

YouGov / Sunday Times Survey Results

Fleidwork: 10th - 11th April 2014																T		1				
			١ ١	oting	intentic	on	2	010 Vo	te	Ge	nder		A	ge		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 Samp	ole 2036	498	601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
	Unweighted Samp	ole 2036	460	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention [Excluding Don't knows and Wouldn't votes]																						
	Con	32	100	0	0	0	74	2	11	33	30	29	29	29	37	34	28	30	43	27	24	21
	Lab	38	0	100	0	0	6	84	34	36	40	45	44	37	32	36	40	37	25	40	56	29
	Lib Dem	8	0	0	100	0	1	1	32	7	10	6	9	9	8	10	6	11	10	8	6	6
	Other	22	0	0	0	100	19	13	22	24	20	20	17	25	23	19	26	22	21	24	14	44
Other Parties Voting Intention			•							_		,				•		·				
	UKIP	14	0	0	0	100	18	8	12	16	12	9	7	17	18	11	17	13	18	18	10	3
	SNP / PCY	4	0	0	0	0	1	3	2	4	4	6	5	4	2	3	5	3	1	1	1	32
	Green	2	0	0	0	0	0	1	6	2	2	2	4	2	1	3	2	5	1	2	2	1
	BNP	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0
	Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
	Other	2	0	0	0	0	1	1	1	2	1	2	2	1	1	2	1	0	1	2	1	6
Non Voters																						
	Would Not Vote	7	0	0	0	0 0	2	2 11	4	5	10	14	8	7	4	5	10	4	8	11	6	6
	Don't know	15	0	0	0	0	2 12	11	4 22	5 10	10 20	15	8 18	15	13	14	16	17	16	14	14	15
Do you approve or disapprove of the Gove	Api 9-1 ernment's																					
	Approve 32 Disapprove 54 Don't know 14	55	84 9 7	9 84 7	47 44 9	17 75 9	62 27 12	9 83 8	27 63 10	37 55 8	27 55 18	36 40 24	29 55 16	29 60 11	35 55 10	36 50 13	25 60 14	29 56 15	40 45 15	32 54 15	26 63 11	22 70 8



Fieldwork: 10th - 11th April 2014				intenti																		
							- :	2010 Vo	te	Ge	nder		Ą	je		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	2036	498	601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
Unweighted	Sample		460	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	April	April																				
December 1 de 1 December 1 de 1	3-4	10-11																				
Do you think that David Cameron is doing well or badly as Prime Minister?		_	1				1					ı .					. 1	1 -	_	_		
Very well		5	16	1	11	0	11	2	4	7	4	1	7	4	7	6	4	3	5	7	5	4
Fairly well TOTAL WELL		33 38	73 89	14 15	39 50	28 28	70	13 15	28 32	33 40	34 38	31 32	33 40	32 36	36 43	37 43	28 32	36 39	41 46	31 38	27 32	24 28
Fairly badly		29	9	37	35	38	18	35	39	29	29	37	28	30	27	30	29	30	25	33	30	34
Very badly		25	0	46	12	32	8	45	25	26	25 25	16	22	29	28	21	31	24	23	22	34	33
TOTAL BADLY		54	9	83	47	70	26	80	64	55	54	53	50	59	55	51	60	54	46	55	64	67
Don't know		7	2	2	3	2	3	4	5	4	9	15	9	5	2	6	8	7	8	7	4	6
Do you think Ed Miliband is doing well or badly as leader of the Labour party?			•				•			•		•				•	!					
Very well	4	3	0	10	2	0	1	7	2	3	3	2	5	3	3	3	3	3	2	3	5	1
Fairly well		23	9	50	17	11	10	46	22	22	24	23	22	22	25	21	25	19	18	27	28	22
TOTAL WELL		26	9	60	19	11	11	53	24	25	27	25	27	25	28	24	28	22	20	30	33	23
Fairly badly		35	42	30	41	31	35	31	43	36	35	33	36	38	32	38	31	39	35	33	32	42
Very badly		27	44	5	31	54		9	22	32	22	19	22	27	35	27	27	26	33	24	23	27
TOTAL BADLY Don't know		62 12	86	35	72	85	81	40 8	65	68	57 17	52 23	58 15	65	67	65	58 14	65	68 12	57 14	55	69 7
Do you think that Nick Clegg is doing well or badly as	13	12	l o	6	9	4	°	0	11	I ′	17	23	15	10	0	10	14	13	12	14	11	7
leader of the Liberal Democrats?			_				_			_		-				_		_				
Very well		2	3	1	9	1	2	1	3	3	1	1	3	3	1	3	1	1	2	3	2	2
Fairly well		17	27	11	50	6	22	9	22	15	18	14	18	16	17	18	15	20	21	14	14	11
TOTAL WELL		19	30	12	59	7	24	10	25	18	19	15	21	19	18	21	16	21	23	17	16	13
Fairly badly		31	38 24	30	28 10	22 67	35 33	27 56	33 35	31	31 35	38	31 34	29 42	31 46	34 37	28 43	26 40	29	34	31	42
Very badly TOTAL BADLY		39 70	62	53 83	38	89	68	83	68	44 75	66	28 66	6 5	71	77	71	71	66	36 65	37 71	45 76	40 82
Don't know		11	8	6	3	3		7	6	7	15	19	15	10	6	9	14	13	13	12	9	5
Don't know	70		10	Ü	3	3	0	,	U	'	13	13	10	10	U	1 3	14	13	13	12	3	3
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?																						
Very well	2	3	6	1	11	0	4	1	5	4	2	1	5	2	2	4	1	4	2	3	3	1
Fairly well		29		11	47	20	49	13	29	30	28	26	27	29	32	32	24	29	35	27	24	24
TOTAL WELL		32	67		58	20	53	14	34	34	30	27	32	31	34	36	25	33	37	30	27	25
Fairly badly		33	23	40	30	35	30	34	37	31	35	37	30	34	34	35	31	33	32	38	31	35
Very badly		26	5	45	8	44	12	48	22	29	23	17	25	27	29	21	32	23	21	22	36	32
TOTAL BADLY		59	28	85	38	79	42	82	59	60	58	54	55	61	63	56	63	56	53	60	67	67
Don't know	9	9	4	4	4	1	4	4	7	6	12	20	13	7	3	7	11	11	10	10	6	7



Fieldwork: 10th - 11th April 2014				intentio													1					
	 								te	Ge	nder		Αg	je		Social	Grade			Region		
		Total	Con	Lab	Lib Dem	UKIP		Lab	Lib Dem		Female	18-24	25-39		60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted S	Sample	2036	498	601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
Unweighted S	Sample	2036	460	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	April	April																				
	3-4	10-11																				
Do you think this coalition government is good or bad for people like you?										-								•				
Very good	3	2	6	1	6	1	3	1	2	4	1	3	3	3	1	3	2	2	3	2	2	2
Fairly good	18	18	41	6	39	8	30	6	22	18	17	16	18	16	21	21	13	22	22	14	15	14
TOTAL GOOD	21	20	47	7	45	9	33	7	24	22	18	19	21	19	22	24	15	24	25	16	17	16
Fairly bad	25	25	21	29	19	32	27	28	25	26	25	29	24	27	24	27	24	22	24	28	24	32
Very bad	26	27	5	49	8	40	14	49	22	29	25	16	24	31	30	23	33	24	20	25	37	35
TOTAL BAD	51	52	26	78	27	72	41	77	47	55	50	45	48	58	54	50	57	46	44	53	61	67
Doesn't make much difference either way	22	21	25	13	25	17	23	12	25	19	23	21	22	20	22	22	20	23	22	24	18	15
Don't know	6	6	2	2	3	1	3	3	4	4	8	14	10	4	2	5	8	7	8	6	4	2
Do you think the coalition government is managing the economy well or badly?										-								•				
Very well	7	8	26	2	6	6	19	2	4	12	5	11	8	6	11	10	7	5	11	9	7	7
Fairly well	34	34	66	14	56	32	55	13	38	35	32	30	28	33	40	37	29	38	39	30	28	31
TOTAL WELL	41	42	92	16	62	38	74	15	42	47	37	41	36	39	51	47	36	43	50	39	35	38
Fairly badly	30	29	3	45	28	32	12	43	36	28	30	28	32	33	21	30	27	29	23	33	32	32
Very badly	20	19	2	34	6	27	8	36	15	20	19	14	17	20	22	15	25	17	15	17	26	24
TOTAL BADLY	50	48	5	79	34	59	20	79	51	48	49	42	49	53	43	45	52	46	38	50	58	56
Don't know In your opinion how good or bad is the state of Britain's economy at the moment?	9	10	4	5	5	4	6	6	8	5	14	17	14	7	6	8	12	11	11	11	7	6
Very good	1	2	4	1	5	1	3	1	1	3	1	2	3	1	1	3	1	2	1	3	1	3
Quite good	19	20	51	6	24	15	39	6	16	25	15	18	17	18	26	22	17	22	26	17	16	12
TOTAL GOOD	20	22	55	7	29	16	42	7	17	28	16	20	20	19	27	25	18	24	27	20	17	15
Neither good nor bad	32	32	33	30	37	36	34	28	36	32	33	30	32	32	34	32	33	35	30	38	29	30
Quite bad	30	29	10	44	29	25	16	42	33	25	33	29	29	32	26	30	29	27	27	27	32	34
Very bad	13	13	2	18	4	21	5	20	11	12	13	9	12	15	12	10	16	10	10	10	17	19
TOTAL BAD	43	42	12	62	33	46	21	62	44	37	46	38	41	47	38	40	45	37	37	37 4	49	53
Don't know	4	4	1	2	2	2	3	2	3	4	5	12	7	3	1	4	5	5	5	4	4	3
How do you think the financial situation of your household will change over the next 12 months?																						
Get a lot better	2	2	4	2	0	0	3	2	1	3	1	6	3	1	1	3	1	2	2	4	1	2
Get a little better	16	16	34	8	29	10	25	5	18	22	12	26	20	14	12	20	11	16	18	16	16	15
TOTAL BETTER	18	18	38	10	29	10	28	7	19	25	13	32	23	15	13	23	12	18	20	20	17	17
Stay about the same	40	40	47	38	42	40	45	37	42	40	41	39	38	40	43	43	37	39	42	39	39	44
Get a little worse	26	25	12	33	21	32	19	33	25	20	29	13	20	29	28	22	28	25	24	26	25	23
Get a lot worse	11	11	2	16	6	17	6	17	11	11	11	4	11	12	13	8	15	9	9	12	13	13
TOTAL WORSE	37	36	14	49	27	49	25	50	36	31	40	17	31	41	41	30	43	34	33	38	38	36
Don't know	5	5	1	4	2	2	1	5	4	4	6	11	9	3	3	4	8	8	5	4	5	3



Fieldwork: 10th - 11th April 2014	:: 10th - 11th April 2014																					
	L		٧	oting i	intenti	on	2	2010 Vo	te	Ge	nder		Ą	je		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 S		2036	498	601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
Unweighted S	Sample	2036	460	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
	_	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	April 13 -20 May 2011	April 10-11 2014																				
Below is a list of phrases that might be used to describe or define Britain and what it means to be British. For each one, please indicate how important you think that word or phrase is in defining 'Britishness'. The Monarchy																						
Very important	43	41	61	28	37	57	62	32	34	37	45	35	31	41	52	41	40	41	43	43	42	24
Fairly important	31	31	30	36	31	22	28	32	33	30	32	29	35	32	27	32	30	32	33	29	28	36
TOTAL IMPORTANT	74	72	91	64	68	79	90	64	67	67	77	64	66	73	79	73	70	73	76	72	70	60
Not very important	12	12	4	14	14	10	5	13	15	14	9	13	13	11	10	12	11	12	10	12	11	17
Not at all important	9	12	3	17	17	10	3	18	15	14	9	13	12	13	9	12	12	11	8	12	14	21
TOTAL NOT IMPORTANT	21	24	7	31	31	20	8	31	30	28	18	26	25	24	19	24	23	23	18	24	25	38
Don't know	5	5	2	4	1	2	2	5	3	5	4	10	9	3	1	3	7	5	6	3	5	2
The Common Law			-				-					-				•	•	-				
Very important	31	31	36	28	38	48	36	29	33	35	27	20	21	35	41	33	28	35	31	31	31	24
Fairly important	42	40	45	42	41	32	45	42	37	39	42	43	43	37	41	38	44	36	42	42	39	42
TOTAL IMPORTANT	73	71	81	70	79	80	81	71	70	74	69	63	64	72	82	71	72	71	73	73	70	66
Not very important	15	13	11	16	7	12	12	15	15	12	14	12	14	16	10	15	12	16	12	14	14	11
Not at all important	4	5	2	5	3	3	2	5	5	5	5	7	7	5	2	5	5	3	4	4	5	17
TOTAL NOT IMPORTANT	19	18	13	21	10	15	14	20	20	17	19	19	21	21	12	20	17	19	16	18	19	28
Don't know	8	10	6	10	11	5	6	9	11	8	12	18	15	7	6	9	12	10	11	9	11	7
The House of Commons													4.0			٠.,						
Very important	33	25	36	25	28	22	32	25	25	26	24	22	18	27	31	28	21	27	24	27	25	21
Fairly important	40	44	50	44	48	40	47	44	43	43	45	43	45	43	45	45	43	46	48	41	42	39
TOTAL IMPORTANT	73	69	86	69	76 16	62 24	79	69 16	68 21	69	69 19	65	63 20	70 18	76 17	73	64 20	73 15	72 16	68 21	67	60 23
Not very important	16 6	18 7	2	18 7	5	10	3	8	6	8	5	5	20 7	8	5	6	20 8	7	5	5	19 8	23 15
Not at all important TOTAL NOT IMPORTANT	22	25	12	25	21	34	18	24	27	25	24	24	27	26	22	23	28	22	21	26	27	38
Don't know	5	6	2	25	3	3	3	6	4	6	6	10	10	4	2	4	26 8	5	7	20	7	3
The fact that Britain consists of three countries: England,	3	O	I ²	J	3	3	ı	J	4	J	J	10	10	+	_	ı [→]	J	3	,	J	,	3
Scotland and Wales'																						
Very important	32	32	38	30	42	37	39	31	29	32	33	29	26	33	38	32	33	31	28	39	30	42
Fairly important	35	36	37	37	41	34	37	37	40	36	36	34	36	37	36	38	33	43	37	36	35	23
TOTAL IMPORTANT	67	68	75	67	83	71	76	68	69	68	69	63	62	70	74	70	66	74	65	75	65	65
Not very important	21	19	15	21	13	17	16	20	23	18	19	19	21	18	17	18	20	13	21	16	21	16
Not at all important	8	7	6	7	3	9	5	7	4	8	6	8	6	8	6	7	7	9	6	5	7	15
TOTAL NOT IMPORTANT	29	26	21	28	16	26	21	27	27	26	25	27	27	26	23	25	27	22	27	21	28	31
Don't know	5	6	3	4	1	3	_	5	4	6	5	11	10	4	2	5	8	5	7	4	7	5



Fieldwork: 10th - 11th April 2014																						
			٧	oting i	ntentio	on	2	2010 Vo	te	Ge	nder		A	ge		Social	Grade		r	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	2036	498	601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
Unweighted	Sample	2036	460	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
	-	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	April	April																				
	13 -20	10-11																				
	May	2014																				
	2011	2014																				
Britain's role in the world today	00	0.5		0.4	0.4	00	I 00	00	00	0.4	00	I 00	0.4	07	00	I 00	o= 1	07	00	07	00	00
Very important	26	25	33	24	24	26	33	22	22	21	29	23	21	27	29	26	25	27	23	27	26	23
Fairly important	43	43	49	44	49	43	47	44	44	44	43	38	49	42	42	44	42	42	47	46	40	38
TOTAL IMPORTANT	69	68 19	82	68	73 20	69 18	80	66	66 23	65	72	61 L 24	70	69 20	71 20	70	67 17	69 20	70	73	66	61 21
Not very important	19		14	20			15	20		21	17	21	16			20			19	17	19	
Not at all important TOTAL NOT IMPORTANT	7 26	7 26	2	7 27	5 25	11 29	4	8 28	7 30	8 29	6 23	7 28	5 21	7 27	8 28	6 26	8 25	6 26	5 24	6 23	8 27	15 36
Don't know	26 5	26 5	16	27 5	25	29	19	28	4	29	23	28 1 11	9	27	28	26	2 5 8	26	7	23 4	6	36
The fact that Britain has not been divided by civil war	5	J	4	ວ	1	2	I ²	U	4	U	υ	I ''	Э	4	2	I 4	0	5	,	4	U	3
since the 17th century																						
Very important	33	34	43	32	36	42	46	30	32	33	35	16	25	36	47	33	35	38	34	35	32	30
Fairly important	32	30	32	32	39	25	27	30	31	29	30	41	30	26	29	31	28	26	32	31	30	24
TOTAL IMPORTANT	65	64	75	64	75	67	73	60	63	62	65	57	55	62	76	64	63	64	66	66	62	54
Not very important	20	20	16	21	16	20	19	22	23	20	20	18	24	23	15	21	19	15	21	20	23	19
Not at all important	9	9	5	10	6	8	4	11	9	12	6	13	9	9	6	9	8	12	5	8	7	23
TOTAL NOT IMPORTANT	29	29	21	31	22	28	23	33	32	32	26	31	33	32	21	30	27	27	26	28	30	42
Don't know	6	7	4	6	4	4	4	8	5	6	8	12	12	6	3	6	9	8	8	6	8	4
Pubs			•				•					•				•						
Very important	29	22	25	21	18	30	26	19	16	26	18	27	22	23	19	22	22	28	22	22	23	8
Fairly important	40	40	45	39	45	37	44	37	44	39	41	43	41	39	40	41	39	38	41	46	36	39
TOTAL IMPORTANT	69	62	70	60	63	67	70	56	60	65	59	70	63	62	59	63	61	66	63	68	59	47
Not very important	20	22	18	26	24	19	19	28	26	19	26	14	19	23	28	23	22	21	21	21	26	24
Not at all important	7	11	9	10	11	11	8	11	11	10	11	5	10	12	12	10	11	9	9	8	10	27
TOTAL NOT IMPORTANT	27	33	27	36	35	30	27	39	37	29	37	19	29	35	40	33	33	30	30	29	36	51
Don't know	4	5	2	5	2	2	2	5	3	6	4	10	8	3	2	3	7	5	6	3	6	2
The BBC												l				I						
Very important	32	23	23	28	34	16	20	26	29	27	20	21	24	24	23	26	20	33	21	23	21	23
Fairly important	38	38	38	43	42	32	37	39	41	35	41	48	35	34	41	41	34	31	42	36	39	38
TOTAL IMPORTANT	70	61	61	71	76	48	57	65	70	62	61	69 1 4 4	59	58	64	67	54	64	63	59	60	61
Not very important	17	22	25	16	18	28 21	29	18 11	19 8	19	24 9	14 7	20	25 13	22	20 9	24 15	21 10	20	26 11	20	21
Not at all important TOTAL NOT IMPORTANT	9 26	12 34	11 36	8 24	5 23	49	11 40	29	27	14 33	33	21	12 32	38	12 34	29 29	39	31	11 31	37	13 33	16 37
Don't know	5	5 5	2	4	2	2	2	29 5	4	5	5	10	9	3	2	4	7	5	6	4	33	2
'God Save the Queen'	3	J	_	+	2	_	I ²	J	4	J	3	1 10	Ð	3	_	ı [→]	′	3	U	4	U	4
Very important	35	31	46	20	19	47	49	22	25	29	34	26	26	32	39	30	34	34	32	34	33	14
Fairly important	30	30	36	32	38	25	33	30	28	28	32	31	32	27	32	31	29	26	34	27	31	26
TOTAL IMPORTANT	65	61	82	52	57	72	82	52	53	57	66	57	58	59	71	61	63	60	66	61	64	40
Not very important	17	17	11	24	19	8	10	25	22	18	17	15	20	19	13	19	15	21	16	18	15	22
Not at all important	14	16	5	19	23	18	6	18	22	20	12	17	14	18	15	16	15	13	12	18	14	35
TOTAL NOT IMPORTANT	31	33	16	43	42	26	16	43	44	38	29	32	34	37	28	35	30	34	28	36	29	57
Don't know	5	5	2	5	1	3	2	6	3	6	5	11	8	4	2	4	7	5	6	3	6	2
30111111011	-	-		-		-		-	-		-		-	•	-			-	-	-	-	-



Sample Size: 2036 GB Adults

Fieldwork: 10th - 11th April 2014	1																						rriot ti
·				١	oting/	intenti	on	2	2010 Vo	ote	Ge	nder		Α	ge		Socia	l 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	2036	498	601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
	Unweighted	Sample	2036	460	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
		April 13 -20 May 2011	April 10-11 2014																				
'Land of Hope and Glory'								_											-				
	Very important	30	25	30	20	17	38	34	22	20	22	28	17	16	25	35	23	27	30	26	27	24	9
	Fairly important	30	30	39	29	33	28	35	27	29	28	32	30	32	29	29	29	32	24	35	30	32	18
	TOTAL IMPORTANT	60	55	69	49	50	66	69	49	49	50	60	47	48	54	64	52	59	54	61	57	56	27
	Not very important	21	22	20	25	27	15	19	25	26	24	21	27	24	22	20	24	20	24	21	23	20	29
	Not at all important	12	17	9	19	20	16	9	21	20	21	13	14	17	20	15	20	14	15	13	16	16	41
	TOTAL NOT IMPORTANT	33	39	29	44	47	31	28	46	46	45	34	41	41	42	35	44	34	39	34	39	36	70
The battles of Trafalgar and Wat	Don't know terloo	6	6	2	6	3	3	2	6	4	5	6	11	11	4	1	5	7	7	6	4	8	3
	Very important	26	19	24	14	20	33	27	15	13	20	18	12	14	21	25	18	21	22	18	22	19	12
	Fairly important	35	33	38	34	35	30	36	36	31	31	35	26	35	31	37	33	34	26	36	35	33	25
	TOTAL IMPORTANT	61	52	62	48	55	63	63	51	44	51	53	38	49	52	62	51	55	48	54	57	52	37
	Not very important	23	27	27	30	23	22	25	25	35	27	27	35	26	27	25	28	26	26	28	24	28	28
	Not at all important	10	14	8	16	19	11	8	17	17	15	12	13	14	16	10	16	11	17	10	13	11	31
	TOTAL NOT IMPORTANT	33	41	35	46	42	33	33	42	52	42	39	48	40	43	35	44	37	43	38	37	39	59
British people's 'stiff upper lip'	Don't know	6	7	4	6	4	4	4	7	4	6	8	13	12	5	3	6	9	8	7	7	8	4
	Very important		13	15	13	12	21	18	13	9	14	13	17	12	13	13	13	13	16	12	14	15	6
	Fairly important		31	42	26	24	31	37	28	28	30	31	27	31	29	34	31	31	31	34	34	27	23
	TOTAL IMPORTANT		44	57	39	36	52	55	41	37	44	44	44	43	42	47	44	44	47	46	48	42	29
	Not very important		32	30	34	39	29	33	31	40	30	34	29	28	35	34	33	31	31	33	31	32	34
	Not at all important		18	10	21	23	17	10	21	20	20	16	16	18	19	16	19	16	15	14	17	18	34
	TOTAL NOT IMPORTANT		50	40	55	62	46	43	52	60	50	50	45	46	54	50	52	47	46	47	48	50	68
	Don't know		6	3	6	1	3	2	7	4	6	6	11	11	4	2	4	8	7	7	4	7	3



Fieldwork: 10th - 11th April 2014																					
		٧	oting	intenti	on	2	2010 Vo	te	Ge	nder		Ą	ge		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 Sampl	2036	498	601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
Unweighted Sample	2036	460	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
April 13 -20 May 2011	April 10-11 2014																				
And again, please indicate how important you think the following words or phrases are in defining 'Britishness'.																					
William Shakespeare																					
Very important 32	30	34	29	31	33	35	27	29	26	34	30	32	27	32	31	29	46	29	29	29	16
Fairly important 41	43	47	45	51	38	44	42	50	44	42	44	41	43	43	45	39	37	44	48	43	34
TOTAL IMPORTANT 73	73	81	74	82	71	79	69	79	70	76	74	73	70	75	76	68	83	73	77	72	50
Not very important 16	15	14	14	12	17	14	16	12	15	14	11	12	17	16	13	16	6	16	14	15	24
Not at all important 6	7	3	7	4	10	4	9	6	9	5	6	6	9	7	6	8	3	5	6	8	24
TOTAL NOT IMPORTANT 22	22	17	21	16	27	18	25	18	24	19	17	18	26	23	19	24	9	21	20	23	48
Don't know 5	5	2	5	2	2	2	6	3	6	5	10	9	4	2	4	7	7	6	4	5	3
Our weather		1									1						1				
Very important 26	19	19	20	22	18	20	19	21	16	22	28	19	19	18	21	18	21	18	23	19	14
Fairly important 41	42	47	43	44	43	45	37	46	41	43	41	41	41	45	43	41	43	41	37	44	49
TOTAL IMPORTANT 67	61	66	63	66	61	65	56	67	57	65	69	60	60	63	64	59	64	59	60	63	63
Not very important 22	24	23 7	24	21	23	26 7	26	22 9	25	22 7	13	20	27	27	24	23	22	26	26	21	18
Not at all important 7 TOTAL NOT IMPORTANT 29	10 34	30	9 33	11 32	15 38	33	12 38	31	12		9 22	10 30	10 37	8 35	9 33	10	7 29	9 35	9 35	10 31	16
Don't know 4	5	30	4	3Z 1	2	3	6	3	37	29 5	10	9	3	2	4	33	29 7	5	4	6	34 2
Driving on the left	3	3	4	'	2	3	O	3	3	5	10	Э	3	2	4	,	,	5	4	O	2
Very important 28	24	26	24	19	36	31	21	20	22	26	25	19	23	30	23	26	21	25	30	24	12
Fairly important 34	35	37	35	34	31	35	34	35	31	38	37	33	36	33	36	33	31	37	32	36	36
TOTAL IMPORTANT 62	59	63	59	53	67	66	55	55	53	64	62	52	59	63	59	59	52	62	62	60	48
Not very important 24	24	22	25	32	23	23	24	28	26	22	15	26	24	25	25	23	23	22	25	23	31
Not at all important 9	11	10	11	14	9	7	13	13	14	9	14	10	12	10	13	9	16	9	9	12	19
TOTAL NOT IMPORTANT 33	35	32	36	46	32	30	37	41	40	31	29	36	36	35	38	32	39	31	34	35	50
Don't know 5	6	4	6	1	2	3	7	3	7	5	10	12	4	1	4	8	9	6	4	6	2



Fieldwork: 10th - 11th April 2014																					
			/oting	ntenti	on	- 2	2010 Vo	te	Gei	nder		Ą	ge		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 Sam	ple 2036	498	601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
Unweighted San		_	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Ap	ril																				
13	Apri																				
Ma	10-1																				
20	2014																				
The fact that British citizens don't have to carry identity cards																					
Very important 2	7 29	32	31	24	32	36	25	26	30	28	26	26	28	33	28	30	31	26	38	26	22
Fairly important 2	8 27	27	26	39	23	24	29	28	25	28	28	21	31	26	27	27	23	27	26	27	31
TOTAL IMPORTANT 5	5 56	59	57	63	55	60	54	54	55	56	54	47	59	59	55	57	54	53	64	53	53
Not very important 2	7 26	29	25	22	26	27	25	30	25	27	22	29	25	27	27	25	26	29	22	26	27
Not at all important 1	3 12	9	12	15	16	10	14	13	14	10	12	13	12	12	14	11	13	11	10	15	17
TOTAL NOT IMPORTANT 4	0 38	38	37	37	42	37	39	43	39	37	34	42	37	39	41	36	39	40	32	41	44
Don't know 5	6	3	6	1	3	3	7	4	6	7	12	11	4	2	5	8	6	8	4	6	3
Double-decker buses		_													_	_					
Very important 2	2 20	22	20	20	24	24	19	17	18	23	21	18	19	23	18	23	30	21	21	19	8
Fairly important 3		40	33	40	29	36	34	37	31	38	34	36	34	34	37	31	38	37	36	31	29
TOTAL IMPORTANT 5	7 55	62	53	60	53	60	53	54	49	61	55	54	53	57	55	54	68	58	57	50	37
Not very important 2	g 27	27	29	28	27	27	27	28	29	25	23	24	30	28	27	26	18	26	26	31	31
Not at all important 1		9	13	11	18	9	14	16	16	10	12	14	13	13	13	13	7	11	14	13	31
TOTAL NOT IMPORTANT 3		36	42	39	45	36	41	44	45	35	35	38	43	41	40	39	25	37	40	44	62
Don't know 4 Red telephone boxes	5	3	5	1	2	3	6	3	5	5	10	9	3	2	4	6	8	6	3	5	1
Very important 2	6 22	22	22	19	31	24	21	18	18	26	27	21	20	23	20	25	30	20	28	20	10
Fairly important 3	4 33	40	32	31	26	37	30	36	33	34	32	34	34	32	33	34	36	36	34	30	27
TOTAL IMPORTANT 6	0 55	62	54	50	57	61	51	54	51	60	59	55	54	55	53	59	66	56	62	50	37
Not very important 2	6 28	29	31	34	27	28	31	28	29	27	26	26	29	30	30	25	20	29	23	31	40
Not at all important 1	1 12	9	11	15	14	10	12	15	15	9	4	11	13	15	13	11	9	10	13	12	21
TOTAL NOT IMPORTANT 3	7 40	38	42	49	41	38	43	43	44	36	30	37	42	45	43	36	29	39	36	43	61
Don't know	3 4	1	5	1	1	2	6	3	5	4	10	8	3	1	3	6	6	5	2	6	2
The fact that Britain once had a great Empire																					
Very important 2		28	23	20	28	28	20	14	21	25	27	22	21	24	22	24	28	23	22	25	11
Fairly important 3		37	25	34	31	36	27	31	29	33	37	33	29	30	31	31	26	30	35	31	34
TOTAL IMPORTANT 5		65	48	54	59	64	47	45	50	58	64	55	50	54	53	55	54	53	57	56	45
Not very important 2		24	29	33	23	24	26	36	25	26	13	25	29	27	28	23	23	26	28	23	28
Not at all important 1		9	18	13	15	10	20	15	18	12	11	10	17	18	15	14	16	13	12	15	25
TOTAL NOT IMPORTANT 3		33	47	46	38	34	46	51	43	38	24	35	46	45	43	37	39	39	40	38 5	53
Don't know 6	5 5	2	5	1	2	2	6	4	6	5	11	10	4	1	4	7	7	7	3	5	2
The Church of England	0 49	19	15	18	28	23	16	13	13	22	14	15	16	24	15	21	20	18	19	19	7
Very important 2		38	33	37	28 28	38	30	33	27	38	34	29	33	24 35	15 33	32	20 28	35	37	31	7 24
Fairly important 3 TOTAL IMPORTANT 5		57	48	55	56	61	46	46	40	60	48	44	49	59	48	53	48	53	56	50	31
Not very important 2		22	27	17	24	24	26	28	27	22	22	25	26	23	27	21	24	24	24	25	25
Not very important 2 Not at all important 1		17	20	27	18	13	22	23	27	13	21	22	21	23 16	20	19	19	2 4 17	16	19	41
TOTAL NOT IMPORTANT 4		39	47	44	42	37	48	51	54	35	43	47	47	39	47	40	43	41	40	44	66
Don't know		1 4	6	1	2	37	6	4	7	5	10	10	4	2	4	7	10	6	4	6	3
DOIT KNOW C		1 -	U	'	~	5	U	-	ı '	3	10	10	-	_	ı ¬	′	10	U	-	U	5



Fieldwork: 10th - 11th April 2014	ı																					
			٧	oting i	ntentio	on	2	2010 Vo	te	Ge	nder		Αį	ge		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		498	601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
Unweighted	Sample	2036	460	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	April	April																				
	13 -20	10-11																				
	May	2014																				
Orielant	2011																					
Cricket Very important	21	15	16	13	12	21	19	14	13	15	14	16	11	15	16	15	14	16	16	18	13	3
Fairly important	35	34	38	36	40	30	37	29	35	32	35	38	35	32	33	35	31	34	36	31	36	23
TOTAL IMPORTANT	56	49	54	49	52	51	56	43	48	47	49	54	46	47	49	50	45	50	52	49	49	26
Not very important	24	29	30	27	27	26	30	29	27	28	29	19	28	29	32	29	28	29	29	29	27	29
Not at all important	16	18	12	20	20	22	11	22	22	19	17	17	15	20	18	17	19	12	13	18	18	43
TOTAL NOT IMPORTANT	40	47	42	47	47	48	41	51	49	47	46	36	43	49	50	46	47	41	42	47	45	72
Don't know	5	5	3	5	1	1	3	6	3	6	5	9	10	4	1	4	8	9	6	4	5	2
The quality of Britain's restaurants			-				-			<u>.</u>		<u>.</u>				<u>.</u>						
Very important	12	14	15	13	15	19	17	13	10	12	15	14	12	13	15	12	15	14	13	15	15	8
Fairly important	36	35	40	36	35	30	37	36	38	34	37	30	31	34	43	36	35	30	39	37	33	31
TOTAL IMPORTANT	48	49	55	49	50	49	54	49	48	46	52	44	43	47	58	48	50	44	52	52	48	39
Not very important	34	33	30	33	37	34	33	31	37	32	33	29	33	36	30	35	30	35	30	35	33	31
Not at all important	13	13	11	13	13	15	9	14	12	17	10	15	15	13	11	13	13	13	12	9	14	26
TOTAL NOT IMPORTANT	47	46	41	46	50	49	42	45	49	49	43	44	48	49	41	48	43	48	42	44	47	57
Don't know	6	6	3	6	1	2	3	6	4	6	5	12	8	4	2	5	7	8	6	4	5	4
The motorway network Very important	11	16	18	18	22	14	18	18	14	16	16	9	11	16	24	16	17	14	15	20	18	10
Fairly important	14 30	31	36	32	23 26	36	37	32	28	30	16 33	25	26	32	38	29	35	24	35	28	34	31
TOTAL IMPORTANT	44	47	54	50	49	50	55	50	42	46	49	34	37	48	62	45	52	38	50	48	52	41
Not very important	35	32	31	29	30	32	33	28	37	30	34	34	38	32	25	35	28	35	31	36	27	34
Not at all important	16	14	12	15	20	16	9	15	17	17	11	19	14	15	11	16	12	17	12	11	16	22
TOTAL NOT IMPORTANT	51	46	43	44	50	48	42	43	54	47	45	53	52	47	36	51	40	52	43	47	43	56
Don't know	6	6	4	6	1	2	4	7	4	6	6	13	10	4	2	5	8	9	7	5	6	3
Britain's membership of the European Union			-				-			<u>.</u>		<u>.</u>				<u>.</u>	Į.					
Very important	8	12	6	22	18	3	7	20	12	13	12	15	13	10	13	14	10	11	10	13	14	17
Fairly important	21	25	25	30	38	9	21	28	30	24	26	23	30	24	22	28	20	32	24	24	23	26
TOTAL IMPORTANT	29	37	31	52	56	12	28	48	42	37	38	38	43	34	35	42	30	43	34	37	37	43
Not very important	30	28	35	23	22	17	31	24	31	26	29	26	28	30	26	28	28	24	28	33	25	29
Not at all important	35	28	30	18	20	69	37	21	21	30	25	19	17	31	37	24	32	24	31	26	30	21
TOTAL NOT IMPORTANT	65	56	65	41	42	86	68	45	52	56	54	45	45	61	63	52	60	48	59	59	55	50
Don't know	6	8	4	6	3	2	4	7	6	6	9	16	13	5	3	6	10	10	8	4	9	6
Warm British beer	ρ	7	I 7	7	10	9	6	7	5	8	6	6	7	8	5	6	8	12	6	9	5	3
Very important Fairly important	8 20	17	18	, 15	15	9 16	19	, 15	ວ 15	16	о 17	20	7 19	o 16	5 13	19	o 14	20	20	9 15	13	ა 12
TOTAL IMPORTANT	28	24	25	22	25	25	25	22	20	24	23	26	26	24	18	25	22	32	26	24	18	15
Not very important	37	41	46	41	40	41	48	40	42	39	43	39	39	42	43	41	41	34	43	41	43	38
Not at all important	28	29	24	30	33	31	23	31	32	30	28	22	24	29	35	28	29	25	22	31	32	44
TOTAL NOT IMPORTANT	65	70	70	71	73	72	71	71	74	69	71	61	63	71	78	69	70	59	65	72	75	82
Don't know	6	7	4	6	2	3	4	7	5	7	7	13	12	4	4	5	9	9	8	5	7	3
			•				•			•		•				•	-	-				



		٧	oting	intenti	on	2	2010 Vo	te	Ge	nder		Αç	ge		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	2036	498	601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
Unweighted Sample	2036	460	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below is a list of prominent British people. We would like you to pick the TEN that you think best reflect Britain today.

The Queen	63	83	53	60	74	79	54	57	59	67	49	53	63	78	63	64	57	68	67	61	55
Prince William	57	70	47	49	63	70	49	47	48	65	46	50	58	67	52	63	48	62	58	56	48
Richard Branson	45	56	41	46	48	53	44	42	45	44	31	37	49	51	43	46	42	47	45	45	39
Prince Harry	42	48	38	35	51	49	38	33	35	48	40	35	42	49	36	50	40	44	43	44	28
The Duchess of Cambridge	41	51	34	35	48	49	37	34	35	47	41	37	39	49	38	45	38	47	41	39	32
David Beckham	39	44	41	31	38	43	40	33	37	41	37	38	39	40	38	40	44	37	40	44	23
Stephen Hawking	37	37	40	49	29	35	36	42	39	35	32	34	37	41	37	36	35	35	38	38	40
Stephen Fry	36	36	35	50	35	30	34	48	40	32	44	43	35	27	39	31	35	38	38	32	31
Judi Dench	35	37	35	43	35	39	36	41	30	40	18	27	35	50	35	36	36	40	39	27	27
JK Rowling	32	30	39	44	23	30	33	35	32	32	46	33	32	26	36	27	28	30	35	33	37
Boris Johnson	30	53	17	32	36	46	15	27	32	28	31	25	30	34	33	26	35	35	30	25	21
Mo Farah	30	28	36	29	28	26	35	33	30	30	30	35	27	29	35	23	35	30	30	30	21
Helen Mirren	26	25	27	28	32	25	27	28	23	29	20	21	28	32	25	28	24	27	24	28	28
Andy Murray	26	27	26	34	22	23	27	30	26	25	22	27	23	29	28	23	20	27	21	24	47
Alan Sugar	25	27	23	16	31	28	26	23	22	28	18	20	28	29	25	25	24	29	26	21	21
Jessica Ennis	23	22	26	25	17	23	24	24	22	25	29	25	21	22	24	22	20	23	23	26	22
Joanna Lumley	22	21	20	24	29	23	23	26	20	23	6	18	22	31	20	24	20	25	19	22	15
David Cameron	20	48	9	21	13	35	9	15	22	19	24	18	18	24	22	18	15	23	20	21	20
Nigel Farage	16	14	10	9	60	22	13	14	20	12	11	7	17	25	14	19	13	18	19	16	9
Benedict Cumberbatch	14	15	16	19	10	12	14	21	15	13	22	19	14	7	17	10	14	15	16	13	12



		V	oting	intenti	on	2	2010 Vo	te	Ge	nder		Ag	je		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	2036	498	601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
Unweighted Sample	2036	460	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
	%	%	%	%	%	%	%	%	. %	%	%	%	%	%	%	%	%	%	%	%	%
Adele	12	8	16	10	8	9	15	12	12	12	17	16	13	5	13	11	17	11	12	11	13
Tom Jones	12	11	12	12	11	11	11	13	11	13	10	9	15	12	12	13	15	11	17	8	12
David Tennant	12	8	15	15	10	7	14	15	12	12	12	12	13	10	13	11	9	11	13	10	19
Tim Berners Lee	12	15	13	18	9	13	11	18	16	9	7	11	14	13	16	7	16	14	10	9	14
Tanni Grey Thompson	11	12	13	15	8	13	14	12	11	11	2	8	12	16	11	11	12	11	13	10	8
Emma Watson	9	10	10	6	7	9	7	9	11	8	28	12	6	3	11	7	6	9	11	9	10
Ray Winston	9	8	8	5	14	10	10	6	11	7	3	6	12	10	9	9	11	9	9	8	7
Mick Jagger	9	6	10	11	13	8	12	8	10	9	4	6	12	11	9	10	10	8	11	7	13
Dawn French	9	6	11	6	12	8	10	12	8	10	7	10	10	8	9	8	8	9	10	9	7
Doreen Lawrence	9	5	13	12	6	6	12	11	7	10	4	6	7	14	11	5	11	10	7	7	8
Ed Miliband	8	2	20	5	3	2	19	6	9	7	5	6	7	12	7	10	8	7	8	9	8
Hugh Grant	8	8	9	6	8	7	9	7	8	8	12	8	8	5	8	7	8	7	11	7	4
Eddie Izzard	8	4	12	9	4	4	10	15	8	7	7	8	10	5	9	5	11	8	7	7	6
Richard Dawkins	8	6	9	13	6	6	7	11	10	5	10	11	6	6	10	4	8	7	9	6	11
ldris Elba	7	7	8	6	9	7	6	11	7	8	6	10	8	4	9	6	17	7	8	5	4
Ellie Simmonds	7	5	9	13	8	7	8	10	6	7	7	6	5	9	8	5	8	5	10	6	5
Kate Winslet	6	3	8	8	7	4	8	7	6	6	7	10	6	2	8	4	6	5	8	5	7
Shami Chakrabarti	6	5	7	9	3	5	6	10	7	5	2	6	6	8	7	4	10	5	5	5	5
Catherine Jenkins	5	5	5	5	6	5	4	5	6	4	5	3	4	8	4	6	1	5	7	5	3
Kate Moss	5	3	7	5	3	3	7	4	4	6	7	9	4	2	6	4	9	4	6	4	4
John Sentamu	5	6	4	9	4	6	4	6	5	5	3	3	5	8	6	3	4	5	4	7	3
Alex Salmond	4	2	3	2	5	2	5	3	4	3	3	3	4	4	4	3	3	2	3	3	17
Emeli Sandé	3	1	3	2	3	2	4	3	3	3	9	5	2	1	4	2	2	3	2	3	12
Tinie Tempah	3	3	5	1	1	3	5	2	4	2	5	6	3	1	4	3	5	3	2	4	4
Katie Price	3	1	3	3	2	2	3	3	3	3	3	5	4	1	3	3	3	3	2	4	5
Stelios Haji-Ioannou	2	3	2	3	1	2	3	3	2	2	2	2	2	3	3	1	3	2	2	2	3
Tracy Emin	2	2	3	6	3	2	3	5	2	3	1	2	3	2	3	1	5	2	2	2	2
Mishal Husain	2	1	1	4	0	1	2	2	2	1	1	2	2	2	2	1	3	1	1	2	2
Salman Rushdie	2	2	3	2	1	2	2	2	3	1	0	5	1	2	3	2	4	1	1	3	4
Mary Portas	2	1	3	8	1	1	3	4	1	3	1	2	4	2	2	3	2	2	2	3	2
Don't know	9	2	8	3	5	5	9	7	10	8	16	12	9	4	7	12	7	8	8	10	16



		٧	oting/	intenti	on	2	2010 Vo	te	Ge	nder		Ą	ge		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	2036	498	601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
Unweighted Sample	2036	460	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
-	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As you may remember in 2009 there was a scandal over MPs expenses

Do you think MPs these days are less likely to abuse their expenses than in 2009, more likely, or is there no real difference?

MPs these days are less likely to abuse their expenses than than in 2009	32	50	30	45	20	37	27	35	36	28	35	39	31	25	38	23	40	33	26	30	30
MPs these days are more likely to abuse their expenses than than in 2009	15	6	18	11	24	11	18	12	14	15	15	12	15	16	12	18	9	12	17	17	19
No real difference	49	42	50	39	55	50	50	49	46	52	37	41	52	56	46	52	41	50	54	47	49
Don't know	5	2	3	4	0	2	4	4	4	6	13	7	2	3	4	6	9	5	2	6	1

And thinking about the system of policing MPs expenses, do you think it is now more effective than in 2009, less effective, or is there no real difference?

iodito, or io inoro no rour unforondo.																				
The system of policing MPs expenses these days is more effective than in 2009	42	26	33	19	34	23	27	29	23	24	26	27	25	31	19	29	24	24	27	29
The system of policing MPs expenses these days is less effective than in 2009	4	14	16	21	9	15	12	11	13	15	10	13	13	12	13	9	10	15	15	13
No real difference 51	46	54	45	55	49	54	53	51	52	39	47	53	59	49	55	52	53	54	48	51
Don't know 10	8	7	6	4	8	8	8	8	12	22	17	7	3	9	13	11	13	7	11	7



12

81

7

Sample Size: 2036 GB Adults Fieldwork: 10th - 11th April 2014

		٧	oting	intenti	on	2	2010 Vo	te	Ge	nder		Αç	je		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	2036	498	601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
Unweighted Sample	2036	460	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When an MP has been accused of breaking the rules they are investigated by the Parliamentary Commissioner for Standards. The Commissioner reports to a committee of MPs, who decide whether to accept their report and what punishment should be imposed

Do you think it is right or wrong for other MPs to have the final say over what punishments are imposed on MPs accused of breaking the rules?

Right	9	14	8	17	6	13	8	8	10	9	11	12	9	7	10	8	9	8	11	8
Wrong	78	77	79	75	90	78	82	85	80	77	71	68	82	86	79	78	80	78	77	78
Don't know	12	9	12	8	5	10	11	7	10	15	19	20	8	7	11	14	11	13	12	13

As part of their job MPs are generally expected to spend part of their time in their constituencies and part of their time in Westminster - meaning MPs who live too far away to commute require somewhere to sleep in London and claim this on expenses

Most MPs will also claim expenses to employ staff to run their office and deal with constituency mail and the stationary and IT costs associated with running their

Do you think it is or is not reasonable for MPs to claim the following items on expenses?

The mortgage on a second home for MPs who represent sc

somewhere too far from London to commute daily																					
It is reasonable for MPs to claim this on expenses	27	39	26	33	17	30	24	26	32	22	40	26	24	25	32	20	22	29	24	28	29
It is NOT reasonable for MPs to claim this on expenses	66	56	68	66	80	64	70	71	60	71	47	64	71	70	61	72	66	65	70	65	62
Don't know	7	5	6	1	3	5	6	4	8	7	13	11	5	5	7	8	11	6	6	7	10
Furnishing and running a second home		-				_			=		-					-	-				
It is reasonable for MPs to claim this on expenses	19	29	19	27	12	22	18	18	24	13	21	18	16	21	22	13	24	21	15	16	17
It is NOT reasonable for MPs to claim this on expenses	75	67	76	71	86	74	76	79	69	81	65	73	79	76	72	79	67	73	80	78	75
Don't know	6	4	5	2	2	4	6	4	7	6	13	9	5	3	5	8	8	6	5	6	8
Meals if the House of Commons sits into the night		_				_			_		_										
It is reasonable for MPs to claim this on expenses	60	69	59	69	59	66	57	63	61	59	56	59	60	62	66	52	65	63	59	57	53
It is NOT reasonable for MPs to claim this on expenses	35	28	38	30	39	32	39	34	34	36	32	31	37	36	30	41	30	31	37	38	39
Don't know	5	2	3	0	2	3	4	3	6	5	12	9	3	1	4	7	6	6	4	5	8
Travelling back and forth between London and their																					
constituency		_				_			_		_				_		-				
It is reasonable for MPs to claim this on expenses	74	84	75	89	68	80	73	82	78	71	72	71	75	77	81	66	76	75	71	75	76
It is NOT reasonable for MPs to claim this on expenses	20	12	21	10	29	16	24	15	16	24	16	20	21	20	15	27	18	19	24	19	18
Don't know	6	3	3	1	3	4	3	4	6	5	12	8	4	3	4	7	5	6	5	5	7



Fieldwork: 10th - 11th April 2014																					
		\	oting/	intenti	on	2	2010 Vo	te	Ge	nder		Αg	ge		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	2036	498	601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
Unweighted Sample		460	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Buying computer and office equipment for their office																					
It is reasonable for MPs to claim this on expenses	65	77	62	72	62	72	61	70	66	64	57	62	67	68	73	54	71	68	61	61	65
It is NOT reasonable for MPs to claim this on expenses	29	21	33	26	35	25	34	25	27	30	28	31	28	27	22	37	22	26	33	32	26
Don't know	7	2	6	2	3	3	5	5	7	6	16	8	4	4	5	9	7	6	6	7	10
Employing staff to run their office						=									_		- -				
It is reasonable for MPs to claim this on expenses	64	78	64	71	57	72	64	67	67	61	53	61	67	69	73	53	69	64	58	65	73
It is NOT reasonable for MPs to claim this on expenses	28	18	29	27	39	23	30	26	25	30	31	29	26	27	20	37	21	29	34	27	18
Don't know	8	4	7	2	4	5	6	7	8	8	16	11	7	4	7	9	9	7	8	8	9
If you had to choose, which of the following would you rather see?																					
MPs getting a significantly higher basic salary, but funding everything out of it and not being able to claim expenses	44	44	44	39	52	45	45	44	42	46	35	34	47	52	41	48	40	43	46	44	46
MPs keeping their current salary and continuing to be able to claim some costs on expenses	42	51	42	56	37	45	41	46	46	39	44	48	40	38	47	35	47	43	41	40	39
Don't know	14	5	14	5	12	9	13	10	13	16	21	18	13	9	11	17	13	14	12	16	15



Region

Sample Size: 2036 GB Adults Fieldwork: 10th - 11th April 2014

			roung	michili	UII		2010 90	ic	96	iluei		Αį	ye		Jucia	Glaue			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	2036	498	601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
Unweighted Sample	2036	460	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
This week Maria Miller resigned as Culture Secretary over her expenses claims																					
From what you have seen or heard about the case, do you think Maria Miller was right to resign from the Cabinet?																					
Right to resign	79	77	85	81	94	81	87	86	81	77	59	66	85	92	80	78	79	81	80	78	78
Wrong to resign	5	7	4	9	2	6	4	3	6	4	8	8	4	3	6	4	7	3	3	6	10
Don't know	16	16	11	10	4	13	9	11	12	19	33	26	11	5	13	18	14	16	17	16	12
Do you think Maria Miller should also resign as a Member of Parliament?																					
Should resign as a member of Parliament	62	47	69	56	84	57	71	67	62	62	39	52	67	73	58	66	55	60	63	66	60
Should not resign as a member of Parliament	18	33	14	31	9	25	13	17	22	13	24	19	17	15	23	11	21	19	17	15	21
Don't know	21	20	17	13	8	17	16	16	16	25	37	30	16	12	19	23	24	22	20	19	19
How well of badly do you think David Cameron handled the issue of Maria Miller's expenses?									_		_						_				
Very well	2	4	1	5	1	3	1	1	3	1	1	5	1	0	2	1	2	1	4	2	1
Fairly well	11	24	5	19	7	19	5	10	12	10	15	10	11	11	13	9	7	15	10	9	12
TOTAL WELL	13	28	6	24	8	22	6	11	15	11	16	15	12	11	15	10	9	16	14	11	13
Fairly badly	31	43	25	37	27	42	24	31	30	32	27	27	33	35	34	28	33	31	32	29	32
Very badly	38	11	55	31	56	23	59	43	42	34	19	29	43	47	36	40	39	33	37	41	43
TOTAL BADLY	69	54	80	68	83	65	83	74	72	66	46	56	76	82	70	68	72	64	69	70	75
Don't know	18	18	13	9	9	14	11	15	13	23	38	29	12	7	16	21	19	20	16	19	12
Some people have criticised David Cameron for initially defending Maria Miller,and said he should have sacked her much sooner. David Cameron has said that it would not be good leadership to get rid of someone "at the first sign of trouble", and people should have the chance to clear their name. Which of the following best reflects your view?																					
It is better for a political leader to defend their colleagues and not sack them unless they are convinced they have done serious wrong	32	54	23	43	22	45	20	33	35	28	34	39	32	25	38	24	32	33	27	33	36
It is better for a political leader to take a zero tolerance																					
approach and swiftly dismiss colleagues when there are reasonable accusations that they have done wrong	46	31	57	40	64	41	60	46	44	47	34	33	47	61	41	52	37	46	54	44	42
Neither	13	10	13	12	10	9	12	14	13	13	16	13	14	10	14	11	19	11	11	13	16
Don't know	9	5	7	5	4	5	8	7	8	11	16	15	8	4	7	13	12	9	9	10	5
				-			-					-	-		•	-	•	-	-	-	-

2010 Vote

Gender

Age

Social Grade

Voting intention



Fieldwork: 10th - 11th April 2014	Voting intention																				
		٧	oting	intenti	on	2	2010 Vo	te	Ge	nder		Ą	ge		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			601	132	219	597	480	414	987	1049	242	515	696	582	1161	875	261	662	436	501	177
Unweighted Sample		460	637	117	233	560	502	426	1003	1033	172	449	848	567	1287	749	257	655	414	488	222
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think David Cameron treated Maria Miller more																					
leniently because she is a woman, less leniently, or do																					
you think it made no difference? David Cameron probably treated Maria Miller more leniently		ı				1			l	1					i		Ī				
because she is a woman	25	24	27	20	40	28	26	24	32	19	21	17	23	35	26	24	26	25	26	23	26
David Cameron probably treated Maria Miller less leniently																					
because she is a woman	4	2	6	3	3	3	7	2	4	3	1	3	4	4	3	5	4	3	4	5	3
David Cameron probably treated Maria Miller in just the same																	4.0				
way he would have treated a male minister	53	60	50	65	50	56	50	59	48	57	51	52	57	49	54	51	46	55	51	54	56
Don't know	19	15	17	12	7	13	18	15	17	20	27	27	16	11	17	21	24	18	19	18	15
Some people have claimed that Maria Miller was a target for criticism by the press and other MPs because she was the minister responsible for press regulation, or because she had supported gay marriage																					
Do you think																					
Maria Miller was singled out for criticism because of her role in press regulation	16	26	13	20	12	22	12	16	19	13	19	18	14	14	20	10	17	14	16	15	20
Maria Miller's role in press regulation was not a factor, only	58	51	63	61	73	55	65	65	59	57	42	46	63	70	57	60	56	58	60	58	59
her wrongdoing over her expenses		_																			
Don't know	26	24	23	19	14	23	22	18	23	30	39	36	23	16	23	30	27	28	24	27	21
Do you think Maria Miller was singled out for criticism because of her		ı								ĺ					Ī		1				
support for gay marriage	5	7	5	9	5	7	5	5	7	4	3	9	4	5	6	4	6	3	7	6	7
Maria Miller's support for gay marriage was not a factor, only																					
her wrongdoing over her expenses	68	68	71	73	80	69	71	76	70	66	61	59	72	75	69	68	70	70	66	66	69
Don't know	27	25	24	19	16	24	24	19	23	30	36	32	24	20	25	29	24	27	27	27	24



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.	vveignteu n
Age and Gender		
Male 18 to 24	69	122
Male 25 to 39	202	257
Male 40 to 59	418	344
Male 60 +	314	265
Female 18 to 24	103	120
Female 25 to 39	247	259
Female 40 to 59	430	352
Female 60 +	253	318
Region		
North England	488	501
Midlands	288	334
East	200	195
London	257	261
South England	455	466
Wales	126	102
Scotland	222	177
Social Grade		
AB	753	570
C1	534	590
C2	314	428
DE	435	448
Newspaper Type		
Express / Mail	364	326
Sun / Star	216	478
Mirror / Record	157	204
Guardian / Independent	168	92
FT / Times / Telegraph	137	193
Other Paper	300	234
No Paper	694	509
Political Party Identification		
Labour	702	652
Conservative	533	570
Liberal Democrat	162	224
SNP/Plaid Cymru	58	35
Others	131	47
None/ DK	450	509

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>