

YouGov Survey Results

Sample Size: 1532 GB Adults
Fieldwork: 19th - 20th March 2015

	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	1532	X	X	X	X	434	370	278	743	789	182	388	524	438	873	659	196	498	328	377	133	
Unweighted Sample	1532	434	411	78	205	465	354	268	731	801	156	269	638	469	1017	515	186	506	328	371	141	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, how similar or different do you think the Conservative and Labour party are in their policies and ideals?

Very similar	4	1	0	2	9	3	2	4	5	3	2	4	5	3	4	4	3	4	3	3	8
Fairly similar	26	22	19	36	33	25	23	31	29	23	19	26	29	25	27	23	26	23	28	24	33
TOTAL SIMILAR	30	23	19	38	42	28	25	35	34	26	21	30	34	28	31	27	29	27	31	27	41
Fairly different	38	43	46	46	32	40	40	42	36	40	44	43	36	34	41	34	43	39	36	39	34
Very different	21	29	28	8	20	28	29	13	22	21	15	13	21	32	20	23	19	23	21	24	12
TOTAL DIFFERENT	59	72	74	54	52	68	69	55	58	61	59	56	57	66	61	57	62	62	57	63	46
Don't know	11	5	6	7	7	4	6	10	8	14	20	15	9	6	8	15	9	12	12	10	12

Thinking about the Conservative and Labour party, do you think they are...

Too similar – it would be better if there was a clearer choice between them	32	19	31	37	44	28	32	39	39	25	28	31	37	27	35	27	29	29	35	30	42
Too far apart – it would be better if British politics moved towards the centre	18	21	19	16	18	22	20	12	16	19	11	17	16	23	17	19	20	18	16	16	19
Things are about right as they are now	30	44	34	36	22	36	33	27	30	30	35	26	29	34	32	27	35	30	28	34	17
Not sure	20	16	16	12	16	15	15	22	15	26	25	26	18	16	16	26	16	23	20	19	22

How similar or different do you think the Conservative and Labour party's POLICIES are on each of the following issues?

National Health Service

Very similar	5	5	2	10	8	6	2	7	7	3	5	6	6	3	5	5	6	4	6	4	10
Fairly similar	20	27	10	23	29	28	12	23	22	19	15	18	20	26	24	16	17	24	21	15	26
TOTAL SIMILAR	25	32	12	33	37	34	14	30	29	22	20	24	26	29	29	21	23	28	27	19	36
Fairly different	33	35	34	35	35	39	33	30	33	33	33	29	34	34	34	31	36	35	30	33	28
Very different	25	19	44	24	18	18	46	22	26	24	19	24	26	28	22	29	29	21	25	30	21
TOTAL DIFFERENT	58	54	78	59	53	57	79	52	59	57	52	53	60	62	56	60	65	56	55	63	49
Don't know	17	13	9	8	10	10	8	19	12	21	28	23	14	9	15	19	13	16	18	18	16

Asylum and immigration

Very similar	5	3	3	4	12	3	4	5	7	3	6	5	5	4	5	4	8	4	4	5	5
Fairly similar	28	26	27	33	24	25	28	37	30	25	25	25	28	30	32	21	25	30	26	24	36
TOTAL SIMILAR	33	29	30	37	36	28	32	42	37	28	31	30	33	34	37	25	33	34	30	29	41
Fairly different	30	36	36	40	24	33	34	31	29	31	32	28	32	28	33	26	30	31	30	30	27
Very different	21	25	23	13	31	29	24	9	22	20	10	17	21	29	16	28	24	19	22	24	12
TOTAL DIFFERENT	51	61	59	53	55	62	58	40	51	51	42	45	53	57	49	54	54	50	52	54	39
Don't know	17	11	11	10	8	10	9	18	12	21	26	25	14	9	14	20	13	17	18	17	19

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

Law and order

Very similar	8	6	6	8	12	6	8	7	10	5	9	8	8	6	9	6	9	5	9	9	7
Fairly similar	45	49	47	59	44	48	46	55	49	42	35	43	48	49	50	39	45	49	43	42	49
TOTAL SIMILAR	53	55	53	67	56	54	54	62	59	47	44	51	56	55	59	45	54	54	52	51	56
Fairly different	19	22	21	20	22	22	20	15	18	20	21	19	19	19	18	20	21	19	18	17	24
Very different	9	11	13	4	11	13	14	2	9	10	5	5	9	15	6	13	10	8	11	11	3
TOTAL DIFFERENT	28	33	34	24	33	35	34	17	27	30	26	24	28	34	24	33	31	27	29	28	27
Don't know	19	12	14	9	11	11	12	21	14	23	31	26	16	11	17	21	15	19	18	21	17

Education and schools

Very similar	4	1	3	6	8	3	3	6	5	3	4	5	5	3	4	4	5	3	5	3	6
Fairly similar	28	30	24	34	36	32	25	27	30	26	27	28	31	26	30	26	19	29	28	30	36
TOTAL SIMILAR	32	31	27	40	44	35	28	33	35	29	31	33	36	29	34	30	24	32	33	33	42
Fairly different	34	40	35	39	29	38	35	37	34	33	29	32	32	38	36	30	45	35	33	28	32
Very different	17	17	27	13	17	17	27	10	18	17	14	12	17	24	15	20	19	16	17	21	10
TOTAL DIFFERENT	51	57	62	52	46	55	62	47	52	50	43	44	49	62	51	50	64	51	50	49	42
Don't know	17	12	10	8	11	10	10	20	12	21	26	24	15	9	15	19	12	17	18	18	16

Managing the economy

Very similar	4	2	2	4	8	2	3	5	4	3	3	5	4	2	4	3	4	3	3	3	6
Fairly similar	15	8	13	14	20	12	13	18	16	14	13	16	17	12	16	13	12	14	16	13	24
TOTAL SIMILAR	19	10	15	18	28	14	16	23	20	17	16	21	21	14	20	16	16	17	19	16	30
Fairly different	32	30	40	52	27	29	42	36	31	34	29	33	32	33	32	33	33	34	31	30	34
Very different	34	50	35	22	38	48	34	24	38	30	29	24	33	45	34	33	38	33	34	37	21
TOTAL DIFFERENT	66	80	75	74	65	77	76	60	69	64	58	57	65	78	66	66	71	67	65	67	55
Don't know	15	10	10	8	7	9	8	17	11	20	26	23	13	8	14	18	12	16	16	16	15

Europe

Very similar	5	3	3	5	13	4	3	6	7	3	7	4	5	4	5	4	6	4	6	5	4
Fairly similar	20	17	20	25	21	19	19	26	22	19	16	25	21	18	22	17	23	21	18	19	22
TOTAL SIMILAR	25	20	23	30	34	23	22	32	29	22	23	29	26	22	27	21	29	25	24	24	26
Fairly different	30	33	35	42	28	32	34	32	32	29	33	29	32	29	34	26	30	31	28	30	37
Very different	26	34	31	18	27	33	34	16	27	25	17	17	27	36	22	30	27	26	29	25	19
TOTAL DIFFERENT	56	67	66	60	55	65	68	48	59	54	50	46	59	65	56	56	57	57	57	55	56
Don't know	19	13	12	9	11	12	11	21	12	25	27	25	16	13	16	22	14	19	20	20	18

Welfare benefits

Very similar	3	1	1	3	7	1	3	2	3	2	4	2	4	1	3	3	2	2	3	2	8
Fairly similar	15	10	11	17	24	15	13	20	16	14	12	18	16	12	16	14	13	16	16	13	17
TOTAL SIMILAR	18	11	12	20	31	16	16	22	19	16	16	20	20	13	19	17	15	18	19	15	25
Fairly different	32	33	37	40	28	30	35	32	32	32	35	31	32	32	34	29	32	32	31	28	44
Very different	35	46	41	31	34	46	43	28	37	33	23	27	35	47	34	37	41	34	34	40	17
TOTAL DIFFERENT	67	79	78	71	62	76	78	60	69	65	58	58	67	79	68	66	73	66	65	68	61
Don't know	15	10	9	8	8	8	7	18	11	19	26	22	13	8	13	18	12	15	16	16	14