













































Fieldwork: 1st - 2nd May 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	
<b>Weighted Sample</b>	<b>1945</b>	<b>503</b>	<b>542</b>	<b>131</b>	<b>227</b>	<b>597</b>	<b>475</b>	<b>361</b>	<b>943</b>	<b>1002</b>	<b>231</b>	<b>492</b>	<b>665</b>	<b>556</b>	<b>1109</b>	<b>836</b>	<b>249</b>	<b>632</b>	<b>416</b>	<b>478</b>	<b>169</b>
<b>Unweighted Sample</b>	<b>1945</b>	<b>477</b>	<b>550</b>	<b>115</b>	<b>248</b>	<b>585</b>	<b>494</b>	<b>358</b>	<b>920</b>	<b>1025</b>	<b>156</b>	<b>419</b>	<b>745</b>	<b>625</b>	<b>1277</b>	<b>668</b>	<b>260</b>	<b>614</b>	<b>403</b>	<b>428</b>	<b>240</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Terrestrial television channels have a 9pm watershed, before which programmes unsuitable for children are not supposed to be shown

Thinking about the impact of modern technology, how effective do you think the watershed is these days at helping parents to stop their children seeing inappropriate television programmes?

Very effective	3	3	4	3	2	3	3	3	4	3	5	6	3	1	3	4	4	3	2	5	2
Fairly effective	25	25	28	20	18	25	28	22	27	24	29	36	25	14	25	25	23	25	28	26	20
<b>TOTAL EFFECTIVE</b>	<b>28</b>	<b>28</b>	<b>32</b>	<b>23</b>	<b>20</b>	<b>28</b>	<b>31</b>	<b>25</b>	<b>31</b>	<b>27</b>	<b>34</b>	<b>42</b>	<b>28</b>	<b>15</b>	<b>28</b>	<b>29</b>	<b>27</b>	<b>28</b>	<b>30</b>	<b>31</b>	<b>22</b>
Fairly ineffective	39	42	39	49	37	40	37	45	38	40	35	33	38	47	43	35	37	41	40	37	41
Very ineffective	26	27	23	23	40	29	25	23	25	27	17	18	28	34	25	28	27	27	23	25	29
<b>TOTAL INEFFECTIVE</b>	<b>65</b>	<b>69</b>	<b>62</b>	<b>72</b>	<b>77</b>	<b>69</b>	<b>62</b>	<b>68</b>	<b>63</b>	<b>67</b>	<b>52</b>	<b>51</b>	<b>66</b>	<b>81</b>	<b>68</b>	<b>63</b>	<b>64</b>	<b>68</b>	<b>63</b>	<b>62</b>	<b>70</b>
Don't know	7	4	5	4	3	3	7	6	6	7	13	7	6	4	5	9	9	5	7	7	9

Do you think the 9pm watershed for terrestrial television programmes should or should not be kept?

Should be kept - terrestrial television channels should not show programmes unsuitable for children before 9pm	85	88	86	94	85	87	87	93	83	88	69	82	87	92	87	83	83	88	84	85	82
Should not be kept - terrestrial television channels should be free to show programmes unsuitable for children at any time	7	8	8	1	11	8	7	3	11	4	14	9	7	4	7	8	8	6	6	9	10
Don't know	7	4	6	5	4	5	6	4	7	8	17	9	5	4	6	9	9	6	10	7	9

Thinking about the rents private landlords charge to people renting their homes, do you think...

The government should introduce rent controls, limiting the amount that landlords can charge people renting their properties	56	35	76	53	52	39	73	61	53	59	55	51	59	58	54	59	52	55	52	60	61
The government should not introduce rent controls, and should leave landlords to set the amount they charge people renting their properties	33	57	16	36	39	52	19	27	37	29	27	37	30	35	37	27	36	36	33	28	28
Don't know	11	8	8	11	9	9	9	12	10	12	18	13	11	8	10	14	12	9	15	11	11

Fieldwork: 1st - 2nd May 2014

	Home ownership						Children
Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know	Under 18
<b>Weighted Sample</b> 1945	465	464	93	200	87	45	480
Unweighted Sample 1945	489	486	77	185	81	41	468
	%	%	%	%	%	%	%

**Terrestrial television channels have a 9pm watershed, before which programmes unsuitable for children are not supposed to be shown**

**Thinking about the impact of modern technology, how effective do you think the watershed is these days at helping parents to stop their children seeing inappropriate television programmes?**

Very effective	3	2	2	5	7	5	3	6
Fairly effective	25	19	28	27	33	16	29	35
<b>TOTAL EFFECTIVE</b>	<b>28</b>	<b>21</b>	<b>30</b>	<b>32</b>	<b>40</b>	<b>21</b>	<b>32</b>	<b>41</b>
Fairly ineffective	39	44	41	33	32	39	30	32
Very ineffective	26	29	24	22	26	28	13	20
<b>TOTAL INEFFECTIVE</b>	<b>65</b>	<b>73</b>	<b>65</b>	<b>55</b>	<b>58</b>	<b>67</b>	<b>43</b>	<b>52</b>
Don't know	7	6	4	13	3	11	25	8

**Do you think the 9pm watershed for terrestrial television programmes should or should not be kept?**

Should be kept - terrestrial television channels should not show programmes unsuitable for children before 9pm	85	89	86	70	88	83	60	80
Should not be kept - terrestrial television channels should be free to show programmes unsuitable for children at any time	7	7	10	9	7	7	6	8
Don't know	7	4	4	21	5	11	34	11

**Thinking about the rents private landlords charge to people renting their homes, do you think...**

The government should introduce rent controls, limiting the amount that landlords can charge people renting their properties	56	49	45	72	60	84	40	52
The government should not introduce rent controls, and should leave landlords to set the amount they charge people renting their properties	33	41	43	7	31	7	25	33
Don't know	11	10	12	22	9	9	34	15

Fieldwork: 1st - 2nd May 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	
<b>Weighted Sample</b>	<b>1945</b>	<b>503</b>	<b>542</b>	<b>131</b>	<b>227</b>	<b>597</b>	<b>475</b>	<b>361</b>	<b>943</b>	<b>1002</b>	<b>231</b>	<b>492</b>	<b>665</b>	<b>556</b>	<b>1109</b>	<b>836</b>	<b>249</b>	<b>632</b>	<b>416</b>	<b>478</b>	<b>169</b>
<b>Unweighted Sample</b>	<b>1945</b>	<b>477</b>	<b>550</b>	<b>115</b>	<b>248</b>	<b>585</b>	<b>494</b>	<b>358</b>	<b>920</b>	<b>1025</b>	<b>156</b>	<b>419</b>	<b>745</b>	<b>625</b>	<b>1277</b>	<b>668</b>	<b>260</b>	<b>614</b>	<b>403</b>	<b>428</b>	<b>240</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In recent months Ed Miliband has announced policies that would seek to intervene and regulate prices in areas where prices are currently set by the market - such as proposing a two-year freeze on gas and electricity prices and rent controls on private landlords.

Generally speaking, do you think policies like these are heading in the right or wrong direction?

Right direction - governments should be more willing to intervene in the market and control prices  
Wrong direction - governments should generally allow the free market to set prices  
Don't know

<b>56</b>	33	85	49	48	34	79	65	52	60	57	55	56	57	55	59	54	54	52	62	65
<b>29</b>	59	7	41	37	55	10	24	38	22	21	26	28	37	34	24	31	33	32	24	23
<b>14</b>	8	8	10	15	11	10	11	10	18	22	19	15	6	11	18	15	13	17	14	12

If there are to be TV debates at the next election in 2015, which of the following would you prefer?

Straight debates between David Cameron and Ed Miliband, as they are the only two leaders who stand any realistic chance of being Prime Minister after the election  
Three-way debates, like last time, between the Labour, Conservative and Liberal Democrat leaders  
Four-way debates, to include Nigel Farage, leader of the UK Independence Party, as UKIP is now more popular than the Lib Dems and plans to fight the great majority of seats in 2015  
Don't know

<b>16</b>	20	28	9	2	16	24	9	18	14	21	12	15	19	16	16	18	15	15	16	20
<b>18</b>	19	22	42	2	14	21	28	19	18	22	21	18	14	21	14	21	19	15	16	24
<b>49</b>	50	38	38	88	57	41	52	50	47	32	44	53	54	49	48	46	51	50	50	39
<b>17</b>	11	13	12	8	13	14	11	13	21	25	23	14	13	14	22	16	16	20	18	17

We would like you think about Northern Ireland, and murders and atrocities committed by people from both communities during the Troubles

Which of the following best reflects your view?

If evidence comes to light about crimes committed during the Troubles in Northern Ireland they should be pursued and the people responsible brought to justice  
We should move on and forget about crimes committed during the Troubles - prosecuting people for crimes committed decades ago risks upsetting the peace process  
Neither  
Don't know

<b>68</b>	74	70	65	78	75	69	69	69	67	56	66	72	70	70	66	68	67	67	70	70
<b>15</b>	15	17	17	10	12	17	16	16	14	15	14	12	19	15	15	17	17	13	13	14
<b>4</b>	3	3	6	2	3	3	4	3	4	2	4	3	4	4	3	3	4	4	3	5
<b>13</b>	8	11	12	10	10	10	12	11	16	26	16	12	7	11	17	13	12	15	14	11

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%	%	%	%	%	%	%	%

In recent months Ed Miliband has announced policies that would seek to intervene and regulate prices in areas where prices are currently set by the market - such as proposing a two-year freeze on gas and electricity prices and rent controls on private landlords.

Generally speaking, do you think policies like these are heading in the right or wrong direction?

Right direction - governments should be more willing to intervene in the market and control prices	56	49	48	66	62	76	49	56
Wrong direction - governments should generally allow the free market to set prices	29	41	39	8	25	8	13	25
Don't know	14	10	13	26	13	17	38	19

If there are to be TV debates at the next election in 2015, which of the following would you prefer?

Straight debates between David Cameron and Ed Miliband, as they are the only two leaders who stand any realistic chance of being Prime Minister after the election	16	16	17	14	20	11	13	13
Three-way debates, like last time, between the Labour, Conservative and Liberal Democrat leaders	18	16	20	13	24	21	11	19
Four-way debates, to include Nigel Farage, leader of the UK Independence Party, as UKIP is now more popular than the Lib Dems and plans to fight the great majority of seats in 2015	49	53	48	38	42	45	33	44
Don't know	17	15	15	35	14	23	44	25

We would like you think about Northern Ireland, and murders and atrocities committed by people from both communities during the Troubles

Which of the following best reflects your view?

If evidence comes to light about crimes committed during the Troubles in Northern Ireland they should be pursued and the people responsible brought to justice	68	73	73	59	65	65	45	67
We should move on and forget about crimes committed during the Troubles - prosecuting people for crimes committed decades ago risks upsetting the peace process	15	15	14	14	18	10	9	13
Neither	4	3	4	1	3	6	5	3
Don't know	13	9	8	26	14	19	41	17



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Unweighted Sample 1945	477	550	115	248	585	494	358	920	1025	156	419	745	625	1277	668	260	614	403	428	240	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

This week the Sinn Fein President Gerry Adams was arrested in connection with the IRA murder of Jean McConville in 1972. Mr Adams has always denied any involvement in the murder and Sinn Fein have said the arrest is politically motivated and a "deliberate attempt to influence the outcome of elections"

From what you have seen or heard, do you think the arrest is or is not politically motivated?

Is probably politically motivated	27	22	31	29	29	20	32	28	28	27	28	29	26	27	28	26	27	30	23	27	30
Is probably not politically motivated	39	48	41	39	46	46	40	40	46	33	32	29	43	46	40	37	40	36	43	39	38
Don't know	34	30	28	32	26	33	28	32	26	41	40	42	31	27	32	36	33	34	34	34	32
Don't know	22	15	15	15	21	18	17	22	16	28	32	27	22	15	19	26	18	23	22	25	20

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From what you have seen or heard, do you think the arrest is or is not politically motivated?

Is probably politically motivated	27	25	25	21	28	27	34	31
Is probably not politically motivated	39	45	45	28	39	35	19	32
Don't know	34	31	31	51	33	39	47	36
Don't know	22	18	19	38	18	22	49	26