

YouGov Survey Results

Sample Size: 1972 GB Adults
Fieldwork: 11th - 12th November 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
	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	1972	X	X	X	X	576	488	386	956	1016	235	499	674	564	1124	848	252	641	422	485	172	
Unweighted Sample	1972	460	577	111	255	548	540	386	971	1001	176	411	808	577	1313	659	253	596	405	508	210	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Labour and the Conservatives, which do you think...

Is more competent at running a government?

Labour	22	1	65	9	5	4	54	20	24	21	21	28	22	18	23	22	24	15	23	30	25
Conservatives	38	95	3	40	44	81	8	29	41	34	30	33	35	48	41	33	35	45	40	32	27
Neither	29	3	25	38	50	12	29	41	28	31	25	25	34	31	27	32	29	28	28	29	42
Don't know	10	1	7	13	2	4	9	10	7	14	24	15	8	3	9	13	13	12	10	9	6

Is more united?

Labour	22	2	56	19	9	6	47	20	23	21	23	25	22	17	21	22	22	16	23	31	15
Conservatives	26	62	6	22	29	54	9	20	27	24	22	23	25	30	27	23	23	31	25	21	22
Neither	40	30	31	48	60	34	34	51	41	39	31	34	44	46	41	39	39	40	41	38	52
Don't know	12	6	6	12	2	6	10	9	8	16	25	18	9	6	10	15	15	14	11	10	11

Has the better team of leaders?

Labour	17	0	49	12	3	3	42	14	18	16	20	17	17	15	17	17	18	12	18	23	11
Conservatives	39	93	7	49	44	79	11	34	43	36	34	36	37	47	42	36	37	46	41	34	29
Neither	32	6	36	26	51	15	37	41	31	34	22	30	37	34	31	34	31	28	31	33	52
Don't know	11	2	8	13	2	4	10	11	8	14	23	17	9	4	10	13	14	13	11	10	8

Cares more about the lives of ordinary people?

Labour	39	6	89	46	17	11	75	47	40	37	39	42	41	33	40	37	43	30	40	47	40
Conservatives	15	49	0	10	12	38	1	8	17	14	15	14	13	19	16	14	15	21	14	13	6
Neither	36	38	7	34	70	45	17	37	36	35	24	29	38	43	34	37	29	37	36	32	47
Don't know	10	7	4	10	1	6	7	8	7	13	21	15	8	5	9	12	13	12	11	8	7

Has more ideas to make the country better?

Labour	24	0	67	18	6	4	55	24	25	23	25	25	25	21	25	22	24	18	26	30	22
Conservatives	29	82	2	18	29	67	4	18	31	26	23	25	28	36	30	26	28	36	27	26	17
Neither	34	13	21	45	64	23	30	43	34	34	26	31	37	37	32	36	29	32	34	32	53
Don't know	13	4	10	18	1	6	11	15	10	17	26	18	11	6	12	15	19	14	13	12	9