

# YouGov / Sunday Times Survey Results

Sample Size: 2167 GB Adults  
Fieldwork: 9th - 10th October 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	
<b>Weighted Sample</b>	<b>2167</b>	<b>558</b>	<b>601</b>	<b>151</b>	<b>279</b>	<b>667</b>	<b>548</b>	<b>460</b>	<b>1051</b>	<b>1115</b>	<b>258</b>	<b>549</b>	<b>742</b>	<b>618</b>	<b>1236</b>	<b>931</b>	<b>278</b>	<b>704</b>	<b>464</b>	<b>532</b>	<b>188</b>
<b>Unweighted Sample</b>	<b>2167</b>	<b>516</b>	<b>632</b>	<b>156</b>	<b>286</b>	<b>624</b>	<b>576</b>	<b>470</b>	<b>1043</b>	<b>1123</b>	<b>223</b>	<b>427</b>	<b>879</b>	<b>637</b>	<b>1465</b>	<b>701</b>	<b>276</b>	<b>717</b>	<b>460</b>	<b>472</b>	<b>241</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>32</b>	100	0	0	0	72	4	12	34	29	37	31	26	36	36	26	33	35	37	28	15
Lab	<b>34</b>	0	100	0	0	4	81	31	33	35	31	39	39	26	34	34	34	28	33	44	32
Lib Dem	<b>9</b>	0	0	100	0	2	1	31	6	12	7	11	9	7	9	8	9	11	7	7	7
Other	<b>26</b>	0	0	0	100	21	15	26	27	25	26	19	26	30	21	32	24	25	24	20	45

## Other Parties Voting Intention

UKIP	<b>16</b>	0	0	0	100	20	6	13	18	13	11	7	17	24	11	23	17	19	17	13	6
Green	<b>5</b>	0	0	0	0	1	4	11	3	6	9	9	2	2	6	3	6	5	4	5	1
SNP / PCY	<b>4</b>	0	0	0	0	1	4	2	4	4	3	2	6	4	3	5	0	1	2	0	36
BNP	<b>1</b>	0	0	0	0	0	0	0	0	1	2	0	0	1	0	1	0	0	0	2	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	0	0	1	1	1	0	0	1	0	1	0	1	0	2

## Non Voters

Would Not Vote	<b>6</b>	0	0	0	0	3	2	4	4	8	9	8	6	2	6	6	4	8	5	7	2
Don't know	<b>13</b>	0	0	0	0	9	12	16	8	17	17	13	13	10	12	14	14	13	13	14	5

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

		Oct 8-9	Oct 9-10																			
Approve	<b>32</b>	<b>32</b>	87	6	37	19	66	8	23	37	28	33	34	30	35	37	26	35	35	35	28	25
Disapprove	<b>55</b>	<b>54</b>	6	88	42	71	23	82	61	55	54	49	49	59	56	51	60	54	50	49	62	64
Don't know	<b>14</b>	<b>13</b>	7	7	21	10	11	10	16	7	19	18	18	12	9	12	14	11	15	16	10	11

## The next election is not expected to be until May 2015. Will you definitely vote this way, or might you change your mind?

[This question was asked to all respondents, excluding those who don't know how they are going to vote in the general election; 1908]

I will definitely vote this way	<b>51</b>	58	59	32	46	57	61	34	56	45	33	43	55	60	48	55	50	48	48	54	59
I will probably vote this way, it is very unlikely that I will change my mind	<b>26</b>	27	26	36	28	25	23	33	25	27	33	27	25	25	28	24	26	26	29	26	23
I will possibly vote this way, but there is a chance I will change my mind	<b>17</b>	12	14	26	25	14	13	27	15	19	21	22	16	13	19	15	21	18	17	15	15
More likely than not I will change my mind	<b>2</b>	1	0	2	0	1	1	3	1	3	5	3	2	1	3	2	0	4	1	2	1
Don't know	<b>3</b>	1	1	3	1	2	2	2	2	5	7	5	3	1	3	4	4	3	5	2	2

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<b>Weighted Sample</b>	<b>2167</b>	<b>558</b>	<b>601</b>	<b>151</b>	<b>279</b>	<b>667</b>	<b>548</b>	<b>460</b>	<b>1051</b>	<b>1115</b>	<b>258</b>	<b>549</b>	<b>742</b>	<b>618</b>	<b>1236</b>	<b>931</b>	<b>278</b>	<b>704</b>	<b>464</b>	<b>532</b>	<b>188</b>
Unweighted Sample	2167	516	632	156	286	624	576	470	1043	1123	223	427	879	637	1465	701	276	717	460	472	241
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**What would you say is your MAIN reason for backing this party?**

*[This question was asked to all respondents, excluding those who don't know how they are going to vote in the general election; 1908]*

I think this party's broad values and priorities are closest to my own	57	58	69	60	50	57	68	56	58	55	51	53	58	60	59	53	57	56	54	57	64
I like the specific policies that this party has put forward	10	12	4	14	18	12	5	10	10	10	12	10	10	10	9	11	11	10	10	9	10
I think this party is best placed to stop a party I dislike more from winning	10	11	14	10	5	9	10	11	9	11	10	9	9	11	10	9	8	10	10	10	9
I think this party's leader would make the best Prime Minister	6	14	3	5	4	11	3	5	7	5	10	8	4	6	6	6	9	5	8	6	1
I want to send a message or make a protest by backing this party	5	0	1	2	19	4	3	7	6	4	4	4	5	6	4	6	6	5	5	4	7
I like the particular local candidate or MP representing this party	2	1	2	6	0	1	3	3	2	2	2	3	1	2	2	2	2	1	3	2	2
Another reason	5	2	3	1	4	3	3	5	5	5	6	5	6	3	5	5	3	6	5	6	3
Not sure	5	1	3	1	1	3	4	4	4	8	6	8	6	3	5	7	4	6	5	6	4

	Oct 2-3	Oct 9-10																				
<b>Do you think that David Cameron is doing well or badly as Prime Minister?</b>																						
Very well	9	7	24	0	4	1	16	1	2	9	5	10	5	6	8	8	5	10	7	6	6	4
Fairly well	36	35	71	14	45	34	62	14	30	37	33	33	37	32	37	39	30	31	37	41	29	31
<b>TOTAL WELL</b>	<b>45</b>	<b>42</b>	<b>95</b>	<b>14</b>	<b>49</b>	<b>35</b>	<b>78</b>	<b>15</b>	<b>32</b>	<b>46</b>	<b>38</b>	<b>43</b>	<b>42</b>	<b>38</b>	<b>45</b>	<b>47</b>	<b>35</b>	<b>41</b>	<b>44</b>	<b>47</b>	<b>35</b>	<b>35</b>
Fairly badly	26	29	4	41	34	35	13	40	39	26	32	29	26	31	30	29	29	29	28	28	30	32
Very badly	23	23	0	43	12	26	4	42	19	25	22	16	23	26	23	19	28	22	19	19	30	31
<b>TOTAL BADLY</b>	<b>49</b>	<b>52</b>	<b>4</b>	<b>84</b>	<b>46</b>	<b>61</b>	<b>17</b>	<b>82</b>	<b>58</b>	<b>51</b>	<b>54</b>	<b>45</b>	<b>49</b>	<b>57</b>	<b>53</b>	<b>48</b>	<b>57</b>	<b>51</b>	<b>47</b>	<b>47</b>	<b>60</b>	<b>63</b>
Don't know	6	6	1	3	5	4	4	4	9	4	9	12	9	5	3	5	8	8	9	6	4	3

	Oct 2-3	Oct 9-10																				
<b>Do you think Ed Miliband is doing well or badly as leader of the Labour party?</b>																						
Very well	3	3	0	8	2	0	1	7	1	2	3	2	4	2	2	2	4	2	3	2	3	2
Fairly well	19	18	6	48	16	5	6	38	20	18	19	16	16	20	19	18	19	18	16	19	21	18
<b>TOTAL WELL</b>	<b>22</b>	<b>21</b>	<b>6</b>	<b>56</b>	<b>18</b>	<b>5</b>	<b>7</b>	<b>45</b>	<b>21</b>	<b>20</b>	<b>22</b>	<b>18</b>	<b>20</b>	<b>22</b>	<b>21</b>	<b>20</b>	<b>23</b>	<b>20</b>	<b>19</b>	<b>21</b>	<b>24</b>	<b>20</b>
Fairly badly	34	35	38	33	44	28	35	32	42	35	36	33	39	35	33	38	32	34	34	37	37	34
Very badly	34	34	52	6	29	62	52	16	28	40	29	31	27	34	43	34	34	34	35	34	32	41
<b>TOTAL BADLY</b>	<b>68</b>	<b>69</b>	<b>90</b>	<b>39</b>	<b>73</b>	<b>90</b>	<b>87</b>	<b>48</b>	<b>70</b>	<b>75</b>	<b>65</b>	<b>64</b>	<b>66</b>	<b>69</b>	<b>76</b>	<b>72</b>	<b>66</b>	<b>68</b>	<b>69</b>	<b>71</b>	<b>69</b>	<b>75</b>
Don't know	9	9	3	6	10	5	5	8	10	5	13	18	14	9	3	8	11	12	12	8	7	5

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Unweighted Sample	2167	516	632	156	286	624	576	470	1043	1123	223	427	879	637	1465	701	276	717	460	472	241	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 2-3	Oct 9-10																				
<b>Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?</b>																						
Very well	1	1	2	1	8	0	2	1	2	1	2	1	2	1	2	1	2	1	2	1	1	
Fairly well	15	18	25	13	56	7	20	12	27	17	19	17	19	18	17	20	16	17	20	17	17	
<b>TOTAL WELL</b>	<b>16</b>	<b>19</b>	<b>27</b>	<b>14</b>	<b>64</b>	<b>7</b>	<b>22</b>	<b>13</b>	<b>29</b>	<b>18</b>	<b>21</b>	<b>18</b>	<b>21</b>	<b>19</b>	<b>19</b>	<b>22</b>	<b>17</b>	<b>19</b>	<b>21</b>	<b>19</b>	<b>18</b>	
Fairly badly	33	31	40	31	26	26	33	33	35	29	33	28	30	33	31	32	31	31	32	31	32	
Very badly	41	42	29	50	7	65	40	48	31	47	36	37	39	41	47	40	44	41	37	44	43	
<b>TOTAL BADLY</b>	<b>74</b>	<b>73</b>	<b>69</b>	<b>81</b>	<b>33</b>	<b>91</b>	<b>73</b>	<b>81</b>	<b>66</b>	<b>76</b>	<b>69</b>	<b>65</b>	<b>69</b>	<b>74</b>	<b>78</b>	<b>72</b>	<b>75</b>	<b>72</b>	<b>69</b>	<b>75</b>	<b>75</b>	
Don't know	10	8	3	4	2	1	5	6	6	5	10	17	10	7	2	7	9	9	10	6	7	

	July 10-11	Oct 9-10																				
<b>Do you think that Nigel Farage is doing well or badly as leader of UKIP?</b>																						
Very well	15	20	23	13	19	51	29	12	19	27	14	17	17	19	25	19	21	22	24	23	13	
Fairly well	39	41	48	42	38	47	48	43	38	44	39	27	37	44	47	42	40	40	40	39	43	
<b>TOTAL WELL</b>	<b>54</b>	<b>61</b>	<b>71</b>	<b>55</b>	<b>57</b>	<b>98</b>	<b>77</b>	<b>55</b>	<b>57</b>	<b>71</b>	<b>53</b>	<b>44</b>	<b>54</b>	<b>63</b>	<b>72</b>	<b>61</b>	<b>61</b>	<b>62</b>	<b>64</b>	<b>62</b>	<b>56</b>	
Fairly badly	12	10	8	13	14	1	7	12	10	8	12	13	12	9	9	11	9	10	8	10	13	
Very badly	18	16	11	25	14	0	9	24	16	13	18	23	19	15	12	17	15	17	13	15	19	
<b>TOTAL BADLY</b>	<b>30</b>	<b>26</b>	<b>19</b>	<b>38</b>	<b>28</b>	<b>1</b>	<b>16</b>	<b>36</b>	<b>26</b>	<b>21</b>	<b>30</b>	<b>36</b>	<b>31</b>	<b>24</b>	<b>21</b>	<b>28</b>	<b>24</b>	<b>27</b>	<b>21</b>	<b>25</b>	<b>32</b>	
Don't know	17	13	9	8	15	1	8	9	16	9	17	19	15	13	7	11	15	12	15	12	9	

	Oct 2-3	Oct 9-10																				
<b>Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?</b>																						
Very well	2	2	4	1	4	0	2	1	2	2	1	4	1	2	1	2	1	3	2	0	2	
Fairly well	28	29	59	11	61	18	48	13	32	34	25	28	32	27	29	33	24	31	32	31	24	
<b>TOTAL WELL</b>	<b>30</b>	<b>31</b>	<b>63</b>	<b>12</b>	<b>65</b>	<b>18</b>	<b>50</b>	<b>14</b>	<b>34</b>	<b>36</b>	<b>26</b>	<b>32</b>	<b>33</b>	<b>29</b>	<b>30</b>	<b>35</b>	<b>25</b>	<b>34</b>	<b>34</b>	<b>31</b>	<b>26</b>	
Fairly badly	34	37	31	44	30	39	33	40	42	34	40	37	34	35	42	38	36	35	35	41	35	
Very badly	28	25	4	41	3	39	14	42	17	26	24	12	23	30	27	21	31	22	21	21	34	
<b>TOTAL BADLY</b>	<b>62</b>	<b>62</b>	<b>35</b>	<b>85</b>	<b>33</b>	<b>78</b>	<b>47</b>	<b>82</b>	<b>59</b>	<b>60</b>	<b>64</b>	<b>49</b>	<b>57</b>	<b>65</b>	<b>69</b>	<b>59</b>	<b>67</b>	<b>57</b>	<b>56</b>	<b>62</b>	<b>69</b>	
Don't know	8	7	3	3	3	3	4	4	8	4	10	18	9	7	2	6	9	8	10	7	4	

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

	Oct 2-3	Oct 9-10																				
<b>Do you think this coalition government is good or bad for people like you?</b>																						
Very good	2	3	7	1	9	0	4	0	4	4	2	4	2	2	4	4	2	4	3	2	2	4
Fairly good	18	18	39	7	45	9	29	7	20	20	17	17	18	17	20	22	13	19	20	18	16	17
<b>TOTAL GOOD</b>	<b>20</b>	<b>21</b>	<b>46</b>	<b>8</b>	<b>54</b>	<b>9</b>	<b>33</b>	<b>7</b>	<b>24</b>	<b>24</b>	<b>19</b>	<b>21</b>	<b>20</b>	<b>19</b>	<b>24</b>	<b>26</b>	<b>15</b>	<b>23</b>	<b>23</b>	<b>20</b>	<b>18</b>	<b>21</b>
Fairly bad	26	27	21	32	18	37	26	30	29	27	26	24	25	24	32	28	25	23	28	28	26	25
Very bad	25	25	6	44	3	33	14	42	19	27	24	17	21	30	27	22	29	24	21	21	32	34
<b>TOTAL BAD</b>	<b>51</b>	<b>52</b>	<b>27</b>	<b>76</b>	<b>21</b>	<b>70</b>	<b>40</b>	<b>72</b>	<b>48</b>	<b>54</b>	<b>50</b>	<b>41</b>	<b>46</b>	<b>54</b>	<b>59</b>	<b>50</b>	<b>54</b>	<b>47</b>	<b>49</b>	<b>49</b>	<b>58</b>	<b>59</b>
Doesn't make much difference either way	22	21	25	14	22	20	22	17	22	18	24	25	25	21	16	20	23	23	21	26	19	16
Don't know	6	6	2	2	3	2	4	3	6	4	8	12	8	6	1	4	8	8	7	5	5	4
<b>Do you think the coalition government is managing the economy well or badly?</b>																						
Very well	9	8	23	1	8	2	16	2	6	11	4	9	5	8	9	8	7	10	8	5	7	8
Fairly well	36	37	71	20	53	37	61	20	34	40	35	31	41	33	41	42	31	33	40	42	32	32
<b>TOTAL WELL</b>	<b>45</b>	<b>45</b>	<b>94</b>	<b>21</b>	<b>61</b>	<b>39</b>	<b>77</b>	<b>22</b>	<b>40</b>	<b>51</b>	<b>39</b>	<b>40</b>	<b>46</b>	<b>41</b>	<b>50</b>	<b>50</b>	<b>38</b>	<b>43</b>	<b>48</b>	<b>47</b>	<b>39</b>	<b>40</b>
Fairly badly	26	28	4	42	26	38	11	41	37	27	29	29	23	32	28	28	29	31	27	28	28	31
Very badly	19	18	1	32	6	16	5	31	13	17	19	14	18	20	16	15	21	15	14	14	25	24
<b>TOTAL BADLY</b>	<b>45</b>	<b>46</b>	<b>5</b>	<b>74</b>	<b>32</b>	<b>54</b>	<b>16</b>	<b>72</b>	<b>50</b>	<b>44</b>	<b>48</b>	<b>43</b>	<b>41</b>	<b>52</b>	<b>44</b>	<b>43</b>	<b>50</b>	<b>46</b>	<b>41</b>	<b>42</b>	<b>53</b>	<b>55</b>
Don't know	10	9	2	5	8	6	7	7	10	6	13	18	13	7	6	7	12	11	11	10	7	5
<b>In your opinion how good or bad is the state of Britain's economy at the moment?</b>																						
Very good	2	1	5	1	1	0	3	0	1	2	1	3	1	1	2	2	1	2	2	1	0	2
Quite good	22	23	55	9	26	16	45	9	16	28	19	22	23	21	26	27	18	25	27	25	18	19
<b>TOTAL GOOD</b>	<b>24</b>	<b>24</b>	<b>60</b>	<b>10</b>	<b>27</b>	<b>16</b>	<b>48</b>	<b>9</b>	<b>17</b>	<b>30</b>	<b>20</b>	<b>25</b>	<b>24</b>	<b>22</b>	<b>28</b>	<b>29</b>	<b>19</b>	<b>27</b>	<b>29</b>	<b>26</b>	<b>18</b>	<b>21</b>
Neither good nor bad	31	31	29	32	43	36	30	32	36	31	31	31	32	30	32	32	30	29	30	33	34	27
Quite bad	29	29	9	43	23	37	17	39	35	26	31	25	26	31	30	28	30	29	27	29	27	40
Very bad	12	11	1	15	6	10	3	16	8	10	12	9	11	13	9	9	15	11	8	9	17	11
<b>TOTAL BAD</b>	<b>41</b>	<b>40</b>	<b>10</b>	<b>58</b>	<b>29</b>	<b>47</b>	<b>20</b>	<b>55</b>	<b>43</b>	<b>36</b>	<b>43</b>	<b>34</b>	<b>37</b>	<b>44</b>	<b>39</b>	<b>37</b>	<b>45</b>	<b>40</b>	<b>35</b>	<b>38</b>	<b>44</b>	<b>51</b>
Don't know	5	4	1	2	1	0	3	3	4	3	6	10	7	3	1	3	6	5	6	4	4	1
<b>How do you think the financial situation of your household will change over the next 12 months?</b>																						
Get a lot better	2	1	2	1	1	0	2	1	0	1	1	2	2	1	0	2	1	3	1	0	1	1
Get a little better	16	15	29	9	23	8	22	7	14	18	12	20	23	11	9	17	11	18	15	14	13	14
<b>TOTAL BETTER</b>	<b>18</b>	<b>16</b>	<b>31</b>	<b>10</b>	<b>24</b>	<b>8</b>	<b>24</b>	<b>8</b>	<b>14</b>	<b>19</b>	<b>13</b>	<b>22</b>	<b>25</b>	<b>12</b>	<b>9</b>	<b>19</b>	<b>12</b>	<b>21</b>	<b>16</b>	<b>14</b>	<b>14</b>	<b>15</b>
Stay about the same	41	44	56	37	48	43	52	40	43	44	44	39	43	42	49	49	38	38	43	47	44	47
Get a little worse	25	25	10	36	19	35	18	35	25	23	27	18	16	27	33	21	30	21	25	28	25	26
Get a lot worse	10	10	1	14	7	11	2	14	10	9	11	6	9	14	7	7	14	12	9	6	14	10
<b>TOTAL WORSE</b>	<b>35</b>	<b>35</b>	<b>11</b>	<b>50</b>	<b>26</b>	<b>46</b>	<b>20</b>	<b>49</b>	<b>35</b>	<b>32</b>	<b>38</b>	<b>24</b>	<b>25</b>	<b>41</b>	<b>40</b>	<b>28</b>	<b>44</b>	<b>33</b>	<b>34</b>	<b>34</b>	<b>39</b>	<b>36</b>
Don't know	6	5	2	3	3	2	3	3	7	5	5	15	6	4	1	4	6	9	6	4	4	2

Sample Size: 2167 GB Adults  
Fieldwork: 9th - 10th October 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	
<b>Weighted Sample</b>	<b>2167</b>	<b>558</b>	<b>601</b>	<b>151</b>	<b>279</b>	<b>667</b>	<b>548</b>	<b>460</b>	<b>1051</b>	<b>1115</b>	<b>258</b>	<b>549</b>	<b>742</b>	<b>618</b>	<b>1236</b>	<b>931</b>	<b>278</b>	<b>704</b>	<b>464</b>	<b>532</b>	<b>188</b>
<b>Unweighted Sample</b>	<b>2167</b>	<b>516</b>	<b>632</b>	<b>156</b>	<b>286</b>	<b>624</b>	<b>576</b>	<b>470</b>	<b>1043</b>	<b>1123</b>	<b>223</b>	<b>427</b>	<b>879</b>	<b>637</b>	<b>1465</b>	<b>701</b>	<b>276</b>	<b>717</b>	<b>460</b>	<b>472</b>	<b>241</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How likely, if at all, are you to consider voting for the following parties at the next general election?

**Labour**

Will probably vote for this party	26	1	90	2	0	4	67	21	28	25	18	28	30	23	27	25	24	22	25	33	28
Will consider voting for this party	13	5	8	28	9	5	16	24	11	14	20	18	10	8	14	12	15	13	14	11	14
<b>TOTAL LIKELY</b>	<b>39</b>	<b>6</b>	<b>98</b>	<b>30</b>	<b>9</b>	<b>9</b>	<b>83</b>	<b>45</b>	<b>39</b>	<b>39</b>	<b>38</b>	<b>46</b>	<b>40</b>	<b>31</b>	<b>41</b>	<b>37</b>	<b>39</b>	<b>35</b>	<b>39</b>	<b>44</b>	<b>42</b>
Will probably not vote for this party	10	13	0	27	11	10	4	18	10	9	13	13	9	7	11	9	10	11	11	7	10
Will definitely not vote for this party	44	81	1	40	79	78	9	31	46	42	35	32	43	59	43	44	41	46	44	41	44
<b>TOTAL UNLIKELY</b>	<b>54</b>	<b>94</b>	<b>1</b>	<b>67</b>	<b>90</b>	<b>88</b>	<b>13</b>	<b>49</b>	<b>56</b>	<b>51</b>	<b>48</b>	<b>45</b>	<b>52</b>	<b>66</b>	<b>54</b>	<b>53</b>	<b>51</b>	<b>57</b>	<b>55</b>	<b>48</b>	<b>54</b>
Don't know	7	0	1	3	1	4	5	6	5	10	14	9	7	3	5	10	10	8	6	7	3

**Conservative**

Will probably vote for this party	23	88	0	2	1	59	2	7	27	19	23	22	19	30	27	18	26	25	25	21	14
Will consider voting for this party	12	11	5	16	26	19	8	11	12	13	16	14	11	11	13	11	12	15	13	9	11
<b>TOTAL LIKELY</b>	<b>35</b>	<b>99</b>	<b>5</b>	<b>18</b>	<b>27</b>	<b>78</b>	<b>10</b>	<b>18</b>	<b>39</b>	<b>32</b>	<b>39</b>	<b>36</b>	<b>30</b>	<b>41</b>	<b>40</b>	<b>29</b>	<b>38</b>	<b>40</b>	<b>38</b>	<b>30</b>	<b>25</b>
Will probably not vote for this party	9	0	9	21	19	6	7	15	9	10	13	9	8	10	10	9	9	10	8	9	9
Will definitely not vote for this party	48	0	84	57	52	11	78	61	47	48	33	46	55	47	44	52	43	41	46	54	64
<b>TOTAL UNLIKELY</b>	<b>57</b>	<b>0</b>	<b>93</b>	<b>78</b>	<b>71</b>	<b>17</b>	<b>85</b>	<b>76</b>	<b>56</b>	<b>58</b>	<b>46</b>	<b>55</b>	<b>63</b>	<b>57</b>	<b>54</b>	<b>61</b>	<b>52</b>	<b>51</b>	<b>54</b>	<b>63</b>	<b>73</b>
Don't know	8	0	1	3	2	5	5	5	5	11	15	9	7	3	6	10	10	8	7	8	2

**Liberal Democrat**

Will probably vote for this party	6	0	0	79	1	1	0	22	5	7	5	6	6	6	6	6	6	7	5	5	6
Will consider voting for this party	11	12	11	18	4	7	9	22	10	12	18	15	8	9	15	7	14	14	9	10	8
<b>TOTAL LIKELY</b>	<b>17</b>	<b>12</b>	<b>11</b>	<b>97</b>	<b>5</b>	<b>8</b>	<b>9</b>	<b>44</b>	<b>15</b>	<b>19</b>	<b>23</b>	<b>21</b>	<b>14</b>	<b>15</b>	<b>21</b>	<b>13</b>	<b>20</b>	<b>21</b>	<b>14</b>	<b>15</b>	<b>14</b>
Will probably not vote for this party	16	22	18	1	9	18	15	19	16	16	18	19	15	12	16	15	15	14	17	18	15
Will definitely not vote for this party	60	65	69	0	84	70	70	30	64	55	44	50	63	70	57	63	54	57	62	60	68
<b>TOTAL UNLIKELY</b>	<b>76</b>	<b>87</b>	<b>87</b>	<b>1</b>	<b>93</b>	<b>88</b>	<b>85</b>	<b>49</b>	<b>80</b>	<b>71</b>	<b>62</b>	<b>69</b>	<b>78</b>	<b>82</b>	<b>73</b>	<b>78</b>	<b>69</b>	<b>71</b>	<b>79</b>	<b>78</b>	<b>83</b>
Don't know	8	1	2	1	1	4	6	7	5	10	15	9	7	3	6	10	11	8	7	7	2

**UKIP**

Will probably vote for this party	11	0	0	2	77	15	3	10	12	9	7	4	11	18	7	16	13	13	10	8	5
Will consider voting for this party	16	24	11	8	21	26	13	8	17	15	7	15	18	19	14	19	9	17	18	17	14
<b>TOTAL LIKELY</b>	<b>27</b>	<b>24</b>	<b>11</b>	<b>10</b>	<b>98</b>	<b>41</b>	<b>16</b>	<b>18</b>	<b>29</b>	<b>24</b>	<b>14</b>	<b>19</b>	<b>29</b>	<b>37</b>	<b>21</b>	<b>35</b>	<b>22</b>	<b>30</b>	<b>28</b>	<b>25</b>	<b>19</b>
Will probably not vote for this party	11	20	9	14	1	16	10	9	12	11	12	14	10	11	11	12	9	12	14	11	5
Will definitely not vote for this party	55	55	79	74	1	40	69	67	54	56	60	60	55	50	64	44	59	49	51	58	75
<b>TOTAL UNLIKELY</b>	<b>66</b>	<b>75</b>	<b>88</b>	<b>88</b>	<b>2</b>	<b>56</b>	<b>79</b>	<b>76</b>	<b>66</b>	<b>67</b>	<b>72</b>	<b>74</b>	<b>65</b>	<b>61</b>	<b>75</b>	<b>56</b>	<b>68</b>	<b>61</b>	<b>65</b>	<b>69</b>	<b>80</b>
Don't know	7	1	1	2	0	4	5	6	4	10	15	8	7	3	5	10	10	8	6	6	2

**Green**

Will probably vote for this party	4	0	0	2	0	1	2	8	3	4	7	7	2	1	4	3	6	4	3	3	2
Will consider voting for this party	15	6	22	31	5	5	18	26	14	16	18	18	15	11	17	13	16	13	16	16	17
<b>TOTAL LIKELY</b>	<b>19</b>	<b>6</b>	<b>22</b>	<b>33</b>	<b>5</b>	<b>6</b>	<b>20</b>	<b>34</b>	<b>17</b>	<b>20</b>	<b>25</b>	<b>25</b>	<b>17</b>	<b>12</b>	<b>21</b>	<b>16</b>	<b>22</b>	<b>17</b>	<b>19</b>	<b>19</b>	<b>19</b>
Will probably not vote for this party	17	15	24	26	13	15	21	21	16	18	16	19	17	16	17	18	16	18	16	16	20
Will definitely not vote for this party	56	78	50	38	78	74	52	38	61	51	42	48	57	68	55	57	52	56	57	57	57
<b>TOTAL UNLIKELY</b>	<b>73</b>	<b>93</b>	<b>74</b>	<b>64</b>	<b>91</b>	<b>89</b>	<b>73</b>	<b>59</b>	<b>77</b>	<b>69</b>	<b>58</b>	<b>67</b>	<b>74</b>	<b>84</b>	<b>72</b>	<b>75</b>	<b>68</b>	<b>74</b>	<b>73</b>	<b>73</b>	<b>77</b>
Don't know	8	1	4	3	3	4	7	7	6	10	16	9	9	4	7	10	11	9	8	7	4

Sample Size: 2167 GB Adults  
Fieldwork: 9th - 10th October 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	
<b>Weighted Sample</b>	<b>2167</b>	<b>558</b>	<b>601</b>	<b>151</b>	<b>279</b>	<b>667</b>	<b>548</b>	<b>460</b>	<b>1051</b>	<b>1115</b>	<b>258</b>	<b>549</b>	<b>742</b>	<b>618</b>	<b>1236</b>	<b>931</b>	<b>278</b>	<b>704</b>	<b>464</b>	<b>532</b>	<b>188</b>
<b>Unweighted Sample</b>	<b>2167</b>	<b>516</b>	<b>632</b>	<b>156</b>	<b>286</b>	<b>624</b>	<b>576</b>	<b>470</b>	<b>1043</b>	<b>1123</b>	<b>223</b>	<b>427</b>	<b>879</b>	<b>637</b>	<b>1465</b>	<b>701</b>	<b>276</b>	<b>717</b>	<b>460</b>	<b>472</b>	<b>241</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that only the **LABOUR** party and the **CONSERVATIVE** party had realistic chances of winning your local constituency at the next election - how would you then vote?

Con	<b>38</b>	98	1	20	34	84	6	18	40	37	38	35	34	46	41	35	42	43	42	33	22
Lab	<b>41</b>	1	99	20	8	6	86	46	40	42	35	48	45	33	41	40	39	37	40	49	37
Lib Dem	<b>5</b>	0	0	57	1	1	1	18	3	7	4	6	5	4	5	5	5	6	4	5	3
Other	<b>16</b>	0	0	3	57	8	8	18	17	15	23	11	16	17	13	20	13	15	14	12	38
<b>Other Parties Voting Intention</b>																					
UKIP	<b>8</b>	0	0	0	57	7	3	8	10	6	7	2	8	12	5	11	7	10	9	6	3
SNP / PCY	<b>4</b>	0	0	2	0	1	2	1	3	4	4	2	5	3	3	5	0	0	2	0	33
Green	<b>3</b>	0	0	0	0	1	2	8	3	4	8	5	2	1	4	2	5	3	2	4	1
BNP	<b>1</b>	0	0	1	0	0	0	0	0	1	2	0	0	1	0	1	0	0	0	2	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>0</b>	0	0	0	0	0	0	0	0	1	2	1	0	0	1	0	1	0	1	0	0
<b>Non Voters</b>																					
Would Not Vote	<b>6</b>	0	1	1	7	2	3	4	5	7	5	6	7	5	5	7	5	7	4	8	4
Don't know	<b>8</b>	1	1	5	3	4	6	11	5	11	16	10	8	4	7	10	11	8	9	8	6

Imagine that only the **LABOUR** party and the **LIBERAL DEMOCRAT** party had realistic chances of winning your local constituency at the next election - how would you then vote?

Con	<b>13</b>	45	0	0	5	35	2	3	16	11	16	14	11	15	15	11	20	13	16	11	8
Lab	<b>41</b>	6	95	4	13	10	86	34	41	42	39	47	45	34	41	42	40	37	41	50	40
Lib Dem	<b>25</b>	39	4	94	8	32	4	46	21	28	25	27	24	23	27	21	25	27	23	26	16
Other	<b>21</b>	10	1	2	74	23	8	17	22	19	20	13	20	27	17	26	16	23	20	14	37
<b>Other Parties Voting Intention</b>																					
UKIP	<b>12</b>	8	0	0	73	21	3	8	14	10	7	4	13	20	9	17	12	18	13	8	3
SNP / PCY	<b>4</b>	0	0	2	0	1	3	1	4	4	5	2	5	4	3	5	0	1	2	0	32
Green	<b>3</b>	2	0	0	0	1	1	7	3	3	5	6	1	2	4	2	3	4	4	3	1
BNP	<b>1</b>	0	0	0	0	0	0	0	0	1	2	0	0	1	0	1	0	0	0	2	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	1	0	0	0	0	0	0	0	1	1	1	0	1	1	0	1	0	1	1	0
<b>Non Voters</b>																					
Would Not Vote	<b>8</b>	6	0	1	12	10	3	4	8	9	6	9	9	8	8	9	7	9	7	10	5
Don't know	<b>9</b>	6	1	1	5	7	6	9	6	12	15	10	9	5	7	12	12	10	9	8	4

Sample Size: 2167 GB Adults  
Fieldwork: 9th - 10th October 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	
<b>Weighted Sample</b>	<b>2167</b>	<b>558</b>	<b>601</b>	<b>151</b>	<b>279</b>	<b>667</b>	<b>548</b>	<b>460</b>	<b>1051</b>	<b>1115</b>	<b>258</b>	<b>549</b>	<b>742</b>	<b>618</b>	<b>1236</b>	<b>931</b>	<b>278</b>	<b>704</b>	<b>464</b>	<b>532</b>	<b>188</b>
<b>Unweighted Sample</b>	<b>2167</b>	<b>516</b>	<b>632</b>	<b>156</b>	<b>286</b>	<b>624</b>	<b>576</b>	<b>470</b>	<b>1043</b>	<b>1123</b>	<b>223</b>	<b>427</b>	<b>879</b>	<b>637</b>	<b>1465</b>	<b>701</b>	<b>276</b>	<b>717</b>	<b>460</b>	<b>472</b>	<b>241</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Finally imagine that only the CONSERVATIVE party and the LIBERAL DEMOCRAT party had realistic chances of winning your local constituency at the next election - how would you then vote?

Con	<b>39</b>	98	5	1	30	84	10	12	41	37	41	36	35	45	41	36	42	42	44	36	21
Lab	<b>16</b>	0	51	0	3	3	41	11	16	16	8	19	17	15	16	17	13	14	15	21	16
Lib Dem	<b>25</b>	1	36	97	5	3	31	56	20	29	26	31	26	17	27	22	30	25	23	24	22
Other	<b>20</b>	0	9	2	62	10	18	21	22	19	25	13	22	23	17	25	15	20	18	18	41

Other Parties Voting Intention

UKIP	<b>10</b>	0	1	0	61	9	5	10	12	8	7	4	11	15	7	15	10	14	10	8	3
Green	<b>5</b>	0	4	0	0	1	6	9	4	5	8	6	4	2	6	3	5	5	3	6	1
SNP / PCY	<b>4</b>	0	2	2	0	1	5	2	4	5	6	2	6	4	4	5	0	1	3	1	36
BNP	<b>1</b>	0	0	0	1	0	0	0	1	1	3	0	0	1	0	1	0	0	1	2	0
Respect	<b>0</b>	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	1
Other	<b>1</b>	0	0	0	0	0	1	0	0	1	1	1	0	0	1	0	1	0	1	0	0

Non Voters

Would Not Vote	<b>9</b>	0	10	0	6	4	11	5	8	11	6	9	11	8	8	11	7	9	7	13	6
Don't know	<b>8</b>	1	3	0	4	5	7	10	6	11	18	9	8	4	7	10	12	9	9	7	5

Which of the following issues do you think will be most important to you in deciding your vote at the next general election? Please tick up to three

The economy	<b>48</b>	69	47	53	38	57	47	49	56	42	43	53	47	49	53	42	53	46	54	43	49
Immigration & Asylum	<b>41</b>	50	26	24	85	56	33	28	40	41	26	24	45	56	35	49	32	43	47	40	29
Health	<b>38</b>	27	52	49	29	27	50	49	35	41	28	33	39	45	40	35	37	37	41	39	35
Welfare benefits	<b>23</b>	21	30	18	23	21	27	20	22	25	18	29	24	20	21	27	19	23	24	25	26
Europe	<b>22</b>	31	12	18	51	33	12	17	27	17	21	14	22	28	21	23	19	24	25	20	16
Tax	<b>18</b>	22	16	25	13	19	19	21	21	16	20	25	17	14	22	14	16	17	17	18	30
Pensions	<b>16</b>	16	18	16	12	17	18	14	14	18	3	4	16	32	16	17	10	15	16	20	21
Education	<b>15</b>	11	21	22	7	9	19	21	14	16	22	21	15	9	18	12	16	15	12	16	19
Housing	<b>11</b>	7	15	11	8	7	14	12	11	12	22	13	10	7	11	12	27	11	7	9	6
The environment	<b>9</b>	6	10	16	2	5	8	14	8	10	14	12	7	7	11	7	11	9	11	9	5
Crime	<b>8</b>	9	8	7	12	9	8	8	8	8	5	8	10	7	8	9	8	7	10	10	5
Family life & childcare	<b>8</b>	5	12	8	3	6	11	9	6	10	5	16	8	3	8	8	3	10	9	7	9
Transport	<b>4</b>	2	5	7	2	3	4	5	5	2	8	5	3	2	5	3	8	4	3	4	2
None of these	<b>3</b>	1	2	2	0	2	2	1	2	3	2	3	3	1	2	3	1	2	1	3	6
Don't know	<b>4</b>	1	1	1	0	2	3	3	3	4	9	5	3	1	3	4	5	4	3	3	3

Sample Size: 2167 GB Adults  
Fieldwork: 9th - 10th October 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	
<b>Weighted Sample</b>	<b>2167</b>	<b>558</b>	<b>601</b>	<b>151</b>	<b>279</b>	<b>667</b>	<b>548</b>	<b>460</b>	<b>1051</b>	<b>1115</b>	<b>258</b>	<b>549</b>	<b>742</b>	<b>618</b>	<b>1236</b>	<b>931</b>	<b>278</b>	<b>704</b>	<b>464</b>	<b>532</b>	<b>188</b>
Unweighted Sample	2167	516	632	156	286	624	576	470	1043	1123	223	427	879	637	1465	701	276	717	460	472	241
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Who would make the best Prime Minister?**

David Cameron	<b>33</b>	93	5	24	15	68	10	22	38	29	37	33	30	36	38	27	37	34	38	29	24
Ed Miliband	<b>18</b>	0	57	5	1	3	47	12	19	17	12	20	19	16	17	18	16	16	16	24	15
Nick Clegg	<b>6</b>	0	4	42	1	1	5	16	5	6	4	8	6	4	7	5	7	6	6	4	9
Nigel Farage	<b>11</b>	2	3	2	60	14	7	7	13	9	9	6	13	13	8	15	12	12	12	8	10
Don't know	<b>32</b>	5	30	28	24	15	32	43	25	39	38	32	32	30	30	35	28	31	28	36	43

**And who do you think would do the best job at bringing the country together?**

David Cameron	<b>25</b>	76	3	12	9	54	6	13	28	22	25	25	21	29	29	20	28	27	30	19	16
Ed Miliband	<b>20</b>	0	62	7	1	3	50	16	21	18	15	23	20	18	20	19	20	17	18	26	16
Nick Clegg	<b>7</b>	2	6	52	1	2	6	18	7	7	4	10	7	7	9	6	9	8	6	6	10
Nigel Farage	<b>13</b>	4	3	0	70	18	6	9	15	11	9	5	15	18	9	17	13	15	13	10	9
Don't know	<b>35</b>	17	27	29	19	23	32	44	29	42	46	37	37	28	33	38	28	34	33	39	49

**Thinking about Ed Miliband's leadership of the Labour party, do you think he...**

**Has or has not made it clear what he stands for?**

	Sept 28-29	Oct 9-10	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
Has made it clear what he stands for	26	<b>27</b>	12	59	24	13	13	49	27	27	27	28	27	26	26	28	25	30	23	27	30	25
Has not made it clear what he stands for	61	<b>58</b>	80	34	61	77	76	40	58	64	53	44	54	58	67	60	56	53	59	60	56	61
Don't know	14	<b>15</b>	8	7	15	10	11	11	15	10	21	28	19	15	7	13	19	17	17	13	14	14

**Has been a strong or weak leader of his party?**

	Sept 2-3	Oct 9-10	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
A strong leader	19	<b>10</b>	3	25	10	3	3	20	9	9	11	10	12	11	7	9	11	9	8	10	13	8
A weak leader	33	<b>55</b>	80	26	59	76	76	33	54	62	48	47	52	52	64	57	52	54	56	56	50	63
Neither strong nor weak	36	<b>26</b>	14	45	24	19	15	41	29	24	28	20	23	29	26	27	25	27	26	25	27	22
Don't know	12	<b>10</b>	3	3	8	3	6	6	7	5	14	22	13	8	3	7	12	10	10	9	11	6

**Has been timid or ambitious?**

Timid	<b>37</b>	46	28	38	48	44	30	38	46	28	38	42	32	37	38	34	39	36	42	32	38
Ambitious	<b>19</b>	13	36	26	10	12	30	22	18	21	16	20	19	20	19	20	16	20	17	22	19
Neither	<b>32</b>	35	31	27	36	35	33	28	29	34	21	21	38	38	32	31	30	32	30	32	33
Don't know	<b>12</b>	6	5	10	6	9	7	13	7	17	24	17	11	5	10	15	15	12	11	13	9

**Has been decisive or indecisive?**

	Sept 18-19	Oct 9-10	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
Decisive	20	<b>21</b>	7	52	16	5	5	45	21	20	21	20	22	23	17	22	19	20	18	22	25	18
Indecisive	55	<b>55</b>	77	32	54	76	75	37	50	64	46	47	48	52	68	55	54	52	56	55	52	64
Don't know	25	<b>24</b>	16	16	30	18	19	18	29	16	32	34	30	25	15	23	27	29	27	23	23	18



Sample Size: 2167 GB Adults  
Fieldwork: 9th - 10th October 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	
<b>Weighted Sample</b>	<b>2167</b>	<b>558</b>	<b>601</b>	<b>151</b>	<b>279</b>	<b>667</b>	<b>548</b>	<b>460</b>	<b>1051</b>	<b>1115</b>	<b>258</b>	<b>549</b>	<b>742</b>	<b>618</b>	<b>1236</b>	<b>931</b>	<b>278</b>	<b>704</b>	<b>464</b>	<b>532</b>	<b>188</b>	
<b>Unweighted Sample</b>	<b>2167</b>	<b>516</b>	<b>632</b>	<b>156</b>	<b>286</b>	<b>624</b>	<b>576</b>	<b>470</b>	<b>1043</b>	<b>1123</b>	<b>223</b>	<b>427</b>	<b>879</b>	<b>637</b>	<b>1465</b>	<b>701</b>	<b>276</b>	<b>717</b>	<b>460</b>	<b>472</b>	<b>241</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sept 28-29  
Oct 9-10

**Would or would not be up to the job of Prime Minister?**

Would be up to the job of Prime Minister	20	22	3	61	14	5	5	51	20	23	22	20	25	23	21	23	22	20	20	19	31	20
Would not be up to the job of Prime Minister	63	59	92	21	63	88	87	28	57	63	56	51	51	59	70	60	58	58	60	63	54	66
Don't know	18	18	4	18	23	7	7	20	23	14	22	29	24	18	9	17	20	22	21	18	15	13

**Thinking about Ed Miliband's leadership of the Labour party, do you think he is mainly...**

Trying to appeal to mostly Labour voters, with traditional Labour values and policies	30	45	29	24	34	40	29	24	34	27	37	33	27	30	33	27	34	31	29	28	28
Trying to appeal to a broader audience, away from more traditional Labour values and policies	40	32	57	47	31	32	51	44	41	39	30	34	45	44	42	38	34	38	40	43	49
Neither	15	15	7	17	25	17	11	16	14	16	9	16	13	20	12	19	14	16	15	17	11
Don't know	15	8	6	11	10	11	9	16	11	18	24	18	15	7	13	16	19	15	16	12	11

**And what do you think Ed Miliband SHOULD be doing as Labour leader?**

Should try to appeal to mostly Labour voters, with traditional Labour values and policies	26	22	39	19	21	19	34	27	27	25	23	28	27	25	27	25	24	24	29	23	36
Should try to appeal to a broader audience, away from more traditional Labour values and policies	46	52	52	60	45	49	51	46	47	45	37	40	45	55	47	44	48	46	44	47	43
Neither	10	10	3	12	21	13	5	8	11	10	13	10	11	10	10	11	9	11	9	12	9
Don't know	18	16	6	9	13	19	9	18	15	20	27	22	17	10	16	20	19	19	17	17	12

**Do you think the Labour party would do better, worse or about the same at the next election if...**

**They replaced Ed Miliband with a different leader**

Would probably do better	54	71	46	57	56	63	48	55	58	50	48	54	54	56	58	48	52	54	57	50	57
Would probably do worse	6	1	13	9	5	3	11	5	7	6	6	5	7	6	6	7	8	6	5	6	9
Would probably do much the same	26	21	29	26	34	25	28	23	25	26	22	23	25	31	23	30	24	24	26	28	26
Not sure	14	7	11	9	5	9	12	16	10	19	24	18	14	7	13	16	16	16	12	15	8

**They replaced Ed Balls with a different shadow chancellor**

Would probably do better	35	51	21	33	47	52	22	31	41	28	29	28	33	44	37	31	33	35	38	32	35
Would probably do worse	8	6	15	6	5	6	14	6	9	8	7	8	9	8	8	8	9	8	5	11	8
Would probably do much the same	37	32	46	40	37	30	45	38	36	38	36	36	38	36	37	37	34	36	36	37	45
Not sure	20	11	18	21	11	13	19	24	14	26	27	28	20	12	18	24	24	21	21	20	12

Sample Size: 2167 GB Adults  
Fieldwork: 9th - 10th October 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	
<b>Weighted Sample</b>	<b>2167</b>	<b>558</b>	<b>601</b>	<b>151</b>	<b>279</b>	<b>667</b>	<b>548</b>	<b>460</b>	<b>1051</b>	<b>1115</b>	<b>258</b>	<b>549</b>	<b>742</b>	<b>618</b>	<b>1236</b>	<b>931</b>	<b>278</b>	<b>704</b>	<b>464</b>	<b>532</b>	<b>188</b>
<b>Unweighted Sample</b>	<b>2167</b>	<b>516</b>	<b>632</b>	<b>156</b>	<b>286</b>	<b>624</b>	<b>576</b>	<b>470</b>	<b>1043</b>	<b>1123</b>	<b>223</b>	<b>427</b>	<b>879</b>	<b>637</b>	<b>1465</b>	<b>701</b>	<b>276</b>	<b>717</b>	<b>460</b>	<b>472</b>	<b>241</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Sept 18-19	Oct 9-10																				
<b>Do you think each of the following would make a better or worse Labour leader than Ed Miliband?</b>																							
<b>Ed Balls</b>																							
	Would make a better leader	12	11	12	13	16	10	10	14	11	12	10	13	11	14	7	12	9	12	11	10	10	17
	Would make a worse leader	37	36	49	31	35	48	52	28	33	44	29	28	32	34	46	38	34	35	37	41	32	33
	Neither	24	24	20	33	21	22	18	35	22	24	24	23	21	24	27	24	24	23	21	22	27	29
	Don't know, or don't know enough about this person to say	27	29	19	23	28	20	20	23	34	20	38	37	36	29	20	26	33	30	31	27	30	21
<b>Yvette Cooper</b>																							
	Would make a better leader	12	13	13	16	15	11	12	14	15	16	10	12	12	14	13	16	9	17	14	11	11	12
	Would make a worse leader	24	20	30	17	14	33	32	16	12	25	16	13	14	18	31	21	20	18	18	24	21	22
	Neither	21	22	21	29	19	17	20	32	18	24	19	20	20	21	25	21	22	18	20	19	26	26
	Don't know, or don't know enough about this person to say	43	45	35	39	52	38	36	38	54	35	55	55	54	46	31	42	49	47	48	46	42	40
<b>Andy Burnham</b>																							
	Would make a better leader	17	17	16	23	17	15	16	22	17	21	12	11	16	17	18	18	14	16	15	14	19	19
	Would make a worse leader	14	14	18	13	10	19	19	14	9	18	9	10	10	13	19	15	12	15	13	13	14	14
	Neither	20	20	20	25	13	21	20	25	17	23	17	19	16	18	25	20	19	18	19	20	21	23
	Don't know, or don't know enough about this person to say	50	50	45	39	59	44	45	40	57	38	62	60	58	51	37	47	54	51	53	52	46	45
<b>Alan Johnson</b>																							
	Would make a better leader	25	25	32	23	28	34	33	24	24	34	18	16	20	24	36	27	23	28	27	23	23	32
	Would make a worse leader	9	9	11	12	8	11	11	11	8	11	8	7	9	10	10	11	8	11	8	9	9	12
	Neither	19	19	19	26	10	17	19	27	14	22	17	17	16	19	23	18	20	15	17	18	24	21
	Don't know, or don't know enough about this person to say	46	46	38	39	54	39	38	38	54	33	58	59	56	47	31	44	49	46	48	50	44	36
		Sept 18-19	Oct 9-10																				
<b>David Miliband</b>																							
	Would make a better leader	40	42	56	43	48	42	50	43	44	49	36	38	41	41	46	46	38	42	42	43	42	46
	Would make a worse leader	12	9	9	10	8	11	10	10	7	10	8	4	8	10	10	9	9	8	9	8	9	11
	Neither	21	18	13	24	14	24	16	23	15	19	18	17	16	19	21	18	19	18	17	17	19	22
	Don't know, or don't know enough about this person to say	27	30	23	22	30	23	24	24	35	22	38	41	35	30	23	27	34	32	32	32	29	21

Sample Size: 2167 GB Adults  
Fieldwork: 9th - 10th October 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	
<b>Weighted Sample</b>	<b>2167</b>	<b>558</b>	<b>601</b>	<b>151</b>	<b>279</b>	<b>667</b>	<b>548</b>	<b>460</b>	<b>1051</b>	<b>1115</b>	<b>258</b>	<b>549</b>	<b>742</b>	<b>618</b>	<b>1236</b>	<b>931</b>	<b>278</b>	<b>704</b>	<b>464</b>	<b>532</b>	<b>188</b>
<b>Unweighted Sample</b>	<b>2167</b>	<b>516</b>	<b>632</b>	<b>156</b>	<b>286</b>	<b>624</b>	<b>576</b>	<b>470</b>	<b>1043</b>	<b>1123</b>	<b>223</b>	<b>427</b>	<b>879</b>	<b>637</b>	<b>1465</b>	<b>701</b>	<b>276</b>	<b>717</b>	<b>460</b>	<b>472</b>	<b>241</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think was the BEST leader of the Labour party of the past few decades?

John Smith	24	23	25	22	27	25	26	24	25	22	4	14	28	35	25	22	20	21	25	21	41
Tony Blair	23	31	30	23	12	21	29	24	29	18	30	32	23	14	27	18	33	24	19	23	17
Harold Wilson	13	12	12	14	21	15	12	14	14	12	7	3	14	24	10	17	9	13	15	16	11
Gordon Brown	5	3	9	7	3	2	9	5	5	5	8	7	4	2	6	4	6	5	3	6	9
Neil Kinnock	5	2	7	6	6	3	6	6	5	5	2	5	5	4	5	5	4	5	6	5	3
James Callaghan	3	6	1	4	4	5	1	1	3	3	2	1	3	6	3	3	1	3	4	4	4
Michael Foot	1	0	2	0	3	1	2	1	1	2	1	1	2	1	1	2	1	2	1	2	1
Not sure	25	23	15	22	25	28	15	24	17	33	45	36	20	14	24	28	27	28	28	24	14

And which of the following do you think was the WORST leader of the Labour party of the past few decades?

Tony Blair	28	28	21	23	43	31	21	28	26	30	23	21	25	39	25	31	27	26	28	28	33
Gordon Brown	26	37	22	27	27	36	18	25	29	23	17	33	28	23	26	27	23	27	27	27	23
John Smith	1	0	2	3	1	1	3	0	1	1	1	2	1	1	1	1	1	1	1	1	0
Neil Kinnock	7	8	9	7	8	7	9	6	7	7	7	6	9	7	8	6	9	7	7	6	8
Michael Foot	13	13	20	19	9	10	20	13	19	7	5	4	17	19	15	10	14	13	13	11	15
James Callaghan	2	2	3	2	1	1	4	2	2	2	2	1	3	2	2	2	2	2	1	3	4
Harold Wilson	0	1	0	0	1	1	0	1	1	0	0	0	0	1	0	0	1	0	0	0	1
Not sure	23	12	23	20	10	13	26	25	15	30	46	33	18	9	23	23	24	23	23	24	17

And thinking about Ed Miliband, do you think he has been a better or worse Labour leader than....

Gordon Brown?

Miliband has been better	26	22	39	28	22	22	31	27	26	25	22	29	25	25	26	25	26	28	25	24	20
Miliband has been worse	30	37	24	36	30	32	31	30	33	27	30	30	30	30	34	25	33	27	32	26	44
Miliband has been about the same	28	32	26	24	39	34	27	27	30	27	20	21	30	37	26	31	24	27	29	32	28
Don't know	16	8	11	11	9	11	11	16	11	21	28	21	15	8	14	19	17	17	15	18	8

Tony Blair?

Miliband has been better	20	15	26	24	23	17	22	22	18	22	20	21	17	24	18	22	19	20	21	19	22
Miliband has been worse	50	67	48	53	44	57	53	51	59	42	41	51	53	49	56	42	53	48	53	46	54
Miliband has been about the same	14	11	15	13	24	15	14	12	12	16	11	9	15	19	12	17	11	15	11	17	16
Don't know	16	8	11	11	9	11	11	15	10	21	27	20	15	8	14	18	17	17	14	18	8

Neil Kinnock?

Miliband has been better	18	13	29	18	19	16	28	13	20	16	10	13	18	25	16	20	14	17	18	22	14
Miliband has been worse	31	41	24	29	35	37	28	32	35	27	16	24	38	35	32	29	28	29	35	28	43
Miliband has been about the same	22	23	21	23	28	25	22	19	24	20	9	15	24	29	23	19	20	24	21	20	19
Don't know	30	22	26	30	17	23	23	35	22	38	65	48	20	11	29	31	38	30	26	31	24

Sample Size: 2167 GB Adults  
Fieldwork: 9th - 10th October 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	
<b>Weighted Sample</b>	<b>2167</b>	<b>558</b>	<b>601</b>	<b>151</b>	<b>279</b>	<b>667</b>	<b>548</b>	<b>460</b>	<b>1051</b>	<b>1115</b>	<b>258</b>	<b>549</b>	<b>742</b>	<b>618</b>	<b>1236</b>	<b>931</b>	<b>278</b>	<b>704</b>	<b>464</b>	<b>532</b>	<b>188</b>
Unweighted Sample	2167	516	632	156	286	624	576	470	1043	1123	223	427	879	637	1465	701	276	717	460	472	241
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Michael Foot?**

Miliband has been better	22	20	36	26	20	22	32	19	27	17	10	11	26	33	23	21	19	24	24	22	20
Miliband has been worse	21	27	13	18	28	25	17	19	23	18	12	15	23	25	20	21	17	19	21	21	27
Miliband has been about the same	20	24	17	16	29	24	21	16	22	18	7	11	25	27	19	21	18	21	21	18	22
Don't know	37	30	33	40	23	29	30	47	28	46	71	63	26	15	37	38	46	36	34	40	32

	Aug 3-4	Oct 9-10																				
<b>Thinking about UKIP, do you agree or disagree with the following statements?</b>																						
<b>The UK Independence Party is more in tune with the concerns of people like me than the other three parties</b>																						
Strongly agree	14	14	8	2	3	70	21	5	8	16	11	10	7	14	21	10	19	14	16	14	12	9
Tend to agree	20	22	29	17	17	29	30	22	15	22	21	7	19	24	28	19	26	13	24	27	21	19
<b>TOTAL AGREE</b>	<b>34</b>	<b>36</b>	<b>37</b>	<b>19</b>	<b>20</b>	<b>99</b>	<b>51</b>	<b>27</b>	<b>23</b>	<b>38</b>	<b>32</b>	<b>17</b>	<b>26</b>	<b>38</b>	<b>49</b>	<b>29</b>	<b>45</b>	<b>27</b>	<b>40</b>	<b>41</b>	<b>33</b>	<b>28</b>
Tend to disagree	15	17	30	17	14	0	20	15	18	17	17	21	17	16	16	18	15	18	17	15	17	16
Strongly disagree	32	34	25	55	61	0	20	48	49	35	34	41	41	31	29	42	24	41	31	32	34	46
<b>TOTAL DISAGREE</b>	<b>47</b>	<b>51</b>	<b>55</b>	<b>72</b>	<b>75</b>	<b>0</b>	<b>40</b>	<b>63</b>	<b>67</b>	<b>52</b>	<b>51</b>	<b>62</b>	<b>58</b>	<b>47</b>	<b>45</b>	<b>60</b>	<b>39</b>	<b>59</b>	<b>48</b>	<b>47</b>	<b>51</b>	<b>62</b>
Don't know	17	13	7	8	6	1	9	10	10	9	17	21	16	15	6	11	16	14	12	13	15	10
<b>Leading politicians in the UK Independence Party are more trustworthy than those of the other three parties</b>																						
Strongly agree	5	4	2	2	4	20	5	2	4	4	4	5	4	4	6	3	6	5	6	4	4	2
Tend to agree	9	10	7	4	6	41	14	8	7	12	8	4	9	11	13	8	13	8	11	12	10	8
<b>TOTAL AGREE</b>	<b>14</b>	<b>14</b>	<b>9</b>	<b>6</b>	<b>10</b>	<b>61</b>	<b>19</b>	<b>10</b>	<b>11</b>	<b>16</b>	<b>12</b>	<b>9</b>	<b>13</b>	<b>15</b>	<b>19</b>	<b>11</b>	<b>19</b>	<b>13</b>	<b>17</b>	<b>16</b>	<b>14</b>	<b>10</b>
Tend to disagree	22	22	38	21	14	9	31	19	19	23	21	20	18	23	25	23	21	21	24	25	20	19
Strongly disagree	40	39	35	58	62	1	26	53	51	40	37	42	46	36	33	47	28	45	35	34	42	46
<b>TOTAL DISAGREE</b>	<b>62</b>	<b>61</b>	<b>73</b>	<b>79</b>	<b>76</b>	<b>10</b>	<b>57</b>	<b>72</b>	<b>70</b>	<b>63</b>	<b>58</b>	<b>62</b>	<b>64</b>	<b>59</b>	<b>58</b>	<b>70</b>	<b>49</b>	<b>66</b>	<b>59</b>	<b>59</b>	<b>62</b>	<b>65</b>
Don't know	25	24	19	14	13	29	24	19	19	20	28	29	22	25	23	19	32	21	25	25	25	25
<b>A vote for the UK Independence Party at the next general election would be a wasted vote</b>																						
Strongly agree	25	21	27	33	27	1	18	30	21	24	19	20	21	19	25	26	16	28	21	21	18	24
Tend to agree	24	26	36	29	32	7	33	22	28	24	28	23	25	25	27	24	27	20	27	26	26	26
<b>TOTAL AGREE</b>	<b>49</b>	<b>47</b>	<b>63</b>	<b>62</b>	<b>59</b>	<b>8</b>	<b>51</b>	<b>52</b>	<b>49</b>	<b>48</b>	<b>47</b>	<b>43</b>	<b>46</b>	<b>44</b>	<b>52</b>	<b>50</b>	<b>43</b>	<b>48</b>	<b>48</b>	<b>47</b>	<b>44</b>	<b>50</b>
Tend to disagree	17	22	21	16	20	35	23	21	22	21	22	17	24	21	22	23	20	20	22	23	21	20
Strongly disagree	14	14	6	8	9	54	14	11	14	16	12	15	9	16	16	12	17	15	14	14	14	14
<b>TOTAL DISAGREE</b>	<b>31</b>	<b>36</b>	<b>27</b>	<b>24</b>	<b>29</b>	<b>89</b>	<b>37</b>	<b>32</b>	<b>36</b>	<b>37</b>	<b>34</b>	<b>32</b>	<b>33</b>	<b>37</b>	<b>38</b>	<b>35</b>	<b>37</b>	<b>35</b>	<b>36</b>	<b>37</b>	<b>35</b>	<b>34</b>
Don't know	20	17	10	14	12	3	12	16	15	14	20	25	21	19	9	15	20	17	16	17	20	16

Sample Size: 2167 GB Adults  
Fieldwork: 9th - 10th October 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	
<b>Weighted Sample</b>	<b>2167</b>	<b>558</b>	<b>601</b>	<b>151</b>	<b>279</b>	<b>667</b>	<b>548</b>	<b>460</b>	<b>1051</b>	<b>1115</b>	<b>258</b>	<b>549</b>	<b>742</b>	<b>618</b>	<b>1236</b>	<b>931</b>	<b>278</b>	<b>704</b>	<b>464</b>	<b>532</b>	<b>188</b>	
Unweighted Sample	2167	516	632	156	286	624	576	470	1043	1123	223	427	879	637	1465	701	276	717	460	472	241	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Aug 3-4	Oct 9-10																				
<b>The UK Independence Party is full of oddballs and extremists</b>																						
Strongly agree	24	25	17	42	39	1	13	37	33	26	24	26	31	25	20	29	20	33	23	22	24	31
Tend to agree	28	28	39	29	31	11	30	27	32	28	27	27	27	26	31	30	25	22	29	28	27	33
<b>TOTAL AGREE</b>	<b>52</b>	<b>53</b>	<b>56</b>	<b>71</b>	<b>70</b>	<b>12</b>	<b>43</b>	<b>64</b>	<b>65</b>	<b>54</b>	<b>51</b>	<b>53</b>	<b>58</b>	<b>51</b>	<b>51</b>	<b>59</b>	<b>45</b>	<b>55</b>	<b>52</b>	<b>50</b>	<b>51</b>	<b>64</b>
Tend to disagree	17	18	26	12	11	32	28	13	12	20	17	13	16	18	22	17	20	17	19	20	18	12
Strongly disagree	10	12	7	6	6	49	14	9	8	14	10	11	7	13	14	10	14	11	11	14	12	10
<b>TOTAL DISAGREE</b>	<b>27</b>	<b>30</b>	<b>33</b>	<b>18</b>	<b>17</b>	<b>81</b>	<b>42</b>	<b>22</b>	<b>20</b>	<b>34</b>	<b>27</b>	<b>24</b>	<b>23</b>	<b>31</b>	<b>36</b>	<b>27</b>	<b>34</b>	<b>28</b>	<b>30</b>	<b>34</b>	<b>30</b>	<b>22</b>
Don't know	20	17	12	11	13	8	14	14	14	13	22	23	19	18	12	14	22	17	18	16	19	14

	April 24-25	Oct 9-10																				
<b>Thinking about UKIP, which of the following best reflects your view?</b>																						
They are a serious party with workable policies who could make a genuine contribution to running the country	20	18	14	6	4	71	26	9	11	20	15	13	12	19	23	15	21	17	20	20	15	12
They are a protest party for people who are unhappy with the main parties, they don't have realistic policies for running the country	57	62	73	77	79	20	57	71	70	64	59	55	65	58	65	67	54	60	60	62	62	68
Neither of these	10	11	9	11	11	6	10	12	11	9	12	15	10	12	8	11	10	12	10	7	13	13
Don't know	12	10	4	5	6	3	7	7	8	6	14	16	13	11	4	7	14	11	11	10	10	6

	Oct 7-8	Oct 9-10																				
<b>Do you think UKIP is or is not a racist party?</b>																						
Is a racist party	38	41	30	63	60	4	24	57	52	37	44	49	48	38	34	46	34	46	36	39	42	50
Is not a racist party	44	41	52	23	27	92	57	26	32	48	34	33	32	43	50	36	48	41	42	44	40	30
Don't know	18	19	18	14	13	4	20	17	16	15	22	18	20	19	17	18	19	13	22	17	17	20

	Oct 2-3	Oct 9-10																				
<b>Do you approve or disapprove of...the RAF taking part in air strike operations against Islamic State/ISIS?</b>																						
Approve	58	59	80	59	52	68	73	57	56	71	49	51	52	61	67	61	57	61	59	60	59	58
Disapprove	25	22	11	23	30	23	15	25	22	18	27	24	24	21	23	23	22	17	23	22	22	31
Don't know	18	18	9	18	17	9	12	19	21	11	25	25	24	19	10	16	21	22	18	18	19	11

Sample Size: 2167 GB Adults  
Fieldwork: 9th - 10th October 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	
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Unweighted Sample	2167	516	632	156	286	624	576	470	1043	1123	223	427	879	637	1465	701	276	717	460	472	241	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 2-3	Oct 9-10																				
<b>Would approve or disapprove of...The RAF taking part in air strike operations against Islamic State/ISIS in Syria?</b>																						
Approve	52	54	72	54	46	61	66	52	51	65	44	45	48	56	60	55	52	53	54	55	54	52
Disapprove	27	25	14	26	31	27	17	27	26	21	28	25	26	23	25	25	24	21	24	25	23	34
Don't know	20	21	14	20	22	12	17	21	23	14	29	29	25	20	16	20	24	25	21	20	23	14

	Oct 2-3	Oct 9-10																				
<b>Would you approve or disapprove of Britain and the USA sending ground troops back into Iraq to help fight Islamic State/ISIS?</b>																						
Approve	28	32	40	36	24	34	37	36	27	41	24	30	32	34	31	32	33	37	29	32	35	31
Disapprove	51	47	41	46	63	54	44	46	50	44	50	45	43	45	53	48	45	42	49	49	41	57
Don't know	21	21	20	18	13	12	19	18	23	15	26	26	24	20	16	20	22	21	22	20	24	11

	Oct 2-3	Oct 9-10																				
<b>Do you think Western air strikes supporting Kurdish and Iraqi troops will be enough to defeat ISIS, or would it require ground troops from Western or other countries?</b>																						
The combination of Western air strikes and Kurdish and Iraqi troops should be enough to defeat ISIS	14	14	17	14	16	14	17	11	14	18	10	15	16	12	13	13	15	12	13	15	14	14
Western airstrikes and Kurdish and Iraqi troops probably won't be enough to defeat ISIS, ground troops will be needed from elsewhere	60	60	66	62	57	71	65	63	56	65	55	45	51	63	69	61	57	58	58	59	62	62
Don't know	26	26	17	24	27	15	18	26	29	18	35	39	32	24	18	26	28	30	28	25	24	24

	Sept 25-26	Oct 9-10																				
<b>Thinking about British citizens who are being held hostage by Islamic State/ISIS, which of the following best reflects your view?</b>																						
Britain should be prepared to pay ransoms for their release if it is the best chance of saving their lives	9	9	4	12	11	7	5	13	9	8	11	11	10	9	8	9	10	9	9	7	10	11
Britain should never pay ransoms, as it encourages more kidnaps and gives the kidnappers money to buy more weapons	68	67	84	67	64	76	78	63	63	76	58	59	63	67	74	69	64	63	67	70	65	69
Neither	8	9	5	8	11	8	5	9	11	6	11	9	7	8	10	8	10	11	8	6	10	8
Don't know	14	15	7	13	15	9	12	15	16	10	21	21	20	16	8	15	16	16	15	17	15	12

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Fieldwork: 9th - 10th October 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	
<b>Weighted Sample</b>	<b>2167</b>	<b>558</b>	<b>601</b>	<b>151</b>	<b>279</b>	<b>667</b>	<b>548</b>	<b>460</b>	<b>1051</b>	<b>1115</b>	<b>258</b>	<b>549</b>	<b>742</b>	<b>618</b>	<b>1236</b>	<b>931</b>	<b>278</b>	<b>704</b>	<b>464</b>	<b>532</b>	<b>188</b>
Unweighted Sample	2167	516	632	156	286	624	576	470	1043	1123	223	427	879	637	1465	701	276	717	460	472	241
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think Britain should or should not negotiate other deals with Islamic State/ISIS for the release of hostages, such as prisoner-hostage swaps?

Should	<b>27</b>	19	31	28	27	19	35	30	25	28	19	25	27	32	28	26	21	26	26	28	37
Should not	<b>49</b>	59	49	50	60	58	43	45	59	40	48	48	51	49	49	49	51	50	51	47	46
Don't know	<b>24</b>	22	19	22	14	22	22	26	16	32	32	28	23	19	23	26	28	24	23	25	17

Do you think the media in Britain should or should not report the holding and murder of hostages by ISIS?

Should be reported	<b>53</b>	56	59	53	56	54	56	51	55	50	45	47	56	56	54	51	52	54	53	50	58
Should not be reported	<b>30</b>	32	28	34	34	32	29	31	32	28	31	29	28	33	30	29	26	30	31	31	31
Don't know	<b>17</b>	12	13	13	10	15	15	18	12	22	24	24	16	11	15	20	23	16	16	19	12

Do you think there should or should not be compulsory scanning (such as temperature checks) of people arriving in the UK from countries in Africa affected by Ebola?

Should	<b>78</b>	85	79	72	89	83	78	78	77	80	69	75	79	84	77	81	73	79	83	78	74
Should not	<b>9</b>	8	11	12	5	7	9	11	10	8	12	9	9	7	12	5	11	8	7	8	14
Don't know	<b>13</b>	7	11	16	6	10	13	12	13	12	18	16	12	9	12	14	16	13	9	14	12

And do you think there should or should not be a total ban on people entering the UK from countries in Africa affected by Ebola?

Should	<b>50</b>	51	46	32	81	58	48	41	49	51	37	42	53	60	44	58	44	50	58	49	45
Should not	<b>34</b>	35	41	49	11	28	39	40	37	30	42	40	32	26	41	24	39	32	27	35	43
Don't know	<b>16</b>	14	12	19	8	14	13	18	14	18	21	18	15	14	15	17	17	18	15	17	13

## 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.
<b>Age and Gender</b>		
Male 18 to 24	95	130
Male 25 to 39	172	273
Male 40 to 59	448	366
Male 60 +	328	282
Female 18 to 24	128	128
Female 25 to 39	255	276
Female 40 to 59	431	375
Female 60 +	310	338
<b>Region</b>		
North England	473	534
Midlands	307	356
East	183	208
London	276	278
South England	534	496
Wales	153	109
Scotland	241	188
<b>Social Grade</b>		
AB	828	607
C1	637	629
C2	296	456
DE	406	477
<b>Newspaper Type</b>		
Express / Mail	441	307
Sun / Star	257	436
Mirror / Record	157	191
Guardian / Independent	199	95
FT / Times / Telegraph	138	174
Other Paper	311	250
No Paper	664	716
<b>Political Party Identification</b>		
Labour	717	686
Conservative	562	602
Liberal Democrat	200	206
SNP/Plaid Cymru	59	41
Others	157	106
None/ DK	472	526

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](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)