3	3	3	2	3	2
4	3	5	3	1	0	4	3	3	3	3	6	4	3	3	3	4	2	4	3	4	2	5	1
5	9	10	6	5	3	12	5	7	8	10	13	9	10	7	9	10	10	11	6	10	6	6	19
6	4	9	3	1	4	7	3	2	5	4	4	6	5	3	4	5	5	5	6	4	1	2	5
7	4	4	0	1	12	4	3	3	3	4	3	2	5	3	3	4	4	3	5	4	3	1	7
8	4	3	1	1	19	7	3	2	5	3	0	6	5	4	4	4	4	4	4	5	1	1	5
9	3	1	1	0	18	4	3	2	4	3	0	3	4	4	3	4	3	3	5	3	1	1	5
10 - Will definitely vote for this party	6	0	0	0	44	8	4	6	6	7	3	3	6	11	4	9	5	10	5	6	3	0	3

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

Some people have suggested that Labour should change their leader before the general election, other people think that Ed Miliband should remain Labour leader. Which of the following best reflects your view?

Changing their leader to someone more popular would be a sensible decision and show Labour were determined to win	35	34	32	26	45	32	37	43	33	36	24	40	35	33	34	35	30	35	38	33	36	38	42
Changing their leader this close to an election would not be sensible decision and would look as if Labour were panicking	37	44	48	57	30	42	40	36	42	31	30	30	37	45	41	30	36	32	36	45	33	47	26
Neither	14	16	11	14	19	16	12	11	12	17	13	16	14	14	14	15	13	15	15	13	17	8	9
Don't know	14	6	9	3	7	10	11	10	13	16	34	14	14	7	11	19	21	18	10	10	14	7	24