

YouGov Survey Results

Sample Size: 1764 GB Adults
Fieldwork: 10th - 11th February 2015

	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	1764	X	X	X	X	508	423	347	856	908	210	446	603	505	1005	759	226	573	377	434	153
Unweighted Sample	1764	447	458	87	233	522	419	355	915	849	112	376	715	561	1150	614	207	549	383	450	175
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

March
21-24
2005

Feb
10-11
2015

Which of the following words or phrases do you think apply to the Conservative Party? (Please tick all that apply)

Not in touch with people like me	47	48	8	73	60	63	22	75	62	47	50	38	43	52	53	43	55	45	47	47	51	53
Out of tune with modern Britain	37	37	5	54	49	49	15	54	51	38	36	33	33	39	39	34	40	35	34	38	39	40
Wants to help only a minority	35	37	4	64	44	47	14	57	52	36	38	38	33	39	39	35	40	39	34	37	39	46
Has too many policies that don't make sense	30	23	5	34	26	38	12	37	25	23	22	14	14	23	33	20	26	22	23	23	23	21
Has mostly sensible policies	27	22	67	3	14	15	52	6	13	26	18	16	19	19	31	28	15	22	23	22	23	16
Badly led	34	21	1	36	25	31	6	37	23	22	20	18	14	23	27	18	25	13	20	21	26	27
Does not have clear principles	27	20	3	30	17	34	11	33	15	21	18	15	14	20	26	17	23	23	17	19	21	19
Stuck in the past	37	19	2	31	32	18	6	32	26	23	16	27	19	20	16	18	21	17	18	18	20	29
Has clear principles	23	15	45	3	9	5	35	3	11	17	13	18	13	13	18	18	11	13	18	14	16	8
Wants to help most people	18	14	45	1	10	7	36	3	7	15	13	6	11	14	22	17	11	13	17	16	13	6
Well led	10	14	42	3	7	5	29	5	10	17	10	13	13	11	17	17	9	14	13	14	16	7
Forward-looking	14	12	40	1	6	5	30	2	6	14	11	9	9	12	17	15	9	13	13	12	12	8
Moderate	15	11	26	3	5	9	21	6	6	15	7	14	13	9	10	14	7	13	11	11	9	13
Extreme	14	11	1	25	13	8	2	23	16	14	8	11	8	12	13	11	12	14	8	11	13	14
In touch with people like me	18	9	29	1	5	3	24	1	5	11	7	0	8	8	13	11	6	11	9	8	9	6
In tune with modern Britain	15	8	28	1	5	3	22	1	4	10	7	2	7	8	13	10	6	7	9	8	9	7
Don't know	8	11	5	6	5	5	7	4	5	9	13	29	16	8	2	9	14	11	11	10	10	13

Which of the following words or phrases do you think apply to the Labour Party? (Please tick all that apply)

Badly led	35	44	71	16	34	65	68	25	45	51	37	39	37	43	53	49	38	41	47	43	42	47
Has too many policies that don't make sense	37	34	58	8	36	52	59	15	34	39	28	28	22	33	47	39	27	31	37	34	30	33
Does not have clear principles	31	32	49	11	31	44	50	19	29	36	29	24	25	31	43	36	27	30	30	36	29	42
Not in touch with people like me	42	31	54	4	27	51	56	11	25	36	27	20	25	34	39	36	25	29	33	34	26	36
Out of tune with modern Britain	27	29	49	3	29	47	47	9	27	35	23	23	23	29	35	31	27	25	31	30	24	37
Wants to help most people	32	27	7	64	28	18	7	55	36	29	25	28	24	28	28	25	29	31	24	24	33	23
Stuck in the past	9	24	46	5	26	39	42	9	19	31	18	13	16	27	33	27	20	20	26	22	24	32
Wants to help only a minority	27	15	31	1	20	22	29	4	12	16	15	3	14	17	20	17	14	15	19	14	13	13
In touch with people like me	21	15	1	47	7	5	2	36	15	13	16	11	11	15	19	12	18	16	12	12	21	12
Has mostly sensible policies	28	14	3	40	17	4	3	28	17	15	12	15	12	15	13	13	15	19	12	13	15	9
In tune with modern Britain	27	13	2	39	16	3	2	32	14	12	14	15	11	12	15	11	16	13	12	11	17	10
Moderate	21	11	3	26	12	8	2	22	15	15	8	12	11	12	11	11	12	12	9	13	12	11
Has clear principles	21	10	3	28	10	2	3	24	8	11	9	11	7	10	12	10	10	11	7	11	12	9
Forward-looking	24	10	1	30	9	1	0	24	10	11	9	12	6	11	11	8	12	14	10	6	12	8
Extreme	10	6	13	1	7	13	13	2	4	9	4	1	4	6	11	7	5	7	6	7	4	10
Well led	19	5	1	17	3	2	1	14	4	6	5	8	2	6	7	5	6	8	4	4	8	2
Don't know	7	13	5	8	7	4	8	6	9	9	16	31	18	11	3	12	14	14	13	14	11	15