

YouGov Survey Results

Sample Size: 1727 GB Adults
Fieldwork: 3rd - 4th March 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	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	1727	419	538	157	514	406	378	839	888	209	440	591	487	984	743	221	561	370	425	150
Unweighted Sample	1727	414	501	140	550	376	388	773	954	120	456	664	487	1163	564	316	602	308	389	112
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Including whichever party, if any, you would currently vote for, how likely are you to consider voting for the following parties at the next election?

Conservatives

Will definitely vote for this party	13	51	2	1	37	2	2	17	10	5	15	16	12	15	12	14	13	17	11	12
Will seriously consider voting for this party	13	41	1	4	26	3	10	13	13	12	13	13	14	14	12	11	15	14	13	9
Will give some consideration to voting for this party	14	7	6	34	17	9	20	13	15	19	15	10	16	15	12	15	16	14	14	5
Will probably not consider voting for this party	9	1	10	18	7	6	14	9	9	12	10	8	8	9	9	11	9	8	8	10
Will definitely NOT vote for this party	43	0	80	43	9	74	50	42	43	31	38	49	46	41	46	43	38	37	49	61
Don't know	8	0	2	1	4	6	5	5	10	21	10	5	4	6	9	6	9	10	6	4

Labour

Will definitely vote for this party	19	2	57	0	3	52	12	21	17	16	16	20	22	17	22	22	13	17	25	26
Will seriously consider voting for this party	13	3	31	8	4	23	17	13	13	13	17	13	10	16	10	15	13	13	13	14
Will give some consideration to voting for this party	14	9	8	30	7	12	25	13	15	20	16	14	9	15	12	13	15	14	12	13
Will probably not consider voting for this party	11	13	1	32	11	2	18	10	11	11	11	10	11	12	9	13	11	11	8	10
Will definitely NOT vote for this party	35	73	0	28	72	4	23	38	33	19	28	39	45	34	37	31	39	34	35	32
Don't know	8	0	2	1	3	7	5	5	10	21	11	5	3	7	10	7	9	10	7	4

Liberal Democrats

Will definitely vote for this party	4	0	2	36	0	2	15	5	3	3	6	4	3	4	4	7	5	3	2	3
Will seriously consider voting for this party	9	8	5	43	3	5	22	8	9	14	10	9	7	10	7	9	11	9	7	9
Will give some consideration to voting for this party	17	19	14	19	14	12	25	17	16	26	17	18	11	18	15	21	17	18	13	13
Will probably not consider voting for this party	13	17	16	1	18	10	14	12	14	7	18	11	14	15	11	18	15	11	11	12
Will definitely NOT vote for this party	49	56	61	0	62	64	19	53	46	29	39	54	62	46	54	39	43	48	60	59
Don't know	8	1	3	1	3	7	6	5	11	22	11	5	4	7	9	6	9	11	7	4

UKIP (UK Independence Party)

Will definitely vote for this party	4	0	2	1	4	2	2	5	3	5	3	4	6	3	5	4	4	3	4	9
Will seriously consider voting for this party	14	17	8	4	27	9	8	16	13	4	10	16	21	14	15	11	16	15	15	9
Will give some consideration to voting for this party	18	24	19	10	20	19	15	20	17	17	17	18	20	17	20	15	17	21	19	17
Will probably not consider voting for this party	11	16	10	9	12	10	10	10	12	14	10	9	11	11	11	6	12	11	12	9
Will definitely NOT vote for this party	44	41	57	76	32	50	60	44	44	39	48	47	38	49	36	57	43	38	40	51
Don't know	9	2	5	1	4	9	4	6	12	21	12	5	5	6	12	7	8	11	10	4

Fieldwork: 3rd - 4th March 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	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	1727	414	501	140	550	376	388	773	954	120	456	664	487	1163	564	316	602	308	389	112
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now imagine that all four of the following parties had a realistic chance of actually winning in your local area, how likely would you be to consider voting for the following parties at the next election?

Conservatives

Would definitely vote for this party	13	50	0	1	35	3	3	16	10	11	14	15	10	13	13	18	12	18	10	6
Would seriously consider voting for this party	12	34	2	11	25	4	9	12	12	15	13	11	12	12	13	15	14	13	10	4
Would give some consideration to voting for this party	14	12	6	22	19	10	16	12	16	19	12	9	19	15	12	4	16	16	17	2
Would probably not consider voting for this party	8	3	8	15	6	5	12	8	8	11	9	7	7	9	7	12	9	8	6	2
Would definitely NOT vote for this party	45	0	81	50	13	71	55	48	42	19	42	55	47	44	47	44	42	33	47	84
Don't know	8	1	2	2	2	7	5	5	12	26	10	3	5	7	9	7	8	10	9	3

Labour

Would definitely vote for this party	20	2	62	1	4	48	16	22	18	2	21	24	22	19	22	25	17	14	22	33
Would seriously consider voting for this party	13	5	27	18	4	23	14	14	12	21	16	10	11	14	12	8	10	16	15	19
Would give some consideration to voting for this party	14	11	8	17	7	12	21	12	16	35	12	13	8	15	13	13	13	17	13	18
Would probably not consider voting for this party	8	12	1	18	9	2	15	10	6	5	7	10	7	11	4	9	11	8	4	4
Would definitely NOT vote for this party	36	71	1	44	74	8	28	37	36	12	33	39	46	35	39	36	41	33	38	23
Don't know	8	0	2	2	2	7	6	4	12	25	11	3	5	7	10	9	8	11	8	3

Liberal Democrats

Would definitely vote for this party	6	3	2	51	1	0	23	8	4	3	7	8	4	7	5	11	9	3	3	3
Would seriously consider voting for this party	9	8	8	36	3	8	19	9	9	12	10	9	7	9	9	10	8	10	6	17
Would give some consideration to voting for this party	17	21	15	12	12	12	23	17	16	36	16	16	10	20	13	14	20	20	14	9
Would probably not consider voting for this party	10	12	11	0	14	5	13	10	9	6	10	10	10	12	7	10	10	10	9	10
Would definitely NOT vote for this party	50	55	61	1	68	68	16	51	49	18	46	53	65	45	57	48	46	46	58	58
Don't know	8	1	2	0	2	7	5	4	12	26	11	3	4	8	9	6	8	11	10	3

UKIP (UK Independence Party)

Would definitely vote for this party	8	3	2	1	13	3	4	10	6	2	7	6	13	7	9	9	8	6	8	7
Would seriously consider voting for this party	12	21	8	5	23	10	9	13	11	9	8	11	19	11	14	11	11	14	15	4
Would give some consideration to voting for this party	18	19	17	11	21	19	14	19	16	16	16	19	19	16	19	4	20	22	17	20
Would probably not consider voting for this party	10	13	10	8	10	11	10	10	10	15	8	9	9	9	11	7	9	11	11	8
Would definitely NOT vote for this party	43	42	57	73	32	47	58	44	41	32	50	49	33	50	33	60	42	34	36	57
Don't know	10	2	5	2	2	10	5	4	16	27	12	5	7	7	14	9	9	12	14	3

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

		Unweighted no.	Weighted no.
Age and Gender			
	Male 18 to 24	45	107
	Male 25 to 39	189	221
	Male 40 to 59	286	292
	Male 60 +	253	219
	Female 18 to 24	75	102
	Female 25 to 39	267	219
	Female 40 to 59	378	299
	Female 60 +	234	268
Region			
	North England	389	425
	Midlands	226	283
	East England	185	166
	London	316	221
	South England	417	395
	Wales	82	86
	Scotland	112	150
Social Grade			
	AB	668	484
	C1	495	501
	C2	238	363
	DE	326	380
Newspaper Type			
	Express / Mail	359	276
	Sun / Star	154	406
	Mirror / Record	68	173
	Guardian / Independent	111	78
	FT / Times / Telegraph	119	164
	Other Paper	226	199
	No Paper	690	432
Political Party Identification			
	Labour	505	561
	Conservative	506	492
	Liberal Democrat	166	207
	SNP/Plaid Cymru	30	29
	Others	102	22
	None/ DK	418	414

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