

YouGov Survey Results

Sample Size: 1898 GB Adults
Fieldwork: 22nd - 23rd May 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	1898	x	x	x	x	559	495	387	921	977	226	480	649	543	1082	816	243	617	406	467	165
Unweighted Sample	1898	469	576	113	209	519	520	381	949	949	201	411	802	484	1215	683	323	533	375	428	239
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When you are socialising with a group of people would you say you are more an alpha person (the dominant person in a particular group) or a beta person (not the dominant person in a particular group)?

More an alpha person	27	30	25	26	33	31	27	24	32	22	25	27	29	25	30	22	35	27	26	24	26
More a beta person	55	56	59	57	50	53	56	58	48	62	51	53	56	58	54	57	47	55	56	58	55
Don't know	18	13	16	17	18	16	17	17	20	16	24	20	15	18	16	21	18	18	18	18	20

And in general would you say it is better to start a relationship with an alpha person or a beta person?

Alpha person	19	23	16	22	23	23	18	17	18	20	21	24	17	17	21	17	23	19	19	18	22
Beta person	29	31	33	26	29	28	30	27	32	26	32	29	29	28	28	30	24	30	31	29	29
Don't know	52	46	51	52	48	49	52	56	50	54	47	47	54	55	51	53	54	52	50	53	50