

YouGov / Prospect Survey Results

Sample Size: 1996 GB Adults
Fieldwork: 25th - 26th June 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 1996	X	X	X	X	595	484	421	968	1028	238	505	683	571	1138	858	255	649	427	491	174	
Unweighted Sample 1996	493	615	106	236	576	500	411	971	1025	205	449	779	563	1306	690	303	601	386	484	222	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you agree or disagree with these statements about David Cameron?

He can be trusted to keep his promises

Strongly agree	5	11	3	3	3	8	4	4	7	4	8	5	5	5	5	6	6	5	6	6	3
Tend to agree	24	59	7	28	13	45	7	19	26	21	24	22	22	26	27	18	25	27	24	18	24
TOTAL AGREE	29	70	10	31	16	53	11	23	33	25	32	27	27	31	32	24	31	32	30	24	27
Tend to disagree	25	16	29	35	30	20	27	28	25	25	24	26	23	27	27	22	25	23	26	24	30
Strongly disagree	33	4	57	24	45	14	54	39	33	33	20	30	39	34	30	37	29	31	33	38	33
TOTAL DISAGREE	58	20	86	59	75	34	81	67	58	58	44	56	62	61	57	59	54	54	59	62	63
Don't know	13	10	5	11	8	12	8	10	9	17	24	16	11	8	10	16	15	14	10	14	10

He is far more interested in helping the rich and powerful than people like me

Strongly agree	40	4	70	30	44	15	66	45	41	39	34	38	43	40	35	46	32	38	38	47	45
Tend to agree	24	18	22	40	27	21	20	30	25	23	22	25	25	23	27	20	28	21	24	25	24
TOTAL AGREE	64	22	92	70	71	36	86	75	66	62	56	63	68	63	62	66	60	59	62	72	69
Tend to disagree	19	50	4	24	13	39	5	15	19	19	16	18	17	24	22	16	23	21	23	12	18
Strongly disagree	7	19	2	1	9	14	4	4	9	6	8	6	8	7	8	6	6	11	6	5	6
TOTAL DISAGREE	26	69	6	25	22	53	9	19	28	25	24	24	25	31	30	22	29	32	29	17	24
Don't know	10	8	3	5	7	11	6	5	7	13	21	14	7	6	9	12	11	10	9	11	7

He doesn't really understand the problems faced by normal people in their everyday lives

Strongly agree	43	7	69	35	54	20	68	50	43	43	34	39	48	44	40	46	37	40	42	48	44
Tend to agree	29	37	22	52	27	34	19	33	30	28	28	31	27	31	32	26	33	28	29	28	35
TOTAL AGREE	72	44	91	87	81	54	87	83	73	71	62	70	75	75	72	72	70	68	71	76	79
Tend to disagree	14	37	2	11	7	28	3	9	14	13	13	11	14	15	15	11	14	16	14	10	10
Strongly disagree	6	13	4	0	6	10	5	4	7	6	4	7	6	7	6	6	6	7	7	5	5
TOTAL DISAGREE	20	50	6	11	13	38	8	13	21	19	17	18	20	22	21	17	20	23	21	15	15
Don't know	8	6	2	3	5	8	5	4	6	10	21	12	5	4	7	10	10	9	7	9	6

He is prepared to take the tough decisions in the long term

Strongly agree	14	33	5	10	8	24	6	10	17	11	15	14	13	14	14	13	15	15	13	12	11
Tend to agree	36	55	28	46	30	48	26	38	35	37	31	35	37	38	39	33	34	34	37	37	42
TOTAL AGREE	50	88	33	56	38	72	32	48	52	48	46	49	50	52	53	46	49	49	50	49	53
Tend to disagree	22	7	30	27	29	13	27	28	23	20	20	22	22	23	22	21	25	21	22	20	25
Strongly disagree	17	2	29	9	26	7	30	15	17	17	11	14	18	20	15	19	12	18	18	18	14
TOTAL DISAGREE	39	9	59	36	55	20	57	43	40	37	31	36	40	43	37	40	37	39	40	38	39
Don't know	12	3	8	7	7	7	11	9	8	15	24	14	10	6	9	15	14	12	9	12	9

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

Which of these do you think would make the best Prime Minister?

David Cameron	36	95	4	21	33	76	10	22	40	32	30	36	32	43	40	30	36	41	38	31	29
Ed Miliband	21	0	61	3	9	3	50	20	23	20	19	22	23	20	20	23	23	16	23	26	23
Nick Clegg	5	0	3	35	1	1	2	13	6	4	8	5	5	3	5	4	5	5	3	4	8
Don't know	38	5	32	41	56	19	38	45	31	45	43	36	41	34	34	43	35	39	36	39	40

If David Cameron were to be replaced as Conservative leader by Theresa May, which of these do you think would make the best Prime Minister?

Theresa May	28	62	9	11	42	55	12	18	31	24	27	23	24	37	31	23	29	29	32	24	20
Ed Miliband	23	2	62	8	11	4	54	22	28	19	22	24	25	21	23	24	25	17	25	27	28
Nick Clegg	7	5	3	49	3	5	2	18	9	6	9	8	9	5	8	6	8	9	6	5	11
Don't know	42	31	25	32	45	36	32	43	32	51	43	45	42	37	37	47	37	44	38	44	41

And if David Cameron were to be replaced as Conservative leader by Michael Gove, which of these do you think would make the best Prime Minister?

Michael Gove	15	39	3	1	22	34	4	6	18	11	13	10	14	21	16	12	15	17	16	11	14
Ed Miliband	28	4	69	14	13	6	61	28	32	25	28	29	29	26	28	28	31	22	31	33	29
Nick Clegg	11	12	5	56	4	10	3	25	11	10	11	13	11	8	13	8	10	12	11	9	11
Don't know	47	45	23	30	61	50	32	41	39	54	48	48	46	45	42	53	44	50	42	48	47

How much progress do you think the current Government has made in each of the following?

Making Britain's economy stronger

Made a lot of progress – things are much better	15	42	2	24	7	31	4	13	18	13	13	14	12	20	17	13	16	17	16	14	9
Made a little progress – things are slightly better	36	49	30	43	33	47	26	40	37	36	40	34	34	40	39	32	40	37	37	31	43
Made no progress – things are about the same	23	6	33	21	30	12	30	26	24	22	15	22	27	22	22	24	23	21	22	23	29
Made no progress – things have got worse	17	1	27	8	26	6	29	15	15	18	12	17	19	16	14	20	12	17	16	21	11
Not sure	9	2	8	3	3	4	10	6	6	12	20	13	7	3	7	11	9	7	9	10	8

Tackling the Government's financial deficit

Made a lot of progress – things are much better	14	37	2	17	7	28	4	11	16	11	9	14	12	17	14	13	13	13	15	14	11
Made a little progress – things are slightly better	37	51	30	46	34	49	25	39	36	37	40	31	36	41	40	32	40	39	35	33	37
Made no progress – things are about the same	23	7	35	21	25	11	34	25	24	22	17	27	26	19	23	23	26	21	22	23	30
Made no progress – things have got worse	16	2	24	13	28	8	26	16	16	17	11	14	18	19	14	20	11	17	18	19	13
Not sure	10	3	9	3	6	5	12	9	8	13	23	14	8	4	9	12	11	10	10	12	10

Improving the quality of public services such as schools and hospitals

Made a lot of progress – things are much better	3	8	1	1	0	5	1	1	4	2	6	2	1	4	3	3	3	2	4	2	1
Made a little progress – things are slightly better	14	32	5	17	11	27	6	8	16	13	15	14	13	15	15	13	17	16	12	11	14
Made no progress – things are about the same	31	42	21	44	33	37	22	33	32	30	28	32	29	32	33	28	30	32	32	28	32
Made no progress – things have got worse	41	11	65	33	49	22	60	50	40	42	30	34	48	44	40	42	39	37	40	47	42
Not sure	12	7	8	5	6	9	10	8	9	14	21	18	9	6	10	14	11	12	11	12	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reducing immigration																					
Made a lot of progress – things are much better	2	4	2	0	1	3	1	1	2	2	5	3	1	2	2	2	2	3	2	3	0
Made a little progress – things are slightly better	11	25	6	16	2	18	6	8	13	10	12	13	9	11	12	10	13	13	12	8	10
Made no progress – things are about the same	32	39	34	43	13	33	29	42	34	30	41	35	31	27	34	30	37	31	32	29	40
Made no progress – things have got worse	43	28	48	27	79	40	54	36	41	44	19	31	49	54	40	46	35	42	44	48	36
Not sure	12	5	11	13	4	6	11	13	10	14	23	18	9	6	12	12	14	11	10	12	14
Reducing crime																					
Made a lot of progress – things are much better	4	11	1	9	1	8	2	4	6	3	7	5	2	5	5	4	6	4	5	5	3
Made a little progress – things are slightly better	26	49	16	33	14	41	15	24	28	23	26	26	25	25	30	20	32	26	22	24	29
Made no progress – things are about the same	38	28	44	38	46	30	40	46	37	39	33	34	40	41	38	38	36	40	39	34	41
Made no progress – things have got worse	18	5	29	9	34	12	32	13	18	19	8	15	22	22	14	24	12	17	21	23	12
Not sure	14	8	10	11	5	9	11	13	12	15	26	20	10	7	13	15	15	12	14	14	15
Creating a better system of welfare benefits																					
Made a lot of progress – things are much better	5	15	1	2	2	10	1	3	6	4	9	6	2	7	6	4	4	5	8	5	2
Made a little progress – things are slightly better	24	51	13	29	21	45	12	17	28	21	20	27	23	25	25	23	28	25	26	21	23
Made no progress – things are about the same	18	18	13	27	20	17	13	22	17	18	16	17	17	20	20	15	19	18	17	17	18
Made no progress – things have got worse	42	9	67	32	48	19	63	50	40	43	33	35	49	42	39	46	37	40	39	46	50
Not sure	11	6	6	9	9	8	10	8	8	13	22	15	8	6	10	12	12	12	10	11	7
Standing up for Britain's interests in the European Union																					
Made a lot of progress – things are much better	5	14	1	9	1	10	1	5	5	5	7	4	4	7	5	5	3	5	5	7	4
Made a little progress – things are slightly better	22	45	12	25	10	33	11	20	23	21	25	23	19	23	25	19	29	23	24	15	23
Made no progress – things are about the same	34	27	41	38	28	30	38	39	34	33	26	32	34	37	33	34	31	34	34	34	33
Made no progress – things have got worse	27	10	35	20	57	21	35	26	29	25	20	22	32	30	26	28	26	26	26	30	28
Not sure	12	4	12	8	4	6	14	10	9	15	22	18	10	4	11	14	10	11	11	14	12
Reducing the taxes paid by people like you																					
Made a lot of progress – things are much better	5	13	2	3	1	9	2	3	6	4	8	6	3	4	5	5	5	4	7	6	1
Made a little progress – things are slightly better	24	42	15	29	22	35	13	25	26	23	19	27	24	23	25	23	23	26	24	22	25
Made no progress – things are about the same	33	30	34	46	35	33	34	39	32	33	27	25	34	41	35	31	38	31	32	32	38
Made no progress – things have got worse	28	9	43	18	39	15	42	27	28	27	20	29	30	27	26	30	24	28	27	30	29
Not sure	10	6	7	4	4	7	10	6	8	13	27	13	8	5	9	12	11	11	11	11	8
Curbing bad behaviour by some banks and big businesses																					
Made a lot of progress – things are much better	4	9	1	2	2	7	2	1	5	3	4	3	3	4	4	3	4	4	3	4	2
Made a little progress – things are slightly better	24	49	14	25	19	36	13	21	23	25	25	26	21	26	26	22	26	26	24	21	28
Made no progress – things are about the same	32	28	30	40	39	34	30	35	33	31	33	31	34	31	33	32	34	32	35	29	32
Made no progress – things have got worse	29	7	47	28	35	15	44	36	31	28	17	25	34	33	28	31	25	28	28	34	29
Not sure	11	7	7	5	5	8	10	8	7	14	21	15	8	5	9	13	10	11	10	12	9
Ensuring that retired people have a decent pension																					
Made a lot of progress – things are much better	4	9	1	3	2	7	1	2	5	3	8	4	2	3	4	3	4	3	5	4	0
Made a little progress – things are slightly better	19	38	13	33	11	29	12	19	23	16	15	19	20	21	21	17	22	21	21	16	15
Made no progress – things are about the same	31	34	29	39	28	34	26	33	31	30	27	31	30	34	31	30	29	33	30	27	38
Made no progress – things have got worse	34	12	48	15	53	21	50	36	31	36	23	28	37	38	32	36	29	30	34	40	35
Not sure	13	7	9	10	6	10	10	11	10	16	27	18	11	5	12	14	16	13	11	13	12

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

Suppose a majority Conservative Government were formed under David Cameron after the next election. Which of these three statements comes closest to your view?

I would be delighted	20	66	1	2	13	51	4	7	23	17	18	18	17	26	23	16	21	25	21	13	14
I would be dismayed	48	1	90	52	53	13	83	63	49	47	38	47	53	46	45	51	45	43	45	54	58
I wouldn't mind	20	30	4	34	23	26	7	19	19	20	20	23	17	19	21	18	19	18	22	20	20
Not sure	13	2	4	12	10	9	7	12	9	16	23	12	13	8	11	14	15	14	12	12	7

As you may be aware, Andy Coulson, a former editor of the News of the World, has been found guilty of conspiring to hack phones. After he resigned as the paper's editor, he was appointed as David Cameron's director of communications

Which of these statements comes closer to your view?

David Cameron's decision to appoint Andy Coulson was a terrible misjudgement, which shows that Mr Cameron is unfit to be	40	4	72	29	51	12	69	49	41	39	33	39	42	41	37	44	38	36	38	47	43
People in all walks of life make mistakes; it is unreasonable to conclude from these events that Mr Cameron is less fit	49	91	21	60	45	81	23	43	51	47	42	48	47	56	53	44	50	52	51	44	47
Don't know	11	5	8	11	5	7	9	8	8	13	25	13	11	4	10	13	12	12	11	10	10