

YouGov / Times Red Box Survey Results

Sample Size: 3307 GB Adults
Fieldwork: 17th - 19th February 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	Lost Lib Dems	
Weighted Sample	3307	x	x	x	x	912	817	655	1604	1703	394	837	1131	946	1885	1422	423	1075	708	814	288	499	
Unweighted Sample	3307	811	863	187	469	926	779	659	1751	1556	316	645	1284	1062	2185	1122	384	1113	696	805	309	528	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine at the general election the Liberal Democrats under Nick Clegg campaigned on a message of how they were proud that they had been a responsible party of government, helped get the economy back on track and got Liberal Democrat policies put into action.

Would this make you...

Feel more positive about the Liberal Democrats, though I probably wouldn't vote for them	10	21	7	1	7	17	7	6	10	10	12	10	9	9	10	9	7	10	13	9	8	7
Feel more positive about the Liberal Democrats and more likely to vote for them	8	8	3	41	3	6	3	18	9	7	9	9	8	6	10	5	9	10	6	6	6	11
Make no difference to my views	45	47	43	49	47	48	46	45	45	44	31	45	46	48	46	42	46	44	44	44	50	43
Feel more negative about the Liberal Democrats and less likely to vote for them	8	4	11	4	7	5	9	12	8	7	11	7	8	7	7	9	9	7	7	10	8	15
Feel more negative about the Liberal Democrats, but I probably wouldn't have voted for them anyway	18	13	25	1	29	17	25	12	19	16	16	12	18	24	17	19	16	17	18	19	20	15
None of these	4	2	5	0	4	3	5	2	3	5	4	6	4	3	3	6	6	4	4	4	3	3
Don't know	8	3	5	3	3	5	5	5	5	11	17	11	6	4	6	10	8	8	8	7	5	6

Imagine at the general election the Liberal Democrats under Nick Clegg campaigned on a message of distancing themselves from their record in government, saying they now regretted many of the damaging Conservative policies they supported at the time, such as tuition fees and the bedroom tax.

Would this make you...

Feel more positive about the Liberal Democrats, though I probably wouldn't vote for them	12	5	22	1	9	4	18	12	10	13	16	12	12	10	12	11	9	10	13	13	13	16
Feel more positive about the Liberal Democrats and more likely to vote for them	8	3	7	33	5	3	4	18	8	8	15	9	8	5	10	6	8	8	7	10	4	15
Make no difference to my views	38	35	40	43	40	38	42	38	37	38	26	37	39	42	36	40	40	36	37	38	46	34
Feel more negative about the Liberal Democrats and less likely to vote for them	11	17	7	18	10	13	9	15	14	9	10	11	12	11	14	8	9	14	11	10	11	14
Feel more negative about the Liberal Democrats, but I probably wouldn't have voted for them anyway	21	35	17	1	28	36	19	10	24	18	13	16	21	28	21	21	21	21	22	20	18	13
None of these	4	2	3	1	4	2	3	2	3	5	4	5	4	3	3	5	6	4	3	4	3	3
Don't know	7	3	3	4	3	4	4	5	4	9	16	10	5	3	5	9	6	8	8	6	4	6

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

Imagine at the general election the Liberal Democrats under Nick Clegg campaigned on clear Liberal Democrat policies, supporting a more positive attitude towards the European Union and immigration, protecting human rights and people's freedoms.

Would this make you...

Feel more positive about the Liberal Democrats, though I probably wouldn't vote for them	13	11	21	2	4	8	18	13	13	13	20	15	11	11	15	10	12	12	14	12	22	17
Feel more positive about the Liberal Democrats and more likely to vote for them	12	6	8	49	3	4	7	26	13	10	20	15	10	8	15	7	12	15	9	10	11	19
Make no difference to my views	37	39	45	36	30	38	45	36	37	38	27	36	42	38	36	40	38	35	38	38	43	34
Feel more negative about the Liberal Democrats and less likely to vote for them	9	11	5	10	15	12	6	10	9	9	6	9	10	9	9	8	8	10	9	10	5	11
Feel more negative about the Liberal Democrats, but I probably wouldn't have voted for them anyway	18	27	11	1	41	31	15	7	20	16	8	11	17	28	17	20	17	18	20	18	12	9
None of these	4	2	4	0	4	2	5	1	3	4	3	5	4	2	2	5	5	3	2	4	3	2
Don't know	7	4	5	3	3	5	5	6	4	11	15	9	7	3	6	9	7	8	8	6	4	7