

YouGov / The Sunday Times Survey Results

Sample Size: 1898 GB Adults

Fieldwork: 14th - 15th October 2010											1		_				
		Vo	ting inte	_	Ge	ender		Ą	ge		Socia	grade		1	Region	1	
	Tota			Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales		Scotland
Weighted Sa				161	924	974	226	486	653	533	1065	804	242	623	407	462	164
Unweighted Sa				180	914	984	124	478	758	538	1231	638	255	670	371	420	182
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention																	
[Excluding Don't Know and Wouldn't Vote]																	
Con	41	100	0	0	37	45	32	39	41	45	43	37	42	48	44	34	23
Lab	39	0	100	0	42	37	39	43	40	35	36	45	40	27	40	52	44
Lib Dem	11	0	0	100	11	10	15	12	9	10	14	7	11	17	7	7	6
Other	9	0	0	0	11	8	13	6	10	10	8	11	7	7	10	7	27
Other Parties Voting Intention																	
UKIP	3	0	0	0	4	3	2	2	3	5	3	4	3	5	3	3	1
SNP / PCY	2	0	0	0	3	1	8	1	2	2	2	3	0	0	2	0	22
Green	1	0	0	0	1	2	3	1	2	1	2	2	2	2	2	1	2
BNP	1	0	0	0	2	1	0	1	2	2	1	2	1	1	3	2	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	0	1	1	0	1	1	0	0	1	1	2
Non Voters																	
Would Not Vote	7	0	0	0	6	8	15	9	6	2	6	8	8	7	9	6	3
Don't know	15	0	0	0	12	17	19	19	14	10	14	15	13	15	13	13	23
	_																
13																	
0	ct Oct																
Do you approve or disapprove of the																	
Government's record to date?		-					-				.=.		-				
Approve 4				51	39	37	25	35	38	47	43	31	39	44	37	34	28
Disapprove 4		3	88	20	46	42	49	43	46	42	40	51	42	35	46	52	60
Don't know	8 18	11	7	29	14	20	26	23	16	11	17	18	20	22	17	13	12
0.7	00 444	_															
07																	
-	Ji Oci																
Do you think that David Cameron is doing well or																	
badly as Prime Minister?							1 .										
,	6 14	40		8	16	12	9	11	14	20	15	13	14	16	13	13	10
	8 38 4 52	57 97		68 76	35 51	40	34 43	41 52	36 50	38 58	43 58	30 43	39 53	43 59	36 49	35 48	29 39
TOTAL WELL 5 Fairly badly 2	_		14 43	7 6 15	24	52 23	23	52 24	50 25	58 23	21	43 27	53	20	49 26	48 25	33
, ,	4 17		43 40	15 4	19	23 15	23 21	24 14	25 18	23 15	15	2 <i>1</i> 19	20	20 11	26 16	25 21	33 18
	7 41	2	83	19	43	38	44	38	43	38	36	46	39	31	42	46	51
	8 8	2	3	5	6	10	14	10	7	4	6	11	7	10	8	6	9
		. –	-	-		• •			-	-					-	-	-



			Voti	ng inte	ntion	Ge	nder		A	ge		Social	grade			Region		
		Total	Con	Lab	Lib	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of	Midlands	North	Scotland
w					Dem										South	/ Wales		
Weighte Unweighte			608 581	582 553	1 61	924 914	974 984	226 124	486 478	653 758	533 538	1065 1231	804 638	242 255	623 670	407 371	462 420	1 64 182
Unweighte	a Sample	%	%	%	%	%	984 %	%	478 %	/58 %	%	%	%	255 %	%	%	420 %	%
Do you think Ed Miliband is doing well or badly as			70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70
leader of the Labour party?																		
Very well	5	8	l 1	21	5	10	6	10	6	9	7	7	8	9	4	8	11	11
Fairly well	25	30	27	50	22	30	30	25	30	32	32	30	31	33	27	32	33	28
TOTAL WELL	30	38	28	71	27	40	36	35	36	41	39	37	39	42	31	40	44	39
Fairly badly	14	14	21	5	19	15	13	13	15	13	14	15	12	11	17	11	14	14
Very badly	8	6	8	1	10	7	5	7	7	6	6	7	6	6	8	7	5	5
TOTAL BADLY	22	20	29	6	29	22	18	20	22	19	20	22	18	17	25	18	19	19
Don't know	47	42	43	23	45	38	45	44	42	41	41	40	44	41	45	42	38	43
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?																		
Very well	8	5	10	1	16	6	4	3	5	4	7	6	3	5	6	5	5	3
Fairly well	38	36	65	10	69	34	37	29	35	37	38	39	31	34	45	36	28	24
TOTAL WELL	46	41	75	11	85	40	41	32	40	41	45	45	34	39	51	41	33	27
Fairly badly	21	24	13	34	9	23	24	22	27	21	25	23	26	18	20	25	28	33
Very badly	19	23	3	51	2	28	18	25	17	25	23	21	25	29	15	23	27	26
TOTAL BADLY	40	47	16	85	11	51	42	47	44	46	48	44	51	47	35	48	55	59
Don't know	14	13	9	4	5	9	17	20	16	13	7	11	15	14	14	11	11	15
Do you think the Conservative and Liberal																		
Democrat coalition partners are working together																		
well or badly?																		
Very well	14	10	24	1	17	12	8	7	8	11	13	12	7	8	14	10	8	6
Fairly well	42	42	69	16	62	40	45	31	44	42	46	46	38	41	46	43	40	33
TOTAL WELL	56	52	93	17	79	52	53	38	52	53	59	58	45	49	60	53	48	39
Fairly badly	20	23	4	43	9	22	23	25	25	21	22	22	25	22	20	20	27	29
Very badly	15	16	1	37	4	19	14	20	12	19	16	14	20	18	10	19	18	24
TOTAL BADLY	35	39	5	80	13	41	37	45	37	40	38	36	45	40	30	39	45	53
Don't know	9	8	2	3	8	6	10	17	11	7	4	7	11	11	9	8	7	7
Do you think this coalition government will be																		
good or bad for people like you?						•	ı	1						ı				
Very good	6	6	15	0	10	6	6	3	4	5	10	7	4	7	7	6	5	3
Fairly good	27	22	49	3	37	23	21	15	22	21	28	25	18	24	28	19	19	17
TOTAL GOOD	33	28	64	3	47	29	27	18	26	26	38	32	22 23	31 I 22	35	25	24	20 29
Fairly bad Very bad	18 23	23 25	11 1	32 55	19 6	22 28	25 22	23 27	26 19	25 27	18 26	24 22	30	22 26	22 18	27 22	21 31	29 36
TOTAL BAD	41	48	12	87	25	50	47	50	45	52	44	46	53	48	40	49	52	65
Won't make much difference either way	15	16	17	8	19	16	16	16	19	16	13	17	15	13	17	17	18	9
Don't know	10	8	7	2	9	5	10	15	10	6	5	6	10	8	9	9	6	5
Bontialon		•		_	•		. •			•	•				•	•	•	ŭ



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		Total	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	1898	581	553	180	914	984	124	478	758	538	1231	638	255	670	371	420	182
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think the coalition government is managing the economy well or badly?																		
Very well	10	9	24	0	5	10	7	7	7	7	12	10	7	6	9	9	9	7
Fairly well	37	33	63	7	57	32	33	22	35	34	35	37	27	35	40	32	28	20
TOTAL WELL	47	42	87	7	62	42	40	29	42	41	47	47	34	41	49	41	37	27
Fairly badly	21	26	4	45	16	26	26	25	28	25	24	24	28	21	23	27	26	37
Very badly	17	19	0	43	5	21	17	25	15	21	17	17	22	20	13	18	27	22
TOTAL BADLY	38	45	4	88	21	47	43	50	43	46	41	41	50	41	36	45	53	59
Don't know	16	14	8	6	17	10	17	21	16	12	12	12	16	18	16	14	9	13
In your opinion how good or bad is the state of Britain's economy at the moment?																		
Very good	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Quite good	3	4	9	3	4	6	4	3	5	4	5	4	5	6	5	3	5	2
TOTAL GOOD	4	4	10	3	4	6	4	3	5	4	5	4	5	6	5	3	5	2
Neither good nor bad	15	17	15	17	30	16	18	16	20	15	16	16	18	21	19	15	15	15
Quite bad	48	48	46	58	39	50	46	47	44	49	52	49	47	46	45	47	52	55
Very bad	28	27	27	21	25	26	28	22	25	30	26	27	26	21	27	31	26	26
TOTAL BAD	76	75	73	79	64	76	74	69	69	79	78	76	73	67	72	78	78	81
Don't know	4	4	2	1	2	2	5	11	6	2	1	3	4	7	4	4	2	2
How do you think the financial situation of your household will change over the next 12 months?																		
Get a lot better	1	1	2	0	1	0	2	4	1	1	0	2	1	2	2	1	1	0
Get a little better	10	8	12	4	15	10	6	14	12	6	5	8	7	9	9	7	6	9
TOTAL BETTER	11	9	14	4	16	10	8	18	13	7	5	10	8	11	11	8	7	9
Stay the same	29	29	36	22	37	31	27	23	33	23	33	29	28	37	28	27	25	30
Get a little worse	36	37	38	38	31	35	38	27	30	41	41	38	35	27	38	40	38	30
Get a lot worse	18	20	9	31	14	19	21	16	16	25	19	19	22	16	19	19	24	22
TOTAL WORSE	54	57	47	69	45	54	59	43	46	66	60	57	57	43	57	59	62	52
Don't know	6	6	2	4	2	5	6	15	8	4	2	4	7	9	4	6	5	10



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	0/	- 0/	- 0/	0/	0/	0/	0.1	0/	0/	0/	0/	0/	0/	0.1	0/	0/	0/

Next week the coalition government will announce the details of their spending cuts The coalition's plans are for nearly 80% of the deficit-cutting measures to be through reducing planned public spending, and the remainder through tax rises. Do you think the government has got the balance right?																	
Yes, the balance is about right	30	61	8	41	31	29	24	32	27	35	35	23	32	35	30	25	22
No, there should be a greater emphasis on tax rises	29	10	52	27	34	24	21	25	34	30	31	27	29	24	28	33	41
No, there should be a greater emphasis on spending cuts	15	14	12	11	16	15	18	19	14	13	14	17	13	15	16	17	14
Don't know	26	15	28	21	20	32	37	25	25	22	21	33	26	26	26	26	23
Do you believe the coalition is going too fast or too slow in its plans to cut public spending in order to reduce the deficit, or has it got the balance about right?																	
Too fast Too slow	43 8	13 12	81 4	33 7	46 9	41 7	37 8	37 11	49 7	44 6	42 9	45 7	37 5	37 9	43 14	53 4	52 6
About right	35	70	7	51	35	36	27	35	32	44	39	31	40	38	32	34	29
Don't know	13	6	8	9	10	17	27	17	12	6	10	18	18	16	11	8	13
From what you have heard do you think the planned cuts, which in some departments could be as high as 30%-40%, will or will not be achieved?																	
Will be achieved	23	36	19	20	21	24	20	25	23	21	24	20	24	24	22	23	17
Will not be achieved	53 24	42	64 17	53	61	46	50	47 27	53 24	60	54	51	53	50 26	56 23	52	63
Don't know	24	22	17	27	18	30	30	21	24	19	21	28	23	26	23	25	20
Do you think the cuts will or will not adversely affect your own finances?																	
Will affect my own finances	58	49	70	54	58	58	55	54	66	54	60	55	49	58	60	62	57
Will not affect my own finances	23	33	17 13	31	26	20	22	26 20	18	25	23	22	28	23 19	21 20	21 17	25
Don't know	19	18	13	15	16	22	23	20	16	20	16	23	23	19	20	17	19



		Voti	ng inter	ntion	Ge	nder		A	ge		Social	grade			Region		
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Who do you think will bear the biggest burden of the cuts?																	
People on low incomes and the unemployed	35	11	59	28	41	30	42	29	39	34	29	45	35	30	31	41	52
Middle-income households	48	67	36	53	43	53	37	48	49	50	57	36	47	52	48	47	35
High income earners	7	13	2	13	8	7	6	11	5	7	7	8	7	9	9	5	8
Don't know	9	8	3	7	8	10	15	11	7	8	8	11	11	9	12	7	5
Are you more or less confident about the coalition's ability to manage the economy than you were a few months ago, when the government was formed?																	
More confident	14	29	2	16	14	14	9	13	14	17	14	13	12	15	12	14	13
Less confident	24	11	37	26	25	24	22	24	25	24	24	25	23	24	24	26	24
No change - I have always had confidence in their ability	20	47	3	31	21	19	16	19	19	25	24	14	22	24	21	15	14
No change - I have never had confidence in their ability	28	2	55	13	30	27	23	28	32	27	26	32	26	21	29	34	37
Don't know	14	11	3	14	11	17	31	17	11	8	13	16	16	15	15	11	12
Do you think the government is cutting spending because it HAS to or because it WANTS to for ideological reasons?																	
It is cutting because it HAS to to reduce the deficit	57	92	23	77	54	60	38	56	58	64	60	53	50	66	54	55	47
It is cutting because it WANTS to for ideological	24			47			40			24	24		40	24	20		40
reasons	34	5	70	17	39	29	48	33	33	31	34	35	40	24	36	40	43
Don't know	9	3	7	5	7	11	14	11	9	5	7	12	10	10	10	6	10



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_	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The coalition government has made some cuts to items that the Conservatives or Liberal Democrats pledged to protect before the election. Do you think it is acceptable or unacceptable for Conservatives and Liberal Democrat ministers to break pledges that they made in the general election? Acceptable - the economic situation gives them no alternative Unacceptable - they should honour their pledges Don't know The coalition have said they will protect the **National Health Service and International** Development from cuts, meaning other departments will face larger cuts Do you believe the coalition is right or wrong to protect the National Health Service from cuts? Right Wrong Don't know Do you believe the coalition is right or wrong to protect International Development from cuts? Right Wrong Don't know Liam Fox, the defence secretary, has sought to protect the defence budget from cuts, which would also result in larger cuts to other departments Do you think defence should or should not be protected from cuts, even if this means bigger cuts elsewhere? Should be protected from cuts Should not be protected from cuts

Don't know



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_	0/_	0/2	0/_	0/2	0/_	0/_	0/_	0/_	0/_	0/_	0/_	0/_	0/_	0/_	0/_	0/_	0/_

In January VAT will rise to 20%. Are you intending to bring forward any major purchases you were planning to make next year in order to avoid the VAT rise?

I am making major purchases before January, but was doing so anyway	6	9	4	8	6	6	6	6	6	5	7	4	6	6	6	5	6
I am bringing forward major purchases to before January to avoid the VAT rise	16	15	18	20	16	16	22	14	13	18	18	13	17	18	14	13	21
I am not planning to make any major purchases before January	71	74	73	71	71	71	56	69	75	74	68	74	70	68	74	74	67
Don't know	7	2	6	2	7	8	17	10	5	3	7	8	8	8	6	8	6

Do the prospects of severe public spending cuts and tax rises make you more or less likely to consider emigrating?

consider emigrating?																	
Less likely to consider emigrating More likely to consider emigrating	1 19	1 14	1 20	1 14	2 19	1 18	3 28	2 23	1 20	1 10	2 19	1 19	3 20	1 17	1 20	2 20	0 17
No difference - I would not want to emigrate anyway	58	64	63	62	56	60	38	49	59	73	59	56	57	57	59	58	62
No difference - I would like to emigrate anyway	13	14	10	16	13	13	16	15	12	12	12	15	11	14	11	14	15
Don't know	9	6	5	7	9	8	15	12	7	4	8	9	10	10	9	6	6



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Moving to the subject of tuition fees, In principle, do you believe the government is right or wrong to reduce state funding for university tuition and pass the cost to the students?

Right	38	57	20	40	43	33	29	42	36	40	37	38	35	41	39	35	35
Wrong	49	31	71	49	47	51	58	43	52	47	51	46	54	46	48	51	51
Don't know	13	12	10	11	11	16	12	15	13	13	12	16	12	13	13	14	14

Lord Browne has recommended that the current cap on tuition fees is removed, allowing universities in England to charge unlimited fees. Do you support or oppose this suggestion?

Support	24	39	12	29	30	18	14	23	25	28	26	21	21	26	26	21	25
Oppose	60	45	78	60	55	65	66	59	62	58	61	60	65	59	58	63	58
Don't know	16	16	11	12	15	17	20	18	14	15	13	19	14	15	16	17	18

As well as removing the limit upon tuition fees, Lord Browne has also suggested that graduates should not have to pay back their students loans until they earn more than £21,000, up from the current threshhold of £15,000. Graduates who do not reach this level will have their outstanding loans cancelled after 30 years

Who do you think will be hit hardest by the proposed changes?

Students from low income household	44	33	59	43	48	40	43	39	43	50	39	51	42	39	48	47	46
Students from middle income households	33	42	27	39	31	35	25	36	34	32	39	25	32	37	28	34	30
Students from high income households	5	7	3	6	4	6	9	7	4	3	5	5	5	5	5	4	6
Don't know	18	18	11	13	17	19	23	19	19	15	17	19	21	19	18	15	18



		Voting intention			Ge	nder		Age Social grade						Region			
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_	Total	5	Lab	Dem	Wate	i ciliale	10-24	25-55	1 0-33	ООТ	ADOI	OZDL	London	South	/ Wales	North	ocotiana
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_	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

An alternative to tuition fees would be a graduate tax, where graduates would pay an extra income tax on their income after graduating, meaning high earning graduates could pay back substantially more than the cost of their education, while graduates with lower incomes would pay less. Would you support or oppose a graduate tax? Support Oppose Don't know Do you think the projected rises in tuition fees will or will not deter young people from going to university? Will deter young people from going to university Will not deter young people from going to university Don't know And if you personally have children under the age of 18, do you think they would be deterred from going to university by higher tuition fees? Higher tuition fees would make my children less likely to go to university Higher tuition fees would not make my children less likely to go to university - they will probably go Higher tuition fees would not make my children less likely to go to university - they will probably not go

Not applicable - I do not have any children under 18

Don't know



Tota			Voting intention			nder		Ą	ge		Social	grade	Region					
	al	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 1898	98	608	582	161	924	974	226	486	653	533	1065	804	242	623	407	462	164	
Unweighted Sample 1898	98	581	553	180	914	984	124	478	758	538	1231	638	255	670	371	420	182	

% And if you personally have children under the age of 18, do you think they would be deterred from going to university by higher tuition fees? -**REBASED** [Excluding those who said they do not have children Higher tuition fees would make my children less likely to go to university Higher tuition fees would not make my children less likely to go to university - they will probably go Higher tuition fees would not make my children less likely to go to university - they will probably not go anyway Don't know Would you advise young people to go abroad to university? Would advise young people to go abroad to university Would advise young people to go to university in Would advise young people not to go to university at all Don't know Do you think the proportion of young people who go to university is too high, too low, or about right? Too high Too low About right Don't know Do you believe England should or should not be bidding for the 2018 Football World Cup? Should Should not Don't know



		Voti	ng inter	ntion	Ge	nder		A	ge		Social	grade			Region		
	Total	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	1898	608	582	161	924	974	226	486	653	533	1065	804	242	623	407	462	164
Unweighted Sample		581	553	180	914	984	124	478	758	538	1231	638	255	670	371	420	182
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think England's footballers are good enough to justify hosting the World Cup?		Ī		•	-		_										
England's footballers are good enough to justify hosting the World Cup	11	10	14	12	13	9	12	13	11	10	11	12	11	10	14	11	12
England's footballers are not very good, but it should not be relevant to the bid	51	56	54	51	57	45	47	55	54	44	52	48	52	52	52	49	41
England's footballers are not very good, and do not justify hosting the World Cup	27	27	23	25	23	31	27	22	26	34	27	27	27	30	24	27	26
Don't know	11	7	9	13	7	15	13	10	10	12	10	12	10	8	11	12	20
Do you believe that England will or will not win their bid to host the World Cup?																	
Probably will	28	29	33	27	36	21	31	30	27	27	28	28	37	25	27	31	25
Probably won't	47	48	44	43	44	49	39	49	50	44	47	46	36	52	49	42	48
Don't know	25	22	24	30	19	30	30	21	23	28	24	26	26	23	23	27	27
Do you think England is or is not being given a																	
Is being given a fair chance	44	49	47	42	54	35	37	43	47	44	46	42	47	40	44	45	53
Is not being given a fair chance	10	11	13	5	11	9	14	14	9	7	10	11	9	13	11	9	5
Don't know	46	40	40	52	35	56	48	43	44	49	45	47	44	47	45	46	42



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:

Age and Gender	
Male 18 to 24 62	113
Male 25 to 39 174	234
Male 40 to 54 345	312
Male 55 + 307	234
Female 18 to 24 61	107
Female 25 to 39 267	239
Female 40 to 54 374	317
Female 55 + 248	283
Region	
North England 453	449
Midlands 256	304
East England 169	177
London 266	235
South England 428	423
Wales 94	91
Scotland 172	159
Social Grade	
AB 676	507
C1 503	525
C2 270	380
DE 360	398
Newspaper Type	
Express / Mail 382	278
Sun / Star 176	389
Mirror / Record 129	282
Guardian / Independent 163	57
FT / Times / Telegraph 249	157
Other Paper 174	213
No Paper 565	461
Political Party Identification	
Labour 591	594
Conservative 489	524
Liberal Democrat 194	222
Others 213	55
None/ DK 351	443

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