

## YouGov Survey Results

Sample Size: 2143 GB Adults  
Fieldwork: 22nd - 23rd April 2014

| Total | Voting intention |     |         |      | 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 |
| 2143  | x                | x   | x       | x    | 651       | 550 | 435     | 1039   | 1104   | 255   | 542   | 733   | 613 | 1222         | 921  | 274    | 696           | 459              | 527   | 186      |
| 2143  | 465              | 671 | 138     | 251  | 565       | 591 | 465     | 1058   | 1085   | 202   | 473   | 886   | 582 | 1382         | 761  | 304    | 629           | 426              | 507   | 277      |
|       | %                | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

Above are some posters that UKIP are running for the European elections.

To what extent do you support or oppose the message in the posters?

|                      |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly support     | 21        | 15        | 17        | 6         | 69        | 26        | 21        | 11        | 24        | 18        | 17        | 15        | 22        | 27        | 18        | 26        | 16        | 21        | 24        | 22        | 18        |
| Tend to support      | 29        | 39        | 22        | 15        | 29        | 35        | 25        | 21        | 27        | 30        | 24        | 25        | 31        | 30        | 26        | 32        | 29        | 30        | 25        | 29        | 26        |
| <b>TOTAL SUPPORT</b> | <b>50</b> | <b>54</b> | <b>39</b> | <b>21</b> | <b>98</b> | <b>61</b> | <b>46</b> | <b>32</b> | <b>51</b> | <b>48</b> | <b>41</b> | <b>40</b> | <b>53</b> | <b>57</b> | <b>44</b> | <b>58</b> | <b>45</b> | <b>51</b> | <b>49</b> | <b>51</b> | <b>44</b> |
| Tend to oppose       | 17        | 24        | 18        | 23        | 0         | 17        | 16        | 22        | 17        | 18        | 17        | 21        | 17        | 14        | 21        | 12        | 20        | 16        | 19        | 16        | 18        |
| Strongly oppose      | 24        | 15        | 37        | 47        | 0         | 13        | 30        | 41        | 26        | 21        | 32        | 26        | 22        | 20        | 28        | 18        | 28        | 23        | 22        | 21        | 30        |
| <b>TOTAL OPPOSE</b>  | <b>41</b> | <b>39</b> | <b>55</b> | <b>70</b> | <b>0</b>  | <b>30</b> | <b>46</b> | <b>63</b> | <b>43</b> | <b>39</b> | <b>49</b> | <b>47</b> | <b>39</b> | <b>34</b> | <b>49</b> | <b>30</b> | <b>48</b> | <b>39</b> | <b>41</b> | <b>37</b> | <b>48</b> |
| Don't know           | 9         | 6         | 6         | 9         | 1         | 9         | 8         | 6         | 6         | 12        | 10        | 12        | 8         | 8         | 7         | 12        | 7         | 9         | 10        | 11        | 7         |

Some have described the advertising as racist. To what extent do you agree or disagree with this view?

|                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly agree        | 11        | 6         | 18        | 15        | 0         | 6         | 15        | 14        | 11        | 10        | 17        | 14        | 10        | 6         | 12        | 9         | 12        | 11        | 11        | 7         | 16        |
| Tend to agree         | 23        | 21        | 30        | 40        | 3         | 17        | 27        | 31        | 19        | 27        | 31        | 26        | 20        | 21        | 26        | 19        | 27        | 24        | 21        | 20        | 27        |
| <b>TOTAL AGREE</b>    | <b>34</b> | <b>27</b> | <b>48</b> | <b>55</b> | <b>3</b>  | <b>23</b> | <b>42</b> | <b>45</b> | <b>30</b> | <b>37</b> | <b>48</b> | <b>40</b> | <b>30</b> | <b>27</b> | <b>38</b> | <b>28</b> | <b>39</b> | <b>35</b> | <b>32</b> | <b>27</b> | <b>43</b> |
| Tend to disagree      | 27        | 34        | 23        | 30        | 14        | 30        | 26        | 29        | 28        | 26        | 19        | 24        | 30        | 29        | 27        | 27        | 26        | 26        | 25        | 30        | 28        |
| Strongly disagree     | 32        | 35        | 23        | 13        | 83        | 42        | 25        | 21        | 37        | 27        | 24        | 25        | 33        | 39        | 29        | 36        | 28        | 32        | 37        | 32        | 21        |
| <b>TOTAL DISAGREE</b> | <b>59</b> | <b>69</b> | <b>46</b> | <b>43</b> | <b>97</b> | <b>72</b> | <b>51</b> | <b>50</b> | <b>65</b> | <b>53</b> | <b>43</b> | <b>49</b> | <b>63</b> | <b>68</b> | <b>56</b> | <b>63</b> | <b>54</b> | <b>58</b> | <b>62</b> | <b>62</b> | <b>49</b> |
| Don't know            | 8         | 5         | 6         | 2         | 0         | 6         | 7         | 5         | 6         | 10        | 10        | 11        | 7         | 5         | 7         | 10        | 7         | 7         | 6         | 10        | 8         |

Fieldwork: 22nd - 23rd April 2014

| Total | Voting intention |     |         |      | 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 |   |
| 2143  | x                | x   | x       | x    | 651       | 550 | 435     | 1039   | 1104   | 255   | 542   | 733   | 613 | 1222         | 921  | 274    | 696           | 459              | 527   | 186      |   |
| 2143  | 465              | 671 | 138     | 251  | 565       | 591 | 465     | 1058   | 1085   | 202   | 473   | 886   | 582 | 1382         | 761  | 304    | 629           | 426              | 507   | 277      |   |
| %     | %                | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

Some have said the advertising is "offensive and ignorant". To what extent do you agree or disagree with this view?

|                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly agree        | 17        | 12        | 29        | 27        | 0         | 10        | 21        | 29        | 20        | 15        | 27        | 22        | 15        | 12        | 20        | 13        | 23        | 17        | 16        | 15        | 21        |
| Tend to agree         | 22        | 21        | 25        | 42        | 1         | 17        | 24        | 31        | 19        | 24        | 31        | 26        | 19        | 18        | 25        | 18        | 28        | 20        | 22        | 20        | 26        |
| <b>TOTAL AGREE</b>    | <b>39</b> | <b>33</b> | <b>54</b> | <b>69</b> | <b>1</b>  | <b>27</b> | <b>45</b> | <b>60</b> | <b>39</b> | <b>39</b> | <b>58</b> | <b>48</b> | <b>34</b> | <b>30</b> | <b>45</b> | <b>31</b> | <b>51</b> | <b>37</b> | <b>38</b> | <b>35</b> | <b>47</b> |
| Tend to disagree      | 26        | 34        | 22        | 21        | 22        | 28        | 26        | 22        | 25        | 27        | 15        | 24        | 29        | 29        | 26        | 26        | 22        | 26        | 27        | 28        | 25        |
| Strongly disagree     | 27        | 29        | 18        | 5         | 77        | 39        | 22        | 13        | 31        | 24        | 19        | 18        | 30        | 35        | 23        | 32        | 21        | 30        | 29        | 27        | 20        |
| <b>TOTAL DISAGREE</b> | <b>53</b> | <b>63</b> | <b>40</b> | <b>26</b> | <b>99</b> | <b>67</b> | <b>48</b> | <b>35</b> | <b>56</b> | <b>51</b> | <b>34</b> | <b>42</b> | <b>59</b> | <b>64</b> | <b>49</b> | <b>58</b> | <b>43</b> | <b>56</b> | <b>56</b> | <b>55</b> | <b>45</b> |
| Don't know            | 7         | 4         | 6         | 5         | 0         | 6         | 7         | 5         | 5         | 10        | 9         | 10        | 7         | 6         | 5         | 10        | 6         | 7         | 6         | 10        | 8         |

Some have said the advertising is "a hard-hitting reflection of reality". To what extent do you agree or disagree with this view?

|                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly agree        | 23        | 19        | 21        | 10        | 65        | 29        | 23        | 13        | 25        | 22        | 19        | 18        | 24        | 29        | 20        | 27        | 21        | 25        | 26        | 21        | 20        |
| Tend to agree         | 34        | 46        | 29        | 23        | 33        | 39        | 32        | 28        | 32        | 36        | 29        | 29        | 38        | 35        | 33        | 36        | 35        | 34        | 32        | 37        | 29        |
| <b>TOTAL AGREE</b>    | <b>57</b> | <b>65</b> | <b>50</b> | <b>33</b> | <b>98</b> | <b>68</b> | <b>55</b> | <b>41</b> | <b>57</b> | <b>58</b> | <b>48</b> | <b>47</b> | <b>62</b> | <b>64</b> | <b>53</b> | <b>63</b> | <b>56</b> | <b>59</b> | <b>58</b> | <b>58</b> | <b>49</b> |
| Tend to disagree      | 19        | 21        | 20        | 30        | 1         | 19        | 18        | 26        | 18        | 19        | 18        | 23        | 17        | 18        | 21        | 15        | 17        | 19        | 21        | 17        | 20        |
| Strongly disagree     | 16        | 9         | 25        | 33        | 1         | 8         | 20        | 28        | 19        | 14        | 23        | 18        | 15        | 13        | 19        | 12        | 20        | 15        | 14        | 15        | 20        |
| <b>TOTAL DISAGREE</b> | <b>35</b> | <b>30</b> | <b>45</b> | <b>63</b> | <b>2</b>  | <b>27</b> | <b>38</b> | <b>54</b> | <b>37</b> | <b>33</b> | <b>41</b> | <b>41</b> | <b>32</b> | <b>31</b> | <b>40</b> | <b>27</b> | <b>37</b> | <b>34</b> | <b>35</b> | <b>32</b> | <b>40</b> |
| Don't know            | 8         | 5         | 6         | 5         | 0         | 5         | 8         | 5         | 6         | 10        | 10        | 12        | 6         | 6         | 6         | 10        | 7         | 7         | 7         | 10        | 10        |