

YouGov / Times Survey Results

Sample Size: 1907 GB Adults
Fieldwork: 8th - 9th October 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	
Weighted Sample	1907	X	X	X	X	553	466	413	925	982	227	482	652	545	1087	820	244	620	408	469	166	
Unweighted Sample	1907	454	601	141	215	551	499	447	895	1012	135	487	800	485	1268	639	277	616	376	479	159	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which government do you think would be better for...

Helping people get onto the housing ladder?

A Labour government led by Ed Miliband	24	1	60	18	7	3	51	22	26	21	29	25	25	19	22	25	30	16	22	31	24
A Conservative government led by David Cameron	35	82	11	33	39	70	13	29	37	32	23	26	34	48	37	32	32	40	36	30	27
Neither	27	11	17	34	49	18	22	35	24	29	24	27	29	25	25	29	25	29	27	23	32
Don't know	15	6	11	15	6	9	13	14	13	17	23	22	12	9	16	14	13	15	14	17	17

Managing the economy?

A Labour government led by Ed Miliband	23	1	63	16	7	2	59	19	26	21	19	24	28	19	22	25	33	14	22	30	26
A Conservative government led by David Cameron	38	93	7	39	42	79	12	29	41	36	27	32	36	50	42	33	38	45	41	31	26
Neither	26	3	21	36	42	14	18	40	24	29	28	27	27	24	24	29	18	28	28	24	37
Don't know	13	3	9	9	8	5	11	12	10	15	25	16	10	7	13	13	11	14	10	15	11

Providing more jobs?

A Labour government led by Ed Miliband	33	4	78	27	15	5	68	35	37	29	37	31	37	27	31	34	40	22	31	42	37
A Conservative government led by David Cameron	25	72	3	21	19	58	7	11	29	21	18	23	23	31	27	22	25	32	23	19	21
Neither	28	15	12	40	57	25	15	38	24	32	23	26	30	30	26	31	23	30	32	23	32
Don't know	14	8	7	13	9	11	10	15	10	18	22	20	10	12	15	13	12	16	14	15	10

Keeping prices down?

A Labour government led by Ed Miliband	28	3	71	23	12	5	57	32	31	25	33	30	30	22	27	30	37	18	26	36	36
A Conservative government led by David Cameron	22	62	4	25	14	49	7	12	26	18	18	22	22	23	23	20	18	27	22	19	17
Neither	36	27	19	39	66	37	25	43	33	39	27	29	37	44	35	37	32	39	38	32	34
Don't know	14	8	7	13	8	9	11	13	10	18	22	19	11	11	15	13	12	16	14	14	13

Improving standards of living for people like you?

A Labour government led by Ed Miliband	34	3	85	27	17	4	70	37	39	29	39	34	37	28	32	36	38	25	31	45	40
A Conservative government led by David Cameron	25	75	2	17	16	60	5	12	27	22	18	22	24	31	27	22	29	28	25	19	19
Neither	29	17	10	45	60	28	16	39	24	33	19	27	30	33	28	29	22	33	31	24	31
Don't know	13	5	4	11	7	7	9	13	10	16	23	17	10	8	13	13	11	14	13	12	9

Fieldwork: 8th - 9th October 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	
Weighted Sample	1907	X	X	X	X	553	466	413	925	982	227	482	652	545	1087	820	244	620	408	469	166
Unweighted Sample	1907	454	601	141	215	551	499	447	895	1012	135	487	800	485	1268	639	277	616	376	479	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Tackling the government's deficit?

A Labour government led by Ed Miliband	19	1	53	11	7	2	46	15	21	18	18	21	22	15	18	21	30	11	17	26	21
A Conservative government led by David Cameron	41	94	11	44	44	81	17	34	45	37	30	37	40	50	46	34	42	46	40	37	32
Neither	26	2	25	36	44	12	23	39	23	29	28	26	26	26	23	31	17	29	29	21	36
Don't know	14	3	11	9	5	6	14	12	11	16	24	16	12	9	13	14	11	14	13	16	12