

YouGov / The Sunday Times Survey Results

Sample Size: 1985 GB Adults
Fieldwork: 3rd - 4th October 2013

	Voting intention				2010 Vote			Gender		Age				Social Grade		Newspaper Readership	
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Daily Mail / Scottish Daily Mail
Weighted Sample	1985	532	612	168	201	635	485	418	963	1022	236	502	679	568	1131	854	273
Unweighted Sample	1985	512	622	153	217	604	483	463	932	1053	162	512	767	544	1322	663	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	33	100	0	0	0	76	5	11	33	34	28	33	31	39	38	26	55
Lab	38	0	100	0	0	5	86	38	37	39	42	44	41	30	34	44	19
Lib Dem	11	0	0	100	0	2	2	37	12	10	18	12	8	10	12	8	5
Other	18	0	0	0	100	17	7	15	18	17	12	11	20	22	15	22	21

Other Parties Voting Intention

UKIP	13	0	0	0	100	16	5	8	13	13	4	7	14	18	10	17	20
SNP / PCY	2	0	0	0	0	0	0	1	3	1	3	0	3	2	2	2	0
Green	2	0	0	0	0	0	1	5	2	2	4	2	2	1	2	2	1
BNP	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	1	1	0	0	1	0	1	1	1	0

Non Voters

Would Not Vote	7	0	0	0	0	3	1	5	7	7	15	10	6	2	6	7	5
Don't know	13	0	0	0	0	9	12	14	10	15	11	16	12	12	14	11	11

Do you approve or disapprove of the Government's record to date?

Oct 2-3 Oct 3-4

Approve	30	33	85	3	48	16	64	8	28	35	31	26	32	29	41	37	27	48
Disapprove	55	55	7	90	39	76	25	84	62	54	55	53	53	60	51	50	61	42
Don't know	16	12	8	6	13	9	11	8	10	11	14	21	16	10	8	12	12	10

Do you think that David Cameron is doing well or badly as Prime Minister?

Sept 26-27 Oct 3-4

Very well	5	5	16	0	8	0	11	1	5	5	6	8	5	5	6	7	3	9
Fairly well	33	36	77	10	52	28	63	17	32	38	35	23	36	34	44	40	31	49
TOTAL WELL	38	41	93	10	60	28	74	18	37	43	41	31	41	39	50	47	34	58
Fairly badly	32	29	5	41	26	43	14	41	33	27	30	33	28	29	26	28	29	24
Very badly	25	24	0	45	13	27	8	36	28	25	23	24	21	27	22	19	30	15
TOTAL BADLY	57	53	5	86	39	70	22	77	61	52	53	57	49	56	48	47	59	39
Don't know	6	6	1	3	1	2	3	5	3	5	7	12	9	5	2	6	6	3

YouGov / The Sunday Times Survey Re

Sample Size: 1985 GB Adults
Fieldwork: 3rd - 4th October 2013

	Region					
	Total	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1985	254	645	425	488	173
Unweighted Sample	1985	269	650	385	486	195
	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	33	34	41	35	29	14
Lab	38	43	30	36	47	44
Lib Dem	11	9	12	11	9	11
Other	18	14	18	18	14	31

Other Parties Voting Intention

UKIP	13	12	15	15	11	6
SNP / PCY	2	0	0	1	0	21
Green	2	2	2	1	2	2
BNP	0	0	0	1	0	0
Respect	0	0	0	0	0	0
Other	1	0	0	1	0	3

Non Voters

Would Not Vote	7	8	8	6	7	3
Don't know	13	12	14	11	12	18

Do you approve or disapprove of the Government's record to date?

	Oct 2-3	Oct 3-4					
Approve	30	33	40	35	35	29	20
Disapprove	55	55	48	50	50	63	72
Don't know	16	12	12	15	15	8	8

Do you think that David Cameron is doing well or badly as Prime Minister?

	Sept 26-27	Oct 3-4					
Very well	5	5	6	6	4	7	1
Fairly well	33	36	39	40	42	29	27
TOTAL WELL	38	41	45	46	46	36	28
Fairly badly	32	29	29	26	28	32	33
Very badly	25	24	21	21	21	27	35
TOTAL BADLY	57	53	50	47	49	59	68
Don't know	6	6	6	7	5	5	5

Fieldwork: 3rd - 4th October 2013

	Voting intention					2010 Vote			Gender		Age				Social Grade		Newspaper Readership
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Daily Mail / Scottish Daily Mail	
Weighted Sample	1985	532	612	168	201	635	485	418	963	1022	236	502	679	568	1131	854	273
Unweighted Sample	1985	512	622	153	217	604	483	463	932	1053	162	512	767	544	1322	663	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sept 26-27	Oct 3 -4																	
Do you think Ed Miliband is doing well or badly as leader of the Labour party?																			
Very well	5	4	0	13	3	0	0	11	5	5	4	3	3	7	4	4	5	2	
Fairly well	25	25	10	54	22	9	10	48	28	24	27	24	28	25	24	24	28	17	
TOTAL WELL	30	29	10	67	25	9	10	59	33	29	31	27	31	32	28	28	33	19	
Fairly badly	33	34	42	22	51	33	38	25	42	33	35	31	34	33	36	35	32	35	
Very badly	27	26	44	4	15	57	45	9	16	30	22	23	20	27	31	27	25	42	
TOTAL BADLY	60	60	86	26	66	90	83	34	58	63	57	54	54	60	67	62	57	77	
Don't know	10	10	5	7	8	1	7	7	10	8	13	20	15	8	5	10	10	4	

	Sept 26-27	Oct 3 -4																	
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?																			
Very well	1	2	2	1	13	0	1	0	6	2	2	0	2	3	2	2	2	2	
Fairly well	20	21	33	10	60	11	28	12	27	22	20	21	21	19	23	23	18	15	
TOTAL WELL	21	23	35	11	73	11	29	12	33	24	22	21	23	22	25	25	20	17	
Fairly badly	32	31	34	31	20	30	31	30	35	30	32	24	30	34	32	34	28	34	
Very badly	37	37	25	52	5	58	31	52	28	40	34	37	32	38	40	34	41	43	
TOTAL BADLY	69	68	59	83	25	88	62	82	63	70	66	61	62	72	72	68	69	77	
Don't know	10	9	6	6	2	2	8	5	4	6	12	19	15	7	3	8	11	5	

	Sept 26-27	Oct 3 -4																	
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?																			
Very well	2	2	4	0	7	0	3	0	4	2	2	0	2	2	2	2	1	1	
Fairly well	31	32	64	10	63	16	51	15	37	34	30	28	31	31	36	36	27	35	
TOTAL WELL	33	34	68	10	70	16	54	15	41	36	32	28	33	33	38	38	28	36	
Fairly badly	35	34	23	42	22	45	29	41	33	34	35	27	36	35	35	36	33	40	
Very badly	25	25	5	45	4	38	13	41	22	24	26	26	21	27	25	19	33	21	
TOTAL BADLY	60	59	28	87	26	83	42	82	55	58	61	53	57	62	60	55	66	61	
Don't know	7	7	4	3	4	0	4	3	5	6	8	18	10	5	2	7	7	3	

Fieldwork: 3rd - 4th October 2013

	Region					
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Weighted Sample	1985	254	645	425	488	173
Unweighted Sample	1985	269	650	385	486	195
	%	%	%	%	%	%

	Sept 26-27	Oct 3 -4				
Do you think Ed Miliband is doing well or badly as leader of the Labour party?						
Very well	5	4	3	3	5	6
Fairly well	25	25	26	21	24	30
TOTAL WELL	30	29	29	24	29	36
Fairly badly	33	34	32	38	28	34
Very badly	27	26	28	27	32	21
TOTAL BADLY	60	60	60	65	60	55
Don't know	10	10	12	10	12	9

Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?						
Very well	1	2	2	1	2	3
Fairly well	20	21	23	24	19	19
TOTAL WELL	21	23	25	25	21	22
Fairly badly	32	31	33	32	30	31
Very badly	37	37	32	31	42	38
TOTAL BADLY	69	68	65	63	72	69
Don't know	10	9	10	11	8	8

	Sept 26-27	Oct 3 -4				
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?						
Very well	2	2	1	1	1	3
Fairly well	31	32	40	32	33	28
TOTAL WELL	33	34	41	33	34	31
Fairly badly	35	34	33	36	34	33
Very badly	25	25	21	21	25	30
TOTAL BADLY	60	59	54	57	59	63
Don't know	7	7	5	9	7	6

Fieldwork: 3rd - 4th October 2013

	Voting intention					2010 Vote			Gender		Age				Social Grade		Newspaper Readership
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Daily Mail / Scottish Daily Mail
Weighted Sample	1985	532	612	168	201	635	485	418	963	1022	236	502	679	568	1131	854	273
Unweighted Sample	1985	512	622	153	217	604	483	463	932	1053	162	512	767	544	1322	663	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sept 26-27	Oct 3 -4																
Do you think this coalition government is good or bad for people like you?																		
Very good	2	3	4	0	17	0	3	0	6	2	3	3	2	2	4	3	2	2
Fairly good	19	20	41	5	43	11	31	10	23	21	19	16	21	21	19	23	15	20
TOTAL GOOD	21	23	45	5	60	11	34	10	29	23	22	19	23	23	23	26	17	22
Fairly bad	28	28	26	31	15	33	28	31	24	27	28	27	24	29	30	28	27	33
Very bad	27	27	6	51	8	35	13	44	25	27	27	28	22	29	28	22	33	23
TOTAL BAD	55	55	32	82	23	68	41	75	49	54	55	55	46	58	58	50	60	56
Doesn't make much difference either way	19	18	22	10	16	20	23	12	17	18	18	12	24	16	18	19	16	20
Don't know	4	5	2	2	1	0	2	2	3	4	5	14	7	3	1	4	5	2

Do you think the coalition government is managing the economy well or badly?																		
Very well	5	6	17	0	15	1	12	0	8	6	6	4	5	6	8	7	6	8
Fairly well	33	33	70	8	49	28	59	16	29	35	32	20	33	32	42	39	27	48
TOTAL WELL	38	39	87	8	64	29	71	16	37	41	38	24	38	38	50	46	33	56
Fairly badly	31	31	6	47	25	38	15	42	37	30	31	34	32	32	25	31	30	25
Very badly	22	21	2	40	5	25	8	35	20	20	21	22	19	22	20	16	27	15
TOTAL BADLY	53	52	8	87	30	63	23	77	57	50	52	56	51	54	45	47	57	40
Don't know	10	9	6	5	6	8	6	7	6	8	10	21	11	8	4	8	10	4

In your opinion how good or bad is the state of Britain's economy at the moment?																		
Very good	1	1	2	0	3	0	1	0	1	1	1	0	1	0	1	1	0	1
Quite good	11	12	33	3	13	4	24	6	8	14	11	12	10	11	16	14	11	20
TOTAL GOOD	12	13	35	3	16	4	25	6	9	15	12	12	11	11	17	15	11	21
Neither good nor bad	31	31	44	20	51	30	42	23	32	32	30	27	33	31	32	33	29	34
Quite bad	38	35	17	50	26	43	22	47	39	34	36	31	35	37	35	35	36	29
Very bad	16	17	3	25	6	23	10	22	16	16	18	18	16	18	16	14	21	13
TOTAL BAD	54	52	20	75	32	66	32	69	55	50	54	49	51	55	51	49	57	42
Don't know	4	3	1	2	1	1	1	2	3	3	4	11	5	2	0	4	3	2

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Unweighted Sample	1985	269	650	385	486	195
	%	%	%	%	%	%

	Sept 26-27	Oct 3-4					
Do you think this coalition government is good or bad for people like you?							
Very good	2	3	2	2	2	4	1
Fairly good	19	20	23	22	21	16	15
TOTAL GOOD	21	23	25	24	23	20	16
Fairly bad	28	28	28	29	25	29	27
Very bad	27	27	21	24	27	31	37
TOTAL BAD	55	55	49	53	52	60	64
Doesn't make much difference either way	19	18	21	18	19	16	16
Don't know	4	5	6	6	5	3	3

Do you think the coalition government is managing the economy well or badly?							
Very well	5	6	7	5	8	8	2
Fairly well	33	33	37	36	37	29	24
TOTAL WELL	38	39	44	41	45	37	26
Fairly badly	31	31	29	31	27	30	39
Very badly	22	21	19	16	21	26	26
TOTAL BADLY	53	52	48	47	48	56	65
Don't know	10	9	7	12	8	7	8

In your opinion how good or bad is the state of Britain's economy at the moment?							
Very good	1	1	1	0	1	1	0
Quite good	11	12	12	13	12	14	9
TOTAL GOOD	12	13	13	13	13	15	9
Neither good nor bad	31	31	38	33	32	25	30
Quite bad	38	35	29	34	36	37	40
Very bad	16	17	16	15	15	21	20
TOTAL BAD	54	52	45	49	51	58	60
Don't know	4	3	4	5	4	2	1

Fieldwork: 3rd - 4th October 2013

	Voting intention				2010 Vote			Gender		Age				Social Grade		Newspaper Readership	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Daily Mail / Scottish Daily Mail	
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Unweighted Sample	1985	512	622	153	217	604	483	463	932	1053	162	512	767	544	1322	663	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sept 26-27	Oct 3 -4																	
How do you think the financial situation of your household will change over the next 12 months?																			
Get a lot better	2	2	3	1	2	0	3	1	2	2	2	1	4	2	0	2	1	3	
Get a little better	14	14	28	7	19	8	21	8	11	18	10	20	21	12	7	18	8	14	
TOTAL BETTER	16	16	31	8	21	8	24	9	13	20	12	21	25	14	7	20	9	17	
Stay about the same	37	39	50	29	53	34	45	31	41	35	42	37	36	36	45	41	36	39	
Get a little worse	32	26	13	38	18	33	19	35	29	27	25	16	23	28	31	25	29	27	
Get a lot worse	11	15	3	22	4	23	9	23	13	13	16	12	10	19	15	10	21	13	
TOTAL WORSE	43	41	16	60	22	56	28	58	42	40	41	28	33	47	46	35	50	40	
Don't know	4	5	3	3	4	2	3	3	4	5	5	14	7	3	1	5	5	4	

	Sept 24-25	Oct 3 -4																	
Which of these would make the best Prime Minister?																			
David Cameron	35	34	93	3	19	30	75	9	18	36	33	24	33	30	44	39	27	54	
Ed Miliband	26	25	1	68	7	11	3	56	24	27	23	27	26	27	21	21	29	11	
Nick Clegg	5	6	1	2	52	3	2	2	18	8	4	8	8	5	6	8	5	5	
Don't know	34	35	5	28	22	55	20	33	40	29	40	41	33	38	29	32	38	29	

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	%	%	%	%	%	%

	Sept 26-27	Oct 3-4					
How do you think the financial situation of your household will change over the next 12 months?							
Get a lot better	2	2	3	1	2	2	0
Get a little better	14	14	17	15	13	11	17
TOTAL BETTER	16	16	20	16	15	13	17
Stay about the same	37	39	38	39	40	36	40
Get a little worse	32	26	24	26	24	30	26
Get a lot worse	11	15	11	13	16	17	13
TOTAL WORSE	43	41	35	39	40	47	39
Don't know	4	5	6	6	5	3	3

	Sept 24-25	Oct 3-4					
Which of these would make the best Prime Minister?							
David Cameron	35	34	36	38	37	32	21
Ed Miliband	26	25	23	19	23	31	36
Nick Clegg	5	6	6	8	7	4	7
Don't know	34	35	35	36	34	33	37

Fieldwork: 3rd - 4th October 2013

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Unweighted Sample	1985	512	622	153	217	604	483	463	932	1053	162	512	767	544	1322	663	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sept 24-25	Oct 3-4																
If you could choose, which of the following would you most like to see after the next election?																		
A majority Conservative government	27	30	84	1	7	37	70	5	9	31	28	22	23	28	40	33	25	52
A coalition between the Conservatives and Liberal Democrats	12	9	12	1	38	6	10	3	16	10	8	5	11	7	10	10	6	7
A coalition between Labour and the Liberal Democrats	14	12	0	13	42	7	2	11	27	12	11	22	10	12	9	13	9	6
A majority Labour government	30	31	0	82	4	15	5	70	27	31	30	26	34	34	26	26	37	17
Don't know	17	19	4	3	8	35	12	11	20	15	23	25	23	19	15	17	22	18

	May 2 - 3	Oct 3-4																
And regardless of what you would like to see, what do you think is the most LIKELY result of the next election?																		
A majority Conservative government	13	15	31	7	7	12	23	10	12	15	16	14	17	14	15	19	11	22
A coalition between the Conservatives and Liberal Democrats	10	17	29	8	41	12	25	11	21	22	14	13	20	13	22	20	14	20
A coalition between Labour and the Liberal Democrats	19	17	14	22	16	19	16	21	17	21	14	18	12	19	20	18	16	17
A majority Labour government	30	23	7	43	19	27	13	35	24	23	23	26	23	24	20	19	28	15
Don't know	28	27	19	19	17	30	23	23	26	19	34	29	28	29	23	24	31	25

	Sept 26-27	Oct 3-4																
If at the next election there is another hung Parliament and both Labour and the Conservatives only have enough seats to form a government with the support of the Liberal Democrats, which would you rather see?																		
A coalition between Labour and the Liberal Democrats	42	42	1	85	46	30	8	74	59	43	40	46	42	46	35	40	43	27
A coalition between the Conservatives and the Liberal Democrats	36	40	93	4	46	47	80	11	27	41	38	27	38	36	51	44	33	60
Don't know	23	19	6	12	8	23	12	16	14	16	21	27	20	18	14	15	23	14

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	%	%	%	%	%	%

	Sept 24-25	Oct 3-4					
If you could choose, which of the following would you most like to see after the next election?							
A majority Conservative government	27	30	33	33	33	26	14
A coalition between the Conservatives and Liberal Democrats	12	9	7	10	9	8	11
A coalition between Labour and the Liberal Democrats	14	12	15	11	11	11	12
A majority Labour government	30	31	27	25	28	37	42
Don't know	17	19	18	21	20	18	21

	May 2 - 3	Oct 3-4					
And regardless of what you would like to see, what do you think is the most LIKELY result of the next election?							
A majority Conservative government	13	15	20	15	18	13	12
A coalition between the Conservatives and Liberal Democrats	10	17	19	20	17	14	18
A coalition between Labour and the Liberal Democrats	19	17	14	17	16	18	22
A majority Labour government	30	23	20	19	23	28	29
Don't know	28	27	27	29	26	27	19

	Sept 26-27	Oct 3-4					
If at the next election there is another hung Parliament and both Labour and the Conservatives only have enough seats to form a government with the support of the Liberal Democrats, which would you rather see?							
A coalition between Labour and the Liberal Democrats	42	42	44	34	39	48	57
A coalition between the Conservatives and the Liberal Democrats	36	40	39	45	43	36	24
Don't know	23	19	17	22	18	16	19

Fieldwork: 3rd - 4th October 2013

	Voting intention				2010 Vote			Gender		Age				Social Grade		Newspaper Readership	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which party do you think has the best policies to help ordinary hard-working people in Britain?

Conservatives	24	78	0	5	11	59	4	8	26	22	18	20	23	32	28	19	42
Labour	33	3	87	12	13	5	75	33	34	33	33	34	38	28	31	36	18
Liberal Democrats	8	2	2	66	1	3	3	23	9	6	13	8	7	6	9	6	5
Other	4	0	1	1	24	4	2	3	4	3	3	3	4	4	3	4	6
None of them	22	12	7	7	49	23	12	26	19	25	14	20	23	27	20	25	24
Don't know	8	5	4	9	2	5	4	8	7	10	19	15	4	3	8	9	6

Do you support or oppose the following policies?

Forcing people who have been unemployed for over two years to do community work or risk losing their benefit?

Strongly support	34	61	14	24	42	59	19	22	33	36	20	35	36	39	36	32	50
Tend to support	36	34	34	55	37	32	39	39	33	39	44	36	30	39	38	33	35
TOTAL SUPPORT	70	95	48	79	79	91	58	61	66	75	64	71	66	78	74	65	85
Tend to oppose	13	3	24	12	12	4	18	20	13	13	13	12	15	10	12	14	6
Strongly oppose	10	1	18	5	6	2	17	13	14	7	12	9	13	7	8	13	5
TOTAL OPPOSE	23	4	42	17	18	6	35	33	27	20	25	21	28	17	20	27	11
Not sure	7	1	9	3	4	3	8	6	7	7	11	8	6	5	6	8	4

Cutting or stopping benefits for people under the age of twenty-five who are not in work, training or education?

Strongly support	22	41	8	14	29	39	11	14	23	22	12	23	22	27	24	20	36
Tend to support	30	38	24	36	37	36	29	29	29	32	22	27	28	39	31	29	37
TOTAL SUPPORT	52	79	32	50	66	75	40	43	52	54	34	50	50	66	55	49	73
Tend to oppose	21	12	30	25	10	12	26	25	21	21	24	20	22	19	20	22	14
Strongly oppose	18	2	32	14	19	6	27	24	20	16	28	19	21	10	16	21	7
TOTAL OPPOSE	39	14	62	39	29	18	53	49	41	37	52	39	43	29	36	43	21
Not sure	9	6	7	11	5	7	8	8	7	10	14	11	8	5	8	9	5

Fieldwork: 3rd - 4th October 2013

	Region					
	Total	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1985	254	645	425	488	173
Unweighted Sample	1985	269	650	385	486	195
	%	%	%	%	%	%

Which party do you think has the best policies to help ordinary hard-working people in Britain?

Conservatives	24	27	27	25	22	13
Labour	33	31	26	33	41	44
Liberal Democrats	8	8	8	8	8	7
Other	4	2	4	4	3	7
None of them	22	23	23	21	20	26
Don't know	8	8	12	10	5	4

Do you support or oppose the following policies?

Forcing people who have been unemployed for over two years to do community work or risk losing their benefit?

Strongly support	34	32	38	36	33	25
Tend to support	36	37	37	35	36	35
TOTAL SUPPORT	70	69	75	71	69	60
Tend to oppose	13	14	9	14	15	16
Strongly oppose	10	9	9	9	11	16
TOTAL OPPOSE	23	23	18	23	26	32
Not sure	7	9	8	6	5	8

Cutting or stopping benefits for people under the age of twenty-five who are not in work, training or education?

Strongly support	22	21	24	22	22	19
Tend to support	30	28	33	29	29	28
TOTAL SUPPORT	52	49	57	51	51	47
Tend to oppose	21	21	20	21	22	22
Strongly oppose	18	18	15	18	20	24
TOTAL OPPOSE	39	39	35	39	42	46
Not sure	9	12	8	10	7	6

Fieldwork: 3rd - 4th October 2013

	Voting intention					2010 Vote			Gender		Age				Social Grade		Newspaper Readership
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Daily Mail / Scottish Daily Mail	
Weighted Sample	1985	532	612	168	201	635	485	418	963	1022	236	502	679	568	1131	854	273
Unweighted Sample	1985	512	622	153	217	604	483	463	932	1053	162	512	767	544	1322	663	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Giving government mortgage guarantees to banks to encourage them to offer 95% mortgages on houses up to the value of £600,000?

Strongly support	12	22	7	8	12	18	6	10	11	12	18	15	8	10	14	9	16
Tend to support	31	37	31	37	24	35	32	29	33	30	28	29	32	35	31	32	35
TOTAL SUPPORT	43	59	38	45	36	53	38	39	44	42	46	44	40	45	45	41	51
Tend to oppose	22	20	24	22	29	22	22	25	19	24	10	23	23	24	22	21	22
Strongly oppose	18	11	23	15	20	14	23	22	24	13	12	15	23	19	19	18	16
TOTAL OPPOSE	40	31	47	37	49	36	45	47	43	37	22	38	46	43	41	39	38
Not sure	17	10	15	19	15	11	16	15	13	20	32	18	14	12	15	19	11

At the Conservative party conference it was announced that the government would bring forward plans to give banks guarantees to encourage them to offer more people 95% mortgages on houses of up to £600,000

**How likely do you think it is that this will...
Make it easier for ordinary people to afford to buy a home?**

Very likely	9	20	3	9	7	15	3	8	8	10	15	9	7	9	11	7	15
Fairly likely	42	55	38	47	42	51	40	39	42	43	38	50	40	41	43	42	46
TOTAL LIKELY	51	75	41	56	49	66	43	47	50	53	53	59	47	50	54	49	61
Fairly unlikely	25	16	35	21	26	19	33	28	25	24	19	18	28	30	25	25	24
Very unlikely	11	3	15	10	19	7	17	12	12	10	6	9	13	13	11	11	10
TOTAL UNLIKELY	36	19	50	31	45	26	50	40	37	34	25	27	41	43	36	36	34
Don't know	12	6	10	14	7	8	8	13	12	13	22	14	12	8	10	16	5

Make house prices rise?

Very likely	27	20	32	27	34	23	33	29	31	23	20	26	28	29	25	29	24
Fairly likely	43	55	40	39	42	54	41	40	42	44	30	39	43	52	44	42	51
TOTAL LIKELY	70	75	72	66	76	77	74	69	73	67	50	65	71	81	69	71	75
Fairly unlikely	10	10	10	12	9	9	9	12	9	11	6	11	11	9	11	8	10
Very unlikely	2	1	2	4	1	1	2	2	2	2	5	2	2	1	2	1	3
TOTAL UNLIKELY	12	11	12	16	10	10	11	14	11	13	11	13	13	10	13	9	13
Don't know	18	14	16	18	15	13	15	17	15	21	40	23	15	9	17	19	13

Fieldwork: 3rd - 4th October 2013

	Region					
	Total	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1985	254	645	425	488	173
Unweighted Sample	1985	269	650	385	486	195
	%	%	%	%	%	%

Giving government mortgage guarantees to banks to encourage them to offer 95% mortgages on houses up to the value of £600,000?

Strongly support	12	15	12	12	11	7
Tend to support	31	28	26	33	38	33
TOTAL SUPPORT	43	43	38	45	49	40
Tend to oppose	22	20	26	20	19	20
Strongly oppose	18	17	19	19	16	24
TOTAL OPPOSE	40	37	45	39	35	44
Not sure	17	20	17	15	17	15

At the Conservative party conference it was announced that the government would bring forward plans to give banks guarantees to encourage them to offer more people 95% mortgages on houses of up to £600,000

**How likely do you think it is that this will...
Make it easier for ordinary people to afford to buy a home?**

Very likely	9	12	9	10	8	5
Fairly likely	42	37	42	45	44	43
TOTAL LIKELY	51	49	51	55	52	48
Fairly unlikely	25	22	24	26	26	29
Very unlikely	11	17	10	9	10	12
TOTAL UNLIKELY	36	39	34	35	36	41
Don't know	12	13	15	10	12	10

Make house prices rise?

Very likely	27	36	26	24	24	32
Fairly likely	43	38	42	50	44	37
TOTAL LIKELY	70	74	68	74	68	69
Fairly unlikely	10	4	9	10	13	10
Very unlikely	2	2	2	1	2	2
TOTAL UNLIKELY	12	6	11	11	15	12
Don't know	18	20	20	14	18	20

Fieldwork: 3rd - 4th October 2013

	Voting intention					2010 Vote			Gender		Age				Social Grade		Newspaper Readership
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Daily Mail / Scottish Daily Mail
Weighted Sample	1985	532	612	168	201	635	485	418	963	1022	236	502	679	568	1131	854	273
Unweighted Sample	1985	512	622	153	217	604	483	463	932	1053	162	512	767	544	1322	663	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Help the economy recover?																	
Very likely	4	10	1	4	2	8	1	3	3	5	5	4	4	5	5	3	7
Fairly likely	25	49	15	22	15	38	19	19	26	24	21	25	23	30	26	24	31
TOTAL LIKELY	29	59	16	26	17	46	20	22	29	29	26	29	27	35	31	27	38
Fairly unlikely	32	22	40	36	39	28	39	37	34	31	24	33	36	31	35	29	31
Very unlikely	19	5	26	14	26	11	26	20	21	16	14	17	20	17	21	15	15
TOTAL UNLIKELY	51	27	66	50	65	39	65	57	55	47	38	50	56	51	52	50	46
Don't know	20	13	18	23	18	15	16	21	16	23	36	22	17	14	17	24	16
Risk another housing bubble?																	
Very likely	25	17	34	23	34	22	32	28	30	21	19	26	28	25	24	27	24
Fairly likely	33	33	35	29	31	33	34	34	32	34	20	34	33	37	35	30	33
TOTAL LIKELY	58	50	69	52	65	55	66	62	62	55	39	60	61	62	59	57	57
Fairly unlikely	15	28	9	17	12	24	10	13	16	14	14	14	16	17	18	12	20
Very unlikely	2	4	2	3	4	3	3	2	2	3	3	1	3	3	2	3	6
TOTAL UNLIKELY	17	32	11	20	16	27	13	15	18	17	17	15	19	20	20	15	26
Don't know	24	18	20	28	19	19	21	23	19	29	44	26	21	18	21	28	18
Are you considering buying a house or flat in the next twelve months?																	
Yes, I am	10	13	8	16	9	11	7	13	11	9	17	17	7	5	14	5	10
No, I am not	83	82	84	78	86	85	85	81	80	85	66	73	88	92	79	87	85
Not sure	7	5	7	6	6	4	8	6	9	6	17	10	5	3	7	8	6

Fieldwork: 3rd - 4th October 2013

	Region					
	Total	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1985	254	645	425	488	173
Unweighted Sample	1985	269	650	385	486	195
	%	%	%	%	%	%

Help the economy recover?

Very likely	4	4	5	4	5	3
Fairly likely	25	19	25	27	30	18
TOTAL LIKELY	29	23	30	31	35	21
Fairly unlikely	32	32	34	30	29	41
Very unlikely	19	21	17	19	18	21
TOTAL UNLIKELY	51	53	51	49	47	62
Don't know	20	24	19	20	18	18

Risk another housing bubble?

Very likely	25	31	25	23	23	30
Fairly likely	33	33	35	35	30	30
TOTAL LIKELY	58	64	60	58	53	60
Fairly unlikely	15	10	14	16	19	15
Very unlikely	2	2	3	2	2	2
TOTAL UNLIKELY	17	12	17	18	21	17
Don't know	24	24	23	25	25	22

Are you considering buying a house or flat in the next twelve months?

Yes, I am	10	15	11	9	8	8
No, I am not	83	71	81	85	86	90
Not sure	7	13	9	6	5	3

Fieldwork: 3rd - 4th October 2013

	Voting intention				2010 Vote			Gender		Age				Social Grade		Newspaper Readership
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Daily Mail / Scottish Daily Mail
Weighted Sample 1985	532	612	168	201	635	485	418	963	1022	236	502	679	568	1131	854	273
Unweighted Sample	512	622	153	217	604	483	463	932	1053	162	512	767	544	1322	663	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if you do buy a house or flat in the next twelve months, are you considering using the government's Help to Buy scheme (either a 95% mortgage, underwritten by the government's mortgage guarantee or, for new build homes only, a five year interest free equity loan of 20% of the cost of the home)?

[Asked to those considering buying a house or flat in the next twelve months, n=218]

Yes, I am	32	34	36	37	15	22	43	35	38	25	37	45	15	14	33	28	43
No, I am not	57	60	52	50	51	65	53	51	55	59	42	45	76	80	57	57	49
Not sure	11	6	12	13	34	12	4	14	8	16	21	10	9	6	10	15	8

Have you carried out any MAJOR home improvements to your home in the last twelve months?

Yes, I have	15	20	12	16	17	18	14	15	18	13	3	13	19	18	16	14	20
Yes, as an alternative to moving house	2	1	4	2	3	1	4	1	2	2	5	5	1	1	4	0	1
No, I have not	80	78	83	80	80	81	80	83	77	83	81	78	79	81	77	83	78
Not sure	3	1	1	1	1	1	2	1	3	2	11	4	1	0	3	3	2

Stamp duty is currently 1% of the cost of buying property over £125,000, 3% of the cost of buying property over £250,000, 4% of property over £500,000, 5% of property over £1 million and 7% of property over £2 million
Do you think this is...

Too high, too low, or about right?

Too high	40	53	32	29	56	54	35	34	41	40	18	36	41	53	42	39	54
Too low	7	3	11	8	4	4	9	6	9	5	11	8	7	4	7	6	4
About right	35	38	36	47	22	33	35	40	34	35	33	38	36	31	36	33	32
Don't know	18	6	21	16	19	9	20	19	16	20	38	19	16	11	15	22	11

Fair or unfair?

Fair	31	32	34	46	21	28	33	36	33	29	30	30	35	28	31	31	28
Unfair	47	57	41	35	60	58	44	42	49	46	29	44	46	59	50	43	58
Don't know	22	11	25	19	19	14	23	22	19	25	41	26	19	14	19	26	14

Fieldwork: 3rd - 4th October 2013

	Region					
	Total	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1985	254	645	425	488	173
Unweighted Sample	1985	269	650	385	486	195
	%	%	%	%	%	%

And if you do buy a house or flat in the next twelve months, are you considering using the government's Help to Buy scheme (either a 95% mortgage, underwritten by the government's mortgage guarantee or, for new build homes only, a five year interest free equity loan of 20% of the cost of the home)?

[Asked to those considering buying a house or flat in the next twelve months, n=218]

Yes, I am	32	39	30	19	46	16
No, I am not	57	44	62	73	48	48
Not sure	11	17	8	7	7	36

Have you carried out any MAJOR home improvements to your home in the last twelve months?

Yes, I have	15	17	15	14	16	14
Yes, as an alternative to moving house	2	1	3	4	1	4
No, I have not	80	79	79	80	80	81
Not sure	3	3	4	2	3	1

Stamp duty is currently 1% of the cost of buying property over £125,000, 3% of the cost of buying property over £250,000, 4% of property over £500,000, 5% of property over £1 million and 7% of property over £2 million

Do you think this is...

Too high, too low, or about right?

Too high	40	48	43	40	37	28
Too low	7	9	6	6	6	12
About right	35	22	32	39	40	38
Don't know	18	20	19	14	17	22

Fair or unfair?

Fair	31	20	27	39	35	34
Unfair	47	55	49	45	45	38
Don't know	22	25	24	16	20	27

Fieldwork: 3rd - 4th October 2013

Weighted Sample
Unweighted Sample

Total	Voting intention				2010 Vote			Gender		Age				Social Grade		Newspaper Readership
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Daily Mail / Scottish Daily Mail
1985	532	612	168	201	635	485	418	963	1022	236	502	679	568	1131	854	273
1985	512	622	153	217	604	483	463	932	1053	162	512	767	544	1322	663	316
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Has the cost of stamp duty stopped you buying a property in the last five years?

Yes, I would have liked to buy a property but did not because of the cost of stamp duty	5	8	5	2	8	7	4	5	5	5	3	8	6	4	7	3	6
No, I could not afford to buy a property anyway, regardless of stamp duty	17	12	22	13	22	14	18	16	17	17	25	23	16	8	16	18	13
No, I have bought a property in the last five years	21	21	20	29	13	21	22	23	23	18	13	30	19	19	23	18	20
No, I have not bought a property in the last five years for some other reason (e.g. not wishing to move, not being interested in buying a property, being happy with your current home)	51	53	48	53	53	53	52	50	49	53	43	32	53	67	49	53	57
Not sure	7	5	5	4	4	5	4	7	7	6	16	8	6	2	5	8	4

Do you think it is or is not important for politicians to be able to remember the cost of basic grocery items, like a loaf of bread or a pint of milk?

Is important - it is a good way of showing whether a politician understands the realities of life for ordinary people	63	49	74	56	74	53	71	63	61	65	61	58	66	64	59	69	57
Is not important - being able to recite the costs of grocery items is not really a good test of understanding ordinary people	32	50	23	42	25	45	26	33	34	30	26	35	30	34	37	26	38
Don't know	5	2	3	2	2	2	4	4	5	5	12	7	4	2	5	5	5

Generally speaking, do you think it is or is not acceptable for newspapers to criticise the parents or relatives of politicians?

Acceptable - a politician's parents or relatives can be an important influence on their thinking and it is acceptable to	19	31	9	13	32	31	11	11	22	15	11	17	19	23	19	17	31
Unacceptable - politicians should be judged upon their own views and beliefs, it is not acceptable to bring their parent	72	62	86	79	58	62	84	80	69	75	66	72	75	70	72	71	62
Don't know	10	7	5	8	11	7	5	9	10	10	23	11	6	7	8	12	6

Fieldwork: 3rd - 4th October 2013

	Region					
	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1985	254	645	425	488	173
Unweighted Sample	1985	269	650	385	486	195
	%	%	%	%	%	%

Has the cost of stamp duty stopped you buying a property in the last five years?

Yes, I would have liked to buy a property but did not because of the cost of stamp duty	5	7	5	6	4	4
No, I could not afford to buy a property anyway, regardless of stamp duty	17	18	18	16	16	17
No, I have bought a property in the last five years	21	16	20	25	19	25
No, I have not bought a property in the last five years for some other reason (e.g. not wishing to move, not being interested in buying a property, being happy with your current home)	51	50	48	51	55	50
Not sure	7	9	9	3	6	3

Do you think it is or is not important for politicians to be able to remember the cost of basic grocery items, like a loaf of bread or a pint of milk?

Is important - it is a good way of showing whether a politician understands the realities of life for ordinary people	63	60	58	64	68	71
Is not important - being able to recite the costs of grocery items is not really a good test of understanding ordinary people	32	35	34	33	29	28
Don't know	5	4	8	3	3	2

Generally speaking, do you think it is or is not acceptable for newspapers to criticise the parents or relatives of politicians?

Acceptable - a politician's parents or relatives can be an important influence on their thinking and it is acceptable to	19	22	19	18	17	17
Unacceptable - politicians should be judged upon their own views and beliefs, it is not acceptable to bring their parent	72	71	68	72	74	78
Don't know	10	8	12	9	9	6

Fieldwork: 3rd - 4th October 2013

	Voting intention				2010 Vote			Gender		Age				Social Grade		Newspaper Readership	
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Daily Mail / Scottish Daily Mail
Weighted Sample	1985	532	612	168	201	635	485	418	963	1022	236	502	679	568	1131	854	273
Unweighted Sample	1985	512	622	153	217	604	483	463	932	1053	162	512	767	544	1322	663	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

This week the Daily Mail published an article about Ed Miliband's father Ralph Miliband, who died in 1994

Ralph Miliband was a well-known Marxist professor. He came to Britain as a refugee in the second world war, fought in the Royal Navy, then became a British citizen and worked as a university professor. He had strong left-wing views.

Ed Miliband has spoken about his father in speeches and told of how his family taught him to be interested in politics, but has said that he has taken a different political path and that his father wouldn't have approved of everything he has done.

In principle, do you think it was acceptable or unacceptable for the Daily Mail to write about and criticise Ralph Miliband's views and what influence he may have had on Ed Miliband?

Acceptable	26	44	10	24	38	41	13	17	29	23	21	26	24	29	28	23	42
Unacceptable	65	49	83	69	55	50	81	75	65	65	62	62	68	64	63	67	50
Don't know	9	7	7	7	6	9	6	8	6	12	16	11	8	7	8	11	7

More specifically, the Daily Mail article described Ralph Miliband as a "man who hated Britain" and as having left an "evil legacy" because he was a Marxist who opposed such institutions as the monarchy, the Church of England and the army. Do you think it was acceptable or unacceptable for the Daily Mail to use this sort of language about Ed Miliband's father?

Acceptable	17	30	5	8	34	31	7	8	19	14	10	13	17	22	16	17	29
Unacceptable	72	58	90	84	57	56	88	85	73	72	74	74	75	68	74	70	60
Don't know	11	12	5	9	10	13	6	7	8	14	16	13	8	10	9	13	11

Fieldwork: 3rd - 4th October 2013

	Region					
	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1985	254	645	425	488	173
Unweighted Sample	1985	269	650	385	486	195
	%	%	%	%	%	%

This week the Daily Mail published an article about Ed Miliband's father Ralph Miliband, who died in 1994

Ralph Miliband was a well-known Marxist professor. He came to Britain as a refugee in the second world war, fought in the Royal Navy, then became a British citizen and worked as a university professor. He had strong left-wing views.

Ed Miliband has spoken about his father in speeches and told of how his family taught him to be interested in politics, but has said that he has taken a different political path and that his father wouldn't have approved of everything he has done.

In principle, do you think it was acceptable or unacceptable for the Daily Mail to write about and criticise Ralph Miliband's views and what influence he may have had on Ed Miliband?

Acceptable	26	31	28	26	22	21
Unacceptable	65	58	61	66	69	73
Don't know	9	11	11	8	9	6

More specifically, the Daily Mail article described Ralph Miliband as a "man who hated Britain" and as having left an "evil legacy" because he was a Marxist who opposed such institutions as the monarchy, the Church of England and the army. Do you think it was acceptable or unacceptable for the Daily Mail to use this sort of language about Ed Miliband's father?

Acceptable	17	18	20	18	14	8
Unacceptable	72	71	66	73	77	82
Don't know	11	11	14	9	9	10

Fieldwork: 3rd - 4th October 2013

	Voting intention				2010 Vote			Gender		Age				Social Grade		Newspaper Readership
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Daily Mail / Scottish Daily Mail
Weighted Sample 1985	532	612	168	201	635	485	418	963	1022	236	502	679	568	1131	854	273
Unweighted Sample 1985	512	622	153	217	604	483	463	932	1053	162	512	767	544	1322	663	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From what you have read or heard about Ralph Miliband and Ed Miliband over the last few days and at the Labour party conference, do you think Ed Miliband's own politics are or are not similar to those of his father?

It sounds as though Ed Miliband's political views are very similar to those of his father	15	35	3	7	27	34	4	5	19	12	13	12	12	23	19	11	31
It sounds as though Ed Miliband's political views are in many ways different to those of his father	50	34	74	59	34	32	68	65	53	47	48	47	54	48	50	50	41
Don't know	35	30	22	34	39	34	28	30	28	41	39	40	34	29	31	39	28

Do you think Ed Miliband was right or wrong to complain to the Daily Mail about their treatment of his father, and to demand a right of reply?

Ed Miliband was right to complain	78	74	90	87	67	70	88	90	79	78	74	77	82	77	79	78	71
Ed Miliband was wrong to complain	11	18	5	7	23	19	6	4	13	10	10	11	9	14	11	11	19
Don't know	11	9	6	6	10	11	6	6	9	12	16	12	9	9	10	11	10

Thinking about the Daily Mail's claims about Ralph Miliband and how Ed Miliband has responded to them, has this made you view Ed Miliband more positively, more negatively, or has it made no difference?

Has made me view Ed Miliband more positively	26	7	49	31	14	12	43	33	27	24	27	27	28	21	27	24	15
Has made me view Ed Miliband more negatively	5	10	2	4	5	7	2	2	6	3	7	5	4	4	6	3	7
Has made no difference - I had a positive view of Ed Miliband and still do	16	6	32	12	5	4	33	15	14	17	15	15	16	17	14	18	10
Has made no difference - I did not have a positive view of Ed Miliband and still don't	42	71	8	46	70	72	13	38	44	39	23	36	42	54	43	40	59
Don't know	12	6	9	7	6	6	9	12	9	16	28	17	10	4	10	15	8

Do you think the Daily Mail should or should not apologise for the language they used about Ralph Miliband?

Should apologise	69	55	89	78	52	54	86	82	70	69	67	68	74	65	68	71	57
Should not apologise	19	32	6	16	34	32	9	9	21	17	15	18	17	22	19	18	31
Don't know	12	13	5	6	14	14	6	9	10	14	18	13	8	13	13	11	12

Fieldwork: 3rd - 4th October 2013

	Region				
Total	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample 1985	254	645	425	488	173
Unweighted Sample 1985	269	650	385	486	195
	%	%	%	%	%

From what you have read or heard about Ralph Miliband and Ed Miliband over the last few days and at the Labour party conference, do you think Ed Miliband's own politics are or are not similar to those of his father?

It sounds as though Ed Miliband's political views are very similar to those of his father	15	14	18	16	13	12
It sounds as though Ed Miliband's political views are in many ways different to those of his father	50	52	44	50	54	57
Don't know	35	35	38	33	33	31

Do you think Ed Miliband was right or wrong to complain to the Daily Mail about their treatment of his father, and to demand a right of reply?

Ed Miliband was right to complain	78	79	71	77	85	87
Ed Miliband was wrong to complain	11	12	16	12	6	7
Don't know	11	9	13	11	9	7

Thinking about the Daily Mail's claims about Ralph Miliband and how Ed Miliband has responded to them, has this made you view Ed Miliband more positively, more negatively, or has it made no difference?

Has made me view Ed Miliband more positively	26	29	19	24	31	36
Has made me view Ed Miliband more negatively	5	5	6	5	2	4
Has made no difference - I had a positive view of Ed Miliband and still do	16	14	14	14	21	14
Has made no difference - I did not have a positive view of Ed Miliband and still don't	42	42	44	46	36	38
Don't know	12	11	17	11	11	8

Do you think the Daily Mail should or should not apologise for the language they used about Ralph Miliband?

Should apologise	69	68	63	71	74	77
Should not apologise	19	18	22	20	15	16
Don't know	12	14	15	10	11	6

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	Voting intention				2010 Vote			Gender		Age				Social Grade		Newspaper Readership
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Unweighted Sample	512	622	153	217	604	483	463	932	1053	162	512	767	544	1322	663	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following best reflects your view?

The Daily Mail's attack on Ed Miliband's father is an example of why the press needs stricter controls and regulation	31	18	48	40	18	17	46	40	32	29	33	33	31	28	29	33	22
The Daily Mail's attack on Ed Miliband's father may have been unacceptable, but it shouldn't be used as an excuse to restrict the freedom of the press	50	64	42	43	63	62	41	46	51	49	40	49	51	54	54	46	59
Neither	10	14	6	8	12	15	7	8	12	8	9	7	12	12	11	10	12
Don't know	9	4	4	10	7	6	6	6	5	13	18	11	7	6	7	12	6

Fieldwork: 3rd - 4th October 2013

	Region					
	Total	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1985	254	645	425	488	173
Unweighted Sample	1985	269	650	385	486	195
	%	%	%	%	%	%

Which of the following best reflects your view?

The Daily Mail's attack on Ed Miliband's father is an example of why the press needs stricter controls and regulation	31	27	27	35	32	33
The Daily Mail's attack on Ed Miliband's father may have been unacceptable, but it shouldn't be used as an excuse to restrict the freedom of the press	50	55	50	46	50	53
Neither	10	10	12	13	8	7
Don't know	9	8	11	6	10	6

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	70	119
Male 25 to 39	219	250
Male 40 to 59	377	335
Male 60 +	266	258
Female 18 to 24	92	117
Female 25 to 39	293	252
Female 40 to 59	390	343
Female 60 +	278	310
Region		
North England	486	488
Midlands	303	326
East England	205	191
London	269	254
South England	445	455
Wales	82	99
Scotland	195	173
Social Grade		
AB	731	556
C1	591	576
C2	254	417
DE	409	437
Newspaper Type		
Express / Mail	367	318
Sun / Star	139	466
Mirror / Record	107	199
Guardian / Independent	153	89
FT / Times / Telegraph	146	189
Other Paper	273	228
No Paper	800	496
Political Party Identification		
Labour	653	635
Conservative	527	556
Liberal Democrat	194	218
SNP/Plaid Cymru	48	34
Others	125	46
None/ DK	438	496

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk