

18

14

YouGov/British Future Survey Results

Con **22** 100

Sample Size: 1005 GB 17 to 21 year olds

Fieldwork: 17th - 23rd April 2014

British Future

Weighted sample Unweighted Sample

	\	oting i	ntentio	n	Ger	nder			Age					Region		
Total	Con	Lab	Lib Dem	UKIP	Male	Female	17	18	19	20	21	London	Rest of South	Midlands / Wales	North	Scotland
1005	154	287	53	70	513	492	191	191	201	211	211	121	312	221	261	90
1005	163	292	57	57	426	579	161	204	196	203	241	157	313	184	225	126
0/.	0/.	0/.	0/.	0/.	0/.	0/.	0/_	0/.	0/_	0/.	0/_	0/.	0/_	0/	0/.	0/.

18 23 27 26 19 17

Headline Voting Intention
[Excludes Don't knows and V

Wouldn't votes]

	Lab	41	0	100	0	0	36	50	38	39	44	47	39	51	30	51	49	28
	Lib Dem	8	0	0	100	0	7	8	12	8	4	9	5	11	9	6	6	4
	Other	29	0	0	0	100	32	25	27	26	27	26	40	15	30	26	27	54
Other Parties Voting Intention																		
	UKIP	10	0	0	0	100	12	7	7	9	10	7	17	5	15	14	7	2
	Green	8	0	0	0	0	8	8	11	6	6	8	9	5	11	3	8	12
	SNP / PCY	6	0	0	0	0	6	6	6	5	3	7	10	4	2	2	3	37
	BNP	2	0	0	0	0	2	1	0	5	3	1	0	0	2	0	4	0
	Respect	2	0	0	0	0	2	1	3	0	2	0	3	0	1	5	1	1
	Other	2	0	0	0	0	2	2	0	0	3	4	1	1	1	1	3	2
Non Voters																		
	Would Not Vote	15	0	0	0	0	10	21	11	16	18	16	15	16	13	21	15	5
	Don't know	16	0	0	0	0	8	23	14	15	16	17	15	12	15	20	14	14

And, on a scale of 0 to 10 with 10 meaning definitely would vote and 0 meaning would not vote, how likely are you to vote at the next general election

0 -definitely will not vote	10	1	2	5	3	8	12	10	10	7	13	9	9	12	13	8	2
1	2	0	1	0	0	1	3	3	1	1	3	2	4	1	2	3	3
2	3	1	3	0	0	3	3	3	2	4	3	4	3	2	4	4	2
3	4	1	3	3	0	3	5	7	5	2	4	3	7	3	3	6	1
4	4	1	2	5	5	2	5	3	6	4	3	4	2	6	2	3	4
5	9	6	5	9	7	8	10	7	7	8	8	14	16	8	12	6	3
6	6	4	5	15	2	5	6	4	5	7	7	4	4	7	8	4	4
7	7	6	7	7	5	5	9	4	5	8	8	9	8	5	11	7	3
8	8	10	10	11	10	9	7	9	8	10	5	8	4	9	10	5	12
9	6	9	9	6	2	5	7	5	7	6	7	7	9	7	3	8	3
10 -definitely will vote	41	61	53	38	65	50	31	46	43	42	39	35	33	41	31	45	62



YouGov/British Future Survey Res

Sample Size: 1005 GB 17 to 21 year olds

Britich	Futuro

		Likelihood to vote	Ethi	nicity		Current W	ork Status			Age left E	Education	
Тс	otal	10 -definitely will vote	White	Non-White	In work	In full time education	Unemployed	Not working	15-16	17-18	19+	Still in education
10	005	410	832	136	382	508	75	40	161	271	101	472
10	005	424	839	130	347	575	56	27	70	195	130	610
(%	%	%	%	%	%	%	%	%	%	%	%

British Future	Total	will vote	White	Non-White	In work	education	Unemployed	Not working	15-16	17-18	19+	education
Weighted sample	1005	410	832	136	382	508	75	40	161	271	101	472
Unweighted Sample	1005	424	839	130	347	575	56	27	70	195	130	610
	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention												
[Excludes Don't knows and Wouldn't votes]												
Con	22	25	23	15	19	27	5	16	8	19	15	29
Lab	41	40	42	43	42	43	22	29	46	39	35	42
Lib Dem	8	5	6	13	9	6	11	9	6	7	18	6
Other	29	30	28	28	30	24	63	45	40	34	31	23
Other Parties Voting Intention		_							_			
UKIP	10	12	11	5	10	9	18	17	13	12	10	9
Green	8	9	8	4	6	8	20	4	4	10	8	8
SNP / PCY	6	6	5	10	8	5	11	0	11	6	7	5
BNP	2	1	1	3	3	0	0	14	6	2	2	0
Respect	2	0	1	5	3	0	0	10	4	2	4	0
Other	2	2	2	1	1	1	13	0	2	2	2	1
Non Voters			•	,								
Would Not Vote	15	2	15	16	18	12	17	34	24	15	19	12
Don't know	16	5	16	12	15	14	28	13	15	21	13	13
And, on a scale of 0 to 10 with 10 meaning definitely would vote and 0 meaning would not vote, how likely are you to vote at the next general election												
0 -definitely will not vote	10	0	9	14	12	6	19	20	19	11	14	5
1	2	0	2	1	4	1	1	0	5	2	3	1
2	3	0	3	4	6	2	0	0	1	6	5	2
3	4	0	4	8	3	5	3	9	8	4	2	4
4	4	0	4	7	4	3	2	14	5	6	5	2
5	9	0	8	12	11	7	12	4	10	9	13	7
6 7	6	0	5	8	8 7	4	7	3	9	6	9	4
8	7 8	0 0	6 8	10 9	<i>7</i> 8	6 9	11 6	12 8	5 2	10 9	11 9	5 9
9	6	0	6	7	o 5	9 7	6	8	4	6	3	8
10 -definitely will vote	41	100	44	22	33	7 49	33	22	32	32	3 26	52
To definitely will vote	71	100	77	~~	33	73	55	22	52	32	20	32



British Future

Voting intention Gender Age Region Rest of Midlands / UKIP 18 19 21 Total Con Male Female 17 20 London North Scotland South Wales

														- Courn	114.00		
Weighted sample	1005	154	287	53	70	513	492	191	191	201	211	211	121	312	221	261	90
The European elections are held under a proportional voting system which gives smaller parties a better chance of winning seats than in general elections. If there were an election to the European Parliament held tomorrow, which party would you vote for? [Excludes Don't knows and Wouldn't votes] Con Lab Lib Dem SNP / PCY	16 32 8	69 1 6	2 77 4 1	5 0 69 0	0 0 0	17 26 10 4	14 40 6 5	13 32 15 2	18 28 4 7	18 30 5 5	13 37 10 5	16 30 6 3	17 38 10 1	22 22 11 0	17 39 7 1	10 39 5 0	7 21 6 37
Green UKIP BNP	21	3 22 0	10 4	17 4	0 100 0	16 25 1	16 14 2	20 18 0	17 25 0	12 21 5	11 19 3	20 22 0	15 14 3	16 28 1	8 25 0	21 18 3	19 9 0
Other		0	1 1	4 2	0	2	3	0	1	5 4	3	3	3 1	0	3	3 4	2
Non Voters Would Not Vote Don't know		3 10	3 11	6 10	0 4	11 13	19 26	13 15	16 19	16 23	16 19	15 21	13 17	15 19	22 21	13 21	8 18
And, on a scale of 0 to 10 with 10 meaning definitely would vote and 0 meaning would not vote, how likely are you to vote at the European election on May 22nd?		•						•				•					
0 -definitely will not vote 1 2 3 4 5 6 7 8 9 10 -definitely will vote	4 4 5 4 12 7 6 6 4	13 3 5 3 7 3 6 6 6 45	7 4 3 5 5 10 7 7 10 5 37	14 0 0 1 9 14 12 9 8 3 30	5 0 0 3 3 9 11 5 4 4 56	16 3 3 4 4 10 8 4 6 3 38	19 4 5 7 5 14 6 8 6 5 22	39 5 1 4 5 4 6 4 4 3 24	13 3 4 6 4 12 9 3 6 4 36	8 6 3 5 8 13 8 10 4 5 30	15 4 7 4 4 9 7 6 6 3 36	15 1 4 6 2 19 6 7 10 4 26	22 6 3 4 7 13 8 3 6 4 24	21 3 2 5 3 12 7 5 6 4 31	17 3 6 4 4 17 7 10 7 3 22	15 4 5 7 6 8 5 5 5 5 5 36	10 5 2 6 4 5 12 3 5 4 45



British Future

Likelihood to Ethnicity **Current Work Status** Age left Education vote 10 -definitely In full time Still in Total White Non-White In work Unemployed Not working 15-16 17-18 19+ will vote education education

Weighted sample	1005	410	832	136	382	508	75	40	161	271	101	472
The European elections are held under a proportional voting system which gives smaller parties a better chance of winning seats than in general elections. If there were an election to the European Parliament held tomorrow, which party would you vote for? [Excludes Don't knows and Wouldn't votes]												
Con Lab Lib Dem SNP / PCY Green UKIP BNP Other	16 32 8 4 16 21 1	18 31 7 5 16 21 2	16 31 8 4 15 23 1	13 35 13 5 15 9 5	15 33 8 4 15 21 3	17 34 9 4 16 18 1	3 14 8 16 22 33 0 3	18 14 0 0 24 44 0	4 39 6 11 2 23 7 7	16 28 7 3 20 26 0	15 25 18 2 17 19 4 0	19 33 7 4 18 18 0 2
Non Voters Would Not Vote Don't know And, on a scale of 0 to 10 with 10 meaning definitely would vote and 0 meaning would not vote, how likely are you to vote at the European election on May 22nd?	15 19	2 10	15 20	16 17	18 16	12 19	19 35	23 28	21 21	16 21	20 17	12 18
0 -definitely will not vote 1 2 3 4 5 6 7 8 9 10 -definitely will vote	18 4 4 5 4 12 7 6 6 4 30	9 0 0 2 2 1 2 4 5 4 70	18 3 4 5 4 12 6 6 6 4 33	19 8 4 3 7 8 14 4 8 4	15 4 4 5 4 15 7 7 6 5 28	18 4 4 5 5 7 6 6 7 4 33	25 2 0 2 7 20 9 1 4 2 29	20 0 3 7 0 22 15 8 4 0 20	24 2 3 4 4 16 6 2 4 2 33	15 6 3 7 4 13 10 9 6 1	14 5 3 5 3 18 9 10 6 4 23	18 3 5 5 5 8 6 5 7 6 33



British Future

Weighted sample

How much difference, if any, do you think outcome of next year's general election will make to your life?

	١	oting i	ntentio	n	Ger	nder			Age					Region		
Total	Con	Lab	Lib Dem	UKIP	Male	Female	male 17 18 19 20 21 Lor			London	Rest of South	Midlands / Wales	North	Scotland		
1005	154	287	53	70	513	492	191	191	201	211	211	121	312	221	261	90

37 36

33 29

16 13 14 9

20 15 12 16 11 20

7 8 13 10 6

38 32 31

34 26

Which of the following do you think are the most important issues facing the country at this time? Please tick up to four.

cing the country at this time?
If.

The economy

Unemployment

Education

A great deal

A fair amount

None at all

Not a lot

Don't know 15 2

16 10

The economy	44	64	49	39	47	49	38	44	48	47	41	40	32	47	40	45	54
Unemployment	43	29	50	33	47	37	50	40	45	47	43	42	36	39	41	49	57
Education	31	33	35	42	20	29	32	42	37	32	21	22	31	33	27	30	32
Immigration & Asylum	28	38	22	13	70	29	27	22	34	23	29	32	28	28	34	26	22
Welfare benefits	27	25	29	18	36	25	28	22	26	25	32	29	21	29	28	26	27
Health	24	23	32	29	13	25	24	30	20	22	26	24	23	25	20	26	29
Levels of debt	24	28	22	28	24	25	22	20	29	27	21	21	29	21	21	26	26
Housing	22	21	28	27	18	22	23	16	23	27	26	19	32	28	13	19	24
The environment	20	15	20	30	1	21	18	30	17	16	18	19	13	22	17	21	24
Tax	17	19	15	13	14	20	14	18	19	13	16	18	18	17	13	21	14
Europe	13	22	9	17	52	19	7	15	14	11	11	15	10	14	15	13	14
Crime	10	10	8	6	14	10	11	15	12	8	9	8	16	11	14	6	8
Family life & childcare	10	7	14	5	7	6	14	11	8	10	11	9	9	9	9	13	7
Pensions	9	8	12	11	2	9	9	14	8	10	8	6	10	8	9	10	9
Terrorism	6	8	3	5	13	6	7	5	7	9	3	8	7	8	11	3	1
Transport	6	7	7	5	0	8	3	7	6	4	5	6	10	6	3	5	4
None of these	2	1	0	0	0	2	1	0	1	4	2	1	1	2	4	0	3
Don't know	6	3	4	3	2	4	8	4	4	4	10	8	6	4	10	6	4



Fieldwork: 17th - 23rd April 2014												
		Likelihood to vote	Eth	nicity		Current W	ork Status			Age left E	ducation	
British Future	Total	10 -definitely will vote	White	Non-White	In work	In full time education	Unemployed	Not working	15-16	17-18	19+	Still in education
Weighted sample	1005	410	832	136	382	508	75	40	161	271	101	472
How much difference, if any, do you think outcome of next year's general election will make to your life?												
A great deal	12	21	11	19	13	12	12	0	11	12	14	12
A fair amount	35	47	37	24	33	39	18	30	22	33	25	42
Not a lot	29	21	29	31	28	31	26	32	18	33	37	29
None at all	9	5	8	12	13	5	12	14	24	7	9	5
Don't know	15	6	14	14	13	13	32	25	25	14	15	12
Which of the following do you think are the most important issues facing the country at this time? Please tick up to four.												
The economy	44	55	45	37	38	51	36	25	27	42	35	53
Unemployment	43	45	46	25	42	42	60	39	39	47	38	44
Education	31	36	31	30	22	41	10	21	10	25	19	43
Immigration & Asylum	28	28	29	26	29	25	33	40	25	35	25	25
Welfare benefits	27	30	29	19	29	22	32	56	29	30	18	26
Health	24	31	25	21	18	30	22	20	18	20	20	30
Levels of debt	24	25	24	20	23	24	24	32	29	19	23	25
Housing		26	23	22	18	23	28	39	22	19	24	24
The environment	20	24	20	16	16	26	9	3	13	16	13	26
Tax	17	16	16	22	21	14	16	17	26	18	16	13
Europe	13	23	14	13	12	14	10	18	9	12	14	15
Crime	10	6	11	8	13	8	10	19	11	15	9	8
Family life & childcare		10	10	9	14	7	6	10	17	10	7	7
Pensions		6	9	13	10	9	3	15	13	10	7	8
Terrorism	6	5	5	12	10	4	4	16	17	7	7	2
Transport		6	5	5	6	6	2	0	2	6	6	7
None of these	2	1	1	4	2	1	6	0	4	1	3	1
Don't know	6	2	6	4	5	5	15	6	7	6	9	5



British Future

Weighted sample

	'	Voting intention Gender Age										Region				
Total	Con	Lab	Lib Dem	UKIP	Male				19	20	21	London	Rest of South	Midlands / Wales	North	Scotland
1005	154	287	53	70						121	312	221	261	90		

Which of the following are of the most concern to you personally at the present time? Please tick up to four.

Finding a jo

Finding a job	45	38	54	42	34	42	48	55	45	47	40	39	55	43	35	46	58
Getting the right education and training	37	43	42	36	33	36	38	52	41	41	28	24	39	39	31	35	49
The state of the economy	36	53	36	26	47	44	28	36	35	40	35	35	30	35	31	39	52
Finding the right place to live	21	15	26	15	27	20	23	12	20	20	27	26	23	23	21	18	24
Transport and getting around	21	20	26	32	11	21	21	23	22	19	22	19	27	22	19	18	23
Health	20	16	23	16	21	18	21	21	17	16	26	18	19	19	19	20	25
The environment	20	20	21	28	4	25	16	27	20	19	16	21	21	22	19	17	27
The amount of tax I have to pay	19	24	16	25	20	20	18	15	18	16	21	23	15	20	18	21	16
Paying my debts	19	13	22	21	18	15	23	8	20	24	25	19	20	22	14	21	17
Immigration in my area	14	18	10	5	44	16	12	11	17	13	12	16	14	15	10	17	9
Crime in my area	10	9	10	13	15	12	9	10	11	8	11	13	13	10	12	10	6
Online identity theft	6	5	6	14	4	6	5	6	7	4	6	5	7	6	4	5	8
Bullying	4	2	6	3	3	5	4	4	9	1	2	6	2	4	6	5	3
None of these	4	4	1	9	1	4	3	2	4	6	3	3	1	5	6	2	2
Don't know	7	2	4	2	7	6	8	7	6	5	8	7	7	6	12	5	1

How well, if at all, do you think the following political leaders understand the issues that are important to you personally?

David Cameron

Understands very well	6	19	3	5	0	8	4	7	6	6	4	7	11	5	4	7	5
Understands fairly well	17	50	9	38	18	21	13	21	17	19	13	15	21	19	15	14	14
TOTAL WELL	23	69	12	43	18	29	17	28	23	25	17	22	32	24	19	21	19
Does not understand very well	24	19	36	29	34	27	21	29	23	23	24	23	22	28	22	24	18
Does not understand at all	34	5	46	25	45	35	33	30	33	35	37	35	27	26	38	37	51
TOTAL NOT WELL	58	24	82	54	79	62	54	59	56	58	61	58	49	54	60	61	69
Don't know	19	7	5	3	4	10	29	13	22	18	22	21	20	22	20	18	11



	Likelihood to vote	Ethn	icity		Current W	ork Status			Age left E	ducation	
Total	10 -definitely will vote	White	Non-White	In work	In full time education	Unemployed	Not working	15-16	17-18	19+	Still in education
1005	410	832	136	382	508	75	40	161	271	101	472

British Future
Weighted sample

Which of the following are of the most concern												
Which of the following are of the most concern to you personally at the present time? Please												
tick up to four.												
Finding a job	45	50	45	49	28	54	61	52	47	31	36	54
Getting the right education and training	45 37	47	38	31	20	53	23	52 27	14	23	36 17	5 4 57
The state of the economy	3 <i>1</i> 36								28			
Finding the right place to live		49	36	40	38	38	20	30	_	40	27	39
	21	22	21	19	24	18	20	32	18	26	25 18	19
Transport and getting around	21	23	21	23	18	22	26	25	12	22		24
Health	20	21	20	15	20	18	26	39	24	18	16	20
The environment	20	22	20	21	18	25	11	5	12	19	18	25
The amount of tax I have to pay	19	17	17	27	31	12	5	10	23	27	24	11
Paying my debts	19	19	19	16	22	16	23	25	27	16	20	18
Immigration in my area	14	17	14	11	19	9	12	24	16	20	12	10
Crime in my area	10	9	11	8	17	6	9	14	12	15	9	8
Online identity theft	6	6	5	8	6	6	4	0	4	8	7	4
Bullying	4	4	4	5	6	3	3	6	4	7	4	4
None of these	4	3	3	7	4	2	6	7	5	3	7	2
Don't know	7	1	7	4	5	6	14	6	8	9	6	5
How well, if at all, do you think the following political leaders understand the issues that are												
important to you personally?												
David Cameron			_						-			
Understands very well	6	7	4	12	7	6	1	5	7	5	11	5
Understands fairly well	17	18	17	20	16	19	7	7	5	19	23	18
TOTAL WELL	23	25	21	32	23	25	8	12	12	24	34	23
Does not understand very well	24	27	24	25	24	25	22	14	25	17	26	28
Does not understand at all	34	42	35	30	30	34	46	38	37	38	23	33
TOTAL NOT WELL	58	69	59	55	54	59	68	52	62	55	49	61
Don't know	19	6	20	14	21	16	24	35	27	21	18	16



rieldwork. 17th - 23td April 2014	Γ		١	oting i	ntentio	n	Gei	nder			Age					Region		
British Future		Total	Con	Lab	Lib Dem	UKIP	Male	Female	17	18	19	20	21	London	Rest of South	Midlands / Wales	North	Scotland
Weighted sample		1005	154	287	53	70	513	492	191	191	201	211	211	121	312	221	261	90
Ed Miliband	_																	
Unde	erstands very well	7	3	18	11	0	9	5	10	4	8	7	8	12	6	8	8	3
	rstands fairly well	25	17	48	30	7	27	24	31	24	21	29	22	24	21	21	33	28
0.1.00	TOTAL WELL	32	20	66	41	7	36	29	41	28	29	36	30	36	27	29	41	31
Does not und	lerstand very well	23	39	17	34	35	27	19	20	20	31	21	23	22	27	21	20	22
	understand at all	23	34	8	19	54	26	19	22	27	21	18	26	22	22	23	19	36
	TAL NOT WELL	46	73	25	53	89	53	38	42	47	52	39	49	44	49	44	39	58
	Don't know	22	7	9	6	4	11	33	17	24	20	25	22	21	23	26	20	12
Nick Clegg													,					
• • • • • • • • • • • • • • • • • • • •			۱ ۵		4-7		1 4			_	•	_			•		•	•
	erstands very well	3	3	2	17	0	4	2	6	2	3	2	3	5	3	3	3	2
Unde	rstands fairly well	18	22	23	48	3	22	14	27	16	13	17	18	22	21	13	17	16
	TOTAL WELL	21	25	25	65	3	26	16	33	18	16	19	21	27	24	16	20	18
	lerstand very well	29	41	41	19	37	32	26	31	25	37	28	25	30	30	29	30	25
	understand at all	29	27	27	14	55	32	26	21	34	27	29	33	24	23	31	31	46
IC	TAL NOT WELL	58	68	68	33	92	64	52	52	59	64	57	58	54	53	60	61	71
	Don't know	21	7	8	1	6	10	32	16	23	20	24	21	19	23	24	19	12
Nigel Farage																		
Unde	erstands very well	6	12	3	9	33	9	3	8	7	5	3	8	10	8	4	4	6
Unde	rstands fairly well	14	26	12	11	52	19	9	16	15	9	16	14	12	15	17	14	8
	TOTAL WELL	20	38	15	20	85	28	12	24	22	14	19	22	22	23	21	18	14
Does not und	lerstand very well	17	27	19	26	6	19	15	10	14	27	18	15	16	16	20	18	10
Does not	understand at all	39	29	51	47	5	41	36	46	37	36	38	37	35	38	32	38	62
TO	TAL NOT WELL	56	56	70	73	11	60	51	56	51	63	56	52	51	54	52	56	72
	Don't know	24	7	15	7	5	12	37	21	27	23	25	26	26	24	27	26	14
Boris Johnson		'-	-"			'-			_					•				
	erstands very well	5	17	3	9	5	8	3	9	7	5	3	4	10	7	3	3	5
	rstands fairly well	ວ 19	39	3 13	9 35	39	21	ა 16	22	7 16	5 13	ა 18	24	23	7 24	3 17	3 14	5 14
Unde	TOTAL WELL	24	56	16	44	39 44	29	19	31	23	18	21	28	33	31	20	17	19
Does not und	lerstand very well	19	21	26	23	29	29	16	12	17	26	22	18	21	19	18	22	13
	understand at all	32	15	26 43	23 26	29	34	29	33	32	26 34	29	30	21	24	32	36	55
	OTAL NOT WELL	32 51	36	69	49	49	56	45	45	49	60	51	48	45	43	50	58	68
10	Don't know	25	8	15	8	7	15	36	23	28	22	28	25	21	43 27	30	26	14
	DOLL KILOW	25	0	10	0	1	15	30	23	20	22	20	25	21	21	30	20	14



Fieldwork: 17th - 23rd April 2014		Likelihood to vote	Ethi	nicity		Current W	ork Status			Age left E	ducation	
British Future	Total	10 -definitely will vote	White	Non-White	In work	In full time education	Unemployed	Not working	15-16	17-18	19+	Still in education
Weighted sample	1005	410	832	136	382	508	75	40	161	271	101	472
Ed Miliband												_
Understands very well	7	9	6	17	7	9	4	5	15	4	10	7
Understands fairly well	25	33	25	23	24	29	12	12	16	25	24	29
TOTAL WELL	32	42	31	40	31	38	16	17	31	29	34	36
Does not understand very well	23	24	23	22	21	25	26	22	17	18	26	27
Does not understand at all	23	27	23	22	24	21	27	26	22	28	19	20
TOTAL NOT WELL	46	51	46	44	45	46	53	48	39	46	45	47
Don't know	22	7	23	16	24	17	31	35	29	25	21	17
Nick Clegg		•		•				•				
Understands very well	3	3	2	9	5	2	0	5	4	3	4	2
Understands very well	18	23	17	28	15	23	9	0	10	16	24	20
TOTAL WELL		26	19	37	20	25	9	5	14	19	28	22
Does not understand very well	29	34	30	26	27	32	25	19	24	24	25	35
Does not understand at all		34	30	20	30	26	39	37	33	34	28	25
TOTAL NOT WELL	58	68	60	46	57	58	64	56	57	58	53	60
Don't know		7	21	17	23	17	27	38	28	23	19	17
Nigel Farage				•								
	•	40		0	7	0	0	40		-	7	0
Understands very well	6	10	6 13	8 16	7 14	6 14	2 14	12 12	8 8	5 17	7	6
Understands fairly well TOTAL WELL	14 20	16 26	19	24	21	20	16	24	16	22	16 23	14
Does not understand very well	17	16	17	24	20	15	21	24 7	21	16	23	20 15
Does not understand at all	39	49	39	33	20 31	46	30	, 31	29	35	30	45
TOTAL NOT WELL	56	65	56	54	51	61	51	38	50	51	52	60
Don't know		10	25	21	28	20	33	38	34	27	24	20
	24	10	23	21	20	20	33	30	34	21	24	20
Boris Johnson				-				-				
Understands very well	5	8	5	10	6	5	0	5	8	4	5	6
Understands fairly well	19	19	19	15	19	19	12	22	15	21	21	18
TOTAL WELL	24	27	24	25	25	24	12	27	23	25	26	24
Does not understand very well	19	19	18	28	17	21	24	6	14	15	28	21
Does not understand at all	32	42	33	26	28	35	33	27	28	32	22	35
TOTAL NOT WELL	51	61	51	54	45	56	57	33	42	47	50	56
Don't know	25	12	26	20	29	20	31	40	35	28	25	20



British Future

Weighted sample

	١	oting i	ntentio	n	Ger	nder			Age					Region		
Total	Con	Lab	Lib Dem	UKIP	Male	Female	17	18	19	20	21	London	Rest of South	Midlands / Wales	North	Scotland
1005	154	287	53	70	513	492	191	191	201	211	211	121	312	221	261	90

Which two or three of the following do you think would do the best job of running the country?

Ed Miliband	17	5	45	8	4	19	14	22	16	21	16	8	17	16	13	22	12
Boris Johnson	15	38	8	13	32	21	10	22	20	14	9	14	16	23	12	11	11
David Cameron	15	67	4	11	9	21	9	18	21	13	14	12	17	19	15	12	11
Alan Sugar	12	17	13	8	25	15	9	14	17	11	12	7	11	12	9	14	15
Russell Brand	12	4	12	5	5	8	15	12	13	8	15	10	10	10	11	13	14
Jeremy Clarkson	11	16	9	7	26	14	8	9	11	10	15	12	11	10	13	12	9
Nigel Farage	9	14	2	3	79	14	4	10	13	6	7	10	7	13	11	6	5
Caroline Lucas	7	1	9	9	0	10	5	9	6	4	10	8	4	8	5	8	14
Jamie Oliver	6	1	8	11	3	5	8	8	7	5	8	3	11	5	3	8	6
Ed Balls	6	0	13	3	7	7	4	4	5	7	7	6	5	6	6	6	4
Nick Clegg	6	2	7	38	0	8	4	10	4	6	5	5	6	7	5	7	4
Alex Salmond	5	2	3	3	4	6	3	6	3	5	4	6	3	2	2	2	32
Harriet Harman	5	2	13	7	0	6	4	6	5	6	5	4	5	5	3	6	7
Theresa May	5	15	4	6	9	7	3	7	7	5	3	3	6	6	4	4	4
Vince Cable	5	6	8	19	1	8	2	6	6	3	4	7	3	4	6	6	10
Jermaine Jackman	2	1	3	0	0	1	2	2	1	2	0	3	1	2	2	1	2
None of these	13	8	10	15	0	11	16	9	9	21	11	14	12	12	14	12	17
Don't know	19	5	12	14	4	10	28	11	22	18	21	22	23	17	26	16	9

Who do you think senior politicians these days pay the MOST attention to? Please tick up to three.

Big business	59	63	74	52	66	66	51	66	56	61	57	54	55	58	56	60	64
Other governments	29	29	30	24	35	29	30	28	29	35	26	29	30	29	31	25	40
Pensioners	17	21	20	17	20	22	12	21	19	16	16	14	19	15	14	21	20
Trade Unions	15	23	11	27	31	18	12	17	15	14	15	15	17	19	15	11	14
Home owners	11	13	17	11	4	12	10	12	13	11	10	9	15	12	9	9	13
Celebrities	10	8	9	15	9	11	8	9	14	7	7	12	12	9	8	10	11
Families with children	8	20	6	6	8	11	6	7	13	8	10	5	11	8	8	8	8
Protesters	5	8	2	15	1	6	5	7	3	8	4	6	8	5	3	6	9
Young people	5	7	5	8	4	6	4	4	2	9	6	4	10	5	3	3	8
Charities	4	1	5	7	3	5	3	4	4	2	3	6	3	3	6	4	2
None of these	8	6	6	11	9	6	11	4	10	11	10	7	7	7	8	11	9
Don't know	15	8	9	7	9	10	21	14	15	12	15	22	13	17	21	12	11



British Future

Weighted sample

		Likelihood to vote	Ethr	nicity		Current W	ork Status			Age left E	Education	
	Total	10 -definitely will vote	White	Non-White	In work	In full time education	Unemployed	Not working	15-16	17-18	19+	Still in education
ľ	1005	410	832	136	382	508	75	40	161	271	101	472

Which two or three of the following do you think would do the best job of running the country?

Ed Miliband	17	24	15	23	11	22	11	13	15	15	7	20
Boris Johnson	15	17	16	10	11	18	12	26	12	15	12	18
David Cameron	15	21	15	16	11	21	5	10	3	13	12	22
Alan Sugar	12	14	13	4	11	13	11	12	13	12	6	13
Russell Brand	12	10	13	4	13	9	14	24	14	13	10	10
Jeremy Clarkson	11	12	13	7	17	7	7	14	16	13	13	9
Nigel Farage	9	14	10	7	7	10	14	14	6	10	9	10
Caroline Lucas	7	13	8	4	5	10	8	0	0	7	3	11
Jamie Oliver	6	4	6	7	5	5	6	32	11	6	9	4
Ed Balls	6	7	5	9	6	6	2	2	1	7	5	6
Nick Clegg	6	7	5	14	7	6	1	3	8	4	9	6
Alex Salmond	5	8	5	6	3	6	5	5	4	4	7	5
Harriet Harman	5	10	6	1	4	7	5	0	3	2	2	8
Theresa May	5	8	5	4	3	6	2	9	0	3	6	7
Vince Cable	5	8	4	10	5	6	4	0	0	8	6	5
Jermaine Jackman	2	2	1	2	1	2	0	4	0	2	2	2
None of these	13	9	13	15	16	11	17	7	18	11	14	12
Don't know	19	7	18	22	21	15	31	17	24	22	22	14

Who do you think senior politicians these days pay the MOST attention to? Please tick up to three.

Big business	59	77	60	52	50	68	39	59	39	53	46	71
Other governments	29	33	31	24	30	29	30	32	27	32	22	30
Pensioners	17	26	18	12	13	21	9	20	6	15	15	23
Trade Unions	15	16	15	18	15	15	17	14	10	15	13	18
Home owners	11	15	11	8	9	12	12	7	5	10	9	14
Celebrities	10	9	8	17	12	9	7	7	15	10	12	8
Families with children	8	10	8	11	6	10	5	15	1	13	8	9
Protesters	5	4	5	10	6	4	8	11	6	7	5	4
Young people	5	4	5	5	5	6	3	3	1	6	6	5
Charities	4	3	3	8	4	4	1	5	4	4	8	3
None of these	8	6	8	12	11	6	17	5	19	5	9	6
Don't know	15	7	16	8	17	12	31	14	24	17	20	11



	١	oting i	ntentio	n	Ger	nder			Age					Region		
Total	Con	Lab	Lib Dem	UKIP	Male	Female	17	18	19	20	21	London	Rest of South	Midlands / Wales	North	Scotland
1005	154	287	53	70	513	492	191	191	201	211	211	121	312	221	261	90

Weighted sample

How positive or negative do you feel about your future prospects?

British Future

	Very positive	8	17	7	24	1	10	6	6	10	9	7	8	10	8	7	7	10
	Fairly positive	52	68	53	45	58	58	46	60	48	49	51	51	39	59	50	48	59
TO	OTAL POSITIVE	60	85	60	69	59	68	52	66	58	58	58	59	49	67	57	55	69
	Fairly negative	22	10	24	12	26	19	25	15	25	25	23	23	19	21	23	24	23
	Very negative	8	3	8	10	10	6	10	12	5	9	7	7	14	6	7	11	3
TO	TAL NEGATIVE	30	13	32	22	36	25	35	27	30	34	30	30	33	27	30	35	26
	Don't know	10	2	7	g	4	7	13	7	12	8	12	11	19	6	13	10	6

Taking everything into account, including any mortgage, student loans, overdraft, credit cards or other loans you may have taken out, roughly how much debt do you currently have?

None at all	41	39	38	49	37	42	41	78	48	35	24	25	39	45	38	38	49
Less than £500	6	4	8	2	9	5	7	2	9	6	7	5	5	6	4	6	7
Between £500 and £1000	5	6	4	4	5	5	4	2	6	7	5	5	7	5	5	3	4
Between £1000 and £5000	8	6	7	5	14	7	8	3	6	6	13	9	4	9	6	6	14
Between £5000 and £25000	20	25	22	16	21	23	18	5	17	20	28	31	18	17	25	24	15
Between £25000 and £50000	6	8	8	3	4	5	6	1	1	6	10	8	5	5	4	9	3
Between £50000 and £100000	1	2	2	4	0	1	1	1	1	1	1	1	3	1	0	1	1
More than £100000	1	4	1	0	0	1	1	1	0	3	0	1	0	0	1	2	1
Don't know	13	7	10	17	11	12	14	8	12	16	12	15	19	11	16	11	7



Fieldwork: 17th - 23rd April 2014												
		Likelihood to vote	Ethr	nicity		Current W	ork Status		_	Age left E	Education	
British Future	Total	10 -definitely will vote	White	Non-White	In work	In full time education	Unemployed	Not working	15-16	17-18	19+	Still in education
Weighted sample	1005	410	832	136	382	508	75	40	161	271	101	472
How positive or negative do you feel about your future prospects?												
Very positive	8	11	8	11	11	7	2	2	6	6	9	9
Fairly positive	52	58	53	45	51	59	24	27	32	52	47	59
TOTAL POSITIVE		69	61	56	62	66	26	29	38	58	56	68
Fairly negative		21	22	16	21	21	34	34	26	22	25	20
Very negative		7	8	9	8	6	16	13	16	9	8	4
TOTAL NEGATIVE	30	28	30	25	29	27	50	47	42	31	33	24
Don't know	10	4	9	18	10	7	24	25	20	11	11	6
Taking everything into account, including any mortgage, student loans, overdraft, credit cards or other loans you may have taken out, roughly how much debt do you currently have?												
None at all	41	44	42	42	42	40	43	46	42	50	28	39
Less than £500		6	6	3	7	4	12	5	11	6	5	4
Between £500 and £1000	5	3	5	3	9	1	12	0	9	7	6	2
Between £1000 and £5000	8	6	7	7	12	5	3	13	5	11	13	6
Between £5000 and £25000	20	26	22	16	14	28	8	8	12	7	24	30
Between £25000 and £50000	6	6	5	6	4	8	1	0	2	3	7	8
Between £50000 and £100000	1	1	1	0	1	1	1	4	1	1	2	1
More than £100000	1	2	1	0	2	0	0	0	1	2	1	0
Don't know	13	7	11	23	9	13	20	24	17	13	13	11



British Future

Weighted sample

Voting intention Gender Age Region Rest of Midlands / Total Con Lab UKIP Male Female 17 18 19 20 21 London North Scotland Dem South Wales 1005 154 287 53 70 513 492 191 191 201 211 211 121 312 221 261 90

Taking everything into account, including any mortgage, student loans, overdraft, credit cards or other loans you may have taken out, roughly how much debt do you expect to have by the time you finish your education and start work?																	
[Only those in full time education] None at all Less than £500 Between £500 and £1000 Between £5000 and £5000 Between £5000 and £25000 Between £25000 and £50000 Between £25000 and £100000 More than £100000 Don't know	12 1 1 3 21 36 11 1	11 0 1 1 17 51 12 1 6	13 1 1 3 26 34 11 1	7 0 6 7 7 42 13 0	12 2 0 2 16 26 14 0 28	11 1 2 2 2 22 40 10 0	14 1 1 4 19 31 12 1	21 1 0 4 21 29 9 0	14 1 0 3 13 48 13 0 8	10 1 2 2 12 40 15 3 15	6 1 3 2 24 39 13 0 12	4 2 2 3 37 28 3 0 21	21 0 1 5 14 33 11 1	12 0 0 3 18 42 11 2	11 0 0 2 19 39 11 0	5 2 1 0 22 41 14 1 15	21 3 7 8 33 12 1 0
Have you ever been employed on a "Zero hours contract" (that is, a job where you have no minimum number of hours or shifts a week)?																	
Yes, I have No, I have not Don't know	26 68 6	31 65 3	28 69 2	21 71 8	15 80 5	25 69 6	27 68 6	14 83 3	26 68 6	28 62 10	27 66 8	33 64 3	22 71 7	25 68 6	19 71 9	33 64 4	28 71 1
Have tuition fees and the prospect of going into debt influenced your decision on whether to go into higher education?																	
I went to, or am going to go to university and the cost of tuition fees is/was not a factor I went to, or am going to go to university but the	31	59	33	35	25	36	27	31	38	29	29	31	31	32	29	37	21
cost of tuition fees made me think twice about it I would have gone to university but was put off by	24	15	32	17	24	21	27	27	19	26	19	28	20	24	27	26	13
the cost of tuition fees I did not plan to go to university anyway, did not get the place I wanted, or was put off by some other	13	12	11	15	18	12	15	8	14	15	19	9	14	17	14	12	1
factor Not applicable -there are no tuition fees where I live	12	5	9	15	19	12	13	10	12	10	18	13	12	12	12	18	2
or where I attend university Don't know	10 9	6 3	9 7	0 18	9 5	11 8	10 10	12 12	8 9	13 8	9 7	11 8	9 14	4 11	8 10	5 3	57 6



British Future

Weighted sample

Likelihood to Ethnicity **Current Work Status** Age left Education vote 10 -definitely In full time Still in Total White Non-White In work Unemployed Not working 15-16 17-18 19+ will vote education education 1005 410 832 136 382 508 75 40 161 271 101 472

vveignica sample	1003	710	002	100	302	500	10	70	101	211	101	712
Taking everything into account, including any mortgage, student loans, overdraft, credit cards or other loans you may have taken out, roughly how much debt do you expect to have by the time you finish your education and start work?												
[Only those in full time education] None at all Less than £500 Between £500 and £1000 Between £1000 and £5000 Between £5000 and £25000 Between £5000 and £25000 Between £50000 and £100000 More than £100000 Don't know	1 12 1 1 1 1 3 21 3 36 1 11	8 0 1 4 24 40 13 1 9	11 1 1 3 21 38 10 1	20 2 3 1 17 31 13 0	0 0 0 0 0 0 0	12 1 1 3 21 36 11 1	0 0 0 0 0 0 0	0 0 0 0 0 0 0	32 0 0 10 12 7 11 0	17 0 0 0 25 30 9 0	12 0 5 0 29 22 3 0 29	10 1 1 3 20 40 11 1
Have you ever been employed on a "Zero hours contract" (that is, a job where you have no minimum number of hours or shifts a week)?												
Yes, I have No, I have not Don't know	68	26 72 2	27 69 4	20 65 14	32 63 5	23 72 4	20 65 16	10 81 10	22 68 11	28 67 5	27 64 8	25 70 4
Have tuition fees and the prospect of going into debt influenced your decision on whether to go into higher education?												
I went to, or am going to go to university and the cost of tuition fees is/was not a factor I went to, or am going to go to university but the	31	38	31	32	19	45	10	12	10	15	31	48
cost of tuition fees made me think twice about it I would have gone to university but was put off by	24	30	24	26	17	32	18	6	11	16	21	34
the cost of tuition fees I did not plan to go to university anyway, did not get the place I wanted, or was put off by some other	: 13	9	13	12	24	4	20	20	18	27	16	3
factor Not applicable -there are no tuition fees where I live	12	10	13	10	22	2	24	36	30	22	11	1
or where I attend university	10	10	10	10	10	11	9	6	15	12	9	8
Don't know	9	3	9	10	8	7	20	20	17	9	12	5



17

Fieldwork: 17th - 23rd April 2014																	
		٧	oting i	ntentio	n	Ge	nder			Age					Region		
British Future	Total	Con	Lab	Lib Dem	UKIP	Male	Female	17	18	19	20	21	London	Rest of South	Midlands / Wales	North	Scotland
Weighted sample	1005	154	287	53	70	513	492	191	191	201	211	211	121	312	221	261	90
Are you currently:																	
Living with parents	66	71	66	52	62	68	64	88	81	60	50	55	68	68	63	66	64
Renting a property	26	24	26	36	29	24	27	3	15	32	39	36	18	26	26	25	34
Own a property	4	4	4	6	6	4	3	5	0	2	5	6	4	1	6	5	1
Other	5	1	5	7	3	5	3 5	5	4	6	7	3	10	5	5	3	1
How long do you think it will before you are able to leave home and buy or rent your own home?																	
[Only to people living with parents]																	
Less than a year	10	14	6	20	19	13	8	8	11	14	8	11	6	12	11	6	18
Between one and two years	18	13	22	0	11	17	19	14	16	12	34	19	10	15	17	25	21
Three or four years	23	27	19	28	20	23	24	17	23	20	31	28	21	20	24	24	33
Five to ten years	30	36	34	46	21	29	31	48	36	24	17	14	37	33	23	31	22
More than ten years	3	6	3	0	3	4	2	3	3	4	2	4	5	5	0	3	2
Probably never	3	0	3 3 2	0	5	1	5	2	1	6	4	3	12	3	1	2	0
Not applicable -I would not want to leave home	1	0		2	0	2	1	1	2 8	4	0	1	0	2	3	0	1
Don't know	11	4	11	4	21	12	10	7	8	17	5	21	9	10	21	9	4
And how long do you think it will before you are able to afford to get a mortgage or buy a home?																	
[Only to people living with parents or renting]																	
Less than a year	2	4	2	9	1	3	2	5	1	3	1	2	4	1	2	3	4
Between one and two years	3	5	2 2	15	0	4	3	2	2	2	6	5	6	4	4	2	3
Three or four years	11	14	7	12	20	12	10	7	9	7	17	13	4	11	9	15	11
Five to ten years	38	52	38	36	32	41	36	40	48	36	37	32	28	39	42	40	37
More than ten years	19	16	24	15	8	19	19	24	24	19	16	13	27	20	14	19	16
Probably never	11	1	13	5	11	7	15	9	7	12	14	11	18	11	8	10	7
Not applicable -I would not want to own a property	3	1	4	2	6	3	3	1	2	5	1	6	2	3	3	1	9
Don't know	13	8	9	7	21	12	13	12	9	16	9	18	10	12	18	10	13



Fieldwork: 17th - 23rd April 2014												
		Likelihood to vote	Ethi	nicity		Current W	ork Status			Age left E	Education	
British Future	Total	10 -definitely will vote	White	Non-White	In work	In full time education	Unemployed	Not working	15-16	17-18	19+	Still in education
Weighted sample	1005	410	832	136	382	508	75	40	161	271	101	472
Are you currently:												
Living with parents	66	66	65	74	64	67	73	58	65	68	56	68
Renting a property		28	27	13	25	28	17	19	21	21	26	29
Own a property		4	3	8	7	1	0	10	6	5	10	0
Other		2	4	5	4	4	10	13	7	6	7	3
How long do you think it will before you are able to leave home and buy or rent your own home?												
[Only to people living with parents]												
Less than a year	10	10	10	11	17	5	5	14	11	11	20	8
Between one and two years		12	19	13	25	14	14	14	25	22	21	13
Three or four years		23	25	15	22	24	24	22	12	26	21	25
Five to ten years	30	39	29	34	18	40	20	31	21	27	14	37
More than ten years	3	4	3	3	2	4	2	0	0	2	5	4
Probably never	3	2	3	3	3	2	10	9	6	4	3	2
Not applicable -I would not want to leave home		1	1	5	1	1	10	0	6	0	1	1
Don't know	11	10	10	14	11	10	16	11	18	7	15	10
And how long do you think it will before you are able to afford to get a mortgage or buy a home?												
[Only to people living with parents or renting]												
Less than a year	2	3	2	7	4	1	0	0	6	3	2	1
Between one and two years		3	3	6	7	1	0	2	3	5	11	2
Three or four years	11	8	12	8	14	9	10	9	10	12	22	8
Five to ten years		40	39	36	33	42	37	36	26	40	27	43
More than ten years		23	19	17	15	23	9	9	17	15	6	23
Probably never	11	10	11	6	12	7	21	32	19	12	10	8
Not applicable -I would not want to own a property	3	3	3	3	3	2	7	4	2	4	5	2
Don't know		10	12	17	11	14	15	8	18	9	18	12



British Future

Weighted sample

Voting intention Gender Age Region Lib Rest of Midlands / Total Con Lab UKIP Male Female 17 18 19 20 21 London North Scotland Dem South Wales 1005 154 287 53 70 513 492 191 191 201 211 211 121 312 221 261 90

Thinking about when you first left full-time education, how many jobs did you have to apply for before you were offered a role?

[Only to people in work]																	
None - I went straight into a job or got the first job I																	
applied to	24	29	23	43	24	24	25	38	21	26	30	16	15	23	19	36	7
Less than 5	18	11	17	24	20	17	18	9	18	16	20	19	9	20	12	18	36
Between 6 and 10	16	18	19	0	22	15	17	11	10	16	22	15	20	15	20	11	16
Between 11 and 25	7	6	5	12	16	8	6	1	12	7	6	7	7	9	5	6	9
Between 26 and 50	10	3	9	12	10	11	9	15	7	3	8	17	9	8	19	5	7
Between 51 and 100	6	6	7	0	0	6	6	7	8	3	5	8	8	8	2	6	3
Between 101 and 200	4	7	2	3	6	4	3	0	7	6	0	5	6	6	4	2	0
More than 200	2	2	3	0	0	2	3	0	3	4	2	2	0	0	2	5	0
Can't remember	13	18	16	7	2	14	13	19	13	19	7	12	27	11	14	9	21



Likelihood to Ethnicity **Current Work Status** Age left Education vote 10 -definitely In full time Still in Total White Non-White In work Unemployed Not working 15-16 17-18 19+ will vote education education 1005 410 832 136 382 508 75 40 161 271 101 472

British Future
Weighted sample

Thinking about when you first left full-time education, how many jobs did you have to apply for before you were offered a role?

for before you were offered a role?												
[Only to people in work]												
None - I went straight into a job or got the first job I												
applied to	24	26	23	35	24	0	0	0	38	21	15	23
Less than 5	18	17	18	18	18	0	0	0	13	20	19	17
Between 6 and 10	16	12	16	16	16	0	0	0	15	18	18	8
Between 11 and 25	7	10	7	2	7	0	0	0	3	8	11	6
Between 26 and 50	10	7	10	11	10	0	0	0	14	6	19	5
Between 51 and 100	6	6	6	2	6	0	0	0	6	7	7	2
Between 101 and 200	4	4	4	0	4	0	0	0	0	8	1	1
More than 200	2	3	2	1	2	0	0	0	0	3	1	3
Can't remember	13	16	12	15	13	0	0	0	10	8	9	36