

YouGov / Sunday Times Survey Results

Sample Size: 1975 GB Adults

Fieldwork: 13th - 14th November 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1975	485	513	105	280	577	482	400	958	1017	235	500	675	565	1126	849	253	642	423	486	172	
Unweighted Sample	1975	464	571	97	264	570	542	400	968	1007	143	409	839	584	1345	630	276	609	401	453	236	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	0	71	5	15	31	31	26	29	29	36	33	28	33	39	33	24	17
Lab	33	0	100	0	0	2	77	30	31	34	30	38	36	27	33	33	34	27	33	43	25
Lib Dem	7	0	0	100	0	1	1	27	5	9	5	8	4	9	8	5	8	8	6	5	5
Other	29	0	0	0	100	26	18	28	33	26	39	25	30	28	26	33	25	26	27	29	53

Other Parties Voting Intention

UKIP	18	0	0	0	100	22	10	12	21	15	11	13	21	21	15	22	19	20	18	22	0
SNP / PCY	5	0	0	0	0	1	4	3	5	4	10	5	5	3	4	6	0	0	2	0	46
Green	5	0	0	0	0	2	3	12	6	5	14	6	4	3	6	4	4	6	5	6	5
BNP	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0
Other	1	0	0	0	0	1	0	1	1	1	1	1	1	1	1	1	2	0	2	0	1

Non Voters

Would Not Vote	6	0	0	0	0	2	2	4	4	8	8	10	7	1	5	8	5	6	6	8	3
Don't know	15	0	0	0	0	13	12	20	10	19	18	17	15	12	15	15	14	15	14	17	12

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

Nov 12-13

Approve	32	29	82	6	40	17	59	8	25	32	26	29	26	27	35	33	24	36	33	29	24	20
Disapprove	54	56	7	87	45	74	29	82	60	56	55	49	54	59	55	53	59	52	51	55	61	63
Don't know	15	15	11	8	15	9	12	11	15	12	19	22	20	14	10	14	17	12	16	16	15	16

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

Nov 6-7

Very well	7	5	20	0	2	0	13	2	3	6	5	5	3	5	8	6	5	6	6	7	5	2
Fairly well	34	34	74	14	43	28	58	15	31	36	33	38	35	31	36	38	30	39	40	33	28	31
TOTAL WELL	41	39	94	14	45	28	71	17	34	42	38	43	38	36	44	44	35	45	46	40	33	33
Fairly badly	27	31	5	40	41	41	20	41	39	29	32	31	31	31	32	32	30	25	30	33	33	33
Very badly	24	23	0	42	12	29	6	38	22	24	21	15	21	28	22	19	28	23	19	21	27	30
TOTAL BADLY	51	54	5	82	53	70	26	79	61	53	53	46	52	59	54	51	58	48	49	54	60	63
Don't know	7	6	0	3	2	2	3	5	4	5	8	11	10	6	2	5	8	8	6	6	7	5

Fieldwork: 13th - 14th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1975	485	513	105	280	577	482	400	958	1017	235	500	675	565	1126	849	253	642	423	486	172	
Unweighted Sample	1975	464	571	97	264	570	542	400	968	1007	143	409	839	584	1345	630	276	609	401	453	236	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Nov 6-7	Nov 13-14																				
Do you think Ed Miliband is doing well or badly as leader of the Labour party?																						
Very well	3	3	0	10	0	0	0	8	2	4	2	4	3	3	3	3	3	2	3	4	2	
Fairly well	15	15	5	41	13	5	4	31	16	14	17	13	15	16	16	15	16	15	14	16	17	14
TOTAL WELL	18	18	5	51	13	5	4	39	18	18	19	17	18	19	19	18	19	18	16	19	21	16
Fairly badly	35	34	32	35	47	33	28	33	43	32	35	36	39	32	30	35	32	31	33	38	33	32
Very badly	39	40	60	9	38	59	64	19	33	45	35	33	33	41	48	41	38	41	43	36	35	48
TOTAL BADLY	74	74	92	44	85	92	92	52	76	77	70	69	72	73	78	76	70	72	76	74	68	80
Don't know	9	8	3	5	2	3	5	9	6	5	12	14	11	9	3	6	11	9	8	7	10	5

	Nov 6-7	Nov 13-14																				
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?																						
Very well	1	1	1	2	12	0	1	2	3	2	1	1	1	2	2	2	1	2	2	1	1	1
Fairly well	14	15	25	8	49	6	18	9	26	16	15	15	15	14	18	18	12	19	18	14	13	10
TOTAL WELL	15	16	26	10	61	6	19	11	29	18	16	16	16	20	20	13	21	20	15	14	11	
Fairly badly	33	31	40	33	31	24	34	30	32	29	34	30	38	28	30	33	29	30	33	33	29	30
Very badly	42	43	30	52	6	64	42	52	34	48	38	41	32	49	46	42	45	38	40	42	47	52
TOTAL BADLY	75	74	70	85	37	88	76	82	66	77	72	71	70	77	76	75	74	68	73	75	76	82
Don't know	10	9	4	5	2	6	6	7	6	5	12	13	14	9	4	6	13	10	8	10	10	6

	Nov 6-7	Nov 13-14																				
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?																						
Very well	2	2	2	2	6	1	1	2	1	2	1	2	2	1	1	2	1	3	2	1	1	1
Fairly well	28	25	58	9	54	14	43	9	30	29	22	22	24	25	29	30	19	31	29	27	20	18
TOTAL WELL	30	27	60	11	60	15	44	11	31	31	23	24	26	26	30	32	20	34	31	28	21	19
Fairly badly	34	37	31	38	30	44	36	37	42	35	39	37	37	34	40	39	34	33	40	37	34	36
Very badly	28	28	6	47	7	40	14	45	21	30	26	24	24	33	27	23	34	24	21	29	33	39
TOTAL BADLY	62	65	37	85	37	84	50	82	63	65	65	61	61	67	67	62	68	57	61	66	67	75
Don't know	8	8	3	4	3	1	5	7	6	4	12	14	13	7	2	6	11	9	8	5	12	5

	Nov 6-7	Nov 13-14																				
Do you think this coalition government is good or bad for people like you?																						
Very good	2	2	3	1	15	0	2	1	4	2	2	2	1	1	4	3	1	2	3	2	1	2
Fairly good	17	17	44	7	31	12	29	6	20	20	15	19	18	14	21	21	13	26	18	16	16	11
TOTAL GOOD	19	19	47	8	46	12	31	7	24	22	17	21	19	15	25	24	14	28	21	18	17	13
Fairly bad	27	26	22	31	18	33	26	30	24	25	26	22	23	27	27	27	24	23	26	28	23	27
Very bad	26	26	5	46	6	35	13	44	22	29	23	20	22	31	26	23	30	23	20	25	33	37
TOTAL BAD	53	52	27	77	24	68	39	74	46	54	49	42	45	58	53	50	54	46	46	53	56	64
Doesn't make much difference either way	22	24	24	13	26	20	27	14	27	21	27	25	28	22	21	22	26	22	27	25	21	19
Don't know	6	5	1	2	3	0	2	5	3	3	7	11	8	4	1	4	6	4	5	4	7	4

Fieldwork: 13th - 14th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Nov 6-7	Nov 13-14																				
Very well	7	8	24	1	12	5	18	2	5	11	5	9	5	6	12	10	6	8	9	9	7	3
Fairly well	36	34	68	15	58	30	58	15	35	35	34	34	33	32	39	39	28	39	39	33	29	28
TOTAL WELL	43	42	92	16	70	35	76	17	40	46	39	43	38	38	51	49	34	47	48	42	36	31
Fairly badly	29	30	4	46	22	38	15	44	34	29	30	22	32	32	28	28	32	27	28	32	28	34
Very badly	17	18	0	33	3	22	4	30	16	18	18	19	14	22	16	15	22	15	14	17	23	23
TOTAL BADLY	46	48	4	79	25	60	19	74	50	47	48	41	46	54	44	43	54	42	42	49	51	57
Don't know	10	10	4	5	5	4	5	9	9	7	13	16	16	9	5	8	13	12	10	8	12	12

In your opinion how good or bad is the state of Britain's economy at the moment?

Very good	3	2	4	0	1	1	3	1	0	2	1	2	1	2	1	2	1	2	2	2	1	1
Quite good	24	24	59	8	27	15	44	10	18	28	20	24	20	19	32	27	19	34	25	24	19	15
TOTAL GOOD	27	26	63	8	28	16	47	11	18	30	21	26	21	21	33	29	20	36	27	26	20	16
Neither good nor bad	32	32	27	36	42	30	32	31	37	30	33	32	34	30	32	34	29	29	34	32	29	34
Quite bad	26	27	8	36	25	39	16	34	32	27	28	23	28	30	24	26	29	25	26	26	31	31
Very bad	11	12	1	18	4	13	4	19	11	10	13	11	11	15	10	9	15	9	10	12	15	16
TOTAL BAD	37	39	9	54	29	52	20	53	43	37	41	34	39	45	34	35	44	34	36	38	46	47
Don't know	4	4	1	1	1	2	1	5	2	3	5	8	6	4	1	3	6	2	4	4	6	4

How do you think the financial situation of your household will change over the next 12 months?

Get a lot better	2	1	3	1	0	0	2	1	1	2	0	1	2	1	1	2	1	3	1	1	2	1
Get a little better	14	14	32	9	19	8	23	7	14	17	11	19	20	11	10	16	12	16	17	16	9	8
TOTAL BETTER	16	15	35	10	19	8	25	8	15	19	11	20	22	12	11	18	13	19	18	17	11	9
Stay about the same	42	46	54	42	60	47	50	41	50	46	47	49	43	42	54	49	43	43	49	43	46	48
Get a little worse	24	24	10	30	19	33	19	31	24	21	26	12	21	28	26	23	25	23	21	28	24	26
Get a lot worse	11	9	0	13	1	9	3	13	6	9	9	5	6	13	7	7	11	10	6	8	11	11
TOTAL WORSE	35	33	10	43	20	42	22	44	30	30	35	17	27	41	33	30	36	33	27	36	35	37
Don't know	6	6	1	5	1	4	3	7	4	5	7	13	9	5	2	4	8	6	5	4	8	6

Fieldwork: 13th - 14th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Con	33	99	2	1	3	72	6	14	32	34	28	34	31	37	36	29	34	39	36	28	17
Lab	30	0	96	1	2	2	75	30	30	30	28	31	34	26	30	30	30	26	31	39	22
Lib Dem	7	0	0	98	0	1	0	27	5	9	8	7	5	9	8	6	10	9	6	5	5
Other	30	0	2	0	96	25	19	29	33	26	36	28	30	28	26	35	26	26	27	29	55

Other Parties Voting Intention

UKIP	18	0	0	0	96	21	12	11	20	15	10	13	20	22	15	22	20	19	19	20	1
Green	6	0	1	0	0	2	3	14	6	6	15	7	4	3	7	5	5	7	5	6	6
SNP / PCY	5	0	0	0	0	1	4	3	5	4	9	5	5	3	4	6	0	0	2	0	47
BNP	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	0	1	1	1	1	2	1	0	0	2	1	0	1	1	0

Non Voters

Would Not Vote	6	0	1	1	1	2	2	3	5	7	6	9	7	2	5	7	6	6	5	7	3
Don't know	13	0	5	4	2	7	15	18	9	17	16	19	11	9	12	14	12	12	12	17	10

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

Con	31	96	1	1	3	71	4	14	30	33	24	30	30	37	33	28	32	39	32	26	16
Lab	34	4	96	7	5	5	77	35	34	34	31	40	36	28	35	33	35	28	36	45	23
Lib Dem	7	0	0	92	1	1	1	27	5	8	6	7	4	9	7	6	8	9	6	4	5
Other	28	0	3	0	91	24	18	25	31	25	38	24	30	26	25	32	25	24	27	25	56

Other Parties Voting Intention

UKIP	17	0	1	0	91	21	9	11	19	15	10	12	20	20	14	21	19	18	19	19	2
SNP / PCY	5	0	0	0	0	1	4	2	5	5	11	5	5	3	4	6	0	1	2	0	47
Green	5	0	1	0	0	2	4	11	6	4	14	6	4	3	6	4	5	5	4	5	6
BNP	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	1	1	1	1	1	1	1	1	0	1	1	1	0	2	0	1

Non Voters

Would Not Vote	6	0	2	1	1	2	2	4	5	7	7	9	7	2	5	7	6	6	5	7	2
Don't know	14	1	4	5	3	8	12	19	9	18	18	18	11	10	12	16	12	13	12	18	9

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

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

Con	32	98	1	1	3	73	4	14	31	34	28	31	30	38	34	30	34	40	33	26	17
Lab	34	2	97	7	8	4	78	36	35	33	29	37	38	29	35	33	32	29	35	46	23
Lib Dem	7	0	1	92	0	1	1	26	5	8	7	8	5	8	7	6	11	8	7	3	5
Other	27	0	1	0	89	23	17	25	29	24	36	24	27	25	23	31	23	23	24	25	55

Other Parties Voting Intention

UKIP	16	0	0	0	87	20	8	10	17	15	11	12	18	18	13	20	16	17	18	18	2
SNP / PCY	5	0	0	0	1	1	4	3	5	4	11	5	5	3	4	6	0	1	1	0	47
Green	5	0	0	0	0	1	3	11	5	4	12	6	3	2	6	4	5	4	4	5	6
BNP	1	0	0	0	1	0	0	0	1	0	2	0	0	1	1	0	1	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	0	0	0	1	0	1	1	0	0	1	1	0	1	0	0

Non Voters

Would Not Vote	6	0	2	1	2	2	2	4	5	7	7	9	7	2	5	7	5	6	6	8	2
Don't know	15	3	8	4	5	9	15	19	10	20	19	21	13	11	14	17	15	14	14	19	12

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

Con	33	98	2	1	3	73	5	15	31	35	28	31	32	38	36	29	34	41	34	27	17
Lab	32	1	95	6	6	2	77	31	33	30	28	36	35	27	32	31	31	27	32	44	21
Lib Dem	7	1	1	93	2	1	1	29	6	9	8	8	5	9	7	7	10	9	7	5	5
Other	28	0	2	0	89	25	18	25	30	26	36	24	28	27	24	33	25	23	27	25	57

Other Parties Voting Intention

UKIP	17	0	1	0	88	22	9	10	18	15	10	11	18	20	13	21	18	18	19	17	2
SNP / PCY	5	0	0	0	0	1	5	3	6	5	10	5	5	3	4	6	0	0	2	0	48
Green	5	0	1	0	0	2	4	11	5	5	13	6	4	3	6	4	4	5	5	6	6
BNP	1	0	0	0	0	0	0	0	0	1	2	0	0	0	1	0	1	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	0	1	1	1	0	1	1	0	0	1	1	0	1	0	0

Non Voters

Would Not Vote	6	0	2	1	1	3	3	4	5	7	7	10	7	2	6	7	5	6	6	8	4
Don't know	16	2	10	5	4	8	17	22	11	20	19	22	14	12	14	17	15	15	15	18	12

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

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

Con	34	99	2	2	3	72	5	15	32	36	29	32	31	39	36	30	35	41	34	28	17
Lab	30	0	95	8	5	2	73	31	31	29	31	34	33	25	31	30	29	26	31	40	23
Lib Dem	7	0	1	88	1	1	1	28	5	9	6	8	5	9	7	6	8	8	7	4	5
Other	29	0	3	1	92	25	21	26	32	26	35	26	31	28	26	34	27	24	27	28	56

Other Parties Voting Intention

UKIP	17	0	1	0	91	22	11	11	19	16	10	12	20	21	14	22	19	19	19	20	2
SNP / PCY	5	0	0	1	0	1	5	3	6	4	10	6	5	3	4	6	1	0	2	0	47
Green	5	0	1	1	0	2	4	11	6	5	13	7	4	2	6	4	5	5	4	7	5
BNP	0	0	0	0	0	0	0	0	1	0	2	0	0	0	1	0	0	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	1	0	0	1	1	1	1	1	0	1	2	1	1	1	1	0	2	1	1

Non Voters

Would Not Vote	6	0	4	0	0	3	4	4	5	7	7	10	7	2	5	7	6	6	7	8	3
Don't know	16	3	10	4	5	9	18	22	11	21	18	22	14	13	15	18	16	15	15	20	12

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

	Nov 6-7	Nov 13-14																				
Ed Miliband should remain Labour leader and lead them into the general election	30	33	41	47	39	22	38	40	34	41	27	30	21	34	44	37	28	34	33	37	30	33
Ed Miliband should step down as Labour leader and allow someone else to lead them into the general election	48	43	46	34	39	60	46	40	44	43	43	41	49	40	42	43	42	41	46	39	42	44
Don't know	22	24	13	18	22	18	16	20	22	17	31	29	30	26	14	20	30	25	21	23	28	24

Thinking about Ed Miliband's leadership of the Labour party, do you think he... Has or has not made it clear what he stands for?

Has made it clear what he stands for	20	27	18	57	26	9	11	46	33	26	27	31	22	27	28	28	25	28	25	27	29	23
Has not made it clear what he stands for	65	56	71	31	62	77	76	39	52	61	51	43	54	55	63	58	53	57	57	54	51	65
Don't know	16	18	11	12	12	14	13	15	14	13	22	26	24	18	9	14	22	15	18	19	20	13

Fieldwork: 13th - 14th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1975	485	513	105	280	577	482	400	958	1017	235	500	675	565	1126	849	253	642	423	486	172
Unweighted Sample	1975	464	571	97	264	570	542	400	968	1007	143	409	839	584	1345	630	276	609	401	453	236
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov 6-7

Nov 13-14

Has been a strong or weak leader of his party?

A strong leader	7	9	1	25	4	2	2	19	8	9	8	12	5	10	9	10	7	12	6	9	11	5
A weak leader	59	55	73	32	58	75	77	37	53	62	49	57	52	53	60	58	52	52	58	53	53	62
Neither strong nor weak	25	27	23	38	31	18	18	34	34	23	30	18	28	28	28	26	28	26	27	27	25	27
Don't know	9	9	2	5	7	5	4	9	5	6	13	13	15	9	3	6	13	10	9	10	11	6

Is or is not up to the job of Labour leader?

Is up to the job of Labour leader	27	16	58	28	12	12	45	36	30	24	31	26	28	25	30	23	25	28	28	27	24
Is not up to the job of Labour leader	54	73	29	52	72	78	39	44	57	50	45	49	53	62	55	52	53	54	52	53	59
Don't know	19	10	14	20	16	10	16	20	12	26	25	25	19	13	15	25	21	18	20	21	17

Nov 6-7

Nov 13-14

Would or would not be up to the job of Prime Minister?

Would be up to the job of Prime Minister	18	21	3	57	16	6	4	42	26	23	19	22	18	22	21	21	20	19	20	22	23	18
Would not be up to the job of Prime Minister	64	62	92	27	70	85	91	40	55	67	58	57	60	61	69	65	59	60	66	59	60	66
Don't know	17	17	5	16	13	9	5	18	19	11	23	21	23	17	10	14	22	21	14	19	17	16

Who would you trust more to handle the following issues, David Cameron or Ed Miliband?

The economy

David Cameron	41	96	10	42	39	80	14	32	45	37	40	36	35	52	45	35	44	47	40	35	30
Ed Miliband	19	0	62	9	3	1	47	23	21	17	20	19	20	17	19	19	20	15	21	24	12
Neither of them	31	3	21	39	56	17	30	36	28	33	24	30	37	27	28	35	24	31	30	30	47
Don't know	9	1	8	10	2	3	9	9	6	12	16	15	8	4	8	11	12	8	8	11	10

Immigration

David Cameron	27	74	8	28	12	54	10	24	30	25	25	26	25	32	30	23	32	31	29	21	20
Ed Miliband	20	2	58	23	3	2	42	26	21	20	28	21	20	18	21	19	22	20	18	24	17
Neither of them	42	21	28	41	82	40	39	40	42	42	29	38	47	46	39	46	34	41	44	43	52
Don't know	10	3	6	9	3	4	9	10	7	14	18	16	8	4	9	12	12	8	9	13	12

The NHS

David Cameron	24	70	2	19	21	58	5	13	25	23	20	19	22	33	26	21	25	28	27	19	16
Ed Miliband	32	8	81	30	13	6	64	43	37	27	35	33	32	32	34	30	34	29	32	36	31
Neither of them	33	18	13	38	63	32	23	33	31	36	26	34	39	29	31	36	30	34	33	32	43
Don't know	10	4	5	12	3	4	8	11	7	13	19	15	8	6	9	13	12	9	9	13	9

Education

David Cameron	28	78	1	22	27	63	6	19	29	26	23	22	24	39	29	25	29	33	29	24	15
Ed Miliband	27	5	75	28	7	4	57	36	31	24	26	29	28	27	29	25	29	24	26	32	26
Neither of them	33	12	16	41	61	28	25	33	31	35	29	33	38	29	31	36	27	33	34	30	47
Don't know	12	5	8	9	5	4	12	12	9	15	22	17	10	6	11	14	15	10	10	14	12

Defence

David Cameron	33	82	10	32	26	66	11	26	35	31	32	29	28	41	36	29	39	38	31	27	23
Ed Miliband	17	1	55	12	1	1	42	20	19	15	15	18	19	15	17	16	18	13	18	21	13
Neither of them	36	13	24	43	66	27	33	38	35	38	30	34	41	36	34	39	26	36	39	35	50
Don't know	14	4	11	13	7	6	14	16	11	17	23	19	12	9	13	16	17	13	12	17	14

Fieldwork: 13th - 14th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the current level of support for UKIP makes it...

More likely that Ed Miliband and Labour will end up forming the next government	26	28	40	36	16	26	32	27	33	19	25	22	26	28	28	22	27	26	28	21	26
More likely that David Cameron and the Conservatives will end up forming the next government	16	29	10	16	15	22	14	12	17	16	17	19	15	15	18	14	23	16	13	16	17
Makes no difference to the likelihood of Cameron or Miliband winning the next election	32	29	30	32	43	32	31	35	32	32	26	30	34	34	31	34	25	33	32	35	34
Don't know	26	14	20	16	27	20	23	26	18	33	32	29	24	23	23	30	24	25	28	28	23

How well or badly do you think David Cameron has responded to the rise of support for UKIP?

Very well	2	4	2	1	0	3	1	1	2	2	1	3	1	2	2	2	2	2	2	1	1
Fairly well	20	46	13	30	11	32	12	21	18	23	19	16	18	27	21	20	21	26	20	16	13
TOTAL WELL	22	50	15	31	11	35	13	22	20	25	20	19	19	29	23	22	23	28	22	17	14
Fairly badly	38	33	40	42	49	38	37	42	41	35	37	34	40	38	41	34	39	36	37	37	46
Very badly	19	4	27	16	32	13	27	20	25	14	17	16	20	22	19	20	17	17	21	21	20
TOTAL BADLY	57	37	67	58	81	51	64	62	66	49	54	50	60	60	60	54	56	53	58	58	66
Don't know	21	13	18	11	9	14	22	17	15	27	26	31	20	10	18	24	21	19	20	24	20

Thinking about how David Cameron and the Conservatives should respond to UKIP, which of the following approaches do you think would be better?

David Cameron and the Conservatives would be better off if they adopted more of UKIP's policies and agreed with them more	34	44	14	10	79	56	23	18	35	33	27	30	34	40	33	34	33	36	36	35	20
David Cameron and the Conservatives would be better off if they distanced themselves more from UKIP's policies and argued against them more	33	28	53	69	3	19	43	51	35	32	38	34	31	33	38	27	33	34	30	32	47
Neither	17	16	17	19	12	15	18	18	18	17	14	17	19	17	16	20	15	17	21	15	20
Don't know	16	12	16	2	5	11	16	12	12	19	21	19	17	9	13	19	18	14	14	19	14

Fieldwork: 13th - 14th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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Unweighted Sample	1975	464	571	97	264	570	542	400	968	1007	143	409	839	584	1345	630	276	609	401	453	236	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 16-17	Nov 13-14																				
Which of the following best reflects your view?																						
The Conservative party would appeal to me more if it was MORE like UKIP	21	23	32	4	4	65	44	10	13	25	21	18	17	23	31	23	24	20	27	26	21	11
The Conservative party would appeal to me more if it was LESS like UKIP	13	13	17	15	26	0	11	9	21	14	12	21	19	10	8	16	9	17	14	11	12	13
Neither - the Conservative party appeals to me as it is	14	14	44	3	5	2	31	4	7	13	15	12	10	14	17	15	12	21	16	11	9	11
Neither - the Conservative party would never appeal to me anyway	39	37	0	72	62	28	5	67	47	38	36	30	33	42	38	34	41	29	29	38	44	57
Don't know	12	13	7	6	4	5	9	10	11	10	16	19	21	12	5	12	15	13	13	14	14	8
Some people have suggested that the Conservative party and UKIP should have a pact at the next election, where the two parties do not stand candidates against each other in target seats. Would you support or oppose an electoral pact between UKIP and the Conservative Party?																						
Support	14	18	34	5	4	40	39	6	8	21	15	15	13	18	23	18	18	22	21	20	14	8
Oppose	63	58	45	80	84	43	37	75	74	61	54	60	51	60	60	62	53	53	54	59	60	66
Don't know	23	24	21	15	12	17	24	19	18	18	30	24	36	22	17	20	30	25	25	22	25	26
If the Conservative party loses the forthcoming by-election in Rochester and Strood do you think David Cameron should remain as Conservative leader and Prime Minister, or do you think he should resign and let someone else take over as Conservative leader and Prime Minister?																						
Should remain as Conservative leader and Prime Minister	57	53	92	34	73	49	79	39	54	57	49	44	45	54	63	61	42	57	58	51	46	52
Should resign and allow someone else to take over as Conservative leader and Prime Minister	20	21	4	35	18	31	10	29	20	22	19	20	19	22	21	18	25	17	18	25	22	22
Don't know	23	26	4	30	8	21	10	31	26	20	32	36	36	24	16	21	33	26	24	25	32	26