

YouGov/Prospect Survey Results

Sample Size: 1552 GB Adults

Fieldwork: 18th - 19th November 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Weighted Sample	1552	384	514	109	485	386	351	754	798	188	396	531	438	885	667	199	504	332	382	135	
Unweighted Sample	1552	394	467	100	528	357	340	756	796	77	422	593	460	1022	530	287	532	279	359	95	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The next few questions concern priorities for Britain. We offer some pairs of policies. Many people will support both options. What we are exploring is which you think matters more in each pair.

Thinking ahead to 2013, which, if either, of these would be better for Britain?

The government doing more to reduce unemployment	60	60	67	69	58	67	63	60	60	52	52	62	67	64	54	60	61	59	57	63
The government doing more to reduce inflation	24	30	20	22	30	23	22	25	24	21	31	22	23	23	26	24	25	22	25	25
Neither	5	3	3	5	5	4	3	7	3	4	5	6	4	4	6	6	4	3	7	5
Not sure	11	6	10	5	7	7	11	9	13	23	12	10	6	9	14	10	10	15	11	8

And which of these would be better for Britain?

Cracking down on "welfare cheats" who claim money dishonestly	39	58	23	26	57	28	26	39	40	30	41	38	43	39	39	39	41	41	36	39
Cracking down on companies that use accounting ploys to avoid paying profits tax in Britain	52	38	68	71	37	65	66	53	51	49	49	55	53	55	49	52	52	48	54	59
Neither	2	2	1	1	2	1	1	2	2	1	2	2	0	2	1	3	2	1	1	2
Not sure	7	3	7	2	3	6	7	7	7	20	8	5	3	4	10	7	5	10	9	0

And which of these would be better for Britain?

The government doing more to increase standards of care in the National Health Service	50	44	58	46	48	57	51	46	54	47	40	51	59	47	53	46	50	52	46	60
The government doing more to increase standards of education in state schools	37	47	30	46	42	32	37	42	32	30	44	36	34	41	32	42	40	31	38	30
Neither	2	2	1	2	3	1	2	2	2	1	3	3	2	2	2	2	1	1	5	3
Not sure	11	7	11	7	8	9	10	10	12	23	12	10	5	9	13	10	9	15	11	8

And which of these would be better for Britain?

Running the railways as a nationalised public service	53	50	62	51	52	60	58	56	51	49	50	54	58	58	48	52	57	48	54	56
Imposing a maximum pay level of £1 million a year	18	16	19	22	15	19	16	17	19	14	21	14	20	15	22	14	17	16	20	23
Neither	13	23	5	12	21	8	10	16	9	5	10	15	14	15	9	20	14	9	9	16
Not sure	16	10	14	15	12	13	16	11	21	32	18	16	8	13	21	14	12	28	17	5

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1552	384	514	109	485	386	351	754	798	188	396	531	438	885	667	199	504	332	382	135
Unweighted Sample	1552	394	467	100	528	357	340	756	796	77	422	593	460	1022	530	287	532	279	359	95
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of these would be better for Britain?

Tougher sentences for criminals	44	61	35	25	63	39	25	44	44	28	45	47	46	43	46	45	45	43	45	40
Tougher regulations on banks and financial institutions	44	30	58	64	29	53	63	44	45	54	41	42	47	46	42	41	43	46	43	54
Neither	3	4	1	6	4	2	4	4	2	1	3	4	3	4	2	6	4	1	3	3
Not sure	8	4	6	5	4	5	8	8	9	17	10	7	4	6	10	8	8	10	8	3

And which of these would be better for Britain?

Reforming the House of Lords so it is wholly elected	20	19	21	26	17	25	23	22	19	21	22	21	18	23	17	16	22	16	22	27
Giving local voters the right to sack their MP between elections if they act improperly	59	63	62	52	65	62	55	60	58	49	54	58	69	59	59	60	58	62	58	59
Neither	8	12	6	13	10	6	9	9	7	8	7	8	9	9	7	10	8	4	9	9
Not sure	13	6	10	10	8	8	13	9	16	23	17	13	4	9	17	15	12	18	10	5

And which of these would be better for Britain?

An end to all immigration	33	36	32	27	37	34	25	31	35	23	30	36	38	29	39	33	29	35	38	31
The UK leaving the European Union	29	39	22	19	42	21	22	31	27	16	27	29	37	29	29	24	33	28	26	33
Neither	26	19	34	49	15	34	41	30	23	34	30	26	20	33	18	33	27	23	22	31
Not sure	11	6	12	5	6	11	12	8	14	27	13	10	5	9	15	10	10	14	14	6

And which of these would be better for Britain?

Reducing the money Britain spends on overseas aid	60	77	47	31	80	51	41	62	57	32	54	65	70	57	63	55	57	63	62	60
Imposing an annual "mansion tax" on properties worth more than £2 million	26	11	37	57	10	35	44	25	27	40	28	22	22	29	22	28	26	23	25	31
Neither	7	7	6	10	6	8	8	7	7	7	7	7	6	8	5	9	8	5	6	7
Not sure	8	4	9	2	4	6	8	6	9	20	11	6	1	6	10	8	9	10	6	2

Round 2

Sample Size: 1627 GB Adults

Fieldwork: 19th - 20th November 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1627	419	538	122	526	405	363	791	836	197	415	556	459	927	700	208	529	348	400	142	
Unweighted Sample	1627	417	490	110	527	369	366	783	844	101	389	596	541	1093	534	219	535	325	369	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking ahead to 2013, which, if either, of these would be better for Britain?

The government doing more to reduce unemployment	45	47	46	41	45	46	44	41	48	52	50	41	42	43	47	39	46	44	47	45
Cracking down on companies that use accounting ploys to avoid paying profits tax in Britain	47	48	47	57	50	47	52	52	43	34	40	52	54	50	43	50	44	51	46	49
Neither	2	2	2	2	2	1	1	3	2	3	2	3	2	3	2	3	4	1	1	2
Not sure	6	4	5	1	3	6	2	5	7	11	7	5	3	4	8	8	7	4	6	3

And which of these would be better for Britain?

The government doing more to increase standards of care in the National Health Service	69	72	70	66	75	69	65	63	74	71	65	67	73	68	70	67	66	74	72	60
Running the railways as a nationalised public service	20	16	22	27	16	22	30	25	16	14	23	21	20	22	19	22	21	19	18	27
Neither	4	7	2	4	6	3	3	6	2	3	4	6	3	5	3	4	6	3	2	5
Not sure	7	4	5	2	4	7	3	5	8	12	8	7	3	5	9	6	7	5	8	8

And which of these would be better for Britain?

Tougher regulations on banks and financial institutions	68	67	74	64	66	73	71	63	73	61	69	67	71	67	68	57	66	72	72	68
Giving local voters the right to sack their MP between elections if they act improperly	22	21	20	30	25	20	21	26	19	22	19	24	24	23	22	33	22	19	21	23
Neither	4	8	2	3	7	2	3	5	3	5	6	4	3	6	2	4	6	6	1	4
Not sure	6	3	4	3	2	5	4	6	6	12	6	5	2	4	8	6	7	2	7	4

And which of these would be better for Britain?

An end to all immigration	34	38	28	20	39	29	25	31	37	21	29	38	40	29	41	27	34	39	34	31
Reducing the money Britain spends on overseas aid	44	52	45	40	53	42	42	45	43	46	45	41	45	44	44	46	44	42	45	44
Neither	17	8	22	37	6	24	29	20	15	27	20	17	12	21	12	21	17	16	17	19
Not sure	5	2	5	4	1	5	4	4	5	7	7	4	2	5	3	5	5	3	4	7

Semi-final

Sample Size: 1691 GB Adults

Fieldwork: 20th - 21st November 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands/Wales	North	Scotland	
Weighted Sample 1691	441	547	117	511	414	394	822	869	205	431	578	477	964	727	216	550	362	416	147	
Unweighted Sample 1691	441	492	106	546	374	400	864	827	93	387	683	528	1131	560	239	569	321	414	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking ahead to 2013, which, if either, of these would be better for Britain?

Tougher regulations on banks and financial institutions	27	23	30	32	23	32	29	25	28	19	28	27	29	27	27	28	23	29	29	26
Cracking down on companies that use accounting ploys to avoid paying profits tax in Britain	61	66	60	66	66	58	64	65	58	66	53	64	63	63	60	56	67	59	59	63
Neither	3	7	1	0	5	1	3	5	2	4	5	3	1	4	3	5	4	3	2	3
Not sure	9	4	8	2	6	9	5	5	12	11	14	6	6	7	11	11	6	9	10	9

And which of these would be better for Britain?

The government doing more to increase standards of care in the National Health Service	34	20	48	53	16	44	52	31	36	37	41	32	28	37	29	40	33	33	32	38
Reducing the money Britain spends on overseas aid	57	76	44	38	79	48	37	60	54	49	43	59	70	53	62	49	57	60	59	54
Neither	3	2	3	5	2	3	6	4	2	5	5	4	1	4	3	4	4	2	3	2
Not sure	6	2	5	4	4	6	4	4	7	9	11	5	1	6	6	6	6	5	6	7

Final

Sample Size: 1808 GB Adults

Fieldwork: 21st - 22nd November 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands/Wales	North	Scotland	
Weighted Sample 1808	435	600	141	574	445	410	879	929	219	461	618	510	1031	777	231	588	387	445	157	
Unweighted Sample 1808	434	569	128	570	418	434	888	920	115	397	769	527	1210	598	157	669	379	418	185	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking ahead to 2013, which, if either, of these would be better for Britain?

Reducing the money Britain spends on overseas aid	36	46	29	17	49	28	21	33	39	26	32	41	39	31	43	42	34	38	36	30
Cracking down on companies that use accounting ploys to avoid paying profits tax in Britain	56	48	65	79	46	64	72	60	53	57	58	54	57	60	51	48	59	56	57	58
Neither	3	2	1	1	2	1	3	4	2	3	5	2	1	3	2	4	3	3	1	4
Not sure	5	3	5	4	3	6	4	4	6	14	6	3	3	6	4	5	4	3	7	8