

YouGov / Times RedBox Survey Results

Sample Size: 1655 GB Adults
Fieldwork: 26th - 27th January 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					Swing Labour Voters	
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 1655	X	X	X	X	484	414	314	803	852	197	419	566	473	943	712	212	538	354	407	144	394	
Unweighted Sample 1655	429	441	82	210	488	428	320	863	792	110	298	694	553	1048	607	195	504	396	415	145	380	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

We would like you to think about the Labour party and the sort of policies and direction the party takes. Below are three pairs of statements, in each case please say which one you would prefer.

Pair 1

A Labour party that is committed to tackling the country's deficit through making spending cuts and increasing taxes	19	34	11	19	19	28	13	18	24	14	16	19	20	20	22	15	19	20	17	19	23	15
A Labour party that commits to spending more money on the NHS and other public services and does not make the deficit a priority	43	17	69	50	32	18	62	53	39	46	52	43	40	41	43	43	42	36	45	54	36	57
Neither	26	38	13	26	39	42	15	22	29	23	15	21	31	30	25	27	27	29	28	19	27	16
Don't know	12	10	8	5	10	11	10	7	8	16	17	17	9	9	10	15	12	16	11	8	13	13

Pair 2

A Labour party that maintains a strong relationship with the USA and pushes for reform in the European Union	26	40	26	15	30	36	26	17	32	21	23	25	29	26	27	25	24	28	25	28	22	20
A Labour party that is less subservient to the USA, does not get involved in American wars and instead is more positive about Britain's role in Europe	39	22	55	57	25	21	48	58	38	40	45	40	39	36	42	35	44	36	38	41	41	51
Neither	22	26	10	21	35	31	13	19	22	21	14	17	22	28	21	23	17	23	24	19	24	14
Don't know	13	12	9	7	10	11	13	6	8	17	18	18	9	11	10	17	15	13	13	12	13	15

Pair 3

A Labour party that is positive about big business, supporting British business and encouraging investment from abroad	23	41	18	27	20	33	16	23	28	19	30	22	20	25	28	17	24	24	24	21	23	22
A Labour party that does more to stand up to big business, supporting ordinary people against overpowered corporations	49	23	70	52	47	30	69	57	49	50	47	50	54	45	49	50	49	47	47	55	47	56
Neither	15	24	4	14	23	25	6	13	17	13	4	12	18	19	13	17	13	14	17	14	19	8
Don't know	13	12	8	7	10	12	9	8	7	18	19	17	9	11	10	16	15	15	11	10	10	15