

# YouGov Survey Results

Sample Size: 2155 GB Adults  
Fieldwork: 6th - 7th October 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>2155</b>	X	X	X	X	641	549	408	1045	1110	256	545	737	616	1228	927	276	700	461	530	187	
Unweighted Sample	2155	514	615	122	256	617	589	424	1026	1129	185	486	880	604	1477	678	311	681	425	490	248
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about policies being offered by the Conservative party, regardless of whether you personally support the policies or not, which of the following policies do you think will do most to increase the Conservative party's support. Please tick one or two.

Saying they will increase the personal tax allowance to £12,500 and the threshold for the 40p tax rate to £50,000	<b>36</b>	46	36	46	24	37	37	37	38	35	27	39	41	34	40	32	33	37	34	39	38
Saying they will hold a referendum on Britain's EU membership	<b>30</b>	37	26	27	54	42	24	31	32	28	20	21	31	42	31	29	31	34	30	27	26
Saying they will protect the level of spending on the NHS	<b>25</b>	29	25	30	19	25	25	30	26	24	25	24	24	28	29	20	22	26	25	21	34
Saying they will scrap the Human Rights Act and introduce a British Bill of Rights	<b>24</b>	34	17	12	44	37	19	16	24	23	10	17	24	36	22	26	19	28	24	23	19
Saying they will freeze benefit payments and do more to encourage claimants into work	<b>20</b>	27	20	25	13	21	20	23	19	20	16	22	22	16	23	15	20	18	19	22	19
Saying they will build an extra 100,000 affordable homes for first time buyers	<b>10</b>	8	12	16	7	7	11	13	11	10	14	13	9	8	11	9	14	10	9	10	12
None of these	<b>8</b>	0	12	2	9	3	12	7	9	7	8	7	9	8	5	12	7	7	6	9	12
Don't know	<b>10</b>	3	8	6	4	5	8	8	7	13	26	14	6	3	7	13	16	8	12	9	4