

YouGov / Prospect Survey Results

Sample Size: 1740 GB Adults
Fieldwork: 1st - 2nd June 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1740	X	X	X	X	516	411	371	844	896	207	440	595	498	992	748	223	565	372	428	151	
Unweighted Sample	1740	425	499	91	257	557	417	333	800	940	165	365	706	504	1076	664	282	537	319	412	190	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which two or of these groups do you think the Labour Party most wants to help? (Please tick up to three)

Ordinary working people	42	29	74	48	21	28	62	51	41	42	42	39	43	43	44	39	47	36	41	47	42
The poor	31	33	44	28	26	30	41	38	34	28	27	28	29	36	33	27	28	32	28	34	28
Immigrants and non-white Britons	20	31	6	7	49	36	9	10	20	20	18	17	19	26	19	21	24	20	20	21	14
'Traditional' families - married couples with children	18	8	26	23	14	10	24	18	17	18	18	15	19	17	16	19	16	16	19	18	20
Single parent families	18	30	10	21	27	31	9	16	19	17	15	12	18	24	19	16	12	23	22	12	14
Pensioners	15	7	28	15	7	8	25	19	17	14	8	14	17	16	14	17	15	12	14	19	18
The rich	10	7	4	8	17	9	7	9	11	10	9	14	11	8	9	13	11	8	9	12	16
White Britons	3	3	3	3	2	2	3	2	3	3	7	4	2	1	3	2	3	2	2	3	7
None of these	8	10	2	7	8	12	3	4	9	7	4	5	10	9	7	9	10	8	7	6	9
Don't know	17	19	8	18	12	15	10	18	13	20	23	20	15	14	16	18	13	21	18	15	11

And which two or three groups do you think Britain's government SHOULD help the most (Please tick up to three)

Ordinary working people	76	79	80	71	82	80	79	82	74	78	62	68	83	80	77	74	74	73	78	78	76
Pensioners	51	57	46	50	65	62	51	51	49	53	25	40	55	69	49	54	44	53	54	51	50
The poor	49	35	66	52	35	36	60	57	50	48	48	46	52	48	46	53	49	46	54	48	53
'Traditional' families - married couples with children	38	53	29	24	59	56	30	30	40	36	26	30	35	53	38	37	29	40	40	39	33
Single parent families	10	5	14	15	4	5	10	12	9	11	21	14	9	5	11	10	16	12	6	9	13
White Britons	8	9	4	1	18	11	5	6	7	9	9	6	8	9	7	9	6	8	8	9	4
Immigrants and non-white Britons	2	1	3	0	1	0	3	0	2	2	8	3	1	0	3	2	6	1	3	2	1
The rich	1	1	1	0	1	1	1	1	1	0	2	1	1	0	1	0	1	0	1	1	1
None of these	1	2	0	4	0	1	1	1	1	1	2	1	1	1	1	2	4	1	0	1	1
Don't know	5	3	3	6	1	2	4	4	6	5	13	9	3	2	5	5	5	7	4	5	1

Looking back to the last Labour government, from 1997 to 2010, do you think that on balance it changed Britain for the better or worse?

Labour changed Britain a lot for the better	12	0	34	5	3	1	30	9	14	9	15	11	13	9	10	14	15	9	11	13	13
Slightly for the better	19	5	36	32	8	5	33	30	21	17	11	22	21	16	20	17	21	17	20	17	24
TOTAL FOR THE BETTER	31	5	70	37	11	6	63	39	35	26	26	33	34	25	30	31	36	26	31	30	37
Neither better nor worse	11	6	15	17	8	7	16	15	10	13	13	14	12	8	12	11	10	9	10	16	12
Slightly for the worse	15	20	5	17	15	17	7	18	13	17	16	12	14	18	16	13	13	14	14	16	19
Labour changed Britain a lot for the worse	31	62	2	18	60	64	5	19	34	28	20	19	33	45	31	32	28	39	30	26	23
TOTAL FOR THE WORSE	46	82	7	35	75	81	12	37	47	45	36	31	47	63	47	45	41	53	44	42	42
Don't know	12	6	8	10	6	6	10	10	8	16	25	22	7	4	11	13	13	12	14	12	8

Sample Size: 1740 GB Adults
Fieldwork: 1st - 2nd June 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP		Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1740	X	X	X	X	516	411	371	844	896	207	440	595	498	992	748	223	565	372	428	151	
Unweighted Sample	1740	425	499	91	257	557	417	333	800	940	165	365	706	504	1076	664	282	537	319	412	190	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you agree or disagree with these statements about Ed Miliband?

He can be trusted to keep his promises

Strongly agree	5	1	12	1	5	2	14	3	7	4	6	5	5	6	4	7	6	4	4	8	6
Tend to agree	20	8	43	31	9	8	34	28	24	16	20	22	21	18	22	18	23	14	18	25	28
TOTAL AGREE	25	9	55	32	14	10	48	31	31	20	26	27	26	24	26	25	29	18	22	33	34
Tend to disagree	23	30	12	31	23	25	16	28	22	24	19	23	24	24	24	22	23	22	24	23	23
Strongly disagree	24	41	3	15	49	47	8	14	27	21	18	20	25	29	24	25	19	31	24	20	18
TOTAL DISAGREE	47	71	15	46	72	72	24	42	49	45	37	43	49	53	48	47	42	53	48	43	41
Don't know	27	20	29	22	15	18	29	27	20	34	37	31	24	23	26	28	29	28	29	24	25

He hasn't learned the lessons from the mistakes Labour made managing the government's finances when Labour was in government

Strongly agree	26	51	9	12	48	51	11	15	30	23	20	22	24	35	26	27	19	29	29	25	23
Tend to agree	26	29	20	40	26	27	19	33	25	27	22	25	27	27	29	22	25	27	28	24	25
TOTAL AGREE	52	80	29	52	74	78	30	48	55	50	42	47	51	62	55	49	44	56	57	49	48
Tend to disagree	18	7	37	19	7	6	34	20	19	16	15	16	21	15	16	20	22	13	12	24	24
Strongly disagree	8	3	13	4	10	6	12	7	10	5	7	7	7	9	7	8	7	9	8	7	8
TOTAL DISAGREE	26	10	50	23	17	12	46	27	29	21	22	23	28	24	23	28	29	22	20	31	32
Don't know	23	11	22	24	9	10	23	25	16	29	36	30	20	13	22	24	27	23	23	20	20

He doesn't really understand how well-run businesses help Britain's economy to grow

Strongly agree	20	39	3	11	41	40	7	10	23	17	17	17	18	25	21	19	17	23	18	20	17
Tend to agree	26	37	16	36	30	33	18	27	27	24	21	25	26	27	27	23	26	24	26	28	23
TOTAL AGREE	46	76	19	47	71	73	25	37	50	41	38	42	44	52	48	42	43	47	44	48	40
Tend to disagree	19	6	39	14	8	8	34	23	20	17	16	16	22	18	19	18	20	14	18	21	28
Strongly disagree	8	2	16	6	9	4	16	7	10	6	5	7	8	11	7	10	8	9	9	7	8
TOTAL DISAGREE	27	8	55	20	17	12	50	30	30	23	21	23	30	29	26	28	28	23	27	28	36
Don't know	28	16	25	33	12	15	26	32	19	36	42	35	25	19	26	30	30	29	29	25	24

He shares my views about what is good and bad about today's Britain

Strongly agree	6	1	15	1	4	1	15	4	7	4	6	7	5	6	4	8	7	4	6	7	6
Tend to agree	21	4	51	26	8	6	42	28	24	19	23	23	22	19	23	19	24	14	17	30	32
TOTAL AGREE	27	5	66	27	12	7	57	32	31	23	29	30	27	25	27	27	31	18	23	37	38
Tend to disagree	20	25	11	29	20	19	14	28	21	19	22	17	21	20	20	19	18	18	25	19	18
Strongly disagree	28	55	2	21	56	58	6	16	31	25	13	20	31	37	29	27	25	38	26	20	22
TOTAL DISAGREE	48	80	13	50	76	77	20	44	52	44	35	37	52	57	49	46	43	56	51	39	40
Don't know	25	15	22	23	11	16	24	24	17	33	37	34	20	18	24	27	27	26	25	24	23

Sample Size: 1740 GB Adults
Fieldwork: 1st - 2nd June 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1740	X	X	X	X	516	411	371	844	896	207	440	595	498	992	748	223	565	372	428	151
Unweighted Sample	1740	425	499	91	257	557	417	333	800	940	165	365	706	504	1076	664	282	537	319	412	190
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If Britain had a Labour government led by Ed Miliband, do you think he would succeed or fail in his attempts to do each of the following?

Strengthen the Government's finances

Definitely succeed	4	0	10	1	4	0	10	3	6	3	6	5	3	4	4	5	5	3	6	4	5
Probably succeed	19	5	47	15	5	5	38	20	21	16	22	20	20	15	19	19	22	14	18	23	24
TOTAL SUCCEED	23	5	57	16	9	5	48	23	27	19	28	25	23	19	23	24	27	17	24	27	29
Probably fail	28	34	16	44	29	31	21	35	28	28	25	28	29	30	29	27	30	28	28	29	26
Definitely fail	26	52	2	24	50	53	5	19	29	24	16	16	29	37	28	25	22	34	25	21	24
TOTAL FAIL	54	86	18	68	79	84	26	54	57	52	41	44	58	67	57	52	52	62	53	50	50
Not sure	22	9	25	16	12	11	26	24	16	29	31	31	19	15	20	25	20	22	24	23	20

Make the economy grow faster

Definitely succeed	3	0	7	1	5	1	9	1	5	2	5	4	3	3	2	5	5	1	4	4	6
Probably succeed	19	5	46	21	6	6	39	20	22	16	17	20	22	15	19	19	26	14	17	23	22
TOTAL SUCCEED	22	5	53	22	11	7	48	21	27	18	22	24	25	18	21	24	31	15	21	27	28
Probably fail	30	35	19	43	27	29	21	40	30	29	29	28	30	32	32	27	25	32	28	31	30
Definitely fail	25	50	2	16	51	54	6	14	28	23	15	17	26	35	25	25	23	31	26	19	21
TOTAL FAIL	55	85	21	59	78	83	27	54	58	52	44	45	56	67	57	52	48	63	54	50	51
Not sure	23	10	25	18	12	11	26	26	16	30	33	31	20	16	21	25	21	23	26	24	20

Improve the standard of living of people like me

Definitely succeed	6	0	16	1	4	0	16	4	8	4	9	5	5	6	4	8	7	4	5	8	7
Probably succeed	22	8	51	23	5	7	43	25	22	22	24	25	23	17	22	21	26	16	23	26	24
TOTAL SUCCEED	28	8	67	24	9	7	59	29	30	26	33	30	28	23	26	29	33	20	28	34	31
Probably fail	30	40	14	44	32	36	20	34	31	29	25	25	32	34	32	27	31	30	28	31	30
Definitely fail	23	41	3	15	50	45	6	14	25	21	15	16	24	31	23	23	18	29	23	17	20
TOTAL FAIL	53	81	17	59	82	81	26	48	56	50	40	41	56	65	55	50	49	59	51	48	50
Not sure	19	11	15	17	9	11	15	23	15	24	27	28	15	13	19	20	18	21	20	18	18

Reduce the number of immigrants arriving in Britain each year

Definitely succeed	4	0	8	0	5	0	9	3	5	2	7	5	2	4	2	6	4	2	5	4	4
Probably succeed	11	6	22	9	4	5	17	12	10	11	15	12	12	7	11	11	13	8	10	13	15
TOTAL SUCCEED	15	6	30	9	9	5	26	15	15	13	22	17	14	11	13	17	17	10	15	17	19
Probably fail	32	30	35	47	21	26	34	44	33	30	21	28	35	36	34	29	35	29	30	34	37
Definitely fail	32	55	8	28	64	57	13	22	37	27	23	25	34	40	31	32	27	39	33	26	24
TOTAL FAIL	64	85	43	75	85	83	47	66	70	57	44	53	69	76	65	61	62	68	63	60	61
Not sure	22	10	26	15	6	11	27	19	14	29	34	30	17	14	22	22	21	22	22	23	19

Sample Size: 1740 GB Adults
Fieldwork: 1st - 2nd June 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1740	X	X	X	X	516	411	371	844	896	207	440	595	498	992	748	223	565	372	428	151	
Unweighted Sample	1740	425	499	91	257	557	417	333	800	940	165	365	706	504	1076	664	282	537	319	412	190	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ensure that public services such as schools and hospitals are run efficiently

Definitely succeed	7	1	19	2	5	1	17	6	9	4	12	6	6	6	5	9	7	5	6	10	7
Probably succeed	24	8	52	26	12	8	45	30	24	24	21	28	25	20	24	23	28	16	24	30	31
TOTAL SUCCEED	31	9	71	28	17	9	62	36	33	28	33	34	31	26	29	32	35	21	30	40	38
Probably fail	33	45	14	54	39	42	21	38	35	32	25	26	38	38	36	30	29	38	32	30	32
Definitely fail	18	34	2	10	36	37	5	9	20	17	14	14	18	25	19	18	19	21	19	16	16
TOTAL FAIL	51	79	16	64	75	79	26	47	55	49	39	40	56	63	55	48	48	59	51	46	48
Not sure	18	11	13	8	9	12	13	17	12	22	28	25	13	11	16	20	17	20	19	15	14

Increase the number of homes built in Britain each year

Definitely succeed	7	2	15	5	5	3	16	5	9	5	9	8	5	6	6	8	8	6	5	8	7
Probably succeed	33	23	51	47	21	22	43	42	35	31	31	33	36	29	35	30	30	28	37	36	34
TOTAL SUCCEED	40	25	66	52	26	25	59	47	44	36	40	41	41	35	41	38	38	34	42	44	41
Probably fail	26	40	13	20	35	37	15	26	27	26	20	19	29	33	27	26	29	29	25	23	27
Definitely fail	12	20	3	12	25	21	6	6	14	11	8	12	10	15	11	13	13	12	14	10	11
TOTAL FAIL	38	60	16	32	60	58	21	32	41	37	28	31	39	48	38	39	42	41	39	33	38
Not sure	22	15	18	16	14	17	20	21	15	28	32	28	19	16	21	23	20	24	20	23	21

Keep gas and electricity prices as low as possible

Definitely succeed	6	0	16	1	4	1	16	5	8	4	7	6	6	6	4	8	8	4	6	6	9
Probably succeed	23	10	46	32	14	11	41	26	23	24	19	25	25	21	23	24	23	18	22	30	27
TOTAL SUCCEED	29	10	62	33	18	12	57	31	31	28	26	31	31	27	27	32	31	22	28	36	36
Probably fail	34	46	21	45	36	43	22	40	36	32	33	28	36	38	38	29	32	38	35	31	30
Definitely fail	20	33	4	12	39	35	8	14	22	18	16	17	20	24	19	21	21	22	19	17	19
TOTAL FAIL	54	79	25	57	75	78	30	54	58	50	49	45	56	62	57	50	53	60	54	48	49
Not sure	17	11	12	11	7	11	14	15	11	22	26	24	13	12	16	18	16	18	18	16	16

Reduce the number of children growing up in poverty

Definitely succeed	6	2	17	2	4	1	16	6	8	4	4	7	6	7	5	8	8	4	6	9	7
Probably succeed	25	11	51	29	10	10	44	30	25	25	28	27	26	21	26	24	28	21	26	26	31
TOTAL SUCCEED	31	13	68	31	14	11	60	36	33	29	32	34	32	28	31	32	36	25	32	35	38
Probably fail	35	50	17	47	42	47	20	36	38	31	30	26	37	41	37	31	34	36	33	36	30
Definitely fail	15	24	3	11	34	28	6	10	16	15	11	13	16	19	14	17	14	17	15	14	16
TOTAL FAIL	50	74	20	58	76	75	26	46	54	46	41	39	53	60	51	48	48	53	48	50	46
Not sure	19	14	13	10	10	14	15	18	13	24	27	28	15	13	18	19	16	22	19	16	15

Stand up for Britain in its relations with the European Union

Definitely succeed	6	1	14	1	4	1	14	5	8	3	8	8	5	4	4	7	7	3	7	7	7
Probably succeed	21	7	48	23	5	7	41	22	21	20	22	24	21	17	22	19	25	17	18	23	29
TOTAL SUCCEED	27	8	62	24	9	8	55	27	29	23	30	32	26	21	26	26	32	20	25	30	36
Probably fail	25	31	17	36	20	29	21	29	26	24	19	19	28	30	28	21	27	25	24	24	28
Definitely fail	28	49	4	18	63	53	7	19	32	24	19	23	29	35	27	30	21	34	29	26	19
TOTAL FAIL	53	80	21	54	83	82	28	48	58	48	38	42	57	65	55	51	48	59	53	50	47
Not sure	21	11	18	21	7	10	17	24	13	28	32	27	18	14	19	23	20	21	22	19	17

Sample Size: 1740 GB Adults
Fieldwork: 1st - 2nd June 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1740	X	X	X	X	516	411	371	844	896	207	440	595	498	992	748	223	565	372	428	151
Unweighted Sample	1740	425	499	91	257	557	417	333	800	940	165	365	706	504	1076	664	282	537	319	412	190
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Suppose a Labour Government were formed under Ed Miliband after the next election. Which of these three statements comes closest to your view?

I would be delighted	17	1	55	4	3	3	45	16	20	16	14	18	19	17	17	19	21	14	16	20	22
I would be dismayed	48	90	4	45	77	87	16	37	48	48	35	36	48	63	50	45	41	58	46	42	41
I wouldn't mind	35	9	41	51	21	10	39	47	32	37	50	46	33	20	33	36	38	28	37	38	37

Which of these would make the best Prime Minister?

David Cameron	33	91	5	20	35	72	8	22	37	29	32	28	33	38	37	28	33	43	34	24	22
Ed Miliband	23	1	66	10	6	4	56	21	26	21	22	24	25	21	21	27	27	15	23	29	32
Nick Clegg	6	2	4	43	2	1	4	15	6	6	7	7	5	5	7	4	7	6	6	6	3
Don't know	38	7	25	27	57	23	32	42	31	44	39	40	37	35	35	41	34	36	37	40	43

Suppose Labour had elected David Miliband as its leader rather than Ed Miliband. Which of these would make the best Prime Minister?

David Cameron	23	70	2	6	29	57	3	11	28	20	19	19	24	29	25	22	24	30	25	18	14
David Miliband	35	11	71	35	23	13	65	41	39	31	33	36	37	31	36	33	36	29	33	39	45
Nick Clegg	4	2	1	30	2	1	2	8	3	4	4	5	3	4	4	3	5	3	4	4	2
Don't know	38	18	27	30	46	29	29	40	30	45	44	41	36	36	35	43	35	38	38	40	39