

YouGov / Sunday Times Survey Results

Sample Size: 1302 GB Adults
Fieldwork: 8th - 9th May 2015

	Vote in 2015				Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	England & Wales
Weighted Sample	1302	450	367	95	154	632	670	155	329	445	371	742	560	167	423	279	320	113	1189
Unweighted Sample	1302	417	380	112	136	635	667	135	310	410	446	773	529	188	460	261	289	104	1198
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Talking to people about the General Election on May 7th, we have found that a lot of people didn't manage to vote. How about you – did you manage to vote in the General Election?

Yes, voted	92	100	100	100	100	92	91	81	91	93	95	93	89	88	91	94	90	95	91
No, did not vote	8	0	0	0	0	8	8	15	9	7	5	6	10	12	8	6	9	5	8
Don't know	1	0	0	0	0	1	0	4	0	0	0	1	1	0	1	0	1	0	1

Which party did you vote for?

Conservative	38	100	0	0	0	37	38	20	38	36	46	41	33	39	49	39	32	11	40
Labour	31	0	100	0	0	28	34	39	35	32	23	29	34	42	20	32	40	25	31
Liberal Democrat	8	0	0	100	0	8	8	10	9	7	8	9	6	6	9	8	7	11	8
Scottish National Party (SNP)	4	0	0	0	0	5	4	10	4	5	2	5	3	0	0	0	0	48	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
United Kingdom Independence Party (UKIP)	13	0	0	0	100	16	10	12	7	15	17	9	18	9	16	14	14	3	14
Green Party	4	0	0	0	0	4	4	7	6	3	2	5	3	3	5	4	4	1	4
British National Party (BNP)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	2	1	3	1	2	1	1	2	2	1	1	3	0	1
Don't know	1	0	0	0	0	0	1	0	0	1	1	0	1	0	0	1	1	1	1

How would you say you feel about the result of the General Election?

Delighted	24	61	1	9	6	27	22	14	22	22	33	28	20	24	29	24	22	16	25
Pleased on balance	21	31	5	20	30	21	21	16	22	22	20	23	18	22	24	21	15	23	21
TOTAL DELIGHTED / PLEASSED	45	92	6	29	36	48	43	30	44	44	53	51	38	46	53	45	37	39	46
No strong feelings either way	9	5	6	9	14	8	9	12	9	9	6	8	10	10	8	10	6	10	8
Disappointed on balance	16	0	25	24	24	14	17	23	15	15	14	13	19	12	13	16	20	19	15
Dismayed	29	1	63	33	26	28	29	28	30	30	25	27	31	30	26	27	34	29	29
TOTAL DISAPPOINTED / DISMAYED	45	1	88	57	50	42	46	51	45	45	39	40	50	42	39	43	54	48	44
Don't know	2	0	0	4	1	2	2	7	2	1	1	1	2	1	1	2	2	3	2

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

Which of the following do you think would make the best leader for the Labour party?

Alan Johnson	10	10	11	12	12	13	7	5	4	10	16	10	9	10	11	8	10	10	10
Harriet Harman	10	12	10	9	10	9	12	9	9	12	10	11	10	9	11	12	11	4	11
Andy Burnham	9	6	12	12	9	10	8	6	5	13	7	8	9	8	5	5	17	10	8
Chuka Umunna	7	6	7	8	3	9	5	10	10	5	5	8	5	9	7	6	5	9	6
Yvette Cooper	6	3	11	9	1	6	5	10	3	4	8	6	5	4	6	5	6	7	6
Dan Jarvis	2	2	3	2	2	3	1	0	2	3	2	2	2	4	1	2	3	3	2
Sadiq Khan	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	0	1	1
David Lammy	1	0	1	0	1	1	0	1	1	0	0	1	0	3	0	0	0	0	1
Rachel Reeves	0	0	0	0	0	0	1	0	1	0	1	0	1	0	0	0	1	0	1
Jon Cruddas	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
None of these	14	18	9	9	20	15	13	9	16	16	13	13	16	18	11	17	13	16	14
Don't know	41	41	34	36	42	33	48	48	48	35	38	40	42	33	47	43	35	40	41

Thinking about the Conservative Party, do you think it should be more or less critical of the European Union, or should it keep its current level of criticism?

Be more critical of the European Union	38	46	22	24	81	41	36	25	26	39	54	32	47	35	40	39	40	30	39
Be less critical of the European Union	23	9	38	41	3	25	21	38	28	18	17	29	14	25	21	20	21	40	21
Keep its current level of criticism	25	39	20	30	7	26	25	18	28	29	23	28	22	30	26	28	23	17	26
Don't know	13	7	20	5	8	8	18	19	18	14	6	11	17	10	13	14	17	13	14

And still thinking about the Conservative Party, do you think it should become more right-wing, move closer to the centre, or maintain its current positions?

Become more right-wing	11	13	6	8	26	13	8	14	9	11	11	11	11	11	11	13	9	9	11
Move closer to the centre	39	21	58	52	28	42	36	46	34	36	43	41	35	40	36	36	40	53	37
Maintain its current position	29	54	10	26	19	28	30	18	30	31	31	32	25	29	34	32	23	20	30
Don't know	21	12	27	14	27	17	26	23	27	22	15	16	29	20	20	20	28	17	22

Thinking about the Labour Party, do you think it should support higher public spending and higher taxes, lower public spending and lower taxes, or stick to its current position?

Support higher public spending and higher taxes	18	7	26	23	11	20	15	22	17	18	16	19	15	16	16	13	18	37	16
Support lower public spending and lower taxes	37	57	18	33	46	43	32	35	32	37	43	39	35	40	37	43	36	27	38
Stick to its current position	23	13	41	26	16	21	25	24	26	23	21	22	25	23	21	23	27	23	23
Don't know	22	23	15	17	27	15	28	19	25	22	20	19	25	21	27	21	19	13	23

And still thinking about the Labour Party, do you think it should become more left-wing, move closer to the centre, or maintain its current positions?

Become more left-wing	22	9	30	28	17	23	20	27	22	21	20	24	19	18	19	18	23	42	20
Move closer to the centre	35	50	25	35	35	44	27	25	29	35	44	38	31	43	35	35	34	25	36
Maintain its current position	20	17	28	22	15	16	23	25	20	19	17	19	20	19	18	25	19	15	20
Don't know	24	24	17	15	34	17	30	22	29	25	19	19	30	20	28	22	24	18	24

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

Which of the following reasons do you think contributed to the rise in SNP support this election the most?

Disillusion with Westminster politics	23	21	25	31	21	29	18	20	23	25	23	26	20	22	19	26	26	24	23
The strength of Nicola Sturgeon as leader	21	24	23	21	15	14	27	25	16	22	23	21	21	21	22	19	23	18	21
Disillusion with the other parties	14	13	14	16	19	13	15	9	17	14	15	15	14	15	15	15	12	18	14
The reaction of the Westminster parties to the referendum results	12	9	16	8	15	15	10	16	12	12	11	13	12	12	11	14	10	19	12
The strength of the SNP campaign	9	11	7	10	9	9	9	11	8	7	11	9	9	8	9	7	10	10	9
Other [See verbatim answers in Tab 1]	7	9	6	8	9	9	6	6	8	8	7	9	5	10	8	10	3	8	7
Don't know	13	12	9	5	12	10	15	13	16	12	10	8	19	11	15	10	15	3	13

Which of the following reasons do you think contributed to Labour's poor performance in the election the most?

Ed Miliband's leadership	33	39	19	39	44	31	34	21	29	36	37	34	31	30	34	39	28	31	33
The rise in the popularity of the SNP	26	23	36	25	25	24	27	32	24	26	25	25	26	28	26	23	26	28	26
The party's policies	12	22	4	10	11	16	9	6	12	11	17	13	11	15	14	7	15	7	13
Media coverage of the party	9	1	20	7	4	11	6	13	9	8	8	9	8	7	8	10	10	9	9
The party's campaign	6	6	5	9	1	7	5	8	8	4	5	7	5	3	5	5	5	15	5
The rise in the popularity of UKIP	5	3	6	7	7	3	6	7	5	5	3	4	6	4	3	7	7	0	5
None of the above	3	1	4	3	1	2	3	3	3	3	2	2	4	5	2	3	3	3	3
Don't know	7	4	6	0	8	4	9	9	11	7	3	5	9	8	8	6	6	7	7

Thinking about the prospects for you and your family, which three or four of the following do you think should be the priorities for the next government? (Please tick up to four options)

Improving the NHS	52	43	65	62	42	46	57	46	50	49	60	52	51	45	53	48	57	53	52
Controlling immigration	39	49	24	26	77	37	41	14	25	44	57	34	46	32	41	41	43	28	40
Keeping the economy growing	37	58	23	46	23	40	34	23	41	40	36	42	30	32	38	39	38	33	37
Making sure benefits only go to those who need them	29	48	17	20	24	27	32	19	29	31	32	30	29	22	32	34	29	23	30
Keeping down the cost of living	27	22	36	25	26	24	30	39	33	25	20	26	29	26	26	31	27	27	28
Reducing the deficit and balancing the budget as soon as possible	23	43	7	26	15	25	21	12	23	24	27	29	16	26	26	24	17	23	23
Increasing taxes on the wealthiest people	21	6	39	24	14	21	21	20	21	21	22	21	22	16	19	23	24	24	21
Holding a referendum on Britain's membership of the EU	21	27	8	10	55	24	18	13	12	21	32	17	26	17	22	21	23	16	21
Raising the minimum wage	16	5	27	9	18	16	16	27	12	19	13	16	17	14	14	20	16	22	16
Cutting taxes for the lowest earners	16	11	22	16	14	18	15	20	15	16	16	16	17	15	18	16	16	13	16
Building more houses	16	13	20	22	12	19	13	21	16	12	18	18	13	26	15	13	13	17	16
Improving schools and education	15	12	18	30	2	13	16	10	21	14	11	18	11	16	16	15	12	16	15
Providing more jobs	12	8	16	16	8	12	12	19	12	12	10	15	8	14	11	11	13	15	12
Expanding free childcare for working parents	7	5	8	9	7	5	9	7	14	4	3	7	6	6	6	6	8	6	7
Reducing tuition fees for students	7	5	9	9	5	7	7	19	6	7	4	8	6	10	5	6	9	6	7
Settling the issue of Scottish independence	6	6	5	6	4	9	3	6	5	6	6	6	6	6	2	6	4	24	4
Cutting crime	5	3	4	6	10	5	5	2	4	4	7	4	6	6	3	6	5	3	5
None of these	1	1	1	0	0	1	1	2	2	0	1	1	1	1	1	0	1	3	1
Don't know	3	1	4	0	2	3	4	8	4	4	1	2	6	5	4	3	3	4	3

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

		May 3-4	May 8-9																	
If there was a referendum on Britain's membership of the European Union, how would you vote?																				
Stay in the EU	45	45	36	64	70	7	47	42	59	55	38	37	54	32	46	44	41	43	58	44
Leave the EU	33	36	43	19	15	84	39	34	23	25	40	48	30	45	34	38	38	36	28	37
Would not vote	3	3	0	3	3	1	1	4	4	2	4	1	2	4	4	2	3	3	1	3
Don't know	18	16	20	14	11	8	12	20	14	18	18	14	14	19	16	15	18	18	13	16
Imagine the British government under David Cameron renegotiated our relationship with Europe and said that Britain's interests were now protected, and David Cameron recommended that Britain remain a member of the European Union on the new terms.																				
How would you then vote in a referendum on the issue?																				
Would vote for Britain to remain in the European Union on the new terms	56	58	61	68	77	18	59	57	65	68	51	55	69	43	61	58	57	55	68	57
Would vote for Britain to leave the European Union	20	24	23	15	9	63	29	19	12	14	29	31	17	33	23	25	22	26	17	24
Would not vote	4	2	0	2	2	1	1	3	2	2	3	1	1	3	2	2	3	2	1	2
Don't know	20	16	16	15	12	18	11	21	21	16	17	13	13	20	15	15	19	17	15	16
		April 27-28	May 8-9																	
Some people support a change in the British voting system to proportional representation, where the number of MPs a party wins more closely reflects the share of the vote they receive. Other people support retaining our present voting system, First Past the Post, which is more likely to give one party an overall majority in the House of Commons and avoid a hung Parliament. Which voting system would you prefer?																				
First past the post, which is more likely to give one party an overall majority	38	32	52	24	26	19	35	30	25	29	34	36	36	28	38	32	31	31	32	33
Proportional representation, where the number of MPs parties win will more closely match their share of the vote	42	47	30	57	62	67	50	45	55	47	45	48	49	46	42	48	46	48	56	47
Don't know	20	20	19	19	13	14	15	25	20	24	21	16	16	26	20	20	23	21	12	21

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

Sept
18-19
2014

May
8-9
2015

Currently central government funding is based on a formula called the "Barnett Formula". This is based on population, but currently means that public spending in Scotland is more per person than in England and Wales.

Do you think the Barnett formula should be kept or abolished?

Should be retained (meaning Scotland would continue to have higher public spending for the time being)

Should be abolished (meaning Scottish public spending would be reduced)

Don't know

17	13	7	17	10	4	16	10	15	14	14	10	14	11	13	6	7	7	68	8
59	64	78	57	69	80	66	63	57	56	63	75	67	60	63	71	69	70	15	69
23	23	15	26	21	16	18	28	28	30	23	14	19	28	24	23	24	23	17	23

Would you support or oppose a change in Parliament so that only English MPs are allowed to vote on English laws?

Support

Oppose

Don't know

69	86	53	68	85	70	67	53	66	72	75	71	65	68	72	67	71	53	70
16	4	27	19	6	18	13	25	15	14	14	16	16	16	11	16	13	39	13
16	11	20	13	9	11	20	23	20	14	11	13	19	16	16	17	16	8	16

Would you support or oppose the formation of a new English Parliament, similar to the Welsh and Northern Ireland assemblies?

Support

Oppose

Don't know

48	53	41	45	57	52	44	42	45	49	51	50	45	49	43	49	48	56	47
21	18	27	34	15	26	17	24	21	21	21	23	19	21	24	22	18	22	21
31	29	32	20	27	22	40	33	34	30	28	27	36	30	33	29	33	22	32

If Scotland's government asks for another referendum within the next five years on whether the country should become independent, should the UK government agree to this request or turn it down?

Agree – it would be anti-democratic to reject such a request

Turn it down – the majority decision in last year's referendum should not be challenged so soon

Don't know

36	29	43	30	36	37	35	39	35	36	35	37	35	43	30	37	36	45	35
52	60	47	65	53	53	50	46	48	51	57	55	47	46	54	53	52	48	52
12	10	11	5	11	10	15	15	16	13	7	8	18	11	16	11	12	7	13

Leaving aside what you think should happen, what do you think WILL happen?

Scotland will hold another referendum on independence in the next five years

Scotland will hold another referendum within 10-15 years

Scotland will not hold a referendum within the next 15 years

Don't know.

45	47	48	43	53	41	49	39	38	46	52	46	44	46	43	48	47	37	46
36	36	36	35	30	41	31	40	35	36	35	38	33	31	35	35	34	56	34
6	7	4	9	4	8	4	10	8	6	3	6	6	9	5	5	6	5	6
13	10	12	13	13	10	16	12	19	11	11	10	17	14	17	12	13	2	14

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

Again, leaving aside what you think should happen, what do you think WILL happen?

Scotland will become independent within five years	21	20	25	15	26	22	21	15	19	25	22	21	22	22	19	24	24	16	22
Scotland will become independent within 10-15 years	33	29	35	26	32	35	31	41	28	33	33	33	32	35	30	30	33	48	31
Scotland will not be independent within the next 15 years	23	29	21	32	20	25	21	21	25	21	24	26	19	22	23	25	21	22	23
Don't know	23	22	19	27	22	18	28	22	28	21	21	20	26	21	28	20	23	14	24

Do you support or oppose Scotland becoming a country independent from the rest of the United Kingdom?

Support Scottish independence	19	30	26	28	15	40	35	26	26	29	33	31	29	32	33	26	29	29	52	28
Oppose Scottish independence	65	51	59	53	69	45	51	51	54	49	48	54	55	45	52	51	55	49	43	52
Don't know	17	19	15	19	15	15	13	24	19	22	20	15	15	23	15	23	16	22	5	20

Economically, do you think England and Wales would be financially better off or worse off if Scotland became independent, or would it make no difference?

Better off	22	35	51	23	29	51	45	26	24	33	35	43	38	32	40	39	33	36	17	37
Worse off	36	20	13	27	22	18	20	20	28	24	19	15	23	16	26	18	21	15	34	19
No difference	25	28	22	34	31	21	25	30	28	27	28	28	25	32	23	24	30	29	36	27
Don't know	16	17	14	16	19	10	10	23	20	17	18	14	15	20	11	19	15	20	13	17

Economically, do you think Scotland would be financially better off or worse off if Scotland became independent, or would it make it difference?

Better off	10	11	5	13	4	10	10	11	17	11	10	9	10	12	8	8	10	7	38	8
Worse off	70	66	80	63	76	70	74	59	61	63	66	71	71	59	70	68	66	67	47	68
No difference	8	9	7	9	7	10	8	11	6	10	8	11	6	13	11	8	9	10	9	9
Don't know	12	14	9	15	13	11	8	19	16	16	16	10	12	17	10	15	15	16	7	15

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 Vote Share May 2015.

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	66	78
Male 25 to 39	152	164
Male 40 to 59	207	220
Male 60 +	209	169
Female 18 to 24	69	77
Female 25 to 39	158	165
Female 40 to 59	203	225
Female 60 +	238	203
Region		
North England	289	320
Midlands	209	214
East	133	125
London	188	167
South England	327	298
Wales	52	65
Scotland	104	113
Social Grade		
AB	398	365
C1	375	378
C2	257	273
DE	272	286
Newspaper Type		
Express / Mail	178	185
Sun / Star	174	262
Mirror / Record	94	115
Guardian / Independent	106	57
FT / Times / Telegraph	138	104
Other Paper	144	150
No Paper	468	430
Vote Share May 2015		
Conservative	417	450
Labour	380	367
Liberal Democrat	112	95
UKIP	136	154
SNP/Plaid Cymru	74	47
Other	66	72
None/ DK	117	117

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

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