

YouGov / Sunday Times Survey Results

Sample Size: 2109 GB Adults
Fieldwork: 18th - 19th December 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	2109	x	x	x	x	638	519	427	1023	1086	251	534	721	603	1202	907	270	685	451	519	183	
Unweighted Sample	2109	501	593	109	253	585	556	465	1024	1085	224	367	911	607	1462	647	244	680	426	500	259	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which three or four of these do you believe provides BEST moral leadership to Britons these days?

The Queen	34	52	26	34	44	52	25	29	33	35	15	26	31	54	35	33	28	37	36	35	26
Prince William/Kate	30	38	26	25	39	40	27	24	28	32	22	31	29	35	27	34	26	32	33	31	23
Malala Yousafzai (Nobel Peace Prize winner)	19	18	21	19	10	17	20	25	17	21	20	17	17	23	20	17	17	20	20	18	20
Justin Welby, the Archbishop of Canterbury	15	16	17	18	10	17	16	19	14	15	4	8	17	23	15	14	11	17	16	15	10
David Cameron	8	26	0	4	4	19	1	3	8	7	5	6	8	10	9	6	5	10	8	5	7
Caroline Lucas, Green MP	8	2	9	11	0	2	9	16	8	7	12	6	9	6	9	6	5	10	8	5	11
Prince Charles	8	12	7	10	10	11	6	7	9	7	2	7	9	11	8	8	5	9	9	9	7
Judi Dench	8	7	7	10	10	7	7	12	5	10	7	7	7	9	7	8	7	10	6	6	10
David Beckham	7	10	8	6	5	9	7	4	7	7	4	6	8	7	6	8	5	8	7	8	4
Nigel Farage	6	4	2	3	31	8	4	3	8	4	3	2	6	9	5	7	3	6	7	6	4
Sir Ian McKellen	6	4	7	13	2	2	6	9	6	6	15	10	4	2	7	4	5	4	6	7	9
JK Rowling	6	5	8	9	3	3	8	8	7	6	16	9	4	3	8	4	6	6	5	7	11
Mo Farah	6	4	8	8	3	5	7	6	5	6	7	7	5	4	6	5	8	5	6	4	7
Ed Miliband	5	0	18	1	0	0	14	4	6	4	3	5	5	5	4	7	2	3	6	9	2
Cardinal Vincent Nichols, Archbishop of Westminster	5	5	5	5	5	5	7	4	6	4	0	3	6	7	5	5	5	5	4	5	5
Jamie Oliver	5	4	6	7	3	6	5	6	4	6	3	8	4	4	5	5	4	7	4	4	6
Nick Clegg	2	1	1	18	1	1	1	4	3	1	4	2	1	1	2	1	2	2	2	1	3
Theresa May	2	3	1	1	4	4	1	1	2	2	1	0	2	4	2	2	1	2	2	2	2
Yvette Cooper	2	0	6	3	0	0	5	2	3	1	0	2	2	2	2	2	1	1	3	2	0
Ephraim Mirvis, the Chief Rabbi	2	3	2	1	2	3	2	1	2	2	0	1	2	3	3	1	4	2	2	2	2
Lord Thomas, the Lord Chief Justice	1	3	1	2	1	3	1	1	2	1	1	2	1	2	2	1	2	2	1	1	2
None of these	17	11	20	14	15	10	20	17	19	15	20	18	19	12	17	17	17	16	17	16	25
Don't know	13	8	12	9	7	10	11	12	10	15	24	16	12	7	11	15	17	13	13	13	9

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

And which three or four of these do you believe provides WORST moral leadership to Britons these days?

Nigel Farage	39	37	52	55	2	31	44	49	39	39	45	43	36	36	43	33	38	37	37	37	54
David Cameron	26	2	48	18	31	7	45	30	27	24	24	29	28	21	22	30	21	21	27	32	31
Nick Clegg	23	16	31	4	41	23	32	15	24	21	17	18	24	28	19	28	19	21	24	27	21
Ed Miliband	20	34	4	24	41	35	9	13	22	18	17	15	18	28	20	20	13	25	21	16	18
Theresa May	12	6	18	19	12	8	18	16	15	9	8	12	14	12	11	13	9	10	14	14	16
Prince Charles	7	5	9	13	5	5	7	8	8	5	6	6	6	8	7	6	9	7	6	7	4
David Beckham	7	10	6	12	7	7	4	9	9	5	8	7	6	7	8	6	7	8	7	5	9
Yvette Cooper	6	15	1	6	10	15	2	2	8	5	2	1	7	12	7	6	5	7	6	7	6
Justin Welby, the Archbishop of Canterbury	5	6	3	7	9	8	3	3	7	3	6	7	4	4	6	4	2	5	6	4	7
Jamie Oliver	5	7	4	7	7	6	4	4	6	4	2	4	6	5	5	4	4	5	6	5	4
Caroline Lucas, Green MP	4	8	1	4	11	9	2	2	7	2	4	3	4	6	4	5	3	7	3	3	3
Cardinal Vincent Nichols, Archbishop of Westminster	3	3	2	6	5	3	3	2	4	2	5	5	2	2	4	2	1	4	4	3	6
Ephraim Mirvis, the Chief Rabbi	3	3	2	3	4	2	2	2	4	1	1	3	2	3	2	3	2	3	3	3	3
The Queen	3	2	5	4	3	1	4	5	4	3	3	5	4	1	3	3	4	2	2	4	4
Prince William/Kate	2	2	3	7	1	1	3	3	2	3	2	3	2	2	3	1	1	3	2	2	5
Lord Thomas, the Lord Chief Justice	2	1	2	0	5	1	2	1	2	2	1	1	2	2	1	2	1	1	1	3	1
Sir Ian McKellen	2	2	1	1	3	2	1	2	2	1	1	0	2	2	2	1	0	2	2	1	2
JK Rowling	2	3	2	7	1	4	2	3	3	2	3	3	2	2	2	3	5	2	3	2	2
Malala Yousafzai (Nobel Peace Prize winner)	1	2	1	0	2	2	1	1	1	1	2	1	1	0	1	1	1	2	0	1	0
Mo Farah	1	1	1	2	1	1	1	1	1	1	0	1	1	1	1	1	1	0	1	1	1
Judi Dench	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
None of these	14	19	9	12	13	16	12	15	12	15	11	11	15	15	12	15	10	15	13	13	14
Don't know	19	15	13	10	14	18	14	15	14	23	28	20	18	15	19	19	27	17	22	17	14

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

Which of the following have you done in the past month? Please tick all that apply.

Held the door open for a member of the opposite sex, a disabled or pregnant person or an older person	82	87	81	82	79	85	80	85	83	82	68	84	86	83	83	81	81	79	79	89	82
Gone out of your way to help someone who was struggling with something, like carrying a suitcase down some stairs	37	40	29	39	49	42	38	36	39	35	24	36	41	39	37	37	23	42	41	34	37
Picked up someone else's rubbish in the street and put it in a bin	33	34	30	36	40	32	37	34	28	37	19	25	37	42	32	35	20	38	33	33	33
Refused to give money to a beggar because you suspect they will spend the money on drink and/or drugs	23	31	19	24	27	25	21	19	23	22	26	16	24	26	23	22	33	18	25	24	20
Spent time or provided services for free to a charity or some other organisation that does good deeds	20	21	13	36	16	24	14	30	14	26	17	19	19	23	24	15	15	24	24	17	12
Given up your seat on public transport or elsewhere for a member of the opposite sex, a disabled or pregnant person or an older person	19	19	22	17	16	17	23	18	18	19	24	18	24	12	19	19	31	16	15	20	17
Given money to someone begging in the street	13	13	10	8	13	11	14	18	9	17	14	11	16	12	11	16	7	13	16	13	18
None of these	9	4	11	6	7	6	10	6	10	7	20	8	7	6	8	9	12	10	10	4	9

Have there been times when you have NOT done one or more of the things listed above and felt guilty about it?

Yes – I feel guilty that I have not done enough	29	34	26	19	24	30	26	30	25	32	36	36	27	22	29	28	32	27	31	25	35
No – I don't feel guilty about my actions	56	56	52	80	64	58	60	53	61	51	44	45	57	70	56	56	53	53	57	62	53
Not sure	15	9	22	1	13	11	14	17	14	16	21	19	16	8	15	15	16	19	12	13	12

In general, do you believe that Britain is or is not a nation of good Samaritans who are willing to help others in difficulty?

Britain is generally a nation of good Samaritans	58	69	57	64	62	67	58	53	57	59	43	53	61	64	59	57	52	58	59	60	60
Britain is NOT generally a nation of good Samaritans	26	23	28	26	29	22	24	33	28	25	32	26	25	26	27	26	28	26	27	25	27
Not sure	16	8	15	10	9	11	18	14	15	16	25	21	14	10	15	17	20	16	14	15	13

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

Suppose you saw a young woman being assaulted by her partner in the street, and you judge that you might be able to help her - but could risk being badly hurt yourself. How likely do you think you would be to intervene?

I would definitely intervene	12	11	14	11	11	10	14	12	16	9	11	13	14	10	11	14	10	11	13	14	11
I would probably intervene	39	40	44	42	39	43	40	39	42	37	38	42	38	38	38	41	34	39	39	40	45
TOTAL WOULD INTERVENE	51	51	58	53	50	53	54	51	58	46	49	55	52	48	49	55	44	50	52	54	56
I would probably NOT intervene	28	34	22	32	33	31	25	28	23	33	22	22	31	34	30	26	30	28	28	29	25
I would definitely NOT intervene	5	5	6	4	9	6	5	5	5	6	2	7	6	6	5	6	6	6	6	5	5
TOTAL WOULD NOT INTERVENE	33	39	28	36	42	37	30	33	28	39	24	29	37	40	35	32	36	34	34	34	30
Don't know	15	10	13	12	8	10	16	16	14	15	27	17	12	12	16	14	20	16	14	12	15