

YouGov /Prospect Survey Results

Sample Size: 2656 GB Adults
Fieldwork: 6th - 7th January 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					Con 2010, not Con now	
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	2656	645	743	189	280	786	666	558	1288	1368	316	672	908	760	1514	1142	340	863	568	653	231	292	
Unweighted Sample	2656	655	746	157	299	785	670	580	1233	1423	215	656	1020	765	1725	931	414	834	535	612	261	283	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Here are some POSITIVE things that have been said about the Conservatives. Which three or four, if any, do you agree with most strongly?

The Conservatives have...

...started to sort out the welfare system so that benefits go only to those who truly need and deserve the money	33	65	13	25	40	59	17	28	34	33	25	26	34	42	37	29	32	36	35	30	29	48
...taken the tough but necessary decisions to tackle Britain's economic problems	31	69	9	36	35	57	11	29	35	28	22	27	33	37	34	28	26	36	34	28	22	37
...rightly backed the new law that allows gay couples to get married	26	19	36	39	13	17	30	36	24	28	38	36	26	14	28	24	28	26	24	26	32	17
...done their best to defend the living standards of hard-working families, for example by increasing tax allowances, freezing petrol duty and curbing council tax rises	14	32	3	13	12	28	4	10	13	14	11	15	12	15	14	14	12	17	13	13	7	16
...improved the state pensions and protected the benefits of people over 65 despite difficult economic conditions	14	19	11	18	15	18	12	15	16	12	10	5	13	25	15	13	13	14	14	14	17	16
...supported young people with many more apprenticeships and help with buying their first home	13	18	10	17	14	18	10	14	10	16	12	13	12	16	13	13	12	13	15	13	12	17
...have taken the right decisions to defend Britain's interests in Europe	11	25	7	12	7	18	7	8	12	11	13	10	11	12	12	11	14	11	12	11	11	10
...protected the NHS from cuts in government spending	10	12	9	18	10	12	9	10	13	7	13	9	10	9	11	9	9	11	10	10	8	10
...wisely committed themselves to a long-term future for Britain in which the Government taxes less and does less	10	24	3	8	13	20	3	6	12	8	9	9	10	11	12	7	10	11	10	10	6	14
...been guided by what's best for Britain, and not been obsessed by right-wing ideology	8	19	2	13	5	15	2	7	9	7	6	8	7	10	9	7	9	7	6	9	5	6
...done their best to make the public services more efficient	7	16	4	9	7	13	2	5	9	6	6	8	7	8	9	6	8	8	7	8	3	8
...reduced the level of immigration significantly	5	10	5	4	1	5	6	3	4	6	7	5	4	5	5	4	7	5	6	3	4	1
None of these	24	2	41	10	32	10	40	23	26	22	14	20	29	26	21	29	22	22	24	27	31	22
Don't know	8	2	3	10	4	3	5	6	5	11	17	12	5	4	7	9	8	9	8	8	5	6

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

Here are some **NEGATIVE** things that have been said about the Conservatives. Which three or four, if any, do you agree with most strongly?

The Conservatives have...

...allowed the living standards of hard-working families to fall while cutting taxes for the rich	41	17	65	42	37	21	60	54	41	42	35	37	46	42	39	44	43	38	39	44	50	29
...failed to tackle immigration effectively	40	50	26	22	79	56	32	30	39	40	19	32	43	51	38	42	32	43	40	42	30	62
...unfairly picked on people who need help, but cutting welfare benefits and imposing such burdens as the 'bedroom tax'	32	8	57	34	22	11	51	42	33	31	25	26	37	34	27	38	30	27	33	34	45	16
...failed to maintain the quality of health care provided by the NHS	25	16	38	18	21	18	38	26	23	27	14	22	28	29	24	26	25	22	26	28	26	25
...failed to stand up sufficiently to the European Union	25	36	10	21	64	42	17	18	26	24	10	17	27	37	25	25	22	30	24	25	16	50
...cut spending on public services too much	24	12	39	22	15	14	34	30	24	24	20	24	27	22	25	23	22	20	26	27	26	19
...let down young people who now find it harder than they should to get a good job and buy their first home	21	12	29	24	15	14	26	26	21	21	31	19	22	19	21	22	26	18	21	22	20	19
...done too little to protect the living standards of retired people and not enough to ensure that good, affordable social care is available when they need it	19	15	23	14	26	19	21	19	16	21	13	14	18	26	17	21	15	19	20	20	19	25
...been too obsessed by their right-wing ideology instead of being guided by what's best for Britain	15	4	28	17	11	7	23	21	20	11	14	14	16	17	15	16	20	15	13	15	18	12
...wrongly backed the new law that allows gay couples to get married	14	21	7	7	31	24	9	10	15	12	4	6	11	27	13	14	14	13	16	12	12	29
...failed to revive Britain's economy as fast as they could have done	12	4	17	11	7	6	15	13	14	10	9	14	12	10	12	12	13	11	12	11	14	8
...failed to take any significant steps towards a long-term future for Britain in which the Government taxes less and does less	6	5	5	7	7	6	6	4	6	5	12	8	5	2	6	5	4	7	6	5	5	7
None of these	6	13	1	3	2	9	2	4	6	6	7	7	6	4	7	4	5	7	4	5	7	2
Don't know	8	5	2	12	3	5	4	7	5	11	18	13	5	4	7	9	8	9	9	8	7	7