

YouGov / Sunday Times Survey Results

Fieldwork: 6th - 7th March 2014																						
			٧	oting i	intentio	on	2	2010 Vo	te	Ge	nder		A	ge		Socia	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 Samp	ole 2029	510	621	151	215	613	523	407	984	1045	241	513	694	580	1157	872	260	659	434	499	177
	Unweighted Samp	ole 2029	502	611	129	259	614	529	422	1034	995	163	399	709	758	1401	628	268	678	416	500	167
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention																						
[Excluding Don't know and Wouldn't votes]																						
	Con	32	100	0	0	0	72	5	17	31	34	22	26	28	44	38	25	33	39	31	30	18
	Lab	39	0	100	0	0	7	84	31	39	40	45	50	43	26	35	45	40	28	48	44	52
	Lib Dem	10	0	0	100	0	1	3	37	9	10	14	12	10	7	12	7	15	12	3	11	2
	Other	19	0	0	0	100	20	8	15	21	16	19	12	19	23	15	23	13	21	18	15	28
Other Parties Voting Intention			•									•						•				
	UKIP	14	0	0	0	100	19	5	8	15	12	13	6	14	19	10	18	10	19	14	12	2
	SNP / PCY	3	0	0	0	0	0	2	3	4	1	4	3	2	2	2	3	0	0	2	0	23
	Green	2	0	0	0	0	0	1	3	2	2	3	3	2	1	2	1	2	2	1	1	3
	BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Respect	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
	Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
			•								ı											
Non Voters																						
V	Vould Not Vote	6	0	0	0	0	2	3	2	5	8	14	11	4	2	6	7	5	5	9	8	5
	Don't know	16	0	0	0 0	0 0	2 11	3 10	2 24	5 12	20	22	19	16	10	13	19	14	14	21	16	10
			•									•						•				
Do you approve or disapprove of the Gove	Ma 5-6 ernment's																					
record to date?	Approve 27 Disapprove 59 Don't know 12	52	83 9 8	7 86 6	44 34 22	18 73 9	62 27 12	10 79 11	29 55 16	37 52 11	28 53 19	27 44 29	30 50 20	27 62 11	43 46 11	39 49 13	24 58 19	34 50 16	40 47 14	29 54 17	28 56 17	24 63 14



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		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 S			510	621	151	215	613	523	407	984	1045	241	513	694	580	1157	872	260	659	434	499	177
Unweighted S	ample	2029	502		129	259	614	529	422	1034	995	163	399	709	758	1401	628	268	678	416	500	167
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Feb	Mar																				
	27-28	6-7																				
Do you think that David Cameron is doing well or badly as Prime Minister?																•		•				
Very well	5	7	22	1	1	2	16	1	2	9	5	1	7	7	9	8	6	9	7	7	6	4
Fairly well	36	35		11	52	26	58	15	33		35	42	32	27	43	40	27	34	43	31	31	24
TOTAL WELL	41	42	93		53	28	74	16	35	43	40	43	39	34	52	48	33	43	50	38	37	28
Fairly badly	28	29	5	40	28	44	15	40	35	27	31	22	29	34	27	28	31	29	28	30	28	35
Very badly	25	23	1	46	5	27	8	40	20		22	19	24	27	18	19	27	21	16	26	26	29
TOTAL BADLY	53	52 7	6	86	33	71	23	80	55	51	53	41 16	53	61 5	45	47	58	50	44 5	56 6	54 8	64 7
Don't know	6	,	1	2	14	1	3	3	10	6	/	16	ð	5	3	5	9	<i>'</i>	5	ь	8	1
Do you think Ed Miliband is doing well or badly as leader of the Labour party?																						
Very well	3	3	1	8	2	0	1	8	1	4	2	3	3	4	2	4	2	3	1	3	5	4
Fairly well	24	28	12	59	30	6	13	49	25		27	26	30	28	26	26	30	30	22	30	30	33
TOTAL WELL	27	31	13		32	6	14	57	26	32	29	29	33	32	28	30	32	33	23	33	35	37
Fairly badly	36	37	48	27	40	39	43	29	45	36	37	31	38	37	38	41	32	40	42	34	32	32
Very badly	25	22	34	3	17	46	37	9	18	24	20	15	18	23	28	22	22	15	27	21	21	20
TOTA BADLY	61	59	82		57	85	80	38	63	60	57	46	56	60	66	63	54	55	69	55	53	52
Don't know	12	11	5	3	11	9	7	5	11	8	13	25	12	8	6	8	14	11	8	12	12	11
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?										-						_						
Very well	2	2	3	1	11	0	3	1	4	2	2	1	4	1	2	2	1	5	1	1	2	1
Fairly well	17	18	31	8	51	7	25	10	20		18	16	16	19	19	21	14	19	23	14	15	14
TOTAL WELL	19	20	34		62	7	28	11	24	20	20	17	20	20	21	23	15	24	24	15	17	15
Fairly badly	30	31	34	32	28	25	27	32	38	28	33	34	30	32	28	32	29	32	31	32	26	36
Very badly	40	40	27	56	3	64	38	53	29	45	35	29	38	41	44	38	42	36	37	41	46	37
TOTAL BADLY	70	71	61		31	89	65	85	67	73	68	63	68	73	72	70	71	68	68	73	72	73
Don't know	10	10	5	3	8	3	7	5	9	8	12	20	13	7	6	6	14	9	7	12	11	11



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Unweighted S	Sample	2029	502	611	129	259	614	529	422	1034	995	163	399	709	758	1401	628	268	678	416	500	167
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Feb	Mar																				
	27-28	6-7																				
Do you think the Conservative and Liberal Democrat																						
coalition partners are working together well or badly?																						
Very well	2	1	4	0	4	1	2	0	2	2	1	2	1	1	2	2	1	2	2	1	1	1
Fairly well	28	31	64	12	61	16	50	14	35	35	27	35	27	30	34	37	23	35	38	28	25	24
TOTAL WELL	30	32	68			17	52	14	37	37	28	37	28	31	36	39	24	37	40	29	26	25
Fairly badly	35	33	25	38	27	42	28	38	33	32	33	26	34	33	34	34	31	34	31	31	34	35
Very badly	26	26	5	47	1	38	15	42	20	25	26	19	25	29	25	22	31	20	22	29	30	28
TOTAL BADLY	61	59	30	85	28	80	43	80	53	57	59	45	59	62	59	56	62	54	53	60	64	63
Don't know	8	9	2	3	7	3	5	5	10	7	12	18	14	6	5	6	14	9	8	12	9	11
Do you think this coalition government is good or bad for people like you?																						
Very good	2	2	4	1	8	0	3	1	3	2	2	2	2	2	2	3	1	2	3	2	2	1
Fairly good	18	18	40	3	41	8	28	5	24		15	15	17	16	21	22	12	23	20	15	16	13
TOTAL GOOD	20	20	44	4	49	8	31	6	27	22	17	17	19	18	23	25	13	25	23	17	18	14
Fairly bad	27	26	24	27	18	34	28	28	24	25	28	18	26	28	28	26	26	23	27	24	28	31
Very bad	27	26	5	51	1	35	15	45	20	26	25	17	23	31	25	22	31	21	21	28	31	29
TOTAL BAD	54	52	29	78	19	69	43	73	44	51	53	35	49	59	53	48	57	44	48	52	59	60
Doesn't make much difference either way	20	22	24	15	22	23	22	15	23	22	23	33	23	19	22	22	23	24	26	23	18	19
Don't know	6	6	3	2	10	1	3	6	7	5	7	15	9	3	3	5	7	6	4	7	6	8
Do you think the coalition government is managing the economy well or badly?												_				_						
Very well	8	6	20	1	7	5	17	1	2	9	4	4	5	5	10	8	4	8	6	7	6	5
Fairly well	33	35	72		51	31	56	16	37	37	33	34	31	31	44	41	27	37	44	30	30	24
TOTAL WELL		41	92		58	36	73	17	39	46	37	38	36	36	54	49	31	45	50	37	36	29
Fairly badly		31	6	46	26	38	15	44	37	28	34	28	34	35	26	27	36	30	27	36	32	38
Very badly	20	18	1	35	2	22	8	31	13	17	18	10	17	23	15	16	19	14	13	18	22	25
TOTAL BADLY	50	49	7	81	28	60	23	75	50	45	52	38	51	58	41	43	55	44	40	54	54	63
Don't know	9	10	2	5	14	4	5	7	11	9	11	24	13	7	5	8	13	10	10	10	11	9



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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Feb	Mar																				
,	гев 27-28	6-7																				
In your opinion how good or bad is the state of	27-20	0-1																				
Britain's economy at the moment?																						
Very good	2	1	2	0	1	0	2	0	0	1	1	1	1	0	1	1	0	2	1	1	1	1
Quite good	17	18	45	5	22	12	35	4	15	21	15	15	15	15	25	21	13	21	22	15	16	11
TOTAL GOOD	19	19	47		23	12	37	4	15	22	16	16	16	15	26	22	13	23	23	16	17	12
Neither good nor bad	32	31	35	32	39	28	30	34	31	33	29	33	32	28	33	33	29	35	34	29	28	28
Quite bad	33	32	14	43	22	40	26	38	36	28	37	28	34	35	30	30	35	26	30	31	35	44
Very bad TOTAL BAD	13	12	17	18	9 31	17 57	6	20 58	9	12 40	13	8 36	11 45	17 52	9	11 41	14 49	10 36	8 38	15 46	16 51	13
Don't know	46 3	44 6	0	61	7	4	32	3	45 8	40	50	16	45	52	39	3	49	6	38 5	46 8	6	57
How do you think the financial situation of your household will change over the next 12 months? Get a lot better Get a little better TOTAL BETTER Stay about the same Get a little worse Get a lot worse TOTAL WORSE Don't know	2 15 17 39 27 10 37 6	2 15 17 41 28 10 38	4 26 30 48 19 2 21 1	0 11 11 37 35 15 50	1 26 27 47 16 8 24 2	0 10 10 37 36 13 49	2 22 24 43 24 6 30 3	0 10 10 37 36 14 50	1 16 17 44 25 9 34 6	2 17 19 41 23 9 32 6	1 13 14 40 32 10 42 5	5 17 22 41 19 4 23	2 21 23 36 24 8 32 8	1 11 12 38 31 15 46 4	1 13 14 47 31 7 38 1	3 18 21 43 25 7 32	1 10 11 38 32 13 45 6	3 24 27 37 20 9 29 7	1 14 15 41 28 10 38 6	2 11 13 41 31 10 41 6	1 15 16 44 28 9 37 4	1 17 18 35 32 10 42
From what you have seen or heard about the situation in Ukraine do you think Russia's intervention is or is not justified? Is justified Is not justified Don't know	March 4 -5 8 65 27	Mar 6-7 11 67 22	10 71 19	11 73 16	10 78 12	20 58 22	12 68 20	10 72 18	8 73 19	15 69 16	7 65 28	9 58 32	12 64 24	10 71 19	11 69 20	13 67 21	9 68 24	14 68 17	11 69 20	11 65 25	8 68 23	13 62 26
Generally speaking, who do you have more sympathy for? The Russian government The new Ukrainian government Neither Don't know		3 50 34 14	3 50 35 12	3 58 30 9	1 65 23 10	6 46 39 10	3 51 35 11	2 53 32 12	2 55 30 13	4 54 35 8	2 46 33 19	3 40 32 25	3 46 35 16	3 52 33 12	2 54 35 9	3 51 33 13	2 48 34 15	5 57 28 10	3 53 34 11	3 44 34 20	2 47 36 14	2 50 33 14



Region

Sample Size: 2029 GB Adults Fieldwork: 6th - 7th March 2014

	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 S	ample 2029	510	621	151	215	613	523	407	984	1045	241	513	694	580	1157	872	260	659	434	499	177
Unweighted Sa		502	611	129	259	614	529	422	1034	995	163	399	709	758	1401	628	268	678	416	500	167
How well or badly do you think the following have handled the ongoing situation in Ukraine? David Cameron	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very well	3	8	2	2	1	6	1	1	4	3	6	2	2	4	4	2	4	3	1	4	3
Fairly well	31	52	22	40	28	48	21	29	33	29	20	28	28	42	35	26	35	37	29	27	20
Fairly badly	24	13	33	22	30	20	31	25	27	22	22	25	24	24	24	24	23	20	26	25	32
Very badly	9	2	15	4	12	3	14	7	12	7	10	10	11	7	8	11	11	9	7	10	15
Don't know	32	25	28	32	29	23	33	39	25	39	42	36	34	23	29	37	27	31	36	34	31
Vladimir Putin		_				_			_		_				_		_				
Very well	3	4	2	4	8	5	2	2	5	1	5	2	3	4	4	2	7	3	2	2	2
Fairly well	7	10	4	12	12	9	5	7	9	6	8	7	6	9	9	6	10	6	7	7	10
Fairly badly	24	31	22	26	24	32	24	20	25	24	17	23	25	28	25	23	19	26	25	24	21
Very badly	44	42	55	44	38	41	49	51	46	42	37	43	47	46	44	44	48	45	41	45	42
Don't know	21	13	17	14	18	13	20	20	14	27	33	25	19	14	18	25	16	19	25	22	24
Barack Obama										_ 1											
Very well	3	4	4	4	2	4	2	4	3	3	4	2	3	3	3	3	3	4	1	3	3
Fairly well	30	37	33	38	21	35	34	27	32	29	31	31	27	34	32	28	32	31	30	31	26
Fairly badly	26	30	27	28	31	31	25	25	30	22	22	23	26	30	28	23	29	26	28	23	24
Very badly	11	8	10	5	21	9	12	7	13	9	6	11	10	13	10	12	13	11	9	8	18
Don't know	30	22	25	25	26	22	28	36	21	38	37	33	33	21	26	35	22	28	33	35	29
The United Nations	_		_					_		_ 1										_	
Very well	2	2	2	4	3	2	2	2	1	2	2	2	2	2	2	2	3	2	1	3	1
Fairly well	24	30	27	28	19	29	26	23	25	24	19	25	21	30	24	25	24	24	23	24	27
Fairly badly	26	28	28	24	34	29	26	26	32	21	28	25	27	26	29	22	34	27	25	23	24
Very badly	12 36	9	11	11 33	18 27	11 30	11 35	9 41	16	8 46	9 42	11 38	12 38	13	12	11 40	12 27	11 35	11	12 39	13
Don't know	36	31	32	33	21	30	35	41	26	46	42	38	38	30	33	40	21	35	40	39	36
The European Union	4	La		_	,	١ ،	0			4	١٠			•	١ ،	4	۱ ،	0	0		0
Very well	1 23	30	1 24	3 34	1	2 28	2 25	1 23	1 24	1 22	3	1 22	1 21	2 29	2 23	1 24	3	2 24	0 22	1 24	0 24
Fairly well Fairly badly	23 27	26	30	26	14 34	28	25 26	23 27	34	20	16 29	22 27	27	29 25	23 29	24 24	23 32	2 4 28	29	23	23
Very badly	13	11	12	9	26	14	11	10	17	9	10	11	13	16	13	13	18	13	10	23 14	23 14
Don't know	35	30	33	29	26	29	35	38	24	9 47	42	38	37	28	33	38	25	34	39	39	39
DOIT KNOW	33	30	33	29	20	29	33	30	24	47	42	30	31	20	33	30	23	34	39	39	39
And which leader do you think has come out of the situation in the Ukraine the best?																					
Vladimir Putin	11	14	7	13	17	13	7	10	16	5	11	9	9	13	12	9	14	11	11	8	9
Barack Obama	8	6	13	15	4	8	11	11	9	8	7	9	10	6	9	7	11	8	6	9	9
Angela Merkel	7	8	10	8	6	7	10	9	9	6	6	7	8	8	8	6	9	7	7	7	10
David Cameron	4	8	3	5	6	7	2	2	5	3	8	5	3	3	4	4	5	5	2	5	3
Francois Hollande	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Someone else	1	2	2	0	1	1	2	0	2	1	2	2	1	1	1	1	0	2	0	2	0
None of them	44	43	46	35	50	46	46	39	44	43	30	38	47	51	42	46	43	45	44	45	40
Don't know	24	20	18	24	17	18	21	29	15	33	36	29	23	17	23	26	17	22	30	25	29

2010 Vote

Gender

Age

Social Grade

Voting intention



		٧	oting	intentio	on	2	2010 Vo	te	Ge	nder		Αç	ge		Socia	l Grade			Region		
	Total	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	2029				259	614	529	422	1034	995	163	399	709	758	1401	628	268	678	416	500	167
•	%	%	%	%	0/2	%	0/2	0/2	0/2	0/2	%	%	%	%	0/2	%	0/2	0/2	0/2	0/2	%

Onweighted Gample

Don't know

Don't know

Thinking about potential diplomatic, economic or military actions that Western countries should take in response to the situation in Ukraine, which of the following best reflects your view?

Western countries should take action of some sort to ensure that Ukraine is defended against any Russian aggression and keeps control of the Crimea The situation between Russia and the Ukraine does not affect the interests of Western countries, and we should leave Russia and the Ukraine to sort it out between themselves Neither

Thinking about actions that Britain and the West could take against Russia, which of the following better reflects your view?

Russia's actions in the Ukraine are unacceptable; it is important that we work with other countries to impose economic sanctions against Russia, even if there is some limited cost to Britain's economy

Russia's actions in the Ukraine do not directly affect Britain's interests, so we should not take any actions against them that might hurt Britain's economy at all, however slightly Neither

																		25	31	32
28 20 20	30 21 14	25 19 16	20 18 18	48 15 12	32 20 15	23 21 19	21 21 21	27 22 16	29 18 24	23 18 31	22 18 25	28 21 16	34 22 15	26 23 18	30 16 23	23 22 15	26 21 18	33 16 26	29 21 20	26 22 20
					•			•		•			,	- 1						



Voting intention 2010 Vote Gender Social Grade Region Age Lib Dem Midlands Rest of UKIP Con Lab Total Con Lab Male Female 18-24 25-39 40-59 60+ ABC1 C2DE London North Scotland Dem South Wales Weighted Sample 2029 510 621 151 215 613 523 241 513 694 580 1157 407 984 1045 260 872 659 434 499 177 Unweighted Sample 2029 % % % % % % % % % % % % %

Thinking more specifically about the type of actions

western countries could take in response to the																					
situation in Ukraine, would you support or oppose																					
Britain and other Western countries taking the																					
following actions?																					
Imposing trade sanctions on Russia																					
Support	50	52	57	57	44	50	54	53	55	45	43	46	54	50	51	48	55	50	44	52	50
Oppose	25	28	21	25	33	29	21	20	26	24	24	21	24	29	26	23	24	26	24	23	26
Don't know	26	20	22	18	24	21	25	27	20	32	33	33	22	21	23	29	21	24	33	25	24
Expelling Russia from the G8 group of countries		•			•	-			-		-				•'		•'				
Support	38	35	44	43	39	37	42	37	43	33	37	35	41	37	39	36	42	38	34	42	29
Oppose	33	42	30	36	38	39	28	33	36	30	27	28	33	39	35	30	34	36	32	29	35
Don't know	29	23	26	21	23	23	29	30	21	37	36	36	26	24	26	34	24	26	34	29	36
Breaking off diplomatic relations with Russia		=				_			-		·-·				-		-				
Support	21	19	25	15	22	19	21	20	21	20	24	20	23	17	19	22	20	19	20	23	21
Oppose	55	64	51	71	59	63	51	57	59	51	46	51	53	64	60	48	59	62	50	50	50
Don't know	24	18	24	14	19	18	28	23	19	29	30	29	24	19	21	29	21	19	30	27	29
Freezing Russian assets in Western banks						_			_		_				-		-				
Support	38	35	44	43	39	38	38	42	43	35	34	34	44	37	37	40	43	37	34	42	35
Oppose	33	42	31	30	38	41	30	28	36	30	29	33	30	38	36	29	34	35	35	26	36
Don't know	29	23	24	26	23	22	32	30	21	35	37	33	26	25	27	31	23	27	30	31	30
Giving financial aid to the new Ukrainian government																					
Support	32	31	40	43	19	28	37	38	40	24	28	34	32	32	35	28	40	33	26	30	37
Oppose	38	47	30	29	58	47	33	30	36	39	34	30	41	43	37	39	32	42	41	35	31
Don't know	30	22	30	27	23	25	30	32	24	36	39	36	27	25	28	33	28	25	33	35	32
Giving military aid to the new Ukrainian government																					
Support	15	15	19	17	9	13	17	14	17	13	21	20	15	9	16	15	18	15	14	15	16
Oppose	59	66	56	63	71	68	59	55	63	55	43	49	64	68	61	56	56	62	60	55	59
Don't know	26	18	25	20	20	18	25	31	19	32	36	31	21	23	24	29	26	23	26	30	26
Deploying Western troops to defend the Ukraine from		•									•										
Russia																					
Support	11	8	14	18	7	7	11	11	13	8	17	17	10	4	10	12	16	9	11	11	10
Oppose	64	76	64	62	76	76	65	59	68	61	48	51	70	77	69	59	59	71	61	62	68
Don't know	25	16	22	20	17	17	25	29	19	30	34	32	21	19	21	29	25	21	28	28	22
		•				-			-		•				-		•				



		٧	oting	intenti	on	2	2010 Vo	te	Ge	ender		Ą	ge		Socia	I Grade			Region		
	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	2029	510	621	151	215	613	523	407	984	1045	241	513	694	580	1157	872	260	659	434	499	177
Unweighted Sample				259	614	529	422	1034	995	163	399	709	758	1401	628	268	678	416	500	167	
	0/	0/_	0/	0/	0/	0/	0/	0/	0/	0/	0/	0/	0/	0/	0/	0/	0/	0/	0/	0/	0/

Thinking about how the situation in Ukraine develops, if Russia does seek to permanently take control of the Crimea region of the Ukraine, which of the following best reflects your view?

If Russia uses its troops to take over part of Ukraine and diplomatic and economic efforts to stop them fail, the USA and western countries SHOULD take military action to stop

If Russia uses its troops to take over part of Ukraine and diplomatic and economic efforts to stop them fail, the USA and western countries SHOULD take military action to stop If Russia uses its troops to take over part of Ukraine it would have some justification in doing so, and the USA and other western countries SHOULD NOT go as far as using military action to stop it

None of these Don't know

Don't know

And imagine a situation where Russian troops invaded another neighbouring state, such as the Baltic countries who are EU and NATO members, which of the following best reflects your view?

If Russia used its troops to invade the Baltic states and diplomatic and economic efforts to stop them failed, the USA and western countries SHOULD take military action to stop it

If Russia used its troops to invade the Baltic states and diplomatic and economic efforts to stop them failed, the USA and other western countries SHOULD NOT go as far as using military action to stop it

If Russia used its troops to invade the Baltic states it would have some justification in doing so, and the USA and other western countries SHOULD NOT attempt to stop these None of these

																-				
15	12	19	16	12	10	15	17	16	14	25	25	13	5	14	17	16	15	14	14	19
48		40	00	40	57	40	40	51	44	36	36	5 4		53	41	40	50	40	40	40
48	57	46	60	48	5/	48	49	51	44	36	36	51	59	53	41	46	53	43	46	49
9	11	6	5	20	11	6 12	8	12 6	5 10 26	4 8	6 9 24	9 8 18	12 8	9 7	8 10 25	9	10	8	8	7
8	3	12	5	5	5	12	6	6	10	8	9	8	8	7	10	9	6	10	9	9
20	17	17	14	14	17	18	20	14	26	27	24	18	16	17	25	19	17	25	23	16

43	49	44	54	41	47	43	47	50	37	47	46	45	38	46	40	46	45	41	43	42
28	30	28	27	37	31	30	27	27	28	20	19	31	35	29	25	25	30	28	25	30
3 6 20	4 3 14	4 9 15	3 3 13	4 3 15	4	4 6 17	1 5 20	4 6 13	3 6 26	4 5 24	4 7 25	3 4 17	3 7 16	2 5 17	5 7 23	3 7 19	3 5 17	4 6 21	3 5 24	3 9 16



Fieldwork: 6th - 7th March 2014																					
		١	oting	intentio	n	2	2010 Vo	te	Ge	nder		Ą	ge		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	2029	510	621	151	215	613	523	407	984	1045	241	513	694	580	1157	872	260	659	434	499	177
Unweighted Sample	2029	502	611	129	259	614	529	422	1034	995	163	399	709	758	1401	628	268	678	416	500	167
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking more generally about Russia today																					
Which of the following best reflects your view?		_				_			_								Ξ.				
Russia today has an aggressive foreign policy and is																					
actively trying to control or take territory off neighbouring																					
countries	54	60	58	64	47	59	55	57	53	54	56	53	53	55	57	50	62	54	48	54	54
Russia today has no aggressive interest in its neighbours, it																					
is rightly trying to keep peace in troubled areas and protect																					
Russion minorities	13	15	12	8	23	15	13	8	16	10	10	11	13	17	14	12	10	13	11	15	18
Neither	13	11	13	12	11	12	11	13	14	11	9	12	14	13	13	13	13	14	15	9	11
Don't know	21	14	18	16	19	13	21	23	16	25	25	24	20	16	17	26	15	19	26	23	17
Which of the following best reflects your view?																					
Russia poses an economic threat to western countries	43	47	47	41	42	47	44	45	46	40	33	39	45	47	42	44	44	41	42	46	41
Russia does not pose an economic threat to western																					
countries	24	27	25	32	27	26	22	24	29	19	26	24	24	23	29	18	28	25	21	21	27
Neither	11	8	11	13	9	9	12	10	10	11	12	10	10	12	11	11	12	11	12	9	9
Don't know	23	17	17	15	22	18	22	22	14	30	30	27	21	18	19	27	16	23	24	24	23
Which of the following best reflects your view?																					
Russia poses a military threat to western countries	45	42	51	48	44	44	47	43	46	43	50	49	44	38	46	43	54	43	39	46	44
Russia does not pose a military threat to western countries	26	34	21	31	31	30	23	28	33	20	20	17	28	33	27	24	23	28	25	25	26
Neither	9	9	10	3	11	10	10	9	8	10	5	6	11	33 11	10	8	8	9	12	25 7	9
Don't know	20	15	18	18	14	16	20	21	13	27	26	27	17	17	18	24	15	20	24	22	20
DOIT KNOW	20	13	10	10	17	10	20	۱ ک	10	21	20	21	17	17	10	47	10	20	47	~~	20



		٧	oting/	intentio	on	2	2010 Vo	te	Ge	nder		Αg	ge		Social	Grade			Region		
	Total		Lab	Dem	UKIP			Lib Dem		Female				60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample		510	621	151	215	613	523	407	984	1045	241	513	694	580	1157	872	260	659	434	499	177
Unweighted Sample	2029			129	259	614	529	422	1034	995	163	399	709	758	1401	628	268	678	416	500	167
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How much of a threat, if any, do you think the following are to the health of people in Britain?																					
The amount of sugar people in Britain eat																					
A big threat	27	29	27	31	30	27	27	29	26	29	24	24	30	29	29	26	29	28	24	27	34
A significant threat	51	52	54	48	44	53	54	51	49	53	49	52	51	51	51	52	45	51	49	57	48
Not much of a threat	14	14	14	18	17	15	15	14	16	11	12	13	13	16	14	14	18	14	16	10	11
No real threat at all	2	2	2	1	4	3	1	1	2	2	1	1	2	2	2	2	2	2	4	1	2
Don't know	6	2	3	2	4	2	3	6	7	5	14	10	4	1	5	7	6	6	6	6	5
The amount of fat people in Britain eat		•							Į.	ı,											
A big threat	30	32	32	28	35	31	31	29	29	31	26	27	34	29	30	30	25	32	25	32	35
A significant threat	52	53	53	56	43	52	53	54	50	53	50	52	50	55	51	53	53	51	52	54	49
Not much of a threat	11	12	11	13	17	13	12	10	13	10	10	11	10	13	13	9	16	10	15	8	12
No real threat at all	1	2	1	2	2	2	1	2	2	1	1	0	2	2	1	1	2	1	2	1	0
Don't know	6	2	3	2	3	1	3	6	6	5	13	10	4	1	4	7	5	5	6	6	4
The amount of salt people in Britain eat		_									='						_				
A big threat	23	25	25	16	28	25	24	22	22	25	17	21	27	24	24	23	24	23	19	23	35
A significant threat	52	53	54	55	48	53	55	51	48	54	49	51	50	55	52	51	50	52	51	55	41
Not much of a threat	18	17	16	23	19	18	16	20	20	15	18	18	17	17	18	17	18	18	20	15	19
No real threat at all	2	2	2	3	2	2	2	1	3	1	2	1	2	2	2	2	3	1	4	1	0
Don't know	6	2	4	3	3	2	3	6	6	5	14	10	4	1	5	7	5	6	7	6	4
The amount of alcohol people in Britain drink											1			i	•						
A big threat	40	41	42	38	40	39	41	40	34	46	30	41	40	44	39	43	45	40	34	41	49
A significant threat	42	43	44	49	37	44	44	45	43	41	44	39	44	40	43	40	33	43	47	43	36
Not much of a threat	11	13	10	8	18	14	11	9	15	7	9	10	10	14	12	9	15	11	11	10	9
No real threat at all	1	1	1	2	2	2	1	1	2	1	4	0	2	1	1	1	2	1	2	1	2
Don't know	5	2	3	2	3	2	2	5	6	5	13	9	4	1	4	6	5	5	5	5	4



		٧	oting	intenti	on	2	2010 Vo	te	Ge	nder		Ą	ge		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
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
h do you worry																					

The amount of sug	ar vou eat
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Thinking about your own diet, how much do you worry about the amount of each of the following you eat or drink? The amount of sugar you eat		70	70	70	70	70 70	70	70	70	70	70	70	70	70	76	76	70	70	70	76	,0
		_	1 4	0	44	7 I C	•	ر م	_	7	١ ،	0	•	_		7	40	^	_	•	7
Worry a lot		6	4	8	11	7 5	6	6	6	7	9	8	6	5	6	7	10	6	5	6	7
Worry a fair amount		28	28	30	32	22 26		29	24	33	39	32	27	23	29	27	32	32	28	23	23
Do not worry very much		41	46	43	45	38 43		43	42	41	32	39	43	45	42	40	37	40	36	46	50
Do not worry at all		20	21	18	11	30 25		18	24	17	9	14	23	28	20	21	17	18	28	21	17
Don't know		4	1	1	2	3 1	2	4	5	3	11	7	1	1	3	5	5	3	3	4	3
The amount of fat you eat			.=.			_		_			_						_				
Worry a lot		7	6	8	9	8 6	6	6	6	7	8	9	5	6	7	7	10	7	5	6	6
Worry a fair amount		32	28	39	28	23 25	42	30	29	34	34	35	33	26	32	31	32	31	29	32	36
Do not worry very much		41	48	39	53	39 48	36	48	41	41	29	38	44	46	42	40	39	43	39	42	41
Do not worry at all		17	17	14	9	27 20	14	12	19	15	17	11	17	22	17	17	15	15	23	16	15
Don't know		4	1	1	2	3 1	2	4	5	3	11	7	1	1	3	5	5	3	3	4	3
The amount of salt you eat								•			•										
Worry a lot		5	3	5	4	8 3	5	3	4	5	6	6	4	4	4	5	6	6	3	4	6
Worry a fair amount		20	21	23	18	17 19		18	20	20	22	20	19	21	21	19	21	22	18	20	19
Do not worry very much		43	49	45	49	40 48		44	44	42	36	45	45	42	44	42	47	43	40	45	40
Do not worry at all		29	25	26	27	32 29		31	27	30	25	23	30	32	28	29	22	26	36	28	32
Don't know		3	1	1	2	3 1	2	4	4	3	11	6	1	0	3	5	4	3	3	4	3
Don't know		3	'	'	_	3 '		7	4	3		O	'	U	3	3	+	3	3	4	3
	lan	Mar																			
	Jan	Mar																			
	Jan 16-17	Mar 6-7																			
On average, how many fizzy drinks containing sugar do																					
you have a week?	16-17	6-7	Lar			I o					I aa		•								
you have a week? None at all	16-17	6-7 57	64	51	60	59 64		63	52	62	30	44	63	73	60	53	49	60	55	60	54
you have a week? None at all One a week	16-17 54 20	6-7 57 21	20	22	18	20 20	19	18	22	19	29	25	18	16	20	21	25	21	22	18	17
you have a week? None at all One a week Two or three a week	16-17 54 20 16	57 21 12	20 11	22 14	18 15	20 20 11 9	19 15	18 12	22 12	19 12	29 17	25 15	18 11	16 9	20 11	21 13	25 14	21 10	22 11	18 13	17 15
you have a week? None at all One a week Two or three a week One a day	16-17 54 20 16 5	6-7 57 21 12 5	20 11 3	22 14 8	18 15 4	20 20 11 9 4 4	19 15 6	18 12 3	22 12 6	19 12 4	29 17 8	25 15 9	18 11 4	16 9 1	20 11 5	21 13 5	25 14 3	21 10 5	22 11 6	18 13 5	17 15 3
you have a week? None at all One a week Two or three a week One a day Two or three a day	16-17 54 20 16 5 3	57 21 12 5 2	20 11	22 14 8 2	18 15 4 1	20 20 11 9 4 4 2 1	19 15 6 3	18 12 3 1	22 12 6 2	19 12	29 17	25 15 9 3	18 11 4 1	16 9	20 11	21 13 5 2	25 14 3 3	21 10 5 1	22 11 6 2	18 13 5 2	17 15 3 4
you have a week? None at all One a week Two or three a week One a day	16-17 54 20 16 5 3	57 21 12 5 2	20 11 3 1 0	22 14 8 2 2	18 15 4 1 3	20 20 11 9 4 4 2 1 0 0	19 15 6 3 2	18 12 3 1 0	22 12 6 2 2	19 12 4 1 0	29 17 8 4 1	25 15 9 3 2	18 11 4 1	16 9 1 0	20 11 5 1	21 13 5 2 1	25 14 3 3 2	21 10 5 1 0	22 11 6 2 1	18 13 5 2 0	17 15 3 4 5
you have a week? None at all One a week Two or three a week One a day Two or three a day	16-17 54 20 16 5 3	57 21 12 5 2	20 11 3 1	22 14 8 2	18 15 4 1	20 20 11 9 4 4 2 1	19 15 6 3	18 12 3 1	22 12 6 2	19 12 4 1	29 17 8 4	25 15 9 3	18 11 4 1	16 9 1 0	20 11 5 1	21 13 5 2	25 14 3 3	21 10 5 1	22 11 6 2	18 13 5 2	17 15 3 4
you have a week? None at all One a week Two or three a week One a day Two or three a day More than three a day Not sure How much of a health risk, if any, do you think having a	16-17 54 20 16 5 3	57 21 12 5 2	20 11 3 1 0	22 14 8 2 2	18 15 4 1 3	20 20 11 9 4 4 2 1 0 0	19 15 6 3 2	18 12 3 1 0	22 12 6 2 2	19 12 4 1 0	29 17 8 4 1	25 15 9 3 2	18 11 4 1	16 9 1 0	20 11 5 1	21 13 5 2 1	25 14 3 3 2	21 10 5 1 0	22 11 6 2 1	18 13 5 2 0	17 15 3 4 5
you have a week? None at all One a week Two or three a week One a day Two or three a day More than three a day Not sure How much of a health risk, if any, do you think having a diet high in sugar is?	16-17 54 20 16 5 3 1 2	57 21 12 5 2 1	20 11 3 1 0 0	22 14 8 2 2 1	18 15 4 1 3 0	20 20 11 9 4 4 2 1 0 0 3 1	19 15 6 3 2 2	18 12 3 1 0 3	22 12 6 2 2 4	19 12 4 1 0 2	29 17 8 4 1 13	25 15 9 3 2 3	18 11 4 1 1	16 9 1 0 0	20 11 5 1 1 2	21 13 5 2 1 5	25 14 3 3 2 5	21 10 5 1 0 4	22 11 6 2 1 3	18 13 5 2 0 2	17 15 3 4 5 0
you have a week? None at all One a week? Two or three a week One a day Two or three a day More than three a day Not sure How much of a health risk, if any, do you think having a diet high in sugar is? A severe health risk	16-17 54 20 16 5 3 1 2	6-7 57 21 12 5 2 1 3	20 11 3 1 0 0	22 14 8 2 2 1	18 15 4 1 3 0	20 20 11 9 4 4 2 1 0 0 3 1	19 15 6 3 2 2	18 12 3 1 0 3	22 12 6 2 2 4	19 12 4 1 0 2	29 17 8 4 1 13	25 15 9 3 2 3	18 11 4 1 1 1	16 9 1 0 0 0	20 11 5 1 1 2	21 13 5 2 1 5	25 14 3 3 2 5	21 10 5 1 0 4	22 11 6 2 1 3	18 13 5 2 0 2	17 15 3 4 5 0
you have a week? None at all One a week Two or three a week One a day Two or three a day More than three a day Not sure How much of a health risk, if any, do you think having a diet high in sugar is? A severe health risk A modest health risk	16-17 54 20 16 5 3 1 2	6-7 57 21 12 5 2 1 3	20 11 3 1 0 0	22 14 8 2 2 1	18 15 4 1 3 0	20 20 11 9 4 4 2 1 0 0 3 1 35 40 48 51	19 15 6 3 2 2 2	18 12 3 1 0 3 1 40 49	22 12 6 2 2 4 35 47	19 12 4 1 0 2	29 17 8 4 1 13	25 15 9 3 2 3 3	18 11 4 1 1 1 1 43 47	16 9 1 0 0 0	20 11 5 1 1 2 40 46	21 13 5 2 1 5	25 14 3 3 2 5	21 10 5 1 0 4	22 11 6 2 1 3	18 13 5 2 0 2	17 15 3 4 5 0
you have a week? None at all One a week Two or three a week One a day Two or three a day More than three a day Not sure How much of a health risk, if any, do you think having a diet high in sugar is? A severe health risk A modest health risk Only a minor health risk	16-17 54 20 16 5 3 1 2	6-7 57 21 12 5 2 1 3 39 47 9	20 11 3 1 0 0	22 14 8 2 2 1 39 47 10	18 15 4 1 3 0	20 20 11 9 4 4 2 1 0 0 3 1 35 40 48 51 11 7	19 15 6 3 2 2 2 39 46 13	18 12 3 1 0 3 1 40 49 7	22 12 6 2 2 4 35 47 11	19 12 4 1 0 2 42 48 7	29 17 8 4 1 13	25 15 9 3 2 3 3 50 10	18 11 4 1 1 1 1 43 47 6	16 9 1 0 0 0	20 11 5 1 1 2 40 46 10	21 13 5 2 1 5 37 48 7	25 14 3 3 2 5	21 10 5 1 0 4 38 50 6	22 11 6 2 1 3 3 37 45 12	18 13 5 2 0 2 37 52 7	17 15 3 4 5 0
you have a week? None at all One a week Two or three a week One a day Two or three a day More than three a day Not sure How much of a health risk, if any, do you think having a diet high in sugar is? A severe health risk A modest health risk	16-17 54 20 16 5 3 1 2	6-7 57 21 12 5 2 1 3	20 11 3 1 0 0	22 14 8 2 2 1	18 15 4 1 3 0	20 20 11 9 4 4 2 1 0 0 3 1 35 40 48 51	19 15 6 3 2 2 2	18 12 3 1 0 3 1 40 49	22 12 6 2 2 4 35 47	19 12 4 1 0 2	29 17 8 4 1 13	25 15 9 3 2 3 3	18 11 4 1 1 1 1 43 47	16 9 1 0 0 0	20 11 5 1 1 2 40 46	21 13 5 2 1 5	25 14 3 3 2 5	21 10 5 1 0 4	22 11 6 2 1 3	18 13 5 2 0 2	17 15 3 4 5 0



Fieldwork: 6th - 7th March 2014																	1				
		١ ١	oting i	intenti	on	2	2010 Vo	te	Ge	nder		Α.	ge	,	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
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about your own diet, which of the following best reflects your view?																					
I probably eat too much sugar and am trying to cut down I probably eat too much sugar, but it is not something I	21	19	24	22	20	19	22	22	17	25	26	26	22	15	20	22	23	22	22	18	26
worry too much about	21	16	22	29	23	17	21	25	22	20	35	22	21	15	22	20	18	19	22	25	21
I think I probably eat about the right amount of sugar	49	59	48	45	48	59	48	47	50	48	26	43	50	62	51	46	48	51	47	50	42
None of these	5	3	5	2	6	5	7	3	5	5	2	4	5	8	4	7	4	4	8	4	9
Don't know	3	3	1	2	3	1	2	4	5	2	12	5	2	1	3	4	6	4	2	3	3
And if you have children under the age of 18, which of the following best reflects your view? They probably eat too much sugar and I am trying to cut down They probably eat too much sugar, but it is not something I worry too much about They probably eat about the right amount of sugar None of these Don't know Not applicable - I do not have any children under the age of 18 And if you have children under the age of 18, which of the following best reflects your view? [Only respondents who have children under the age of 18;	8 5 15 2 2 69	7 4 12 1 1 1	11 6 18 2 1	5 6 22 3 1	10 2 9 2 2 2 76	9 3 13 0 1	9 7 17 2 2 63	5 4 15 2 2 70	8 7 13 2 2 2	8 4 17 1 1 69	2 4 9 1 3 81	10 7 31 3 3 46	12 8 16 2 2 61	3 1 3 1 0	7 6 14 1 1	9 4 17 2 3 65	7 8 17 3 3	8 3 15 1 2 72	9 6 16 3 2 64	7 5 13 2 2 70	7 4 16 1 0
n=543*] They probably eat too much sugar and I am trying to it cut		Ī			ĺ				Ī		Ī				Ī		I				
down They probably eat too much sugar, but it is not something I	25	27	28	13	40	33	24	18	24	25	12	18	32	33	24	26	19	30	24	22	25
worry too much about	16	15	17	15	7	11	19	15	21	11	21	13	19	13	20	12	20	11	17	19	15
They probably eat about the right amount of sugar	48	49	48	60	39	52	47	51	41	55	46	58	41	35	49	48	46	52	46	46	57
None of these	5	5	5	9	7	2	5	8	6	5	6	5	4	13	5	6	7	2	8	7	2
Don't know	6	4	2	3	7	3	4	8	8	4	15	6	4	6	3	9	9	5	6	6	2
		•							•		•						•				
Jan 16-1 Would you support or oppose introducing a new tax on products containing a high amount of sugar, such as fizzy drinks?																					
Support 38	41	48	42	51	31	42	40	47	40	42	30	36	42	49	44	37	40	44	41	38	36
Oppose 49	46	43	49	31	63	50	49	36	49	43	49	48	48	41	44	48	43	45	47	48	50
Don't know 13	13	8	10	18	6	9	11	16	11	15	21	16	10	11	11	15	17	11	12	14	15
		•			1	•			•		•				•		•				



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Sample Size: 2029 GB Adults Fieldwork: 6th - 7th March 2014

		٧	oting	intenti	on	2	2010 Vo	te	Ge	ender		Αg	ge		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	2029	510	621	151	215	613	523	407	984	1045	241	513	694	580	1157	872	260	659	434	499	177
Unweighted Sample	2029	502	611	129	259	614	529	422	1034	995	163	399	709	758	1401	628	268	678	416	500	167
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How high do you think a tax on high sugar products should be?

[Only asked to those respondents who would support introducing a new tax on products containing a high amount of sugar, such as fizzy drinks; n=915]

IIIINS, II=9 13]																				
5% of the pre-tax price of the item	29	24	36	28	24	23	31	30	23	35	45	36	26	23	27	32	22	29	25	
10% of the pre-tax price	27	32	23	26	35	35	29	21	30	24	19	23	27	31	29	23	21	26	35	
20% of the pre-tax price	20	23	16	30	12	22	12	26	24	16	6	16	24	22	20	20	30	18	23	
50% of the pre-tax price	6	7	6	6	5	7	5	6	5	7	3	6	5	7	6	6	6	7	2	
100% of the pre-tax price	5	3	5	4	8	4	5	5	5	4	6	6	5	4	5	5	8	5	3	
Don't know	13	11	15	6	16	9	18	12	12	14	20	13	13	13	13	14	13	16	12	

Would you support or oppose introducing new regulations limiting the amount of sugar that is allowed in food?

Support	66	71	69	65	65	70	70	69	62	70	46	61	71	73	67	65	66	68	62	68	65
Oppose	21	21	21	19	26	23	20	18	24	18	27	23	19	19	23	19	19	20	22	22	20
Don't know	13	7	10	16	10	7	10	13	14	12	27	16	10	8	11	16	14	12	16	10	15

The World Health Organisation recommended that people get no more than 10% of their calories each day from sugar, with a target of 5% (this includes sugar added to drinks and cereals, but also sugar in items like cakes, biscuits and fizzy drinks, and in processed meals)

Do you think this limit sounds too high, too low, or about right?

Too high	8	7	10	11	5	7	9	4	9	7	5	9	8	8	9	6	9	6	9	7	12
Too low	12	12	12	8	18	14	12	9	11	12	16	12	11	10	11	13	11	13	12	11	10
About right	54	60	55	55	45	57	53	57	50	57	48	46	54	62	56	50	55	54	53	53	52
Don't know	27	21	23	26	32	22	26	30	29	25	31	32	27	20	24	31	25	27	26	29	27



		٧	oting	intenti	on	2	2010 Vo	te	Ge	nder		Ą	ge		Socia	I 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	2029	502	611	129	259	614	529	422	1034	995	163	399	709	758	1401	628	268	678	416	500	167
·-	0/2	0/_	0/_	0/_	0/_	0/_	0/.	0/2	0/_	0/_	0/2	0/_	0/2	0/2	0/-	0/_	0/_	0/_	0/_	0/_	0/_

The governments advisory group on sugar in food is chaired by Professor Ian Macdonald, a leading nutritionist from Nottingham University. Professor

Mars.

Do you think it is or is not acceptable for Professor Macdonald to advise Coca-Cola and Mars at the same time as advising the government?

Macdonald is also a paid advisor for Coca-Cola and for

Is acceptable	23	28	24	28	15	27	23	21	23	24	27	26	21	21	23	23	22	25	19	24	28
Is not acceptable	60	60	61	60	73	62	62	64	59	61	43	51	66	69	62	58	61	59	61	59	64
Don't know	17	13	15	12	11	11	16	15	18	15	30	23	13	10	15	18	17	16	20	18	7

The following questions are about organ donation. Currently England has an opt-in system, meaning that people's organs can only be used for transplants after their death if the person has consented (which they do through the NHS organ donation register). Wales is switching to an opt-out system, meaning that everyone's organs can be used for transplants after their death unless the person has indicated that they do NOT want to be a donor.

Which system would you prefer to see	Which	system	would	you	prefer	to see
--------------------------------------	-------	--------	-------	-----	--------	--------

donate their organs after their death)
An opt-out system (where people have to indicate if they do NOT consent to donating their organs after their death) Don't know

An opt-in system (where people have to give consent to

Would you support or oppose allowing payments to people who donate organs for transplant?

Oppose
Don't know

Support

Support

16 34 26 64 54 65 53 61 59 14 13 19 13 13 13 19 17

52 56

13 13 18 13 12 13 18 16

28

21 35 20 32 26 30 19 66 51 61 55 61 58 63 50

51

62

62 50 56

62

51 51

42 62 71

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17 27 22 12

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16 62 41 43 59 71 59 16 23 22 12 13 14

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31 52 17

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27 61 13

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And would you support or oppose allowing payments to the families of people who donate organs for transplant after their death?

> Oppose Don't know



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75

12

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Sample Size: 2029 GB Adults Fieldwork: 6th - 7th March 2014

		\	oting/	intenti	on	2	2010 Vo	te	Ge	ender		Ą	ge		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	2029	510	621	151	215	613	523	407	984	1045	241	513	694	580	1157	872	260	659	434	499	177
Unweighted Sample	2029	502	611	129	259	614	529	422	1034	995	163	399	709	758	1401	628	268	678	416	500	167
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

16

18 17 14 10 15 13

79

73

72

12

66 71 78 84

14

76

10

15 13

82 73 79 10 12 8

15 15 11 18

 76
 79
 77
 84
 73
 78
 82

 10
 6
 9
 5
 10
 6
 7

16 11 8

Do you think people donating organs should be able to choose who their organ is donated to, or should it be decided by the doctors treating patients needing transplants?

Donors should be able to decide who receives their organs							
Doctors treating people awaiting transplants should decide							
who is best to receive a donated organ							
Don't know							

^{*}Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.



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.

	Onweignted no.	weignteun
Age and Gender		
Male 18 to 24	69	122
Male 25 to 39	175	256
Male 40 to 59	340	343
Male 60 +	450	264
Female 18 to 24	94	120
Female 25 to 39	224	258
Female 40 to 59	369	351
Female 60 +	308	317
Region		
North England	500	499
Midlands	288	333
1	183	195
London	268	260
South England	495	465
Wales	128	101
Scotland	167	177
Social Grade		
AB	863	568
C1	538	588
C2	268	426
DE	360	446
Newspaper Type		
Express / Mail	379	325
Sun / Star	164	477
Mirror / Record	108	203
Guardian / Independent	189	91
FT / Times / Telegraph	233	193
Other Paper	284	233
No Paper	672	507
Political Party Identification		
Labour	672	649
Conservative	541	568
Liberal Democrat	159	223
SNP/Plaid Cymru		34
Others	151	47
None/ DK	448	507

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

For more information on the methodology, please go to <code>yougov.co.uk/publicopinion/methodology</code>

Or visit our website: <code>yougov.co.uk</code>