

YouGov / Ed Miliband Campaign Survey Results

Sample Size: 2798 GB Adults

Fieldwork: 1st - 3rd September 2010

	Voting intention			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2798	902	825	273	1356	1442	643	412	964	779	1564	1179	354	918	596	685	245
Unweighted Sample	2798	840	799	287	1327	1471	496	427	1117	758	1776	967	395	941	522	641	299
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below is a list of statements about the next Labour leader, for each one, please say whether they would make your more or less likely to vote Labour at the next election.

If the next Labour leader...

Voted for the Iraq war and argues that the decision to invade Iraq was the right one

Much more likely to vote Labour at the next election	3	1	7	0	4	1	3	3	2	3	2	3	3	2	3	3	2
Somewhat more likely to vote Labour at the next election	6	4	12	4	9	4	3	11	6	5	7	6	8	5	4	7	9
TOTAL MORE LIKELY	9	5	19	4	13	5	6	14	8	8	9	9	11	7	7	10	11
Somewhat less likely to vote Labour at the next election	8	3	13	8	7	9	11	8	7	7	8	8	10	7	9	8	9
Much less likely to vote Labour at the next election	15	8	16	26	14	16	16	17	16	12	16	14	17	13	14	16	21
TOTAL LESS LIKELY	23	11	29	34	21	25	27	25	23	19	24	22	27	20	23	24	30
Makes no difference - I will definitely vote Labour at the next election	12	3	33	5	15	10	10	13	14	11	12	13	12	9	15	15	11
Makes no difference - I will definitely NOT vote Labour at the next election	38	74	3	48	38	39	29	27	37	53	39	37	35	47	37	33	29
Don't know	18	7	16	9	13	22	28	20	17	9	16	20	16	17	19	17	20

Didn't vote for the Iraq war, says the Labour party made a mistake in supporting George Bush and pledges to be more independent from America on foreign policy in the future.

Much more likely to vote Labour at the next election	11	3	21	9	12	10	12	12	12	10	12	11	16	9	12	11	15
Somewhat more likely to vote Labour at the next election	16	9	19	25	15	17	15	22	16	14	16	15	19	15	14	16	19
TOTAL MORE LIKELY	27	12	40	34	27	27	27	34	28	24	28	26	35	24	26	27	34
Somewhat less likely to vote Labour at the next election	5	4	7	5	6	3	4	5	6	5	6	4	6	4	3	6	7
Much less likely to vote Labour at the next election	4	4	6	5	5	3	3	7	4	4	4	4	5	3	5	4	4
TOTAL LESS LIKELY	9	8	13	10	11	6	7	12	10	9	10	8	11	7	8	10	11
Makes no difference - I will definitely vote Labour at the next election	11	3	31	4	13	10	10	12	13	9	11	12	11	8	13	15	9
Makes no difference - I will definitely NOT vote Labour at the next election	35	72	2	43	36	35	27	24	34	50	36	35	34	43	35	30	27
Don't know	17	7	14	9	12	21	29	17	16	8	15	20	11	17	18	17	20

Weighted Sample
Unweighted Sample

Total	Voting intention			Gender		Age				Social grade		Region				
	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2798	902	825	273	1356	1442	643	412	964	779	1564	1179	354	918	596	685	245
2798	840	799	287	1327	1471	496	427	1117	758	1776	967	395	941	522	641	299
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Pledges that they will not move a millimetre from the New Labour approach followed by Tony Blair

Much more likely to vote Labour at the next election	3	0	8	1	3	2	3	3	3	2	3	3	4	3	3	2	1
Somewhat more likely to vote Labour at the next election	6	4	10	6	8	4	4	11	6	6	7	5	8	6	6	6	5
TOTAL MORE LIKELY	9	4	18	7	11	6	7	14	9	8	10	8	12	9	9	8	6
Somewhat less likely to vote Labour at the next election	9	4	17	13	10	9	9	12	10	7	10	9	12	8	9	9	15
Much less likely to vote Labour at the next election	14	7	14	20	13	14	16	16	13	11	14	13	13	11	13	16	19
TOTAL LESS LIKELY	23	11	31	33	23	23	25	28	23	18	24	22	25	19	22	25	34
Makes no difference - I will definitely vote Labour at the next election	12	2	33	4	14	10	10	12	13	12	12	13	13	8	13	15	12
Makes no difference - I will definitely NOT vote Labour at the next election	39	76	3	47	39	39	29	28	38	54	40	37	36	47	38	33	29
Don't know	17	7	15	8	12	23	29	18	17	8	15	20	15	17	17	18	20

Pledges to depart from the Blair and Brown years and move on from New Labour with a different approach

Much more likely to vote Labour at the next election	10	2	22	5	12	8	10	9	10	10	10	10	11	8	12	10	11
Somewhat more likely to vote Labour at the next election	19	12	23	23	19	19	21	22	21	15	20	18	22	17	18	22	22
TOTAL MORE LIKELY	29	14	45	28	31	27	31	31	31	25	30	28	33	25	30	32	33
Somewhat less likely to vote Labour at the next election	5	4	7	10	6	4	4	8	5	5	6	4	4	6	4	6	6
Much less likely to vote Labour at the next election	4	4	4	4	4	3	3	7	3	3	4	4	5	3	5	3	4
TOTAL LESS LIKELY	9	8	11	14	10	7	7	15	8	8	10	8	9	9	9	9	10
Makes no difference - I will definitely vote Labour at the next election	11	3	30	3	12	10	9	11	13	9	10	12	14	6	12	14	10
Makes no difference - I will definitely NOT vote Labour at the next election	35	70	1	45	35	34	26	25	34	48	36	33	32	43	35	29	28
Don't know	16	6	13	11	11	21	26	17	15	9	15	18	13	17	15	16	19

Weighted Sample
Unweighted Sample

Total	Voting intention			Gender		Age				Social grade		Region				
	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2798	902	825	273	1356	1442	643	412	964	779	1564	1179	354	918	596	685	245
2798	840	799	287	1327	1471	496	427	1117	758	1776	967	395	941	522	641	299
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Pledges to keep tuition fees, but change them so that universities can charge students more to go on popular courses with the highest fees at the best universities

Much more likely to vote Labour at the next election	3	1	8	1	4	3	2	5	3	4	3	4	4	3	4	3	3
Somewhat more likely to vote Labour at the next election	7	3	11	6	8	5	6	9	7	5	7	6	7	6	8	7	6
TOTAL MORE LIKELY	10	4	19	7	12	8	8	14	10	9	10	10	11	9	12	10	9
Somewhat less likely to vote Labour at the next election	10	5	14	10	10	9	11	11	10	8	11	8	9	8	10	11	14
Much less likely to vote Labour at the next election	11	5	13	18	11	12	15	15	9	9	11	11	16	10	10	12	10
TOTAL LESS LIKELY	21	10	27	28	21	21	26	26	19	17	22	19	25	18	20	23	24
Makes no difference - I will definitely vote Labour at the next election	12	3	32	4	13	10	8	14	14	10	11	13	13	8	12	15	12
Makes no difference - I will definitely NOT vote Labour at the next election	37	74	3	46	38	37	28	26	36	52	38	36	34	45	37	31	31
Don't know	20	7	19	15	16	24	30	20	20	12	18	23	18	20	19	21	24

Pledges to scrap tuition fees and replace them with a graduate tax that links the amount people pay for university to the amount they earn afterwards

Much more likely to vote Labour at the next election	8	3	16	5	10	6	7	9	8	7	7	8	11	6	8	8	7
Somewhat more likely to vote Labour at the next election	16	8	22	20	15	16	13	20	17	14	17	14	15	14	15	20	13
TOTAL MORE LIKELY	24	11	38	25	25	22	20	29	25	21	24	22	26	20	23	28	20
Somewhat less likely to vote Labour at the next election	6	4	8	9	7	5	7	8	6	5	7	5	7	6	8	4	8
Much less likely to vote Labour at the next election	6	4	7	6	6	5	7	7	4	6	5	6	6	5	6	5	7
TOTAL LESS LIKELY	12	8	15	15	13	10	14	15	10	11	12	11	13	11	14	9	15
Makes no difference - I will definitely vote Labour at the next election	11	3	31	3	13	9	9	12	13	9	11	12	12	7	11	15	12
Makes no difference - I will definitely NOT vote Labour at the next election	36	72	2	42	35	36	26	25	35	49	36	34	31	45	34	29	28
Don't know	18	7	15	15	15	22	31	17	17	11	17	21	17	18	17	19	25

Weighted Sample
Unweighted Sample

Total	Voting intention			Gender		Age				Social grade		Region				
	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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2798	840	799	287	1327	1471	496	427	1117	758	1776	967	395	941	522	641	299
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Pledges to cut taxes for people earning over £150 000 a year should because the 50p tax rate they pay on earnings over that amount is a 'cap on aspiration'

Much more likely to vote Labour at the next election	3	1	7	2	4	2	3	3	3	3	3	4	4	3	4	2	3
Somewhat more likely to vote Labour at the next election	5	4	5	5	5	4	5	8	4	4	5	4	9	4	3	5	4
TOTAL MORE LIKELY	8	5	12	7	9	6	8	11	7	7	8	8	13	7	7	7	7
Somewhat less likely to vote Labour at the next election	12	6	17	13	13	10	10	13	11	12	13	10	12	9	13	12	15
Much less likely to vote Labour at the next election	15	6	23	19	16	15	13	23	16	12	16	15	13	14	15	17	18
TOTAL LESS LIKELY	27	12	40	32	29	25	23	36	27	24	29	25	25	23	28	29	33
Makes no difference - I will definitely vote Labour at the next election	10	2	29	4	12	9	8	12	14	7	10	11	11	7	12	13	8
Makes no difference - I will definitely NOT vote Labour at the next election	36	72	2	44	37	36	26	25	36	52	37	35	34	45	35	31	27
Don't know	19	8	17	14	13	24	36	17	16	10	16	23	17	18	18	20	24

Pledges to keep the 50p tax rate on earnings over £150 000, in order to avoid raising taxes on other people on middle and lower incomes

Much more likely to vote Labour at the next election	18	3	38	14	20	16	15	20	20	16	17	18	17	14	19	21	20
Somewhat more likely to vote Labour at the next election	19	12	20	26	19	19	14	25	19	19	21	16	18	21	18	17	20
TOTAL MORE LIKELY	37	15	58	40	39	35	29	45	39	35	38	34	35	35	37	38	40
Somewhat less likely to vote Labour at the next election	3	3	2	3	3	2	3	4	2	3	3	2	4	2	3	3	2
Much less likely to vote Labour at the next election	2	2	2	2	3	2	2	2	2	2	2	2	3	1	2	2	4
TOTAL LESS LIKELY	5	5	4	5	6	4	5	6	4	5	5	4	7	3	5	5	6
Makes no difference - I will definitely vote Labour at the next election	9	2	26	1	10	8	7	11	11	7	9	9	10	6	11	12	8
Makes no difference - I will definitely NOT vote Labour at the next election	34	69	1	41	35	34	26	23	34	48	35	33	34	42	33	28	27
Don't know	15	7	12	12	11	19	32	15	12	6	13	18	15	13	13	18	19