

Sample Size: 2095 GB Adults
Fieldwork: 3rd - 4th July 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	
Weighted Sample	2095	567	609	132	223	619	482	446	1016	1079	249	530	716	599	1194	901	268	681	448	515	182	
Unweighted Sample	2095	538	666	122	223	588	546	439	1048	1047	168	423	877	627	1410	685	319	620	403	474	279	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	June 26-27	July 3-4																				
Do you think this coalition government is good or bad for people like you?																						
Very good	2	2	5	1	9	2	3	1	5	3	2	2	4	2	2	2	3	4	3	2	2	2
Fairly good	16	18	38	5	41	7	28	9	20	21	15	14	20	18	18	23	12	17	21	19	15	13
TOTAL GOOD	18	20	43	6	50	9	31	10	25	24	17	16	24	20	20	25	15	21	24	21	17	15
Fairly bad	26	26	20	31	18	31	23	30	24	25	27	24	21	28	27	26	25	27	24	27	26	23
Very bad	26	25	5	45	10	38	14	44	24	25	25	23	19	29	27	21	31	24	23	24	27	34
TOTAL BAD	52	51	25	76	28	69	37	74	48	50	52	47	40	57	54	47	56	51	47	51	53	57
Doesn't make much difference either way	22	23	29	13	20	21	30	13	21	22	23	25	27	19	22	24	21	14	24	24	25	20
Don't know	7	6	3	4	2	1	3	3	6	5	7	12	8	4	4	5	8	14	4	5	5	9

Do you think the coalition government is managing the economy well or badly?																						
Very well	7	7	21	1	9	4	16	3	5	9	5	2	9	7	8	8	6	7	9	7	5	6
Fairly well	33	37	70	16	48	30	63	17	31	39	34	31	35	34	43	42	30	34	43	35	37	22
TOTAL WELL	40	44	91	17	57	34	79	20	36	48	39	33	44	41	51	50	36	41	52	42	42	28
Fairly badly	30	28	6	44	20	34	12	42	33	27	30	27	28	31	27	27	30	23	27	29	30	35
Very badly	18	17	1	29	12	26	5	30	19	17	17	16	15	20	15	13	22	15	14	18	19	25
TOTAL BADLY	48	45	7	73	32	60	17	72	52	44	47	43	43	51	42	40	52	38	41	47	49	60
Don't know	11	11	2	10	10	7	5	8	12	7	14	23	14	8	5	10	12	20	8	11	9	12

In your opinion how good or bad is the state of Britain's economy at the moment?																						
Very good	1	2	4	0	7	1	2	1	2	3	1	1	2	2	2	2	2	3	2	1	2	1
Quite good	21	23	55	10	19	12	43	12	18	26	20	20	24	21	26	26	19	20	28	23	21	17
TOTAL GOOD	22	25	59	10	26	13	45	13	20	29	21	21	26	23	28	28	21	23	30	24	23	18
Neither good nor bad	32	33	29	36	32	30	33	31	37	32	34	27	36	32	34	33	32	35	34	30	33	31
Quite bad	30	27	11	39	25	33	16	38	26	25	28	27	23	29	28	27	27	22	23	32	28	29
Very bad	11	11	1	13	13	22	4	15	12	10	11	14	9	13	8	9	14	9	9	11	12	15
TOTAL BAD	41	38	12	52	38	55	20	53	38	35	39	41	32	42	36	36	41	31	32	43	40	44
Don't know	5	5	1	2	4	2	1	3	4	3	6	11	6	4	2	3	7	11	4	3	3	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	3	0	2	2	1	3	1	3	3	2	1	2	2	4	2	2	2	2
Get a little better	15	17	30	11	23	7	24	10	15	18	15	22	24	14	11	20	13	19	18	15	16	14
TOTAL BETTER	17	19	33	12	26	7	26	12	16	21	16	25	27	16	12	22	15	23	20	17	18	16
Stay about the same	41	43	49	42	52	34	45	41	47	41	45	43	41	42	47	46	39	39	45	43	44	41
Get a little worse	24	23	14	29	11	35	20	29	23	24	22	16	17	25	30	21	27	15	23	28	24	25
Get a lot worse	11	9	2	13	9	20	5	13	10	8	10	6	7	14	7	7	13	9	9	9	11	8
TOTAL WORSE	35	32	16	42	20	55	25	42	33	32	32	22	24	39	37	28	40	24	32	37	35	33
Don't know	7	6	3	4	2	3	4	5	4	5	7	11	8	4	4	5	7	13	5	5	4	10

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

Thinking about levels of pollution, how good or bad would you say the air quality is your local area?

Very good	15	23	11	17	11	20	12	16	17	13	9	16	13	18	17	12	4	14	18	14	26
Fairly good	53	59	50	51	59	57	51	51	50	56	51	47	56	55	54	52	32	62	57	51	49
TOTAL GOOD	68	82	61	68	70	77	63	67	67	69	60	63	69	73	71	64	36	76	75	65	75
Fairly bad	17	9	22	23	16	12	22	19	17	18	19	18	17	16	16	19	30	13	15	21	12
Very bad	4	3	5	5	6	3	5	5	5	4	6	3	4	4	4	5	13	3	2	5	3
TOTAL BAD	21	12	27	28	22	15	27	24	22	22	25	21	21	20	20	24	43	16	17	26	15
Don't know	11	5	12	3	9	8	11	8	11	10	15	15	9	6	9	12	21	8	8	10	10

Do you or any member of your family ever suffer difficulty breathing because of pollution? Please tick all that apply.

Yes, I do	7	7	7	10	7	8	7	6	7	8	3	6	8	10	7	8	10	7	5	8	5
Yes, a member of my immediate family does	10	7	11	11	11	8	12	10	10	10	8	10	12	8	10	10	12	10	10	10	5
No, neither	73	81	74	68	74	80	72	73	74	73	71	71	74	75	75	71	63	75	72	74	81
Not sure	10	5	10	13	9	6	10	12	11	10	19	13	8	8	9	12	17	8	13	8	11

Do you or anyone in your immediate family suffer from asthma or other breathing difficulties that are made worse by pollution?

Yes, I do	11	11	13	10	10	10	13	10	11	12	8	8	11	15	10	12	10	11	11	12	11
Yes, a member of my immediate family does	18	14	19	14	20	18	18	17	17	19	15	17	21	17	18	18	17	19	20	17	13
No, neither	63	72	60	64	64	70	63	61	63	63	56	63	65	64	64	61	58	65	61	64	66
Not sure	9	4	10	13	7	4	7	13	11	8	23	12	5	6	9	10	17	8	8	8	11

From what you have read or heard, which do you think is the cleaner fuel - petrol or diesel?

Petrol is cleaner	29	35	26	35	32	34	26	31	34	25	30	25	28	33	33	24	30	33	24	27	30
Diesel is cleaner	16	17	17	12	16	15	18	15	16	16	16	19	14	16	14	19	12	14	17	21	14
There is no real difference	33	32	33	32	33	32	34	33	32	33	19	35	36	32	31	35	30	31	39	30	36
Don't know	22	17	24	21	19	20	22	21	19	26	36	20	22	18	22	23	28	22	20	22	20

Do think the government should...

Encourage more people to move from using petrol to using diesel	11	12	13	15	10	11	12	10	13	10	12	12	11	11	11	12	9	10	13	13	13
Encourage more people to move from using diesel to using petrol	10	11	10	10	11	10	10	13	11	9	11	10	8	12	10	10	7	12	8	11	11
Neither of these	45	48	41	46	48	47	42	46	49	40	37	44	46	47	47	41	39	46	45	45	44
Don't know	34	29	35	29	30	31	36	31	27	40	39	34	36	30	32	37	44	32	35	31	32

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

Do you think the government should be doing more to improve air quality, or is it already doing all it reasonably can?

Should be doing more to improve air quality	50	31	62	60	45	32	58	62	49	51	61	46	53	44	51	48	57	47	44	54	54
Is already doing all it reasonably can	32	56	20	30	39	53	25	22	35	30	22	30	31	41	33	32	22	37	37	30	27
Don't know	18	12	18	9	16	15	17	16	16	19	17	24	16	14	16	20	21	16	19	16	19

May
8-9

July
2-4

Do you think the law should or should not be changed to allow someone to assist in the suicide of...

...someone suffering from a terminal illness?

The law should be changed to make this legal	65	69	69	69	66	74	69	68	70	67	71	77	64	71	68	69	70	66	68	73	69	69
The law should not be changed to make this legal	16	13	16	12	14	16	15	14	13	15	11	7	12	13	16	15	11	12	14	12	13	14
Not sure	19	18	15	19	20	10	17	19	18	18	18	16	24	16	16	17	20	22	18	15	18	17

...someone suffering from an painful, incurable but NOT terminal illness?

The law should be changed to make this legal	41	42	41	40	47	47	41	42	46	39	44	47	39	43	39	42	42	43	42	44	39	35
The law should not be changed to make this legal	32	30	33	31	29	37	32	31	29	33	28	21	27	31	36	33	26	24	31	28	32	36
Not sure	27	28	26	28	24	16	27	27	25	28	28	32	34	26	25	25	32	32	27	28	28	29

If you were suffering from a painful and incurable illness, and assisted dying was legal, do you think you would consider it?

I would probably consider assisted dying	56	58	55	51	58	57	55	58	54	57	60	52	57	57	56	56	50	59	57	54	54
I would probably not consider assisted dying	21	23	20	20	22	22	21	20	21	20	16	20	19	24	22	18	20	20	21	20	24
Don't know	24	19	25	29	20	22	24	22	24	23	24	28	24	19	22	26	30	21	22	26	22

Have you known anyone - whether in your immediate family or a close friend - who was assisted in committing suicide?

Yes, I have	2	4	2	3	3	3	1	2	2	2	3	2	2	2	3	2	2	2	1	3	2
No, I have not	89	93	91	84	92	91	92	89	88	91	81	88	91	92	90	89	82	90	93	89	89
Don't know	6	3	6	9	4	5	5	5	6	5	9	6	5	5	5	6	10	4	4	7	4
Would rather not say	3	1	1	5	1	2	1	4	4	2	8	3	2	1	2	4	6	3	1	1	6

Thinking about your MAIN family holiday, last year did you...

Holiday in the UK	23	24	23	29	31	26	24	23	22	24	13	24	24	25	22	24	13	21	29	25	25
Go on holiday abroad	42	51	40	45	30	45	41	42	44	41	45	43	39	45	49	34	53	43	36	43	39
Not go on holiday	33	25	35	26	39	28	35	32	33	33	35	30	36	30	28	40	28	35	34	31	33
Can't remember	2	0	1	0	1	1	1	2	2	2	7	3	0	0	1	2	6	2	1	0	3

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

And thinking about your MAIN family holiday this year, are you planning to...

Holiday in the UK	24	20	26	30	34	26	25	27	24	25	14	29	23	26	25	24	18	23	27	27	23
Go on holiday abroad	38	50	31	44	28	41	34	36	37	38	34	37	37	41	42	32	43	38	34	38	34
Not go on holiday	32	25	38	22	33	28	35	31	33	32	43	27	36	28	28	37	29	33	34	31	34
Don't know	6	5	5	4	5	5	5	6	7	5	10	8	4	5	5	7	10	6	4	4	9

Which of the following things do you find the most irritating or annoying on holiday? Please tick up to three or four

Long waits at airports	31	35	33	28	37	33	38	28	33	30	28	24	31	39	34	29	32	31	30	32	33
Mobile phone roaming charges	24	23	29	23	22	24	26	22	23	24	20	27	23	23	25	21	26	21	24	24	29
Cramped holiday flights	23	24	21	27	25	26	23	23	22	24	12	17	25	30	24	21	18	23	23	23	24
Mosquitoes	20	19	20	21	20	18	20	21	15	24	17	17	19	25	20	19	21	19	19	19	22
Having to come home	17	15	17	16	18	15	15	18	17	17	20	18	19	12	15	18	14	13	23	18	15
Charges for wifi in hotels	16	17	15	24	13	17	15	17	15	16	17	18	13	16	17	13	20	17	14	13	16
Stag and hen dos	15	18	13	14	18	16	17	14	14	16	6	12	14	22	16	14	12	15	15	15	17
Babies on planes	15	21	10	17	17	19	12	17	15	15	13	13	15	18	16	14	17	17	10	15	15
Stomach upsets	13	12	13	12	15	10	15	14	10	15	12	10	12	15	12	14	10	14	10	15	12
Lost luggage	12	14	13	5	12	12	14	9	9	15	12	11	10	16	11	13	12	13	14	10	13
Other British tourists	12	13	11	19	8	11	11	15	13	12	13	12	14	10	14	10	11	15	13	10	10
Sun lounge towel hogs	11	12	10	9	12	13	10	9	9	13	8	12	10	11	12	9	8	10	14	13	8
Being taken advantage of by taxi drivers	9	10	10	7	11	9	8	9	10	9	10	9	9	10	8	11	11	10	9	8	9
Hotel breakfast finishing at 9am	9	9	8	9	8	8	9	8	8	10	12	11	7	9	9	9	8	9	9	10	8
Beach hawkers	9	13	10	10	9	11	8	11	10	9	3	7	13	10	9	10	5	10	12	10	7
sunburn	8	6	9	6	6	7	8	5	8	7	19	9	6	3	9	6	11	7	6	8	7
Holiday reps	5	6	4	5	6	5	5	4	7	3	5	8	4	3	6	3	4	4	6	5	6
Noisy aircon	5	5	4	10	3	6	3	4	4	5	3	4	4	6	5	4	4	4	5	5	4
High car hire charges	4	6	3	2	4	5	4	3	4	4	5	3	4	4	4	3	3	4	3	5	4
Other foreign tourists	4	5	2	3	5	4	1	4	4	4	5	5	3	3	3	4	3	4	4	3	2
Worrying about leaving the right tip	3	5	2	4	4	4	3	4	3	4	2	4	3	3	3	3	3	3	3	3	1
Bragging gap year types	2	2	3	1	4	1	4	2	3	2	1	3	2	3	2	3	2	3	1	2	4
Beautiful people making you look bad on the beach	2	3	3	1	0	2	3	2	2	3	6	4	2	1	3	2	5	2	3	1	3
Umbrellas in drinks	0	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	1
None of these	10	8	9	9	12	10	10	9	9	10	11	7	11	9	9	11	9	11	8	11	8
Don't know	6	3	7	5	5	5	5	6	7	6	10	9	5	5	5	9	9	7	6	5	6

YouGov Weighting Data

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

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	68	126
Male 25 to 39	180	264
Male 40 to 59	459	354
Male 60 +	341	272
Female 18 to 24	100	124
Female 25 to 39	243	266
Female 40 to 59	418	362
Female 60 +	286	327
Region		
North England	474	515
Midlands	284	344
East	165	201
London	319	268
South England	455	480
Wales	119	105
Scotland	279	182
Social Grade		
AB	803	587
C1	607	608
C2	292	440
DE	393	461
Newspaper Type		
Express / Mail	427	335
Sun / Star	231	492
Mirror / Record	169	210
Guardian / Independent	153	94
FT / Times / Telegraph	154	199
Other Paper	314	241
No Paper	647	524
Political Party Identification		
Labour	735	670
Conservative	548	587
Liberal Democrat	185	230
SNP/Plaid Cymru	69	36
Others	132	48
None/ DK	426	524

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