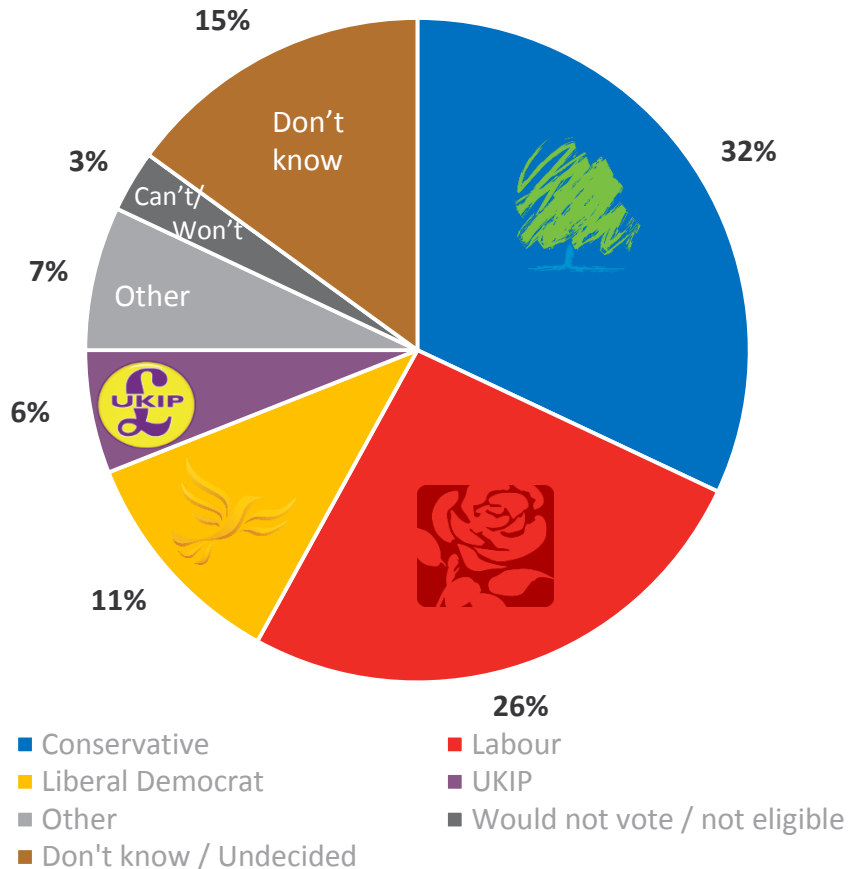




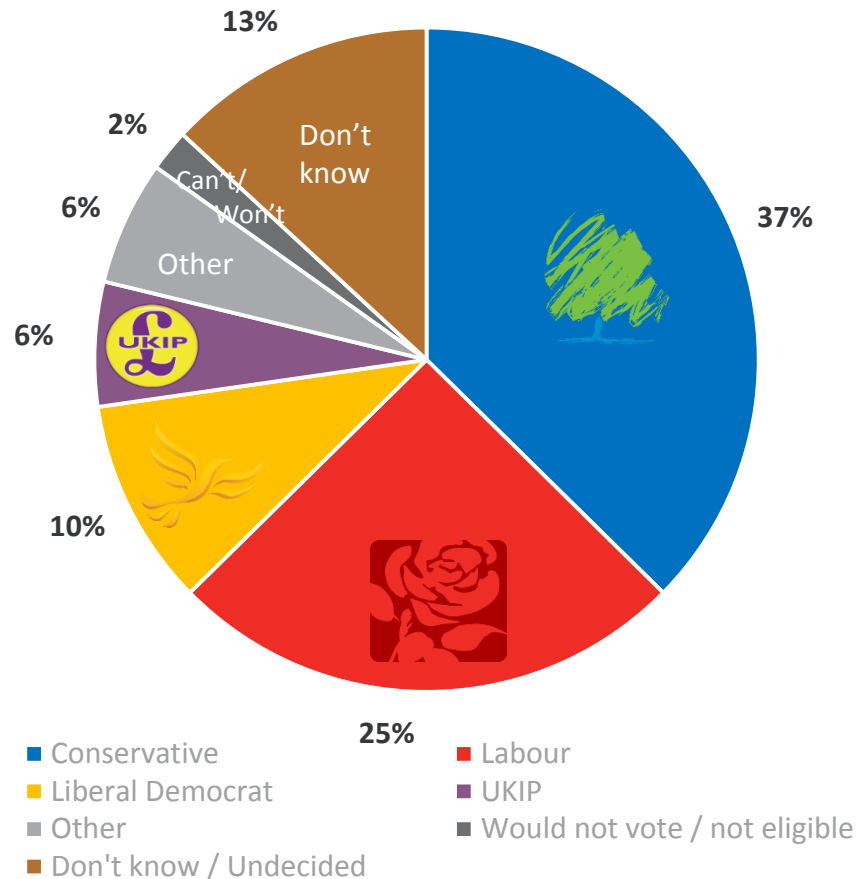
YouGov Opinion Formers Election Update

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

MAY 2014



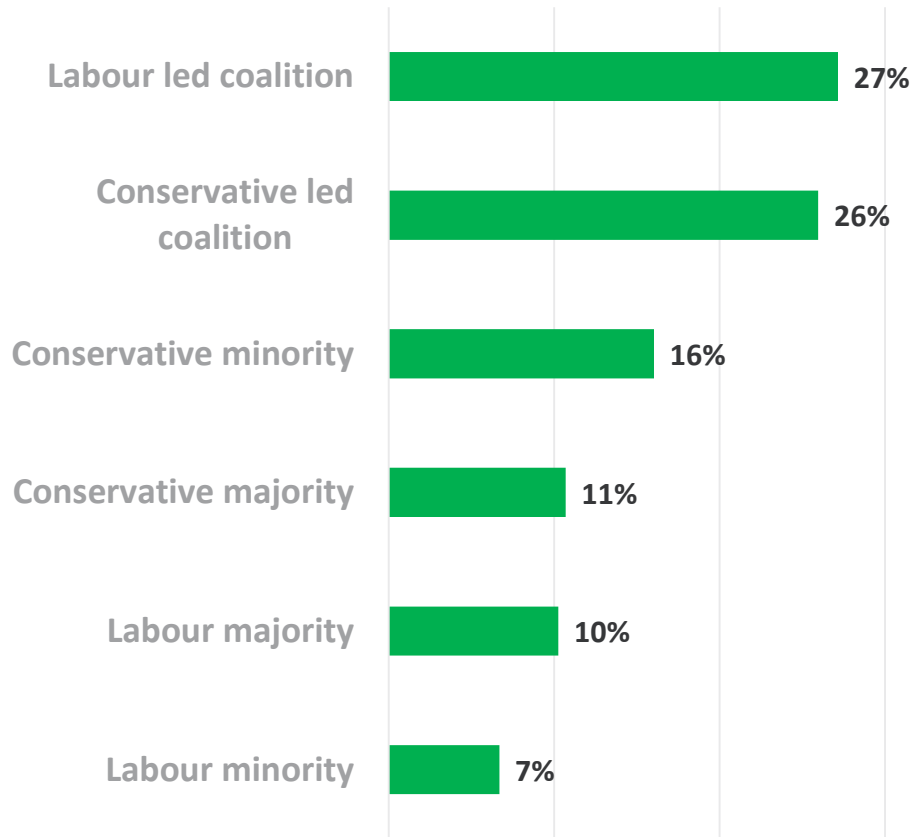
FEBRUARY 2015



Base: 674 UK opinion formers, May 2014. 629 February 2015

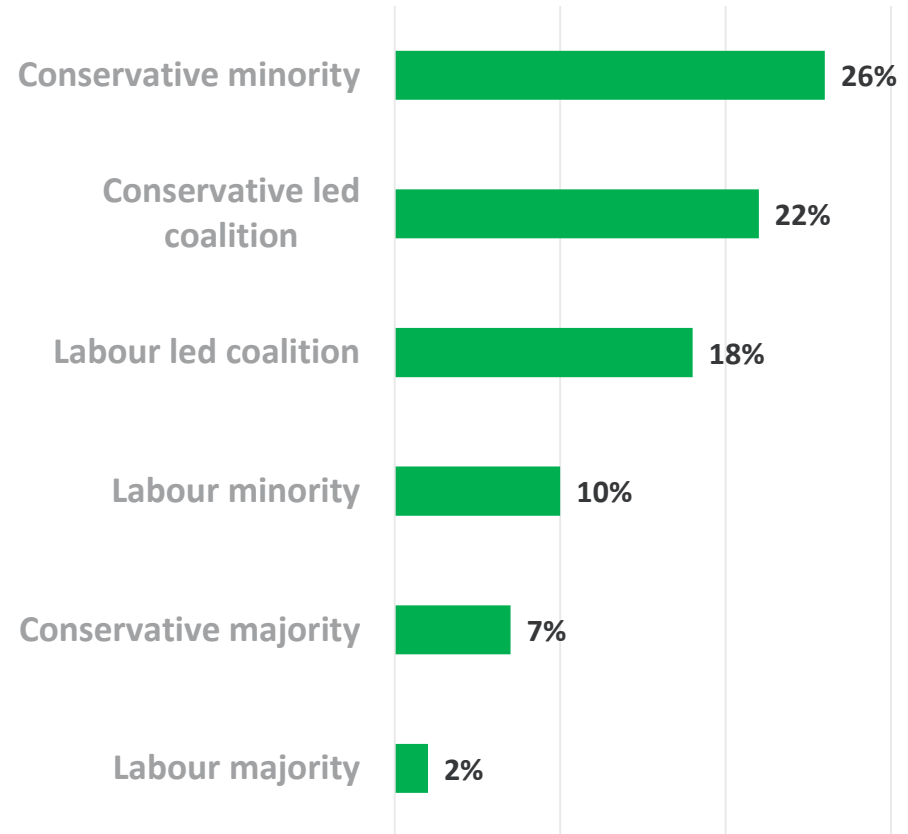
What government do you expect after the 2015 UK General Election?

MAY 2014



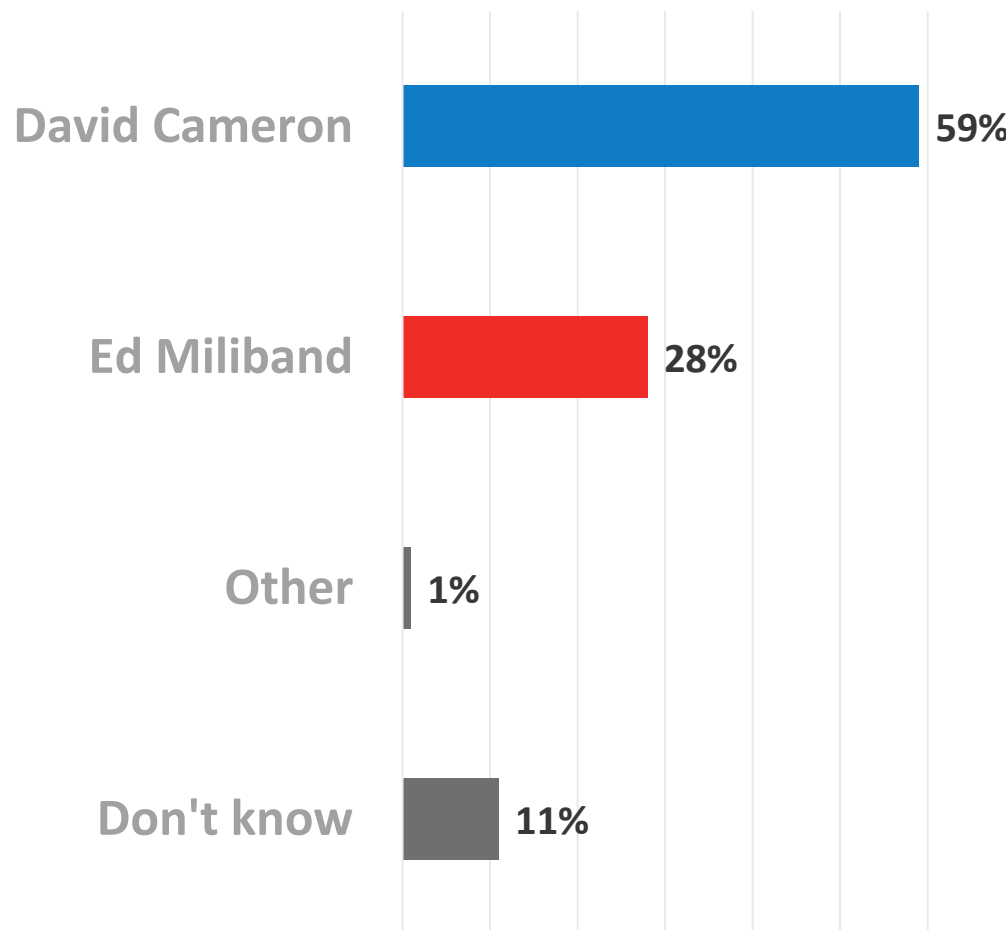
Conservative led administration = 53%
Labour led administration = 44%

FEBRUARY 2015



Conservative led administration = 55%
Labour led administration = 31%






Who do you expect to be Prime Minister after the election?



Base: 629 opinion formers, February 2015

Expected swing between now and May 7th

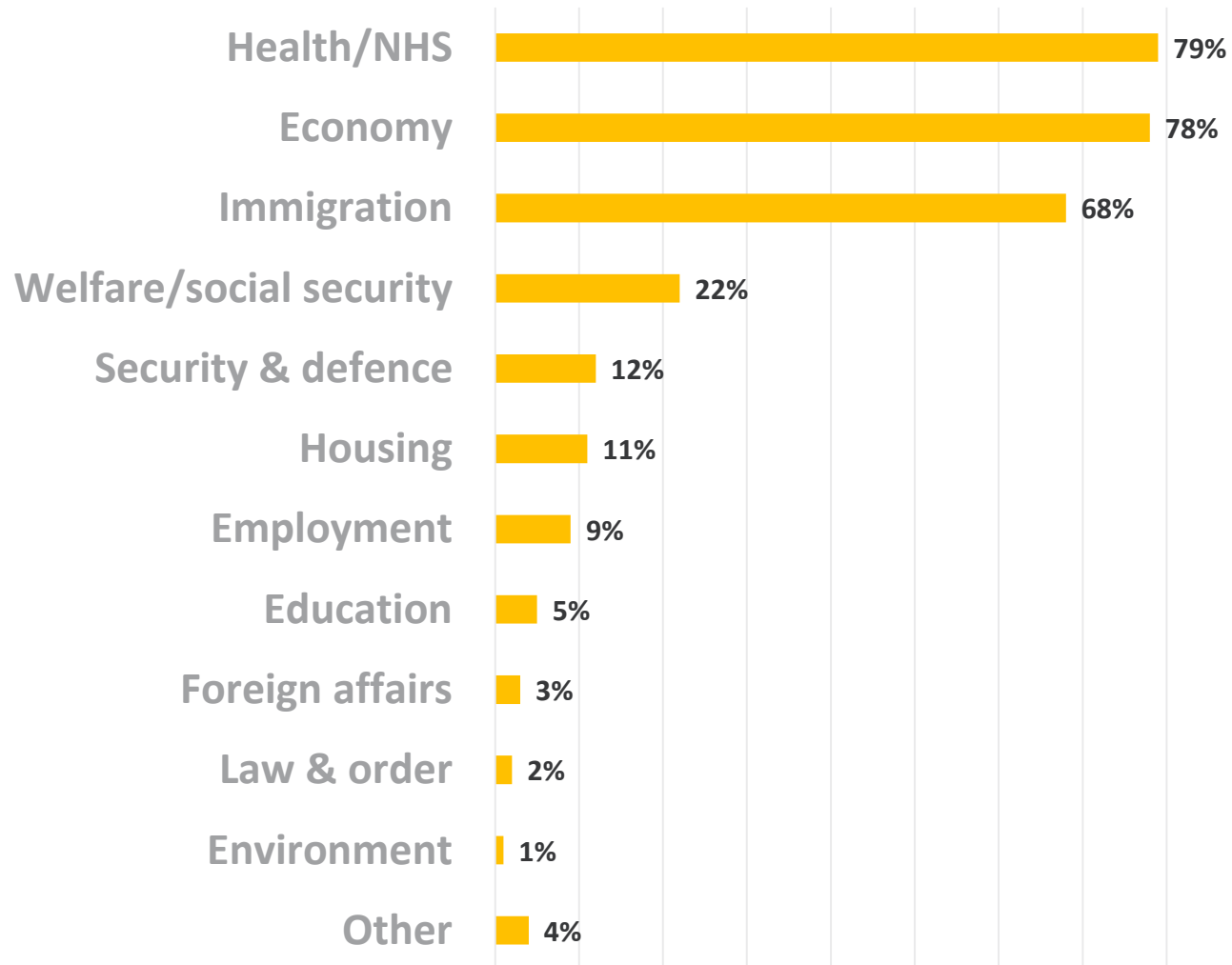
Share of vote from
YouGov polling when
question asked

		NET	Increase	Stay same	Decrease
35%		+19%	43%	27%	24%
33%		-6%	31%	27%	37%
14%		-22%	30%	13%	52%
6%		-23%	23%	27%	46%
7%		-17%	24%	28%	41%

YouGov

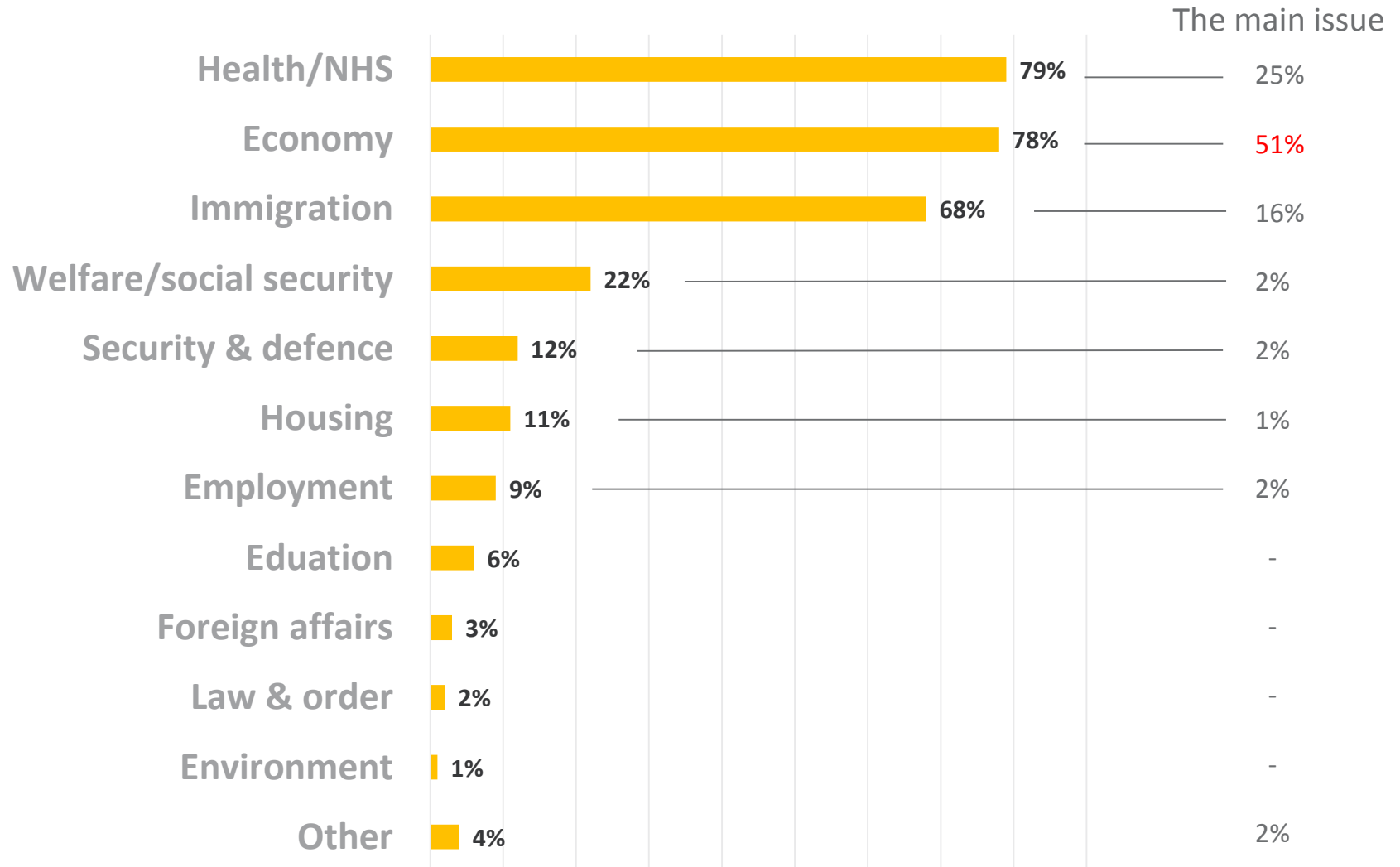
Base: 629 opinion formers, February 2015

Main issues in run up to election (select up to 3)



Base: 629 opinion formers, February 2015

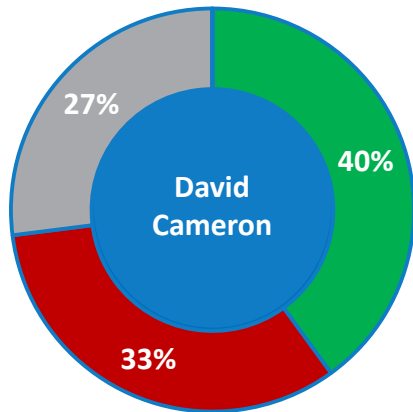
Main issues in run up to election (select up to 3)



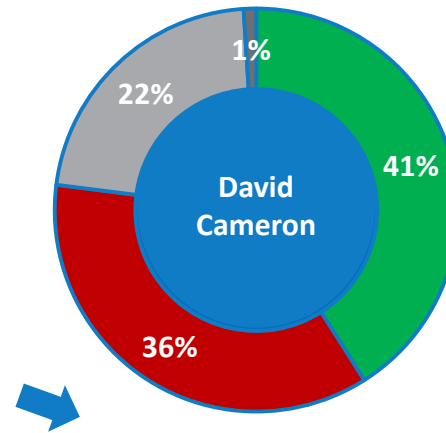
YouGov

Good job / poor job

MAY 2014

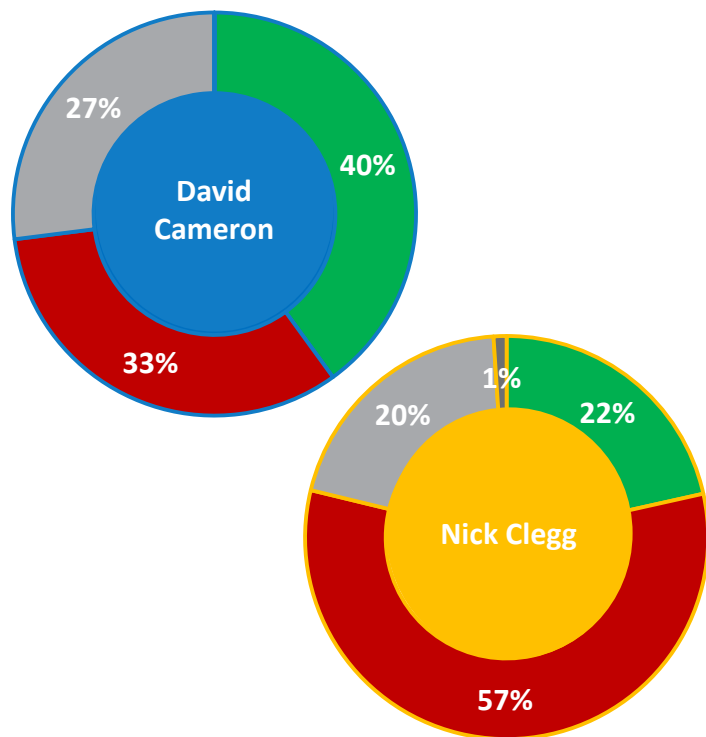


JANUARY 2015

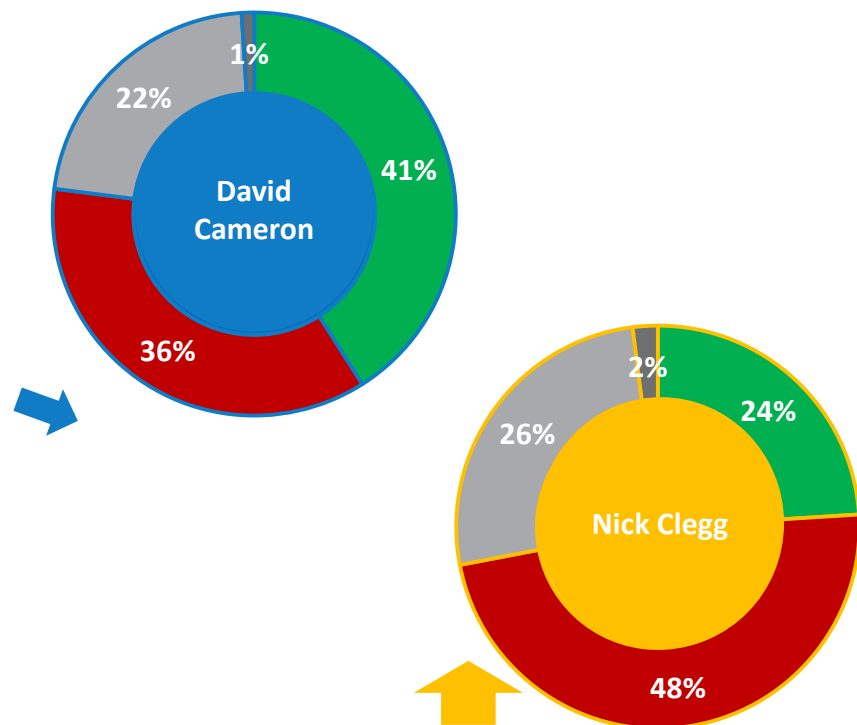


Good job / poor job

MAY 2014

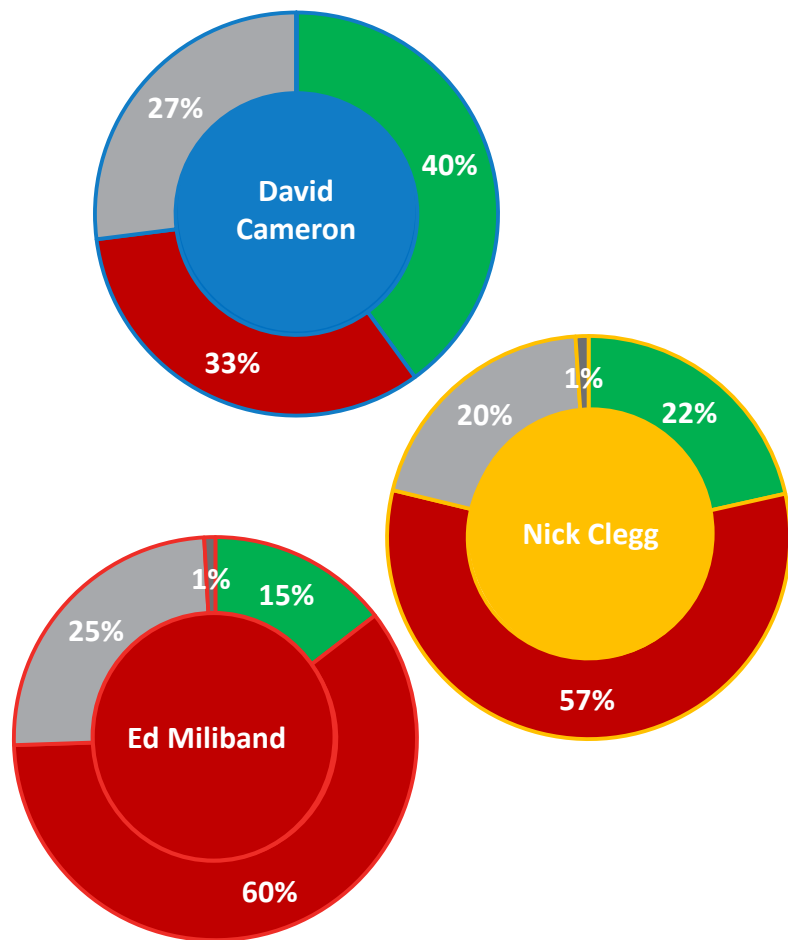


JANUARY 2015

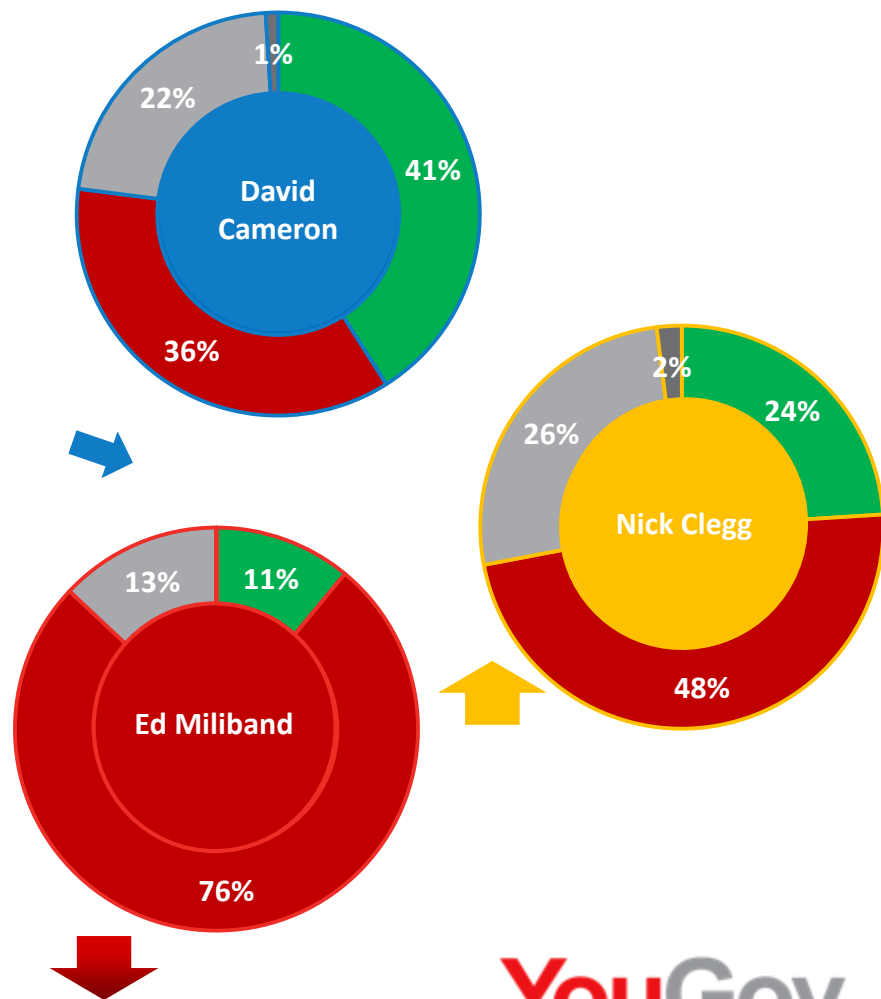


Good job / poor job

MAY 2014



JANUARY 2015



Base: 794 opinion formers, January 2015

YouGov

In the event that there is a change in leadership, who do you think would be the next leader of...?



Theresa May
37%



Alan Johnson
22%



Danny Alexander
34%

Boris Johnson
35%

Yvette Cooper
20%

Vince Cable
18%

George Osborne
14%

Chuka Umunna
16%

Tim Farron
15%

Philip Hammond
3%

Andy Burnham
16%

David Laws
6%

Michael Gove
2%

Ed Balls
7%

Ed Davey
4%