

YouGov / Sunday Times Survey Results

Sample Size: 1877 GB Adults
Fieldwork: 18th - 19th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1877	460	561	140	158	542	463	396	912	965	227	479	642	529	1070	807	240	610	402	462	163	
Unweighted Sample	1877	440	579	119	206	545	467	430	906	971	155	445	744	533	1266	611	283	677	344	429	144	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	32	100	0	0	0	74	3	13	33	32	32	28	32	36	39	24	37	41	30	27	16
Lab	39	0	100	0	0	5	89	37	37	42	36	45	40	35	33	48	40	28	46	48	40
Lib Dem	10	0	0	100	0	1	1	36	10	10	14	14	8	7	13	5	12	13	9	7	7
Other	18	0	0	0	100	20	7	14	20	17	17	13	19	22	15	24	11	18	16	18	37

Other Parties Voting Intention

UKIP	11	0	0	0	100	18	4	5	13	9	4	4	14	16	9	14	7	13	11	14	2
SNP / PCY	3	0	0	0	0	1	2	2	3	4	4	3	2	4	2	5	1	1	0	1	27
Green	2	0	0	0	0	0	0	5	2	2	6	4	2	0	2	3	2	2	4	2	4
BNP	1	0	0	0	0	1	0	2	0	1	0	0	1	1	0	1	0	1	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	2
Other	1	0	0	0	0	0	1	0	1	0	2	1	0	0	1	0	0	1	0	1	1

Non Voters

Would Not Vote	9	0	0	0	0	3	2	6	9	8	21	11	6	5	8	10	7	11	8	7	8
Don't know	16	0	0	0	0	11	12	21	10	21	18	14	17	14	14	17	16	15	18	15	12

Do you approve or disapprove of the Government's record to date?

	July 17-18	July 18-19																				
Approve	28	26	79	4	34	10	58	6	20	31	21	22	24	27	29	34	17	35	31	22	22	17
Disapprove	57	59	9	91	44	81	27	86	65	58	60	58	56	60	62	52	68	51	51	64	65	73
Don't know	15	15	12	5	22	10	16	8	15	11	18	20	13	9	14	15	14	17	14	13	10	

Do you think that David Cameron is doing well or badly as Prime Minister?

	July 11-12	July 18-19																				
Very well	4	4	16	1	0	0	12	1	1	5	3	4	4	5	3	6	3	5	5	3	5	2
Fairly well	30	33	73	9	51	24	60	11	31	34	32	35	33	32	34	38	26	39	40	29	28	21
TOTAL WELL	34	37	89	10	51	24	72	12	32	39	35	39	37	37	44	29	44	45	32	33	23	
Fairly badly	32	29	9	40	35	42	18	35	36	25	32	21	26	30	33	27	31	27	24	37	26	35
Very badly	28	26	0	48	10	30	5	49	26	26	25	17	25	28	28	20	33	23	17	26	35	33
TOTAL BADLY	60	55	9	88	45	72	23	84	62	51	57	38	51	58	61	47	64	50	41	63	61	68
Don't know	5	8	2	2	5	3	5	4	6	9	8	23	11	6	2	9	8	7	14	4	6	8

Fieldwork: 18th - 19th July 2013

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Unweighted Sample	1877	440	579	119	206	545	467	430	906	971	155	445	744	533	1266	611	283	677	344	429	144	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 11-12	July 18-19																					
Do you think Ed Miliband is doing well or badly as leader of the Labour party?																							
Very well	4	3	1	8	0	0	1	8	2	3	3	0	3	3	3	3	3	3	4	2	3	3	1
Fairly well	23	23	10	50	21	6	11	41	27	22	23	18	19	24	26	20	26	20	20	23	25	27	
TOTAL WELL	27	26	11	58	21	6	12	49	29	25	26	18	22	27	29	23	29	24	22	26	28	28	
Fairly badly	35	37	43	28	54	37	39	33	45	36	38	33	38	36	39	39	34	31	37	38	41	33	
Very badly	27	24	40	5	17	55	42	8	16	28	20	16	20	27	27	26	22	28	25	23	22	23	
TOTAL BADLY	62	61	83	33	71	92	81	41	61	64	58	49	58	63	66	65	56	59	62	61	63	56	
Don't know	11	14	5	9	9	2	7	9	10	12	16	33	20	9	5	13	15	17	16	13	9	16	
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?																							
Very well	2	1	2	1	10	0	1	1	3	2	1	1	1	2	1	2	1	1	2	1	1	2	
Fairly well	16	17	33	7	54	5	26	7	25	17	17	12	18	19	16	21	13	20	21	16	13	14	
TOTAL WELL	18	18	35	8	64	5	27	8	28	19	18	13	19	21	17	23	14	21	23	17	14	16	
Fairly badly	31	31	33	33	27	30	34	30	35	30	32	25	30	34	32	31	31	30	30	34	33	27	
Very badly	40	38	25	54	5	64	31	56	28	40	37	33	34	37	45	34	43	38	31	38	43	49	
TOTAL BADLY	71	69	58	87	32	94	65	86	63	70	69	58	64	71	77	65	74	68	61	72	76	76	
Don't know	11	12	7	5	4	1	7	6	8	11	13	28	16	8	5	12	12	12	15	11	9	10	
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?																							
Very well	2	2	5	1	9	0	3	2	3	3	2	2	3	3	1	2	2	4	1	1	3	3	
Fairly well	26	28	58	12	51	13	49	10	35	31	25	19	27	29	30	33	22	30	34	24	24	21	
TOTAL WELL	28	30	63	13	60	13	52	12	38	34	27	21	30	32	31	35	24	34	35	25	27	24	
Fairly badly	35	35	27	40	30	44	31	39	33	32	37	36	36	33	35	34	35	36	31	38	36	36	
Very badly	30	26	5	45	6	42	13	45	21	25	27	18	22	29	30	21	33	23	20	28	33	29	
TOTAL BADLY	65	61	32	85	36	86	44	84	54	57	64	54	58	62	65	55	68	59	51	66	69	65	
Don't know	7	9	4	3	5	1	3	4	8	9	10	25	12	6	4	10	9	8	13	8	4	12	

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

	July 11-12	July 18-19																				
Do you think this coalition government is good or bad for people like you?																						
Very good	2	2	4	0	11	0	3	1	4	2	1	1	1	3	2	2	1	2	2	1	1	4
Fairly good	14	16	40	4	31	6	32	3	17	18	14	12	15	17	17	19	11	16	21	15	13	10
TOTAL GOOD	16	18	44	4	42	6	35	4	21	20	15	13	16	20	19	21	12	18	23	16	14	14
Fairly bad	28	26	23	33	17	26	23	30	27	25	27	29	26	24	28	28	23	27	24	29	27	26
Very bad	30	29	7	50	7	45	16	51	23	27	30	18	26	31	32	22	37	23	23	31	36	31
TOTAL BAD	58	55	30	83	24	71	39	81	50	52	57	47	52	55	60	50	60	50	47	60	63	57
Doesn't make much difference either way	19	21	24	12	29	21	23	13	25	19	22	18	21	23	20	21	21	27	20	19	19	23
Don't know	6	7	3	1	5	1	3	2	4	8	6	22	10	3	2	8	6	5	11	5	4	7

	July 11-12	July 18-19																				
Do you think the coalition government is managing the economy well or badly?																						
Very well	3	4	12	0	4	2	9	1	2	5	2	2	3	5	3	4	2	4	4	3	3	5
Fairly well	27	28	66	6	48	29	55	7	28	32	25	21	29	28	31	34	21	35	34	27	24	12
TOTAL WELL	30	32	78	6	52	31	64	8	30	37	27	23	32	33	34	38	23	39	38	30	27	17
Fairly badly	32	33	15	42	38	40	22	38	39	31	34	32	31	34	34	30	36	27	28	37	36	39
Very badly	29	25	3	48	7	26	8	48	23	23	27	15	24	27	28	20	31	28	18	27	29	33
TOTAL BADLY	61	58	18	90	45	66	30	86	62	54	61	47	55	61	62	50	67	55	46	64	65	72
Don't know	9	10	4	3	4	3	6	6	7	9	11	30	13	7	4	11	9	6	16	7	8	11

	July 11-12	July 18-19																				
In your opinion how good or bad is the state of Britain's economy at the moment?																						
Very good	1	1	2	0	0	0	1	1	1	1	0	1	0	1	0	1	0	2	1	0	0	0
Quite good	6	7	17	2	14	3	15	1	5	10	4	7	9	5	8	9	4	9	9	5	5	9
TOTAL GOOD	7	8	19	2	14	3	16	2	6	11	4	8	9	6	8	10	4	11	10	5	5	9
Neither good nor bad	22	23	40	14	28	19	34	13	24	26	20	23	24	23	21	25	20	28	25	18	23	15
Quite bad	43	43	32	50	50	45	37	49	47	39	46	37	40	44	47	42	44	34	39	48	46	46
Very bad	23	21	7	31	5	32	14	35	18	18	24	11	21	24	23	18	26	22	18	25	23	22
TOTAL BAD	66	64	39	81	55	77	51	84	65	57	70	48	61	68	70	60	70	56	57	73	69	68
Don't know	4	5	1	2	2	0	0	2	4	6	5	22	6	3	1	6	5	5	8	4	2	8

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

How do you think the financial situation of your household will change over the next 12 months?

	July 11-12	July 18-19																				
Get a lot better	1	2	3	1	5	3	4	1	3	4	1	5	4	1	1	3	2	2	5	1	2	0
Get a little better	9	10	19	8	12	3	16	6	8	13	6	12	14	8	6	12	6	16	9	11	7	5
TOTAL BETTER	10	12	22	9	17	6	20	7	11	17	7	17	18	9	7	15	8	18	14	12	9	5
Stay about the same	38	35	51	28	55	33	44	24	43	35	35	29	34	35	39	39	30	40	35	32	37	33
Get a little worse	32	31	20	40	21	40	24	47	27	28	34	21	26	33	38	27	37	24	30	34	32	37
Get a lot worse	14	14	4	19	6	20	10	19	12	11	17	6	12	19	14	10	19	12	11	18	15	16
TOTAL WORSE	46	45	24	59	27	60	34	66	39	39	51	27	38	52	52	37	56	36	41	52	47	53
Don't know	5	8	3	4	1	2	2	3	7	9	7	26	10	4	1	9	6	6	10	5	6	9

Which party, if any, do you trust the most to deal with the issue of the NHS?

Conservatives	19	67	1	5	17	51	1	8	22	17	12	15	21	25	23	15	22	23	19	17	10
Labour	29	2	75	10	12	4	68	31	31	28	22	33	31	27	25	35	30	20	30	40	35
Liberal Democrats	5	3	2	39	2	3	3	15	6	5	8	7	5	3	6	4	6	8	2	4	5
None of them	35	23	17	32	66	35	22	33	32	38	40	30	33	39	34	36	32	37	37	30	39
Don't know	11	5	6	14	3	7	6	13	9	12	19	15	9	5	12	9	10	11	12	9	11

More specifically, which party do you think would do the best job of...

Improving standards of patient care in the NHS?

Conservatives	21	66	2	4	19	52	3	8	22	19	12	17	21	27	23	17	23	24	19	19	10
Labour	31	2	78	11	11	4	74	32	33	30	25	35	33	29	27	37	32	21	31	42	39
Liberal Democrats	6	3	2	48	2	2	2	19	7	6	5	9	6	5	8	5	5	9	4	5	10
None of them	29	20	14	22	57	29	16	27	27	30	34	22	30	31	30	27	26	31	31	23	30
Don't know	13	9	5	15	11	13	5	14	11	15	23	17	10	9	12	14	14	15	14	10	10

Ensuring the NHS has sound finances and delivers good value for money?

Conservatives	23	73	3	9	21	57	4	11	28	20	19	19	25	27	27	19	26	28	21	21	16
Labour	27	1	68	12	9	3	64	26	27	27	20	31	27	26	23	32	29	17	26	37	34
Liberal Democrats	6	2	3	44	2	1	4	17	6	6	7	7	6	5	7	4	4	8	5	5	5
None of them	29	16	18	21	58	26	21	30	29	30	29	25	32	31	30	29	26	31	32	26	33
Don't know	14	8	7	15	11	12	6	16	10	18	25	17	11	11	13	16	15	16	16	11	11

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

Do you think standards in the NHS have got better or worse under the Conservative/Liberal Democrat coalition?

Got a lot better	2	5	0	0	0	5	0	1	2	1	1	1	2	1	2	2	1	3	0	1	2
Got a little better	10	24	3	18	9	20	4	7	13	7	11	8	10	11	12	7	15	12	7	9	4
TOTAL BETTER	12	29	3	18	9	25	4	8	15	8	12	9	12	12	14	9	16	15	7	10	6
Stayed about the same	33	50	16	47	33	47	15	32	35	31	37	36	32	29	37	27	30	39	34	27	28
Got a little worse	24	10	36	22	24	13	35	28	23	24	16	25	24	25	22	25	21	19	28	26	24
Got a lot worse	23	3	41	7	30	9	43	25	19	26	12	14	26	32	18	30	23	18	21	30	22
TOTAL WORSE	47	13	77	29	54	22	78	53	42	50	28	39	50	57	40	55	44	37	49	56	46
Don't know	9	7	4	5	3	6	3	8	8	10	23	15	6	2	9	10	11	8	9	7	19

And do you think standards in the NHS got better or worse under the last Labour government?

Got a lot better	6	2	13	7	2	2	13	8	8	4	8	4	7	6	7	4	7	5	6	8	5
Got a little better	16	6	35	13	7	6	33	18	19	13	10	19	16	15	14	18	17	13	18	17	17
TOTAL BETTER	22	8	48	20	9	8	46	26	27	17	18	23	23	21	21	22	24	18	24	25	22
Stayed about the same	25	18	31	29	11	16	29	26	25	25	35	28	23	20	25	25	26	26	20	27	22
Got a little worse	23	35	13	30	33	33	15	23	22	25	14	21	26	26	26	20	23	26	26	21	16
Got a lot worse	20	34	2	13	43	38	5	14	19	21	9	12	22	30	19	21	16	22	20	18	23
TOTAL WORSE	43	69	15	43	76	71	20	37	41	46	23	33	48	56	45	41	39	48	46	39	39
Don't know	10	5	6	7	4	7	4	11	8	13	24	16	6	4	10	11	11	9	10	9	17

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

This week the Keogh report into 14 NHS hospital trusts across the country with higher than normal death rates was published, following the emergence of the Stafford NHS scandal earlier this year. The report found some serious failings and eleven trusts were placed in special measures.

From what you have seen or heard, do you think the last Labour government did or did not deliberately cover up failings at NHS hospitals?

Did cover them up - the last government knew about failing hospitals, but covered them up for political reasons	41	69	13	44	72	71	16	33	42	40	23	35	42	52	43	39	44	44	39	37	38
Did not cover them up - when the last government encountered failings it did try to put things right, but generally failed to do so	22	15	36	24	10	12	36	27	23	21	24	24	23	19	21	24	17	22	23	28	18
Did not cover them up – when the last government encountered failings it did try to put things right and generally succeeded	9	1	24	10	1	1	22	11	9	9	6	8	9	11	9	9	12	7	9	8	13
Don't know	28	15	28	22	17	16	26	29	25	30	47	33	26	17	27	28	27	27	29	27	31

Who do you think is most to blame for the failings in the NHS uncovered by the Keogh report not being found earlier?

Hospital management	43	34	57	51	33	35	60	48	42	44	27	38	45	51	42	45	43	38	46	49	39
The last Labour government	19	40	3	14	43	41	3	11	21	17	13	15	20	23	19	18	22	24	14	16	15
Civil servants in the department of Health	15	15	18	13	15	12	18	17	16	14	12	16	14	17	16	15	11	14	18	15	18
Hospital doctors and healthcare staff	4	2	5	7	0	3	5	3	3	4	5	6	4	1	4	4	7	4	3	3	4
Someone else	1	0	2	2	2	0	1	2	2	1	3	1	2	1	1	1	2	1	2	1	3
Don't know	18	8	15	14	7	8	12	19	16	19	40	24	14	7	18	17	16	19	18	17	21

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

May 9-10 July 18-19

Would you support or oppose the following proposals?

Banning brightly coloured branding and packaging for cigarettes, and instead requiring all cigarettes to be sold in plain packages with standardised writing.

Strongly support	34	31	28	38	37	24	25	36	39	31	31	24	28	32	36	32	29	29	31	31	30	37
Tend to support	25	27	34	29	27	16	32	25	31	28	26	24	31	26	27	27	28	32	26	26	29	19
TOTAL SUPPORT	59	58	62	67	64	40	57	61	70	59	57	48	59	58	63	59	57	61	57	57	59	56
Tend to oppose	15	17	17	16	21	27	19	21	13	16	17	18	18	16	16	18	15	12	17	20	16	16
Strongly oppose	10	9	7	8	7	22	11	7	5	9	8	8	4	11	9	8	10	8	8	5	11	14
TOTAL OPPOSE	25	26	24	24	28	49	30	28	18	25	25	26	22	27	25	26	25	20	25	25	27	30
Don't know	16	17	15	10	7	11	13	10	12	15	18	26	20	15	12	16	18	19	17	17	15	13

The government have recently announced that they will not go ahead with plans to introduce plain packaging for cigarettes, saying there was not yet enough evidence and they wanted to see how the policy worked in Australia where it has recently been introduced. Other people have suggested the government dropped the plans because they were pressurised by the tobacco companies.

Do you think...

The government probably dropped the policy because they are not yet confident it will work and want more evidence

25	46	15	26	28	42	14	18	26	23	22	26	24	27	27	23	24	26	25	25	22
----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

The government probably dropped the policy because they were pressurised by the tobacco companies

60	40	78	63	67	45	78	71	58	62	45	60	61	65	58	63	60	56	62	62	63
----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

Don't know

15	14	7	11	5	13	8	11	15	15	33	15	15	8	15	15	15	19	13	12	15
----	----	---	----	---	----	---	----	----	----	----	----	----	---	----	----	----	----	----	----	----

Fieldwork: 18th - 19th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1877	460	561	140	158	542	463	396	912	965	227	479	642	529	1070	807	240	610	402	462	163
Unweighted Sample	1877	440	579	119	206	545	467	430	906	971	155	445	744	533	1266	611	283	677	344	429	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some people have criticised the Prime Minister's appointment of Lynton Crosby as the Conservative party's election strategist as Mr Crosby's company also does work for a tobacco company, saying it risks a conflict of interest. Do you think...

Is acceptable for Mr Crosby to work part-time for the Conservative party and part-time for other commercial clients	18	42	9	19	19	36	9	13	23	13	12	21	18	17	21	14	18	21	17	18	11
Is not acceptable for Mr Crosby to work for the Conservative party at the same time as he works for other commercial clients	64	46	77	65	74	49	79	74	61	67	52	58	67	70	62	67	62	60	68	64	70
Don't know	18	12	15	17	7	15	12	13	16	20	36	21	14	12	17	20	20	19	15	18	18

The first child of Prince William and Catherine, Duchess of Cambridge, is due to be born this month

Do you think there should or should not be an extra bank holiday to mark the birth or christening of the royal baby?

Should	37	39	39	40	31	36	38	37	34	41	44	51	38	22	38	36	41	38	37	38	27
Should not	51	54	51	51	61	55	56	52	53	49	31	36	52	70	51	50	49	47	50	53	61
Don't know	12	7	10	9	9	9	7	11	14	11	24	13	11	8	11	14	10	15	12	10	12

Prince William is currently a Flight Lieutenant in the RAF and works as a search and rescue helicopter pilot. He also carries out royal duties.

Do you think Prince William should take paternity leave from his RAF role?

Should	69	74	74	73	57	72	73	75	62	76	57	74	72	66	69	69	71	69	72	68	68
Should not	11	14	9	8	21	15	11	8	13	10	10	8	9	18	10	13	11	11	11	13	11
Don't know or don't care	19	12	17	19	23	14	17	17	25	14	32	18	19	16	20	18	18	21	18	19	21

Fieldwork: 18th - 19th July 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1877	460	561	140	158	542	463	396	912	965	227	479	642	529	1070	807	240	610	402	462	163
Unweighted Sample	1877	440	579	119	206	545	467	430	906	971	155	445	744	533	1266	611	283	677	344	429	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And after any paternity leave, do you think Prince William should return to his role as an RAF pilot or should he give up his RAF role to spend more time with the baby?

Should return to his RAF role	72	86	73	65	79	86	73	73	69	76	51	69	76	80	72	73	68	71	77	73	69
Should give up his RAF role	5	5	3	7	4	4	5	3	5	5	6	5	4	5	4	6	8	5	3	6	6
Don't know or don't care	23	9	24	28	17	11	22	24	26	19	43	26	19	15	24	20	24	24	21	21	25

And thinking about Catherine, Duchess of Cambridge, do you think she should continue to carry out royal duties after the baby is born or should she give up royal duties to spend more time with the baby?

Should return to carrying out royal duties	56	73	54	49	59	73	56	55	52	59	34	52	57	67	57	54	49	58	56	57	50
Should give up royal duties	20	18	22	24	21	17	21	17	18	22	22	18	21	18	17	23	27	17	18	18	27
Don't know or don't care	25	9	24	27	20	10	23	28	30	20	44	30	22	15	26	23	24	25	26	25	22

Do you think the royal baby should have a nanny, or should William and Kate look after the baby without extra help?

Should hire a nanny	38	57	30	41	42	54	32	36	40	36	21	31	39	49	40	35	36	43	33	36	35
Should look after the baby without extra help	37	27	46	29	39	32	44	32	31	43	35	40	40	31	32	44	33	29	42	43	42
Don't know or don't care	26	15	24	30	19	14	24	32	30	22	44	29	21	20	29	21	31	28	25	21	23

Currently school meals are free for children of parents on low incomes or jobseekers allowance. Other children need to pay for school dinners

Do you think the government should or should not make school meals free for all children?

Should - children should be provided with a meal at school without parents having to pay	43	37	56	41	40	34	57	40	44	42	45	47	43	39	40	47	46	40	39	50	41
Should not - the money could be better spent elsewhere	46	59	36	52	55	60	34	53	43	49	32	41	49	54	50	41	45	46	51	43	45
Don't know	11	4	8	6	5	6	9	6	12	9	23	12	7	8	10	11	9	14	10	7	14

Fieldwork: 18th - 19th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1877	460	561	140	158	542	463	396	912	965	227	479	642	529	1070	807	240	610	402	462	163	
Unweighted Sample	1877	440	579	119	206	545	467	430	906	971	155	445	744	533	1266	611	283	677	344	429	144	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you changed your holiday plans as a result of the recent good weather?

Yes, I have	5	7	6	8	3	6	5	6	5	5	8	6	6	2	6	5	5	6	6	5	3
No, I have not	91	92	91	86	97	94	93	91	91	91	82	87	92	97	90	92	89	90	92	92	92
Not sure	4	1	2	6	0	1	2	3	4	4	10	7	2	1	4	3	6	4	2	3	6

Do you normally check your emails when you are on holiday?

Yes, several times a day	11	12	11	9	10	13	10	10	13	9	16	10	13	8	13	8	15	11	6	12	13
Yes, once a day	21	22	22	25	18	20	19	19	26	16	26	20	20	20	22	19	26	24	15	18	21
Yes, once or twice during the holiday	25	28	25	33	22	25	24	30	24	26	23	32	26	21	27	23	27	23	29	24	26
No, I do not	32	34	30	19	39	36	35	29	28	35	18	26	34	41	29	36	23	30	36	36	30
Not sure or not applicable	11	5	12	15	11	6	11	13	8	13	17	13	8	10	8	15	9	11	14	9	9

How often do you check your Facebook, Twitter or other social media feeds?

More than fifty times a day	1	2	1	2	0	1	1	2	1	1	3	1	2	0	1	1	0	2	1	2	1
Twenty to fifty times a day	5	5	7	5	3	4	7	6	5	6	14	9	4	0	5	6	6	5	6	6	4
Between ten and nineteen times a day	10	8	9	11	6	7	9	10	9	10	21	17	6	2	12	7	13	8	11	8	10
Between five and nine times a day	9	7	9	21	7	8	8	11	9	9	18	14	7	4	10	8	10	10	6	9	15
Between two and four times a day	16	16	19	19	11	15	17	21	13	20	14	20	15	16	16	17	15	14	19	17	20
Once a day	13	16	13	10	18	17	14	11	13	14	7	11	16	16	13	15	10	14	17	12	13
Several times a week	6	6	7	6	3	6	7	7	7	5	1	7	7	7	6	6	7	5	5	8	5
Once a week or less	9	9	10	5	14	11	10	6	9	8	2	3	13	10	9	8	10	8	11	7	6
Don't know	2	2	1	1	2	1	1	3	2	2	4	2	2	1	2	2	1	2	1	2	4
Not applicable - I do not use any social media services	28	31	25	20	35	30	26	24	31	25	18	16	28	43	26	30	28	31	23	30	21

In total, how long do you spend looking at or using your mobile phone on an average day?

No time at all	14	19	11	10	17	19	14	13	15	13	1	3	14	29	12	17	10	15	14	14	18
Less than half an hour	34	35	35	31	41	38	34	34	35	33	24	20	39	46	36	32	32	34	38	36	27
Between half an hour and an hour	21	19	21	25	21	21	21	20	21	20	21	27	22	14	23	18	20	22	19	19	28
One or two hours	15	16	18	18	8	13	16	18	15	16	26	25	15	3	17	14	17	14	16	18	8
Three or four hours	5	5	6	10	3	4	4	8	5	6	13	11	3	1	6	4	7	5	6	4	6
Five hours or more	3	2	4	2	1	2	4	1	2	4	8	5	1	1	2	4	4	3	3	3	3
Don't know	3	2	2	1	6	2	4	1	3	4	4	5	3	2	2	5	6	3	2	4	4
Not applicable - I do not have a mobile phone	4	1	3	2	3	2	3	4	4	4	4	4	3	5	2	6	4	5	2	3	7

Fieldwork: 18th - 19th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region				
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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Unweighted Sample	1877	440	579	119	206	545	467	430	906	971	155	445	744	533	1266	611	283	677	344	429	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often do you carry your mobile phone with you?

[Asked to those who have a mobile phone n=1803]

Almost all or all the time	63	62	64	55	68	61	64	67	59	68	74	70	66	49	64	62	65	64	62	64	62
Most of the time	23	25	24	28	16	25	23	19	24	22	20	21	22	28	23	22	22	23	24	21	27
Sometimes	9	8	9	10	11	10	10	8	11	7	3	4	9	15	9	9	11	8	10	9	7
Rarely	3	3	2	3	3	3	3	3	3	2	1	1	2	6	2	4	1	3	3	4	2
Never or almost never	1	1	0	2	0	1	0	2	1	1	1	1	0	2	1	1	1	0	1	2	0
Not sure	1	1	0	2	0	0	0	1	1	1	2	3	0	0	1	1	1	2	0	0	3

Would you answer your mobile phone if it rang when...

[Asked to those who have a mobile phone n=1803]

You were having a conversation with someone?

Yes, I would	27	26	29	26	27	23	30	23	29	24	36	30	27	20	25	30	29	23	27	30	29
No, I would not	51	56	46	43	58	58	47	48	51	50	44	46	51	58	53	47	46	53	47	52	53
Not sure	23	18	24	31	15	19	23	28	19	25	20	24	23	21	22	23	25	24	26	18	18

You were sitting in a restaurant?

Yes, I would	30	27	34	28	33	26	31	28	31	29	28	29	33	29	27	35	38	25	32	28	40
No, I would not	56	63	53	52	55	61	57	53	56	56	61	53	54	59	58	53	51	59	54	59	49
Not sure	14	9	13	20	12	13	12	19	13	15	11	18	13	12	15	12	12	16	14	13	11

You were driving a car?

Yes, I would	10	13	9	14	8	10	10	9	13	6	8	18	7	6	11	7	12	8	9	9	14
No, I would not	88	85	89	83	90	88	88	89	85	91	89	78	91	93	85	92	84	89	89	89	84
Not sure	2	2	2	4	1	2	2	2	2	3	3	4	2	1	3	1	3	2	2	2	2

You were getting served in a shop?

Yes, I would	19	16	22	25	19	13	20	17	21	17	31	25	16	11	18	20	26	15	20	21	12
No, I would not	72	75	70	63	75	78	72	70	71	73	62	66	71	82	72	72	66	75	70	71	78
Not sure	9	10	8	13	6	9	7	13	8	10	6	10	12	7	10	8	8	10	10	8	10

Do you current own an e-reader (e.g. a Kindle or Kobo)?

Yes, I do	32	34	29	23	33	36	31	37	28	35	29	32	30	36	37	25	29	34	28	34	33
No, I do not	68	66	71	77	67	64	69	63	72	65	71	68	70	64	63	75	71	66	72	66	67

Fieldwork: 18th - 19th July 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1877	460	561	140	158	542	463	396	912	965	227	479	642	529	1070	807	240	610	402	462	163
Unweighted Sample	1877	440	579	119	206	545	467	430	906	971	155	445	744	533	1266	611	283	677	344	429	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you go on holiday this year, will you be taking...

An e-reader	17	21	12	9	16	21	13	18	16	18	19	16	16	19	21	12	13	22	12	16	20
Paper books	32	38	30	40	31	40	29	32	30	33	29	32	35	29	35	27	41	35	29	29	16
Both	9	7	11	11	7	8	10	14	9	10	6	7	10	12	10	8	8	9	10	12	8
Neither	16	15	17	16	17	14	18	12	19	12	9	18	14	18	13	19	18	9	18	19	20
Don't know	3	1	3	4	3	1	4	2	4	2	4	4	3	0	2	3	2	2	3	3	5
Not applicable - I am not planning on going on holiday this year	23	18	28	19	26	16	27	22	23	24	33	23	22	22	17	31	18	23	28	21	31

Which do you prefer reading on?

An e-reader	17	19	13	18	21	19	14	16	18	17	21	17	15	18	21	13	14	20	14	15	25
A paper book	65	68	67	69	66	69	67	67	62	67	52	64	67	68	64	66	69	66	64	66	51
Not sure	18	12	20	13	14	13	19	17	21	16	27	20	18	14	16	22	17	14	22	19	25

Generally speaking, do you think the invention of mobile phones has been a good or bad thing?

A good thing	76	80	76	80	74	79	75	80	77	76	78	80	76	73	80	72	74	77	74	79	77
A bad thing	10	8	11	8	15	11	13	6	9	11	11	8	10	12	8	13	11	10	9	9	13
Neither	10	11	10	9	11	9	9	10	10	10	4	7	12	13	9	11	10	10	16	7	5
Don't know	3	1	3	3	1	1	3	4	3	4	7	4	2	2	3	5	5	3	2	4	4

Which of the following statements best reflects your view?

On the whole mobile phones have a bad effect on society, people spend too much time on them and they have made people rude and uncivilised	13	14	15	9	18	14	17	10	14	13	5	8	14	20	12	15	12	13	14	15	11
Mobile phones have had both good and bad effects on society	61	60	63	65	58	62	56	63	59	63	59	63	60	60	63	58	55	62	65	56	67
On the whole mobile phones have had a good effect on society, making it easier to keep in touch with and communicate with friends and family	22	24	20	24	22	21	25	23	23	20	27	22	23	18	22	22	27	21	17	25	18
None of these	1	1	1	1	0	1	1	1	1	1	1	2	1	1	1	1	3	1	1	1	0
Don't know	3	1	1	1	2	1	1	3	3	3	8	5	2	1	2	4	3	3	2	3	3

Fieldwork: 18th - 19th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region				
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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Unweighted Sample	1877	440	579	119	206	545	467	430	906	971	155	445	744	533	1266	611	283	677	344	429	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine ALL of the following happened this
Summer... which do you think would be the be
greatest achievement?

Andy Murray winning Wimbledon	47	54	51	44	38	52	49	46	45	49	42	50	48	45	49	45	41	45	42	50	68
The England cricket team retaining the Ashes	10	12	12	8	16	14	12	7	11	9	6	9	11	14	10	12	12	12	12	10	2
Chris Froome winning the Tour de France	8	9	7	17	8	8	8	13	10	6	4	8	10	8	9	6	9	7	10	8	6
The British and Irish Lions rugby team beating Australia	8	9	7	9	12	9	9	10	9	8	6	9	8	9	7	9	7	9	12	7	4
None of them	15	9	14	14	16	9	14	12	15	15	24	14	14	14	15	15	18	16	13	15	13
Don't know	11	7	10	8	11	8	9	11	9	13	19	11	9	11	10	12	13	11	12	11	8

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

		Unweighted no.	Weighted no.
Age and Gender			
	Male 18 to 24	60	116
	Male 25 to 39	187	240
	Male 40 to 59	372	317
	Male 60 +	287	238
	Female 18 to 24	95	111
	Female 25 to 39	258	238
	Female 40 to 59	372	325
	Female 60 +	246	291
Region			
	North England	429	462
	Midlands	278	308
	East England	193	180
	London	283	240
	South England	484	430
	Wales	66	94
	Scotland	144	163
Social Grade			
	AB	699	526
	C1	567	544
	C2	232	394
	DE	379	413
Newspaper Type			
	Express / Mail	350	300
	Sun / Star	195	441
	Mirror / Record	103	188
	Guardian / Independent	126	84
	FT / Times / Telegraph	140	178
	Other Paper	236	216
	No Paper	727	469
Political Party Identification			
	Labour	648	610
	Conservative	508	535
	Liberal Democrat	176	225
	SNP/Plaid Cymru	35	32
	Others	113	24
	None/ DK	397	450

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