

## **YouGov / Sunday Times Survey Results**

| Fieldwork: 7th - 8th August 2014                                     |                 |     | Vaatus: | nster V    | ,      | -   | 010 Vo  | 4.         | 0-   | nder   |       | ۸        | _     |     | Casial | Grade |        |                  | Danian              |       |          |
|--|-----------------|-----|---------|------------|--------|-----|---------|------------|------|--------|-------|----------|-------|-----|--------|-------|--------|------------------|---------------------|-------|----------|
|  |                 | ,   | vesum   |            | 1      |     | 2010 00 |            | Ge   | nuer   | 1     | Ag       | e     |     | Social | Grade |        |                  | Region              | 1     |          |
|  | Total           | Con | Lab     | Lib<br>Dem |        | Con |         | Lib<br>Dem | Male | Female | 18-24 | 25-39    | 40-59 | 60+ | ABC1   | C2DE  | London | Rest of<br>South | Midlands /<br>Wales | North | Scotland |
| Weighted Sam   | le 1943         | 501 | 564     | 126        | 195    | 550 | 469     | 405        | 942  | 1001   | 231   | 492      | 665   | 556 | 1108   | 835   | 249    | 631              | 416                 | 478   | 169      |
| Unweighted Sam   | ole <b>1943</b> | 477 | 614     | 105        | 222    | 535 | 510     | 395        | 961  | 982    | 167   | 403      | 801   | 572 | 1250   | 693   | 255    | 629              | 394                 | 424   | 241      |
|  | %               | %   | %       | %          | %      | %   | %       | %          | %    | %      | %     | %        | %     | %   | %      | %     | %      | %                | %                   | %     | %        |
| Headline Voting Intention [Excluding Don't knows and Wouldn't votes] |                 | •   |         |            |        |     |         |            | -    | -      |       |          |       |     | _      |       |        |                  |                     |       |          |
| Con  | 33              | 100 | 0       | 0          | 0      | 75  | 4       | 13         | 33   | 33     | 38    | 32       | 28    | 38  | 37     | 27    | 35     | 42               | 31                  | 28    | 18       |
| Lab  | 37              | 0   | 100     | 0          | 0      | 5   | 85      | 33         | 35   | 39     | 29    | 38       | 43    | 32  | 34     | 42    | 39     | 26               | 40                  | 48    | 35       |
| Lib Dem  | 8               | 0   | 0       | 100        | 0      | 1   | 1       | 32         | 8    | 9      | 12    | 9        | 7     | 8   | 11     | 4     | 10     | 10               | 9                   | 5     | 8        |
| Other  | 22              | 0   | 0       | 0          | 100    | 19  | 10      | 22         | 24   | 19     | 21    | 21       | 22    | 23  | 18     | 27    | 16     | 22               | 21                  | 19    | 39       |
| Other Parties Voting Intention                                       |                 |     |         |            |        | i   |         |            | i    |        |       |          |       |     |        |       | Ì      |                  |                     |       |          |
| UKIP   | 13              | 0   | 0       | 0          | 100    | 18  | 5       | 8          | 14   | 12     | 7     | 8        | 14    | 17  | 10     | 17    | 12     | 17               | 12                  | 12    | 4        |
| Green  | 4               | 0   | 0       | 0          | 0      | 0   | 2       | 11         | 5    | 4      | 8     | 7        | 3     | 1   | 4      | 4     | 3      | 4                | 4                   | 5     | 3        |
| SNP / PCY  | 3               | 0   | 0       | 0          | 0      | 0   | 2       | 2          | 4    | 2      | 4     | 4        | 3     | 3   | 3      | 4     | 0      | 0                | 1                   | 0     | 31       |
| BNP  | 0               | 0   | 0       | 0          | 0      | 0   | 0       | 0          | 0    | 1      | 0     | 0        | 1     | 0   | 0      | 1     | 0      | 0                | 1                   | 0     | 0        |
| Respect  | 0               | 0   | 0       | 0          | 0      | 0   | 0       | 0          | 0    | 0      | 0     | 1        | 0     | 0   | 0      | 0     | 0      | 0                | 0                   | 0     | 0        |
| Other  | 1               | 0   | 0       | 0          | 0      | 0   | 1       | 2          | 1    | 1      | 2     | 1        | 1     | 1   | 1      | 1     | 0      | 1                | 2                   | 1     | 0        |
| Non Voters   |                 |     |         |            |        |     |         |            |      | ·      |       |          |       |     | •      | -     | 1      |                  |                     |       |          |
| Would Not Vote   | 8               | 0   | 0       | 0          | 0<br>0 | 3   | 2       | 5          | 7    | 9      | 14    | 13<br>12 | 6     | 3   | 6      | 11    | 9      | 10               | 7                   | 8     | 3        |
| Don't know   | 14              | 0   | 0       | 0          | 0      | 9   | 10      | 15         | 8    | 19     | 22    | 12       | 12    | 14  | 13     | 15    | 13     | 15               | 15                  | 13    | 11       |
| Au 6- Do you approve or disapprove of the Government's               |                 |     |         |            |        |     |         |            |      |        |       |          |       |     |        |       |        |                  |                     |       |          |
| record to date?  |                 | .=. |         |            |        | -   |         |            |      | _      |       |          |       |     | _      | _     |        |                  |                     |       |          |
| Approve 30   |                 | 84  | 7       | 47         | 21     | 65  | 7       | 26         | 37   | 26     | 31    | 32       | 30    | 35  | 37     | 25    | 38     | 35               | 32                  | 25    | 29       |
| Disapprove 54  |                 | 7   | 86      | 41         | 67     | 22  | 84      | 62         | 51   | 53     | 44    | 47       | 59    | 53  | 49     | 57    | 50     | 47               | 49                  | 61    | 61       |
| Don't know 16  | 16              | 9   | 8       | 11         | 12     | 13  | 9       | 12         | 11   | 20     | 25    | 21       | 12    | 12  | 14     | 18    | 12     | 18               | 19                  | 14    | 11       |



| Fieldwork: 7th - 8th August 2014  |                 |            |                 |                 |                |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
|---|-----------------|------------|-----------------|-----------------|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|---------------------|-----------------|-----------------|
|   |                 |            | ١               | Nestm           | nster \        | /I              |                 | 2010 V          | ote             | Ge              | nder            |                 | Ag              | е               |                 | Social          | Grade           |                 |                  | Region              |                 |                 |
|   | 1               | Total      | Con             | Lab             | Lib<br>Dem     | UKIP            | Con             | Lab             | Lib<br>Dem      | Male            | Female          | 18-24           | 25-39           | 40-59           | 60+             | ABC1            | C2DE            | London          | Rest of<br>South | Midlands /<br>Wales | North           | Scotland        |
| Weighted Sar  | mple 1          | 1943       | 501             | 564             | 126            | 195             | 550             | 469             | 405             | 942             | 1001            | 231             | 492             | 665             | 556             | 1108            | 835             | 249             | 631              | 416                 | 478             | 169             |
| Unweighted Sa   | ample 1         | 1943       | 477             | 614             | 105            | 222             | 535             | 510             | 395             | 961             | 982             | 167             | 403             | 801             | 572             | 1250            | 693             | 255             | 629              | 394                 | 424             | 241             |
|   |                 | %          | %               | %               | %              | %               | %               | %               | %               | %               | %               | %               | %               | %               | %               | %               | %               | %               | %                | %                   | %               | %               |
| 3   | 37- 7           | Aug<br>7-8 |                 |                 |                |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
| Do you think that David Cameron is doing well or badly as Prime Minister?                                 | Aug             |            |                 |                 |                |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
|   | 7               | 6          | 21              | 1               | 6              | 3               | 15              | 1               | 3               | 8               | 5               | 8               | 9               | 6               | 4               | 8               | 4               | 9               | 7                | 9                   | 4               | 2               |
| ,   | 34              | 35         | 73              | 12              | 51             | 29              | 61              | 15              | 30              | 36              | 33              | 33              | 34              | 32              | 40              | 39              | 29              | 39              | 40               | 30                  | 30              | 34              |
| ,   | 41              | 41         | 94              | 13              | 57             | 32              | 76              | 16              | 33              | 44              | 38              | 41              | 43              | 38              | 44              | 47              | 33              | 48              | 47               | 39                  | 34              | 36              |
|   | 28              | 29         | 5               | 40              | 36             | 39              | 15              | 37              | 41              | 30              | 29              | 32              | 32              | 28              | 28              | 29              | 31              | 30              | 29               | 29                  | 30              | 32              |
| Very badly  | 23              | 22         | 0               | 43              | 5              | 27              | 6               | 42              | 23              | 22              | 22              | 15              | 16              | 29              | 24              | 19              | 27              | 15              | 17               | 24                  | 31              | 27              |
| TOTAL BADLY   | 51              | 51         | 5               | 83              | 41             | 66              | 21              | 79              | 64              | 52              | 51              | 47              | 48              | 57              | 52              | 48              | 58              | 45              | 46               | 53                  | 61              | 59              |
| Don't know  Do you think Ed Miliband is doing well or badly as leader of the Labour party?                | 8               | 7          | 1               | 3               | 1              | 2               |                 | 5               | 4               | 3               | 10              | 12              | 10              | 5               | 4               | 5               | 9               | 8               | 7                | 8                   | 6               | 6               |
| Very well   | 3               | 3          | 3               | 6               | 2              | 1               | 3               | 6               | 2               | 3               | 3               | 4               | 3               | 3               | 2               | 3               | 3               | 3               | 3                | 3                   | 3               | 1               |
| · ·   |                 | 22         | 6               | 54              | 19             | 9               | 8               | 45              | 24              | 23              | 22              | 15              | 22              | 25              | 23              | 22              | 23              | 24              | 18               | 23                  | 27              | 22              |
|   | 24              | 25         | 9               | 60              | 21             | 10              | 11              | 51              | 26              | 26              | 25              | 19              | 25              | 28              | 25              | 25              | 26              | 27              | 21               | 26                  | 30              | 23              |
| , ,   |                 | 36         | 40              | 27              | 43             | 32              | 36              | 31              | 42              | 36              | 35              | 37              | 36              | 34              | 36              | 37              | 34              | 35              | 37               | 36                  | 33              | 35              |
| , ,   |                 | 29<br>65   | 46<br><b>86</b> | 5               | 29             | 55<br><b>87</b> | 48<br><b>84</b> | 12<br><b>43</b> | 24<br><b>66</b> | 34<br><b>70</b> | 24<br><b>59</b> | 22<br><b>59</b> | 26<br><b>62</b> | 29<br><b>63</b> | 34<br><b>70</b> | 30<br><b>67</b> | 27              | 28              | 31<br><b>68</b>  | 26                  | 27<br><b>60</b> | 33<br><b>68</b> |
|   | <b>65</b>       | 10         | 4               | <b>32</b>       | <b>72</b><br>7 | 2               |                 | <b>43</b>       | 8               | 5               | <b>59</b><br>15 | 22              | 12              | 8               | 6               | 8               | <b>61</b><br>13 | <b>63</b><br>11 | 11               | <b>62</b><br>12     | 9               | 9               |
| Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?                   | 11              | ן טי       | 4               | ,               | ,              | 2               | ] 3             | ,               | 0               | ] 3             | 13              | 22              | 12              | 0               | 0               | . •             | 13              | . ''            | - 11             | 12                  | 9               | 9               |
| •   | 2               | 2          | 3               | 1               | 6              | 0               | 3               | 1               | 2               | 2               | 1               | 2               | 3               | 1               | 1               | 2               | 1               | 2               | 2                | 2                   | 1               | 0               |
|   |                 | 15         | 20              | 9               | 57             | 9               | 16              | 7               | 24              | 12              | 18              | 16              | 15              | 14              | 15              | 16              | 13              | 19              | 17               | 16                  | 10              | 14              |
|   | 16              | 17         | 23              | 10              | 63             | 9               | 19              | 8               | 26              | 14              | 19              | 18              | 18              | 15              | 16              | 18              | 14              | 21              | 19               | 18                  | 11              | 14              |
| , ,   |                 | 32         | 42              | 28              | 30             | 21              | 36              | 31              | 34              | 33              | 31              | 31              | 33              | 31              | 32              | 33              | 30              | 35              | 34               | 30                  | 28              | 33              |
|   | 44<br><b>74</b> | 42<br>74   | 29<br><b>71</b> | 56<br><b>84</b> | 3<br><b>33</b> | 69<br><b>90</b> | 39<br><b>75</b> | 54<br><b>85</b> | 35<br><b>69</b> | 49<br><b>82</b> | 36<br><b>67</b> | 36<br><b>67</b> | 36<br><b>69</b> | 45<br><b>76</b> | 46<br><b>78</b> | 40<br><b>73</b> | 45<br><b>75</b> | 34<br><b>69</b> | 36<br><b>70</b>  | 43<br><b>73</b>     | 53<br><b>81</b> | 43<br><b>76</b> |
|   | 11              | 10         | 6               | 5               | 4              | 1               | 6               | 7               | 4               | 4               | 15              | 16              | 13              | 8               | 6               | 8               | 11              | 11              | 10               | 10                  | 8               | 10              |
| Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly? |                 |            |                 |                 |                |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
| Very well   | 2               | 2          | 4               | 1               | 12             | 0               | 3               | 1               | 3               | 2               | 2               | 5               | 3               | 2               | 1               | 3               | 1               | 5               | 2                | 3                   | 1               | 2               |
| Fairly well   | 29              | 30         | 62              | 10              | 60             | 25              | 48              | 11              | 34              | 35              | 25              | 29              | 32              | 28              | 31              | 35              | 23              | 35              | 33               | 27                  | 26              | 27              |
| TOTAL WELL  | 31              | 32         | 66              | 11              | 72             | 25              | 51              | 12              | 37              | 37              | 27              | 34              | 35              | 30              | 32              | 38              | 24              | 40              | 35               | 30                  | 27              | 29              |
| , ,   |                 | 33         | 25              | 41              | 23             | 36              | 31              | 40              | 35              | 32              | 35              | 31              | 32              | 32              | 38              | 34              | 33              | 27              | 35               | 35                  | 34              | 33              |
| , ,   |                 | 26         | 5               | 44              | 3              | 38              | 13              | 42              | 24              | 26              | 25              | 19              | 20              | 31              | 27              | 21              | 32              | 22              | 21               | 25                  | 33              | 31              |
|   | 60              | 59         | 30              | 85              | 26             | 74              | 44              | 82              | 59              | 58              | 60              | 50              | 52              | 63              | 65              | 55              | 65              | 49              | 56               | 60                  | 67              | 64              |
| Don't know  | 9               | 9          | 5               | 5               | 3              | 1               | 5               | 6               | 4               | 4               | 13              | 17              | 13              | 6               | 4               | 7               | 10              | 11              | 9                | 10                  | 7               | 7               |



| Fieldwork: 7th - 8th August 2014  |           |          |           |                |           |           |                |                |             |                 |              |                 |                 |                 |           |                 |                 |                  |                     |                |                |
|---|-----------|----------|-----------|----------------|-----------|-----------|----------------|----------------|-------------|-----------------|--------------|-----------------|-----------------|-----------------|-----------|-----------------|-----------------|------------------|---------------------|----------------|----------------|
|   |           | 1        | Nestm     | inster \       | /I        | 2         | 2010 Vo        | ote            | Ge          | nder            |              | Ag              | е               |                 | Social    | Grade           |                 |                  | Region              |                |                |
|   | Total     | Con      | Lab       | Lib<br>Dem     | UKIP      | Con       | Lab            | Lib<br>Dem     | Male        | Female          | 18-24        | 25-39           | 40-59           | 60+             | ABC1      | C2DE            | London          | Rest of<br>South | Midlands /<br>Wales | North          | Scotland       |
| Weighted Sam  | ole 1943  | 501      | 564       | 126            | 195       | 550       | 469            | 405            | 942         | 1001            | 231          | 492             | 665             | 556             | 1108      | 835             | 249             | 631              | 416                 | 478            | 169            |
| Unweighted Sam  |           | 477      | 614       | 105            | 222       | 535       | 510            | 395            | 961         | 982             | 167          | 403             | 801             | 572             | 1250      | 693             | 255             | 629              | 394                 | 424            | 241            |
|   | . %       | %        | %         | %              | %         | %         | %              | %              | %           | %               | %            | %               | %               | %               | %         | %               | %               | %                | %                   | %              | %              |
| Ju  | ΔΠΛ       |          |           |                |           |           |                |                |             |                 |              |                 |                 |                 |           |                 |                 |                  |                     |                |                |
| 31-<br>Au   | /-8       |          |           |                |           |           |                |                |             |                 |              |                 |                 |                 |           |                 |                 |                  |                     |                |                |
| Do you think this coalition government is good or bad   | 9         |          |           |                |           |           |                |                |             |                 |              |                 |                 |                 |           |                 |                 |                  |                     |                |                |
| for people like you?  |           | 1 -      |           | 47             |           | ۱ -       |                | _              |             | 0               | ۱ -          | 0               |                 | 0               | 1 4       | ۰ ا             | -               | •                |                     | 0              | 0              |
| Very good 3<br>Fairly good 16   |           | 7<br>38  | 1<br>5    | 17<br>39       | 1<br>15   | 5<br>29   | 1<br>6         | 5<br>19        | 4<br>20     | 3<br>13         | 5<br>12      | 3<br>18         | 4<br>16         | 2<br>19         | 4<br>20   | 3<br>13         | 5<br>22         | 3<br>18          | 3<br>14             | 2<br>15        | 3<br>16        |
| Fairly good 10  |           | 45       | 6         | <b>56</b>      | 16        | <b>34</b> | 7              | 24             | 24          | 16              | 17           | 21              | 20              | 21              | 24        | 16              | 27<br>27        | 21               | 17                  | 17             | 19             |
| Fairly bad 2  |           | 20       | 30        | 10             | 29        | 25        | 28             | 23             | 27          | 24              | 22           | 26              | 24              | 28              | 25        | 26              | 29              | 22               | 26                  | 27             | 29             |
| Very bad 2  |           | 5        | 50        | 6              | 32        | 11        | 49             | 25             | 26          | 26              | 20           | 20              | 32              | 27              | 23        | 30              | 19              | 23               | 28                  | 33             | 27             |
| TOTAL BAD 5   |           | 25       | 80        | 16             | 61        | 36        | 77             | 48             | 53          | 50              | 42           | 46              | 56              | 55              | 48        | 56              | 48              | 45               | 54                  | 60             | 56             |
| Doesn't make much difference either way 2   |           | 27       | 12        | 24             | 22        | 26        | 13             | 25             | 21          | 25              | 29           | 25              | 20              | 23              | 24        | 22              | 20              | 29               | 21                  | 19             | 21             |
| Don't know 6  | 5         | 3        | 2         | 3              | 1         | 3         | 3              | 2              | 2           | 8               | 12           | 8               | 5               | 1               | 4         | 6               | 4               | 6                | 8                   | 3              | 4              |
| Do you think the coalition government is managing the economy well or badly?                    |           |          |           |                |           |           |                |                |             |                 |              |                 |                 |                 |           |                 |                 |                  |                     |                |                |
| Very well 9   |           | 26       | 1         | 10             | 9         | 21        | 1              | 4              | 11          | 7               | 9            | 9               | 7               | 11              | 11        | 6               | 12              | 10               | 8                   | 8              | 5              |
| Fairly well 3   |           | 63       | 17        | 56             | 32        | 55        | 17             | 36             | 39          | 33              | 40           | 33              | 35              | 37              | 39        | 31              | 40              | 41               | 34                  | 28             | 35             |
| TOTAL WELL 4  |           | 89       | 18        | 66             | 41        | 76        | 18             | 40             | 50          | 40              | 49           | 42              | 42              | 48              | 50        | 37              | 52              | 51               | 42                  | 36             | 40             |
| Fairly badly 2  |           | 7        | 46        | 28             | 33        | 13        | 48             | 34             | 29          | 30              | 30           | 30              | 29              | 30              | 28        | 31              | 23              | 27               | 30                  | 35             | 29             |
| Very badly 10   |           | <b>7</b> | 29        | 3<br><b>31</b> | 19        | 5         | 27             | 18             | 16          | 17              | 10           | 14<br><b>44</b> | 22<br><b>51</b> | 15<br><b>45</b> | 14        | 20              | 17<br><b>40</b> | 12               | 16                  | 20             | 23             |
| TOTAL BADLY 4 Don't know 1  |           | 3        | <b>75</b> | 3              | <b>52</b> | <b>18</b> | <b>75</b><br>7 | <b>52</b><br>8 | <b>45</b> 5 | <b>47</b><br>14 | <b>40</b> 12 | 14              | 8               | <b>45</b><br>7  | <b>42</b> | <b>51</b><br>12 | 8               | <b>39</b><br>10  | <b>46</b><br>12     | <b>55</b><br>8 | <b>52</b><br>7 |
| In your opinion how good or bad is the state of Britain's economy at the moment?                |           |          | 0         | 3              | ,         |           | ,              | 0              |             |                 | •            |                 |                 |                 |           |                 | 0               |                  |                     | 0              |                |
| Very good 3   |           | 8        | 1         | 3              | 2         | 6         | 0              | 1              | 3           | 2               | 3            | 3               | 2               | 3               | 3         | 2               | 6               | 3                | 3                   | 1              | 2              |
| Quite good 2  |           | 53       | 9         | 41             | 22        | 44        | 10             | 22             | 25          | 24              | 23           | 25              | 22              | 28              | 28        | 21              | 32              | 29               | 21                  | 19             | 23             |
| TOTAL GOOD 2  |           | 61       | 10        | 44             | 24        | 50        | 10             | 23             | 28          | 26              | 26           | 28              | 24              | 31              | 31        | 23              | 38              | 32               | 24                  | 20             | 25             |
| Neither good nor bad 3 Quite bad 2  |           | 30<br>7  | 34<br>38  | 36<br>18       | 31<br>35  | 31<br>13  | 35<br>38       | 37<br>28       | 36<br>25    | 30<br>27        | 32<br>25     | 33<br>24        | 33<br>27        | 33<br>26        | 35<br>23  | 30<br>30        | 28<br>22        | 35<br>23         | 37<br>24            | 31<br>31       | 27<br>32       |
| Very bad 1  |           | 1 1      | 15        | 2              | 11        | 4         | 15             | 11             | 10          | 11              | 5            | 10              | 14              | 8               | 9         | 12              | 8               | 23<br>7          | 10                  | 15             | 12             |
| TOTAL BAD 3   |           | 8        | 53        | 20             | 46        | 17        | 53             | 39             | 35          | 38              | 30           | 34              | 41              | 34              | 32        | 42              | 30              | 30               | 34                  | 46             | 44             |
| Don't know 5  |           | 1        | 2         | 0              | 0         | 1         | 3              | 1              | 2           | 6               | 11           | 5               | 2               | 2               | 3         | 6               | 4               | 4                | 5                   | 4              | 4              |
| How do you think the financial situation of your household will change over the next 12 months? |           | •        |           |                | - 1       |           |                |                | . –         |                 |              |                 |                 |                 |           |                 |                 |                  |                     |                |                |
| Get a lot better 2  | 2         | 6        | 1         | 5              | 1         | 4         | 0              | 3              | 3           | 2               | 5            | 3               | 1               | 1               | 3         | 1               | 5               | 2                | 2                   | 2              | 1              |
| Get a little better 1   | <b>16</b> | 28       | 10        | 29             | 11        | 22        | 9              | 18             | 19          | 13              | 19           | 25              | 13              | 11              | 18        | 14              | 19              | 17               | 15                  | 14             | 19             |
| TOTAL BETTER 1  |           | 34       | 11        | 34             | 12        | 26        | 9              | 21             | 22          | 15              | 24           | 28              | 14              | 12              | 21        | 15              | 24              | 19               | 17                  | 16             | 20             |
| Stay about the same 4   |           | 51       | 37        | 47             | 38        | 48        | 37             | 44             | 42          | 43              | 37           | 37              | 43              | 47              | 47        | 35              | 37              | 46               | 39                  | 41             | 43             |
| Get a little worse 2  |           | 11       | 34        | 13             | 36        | 19        | 35             | 24             | 26          | 25              | 18           | 23              | 26              | 30              | 21        | 31              | 21              | 24               | 27                  | 28             | 24             |
| Get a lot worse 1   |           | 1        | 15        | 3              | 12        | 5         | 15             | 9              | 7           | 12              | 6            | 6               | 14              | 9               | 7         | 13              | 10              | 7                | 10                  | 12             | 9              |
| TOTAL WORSE 3   |           | 12       | 49        | 16             | 48        | 24        | <b>50</b>      | 33             | 33<br>I 4   | 37              | 24           | 29              | 40              | 39              | 28<br>I 4 | 44              | 31              | <b>31</b>        | <b>37</b><br>8      | <b>40</b>      | <b>33</b><br>5 |
| Don't know 6  | 5         | 3        | 3         | 3              | 3         | 3         | 4              | 3              | 4           | 6               | 15           | 7               | 3               | 2               | 4         | 6               | 8               | 4                | ŏ                   | 3              | Э              |



18

Sample Size: 1943 GB Adults Fieldwork: 7th - 8th August 2014

|                   |       | ٧   | Vestmi | nster V    | /1   | 2   | 2010 Vo          | te  | Ge  | ender  |       | Ag    | е     |     | Social | Grade |        |                  | Region              |       |          |
|-------------------|-------|-----|--------|------------|------|-----|------------------|-----|-----|--------|-------|-------|-------|-----|--------|-------|--------|------------------|---------------------|-------|----------|
|                   | Total | Con | Lab    | Lib<br>Dem | UKIP | Con | Lab Lib Dem Male |     |     | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1   | C2DE  | London | Rest of<br>South | Midlands /<br>Wales | North | Scotland |
| Weighted Sample   | 1943  | 501 | 564    | 126        | 195  | 550 | 469              | 405 | 942 | 1001   | 231   | 492   | 665   | 556 | 1108   | 835   | 249    | 631              | 416                 | 478   | 169      |
| Unweighted Sample | 1943  | 477 | 614    | 105        | 222  | 535 | 510              | 395 | 961 | 982    | 167   | 403   | 801   | 572 | 1250   | 693   | 255    | 629              | 394                 | 424   | 241      |
| ·                 | 0/    | 0/_ | 0/     | 0/         | 0/   | 0/  | 0/               | 0/  | 0/  | 0/     | 0/    | 0/_   | 0/    | 0/  | 0/     | 0/    | 0/     | 0/               | 0/                  | 0/    | 0/       |

Imagine that at the next election the party leaders remained David Cameron for the Conservatives, Ed

Democrats. How would you vote?

Non Voters

Non Voters

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

Miliband for Labour and Nick Clegg for the Liberal

| Con            | 33 | 97 | 1  | 3  | 3  | 73 | 5  | 13 | 34 | 32 | 38 | 32 | 29 | 36 | 38 | 26 | 34 | 41 | 32 | 28 | 19 |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Lab            | 35 | 1  | 97 | 1  | 0  | 5  | 81 | 32 | 34 | 37 | 28 | 37 | 41 | 30 | 32 | 40 | 35 | 25 | 38 | 47 | 34 |
| Lib Dem        | 9  | 1  | 1  | 94 | 0  | 1  | 1  | 32 | 8  | 10 | 15 | 10 | 6  | 9  | 11 | 6  | 14 | 10 | 10 | 5  | 7  |
| Other          | 23 | 0  | 1  | 3  | 97 | 20 | 12 | 23 | 25 | 21 | 19 | 20 | 25 | 25 | 19 | 28 | 17 | 24 | 20 | 20 | 40 |
|                |    | _  |    |    |    | _  |    |    | _  |    |    |    |    |    |    |    | _  |    |    |    |    |
| Would Not Vote | 7  | 0  | 0  | 0  | 0  | 3  | 2  | 5  | 7  | 8  | 11 | 11 | 7  | 4  | 5  | 11 | 8  | 9  | 7  | 7  | 3  |
| Don't know     | 10 | 1  | 2  | 3  | 0  | 6  | 7  | 11 | 6  | 14 | 15 | 11 | 9  | 9  | 10 | 11 | 10 | 11 | 11 | 11 | 7  |

**34** | 92 2 5 20 | 77 6 14 | 35 33 | 40 34 30 37 | 37 30 | 36

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

Con

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

| Lab            | 35 | 2 | 94 | 1  | 1  | 5  | 80 | 31 | 33 | 37 | 25 | 36 | 42 | 30 | 33 | 38 | 35 | 26 | 35 | 47 | 31       |
|----------------|----|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----------|
| Lib Dem        | 10 | 4 | 1  | 92 | 0  | 2  | 2  | 34 | 9  | 11 | 14 | 11 | 7  | 11 | 12 | 7  | 15 | 11 | 11 | 6  | 8        |
| Other          | 21 | 3 | 2  | 2  | 79 | 16 | 11 | 21 | 23 | 19 | 20 | 18 | 21 | 22 | 18 | 25 | 14 | 19 | 21 | 18 | 43       |
| Would Not Vote | 8  | 3 | 0  | 2  | 1  | 4  | 2  | 5  | 8  | 8  | 10 | 11 | 7  | 5  | 5  | 12 | 9  | 10 | 6  | 8  | <i>4</i> |
| Don't know     | 12 | 9 | 3  | 3  | 4  | 12 | 8  | 11 | 9  | 16 | 18 | 14 | 10 | 12 | 12 | 14 | 12 | 13 | 15 | 12 | 8        |

Boris Johnson has said that he would like to stand as an MP at next year's general election. Do you think he is right or wrong to try and return to Parliament?

| Right      | 48 | 73 | 32 | 52 | 64 | 69 | 35 | 44 | 52 | 44 | 44 | 50 | 47 | 49 | 50 | 45 | 46 | 52 | 48 | 47 | 38 |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Wrong      | 25 | 11 | 39 | 25 | 18 | 13 | 38 | 29 | 26 | 23 | 25 | 21 | 25 | 27 | 24 | 25 | 29 | 23 | 22 | 26 | 28 |
| Don't know | 27 | 16 | 29 | 23 | 18 | 18 | 26 | 28 | 21 | 33 | 31 | 29 | 28 | 24 | 26 | 29 | 25 | 25 | 30 | 26 | 34 |



|                                       |       | ٧   | Vestmi | nster V    | /    | 2   | 010 Vo | te  | Ge  | nder   |       | Ag    | е     |     | Social | Grade |        |                  | Region              |       |          |
|---------------------------------------|-------|-----|--------|------------|------|-----|--------|-----|-----|--------|-------|-------|-------|-----|--------|-------|--------|------------------|---------------------|-------|----------|
|                                       | Total | Con | Lab    | Lib<br>Dem | UKIP | Con | Lab    | Dem |     | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1   | C2DE  | London | Rest of<br>South | Midlands /<br>Wales | North | Scotland |
| Weighted Sample                       | 1943  | 501 | 564    | 126        | 195  | 550 | 469    | 405 | 942 | 1001   | 231   | 492   | 665   | 556 | 1108   | 835   | 249    | 631              | 416                 | 478   | 169      |
| Unweighted Sample                     | 1943  | 477 | 614    | 105        | 222  | 535 | 510    | 395 | 961 | 982    | 167   | 403   | 801   | 572 | 1250   | 693   | 255    | 629              | 394                 | 424   | 241      |
| · · · · · · · · · · · · · · · · · · · |       |     |        |            |      | ~ ( |        | 0.1 |     | 0/     |       |       |       |     | 0.1    | ~ /   | 0.1    |                  | 0.1                 |       | 0/       |

| Boris Johnson is currently mayor of London and his term as mayor does not finish until May 2016. If Boris Johnson stands for Parliament or is elected to Parliament, do you think he should resign as London mayor, or do you think he could combine the jobs for a period?  If he stands for Parliament? | 70 | 76 | 76 | 76   | 76 | 76 | 76 | 76 | 76       | 76 | 76 | 76 | 76 | 76 | 76 | 76 | 76          | 70 | 70 | 76 | 76 |
|---|----|----|----|------|----|----|----|----|----------|----|----|----|----|----|----|----|-------------|----|----|----|----|
| He should immediately resign as mayor of London   | 35 | 22 | 54 | 29   | 27 | 23 | 52 | 35 | 39       | 32 | 28 | 33 | 40 | 35 | 33 | 38 | 39          | 29 | 32 | 43 | 41 |
| He could do this while still being mayor of London  | 54 | 73 | 38 | 66   | 67 | 72 | 39 | 56 | 54       | 53 | 59 | 50 | 52 | 57 | 57 | 49 | 53          | 61 | 56 | 44 | 48 |
| Don't know  | 11 | 5  | 8  | 5    | 6  | 6  | 9  | 9  | 8        | 14 | 13 | 16 | 9  | 8  | 9  | 13 | 7           | 11 | 12 | 13 | 11 |
| If he is elected to Parliament?   |    | •  |    |      |    | •  |    |    | •        |    |    |    |    |    | •  | 1. | <u>.</u> II |    |    |    |    |
| He should immediately resign as mayor of London   | 60 | 50 | 74 | 66   | 58 | 50 | 74 | 67 | 64       | 56 | 42 | 55 | 68 | 62 | 59 | 61 | 59          | 58 | 58 | 61 | 68 |
| He could do this while still being mayor of London  | 27 | 42 | 17 | 26   | 36 | 41 | 17 | 24 | 28       | 27 | 37 | 26 | 23 | 29 | 30 | 24 | 31          | 29 | 27 | 26 | 21 |
| Don't know  | 13 | 8  | 9  | 8    | 7  | 8  | 9  | 9  | 8        | 17 | 21 | 19 | 9  | 9  | 11 | 15 | 9           | 13 | 15 | 13 | 11 |
| If he became Conservative leader?   |    | -  |    |      |    | -  |    |    | <u>.</u> |    | _  |    |    |    | _  |    |             |    |    |    |    |
| He should immediately resign as mayor of London   | 79 | 85 | 81 | 87   | 83 | 83 | 83 | 83 | 83       | 76 | 72 | 73 | 81 | 86 | 82 | 76 | 84          | 80 | 77 | 77 | 81 |
| He could do this while still being mayor of London  | 8  | 7  | 9  | 7    | 9  | 8  | 7  | 8  | 8        | 8  | 12 | 11 | 9  | 4  | 8  | 9  | 7           | 7  | 10 | 10 | 8  |
| Don't know  | 12 | 7  | 10 | 6    | 8  | 10 | 10 | 9  | 9        | 16 | 16 | 16 | 10 | 10 | 10 | 15 | 10          | 13 | 13 | 13 | 11 |
| If the Conservatives lose the next election and there is a Labour government, do you think David Cameron should remain as Conservative leader or should he resign?  |    |    |    |      |    |    |    |    |          |    |    |    |    |    |    |    |             |    |    |    |    |
| Should remain as Conservative leader  | 29 | 56 | 17 | 46   | 20 | 45 | 19 | 29 | 26       | 32 | 24 | 32 | 29 | 29 | 33 | 24 | 31          | 30 | 30 | 25 | 30 |
| Should resign as Conservative leader  | 44 | 31 | 56 | 30   | 66 | 38 | 52 | 43 | 50       | 39 | 45 | 40 | 46 | 46 | 42 | 47 | 39          | 42 | 48 | 48 | 40 |
| Don't know  | 27 | 13 | 27 | 25   | 15 | 17 | 30 | 28 | 24       | 29 | 31 | 28 | 25 | 26 | 25 | 29 | 30          | 28 | 21 | 27 | 29 |
|   |    | •  |    |      |    | •  |    |    | •        |    | •  |    |    |    | •  | •  |             |    |    |    |    |
| And if the Conservatives win the next election and form a Conservative government, do you think David Cameron should serve a full five year term as Prime Minister, or should he stand down part way through the Parliament and let someone else take over as Conservative leader and Prime Minister?     |    |    |    |      |    |    |    |    |          |    |    |    |    |    |    |    |             |    |    |    |    |
| Should serve a full five year term as Prime Minister and<br>Conservative leader   | 46 | 80 | 32 | 57   | 37 | 65 | 32 | 45 | 49       | 43 | 53 | 49 | 45 | 41 | 50 | 40 | 51          | 49 | 44 | 42 | 42 |
| Should step down part way through and let someone else  | 20 | 12 | 20 | O.E. | 44 | 24 | 25 | 20 | 26       | 20 | 24 | 22 | 20 | 22 | 26 | 20 | 24          | 27 | 20 | 20 | 27 |
| takeover as Prime Minister and Conservative leader  | 28 | 13 | 39 | 25   | 41 | 21 | 35 | 29 | 26       | 29 | 24 | 23 | 28 | 33 | 26 | 30 | 24          | 27 | 29 | 29 | 27 |
| Don't know  | 26 | 8  | 29 | 18   | 22 | 13 | 33 | 26 | 25       | 28 | 23 | 28 | 27 | 26 | 24 | 30 | 25          | 23 | 27 | 30 | 30 |
|   |    |    |    |      |    |    |    |    |          |    |    |    |    |    |    |    |             |    |    |    |    |



|                     |       | ٧   | Vestmi | nster V    | <b>/</b> I | 2   | 2010 Vo | te         | Ge   | nder   |       | Ag    | е     |     | Social | Grade |        |                  | Region              |       |          |
|---------------------|-------|-----|--------|------------|------------|-----|---------|------------|------|--------|-------|-------|-------|-----|--------|-------|--------|------------------|---------------------|-------|----------|
|                     | Total | Con | Lab    | Lib<br>Dem | UKIP       | Con | Lab     | Lib<br>Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1   | C2DE  | London | Rest of<br>South | Midlands /<br>Wales | North | Scotland |
| Weighted Sample     | 1943  | 501 | 564    | 126        | 195        | 550 | 469     | 405        | 942  | 1001   | 231   | 492   | 665   | 556 | 1108   | 835   | 249    | 631              | 416                 | 478   | 169      |
| Unweighted Sample   | 1943  | 477 | 614    | 105        | 222        | 535 | 510     | 395        | 961  | 982    | 167   | 403   | 801   | 572 | 1250   | 693   | 255    | 629              | 394                 | 424   | 241      |
| •                   | %     | %   | %      | %          | %          | %   | %       | %          | %    | %      | %     | %     | %     | %   | %      | %     | %      | %                | %                   | %     | %        |
| the<br>which of the |       |     |        |            |            |     |         |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |

If David Cameron did resign as leader of the

| Companyative ments often the ment election subjet of the   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |      |    |    |     |    |    |    |
|--|----|----|----|----|----|------|----|----|----|----|----|----|----|----|------|----|----|-----|----|----|----|
| Conservative party after the next election, which of the   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |      |    |    |     |    |    |    |
| following do you think would make the best leader?         |    |    |    |    |    |      |    |    |    |    |    |    |    |    |      |    |    |     |    |    |    |
| Boris Johnson  | 30 | 41 | 20 | 29 | 48 | 42   | 20 | 29 | 34 | 26 | 30 | 35 | 29 | 26 | 30   | 29 | 29 | 32  | 30 | 29 | 20 |
| Theresa May  | 16 | 15 | 18 | 23 | 14 | 15   | 18 | 21 | 15 | 16 | 17 | 14 | 15 | 17 | 17   | 13 | 22 | 16  | 13 | 14 | 14 |
| George Osborne   | 7  | 11 | 7  | 8  | 6  | 8    | 6  | 4  | 7  | 6  | 10 | 9  | 4  | 6  | 8    | 5  | 8  | 6   | 7  | 6  | 9  |
| Michael Gove   | 3  | 5  | 3  | 4  | 2  | 5    | 2  | 3  | 4  | 3  | 5  | 2  | 3  | 4  | 4    | 2  | 3  | 3   | 4  | 2  | 3  |
| Don't know   | 45 | 28 | 53 | 36 | 29 | 30   | 55 | 43 | 40 | 50 | 38 | 41 | 49 | 47 | 41   | 50 | 37 | 43  | 45 | 48 | 53 |
| 2011111011   |    | 1  | 00 | 00 |    | 1 00 | 00 |    |    | 00 |    | •  |    |    |      | 00 |    | .0  | .0 | .0 | 00 |
| Do you think the following are or are not be up to the job |    |    |    |    |    |      |    |    |    |    |    |    |    |    |      |    |    |     |    |    |    |
| of Prime Minister?   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |      |    |    |     |    |    |    |
| David Cameron  |    |    |    |    |    |      |    |    |    |    |    |    |    |    |      |    |    |     |    |    |    |
| Is up to the job of Prime Minister                         | 52 | 95 | 28 | 73 | 44 | 79   | 32 | 49 | 53 | 50 | 55 | 55 | 48 | 52 | 59   | 43 | 61 | 56  | 47 | 45 | 53 |
| Is not up to the job of Prime Minister                     | 37 | 2  | 63 | 25 | 52 | 16   | 58 | 45 | 40 | 35 | 28 | 30 | 42 | 42 | 33   | 43 | 31 | 32  | 40 | 45 | 39 |
| Don't know   | 11 | 3  | 9  | 2  | 4  | 6    | 10 | 7  | 7  | 14 | 16 | 15 | 10 | 6  | 8    | 14 | 8  | 12  | 13 | 10 | 8  |
| Boris Johnson  |    | •  |    |    |    | •    |    |    | •  |    |    |    |    |    | •    |    | •  |     |    |    |    |
| Is up to the job of Prime Minister                         | 36 | 59 | 21 | 37 | 47 | 54   | 23 | 33 | 38 | 34 | 38 | 38 | 34 | 36 | 39   | 32 | 40 | 41  | 33 | 34 | 27 |
| Is not up to the job of Prime Minister                     | 43 | 25 | 65 | 47 | 34 | 29   | 60 | 51 | 46 | 41 | 38 | 38 | 48 | 46 | 44   | 43 | 44 | 39  | 44 | 45 | 54 |
| Don't know   | 20 | 16 | 15 | 16 | 19 |      | 17 | 17 | 15 | 25 | 24 | 24 | 19 | 18 | 16   | 26 | 16 | 21  | 23 | 21 | 19 |
| Ed Miliband  |    |    |    |    |    |      |    |    |    |    |    |    |    |    |      |    |    |     |    |    |    |
| Is up to the job of Prime Minister                         | 24 | 5  | 59 | 25 | 8  | 6    | 49 | 29 | 24 | 25 | 26 | 25 | 26 | 22 | 24   | 25 | 29 | 19  | 26 | 28 | 24 |
| Is not up to the job of Prime Minister                     | 60 | 89 | 24 | 66 | 85 | 87   | 31 | 58 | 66 | 54 | 54 | 58 | 56 | 68 | 62   | 56 | 57 | 65  | 55 | 57 | 61 |
| Don't know   | 16 | 6  | 16 | 9  | 6  | 7    | 20 | 14 | 11 | 21 | 20 | 17 | 18 | 10 | 13   | 19 | 14 | 15  | 19 | 15 | 14 |
| Nigel Farage   |    |    |    |    |    | •    |    |    | •  |    | •  |    |    |    |      |    | •  |     |    |    |    |
| Is up to the job of Prime Minister                         | 15 | 9  | 10 | 8  | 65 | 18   | 11 | 11 | 17 | 12 | 12 | 16 | 15 | 14 | 13   | 16 | 12 | 15  | 17 | 14 | 10 |
| Is not up to the job of Prime Minister                     | 68 | 80 | 77 | 86 | 22 | 68   | 73 | 77 | 71 | 66 | 68 | 65 | 68 | 71 | 74   | 60 | 72 | 67  | 65 | 69 | 74 |
| Don't know   | 17 | 11 | 13 | 6  | 14 | 15   | 16 | 11 | 12 | 22 | 20 | 19 | 18 | 15 | 13   | 23 | 16 | 18  | 18 | 17 | 16 |
| Nick Clegg   |    |    |    |    |    |      |    |    |    |    |    |    |    |    |      |    |    |     |    |    |    |
| Is up to the job of Prime Minister                         | 12 | 10 | 9  | 61 | 4  | 8    | 8  | 26 | 11 | 14 | 18 | 15 | 10 | 10 | 13   | 10 | 14 | 13  | 12 | 9  | 15 |
| Is not up to the job of Prime Minister                     | 74 | 83 | 82 | 28 | 93 | 84   | 81 | 60 | 81 | 67 | 64 | 67 | 75 | 83 | 75   | 73 | 74 | 69  | 74 | 80 | 74 |
| Don't know   | 14 | 7  | 9  | 11 | 3  | 8    | 11 | 13 | 8  | 19 | 18 | 18 | 15 | 7  | 12   | 17 | 12 | 17  | 14 | 11 | 11 |
| Don't know   |    |    | 0  |    | -  |      |    | .0 |    |    |    |    |    | •  | 1 '- |    |    | • • |    |    |    |



Region

Social Grade

Sample Size: 1943 GB Adults Fieldwork: 7th - 8th August 2014

|   | Total          | Con          | Lab            | Lib<br>Dem     | UKIP          | Con           | Lab            | Lib<br>Dem     | Male           | Female         | 18-24          | 25-39          | 40-59          | 60+            | ABC1           | C2DE           | London         | Rest of<br>South | Midlands /<br>Wales | North          | Scotland       |
|---|----------------|--------------|----------------|----------------|---------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|---------------------|----------------|----------------|
| Weighted Sample   | 1943           | 501          | 564            | 126            | 195           | 550           | 469            | 405            | 942            | 1001           | 231            | 492            | 665            | 556            | 1108           | 835            | 249            | 631              | 416                 | 478            | 169            |
| Unweighted Sample   | 1943           | 477          | 614            | 105            | 222           | 535           | 510            | 395            | 961            | 982            | 167            | 403            | 801            | 572            | 1250           | 693            | 255            | 629              | 394                 | 424            | 241            |
|   | %              | %            | %              | %              | %             | %             | %              | %              | %              | %              | %              | %              | %              | %              | %              | %              | %              | %                | %                   | %              | %              |
| Which of the following words and phrases do you think best describe Boris Johnson? Please tick up to three  |                |              |                |                |               |               |                |                |                |                |                |                |                |                |                |                |                |                  |                     |                |                |
| Likeable  | 34             | 50           | 19             | 33             | 42            | 48            | 22             | 30             | 33             | 35             | 39             | 34             | 34             | 32             | 32             | 36             | 39             | 37               | 33                  | 31             | 23             |
| Buffoon   | 32             | 20           | 48             | 26             | 31            | 18            | 48             | 35             | 35             | 30             | 30             | 30             | 35             | 32             | 31             | 34             | 28             | 29               | 29                  | 39             | 40             |
| Entertaining  | 31             | 41           | 25             | 35             | 36            | 37            | 24             | 31             | 33             | 29             | 36             | 34             | 33             | 24             | 31             | 31             | 30             | 32               | 28                  | 33             | 26             |
| Intelligent   | 26             | 43           | 14             | 36             | 31            | 43            | 14             | 26             | 27             | 25             | 25             | 22             | 25             | 32             | 30             | 21             | 30             | 31               | 27                  | 19             | 19             |
| Ambitious   | 22             | 19           | 23             | 40             | 19            | 20            | 21             | 27             | 19             | 24             | 21             | 17             | 20             | 28             | 24             | 19             | 27             | 22               | 23                  | 17             | 23             |
| Posh  | 22             | 12           | 32             | 15             | 19            | 13            | 29             | 27             | 24             | 21             | 22             | 23             | 25             | 18             | 22             | 23             | 19             | 21               | 18                  | 27             | 28             |
| Educated  | 21             | 30           | 14             | 25             | 25            | 31            | 14             | 18             | 21             | 21             | 13             | 15             | 21             | 29             | 24             | 16             | 20             | 23               | 18                  | 21             | 20             |
| Ridiculous  | 20             | 9            | 32             | 9              | 15            | 9             | 30             | 22             | 21             | 19             | 24             | 20             | 20             | 17             | 20             | 20             | 21             | 17               | 17                  | 22             | 31             |
| In touch with ordinary people   | 13             | 22           | 5              | 12             | 15            | 21            | 6              | 9              | 12             | 14             | 12             | 11             | 14             | 16             | 13             | 14             | 15             | 14               | 16                  | 10             | 11             |
| Risky   | 12             | 12           | 13             | 11             | 13            | 12            | 14             | 12             | 12             | 12             | 10             | 9              | 13             | 14             | 13             | 11             | 12             | 13               | 12                  | 11             | 10             |
| Accident prone  | 10             | 7            | 12             | 15             | 9             | 10            | 11             | 10             | 11             | 9              | 10             | 11             | 10             | 10             | 11             | 9              | 7              | 11               | 9                   | 12             | 10             |
| Competent   | 7              | 13           | 4              | 8              | 7             | 13            | 4              | 7              | 8              | 6              | 2              | 7              | 6              | 10             | 8              | 6              | 9              | 8                | 6                   | 7              | 6              |
| Selfish   | 6              | 1            | 10             | 6              | 3             | 1             | 9              | 10             | 7              | 6              | 6              | 5              | 5              | 8              | 7              | 5              | 9              | 6                | 6                   | 5              | 8              |
| Statesmanlike   | 1              | 2            | 1              | 3              | 1             | 1             | 2              | 2              | 2              | 1              | 1              | 3              | 1              | 1              | 2              | 1              | 3              | 1                | 1                   | 2              | 0              |
| None of these   | 1              | 0            | 2              | 0              | 0             | 0             | 2              | 0              | 1              | 2              | 1              | 2              | 1              | 1              | 0              | 3              | 0              | 1                | 1                   | 2              | 2              |
| Don't know  | 5              | 1            | 5              | 3              | 1             | 1             | 4              | 4              | 4              | 6              | 8              | 7              | 5              | 2              | 4              | 6              | 3              | 4                | 10                  | 3              | 3              |
| Generally speaking, do you think the Conservative party is or is not racist?  Is racist Is not racist Don't know                                      | 20<br>56<br>24 | 3<br>90<br>7 | 40<br>36<br>24 | 25<br>60<br>16 | 6<br>74<br>19 | 4<br>84<br>13 | 36<br>38<br>26 | 28<br>49<br>22 | 23<br>58<br>18 | 17<br>54<br>29 | 13<br>63<br>24 | 18<br>59<br>24 | 24<br>53<br>23 | 21<br>55<br>24 | 20<br>61<br>19 | 21<br>50<br>30 | 22<br>57<br>21 | 16<br>60<br>25   | 22<br>53<br>26      | 24<br>55<br>21 | 19<br>54<br>27 |
| Thinking about how the Conservatives try to appeal to ethnic minority voters, do you think  The Conservatives should be doing more to win over ethnic |                | Ī            |                |                |               | Ī             |                |                | Ī              |                | ı              |                |                |                | ı              |                | ı              |                  |                     |                |                |
| minority voters  The Conservatives are doing too much to try to appeal to   | 24             | 21           | 33             | 33             | 7             | 16            | 30             | 29             | 27             | 22             | 37             | 27             | 23             | 19             | 28             | 20             | 40             | 23               | 19                  | 23             | 24             |
| ethnic minority voters  | 20             | 20           | 15             | 12             | 51            | 26            | 19             | 16             | 20             | 19             | 7              | 13             | 21             | 30             | 18             | 22             | 13             | 20               | 22                  | 22             | 17             |
| The Conservative are doing about the right amount to try and appeal to ethnic minority voters   | 24             | 45           | 14             | 26             | 23            | 40            | 16             | 20             | 26             | 22             | 23             | 24             | 23             | 25             | 25             | 22             | 20             | 25               | 24                  | 25             | 23             |
| Don't know  | 32             | 14           | 37             | 29             | 19            | 18            | 35             | 36             | 26             | 37             | 33             | 36             | 33             | 26             | 29             | 36             | 27             | 32               | 35                  | 30             | 36             |

2010 Vote

Gender

Age

Westminster VI



| Fleidwork. 7th - oth August 2014  |            |               | Westminster VI |               |               |                |                |               | tο            | Go            | nder          | 1             | Ag            | Δ.            |               | Social        | Grade         |               |                  | Region              |               |               |
|---|------------|---------------|----------------|---------------|---------------|----------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|------------------|---------------------|---------------|---------------|
|   | ŀ          |               | ٠              | vesuiii       |               |                |                | 010 Vo        | i –           | Ge            | iluei         |               | Ay            | <u> </u>      |               | Juciai        | Graue         |               | D ( . (          |                     |               |               |
|   |            | Total         | Con            | Lab           | Dem           | UKIP           |                | Lab           | Lib<br>Dem    |               | Female        |               | 25-39         | 40-59         | 60+           | ABC1          | C2DE          |               | Rest of<br>South | Midlands /<br>Wales | North         | Scotland      |
| Weighted S  |            | 1943          | 501            | 564           | 126           | 195            |                | 469           | 405           | 942           | 1001          | 231           | 492           | 665           | 556           | 1108          | 835           | 249           | 631              | 416                 | 478           | 169           |
| Unweighted  | Sample     | 1943          | 477            | 614           | 105           | 222            | 535            | 510           | 395           | 961           | 982           | 167           | 403           | 801           | 572           | 1250          | 693           | 255           | 629              | 394                 | 424           | 241           |
|   |            | %             | %              | %             | %             | %              | %              | %             | %             | %             | %             | %             | %             | %             | %             | %             | %             | %             | %                | %                   | %             | %             |
|   | Aug<br>3-4 | Aug<br>7-8    |                |               |               |                |                |               |               |               |               |               |               |               |               |               |               |               |                  |                     |               |               |
| Thinking of the continuing conflict between Israel and the Palestinians, do your own sympathies lie more with the Israelis or more with the Palestinians?   |            |               |                |               |               |                |                |               |               |               |               |               |               |               |               |               |               |               |                  |                     |               |               |
| My sympathies lie more with the Israelis  | 12         | 16            | 23             | 9             | 13            | 25             | 26             | 14            | 8             | 21            | 11            | 14            | 11            | 13            | 23            | 17            | 14            | 17            | 16               | 16                  | 14            | 14            |
| My sympathies lie more with the Palestinians  |            | 30            | 20             | 42            | 44            | 23             | 20             | 38            | 43            | 31            | 29            | 30            | 28            | 31            | 31            | 33            | 27            | 31            | 31               | 26                  | 30            | 37            |
| Neither   |            | 41            | 45             | 39            | 34            | 45             | 44             | 39            | 36            | 41            | 41            | 34            | 39            | 44            | 42            | 38            | 45            | 37            | 41               | 43                  | 43            | 35            |
| Don't know  | 20         | 13            | 11             | 10            | 10            | 7              | 10             | 10            | 12            | 7             | 19            | 22            | 22            | 12            | 4             | 13            | 14            | 15            | 12               | 16                  | 12            | 13            |
| As you may be aware, in recent weeks the Israeli air force has been bombing the Gaza strip. From what you have seen or heard do you think this bombing was justified or unjustified?  Justified         |            | 17            | 24             | 11            | 17            | 29             | 28             | 13            | 8             | 23            | 11            | 17            | 11            | 14            | 24            | 18            | 16            | 20            | 14               | 18                  | 15            | 22            |
| Unjustified   | 55         | 60            | 49             | 73            | 66            | 54             | 49             | 67            | 73            | 57            | 62            | 58            | 62            | 60            | 58            | 60            | 59            | 58            | 61               | 57                  | 62            | 59            |
| Don't know  | 30         | 24            | 27             | 16            | 17            | 17             | 24             | 20            | 19            | 20            | 27            | 26            | 27            | 26            | 17            | 22            | 25            | 22            | 25               | 25                  | 23            | 20            |
| The Israeli bombings have caused a substantial number of Palestinian civilian casualties in the Gaza strip. Who you think is most to blame for this?  |            |               |                |               |               |                |                |               |               |               |               |               |               |               |               |               |               |               |                  |                     |               |               |
| Hamas - for stationing their military targets and equipment in civilian areas   | 20         | 22            | 31             | 16            | 15            | 36             | 35             | 19            | 12            | 28            | 16            | 17            | 13            | 20            | 34            | 23            | 21            | 22            | 20               | 25                  | 20            | 27            |
| Israel - for attacking military targets in areas where civilians<br>are also likely to be killed  | 21         | 21            | 12             | 28            | 32            | 17             | 13             | 24            | 29            | 22            | 20            | 28            | 23            | 21            | 15            | 22            | 20            | 19            | 20               | 22                  | 21            | 20            |
| Both equally  | 43         | 43            | 46             | 45            | 45            | 42             | 42             | 47            | 47            | 41            | 46            | 37            | 42            | 45            | 45            | 44            | 43            | 45            | 47               | 37                  | 45            | 38            |
| Don't know  | 17         | 14            | 10             | 12            | 7             | 5              | 10             | 10            | 12            | 8             | 19            | 17            | 21            | 13            | 6             | 12            | 16            | 15            | 12               | 16                  | 13            | 14            |
| Thinking about how the British government has responded to the situation in Gaza, do you think they  Should do more to condemn Israel Should do more to support Israel Have got the balance about right |            | 33<br>7<br>26 | 21<br>8<br>42  | 48<br>7<br>17 | 42<br>2<br>30 | 26<br>12<br>39 | 21<br>11<br>40 | 43<br>8<br>21 | 45<br>2<br>18 | 37<br>9<br>30 | 29<br>5<br>22 | 25<br>7<br>25 | 33<br>8<br>20 | 34<br>6<br>26 | 34<br>9<br>31 | 35<br>7<br>28 | 30<br>7<br>24 | 38<br>9<br>21 | 31<br>5<br>28    | 31<br>8<br>25       | 31<br>8<br>28 | 40<br>8<br>22 |
| Don't know  |            | 34            | 29             | 28            | 26            | 23             | 28             | 29            | 34            | 23            | 45            | 43            | 39            | 35            | 26            | 31            | 39            | 32            | 36               | 36                  | 33            | 30            |
|   |            |               |                |               |               |                |                |               |               |               |               |               |               |               |               |               |               |               |                  |                     |               |               |

yougov.co.uk



Region

Social Grade

Age

Sample Size: 1943 GB Adults Fieldwork: 7th - 8th August 2014

|   | Total                     | Con                       | Lab                       | Lib<br>Dem                | UKIP                      |                           | Lab                       | Lib<br>Dem                |                           | Female                    |                          | 25-39                     | 40-59                     | 60+                      | ABC1                      | C2DE                       | London                     | Rest of<br>South          | Midlands /<br>Wales       | North                     | Scotland                  |
|---|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|--------------------------|---------------------------|---------------------------|--------------------------|---------------------------|----------------------------|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Weighted Sample   |                           | 501                       | 564                       | _                         | 195                       | 550                       | 469                       | 405                       | 942                       | 1001                      | 231                      | 492                       | 665                       | 556                      | 1108                      | 835                        | 249                        | 631                       | 416                       | 478                       | 169                       |
| Unweighted Sample   |                           | 477                       | 614                       | 105                       | 222                       | 535                       | 510                       | 395                       | 961                       | 982                       | 167                      | 403                       | 801                       | 572                      | 1250                      | 693                        | 255                        | 629                       | 394                       | 424                       | 241                       |
| This week Baroness Warsi resigned from the government because she opposed their policy over Gaza. Do you think she was right or wrong to resign?  | %                         | %                         | %                         | %                         | %                         | %                         | %                         | %                         | %                         | %                         | %                        | %                         | %                         | %                        | %                         | %                          | %                          | %                         | %                         | %                         | %                         |
| Right to resign<br>Wrong to resign<br>Don't know  | 44<br>25<br>31            | 27<br>46<br>27            | 58<br>15<br>27            | 50<br>28<br>23            | 42<br>34<br>24            | 27<br>44<br>29            | 57<br>20<br>23            | 56<br>17<br>27            | 45<br>30<br>25            | 43<br>21<br>37            | 39<br>16<br>45           | 46<br>20<br>34            | 44<br>24<br>32            | 44<br>35<br>21           | 46<br>28<br>26            | 41<br>22<br>38             | 47<br>21<br>31             | 43<br>26<br>32            | 43<br>24<br>33            | 43<br>27<br>29            | 46<br>28<br>26            |
| Looking ahead to your retirement, which, if any, of the following do you have? Please tick all that apply [The following questions were only asked to respondents under 65; n=1569]                                     |                           | 1                         |                           |                           |                           |                           |                           |                           |                           |                           |                          |                           |                           |                          | 1                         |                            |                            |                           |                           |                           |                           |
| A personal pension plan A company or occupational pension plan Other investments intended for my retirement None of these Not sure  | 20<br>44<br>15<br>27<br>7 | 24<br>54<br>20<br>16<br>5 | 17<br>46<br>13<br>26<br>7 | 32<br>49<br>23<br>23<br>5 | 25<br>42<br>15<br>31<br>4 | 25<br>53<br>22<br>17<br>2 | 18<br>48<br>12<br>24<br>6 | 23<br>49<br>16<br>26<br>4 | 24<br>48<br>16<br>24<br>7 | 16<br>41<br>14<br>30<br>8 | 3<br>13<br>5<br>66<br>16 | 17<br>56<br>13<br>23<br>8 | 29<br>51<br>19<br>22<br>5 | 17<br>30<br>19<br>9<br>2 | 21<br>52<br>18<br>24<br>5 | 18<br>34<br>11<br>32<br>10 | 20<br>36<br>16<br>29<br>11 | 24<br>48<br>17<br>25<br>6 | 19<br>41<br>14<br>30<br>8 | 16<br>46<br>14<br>28<br>6 | 19<br>50<br>14<br>23<br>7 |
| Not applicable - I have already retired, cashed in or collected my pension  | 8                         | 8                         | 9                         | 4                         | 10                        | 10                        | 9                         | 9                         | 7                         | 9                         | 0                        | 0                         | 5                         | 45                       | 6                         | 10                         | 5                          | 6                         | 9                         | 10                        | 7                         |
| Do you know how much money is currently in your pension pot? [Only asked to respondents with a personal or occupational pension who are under 65; n=891*]   |                           | •                         |                           |                           |                           |                           |                           |                           |                           | -                         |                          |                           |                           | ·                        | •                         | <u>-</u>                   |                            |                           |                           |                           |                           |
| Yes, I do   | 43                        | 43                        | 43                        | 46                        | 44                        | 38                        | 44                        | 48                        | 44                        | 42                        | 33                       | 38                        | 46                        | 52                       | 47                        | 35                         | 46                         | 43                        | 38                        | 45                        | 44                        |
| No, I do not<br>Not applicable - I am a member of a defined benefit pension<br>scheme   | 51<br>6                   | 51<br>6                   | 50<br>7                   | 47<br>7                   | 47<br>9                   | 54<br>8                   | 50<br>6                   | 46<br>6                   | 49<br>7                   | 53<br>6                   | 62<br>5                  | 61<br>1                   | 47<br>7                   | 28<br>20                 | 46<br>6                   | 59<br>6                    | 46<br>8                    | 52<br>6                   | 55<br>7                   | 49<br>6                   | 53<br>3                   |
| Taking into account any state pension, and any other pensions or investments you have or intend to make in the future, do you think you will or will not have enough money to live comfortably when you come to retire? |                           |                           |                           |                           |                           |                           |                           |                           |                           |                           |                          |                           |                           |                          |                           |                            |                            |                           |                           |                           |                           |
| [Excluding people who have already retired, cashed in or collected their pension and who are under 65; n=1438] Will probably have enough money to live comfortably when I retire  | 27                        | 40                        | 23                        | 43                        | 27                        | 36                        | 23                        | 28                        | 32                        | 23                        | 25                       | 27                        | 26                        | 43                       | 32                        | 21                         | 26                         | 28                        | 25                        | 28                        | 30                        |
| Will probably not have enough money to live comfortably<br>when I retire<br>Don't know  | 50<br>23                  | 42<br>18                  | 55<br>22                  | 37<br>20                  | 62<br>11                  | 47<br>17                  | 57<br>19                  | 54<br>18                  | 46<br>22                  | 54<br>23                  | 31<br>44                 | 45<br>28                  | 60<br>14                  | 49<br>8                  | 47<br>21                  | 54<br>25                   | 43<br>30                   | 51<br>21                  | 58<br>17                  | 48<br>24                  | 45<br>25                  |
| DOTT NIOW   |                           |                           |                           | _0                        | •••                       | .,                        | .5                        | .0                        |                           | 20                        | , , ,                    | 20                        |                           | 5                        | . ~'                      | 20                         | - 50                       |                           | **                        | _7                        | 20                        |

2010 Vote

Gender

Westminster VI



|                   |       | V   | Vestmi | nster V    | 1    | 2010 Vote |     |            | Ge   | nder   |       | Ag    | е     |     | Social | Grade | Region |                  |                     |       |          |  |  |  |
|-------------------|-------|-----|--------|------------|------|-----------|-----|------------|------|--------|-------|-------|-------|-----|--------|-------|--------|------------------|---------------------|-------|----------|--|--|--|
|                   | Total | Con | Lab    | Lib<br>Dem | UKIP | Con       | Lab | Lib<br>Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1   | C2DE  | London | Rest of<br>South | Midlands /<br>Wales | North | Scotland |  |  |  |
| Weighted Sample   | 1943  | 501 | 564    | 126        | 195  | 550       | 469 | 405        | 942  | 1001   | 231   | 492   | 665   | 556 | 1108   | 835   | 249    | 631              | 416                 | 478   | 169      |  |  |  |
| Unweighted Sample | 1943  | 477 | 614    | 105        | 222  | 535       | 510 | 395        | 961  | 982    | 167   | 403   | 801   | 572 | 1250   | 693   | 255    | 629              | 394                 | 424   | 241      |  |  |  |
| -                 | 0/2   | %   | 0/2    | %          | %    | 0/2       | %   | 0/2        | 0/2  | %      | 0/2   | %     | 0/2   | %   | %      | 0/2   | 0/2    | %                | 0/2                 | 0/2   | 0/2      |  |  |  |

At what age do you expect you will be able to afford to give up work and retire?

[Excluding people who have already retired, cashed in or collected their pension and who are under 65; n=1438]

| 50 or less                                     |
|--|
| 55   |
| 60   |
| 65   |
| 70   |
| 75   |
| 80 or older                                    |
| Not applicable - I do not or am unable to work |
| Don't know                                     |

Previously people had been allowed to take up to a quarter of their pension fund as a lump sum when the retire. The rest had to be used to buy an annuity - a regular income that would last for the rest of the person's life, ensuring that people had money for the whole of their retirement.

In the last budget the government announced changes to pension rules to allow people more freedom over how to use their pension fund - people could still choose to buy an annuity, or could take a bigger lump sum, or could use the money to buy alternative investments, such as property or shares.

Do you support or oppose these changes?

| [Asked | to all | GB A | dults; r | =1943] |  |
|--------|--------|------|----------|--------|--|
|        |        |      |          |        |  |

| Support    | 60 | 72 | 52 | 58 | 65 | 70 | 50 | 62 | 64 | 56 | 59 | 62 | 62 | 57 | 63 | 57 | 57 | 64 | 56 | 60 | 61 |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Oppose     | 13 | 7  | 20 | 16 | 12 | 10 | 20 | 14 | 14 | 11 | 7  | 13 | 10 | 19 | 14 | 11 | 10 | 11 | 16 | 13 | 14 |
| Don't know | 27 | 21 | 28 | 26 | 23 | 20 | 30 | 24 | 22 | 32 | 34 | 25 | 29 | 24 | 23 | 33 | 33 | 25 | 28 | 27 | 26 |



Region

Social Grade

Age

Sample Size: 1943 GB Adults Fieldwork: 7th - 8th August 2014

|   |       |     |     |            |      |     |     | ••         |      |        |       |       | -     |     |      |      |        |                  |                     |       |          |
|---|-------|-----|-----|------------|------|-----|-----|------------|------|--------|-------|-------|-------|-----|------|------|--------|------------------|---------------------|-------|----------|
|   | Total | Con | Lab | Lib<br>Dem | UKIP | Con | Lab | Lib<br>Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of<br>South | Midlands /<br>Wales | North | Scotland |
| Weighted Sample   | 1943  | 501 | 564 | 126        | 195  | 550 | 469 | 405        | 942  | 1001   | 231   | 492   | 665   | 556 | 1108 | 835  | 249    | 631              | 416                 | 478   | 169      |
| Unweighted Sample   |       | 477 | 614 | 105        | 222  | 535 | 510 | 395        | 961  | 982    | 167   | 403   | 801   | 572 | 1250 | 693  | 255    | 629              | 394                 | 424   | 241      |
|   | %     | %   | %   | %          | %    | %   | %   | %          | %    | %      | %     | %     | %     | %   | %    | %    | %      | %                | %                   | %     | %        |
| Thinking ahead to what you do with your own pension, do you think you will probably [Only asked to respondents who have a personal or occupational pension; n=891*] |       |     |     |            |      | -   |     | Ī          |      |        | ·     |       |       |     | •    |      | -      |                  |                     |       |          |
| Use most of it to buy an annuity  | 22    | 22  | 23  | 39         | 16   | 26  | 22  | 26         | 23   | 22     | 8     | 25    | 21    | 24  | 27   | 15   | 21     | 20               | 23                  | 21    | 31       |
| Use most of it to buy some alternative investment   | 15    | 17  | 14  | 13         | 19   | 16  | 14  | 14         | 17   | 12     | 11    | 16    | 15    | 13  | 16   | 14   | 22     | 15               | 8                   | 17    | 16       |
| Take most of it as a lump sum of money to spend   | 18    | 16  | 21  | 4          | 26   | 15  | 20  | 13         | 21   | 15     | 11    | 15    | 19    | 28  | 15   | 24   | 14     | 13               | 19                  | 25    | 17       |
| Don't know  | 45    | 45  | 43  | 44         | 39   | 43  | 44  | 47         | 40   | 51     | 69    | 45    | 45    | 36  | 43   | 48   | 43     | 51               | 49                  | 36    | 36       |
| How confident do you feel that there is enough regulation of pension products to prevent people falling victim to pension scams?  [Asked to all GB Adults; n=1943]  |       |     |     |            |      |     |     |            |      | , 1    |       |       |       |     |      |      |        |                  |                     |       | _        |
| Very confident  | 2     | 4   | 1   | 5          | 1    | 3   | 1   | 2          | 3    | 1      | 2     | 4     | 2     | 1   | 3    | 1    | 3      | 2                | 1                   | 2     | 5        |
| Fairly confident  | 19    | 31  | 15  | 20         | 16   | 28  | 14  | 17         | 24   | 15     | 18    | 17    | 21    | 20  | 21   | 16   | 21     | 19               | 17                  | 20    | 20       |
| TOTAL CONFIDENT   | 21    | 35  | 16  | 25         | 17   | 31  | 15  | 19         | 27   | 16     | 20    | 21    | 23    | 21  | 24   | 17   | 24     | 21               | 18                  | 22    | 25       |
| Not very confident  | 38    | 37  | 41  | 39         | 39   | 37  | 44  | 39         | 34   | 42     | 33    | 38    | 38    | 41  | 38   | 39   | 35     | 40               | 39                  | 38    | 37       |
| Not confident at all  | 20    | 10  | 25  | 19         | 29   | 15  | 24  | 24         | 20   | 20     | 10    | 14    | 22    | 27  | 19   | 20   | 19     | 20               | 21                  | 19    | 18       |
| TOTAL NOT CONFIDENT   | 58    | 47  | 66  | 58         | 68   | 52  | 68  | 63         | 54   | 62     | 43    | 52    | 60    | 68  | 57   | 59   | 54     | 60               | 60                  | 57    | 55       |
| Don't know  | 21    | 17  | 17  | 17         | 16   | 18  | 17  | 18         | 19   | 22     | 37    | 27    | 17    | 12  | 18   | 24   | 22     | 19               | 23                  | 21    | 20       |
| And how confident are you that you personally would be able to spot a pension scam?   |       |     |     |            |      |     |     |            | i    |        | •     |       |       |     | -    |      | _      |                  |                     |       |          |
| Very confident  | 7     | 8   | 7   | 9          | 8    | 9   | 6   | 5          | 10   | 4      | 7     | 9     | 7     | 6   | 8    | 5    | 9      | 6                | 5                   | 7     | 14       |
| Fairly confident  | 33    | 40  | 30  | 41         | 33   | 39  | 30  | 32         | 39   | 27     | 33    | 32    | 33    | 33  | 35   | 30   | 31     | 34               | 33                  | 33    | 31       |
| TOTAL CONFIDENT   | 40    | 48  | 37  | 50         | 41   | 48  | 36  | 37         | 49   | 31     | 40    | 41    | 40    | 39  | 43   | 35   | 40     | 40               | 38                  | 40    | 45       |
| Not very confident  | 31    | 29  | 34  | 29         | 29   | 28  | 34  | 36         | 27   | 34     | 26    | 31    | 31    | 32  | 30   | 31   | 33     | 33               | 28                  | 30    | 29       |
| Not confident at all  | 15    | 11  | 17  | 13         | 17   | 12  | 19  | 15         | 10   | 20     | 10    | 11    | 17    | 18  | 13   | 18   | 11     | 16               | 17                  | 15    | 14       |
| TOTAL NOT CONFIDENT   | 46    | 40  | 51  | 42         | 46   | 40  | 53  | 51         | 37   | 54     | 36    | 42    | 48    | 50  | 43   | 49   | 44     | 49               | 45                  | 45    | 43       |
| Don't know  | 14    | 11  | 13  | 8          | 14   | 12  | 11  | 12         | 15   | 14     | 23    | 17    | 11    | 11  | 14   | 15   | 16     | 12               | 17                  | 15    | 12       |

2010 Vote

Gender

Westminster VI

<sup>\*</sup>Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.



## **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.

|                                | Onweignted no. | weignteun |
|--------------------------------|----------------|-----------|
| Age and Gender                 |                |           |
| Male 18 to 2                   | 4 <b>68</b>    | 117       |
| Male 25 to 3                   | 9 <b>173</b>   | 245       |
| Male 40 to 5                   | 9 <b>419</b>   | 328       |
| Male 60                        | + 301          | 253       |
| Female 18 to 2                 | 4 <b>99</b>    | 115       |
| Female 25 to 3                 | 9 <b>230</b>   | 247       |
| Female 40 to 5                 | 9 <b>382</b>   | 336       |
| Female 60                      | + 271          | 303       |
| Region                         |                |           |
| North Englan                   | d <b>424</b>   | 478       |
| Midland                        | s <b>269</b>   | 319       |
| Eas                            | st <b>182</b>  | 187       |
| Londo                          | n <b>255</b>   | 249       |
| South Englan                   | d <b>447</b>   | 445       |
| Wale                           | s <b>125</b>   | 97        |
| Scotlan                        | d <b>241</b>   | 169       |
| Social Grade                   |                |           |
| Al                             | B <b>716</b>   | 544       |
| C                              | 1 <b>534</b>   | 563       |
| C                              | 2 <b>265</b>   | 408       |
| D                              | E 428          | 427       |
| Newspaper Type                 |                |           |
| Express / Ma                   | il <b>376</b>  | 311       |
| Sun / Sta                      | ar <b>238</b>  | 457       |
| Mirror / Recor                 | d <b>164</b>   | 194       |
| Guardian / Independer          | nt 148         | 87        |
| FT / Times / Telegrap          | h <b>125</b>   | 185       |
| Other Pape                     | er <b>280</b>  | 223       |
| No Pape                        | er <b>612</b>  | 486       |
| Political Party Identification |                |           |
| Labou                          | ır <b>672</b>  | 622       |
| Conservativ                    | e <b>520</b>   | 544       |
| Liberal Democra                | at <b>164</b>  | 214       |
| SNP/Plaid Cymr                 | u <b>40</b>    | 33        |
| Other                          | s <b>137</b>   | 45        |
| None/ Di                       | K 410          | 486       |
|                                |                |           |

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