

YouGov Survey Results

Sample Size: 1945 GB Adults
Fieldwork: 1st - 2nd May 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
Weighted Sample	1945	X	X	X	X	597	475	361	943	1002	231	492	665	556	1109	836
Unweighted Sample	1945	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the television interviewer Jeremy Paxman who has recently quit Newsnight, do you think his interview style was...

Too aggressive – sometimes a more subtle approach is a better way to get at the truth	22	26	19	36	20	26	16	29	20	24	14	22	19	29	25	18
Just right – he needed a robust style to get at the truth	57	61	66	50	63	58	68	56	65	50	55	52	63	57	59	56
Don't know	21	13	15	14	17	16	16	15	14	26	31	27	18	14	16	26

Do you think that Newsnight will be better or worse off without Jeremy Paxman?

Much better off	3	4	2	4	3	4	3	2	3	3	0	2	3	6	3	3
Slightly better off	6	8	7	7	5	8	5	7	6	6	7	9	3	7	7	6
TOTAL BETTER OFF	9	12	9	11	8	12	8	9	9	9	7	11	6	13	10	9
Will not make much difference	24	29	23	29	24	29	22	20	21	27	16	21	27	27	24	25
Slightly worse off	28	27	34	34	27	25	34	36	32	24	25	28	29	28	31	24
Much worse off	16	17	19	11	21	17	19	13	22	12	20	14	16	17	16	16
TOTAL WORSE OFF	44	44	53	45	48	42	53	49	54	36	45	42	45	45	47	40
Don't know	22	15	15	15	21	18	17	22	16	28	32	27	22	15	19	26

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	Region					CAMEO 2014 - Group											
	Total	London	Rest of South	Midlands / Wales	North	Scotland	1	2	3	4	5	6	7	8	9	10	11
Weighted Sample	1945	249	632	416	478	169	103	94	182	219	220	191	327	219	185	166	13
Unweighted Sample	1945	260	614	403	428	240	120	101	218	256	217	183	303	209	175	128	10
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the television interviewer Jeremy Paxman who has recently quit Newsnight, do you think his interview style was...

Too aggressive – sometimes a more subtle approach is a better way to get at the truth	22	25	22	19	19	30	28	28	27	21	24	25	20	22	19	11	32
Just right – he needed a robust style to get at the truth	57	57	58	57	58	52	60	48	64	63	56	55	57	58	55	56	12
Don't know	21	17	19	24	22	17	12	24	9	16	20	19	23	20	26	33	57

Do you think that Newsnight will be better or worse off without Jeremy Paxman?

Much better off	3	2	3	4	2	6	2	2	3	5	1	6	2	3	3	3	7
Slightly better off	6	10	5	5	5	9	9	9	8	7	7	5	5	8	3	2	9
TOTAL BETTER OFF	9	12	8	9	7	15	11	11	11	12	8	11	7	11	6	5	16
Will not make much difference	24	17	27	23	23	29	23	30	24	22	27	27	25	22	21	24	14
Slightly worse off	28	33	26	31	27	22	33	27	26	27	31	21	30	27	29	29	21
Much worse off	16	21	16	14	18	14	19	13	26	18	13	18	15	20	14	10	6
TOTAL WORSE OFF	44	54	42	45	45	36	52	40	52	45	44	39	45	47	43	39	27
Don't know	22	18	23	22	25	20	13	19	15	21	20	24	23	21	30	32	42