

# YouGov Survey Results

Sample Size: 1898 GB Adults  
Fieldwork: 29th - 30th April 2014

	Voting intention				2010 Vote			Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1898</b>	X	X	X	X	576	449	381	921	977	226	480	649	543	1082	816
Unweighted Sample	1898	444	544	124	263	584	462	368	951	947	106	391	796	605	1222	676
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general would you say that you are more intelligent, less intelligent or about the same intelligence as the average British person?

Much more intelligent	12	15	11	20	10	14	7	15	15	9	11	15	11	11	15	8
Slightly more intelligent	35	36	37	48	37	35	31	46	35	36	32	34	39	33	41	28
<b>TOTAL MORE INTELLIGENT</b>	<b>47</b>	<b>51</b>	<b>48</b>	<b>68</b>	<b>47</b>	<b>49</b>	<b>38</b>	<b>61</b>	<b>50</b>	<b>45</b>	<b>43</b>	<b>49</b>	<b>50</b>	<b>44</b>	<b>56</b>	<b>36</b>
About the same intelligence	43	43	45	23	47	44	55	32	42	44	38	37	42	52	36	52
Slightly less intelligent	2	2	2	1	1	3	3	1	1	3	2	3	3	1	2	3
Much less intelligent	0	0	0	1	2	0	1	0	0	1	0	0	1	0	0	1
<b>TOTAL LESS INTELLIGENT</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>4</b>
Don't know	7	5	4	6	4	5	5	7	7	7	17	11	5	3	7	8

In general, how intelligent do you think British people are?

Very intelligent	3	2	3	2	4	3	4	4	3	3	1	2	3	4	2	4
Fairly intelligent	34	39	38	33	26	35	40	33	33	36	27	30	39	36	32	38
<b>TOTAL VERY/FAIRLY INTELLIGENT</b>	<b>37</b>	<b>41</b>	<b>41</b>	<b>35</b>	<b>30</b>	<b>38</b>	<b>44</b>	<b>37</b>	<b>36</b>	<b>39</b>	<b>28</b>	<b>32</b>	<b>42</b>	<b>40</b>	<b>34</b>	<b>42</b>
Average intelligence	46	45	47	50	49	48	46	49	46	46	42	46	46	49	49	43
Fairly unintelligent	10	10	8	11	18	9	6	10	12	8	17	10	8	8	11	8
Very unintelligent	1	2	0	2	1	1	1	1	2	1	1	3	1	1	1	1
<b>TOTAL VERY/FAIRLY UNINTELLIGENT</b>	<b>11</b>	<b>12</b>	<b>8</b>	<b>13</b>	<b>19</b>	<b>10</b>	<b>7</b>	<b>11</b>	<b>14</b>	<b>9</b>	<b>18</b>	<b>13</b>	<b>9</b>	<b>9</b>	<b>12</b>	<b>9</b>
Don't know	5	2	3	2	2	4	4	3	4	6	10	8	3	2	5	6

# YouGov Survey Results

Sample Size: 1898 GB Adults  
Fieldwork: 29th - 30th April 2014

	Region					CAMEO 2014 - Group											
	Total	London	Rest of South	Midlands / Wales	North	Scotland	1	2	3	4	5	6	7	8	9	10	11
<b>Weighted Sample</b>	<b>1898</b>	243	617	406	467	165	107	87	173	194	207	182	330	212	183	187	7
Unweighted Sample	1898	188	587	405	455	263	118	99	215	221	207	184	293	202	171	158	7
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**In general would you say that you are more intelligent, less intelligent or about the same intelligence as the average British person?**

Much more intelligent	12	19	9	12	12	11	24	20	15	15	11	12	7	11	8	9	0
Slightly more intelligent	35	40	36	36	31	35	48	41	44	39	31	36	34	34	23	32	61
<b>TOTAL MORE INTELLIGENT</b>	<b>47</b>	<b>59</b>	<b>45</b>	<b>48</b>	<b>43</b>	<b>46</b>	<b>72</b>	<b>61</b>	<b>59</b>	<b>54</b>	<b>42</b>	<b>48</b>	<b>41</b>	<b>45</b>	<b>31</b>	<b>41</b>	<b>61</b>
About the same intelligence	43	29	45	42	47	49	23	32	35	40	43	44	50	42	58	47	13
Slightly less intelligent	2	1	2	3	3	0	1	2	0	2	3	2	2	3	3	2	11
Much less intelligent	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	2	0
<b>TOTAL LESS INTELLIGENT</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>11</b>
Don't know	7	11	8	6	7	5	4	5	5	4	12	6	7	8	8	8	15

**In general, how intelligent do you think British people are?**

Very intelligent	3	2	4	5	2	1	3	0	2	3	2	5	3	2	4	4	13
Fairly intelligent	34	31	32	35	36	41	32	36	33	39	30	27	36	35	40	36	0
<b>TOTAL VERY/FAIRLY INTELLIGENT</b>	<b>37</b>	<b>33</b>	<b>36</b>	<b>40</b>	<b>38</b>	<b>42</b>	<b>35</b>	<b>36</b>	<b>35</b>	<b>42</b>	<b>32</b>	<b>32</b>	<b>39</b>	<b>37</b>	<b>44</b>	<b>40</b>	<b>13</b>
Average intelligence	46	47	48	44	45	48	49	47	51	46	49	50	47	46	44	39	60
Fairly unintelligent	10	12	11	10	8	7	11	11	11	6	11	13	8	12	7	11	13
Very unintelligent	1	3	1	1	2	1	2	0	0	3	2	2	0	2	0	1	0
<b>TOTAL VERY/FAIRLY UNINTELLIGENT</b>	<b>11</b>	<b>15</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>8</b>	<b>13</b>	<b>11</b>	<b>11</b>	<b>9</b>	<b>13</b>	<b>15</b>	<b>8</b>	<b>14</b>	<b>7</b>	<b>12</b>	<b>13</b>
Don't know	5	5	5	5	7	2	3	6	4	3	6	3	6	3	5	9	15