

## YouGov / Sunday Times Survey Results

Sample Size: 2022 GB Adults  
Fieldwork: 6th - 7th November 2014

|                        | Westminster VI |            |            |            |            | 2010 Vote  |            |            | Gender     |             | Age        |            |            |            | Social Grade |            | Region     |               |                  |            |            |   |
|------------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|------------|------------|------------|--------------|------------|------------|---------------|------------------|------------|------------|---|
|                        | Total          | Con        | Lab        | Lib Dem    | UKIP       | Con        | Lab        | Lib Dem    | Male       | Fe-male     | 18-24      | 25-39      | 40-59      | 60+        | ABC1         | C2DE       | London     | Rest of South | Midlands / Wales | North      | Scotland   |   |
| <b>Weighted Sample</b> | <b>2022</b>    | <b>526</b> | <b>528</b> | <b>105</b> | <b>258</b> | <b>588</b> | <b>483</b> | <b>403</b> | <b>981</b> | <b>1041</b> | <b>241</b> | <b>512</b> | <b>692</b> | <b>578</b> | <b>1153</b>  | <b>869</b> | <b>259</b> | <b>657</b>    | <b>433</b>       | <b>497</b> | <b>176</b> |   |
| Unweighted Sample      | 2022           | 489        | 542        | 104        | 273        | 563        | 497        | 422        | 1009       | 1013        | 207        | 395        | 827        | 593        | 1370         | 652        | 243        | 633           | 462              | 444        | 240        |   |
|                        | %              | %          | %          | %          | %          | %          | %          | %          | %          | %           | %          | %          | %          | %          | %            | %          | %          | %             | %                | %          | %          | % |

### Headline Voting Intention

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

|         |           |     |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------|-----------|-----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con     | <b>33</b> | 100 | 0   | 0   | 0   | 74 | 4  | 13 | 34 | 31 | 30 | 33 | 28 | 39 | 37 | 27 | 35 | 36 | 38 | 27 | 17 |
| Lab     | <b>33</b> | 0   | 100 | 0   | 0   | 3  | 80 | 32 | 30 | 36 | 34 | 36 | 35 | 28 | 31 | 35 | 36 | 26 | 31 | 45 | 25 |
| Lib Dem | <b>7</b>  | 0   | 0   | 100 | 0   | 1  | 3  | 24 | 7  | 6  | 7  | 7  | 6  | 6  | 7  | 6  | 7  | 9  | 5  | 4  | 5  |
| Other   | <b>28</b> | 0   | 0   | 0   | 100 | 22 | 14 | 30 | 29 | 26 | 29 | 23 | 31 | 27 | 26 | 31 | 22 | 29 | 25 | 24 | 53 |

### Other Parties Voting Intention

|           |           |   |   |   |     |    |   |    |    |    |    |   |    |    |    |    |    |    |    |    |    |
|-----------|-----------|---|---|---|-----|----|---|----|----|----|----|---|----|----|----|----|----|----|----|----|----|
| UKIP      | <b>16</b> | 0 | 0 | 0 | 100 | 20 | 6 | 10 | 19 | 13 | 9  | 9 | 20 | 20 | 13 | 20 | 14 | 21 | 16 | 16 | 4  |
| Green     | <b>6</b>  | 0 | 0 | 0 | 0   | 1  | 5 | 16 | 5  | 8  | 12 | 8 | 5  | 5  | 7  | 5  | 8  | 7  | 5  | 7  | 4  |
| SNP / PCY | <b>5</b>  | 0 | 0 | 0 | 0   | 0  | 3 | 4  | 4  | 5  | 7  | 5 | 6  | 3  | 4  | 5  | 0  | 0  | 3  | 0  | 44 |
| BNP       | <b>0</b>  | 0 | 0 | 0 | 0   | 0  | 0 | 0  | 1  | 0  | 0  | 1 | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  |
| Respect   | <b>0</b>  | 0 | 0 | 0 | 0   | 0  | 0 | 0  | 0  | 0  | 0  | 1 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  |
| Other     | <b>0</b>  | 0 | 0 | 0 | 0   | 0  | 0 | 1  | 0  | 0  | 0  | 0 | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 1  |

### Non Voters

|                |           |   |   |   |   |    |    |    |   |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|-----------|---|---|---|---|----|----|----|---|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | <b>7</b>  | 0 | 0 | 0 | 0 | 2  | 5  | 3  | 5 | 8  | 10 | 10 | 5  | 4  | 5  | 8  | 5  | 7  | 7  | 6  | 4  |
| Don't know     | <b>14</b> | 0 | 0 | 0 | 0 | 10 | 11 | 19 | 9 | 19 | 17 | 14 | 14 | 12 | 13 | 15 | 14 | 13 | 15 | 13 | 15 |

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

|            |    | Nov 5-6   | Nov 6-7 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|-----------|---------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve    | 30 | <b>32</b> | 85      | 8  | 39 | 17 | 66 | 11 | 21 | 39 | 26 | 32 | 33 | 30 | 35 | 36 | 28 | 32 | 33 | 38 | 29 | 25 |
| Disapprove | 56 | <b>53</b> | 6       | 84 | 49 | 74 | 21 | 79 | 66 | 52 | 55 | 39 | 48 | 59 | 57 | 50 | 57 | 55 | 50 | 49 | 58 | 62 |
| Don't know | 14 | <b>14</b> | 9       | 8  | 12 | 9  | 13 | 10 | 13 | 9  | 19 | 29 | 18 | 11 | 8  | 14 | 15 | 13 | 17 | 13 | 13 | 13 |

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

|                    |           | Oct 30-31 | Nov 6-7   |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 7         | <b>7</b>  | 23        | 1         | 1         | 0         | 15        | 1         | 3         | 8         | 5         | 7         | 7         | 5         | 8         | 8         | 5         | 8         | 7         | 6         | 6         | 3         |
| Fairly well        | 33        | <b>34</b> | 70        | 12        | 51        | 29        | 61        | 14        | 28        | 38        | 31        | 34        | 37        | 33        | 35        | 37        | 31        | 31        | 36        | 41        | 31        | 30        |
| <b>TOTAL WELL</b>  | <b>40</b> | <b>41</b> | <b>93</b> | <b>13</b> | <b>52</b> | <b>29</b> | <b>76</b> | <b>15</b> | <b>31</b> | <b>46</b> | <b>36</b> | <b>41</b> | <b>44</b> | <b>38</b> | <b>43</b> | <b>45</b> | <b>36</b> | <b>39</b> | <b>43</b> | <b>47</b> | <b>37</b> | <b>33</b> |
| Fairly badly       | 29        | <b>27</b> | 5         | 36        | 31        | 41        | 13        | 35        | 37        | 25        | 29        | 19        | 26        | 31        | 28        | 28        | 27        | 29        | 28        | 21        | 30        | 28        |
| Very badly         | 25        | <b>24</b> | 1         | 47        | 15        | 28        | 5         | 44        | 26        | 24        | 24        | 20        | 20        | 26        | 27        | 21        | 28        | 22        | 20        | 24        | 28        | 34        |
| <b>TOTAL BADLY</b> | <b>54</b> | <b>51</b> | <b>6</b>  | <b>83</b> | <b>46</b> | <b>69</b> | <b>18</b> | <b>79</b> | <b>63</b> | <b>49</b> | <b>53</b> | <b>39</b> | <b>46</b> | <b>57</b> | <b>55</b> | <b>49</b> | <b>55</b> | <b>51</b> | <b>48</b> | <b>45</b> | <b>58</b> | <b>62</b> |
| Don't know         | 7         | <b>7</b>  | 2         | 3         | 1         | 2         | 4         | 6         | 6         | 4         | 10        | 19        | 10        | 5         | 2         | 6         | 9         | 10        | 9         | 7         | 5         | 4         |

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|  | 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   |           |
| <b>Weighted Sample</b>   | <b>2022</b>    | <b>526</b> | <b>528</b> | <b>105</b> | <b>258</b> | <b>588</b> | <b>483</b> | <b>403</b> | <b>981</b>  | <b>1041</b> | <b>241</b> | <b>512</b> | <b>692</b> | <b>578</b> | <b>1153</b>  | <b>869</b> | <b>259</b> | <b>657</b>    | <b>433</b>       | <b>497</b> | <b>176</b> |           |
| <b>Unweighted Sample</b>   | <b>2022</b>    | <b>489</b> | <b>542</b> | <b>104</b> | <b>273</b> | <b>563</b> | <b>497</b> | <b>422</b> | <b>1009</b> | <b>1013</b> | <b>207</b> | <b>395</b> | <b>827</b> | <b>593</b> | <b>1370</b>  | <b>652</b> | <b>243</b> | <b>633</b>    | <b>462</b>       | <b>444</b> | <b>240</b> |           |
|  |                | %          | %          | %          | %          | %          | %          | %          | %           | %           | %          | %          | %          | %          | %            | %          | %          | %             | %                | %          | %          |           |
|  |                | Oct 30-31  | Nov 6-7    |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |           |
| <b>Do you think Ed Miliband is doing well or badly as leader of the Labour party?</b>                            |                |            |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |           |
| Very well  | 2              | 3          | 1          | 8          | 1          | 0          | 1          | 5          | 2           | 2           | 3          | 4          | 5          | 1          | 2            | 3          | 2          | 4             | 2                | 3          | 3          | 2         |
| Fairly well  | 16             | 15         | 5          | 39         | 7          | 3          | 4          | 28         | 17          | 15          | 14         | 16         | 14         | 14         | 14           | 13         | 17         | 13            | 14               | 12         | 19         | 11        |
| <b>TOTAL WELL</b>  | <b>18</b>      | <b>18</b>  | <b>6</b>   | <b>47</b>  | <b>8</b>   | <b>3</b>   | <b>5</b>   | <b>33</b>  | <b>19</b>   | <b>17</b>   | <b>17</b>  | <b>20</b>  | <b>19</b>  | <b>15</b>  | <b>16</b>    | <b>16</b>  | <b>19</b>  | <b>17</b>     | <b>16</b>        | <b>15</b>  | <b>22</b>  | <b>13</b> |
| Fairly badly   | 37             | 35         | 29         | 37         | 56         | 21         | 27         | 40         | 42          | 31          | 38         | 31         | 35         | 38         | 33           | 33         | 37         | 33            | 33               | 34         | 37         | 39        |
| Very badly   | 36             | 39         | 61         | 10         | 30         | 73         | 64         | 19         | 32          | 48          | 31         | 31         | 33         | 39         | 49           | 43         | 34         | 39            | 40               | 42         | 34         | 46        |
| <b>TOTAL BADLY</b>   | <b>73</b>      | <b>74</b>  | <b>90</b>  | <b>47</b>  | <b>86</b>  | <b>94</b>  | <b>91</b>  | <b>59</b>  | <b>74</b>   | <b>79</b>   | <b>69</b>  | <b>62</b>  | <b>68</b>  | <b>77</b>  | <b>82</b>    | <b>76</b>  | <b>71</b>  | <b>72</b>     | <b>73</b>        | <b>76</b>  | <b>71</b>  | <b>85</b> |
| Don't know   | 9              | 9          | 4          | 6          | 6          | 3          | 5          | 8          | 8           | 4           | 13         | 18         | 13         | 8          | 2            | 8          | 10         | 11            | 11               | 9          | 7          | 2         |
| <b>Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?</b>                   |                |            |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |           |
| Very well  | 1              | 1          | 2          | 2          | 5          | 0          | 0          | 2          | 2           | 2           | 1          | 1          | 3          | 1          | 0            | 2          | 1          | 1             | 1                | 2          | 2          | 2         |
| Fairly well  | 17             | 14         | 20         | 9          | 53         | 8          | 17         | 7          | 23          | 15          | 13         | 11         | 14         | 14         | 15           | 15         | 12         | 12            | 15               | 16         | 13         | 11        |
| <b>TOTAL WELL</b>  | <b>18</b>      | <b>15</b>  | <b>22</b>  | <b>11</b>  | <b>58</b>  | <b>8</b>   | <b>17</b>  | <b>9</b>   | <b>25</b>   | <b>17</b>   | <b>14</b>  | <b>12</b>  | <b>17</b>  | <b>15</b>  | <b>15</b>    | <b>17</b>  | <b>13</b>  | <b>13</b>     | <b>16</b>        | <b>18</b>  | <b>15</b>  | <b>13</b> |
| Fairly badly   | 28             | 33         | 41         | 30         | 30         | 24         | 37         | 28         | 35          | 32          | 34         | 28         | 35         | 33         | 34           | 35         | 31         | 36            | 35               | 30         | 33         | 32        |
| Very badly   | 44             | 42         | 30         | 56         | 6          | 64         | 37         | 57         | 35          | 46          | 38         | 35         | 37         | 44         | 46           | 40         | 44         | 39            | 39               | 44         | 43         | 47        |
| <b>TOTAL BADLY</b>   | <b>72</b>      | <b>75</b>  | <b>71</b>  | <b>86</b>  | <b>36</b>  | <b>88</b>  | <b>74</b>  | <b>85</b>  | <b>70</b>   | <b>78</b>   | <b>72</b>  | <b>63</b>  | <b>72</b>  | <b>77</b>  | <b>80</b>    | <b>75</b>  | <b>75</b>  | <b>74</b>     | <b>74</b>        | <b>74</b>  | <b>76</b>  | <b>79</b> |
| Don't know   | 9              | 10         | 8          | 3          | 5          | 4          | 8          | 6          | 6           | 6           | 13         | 24         | 12         | 7          | 4            | 9          | 11         | 12            | 11               | 9          | 9          | 9         |
| <b>Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?</b> |                |            |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |           |
| Very well  | 2              | 2          | 3          | 1          | 6          | 1          | 1          | 1          | 2           | 2           | 1          | 2          | 2          | 2          | 1            | 2          | 1          | 1             | 2                | 2          | 2          | 1         |
| Fairly well  | 25             | 28         | 60         | 8          | 57         | 16         | 50         | 9          | 28          | 36          | 21         | 28         | 30         | 26         | 29           | 31         | 24         | 27            | 29               | 33         | 24         | 24        |
| <b>TOTAL WELL</b>  | <b>27</b>      | <b>30</b>  | <b>63</b>  | <b>9</b>   | <b>63</b>  | <b>17</b>  | <b>51</b>  | <b>10</b>  | <b>30</b>   | <b>38</b>   | <b>22</b>  | <b>30</b>  | <b>32</b>  | <b>28</b>  | <b>30</b>    | <b>33</b>  | <b>25</b>  | <b>28</b>     | <b>31</b>        | <b>35</b>  | <b>26</b>  | <b>25</b> |
| Fairly badly   | 35             | 34         | 28         | 40         | 24         | 40         | 30         | 40         | 35          | 32          | 37         | 29         | 32         | 36         | 37           | 36         | 32         | 38            | 35               | 29         | 33         | 39        |
| Very badly   | 30             | 28         | 5          | 48         | 8          | 40         | 13         | 45         | 28          | 27          | 29         | 21         | 25         | 30         | 31           | 24         | 33         | 24            | 24               | 28         | 34         | 31        |
| <b>TOTAL BADLY</b>   | <b>65</b>      | <b>62</b>  | <b>33</b>  | <b>88</b>  | <b>32</b>  | <b>80</b>  | <b>43</b>  | <b>85</b>  | <b>63</b>   | <b>59</b>   | <b>66</b>  | <b>50</b>  | <b>57</b>  | <b>66</b>  | <b>68</b>    | <b>60</b>  | <b>65</b>  | <b>62</b>     | <b>59</b>        | <b>57</b>  | <b>67</b>  | <b>70</b> |
| Don't know   | 8              | 8          | 5          | 2          | 5          | 3          | 5          | 5          | 7           | 4           | 12         | 20         | 11         | 6          | 3            | 7          | 9          | 9             | 10               | 8          | 7          | 4         |
| <b>Do you think this coalition government is good or bad for people like you?</b>                                |                |            |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |           |
| Very good  | 3              | 2          | 4          | 1          | 7          | 0          | 3          | 1          | 4           | 3           | 1          | 2          | 3          | 2          | 1            | 2          | 2          | 4             | 2                | 1          | 2          | 2         |
| Fairly good  | 16             | 17         | 38         | 6          | 41         | 8          | 30         | 6          | 18          | 21          | 14         | 14         | 20         | 14         | 22           | 21         | 13         | 13            | 18               | 18         | 19         | 14        |
| <b>TOTAL GOOD</b>  | <b>19</b>      | <b>19</b>  | <b>42</b>  | <b>7</b>   | <b>48</b>  | <b>8</b>   | <b>33</b>  | <b>7</b>   | <b>22</b>   | <b>24</b>   | <b>15</b>  | <b>16</b>  | <b>23</b>  | <b>16</b>  | <b>23</b>    | <b>23</b>  | <b>15</b>  | <b>17</b>     | <b>20</b>        | <b>19</b>  | <b>21</b>  | <b>16</b> |
| Fairly bad   | 28             | 27         | 19         | 33         | 20         | 32         | 23         | 32         | 27          | 27          | 27         | 19         | 29         | 29         | 26           | 28         | 25         | 27            | 28               | 25         | 26         | 28        |
| Very bad   | 27             | 26         | 9          | 46         | 7          | 35         | 15         | 42         | 22          | 25          | 26         | 22         | 21         | 28         | 29           | 21         | 31         | 23            | 23               | 25         | 30         | 29        |
| <b>TOTAL BAD</b>   | <b>55</b>      | <b>53</b>  | <b>28</b>  | <b>79</b>  | <b>27</b>  | <b>67</b>  | <b>38</b>  | <b>74</b>  | <b>49</b>   | <b>52</b>   | <b>53</b>  | <b>41</b>  | <b>50</b>  | <b>57</b>  | <b>55</b>    | <b>49</b>  | <b>56</b>  | <b>50</b>     | <b>51</b>        | <b>50</b>  | <b>56</b>  | <b>57</b> |
| Doesn't make much difference either way  | 20             | 22         | 26         | 12         | 22         | 23         | 25         | 15         | 25          | 20          | 23         | 25         | 20         | 23         | 21           | 22         | 22         | 26            | 22               | 22         | 19         | 25        |
| Don't know   | 7              | 6          | 3          | 2          | 3          | 2          | 4          | 4          | 4           | 2           | 9          | 18         | 8          | 4          | 2            | 5          | 7          | 7             | 7                | 8          | 4          | 2         |

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Fieldwork: 6th - 7th November 2014

|  | Total       | 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   |           |
| <b>Weighted Sample</b>   | <b>2022</b> | <b>526</b>     | <b>528</b> | <b>105</b> | <b>258</b> | <b>588</b> | <b>483</b> | <b>403</b> | <b>981</b>  | <b>1041</b> | <b>241</b> | <b>512</b> | <b>692</b> | <b>578</b> | <b>1153</b>  | <b>869</b> | <b>259</b> | <b>657</b>    | <b>433</b>       | <b>497</b> | <b>176</b> |           |
| <b>Unweighted Sample</b>   | <b>2022</b> | <b>489</b>     | <b>542</b> | <b>104</b> | <b>273</b> | <b>563</b> | <b>497</b> | <b>422</b> | <b>1009</b> | <b>1013</b> | <b>207</b> | <b>395</b> | <b>827</b> | <b>593</b> | <b>1370</b>  | <b>652</b> | <b>243</b> | <b>633</b>    | <b>462</b>       | <b>444</b> | <b>240</b> |           |
|  |             | %              | %          | %          | %          | %          | %          | %          | %           | %           | %          | %          | %          | %          | %            | %          | %          | %             | %                | %          | %          |           |
|  |             | Oct 30-31      | Nov 6-7    |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |           |
| <b>Do you think the coalition government is managing the economy well or badly?</b>                    |             |                |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |           |
| Very well  | 7           | 7              | 21         | 1          | 8          | 4          | 18         | 1          | 4           | 10          | 5          | 5          | 8          | 7          | 8            | 8          | 6          | 7             | 8                | 8          | 6          | 7         |
| Fairly well  | 34          | 36             | 67         | 14         | 54         | 39         | 61         | 15         | 32          | 42          | 30         | 35         | 37         | 33         | 40           | 40         | 31         | 34            | 38               | 38         | 36         | 32        |
| <b>TOTAL WELL</b>  | <b>41</b>   | <b>43</b>      | <b>88</b>  | <b>15</b>  | <b>62</b>  | <b>43</b>  | <b>79</b>  | <b>16</b>  | <b>36</b>   | <b>52</b>   | <b>35</b>  | <b>40</b>  | <b>45</b>  | <b>40</b>  | <b>48</b>    | <b>48</b>  | <b>37</b>  | <b>41</b>     | <b>46</b>        | <b>46</b>  | <b>42</b>  | <b>39</b> |
| Fairly badly   | 29          | 29             | 6          | 46         | 29         | 32         | 12         | 43         | 36          | 27          | 31         | 18         | 29         | 32         | 31           | 28         | 31         | 31            | 29               | 28         | 28         | 33        |
| Very badly   | 20          | 17             | 1          | 33         | 4          | 21         | 4          | 31         | 18          | 15          | 19         | 15         | 14         | 20         | 18           | 14         | 21         | 13            | 14               | 17         | 21         | 24        |
| <b>TOTAL BADLY</b>   | <b>49</b>   | <b>46</b>      | <b>7</b>   | <b>79</b>  | <b>33</b>  | <b>53</b>  | <b>16</b>  | <b>74</b>  | <b>54</b>   | <b>42</b>   | <b>50</b>  | <b>33</b>  | <b>43</b>  | <b>52</b>  | <b>49</b>    | <b>42</b>  | <b>52</b>  | <b>44</b>     | <b>43</b>        | <b>45</b>  | <b>49</b>  | <b>57</b> |
| Don't know   | 11          | 10             | 5          | 6          | 5          | 5          | 5          | 10         | 9           | 6           | 14         | 26         | 13         | 8          | 3            | 10         | 11         | 15            | 11               | 9          | 9          | 6         |
| <b>In your opinion how good or bad is the state of Britain's economy at the moment?</b>                |             |                |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |           |
| Very good  | 2           | 3              | 7          | 1          | 2          | 1          | 5          | 1          | 1           | 4           | 2          | 4          | 3          | 2          | 2            | 3          | 3          | 5             | 2                | 2          | 2          | 2         |
| Quite good   | 23          | 24             | 54         | 9          | 31         | 19         | 45         | 10         | 21          | 29          | 19         | 22         | 25         | 22         | 26           | 27         | 20         | 22            | 25               | 24         | 25         | 20        |
| <b>TOTAL GOOD</b>  | <b>25</b>   | <b>27</b>      | <b>61</b>  | <b>10</b>  | <b>33</b>  | <b>20</b>  | <b>50</b>  | <b>11</b>  | <b>22</b>   | <b>33</b>   | <b>21</b>  | <b>26</b>  | <b>28</b>  | <b>24</b>  | <b>28</b>    | <b>30</b>  | <b>23</b>  | <b>27</b>     | <b>27</b>        | <b>26</b>  | <b>27</b>  | <b>22</b> |
| Neither good nor bad   | 33          | 32             | 31         | 31         | 35         | 29         | 32         | 29         | 35          | 32          | 32         | 36         | 28         | 31         | 35           | 34         | 30         | 35            | 34               | 33         | 27         | 30        |
| Quite bad  | 24          | 26             | 6          | 39         | 22         | 36         | 12         | 36         | 31          | 24          | 29         | 19         | 27         | 29         | 26           | 23         | 30         | 22            | 26               | 22         | 30         | 30        |
| Very bad   | 12          | 11             | 0          | 18         | 8          | 14         | 3          | 20         | 9           | 10          | 12         | 6          | 10         | 13         | 10           | 9          | 13         | 10            | 7                | 12         | 12         | 17        |
| <b>TOTAL BAD</b>   | <b>36</b>   | <b>37</b>      | <b>6</b>   | <b>57</b>  | <b>30</b>  | <b>50</b>  | <b>15</b>  | <b>56</b>  | <b>40</b>   | <b>34</b>   | <b>41</b>  | <b>25</b>  | <b>37</b>  | <b>42</b>  | <b>36</b>    | <b>32</b>  | <b>43</b>  | <b>32</b>     | <b>33</b>        | <b>34</b>  | <b>42</b>  | <b>47</b> |
| Don't know   | 5           | 4              | 1          | 3          | 2          | 1          | 2          | 4          | 3           | 2           | 7          | 13         | 7          | 2          | 1            | 4          | 4          | 5             | 5                | 6          | 4          | 2         |
| <b>How do you think the financial situation of your household will change over the next 12 months?</b> |             |                |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |           |
| Get a lot better   | 2           | 2              | 4          | 1          | 2          | 0          | 3          | 1          | 2           | 3           | 1          | 2          | 4          | 2          | 1            | 3          | 2          | 4             | 1                | 2          | 3          | 3         |
| Get a little better  | 13          | 14             | 27         | 9          | 19         | 9          | 20         | 8          | 11          | 19          | 10         | 24         | 19         | 12         | 10           | 16         | 13         | 19            | 14               | 13         | 14         | 14        |
| <b>TOTAL BETTER</b>  | <b>15</b>   | <b>16</b>      | <b>31</b>  | <b>10</b>  | <b>21</b>  | <b>9</b>   | <b>23</b>  | <b>9</b>   | <b>13</b>   | <b>22</b>   | <b>11</b>  | <b>26</b>  | <b>23</b>  | <b>14</b>  | <b>11</b>    | <b>19</b>  | <b>15</b>  | <b>23</b>     | <b>15</b>        | <b>15</b>  | <b>17</b>  | <b>17</b> |
| Stay about the same  | 42          | 42             | 52         | 37         | 47         | 37         | 51         | 36         | 44          | 42          | 43         | 38         | 40         | 38         | 51           | 46         | 38         | 35            | 42               | 48         | 42         | 42        |
| Get a little worse   | 25          | 24             | 10         | 33         | 24         | 35         | 16         | 34         | 28          | 21          | 27         | 10         | 19         | 29         | 28           | 23         | 26         | 19            | 27               | 22         | 24         | 27        |
| Get a lot worse  | 11          | 11             | 3          | 17         | 4          | 16         | 5          | 15         | 11          | 11          | 11         | 12         | 10         | 14         | 9            | 8          | 15         | 16            | 10               | 9          | 13         | 11        |
| <b>TOTAL WORSE</b>   | <b>36</b>   | <b>35</b>      | <b>13</b>  | <b>50</b>  | <b>28</b>  | <b>51</b>  | <b>21</b>  | <b>49</b>  | <b>39</b>   | <b>32</b>   | <b>38</b>  | <b>22</b>  | <b>29</b>  | <b>43</b>  | <b>37</b>    | <b>31</b>  | <b>41</b>  | <b>35</b>     | <b>37</b>        | <b>31</b>  | <b>37</b>  | <b>38</b> |
| Don't know   | 6           | 6              | 3          | 4          | 4          | 3          | 4          | 5          | 4           | 4           | 8          | 15         | 8          | 5          | 1            | 5          | 7          | 7             | 6                | 6          | 5          | 4         |

Sample Size: 2022 GB Adults  
Fieldwork: 6th - 7th November 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   |   |
| <b>Weighted Sample</b>   | <b>2022</b>    | <b>526</b> | <b>528</b> | <b>105</b> | <b>258</b> | <b>588</b> | <b>483</b> | <b>403</b> | <b>981</b>  | <b>1041</b> | <b>241</b> | <b>512</b> | <b>692</b> | <b>578</b>   | <b>1153</b> | <b>869</b> | <b>259</b> | <b>657</b>    | <b>433</b>       | <b>497</b> | <b>176</b> |   |
| <b>Unweighted Sample</b> | <b>2022</b>    | <b>489</b> | <b>542</b> | <b>104</b> | <b>273</b> | <b>563</b> | <b>497</b> | <b>422</b> | <b>1009</b> | <b>1013</b> | <b>207</b> | <b>395</b> | <b>827</b> | <b>593</b>   | <b>1370</b> | <b>652</b> | <b>243</b> | <b>633</b>    | <b>462</b>       | <b>444</b> | <b>240</b> |   |
|                          | %              | %          | %          | %          | %          | %          | %          | %          | %           | %           | %          | %          | %          | %            | %           | %          | %          | %             | %                | %          | %          | % |

Imagine that at the next election the party leaders remained David Cameron for the Conservatives, Ed Miliband for Labour and Nick Clegg for the Liberal Democrats. How would you vote?

|                   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|
| Con               | <b>33</b> | 98 | 1  | 0  | 2  | 74 | 5  | 15 | 34 | 32 | 28 | 33 | 28 | 39 | 36 | 28 | 37 | 36 | 39 | 27 | 16 |  |
| Lab               | <b>31</b> | 1  | 96 | 3  | 2  | 4  | 79 | 28 | 28 | 35 | 35 | 33 | 32 | 27 | 29 | 34 | 35 | 24 | 29 | 43 | 26 |  |
| Lib Dem           | <b>7</b>  | 1  | 0  | 94 | 1  | 1  | 2  | 24 | 8  | 7  | 8  | 9  | 6  | 6  | 7  | 7  | 6  | 10 | 7  | 5  | 6  |  |
| SNP / PCY         | <b>5</b>  | 0  | 1  | 1  | 0  | 1  | 3  | 4  | 5  | 5  | 8  | 6  | 6  | 3  | 5  | 6  | 0  | 1  | 3  | 0  | 43 |  |
| Some other party  | <b>24</b> | 0  | 2  | 2  | 95 | 21 | 12 | 30 | 25 | 22 | 21 | 18 | 27 | 25 | 22 | 26 | 22 | 29 | 22 | 25 | 10 |  |
| <b>Non Voters</b> |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Would Not Vote    | <b>6</b>  | 0  | 0  | 1  | 1  | 2  | 4  | 3  | 6  | 6  | 7  | 8  | 5  | 3  | 4  | 8  | 5  | 6  | 8  | 6  | 4  |  |
| Don't know        | <b>12</b> | 1  | 2  | 2  | 0  | 8  | 10 | 15 | 6  | 17 | 17 | 14 | 10 | 10 | 10 | 14 | 12 | 12 | 12 | 11 | 11 |  |

And imagine that at the next election the party leaders were David Cameron for the Conservatives, David Miliband for Labour and Nick Clegg for the Liberal Democrats. How would you vote?

|                   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|
| Con               | <b>30</b> | 92 | 0  | 2  | 2  | 70 | 3  | 12 | 31 | 29 | 27 | 30 | 26 | 36 | 33 | 26 | 33 | 34 | 37 | 22 | 15 |  |
| Lab               | <b>36</b> | 6  | 94 | 12 | 5  | 9  | 81 | 41 | 33 | 41 | 37 | 40 | 38 | 32 | 35 | 38 | 39 | 29 | 31 | 51 | 30 |  |
| Lib Dem           | <b>6</b>  | 1  | 2  | 82 | 1  | 0  | 2  | 21 | 7  | 5  | 5  | 9  | 5  | 6  | 7  | 6  | 5  | 9  | 8  | 3  | 4  |  |
| SNP / PCY         | <b>5</b>  | 0  | 1  | 2  | 0  | 0  | 3  | 4  | 5  | 5  | 10 | 5  | 5  | 2  | 5  | 5  | 0  | 1  | 2  | 0  | 43 |  |
| Some other party  | <b>23</b> | 1  | 3  | 2  | 92 | 22 | 11 | 23 | 25 | 20 | 22 | 17 | 25 | 24 | 21 | 26 | 23 | 26 | 22 | 23 | 8  |  |
| <b>Non Voters</b> |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Would Not Vote    | <b>6</b>  | 0  | 1  | 1  | 1  | 2  | 5  | 3  | 6  | 7  | 9  | 9  | 6  | 3  | 5  | 8  | 5  | 6  | 8  | 6  | 4  |  |
| Don't know        | <b>12</b> | 4  | 2  | 4  | 2  | 10 | 10 | 13 | 7  | 17 | 17 | 15 | 10 | 10 | 11 | 13 | 12 | 12 | 13 | 11 | 11 |  |

And imagine that at the next election the party leaders were David Cameron for the Conservatives, Alan Johnson for Labour and Nick Clegg for the Liberal Democrats. How would you vote?

|                   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|
| Con               | <b>31</b> | 95 | 1  | 1  | 1  | 71 | 4  | 13 | 32 | 30 | 31 | 30 | 28 | 36 | 35 | 27 | 34 | 35 | 38 | 26 | 15 |  |
| Lab               | <b>33</b> | 4  | 93 | 8  | 5  | 7  | 78 | 37 | 31 | 36 | 29 | 36 | 35 | 32 | 32 | 36 | 36 | 26 | 32 | 45 | 29 |  |
| Lib Dem           | <b>7</b>  | 1  | 1  | 87 | 1  | 1  | 3  | 22 | 7  | 6  | 7  | 10 | 6  | 5  | 6  | 7  | 5  | 10 | 6  | 5  | 4  |  |
| SNP / PCY         | <b>5</b>  | 0  | 2  | 2  | 0  | 1  | 3  | 4  | 6  | 5  | 10 | 6  | 6  | 2  | 5  | 6  | 1  | 2  | 3  | 0  | 43 |  |
| Some other party  | <b>23</b> | 0  | 3  | 2  | 92 | 21 | 13 | 24 | 24 | 22 | 23 | 18 | 26 | 24 | 22 | 25 | 24 | 28 | 21 | 24 | 8  |  |
| <b>Non Voters</b> |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |  |
| Would Not Vote    | <b>6</b>  | 1  | 2  | 1  | 1  | 2  | 5  | 3  | 6  | 6  | 10 | 9  | 5  | 3  | 5  | 8  | 6  | 6  | 8  | 6  | 4  |  |
| Don't know        | <b>14</b> | 4  | 6  | 7  | 2  | 10 | 14 | 18 | 8  | 20 | 19 | 16 | 13 | 11 | 14 | 15 | 15 | 14 | 13 | 16 | 12 |  |

Sample Size: 2022 GB Adults  
Fieldwork: 6th - 7th November 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 |
| <b>Weighted Sample</b>   | <b>2022</b>    | 526 | 528 | 105     | 258       | 588 | 483 | 403     | 981  | 1041   | 241   | 512   | 692   | 578          | 1153 | 869    | 259    | 657           | 433              | 497   | 176      |
| <b>Unweighted Sample</b> | <b>2022</b>    | 489 | 542 | 104     | 273       | 563 | 497 | 422     | 1009 | 1013   | 207   | 395   | 827   | 593          | 1370 | 652    | 243    | 633           | 462              | 444   | 240      |
|                          | %              | %   | %   | %       | %         | %   | %   | %       | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        |

And imagine that at the next election the party leaders were David Cameron for the Conservatives, Ed Balls for Labour and Nick Clegg for the Liberal Democrats. How would you vote?

|                   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con               | <b>33</b> | 98 | 1  | 2  | 2  | 76 | 4  | 14 | 36 | 31 | 32 | 33 | 29 | 39 | 36 | 30 | 37 | 37 | 40 | 28 | 18 |
| Lab               | <b>30</b> | 2  | 90 | 2  | 2  | 3  | 75 | 29 | 26 | 34 | 27 | 31 | 32 | 27 | 28 | 32 | 32 | 24 | 26 | 41 | 24 |
| Lib Dem           | <b>7</b>  | 0  | 1  | 90 | 1  | 0  | 3  | 26 | 7  | 6  | 7  | 9  | 5  | 6  | 7  | 6  | 7  | 9  | 6  | 5  | 5  |
| SNP / PCY         | <b>5</b>  | 0  | 1  | 2  | 0  | 0  | 3  | 4  | 5  | 5  | 10 | 5  | 5  | 2  | 5  | 6  | 0  | 1  | 3  | 0  | 44 |
| Some other party  | <b>25</b> | 0  | 7  | 4  | 95 | 21 | 15 | 28 | 26 | 24 | 23 | 21 | 28 | 25 | 24 | 26 | 24 | 29 | 25 | 26 | 9  |
| <b>Non Voters</b> |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Would Not Vote    | <b>7</b>  | 1  | 1  | 1  | 1  | 2  | 5  | 4  | 6  | 7  | 12 | 9  | 6  | 3  | 5  | 9  | 7  | 6  | 9  | 7  | 5  |
| Don't know        | <b>13</b> | 2  | 5  | 5  | 3  | 8  | 13 | 15 | 7  | 18 | 17 | 14 | 11 | 12 | 12 | 14 | 13 | 13 | 12 | 13 | 12 |

And finally in this section, imagine that at the next election the party leaders were David Cameron for the Conservatives, Yvette Cooper for Labour and Nick Clegg for the Liberal Democrats. How would you vote?

|                   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con               | <b>33</b> | 97 | 1  | 1  | 1  | 74 | 4  | 14 | 35 | 32 | 33 | 33 | 29 | 39 | 36 | 30 | 38 | 36 | 39 | 28 | 18 |
| Lab               | <b>31</b> | 2  | 93 | 2  | 2  | 3  | 78 | 34 | 28 | 35 | 29 | 36 | 33 | 26 | 30 | 32 | 32 | 26 | 29 | 43 | 23 |
| Lib Dem           | <b>7</b>  | 0  | 1  | 91 | 1  | 1  | 2  | 24 | 7  | 6  | 7  | 8  | 5  | 6  | 7  | 6  | 6  | 9  | 7  | 5  | 4  |
| SNP / PCY         | <b>5</b>  | 0  | 1  | 4  | 0  | 0  | 4  | 4  | 6  | 5  | 11 | 5  | 6  | 3  | 5  | 6  | 0  | 2  | 3  | 0  | 44 |
| Some other party  | <b>24</b> | 0  | 4  | 3  | 96 | 21 | 13 | 25 | 25 | 22 | 20 | 18 | 27 | 25 | 22 | 26 | 24 | 27 | 22 | 25 | 10 |
| <b>Non Voters</b> |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Would Not Vote    | <b>7</b>  | 1  | 2  | 1  | 0  | 2  | 5  | 4  | 6  | 7  | 11 | 10 | 6  | 3  | 5  | 9  | 8  | 6  | 8  | 6  | 6  |
| Don't know        | <b>14</b> | 3  | 7  | 8  | 3  | 9  | 15 | 16 | 7  | 20 | 17 | 16 | 12 | 12 | 14 | 14 | 14 | 14 | 13 | 14 | 14 |

Do you think Ed Miliband should remain as leader of the Labour party and lead them into the coming general election, or should he step down and allow someone else to lead Labour into the general election?

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Ed Miliband should remain Labour leader and lead them into the general election                             | <b>30</b> | 32 | 43 | 30 | 23 | 31 | 35 | 29 | 36 | 23 | 30 | 30 | 27 | 33 | 32 | 27 | 33 | 29 | 31 | 31 | 20 |
| Ed Miliband should step down as Labour leader and allow someone else to lead them into the general election | <b>48</b> | 53 | 40 | 58 | 52 | 50 | 45 | 54 | 48 | 48 | 42 | 43 | 51 | 51 | 49 | 47 | 41 | 49 | 48 | 47 | 56 |
| Don't know  | <b>22</b> | 14 | 16 | 12 | 24 | 20 | 20 | 17 | 16 | 29 | 28 | 27 | 22 | 17 | 20 | 26 | 26 | 22 | 21 | 23 | 24 |

Sample Size: 2022 GB Adults  
Fieldwork: 6th - 7th November 2014

|  | Total   | 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  |           |
| <b>Weighted Sample</b>   | <b>2022</b>   | 526            | 528       | 105       | 258       | 588       | 483       | 403       | 981       | 1041      | 241       | 512       | 692       | 578       | 1153         | 869       | 259       | 657           | 433              | 497       | 176       |           |
| <b>Unweighted Sample</b>   | <b>2022</b>   | 489            | 542       | 104       | 273       | 563       | 497       | 422       | 1009      | 1013      | 207       | 395       | 827       | 593       | 1370         | 652       | 243       | 633           | 462              | 444       | 240       |           |
|  |   | %              | %         | %         | %         | %         | %         | %         | %         | %         | %         | %         | %         | %         | %            | %         | %         | %             | %                | %         | %         |           |
|  |   | Oct 9-10       | Nov 6-7   |           |           |           |           |           |           |           |           |           |           |           |              |           |           |               |                  |           |           |           |
| <b>Thinking about Ed Miliband's leadership of the Labour party, do you think he...</b> |   |                |           |           |           |           |           |           |           |           |           |           |           |           |              |           |           |               |                  |           |           |           |
| <b>Has or has not made it clear what he stands for?</b>                                |   |                |           |           |           |           |           |           |           |           |           |           |           |           |              |           |           |               |                  |           |           |           |
|  |   | 27             | 20        | 12        | 41        | 17        | 14        | 11        | 33        | 22        | 21        | 18        | 19        | 21        | 19           | 20        | 19        | 21            | 22               | 19        | 21        | 14        |
|  | Has made it clear what he stands for                                | 58             | 65        | 77        | 51        | 69        | 77        | 78        | 54        | 64        | 69        | 60        | 56        | 57        | 68           | 72        | 68        | 61            | 61               | 64        | 65        | 74        |
|  | Has not made it clear what he stands for                            | 15             | 16        | 11        | 9         | 15        | 9         | 11        | 14        | 14        | 9         | 22        | 25        | 22        | 13           | 9         | 14        | 18            | 17               | 18        | 14        | 13        |
|  | Don't know  |                |           |           |           |           |           |           |           |           |           |           |           |           |              |           |           |               |                  |           |           |           |
| <b>Has been a strong or weak leader of his party?</b>                                  |   |                |           |           |           |           |           |           |           |           |           |           |           |           |              |           |           |               |                  |           |           |           |
|  | A strong leader   | 10             | 7         | 2         | 19        | 4         | 3         | 2         | 15        | 6         | 8         | 7         | 10        | 8         | 6            | 7         | 7         | 8             | 9                | 6         | 6         | 11        |
|  | A weak leader   | 55             | 59        | 79        | 39        | 68        | 78        | 76        | 44        | 58        | 64        | 54        | 49        | 55        | 61           | 65        | 63        | 54            | 55               | 60        | 62        | 69        |
|  | Neither strong nor weak   | 26             | 25        | 15        | 38        | 25        | 16        | 18        | 35        | 28        | 24        | 26        | 21        | 24        | 27           | 25        | 22        | 29            | 25               | 24        | 23        | 23        |
|  | Don't know  | 10             | 9         | 3         | 4         | 3         | 2         | 4         | 7         | 8         | 4         | 13        | 20        | 13        | 7            | 3         | 8         | 10            | 11               | 10        | 8         | 5         |
|  | Don't know  |                |           |           |           |           |           |           |           |           |           |           |           |           |              |           |           |               |                  |           |           |           |
| <b>Would or would not be up to the job of Prime Minister?</b>                          |   |                |           |           |           |           |           |           |           |           |           |           |           |           |              |           |           |               |                  |           |           |           |
|  | Would be up to the job of Prime Minister                            | 22             | 18        | 4         | 48        | 22        | 5         | 4         | 34        | 22        | 20        | 17        | 21        | 20        | 17           | 17        | 17        | 20            | 19               | 17        | 18        | 12        |
|  | Would not be up to the job of Prime Minister                        | 59             | 64        | 90        | 33        | 68        | 90        | 89        | 42        | 61        | 69        | 60        | 55        | 59        | 66           | 71        | 68        | 60            | 61               | 67        | 68        | 73        |
|  | Don't know  | 18             | 17        | 6         | 19        | 9         | 5         | 7         | 24        | 17        | 11        | 23        | 24        | 21        | 17           | 12        | 15        | 20            | 21               | 16        | 14        | 16        |
| <b>Do you think you could recognise the following people?</b>                          |   |                |           |           |           |           |           |           |           |           |           |           |           |           |              |           |           |               |                  |           |           |           |
| <b>Ed Balls</b>  |   |                |           |           |           |           |           |           |           |           |           |           |           |           |              |           |           |               |                  |           |           |           |
|  | I know who this person is, and could recognise a picture of them    | 74             | 82        | 80        | 74        | 79        | 81        | 77        | 78        | 81        | 67        | 61        | 61        | 78        | 85           | 76        | 70        | 70            | 73               | 74        | 76        | 76        |
|  | I have heard of this person, but don't think I could recognise them | 17             | 13        | 13        | 21        | 17        | 14        | 14        | 17        | 13        | 22        | 23        | 22        | 16        | 12           | 16        | 19        | 20            | 20               | 16        | 14        | 14        |
|  | <b>TOTAL HEARD</b>  | <b>91</b>      | <b>95</b> | <b>93</b> | <b>95</b> | <b>96</b> | <b>95</b> | <b>91</b> | <b>95</b> | <b>94</b> | <b>89</b> | <b>84</b> | <b>83</b> | <b>94</b> | <b>97</b>    | <b>92</b> | <b>89</b> | <b>90</b>     | <b>93</b>        | <b>90</b> | <b>90</b> | <b>90</b> |
|  | I have never heard of this person                                   | 5              | 2         | 4         | 5         | 4         | 2         | 5         | 3         | 3         | 7         | 12        | 9         | 3         | 1            | 4         | 6         | 7             | 4                | 6         | 5         | 3         |
|  | Not sure  | 4              | 3         | 3         | 0         | 0         | 3         | 4         | 3         | 4         | 4         | 5         | 8         | 3         | 1            | 4         | 4         | 2             | 3                | 5         | 5         | 7         |
| <b>Harriet Harman</b>  |   |                |           |           |           |           |           |           |           |           |           |           |           |           |              |           |           |               |                  |           |           |           |
|  | I know who this person is, and could recognise a picture of them    | 67             | 75        | 72        | 70        | 73        | 75        | 71        | 71        | 73        | 60        | 44        | 52        | 72        | 83           | 71        | 61        | 68            | 68               | 63        | 69        | 61        |
|  | I have heard of this person, but don't think I could recognise them | 18             | 15        | 19        | 19        | 20        | 16        | 17        | 19        | 16        | 21        | 19        | 23        | 18        | 14           | 16        | 21        | 18            | 20               | 19        | 15        | 19        |
|  | <b>TOTAL HEARD</b>  | <b>85</b>      | <b>90</b> | <b>91</b> | <b>89</b> | <b>93</b> | <b>91</b> | <b>88</b> | <b>90</b> | <b>89</b> | <b>81</b> | <b>63</b> | <b>75</b> | <b>90</b> | <b>97</b>    | <b>87</b> | <b>82</b> | <b>86</b>     | <b>88</b>        | <b>82</b> | <b>84</b> | <b>80</b> |
|  | I have never heard of this person                                   | 11             | 7         | 8         | 11        | 6         | 6         | 9         | 7         | 7         | 15        | 34        | 18        | 6         | 2            | 9         | 14        | 12            | 10               | 13        | 11        | 12        |
|  | Not sure  | 4              | 3         | 2         | 0         | 2         | 3         | 3         | 3         | 4         | 4         | 4         | 8         | 3         | 1            | 4         | 4         | 2             | 2                | 5         | 5         | 7         |

Sample Size: 2022 GB Adults  
Fieldwork: 6th - 7th November 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   |
| <b>Weighted Sample</b>  | <b>2022</b>    | <b>526</b> | <b>528</b> | <b>105</b> | <b>258</b> | <b>588</b> | <b>483</b> | <b>403</b> | <b>981</b>  | <b>1041</b> | <b>241</b> | <b>512</b> | <b>692</b> | <b>578</b> | <b>1153</b>  | <b>869</b> | <b>259</b> | <b>657</b>    | <b>433</b>       | <b>497</b> | <b>176</b> |
| <b>Unweighted Sample</b>  | <b>2022</b>    | <b>489</b> | <b>542</b> | <b>104</b> | <b>273</b> | <b>563</b> | <b>497</b> | <b>422</b> | <b>1009</b> | <b>1013</b> | <b>207</b> | <b>395</b> | <b>827</b> | <b>593</b> | <b>1370</b>  | <b>652</b> | <b>243</b> | <b>633</b>    | <b>462</b>       | <b>444</b> | <b>240</b> |
|   | %              | %          | %          | %          | %          | %          | %          | %          | %           | %           | %          | %          | %          | %          | %            | %          | %          | %             | %                | %          | %          |
| <b>Yvette Cooper</b>  |                |            |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |
| I know who this person is, and could recognise a picture of them    | 42             | 47         | 51         | 49         | 48         | 50         | 47         | 45         | 53          | 33          | 31         | 32         | 42         | 57         | 46           | 37         | 42         | 40            | 42               | 48         | 37         |
| I have heard of this person, but don't think I could recognise them | 26             | 26         | 28         | 25         | 25         | 25         | 28         | 32         | 24          | 28          | 28         | 28         | 27         | 22         | 26           | 26         | 29         | 30            | 24               | 22         | 26         |
| <b>TOTAL HEARD</b>  | <b>68</b>      | <b>73</b>  | <b>79</b>  | <b>74</b>  | <b>73</b>  | <b>75</b>  | <b>75</b>  | <b>77</b>  | <b>77</b>   | <b>61</b>   | <b>59</b>  | <b>60</b>  | <b>69</b>  | <b>79</b>  | <b>72</b>    | <b>63</b>  | <b>71</b>  | <b>70</b>     | <b>66</b>        | <b>70</b>  | <b>63</b>  |
| I have never heard of this person                                   | 26             | 22         | 17         | 23         | 25         | 21         | 21         | 19         | 19          | 33          | 37         | 32         | 28         | 15         | 23           | 31         | 26         | 27            | 27               | 24         | 27         |
| Not sure  | 5              | 4          | 4          | 4          | 2          | 4          | 5          | 5          | 4           | 6           | 4          | 8          | 4          | 5          | 4            | 6          | 4          | 3             | 6                | 6          | 9          |
| <b>Douglas Alexander</b>  |                |            |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |
| I know who this person is, and could recognise a picture of them    | 31             | 36         | 35         | 36         | 32         | 36         | 34         | 29         | 42          | 20          | 24         | 21         | 30         | 43         | 34           | 26         | 30         | 26            | 29               | 31         | 52         |
| I have heard of this person, but don't think I could recognise them | 24             | 22         | 26         | 29         | 28         | 24         | 23         | 27         | 26          | 22          | 18         | 25         | 24         | 26         | 27           | 20         | 23         | 27            | 23               | 25         | 13         |
| <b>TOTAL HEARD</b>  | <b>55</b>      | <b>58</b>  | <b>61</b>  | <b>65</b>  | <b>60</b>  | <b>60</b>  | <b>57</b>  | <b>56</b>  | <b>68</b>   | <b>42</b>   | <b>42</b>  | <b>46</b>  | <b>54</b>  | <b>69</b>  | <b>61</b>    | <b>46</b>  | <b>53</b>  | <b>53</b>     | <b>52</b>        | <b>56</b>  | <b>65</b>  |
| I have never heard of this person                                   | 40             | 37         | 36         | 29         | 39         | 36         | 38         | 38         | 28          | 51          | 53         | 46         | 42         | 27         | 34           | 48         | 42         | 43            | 42               | 38         | 27         |
| Not sure  | 5              | 5          | 4          | 6          | 1          | 4          | 6          | 5          | 4           | 7           | 4          | 8          | 4          | 5          | 5            | 6          | 5          | 4             | 6                | 6          | 8          |
| <b>Sadiq Khan</b>   |                |            |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |
| I know who this person is, and could recognise a picture of them    | 19             | 24         | 24         | 24         | 19         | 21         | 22         | 18         | 28          | 11          | 19         | 19         | 17         | 22         | 20           | 17         | 33         | 15            | 19               | 20         | 11         |
| I have heard of this person, but don't think I could recognise them | 29             | 28         | 31         | 32         | 31         | 30         | 31         | 33         | 31          | 27          | 26         | 28         | 26         | 34         | 34           | 23         | 29         | 30            | 26               | 29         | 29         |
| <b>TOTAL HEARD</b>  | <b>48</b>      | <b>52</b>  | <b>55</b>  | <b>56</b>  | <b>50</b>  | <b>51</b>  | <b>53</b>  | <b>51</b>  | <b>59</b>   | <b>38</b>   | <b>45</b>  | <b>47</b>  | <b>43</b>  | <b>56</b>  | <b>54</b>    | <b>40</b>  | <b>62</b>  | <b>45</b>     | <b>45</b>        | <b>49</b>  | <b>40</b>  |
| I have never heard of this person                                   | 46             | 42         | 41         | 40         | 46         | 42         | 41         | 43         | 34          | 57          | 52         | 43         | 52         | 37         | 41           | 52         | 36         | 50            | 46               | 43         | 51         |
| Not sure  | 6              | 6          | 4          | 5          | 3          | 7          | 7          | 5          | 7           | 6           | 4          | 10         | 5          | 6          | 5            | 8          | 2          | 5             | 9                | 8          | 8          |
| <b>Andy Burnham</b>   |                |            |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |
| I know who this person is, and could recognise a picture of them    | 34             | 38         | 43         | 41         | 39         | 40         | 43         | 32         | 47          | 23          | 25         | 25         | 35         | 46         | 36           | 32         | 34         | 28            | 36               | 44         | 28         |
| I have heard of this person, but don't think I could recognise them | 24             | 24         | 27         | 23         | 22         | 24         | 25         | 31         | 22          | 27          | 18         | 25         | 25         | 25         | 28           | 20         | 24         | 25            | 22               | 24         | 28         |
| <b>TOTAL HEARD</b>  | <b>58</b>      | <b>62</b>  | <b>70</b>  | <b>64</b>  | <b>61</b>  | <b>64</b>  | <b>68</b>  | <b>63</b>  | <b>69</b>   | <b>50</b>   | <b>43</b>  | <b>50</b>  | <b>60</b>  | <b>71</b>  | <b>64</b>    | <b>52</b>  | <b>58</b>  | <b>53</b>     | <b>58</b>        | <b>68</b>  | <b>56</b>  |
| I have never heard of this person                                   | 36             | 33         | 27         | 32         | 36         | 31         | 28         | 32         | 27          | 45          | 52         | 43         | 36         | 23         | 31           | 43         | 38         | 42            | 36               | 27         | 36         |
| Not sure  | 5              | 5          | 3          | 5          | 3          | 5          | 4          | 5          | 5           | 6           | 5          | 7          | 4          | 5          | 5            | 5          | 4          | 5             | 6                | 5          | 8          |
| <b>Chuka Umunna</b>   |                |            |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |
| I know who this person is, and could recognise a picture of them    | 25             | 29         | 30         | 30         | 31         | 30         | 27         | 24         | 35          | 15          | 20         | 22         | 23         | 32         | 26           | 23         | 35         | 22            | 23               | 27         | 17         |
| I have heard of this person, but don't think I could recognise them | 16             | 18         | 18         | 21         | 14         | 16         | 17         | 16         | 18          | 14          | 19         | 13         | 16         | 18         | 18           | 14         | 16         | 17            | 16               | 16         | 15         |
| <b>TOTAL HEARD</b>  | <b>41</b>      | <b>47</b>  | <b>48</b>  | <b>51</b>  | <b>45</b>  | <b>46</b>  | <b>44</b>  | <b>40</b>  | <b>53</b>   | <b>29</b>   | <b>39</b>  | <b>35</b>  | <b>39</b>  | <b>50</b>  | <b>44</b>    | <b>37</b>  | <b>51</b>  | <b>39</b>     | <b>39</b>        | <b>43</b>  | <b>32</b>  |
| I have never heard of this person                                   | 54             | 49         | 50         | 42         | 53         | 50         | 51         | 54         | 41          | 65          | 57         | 57         | 58         | 45         | 52           | 56         | 46         | 55            | 56               | 51         | 60         |
| Not sure  | 5              | 4          | 3          | 7          | 2          | 5          | 5          | 6          | 5           | 6           | 4          | 8          | 4          | 6          | 5            | 7          | 3          | 5             | 6                | 6          | 8          |

Sample Size: 2022 GB Adults  
Fieldwork: 6th - 7th November 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   |
| <b>Weighted Sample</b>  | <b>2022</b>    | <b>526</b> | <b>528</b> | <b>105</b> | <b>258</b> | <b>588</b> | <b>483</b> | <b>403</b> | <b>981</b>  | <b>1041</b> | <b>241</b> | <b>512</b> | <b>692</b> | <b>578</b> | <b>1153</b>  | <b>869</b> | <b>259</b> | <b>657</b>    | <b>433</b>       | <b>497</b> | <b>176</b> |
| <b>Unweighted Sample</b>  | <b>2022</b>    | <b>489</b> | <b>542</b> | <b>104</b> | <b>273</b> | <b>563</b> | <b>497</b> | <b>422</b> | <b>1009</b> | <b>1013</b> | <b>207</b> | <b>395</b> | <b>827</b> | <b>593</b> | <b>1370</b>  | <b>652</b> | <b>243</b> | <b>633</b>    | <b>462</b>       | <b>444</b> | <b>240</b> |
|   | %              | %          | %          | %          | %          | %          | %          | %          | %           | %           | %          | %          | %          | %          | %            | %          | %          | %             | %                | %          | %          |
| <b>Rachel Reeves</b>  |                |            |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |
| I know who this person is, and could recognise a picture of them    | 8              | 9          | 10         | 8          | 6          | 7          | 10         | 6          | 12          | 3           | 13         | 6          | 6          | 8          | 8            | 7          | 14         | 6             | 7                | 8          | 6          |
| I have heard of this person, but don't think I could recognise them | 20             | 20         | 26         | 27         | 16         | 20         | 22         | 19         | 21          | 18          | 22         | 16         | 16         | 26         | 22           | 17         | 19         | 19            | 20               | 19         | 19         |
| <b>TOTAL HEARD</b>  | <b>28</b>      | <b>29</b>  | <b>36</b>  | <b>35</b>  | <b>22</b>  | <b>27</b>  | <b>32</b>  | <b>25</b>  | <b>33</b>   | <b>21</b>   | <b>35</b>  | <b>22</b>  | <b>22</b>  | <b>34</b>  | <b>30</b>    | <b>24</b>  | <b>33</b>  | <b>25</b>     | <b>27</b>        | <b>27</b>  | <b>25</b>  |
| I have never heard of this person                                   | 66             | 65         | 59         | 56         | 71         | 66         | 60         | 69         | 60          | 71          | 59         | 68         | 72         | 59         | 64           | 68         | 60         | 67            | 66               | 66         | 67         |
| Not sure  | 7              | 6          | 4          | 9          | 6          | 6          | 8          | 7          | 6           | 8           | 6          | 10         | 5          | 8          | 6            | 8          | 7          | 7             | 7                | 7          | 8          |
| <b>Tristram Hunt</b>  |                |            |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |
| I know who this person is, and could recognise a picture of them    | 16             | 17         | 21         | 29         | 14         | 15         | 19         | 18         | 22          | 10          | 18         | 11         | 12         | 23         | 17           | 14         | 23         | 14            | 16               | 17         | 8          |
| I have heard of this person, but don't think I could recognise them | 26             | 29         | 31         | 30         | 20         | 29         | 28         | 28         | 29          | 24          | 19         | 24         | 28         | 30         | 30           | 21         | 22         | 28            | 26               | 27         | 28         |
| <b>TOTAL HEARD</b>  | <b>42</b>      | <b>46</b>  | <b>52</b>  | <b>59</b>  | <b>34</b>  | <b>44</b>  | <b>47</b>  | <b>46</b>  | <b>51</b>   | <b>34</b>   | <b>37</b>  | <b>35</b>  | <b>40</b>  | <b>53</b>  | <b>47</b>    | <b>35</b>  | <b>45</b>  | <b>42</b>     | <b>42</b>        | <b>44</b>  | <b>36</b>  |
| I have never heard of this person                                   | 52             | 49         | 44         | 36         | 61         | 50         | 46         | 49         | 44          | 59          | 59         | 56         | 55         | 41         | 47           | 58         | 50         | 53            | 51               | 50         | 56         |
| Not sure  | 6              | 4          | 3          | 6          | 4          | 6          | 7          | 5          | 5           | 7           | 4          | 9          | 5          | 6          | 5            | 7          | 5          | 5             | 7                | 6          | 8          |
| <b>Vernon Coaker</b>  |                |            |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |
| I know who this person is, and could recognise a picture of them    | 4              | 4          | 5          | 3          | 5          | 3          | 6          | 2          | 5           | 2           | 4          | 2          | 3          | 5          | 3            | 4          | 3          | 2             | 8                | 3          | 2          |
| I have heard of this person, but don't think I could recognise them | 15             | 16         | 19         | 17         | 13         | 17         | 16         | 16         | 19          | 12          | 9          | 16         | 17         | 16         | 19           | 11         | 18         | 15            | 16               | 15         | 16         |
| <b>TOTAL HEARD</b>  | <b>19</b>      | <b>20</b>  | <b>24</b>  | <b>20</b>  | <b>18</b>  | <b>20</b>  | <b>22</b>  | <b>18</b>  | <b>24</b>   | <b>14</b>   | <b>13</b>  | <b>18</b>  | <b>20</b>  | <b>21</b>  | <b>22</b>    | <b>15</b>  | <b>21</b>  | <b>17</b>     | <b>24</b>        | <b>18</b>  | <b>18</b>  |
| I have never heard of this person                                   | 75             | 74         | 72         | 75         | 79         | 74         | 71         | 77         | 71          | 79          | 83         | 73         | 76         | 71         | 72           | 78         | 75         | 78            | 71               | 75         | 72         |
| Not sure  | 6              | 6          | 4          | 5          | 3          | 6          | 7          | 5          | 5           | 7           | 4          | 8          | 4          | 8          | 6            | 7          | 4          | 6             | 6                | 7          | 10         |
| <b>Hillary Benn</b>   |                |            |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |
| I know who this person is, and could recognise a picture of them    | 28             | 30         | 35         | 41         | 30         | 33         | 33         | 32         | 34          | 21          | 11         | 17         | 27         | 45         | 30           | 25         | 27         | 28            | 31               | 28         | 21         |
| I have heard of this person, but don't think I could recognise them | 30             | 34         | 30         | 26         | 32         | 35         | 29         | 31         | 31          | 29          | 25         | 29         | 31         | 32         | 33           | 26         | 28         | 30            | 27               | 32         | 33         |
| <b>TOTAL HEARD</b>  | <b>58</b>      | <b>64</b>  | <b>65</b>  | <b>67</b>  | <b>62</b>  | <b>68</b>  | <b>62</b>  | <b>63</b>  | <b>65</b>   | <b>50</b>   | <b>36</b>  | <b>46</b>  | <b>58</b>  | <b>77</b>  | <b>63</b>    | <b>51</b>  | <b>55</b>  | <b>58</b>     | <b>58</b>        | <b>60</b>  | <b>54</b>  |
| I have never heard of this person                                   | 36             | 31         | 32         | 27         | 35         | 28         | 33         | 31         | 29          | 43          | 60         | 45         | 37         | 19         | 31           | 43         | 41         | 36            | 36               | 34         | 38         |
| Not sure  | 6              | 5          | 3          | 6          | 3          | 5          | 5          | 6          | 5           | 6           | 4          | 10         | 5          | 4          | 5            | 7          | 4          | 6             | 6                | 6          | 8          |
| <b>Caroline Flint</b>   |                |            |            |            |            |            |            |            |             |             |            |            |            |            |              |            |            |               |                  |            |            |
| I know who this person is, and could recognise a picture of them    | 20             | 22         | 26         | 24         | 22         | 22         | 23         | 20         | 29          | 12          | 19         | 13         | 21         | 27         | 22           | 19         | 26         | 17            | 21               | 22         | 18         |
| I have heard of this person, but don't think I could recognise them | 28             | 32         | 30         | 36         | 26         | 33         | 29         | 28         | 27          | 29          | 24         | 28         | 27         | 32         | 31           | 24         | 26         | 31            | 27               | 27         | 25         |
| <b>TOTAL HEARD</b>  | <b>48</b>      | <b>54</b>  | <b>56</b>  | <b>60</b>  | <b>48</b>  | <b>55</b>  | <b>52</b>  | <b>48</b>  | <b>56</b>   | <b>41</b>   | <b>43</b>  | <b>41</b>  | <b>48</b>  | <b>59</b>  | <b>53</b>    | <b>43</b>  | <b>52</b>  | <b>48</b>     | <b>48</b>        | <b>49</b>  | <b>43</b>  |
| I have never heard of this person                                   | 45             | 40         | 41         | 35         | 48         | 39         | 43         | 46         | 38          | 52          | 54         | 50         | 47         | 35         | 42           | 50         | 42         | 46            | 46               | 44         | 47         |
| Not sure  | 6              | 6          | 3          | 5          | 4          | 6          | 6          | 5          | 5           | 7           | 4          | 9          | 5          | 6          | 5            | 7          | 6          | 5             | 6                | 6          | 10         |



Sample Size: 2022 GB Adults  
Fieldwork: 6th - 7th November 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 |
| <b>Weighted Sample</b>   | <b>2022</b>    | 526 | 528 | 105     | 258  | 588       | 483 | 403     | 981    | 1041   | 241   | 512   | 692   | 578 | 1153         | 869  | 259    | 657           | 433              | 497   | 176      |
| <b>Unweighted Sample</b> | <b>2022</b>    | 489 | 542 | 104     | 273  | 563       | 497 | 422     | 1009   | 1013   | 207   | 395   | 827   | 593 | 1370         | 652  | 243    | 633           | 462              | 444   | 240      |
|                          | %              | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

**Andrew Farmer (Dummy question for comparison)**

|   |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I know who this person is, and could recognise a picture of them    | <b>2</b>  | 2         | 2         | 6         | 1         | 1         | 2         | 2         | 2         | 2         | 3         | 3         | 1         | 1         | 2         | 2         | 2         | 2         | 2         | 1         | 2         |
| I have heard of this person, but don't think I could recognise them | <b>13</b> | 15        | 17        | 12        | 10        | 14        | 13        | 13        | 14        | 12        | 9         | 14        | 12        | 14        | 14        | 11        | 13        | 12        | 12        | 14        | 16        |
| <b>TOTAL HEARD</b>  | <b>15</b> | <b>17</b> | <b>19</b> | <b>18</b> | <b>11</b> | <b>15</b> | <b>15</b> | <b>15</b> | <b>16</b> | <b>14</b> | <b>12</b> | <b>17</b> | <b>13</b> | <b>15</b> | <b>16</b> | <b>13</b> | <b>15</b> | <b>14</b> | <b>14</b> | <b>15</b> | <b>18</b> |
| I have never heard of this person                                   | <b>79</b> | 78        | 75        | 77        | 86        | 80        | 77        | 80        | 78        | 80        | 84        | 74        | 82        | 77        | 78        | 80        | 80        | 80        | 79        | 78        | 72        |
| Not sure  | <b>6</b>  | 5         | 6         | 5         | 2         | 5         | 8         | 5         | 6         | 7         | 4         | 9         | 5         | 8         | 6         | 7         | 5         | 5         | 7         | 7         | 9         |

May 15-16  
Nov 6-7

**Thinking about the coalition government, which of the following best reflects your view?**

|  |    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| They still have plenty of ideas and things to do for the last months of the Parliament | 22 | <b>20</b> | 45 | 8  | 28 | 13 | 39 | 8  | 17 | 22 | 18 | 16 | 24 | 17 | 21 | 23 | 16 | 19 | 22 | 19 | 20 | 15 |
| They have run out of ideas and things to do with the last months of the Parliament     | 50 | <b>53</b> | 30 | 74 | 53 | 70 | 39 | 70 | 59 | 57 | 48 | 44 | 42 | 58 | 60 | 53 | 52 | 53 | 53 | 52 | 51 | 58 |
| Neither  | 16 | <b>16</b> | 15 | 12 | 16 | 11 | 15 | 13 | 18 | 15 | 18 | 19 | 17 | 17 | 14 | 15 | 18 | 16 | 16 | 15 | 16 | 21 |
| Don't know   | 13 | <b>11</b> | 9  | 6  | 3  | 5  | 7  | 9  | 7  | 6  | 16 | 21 | 16 | 9  | 5  | 9  | 14 | 12 | 9  | 14 | 12 | 6  |

**The next general election is due on 7th May 2015. Which of the following would you rather see?**

|  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A general election on the 7th May next year, as planned    | <b>61</b> | 80 | 56 | 77 | 47 | 74 | 54 | 66 | 60 | 62 | 51 | 61 | 61 | 66 | 64 | 57 | 65 | 61 | 61 | 61 | 59 |
| A general election earlier next year                       | <b>11</b> | 9  | 14 | 11 | 12 | 9  | 13 | 14 | 13 | 10 | 12 | 11 | 11 | 11 | 11 | 12 | 11 | 12 | 10 | 11 | 11 |
| An immediate general election, before the end of this year | <b>17</b> | 5  | 24 | 9  | 37 | 11 | 23 | 14 | 20 | 14 | 14 | 14 | 19 | 18 | 15 | 19 | 14 | 16 | 18 | 18 | 22 |
| Don't know   | <b>11</b> | 6  | 5  | 3  | 4  | 5  | 10 | 6  | 7  | 14 | 23 | 15 | 9  | 5  | 9  | 12 | 10 | 11 | 11 | 11 | 8  |

**And thinking about the coalition between the Conservatives and Liberal Democrats, which of the following would you rather see?**

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The coalition end now, and the Conservatives continue as a minority government until the election             | <b>19</b> | 24 | 18 | 11 | 33 | 26 | 15 | 13 | 24 | 15 | 8  | 18 | 19 | 25 | 19 | 19 | 20 | 21 | 21 | 16 | 15 |
| The coalition end early next year, and the Conservatives continue as a minority government until the election | <b>10</b> | 13 | 11 | 16 | 7  | 12 | 9  | 7  | 12 | 7  | 9  | 9  | 9  | 10 | 9  | 10 | 9  | 10 | 9  | 8  | 12 |
| The coalition continue right up until the general election  | <b>54</b> | 55 | 56 | 68 | 49 | 54 | 57 | 66 | 52 | 56 | 52 | 50 | 57 | 56 | 58 | 49 | 51 | 54 | 51 | 57 | 57 |
| Don't know  | <b>17</b> | 8  | 16 | 4  | 11 | 9  | 19 | 13 | 12 | 22 | 30 | 22 | 15 | 10 | 14 | 22 | 21 | 14 | 19 | 18 | 17 |

Sample Size: 2022 GB Adults  
Fieldwork: 6th - 7th November 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 |   |
| <b>Weighted Sample</b>   | <b>2022</b>    | 526 | 528 | 105     | 258       | 588 | 483 | 403     | 981  | 1041   | 241   | 512   | 692   | 578          | 1153 | 869    | 259    | 657           | 433              | 497   | 176      |   |
| <b>Unweighted Sample</b> | <b>2022</b>    | 489 | 542 | 104     | 273       | 563 | 497 | 422     | 1009 | 1013   | 207   | 395   | 827   | 593          | 1370 | 652    | 243    | 633           | 462              | 444   | 240      |   |
|                          | %              | %   | %   | %       | %         | %   | %   | %       | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        | % |

Before 2010 the Prime Minister was in practice able to choose the date of the next general election, up to a maximum of five years after the last election. In 2010 the law was changed to fix the date of the general election at once every five years.

In principle, do you think this was a good or bad idea?

- A good idea - there should be a fixed timetable for general elections
- A bad idea - the Prime Minister should be able to choose the date of the general election
- Don't know

|           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| <b>66</b> | 74 | 66 | 80 | 68 | 72 | 65 | 71 | 66 | 66 | 59 | 66 | 69 | 65 | 69 | 63 | 67 | 67 | 64 | 67 | 66 |
| <b>20</b> | 18 | 25 | 13 | 25 | 20 | 24 | 20 | 24 | 16 | 15 | 16 | 18 | 27 | 20 | 20 | 18 | 20 | 22 | 20 | 20 |
| <b>14</b> | 8  | 9  | 7  | 7  | 8  | 11 | 9  | 10 | 18 | 26 | 18 | 12 | 7  | 11 | 17 | 15 | 13 | 14 | 14 | 14 |

Sample Size: 2022 GB Adults  
Fieldwork: 6th - 7th November 2014

|                          | Westminster VI |            |            |            |            | 2010 Vote  |            |            | Gender      |             | Age        |            |            |            | Social Grade |            | Region        |                  |            |            |            | Children (including adult children)? |            |
|--------------------------|----------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|------------|------------|------------|------------|--------------|------------|---------------|------------------|------------|------------|------------|--------------------------------------|------------|
|                          | 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   | Yes        | No                                   |            |
| <b>Weighted Sample</b>   | <b>2022</b>    | <b>526</b> | <b>528</b> | <b>105</b> | <b>258</b> | <b>588</b> | <b>483</b> | <b>403</b> | <b>981</b>  | <b>1041</b> | <b>241</b> | <b>512</b> | <b>692</b> | <b>578</b> | <b>1153</b>  | <b>869</b> | <b>259</b>    | <b>657</b>       | <b>433</b> | <b>497</b> | <b>176</b> | <b>1202</b>                          | <b>787</b> |
| <b>Unweighted Sample</b> | <b>2022</b>    | <b>489</b> | <b>542</b> | <b>104</b> | <b>273</b> | <b>563</b> | <b>497</b> | <b>422</b> | <b>1009</b> | <b>1013</b> | <b>207</b> | <b>395</b> | <b>827</b> | <b>593</b> | <b>1370</b>  | <b>652</b> | <b>243</b>    | <b>633</b>       | <b>462</b> | <b>444</b> | <b>240</b> | <b>1243</b>                          | <b>751</b> |
|                          | %              | %          | %          | %          | %          | %          | %          | %          | %           | %           | %          | %          | %          | %          | %            | %          | %             | %                | %          | %          | %          | %                                    | %          |

Which of the following, if any, do you find most concerning in television and film?

|                                      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Racism                               | 17 | 16 | 26 | 19 | 7  | 12 | 24 | 21 | 17 | 17 | 17 | 17 | 18 | 17 | 19 | 14 | 22 | 17 | 17 | 15 | 17 | 18 | 17 |
| Sexual content                       | 14 | 14 | 14 | 15 | 13 | 14 | 16 | 12 | 8  | 19 | 10 | 12 | 13 | 17 | 13 | 14 | 14 | 12 | 13 | 15 | 16 | 17 | 9  |
| Swearing                             | 14 | 17 | 12 | 14 | 20 | 20 | 11 | 11 | 12 | 15 | 4  | 7  | 12 | 26 | 13 | 15 | 9  | 14 | 17 | 16 | 6  | 17 | 9  |
| Homophobic (anti-gay) content        | 11 | 9  | 12 | 18 | 6  | 8  | 11 | 16 | 10 | 12 | 24 | 15 | 9  | 5  | 12 | 10 | 11 | 10 | 11 | 13 | 12 | 8  | 17 |
| Blasphemous (anti-religious) content | 7  | 9  | 4  | 8  | 7  | 10 | 5  | 7  | 7  | 7  | 7  | 4  | 6  | 10 | 7  | 7  | 5  | 7  | 7  | 8  | 7  | 8  | 6  |
| None of these                        | 29 | 31 | 27 | 20 | 41 | 31 | 26 | 26 | 38 | 21 | 27 | 36 | 34 | 19 | 29 | 30 | 33 | 31 | 28 | 27 | 30 | 26 | 34 |
| Don't know                           | 8  | 5  | 5  | 7  | 7  | 5  | 7  | 7  | 7  | 8  | 12 | 8  | 8  | 5  | 7  | 9  | 7  | 8  | 8  | 7  | 11 | 7  | 7  |

Thinking about the amount of sexual content in the following types of media, do you think there should be tighter restrictions, restrictions are too tight, or is the balance about right?

**Television**

|                                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should be tighter restrictions | 31 | 35 | 30 | 26 | 32 | 35 | 33 | 30 | 22 | 40 | 20 | 25 | 27 | 47 | 30 | 33 | 30 | 31 | 31 | 35 | 28 | 38 | 22 |
| Restrictions are too tight     | 9  | 10 | 8  | 12 | 14 | 8  | 6  | 8  | 15 | 4  | 14 | 13 | 9  | 4  | 9  | 10 | 9  | 9  | 8  | 9  | 14 | 6  | 14 |
| Current balance is about right | 53 | 51 | 58 | 58 | 50 | 54 | 56 | 58 | 57 | 50 | 54 | 53 | 60 | 46 | 55 | 51 | 54 | 55 | 54 | 51 | 51 | 51 | 59 |
| Don't know                     | 6  | 3  | 3  | 5  | 4  | 4  | 5  | 4  | 6  | 6  | 12 | 10 | 3  | 3  | 5  | 7  | 7  | 4  | 6  | 6  | 7  | 4  | 6  |

**Films**

|                                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should be tighter restrictions | 22 | 24 | 21 | 19 | 25 | 26 | 25 | 21 | 14 | 30 | 13 | 13 | 19 | 37 | 21 | 23 | 21 | 21 | 22 | 27 | 18 | 27 | 15 |
| Restrictions are too tight     | 11 | 11 | 9  | 11 | 15 | 10 | 6  | 8  | 18 | 4  | 17 | 14 | 11 | 5  | 11 | 11 | 11 | 10 | 11 | 9  | 19 | 8  | 15 |
| Current balance is about right | 60 | 57 | 68 | 65 | 57 | 58 | 64 | 63 | 61 | 58 | 59 | 63 | 66 | 49 | 62 | 57 | 62 | 62 | 59 | 56 | 55 | 58 | 64 |
| Don't know                     | 7  | 8  | 3  | 5  | 3  | 6  | 5  | 7  | 7  | 8  | 11 | 9  | 4  | 8  | 6  | 9  | 6  | 7  | 8  | 8  | 8  | 6  | 7  |

**Pop music videos**

|                                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should be tighter restrictions | 60 | 64 | 59 | 52 | 63 | 65 | 62 | 61 | 49 | 71 | 51 | 55 | 60 | 68 | 60 | 60 | 57 | 61 | 57 | 65 | 54 | 66 | 52 |
| Restrictions are too tight     | 5  | 4  | 6  | 5  | 5  | 3  | 4  | 3  | 8  | 2  | 8  | 8  | 4  | 2  | 6  | 4  | 5  | 5  | 5  | 4  | 10 | 3  | 8  |
| Current balance is about right | 26 | 25 | 28 | 29 | 27 | 24 | 26 | 25 | 34 | 18 | 30 | 28 | 30 | 18 | 25 | 27 | 29 | 26 | 27 | 23 | 27 | 23 | 31 |
| Don't know                     | 9  | 7  | 7  | 15 | 5  | 8  | 8  | 11 | 9  | 9  | 11 | 9  | 6  | 12 | 9  | 9  | 9  | 8  | 10 | 8  | 10 | 8  | 8  |

**Computer games**

|                                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should be tighter restrictions | 50 | 54 | 53 | 37 | 53 | 54 | 55 | 51 | 38 | 62 | 24 | 41 | 54 | 65 | 50 | 50 | 52 | 50 | 48 | 53 | 45 | 61 | 35 |
| Restrictions are too tight     | 6  | 6  | 5  | 9  | 8  | 5  | 4  | 3  | 10 | 2  | 16 | 10 | 4  | 1  | 6  | 6  | 6  | 5  | 5  | 6  | 11 | 3  | 11 |
| Current balance is about right | 26 | 26 | 27 | 27 | 25 | 25 | 25 | 25 | 36 | 17 | 45 | 34 | 26 | 12 | 26 | 26 | 26 | 27 | 29 | 23 | 27 | 19 | 37 |
| Don't know                     | 18 | 14 | 14 | 26 | 14 | 16 | 16 | 21 | 16 | 19 | 15 | 15 | 16 | 22 | 18 | 17 | 16 | 18 | 19 | 17 | 17 | 17 | 17 |

Sample Size: 2022 GB Adults  
Fieldwork: 6th - 7th November 2014

|                             | Westminster VI |     |         |      |     | 2010 Vote |         |      | Gender |       | Age   |       |     |      | Social Grade |        | Region        |                  |       |          |      | Children (including adult children)? |  |
|-----------------------------|----------------|-----|---------|------|-----|-----------|---------|------|--------|-------|-------|-------|-----|------|--------------|--------|---------------|------------------|-------|----------|------|--------------------------------------|--|
| 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 | Yes  | No                                   |  |
| <b>Weighted Sample 2022</b> | 526            | 528 | 105     | 258  | 588 | 483       | 403     | 981  | 1041   | 241   | 512   | 692   | 578 | 1153 | 869          | 259    | 657           | 433              | 497   | 176      | 1202 | 787                                  |  |
| Unweighted Sample 2022      | 489            | 542 | 104     | 273  | 563 | 497       | 422     | 1009 | 1013   | 207   | 395   | 827   | 593 | 1370 | 652          | 243    | 633           | 462              | 444   | 240      | 1243 | 751                                  |  |
|                             | %              | %   | %       | %    | %   | %         | %       | %    | %      | %     | %     | %     | %   | %    | %            | %      | %             | %                | %     | %        | %    | %                                    |  |

What age do you think it is most appropriate for young people to have sex for the first time?

|            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Under 13   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| 13         | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 1  |
| 14         | 1  | 1  | 3  | 4  | 2  | 0  | 3  | 2  | 1  | 2  | 1  | 1  | 2  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 1  | 2  |
| 15         | 6  | 5  | 5  | 7  | 4  | 5  | 7  | 8  | 4  | 9  | 9  | 5  | 3  | 5  | 6  | 7  | 6  | 6  | 5  | 5  | 5  | 7  |
| 16         | 36 | 36 | 39 | 40 | 35 | 36 | 37 | 41 | 31 | 31 | 39 | 40 | 31 | 36 | 37 | 35 | 36 | 40 | 32 | 39 | 35 | 40 |
| 17         | 13 | 18 | 13 | 7  | 10 | 16 | 13 | 10 | 8  | 17 | 14 | 13 | 12 | 13 | 13 | 19 | 12 | 13 | 14 | 7  | 14 | 12 |
| 18         | 28 | 29 | 29 | 26 | 32 | 30 | 31 | 27 | 23 | 33 | 24 | 23 | 29 | 28 | 28 | 22 | 30 | 26 | 30 | 28 | 31 | 24 |
| 19         | 1  | 1  | 1  | 2  | 0  | 1  | 1  | 2  | 1  | 2  | 1  | 1  | 2  | 1  | 2  | 1  | 1  | 1  | 1  | 3  | 1  | 2  |
| 20         | 1  | 0  | 1  | 2  | 0  | 1  | 1  | 2  | 1  | 2  | 1  | 1  | 2  | 1  | 1  | 1  | 1  | 1  | 2  | 3  | 1  | 1  |
| 21         | 2  | 1  | 2  | 2  | 1  | 2  | 2  | 2  | 2  | 1  | 1  | 2  | 2  | 2  | 1  | 1  | 2  | 2  | 1  | 2  | 2  | 1  |
| 22 to 24   | 1  | 1  | 1  | 0  | 0  | 1  | 1  | 0  | 1  | 1  | 3  | 1  | 0  | 1  | 1  | 1  | 0  | 0  | 1  | 3  | 1  | 1  |
| 25 or over | 1  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 1  | 2  | 0  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 0  | 1  |
| Don't know | 10 | 7  | 7  | 13 | 8  | 8  | 8  | 10 | 12 | 8  | 14 | 9  | 11 | 10 | 9  | 11 | 9  | 9  | 11 | 7  | 8  | 10 |

At what age did you have sex for the first time?

|                      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Under 13             | 1  | 1  | 1  | 0  | 1  | 0  | 1  | 0  | 1  | 0  | 2  | 0  | 1  | 0  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  |
| 13                   | 2  | 1  | 2  | 2  | 4  | 1  | 2  | 3  | 2  | 2  | 2  | 3  | 1  | 2  | 2  | 2  | 2  | 1  | 2  | 1  | 2  | 2  |
| 14                   | 4  | 3  | 2  | 2  | 8  | 4  | 2  | 3  | 3  | 4  | 3  | 6  | 3  | 2  | 3  | 4  | 4  | 4  | 3  | 2  | 4  | 3  |
| 15                   | 8  | 6  | 8  | 8  | 10 | 5  | 7  | 6  | 7  | 10 | 13 | 10 | 10 | 3  | 6  | 11 | 6  | 10 | 7  | 8  | 10 | 8  |
| 16                   | 13 | 11 | 15 | 6  | 10 | 13 | 14 | 12 | 10 | 16 | 11 | 14 | 16 | 10 | 12 | 14 | 14 | 11 | 14 | 14 | 15 | 12 |
| 17                   | 14 | 18 | 15 | 14 | 13 | 14 | 14 | 15 | 13 | 15 | 13 | 13 | 16 | 12 | 15 | 12 | 14 | 13 | 14 | 14 | 13 | 13 |
| 18                   | 13 | 13 | 12 | 21 | 13 | 14 | 13 | 16 | 13 | 13 | 9  | 12 | 12 | 17 | 13 | 13 | 11 | 15 | 12 | 12 | 13 | 11 |
| 19                   | 8  | 8  | 8  | 8  | 7  | 8  | 8  | 9  | 8  | 8  | 4  | 10 | 6  | 9  | 7  | 8  | 5  | 8  | 8  | 8  | 7  | 9  |
| 20                   | 6  | 6  | 8  | 6  | 3  | 6  | 9  | 6  | 6  | 6  | 5  | 4  | 5  | 9  | 6  | 5  | 7  | 5  | 7  | 6  | 5  | 6  |
| 21                   | 5  | 5  | 5  | 4  | 4  | 5  | 4  | 6  | 5  | 4  | 4  | 4  | 6  | 5  | 4  | 3  | 5  | 5  | 5  | 4  | 5  | 5  |
| 22 to 24             | 6  | 8  | 6  | 6  | 5  | 8  | 6  | 8  | 7  | 5  | 1  | 7  | 5  | 10 | 6  | 6  | 4  | 6  | 6  | 6  | 11 | 7  |
| 25 or over           | 3  | 5  | 3  | 6  | 1  | 3  | 4  | 3  | 4  | 2  | 0  | 2  | 4  | 4  | 4  | 2  | 7  | 3  | 2  | 3  | 1  | 3  |
| Have never had sex   | 3  | 3  | 2  | 3  | 3  | 2  | 0  | 1  | 4  | 2  | 17 | 2  | 0  | 0  | 4  | 1  | 7  | 3  | 1  | 2  | 1  | 0  |
| Can't remember       | 5  | 6  | 4  | 2  | 10 | 6  | 4  | 5  | 6  | 4  | 2  | 3  | 5  | 9  | 5  | 6  | 5  | 5  | 7  | 5  | 3  | 6  |
| Would rather not say | 10 | 7  | 10 | 11 | 11 | 9  | 13 | 9  | 11 | 10 | 15 | 10 | 11 | 8  | 11 | 10 | 10 | 9  | 11 | 11 | 13 | 7  |

Sample Size: 2022 GB Adults  
Fieldwork: 6th - 7th November 2014

|                             | Westminster VI |     |         |      |     | 2010 Vote |         |      | Gender |       | Age   |       |     |      | Social Grade |        | Region        |                  |       |          |      | Children (including adult children)? |  |
|-----------------------------|----------------|-----|---------|------|-----|-----------|---------|------|--------|-------|-------|-------|-----|------|--------------|--------|---------------|------------------|-------|----------|------|--------------------------------------|--|
| 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 | Yes  | No                                   |  |
| <b>Weighted Sample</b> 2022 | 526            | 528 | 105     | 258  | 588 | 483       | 403     | 981  | 1041   | 241   | 512   | 692   | 578 | 1153 | 869          | 259    | 657           | 433              | 497   | 176      | 1202 | 787                                  |  |
| Unweighted Sample 2022      | 489            | 542 | 104     | 273  | 563 | 497       | 422     | 1009 | 1013   | 207   | 395   | 827   | 593 | 1370 | 652          | 243    | 633           | 462              | 444   | 240      | 1243 | 751                                  |  |
|                             | %              | %   | %       | %    | %   | %         | %       | %    | %      | %     | %     | %     | %   | %    | %            | %      | %             | %                | %     | %        | %    | %                                    |  |

Regardless of what age you think is appropriate, in reality when do you think it is normal for young people today to have sex for the first time?

|            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Under 13   | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 1  |
| 13         | 4  | 5  | 3  | 1  | 7  | 4  | 5  | 2  | 4  | 5  | 6  | 4  | 4  | 5  | 4  | 5  | 4  | 3  | 7  | 4  | 5  | 4  | 5  |
| 14         | 16 | 14 | 17 | 10 | 14 | 15 | 14 | 17 | 15 | 17 | 12 | 16 | 16 | 18 | 15 | 17 | 15 | 14 | 17 | 17 | 18 | 16 | 16 |
| 15         | 26 | 27 | 23 | 31 | 28 | 28 | 23 | 26 | 26 | 26 | 27 | 31 | 25 | 21 | 26 | 25 | 21 | 30 | 22 | 26 | 28 | 25 | 27 |
| 16         | 27 | 31 | 29 | 29 | 28 | 29 | 26 | 29 | 27 | 27 | 27 | 23 | 29 | 28 | 28 | 25 | 27 | 26 | 30 | 27 | 22 | 29 | 25 |
| 17         | 8  | 7  | 8  | 15 | 7  | 7  | 9  | 8  | 8  | 8  | 7  | 7  | 9  | 7  | 8  | 8  | 8  | 9  | 5  | 8  | 9  | 8  | 8  |
| 18         | 7  | 8  | 8  | 3  | 7  | 7  | 8  | 5  | 8  | 7  | 7  | 7  | 8  | 8  | 7  | 8  | 11 | 7  | 7  | 6  | 7  | 7  | 7  |
| 19         | 1  | 1  | 1  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 1  | 1  | 0  | 0  | 0  | 1  | 1  | 0  | 0  | 1  | 1  | 1  | 0  |
| 20         | 1  | 1  | 0  | 1  | 0  | 1  | 0  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 0  | 2  | 0  | 0  | 0  | 0  | 1  | 1  | 1  |
| 21         | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  |
| 22 to 24   | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 1  |
| 25 or over | 0  | 1  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  |
| Don't know | 9  | 6  | 10 | 7  | 6  | 7  | 10 | 9  | 11 | 7  | 10 | 8  | 8  | 11 | 9  | 10 | 11 | 8  | 9  | 9  | 7  | 8  | 9  |

Do you think teenagers today are more or less sexually active than they were in the 1960s and 1970s?

|                          |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Are more sexually active | 62 | 66 | 56 | 53 | 69 | 69 | 56 | 59 | 57 | 66 | 60 | 57 | 60 | 68 | 61 | 62 | 63 | 60 | 63 | 64 | 57 | 64 | 60 |
| Are less sexually active | 3  | 3  | 3  | 3  | 2  | 2  | 4  | 3  | 3  | 3  | 3  | 4  | 3  | 2  | 3  | 3  | 4  | 4  | 2  | 2  | 4  | 3  | 3  |
| No real difference       | 27 | 24 | 34 | 39 | 24 | 24 | 31 | 31 | 30 | 24 | 24 | 29 | 28 | 25 | 28 | 26 | 25 | 27 | 27 | 27 | 28 | 28 | 27 |
| Don't know               | 8  | 6  | 7  | 5  | 5  | 5  | 9  | 7  | 10 | 7  | 13 | 11 | 8  | 5  | 8  | 9  | 8  | 9  | 7  | 7  | 11 | 6  | 11 |

Do you think teenagers today are more or less sexually active than they were in the 1980s and 1990s?

|                          |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Are more sexually active | 52 | 56 | 46 | 43 | 61 | 58 | 46 | 48 | 47 | 57 | 54 | 51 | 51 | 53 | 51 | 52 | 54 | 49 | 53 | 54 | 49 | 53 | 51 |
| Are less sexually active | 4  | 4  | 3  | 6  | 3  | 4  | 3  | 4  | 4  | 3  | 2  | 3  | 5  | 3  | 4  | 3  | 2  | 5  | 3  | 4  | 2  | 4  | 2  |
| No real difference       | 35 | 32 | 41 | 42 | 31 | 32 | 40 | 39 | 38 | 31 | 29 | 35 | 35 | 36 | 35 | 34 | 35 | 35 | 35 | 34 | 35 | 35 | 35 |
| Don't know               | 10 | 8  | 10 | 10 | 5  | 6  | 11 | 10 | 11 | 9  | 15 | 11 | 9  | 9  | 10 | 11 | 10 | 11 | 9  | 8  | 14 | 8  | 12 |

Sample Size: 2022 GB Adults  
Fieldwork: 6th - 7th November 2014

|                          | Westminster VI |     |     |         |      | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social Grade |      | Region |               |                  |       |          | Children (including adult children)? |     |
|--------------------------|----------------|-----|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|--------------------------------------|-----|
|                          | 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 | Yes                                  | No  |
| <b>Weighted Sample</b>   | <b>2022</b>    | 526 | 528 | 105     | 258  | 588       | 483 | 403     | 981    | 1041   | 241   | 512   | 692   | 578 | 1153         | 869  | 259    | 657           | 433              | 497   | 176      | 1202                                 | 787 |
| <b>Unweighted Sample</b> | <b>2022</b>    | 489 | 542 | 104     | 273  | 563       | 497 | 422     | 1009   | 1013   | 207   | 395   | 827   | 593 | 1370         | 652  | 243    | 633           | 462              | 444   | 240      | 1243                                 | 751 |
|                          |                | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %                                    | %   |

If you have any sons, or if you did have a son, at what age would you let him have sex with their partner in your home?

|            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Under 13   | 0  | 0  | 0  | 2  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| 13         | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 1  |
| 14         | 1  | 0  | 1  | 1  | 1  | 0  | 0  | 1  | 1  | 0  | 1  | 1  | 1  | 0  | 1  | 0  | 1  | 1  | 0  | 0  | 0  | 0  | 1  |
| 15         | 3  | 3  | 2  | 3  | 2  | 2  | 2  | 3  | 4  | 1  | 5  | 5  | 2  | 0  | 2  | 3  | 2  | 3  | 3  | 2  | 2  | 1  | 5  |
| 16         | 14 | 13 | 15 | 20 | 15 | 11 | 14 | 16 | 18 | 11 | 20 | 22 | 13 | 7  | 14 | 14 | 15 | 16 | 16 | 11 | 16 | 11 | 21 |
| 17         | 5  | 4  | 6  | 3  | 6  | 4  | 6  | 6  | 2  | 8  | 8  | 6  | 6  | 3  | 5  | 6  | 8  | 6  | 5  | 4  | 4  | 6  | 5  |
| 18         | 26 | 33 | 25 | 28 | 25 | 28 | 26 | 27 | 26 | 26 | 17 | 24 | 27 | 29 | 28 | 23 | 27 | 25 | 26 | 28 | 21 | 30 | 21 |
| 19         | 1  | 1  | 2  | 3  | 1  | 1  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 3  | 1  | 1  | 1  | 1  | 1  | 1  |
| 20         | 4  | 4  | 4  | 2  | 3  | 4  | 3  | 3  | 3  | 5  | 2  | 3  | 4  | 6  | 5  | 3  | 2  | 4  | 3  | 4  | 7  | 4  | 2  |
| 21         | 4  | 4  | 4  | 4  | 5  | 5  | 5  | 4  | 4  | 5  | 1  | 3  | 4  | 8  | 5  | 4  | 3  | 3  | 6  | 7  | 5  | 6  | 3  |
| 22 to 24   | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 2  | 1  | 3  | 2  | 1  | 2  | 3  | 2  | 2  | 0  | 3  | 2  | 2  | 2  | 2  | 1  |
| 25 or over | 2  | 4  | 2  | 4  | 2  | 3  | 3  | 2  | 2  | 3  | 2  | 2  | 2  | 3  | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 2  |
| Never      | 13 | 11 | 12 | 10 | 19 | 16 | 13 | 9  | 11 | 15 | 12 | 8  | 12 | 18 | 11 | 15 | 9  | 15 | 11 | 15 | 10 | 14 | 11 |
| Don't know | 24 | 21 | 25 | 18 | 18 | 22 | 24 | 27 | 26 | 23 | 26 | 24 | 26 | 23 | 23 | 26 | 28 | 22 | 26 | 22 | 30 | 21 | 27 |

If you have any daughters, or if you did have a daughter, at what age would you let her have sex with their partner in your home?

|            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Under 13   | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| 13         | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| 14         | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  |
| 15         | 2  | 2  | 2  | 1  | 2  | 1  | 1  | 2  | 4  | 1  | 5  | 3  | 2  | 0  | 2  | 3  | 1  | 3  | 3  | 1  | 2  | 1  | 4  |
| 16         | 13 | 11 | 15 | 20 | 10 | 11 | 12 | 16 | 15 | 11 | 16 | 22 | 11 | 6  | 13 | 13 | 14 | 13 | 13 | 11 | 14 | 9  | 19 |
| 17         | 5  | 4  | 6  | 3  | 4  | 4  | 5  | 6  | 3  | 7  | 9  | 6  | 5  | 3  | 5  | 5  | 9  | 5  | 5  | 4  | 2  | 5  | 5  |
| 18         | 24 | 28 | 22 | 28 | 26 | 25 | 22 | 25 | 23 | 25 | 16 | 21 | 26 | 28 | 26 | 22 | 20 | 25 | 25 | 26 | 22 | 28 | 19 |
| 19         | 1  | 2  | 2  | 2  | 1  | 2  | 3  | 1  | 1  | 2  | 0  | 1  | 1  | 3  | 1  | 2  | 5  | 2  | 0  | 1  | 0  | 2  | 1  |
| 20         | 4  | 5  | 3  | 3  | 2  | 4  | 3  | 3  | 2  | 5  | 3  | 2  | 4  | 6  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 3  |
| 21         | 5  | 6  | 5  | 5  | 5  | 7  | 6  | 5  | 5  | 5  | 1  | 5  | 5  | 7  | 6  | 4  | 5  | 4  | 7  | 6  | 5  | 6  | 5  |
| 22 to 24   | 2  | 3  | 3  | 2  | 3  | 4  | 2  | 2  | 2  | 3  | 1  | 2  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 2  | 3  | 3  | 2  |
| 25 or over | 3  | 5  | 3  | 5  | 2  | 3  | 4  | 2  | 2  | 4  | 3  | 3  | 2  | 4  | 3  | 3  | 3  | 4  | 2  | 3  | 2  | 4  | 2  |
| Never      | 17 | 15 | 16 | 14 | 23 | 19 | 18 | 12 | 18 | 16 | 21 | 13 | 16 | 20 | 15 | 20 | 14 | 17 | 14 | 21 | 16 | 18 | 15 |
| Don't know | 23 | 20 | 23 | 16 | 20 | 21 | 23 | 26 | 25 | 21 | 25 | 23 | 25 | 20 | 22 | 24 | 25 | 20 | 25 | 22 | 29 | 20 | 25 |

Sample Size: 2022 GB Adults  
Fieldwork: 6th - 7th November 2014

|                          | Westminster VI |     |         |      |     | 2010 Vote |         |      | Gender |       | Age   |       |     |      | Social Grade |        | Region        |                  |       |          |     | Children (including adult children)? |     |
|--------------------------|----------------|-----|---------|------|-----|-----------|---------|------|--------|-------|-------|-------|-----|------|--------------|--------|---------------|------------------|-------|----------|-----|--------------------------------------|-----|
|                          | 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 | Yes | No                                   |     |
| <b>Weighted Sample</b>   | <b>2022</b>    | 526 | 528     | 105  | 258 | 588       | 483     | 403  | 981    | 1041  | 241   | 512   | 692 | 578  | 1153         | 869    | 259           | 657              | 433   | 497      | 176 | 1202                                 | 787 |
| <b>Unweighted Sample</b> | 2022           | 489 | 542     | 104  | 273 | 563       | 497     | 422  | 1009   | 1013  | 207   | 395   | 827 | 593  | 1370         | 652    | 243           | 633              | 462   | 444      | 240 | 1243                                 | 751 |
|                          | %              | %   | %       | %    | %   | %         | %       | %    | %      | %     | %     | %     | %   | %    | %            | %      | %             | %                | %     | %        | %   | %                                    | %   |

**Do you think it is or is not acceptable for people to have sex before they get married?**

|                   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Is acceptable     | <b>89</b> | 91 | 91 | 92 | 90 | 89 | 92 | 91 | 88 | 90 | 84 | 88 | 93 | 87 | 90 | 88 | 91 | 89 | 88 | 89 | 88 | 90 | 90 |
| Is not acceptable | <b>7</b>  | 6  | 7  | 6  | 5  | 8  | 5  | 5  | 7  | 6  | 10 | 7  | 3  | 9  | 6  | 7  | 6  | 7  | 7  | 5  | 9  | 7  | 6  |
| Don't know        | <b>4</b>  | 3  | 2  | 2  | 5  | 3  | 3  | 4  | 5  | 4  | 6  | 5  | 4  | 4  | 4  | 5  | 3  | 4  | 5  | 6  | 3  | 3  | 4  |

**Do you have any children, including adult children?**

|              |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |     |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|
| Yes, I do    | <b>59</b> | 58 | 58 | 64 | 74 | 66 | 66 | 59 | 55 | 64 | 6  | 43 | 66 | 88 | 57 | 62 | 42 | 63 | 64 | 62 | 55 | 100 | 0   |
| No, I do not | <b>39</b> | 40 | 40 | 36 | 25 | 33 | 33 | 40 | 43 | 35 | 91 | 54 | 33 | 12 | 41 | 36 | 57 | 36 | 35 | 36 | 43 | 0   | 100 |
| Don't know   | <b>2</b>  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 2  | 1  | 3  | 4  | 1  | 0  | 1  | 2  | 1  | 1  | 1  | 2  | 2  | 0   | 0   |

[The following questions were only asked to respondents who have children, including adult children; n=1243]

**At what age did you or your partner first explain the "facts of life" to your children?**

|  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|
| 8 or younger   | <b>11</b> | 7  | 12 | 16 | 6  | 7  | 14 | 14 | 7  | 13 | 0  | 12 | 11 | 9  | 12 | 8  | 13 | 12 | 8  | 9  | 11 | 11 | 0 |
| 9 or 10  | <b>14</b> | 13 | 14 | 15 | 16 | 16 | 13 | 17 | 10 | 18 | 0  | 6  | 17 | 15 | 14 | 15 | 10 | 14 | 15 | 15 | 15 | 14 | 0 |
| 11 or 12   | <b>16</b> | 19 | 14 | 17 | 18 | 18 | 13 | 15 | 10 | 21 | 12 | 2  | 20 | 19 | 14 | 19 | 14 | 17 | 14 | 17 | 16 | 16 | 0 |
| 13 or 14   | <b>9</b>  | 11 | 9  | 5  | 12 | 12 | 7  | 9  | 13 | 7  | 0  | 4  | 10 | 12 | 9  | 9  | 7  | 9  | 10 | 9  | 10 | 9  | 0 |
| 15 or 16   | <b>3</b>  | 3  | 3  | 0  | 4  | 3  | 3  | 1  | 3  | 2  | 0  | 1  | 3  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 4  | 3  | 0 |
| 17 or 18   | <b>0</b>  | 1  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0 |
| Older than 18  | <b>1</b>  | 1  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 0  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 0  | 0  | 1  | 0 |
| None of these - we never told my children about the facts of the life, they picked it up elsewhere | <b>13</b> | 12 | 13 | 11 | 14 | 12 | 13 | 10 | 17 | 9  | 10 | 3  | 13 | 16 | 12 | 13 | 12 | 9  | 16 | 16 | 9  | 13 | 0 |
| None of these - my children are still too young for me to explain the facts of life                | <b>18</b> | 16 | 16 | 20 | 14 | 16 | 19 | 15 | 18 | 18 | 79 | 68 | 11 | 0  | 19 | 17 | 22 | 18 | 14 | 18 | 21 | 18 | 0 |
| Can't remember   | <b>16</b> | 18 | 17 | 16 | 16 | 15 | 18 | 18 | 20 | 13 | 0  | 4  | 14 | 24 | 17 | 15 | 16 | 18 | 18 | 13 | 14 | 16 | 0 |

Sample Size: 2022 GB Adults  
Fieldwork: 6th - 7th November 2014

|                          | Westminster VI |     |         |      |     | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social Grade |      | Region |               |                  |       |          | Children (including adult children)? |     |   |
|--------------------------|----------------|-----|---------|------|-----|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|--------------------------------------|-----|---|
|                          | 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 | Yes                                  | No  |   |
| <b>Weighted Sample</b>   | <b>2022</b>    | 526 | 528     | 105  | 258 | 588       | 483 | 403     | 981    | 1041   | 241   | 512   | 692   | 578 | 1153         | 869  | 259    | 657           | 433              | 497   | 176      | 1202                                 | 787 |   |
| <b>Unweighted Sample</b> | 2022           | 489 | 542     | 104  | 273 | 563       | 497 | 422     | 1009   | 1013   | 207   | 395   | 827   | 593 | 1370         | 652  | 243    | 633           | 462              | 444   | 240      | 1243                                 | 751 |   |
|                          | %              | %   | %       | %    | %   | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %                                    | %   | % |

**How comfortable or uncomfortable are you discussing sexual issues with your children?**

|   |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |          |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|
| Very comfortable  | <b>20</b> | 14        | 27        | 16        | 21        | 17        | 22        | 18        | 15        | 23        | 14        | 13        | 22        | 20        | 18        | 22        | 22        | 18        | 19        | 22        | 18        | 20        | 0        |
| Fairly comfortable  | <b>48</b> | 52        | 43        | 53        | 50        | 50        | 47        | 50        | 46        | 49        | 31        | 30        | 50        | 54        | 49        | 46        | 47        | 50        | 49        | 42        | 53        | 48        | 0        |
| <b>TOTAL COMFORTABLE</b>  | <b>68</b> | <b>66</b> | <b>70</b> | <b>69</b> | <b>71</b> | <b>67</b> | <b>69</b> | <b>68</b> | <b>61</b> | <b>72</b> | <b>45</b> | <b>43</b> | <b>72</b> | <b>74</b> | <b>67</b> | <b>68</b> | <b>69</b> | <b>68</b> | <b>68</b> | <b>64</b> | <b>71</b> | <b>68</b> | <b>0</b> |
| Fairly uncomfortable  | <b>17</b> | 17        | 17        | 20        | 16        | 19        | 16        | 17        | 19        | 14        | 12        | 15        | 16        | 18        | 17        | 16        | 12        | 16        | 18        | 18        | 15        | 17        | 0        |
| Very uncomfortable  | <b>5</b>  | 6         | 4         | 3         | 6         | 5         | 5         | 3         | 7         | 3         | 10        | 5         | 4         | 5         | 5         | 5         | 10        | 3         | 4         | 6         | 3         | 5         | 0        |
| <b>TOTAL UNCOMFORTABLE</b>  | <b>22</b> | <b>23</b> | <b>21</b> | <b>23</b> | <b>22</b> | <b>24</b> | <b>21</b> | <b>20</b> | <b>26</b> | <b>17</b> | <b>22</b> | <b>20</b> | <b>20</b> | <b>23</b> | <b>22</b> | <b>21</b> | <b>22</b> | <b>19</b> | <b>22</b> | <b>24</b> | <b>18</b> | <b>22</b> | <b>0</b> |
| Don't know  | <b>3</b>  | 4         | 3         | 2         | 3         | 3         | 3         | 3         | 5         | 2         | 0         | 4         | 3         | 3         | 3         | 3         | 3         | 4         | 3         | 1         | 5         | 3         | 0        |
| Not applicable - my children are too young to discuss sexual issues | <b>8</b>  | 8         | 7         | 5         | 4         | 7         | 8         | 9         | 8         | 9         | 35        | 34        | 4         | 0         | 8         | 8         | 7         | 10        | 6         | 10        | 6         | 8         | 0        |

**Do your children discuss with you whether they are having sexual relationships with boyfriends or girlfriends?**

[Excluding those whose children are too young for it to be an issue; n=944]

|                 |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
|-----------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|
| Yes, they do    | <b>28</b> | 23 | 30 | 34 | 25 | 24 | 29 | 29 | 18 | 36 | 0  | 36 | 36 | 21 | 26 | 29 | 42 | 29 | 27 | 23 | 24 | 28 | 0 |
| No, they do not | <b>68</b> | 70 | 68 | 63 | 74 | 70 | 68 | 67 | 78 | 60 | 65 | 52 | 60 | 74 | 70 | 65 | 56 | 67 | 67 | 74 | 71 | 68 | 0 |
| Don't know      | <b>4</b>  | 8  | 3  | 3  | 2  | 6  | 3  | 4  | 4  | 4  | 35 | 12 | 3  | 4  | 3  | 5  | 2  | 4  | 6  | 3  | 5  | 4  | 0 |



## 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. |
|---------------------------------------|----------------|--------------|
| <b>Age and Gender</b>                 |                |              |
| Male 18 to 24                         | 84             | 121          |
| Male 25 to 39                         | 176            | 255          |
| Male 40 to 59                         | 432            | 342          |
| Male 60 +                             | 317            | 263          |
| Female 18 to 24                       | 123            | 119          |
| Female 25 to 39                       | 219            | 257          |
| Female 40 to 59                       | 395            | 350          |
| Female 60 +                           | 276            | 315          |
| <b>Region</b>                         |                |              |
| North England                         | 444            | 497          |
| Midlands                              | 334            | 332          |
| East                                  | 166            | 194          |
| London                                | 243            | 259          |
| South England                         | 467            | 463          |
| Wales                                 | 128            | 101          |
| Scotland                              | 240            | 176          |
| <b>Social Grade</b>                   |                |              |
| AB                                    | 819            | 566          |
| C1                                    | 551            | 586          |
| C2                                    | 287            | 425          |
| DE                                    | 365            | 445          |
| <b>Newspaper Type</b>                 |                |              |
| Express / Mail                        | 395            | 287          |
| Sun / Star                            | 215            | 406          |
| Mirror / Record                       | 109            | 178          |
| Guardian / Independent                | 187            | 89           |
| FT / Times / Telegraph                | 168            | 162          |
| Other Paper                           | 304            | 233          |
| No Paper                              | 644            | 667          |
| <b>Political Party Identification</b> |                |              |
| Labour                                | 672            | 639          |
| Conservative                          | 512            | 562          |
| Liberal Democrat                      | 178            | 192          |
| SNP/Plaid Cymru                       | 69             | 38           |
| Others                                | 156            | 99           |
| None/ DK                              | 435            | 491          |

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](http://yougov.co.uk/publicopinion/methodology)

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