

YouGov / Sun on Sunday Survey Results

Sample Size: 2314 GB Adults

Fieldwork: 19th - 21st November 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	Sun Readers
Weighted Sample	2314	615	636	144	284	690	582	458	1122	1192	275	585	791	662	1319	995	296	752	495	569	201	445
Unweighted Sample	2314	567	663	136	308	641	626	464	1160	1154	174	486	1021	633	1488	826	267	729	480	530	308	427
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	75	5	14	32	33	26	28	32	40	35	30	36	38	32	28	22	38
Lab	34	0	100	0	0	4	77	32	33	35	32	40	35	28	33	35	38	24	40	42	23	25
Lib Dem	8	0	0	100	0	1	1	27	7	9	10	10	7	5	9	6	7	10	5	7	8	3
Other	26	0	0	0	100	19	16	27	28	23	32	22	25	26	24	29	19	27	23	22	47	34

Other Parties Voting Intention

UKIP	15	0	0	0	100	18	7	13	16	14	10	9	16	21	12	20	14	20	15	14	2	28
Green	5	0	0	0	0	1	4	11	6	5	14	8	5	1	7	4	4	6	5	7	4	0
SNP / PCY	4	0	0	0	0	0	4	2	5	4	9	4	3	4	4	4	0	1	2	0	41	4
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Respect	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0
Other	0	0	0	0	0	0	1	0	1	0	0	1	0	0	1	0	0	0	1	0	0	0

Non Voters

Would Not Vote	6	0	0	0	0	2	1	2	4	8	13	10	4	3	4	9	9	7	4	6	3	12
Don't know	13	0	0	0	0	9	12	14	7	18	13	14	13	11	11	15	12	13	12	12	15	15

Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

	Nov 10-11	Nov 19-21																					
What are the most important issues for you at this time? Please																							
Immigration & Asylum	55	53	64	39	34	89	68	47	39	49	56	29	42	56	68	46	61	44	57	56	56	34	75
The economy	52	51	61	55	58	40	56	51	54	58	45	49	50	54	49	56	45	50	52	49	49	65	39
Health	39	35	28	48	34	20	27	46	43	31	40	35	30	36	40	36	34	31	34	39	36	35	22
Welfare benefits	23	29	36	24	26	30	36	27	24	25	32	18	27	32	32	27	32	21	29	33	28	31	33
Europe	24	23	35	12	12	46	35	15	19	27	20	18	14	23	34	23	24	20	26	25	22	18	27
Housing	16	17	11	23	26	10	12	19	23	18	17	20	21	16	15	18	17	33	18	11	14	17	13
Education	13	13	11	16	18	6	10	12	17	13	13	25	15	12	8	17	8	16	12	12	14	13	6
Crime	10	10	9	9	4	18	10	10	6	9	11	6	13	9	10	8	12	14	8	10	11	7	14
Pensions	11	10	7	9	12	9	8	11	11	10	9	4	7	10	13	10	9	9	8	8	11	18	12
The environment	9	10	5	11	20	2	5	11	13	11	8	18	10	9	6	12	7	10	11	7	9	12	2
Tax	8	9	9	12	8	8	7	9	9	10	8	15	11	9	6	11	8	12	9	7	11	10	9
Family life & childcare	6	6	4	9	7	5	4	8	8	5	8	8	10	6	4	6	7	4	5	8	7	9	6
Transport	3	3	2	5	8	1	3	3	4	5	2	5	5	3	2	4	2	5	3	3	3	1	2
None of these	1	1	0	0	0	0	0	1	0	1	1	1	1	0	0	1	0	0	0	1	1	1	1
Don't know	4	3	0	1	2	0	1	2	3	2	3	7	4	1	0	1	4	3	2	2	3	4	6

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Unweighted Sample	2314	567	663	136	308	641	626	464	1160	1154	174	486	1021	633	1488	826	267	729	480	530	308	427
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of the following do you think are the most important issues facing you and your family? Please tick up to three.

		Nov 10-11	Nov 19-21																					
The economy	44	47	51	53	45	46	49	50	49	51	44	40	44	51	49	51	43	46	46	45	49	53	37	
Health	39	36	35	45	32	23	32	45	39	34	38	31	24	37	46	36	36	30	34	40	37	35	26	
Pensions	26	24	28	21	24	27	29	23	26	22	26	8	12	25	40	26	21	17	25	23	24	34	23	
Immigration & Asylum	18	20	26	13	8	46	29	16	11	22	17	8	11	21	30	17	24	22	20	20	20	9	34	
Tax	18	20	26	18	25	19	26	16	20	22	18	28	25	19	14	23	16	16	23	19	18	21	16	
Welfare benefits	13	14	12	18	13	13	14	18	10	15	14	13	14	17	13	10	21	16	12	17	14	15	18	
Education	14	13	11	14	22	8	9	14	14	12	14	26	15	14	5	15	10	17	12	14	10	18	8	
Housing	13	13	9	15	15	13	8	12	18	14	13	22	23	9	7	13	14	26	15	10	8	12	12	
Family life & childcare	13	12	10	12	16	9	10	12	13	10	14	8	23	10	5	12	11	8	11	13	12	15	11	
Europe	10	10	14	5	5	25	17	6	6	13	8	6	4	10	18	10	11	9	11	11	9	10	11	
The environment	10	9	8	8	21	3	6	9	15	10	8	10	9	9	10	11	6	9	11	10	7	9	4	
Crime	6	7	7	7	3	14	8	8	4	8	7	2	6	8	10	6	8	8	6	8	9	3	11	
Transport	7	7	6	9	8	3	6	6	11	8	6	11	9	6	5	8	6	11	7	7	7	5	3	
None of these	4	4	5	3	3	2	5	4	3	4	5	7	4	4	4	4	5	4	4	5	4	5	7	
Don't know	5	3	1	2	3	2	2	3	4	2	4	6	7	2	1	2	5	3	3	4	4	3	6	

Which of these would make the best Prime Minister?

David Cameron	32	90	6	16	14	71	9	19	35	29	27	29	30	39	35	28	32	37	33	27	24	33	
Ed Miliband	16	0	54	4	0	2	41	14	19	13	13	16	17	16	16	16	17	12	19	18	12	6	
Nigel Farage	9	3	3	4	53	11	6	6	12	7	9	5	9	14	8	11	8	11	8	11	3	17	
Natalie Bennett	4	0	5	1	1	1	5	8	5	3	9	6	4	2	5	3	5	3	4	5	7	1	
Nick Clegg	3	1	1	37	1	0	1	10	3	3	3	4	4	1	4	3	2	5	3	2	4	2	
Don't Know	36	6	33	38	31	15	38	43	26	45	39	40	36	29	32	40	34	33	33	37	49	41	

Who would you most trust to make the right decisions to improve the state of the economy?

David Cameron and George Osbourne	36	93	5	21	34	78	11	23	41	31	31	30	35	45	39	32	34	42	36	32	24	36	
Ed Miliband and Ed Balls	22	1	68	6	4	2	54	21	26	19	22	23	23	21	23	21	28	15	26	27	21	10	
Nick Clegg and Danny Alexander	5	1	2	41	2	1	3	15	5	5	5	5	6	3	6	3	5	7	4	3	6	3	
Don't Know	37	6	26	32	60	19	33	41	28	45	42	42	36	31	32	43	34	36	34	38	48	51	

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Weighted Sample
Unweighted Sample

	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	Sun Readers	
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2314	567	663	136	308	641	626	464	1160	1154	174	486	1021	633	1488	826	267	729	480	530	308	427	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Thinking about the current state of the economy, which of the following best reflects your view of the current situation?

The economy is still getting worse	24	3	36	18	32	10	36	23	22	25	15	20	28	24	20	28	25	21	27	23	25	22
The economy has stopped getting worse, but there are no signs of recovery yet	34	18	44	35	37	24	42	39	31	36	32	35	32	35	34	33	29	31	36	35	40	33
The economy has stopped getting worse, and is starting to show signs of recovery	32	66	14	37	26	54	14	30	37	28	32	29	32	35	36	27	35	37	29	28	28	31
The economy is improving and on the way to full recovery	4	10	1	5	2	8	2	2	6	2	4	6	3	4	4	4	4	5	3	5	1	4
Don't Know	7	2	5	5	3	3	6	6	4	9	17	10	5	2	5	8	7	6	6	8	5	10

June 11-12
Nov 19-21

And now thinking about your local area, do you think...

There are more or fewer jobs available than a year ago?

More jobs available	21	20	39	12	29	11	32	12	20	24	15	19	21	17	21	24	14	25	23	18	15	16	17
No difference	31	38	31	41	28	41	34	38	38	38	38	38	39	41	33	38	38	36	38	39	38	41	36
Fewer jobs available	30	23	11	30	22	31	14	31	22	19	26	17	19	25	26	18	28	15	20	24	28	25	27
Don't Know	19	20	19	17	21	17	20	19	19	19	21	26	21	17	20	20	19	24	19	19	19	18	19

People have more or less money to spend than a year ago?

More than a year ago	15	12	24	6	15	8	19	6	13	14	10	14	17	9	10	14	9	14	12	10	13	10	10
No difference	28	36	45	29	38	34	42	28	35	36	35	38	40	33	34	37	34	34	37	34	34	39	34
Less than a year ago	49	44	24	59	34	53	32	60	45	42	46	29	32	52	51	40	49	41	42	47	46	44	46
Don't Know	8	8	7	5	13	4	7	6	7	7	9	19	11	5	5	8	8	11	9	8	7	6	10

People are more or less positive about the future than they were a year ago?

More positive about the future	25	19	41	10	22	11	32	10	19	22	17	21	23	17	19	23	15	25	22	18	16	16	17
No difference	34	40	42	37	44	43	43	34	42	41	39	39	39	42	39	41	39	34	40	41	41	41	36
Less positive about the future	31	31	11	47	17	41	18	48	30	29	34	21	26	36	35	28	36	30	29	33	33	34	35
Don't Know	11	9	6	7	16	4	7	8	9	8	11	19	12	6	7	9	10	11	9	9	9	8	12

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

Which of the following have you done in the LAST
TWELVE MONTHS? Please select all that apply.

Been on a holiday abroad	44	50	43	48	38	48	44	47	44	44	44	43	42	48	51	35	50	43	41	44	48	41
Been on a holiday in Britain	43	46	41	59	37	46	38	50	40	45	38	42	43	44	48	35	32	44	45	42	46	36
Redecorated or renovated my home	18	23	16	25	15	22	17	20	17	20	8	18	19	22	19	17	16	17	18	22	19	18
Bought a new or second-hand car	15	19	13	14	14	17	12	16	15	15	8	17	16	16	17	13	7	16	17	16	19	15
Made a major household purchase (any item costing more than £500)	15	21	12	19	13	20	12	18	16	14	6	12	18	18	17	12	13	16	12	15	19	12
Moved house	10	8	10	11	6	9	7	10	10	10	26	15	5	4	11	8	15	9	6	10	13	7
None of these	23	18	26	13	31	18	26	20	24	23	28	20	24	24	17	32	26	22	25	24	20	28

And which of the following are you intending to do in the
NEXT TWELVE MONTHS? Please select all that apply.

Been on a holiday abroad	47	59	43	50	37	55	40	52	48	46	48	47	44	50	55	37	50	45	44	48	54	45
Been on a holiday in Britain	38	44	36	54	32	42	34	40	37	39	31	36	37	44	42	33	31	39	38	40	41	33
Redecorated or renovated my home	21	27	17	28	22	25	20	20	19	23	9	17	24	27	23	19	18	20	24	22	22	22
Made a major household purchase (any item costing more than £500)	13	20	11	14	8	18	12	12	15	12	11	13	14	14	17	9	16	13	13	13	13	12
Bought a new or second-hand car	10	12	10	7	8	11	9	9	11	8	13	10	9	9	11	8	10	9	10	9	11	7
Moved house	10	9	10	11	4	8	8	12	10	10	24	15	6	4	12	8	13	10	9	10	9	8
None of these	26	15	29	12	36	20	31	21	25	26	27	24	28	23	18	35	29	26	24	25	23	30

Thinking about how much you spend on the following
items, have you been trying to cut back over the last
year, have you let yourself spend a bit more, or has your
spending stayed about the same?

Going out to the pub, restaurant or cinema

I have tried to cut back on this	36	27	42	32	39	29	40	39	34	38	39	46	39	23	37	35	37	38	36	34	33	37
I have let myself spend a bit more on this	7	8	8	9	7	7	7	7	10	5	17	10	4	5	10	4	11	6	6	9	6	5
I have tried to spend about the same on this	38	50	30	50	33	46	33	42	41	35	34	29	37	48	42	32	35	37	40	36	43	33
Not sure	4	4	3	4	3	3	4	2	4	3	4	4	4	3	3	5	5	5	3	3	2	4
Not applicable - I never spend money on this	15	11	17	6	18	14	15	11	11	18	7	11	16	21	9	23	12	14	15	18	16	21

Heating my home

I have tried to cut back on this	41	34	46	35	53	38	47	40	38	44	25	37	51	41	39	44	38	42	42	44	36	43
I have let myself spend a bit more on this	9	10	9	7	6	10	9	7	11	7	12	10	5	10	10	8	12	8	8	9	8	10
I have tried to spend about the same on this	42	51	36	51	39	48	37	47	42	42	31	42	41	48	44	40	40	42	44	38	48	41
Not sure	5	3	5	5	2	3	4	4	6	4	11	7	2	1	4	5	6	5	3	5	4	3
Not applicable - I never spend money on this	4	3	3	2	1	2	2	2	4	4	21	3	1	0	3	4	4	3	4	4	4	4

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Clothes and shoes																							
	I have tried to cut back on this	44	33	51	41	51	37	51	45	35	52	36	44	50	40	42	47	43	45	44	44	40	44
	I have let myself spend a bit more on this	8	10	9	12	5	9	7	9	9	8	15	10	5	8	10	6	9	9	7	7	9	8
	I have tried to spent about the same on this	41	52	34	40	38	48	34	41	49	35	39	40	39	46	43	39	42	39	43	42	45	40
	Not sure	4	3	5	8	4	4	6	3	6	3	7	5	4	4	4	5	4	6	4	5	2	5
	Not applicable - I never spend money on this	2	2	1	0	2	2	2	2	1	2	3	2	2	1	1	3	3	1	2	2	3	3
Food and groceries																							
	I have tried to cut back on this	35	25	42	33	42	28	40	37	29	41	30	33	45	28	31	40	28	36	39	36	30	35
	I have let myself spend a bit more on this	12	17	11	12	9	15	12	10	15	10	13	14	8	15	13	11	11	12	12	13	13	15
	I have tried to spent about the same on this	49	56	44	49	46	54	43	52	51	46	43	48	45	55	52	44	56	47	46	47	54	46
	Not sure	3	2	2	4	2	2	4	1	4	2	9	4	2	1	3	4	3	4	2	4	2	3
	Not applicable - I never spend money on this	1	1	1	2	1	0	1	1	1	1	6	1	0	0	1	1	2	1	1	1	1	1
Household repairs and decorating																							
	I have tried to cut back on this	30	19	36	25	46	25	36	28	27	33	21	25	39	28	27	35	23	30	33	33	26	34
	I have let myself spend a bit more on this	14	20	12	18	10	17	12	14	14	14	10	15	13	16	16	11	14	14	14	15	14	13
	I have tried to spent about the same on this	35	44	30	40	30	41	32	41	39	32	21	35	35	42	40	30	33	36	37	33	39	33
	Not sure	8	8	7	9	4	8	7	6	7	8	10	10	5	8	7	8	10	9	7	7	4	9
	Not applicable - I never spend money on this	13	9	15	8	11	8	12	12	13	13	39	15	8	7	10	16	20	12	10	12	16	12
Membership of a gym or sports club																							
	I have tried to cut back on this	11	10	11	12	10	9	11	7	11	10	15	16	10	4	12	8	8	10	12	11	9	10
	I have let myself spend a bit more on this	4	4	4	4	2	3	5	5	5	3	9	6	2	2	6	1	6	3	3	5	4	3
	I have tried to spent about the same on this	15	20	15	20	9	18	15	15	18	12	13	22	13	11	18	10	22	15	10	14	19	10
	Not sure	2	2	2	3	1	2	3	1	2	2	6	4	1	0	2	3	4	2	2	3	0	3
	Not applicable - I never spend money on this	68	65	68	61	78	69	67	72	63	73	57	51	73	82	61	77	59	71	73	66	68	74
Thinking about Christmas this year, will you be...																							
	Trying to cut back and spend less than last year	41	32	48	33	46	34	45	46	35	46	31	43	46	37	36	47	35	43	43	38	43	47
	Letting myself spend a bit more than I did last year	8	10	8	10	6	8	8	7	10	6	15	11	6	6	9	7	10	9	7	8	8	6
	Trying to spend about the same as last year	46	55	41	52	45	55	42	44	50	44	43	41	45	54	51	40	47	45	48	48	46	42
	Don't know	5	3	3	5	3	2	4	3	5	4	11	5	3	3	4	5	8	3	3	6	4	5
Which, if any, of the following will you be doing to try and save money this Christmas compared to last year?																							
<i>[This question was only asked to respondents who are trying to spend less; n=962]</i>																							
	Spending less on presents than last year	85	83	83	87	88	89	80	89	82	87	78	82	89	85	86	84	79	87	84	86	86	83
	Spending less on other food than last year	44	36	47	31	50	48	47	40	41	47	19	37	50	53	43	46	40	45	50	47	31	43
	Spending less on alcohol than last year	37	27	42	36	44	35	43	38	41	34	20	32	41	44	36	38	39	36	41	39	28	30
	Spending less on Christmas dinner than last year	26	21	28	13	28	24	25	30	30	23	18	22	31	25	27	25	29	28	25	25	22	22
	Going out to fewer parties than last year	21	14	22	15	23	17	22	21	23	19	21	24	21	16	21	20	29	19	18	21	23	18
	Not sending Christmas cards when I usually do	19	15	20	17	21	20	21	19	20	19	10	19	19	23	20	19	15	18	24	19	21	18
	I am not planning to do any of these things	3	3	4	2	4	2	4	3	4	3	0	4	3	4	2	5	10	2	0	5	3	3
	Don't know	3	5	3	1	1	2	2	2	4	2	12	2	2	0	2	3	1	3	2	3	3	3

Sample Size: 2314 GB Adults
Fieldwork: 19th - 21st November 2014

Weighted Sample
Unweighted Sample

	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	Sun Readers	
2314	615	636	144	284	690	582	458	1122	1192	275	585	791	662	1319	995	296	752	495	569	201	445	
2314	567	663	136	308	641	626	464	1160	1154	174	486	1021	633	1488	826	267	729	480	530	308	427	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Thinking about your housing costs, such as mortgage interest or rent, which of the following best applies to you?

I struggle to pay my mortgage/rent and am often behind or miss payments	3	2	2	2	4	2	2	3	3	2	3	3	4	1	2	3	2	3	3	1	2	5
I am managing to pay my mortgage/rent but it is often difficult to find the money	11	6	13	11	17	8	14	11	11	11	12	12	14	6	9	14	13	11	10	12	8	14
I don't have much money to spare, but I can normally pay my mortgage/rent without difficulty	26	20	30	27	24	22	29	24	25	26	30	34	28	14	26	25	21	28	26	26	22	25
I do not face any problems keeping up with my mortgage/rent payments	24	31	21	25	13	27	19	26	27	21	21	33	27	13	28	18	30	24	20	21	30	22
Not sure	2	2	2	4	2	1	3	2	3	2	4	3	2	0	2	3	2	2	3	3	1	3
Not applicable - I do not pay any mortgage or rent (e.g. I own my house outright, or live rent-free)	35	40	32	30	40	39	33	34	31	38	30	14	25	66	33	37	31	32	37	36	36	31

Looking forward, do you expect to be able to buy your own home in the future?

[This question was only asked to respondents who are currently privately renting, or living with relatives; n=478]

Yes, I am currently looking to buy a home	5	8	5	2	6	7	7	5	4	7	4	7	6	3	7	3	7	4	8	4	6	8
Yes, I could afford to take a mortgage and a home, but am not currently looking	7	7	9	19	0	7	9	5	8	6	4	9	9	5	7	6	2	9	6	8	8	4
Yes, I could not currently afford to take a mortgage and buy a home, but I expect I will be able to in the future	29	40	26	36	18	20	34	28	32	27	48	24	6	8	33	25	33	21	35	29	46	20
No, I would like to be able to buy a home, but I doubt I will ever be able to afford it	38	26	42	24	44	44	30	46	36	40	27	46	47	31	39	35	36	45	33	38	20	31
No, I would not want to buy a home anyway	11	11	11	3	26	15	13	9	12	11	3	7	26	50	7	18	7	14	13	11	7	21
Don't know	9	8	7	15	6	7	7	6	9	9	13	8	6	4	6	13	15	7	6	10	13	16

Thinking about the state pension and any private or company pension or investments you have or plan to make, do you think you will or will not have enough money to live on when you come to retire?

I probably will have enough money to live on when I come to retire	24	32	21	32	20	27	21	24	30	17	31	26	26	15	29	16	29	25	21	19	29	18
I probably won't have enough money to live on when I come to retire	35	25	38	31	39	29	37	38	33	38	31	43	51	12	32	40	33	36	35	38	30	39
Don't know	20	15	22	21	13	14	22	19	19	21	38	31	20	4	20	21	22	18	19	23	21	18
Not applicable - I am already retired	21	28	19	16	29	30	21	19	18	23	0	0	3	69	19	23	16	22	25	20	21	24

Sample Size: 2314 GB Adults
Fieldwork: 19th - 21st November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region						
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Unweighted Sample	2314	567	663	136	308	641	626	464	1160	1154	174	486	1021	633	1488	826	267	729	480	530	308	427	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the next generation - people who are currently children in Britain today. When they grow up do you think they will be...

On the whole better off than today's adults	10	14	11	12	8	12	9	9	13	8	15	12	9	9	12	8	16	10	10	8	9	11
On the whole worse off than today's adults	56	48	61	58	61	49	61	60	57	56	51	51	60	58	58	54	56	55	57	58	55	50
No better or worse off than today's adults	21	27	18	19	24	27	18	20	20	22	18	21	19	24	20	22	17	23	22	19	21	21
Not sure	12	10	10	11	7	12	11	11	10	15	16	15	12	9	9	16	12	11	11	14	15	17

Which of the following possible leaders would make you most likely to consider voting Conservative?

Boris Johnson	22	44	12	20	29	41	13	16	26	18	22	20	24	21	25	18	29	24	23	19	11	25
George Osborne	8	21	1	7	5	15	3	5	8	8	8	6	6	11	8	7	9	9	7	6	6	11
Theresa May	7	16	3	9	7	15	2	5	8	7	5	5	8	10	8	7	8	9	6	8	4	4
None of them – I would never consider voting Conservative	44	1	78	47	46	8	72	56	43	45	41	42	45	46	42	47	40	36	46	48	63	35
Don't Know	19	18	6	17	13	20	10	17	14	23	23	27	16	12	17	21	15	22	18	18	16	25

Which of the following possible leaders would make you most likely to consider voting Labour?

Andy Burnham	9	3	19	7	5	3	19	10	13	5	12	9	9	8	10	7	8	5	8	14	11	6
Ed Balls	8	3	22	5	4	3	19	7	8	8	7	10	9	7	8	8	9	8	9	9	6	8
Yvette Cooper	6	2	14	4	0	3	12	8	7	6	7	6	7	6	8	4	8	5	8	6	5	3
Chuka Umunna	4	2	6	9	1	3	5	5	5	2	3	4	4	3	5	2	3	4	5	3	2	2
Tristram Hunt	1	1	1	4	3	1	1	2	2	0	3	2	1	1	2	1	3	2	1	1	0	0
None of them – I would never consider voting Labour	41	78	0	43	76	74	8	33	42	41	31	29	41	57	40	44	39	47	41	35	48	51
Don't Know	30	11	36	28	11	14	35	37	23	37	37	40	29	19	27	34	30	29	29	33	28	30

If there was a referendum on Britain's membership of the European Union, how would you vote?

		Nov 16-17	Nov 19-21																				
I would vote for Britain to remain a member of the European Union	39	40	36	59	61	4	26	51	56	45	36	52	44	38	34	47	31	42	36	38	41	59	16
I would vote for Britain to leave the European Union	39	41	50	26	24	92	58	32	29	43	39	24	31	44	53	37	47	38	45	46	39	22	58
I would not vote	4	3	1	2	2	0	1	2	1	2	4	7	6	2	1	3	4	5	2	2	4	3	5
Don't know	17	16	13	13	12	4	15	15	14	10	21	18	20	16	11	13	19	15	17	13	16	17	20

Sample Size: 2314 GB Adults
Fieldwork: 19th - 21st November 2014

Weighted Sample
Unweighted Sample

	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	Sun Readers	
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2314	567	663	136	308	641	626	464	1160	1154	174	486	1021	633	1488	826	267	729	480	530	308	427	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Which of the following best reflects your view of Britain's relationship with the European Union?

Britain's membership of the EU is good for the country, and we should be more enthusiastic about it	13	8	21	18	0	5	17	19	15	11	21	18	11	7	15	9	17	10	12	13	18	7
There are some problems with Britain's membership of the EU that could do with reforms, but on balance our membership is a good thing	35	34	43	58	8	29	41	44	37	33	37	35	35	34	40	28	32	36	32	34	45	18
There are many problems with Britain's membership of the EU that need reforming, as things are our membership is a bad thing	27	41	19	14	35	41	20	20	27	27	13	21	30	33	27	26	24	29	31	24	19	33
Britain's membership of the EU is bad for the country, and we should leave the European Union	15	12	7	5	53	20	12	9	16	15	9	10	16	22	11	21	16	16	16	16	8	25
Don't know	10	5	10	5	3	6	11	8	6	15	20	17	8	4	6	16	10	10	9	13	9	17

Which of the following best reflects how you feel about Britain today?

Britain is a very good place to live, and I'd much rather live here than elsewhere	18	22	21	26	13	19	20	18	20	16	20	19	15	20	21	15	19	19	17	18	17	17
Britain has some downsides, but on the whole it is a good place to live	58	65	61	60	46	62	58	62	58	57	54	56	59	60	60	55	56	56	60	56	63	51
Britain still has some good things about it, but on the whole it's not a good place to live	13	10	9	11	23	13	11	12	12	13	9	11	15	13	11	15	13	13	13	13	8	17
Britain is a bad place to live, and if I had the chance I'd rather live somewhere else	7	3	5	0	16	5	7	4	7	7	4	7	8	6	6	8	8	6	6	7	7	8
Don't know	5	1	3	4	1	1	5	4	3	6	13	8	3	1	3	7	3	5	3	6	5	7

Thinking about immigration into Britain, which of the following best reflects your view?

There should be no immigration at all in Britain	10	10	6	4	25	12	8	6	9	12	4	8	11	14	7	15	9	10	14	10	5	21
There should be tighter limits on the amount of immigration into Britain	66	80	59	57	75	80	63	59	65	67	45	62	69	74	65	67	60	69	65	66	62	67
The current level of immigration into Britain is about right	14	7	22	29	0	5	16	23	16	12	26	16	12	9	18	9	19	12	12	14	21	4
There should be fewer limits on the amount of immigration into Britain	3	1	5	3	0	1	3	3	4	2	7	4	2	1	4	2	5	2	3	2	4	1
There should be no restrictions at all on the amount of immigration into Britain	2	0	2	2	0	0	2	3	2	1	3	2	2	1	2	1	2	2	1	2	2	1
Don't know	6	1	6	5	1	2	7	6	4	7	15	8	4	1	5	7	6	5	5	7	7	7

Sample Size: 2314 GB Adults
Fieldwork: 19th - 21st November 2014

Weighted Sample
Unweighted Sample

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
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2314	567	663	136	308	641	626	464	1160	1154	174	486	1021	633	1488	826	267	729	480	530	308	427	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Would you support or oppose changing the law so that people who come to live in Britain cannot claim welfare benefits until they have lived here for several years?

Support - people should have to live here for a period before being entitled to benefits	83	93	78	76	96	94	79	81	82	83	64	79	85	92	82	84	75	86	87	81	77	88
Oppose - people coming to live in Britain should be entitled to claim benefits if they need them	9	5	13	10	2	3	11	9	11	7	18	11	7	5	11	6	14	7	7	9	13	5
Don't know	8	2	9	14	1	2	10	9	7	10	18	10	8	3	7	10	11	7	6	10	9	7

And would you support or oppose changing the law so that people who come to live in Britain cannot receive treatment on the NHS until they have lived here for several years?

Support - people should have to live here for a period before being entitled to NHS treatment	67	81	58	52	90	81	61	61	66	69	46	63	72	75	64	71	58	70	69	70	61	80
Oppose - people coming to live in Britain should be entitled to NHS treatment if they need it	25	15	35	38	7	14	29	32	28	21	39	27	21	20	29	18	33	23	23	22	31	12
Don't know	8	4	7	10	3	5	10	7	6	10	16	10	7	5	6	10	9	7	8	9	8	8

Thinking about how the NHS is funded and the things it currently pays for, would you support or oppose the following changes to NHS services?
Increasing the level of income tax from 20% to 25% to fund the NHS?

Support	30	21	43	36	22	21	39	38	33	28	23	24	31	38	31	29	32	27	32	28	38	21
Oppose	52	67	39	45	66	66	41	44	54	50	51	56	53	48	54	50	49	56	52	51	46	61
Don't know	18	12	18	19	12	13	19	17	13	22	26	21	16	14	15	21	19	17	16	21	17	19

Increasing the amount of NHS services that are provided by private companies?

Support	29	52	16	29	34	46	18	22	32	27	27	29	28	32	32	26	33	33	29	25	22	36
Oppose	48	24	67	50	46	29	63	58	52	43	44	45	50	47	49	45	44	44	46	49	62	34
Don't know	23	24	16	21	21	25	19	19	16	30	28	25	22	20	19	29	22	23	25	25	16	30

Limiting the conditions treated by the NHS, so they only treat conditions that are life threatening, painful or stop a normal life?

Support	24	31	18	24	33	33	18	19	27	20	17	21	25	27	26	21	23	26	25	22	17	25
Oppose	62	57	71	59	54	54	69	70	60	64	60	61	60	66	62	61	62	60	62	60	72	56
Don't know	15	12	11	18	13	13	13	11	13	16	24	17	15	8	12	18	15	14	13	18	12	19

Introducing a charge of £15 for people to visit their GP?

Support	14	21	9	12	16	22	9	12	17	10	14	18	12	12	16	10	19	16	12	11	10	12
Oppose	76	70	83	80	78	70	81	79	74	78	68	70	80	80	75	78	68	75	79	77	83	76
Don't know	10	9	8	8	6	8	10	9	9	12	19	12	8	8	9	11	13	9	9	12	7	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
e	45	40	52	56	32	37	51	42	41	49	57	53	42	38	46	45	46	43	45	45	56	49	
	41	51	36	37	56	52	36	43	47	36	26	33	47	49	44	38	40	44	43	40	33	36	
	13	9	13	8	12	11	13	15	12	15	17	15	11	13	10	17	14	13	12	16	10	15	
e	25	18	31	38	10	16	26	35	20	29	33	32	24	16	28	21	28	23	26	21	32	15	
	63	75	55	48	83	76	60	53	71	55	48	54	64	74	61	64	57	65	63	64	56	72	
	13	7	14	14	6	9	14	13	10	16	19	14	12	10	11	15	14	12	11	15	12	13	
e	3	2	4	3	2	2	4	4	3	3	3	5	2	2	3	3	6	3	2	2	4	3	
	92	96	90	94	96	96	90	92	92	92	87	88	93	95	93	90	87	93	94	91	90	90	
	5	2	6	3	2	2	6	4	5	5	10	7	4	3	4	7	7	4	4	7	6	7	
e	4	3	5	5	4	3	6	4	5	4	4	7	4	2	4	5	5	4	4	5	5	6	
	89	94	90	89	92	93	88	90	89	90	85	84	90	95	91	87	87	91	92	87	88	87	
	6	3	5	6	4	4	6	6	6	6	11	8	6	3	5	8	8	5	4	8	7	7	
e	3	1	5	3	2	1	4	4	4	3	4	7	3	1	3	4	5	3	4	3	3	4	
	90	96	89	90	94	96	89	91	90	91	86	84	92	97	92	88	87	92	92	89	91	86	
	6	3	6	6	3	3	7	5	6	7	10	9	5	3	4	8	8	5	4	8	6	10	
e	60	69	57	46	67	68	60	52	55	64	45	54	60	70	56	65	54	61	65	57	58	68	
	18	16	21	28	14	15	19	21	19	16	25	20	18	13	20	15	23	17	16	18	18	13	
	13	10	14	17	12	11	11	20	19	8	14	17	12	11	17	9	16	13	12	13	16	8	
	9	5	8	9	7	7	10	8	7	11	16	10	10	6	8	11	7	9	7	12	9	11	

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

Which of the following best reflects your view?

The police should actively investigate and prosecute drug dealers as they are putting other people's lives at risk	82	89	82	77	88	89	82	80	80	84	65	73	86	92	81	82	76	83	84	81	85	84
The police should in practice tolerate and turn a blind eye to drug dealers, as drug users are only harming themselves	6	4	7	7	5	5	5	4	8	3	10	10	4	2	6	5	11	5	4	6	4	5
Neither	7	5	6	12	4	4	5	11	8	6	13	10	6	3	8	6	8	7	6	7	7	4
Don't know	5	2	6	4	2	2	7	4	4	7	12	7	4	2	4	7	5	5	6	6	5	6

Which of the following best reflects your view?

Drug use should mainly be seen as a health issue, and drug users should be offered treatment	47	43	54	61	33	39	48	60	51	43	57	51	45	42	55	36	53	47	45	45	49	30
Drug use should mainly be seen as a policing issue, and drug users should be prosecuted	34	40	31	24	48	44	34	23	34	33	20	28	36	42	30	39	24	33	38	36	35	46
Neither	8	9	7	5	11	8	8	8	7	10	8	7	9	10	7	11	13	9	6	8	7	10
Don't know	11	8	8	10	8	9	9	9	7	14	16	13	11	7	8	14	9	11	11	11	9	13