

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

| Fieldwork: 8th - 9th May 2014  |                                     | _              |                |              |              |                |               |                |               |                |                |                |                |                |                |               |                |                |                |                  |                     |                |                |
|--|-------------------------------------|----------------|----------------|--------------|--------------|----------------|---------------|----------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|----------------|----------------|----------------|------------------|---------------------|----------------|----------------|
|  |                                     |                |                | ٧            | oting i      | ntentic        | n             | 2              | 010 Vo        | te             | Ge             | nder           |                | Ą              | ge             |               | 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 Sa                         |                | 1905           | 470          | 575          | 129            | 204           | 550            | 446           | 389            | 924            | 981            | 227            | 482            | 652            | 545           | 1086           | 819            | 244            | 619              | 408                 | 469            | 166            |
|  | Unweighted Sa                       | ample          | 1905           | 445          | 575          | 105            | 254           | 551            | 468           | 367            | 920            | 985            | 161            | 410            | 742            | 592           | 1238           | 667            | 253            | 578              | 379                 | 446            | 249            |
|  |                                     |                | %              | %            | %            | %              | %             | %              | %             | %              | %              | %              | %              | %              | %              | %             | %              | %              | %              | %                | %                   | %              | %              |
| Headline Voting Intention<br>[Excluding Don't know and Wouldn't votes] | Con                                 |                | 24             | 100          | 0            | 0              | 0 1           | 72             | 4             | 0              | Laa            | 20             | <b>I</b> 27    | 07             | 20             | 20            | Las            | ae l           | 20             | 44               | 24                  | 22             | 20             |
|  | Lab                                 |                | 31<br>38       | 0            | 0<br>100     | 0<br>0         | 0<br>0        | 73<br>4        | 4<br>95       | 8<br>35        | 33<br>37       | 30<br>39       | 27<br>41       | 27<br>46       | 28<br>39       | 38<br>30      | 35<br>34       | 26<br>44       | 30<br>41       | 41<br>30         | 31<br>40            | 23<br>47       | 20<br>36       |
|  | Lib Dem                             |                | 9              | 0            | 0            | 100            | 0             | 2              | 85<br>2       | 31             | 8              | 10             | 14             | 10             | 7              | 7             | 11             | 5              | 10             | 8                | 6                   | 10             | 11             |
|  | Other                               |                | 22             | 0            | 0            | 0              | 100           | 21             | 9             | 26             | 23             | 22             | 18             | 17             | 25             | 24            | 20             | 26             | 19             | 22               | 23                  | 20             | 34             |
| Other Parties Voting Intention   | Other                               |                |                | 1 0          | Ü            | Ü              | 100           | 21             | 3             | 20             | 20             |                | 1 10           | .,             | 20             | 24            | 20             | 20             | 13             |                  | 20                  | 20             | 04             |
| · ·  | UKIP                                |                | 13             | 0            | 0            | 0              | 100           | 19             | 6             | 10             | 14             | 13             | 3              | 8              | 17             | 17            | 11             | 17             | 10             | 16               | 15                  | 15             | 3              |
|  | Green                               |                | 4              | 0            | 0            | 0              | 0             | 1              | 2             | 10             | 3              | 4              | 8              | 4              | 3              | 3             | 3              | 5              | 4              | 5                | 3                   | 4              | 4              |
|  | SNP / PCY                           |                | 3              | 0            | 0            | 0              | 0             | 0              | 1             | 3              | 3              | 3              | 6              | 3<br>0         | 4              | 2             | 3              | 3              | 1              | 0                | 3                   | 0              | 25             |
|  | BNP                                 |                | 0              | 0            | 0            | 0              | 0             | 0              | 0             | 1              | 0              | 0              | 1              |                | 1              | 0             | 0              | 0              | 0              | 0                | 1                   | 0              | 0              |
|  | Respect                             |                | 0              | 0            | 0            | 0              | 0             | 0              | 0             | 1              | 0              | 0              | 0              | 1              | 0              | 0             | 0              | 0              | 0              | 0                | 0                   | 0              | 2              |
|  | Other                               |                | 1              | 0            | 0            | 0              | 0             | 1              | 1             | 2              | 1              | 1              | 1              | 1              | 1              | 1             | 1              | 1              | 4              | 1                | 1                   | 0              | 1              |
| Non Voters   | M/ I . I NI - ( ) / - ( -           |                | •              | ١.           | 0            | •              | _             |                | •             | •              | ۔ ا            | -              | l 40           | 40             |                | •             | I -            |                |                | 0                | -                   | -              | -              |
|  | Would Not Vote<br>Don't know        |                | 6<br>14        | 0            | 0            | 0              | 0             | 9              | 3<br>8        | 3<br>19        | 5<br>10        | 7<br>19        | 10<br>21       | 12<br>16       | 4<br>15        | 3<br>10       | 7<br>13        | 6<br>16        | 6<br>18        | 6<br>13          | 7<br>13             | 7<br>17        | 5<br>11        |
|  | DOIT KNOW                           |                | 14             | ľ            | U            | U              | U I           | 9              | 0             | 19             | 10             | 19             | 21             | 10             | 13             | 10            | 13             | 10             | 10             | 13               | 13                  | 17             | 11             |
| Do you approve or disapprove of the Gover                              |                                     | May<br>7-8     | May<br>8-9     |              |              |                |               |                |               |                |                |                |                |                |                |               |                |                |                |                  |                     |                |                |
| record to date?  |                                     |                |                |              |              |                |               |                |               |                |                |                |                |                |                |               |                |                |                |                  |                     |                |                |
|  | Approve<br>Disapprove<br>Don't know | 34<br>52<br>15 | 32<br>52<br>16 | 87<br>4<br>9 | 8<br>85<br>7 | 44<br>36<br>20 | 20<br>73<br>7 | 68<br>22<br>10 | 8<br>82<br>10 | 22<br>62<br>15 | 36<br>51<br>13 | 28<br>53<br>19 | 30<br>41<br>29 | 26<br>50<br>24 | 31<br>57<br>12 | 38<br>53<br>9 | 36<br>48<br>15 | 26<br>57<br>17 | 32<br>47<br>21 | 37<br>49<br>13   | 31<br>54<br>16      | 27<br>57<br>17 | 28<br>53<br>19 |



| Fieldwork: 8th - 9th May 2014  |                      | ſ               |          | ١         | oting i | intentio     | on        | - 2       | 2010 Vo   | te         | Ge        | nder            |              | Ag       | ge e         |             | Social    | Grade           |                 |                  | Region              |           |           |
|--|----------------------|-----------------|----------|-----------|---------|--------------|-----------|-----------|-----------|------------|-----------|-----------------|--------------|----------|--------------|-------------|-----------|-----------------|-----------------|------------------|---------------------|-----------|-----------|
|  |                      | •               | Total    |           | Lab     | Lih          | UKIP      | Con       | Lab       | Lib<br>Dem | Male      | Female          | 18-24        | 25-39    |              | 60+         | ABC1      | C2DE            | London          | Rest of<br>South | Midlands /<br>Wales | North     | Scotland  |
|  | Weighted             | Sample          |          |           | 575     | 129          | 204       | 550       | 446       | 389        | 924       | 981             | 227          | 482      | 652          |             | 1086      | 819             | 244             | 619              | 408                 | 469       | 166       |
|  | Unweighted           | Sample          | 1905     | 445       | 575     | 105          | 254       | 551       | 468       | 367        | 920       | 985             | 161          | 410      | 742          | 592         | 1238      | 667             | 253             | 578              | 379                 | 446       | 249       |
|  |                      |                 | %        | %         | %       | %            | %         | %         | %         | %          | %         | %               | %            | %        | %            | %           | %         | %               | %               | %                | %                   | %         | %         |
|  |                      | May             | May      |           |         |              |           |           |           |            |           |                 |              |          |              |             |           |                 |                 |                  |                     |           |           |
|  |                      | 1-2             | 8-9      |           |         |              |           |           |           |            |           |                 |              |          |              |             |           |                 |                 |                  |                     |           |           |
| Do you think that David Cameron is doing well or<br>Prime Minister?  | or badly as          |                 |          | _         |         |              |           | _         |           |            | _         |                 | _            |          |              |             | _         | _               |                 |                  |                     |           |           |
|  | Very well            | 6               | 6        | 23        | 0       | 3            | 2         | 16        | 1         | 2          | 7         | 6               | 10           | 3        | 7            | 8           | 7         | 5               | 5               | 8                | 7                   | 5         | 2         |
|  | Fairly well          | 34              | 34       | 69        | 12      | 55           | 26        | 60        | 13        | 34         | 36        | 33              | 28           | 36       | 31           | 40          | 38        | 29              | 37              | 38               | 32                  | 29        | 36        |
| TOT  | TAL WELL             | 40              | 40       | 92        | 12      | 58           | 28        | 76        | 14        | 36         | 43        | 39              | 38           | 39       | 38           | 48          | 45        | 34              | 42              | 46               | 39                  | 34        | 38        |
|  | Fairly badly         | 28              | 29       | 5         | 40      | 35           | 43        | 14        | 40        | 39         | 27        | 30              | 27           | 25       | 30           | 31          | 29        | 28              | 24              | 30               | 29                  | 29        | 30        |
|  | Very badly           | 24              | 23       | 1         | 44      | 4            | 28        | 6         | 44        | 21         | 24        | 21              | 17           | 23       | 27           | 20          | 18        | 29              | 22              | 18               | 23                  | 28        | 24        |
|  | AL BADLY             | 52              | 52       | 6         | 84      | 39           | 71        | 20        | 84        | 60         | 51        | 51              | 44           | 48       | 57           | 51          | 47        | 57              | 46              | 48               | 52                  | 57        | 54        |
|  | Don't know           | 7               | 8        | 3         | 3       | 4            | 2         | 4         | 3         | 5          | 6         | 10              | 19           | 13       | 6            | 2           | 8         | 8               | 11              | 6                | 8                   | 9         | 8         |
| Do you think Ed Miliband is doing well or badly of the Labour party?   |                      |                 | _        |           |         |              | . 1       | i _       |           |            |           |                 |              |          |              |             |           | _ 1             |                 |                  |                     | _         |           |
|  | Very well            | 3               | 3        | 1         | 9       | 3            | 1         | 2         | 7         | 3          | 4         | 3               | 2            | 5        | 3            | 2           | 3         | 3               | 5               | 3                | 2                   | 5         | 1         |
|  | Fairly well          | 23              | 24       | 11        | 51      | 29           | 7         | 8         | 45        | 29         | 23        | 24              | 26           | 19       | 24           | 26          | 22        | 26              | 26              | 22               | 22                  | 24        | 29        |
| The state of the s | TAL WELL             | 26              | 27       | <b>12</b> | 60      | <b>32</b> 50 | 8         | 10        | 52        | 32         | 27        | 27              | 28           | 24       | <b>27</b> 35 | 28          | 25        | 29              | 31              | 25               | 24                  | 29        | 30        |
|  | Fairly badly         | 36              | 33<br>26 |           | 26<br>5 | 11           | 32        | 35        | 30        | 39         | 33        | 33              | 21           | 31<br>24 | 35<br>27     | 39          | 35        | 31<br>25        | 32              | 32               | 36                  | 31        | 39        |
| TOT  | Very badly  AL BADLY | 28<br><b>64</b> | 59       | 44        | 31      |              | 54        | 45        | 9         | 20         | 31        | 22              | 24           | 55       | <b>62</b>    | 28          | 27        |                 | 23<br><b>55</b> | 31               | 26                  | 24        | 20        |
|  | Don't know           | 11              | 14       | <b>80</b> | 9       | <b>61</b>    | <b>86</b> | <b>80</b> | <b>39</b> | <b>59</b>  | <b>64</b> | <b>55</b><br>18 | <b>45</b> 27 | 21       | 10           | <b>67</b> 5 | <b>62</b> | <b>56</b><br>15 | <b>1</b> 4      | <b>63</b> 12     | <b>62</b><br>13     | <b>55</b> | <b>59</b> |
|  | DOIT KNOW            | 11              | 14       | Э         | Э       | O            | O         | 10        | 0         | 9          | 9         | 10              | 21           | 21       | 10           | 5           | 13        | 15              | 14              | 12               | 13                  | 10        | 11        |
| Do you think that Nick Clegg is doing well or balleader of the Liberal Democrats?  | dly as               |                 |          |           |         |              |           |           |           |            |           |                 | _            |          |              |             |           |                 |                 |                  |                     |           |           |
|  | Very well            | 1               | 1        | 2         | 1       | 10           | 1         | 2         | 0         | 4          | 2         | 1               | 3            | 1        | 1            | 1           | 2         | 1               | 1               | 1                | 1                   | 2         | 2         |
|  | Fairly well          | 17              | 16       | 26        | 9       | 53           | 4         | 20        | 7         | 26         | 15        | 17              | 15           | 16       | 16           | 16          | 19        | 11              | 16              | 18               | 14                  | 13        | 18        |
|  | TAL WELL             | 18              | 17       | 28        | 10      | 63           | 5         | 22        | 7         | 30         | 17        | 18              | 18           | 17       | 17           | 17          | 21        | 12              | 17              | 19               | 15                  | 15        | 20        |
|  | Fairly badly         | 29              | 30       | 36        | 27      | 25           | 22        | 34        | 24        | 31         | 30        | 30              | 27           | 29       | 33           | 28          | 31        | 27              | 32              | 30               | 26                  | 30        | 33        |
|  | Very badly           | 43              | 43       | 29        | 59      | 8            | 70        | 37        | 63        | 35         | 47        | 38              | 34           | 37       | 44           | 50          | 38        | 49              | 37              | 42               | 46                  | 45        | 37        |
|  | AL BADLY             | 72              | 73       | 65        | 86      | 33           | 92        | 71        | 87        | 66         | 77        | 68              | 61           | 66       | 77           | 78          | 69        | 76              | 69              | 72               | 72                  | 75        | 70        |
|  | Don't know           | 10              | 11       | 7         | 5       | 4            | 3         | 7         | 5         | 5          | 6         | 15              | 22           | 17       | 6            | 5           | 10        | 12              | 13              | 8                | 12                  | 11        | 10        |



| Fieldwork: 8th - 9th May 2014   |             |          |            |         |         |      |     | 2040 11 | 1.         | _   |        |     |     |     |     | I a    | 0     |        |                  | D '                 |       |           |
|---|-------------|----------|------------|---------|---------|------|-----|---------|------------|-----|--------|-----|-----|-----|-----|--------|-------|--------|------------------|---------------------|-------|-----------|
|   |             | _        | V          | oting i | ntentic | on   | - 4 | 2010 Vo |            | Ge  | nder   |     | A   | ge  | 1   | Social | Grade |        |                  | Region              |       |           |
|   | То          | tal C    | on         | Lab     | Dem     | UKIP |     | Lab     | Lib<br>Dem |     | Female |     |     |     |     | ABC1   | C2DE  | London | Rest of<br>South | Midlands /<br>Wales | North | Scotland  |
| Weighted Sa   |             |          | 70         | 575     | 129     | 204  | 550 | 446     | 389        | 924 | 981    | 227 | 482 | 652 | 545 | 1086   | 819   | 244    | 619              | 408                 | 469   | 166       |
| Unweighted Sa   |             |          | 45         | 575     | 105     | 254  | 551 | 468     | 367        | 920 | 985    | 161 | 410 | 742 | 592 | 1238   | 667   | 253    | 578              | 379                 | 446   | 249       |
|   |             | -        | %          | %       | %       | %    | %   | %       | %          | %   | %      | %   | %   | %   | %   | %      | %     | %      | %                | %                   | %     | %         |
|   | May Ma      |          |            |         |         |      |     |         |            |     |        |     |     |     |     |        |       |        |                  |                     |       |           |
|   | 1-2 8-      | 9        |            |         |         |      |     |         |            |     |        |     |     |     |     |        |       |        |                  |                     |       |           |
| Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly? |             |          |            |         |         |      |     |         |            |     |        |     |     |     |     |        |       |        |                  |                     |       |           |
| Very well   | 2 3         | , I      | 5          | 2       | 5       | 4    | 4   | 4       | 2          | 4   | 4      | 7   | 3   | 2   | 4   | 3      | 2     | l 4    | 3                | 2                   | 4     | 2         |
| ,   | 31 3        |          |            | 12      | 57      | 18   | 49  | 13      | 35         | 32  | 28     | 23  | 24  | 32  | 35  | 36     | 22    | 34     | 34               | 28                  | 25    | 25        |
| ,   | 33 3        |          |            | 14      | 62      | 19   | 53  | 14      | 37         | 36  | 29     | 30  | 27  | 34  | 36  | 39     | 24    | 35     | 37               | 30                  | 29    | <b>27</b> |
|   | 30 3        |          | 24         | 38      | 26      | 36   | 29  | 38      | 34         | 31  | 33     | 25  | 35  | 31  | 35  | 32     | 34    | 29     | 32               | 35                  | 29    | 41        |
| . , ,   | 27 <b>2</b> |          |            | 44      | 8       | 40   |     | 44      | 22         | 27  | 23     | 19  | 22  | 29  | 26  | 21     | 31    | 23     | 20               | 26                  | 32    | 23        |
| , ,   | 57 5        |          |            | 82      | 34      | 76   | 42  | 82      | 56         | 58  | 56     | 44  | 57  | 60  | 61  | 53     | 65    | 52     | 52               | 61                  | 61    | 64        |
| Don't know  |             | -        | 4          | 4       | 5       | 5    | 5   | 5       | 7          | 6   | 14     | 26  | 16  | 6   | 3   | 9      | 12    | 12     | 10               | 9                   | 10    | 9         |
| Do you think this coalition government is good or bad for people like you?                                |             |          |            |         |         |      |     |         |            |     |        |     |     |     |     |        |       |        |                  |                     |       |           |
| Very good   | 3 2         | 2        | 5          | 1       | 7       | 1    | 4   | 0       | 3          | 3   | 1      | 3   | 1   | 2   | 4   | 3      | 2     | 3      | 3                | 2                   | 2     | 2         |
| Fairly good   | 19 <b>1</b> | 8 4      | 12         | 5       | 41      | 7    | 29  | 5       | 21         | 20  | 15     | 13  | 16  | 19  | 19  | 22     | 12    | 20     | 20               | 17                  | 13    | 19        |
| TOTAL GOOD  | 22 2        | 0 4      | <b>!</b> 7 | 6       | 48      | 8    | 33  | 5       | 24         | 23  | 16     | 16  | 17  | 21  | 23  | 25     | 14    | 23     | 23               | 19                  | 15    | 21        |
| Fairly bad  | 22 <b>2</b> | 6 2      | 21         | 32      | 18      | 28   | 27  | 31      | 24         | 26  | 25     | 22  | 26  | 25  | 28  | 27     | 24    | 22     | 26               | 23                  | 28    | 29        |
| . ,   | 28 <b>2</b> |          | 7          | 46      | 7       | 41   | 13  | 47      | 27         | 28  | 26     | 20  | 25  | 32  | 26  | 22     | 33    | 25     | 24               | 30                  | 30    | 23        |
|   | 23 <b>2</b> |          |            | 13      | 23      | 22   | 24  | 14      | 21         | 17  | 24     | 23  | 21  | 19  | 23  | 21     | 21    | 22     | 21               | 21                  | 21    | 19        |
|   |             |          | -          | 59      | 30      | 63   | 37  | 61      | 48         | 45  | 50     | 43  | 46  | 51  | 49  | 43     | 54    | 47     | 45               | 51                  | 51    | 42        |
| Don't know  | 6           | <i>'</i> | 2          | 2       | 3       | 1    | 2   | 3       | 5          | 4   | 9      | 19  | 11  | 3   | 1   | 6      | 8     | 8      | 5                | 7                   | 6     | 8         |
| Do you think the coalition government is managing the economy well or badly?                              |             | _        |            |         |         | _    |     |         |            |     |        |     |     |     |     | _      |       |        |                  |                     |       |           |
| ,   | 10          |          | 29         | 0       | 8       | 4    | 21  | 1       | 4          | 12  | 6      | 10  | 4   | 8   | 12  | 11     | 6     | 7      | 11               | 8                   | 7     | 7         |
|   | 34 3        |          |            | 14      | 56      | 33   | 55  | 15      | 33         | 34  | 32     | 25  | 33  | 31  | 40  | 37     | 28    | 35     | 38               | 33                  | 27    | 29        |
|   | 44 4        |          |            | 14      | 64      | 37   | 76  | 16      | 37         | 46  | 38     | 35  | 37  | 39  | 52  | 48     | 34    | 42     | 49               | 41                  | 34    | 36        |
|   | 27 3        |          | 7          | 44      | 25      | 36   | 16  | 42      | 37         | 29  | 30     | 33  | 28  | 30  | 29  | 29     | 30    | 23     | 29               | 28                  | 35    | 32        |
|   | 19 1        |          | 1          | 35      | 3       | 22   | 5   | 35      | 15         | 19  | 18     | 13  | 18  | 24  | 15  | 15     | 23    | 19     | 13               | 23                  | 20    | 20        |
|   | 46 4        |          |            | 79      | 28      | 58   | 21  | 77      | 52         | 48  | 48     | 46  | 46  | 54  | 44  | 44     | 53    | 42     | 42               | 51                  | 55    | 52        |
| Don't know  | 10 1        | 0        | 3          | 7       | 7       | 5    | 3   | 7       | 11         | 7   | 14     | 19  | 17  | 7   | 5   | 9      | 13    | 16     | 9                | 9                   | 10    | 11        |



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|---|------------------|------------|-----------------|-------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|---------------------|-----------------|-----------------|
|   |                  |            | ٧               | oting i     | intenti         | on              | 2               | 2010 Vo         | te              | Ge              | nder            |                 | A               | ge              |                 | Socia           | 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 9  | Sample           | 1905       | 470             | 575         | 129             | 204             | 550             | 446             | 389             | 924             | 981             | 227             | 482             | 652             | 545             | 1086            | 819             | 244             | 619              | 408                 | 469             | 166             |
| Unweighted  | Sample           | 1905       | 445             | 575         | 105             | 254             | 551             | 468             | 367             | 920             | 985             | 161             | 410             | 742             | 592             | 1238            | 667             | 253             | 578              | 379                 | 446             | 249             |
|   | _                | %          | %               | %           | %               | %               | %               | %               | %               | %               | %               | %               | %               | %               | %               | %               | %               | %               | %                | %                   | %               | %               |
|   | May              | May        |                 |             |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
|   | 1-2              | 8-9        |                 |             |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
| In your opinion how good or bad is the state of Britain's                                       |                  |            |                 |             |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
| economy at the moment?  |                  |            |                 |             |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 | ı               | ì               |                  |                     |                 |                 |
| Very good   | 2                | 2          | 7               | 1           | 1               | 3               | 5               | 0               | 1               | 3               | 2               | 7               | 2               | 2               | 2               | 3               | 1               | 2               | 3                | 2                   | 3               | 1               |
| Quite good  | 22               | 22         | 56              | 6           | 32              | 17              | 46              | 8               | 15              | 26              | 19              | 14              | 19              | 21              | 30              | 26              | 18              | 23              | 29               | 23                  | 14              | 19              |
| TOTAL GOOD  | 24               | 24         | 63              | 7           | 33              | 20              | 51              | 8               | 16              | 29              | 21              | 21              | 21              | 23              | 32              | 29              | 19              | 25              | 32               | 25                  | 17              | 20              |
| Neither good nor bad  | 31               | 29         | 26              | 30          | 45              | 27              | 28              | 27              | 35              | 30              | 29              | 28              | 31              | 27              | 31              | 31              | 27              | 29              | 29               | 28                  | 30              | 33              |
| Quite bad   | 28               | 28         | 8               | 42          | 15              | 33              | 14              | 42              | 34              | 25              | 30              | 22              | 25              | 32              | 26              | 25              | 31              | 24              | 26               | 26                  | 33              | 27              |
| Very bad  | 13               | 13<br>41   | 2<br><b>10</b>  | 19          | 2<br><b>17</b>  | 19<br><b>52</b> | 6<br><b>20</b>  | 19<br><b>61</b> | 10<br><b>44</b> | 12<br><b>37</b> | 14              | 13<br><b>35</b> | 12<br><b>37</b> | 16<br><b>48</b> | 9<br><b>35</b>  | 10<br><b>35</b> | 16              | 13<br><b>37</b> | 9<br><b>35</b>   | 15<br><b>41</b>     | 14              | 15<br><b>42</b> |
| TOTAL BAD Don't know  | <b>41</b><br>5   | 6          | 2               | <b>61</b> 2 | 6               | 2               |                 | 3               | <b>44</b><br>5  | 4               | <b>44</b><br>7  | 15              | 13              | <b>48</b>       | 0               | <b>35</b>       | <b>47</b><br>7  | 9               | <b>35</b>        | <b>41</b> 5         | <b>47</b><br>7  | 6               |
| Don't know  | 3                | 0          | _               | 2           | О               | 2               | '               | 3               | Э               | 4               | ,               | 15              | 13              | 2               | U               | 5               | ,               | 9               | 4                | 5                   | /               | О               |
| How do you think the financial situation of your household will change over the next 12 months? |                  |            | I               |             |                 |                 | 1 .             |                 |                 | ı .             | •               |                 |                 |                 |                 |                 |                 |                 |                  | _                   | _               |                 |
| Get a lot better  | 2                | 3          | 7               | 2           | 1               | 1               | 4               | 1               | 2               | 4               | 2               | 9               | 2               | 2               | 2               | 3               | 2               | 1               | 2                | 4                   | 5               | 1               |
| Get a little better   | 16<br><b>18</b>  | 16<br>19   | 32<br><b>39</b> | 7           | 30<br><b>31</b> | 10<br><b>11</b> | 25<br><b>29</b> | 8               | 17<br><b>19</b> | 20<br><b>24</b> | 13<br><b>15</b> | 18<br><b>27</b> | 18<br><b>20</b> | 19<br><b>21</b> | 12<br><b>14</b> | 19<br><b>22</b> | 13<br><b>15</b> | 21<br><b>22</b> | 18<br><b>20</b>  | 12                  | 15<br><b>20</b> | 18              |
| TOTAL BETTER  | 41               | 40         | 47              | <b>9</b>    | 43              | 35              | 45              | <b>9</b><br>38  | 39              | 37              | 43              | 33              | 38              | 38              | 47              | 43              | 37              | 39              | 43               | <b>16</b><br>42     | 36              | <b>19</b> 39    |
| Stay about the same<br>Get a little worse   | 24               | 40<br>24   | 11              | 32          | 43<br>18        | 30              | 17              | 36              | 39<br>26        | 24              | 43<br>24        | 15              | 36<br>21        | 36<br>24        | 30              | 23              | 31<br>24        | 39<br>24        | 43<br>23         | 26                  | 36<br>24        | 39<br>21        |
| Get a lot worse   | 11               | 11         | 1               | 32<br>15    | 6               | 22              | 6               | 13              | 26<br>14        | 11              | 24<br>11        | 6               | 11              | 24<br>14        | 10              | 7               | 16              | 9               | 23<br>9          | 26<br>13            | 13              | 12              |
| TOTAL WORSE   | 35               | 35         | 12              | 4 <b>7</b>  | 24              | 52              | 23              | <b>49</b>       | 40              | 35              | 35              | 21              | 32              | 38              | <b>40</b>       | 30              | 40              | 33              | 32               | 39                  | 3 <b>7</b>      | 33              |
| Don't know  | 6                | 6          | 1 1             | 4           | 2               | 2               |                 | 49              | 3               | 4               | 7               | 19              | 10              | 3               | 0               | 5               | 8               | 6               | <b>5</b>         | 4                   | 7               | 9               |
| DOIT KNOW   | O                | Ü          | ' '             | 7           | _               | _               | 1 2             | 7               | J               | _               | ,               | 13              | 10              | 3               | U               | 1 3             | 0               | U               | 3                | 7                   | ,               | 3               |
| Thinking about Ed Miliband's leadership of the Labour   | <i>Mar</i> 27-28 | May<br>8-9 |                 |             |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
| party, do you think he  |                  |            |                 |             |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
| Has or has not made it clear what he stands for?  |                  |            |                 |             |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
| Has made it clear what he stands for  | 26               | 26         | 14              | 53          | 22              | 15              | 14              | 46              | 25              | 26              | 26              | 23              | 27              | 26              | 25              | 24              | 28              | 26              | 23               | 23                  | 31              | 29              |
| Has not made it clear what he stands for  | 58               | 56         | 76              | 36          | 55              | 76              | 77              | 41              | 59              | 60              | 52              | 48              | 45              | 59              | 65              | 60              | 51              | 55              | 60               | 58                  | 51              | 51              |
| Don't know  | 16               | 18         | 9               | 10          | 22              | 9               | 10              | 13              | 17              |                 | 23              | 30              | 28              | 15              | 10              | 17              | 21              | 19              | 17               | 19                  | 19              | 20              |
| Soft Mion   |                  |            |                 | . •         |                 | •               |                 | . •             | ••              |                 |                 | , ,,            |                 | . •             | . •             |                 |                 |                 |                  | . •                 | . •             |                 |
| Has been a strong or weak leader of his party?  |                  |            |                 |             |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
| A strong leader   | 14               | 14         | 5               | 33          | 14              | 6               | 6               | 28              | 14              | 14              | 14              | 13              | 16              | 16              | 11              | 13              | 15              | 21              | 12               | 11                  | 15              | 15              |
| A weak leader   | 46               | 48         | 72              | 24          | 44              | 73              | 71              | 29              | 45              | 53              | 43              | 47              | 39              | 50              | 54              | 50              | 45              | 42              | 53               | 48                  | 44              | 45              |
| Neither strong nor weak   | 31               | 27         | 20              | 38          | 36              | 17              | 19              | 36              | 33              | 25              | 29              | 21              | 26              | 26              | 32              | 27              | 27              | 27              | 24               | 30                  | 28              | 29              |
| Don't know  | 10               | 11         | 3               | 5           | 6               | 4               | 4               | 7               | 8               | 8               | 14              | 19              | 18              | 8               | 4               | 10              | 13              | 10              | 10               | 11                  | 13              | 11              |
|   |                  |            | -               |             |                 |                 | -               |                 |                 | -               |                 | -               |                 |                 |                 | -               |                 | •               |                  |                     |                 |                 |



| ·   |                      |                      | ٧                   | oting i             | ntentio              | on                   | 2                   | 010 Vo               | te                   | Ge                   | nder                 |                      | A                    | ge                   |                      | 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 S  | ample                | 1905                 | 470                 | 575                 | 129                  | 204                  | 550                 | 446                  | 389                  | 924                  | 981                  | 227                  | 482                  | 652                  | 545                  | 1086                 | 819                  | 244                  | 619                  | 408                  | 469                  | 166                  |
| Unweighted S  | Sample               | 1905                 | 445                 | 575                 | 105                  | 254                  | 551                 | 468                  | 367                  | 920                  | 985                  | 161                  | 410                  | 742                  | 592                  | 1238                 | 667                  | 253                  | 578                  | 379                  | 446                  | 249                  |
|   | <i>Mar</i><br>27-28  | %<br>May<br>8-9      | %                   | %                   | %                    | %                    | %                   | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    |
| Has been too close to the Trade Unions, too distant, or has got the balance about right?  Has been too close to the Trade Unions  | 29                   | 26                   | <b>l</b> 57         | 8                   | 19                   | 44                   | 54                  | 11                   | 15                   | 34                   | 19                   | 16                   | 17                   | 29                   | 36                   | 29                   | 22                   | l 21                 | 31                   | 26                   | 25                   | 20                   |
| Has been too distant from the Trade Unions Has got his relationship with the Trade Unions about right Don't know  | 13<br>29<br>30       | 12<br>25<br>37       | 4<br>12<br>27       | 16<br>49<br>27      | 22<br>27<br>31       | 14<br>15<br>27       | 6<br>12<br>28       | 18<br>45<br>25       | 15<br>28<br>41       | 14<br>27<br>25       | 11<br>22<br>48       | 16<br>20<br>48       | 9<br>21<br>53        | 14<br>29<br>28       | 12<br>25<br>27       | 11<br>25<br>35       | 14<br>25<br>39       | 15<br>32<br>32       | 8<br>23<br>37        | 14<br>24<br>36       | 14<br>24<br>37       | 14<br>23<br>43       |
| Would or would not be up to the job of Prime Minister?  | 30                   | 31                   | 21                  | 21                  | 31                   | 21                   | 20                  | 25                   | 41                   | 25                   | 40                   | 40                   | 55                   | 20                   | 21                   | 33                   | 39                   | 32                   | 31                   | 30                   | 31                   | 43                   |
| Would be up to the job of Prime Minister Would not be up to the job of Prime Minister Don't know  | 25<br>56<br>19       | 23<br>56<br>21       | 5<br>89<br>6        | 56<br>22<br>22      | 25<br>57<br>17       | 8<br>84<br>7         | 5<br>86<br>9        | 49<br>30<br>21       | 27<br>54<br>19       | 25<br>59<br>16       | 21<br>53<br>26       | 21<br>45<br>35       | 23<br>50<br>26       | 25<br>58<br>18       | 22<br>64<br>14       | 22<br>59<br>19       | 25<br>52<br>23       | 27<br>51<br>22       | 19<br>62<br>19       | 24<br>54<br>21       | 24<br>53<br>23       | 26<br>53<br>21       |
|   | Sep<br>27-28<br>2012 | May<br>8-9<br>2014   |                     |                     |                      |                      |                     |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |
| Has been too close to business, not close enough to business, or got the balance about right?  Has been too close to business  Has not been close enough to business  Has got the balance about right  Don't know | 7<br>35<br>21<br>38  | 8<br>36<br>19<br>37  | 5<br>62<br>7<br>26  | 8<br>20<br>44<br>28 | 7<br>56<br>10<br>27  | 10<br>47<br>9<br>33  | 5<br>58<br>6<br>30  | 6<br>25<br>39<br>29  | 9<br>30<br>21<br>40  | 10<br>44<br>21<br>25 | 5<br>29<br>18<br>49  | 11<br>33<br>12<br>44 | 7<br>21<br>20<br>52  | 8<br>41<br>20<br>31  | 8<br>44<br>20<br>28  | 7<br>40<br>17<br>36  | 8<br>31<br>22<br>38  | 7<br>33<br>23<br>37  | 7<br>39<br>17<br>37  | 8<br>39<br>20<br>33  | 8<br>32<br>19<br>41  | 12<br>30<br>21<br>37 |
| Which leader do you think is more intellectually confident?   |                      |                      |                     |                     |                      |                      |                     |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |
| David Cameron<br>Ed Miliband<br>Don't know  |                      | 50<br>22<br>29       | 90<br>2<br>8        | 21<br>53<br>26      | 55<br>20<br>25       | 62<br>9<br>29        | 82<br>4<br>14       | 22<br>48<br>30       | 44<br>26<br>30       | 51<br>22<br>27       | 49<br>21<br>30       | 54<br>18<br>28       | 44<br>20<br>36       | 50<br>25<br>26       | 53<br>22<br>26       | 54<br>21<br>25       | 43<br>23<br>34       | 43<br>26<br>31       | 56<br>19<br>25       | 48<br>21<br>31       | 49<br>22<br>29       | 41<br>27<br>32       |
|   | Sep<br>26-27<br>2013 | May<br>8-9<br>2014   |                     |                     |                      |                      |                     |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |
| Some people say that Labour has moved to the Left since electing Ed Miliband as its leader. Do you think this is  |                      |                      |                     |                     |                      |                      |                     |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |
| True - and a good thing for Labour<br>True - and a bad thing for Labour<br>Untrue<br>Don't know   | 23<br>27<br>15<br>35 | 19<br>24<br>18<br>40 | 10<br>52<br>8<br>30 | 36<br>7<br>29<br>28 | 22<br>24<br>18<br>36 | 13<br>35<br>16<br>35 | 10<br>46<br>9<br>34 | 28<br>11<br>28<br>33 | 21<br>17<br>23<br>39 | 20<br>32<br>20<br>28 | 17<br>16<br>16<br>51 | 27<br>15<br>14<br>45 | 17<br>21<br>10<br>51 | 17<br>25<br>22<br>36 | 18<br>28<br>22<br>32 | 19<br>27<br>17<br>37 | 18<br>19<br>20<br>43 | 24<br>26<br>19<br>32 | 19<br>27<br>15<br>39 | 17<br>24<br>18<br>41 | 17<br>20<br>20<br>43 | 18<br>20<br>23<br>38 |



| riedwork. our - 3th May 2014   |              |            | V   | oting | intenti    | on   | 2   | 2010 Vo | te         | Ge   | nder   |       | Α     | ge    |     | Socia | l 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       | 1905       | 470 | 575   | 129        | 204  | 550 | 446     | 389        | 924  | 981    | 227   | 482   | 652   | 545 | 1086  | 819     | 244    | 619              | 408                 | 469   | 166      |
| Unweighted   |              | 1905       | 445 | 575   | 105        | 254  | 551 | 468     | 367        | 920  | 985    | 161   | 410   | 742   | 592 | 1238  | 667     | 253    | 578              | 379                 | 446   | 249      |
|  |              | %          | %   | %     | %          | %    | %   | %       | %          | %    | %      | %     | %     | %     | %   | %     | %       | %      | %                | %                   | %     | %        |
|  | Sep<br>15-16 | May<br>8-9 |     |       |            |      |     |         |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| Come weekle house said that the Labour works about   | 2013         | 2014       |     |       |            |      |     |         |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| Some people have said that the Labour party should continue with the ideas of "New Labour" and build upon  |              |            |     |       |            |      |     |         |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| the record of the last Labour government, while others   |              |            |     |       |            |      |     |         |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| have said the party should abandon the ideas of "New   |              |            |     |       |            |      |     |         |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| Labour" and distance itself from the last Labour   |              |            |     |       |            |      |     |         |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| government.  |              |            |     |       |            |      |     |         |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| Which of the following best reflects your view?  Labour should continue with the ideas of "New Labour" and   |              |            | ı   |       |            |      |     |         |            | ı    |        | ı     |       |       |     | ı     |         | i      |                  |                     |       |          |
| build upon the record of the last Labour government  | 19           | 21         | 18  | 33    | 23         | 12   | 14  | 31      | 19         | 23   | 19     | 26    | 21    | 21    | 17  | 22    | 19      | 23     | 20               | 19                  | 20    | 27       |
| Labour should abandon the ideas of "New Labour" and distance itself from the last Labour government  | 45           | 39         | 42  | 37    | 44         | 54   | 43  | 37      | 43         | 42   | 36     | 32    | 32    | 38    | 48  | 39    | 38      | 38     | 37               | 40                  | 40    | 36       |
| Neither  | 16           | 19         | 22  | 18    | 17         | 21   | 25  | 19      | 18         | 20   | 17     | 11    | 17    | 21    | 20  | 20    | 17      | 13     | 22               | 20                  | 15    | 20       |
| Not sure   | 20           | 22         | 17  | 13    | 16         | 14   | 18  | 14      | 20         | 15   | 29     | 31    | 30    | 20    | 14  | 20    | 26      | 25     | 21               | 21                  | 25    | 18       |
| Would you support or oppose the following policies?  |              |            |     |       |            |      |     |         |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| Freezing the price of gas and electricity for two years?   |              |            |     |       |            |      |     |         |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| Support  |              | 69         | 54  | 85    | 60         | 70   | 58  | 85      | 73         | 63   | 74     | 54    | 67    | 73    | 71  | 65    | 74      | 65     | 67               | 69                  | 72    | 72       |
| Oppose   |              | 17         | 35  | 7     | 22         | 22   | 31  | 7       | 16         | 25   | 11     | 20    | 14    | 17    | 20  | 21    | 13      | 18     | 20               | 18                  | 14    | 18       |
| Don't know   |              | 14         | 11  | 7     | 18         | 8    | 11  | 7       | 12         | 12   | 15     | 26    | 20    | 9     | 9   | 14    | 13      | 16     | 14               | 13                  | 14    | 9        |
| Increasing the normal length of housing tenancies in the<br>private sector to three years, and putting a limit on how<br>much private landlords can increase the rent each year? |              |            |     |       |            |      |     |         |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| Support  |              | 63         | 48  | 79    | 69         | 65   | 49  | 78      | 72         | 59   | 66     | 56    | 59    | 65    | 67  | 62    | 65      | 57     | 61               | 62                  | 70    | 64       |
| Oppose   |              | 19         | 35  | 9     | 18         | 21   | 33  | 11      | 13         | 24   | 15     | 20    | 17    | 20    | 19  | 21    | 16      | 23     | 23               | 20                  | 12    | 17       |
| Don't know   |              | 18         | 16  | 11    | 13         | 14   | 18  | 11      | 15         | 17   | 19     | 24    | 24    | 15    | 14  | 17    | 19      | 20     | 16               | 18                  | 19    | 20       |
| Renationalising the railways, so they are run in the public sector rather than by private companies?   |              |            |     |       |            |      |     |         |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| Support  |              | 60         | 42  | 78    | 60         | 70   | 48  | 78      | 68         | 60   | 61     | 49    | 57    | 64    | 64  | 58    | 63      | 52     | 60               | 60                  | 64    | 64       |
| Oppose   |              | 20         | 42  | 6     | 18         | 22   | 37  | 7       | 14         | 26   | 14     | 21    | 16    | 20    | 24  | 24    | 14      | 27     | 22               | 21                  | 15    | 17       |
| Don't know   |              | 20         | 16  | 15    | 22         | 8    | 15  | 15      | 17         | 14   | 25     | 30    | 27    | 16    | 12  | 17    | 22      | 21     | 18               | 19                  | 21    | 20       |
| Introducing higher council tax for homes that are left<br>empty?   |              |            |     |       |            |      |     |         |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| Support  |              | 54         | 50  | 61    | 65         | 56   | 52  | 61      | 60         | 59   | 50     | 49    | 47    | 55    | 62  | 56    | 52      | 61     | 54               | 52                  | 54    | 50       |
| Oppose   |              | 25         | 38  | 19    | 19         | 27   | 34  | 18      | 23         | 24   | 26     | 22    | 27    | 28    | 23  | 27    | 24      | 21     | 28               | 25                  | 23    | 31       |
| Don't know   |              | 20         | 12  | 19    | 16         | 17   | 14  | 21      | 17         | 17   | 24     | 28    | 27    | 18    | 15  | 18    | 24      | 18     | 18               | 22                  | 23    | 19       |



Region

Social Grade

Sample Size: 1905 GB Adults Fieldwork: 8th - 9th May 2014

|  |          |         | oung     | memu       | <b>7</b> 11 |         | 2010 40  | ie         | 06      | iiuci    |         |          | ge       |          | OUCIA    | Orace    |         |                  | itegion             |          |          |
|--|----------|---------|----------|------------|-------------|---------|----------|------------|---------|----------|---------|----------|----------|----------|----------|----------|---------|------------------|---------------------|----------|----------|
|  | 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  | 1905     | 470     | 575      | 129        | 204         | 550     | 446      | 389        | 924     | 981      | 227     | 482      | 652      | 545      | 1086     | 819      | 244     | 619              | 408                 | 469      | 166      |
| Unweighted Sample  |          | 445     | 575      | 105        | 254         | 551     | 468      | 367        | 920     | 985      | 161     | 410      | 742      | 592      | 1238     | 667      | 253     | 578              | 379                 | 446      | 249      |
|  | %        | %       | %        | %          | %           | %       | %        | %          | %       | %        | %       | %        | %        | %        | %        | %        | %       | %                | %                   | %        | %        |
| Do you think each of the following would make a better or      |          |         |          |            |             |         |          |            |         |          |         |          |          |          |          |          |         |                  |                     |          |          |
| worse Labour leader than Ed Miliband?                          |          |         |          |            |             |         |          |            |         |          |         |          |          |          |          |          |         |                  |                     |          |          |
| Ed Balls   | 40       | I -     | 40       | 40         | 40          | ١.,     | 45       | 40         |         | 40       | ١.      | 40       | 40       | •        |          | 40       |         | •                | 40                  | 44       | •        |
| Would make a better leader                                     | 10<br>38 | 7<br>56 | 12<br>33 | 12<br>36   | 12<br>49    | 8<br>54 | 15<br>31 | 10<br>36   | 9<br>47 | 12<br>29 | 8<br>33 | 10<br>33 | 12<br>37 | 9<br>45  | 11<br>42 | 10<br>33 | 9<br>40 | 9<br>39          | 12<br>40            | 11<br>35 | 9        |
| Would make a worse leader<br>Neither                           | 30<br>23 | 17      | 31       | 22         | 49<br>21    | 19      | 30       | 23         | 24      | 29<br>22 | 24      | 23       | 23       | 23       | 22       | 33<br>25 | 27      | 39<br>22         | 19                  | 35<br>25 | 33       |
| Don't know, or don't know enough about this person to say      | 23<br>29 | 20      | 24       | 30         | ∠ı<br>17    |         | 30<br>24 | 23<br>31   | 20      | 37       | 34      | 23<br>35 | 23<br>28 | 23<br>23 | 26       | 33       | 24      | 30               | 29                  | 25<br>28 | 25<br>34 |
| Yvette Cooper  | 29       | 20      | 24       | 30         | 17          | 19      | 24       | 31         | 20      | 31       | 34      | 33       | 20       | 23       | 20       | 33       | 24      | 30               | 29                  | 20       | 34       |
| Would make a better leader                                     | 11       | 13      | 11       | 15         | 10          | 11      | 13       | 10         | 13      | 9        | 12      | 9        | 9        | 13       | 11       | 10       | 10      | 12               | 10                  | 10       | 10       |
| Would make a better leader Would make a worse leader           | 24       | 33      | 22       | 23         | 39          | 36      | 20       | 22         | 31      | 18       | 18      | 22       | 26       | 27       | 25       | 24       | 20      | 24               | 26                  | 24       | 27       |
| Neither  | 19       | 15      | 22       | 19         | 19          | 16      | 26       | 17         | 20      | 18       | 20      | 17       | 20       | 20       | 20       | 18       | 23      | 18               | 17                  | 20       | 20       |
| Don't know, or don't know enough about this person to say      | 46       | 39      | 45       | 43         | 32          | 37      | 42       | 51         | 36      | 55       | 50      | 51       | 45       | 41       | 44       | 49       | 46      | 46               | 47                  | 46       | 44       |
| David Miliband   |          | 1 00    |          |            | -           |         |          | ٠.         |         | 00       |         | ٥.       |          | • • •    |          | .0       |         |                  | ••                  |          | •        |
| Would make a better leader                                     | 36       | 46      | 39       | 40         | 35          | 42      | 37       | 37         | 42      | 30       | 30      | 32       | 38       | 38       | 39       | 31       | 35      | 40               | 34                  | 33       | 34       |
| Would make a worse leader                                      | 13       | 12      | 12       | 13         | 24          | 17      | 13       | 10         | 16      | 10       | 10      | 16       | 10       | 15       | 11       | 15       | 12      | 13               | 16                  | 12       | 10       |
| Neither  | 21       | 18      | 25       | 23         | 21          | 20      | 27       | 21         | 21      | 21       | 22      | 18       | 23       | 20       | 20       | 21       | 25      | 17               | 19                  | 25       | 20       |
| Don't know, or don't know enough about this person to say      | 31       | 23      | 24       | 24         | 19          | 21      | 24       | 32         | 21      | 39       | 39      | 34       | 29       | 27       | 29       | 32       | 28      | 30               | 32                  | 30       | 35       |
| Chuka Umanna   |          | -       |          |            |             | -       |          |            | -       |          | •       |          |          |          | •        |          | •       |                  |                     |          |          |
| Would make a better leader                                     | 9        | 9       | 10       | 7          | 9           | 9       | 9        | 11         | 10      | 7        | 9       | 7        | 8        | 10       | 9        | 8        | 10      | 7                | 9                   | 10       | 6        |
| Would make a worse leader                                      | 17       | 21      | 18       | 18         | 31          | 22      | 18       | 14         | 25      | 9        | 17      | 19       | 17       | 16       | 18       | 16       | 20      | 16               | 17                  | 17       | 20       |
| Neither  | 17       | 15      | 19       | 13         | 17          | 17      | 22       | 12         | 20      | 15       | 21      | 16       | 17       | 16       | 17       | 17       | 21      | 14               | 18                  | 17       | 19       |
| Don't know, or don't know enough about this person to say      | 57       | 55      | 53       | 62         | 43          | 53      | 52       | 63         | 45      | 69       | 53      | 57       | 58       | 58       | 55       | 60       | 49      | 63               | 56                  | 56       | 54       |
| Andy Burnham   |          |         |          |            |             |         |          |            |         |          |         |          |          |          |          |          |         |                  |                     |          |          |
| Would make a better leader                                     | 11       | 10      | 15       | 12         | 11          | 10      | 17       | 14         | 13      | 10       | 4       | 11       | 13       | 13       | 12       | 11       | 8       | 9                | 11                  | 17       | 9        |
| Would make a worse leader                                      | 17       | 23      | 16       | 14         | 29          | 24      | 16       | 15         | 24      | 11       | 14      | 17       | 17       | 19       | 18       | 16       | 20      | 15               | 20                  | 16       | 20       |
| Neither  | 20       | 19      | 24       | 15         | 19          | 20      | 25       | 17         | 22      | 18       | 22      | 19       | 20       | 20       | 20       | 19       | 22      | 19               | 18                  | 21       | 19       |
| Don't know, or don't know enough about this person to say      | 52       | 48      | 45       | 59         | 41          | 47      | 42       | 55         | 41      | 62       | 59      | 53       | 50       | 49       | 50       | 54       | 50      | 57               | 51                  | 46       | 52       |
| Generally speaking, do you think it is a good or bad thing     |          |         |          |            |             |         |          |            |         |          |         |          |          |          |          |          |         |                  |                     |          |          |
| when British based companies are bought by larger              |          |         |          |            |             |         |          |            |         |          |         |          |          |          |          |          |         |                  |                     |          |          |
| foreign companies?   |          |         |          |            |             |         |          |            |         |          |         |          |          |          |          |          |         |                  |                     |          |          |
| A good thing - ownership by bigger companies will bring more   |          | 1       |          |            |             | ı       |          |            | I       |          | I       |          |          |          | I        |          | Ī       |                  |                     |          |          |
| investment and jobs to Britain                                 | 8        | 12      | 10       | 11         | 5           | 11      | 6        | 9          | 10      | 7        | 19      | 10       | 6        | 5        | 8        | 9        | 11      | 8                | 7                   | 9        | 5        |
| A bad thing - ownership by foreign companies will lead to jobs |          |         |          |            |             |         |          |            |         |          |         |          |          |          |          |          |         |                  |                     |          |          |
| and investment being lost here in Britain                      | 64       | 59      | 69       | 65         | 79          | 61      | 75       | 69         | 62      | 67       | 39      | 55       | 70       | 76       | 64       | 64       | 56      | 65               | 67                  | 65       | 63       |
| Neither good nor bad   | 18       | 24      | 14       | 19         | 12          | 23      | 12       | 16         | 21      | 15       | 24      | 18       | 18       | 15       | 19       | 16       | 22      | 18               | 18                  | 16       | 16       |
| Don't know   | 10       | 5       | 7        | 5          | 4           | 6       | 7        | 6          | 8       | 12       | 18      | 18       | 6        | 3        | 8        | 12       | 11      | 8                | 8                   | 11       | 16       |
|  |          |         |          |            |             | •       |          |            | •       |          | •       |          |          |          | •        |          | •       |                  |                     |          |          |

2010 Vote

Gender

Voting intention



Region

Sample Size: 1905 GB Adults Fieldwork: 8th - 9th May 2014

|   | Total          |                | Lab            | Lib<br>Dem     |                |                | Lab            | Lib<br>Dem       |                | Female         |                |                | 40-59          | 60+            | ABC1           | C2DE             | London         | Rest of<br>South | Midlands /<br>Wales | North          | Scotland        |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|----------------|------------------|---------------------|----------------|-----------------|
| Weighted Sample   |                |                | 575            | 129            | 204            | 550            | 446            | 389              | 924            | 981            | 227            | 482            | 652            |                | 1086           | 819              | 244            | 619              | 408                 | 469            | 166             |
| Unweighted Sample   | 1905<br>%      | 445<br>%       | 575<br>%       | 105            | 254            | 551<br>%       | 468<br>%       | 367<br><b>%</b>  | 920            | 985<br>%       | 161<br>%       | 410<br>%       | 742<br>%       | 592<br>%       | 1238           | 667<br>%         | 253<br>%       | 578<br><b>%</b>  | 379<br><b>%</b>     | 446<br>%       | 249<br><b>%</b> |
| Would you support or oppose a change in the law so that takeovers of British based companies are subject to government approval before they are allowed to go ahead?  Support - the government should have the power to approve or block foreign takeovers of British companies  Oppose - it should be a matter for the shareholders of the   | 61             | 59             | 72             | 57             | 69             | 65             | 72             | 64               | 61             | 62             | 38             | 51             | 68             | 73             | 62             | 61               | %<br>59        | 62               | 64                  | 62             | <sup>7</sup> °  |
| company whether they want to accept a bid   | 22             | 30             | 16             | 29             | 23             | 24             | 14             | 24               | 26             | 19             | 36             | 26             | 19             | 18             | 24             | 21               | 25             | 23               | 21                  | 19             | 26              |
| Don't know  | 16             | 10             | 12             | 14             | 8              | 11             | 14             | 12               | 12             | 20             | 26             | 23             | 13             | 9              | 14             | 19               | 16             | 15               | 14                  | 19             | 16              |
| *As you may have seen Pfizer, an American pharmaceutical company, is bidding to buy AstraZeneca, a British-Swedish pharmaceutical company headquartered in London. If the purchase went ahead it would be the biggest pharmaceutical company in the world Do you think the purchase of AstraZeneca by Pfizer should or should not be allowed to go ahead?  Should be allowed Should not be allowed Don't know | 16<br>54<br>30 | 24<br>50<br>27 | 17<br>56<br>28 | 15<br>68<br>17 | 15<br>67<br>18 | 20<br>56<br>25 | 14<br>60<br>26 | 11  <br>61<br>28 | 20<br>54<br>26 | 12<br>54<br>34 | 20<br>37<br>43 | 20<br>40<br>40 | 17<br>57<br>26 | 10<br>70<br>20 | 17<br>55<br>28 | 14  <br>53<br>33 | 18<br>46<br>36 | 16<br>52<br>32   | 15<br>58<br>27      | 16<br>56<br>27 | 15<br>60<br>25  |
| Thinking specifically about this proposed takeover  |                |                |                |                |                |                |                |                  |                |                |                |                |                |                |                |                  |                |                  |                     |                |                 |
| Do you think it would be good or bad for British industry?  |                |                |                |                |                |                |                |                  |                |                |                |                |                |                |                |                  |                |                  |                     |                |                 |
| Good<br>Bad<br>Don't know   | 10<br>58<br>31 | 15<br>53<br>32 | 11<br>61<br>28 | 12<br>69<br>19 | 10<br>73<br>17 | 14<br>59<br>27 | 9<br>65<br>26  | 8<br>63<br>29    | 12<br>61<br>27 | 9<br>55<br>35  | 9<br>45<br>45  | 12<br>45<br>42 | 12<br>61<br>28 | 8<br>72<br>20  | 10<br>58<br>31 | 11<br>58<br>31   | 15<br>51<br>34 | 10<br>56<br>34   | 8<br>59<br>33       | 10<br>63<br>27 | 13<br>61<br>26  |
| Pfizer has offered assurances to the government that is would keep some research and development in the UK and would go ahead with AstraZeneca's planned R&D investment hub in Cambridge  |                |                |                |                |                |                |                |                  |                |                |                |                |                |                |                |                  |                |                  |                     |                |                 |
| Do you think Pfizer would or would not keep to their assurances if they brought AstraZeneca?  Would probably keep to their assurances  Would probably break their assurances  Don't know  | 16<br>60<br>24 | 20<br>60<br>20 | 19<br>62<br>19 | 15<br>70<br>15 | 11<br>75<br>14 | 18<br>63<br>19 | 15<br>67<br>18 | 15<br>64<br>21   | 17<br>63<br>20 | 15<br>57<br>28 | 24<br>36<br>40 | 19<br>47<br>34 | 17<br>64<br>19 | 9<br>77<br>14  | 16<br>61<br>23 | 16<br>58<br>25   | 22<br>54<br>24 | 16<br>60<br>24   | 13<br>63<br>24      | 17<br>60<br>23 | 14<br>61<br>25  |

2010 Vote

Gender

Age

Social Grade

Voting intention



| Fictawork our Jurinay 2014   |        |       | V   | oting i | ntentio    | n    | 2   | 010 Vo | te         | Ge   | nder   |       | A     | ge    |     | 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 | 1905  | 470 | 575     | 129        | 204  | 550 | 446    | 389        | 924  | 981    | 227   | 482   | 652   | 545 | 1086   | 819   | 244    | 619              | 408                 | 469   | 166      |
| Unweighted   | Sample | 1905  | 445 | 575     | 105        | 254  | 551 | 468    | 367        | 920  | 985    | 161   | 410   | 742   | 592 | 1238   | 667   | 253    | 578              | 379                 | 446   | 249      |
|  |        | %     | %   | %       | %          | %    | %   | %      | %          | %    | %      | %     | %     | %     | %   | %      | %     | %      | %                | %                   | %     | %        |
|  | June   | May   |     |         |            |      |     |        |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
|  | 28-29  | 8-9   |     |         |            |      |     |        |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
|  | 2012   | 2014  |     |         |            |      |     |        |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
| Do you think the law should or should not be changed to allow someone to assist in the suicide of                            |        |       |     |         |            |      |     |        |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
| someone suffering from a terminal illness?   |        |       |     |         |            |      |     |        |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
| The law should be changed to make this legal   | 69     | 65    | 68  | 66      | 49         | 75   | 67  | 62     | 66         | 66   | 64     | 62    | 67    | 66    | 63  | 66     | 63    | 66     | 64               | 66                  | 64    | 66       |
| The law should not be changed to make this legal   | 17     | 16    | 19  | 14      | 31         | 15   | 21  | 18     | 16         | 17   | 16     | 13    | 14    | 17    | 18  | 16     | 17    | 15     | 17               | 14                  | 16    | 20       |
| Not sure   | 14     | 19    | 13  | 20      | 20         | 10   | 12  | 21     | 18         | 17   | 20     | 26    | 19    | 17    | 18  | 18     | 20    | 19     | 18               | 20                  | 20    | 14       |
| someone suffering from an painful, incurable but NOT terminal illness?   |        |       | _   |         |            |      | _   |        |            | _    |        | -     |       |       |     | _      |       | _      |                  |                     |       |          |
| The law should be changed to make this legal   | 46     | 41    | 41  | 40      | 37         | 47   | 40  | 38     | 46         | 42   | 40     | 40    | 47    | 41    | 36  | 43     | 38    | 41     | 43               | 40                  | 38    | 43       |
| The law should not be changed to make this legal   | 31     | 32    | 34  | 32      | 38         | 33   | 37  | 34     | 30         | 34   | 30     | 28    | 24    | 35    | 37  | 31     | 33    | 29     | 32               | 31                  | 33    | 34       |
| Not sure   | 23     | 27    | 24  | 28      | 25         | 20   | 23  | 28     | 23         | 24   | 30     | 32    | 30    | 24    | 27  | 26     | 29    | 30     | 25               | 28                  | 29    | 22       |
| Looking back, do you Britain was right or wrong to send troops to Afghanistan?   |        |       |     |         |            |      |     |        |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
| Right to send troops   |        | 21    | 30  | 27      | 24         | 12   | 23  | 28     | 19         | 28   | 15     | 24    | 24    | 23    | 16  | 25     | 16    | 24     | 22               | 20                  | 19    | 25       |
| Wrong to send troops   |        | 60    | 58  | 57      | 57         | 82   | 66  | 56     | 64         | 60   | 61     | 50    | 51    | 60    | 73  | 58     | 64    | 57     | 58               | 61                  | 65    | 58       |
| Don't know   |        | 18    | 13  | 16      | 19         | 6    | 11  | 16     | 18         | 12   | 24     | 26    | 25    | 16    | 12  | 17     | 20    | 19     | 20               | 19                  | 16    | 17       |
| Do you think that British military involvement in Afghanistan and the casualties sustained have or have not been worthwhile? |        |       |     |         |            |      | _   |        |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
| Have been worthwhile   |        | 13    | 17  | 18      | 17         | 8    | 13  | 16     | 12         | 17   | 10     | 18    | 13    | 13    | 12  | 15     | 11    | 14     | 13               | 13                  | 11    | 19       |
| Have not been worthwhile   |        | 70    | 68  | 67      | 66         | 88   | 73  | 69     | 74         | 71   | 68     | 57    | 63    | 71    | 79  | 68     | 72    | 68     | 71               | 69                  | 71    | 63       |
| Don't know   |        | 17    | 14  | 16      | 17         | 4    | 14  | 15     | 14         | 12   | 22     | 25    | 24    | 16    | 9   | 17     | 17    | 17     | 16               | 18                  | 17    | 18       |
| Do you think Britain is right or wrong to withdraw troops from Afghanistan?  |        |       |     |         |            |      |     |        |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
| Right to withdraw troops   |        | 82    | 90  | 81      | 76         | 95   | 90  | 80     | 86         | 83   | 81     | 69    | 73    | 87    | 90  | 81     | 84    | 82     | 85               | 80                  | 82    | 78       |
| Wrong to withdraw troops   |        | 6     | 4   | 7       | 11         | 4    | 5   | 7      | 5          | 8    | 4      | 10    | 8     | 5     | 4   | 7      | 4     | 5      | 5                | 6                   | 6     | 10       |
| Don't know   |        | 12    | 6   | 12      | 12         | 2    | 6   | 12     | 10         | 9    | 15     | 21    | 20    | 8     | 6   | 12     | 12    | 13     | 10               | 14                  | 12    | 12       |
|  |        |       |     |         |            |      |     |        |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |



|   |          | ١        | oting/ | intenti    | on       | 2        | 2010 Vo  | te         | Ge       | nder     |          | Α        | ge       |          | 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   | 1905     | 470      | 575    | 129        | 204      | 550      | 446      | 389        | 924      | 981      | 227      | 482      | 652      | 545      | 1086     | 819      | 244      | 619              | 408                 | 469      | 166      |
| Unweighted Sample   | 1905     | 445      | 575    | 105        | 254      | 551      | 468      | 367        | 920      | 985      | 161      | 410      | 742      | 592      | 1238     | 667      | 253      | 578              | 379                 | 446      | 249      |
|   | %        | %        | %      | %          | %        | %        | %        | %          | %        | %        | %        | %        | %        | %        | %        | %        | %        | %                | %                   | %        | %        |
| And do you think withdrawing Western troops from  |          |          |        |            |          |          |          |            |          |          |          |          |          |          |          |          |          |                  |                     |          |          |
| Afghanistan will increase or decrease the chance of the   |          |          |        |            |          |          |          |            |          |          |          |          |          |          |          |          |          |                  |                     |          |          |
| Taliban returning to power there?   |          |          |        |            |          |          |          |            |          |          |          |          |          |          |          |          | ī        |                  |                     |          |          |
| Increase the chance of the Taliban returning  | 32       | 37       | 35     | 30         | 32       | 34       | 35       | 33         | 39       | 26       | 24       | 28       | 36       | 35       | 36       | 28       | 31       | 33               | 35                  | 27       | 39       |
| Decrease the chance of the Taliban returning  | 2        | 0        | 2      | 7          | 1        | 0        | 3        | 2          | 2        | 2        | 2        | 3        | 2        | 1        | 2        | 2        | 3        | 1                | 0                   | 1        | 5        |
| No difference - the Afghanistan government is strong enough   | 11       | 12       | 15     | 12         | 10       | 10       | 11       | 11         | 12       | 11       | 19       | 11       | 11       | 9        | 12       | 11       | 13       | 11               | 9                   | 13       | 12       |
| to resist the Taliban without Western help  |          |          |        |            |          |          |          |            | '-       |          |          |          |          | -        |          |          |          |                  | _                   |          |          |
| No difference - the Taliban will probably return to power   | 36       | 37       | 33     | 31         | 50       | 43       | 33       | 36         | 35       | 37       | 24       | 27       | 37       | 48       | 34       | 38       | 35       | 38               | 38                  | 33       | 32       |
| whether or not Western troops are there   |          |          |        | -          |          |          |          |            |          |          |          |          |          | _        |          |          |          |                  |                     |          |          |
| Don't know  | 19       | 13       | 15     | 20         | 8        | 13       | 18       | 17         | 13       | 25       | 31       | 31       | 15       | 8        | 17       | 21       | 18       | 17               | 18                  | 25       | 13       |
| This means it is slaughtered by cutting the animal's throat and allowing their blood to drain out. For halal meat sold in the UK the animal is normally stunned first so it does not feel pain. Many British restaurants and stores use halal meat so Muslim customers can shop there  How comfortable or uncomfortable are you eating meat from an animal that was slaughtered using halal methods?  Very comfortable Fairly comfortable | 17<br>21 | 14<br>20 |        | 14<br>29   | 11<br>14 | 13<br>19 | 20<br>21 | 15<br>29   | 20<br>24 | 13<br>19 | 19<br>18 | 21<br>23 | 16<br>22 | 13<br>20 | 17<br>23 | 16<br>19 | 24<br>27 | 13<br>20         | 16<br>19            | 17<br>22 | 17<br>20 |
| TOTAL COMFORTABLE   | 38       | 34       |        | 43         | 25       | 32       | 41       | 44         | 44       | 32       | 37       | 44       | 38       | 33       | 40       | 35       | 51       | 33               | 35                  | 39       | 37       |
| Fairly uncomfortable  | 19       | 23       | 15     | 33         | 17       | 21       | 17       | 21         | 18       | 19       | 24       | 16       | 17       | 22       | 21       | 16       | 19       | 21               | 17                  | 17       | 18       |
| Very uncomfortable  | 30       | 36       |        | 13         | 48       | 40       | 26       | 26         | 26       | 33       | 17       | 27       | 32       | 34       | 28       | 32       | 17       | 33               | 33                  | 30       | 26       |
| TOTAL UNCOMFORTABLE   | 49       | 59       | 40     | 46         | 65       | 61       | 43       | 47         | 44       | 52       | 41       | 43       | 49       | 56       | 49       | 48       | 36       | 54               | 50                  | 47       | 44       |
| Don't know  | 9        | 6        | 9      | 5          | 6        | 6        | 10       | 5          | 8        | 10       | 15       | 8        | 9        | 8        | 8        | 11       | 7        | 8                | 11                  | 10       | 14       |
| Not applicable - I am vegetarian or vegan   | 4        | 1        | 4      | 6          | 3        | 2        | 5        | 4          | 3        | 6        | 6        | 5        | 4        | 3        | 4        | 5        | 6        | 4                | 4                   | 4        | 5        |
| Do you think supermarkets should be required to label products that contain meat from animals slaughtered using halal methods?  |          | •        |        |            |          | _        |          |            | •        |          |          |          |          |          | •        |          | •        |                  |                     |          |          |
| Should be required to label halal meat  | 78       | 84       | 78     | 71         | 87       | 86       | 78       | 80         | 76       | 81       | 64       | 74       | 81       | 84       | 81       | 75       | 76       | 79               | 79                  | 78       | 79       |
| Should not be required to label halal meat  | 13       | 11       | 14     | 22         | 9        | 10       | 12       | 15         | 16       | 10       | 19       | 11       | 13       | 11       | 12       | 14       | 15       | 13               | 12                  | 13       | 12       |
| Don't know  | 9        | 5        | 8      | 7          | 4        | 5        | 9        | 5          | 9        | 9        | 17       | 15       | 6        | 4        | 8        | 11       | 9        | 9                | 9                   | 10       | 10       |



## **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 t                      | o 24 <b>62</b>   | 114       |
| Male 25 to                     | o 39 <b>171</b>  | 240       |
| Male 40 to                     | o 59 <b>374</b>  | 322       |
| Male                           | 60 + <b>313</b>  | 248       |
| Female 18 to                   | o 24 <b>99</b>   | 112       |
| Female 25 to                   | o 39 <b>239</b>  | 242       |
| Female 40 to                   | o 59 <b>368</b>  | 330       |
| Female                         | 60 + <b>279</b>  | 297       |
| Region                         |                  |           |
| North Eng                      | land <b>446</b>  | 469       |
| Midla                          | ands <b>273</b>  | 312       |
| 1                              | East <b>164</b>  | 183       |
| Lor                            | ndon <b>253</b>  | 244       |
| South Eng                      | land <b>414</b>  | 436       |
| W                              | ales <b>106</b>  | 95        |
| Scot                           | land <b>249</b>  | 166       |
| Social Grade                   |                  |           |
|                                | AB <b>721</b>    | 533       |
|                                | C1 <b>517</b>    | 552       |
|                                | C2 <b>273</b>    | 400       |
|                                | DE <b>394</b>    | 419       |
| Newspaper Type                 |                  |           |
| Express /                      | Mail <b>427</b>  | 305       |
| Sun /                          | Star <b>237</b>  | 448       |
| Mirror / Re                    | cord <b>133</b>  | 191       |
| Guardian / Indepen             | dent <b>139</b>  | 86        |
| FT / Times / Telegi            | raph <b>144</b>  | 181       |
| Other Pa                       | aper <b>285</b>  | 219       |
| No Pa                          | aper <b>540</b>  | 476       |
| Political Party Identification |                  |           |
| Lal                            | bour <b>632</b>  | 610       |
| Conserva                       | ative <b>494</b> | 533       |
| Liberal Demo                   | ocrat <b>150</b> | 210       |
| SNP/Plaid Cy                   |                  | 32        |
| Ot                             | hers <b>142</b>  | 44        |
| None                           | / DK <b>427</b>  | 476       |
|                                |                  |           |

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

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

Or visit our website: <code>yougov.co.uk</code>