

YouGov / Prospect Survey Results

POLL A: 13-14 January 2015; sample size: 1834 GB Adults

| | 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 | 1834 | 478 | 501 | 92 | 228 | 521 | 455 | 398 | 889 | 945 | 218 | 464 | 627 | 525 | 1045 | 789 | 235 | 596 | 392 | 451 | 160 |
| Unweighted Sample | 1834 | 438 | 481 | 95 | 243 | 497 | 436 | 426 | 922 | 912 | 210 | 316 | 711 | 597 | 1253 | 581 | 192 | 573 | 408 | 470 | 191 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Which of the following would you most trust to deliver a strong economy?

| | | | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A Conservative government under David Cameron | 39 | 93 | 5 | 41 | 44 | 80 | 10 | 32 | 42 | 36 | 35 | 36 | 36 | 47 | 44 | 33 | 39 | 51 | 34 | 32 | 27 |
| A Labour government under Ed Miliband | 20 | 1 | 61 | 6 | 3 | 2 | 48 | 20 | 21 | 19 | 17 | 18 | 24 | 19 | 19 | 22 | 19 | 14 | 25 | 28 | 11 |
| Neither | 29 | 3 | 22 | 45 | 48 | 14 | 28 | 40 | 30 | 29 | 27 | 31 | 30 | 29 | 28 | 30 | 29 | 26 | 27 | 29 | 50 |
| Don't know | 12 | 3 | 12 | 7 | 6 | 4 | 15 | 8 | 7 | 16 | 21 | 15 | 11 | 6 | 9 | 15 | 13 | 10 | 14 | 11 | 12 |

Do you agree or disagree with the following statement?
We need a strong and healthy economy in order to fund quality NHS services.

| | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly agree | 44 | 64 | 35 | 40 | 47 | 58 | 37 | 39 | 47 | 41 | 38 | 44 | 40 | 50 | 45 | 42 | 46 | 47 | 42 | 46 | 28 |
| Tend to agree | 40 | 31 | 44 | 47 | 38 | 34 | 43 | 44 | 37 | 42 | 39 | 38 | 43 | 38 | 42 | 37 | 36 | 39 | 43 | 36 | 49 |
| TOTAL AGREE | 84 | 95 | 79 | 87 | 85 | 92 | 80 | 83 | 84 | 83 | 77 | 82 | 83 | 88 | 87 | 79 | 82 | 86 | 85 | 82 | 77 |
| Tend to disagree | 6 | 2 | 10 | 9 | 4 | 3 | 9 | 9 | 7 | 6 | 6 | 5 | 8 | 6 | 6 | 7 | 6 | 5 | 6 | 7 | 9 |
| Strongly disagree | 2 | 1 | 2 | 0 | 6 | 1 | 3 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 4 | 3 |
| TOTAL DISAGREE | 8 | 3 | 12 | 9 | 10 | 4 | 12 | 11 | 10 | 7 | 8 | 7 | 10 | 8 | 8 | 9 | 7 | 6 | 8 | 11 | 12 |
| Don't know | 8 | 3 | 8 | 4 | 5 | 4 | 8 | 5 | 6 | 10 | 14 | 10 | 8 | 4 | 5 | 12 | 11 | 8 | 7 | 7 | 10 |

Which of the following would you most trust to deliver quality NHS services?

| | | | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A Conservative government under David Cameron | 24 | 69 | 1 | 14 | 23 | 57 | 4 | 15 | 27 | 21 | 18 | 25 | 21 | 30 | 27 | 20 | 25 | 31 | 21 | 20 | 15 |
| A Labour government under Ed Miliband | 35 | 3 | 84 | 36 | 18 | 7 | 67 | 45 | 37 | 34 | 42 | 33 | 39 | 30 | 36 | 34 | 33 | 29 | 43 | 39 | 31 |
| Neither | 27 | 17 | 9 | 40 | 51 | 24 | 17 | 29 | 26 | 27 | 23 | 25 | 26 | 30 | 25 | 29 | 25 | 27 | 24 | 25 | 39 |
| Don't know | 14 | 10 | 6 | 11 | 8 | 11 | 13 | 10 | 10 | 18 | 17 | 17 | 14 | 10 | 12 | 17 | 17 | 12 | 13 | 17 | 15 |

POLL B: 14-15 January, 2015; sample size 1660 GB Adults

| | 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 | 1660 | 422 | 424 | 83 | 219 | 503 | 408 | 310 | 805 | 855 | 198 | 420 | 568 | 475 | 946 | 714 | 212 | 540 | 355 | 408 | 144 |
| Unweighted Sample | 1660 | 414 | 408 | 78 | 252 | 511 | 405 | 342 | 858 | 802 | 99 | 298 | 687 | 576 | 1070 | 590 | 206 | 568 | 362 | 377 | 147 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

(Two previous questions in poll A not asked)

Which of the following would you most trust to deliver quality NHS services?

| | | | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A Conservative government under David Cameron | 22 | 69 | 0 | 6 | 18 | 53 | 4 | 7 | 26 | 19 | 18 | 14 | 24 | 29 | 24 | 19 | 17 | 26 | 27 | 18 | 15 |
| A Labour government under Ed Miliband | 30 | 3 | 80 | 26 | 16 | 5 | 62 | 37 | 34 | 26 | 29 | 34 | 30 | 28 | 32 | 28 | 32 | 25 | 32 | 37 | 26 |
| Neither | 35 | 20 | 13 | 52 | 60 | 33 | 24 | 40 | 32 | 37 | 28 | 37 | 37 | 32 | 32 | 38 | 38 | 37 | 28 | 31 | 48 |
| Don't know | 13 | 8 | 6 | 15 | 5 | 9 | 11 | 16 | 8 | 18 | 26 | 16 | 9 | 11 | 12 | 14 | 12 | 12 | 14 | 14 | 11 |