

YouGov / Sunday Times Survey Results

Sample Size: 1945 GB Adults
Fieldwork: 1st - 2nd May 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	1945	503	542	131	227	597	475	361	943	1002	231	492	665	556	1109	836	249	632	416	478	169	
Unweighted Sample	1945	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668	260	614	403	428	240	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	76	4	10	34	32	27	33	29	40	37	28	34	38	37	29	15
Lab	36	0	100	0	0	4	84	29	34	37	39	35	39	30	34	38	37	28	34	44	41
Lib Dem	9	0	0	100	0	1	1	35	8	10	8	9	7	11	11	5	10	12	8	4	7
Other	23	0	0	0	100	18	12	25	24	21	26	23	25	20	19	29	19	22	21	23	37

Other Parties Voting Intention

UKIP	15	0	0	0	100	16	7	15	15	15	12	13	17	15	11	20	15	16	14	18	4
Green	4	0	0	0	0	1	2	8	4	3	7	7	3	1	3	4	3	4	3	4	2
SNP / PCY	3	0	0	0	0	0	3	1	4	3	3	2	4	2	3	3	0	0	2	0	28
BNP	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	2	2	1	4	0	1	1	1	2	0	2	1	1	2

Non Voters

Would Not Vote	7	0	0	0	0	1	3	4	6	9	12	12	5	4	7	8	8	6	10	9	0
Don't know	14	0	0	0	0	10	8	20	11	18	16	17	13	12	13	16	11	14	15	15	13

April
30-1
May
2

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

Approve	32	32	83	9	45	13	64	10	23	36	28	33	31	25	40	37	25	33	37	33	27	24
Disapprove	52	54	9	85	44	76	25	82	63	54	55	45	51	64	50	60	54	50	52	59	64	
Don't know	16	14	8	6	11	11	12	7	14	10	17	22	18	12	10	13	15	13	13	16	14	12

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

		Home ownership						Children		
		Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know	Under 18		
Weighted Sample	1945	465	464	93	200	87	45	480		
Unweighted Sample	1945	489	486	77	185	81	41	468		
		%	%	%	%	%	%	%		
Headline Voting Intention										
<i>[Excludes Don't knows and Wouldn't votes]</i>										
	Con	33	42	36	11	33	15	17	31	
	Lab	36	27	36	53	35	46	31	39	
	Lib Dem	9	10	7	5	9	4	4	5	
	Other	23	20	21	31	23	34	48	26	
Other Parties Voting Intention										
	UKIP	15	17	12	20	13	19	26	17	
	Green	4	1	4	5	7	3	17	4	
	SNP / PCY	3	1	4	5	2	2	2	4	
	BNP	0	0	1	0	0	1	0	1	
	Respect	0	0	0	0	0	0	0	0	
	Other	1	1	0	1	1	9	3	1	
Non Voters										
	Would Not Vote	7	5	5	14	8	15	21	10	
	Don't know	14	12	13	23	11	18	21	15	
		April 30-1	May 1-2							
Do you approve or disapprove of the Government's record to date?										
	Approve	32	32	41	33	15	36	12	22	28
	Disapprove	52	54	48	53	61	56	75	50	56
	Don't know	16	14	11	13	24	8	12	28	16

YouGov / Sunday Times Survey Results

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

	Likelihood to vote	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					
Total	10/10	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	1945	950	503	542	131	227	597	475	361	943	1002	231	492	665	556	1109	836	249	632	416	478	169
Unweighted Sample	1945	1028	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668	260	614	403	428	240
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The European elections are held under a proportional voting system which gives smaller parties a better chance of winning seats than in general elections.

If there were an election to the European Parliament held tomorrow, which party would you vote for?

Conservative	22	20	68	1	3	0	49	3	9	22	22	28	25	18	23	24	19	23	25	23	20	15
Labour	28	26	1	81	3	1	2	69	18	27	29	33	29	30	23	27	29	31	22	27	32	35
Liberal Democrat	7	7	1	2	72	0	2	1	30	7	8	6	8	6	9	10	4	7	10	7	6	6
UK Independence Party (UKIP)	29	34	28	8	11	97	43	15	25	32	27	11	25	32	37	26	34	30	33	31	31	9
Scottish National Party (SNP)/ Plaid Cymru	3	3	0	1	1	0	0	3	0	3	2	2	2	4	2	3	3	0	0	3	0	22
Green	8	9	2	6	10	0	4	6	16	7	10	17	9	8	5	9	8	9	8	8	8	11
British National Party (BNP)	1	0	0	1	0	0	0	1	0	0	1	0	1	1	1	0	1	0	0	1	1	0
Some other party	1	1	0	1	0	1	0	1	2	1	1	2	2	1	1	1	1	1	2	0	1	2
European Elections Non Voters																						
Would not vote	9	0	2	4	1	0	3	6	5	7	10	12	12	8	6	9	9	7	9	11	10	2
Don't know	13	4	6	5	7	1	11	8	18	8	17	13	16	12	10	12	13	10	12	16	12	12

And, on a scale of 0 to 10 with 10 meaning definitely would vote and 0 meaning would not vote, how likely are you to vote at the European election on 22nd May?

0 – definitely will not vote	7	0	4	4	3	1	4	4	3	6	8	13	10	6	5	7	7	7	7	9	7	4
1	1	0	1	1	1	0	0	1	1	1	1	1	1	2	1	1	1	0	1	1	2	0
2	2	0	1	2	1	0	2	2	2	2	2	2	4	1	2	3	2	1	3	2	2	1
3	2	0	2	4	1	0	1	4	2	2	2	5	2	3	1	3	2	3	1	3	3	1
4	3	0	1	3	6	2	1	3	4	3	2	2	3	3	2	3	2	2	3	2	3	2
5	6	0	7	5	6	5	6	6	7	6	7	3	8	8	4	6	6	5	6	8	7	3
6	5	0	6	6	6	5	3	6	6	5	5	15	5	4	2	5	5	4	6	5	3	5
7	5	0	4	5	5	4	5	4	7	4	6	3	8	5	4	5	6	7	6	4	5	6
8	8	0	11	8	7	9	9	6	9	7	9	9	10	8	6	9	6	8	9	8	7	6
9	6	0	6	8	9	5	6	6	9	6	6	6	6	7	6	7	6	5	6	7	6	7
10 – definitely will vote	49	100	56	52	54	68	58	56	48	53	45	32	35	52	65	48	50	51	48	45	49	59
Don't know	5	0	1	2	2	1	4	3	3	4	6	10	7	4	2	4	7	6	4	5	6	5

Fieldwork: 1st - 2nd May 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	1945	503	542	131	227	597	475	361	943	1002	231	492	665	556	1109	836	249	632	416	478	169	
Unweighted Sample	1945	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668	260	614	403	428	240	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	April 24-25	May 1-2																				
Do you think that David Cameron is doing well or badly as Prime Minister?																						
Very well	6	6	20	0	3	0	13	1	2	8	4	8	6	5	6	7	5	7	7	7	5	2
Fairly well	32	34	70	12	54	27	61	13	32	35	33	29	36	29	41	38	29	31	42	32	29	29
TOTAL WELL	38	40	90	12	57	27	74	14	34	43	37	37	42	34	47	45	34	38	49	39	34	31
Fairly badly	29	28	8	39	34	40	18	36	40	27	30	25	27	32	27	29	28	35	28	27	27	29
Very badly	26	24	1	45	5	30	5	45	21	25	24	19	22	29	23	20	31	19	19	25	31	34
TOTAL BADLY	55	52	9	84	39	70	23	81	61	52	54	44	49	61	50	49	59	54	47	52	58	63
Don't know	8	7	1	3	4	3	3	5	4	5	9	19	8	6	3	6	8	8	4	9	8	7
Do you think Ed Miliband is doing well or badly as leader of the Labour party?																						
Very well	3	3	0	8	3	0	0	6	2	3	2	3	2	3	3	2	3	4	2	2	3	2
Fairly well	23	23	10	54	25	14	10	46	26	25	22	23	22	26	21	22	24	24	22	21	24	29
TOTAL WELL	26	26	10	62	28	14	10	52	28	28	24	26	24	29	24	24	27	28	24	23	27	31
Fairly badly	34	36	38	28	49	37	38	31	46	35	37	31	37	37	35	38	33	36	39	36	34	32
Very badly	27	28	47	5	20	44	46	9	20	31	24	19	25	25	36	28	27	25	29	29	27	26
TOTAL BADLY	61	64	85	33	69	81	84	40	66	66	61	50	62	62	71	66	60	61	68	65	61	58
Don't know	12	11	5	5	3	5	6	8	7	7	15	23	14	9	5	9	13	11	9	13	12	10
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?																						
Very well	1	1	1	0	11	0	0	0	3	1	1	2	1	0	1	1	1	1	2	1	1	1
Fairly well	17	17	31	9	62	4	24	11	22	17	17	13	21	15	19	19	15	19	20	17	13	13
TOTAL WELL	18	18	32	9	73	4	24	11	25	18	18	15	22	15	20	20	16	20	22	18	14	14
Fairly badly	29	29	35	26	24	26	33	24	39	28	31	26	29	32	28	31	26	28	32	27	29	29
Very badly	43	43	29	60	3	66	36	60	32	48	38	39	35	46	48	40	46	42	37	44	47	50
TOTAL BADLY	72	72	64	86	27	92	69	84	71	76	69	65	64	78	76	71	72	70	69	71	76	79
Don't know	10	10	4	5	1	4	6	6	4	6	13	20	15	7	4	8	12	10	9	11	11	7

April 3-4 May 1-2

Fieldwork: 1st - 2nd May 2014

	Home ownership						Children	
	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know	Under 18	
Weighted Sample	1945	465	464	93	200	87	45	480
Unweighted Sample	1945	489	486	77	185	81	41	468
	%	%	%	%	%	%	%	%

	April 24-25	May 1-2							
Do you think that David Cameron is doing well or badly as Prime Minister?									
Very well	6	6	7	6	6	8	0	6	5
Fairly well	32	34	41	36	16	36	17	13	33
TOTAL WELL	38	40	48	42	22	44	17	19	38
Fairly badly	29	28	31	28	30	27	28	31	29
Very badly	26	24	17	23	32	26	42	19	25
TOTAL BADLY	55	52	48	51	62	53	70	50	54
Don't know	8	7	4	6	17	3	12	30	7

Do you think Ed Miliband is doing well or badly as leader of the Labour party?									
Very well	3	3	2	2	1	3	2	1	3
Fairly well	23	23	19	22	34	19	26	20	24
TOTAL WELL	26	26	21	24	35	22	28	21	27
Fairly badly	34	36	38	38	28	47	31	19	39
Very badly	27	28	34	29	14	25	21	25	20
TOTAL BADLY	61	64	72	67	42	72	52	44	59
Don't know	12	11	7	9	23	5	19	36	13

Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?									
Very well	1	1	1	0	2	1	0	0	1
Fairly well	17	17	20	19	8	16	11	6	20
TOTAL WELL	18	18	21	19	10	17	11	6	21
Fairly badly	29	29	32	28	30	32	32	26	29
Very badly	43	43	43	44	35	45	44	37	39
TOTAL BADLY	72	72	75	72	65	77	76	63	68
Don't know	10	10	4	9	24	6	13	30	12

April 3-4 | May 1-2

Fieldwork: 1st - 2nd May 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	1945	503	542	131	227	597	475	361	943	1002	231	492	665	556	1109	836	249	632	416	478	169	
Unweighted Sample	1945	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668	260	614	403	428	240	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think that Nigel Farage is doing well or badly as leader of the UK Independence Party?

Very well	15	13	16	10	10	39	20	10	11	17	9	7	9	14	19	14	12	13	13	13	14	8
Fairly well	38	37	48	31	43	52	46	35	37	42	33	33	32	38	42	38	36	43	40	34	33	38
TOTAL WELL	53	50	64	41	53	91	66	45	48	59	42	40	41	52	61	52	48	56	53	47	47	46
Fairly badly	13	15	17	17	14	6	16	16	13	15	15	17	20	13	11	15	14	12	13	17	15	14
Very badly	15	20	11	30	31	1	9	28	27	18	22	21	21	23	17	21	19	17	20	19	21	30
TOTAL BADLY	28	35	28	47	45	7	25	44	40	33	37	38	41	36	28	36	33	29	33	36	36	44
Don't know	20	15	8	12	3	2	10	11	11	8	21	23	19	12	11	12	19	15	13	17	16	10

Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?

		April 24-25	May 1-2																			
Very well	2	2	5	1	10	1	4	0	4	4	1	2	4	1	3	2	2	3	3	2	2	2
Fairly well	29	31	62	13	56	16	50	14	37	33	28	29	32	28	34	35	25	30	36	32	25	25
TOTAL WELL	31	33	67	14	66	17	54	14	41	37	29	31	36	29	37	37	27	33	39	34	27	27
Fairly badly	31	30	23	36	26	39	28	36	32	28	33	22	29	31	35	33	27	33	31	26	31	33
Very badly	29	27	6	44	5	41	12	44	22	29	25	27	21	34	24	22	34	21	24	28	32	33
TOTAL BADLY	60	57	29	80	31	80	40	80	54	57	58	49	50	65	59	55	61	54	55	54	63	66
Don't know	9	9	4	6	4	3	6	6	5	6	12	19	14	6	4	8	12	13	6	12	10	7

Do you think this coalition government is good or bad for people like you?

Very good	3	3	6	1	12	0	3	1	4	4	2	5	2	1	4	2	3	4	3	3	2	3
Fairly good	18	19	42	7	44	5	31	5	25	21	17	19	18	18	20	24	12	18	20	20	18	15
TOTAL GOOD	21	22	48	8	56	5	34	6	29	25	19	24	20	19	24	26	15	22	23	23	20	18
Fairly bad	24	22	18	26	18	31	23	24	22	21	24	15	20	24	26	23	21	24	24	21	21	23
Very bad	28	28	6	49	6	37	13	48	22	30	25	24	21	35	26	23	34	23	22	25	36	39
Doesn't make much difference either way	52	23	26	15	17	26	27	18	24	21	24	20	28	19	23	23	22	25	27	26	16	15
TOTAL BAD	80	51	32	64	23	63	40	66	46	51	49	44	49	54	49	46	56	48	49	51	52	54
Don't know	6	6	2	2	3	1	3	4	4	4	8	17	9	3	2	5	8	6	5	7	7	6

Do you think the coalition government is managing the economy well or badly?

Very well	8	10	32	0	13	2	23	1	6	14	6	9	10	7	14	12	8	9	11	11	10	4
Fairly well	33	34	58	16	54	33	56	18	36	36	33	27	35	30	42	39	28	31	40	37	27	29
TOTAL WELL	41	44	90	16	67	35	79	19	42	50	39	36	45	37	56	51	36	40	51	48	37	33
Fairly badly	29	27	6	41	27	37	12	39	35	25	29	27	25	31	23	26	28	33	26	21	28	34
Very badly	19	19	1	37	0	21	4	36	14	19	19	17	18	24	16	15	24	14	16	19	24	25
TOTAL BADLY	48	46	7	78	27	58	16	75	49	44	48	44	43	55	39	41	52	47	42	40	52	59
Don't know	12	10	2	5	6	7	5	7	9	6	13	20	13	8	5	8	12	13	7	12	11	8

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	Home ownership						Children	
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Weighted Sample	1945	465	464	93	200	87	45	480
Unweighted Sample	1945	489	486	77	185	81	41	468
	%	%	%	%	%	%	%	%

Do you think that Nigel Farage is doing well or badly as leader of the UK Independence Party?

Very well	15	13	18	13	4	10	11	7	10
Fairly well	38	37	43	37	23	37	26	31	34
TOTAL WELL	53	50	61	50	27	47	37	38	44
Fairly badly	13	15	10	18	17	19	15	7	20
Very badly	15	20	18	21	22	20	25	26	20
TOTAL BADLY	28	35	28	39	39	39	40	33	40
Don't know	20	15	11	11	34	13	23	29	16

Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?

	April 24-25	May 1-2							
Very well	2	2	3	1	1	6	5	1	3
Fairly well	29	31	36	35	14	30	13	14	32
TOTAL WELL	31	33	39	36	15	36	18	15	35
Fairly badly	31	30	33	30	33	30	26	22	27
Very badly	29	27	22	26	24	29	42	31	27
TOTAL BADLY	60	57	55	56	57	59	68	53	54
Don't know	9	9	6	8	27	5	14	32	11

Do you think this coalition government is good or bad for people like you?

Very good	3	3	3	2	0	6	1	0	1
Fairly good	18	19	22	21	13	17	9	5	21
TOTAL GOOD	21	22	25	23	13	23	10	5	22
Fairly bad	24	22	26	23	10	21	18	20	19
Very bad	28	28	22	25	33	30	46	25	28
Doesn't make much difference either way	52	23	23	24	22	23	16	24	22
TOTAL BAD	80	51	45	49	55	53	62	49	50
Don't know	6	6	3	5	22	3	9	25	8

Do you think the coalition government is managing the economy well or badly?

Very well	8	10	14	9	4	15	3	7	6
Fairly well	33	34	40	38	13	34	15	22	36
TOTAL WELL	41	44	54	47	17	49	18	29	42
Fairly badly	29	27	25	26	28	25	30	25	26
Very badly	19	19	14	18	25	20	37	13	21
TOTAL BADLY	48	46	39	44	53	45	67	38	47
Don't know	12	10	7	8	29	6	15	33	10

Fieldwork: 1st - 2nd May 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	1945	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668	260	614	403	428	240	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	April 24-25	May 1-2																				
In your opinion how good or bad is the state of Britain's economy at the moment?																						
Very good	1	2	8	0	1	0	5	0	0	3	1	2	3	2	3	3	2	3	3	3	1	1
Quite good	19	22	49	8	34	15	38	11	20	27	18	28	19	16	29	26	17	24	25	21	21	17
TOTAL GOOD	20	24	57	8	35	15	43	11	20	30	19	30	22	18	32	29	19	27	28	24	22	18
Neither good nor bad	33	31	31	27	42	29	35	27	36	29	32	18	29	32	34	29	32	30	33	34	27	26
Quite bad	29	28	9	43	20	40	15	41	34	25	31	25	28	32	24	29	27	30	27	24	29	32
Very bad	12	13	2	20	2	16	4	19	9	13	12	12	13	16	9	10	16	7	11	12	17	17
TOTAL BAD	41	41	11	63	22	56	19	60	43	38	43	37	41	48	33	39	43	37	38	36	46	49
Don't know	5	5	1	1	0	1	2	2	1	4	5	15	7	2	1	3	6	6	2	6	5	7
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	4	1	2	0	1	2	1	4	3	1	1	2	1	1	1	3	2	2
Get a little better	16	16	32	8	19	10	25	7	16	20	13	19	22	14	13	20	11	17	18	16	14	16
TOTAL BETTER	18	18	35	9	23	11	27	7	17	22	14	23	25	15	14	22	12	18	19	19	16	18
Stay about the same	41	41	46	38	55	38	47	38	42	39	42	39	36	39	48	45	36	42	44	39	38	41
Get a little worse	25	24	15	32	20	29	16	35	29	23	25	17	19	27	30	23	27	23	24	27	25	23
Get a lot worse	11	11	2	18	1	20	5	16	8	11	12	11	12	15	8	8	17	10	11	9	15	11
TOTAL WORSE	36	35	17	50	21	49	21	51	37	34	37	28	31	42	38	31	44	33	35	36	40	34
Don't know	6	6	2	2	2	3	4	3	4	5	7	11	9	5	1	3	9	7	3	7	6	7

Fieldwork: 1st - 2nd May 2014

	Home ownership						Children	
	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know	Under 18	
Weighted Sample	1945	465	464	93	200	87	45	480
Unweighted Sample	1945	489	486	77	185	81	41	468
	%	%	%	%	%	%	%	%

	April 24-25	May 1-2							
In your opinion how good or bad is the state of Britain's economy at the moment?									
Very good	1	2	3	3	0	3	1	0	1
Quite good	19	22	27	20	11	26	7	28	20
TOTAL GOOD	20	24	30	23	11	29	8	28	21
Neither good nor bad	33	31	34	33	22	26	35	11	30
Quite bad	29	28	26	29	41	26	23	27	30
Very bad	12	13	9	12	11	14	27	7	14
TOTAL BAD	41	41	35	41	52	40	50	34	44
Don't know	5	5	1	3	16	4	7	27	5
How do you think the financial situation of your household will change over the next 12 months?									
Get a lot better	2	2	1	1	0	4	4	2	2
Get a little better	16	16	16	16	11	26	8	14	17
TOTAL BETTER	18	18	17	17	11	30	12	16	19
Stay about the same	41	41	49	43	30	31	23	33	37
Get a little worse	25	24	26	25	28	22	22	21	21
Get a lot worse	11	11	7	9	13	14	31	9	15
TOTAL WORSE	36	35	33	34	41	36	53	30	36
Don't know	6	6	2	5	18	3	12	21	8

Fieldwork: 1st - 2nd May 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	1945	503	542	131	227	597	475	361	943	1002	231	492	665	556	1109	836	249	632	416	478	169
Unweighted Sample	1945	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668	260	614	403	428	240
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which party do you think has the best policies on...

Europe

Conservatives	19	55	5	13	2	39	6	12	21	18	19	21	15	23	22	16	20	22	20	17	16
Labour	18	2	55	5	1	2	46	13	21	16	23	15	20	16	19	17	20	16	15	19	28
Liberal Democrat	9	2	6	58	0	3	5	26	9	9	10	9	7	10	11	5	11	10	6	8	13
UKIP	27	28	14	11	88	39	20	21	30	23	11	21	30	34	23	31	28	28	27	28	14
Don't know	27	13	20	12	9	17	23	28	19	35	37	34	28	16	25	31	21	25	32	28	29

Immigration

Conservatives	17	45	6	23	0	33	7	13	20	15	23	18	15	17	21	13	21	19	17	15	14
Labour	16	1	47	4	0	1	39	12	17	15	19	16	16	14	17	14	19	15	12	15	25
Liberal Democrat	6	2	4	43	0	1	3	19	6	6	8	7	4	6	8	3	8	7	4	4	7
UKIP	35	39	22	15	94	49	29	29	37	33	17	29	39	43	29	43	34	34	38	39	24
Don't know	26	13	22	15	5	16	23	28	20	31	33	30	25	20	24	27	18	25	29	26	30

The economy

Conservatives	37	92	6	33	34	75	10	26	41	34	32	32	33	49	41	32	37	42	37	35	25
Labour	23	0	67	8	4	3	59	21	26	20	22	19	28	20	23	23	24	19	20	28	32
Liberal Democrat	5	1	3	38	1	1	3	13	5	5	7	5	4	4	5	4	7	4	4	4	5
UKIP	4	1	1	2	25	5	2	3	5	3	4	6	4	3	4	5	2	5	5	4	2
Don't know	31	6	23	19	35	16	26	38	24	38	34	38	31	24	27	37	30	30	35	29	35

Health

Conservatives	21	64	1	8	13	50	2	9	22	21	13	17	19	31	24	17	20	27	22	17	11
Labour	33	5	80	16	24	8	72	33	36	29	35	27	40	28	33	32	37	26	27	39	49
Liberal Democrat	6	3	3	50	1	3	2	17	6	6	4	6	5	8	7	5	6	7	6	5	7
UKIP	4	2	1	3	24	5	3	3	5	3	6	6	3	3	4	5	2	5	6	3	2
Don't know	36	26	16	23	38	33	21	37	31	40	43	44	33	29	32	40	35	34	39	36	31

Education

Conservatives	23	68	1	10	17	54	4	10	25	22	15	18	20	35	26	20	21	28	26	20	13
Labour	29	4	75	10	13	5	69	26	33	25	33	27	34	23	30	27	35	21	23	35	44
Liberal Democrat	8	4	5	53	4	3	3	23	7	8	9	7	6	9	9	6	8	10	6	7	8
UKIP	4	1	0	2	22	5	2	2	5	3	4	5	4	2	3	4	2	3	6	3	2
Don't know	36	23	18	24	44	33	23	39	31	42	39	43	35	31	32	42	33	38	39	36	33

Taxation

Conservatives	28	78	4	16	17	62	6	12	31	24	25	19	28	37	30	24	29	32	28	25	20
Labour	25	2	70	11	6	4	60	23	29	22	25	25	29	21	26	25	29	19	24	29	36
Liberal Democrat	7	3	4	51	3	3	4	22	7	7	6	8	6	8	9	5	9	8	5	7	7
UKIP	5	1	0	3	33	7	3	2	6	4	5	7	5	3	5	6	4	5	7	5	2
Don't know	35	16	21	20	40	24	27	42	27	43	39	41	33	31	31	41	29	36	36	35	35

Law and order

Conservatives	28	72	6	29	15	57	7	22	32	24	22	22	27	37	31	24	29	32	27	26	21
Labour	21	2	61	5	8	2	57	16	25	18	23	20	24	18	21	21	26	17	18	25	26
Liberal Democrat	4	1	2	36	1	1	1	13	3	5	4	5	4	4	6	2	5	4	4	3	6
UKIP	7	4	2	3	36	9	4	4	9	5	6	7	6	7	6	7	5	6	9	6	4
Don't know	40	22	29	27	41	30	31	46	31	48	45	45	39	34	36	46	35	40	42	39	42

Fieldwork: 1st - 2nd May 2014

	Home ownership						Children	
	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know	Under 18	
Weighted Sample	1945	465	464	93	200	87	45	480
Unweighted Sample	1945	489	486	77	185	81	41	468
	%	%	%	%	%	%	%	%

Which party do you think has the best policies on...

Europe

Conservatives	19	24	21	12	16	9	11	19
Labour	18	16	20	27	17	20	9	17
Liberal Democrat	9	9	7	4	12	6	9	7
UKIP	27	32	23	24	24	29	16	24
Don't know	27	19	29	32	31	35	55	33

Immigration

Conservatives	17	20	22	11	18	9	16	19
Labour	16	13	16	17	16	17	14	14
Liberal Democrat	6	7	5	4	6	5	0	5
UKIP	35	40	32	29	31	35	17	34
Don't know	26	20	25	38	29	34	52	28

The economy

Conservatives	37	47	39	16	40	13	24	30
Labour	23	18	24	30	21	32	19	22
Liberal Democrat	5	4	3	2	4	7	2	5
UKIP	4	3	4	4	3	5	1	5
Don't know	31	27	30	48	31	44	54	38

Health

Conservatives	21	29	23	16	17	13	22	20
Labour	33	26	35	32	32	37	27	32
Liberal Democrat	6	7	7	4	4	3	1	6
UKIP	4	4	4	3	3	8	1	6
Don't know	36	34	32	44	44	40	49	36

Education

Conservatives	23	33	25	13	22	13	18	21
Labour	29	23	30	34	29	38	29	30
Liberal Democrat	8	8	7	1	7	7	7	7
UKIP	4	3	2	6	3	7	1	5
Don't know	36	33	36	46	38	35	47	38

Taxation

Conservatives	28	38	27	8	25	17	25	23
Labour	25	19	26	33	24	30	20	26
Liberal Democrat	7	7	7	4	9	8	0	6
UKIP	5	4	5	6	4	8	6	7
Don't know	35	31	36	50	38	38	49	38

Law and order

Conservatives	28	34	30	9	28	17	29	25
Labour	21	17	21	30	21	27	16	22
Liberal Democrat	4	5	3	5	3	1	0	4
UKIP	7	7	6	8	5	9	6	8
Don't know	40	37	40	47	43	46	50	41

Fieldwork: 1st - 2nd May 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	1945	503	542	131	227	597	475	361	943	1002	231	492	665	556	1109	836	249	632	416	478	169	
Unweighted Sample	1945	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668	260	614	403	428	240	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think Nigel Farage would make a better or worse Prime Minister than David Cameron?

Better	14	5	13	7	65	14	14	10	17	12	12	13	16	15	12	18	13	13	16	17	11
Worse	54	73	56	80	5	60	53	63	56	52	58	54	51	55	62	43	55	58	49	50	58
Much the same	18	13	23	9	18	15	24	17	18	18	7	17	20	22	15	22	17	16	20	19	20
Don't know	14	9	8	4	12	11	9	10	9	19	23	16	14	8	11	18	15	13	16	14	11

And do you think Nigel Farage would make a better or worse Prime Minister than Ed Miliband?

Better	26	40	6	14	83	47	12	18	32	21	18	24	25	34	26	28	28	28	30	24	17
Worse	45	30	73	77	2	26	66	61	44	45	48	45	47	41	49	39	46	43	41	45	57
Much the same	17	25	13	4	10	20	15	16	17	17	13	18	17	19	17	17	14	19	16	18	15
Don't know	12	5	7	5	5	7	7	6	7	16	22	14	11	6	9	16	12	10	13	13	10

Do you think UKIP are more or less likely to have candidates with racist or offensive views than other political parties?

More likely than other parties to have candidates with racist or offensive views	58	63	72	78	13	52	66	70	60	57	65	63	55	56	64	51	59	59	55	58	65
Less likely than other parties to have candidates with racist or offensive views	3	2	3	3	5	3	2	2	3	2	1	4	3	2	2	3	3	4	3	2	0
No different to other parties	29	30	19	17	79	39	24	23	32	27	16	22	33	36	26	32	27	29	30	31	24
Don't know	10	6	6	2	3	7	8	6	6	14	18	12	9	7	7	14	11	9	12	9	10

Do you think UKIP politicians in the European Parliament are more or less likely to have abused or fiddled their expenses than politicians from other parties?

More likely than politicians from other parties to have abused or fiddled their expenses	16	16	25	26	2	12	21	16	19	13	29	18	13	13	18	14	14	17	14	16	18
Less likely than politicians from other parties to have abused or fiddled their expenses	10	8	9	7	25	11	7	8	12	8	13	11	8	9	9	10	8	10	10	11	6
No different to other parties	62	69	59	59	70	69	63	67	61	64	39	57	68	68	64	60	65	63	61	60	64
Don't know	12	7	7	8	3	8	9	10	8	16	19	14	10	10	9	16	13	11	14	12	12

Fieldwork: 1st - 2nd May 2014

	Home ownership						Children	
	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know	Under 18	
Weighted Sample	1945	465	464	93	200	87	45	480
Unweighted Sample	1945	489	486	77	185	81	41	468
	%	%	%	%	%	%	%	%

Do you think Nigel Farage would make a better or worse Prime Minister than David Cameron?

Better	14	14	12	16	15	22	12	15
Worse	54	55	59	29	62	36	46	49
Much the same	18	20	18	20	15	23	5	19
Don't know	14	11	11	36	9	19	37	17

And do you think Nigel Farage would make a better or worse Prime Minister than Ed Miliband?

Better	26	34	25	20	25	21	21	23
Worse	45	37	52	36	47	48	41	45
Much the same	17	20	15	12	19	11	3	17
Don't know	12	8	8	31	8	20	35	14

Do you think UKIP are more or less likely to have candidates with racist or offensive views than other political parties?

More likely than other parties to have candidates with racist or offensive views	58	53	63	43	64	49	49	56
Less likely than other parties to have candidates with racist or offensive views	3	1	3	5	2	6	1	4
No different to other parties	29	38	28	30	25	27	24	27
Don't know	10	8	7	23	9	17	26	14

Do you think UKIP politicians in the European Parliament are more or less likely to have abused or fiddled their expenses than politicians from other parties?

More likely than politicians from other parties to have abused or fiddled their expenses	16	15	13	11	22	20	4	14
Less likely than politicians from other parties to have abused or fiddled their expenses	10	10	9	6	15	10	7	10
No different to other parties	62	65	69	55	54	50	61	62
Don't know	12	10	10	28	8	20	28	15

Fieldwork: 1st - 2nd May 2014

	Voting intention					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	
Weighted Sample	1945	503	542	131	227	597	475	361	943	1002	231	492	665	556	1109	836	249	632	416	478	169	
Unweighted Sample	1945	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668	260	614	403	428	240	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In recent weeks accusations have been made that some of UKIP's candidates have extreme, racist, or offensive views. Do you think these accusation are fair or not, and have they changed how you view UKIP?

The accusations are fair and have made me think more negatively about UKIP	21	22	29	26	2	17	26	22	21	20	29	20	19	21	23	17	22	22	17	20	24
The accusations are fair, but have not really changed my opinion of UKIP	39	42	43	51	21	38	39	48	40	37	36	40	38	39	41	35	41	37	38	38	42
The accusations are unfair, but have not really changed my opinion of UKIP	14	17	11	9	28	17	13	12	15	13	9	11	14	18	14	14	15	13	14	15	13
The accusations are unfair and have made me think more positively about UKIP	8	5	3	7	37	10	6	6	9	6	4	7	8	9	7	9	8	8	8	9	3
None of these	5	6	3	0	6	6	3	3	4	5	3	6	6	3	4	6	3	5	5	5	4
Don't know	14	8	11	7	5	11	13	9	10	18	19	16	14	10	10	19	12	14	17	13	13

In recent weeks accusations have been made that Nigel Farage and some other UKIP MEPs have taken advantage of their expenses as MEPs to employ family members and claim more than they should. Do you think these accusation are fair or not, and have they chan

The accusations are fair and have made me think more negatively about UKIP	22	21	34	24	2	17	30	22	22	22	27	22	20	24	23	21	20	22	21	24	24
The accusations are fair, but have not really changed my opinion of UKIP	35	40	36	50	26	34	35	42	37	33	28	37	34	36	38	30	40	34	34	31	43
The accusations are unfair, but have not really changed my opinion of UKIP	13	17	10	7	29	19	11	9	15	11	13	10	14	15	12	14	18	13	13	11	12
The accusations are unfair and have made me think more positively about UKIP	5	4	2	5	22	6	4	5	8	3	3	5	5	7	6	5	4	5	6	7	1
None of these	5	6	3	1	9	7	4	3	5	5	3	5	7	5	5	7	3	7	5	6	5
Don't know	19	12	15	12	12	16	16	20	13	25	25	22	21	13	16	23	15	20	22	21	15

Fieldwork: 1st - 2nd May 2014

	Home ownership						Children
Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know	Under 18
Weighted Sample 1945	465	464	93	200	87	45	480
Unweighted Sample 1945	489	486	77	185	81	41	468
	%	%	%	%	%	%	%

In recent weeks accusations have been made that some of UKIP's candidates have extreme, racist, or offensive views. Do you think these accusation are fair or not, and have they changed how you view UKIP?

The accusations are fair and have made me think more negatively about UKIP	21	20	22	13	25	12	12	19
The accusations are fair, but have not really changed my opinion of UKIP	39	34	42	27	41	38	34	36
The accusations are unfair, but have not really changed my opinion of UKIP	14	20	13	9	12	13	15	14
The accusations are unfair and have made me think more positively about UKIP	8	9	7	10	8	7	5	8
None of these	5	4	5	4	5	7	5	5
Don't know	14	12	11	37	10	23	28	18

In recent weeks accusations have been made that Nigel Farage and some other UKIP MEPs have taken advantage of their expenses as MEPs to employ family members and claim more than they should. Do you think these accusation are fair or not, and have they chan

The accusations are fair and have made me think more negatively about UKIP	22	23	21	20	29	17	12	22
The accusations are fair, but have not really changed my opinion of UKIP	35	33	38	26	31	35	22	30
The accusations are unfair, but have not really changed my opinion of UKIP	13	18	13	6	12	13	21	10
The accusations are unfair and have made me think more positively about UKIP	5	7	5	1	6	6	5	5
None of these	5	5	5	2	8	6	4	7
Don't know	19	15	17	45	14	23	36	25

Fieldwork: 1st - 2nd May 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 1945	503	542	131	227	597	475	361	943	1002	231	492	665	556	1109	836	249	632	416	478	169	
Unweighted Sample 1945	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668	260	614	403	428	240	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about criticisms that have been made of UKIP in recent weeks, do you think...

They are mostly valid criticisms, being made by people genuinely concerned that UKIP are racist, extreme or corrupt

27	21	40	39	1	17	35	31	25	28	35	30	24	24	31	20	25	27	22	27	36
30	38	31	40	10	32	31	36	31	28	21	28	31	34	32	26	28	30	30	27	35
25	29	17	11	66	32	21	21	27	23	17	18	27	32	22	29	30	25	26	26	14
4	4	2	3	17	7	2	2	6	3	5	6	3	4	3	6	3	6	3	6	3
15	8	11	7	6	12	11	11	10	19	23	18	15	7	11	19	14	12	18	15	12

This week Patrick Mercer, the MP for Newark, announced that he was resigning and that a by-election would take place to elect a new MP for the area.

Some people speculated that Nigel Farage would stand the by-election for a new MP for Newark, but Mr Farage has now ruled this out.

Do you think Mr Farage should or should not have stood in the Newark by-election?

Should have stood	18	20	21	22	22	18	21	20	22	14	11	20	17	21	18	19	17	16	18	21	19
Should not have stood	44	52	44	49	54	52	46	45	47	42	35	35	46	54	48	40	44	46	44	42	44
Don't know	38	28	34	30	24	31	33	35	31	44	54	45	37	25	35	42	38	38	38	37	37

Mr Farage said he did not want to stand in Newark as he had no links to the area and would be seen as an opportunist. Other people have said he was just scared that he would lose.

Why do you think Mr Farage did not stand in Newark?

Because he thought he would lose	35	40	47	52	9	34	43	43	40	31	43	28	36	38	40	30	33	38	31	35	43
Because he has no links to the area	38	43	29	26	75	48	32	34	40	37	20	38	42	42	37	41	38	38	41	40	30
Don't know	26	17	24	22	16	18	24	23	19	33	37	34	22	20	24	29	29	24	28	25	27

Fieldwork: 1st - 2nd May 2014

	Home ownership						Children
Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know	Under 18
Weighted Sample 1945	465	464	93	200	87	45	480
Unweighted Sample 1945	489	486	77	185	81	41	468
%	%	%	%	%	%	%	%

Thinking about criticisms that have been made of UKIP in recent weeks, do you think...

They are mostly valid criticisms, being made by people genuinely concerned that UKIP are racist, extreme or corrupt	27	21	27	25	35	20	20	25
They are mostly being made for political purposes by people opposed to UKIP, but they are nevertheless mostly genuine and valid criticisms	30	34	34	17	25	20	10	27
They are mostly being made for political purposes by people opposed to UKIP and are generally trumped up and exaggerated	25	31	23	20	22	26	32	22
They are almost wholly false, and are a deliberate smear campaign by people who want to damage UKIP	4	4	4	3	6	8	0	5
Don't know	15	10	12	35	12	26	38	21

This week Patrick Mercer, the MP for Newark, announced that he was resigning and that a by-election would take place to elect a new MP for the area.

Some people speculated that Nigel Farage would stand the by-election for a new MP for Newark, but Mr Farage has now ruled this out.

Do you think Mr Farage should or should not have stood in the Newark by-election?

Should have stood	18	18	18	20	16	24	2	22
Should not have stood	44	50	48	24	50	38	35	37
Don't know	38	32	34	56	34	38	63	42

Mr Farage said he did not want to stand in Newark as he had no links to the area and would be seen as an opportunist. Other people have said he was just scared that he would lose.

Why do you think Mr Farage did not stand in Newark?

Because he thought he would lose	35	36	36	26	35	25	32	33
Because he has no links to the area	38	44	40	32	39	44	22	38
Don't know	26	20	24	42	26	31	45	29

Fieldwork: 1st - 2nd May 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	1945	503	542	131	227	597	475	361	943	1002	231	492	665	556	1109	836	249	632	416	478	169
Unweighted Sample	1945	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668	260	614	403	428	240
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you or your partner monitor what your children watch on television?

[Only went to respondents who have children between 5 and 18; n=366]

Monitor very closely	18	24	16	0	12	20	17	11	12	23	0	27	13	10	20	16	33	21	13	15	12
Monitor fairly closely	53	47	53	75	50	50	54	62	50	56	46	62	49	30	48	57	51	51	61	51	44
Do not monitor very closely	20	21	20	25	27	22	19	15	26	14	54	8	24	49	22	18	5	18	13	29	29
Do not monitor at all	8	6	8	0	10	7	7	10	8	7	0	2	11	11	7	8	12	9	10	3	11
Don't know	2	2	3	0	0	2	3	2	4	0	0	2	2	0	3	1	0	1	4	1	5

How often do your children watch television after the 9pm watershed?

Children between 6 and 10

[Only went to respondents who have children between 6 and 180 n=187]

All the time	4	3	5	0	0	2	3	6	6	2	0	5	4	0	4	4	0	4	4	5	5
Occasionally	21	24	19	0	7	20	19	9	25	17	70	21	17	0	22	19	33	23	20	17	18
Rarely	39	39	46	41	55	36	47	44	40	38	0	40	39	56	38	40	32	27	42	50	41
Never	36	33	30	59	38	42	30	41	28	43	30	34	39	44	35	37	36	46	34	27	36
Don't know	0	0	0	0	0	0	1	0	1	0	0	0	1	0	1	0	0	0	0	2	0

Between 11 and 14

[Only went to respondents who have children between 6 and 180 n=148]

All the time	13	4	17	9	29	8	23	10	15	10	0	2	18	0	14	11	0	13	0	14	36
Occasionally	60	64	67	48	44	61	62	52	56	63	0	82	50	61	52	67	81	55	62	65	38
Rarely	18	25	8	23	23	21	8	20	19	18	0	12	20	39	21	15	9	17	35	12	17
Never	9	5	8	20	5	10	7	18	9	9	0	5	11	0	11	7	9	15	3	7	9
Don't know	0	2	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0	0	1	0

Between 15 and 17

[Only went to respondents who have children between 6 and 180 n=138]

All the time	30	15	41	26	32	21	50	31	29	31	0	16	33	22	35	26	30	21	25	38	48
Occasionally	54	64	44	32	46	61	39	35	51	56	0	75	50	59	49	58	61	68	52	35	52
Rarely	11	16	9	0	18	14	7	14	14	8	0	9	12	0	10	12	0	10	12	22	0
Never	4	0	7	42	5	4	3	14	5	3	0	0	4	14	4	4	5	0	12	3	0
Don't know	1	4	0	0	0	0	0	5	1	1	0	0	1	5	2	0	4	1	0	2	0

Fieldwork: 1st - 2nd May 2014

	Home ownership						Children	
	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know	Under 18	
Weighted Sample	1945	465	464	93	200	87	45	480
Unweighted Sample	1945	489	486	77	185	81	41	468
	%	%	%	%	%	%	%	%

To what extent, if at all, do you or your partner monitor what your children watch on television?

[Only went to respondents who have children between 5 and 18; n=366]

Monitor very closely	18	4	19	15	29	18	9	18
Monitor fairly closely	53	42	57	67	34	54	53	53
Do not monitor very closely	20	33	16	17	32	22	37	20
Do not monitor at all	8	19	7	0	2	4	0	8
Don't know	2	2	1	0	4	2	0	2

How often do your children watch television after the 9pm watershed?

Children between 6 and 10

[Only went to respondents who have children between 6 and 180 n=187]

All the time	4	10	1	6	6	2	0	4
Occasionally	21	36	15	38	15	27	0	21
Rarely	39	42	45	20	50	24	100	39
Never	36	12	38	36	28	48	0	36
Don't know	0	0	1	0	0	0	0	0

Between 11 and 14

[Only went to respondents who have children between 6 and 180 n=148]

All the time	13	15	14	0	7	18	0	13
Occasionally	60	63	58	100	54	71	0	60
Rarely	18	16	18	0	26	0	100	18
Never	9	6	10	0	13	11	0	9
Don't know	0	0	0	0	0	0	0	0

Between 15 and 17

[Only went to respondents who have children between 6 and 180 n=138]

All the time	30	27	27	43	24	17	0	30
Occasionally	54	56	61	57	35	40	100	54
Rarely	11	11	9	0	13	43	0	11
Never	4	4	1	0	29	0	0	4
Don't know	1	1	1	0	0	0	0	1

Fieldwork: 1st - 2nd May 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	1945	503	542	131	227	597	475	361	943	1002	231	492	665	556	1109	836	249	632	416	478	169	
Unweighted Sample	1945	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668	260	614	403	428	240	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you try to limit your children's to the following things on television?

[Only went to respondents who have children between 5 and 18; n=366]

Nudity and sexual content

I try not to let my children see this at all on television	58	55	58	70	62	55	57	54	59	58	30	65	56	50	56	61	63	61	57	60	43
I try to limit the amount of television my children see containing this	30	29	32	26	30	31	32	32	26	33	54	31	29	19	29	31	27	28	31	30	30
I allow my children to watch programmes containing this	10	14	8	4	8	14	10	7	12	8	16	1	13	31	13	7	9	10	11	8	14
Don't know	2	2	2	0	0	0	1	7	3	1	0	2	3	0	2	2	2	1	0	1	12

Violence

I try not to let my children see this at all on television	43	33	47	24	46	32	51	41	41	45	58	49	39	46	42	44	43	49	44	39	37
I try to limit the amount of television my children see containing this	43	51	43	72	42	52	37	45	41	45	25	46	43	32	41	45	40	39	45	50	34
I allow my children to watch programmes containing this	11	15	9	4	12	16	10	6	15	8	16	4	15	22	15	8	15	11	10	10	17
Don't know	2	2	2	0	0	0	1	7	3	1	0	2	3	0	2	2	2	1	0	1	12

Swearing

I try not to let my children see this at all on television	38	33	42	0	44	31	45	32	37	38	30	44	34	46	36	39	26	41	41	38	28
I try to limit the amount of television my children see containing this	44	41	42	81	43	46	39	47	40	47	54	46	43	23	41	46	60	43	45	40	38
I allow my children to watch programmes containing this	16	24	14	19	13	22	14	14	19	13	16	8	20	31	21	12	13	15	14	19	22
Don't know	3	2	2	0	0	0	1	7	3	2	0	3	2	0	2	3	2	1	0	3	12

Do you have any form of screening device on televisions in your home to prevent your children having access to inappropriate television?

[Only went to respondents who have children between 5 and 18; n=366]

Yes, I do	23	37	16	42	12	26	24	19	24	22	16	27	20	17	27	18	31	24	26	18	13
No, I do not	69	57	77	58	80	64	68	75	65	72	58	64	71	83	67	70	69	71	58	74	73
Not sure	9	6	7	0	8	10	8	5	11	6	25	9	8	0	6	11	0	5	15	8	14

Which of the following types of television content do you think poses the greatest risk to children?

Violence	66	70	63	77	65	70	65	69	62	69	52	55	68	78	67	64	66	68	69	61	61
Nudity and sexual content	19	19	23	11	21	17	21	19	19	19	25	26	18	13	19	20	20	17	17	24	20
Swearing	3	4	4	3	2	3	4	1	5	2	5	4	3	3	4	3	3	4	3	4	2
None of them	6	3	8	5	7	5	6	6	8	5	9	8	7	2	6	6	6	6	4	7	11
Don't know	5	4	3	5	5	6	3	5	6	5	9	8	4	3	5	6	5	5	7	5	5

Fieldwork: 1st - 2nd May 2014

	Home ownership						Children	
	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know	Under 18	
Weighted Sample	1945	465	464	93	200	87	45	480
Unweighted Sample	1945	489	486	77	185	81	41	468
	%	%	%	%	%	%	%	%

Do you try to limit your children's to the following things on television?

[Only went to respondents who have children between 5 and 18; n=366]

Nudity and sexual content

I try not to let my children see this at all on television	58	42	63	51	80	53	37	58
I try to limit the amount of television my children see containing this	30	37	29	40	7	41	9	30
I allow my children to watch programmes containing this	10	19	6	9	12	6	0	10
Don't know	2	2	2	0	2	0	53	2

Violence

I try not to let my children see this at all on television	43	21	52	52	37	42	0	43
I try to limit the amount of television my children see containing this	43	56	36	41	54	47	47	43
I allow my children to watch programmes containing this	11	22	9	7	7	11	0	11
Don't know	2	2	2	0	2	0	53	2

Swearing

I try not to let my children see this at all on television	38	24	46	36	41	28	0	38
I try to limit the amount of television my children see containing this	44	52	39	48	46	32	47	44
I allow my children to watch programmes containing this	16	22	14	15	13	34	0	16
Don't know	3	2	2	0	0	6	53	3

Do you have any form of screening device on televisions in your home to prevent your children having access to inappropriate television?

[Only went to respondents who have children between 5 and 18; n=366]

Yes, I do	23	23	19	32	7	25	0	23
No, I do not	69	69	75	56	82	70	47	69
Not sure	9	7	6	12	11	5	53	9

Which of the following types of television content do you think poses the greatest risk to children?

Violence	66	73	65	67	59	64	61	56
Nudity and sexual content	19	14	21	13	22	23	11	29
Swearing	3	3	2	7	7	2	0	4
None of them	6	5	7	5	6	6	10	6
Don't know	5	5	5	8	6	5	18	5

Fieldwork: 1st - 2nd May 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	1945	503	542	131	227	597	475	361	943	1002	231	492	665	556	1109	836	249	632	416	478	169
Unweighted Sample	1945	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668	260	614	403	428	240
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Terrestrial television channels have a 9pm watershed, before which programmes unsuitable for children are not supposed to be shown

Thinking about the impact of modern technology, how effective do you think the watershed is these days at helping parents to stop their children seeing inappropriate television programmes?

Very effective	3	3	4	3	2	3	3	3	4	3	5	6	3	1	3	4	4	3	2	5	2
Fairly effective	25	25	28	20	18	25	28	22	27	24	29	36	25	14	25	25	23	25	28	26	20
TOTAL EFFECTIVE	28	28	32	23	20	28	31	25	31	27	34	42	28	15	28	29	27	28	30	31	22
Fairly ineffective	39	42	39	49	37	40	37	45	38	40	35	33	38	47	43	35	37	41	40	37	41
Very ineffective	26	27	23	23	40	29	25	23	25	27	17	18	28	34	25	28	27	27	23	25	29
TOTAL INEFFECTIVE	65	69	62	72	77	69	62	68	63	67	52	51	66	81	68	63	64	68	63	62	70
Don't know	7	4	5	4	3	3	7	6	6	7	13	7	6	4	5	9	9	5	7	7	9

Do you think the 9pm watershed for terrestrial television programmes should or should not be kept?

Should be kept - terrestrial television channels should not show programmes unsuitable for children before 9pm	85	88	86	94	85	87	87	93	83	88	69	82	87	92	87	83	83	88	84	85	82
Should not be kept - terrestrial television channels should be free to show programmes unsuitable for children at any time	7	8	8	1	11	8	7	3	11	4	14	9	7	4	7	8	8	6	6	9	10
Don't know	7	4	6	5	4	5	6	4	7	8	17	9	5	4	6	9	9	6	10	7	9

Thinking about the rents private landlords charge to people renting their homes, do you think...

The government should introduce rent controls, limiting the amount that landlords can charge people renting their properties	56	35	76	53	52	39	73	61	53	59	55	51	59	58	54	59	52	55	52	60	61
The government should not introduce rent controls, and should leave landlords to set the amount they charge people renting their properties	33	57	16	36	39	52	19	27	37	29	27	37	30	35	37	27	36	36	33	28	28
Don't know	11	8	8	11	9	9	9	12	10	12	18	13	11	8	10	14	12	9	15	11	11

Fieldwork: 1st - 2nd May 2014

	Home ownership						Children
Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know	Under 18
Weighted Sample 1945	465	464	93	200	87	45	480
Unweighted Sample 1945	489	486	77	185	81	41	468
	%	%	%	%	%	%	%

Terrestrial television channels have a 9pm watershed, before which programmes unsuitable for children are not supposed to be shown

Thinking about the impact of modern technology, how effective do you think the watershed is these days at helping parents to stop their children seeing inappropriate television programmes?

Very effective	3	2	2	5	7	5	3	6
Fairly effective	25	19	28	27	33	16	29	35
TOTAL EFFECTIVE	28	21	30	32	40	21	32	41
Fairly ineffective	39	44	41	33	32	39	30	32
Very ineffective	26	29	24	22	26	28	13	20
TOTAL INEFFECTIVE	65	73	65	55	58	67	43	52
Don't know	7	6	4	13	3	11	25	8

Do you think the 9pm watershed for terrestrial television programmes should or should not be kept?

Should be kept - terrestrial television channels should not show programmes unsuitable for children before 9pm	85	89	86	70	88	83	60	80
Should not be kept - terrestrial television channels should be free to show programmes unsuitable for children at any time	7	7	10	9	7	7	6	8
Don't know	7	4	4	21	5	11	34	11

Thinking about the rents private landlords charge to people renting their homes, do you think...

The government should introduce rent controls, limiting the amount that landlords can charge people renting their properties	56	49	45	72	60	84	40	52
The government should not introduce rent controls, and should leave landlords to set the amount they charge people renting their properties	33	41	43	7	31	7	25	33
Don't know	11	10	12	22	9	9	34	15

Fieldwork: 1st - 2nd May 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 1945	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668	260	614	403	428	240	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In recent months Ed Miliband has announced policies that would seek to intervene and regulate prices in areas where prices are currently set by the market - such as proposing a two-year freeze on gas and electricity prices and rent controls on private landlords.

Generally speaking, do you think policies like these are heading in the right or wrong direction?

Right direction - governments should be more willing to intervene in the market and control prices
Wrong direction - governments should generally allow the free market to set prices
Don't know

56	33	85	49	48	34	79	65	52	60	57	55	56	57	55	59	54	54	52	62	65
29	59	7	41	37	55	10	24	38	22	21	26	28	37	34	24	31	33	32	24	23
14	8	8	10	15	11	10	11	10	18	22	19	15	6	11	18	15	13	17	14	12

If there are to be TV debates at the next election in 2015, which of the following would you prefer?

Straight debates between David Cameron and Ed Miliband, as they are the only two leaders who stand any realistic chance of being Prime Minister after the election
Three-way debates, like last time, between the Labour, Conservative and Liberal Democrat leaders
Four-way debates, to include Nigel Farage, leader of the UK Independence Party, as UKIP is now more popular than the Lib Dems and plans to fight the great majority of seats in 2015
Don't know

16	20	28	9	2	16	24	9	18	14	21	12	15	19	16	16	18	15	15	16	20
18	19	22	42	2	14	21	28	19	18	22	21	18	14	21	14	21	19	15	16	24
49	50	38	38	88	57	41	52	50	47	32	44	53	54	49	48	46	51	50	50	39
17	11	13	12	8	13	14	11	13	21	25	23	14	13	14	22	16	16	20	18	17

We would like you think about Northern Ireland, and murders and atrocities committed by people from both communities during the Troubles

Which of the following best reflects your view?

If evidence comes to light about crimes committed during the Troubles in Northern Ireland they should be pursued and the people responsible brought to justice
We should move on and forget about crimes committed during the Troubles - prosecuting people for crimes committed decades ago risks upsetting the peace process
Neither
Don't know

68	74	70	65	78	75	69	69	69	67	56	66	72	70	70	66	68	67	67	70	70
15	15	17	17	10	12	17	16	16	14	15	14	12	19	15	15	17	17	13	13	14
4	3	3	6	2	3	3	4	3	4	2	4	3	4	4	3	3	4	4	3	5
13	8	11	12	10	10	10	12	11	16	26	16	12	7	11	17	13	12	15	14	11

Fieldwork: 1st - 2nd May 2014

	Home ownership						Children
Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know	Under 18
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Unweighted Sample 1945	489	486	77	185	81	41	468
%	%	%	%	%	%	%	%

In recent months Ed Miliband has announced policies that would seek to intervene and regulate prices in areas where prices are currently set by the market - such as proposing a two-year freeze on gas and electricity prices and rent controls on private landlords.

Generally speaking, do you think policies like these are heading in the right or wrong direction?

Right direction - governments should be more willing to intervene in the market and control prices	56	49	48	66	62	76	49	56
Wrong direction - governments should generally allow the free market to set prices	29	41	39	8	25	8	13	25
Don't know	14	10	13	26	13	17	38	19

If there are to be TV debates at the next election in 2015, which of the following would you prefer?

Straight debates between David Cameron and Ed Miliband, as they are the only two leaders who stand any realistic chance of being Prime Minister after the election	16	16	17	14	20	11	13	13
Three-way debates, like last time, between the Labour, Conservative and Liberal Democrat leaders	18	16	20	13	24	21	11	19
Four-way debates, to include Nigel Farage, leader of the UK Independence Party, as UKIP is now more popular than the Lib Dems and plans to fight the great majority of seats in 2015	49	53	48	38	42	45	33	44
Don't know	17	15	15	35	14	23	44	25

We would like you think about Northern Ireland, and murders and atrocities committed by people from both communities during the Troubles

Which of the following best reflects your view?

If evidence comes to light about crimes committed during the Troubles in Northern Ireland they should be pursued and the people responsible brought to justice	68	73	73	59	65	65	45	67
We should move on and forget about crimes committed during the Troubles - prosecuting people for crimes committed decades ago risks upsetting the peace process	15	15	14	14	18	10	9	13
Neither	4	3	4	1	3	6	5	3
Don't know	13	9	8	26	14	19	41	17

Fieldwork: 1st - 2nd May 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 1945	503	542	131	227	597	475	361	943	1002	231	492	665	556	1109	836	249	632	416	478	169	
Unweighted Sample 1945	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668	260	614	403	428	240	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

This week the Sinn Fein President Gerry Adams was arrested in connection with the IRA murder of Jean McConville in 1972. Mr Adams has always denied any involvement in the murder and Sinn Fein have said the arrest is politically motivated and a "deliberate attempt to influence the outcome of elections"

From what you have seen or heard, do you think the arrest is or is not politically motivated?

Is probably politically motivated	27	22	31	29	29	20	32	28	28	27	28	29	26	27	28	26	27	30	23	27	30
Is probably not politically motivated	39	48	41	39	46	46	40	40	46	33	32	29	43	46	40	37	40	36	43	39	38
Don't know	34	30	28	32	26	33	28	32	26	41	40	42	31	27	32	36	33	34	34	34	32
Don't know	22	15	15	15	21	18	17	22	16	28	32	27	22	15	19	26	18	23	22	25	20

Fieldwork: 1st - 2nd May 2014

	Home ownership						Children
Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know	Under 18
Weighted Sample 1945	465	464	93	200	87	45	480
Unweighted Sample 1945	489	486	77	185	81	41	468
%	%	%	%	%	%	%	%

This week the Sinn Fein President Gerry Adams was arrested in connection with the IRA murder of Jean McConville in 1972. Mr Adams has always denied any involvement in the murder and Sinn Fein have said the arrest is politically motivated and a "deliberate attempt to influence the outcome of elections"

From what you have seen or heard, do you think the arrest is or is not politically motivated?

Is probably politically motivated	27	25	25	21	28	27	34	31
Is probably not politically motivated	39	45	45	28	39	35	19	32
Don't know	34	31	31	51	33	39	47	36
Don't know	22	18	19	38	18	22	49	26

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	59	117
Male 25 to 39	162	245
Male 40 to 59	371	329
Male 60 +	328	253
Female 18 to 24	97	115
Female 25 to 39	257	247
Female 40 to 59	374	336
Female 60 +	297	303
Region		
North England	428	478
Midlands	271	319
East	176	187
London	260	249
South England	438	445
Wales	132	97
Scotland	240	169
Social Grade		
AB	707	545
C1	570	564
C2	317	408
DE	351	428
Newspaper Type		
Express / Mail	396	311
Sun / Star	267	457
Mirror / Record	157	195
Guardian / Independent	158	88
FT / Times / Telegraph	145	185
Other Paper	287	224
No Paper	535	486
Political Party Identification		
Labour	628	622
Conservative	510	545
Liberal Democrat	161	214
SNP/Plaid Cymru	62	33
Others	124	45
None/ DK	460	486

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