

YouGov / Sunday Times Survey Results

Sample Size: 2109 GB Adults
Fieldwork: 18th - 19th December 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	
Weighted Sample	2109	539	572	103	260	638	519	427	1023	1086	251	534	721	603	1202	907	270	685	451	519	183	
Unweighted Sample	2109	501	593	109	253	585	556	465	1024	1085	224	367	911	607	1462	647	244	680	426	500	259	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	0	73	5	14	29	35	26	26	31	39	36	26	33	40	32	25	19
Lab	34	0	100	0	0	5	78	31	34	33	31	46	35	24	31	38	33	26	33	49	24
Lib Dem	6	0	0	100	0	1	1	21	7	5	7	6	6	6	7	5	7	7	5	5	6
Other	28	0	0	0	100	21	15	34	29	27	36	23	27	31	26	32	27	27	30	20	51

Other Parties Voting Intention

UKIP	15	0	0	0	100	19	6	12	17	14	9	7	15	24	11	22	16	18	20	13	3
Green	8	0	0	0	0	1	4	18	7	8	19	9	7	3	9	5	10	8	7	7	3
SNP / PCY	5	0	0	0	0	1	4	4	5	4	8	5	5	3	5	4	1	0	2	0	44
BNP	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0	1	0	0	1	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1

Non Voters

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

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

	Dec 17-18	Dec 18-19																				
Approve	31	30	83	6	39	15	64	9	19	35	26	22	27	30	36	34	25	31	36	28	23	28
Disapprove	54	54	9	84	49	74	23	82	67	55	54	42	57	58	54	51	58	50	46	56	63	63
Don't know	15	16	9	9	12	11	13	10	14	10	21	36	17	12	10	15	17	19	17	16	14	9

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

	Dec 11-12	Dec 18-19																				
Very well	7	6	20	0	3	1	14	1	2	7	5	2	6	5	9	6	5	9	7	5	4	2
Fairly well	34	34	72	11	47	30	62	15	27	34	34	30	29	35	38	37	29	29	41	34	28	33
TOTAL WELL	41	40	92	11	50	31	76	16	29	41	39	32	35	40	47	43	34	38	48	39	32	35
Fairly badly	27	29	7	39	33	40	17	36	38	27	31	29	32	27	29	29	29	29	27	29	32	30
Very badly	25	24	0	46	11	28	4	42	27	26	21	15	24	27	22	20	28	20	17	24	30	32
TOTAL BADLY	52	53	7	85	44	68	21	78	65	53	52	44	56	54	51	49	57	49	44	53	62	62
Don't know	7	8	1	3	5	0	3	6	6	5	10	24	9	5	2	8	7	13	8	8	6	4

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

	Dec 11-12	Dec 18-19																				
Do you think Ed Miliband is doing well or badly as leader of the Labour party?																						
Very well	2	3	0	12	0	0	1	8	3	4	2	1	4	4	3	1	6	5	2	2	6	3
Fairly well	16	16	7	39	12	5	6	32	16	17	15	13	18	17	13	14	18	15	14	18	19	9
TOTAL WELL	18	19	7	51	12	5	7	40	19	21	17	14	22	21	16	15	24	20	16	20	25	12
Fairly badly	36	36	36	36	48	27	34	38	43	33	39	34	36	39	35	38	34	35	38	35	34	40
Very badly	35	34	54	8	35	65	54	14	31	39	30	28	28	33	44	37	31	30	36	36	31	40
TOTAL BADLY	71	70	90	44	83	92	88	52	74	72	69	62	64	72	79	75	65	65	74	71	65	80
Don't know	11	10	3	5	5	3	5	8	7	6	14	24	14	7	4	9	11	15	10	9	10	8
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?																						
Very well	1	1	0	1	6	0	0	1	1	1	0	1	1	1	1	1	1	2	1	1	1	1
Fairly well	14	16	26	11	53	9	20	9	22	17	14	10	18	15	17	16	15	18	18	15	12	16
TOTAL WELL	15	17	26	12	59	9	20	10	23	18	14	11	19	16	18	17	16	20	19	16	13	17
Fairly badly	30	31	36	26	33	24	33	25	36	29	33	33	31	31	29	32	29	25	39	26	27	31
Very badly	44	42	33	56	5	65	40	57	34	47	38	31	35	45	50	41	44	37	33	47	51	45
TOTAL BADLY	74	73	69	82	38	89	73	82	70	76	71	64	66	76	79	73	73	62	72	73	78	76
Don't know	11	11	5	6	3	3	7	8	6	6	15	25	15	8	4	10	12	18	9	11	9	7
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?																						
Very well	2	2	4	1	4	1	2	1	4	2	1	0	3	2	1	2	2	4	2	2	0	1
Fairly well	26	25	52	9	57	15	43	11	25	27	22	21	23	27	25	27	22	28	31	22	18	23
TOTAL WELL	28	27	56	10	61	16	45	12	29	29	23	21	26	29	26	29	24	32	33	24	18	24
Fairly badly	35	36	33	37	26	45	35	35	39	35	37	33	36	32	41	38	33	29	39	37	34	36
Very badly	28	28	8	48	8	38	14	47	26	30	26	22	25	31	29	25	32	23	19	30	38	34
TOTAL BADLY	63	64	41	85	34	83	49	82	65	65	63	55	61	63	70	63	65	52	58	67	72	70
Don't know	9	10	4	4	5	0	6	6	6	6	14	23	14	7	4	9	10	16	9	9	10	5
Do you think this coalition government is good or bad for people like you?																						
Very good	3	2	5	1	11	1	3	1	3	3	1	1	2	2	2	2	2	6	2	2	1	2
Fairly good	19	16	41	4	38	6	29	5	16	19	13	13	16	17	17	18	14	14	20	14	15	14
TOTAL GOOD	22	18	46	5	49	7	32	6	19	22	14	14	18	19	19	20	16	20	22	16	16	16
Fairly bad	23	26	23	32	16	31	24	29	29	25	27	27	27	24	29	27	25	24	28	27	26	25
Very bad	27	25	6	46	10	37	13	44	24	27	23	15	25	27	28	21	30	21	21	24	34	26
TOTAL BAD	50	51	29	78	26	68	37	73	53	52	50	42	52	51	57	48	55	45	49	51	60	51
Doesn't make much difference either way	22	24	22	15	23	25	27	17	23	21	26	22	23	27	21	24	22	23	24	25	20	28
Don't know	6	7	4	1	1	0	5	4	4	4	9	22	8	3	3	7	7	11	6	8	5	5

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

	Dec 11-12	Dec 18-19																				
Do you think the coalition government is managing the economy well or badly?																						
Very well	6	5	15	1	9	1	10	1	3	7	2	4	4	5	5	6	3	11	5	4	2	3
Fairly well	34	34	74	11	43	32	67	12	27	36	33	29	28	34	43	38	30	26	44	33	29	31
TOTAL WELL	40	39	89	12	52	33	77	13	30	43	35	33	32	39	48	44	33	37	49	37	31	34
Fairly badly	28	29	8	45	32	35	12	42	37	28	31	23	34	29	27	27	31	25	27	30	33	29
Very badly	22	19	0	36	10	27	5	36	21	21	18	12	18	23	18	17	22	18	13	20	25	25
TOTAL BADLY	50	48	8	81	42	62	17	78	58	49	49	35	52	52	45	44	53	43	40	50	58	54
Don't know	10	12	3	7	6	5	6	9	12	8	17	31	15	9	7	12	13	21	11	13	10	11

	Dec 11-12	Dec 18-19																				
In your opinion how good or bad is the state of Britain's economy at the moment?																						
Very good	2	2	5	1	5	1	3	1	0	3	1	1	3	1	2	2	1	5	2	1	1	1
Quite good	21	20	49	5	20	17	42	8	14	23	17	16	18	18	26	23	16	15	26	17	17	20
TOTAL GOOD	23	22	54	6	25	18	45	9	14	26	18	17	21	19	28	25	17	20	28	18	18	21
Neither good nor bad	27	30	29	32	32	32	28	28	32	31	30	36	29	31	29	30	32	30	32	32	28	30
Quite bad	31	30	14	41	31	35	19	41	37	29	32	20	28	33	33	30	31	29	27	29	34	35
Very bad	13	11	2	16	10	14	4	16	11	11	10	6	11	14	8	9	12	7	8	13	14	12
TOTAL BAD	44	41	16	57	41	49	23	57	48	40	42	26	39	47	41	39	43	36	35	42	48	47
Don't know	6	7	2	4	3	1	4	5	5	5	9	20	10	4	2	6	8	12	6	8	6	2

	Dec 11-12	Dec 18-19																				
How do you think the financial situation of your household will change over the next 12 months?																						
Get a lot better	2	2	3	2	0	2	2	2	2	2	1	4	2	2	1	2	1	2	2	2	1	2
Get a little better	14	14	29	8	21	4	19	9	14	17	12	22	19	13	9	17	11	19	17	13	9	17
TOTAL BETTER	16	16	32	10	21	6	21	11	16	19	13	26	21	15	10	19	12	21	19	15	10	19
Stay about the same	42	44	52	40	44	42	53	35	45	41	46	39	43	42	48	46	41	37	45	45	44	46
Get a little worse	25	23	11	31	21	37	18	33	24	22	25	10	19	24	33	21	27	19	24	25	25	20
Get a lot worse	11	9	3	15	9	10	4	15	10	8	3	7	14	8	7	12	7	7	7	8	15	9
TOTAL WORSE	36	32	14	46	30	47	22	48	34	32	33	13	26	38	41	28	39	26	31	33	40	29
Don't know	7	8	2	4	4	4	3	7	6	7	8	23	11	5	2	7	8	16	6	8	7	6

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

Which three or four of these do you believe provides BEST moral leadership to Britons these days?

The Queen	34	52	26	34	44	52	25	29	33	35	15	26	31	54	35	33	28	37	36	35	26
Prince William/Kate	30	38	26	25	39	40	27	24	28	32	22	31	29	35	27	34	26	32	33	31	23
Malala Yousafzai (Nobel Peace Prize winner)	19	18	21	19	10	17	20	25	17	21	20	17	17	23	20	17	17	20	20	18	20
Justin Welby, the Archbishop of Canterbury	15	16	17	18	10	17	16	19	14	15	4	8	17	23	15	14	11	17	16	15	10
David Cameron	8	26	0	4	4	19	1	3	8	7	5	6	8	10	9	6	5	10	8	5	7
Caroline Lucas, Green MP	8	2	9	11	0	2	9	16	8	7	12	6	9	6	9	6	5	10	8	5	11
Prince Charles	8	12	7	10	10	11	6	7	9	7	2	7	9	11	8	8	5	9	9	9	7
Judi Dench	8	7	7	10	10	7	7	12	5	10	7	7	7	9	7	8	7	10	6	6	10
David Beckham	7	10	8	6	5	9	7	4	7	7	4	6	8	7	6	8	5	8	7	8	4
Nigel Farage	6	4	2	3	31	8	4	3	8	4	3	2	6	9	5	7	3	6	7	6	4
Sir Ian McKellen	6	4	7	13	2	2	6	9	6	6	15	10	4	2	7	4	5	4	6	7	9
JK Rowling	6	5	8	9	3	3	8	8	7	6	16	9	4	3	8	4	6	6	5	7	11
Mo Farah	6	4	8	8	3	5	7	6	5	6	7	7	5	4	6	5	8	5	6	4	7
Ed Miliband	5	0	18	1	0	0	14	4	6	4	3	5	5	5	4	7	2	3	6	9	2
Cardinal Vincent Nichols, Archbishop of Westminster	5	5	5	5	5	5	7	4	6	4	0	3	6	7	5	5	5	5	4	5	5
Jamie Oliver	5	4	6	7	3	6	5	6	4	6	3	8	4	4	5	5	4	7	4	4	6
Nick Clegg	2	1	1	18	1	1	1	4	3	1	4	2	1	1	2	1	2	2	2	1	3
Theresa May	2	3	1	1	4	4	1	1	2	2	1	0	2	4	2	2	1	2	2	2	2
Yvette Cooper	2	0	6	3	0	0	5	2	3	1	0	2	2	2	2	2	1	1	3	2	0
Ephraim Mirvis, the Chief Rabbi	2	3	2	1	2	3	2	1	2	2	0	1	2	3	3	1	4	2	2	2	2
Lord Thomas, the Lord Chief Justice	1	3	1	2	1	3	1	1	2	1	1	2	1	2	2	1	2	2	1	1	2
None of these	17	11	20	14	15	10	20	17	19	15	20	18	19	12	17	17	17	16	17	16	25
Don't know	13	8	12	9	7	10	11	12	10	15	24	16	12	7	11	15	17	13	13	13	9

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

And which three or four of these do you believe provides WORST moral leadership to Britons these days?

Nigel Farage	39	37	52	55	2	31	44	49	39	39	45	43	36	36	43	33	38	37	37	37	54
David Cameron	26	2	48	18	31	7	45	30	27	24	24	29	28	21	22	30	21	21	27	32	31
Nick Clegg	23	16	31	4	41	23	32	15	24	21	17	18	24	28	19	28	19	21	24	27	21
Ed Miliband	20	34	4	24	41	35	9	13	22	18	17	15	18	28	20	20	13	25	21	16	18
Theresa May	12	6	18	19	12	8	18	16	15	9	8	12	14	12	11	13	9	10	14	14	16
Prince Charles	7	5	9	13	5	5	7	8	8	5	6	6	6	8	7	6	9	7	6	7	4
David Beckham	7	10	6	12	7	7	4	9	9	5	8	7	6	7	8	6	7	8	7	5	9
Yvette Cooper	6	15	1	6	10	15	2	2	8	5	2	1	7	12	7	6	5	7	6	7	6
Justin Welby, the Archbishop of Canterbury	5	6	3	7	9	8	3	3	7	3	6	7	4	4	6	4	2	5	6	4	7
Jamie Oliver	5	7	4	7	7	6	4	4	6	4	2	4	6	5	5	4	4	5	6	5	4
Caroline Lucas, Green MP	4	8	1	4	11	9	2	2	7	2	4	3	4	6	4	5	3	7	3	3	3
Cardinal Vincent Nichols, Archbishop of Westminster	3	3	2	6	5	3	3	2	4	2	5	5	2	2	4	2	1	4	4	3	6
Ephraim Mirvis, the Chief Rabbi	3	3	2	3	4	2	2	2	4	1	1	3	2	3	2	3	2	3	3	3	3
The Queen	3	2	5	4	3	1	4	5	4	3	3	5	4	1	3	3	4	2	2	4	4
Prince William/Kate	2	2	3	7	1	1	3	3	2	3	2	3	2	2	3	1	1	3	2	2	5
Lord Thomas, the Lord Chief Justice	2	1	2	0	5	1	2	1	2	2	1	1	2	2	1	2	1	1	1	3	1
Sir Ian McKellen	2	2	1	1	3	2	1	2	2	1	1	0	2	2	2	1	0	2	2	1	2
JK Rowling	2	3	2	7	1	4	2	3	3	2	3	3	2	2	2	3	5	2	3	2	2
Malala Yousafzai (Nobel Peace Prize winner)	1	2	1	0	2	2	1	1	1	1	2	1	1	0	1	1	1	2	0	1	0
Mo Farah	1	1	1	2	1	1	1	1	1	1	0	1	1	1	1	1	1	0	1	1	1
Judi Dench	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
None of these	14	19	9	12	13	16	12	15	12	15	11	11	15	15	12	15	10	15	13	13	14
Don't know	19	15	13	10	14	18	14	15	14	23	28	20	18	15	19	19	27	17	22	17	14

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

Which of the following have you done in the past month? Please tick all that apply.

Held the door open for a member of the opposite sex, a disabled or pregnant person or an older person	82	87	81	82	79	85	80	85	83	82	68	84	86	83	83	81	81	79	79	89	82
Gone out of your way to help someone who was struggling with something, like carrying a suitcase down some stairs	37	40	29	39	49	42	38	36	39	35	24	36	41	39	37	37	23	42	41	34	37
Picked up someone else's rubbish in the street and put it in a bin	33	34	30	36	40	32	37	34	28	37	19	25	37	42	32	35	20	38	33	33	33
Refused to give money to a beggar because you suspect they will spend the money on drink and/or drugs	23	31	19	24	27	25	21	19	23	22	26	16	24	26	23	22	33	18	25	24	20
Spent time or provided services for free to a charity or some other organisation that does good deeds	20	21	13	36	16	24	14	30	14	26	17	19	19	23	24	15	15	24	24	17	12
Given up your seat on public transport or elsewhere for a member of the opposite sex, a disabled or pregnant person or an older person	19	19	22	17	16	17	23	18	18	19	24	18	24	12	19	19	31	16	15	20	17
Given money to someone begging in the street	13	13	10	8	13	11	14	18	9	17	14	11	16	12	11	16	7	13	16	13	18
None of these	9	4	11	6	7	6	10	6	10	7	20	8	7	6	8	9	12	10	10	4	9

Sample Size: 2109 GB Adults
Fieldwork: 18th - 19th December 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	
Weighted Sample	2109	539	572	103	260	638	519	427	1023	1086	251	534	721	603	1202	907	270	685	451	519	183
Unweighted Sample	2109	501	593	109	253	585	556	465	1024	1085	224	367	911	607	1462	647	244	680	426	500	259
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have there been times when you have NOT done one or more of the things listed above and felt guilty about it?

Yes – I feel guilty that I have not done enough	29	34	26	19	24	30	26	30	25	32	36	36	27	22	29	28	32	27	31	25	35
No – I don't feel guilty about my actions	56	56	52	80	64	58	60	53	61	51	44	45	57	70	56	56	53	53	57	62	53
Not sure	15	9	22	1	13	11	14	17	14	16	21	19	16	8	15	15	16	19	12	13	12

In general, do you believe that Britain is or is not a nation of good Samaritans who are willing to help others in difficulty?

Britain is generally a nation of good Samaritans	58	69	57	64	62	67	58	53	57	59	43	53	61	64	59	57	52	58	59	60	60
Britain is NOT generally a nation of good Samaritans	26	23	28	26	29	22	24	33	28	25	32	26	25	26	27	26	28	26	27	25	27
Not sure	16	8	15	10	9	11	18	14	15	16	25	21	14	10	15	17	20	16	14	15	13

Suppose you saw a young woman being assaulted by her partner in the street, and you judge that you might be able to help her - but could risk being badly hurt yourself. How likely do you think you would be to intervene?

I would definitely intervene	12	11	14	11	11	10	14	12	16	9	11	13	14	10	11	14	10	11	13	14	11
I would probably intervene	39	40	44	42	39	43	40	39	42	37	38	42	38	38	38	41	34	39	39	40	45
TOTAL WOULD INTERVENE	51	51	58	53	50	53	54	51	58	46	49	55	52	48	49	55	44	50	52	54	56
I would probably NOT intervene	28	34	22	32	33	31	25	28	23	33	22	22	31	34	30	26	30	28	28	29	25
I would definitely NOT intervene	5	5	6	4	9	6	5	5	5	6	2	7	6	6	5	6	6	6	6	5	5
TOTAL WOULD NOT INTERVENE	33	39	28	36	42	37	30	33	28	39	24	29	37	40	35	32	36	34	34	34	30
Don't know	15	10	13	12	8	10	16	16	14	15	27	17	12	12	16	14	20	16	14	12	15

Sample Size: 2109 GB Adults
Fieldwork: 18th - 19th December 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	
Weighted Sample	2109	539	572	103	260	638	519	427	1023	1086	251	534	721	603	1202	907	270	685	451	519	183
Unweighted Sample	2109	501	593	109	253	585	556	465	1024	1085	224	367	911	607	1462	647	244	680	426	500	259
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A unit of alcohol is a roughly half a pint of beer or lager, a single shot of spirits or a small glass of wine. Doctors generally recommend that men should drink no more than 21 units a week, and women should drink no more than 14 units a week.

How do you view these recommended limits for men?

Too high – the recommended limit should be lower	24	25	24	27	22	27	27	22	19	29	20	19	27	27	21	28	21	28	19	25	23
About right	41	44	43	46	42	39	43	45	43	40	34	42	41	44	44	37	38	40	45	39	47
Too low – most men can safely drink a LITTLE more than the recommended limit	12	13	13	9	13	15	11	10	15	9	9	12	12	13	12	10	12	10	13	13	11
Too low – most men can safely drink a LOT more than the recommended limit	3	3	4	2	7	3	3	3	5	1	5	2	4	3	3	4	3	4	3	3	3
No idea	20	15	16	16	15	16	16	20	18	21	32	25	17	14	19	21	27	18	21	19	16

How do you view these recommended limits for women?

Too high – the recommended limit should be lower	23	23	23	26	22	26	25	20	19	26	14	18	26	26	19	28	20	26	18	24	20
About right	42	47	45	43	42	42	45	44	44	40	34	42	43	45	46	38	37	42	46	41	44
Too low – most women can safely drink a LITTLE more than the recommended limit	12	13	11	11	14	14	10	13	13	11	13	14	11	11	13	11	11	11	13	13	16
Too low – most women can safely drink a LOT more than the recommended limit	3	2	3	1	5	2	3	2	4	2	3	2	3	3	3	2	3	3	2	3	1
No idea	21	16	17	19	17	17	17	21	20	21	35	24	18	15	20	22	30	19	21	19	18

Sample Size: 2109 GB Adults
Fieldwork: 18th - 19th December 2014

	Weekly Alcohol Intake			Drivers		
	Total	None	Some/Around the alcohol limit	More than the limit	Drive	Never drive
Weighted Sample	2109	749	906	383	1546	563
Unweighted Sample	2109	722	938	396	1610	499
	%	%	%	%	%	%

A unit of alcohol is a roughly half a pint of beer or lager, a single shot of spirits or a small glass of wine. Doctors generally recommend that men should drink no more than 21 units a week, and women should drink no more than 14 units a week.

How do you view these recommended limits for men?

Too high – the recommended limit should be lower	24	43	19	4	24	24
About right	41	29	55	38	43	35
Too low – most men can safely drink a LITTLE more than the recommended limit	12	3	10	34	13	9
Too low – most men can safely drink a LOT more than the recommended limit	3	1	1	14	3	3
No idea	20	24	15	10	16	29

How do you view these recommended limits for women?

Too high – the recommended limit should be lower	23	41	18	3	23	21
About right	42	31	55	41	45	35
Too low – most women can safely drink a LITTLE more than the recommended limit	12	3	11	35	12	11
Too low – most women can safely drink a LOT more than the recommended limit	3	1	1	9	3	2
No idea	21	24	16	12	17	31

Sample Size: 2109 GB Adults
Fieldwork: 18th - 19th December 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	
Weighted Sample	2109	539	572	103	260	638	519	427	1023	1086	251	534	721	603	1202	907	270	685	451	519	183	
Unweighted Sample	2109	501	593	109	253	585	556	465	1024	1085	224	367	911	607	1462	647	244	680	426	500	259	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a normal week, would you say you drink..

No alcohol at all	36	30	36	24	38	36	36	33	27	44	37	32	38	35	31	41	35	39	36	32	32
Some alcohol, but less than the recommended limit	33	32	33	49	34	30	31	39	34	32	30	33	31	37	36	29	35	31	32	33	36
Around the recommended limit	10	15	9	7	7	11	11	10	12	8	7	12	9	10	12	8	10	9	10	10	12
A little more than the recommended limit	11	14	12	9	11	13	11	9	14	8	9	9	12	12	11	11	8	10	11	12	12
Around twice the recommended limit	5	5	5	6	7	6	4	4	6	4	3	7	6	4	5	5	5	5	5	6	3
Around three times the recommended limit	1	1	1	1	1	2	1	1	2	1	1	2	2	1	2	1	1	1	2	1	3
More than three times the recommended limit	1	1	1	1	2	1	1	1	2	0	0	0	1	1	1	2	1	1	1	1	2
Don't know	3	1	2	4	1	2	4	2	4	3	13	4	2	1	3	4	6	3	3	4	0

Over this Christmas and the New year, do you expect to drink...

No alcohol at all	14	11	14	11	15	13	13	12	11	17	20	13	14	12	11	19	15	17	13	11	12
Some alcohol, but less than the recommended limit	35	37	34	38	40	39	35	36	32	38	29	30	34	42	34	36	41	34	34	33	34
Around the recommended limit	13	12	14	14	9	10	15	17	12	14	14	13	12	14	16	10	9	12	14	15	17
A little more than the recommended limit	18	19	19	19	17	20	18	17	20	16	11	16	19	21	19	15	14	16	22	19	17
Around twice the recommended limit	10	12	11	8	10	10	9	10	12	7	8	13	10	7	11	8	9	10	8	10	10
Around three times the recommended limit	4	5	4	2	3	4	4	3	6	3	4	6	5	1	4	4	3	4	3	5	6
More than three times the recommended limit	3	2	2	4	4	3	2	2	4	2	2	4	3	2	3	3	2	2	3	3	3
Don't know	4	2	2	4	1	2	4	3	4	4	12	5	3	1	3	5	7	4	3	4	2

Scotland has reduced the legal limit of alcohol for drivers from 80 milligrammes of alcohol for every 100 millitres of blood, to 50 milligrammes.

Do you think Parliament should or should not reduce the limit by the same amount in England?

Should reduce the limit in England	66	66	66	69	62	65	68	69	62	70	56	58	71	71	65	67	61	65	63	67	81
Should not reduce the limit in England	20	26	20	19	27	24	18	17	25	15	16	21	19	21	20	19	18	22	23	19	9
Don't know	14	8	14	12	12	11	14	14	13	16	28	20	11	8	14	15	21	13	14	14	10

Sample Size: 2109 GB Adults
Fieldwork: 18th - 19th December 2014

	Weekly Alcohol Intake			Drivers		
	Total	None	Some/Around the alcohol limit	More than the limit	Drive	Never drive
Weighted Sample	2109	749	906	383	1546	563
Unweighted Sample	2109	722	938	396	1610	499
	%	%	%	%	%	%

In a normal week, would you say you drink..

No alcohol at all	36	100	0	0	34	39
Some alcohol, but less than the recommended limit	33	0	77	0	34	29
Around the recommended limit	10	0	23	0	11	8
A little more than the recommended limit	11	0	0	60	11	10
Around twice the recommended limit	5	0	0	28	6	3
Around three times the recommended limit	1	0	0	7	1	1
More than three times the recommended limit	1	0	0	6	1	0
Don't know	3	0	0	0	1	9

Over this Christmas and the New year, do you expect to drink...

No alcohol at all	14	38	2	0	13	18
Some alcohol, but less than the recommended limit	35	52	37	3	36	33
Around the recommended limit	13	7	23	4	14	10
A little more than the recommended limit	18	2	26	31	19	15
Around twice the recommended limit	10	1	8	33	10	10
Around three times the recommended limit	4	0	2	17	5	3
More than three times the recommended limit	3	0	2	10	3	3
Don't know	4	0	1	2	2	9

Scotland has reduced the legal limit of alcohol for drivers from 80 milligrammes of alcohol for every 100 millitres of blood, to 50 milligrammes.

Do you think Parliament should or should not reduce the limit by the same amount in England?

Should reduce the limit in England	66	78	66	53	67	64
Should not reduce the limit in England	20	9	22	37	22	14
Don't know	14	13	12	10	12	22

Sample Size: 2109 GB Adults
Fieldwork: 18th - 19th December 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	
Weighted Sample	2109	539	572	103	260	638	519	427	1023	1086	251	534	721	603	1202	907	270	685	451	519	183	
Unweighted Sample	2109	501	593	109	253	585	556	465	1024	1085	224	367	911	607	1462	647	244	680	426	500	259	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

At present, a driver found guilty of using a hand-held mobile phone faces a punishment of three points on their licence and a fine of £100. Do you think the penalties should be...

Abolished altogether	2	2	2	5	3	2	2	2	3	1	0	3	3	1	2	2	1	1	4	3	1
Reduced	4	3	4	4	6	3	4	2	4	3	5	6	3	1	4	4	5	5	2	2	5
Kept as they are	34	36	35	33	27	33	34	34	33	34	40	44	31	25	38	28	34	34	31	32	44
Doubled to 6 points and a fine of £200	54	56	53	51	64	58	53	58	54	54	33	38	59	71	51	58	46	54	58	58	44
Don't know	7	2	6	7	1	4	6	5	6	7	22	10	4	1	6	8	13	6	6	5	6

Do you support or oppose the proposed ban on people smoking in cars when children are in the car?

Support	74	77	78	77	61	74	76	77	71	77	72	74	74	76	75	73	71	76	72	75	74
Oppose	14	16	12	11	30	16	12	13	20	9	8	13	17	16	14	15	13	14	19	13	16
Don't know	11	7	10	12	9	10	11	10	9	13	20	13	10	9	11	11	16	11	10	12	10

In general, how often do you drive a car?

Every day	34	40	35	26	34	40	38	30	39	29	10	37	43	30	34	34	13	34	40	38	40
Most days	22	24	23	28	25	25	22	24	23	22	13	18	19	34	23	22	17	24	22	25	18
Once or twice a week	11	13	9	11	13	12	9	12	10	12	8	11	10	13	12	9	16	12	12	6	10
Less than once a week but more than once a month	2	3	2	2	2	2	2	3	1	3	4	2	2	2	3	2	3	2	2	1	3
Once a month or less	4	2	5	7	2	2	3	6	4	3	7	6	3	2	4	3	7	3	2	3	6
Never	27	18	26	27	25	19	27	26	22	31	57	26	22	20	24	31	42	25	22	26	24

Sample Size: 2109 GB Adults
Fieldwork: 18th - 19th December 2014

	Weekly Alcohol Intake			Drivers		
	Total	None	Some/Around the alcohol limit	More than the limit	Drive	Never drive
Weighted Sample	2109	749	906	383	1546	563
Unweighted Sample	2109	722	938	396	1610	499
	%	%	%	%	%	%

At present, a driver found guilty of using a hand-held mobile phone faces a punishment of three points on their licence and a fine of £100. Do you think the penalties should be...

Abolished altogether	2	2	2	3	2	1
Reduced	4	3	4	5	4	2
Kept as they are	34	32	36	36	36	27
Doubled to 6 points and a fine of £200	54	58	55	52	54	54
Don't know	7	5	3	4	3	16

Do you support or oppose the proposed ban on people smoking in cars when children are in the car?

Support	74	79	76	70	76	69
Oppose	14	12	14	23	15	12
Don't know	11	9	10	7	9	18

In general, how often do you drive a car?

Every day	34	33	35	39	46	0
Most days	22	21	24	24	31	0
Once or twice a week	11	11	12	10	15	0
Less than once a week but more than once a month	2	3	2	1	3	0
Once a month or less	4	3	4	4	5	0
Never	27	30	23	22	0	100

Sample Size: 2109 GB Adults
Fieldwork: 18th - 19th December 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	
Weighted Sample	2109	539	572	103	260	638	519	427	1023	1086	251	534	721	603	1202	907	270	685	451	519	183
Unweighted Sample	2109	501	593	109	253	585	556	1024	1085	224	367	911	607	1462	647	244	680	426	500	259	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you intend to make a New Year's resolution?

Yes	23	26	24	22	18	24	25	20	19	28	29	30	23	16	23	24	27	21	25	23	25
No	63	67	64	65	68	66	59	68	68	59	48	58	66	72	66	60	56	65	62	65	64
Don't know	13	8	12	13	13	10	16	12	13	14	22	13	12	12	11	16	16	14	13	12	11

Will your new year's resolution include any of the following? Please tick all that apply.

[This question was only asked to respondents who intend to make a new year's resolution; n=485]

Do more exercise	55	62	48	41	51	64	54	50	45	62	42	58	54	62	58	52	47	52	65	54	55
Eat less	44	51	37	57	53	53	44	36	39	47	31	38	50	53	42	46	41	47	47	41	38
Save more money	41	36	44	24	38	29	50	27	41	40	51	51	32	29	38	44	41	35	45	41	47
Look for a new job	20	13	16	21	21	16	17	16	23	17	28	23	23	1	20	19	29	14	18	22	19
Spend more time with my family	19	18	22	2	30	18	20	11	23	16	15	23	16	20	20	18	23	18	26	13	14
Do the DIY tasks around the house I didn't do this year	17	15	16	19	23	18	20	12	13	20	4	12	19	31	16	18	9	14	19	23	19
Drink less alcohol	16	19	10	25	22	15	14	17	20	13	13	19	16	13	18	14	21	14	9	21	19
Spend less on food	12	13	10	9	15	13	9	17	10	13	12	14	9	13	11	12	11	16	13	7	10
Spend less on luxuries	10	14	12	9	1	7	8	12	12	9	10	16	7	8	13	8	17	10	12	9	3
Be nicer to strangers	10	12	13	11	1	10	12	5	13	8	10	10	9	12	10	10	9	13	12	5	8
Move house	9	8	9	3	7	10	7	7	8	9	7	10	10	8	8	9	11	8	8	8	10
Give more to charity	8	3	8	16	11	3	8	11	13	4	20	5	6	7	7	9	10	8	6	5	13
Volunteer my time to good causes	8	10	7	13	6	8	9	10	8	9	17	2	8	14	8	8	4	12	5	7	13
Find a partner/ spouse	7	5	9	6	4	7	5	6	9	5	6	10	8	0	4	11	7	5	7	11	3
Work fewer hours	6	4	4	3	12	5	6	7	9	4	0	7	7	5	6	5	2	5	6	7	7
Put more money into a pension	5	6	7	2	13	7	6	1	8	4	3	5	8	3	5	5	2	3	5	10	8
Work longer hours	3	3	4	5	3	3	0	2	4	2	3	5	2	0	4	1	0	0	7	3	1
Move to another city / part of the country	3	1	4	0	6	1	5	2	3	3	5	1	4	6	3	4	1	2	4	5	6
Get a divorce	1	1	0	2	2	1	1	0	1	1	0	1	1	0	1	1	1	2	0	0	0
Move to another country	1	1	0	2	1	1	0	0	1	0	0	0	1	3	1	1	1	1	0	0	1
None of these	10	9	10	4	12	7	7	14	11	10	19	7	11	8	11	9	20	11	6	8	8

Sample Size: 2109 GB Adults
Fieldwork: 18th - 19th December 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
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Unweighted Sample	2109	501	593	109	253	585	556	465	1024	1085	224	367	911	607	1462	647	244	680	426	500	259	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

During 2014 do you think the economic condition of each of the following improved, stayed about the same or got worse?
you and your family

Got better	12	21	8	18	5	14	7	14	13	11	16	18	11	7	16	8	14	12	11	11	13
Stayed about the same	55	63	53	50	58	65	48	54	55	55	49	52	53	63	56	54	50	57	57	52	59
Got worse	28	15	37	28	35	18	41	28	27	29	17	24	35	29	24	33	24	27	27	33	26
Don't know	4	1	2	4	2	2	3	4	4	5	19	6	2	1	4	5	12	3	4	3	2

most of the people you know

Got better	6	13	3	11	2	9	2	5	6	5	11	8	4	4	8	3	9	6	5	4	6
Stayed about the same	59	68	56	61	58	69	54	57	59	58	50	63	58	60	61	56	51	60	59	58	66
Got worse	26	14	35	18	31	17	37	26	26	25	15	20	31	29	23	30	25	24	25	29	23
Don't know	10	6	7	10	8	6	8	12	9	12	24	10	8	8	9	12	15	10	10	9	6

the country as a whole

Got better	12	30	4	16	10	25	4	8	16	9	17	15	10	12	16	8	15	15	13	9	11
Stayed about the same	38	46	36	44	36	42	32	39	39	36	32	46	37	33	38	37	30	41	35	37	46
Got worse	41	17	54	34	51	26	58	44	38	43	27	29	46	49	37	45	36	37	43	45	39
Don't know	9	7	5	6	4	8	6	9	7	12	23	11	6	6	9	9	19	7	9	9	5

Rich people

Got better	61	48	76	65	60	51	74	65	68	54	45	54	66	67	60	61	54	56	61	66	69
Stayed about the same	25	37	16	27	28	35	17	23	22	27	25	29	22	24	24	25	20	28	24	24	22
Got worse	2	3	2	2	3	2	2	2	2	2	2	3	2	2	3	1	4	2	3	1	1
Don't know	12	12	6	6	9	11	7	10	8	17	28	14	10	7	13	12	22	13	12	9	8

Poor people

Got better	4	11	1	2	6	10	1	1	5	3	6	6	3	4	6	2	7	6	4	3	3
Stayed about the same	21	40	11	29	24	35	12	16	23	20	24	22	20	22	23	19	19	22	25	19	20
Got worse	64	40	83	61	63	46	80	74	64	64	42	60	69	69	60	69	53	63	62	70	71
Don't know	10	9	5	8	6	9	7	9	8	13	27	13	8	4	11	10	21	9	10	8	6

Sample Size: 2109 GB Adults
Fieldwork: 18th - 19th December 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	
Weighted Sample	2109	539	572	103	260	638	519	427	1023	1086	251	534	721	603	1202	907	270	685	451	519	183	
Unweighted Sample	2109	501	593	109	253	585	556	465	1024	1085	224	367	911	607	1462	647	244	680	426	500	259	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Looking ahead to 2015 do you think the economic condition of each of the following will improve, stay about the same or get worse?

you and your family

Get better	13	24	8	18	8	16	8	13	16	10	22	18	12	7	16	9	18	15	12	9	13
Stay about the same	54	60	53	57	51	60	50	54	53	54	44	54	52	61	55	52	47	54	55	52	62
Get worse	26	13	33	21	39	19	35	28	25	27	11	17	33	30	22	30	20	26	26	31	20
Don't know	7	3	5	4	2	4	7	6	6	8	23	11	4	2	7	8	15	5	7	7	5

most of the people you know

Get better	7	16	4	11	4	11	3	6	9	5	14	9	5	5	9	4	10	8	7	5	6
Stay about the same	60	67	58	67	62	66	56	58	61	59	51	63	59	61	61	58	54	61	60	59	65
Get worse	21	10	30	13	26	14	31	22	21	21	8	14	26	27	18	24	17	19	21	25	19
Don't know	12	8	8	9	7	8	9	14	10	15	27	15	10	7	12	13	18	12	12	11	10

the country as a whole

Get better	14	34	4	20	12	25	4	10	17	10	21	13	12	13	17	9	15	16	15	9	12
Stay about the same	44	47	43	53	46	47	42	47	44	43	37	48	44	43	44	44	38	46	41	44	49
Get worse	30	11	45	20	37	17	44	32	30	30	13	23	35	37	27	34	25	26	30	35	31
Don't know	13	9	9	6	5	11	10	11	9	17	30	16	10	7	13	13	21	11	14	12	7

Rich people

Get better	58	48	73	61	60	51	69	63	65	51	41	50	64	65	57	59	51	55	57	63	65
Stay about the same	25	34	17	28	28	33	19	23	22	28	28	30	22	24	25	25	26	28	25	23	22
Get worse	3	5	2	2	3	3	2	3	3	3	4	3	3	3	3	3	3	3	3	2	4
Don't know	14	13	8	9	9	13	10	11	9	18	27	17	11	8	14	13	21	13	15	12	9

Poor people

Get better	6	15	2	6	9	13	2	2	8	5	9	7	5	7	9	3	10	8	5	3	7
Stay about the same	28	43	16	38	29	40	19	24	29	27	29	32	25	27	29	26	28	29	30	25	28
Get worse	53	28	75	47	55	33	71	62	54	51	33	46	59	59	49	58	43	50	53	60	57
Don't know	13	13	7	8	6	13	8	11	9	17	29	16	11	7	13	13	20	13	12	12	8

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.
Age and Gender		
Male 18 to 24	104	127
Male 25 to 39	146	266
Male 40 to 59	461	356
Male 60 +	313	274
Female 18 to 24	120	124
Female 25 to 39	221	268
Female 40 to 59	450	365
Female 60 +	294	329
Region		
North England	500	519
Midlands	303	346
East	209	202
London	244	270
South England	471	483
Wales	123	105
Scotland	259	183
Social Grade		
AB	879	591
C1	583	612
C2	297	443
DE	350	464
Newspaper Type		
Express / Mail	413	299
Sun / Star	226	424
Mirror / Record	146	186
Guardian / Independent	191	93
FT / Times / Telegraph	138	169
Other Paper	327	243
No Paper	668	696
Political Party Identification		
Labour	710	666
Conservative	515	586
Liberal Democrat	194	200
SNP/Plaid Cymru	63	40
Others	170	103
None/ DK	457	512

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

Or visit our website: yougov.co.uk