

YouGov / Sunday Times Survey Results

Sample Size: 1966 GB Adults Fieldwork: 16th - 17th October 2014

| Fieldwork: 16th - 17th October 2014 | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------------|----------------------------|-------|---------|-----|-------|----------------|--------|-----|--------|----------------|------|--------------|--------|--------|---------|-----|--------|---------|--------|--------------|--------------|--------|-------------|
| | | | | ١ | Vestm | inster \ | /I | 2 | 010 V | ote | Ger | nder | | Αç | je | | Social | Grade | | | Region | | |
| | | | Total | Con | Lab | Lib | UKIP | Con | Lab | Lib | Male | Fe- | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | | Midlands / | North | Scot- |
| | Waighted S | ampla | 1066 | 507 | EE1 | Dem 105 | 257 | 593 | E0E | Dem 376 | 054 | male 1012 | 234 | 497 | 672 | 562 | 1121 | 845 | 252 | South 639 | Wales 421 | 484 | land 171 |
| | Weighted S Unweighted S | | | 459 | 571 | 108 | 246 | 553 | 523 | 404 | 955 | 1012 | 191 | 375 | 798 | 602 | 1355 | 611 | 252 | 590 | 417 | 454 | 249 |
| | Onweighted C | ampie | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| | | | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Headline Voting Intention | | | | | | | | | | | | | | | | | | | | | | | |
| [Excluding the Don't knows and Wouldn | 't votes] | | | _ | | | | | | | _ | | _ | | | | | | | | | | |
| | Con | | 32 | 100 | 0 | 0 | 0 | 70 | 6 | 13 | 32 | 32 | 37 | 32 | 27 | 36 | 36 | 26 | 24 | 39 | 33 | 30 | 20 |
| | Lab | | 35 | 0 | 100 | 0 | 0 | 2 | 78 | 38 | 33 | 37 | 34 | 41 | 36 | 29 | 33 | 37 | 45 | 25 | 37 | 44 | 26 |
| | Lib Dem | | 7 | 0 | 0 | 100 | 0 | 1 | 2 | 26 | 7 | 6 | 7 | 8 | 6 | 6 | 7 | 6 | 7 | 9 | 3 | 6 | 7 |
| | Other | | 27 | 0 | 0 | 0 | 100 | 27 | 14 | 24 | 28 | 25 | 22 | 20 | 31 | 29 | 23 | 32 | 24 | 27 | 27 | 20 | 47 |
| Other Parties Voting Intention | LIKID | | 40 | | • | _ | 400 | | _ | 40 | 140 | 40 | ۱ - | 4.4 | 40 | 04 | 40 | 00 | ٠ | 00 | 40 | | |
| | UKIP | | 16 5 | 0 | 0 | 0 | 100 | 23 | 6 | 10 | 19 | 13 | 7 | 11 | 18 7 | 21 | 12 | 22 4 | 14 | 20 | 19 | 14 | 4 |
| | Green SNP / PCY | | 5 4 | 0 | 0 | 0 0 | 0 | 2 | 3 5 | 11 2 | 4 3 | 6 5 | 6 8 | 5 | 4 | 3 | 6 4 | 4 | 8 1 | 6 0 | 4 1 | 5 | 2 |
| | BNP | | 0 | 0 | 0 | 0 | 0 0 | 1 | 0 | 0 | 0 | 0 | 0 | 3 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 0 | 41 0 |
| | Respect | | 0 | 0 | 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 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 2 | 0 | 0 |
| Non Voters | Othor | | • | Ŭ | Ü | Ū | Ŭ | Ü | · | • | | • | | Ü | • | • | • | | Ŭ | • | - | Ü | Ü |
| | ould Not Vote | | 6 | 0 | 0 | 0 | 0 | 1 | 2 | 3 | 6 | 7 | 18 | 7 | 5 | 2 | 5 | 8 | 9 | 6 | 7 | 6 | 3 |
| | Don't know | | 13 | 0 | 0 | 0 | 0 | 10 | 11 | 19 | 9 | | 13 | 14 | 14 | 11 | | 13 | 16 | 13 | 15 | 10 | 11 |
| | | | | • | | | | • | | | • | | | | | | .! | | • | | | | |
| | | Oct | Oct | | | | | | | | | | | | | | | | | | | | |
| | | 15-16 | 16-17 | | | | | | | | | | | | | | | | | | | | |
| Do you approve or disapprove of the | | | | | | | | | | | | | | | | | | | | | | | |
| Government's record to date? | | | | | | | | | | | | | ı | | | i | 1 | | ı | | | | |
| | Approve | 32 | 31 | 85 | 6 | 38 | 18 | 62 | 12 | 23 | 37 | 26 | 30 | 32 | 28 | 35 | 36 | 26 | 26 | 38 | 30 | 29 | 26 |
| | Disapprove | 54 | 54 | 7 | 86 | 45 | 72 | 26 | 78 | 64 | 52 | 56 | 44 | 51 | 59 | 56 | 52 | 57 | 58 | 47 | 54 | 59 | 64 |
| | Don't know | 13 | 14 | 9 | 9 | 17 | 9 | 12 | 10 | 13 | 10 | 18 | 26 | 17 | 13 | 9 | 13 | 17 | 16 | 15 | 17 | 13 | 10 |
| | | Oct | Oct | | | | | | | | | | | | | | | | | | | | |
| | | | 16-17 | | | | | | | | | | | | | | | | | | | | |
| Do you think that David Cameron is | doing well or | 3-10 | 10-17 | | | | | | | | | | | | | | | | | | | | |
| badly as Prime Minister? | aoing tron of | | | | | | | | | | | | | | | | | | | | | | |
| badiy as i iiiis iiiiiistoi . | Very well | 7 | 6 | 21 | 0 | 2 | 2 | 15 | 1 | 2 | 6 | 6 | 4 | 5 | 6 | 8 | 7 | 5 | 2 | 9 | 5 | 6 | 3 |
| | Fairly well | 35 | 36 | 74 | 14 | 51 | 28 | 59 | 17 | 30 | 40 | 32 | 39 | 39 | 33 | 36 | 40 | 31 | 37 | 40 | 35 | 34 | 30 |
| | TOTAL WELL | 42 | 42 | 95 | 14 | 53 | 30 | 74 | 18 | 32 | 46 | 38 | 43 | 44 | 39 | 44 | 47 | 36 | 39 | 49 | 40 | 40 | 33 |
| | Fairly badly | 29 | 28 | 3 | 37 | 32 | 42 | 16 | 34 | 35 | 24 | 31 | 26 | 23 | 30 | 30 | 28 | 27 | 26 | 26 | 27 | 30 | 30 |
| | Very badly | 23 | 23 | 1 | 45 | 10 | 25 | 7 | 42 | 28 | 25 | 22 | 14 | 24 | 25 | 24 | 20 | 28 | 27 | 18 | 23 | 24 | 35 |
| Т | OTAL BADLY | 52 | 51 | 4 | 82 | 42 | 67 | 23 | 76 | 63 | 49 | 53 | 40 | 47 | 55 | 54 | 48 | 55 | 53 | 44 | 50 | 54 | 65 |
| | Don't know | 6 | 7 | 1 | 4 | 4 | 3 | 3 | 6 | 6 | 5 | 10 | 17 | 9 | 7 | 2 | 6 | 9 | 9 | 7 | 10 | 6 | 3 |



| Months: | Fieldwork: 16th - 17th October 2014 | | | | | | | | | , | _ | | | | | - | | • | | | | | |
|--|---|--------|-------|----------|-------|-----|------|-----|--------|-----|------|------|-------|-------|-------|-----|--------|-------|------------|-----|-----|-------|-----|
| Moighted Sample Moighted S | | | | <u> </u> | Westm | | VI | 2 | 2010 V | | Gen | | | Αg | je | | Social | Grade | | | | | |
| Chambighand September 1906 429 171 101 240 250 2 | | | Total | Con | Lab | | UKIP | Con | Lab | | Male | | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | | | North | |
| No. | Weighted S | ample | 1966 | 507 | 551 | 105 | 257 | 593 | 505 | 376 | 954 | 1012 | 234 | 497 | 672 | 562 | 1121 | 845 | 252 | 639 | 421 | 484 | 171 |
| Do you think Ed Miliband is doing well or badly as leader of the Labour party? Very well 3 | Unweighted S | Sample | 1966 | 459 | | 108 | | 553 | 523 | | 955 | 1011 | | 375 | | 602 | 1355 | | | | | | |
| Do you think Ed Milliband is doing well or badly as leader of the Labour party? Very well Fairity well of Fai | | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Do you think Ed Milliband is doing well or badly as leader of the Labour party? Very well Fairity well of Fai | | | | | | | | | | | | | | | | | | | | | | | |
| Do you think Ed Milliand is doing well or badly as leader of the Labour party? Very well 3 | | | | | | | | | | | | | | | | | | | | | | | |
| Selector of the Labour party? Very well 18 | | 9-10 | 16-17 | | | | | | | | | | | | | | | | | | | | |
| Very well 3 | | | | | | | | | | | | | | | | | | | | | | | |
| Fairly well 18 | | _ | _ | | 4.0 | _ | | | _ | _ | | | ۱ ۵ | | _ | | | | | | • | | • |
| TOTAL WELL 21 21 21 80 57 13 5 9 44 22 21 22 18 23 22 20 19 25 25 19 9 22 24 17 19 19 19 19 19 19 19 19 19 19 19 19 19 | • | | | | | | | | | | | | | | | | | | | | | | |
| Fairly badly 35 35 38 33 39 27 34 33 44 35 36 36 38 35 33 38 32 35 35 37 35 35 37 35 35 | • | | | | | | | | | | | | | | | | | | | | | | |
| Very badiy 34 34 50 5 37 62 52 38 38 76 79 70 70 70 70 70 70 70 | | | | | | | | | | | | - | | | | | | | | | | | |
| TOTAL BADLY 69 69 69 88 38 76 89 86 48 72 73 65 61 65 69 76 72 64 63 72 66 67 76 76 76 76 76 | , , | | | | | | | | | | | | | | | | | | | | | | |
| Don't know 9 10 4 5 5 11 6 5 8 6 6 6 13 21 11 9 5 9 9 11 12 8 12 9 7 Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats? Very well 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | | | | | | | | | | | | | | | | | | | | | | | |
| Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats? Very well 1 | | | | | | | | | | | | | | | | | | | | | | | |
| Note | Doil (Kilow | 9 | 10 | I 4 | J | 11 | U | I | O | U | | 13 | 41 | 11 | J | 3 | J | 11 | 1 12 | O | 14 | J | ' |
| Note | Do you think that Nick Clegg is doing well or | | | | | | | | | | | | | | | | | | | | | | |
| Very well 1 | , | | | | | | | | | | | | | | | | | | | | | | |
| Fairly well 18 16 22 12 51 11 19 11 25 17 15 12 19 16 15 17 15 20 19 11 15 13 10 10 10 10 10 10 10 10 10 10 10 10 10 | • | 1 | 1 | I 1 | 1 | 10 | 0 | l 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | l 1 | 2 | 1 | 0 | 1 |
| TOTAL WELL Fairly badly Yety well Yety badly Yety badly Yety badly Yety badly Yety badly Yety yood Yety youd Yety yood Yety youd Yety youd Yety yood Yety youd Yety youd Yety yood Yety youd Yety yoo | , | | | | | | | | | | | | | | | | | 15 | | | | | |
| Fairly badly Very badl | | | 17 | 23 | 13 | 61 | 11 | | 12 | 27 | 19 | 16 | | | 17 | | 19 | 16 | 21 | 21 | 12 | 15 | 14 |
| TOTAL BADLY 73 74 72 83 30 85 75 81 67 76 71 67 68 76 79 73 75 68 70 78 76 80 Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly? Very well 2 1 3 0 8 0 1 1 1 4 1 2 1 0 3 1 1 2 1 0 2 2 2 2 0 Fairly badly Very | Fairly badly | 31 | | _ | | | | _ | | | | | | | | | 30 | | 30 | 29 | | | |
| Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly? Very well 2 1 3 0 8 0 1 1 1 4 2 1 0 3 1 1 2 1 0 2 2 2 2 0 Fairly well 29 26 55 9 56 18 44 11 29 32 21 29 25 27 26 29 23 28 30 24 24 24 24 24 24 24 24 24 24 24 24 24 | Very badly | 42 | 43 | 32 | 56 | 6 | 61 | 39 | 54 | 36 | 47 | 39 | 43 | 37 | 44 | 48 | 43 | 43 | 38 | 41 | 43 | 47 | 49 |
| Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly? Very well 2 1 3 0 8 0 1 1 1 4 2 1 0 3 1 1 2 1 0 2 2 2 2 0 Fairly well 29 26 55 9 56 18 44 11 29 32 21 29 25 27 26 29 23 28 30 24 24 24 24 24 24 24 24 24 24 24 24 24 | TOTAL BADLY | 73 | 74 | 72 | 83 | 30 | 85 | 75 | 81 | 67 | 76 | 71 | 67 | 68 | 76 | 79 | 73 | 75 | 68 | 70 | 78 | 76 | 80 |
| Democrat coalition partners are working together well or badly? Very well 2 1 3 0 8 0 1 1 1 4 2 1 0 3 1 1 2 1 0 2 2 2 2 2 0 Fairly well 29 26 55 9 56 18 44 11 29 32 21 29 25 27 26 29 23 28 30 24 24 24 24 24 24 24 24 24 24 24 24 24 | Don't know | 8 | 9 | 4 | 5 | 8 | 4 | 5 | 6 | 5 | 5 | 12 | 19 | 11 | 7 | 4 | 8 | 10 | 11 | 9 | 10 | 8 | |
| Democrat coalition partners are working together well or badly? Very well 2 1 3 0 8 0 1 1 1 4 2 1 0 3 1 1 2 1 0 2 2 2 2 2 0 Fairly well 29 26 55 9 56 18 44 11 29 32 21 29 25 27 26 29 23 28 30 24 24 24 24 24 24 24 24 24 24 24 24 24 | | | | | | | | | | | | | | | | | | | | | | | |
| Well or badly? Very well of painty badly of pain | Do you think the Conservative and Liberal | | | | | | | | | | | | | | | | | | | | | | |
| Very well 2 1 3 0 8 0 1 1 1 4 2 1 0 3 1 1 1 2 1 0 2 2 2 2 2 0 Fairly well 29 26 55 9 56 18 44 11 29 32 21 29 25 27 26 29 23 28 30 24 24 24 24 24 24 24 24 24 24 24 24 24 | | | | | | | | | | | | | | | | | | | | | | | |
| Fairly well 29 26 55 9 56 18 44 11 29 32 21 29 25 27 26 29 23 28 30 24 24 24 24 24 24 24 24 24 24 24 24 24 | | _ | | | | | | | | | | . 1 | | | | | | | | | | _ | |
| TOTAL WELL 31 27 58 9 64 18 45 12 33 34 22 29 28 28 27 31 24 28 32 26 26 24 Fairly badly 37 35 32 39 22 40 34 36 37 34 37 31 32 37 39 36 35 33 37 36 35 34 Very badly 25 28 6 48 7 36 14 46 25 27 29 24 27 28 30 25 32 29 22 27 32 37 TOTAL BADLY 62 63 38 87 29 76 48 82 62 61 66 55 59 65 69 61 67 62 59 63 67 71 Don't know 7 9 4 4 6 6 6 7 6 5 6 12 16 13 7 5 8 10 10 9 12 7 5 5 8 10 10 9 12 7 5 8 10 10 10 9 12 7 5 8 10 10 10 9 12 7 5 10 10 10 10 10 10 10 10 10 10 10 10 10 | • | | | | | | | | | | | | | | | | | | | | | | |
| Fairly badly 37 35 32 39 22 40 34 36 37 31 32 37 39 36 35 33 37 36 35 34 Very badly 25 28 6 48 7 36 14 46 25 27 29 24 27 28 30 25 32 29 22 27 32 37 7 5 TOTAL BADLY 62 63 38 87 29 76 48 82 62 61 66 55 59 65 69 61 67 62 59 63 67 71 Don't know 7 9 4 4 6 6 6 7 6 5 6 12 16 13 7 5 8 10 10 9 12 7 5 5 50 60 60 60 60 60 60 60 60 60 60 60 60 60 | , | | | | | | | | | | | | | | | | | | | | | | |
| Very badly 25 28 6 48 7 36 14 46 25 27 29 24 27 28 30 25 32 29 22 27 32 37 TOTAL BADLY 62 63 38 87 29 76 48 82 62 61 66 55 59 65 69 61 67 62 59 63 67 71 Don't know 7 9 4 4 6 6 6 7 6 5 6 12 16 13 7 5 8 10 10 9 12 7 5 Do you think this coalition government is good or bad for people like you? Very good 3 2 5 5 1 11 0 0 2 1 5 3 1 1 4 4 1 3 3 3 1 2 2 3 2 1 Fairly good 18 16 35 5 43 8 26 7 18 19 13 16 15 16 17 18 13 14 20 14 13 18 TOTAL GOOD 21 18 40 6 54 8 28 8 23 22 14 17 19 17 20 21 14 16 22 17 15 19 | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL BADLY 62 63 38 87 29 76 48 82 62 61 66 55 59 65 69 61 67 62 59 63 67 71 Don't know 7 9 4 4 6 6 7 6 5 5 6 12 16 13 7 5 8 10 10 9 12 7 5 Do you think this coalition government is good or bad for people like you? Very good 3 2 5 1 11 0 2 1 5 3 1 1 4 1 3 3 1 1 2 2 3 2 1 Fairly good 18 16 35 5 43 8 26 7 18 19 13 16 15 16 17 18 13 14 20 14 13 18 TOTAL GOOD 21 18 40 6 54 8 28 8 23 22 14 17 19 17 20 21 14 16 22 17 15 19 | , , | | | | | | | | | | | | | | | | | | | | | | |
| Do you think this coalition government is good or bad for people like you? Very good 3 2 5 1 11 0 2 1 5 3 1 1 4 1 3 3 1 1 2 2 3 2 1 Fairly good 18 16 35 5 43 8 26 7 18 19 13 16 15 16 17 18 13 14 20 14 13 18 TOTAL GOOD 21 18 40 6 54 8 28 8 23 22 14 17 19 17 20 21 14 16 22 17 15 19 | | | | | | | | | | | | | | | | | | | | | | | |
| Do you think this coalition government is good or bad for people like you? Very good 3 2 5 1 11 0 2 1 5 3 1 1 4 1 3 3 1 2 2 3 2 1 Fairly good 18 16 35 5 43 8 26 7 18 19 13 16 15 16 17 18 13 14 20 14 13 18 TOTAL GOOD 21 18 40 6 54 8 28 8 23 22 14 17 19 17 20 21 14 16 22 17 15 19 | | | | | | | | | | | | | | | | | | | | | | | |
| bad for people like you? Very good 3 2 5 1 11 0 2 1 5 3 1 1 4 1 3 3 1 2 2 3 2 1 Fairly good 18 16 35 5 43 8 26 7 18 19 13 16 15 16 17 18 13 14 20 14 13 18 TOTAL GOOD 21 18 40 6 54 8 28 8 23 22 14 17 19 17 20 21 14 16 22 17 15 19 | Don't know | , | , | 1 4 | 4 | U | U | ı ′ | U | 3 | 0 | 12 | 10 | 13 | ' | 3 | O | 10 | 10 | 9 | 12 | , | 3 |
| bad for people like you? Very good 3 2 5 1 11 0 2 1 5 3 1 1 4 1 3 3 1 2 2 3 2 1 Fairly good 18 16 35 5 43 8 26 7 18 19 13 16 15 16 17 18 13 14 20 14 13 18 TOTAL GOOD 21 18 40 6 54 8 28 8 23 22 14 17 19 17 20 21 14 16 22 17 15 19 | Do you think this coalition government is good or | | | | | | | | | | | | | | | | | | | | | | |
| Very good 3 2 5 1 11 0 2 1 5 3 1 1 4 1 3 3 1 2 2 3 2 1 Fairly good 18 16 35 5 43 8 26 7 18 19 13 16 15 16 17 18 13 14 20 14 13 18 TOTAL GOOD 21 18 40 6 54 8 28 8 23 22 14 17 19 17 20 21 14 16 22 17 15 19 | | | | | | | | | | | | | | | | | | | | | | | |
| Fairly good 18 16 35 5 43 8 26 7 18 19 13 16 15 16 17 18 13 14 20 14 13 18 TOTAL GOOD 21 18 40 6 54 8 28 8 23 22 14 17 19 17 20 21 14 16 22 17 15 19 | · · · | 3 | 2 | 5 | 1 | 11 | 0 | 2 | 1 | 5 | 3 | 1 | 1 | 4 | 1 | 3 | 3 | 1 | 2 | 2 | 3 | 2 | 1 |
| TOTAL GOOD 21 18 40 6 54 8 28 8 23 22 14 17 19 17 20 21 14 16 22 17 15 19 | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | |
| | Fairly bad | 27 | 29 | 24 | | 21 | 34 | 28 | 32 | 27 | 30 | | | 26 | 28 | 33 | 30 | | 30 | 31 | 28 | | |
| Very bad 25 25 5 45 2 30 12 42 25 25 17 23 28 27 22 30 24 22 24 29 29 | • | | 25 | | 45 | | 30 | 12 | | 25 | | | | 23 | 28 | | 22 | 30 | 24 | 22 | 24 | 29 | 29 |
| TOTAL BAD 52 54 29 80 23 64 40 74 52 55 53 45 49 56 60 52 58 54 53 52 58 54 | TOTAL BAD | 52 | 54 | 29 | 80 | 23 | 64 | 40 | 74 | 52 | 55 | 53 | 45 | 49 | 56 | 60 | 52 | 58 | 54 | 53 | 52 | 58 | 54 |
| Doesn't make much difference either way 21 22 27 12 22 26 27 14 22 20 24 23 25 24 18 23 22 23 21 24 22 24 | Doesn't make much difference either way | 21 | | | | | | 27 | 14 | | | | 23 | | | | | | 23 | 21 | | | |
| Don't know 6 5 3 3 0 2 4 4 2 2 8 15 7 4 2 5 6 7 4 7 5 2 | Don't know | 6 | 5 | 3 | 3 | 0 | 2 | 4 | 4 | 2 | 2 | 8 | 15 | 7 | 4 | 2 | 5 | 6 | 7 | 4 | 7 | 5 | 2 |



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|--|--------|-------|----------|-----------|----------|------|-----|---------|----------|------|-----------|----------|----------------|----------|-----|--------|-------|----------------|----------|------------|----------------|-----------------|
| | | | - 1 | Vestm | inster \ | VI | 2 | 2010 Vo | ote | Ger | nder | | Αg | je | | Social | Grade | | | Region | | |
| | | Total | Con | Lab | Lib | UKIP | Con | Lab | Lib | Male | Fe- | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | | Midlands / | North | Scot- |
| | | | | | Dem | | | | Dem | | male | | | | | | | | South | Wales | | land |
| Weighted S | | | 507 | | 105 | 257 | 593 | 505 | 376 | 954 | 1012 | 234 | 497 | | | 1121 | 845 | 252 | 639 | 421 | 484 | 171 |
| Unweighted S | sample | 1966 | 459 % | 571 % | 108 | 246 | 553 | 523 | 404 % | 955 | 1011 % | 191 % | 3/5 | 798 % | 602 | 1355 | 611 | 256 % | 590 % | 417 % | 454 | 249 % |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| | Oct | Oct | | | | | | | | | | | | | | | | | | | | |
| | | 16-17 | | | | | | | | | | | | | | | | | | | | |
| Do you think the coalition government is | 9-10 | 10-17 | | | | | | | | | | | | | | | | | | | | |
| managing the economy well or badly? | | | | | | | | | | | | | | | | | | | | | | |
| Very well | 8 | 7 | 20 | 0 | 14 | 5 | 14 | 2 | 6 | 10 | 4 | 6 | 8 | 6 | 8 | 8 | 6 | 7 | 8 | 6 | 6 | 6 |
| Fairly well | | 37 | 72 | 17 | 47 | 36 | 62 | 18 | 32 | 40 | 34 | 37 | 34 | 33 | 45 | 41 | 31 | 27 | 43 | 36 | 37 | 32 |
| TOTAL WELL | | 44 | 92 | 17 | 61 | 41 | 76 | 20 | 38 | 50 | 38 | 43 | 42 | 39 | 53 | 49 | 37 | 34 | 51 | 42 | 43 | 38 |
| Fairly badly | 28 | 27 | 3 | 43 | 23 | 34 | 12 | 41 | 32 | 24 | 30 | 24 | 25 | 32 | 26 | 27 | 28 | 28 | 23 | 28 | 30 | 35 |
| Very badly | 18 | 18 | 1 | 34 | 6 | 17 | 6 | 32 | 18 | 19 | 17 | 13 | 20 | 20 | 17 | 15 | 23 | 25 | 14 | 17 | 19 | 23 |
| TOTAL BADLY | 46 | 45 | 4 | 77 | 29 | 51 | 18 | 73 | 50 | 43 | 47 | 37 | 45 | 52 | 43 | 42 | 51 | 53 | 37 | 45 | 49 | 58 |
| Don't know | 9 | 10 | 4 | 5 | 11 | 8 | 6 | 7 | 11 | 7 | 14 | 21 | 14 | 9 | 5 | 9 | 12 | 13 | 11 | 13 | 9 | 4 |
| | | | | | | | | | | | | | | | | | | | | | | |
| In your opinion how good or bad is the state of | | | | | | | | | | | | | | | | | | | | | | |
| Britain's economy at the moment? | | | | | | | | | | | i | | | | | | | | | | | |
| Very good | | 2 | 6 | 1 | 3 | 1 | 4 | 1 | 1 | 3 | 1 | 1 | 4 | 2 | 2 | 2 | 1 | 0 | 1 | 3 | 3 | 0 |
| Quite good | | 21 | 51 | 6 | 27 | 14 | 39 | 9 | 15 | 26 | 16 | 28 | 18 | 16 | 26 | 24 | 16 | 19 | 25 | 20 | 15 | 25 |
| TOTAL GOOD | | 23 | 57 | 7 | 30 | 15 | 43 | 10 | 16 | 29 | 17 | 29 | 22 | 18 | 28 | 26 | 17 | 19 | 26 | 23 | 18 | 25 |
| Neither good nor bad | | 34 | 30 | 35 | 38 | 35 | 32 | 33 | 35 | 33 | 34 | 36 | 32 | 36 | 31 | 34 | 34 | 34 | 34 | 36 | 33 | 28 |
| Quite bad | | 28 | 9 | 39 | 25 | 35 | 18 | 36 | 34 | 24 | 31 | 13 | 29 | 30 | 30 | 28 | 28 | 27 | 25 | 25 | 33 | 29 |
| Very bad | | 12 | 2 | 18 | 5 | 14 | 5 | 18 | 13 | 13 | 11 | 10 | 13 | 14 | 9 | 9 | 17 | 15 | 11 | 11 | 12 | 16 |
| TOTAL BAD | | 40 | 11 | 57 | 30 | 49 | 23 | 54 | 47 | 37 | 42 | 23 | 42 4 | 44 | 39 | 37 | 45 | 42 4 | 36 | 36 | 45 4 | 45 2 |
| Don't know | 4 | 4 | 2 | 1 | 2 | 0 | 2 | 3 | 2 | 1 | 6 | 13 | 4 | 2 | 2 | 3 | 4 | 4 | 3 | 5 | 4 | 2 |
| | | | | | | | | | | | | | | | | | | | | | | |
| How do you think the financial situation of your | | | | | | | | | | | | | | | | | | | | | | |
| household will change over the next 12 months? | | | | | | | | | | | | | | | | | | | | | | |
| Get a lot better | 1 | 2 | 3 | 2 | 4 | 1 | 2 | 2 | 2 | 2 | 1 | 3 | 3 | 1 | 1 | 2 | 1 | 5 | 1 | 1 | 1 | 1 |
| Get a little better | 15 | 15 | 27 | 11 | 21 | 9 | 20 | 10 | 14 | 17 | 13 | 31 | 19 | 11 | 9 | 17 | 13 | 20 | 17 | 11 | 14 | 15 |
| TOTAL BETTER | | 17 | 30 | 13 | 25 | 10 | 22 | 12 | 16 | 19 | 14 | 34 | 22 | 12 | | 19 | 14 | 25 | 18 | 12 | 15 | 16 |
| Stay about the same | | 41 | 51 | 41 | 37 | 34 | 46 | 37 | 42 | 42 | 41 | 29 | 41 | 40 | 49 | 43 | 39 | 32 | 45 | 41 | 42 | 41 |
| Get a little worse | | 28 | 14 | 34 | 31 | 39 | 24 | 35 | 28 | 27 | 29 | 17 | 25 | 31 | 31 | 28 | 29 | 28 | 26 | 31 | 29 | 28 |
| Get a lot worse | | 9 | 2 | 12 | 4 | 13 | 5 | 12 | 12 | 8 | 10 | 7 | 7 | 12 | 8 | 6 | 12 | 12 | 8 | 9 | 9 | 10 |
| TOTAL WORSE | 35 | 37 | 16 | 46 | 35 | 52 | 29 | 47 | 40 | 35 | 39 | 24 | 32 | 43 | 39 | 34 | 41 | 40 | 34 | 40 | 38 | 38 |
| Don't know | 5 | 5 | 2 | 2 | 3 | 5 | 3 | 3 | 3 | 3 | 6 | 12 | 5 | 5 | 2 | 4 | 6 | 4 | 3 | 7 | 5 | 4 |



| | | ٧ | Vestm | inster \ | VI | 2 | 010 Vc | te | Gei | nder | | Αg | e | | Social | Grade | | | Region | | |
|-------------------|-------|----------------------|-------|----------|-----|-----|--------|------------|------|-------------|-------|-------|-------|-----|--------|-------|--------|------------------|---------------------|-------|---------------|
| | Total | Con Lab Lib Dem UKIP | | | | Con | Lab | Lib Dem | Male | Fe- male | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scot- land |
| Weighted Sample | 1966 | 507 | 551 | 105 | 257 | 593 | 505 | 376 | 954 | 1012 | 234 | 497 | 672 | 562 | 1121 | 845 | 252 | 639 | 421 | 484 | 171 |
| Unweighted Sample | 1966 | 459 | 571 | 108 | 246 | 553 | 523 | 404 | 955 | 1011 | 191 | 375 | 798 | 602 | 1355 | 611 | 256 | 590 | 417 | 454 | 249 |
| '- | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ |

How much do you trust the following politicians to tell the truth?

| to tell the truth? | | | | | | | | | | | | | | | | | | | | | | |
|--------------------|------------------------|----|----|----|----|----|----|----|----|-----|----|----|----|----|----|----|----|----|----|----|----|----|
| David Cameron | | | | | | | | | | | | | | | | | | | | | | |
| | Trust a lot | 5 | 16 | 0 | 3 | 1 | 11 | 1 | 2 | 6 | 4 | 2 | 4 | 4 | 7 | 5 | 4 | 3 | 6 | 4 | 4 | 4 |
| | Trust a fair amount | 27 | 66 | 8 | 32 | 16 | 51 | 11 | 20 | 30 | 25 | 29 | 27 | 24 | 30 | 30 | 23 | 25 | 33 | 25 | 24 | 21 |
| | TOTAL TRUST | 32 | 82 | 8 | 35 | 17 | 62 | 12 | 22 | 36 | 29 | 31 | 31 | 28 | 37 | 35 | 27 | 28 | 39 | 29 | 28 | 25 |
| | Do not trust very much | 27 | 14 | 31 | 35 | 36 | 21 | 28 | 36 | 28 | 27 | 30 | 24 | 28 | 28 | 29 | 25 | 27 | 27 | 30 | 28 | 26 |
| | Do not trust at all | 35 | 2 | 58 | 29 | 44 | 13 | 56 | 39 | 34 | 36 | 23 | 37 | 39 | 33 | 31 | 40 | 34 | 29 | 34 | 40 | 46 |
| | TOTAL DO NOT TRUST | 62 | 16 | 89 | 64 | 80 | 34 | 84 | 75 | 62 | 63 | 53 | 61 | 67 | 61 | 60 | 65 | 61 | 56 | 64 | 68 | 72 |
| | Don't know | 6 | 2 | 2 | 1 | 3 | 3 | 4 | 4 | 3 | 8 | 15 | 8 | 5 | 1 | 5 | 7 | 10 | 6 | 6 | 4 | 3 |
| Ed Miliband | | | • | | | | • | | | • | | • | | | | | | | | | | |
| | Trust a lot | 4 | 0 | 12 | 3 | 0 | 0 | 11 | 2 | 5 | 3 | 2 | 6 | 4 | 2 | 4 | 4 | 6 | 4 | 5 | 3 | 1 |
| | Trust a fair amount | 21 | 11 | 49 | 21 | 4 | 10 | 40 | 24 | 23 | 20 | 19 | 21 | 23 | 21 | 21 | 22 | 26 | 17 | 20 | 25 | 22 |
| | TOTAL TRUST | 25 | 11 | 61 | 24 | 4 | 10 | 51 | 26 | 28 | 23 | 21 | 27 | 27 | 23 | 25 | 26 | 32 | 21 | 25 | 28 | 23 |
| | Do not trust very much | 34 | 40 | 28 | 44 | 30 | 37 | 31 | 41 | 35 | 34 | 37 | 38 | 30 | 36 | 35 | 33 | 31 | 38 | 34 | 34 | 29 |
| | Do not trust at all | 33 | 44 | 7 | 25 | 63 | 48 | 13 | 26 | 33 | 33 | 23 | 27 | 36 | 38 | 33 | 32 | 25 | 34 | 32 | 32 | 43 |
| | TOTAL DO NOT TRUST | 67 | 84 | 35 | 69 | 93 | 85 | 44 | 67 | 68 | 67 | 60 | 65 | 66 | 74 | 68 | 65 | 56 | 72 | 66 | 66 | 72 |
| | Don't know | 8 | 4 | 4 | 8 | 3 | 4 | 6 | 7 | 5 | 11 | 19 | 9 | 7 | 3 | 7 | 9 | 12 | 8 | 9 | 6 | 4 |
| Nick Clegg | | | - | | | | - | | | ·=' | | = | | | | | | =' | | | | |
| | Trust a lot | 1 | 1 | 0 | 11 | 0 | 1 | 0 | 3 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 2 | 1 | 0 | 1 | 0 |
| | Trust a fair amount | 17 | 26 | 12 | 58 | 5 | 19 | 11 | 28 | 18 | 15 | 16 | 21 | 15 | 16 | 19 | 14 | 16 | 20 | 16 | 14 | 15 |
| | TOTAL TRUST | 18 | 27 | 12 | 69 | 5 | 20 | 11 | 31 | 19 | 16 | 16 | 22 | 16 | 17 | 20 | 14 | 18 | 21 | 16 | 15 | 15 |
| | Do not trust very much | 34 | 41 | 34 | 18 | 32 | 39 | 32 | 35 | 34 | 34 | 30 | 35 | 34 | 36 | 34 | 34 | 37 | 32 | 35 | 34 | 35 |
| | Do not trust at all | 41 | 28 | 50 | 11 | 60 | 36 | 51 | 29 | 41 | 40 | 33 | 34 | 45 | 44 | 39 | 43 | 34 | 38 | 42 | 45 | 45 |
| | TOTAL DO NOT TRUST | 75 | 69 | 84 | 29 | 92 | 75 | 83 | 64 | 75 | 74 | 63 | 69 | 79 | 80 | 73 | 77 | 71 | 70 | 77 | 79 | 80 |
| | Don't know | 8 | 5 | 4 | 2 | 3 | 5 | 6 | 5 | 5 | 10 | 20 | 10 | 6 | 2 | 6 | 9 | 11 | 8 | 8 | 5 | 5 |
| Nigel Farage | | | _ | | | | _ | | | _ | | _ | | | | _ | | | | | | |
| | Trust a lot | 4 | 2 | 1 | 0 | 21 | 6 | 1 | 2 | 6 | 2 | 1 | 2 | 6 | 4 | 3 | 6 | 3 | 6 | 4 | 3 | 1 |
| | Trust a fair amount | 18 | 23 | 8 | 12 | 54 | 28 | 11 | 12 | 20 | 16 | 14 | 12 | 17 | 26 | 16 | 21 | 11 | 16 | 21 | 24 | 12 |
| | TOTAL TRUST | 22 | 25 | 9 | 12 | 75 | 34 | 12 | 14 | 26 | 18 | 15 | 14 | 23 | 30 | 19 | 27 | 14 | 22 | 25 | 27 | 13 |
| | Do not trust very much | 23 | 33 | 20 | 16 | 13 | 28 | 21 | 20 | 24 | 22 | 18 | 24 | 24 | 22 | 23 | 23 | 26 | 25 | 20 | 22 | 21 |
| | Do not trust at all | 44 | 35 | 65 | 71 | 3 | 29 | 58 | 58 | 43 | 46 | 44 | 51 | 44 | 38 | 50 | 37 | 43 | 42 | 43 | 43 | 60 |
| | TOTAL DO NOT TRUST | 67 | 68 | 85 | 87 | 16 | 57 | 79 | 78 | 67 | 68 | 62 | 75 | 68 | 60 | 73 | 60 | 69 | 67 | 63 | 65 | 81 |
| | Don't know | 11 | 7 | 6 | 2 | 8 | 8 | 10 | 7 | 8 | 14 | 23 | 11 | 9 | 8 | 9 | 13 | 16 | 11 | 12 | 9 | 5 |



Westminster VI 2010 Vote Gender Age Social Grade Region Lib Dem Midlands / Lib Fe-Rest of Scot-UKIP Con Male ABC1 C2DE London Total Con Lab 18-24 25-39 40-59 60+ North Dem male South Wales land Weighted Sample 1966 376 954 1012 497 1121 845 252 639 421 484 171 Unweighted Sample 1966 417

Thinking about the proposed debates between the party leaders during next year's general

| the party leaders during next year's general election campaign, which of the following party leaders do you think should be included? | | | | | | | | | | | | | | | | | | | | | | |
|---|------------|--------------|----------|----------|----------|----------|----------|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| David Cameron, Conservative | | | | | | | | | | | | | | | | | | | | | | |
| Should be included in the debates | | 88 | 97 | 89 | 95 | 94 | 95 | 87 | 93 | 92 | 84 | 76 | 84 | 89 | 94 | 90 | 84 | 86 | 88 | 85 | 89 | 88 |
| Should not be included in the debates | | 3 | 0 | 4 | 3 | 3 | 1 | 5 | 1 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 4 | 3 | 4 | 2 | 2 | 7 |
| Don't know | | 9 | 3 | 7 | 2 | 3 | 4 | 8 | 6 | 5 | 13 | 20 | 12 | 8 | 4 | 7 | 12 | 11 | 8 | 13 | 9 | 5 |
| Ed Miliband, Labour | | | - | | | | - | | | - | | | | | - | | _ | | | | | |
| Should be included in the debates | | 87 | 94 | 91 | 95 | 91 | 92 | 89 | 93 | 92 | 83 | 75 | 84 | 88 | 93 | 90 | 84 | 85 | 88 | 85 | 89 | 87 |
| Should not be included in the debates | | 3 | 2 | 2 | 3 | 5 | 4 | 3 | 1 | 3 | 4 | 5 | 3 | 4 | 3 | 2 | 4 | 4 | 3 | 2 | 3 | 7 |
| Don't know | | 10 | 3 | 6 | 2 | 4 | 4 | 8 | 6 | 6 | 13 | 20 | 13 | 8 | 4 | 8 | 12 | 11 | 8 | 13 | 9 | 5 |
| Nick Clegg, Liberal Democrat | | | | | | | | | | | | | | | | | | | | | | |
| Should be included in the debates | | 79 | 84 | 82 | 92 | 79 | 83 | 78 | 87 | 80 | 78 | 68 | 77 | 81 | 83 | 82 | 75 | 78 | 79 | 78 | 80 | 79 |
| Should not be included in the debates | | 11 | 11 | 11 | 6 | 17 | 11 | 13 | 8 | 13 | 8 | 10 | 10 | 10 | 12 | 10 | 11 | 10 | 12 | 9 | 10 | 15 |
| Don't know | | 11 | 5 | 7 | 2 | 4 | 5 | 9 | 6 | 7 | 14 | 22 | 13 | 9 | 5 | 8 | 13 | 12 | 9 | 13 | 10 | 7 |
| Nigel Farage, UKIP | | | | | | | | | | | | | | | | | | | | | | |
| Should be included in the debates | | 67 | 71 | 61 | 62 | 95 | 73 | 63 | 69 | 70 | 64 | 53 | 62 | 70 | 73 | 63 | 71 | 61 | 68 | 64 | 73 | 57 |
| Should not be included in the debates | | 22 | 22 | 30 | 32 | 2 | 19 | 28 | 22 | 23 | 20 | 26 | 24 | 20 | 20 | 26 | 16 | 23 | 21 | 22 | 17 | 36 |
| Don't know | | 12 | 7 | 9 | 6 | 3 | 7 | 10 | 9 | 7 | 16 | 21 | 14 | 10 | 7 | 11 | 13 | 16 | 11 | 14 | 10 | 7 |
| Natalie Bennett, Green | | | | | | | | | | I | | ۱ | | - 4 | - o I | | | | | 4- | | |
| Should be included in the debates | | 51 | 41 | 60 | 58 | 45 | 41 | 55 | 66 | 48 | 55 | 49 | 51 | 54 | 50 | 50 | 53 | 56 | 52 | 45 | 52 | 57 |
| Should not be included in the debates | | 33 | 49 | 27 | 35 | 41 | 47 | 30 | 23 | 42 | 24 | 28 | 32 | 30 | 38 | 36 | 28 | 29 | 33 | 35 | 33 | 32 |
| Don't know | | 16 | 9 | 12 | 7 | 14 | 12 | 15 | 11 | 10 | 22 | 23 | 17 | 16 | 12 | 13 | 20 | 15 | 15 | 20 | 15 | 11 |
| George Galloway, Respect | | 25 | 1 40 | 24 | 40 | 00 | | 20 | 00 | Loo | 20 | I 40 | 24 | 20 | 20 | 0.4 | 20 | 20 | 0.4 | 0.4 | 25 | 0.4 |
| Should be included in the debates Should not be included in the debates | | 25 57 | 19 72 | 31 53 | 18 71 | 26 63 | 22 68 | 29 54 | 28 60 | 20 69 | 30 46 | 16 52 | 31 49 | 28 56 | 20 68 | 24 61 | 26 53 | 32 50 | 24 59 | 24 56 | 25 58 | 24 62 |
| Should not be included in the debates Don't know | | 57 17 | 8 | 16 | 12 | 11 | 10 | 5 4 17 | 13 | 11 | 24 | 32 | 49 19 | 16 | 12 | 15 | 21 | 18 | 17 | 20 | 56 17 | 13 |
| DOTT KNOW | | 17 | 0 | 10 | 12 | 11 | 10 | 17 | 13 | 1 11 | 24 | 32 | 19 | 10 | 12 | 15 | 21 | 10 | 17 | 20 | 17 | 13 |
| | Oct 2-3 | Oct 16-17 | | | | | | | | | | | | | | | | | | | | |
| Some people have suggested that the Conservative party and UKIP should have a pact at the next election, where the two parties do not stand candidates against each other in target seats. Would you support or oppose an electoral pact between UKIP and the Conservative party? | | | | | | | | | | | | | | | _ | | _ | | | | | |
| Support | 15 | 14 | 30 | 4 | 6 | 26 | 28 | 5 | 8 | 18 | 10 | 11 | 12 | 12 | 19 | 14 | 14 | 10 | 17 | 13 | 16 | 8 |
| Oppose | 62 | 63 | 50 | 80 | 82 | 56 | 52 | 75 | 75 | 66 | 60 | 53 | 61 | 68 | 64 | 65 | 61 | 65 | 60 | 63 | 64 | 70 |
| Don't know | 24 | 23 | 20 | 16 | 13 | 18 | 19 | 20 | 17 | 16 | 30 | 36 | 26 | 21 | 17 | 21 | 25 | 26 | 23 | 25 | 20 | 21 |



Sample Size: 1966 GB Adults Fieldwork: 16th - 17th October 2014

| | | V | Westminster VI | | | | 010 Vc | te | Gei | nder | | Αg | e | | Social | Grade | | | Region | | |
|-------------------|-------|-----|----------------|-----|-----|-----|--------|------------|------|-------------|-------|-------|-------|-----|--------|-------|--------|------------------|---------------------|-------|---------------|
| | Total | Con | Dem | | | Con | Lab | Lib Dem | Male | Fe- male | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scot- land |
| Weighted Sample | 1966 | 507 | 551 | 105 | 257 | 593 | 505 | 376 | 954 | 1012 | 234 | 497 | 672 | 562 | 1121 | 845 | 252 | 639 | 421 | 484 | 171 |
| Unweighted Sample | 1966 | 459 | 571 | 108 | 246 | 553 | 523 | 404 | 955 | 1011 | 191 | 375 | 798 | 602 | 1355 | 611 | 256 | 590 | 417 | 454 | 249 |
| • | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ | 0/ |

If the national Conservative and UKIP parties do not agree a pact, do you think the Conservative party should allow their MPs to negotiate their own local pacts with UKIP, joint Conservative-UKIP car

| own local pacts with UKIP, such as standing as joint Conservative-UKIP candidates? | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should allow this | 16 | 30 | 5 | 14 | 30 | 29 | 8 | 9 | 19 | 13 | 13 | 17 | 12 | 22 | 15 | 18 | 16 | 19 | 15 | 16 | 10 |
| Should not allow this | 60 | 54 | 77 | 66 | 51 | 54 | 72 | 70 | 63 | 58 | 53 | 57 | 67 | 59 | 64 | 56 | 57 | 60 | 62 | 59 | 66 |
| Don't know | 24 | 16 | 18 | 20 | 19 | 18 | 21 | 21 | 18 | 29 | 34 | 26 | 22 | 19 | 22 | 26 | 27 | 22 | 23 | 25 | 24 |
| Which of the following best reflects your view? | | | | | | | | | | | | | | | | | | | | | |
| The Conservative party would appeal to me more if it was MORE like UKIP | 21 | 32 | 4 | 10 | 64 | 42 | 7 | 10 | 24 | 19 | 11 | 15 | 21 | 32 | 21 | 23 | 17 | 24 | 23 | 22 | 11 |
| The Conservative party would appeal to me more if it was LESS like UKIP | 13 | 19 | 11 | 34 | 1 | 12 | 10 | 21 | 14 | 12 | 24 | 22 | 9 | 7 | 17 | 8 | 16 | 14 | 11 | 13 | 12 |
| Neither - the Conservative party appeals to me as it is | 14 | 43 | 3 | 7 | 2 | 31 | 4 | 7 | 14 | 14 | 11 | 15 | 12 | 15 | 16 | 11 | 10 | 19 | 13 | 10 | 12 |
| Neither - the Conservative party would never appeal to me anyway | 39 | 0 | 75 | 46 | 29 | 5 | 66 | 55 | 39 | 39 | 32 | 34 | 45 | 39 | 36 | 43 | 42 | 32 | 38 | 42 | 54 |
| Don't know | 12 | 6 | 7 | 3 | 4 | 9 | 12 | 7 | 8 | 16 | 22 | 14 | 12 | 7 | 10 | 15 | 15 | 10 | 14 | 12 | 12 |

If the Conservative party loses the forthcoming byelection in Rochester and Strood do you think David Cameron should remain as Conservative leader and Prime Minister, or do you think he should resign and let someone else take over as Conservative leader and Prime Minister?

| Should remain as Conservative leader and Prime Minister | 57 | 92 | 41 | 75 | 54 | 81 | 44 | 53 | 63 | 51 | 50 | 55 | 58 | 61 | 63 | 49 | 54 | 63 | 55 | 54 | 55 |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should resign and allow someone else to take over as Conservative leader and Prime Minister | 20 | 3 | 36 | 12 | 31 | 9 | 31 | 21 | 21 | 20 | 13 | 21 | 20 | 22 | 15 | 26 | 19 | 16 | 20 | 26 | 21 |
| Don't know | 23 | 5 | 23 | 12 | 16 | 11 | 25 | 26 | 16 | 29 | 36 | 23 | 22 | 17 | 21 | 24 | 27 | 21 | 24 | 21 | 24 |



2

87

10

85

Sample Size: 1966 GB Adults Fieldwork: 16th - 17th October 2014

Westminster VI 2010 Vote Gender Social Grade Age Region Lib Fe-Rest of Midlands Scot-UKIP Male 18-24 25-39 40-59 60+ ABC1 C2DE Con Con Lab London North Dem Dem male South Wales land Weighted Sample 1966 105 376 954 497 1121 845 252 639 421 484 171 257 1012 417

Unweighted Sample

Don't know

Currently all instances of someone having sexual intercourse with someone else without that person's consent are treated as the same offence of rape by the law, though judges will take factors like whether violence was used into account when passing sentence.

Which of the following best reflects your view?

| The law should continue to treat all instances of someone having sexual intercourse with someone without that person's consent as rape | 66 | 66 | 72 | 59 | 60 | 66 | 70 | 70 | 60 | 72 | 53 | 62 | 70 | 72 | 68 | 64 | 63 | 65 | 66 | 68 | 68 |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The law should have different categories of rape, depending on factors like whether violence was used | 25 | 30 | 21 | 33 | 34 | 28 | 22 | 23 | 31 | 20 | 27 | 28 | 23 | 24 | 23 | 28 | 25 | 28 | 24 | 24 | 24 |
| Noithor | 2 | 4 | 2 | 2 | 1 | 4 | 2 | 4 | 2 | 4 | 6 | 2 | 4 | 4 | 2 | 4 | 2 | 2 | 4 | 4 | 2 |

Do you think people who have been accused of rape but have not yet been found guilty should be publically identified when they come to trial, or should their identity be kept secret unless they are found guilty?

| People accused of rape should be able to be named | |
|---|--|
| and their identities reported by the media | |
| People accused of rape should have their identities | |
| kept secret and not reported by the media unless they | |
| are found guilty | |
| Not sure | |

Currently people who have been the victim of a rape have their identities kept secret, and cannot be identified by the media. Do you think rape victims should or should have their identities kept secret?

People who have been the victim of rape should be able to be named and their identities reported by the People who have been the victim of rape should have their identities kepy secret and not reported by the media Not sure

| 13 | 12 | 17 | 11 | 11 | 10 | 17 | 12 | 12 | 15 | 17 | 14 | 12 | 13 | 12 | 14 | 18 | 13 | 10 | 13 | 16 |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----------|----|----|
| 77 | 83 | 73 | 77 | 84 | 85 | 72 | 78 | 80 | 73 | 59 | 76 | 81 | 79 | 79 | 74 | 70 | 79 | 77 12 | 77 | 76 |
| 10 | 5 | 10 | 12 | 5 | 6 | 11 | 10 | 8 | 12 | 24 | 10 | 7 | 8 | 9 | 11 | 12 | 8 | 12 | 10 | 8 |

6 10 8 18

84 86 88 81 87



38

42

16 21

47

45

17

Sample Size: 1966 GB Adults Fieldwork: 16th - 17th October 2014

| | | V | Nestm | inster ' | VI | 2 | 010 Vc | te | Gei | nder | | Αç | je | | Social | Grade | | | Region | | |
|-------------------|-------|----------------------|-------|----------|-----|-----|------------|------|-------------|-------|-------|-------|-----|------|--------|--------|------------------|---------------------|--------|---------------|-----|
| | Total | Con Lab Lib Dem UKIP | | | Con | Lab | Lib Dem | Male | Fe- male | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scot- land | |
| Weighted Sample | 1966 | 507 | 551 | 105 | 257 | 593 | 505 | 376 | 954 | 1012 | 234 | 497 | 672 | 562 | 1121 | 845 | 252 | 639 | 421 | 484 | 171 |
| Unweighted Sample | 1966 | 459 | 571 | 108 | 246 | 553 | 523 | 404 | 955 | 1011 | 191 | 375 | 798 | 602 | 1355 | 611 | 256 | 590 | 417 | 454 | 249 |
| • | 0/_ | 0/2 | 0/2 | 0/_ | 0/2 | 0/_ | 0/_ | 0/_ | 0/2 | 0/_ | 0/2 | 0/_ | 0/_ | 0/2 | 0/2 | 0/- | 0/_ | 0/_ | 0/ | 0/- | 0/ |

54 42 44 45 39 51 50 43 45 46

14 13 14 21 17 16 19 23 18 15 17 19

In 2012 Ched Evans, a footballer with Sheffield United, was found guilty of the rape of a 19 year woman who the court deemed was too drunk to consent to sex. Evans was sentenced to five years in prison. Evans is due to be released on parole this month, do you think he should or should not be allowed to return to playing professional football?

| Should be allowed to return to professional football | 37 | 47 | 36 |
|--|----|----|----|
| Should not be allowed to return to professional football | 45 | | |
| Don't know | 18 | 13 | 18 |

| | 3-4 | 16-17 | | | | | | | | | | | | | | | | | | | | |
|--|-----|-------|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|----|----|----|----|----|
| 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 | 72 | 71 | 74 | 71 | 77 | 72 | 71 | 74 | 72 | 72 | 60 | 77 | 76 | 68 | 71 | 73 | 66 | 71 | 73 | 73 | 79 |
| The law should not be changed to make this legal | 13 | 12 | 14 | 12 | 18 | 13 | 13 | 13 | 13 | 14 | 11 | 12 | 11 | 12 | 15 | 13 | 11 | 15 | 12 | 10 | 13 | 11 |
| Not sure | 18 | 16 | 15 | 14 | 11 | 10 | 15 | 16 | 12 | 14 | 17 | 28 | 12 | 12 | 18 | 15 | 16 | 18 | 17 | 17 | 14 | 10 |
| someone suffering from an painful, incurable | | | ·=· | | | | =' | | | _ | | = | | | - | | · · | | | | | |
| but NOT terminal illness? | | | | | | | | | | | | | | | | | | | | | | |
| The law should be changed to make this legal | 42 | 48 | 48 | 50 | 53 | 47 | 44 | 47 | 52 | 46 | 50 | 43 | 50 | 52 | 43 | 49 | 46 | 49 | 49 | 46 | 47 | 52 |
| The law should not be changed to make this legal | 30 | 30 | 33 | 29 | 27 | 35 | 36 | 28 | 27 | 34 | 26 | 24 | 29 | 27 | 37 | 30 | 30 | 28 | 30 | 29 | 32 | 29 |
| Not sure | 28 | 22 | 19 | 21 | 19 | 18 | 20 | 24 | 21 | 20 | 24 | 33 | 21 | 20 | 21 | 21 | 24 | 23 | 21 | 25 | 21 | 19 |

It is not currently legal for someone to help someone else to commit suicide. In practice, when someone assists a terminally ill family member to commit suicide, do you think they should or should not be prosecuted?

| They should be prosecuted - it is illegal, and unless the law it changed it should be enforced |
|--|
| They should not be prosecuted - if they were helping someone terminally ill who wanted to commit suicide the authorities should turn a blind eye |
| Don't know |

| | | | | | | | | | | | | | | | | 16 | | | | |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 71 | 73 | 73 | 71 | 71 | 72 | 70 | 74 | 68 | 74 | 59 | 75 | 72 | 70 | 70 | 72 | 68 | 70 | 71 | 74 | 73 |
| 15 | 13 | 14 | 12 | 12 | 15 | 16 | 13 | 14 | 17 | 25 | 14 | 13 | 15 | 15 | 16 | 16 | 16 | 14 | 16 | 14 |



| | | ٧ | Vestm | inster ' | VI | 2 | 010 V | ote | Gei | nder | | Αç | je | | Social | Grade | | | Region | | | Type | of smoke | r? |
|-------------------|-------|-----|-------|------------|------|-----|-------|------------|------|-------------|-------|-------|-------|-----|--------|-------|--------|------------------|---------------------|-------|---------------|---------|----------|-------|
| | Total | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Fe- male | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scot- land | Current | Former | Never |
| Weighted Sample | 1966 | 507 | 551 | 105 | 257 | 593 | 505 | 376 | 954 | 1012 | 234 | 497 | 672 | 562 | 1121 | 845 | 252 | 639 | 421 | 484 | 171 | 289 | 607 | 1042 |
| Unweighted Sample | 1966 | 459 | 571 | 108 | 246 | 553 | 523 | 404 | 955 | 1011 | 191 | 375 | 798 | 602 | 1355 | 611 | 256 | 590 | 417 | 454 | 249 | 272 | 624 | 1049 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

| ninking about tobacco produc | rts (including | 7 |
|------------------------------|----------------|--------|
| | | |
| | Unweighted | Sample |

| Thinking about tobacco products (including |
|---|
| cigarettes, cigars, rolling and pipe tobacco, but |
| NOT including e-cigarettes), which of the |
| following applies to you? |

| a. | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|
| I am a current smoker | 15 | 10 | 17 | 10 | 21 | 14 | 16 | 14 | 16 | 14 | 9 | 15 | 19 | 12 | 12 | 18 | 16 | 15 | 15 | 15 | 13 | 100 | 0 | 0 |
| I am a former smoker | 31 | 30 | 27 | 20 | 43 | 36 | 32 | 28 | 33 | 29 | 9 | 24 | 31 | 46 | 28 | 35 | 29 | 31 | 30 | 31 | 33 | 0 | 100 | 0 |
| I have never been a smoker | 53 | 59 | 55 | 67 | 36 | 49 | 50 | 57 | 50 | 55 | 74 | 60 | 49 | 42 | 59 | 45 | 52 | 53 | 54 | 53 | 54 | 0 | 0 | 100 |
| Not sure | 1 | 0 | 1 | 3 | 0 | 0 | 2 | 1 | 1 | 1 | 8 | 1 | 0 | 0 | 1 | 2 | 3 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |

Now thinking about e-cigarettes, which of the following applies to you?

| ronowing applies to you: | | | | | | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I currently use e-cigarettes AND smoke tobacco | 4 | 3 | 6 | 0 | 6 | 3 | 5 | 5 | 4 | 4 | 2 | 2 | 6 | 2 | 3 | 5 | 3 | 4 | 4 | 4 | 2 | 25 | 0 | 0 |
| I used to smoke tobacco, but now use e-cigarettes INSTEAD | 3 | 2 | 3 | 0 | 6 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 2 | 2 | 4 | 2 | 1 | 3 | 5 | 1 | 1 | 8 | 0 |
| I currently use e-cigarettes, but have NEVER smoked tobacco | 0 | 0 | 1 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| I do not currently use e-cigarettes | 90 | 93 | 89 | 95 | 86 | 92 | 88 | 90 | 90 | 90 | 85 | 91 | 88 | 93 | 92 | 87 | 89 | 91 | 91 | 87 | 94 | 73 | 89 | 97 |
| Don't know | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 10 | 2 | 2 | 3 | 2 | 4 | 4 | 4 | 2 | 3 | 1 | 1 | 2 | 3 |
| | | | | | | | | | | | | | | | | | | | | | | | | |

How long ago did you give up smoking tobacco?

[This question was only asked to respondents who are former smokers; n=624]

| In the last year | 10 | 7 | 8 | 25 | 8 | 9 | 9 | 11 | 7 | 13 | 11 | 21 | 9 | 5 | 7 | 13 | 7 | 7 | 12 | 13 | 11 | 0 | 10 | 0 |
|-------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|----|---|
| One or two years ago | 9 | 5 | 8 | 0 | 11 | 7 | 7 | 11 | 9 | 9 | 48 | 14 | 9 | 3 | 9 | 9 | 10 | 7 | 10 | 11 | 5 | 0 | 9 | 0 |
| Three to five years ago | 10 | 11 | 11 | 22 | 9 | 8 | 11 | 9 | 10 | 10 | 17 | 18 | 13 | 4 | 10 | 10 | 17 | 10 | 11 | 8 | 7 | 0 | 10 | 0 |
| Six to ten years ago | 17 | 22 | 19 | 26 | 11 | 17 | 15 | 19 | 17 | 17 | 16 | 26 | 20 | 10 | 20 | 14 | 16 | 22 | 12 | 16 | 18 | 0 | 17 | 0 |
| More than 10 years ago | 53 | 54 | 55 | 26 | 60 | 60 | 58 | 48 | 57 | 50 | 0 | 20 | 47 | 78 | 53 | 53 | 51 | 54 | 56 | 51 | 57 | 0 | 53 | 0 |
| Don't know | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 7 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 3 | 0 | 1 | 0 |



| | | / | Vestm | inster ' | VI | 2 | 010 V | ote | Ge | nder | | Αç | je | | Social | Grade | | | Region | | | Type | of smoke | r? |
|-------------------|-------|-----|-------|------------|------|-----|-------|------------|------|-------------|-------|-------|-------|-----|--------|-------|--------|------------------|---------------------|-------|---------------|---------|----------|-------|
| | Total | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Fe- male | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scot- land | Current | Former | Never |
| Weighted Sample | 1966 | 507 | 551 | 105 | 257 | 593 | 505 | 376 | 954 | 1012 | 234 | 497 | 672 | 562 | 1121 | 845 | 252 | 639 | 421 | 484 | 171 | 289 | 607 | 1042 |
| Unweighted Sample | 1966 | 459 | 571 | 108 | 246 | 553 | 523 | 404 | 955 | 1011 | 191 | 375 | 798 | 602 | 1355 | 611 | 256 | 590 | 417 | 454 | 249 | 272 | 624 | 1049 |
| • | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Which, if any, of the following did you find useful in giving up smoking tobacco? Please tick all that apply

[This question was only asked to respondents who are former smokers; n=624]

| Nicotine patches | 10 | 12 | 8 | 21 | 14 | 12 | 10 | 12 | 11 | 8 | 0 | 16 | 10 | 8 | 10 | 10 | 6 | 6 | 12 | 17 | 6 | 0 | 10 | 0 |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|----|---|
| E-cigarettes | 9 | 5 | 10 | 6 | 14 | 5 | 11 | 11 | 8 | 11 | 33 | 11 | 11 | 6 | 7 | 12 | 8 | 5 | 11 | 16 | 1 | 0 | 9 | 0 |
| Nicotine gum | 6 | 6 | 12 | 9 | 2 | 4 | 12 | 6 | 7 | 6 | 11 | 8 | 5 | 6 | 6 | 7 | 4 | 4 | 5 | 11 | 8 | 0 | 6 | 0 |
| NHS stop smoking services | 6 | 9 | 9 | 4 | 5 | 8 | 6 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 6 | 2 | 3 | 10 | 10 | 4 | 0 | 6 | 0 |
| Anti smoking medication (e.g. Zyban or Chantix) | 4 | 3 | 5 | 6 | 7 | 4 | 3 | 3 | 5 | 4 | 7 | 2 | 5 | 5 | 4 | 5 | 8 | 3 | 4 | 4 | 5 | 0 | 4 | 0 |
| Hypnosis | 2 | 2 | 0 | 13 | 3 | 3 | 1 | 2 | 2 | 2 | 0 | 2 | 2 | 2 | 3 | 1 | 9 | 2 | 1 | 0 | 1 | 0 | 2 | 0 |
| None of these | 69 | 68 | 68 | 57 | 66 | 71 | 70 | 64 | 70 | 69 | 53 | 63 | 68 | 74 | 73 | 65 | 70 | 78 | 67 | 56 | 78 | 0 | 69 | 0 |
| Don't know | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 7 | 1 | 1 | 0 | 1 | 1 | 1 | 2 | 1 | 0 | 0 | 0 | 1 | 0 |

Would you support or oppose a ban on smoking in public open places, such as parks?

| Support a ban | 50 | 53 | 51 | 63 | 43 | 49 | 49 | 53 | 47 | 54 | 54 | 57 | 46 | 49 | 55 | 45 | 50 | 52 | 49 | 52 | 48 | 8 | 48 | 65 |
|---------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Oppose a ban | 39 | 40 | 39 | 35 | 46 | 43 | 41 | 39 | 42 | 37 | 30 | 33 | 43 | 45 | 36 | 44 | 38 | 39 | 39 | 39 | 44 | 86 | 42 | 25 |
| Don't know | 10 | 7 | 10 | 2 | 11 | 7 | ۵ | Q | 11 | ۵ | 16 | 10 | 11 | 7 | ۵ | 11 | 11 | 10 | 12 | Q | Ω | 6 | 10 | 10 |

Would you support or oppose a ban on people using e-cigarettes in indoor public places, like restaurants and workplaces?

2

| Support a ban | 60 | 65 | 59 | 62 | 56 | 66 | 57 | 58 | 58 | 62 | 54 | 55 | 58 | 69 | 62 | 57 | 57 | 61 | 58 | 61 | 62 | 30 | 60 | 69 |
|---------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Oppose a ban | 27 | 27 | 27 | 30 | 34 | 25 | 30 | 28 | 30 | 25 | 27 | 30 | 30 | 22 | 27 | 28 | 29 | 25 | 28 | 29 | 29 | 60 | 26 | 19 |
| Don't know | 13 | 8 | 13 | 8 | 11 | 8 | 14 | 15 | 12 | 13 | 19 | 15 | 12 | 9 | 11 | 16 | 14 | 14 | 14 | 10 | 9 | 11 | 13 | 12 |



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 83 | 118 |
| Male 25 to | 39 158 | 248 |
| Male 40 to | 400 | 332 |
| Male 60 |) + 314 | 256 |
| Female 18 to | 24 108 | 116 |
| Female 25 to | 39 217 | 250 |
| Female 40 to | 59 398 | 340 |
| Female 60 |) + 288 | 307 |
| Region | | |
| North Engla | nd 454 | 484 |
| Midlan | ds 301 | 322 |
| Ea | ast 163 | 189 |
| Lond | on 256 | 252 |
| South Engla | nd 427 | 450 |
| Wal | les 116 | 98 |
| Scotla | nd 249 | 171 |
| Social Grade | | |
| , | AB 786 | 550 |
| | C1 569 | 570 |
| | C2 262 | 413 |
| ו | DE 349 | 433 |
| Newspaper Type | | |
| Express / M | lail 411 | 279 |
| Sun / S | tar 187 | 395 |
| Mirror / Reco | ord 133 | 173 |
| Guardian / Independe | ent 215 | 87 |
| FT / Times / Telegra | ph 140 | 157 |
| Other Pap | oer 292 | 226 |
| No Pap | oer 588 | 649 |
| Political Party Identification | | |
| Labo | our 633 | 621 |
| Conservati | ive 489 | 547 |
| Liberal Democ | rat 173 | 187 |
| SNP/Plaid Cym | nru 67 | 37 |
| Othe | ers 136 | 96 |
| None/ [| OK 468 | 478 |
| | | |

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>