

Fieldwork: 13th - 14th February 2014

	Voting intention					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	My home is at risk from flooding	
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Unweighted Sample	1868	442	567	126	199	542	466	410	897	971	148	426	762	532	1240	628	257	588	405	431	187	120	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the coalition government is managing the economy well or badly?

Very well	7	7	23	1	8	5	18	1	4	10	5	4	8	6	9	9	5	9	9	7	6	3	7
Fairly well	34	33	68	13	60	26	55	13	33	33	33	27	33	32	37	37	27	33	38	32	31	23	40
TOTAL WELL	41	40	91	14	68	31	73	14	37	43	38	31	41	38	46	46	32	42	47	39	37	26	47
Fairly badly	28	29	5	43	22	43	17	43	32	30	28	32	28	32	27	30	29	29	28	31	28	36	35
Very badly	21	20	1	37	8	20	4	38	22	20	21	14	16	23	24	15	27	20	16	21	23	30	17
TOTAL BADLY	49	49	6	80	30	63	21	81	54	50	49	46	44	55	51	45	56	49	44	52	51	66	52
Don't know	10	10	3	6	3	6	6	5	8	7	12	24	15	7	3	8	12	9	10	9	12	7	1

In your opinion how good or bad is the state of Britain's economy at the moment?

Very good	1	2	5	0	1	0	4	1	1	3	1	0	3	2	1	2	1	1	1	3	2	1	2
Quite good	18	16	42	6	28	11	32	5	14	21	12	15	18	14	19	20	12	18	20	14	14	13	22
TOTAL GOOD	19	18	47	6	29	11	36	6	15	24	13	15	21	16	20	22	13	19	21	17	16	14	24
Neither good nor bad	29	29	34	24	39	29	36	23	28	29	29	30	26	29	32	31	27	30	32	27	29	25	30
Quite bad	33	32	15	45	28	38	20	44	39	31	34	28	30	35	33	32	33	29	27	37	36	36	30
Very bad	14	15	1	22	4	19	6	23	16	12	17	12	14	17	13	11	19	15	12	16	14	21	13
TOTAL BAD	47	47	16	67	32	57	26	67	55	43	51	40	44	52	46	43	52	44	39	53	50	57	43
Don't know	5	6	3	3	1	3	3	4	3	4	7	14	9	3	1	4	8	6	7	4	6	4	2

How do you think the financial situation of your household will change over the next 12 months?

Get a lot better	1	3	3	2	10	0	3	2	3	3	2	4	4	3	1	3	2	5	3	2	1	2	12
Get a little better	14	16	29	8	15	16	22	10	13	20	12	31	19	14	9	19	12	20	16	14	16	15	14
TOTAL BETTER	15	19	32	10	25	16	25	12	16	23	14	35	23	17	10	22	14	25	19	16	17	17	26
Stay about the same	42	38	45	35	48	32	44	32	40	38	38	34	36	34	44	39	35	32	39	39	37	40	33
Get a little worse	25	26	16	34	22	29	19	36	27	23	28	13	21	28	32	23	29	22	27	26	25	25	27
Get a lot worse	12	12	3	17	3	20	6	16	14	12	12	4	10	16	12	10	15	12	9	15	13	12	11
TOTAL WORSE	37	38	19	51	25	49	25	52	41	35	40	17	31	44	44	33	44	34	36	41	38	37	38
Don't know	6	6	4	4	1	3	6	5	2	4	8	13	11	4	2	6	8	8	6	4	8	7	2

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

How well or badly do you think David Cameron has responded to the recent flooding?

Very well	2	5	14	1	2	3	11	2	2	5	4	1	5	5	5	5	4	3	7	4	4	4	5
Fairly well	23	24	48	12	25	26	40	12	20	24	24	20	23	22	29	28	19	26	26	24	23	18	27
TOTAL WELL	25	29	62	13	27	29	51	14	22	29	28	21	28	27	34	33	23	29	33	28	27	22	32
Fairly badly	33	29	24	29	40	31	28	28	35	29	30	32	26	33	27	30	29	30	27	32	30	27	31
Very badly	29	31	3	50	26	34	12	49	36	32	31	21	28	34	35	27	37	31	29	30	33	39	32
TOTAL BADLY	62	60	27	79	66	65	40	77	71	61	61	53	54	67	62	57	66	61	56	62	63	66	63
Don't know	13	11	10	8	7	7	9	9	7	10	11	26	18	7	3	11	11	10	12	10	9	12	5

And how well or badly do you think the Environment Agency has responded to the recent flooding?

Very well	2	4	5	5	5	0	4	4	7	6	3	2	6	4	4	5	3	3	4	5	4	3	10
Fairly well	22	23	30	25	28	17	25	27	23	24	23	24	23	23	24	26	19	25	24	23	24	20	37
TOTAL WELL	24	27	35	30	33	17	29	31	30	30	26	26	29	27	28	31	22	28	28	28	28	23	47
Fairly badly	32	32	34	30	48	24	31	28	38	31	32	28	34	33	30	33	29	31	33	32	30	31	20
Very badly	32	31	24	33	14	51	32	33	25	31	31	21	24	33	38	27	36	32	28	30	34	33	23
TOTAL BADLY	64	63	58	63	62	75	63	61	63	62	63	49	58	66	68	60	65	63	61	62	64	64	43
Don't know	12	10	6	7	5	8	8	8	7	8	12	25	14	7	4	9	12	10	10	10	9	13	9

Who do you think has responded in the most sensible way to the recent floods?

David Cameron	17	47	4	14	15	36	5	11	19	14	13	12	16	23	18	15	17	20	16	16	8	19
Ed Miliband	4	1	12	1	1	1	10	2	5	3	3	5	5	3	4	4	5	4	4	5	3	9
Eric Pickles	4	6	2	2	9	7	2	3	5	4	1	3	4	6	5	3	3	5	5	3	3	5
Chris Smith	3	1	6	7	1	2	6	3	5	2	2	3	4	3	5	1	3	4	2	4	4	9
Nick Clegg	1	1	1	10	0	0	1	3	1	1	0	3	1	1	2	1	2	1	1	2	0	6
Owen Paterson	1	0	1	2	2	1	1	2	1	1	2	1	1	2	1	0	1	1	1	0	1	1
None of them	48	27	58	45	53	36	57	58	46	51	33	45	52	52	44	54	48	43	50	50	55	35
Don't know	21	17	17	18	18	17	19	19	18	25	46	28	17	10	21	22	20	22	20	20	25	15

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

	Jan 30-31	Feb 13-14																					
Who do you think is most to blame for the flooding in Somerset?																							
The government - for not spending enough on flood defences	17	27	6	44	22	23	11	42	32	28	25	20	26	30	25	23	31	28	26	26	27	27	29
The environment agency - for not making the right decisions on flood defences	28	23	30	16	26	43	32	14	20	23	24	20	15	22	33	22	24	24	25	22	23	17	26
Neither - it was the result of freak weather conditions that couldn't realistically have been defended against	47	41	58	33	48	27	50	33	42	41	41	39	45	41	39	45	35	35	40	42	42	46	36
Don't know	8	9	5	7	4	6	7	10	6	8	11	21	14	7	3	9	10	12	10	9	8	10	10
	Jan 6-7	Feb 13-14																					
Thinking about government spending on flood defences, which of the following best reflects your view?																							
The government should spend more on flood defences, even if this means tax rises or bigger cuts elsewhere	49	50	44	57	53	56	48	55	53	51	50	43	39	50	64	48	54	53	51	47	52	48	55
The government is already spending as much as it can reasonably afford on flood defences	26	27	41	20	36	27	34	19	28	32	22	27	30	31	20	31	22	24	28	30	27	23	34
Don't know	25	22	15	22	11	17	18	26	19	17	28	30	31	19	15	21	24	22	22	23	21	29	11
	Jan 30-31	Feb 13-14																					
And do you think the weather that caused the recent flooding was or was not a result of climate change?																							
The flooding was probably a result of changing weather patterns due to climate change	40	47	37	56	63	30	35	53	57	46	49	55	49	48	42	51	43	53	46	48	44	51	54
The flooding was probably nothing at all to do with climate change	44	39	52	33	34	61	54	32	35	42	36	22	29	42	51	36	43	34	41	42	40	30	42
Don't know	15	14	11	12	3	9	11	14	7	12	15	23	22	10	7	13	15	13	13	11	16	19	4
	Jan 30-31	Feb 13-14																					
Do you think Chris Smith, the current head of the environment agency, should resign over the Environment Agency's handling of the flooding?																							
Should resign from his role	29	33	35	32	24	57	42	30	28	38	28	22	26	31	46	31	36	34	33	33	33	32	36
Should remain in his role	31	38	40	41	57	28	33	40	46	42	34	36	40	38	36	43	31	33	40	39	38	29	46
Don't know	39	29	25	26	19	16	25	30	26	20	38	42	34	30	18	26	33	32	27	28	29	39	17

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

Do you think there should be a total ban on building houses in flood plains?

Should be a ban - it is too risky to build on areas that are at risk of flooding	57	58	59	51	65	62	57	58	54	60	35	48	63	67	55	59	43	58	62	57	62	50
Should not be a ban - so long as anti-flooding measures are taken we need the extra housing	33	37	32	46	30	33	32	37	38	29	43	35	31	31	36	29	44	34	28	33	29	48
Don't know	10	6	9	4	5	5	11	6	9	11	23	17	6	2	8	12	13	8	10	10	9	2

From what you know, do you think your own home is in a place that is at risk from flooding?

My home is at risk from flooding	7	5	9	13	7	6	7	8	7	6	11	8	5	6	7	6	8	7	5	8	3	100
My home is not at risk from flooding	85	91	82	82	89	90	84	87	87	84	72	82	88	89	85	85	77	85	87	85	91	0
Not sure	8	4	9	4	4	5	9	5	6	10	17	10	7	5	8	9	15	7	8	7	6	0

Which of the following best reflects your view?

We should do our best to defend all settled areas in Britain that are at risk from flooding, however difficult and expensive it is	39	37	41	38	42	38	40	39	34	43	33	35	39	44	33	47	37	40	37	42	32	45
There are some settled areas in Britain that have such a high risk of flooding it is not worth the cost and effort of protecting them	38	43	40	46	40	38	39	43	49	28	32	36	41	39	44	30	33	37	38	41	42	45
Neither	11	11	9	11	10	12	10	10	8	13	14	11	10	10	11	10	10	13	12	9	7	8
Don't know	13	9	10	5	8	12	12	8	10	15	21	18	10	7	12	14	20	10	13	9	20	2

Which of the following best reflects your view?

People who have bought homes in areas of high flood risk and who have been flooded deserve our sympathy	47	45	53	45	45	44	51	47	44	50	43	42	50	49	46	49	51	47	45	47	43	59
People who have bought homes in areas of high flood risk only have themselves to blame and don't deserve sympathy	22	26	23	24	28	25	21	20	30	14	21	24	22	20	24	19	17	22	23	25	20	18
Neither	23	26	19	28	22	26	21	28	19	27	16	22	21	28	23	23	18	24	25	21	25	19
Don't know	8	3	5	3	5	4	7	5	7	9	20	11	7	2	7	10	14	6	8	6	12	4

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

Would you support or oppose reducing Britain's spending on overseas aid in order to fund more flood prevention measures?

Support	72	84	68	63	93	85	69	65	70	74	51	64	77	83	69	77	67	74	76	72	68	74
Oppose	17	10	23	29	4	9	19	26	22	13	28	19	15	13	21	12	19	17	14	18	21	24
Don't know	11	7	9	8	3	6	13	9	8	13	21	17	8	4	11	10	14	9	11	10	11	2

Do you currently pay someone to clean your house?

Yes, I do	7	8	7	15	6	8	7	7	8	6	6	8	5	8	9	4	15	7	5	4	4	23
No, I don't	93	92	93	85	94	92	93	93	92	94	94	92	95	92	91	96	85	93	95	96	96	77

How do you pay your cleaner?

[Asked to respondents who answered Yes to the previous question, n=141]

Through a cleaning company	19	14	13	46	14	16	21	19	20	18	52	28	10	8	16	28	13	28	5	32	8	35
Directly using cheque, direct debit or bank transfer	20	15	32	24	13	13	21	23	24	16	19	28	14	18	25	6	27	20	13	10	34	48
Directly using cash	55	68	45	26	63	69	54	53	55	55	10	38	73	71	56	52	50	48	81	54	48	17
Some other method	5	2	10	3	9	2	4	5	1	11	18	6	3	3	2	14	11	4	0	4	10	0

Do you know the immigration status of your cleaner?

Yes, I have checked their paperwork	33	26	28	57	52	34	32	48	31	35	47	27	39	29	36	26	37	38	26	23	30	63
Yes, but I have not seen any paperwork to prove it	52	51	57	34	48	48	55	44	53	50	27	55	43	63	47	63	42	49	67	58	55	37
No, I do not	11	18	8	9	0	13	13	8	12	11	7	13	18	6	15	3	14	12	3	15	14	0
Not sure	4	5	6	0	0	6	0	0	4	4	18	4	0	2	3	8	7	2	4	4	0	0

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

Imagine you employed a cleaner and discovered they were in Britain illegally. Do you think you would...

[This and subsequent questions asked to all respondents, n=1868]

Report them to the authorities	49	55	45	44	76	57	47	45	54	44	37	41	48	61	46	52	36	51	51	50	50	56
Dismiss them, but not report them to the authorities	22	24	24	29	8	20	22	22	19	25	28	26	23	15	26	18	27	21	23	20	25	22
Do nothing and continue employing them	9	7	12	9	8	7	10	10	11	7	10	13	8	7	9	9	14	9	7	9	8	7
Don't know	20	13	19	18	8	17	20	23	15	24	26	20	21	17	18	22	23	19	19	21	17	14

Jul 4-5 2013

Feb 13-14 2014

Thinking about the licence fee and the services the BBC offers, do you think it does or does not offer good value for money?

Does offer good value for money	43	42	43	46	61	31	37	45	54	45	38	45	38	45	40	46	36	41	45	41	39	40	49
Does not offer good value for money	48	48	49	45	30	65	54	47	38	47	49	34	49	48	53	45	52	48	44	50	51	50	46
Don't know	9	10	7	9	9	4	9	8	8	8	13	21	13	7	7	9	12	11	11	9	10	10	5

Thinking about how the BBC is funded, which of the following would you most like to see?

The BBC funded from the television licence, as at present	36	40	42	48	24	33	39	46	39	33	35	33	37	37	40	30	37	40	34	31	34	44
The BBC funded from a subscription model, with people having to pay a subscription to watch their channels	10	14	8	17	13	12	8	11	11	9	15	11	10	7	11	9	13	11	11	9	5	21
The BBC funded from advertising in commercial breaks	34	31	34	19	46	35	36	27	31	37	19	33	37	37	30	39	25	32	35	35	45	24
The BBC funded from general taxation	8	7	9	9	8	7	8	8	10	6	6	8	6	11	8	7	9	7	8	10	8	4
Something else	3	3	3	3	3	4	3	2	3	3	2	4	3	3	3	3	3	2	4	5	2	5
Don't know	9	5	6	4	8	9	6	6	6	12	23	12	6	5	8	11	12	8	8	10	6	2

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

Thinking about the money raised from television licences, which of the following would you most like to see?

Money from the television licence should go solely to the BBC as the dedicated public service broadcaster	46	52	54	46	38	46	48	53	51	41	37	41	51	49	50	41	47	47	45	44	49	51
Money from the television licence should also be made available to other broadcasters producing public service programme	33	31	28	45	45	34	30	34	33	34	35	33	32	34	33	34	33	32	37	33	29	35
Don't know	21	17	17	9	16	19	22	13	16	25	28	26	17	17	17	26	20	21	19	22	22	14

Thinking about the services the BBC provides, including television, radio and online, do you think...

The BBC does too much, it should cut back on some services and do fewer things better	29	38	25	28	47	42	22	28	36	23	16	23	32	37	28	31	30	29	32	27	31	37
It is a good thing the BBC provides so many different services and it should continue to do so	50	48	56	65	36	42	54	60	51	49	53	53	51	44	54	45	46	54	49	47	49	54
Neither	10	7	10	3	11	8	11	7	7	13	12	12	9	8	10	10	9	8	10	13	8	6
Don't know	11	7	9	4	6	8	13	6	7	15	18	12	8	10	9	14	15	10	8	13	12	3