

YouGov / Sunday Times Survey Results

Sample Size: 2083 GB Adults
Fieldwork: 31st July - 1st August 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	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	2083	579	625	125	195	613	512	419	1010	1073	248	527	712	596	1187	896	267	677	446	512	181	
Unweighted Sample	2083	527	668	104	225	584	556	412	990	1093	204	427	864	588	1348	735	305	630	431	471	246	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	0	78	4	16	38	32	36	29	30	44	39	29	35	42	34	33	18
Lab	38	0	100	0	0	4	84	35	36	39	33	44	41	31	35	41	44	29	38	43	39
Lib Dem	7	0	0	100	0	0	1	30	5	10	8	8	9	6	10	4	8	8	5	9	9
Other	20	0	0	0	100	18	11	19	21	20	23	18	21	20	17	25	14	21	23	15	34

Other Parties Voting Intention

UKIP	12	0	0	0	100	15	6	6	12	11	7	8	12	15	9	15	8	14	14	11	6
Green	4	0	0	0	0	1	2	9	3	4	9	5	3	1	3	4	4	4	4	3	2
SNP / PCY	3	0	0	0	0	1	2	2	3	3	3	4	3	2	3	4	1	1	3	0	23
BNP	0	0	0	0	0	0	1	0	0	0	2	0	1	0	0	1	0	1	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	1
Other	1	0	0	0	0	1	0	1	1	1	2	1	1	1	1	1	0	2	1	0	1

Non Voters

Would Not Vote	7	0	0	0	0	2	1	5	4	9	10	10	6	3	5	9	8	7	6	6	4
Don't know	14	0	0	0	0	11	9	17	9	18	20	13	14	10	14	13	13	15	17	10	11

July
23-24
31-1
Aug

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

Approve	32	32	84	6	37	16	65	8	24	37	28	34	26	29	40	37	26	30	36	30	34	21
Disapprove	53	52	7	88	41	71	25	82	59	52	53	44	53	57	49	49	56	54	46	54	54	64
Don't know	14	15	8	7	22	12	11	10	17	11	19	22	20	13	11	14	18	16	18	17	12	15

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

	July 24-25	July 31- 1 Aug																				
Do you think this coalition government is good or bad for people like you?																						
Very good	3	3	6	1	8	1	4	1	3	4	2	1	2	3	4	4	2	3	3	3	3	
Fairly good	18	18	41	4	39	9	30	5	21	20	15	18	16	19	19	21	13	17	19	18	16	
TOTAL GOOD	21	21	47	5	47	10	34	6	24	24	17	19	18	22	23	25	15	20	22	21	20	19
Fairly bad	25	26	23	32	28	25	22	30	29	23	28	20	26	25	28	27	24	26	24	25	26	33
Very bad	26	27	6	50	3	42	14	47	21	28	25	24	23	28	29	22	32	28	25	26	29	24
TOTAL BAD	51	53	29	82	31	67	36	77	50	51	53	44	49	53	57	49	56	54	49	51	55	57
Doesn't make much difference either way	22	21	22	11	20	22	26	15	22	21	21	18	23	22	19	22	20	19	23	22	19	20
Don't know	7	6	2	2	2	1	3	3	4	4	9	20	9	3	2	4	9	7	7	6	6	6
Do you think the coalition government is managing the economy well or badly?																						
Very well	9	9	28	1	12	3	20	2	5	12	6	10	6	9	12	11	7	8	11	9	10	5
Fairly well	36	35	62	16	52	31	55	17	37	35	34	30	32	32	42	40	28	32	37	36	32	32
TOTAL WELL	45	44	90	17	64	34	75	19	42	47	40	40	38	41	54	51	35	40	48	45	42	37
Fairly badly	28	28	7	44	25	35	14	43	33	27	29	23	30	31	25	26	30	30	26	30	27	30
Very badly	17	18	1	34	5	23	7	31	15	18	18	15	18	21	16	15	23	19	15	17	22	20
TOTAL BADLY	45	46	8	78	30	58	21	74	48	45	47	38	48	52	41	41	53	49	41	47	49	50
Don't know	10	10	3	5	7	8	4	7	10	7	13	22	14	8	5	8	13	11	11	9	8	13
In your opinion how good or bad is the state of Britain's economy at the moment?																						
Very good	3	3	8	1	2	2	7	1	1	4	2	3	3	3	2	4	1	4	4	2	2	2
Quite good	25	25	54	8	38	22	45	10	24	28	22	26	19	21	34	29	20	22	28	20	27	21
TOTAL GOOD	28	28	62	9	40	24	52	11	25	32	24	29	22	24	36	33	21	26	32	22	29	23
Neither good nor bad	32	31	28	33	31	32	30	32	34	30	32	29	33	32	30	30	32	32	34	34	25	31
Quite bad	26	26	8	43	24	30	13	40	29	24	28	17	26	31	25	26	27	25	20	29	33	28
Very bad	10	10	1	15	4	12	4	15	8	10	9	9	10	12	7	7	13	12	8	11	9	14
TOTAL BAD	36	36	9	58	28	42	17	55	37	34	37	26	36	43	32	33	40	37	28	40	42	42
Don't know	5	5	1	1	1	2	2	2	4	4	6	15	9	2	1	4	6	6	6	4	5	5
How do you think the financial situation of your household will change over the next 12 months?																						
Get a lot better	2	2	5	1	3	1	3	1	1	3	1	3	3	2	1	3	1	2	2	2	2	2
Get a little better	17	16	32	8	21	9	24	9	17	20	13	26	21	12	13	21	10	20	17	11	16	20
TOTAL BETTER	19	18	37	9	24	10	27	10	18	23	14	29	24	14	14	24	11	22	19	13	18	22
Stay about the same	43	40	45	40	43	37	45	38	44	38	42	30	35	39	51	41	39	39	42	42	38	39
Get a little worse	23	25	13	35	29	33	20	34	27	25	26	12	24	31	26	23	28	22	23	30	27	24
Get a lot worse	8	10	2	12	3	17	5	13	7	9	10	7	9	12	8	7	13	10	8	11	11	8
TOTAL WORSE	31	35	15	47	32	50	25	47	34	34	36	19	33	43	34	30	41	32	31	41	38	32
Don't know	7	6	2	5	1	3	3	5	4	5	8	21	8	3	2	5	8	7	8	4	5	7

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

Which of the following words would you most associate with Ed Miliband? Please tick up to three

Awkward	37	47	32	50	35	45	32	45	37	37	38	34	39	37	41	32	37	37	38	35	36
Weak	30	49	13	28	43	50	15	25	34	26	26	27	28	36	31	29	23	31	34	30	27
Boring	27	36	15	31	35	38	20	28	26	27	22	25	25	32	27	26	20	27	30	27	25
Geeky	26	35	24	34	25	33	23	26	28	23	21	27	27	25	27	24	26	26	25	28	21
Out of touch	19	29	6	12	39	31	9	14	21	17	12	15	18	27	18	21	15	20	24	17	17
Intelligent	19	7	41	27	10	6	34	24	19	19	18	14	21	21	22	15	22	17	16	20	23
Honest	15	1	39	14	7	2	36	17	18	12	10	13	15	18	15	15	16	13	14	17	16
Ordinary	13	10	19	12	14	9	17	13	12	13	11	12	12	15	13	12	17	13	11	11	13
Posh	8	6	9	9	7	4	8	12	7	9	12	11	8	5	9	7	6	6	9	10	13
In touch	8	1	21	0	5	2	17	7	9	6	5	7	8	9	6	10	8	7	6	11	5
Foolish	7	12	3	3	10	12	4	4	6	7	6	6	7	7	7	7	4	8	7	7	5
Sleazy	6	10	1	4	7	10	1	7	6	6	7	4	7	7	5	8	8	7	6	4	6
Dishonest	5	8	1	4	9	7	2	3	5	5	4	3	5	6	5	5	4	5	4	5	6
Decisive	3	1	7	2	0	0	6	3	3	3	1	2	4	3	3	3	4	3	3	3	2
Strong	2	1	6	0	1	1	5	1	2	3	3	2	3	2	2	3	6	2	2	2	2
Statesmanlike	1	0	3	1	0	0	3	1	2	1	4	1	2	1	1	2	2	2	1	1	1
None of them	2	1	2	4	3	1	2	3	2	3	3	3	3	1	2	3	3	1	3	1	6
Don't know	9	4	4	1	4	5	6	7	7	11	17	14	6	4	7	11	9	10	7	9	7

Which of the following words would you most associate with David Cameron? Please tick up to three

Posh	44	30	61	52	41	31	58	54	45	42	44	44	44	43	45	42	47	40	47	42	48
Out of touch	42	14	65	48	56	26	61	51	43	42	34	38	45	48	41	45	37	41	43	45	46
Intelligent	23	53	7	20	18	43	10	19	23	22	24	14	21	31	26	18	24	24	21	23	17
Dishonest	21	2	35	13	26	7	30	26	22	19	20	22	22	18	18	24	21	16	21	26	21
Statesmanlike	17	39	7	12	10	31	9	14	21	13	19	14	14	21	19	13	17	18	16	18	12
Sleazy	14	2	27	7	14	4	25	16	15	12	13	15	13	14	14	14	13	12	15	15	15
Decisive	14	35	4	13	5	27	5	10	15	13	14	14	13	14	16	11	11	15	14	15	9
Strong	11	27	5	9	10	22	5	9	12	11	10	14	12	9	13	10	15	13	11	9	11
Weak	9	3	11	6	23	8	12	8	9	9	3	6	10	13	8	11	7	11	9	8	9
Boring	9	3	12	8	12	6	13	8	7	11	7	8	11	9	8	11	5	8	11	10	12
Foolish	7	1	12	6	8	3	10	4	7	7	7	7	7	6	6	9	10	6	6	7	8
Honest	7	21	1	7	4	18	1	5	8	7	3	4	7	13	9	6	5	11	6	6	6
In touch	5	11	0	3	4	10	1	2	5	4	2	2	5	7	4	5	2	6	6	2	4
Ordinary	4	4	4	7	7	4	4	4	5	4	3	4	5	5	5	3	6	4	6	3	4
Awkward	3	2	4	5	3	2	3	4	3	3	2	4	3	2	4	2	4	3	3	3	4
Geeky	1	0	2	0	2	0	1	1	1	1	0	1	1	1	1	1	1	2	1	1	1
None of them	2	2	1	5	1	2	1	2	2	3	2	3	3	2	3	2	3	1	3	2	5
Don't know	7	3	2	1	2	4	4	5	5	8	19	10	4	2	5	9	7	8	6	6	4

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

	June 19-20	July 31- 1 Aug																				
]Which of these statements comes closest to your view about Ed Miliband?																						
He has the right policies, and also looks and sounds like a possible Prime Minister	10	11	1	31	7	3	1	26	12	13	10	9	11	11	13	11	12	15	9	11	12	12
He has the right policies, but does NOT look or sound like a possible Prime Minister	27	27	8	54	43	17	9	49	35	27	28	32	30	30	21	28	27	30	24	25	30	32
His policies are wrong, but he looks and sounds like a possible Prime Minister	4	2	2	2	3	2	1	1	2	2	2	4	2	2	1	2	2	2	2	1	2	2
His policies are wrong, and he does NOT look or sound a possible Prime Minister'	43	43	82	6	34	69	80	12	34	47	39	25	34	43	58	46	39	38	47	47	39	39
Don't know	16	16	7	7	13	9	10	12	18	11	21	29	23	15	7	14	20	15	17	16	17	15
Has the right policies	37	38	9	85	50	20	10	75	47	40	38	41	41	41	34	39	39	45	33	36	42	44
His policies are wrong	47	45	84	8	37	71	81	13	36	49	41	29	36	45	59	48	41	40	49	48	41	41
Looks and sounds like a possible Prime Minister	14	13	3	33	10	5	2	27	14	15	12	13	13	13	14	13	14	17	11	12	14	14
Does not look and sound like a Prime Minister	70	70	90	60	77	86	89	61	69	74	67	57	64	73	79	74	66	68	71	72	69	71
Which of these statements comes closest to your view about David Cameron?																						
He has the right policies, and also looks and sounds like a Prime Minister	25	27	75	3	23	14	57	5	20	30	24	25	22	26	33	31	21	26	31	24	26	20
He has the right policies, but does NOT look or sound like a Prime Minister	7	5	7	3	5	8	8	3	4	5	4	3	4	4	8	5	5	4	4	7	4	7
His policies are wrong, but he looks and sounds like a Prime Minister	31	30	11	43	49	36	18	40	38	28	32	30	33	29	29	31	29	32	27	32	31	30
His policies are wrong, and he does NOT look or sound a Prime Minister'	24	25	1	46	17	32	9	42	26	27	22	16	21	30	25	22	28	22	22	25	26	32
Don't know	13	14	6	4	7	9	8	10	12	10	17	26	20	12	5	11	17	16	15	12	13	11
Has the right policies	32	32	82	6	28	22	65	8	24	35	28	28	26	30	41	36	26	30	35	31	30	27
His policies are wrong	55	55	12	89	66	68	27	82	64	55	54	46	54	59	54	53	57	54	49	57	57	62
Looks and sounds like a possible Prime Minister	56	57	86	46	72	50	75	45	58	58	56	55	55	55	62	62	50	58	58	56	57	50
Does not look and sound like a Prime Minister	31	30	8	49	22	40	17	45	30	32	26	19	25	34	33	27	33	26	26	32	30	39

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

Thinking about David Cameron, do you think he is or is not physically attractive?

Yes, he is	16	35	7	18	11	31	10	12	15	18	10	11	15	25	19	13	15	19	16	17	12
No, he is not	54	29	74	57	59	34	66	62	48	60	57	62	56	43	51	58	58	50	55	57	55
Not sure	29	36	19	25	29	35	24	26	37	22	33	27	29	31	30	29	27	32	30	26	33

Thinking about Ed Miliband, do you think he is or is not physically attractive?

Yes, he is	6	3	11	6	3	3	10	6	4	7	2	5	6	7	5	6	8	7	3	4	8
No, he is not	73	80	66	76	81	81	66	73	69	77	74	74	75	71	74	72	71	70	77	77	68
Not sure	21	17	23	18	16	17	25	20	26	16	24	21	20	22	21	22	20	23	20	18	24

Leaving aside his policies and beliefs, do you think David Cameron physically looks like a credible national leader?

Yes, he does	55	89	37	67	48	78	39	54	54	55	51	55	51	60	60	48	52	56	57	55	46
No, he does not	29	4	47	18	40	13	45	27	31	27	25	30	32	27	26	33	30	27	27	30	39
Not sure	16	7	16	15	12	9	16	18	15	18	25	16	17	13	15	19	18	17	16	15	15

Leaving aside his policies and beliefs, do you think Ed Miliband physically looks like a credible national leader?

Yes, he does	15	6	33	12	8	6	28	16	14	16	15	16	15	15	15	15	20	13	13	17	14
No, he does not	67	86	44	68	88	87	49	62	69	64	57	66	67	70	69	63	62	68	70	65	66
Not sure	18	8	23	20	4	8	24	22	17	20	28	18	18	15	16	22	19	19	17	18	20

When it comes to who the public vote for at general elections, do you think it SHOULD matter what a politician looks like?

Should matter a lot	2	2	2	1	4	2	1	2	2	2	1	2	3	2	2	3	4	2	3	2	1
Should matter a fair amount	12	17	11	5	12	16	11	7	12	12	17	16	9	12	13	12	15	12	13	12	11
Should not matter very much	30	37	26	35	32	37	26	31	29	32	26	26	32	34	31	30	31	32	28	30	27
Should not matter at all	50	41	58	59	48	43	59	57	51	48	41	48	54	50	51	48	47	47	51	51	56
Don't know	5	3	3	0	3	2	4	3	5	6	15	8	3	2	3	8	3	7	5	5	4

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

And in practice, when it comes to who the public vote for at general elections, do you think it DOES matter what a politician looks like?

Does matter a lot	10	12	10	9	10	10	9	12	12	8	13	9	11	9	11	9	12	10	11	10	8
Does matter a fair amount	45	51	45	53	42	48	42	49	44	46	46	45	41	49	50	39	46	46	41	48	40
TOTAL DOES MATTER	55	63	55	62	52	58	51	61	56	54	59	54	52	58	61	48	58	56	52	58	48
Does not matter very much	20	22	18	29	20	24	19	22	21	20	9	21	23	21	20	20	16	19	23	19	26
Does not matter at all	17	10	22	6	23	14	22	13	16	18	14	15	20	17	13	22	19	15	19	17	20
TOTAL DOES NOT MATTER	37	32	40	35	43	38	41	35	37	38	23	36	43	38	33	42	35	34	42	36	46
Don't know	8	5	5	3	5	4	7	5	7	8	19	10	6	4	5	11	6	10	7	6	7

In a speech last week Ed Miliband spoke about his appearance, saying "You can find people who are more square-jawed, more chiselled, look less like Wallace". Do you think he was right or wrong to talk about the issue of his image in this way?

Right to talk about the issue	42	26	65	56	37	25	58	55	46	38	46	50	42	33	44	39	48	40	39	45	38
Wrong to talk about the issue	34	54	16	31	40	53	20	26	32	35	20	25	32	49	36	31	28	35	37	31	36
Don't know	24	20	19	13	23	23	22	18	22	27	34	25	26	18	20	31	24	25	24	24	25

Sample Size: 2083 GB Adults
Fieldwork: 31st July - 1st August 2014

	Westminster VI					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	2083	579	625	125	195	613	512	419	1010	1073	248	527	712	596	1187	896	267	677	446	512	181	
Unweighted Sample	2083	527	668	104	225	584	556	412	990	1093	204	427	864	588	1348	735	305	630	431	471	246	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	July 28-29	July 31- 1 Aug																				
Thinking of the continuing conflict between Israel and the Palestinians, do your own sympathies lie more with the Israelis or more with the Palestinians?																						
My sympathies lie more with the Israelis	14	14	21	12	7	24	22	12	7	18	10	10	8	11	23	13	15	13	17	14	12	9
My sympathies lie more with the Palestinians	27	28	22	37	36	22	23	32	37	33	24	30	31	29	24	33	23	35	27	24	28	36
Neither	41	40	43	36	47	44	42	40	40	38	43	29	38	44	43	39	42	39	37	46	41	38
Don't know	18	17	14	15	10	10	13	17	16	11	24	31	23	16	9	15	20	13	19	16	19	18
As you may be aware, in recent weeks the Israeli air force has been bombing the Gaza strip. From what you have seen or heard do you think this bombing was justified or unjustified?																						
Justified	17	17	27	14	14	30	26	14	12	25	10	14	10	14	28	17	17	14	19	17	17	12
Unjustified	52	54	49	63	64	40	48	61	62	50	58	53	53	58	52	57	51	61	51	52	55	61
Don't know	31	29	24	24	22	30	25	25	26	25	32	34	37	29	19	26	33	25	30	30	28	27
The Israeli bombings have caused a substantial number of Palestinian civilian casualties in the Gaza strip. Who you think is most to blame for this?																						
Hamas - for stationing their military targets and equipment in civilian areas	20	20	29	16	13	38	30	17	13	25	15	11	11	15	36	18	21	18	20	22	20	15
Israel - for attacking military targets in areas where civilians are also likely to be killed	18	20	14	27	17	12	15	24	23	22	19	24	24	20	16	23	17	24	19	15	22	28
Both equally	44	42	45	44	60	37	43	41	49	41	44	37	39	48	41	44	40	43	44	43	40	41
Don't know	18	18	12	12	10	13	13	17	16	12	23	28	26	17	8	15	22	15	17	20	18	16
And if you HAD to choose one or the other, who do you think should carry the most blame for the casualties in the Gaza strip?																						
<i>[Asked to respondents who answered 'both equally' for the previous question; n=870]</i>																						
Hamas - for stationing their military targets and equipment in civilian areas	28	28	37	22	22	39	34	25	23	33	23	29	24	24	36	29	26	27	29	24	33	22
Israel - for attacking military targets in areas where civilians are also likely to be killed	37	37	31	41	43	33	32	40	42	38	36	46	39	35	34	37	36	43	37	37	32	39
Don't know	35	35	32	37	35	28	34	35	36	29	41	24	37	41	30	34	38	30	34	40	35	39

Sample Size: 2083 GB Adults
Fieldwork: 31st July - 1st August 2014

	Westminster VI					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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

SUMMARY (combining answers from previous two questions)

Hamas - for stationing their military targets and equipment in civilian areas	32	46	26	26	52	45	27	24	39	25	22	20	27	51	31	31	30	33	32	33	24
Israel - for attacking military targets in areas where civilians are also likely to be killed	36	28	45	43	24	29	40	44	38	35	41	39	37	30	39	31	42	35	31	35	44
Don't know	33	26	28	31	23	28	31	34	24	41	37	40	37	20	30	37	28	32	37	32	32

The USA have agreed to resupply the Israel armed forces with ammunition from American stores in Israel. Do you think it is right or wrong for the USA to resupply Israel in this way?

Right	16	24	14	10	29	23	14	10	23	9	12	12	12	25	16	16	15	17	15	16	12
Wrong	54	48	61	62	47	50	58	62	51	57	47	55	59	51	57	50	53	53	53	55	62
Don't know or no opinion	30	28	25	27	24	27	28	28	26	34	41	34	30	24	27	34	32	30	32	30	26

Did you go abroad or stay in the UK for your main summer holiday last year?

Went abroad	37	44	33	42	41	43	36	36	36	38	32	37	34	42	43	29	42	37	35	36	40
Went somewhere in the UK	22	21	23	25	19	20	22	28	21	23	15	23	23	22	23	20	12	21	27	23	19
Did not go on a main summer holiday	38	35	42	33	39	37	40	34	40	36	41	35	42	35	32	46	43	38	36	38	38
Not sure	3	1	1	0	1	0	2	3	3	3	12	5	1	0	3	4	3	4	2	3	3

And where did you go or are you planning to go for your main summer holiday this year?

Abroad	35	42	30	37	37	40	30	35	34	36	31	35	34	36	42	25	39	34	34	33	39
Somewhere in the UK	23	23	24	20	24	23	25	25	23	23	12	25	23	25	23	23	14	22	29	24	19
Am not planning to go on a main summer holiday	36	31	41	40	34	33	39	36	37	35	44	31	39	35	31	44	40	38	31	36	36
Not sure	6	3	5	3	5	4	5	4	6	6	13	8	4	3	4	9	7	6	5	7	6

Have you changed your plans to stay in UK this summer in light of the good weather we have been having?

Yes, I have changed my plans	4	3	5	4	4	3	3	3	4	4	4	6	3	2	4	3	5	4	3	4	4
No, I have not changed my plans	96	97	95	96	96	97	97	97	96	96	96	94	97	98	96	97	95	96	97	96	96

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	86	125
Male 25 to 39	197	262
Male 40 to 59	439	352
Male 60 +	268	271
Female 18 to 24	118	123
Female 25 to 39	230	265
Female 40 to 59	425	360
Female 60 +	320	325
Region		
North England	471	512
Midlands	301	342
East	198	200
London	305	267
South England	432	477
Wales	130	104
Scotland	246	181
Social Grade		
AB	798	583
C1	550	604
C2	299	437
DE	436	458
Newspaper Type		
Express / Mail	454	333
Sun / Star	235	490
Mirror / Record	168	208
Guardian / Independent	137	94
FT / Times / Telegraph	163	198
Other Paper	294	240
No Paper	632	521
Political Party Identification		
Labour	726	667
Conservative	545	583
Liberal Democrat	164	229
SNP/Plaid Cymru	55	35
Others	142	48
None/ DK	451	521

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk