

#### **YouGov / The Sunday Times Survey Results**

Sample Size: 1959 GB Adults Fieldwork: 2nd - 3rd May 2013

Fieldwork: 2nd - 3rd May 2013																					
			Votino	intentio	on	2	010 Vo	te	Ge	nder		Ag	е		Social	grade			Region		
	Total	Co	n 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 Sa		_	2 621	174	192	617		455	952	1007	237		670		1117	842	251	637	419	482	170
Unweighted Sa		43		147	238	588	497	454	947	1012	155	523	755	526	1338	621	326	614	400	482	137
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention [Excluding Don't knows and Wouldn't votes]																					
Con	30	10	0 0	0	0	74	2	10	30	29	15	30	29	35	33	25	29	39	27	23	20
Lab	40	0	100	0	0	4	88	32	39	41	50	46	40	31	36	46	46	26	47	48	40
Lib Dem	11	0		100	0	1	2	39	12	11	13	13	11	10	13	8	13	13	8	10	12
Other	19	0	0	0	100	21	8	19	19	20	21	11	20	24	18	21	12	21	17	19	28
Other Parties Voting Intention		١.	_		1		_	_	۱			_									
UKIP SNP / PCY	12 2	0		0 0	100 0	19 0	5 0	8 2	12 3	13 2	6	3 2	14 1	19 3	11 2	14 3	8 0	15 0	12 3	14 0	6 21
Green	2	0		0	0	0	1	7	2	3	7	4	1	3 1	3	3 1	2	4	1	2	1
BNP	1	0		0	0	1	Ó	1	1	1	0	1	2	0	1	2	0	0	1	2	0
Respect	0	0		0	0	0	0	1	0	1	1	0	0	0	0	1	0	0	0	1	0
Other	1	0		0	0	0	0	0	1	0	0	0	1	1	1	1	1	1	0	0	0
Non Voters		•															•				
Would Not Vote	8	0		0	0	5	2	3	7	8	15	11	7	3	6	10	7	11	10	5	0
Don't know	13	0	0	0	0	11	7	18	10	16	17	15	10	12	13	13	15	11	12	13	17
14-	. 4.0 М 0	_																			
Do you approve or disapprove of the Government's record to date?	/ 1-2 May 2 -	3									_						_				
11	27 25	73		33	10	50	6	24	27	23	12	27	26	28	28	20	24	32	22	20	20
- :	59 60	14		48	81	33	89	62	60	60	64	52	64	61	57	64	59	51	62	69	65
Don't know	15 <b>15</b>	13	3	19	9	17	5	14	13	17	24	21	10	12	15	16	18	17	16	11	15
2	May 1 -	2																			
Do you think that David Cameron is doing well																					
or badly as Prime Minister?  Very well	5 <b>5</b>	17	2	2	0	11	2	2	5	5	6	5	5	6	7	3	5	6	4	4	7
*	31 30	71		41	18	55	9	28	31	29	18	32	31	32	31	28	32	35	4 27	26	7 26
	36 35	88		43	18	66	11	30	36	34	24	37	36	38	38	31	37	41	31	30	33
	32 <b>30</b>	8		39	45	20	31	41	27	33	33	30	28	31	31	28	31	29	31	31	27
	?5 <b>28</b>	1	54	12	34	10	55	24	30	26	24	23	33	28	24	33	23	22	30	34	37
	57 <b>58</b>	9		51	79	30	86	65	57	59	57	53	61	59	55	61	54	51	61	65	64
Don't know	7 <b>7</b>	2	2	5	3	4	3	6	7	8	19	11	3	3	7	7	8	8	8	5	4



Fieldwork: 2nd - 3rd May 2013																						V
·				Voting	intentio	n	2	2010 Vo	ote	G	ender		Ag	je		Social	l grade			Region		
		Total	Con	Lab	Lib	UKIP	Con	Lab	Lib	Male	Female	18-24*	25-39	40-59	60+	ABC1	C2DE	London	Rest of	Midlands /	North	Scotland
					Dem				Dem										South	Wales		
_	ed Sample ed Sample		462 434	621	1 <b>74</b> 147	192 238	<b>617</b> 588	474	<b>455</b>	952 947	1007 1012	237 155	<b>500</b> 523	670 755	<b>552</b>	<b>1117</b> 1338	842 621	251	<b>637</b> 614	<b>419</b> 400	482	170
Onweight	eu Sample	%	434 %	%	%	%	%	%	454 %	%	%	%	%	%	%	%	%	326 %	%	400 %	482 %	137 %
	April 25-	May 1 - 2		,0	70	,0	70	70	,0	70	70	70	70	70	70	70	70	70	70	70	70	70
Da vers think Ed Milihand in deins well on hadh.	26	inay i 2																				
Do you think Ed Miliband is doing well or badly as leader of the Labour party?																						
Very well	3	4	1	10	3	0	0	9	3	4	4	5	4	5	2	3	5	5	3	3	5	3
Fairly well	26	25	10	54	21	14	12	48	26	27	24	23	22	27	27	24	27	29	20	32	26	24
TOTAL WELL	29	29	11	64	24	14	12	57	29	31	28	28	26	32	29	27	32	34	23	35	31	27
Fairly badly	35	32	38	25	44	28	34	27	37	30	35	28	32	33	34	36	27	30	35	26	36	33
Very badly	21	25	45	5	18	52	44	7	19	29	21	15	20	26	31	26	23	24	28	22	21	30
TOTAL BADLY	56	57	83	30	62	80	78	34	56	59	56	43	52	59	65	62	50	54	63	48	57	63
Don't know	14	14	7	7	14	6	9	8	14	11	17	28	21	10	6	11	18	13	15	16	12	10
Do you think that Nick Clegg is doing well or																						
badly as leader of the Liberal Democrats?																						
Very well	2	2	2	2	10	1	1	2	4	3	1	6	2	1	1	2	2	2	2	3	1	4
Fairly well	19	16	23	9	55	5	18	5	29	15	17	4	18	18	16	18	13	16	19	11	15	18
TOTAL WELL	21	18	25	11	65	6	19	7	33	18	18	10	20	19	17	20	15	18	21	14	16	22
Fairly badly	32	31	38	28	25	22	34	27	33	29	32	28	35	29	31	33	28	31	32	32	29	32
Very badly	37	41	30	57	5	69	39	62	28	47	37	42	30	44	48	38	45	41	36	42	48	41
TOTAL BADLY	69	72	68	85	30	91	73	89	61	76	69	70	65	73	79	71	73	72	68	74	77	73
Don't know	10	10	7	4	5	3	9	4	6	6	13	19	15	7	4	9	12	10	11	13	7	4
	April 25- 26	May 1 - 2																				
Do you think the Conservative and Liberal	20																					
Democrat coalition partners are working																						
together well or badly?																						
Very well	1	1	2	0	2	1	1	0	2	1	1	0	1	1	0	1	1	1	1	0	1	0
Fairly well	30	27	57	11	61	15	41	11	37	29	26	15	28	28	31	30	23	26	33	25	22	30
TOTAL WELL	31	28	59	11	63	16	42	11	39	30	27	15	29	29	31	31	24	27	34	25	23	30
Fairly badly	36	34	32	34	31	37	36	34	34	33	36	35	34	33	36	36	32	39	35	36	34	25
Very badly	24	29	6	52	1	45	16	50	21	31	28	32	23	33	29	25	35	23	22	30	38	39
TOTAL BADLY Don't know	60 9	63 8	<b>38</b>	<b>86</b>	<b>32</b>	<b>82</b>	<b>52</b>	<b>84</b>	<b>55</b>	<b>64</b>	<b>64</b> 10	<b>67</b>	<b>57</b>	<b>66</b> 5	<b>65</b>	<b>61</b>	<b>67</b> 10	<b>62</b> 10	<b>57</b>	<b>66</b> 10	<b>72</b> 5	<b>64</b> 7
				-	•	- 1	, ~	•	-	• •		• • •		•	·	• '	. •		-		ŭ	•
Do you think this coalition government is good																						
or bad for people like you?  Very good	2	2	4	1	4	0	2	1	3	2	1	<b>l</b> 1	2	2	1	2	1	2	2	1	1	0
Fairly good	2 17	17	36	4	44	7	26	4	3 24	19	15	12	19	16	18	19	14	17	19	14	15	23
TOTAL GOOD	19	19	40	5	48	7	28	5	27	21	16	13	21	18	19	21	15	19	21	15	16	23
Fairly bad	27	28	31	32	19	32	32	26	27	27	29	25	28	29	30	30	27	29	30	28	27	27
Very bad	27	29	6	52	9	42	14	54	21	30	27	23	22	33	31	25	34	28	21	31	36	31
TOTAL BAD	54	57	37	84	28	74	46	80	48	57	56	48	50	62	61	55	61	57	51	59	63	58
Doesn't make much difference either way	21	19	22	8	23	18	21	12	20	16	21	26	19	17	17	19	19	16	20	21	17	15
Don't know	6	6	2	3	1	0	5	3	4	5	6	14	10	3	2	6	6	8	7	5	4	4



Fieldwork: 2nd - 3rd May 2013																						V۱
·				Voting	intentio	on	2	2010 V	ote	G	ender		Ag	je		Socia	l grade			Region		
		Total	Con	Lab	Lib	UKIP	Con	Lab	Lib	Male	Female	18-24*	25 20	40-59	40.	ABC1	C2DE	London	Rest of	Midlands /	North	Scotland
					Dem			Lab	Dem		remale								South	Wales		Scotland
	ed Sample		462	621	174	192	617	474	455	952	1007	237	500	670	552	1117	842	251	637	419	482	170
Unweight	ed Sample	1959	434	625	147	238	588	497	454	947	1012	155	523	755	526	1338	621	326	614	400	482	137
	4 "05	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	April 25- 26	May 1 - 2																				
Do you think the coalition government is	20																					
managing the economy well or badly?																						
Very well	2	2	7	1	3	1	4	2	2	2	3	2	2	3	3	3	2	4	3	0	2	2
Fairly well	28	27	66	6	42	22	51	7	24	29	25	18	28	25	33	31	22	26	32	25	23	26
TOTAL WELL	30	29	73	7	45	23	55	9	26	31	28	20	30	28	36	34	24	30	35	25	25	28
Fairly badly	32	30	18	33	34	40	25	29	37	28	32	28	30	31	29	32	28	30	28	29	31	35
Very badly	28	31	3	57	13	35	11	58	29	32	29	29	26	34	31	26	37	29	24	35	37	30
TOTAL BADLY	60	61	21	90	47	75	36	87	66	60	61	57	56	65	60	58	65	59	52	64	68	65
Don't know	10	10	6	3	9	2	9	4	8	8	11	23	15	6	5	9	11	11	12	11	6	6
The second state of the second section is a second section of																						
In your opinion how good or bad is the state of																						
Britain's economy at the moment?	0	4	La	1	0	0	I۸	4	4	l 4	4	<b>l</b> 1	4	4	0	I a	0	I 4	1	0	0	0
Very good Quite good	0 4	1 5	1 11	4	0 6	0 1	0 8	1 2	1 3	1 6	1 3	4	1 7	1 5	3	1 6	0 3	1 2	4	4	6	0 9
TOTAL GOOD	4	6	12	5	6	1	8	3	4	7	4	5	8	6	3	7	3	3	5	4	6	9
Neither good nor bad	20	19	35	10	24	13	29	10	16	20	18	14	24	16	21	20	19	23	18	20	18	17
Quite bad	45	44	41	46	51	47	43	46	49	41	47	39	39	46	49	44	44	41	46	47	43	37
Very bad	27	27	11	39	17	38	18	40	28	27	28	27	23	31	26	25	30	26	24	27	30	34
TOTAL BAD	72	71	52	85	68	85	61	86	77	68	75	66	62	77	75	69	74	67	70	74	73	71
Don't know	4	4	1	1	2	0	2	1	4	5	3	15	6	1	1	4	4	6	5	3	3	3
			•				•			•		•				•		•				
How do you think the financial situation of your																						
household will change over the next 12																						
months?																		ī				
Get a lot better	1	2	3	1	2	0	1	2	1	1	2	7	2	1	0	2	1	3	3	1	0	1
Get a little better	10	11	18	10	17	1	13	7	11	12	11	19	17	9	4	13	9	14	10	10	11	13
TOTAL BETTER	11	13	21	11	19	1	14	9	12	13	13	26	19	10	4	15	10	17	13	11	11	14
Stay about the same Get a little worse	38 31	38 29	49 22	32 34	55 17	33 41	43 27	31 36	44 26	40	36	31 19	41 20	35 31	42 39	42	32 30	38	38	36	36	44
Get a little worse	31 14	15	6	34 21	8	23	13	22	13	27 14	31 15	7	12	22	12	28 10	21	23 14	30 13	34 14	30 19	20 14
TOTAL WORSE	45	44	28	55	<b>25</b>	64	40	58	<b>39</b>	41	46	26	32	53	51	38	51	37	43	48	49	34
Don't know	5	6	2	2	1	2		2	5	6	5	17	8	3	2	_	6	8	6	5	3	8
Bontanow	•	•		_	•	_		_	Ŭ		Ü		Ü	Ŭ	_		Ü		Ü	Ü	Ŭ	· ·
	Feb 24 -																					
	25	May 1 -2																				
Who would you trust more to run the economy?																						
																•						
David Cameron and George Osborne	35	34	89	4	34	42	73	6	22	37	31	24	31	33	42	38	28	34	41	30	28	32
Ed Miliband and Ed Balls	29	30	2	75	17	7	4	67	31	32	27	34	34	31	23	27	33	30	23	33	36	28
Not sure	37	36	9	21	49	51	23	27	47	31	42	42	35	36	35	34	39	36	35	37	36	40



Fieldwork: 2fid - 3rd May 2013			1	Voting	intentio	n	2	010 Vo	te	Ge	nder		Ag	е		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
Weighte	ed Sample	1959	462	621	174	192	617	474	455	952	1007	237	500	670	552	1117	842	251	637	419	482	170
Unweight	ed Sample	1959	434	625	147	238	588	497	454	947	1012	155	523	755	526	1338	621	326	614	400	482	137
	Sept 23 - 24 2012	% May 1 - 2 2013	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about Ed Miliband's leadership of the Labour party, do you think he Has or has not provided an effective opposition to the government			ī							·	·	·					·	ī				
Has provided an effective opposition to the government	23	22	8	49	22	8	7	43	23	24	20	29	19	26	16	19	26	22	17	25	25	25
Has not provided an effective opposition to the government	63	60	83	41	63	85	82	45	60	62	57	38	51	62	75	64	54	60	63	55	60	57
Don't know  Has or has not made it clear what he stands	15	18	9	10	15	7	11	12	17	14	22	32	30	12	9	17	20	17	19	21	15	18
for?  Has made it clear what he stands for Has not made it clear what he stands for Don't know	24 61 15	22 60 17	12 78 10	45 44 11	20 67 13	9 80 11	10 77 14	40 51 9	23 62 15	22 65 13	23 56 21	27 38 35	23 50 27	24 64 12	18 74 8	20 65 15	26 54 21	24 58 18	20 63 18	27 54 19	23 62 16	20 64 17
Has been too close to the Trade Unions, too distant, or has got the balance about right?																						
Has been too close too the Trade Unions Has been too distant from the Trade Unions Has got his relationship with the Trade Unions	26 11 26	24 9 27	52 5 12	9 15 52	21 7 30	40 11 18	48 5 13	8 16 50	19 7 29	31 11 30	18 8 24	14 9 20	19 10 18	23 11 31	34 7 32	26 10 25	21 9 29	24 10 26	29 7 23	21 9 30	22 10 32	20 15 20
about right Don't know Would or would not be up to the job of Prime	36	40	30	25	42	32	34	26	45	29	50	58	52	35	26	39	41	40	41	40	36	45
Minister?  Would be up to the job of Prime Minister  Would not be up to the job of Prime Minister  Don't know	25 56 18	25 51 24	5 88 8	62 16 21	22 56 22	5 81 13	5 84 11	55 22 23	26 48 26	30 51 19	21 51 28	32 36 32	24 43 33	28 53 19	20 62 17	21 56 23	30 44 25	25 49 26	18 58 23	30 44 27	31 47 22	24 54 22
How likely or unlikely do you think it is that Ed Miliband will ever become Prime Minister?																						
Very likely Fairly likely	6 24	5 28	1 11	12 52	2 35	1 16	1 13	12 48	4 27	7 32	3 24	4 39	5 25	6 26	4 28	4 25	6 31	4 26	4 22	5 30	6 34	4 26
TOTAL LIKELY Fairly unlikely	<b>30</b> 34	33 33	<b>12</b> 45	<b>64</b> 24	<b>37</b> 41	<b>17</b> 39	<b>14</b> 40	<b>60</b> 24	<b>31</b> 37	<b>39</b> 29	<b>27</b> 36	<b>43</b> 20	<b>30</b> 35	<b>32</b> 33	<b>32</b> 36	<b>29</b> 38	<b>37</b> 26	<b>30</b> 36	<b>26</b> 35	<b>35</b> 30	<b>40</b> 30	<b>30</b> 31
Very unlikely TOTAL UNLIKELY	23 <b>57</b>	21 54	37 <b>82</b>	4 <b>28</b>	17 <b>58</b>	38 <b>77</b>	36 <b>76</b>	6 <b>30</b>	17 <b>54</b>	21 <b>50</b>	20 <b>56</b>	10 <b>30</b>	18 <b>53</b>	25 <b>58</b>	23 <b>59</b>	21 <b>59</b>	20 <b>46</b>	19 <b>55</b>	24 <b>59</b>	16 <b>46</b>	20 <b>50</b>	24 <b>55</b>
Don't know	12	14	7	8	5	7	10	10	15	11	17	27	17	11	10	13	16	15	14	19	10	14



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Unweighted Sample	1959	434	625	147	238	588	497	454	947	1012	155	523	755	526	1338	621	326	614	400	482	137
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
If you could choose, which of the following																					
would you most like to see after the next																					
election?															1						
A majority Conservative government	29	91	1	4	41	75	3	9	31	27	15	22	29	41	32	25	29	36	23	27	23
A coalition between the Conservatives and Liberal Democrats	6	6	1	30	4	4	2	14	6	6	2	8	5	7	7	5	6	7	5	6	6
A coalition between Labour and the Liberal Democrats	14	0	16	52	5	1	11	33	15	13	19	16	14	10	16	12	12	13	12	15	22
A majority Labour government	31	0	79	4	17	5	76	24	30	32	30	29	35	28	26	38	31	21	37	38	33
Don't know	20	3	4	9	32	15	8	20	17	23	34	25	17	14	19	21	22	23	22	15	16
And regardless of what you would like to see, what do you think is the most LIKELY result of the next election?																					
A majority Conservative government	13	25	6	13	10	19	7	13	14	12	11	14	13	12	13	13	17	15	8	12	13
A coalition between the Conservatives and Liberal Democrats	10	21	6	11	7	15	6	9	10	9	6	10	11	10	12	7	9	13	8	8	11
A coalition between Labour and the Liberal Democrats	19	17	21	24	32	19	23	18	24	15	12	15	20	26	22	16	18	20	16	21	21
A majority Labour government	30	14	50	28	22	19	46	31	31	29	33	30	29	30	26	34	26	20	40	37	25
Don't know	28	24	16	23	30	28	18	29	22	35	39	31	27	23	27	30	31	32	28	21	30
Cabinet Minister Ken Clarke recently described UKIP as a "collection of clowns or indignant, angry people". Do you think this is fair or unfair description?																					
A fair description	31	29	43	51	1	22	37	44	35	28	31	38	31	26	38	23	32	33	27	31	34
An unfair description	49	57	40	41	97	63	47	40	50	48	32	35	53	65	45	55	44	50	51	49	50
Don't know	20	14	16	8	1	15	16	16	15	24	37	28	16	10	17	23	23	17	23	20	15
Whether or not you agree with Mr Clarke's comments, politically do you think it is good or bad tactics for the Conservatives to criticise UKIP in this way?																					
Good tactics	11	10	16	19	1	7	13	17	14	9	13	14	12	8	14	8	13	11	9	11	14
Bad tactics	71	77	69	67	98	80	74	68	69	72	58	59	74	83	68	75	65	71	71	74	69
Don't know	18	13	15	13	0	13	13	15	17	19	29	27	14	9	18	17	22	18	20	15	17



Fieldwor	k: 2nc	l - 3rd	Ma	y 2013
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Sending British and allied troops into Syria to

Sending British and allied troops into Syria to overthrow President Bashar al-Assad

Support

Oppose

Support

Oppose

Don't know

Don't know

12 19

15 19

73 61 57

73 68 64

21

protect Syrian civilians from attack

Fieldwork. Zild - 3rd Way 2013				_																	
			Voting	j intentio	on	2	2010 Vo	ote	Ge	ender		Ag	е		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	1959	462	621	174	192	617	474	455	952	1007	237	500	670	552	1117	842	251	637	419	482	170
Unweighted Sample		434	625	147	238	588	497	454	947	1012	155	523	755	526	1338	621	326	614	400	482	137
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Politically, how well or badly do you think David																					
Cameron is responding to the increased																					
support for UKIP?					•												۱ ۵				•
Very well	1	3	1	1	0	2	1	1	1	1	1	1	2	1	2	1	2	1	0	1	2
Fairly well	17 18	37	9 <b>10</b>	24 <b>25</b>	7	27 <b>29</b>	7	18 <b>19</b>	19 <b>20</b>	15	10 <b>11</b>	15 <b>16</b>	16 <b>18</b>	22 <b>23</b>		14 <b>15</b>	17	17	15	18	16
TOTAL WELL		<b>40</b>			<b>7</b> 47	34	<b>8</b> 42	42		<b>16</b> 35	32		37		<b>21</b>	35	19	18	15	19	18
Fairly badly	38 15	34	47 24	42 9	47 34	10	29	42 12	41 19	35 12	32 11	36 11	3 <i>1</i> 21	44 15	13	35 19	37 16	37 15	39 14	39 15	36 23
Very badly TOTAL BADLY	53	37	71	51	81	44	71	54	60	4 <b>7</b>	43	47	58	<b>59</b>	53	<b>54</b>	<b>53</b>	<b>52</b>	53	54	59
Don't know	29	23	19	24	12		21	28	21	36	46	37	25	18		31	28	29	32	27	23
Thinking about the current situation in Syria  Below are some ways that Britain and other allied countries could intervene in the situation,																					
please say if you would support or oppose each action.																					
Providing arms to the Syrian rebels																	1				
Support	17	22	22	14	18	18	21	18	22	13	13	13	19	22	17	18	19	15	20	19	15
Oppose Don't know	56 26	56 23	56 21	54 32	65 17	59 23	59 20	52 31	55 23	57 30	46 41	50 37	59 22	63 15		56 26	57 24	56	51 30	60	59
	20	23	21	32	17	23	20	31	23	30	41	31	22	15	21	26	24	29	30	21	26
Imposing economic sanctions on Syria Support	52	63	55	57	59	59	54	56	58	46	29	42	57	65	54	49	53	53	49	52	53
Oppose	23	18	25	23	26	22	25	18	24	22	28	23	22	22	22	24	26	21	21	27	19
Don't know	25	18	19	21	15	19	21	26	18	32	43	36	21	13		27	21	26	30	21	28
Enforcing a no fly zone over Syria														. •							
Support	54	65	56	57	62	61	57	56	57	50	36	46	60	61	55	52	60	55	52	52	51
Oppose	20	17	22	17	22	18	23	14	24	16	20	17	20	21	20	19	14	19	15	27	23
Don't know	27	18	22	26	17	21	20	30	19	34	44	37	20	17	25	29	26	27	33	21	26

9 10 17 20 15

73 72 64 55 66

18 18 19 25 19

12 17 19 25 20

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46 67 82 62 35 19 9 21

54 72 82 69

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		'	Voting	intentio	n	20	010 Vo	ite	Ge	nder		Ag	е		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	1959	462	621	174	192	617	474	455	952	1007	237	500	670	552	1117	842	251	637	419	482	170
Unweighted Sample	1959	434	625	147	238	588	497	454	947	1012	155	523	755	526	1338	621	326	614	400	482	137
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following are most important to you in deciding what clothes to buy? Please tick up to THREE

up to Trice		_									_			_		_					
Price	81	81	85	82	85	82	85	83	79	83	78	78	86	80	79	85	77	80	84	84	76
Attractiveness and appearance	67	72	67	70	65	73	66	66	59	73	66	63	67	70	70	61	66	65	68	67	69
Comfort	66	69	66	61	77	69	68	62	63	68	47	59	70	75	65	66	63	62	72	64	70
Ethical standards of the company (e.g. if they use sweatshops, unsafe factories or child labour)	14	11	16	21	7	10	15	20	12	15	17	13	11	16	15	12	14	13	12	17	13
How fashionable the design is	11	10	12	13	5	11	10	10	11	10	16	16	9	6	11	10	11	10	11	12	7
How fashionable the brand is	4	5	4	3	4	3	4	4	5	3	5	7	4	1	5	3	5	4	4	5	1
None of these	1	1	1	1	1	1	1	0	2	1	2	2	1	1	1	1	3	1	1	1	0
Don't know	3	1 1	1	0	1	2	1	2	4	2	11	3	2	1	3	3	3	4	3	0	3

Which, if any, of the following clothing brands do you think have a POOR ethical record (for example, by using child labour, sweatshops or having low safety standards in their factories?) Please tick all that apply

Primark	56	54	61	63	55	55	59	61	49	63	57	53	55	59	56	56	60	53	60	57	51
Matalan	25	25	27	27	36	25	29	26	24	25	11	18	24	37	25	24	29	24	25	26	17
Walmart	20	18	23	28	22	17	22	27	19	21	16	20	20	22	22	18	21	20	20	22	14
New Look	13	11	15	14	15	11	14	16	10	15	6	12	14	14	15	9	13	13	14	11	11
H and M	13	11	15	17	14	12	14	12	11	14	15	15	11	13	14	11	14	11	15	14	11
Benetton	13	12	16	21	20	15	18	14	14	13	2	9	15	20	14	12	11	12	13	17	12
Gap	12	10	15	16	13	9	15	14	13	11	12	16	12	10	14	10	16	12	9	14	10
Topshop	12	13	14	13	14	10	13	16	14	10	11	14	10	12	13	10	15	12	12	12	6
Next	8	7	9	12	11	6	9	10	9	7	6	9	6	10	9	6	11	8	8	7	7
Mango	6	7	6	9	8	7	7	7	6	7	3	7	6	9	8	4	7	6	6	7	8
I do not associate any of these brands with poor ethical standards	9	11	8	12	11	11	8	9	12	7	5	11	9	10	9	10	14	9	7	11	7
Don't know	29	29	23	18	30	31	26	23	32	26	24	28	30	29	27	31	22	32	27	27	36



		١	Voting	intentio	n	20	010 Vo	te	Ge	nder		Ag	е		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
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Unweighted Sample	1959	434	625	147	238	588	497	454	947	1012	155	523	755	526	1338	621	326	614	400	482	137
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which, if any, of the following clothing brands do you think have a GOOD ethical record (for example, by using fairtrade cotton or ensuring good safety standards in their factories?) Please tick all that apply

factories?) Please tick all that apply		_									_			_		_					
Next	10	12	10	7	13	12	9	7	9	11	10	7	11	10	8	12	12	9	12	9	10
Benetton	9	10	10	9	7	10	8	9	6	11	4	12	11	5	8	9	11	6	12	9	5
Gap	7	7	7	6	6	7	6	8	6	8	5	8	7	6	7	7	9	7	6	5	9
H and M	5	7	6	3	3	4	5	5	5	4	10	5	4	3	4	6	8	4	5	4	3
Topshop	4	5	5	2	6	6	4	3	5	4	6	6	4	3	3	6	9	2	5	5	4
Mango	3	3	6	2	1	2	5	4	2	5	5	4	4	2	4	3	2	4	3	2	6
New Look	3	4	3	3	4	3	3	2	3	3	3	5	2	2	2	4	5	2	4	3	2
Matalan	2	2	1	1	2	1	2	1	2	2	4	0	2	1	1	2	3	1	2	1	0
Walmart	2	4	1	4	3	3	3	2	4	1	1	1	4	2	2	2	4	1	2	3	1
Primark	1	2	1	2	1	2	1	2	2	1	0	3	1	1	1	2	3	1	2	1	0
I do not associate any of these brands with good ethical standards	11	13	9	16	14	12	10	12	14	9	12	14	9	11	12	10	15	13	9	11	6
Don't know	65	61	64	65	65	65	66	67	64	66	56	59	66	74	64	66	58	65	67	66	72

Thinking about what people and organisations in this country can do to encourage ethical practices in third world clothing factories, who do you think can do the MOST to help?

Manufacturers - by improving the standards in the factories they use	30	34	27	34	41	34	29	30	27	33	26	21	29	41	31	29	33	32	29	28	28
Retailers - by refusing to stock clothes made under poor conditions	23	28	24	29	17	26	23	23	21	24	21	27	21	22	25	21	18	22	24	25	23
The government - by imposing standards that need to be met to import clothing into Britain	20	12	25	21	17	16	22	21	20	21	26	19	21	18	20	21	26	15	19	23	25
Customers - by refusing to buy clothes made under poor conditions	15	18	15	15	14	14	17	20	17	13	6	17	18	14	14	17	14	16	17	15	13
Don't know	12	8	9	0	12	11	9	6	15	8	21	17	10	4	10	13	9	14	12	9	12

How clear, if at all, do you think the information manufacturers provide on food packaging about its nutritional content is (such as how much sugar, fat and salt there is in food)?

Very clear	11	13	9	14	8	11	8	12	9	12	11	15	10	7	12	9	13	12	9	10	6
Fairly clear	48	47	52	63	39	48	47	56	42	54	51	50	48	46	49	47	41	48	51	49	54
TOTAL CLEAR	59	60	61	77	47	59	55	68	51	66	62	65	58	53	61	56	54	60	60	59	60
Not very clear	26	27	26	19	35	29	28	21	28	24	17	19	29	32	23	29	29	24	25	28	21
Not clear at all	7	7	7	4	13	6	9	7	9	6	2	5	8	11	7	8	9	7	6	8	8
TOTAL NOT CLEAR	33	34	33	23	48	35	37	28	37	30	19	24	37	43	30	37	38	31	31	36	29
Don't know	8	6	5	0	5	6	7	4	11	5	19	11	5	5	8	8	7	10	8	6	11



		,	Voting	intentio	n	20	010 Vc	ote	Ge	nder		Ag	е		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
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Unweighted Sample	1959	434	625	147	238	588	497	454	947	1012	155	523	755	526	1338	621	326	614	400	482	137
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you support or oppose a simple standardised labelling system on all packaged food, such as a red/green traffic light label showing high levels of sugar, fat or salt?

Support	77	83	80	83	79	81	81	82	73	81	64	68	82	85	76	78	75	74	78	80	82
Oppose	8	7	8	9	10	8	6	8	10	7	12	10	7	6	10	6	11	8	6	9	4
Don't know	15	10	12	8	12	11	13	10	17	12	23	22	11	9	14	16	14	17	16	10	14
lo you think ne levels of their food?																					

How responsible or irresponsible do you think food manufacturers have been in the levels of sugar, fat and salt they have put in their food?

Very responsible - most food manufacturers have done all they can to cut down on excess sugar, fat and salt	4	5	4	4	3	3	4	4	3	4	4	6	3	2	3	4	3	4	3	5	1
Fairly responsible - most food manufacturers have gone some way to limit excess sugar, fat and salt	30	36	30	34	25	32	31	29	26	33	35	25	31	29	29	30	32	28	32	29	27
TOTAL RESPONSIBLE	34	41	34	38	28	35	35	33	29	37	39	31	34	31	32	34	35	32	35	34	28
Fairly irresponsible - most food manufacturers have not really done much to cut down on excess sugar, fat or salt	38	39	40	43	39	41	39	39	38	37	27	37	38	43	39	36	31	36	41	42	36
Very irresponsible - most food manufacturers have deliberately added or allowed excess sugar, fat and salt in their prod	18	13	18	16	29	15	20	21	20	16	10	15	19	22	18	18	23	20	14	17	17
TOTAL IRRESPONSIBLE	56	52	58	59	68	56	59	60	58	53	37	52	57	65	57	54	54	56	55	59	53
Don't know	11	6	8	4	4	9	6	7	12	10	24	16	8	4	10	12	11	11	11	8	19



Voting intention 2010 Vote Gender Age Social grade Region Lib Rest of Midlands Total Con Lab Con Lab Male Female 18-24\* 25-39 40-59 60+ ABC1 C2DE London North Scotland Dem Dem South Wales Weighted Sample Unweighted Sample 

Currently the identity of some people involved in certain legal cases is always kept secret where as, for other cases, their names are made public.

Thinking about people who have been arrested by the police for questioning, but have NOT yet been charged with any crime. Please state whether you think the person's identity should be kept secret or made public?

People who have been arrested on suspicion of sexual assault, but NOT yet charged

Identity should be kept secret	74	79	74	83	75	75	77	78	77	71	59	70	78	79	75
Identity should be made public	15	13	18	11	21	15	14	16	12	19	19	13	16	15	15
Don't know	11	8	8	5	4	10	9	6	11	10	22	17	6	6	10
neen arrested on suspicion of															

# People who have been arrested on suspicion of domestic violence, but NOT yet charged

Identity should be kept secret	72	79	70	82	76	74	71	77	74	70	59	68	77	75	73	71	73	69	74	74	70
Identity should be made public	17	13	21	14	20	16	19	16	14	20	19	16	16	19	17	18	14	19	15	17	20
Don't know	11	8	9	4	4	10	10	7	12	10	22	16	7	6	10	12	13	12	11	8	10
been arrested on suspicion of																					

# People who have been arrested on suspicion of murder, but NOT yet charged

Identity should be kept secret Identity should be made public Don't know 7 11 10 23 

#### People who have been arrested on suspicion of terrorism, but NOT yet charged

Identity should be kept secret Identity should be made public 34 31 19 31 24 7 12 11 23 Don't know 

## People who have been arrested on suspicion of other crimes, but NOT yet charged

Identity should be kept secret 71 70 75 71 79 70 15 16 Identity should be made public 17 18 6 12 12 10 13 14 24 Don't know 



Now thinking about people who have been

Sometimes people accused of sexual offences

should not be prosecuted if the offence took place

		,	Voting	intentio	n	20	010 Vc	ote	Ge	nder		Ag	е		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
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Unweighted Sample	1959	434	625	147	238	588	497	454	947	1012	155	523	755	526	1338	621	326	614	400	482	137
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

charged with a crime, but have NOT vet been tried in court and been found guilty or not guilty. Please state whether you think the person's identity should be kept secret or made public? People who have been charged with sexual assault, but have not yet been tried in a court Identity should be kept secret 44 45 Identity should be made public 9 13 6 10 12 22 Don't know People who have been charged with domestic violence, but have not yet been tried in a court Identity should be kept secret Identity should be made public 10 13 12 21 Don't know People who have been charged with murder, but have not yet been tried in a court Identity should be kept secret 31 37 33 36 58 54 56 47 52 51 Identity should be made public Don't know 8 11 9 13 12 21 17 10 6 12 People who have been charged with terrorism, but have not yet been tried in a court Identity should be kept secret Identity should be made public 62 57 Don't know People who have been charged with other crimes, but have not yet been tried in a court Identity should be kept secret Identity should be made public Don't know 13 13 12 15 12 10 Which of the following comes closest to your own view?

many years ago																					
People accused of sexual offences should always																					
be prosecuted, regardless of when the offence took	71	68	77	67	71	68	76	72	66	76	69	75	74	67	70	73	69	71	74	74	
place																					
Don't know	15	12	11	Ω	10	12	12	12	10	11	22	1Ω	12	11	15	11	10	16	11	11	

| 20 | 12 | 24 | 19 | 20 | 11 | 15 | 16 | 12 | 8 | 7 | 14 | 23 | 15 | 13 |



_																					
		1	Voting	intentio	n	20	010 Vc	ote	Ge	ender		Ag	е		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
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Unweighted Sample	1959	434	625	147	238	588	497	454	947	1012	155	523	755	526	1338	621	326	614	400	482	137
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On balance, after how many years do think it is no longer appropriate to prosecute somebody for sexual offences?

[Total people who think sometimes people accused of sexual offences should not be prosecuted if the offence took place many years ago: n=263]

5 years since the offences took place	6	7	5	4	7	7	10	2	5	6	8	4	12	1	9	1	5	11	3	4	0
10 years since the offences took place	16	14	23	18	18	12	24	14	22	9	0	23	18	15	12	22	8	14	14	25	12
15 years since the offences took place	13	4	15	23	9	9	16	15	16	10	47	25	7	9	8	20	8	3	20	18	18
20 years since the offences took place	15	24	15	4	8	21	15	6	13	18	0	15	13	20	14	17	20	20	20	6	11
25 years since the offences took place	13	17	12	12	14	11	5	20	15	11	29	0	11	17	16	9	3	20	9	11	22
30 years since the offences took place	13	12	5	15	23	15	4	17	11	15	0	17	11	15	15	9	5	8	8	20	34
35 years since the offences took place	1	0	4	0	3	1	1	3	2	1	0	1	1	2	2	1	5	2	1	0	0
40 years since the offences took place	7	7	3	3	16	9	6	4	4	10	0	5	6	8	7	6	15	10	6	2	0
45 years since the offences took place	0	0	1	0	0	0	1	1	0	0	0	0	1	0	0	0	2	1	0	0	0
50 years since the offences took place	3	2	2	7	0	3	2	4	2	3	0	2	4	2	2	3	2	2	3	5	0
More than 50 years since the offences took place	2	1	3	0	1	2	3	1	0	3	0	2	4	0	2	1	7	1	2	0	0
Don't know	11	11	12	13	2	10	14	13	8	14	17	7	13	9	12	9	20	8	14	9	2



### **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.

	Unweighted no.	weighted i
Age and Gender		
Male 18 to	24 <b>63</b>	121
Male 25 to	39 <b>224</b>	251
Male 40 to	<b>384</b>	331
Male 60	) + 276	249
Female 18 to	24 <b>92</b>	116
Female 25 to	39 <b>299</b>	249
Female 40 to	59 <b>371</b>	339
Female 60	) + 250	304
Region		
North Engla	nd <b>482</b>	482
Midlan	ds <b>305</b>	321
East Engla	nd <b>172</b>	188
Lond	on <b>326</b>	251
South Engla	nd <b>442</b>	449
Wal	es <b>95</b>	98
Scotla	nd <b>137</b>	170
Social Grade		
A	AB <b>744</b>	549
(	C1 <b>594</b>	568
(	C2 <b>250</b>	411
[	DE <b>371</b>	431
Newspaper Type		
Express / M	lail <b>376</b>	313
Sun / S	tar <b>168</b>	460
Mirror / Reco	ord <b>84</b>	196
Guardian / Independe	ent <b>154</b>	88
FT / Times / Telegra	ph <b>127</b>	186
Other Pap	per <b>257</b>	225
No Pap	per <b>793</b>	490
Political Party Identification		
Labo	our <b>647</b>	637
Conservati	ve <b>516</b>	558
Liberal Democ	rat <b>182</b>	235
SNP/Plaid Cym	nru <b>24</b>	33
Othe	ers <b>117</b>	25
None/ [	OK <b>473</b>	470

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