

"Daily Polling"

FIELDWORK DATES: 26TH - 27TH OCTOBER 2014

**Prepared by YouGov plc
On behalf of Class**

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered members of the YouGov Plc GB panel of 185,000+ individuals who have agreed to take part in surveys. An email was sent to panellists selected at random from the base sample according to the sample definition, inviting them to take part in the survey and providing a link to the survey. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). YouGov Plc normally achieves a response rate of between 35% and 50% to surveys however this does vary dependent upon the subject matter, complexity and length of the questionnaire. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc (+44)(0)20 7 012 6000 or email enquiries@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,629 adults. Fieldwork was undertaken between 26th - 27th October 2014. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48 hours to check a press release unless otherwise agreed. Please note, multiple press releases will require longer.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov / Class Survey Results

Sample Size: 1629 GB Adults

Fieldwork: 26th - 27th October 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
	Total	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	1629	X	X	X	X	479	392	332	790	839	194	412	557	466	929	700	209	529	349	401	142	
Unweighted Sample	1629	413	418	88	235	503	430	337	770	859	68	380	687	494	1128	501	280	494	294	371	190	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Since the 2010 general election do you think the country has become more fair or less fair, or is there no difference?

Has become more fair	12	35	2	8	11	26	2	6	16	8	15	11	9	15	15	8	15	13	12	11	5
Has become less fair	47	12	75	53	47	23	71	60	47	47	32	42	55	48	46	49	49	46	44	48	52
No difference	31	45	18	38	35	44	22	28	31	31	34	31	29	33	32	30	33	32	32	28	35
Don't know	10	8	5	2	7	8	5	6	6	14	19	16	7	5	7	14	4	9	12	13	8

Which political party do you think would be most likely to create a fairer country if they were in power?

Labour	19	3	68	2	1	3	52	15	20	19	19	18	22	18	20	18	27	14	19	23	18
Conservatives	15	57	1	0	2	40	1	5	18	12	11	14	11	22	18	11	17	17	17	11	8
UKIP	13	4	3	1	70	15	7	9	13	13	15	9	14	15	9	19	11	14	13	17	6
Green	9	1	8	9	1	3	9	16	9	8	14	9	9	5	10	6	8	11	8	7	8
Liberal Democrats	8	4	3	75	1	3	2	25	9	7	7	8	8	7	9	6	11	9	5	7	7
SNP	3	0	1	0	0	0	4	1	4	2	0	3	5	1	3	3	2	0	0	0	26
Plaid Cymru	0	0	0	0	0	0	1	0	1	0	1	0	1	0	0	0	0	0	1	0	2
None of them	19	21	11	10	19	23	15	16	18	21	14	17	20	22	21	17	14	22	19	19	16
Don't know	14	10	5	4	6	12	10	12	9	19	18	22	11	9	10	20	11	13	17	17	9

Thinking about the gap between the richest and the rest in Britain today and its effect on British society, do you think...

There is a big gap and it has a negative effect on British society	62	34	83	62	63	41	82	75	61	63	55	58	67	62	61	63	58	62	60	63	70
There is a big gap, but it doesn't really have any negative effect on British society	23	53	10	18	23	46	8	13	27	20	18	19	23	30	28	17	23	24	24	24	17
There is not really a big gap at all	3	4	1	13	3	4	2	3	2	3	6	3	2	2	3	3	4	3	4	0	3
None of these	2	2	1	4	4	2	1	2	3	2	3	4	1	2	2	3	4	2	1	3	1
Don't know	10	6	5	3	6	7	7	7	7	13	17	15	7	4	6	14	10	8	12	10	9

Total	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
1629	X	X	X	X	479	392	332	790	839	194	412	557	466	929	700	209	529	349	401	142
Unweighted Sample	413	418	88	235	503	430	337	770	859	68	380	687	494	1128	501	280	494	294	371	190
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the gap between the richest and the rest in Britain today and its effect on the British economy, do you think...

There is a big gap and it has a negative effect on the British economy	51	24	73	53	46	30	72	61	48	54	46	48	55	51	49	54	52	49	52	50	60
There is a big gap, but it doesn't really have any negative effect on the British economy	32	60	20	33	38	54	17	26	38	25	25	25	34	37	37	25	30	36	27	32	28
There is not really a big gap at all	2	4	0	8	2	2	0	2	1	2	3	2	1	2	2	1	4	2	2	1	0
None of these	2	2	1	3	2	3	1	2	3	2	1	4	1	2	3	1	5	2	1	3	0
Don't know	13	10	6	3	12	11	10	10	10	17	24	20	9	8	9	18	10	12	17	14	12

Thinking about the gap between the highest earners, such as chief executives of large companies, and the lowest earners...

Would you support or oppose introducing a maximum pay ratio, so the highest paid person in an organisation can be paid no more than sixty-five times the amount paid to the lowest paid person in the organisation?

Support a maximum ratio	65	55	80	63	66	57	76	76	63	68	48	56	72	74	65	66	57	68	65	64	72
Oppose a maximum ratio	16	31	8	23	18	26	8	12	21	12	23	18	14	14	20	11	25	15	17	13	11
Don't know	18	14	12	14	17	17	16	11	16	21	29	26	15	12	15	23	17	17	17	22	17

Do you agree or disagree with the following statement?

The Government should abolish the charitable status of private schools and use the income this generates to improve the education of those most in need

Strongly Agree	29	15	46	24	26	16	43	33	32	27	23	25	33	31	28	31	29	29	27	29	36
Tend to agree	26	25	26	35	28	24	28	31	25	28	17	27	29	26	25	28	21	28	27	27	26
TOTAL AGREE	55	40	72	59	54	40	71	64	57	55	40	52	62	57	53	59	50	57	54	56	62
Neither agree nor disagree	15	16	10	17	18	20	8	11	15	14	15	17	15	13	15	14	12	13	18	17	13
Tend to disagree	9	19	5	11	9	15	6	6	10	8	14	7	7	12	10	8	15	9	10	8	8
Strongly Disagree	7	16	2	3	11	14	2	5	9	5	9	5	4	12	10	3	9	10	5	6	4
TOTAL DISAGREE	16	35	7	14	20	29	8	11	19	13	23	12	11	24	20	11	24	19	15	14	12
Don't know	13	9	11	10	8	10	12	14	9	17	20	19	12	7	11	16	14	12	14	14	13

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	Total	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
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How effective do you think each of the following would be at reducing the gap between rich and the rest in Britain today?

Increasing the minimum wage (currently £6.50) to the living wage (currently £8.80 in London, £7.65 outside of London)

Very effective	21	15	29	14	14	15	27	22	19	23	26	26	19	17	18	25	26	21	23	17	19
Fairly effective	37	34	47	37	33	32	46	41	35	39	31	38	38	38	39	34	34	37	36	39	38
TOTAL EFFECTIVE	58	49	76	51	47	47	73	63	54	62	57	64	57	55	57	59	60	58	59	56	57
Not very effective	24	33	16	35	28	32	19	27	28	21	15	19	27	30	27	21	24	23	25	26	25
Not effective at all	9	14	2	9	19	15	2	4	11	7	10	5	9	12	9	8	9	11	7	9	5
TOTAL NOT EFFECTIVE	33	47	18	44	47	47	21	31	39	28	25	24	36	42	36	29	33	34	32	35	30
Don't know	9	5	5	5	5	6	7	6	7	11	17	12	8	3	7	12	8	8	8	9	12

A 'mansion tax' on residential properties worth £2 million or more

Very effective	24	15	36	17	24	17	33	25	21	27	25	24	26	23	21	29	20	25	24	25	25
Fairly effective	28	22	35	28	22	21	34	37	25	31	25	30	25	30	29	27	25	28	26	30	30
TOTAL EFFECTIVE	52	37	71	45	46	38	67	62	46	58	50	54	51	53	50	56	45	53	50	55	55
Not very effective	24	32	19	38	22	30	19	23	26	21	22	18	28	24	25	22	26	23	25	21	23
Not effective at all	14	27	4	13	26	26	5	10	19	9	9	12	13	19	17	10	21	15	12	12	11
TOTAL NOT EFFECTIVE	38	59	23	51	48	56	24	33	45	30	31	30	41	43	42	32	47	38	37	33	34
Don't know	10	5	5	5	6	6	9	6	8	12	19	16	8	5	8	13	8	9	12	12	10

Increasing the level of income tax for earnings over £150,000

Very effective	27	15	41	20	26	17	38	33	25	29	21	22	29	32	25	31	25	29	24	28	30
Fairly effective	38	43	40	43	28	40	41	39	38	38	30	36	39	41	40	34	33	34	43	40	37
TOTAL EFFECTIVE	65	58	81	63	54	57	79	72	63	67	51	58	68	73	65	65	58	63	67	68	67
Not very effective	17	20	12	28	20	22	10	16	19	15	18	17	17	15	18	15	23	19	12	14	18
Not effective at all	9	17	3	3	19	16	3	5	12	6	12	9	8	9	10	7	13	9	11	7	3
TOTAL NOT EFFECTIVE	26	37	15	31	39	38	13	21	31	21	30	26	25	24	28	22	36	28	23	21	21
Don't know	10	5	4	5	7	6	8	6	7	12	19	15	7	4	7	12	6	9	10	11	11

Limiting the top pay in an organisation to 65 times that of the lowest paid person

Very effective	30	19	41	30	25	21	42	36	26	33	19	27	31	35	26	35	27	33	27	28	33
Fairly effective	33	35	38	34	31	34	33	40	33	34	29	32	36	34	35	31	31	31	37	35	34
TOTAL EFFECTIVE	63	54	79	64	56	55	75	76	59	67	48	59	67	69	61	66	58	64	64	63	67
Not very effective	15	19	9	23	20	19	11	11	18	13	20	16	14	13	18	11	17	15	14	14	17
Not effective at all	8	18	2	5	15	16	2	3	11	6	9	8	7	10	9	7	16	8	6	8	3
TOTAL NOT EFFECTIVE	23	37	11	28	35	35	13	14	29	19	29	24	21	23	27	18	33	23	20	22	20
Don't know	13	8	10	8	8	10	11	10	12	15	23	17	12	7	11	16	9	12	15	15	13

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Unweighted Sample	1629	413	418	88	235	503	430	337	770	859	68	380	687	494	1128	501	280	494	294	371	190
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Abolishing charitable status for private schools

Very effective	19	12	32	10	16	13	31	18	20	18	13	18	20	21	16	23	22	20	15	18	23
Fairly effective	25	18	36	26	22	21	29	31	23	28	17	27	27	25	25	26	20	24	27	28	26
TOTAL EFFECTIVE	44	30	68	36	38	34	60	49	43	46	30	45	47	46	41	49	42	44	42	46	49
Not very effective	23	30	16	37	25	27	17	28	24	22	18	22	24	24	26	18	26	23	22	22	22
Not effective at all	15	28	4	14	27	27	8	9	19	11	24	9	13	20	17	13	16	18	15	13	11
TOTAL NOT EFFECTIVE	38	58	20	51	52	54	25	37	43	33	42	31	37	44	43	31	42	41	37	35	33
Don't know	18	12	11	13	10	13	16	14	14	21	29	24	15	10	15	20	15	14	21	20	19

Providing free childcare for all children under the age of six

Very effective	23	18	30	13	19	17	29	25	20	26	24	31	22	18	21	26	26	22	29	19	23
Fairly effective	34	38	37	37	31	31	33	36	36	31	39	35	34	29	35	31	30	30	35	36	39
TOTAL EFFECTIVE	57	56	67	50	50	48	62	61	56	57	63	66	56	47	56	57	56	52	64	55	62
Not very effective	20	24	18	34	19	25	18	24	21	20	6	15	21	30	22	17	21	23	16	21	19
Not effective at all	11	14	4	10	22	17	7	8	13	9	11	4	11	17	11	10	10	15	8	9	9
TOTAL NOT EFFECTIVE	31	38	22	44	41	42	25	32	34	29	17	19	32	47	33	27	31	38	24	30	28
Don't know	12	6	10	5	9	9	13	8	10	14	20	15	12	6	10	15	12	11	12	14	10

Closing tax loopholes to reduce tax avoidance and evasion

Very effective	58	58	66	43	54	59	66	58	57	59	47	52	61	64	57	59	57	61	58	54	59
Fairly effective	25	30	24	36	28	27	24	27	28	23	23	25	24	28	28	22	25	23	26	27	27
TOTAL EFFECTIVE	83	88	90	79	82	86	90	85	85	82	70	77	85	92	85	81	82	84	84	81	86
Not very effective	6	6	5	17	6	6	3	7	5	7	9	7	6	4	7	5	8	5	6	6	5
Not effective at all	2	3	0	0	7	3	2	1	4	2	5	2	3	2	3	2	3	2	1	3	2
TOTAL NOT EFFECTIVE	8	9	5	17	13	9	5	8	9	9	14	9	9	6	10	7	11	7	7	9	7
Don't know	8	3	5	4	5	5	5	7	6	10	16	14	7	2	6	11	6	8	10	9	7