

YouGov / Sunday Times Survey Results

Sample Size: 1970 GB Adults
Fieldwork: 20th - 21st 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	1970	519	519	110	261	595	469	390	955	1015	234	498	674	563	1123	847	252	640	422	485	171	
Unweighted Sample	1970	470	547	112	261	564	517	389	1003	967	180	383	839	568	1348	622	252	610	409	444	255	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	73	3	14	34	31	29	31	29	39	36	28	34	41	34	25	19
Lab	33	0	100	0	0	3	80	26	30	35	34	36	36	25	30	36	37	25	35	42	25
Lib Dem	7	0	0	100	0	1	1	27	6	8	6	7	6	8	9	4	8	8	4	8	5
Other	28	0	0	0	100	23	15	33	30	26	31	25	29	28	25	32	21	26	27	25	52

Other Parties Voting Intention

UKIP	16	0	0	0	100	20	9	13	19	13	8	11	18	22	12	23	12	18	20	18	2
Green	6	0	0	0	0	1	2	15	5	6	16	8	5	2	7	4	8	6	4	6	4
SNP / PCY	5	0	0	0	0	1	3	5	5	5	7	4	5	4	5	4	0	0	1	0	46
BNP	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0	1	1	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	1	0	0	1	0	2	1	0	0	1	2	0	1	0	0

Non Voters

Would Not Vote	6	0	0	0	0	2	2	2	5	7	15	9	5	1	4	8	10	6	6	6	3
Don't know	13	0	0	0	0	9	10	17	10	16	20	14	12	12	14	12	14	12	14	13	12

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

		Nov 19-20	Nov 20-21																			
Approve	32	32	85	7	37	17	63	8	27	37	28	24	34	30	37	37	25	30	38	33	27	26
Disapprove	56	54	8	83	51	75	26	82	61	54	54	48	49	61	54	50	60	53	47	54	61	64
Don't know	13	14	7	10	12	8	11	10	12	9	18	28	17	9	9	13	15	16	15	14	12	10

The next election is not expected to be until May

2015. Will you definitely vote this way, or might you change your mind?

I will definitely vote this way	45	49	63	33	52	47	59	34	48	42	27	36	48	56	41	50	43	42	45	46	52
I will probably vote this way, it is very unlikely that I will change my mind	26	37	24	40	27	31	21	29	29	23	28	30	26	21	30	21	26	29	24	25	22
I will possibly vote this way, but there is a chance I will change my mind	14	11	10	24	15	12	11	20	11	16	14	14	13	14	15	12	14	13	15	14	15
More likely than not I will change my mind	4	0	0	2	3	3	4	4	3	5	9	4	3	3	4	4	3	6	4	2	1
Don't know	12	2	2	2	3	7	6	13	9	15	23	15	10	7	11	13	14	11	12	13	11

Fieldwork: 20th - 21st 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you definitely won't vote for them, and 10 means you definitely will vote for them, how likely are you to vote for the following parties?

Labour

0 - Will certainly not vote for this party	39	70	0	32	68	74	7	28	40	38	23	34	37	53	39	39	33	45	41	32	43
1	3	6	0	5	3	4	1	4	4	2	3	4	3	3	3	3	5	3	3	3	5
2	4	7	0	8	3	4	1	6	5	4	6	4	5	4	6	2	4	5	4	3	6
3	4	6	1	13	4	4	2	7	5	4	9	5	4	3	5	4	3	5	4	5	5
4	4	3	0	5	6	2	2	5	4	3	6	5	3	2	4	3	4	3	4	3	5
5	9	4	2	12	7	4	8	13	7	11	18	11	6	7	8	10	11	10	7	10	7
6	4	1	2	10	3	2	4	8	4	4	8	4	4	2	5	3	6	4	3	4	3
7	6	2	9	10	2	2	8	7	6	7	8	8	7	3	7	6	8	5	8	6	6
8	5	1	12	3	2	2	9	6	4	5	5	5	5	3	5	4	4	3	5	6	5
9	5	0	17	2	1	0	10	7	5	5	6	4	6	4	4	6	3	4	7	5	2
10 - Will definitely vote for this party	16	0	57	0	0	2	47	9	15	16	9	14	19	16	14	18	20	11	14	22	12

Conservative

0 - Will certainly not vote for this party	44	0	78	41	49	11	76	49	42	45	41	42	49	39	39	49	42	34	41	52	65
1	4	0	6	14	5	1	3	6	5	3	3	5	4	3	4	4	1	4	4	5	2
2	3	0	3	4	6	2	3	4	3	2	2	2	3	3	3	2	1	4	2	2	2
3	3	0	3	2	5	2	3	4	3	3	4	3	3	3	4	2	3	3	3	3	4
4	3	0	3	7	6	2	5	4	3	4	5	4	3	3	4	3	6	4	3	3	1
5	9	1	5	12	10	8	5	10	8	10	16	11	8	6	8	10	13	10	11	7	5
6	4	2	2	6	6	5	1	4	4	4	7	3	4	4	4	4	5	4	5	3	4
7	5	10	0	6	6	9	1	5	5	5	5	6	5	6	6	5	6	6	5	6	1
8	8	25	0	2	5	17	2	6	9	7	9	10	7	7	9	7	9	10	8	6	4
9	6	21	0	4	1	15	0	3	6	6	5	5	6	7	7	5	2	7	6	7	3
10 - Will definitely vote for this party	11	40	0	2	0	29	2	4	12	10	4	9	9	19	12	10	12	14	12	8	7

Liberal Democrats

0 - Will certainly not vote for this party	56	57	62	0	79	68	65	30	58	55	40	46	59	69	51	63	56	50	59	59	64
1	5	8	7	0	3	6	7	2	7	4	4	6	7	4	6	5	3	7	7	5	3
2	6	7	6	1	6	5	8	6	6	7	7	7	6	5	7	6	6	6	6	7	9
3	5	6	5	1	4	4	4	7	5	5	8	7	5	2	6	4	4	5	7	4	5
4	5	7	7	2	1	4	5	5	6	5	13	6	4	3	5	6	9	6	2	6	5
5	10	7	8	5	4	7	6	14	8	11	19	12	8	6	9	10	10	11	10	8	6
6	3	6	3	1	0	3	1	7	3	4	4	7	2	2	5	2	4	4	3	2	4
7	3	2	2	12	1	1	1	9	2	3	2	4	3	3	4	2	2	3	3	4	1
8	2	1	1	18	0	0	1	6	1	2	2	3	2	1	2	1	2	3	1	1	1
9	2	0	0	33	0	0	1	8	2	2	0	2	2	3	3	1	2	2	1	3	1
10 - Will definitely vote for this party	2	0	0	26	1	1	0	7	2	2	1	1	2	3	3	1	3	3	2	2	1

Fieldwork: 20th - 21st November 2014

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

UKIP		Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
0 - Will certainly not vote for this party	55	53	75	83	2	43	65	72	51	59	54	60	54	53	61	48	56	52	51	55	80
1	3	5	4	4	1	4	3	1	4	2	5	5	3	2	4	3	2	4	3	4	1
2	3	4	3	2	0	4	5	1	3	4	6	4	3	2	5	2	0	4	4	4	4
3	4	5	3	2	0	4	4	3	4	3	6	4	3	4	3	4	4	4	2	4	2
4	3	4	2	1	0	4	3	1	2	3	3	1	3	3	2	4	2	2	3	3	3
5	10	11	8	6	6	10	8	8	11	10	16	11	8	10	8	14	14	11	10	10	4
6	4	8	1	0	5	5	2	2	5	3	4	4	5	4	5	3	3	3	6	4	2
7	3	4	1	0	9	5	1	3	4	3	0	3	5	3	3	4	7	4	4	2	2
8	3	4	0	1	10	6	1	2	4	3	1	2	4	4	3	3	3	5	3	2	1
9	4	1	2	1	21	5	3	3	4	3	2	2	5	4	3	5	1	4	4	4	1
10 - Will definitely vote for this party	7	0	1	1	47	9	5	5	8	6	3	4	7	11	5	10	7	5	9	9	1

	Nov 13-14	Nov 20-21	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
Do you think that David Cameron is doing well or badly as Prime Minister?																						
Very well	5	5	17	1	2	1	12	2	3	7	3	3	5	4	8	5	5	3	6	6	5	5
Fairly well	34	36	76	13	45	27	63	14	31	37	35	33	36	35	39	41	30	35	44	37	29	28
TOTAL WELL	39	41	93	14	47	28	75	16	34	44	38	36	41	39	47	46	35	38	50	43	34	33
Fairly badly	31	28	5	37	28	34	16	34	37	26	29	34	26	28	26	27	28	32	26	27	29	27
Very badly	23	24	0	44	19	35	6	46	24	25	23	15	21	29	25	20	30	21	18	25	31	32
TOTAL BADLY	54	52	5	81	47	69	22	80	61	51	52	49	47	57	51	47	58	53	44	52	60	59
Don't know	6	7	2	4	6	2	4	4	5	4	9	15	12	4	3	7	7	10	7	6	7	8

	Nov 13-14	Nov 20-21	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
Do you think Ed Miliband is doing well or badly as leader of the Labour party?																						
Very well	3	3	1	10	1	2	1	9	2	3	3	3	3	3	3	2	5	4	2	3	4	1
Fairly well	15	17	4	44	18	4	4	38	17	16	18	17	12	18	20	17	18	17	17	14	21	14
TOTAL WELL	18	20	5	54	19	6	5	47	19	19	21	20	15	21	23	19	23	21	19	17	25	15
Fairly badly	34	32	24	35	43	22	24	33	38	31	33	38	35	31	27	32	31	28	31	32	32	36
Very badly	40	40	66	6	33	67	66	15	35	45	35	25	35	42	48	41	37	39	43	41	34	40
TOTAL BADLY	74	72	90	41	76	89	90	48	73	76	68	63	70	73	75	73	68	67	74	73	66	76
Don't know	8	9	5	5	6	4	5	5	8	5	12	18	15	6	3	8	9	12	6	10	9	9

	Nov 13-14	Nov 20-21	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?																						
Very well	1	1	1	1	6	0	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1
Fairly well	15	16	24	10	54	7	19	10	23	17	15	18	16	14	17	18	13	16	22	12	12	11
TOTAL WELL	16	17	25	11	60	7	20	11	24	18	16	19	17	15	19	19	14	17	23	13	13	12
Fairly badly	31	32	37	32	31	17	31	32	34	29	35	32	29	32	34	32	32	30	34	32	31	29
Very badly	43	42	32	50	5	73	42	52	34	48	37	35	38	46	46	41	45	42	36	45	46	48
TOTAL BADLY	74	74	69	82	36	90	73	84	68	77	72	67	67	78	80	73	77	72	70	77	77	77
Don't know	9	9	6	6	5	2	7	5	8	6	12	15	16	7	3	8	10	11	8	9	9	11

Fieldwork: 20th - 21st November 2014

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

	Nov 13-14	Nov 20-21																				
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?																						
Very well	2	1	2	1	4	1	2	1	1	1	1	0	2	1	1	2	0	1	1	1	0	
Fairly well	25	28	57	11	52	16	44	9	29	33	23	25	28	27	29	32	21	25	34	27	22	
TOTAL WELL	27	29	59	12	56	17	46	10	30	34	24	25	30	28	30	34	21	26	35	28	23	
Fairly badly	37	34	30	38	27	30	33	37	38	33	36	35	29	35	38	33	36	35	36	36	31	
Very badly	28	30	7	48	11	50	17	49	27	23	31	23	29	32	30	25	36	26	24	28	39	
TOTAL BADLY	65	64	37	86	38	80	50	86	65	62	67	58	58	67	68	58	72	61	60	64	70	
Don't know	8	7	4	2	5	3	4	4	5	4	10	16	13	4	2	8	7	14	5	7	10	
Do you think this coalition government is good or bad for people like you?																						
Very good	2	2	4	1	11	0	3	1	3	3	2	2	2	1	4	2	2	1	2	1	3	
Fairly good	17	18	39	7	35	10	27	5	23	23	14	19	19	16	20	22	13	18	24	16	14	
TOTAL GOOD	19	20	43	8	46	10	30	6	26	26	16	21	21	17	24	24	15	19	26	17	18	
Fairly bad	26	25	19	30	26	29	25	29	27	26	24	18	25	25	27	24	26	26	25	26	24	
Very bad	26	27	6	45	9	43	15	45	23	28	26	23	22	30	29	23	33	27	23	26	33	
TOTAL BAD	52	52	25	75	35	72	40	74	50	54	50	41	47	55	56	47	59	53	48	52	57	
Doesn't make much difference either way	24	22	28	15	16	16	25	18	19	18	25	22	22	24	18	23	20	18	21	24	21	
Don't know	5	6	4	2	4	1	4	2	5	3	9	15	9	3	2	6	5	10	5	6	4	
Do you think the coalition government is managing the economy well or badly?																						
Very well	8	6	20	1	9	1	14	1	4	7	5	6	5	4	10	8	4	5	8	5	6	
Fairly well	34	35	67	12	48	33	57	12	36	39	30	30	33	34	38	39	29	34	41	35	28	
TOTAL WELL	42	41	87	13	57	34	71	13	40	46	35	36	38	38	48	47	33	39	49	40	34	
Fairly badly	30	31	8	45	27	39	18	44	35	31	31	31	27	35	29	28	35	31	28	33	33	
Very badly	18	18	2	34	7	24	5	36	18	18	19	11	18	22	17	16	21	17	13	17	24	
TOTAL BADLY	48	49	10	79	34	63	23	80	53	49	50	42	45	57	46	44	56	48	41	50	57	
Don't know	10	10	4	7	9	3	6	7	7	5	15	22	16	5	5	9	11	13	9	10	9	
In your opinion how good or bad is the state of Britain's economy at the moment?																						
Very good	2	1	2	1	3	1	1	1	1	1	1	2	2	1	1	1	1	1	1	1	1	
Quite good	24	21	49	8	27	11	37	8	17	23	19	24	19	16	28	25	16	20	25	21	19	
TOTAL GOOD	26	22	51	9	30	12	38	9	18	24	20	26	21	17	29	26	17	21	26	22	19	
Neither good nor bad	32	34	34	31	35	43	38	34	35	36	32	34	37	33	33	34	34	38	37	36	31	
Quite bad	27	28	13	39	23	30	18	35	35	26	29	23	20	35	27	26	29	22	26	26	33	
Very bad	12	11	1	17	9	15	4	20	9	11	11	5	12	13	9	9	14	11	8	12	12	
TOTAL BAD	39	39	14	56	32	45	22	55	44	37	40	28	32	48	36	35	43	33	34	38	45	
Don't know	4	5	1	3	4	0	2	3	4	3	7	12	10	2	2	5	5	8	4	5	5	

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

	Nov 13-14	Nov 20-21																				
How do you think the financial situation of your household will change over the next 12 months?																						
Get a lot better	1	2	3	0	1	2	2	0	1	2	1	3	2	1	1	2	1	4	1	2	1	2
Get a little better	14	15	28	9	12	10	21	9	12	18	12	25	20	11	10	18	11	16	16	13	13	16
TOTAL BETTER	15	17	31	9	13	12	23	9	13	20	13	28	22	12	11	20	12	20	17	15	14	18
Stay about the same	46	44	52	40	55	36	50	38	46	43	44	43	38	42	50	47	40	41	47	41	44	40
Get a little worse	24	23	12	32	23	33	17	32	28	22	25	9	20	28	27	21	27	17	24	28	22	23
Get a lot worse	9	10	2	14	5	15	5	17	7	9	11	4	9	13	9	7	14	11	7	9	12	13
TOTAL WORSE	33	33	14	46	28	48	22	49	35	31	36	13	29	41	36	28	41	28	31	37	34	36
Don't know	6	7	4	4	5	4	5	4	6	6	8	16	11	5	3	7	8	11	5	8	7	7

Imagine your own local MP resigned and there was an immediate by-election in your seat. Which party would you vote for?

Con	30	93	1	3	2	68	3	12	30	29	25	30	25	35	33	24	30	37	32	22	17
Lab	32	1	94	1	1	3	77	26	30	35	35	32	37	26	30	36	38	23	34	42	25
Lib Dem	9	1	2	92	0	1	3	29	9	9	13	9	8	9	10	7	10	12	5	9	5
Other	30	5	3	4	96	27	16	32	32	27	27	28	31	30	27	33	22	28	29	27	53
Other Parties Voting Intention																					
UKIP	18	4	1	1	96	23	9	13	20	15	7	12	19	24	13	24	14	20	20	20	2
Green	6	1	2	2	0	2	3	13	5	7	12	10	6	2	8	4	6	7	6	7	2
SNP / PCY	5	0	0	0	0	1	4	5	5	5	8	4	5	4	5	5	1	0	2	0	48
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	1	0	0	0	1	1	0	0	1	1	0	1	0	1	0	1	0	0
Non Voters																					
Would Not Vote	5	1	1	1	1	2	2	1	4	6	11	7	5	1	4	7	4	5	7	5	2
Don't know	14	7	4	8	3	11	9	16	12	17	26	17	12	10	13	16	16	14	14	15	13

Fieldwork: 20th - 21st 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	1970	519	519	110	261	595	469	390	955	1015	234	498	674	563	1123	847	252	640	422	485	171
Unweighted Sample	1970	470	547	112	261	564	517	389	1003	967	180	383	839	568	1348	622	252	610	409	444	255
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Oct 9-10
Nov 20-21

Which of the following issues do you think will be most important to you in deciding your vote at the next general election? Please tick up to three

The economy	48	44	58	43	52	38	49	44	49	51	37	37	41	48	44	50	36	43	44	40	43	55
Immigration & Asylum	41	41	51	28	21	81	56	34	28	41	41	24	27	44	57	35	49	40	41	45	43	25
Health	38	38	25	52	39	25	28	51	44	32	44	31	30	41	45	39	36	32	36	39	39	48
Europe	22	22	34	11	22	44	34	12	20	26	19	14	14	24	32	22	23	14	29	21	21	18
Welfare benefits	23	21	21	25	12	25	22	24	20	19	23	19	21	24	19	17	26	17	21	24	22	20
Tax	18	20	29	19	19	12	25	16	20	21	19	21	27	22	12	23	16	18	22	19	19	22
Education	15	17	14	21	16	9	14	20	17	14	19	27	20	15	11	19	14	11	17	18	18	17
Pensions	16	15	16	16	17	18	18	17	14	15	15	3	5	13	31	13	18	15	14	16	14	18
Housing	11	11	8	19	7	6	5	16	15	13	9	16	15	11	6	11	11	23	11	9	8	7
Crime	8	10	11	8	11	17	13	9	8	10	11	10	10	9	12	9	11	10	10	12	10	7
The environment	9	9	5	9	22	3	5	9	17	8	10	13	10	9	7	11	7	10	8	10	9	10
Family life & childcare	8	8	6	11	8	4	5	12	8	7	10	8	17	7	3	9	8	8	6	10	11	10
Transport	4	4	4	5	7	2	4	4	5	6	3	8	4	4	3	5	3	7	4	2	5	3
None of these	3	2	1	1	6	0	1	1	2	2	2	3	2	2	1	2	2	1	2	2	2	3
Don't know	4	6	0	4	2	1	2	3	5	4	7	14	11	3	1	5	6	9	5	5	5	4

Which of the main party leaders do you most trust to handle the issue of...

Immigration

David Cameron	19	57	5	13	1	39	6	14	21	17	13	20	16	23	22	15	17	24	18	15	13
Ed Miliband	15	1	46	6	0	1	37	16	14	15	12	14	18	12	15	14	14	12	15	18	12
Nigel Farage	25	22	10	4	87	36	16	14	30	20	23	19	27	27	20	31	27	27	25	25	12
Nick Clegg	4	1	2	40	0	0	2	13	4	4	4	6	4	3	6	2	6	4	3	4	3
None of them	27	14	29	27	10	17	30	31	25	28	26	27	26	28	27	27	22	23	28	27	46
Don't know	11	6	8	10	2	7	9	13	7	15	22	13	8	8	11	11	13	9	11	11	14

Europe

David Cameron	23	67	4	15	5	49	5	16	22	24	15	23	21	29	27	17	19	29	25	19	16
Ed Miliband	18	1	56	8	1	2	46	18	18	18	14	18	21	15	18	18	22	15	18	21	14
Nigel Farage	20	13	8	7	80	26	13	11	25	15	17	14	21	24	15	27	22	23	21	19	6
Nick Clegg	6	3	3	45	0	2	2	17	7	5	8	6	5	5	8	3	7	6	4	6	6
None of them	22	10	20	14	11	14	22	25	21	23	25	24	23	19	20	25	17	17	22	24	44
Don't know	11	5	9	11	3	7	11	12	7	16	21	14	9	8	12	11	15	11	11	11	13

The economy

David Cameron	35	91	7	25	29	73	8	27	40	31	25	35	33	42	41	27	31	44	35	29	27
Ed Miliband	18	1	59	9	2	2	48	17	19	18	15	16	22	17	17	20	21	15	19	23	13
Nigel Farage	5	0	1	1	29	5	4	2	6	4	7	5	4	6	3	8	7	5	7	6	0
Nick Clegg	3	1	1	32	1	1	2	9	4	2	4	4	3	3	4	2	4	4	1	3	2
None of them	25	4	22	19	25	12	27	32	23	27	25	26	27	20	21	29	18	21	24	26	46
Don't know	13	4	10	13	14	8	11	13	9	18	24	13	11	12	13	14	19	12	14	13	12

Fieldwork: 20th - 21st 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	1970	470	547	112	261	564	517	389	1003	967	180	383	839	568	1348	622	252	610	409	444	255
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The NHS

David Cameron	21	66	1	12	11	50	3	9	24	18	15	19	19	27	24	17	19	26	22	17	14
Ed Miliband	29	5	78	22	10	5	64	33	31	28	28	28	34	26	29	30	28	26	28	38	24
Nigel Farage	4	0	0	1	28	6	2	2	5	4	4	3	4	6	2	7	6	3	6	5	0
Nick Clegg	5	5	2	30	2	3	2	12	7	3	8	7	4	3	6	4	7	8	3	4	3
None of them	26	12	13	22	35	22	20	29	24	27	23	28	27	24	24	29	22	23	25	25	46
Don't know	14	11	5	13	14	14	8	15	9	20	23	15	12	13	15	13	18	14	16	12	13

Who would make the best Prime Minister?

		Oct 9-10	Nov 20-21																			
David Cameron	33	34	94	5	20	13	70	8	24	37	31	29	34	31	39	38	28	33	40	36	27	27
Ed Miliband	18	19	0	60	9	1	2	51	17	20	18	17	19	22	17	19	20	20	16	18	25	16
Nick Clegg	6	5	1	3	45	1	1	2	15	6	4	5	7	4	4	7	2	5	6	3	5	5
Nigel Farage	11	9	0	2	1	56	12	6	5	12	7	8	6	11	12	6	14	11	10	11	10	1
Don't know	32	33	5	29	24	28	16	34	39	26	40	41	34	33	28	30	36	31	29	32	33	51

Thinking about UKIP, which of the following best reflects your view?

They are a serious party with workable policies who could make a genuine contribution to running the country	18	17	14	8	4	70	24	13	10	20	14	14	12	20	20	13	23	16	17	20	20	7
They are a protest party for people who are unhappy with the main parties, they don't have realistic policies for running the country	62	63	78	71	81	20	64	66	72	65	61	55	61	62	68	68	55	61	64	64	58	72
Neither of these	11	13	7	17	13	8	9	16	13	11	15	20	15	13	8	12	14	10	14	11	15	13
Don't know	10	7	2	4	1	2	4	6	5	4	10	11	12	5	4	6	8	13	6	6	7	8

Thinking about the general election next year, how many seats do you expect UKIP to win?

None	3	2	6	6	0	1	4	5	3	3	5	3	3	2	4	2	5	3	3	3	4
One or two	10	9	15	18	0	7	11	15	9	10	10	9	8	11	11	7	11	10	7	11	10
Three to five	18	25	20	24	7	18	19	20	19	17	22	17	16	19	20	15	15	22	16	15	17
Six to ten	19	24	20	13	19	23	19	18	23	15	18	17	19	22	21	17	15	20	18	19	26
Eleven to twenty	15	17	11	19	22	20	12	15	17	13	9	13	18	16	14	16	15	16	17	12	14
Twenty-one to thirty	5	4	5	2	13	6	6	3	6	4	3	4	5	6	5	5	4	4	6	5	4
Thirty-one to fifty	3	3	2	1	10	3	3	3	4	3	3	3	4	4	3	4	4	3	3	3	1
More than fifty	4	2	1	2	12	4	3	3	3	4	3	4	4	4	3	4	4	4	3	3	2
Don't know	23	14	21	15	17	17	24	17	15	31	28	30	22	17	19	30	27	17	26	28	23

Fieldwork: 20th - 21st 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	1970	519	519	110	261	595	469	390	955	1015	234	498	674	563	1123	847	252	640	422	485	171
Unweighted Sample	1970	470	547	112	261	564	517	389	1003	967	180	383	839	568	1348	622	252	610	409	444	255
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how likely do you think it is that UKIP will have enough MPs to have a real say in who is able to form the next government?

Very likely	3	2	3	0	12	4	5	0	4	3	1	3	4	4	2	5	4	3	3	5	3
Fairly likely	22	21	16	17	50	26	19	20	23	21	17	19	24	24	21	23	20	24	26	18	18
TOTAL LIKELY	25	23	19	17	62	30	24	20	27	24	18	22	28	28	23	28	24	27	29	23	21
Fairly unlikely	34	39	33	33	25	37	30	36	37	31	42	31	32	34	37	30	29	34	37	32	33
Very unlikely	27	30	39	39	3	22	35	32	27	27	20	25	27	31	28	25	30	27	22	27	31
TOTAL UNLIKELY	61	69	72	72	28	59	65	68	64	58	62	56	59	65	65	55	59	61	59	59	64
Don't know	14	7	9	10	11	10	11	12	10	19	20	21	13	8	12	17	17	12	12	18	14

May
21-22
2013

Nov
20-21
2014

Which of the following best reflects your view?

Coalition government is better than single party government, as it is more inclusive and makes parties compromise and work together	18	20	17	14	56	18	16	13	37	23	18	16	20	21	22	23	16	17	23	21	16	25
Single party government is better than coalition, as it provides strong government that can get things done without having to do deals with other parties	56	59	76	68	30	67	74	66	44	60	58	47	53	60	68	57	61	55	59	60	64	49
Neither	16	10	4	12	9	8	5	13	10	10	11	15	10	12	7	10	10	11	9	10	9	16
Don't know	10	10	4	7	4	6	5	8	9	8	13	22	17	8	4	9	12	17	8	9	11	11

Imagine there was a hung Parliament after the next election, with no single party getting enough seats to form a government on their own. Imagine that these were the possible combinations of parties, which would you prefer?

A coalition between the Conservatives and UKIP	21	40	1	1	56	46	4	8	25	17	14	14	20	30	22	20	17	27	25	16	7
A coalition between the Conservatives and Liberal Democrats	17	45	2	35	2	30	3	22	18	16	15	20	15	19	20	13	17	21	15	15	13
A coalition between the Conservatives and SNP	2	3	0	3	1	3	0	1	2	1	0	2	1	2	2	1	2	2	1	0	4
A coalition between Labour and the Liberal Democrats	18	1	41	50	0	3	29	35	18	18	20	22	19	13	20	16	21	17	17	21	14
A coalition between Labour and the SNP	13	0	28	4	1	1	27	14	14	12	12	10	15	13	13	12	9	8	9	14	43
A coalition between Labour and the UKIP	9	0	15	1	24	2	19	6	8	10	3	6	12	11	5	15	7	8	10	14	1
Don't know	20	11	13	7	15	14	18	14	15	26	35	26	19	12	18	24	28	16	23	20	19

Fieldwork: 20th - 21st 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	1970	470	547	112	261	564	517	389	1003	967	180	383	839	568	1348	622	252	610	409	444	255	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Nov 16-17	Nov 20-21																				
If there was a referendum on Britain's membership of the European Union, how would you vote?																						
I would vote for Britain to remain a member of the European Union	39	40	33	58	72	5	26	52	58	42	39	47	44	38	38	49	28	42	36	37	41	59
I would vote for Britain to leave the European Union	39	41	52	25	17	90	59	32	27	44	38	21	32	44	53	32	53	35	45	43	42	23
I would not vote	4	4	1	6	1	0	1	5	1	4	4	9	7	4	1	3	6	4	4	5	4	2
Don't know	17	15	15	10	10	4	15	11	14	10	19	23	18	14	9	16	13	19	14	15	13	15
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																						
Should remain as Conservative leader and Prime Minister	57	59	95	43	67	48	83	43	60	63	55	52	57	56	65	65	50	57	68	56	51	55
Should resign and allow someone else to take over as Conservative leader and Prime Minister	20	21	2	33	17	38	9	32	21	22	20	19	17	24	22	15	29	20	17	22	27	22
Don't know	23	20	3	24	16	14	8	25	19	15	25	29	25	19	12	19	21	23	16	22	22	22
Imagining they were in the same party, who do you think would make a better leader of the CONSERVATIVE party - David Cameron or Nigel Farage?																						
David Cameron	54		91	48	72	16	72	41	61	55	53	57	55	51	56	62	43	53	60	55	47	53
Nigel Farage	18		5	19	9	65	17	24	14	23	14	6	15	22	23	14	24	20	19	18	20	11
Don't know	28		4	33	19	19	11	35	25	22	33	37	30	28	21	23	33	27	21	28	33	37

Fieldwork: 20th - 21st November 2014

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample 1970	519	519	110	261	595	469	390	955	1015	234	498	674	563	1123	847	252	640	422	485	171	
Unweighted Sample	1970	470	547	112	261	564	517	389	1003	967	180	383	839	568	1348	622	252	610	409	444	255
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If David Cameron announced he was going to follow a tougher anti-immigration policy would it make you think more positively or negatively about him, or would it make no difference?

More positively	36	57	19	20	47	59	22	26	33	38	22	33	37	42	35	36	34	40	39	31	26
More negatively	12	7	17	31	4	4	13	21	15	9	21	17	10	7	16	6	17	10	10	12	15
No difference - I have a positive opinion of David Cameron and still would	12	29	5	16	5	22	7	9	14	10	11	10	11	16	12	12	10	15	9	12	12
No difference - I have a negative opinion of David Cameron and still would	29	1	53	21	38	10	51	34	29	29	22	23	35	31	25	35	24	25	29	35	36
Don't know	11	6	7	13	6	6	8	10	9	14	25	18	8	4	11	11	15	9	14	10	12

And if David Cameron announced that he wanted Britain to leave the European Union if his proposed renegotiation was not a success would it make you think more positively or negatively about him, or would it make no difference?

More positively	29	47	12	15	53	48	16	20	31	27	19	25	30	34	27	31	26	34	30	27	13
More negatively	21	19	27	48	4	13	23	33	24	19	31	26	18	17	28	13	27	19	18	21	32
No difference - I have a positive opinion of David Cameron and still would	10	26	3	10	5	21	3	8	10	10	5	8	9	15	11	8	7	12	9	10	8
No difference - I have a negative opinion of David Cameron and still would	27	2	49	20	36	10	46	31	28	26	21	20	32	29	22	33	23	23	28	32	32
Don't know	13	7	9	7	2	8	11	9	8	18	23	20	11	5	12	15	17	11	15	11	14

Generally speaking, how much of a positive or negative effect do you think immigration has on Britain today?

A very positive effect	7	4	12	10	2	4	9	11	8	7	12	8	5	7	9	5	13	6	5	6	13
A fairly positive effect	23	22	30	47	4	16	25	34	25	20	26	25	22	20	29	14	25	24	18	22	28
TOTAL POSITIVE	30	26	42	57	6	20	34	45	33	27	38	33	27	27	38	19	38	30	23	28	41
Not much of an effect either way	11	12	13	16	4	9	13	14	12	10	10	9	12	11	12	10	8	12	10	9	15
A fairly negative effect	31	40	26	17	34	41	27	22	29	33	21	27	34	35	29	34	22	32	35	31	27
A very negative effect	20	19	14	5	54	25	20	11	21	19	13	15	22	25	14	28	23	18	22	23	7
TOTAL NEGATIVE	51	59	40	22	88	66	47	33	50	52	34	42	56	60	43	62	45	50	57	54	34
Don't know	8	3	5	6	2	5	6	7	6	11	17	16	5	2	8	9	9	7	10	8	10

Fieldwork: 20th - 21st November 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
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Unweighted Sample	1970	470	547	112	261	564	517	389	1003	967	180	383	839	568	1348	622	252	610	409	444	255
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the political parties do you think has the correct solution for how to handle immigration, or do you think none of them do?

UKIP	21	19	9	2	80	31	15	13	25	18	13	14	26	25	16	28	19	22	22	23	10
Labour	10	0	34	4	1	0	27	10	11	10	15	10	12	6	11	9	11	9	12	12	7
The Conservatives	9	30	1	5	0	21	2	6	11	8	5	11	8	11	11	7	7	14	8	6	7
Liberal Democrats	4	0	2	37	0	0	2	11	4	3	7	6	2	2	5	2	6	4	1	4	3
None of them have the correct solution	39	39	43	39	16	38	42	45	39	40	33	34	40	46	42	37	38	37	39	38	54
Don't know	16	10	11	13	3	10	14	15	11	21	28	24	12	11	16	17	20	14	18	16	19

The Labour party have recently said that if they win the next election they will seek to extend the period that EU migrants must live in Britain before they are allowed to claim benefits from three months to two years. Would you support or oppose this policy?

Support	77	86	78	76	87	86	78	76	76	77	53	71	80	86	75	78	69	80	78	78	68
Oppose	9	6	10	10	9	5	12	8	11	7	18	9	7	7	11	6	12	7	7	9	14
Don't know	15	8	12	13	5	9	11	15	13	17	29	20	12	7	14	15	18	14	14	14	17

More generally, thinking about Labour's attitude towards immigration which of the following best reflects your view?

Labour have been generally positive towards immigration in the past, and still are today	18	19	28	13	23	19	25	12	20	17	13	17	22	18	20	17	17	18	21	19	12
Labour have become more negative about immigration because they understand people's growing concerns	15	7	32	18	8	5	28	20	15	15	11	12	18	16	14	17	12	15	16	15	16
Labour have become more negative about immigration because they think it will win them votes	34	48	18	42	38	44	22	39	39	29	31	32	31	39	38	28	36	38	26	31	39
Labour have been generally negative towards immigration in the past, and still are today	5	5	1	5	13	8	3	3	6	4	2	2	4	9	4	5	7	4	6	4	6
None of these	6	4	5	6	7	5	6	5	5	7	10	5	7	5	5	8	6	6	6	8	6
Don't know	22	17	16	17	10	18	17	20	15	28	33	32	17	14	19	25	22	19	25	22	22

Thinking about Christmas, are you planning to spend more than you did last year, less than you did last year, or about the same?

More than last year	7	5	10	9	6	5	8	7	7	7	12	8	7	4	8	6	7	8	7	7	5
About the same as last year	55	67	49	65	55	64	52	58	57	54	41	52	54	66	59	51	49	56	52	62	55
Less than last year	31	25	37	25	35	27	35	31	28	33	27	28	35	28	27	36	30	32	34	26	32
Don't know	7	3	4	1	5	4	4	4	8	6	20	11	4	2	7	7	13	5	7	6	8

Fieldwork: 20th - 21st 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	1970	519	519	110	261	595	469	390	955	1015	234	498	674	563	1123	847	252	640	422	485	171
Unweighted Sample	1970	470	547	112	261	564	517	389	1003	967	180	383	839	568	1348	622	252	610	409	444	255
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your total spending on Christmas, including presents, food, drink and decorations, how much do you think you will end up spending on Christmas this year?

Nothing at all	3	1	3	2	4	2	3	2	4	2	5	4	3	1	3	2	8	2	2	1	3
Less than £100	11	9	10	13	14	9	8	9	14	8	27	9	10	8	10	12	13	9	13	11	8
Between £100 and £200	18	18	20	21	16	17	20	22	17	19	15	20	16	20	18	18	20	18	20	15	19
Between £200 and £400	23	25	25	33	21	24	23	29	21	25	18	27	22	23	22	24	18	26	21	24	18
Between £400 and £600	14	16	13	11	11	16	13	14	12	16	9	13	15	16	15	13	9	12	14	17	16
Between £600 and £800	7	8	8	4	9	9	8	6	6	8	1	7	8	8	7	8	5	8	7	7	8
Between £800 and £1000	6	6	6	7	6	5	8	6	6	6	2	5	9	6	6	6	6	7	6	6	5
Between £1000 and £2000	5	5	5	4	8	7	5	3	5	5	1	5	7	4	6	4	4	5	5	6	6
More than £2000	1	1	1	0	0	1	1	0	2	0	2	1	1	1	1	1	3	1	0	1	1
Don't know	12	11	11	6	11	10	10	10	14	11	20	9	11	14	12	13	14	12	11	12	15

Where are you planning to do your main Christmas food and drink shopping this year?

Tesco	20	21	21	27	20	20	21	19	20	20	17	20	23	18	20	20	19	22	22	14	25
Sainsburys	15	18	16	11	12	18	14	17	16	15	13	16	16	15	16	15	22	19	13	11	7
Asda	13	12	14	11	18	14	15	9	13	13	13	13	13	11	16	6	10	15	19	14	
Morrisons	10	10	12	3	11	10	13	8	10	10	5	9	9	13	8	12	4	8	10	16	8
Aldi	8	8	9	6	8	8	11	9	7	10	5	8	10	9	9	7	1	6	13	11	10
Waitrose	4	7	3	8	2	6	3	5	3	5	3	3	3	6	5	2	8	7	2	1	2
Lidl	4	2	4	2	7	4	4	5	3	4	1	3	4	5	3	4	4	4	3	4	4
Marks and Spencer	3	4	4	3	2	5	3	4	3	4	2	3	3	5	4	3	3	3	2	5	7
Co-operative	1	1	1	3	2	1	0	1	2	1	3	1	1	2	1	1	2	1	2	1	2
Somewhere else	4	3	4	11	4	4	3	6	4	3	4	3	5	4	4	4	6	4	4	3	4
Don't know	17	13	13	17	13	11	13	18	19	15	34	23	12	10	18	15	24	16	14	15	18

If you have one, when will you be putting up your Christmas tree?

November	3	2	3	4	4	4	2	4	2	3	3	4	2	2	3	3	4	3	2	2	2
First week of December	28	30	31	25	26	27	31	28	26	31	32	37	28	19	28	28	22	25	33	32	23
Second week of December	27	25	29	21	26	27	29	26	26	27	26	26	25	29	25	28	27	24	25	30	30
Third week of December	15	16	15	19	14	16	14	15	12	17	9	8	18	19	15	14	10	16	16	13	20
Christmas week	7	8	5	13	9	8	6	7	6	8	2	4	7	11	7	7	4	9	6	6	7
None of these - I won't be having a Christmas tree	16	16	15	15	16	16	14	17	20	11	10	16	17	16	17	14	23	16	15	12	15
Don't know	5	4	3	3	5	3	3	4	8	3	18	6	2	3	5	6	9	6	3	5	4

Fieldwork: 20th - 21st 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	1970	470	547	112	261	564	517	389	1003	967	180	383	839	568	1348	622	252	610	409	444	255
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you work, how much time will you be taking off over Christmas (not including weekends and bank holidays)?

None	9	9	9	9	8	9	8	12	11	8	8	15	9	4	10	8	11	9	6	11	10
One day	3	3	4	1	3	3	4	3	3	4	1	4	5	3	3	4	4	4	5	2	2
Two or three days	13	14	14	13	15	14	15	10	14	12	9	15	20	5	15	10	13	12	14	13	14
Four or five days	10	10	12	7	8	7	10	11	10	9	10	14	12	3	11	8	10	11	8	10	7
Between six and ten days	13	14	13	12	11	15	13	14	15	11	11	19	17	5	15	10	16	11	16	12	14
More than ten days	7	8	6	15	5	7	6	11	8	7	7	11	9	3	8	6	8	7	6	8	9
Not applicable - I am retired, in education or do not currently work	40	41	40	41	45	43	42	36	34	45	42	17	25	78	33	49	32	42	42	40	40
Don't know	4	2	2	3	4	3	2	2	5	3	12	5	4	1	4	5	7	4	4	4	3

Will you be attending church during the Christmas period?

Yes - I regularly attend church anyway	9	11	9	13	6	10	8	10	8	10	8	7	9	11	10	9	9	10	8	9	10
Yes - I do not regularly attend church, but I will attend at Christmas	11	14	10	14	12	15	11	8	10	12	12	11	10	13	13	10	12	12	10	11	12
TOTAL YES	20	25	19	27	18	25	19	18	18	22	20	18	19	24	23	19	21	22	18	20	22
No - I will probably not attend church over the Christmas period	73	70	76	70	77	71	77	76	75	70	65	76	75	71	72	73	68	71	78	72	74
Don't know	7	5	5	4	5	5	5	6	6	7	15	7	5	5	5	8	11	7	4	8	4

YouGov Weighting Data

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

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	73	118
Male 25 to 39	180	248
Male 40 to 59	446	333
Male 60 +	304	256
Female 18 to 24	107	116
Female 25 to 39	203	250
Female 40 to 59	393	341
Female 60 +	264	307
Region		
North England	444	485
Midlands	288	323
East	174	189
London	252	252
South England	436	451
Wales	121	99
Scotland	255	171
Social Grade		
AB	777	552
C1	571	571
C2	276	414
DE	346	433
Newspaper Type		
Express / Mail	372	280
Sun / Star	223	396
Mirror / Record	151	173
Guardian / Independent	160	87
FT / Times / Telegraph	146	158
Other Paper	303	227
No Paper	615	650
Political Party Identification		
Labour	667	623
Conservative	498	548
Liberal Democrat	170	187
SNP/Plaid Cymru	62	37
Others	128	97
None/ DK	445	479

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

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

Or visit our website: yougov.co.uk