

## YouGov / The Sunday Times Survey Results

Sample Size: 1953 GB Adults  
Fieldwork: 19th - 20th August 2010

|                   | Voting intention |     |         | Gender |        | Age   |       |       |     | Social grade |      | Region |               |                  |       |          |     |
|-------------------|------------------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|-----|
| Total             | Con              | Lab | Lib Dem | Male   | Female | 18-29 | 30-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |     |
| Weighted Sample   | 1953             | 635 | 589     | 189    | 952    | 1001  | 434   | 303   | 681 | 535          | 1100 | 830    | 249           | 634              | 420   | 482      | 168 |
| Unweighted Sample | 1953             | 617 | 578     | 183    | 905    | 1048  | 307   | 297   | 798 | 551          | 1249 | 681    | 274           | 645              | 383   | 437      | 214 |
|                   | %                | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %   |

### Headline Voting Intention

|         |           |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------|-----------|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con     | <b>41</b> | 100 | 0   | 0   | 40 | 43 | 40 | 32 | 38 | 51 | 47 | 33 | 39 | 54 | 42 | 31 | 23 |
| Lab     | <b>38</b> | 0   | 100 | 0   | 39 | 37 | 31 | 46 | 45 | 31 | 34 | 44 | 39 | 26 | 39 | 53 | 45 |
| Lib Dem | <b>12</b> | 0   | 0   | 100 | 12 | 13 | 21 | 15 | 9  | 9  | 12 | 14 | 13 | 13 | 11 | 11 | 14 |
| Other   | <b>8</b>  | 0   | 0   | 0   | 10 | 6  | 8  | 7  | 8  | 8  | 7  | 9  | 8  | 7  | 8  | 5  | 17 |

### Other Parties Voting Intention

|           |          |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|-----------|----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| UKIP      | <b>3</b> | 0 | 0 | 0 | 3 | 2 | 1 | 1 | 3 | 5 | 3 | 3 | 2 | 4 | 3 | 3 | 0  |
| SNP / PCY | <b>2</b> | 0 | 0 | 0 | 2 | 1 | 3 | 2 | 1 | 2 | 1 | 3 | 1 | 0 | 2 | 0 | 15 |
| Green     | <b>1</b> | 0 | 0 | 0 | 1 | 1 | 0 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 0 | 0 | 0  |
| BNP       | <b>1</b> | 0 | 0 | 0 | 2 | 1 | 2 | 0 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 0  |
| Respect   | <b>0</b> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0  |
| Other     | <b>1</b> | 0 | 0 | 0 | 1 | 1 | 2 | 2 | 1 | 0 | 1 | 1 | 2 | 1 | 1 | 1 | 1  |

### Non Voters

|                |           |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|-----------|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | <b>8</b>  | 0 | 0 | 0 | 5 | 10 | 15 | 7  | 7  | 3  | 7  | 9  | 7  | 8  | 5  | 10 | 10 |
| Don't know     | <b>14</b> | 0 | 0 | 0 | 9 | 18 | 19 | 13 | 13 | 10 | 13 | 15 | 10 | 12 | 18 | 14 | 11 |

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

|            |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve    | <b>40</b> | 85 | 8  | 53 | 42 | 37 | 37 | 35 | 38 | 47 | 45 | 32 | 38 | 49 | 39 | 33 | 26 |
| Disapprove | <b>39</b> | 5  | 79 | 18 | 40 | 38 | 32 | 40 | 46 | 37 | 35 | 44 | 37 | 31 | 38 | 47 | 55 |
| Don't know | <b>21</b> | 10 | 13 | 29 | 18 | 25 | 32 | 25 | 17 | 16 | 19 | 24 | 24 | 21 | 23 | 20 | 19 |

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

|              |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very well    | <b>13</b> | 33 | 2  | 12 | 14 | 12 | 12 | 7  | 12 | 18 | 14 | 11 | 12 | 16 | 12 | 12 | 7  |
| Fairly well  | <b>40</b> | 64 | 16 | 63 | 41 | 39 | 39 | 47 | 37 | 42 | 46 | 33 | 45 | 47 | 43 | 30 | 30 |
| Fairly badly | <b>23</b> | 2  | 43 | 20 | 24 | 22 | 19 | 26 | 26 | 20 | 21 | 25 | 22 | 18 | 21 | 27 | 34 |
| Very badly   | <b>13</b> | 0  | 34 | 0  | 14 | 13 | 11 | 9  | 18 | 13 | 11 | 17 | 12 | 9  | 13 | 19 | 19 |
| Don't know   | <b>10</b> | 2  | 6  | 5  | 7  | 13 | 18 | 11 | 8  | 7  | 8  | 14 | 8  | 10 | 11 | 12 | 10 |

|                   |       | Voting intention |     |         | Gender |        | Age   |       |       |     | Social grade |      | Region |               |                  |       |          |
|-------------------|-------|------------------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
|                   | Total | Con              | Lab | Lib Dem | Male   | Female | 18-29 | 30-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample   | 1953  | 635              | 589 | 189     | 952    | 1001   | 434   | 303   | 681   | 535 | 1100         | 830  | 249    | 634           | 420              | 482   | 168      |
| Unweighted Sample | 1953  | 617              | 578 | 183     | 905    | 1048   | 307   | 297   | 798   | 551 | 1249         | 681  | 274    | 645           | 383              | 437   | 214      |
|                   | %     | %                | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

**Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?**

|              |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very well    | <b>7</b>  | 15 | 2  | 17 | 9  | 6  | 10 | 4  | 8  | 6  | 10 | 5  | 8  | 10 | 6  | 7  | 2  |
| Fairly well  | <b>36</b> | 62 | 10 | 60 | 37 | 36 | 30 | 44 | 33 | 40 | 40 | 31 | 37 | 44 | 38 | 27 | 25 |
| Fairly badly | <b>22</b> | 12 | 34 | 15 | 23 | 21 | 22 | 23 | 22 | 22 | 21 | 23 | 23 | 18 | 21 | 25 | 30 |
| Very badly   | <b>21</b> | 3  | 48 | 2  | 23 | 19 | 16 | 16 | 25 | 23 | 18 | 25 | 23 | 13 | 21 | 28 | 29 |
| Don't know   | <b>13</b> | 7  | 6  | 6  | 9  | 18 | 21 | 13 | 12 | 9  | 11 | 17 | 9  | 15 | 14 | 13 | 14 |

**Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?**

|              |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very well    | <b>10</b> | 22 | 2  | 15 | 10 | 10 | 8  | 8  | 10 | 11 | 11 | 8  | 8  | 12 | 9  | 10 | 4  |
| Fairly well  | <b>45</b> | 69 | 21 | 70 | 47 | 43 | 37 | 48 | 42 | 52 | 51 | 37 | 48 | 53 | 47 | 34 | 34 |
| Fairly badly | <b>22</b> | 6  | 41 | 9  | 23 | 21 | 23 | 20 | 25 | 18 | 20 | 24 | 22 | 17 | 20 | 28 | 29 |
| Very badly   | <b>12</b> | 0  | 30 | 2  | 13 | 12 | 12 | 10 | 15 | 11 | 9  | 18 | 10 | 7  | 13 | 18 | 20 |
| Don't know   | <b>11</b> | 3  | 6  | 4  | 7  | 15 | 20 | 14 | 7  | 7  | 9  | 14 | 11 | 11 | 11 | 10 | 14 |

**Do you think this coalition government will be good or bad for people like you?**

|                                       |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very good                             | <b>7</b>  | 15 | 2  | 12 | 7  | 7  | 7  | 5  | 6  | 8  | 8  | 6  | 7  | 8  | 7  | 6  | 5  |
| Fairly good                           | <b>23</b> | 49 | 3  | 41 | 25 | 22 | 20 | 20 | 22 | 28 | 28 | 17 | 24 | 30 | 23 | 18 | 15 |
| Fairly bad                            | <b>22</b> | 10 | 33 | 18 | 24 | 20 | 20 | 27 | 23 | 19 | 22 | 22 | 22 | 19 | 23 | 21 | 32 |
| Very bad                              | <b>22</b> | 1  | 52 | 4  | 24 | 21 | 18 | 19 | 27 | 21 | 17 | 29 | 20 | 16 | 20 | 30 | 34 |
| Won't make much difference either way | <b>16</b> | 16 | 6  | 17 | 15 | 16 | 20 | 17 | 13 | 15 | 17 | 14 | 18 | 16 | 17 | 15 | 11 |
| Don't know                            | <b>10</b> | 8  | 4  | 8  | 6  | 13 | 15 | 12 | 7  | 8  | 8  | 13 | 9  | 11 | 11 | 10 | 5  |

**Do you think the coalition government is managing the economy well or badly?**

|              |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very well    | <b>9</b>  | 23 | 1  | 9  | 10 | 7  | 8  | 6  | 7  | 13 | 10 | 7  | 7  | 12 | 9  | 7  | 3  |
| Fairly well  | <b>35</b> | 65 | 9  | 56 | 37 | 34 | 30 | 37 | 36 | 38 | 40 | 29 | 39 | 43 | 36 | 28 | 22 |
| Fairly badly | <b>25</b> | 4  | 46 | 17 | 26 | 23 | 25 | 28 | 25 | 22 | 23 | 27 | 21 | 21 | 21 | 30 | 39 |
| Very badly   | <b>15</b> | 0  | 35 | 2  | 16 | 14 | 11 | 12 | 19 | 13 | 12 | 18 | 16 | 9  | 15 | 19 | 21 |
| Don't know   | <b>16</b> | 8  | 8  | 15 | 11 | 22 | 26 | 17 | 12 | 14 | 15 | 18 | 17 | 15 | 20 | 16 | 14 |

|                   |       | Voting intention |     |         | Gender |        | Age   |       |       |     | Social grade |      | Region |               |                  |       |          |
|-------------------|-------|------------------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
|                   | Total | Con              | Lab | Lib Dem | Male   | Female | 18-29 | 30-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample   | 1953  | 635              | 589 | 189     | 952    | 1001   | 434   | 303   | 681   | 535 | 1100         | 830  | 249    | 634           | 420              | 482   | 168      |
| Unweighted Sample | 1953  | 617              | 578 | 183     | 905    | 1048   | 307   | 297   | 798   | 551 | 1249         | 681  | 274    | 645           | 383              | 437   | 214      |
|                   | %     | %                | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

In your opinion how good or bad is the state of Britain's economy at the moment?

|                      |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very good            | <b>1</b>  | 1  | 1  | 1  | 1  | 0  | 3  | 0  | 0  | 0  | 1  | 1  | 0  | 0  | 2  | 1  | 1  |
| Quite good           | <b>5</b>  | 7  | 3  | 10 | 5  | 4  | 8  | 5  | 3  | 4  | 5  | 3  | 7  | 7  | 3  | 3  | 3  |
| Neither good nor bad | <b>17</b> | 16 | 20 | 21 | 19 | 15 | 17 | 15 | 19 | 16 | 18 | 16 | 18 | 17 | 17 | 19 | 13 |
| Quite bad            | <b>49</b> | 50 | 53 | 48 | 46 | 52 | 43 | 50 | 50 | 52 | 50 | 47 | 48 | 47 | 56 | 45 | 52 |
| Very bad             | <b>24</b> | 25 | 22 | 20 | 26 | 23 | 18 | 25 | 26 | 27 | 23 | 27 | 26 | 26 | 17 | 27 | 28 |
| Don't know           | <b>4</b>  | 1  | 1  | 0  | 3  | 5  | 11 | 4  | 2  | 1  | 2  | 6  | 2  | 4  | 5  | 5  | 3  |

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

|                     |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Get a lot better    | <b>1</b>  | 2  | 1  | 3  | 1  | 1  | 3  | 2  | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 2  | 1  |
| Get a little better | <b>11</b> | 16 | 6  | 17 | 12 | 9  | 19 | 12 | 8  | 7  | 13 | 7  | 14 | 12 | 7  | 11 | 6  |
| Stay the same       | <b>26</b> | 37 | 21 | 24 | 27 | 26 | 31 | 33 | 23 | 23 | 29 | 23 | 31 | 29 | 25 | 23 | 25 |
| Get a little worse  | <b>37</b> | 34 | 41 | 41 | 34 | 39 | 22 | 29 | 41 | 47 | 36 | 38 | 28 | 35 | 41 | 38 | 42 |
| Get a lot worse     | <b>19</b> | 11 | 28 | 11 | 20 | 19 | 13 | 16 | 24 | 21 | 17 | 23 | 23 | 17 | 18 | 20 | 22 |
| Don't know          | <b>5</b>  | 2  | 3  | 4  | 5  | 6  | 12 | 8  | 2  | 2  | 4  | 8  | 3  | 5  | 7  | 6  | 5  |

## 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. |
|---------------------------------------|------------------------|----------------|--------------|
| <b>Age and Gender</b>                 |                        |                |              |
|                                       | Male 18 to 24          | 50             | 120          |
|                                       | Male 25 to 39          | 219            | 254          |
|                                       | Male 40 to 54          | 338            | 332          |
|                                       | Male 55 +              | 298            | 246          |
|                                       | Female 18 to 24        | 61             | 114          |
|                                       | Female 25 to 39        | 274            | 249          |
|                                       | Female 40 to 54        | 448            | 337          |
|                                       | Female 55 +            | 265            | 301          |
| <b>Region</b>                         |                        |                |              |
|                                       | North England          | 437            | 482          |
|                                       | Midlands               | 292            | 321          |
|                                       | East England           | 192            | 186          |
|                                       | London                 | 274            | 249          |
|                                       | South England          | 453            | 448          |
|                                       | Wales                  | 91             | 100          |
|                                       | Scotland               | 214            | 168          |
| <b>Social Grade</b>                   |                        |                |              |
|                                       | AB                     | 712            | 540          |
|                                       | C1                     | 537            | 560          |
|                                       | C2                     | 312            | 405          |
|                                       | DE                     | 369            | 425          |
| <b>Newspaper Type</b>                 |                        |                |              |
|                                       | Express / Mail         | 433            | 295          |
|                                       | Sun / Star             | 220            | 418          |
|                                       | Mirror / Record        | 145            | 299          |
|                                       | Guardian / Independent | 173            | 62           |
|                                       | FT / Times / Telegraph | 217            | 166          |
|                                       | Other Paper            | 202            | 225          |
|                                       | No Paper               | 563            | 489          |
| <b>Political Party Identification</b> |                        |                |              |
|                                       | Labour                 | 636            | 637          |
|                                       | Conservative           | 528            | 559          |
|                                       | Liberal Democrat       | 206            | 233          |
|                                       | Others                 | 214            | 59           |
|                                       | None/ DK               | 369            | 465          |

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