

YouGov / Sunday Times Survey Results

Sample Size: 1866 GB Adults
Fieldwork: 21st - 22nd August 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	0	77	6	14	33	34	30	33	30	39	38	26	36	39	36	28	20
Lab	36	0	100	0	0	3	83	32	35	38	40	41	37	30	33	41	36	29	34	51	30
Lib Dem	8	0	0	100	0	1	1	32	8	8	6	9	8	7	9	5	9	10	7	4	6
Other	22	0	0	0	100	19	11	23	25	20	24	17	25	23	20	27	19	21	23	17	44

Other Parties Voting Intention

UKIP	14	0	0	0	100	17	5	12	15	13	11	8	16	18	11	18	12	16	16	11	12
Green	5	0	0	0	0	1	3	9	5	4	10	7	3	2	5	4	7	5	4	4	3
SNP / PCY	3	0	0	0	0	0	1	1	4	2	2	2	5	2	3	4	0	0	2	0	28
BNP	0	0	0	0	0	0	0	0	0	1	2	0	0	0	0	1	0	1	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0

Non Voters

Would Not Vote	8	0	0	0	0	2	2	4	7	8	19	11	5	3	5	11	9	8	8	9	3
Don't know	14	0	0	0	0	12	11	19	9	19	15	13	15	12	12	16	16	14	18	11	9

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

	Aug 20-21	Aug 21-22																				
Approve	31	32	83	6	55	17	63	10	28	36	28	22	35	27	39	38	24	36	37	31	26	24
Disapprove	54	53	8	86	31	71	23	78	60	54	52	52	46	61	50	50	57	51	48	53	59	58
Don't know	15	15	9	8	14	12	14	11	11	10	20	26	19	12	11	12	19	13	15	15	15	18

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

	Aug 14-15	Aug 21-22																				
Very well	6	5	19	1	3	1	14	1	2	6	5	3	5	5	7	6	5	3	6	9	3	4
Fairly well	33	36	73	13	57	30	59	18	36	38	34	32	40	32	37	41	29	40	42	32	30	31
TOTAL WELL	39	41	92	14	60	31	73	19	38	44	39	35	45	37	44	47	34	43	48	41	33	35
Fairly badly	30	28	6	35	28	44	18	34	33	26	30	25	24	32	28	28	28	29	26	32	27	29
Very badly	22	24	1	48	5	22	6	42	24	27	22	26	22	25	24	20	29	21	19	21	33	31
TOTAL BADLY	52	52	7	83	33	66	24	76	57	53	52	51	46	57	52	48	57	50	45	53	60	60
Don't know	8	7	1	3	7	4	3	5	6	4	9	13	8	5	4	4	10	8	7	6	6	5

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

	Aug 14-15	Aug 21-22																				
Do you think Ed Miliband is doing well or badly as leader of the Labour party?																						
Very well	3	3	0	11	1	0	1	9	2	4	3	1	5	4	2	2	5	3	3	2	6	2
Fairly well	19	21	9	47	24	5	9	40	21	20	21	17	25	20	19	21	21	17	18	21	26	21
TOTAL WELL	22	24	9	58	25	5	10	49	23	24	24	18	30	24	21	23	26	20	21	23	32	23
Fairly badly	35	35	39	30	46	28	36	34	41	33	38	37	31	35	39	38	33	39	36	33	35	35
Very badly	31	29	48	5	19	61	49	11	24	36	23	23	24	31	35	31	28	24	31	33	24	35
TOTAL BADLY	66	64	87	35	65	89	85	45	65	69	61	60	55	66	74	69	61	63	67	66	59	70
Don't know	12	11	4	7	10	6	5	6	11	8	14	21	15	9	6	9	14	17	12	10	8	7
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?																						
Very well	1	1	0	0	11	0	1	0	2	1	1	0	2	1	2	1	1	1	2	1	1	0
Fairly well	14	16	25	8	58	9	22	8	24	16	15	10	19	15	16	17	13	15	20	15	13	10
TOTAL WELL	15	17	25	8	69	9	23	8	26	17	16	10	21	16	18	18	14	16	22	16	14	10
Fairly badly	29	30	40	27	21	20	35	30	32	27	34	32	28	31	31	31	29	33	30	31	30	28
Very badly	44	43	29	60	4	66	36	57	36	50	36	39	37	45	47	43	42	36	38	43	49	55
TOTAL BADLY	73	73	69	87	25	86	71	87	68	77	70	71	65	76	78	74	71	69	68	74	79	83
Don't know	11	10	5	5	7	5	7	5	6	5	14	19	14	8	5	7	14	15	11	10	7	7
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?																						
Very well	2	2	4	0	10	0	3	1	2	2	2	1	3	2	1	3	0	2	2	1	2	2
Fairly well	28	29	62	10	60	17	50	10	37	34	24	24	32	28	30	32	26	32	35	30	23	21
TOTAL WELL	30	31	66	10	70	17	53	11	39	36	26	25	35	30	31	35	26	34	37	31	25	23
Fairly badly	33	33	28	37	20	41	29	40	29	29	37	31	31	35	35	35	30	34	31	33	35	35
Very badly	27	28	4	49	6	38	12	46	28	30	26	28	26	30	27	25	32	21	24	26	34	35
TOTAL BADLY	60	61	32	86	26	79	41	86	57	59	63	59	57	65	62	60	62	55	55	59	69	70
Don't know	10	8	2	4	4	3	5	4	4	5	11	16	9	5	7	5	12	10	7	10	6	7
Do you think this coalition government is good or bad for people like you?																						
Very good	2	2	4	1	14	1	3	1	4	3	2	2	2	2	2	4	0	3	3	2	2	2
Fairly good	17	17	40	5	34	7	30	7	18	20	14	12	17	16	21	21	12	19	19	18	14	13
TOTAL GOOD	19	19	44	6	48	8	33	8	22	23	16	14	19	18	23	25	12	22	22	20	16	15
Fairly bad	26	27	20	33	24	36	24	31	27	26	28	22	23	26	33	28	26	29	28	21	30	26
Very bad	26	26	6	47	6	31	13	45	25	29	23	21	23	32	24	23	30	18	21	29	32	35
TOTAL BAD	52	53	26	80	30	67	37	76	52	55	51	43	46	58	57	51	56	47	49	50	62	61
Doesn't make much difference either way	22	22	28	12	17	24	26	13	21	19	24	27	27	20	17	22	22	22	24	24	16	22
Don't know	6	6	1	2	5	2	3	3	5	4	9	17	8	4	3	3	11	8	5	7	7	3

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

	Aug 14-15	Aug 21-22																				
Do you think the coalition government is managing the economy well or badly?																						
Very well	9	8	22	1	16	2	16	2	6	11	5	7	8	6	9	10	5	5	8	8	9	7
Fairly well	35	35	65	12	54	39	59	16	33	35	35	27	34	33	41	38	30	35	41	35	27	31
TOTAL WELL	44	43	87	13	70	41	75	18	39	46	40	34	42	39	50	48	35	40	49	43	36	38
Fairly badly	27	29	9	44	20	36	14	40	37	29	29	30	29	31	25	30	27	32	28	27	30	25
Very badly	18	18	1	37	2	17	4	35	16	19	17	13	16	21	18	14	23	11	13	19	24	28
TOTAL BADLY	45	47	10	81	22	53	18	75	53	48	46	43	45	52	43	44	50	43	41	46	54	53
Don't know	11	11	3	6	9	6	7	7	9	7	15	23	13	8	7	7	16	16	10	11	10	9
In your opinion how good or bad is the state of Britain's economy at the moment?																						
Very good	2	2	4	1	2	0	3	1	1	2	1	1	2	1	2	2	1	2	1	0	3	2
Quite good	25	22	52	6	36	16	42	10	17	24	20	16	23	17	30	27	15	24	24	25	17	19
TOTAL GOOD	27	24	56	7	38	16	45	11	18	26	21	17	25	18	32	29	16	26	25	20	21	
Neither good nor bad	32	34	33	34	36	32	34	32	37	33	34	34	34	34	33	34	34	35	37	31	33	30
Quite bad	26	27	9	37	20	35	17	34	31	26	28	27	24	33	22	26	28	23	24	29	29	32
Very bad	10	10	1	19	3	15	2	20	10	10	10	9	10	12	8	8	13	9	9	9	13	14
TOTAL BAD	36	37	10	56	23	50	19	54	41	36	38	36	34	45	30	34	41	32	33	38	42	46
Don't know	6	5	1	2	4	2	2	3	4	4	7	12	7	3	4	3	9	8	4	7	5	4
How do you think the financial situation of your household will change over the next 12 months?																						
Get a lot better	2	2	3	1	5	0	2	2	1	2	1	3	2	1	1	2	1	3	2	2	1	0
Get a little better	16	15	24	9	30	9	20	7	15	19	11	26	22	11	8	17	11	17	14	20	10	16
TOTAL BETTER	18	17	27	10	35	9	22	9	16	21	12	29	24	12	9	19	12	20	16	22	11	16
Stay about the same	41	42	53	41	40	35	47	40	43	38	45	38	40	38	49	45	37	37	45	36	43	47
Get a little worse	26	25	16	32	18	34	23	33	22	25	25	14	19	29	28	23	27	24	25	26	25	20
Get a lot worse	9	11	2	15	4	16	4	15	12	11	11	8	9	16	8	9	14	11	9	12	14	9
TOTAL WORSE	35	36	18	47	22	50	27	48	34	36	36	22	28	45	36	32	41	35	34	38	39	29
Don't know	5	6	2	3	3	7	3	4	6	5	7	10	8	4	5	3	10	8	6	5	6	8
Do you approve or disapprove of...RAF dropping humanitarian supplies to people who have fled Islamic State/ISIS forces?																						
Approve	77	84	80	88	74	84	79	82	81	73	68	65	79	87	84	68	77	79	73	76	79	
Disapprove	9	7	8	8	16	6	9	9	10	9	12	12	9	5	7	12	6	10	10	10	7	
Don't know	14	9	12	4	10	10	12	9	10	19	20	23	11	8	10	20	17	12	17	14	14	

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

...US air strikes to prevent the killing of the religious minorities and to protect American personnel in the region?

Approve	57	74	56	58	62	68	61	52	68	46	42	50	59	66	61	51	54	55	59	56	63
Disapprove	16	9	16	20	21	10	17	19	14	18	20	15	19	12	16	16	12	17	15	16	20
Don't know	27	18	28	21	18	22	22	29	18	36	38	36	22	22	22	34	33	28	26	28	18
	Aug 20-21	Aug 21-22																			

Would you approve or disapprove of...The RAF taking part in air strike operations against Islamic State/ISIS?

Approve	43	45	57	46	50	49	53	49	39	60	31	38	41	47	49	48	41	45	44	45	45	49
Disapprove	36	31	26	31	33	39	27	31	38	25	36	31	23	33	35	30	32	26	33	28	32	34
Don't know	21	24	17	23	18	12	20	19	23	15	33	31	36	20	15	21	28	28	23	27	23	17

...Britain supplying arms to the Iraqi and Kurdish forces fighting Islamic State/ISIS?

Approve	36	37	45	39	44	37	44	41	34	49	25	23	28	38	49	39	33	35	38	33	39	38
Disapprove	41	39	38	36	38	47	36	36	40	33	44	46	38	42	33	38	40	35	40	38	38	43
Don't know	23	24	17	25	18	16	20	23	26	18	31	31	34	20	18	23	26	30	22	29	23	19

Britain sending troops to Iraq to help train Iraqi and Kurdish forces to fight Islamic State/ISIS?

Approve	30	39	35	25	26	35	34	25	38	22	24	29	31	32	35	22	31	30	28	30	34
Disapprove	49	50	43	54	63	50	45	52	46	53	49	40	52	54	46	53	44	51	50	49	50
Don't know	21	11	23	21	11	15	22	23	16	26	26	31	17	14	18	24	25	19	22	22	16
	Aug 17-18	Aug 21-22																			

Britain giving asylum to Iraqi Christians made homeless by the recent fighting?

Approve	39	35	34	45	51	20	30	41	43	39	32	44	34	35	33	42	27	38	34	32	36	42
Disapprove	39	41	45	33	34	64	47	36	36	44	38	31	37	45	43	39	44	34	43	44	39	41
Don't know	22	24	21	22	15	15	23	23	21	17	30	25	29	20	23	19	30	28	23	23	25	17

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

Currently, the Government has the power to remove British citizenship from people who have dual nationality, or are 'naturalised' Britons - that is, immigrants who have lived in Britain long enough to acquire British nationality. Some people from Britain are fighting with Islamic State/ISIS. Should the Government remove British nationality from those who have dual nationality and/or have been naturalised?

Yes, the Government should remove their British citizenship	76	90	72	66	92	91	74	71	80	72	58	65	81	86	77	75	74	77	77	75	75
No, it should not	9	4	11	14	2	2	10	12	9	8	21	9	7	5	11	5	13	8	8	7	11
Don't know	16	6	17	20	5	8	15	17	11	20	21	26	12	8	12	20	12	16	16	18	14

Should Parliament change the law to give the Government the power to remove British citizenship from people who were born in Britain and have no other nationality, when they fight for forces such as Islamic State/ISIS?

Yes, Parliament should change the law	68	80	63	58	88	82	69	60	69	66	46	59	71	80	67	69	62	70	67	68	68
No, the law should not be changed	17	11	20	32	6	8	19	24	20	14	31	18	15	11	21	11	18	17	15	15	21
Don't know	16	9	17	10	6	10	12	16	11	20	23	22	14	9	12	21	20	13	18	17	12

Parliament is currently on its summer break and meets again at the start of September. Do you think it should or should not be recalled early to discuss the situation in Iraq?

Should be recalled early	48	58	53	67	55	67	54	65	61	58	58	59	58	59	58	57	60	55	59	57	57	64
Should not be recalled early	35	26	37	18	33	25	34	23	25	30	22	23	21	29	28	31	20	29	25	27	26	26
Don't know	17	16	10	15	13	9	12	12	14	12	20	18	21	12	15	12	20	16	16	16	17	10

Thinking about the group of 35 Afghan Sikhs who were discovered slowly suffocating in a container at Tilbury docks last Saturday having been brought in to the country illegally, do you think they should now be given asylum in the UK, or sent back to Afghanistan?

They should be given asylum and allowed to stay in the UK	23	18	33	44	5	17	31	32	23	24	31	22	21	25	28	18	25	23	23	21	29
They should be sent home	53	65	45	32	85	66	48	43	57	50	41	50	58	56	52	56	50	56	56	50	52
Don't know	23	17	22	24	10	17	21	25	20	27	28	28	21	20	21	26	25	21	22	28	19

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

As you may be aware, South Yorkshire police recently raided Sir Cliff Richard's home. They gave the BBC advance details of the raid, in return for the BBC not reporting it beforehand. Sir Cliff has not yet been charged with any offences. Do you think the South Yorkshire Police were right or wrong to give the BBC details in advance of their raid on Sir Cliff Richard's home?

Right	11	10	15	7	13	8	14	12	14	9	13	16	11	7	12	11	11	10	13	11	15
Wrong	78	84	76	84	83	87	77	78	75	81	66	68	83	86	80	75	76	82	74	77	77
Don't know	11	5	9	9	4	5	9	10	10	11	20	16	6	7	8	14	13	8	12	11	8

Do you think the BBC was right or wrong to show live film of the raid without informing Sir Cliff?

Right	14	13	17	14	11	10	17	12	18	10	15	17	15	9	14	13	14	12	13	15	16
Wrong	77	84	74	80	85	86	74	79	72	82	71	67	79	87	80	74	73	82	75	75	78
Don't know	9	4	9	6	4	4	8	9	10	8	14	16	6	4	6	13	12	5	12	10	7

Do you agree or disagree with the following statements?

The police should have told Sir Cliff in advance that his home was to be raided

Strongly agree	30	37	27	36	40	38	29	30	29	32	18	16	29	50	29	32	24	34	30	30	29
Tend to agree	20	19	22	18	17	18	25	20	18	22	20	20	18	22	19	21	23	19	20	20	20
TOTAL AGREE	50	56	49	54	57	56	54	50	47	54	38	36	47	72	48	53	47	53	50	50	49
Tend to disagree	21	22	21	26	19	22	18	24	20	21	24	26	21	15	23	17	22	21	19	21	19
Disagree strongly	22	20	23	18	22	18	23	19	25	19	29	26	27	10	23	21	20	21	24	23	27
TOTAL DISAGREE	43	42	44	44	41	40	41	43	45	40	53	52	48	25	46	38	42	42	43	44	46
Don't know	7	3	6	3	1	4	4	7	7	6	9	12	5	3	5	10	11	5	8	6	5

Sir Cliff, who is currently in Portugal, should come back to Britain immediately and talk to the police

Strongly agree	27	20	32	26	33	19	32	24	27	28	28	28	31	21	24	31	24	25	28	30	31
Tend to agree	34	39	34	32	38	37	36	31	32	37	40	34	34	33	35	33	37	33	32	35	37
TOTAL AGREE	61	59	66	58	71	56	68	55	59	65	68	62	65	54	59	64	61	58	60	65	68
Tend to disagree	18	22	15	21	14	24	16	19	18	18	13	14	16	26	19	16	17	20	16	19	13
Disagree strongly	9	10	8	11	11	11	8	10	10	7	7	7	8	12	10	7	7	10	9	7	10
TOTAL DISAGREE	27	32	23	32	25	35	24	29	28	25	20	21	24	38	29	23	24	30	25	26	23
Don't know	12	9	11	10	4	9	8	16	13	11	12	18	10	9	11	13	15	12	14	10	10

Sample Size: 1866 GB Adults
Fieldwork: 21st - 22nd August 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP		Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1866	491	532	112	203	544	436	374	905	961	222	472	638	534	1064	802	239	606	399	459	162	
Unweighted Sample	1866	460	544	102	221	519	449	370	876	990	224	358	770	514	1243	623	257	563	369	404	273	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

People who are accused of sexual offences should be given anonymity, as their accusers are

Strongly agree	31	34	31	33	41	36	30	32	36	26	22	25	33	37	30	32	25	32	29	34	32
Tend to agree	37	42	38	38	33	40	38	38	37	38	35	35	37	41	41	33	39	36	38	39	35
TOTAL AGREE	68	76	69	71	74	76	68	70	73	64	57	60	70	78	71	65	64	68	67	73	67
Tend to disagree	14	12	14	17	11	11	15	17	12	15	17	16	13	11	14	13	14	16	14	10	15
Disagree strongly	9	6	6	6	12	6	9	5	7	10	14	8	9	6	7	11	7	8	9	10	9
TOTAL DISAGREE	23	18	20	23	23	17	24	22	19	25	31	24	22	17	21	24	21	24	23	20	24
Don't know	10	6	10	7	3	7	9	9	8	11	12	15	8	6	8	12	16	9	11	8	9

Turning to a different subject, which of the following do you do routinely, as a matter of course? Please tick all that apply

Check your bank statements and credit card bills for suspicious transactions	77	85	74	84	82	85	79	79	77	77	63	66	80	89	81	72	72	80	76	77	79
Ensure that your main computer has up-to-date anti-virus software	73	81	71	69	76	81	74	74	73	72	62	58	76	86	76	67	68	74	73	72	75
Cover the keypad on a cash point machine when you're withdrawing money	68	71	69	69	67	72	68	69	65	71	67	62	69	72	70	65	66	69	69	67	68
Use a shredder to destroy documents with personal information such as bank statements and utility bills	62	73	58	54	75	75	60	62	59	65	41	45	67	79	65	59	57	66	62	59	64
Check the identity of people coming in to your home	52	58	52	49	64	59	53	56	54	51	37	39	58	64	56	48	47	55	52	53	48
Use the same passwords or PIN for most or all your accounts	27	28	25	30	29	27	27	30	27	28	35	25	28	25	29	25	28	24	31	29	23
Write your account passwords or PIN numbers down	17	19	15	26	20	18	17	19	16	17	10	10	14	28	17	16	14	22	11	17	16
None of these	4	1	4	0	2	2	2	2	4	4	6	8	3	1	1	8	5	3	4	5	3

Have you ever been a victim of 'remote card fraud' (where the criminal isn't present i.e. online, over the phone or by post)?

Yes, I have	24	28	23	19	25	30	28	24	22	26	9	24	28	25	28	18	24	27	23	19	26
No, I have not	70	68	71	79	69	65	67	73	72	68	81	69	66	71	66	74	67	69	70	73	69
Not sure	6	4	7	3	6	5	6	4	7	6	11	7	6	4	5	8	9	4	7	8	6

And did you complain to your bank?

[This question was only asked to respondents who answered 'Yes, I have' in the previous question; n=488*]

Yes I did – and they gave me compensation	69	75	66	61	72	75	64	68	72	67	68	66	67	75	69	69	76	60	73	77	74
Yes I did – but they did not give me compensation	20	16	20	31	23	17	23	22	18	22	20	26	23	11	19	23	16	27	19	15	14
No, I did not complain	10	10	14	8	5	8	13	10	10	10	12	8	9	13	12	8	8	14	8	8	12

Sample Size: 1866 GB Adults
Fieldwork: 21st - 22nd August 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1866	491	532	112	203	544	436	374	905	961	222	472	638	534	1064	802	239	606	399	459	162	
Unweighted Sample	1866	460	544	102	221	519	449	370	876	990	224	358	770	514	1243	623	257	563	369	404	273	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever...

been contacted by someone impersonating a police officer pretending to alert you to an attempt to take money from your account or on your card in order to get you to give them the details?

Yes, I have	4	4	2	7	6	3	6	4	5	3	6	8	2	1	4	4	5	5	3	3	3
No, I have not	96	96	98	93	94	97	94	96	95	97	94	92	98	99	96	96	95	95	97	97	97

given details of your accounts or credit cards to a cold caller either by phone or online?

Yes, I have	2	3	3	1	1	2	4	1	2	3	4	3	2	1	3	2	5	2	3	2	2
No, I have not	98	97	97	99	99	98	96	99	98	97	96	97	98	99	97	98	95	98	97	98	98

How confident that fresh food sold by the following outlets is safe?
supermarkets

Very confident	30	34	30	36	25	29	29	32	33	27	39	32	29	26	31	28	26	29	33	31	29
Fairly confident	58	60	57	55	58	63	58	56	53	62	52	54	61	61	58	58	61	60	55	56	60
TOTAL CONFIDENT	88	94	87	91	83	92	87	88	86	89	91	86	90	87	89	86	87	89	88	87	89
Not very confident	7	5	8	5	13	5	9	8	8	6	4	5	7	8	7	6	7	7	6	8	4
Not at all confident	2	0	2	1	3	1	2	1	2	1	1	1	1	3	1	2	1	1	2	2	3
TOTAL NOT CONFIDENT	9	5	10	6	16	6	11	9	10	7	5	6	8	11	8	8	8	8	8	10	7
Not sure	4	1	3	3	1	2	2	2	4	4	5	8	2	3	2	6	5	3	4	4	4

convenience stores / corner shops

Very confident	7	8	7	11	6	6	8	7	9	6	10	11	6	4	8	6	4	6	7	10	8
Fairly confident	50	49	50	57	47	50	50	55	50	51	53	47	53	49	50	50	43	54	51	50	47
TOTAL CONFIDENT	57	57	57	68	53	56	58	62	59	57	63	58	59	53	58	56	47	60	58	60	55
Not very confident	29	34	29	25	33	34	29	27	28	31	24	25	30	34	30	28	36	28	28	28	30
Not at all confident	7	7	7	4	11	7	9	6	8	6	6	7	7	8	8	7	9	7	7	6	9
TOTAL NOT CONFIDENT	36	41	36	29	44	41	38	33	36	37	30	32	37	42	38	35	45	35	35	34	39
Not sure	6	2	7	4	3	3	6	3	5	7	7	10	4	5	4	9	7	6	6	6	7

service stations

Very confident	5	6	6	7	5	4	5	8	8	3	7	9	5	2	6	5	5	4	8	6	4
Fairly confident	42	46	40	45	36	46	41	42	43	41	44	43	44	38	44	39	37	44	42	41	45
TOTAL CONFIDENT	47	52	46	52	41	50	46	50	51	44	51	52	49	40	50	44	42	48	50	47	49
Not very confident	33	33	33	35	36	34	35	34	29	37	31	29	34	37	32	34	37	33	29	34	33
Not at all confident	12	12	12	6	18	10	13	10	13	11	11	10	11	14	12	11	13	11	12	11	12
TOTAL NOT CONFIDENT	45	45	45	41	54	44	48	44	42	48	42	39	45	51	44	45	50	44	41	45	45
Not sure	8	4	9	7	6	5	6	6	7	9	8	9	7	8	6	10	9	7	9	8	6

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Fieldwork: 21st - 22nd August 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1866	491	532	112	203	544	436	374	905	961	222	472	638	534	1064	802	239	606	399	459	162	
Unweighted Sample	1866	460	544	102	221	519	449	370	876	990	224	358	770	514	1243	623	257	563	369	404	273	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
major fast food chains																						
Very confident	11	13	12	12	11	11	12	13	13	9	11	15	11	8	12	10	10	9	11	14	12	
Fairly confident	53	57	51	57	49	56	52	58	50	56	48	50	59	52	55	51	50	56	55	50	53	
TOTAL CONFIDENT	64	70	63	69	60	67	64	71	63	65	59	65	70	60	67	61	60	65	66	64	65	
Not very confident	23	23	24	22	27	24	25	20	24	22	24	19	22	27	23	23	27	23	22	23	21	
Not at all confident	7	5	7	4	10	5	7	6	6	7	10	7	4	9	6	7	6	7	6	7	9	
TOTAL NOT CONFIDENT	30	28	31	26	37	29	32	26	30	29	34	26	26	36	29	30	33	30	28	30	30	
Not sure	6	2	7	5	3	3	5	3	6	6	6	9	5	5	4	8	7	5	6	7	5	
local takeways																						
Very confident	4	4	5	3	4	3	5	4	4	3	4	6	3	3	4	3	5	4	3	4	4	
Fairly confident	43	45	43	45	41	45	42	46	43	43	41	51	46	35	45	42	40	45	42	42	49	
TOTAL CONFIDENT	47	49	48	48	45	48	47	50	47	46	45	57	49	38	49	45	45	49	45	46	53	
Not very confident	33	36	32	37	34	36	33	34	32	35	35	25	35	37	34	32	38	32	34	31	31	
Not at all confident	12	12	12	9	15	11	12	11	13	10	12	8	10	17	11	13	8	11	13	14	9	
TOTAL NOT CONFIDENT	45	48	44	46	49	47	45	45	45	45	47	33	45	54	45	45	46	43	47	45	40	
Not sure	8	4	8	6	5	5	7	5	7	8	7	9	6	8	6	10	8	7	8	8	7	
local restaurants																						
Very confident	12	12	12	12	11	11	12	12	14	10	20	16	9	8	13	10	8	10	12	14	14	
Fairly confident	67	72	64	69	66	73	64	70	64	69	62	65	71	64	69	64	65	69	67	65	66	
TOTAL CONFIDENT	79	84	76	81	77	84	76	82	78	79	82	81	80	72	82	74	73	79	79	79	80	
Not very confident	13	11	15	14	14	10	16	13	12	13	8	9	14	17	12	14	16	13	12	13	11	
Not at all confident	3	2	3	2	7	3	4	2	4	2	2	2	2	6	2	3	4	2	3	2	5	
TOTAL NOT CONFIDENT	16	13	18	16	21	13	20	15	16	15	10	11	16	23	14	17	20	15	15	15	16	
Not sure	6	2	6	4	2	4	4	3	6	6	8	9	4	5	4	9	7	6	6	5	5	
Are you confident that the food you buy from the following outlets is what it says it is on the label?																						
supermarkets																						
Very confident	22	26	19	33	20	21	19	26	26	19	29	24	21	18	23	21	21	20	26	23	21	
Fairly confident	60	64	63	52	58	68	64	55	56	64	53	57	64	62	61	60	60	63	56	61	57	
TOTAL CONFIDENT	82	90	82	85	78	89	83	81	82	83	82	81	85	80	84	81	81	83	82	84	78	
Not very confident	9	7	9	11	14	7	11	10	10	9	6	5	11	13	9	10	10	10	9	9	10	
Not at all confident	3	1	3	1	7	2	3	4	4	2	4	4	2	3	3	3	2	3	4	2	5	
TOTAL NOT CONFIDENT	12	8	12	12	21	9	14	14	14	11	10	9	13	16	12	13	12	13	13	11	15	
Not sure	5	1	5	2	1	2	3	3	5	6	9	9	2	3	4	7	6	4	5	6	7	
convenience stores / corner shops																						
Very confident	8	9	9	12	8	6	7	10	10	6	12	11	7	5	8	8	6	7	10	11	3	
Fairly confident	55	59	55	57	54	60	53	58	54	57	53	55	58	53	55	55	49	57	55	55	60	
TOTAL CONFIDENT	63	68	64	69	62	66	60	68	64	63	65	66	65	58	63	63	55	64	65	66	63	
Not very confident	24	23	23	22	26	25	27	21	23	24	19	18	24	29	25	22	31	25	22	21	19	
Not at all confident	7	7	7	3	10	5	9	7	7	6	8	6	6	7	7	6	8	7	7	6	8	
TOTAL NOT CONFIDENT	31	30	30	25	36	30	36	28	30	30	27	24	30	36	32	28	39	32	29	27	27	
Not sure	7	3	6	5	3	4	4	5	6	7	9	10	4	5	5	8	7	5	6	7	9	

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Fieldwork: 21st - 22nd August 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1866	491	532	112	203	544	436	374	905	961	222	472	638	534	1064	802	239	606	399	459	162
Unweighted Sample	1866	460	544	102	221	519	449	370	876	990	224	358	770	514	1243	623	257	563	369	404	273
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
service stations																					
Very confident	7	8	7	13	5	6	7	7	10	4	10	10	6	3	7	7	5	6	10	8	5
Fairly confident	50	55	47	51	46	53	48	53	48	51	50	53	52	44	50	49	47	50	50	51	50
TOTAL CONFIDENT	57	63	54	64	51	59	55	60	58	55	60	63	58	47	57	56	52	56	60	59	55
Not very confident	26	27	28	28	26	27	29	26	26	27	23	19	27	33	27	26	28	30	23	23	27
Not at all confident	8	6	8	2	15	6	9	7	9	7	7	7	7	10	8	8	10	7	8	7	8
TOTAL NOT CONFIDENT	34	33	36	30	41	33	38	33	35	34	30	26	34	43	35	34	38	37	31	30	35
Not sure	9	5	9	6	8	7	7	7	8	10	10	11	7	10	8	11	10	7	9	11	10
major fast food chains																					
Very confident	10	13	9	21	11	11	8	14	15	7	11	14	10	7	11	10	8	10	11	12	8
Fairly confident	52	54	53	46	51	56	55	51	50	54	41	54	57	49	53	50	53	50	53	52	52
TOTAL CONFIDENT	62	67	62	67	62	67	63	65	65	61	52	68	67	56	64	60	61	60	64	64	60
Not very confident	22	23	23	26	21	22	25	22	21	24	28	16	21	28	23	22	23	26	20	21	20
Not at all confident	8	6	9	3	13	6	8	8	9	7	11	6	7	9	7	9	9	7	8	8	12
TOTAL NOT CONFIDENT	30	29	32	29	34	28	33	30	30	31	39	22	28	37	30	31	32	33	28	29	32
Not sure	7	4	7	5	4	6	5	5	6	8	9	10	5	6	6	9	8	6	7	8	7
local takeways																					
Very confident	4	5	4	10	5	4	4	4	6	2	5	7	3	3	5	4	4	4	2	6	4
Fairly confident	42	48	40	44	37	45	42	44	42	42	37	46	46	36	44	40	41	42	45	39	47
TOTAL CONFIDENT	46	53	44	54	42	49	46	48	48	44	42	53	49	39	49	44	45	46	47	45	51
Not very confident	34	30	36	33	41	33	36	35	32	35	33	27	34	40	33	34	36	37	31	32	30
Not at all confident	11	13	13	5	14	11	11	11	12	10	14	9	9	15	11	11	10	10	12	13	10
TOTAL NOT CONFIDENT	45	43	49	38	55	44	47	46	44	45	47	36	43	55	44	45	46	47	43	45	40
Not sure	8	5	8	8	3	7	7	6	7	10	12	11	7	7	7	11	9	7	9	9	9
local restaurants																					
Very confident	11	14	10	12	9	11	12	10	14	8	21	14	9	7	11	10	9	11	10	13	10
Fairly confident	63	68	62	64	64	68	61	67	60	66	56	65	65	63	66	60	58	65	66	62	63
TOTAL CONFIDENT	74	82	72	76	73	79	73	77	74	74	77	79	74	70	77	70	67	76	76	75	73
Not very confident	15	13	16	13	17	13	19	14	16	15	9	9	18	20	14	17	19	15	12	16	13
Not at all confident	4	2	5	3	7	3	5	4	5	3	5	3	3	5	3	4	6	3	5	3	5
TOTAL NOT CONFIDENT	19	15	21	16	24	16	24	18	21	18	14	12	21	25	17	21	25	18	17	19	18
Not sure	7	3	6	7	3	5	4	5	6	7	9	9	5	5	6	8	8	6	7	7	8

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	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
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Unweighted Sample	460	544	102	221	519	449	370	876	990	224	358	770	514	1243	623	257	563	369	404	273	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As you may recall, some months ago some food sold as containing beef did in fact contain horse meat. At the time, did your household/family change your shopping habits, for example by using independent butchers or avoid processed meat?

Yes, we did change our shopping habits	10	6	15	8	11	6	17	7	8	12	8	10	13	8	10	11	13	9	9	11	12
No, we did not – we continued buying meat products as normal	56	68	52	56	56	63	53	57	66	47	52	57	56	58	58	54	49	57	57	57	59
No, we did not – we never used the shops / bought the food that contained horse meat	29	25	28	31	32	29	26	33	21	36	30	27	28	32	29	28	32	30	30	25	26
Not sure	5	1	5	5	1	2	4	4	5	5	11	7	3	2	3	7	6	4	4	6	3

Has your household/family continued with your changed shopping habits or returned to the way you used to shop?

[This question was only asked to respondents who answered 'Yes, we did change our shopping habits; n=201']*

Continued with changed shopping habits	66	60	66	88	61	65	66	75	69	64	38	71	69	66	70	60	58	64	67	64	83
Returned to the way we used to shop	31	40	29	12	39	35	34	21	30	32	62	18	31	34	26	38	34	36	26	36	14
Don't know	3	0	5	0	0	0	1	4	1	4	0	12	0	0	4	2	8	0	7	0	3

At present companies may be prosecuted if they sell mislabelled or contaminated foods. Do you think the law should be changed so that directors of food manufacturers and retailers should be held personally liable, with the threat of prison or being disqualified as a director, if their company sells such food, even if they did not personally know that this was happening?

Yes, directors should be held personally liable, whether or not they knew personally about the offences being committed	46	44	51	44	58	44	53	43	50	43	25	38	50	57	47	45	51	46	38	49	50
No, directors should be held liable only if a jury decides they personally knew that the offences were being committed	43	51	38	50	36	49	39	47	42	44	56	48	42	36	46	40	38	45	50	39	42
Don't know	11	5	11	6	6	7	8	10	8	13	19	14	8	7	7	15	11	9	12	12	7

*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.
Age and Gender		
Male 18 to 24	11	28
Male 25 to 39	29	58
Male 40 to 59	72	78
Male 60 +	89	60
Female 18 to 24	18	27
Female 25 to 39	56	58
Female 40 to 59	94	79
Female 60 +	90	72
Region		
North England	113	113
Midlands	59	75
East	37	44
London	46	59
South England	128	105
Wales	20	23
Scotland	56	40
Social Grade		
AB	178	129
C1	137	133
C2	56	96
DE	88	101
Newspaper Type		
Express / Mail	107	73
Sun / Star	38	108
Mirror / Record	29	46
Guardian / Independent	29	21
FT / Times / Telegraph	49	44
Other Paper	74	53
No Paper	133	115
Political Party Identification		
Labour	113	147
Conservative	142	129
Liberal Democrat	41	50
SNP/Plaid Cymru	15	8
Others	28	11
None/ DK	120	115

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

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