

YouGov Survey Results

Sample Size: 2144 GB Adults
Fieldwork: 13th - 14th October 2014

	Westminster VI				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	
Weighted Sample	2144	x	x	x	x	655	533	403	1040	1104	255	542	733	613	1222	922	274	697	459	527	187
Unweighted Sample	2144	495	614	129	302	634	561	422	1041	1103	198	475	860	611	1454	690	322	676	403	512	231
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Standard Voting Intention

[Excluding the Don't knows and Wouldn't votes]

Con	30	100	0	0	0	70	5	10	30	30	22	33	25	37	35	24	33	35	30	26	23
Lab	34	0	100	0	0	2	76	36	31	37	37	35	39	27	33	36	38	29	35	41	24
Lib Dem	8	0	0	100	0	2	1	27	9	7	6	11	7	6	10	5	10	10	6	6	6
Other	28	0	0	0	100	25	17	27	30	26	35	21	29	29	22	35	19	25	29	27	48

Other Parties Voting Intention

UKIP	18	0	0	0	100	23	11	14	20	15	12	10	20	23	12	25	13	18	22	21	7
Green	5	0	0	0	0	1	2	10	5	5	16	5	3	2	5	4	4	6	5	4	2
SNP / PCY	4	0	0	0	0	1	4	2	4	4	4	5	4	3	4	5	0	0	1	0	39
Other	1	0	0	0	0	0	0	1	0	1	1	1	1	0	1	0	1	1	1	0	0
BNP	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	1	0

Non Voters

Would Not Vote	6	0	0	0	0	1	1	3	6	7	13	10	4	3	5	9	9	7	6	6	3
Don't know	14	0	0	0	0	10	10	18	9	19	19	14	14	13	15	14	14	14	16	12	14

Sept
25-26

Oct
13-14

Imagine that UKIP and the Conservatives agreed a pact at the next general election where they would not stand against each other, with UKIP backing the Conservative candidate in most constituencies and the Conservatives backing the UKIP candidate in a small number of constituencies. Labour, the Liberal Democrats and other parties would also be standing.

Which party would you then vote for?

Labour	34	32	4	97	3	10	4	77	34	32	33	32	33	37	26	31	33	35	27	33	39	26
Conservative/UKIP Alliance	27	26	68	1	2	54	62	6	12	32	21	16	21	25	37	28	24	26	29	28	26	15
Liberal Democrat	9	8	3	0	91	2	4	2	25	8	8	6	10	8	7	10	6	10	10	6	6	5
Another party	5	6	3	0	0	10	5	2	10	6	6	12	5	6	5	6	6	4	8	6	7	2
SNP/Plaid Cymru	2	3	0	0	1	0	1	3	2	4	3	2	4	4	3	3	3	0	0	2	0	31
Would not vote	8	8	5	1	0	13	6	4	3	8	9	13	10	6	7	6	11	11	10	9	6	2
Don't know	15	16	17	2	2	12	19	7	15	11	21	19	17	14	15	16	16	14	15	16	16	20

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

EXCLUDING DON'T KNOW AND WON'T VOTE

Labour	42	5	99	3	13	5	86	41	39	46	46	46	34	40	46	46	36	45	50	33
Conservative/UKIP Alliance	35	87	1	2	71	82	7	14	39	30	24	28	32	36	33	35	39	37	33	19
Liberal Democrat	11	4	0	93	3	5	2	31	10	11	8	14	10	12	8	13	14	8	8	6
SNP/Plaid Cymru	4	0	0	1	0	1	3	2	5	4	3	5	3	4	4	0	0	2	0	40
Another party	8	3	0	0	13	7	2	12	8	9	18	7	8	8	9	5	11	8	9	2

Thinking more specifically about your local area,
imagine that in the constituency you live in the
Conservative party did not put up a candidate and
backed UKIP instead, how would you vote?

Labour	31	7	93	4	3	6	70	35	31	32	31	32	36	26	32	31	35	27	33	37	23
UKIP	25	40	1	1	89	49	11	14	29	21	14	14	28	35	23	27	19	26	28	29	11
Liberal Democrat	11	14	1	87	2	10	3	26	11	11	10	14	9	11	13	8	13	14	9	8	11
Another party	6	5	1	3	3	5	4	8	6	6	11	7	6	3	7	5	6	7	7	5	4
SNP/Plaid Cymru	4	1	0	0	0	1	3	2	4	3	5	4	4	3	3	4	0	1	1	1	32
Would not vote	9	13	1	0	1	9	3	3	8	9	10	10	7	9	7	12	10	11	7	7	5
Don't know	14	20	3	4	2	20	6	11	10	18	20	19	10	13	15	14	16	14	15	13	13

Thinking more specifically about your local area,
imagine that in the constituency you live in UKIP
did not put up a candidate and backed the
Conservatives instead, how would you vote?

Labour	31	1	96	2	13	4	74	33	31	32	31	30	36	28	31	32	33	27	33	39	22
Conservative	28	88	0	2	36	71	6	12	32	24	17	22	26	39	31	24	28	32	28	25	19
Liberal Democrat	9	2	1	93	5	4	2	27	9	8	8	11	8	8	10	7	10	11	7	7	6
Another party	7	2	0	1	15	6	4	10	8	7	10	6	8	6	7	8	7	8	8	8	3
SNP/Plaid Cymru	3	0	1	1	1	1	3	2	4	3	3	4	4	2	4	3	0	1	2	0	32
Would not vote	8	2	0	1	18	4	4	3	7	9	11	11	7	6	5	12	7	9	9	8	4
Don't know	13	6	2	2	13	11	6	13	9	17	20	15	11	10	13	13	14	11	14	13	14