

YouGov / Prospect Survey Results

Sample Size: 1717 GB Adults
Fieldwork: 25th - 26th April 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	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	1717	405	565	118	533	441	369	834	883	208	438	587	484	979	738	220	558	367	422	149
Unweighted Sample	1717	414	535	121	554	421	390	809	908	101	456	699	461	1142	575	251	572	343	391	160
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which four or five of these, if any, do you think are the BEST things about Britain today? Please tick up to five items.

Britain's countryside	65	65	64	62	71	63	68	58	72	49	56	69	76	63	68	50	68	72	68	52
National Health Service	57	56	69	48	51	68	64	55	59	45	50	59	65	56	58	52	55	57	61	60
Britain's history / national pride	51	62	47	50	60	48	49	53	50	51	44	53	56	48	55	44	55	58	51	33
Monarchy/Queen/Royal family	42	58	35	30	59	34	32	40	43	40	32	43	50	41	43	35	46	47	39	31
Liberty/freedom of speech	38	41	39	48	37	39	45	38	37	28	33	38	45	40	34	39	40	38	34	34
Being an island physically separate from other countries	29	40	19	26	39	25	23	31	27	20	20	31	38	29	29	24	32	30	28	23
BBC / the arts / culture	26	24	28	38	22	26	38	26	26	24	28	26	25	30	20	34	27	25	24	19
Innovation / inventiveness	15	20	11	17	18	11	16	19	10	8	18	17	13	17	12	13	16	14	13	18
Diversity/multiracial population	15	7	22	31	5	22	23	15	16	21	20	13	11	17	13	27	14	13	13	12
Redistribution/support for people in need	8	4	12	10	3	12	10	7	9	10	11	6	7	8	7	9	7	8	7	12
'Special relationship' with the United States	6	12	4	2	9	5	1	7	4	8	5	4	6	6	5	6	6	6	4	8
Sense of community / co-operation	6	7	5	10	8	5	7	5	7	8	7	7	4	7	5	8	6	5	9	2
Weather/climate	6	6	6	6	6	5	7	7	4	3	4	7	7	6	5	6	5	7	6	6
Being part of Europe / European Union	6	4	9	14	3	7	11	9	3	11	8	6	4	9	3	10	7	5	5	6
Our political system	5	11	5	4	8	5	2	7	3	4	5	5	6	7	3	10	5	6	3	7
Something else	4	4	4	1	4	4	3	4	3	11	4	3	1	3	4	6	3	3	5	2
None of these	3	1	4	0	2	5	1	4	3	3	4	3	3	3	4	4	2	2	4	7
Don't know	3	0	2	2	1	2	3	2	3	7	4	2	0	2	4	4	2	2	2	6

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

Which four or five of these, if any, do you think are the WORST things about Britain today? Please tick up to five items.

Number of immigrants	53	68	44	34	72	44	38	53	54	43	43	57	61	48	60	39	54	60	57	43
Benefits culture / welfare scroungers	52	74	36	47	73	38	45	53	52	49	55	51	54	56	48	47	58	52	51	44
Crime/anti-social behaviour	49	57	46	49	55	50	45	48	51	39	47	49	55	48	50	56	49	55	45	34
Lack of respect	43	53	37	53	53	35	46	43	42	41	40	41	47	43	42	40	46	45	43	28
Economic weakness / unemployment	43	33	52	46	36	52	46	37	48	51	40	42	43	43	43	39	38	45	50	40
High taxes	30	23	32	25	23	31	30	30	29	28	32	29	29	28	32	27	29	33	29	32
Being part of Europe / European Union	30	46	16	7	50	20	16	32	28	13	19	34	43	27	34	23	31	35	29	24
Poverty / inequality	30	13	46	42	14	42	41	28	31	21	31	34	28	29	32	31	26	29	33	38
Bureaucracy	23	33	17	23	30	16	25	28	19	19	19	24	28	23	23	24	30	23	16	18
Racism/intolerance	20	12	24	40	13	21	33	18	23	29	21	20	16	25	15	24	23	18	16	21
Our political system	18	5	21	18	8	20	21	19	17	27	18	18	13	14	22	15	18	13	21	23
Class system	17	4	29	19	4	28	24	19	15	19	15	16	19	17	17	20	13	18	18	20
Subservience to the United States	16	13	20	19	12	19	20	16	17	15	13	16	20	19	14	15	17	15	17	20
Weather/climate	11	10	12	6	9	13	11	9	13	11	15	10	9	12	10	15	8	12	11	15
Monarchy/Queen/Royal family	5	2	8	7	2	10	5	7	4	5	6	5	5	6	4	7	4	4	5	8
Something else	1	1	1	2	1	2	1	2	1	0	1	2	1	2	1	2	1	1	2	2
None of these	1	0	0	0	1	0	0	1	0	1	1	1	0	0	1	1	0	0	1	2
Don't know	2	0	1	0	0	1	2	2	2	6	3	1	0	1	3	3	2	1	2	6

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

Which four or five of these people, if any, do you admire most? Please tick up to five names.

David Attenborough	41	38	44	50	37	43	50	43	38	31	37	43	45	43	38	45	42	39	38	42
The Queen	40	55	33	44	56	34	36	39	42	23	25	42	60	42	38	34	45	44	39	29
Richard Branson	37	45	33	43	41	34	38	43	31	38	40	37	33	37	36	34	37	41	37	30
Stephen Hawking	37	35	37	47	34	35	47	42	32	33	39	37	35	39	34	38	36	39	34	37
Stephen Fry	28	24	32	36	22	32	37	32	26	34	40	29	15	32	24	27	28	28	28	33
Prince William	27	31	24	26	34	28	22	22	31	14	21	29	35	25	29	17	31	29	26	24
Judi Dench	23	22	23	27	21	22	31	15	30	11	18	24	30	22	23	24	25	22	21	19
Margaret Thatcher	20	43	5	13	44	4	8	22	17	11	14	21	27	20	19	21	26	21	12	11
Kate (Middleton), Duchess of Cambridge	19	20	20	20	20	19	18	14	24	25	16	16	24	18	20	14	21	18	19	22
Alan Sugar	19	16	26	20	17	26	17	18	20	23	23	19	15	19	20	18	18	20	23	14
Joanna Lumley	19	15	22	25	19	21	22	18	20	16	14	21	23	19	20	19	16	23	19	23
David Beckham	14	13	16	15	12	15	12	13	14	27	17	10	9	14	14	12	13	15	17	5
Tony Benn	12	5	21	11	6	19	16	15	10	4	12	14	14	14	10	16	10	14	13	11
David Cameron	5	16	1	6	11	1	2	5	4	4	6	4	5	6	3	5	6	7	2	2
Tony Blair	5	1	12	2	1	12	3	6	3	6	5	5	3	5	4	6	3	3	7	5
None of these	8	4	7	4	5	8	6	8	8	11	9	7	6	5	11	11	7	4	10	11
Don't know	2	1	1	0	1	1	1	2	2	5	2	2	0	1	2	3	2	1	1	4

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

Americans sometimes talk about the 'American dream'. Which four or five of these, if any, should comprise a 'British dream'? Please tick up to five items.

More rewards for effort and hard work, and less for luck, inheritance and 'playing the system'	47	51	45	50	51	46	49	44	49	43	49	45	47	48	45	44	49	48	46	40
Fewer immigrants	40	51	32	20	55	32	26	38	42	29	25	43	55	34	48	30	42	51	39	26
Having more honest politicians/journalists/police officers	38	33	41	37	37	42	41	37	40	30	27	42	48	38	39	34	37	38	42	40
Everyone who wants one having a steady job	36	31	45	36	30	42	39	34	39	38	33	37	37	37	35	32	34	38	40	39
Greater respect for Britain's traditions	35	52	26	28	54	25	26	36	35	22	28	39	44	34	37	28	41	37	37	18
A fairer/more equal society	31	17	39	45	17	39	50	31	31	34	28	32	31	32	30	35	28	30	32	37
Our children's generation having a better standard of living than our generation	29	27	35	25	24	33	30	30	28	37	37	26	21	30	27	32	26	29	32	24
A greater sense of justice / fair play	29	30	26	32	30	28	32	28	29	22	28	32	28	29	28	28	29	31	27	25
Every family having a decent home of their own	28	24	36	29	22	37	27	26	30	27	31	28	27	29	28	33	26	27	28	31
Getting out of the European Union	26	38	12	4	44	14	13	27	24	10	13	27	41	20	33	21	29	31	21	20
Lower taxes	23	23	21	15	24	20	17	25	21	27	24	21	23	22	25	21	22	24	24	25
A cleaner / less polluted / more sustainable environment	20	18	21	37	16	21	28	20	20	28	23	20	15	25	14	25	22	17	18	24
A more tolerant society	19	13	21	37	13	22	30	19	19	21	21	18	17	23	13	21	19	18	16	22
Competing more effectively in the world economy	17	25	13	23	21	14	16	19	15	22	14	14	21	19	15	20	18	19	13	15
Ending class divisions	14	4	24	16	5	21	19	16	12	19	13	13	14	13	16	14	12	12	17	16
None of these	1	2	1	0	1	1	1	2	1	2	2	1	1	1	1	1	1	1	1	2
Don't know	3	1	2	0	1	4	2	3	3	5	5	3	1	2	4	4	2	1	4	9

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

This year marks the Diamond Jubilee of the Queen.
Taking everything into account, do you think Britain is a better or worse country to live than it was in 1952, when she became Queen?

Much better	20	26	23	27	20	22	21	25	16	26	20	18	20	22	17	23	22	17	19	16
Slightly better	20	24	21	28	21	23	20	20	19	22	22	20	17	21	17	17	25	19	15	22
TOTAL BETTER	40	50	44	55	41	45	41	45	35	48	42	38	37	43	34	40	47	36	34	38
Neither better nor worse	14	12	13	16	11	16	16	12	16	9	16	14	15	14	15	15	11	15	15	21
Slightly worse	15	15	14	13	18	12	15	14	17	7	16	17	17	15	16	13	16	18	16	8
Much worse	19	14	18	8	22	18	14	19	19	9	9	23	28	15	24	15	16	20	24	18
TOTAL WORSE	34	29	32	21	40	30	29	33	36	16	25	40	45	30	40	28	32	38	40	26
Don't know	12	8	10	8	7	9	13	10	13	26	17	9	4	12	10	17	10	10	11	15