

YouGov / The Times Survey Results

Sample Size: 1842 GB Adults
Fieldwork: 13th - 14th April 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	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	1842	X	X	X	X	541	451	369	893	949	219	466	630	527	1050	792	236	599	394	453	160
Unweighted Sample	1842	515	539	129	200	563	448	386	899	943	163	459	652	568	1078	764	276	612	370	444	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of these would make the best Prime Minister?

David Cameron	39	96	5	24	43	81	8	28	43	36	35	39	34	47	42	35	35	45	39	37	27
Ed Miliband	25	1	74	9	8	3	59	25	27	24	26	25	27	23	23	28	32	19	26	31	21
Nick Clegg	5	2	2	43	2	2	3	16	6	5	5	6	6	4	7	4	5	7	5	4	4
Don't know	30	2	19	24	48	15	29	31	24	36	35	30	32	26	28	33	28	28	29	29	48

Which party do you think has the best policies and ideas for Britain?

Conservatives	26	85	1	4	4	62	5	14	27	25	18	25	19	37	28	22	25	31	24	24	17
Labour	24	1	77	8	1	3	60	21	26	23	29	22	26	22	23	26	35	18	26	29	16
Liberal Democrats	6	3	2	58	0	2	2	20	7	5	3	6	7	6	8	4	4	9	5	4	7
UKIP	11	5	2	1	77	17	9	7	14	9	6	9	15	12	9	15	10	13	13	10	8
Greens	7	0	5	4	0	1	5	11	7	7	18	10	5	2	8	6	9	6	6	7	10
None of them	14	4	7	12	13	9	10	13	13	14	10	13	15	13	13	14	6	13	12	14	28
Don't know	12	2	6	14	4	6	10	13	7	17	16	15	12	8	11	13	11	11	15	11	13

Thinking about their policies and proposals, do you think the Conservatives are or are not making promises that the country cannot afford?

Are making promises the country cannot afford	39	9	66	41	47	17	63	43	41	38	40	35	42	40	39	40	45	34	35	44	49
Are not making promises the country cannot afford	35	72	17	31	30	62	17	28	39	31	30	35	34	38	38	30	33	38	36	33	29
Not sure	26	20	17	28	23	21	20	29	20	31	29	30	25	22	23	30	22	28	29	23	22

Thinking about their policies and proposals, do you think the Labour party are or are not making promises that the country cannot afford?

Are making promises the country cannot afford	48	79	17	51	68	75	24	44	52	44	39	44	47	56	50	45	46	52	48	41	55
Are not making promises the country cannot afford	27	9	60	22	12	9	50	29	30	24	30	26	28	25	27	27	33	22	24	34	24
Not sure	25	12	24	26	20	15	26	28	18	32	30	29	25	19	23	28	21	26	28	26	21

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

On Monday Labour launched their election manifesto.
How closely are you following this story?

Very closely	8	7	15	7	8	8	13	5	11	6	10	7	8	9	9	7	9	7	10	8	7
Fairly closely	31	33	39	35	22	33	36	31	35	27	21	31	30	35	34	26	42	28	29	29	32
TOTAL CLOSELY	39	40	54	42	30	41	49	36	46	33	31	38	38	44	43	33	51	35	39	37	39
Not very closely	29	33	26	33	35	31	28	33	29	29	31	26	30	31	29	30	24	31	29	31	28
I am aware of the story but am not following it	20	20	14	17	21	20	16	22	17	22	20	16	23	18	18	22	15	21	19	19	25
TOTAL NOT CLOSELY	49	53	40	50	56	51	44	55	46	51	51	42	53	49	47	52	39	52	48	50	53
I am not aware of the story	12	7	7	8	13	8	7	9	8	16	18	19	9	7	11	14	10	12	13	13	8

Below are some of the policies in Labour's manifesto.
For each one, please say whether you think it is a
good idea or the wrong priority for the present time?

Raising the minimum wage to £8

Good idea	71	45	93	77	67	51	88	78	68	75	83	71	69	69	70	73	79	70	69	70	76
Wrong priority	21	46	4	17	28	40	7	16	25	18	13	19	23	25	23	19	15	23	22	23	18
Don't know	7	9	3	7	5	9	5	6	7	8	4	10	8	6	7	8	7	7	9	8	7

Reintroducing the 50p top tax rate for people earning
over £150,000 and the 10p tax rate for the lowest
earners

Good idea	59	28	88	71	51	32	84	69	58	60	52	57	62	60	57	62	60	55	58	62	66
Wrong priority	27	58	6	21	37	54	7	18	33	22	24	25	26	32	31	22	26	29	28	27	21
Don't know	14	14	6	8	12	14	9	13	9	18	24	18	12	8	13	15	14	16	14	11	13

Introducing a new tax on houses worth more than
£2million to pay for extra NHS staff

Good idea	61	29	86	69	57	35	82	66	60	62	59	62	65	56	59	64	60	57	63	64	63
Wrong priority	27	57	6	20	34	53	9	22	31	23	21	26	24	35	30	23	28	31	25	24	24
Don't know	12	14	8	11	8	13	9	12	9	15	20	12	11	9	11	13	13	12	12	12	12

Stopping new free schools opening in areas that
already have enough school places

Good idea	52	27	78	52	45	28	74	60	51	52	52	53	52	50	54	49	54	45	50	58	57
Wrong priority	31	56	10	35	43	53	12	27	35	28	28	27	32	37	30	33	30	37	29	29	27
Don't know	17	17	11	13	13	19	14	13	14	20	20	19	17	13	16	18	16	17	21	13	16

Freezing rail fares for one year

Good idea	59	49	72	50	54	49	72	54	56	62	70	63	55	56	58	60	68	59	59	56	53
Wrong priority	30	40	20	42	34	39	20	35	35	25	19	27	34	33	32	27	23	31	27	34	33
Don't know	11	10	7	9	11	12	9	11	10	13	11	11	12	11	10	13	10	11	14	10	14

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

Introducing 25 hours free childcare for 3 and 4 year olds and giving parents a right to childcare before and after school from 8am to 6pm

Good idea	54	42	69	49	39	41	67	51	53	54	62	68	50	42	53	54	61	48	54	54	62
Wrong priority	31	46	19	37	46	47	21	31	33	30	23	17	34	44	33	29	25	37	29	32	22
Don't know	15	12	12	13	15	12	13	18	14	16	15	15	16	14	13	18	15	15	17	14	16

Freezing gas and electricity prices till 2017

Good idea	65	42	84	50	65	44	84	64	58	71	69	66	66	60	60	71	66	60	68	66	65
Wrong priority	26	48	11	43	27	47	9	27	34	19	20	24	25	33	31	20	23	31	22	26	26
Don't know	9	10	5	7	9	10	7	8	7	10	11	10	9	7	9	9	11	9	10	8	9

Scrapping winter fuel allowance for wealthier pensioners

Good idea	58	45	73	71	51	47	68	66	61	56	57	61	61	53	59	57	55	61	57	58	58
Wrong priority	31	47	17	25	40	44	21	25	32	30	23	28	30	38	32	30	31	29	30	32	37
Don't know	11	8	10	3	8	9	11	8	8	13	19	11	9	9	9	13	14	10	13	10	5

Cutting university tuition fees from £9000 to £6000 a year

Good idea	54	33	79	51	39	34	74	58	49	59	61	54	55	50	53	56	60	50	54	55	57
Wrong priority	33	55	13	42	47	52	16	31	40	27	30	32	31	38	36	29	29	36	34	33	30
Don't know	13	12	8	8	13	14	9	11	11	14	9	14	13	12	11	15	11	13	12	13	13

Reducing the deficit every year and balancing the budget as soon as possible

Good idea	76	77	82	88	78	78	81	80	75	77	67	74	76	81	76	75	75	79	74	75	71
Wrong priority	11	11	9	7	9	10	11	9	13	9	13	11	11	9	12	9	12	9	8	13	14
Don't know	13	12	9	5	13	11	9	11	12	15	20	14	13	9	11	16	13	11	18	12	15

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

And which of these policies do you think should be Labour's main priorities? Please tick two or three

Raising the minimum wage to £8	41	23	57	48	34	26	54	45	40	42	51	36	42	40	39	43	43	37	41	42	49
Reducing the deficit every year and balancing the budget as soon as possible	41	55	35	52	43	53	34	42	44	38	40	38	39	47	44	37	40	43	40	40	42
Reintroducing the 50p top tax rate for people earning over £150,000 and the 10p tax rate for the lowest earners	31	15	45	40	26	17	42	37	32	30	28	27	36	30	30	32	31	30	33	30	31
Introducing a new tax on houses worth more than £2million to pay for extra NHS staff	25	11	38	30	17	12	37	27	22	27	23	25	25	26	24	26	28	22	24	28	24
Freezing gas and electricity prices till 2017	24	20	27	15	30	21	28	25	21	27	13	22	24	30	20	29	21	24	24	25	24
Introducing 25 hours free childcare for 3 and 4 year olds and giving parents a right to childcare before and after school from 8am to 6pm	14	17	15	13	10	16	14	14	11	17	12	24	11	11	15	13	17	15	12	14	13
Scrapping winter fuel allowance for wealthier pensioners	12	11	11	17	17	11	14	13	11	13	5	11	14	13	11	13	6	14	11	13	11
Cutting university tuition fees from £9000 to £6000 a year	12	9	18	15	7	8	13	16	12	13	19	9	14	10	13	12	18	13	12	10	10
Stopping new free schools opening in areas that already have enough school places	8	5	10	8	9	5	12	8	8	8	4	7	8	10	9	6	10	8	5	9	6
Freezing rail fares for one year	7	12	3	7	7	10	4	10	6	8	12	8	5	8	8	6	11	10	4	5	7
None of these	6	10	1	6	11	11	1	4	8	4	4	6	7	7	7	5	6	6	7	6	5
Don't know	6	6	2	4	5	7	3	4	6	7	12	8	5	4	6	6	5	6	10	4	8