

YouGov / The Times Survey Results

Sample Size: 1851 GB Adults
Fieldwork: 1st - 2nd May 2013

	Voting intention				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	
Weighted Sample 1851	X	X	X	X	567	469	416	900	951	224	472	633	522	1055	796	237	602	396	455	161	
Unweighted Sample 1851	457	600	111	200	594	467	409	865	986	67	461	748	575	1235	616	266	631	351	448	155	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

0 - Would never consider voting for them	33	0	66	23	31	3	63	41	33	34	13	34	38	35	28	41	25	25	33	44	47
1	4	1	7	5	5	1	5	7	4	4	9	3	5	3	5	3	5	5	4	4	5
2	5	0	8	8	4	1	11	7	7	4	12	6	3	4	7	3	8	3	7	6	2
3	5	0	5	24	6	2	4	11	7	3	15	3	4	4	4	6	4	7	4	3	5
4	3	0	3	9	3	1	5	2	4	2	6	4	3	1	3	3	4	3	3	2	6
5	6	1	4	7	7	5	2	8	4	7	3	6	6	6	5	7	7	5	6	5	8
6	5	6	3	11	11	6	4	6	6	4	12	7	3	4	6	4	4	7	6	4	2
7	5	7	1	5	11	9	2	4	3	7	4	5	5	5	6	3	5	5	4	5	4
8	6	14	1	3	11	14	1	5	7	6	8	7	5	7	7	5	6	6	8	6	4
9	3	10	0	2	3	8	0	3	4	3	2	4	3	4	3	4	6	4	3	3	2
10 - Would definitely consider voting for them	18	61	2	3	6	47	3	4	17	18	3	12	20	25	21	13	20	22	16	13	12
Don't know	6	0	0	1	2	2	1	3	4	7	13	9	3	2	3	9	5	7	5	5	3

Labour

0 - Would never consider voting for them	23	53	0	14	48	56	2	9	23	23	15	13	22	37	24	22	21	27	25	17	23
1	4	8	0	4	7	8	1	1	4	3	2	4	3	4	4	3	5	4	4	2	4
2	6	12	0	9	4	9	1	7	7	5	2	5	9	3	6	6	4	5	8	5	6
3	4	5	1	9	8	4	2	4	4	3	1	4	4	4	5	3	3	4	4	4	2
4	4	4	2	12	4	4	1	8	5	4	7	5	4	3	6	2	4	5	4	3	5
5	9	6	4	12	15	5	7	13	9	9	14	10	7	8	9	9	14	8	5	9	12
6	7	4	4	28	3	4	5	14	8	6	17	8	5	4	7	7	8	9	7	4	6
7	7	3	7	5	3	4	7	9	6	7	8	9	7	4	6	7	5	5	9	8	6
8	7	3	14	2	2	2	11	9	6	8	8	8	6	7	7	7	10	5	7	8	6
9	4	0	10	0	2	1	9	3	4	4	2	4	4	4	4	3	2	2	6	5	5
10 - Would definitely consider voting for them	20	1	57	4	2	2	54	18	20	21	11	19	25	20	19	23	18	17	17	29	21
Don't know	6	1	0	1	1	3	2	3	4	8	13	10	4	2	4	9	5	7	6	5	4

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Sample Size: 1851 GB Adults
Fieldwork: 1st - 2nd May 2013

	Likely to vote Con	Likely to vote Lab*	Likely to vote Lib Dem*	Likely to vote UKIP
Weighted Sample	1851	693	828	463
Unweighted Sample	1851	705	805	520
	%	%	%	%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

0 - Would never consider voting for them	33	0	56	21	28
1	4	0	5	5	3
2	5	0	7	7	2
3	5	0	7	12	4
4	3	0	4	5	2
5	6	0	2	4	5
6	5	14	4	9	8
7	5	13	4	7	8
8	6	17	3	10	10
9	3	9	1	5	5
10 - Would definitely consider voting for them	18	47	5	15	24
Don't know	6	0	0	0	2

Labour

0 - Would never consider voting for them	23	47	0	15	35
1	4	6	0	2	4
2	6	10	0	7	6
3	4	5	0	4	5
4	4	5	0	6	5
5	9	6	0	10	9
6	7	6	16	14	5
7	7	6	15	13	7
8	7	5	15	10	7
9	4	2	9	3	2
10 - Would definitely consider voting for them	20	2	46	14	14
Don't know	6	0	0	0	1

Fieldwork: 1st - 2nd May 2013

	Voting intention				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	
Weighted Sample	1851	X	X	X	X	567	469	416	900	951	224	472	633	522	1055	796	237	602	396	455	161	
Unweighted Sample	1851	457	600	111	200	594	467	409	865	986	67	461	748	575	1235	616	266	631	351	448	155	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Liberal Democrat

0 - Would never consider voting for them	32	32	39	0	58	40	42	13	32	31	19	22	35	42	30	34	27	28	34	35	38
1	6	7	5	1	12	7	5	4	6	5	4	5	6	6	6	5	6	5	9	4	5
2	7	8	11	0	5	7	10	6	9	6	10	7	7	7	7	7	9	7	6	9	6
3	6	7	6	0	3	6	7	4	7	4	6	5	6	5	7	4	6	6	8	4	4
4	7	7	8	1	3	7	8	5	7	7	11	8	6	4	8	5	6	5	7	9	7
5	12	15	12	4	9	11	11	14	11	12	5	16	12	11	12	11	15	11	9	12	15
6	7	8	6	5	5	6	6	8	7	6	16	7	5	5	7	6	11	7	6	5	5
7	6	7	4	10	2	6	5	11	6	7	5	9	8	3	5	7	5	6	6	7	6
8	4	4	4	18	1	3	3	9	3	5	2	3	5	6	5	3	3	5	3	5	6
9	3	1	2	24	1	2	0	8	4	2	11	2	2	2	4	3	6	2	1	0	
10 - Would definitely consider voting for them	5	1	2	37	1	2	1	14	4	6	0	5	4	7	5	4	4	7	4	4	3
Don't know	6	2	0	1	1	3	2	3	4	8	13	10	4	2	4	9	6	7	6	5	4

United Kingdom Independence Party (UKIP)

0 - Would never consider voting for them	36	26	51	57	0	20	47	47	35	36	39	38	34	34	38	32	42	34	30	37	43
1	6	10	4	10	0	7	4	6	7	5	13	5	5	4	7	4	6	7	7	4	2
2	5	7	4	4	0	5	5	4	5	5	5	4	5	4	4	5	8	5	4	4	3
3	4	6	4	4	2	4	5	4	5	4	2	7	4	3	5	4	4	3	6	4	4
4	4	6	3	5	0	7	3	3	5	4	1	6	4	3	5	3	4	3	7	4	4
5	11	12	13	6	3	10	13	12	12	10	12	11	11	11	11	11	6	10	11	13	17
6	6	9	4	5	4	8	4	6	6	6	2	4	7	8	6	6	6	4	7	8	2
7	6	8	5	2	8	9	4	6	5	6	4	6	6	6	5	7	2	6	4	8	5
8	5	4	6	1	13	7	6	2	5	5	5	4	5	5	6	4	5	6	5	5	2
9	3	4	1	0	9	5	2	1	3	3	3	2	3	3	3	3	0	4	5	2	2
10 - Would definitely consider voting for them	9	5	4	0	61	14	5	4	8	9	2	5	9	15	7	11	8	9	10	7	10
Don't know	7	2	1	6	1	4	2	5	5	9	11	10	6	4	4	11	8	9	6	5	7

Fieldwork: 1st - 2nd May 2013

	Likely to vote Con	Likely to vote Lab*	Likely to vote Lib Dem*	Likely to vote UKIP
Weighted Sample	693	828	463	513
Unweighted Sample	705	805	418	520
	%	%	%	%

Liberal Democrat

0 - Would never consider voting for them	32	30	32	0	41
1	6	6	5	0	6
2	7	7	8	0	6
3	6	6	5	0	4
4	7	7	8	0	6
5	12	13	12	0	10
6	7	9	8	27	8
7	6	9	8	25	8
8	4	5	5	17	3
9	3	2	5	12	2
10 - Would definitely consider voting for them	5	4	4	19	3
Don't know	6	1	0	0	2

United Kingdom Independence Party (UKIP)

0 - Would never consider voting for them	36	23	48	41	0
1	6	7	4	6	0
2	5	5	5	7	0
3	4	5	5	5	0
4	4	6	3	4	0
5	11	11	12	10	0
6	6	10	5	7	21
7	6	8	5	6	20
8	5	7	5	7	18
9	3	4	2	2	10
10 - Would definitely consider voting for them	9	12	4	5	31
Don't know	7	2	1	2	0

Fieldwork: 1st - 2nd May 2013

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	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	
1851	X	X	X	X	567	469	416	900	951	224	472	633	522	1055	796	237	602	396	455	161	
Unweighted Sample	1851	457	600	111	200	594	467	409	865	986	67	461	748	575	1235	616	266	631	351	448	155
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a previous question you said you would vote UKIP in a general election tomorrow, which of the following list best reflects your reasons for voting UKIP? Please tick up to three

*[Asked to those who said they would vote UKIP
n=200]*

Because I want to see immigration to Britain reduced	76	0	0	0	76	78	72	84	68	84	75	89	68	81	77	75	83	82	70	72	72
Because I want to see Britain leave the European Union	59	0	0	0	59	72	36	55	65	52	43	65	56	60	67	51	52	52	57	76	45
Because I am unhappy with all three of the main political parties	47	0	0	0	47	37	55	49	52	41	100	36	58	35	50	43	48	51	39	48	52
Because I am unhappy with the way David Cameron and the government are running the country	25	0	0	0	25	20	28	30	27	23	0	32	26	25	11	39	5	15	38	36	11
Because I think UKIP reflect my own values and beliefs	20	0	0	0	20	17	26	14	24	16	0	15	15	26	20	20	22	13	24	24	14
Because I have a positive impression of Nigel Farage	15	0	0	0	15	16	9	17	19	11	0	17	10	20	8	21	18	15	17	9	21
Because I want to send a message to the main parties	14	0	0	0	14	14	17	17	8	20	0	12	16	14	17	11	22	14	14	8	30
Because I am unhappy about the issue of gay marriage	12	0	0	0	12	18	4	2	8	16	0	8	8	17	13	11	3	17	7	11	26
Because I think a new party deserves a chance	9	0	0	0	9	6	20	12	4	14	28	0	8	10	9	9	18	16	4	2	0
Because I think UKIP would do a good job at running the country if elected	8	0	0	0	8	7	5	8	11	5	0	3	9	9	7	9	11	6	14	3	7
Something else	0	0	0	0	0	0	0	3	1	0	0	0	1	0	1	0	0	1	0	0	0
Don't know	1	0	0	0	1	0	9	0	0	1	0	0	2	0	0	1	0	0	2	0	0

Fieldwork: 1st - 2nd May 2013

	Likely to vote Con	Likely to vote Lab*	Likely to vote Lib Dem*	Likely to vote UKIP	
Weighted Sample	1851	693	828	463	513
Unweighted Sample	1851	705	805	418	520
	%	%	%	%	%

In a previous question you said you would vote UKIP in a general election tomorrow, which of the following list best reflects your reasons for voting UKIP? Please tick up to three

*[Asked to those who said they would vote UKIP
n=200]*

Because I want to see immigration to Britain reduced	76	81	83	97	76
Because I want to see Britain leave the European Union	59	77	58	39	60
Because I am unhappy with all three of the main political parties	47	43	49	59	45
Because I am unhappy with the way David Cameron and the government are running the country	25	16	42	0	24
Because I think UKIP reflect my own values and beliefs	20	21	7	13	20
Because I have a positive impression of Nigel Farage	15	10	9	23	16
Because I want to send a message to the main parties	14	12	14	10	13
Because I am unhappy about the issue of gay marriage	12	17	14	3	13
Because I think a new party deserves a chance	9	7	7	46	10
Because I think UKIP would do a good job at running the country if elected	8	3	0	0	9
Something else	0	1	0	5	0
Don't know	1	0	0	0	0

Fieldwork: 1st - 2nd May 2013

	Voting intention				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	
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Unweighted Sample	1851	457	600	111	200	594	467	409	865	986	67	461	748	575	1235	616	266	631	351	448	155	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you have a positive or negative opinion of the following people?

David Cameron

Very positive	7	25	0	1	1	18	1	2	6	7	2	5	7	10	8	5	9	9	5	6	2
Fairly positive	26	63	7	27	21	52	9	20	28	24	25	27	24	28	31	20	26	30	26	23	21
TOTAL POSITIVE	33	88	7	28	22	70	10	22	34	31	27	32	31	38	39	25	35	39	31	29	23
Neither positive or negative	16	9	10	36	16	14	9	18	16	16	18	16	14	14	18	16	19	18	11	16	
Fairly negative	19	2	25	19	25	9	26	22	18	20	27	20	18	14	21	15	26	17	15	20	19
Very negative	30	1	56	16	37	6	54	36	30	31	17	30	33	33	25	38	21	22	34	40	39
TOTAL NEGATIVE	49	3	81	35	62	15	80	58	48	51	44	50	51	47	46	53	47	39	49	60	58
Don't know who this person is, or know enough about them to say	3	0	2	1	0	1	0	2	3	2	10	2	1	1	2	4	1	4	2	1	3

Ed Miliband

Very positive	5	0	15	1	1	1	14	4	5	5	6	5	7	4	5	6	3	6	5	6	6
Fairly positive	17	3	42	9	3	2	39	19	16	19	12	21	17	17	16	19	23	12	16	20	23
TOTAL POSITIVE	22	3	57	10	4	3	53	23	21	24	18	26	24	21	21	25	26	18	21	26	29
Neither positive or negative	26	14	32	39	10	14	29	32	25	27	38	32	25	17	24	28	25	28	22	28	22
Fairly negative	23	34	8	31	34	30	11	24	22	24	14	22	24	25	26	19	25	21	24	22	23
Very negative	26	48	3	19	53	52	6	19	29	23	17	17	26	36	27	24	22	29	30	21	22
TOTAL NEGATIVE	49	82	11	50	87	82	17	43	51	47	31	39	50	61	53	43	47	50	54	43	45
Don't know who this person is, or know enough about them to say	3	0	1	2	0	1	1	2	3	3	12	3	1	0	2	4	2	4	2	2	3

Nick Clegg

Very positive	2	1	1	12	0	1	1	4	1	2	2	2	1	3	2	1	1	2	2	1	4
Fairly positive	13	16	7	53	3	16	6	24	15	11	20	13	13	11	12	15	13	18	11	10	9
TOTAL POSITIVE	15	17	8	65	3	17	7	28	16	13	22	15	14	14	14	16	14	20	13	11	13
Neither positive or negative	22	30	14	22	11	24	15	26	18	27	11	29	25	18	23	22	25	24	23	17	27
Fairly negative	27	29	31	9	26	27	33	22	28	26	28	29	24	27	31	21	36	23	25	32	19
Very negative	33	23	45	3	60	31	44	22	35	30	28	24	35	40	31	36	25	29	36	37	39
TOTAL NEGATIVE	60	52	76	12	86	58	77	44	63	56	56	53	59	67	62	57	61	52	61	69	58
Don't know who this person is, or know enough about them to say	3	0	2	1	0	1	0	2	3	3	11	3	2	1	2	5	1	4	3	2	3

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Unweighted Sample	1851	705	805	418	520
	%	%	%	%	%

Generally speaking, do you have a positive or negative opinion of the following people?

David Cameron

Very positive	7	18	1	5	8
Fairly positive	26	58	14	34	31
TOTAL POSITIVE	33	76	15	39	39
Neither positive or negative	16	13	13	22	17
Fairly negative	19	8	21	19	19
Very negative	30	1	48	18	25
TOTAL NEGATIVE	49	9	69	37	44
Don't know who this person is, or know enough about them to say	3	1	2	1	1

Ed Miliband

Very positive	5	1	11	4	3
Fairly positive	17	6	35	16	12
TOTAL POSITIVE	22	7	46	20	15
Neither positive or negative	26	16	36	32	22
Fairly negative	23	31	12	26	26
Very negative	26	45	5	21	36
TOTAL NEGATIVE	49	76	17	47	62
Don't know who this person is, or know enough about them to say	3	1	2	2	1

Nick Clegg

Very positive	2	3	2	7	2
Fairly positive	13	18	14	39	11
TOTAL POSITIVE	15	21	16	46	13
Neither positive or negative	22	27	18	29	18
Fairly negative	27	27	27	18	28
Very negative	33	24	38	7	40
TOTAL NEGATIVE	60	51	65	25	68
Don't know who this person is, or know enough about them to say	3	1	2	1	1

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

Nigel Farage

Very positive	4	3	2	1	20	5	3	1	5	3	6	3	3	4	4	3	1	5	3	3	6
Fairly positive	13	14	9	5	46	20	9	8	14	11	2	8	14	19	12	13	11	13	13	12	13
TOTAL POSITIVE	17	17	11	6	66	25	12	9	19	14	8	11	17	23	16	16	12	18	16	15	19
Neither positive or negative	27	34	23	18	29	31	23	26	26	27	23	23	31	27	24	30	26	26	29	27	25
Fairly negative	15	19	13	18	3	15	14	18	17	13	11	20	13	14	18	11	20	15	16	12	11
Very negative	26	19	37	47	2	16	34	35	26	25	26	25	26	27	27	24	31	24	22	28	31
TOTAL NEGATIVE	41	38	50	65	5	31	48	53	43	38	37	45	39	41	45	35	51	39	38	40	42
Don't know who this person is, or know enough about them to say	16	11	16	12	0	13	16	13	11	21	33	22	13	8	15	18	12	17	17	18	14

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*

Fieldwork: 1st - 2nd May 2013

	Total	Likely to vote Con	Likely to vote Lab*	Likely to vote Lib Dem*	Likely to vote UKIP
Weighted Sample	1851	693	828	463	513
Unweighted Sample	1851	705	805	418	520
	%	%	%	%	%

Nigel Farage

Very positive	4	4	3	2	10
Fairly positive	13	18	9	10	33
TOTAL POSITIVE	17	22	12	12	43
Neither positive or negative	27	33	23	26	40
Fairly negative	15	16	13	15	6
Very negative	26	17	35	30	2
TOTAL NEGATIVE	41	33	48	45	8
Don't know who this person is, or know enough about them to say	16	12	17	17	9

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