

YouGov / Prospect Survey Results

Sample Size: 1710 GB Adults
Fieldwork: 17th - 18th August 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	
Weighted Sample	1710	x	x	x	x	516	435	354	829	881	203	433	585	489	975	735	219	556	366	421	149
Unweighted Sample	1710	453	529	88	178	524	456	332	781	929	140	411	695	464	1114	596	340	501	334	395	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the Conservative party, do you agree or disagree with the polling statements?

The Conservatives are out of touch with the way ordinary people live their lives

Strongly agree	38	3	68	29	55	15	64	45	39	37	30	33	39	45	33	45	37	36	36	39	51
Tend to agree	28	30	23	58	25	31	22	35	28	29	23	27	30	30	31	25	28	30	29	30	19
TOTAL AGREE	66	33	91	87	80	46	86	80	67	66	53	60	69	75	64	70	65	66	65	69	70
Tend to disagree	16	44	3	9	10	34	4	10	17	14	15	17	17	14	19	12	17	16	19	14	10
Strongly disagree	7	18	3	3	4	14	5	3	8	7	5	6	8	9	8	6	6	7	6	9	9
TOTAL DISAGREE	23	62	6	12	14	48	9	13	25	21	20	23	25	23	27	18	23	23	25	23	19
Don't know	10	4	3	1	6	6	5	6	8	12	27	17	6	3	9	12	12	11	10	9	11

The Conservatives have taken the tough but necessary decisions to get Britain's economy going again

Strongly agree	20	57	4	18	17	45	5	14	24	16	13	19	19	25	25	13	18	22	21	18	16
Tend to agree	32	40	21	55	39	40	23	34	32	31	28	29	30	36	33	30	31	33	34	32	20
TOTAL AGREE	52	97	25	73	56	85	28	48	56	47	41	48	49	61	58	43	49	55	55	50	36
Tend to disagree	21	1	40	20	22	7	36	26	20	22	16	20	26	19	19	24	23	18	21	22	28
Strongly disagree	15	0	29	4	17	3	28	18	16	14	12	11	17	17	12	18	12	14	11	18	23
TOTAL DISAGREE	36	1	69	24	39	10	64	44	36	36	28	31	43	36	31	42	35	32	32	40	51
Don't know	13	2	6	3	5	5	9	9	9	16	32	21	8	2	11	15	16	13	12	11	13

The Conservatives are now genuinely committed to trying to deliver quality public services

Strongly agree	8	25	2	6	5	18	2	6	9	7	8	6	8	11	9	7	7	10	7	8	8
Tend to agree	22	57	4	15	19	47	6	14	23	20	18	20	22	25	25	17	22	25	26	19	9
TOTAL AGREE	30	82	6	21	24	65	8	20	32	27	26	26	30	36	34	24	29	35	33	27	17
Tend to disagree	26	8	35	51	36	17	34	33	27	26	23	27	27	26	26	27	28	21	30	28	32
Strongly disagree	28	1	53	19	31	7	50	36	30	26	21	22	32	31	26	30	24	27	23	31	38
TOTAL DISAGREE	54	9	88	70	67	24	84	69	57	52	44	49	59	57	52	57	52	48	53	59	70
Don't know	16	9	6	8	9	11	9	11	11	20	31	25	11	7	13	19	19	17	15	14	13

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Weighted Sample	1710	x	x	x	x	516	435	354	829	881	203	433	585	489	975	735	219	556	366	421	149
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Conservatives are too divided to govern Britain competently

Strongly agree	18	2	34	13	28	8	29	24	20	16	12	13	20	23	14	23	16	21	15	16	22
Tend to agree	30	16	38	45	35	21	38	34	30	31	33	29	29	31	31	28	29	27	32	33	31
TOTAL AGREE	48	18	72	58	63	29	67	58	50	47	45	42	49	54	45	51	45	48	47	49	53
Tend to disagree	24	49	12	27	17	40	13	22	25	22	16	22	26	26	27	19	25	23	29	23	14
Strongly disagree	9	24	5	6	8	20	5	5	12	7	5	8	10	12	11	8	9	9	9	9	14
TOTAL DISAGREE	33	73	17	33	25	60	18	27	37	29	21	30	36	38	38	27	34	32	38	32	28
Don't know	19	9	12	8	11	11	15	14	14	24	33	28	15	9	17	21	21	20	16	19	19

The Conservatives are too obsessed with Europe, instead of tackling problems here in Britain

Strongly agree	22	4	36	26	38	13	30	26	25	19	17	12	24	30	19	25	16	25	21	20	24
Tend to agree	29	23	33	35	22	22	36	30	26	31	25	30	29	28	28	30	30	26	30	29	31
TOTAL AGREE	51	27	69	61	60	35	66	56	51	50	42	42	53	58	47	55	46	51	51	49	55
Tend to disagree	24	48	14	27	18	41	12	23	26	22	17	24	27	24	28	19	26	24	27	23	15
Strongly disagree	8	18	4	4	10	15	5	7	11	5	8	7	8	9	10	6	7	7	7	10	11
TOTAL DISAGREE	32	66	18	31	28	56	17	30	37	27	25	31	35	33	38	25	33	31	34	33	26
Don't know	17	7	13	8	13	9	17	13	12	22	33	27	12	9	15	21	21	17	15	18	19

The Conservatives care about helping all groups in society, not just the few

Strongly agree	7	17	4	7	1	12	4	5	7	6	6	4	7	8	8	5	6	8	5	7	6
Tend to agree	20	52	5	18	16	44	6	12	22	18	21	16	21	22	22	17	17	22	25	17	12
TOTAL AGREE	27	69	9	25	17	56	10	17	29	24	27	20	28	30	30	22	23	30	30	24	18
Tend to disagree	23	20	23	36	24	22	21	29	22	24	13	25	23	26	24	21	23	21	24	26	18
Strongly disagree	36	2	62	33	47	11	61	44	38	34	29	34	38	37	33	40	36	33	32	36	52
TOTAL DISAGREE	59	22	85	69	71	33	82	73	60	58	42	59	61	63	57	61	59	54	56	62	70
Don't know	15	9	6	6	10	11	8	10	11	18	31	21	10	7	13	17	18	16	13	14	12

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the Labour party, do you agree or disagree with the polling statements?

Labour still haven't faced up to the damage they did to the British economy

Strongly agree	35	77	4	34	62	72	6	30	40	31	22	28	36	46	39	31	31	43	36	30	26
Tend to agree	25	18	23	47	23	19	26	29	21	28	21	29	26	21	26	23	24	22	24	27	31
TOTAL AGREE	60	95	27	81	85	91	32	59	61	59	43	57	62	67	65	54	55	65	60	57	57
Tend to disagree	16	2	38	14	5	2	34	18	18	15	16	14	20	15	16	17	18	12	17	20	19
Strongly disagree	10	1	27	3	3	2	23	10	11	8	10	7	9	13	8	11	9	10	8	10	11
TOTAL DISAGREE	26	3	65	17	8	4	57	28	29	23	26	21	29	28	24	28	27	22	25	30	30
Don't know	14	3	9	2	7	5	11	12	9	18	31	22	10	5	11	18	18	12	15	14	13

Given the scale of problems Britain faces, Labour's leadership is out of its depth

Strongly agree	31	67	4	25	55	62	6	24	35	27	19	24	32	40	35	25	23	38	32	28	19
Tend to agree	26	27	17	55	26	25	24	32	25	28	24	31	27	23	28	24	30	24	25	26	34
TOTAL AGREE	57	94	21	80	81	87	30	56	60	55	43	55	59	63	63	49	53	62	57	54	53
Tend to disagree	18	2	42	13	7	5	33	21	18	17	17	14	21	17	16	20	18	14	21	19	21
Strongly disagree	10	1	27	4	4	1	24	11	12	8	7	7	11	13	8	13	11	11	8	10	10
TOTAL DISAGREE	28	3	69	17	11	6	57	32	30	25	24	21	32	30	24	33	29	25	29	29	31
Don't know	15	3	10	3	9	6	13	12	10	20	32	25	10	6	13	18	19	13	14	17	15

The Labour Party has clear and worthwhile ideas for governing Britain

Strongly agree	8	2	25	0	2	3	20	8	9	8	10	7	8	10	7	10	10	10	8	7	8
Tend to agree	23	7	52	18	10	6	43	25	23	22	20	23	25	22	20	27	27	18	24	24	30
TOTAL AGREE	31	9	77	18	12	9	63	33	32	30	30	30	33	32	27	37	37	28	32	31	38
Tend to disagree	25	32	12	46	34	31	19	32	26	25	17	24	27	28	28	22	24	24	24	29	21
Strongly disagree	24	51	2	21	45	47	6	18	27	21	20	17	24	33	27	21	18	30	25	20	22
TOTAL DISAGREE	49	83	14	67	79	78	25	50	53	46	37	41	51	61	55	43	42	54	49	49	43
Don't know	19	8	10	15	10	13	12	18	14	23	32	29	17	7	19	19	20	18	19	20	19

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Public services such as health and education would improve under a Labour government

Strongly agree	16	3	42	9	7	5	36	15	18	14	16	15	16	17	15	18	19	17	16	12	18
Tend to agree	26	11	47	30	15	11	39	33	27	25	26	26	27	24	26	26	27	21	29	27	32
TOTAL AGREE	42	14	89	39	22	16	75	48	45	39	42	41	43	41	41	44	46	38	45	39	50
Tend to disagree	20	37	3	31	28	33	8	22	20	20	14	16	22	23	24	14	18	20	19	21	18
Strongly disagree	19	40	2	12	38	39	6	12	21	17	12	14	19	27	19	20	16	22	19	19	12
TOTAL DISAGREE	39	77	5	43	66	72	14	34	41	37	26	30	41	50	43	34	34	42	38	40	30
Don't know	19	9	7	17	12	12	11	18	14	24	32	29	16	9	16	23	20	19	17	20	20

If Labour wins the next election, I am worried that my taxes would rise sharply

Strongly agree	18	42	2	17	32	40	3	12	23	14	5	13	22	24	21	14	13	22	20	16	13
Tend to agree	22	37	7	37	28	33	10	24	22	21	18	17	24	24	23	20	24	23	23	18	18
TOTAL AGREE	40	79	9	54	60	73	13	36	45	35	23	30	46	48	44	34	37	45	43	34	31
Tend to disagree	25	10	48	25	13	11	41	31	26	24	27	26	23	24	25	25	24	19	27	28	33
Strongly disagree	13	2	30	6	10	2	27	15	14	12	13	11	13	13	12	14	16	14	9	13	11
TOTAL DISAGREE	38	12	78	31	23	13	68	46	40	36	40	37	36	37	37	39	40	33	36	41	44
Don't know	22	8	13	15	18	14	19	18	16	29	37	33	17	14	19	27	23	22	20	24	24

A Labour government would stand up for Britain's interests in Europe

Strongly agree	8	2	21	5	1	2	17	8	9	7	12	7	6	9	7	9	9	9	9	5	6
Tend to agree	23	9	48	24	6	6	41	29	24	22	23	21	26	22	23	24	28	20	21	23	36
TOTAL AGREE	31	11	69	29	7	8	58	37	33	29	35	28	32	31	30	33	37	29	30	28	42
Tend to disagree	20	31	11	35	21	28	16	21	23	17	11	20	22	21	21	18	17	20	21	24	9
Strongly disagree	23	47	2	8	56	47	5	13	26	19	12	16	24	32	24	22	17	27	25	21	17
TOTAL DISAGREE	43	78	13	43	77	75	21	34	49	36	23	36	46	53	45	40	34	47	46	45	26
Don't know	26	11	18	28	17	16	21	30	17	35	42	36	23	16	25	28	29	24	25	27	32