

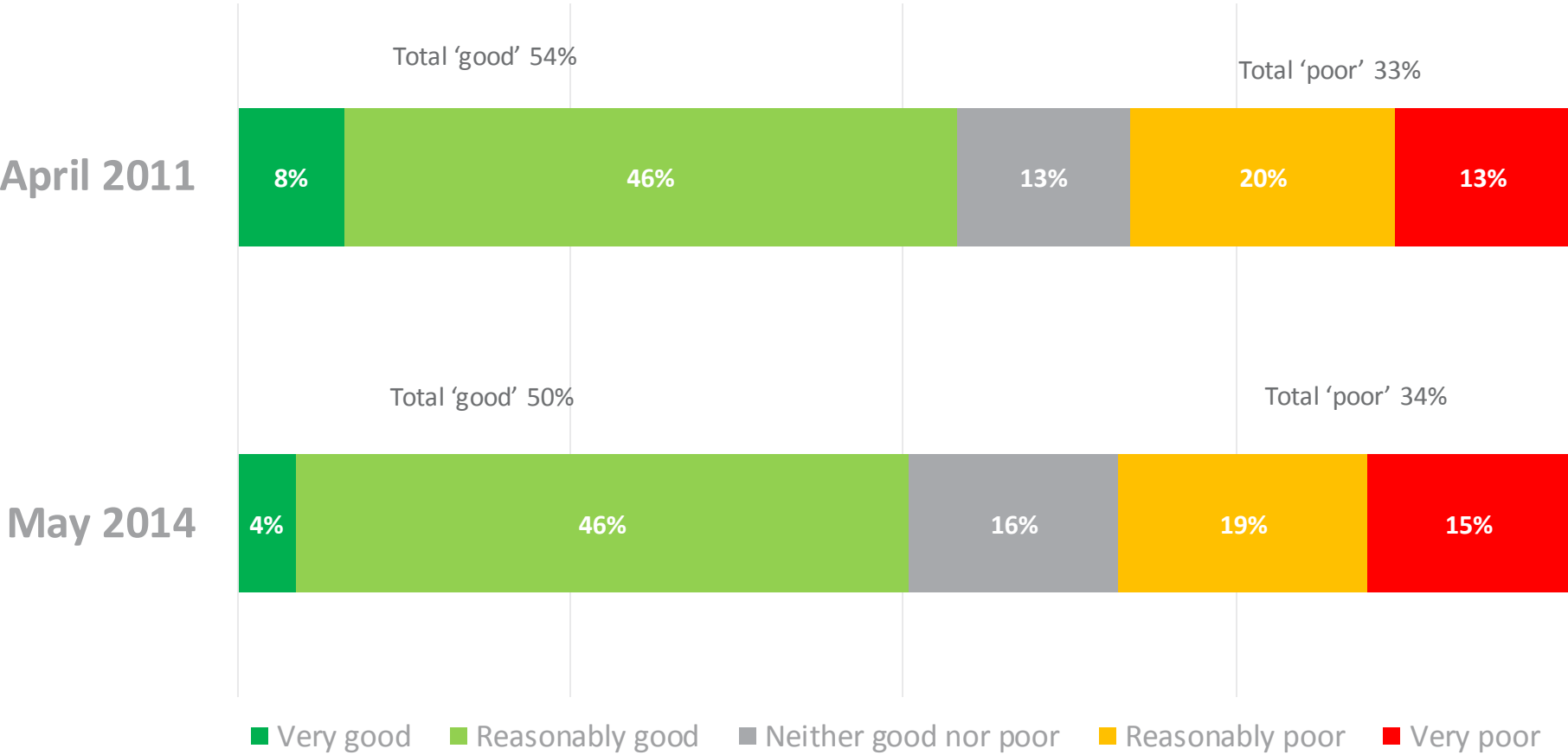
**YouGov**<sup>®</sup>  
What the world thinks

## The Coalition: 'One Year to Go'

*Opinion Formers Survey – May 2014*

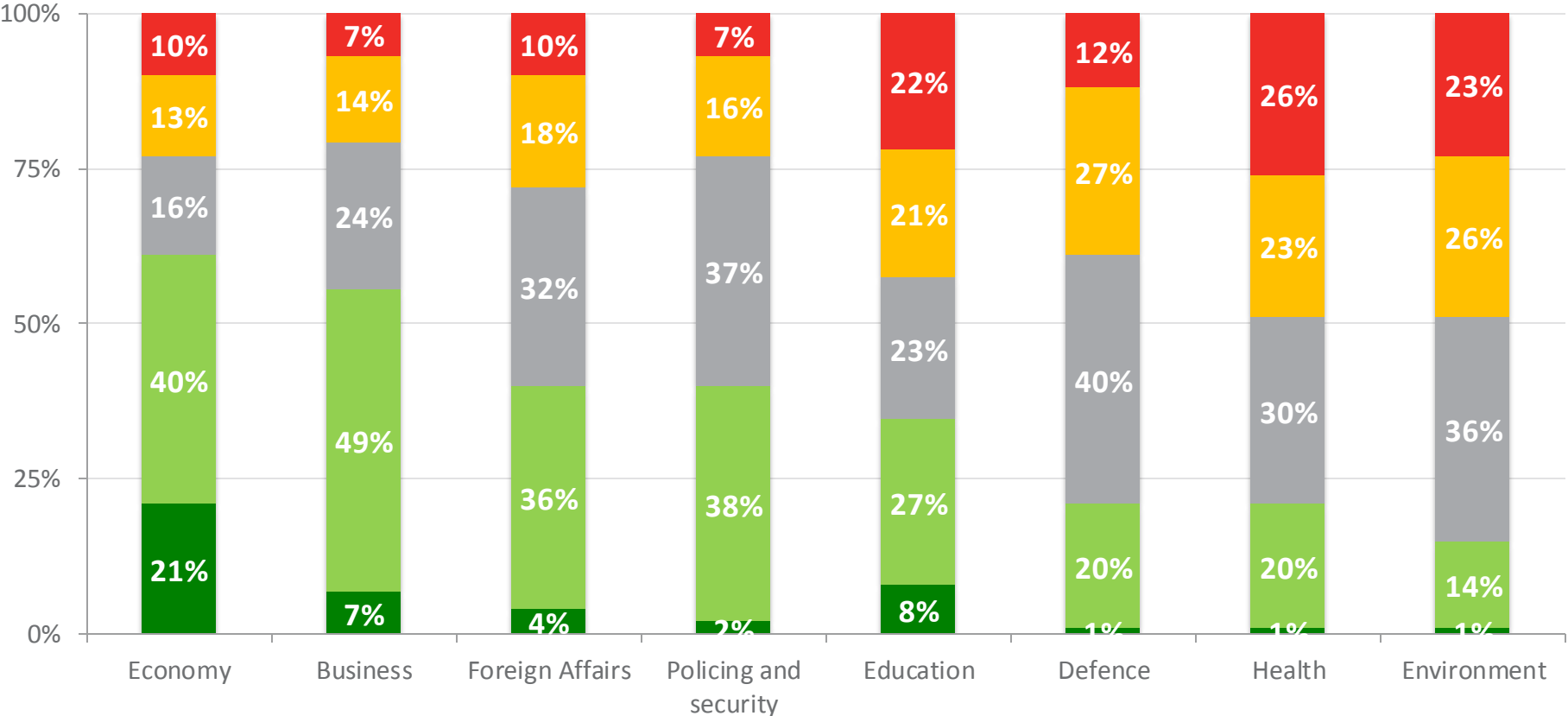
Oliver Rowe, YouGov's Director of Reputation Research

The Conservative-Liberal Democrat coalition Government is approaching its final year (first year) in office. How good or poor a job has it done over this time?



# How would you describe the Government's performance since coming to power in each of these areas?

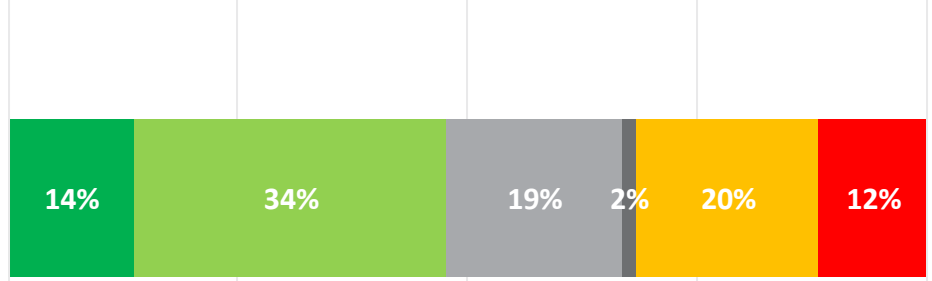
Very good   Reasonably good   Neither good nor poor   Reasonably poor   Very poor



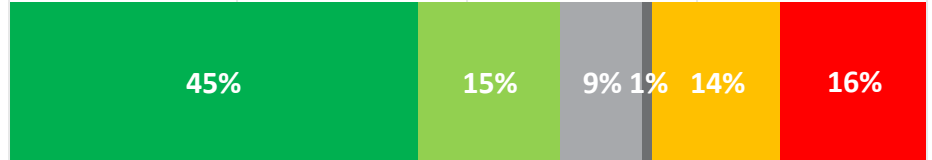
Do you feel the coalition Government has been better or worse for the UK, compared to what an outright Conservative/Labour majority might have done instead over this period?

■ Much better ■ Slightly better ■ Not much difference ■ Don't know ■ Slightly worse ■ Much worse

Coalition better or worse than Conservative majority?

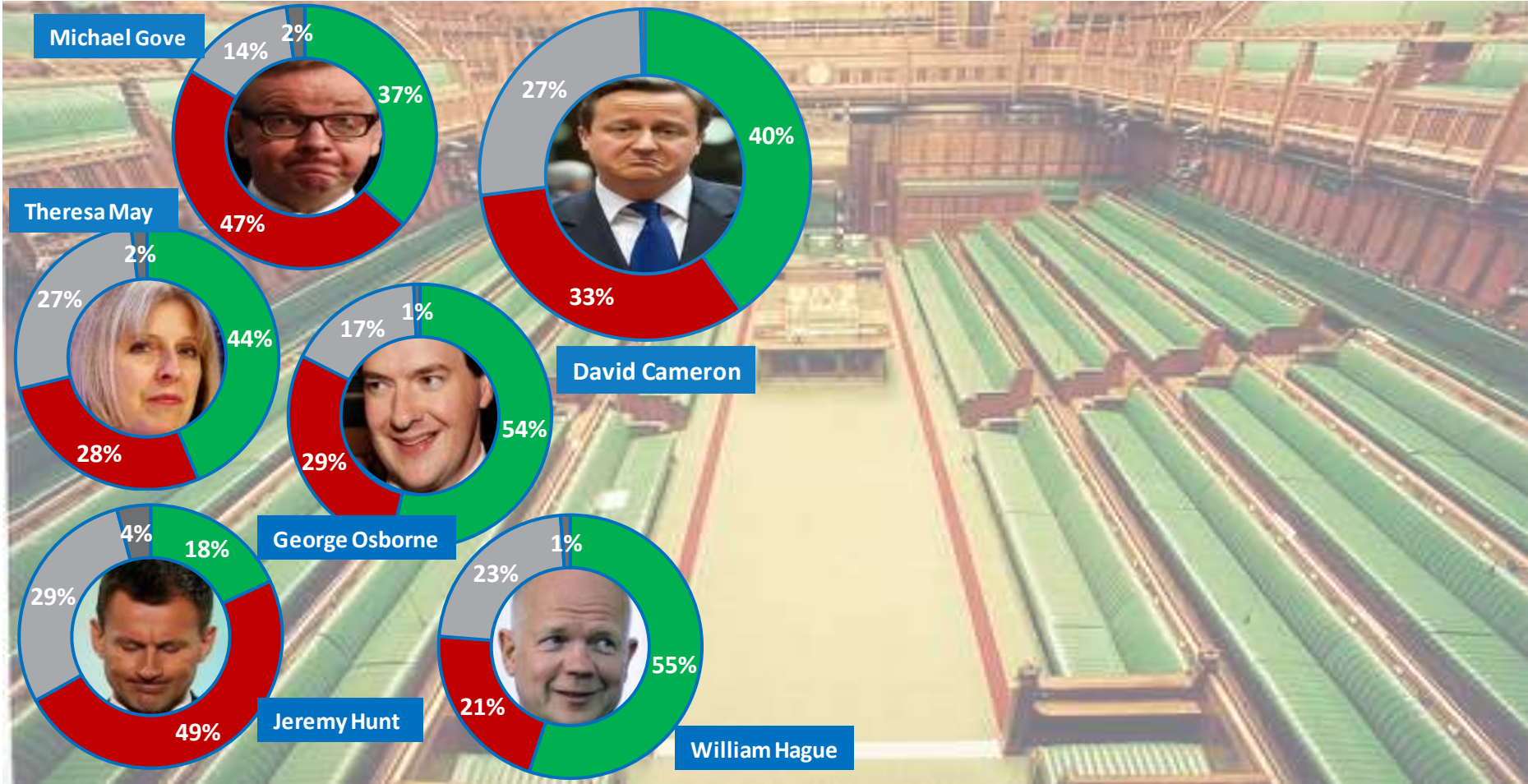


Coalition better or worse than Labour majority?

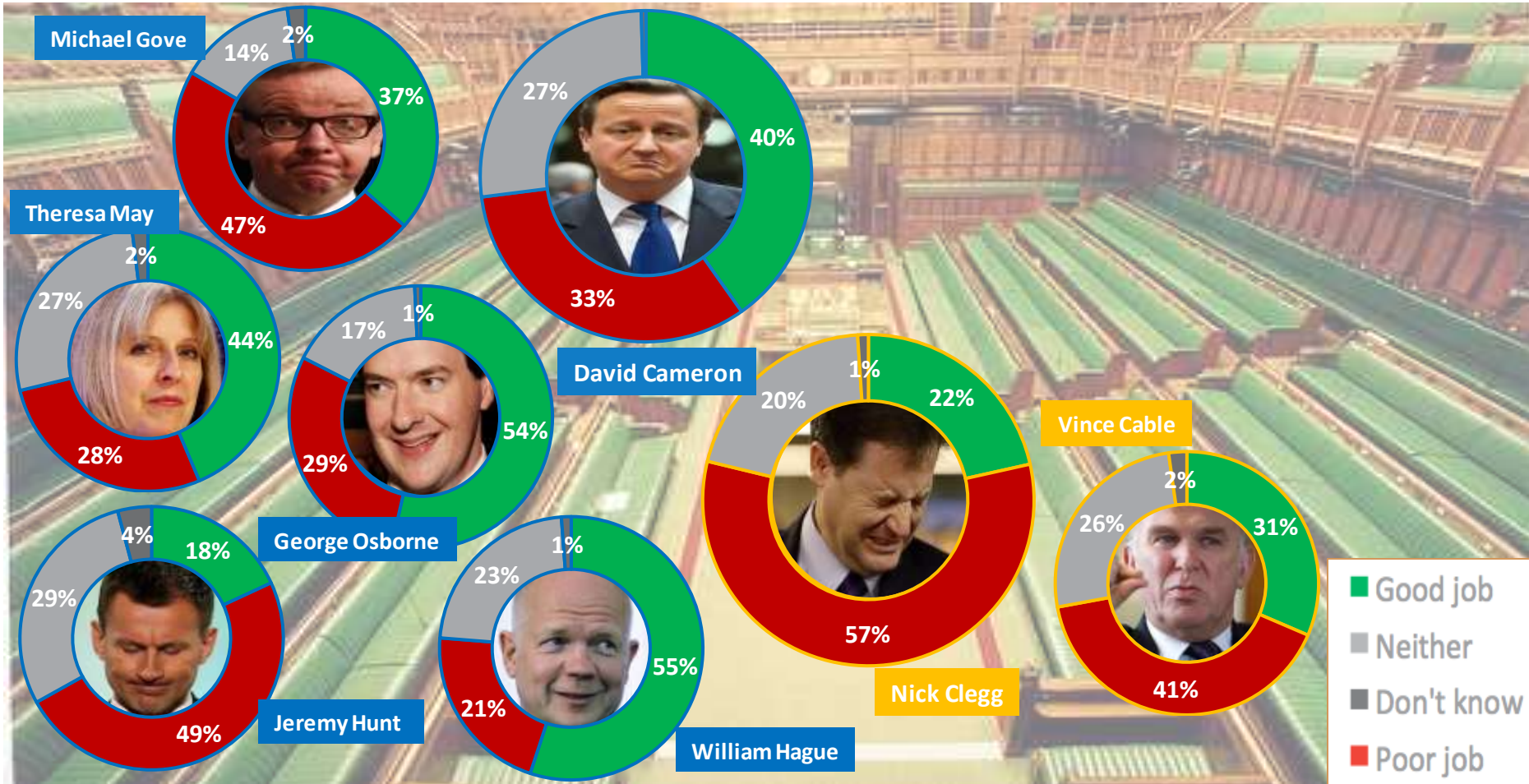


0% 25% 50% 75% 100%

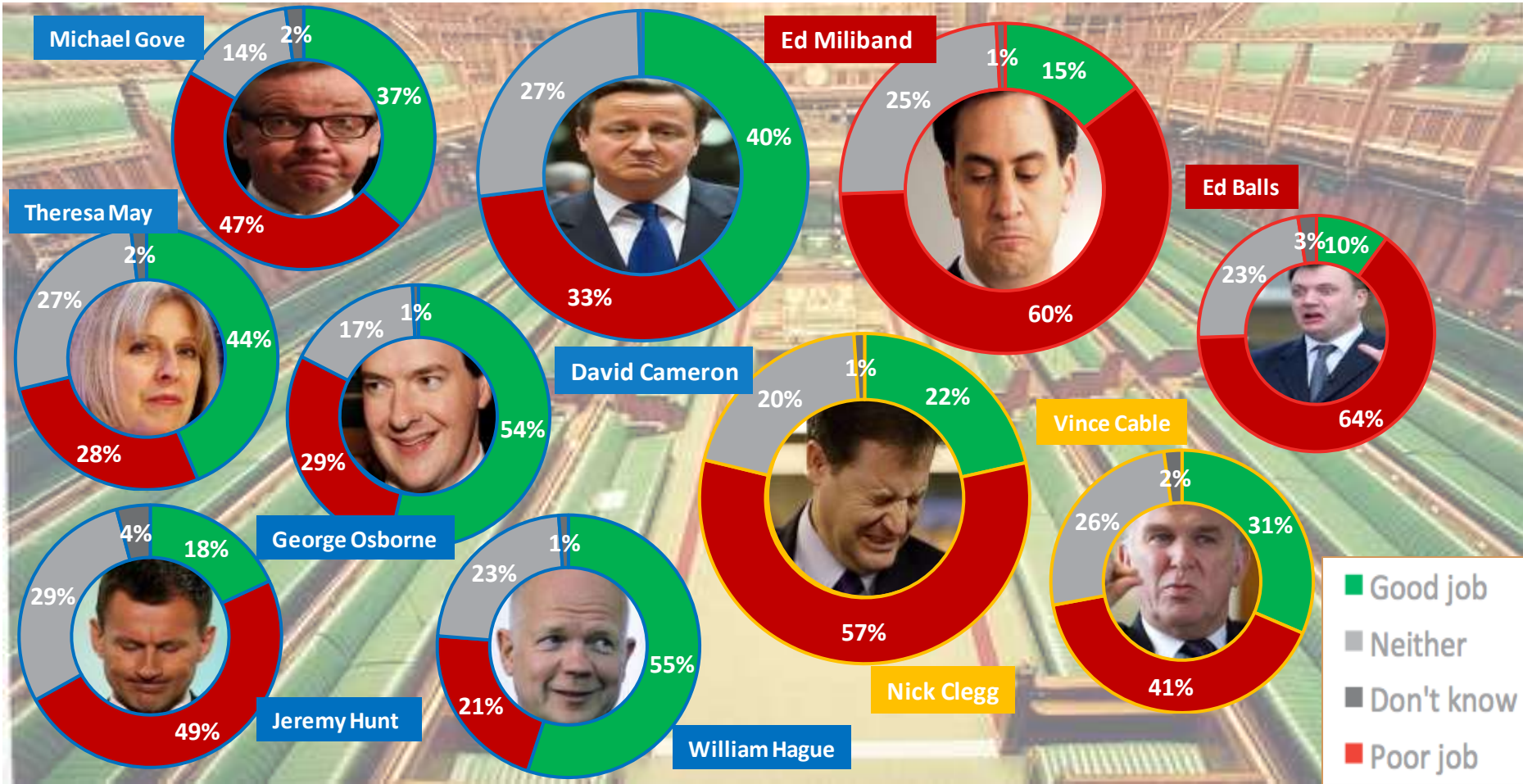
# How well do you believe each of the following have done in their current roles?



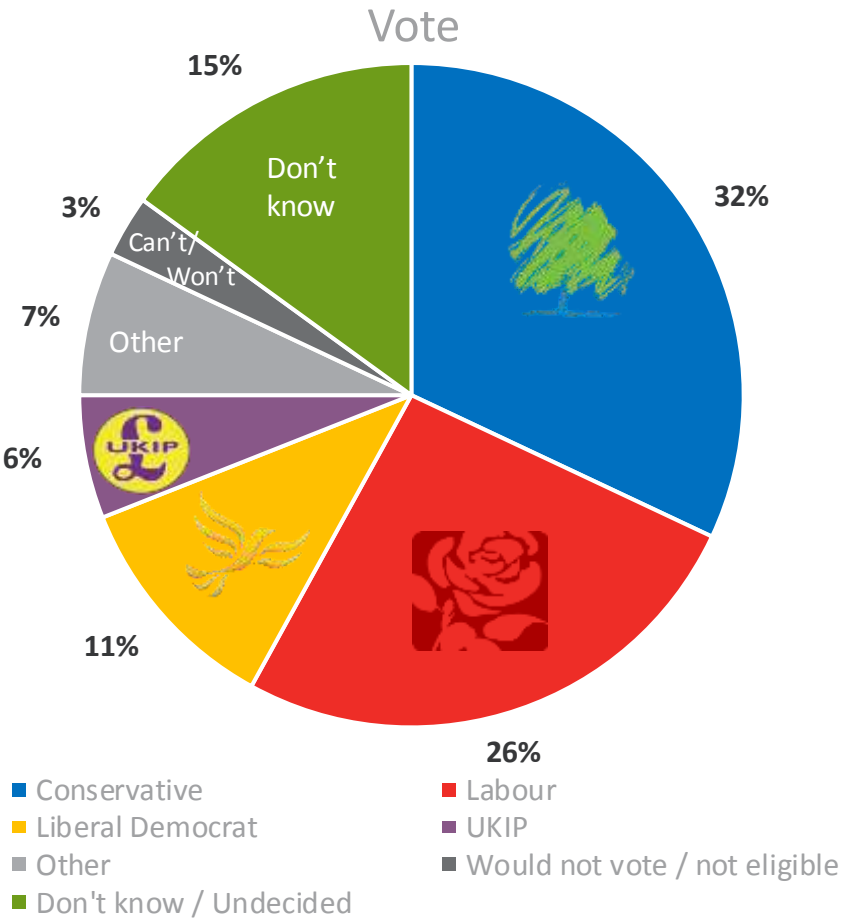
# How well do you believe each of the following have done in their current roles?



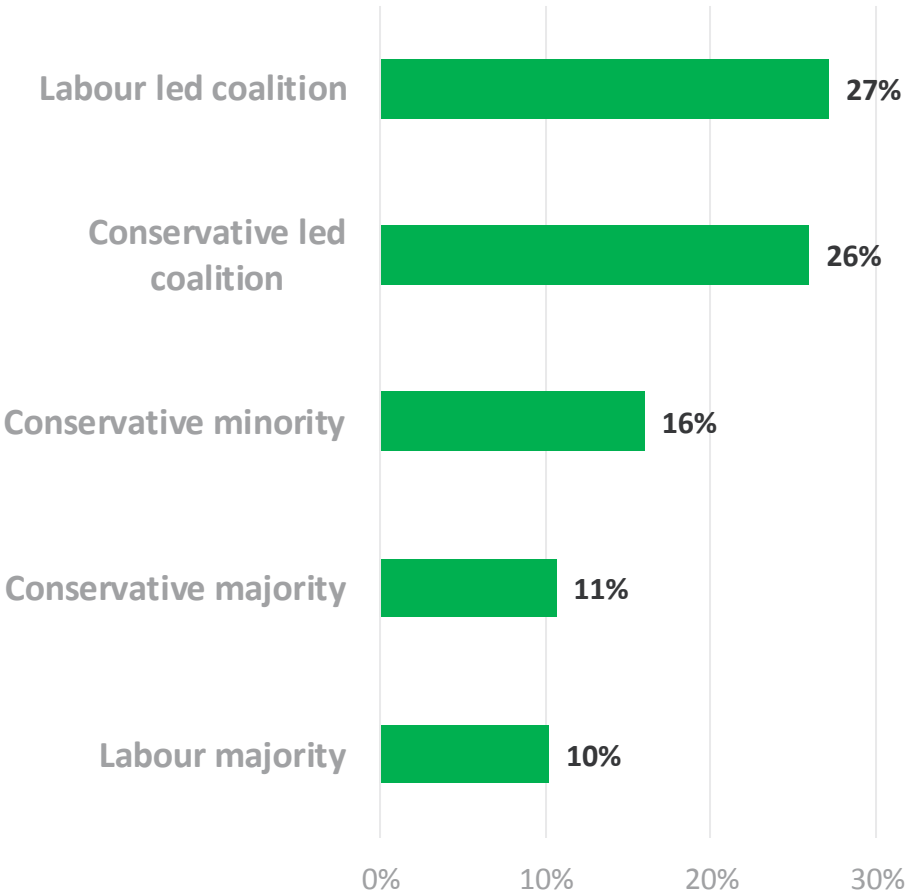
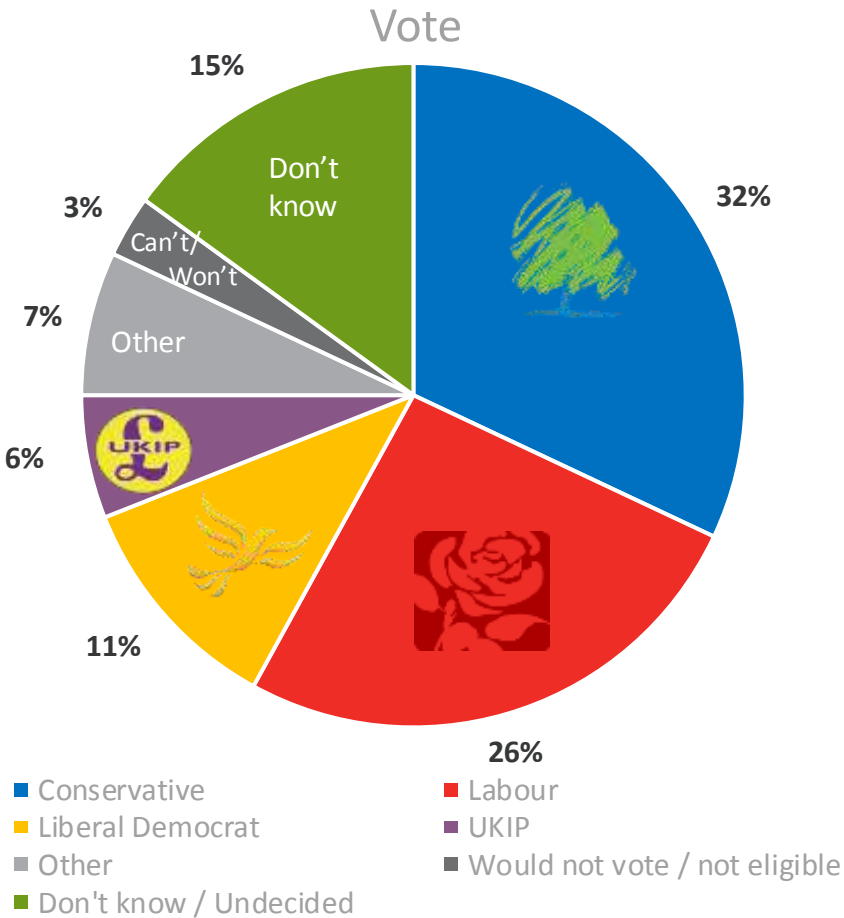
# How well do you believe each of the following have done in their current roles?



# If there were a General Election held tomorrow, which party would you vote for?

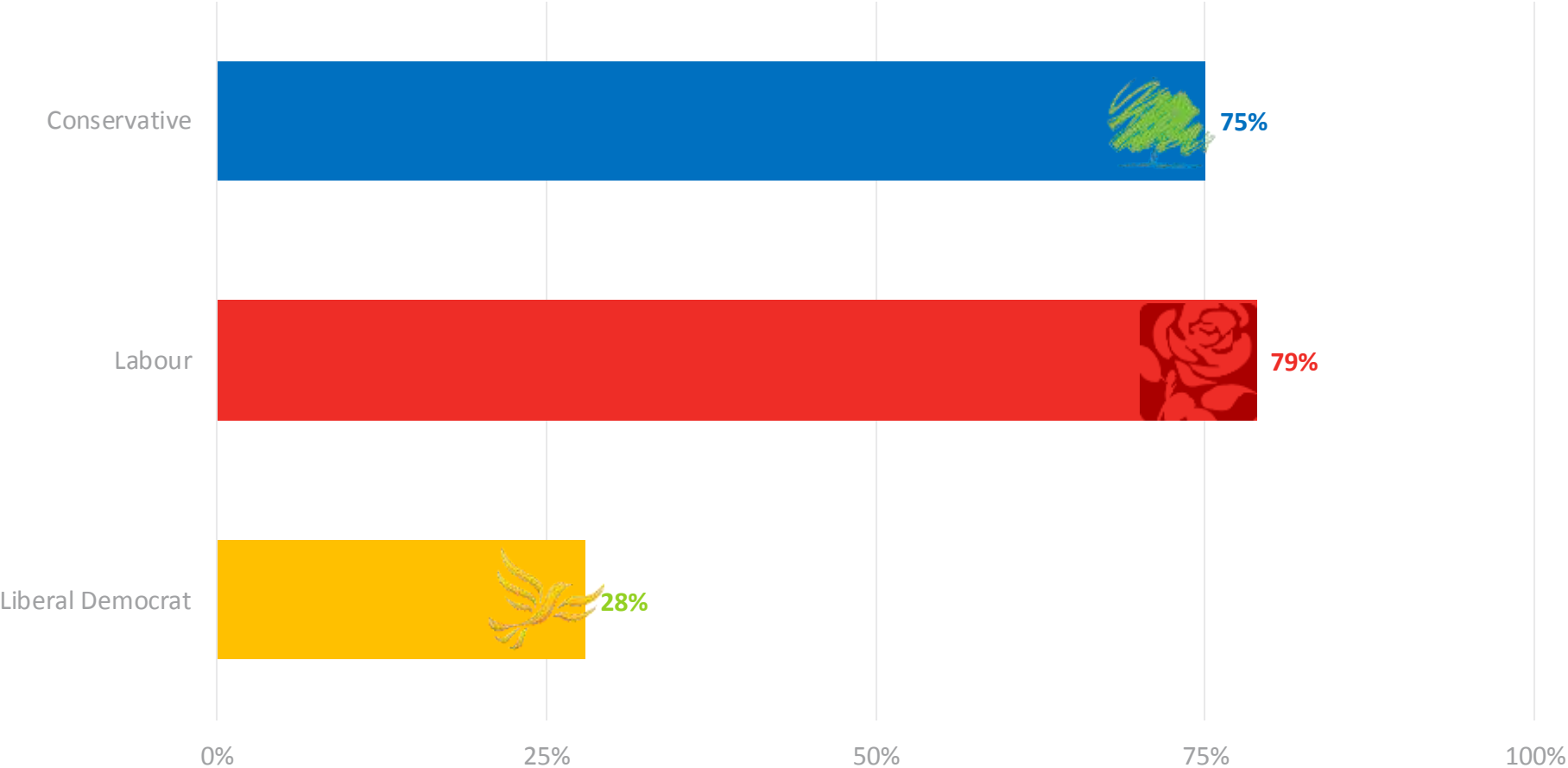


If there were a General Election held tomorrow, which party would you vote for?  
 What government do you expect after the 2015 UK General Election?

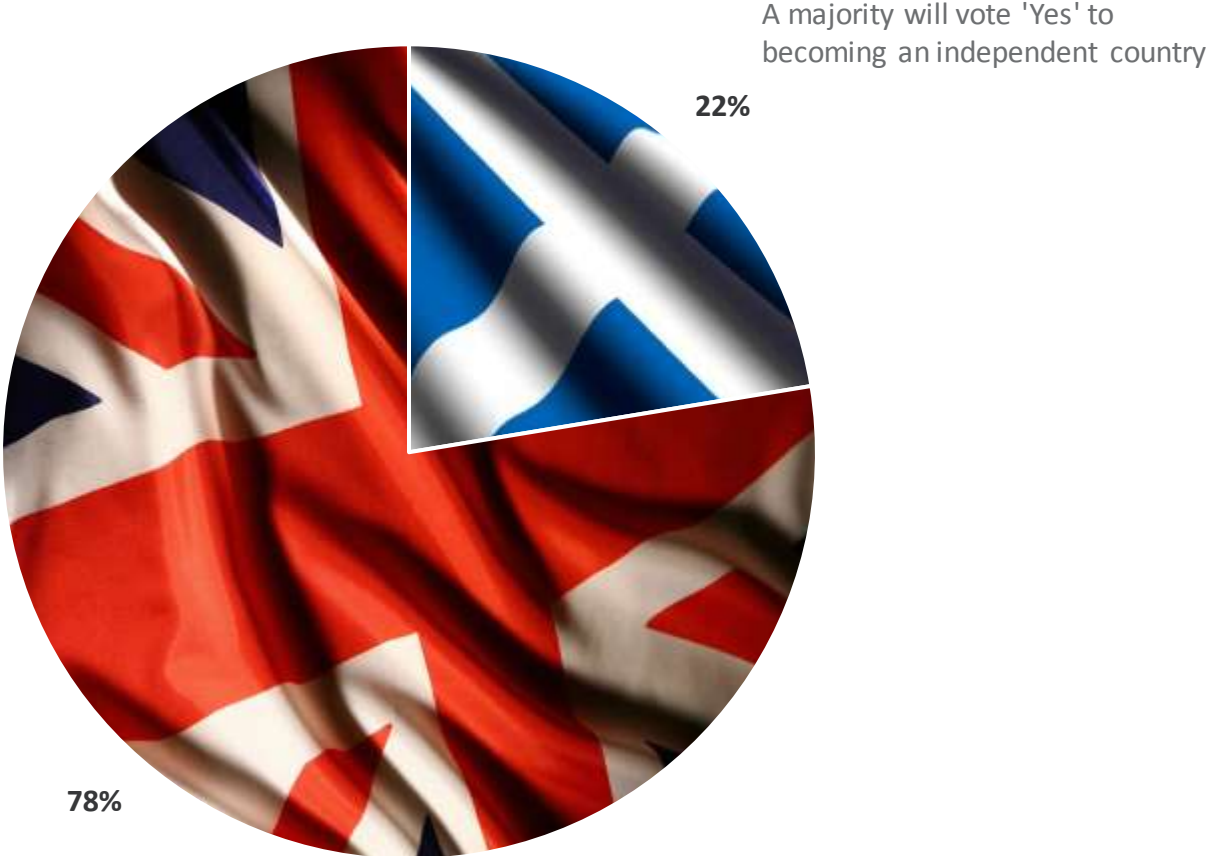


# Voting intention vs. Vote 2010

- % those who voted for party in 2010 who intend to vote for the same party again



# What outcome do you expect from the Scottish referendum on whether to become "an independent country"?



A majority will vote 'No', as they wish to remain in the United Kingdom **78%**

A majority will vote 'Yes' to becoming an independent country

**22%**

Email: [Oliver.Rowe@yougov.com](mailto:Oliver.Rowe@yougov.com)





**YouGov**<sup>®</sup>  
What the world thinks

# Fruitcakes, Loonies, Closest Racists & Winners

*Europe, the European Elections and the rise of Ukip*

## Sticks & Stones

‘Ukip is sort of a bunch of ... fruit cakes and loonies and closet racists mostly’



**David Cameron,  
4<sup>th</sup> April 2006**

## Three key themes approaching the European Elections

- The rise of Ukip
- Britain's membership of the European Union
- Wider attitudes towards the EU

# The rise of Ukip



# The Rise of Ukip: The Westminster Context (2004 – 2013)

Source: YouGov for BES Continuous Monitoring survey

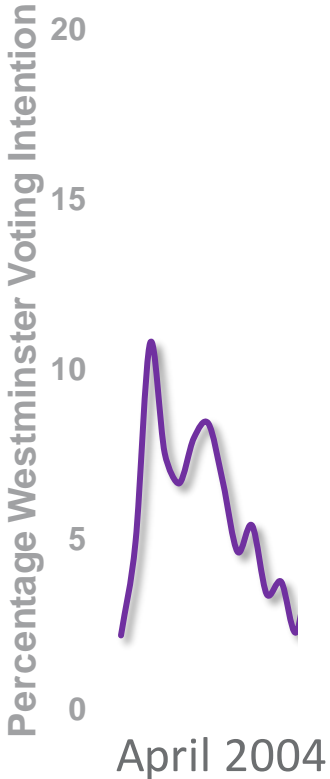
Sample: c1,000 British adults per month  
25



# The Rise of Ukip: The Westminster Context (2004 – 2013)

Source: YouGov for BES Continuous Monitoring survey

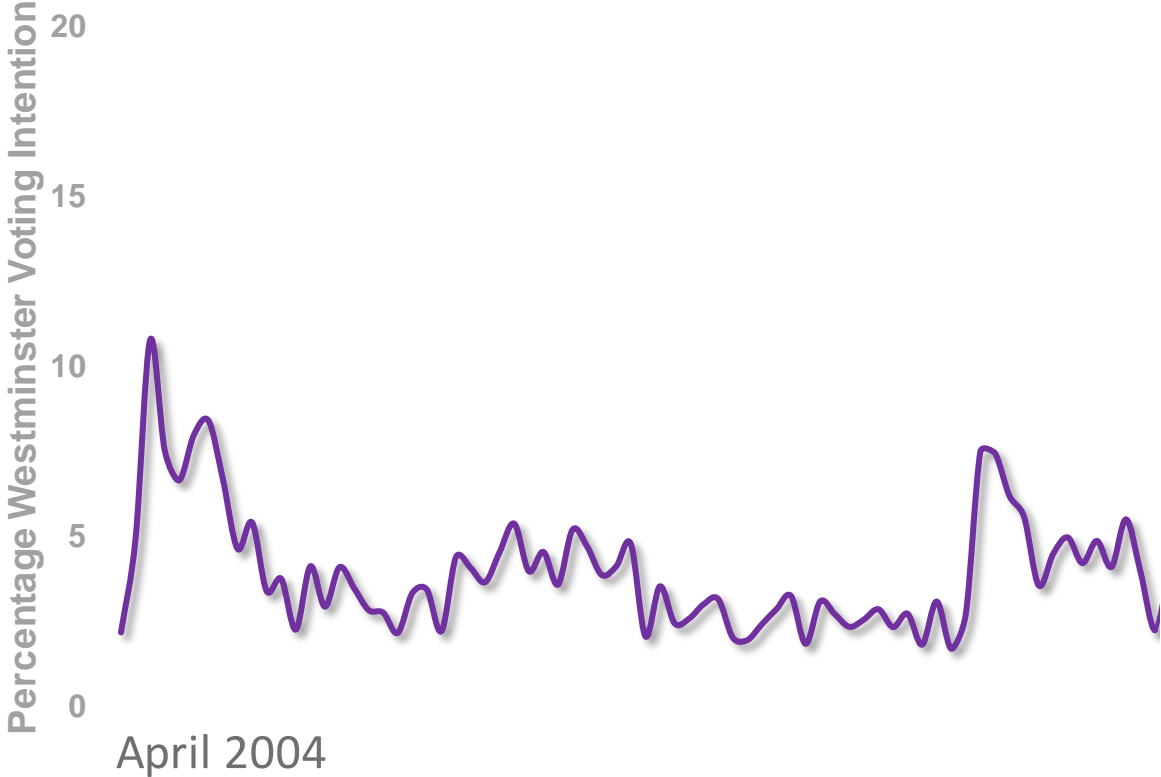
Sample: c1,000 British adults per month  
25



# The Rise of Ukip: The Westminster Context (2004 – 2013)

Source: YouGov for BES Continuous Monitoring survey

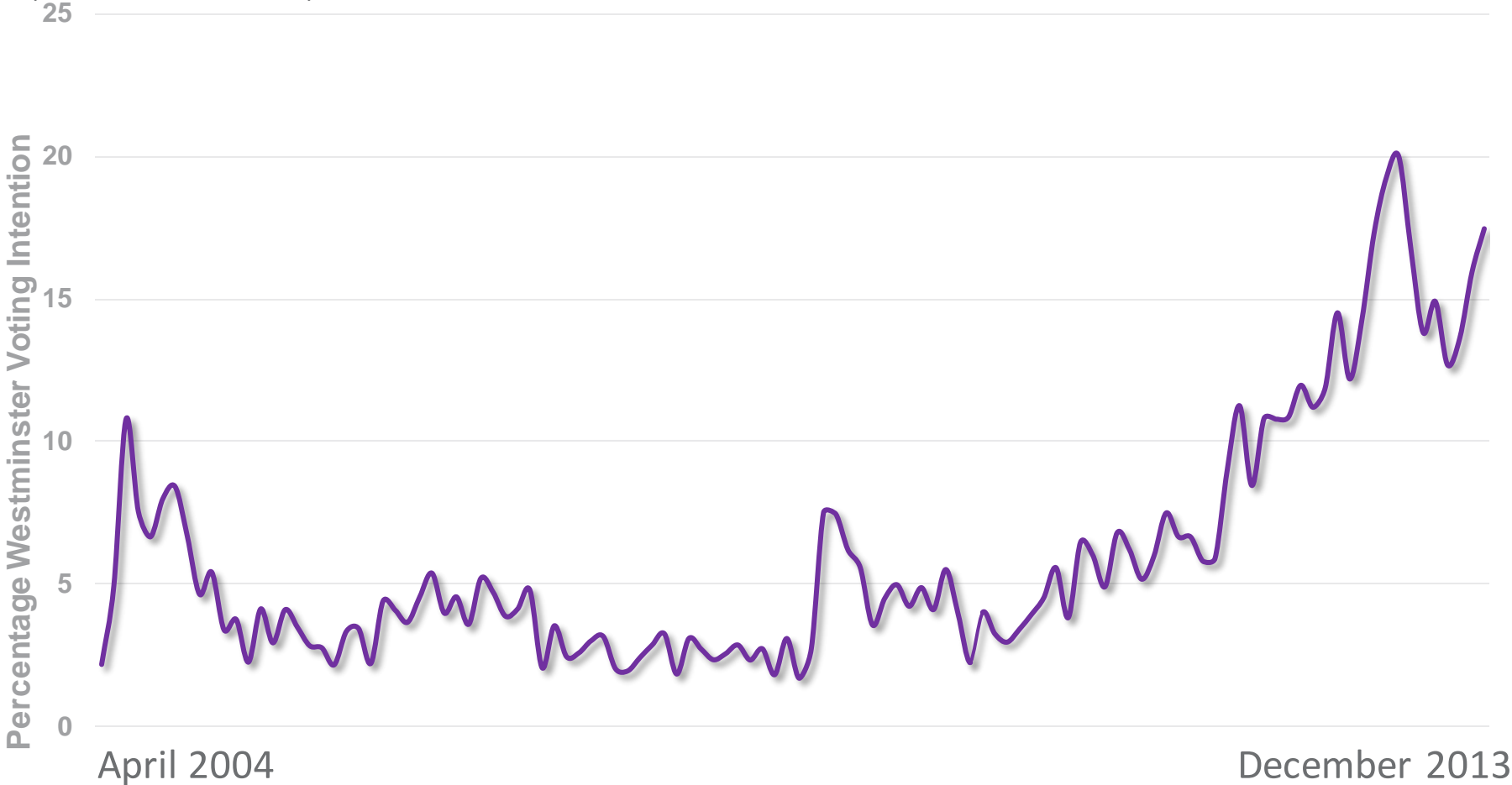
Sample: c1,000 British adults per month  
25



# The Rise of Ukip: The Westminster Context (2004 – 2013)

Source: YouGov for BES Continuous Monitoring survey

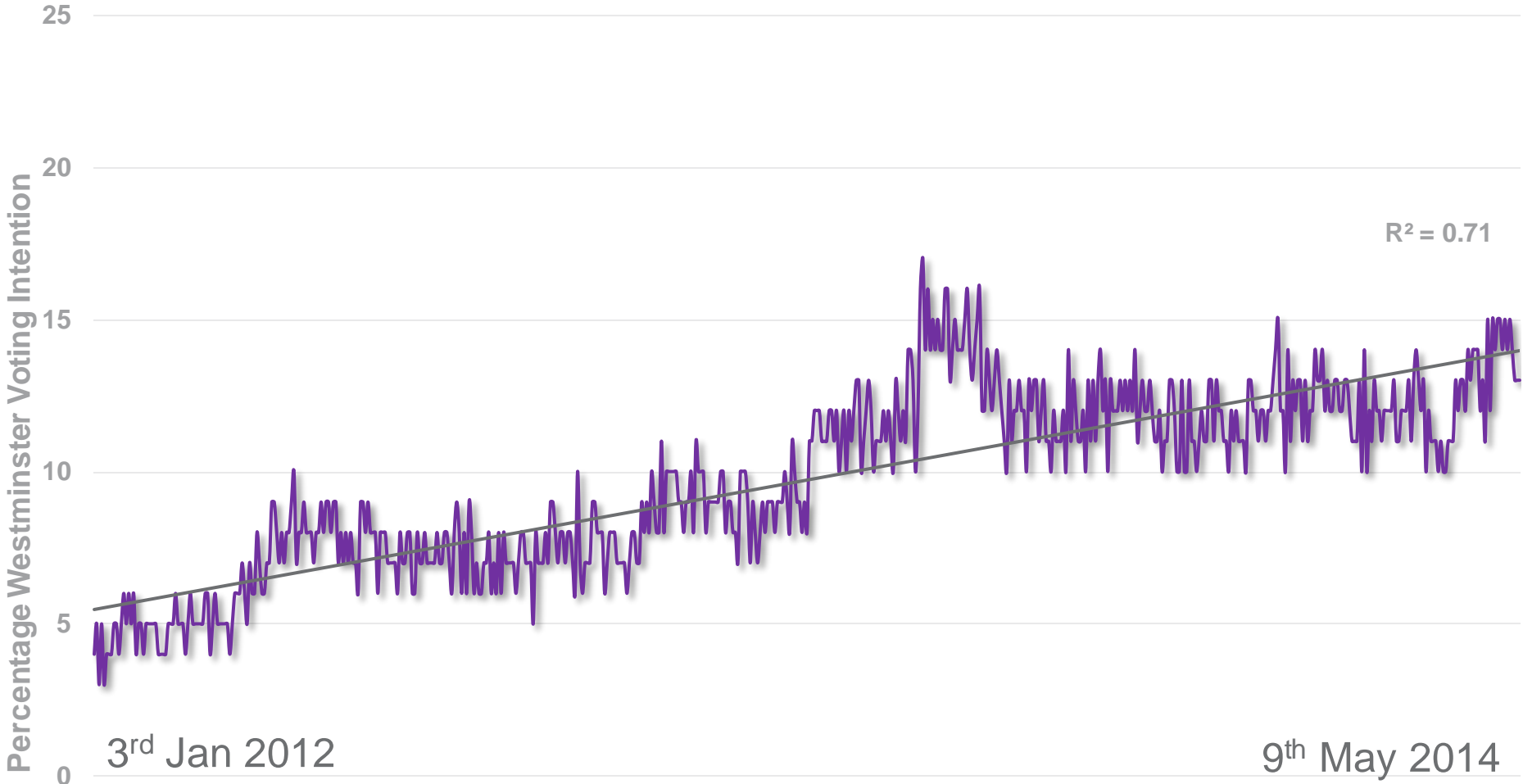
Sample: c1,000 British adults per month



# The Rise of Ukip: The Westminster Context (2004 - 2013)

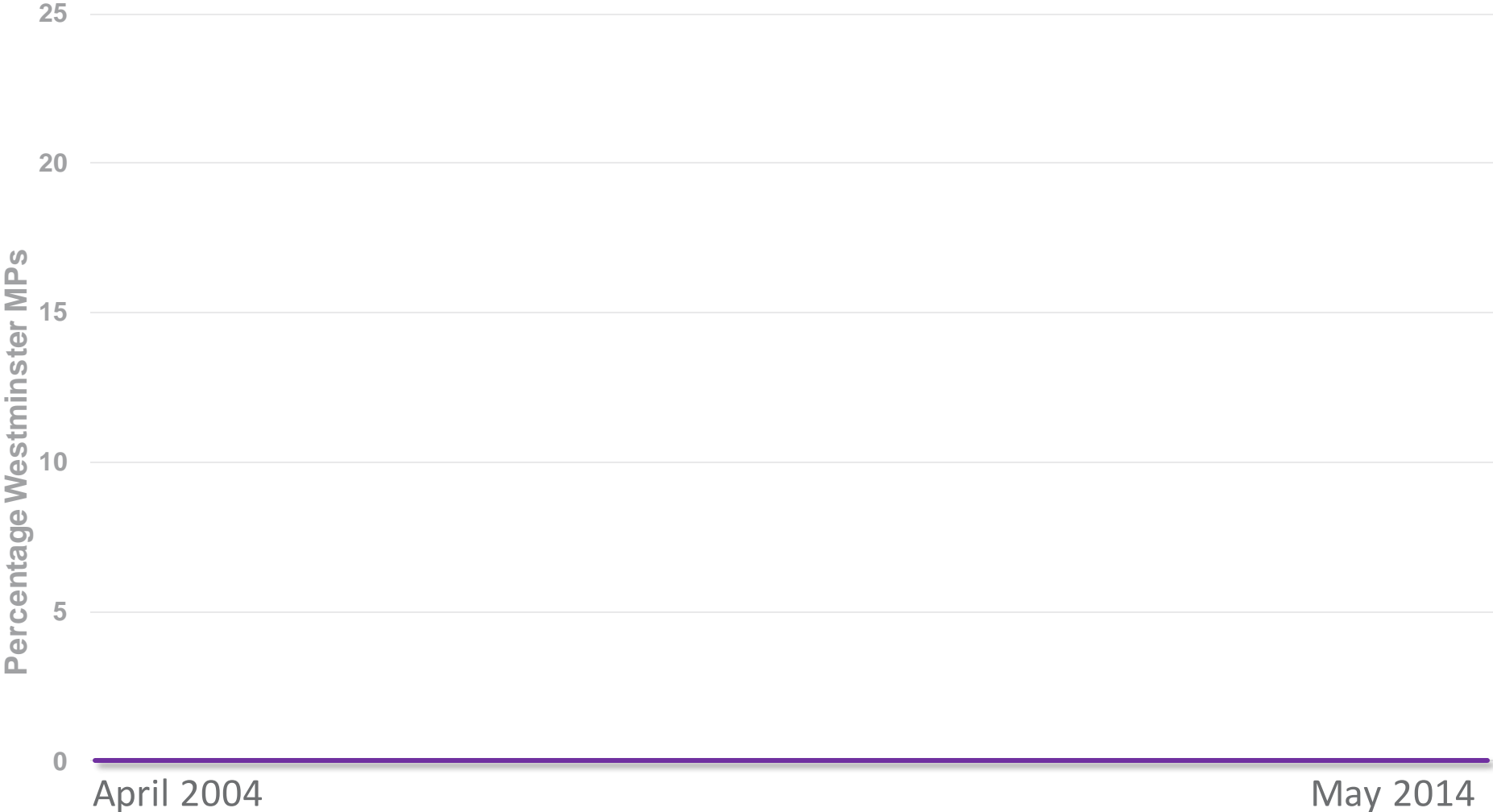
Source: YouGov Daily Polling for News UK

Sample: c1,500 British adults per day



# The Rise of Ukip: The Westminster Context (2004 – 2013)

Source: House of Commons Library



# The Rise of Ukip: the European Election Context

	European Election Result (May 2009)	European Election Result (May 2014)
<b>Conservative</b>	28%	24%
<b>UKIP</b>	17%	27%
<b>Labour</b>	16%	25%
<b>Liberal Democrat</b>	14%	7%
<b>Green</b>	8%	8%

# The Rise of Ukip: the European Election Context

	<b>Actual Result</b>	YouGov
<b>UKIP</b>	27	27
<b>Lab</b>	25	26
<b>Con</b>	24	22
<b>Green</b>	8	10
<b>Lib Dem</b>	7	9
<b>Average Error</b>		<b>1.4</b>

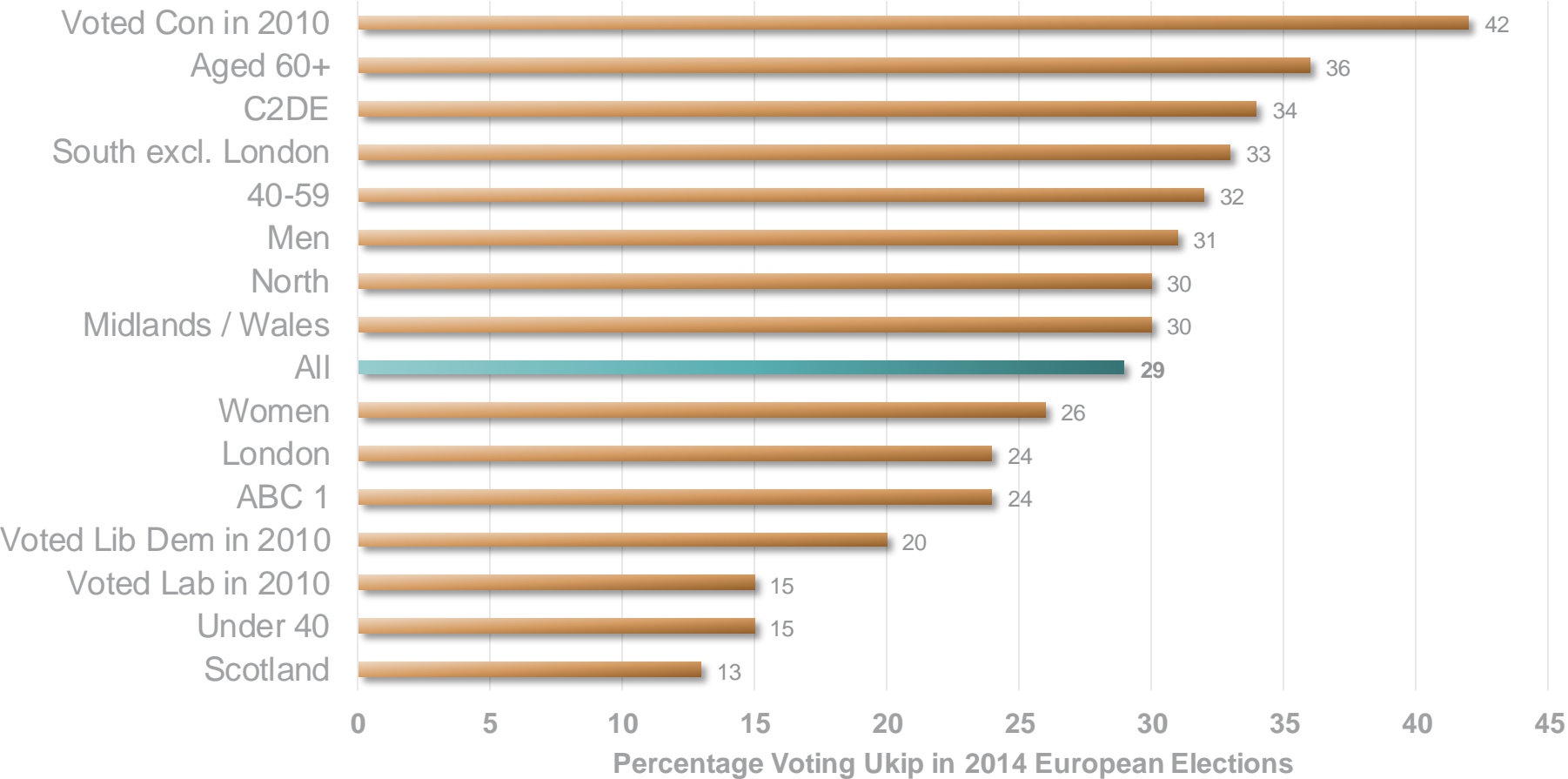
# The Rise of Ukip: the European Election Context

	<b>Actual Result</b>	YouGov	ICM	Opinium	TNS	ComRes	Survation
<b>UKIP</b>	27	27	25	32	31	33	32
<b>Lab</b>	25	26	29	25	28	27	27
<b>Con</b>	24	22	26	21	21	20	23
<b>Green</b>	8	10	6	6	6	6	4
<b>Lib Dem</b>	7	9	7	6	7	7	9
<b>Average Error</b>		<b>1.4</b>	<b>2.0</b>	<b>2.2</b>	<b>2.4</b>	<b>2.8</b>	<b>2.8</b>

# The Ukip vote: Winning here?

Source: YouGov Daily Polling Fieldwork: 31 March – 30 April 2014

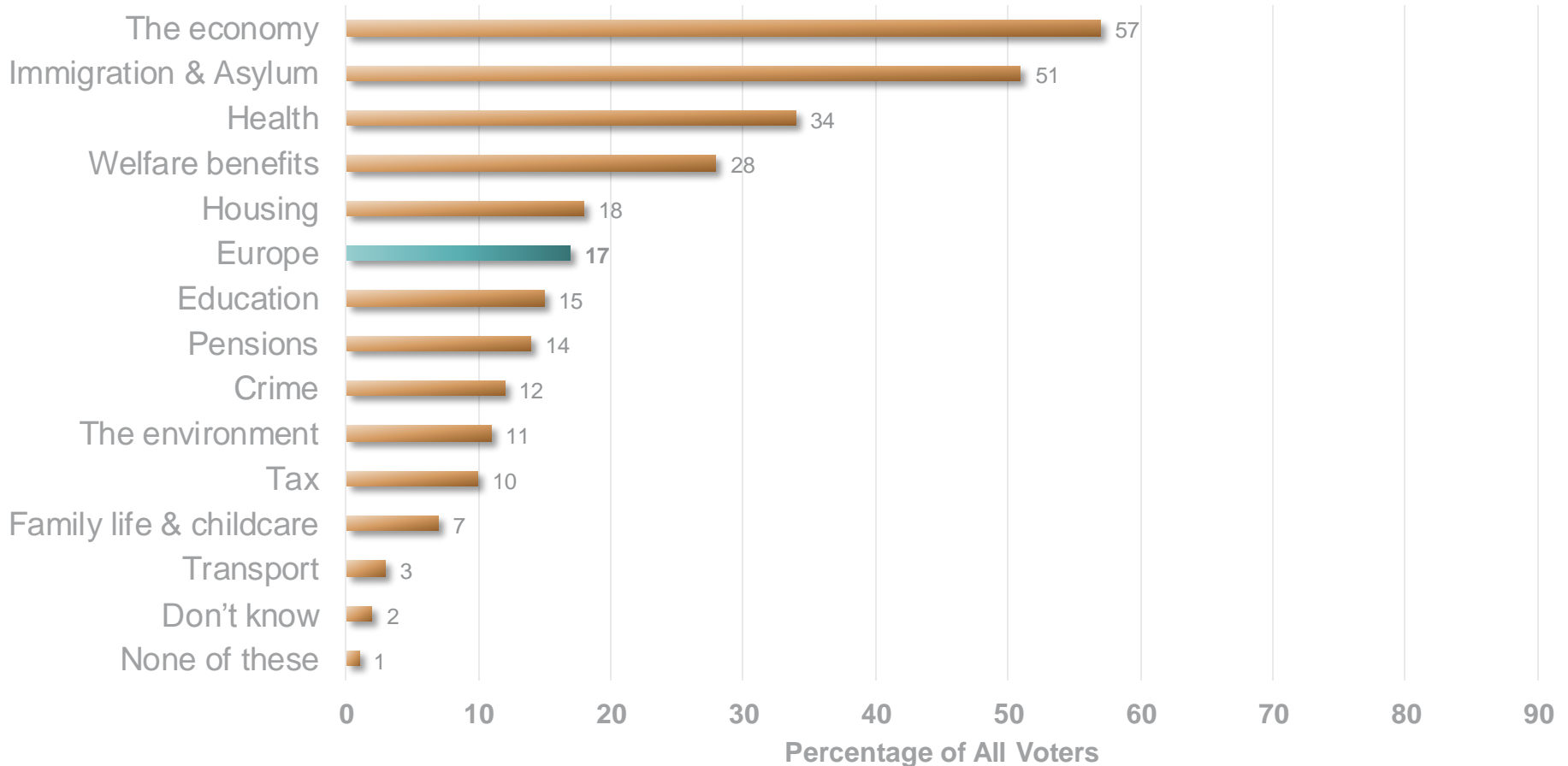
Sample: 8,894 British adults



# Most important issues facing the country

Source: YouGov for New UK Fieldwork: 7-8 April 2014

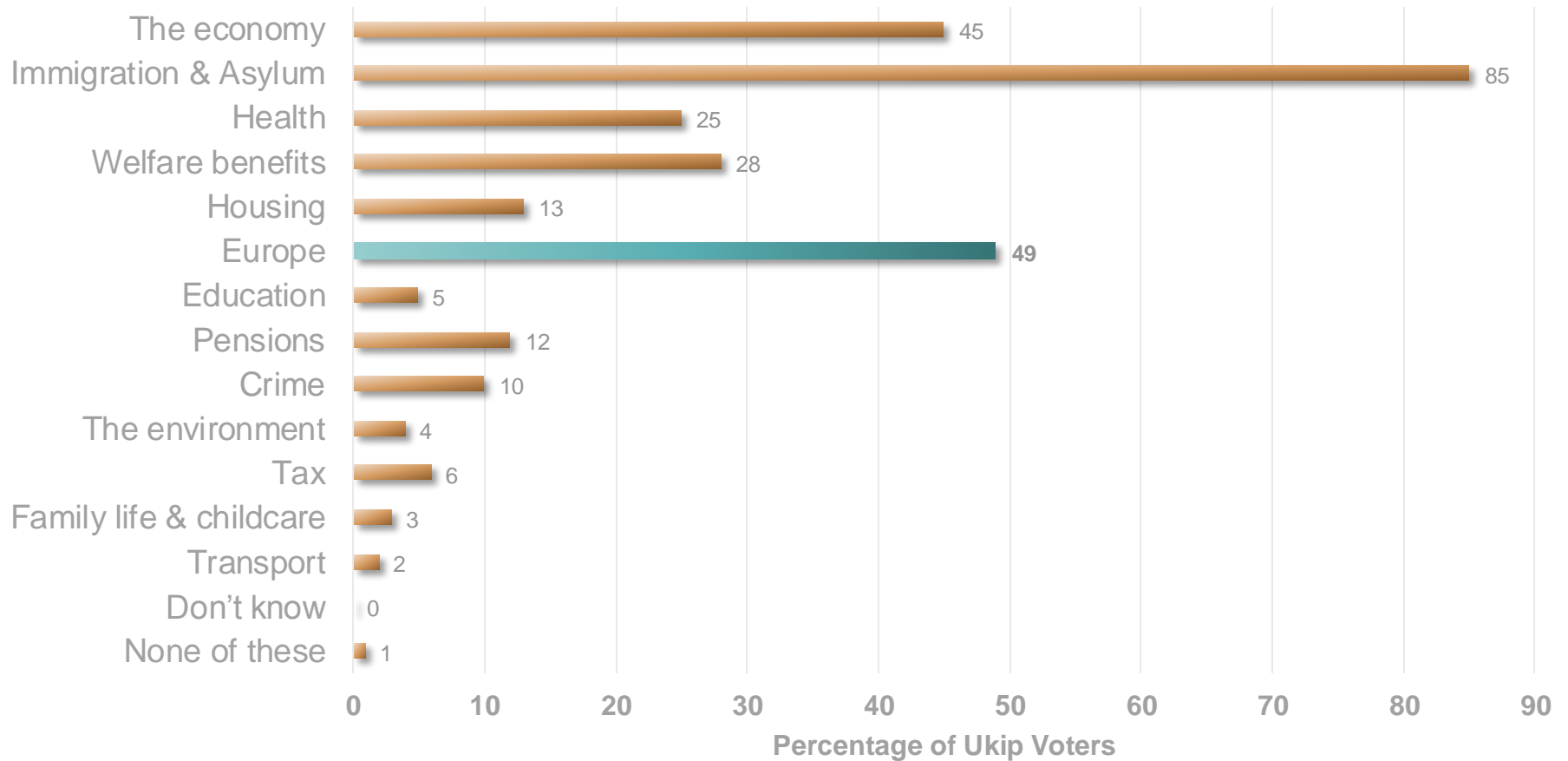
Sample: 2,144 British adults



# Most important issues facing the country

Source: YouGov for New UK Fieldwork: 7-8 April 2014

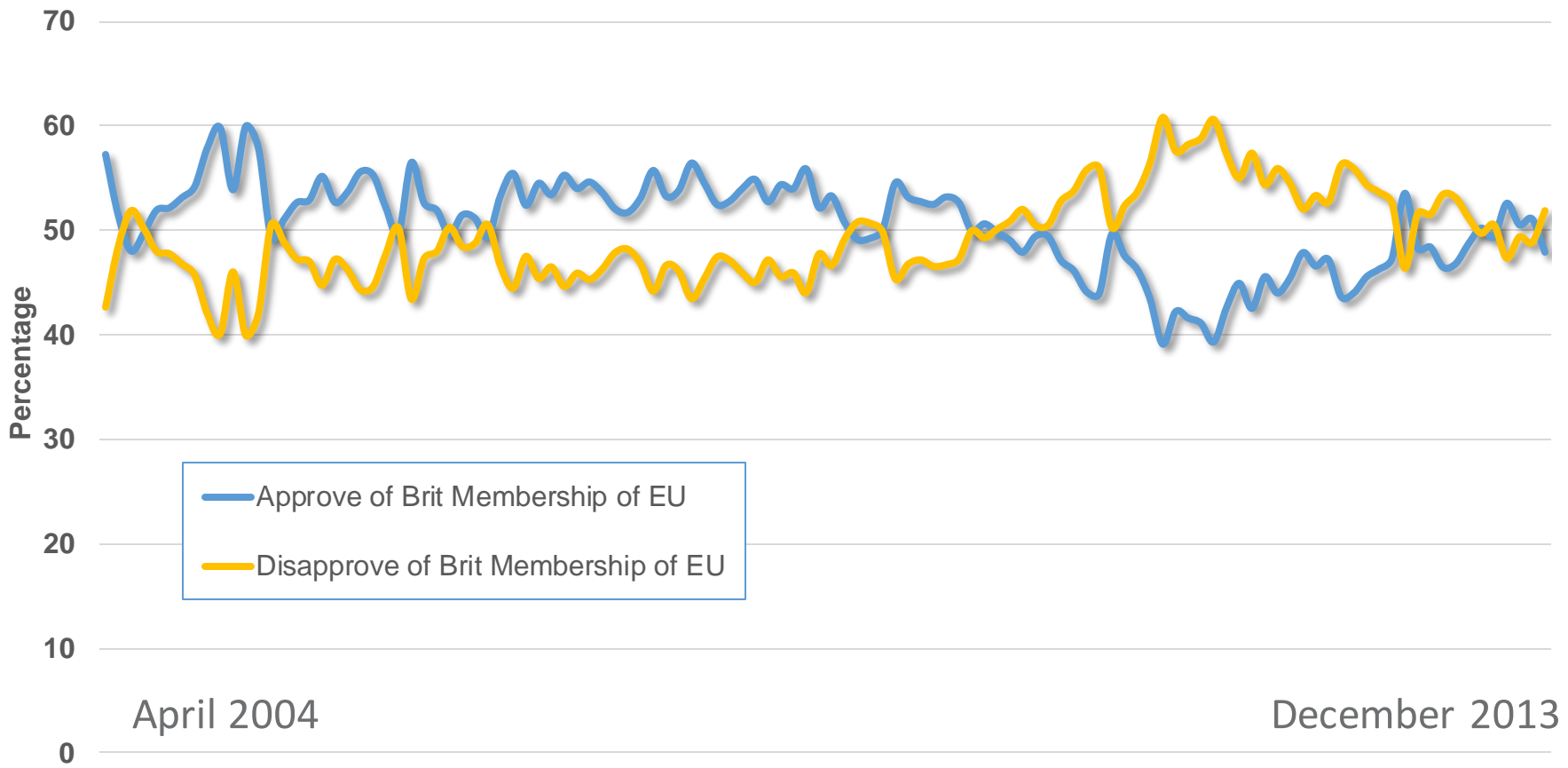
Sample: 2,144 British adults



# Support for Europe

Source: YouGov for BES Continuous Monitoring Survey

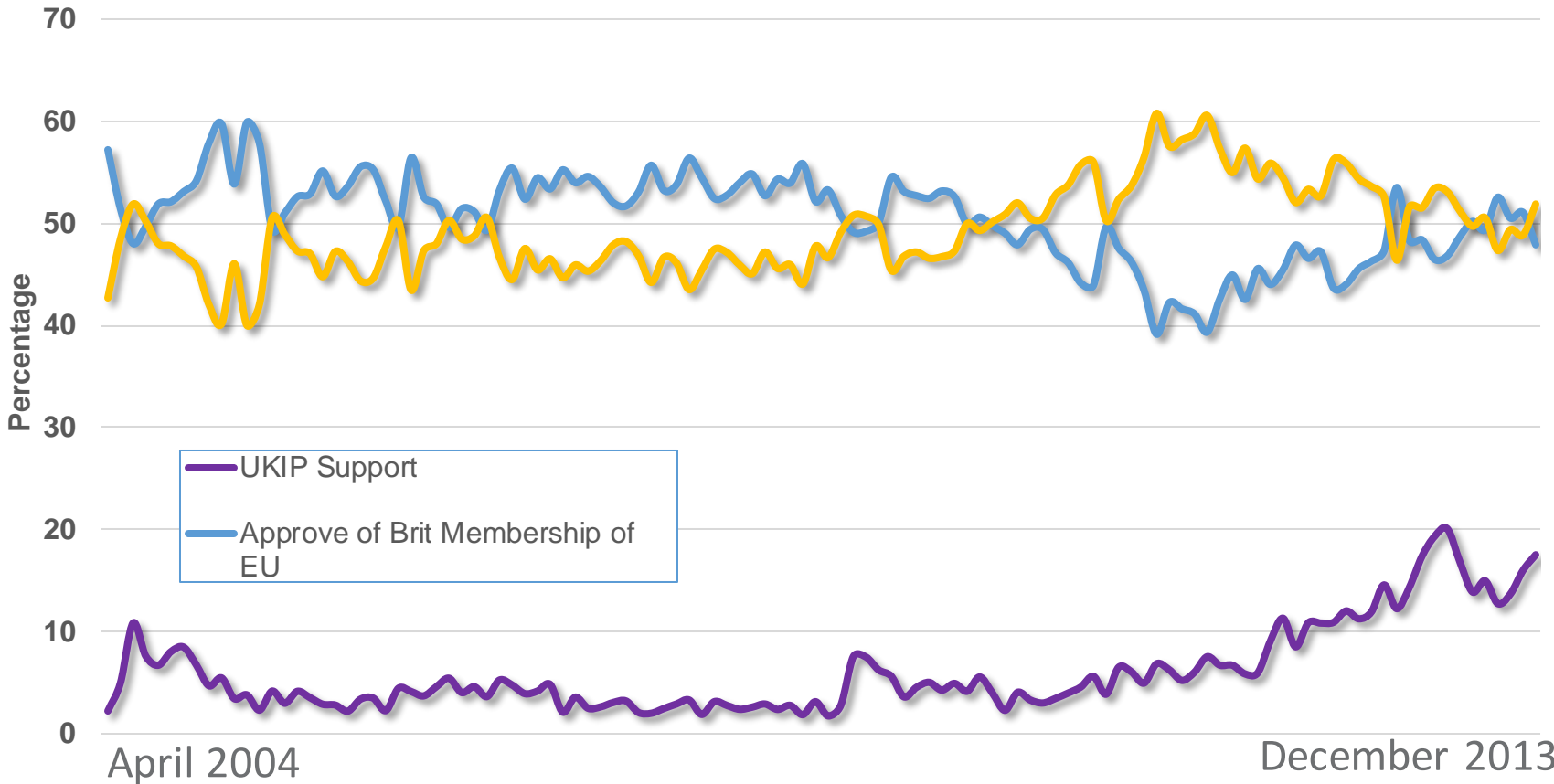
Sample: c1,000 British adults per month



# Support for Europe vs Support for Ukip

Source: YouGov for BES Continuous Monitoring Survey

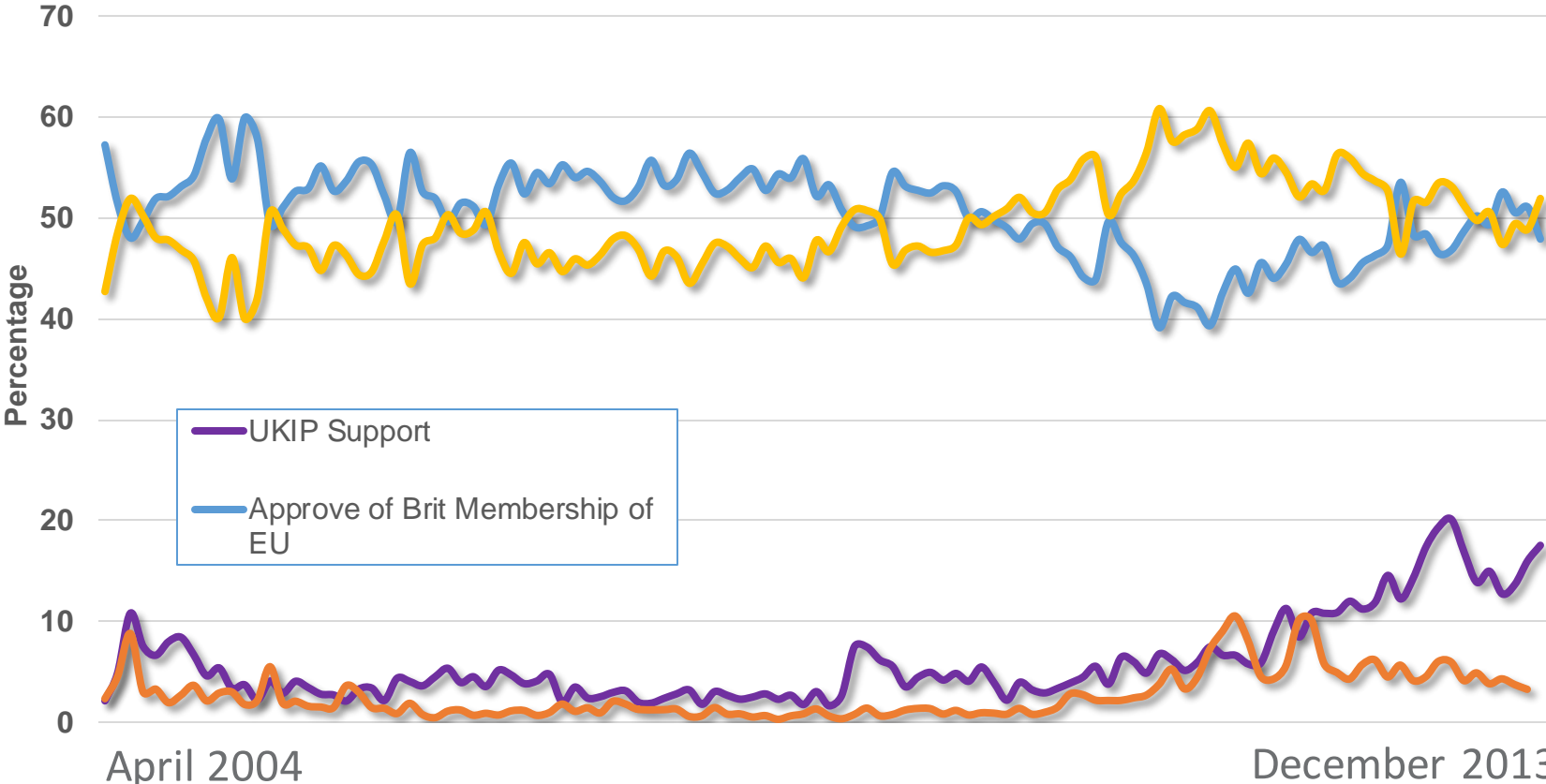
Sample: c1,000 British adults per month



# The importance of Europe as an issue

Source: YouGov for BES Continuous Monitoring Survey

Sample: c1,000 British adults per month



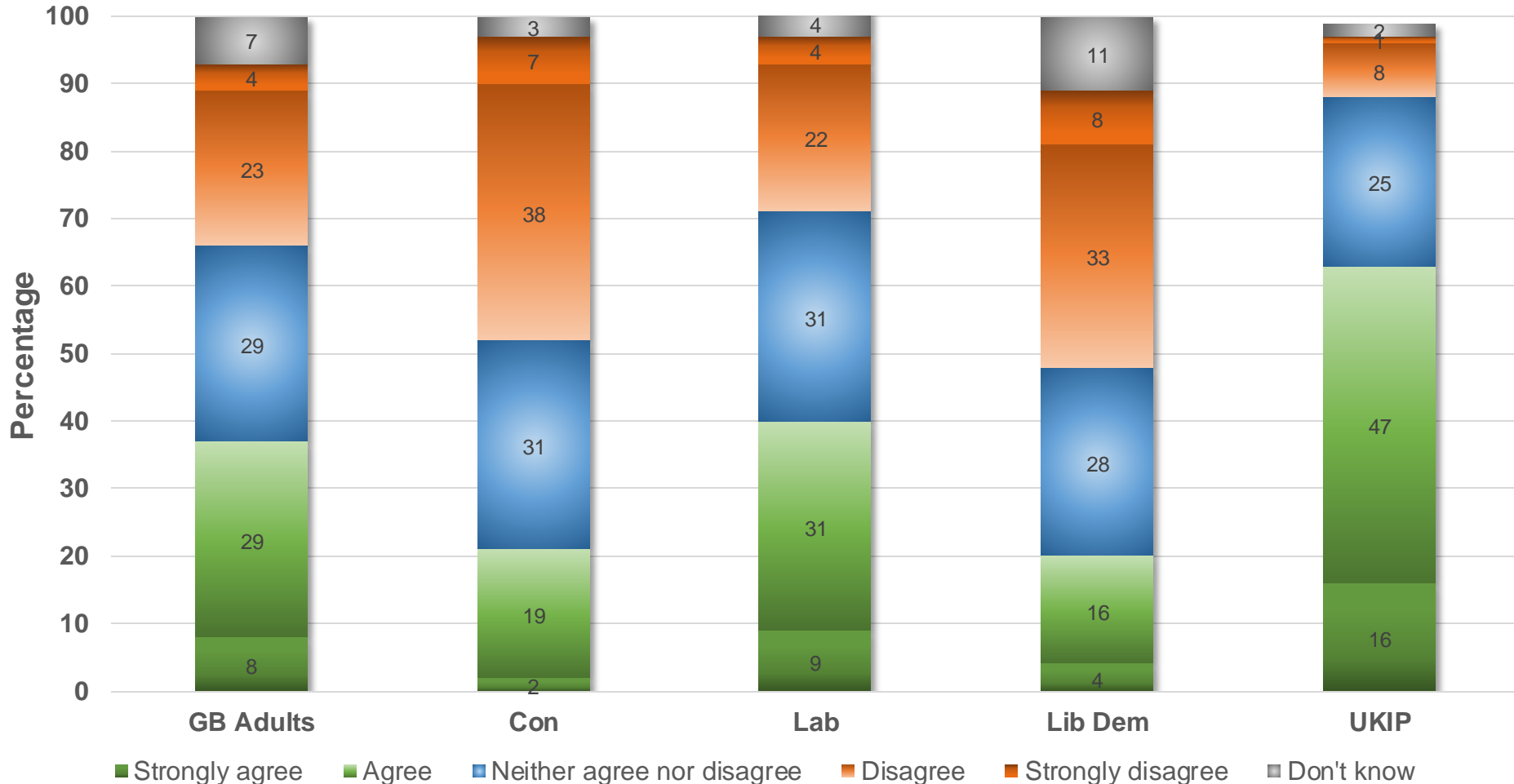
## The Three D's

- Dissatisfied
- Distrusting
- Disapproving

# 'Most British politicians are personally corrupt'

Source: YouGov Fieldwork: 28 April – 6 May 2014

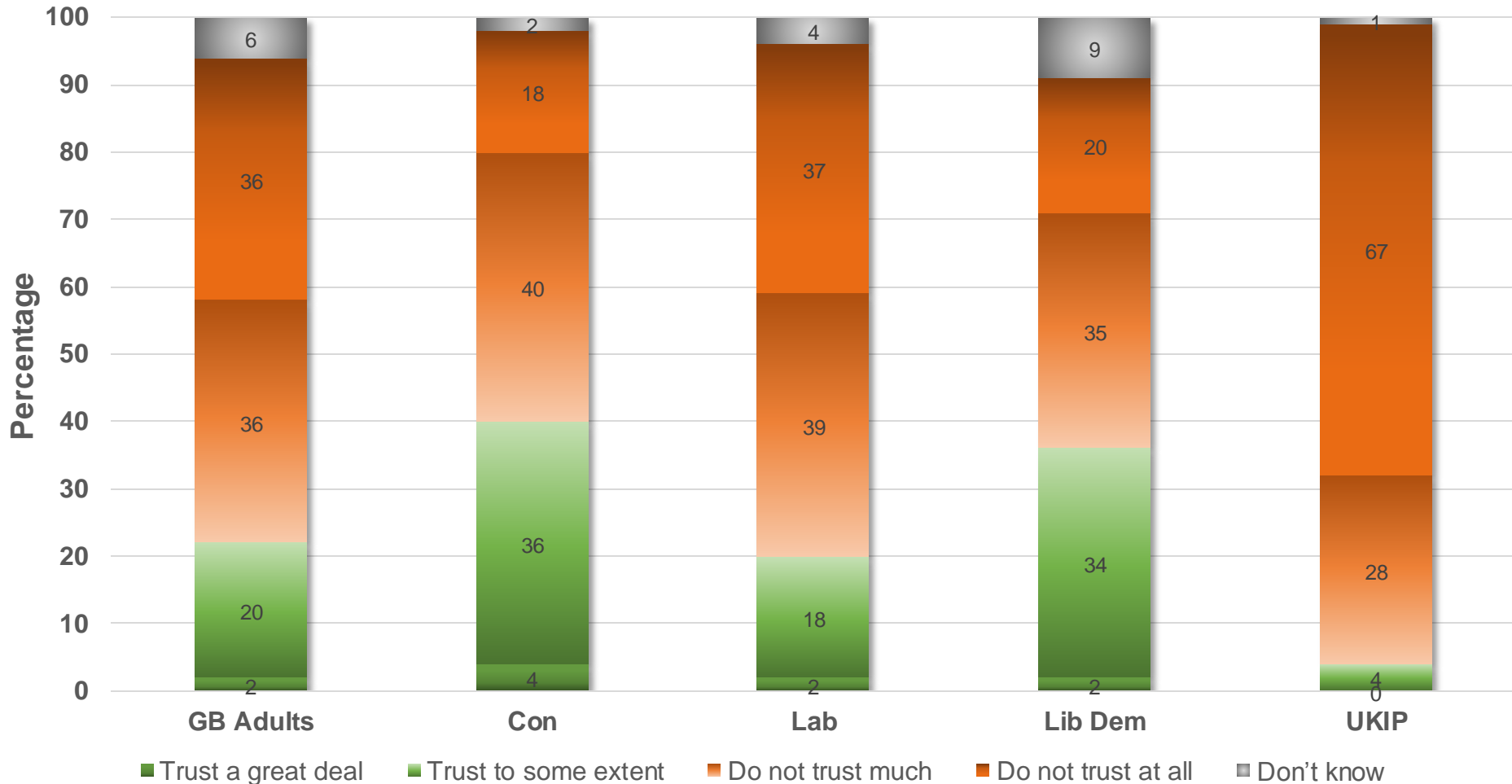
Sample: 1,805 British adults



# In general, how much do you trust leading politicians from the main parties in Britain to tell the truth?

Source: YouGov Fieldwork: 28 April – 6 May 2014

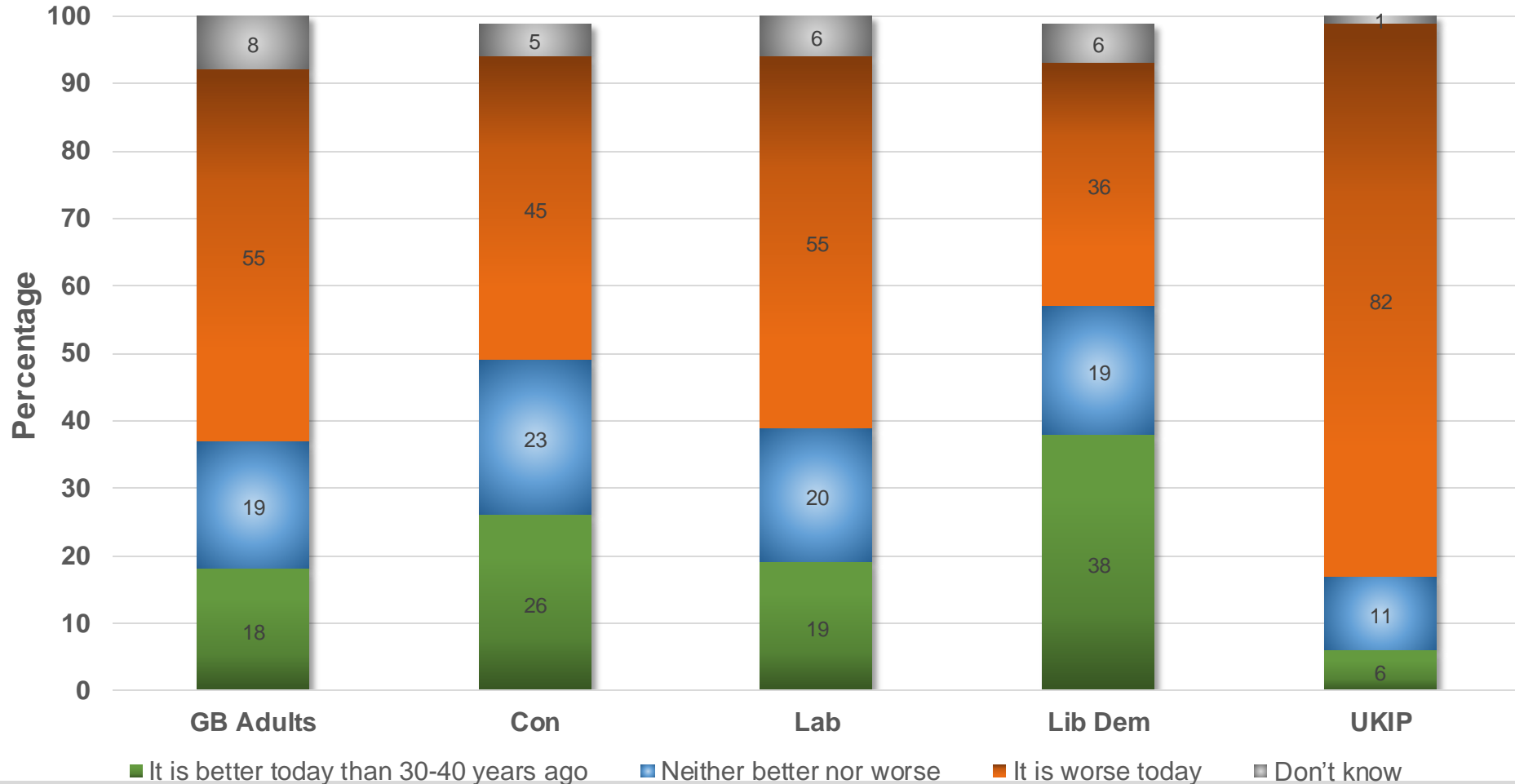
Sample: 1,805 British adults



# On balance, do you think Britain is better or worse place in which to grow up than it was thirty or forty years ago?

Source: YouGov Fieldwork: 28 April – 6 May 2014

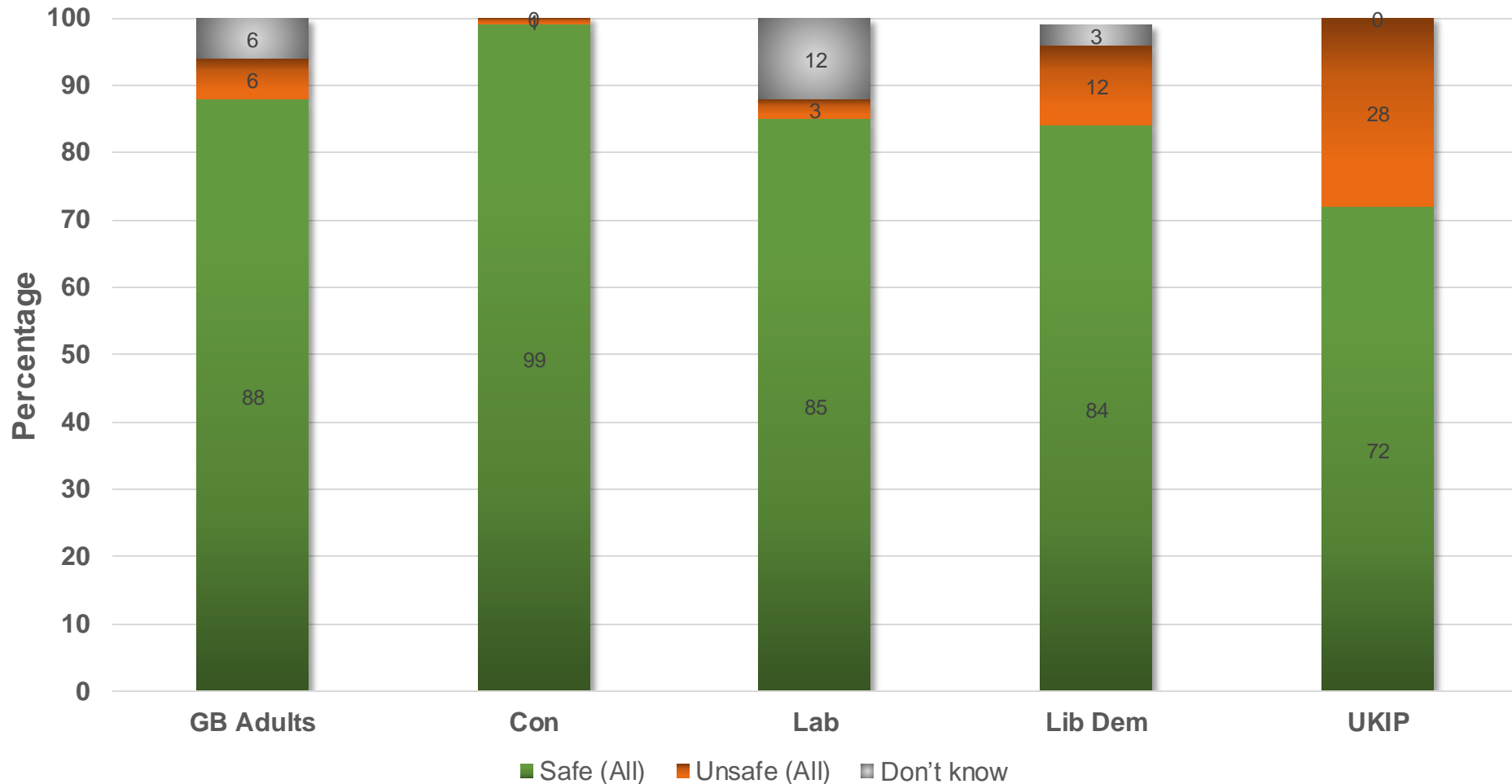
Sample: 1,805 British adults



# From what you have heard, how safe do you think the MMR vaccination is?

Source: YouGov Fieldwork: 7-8 April 2014

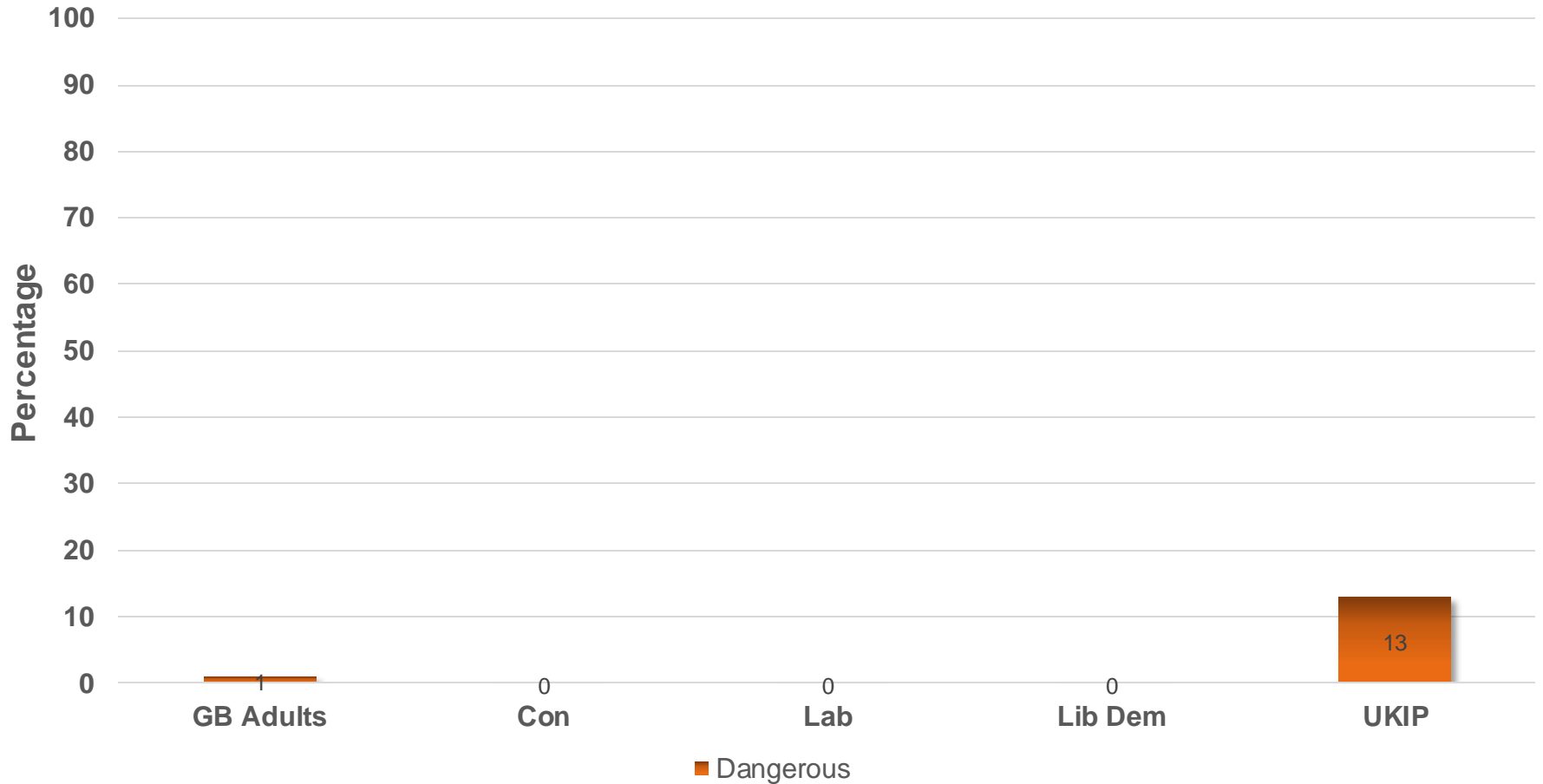
Sample: 1,765 British adults



# From what you have heard, how safe do you think the MMR vaccination is?

Source: YouGov Fieldwork: 7-8 April 2014

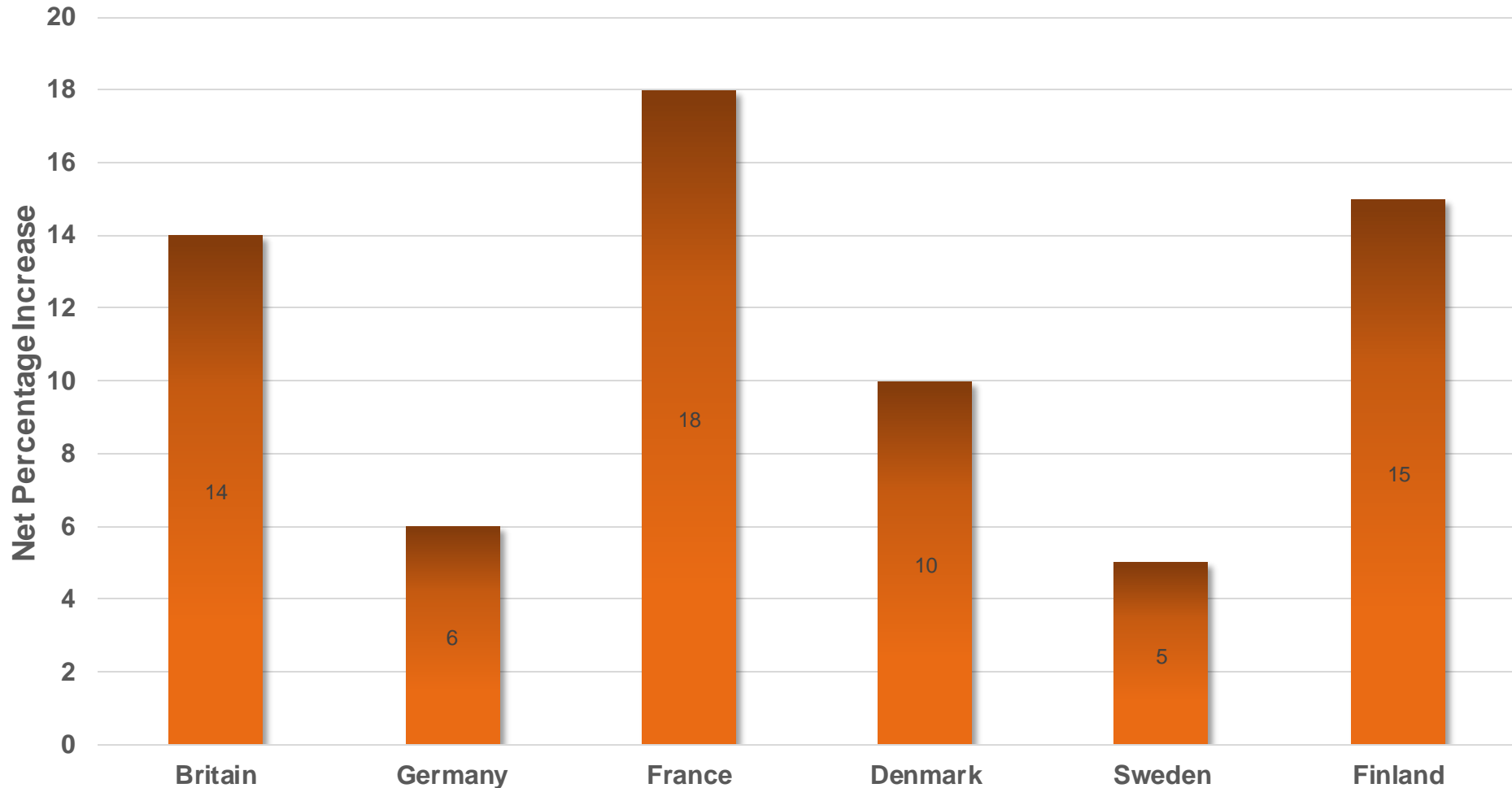
Sample: 1,765 British adults



# Net rise in total support for the single largest nationalist and Eurosceptic parties in Europe since last European elections

Source: YouGov Eurotrack Fieldwork: 28 April – 6 May 2014

Sample: >1,000 adults per country



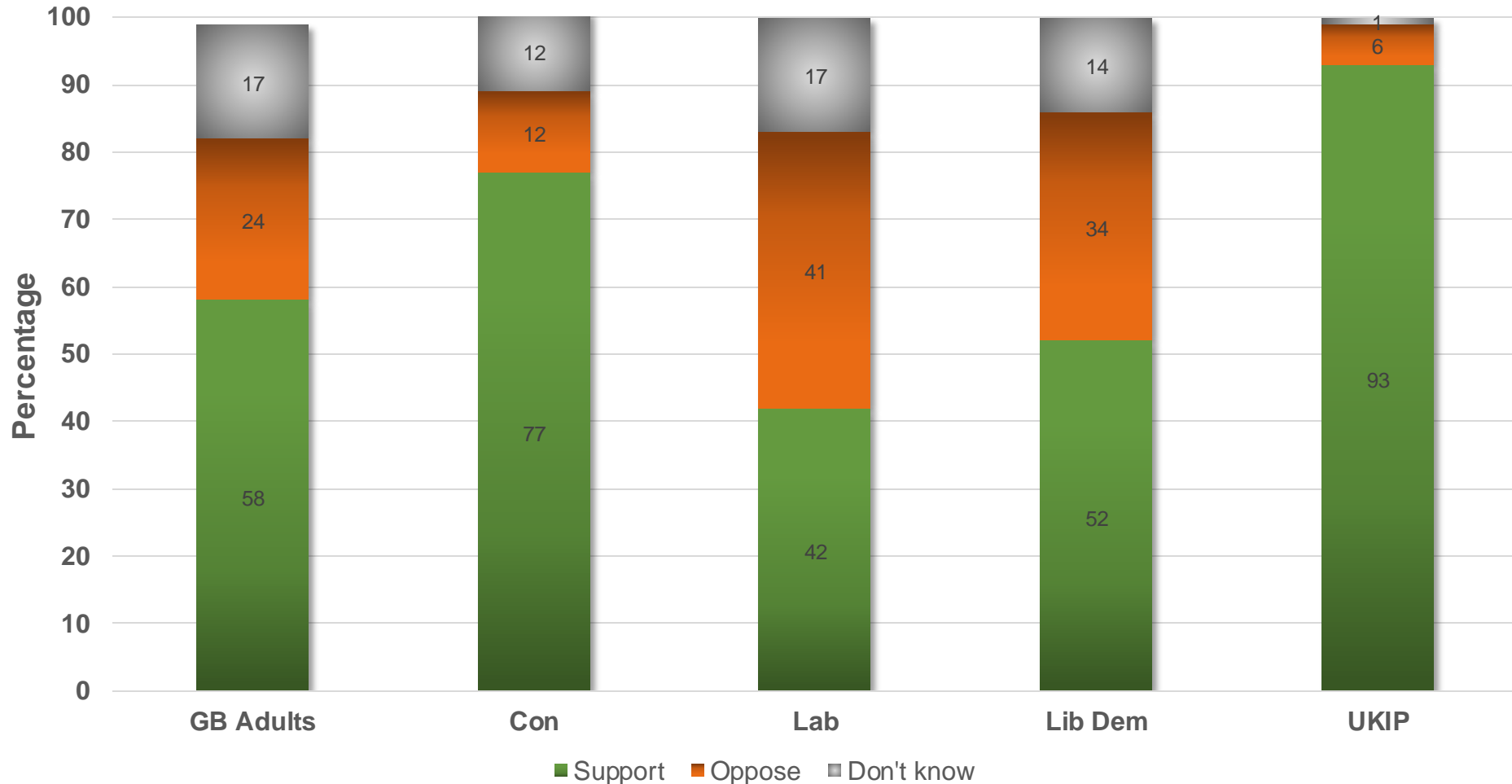
# Membership of the European Union



# Would you support or oppose holding a referendum on Britain's relationship with Europe within the next few years?

Source: YouGov Fieldwork: 20-21 May 2013

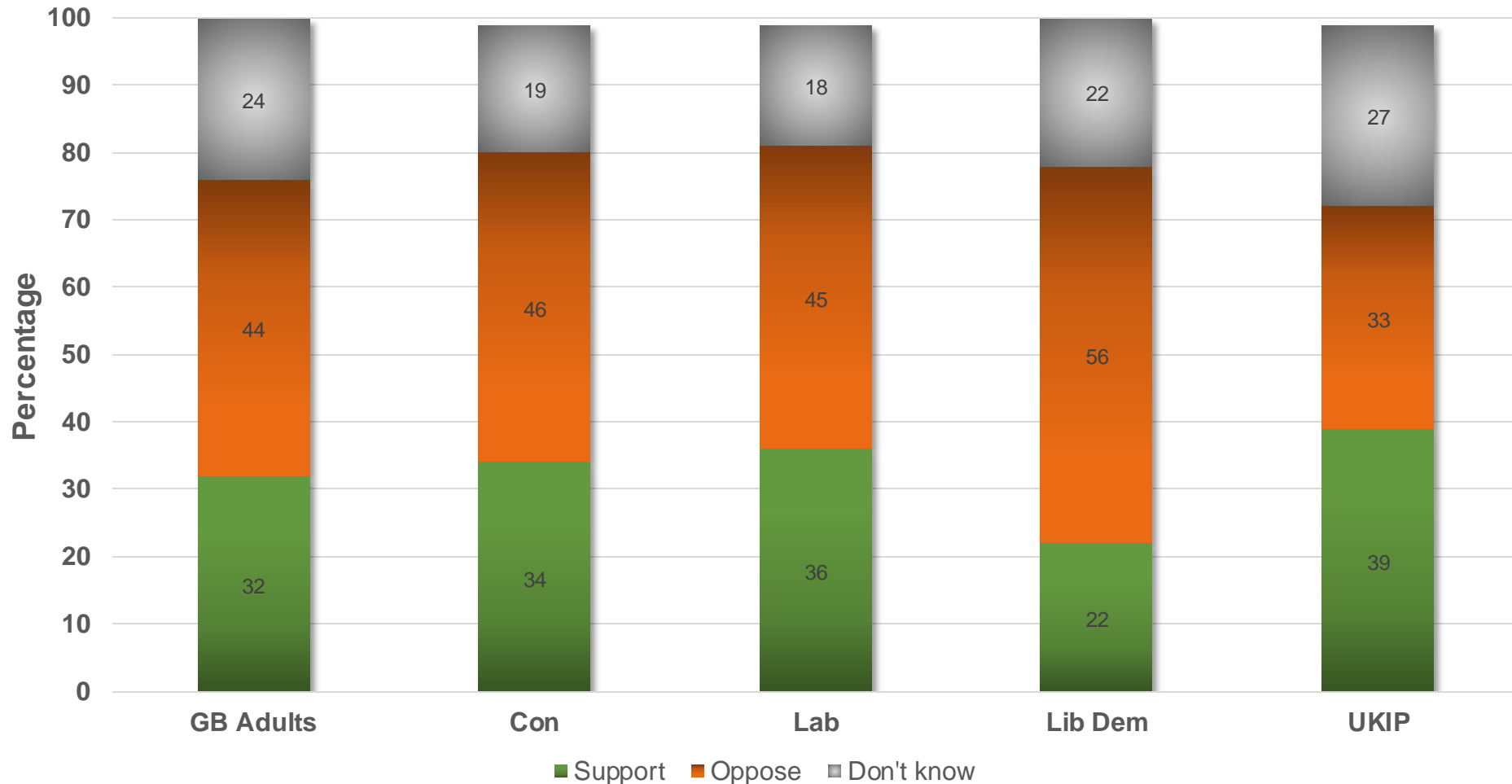
Sample: 948 British adults



# Would you support or oppose holding a referendum on Britain's participation in the Eurovision Song Contest within the next few years?

Source: YouGov Fieldwork: 20-21 May 2013

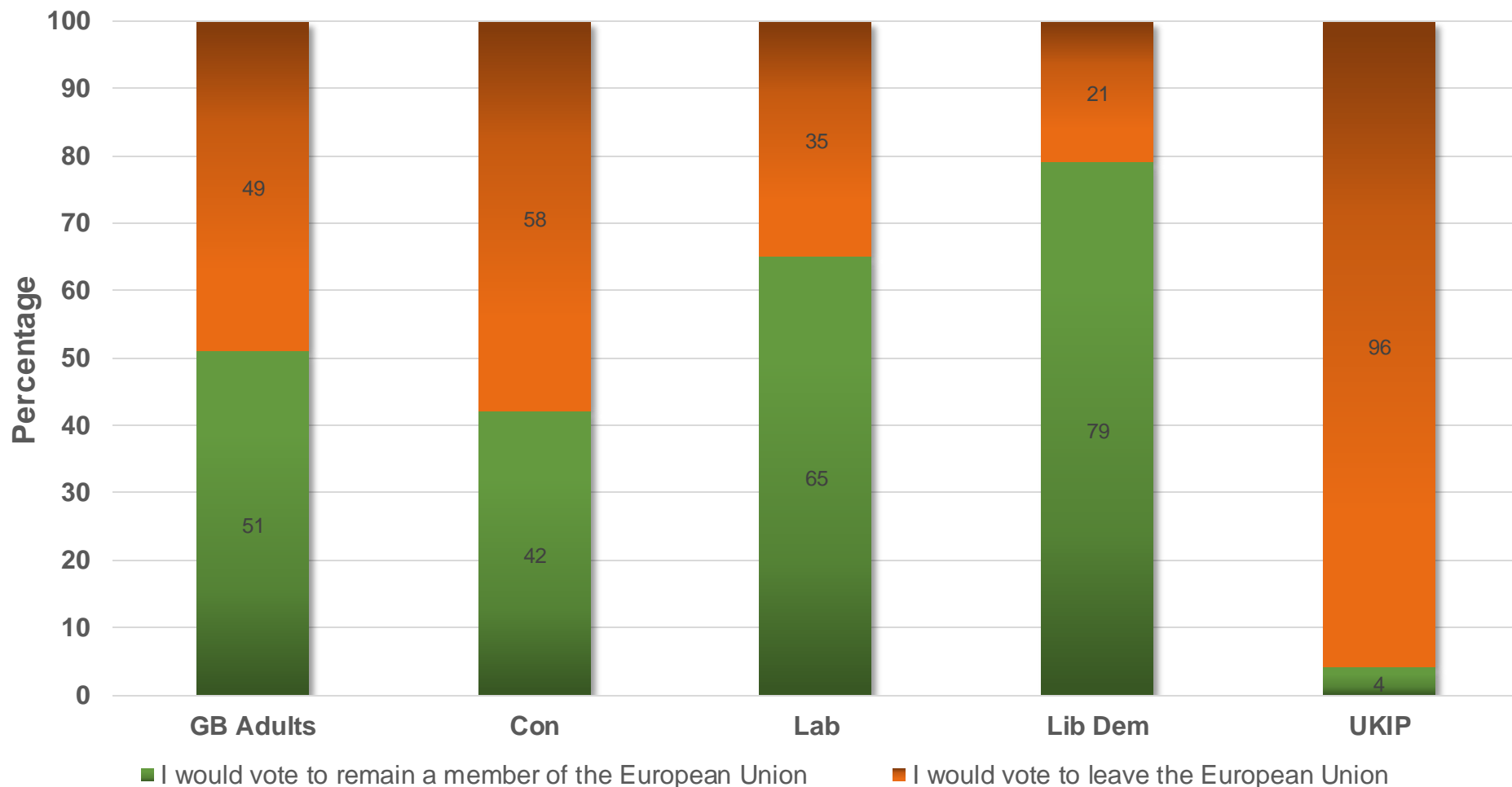
Sample: 966 British adults



# If there was a referendum on Britain's membership of the European Union, how would you vote? (excluding WNV / DK)

Source: YouGov Fieldwork: 28 April – 6 May 2014

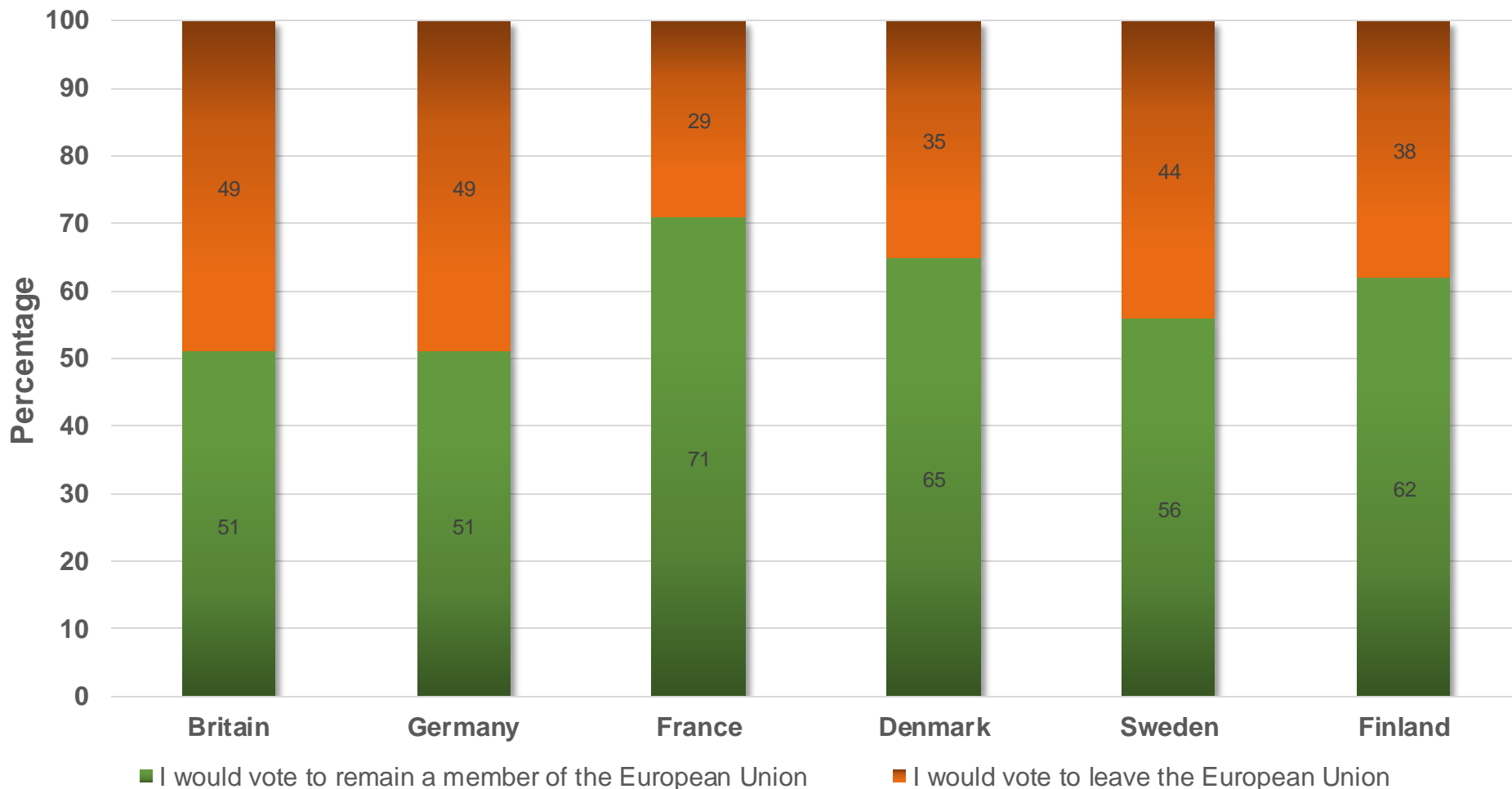
Sample: 1,805 British adults



# If there was a referendum on [COUNTRY]'s membership of the European Union, how would you vote? (Excluding WNV/DK)

Source: YouGov Eurotrack Fieldwork: 28 April – 6 May 2014

Sample: >1,000 adults per country



# Attitudes to Europe



# Best things about the European Union

Source: YouGov Fieldwork: 28 April – 6 May 2014

Sample: 1,805 British adults

It has helped free trade between European countries	38%
It has given people the freedom to move to and live in other European countries	27%
It has ensured peace and stability in Europe	21%
It has allowed co-operation on issues like the environment and terrorism	19%
It has led to more cultural understanding and friendship between European countries	13%
Has given Europe a stronger voice in the world	19%
It has helped develop democracy in the countries of Eastern Europe	10%
It has protected human rights and freedoms in Europe	15%
It has made Europe richer and more prosperous	6%
Other	1%
None of these - there is nothing good about the European Union	17%
Don't know	12%

# Best things about the European Union

Souce: YouGov Fieldwork: 28 April – 6 May 2014

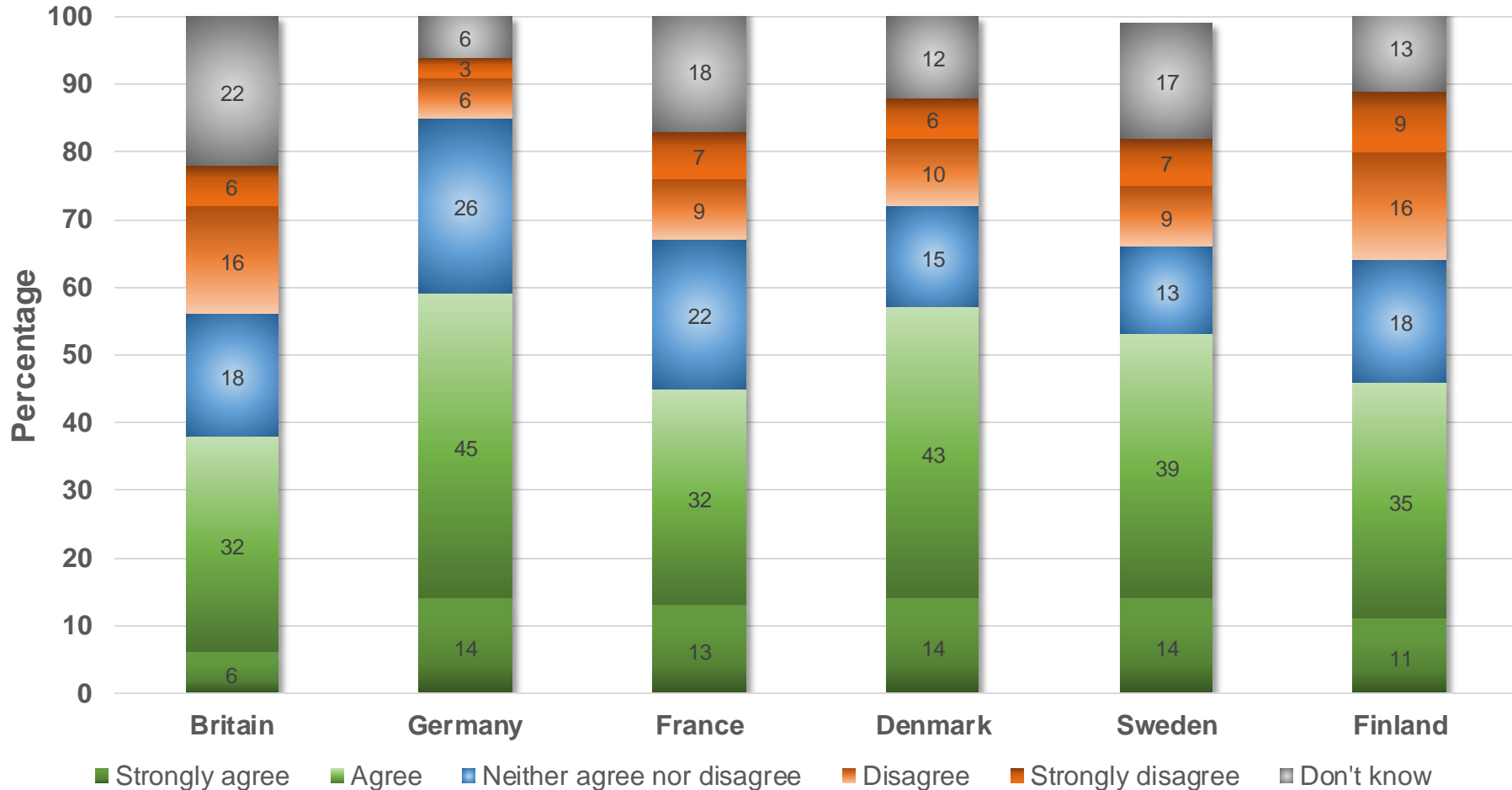
Sample: 1,805 British adults

It has interfered too much in how member countries run their affairs	45%
It has allowed too many immigrants from Eastern Europe to come to countries like Britain	43%
It costs too much money	38%
It has lead to too much bureaucracy and regulation for businesses	27%
The single currency has made the economic crisis worse	23%
It has allowed fraud and corruption	20%
It has not been democratic enough or listened to European people's views	13%
It has been too protectionist, putting up trade barriers against developing countries	5%
It has stopped Britain building relationships with emerging countries	4%
Other	1%
None of these - there is nothing bad about the European Union	2%
Don't know	12%

# '[COUNTRY] will be a member of the European Union 20 years from now'

Source: YouGov Eurotrack Fieldwork: 20-27 February 2014

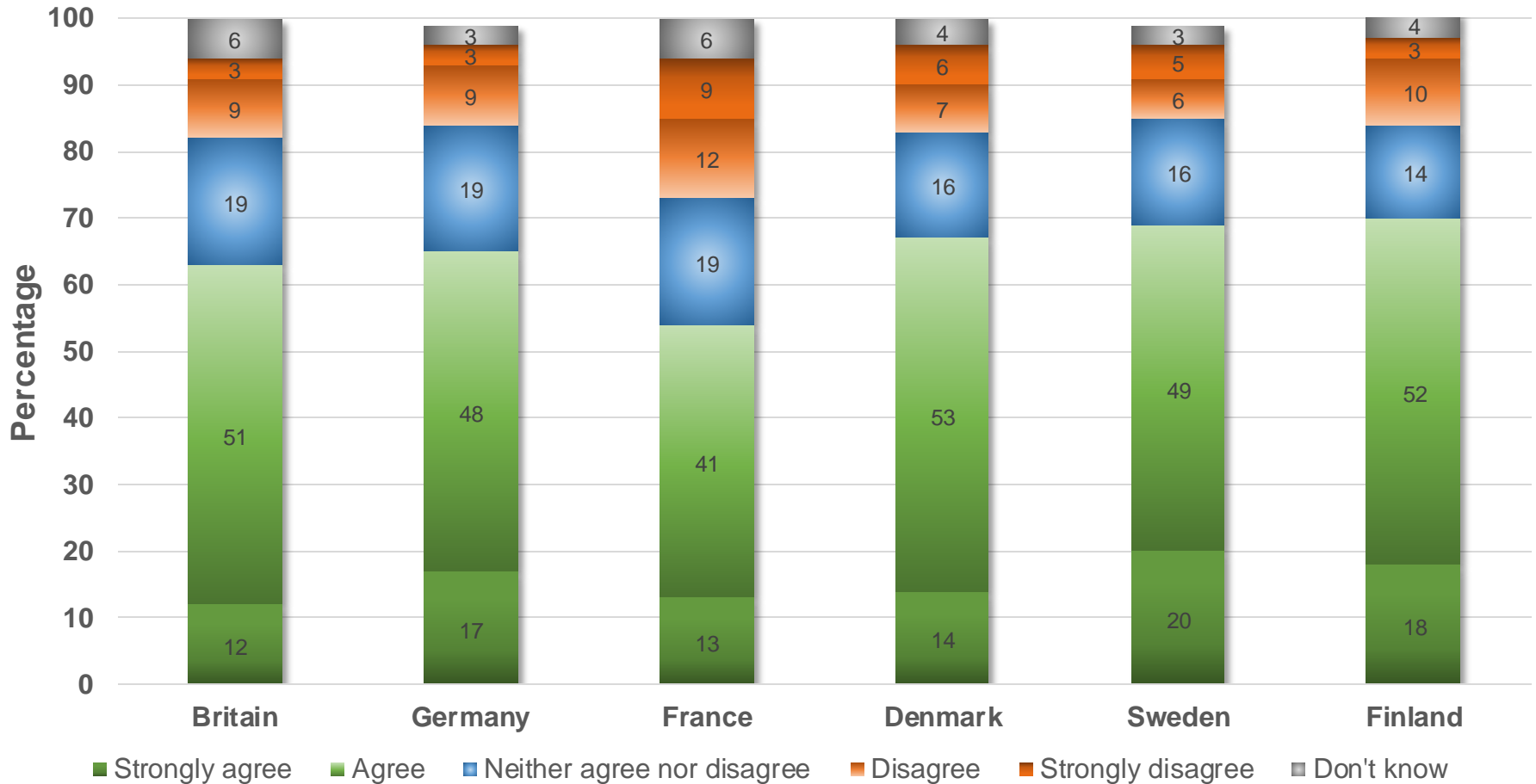
Sample: >1,000 adults per country



# 'I understand why the European Union exists'

Source: YouGov Eurotrack Fieldwork: 20-27 February 2014

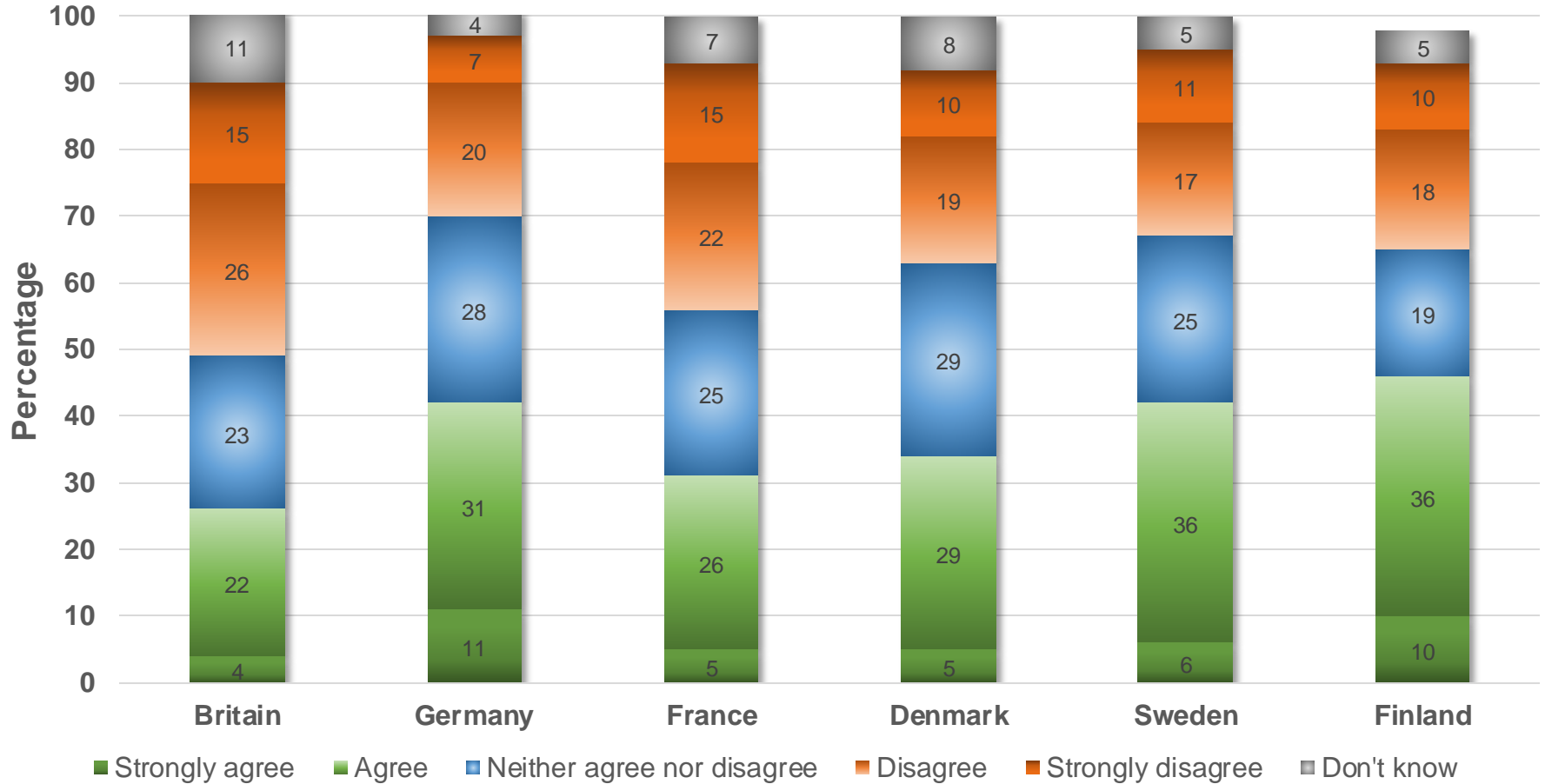
Sample: >1,000 adults per country



# '[COUNTRY] gets a good deal from being a member of the European Union'

Source: YouGov Eurotrack Fieldwork: 20-27 February 2014

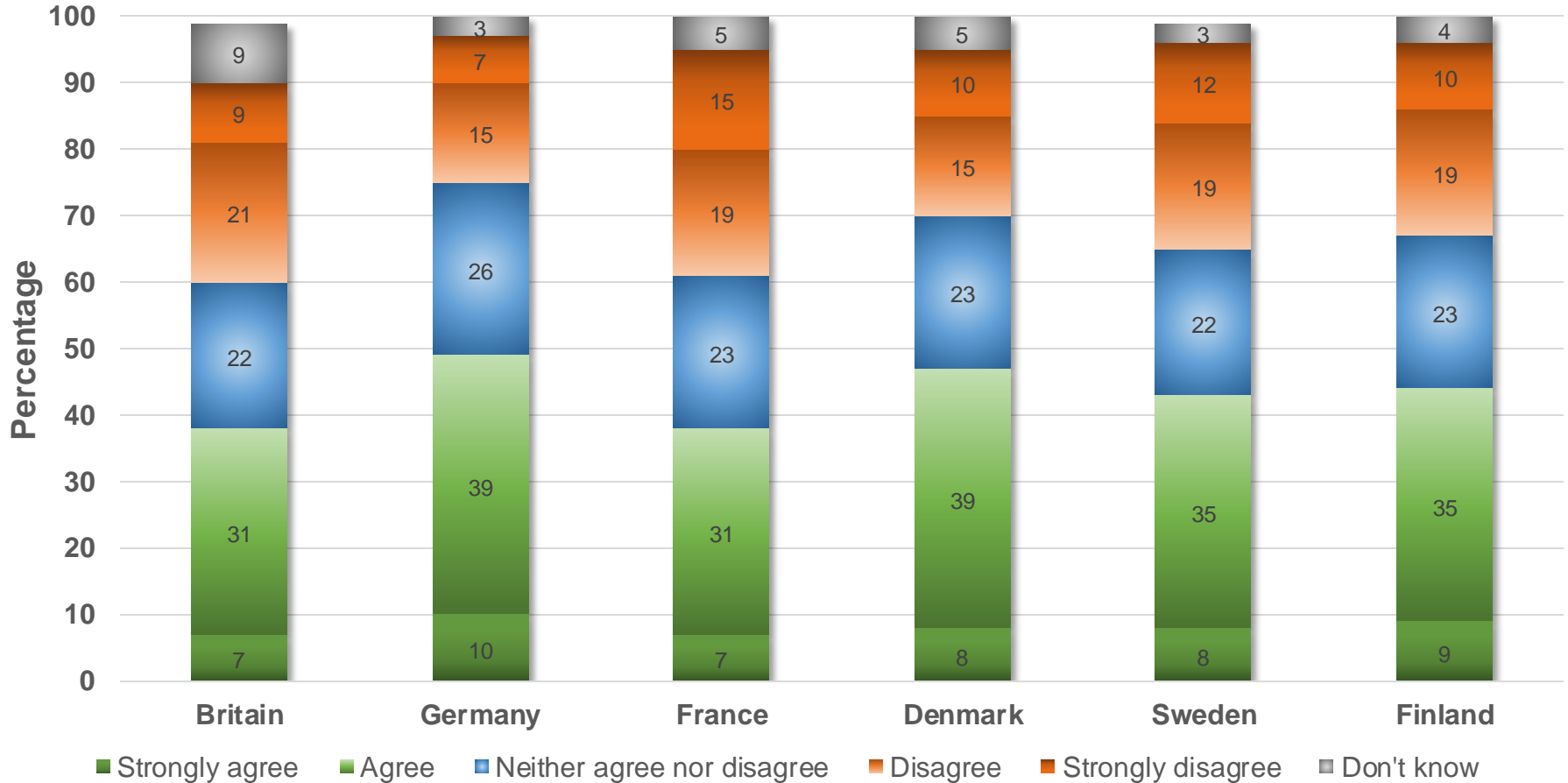
Sample: >1,000 adults per country



# 'All things considered, the European Union is a good thing'

Source: YouGov Eurotrack Fieldwork: 20-27 February 2014

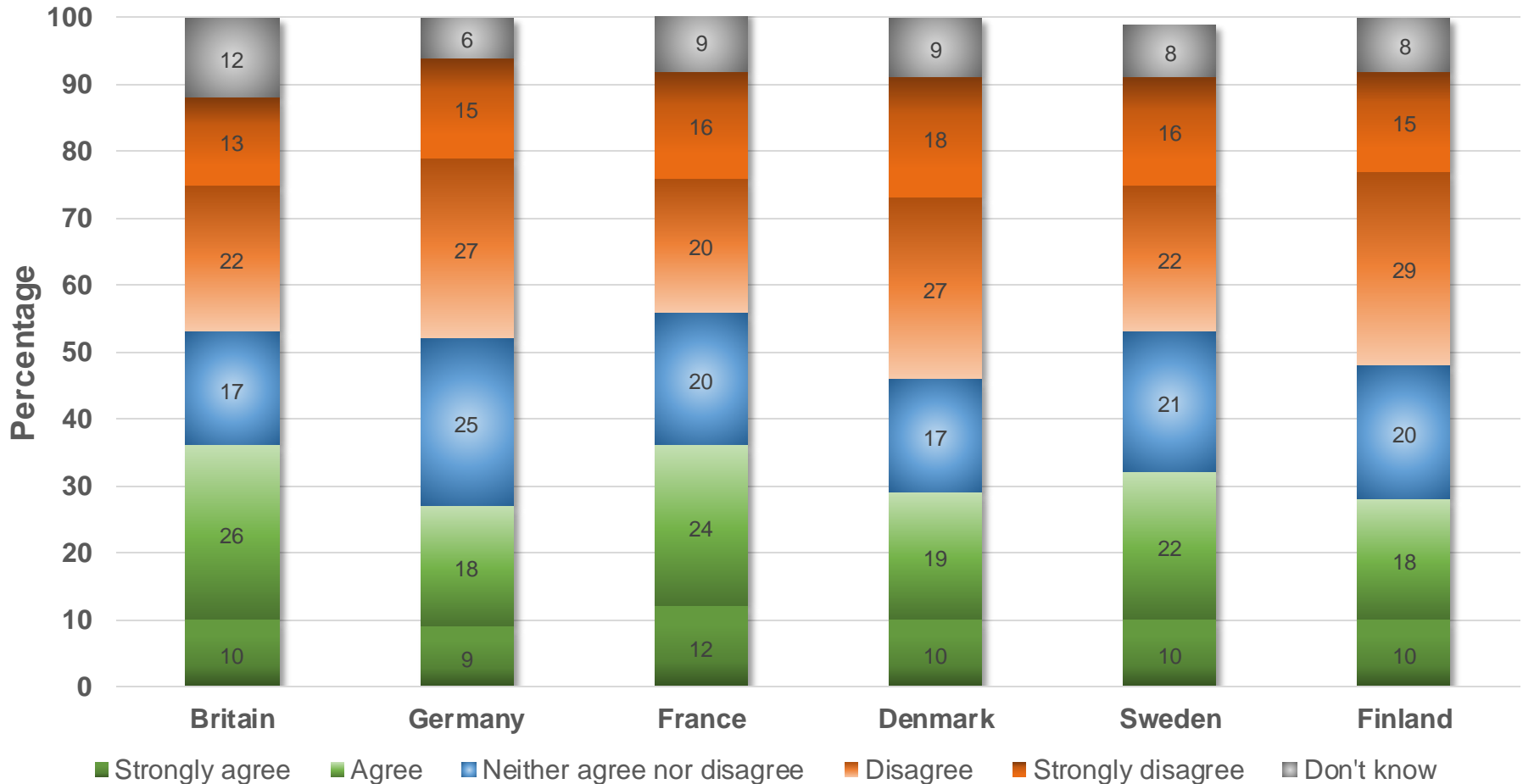
Sample: >1,000 adults per country



# 'Life in [COUNTRY] would be better if it was NOT a member of the European Union

Source: YouGov Eurotrack Fieldwork: 20-27 February 2014

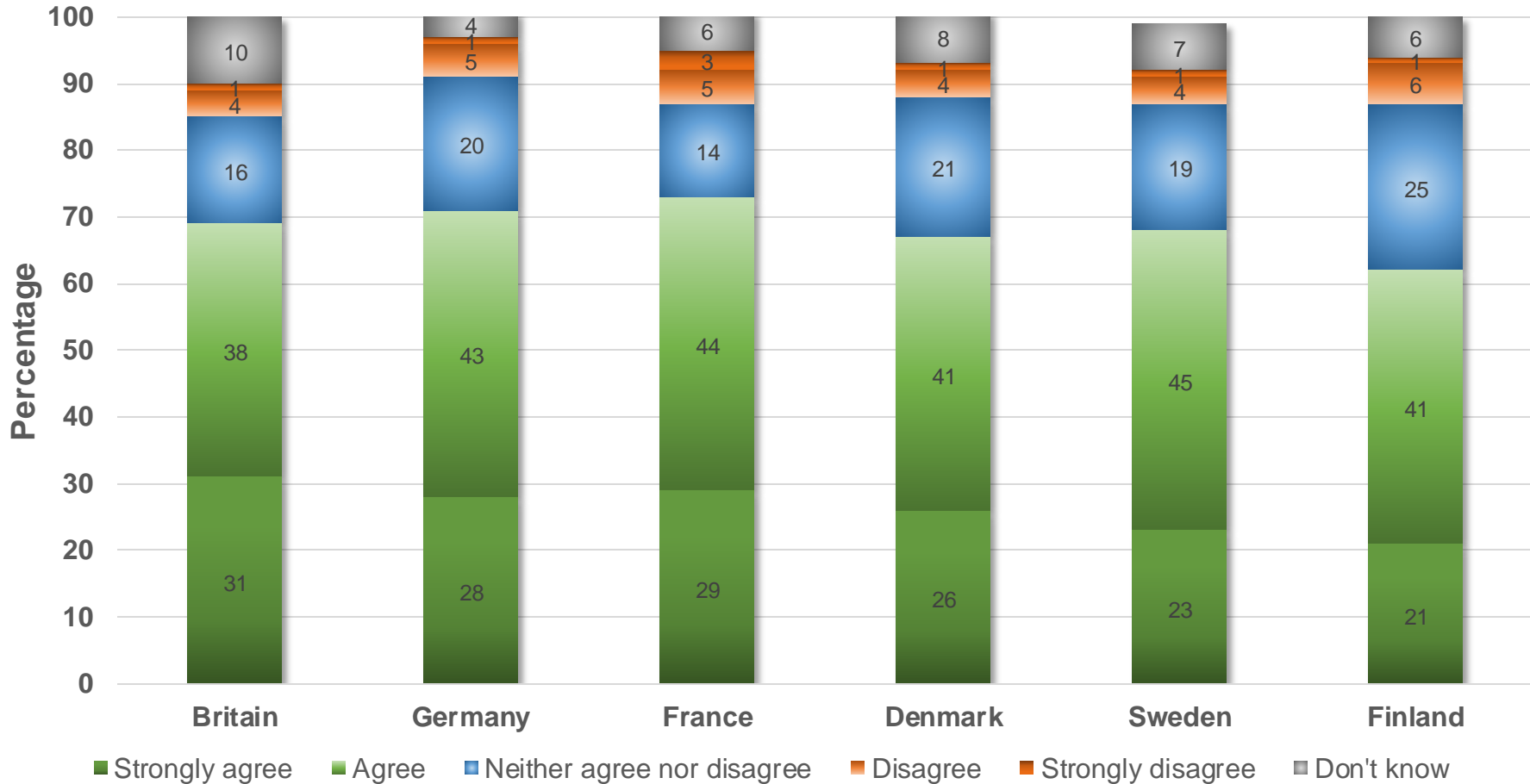
Sample: >1,000 adults per country



# 'The way the European Union works needs significant reform'

Source: YouGov Eurotrack Fieldwork: 20-27 February 2014

Sample: >1,000 adults per country



# Which of these options would you prefer?

Source: YouGov Fieldwork: 28 April – 6 May 2014

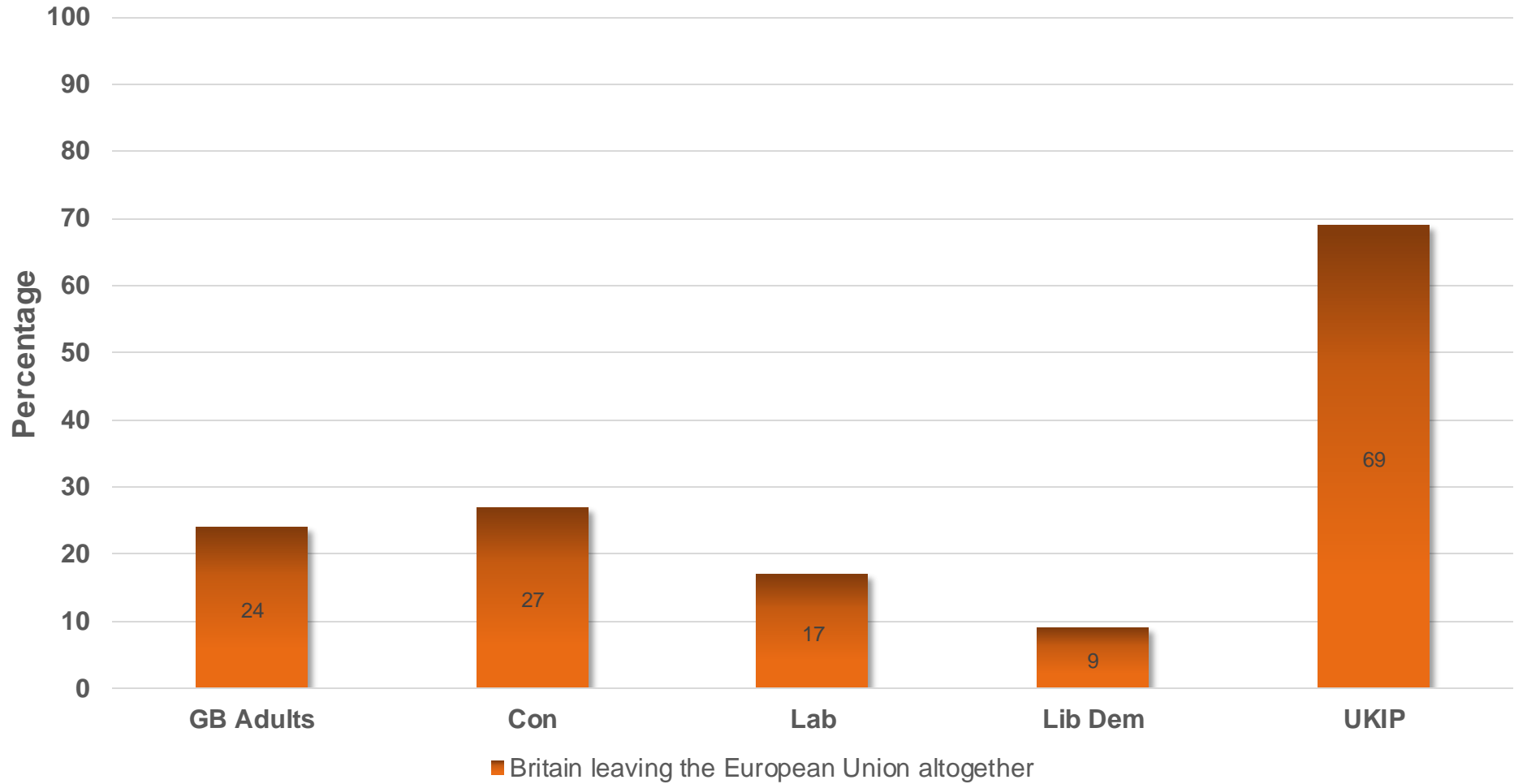
Sample: 1,805 British adults

A more integrated European Union, with more decisions being taken by the EU	3%
Keeping broadly the current balance of powers between the EU and individual member states	18%
A less integrated European Union, with a number of powers being returned to member states	42%
Britain leaving the European Union altogether	24%
Don't know	13%

# Which of these options would you prefer?

Source: YouGov Fieldwork: 28 April – 6 May 2014

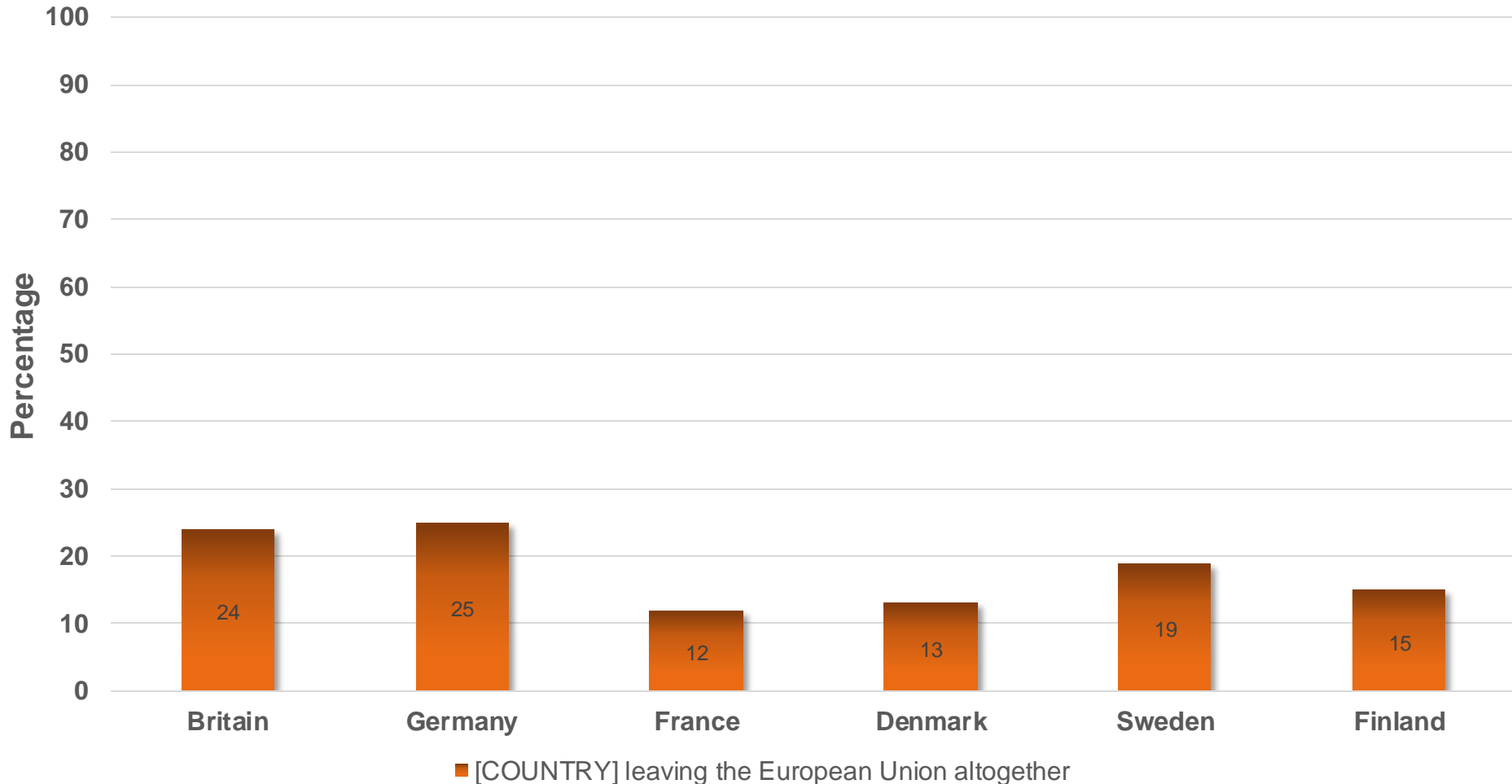
Sample: 1,805 British adults



# Which of these options would you prefer?

Source: YouGov Fieldwork: 28 April – 6 May 2014

Sample: >1,000 adults per country



## 2014 European Elections in Context

- The rise of Ukip is on a different scale to previous occasions and is not just about Europe
- Part of a wider scepticism across many parts of Europe
- EU failing to win big narrative battles with reform the preferred option
- European Elections have major implications for 2015 General Election

Email: [Joe.Twyman@yougov.com](mailto:Joe.Twyman@yougov.com)

Twitter: [@JoeTwyman](https://twitter.com/JoeTwyman)

