

## YouGov Survey Results

Sample Size: 1684 GB Adults  
Fieldwork: 4th - 5th August 2013

	Voting intention				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	
<b>Weighted Sample</b> 1684	X	X	X	X	504	449	378	818	866	204	429	576	475	960	724	216	547	360	414	147	
Unweighted Sample	1684	414	488	107	177	510	451	378	758	926	107	464	666	447	1081	603	312	511	348	388	125
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, which do you think counts for more in terms of which people...

Becoming a peer (a member of the House of Lords)?

Having lots of money	<b>18</b>	13	22	19	21	14	20	20	19	18	18	22	20	14	16	21	17	17	18	22	19
Working hard and making a big contribution	<b>16</b>	20	14	18	14	19	13	17	14	17	11	16	16	17	17	13	18	15	18	15	7
Having natural talent and ability	<b>7</b>	11	7	6	5	9	8	6	9	6	4	7	6	11	7	8	7	6	7	8	11
Knowing the right people	<b>46</b>	46	47	53	53	48	45	48	50	43	42	39	48	51	50	42	46	49	45	40	55
Something else	<b>1</b>	1	1	2	2	1	1	2	1	2	0	1	2	2	2	1	2	2	2	1	2
Don't know	<b>11</b>	8	10	2	4	8	13	7	8	14	25	15	8	5	8	15	10	11	10	15	6

Becoming a Member of Parliament?

Having lots of money	<b>13</b>	8	16	7	13	9	17	13	13	14	20	15	13	9	12	15	10	13	14	14	18
Working hard and making a big contribution	<b>20</b>	28	19	19	14	24	18	21	18	22	19	19	20	22	21	18	21	20	19	18	24
Having natural talent and ability	<b>13</b>	18	14	16	13	16	13	12	16	10	6	10	14	19	13	14	13	13	13	13	15
Knowing the right people	<b>39</b>	35	37	52	54	39	36	44	42	37	31	41	39	42	41	37	40	40	39	39	37
Something else	<b>5</b>	5	4	5	5	6	4	6	5	5	3	4	6	4	6	3	8	5	4	4	3
Don't know	<b>9</b>	6	9	1	0	6	12	5	7	12	21	12	7	4	6	13	7	9	11	12	4

Receiving an honour (such as an OBE, MBE or knighthood)?

Having lots of money	<b>7</b>	4	9	12	7	5	8	9	9	5	4	12	8	4	7	7	10	6	6	9	6
Working hard and making a big contribution	<b>40</b>	48	39	46	30	46	37	41	37	44	52	41	40	36	42	38	42	43	39	36	44
Having natural talent and ability	<b>12</b>	15	12	10	10	12	11	12	12	12	12	15	12	10	12	13	12	12	12	13	8
Knowing the right people	<b>26</b>	25	28	26	40	27	28	24	31	22	12	16	29	38	28	24	22	27	28	23	33
Something else	<b>4</b>	2	4	5	8	3	3	8	5	4	3	5	4	5	4	6	4	4	4	5	3
Don't know	<b>10</b>	6	9	1	4	7	12	6	6	13	18	12	8	7	6	14	8	7	10	14	6