# YouGov Survey Results

**Sample Size: 1893 GB Adults**
**Fieldwork: 14th - 15th January 2014**



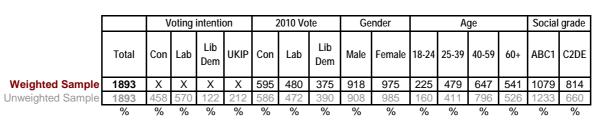| | Total | Voting intention | | | | 2010 Vote | | | Gender | | Age | | | | Social grade | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE |
| **Weighted Sample** | **1893** | X | X | X | X | 595 | 480 | 375 | 918 | 975 | 225 | 479 | 647 | 541 | 1079 | 814 |
| Unweighted Sample | 1893 | 458 | 570 | 122 | 212 | 586 | 472 | 390 | 908 | 985 | 160 | 411 | 796 | 526 | 1233 | 660 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| **Which of the following would you describe yourself as?** | | | | | | | | | | | | | | | | |
| Working Class | **46** | 34 | 61 | 28 | 59 | 39 | 61 | 40 | 45 | 48 | 31 | 47 | 51 | 47 | 36 | 61 |
| Middle Class | **41** | 59 | 31 | 59 | 31 | 53 | 29 | 49 | 44 | 39 | 47 | 39 | 37 | 46 | 53 | 26 |
| Upper Class | **1** | 1 | 2 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 6 | 1 | 1 | 1 | 2 | 1 |
| None of these | **7** | 4 | 4 | 5 | 8 | 5 | 5 | 6 | 7 | 6 | 6 | 5 | 9 | 5 | 6 | 8 |
| Don't know | **4** | 2 | 2 | 5 | 1 | 3 | 4 | 4 | 4 | 5 | 9 | 8 | 2 | 1 | 4 | 5 |
| **Which of the following would you describe Ed Miliband as?** | | | | | | | | | | | | | | | | |
| Working Class | **4** | 3 | 4 | 5 | 6 | 4 | 6 | 3 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 4 |
| Middle Class | **45** | 43 | 57 | 58 | 28 | 40 | 55 | 56 | 45 | 45 | 29 | 43 | 49 | 47 | 47 | 42 |
| Upper Class | **39** | 46 | 33 | 32 | 57 | 45 | 33 | 31 | 41 | 38 | 51 | 39 | 38 | 37 | 39 | 41 |
| None of these | **4** | 4 | 1 | 1 | 7 | 5 | 1 | 3 | 4 | 4 | 3 | 4 | 3 | 5 | 3 | 5 |
| Don't know | **8** | 4 | 5 | 3 | 3 | 6 | 5 | 6 | 5 | 10 | 14 | 8 | 6 | 6 | 7 | 9 |
| **Which of the following would you describe David Cameron as?** | | | | | | | | | | | | | | | | |
| Working Class | **1** | 2 | 1 | 2 | 0 | 1 | 1 | 0 | 2 | 1 | 5 | 2 | 1 | 0 | 1 | 2 |
| Middle Class | **15** | 24 | 8 | 17 | 11 | 23 | 12 | 14 | 16 | 14 | 8 | 20 | 14 | 15 | 16 | 14 |
| Upper Class | **77** | 72 | 88 | 77 | 84 | 72 | 84 | 78 | 77 | 76 | 75 | 70 | 79 | 80 | 77 | 76 |
| None of these | **3** | 1 | 2 | 1 | 3 | 2 | 1 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 4 |
| Don't know | **4** | 1 | 1 | 4 | 1 | 2 | 1 | 4 | 2 | 6 | 10 | 6 | 3 | 2 | 4 | 5 |

**yougov.co.uk**

# YouGov Survey Results

**Sample Size: 1893 GB Adults**
**Fieldwork: 14th - 15th January 2014**



| | Total | Region | | | | | Which of the following would you describe yourself as? | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | London | Rest of South | Midlands / Wales | North | Scotland | Working Class | Middle Class | Upper Class* | None of these | Don't know |
| **Weighted Sample** | **1893** | 242 | 615 | 405 | 466 | 165 | 878 | 780 | 26 | 123 | 84 |
| Unweighted Sample | 1893 | 290 | 590 | 346 | 477 | 190 | 809 | 845 | 19 | 144 | 76 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Which of the following would you describe yourself as?** | | | | | | | | | | | |
| Working Class | **46** | 40 | 40 | 49 | 55 | 49 | 100 | 0 | *0* | 0 | 0 |
| Middle Class | **41** | 45 | 46 | 40 | 35 | 38 | 0 | 100 | *0* | 0 | 0 |
| Upper Class | **1** | 2 | 2 | 1 | 0 | 1 | 0 | 0 | *100* | 0 | 0 |
| None of these | **7** | 7 | 7 | 5 | 7 | 8 | 0 | 0 | *0* | 100 | 0 |
| Don't know | **4** | 6 | 5 | 5 | 4 | 4 | 0 | 0 | *0* | 0 | 100 |
| **Which of the following would you describe Ed Miliband as?** | | | | | | | | | | | |
| Working Class | **4** | 6 | 4 | 4 | 4 | 3 | 6 | 2 | *12* | 5 | 7 |
| Middle Class | **45** | 44 | 46 | 41 | 45 | 45 | 46 | 48 | *30* | 35 | 13 |
| Upper Class | **39** | 41 | 36 | 43 | 39 | 40 | 40 | 42 | *50* | 28 | 21 |
| None of these | **4** | 2 | 6 | 3 | 4 | 2 | 3 | 3 | *5* | 22 | 3 |
| Don't know | **8** | 6 | 7 | 8 | 8 | 11 | 5 | 5 | *3* | 11 | 55 |
| **Which of the following would you describe David Cameron as?** | | | | | | | | | | | |
| Working Class | **1** | 5 | 2 | 1 | 1 | 0 | 1 | 2 | *23* | 1 | 0 |
| Middle Class | **15** | 21 | 17 | 14 | 12 | 12 | 15 | 15 | *6* | 16 | 18 |
| Upper Class | **77** | 68 | 74 | 79 | 80 | 82 | 81 | 80 | *66* | 52 | 34 |
| None of these | **3** | 2 | 4 | 2 | 2 | 1 | 2 | 1 | *1* | 19 | 2 |
| Don't know | **4** | 5 | 4 | 4 | 5 | 5 | 2 | 2 | *5* | 11 | 46 |

| | Total | Voting intention | | | | 2010 Vote | | | Gender | | Age | | | | Social grade | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE |
| **Weighted Sample** | **1893** | X | X | X | X | 595 | 480 | 375 | 918 | 975 | 225 | 479 | 647 | 541 | 1079 | 814 |
| Unweighted Sample | 1893 | 458 | 570 | 122 | 212 | 586 | 472 | 390 | 908 | 985 | 160 | 411 | 796 | 526 | 1233 | 660 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

**Which of the following would you describe Nick Clegg as?**

| | Total | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Working Class | **2** | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 2 | 1 | 1 | 3 | 1 | 1 | 2 | 1 |
| Middle Class | **38** | 44 | 39 | 60 | 25 | 41 | 37 | 47 | 38 | 38 | 29 | 41 | 39 | 37 | 40 | 35 |
| Upper Class | **49** | 47 | 53 | 34 | 65 | 48 | 54 | 44 | 51 | 48 | 55 | 42 | 50 | 53 | 49 | 50 |
| None of these | **4** | 3 | 3 | 0 | 6 | 3 | 2 | 3 | 5 | 3 | 2 | 4 | 3 | 5 | 3 | 5 |
| Don't know | **7** | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 10 | 13 | 10 | 6 | 4 | 6 | 9 |

**Which of the following would you describe Nigel Farage as?**

| | Total | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Working Class | **6** | 9 | 5 | 5 | 8 | 10 | 7 | 3 | 8 | 5 | 2 | 9 | 5 | 8 | 6 | 7 |
| Middle Class | **36** | 43 | 28 | 36 | 60 | 45 | 28 | 38 | 39 | 33 | 31 | 23 | 36 | 48 | 37 | 33 |
| Upper Class | **29** | 26 | 39 | 28 | 21 | 21 | 36 | 30 | 32 | 26 | 35 | 34 | 32 | 19 | 30 | 28 |
| None of these | **5** | 5 | 4 | 3 | 2 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 6 | 5 | 5 |
| Don't know | **24** | 17 | 24 | 27 | 9 | 20 | 24 | 23 | 17 | 31 | 26 | 30 | 23 | 19 | 22 | 27 |

*Any percentages calculated on bases fewer than
50 respondents do not represent a wide enough
cross-section of the target population to be
considered statistically reliable. These figures will
be italicised.*

yougov.co.uk

| | Total | Region | | | | | Which of the following would you describe yourself as? | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | London | Rest of South | Midlands / Wales | North | Scotland | Working Class | Middle Class | Upper Class* | None of these | Don't know |
| **Weighted Sample** | **1893** | 242 | 615 | 405 | 466 | 165 | 878 | 780 | 26 | 123 | 84 |
| Unweighted Sample | 1893 | 290 | 590 | 346 | 477 | 190 | 809 | 845 | 19 | 144 | 76 |
| | % | % | % | % | % | % | % | % | % | % | % |

**Which of the following would you describe Nick Clegg as?**

| | Total | London | Rest of South | Midlands / Wales | North | Scotland | Working Class | Middle Class | Upper Class* | None of these | Don't know |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Working Class | **2** | 3 | 2 | 2 | 1 | 0 | 1 | 1 | *8* | 1 | 7 |
| Middle Class | **38** | 34 | 42 | 36 | 38 | 32 | 38 | 41 | *37* | 37 | 15 |
| Upper Class | **49** | 51 | 45 | 51 | 50 | 55 | 52 | 51 | *47* | 31 | 25 |
| None of these | **4** | 3 | 4 | 4 | 3 | 3 | 3 | 3 | *0* | 20 | 1 |
| Don't know | **7** | 9 | 6 | 7 | 8 | 10 | 6 | 4 | *8* | 12 | 53 |

**Which of the following would you describe Nigel Farage as?**

| | Total | London | Rest of South | Midlands / Wales | North | Scotland | Working Class | Middle Class | Upper Class* | None of these | Don't know |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Working Class | **6** | 6 | 8 | 6 | 5 | 5 | 7 | 6 | *3* | 3 | 8 |
| Middle Class | **36** | 39 | 37 | 35 | 34 | 32 | 35 | 39 | *52* | 29 | 12 |
| Upper Class | **29** | 28 | 25 | 31 | 31 | 34 | 28 | 33 | *33* | 17 | 16 |
| None of these | **5** | 2 | 6 | 5 | 5 | 5 | 4 | 4 | *2* | 24 | 3 |
| Don't know | **24** | 26 | 24 | 23 | 24 | 24 | 26 | 18 | *10* | 27 | 61 |

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*

**yougov.co.uk**