

YouGov / Change.org Survey Results

Sample Size: 10,835 Change.org users and 1925 GB Adults
Fieldwork: 2nd - 11th December 2014

	GB	Total	Gender		Age					
			Male	Female	Under 16	16-17	18-24	25-39	40-59	60+
Weighted Sample	1925	10835	6220	4615	94	323	1149	2006	4032	3217
Unweighted Sample	1925	10835	6226	4609	95	326	1163	2019	4027	3191
	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Dec 2-3 Dec 2-11

Con	32	17	18	17	15	19	17	16	16	20
Lab	31	27	23	33	23	31	25	26	28	27
Lib Dem	6	6	6	5	16	6	4	5	5	7
Other	30	50	53	45	47	43	53	53	51	47

Other Parties Voting Intention

Green	17	21	21	22	20	28	34	31	18	14
UKIP	7	17	20	12	9	7	9	9	19	24
SNP / PCY	5	9	9	9	13	5	8	10	11	7
BNP	0	0	0	0	0	1	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0
Other	1	2	2	2	4	2	2	2	2	2

Non Voters

Would Not Vote	8	4	5	4	15	7	7	6	4	2
Don't know	14	15	11	20	13	14	12	15	16	15

Which, if any, of the following do you feel are effective ways to implement change in the country? Please tick all that apply.

Voting in a general election	68	73	72	75	69	66	65	67	73	80
Signing a petition	43	69	65	73	71	68	64	65	69	71
Voting in an election other than the general election (e.g. European / local)	52	60	59	62	58	49	52	55	62	66
Contacting your local MP (e.g. email, phone, letter)	41	54	51	58	52	44	46	52	55	59
Starting a petition	25	45	41	50	63	64	56	51	46	33
Meeting an MP	24	34	34	34	35	31	30	32	35	35
Visiting an MP's website	7	11	10	12	7	4	5	7	12	15
Calling into a talk show	3	6	5	7	9	9	5	5	7	5
None of these	14	11	13	9	5	11	15	15	11	8
Don't know	8	2	2	3	3	2	2	3	2	2

Before the last general election there were three television debates involving the leaders of the Conservative Party, Labour Party and Liberal Democrat Party, where they discussed various political issues.

Assuming similar Television debates take place before the 2015 general election, which 5 or 6, if any, of the following issues would you most like to be discussed? (Please pick up to six).

The NHS	62	69	65	73	52	66	65	71	67	71
Low wages	31	45	43	47	24	32	44	49	48	41
Welfare	32	40	37	43	11	23	33	42	43	40
Immigration	58	39	40	37	33	39	32	28	40	46
Europe	37	32	37	26	20	25	24	24	32	41
Climate change	13	31	30	32	34	36	38	37	27	28
Unemployment	25	30	29	32	33	35	40	30	30	27
The deficit	31	27	32	21	13	19	23	27	29	29
Homelessness	14	27	23	32	28	26	26	24	28	27
Taxes	28	27	30	23	16	20	27	33	27	24
Cost of higher education	12	23	20	27	48	57	46	23	21	14
Human rights	17	20	20	21	45	24	26	23	18	19
Shale gas extraction (fracking)	12	19	19	20	17	10	17	21	20	20
Pensions	24	19	20	18	6	9	9	13	20	26
International terrorism	21	15	15	16	15	16	11	10	15	21
UK Defence	17	14	18	10	10	11	11	10	14	20
Crime	17	13	14	12	10	11	11	10	15	14
Transport	11	12	14	10	7	8	11	11	14	12
Gender equality	4	12	7	19	45	39	27	18	8	5
Cost of childcare	7	8	5	12	12	8	6	19	6	5
International development	3	6	7	5	1	8	7	6	6	7
Lesbian and Gay rights	2	4	4	6	42	30	14	4	2	1
Private healthcare	2	3	3	2	6	4	2	4	2	3
Other	5	16	18	14	20	12	14	18	17	14
None of these	2	0	1	0	1	0	0	0	0	0
Don't know	7	0	0	0	1	0	0	0	0	1

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	%	%	%	%	%	%	%	%	%	%

	Dec 2-3	Dec 2-11								
Generally speaking, do you think a political party would represent the needs of the country better or worse if...										
Their leader was from a working class background										
Represent the country better	43	54	51	57	69	68	66	58	53	46
Represent the country worse	3	3	3	2	1	3	2	2	2	4
Make no difference	46	39	42	35	22	25	28	35	41	44
Don't know	8	5	4	6	7	5	4	4	4	6
Their leader held a non-political job before becoming an MP										
Represent the country better	56	74	75	73	57	63	71	75	74	76
Represent the country worse	4	2	2	2	12	6	3	2	2	2
Make no difference	30	19	19	18	25	25	20	17	19	17
Don't know	10	5	4	6	6	6	6	6	5	4
How important, if at all, do you think it is for politicians to connect with the public in each of the following ways?										
Online media (e.g. Twitter, Facebook etc.)										
Very important	16	21	19	23	25	28	29	25	21	13
Fairly important	33	37	35	39	46	42	41	43	37	31
TOTAL IMPORTANT	49	58	54	62	71	70	70	68	58	44
Not very important	28	28	29	26	22	23	23	22	28	33
Not important at all	14	12	14	9	2	6	9	9	12	17
TOTAL NOT IMPORTANT	42	40	43	35	24	29	29	31	40	50
Don't know	9	3	3	3	4	2	1	2	3	6
Responding to petitions										
Very important	49	66	61	71	76	72	72	66	65	63
Fairly important	36	30	32	26	20	25	25	30	30	31
TOTAL IMPORTANT	85	96	93	97	96	97	97	96	95	94
Not very important	7	4	5	2	3	3	2	3	4	4
Not important at all	1	1	1	0	0	0	0	0	1	1
TOTAL NOT IMPORTANT	8	5	6	2	3	3	2	3	5	5
Don't know	7	1	1	1	1	0	1	0	1	1
In person										
Very important	49	60	57	63	58	54	56	53	62	63
Fairly important	36	31	32	29	34	35	33	34	29	29
TOTAL IMPORTANT	85	91	89	92	92	89	89	87	91	92
Not very important	8	7	8	6	6	10	9	10	6	6
Not important at all	1	1	2	1	0	0	1	1	1	1
TOTAL NOT IMPORTANT	9	8	10	7	6	10	10	11	7	7
Don't know	7	1	1	1	2	0	1	1	1	1
Thinking about politics in general, do you think the rise in technology and online social media has made...										
it easier or harder to get your opinions heard?										
Easier	53	65	63	69	62	73	66	67	66	62
Harder	11	11	12	10	21	15	14	11	11	10
No difference	26	18	20	15	13	6	15	15	18	22
Don't know	10	5	4	6	4	5	5	6	5	5
it easier or harder to communicate with politicians?										
Easier	50	59	58	60	59	61	56	58	59	60
Harder	9	8	9	8	14	11	8	7	8	9
No difference	29	25	27	23	15	19	24	25	26	25
Don't know	11	8	7	10	13	8	12	11	7	6
politics better or worse?										
Better	18	26	27	26	35	33	28	27	26	25
Worse	23	27	28	25	24	25	26	24	28	29
No difference	46	37	38	36	26	30	34	38	38	38
Don't know	12	9	7	12	15	12	12	11	8	9
And thinking about the future, do you think an increase in dialogue between politicians and citizens online would be a good thing, a bad thing or would it not make much difference?										
Be a good thing	58	70	69	70	84	83	79	74	70	62
Be a bad thing	6	3	3	3	6	5	3	2	3	3
Would make no difference	28	22	24	19	5	7	14	18	22	29
Don't know	9	5	4	7	4	5	5	6	5	6