

YouGov / Sunday Times Survey Results

Sample Size: 1845

Fieldwork: 21st - 22nd October 2010

			Voti	ng inten	tion	Ge	nder		A	ge		Social	grade			Region		
		Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1		London	Rest of South	Midlands / Wales	North	Scotland
W	eighted Sample	1845	595	581	145	895	950	224	471	633	517	1041	784	236	601	395	453	160
Unv	weighted Sample	1845	605	536	156	899	946	115	460	689	581	1194	631	257	580	356	466	186
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention																		
[Excluding Don't Know and Wouldn't Vote]																		
	Con	41	100	0	0	37	45	35	39	37	50	46	35	47	52	38	35	21
	Lab	40	0	100	0	43	37	46	44	44	31	35	48	37	29	43	49	49
Lil	b Dem	10	0	0	100	11	9	10	8	10	11	12	7	8	13	9	9	6
	Other	9	0	0	0	9	9	10	9	10	7	8	11	8	6	10	6	24
Other Parties Voting Intention	1.501										-							
-	/ PCY	3	0	0	0	3	3	4	3	3	2	2	4	1	0	3	1	19
	Green	2	0	0	0	2	2	5	1	2	1	2	1	3	1	2	1	2
	UKIP	2	0	0	0	2	2	0	2 2	3	3	2	3	2	3	2 2	2	1
	BNP	1	0	0	0	1	2	1	2	1	2	1	2	1	1	2	2	2
R	espect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
N N <i>i</i>	Other	1	0	0	0	1	0	0	0	1	0	1	1	1	1	0	1	0
Non Voters		•		0	~	7		10	10	0	-				0	-	0	~
Would No		8	0	0 0	0 0	7 9	9 17	13 14	12 16	6 14	5 11	6 12	11	8 11	9 15	7	8	5 11
Don't	t know	13	0	0	0	9	17	14	10	14	11	12	15	11	15	15	12	11
Do you approve or disapprove of the	20-21 Oct	21 - 22 Oct	1											<u>.</u>				
Disa	pprove 40 pprove 45 t know 16	39 46 16	87 5 8	5 88 7	61 17 22	40 47 12	37 44 19	35 44 21	33 46 20	35 52 13	49 38 13	46 40 14	30 53 17	40 44 16	44 38 19	38 45 18	37 52 12	27 64 9

																V		e world t
			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	d Sample	1845	595	581	145	895	950	224	471	633	517	1041	784	236	601	395	453	160
Unweighte	d Sample	1845	605	536	156	899	946	115	460	689	581	1194	631	257	580	356	466	186
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	14-15																	
Do you think that David Cameron is doing well or	Oct																	
badly as Prime Minister?	11	14	41	0	0	15	4.4	11	11	10	04	17	11	17	19	11	12	7
Very well	14 38	35	41 56	13	9 64	15 36	14 35	35	33	12 34	21 39	39	30	34	19 38		33	26
Fairly well TOTAL WELL	38 52	35 49	97	13 13	64 73	50 51	35 49	35 46	33 44	34 46	39 60	59 56	30 41	51	57	40 51	33 45	33
-	52 24	49 22	97 1	38	13 19	23	49 22	40 21	44 23	40 23	21	21	41 24	20	22	22	45 21	33 30
Fairly badly Very badly	24 17	22 19	0	38 45	0	23 21	22 18	18	23 20	23 24	13	16	24 23	20 19	13	22 19	21 25	30 28
TOTAL BADLY	41	41	1	40 83	19	44	40	39	20 43	24 47	34	37	23 47	39	35	41	25 46	20 58
Don't know	8	9	2	4	7	5	40 12	16	12	7	5	7	12	10	9	8	40 9	8
Do you think Ed Miliband is doing well or badly as eader of the Labour party?	-	-				-	. –			-	-				-		-	-
Very well	8	5	1	12	2	5	4	4	5	6	3	3	6	5	3	6	5	4
Fairly well	30	30	24	51	24	31	29	25	27	33	33	32	28	38	26	28	34	31
TOTAL WELL	38	35	25	63	26	36	33	29	32	39	36	35	34	43	29	34	39	35
Fairly badly	14	18	27	12	24	23	14	22	18	16	20	20	16	17	21	17	16	21
Very badly	6	8	13	2	4	10	7	4	7	9	11	8	9	8	10	10	7	5
TOTAL BADLY	20	26	40	14	28	33	21	26	25	25	31	28	25	25	31	27	23	26
Don't know Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?	42	38	36	24	46	32	45	46	44	35	34	36	41	32	41	39	38	39
Very well	5	6	13	1	15	7	5	6	4	5	9	7	4	9	7	6	6	2
Fairly well	36	35	66	10	70	35	35	25	34	33	44	39	30	32	39	37	33	28
TOTAL WELL	41	41	79	11	85	42	40	31	38	38	53	46	34	41	46	43	39	30
Fairly badly	24	21	10	30	8	21	21	22	22	20	20	21	21	19	20	21	22	24
Very badly	23	24	2	53	2	28	20	24	22	30	19	22	27	26	18	24	26	37
TOTAL BADLY	47	45	12	83	10	49	41	46	44	50	39	43	48	45	38	45	48	61
Don't know	13	14	9	6	5	8	19	23	18	12	8	11	17	15	16	12	13	9
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?																		
Very well	10	12	30	2	15	13	11	7	8	12	18	14	9	15	15	8	12	6
Fairly well	42	41	65	16	70	42	40	36	39	41	44	46	34	43	45	45	34	29
TOTAL WELL	52	53	95	18	85	55	51	43	47	53	62	60	43	58	60	53	46	35
Fairly badly	23	23	3	42	10	23	22	29	23	21	22	21	24	22	21	21	25	26
Very badly	16	16	0	35	1	17	14	12	17	19	11	12	20	14	9	16	19	28
TOTAL BADLY	39	39	3	77	11	40	36	41	40	40	33	33	44	36	30	37	44	54
							50			40		- 33				~ ~ ~		

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			Voti	ng inte	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
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
e ver think this seclition government will be																		
o you think this coalition government will be ood or bad for people like you?																		
Very good	6	7	18	0	6	7	7	8	3	5	12	8	5	10	8	6	5	3
Fairly good	22	23	52	4	47	24	22	20	20	22	29	28	16	26	27	23	22	11
TOTAL GOOD	28	30	70	4	53	31	29	28	23	27	41	36	21	36	35	29	27	14
Fairly bad	23	23	8	35	14	23	23	22	23	24	21	21	25	24	20	24	23	28
Very bad	25 25	23	1	54	3	26	23	22	25	31	17	20	30	24	20 19	24	30	38
TOTAL BAD	48	54	9	89	17	49	46	44	48	55	38	41	55	48	39	46	53	66
Won't make much difference either way	16	16	18	5	24	4 5 16	40 15	14	17	13	18	15	16	12	18	18	13	13
Don't know	8	7	3	2	6	4	10	14	12	4	3	7	8	5	8	7	8	7
o you think the coalition government is nanaging the economy well or badly? Very well	9	9	24	0	9	9	8	8	7	7	13	11	6	10	10	8	8	4
Fairly well	33	33	68	6	56	34	33	28	32	31	39	38	27	32	38	36	29	22
TOTAL WELL	42	42	92	6	65	43	41	36	39	38	52	49	33	42	48	44	37	26
Fairly badly	26	24	3	41	13	25	23	30	23	25	21	22	27	23	20	23	27	33
Very badly	19	21	0	45	4	22	19	15	23	24	16	18	24	21	16	20	23	32
TOTAL BADLY	45	45	3	86	17	47	42	45	46	49	37	40	51	44	36	43	50	65
Don't know	14	13	4	8	17	10	16	19	16	12	10	12	16	13	16	14	11	9
your opinion how good or bad is the state of ritain's economy at the moment?																		
Very good	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Quite good	4	3	5	3	3	4	2	14	2	1	2	4	3	4	3	2	4	3
TOTAL GOOD	4	3	6	3	3	4	2	14	2	1	2	4	3	4	3	2	4	3
Neither good nor bad	17	14	13	17	17	16	12	17	14	13	14	13	15	13	14	15	15	9
Quite bad	48	46	44	51	51	47	46	36	50	45	49	46	46	50	45	48	42	50
Very bad	27	33	37	27	24	30	37	24	29	40	34	34	33	29	34	32	35	37
TOTAL BAD	75	79	81	78	75	77	83	60	79	85	83	80	79	79	79	80	77	87
Don't know	4	3	0	1	6	2	4	10	5	1	1	3	3	4	4	3	3	1
ow do you think the financial situation of your ousehold will change over the next 12 months?												ı.		I .				
Get a lot better	1	1	2	1	0	2	1	6	2	0	0	1	2	1	1	1	2	1
	8	8	11	7	15	11	5	17	13	5	3	9	6	15	6	7	9	7
Get a little better		9	13	8	15	13	6	23	15	5	3	10	8	16	7	8	11	8
Get a little better TOTAL BETTER	9						20	26	20	16	24	22	20	19	22	10	22	16
Get a little better <i>TOTAL BETTER</i> Stay the same	29	21	32	13	28	22	20	26	20	16	24					19	23	16
Get a little better TOTAL BETTER Stay the same Get a little worse	29 37	21 42	42	43	40	39	45	29	35	43	54	43	41	38	46	45	34	48
Get a little better <i>TOTAL BETTER</i> Stay the same	29	21		13 43 35 78		22 39 25 64				43 33 76	54 17 71						23 34 26 60	

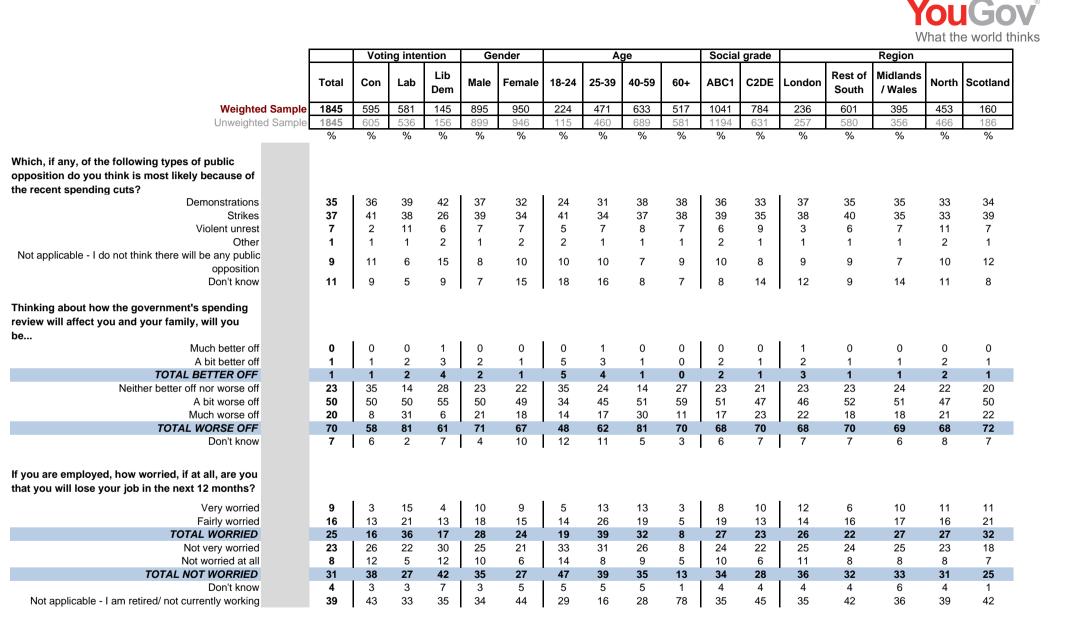
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																W	/hat the	e world think
			Voti	ng inter	ntion	Ge	nder		A	ge		Social	grade			Region		
	То	tal	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted S			595	581	145	895	950	224	471	633	517	1041	784	236	601	395	453	160
Unweighted			605	536	156	899	946	115	460	689	581	1194	631	257	580	356	466	186
This week the government announced the details of their spending review and the cuts they will implement as part of their attempt to reduce the deficit Overall, do you think the cuts and tax increases the government have announced to reduce the deficit are right or wrong?	9	3	% 86 6	% 11 81	% 63 18	% 46 44	% 41 41	% 38 40	% 41 43	% 39 49	% 54 37	% 49 38	% 36 49	% 40 44	% 50 36	% 41 43	% 42 46	% 29 56
Don't know Do you think the measures announced go too far, are about right, or do not go far enough?	1		8	8	19	10	18	23	17	12	10	13	15	16	14	16	12	15
Go too far Are about right Do not go far enough Don't know	4 3 1 1	3 0	8 69 17 6	82 7 5 6	27 46 12 15	47 34 11 8	43 32 10 15	41 31 11 17	45 31 8 16	53 30 9 8	37 41 14 8	40 38 12 10	51 27 9 13	45 34 8 13	39 37 13 12	45 33 9 12	46 33 10 11	65 21 9 5
And do you think the measures announced are fair or unfair? Fair Unfair Don't know	3 5 1	1	76 12 11	6 88 6	50 31 18	37 53 10	35 49 16	32 44 25	31 52 17	32 57 11	46 46 8	41 46 13	28 58 13	31 51 17	42 45 14	34 52 14	35 54 11	24 65 11
	20-21 Oct 17 1 47 4 20 2 11 5 5 7	5 2 9	0 93 3 2 2	44 6 30 17 2	5 56 20 13 6	19 47 21 10 4	16 44 22 9 9	14 35 21 12 18	18 42 23 7 10	21 42 23 10 3	13 56 19 8 3	16 50 20 9 5	19 39 24 10 9	19 50 19 6 6	14 53 20 7 5	18 43 22 9 7	18 42 22 10 7	23 26 26 18 8

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		Voti	ng inte	ntion	Ge	ender		A	ge		Socia	grade			Region	inde th	
	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
ree areas of government expenditure were cluded from cuts. For each area, please say nether you think the government was right or ong to protect them from cuts.																	
tional Heath Service																	
Right	82	82	86	83	79	85	79	79	86	82	82	83	83	82	81	83	82
Wrong	13	16	11	17	17	9	9	14	11	16	15	10	16	13	13	12	14
Don't know	5	2	3	0	3	6	12	7	2	2	3	7	2	4	6	5	4
rerseas development	40	45	22	20	47	10	20	10	10	10	0	11	25	17	15	10	4.4
Right Wrong	18 68	15 75	23 67	29 55	17 73	19 64	20 55	18 64	18 71	16 74	20 69	14 68	25 61	17 69	15 69	18 69	14 71
Don't know	14	10	10	16	11	17	26	18	11	10	11	18	14	13	09 16	13	15
hools	14	10	10	10		17	20	10		10		10	1 17	10	10	10	10
Right	79	85	81	78	78	79	73	73	82	82	80	77	83	79	78	79	75
Wrong	14	11	15	17	17	12	14	19	13	11	15	13	13	14	12	14	20
Don't know	7	4	4	5	5	9	13	8	5	6	5	10	4	7	9	7	5
no do you think will bear the biggest burden of e cuts?																	
People on low incomes and the unemployed	48	21	72	40	50	47	48	43	51	50	42	58	52	41	48	51	64
People on middle-incomes	36	55	23	35	36	36	29	40	37	33	42	27	36	39	36	35	24
People on high incomes	6	12	2	13	6	7	9	6	5	8	7	5	6	8	4	7	8
Don't know	10	11	3	12	8	11	14	11	7	10	9	10	6	12	13	7	4
no do you expect will bear the greater burden of e cuts, men or women?		_			_		_				_		_				
Men	6	7	7	5	11	2	3	7	8	6	7	5	5	7	8	6	6
Women	26	18	36	33	18	33	25	22	27	28	30	20	28	26	24	26	25
Both sexes equally	59	67	53	53	62	56	57	57	59	61	55	64	56	56	60	62	63
Don't know	9	8	4	9	9	9	15	13	7	6	9	10	11	12	9	6	6



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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
elow are some of the announcements m ne spending review. For each one please ou support or oppose this measure.																		
aising the age for the state pension for I nen and women to 66 by 2020	ooth																	
-	Support	50	68	40	67	54	45	38	51	44	60	58	38	51	56	47	43	51
	Oppose	41	26	55	24	40	42	41	38	50	33	35	50	41	35	41	48	44
	on't know	9	6	6	8	5	13	21	11	6	7	7	13	9	10	12	9	5
cutting an additional £7 billion a year fron velfare benefits								_										
	Support	57	86	33	68	59	55	60	62	53	57	64	49	56	61	53	58	52
_	Oppose	31	9	55	19	32	29	21	24	38	31	26	36	31	26	32	31	41
ں htroducing a 12 month limit on the ammo	on't know	12	5	12	14	9	15	19	14	8	12	10	15	12	13	15	10	7
me people can claim Employment and S Ilowance (the replacement for Incapacity Benefit)	upport																	
	Support	57	80	37	64	57	58	49	60	51	66	64	49	59	60	55	57	52
	Oppose	29	11	50	22	33	25	22	27	38	23	25	34	28	27	28	30	38
D	on't know	14	8	13	14	10	17	29	12	11	12	11	17	13	13	16	13	10
laintaining free entry to museums and g	alleries																	
	Support	66	69	64	70	69	63	69	63	66	66	68	63	76	66	63	65	61
	Oppose	24	23	28	17	23	24	17	24	25	24	24	23	17	24	23	23	32
D	on't know	11	8	8	12	8	13	14	13	9	10	8	14	7	10	14	12	7

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		Voti	na inter	ntention Gender Age Social grade Region								o wond d					
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ke the nanent. lion a wanted to pay for em	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
s overseas	5	4	6	1	5	4	2	7	4	4	5	5	5	4	5	4	6
should be	52	40	68	47	56	49	35	47	59	56	52	53	47	48	56	57	52
o pay more about right	31	47	19	36	31	30	39	28	28	32	33	27	32	35	26	28	32
Don't know	12	9	7	30 17	8	30 17	39 24	20 17	28 9	32 8	10	16	32 16	35 13	12	20 11	9
e BBC to nake the vas o you		_															
ning at risk	13	5	25	19	17	10	10	11	15	14	15	11	13	13	16	11	13
BC should bigger cuts	31	41	25	19	33	30	28	30	31	34	28	35	33	28	32	35	30
about right	48	51	45	57	46	51	47	48	49	49	51	45	45	52	44	47	52
Don't know	7	3	5	5	4	9	15	11	4	3	5	9	8	7	7	7	5
'decisive																	
hould be																	
s should																	
greements Should not Don't know	42 32 26	47 32 21	39 35 26	44 33 23	45 33 22	39 32 29	47 29 24	41 32 28	41 35 24	42 31 27	44 33 24	40 32 28	46 28 26	42 33 25	42 26 32	41 38 22	41 37 22

The government announced it would make the current levy on the profits of banks permanent. This is expected to raise around £2.5 billion a year. In his speech, Mr Osborne said he wanted to strike a balance between making banks pay for their role in the crisis, but not to drive them overseas. Do you think...

This goes too far, and risks driving banks overseas

This does not go far enough, and banks should be made to pay more The balance is about right Don't know

The government has done a deal with the BBC to freeze its licence fee for six years and make the BBC pay for the World Service, which was previously funded by the government. Do you think...?

This goes too far, and puts BBC programming at risk

This does not go far enough, and the BBC should face bigger cuts The balance is about right Don't know

The Court of Appeal ruled this week that 'decisive weight' should be given to a prenuptial agreement (an agreement signed before marriage) about how a couple's assets should be divided in the event of a divorce.

Generally speaking, do you think couples should sign such agreements before marriage?

Couples should sign such agreements Should not Don't know

															e world th		
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think marriages would be weakened or trengthened by the signing of prenuptial greements?																	
Strengthened	13	14	14	16	14	11	18	12	10	14	13	13	12	12	17	10	12
Weakened	31	33	33	28	34	28	30	32	31	30	31	31	28	33	29	31	33
Makes no difference	46	48	45	50	45	48	37	44	49	49	48	44	52	44	43	51	43
Don't know	10	6	8	6	7	12	15	11	9	7	8	12	7	10	11	8	12
t was reported this week that a drug addict has accepted a payment of £200 from an American charity to be sterilised. Do you think this is norally right or morally wrong?																	
Morally right	34	44	27	29	34	34	18	36	34	38	35	32	32	32	36	34	37
Morally wrong	45	38	59	38	48	42	53	45	44	42	46	43	48	44	40	48	46
Don't know	22	18	14	33	18	25	28	20	22	20	19	25	21	24	24	18	17
Now much, per week, do you think Wayne Rooney, the footballer, should earn? Up to than £2,000 a week Up to than £10,000 a week Up to than £50,000 a week Up to than £100,000 a week Up to than £200,000 a week Up to than £250,000 a week Up to than £300,000 a week Up to than £400,000 a week	48 17 10 6 2 0 0 0 0 0	46 19 12 5 1 0 0 0 0	41 20 14 7 2 0 0 0 0	53 13 7 9 0 0 0 0 0	40 20 12 11 3 1 0 0	55 13 8 2 1 0 0 0	41 24 7 4 1 0 0 0	45 15 13 8 2 0 0 0 0	49 17 8 6 1 0 0 0	52 14 10 5 1 0 0 0	46 16 11 7 1 0 0 0 0	50 18 9 6 2 0 0 0 0	43 17 7 9 2 0 0 0 0 0	52 16 8 4 2 0 0 0 0	46 15 15 6 0 0 0 0 0	44 19 8 9 2 1 0 1 0	51 14 12 7 3 0 0 0 0
Don't know Which ONE, if any, of the following do you think s the MAIN reason Wayne Rooney wants to leave Manchester United?	17	15	15	18	13	21	16	17	17	18	19	15	22	17	17	16	13
To earn more money	34	38	38	25	40	29	28	36	31	40	35	34	29	33	36	34	42
He has fallen out with Sir Alex Ferguson	19	22	19	17	18	20	24	19	18	17	21	16	25	20	17	19	10
Allegations over his private life	13	10	15	8	12	14	18	16	14	6	9	17	12	11	12	13	21
He does not believe the club can compete at the	5	5	7	5	7	4	3	5	7	5	6	5	4	4	7	8	3
highest level			-		-		-	-	~			-		-		-	
He wants a new challenge	2	1	2	2	2	1	3	2	2	1	1	2	2	2	1	2	0
To join up with Cristiano Ronaldo	1	0	1	0	1	1	2	0	0	0	0	1	1	1	0	1	0
Other	3	2	4	4	3	3	1	2	5	3	2	4	3	3	2	5	1
Not applicable, I do not believe he really wants to	3	3	2	1	3	3	2	2	3	4	2	4	2	2	4	3	5
leave Manchester United																	
Don't know	21	18	11	37	15	26	19	19	21	23	23	18	23	25	20	15	19

YouGov



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	50	114
Male 25 to 39	203	236
Male 40 to 54	335	311
Male 55 +	311	234
Female 18 to 24	65	110
Female 25 to 39	257	235
Female 40 to 54	354	322
Female 55 +	270	284
Region		
North England	466	453
Midlands	269	302
East England	161	178
London	257	236
South England	419	423
Wales	87	93
Scotland	186	160
Social Grade		
AB	659	512
C1	535	529
C2	290	383
DE	341	401
Newspaper Type		
Express / Mail	413	269
Sun / Star	204	315
Mirror / Record	110	194
Guardian / Independent	152	103
FT / Times / Telegraph	212	180
Other Paper	175	144
No Paper	579	640
Political Party Identification		
Labour	555	602
Conservative	515	525
Liberal Democrat	213	221
Others	215	55
None/ DK	347	443

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