

## YouGov / Sunday Times Survey Results

Sample Size: 1975 GB Adults  
Fieldwork: 13th - 14th November 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1975</b>	<b>485</b>	<b>513</b>	<b>105</b>	<b>280</b>	<b>577</b>	<b>482</b>	<b>400</b>	<b>958</b>	<b>1017</b>	<b>235</b>	<b>500</b>	<b>675</b>	<b>565</b>	<b>1126</b>	<b>849</b>	<b>253</b>	<b>642</b>	<b>423</b>	<b>486</b>	<b>172</b>	
Unweighted Sample	1975	464	571	97	264	570	542	400	968	1007	143	409	839	584	1345	630	276	609	401	453	236	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	31	100	0	0	0	71	5	15	31	31	26	29	29	36	33	28	33	39	33	24	17
Lab	33	0	100	0	0	2	77	30	31	34	30	38	36	27	33	33	34	27	33	43	25
Lib Dem	7	0	0	100	0	1	1	27	5	9	5	8	4	9	8	5	8	8	6	5	5
Other	29	0	0	0	100	26	18	28	33	26	39	25	30	28	26	33	25	26	27	29	53

### Other Parties Voting Intention

UKIP	18	0	0	0	100	22	10	12	21	15	11	13	21	21	15	22	19	20	18	22	0
SNP / PCY	5	0	0	0	0	1	4	3	5	4	10	5	5	3	4	6	0	0	2	0	46
Green	5	0	0	0	0	2	3	12	6	5	14	6	4	3	6	4	4	6	5	6	5
BNP	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0
Other	1	0	0	0	0	1	0	1	1	1	1	1	1	1	1	1	2	0	2	0	1

### Non Voters

Would Not Vote	6	0	0	0	0	2	2	4	4	8	8	10	7	1	5	8	5	6	6	8	3
Don't know	15	0	0	0	0	13	12	20	10	19	18	17	15	12	15	15	14	15	14	17	12

### Do you approve or disapprove of the Government's record to date?

	Nov 12-13	Nov 13-14																				
Approve	32	29	82	6	40	17	59	8	25	32	26	29	26	27	35	33	24	36	33	29	24	20
Disapprove	54	56	7	87	45	74	29	82	60	56	55	49	54	59	55	53	59	52	51	55	61	63
Don't know	15	15	11	8	15	9	12	11	15	12	19	22	20	14	10	14	17	12	16	16	15	16

### Do you think that David Cameron is doing well or badly as Prime Minister?

	Nov 6-7	Nov 13-14																				
Very well	7	5	20	0	2	0	13	2	3	6	5	5	3	5	8	6	5	6	6	7	5	2
Fairly well	34	34	74	14	43	28	58	15	31	36	33	38	35	31	36	38	30	39	40	33	28	31
<b>TOTAL WELL</b>	<b>41</b>	<b>39</b>	<b>94</b>	<b>14</b>	<b>45</b>	<b>28</b>	<b>71</b>	<b>17</b>	<b>34</b>	<b>42</b>	<b>38</b>	<b>43</b>	<b>38</b>	<b>36</b>	<b>44</b>	<b>44</b>	<b>35</b>	<b>45</b>	<b>46</b>	<b>40</b>	<b>33</b>	<b>33</b>
Fairly badly	27	31	5	40	41	41	20	41	39	29	32	31	31	31	32	32	30	25	30	33	33	33
Very badly	24	23	0	42	12	29	6	38	22	24	21	15	21	28	22	19	28	23	19	21	27	30
<b>TOTAL BADLY</b>	<b>51</b>	<b>54</b>	<b>5</b>	<b>82</b>	<b>53</b>	<b>70</b>	<b>26</b>	<b>79</b>	<b>61</b>	<b>53</b>	<b>53</b>	<b>46</b>	<b>52</b>	<b>59</b>	<b>54</b>	<b>51</b>	<b>58</b>	<b>48</b>	<b>49</b>	<b>54</b>	<b>60</b>	<b>63</b>
Don't know	7	6	0	3	2	2	3	5	4	5	8	11	10	6	2	5	8	8	6	6	7	5

Fieldwork: 13th - 14th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1975</b>	<b>485</b>	<b>513</b>	<b>105</b>	<b>280</b>	<b>577</b>	<b>482</b>	<b>400</b>	<b>958</b>	<b>1017</b>	<b>235</b>	<b>500</b>	<b>675</b>	<b>565</b>	<b>1126</b>	<b>849</b>	<b>253</b>	<b>642</b>	<b>423</b>	<b>486</b>	<b>172</b>	
Unweighted Sample	1975	464	571	97	264	570	542	400	968	1007	143	409	839	584	1345	630	276	609	401	453	236	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Nov 6-7	Nov 13-14																				
<b>Do you think Ed Miliband is doing well or badly as leader of the Labour party?</b>																						
Very well	3	3	0	10	0	0	0	8	2	4	2	4	3	3	3	3	3	3	2	3	4	2
Fairly well	15	15	5	41	13	5	4	31	16	14	17	13	15	16	16	15	16	15	14	16	17	14
<b>TOTAL WELL</b>	<b>18</b>	<b>18</b>	<b>5</b>	<b>51</b>	<b>13</b>	<b>5</b>	<b>4</b>	<b>39</b>	<b>18</b>	<b>18</b>	<b>19</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>19</b>	<b>18</b>	<b>19</b>	<b>18</b>	<b>16</b>	<b>19</b>	<b>21</b>	<b>16</b>
Fairly badly	35	34	32	35	47	33	28	33	43	32	35	36	39	32	30	35	32	31	33	38	33	32
Very badly	39	40	60	9	38	59	64	19	33	45	35	33	33	41	48	41	38	41	43	36	35	48
<b>TOTAL BADLY</b>	<b>74</b>	<b>74</b>	<b>92</b>	<b>44</b>	<b>85</b>	<b>92</b>	<b>92</b>	<b>52</b>	<b>76</b>	<b>77</b>	<b>70</b>	<b>69</b>	<b>72</b>	<b>73</b>	<b>78</b>	<b>76</b>	<b>70</b>	<b>72</b>	<b>76</b>	<b>74</b>	<b>68</b>	<b>80</b>
Don't know	9	8	3	5	2	3	5	9	6	5	12	14	11	9	3	6	11	9	8	7	10	5

	Nov 6-7	Nov 13-14																				
<b>Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?</b>																						
Very well	1	1	1	2	12	0	1	2	3	2	1	1	1	2	2	2	1	2	2	1	1	1
Fairly well	14	15	25	8	49	6	18	9	26	16	15	15	15	14	18	18	12	19	18	14	13	10
<b>TOTAL WELL</b>	<b>15</b>	<b>16</b>	<b>26</b>	<b>10</b>	<b>61</b>	<b>6</b>	<b>19</b>	<b>11</b>	<b>29</b>	<b>18</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>20</b>	<b>20</b>	<b>13</b>	<b>21</b>	<b>20</b>	<b>15</b>	<b>14</b>	<b>11</b>	
Fairly badly	33	31	40	33	31	24	34	30	32	29	34	30	38	28	30	33	29	30	33	33	29	30
Very badly	42	43	30	52	6	64	42	52	34	48	38	41	32	49	46	42	45	38	40	42	47	52
<b>TOTAL BADLY</b>	<b>75</b>	<b>74</b>	<b>70</b>	<b>85</b>	<b>37</b>	<b>88</b>	<b>76</b>	<b>82</b>	<b>66</b>	<b>77</b>	<b>72</b>	<b>71</b>	<b>70</b>	<b>77</b>	<b>76</b>	<b>75</b>	<b>74</b>	<b>68</b>	<b>73</b>	<b>75</b>	<b>76</b>	<b>82</b>
Don't know	10	9	4	5	2	6	6	7	6	5	12	13	14	9	4	6	13	10	8	10	10	6

	Nov 6-7	Nov 13-14																				
<b>Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?</b>																						
Very well	2	2	2	2	6	1	1	2	1	2	1	2	2	1	1	2	1	3	2	1	1	1
Fairly well	28	25	58	9	54	14	43	9	30	29	22	22	24	25	29	30	19	31	29	27	20	18
<b>TOTAL WELL</b>	<b>30</b>	<b>27</b>	<b>60</b>	<b>11</b>	<b>60</b>	<b>15</b>	<b>44</b>	<b>11</b>	<b>31</b>	<b>31</b>	<b>23</b>	<b>24</b>	<b>26</b>	<b>26</b>	<b>30</b>	<b>32</b>	<b>20</b>	<b>34</b>	<b>31</b>	<b>28</b>	<b>21</b>	<b>19</b>
Fairly badly	34	37	31	38	30	44	36	37	42	35	39	37	37	34	40	39	34	33	40	37	34	36
Very badly	28	28	6	47	7	40	14	45	21	30	26	24	24	33	27	23	34	24	21	29	33	39
<b>TOTAL BADLY</b>	<b>62</b>	<b>65</b>	<b>37</b>	<b>85</b>	<b>37</b>	<b>84</b>	<b>50</b>	<b>82</b>	<b>63</b>	<b>65</b>	<b>65</b>	<b>61</b>	<b>61</b>	<b>67</b>	<b>67</b>	<b>62</b>	<b>68</b>	<b>57</b>	<b>61</b>	<b>66</b>	<b>67</b>	<b>75</b>
Don't know	8	8	3	4	3	1	5	7	6	4	12	14	13	7	2	6	11	9	8	5	12	5

	Nov 6-7	Nov 13-14																				
<b>Do you think this coalition government is good or bad for people like you?</b>																						
Very good	2	2	3	1	15	0	2	1	4	2	2	2	1	1	4	3	1	2	3	2	1	2
Fairly good	17	17	44	7	31	12	29	6	20	20	15	19	18	14	21	21	13	26	18	16	16	11
<b>TOTAL GOOD</b>	<b>19</b>	<b>19</b>	<b>47</b>	<b>8</b>	<b>46</b>	<b>12</b>	<b>31</b>	<b>7</b>	<b>24</b>	<b>22</b>	<b>17</b>	<b>21</b>	<b>19</b>	<b>15</b>	<b>25</b>	<b>24</b>	<b>14</b>	<b>28</b>	<b>21</b>	<b>18</b>	<b>17</b>	<b>13</b>
Fairly bad	27	26	22	31	18	33	26	30	24	25	26	22	23	27	27	27	24	23	26	28	23	27
Very bad	26	26	5	46	6	35	13	44	22	29	23	20	22	31	26	23	30	23	20	25	33	37
<b>TOTAL BAD</b>	<b>53</b>	<b>52</b>	<b>27</b>	<b>77</b>	<b>24</b>	<b>68</b>	<b>39</b>	<b>74</b>	<b>46</b>	<b>54</b>	<b>49</b>	<b>42</b>	<b>45</b>	<b>58</b>	<b>53</b>	<b>50</b>	<b>54</b>	<b>46</b>	<b>46</b>	<b>53</b>	<b>56</b>	<b>64</b>
Doesn't make much difference either way	22	24	24	13	26	20	27	14	27	21	27	25	28	22	21	22	26	22	27	25	21	19
Don't know	6	5	1	2	3	0	2	5	3	3	7	11	8	4	1	4	6	4	5	4	7	4

Fieldwork: 13th - 14th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1975</b>	<b>485</b>	<b>513</b>	<b>105</b>	<b>280</b>	<b>577</b>	<b>482</b>	<b>400</b>	<b>958</b>	<b>1017</b>	<b>235</b>	<b>500</b>	<b>675</b>	<b>565</b>	<b>1126</b>	<b>849</b>	<b>253</b>	<b>642</b>	<b>423</b>	<b>486</b>	<b>172</b>	
Unweighted Sample	1975	464	571	97	264	570	542	400	968	1007	143	409	839	584	1345	630	276	609	401	453	236	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Nov 6-7	Nov 13-14																				
<b>Do you think the coalition government is managing the economy well or badly?</b>																						
Very well	7	8	24	1	12	5	18	2	5	11	5	9	5	6	12	10	6	8	9	9	7	3
Fairly well	36	34	68	15	58	30	58	15	35	35	34	34	33	32	39	39	28	39	39	33	29	28
<b>TOTAL WELL</b>	<b>43</b>	<b>42</b>	<b>92</b>	<b>16</b>	<b>70</b>	<b>35</b>	<b>76</b>	<b>17</b>	<b>40</b>	<b>46</b>	<b>39</b>	<b>43</b>	<b>38</b>	<b>38</b>	<b>51</b>	<b>49</b>	<b>34</b>	<b>47</b>	<b>48</b>	<b>42</b>	<b>36</b>	<b>31</b>
Fairly badly	29	30	4	46	22	38	15	44	34	29	30	22	32	32	28	28	32	27	28	32	28	34
Very badly	17	18	0	33	3	22	4	30	16	18	18	19	14	22	16	15	22	15	14	17	23	23
<b>TOTAL BADLY</b>	<b>46</b>	<b>48</b>	<b>4</b>	<b>79</b>	<b>25</b>	<b>60</b>	<b>19</b>	<b>74</b>	<b>50</b>	<b>47</b>	<b>48</b>	<b>41</b>	<b>46</b>	<b>54</b>	<b>44</b>	<b>43</b>	<b>54</b>	<b>42</b>	<b>42</b>	<b>49</b>	<b>51</b>	<b>57</b>
Don't know	10	10	4	5	5	4	5	9	9	7	13	16	16	9	5	8	13	12	10	8	12	12
<b>In your opinion how good or bad is the state of Britain's economy at the moment?</b>																						
Very good	3	2	4	0	1	1	3	1	0	2	1	2	1	2	1	2	1	2	2	2	1	1
Quite good	24	24	59	8	27	15	44	10	18	28	20	24	20	19	32	27	19	34	25	24	19	15
<b>TOTAL GOOD</b>	<b>27</b>	<b>26</b>	<b>63</b>	<b>8</b>	<b>28</b>	<b>16</b>	<b>47</b>	<b>11</b>	<b>18</b>	<b>30</b>	<b>21</b>	<b>26</b>	<b>21</b>	<b>21</b>	<b>33</b>	<b>29</b>	<b>20</b>	<b>36</b>	<b>27</b>	<b>26</b>	<b>20</b>	<b>16</b>
Neither good nor bad	32	32	27	36	42	30	32	31	37	30	33	32	34	30	32	34	29	29	34	32	29	34
Quite bad	26	27	8	36	25	39	16	34	32	27	28	23	28	30	24	26	29	25	26	26	31	31
Very bad	11	12	1	18	4	13	4	19	11	10	13	11	11	15	10	9	15	9	10	12	15	16
<b>TOTAL BAD</b>	<b>37</b>	<b>39</b>	<b>9</b>	<b>54</b>	<b>29</b>	<b>52</b>	<b>20</b>	<b>53</b>	<b>43</b>	<b>37</b>	<b>41</b>	<b>34</b>	<b>39</b>	<b>45</b>	<b>34</b>	<b>35</b>	<b>44</b>	<b>34</b>	<b>36</b>	<b>38</b>	<b>46</b>	<b>47</b>
Don't know	4	4	1	1	1	2	1	5	2	3	5	8	6	4	1	3	6	2	4	4	6	4
<b>How do you think the financial situation of your household will change over the next 12 months?</b>																						
Get a lot better	2	1	3	1	0	0	2	1	1	2	0	1	2	1	1	2	1	3	1	1	2	1
Get a little better	14	14	32	9	19	8	23	7	14	17	11	19	20	11	10	16	12	16	17	16	9	8
<b>TOTAL BETTER</b>	<b>16</b>	<b>15</b>	<b>35</b>	<b>10</b>	<b>19</b>	<b>8</b>	<b>25</b>	<b>8</b>	<b>15</b>	<b>19</b>	<b>11</b>	<b>20</b>	<b>22</b>	<b>12</b>	<b>11</b>	<b>18</b>	<b>13</b>	<b>19</b>	<b>18</b>	<b>17</b>	<b>11</b>	<b>9</b>
Stay about the same	42	46	54	42	60	47	50	41	50	46	47	49	43	42	54	49	43	43	49	43	46	48
Get a little worse	24	24	10	30	19	33	19	31	24	21	26	12	21	28	26	23	25	23	21	28	24	26
Get a lot worse	11	9	0	13	1	9	3	13	6	9	9	5	6	13	7	7	11	10	6	8	11	11
<b>TOTAL WORSE</b>	<b>35</b>	<b>33</b>	<b>10</b>	<b>43</b>	<b>20</b>	<b>42</b>	<b>22</b>	<b>44</b>	<b>30</b>	<b>30</b>	<b>35</b>	<b>17</b>	<b>27</b>	<b>41</b>	<b>33</b>	<b>30</b>	<b>36</b>	<b>33</b>	<b>27</b>	<b>36</b>	<b>35</b>	<b>37</b>
Don't know	6	6	1	5	1	4	3	7	4	5	7	13	9	5	2	4	8	6	5	4	8	6

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

Imagine that at the next election the party leaders remained David Cameron for the Conservatives, Ed Miliband for Labour and Nick Clegg for the Liberal Democrats. How would you vote?

Con	<b>33</b>	99	2	1	3	72	6	14	32	34	28	34	31	37	36	29	34	39	36	28	17
Lab	<b>30</b>	0	96	1	2	2	75	30	30	30	28	31	34	26	30	30	30	26	31	39	22
Lib Dem	<b>7</b>	0	0	98	0	1	0	27	5	9	8	7	5	9	8	6	10	9	6	5	5
Other	<b>30</b>	0	2	0	96	25	19	29	33	26	36	28	30	28	26	35	26	26	27	29	55

Other Parties Voting Intention

UKIP	<b>18</b>	0	0	0	96	21	12	11	20	15	10	13	20	22	15	22	20	19	19	20	1
Green	<b>6</b>	0	1	0	0	2	3	14	6	6	15	7	4	3	7	5	5	7	5	6	6
SNP / PCY	<b>5</b>	0	0	0	0	1	4	3	5	4	9	5	5	3	4	6	0	0	2	0	47
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	1	0	1	1	1	1	2	1	0	0	2	1	0	1	1	0

Non Voters

Would Not Vote	<b>6</b>	0	1	1	1	2	2	3	5	7	6	9	7	2	5	7	6	6	5	7	3
Don't know	<b>13</b>	0	5	4	2	7	15	18	9	17	16	19	11	9	12	14	12	12	12	17	10

And imagine that at the next election the party leaders were David Cameron for the Conservatives, David Miliband for Labour and Nick Clegg for the Liberal Democrats. How would you vote?

Con	<b>31</b>	96	1	1	3	71	4	14	30	33	24	30	30	37	33	28	32	39	32	26	16
Lab	<b>34</b>	4	96	7	5	5	77	35	34	34	31	40	36	28	35	33	35	28	36	45	23
Lib Dem	<b>7</b>	0	0	92	1	1	1	27	5	8	6	7	4	9	7	6	8	9	6	4	5
Other	<b>28</b>	0	3	0	91	24	18	25	31	25	38	24	30	26	25	32	25	24	27	25	56

Other Parties Voting Intention

UKIP	<b>17</b>	0	1	0	91	21	9	11	19	15	10	12	20	20	14	21	19	18	19	19	2
SNP / PCY	<b>5</b>	0	0	0	0	1	4	2	5	5	11	5	5	3	4	6	0	1	2	0	47
Green	<b>5</b>	0	1	0	0	2	4	11	6	4	14	6	4	3	6	4	5	5	4	5	6
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Other	<b>1</b>	0	0	0	0	1	1	1	1	1	1	1	1	0	1	1	1	0	2	0	1

Non Voters

Would Not Vote	<b>6</b>	0	2	1	1	2	2	4	5	7	7	9	7	2	5	7	6	6	5	7	2
Don't know	<b>14</b>	1	4	5	3	8	12	19	9	18	18	18	11	10	12	16	12	13	12	18	9

Fieldwork: 13th - 14th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1975</b>	<b>485</b>	<b>513</b>	<b>105</b>	<b>280</b>	<b>577</b>	<b>482</b>	<b>400</b>	<b>958</b>	<b>1017</b>	<b>235</b>	<b>500</b>	<b>675</b>	<b>565</b>	<b>1126</b>	<b>849</b>	<b>253</b>	<b>642</b>	<b>423</b>	<b>486</b>	<b>172</b>	
Unweighted Sample	1975	464	571	97	264	570	542	400	968	1007	143	409	839	584	1345	630	276	609	401	453	236	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And imagine that at the next election the party leaders were David Cameron for the Conservatives, Alan Johnson for Labour and Nick Clegg for the Liberal Democrats. How would you vote?

Con	<b>32</b>	98	1	1	3	73	4	14	31	34	28	31	30	38	34	30	34	40	33	26	17
Lab	<b>34</b>	2	97	7	8	4	78	36	35	33	29	37	38	29	35	33	32	29	35	46	23
Lib Dem	<b>7</b>	0	1	92	0	1	1	26	5	8	7	8	5	8	7	6	11	8	7	3	5
Other	<b>27</b>	0	1	0	89	23	17	25	29	24	36	24	27	25	23	31	23	23	24	25	55

Other Parties Voting Intention

UKIP	<b>16</b>	0	0	0	87	20	8	10	17	15	11	12	18	18	13	20	16	17	18	18	2
SNP / PCY	<b>5</b>	0	0	0	1	1	4	3	5	4	11	5	5	3	4	6	0	1	1	0	47
Green	<b>5</b>	0	0	0	0	1	3	11	5	4	12	6	3	2	6	4	5	4	4	5	6
BNP	<b>1</b>	0	0	0	1	0	0	0	1	0	2	0	0	1	1	0	1	0	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	1	0	0	0	1	0	1	1	0	0	1	1	0	1	0	0

Non Voters

Would Not Vote	<b>6</b>	0	2	1	2	2	2	4	5	7	7	9	7	2	5	7	5	6	6	8	2
Don't know	<b>15</b>	3	8	4	5	9	15	19	10	20	19	21	13	11	14	17	15	14	14	19	12

And imagine that at the next election the party leaders were David Cameron for the Conservatives, Andy Burnham for Labour and Nick Clegg for the Liberal Democrats. How would you vote?

Con	<b>33</b>	98	2	1	3	73	5	15	31	35	28	31	32	38	36	29	34	41	34	27	17
Lab	<b>32</b>	1	95	6	6	2	77	31	33	30	28	36	35	27	32	31	31	27	32	44	21
Lib Dem	<b>7</b>	1	1	93	2	1	1	29	6	9	8	8	5	9	7	7	10	9	7	5	5
Other	<b>28</b>	0	2	0	89	25	18	25	30	26	36	24	28	27	24	33	25	23	27	25	57

Other Parties Voting Intention

UKIP	<b>17</b>	0	1	0	88	22	9	10	18	15	10	11	18	20	13	21	18	18	19	17	2
SNP / PCY	<b>5</b>	0	0	0	0	1	5	3	6	5	10	5	5	3	4	6	0	0	2	0	48
Green	<b>5</b>	0	1	0	0	2	4	11	5	5	13	6	4	3	6	4	4	5	5	6	6
BNP	<b>1</b>	0	0	0	0	0	0	0	0	1	2	0	0	0	1	0	1	0	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	1	0	1	1	1	0	1	1	0	0	1	1	0	1	0	0

Non Voters

Would Not Vote	<b>6</b>	0	2	1	1	3	3	4	5	7	7	10	7	2	6	7	5	6	6	8	4
Don't know	<b>16</b>	2	10	5	4	8	17	22	11	20	19	22	14	12	14	17	15	15	15	18	12

Fieldwork: 13th - 14th November 2014

	Westminster VI					2010 Vote			Gender		Age				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	Scotland	
<b>Weighted Sample</b>	<b>1975</b>	<b>485</b>	<b>513</b>	<b>105</b>	<b>280</b>	<b>577</b>	<b>482</b>	<b>400</b>	<b>958</b>	<b>1017</b>	<b>235</b>	<b>500</b>	<b>675</b>	<b>565</b>	<b>1126</b>	<b>849</b>	<b>253</b>	<b>642</b>	<b>423</b>	<b>486</b>	<b>172</b>	
Unweighted Sample	1975	464	571	97	264	570	542	400	968	1007	143	409	839	584	1345	630	276	409	401	453	236	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And imagine that at the next election the party leaders were David Cameron for the Conservatives, Yvette Cooper for Labour and Nick Clegg for the Liberal Democrats. How would you vote?

Con	<b>34</b>	99	2	2	3	72	5	15	32	36	29	32	31	39	36	30	35	41	34	28	17
Lab	<b>30</b>	0	95	8	5	2	73	31	31	29	31	34	33	25	31	30	29	26	31	40	23
Lib Dem	<b>7</b>	0	1	88	1	1	1	28	5	9	6	8	5	9	7	6	8	8	7	4	5
Other	<b>29</b>	0	3	1	92	25	21	26	32	26	35	26	31	28	26	34	27	24	27	28	56

Other Parties Voting Intention

UKIP	<b>17</b>	0	1	0	91	22	11	11	19	16	10	12	20	21	14	22	19	19	19	20	2
SNP / PCY	<b>5</b>	0	0	1	0	1	5	3	6	4	10	6	5	3	4	6	1	0	2	0	47
Green	<b>5</b>	0	1	1	0	2	4	11	6	5	13	7	4	2	6	4	5	5	4	7	5
BNP	<b>0</b>	0	0	0	0	0	0	0	1	0	2	0	0	0	1	0	0	0	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	1	0	0	1	1	1	1	1	0	1	2	1	1	1	1	0	2	1	1

Non Voters

Would Not Vote	<b>6</b>	0	4	0	0	3	4	4	5	7	7	10	7	2	5	7	6	6	7	8	3
Don't know	<b>16</b>	3	10	4	5	9	18	22	11	21	18	22	14	13	15	18	16	15	15	20	12

Do you think Ed Miliband should remain as leader of the Labour party and lead them into the coming general election, or should he step down and allow someone else to lead Labour into the general election?

	Nov 6-7	Nov 13-14																				
Ed Miliband should remain Labour leader and lead them into the general election	30	<b>33</b>	41	47	39	22	38	40	34	41	27	30	21	34	44	37	28	34	33	37	30	33
Ed Miliband should step down as Labour leader and allow someone else to lead them into the general election	48	<b>43</b>	46	34	39	60	46	40	44	43	43	41	49	40	42	43	42	41	46	39	42	44
Don't know	22	<b>24</b>	13	18	22	18	16	20	22	17	31	29	30	26	14	20	30	25	21	23	28	24

Thinking about Ed Miliband's leadership of the Labour party, do you think he... Has or has not made it clear what he stands for?

Has made it clear what he stands for	20	<b>27</b>	18	57	26	9	11	46	33	26	27	31	22	27	28	28	25	28	25	27	29	23
Has not made it clear what he stands for	65	<b>56</b>	71	31	62	77	76	39	52	61	51	43	54	55	63	58	53	57	57	54	51	65
Don't know	16	<b>18</b>	11	12	12	14	13	15	14	13	22	26	24	18	9	14	22	15	18	19	20	13

Fieldwork: 13th - 14th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	1975	485	513	105	280	577	482	400	958	1017	235	500	675	565	1126	849	253	642	423	486	172
Unweighted Sample	1975	464	571	97	264	570	542	400	968	1007	143	409	839	584	1345	630	276	609	401	453	236
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Nov 6-7	Nov 13-14																				
<b>Has been a strong or weak leader of his party?</b>																						
A strong leader	7	9	1	25	4	2	2	19	8	9	8	12	5	10	9	10	7	12	6	9	11	5
A weak leader	59	55	73	32	58	75	77	37	53	62	49	57	52	53	60	58	52	52	58	53	53	62
Neither strong nor weak	25	27	23	38	31	18	18	34	34	23	30	18	28	28	28	26	28	26	27	27	25	27
Don't know	9	9	2	5	7	5	4	9	5	6	13	13	15	9	3	6	13	10	9	10	11	6
<b>Is or is not up to the job of Labour leader?</b>																						
Is up to the job of Labour leader	27	27	16	58	28	12	12	45	36	30	24	31	26	28	25	30	23	25	28	28	27	24
Is not up to the job of Labour leader	54	54	73	29	52	72	78	39	44	57	50	45	49	53	62	55	52	53	54	52	53	59
Don't know	19	19	10	14	20	16	10	16	20	12	26	25	25	19	13	15	25	21	18	20	21	17
<b>Would or would not be up to the job of Prime Minister?</b>	Nov 6-7	Nov 13-14																				
Would be up to the job of Prime Minister	18	21	3	57	16	6	4	42	26	23	19	22	18	22	21	21	20	19	20	22	23	18
Would not be up to the job of Prime Minister	64	62	92	27	70	85	91	40	55	67	58	57	60	61	69	65	59	60	66	59	60	66
Don't know	17	17	5	16	13	9	5	18	19	11	23	21	23	17	10	14	22	21	14	19	17	16
<b>Who would you trust more to handle the following issues, David Cameron or Ed Miliband?</b>																						
<b>The economy</b>																						
David Cameron	41	41	96	10	42	39	80	14	32	45	37	40	36	35	52	45	35	44	47	40	35	30
Ed Miliband	19	19	0	62	9	3	1	47	23	21	17	20	19	20	17	19	19	20	15	21	24	12
Neither of them	31	31	3	21	39	56	17	30	36	28	33	24	30	37	27	28	35	24	31	30	30	47
Don't know	9	9	1	8	10	2	3	9	9	6	12	16	15	8	4	8	11	12	8	8	11	10
<b>Immigration</b>																						
David Cameron	27	27	74	8	28	12	54	10	24	30	25	25	26	25	32	30	23	32	31	29	21	20
Ed Miliband	20	20	2	58	23	3	2	42	26	21	20	28	21	20	18	21	19	22	20	18	24	17
Neither of them	42	42	21	28	41	82	40	39	40	42	42	29	38	47	46	39	46	34	41	44	43	52
Don't know	10	10	3	6	9	3	4	9	10	7	14	18	16	8	4	9	12	12	8	9	13	12
<b>The NHS</b>																						
David Cameron	24	24	70	2	19	21	58	5	13	25	23	20	19	22	33	26	21	25	28	27	19	16
Ed Miliband	32	32	8	81	30	13	6	64	43	37	27	35	33	32	32	34	30	34	29	32	36	31
Neither of them	33	33	18	13	38	63	32	23	33	31	36	26	34	39	29	31	36	30	34	33	32	43
Don't know	10	10	4	5	12	3	4	8	11	7	13	19	15	8	6	9	13	12	9	9	13	9
<b>Education</b>																						
David Cameron	28	28	78	1	22	27	63	6	19	29	26	23	22	24	39	29	25	29	33	29	24	15
Ed Miliband	27	27	5	75	28	7	4	57	36	31	24	26	29	28	27	29	25	29	24	26	32	26
Neither of them	33	33	12	16	41	61	28	25	33	31	35	29	33	38	29	31	36	27	33	34	30	47
Don't know	12	12	5	8	9	5	4	12	12	9	15	22	17	10	6	11	14	15	10	10	14	12
<b>Defence</b>																						
David Cameron	33	33	82	10	32	26	66	11	26	35	31	32	29	28	41	36	29	39	38	31	27	23
Ed Miliband	17	17	1	55	12	1	1	42	20	19	15	15	18	19	15	17	16	18	13	18	21	13
Neither of them	36	36	13	24	43	66	27	33	38	35	38	30	34	41	36	34	39	26	36	39	35	50
Don't know	14	14	4	11	13	7	6	14	16	11	17	23	19	12	9	13	16	17	13	12	17	14

Fieldwork: 13th - 14th November 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	1975	485	513	105	280	577	482	400	958	1017	235	500	675	565	1126	849	253	642	423	486	172
Unweighted Sample	1975	464	571	97	264	570	542	400	968	1007	143	409	839	584	1345	630	276	609	401	453	236
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Do you think the current level of support for UKIP makes it...**

More likely that Ed Miliband and Labour will end up forming the next government	26	28	40	36	16	26	32	27	33	19	25	22	26	28	28	22	27	26	28	21	26
More likely that David Cameron and the Conservatives will end up forming the next government	16	29	10	16	15	22	14	12	17	16	17	19	15	15	18	14	23	16	13	16	17
Makes no difference to the likelihood of Cameron or Miliband winning the next election	32	29	30	32	43	32	31	35	32	32	26	30	34	34	31	34	25	33	32	35	34
Don't know	26	14	20	16	27	20	23	26	18	33	32	29	24	23	23	30	24	25	28	28	23

**How well or badly do you think David Cameron has responded to the rise of support for UKIP?**

Very well	2	4	2	1	0	3	1	1	2	2	1	3	1	2	2	2	2	2	2	1	1
Fairly well	20	46	13	30	11	32	12	21	18	23	19	16	18	27	21	20	21	26	20	16	13
<b>TOTAL WELL</b>	<b>22</b>	<b>50</b>	<b>15</b>	<b>31</b>	<b>11</b>	<b>35</b>	<b>13</b>	<b>22</b>	<b>20</b>	<b>25</b>	<b>20</b>	<b>19</b>	<b>19</b>	<b>29</b>	<b>23</b>	<b>22</b>	<b>23</b>	<b>28</b>	<b>22</b>	<b>17</b>	<b>14</b>
Fairly badly	38	33	40	42	49	38	37	42	41	35	37	34	40	38	41	34	39	36	37	37	46
Very badly	19	4	27	16	32	13	27	20	25	14	17	16	20	22	19	20	17	17	21	21	20
<b>TOTAL BADLY</b>	<b>57</b>	<b>37</b>	<b>67</b>	<b>58</b>	<b>81</b>	<b>51</b>	<b>64</b>	<b>62</b>	<b>66</b>	<b>49</b>	<b>54</b>	<b>50</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>54</b>	<b>56</b>	<b>53</b>	<b>58</b>	<b>58</b>	<b>66</b>
Don't know	21	13	18	11	9	14	22	17	15	27	26	31	20	10	18	24	21	19	20	24	20

**Thinking about how David Cameron and the Conservatives should respond to UKIP, which of the following approaches do you think would be better?**

David Cameron and the Conservatives would be better off if they adopted more of UKIP's policies and agreed with them more	34	44	14	10	79	56	23	18	35	33	27	30	34	40	33	34	33	36	36	35	20
David Cameron and the Conservatives would be better off if they distanced themselves more from UKIP's policies and argued against them more	33	28	53	69	3	19	43	51	35	32	38	34	31	33	38	27	33	34	30	32	47
Neither	17	16	17	19	12	15	18	18	18	17	14	17	19	17	16	20	15	17	21	15	20
Don't know	16	12	16	2	5	11	16	12	12	19	21	19	17	9	13	19	18	14	14	19	14

Fieldwork: 13th - 14th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1975</b>	<b>485</b>	<b>513</b>	<b>105</b>	<b>280</b>	<b>577</b>	<b>482</b>	<b>400</b>	<b>958</b>	<b>1017</b>	<b>235</b>	<b>500</b>	<b>675</b>	<b>565</b>	<b>1126</b>	<b>849</b>	<b>253</b>	<b>642</b>	<b>423</b>	<b>486</b>	<b>172</b>	
Unweighted Sample	1975	464	571	97	264	570	542	400	968	1007	143	409	839	584	1345	630	276	609	401	453	236	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 16-17	Nov 13-14																				
<b>Which of the following best reflects your view?</b>																						
The Conservative party would appeal to me more if it was MORE like UKIP	21	23	32	4	4	65	44	10	13	25	21	18	17	23	31	23	24	20	27	26	21	11
The Conservative party would appeal to me more if it was LESS like UKIP	13	13	17	15	26	0	11	9	21	14	12	21	19	10	8	16	9	17	14	11	12	13
Neither - the Conservative party appeals to me as it is	14	14	44	3	5	2	31	4	7	13	15	12	10	14	17	15	12	21	16	11	9	11
Neither - the Conservative party would never appeal to me anyway	39	37	0	72	62	28	5	67	47	38	36	30	33	42	38	34	41	29	29	38	44	57
Don't know	12	13	7	6	4	5	9	10	11	10	16	19	21	12	5	12	15	13	13	14	14	8
<b>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?</b>																						
Support	14	18	34	5	4	40	39	6	8	21	15	15	13	18	23	18	18	22	21	20	14	8
Oppose	63	58	45	80	84	43	37	75	74	61	54	60	51	60	60	62	53	53	54	59	60	66
Don't know	23	24	21	15	12	17	24	19	18	18	30	24	36	22	17	20	30	25	25	22	25	26
<b>If the Conservative party loses the forthcoming by-election 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?</b>																						
Should remain as Conservative leader and Prime Minister	57	53	92	34	73	49	79	39	54	57	49	44	45	54	63	61	42	57	58	51	46	52
Should resign and allow someone else to take over as Conservative leader and Prime Minister	20	21	4	35	18	31	10	29	20	22	19	20	19	22	21	18	25	17	18	25	22	22
Don't know	23	26	4	30	8	21	10	31	26	20	32	36	36	24	16	21	33	26	24	25	32	26

Fieldwork: 13th - 14th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					Football	
	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	Total Interested	Total Not Interested
<b>Weighted Sample</b>	<b>1975</b>	<b>485</b>	<b>513</b>	<b>105</b>	<b>280</b>	<b>577</b>	<b>482</b>	<b>400</b>	<b>958</b>	<b>1017</b>	<b>235</b>	<b>500</b>	<b>675</b>	<b>565</b>	<b>1126</b>	<b>849</b>	<b>253</b>	<b>642</b>	<b>423</b>	<b>486</b>	<b>172</b>	<b>785</b>	<b>1190</b>
Unweighted Sample	1975	464	571	97	264	570	542	400	968	1007	143	409	839	584	1345	630	276	609	401	453	236	785	1190
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**How interested, if at all, are you in football?**

Very interested	21	19	25	12	29	22	28	16	35	8	17	24	24	17	21	22	22	18	23	22	24	53	0
Fairly interested	19	19	25	15	15	19	22	15	19	18	16	18	19	20	19	17	19	18	17	21	15	47	0
<b>TOTAL INTERESTED</b>	<b>40</b>	<b>38</b>	<b>50</b>	<b>27</b>	<b>44</b>	<b>41</b>	<b>50</b>	<b>31</b>	<b>54</b>	<b>26</b>	<b>33</b>	<b>42</b>	<b>43</b>	<b>37</b>	<b>40</b>	<b>39</b>	<b>41</b>	<b>36</b>	<b>40</b>	<b>43</b>	<b>39</b>	<b>100</b>	<b>0</b>
Not very interested	19	19	17	21	18	17	18	21	16	22	25	19	17	19	19	19	23	19	19	16	23	0	32
Not interested at all	41	43	33	52	38	42	32	48	30	52	42	39	40	44	40	42	36	45	41	40	37	0	68
<b>TOTAL NOT INTERESTED</b>	<b>60</b>	<b>62</b>	<b>50</b>	<b>73</b>	<b>56</b>	<b>59</b>	<b>50</b>	<b>69</b>	<b>46</b>	<b>74</b>	<b>67</b>	<b>58</b>	<b>57</b>	<b>63</b>	<b>59</b>	<b>61</b>	<b>59</b>	<b>64</b>	<b>60</b>	<b>56</b>	<b>60</b>	<b>0</b>	<b>100</b>

	June 5-6	Nov 13-14																						
<b>From what you have seen or heard, do you think the process through which Qatar won the right to host the 2022 football World Cup was or was not corrupt?</b>																								
Was probably corrupt	73	71	75	73	74	79	75	73	74	85	58	66	67	72	75	74	67	73	71	72	68	71	88	60
Was probably not corrupt	4	3	3	4	2	3	3	3	2	3	3	8	4	3	2	3	4	4	3	5	3	2	3	3
Don't know	24	26	21	23	24	18	21	24	24	12	39	26	28	25	23	23	29	23	26	22	28	27	8	37

	Sept 11-12	Nov 13-14																						
<b>Do you think the 2022 football World Cup should go ahead in Qatar, or should it be hosted elsewhere?</b>																								
The 2022 World Cup should go ahead in Qatar	9	10	13	11	19	7	9	12	11	12	8	14	13	8	9	10	10	10	12	8	8	14	12	9
The decision to host the 2022 World Cup in Qatar should be scrapped, and it should be hosted elsewhere	66	62	62	62	53	74	68	62	60	71	53	62	58	63	64	65	57	68	58	66	61	58	79	50
Don't know	25	28	25	26	28	19	24	26	29	17	39	25	30	29	28	25	33	23	30	26	31	29	9	41

<b>If the 2022 World Cup goes ahead in Qatar, do you think the England football team should take part, or should it boycott the competition?</b>																								
The England football team should take part	39	40	47	44	46	41	42	44	42	48	32	39	39	42	40	42	37	42	41	42	38	33	56	29
The England football team should boycott the competition	30	28	26	26	25	35	28	27	28	33	23	36	27	26	28	29	27	34	26	27	29	25	29	27
Don't know	31	32	27	29	29	24	29	29	30	19	45	26	35	32	33	29	36	25	33	30	33	42	15	43

Fieldwork: 13th - 14th November 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					Football		
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	Scotland	Total Interested	Total Not Interested	
<b>Weighted Sample</b>	<b>1975</b>	485	513	105	280	577	482	400	958	1017	235	500	675	565	1126	849	253	642	423	486	172	785	1190
Unweighted Sample	1975	464	571	97	264	570	542	400	968	1007	143	409	839	584	1345	630	276	609	401	453	236	785	1190
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**A FIFA inquiry has found that the bidding process that led to the selection of Qatar to host the 2022 World Cup was fair and cleared Qatar of any wrongdoing. From what you have seen or heard do you think this inquiry...**

Has properly investigated the issues, and shown the decision was in fact fair	5	6	6	8	3	5	5	4	5	6	8	7	5	3	5	5	7	5	4	5	5	7	4
Has not properly investigated the issues, and has just been a whitewash	63	67	64	61	76	70	63	63	77	49	58	53	66	70	66	59	67	62	64	65	55	79	52
Don't know	32	27	30	31	21	25	31	33	18	45	34	39	30	27	29	36	25	33	32	31	40	14	44

**Thinking about Sepp Blatter, the long-serving President of Fifa, do you think he should step down, or should he stand for another term?**

	Sept 11-12	Nov 13-14																						
Should stand for another term	2	3	1	4	1	2	1	3	3	2	3	4	5	2	1	3	3	6	1	3	3	2	4	2
Should step down	67	68	72	69	71	79	74	69	72	84	53	65	59	70	76	71	65	70	67	71	67	68	88	55
Don't know	31	29	27	27	28	19	24	28	26	14	44	32	36	28	24	27	32	24	32	26	30	31	8	43

## 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.
<b>Age and Gender</b>		
Male 18 to 24	67	119
Male 25 to 39	183	249
Male 40 to 59	421	334
Male 60 +	297	257
Female 18 to 24	76	117
Female 25 to 39	226	251
Female 40 to 59	418	342
Female 60 +	287	308
<b>Region</b>		
North England	453	486
Midlands	277	324
East	185	190
London	276	253
South England	424	452
Wales	124	99
Scotland	236	172
<b>Social Grade</b>		
AB	796	553
C1	549	573
C2	270	415
DE	360	435
<b>Newspaper Type</b>		
Express / Mail	382	280
Sun / Star	220	397
Mirror / Record	142	174
Guardian / Independent	148	87
FT / Times / Telegraph	138	158
Other Paper	302	227
No Paper	643	652
<b>Political Party Identification</b>		
Labour	689	624
Conservative	518	549
Liberal Democrat	151	188
SNP/Plaid Cymru	47	38
Others	130	97
None/ DK	440	480

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to [yougov.co.uk/publicopinion/methodology](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)