

YouGov / The Sunday Times Survey Results

Sample Size: 1946 GB Adults
Fieldwork: 13th - 14th March 2014

	Voting intention					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
Weighted Sample	1946	502	610	124	188	576	469	398	944	1002	232	492	666	557	1109	837	249	632	416	479	169
Unweighted Sample	1946	465	604	114	212	554	472	403	949	997	201	399	730	616	1283	663	292	637	359	415	243
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	78	5	11	33	33	32	33	28	39	39	24	36	43	33	24	19
Lab	40	0	100	0	0	4	88	41	40	41	36	43	46	33	37	45	39	28	45	52	42
Lib Dem	8	0	0	100	0	2	1	31	7	9	13	8	8	7	8	8	14	9	4	7	9
Other	19	0	0	0	100	15	6	17	20	17	19	16	19	21	16	23	11	20	18	17	30

Other Parties Voting Intention

UKIP	12	0	0	0	100	14	3	10	13	12	8	8	13	17	9	17	8	16	13	11	4
SNP / PCY	2	0	0	0	0	0	1	2	3	2	8	2	3	1	3	2	0	0	1	0	24
Green	2	0	0	0	0	1	1	4	2	3	3	3	2	2	2	2	2	2	2	2	1
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Respect	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	
Other	1	0	0	0	0	0	1	1	1	0	1	2	1	0	1	1	1	1	1	1	

Non Voters

Would Not Vote	9	0	0	0	0	2	2	6	7	10	20	11	7	4	6	12	8	10	7	9	5
Don't know	13	0	0	0	0	11	9	17	7	19	20	15	13	10	12	15	15	12	14	14	14

Mar
12-13

Mar
13-14

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

Approve	32	30	81	6	44	12	61	11	24	35	26	24	33	26	36	36	23	36	36	28	23	26
Disapprove	53	55	9	87	37	80	23	80	63	55	54	51	48	60	55	50	61	47	48	58	63	59
Don't know	15	15	10	6	20	8	16	9	13	10	20	25	19	14	9	14	17	17	17	13	14	15

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		1946	502	610	124	188	576	469	398	944	1002	232	492	666	557	1109	837	249	632	416	479	169	
Unweighted Sample		1946	465	604	114	212	554	472	403	949	997	201	399	730	616	1283	663	292	637	359	415	243	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Mar 6-7	Mar 13-14																					
g well or badly																							
	Very well	7	6	21	0	3	0	15	1	2	7	4	0	9	4	8	7	4	4	6	7	6	2
	Fairly well	35	33	71	10	50	24	61	14	26	33	33	32	32	32	37	38	27	42	39	28	26	31
	TOTAL WELL	42	39	92	10	53	24	76	15	28	40	37	32	41	36	45	45	31	46	45	35	32	33
	Fairly badly	29	30	6	40	29	48	16	36	39	28	32	40	30	30	27	29	31	30	28	31	32	32
	Very badly	23	23	1	47	11	27	6	43	25	27	20	12	18	29	25	20	27	16	19	26	29	31
	TOTAL BADLY	52	53	7	87	40	75	22	79	64	55	52	52	48	59	52	49	58	46	47	57	61	63
	Don't know	7	7	0	3	7	1	3	6	8	4	10	15	11	5	4	5	10	8	7	8	7	4
badly as																							
	Very well	3	3	0	8	0	0	1	5	3	3	2	0	3	3	3	2	3	4	2	3	3	2
	Fairly well	28	25	10	56	25	7	11	52	24	26	24	17	23	28	27	25	26	26	20	28	27	30
	TOTAL WELL	31	28	10	64	25	7	12	57	27	29	26	17	26	31	30	27	29	30	22	31	30	32
	Fairly badly	37	36	44	26	48	36	39	26	45	36	36	42	36	34	35	40	30	36	39	32	34	38
	Very badly	22	24	41	3	16	53	42	6	18	28	20	17	22	23	29	24	24	19	28	24	22	19
	TOTAL BADLY	59	60	85	29	64	89	81	32	63	64	56	59	58	57	64	64	54	55	67	56	56	57
	Don't know	11	13	4	8	11	4	7	11	11	7	19	24	17	12	6	9	17	15	12	13	14	10
ll or badly as																							
	Very well	2	2	2	1	12	0	3	0	2	1	2	1	1	2	1	1	2	3	2	0	1	3
	Fairly well	18	16	28	7	54	6	23	9	24	16	16	9	20	16	15	18	13	22	19	15	12	11
	TOTAL WELL	20	18	30	8	66	6	26	9	26	17	18	10	21	18	16	19	15	25	21	15	13	14
	Fairly badly	31	31	36	29	23	27	33	29	32	28	33	28	34	31	30	32	29	26	31	32	32	33
	Very badly	40	40	27	58	6	63	34	53	37	47	33	36	29	43	48	39	41	36	37	40	44	46
	TOTAL BADLY	71	71	63	87	29	90	67	82	69	75	66	64	63	74	78	71	70	62	68	72	76	79
	Don't know	10	11	7	6	5	4	8	8	5	7	16	25	15	9	5	9	14	14	12	12	10	7
al Democrat well or badly?																							
	Very well	1	2	5	0	11	0	4	0	3	2	2	1	3	1	3	2	3	3	2	2	3	2
	Fairly well	31	28	59	8	57	22	47	11	33	31	25	21	30	27	29	33	21	34	32	27	22	20
	TOTAL WELL	32	30	64	8	68	22	51	11	36	33	27	22	33	28	32	35	24	37	34	29	25	22
	Fairly badly	33	35	25	43	22	43	29	38	36	34	36	39	35	34	34	35	34	32	34	31	40	37
	Very badly	26	26	7	46	6	34	12	45	23	28	24	22	19	30	29	24	29	21	21	31	27	34
	TOTAL BADLY	59	61	32	89	28	77	41	83	59	62	60	61	54	64	63	59	63	53	55	62	67	71
	Don't know	9	9	4	3	4	0	7	5	5	4	14	18	13	7	4	6	14	10	10	9	8	7

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Weighted Sample		1946	502	610	124	188	576	469	398	944	1002	232	492	666	557	1109	837	249	632	416	479	169	
Unweighted Sample		1946	465	604	114	212	554	472	403	949	997	201	399	730	616	1283	663	292	637	359	415	243	
	Mar 6-7	Mar 13-14																					
Do you think this coalition government is good or bad for people like you?																							
	Very good	2	3	7	1	5	0	6	1	2	4	2	1	4	1	4	3	2	4	3	2	3	2
	Fairly good	18	18	39	5	42	12	28	7	22	20	15	14	19	18	18	20	14	19	20	18	15	13
TOTAL GOOD		20	21	46	6	47	12	34	8	24	24	17	15	23	19	22	23	16	23	23	20	18	15
	Fairly bad	26	29	24	33	24	35	29	30	27	29	28	35	26	24	34	31	26	27	28	26	31	31
	Very bad	26	26	8	49	5	34	12	47	24	29	24	18	20	34	27	23	31	20	22	30	31	30
TOTAL BAD		52	55	32	82	29	69	41	77	51	58	52	53	46	58	61	54	57	47	50	56	62	61
Doesn't make much difference either way		22	18	19	11	16	18	21	12	20	15	21	18	23	19	14	19	17	20	21	16	16	20
	Don't know	6	6	3	1	7	1	4	3	5	4	9	14	9	5	3	4	10	11	7	7	4	4
Do you think the coalition government is managing the economy well or badly?																							
	Very well	6	7	22	1	6	4	19	2	3	9	5	4	8	5	10	8	5	6	7	7	8	6
	Fairly well	35	34	65	15	56	35	57	17	35	37	31	28	33	34	38	39	28	41	40	32	26	30
TOTAL WELL		41	41	87	16	62	39	76	19	38	46	36	32	41	39	48	47	33	47	47	39	34	36
	Fairly badly	31	29	10	42	22	34	14	39	33	28	29	34	29	29	27	28	29	26	27	30	31	30
	Very badly	18	19	1	38	8	21	5	34	19	20	18	13	15	23	20	17	22	14	14	20	25	26
TOTAL BADLY		49	48	11	80	30	55	19	73	52	48	47	47	44	52	47	45	51	40	41	50	56	56
	Don't know	10	11	2	5	9	5	5	8	10	6	16	21	15	9	5	8	15	12	12	11	11	8
In your opinion how good or bad is the state of Britain's economy at the moment?																							
	Very good	1	1	4	1	2	1	3	1	1	2	1	2	1	1	2	1	1	3	1	1	1	1
	Quite good	18	18	40	6	24	15	37	7	14	20	16	10	18	16	23	20	14	18	19	19	16	15
TOTAL GOOD		19	19	44	7	26	16	40	8	15	22	17	12	19	17	25	21	15	21	20	20	17	16
	Neither good nor bad	31	31	39	23	41	29	34	24	32	31	30	34	34	28	30	33	27	38	36	27	23	27
	Quite bad	32	34	14	50	27	41	19	48	37	32	36	32	33	35	35	31	38	25	33	33	39	41
	Very bad	12	12	2	19	4	13	5	15	14	12	12	8	9	17	10	11	13	11	8	13	16	14
TOTAL BAD		44	46	16	69	31	54	24	63	51	44	48	40	42	52	45	42	51	36	41	46	55	55
	Don't know	6	4	1	1	2	1	2	4	2	3	6	14	5	3	1	3	6	5	3	6	5	3
How do you think the financial situation of your household will change over the next 12 months?																							
	Get a lot better	2	2	3	1	2	0	3	1	0	2	1	2	4	1	1	2	1	2	0	3	1	5
	Get a little better	15	14	24	9	23	12	22	8	13	18	11	18	20	13	10	17	10	18	14	13	14	16
TOTAL BETTER		17	16	27	10	25	12	25	9	13	20	12	20	24	14	11	19	11	20	14	16	15	21
	Stay about the same	41	42	51	41	44	42	46	36	44	42	43	43	37	42	47	44	40	40	48	40	39	36
	Get a little worse	28	26	16	32	20	33	20	37	29	23	29	19	22	26	33	25	27	21	26	25	28	30
	Get a lot worse	10	10	2	14	7	9	4	14	11	10	9	5	9	14	7	7	13	9	7	13	12	7
TOTAL WORSE		38	36	18	46	27	42	24	51	40	33	38	24	31	40	40	32	40	30	33	38	40	37
	Don't know	5	6	4	3	3	3	5	5	3	5	7	14	8	5	2	5	8	10	5	7	5	6

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Weighted Sample
Unweighted Sample

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1946	465	604	114	212	554	472	403	949	997	201	399	730	616	1283	663	292	637	359	415	243
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Dec 5-6	Mar 13-14																			
Thinking about the current state of the economy, which of the following best reflects your view?																						
The economy is still getting worse	22	14	2	22	8	16	6	21	16	13	14	9	11	19	13	12	17	11	9	18	16	21
The economy has stopped getting worse, but there are no signs of any recovery yet	29	32	15	45	23	33	19	45	35	29	34	28	35	34	28	29	35	34	28	30	36	36
The economy is in a bad way, but is starting to show signs of recovery	36	38	53	28	54	42	48	27	42	41	35	41	35	33	44	42	32	35	46	34	33	33
The economy is improving and on the way to full recovery	7	11	27	2	12	7	24	3	5	13	8	9	12	9	12	13	8	14	11	12	8	7
Don't know	7	6	2	3	3	2	3	5	2	4	8	12	7	5	3	4	8	7	6	6	6	3
Thinking about the government's policies on the economy, do you think...																						
They have made the economy worse, and made the recession last longer than it would have done	30	28	2	53	25	27	10	48	32	28	28	21	23	36	26	25	32	24	23	29	33	36
They have helped the economy, and made the changes necessary for a recovery to begin	36	38	85	10	50	38	71	16	34	42	34	27	40	35	44	43	31	39	46	34	32	30
They haven't really made much difference to the economy one way or the other	24	24	10	31	21	31	13	28	26	24	24	32	24	20	25	24	24	25	23	25	23	26
Don't know	11	10	2	7	4	4	5	8	9	6	14	20	12	9	5	8	13	12	8	12	11	7
		Dec 11-12	Mar 13-14																			
If Labour had won the last election and formed a government, do you think the economy would be doing better, doing worse, or would it be much the same?																						
Doing better	21	19	0	52	12	2	2	44	21	22	16	16	18	23	17	18	20	13	15	21	23	26
Doing worse	42	39	87	4	44	52	78	8	30	42	35	30	34	36	50	43	32	43	47	36	30	32
Much the same	26	29	8	35	41	34	15	35	37	29	30	27	29	30	28	28	30	28	27	27	32	32
Don't know	11	13	4	10	3	12	6	12	12	7	19	28	19	11	5	10	17	15	11	16	14	10
		June 27-28	Mar 13-14																			
Thinking about the government's economic policies, which of the following best reflects your view?																						
The government should stick to its current strategy of reducing the deficit, even if this means growth remains slow	35	38	82	11	44	45	70	16	31	42	33	31	38	33	47	43	31	40	45	37	32	27
The government should change its strategy to concentrate on growth, even if this means the deficit stays longer or gets	39	30	7	58	35	23	11	50	40	35	26	27	28	35	29	32	28	30	25	31	34	40
Neither	10	10	2	13	12	13	4	15	9	9	11	10	8	12	9	9	12	13	8	11	10	12
Not sure	16	22	9	18	9	19	15	18	19	13	30	31	26	20	15	16	29	17	22	21	23	21

Weighted Sample
Unweighted Sample

Who would you most trust to make the right decisions about improving the state of the economy?

Who would you most trust to make the right decisions about keeping down living costs?

Who would you most trust to make the right decisions about increasing employment?

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

Thinking about George Osborne's budget this week, and the different things he could spend the limited amount of money available to him upon, would you support or oppose the following:

Increasing the personal allowance (the amount people earn before paying tax) from £10,000 to £10,500

Strongly support	47	52	46	56	57	54	42	50	50	44	40	41	47	56	44	51	44	49	47	47	41
Tend to support	36	35	40	33	34	35	43	35	33	39	33	36	37	36	40	32	40	35	32	38	42
TOTAL SUPPORT	83	87	86	89	91	89	85	85	83	83	73	77	84	92	84	83	84	84	79	85	83
Tend to oppose	7	7	8	7	5	6	6	8	8	6	11	10	7	3	9	4	7	7	11	4	7
Strongly oppose	2	2	1	1	1	2	2	2	2	2	2	3	2	1	2	2	2	2	2	1	2
TOTAL OPPOSE	9	9	9	8	6	8	8	10	10	8	13	13	9	4	11	6	9	9	13	5	9
Don't know	8	3	4	4	4	4	7	5	7	9	13	10	7	4	5	12	8	6	9	9	8

Increasing the amount people can earn before paying the 40p rate of tax from its current level of about £42,000

Strongly support	22	35	14	25	25	33	15	20	23	21	17	22	23	23	25	18	27	26	19	18	19
Tend to support	33	37	36	36	33	37	37	32	31	36	30	32	34	36	32	35	34	32	32	34	37
TOTAL SUPPORT	55	72	50	61	58	70	52	52	54	57	47	54	57	59	57	53	61	58	51	52	56
Tend to oppose	23	18	30	21	26	17	26	29	23	22	21	23	22	25	25	20	19	22	24	25	23
Strongly oppose	9	5	14	7	6	5	13	9	12	7	6	10	10	9	9	9	5	9	10	11	9
TOTAL OPPOSE	32	23	44	28	32	22	39	38	35	29	27	33	32	34	34	29	24	31	34	36	32
Don't know	13	6	6	11	10	7	10	9	11	14	26	12	12	8	9	18	14	11	15	12	12

Abolishing the 45p rate of tax on earnings over £150,000, so that the top rate of tax is 40p

Strongly support	9	17	4	5	9	17	4	4	9	8	10	10	8	7	10	7	12	11	7	6	6
Tend to support	14	23	9	12	21	22	11	8	14	13	9	16	13	15	14	14	15	13	13	13	15
TOTAL SUPPORT	23	40	13	17	30	39	15	12	23	21	19	26	21	22	24	21	27	24	20	19	21
Tend to oppose	26	33	21	31	28	31	26	28	24	29	21	27	25	29	29	24	30	31	21	24	23
Strongly oppose	38	20	59	41	31	20	49	50	44	32	35	33	39	41	38	37	26	35	40	43	46
TOTAL OPPOSE	64	53	80	72	59	51	75	78	68	61	56	60	64	70	67	61	56	66	61	67	69
Don't know	14	8	7	11	11	10	10	9	9	18	25	14	14	8	10	19	17	10	18	14	11

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

Increasing the 45p rate of tax on earnings over
£150,000 to 50p

Strongly support	30	12	51	23	22	14	45	35	35	25	22	27	32	32	28	31	24	27	33	32	36
Tend to support	28	28	28	26	33	26	31	30	26	29	21	29	28	30	27	29	21	32	24	29	26
TOTAL SUPPORT	58	40	79	49	55	40	76	65	61	54	43	56	60	62	55	60	45	59	57	61	62
Tend to oppose	20	31	11	33	23	30	12	21	18	21	18	18	20	21	23	15	27	19	19	18	19
Strongly oppose	11	21	3	10	16	22	3	6	12	9	13	12	10	10	12	9	12	13	7	10	9
TOTAL OPPOSE	31	52	14	43	39	52	15	27	30	30	31	30	30	31	35	24	39	32	26	28	28
Don't know	12	8	5	8	6	8	10	8	9	15	25	14	10	7	9	15	16	9	17	10	10

Introducing a new tax on homes worth more than £2
million, with people paying an annual tax of 1% of the
value of their home over £2 million?

Strongly support	30	16	47	31	25	18	43	36	34	27	20	25	34	34	28	33	19	29	28	37	37
Tend to support	31	37	31	27	32	35	32	30	29	33	27	35	29	32	32	30	31	30	34	32	25
TOTAL SUPPORT	61	53	78	58	57	53	75	66	63	60	47	60	63	66	60	63	50	59	62	69	62
Tend to oppose	15	18	10	20	17	17	10	16	14	15	15	15	15	14	16	13	21	15	14	11	14
Strongly oppose	12	21	5	11	19	21	5	8	15	9	15	12	11	12	14	9	16	14	10	9	11
TOTAL OPPOSE	27	39	15	31	36	38	15	24	29	24	30	27	26	26	30	22	37	29	24	20	25
Don't know	12	7	7	10	7	8	10	9	9	16	23	13	12	9	10	16	13	12	14	10	13

Introducing a new tax on homes worth more than £1
million, with people paying an annual tax of 1% of the
value of their home over £1 million?

Strongly support	23	11	38	19	19	12	34	25	26	20	15	21	25	26	22	24	14	21	23	28	31
Tend to support	27	26	31	25	27	26	33	26	26	28	21	29	27	27	26	28	23	26	27	32	21
TOTAL SUPPORT	50	37	69	44	46	38	67	51	52	48	36	50	52	53	48	52	37	47	50	60	52
Tend to oppose	20	25	17	25	23	24	15	26	19	21	19	18	22	21	22	17	26	21	20	16	20
Strongly oppose	16	30	6	20	25	29	6	13	18	14	19	16	15	16	19	12	24	17	14	12	15
TOTAL OPPOSE	36	55	23	45	48	53	21	39	37	35	38	34	37	37	41	29	50	38	34	28	35
Don't know	14	8	8	12	6	9	12	10	12	16	27	17	11	9	11	18	13	15	16	12	13

Sample Size: 1946 GB Adults
Fieldwork: 13th - 14th March 2014

	Voting intention					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
Weighted Sample	1946	502	610	124	188	576	469	398	944	1002	232	492	666	557	1109	837	249	632	416	479	169
Unweighted Sample	1946	465	604	114	212	554	472	403	949	997	201	399	730	616	1283	663	292	637	359	415	243
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The government has been following a policy of "help to buy", offering interest free loans to people buying new build houses and providing a government guarantee to encourage banks to offer 95% mortgages to homebuyers

Do you think this policy has had a positive or negative effect on the housing market in Britain?

A positive effect	35	53	25	43	33	50	26	33	35	35	35	37	32	36	37	32	31	36	30	37	39
A negative effect	20	13	27	21	24	12	23	27	23	17	20	23	17	21	22	18	29	21	16	18	19
Not much effect either way	32	25	38	25	41	29	40	30	31	32	20	23	39	35	29	35	23	32	36	33	31
Don't know	13	9	10	11	3	8	11	10	11	16	25	17	11	8	11	16	17	11	18	12	11

Thinking about the way universities allocate places, do you think...

Applicants from private schools have an unfair advantage	42	30	60	46	38	30	56	50	44	40	39	37	44	45	43	41	41	38	42	46	47
Applicants from state schools have an unfair advantage	11	11	12	9	13	12	14	8	10	12	12	8	10	15	10	13	11	11	12	12	10
Applicants from both private and state schools are treated equally	24	37	13	28	23	34	11	26	23	24	26	25	20	25	29	16	22	27	22	21	25
Don't know	23	22	16	17	26	23	19	16	23	24	24	30	25	14	18	30	25	24	24	21	19

Thinking about how universities offer places to applicants from private and state schools, which of the following would you most like to see?

Universities should have lower entrance grades for pupils from state schools than from private schools	6	2	10	0	5	3	9	6	7	5	6	7	6	5	6	6	4	6	5	8	7
Universities should have the same entrance grades for pupils from state and private schools, but if two applicants have equal grades they should give priority to the state school applicant	14	8	20	22	9	7	20	15	15	13	15	18	12	11	15	12	20	12	14	12	14
Universities should have the same entrance grades for pupils from state and private schools and treat them in just the same way	69	82	61	76	75	82	59	70	66	71	65	60	70	76	72	65	62	71	67	69	74
Don't know	12	8	10	2	11	8	12	9	12	11	14	15	11	8	8	17	13	11	14	12	6

Thinking about William and Kate, the Duke and Duchess of Cambridge...

This month William and Kate went on a second honeymoon to the Maldives, leaving their son Prince George with Kate's parents. Do you think they were right or wrong to go on holiday without Prince George?

Right to leave him in Britain	57	70	52	52	69	67	53	52	54	59	56	57	56	57	57	56	58	59	57	53	54
Wrong to leave him in Britain	23	16	27	26	19	17	29	25	24	22	16	19	25	26	23	23	19	22	23	25	26
Don't know	21	15	21	22	12	16	18	23	22	19	28	24	19	17	20	21	23	19	20	23	20

Sample Size: 1946 GB Adults
Fieldwork: 13th - 14th March 2014

Weighted Sample Unweighted Sample	Voting intention					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
	1946	502	610	124	188	576	469	398	944	1002	232	492	666	557	1109	837	249	632	416	479	169
	1946	465	604	114	212	554	472	403	949	997	201	399	730	616	1283	663	292	637	359	415	243
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Next month William and Kate are due to go on an official visit to Australia and New Zealand, taking Prince George with on his first official visit. Do you think they are right or wrong to take Prince George with them to Australia and New Zealand?

Right to take him	76	83	75	80	86	82	78	81	70	82	63	69	80	84	76	76	71	79	74	75	79
Wrong to take him	8	7	8	4	8	6	7	5	10	5	7	12	5	7	7	8	8	6	10	9	6
Don't know	16	10	16	16	7	12	14	14	20	13	30	19	15	9	17	15	21	15	16	16	15

Do you think the Duke and Duchess of Cambridge are or are not taking too many trips abroad?

Are taking too many trips - they should spend more time in Britain	13	9	16	9	17	11	15	13	13	13	12	14	14	11	13	13	13	13	12	15	12
Are not taking too many trips - they will be King and Queen of many other Commonwealth countries and should visit them too	57	70	55	59	61	66	56	57	54	59	48	50	56	67	58	55	52	61	57	55	55
Don't know	30	21	30	32	23	23	29	30	32	28	40	36	30	21	29	31	35	27	32	30	33

After the birth of his son Prince William ended his role as an RAF rescue pilot and has concentrated full time upon his Royal duties. Do you think...

He should continue to concentrate full time upon his Royal duties	44	55	42	50	51	54	42	43	44	44	35	41	45	49	46	42	41	47	45	43	42
He should combine his Royal duties with another ordinary job	38	35	41	35	43	35	40	40	38	38	32	36	38	43	37	39	36	38	36	41	39
Don't know	17	9	17	15	6	11	18	17	17	17	33	22	17	7	17	18	23	15	19	16	19

Feb
13-14

Mar
13-14

Thinking about the licence fee and the services the BBC offers, do you think it does or does not offer good value for money?

Does offer good value for money	42	40	41	50	64	23	35	45	54	44	36	42	36	40	42	47	31	43	40	38	41	39
Does not offer good value for money	48	50	52	44	27	75	57	47	41	49	52	33	52	52	54	45	57	44	50	50	53	54
Don't know	10	10	7	6	8	2	8	8	5	7	12	25	11	8	4	8	12	13	10	11	7	7

Sample Size: 1946 GB Adults
Fieldwork: 13th - 14th March 2014

	Voting intention					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
Weighted Sample	1946	502	610	124	188	576	469	398	944	1002	232	492	666	557	1109	837	249	632	416	479	169
Unweighted Sample	1946	465	604	114	212	554	472	403	949	997	201	399	730	616	1283	663	292	637	359	415	243
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Feb
13-14

Mar
13-14

Thinking about how the BBC is funded, which of the following would you most like to see?

The BBC funded from the television licence, as at present	36	35	36	40	61	19	33	38	45	36	34	43	29	32	40	41	27	41	35	32	35	35
The BBC funded from a subscription model, with people having to pay a subscription to watch their channels	10	10	11	8	5	18	15	8	7	12	9	8	12	13	6	12	8	15	9	8	11	13
The BBC funded from advertising in commercial breaks	34	36	37	35	16	48	37	35	31	34	37	21	40	36	37	29	45	23	38	38	38	31
The BBC funded from general taxation	8	8	8	10	9	7	7	9	8	10	6	8	6	7	11	9	6	6	8	10	7	9
Something else	3	3	2	2	6	4	3	2	3	3	3	2	3	3	2	3	3	4	2	3	3	4
Don't know	9	8	6	5	3	5	5	8	5	5	11	18	10	8	3	7	11	10	9	9	7	8

Imagine the BBC licence fee was abolished and replaced with a subscription service, meaning people could only watch BBC television channels if they paid a subscription.

How much, if anything, would you be prepared to pay to receive BBC television channels?

Nothing at all, if the BBC became a subscription service I would not subscribe	43	38	44	33	57	41	45	40	44	42	39	44	43	45	38	50	42	41	40	48	48
£5 a month or less	26	29	26	22	27	29	24	28	22	30	20	26	28	25	25	26	25	27	24	25	27
£10 a month	15	20	14	27	12	16	16	17	17	14	15	16	14	17	18	12	15	17	18	11	13
£15 a month	4	4	5	6	1	3	5	5	5	2	3	2	4	5	5	2	3	4	5	4	2
£20 a month	2	1	2	6	0	2	1	2	3	1	3	2	1	2	3	0	3	2	1	2	1
£25 a month	1	0	1	1	0	1	1	0	1	0	1	1	1	0	1	0	0	0	2	0	0
£40 a month	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£50 a month or more	0	0	0	1	0	1	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0
Don't know	9	7	8	4	3	8	9	7	8	11	18	8	9	7	9	10	11	8	11	9	10

Sample Size: 1946 GB Adults
Fieldwork: 13th - 14th March 2014

Weighted Sample
Unweighted Sample

	Voting intention				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
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1946	465	604	114	212	554	472	403	949	997	201	399	730	616	1283	663	292	637	359	415	243
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Currently people are required to have a television licence if they watch or record television programmes as they are being broadcast, no what what sort of device they watch the programmes on. Listening to BBC radio or watching programmes that have already been broadcast on BBC iplayer does not require a TV licence.
Do you think people should or should not have to have a television licence if they watch old BBC television on iplayer, but do not have a television or watch television programmes live?

Should have to have a licence
Should not have to have a licence
Don't know

41	49	44	56	37	47	42	49	42	40	18	38	42	52	46	34	45	41	40	41	37
47	39	47	36	58	42	47	40	49	46	65	49	48	37	44	52	44	47	45	48	56
12	11	9	9	5	11	10	11	10	14	17	13	11	10	11	14	11	12	15	11	7

Do you think people should or should not have to have a television licence if they listen to BBC radio, but do not have a television or watch television programmes live?

Should have to have a licence
Should not have to have a licence
Don't know

22	25	24	30	19	25	25	25	23	20	15	23	20	26	24	19	26	21	21	20	25
68	66	66	65	78	67	65	69	67	69	68	65	70	68	67	70	65	70	65	69	67
10	9	10	5	4	8	10	6	10	10	17	12	10	6	9	12	9	9	14	10	7

The BBC licence fee has been frozen, meaning they need to find savings in coming years. In order to save money the BBC has announced that BBC Three will stop broadcasting and will only be available online through iplayer. Do you think this was the right or wrong decision?

Right decision - moving BBC Three online is a sensible way of saving money

Wrong decision - the BBC should have continued to broadcast BBC Three and found savings elsewhere

Don't know

44	52	35	55	56	50	37	48	47	42	40	39	44	51	49	38	45	45	44	44	43
39	34	50	32	30	35	47	36	38	40	44	45	40	30	37	42	39	38	42	38	41
17	14	15	13	14	15	17	15	15	18	16	16	16	18	14	21	16	18	14	18	16

Sample Size: 1946 GB Adults
Fieldwork: 13th - 14th March 2014

	Voting intention					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
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Unweighted Sample	1946	465	604	114	212	554	472	403	949	997	201	399	730	616	1283	663	292	637	359	415	243
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think independent television companies are or are not able to compete effectively against a BBC funded by a licence fee?

Independent television companies are able to compete effectively against a BBC funded by a licence fee	62	64	68	83	69	62	66	73	68	57	54	52	62	75	68	54	61	62	59	65	66
Independent television companies are NOT able to compete effectively against a BBC funded by a licence fee	19	24	16	8	23	24	15	13	20	17	18	22	21	13	18	20	19	17	21	20	16
Don't know	19	12	16	10	8	13	19	14	12	26	27	26	17	11	14	25	20	21	20	15	18

Do you think the top management and executives of the BBC are paid...

		July 4-5 2013	Mar 13-14 2014																				
Sentiment and executives of																							
	Too much	72	77	81	79	68	93	83	79	76	78	76	57	69	80	89	75	80	68	79	74	81	80
	Too little	1	1	0	1	0	0	1	1	0	2	1	0	3	1	0	1	1	0	1	1	1	2
	About the right amount	11	6	9	7	11	2	6	5	9	8	5	12	9	5	4	8	4	11	7	6	4	3
	Don't know	16	15	10	13	21	5	10	15	15	12	18	30	19	14	8	15	15	21	13	19	13	15

And do you think top presenters and stars on BBC television and radio are paid...

Too much	70	74	77	74	64	87	80	75	75	74	74	44	63	77	91	73	75	64	74	71	78	78
Too little	2	1	1	2	1	0	2	1	1	2	0	1	3	1	0	1	1	3	0	1	1	2
About the right amount	14	10	12	11	14	8	9	10	11	13	8	22	16	8	4	12	8	11	13	12	7	7
Don't know	15	15	10	13	21	5	9	15	14	12	18	33	19	14	5	13	17	22	12	16	13	14

YouGov Weighting Data

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

		Unweighted no.	Weighted no.
Age and Gender			
	Male 18 to 24	81	117
	Male 25 to 39	173	245
	Male 40 to 59	370	329
	Male 60 +	325	253
	Female 18 to 24	120	115
	Female 25 to 39	226	247
	Female 40 to 59	360	337
	Female 60 +	291	304
Region			
	North England	415	479
	Midlands	269	319
	1	159	187
	London	292	249
	South England	478	446
	Wales	90	97
	Scotland	243	169
Social Grade			
	AB	766	545
	C1	517	564
	C2	276	409
	DE	387	428
Newspaper Type			
	Express / Mail	355	311
	Sun / Star	220	457
	Mirror / Record	130	195
	Guardian / Independent	157	88
	FT / Times / Telegraph	143	185
	Other Paper	278	224
	No Paper	663	487
Political Party Identification			
	Labour	623	623
	Conservative	503	545
	Liberal Democrat	163	214
	SNP/Plaid Cymru	63	33
	Others	149	45
	None/ DK	445	487

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

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

Or visit our website: yougov.co.uk