

# Sky Youth Poll

27/08/2014

Prepared on behalf of Sky News



# Methodology

## Fieldwork Dates

21<sup>st</sup> - 26<sup>th</sup> August 2014

## Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

## Population Sampled

All residents aged 16-24 in Great Britain

## Sample Size

1,004

## Data Weighting

Data were weighted to the profile of all British residents aged 16-24. Data were weighted by age, sex and region. Targets for the weighted data were derived from Office of National Statistics 2011 Census data.

## Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,004 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

## Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour", "Conservative", "Liberal Democrat" and "UKIP" prompted in a randomising order, and other parties displayed if respondents selected "Another Party". For respondents in Scotland and Wales, "SNP" and "Plaid Cymru" respectively were included in the main prompt.

As an additional weighting step, respondents who replied "undecided" and "refused" were then removed from the sample.

## Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation and presented by Patrick Bri ne and Damian Lyons Lowe.

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**16-24s Political Attitudes Poll**  
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**Table 1**  
**Q1. The next general election will be in May 2015 Are you currently registered to vote in elections?**  
**Base : All Respondents**

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Yes	650 64.8%	335 65.6%	315 63.9%	52 25.1%	147 68.0%	170 73.7%	281 80.3%	38 89.2%	51 97.7%	47 92.1%	15 73.6%	103 72.8%	262 76.4%	167 76.5%	160 58.8%	41 38.9%	20 30.4%	75 82.1%	221 84.0%	22 78.5%	68 71.4%	81 63.7%	180 68.7%	113 64.3%	200 61.9%	27 73.2%	43 64.9%
No	224 22.3%	112 22.0%	112 22.7%	108 52.4%	46 21.4%	33 14.4%	36 10.4%	5 10.8%	1 2.3%	4 7.9%	4 20.3%	19 13.5%	53 15.6%	35 15.9%	64 23.7%	36 34.7%	35 53.8%	9 10.2%	29 11.2%	5 18.0%	15 15.9%	30 23.3%	47 17.8%	46 26.4%	83 25.7%	4 9.9%	11 16.2%
Don't know	130 12.9%	63 12.4%	66 13.4%	47 22.5%	23 10.6%	27 11.9%	33 9.3%	-	-	-	1 6.0%	19 13.7%	27 8.0%	17 7.6%	48 17.5%	28 26.4%	10 15.8%	7 7.7%	13 4.8%	1 3.5%	12 12.7%	17 13.0%	35 13.5%	16 9.3%	40 12.5%	6 16.8%	13 19.0%
SIGMA	1003 100.0%	511 100.0%	492 100.0%	207 100.0%	216 100.0%	230 100.0%	350 100.0%	43 100.0%	52 100.0%	51 100.0%	20 100.0%	141 100.0%	343 100.0%	219 100.0%	271 100.0%	105 100.0%	65 100.0%	91 100.0%	263 100.0%	28 100.0%	95 100.0%	128 100.0%	262 100.0%	175 100.0%	322 100.0%	37 100.0%	66 100.0%

**16-24s Political Attitudes Poll**  
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**Table 2**  
**Q2.1. On a scale of 0-10, how likely do you think you will be to vote in the next general election in May 2015?**  
Base : All Answering

	Total		Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
			Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	843		244	599	-	233	241	369	37	53	53	19	156	280	171	232	102	58	87	264	25	91	105	153	210	268	50	48
Weighted Total	796		408	388	-	216	230	350	43	52	51	20	141	279	171	213	85	49	91	263	28	95	99	204	144	247	33	60
10 - Would definitely vote	279	165	114	-	63	68	149	30	32	30	12	32	279	-	-	-	-	-	48	122	8	26	35	81	56	74	14	14
	35.1%	40.5%	29.4%	-	28.9%	29.6%	42.6%	70.2%	62.0%	58.6%	60.9%	22.9%	100.0%	-	-	-	-	-	53.0%	46.2%	30.3%	27.2%	35.1%	39.4%	39.2%	29.9%	43.8%	23.6%
9	84	49	34	-	29	21	33	5	9	8	*	9	-	84	-	-	-	-	7	42	9	7	10	15	17	30	3	9
	10.5%	12.1%	8.9%	-	13.5%	9.3%	9.5%	12.6%	17.3%	15.1%	2.3%	6.1%	-	49.2%	-	-	-	-	7.3%	16.0%	33.7%	7.6%	10.0%	7.5%	11.8%	12.2%	7.9%	15.1%
8	87	50	36	-	30	30	27	1	2	2	-	15	-	87	-	-	-	-	15	23	2	16	8	25	13	31	3	6
	10.9%	12.4%	9.4%	-	13.7%	13.1%	7.7%	2.8%	4.7%	4.3%	-	10.5%	-	50.8%	-	-	-	-	16.7%	8.9%	7.5%	16.6%	7.6%	12.4%	9.4%	12.6%	10.7%	9.7%
7	76	37	39	-	24	26	27	2	5	5	2	12	-	-	76	-	-	-	10	27	2	12	12	21	15	22	3	3
	9.5%	9.0%	10.0%	-	10.9%	11.1%	7.6%	4.8%	10.1%	9.4%	9.2%	8.2%	-	-	35.6%	-	-	-	10.5%	10.1%	6.0%	12.7%	12.6%	10.1%	10.4%	8.9%	9.3%	4.7%
6	48	19	29	-	15	11	21	1	2	2	1	10	-	-	48	-	-	-	3	14	2	5	6	12	7	14	2	5
	6.0%	4.7%	7.4%	-	7.1%	4.7%	6.1%	2.5%	3.6%	3.1%	4.6%	7.2%	-	-	22.5%	-	-	-	3.4%	5.4%	5.6%	5.5%	6.4%	5.8%	5.1%	5.7%	7.4%	8.7%
5	89	42	47	-	33	24	32	1	-	2	1	23	-	-	89	-	-	-	4	20	2	18	11	21	13	31	4	6
	11.2%	10.3%	12.1%	-	15.3%	10.3%	9.2%	1.4%	-	3.2%	4.6%	16.1%	-	-	41.9%	-	-	-	4.1%	7.4%	5.6%	18.5%	11.6%	10.2%	9.0%	12.7%	11.6%	10.3%
4	23	7	16	-	3	7	13	-	1	1	2	6	-	-	-	23	-	-	1	4	-	7	5	4	3	6	*	4
	2.9%	1.8%	4.0%	-	1.4%	3.0%	3.7%	-	1.2%	1.8%	12.3%	4.3%	-	-	-	27.0%	-	-	0.7%	1.6%	-	7.0%	4.8%	1.8%	1.9%	2.3%	1.4%	7.2%
3	23	5	18	-	5	9	9	-	-	1	-	6	-	-	-	23	-	-	3	5	1	2	3	6	4	9	-	-
	2.8%	1.2%	4.6%	-	2.5%	3.7%	2.5%	-	-	2.4%	-	4.5%	-	-	-	26.7%	-	-	3.8%	1.8%	2.2%	1.6%	3.5%	2.8%	2.9%	3.8%	-	-
2	21	10	12	-	4	13	4	-	1	-	-	4	-	-	-	21	-	-	-	4	3	1	2	6	3	6	-	4
	2.7%	2.4%	3.0%	-	2.1%	5.5%	1.3%	-	1.2%	-	-	2.7%	-	-	-	25.3%	-	-	-	1.5%	9.1%	0.7%	2.3%	2.8%	2.3%	2.3%	-	7.3%
1	18	5	13	-	4	7	7	-	-	-	-	6	-	-	-	18	-	-	1	3	-	2	1	4	2	6	*	4
	2.2%	1.2%	3.3%	-	1.6%	3.2%	2.0%	-	-	-	-	4.5%	-	-	-	21.0%	-	-	0.7%	1.1%	-	2.6%	1.2%	2.1%	1.3%	2.2%	1.4%	7.3%
0 - Would not vote	49	18	31	-	6	15	28	2	-	1	1	18	-	-	-	-	49	-	-	-	-	5	11	9	18	2	4	
	6.1%	4.5%	7.9%	-	3.0%	6.5%	7.9%	5.7%	-	2.1%	6.0%	12.9%	-	-	-	-	100.0%	-	-	-	-	4.8%	5.3%	6.6%	7.3%	6.4%	6.2%	
SIGMA	796	408	388	-	216	230	350	43	52	51	20	141	279	171	213	85	49	91	263	28	95	99	204	144	247	33	60	
	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 3**  
**Q2.2. On a scale of 0-10, how likely do you think you would be to vote in the next general election if you were eligible?**  
Base : All Answering

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	160	43	117	160	-	-	-	-	-	-	-	47	38	46	19	10	-	-	-	-	22	31	35	59	7	3
Weighted Total	207	103	104	207	-	-	-	-	-	-	-	63	48	59	20	16	-	-	-	-	29	57	32	76	4	6
10 - Would definitely vote	63	36	27	63	-	-	-	-	-	-	-	63	-	-	-	-	-	-	-	-	4	11	13	27	2	5
	30.6%	35.3%	26.0%	30.6%	-	-	-	-	-	-	100.0%	-	-	-	-	-	-	-	-	-	13.9%	19.6%	39.3%	35.9%	42.9%	78.5%
9	16	5	11	16	-	-	-	-	-	-	-	-	16	-	-	-	-	-	-	-	5	4	-	6	1	-
	7.6%	4.4%	10.7%	7.6%	-	-	-	-	-	-	-	-	32.6%	-	-	-	-	-	-	-	16.8%	6.8%	-	7.5%	28.6%	-
8	32	18	15	32	-	-	-	-	-	-	-	-	32	-	-	-	-	-	-	-	5	16	6	5	1	-
	15.7%	17.3%	14.2%	15.7%	-	-	-	-	-	-	-	-	67.4%	-	-	-	-	-	-	-	16.8%	28.5%	17.4%	6.8%	14.3%	-
7	20	7	13	20	-	-	-	-	-	-	-	-	-	20	-	-	-	-	-	-	4	9	2	5	-	-
	9.7%	7.2%	12.2%	9.7%	-	-	-	-	-	-	-	-	-	34.2%	-	-	-	-	-	-	13.9%	15.0%	7.3%	6.8%	-	-
6	13	6	6	13	-	-	-	-	-	-	-	-	-	13	-	-	-	-	-	-	-	3	3	7	-	-
	6.1%	6.0%	6.2%	6.1%	-	-	-	-	-	-	-	-	-	21.6%	-	-	-	-	-	-	-	4.5%	9.3%	9.4%	-	-
5	26	12	14	26	-	-	-	-	-	-	-	-	-	26	-	-	-	-	-	-	5	7	1	10	1	-
	12.6%	12.2%	13.0%	12.6%	-	-	-	-	-	-	-	-	-	44.3%	-	-	-	-	-	-	18.8%	12.8%	4.0%	13.9%	14.3%	-
4	4	-	4	4	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	1	1	1	1	-	-
	1.8%	-	3.5%	1.8%	-	-	-	-	-	-	-	-	-	18.1%	-	-	-	-	-	-	3.0%	2.3%	2.0%	1.1%	-	-
3	9	2	7	9	-	-	-	-	-	-	-	-	-	9	-	-	-	-	-	-	2	-	4	3	-	-
	4.1%	1.6%	6.6%	4.1%	-	-	-	-	-	-	-	-	-	42.1%	-	-	-	-	-	-	6.0%	-	13.3%	3.4%	-	-
2	5	3	1	5	-	-	-	-	-	-	-	-	-	5	-	-	-	-	-	-	-	3	1	1	-	-
	2.4%	3.4%	1.4%	2.4%	-	-	-	-	-	-	-	-	-	24.4%	-	-	-	-	-	-	-	6.0%	2.0%	1.1%	-	-
1	3	2	1	3	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	1	-	-	2	-	-
	1.5%	2.2%	0.8%	1.5%	-	-	-	-	-	-	-	-	-	15.4%	-	-	-	-	-	-	3.0%	-	-	3.0%	-	-
0 - Would not vote	16	11	6	16	-	-	-	-	-	-	-	-	-	-	16	-	-	-	-	-	2	3	2	8	-	1
	7.9%	10.4%	5.4%	7.9%	-	-	-	-	-	-	-	-	-	-	100.0%	-	-	-	-	-	7.9%	4.5%	5.3%	11.2%	-	21.5%
SIGMA	207	103	104	207	-	-	-	-	-	-	-	63	48	59	20	16	-	-	-	-	29	57	32	76	4	6
	100.0%	100.0%	100.0%	100.0%	-	-	-	-	-	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## 16-24s Political Attitudes Poll

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**Table 4**  
**Q3.1. Voting intention table - Normal Weighted Table**  
**Q3.1. If the general election were tomorrow, which party do you think you would vote for?**  
**Base : Respondent likelihood to vote in the next general election in May 2015**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	785	232	553	-	226	222	337	36	53	51	18	134	280	171	232	102	-	87	264	25	91	99	143	196	247	47	44
Weighted Total	748	390	358	-	210	216	322	41	52	50	19	123	279	171	213	85	-	91	263	28	95	94	194	134	229	31	57
Conservative	91	58	33	-	27	22	41	22	2	*	1	12	48	22	16	5	-	91	-	-	-	10	22	15	38	1	1
	12.2%	14.8%	9.3%	-	13.1%	10.3%	12.8%	55.2%	4.4%	0.9%	3.2%	9.9%	17.2%	12.7%	7.7%	5.5%	-	100.0%	-	-	-	10.3%	11.2%	11.5%	16.6%	4.0%	1.7%
Labour	263	153	110	-	68	81	115	6	44	22	1	37	122	66	60	16	-	-	263	-	-	44	68	56	71	6	17
	35.2%	39.4%	30.7%	-	32.4%	37.5%	35.6%	13.9%	85.7%	43.2%	3.2%	29.8%	43.6%	38.4%	28.4%	18.5%	-	-	100.0%	-	-	47.2%	34.9%	42.0%	31.0%	19.9%	29.7%
Liberal Democrat	28	18	9	-	6	7	15	2	-	7	-	5	8	11	5	3	-	-	-	28	-	6	7	3	7	1	3
	3.7%	4.7%	2.6%	-	2.6%	3.5%	4.5%	4.0%	-	13.4%	-	4.0%	3.0%	6.7%	2.2%	3.7%	-	-	-	100.0%	-	6.4%	3.5%	2.3%	3.2%	3.0%	6.1%
Scottish National Party (SNP)	8	4	5	-	2	*	6	-	-	*	3	2	6	1	1	-	-	-	-	-	-	-	-	-	-	8	-
	1.1%	0.9%	1.3%	-	1.0%	0.2%	1.7%	-	-	0.9%	16.1%	1.7%	2.2%	0.7%	0.4%	-	-	-	-	-	-	-	-	-	-	26.7%	-
Plaid Cymru	5	-	5	-	1	2	2	-	-	-	2	-	1	-	3	1	-	-	-	-	-	-	-	-	-	-	5
	0.6%	-	1.3%	-	0.4%	0.9%	0.6%	-	-	-	9.9%	-	0.3%	-	1.3%	1.1%	-	-	-	-	-	-	-	-	-	-	8.3%
UK Independence Party (UKIP)	95	57	38	-	26	23	46	4	*	8	9	19	26	23	35	11	-	-	-	95	7	28	17	33	2	7	
	12.7%	14.7%	10.5%	-	12.4%	10.8%	14.2%	10.5%	0.9%	15.5%	49.5%	15.1%	9.3%	13.5%	16.4%	13.3%	-	-	-	100.0%	7.1%	14.7%	12.4%	14.5%	5.5%	12.0%	
Another Party (NET)	46	17	29	-	16	17	13	-	-	4	2	5	24	11	8	3	-	-	-	-	-	3	15	12	15	-	1
	6.2%	4.4%	8.1%	-	7.8%	7.9%	3.9%	-	-	7.3%	13.1%	4.3%	8.4%	6.5%	3.8%	4.0%	-	-	-	-	-	3.7%	7.9%	8.6%	6.5%	-	1.7%
Green	39	12	27	-	16	15	8	-	-	4	-	3	19	11	7	2	-	-	-	-	-	3	13	8	14	-	1
	5.2%	3.1%	7.5%	-	7.5%	7.1%	2.5%	-	-	7.3%	-	2.6%	7.0%	6.5%	3.3%	1.8%	-	-	-	-	-	3.7%	6.6%	6.1%	6.0%	-	1.7%
British National Party (BNP)	2	1	1	-	1	1	*	-	-	-	-	*	2	-	1	-	-	-	-	-	-	-	-	2	1	-	-
	0.3%	0.3%	0.3%	-	0.3%	0.6%	0.1%	-	-	-	-	0.4%	0.6%	-	0.3%	-	-	-	-	-	-	-	-	1.3%	0.3%	-	-
Christian	1	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-
	0.2%	0.3%	-	-	-	0.4%	-	-	-	-	-	1.0%	-	-	1.4%	-	-	-	-	-	-	-	-	0.9%	-	-	-
Monster Raving Loony Party	4	2	1	-	-	1	3	-	-	-	2	*	2	-	*	1	-	-	-	-	-	-	2	*	1	-	-
	0.5%	0.6%	0.3%	-	-	0.3%	0.9%	-	-	-	13.1%	0.4%	0.9%	-	0.2%	0.7%	-	-	-	-	-	-	1.3%	0.3%	0.3%	-	-
Undecided	203	80	123	-	59	62	82	7	5	9	1	42	43	34	84	42	-	-	-	-	-	24	53	27	62	12	23
	27.1%	20.4%	34.5%	-	28.1%	28.7%	25.5%	16.3%	9.1%	18.7%	4.9%	33.8%	15.4%	20.0%	39.4%	49.5%	-	-	-	-	-	25.2%	27.3%	19.8%	27.0%	39.4%	40.6%
Refuse	9	2	6	-	4	*	4	-	-	-	-	2	2	3	1	4	-	-	-	-	-	-	1	5	2	*	-
	1.1%	0.6%	1.7%	-	2.0%	0.2%	1.2%	-	-	-	-	1.4%	0.6%	1.5%	0.3%	4.3%	-	-	-	-	-	-	0.5%	3.5%	1.1%	1.5%	-
SIGMA	748	390	358	-	210	216	322	41	52	50	19	123	279	171	213	85	-	91	263	28	95	94	194	134	229	31	57
	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## 16-24s Political Attitudes Poll

Prepared on behalf of Sky News

27 Aug 2014

Table 5

### Q3.1. Voting intention table - Weighted By Likelihood To Vote

Q3.1. If the general election were tomorrow, which party do you think you would vote for?

Base : Respondent likelihood to vote in the next general election in May 2015

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	785	232	553	-	226	222	337	36	53	51	18	134	280	171	232	102	-	87	264	25	91	99	143	196	247	47	44
Weighted Total	785	432	353	-	218	215	353	53	65	61	22	114	383	199	173	30	-	107	301	30	94	98	207	147	236	35	53
Conservative	107	71	36	-	32	26	50	29	3	1	1	13	66	25	14	2	-	107	-	-	-	12	26	19	43	2	1
	13.6%	16.4%	10.2%	-	14.6%	11.9%	14.0%	55.4%	4.7%	1.0%	3.8%	10.9%	17.2%	12.5%	8.2%	6.1%	-	100.0%	-	-	-	12.4%	12.3%	12.7%	18.2%	4.8%	2.2%
Labour	301	179	121	-	75	91	135	8	56	26	1	39	167	78	51	6	-	-	301	-	-	48	79	66	80	6	21
	38.3%	41.6%	34.4%	-	34.7%	42.2%	38.2%	14.7%	86.9%	42.9%	3.8%	33.7%	43.6%	39.1%	29.3%	18.9%	-	-	100.0%	-	-	48.6%	38.1%	44.9%	34.1%	17.2%	40.3%
Liberal Democrat	30	20	10	-	7	6	17	2	-	9	-	5	11	14	4	1	-	-	-	30	-	7	8	4	8	1	2
	3.8%	4.7%	2.8%	-	3.1%	2.9%	4.9%	3.8%	-	14.6%	-	4.4%	3.0%	6.9%	2.3%	3.1%	-	-	-	100.0%	-	7.0%	3.8%	2.8%	3.5%	3.3%	3.5%
Scottish National Party (SNP)	11	5	6	-	3	1	7	-	-	1	4	2	8	1	1	-	-	-	-	-	-	-	-	-	-	11	-
	1.3%	1.1%	1.7%	-	1.3%	0.3%	2.0%	-	-	1.0%	18.2%	2.1%	2.2%	0.7%	0.5%	-	-	-	-	-	-	-	-	-	-	30.5%	-
Plaid Cymru	4	-	4	-	*	1	2	-	-	-	2	-	1	-	2	*	-	-	-	-	-	-	-	-	-	-	4
	0.5%	-	1.0%	-	0.1%	0.7%	0.5%	-	-	-	8.8%	-	0.3%	-	1.2%	0.8%	-	-	-	-	-	-	-	-	-	-	6.8%
UK Independence Party (UKIP)	94	59	35	-	25	25	44	5	1	9	10	15	35	26	28	5	-	-	-	94	-	6	27	17	35	2	6
	12.0%	13.8%	9.9%	-	11.5%	11.6%	12.6%	9.9%	1.0%	14.1%	44.0%	13.1%	9.3%	13.2%	16.2%	15.9%	-	-	-	100.0%	-	6.0%	13.0%	11.7%	14.7%	6.7%	12.2%
Another Party (NET)	53	22	31	-	20	18	15	-	-	5	3	5	32	13	7	1	-	-	-	-	-	4	18	12	17	-	1
	6.8%	5.0%	8.9%	-	9.2%	8.6%	4.1%	-	-	8.2%	15.5%	4.4%	8.4%	6.5%	3.9%	3.8%	-	-	-	-	-	4.3%	8.9%	8.3%	7.3%	-	1.7%
Green	46	16	30	-	20	17	10	-	-	5	-	4	27	13	6	1	-	-	-	-	-	4	15	9	17	-	1
	5.9%	3.8%	8.4%	-	9.0%	7.8%	2.8%	-	-	8.2%	-	3.3%	7.0%	6.5%	3.4%	2.4%	-	-	-	-	-	4.3%	7.3%	6.2%	7.1%	-	1.7%
British National Party (BNP)	3	2	1	-	1	2	1	-	-	-	-	1	2	-	1	-	-	-	-	-	-	-	-	2	1	-	-
	0.4%	0.4%	0.3%	-	0.2%	0.8%	0.2%	-	-	-	-	0.5%	0.6%	0.8%	0.3%	-	-	-	-	-	-	-	-	1.6%	0.2%	-	-
Christian	*	*	-	-	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	*	-	-	-
	*	0.1%	-	-	-	0.1%	-	-	-	-	-	0.3%	-	-	-	1.1%	-	-	-	-	-	-	-	0.2%	-	-	-
Monster Raving Loony Party	4	3	*	-	-	*	4	-	-	-	3	*	3	-	*	*	-	-	-	-	-	-	3	*	*	-	-
	0.5%	0.8%	0.1%	-	-	*	1.1%	-	-	-	15.5%	0.3%	0.9%	-	0.2%	0.3%	-	-	-	-	-	-	1.6%	0.3%	*	-	-
Undecided	179	74	105	-	52	46	81	9	5	11	1	35	59	39	66	15	-	-	-	-	-	21	48	26	50	12	17
	22.8%	17.1%	29.8%	-	24.0%	21.5%	22.9%	16.3%	7.4%	18.2%	5.9%	30.4%	15.4%	19.8%	38.2%	48.5%	-	-	-	-	-	21.6%	23.4%	17.8%	21.2%	35.8%	33.2%
Refuse	7	2	5	-	3	1	3	-	-	-	-	1	2	3	*	1	-	-	-	-	-	-	1	3	2	1	-
	0.8%	0.4%	1.4%	-	1.5%	0.3%	0.7%	-	-	-	-	0.9%	0.6%	1.5%	0.2%	2.8%	-	-	-	-	-	-	0.5%	1.9%	0.9%	1.7%	-
SIGMA	785	432	353	-	218	215	353	53	65	61	22	114	383	199	173	30	-	107	301	30	94	98	207	147	236	35	53
	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



**16-24s Political Attitudes Poll**

Prepared on behalf of Sky News

27 Aug 2014

Table 6

Q3.1. Voting intention table - Weighted By Likelihood To Vote and undecided / refused removed

Q3.1. If the general election were tomorrow, which party do you think you would vote for?

Base : Respondent likelihood to vote in the next general election in May 2015 and undecided / refused removed

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	539	184	355	-	151	152	236	29	47	39	17	82	230	129	134	46	-	87	264	25	91	72	97	141	169	28	26
Weighted Total	599	356	243	-	162	168	269	44	60	50	20	78	322	156	106	15	-	107	301	30	94	77	158	118	184	22	35
Conservative	107	71	36	-	32	26	50	29	3	1	1	13	66	25	14	2	-	107	-	-	-	12	26	19	43	2	1
	17.8%	19.9%	14.8%	-	19.6%	15.2%	18.4%	66.1%	5.1%	1.2%	4.1%	15.9%	20.5%	15.8%	13.3%	12.5%	-	100.0%	-	-	-	15.9%	16.2%	15.7%	23.4%	7.7%	3.3%
Labour	301	179	121	-	75	91	135	8	56	26	1	39	167	78	51	6	-	-	301	-	-	48	79	66	80	6	21
	50.2%	50.4%	49.9%	-	46.5%	54.0%	50.0%	17.6%	93.9%	52.4%	4.1%	49.1%	51.9%	49.6%	47.6%	38.9%	-	-	100.0%	-	-	62.0%	50.1%	55.8%	43.8%	27.5%	60.4%
Liberal Democrat	30	20	10	-	7	6	17	2	-	9	-	5	11	14	4	1	-	-	-	30	-	7	8	4	8	1	2
	5.0%	5.7%	4.0%	-	4.1%	3.7%	6.4%	4.5%	-	17.8%	-	6.4%	3.6%	8.8%	3.7%	6.4%	-	-	-	100.0%	-	9.0%	4.9%	3.5%	4.5%	5.3%	5.3%
Scottish National Party (SNP)	11	5	6	-	3	1	7	-	-	1	4	2	8	1	1	-	-	-	-	-	-	-	-	-	-	11	-
	1.8%	1.3%	2.4%	-	1.8%	0.4%	2.6%	-	-	1.2%	19.4%	3.0%	2.6%	0.8%	0.8%	-	-	-	-	-	-	-	-	-	-	48.8%	-
Plaid Cymru	4	-	4	-	*	1	2	-	-	-	2	-	1	-	2	*	-	-	-	-	-	-	-	-	-	-	4
	0.6%	-	1.5%	-	0.2%	0.9%	0.7%	-	-	-	9.3%	-	0.4%	-	1.9%	1.7%	-	-	-	-	-	-	-	-	-	-	10.2%
UK Independence Party (UKIP)	94	59	35	-	25	25	44	5	1	9	10	15	35	26	28	5	-	-	-	-	94	6	27	17	35	2	6
	15.8%	16.7%	14.4%	-	15.5%	14.8%	16.5%	11.8%	1.0%	17.2%	46.7%	19.1%	11.0%	16.8%	26.3%	32.7%	-	-	-	-	100.0%	7.6%	17.0%	14.6%	18.9%	10.8%	18.2%
Another Party (NET)	53	22	31	-	20	18	15	-	-	5	3	5	32	13	7	1	-	-	-	-	-	4	18	12	17	-	1
	8.9%	6.1%	12.9%	-	12.3%	11.0%	5.4%	-	-	10.0%	16.4%	6.5%	10.0%	8.2%	6.4%	7.8%	-	-	-	-	-	5.5%	11.7%	10.3%	9.4%	-	2.6%
Green	46	16	30	-	20	17	10	-	-	5	-	4	27	13	6	1	-	-	-	-	-	4	15	9	17	-	1
	7.7%	4.6%	12.3%	-	12.0%	9.9%	3.7%	-	-	10.0%	-	4.8%	8.3%	8.2%	5.5%	5.0%	-	-	-	-	-	5.5%	9.6%	7.7%	9.1%	-	2.6%
British National Party (BNP)	3	2	1	-	1	2	1	-	-	-	-	1	2	-	1	-	-	-	-	-	-	-	-	2	1	-	-
	0.5%	0.5%	0.5%	-	0.3%	1.0%	0.2%	-	-	-	-	0.8%	0.7%	-	0.5%	-	-	-	-	-	-	-	-	2.0%	0.3%	-	-
Christian	*	*	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	*	-	-	-
	0.1%	0.1%	-	-	-	0.1%	-	-	-	-	-	0.4%	-	-	-	2.2%	-	-	-	-	-	-	-	0.3%	-	-	-
Monster Raving Loony Party	4	3	*	-	-	*	4	-	-	-	3	*	3	-	*	*	-	-	-	-	-	-	3	*	*	-	-
	0.6%	0.9%	0.2%	-	-	0.1%	1.4%	-	-	-	16.4%	0.5%	1.0%	-	0.4%	0.6%	-	-	-	-	-	-	2.1%	0.3%	*	-	-
SIGMA	599	356	243	-	162	168	269	44	60	50	20	78	322	156	106	15	-	107	301	30	94	77	158	118	184	22	35
	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

Table 7

## Q3.2. Voting intention table - Normal Weighted Table

Q3.2. If the general election were tomorrow, and you were eligible to vote, which party do you think you would vote for?

Base : Respondent likelihood to vote in the next general election if eligible to vote

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	150	38	112	150	-	-	-	-	-	-	-	47	38	46	19	-	-	-	-	-	21	29	34	54	7	2
Weighted Total	190	92	98	190	-	-	-	-	-	-	-	63	48	59	20	-	-	-	-	-	26	55	30	67	4	5
Conservative	22	14	8	22	-	-	-	-	-	-	-	10	9	2	1	-	-	-	-	-	2	6	2	12	1	-
	11.4%	15.4%	7.6%	11.4%	-	-	-	-	-	-	-	15.7%	18.1%	3.7%	4.2%	-	-	-	-	-	6.5%	11.0%	5.6%	17.3%	14.3%	-
Labour	54	30	24	54	-	-	-	-	-	-	-	18	18	11	7	-	-	-	-	-	10	20	10	10	1	1
	28.3%	32.8%	24.2%	28.3%	-	-	-	-	-	-	-	28.7%	36.8%	19.2%	33.8%	-	-	-	-	-	39.8%	36.9%	33.8%	15.2%	14.3%	27.5%
Liberal Democrat	10	8	2	10	-	-	-	-	-	-	-	4	1	5	1	-	-	-	-	-	-	-	4	5	1	-
	5.3%	8.6%	2.2%	5.3%	-	-	-	-	-	-	-	6.7%	1.3%	7.7%	3.2%	-	-	-	-	-	-	-	13.3%	8.0%	14.3%	-
Scottish National Party (SNP)	1	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	0.3%	-	0.6%	0.3%	-	-	-	-	-	-	-	1.0%	-	-	-	-	-	-	-	-	-	-	-	-	14.3%	-
UK Independence Party (UKIP)	16	10	6	16	-	-	-	-	-	-	-	5	5	5	-	-	-	-	-	-	2	3	4	7	-	-
	8.4%	11.0%	5.9%	8.4%	-	-	-	-	-	-	-	8.5%	10.9%	9.1%	-	-	-	-	-	-	8.6%	4.7%	13.3%	10.5%	-	-
Another Party (NET)	10	2	7	10	-	-	-	-	-	-	-	7	1	1	1	-	-	-	-	-	2	-	3	3	1	-
	5.0%	2.5%	7.4%	5.0%	-	-	-	-	-	-	-	10.7%	1.8%	2.2%	3.2%	-	-	-	-	-	8.6%	-	10.6%	5.1%	14.3%	-
Green	7	2	5	7	-	-	-	-	-	-	-	6	-	1	1	-	-	-	-	-	2	-	2	3	1	-
	3.9%	2.5%	5.2%	3.9%	-	-	-	-	-	-	-	9.6%	-	1.1%	3.2%	-	-	-	-	-	8.6%	-	6.4%	3.8%	14.3%	-
British National Party (BNP)	1	-	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-
	0.3%	-	0.6%	0.3%	-	-	-	-	-	-	-	-	-	1.1%	-	-	-	-	-	-	-	-	2.1%	-	-	-
Trade Unionist and Socialist Coalition (TUSC)	1	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	0.3%	-	0.6%	0.3%	-	-	-	-	-	-	-	1.0%	-	-	-	-	-	-	-	-	-	-	2.1%	-	-	-
If not listed please state in this box	1	-	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
	0.4%	-	0.9%	0.4%	-	-	-	-	-	-	-	-	1.8%	-	-	-	-	-	-	-	-	-	-	1.3%	-	-
Undecided	75	25	50	75	-	-	-	-	-	-	-	18	15	32	10	-	-	-	-	-	7	26	6	29	1	3
	39.3%	27.3%	50.6%	39.3%	-	-	-	-	-	-	-	28.7%	31.1%	54.3%	48.2%	-	-	-	-	-	28.0%	47.3%	21.2%	42.7%	28.6%	72.5%
Refuse	4	2	1	4	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	2	-	1	1	-	-
	2.0%	2.5%	1.5%	2.0%	-	-	-	-	-	-	-	-	-	3.8%	7.4%	-	-	-	-	-	8.6%	-	2.1%	1.3%	-	-
SIGMA	190	92	98	190	-	-	-	-	-	-	-	63	48	59	20	-	-	-	-	-	26	55	30	67	4	5
	100.0%	100.0%	100.0%	100.0%	-	-	-	-	-	-	-	100.0%	100.0%	100.0%	100.0%	-	-	-	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 8**  
**Q3.2. Voting intention table - Weighted By Likelihood To Vote**  
**Q3.2. If the general election were tomorrow, and you were eligible to vote, which party do you think you would vote for?**  
**Base : Respondent likelihood to vote in the next general election if eligible to vote**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	150	38	112	150	-	-	-	-	-	-	47	38	46	19	-	-	-	-	-	-	21	29	34	54	7	2
Weighted Total	150	74	76	150	-	-	-	-	-	-	66	42	36	6	-	-	-	-	-	-	19	42	24	53	4	5
Conservative	20	14	6	20	-	-	-	-	-	-	10	8	1	*	-	-	-	-	-	-	1	5	2	12	1	-
	13.3%	18.7%	8.1%	13.3%	-	-	-	-	-	-	15.7%	18.7%	4.0%	4.8%	-	-	-	-	-	-	5.5%	11.7%	7.5%	21.6%	16.4%	-
Labour	43	23	20	43	-	-	-	-	-	-	19	15	7	2	-	-	-	-	-	-	8	15	8	10	1	1
	28.8%	30.5%	27.1%	28.8%	-	-	-	-	-	-	28.7%	36.0%	20.5%	30.5%	-	-	-	-	-	-	38.8%	35.2%	35.3%	17.8%	16.4%	27.5%
Liberal Democrat	8	6	2	8	-	-	-	-	-	-	4	1	3	*	-	-	-	-	-	-	-	-	4	3	1	-
	5.2%	8.3%	2.2%	5.2%	-	-	-	-	-	-	6.7%	1.4%	7.2%	3.6%	-	-	-	-	-	-	-	-	15.8%	6.5%	14.8%	-
Scottish National Party (SNP)	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	0.4%	-	0.9%	0.4%	-	-	-	-	-	-	1.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	16.4%	-
UK Independence Party (UKIP)	14	9	5	14	-	-	-	-	-	-	6	5	3	-	-	-	-	-	-	-	2	2	3	7	-	-
	9.3%	12.6%	6.0%	9.3%	-	-	-	-	-	-	8.5%	11.4%	9.6%	-	-	-	-	-	-	-	10.9%	5.2%	12.1%	12.5%	-	-
Another Party (NET)	9	2	6	9	-	-	-	-	-	-	7	1	1	*	-	-	-	-	-	-	2	-	3	3	*	-
	5.8%	3.2%	8.3%	5.8%	-	-	-	-	-	-	10.7%	1.7%	1.8%	3.6%	-	-	-	-	-	-	12.2%	-	10.7%	6.4%	8.2%	-
Green	7	2	5	7	-	-	-	-	-	-	6	-	*	*	-	-	-	-	-	-	2	-	2	3	*	-
	4.6%	3.2%	6.0%	4.6%	-	-	-	-	-	-	9.6%	-	0.9%	3.6%	-	-	-	-	-	-	12.2%	-	6.5%	5.0%	8.2%	-
British National Party (BNP)	*	-	*	*	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-
	0.2%	-	0.4%	0.2%	-	-	-	-	-	-	-	-	0.9%	-	-	-	-	-	-	-	-	-	1.4%	-	-	-
Trade Unionist and Socialist Coalition (TUSC)	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	0.4%	-	0.9%	0.4%	-	-	-	-	-	-	1.0%	-	-	-	-	-	-	-	-	-	-	-	2.8%	-	-	-
If not listed please state in this box	1	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	0.5%	-	0.9%	0.5%	-	-	-	-	-	-	-	1.7%	-	-	-	-	-	-	-	-	-	-	-	1.3%	-	-
Undecided	54	19	36	54	-	-	-	-	-	-	19	13	19	3	-	-	-	-	-	-	5	20	4	19	1	4
	36.2%	25.2%	46.9%	36.2%	-	-	-	-	-	-	28.7%	30.8%	53.7%	50.6%	-	-	-	-	-	-	26.5%	48.0%	17.8%	34.7%	27.9%	72.5%
Refuse	2	1	*	2	-	-	-	-	-	-	-	-	1	*	-	-	-	-	-	-	1	-	*	*	-	-
	1.0%	1.6%	0.5%	1.0%	-	-	-	-	-	-	-	-	3.3%	6.8%	-	-	-	-	-	-	6.1%	-	0.8%	0.3%	-	-
SIGMA	150	74	76	150	-	-	-	-	-	-	66	42	36	6	-	-	-	-	-	-	19	42	24	53	4	5
	100.0%	100.0%	100.0%	100.0%	-	-	-	-	-	-	100.0%	100.0%	100.0%	100.0%	-	-	-	-	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

Table 9

Q3.2. Voting intention table - Weighted By Likelihood To Vote and undecided / refused removed

Q3.2. If the general election were tomorrow, and you were eligible to vote, which party do you think you would vote for?

Base : Respondent likelihood to vote in the next general election if eligible to vote and undecided / refused removed

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	83	28	55	83	-	-	-	-	-	-	35	23	18	7	-	-	-	-	-	-	13	14	23	26	5	1
Weighted Total	94	54	40	94	-	-	-	-	-	-	47	29	16	2	-	-	-	-	-	-	13	22	19	35	3	1
Conservative	20	14	6	20	-	-	-	-	-	-	10	8	1	*	-	-	-	-	-	-	1	5	2	12	1	-
	21.2%	25.5%	15.4%	21.2%	-	-	-	-	-	-	22.1%	27.0%	9.2%	11.3%	-	-	-	-	-	-	8.2%	22.4%	9.2%	33.3%	22.7%	-
Labour	43	23	20	43	-	-	-	-	-	-	19	15	7	2	-	-	-	-	-	-	8	15	8	10	1	1
	45.8%	41.7%	51.5%	45.8%	-	-	-	-	-	-	40.2%	52.0%	47.5%	71.7%	-	-	-	-	-	-	57.6%	67.7%	43.3%	27.4%	22.7%	100.0%
Liberal Democrat	8	6	2	8	-	-	-	-	-	-	4	1	3	*	-	-	-	-	-	-	-	-	4	3	1	-
	8.3%	11.3%	4.3%	8.3%	-	-	-	-	-	-	9.4%	2.1%	16.6%	8.5%	-	-	-	-	-	-	-	-	19.4%	10.1%	20.5%	-
Scottish National Party (SNP)	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	0.7%	-	1.7%	0.7%	-	-	-	-	-	-	1.4%	-	-	-	-	-	-	-	-	-	-	-	-	-	22.7%	-
UK Independence Party (UKIP)	14	9	5	14	-	-	-	-	-	-	6	5	3	-	-	-	-	-	-	-	2	2	3	7	-	-
	14.7%	17.2%	11.4%	14.7%	-	-	-	-	-	-	11.9%	16.4%	22.3%	-	-	-	-	-	-	-	16.2%	9.9%	14.9%	19.3%	-	-
Another Party (NET)	9	2	6	9	-	-	-	-	-	-	7	1	1	*	-	-	-	-	-	-	2	-	3	3	*	-
	9.2%	4.3%	15.8%	9.2%	-	-	-	-	-	-	15.0%	2.5%	4.3%	8.5%	-	-	-	-	-	-	18.0%	-	13.2%	9.8%	11.4%	-
Green	7	2	5	7	-	-	-	-	-	-	6	-	*	*	-	-	-	-	-	-	2	-	2	3	*	-
	7.3%	4.3%	11.5%	7.3%	-	-	-	-	-	-	13.5%	-	2.1%	8.5%	-	-	-	-	-	-	18.0%	-	8.0%	7.8%	11.4%	-
British National Party (BNP)	*	-	*	*	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-
	0.4%	-	0.8%	0.4%	-	-	-	-	-	-	-	-	2.1%	-	-	-	-	-	-	-	-	-	1.7%	-	-	-
Trade Unionist and Socialist Coalition (TUSC)	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	0.7%	-	1.7%	0.7%	-	-	-	-	-	-	1.4%	-	-	-	-	-	-	-	-	-	-	-	3.5%	-	-	-
If not listed please state in this box	1	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	0.8%	-	1.8%	0.8%	-	-	-	-	-	-	-	2.5%	-	-	-	-	-	-	-	-	-	-	-	2.1%	-	-
SIGMA	94	54	40	94	-	-	-	-	-	-	47	29	16	2	-	-	-	-	-	-	13	22	19	35	3	1
	100.0%	100.0%	100.0%	100.0%	-	-	-	-	-	-	100.0%	100.0%	100.0%	100.0%	-	-	-	-	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## 16-24s Political Attitudes Poll

Prepared on behalf of Sky News

27 Aug 2014

Table 10

### Q3. Voting intention table - Normal Weighted Table

Q3. If the general election were tomorrow, and you were eligible to vote, which party do you think you would vote for?

Base : Respondent likelihood to vote in the next general election

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	935	270	665	150	226	222	337	36	53	51	18	134	327	209	278	121	-	87	264	25	91	120	172	230	301	54	46
Weighted Total	938	482	456	190	210	216	322	41	52	50	19	123	343	219	271	105	-	91	263	28	95	121	248	164	296	35	61
Conservative	113	72	41	22	27	22	41	22	2	*	1	12	58	30	18	6	-	91	-	-	-	11	28	17	50	2	1
	12.0%	14.9%	8.9%	11.4%	13.1%	10.3%	12.8%	55.2%	4.4%	0.9%	3.2%	9.9%	17.0%	13.9%	6.8%	5.3%	-	100.0%	-	-	-	9.5%	11.2%	10.4%	16.8%	5.3%	1.5%
Labour	317	183	134	54	68	81	115	6	44	22	1	37	140	83	72	23	-	-	263	-	-	55	88	66	81	7	18
	33.8%	38.1%	29.3%	28.3%	32.4%	37.5%	35.6%	13.9%	85.7%	43.2%	3.2%	29.8%	40.8%	38.0%	26.4%	21.5%	-	-	100.0%	-	-	45.6%	35.4%	40.5%	27.4%	19.1%	29.5%
Liberal Democrat	38	26	11	10	6	7	15	2	-	7	-	5	13	12	9	4	-	-	-	28	-	6	7	7	13	2	3
	4.0%	5.5%	2.5%	5.3%	2.6%	3.5%	4.5%	4.0%	-	13.4%	-	4.0%	3.7%	5.5%	3.4%	3.6%	-	-	-	100.0%	-	5.0%	2.7%	4.3%	4.3%	4.5%	5.7%
Scottish National Party (SNP)	9	4	5	1	2	*	6	-	-	*	3	2	7	1	1	-	-	-	-	-	-	-	-	-	-	9	-
	0.9%	0.8%	1.1%	0.3%	1.0%	0.2%	1.7%	-	-	0.9%	16.1%	1.7%	2.0%	0.5%	0.3%	-	-	-	-	-	-	-	-	-	-	25.1%	-
Plaid Cymru	5	-	5	-	1	2	2	-	-	-	2	-	1	-	3	1	-	-	-	-	-	-	-	-	-	-	5
	0.5%	-	1.0%	-	0.4%	0.9%	0.6%	-	-	-	9.9%	-	0.3%	-	1.0%	0.9%	-	-	-	-	-	-	-	-	-	-	7.6%
UK Independence Party (UKIP)	111	68	43	16	26	23	46	4	*	8	9	19	31	28	40	11	-	-	-	95	9	31	21	40	2	7	
	11.8%	14.0%	9.5%	8.4%	12.4%	10.8%	14.2%	10.5%	0.9%	15.5%	49.5%	15.1%	9.1%	12.9%	14.8%	10.8%	-	-	-	100.0%	7.4%	12.5%	12.5%	13.6%	4.8%	11.1%	
Another Party (NET)	56	19	36	10	16	17	13	-	-	4	2	5	30	12	9	4	-	-	-	-	6	15	15	18	1	1	
	5.9%	4.0%	8.0%	5.0%	7.8%	7.9%	3.9%	-	-	7.3%	13.1%	4.3%	8.8%	5.5%	3.5%	3.8%	-	-	-	-	4.8%	6.1%	9.0%	6.2%	1.8%	1.6%	
Green	47	14	32	7	16	15	8	-	-	4	-	3	26	11	8	2	-	-	-	-	6	13	10	16	1	1	
	5.0%	3.0%	7.0%	3.9%	7.5%	7.1%	2.5%	-	-	7.3%	-	2.6%	7.5%	5.1%	2.8%	2.1%	-	-	-	-	4.8%	5.2%	6.1%	5.5%	1.8%	1.6%	
British National Party (BNP)	3	1	2	1	1	1	*	-	-	-	-	*	2	-	1	-	-	-	-	-	-	-	-	2	1	-	
	0.3%	0.3%	0.4%	0.3%	0.3%	0.6%	0.1%	-	-	-	-	0.4%	0.5%	-	0.5%	-	-	-	-	-	-	-	-	1.4%	0.2%	-	
Christian	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	
	0.1%	0.2%	-	-	-	-	0.4%	-	-	-	-	1.0%	-	-	-	1.1%	-	-	-	-	-	-	-	0.7%	-	-	
Trade Unionist and Socialist Coalition (TUSC)	1	-	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	
	0.1%	-	0.1%	0.3%	-	-	-	-	-	-	-	-	0.2%	-	-	-	-	-	-	-	-	-	-	0.4%	-	-	
Monster Raving Loony Party	4	2	1	-	-	1	3	-	-	-	2	*	2	-	*	1	-	-	-	-	-	2	*	1	-	-	
	0.4%	0.5%	0.2%	-	-	0.3%	0.9%	-	-	-	13.1%	0.4%	0.7%	-	0.2%	0.6%	-	-	-	-	-	1.0%	0.3%	0.2%	-	-	
If not listed please state in this box	1	-	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	
	0.1%	-	0.2%	0.4%	-	-	-	-	-	-	-	-	-	0.4%	-	-	-	-	-	-	-	-	-	0.3%	-	-	
Undecided	278	105	173	75	59	62	82	7	5	9	1	42	61	49	116	52	-	-	-	-	31	79	33	90	13	26	
	29.6%	21.7%	37.9%	39.3%	28.1%	28.7%	25.5%	16.3%	9.1%	18.7%	4.9%	33.8%	17.9%	22.4%	42.6%	49.3%	-	-	-	-	25.8%	31.7%	20.1%	30.6%	38.0%	43.0%	
Refuse	12	5	8	4	4	*	4	-	-	-	-	2	2	3	3	5	-	-	-	-	2	1	5	3	*	-	
	1.3%	1.0%	1.7%	2.0%	2.0%	0.2%	1.2%	-	-	-	-	1.4%	0.5%	1.2%	1.1%	4.9%	-	-	-	-	1.9%	0.4%	3.3%	1.1%	1.3%	-	
SIGMA	938	482	456	190	210	216	322	41	52	50	19	123	343	219	271	105	-	91	263	28	95	121	248	164	296	35	61
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 11**  
**Q3. Voting intention table - Weighted By Likelihood To Vote**  
**Q3. If the general election were tomorrow, and you were eligible to vote, which party do you think you would vote for?**  
**Base : Respondent likelihood to vote in the next general election**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	935	270	665	150	226	222	337	36	53	51	18	134	327	209	278	121	-	87	264	25	91	120	172	230	301	54	46
Weighted Total	935	504	431	187	207	204	336	50	62	58	21	109	448	242	210	36	-	102	287	29	90	118	250	169	291	38	56
Conservative	127	85	42	25	30	24	47	28	3	1	1	12	76	33	15	2	-	102	-	-	-	13	31	20	55	2	1
	13.6%	16.8%	9.7%	13.3%	14.6%	11.9%	14.0%	55.4%	4.7%	1.0%	3.8%	10.9%	17.0%	13.8%	7.3%	5.8%	-	100.0%	-	-	-	11.0%	12.2%	11.7%	19.0%	6.4%	2.0%
Labour	341	199	141	54	72	86	128	7	54	25	1	37	183	93	58	8	-	-	287	-	-	55	94	73	88	6	22
	36.4%	39.5%	32.8%	28.8%	34.7%	42.2%	38.2%	14.7%	86.9%	42.9%	3.8%	33.7%	40.8%	38.4%	27.4%	21.2%	-	-	100.0%	-	-	46.6%	37.5%	43.2%	30.4%	17.1%	38.9%
Liberal Democrat	38	27	11	10	6	6	16	2	-	8	-	5	16	14	7	1	-	-	-	29	-	7	7	9	12	2	2
	4.1%	5.4%	2.7%	5.2%	3.1%	2.9%	4.9%	3.8%	-	14.6%	-	4.4%	3.7%	5.7%	3.3%	3.2%	-	-	-	100.0%	-	5.6%	3.0%	5.1%	4.2%	4.8%	3.2%
Scottish National Party (SNP)	11	4	6	1	3	1	7	-	-	1	4	2	9	1	1	-	-	-	-	-	-	-	-	-	-	11	-
	1.2%	0.9%	1.5%	0.4%	1.3%	0.3%	2.0%	-	-	1.0%	18.2%	2.1%	2.0%	0.5%	0.4%	-	-	-	-	-	-	-	-	-	-	28.6%	-
Plaid Cymru	3	-	3	-	*	1	2	-	-	-	2	-	1	-	2	*	-	-	-	-	-	-	-	-	-	-	3
	0.4%	-	0.8%	-	0.1%	0.7%	0.5%	-	-	-	8.8%	-	0.3%	-	0.9%	0.7%	-	-	-	-	-	-	-	-	-	-	6.1%
UK Independence Party (UKIP)	107	68	39	17	24	24	42	5	1	8	9	14	41	31	31	5	-	-	-	90	8	28	20	41	2	6	
	11.5%	13.5%	9.1%	9.3%	11.5%	11.6%	12.6%	9.9%	1.0%	14.1%	44.0%	13.1%	9.1%	12.8%	14.8%	12.8%	-	-	-	100.0%	7.0%	11.3%	11.8%	14.2%	5.8%	10.8%	
Another Party (NET)	61	24	38	11	19	18	14	-	-	5	3	5	40	13	7	1	-	-	-	-	7	18	15	21	*	1	
	6.6%	4.7%	8.8%	5.8%	9.2%	8.6%	4.1%	-	-	8.2%	15.5%	4.4%	8.8%	5.4%	3.5%	3.8%	-	-	-	-	6.0%	7.0%	8.7%	7.1%	1.1%	1.5%	
Green	53	18	34	9	19	16	9	-	-	5	-	4	33	12	6	1	-	-	-	-	7	14	11	19	*	1	
	5.6%	3.7%	7.9%	4.6%	9.0%	7.8%	2.8%	-	-	8.2%	-	3.3%	7.5%	5.1%	2.9%	2.6%	-	-	-	-	6.0%	5.8%	6.3%	6.6%	1.1%	1.5%	
British National Party (BNP)	3	2	1	*	*	2	1	-	-	-	-	1	2	-	1	-	-	-	-	-	-	-	-	3	*	-	
	0.3%	0.3%	0.3%	0.2%	0.2%	0.8%	0.2%	-	-	-	-	0.5%	0.5%	-	0.4%	-	-	-	-	-	-	-	-	1.6%	0.2%	-	
Christian	*	*	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	*	-	-	
	*	0.1%	-	-	-	-	0.1%	-	-	-	-	0.3%	-	-	-	0.9%	-	-	-	-	-	-	-	0.2%	-	-	
Trade Unionist and Socialist Coalition (TUSC)	1	-	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	
	0.1%	-	0.2%	0.4%	-	-	-	-	-	-	-	-	0.2%	-	-	-	-	-	-	-	-	-	-	0.5%	-	-	
Monster Raving Loony Party	4	3	*	-	-	*	4	-	-	-	3	*	3	-	*	*	-	-	-	-	-	3	*	*	-	-	
	0.4%	0.6%	0.1%	-	-	*	1.1%	-	-	-	15.5%	0.3%	0.7%	-	0.2%	0.2%	-	-	-	-	-	1.3%	0.2%	*	-	-	
If not listed please state in this box	1	-	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	
	0.1%	-	0.2%	0.5%	-	-	-	-	-	-	-	-	-	0.4%	-	-	-	-	-	-	-	-	-	-	0.3%	-	
Undecided	238	94	145	68	50	44	77	8	5	11	1	33	80	54	87	17	-	-	-	-	27	71	30	71	13	21	
	25.5%	18.6%	33.5%	36.2%	24.0%	21.5%	22.9%	16.3%	7.4%	18.2%	5.9%	30.4%	17.9%	22.2%	41.6%	48.9%	-	-	-	-	22.6%	28.6%	17.8%	24.3%	34.8%	37.5%	
Refuse	8	3	5	2	3	1	2	-	-	-	-	1	2	3	2	1	-	-	-	-	1	1	3	2	1	-	
	0.9%	0.6%	1.2%	1.0%	1.5%	0.3%	0.7%	-	-	-	-	0.9%	0.5%	1.2%	0.9%	3.6%	-	-	-	-	1.3%	0.4%	1.7%	0.8%	1.5%	-	
SIGMA	935	504	431	187	207	204	336	50	62	58	21	109	448	242	210	36	-	102	287	29	90	118	250	169	291	38	56
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 12**  
**Q3. Voting intention table - Weighted By Likelihood To Vote and undecided / refused removed**  
**Q3. If the general election were tomorrow, and you were eligible to vote, which party do you think you would vote for?**  
**Base : Respondent likelihood to vote in the next general election and undecided / refused removed**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	622	212	410	83	151	152	236	29	47	39	17	82	265	152	152	53	-	87	264	25	91	85	111	164	195	33	27
Weighted Total	689	407	281	117	155	160	257	42	57	48	19	75	365	185	121	17	-	102	287	29	90	90	178	136	218	24	35
Conservative	127	85	42	25	30	24	47	28	3	1	1	12	76	33	15	2	-	102	-	-	-	13	31	20	55	2	1
	18.4%	20.8%	14.9%	21.2%	19.6%	15.2%	18.4%	66.1%	5.1%	1.2%	4.1%	15.9%	20.8%	18.0%	12.7%	12.3%	-	100.0%	-	-	-	14.5%	17.2%	14.6%	25.4%	10.0%	3.1%
Labour	341	199	141	54	72	86	128	7	54	25	1	37	183	93	58	8	-	-	287	-	-	55	94	73	88	6	22
	49.5%	48.9%	50.2%	45.8%	46.5%	54.0%	50.0%	17.6%	93.9%	52.4%	4.1%	49.1%	50.0%	50.1%	47.6%	44.6%	-	-	100.0%	-	-	61.2%	52.8%	53.6%	40.5%	26.8%	62.3%
Liberal Democrat	38	27	11	10	6	6	16	2	-	8	-	5	16	14	7	1	-	-	-	29	-	7	7	9	12	2	2
	5.6%	6.6%	4.1%	8.3%	4.1%	3.7%	6.4%	4.5%	-	17.8%	-	6.4%	4.5%	7.5%	5.8%	6.8%	-	-	-	100.0%	-	7.4%	4.2%	6.3%	5.6%	7.6%	5.1%
Scottish National Party (SNP)	11	4	6	1	3	1	7	-	-	1	4	2	9	1	1	-	-	-	-	-	-	-	-	-	-	11	-
	1.6%	1.1%	2.3%	0.7%	1.8%	0.4%	2.6%	-	-	1.2%	19.4%	3.0%	2.4%	0.7%	0.7%	-	-	-	-	-	-	-	-	-	-	44.8%	-
Plaid Cymru	3	-	3	-	*	1	2	-	-	-	2	-	1	-	2	*	-	-	-	-	-	-	-	-	-	-	3
	0.5%	-	1.2%	-	0.2%	0.9%	0.7%	-	-	-	9.3%	-	0.3%	-	1.6%	1.4%	-	-	-	-	-	-	-	-	-	-	9.7%
UK Independence Party (UKIP)	107	68	39	17	24	24	42	5	1	8	9	14	41	31	31	5	-	-	-	90	8	28	20	41	2	6	
	15.6%	16.8%	13.9%	14.7%	15.5%	14.8%	16.5%	11.8%	1.0%	17.2%	46.7%	19.1%	11.2%	16.7%	25.6%	27.0%	-	-	-	100.0%	9.2%	15.9%	14.7%	19.0%	9.1%	17.3%	
Another Party (NET)	61	24	38	11	19	18	14	-	-	5	3	5	40	13	7	1	-	-	-	-	7	18	15	21	*	1	
	8.9%	5.8%	13.4%	9.2%	12.3%	11.0%	5.4%	-	-	10.0%	16.4%	6.5%	10.8%	7.1%	6.0%	7.9%	-	-	-	-	7.8%	9.9%	10.8%	9.5%	1.7%	2.5%	
Green	53	18	34	9	19	16	9	-	-	5	-	4	33	12	6	1	-	-	-	-	7	14	11	19	*	1	
	7.6%	4.5%	12.1%	7.3%	12.0%	9.9%	3.7%	-	-	10.0%	-	4.8%	9.1%	6.6%	5.0%	5.6%	-	-	-	-	7.8%	8.1%	7.8%	8.8%	1.7%	2.5%	
British National Party (BNP)	3	2	1	*	*	2	1	-	-	-	-	1	2	-	1	-	-	-	-	-	-	-	-	3	*	-	
	0.5%	0.4%	0.5%	0.4%	0.3%	1.0%	0.2%	-	-	-	-	0.8%	0.6%	-	0.7%	-	-	-	-	-	-	-	-	1.9%	0.2%	-	
Christian	*	*	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	*	-	-	
	*	0.1%	-	-	-	-	0.1%	-	-	-	-	0.4%	-	-	-	1.8%	-	-	-	-	-	-	-	0.2%	-	-	
Trade Unionist and Socialist Coalition (TUSC)	1	-	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	
	0.1%	-	0.3%	0.7%	-	-	-	-	-	-	-	-	0.2%	-	-	-	-	-	-	-	-	-	-	0.6%	-	-	
Monster Raving Loony Party	4	3	*	-	-	*	4	-	-	-	3	*	3	-	*	*	-	-	-	-	-	3	*	*	-	-	
	0.5%	0.8%	0.2%	-	-	0.1%	1.4%	-	-	-	16.4%	0.5%	0.9%	-	0.3%	0.5%	-	-	-	-	-	1.8%	0.3%	*	-	-	
If not listed please state in this box	1	-	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	
	0.1%	-	0.3%	0.8%	-	-	-	-	-	-	-	-	-	0.5%	-	-	-	-	-	-	-	-	-	0.4%	-	-	
SIGMA	689	407	281	117	155	160	257	42	57	48	19	75	365	185	121	17	-	102	287	29	90	90	178	136	218	24	35
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**

Prepared on behalf of Sky News

27 Aug 2014

Table 13

**Q4. In the last General Election 61% of people voted, while 39% of people did not vote Thinking back to the General Election in May 2010, can you remember whether or not you voted in that specific election?**

**Base : All Answering**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	369	108	261	-	-	-	369	37	53	53	19	156	136	67	91	43	32	41	115	13	42	44	71	87	121	25	17
Weighted Total	350	184	165	-	-	-	350	43	52	51	20	141	149	60	80	33	28	41	115	15	46	44	99	56	107	17	23
I voted in the 2010 General Election	176	105	72	-	-	-	176	43	52	51	20	-	108	31	26	6	5	27	73	9	22	23	52	29	54	6	10
	50.5%	56.9%	43.3%	-	-	-	50.5%	100.0%	100.0%	100.0%	100.0%	-	72.9%	51.7%	32.2%	19.4%	17.1%	65.0%	63.7%	60.2%	48.8%	53.4%	52.9%	52.6%	50.4%	36.4%	44.8%
I did not vote in the 2010 General Election	141	66	75	-	-	-	141	-	-	-	-	141	32	23	45	23	18	12	37	5	19	19	35	23	45	7	10
	40.4%	36.0%	45.3%	-	-	-	40.4%	-	-	-	-	100.0%	21.8%	38.9%	55.6%	68.9%	66.0%	29.6%	32.1%	33.5%	40.5%	42.4%	35.7%	40.9%	41.5%	43.6%	44.8%
Don't remember	32	13	19	-	-	-	32	-	-	-	-	-	8	6	10	4	5	2	5	1	5	2	11	4	9	3	2
	9.1%	7.0%	11.4%	-	-	-	9.1%	-	-	-	-	-	5.4%	9.4%	12.2%	11.6%	16.9%	5.4%	4.2%	6.3%	10.7%	4.2%	11.5%	6.5%	8.1%	20.0%	10.5%
SIGMA	350	184	165	-	-	-	350	43	52	51	20	141	149	60	80	33	28	41	115	15	46	44	99	56	107	17	23
	100.0%	100.0%	100.0%	-	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



## 16-24s Political Attitudes Poll

Prepared on behalf of Sky News

27 Aug 2014

Table 14

**Q5. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?**

**Base : Respondents voted in the 2010 General Election**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	176	60 116	-	-	-	176	37	53	53	19	-	100	33	32	7	4	28	72	7	18	22	32	45	58	10	8
Weighted Total	176	105 72	-	-	-	176	43	52	51	20	-	108	31	26	6	5	27	73	9	22	23	52	29	54	6	10
Conservative	43	33 10	-	-	-	43	43	-	-	-	-	30	7	4	-	2	22	6	2	4	10	12	4	16	*	-
	24.4%	31.2% 14.4%	-	-	-	24.4%	100.0%	-	-	-	-	27.9%	21.3%	14.5%	-	51.9%	83.6%	7.7%	18.3%	19.1%	42.2%	23.3%	14.9%	29.7%	7.5%	-
Labour	52	28 24	-	-	-	52	-	52	-	-	-	32	11	7	1	-	2	44	-	*	7	16	11	13	1	4
	29.4%	26.9% 33.1%	-	-	-	29.4%	-	100.0%	-	-	-	29.7%	36.6%	27.5%	19.0%	-	8.4%	60.9%	-	2.0%	29.4%	29.9%	38.4%	23.8%	15.1%	41.1%
Liberal Democrat	51	29 22	-	-	-	51	-	-	51	-	-	30	10	8	2	1	*	22	7	8	5	14	9	21	*	1
	29.0%	27.7% 30.9%	-	-	-	29.0%	-	-	100.0%	-	-	27.6%	31.8%	31.3%	33.4%	22.6%	1.7%	29.6%	76.5%	34.8%	21.6%	27.5%	31.8%	38.7%	7.5%	8.9%
UK Independence Party (UKIP)	11	9 2	-	-	-	11	-	-	-	11	-	6	-	2	2	-	-	-	-	8	2	7	-	-	-	2
	6.1%	8.5% 2.6%	-	-	-	6.1%	-	-	-	54.2%	-	6.0%	-	7.2%	38.2%	-	-	-	-	37.3%	6.9%	12.9%	-	-	-	23.4%
Green	2	- 2	-	-	-	2	-	-	-	2	-	2	-	-	-	-	-	1	-	-	-	-	-	1	-	1
	0.9%	- 2.1%	-	-	-	0.9%	-	-	-	7.7%	-	1.4%	-	-	-	-	-	0.8%	-	-	-	-	-	1.1%	-	8.9%
Scottish National Party (SNP)	5	2 2	-	-	-	5	-	-	-	5	-	3	*	*	-	1	-	-	-	*	-	-	-	-	4	-
	2.6%	2.3% 3.2%	-	-	-	2.6%	-	-	-	23.5%	-	2.4%	1.5%	1.8%	-	25.5%	-	-	-	2.0%	-	-	-	1.5%	-	69.9%
Plaid Cymru	2	- 2	-	-	-	2	-	-	-	2	-	1	-	1	-	-	-	-	-	*	-	-	*	-	-	2
	1.3%	- 3.2%	-	-	-	1.3%	-	-	-	11.6%	-	0.9%	-	5.4%	-	-	-	-	-	2.0%	-	-	1.5%	-	-	17.7%
Other	1	- 1	-	-	-	1	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-
	0.3%	- 0.8%	-	-	-	0.3%	-	-	-	3.1%	-	0.6%	-	-	-	-	2.3%	-	-	-	-	-	-	1.1%	-	-
Don't Remember	9	2 7	-	-	-	9	-	-	-	-	-	4	2	3	1	-	1	1	*	1	-	3	2	3	-	-
	5.3%	2.3% 9.6%	-	-	-	5.3%	-	-	-	-	-	3.7%	4.9%	12.4%	9.4%	-	3.9%	0.8%	5.2%	2.7%	-	6.4%	7.7%	5.6%	-	-
Refuse	1	1 -	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-
	0.7%	1.1% -	-	-	-	0.7%	-	-	-	-	-	-	3.9%	-	-	-	-	-	-	-	-	-	4.1%	-	-	-
SIGMA	176	105 72	-	-	-	176	43	52	51	20	-	108	31	26	6	5	27	73	9	22	23	52	29	54	6	10
	100.0%	100.0% 100.0%	-	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
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27 Aug 2014

**Table 15**  
**Q6. Do you know the name and party of your local MP?**  
Base : All Respondents

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
I know the name and party of my local MP	260	163	97	32	62	64	103	20	23	18	10	28	139	65	46	6	4	33	94	10	22	38	69	54	70	6	21
	25.9%	32.0%	19.7%	15.4%	28.5%	27.8%	29.4%	47.0%	45.2%	35.9%	49.4%	19.5%	40.6%	29.6%	17.0%	5.6%	6.6%	36.1%	35.7%	35.0%	22.6%	30.1%	26.3%	30.7%	21.7%	17.3%	31.9%
I know the name of my MP but not their party	70	38	32	24	15	9	22	3	4	3	1	9	17	20	24	6	3	5	15	2	9	6	21	5	28	1	6
	7.0%	7.5%	6.4%	11.5%	6.9%	4.0%	6.3%	7.5%	7.7%	5.2%	4.6%	6.1%	5.0%	9.1%	9.0%	5.9%	4.2%	5.6%	5.8%	5.8%	9.2%	4.7%	8.0%	2.8%	8.8%	3.0%	9.4%
I know the party of my MP but not their name	184	96	88	35	42	53	55	6	9	11	5	18	85	45	38	13	4	16	61	6	19	20	51	31	67	8	7
	18.4%	18.8%	17.9%	16.8%	19.2%	23.0%	15.6%	14.2%	18.2%	20.6%	25.2%	12.8%	24.9%	20.4%	14.0%	12.1%	5.5%	17.7%	23.3%	22.7%	19.9%	15.9%	19.5%	17.5%	20.6%	22.6%	10.7%
I don't know the name or party of my MP	489	213	276	116	98	104	170	14	15	20	4	87	101	90	163	80	55	37	93	10	46	63	121	86	158	21	32
	48.7%	41.7%	56.0%	56.2%	45.3%	45.2%	48.7%	31.4%	28.9%	38.3%	20.9%	61.6%	29.6%	40.9%	60.0%	76.4%	83.8%	40.7%	35.3%	36.4%	48.3%	49.3%	46.2%	49.0%	48.9%	57.1%	48.0%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 16**  
**Q7. Which party does your local MP belong to?**  
Base : Respondents knows party of MP

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	420	149	271	50	102	111	157	23	34	29	12	47	209	106	78	17	10	45	146	14	36	57	81	109	129	23	20
Weighted Total	444	260	185	67	103	117	157	26	33	29	15	46	224	109	84	19	8	49	155	16	40	59	120	85	136	15	28
Conservative	176	104	72	32	37	51	57	21	6	7	4	13	95	42	30	6	3	35	40	6	19	18	45	14	91	2	4
	39.5%	40.1%	38.7%	47.5%	35.7%	43.2%	36.0%	81.0%	18.1%	25.9%	28.6%	29.4%	42.2%	38.0%	35.7%	32.4%	42.8%	71.5%	25.8%	36.9%	46.5%	30.9%	37.4%	16.5%	66.5%	15.5%	14.6%
Labour	213	129	84	29	54	55	76	5	24	19	4	22	103	50	47	9	4	10	105	3	13	33	66	58	29	8	19
	48.0%	49.7%	45.6%	43.0%	52.1%	47.0%	48.1%	17.3%	72.4%	66.4%	28.8%	47.7%	45.8%	45.8%	55.6%	48.8%	57.2%	19.4%	67.8%	20.7%	31.5%	56.6%	55.3%	68.6%	21.0%	53.5%	66.8%
Liberal Democrat	31	15	16	3	9	7	12	*	3	2	*	5	16	12	3	-	-	4	6	5	2	4	7	7	12	1	-
	7.0%	5.8%	8.6%	3.8%	8.4%	6.3%	7.9%	1.7%	7.6%	7.7%	3.1%	11.6%	7.3%	11.0%	3.2%	-	-	7.2%	3.7%	29.4%	5.6%	7.0%	5.6%	8.5%	8.9%	6.1%	-
Green	8	3	5	1	2	2	3	-	1	-	2	-	7	1	-	1	-	*	3	-	2	2	1	1	4	1	-
	1.9%	1.2%	2.8%	1.9%	2.0%	1.9%	1.8%	-	1.8%	-	14.9%	-	3.0%	1.9%	-	3.3%	-	0.9%	1.8%	-	4.0%	2.7%	0.8%	1.3%	3.0%	4.3%	-
Scottish National Party (SNP)	5	3	2	-	*	1	3	-	-	-	1	2	2	2	*	-	-	-	*	2	*	2	-	-	-	3	-
	1.0%	1.1%	1.0%	-	0.4%	0.8%	2.1%	-	-	-	8.1%	3.5%	0.9%	1.9%	0.6%	-	-	-	0.3%	13.0%	1.1%	2.7%	-	-	-	20.6%	-
Plaid Cymru	6	2	3	-	1	1	4	-	-	-	2	1	-	*	3	2	-	*	1	-	2	-	-	-	*	-	5
	1.3%	0.9%	1.8%	-	0.9%	0.8%	2.4%	-	-	-	16.5%	2.0%	-	0.4%	3.3%	13.1%	-	0.9%	0.6%	-	6.0%	-	-	0.5%	-	-	18.6%
Other	2	-	2	1	*	-	1	-	-	-	-	1	-	1	1	*	-	-	-	-	1	-	1	*	1	-	-
	0.5%	-	1.2%	1.3%	0.4%	-	0.6%	-	-	-	-	2.0%	-	0.8%	1.1%	2.5%	-	-	-	-	2.3%	-	0.8%	0.5%	0.6%	-	-
Respect	3	3	*	2	-	-	2	-	-	-	-	2	2	1	*	-	-	-	-	-	1	-	-	3	-	-	-
	0.8%	1.1%	0.2%	2.5%	-	-	1.1%	-	-	-	-	3.6%	0.8%	1.1%	0.5%	-	-	-	-	-	3.0%	-	-	4.0%	-	-	-
SIGMA	444	260	185	67	103	117	157	26	33	29	15	46	224	109	84	19	8	49	155	16	40	59	120	85	136	15	28
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 17**  
**Q8. Would you say you are optimistic or pessimistic about your own future**  
**Base : All Respondents**

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Optimistic	527	279	247	112	120	124	171	22	29	24	9	70	192	120	138	48	27	61	138	19	46	77	113	94	184	18	36
	52.5%	54.7%	50.2%	54.2%	55.4%	53.7%	49.0%	51.1%	56.4%	46.7%	46.6%	49.2%	56.1%	55.1%	51.0%	46.0%	42.0%	67.2%	52.3%	68.9%	48.0%	60.3%	43.3%	53.8%	57.2%	49.5%	53.5%
Pessimistic	157	73	84	23	30	39	65	16	6	9	3	24	52	32	35	28	11	17	39	3	22	16	56	25	42	6	10
	15.6%	14.3%	17.1%	11.0%	14.0%	16.9%	18.6%	37.2%	11.1%	17.5%	16.8%	17.3%	15.0%	14.6%	12.8%	26.7%	16.5%	18.7%	15.0%	11.0%	23.7%	12.3%	21.2%	14.2%	13.0%	16.5%	15.0%
Neither optimistic nor pessimistic	319	158	161	72	66	68	113	5	17	18	7	47	99	66	98	29	27	13	86	6	27	35	93	56	96	13	21
	31.8%	31.0%	32.7%	34.9%	30.6%	29.4%	32.4%	11.7%	32.5%	35.8%	36.6%	33.5%	28.8%	30.4%	36.3%	27.3%	41.4%	14.1%	32.7%	20.2%	28.3%	27.5%	35.5%	32.1%	29.7%	33.9%	31.5%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 18**  
**Q9A. Please rank in order of importance the three issues that matter to you most, starting with the most important**  
**Health/NHS**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Rank 1	331	148	184	57	72	70	132	15	17	23	9	50	110	76	84	33	28	22	99	11	31	41	90	50	112	9	22
	33.0%	29.0%	37.3%	27.7%	33.4%	30.3%	37.7%	35.3%	33.6%	44.5%	43.8%	35.5%	32.2%	34.9%	31.0%	31.5%	42.3%	24.3%	37.5%	41.1%	32.7%	32.5%	34.3%	28.5%	34.6%	24.0%	32.9%
Rank 2	196	91	105	54	46	32	64	7	10	8	2	30	64	41	57	23	11	16	43	1	15	25	59	39	50	8	14
	19.6%	17.9%	21.4%	26.0%	21.4%	13.8%	18.4%	17.4%	19.1%	15.2%	11.4%	21.3%	18.7%	18.8%	21.0%	22.0%	17.3%	17.2%	16.2%	3.9%	15.5%	19.3%	22.4%	22.1%	15.5%	20.5%	20.6%
Rank 3	124	65	59	24	23	33	43	6	8	6	5	14	46	29	31	11	6	19	34	2	10	17	35	24	36	3	8
	12.3%	12.7%	12.0%	11.7%	10.6%	14.4%	12.4%	14.2%	15.1%	12.2%	22.6%	9.6%	13.5%	13.2%	11.4%	10.8%	9.8%	21.3%	12.9%	5.8%	10.3%	13.5%	13.4%	13.6%	11.2%	8.7%	11.6%
Not Ranked	351	207	145	71	75	95	110	14	17	14	4	47	122	72	99	38	20	34	88	14	40	44	78	63	125	17	23
	35.0%	40.5%	29.4%	34.6%	34.5%	41.4%	31.4%	33.1%	32.2%	28.0%	22.2%	33.6%	35.7%	33.1%	36.6%	35.7%	30.6%	37.1%	33.5%	49.2%	41.6%	34.7%	29.8%	35.8%	38.7%	46.8%	34.8%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 19**  
**Q9B. Please rank in order of importance the three issues that matter to you most, starting with the most important**  
**Schools/university/education**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Rank 1	165	67	98	52	42	32	39	3	6	5	1	23	44	39	59	12	11	13	40	5	11	29	31	28	55	6	15
	16.5%	13.1%	19.9%	25.4%	19.2%	13.8%	11.2%	6.2%	12.2%	10.1%	4.6%	16.3%	13.0%	17.8%	21.6%	11.9%	16.1%	14.2%	15.0%	17.9%	11.2%	23.1%	12.0%	15.8%	17.1%	15.7%	22.0%
Rank 2	201	93	107	46	49	49	56	9	8	8	2	22	57	40	55	28	20	21	46	10	10	30	53	30	62	6	16
	20.0%	18.3%	21.7%	22.2%	22.7%	21.4%	16.1%	21.8%	16.2%	16.1%	8.3%	15.5%	16.7%	18.2%	20.4%	26.8%	30.4%	23.4%	17.6%	37.8%	10.6%	23.3%	20.1%	17.3%	19.2%	16.0%	24.4%
Rank 3	132	63	69	35	36	21	40	3	3	5	1	22	48	23	45	13	3	11	35	3	11	14	48	19	40	3	5
	13.2%	12.3%	14.1%	17.1%	16.6%	9.1%	11.4%	7.5%	6.2%	10.0%	5.3%	15.4%	14.2%	10.3%	16.7%	12.6%	4.1%	12.3%	13.3%	10.9%	12.0%	11.1%	18.3%	11.1%	12.3%	7.8%	7.6%
Not Ranked	505	287	218	73	90	128	214	28	34	33	16	75	192	117	112	51	32	46	142	9	63	54	130	98	166	22	31
	50.4%	56.3%	44.2%	35.3%	41.5%	55.7%	61.2%	64.6%	65.5%	63.7%	81.7%	52.8%	56.1%	53.6%	41.3%	48.7%	49.4%	50.2%	54.1%	33.3%	66.3%	42.5%	49.6%	55.8%	51.4%	60.4%	46.0%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 20**  
**Q9C. Please rank in order of importance the three issues that matter to you most, starting with the most important**  
**Crime**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group							
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales		
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51	
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
Rank 1	57	35	22	18	9	6	24	5	3	-	2	12	19	10	15	10	3	3	20	-	6	8	17	17	12	1	2	
	5.7%	6.9%	4.4%	8.6%	4.2%	2.8%	6.9%	12.2%	5.9%	-	8.1%	8.8%	5.5%	4.8%	5.4%	10.0%	4.0%	3.3%	7.8%	-	6.5%	6.2%	6.6%	9.7%	3.7%	1.7%	2.8%	
Rank 2	105	60	45	22	17	31	35	4	5	7	-	13	25	29	32	10	10	13	35	4	8	17	24	17	43	3	2	
	10.5%	11.8%	9.2%	10.6%	7.8%	13.5%	10.1%	8.9%	10.4%	14.0%	-	9.2%	7.2%	13.4%	11.7%	9.1%	15.4%	14.4%	13.2%	14.2%	8.2%	13.3%	9.0%	9.6%	13.5%	7.0%	2.9%	
Rank 3	115	52	63	25	20	30	40	5	3	6	2	15	29	24	27	20	14	9	19	7	12	10	30	21	39	1	10	
	11.5%	10.2%	12.8%	12.3%	9.1%	12.9%	11.5%	10.8%	6.6%	12.3%	9.3%	10.5%	8.5%	11.1%	10.0%	19.1%	22.1%	10.0%	7.1%	24.2%	13.1%	7.6%	11.6%	12.0%	12.2%	3.7%	15.2%	
Not Ranked	725	363	362	141	171	163	250	29	40	38	16	101	270	155	198	65	38	66	190	17	69	93	191	121	228	33	53	
	72.3%	71.1%	73.6%	68.4%	78.9%	70.8%	71.6%	68.1%	77.0%	73.7%	82.6%	71.5%	78.8%	70.7%	72.9%	61.9%	58.5%	72.3%	72.0%	61.6%	72.2%	72.9%	72.8%	68.7%	70.6%	87.6%	79.1%	
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 21**  
**Q9D. Please rank in order of importance the three issues that matter to you most, starting with the most important**  
**Immigration**  
**Base : All Respondents**

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Rank 1	63	42	22	7	11	21	24	3	1	3	4	12	20	12	16	10	4	11	12	2	16	8	19	12	20	1	2
	6.3%	8.1%	4.4%	3.6%	5.2%	9.0%	6.8%	6.2%	1.2%	4.9%	17.6%	8.4%	6.0%	5.7%	6.0%	9.5%	6.3%	11.7%	4.6%	5.8%	16.3%	6.6%	7.2%	7.0%	6.2%	3.2%	3.7%
Rank 2	68	36	33	4	15	14	35	2	7	4	5	14	27	14	18	8	1	7	17	2	18	7	19	17	20	2	2
	6.8%	7.0%	6.6%	2.1%	6.9%	6.2%	10.0%	3.9%	13.9%	7.6%	26.8%	10.2%	8.0%	6.3%	6.7%	7.8%	1.4%	7.8%	6.3%	8.0%	18.4%	5.1%	7.3%	9.9%	6.2%	5.7%	2.8%
Rank 3	75	37	38	13	14	16	32	4	7	3	1	15	27	23	16	4	4	3	20	2	14	10	22	12	22	3	6
	7.5%	7.2%	7.8%	6.3%	6.4%	6.9%	9.2%	10.1%	12.5%	4.9%	6.0%	10.8%	8.0%	10.7%	6.0%	3.9%	5.4%	3.5%	7.8%	6.1%	15.1%	7.5%	8.6%	6.9%	6.8%	6.9%	8.5%
Not Ranked	796	397	400	182	176	180	259	34	38	42	10	100	267	169	220	83	57	70	214	22	48	103	201	134	261	31	56
	79.4%	77.7%	81.2%	88.0%	81.5%	77.9%	74.0%	79.8%	72.4%	82.5%	49.5%	70.6%	78.0%	77.3%	81.2%	78.9%	86.9%	77.0%	81.3%	80.0%	50.2%	80.8%	76.9%	76.2%	80.9%	84.2%	85.0%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 22**  
**Q9E. Please rank in order of importance the three issues that matter to you most, starting with the most important**  
**Unemployment**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Rank 1	124	63	61	19	29	30	46	4	9	6	1	19	34	26	37	19	8	13	42	4	11	15	30	15	46	4	13
	12.3%	12.3%	12.3%	9.1%	13.5%	13.0%	13.1%	10.3%	18.2%	11.9%	6.0%	13.5%	9.9%	11.7%	13.8%	18.1%	11.6%	14.6%	15.9%	14.7%	11.8%	11.4%	11.4%	8.7%	14.3%	10.2%	20.3%
Rank 2	134	67	68	24	29	33	48	7	7	7	5	17	47	22	45	13	7	6	35	3	18	18	38	28	41	3	7
	13.4%	13.0%	13.7%	11.5%	13.4%	14.4%	13.8%	17.2%	13.3%	14.0%	26.7%	11.8%	13.7%	10.1%	16.5%	12.3%	11.1%	7.1%	13.4%	9.3%	18.4%	13.9%	14.5%	15.7%	12.6%	7.7%	10.8%
Rank 3	165	81	85	31	31	48	55	6	10	3	4	23	61	40	36	20	9	17	47	5	10	22	33	26	50	11	22
	16.5%	15.8%	17.2%	15.2%	14.4%	20.9%	15.6%	14.6%	19.1%	6.0%	22.2%	16.4%	17.7%	18.1%	13.3%	19.2%	13.1%	18.9%	17.7%	17.3%	10.3%	17.6%	12.7%	14.7%	15.6%	29.6%	32.8%
Not Ranked	580	300	279	133	127	119	201	25	26	35	9	82	201	131	153	53	42	54	140	16	57	73	161	107	185	20	24
	57.8%	58.8%	56.8%	64.2%	58.7%	51.7%	57.5%	57.9%	49.4%	68.1%	45.1%	58.3%	58.7%	60.1%	56.3%	50.3%	64.2%	59.4%	53.0%	58.7%	59.5%	57.0%	61.4%	60.9%	57.5%	52.5%	36.1%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 23**  
**Q9F. Please rank in order of importance the three issues that matter to you most, starting with the most important**  
**Europe**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group							
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales		
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51	
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
Rank 1	7	4	3	-	-	3	4	2	-	-	-	2	3	1	-	1	2	-	1	-	1	1	3	-	1	1	-	
	0.7%	0.7%	0.7%	-	-	1.2%	1.2%	5.7%	-	-	-	1.3%	0.8%	0.3%	-	1.2%	3.7%	-	0.2%	-	0.7%	1.0%	1.3%	-	0.4%	3.2%	-	
Rank 2	18	16	2	5	4	2	8	2	-	2	-	3	5	5	3	2	2	2	4	-	2	5	3	2	8	-	-	
	1.8%	3.1%	0.5%	2.6%	1.7%	0.7%	2.2%	3.7%	-	3.1%	-	2.4%	1.6%	2.4%	1.3%	1.7%	3.5%	2.7%	1.6%	-	1.9%	3.7%	1.3%	1.4%	2.4%	-	-	
Rank 3	29	21	8	5	7	6	11	4	2	1	-	5	11	9	7	1	1	2	5	2	11	7	7	5	8	-	-	
	2.9%	4.1%	1.7%	2.5%	3.1%	2.7%	3.2%	8.5%	3.2%	2.3%	-	3.2%	3.1%	4.2%	2.7%	0.8%	1.9%	2.5%	1.9%	5.8%	11.6%	5.5%	2.6%	3.1%	2.6%	-	-	
Not Ranked	949	470	478	196	206	220	327	35	50	48	20	132	324	204	260	101	59	86	254	26	82	115	248	168	305	36	66	
	94.6%	92.1%	97.1%	94.9%	95.2%	95.3%	93.5%	82.1%	96.8%	94.5%	100.0%	93.1%	94.5%	93.1%	96.0%	96.3%	90.9%	94.8%	96.3%	94.2%	85.9%	89.9%	94.8%	95.5%	94.7%	96.8%	100.0%	
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 24**  
**Q9G. Please rank in order of importance the three issues that matter to you most, starting with the most important**  
**Government cuts**  
**Base : All Respondents**

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Rank 1	18 1.8%	14 2.8%	4 0.7%	2 1.1%	4 2.0%	6 2.7%	5 1.4%	- -	2 4.0%	* 0.9%	* 2.3%	1 0.4%	7 2.0%	6 2.7%	3 1.2%	2 1.6%	- -	- -	7 2.7%	- -	2 1.7%	1 1.0%	1 0.4%	3 1.9%	10 3.2%	2 4.4%	- -
Rank 2	41 4.1%	24 4.8%	17 3.4%	5 2.2%	5 2.2%	5 2.0%	27 7.7%	3 6.2%	7 13.0%	7 13.0%	2 12.3%	8 5.7%	16 4.6%	11 5.1%	7 2.6%	7 6.5%	- -	3 3.4%	16 6.0%	2 5.8%	6 6.4%	5 4.1%	15 5.7%	5 3.0%	11 3.3%	2 4.2%	3 5.1%
Rank 3	71 7.1%	45 8.9%	26 5.3%	13 6.4%	15 7.1%	14 5.9%	29 8.3%	1 2.5%	7 13.1%	10 20.3%	4 18.3%	6 4.3%	37 10.8%	12 5.4%	14 5.2%	3 2.5%	6 9.2%	4 4.3%	28 10.5%	* 1.7%	7 7.4%	4 3.5%	19 7.3%	18 10.2%	21 6.6%	3 7.4%	4 6.6%
Not Ranked	873 87.0%	427 83.6%	446 90.6%	187 90.3%	192 88.6%	206 89.4%	289 82.6%	39 91.3%	36 70.0%	34 65.9%	13 67.1%	127 89.6%	283 82.6%	190 86.8%	247 91.0%	94 89.4%	59 90.8%	84 92.3%	213 80.7%	26 92.5%	80 84.5%	117 91.5%	227 86.7%	149 84.9%	280 86.9%	31 83.9%	59 88.4%
SIGMA	1003 100.0%	511 100.0%	492 100.0%	207 100.0%	216 100.0%	230 100.0%	350 100.0%	43 100.0%	52 100.0%	51 100.0%	20 100.0%	141 100.0%	343 100.0%	219 100.0%	271 100.0%	105 100.0%	65 100.0%	91 100.0%	263 100.0%	28 100.0%	95 100.0%	128 100.0%	262 100.0%	175 100.0%	322 100.0%	37 100.0%	66 100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 25**  
**Q9H. Please rank in order of importance the three issues that matter to you most, starting with the most important**  
**Security/terror**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group							
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales		
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51	
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
Rank 1	36	21	15	3	7	8	18	*	5	2	-	2	12	3	16	3	2	7	8	-	3	6	11	7	7	1	3	
	3.6%	4.1%	3.1%	1.4%	3.4%	3.4%	5.2%	1.1%	9.3%	4.4%	-	1.3%	3.6%	1.2%	5.8%	3.3%	3.4%	7.7%	3.2%	-	3.5%	5.0%	4.0%	4.2%	2.3%	3.7%	5.1%	
Rank 2	60	40	19	10	12	19	18	6	-	-	*	12	24	14	13	3	6	8	20	-	6	4	20	8	19	2	5	
	5.9%	7.9%	4.0%	4.9%	5.7%	8.1%	5.3%	13.3%	-	-	2.3%	8.4%	7.1%	6.4%	4.8%	2.4%	8.6%	9.1%	7.6%	-	5.8%	3.5%	7.6%	4.3%	5.9%	4.2%	7.4%	
Rank 3	57	30	27	15	15	7	21	3	5	5	*	5	12	15	17	10	3	7	16	-	5	9	20	8	19	1	-	
	5.7%	5.9%	5.5%	7.3%	6.8%	3.0%	5.9%	7.5%	9.7%	9.6%	2.3%	3.4%	3.5%	6.8%	6.2%	9.9%	5.0%	7.9%	6.0%	-	5.6%	7.1%	7.5%	4.6%	6.0%	2.5%	-	
Not Ranked	850	420	430	178	182	197	293	34	42	44	19	123	294	187	226	89	54	68	219	28	81	108	212	152	277	33	58	
	84.7%	82.2%	87.4%	86.4%	84.1%	85.5%	83.7%	78.2%	80.9%	86.0%	95.4%	86.9%	85.8%	85.6%	83.3%	84.4%	82.9%	75.3%	83.2%	100.0%	85.1%	84.4%	80.8%	86.9%	85.8%	89.7%	87.5%	
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 26**  
**Q9I. Please rank in order of importance the three issues that matter to you most, starting with the most important**  
**The economy**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Rank 1	95	75	20	12	23	26	34	9	5	5	2	13	52	21	15	4	2	20	19	3	7	4	28	22	31	6	3
	9.5%	14.7%	4.0%	5.6%	10.4%	11.4%	9.8%	21.6%	9.8%	9.9%	9.2%	8.9%	15.1%	9.8%	5.7%	4.1%	2.9%	21.5%	7.2%	9.4%	7.7%	3.5%	10.8%	12.6%	9.6%	15.2%	5.2%
Rank 2	73	42	30	14	18	17	24	3	3	6	-	11	35	18	13	6	1	11	21	1	9	8	9	16	30	4	4
	7.2%	8.2%	6.2%	6.6%	8.4%	7.2%	6.9%	6.2%	5.0%	11.6%	-	8.0%	10.1%	8.2%	4.8%	5.4%	1.9%	12.4%	8.1%	2.2%	9.7%	6.4%	3.6%	9.4%	9.4%	11.4%	6.2%
Rank 3	83	41	43	15	17	27	24	6	3	3	1	9	20	17	30	10	6	7	26	1	7	11	17	16	29	5	5
	8.3%	8.0%	8.7%	7.2%	7.7%	11.9%	7.0%	13.7%	5.0%	6.6%	4.6%	6.2%	6.0%	7.7%	11.1%	10.0%	8.7%	7.9%	9.8%	2.2%	7.3%	8.8%	6.4%	9.3%	9.1%	12.8%	8.0%
Not Ranked	752	353	399	166	159	160	267	25	42	37	17	109	236	163	213	85	56	53	197	24	72	104	208	121	232	23	54
	75.0%	69.1%	81.1%	80.5%	73.5%	69.5%	76.3%	58.5%	80.3%	71.9%	86.1%	76.9%	68.8%	74.4%	78.4%	80.5%	86.5%	58.1%	74.9%	86.1%	75.4%	81.3%	79.3%	68.8%	72.0%	60.6%	80.6%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 27**  
**Q9J. Please rank in order of importance the three issues that matter to you most, starting with the most important**  
**Poverty/inequality**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Rank 1	67	26	41	26	9	18	14	1	1	6	*	4	26	14	18	6	2	1	10	2	5	10	21	14	16	4	1
	6.6%	5.0%	8.4%	12.7%	4.0%	7.6%	4.0%	1.4%	1.2%	12.4%	2.3%	2.9%	7.5%	6.5%	6.6%	5.9%	3.8%	1.3%	3.8%	7.5%	5.2%	7.6%	8.1%	8.3%	4.8%	11.7%	1.4%
Rank 2	80	33	46	17	13	25	25	-	4	2	2	8	28	20	22	5	5	-	21	5	4	8	18	9	27	6	11
	7.9%	6.6%	9.4%	8.0%	6.0%	10.7%	7.3%	-	7.4%	3.0%	9.2%	6.0%	8.0%	9.3%	7.9%	5.0%	7.5%	-	8.0%	18.7%	3.9%	6.6%	7.0%	5.0%	8.2%	15.4%	17.0%
Rank 3	93	50	43	17	24	17	35	5	4	5	2	18	35	17	25	7	10	7	23	6	6	14	13	16	39	5	6
	9.3%	9.9%	8.7%	8.3%	11.1%	7.3%	10.1%	10.8%	7.2%	10.3%	9.3%	12.5%	10.1%	7.9%	9.2%	6.3%	15.4%	7.4%	8.8%	21.5%	6.2%	10.7%	5.1%	9.3%	12.0%	13.1%	8.4%
Not Ranked	763	401	362	147	171	171	275	38	44	38	16	111	255	167	207	87	48	83	209	14	81	96	209	136	242	22	49
	76.1%	78.6%	73.6%	70.9%	78.9%	74.3%	78.6%	87.8%	84.2%	74.3%	79.2%	78.6%	74.3%	76.3%	76.3%	82.8%	73.3%	91.3%	79.5%	52.3%	84.8%	75.0%	79.8%	77.5%	74.9%	59.8%	73.2%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 28**  
**Q9K. Please rank in order of importance the three issues that matter to you most, starting with the most important**  
**The environment**  
**Base : All Respondents**

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Rank 1	40 4.0%	17 3.3%	23 4.7%	10 4.8%	10 4.6%	11 4.7%	9 2.6%	-	2 4.7%	* 0.9%	1 6.0%	4 2.6%	15 4.4%	10 4.6%	8 2.9%	3 3.1%	4 5.9%	1 1.4%	6 2.1%	1 3.5%	3 2.7%	3 2.3%	10 3.9%	6 3.5%	12 3.8%	3 6.9%	4 6.6%
Rank 2	27 2.7%	7 1.4%	20 4.0%	6 3.1%	8 3.8%	5 2.0%	8 2.2%	1 1.4%	1 1.8%	1 2.4%	1 3.1%	2 1.6%	14 4.2%	4 1.8%	6 2.1%	1 0.9%	2 2.9%	2 2.4%	5 2.1%	- -	1 1.3%	1 0.7%	4 1.4%	4 2.5%	13 3.9%	3 7.8%	2 2.8%
Rank 3	57 5.7%	26 5.2%	31 6.3%	11 5.6%	15 7.1%	11 4.9%	19 5.5%	-	1 2.3%	3 5.5%	-	11 7.7%	16 4.7%	10 4.6%	22 8.2%	5 5.0%	3 5.2%	4 4.0%	12 4.5%	1 4.5%	1 1.3%	9 7.2%	17 6.6%	9 5.1%	18 5.7%	3 7.4%	1 1.4%
Not Ranked	879 87.6%	460 90.0%	419 85.1%	179 86.5%	183 84.5%	204 88.4%	313 89.6%	42 98.6%	47 91.2%	47 91.2%	18 90.9%	124 88.1%	297 86.6%	195 89.0%	236 86.8%	96 91.0%	56 86.0%	84 92.2%	241 91.4%	25 92.1%	90 94.7%	115 89.9%	231 88.1%	156 88.9%	279 86.6%	29 77.8%	59 89.2%
SIGMA	1003 100.0%	511 100.0%	492 100.0%	207 100.0%	216 100.0%	230 100.0%	350 100.0%	43 100.0%	52 100.0%	51 100.0%	20 100.0%	141 100.0%	343 100.0%	219 100.0%	271 100.0%	105 100.0%	65 100.0%	91 100.0%	263 100.0%	28 100.0%	95 100.0%	128 100.0%	262 100.0%	175 100.0%	322 100.0%	37 100.0%	66 100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 29**  
**Q10. Which of the following statements most closely describes your engagement with the political process?**  
Base : All Respondents

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
I am fully engaged in the political process	77 7.7%	63 12.4%	13 2.7%	1 0.4%	17 7.6%	12 5.4%	47 13.5%	16 37.0%	6 10.7%	5 9.1%	8 41.9%	10 6.8%	52 15.0%	14 6.5%	6 2.3%	3 3.3%	1 1.8%	11 11.6%	31 11.8%	8 28.0%	11 12.0%	24 18.8%	16 6.0%	11 6.0%	19 5.9%	3 7.7%	5 7.4%
I am somewhat engaged and would like to be more engaged	226 22.5%	126 24.6%	100 20.3%	44 21.4%	44 20.3%	61 26.5%	77 21.9%	17 39.0%	19 36.6%	17 33.1%	5 24.5%	15 10.7%	112 32.8%	77 35.2%	32 11.7%	4 3.5%	1 1.4%	33 36.8%	78 29.5%	5 19.2%	18 19.1%	18 14.2%	70 26.8%	45 25.6%	69 21.3%	10 26.6%	13 19.3%
I am somewhat engaged but am not interested in becoming more	242 24.2%	148 29.1%	94 19.1%	33 15.7%	56 26.1%	60 26.3%	93 26.5%	7 16.0%	12 22.3%	15 30.1%	2 11.6%	44 31.2%	94 27.5%	54 24.7%	76 27.9%	10 9.6%	8 12.3%	22 23.7%	64 24.3%	7 23.9%	37 39.2%	29 22.9%	61 23.3%	44 25.3%	80 24.9%	11 28.7%	12 17.3%
I am not engaged but would like to become engaged	166 16.6%	67 13.1%	100 20.3%	58 27.8%	37 17.3%	35 15.0%	37 10.6%	3 6.7%	9 17.3%	5 9.4%	1 4.6%	18 12.6%	50 14.7%	32 14.8%	59 21.9%	16 15.1%	9 13.1%	12 13.4%	41 15.6%	5 18.4%	7 7.4%	25 19.2%	39 14.9%	24 13.5%	61 18.8%	4 9.9%	14 21.1%
I am not engaged and have no interest in becoming engaged	260 25.9%	89 17.3%	171 34.8%	63 30.4%	52 24.2%	57 24.9%	87 24.9%	1 1.4%	7 13.1%	8 16.5%	2 9.3%	52 36.7%	29 8.4%	32 14.8%	93 34.1%	67 64.0%	39 59.6%	13 13.8%	43 16.4%	3 10.6%	17 17.6%	25 20.0%	67 25.4%	47 26.9%	84 26.1%	10 27.1%	23 34.9%
I used to be engaged but I am no longer engaged	32 3.2%	18 3.5%	14 2.9%	9 4.2%	10 4.5%	5 2.1%	9 2.6%	- -	- -	1 1.8%	2 8.1%	3 2.0%	5 1.6%	9 4.0%	6 2.1%	5 4.6%	8 11.7%	1 0.7%	6 2.3%	- -	4 4.7%	6 5.0%	10 3.7%	5 2.7%	10 3.0%	- -	- -
SIGMA	1003 100.0%	511 100.0%	492 100.0%	207 100.0%	216 100.0%	230 100.0%	350 100.0%	43 100.0%	52 100.0%	51 100.0%	20 100.0%	141 100.0%	343 100.0%	219 100.0%	271 100.0%	105 100.0%	65 100.0%	91 100.0%	263 100.0%	28 100.0%	95 100.0%	128 100.0%	262 100.0%	175 100.0%	322 100.0%	37 100.0%	66 100.0%



**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 30**  
**Q11. Which of the following statements most closely reflects your views?**  
**Base : All Respondents**

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
I feel my voice is heard in society	119 11.8%	85 16.7%	33 6.8%	18 8.9%	27 12.3%	21 9.1%	53 15.1%	13 31.1%	6 11.1%	9 17.3%	3 17.1%	16 11.0%	56 16.5%	35 15.8%	18 6.6%	9 8.4%	1 1.4%	20 21.8%	37 13.9%	13 47.1%	14 14.3%	21 16.7%	27 10.4%	18 10.2%	38 11.7%	5 12.7%	8 12.6%
I try to have my concerns/beliefs heard but do not feel listened to	445 44.3%	228 44.7%	217 44.0%	72 34.9%	92 42.3%	116 50.5%	165 47.1%	23 54.4%	30 57.5%	20 39.2%	11 55.3%	63 44.7%	181 52.8%	112 51.4%	112 41.3%	28 26.8%	11 16.7%	42 46.6%	139 52.9%	8 29.0%	48 50.2%	61 47.9%	127 48.4%	84 48.2%	132 40.8%	17 45.5%	21 31.4%
I do not try to make myself heard	420 41.9%	194 38.0%	226 46.0%	113 54.6%	94 43.6%	87 37.8%	126 36.0%	6 14.5%	15 28.8%	21 41.7%	5 27.6%	60 42.2%	101 29.6%	69 31.7%	133 49.1%	65 62.2%	51 78.1%	28 30.6%	84 31.8%	7 23.9%	32 33.3%	42 33.2%	103 39.5%	70 40.1%	146 45.2%	15 39.3%	37 55.9%
None of the above	19 1.9%	3 0.6%	16 3.3%	3 1.7%	4 1.7%	6 2.6%	6 1.8%	- -	1 2.7%	1 1.8%	- -	3 2.2%	4 1.1%	2 1.1%	8 2.9%	3 2.6%	2 3.8%	1 1.0%	4 1.4%	- -	2 2.2%	3 2.3%	5 1.8%	3 1.6%	7 2.3%	1 2.5%	- -
SIGMA	1003 100.0%	511 100.0%	492 100.0%	207 100.0%	216 100.0%	230 100.0%	350 100.0%	43 100.0%	52 100.0%	51 100.0%	20 100.0%	141 100.0%	343 100.0%	219 100.0%	271 100.0%	105 100.0%	65 100.0%	91 100.0%	263 100.0%	28 100.0%	95 100.0%	128 100.0%	262 100.0%	175 100.0%	322 100.0%	37 100.0%	66 100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 31**  
**Q12. What degree of confidence do you have that politicians will address the issues that matter most to you?**  
**Base : All Respondents**

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
A lot of confidence	71 7.1%	54 10.5%	17 3.5%	18 8.5%	16 7.6%	5 2.0%	32 9.3%	11 26.3%	5 9.1%	4 7.9%	3 16.4%	9 6.4%	38 11.1%	18 8.1%	10 3.9%	4 3.5%	1 1.3%	12 13.0%	22 8.5%	7 26.3%	6 6.1%	17 13.3%	18 7.0%	9 5.1%	19 5.8%	1 3.2%	7 10.3%
Some confidence	337 33.6%	203 39.8%	134 27.2%	66 32.1%	70 32.4%	85 37.0%	116 33.0%	12 28.0%	25 47.6%	17 33.5%	9 45.1%	38 27.0%	121 35.2%	84 38.2%	106 39.0%	21 19.8%	6 9.9%	35 38.1%	112 42.5%	11 40.8%	39 41.1%	47 36.8%	95 36.3%	50 28.6%	112 34.8%	12 33.5%	17 26.3%
Not very much confidence	451 45.0%	192 37.6%	259 52.6%	98 47.6%	100 46.0%	106 46.0%	147 42.1%	15 35.8%	19 37.4%	22 42.5%	5 23.2%	62 43.7%	146 42.7%	94 42.9%	118 43.7%	63 60.3%	29 44.5%	39 42.6%	105 39.9%	6 22.8%	26 27.5%	49 38.0%	114 43.6%	82 46.8%	151 46.9%	16 42.3%	35 52.1%
No confidence at all	144 14.3%	62 12.1%	82 16.6%	24 11.8%	30 14.0%	34 15.0%	55 15.6%	4 9.9%	3 5.8%	8 16.1%	3 15.3%	32 22.8%	37 10.9%	24 10.8%	36 13.4%	17 16.4%	29 44.3%	6 6.4%	24 9.2%	3 10.1%	24 25.4%	15 11.9%	34 13.1%	34 19.6%	40 12.5%	8 21.0%	7 11.3%
SIGMA	1003 100.0%	511 100.0%	492 100.0%	207 100.0%	216 100.0%	230 100.0%	350 100.0%	43 100.0%	52 100.0%	51 100.0%	20 100.0%	141 100.0%	343 100.0%	219 100.0%	271 100.0%	105 100.0%	65 100.0%	91 100.0%	263 100.0%	28 100.0%	95 100.0%	128 100.0%	262 100.0%	175 100.0%	322 100.0%	37 100.0%	66 100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 32**  
**Q13A. Which three of the following attributes do you value most in politicians?**  
**Honesty**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Rank 1	404	196	207	86	87	92	140	15	18	25	9	54	147	87	99	42	29	28	91	9	40	42	122	61	130	17	27
	40.2%	38.5%	42.0%	41.5%	40.1%	39.8%	39.9%	35.5%	34.6%	49.6%	43.3%	38.1%	42.9%	39.8%	36.5%	39.6%	44.6%	30.5%	34.5%	31.5%	41.7%	32.7%	46.6%	34.5%	40.4%	45.4%	39.9%
Rank 2	199	100	99	42	46	45	66	5	9	11	2	31	76	34	56	22	11	19	59	5	18	20	47	51	59	4	16
	19.8%	19.6%	20.1%	20.2%	21.4%	19.6%	18.8%	11.0%	16.4%	21.5%	9.3%	21.6%	22.2%	15.7%	20.6%	21.1%	16.5%	21.3%	22.2%	18.3%	18.8%	15.9%	18.0%	29.1%	18.3%	10.2%	24.3%
Rank 3	123	56	68	31	18	33	41	11	5	3	4	15	27	30	38	15	13	12	24	5	8	13	25	22	41	9	12
	12.3%	10.9%	13.8%	15.1%	8.4%	14.4%	11.7%	26.4%	10.0%	6.5%	17.6%	10.8%	8.0%	13.8%	13.9%	14.6%	19.3%	13.5%	9.1%	17.1%	8.1%	10.1%	9.5%	12.7%	12.6%	24.4%	17.9%
Not Ranked	277	158	119	48	65	61	103	12	20	11	6	42	92	67	79	26	13	31	90	9	30	53	68	42	92	7	12
	27.6%	31.0%	24.1%	23.3%	30.1%	26.3%	29.6%	27.1%	39.0%	22.4%	29.8%	29.5%	26.9%	30.8%	29.0%	24.8%	19.6%	34.7%	34.1%	33.1%	31.3%	41.3%	25.9%	23.7%	28.7%	20.0%	17.9%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 33**  
**Q13B. Which three of the following attributes do you value most in politicians?**  
**Experience**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Rank 1	45	25	21	9	7	11	18	3	-	5	-	9	17	10	12	3	3	7	11	1	3	8	10	8	17	2	-
	4.5%	4.8%	4.2%	4.2%	3.4%	5.0%	5.1%	6.2%	-	9.2%	-	6.2%	5.0%	4.7%	4.3%	3.1%	4.7%	7.5%	4.2%	2.2%	3.3%	6.6%	3.7%	4.6%	5.3%	5.7%	-
Rank 2	117	70	47	22	22	26	47	10	10	5	1	21	49	24	26	10	9	11	33	7	11	18	29	23	36	3	4
	11.7%	13.7%	9.6%	10.8%	10.2%	11.4%	13.3%	22.8%	18.3%	9.8%	4.6%	14.7%	14.3%	10.8%	9.5%	9.6%	13.6%	12.4%	12.6%	24.2%	11.5%	14.3%	11.2%	12.9%	11.3%	8.4%	6.5%
Rank 3	147	78	69	25	45	24	52	1	6	4	1	26	37	45	43	10	11	8	44	4	15	16	36	20	48	5	21
	14.6%	15.2%	14.0%	12.1%	21.0%	10.2%	15.0%	1.4%	12.3%	7.6%	6.0%	18.6%	10.9%	20.8%	15.8%	9.7%	16.8%	8.7%	16.6%	16.2%	15.3%	12.4%	13.9%	11.4%	15.0%	12.2%	32.1%
Not Ranked	694	338	356	151	141	169	233	30	36	38	18	85	239	140	191	82	42	65	175	16	66	85	187	125	220	27	41
	69.2%	66.3%	72.2%	72.8%	65.3%	73.4%	66.6%	69.5%	69.3%	73.4%	89.3%	60.5%	69.8%	63.8%	70.5%	77.6%	64.8%	71.4%	66.6%	57.4%	69.8%	66.6%	71.2%	71.1%	68.4%	73.7%	61.4%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 34**  
**Q13C. Which three of the following attributes do you value most in politicians?**  
**Charm**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Rank 1	19	16	2	2	5	4	7	3	-	-	-	4	5	4	8	1	-	3	7	3	-	9	1	2	7	*	-
	1.9%	3.2%	0.5%	1.1%	2.5%	1.9%	2.0%	7.5%	-	-	-	2.6%	1.5%	2.0%	3.1%	0.9%	-	3.6%	2.7%	11.6%	-	6.9%	0.4%	1.0%	2.2%	1.2%	-
Rank 2	17	10	6	3	5	5	4	-	2	-	-	1	4	3	8	2	-	2	6	-	1	2	4	1	7	1	1
	1.7%	2.0%	1.3%	1.5%	2.3%	2.1%	1.0%	-	4.7%	-	-	0.4%	1.1%	1.5%	2.8%	1.8%	-	1.8%	2.2%	-	1.3%	1.8%	1.7%	0.7%	2.0%	3.3%	1.4%
Rank 3	18	7	10	-	3	6	9	3	1	2	1	2	5	5	5	2	1	3	7	3	3	3	3	6	4	*	1
	1.8%	1.4%	2.1%	-	1.5%	2.4%	2.5%	5.8%	1.8%	4.3%	4.6%	1.6%	1.4%	2.1%	1.9%	2.2%	1.0%	2.8%	2.5%	9.8%	3.2%	2.2%	1.1%	3.5%	1.4%	1.3%	1.4%
Not Ranked	950	476	473	201	203	216	330	37	49	49	19	135	329	207	250	100	65	83	244	22	91	114	254	166	304	35	65
	94.7%	93.3%	96.1%	97.4%	93.7%	93.6%	94.5%	86.7%	93.5%	95.7%	95.4%	95.4%	95.9%	94.4%	92.2%	95.2%	99.0%	91.9%	92.5%	78.6%	95.5%	89.1%	96.9%	94.9%	94.4%	94.3%	97.2%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 35**  
**Q13D. Which three of the following attributes do you value most in politicians?**  
**Shares a similar background to you**  
**Base : All Respondents**

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51	
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
Rank 1	57	36	21	8	15	6	28	6	2	2	5	8	21	12	15	9	-	9	14	5	8	5	17	10	13	*	10	
	5.7%	7.1%	4.3%	3.9%	6.9%	2.7%	8.0%	14.0%	4.0%	3.1%	24.6%	5.8%	6.1%	5.7%	5.6%	8.3%	-	9.9%	5.5%	18.3%	8.2%	4.3%	6.6%	5.6%	4.0%	1.2%	14.5%	
Rank 2	52	31	21	6	14	15	18	2	3	2	1	7	20	9	15	3	5	2	17	1	4	10	9	11	14	4	4	
	5.2%	6.1%	4.3%	2.9%	6.4%	6.5%	5.1%	4.8%	6.7%	4.8%	6.0%	4.6%	5.8%	4.1%	5.6%	3.0%	8.1%	1.8%	6.3%	2.2%	4.4%	8.0%	3.4%	6.4%	4.3%	10.3%	6.5%	
Rank 3	77	40	38	14	20	17	26	3	8	2	1	12	31	19	18	7	4	5	31	*	5	10	23	14	23	*	6	
	7.7%	7.8%	7.6%	6.8%	9.2%	7.5%	7.5%	6.5%	15.0%	4.2%	4.6%	8.4%	8.9%	8.5%	6.6%	6.3%	5.5%	5.1%	11.6%	1.6%	5.6%	8.2%	8.6%	7.9%	7.2%	1.2%	9.3%	
Not Ranked	816	404	413	178	168	192	278	32	39	45	13	115	271	179	223	87	56	76	202	21	78	102	213	141	273	32	46	
	81.4%	79.1%	83.8%	86.4%	77.4%	83.4%	79.5%	74.7%	74.4%	87.9%	64.8%	81.2%	79.2%	81.8%	82.2%	82.4%	86.4%	83.2%	76.6%	77.9%	81.9%	79.6%	81.3%	80.1%	84.5%	87.3%	69.6%	
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 36**  
**Q13E. Which three of the following attributes do you value most in politicians?**  
**Education**  
**Base : All Respondents**

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51	
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
Rank 1	57	27	30	11	18	9	19	4	4	1	-	7	17	12	16	5	6	8	20	*	5	10	14	14	15	2	1	
	5.7%	5.3%	6.0%	5.5%	8.3%	3.7%	5.4%	8.5%	7.7%	1.2%	-	4.9%	5.0%	5.6%	6.1%	4.4%	9.8%	8.3%	7.8%	1.6%	5.0%	8.1%	5.3%	8.0%	4.6%	4.4%	1.4%	
Rank 2	73	46	27	16	23	15	19	2	2	2	2	5	20	18	24	4	7	9	17	4	13	15	22	8	21	*	3	
	7.3%	9.0%	5.5%	7.7%	10.5%	6.6%	5.5%	5.1%	4.7%	3.1%	12.3%	3.7%	5.9%	8.5%	8.9%	3.6%	10.1%	9.8%	6.3%	14.8%	13.5%	11.9%	8.9%	8.4%	4.6%	6.6%	1.3%	5.2%
Rank 3	68	36	32	10	11	13	34	1	7	8	2	13	24	15	16	11	1	3	26	3	8	15	21	7	21	1	3	
	6.8%	7.0%	6.5%	5.0%	5.1%	5.4%	9.8%	2.5%	13.7%	15.4%	8.1%	8.9%	7.1%	7.1%	5.8%	10.5%	1.9%	3.8%	9.9%	11.6%	8.0%	12.0%	8.1%	3.8%	6.5%	2.9%	4.2%	
Not Ranked	805	402	403	169	164	194	277	36	38	41	16	117	281	172	215	86	51	71	200	20	70	87	205	147	265	34	59	
	80.3%	78.7%	81.9%	81.8%	76.0%	84.3%	79.3%	83.9%	73.8%	80.3%	79.7%	82.6%	82.0%	78.8%	79.2%	81.5%	78.2%	78.1%	76.0%	72.0%	73.4%	68.0%	78.1%	83.6%	82.2%	91.4%	89.2%	
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 37**  
**Q13F. Which three of the following attributes do you value most in politicians?**  
**Strong political principles**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Rank 1	92	53	38	22	13	26	31	2	5	4	1	18	33	21	24	9	4	9	28	2	9	13	20	15	30	3	8
	9.1%	10.4%	7.8%	10.5%	5.8%	11.3%	9.0%	5.7%	8.7%	7.3%	5.3%	12.5%	9.6%	9.7%	8.9%	8.9%	6.3%	9.4%	10.8%	7.5%	9.2%	10.5%	7.8%	8.6%	9.4%	7.0%	11.3%
Rank 2	147	83	64	26	24	40	59	7	10	8	4	23	48	35	41	19	5	13	40	7	21	18	45	19	40	7	17
	14.7%	16.3%	13.1%	12.4%	11.0%	17.2%	16.7%	16.2%	18.9%	15.6%	22.3%	16.3%	13.9%	16.1%	15.0%	17.7%	7.8%	14.3%	15.3%	24.4%	21.6%	14.5%	17.1%	10.6%	12.4%	20.1%	24.9%
Rank 3	146	69	78	20	36	36	55	3	10	13	7	16	70	25	30	11	10	23	42	7	11	9	46	31	43	8	3
	14.6%	13.4%	15.8%	9.4%	16.8%	15.6%	15.6%	7.8%	19.9%	25.2%	32.9%	11.2%	20.4%	11.6%	11.1%	10.4%	15.2%	25.5%	16.0%	26.6%	11.2%	7.0%	17.5%	17.9%	13.4%	20.6%	4.2%
Not Ranked	617	306	312	140	144	129	205	30	27	26	8	85	192	137	176	66	46	46	152	11	55	87	151	110	209	19	40
	61.6%	59.9%	63.3%	67.7%	66.4%	56.0%	58.6%	70.4%	52.4%	51.8%	39.5%	60.0%	56.1%	62.5%	64.9%	63.0%	70.7%	50.8%	57.9%	41.5%	58.0%	68.1%	57.6%	62.9%	64.9%	52.3%	59.5%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 38**  
**Q13G. Which three of the following attributes do you value most in politicians?**  
**Charisma**  
**Base : All Respondents**

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Rank 1	33 3.2%	20 3.9%	12 2.5%	7 3.6%	6 2.7%	7 2.9%	13 3.6%	* 1.1%	5 9.0%	1 1.2%	- -	3 2.0%	9 2.6%	9 4.2%	8 3.1%	5 4.8%	1 1.9%	- -	8 2.9%	- -	4 3.8%	1 1.0%	9 3.3%	5 2.6%	17 5.1%	2 4.2%	- -
Rank 2	34 3.4%	19 3.7%	15 3.0%	8 3.8%	6 2.6%	10 4.1%	11 3.2%	1 2.8%	* 0.9%	1 2.3%	2 8.3%	6 4.2%	11 3.1%	11 4.8%	8 2.8%	4 3.8%	1 1.8%	5 5.5%	9 3.3%	1 2.2%	4 3.9%	10 7.6%	6 2.2%	6 3.2%	10 3.1%	1 3.2%	2 2.8%
Rank 3	36 3.6%	20 3.8%	16 3.3%	8 4.0%	4 2.0%	8 3.7%	14 4.1%	5 11.2%	2 3.8%	- -	1 5.3%	5 3.5%	15 4.3%	4 1.7%	11 4.2%	3 3.3%	2 3.6%	6 6.8%	11 4.2%	* 1.6%	2 2.1%	11 8.8%	4 1.6%	6 3.1%	13 4.1%	2 4.4%	- -
Not Ranked	901 89.8%	452 88.5%	449 91.2%	183 88.6%	201 92.7%	206 89.2%	312 89.1%	37 84.9%	45 86.3%	49 96.5%	17 86.3%	128 90.3%	308 90.0%	195 89.3%	244 90.0%	92 88.0%	60 92.7%	80 87.6%	236 89.6%	27 96.1%	86 90.2%	106 82.7%	243 93.0%	160 91.0%	283 87.7%	33 88.1%	65 97.2%
SIGMA	1003 100.0%	511 100.0%	492 100.0%	207 100.0%	216 100.0%	230 100.0%	350 100.0%	43 100.0%	52 100.0%	51 100.0%	20 100.0%	141 100.0%	343 100.0%	219 100.0%	271 100.0%	105 100.0%	65 100.0%	91 100.0%	263 100.0%	28 100.0%	95 100.0%	128 100.0%	262 100.0%	175 100.0%	322 100.0%	37 100.0%	66 100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 39**  
**Q13H. Which three of the following attributes do you value most in politicians?**  
**Ability to make tough decisions**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Rank 1	131	67	64	27	34	31	39	8	8	5	2	15	32	31	40	16	11	17	31	1	11	23	26	23	46	6	5
	13.0%	13.1%	13.0%	13.0%	15.6%	13.3%	11.3%	18.0%	15.7%	10.0%	11.6%	10.3%	9.4%	14.2%	14.6%	15.7%	17.2%	19.0%	11.6%	2.2%	11.8%	18.2%	9.9%	13.3%	14.2%	15.7%	7.1%
Rank 2	147	68	79	24	21	39	63	10	8	10	3	23	47	33	42	17	9	21	37	2	12	21	39	20	59	5	2
	14.7%	13.4%	16.1%	11.5%	9.8%	17.1%	18.0%	23.4%	15.3%	19.4%	13.4%	16.1%	13.6%	15.3%	15.3%	15.8%	14.2%	23.0%	14.2%	8.4%	12.4%	16.4%	14.8%	11.4%	18.4%	13.9%	3.4%
Rank 3	195	99	96	64	40	39	53	9	4	6	1	23	68	34	53	27	12	15	37	2	23	20	55	34	68	5	11
	19.4%	19.3%	19.5%	30.7%	18.4%	16.8%	15.0%	19.9%	7.2%	11.5%	6.9%	16.4%	20.0%	15.4%	19.4%	26.1%	18.9%	17.0%	14.0%	5.7%	23.9%	15.9%	20.9%	19.1%	21.0%	14.5%	16.1%
Not Ranked	530	277	253	92	122	122	195	17	32	30	14	81	195	121	137	45	32	37	158	23	49	63	142	99	150	21	49
	52.9%	54.2%	51.4%	44.7%	56.2%	52.8%	55.7%	38.7%	61.8%	59.1%	68.1%	57.3%	57.0%	55.1%	50.6%	42.4%	49.8%	41.0%	60.2%	83.7%	51.9%	49.5%	54.4%	56.2%	46.4%	55.9%	73.4%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 40**  
**Q131. Which three of the following attributes do you value most in politicians?**  
**In touch with ordinary people**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Rank 1	166	69	97	35	31	45	55	2	11	9	3	25	61	31	49	15	10	11	53	7	16	15	43	38	47	6	17
	16.6%	13.6%	19.7%	16.7%	14.5%	19.4%	15.8%	3.5%	20.3%	18.3%	15.2%	17.8%	17.9%	14.2%	17.9%	14.4%	15.5%	11.8%	20.0%	25.0%	17.1%	11.8%	16.3%	21.8%	14.6%	15.1%	25.7%
Rank 2	216	83	133	60	56	36	64	6	7	12	5	26	69	51	53	25	18	9	46	2	12	12	61	37	76	11	17
	21.5%	16.3%	26.9%	29.2%	25.8%	15.4%	18.3%	13.8%	14.0%	23.4%	23.8%	18.3%	20.1%	23.3%	19.5%	23.6%	27.9%	10.1%	17.4%	5.6%	12.5%	9.7%	23.2%	21.1%	23.6%	29.4%	24.9%
Rank 3	194	108	86	35	38	55	65	8	8	13	3	29	65	42	58	18	12	15	42	3	21	30	49	36	61	7	10
	19.3%	21.1%	17.4%	16.8%	17.6%	24.0%	18.7%	18.4%	16.4%	25.3%	13.9%	20.6%	19.0%	19.0%	21.2%	16.9%	17.8%	16.7%	16.1%	9.7%	22.5%	23.5%	18.9%	20.6%	18.9%	18.4%	14.7%
Not Ranked	428	250	177	77	91	95	165	28	26	17	9	61	148	95	112	47	25	56	123	16	46	70	109	64	138	14	23
	42.6%	49.0%	36.0%	37.3%	42.2%	41.1%	47.1%	64.2%	49.3%	33.0%	47.0%	43.3%	43.1%	43.5%	41.4%	45.0%	38.8%	61.4%	46.5%	59.8%	47.9%	55.0%	41.6%	36.5%	42.8%	37.1%	34.6%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

Table 41

Q14. Which of the following party leaders, if any, do you feel best exemplifies the qualities you think are important in politicians?

Base : All Respondents

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
David Cameron	215	123	92	50	48	49	68	20	11	7	2	20	89	53	50	15	9	61	40	5	16	34	54	26	79	5	13
	21.5%	24.2%	18.6%	24.0%	22.2%	21.4%	19.5%	45.9%	20.8%	13.1%	10.0%	13.8%	25.9%	24.3%	18.3%	14.1%	13.4%	67.6%	15.4%	19.6%	17.2%	27.0%	20.6%	15.1%	24.6%	13.2%	19.7%
Ed Miliband	157	91	66	26	29	50	51	4	19	4	-	21	66	32	39	13	7	1	100	3	6	22	43	39	38	1	13
	15.6%	17.8%	13.4%	12.7%	13.6%	21.7%	14.6%	9.4%	36.8%	7.2%	-	15.1%	19.2%	14.4%	14.4%	12.1%	11.2%	1.0%	37.9%	9.1%	6.4%	17.2%	16.5%	22.0%	11.6%	3.7%	20.1%
Nick Clegg	54	29	25	8	16	9	22	5	3	5	*	5	18	21	11	4	1	4	15	10	3	13	14	7	18	1	2
	5.4%	5.7%	5.0%	3.6%	7.3%	3.9%	6.2%	11.2%	6.4%	10.2%	2.3%	3.5%	5.2%	9.5%	4.0%	3.4%	1.0%	4.0%	5.7%	34.7%	2.8%	9.9%	5.4%	3.9%	5.5%	1.7%	2.8%
Nigel Farage	102	72	30	21	18	26	37	6	6	10	-	13	43	34	19	5	2	4	17	4	43	11	29	21	34	3	3
	10.2%	14.1%	6.0%	10.4%	8.3%	11.3%	10.4%	13.8%	11.6%	19.5%	-	9.5%	12.5%	15.5%	6.8%	4.6%	2.8%	4.9%	6.6%	13.3%	44.8%	8.7%	11.1%	12.0%	10.5%	9.0%	5.1%
None of the above	475	195	280	102	105	96	172	8	13	26	17	82	127	79	153	69	47	20	91	6	27	47	122	82	154	27	35
	47.4%	38.2%	57.0%	49.3%	48.6%	41.8%	49.2%	19.7%	24.3%	50.0%	87.7%	58.1%	37.2%	36.2%	56.4%	65.7%	71.7%	22.4%	34.4%	23.2%	28.8%	37.2%	46.4%	47.0%	47.8%	72.3%	52.2%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**

Prepared on behalf of Sky News

27 Aug 2014

Table 42

Q15A. Which of the following institutions do you trust to address your concerns/needs?

Government/parliament

Base : All Respondents

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Do trust	310	184	126	75	79	66	90	20	18	12	5	27	127	81	68	24	9	53	82	14	19	46	83	51	100	11	16
	30.9%	36.0%	25.5%	36.3%	36.5%	28.4%	25.8%	47.5%	34.5%	24.3%	23.2%	19.3%	37.1%	37.0%	25.0%	22.8%	14.4%	58.7%	31.1%	50.9%	19.5%	36.0%	31.5%	29.0%	31.1%	29.2%	23.9%
Do not trust	693	327	367	132	137	165	259	23	34	39	15	114	215	138	203	81	56	38	182	14	77	82	179	124	222	26	51
	69.1%	64.0%	74.5%	63.7%	63.5%	71.6%	74.2%	52.5%	65.5%	75.7%	76.8%	80.7%	62.9%	63.0%	75.0%	77.2%	85.6%	41.3%	68.9%	49.1%	80.5%	64.0%	68.5%	71.0%	68.9%	70.8%	76.1%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**

Prepared on behalf of Sky News

27 Aug 2014

**Table 43****Q15B. Which of the following institutions do you trust to address your concerns/needs?****Police****Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Do trust	659	335	324	156	147	148	209	36	29	33	9	78	231	153	177	62	37	72	163	21	45	68	181	113	216	23	48
	65.7%	65.6%	65.8%	75.4%	67.7%	64.3%	59.7%	82.6%	55.5%	64.8%	47.0%	54.9%	67.3%	70.1%	65.1%	58.9%	56.6%	79.5%	61.8%	74.9%	47.6%	53.2%	69.1%	64.3%	67.1%	61.7%	72.8%
Do not trust	344	175	168	51	70	82	141	7	23	18	11	64	112	65	95	43	28	19	101	7	50	60	81	63	106	14	18
	34.3%	34.4%	34.2%	24.6%	32.3%	35.7%	40.3%	17.4%	44.5%	35.2%	53.0%	45.1%	32.7%	29.9%	34.9%	41.1%	43.4%	20.5%	38.2%	25.1%	52.4%	46.8%	30.9%	35.7%	32.9%	38.3%	27.2%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**

Prepared on behalf of Sky News

27 Aug 2014

**Table 44**  
**Q15C. Which of the following institutions do you trust to address your concerns/needs?**

Judiciary

Base : All Respondents

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Do trust	423	232	191	78	110	89	147	24	18	29	7	58	172	91	120	25	15	53	110	16	34	52	103	71	144	18	29
	42.2%	45.5%	38.8%	37.7%	50.8%	38.4%	42.1%	55.7%	34.4%	57.2%	36.4%	40.9%	50.2%	41.7%	44.3%	24.0%	22.8%	58.6%	41.7%	58.7%	35.5%	40.4%	39.2%	40.7%	44.8%	48.1%	43.1%
Do not trust	580	278	301	129	106	142	203	19	34	22	13	83	171	128	151	80	50	38	154	11	61	76	159	104	178	19	38
	57.8%	54.5%	61.2%	62.3%	49.2%	61.6%	57.9%	44.3%	65.6%	42.8%	63.6%	59.1%	49.8%	58.3%	55.7%	76.0%	77.2%	41.4%	58.3%	41.3%	64.5%	59.6%	60.8%	59.3%	55.2%	51.9%	56.9%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 45**  
**Q15D. Which of the following institutions do you trust to address your concerns/needs?**  
**Social services**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Do trust	536	275	261	122	130	118	166	18	19	31	7	65	186	132	142	46	31	49	145	17	42	58	134	98	188	20	33
	53.5%	53.8%	53.1%	59.2%	60.1%	51.3%	47.4%	42.8%	36.1%	60.2%	35.4%	46.0%	54.4%	60.2%	52.2%	43.4%	47.6%	54.2%	55.2%	60.5%	44.4%	45.2%	51.1%	55.7%	58.4%	53.8%	50.2%
Do not trust	467	236	231	84	86	112	184	25	33	20	13	76	156	87	130	59	34	42	118	11	53	70	128	78	134	17	33
	46.5%	46.2%	46.9%	40.8%	39.9%	48.7%	52.6%	57.2%	63.9%	39.8%	64.6%	54.0%	45.6%	39.8%	47.8%	56.6%	52.4%	45.8%	44.8%	39.5%	55.6%	54.8%	48.9%	44.3%	41.6%	46.2%	49.8%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 46**  
**Q15E. Which of the following institutions do you trust to address your concerns/needs?**  
**Religious institutions**  
**Base : All Respondents**

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Do trust	307	162	145	70	70	65	101	19	20	9	5	35	114	75	77	31	9	34	98	14	22	55	82	55	89	9	14
	30.6%	31.8%	29.4%	34.0%	32.4%	28.3%	29.0%	45.0%	38.4%	17.7%	23.4%	24.7%	33.2%	34.3%	28.5%	29.9%	14.5%	37.3%	37.4%	49.5%	23.5%	43.4%	31.2%	31.6%	27.5%	24.1%	21.0%
Do not trust	696	348	348	136	146	165	248	24	32	42	15	106	229	144	194	74	56	57	165	14	73	72	180	120	234	28	53
	69.4%	68.2%	70.6%	66.0%	67.6%	71.7%	71.0%	55.0%	61.6%	82.3%	76.6%	75.3%	66.8%	65.7%	71.5%	70.1%	85.5%	62.7%	62.6%	50.5%	76.5%	56.6%	68.8%	68.4%	72.5%	75.9%	79.0%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 47**  
**Q15F. Which of the following institutions do you trust to address your concerns/needs?**

NHS

Base : All Respondents

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Do trust	781	400	381	172	173	186	250	32	36	45	13	94	274	179	202	79	47	75	205	23	68	97	201	131	260	29	51
	77.9%	78.4%	77.3%	83.0%	80.0%	80.8%	71.6%	74.8%	69.4%	87.9%	66.2%	66.5%	80.1%	81.7%	74.5%	74.9%	72.3%	82.8%	78.0%	83.2%	71.4%	76.1%	76.7%	75.0%	80.7%	77.3%	77.5%
Do not trust	222	110	112	35	43	44	99	11	16	6	7	47	68	40	69	26	18	16	58	5	27	31	61	44	62	8	15
	22.1%	21.6%	22.7%	17.0%	20.0%	19.2%	28.4%	25.2%	30.6%	12.1%	33.8%	33.5%	19.9%	18.3%	25.5%	25.1%	27.7%	17.2%	22.0%	16.8%	28.6%	23.9%	23.3%	25.0%	19.3%	22.7%	22.5%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**

Prepared on behalf of Sky News

27 Aug 2014

**Table 48**  
**Q15G. Which of the following institutions do you trust to address your concerns/needs?**  
**Mainstream media**  
**Base : All Respondents**

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Do trust	183	93	90	28	50	45	60	14	7	8	5	23	59	49	44	19	12	24	59	5	23	24	57	27	54	8	11
	18.3%	18.3%	18.3%	13.4%	23.1%	19.7%	17.3%	33.7%	13.6%	15.4%	22.6%	16.6%	17.2%	22.4%	16.4%	18.0%	18.6%	26.6%	22.3%	19.8%	24.7%	18.7%	21.7%	15.7%	16.7%	22.4%	15.9%
Do not trust	820	417	402	179	166	185	289	29	45	43	15	118	284	170	227	86	53	67	205	22	72	104	205	148	269	29	56
	81.7%	81.7%	81.7%	86.6%	76.9%	80.3%	82.7%	66.3%	86.4%	84.6%	77.4%	83.4%	82.8%	77.6%	83.6%	82.0%	81.4%	73.4%	77.7%	80.2%	75.3%	81.3%	78.3%	84.3%	83.3%	77.6%	84.1%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**

Prepared on behalf of Sky News

27 Aug 2014

**Table 49**  
**Q15H. Which of the following institutions do you trust to address your concerns/needs?**  
**Local authorities**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Do trust	523	273	250	118	117	121	167	20	21	25	10	70	172	122	149	53	26	49	133	17	51	63	142	84	168	18	41
	52.1%	53.5%	50.7%	56.9%	54.1%	52.4%	47.8%	47.0%	41.1%	48.6%	52.4%	49.3%	50.3%	55.9%	55.0%	50.2%	39.9%	53.5%	50.6%	62.9%	53.2%	49.5%	54.2%	48.0%	52.2%	48.4%	61.4%
Do not trust	480	237	243	89	99	110	182	23	31	26	9	72	170	96	122	52	39	42	130	10	45	64	120	91	154	19	26
	47.9%	46.5%	49.3%	43.1%	45.9%	47.6%	52.2%	53.0%	58.9%	51.4%	47.6%	50.7%	49.7%	44.1%	45.0%	49.8%	60.1%	46.5%	49.4%	37.1%	46.8%	50.5%	45.8%	52.0%	47.8%	51.6%	38.6%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

Table 50

**Q16. In some countries voting in elections is compulsory Do you think a similar law should or should not be passed in the UK?**

**Base : All Respondents**

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
A law making it compulsory to vote should be passed in the UK	304 30.3%	172 33.8%	132 26.8%	57 27.6%	77 35.6%	67 29.0%	104 29.7%	13 30.5%	22 42.0%	11 21.3%	3 15.2%	41 28.7%	139 40.6%	82 37.4%	56 20.8%	20 19.4%	7 10.4%	41 44.8%	108 41.1%	14 52.4%	26 26.9%	41 32.1%	74 28.2%	65 37.0%	88 27.2%	12 32.4%	21 31.9%
A law making it compulsory to vote should not be passed in the UK	550 54.9%	272 53.3%	278 56.5%	111 53.5%	110 51.0%	130 56.4%	200 57.1%	26 61.0%	23 43.5%	36 69.9%	13 65.5%	83 58.9%	175 51.1%	114 52.1%	153 56.6%	65 61.8%	43 65.6%	43 47.6%	124 46.9%	11 39.5%	61 64.3%	63 49.1%	146 55.7%	83 47.3%	196 60.8%	22 59.5%	34 51.1%
Don't know	148 14.8%	66 13.0%	82 16.7%	39 19.0%	29 13.4%	34 14.7%	46 13.3%	4 8.5%	8 14.6%	5 8.8%	4 19.3%	17 12.4%	28 8.3%	23 10.6%	62 22.7%	20 18.8%	16 24.0%	7 7.5%	31 11.9%	2 8.1%	8 8.8%	24 18.8%	42 16.0%	28 15.7%	39 12.1%	3 8.1%	11 17.0%
SIGMA	1003 100.0%	511 100.0%	492 100.0%	207 100.0%	216 100.0%	230 100.0%	350 100.0%	43 100.0%	52 100.0%	51 100.0%	20 100.0%	141 100.0%	343 100.0%	219 100.0%	271 100.0%	105 100.0%	65 100.0%	91 100.0%	263 100.0%	28 100.0%	95 100.0%	128 100.0%	262 100.0%	175 100.0%	322 100.0%	37 100.0%	66 100.0%

**16-24s Political Attitudes Poll**

Prepared on behalf of Sky News

27 Aug 2014

**Table 51****Q17. In the Scottish independence referendum in September, 16 years olds will be allowed to vote Do you think the voting age should remain at 18 for other elections or be lowered to 16 for all UK elections?****Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
The voting age should stay at 18 for UK elections	615	306	309	102	154	152	208	28	27	33	11	81	209	131	177	62	36	77	167	15	53	74	157	113	210	23	33
	61.3%	59.9%	62.8%	49.1%	71.1%	66.1%	59.4%	64.4%	52.7%	64.8%	56.5%	57.7%	61.1%	60.0%	65.2%	58.6%	55.2%	84.4%	63.2%	54.0%	55.3%	58.0%	59.8%	64.4%	65.1%	60.7%	49.0%
The voting age should be lowered to 16 for UK elections	303	168	136	85	52	56	110	15	19	16	6	45	120	71	68	28	16	14	77	11	33	42	78	50	90	13	25
	30.3%	32.9%	27.5%	41.3%	24.1%	24.4%	31.3%	34.5%	37.1%	31.3%	32.0%	32.2%	35.1%	32.3%	25.0%	26.8%	25.1%	15.1%	29.2%	40.2%	34.3%	33.1%	29.9%	28.6%	28.0%	35.7%	37.8%
Don't know	84	37	47	20	10	22	32	*	5	2	2	14	13	17	26	15	13	*	20	2	10	11	27	12	22	1	9
	8.4%	7.2%	9.6%	9.5%	4.8%	9.5%	9.3%	1.1%	10.2%	3.9%	11.6%	10.2%	3.8%	7.7%	9.7%	14.6%	19.6%	0.5%	7.6%	5.7%	10.4%	8.9%	10.3%	7.0%	6.8%	3.7%	13.3%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

Table 52

Q18. If you were able to vote over the internet would that make you more likely to vote in the next general election or not?

Base : All Respondents

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Much more likely	493	242	251	104	99	117	174	20	25	28	12	74	179	122	142	38	12	35	137	18	62	64	125	84	154	23	37
	49.1%	47.5%	50.9%	50.4%	45.6%	50.6%	49.7%	46.1%	47.5%	55.7%	60.8%	52.2%	52.2%	55.7%	52.3%	36.2%	19.0%	39.0%	52.0%	66.9%	65.0%	50.1%	47.9%	47.8%	47.7%	62.2%	55.7%
A little more likely	310	149	161	54	76	77	103	9	12	11	4	48	68	70	94	48	28	32	83	6	20	40	77	55	108	5	19
	30.9%	29.1%	32.7%	26.0%	35.2%	33.4%	29.4%	20.8%	22.7%	21.6%	18.5%	34.1%	19.9%	32.2%	34.7%	46.1%	43.5%	35.6%	31.4%	22.3%	20.9%	31.2%	29.5%	31.4%	33.6%	13.6%	29.3%
No more likely	200	120	81	49	42	37	73	14	16	12	4	19	95	27	35	19	24	23	44	3	13	24	59	36	60	9	10
	20.0%	23.4%	16.4%	23.7%	19.2%	16.0%	20.9%	33.2%	29.9%	22.8%	20.7%	13.7%	27.9%	12.2%	13.0%	17.7%	37.5%	25.4%	16.7%	10.9%	14.1%	18.7%	22.7%	20.8%	18.7%	24.2%	15.0%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## 16-24s Political Attitudes Poll

Prepared on behalf of Sky News

27 Aug 2014

Table 53

**Q19. Which of the following actions do you think is the best way for young people to have an influence on politics?**

**Base : All Respondents**

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Boycott elections	22 2.2%	14 2.7%	8 1.7%	6 2.7%	1 0.4%	6 2.7%	10 2.8%	2 3.7%	-	-	-	5 3.6%	5 1.6%	6 2.6%	9 3.2%	2 1.5%	1 1.4%	2 1.8%	*	-	8 8.3%	2 1.9%	5 2.0%	3 1.6%	6 1.9%	3 8.3%	2 3.7%
Lobby their local MP	40 4.0%	28 5.4%	12 2.5%	2 1.0%	10 4.8%	8 3.7%	19 5.4%	5 11.0%	6 11.9%	5 9.3%	1 5.3%	2 1.6%	23 6.8%	4 2.0%	10 3.7%	2 2.1%	-	4 4.8%	15 5.6%	-	3 3.3%	3 2.2%	9 3.5%	3 1.7%	21 6.6%	1 3.3%	2 3.7%
Signing a petition	93 9.3%	49 9.6%	44 9.0%	28 13.5%	12 5.7%	23 10.1%	30 8.5%	3 6.6%	-	3 5.7%	1 6.0%	17 12.0%	28 8.3%	21 9.4%	28 10.2%	13 12.8%	3 5.0%	7 8.2%	28 10.6%	-	5 4.9%	12 9.6%	28 10.9%	12 6.6%	37 11.4%	3 9.1%	-
Campaigning on social media	147 14.7%	60 11.7%	87 17.8%	33 15.8%	33 15.2%	40 17.4%	41 11.9%	3 5.8%	4 7.5%	6 11.1%	2 12.3%	22 15.8%	47 13.8%	31 14.2%	38 13.8%	18 17.6%	13 19.3%	11 12.0%	33 12.6%	6 23.4%	15 15.3%	16 12.5%	37 14.1%	20 11.6%	59 18.4%	8 22.0%	6 8.5%
Taking part in a peaceful protest	66 6.6%	29 5.6%	38 7.7%	10 5.1%	14 6.5%	18 7.9%	24 6.7%	2 3.7%	6 11.9%	6 11.2%	* 2.3%	5 3.7%	25 7.4%	13 5.9%	21 7.9%	4 3.6%	3 4.8%	3 3.0%	22 8.2%	1 5.1%	7 7.9%	5 3.9%	21 8.1%	13 7.7%	21 6.4%	4 10.7%	2 2.9%
Civil disobedience	27 2.7%	15 2.9%	12 2.4%	9 4.2%	6 2.7%	5 2.1%	7 2.1%	* 1.1%	1 1.8%	1 2.4%	-	5 3.4%	7 2.1%	8 3.8%	6 2.4%	2 2.1%	3 3.9%	* 0.5%	3 1.1%	-	2 2.4%	4 3.4%	6 2.4%	3 2.0%	11 3.5%	* 1.2%	1 1.4%
Violent protest	21 2.0%	12 2.4%	8 1.7%	4 2.1%	5 2.2%	7 3.1%	4 1.2%	-	1 1.2%	-	2 12.3%	1 0.4%	11 3.2%	2 0.8%	5 1.8%	2 2.0%	1 1.7%	-	4 1.6%	* 1.7%	5 5.0%	6 4.5%	2 0.9%	6 3.2%	2 0.7%	* 1.3%	1 1.4%
Voting in elections	217 21.6%	114 22.4%	103 20.9%	41 19.9%	57 26.3%	42 18.1%	77 22.1%	8 19.2%	16 31.8%	16 31.6%	4 18.0%	24 16.7%	94 27.4%	51 23.2%	52 19.3%	17 16.5%	2 3.8%	31 33.9%	61 23.1%	13 45.6%	15 15.7%	35 27.5%	55 20.9%	44 24.9%	59 18.2%	7 19.8%	13 19.3%
Joining a political party	84 8.4%	65 12.7%	19 3.9%	21 10.4%	13 5.8%	14 6.0%	36 10.3%	10 22.7%	7 13.3%	5 9.0%	3 13.0%	10 6.8%	41 11.9%	24 10.8%	11 4.1%	3 2.4%	6 8.8%	10 10.8%	26 9.8%	3 11.6%	8 8.5%	16 12.8%	31 11.9%	12 7.1%	15 4.7%	3 6.9%	6 9.3%
Volunteering for a campaign organisation	75 7.4%	28 5.5%	47 9.5%	11 5.2%	19 8.6%	22 9.6%	23 6.7%	2 4.6%	2 4.4%	4 7.7%	* 2.3%	11 7.8%	17 5.0%	19 8.6%	30 11.2%	6 5.4%	3 4.4%	11 11.9%	23 8.6%	1 3.4%	3 2.8%	8 6.6%	13 5.0%	18 10.3%	25 7.7%	1 2.4%	9 13.1%
Standing for elections themselves	59 5.9%	28 5.4%	32 6.4%	7 3.3%	19 8.7%	13 5.8%	20 5.8%	4 9.4%	3 5.1%	1 1.2%	2 9.3%	11 7.5%	14 4.1%	15 6.9%	15 5.7%	8 7.8%	7 10.1%	4 4.0%	19 7.2%	3 9.1%	10 10.8%	6 5.0%	12 4.6%	12 6.6%	16 4.8%	* 1.2%	12 18.2%
Other	7 0.7%	5 0.9%	3 0.6%	4 2.1%	* 0.2%	3 1.2%	-	-	-	-	-	-	-	1 0.6%	3 1.3%	3 2.6%	-	-	1 0.4%	-	1 1.3%	-	4 1.7%	2 1.2%	1 0.3%	-	-
There is nothing young people can do to have an influence on politics	145 14.4%	65 12.8%	79 16.1%	31 14.8%	28 12.8%	28 12.3%	58 16.6%	5 12.2%	6 11.0%	6 10.9%	4 19.2%	29 20.8%	29 8.5%	25 11.3%	42 15.4%	25 23.6%	24 36.7%	8 9.1%	29 11.0%	-	13 13.8%	13 10.0%	36 13.9%	27 15.4%	49 15.3%	5 13.9%	12 18.5%
SIGMA	1003 100.0%	511 100.0%	492 100.0%	207 100.0%	216 100.0%	230 100.0%	350 100.0%	43 100.0%	52 100.0%	51 100.0%	20 100.0%	141 100.0%	343 100.0%	219 100.0%	271 100.0%	105 100.0%	65 100.0%	91 100.0%	263 100.0%	28 100.0%	95 100.0%	128 100.0%	262 100.0%	175 100.0%	322 100.0%	37 100.0%	66 100.0%



**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 54**  
**Q20. Which of the following statements most closely resembles your view?**  
Base : All Respondents

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
The media (newspapers, radio and TV) portray young people like me accurately	197 19.7%	133 26.0%	65 13.1%	38 18.5%	53 24.4%	33 14.5%	73 20.9%	16 36.8%	13 24.3%	-	5 22.6%	30 21.5%	59 17.2%	49 22.3%	54 19.9%	21 20.3%	14 21.9%	30 33.4%	69 26.0%	5 18.8%	16 16.7%	43 33.5%	48 18.2%	29 16.6%	62 19.2%	5 13.4%	9 13.2%
The media (newspapers, radio and TV) do not portray young people like me accurately	806 80.3%	378 74.0%	428 86.9%	168 81.5%	164 75.6%	197 85.5%	277 79.1%	27 63.2%	39 75.7%	51 100.0%	15 77.4%	111 78.5%	284 82.8%	170 77.7%	217 80.1%	84 79.7%	51 78.1%	61 66.6%	195 74.0%	22 81.2%	79 83.3%	85 66.5%	214 81.8%	146 83.4%	261 80.8%	32 86.6%	58 86.8%
SIGMA	1003 100.0%	511 100.0%	492 100.0%	207 100.0%	216 100.0%	230 100.0%	350 100.0%	43 100.0%	52 100.0%	51 100.0%	20 100.0%	141 100.0%	343 100.0%	219 100.0%	271 100.0%	105 100.0%	65 100.0%	91 100.0%	263 100.0%	28 100.0%	95 100.0%	128 100.0%	262 100.0%	175 100.0%	322 100.0%	37 100.0%	66 100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 55**  
**Q21. Which of the following platforms do feel most adequately reflects your views and concerns?**  
Base : All Respondents

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Traditional media such as newspapers and television	180 18.0%	116 22.8%	64 13.0%	33 15.7%	39 18.1%	39 16.8%	70 20.0%	17 39.2%	18 34.1%	7 13.9%	4 18.3%	12 8.8%	73 21.4%	52 23.7%	35 13.0%	14 13.1%	6 9.5%	24 26.6%	64 24.4%	8 29.7%	17 18.4%	25 19.4%	45 17.3%	32 18.4%	57 17.6%	6 17.5%	13 19.2%
Social media such as Facebook and Twitter	458 45.6%	233 45.6%	225 45.7%	104 50.4%	107 49.6%	97 42.1%	149 42.6%	12 28.9%	22 41.6%	19 37.8%	9 45.6%	75 52.8%	149 43.5%	95 43.4%	136 50.2%	52 49.8%	25 38.5%	40 43.8%	130 49.2%	13 48.2%	45 47.3%	68 53.0%	117 44.5%	70 40.1%	154 47.7%	16 43.4%	26 39.3%
Neither of these adequately reflects my views and concerns	365 36.4%	162 31.6%	204 41.4%	70 33.9%	70 32.3%	95 41.1%	131 37.4%	14 31.9%	13 24.2%	25 48.4%	7 36.1%	54 38.5%	121 35.2%	72 32.9%	100 36.8%	39 37.0%	34 52.0%	27 29.6%	70 26.4%	6 22.1%	33 34.3%	35 27.5%	100 38.2%	73 41.5%	112 34.7%	15 39.2%	28 41.5%
SIGMA	1003 100.0%	511 100.0%	492 100.0%	207 100.0%	216 100.0%	230 100.0%	350 100.0%	43 100.0%	52 100.0%	51 100.0%	20 100.0%	141 100.0%	343 100.0%	219 100.0%	271 100.0%	105 100.0%	65 100.0%	91 100.0%	263 100.0%	28 100.0%	95 100.0%	128 100.0%	262 100.0%	175 100.0%	322 100.0%	37 100.0%	66 100.0%

**16-24s Political Attitudes Poll**

Prepared on behalf of Sky News

27 Aug 2014

Table 56

Q22A. Prime Minister's Questions (PMQs) is a weekly event in parliament where the Prime Minister must answer questions from other MPs.

Do you agree or disagree with the following statements?

PMQs shows our MPs in a bad light and makes me respect them less

Base : All Respondents

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Agree	366 36.5%	203 39.8%	163 33.1%	61 29.4%	83 38.1%	82 35.8%	140 40.1%	17 40.2%	21 40.4%	25 48.9%	14 71.1%	46 32.7%	136 39.7%	97 44.5%	83 30.5%	28 26.6%	22 33.4%	26 28.1%	122 46.4%	13 45.7%	38 40.2%	44 34.5%	102 38.9%	61 34.7%	110 34.3%	15 39.4%	31 46.8%
Disagree	268 26.7%	157 30.7%	111 22.5%	65 31.3%	60 27.6%	60 26.0%	84 23.9%	10 23.6%	16 30.4%	19 37.0%	1 6.9%	33 23.2%	111 32.5%	55 25.1%	66 24.3%	24 22.6%	12 18.1%	27 29.6%	70 26.6%	7 25.8%	30 32.0%	42 33.1%	73 27.7%	53 30.2%	78 24.0%	9 23.5%	9 13.6%
Dont know	369 36.8%	151 29.5%	219 44.4%	81 39.3%	74 34.3%	88 38.2%	126 36.0%	16 36.2%	15 29.3%	7 14.2%	4 21.9%	62 44.0%	95 27.8%	67 30.4%	122 45.1%	53 50.9%	32 48.5%	38 42.3%	71 27.0%	8 28.5%	26 27.7%	41 32.4%	87 33.4%	62 35.1%	134 41.7%	14 37.1%	26 39.6%
SIGMA	1003 100.0%	511 100.0%	492 100.0%	207 100.0%	216 100.0%	230 100.0%	350 100.0%	43 100.0%	52 100.0%	51 100.0%	20 100.0%	141 100.0%	343 100.0%	219 100.0%	271 100.0%	105 100.0%	65 100.0%	91 100.0%	263 100.0%	28 100.0%	95 100.0%	128 100.0%	262 100.0%	175 100.0%	322 100.0%	37 100.0%	66 100.0%

**16-24s Political Attitudes Poll**

Prepared on behalf of Sky News

27 Aug 2014

Table 57

Q22B. Prime Minister's Questions (PMQs) is a weekly event in parliament where the Prime Minister must answer questions from other MPs.

Do you agree or disagree with the following statements?

If MPs are better behaved at PMQs I would be more likely to listen to what they are saying

Base : All Respondents

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Agree	529 52.8%	278 54.4%	252 51.1%	102 49.3%	127 58.8%	116 50.2%	185 52.8%	28 65.8%	29 54.9%	31 60.0%	13 65.8%	63 44.7%	208 60.6%	125 57.4%	126 46.3%	42 39.8%	29 44.3%	47 51.6%	154 58.5%	15 55.0%	48 50.7%	73 57.1%	130 49.7%	101 57.8%	160 49.6%	21 56.3%	39 59.0%
Disagree	171 17.0%	90 17.6%	81 16.5%	38 18.3%	41 19.0%	37 15.9%	55 15.8%	6 15.1%	9 16.9%	10 18.6%	3 16.9%	23 16.1%	55 16.1%	36 16.5%	50 18.3%	18 17.4%	11 17.5%	16 18.1%	41 15.7%	8 27.3%	22 23.2%	26 20.5%	46 17.7%	32 18.4%	51 15.8%	3 8.9%	10 14.6%
Dont know	303 30.2%	143 28.1%	160 32.4%	67 32.4%	48 22.2%	78 33.9%	110 31.4%	8 19.1%	15 28.2%	11 21.4%	3 17.3%	55 39.2%	80 23.3%	57 26.2%	96 35.4%	45 42.8%	25 38.2%	28 30.3%	68 25.8%	5 17.7%	25 26.1%	29 22.4%	85 32.6%	42 23.8%	112 34.6%	13 34.7%	18 26.4%
SIGMA	1003 100.0%	511 100.0%	492 100.0%	207 100.0%	216 100.0%	230 100.0%	350 100.0%	43 100.0%	52 100.0%	51 100.0%	20 100.0%	141 100.0%	343 100.0%	219 100.0%	271 100.0%	105 100.0%	65 100.0%	91 100.0%	263 100.0%	28 100.0%	95 100.0%	128 100.0%	262 100.0%	175 100.0%	322 100.0%	37 100.0%	66 100.0%

**16-24s Political Attitudes Poll**

Prepared on behalf of Sky News

27 Aug 2014

Table 58

Q22C. Prime Minister's Questions (PMQs) is a weekly event in parliament where the Prime Minister must answer questions from other MPs.

Do you agree or disagree with the following statements?

PMQs shows that our politicians are passionate about the issues they are debating

Base : All Respondents

	Total	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group					
		Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Agree	429	249	180	96	99	82	153	22	30	24	8	50	175	112	88	34	20	55	123	15	35	49	116	77	137	14	33
	42.8%	48.7%	36.6%	46.3%	45.6%	35.5%	43.7%	50.0%	57.2%	46.3%	38.2%	35.7%	51.0%	51.2%	32.4%	32.6%	30.3%	60.2%	46.8%	53.1%	36.5%	38.1%	44.2%	44.0%	42.4%	36.6%	50.0%
Disagree	270	154	117	44	63	65	99	11	11	23	7	36	103	42	79	23	23	17	73	6	36	34	66	52	91	11	10
	27.0%	30.1%	23.7%	21.5%	28.9%	28.1%	28.2%	26.6%	20.7%	44.5%	37.5%	25.8%	30.1%	19.1%	29.2%	21.7%	35.8%	18.9%	27.6%	21.7%	38.3%	26.4%	25.2%	29.8%	28.1%	30.8%	15.0%
Dont know	304	108	196	67	55	84	98	10	11	5	5	54	65	65	104	48	22	19	67	7	24	45	80	46	95	12	23
	30.3%	21.2%	39.7%	32.2%	25.4%	36.5%	28.1%	23.4%	22.1%	9.2%	24.3%	38.5%	18.9%	29.6%	38.4%	45.7%	33.8%	20.9%	25.6%	25.2%	25.2%	35.5%	30.6%	26.1%	29.5%	32.5%	35.0%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## 16-24s Political Attitudes Poll

Prepared on behalf of Sky News

27 Aug 2014

Table 59

Q23. Which political party, if any, do you think has the best policies for young people?

Base : All Respondents

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Labour	236	137	100	38	54	58	86	-	34	9	2	34	102	58	54	18	5	7	162	2	4	37	71	52	51	6	15
	23.6%	26.7%	20.3%	18.5%	24.9%	25.2%	24.7%	-	64.6%	17.7%	10.7%	24.2%	29.7%	26.5%	19.8%	17.1%	8.0%	8.1%	61.5%	8.0%	4.2%	29.0%	27.0%	29.8%	15.8%	16.4%	22.9%
Conservatives	89	64	25	15	14	23	37	20	4	-	*	10	34	30	12	9	4	48	9	5	4	21	21	11	33	-	3
	8.9%	12.6%	5.0%	7.2%	6.7%	10.1%	10.5%	47.2%	7.5%	-	2.3%	7.4%	9.8%	13.9%	4.4%	8.9%	5.7%	52.8%	3.5%	18.3%	3.9%	16.2%	8.0%	6.2%	10.1%	-	3.8%
Liberal Democrats	53	34	19	9	10	9	25	6	1	11	-	5	25	17	7	1	3	9	11	12	2	8	21	5	16	2	1
	5.3%	6.7%	3.8%	4.4%	4.7%	3.8%	7.1%	15.1%	2.0%	21.1%	-	3.5%	7.2%	7.7%	2.6%	1.4%	4.2%	10.4%	4.1%	42.9%	2.3%	6.4%	7.8%	3.1%	4.9%	5.4%	1.4%
UKIP	80	45	35	13	20	19	28	3	1	5	4	12	18	25	26	9	2	4	3	2	45	6	18	14	33	*	8
	8.0%	8.9%	7.0%	6.3%	9.4%	8.2%	7.9%	7.6%	1.8%	10.4%	20.3%	8.2%	5.3%	11.3%	9.5%	8.5%	3.5%	4.4%	1.1%	5.8%	47.7%	5.0%	6.7%	7.7%	10.4%	1.2%	11.6%
Green	105	54	51	20	30	29	27	4	1	10	1	9	46	23	25	5	6	3	20	2	8	13	28	27	28	4	5
	10.5%	10.5%	10.5%	9.5%	13.8%	12.4%	7.7%	9.4%	1.2%	19.2%	5.3%	6.0%	13.5%	10.6%	9.1%	4.8%	8.8%	3.0%	7.7%	7.7%	8.6%	10.2%	10.7%	15.6%	8.8%	9.5%	7.1%
Another Party	12	8	4	2	4	2	4	-	-	-	1	3	8	-	4	-	*	1	-	-	1	-	1	2	3	4	2
	1.2%	1.6%	0.8%	1.1%	1.6%	0.9%	1.2%	-	-	-	4.6%	2.4%	2.3%	-	1.5%	-	0.7%	1.3%	-	-	1.0%	-	0.4%	1.0%	0.9%	11.5%	3.7%
None of these	106	45	61	13	24	30	39	5	4	6	7	16	34	16	33	12	11	6	19	1	13	17	34	17	29	3	3
	10.6%	8.8%	12.4%	6.1%	11.1%	13.2%	11.2%	10.8%	8.1%	11.5%	35.9%	11.3%	9.9%	7.2%	12.1%	11.6%	17.4%	7.0%	7.2%	2.2%	14.2%	13.3%	12.8%	9.9%	9.0%	8.7%	4.3%
Dont know	321	124	198	97	60	61	104	4	8	10	4	52	77	50	111	50	34	12	39	4	17	25	70	47	129	18	30
	32.0%	24.2%	40.2%	46.8%	27.8%	26.3%	29.7%	9.9%	14.8%	20.1%	20.9%	37.0%	22.4%	22.8%	40.9%	47.7%	51.8%	13.0%	14.9%	15.1%	18.1%	19.9%	26.6%	26.7%	40.1%	47.3%	45.2%
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 60**  
**Q24. Which political party, if any, do you trust most to deliver affordable housing?**  
Base : All Respondents

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group							
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales		
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51	
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
Labour	290	163	128	55	62	77	97	4	39	14	3	32	123	79	59	21	7	12	162	8	8	45	84	61	65	9	24	
	28.9%	31.8%	25.9%	26.5%	28.5%	33.3%	27.7%	9.0%	74.3%	26.8%	16.0%	23.0%	35.9%	36.2%	21.8%	20.4%	11.0%	13.6%	61.4%	29.0%	8.7%	35.4%	32.3%	34.5%	20.3%	25.5%	35.6%	
Conservatives	91	59	33	19	13	18	41	14	3	5	3	11	49	19	14	6	4	44	8	6	2	15	27	9	35	2	1	
	9.1%	11.5%	6.6%	9.1%	6.2%	7.9%	11.7%	31.8%	6.1%	9.0%	15.3%	7.7%	14.2%	8.6%	5.2%	5.7%	6.0%	48.6%	3.1%	22.3%	2.3%	11.6%	10.3%	5.1%	10.7%	5.7%	1.4%	
Liberal Democrats	38	25	13	5	12	3	18	6	-	4	1	4	20	8	8	1	*	6	12	8	1	7	14	8	7	1	1	
	3.8%	4.8%	2.7%	2.6%	5.4%	1.2%	5.3%	13.1%	-	7.5%	6.9%	2.8%	5.9%	3.7%	3.0%	1.1%	0.7%	6.3%	4.4%	27.8%	1.1%	5.5%	5.4%	4.4%	2.2%	1.7%	1.4%	
UKIP	63	42	21	11	15	17	21	1	-	2	5	11	21	14	17	9	2	2	3	2	36	4	15	13	25	-	5	
	6.3%	8.2%	4.4%	5.2%	6.7%	7.3%	6.0%	1.4%	-	4.8%	22.6%	7.8%	6.1%	6.5%	6.2%	8.5%	3.5%	2.5%	1.3%	5.8%	37.5%	3.5%	5.7%	7.3%	7.6%	-	7.4%	
Green	64	36	28	12	15	16	21	6	2	5	-	9	21	13	21	3	6	2	17	-	7	11	15	13	19	2	4	
	6.3%	7.0%	5.6%	5.7%	7.1%	6.9%	6.0%	13.1%	3.8%	9.1%	-	6.0%	6.1%	6.0%	7.8%	2.6%	8.8%	1.8%	6.3%	-	7.0%	8.5%	5.6%	7.6%	6.0%	5.0%	5.7%	
Another Party	8	5	3	1	2	2	4	-	-	-	1	3	5	-	3	-	-	-	-	-	1	-	-	1	2	-	3	2
	0.8%	1.0%	0.7%	0.3%	0.8%	0.7%	1.2%	-	-	-	4.6%	2.4%	1.4%	-	1.2%	-	-	-	-	-	1.0%	-	0.4%	1.1%	-	8.2%	3.7%	
None of these	119	54	65	17	25	34	43	6	2	6	5	19	34	23	35	15	13	5	21	1	15	18	31	19	40	5	4	
	11.9%	10.6%	13.3%	8.5%	11.5%	14.7%	12.4%	14.7%	3.5%	12.7%	25.2%	13.3%	9.9%	10.3%	13.0%	14.0%	20.1%	5.4%	7.9%	3.5%	16.1%	14.0%	11.9%	11.1%	12.3%	13.1%	6.2%	
Dont know	329	128	201	87	73	64	104	7	6	15	2	52	70	63	113	50	33	20	41	3	25	27	75	51	132	15	26	
	32.8%	25.0%	40.8%	42.1%	33.9%	27.9%	29.8%	16.8%	12.2%	30.2%	9.3%	37.0%	20.5%	28.6%	41.7%	47.7%	50.0%	21.9%	15.6%	11.6%	26.3%	21.5%	28.6%	29.0%	40.9%	40.7%	38.7%	
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

**Table 61**  
**Q25. Which political party, if any, do you trust most to secure a good economic future for the UK?**  
**Base : All Respondents**

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group							
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales		
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51	
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
Labour	243	144	99	47	46	66	84	-	33	10	2	31	98	58	60	20	7	5	146	3	10	39	66	54	54	9	21	
	24.2%	28.2%	20.0%	22.9%	21.3%	28.5%	24.0%	-	63.1%	20.2%	7.7%	21.8%	28.6%	26.3%	22.1%	18.9%	11.0%	5.3%	55.4%	9.1%	10.1%	30.3%	25.1%	30.5%	16.7%	24.3%	31.3%	
Conservatives	175	108	67	37	39	44	56	25	5	4	1	17	87	45	31	9	4	67	27	7	8	18	45	27	78	4	3	
	17.5%	21.1%	13.7%	17.8%	17.8%	19.0%	16.0%	59.0%	10.5%	7.9%	5.3%	12.1%	25.3%	20.4%	11.4%	8.9%	5.7%	73.2%	10.3%	24.5%	8.9%	14.0%	17.0%	15.3%	24.0%	10.7%	4.3%	
Liberal Democrats	49	41	8	12	13	4	19	2	2	8	*	6	20	15	12	1	1	6	13	11	2	16	14	7	9	1	-	
	4.8%	8.0%	1.6%	5.9%	6.1%	1.7%	5.5%	3.7%	4.1%	15.1%	2.3%	4.0%	5.8%	6.8%	4.5%	0.6%	1.3%	6.2%	5.1%	41.2%	1.7%	12.3%	5.4%	3.8%	2.9%	2.5%	-	
UKIP	88	53	35	10	18	19	42	8	2	6	9	13	31	26	15	13	4	3	6	2	48	7	23	18	28	4	8	
	8.8%	10.5%	7.1%	4.7%	8.2%	8.4%	11.9%	19.5%	3.0%	11.5%	45.6%	9.3%	8.9%	11.8%	5.6%	12.3%	5.5%	3.4%	2.2%	5.8%	50.8%	5.4%	8.9%	10.3%	8.6%	9.5%	11.6%	
Green	69	31	38	16	15	19	19	2	-	3	-	12	24	12	21	2	9	3	13	3	3	9	18	14	22	1	3	
	6.9%	6.1%	7.7%	7.7%	7.1%	8.1%	5.3%	5.7%	-	6.0%	-	8.7%	7.0%	5.3%	7.9%	2.3%	14.4%	3.5%	4.8%	11.6%	2.9%	7.0%	6.9%	8.2%	7.0%	3.0%	4.3%	
Another Party	6	2	4	1	2	1	2	-	-	-	1	1	4	-	2	-	-	-	-	-	1	-	1	2	1	3	-	
	0.6%	0.5%	0.7%	0.3%	1.1%	0.5%	0.5%	-	-	-	4.6%	0.7%	1.3%	-	0.6%	-	-	-	-	-	1.0%	-	0.4%	1.1%	0.2%	6.9%	-	
None of these	117	50	68	20	27	27	43	3	5	11	5	15	34	19	34	12	18	2	26	*	9	15	38	21	30	7	4	
	11.7%	9.7%	13.7%	9.6%	12.4%	11.8%	12.4%	7.1%	8.8%	21.7%	25.2%	10.8%	10.0%	8.9%	12.5%	11.1%	27.4%	2.0%	10.0%	1.6%	9.9%	11.7%	14.4%	11.8%	9.3%	18.1%	6.1%	
Dont know	256	81	175	64	56	51	85	2	5	9	2	46	44	45	96	48	23	6	32	2	14	25	57	33	101	9	28	
	25.6%	15.9%	35.6%	31.1%	26.1%	22.0%	24.4%	4.9%	10.5%	17.6%	9.3%	32.7%	13.0%	20.5%	35.5%	45.8%	34.8%	6.3%	12.2%	6.1%	14.7%	19.3%	21.9%	18.9%	31.3%	25.1%	42.4%	
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



**16-24s Political Attitudes Poll**  
Prepared on behalf of Sky News

27 Aug 2014

Table 62

Q26. Which political party, if any, do you trust most to deliver a good standard of living for you personally?

Base : All Respondents

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group							
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales		
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51	
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
Labour	260	148	111	38	50	81	90	2	32	17	2	31	108	72	58	15	6	6	171	4	8	40	63	55	72	8	21	
	25.9%	29.1%	22.6%	18.6%	23.3%	35.0%	25.8%	3.9%	61.9%	32.9%	10.0%	21.7%	31.6%	33.0%	21.3%	14.2%	9.6%	7.0%	64.8%	15.0%	8.5%	31.3%	23.9%	31.6%	22.3%	20.5%	31.3%	
Conservatives	134	93	41	32	28	23	51	21	5	4	1	14	63	36	22	7	6	56	18	5	2	24	37	14	49	4	2	
	13.4%	18.2%	8.4%	15.4%	13.1%	9.8%	14.6%	48.8%	9.2%	7.0%	5.3%	9.6%	18.4%	16.5%	8.1%	6.6%	9.1%	61.6%	6.6%	16.7%	2.3%	18.7%	14.3%	8.0%	15.2%	10.7%	2.8%	
Liberal Democrats	46	27	19	7	12	8	19	2	-	4	3	8	22	7	12	5	*	6	7	11	1	6	16	11	7	*	5	
	4.6%	5.3%	3.8%	3.2%	5.3%	3.7%	5.4%	3.7%	-	8.7%	14.6%	5.3%	6.4%	3.0%	4.3%	4.8%	0.7%	6.2%	2.6%	41.4%	1.0%	4.6%	6.2%	6.2%	2.1%	1.2%	8.1%	
UKIP	77	45	32	11	15	18	33	3	1	7	5	15	26	18	19	11	2	2	4	-	49	7	24	12	25	1	7	
	7.6%	8.8%	6.4%	5.1%	7.1%	7.7%	9.3%	6.2%	2.3%	12.9%	26.4%	10.3%	7.7%	8.1%	7.2%	10.2%	3.5%	1.8%	1.5%	-	51.9%	5.1%	9.2%	6.9%	7.8%	3.2%	10.2%	
Green	99	55	44	21	27	24	27	7	5	4	-	10	33	27	29	4	6	6	19	4	5	14	23	22	33	3	4	
	9.9%	10.7%	9.0%	10.0%	12.7%	10.4%	7.8%	16.9%	9.0%	8.3%	-	7.3%	9.6%	12.4%	10.7%	4.0%	8.8%	6.2%	7.2%	13.5%	4.9%	11.2%	8.7%	12.3%	10.3%	7.6%	5.7%	
Another Party	8	5	4	1	2	1	4	-	-	-	1	3	4	-	4	-	-	-	-	-	1	-	-	1	2	1	3	2
	0.8%	1.0%	0.7%	0.3%	1.1%	0.5%	1.2%	-	-	-	4.6%	2.4%	1.3%	-	1.5%	-	-	-	-	-	1.0%	-	0.4%	1.1%	0.2%	6.9%	3.7%	
None of these	103	42	60	18	24	26	34	1	2	7	6	16	21	16	36	13	17	2	13	1	13	11	27	22	28	6	4	
	10.2%	8.3%	12.3%	8.9%	10.9%	11.5%	9.8%	1.4%	4.1%	12.8%	29.9%	11.3%	6.1%	7.2%	13.2%	12.8%	25.3%	2.0%	4.9%	5.1%	13.8%	8.9%	10.5%	12.6%	8.8%	16.8%	6.2%	
Dont know	277	96	182	79	57	49	91	8	7	9	2	45	65	43	92	50	28	14	33	2	16	26	71	38	107	12	21	
	27.6%	18.7%	36.9%	38.4%	26.5%	21.4%	26.1%	19.1%	13.4%	17.4%	9.3%	32.1%	18.8%	19.7%	33.8%	47.4%	43.0%	15.1%	12.4%	8.3%	16.7%	20.2%	27.0%	21.4%	33.2%	33.0%	32.1%	
SIGMA	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**16-24s Political Attitudes Poll**

Prepared on behalf of Sky News

27 Aug 2014

Table 63

Q27. Which of the following statements is closest to your view?

Base : All Respondents

	Gender		Age				2010 Vote					Likelihood to Vote					GE Voting Intention				Ward Group						
	Male	Female	16-17	18-19	20-21	22-24	CON	LAB	LD	OTHER	Did not vote	10	8-9	5-7	1-4	0	CON	LAB	LD	UKIP	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1003	287	716	160	233	241	369	37	53	53	19	156	327	209	278	121	68	87	264	25	91	127	184	245	327	57	51
Weighted Total	1003	511	492	207	216	230	350	43	52	51	20	141	343	219	271	105	65	91	263	28	95	128	262	175	322	37	66
Politicians focus too much on the needs of old people (over 60s) compared with the needs of young people (under 25s)	357 35.6%	185 36.3%	172 35.0%	86 41.7%	83 38.6%	68 29.5%	120 34.3%	19 44.0%	18 34.4%	21 40.8%	13 63.9%	42 29.8%	130 38.0%	82 37.5%	86 31.7%	32 30.9%	27 40.9%	30 33.2%	84 31.9%	10 37.7%	41 43.3%	37 29.3%	90 34.2%	67 38.3%	113 35.0%	16 43.3%	32 47.8%
Politicians have the right balance of focus between the needs of young and old people	324 32.3%	195 38.2%	129 26.2%	69 33.5%	76 35.2%	80 34.7%	99 28.2%	9 21.3%	24 45.7%	16 31.5%	1 5.3%	36 25.5%	118 34.5%	82 37.7%	85 31.4%	30 28.9%	8 12.1%	40 43.8%	103 39.1%	12 44.5%	27 28.3%	46 36.0%	94 36.0%	52 29.9%	107 33.1%	10 25.8%	12 17.3%
Politicians focus too much on the needs of young people (under 25s) compared with the needs of old people (over 60s)	72 7.2%	31 6.0%	42 8.4%	13 6.4%	18 8.1%	17 7.5%	24 6.9%	4 10.3%	* 0.9%	4 8.3%	* 2.3%	11 7.6%	28 8.3%	13 5.7%	17 6.3%	9 8.5%	5 8.2%	9 10.2%	19 7.3%	1 2.2%	8 8.7%	9 6.9%	17 6.7%	13 7.5%	25 7.8%	2 6.3%	5 7.1%
Don't know	249 24.9%	100 19.5%	150 30.4%	38 18.4%	39 18.1%	65 28.3%	107 30.6%	11 24.5%	10 19.0%	10 19.4%	6 28.5%	52 37.1%	66 19.2%	42 19.0%	83 30.6%	33 31.7%	25 38.8%	12 12.9%	57 21.7%	4 15.6%	19 19.7%	35 27.7%	60 23.0%	43 24.3%	78 24.1%	9 24.6%	18 27.8%
SIGMA	1003 100.0%	511 100.0%	492 100.0%	207 100.0%	216 100.0%	230 100.0%	350 100.0%	43 100.0%	52 100.0%	51 100.0%	20 100.0%	141 100.0%	343 100.0%	219 100.0%	271 100.0%	105 100.0%	65 100.0%	91 100.0%	263 100.0%	28 100.0%	95 100.0%	128 100.0%	262 100.0%	175 100.0%	322 100.0%	37 100.0%	66 100.0%