

# YouGov Survey Results

Sample Size: 1992 GB Adults  
Fieldwork: 25th - 26th September 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
<b>Weighted Sample</b>	<b>1992</b>	X	X	X	X	570	472	424	966	1026	237	504	681	570	1135	857	255	647	426	490	173
<b>Unweighted Sample</b>	<b>1992</b>	442	617	91	247	532	525	423	981	1011	217	387	800	588	1322	670	317	589	390	435	261
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	June 19-20	Sept 25-26																				
<b>Which of these statements comes closest to your view of the Conservative Party?</b>																						
It's "nice and smart" – its heart is in the right place and it has what it takes to get what it wants done in government	15	16	50	2	13	10	39	3	6	16	16	12	16	15	18	18	12	13	20	18	11	11
It's "nice but dim" – its heart is in the right place and it does NOT have what it takes to get what it wants done in government	11	9	12	5	11	22	15	5	8	9	9	6	7	7	14	9	9	7	10	10	9	5
It's "mean but smart" – its heart is NOT in the right place but it DOES have what it takes to get what it wants done in government	25	24	24	28	43	17	20	27	33	25	24	30	24	23	24	26	22	30	25	21	22	27
It's "mean and dim" – its heart is NOT in the right place and also it does NOT have what it takes to get what it wants done in government	33	31	1	54	22	37	10	53	35	36	27	23	28	38	29	29	34	29	25	32	36	41
Not sure	16	20	13	12	10	15	16	12	18	14	25	29	25	16	16	17	23	20	19	19	23	17
<b>Which of these statements comes closest to your view of the Labour Party?</b>																						
It's "nice and smart" – its heart is in the right place and it has what it takes to get what it wants done in government	16	14	3	40	9	1	3	34	13	16	11	9	13	17	12	14	14	15	11	14	17	10
It's "nice but dim" – its heart is in the right place and it does NOT have what it takes to get what it wants done in government	32	35	36	37	53	34	33	35	44	37	33	41	37	35	32	40	29	33	35	38	33	36
It's "mean but smart" – its heart is NOT in the right place but it DOES have what it takes to get what it wants done in government	4	4	3	5	4	3	3	5	3	4	3	2	5	4	3	4	4	5	4	2	4	4
It's "mean and dim" – its heart is NOT in the right place and also it does NOT have what it takes to get what it wants done in government	29	28	47	5	25	50	48	10	21	28	27	20	22	26	39	28	28	27	30	28	24	32
Not sure	19	20	11	13	8	12	12	16	18	14	25	28	23	19	14	15	26	20	19	18	22	18