

YouGov / Sunday Times Survey Results

Sample Size: 1857 GB Adults
Fieldwork: 25th - 26th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Living with children under the age of 18	
	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*	Yes	No
Weighted Sample	1857	477	569	143	156	569	447	396	903	954	225	474	635	524	1058	799	238	604	397	457	162	424	1433
Unweighted Sample	1857	443	592	112	195	555	460	408	863	994	183	428	719	527	1237	620	254	621	379	463	140	425	1432
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	0	75	6	11	31	36	30	37	31	34	37	27	32	40	37	24	24	31	34
Lab	39	0	100	0	0	6	89	35	42	36	40	42	41	35	35	46	42	30	44	48	32	43	38
Lib Dem	10	0	0	100	0	1	1	36	10	10	14	11	8	10	12	8	12	13	5	9	11	6	11
Other	18	0	0	0	100	18	5	18	18	18	16	9	20	22	16	20	14	17	13	19	33	20	17

Other Parties Voting Intention

UKIP	11	0	0	0	100	16	3	10	10	11	7	4	14	15	9	14	9	13	9	13	2	12	10
SNP / PCY	3	0	0	0	0	0	0	3	3	3	2	3	4	3	4	2	2	0	1	0	27	4	3
Green	2	0	0	0	0	0	1	5	2	3	5	1	2	2	3	1	2	2	2	3	2	2	2
BNP	1	0	0	0	0	1	0	0	1	0	0	1	1	1	0	1	0	1	0	1	1	1	1
Respect	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0
Other	1	0	0	0	0	1	1	0	1	0	1	1	0	1	0	1	0	0	0	1	0	1	0

Non Voters

Would Not Vote	7	0	0	0	0	4	2	2	6	8	12	10	6	5	6	9	6	9	5	9	4	9	7
Don't know	15	0	0	0	0	13	9	20	9	21	18	18	13	13	14	16	13	14	16	14	18	17	14

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

	July 24-25	July 25-26																						
Approve	29	29	81	5	35	17	57	10	21	32	26	21	28	28	34	33	23	30	31	30	26	24	26	30
Disapprove	56	56	8	90	52	77	29	84	66	57	54	50	49	60	59	52	61	52	49	54	65	64	55	56
Don't know	15	15	12	5	13	6	14	6	13	10	20	29	22	12	7	14	16	18	19	16	9	13	19	14

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

	July 18-19	July 25-26																						
Very well	4	6	21	1	4	0	14	2	4	7	5	5	7	6	5	6	6	7	6	7	5	2	6	6
Fairly well	33	32	69	9	43	29	52	12	28	32	33	28	33	30	36	37	26	34	37	33	28	26	31	33
TOTAL WELL	37	38	90	10	47	29	66	14	32	39	38	33	40	36	41	43	32	41	43	40	33	28	37	39
Fairly badly	29	31	7	43	35	52	23	41	36	28	34	31	27	33	34	30	33	32	30	28	34	40	30	32
Very badly	26	23	1	45	14	17	6	43	27	26	19	18	20	26	23	20	25	19	17	25	28	28	23	23
TOTAL BADLY	55	54	8	88	49	69	29	84	63	54	53	49	47	59	57	50	58	51	47	53	62	68	53	55
Don't know	8	8	3	2	4	2	5	2	4	7	8	18	12	5	2	6	9	7	11	8	4	4	11	7

Fieldwork: 25th - 26th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Living with children under the age of 18	
	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*	Yes	No
Weighted Sample	1857	477	569	143	156	569	447	396	903	954	225	474	635	524	1058	799	238	604	397	457	162	424	1433
Unweighted Sample																							
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 18-19	July 25-26																						
Do you think Ed Miliband is doing well or badly as leader of the Labour party?																								
Very well	3	2	2	5	0	1	1	6	1	3	1	3	2	2	1	2	2	2	2	2	3	4	1	
Fairly well	23	23	10	51	18	6	10	44	21	24	22	21	22	24	23	22	25	25	20	25	26	17	28	22
TOTAL WELL	26	25	12	56	18	7	11	50	22	27	23	24	24	26	24	24	27	27	22	27	28	20	32	23
Fairly badly	37	37	40	31	54	35	40	32	51	37	37	32	40	38	36	40	34	35	38	33	40	42	36	38
Very badly	24	25	42	6	20	52	42	10	18	28	22	16	20	27	31	26	24	27	24	25	23	32	19	27
TOTAL BADLY	61	62	82	37	74	87	82	42	69	65	59	48	60	65	67	66	58	62	62	58	63	74	55	65
Don't know	14	13	6	8	9	5	8	8	9	8	17	28	16	9	8	11	15	11	16	15	9	6	14	12
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?																								
Very well	1	2	3	1	9	1	1	1	4	2	1	2	2	2	1	2	2	2	1	2	2	0	2	2
Fairly well	17	18	31	8	50	9	24	9	20	18	18	14	18	20	17	20	14	20	21	14	16	17	18	18
TOTAL WELL	18	20	34	9	59	10	25	10	24	20	19	16	20	22	18	22	16	22	22	16	18	17	20	20
Fairly badly	31	33	37	33	30	29	36	34	38	33	33	31	33	32	36	35	31	33	31	34	33	38	29	34
Very badly	38	36	22	54	6	57	29	51	32	40	32	31	32	39	39	34	39	34	32	37	41	39	36	36
TOTAL BADLY	69	69	59	87	36	86	65	85	70	73	65	62	65	71	75	69	70	67	63	71	74	77	65	70
Don't know	12	12	7	4	4	4	10	5	6	7	16	23	16	8	7	10	14	11	15	14	8	6	15	11
Do you think the coalition government is managing the economy well or badly?																								
Very well	4	4	12	0	4	1	9	1	2	5	2	2	5	3	4	5	3	6	3	5	4	2	6	3
Fairly well	28	31	68	8	42	35	53	11	27	33	29	28	28	29	37	35	26	34	35	29	29	26	24	33
TOTAL WELL	32	35	80	8	46	36	62	12	29	38	31	30	33	32	41	40	29	40	38	34	33	28	30	36
Fairly badly	33	30	13	40	32	38	23	37	36	28	33	31	31	30	31	29	32	29	28	31	31	40	28	31
Very badly	25	25	1	49	12	24	7	48	29	26	23	17	23	30	24	22	28	20	20	27	32	26	28	24
TOTAL BADLY	58	55	14	89	44	62	30	85	65	54	56	48	54	60	55	51	60	49	48	58	63	66	56	55
Don't know	10	10	6	3	10	2	8	3	7	7	13	22	13	8	4	9	11	11	15	9	5	7	14	9

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

July 18-19 | July 25-26

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

Very good	1	1	2	0	1	0	1	1	0	1	1	1	0	1	1	0	1	2	1	0	0	0	0	1
Quite good	7	10	25	3	13	8	17	4	7	11	8	14	11	6	12	13	6	12	9	9	11	8	10	10
TOTAL GOOD	8	11	27	3	14	8	18	5	7	12	9	15	11	7	13	13	7	14	10	9	11	8	10	11
Neither good nor bad	23	29	41	20	34	30	40	22	25	33	25	34	29	28	28	31	26	32	31	31	24	28	27	29
Quite bad	43	41	28	49	45	44	33	44	50	36	46	32	41	42	44	39	44	37	42	39	43	44	40	41
Very bad	21	16	3	27	4	18	6	29	17	16	16	8	14	21	15	14	19	13	12	17	20	17	18	15
TOTAL BAD	64	57	31	76	49	62	39	73	67	52	62	40	55	63	59	53	63	50	54	56	63	61	58	56
Don't know	5	4	2	1	3	0	2	0	1	3	4	11	5	2	1	4	4	3	5	4	3	4	4	3

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

Get a lot better	2	1	3	1	1	1	2	1	1	2	1	3	2	1	0	2	1	2	1	2	2	2	0	2
Get a little better	10	14	27	10	20	6	18	10	14	16	13	22	19	14	8	18	10	18	16	10	16	12	17	14
TOTAL BETTER	12	15	30	11	21	7	20	11	15	18	14	25	21	15	8	20	11	20	17	12	18	14	17	16
Stay about the same	35	39	51	33	41	40	46	34	36	40	38	39	38	37	42	41	36	40	40	38	36	45	32	41
Get a little worse	31	30	16	38	31	32	24	36	34	26	33	18	28	30	37	27	34	26	27	32	32	34	35	28
Get a lot worse	14	12	3	16	4	17	7	16	11	13	11	8	10	15	11	10	15	10	12	15	12	6	14	11
TOTAL WORSE	45	42	19	54	35	49	31	52	45	39	44	26	38	45	48	37	49	36	39	47	44	40	49	39
Don't know	8	4	1	2	2	3	2	2	4	3	4	9	3	3	2	3	4	4	4	3	3	1	2	4

Thinking about the government's economic policies, which of the following best reflects your view?

The government should stick to its current strategy of reducing the deficit, even if this means growth remains slow	40	84	13	48	54	70	18	30	43	38	40	40	37	45	45	34	46	44	39	34	38	35	42
The government should change its strategy to concentrate on growth, even if this means the deficit stays longer or gets worse	39	6	71	36	35	15	66	52	45	35	29	35	46	40	38	42	37	32	38	49	46	41	39
Don't know	20	9	15	16	11	15	17	17	12	28	31	25	18	14	17	24	17	23	23	17	16	24	19

Fieldwork: 25th - 26th July 2013

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

May 3-4
2012

July 25-
26 2013

Thinking about how the government is cutting public spending, do you think the government should cut spending less, cut spending more, or are they getting the balance about right?

Cut spending more	11	15	29	4	11	30	27	5	8	18	12	15	16	12	17	17	12	21	15	14	12	13	13	15
Cut spending less	49	47	14	79	41	37	21	76	61	48	46	36	43	53	47	43	53	48	40	44	54	59	52	45
Balance is right	23	25	48	8	41	26	40	11	23	25	24	25	23	24	27	28	20	21	29	26	21	19	19	26
Don't know	16	14	8	9	6	7	11	8	8	9	18	23	18	11	9	13	15	11	16	15	13	9	16	13

June 27-
28

July 25-
26

Who would you trust more to run the economy?

David Cameron and George Osborne	36	39	91	4	46	53	75	10	28	41	36	33	35	38	46	43	33	43	43	39	33	33	29	42
Ed Miliband and Ed Balls	26	26	1	68	16	7	4	59	32	30	23	28	27	27	24	26	27	26	22	28	30	30	30	25
Not sure	38	35	7	27	38	39	21	31	40	28	41	39	38	35	30	31	40	31	36	33	37	37	41	33

June 26-
27

July 25-
26

Do you think George Osborne is doing a good job or a bad job as Chancellor of the Exchequer?

Good job	25	25	67	3	29	27	51	7	14	28	23	23	20	25	30	28	21	25	28	24	24	21	21	26
Bad job	52	45	7	83	41	42	18	75	55	50	40	38	44	48	45	44	46	44	39	44	51	56	45	45
Not sure	23	30	26	14	30	32	31	18	32	22	38	39	36	27	24	28	33	31	33	32	26	23	34	29

Do you think Ed Balls is doing a good job or a bad job as Shadow Chancellor?

Good job	18	6	45	14	6	5	40	18	21	16	18	15	19	19	18	19	19	15	21	19	19	22	17
Bad job	40	65	13	50	67	63	18	38	47	33	30	34	42	47	44	35	43	41	36	39	45	32	42
Not sure	42	30	42	36	27	31	42	44	32	51	52	51	38	33	38	46	39	44	43	41	36	46	41

Fieldwork: 25th - 26th July 2013

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

Do you think Alistair Darling did a good job or a bad job when he was Chancellor of the Exchequer from 2007-2010?

Good job	22	14	42	23	12	12	41	27	28	17	20	20	23	24	23	22	28	19	19	21	37	19	23
Bad job	41	56	24	53	57	56	27	41	45	38	33	35	45	46	44	38	39	42	42	42	40	39	42
Not sure	36	30	34	24	31	32	32	32	26	45	46	44	32	30	33	40	32	39	39	37	23	42	34

Do you think George Osborne should remain as Chancellor of the Exchequer, or do you think David Cameron should replace him with a new Chancellor?

Mar 14-15

July 25-26

George Osborne should remain Chancellor	17	30	70	7	38	38	56	9	19	34	26	33	23	30	34	33	25	35	31	28	26	31	24	31
George Osborne should be replaced	51	42	11	73	38	43	20	68	53	47	36	26	41	44	46	39	45	37	36	41	50	46	45	40
Don't know	32	29	19	20	24	19	24	23	28	19	38	41	36	27	20	28	30	28	33	30	24	23	31	28

Which of these would make the better Chancellor of the Exchequer?

June 26-27

July 25-26

George Osborne	32	35	83	3	43	51	70	9	24	40	30	27	28	35	45	40	29	42	36	34	32	33	26	38
Ed Balls	23	27	2	65	20	13	5	57	35	32	22	26	26	28	25	25	29	26	22	24	34	31	32	25
Don't know	45	38	15	32	38	36	25	34	42	28	48	46	46	38	30	35	43	32	42	42	35	36	42	37

Which of these would make the better Shadow Chancellor?

Ed Balls	18	9	36	21	12	9	34	20	21	16	19	17	21	17	18	19	21	14	18	24	17	21	18
Alistair Darling	32	47	29	36	37	42	29	32	41	23	26	27	31	40	35	29	40	29	29	30	43	27	33
Don't know	50	43	35	44	52	50	37	49	38	60	56	56	48	43	47	53	39	56	53	46	40	52	49

Do you think the economy would have performed better or worse over the past three years had Labour won the last election?

Performed better	32	3	71	22	16	9	65	37	36	27	35	35	31	28	31	32	30	27	31	39	35	35	30
Performed worse	43	90	9	53	67	80	13	34	45	41	30	36	44	54	47	38	51	45	43	37	42	33	46
Don't know	25	7	20	25	17	11	22	29	18	31	35	29	25	18	21	30	19	29	26	24	23	31	23

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

The Office of National Statistics has announced that Britain's economy grew by 0.6% in the second quarter of 2013, after growing by 0.3% in the first three months of this year.

Do you think Britain's economy is currently...?

On the mend, and likely to continue growing in the months ahead	38	76	15	51	29	63	18	31	41	36	44	39	33	41	42	33	45	42	36	32	36	31	40
Bumping along the bottom, and NOT likely to grow in the months ahead	49	20	75	38	63	27	73	58	51	47	31	45	57	49	45	54	45	42	49	57	55	51	48
Not sure	13	5	10	11	8	10	9	10	9	18	25	16	10	10	13	13	10	16	14	12	9	18	12

How likely, if at all, do you think it is that Britain will go back into recession during the next 12 months?

Very likely	4	0	8	5	4	1	7	5	5	4	7	2	5	4	3	6	4	5	4	4	2	4	4
Fairly likely	31	13	41	25	39	19	40	38	27	34	20	38	31	29	31	31	28	28	31	34	34	39	28
TOTAL LIKELY	35	13	49	30	43	20	47	43	32	38	27	40	36	33	34	37	32	33	35	38	36	43	32
Not very likely	44	64	33	48	47	58	34	38	47	40	39	37	43	51	46	40	46	43	42	42	51	33	47
Not likely at all	6	12	3	7	1	8	4	4	9	3	7	6	5	5	6	5	8	6	5	6	4	5	6
TOTAL NOT LIKELY	50	76	36	55	48	66	38	42	56	43	46	43	48	56	52	45	54	49	47	48	55	38	53
Don't know	16	11	14	15	9	14	15	15	12	20	28	16	15	11	14	19	13	19	17	13	10	20	15

To what extent do you agree or disagree with the following statements? (Please tick one option per row)

Ed Miliband has shown that he is a strong leader by taking on the big unions in order to reduce their influence over the Labour Party'

Agree strongly	5	2	11	3	4	2	9	6	6	4	6	4	5	6	4	6	6	5	5	6	2	6	5
Tend to agree	30	23	48	33	19	21	47	31	32	28	21	32	28	35	30	30	29	28	31	31	33	29	30
TOTAL AGREE	35	25	59	36	23	23	56	37	38	32	27	36	33	41	34	36	35	33	36	37	35	35	35
Tend to disagree	25	31	20	35	30	30	18	32	26	24	25	24	26	26	27	23	32	22	22	28	26	20	27
Disagree strongly	16	27	7	11	31	27	10	8	21	12	12	13	18	19	18	14	16	16	17	15	20	13	17
TOTAL DISAGREE	41	58	27	46	61	57	28	40	47	36	37	37	44	45	45	37	48	38	39	43	46	33	44
Don't know	23	17	14	18	15	19	16	23	15	31	37	28	23	14	20	28	16	29	25	20	18	31	21

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	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*	Yes	No
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Unweighted Sample	1857	443	592	112	195	555	460	408	863	994	183	428	719	527	1237	620	254	621	379	463	140	425	1432
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ed Miliband is damaging Labour's election chances by surrounding himself with too many people who were close to Gordon Brown'

Agree strongly	12	22	3	12	25	21	6	8	15	8	9	8	11	17	12	11	11	12	13	9	13	8	13
Tend to agree	28	35	25	33	35	36	23	28	32	25	23	23	29	35	28	29	31	30	24	32	19	23	30
TOTAL AGREE	40	57	28	45	60	57	29	36	47	33	32	31	40	52	40	40	42	42	37	41	32	31	43
Tend to disagree	22	12	38	26	12	10	36	28	24	21	22	24	23	19	24	20	24	16	22	26	34	21	23
Disagree strongly	6	1	15	4	4	1	15	5	8	5	6	8	7	4	5	8	7	5	8	6	6	8	6
TOTAL DISAGREE	28	13	53	30	16	11	51	33	32	26	28	32	30	23	29	28	31	21	30	32	40	29	29
Don't know	31	29	19	26	23	32	20	31	21	41	39	36	30	25	31	32	26	37	32	27	28	39	29

Which of these statements comes closer to your view?

'Ed Balls' criticisms of the present government's economic policies have proved to be correct; as shadow chancellor he strengthens Labour's credibility'	27	4	64	24	11	4	59	36	34	21	21	26	31	27	26	29	30	23	28	29	33	30	26
'Ed Balls was one of the people who messed up Britain's economy before 2010; as shadow chancellor he weakens Labour's credibility'	43	79	12	52	74	78	14	38	48	38	29	37	43	53	47	36	45	47	38	40	43	34	45
Not sure	30	17	24	24	15	17	27	27	18	41	50	38	26	20	27	35	25	31	34	31	24	36	28

Would you be more likely or less likely to vote Labour if any of the following were to be leader of the party in place of Ed Miliband?

Alistair Darling

More likely to vote Labour	9	8	12	9	9	7	12	12	13	6	5	10	11	9	10	8	12	7	7	11	12	10	9
Less likely to vote Labour	12	10	14	23	7	8	14	17	13	11	11	15	11	10	14	9	12	12	11	12	9	13	11
No difference - I would vote Labour anyway	20	3	54	2	10	4	47	18	23	16	16	17	22	20	18	22	19	15	19	26	19	20	19
No difference - I would NOT vote Labour anyway	36	69	3	45	64	66	7	29	35	37	27	28	37	48	38	34	34	40	37	30	44	25	40
Don't know	23	10	16	21	10	15	19	24	16	30	41	31	19	13	20	27	22	26	26	20	16	32	21

Ed Balls

More likely to vote Labour	7	2	15	7	5	2	14	9	9	6	8	7	7	7	7	8	5	5	8	9	12	8	7
Less likely to vote Labour	14	17	11	24	12	13	12	19	17	11	12	16	14	12	16	10	20	15	10	14	10	13	14
No difference - I would vote Labour anyway	21	3	56	5	7	4	49	20	25	17	16	19	23	21	19	23	23	15	21	27	20	22	20
No difference - I would NOT vote Labour anyway	37	70	3	45	65	66	9	30	35	38	24	29	37	48	38	35	35	40	37	30	46	27	40
Don't know	22	8	16	19	11	14	16	22	15	28	39	28	19	11	20	24	18	25	25	19	13	30	19

Fieldwork: 25th - 26th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Living with children under the age of 18	
	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*	Yes	No
Weighted Sample	1857	477	569	143	156	569	447	396	903	954	225	474	635	524	1058	799	238	604	397	457	162	424	1433
Unweighted Sample	1857	443	592	112	195	555	460	408	863	994	183	428	719	527	1237	620	254	621	379	463	140	425	1432
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yvette Cooper																							
More likely to vote Labour	8	4	13	12	6	3	12	13	9	7	11	9	6	7	9	6	11	6	6	11	3	6	8
Less likely to vote Labour	10	13	8	15	9	11	8	13	13	7	8	10	11	10	12	8	10	12	9	9	7	12	9
No difference - I would vote Labour anyway	20	3	56	4	8	5	50	18	24	17	14	19	23	21	18	23	21	14	20	27	25	19	21
No difference - I would NOT vote Labour anyway	36	69	2	46	64	65	7	29	35	38	26	28	37	47	38	35	37	39	36	30	46	28	39
Don't know	26	12	20	24	12	17	23	26	20	32	41	35	23	15	23	29	21	30	29	23	19	35	23
Chuka Umunna																							
More likely to vote Labour	6	2	10	10	3	2	8	10	7	4	9	6	6	4	7	4	10	5	3	5	7	6	5
Less likely to vote Labour	10	12	9	11	13	9	11	11	13	7	6	9	11	11	10	9	11	10	8	11	6	11	9
No difference - I would vote Labour anyway	20	3	54	5	7	6	47	18	24	16	16	20	22	20	19	22	21	14	20	28	19	20	20
No difference - I would NOT vote Labour anyway	36	69	2	45	62	65	7	30	34	37	26	28	36	47	37	34	36	38	35	29	45	27	38
Don't know	29	13	25	29	15	19	26	32	22	35	43	39	25	19	27	31	21	32	33	26	22	37	26
Jim Murphy																							
More likely to vote Labour	3	2	5	4	4	1	5	4	4	2	3	3	4	1	3	3	6	2	1	2	6	3	3
Less likely to vote Labour	9	10	9	10	11	9	11	11	12	6	7	8	9	10	9	9	9	10	8	8	11	10	9
No difference - I would vote Labour anyway	21	4	55	5	7	5	49	18	24	17	16	20	22	22	20	22	20	15	21	29	19	21	21
No difference - I would NOT vote Labour anyway	36	70	2	44	64	65	7	29	35	37	25	28	36	47	38	33	35	39	35	30	44	27	39
Don't know	32	15	29	38	15	20	29	37	25	37	49	40	29	20	30	33	31	33	35	30	20	39	29
Do you have any children under the age of 18 living with you?																							
Yes	23	20	24	14	24	18	25	22	22	24	19	37	30	3	24	21	19	28	21	20	19	100	0
No	77	80	76	86	76	82	75	78	78	76	81	63	70	97	76	79	81	72	79	80	81	0	100

Fieldwork: 25th - 26th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Living with children under the age of 18	
	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*	Yes	No
Weighted Sample	1857	477	569	143	156	569	447	396	903	954	225	474	635	524	1058	799	238	604	397	457	162	424	1433
Unweighted Sample	1857	443	592	112	195	555	460	408	863	994	183	428	719	527	1237	620	254	621	379	463	140	425	1432
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much are you spending on activities for each of your children this summer holiday above and beyond your normal term-time spending in order to keep them occupied (not including the basic cost of travel and accommodation for any holiday away from home)?

[Asked to those with children under 18 living with them n=425]

Nothing	12	6	12	17	16	10	12	13	8	16	21	12	9	18	10	14	12	10	17	8	16	12	0
Under £50 a week	53	58	50	54	57	62	54	62	48	57	23	55	59	43	48	61	45	52	46	69	47	53	0
£50-£100 a week	15	18	18	8	15	16	14	12	20	12	2	19	16	5	17	13	16	16	17	10	25	15	0
£100-£200 a week	4	5	6	13	9	3	7	6	6	3	14	1	5	0	5	3	7	3	3	5	11	4	0
£200-300 a week	4	11	3	4	0	3	4	5	4	4	0	8	2	0	4	4	14	5	3	1	0	4	0
£300- 400 a week	1	0	0	0	0	0	0	0	1	0	5	0	0	0	1	0	0	1	0	0	0	1	0
£400-500 a week	0	0	0	3	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
More than £500 a week	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	10	2	11	0	3	7	9	2	13	8	34	4	9	33	13	5	4	12	15	8	2	10	0

Are you being forced to spend extra on childcare at or near where you live during the summer holidays? If so, how much?

[Asked to those with children under 18 living with them n=425]

No	73	75	75	69	73	79	76	81	67	77	45	73	77	100	68	81	63	75	67	81	69	73	0
Yes - under £100 a week	9	9	8	16	19	5	6	15	9	8	3	12	8	0	8	10	6	6	12	11	12	9	0
£100-250 a week	7	14	10	2	0	10	11	1	7	7	8	8	7	0	8	6	7	7	8	7	7	7	0
£250-500 a week	3	1	4	6	0	3	3	1	4	2	11	3	2	0	5	0	12	0	4	0	11	3	0
£500-750 a week	1	1	0	4	0	0	1	1	1	0	0	1	1	0	1	0	1	1	0	0	0	1	0
£750-1000 a week	1	0	0	3	0	0	1	1	1	0	5	0	0	0	1	0	3	1	0	0	0	1	0
More than £1000 a week	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	7	0	3	0	7	3	3	0	9	5	29	3	6	0	9	3	7	9	9	2	2	7	0

Fieldwork: 25th - 26th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Living with children under the age of 18	
	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*	Yes	No
Weighted Sample	1857	477	569	143	156	569	447	396	903	954	225	474	635	524	1058	799	238	604	397	457	162	424	1433
Unweighted Sample	1857	443	592	112	195	555	460	408	863	994	183	428	719	527	1237	620	254	621	379	463	140	425	1432
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Are you paying for any of your children to go on a solo holiday this summer? If so, how many?

[Asked to those with children under 18 living with them n=425]

No	83	82	79	65	88	88	83	84	80	86	80	84	83	87	81	87	62	83	86	89	91	83	0
Yes - 1 child	9	18	9	18	4	10	10	10	10	9	2	7	13	13	11	8	18	13	3	5	8	9	0
2 children	4	0	7	17	7	2	5	6	5	2	6	4	3	0	4	3	11	1	3	6	1	4	0
3 children	2	0	0	0	0	0	1	0	3	0	5	2	0	0	3	0	9	1	0	0	0	2	0
4 or more children	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	2	0	4	0	0	0	2	0	2	2	7	2	1	0	2	2	0	1	9	0	0	2	0

And how much are you spending per child? Is it equivalent to:*

[Asked to those who are paying for any of their children to go on a solo holiday n=60]

Under £500 a week	43	51	33	39	96	78	21	59	30	59	24	18	71	0	37	54	42	50	19	54	30	43	0
£500-750 a week	19	16	28	34	4	4	32	31	27	7	0	32	13	0	18	19	9	13	10	46	70	19	0
£750-1000 a week	14	34	16	0	0	18	34	6	15	13	0	19	9	100	17	8	21	22	0	0	0	14	0
£1000-1250 a week	6	0	2	18	0	0	3	0	7	4	41	0	2	0	9	0	4	8	11	0	0	6	0
£1250-£1,500 a week	6	0	0	9	0	0	0	4	9	2	0	15	0	0	9	0	24	0	0	0	0	6	0
More than £1,500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	13	0	21	0	0	0	9	0	10	16	36	15	5	0	10	18	0	6	60	0	0	13	0

Which of these views comes closest to yours?*

[Asked to those who are paying for any of their children to go on a solo holiday n=60]

I resent the money I have to spend during the summer holidays to keep children occupied'	10	0	13	6	0	18	6	0	3	20	10	4	17	0	9	14	16	7	7	12	15	10	0
I feel that it is money well spent if it keeps the children out of trouble'	39	60	42	33	18	49	60	15	41	36	55	34	35	100	42	32	27	46	11	67	55	39	0
I neither resent the money nor feel it is money well spent - it's just a fact of life'	32	20	20	60	82	33	10	77	37	25	0	31	43	0	36	24	46	31	23	21	30	32	0
Don't know	19	20	25	0	0	0	24	8	19	19	36	31	5	0	14	30	10	16	60	0	0	19	0

Fieldwork: 25th - 26th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Living with children under the age of 18	
	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*	Yes	No
Weighted Sample	1857	477	569	143	156	569	447	396	903	954	225	474	635	524	1058	799	238	604	397	457	162	424	1433
Unweighted Sample	1857	443	592	112	195	555	460	408	863	994	183	428	719	527	1237	620	254	621	379	463	140	425	1432
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you believe that organisers of activities for children in your area raise their prices during the summer?

[Asked to those with children under 18 living with them n=425]

Yes - most do	30	25	27	28	36	30	26	26	36	24	34	29	29	36	30	29	15	38	24	31	17	30	0
Yes - some do	25	31	32	13	8	29	27	20	29	21	27	26	23	20	26	23	33	21	24	26	30	25	0
No - most don't	12	8	14	19	26	5	16	21	12	12	3	12	15	4	11	15	20	6	9	21	24	12	0
No - none of them do	2	3	3	0	3	2	3	0	1	3	4	2	2	0	1	3	3	2	2	2	1	2	0
Don't know	31	33	25	41	27	34	28	32	21	40	33	30	31	39	31	30	29	33	41	20	28	31	0

Do you believe childcarers in your area raise their prices during the summer?

[Asked to those with children under 18 living with them n=425]

Yes - most do	14	8	14	8	17	13	7	8	20	9	27	13	11	19	15	13	9	19	13	10	5	14	0
Yes - some do	20	23	27	7	6	20	31	13	21	19	16	23	19	5	20	20	25	15	14	26	39	20	0
No - most don't	16	18	10	42	22	12	15	31	15	17	16	16	18	0	17	15	23	17	9	17	18	16	0
No - none of them do	3	4	2	0	3	4	2	1	2	3	4	4	2	0	2	4	2	3	1	3	6	3	0
Don't know	47	47	47	43	52	51	44	46	42	52	37	45	50	77	47	48	41	46	62	45	32	47	0

Do you think employers should do more to support their staff during the school holidays such as offering unpaid leave?

Yes - such family-friendly policies are right in principle and are likely to benefit the company or organisation

No - employers should not have to face the disruption caused a sudden absence of significant numbers of workers taking unpaid leave

Not sure

Yes - such family-friendly policies are right in principle and are likely to benefit the company or organisation	43	31	52	42	35	33	51	52	42	44	52	51	44	31	44	42	46	42	41	44	45	60	38
No - employers should not have to face the disruption caused a sudden absence of significant numbers of workers taking unpaid leave	44	59	35	47	58	56	38	39	48	41	29	33	46	60	46	42	39	45	48	43	46	27	50
Not sure	12	9	12	11	7	12	12	9	11	14	19	16	11	9	10	16	15	13	11	13	9	13	12

May 31 - June 1 2012
July 25-26 2013

Do you think Britain should continue to have a monarchy in the future, or should it be replaced with an elected head of state?

Should continue to have a monarchy
Should have an elected head of state instead
Don't know

Should continue to have a monarchy	73	75	90	66	79	79	91	70	70	72	77	64	72	72	85	75	74	67	78	79	73	68	68	77
Should have an elected head of state instead	18	17	6	25	17	14	6	23	23	21	13	20	18	20	11	17	16	21	16	11	18	28	20	16
Don't know	9	8	4	9	4	7	3	7	7	7	10	16	10	8	5	8	9	12	6	10	9	5	12	7

Fieldwork: 25th - 26th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Living with children under the age of 18	
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*	Yes	No	
Weighted Sample	1857	477	569	143	156	569	447	396	903	954	225	474	635	524	1058	799	238	604	397	457	162	424	1433
Unweighted Sample	1857	443	592	112	195	555	460	408	863	994	183	428	719	527	1237	620	254	621	379	463	140	425	1432
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Fieldwork: 25th - 26th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Living with children under the age of 18	
	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*	Yes	No
Weighted Sample	1857	477	569	143	156	569	447	396	903	954	225	474	635	524	1058	799	238	604	397	457	162	424	1433
Unweighted Sample	1857	443	592	112	195	555	460	408	863	994	183	428	719	527	1237	620	254	621	379	463	140	425	1432
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE of the following events do you think is the most momentous event?

Diamond Jubilee in 2012	40	51	36	32	53	52	38	35	41	39	27	33	39	54	42	38	41	43	38	42	29	33	42
Birth of the Royal baby	16	16	14	17	18	17	14	14	11	21	20	15	17	15	15	19	14	16	18	17	14	25	14
Wedding of William and Catherine in 2011	16	20	13	17	10	17	13	17	14	18	29	24	14	7	16	16	16	17	19	14	15	19	16
None of these	23	10	31	30	16	10	29	30	29	16	17	22	26	22	23	22	24	19	20	23	38	19	24
Don't know	4	2	5	5	3	3	6	3	5	4	6	6	5	3	4	5	5	4	5	5	5	5	4

	May 31 - June 1 2012	July 25-26 2013																						
Thinking back across the last 60 years and what you either remember or have read or seen about it, is it your impression that...																								
The monarchy is more popular these days than ever	16	23	31	22	18	26	30	24	18	20	26	24	25	24	21	22	25	20	24	25	22	23	24	23
The monarchy is generally more popular these days than it was in the past	23	31	38	28	41	28	36	29	33	29	33	32	25	29	40	34	29	36	31	31	34	22	26	33
TOTAL MORE POPULAR	39	54	69	50	59	54	66	53	51	49	59	56	50	53	61	56	54	56	55	56	56	45	50	56
The monarchy's popularity hasn't really changed	27	23	19	26	27	25	20	25	30	27	20	19	24	24	23	24	22	24	23	23	22	28	23	24
The monarchy is generally less popular these days than it was in the past	22	13	9	14	9	17	11	14	13	15	12	11	13	15	12	13	14	11	13	13	14	18	17	12
The monarchy is less popular these days than ever	5	3	1	5	2	4	1	5	3	4	3	3	2	5	2	2	4	2	3	2	4	6	3	3
TOTAL LESS POPULAR	27	16	10	19	11	21	12	19	16	19	15	14	15	20	14	15	18	13	16	15	18	24	20	15
Don't know	7	6	2	5	3	1	2	4	3	5	6	11	10	4	2	6	6	7	7	5	5	4	8	5

And thinking about whether people support keeping the monarchy or replacing it with an elected President, is it your impression that...																								
Support for keeping the monarchy is higher than it has ever been	17	21	28	17	17	27	25	21	16	20	21	21	20	24	17	18	24	16	21	26	18	22	21	20
Support for keeping the monarchy is generally higher than in the past	30	34	39	31	37	33	42	31	32	33	34	29	28	30	44	36	30	35	36	29	38	23	32	34
TOTAL SUPPORT FOR MONARCHY IS HIGHER	47	55	67	48	54	60	67	52	48	53	55	50	48	54	61	54	54	51	57	55	56	45	53	54
Support for whether to keep the monarchy or have an elected President hasn't really changed	28	26	23	34	31	27	21	30	37	29	25	20	28	27	27	29	24	30	26	28	23	30	23	27
Support for switching to an elected President is generally higher than in the past	9	6	4	6	8	8	4	8	6	6	6	7	7	7	5	5	8	6	6	4	8	9	6	6
Support for switching to an elected President is higher than it has ever been	2	2	1	3	1	1	1	4	2	3	1	3	1	2	1	2	2	0	2	0	3	4	2	2
TOTAL SUPPORT FOR PRESIDENT IS HIGHER	11	8	5	9	9	9	5	12	8	9	7	10	8	9	6	7	10	6	8	4	11	13	8	8
Don't know	14	11	4	8	5	5	7	7	7	10	13	20	15	10	5	11	12	14	9	13	11	12	16	10

Fieldwork: 25th - 26th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Living with children under the age of 18	
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*	Yes	No	
Weighted Sample 1857	477	569	143	156	569	447	396	903	954	225	474	635	524	1058	799	238	604	397	457	162	424	1433	
Unweighted Sample	443	592	112	195	555	460	408	863	994	183	428	719	527	1237	620	254	621	379	463	140	425	1432	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Fieldwork: 25th - 26th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Living with children under the age of 18	
	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*	Yes	No
Weighted Sample	1857	477	569	143	156	569	447	396	903	954	225	474	635	524	1058	799	238	604	397	457	162	424	1433
Unweighted Sample	1857	443	592	112	195	555	460	408	863	994	183	428	719	527	1237	620	254	621	379	463	140	425	1432
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

29-30 Jan July 25-26

Looking towards the Queen's future as monarch, which of the following best reflects your view?

Queen Elizabeth should abdicate as monarch and retire, letting her heir become King	19	22	16	27	28	11	14	29	26	21	24	19	23	22	23	22	22	17	21	21	23	35	23	22
Queen Elizabeth should remain monarch and keep on doing her Royal duties for as long as possible	67	66	80	60	64	81	80	60	63	68	65	61	63	67	71	68	65	73	67	67	66	54	61	68
Don't know	14	12	4	13	8	8	6	11	11	11	12	20	14	11	6	10	13	10	12	13	11	11	16	10

7-8 March July 25-26

Thinking about the future monarch, which of the following would you prefer?

Prince Charles should succeed as King after Queen Elizabeth II	44	48	59	43	51	54	56	44	45	50	46	41	42	47	57	49	46	53	45	47	49	47	42	49
Prince William should succeed as King after Queen Elizabeth II instead of Prince Charles	37	36	36	36	32	33	37	36	36	31	40	38	39	36	32	34	38	32	38	39	34	30	40	34
Neither - there should be no monarch after Queen Elizabeth II	12	10	2	16	12	6	2	17	13	13	8	10	11	12	7	11	9	9	9	7	12	21	9	10
Don't know	6	6	3	4	4	7	4	3	6	6	7	11	8	5	4	6	7	7	8	7	5	3	8	6

Do you think the monarchy will or will not be in power by the time the baby becomes King?

Will be in power	71	83	68	73	79	81	68	71	73	70	68	71	73	70	73	69	62	77	75	66	70	72	71
Will not be in power	11	6	16	14	8	6	16	12	12	10	13	13	10	10	12	10	14	9	8	14	13	12	11
Don't know	18	11	16	13	13	13	17	18	14	21	19	16	17	19	15	21	24	14	18	19	17	16	18

Fieldwork: 25th - 26th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Living with children under the age of 18	
	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*	Yes	No
Weighted Sample	1857	477	569	143	156	569	447	396	903	954	225	474	635	524	1058	799	238	604	397	457	162	424	1433
Unweighted Sample	1857	443	592	112	195	555	460	408	863	994	183	428	719	527	1237	620	254	621	379	463	140	425	1432
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which two or three, if any, of the following people do you think has improved the status of the Royal family? (Please tick up to three options)

Prince William	77	85	75	77	81	85	75	78	73	80	65	74	77	83	76	77	70	80	78	75	76	71	78
Catherine, Duchess of Cambridge	64	69	62	70	70	69	63	67	58	70	70	64	59	68	64	64	63	66	66	64	56	60	65
Prince Harry	47	49	51	43	50	47	50	48	46	49	37	48	51	47	45	50	42	48	49	50	43	50	47
Prince George of Cambridge	13	14	14	11	11	14	14	11	11	15	16	15	10	12	13	12	13	14	13	13	7	14	12
Princess Anne	11	15	8	17	17	14	7	16	10	12	8	4	13	17	13	9	9	11	12	13	13	7	13
Prince Charles	10	15	10	9	8	12	12	7	13	7	7	8	10	13	10	10	13	8	11	10	9	8	10
Camilla, Duchess of Cornwall	3	4	2	4	4	5	3	3	3	3	2	4	3	4	4	3	6	4	2	3	3	3	3
None of these	7	3	10	7	7	3	10	9	10	5	11	5	9	6	8	7	8	6	6	8	13	7	8
Don't know	5	3	4	2	2	3	4	3	6	5	8	10	4	2	5	6	7	6	6	4	3	8	4

2-3 July July 25-26

Should the child of William and Catherine attend state school or private school?

State school	16	21	13	29	29	17	12	26	26	24	18	27	22	19	20	20	22	20	23	19	19	25	21
Private school	43	41	52	36	34	53	53	37	32	34	47	35	32	43	48	41	40	35	41	44	41	38	41
Don't know or Don't care	41	38	35	35	37	30	35	37	43	42	35	38	46	38	32	39	38	45	36	37	40	37	38

Should there be an extra bank holiday to celebrate the birth and/or christening of the royal baby?

Should	43	37	37	39	29	37	38	37	34	33	42	51	52	35	21	40	35	38	38	39	37	30	48	34
Should not	46	52	53	51	65	55	52	53	57	59	45	38	37	54	69	51	52	48	49	54	51	63	39	56
Don't know	11	11	10	10	6	8	10	10	9	9	13	11	12	11	9	9	13	14	13	7	12	7	13	10

Following the birth of the Royal baby, do you think that William should now start doing his royal duties full-time or remain in the armed forces?

Should start doing royal duties full-time	17	19	17	20	21	17	17	14	17	17	19	16	17	18	18	16	19	15	19	15	20	22	16
Should stay in the armed forces and air rescue services	64	65	67	66	62	67	65	69	64	64	54	60	66	69	63	66	58	63	62	68	69	57	66
Don't know	19	16	16	14	17	16	18	17	19	19	27	24	17	13	19	18	23	21	19	16	11	21	18

Fieldwork: 25th - 26th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Living with children under the age of 18	
	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*	Yes	No
Weighted Sample	1857	477	569	143	156	569	447	396	903	954	225	474	635	524	1058	799	238	604	397	457	162	424	1433
Unweighted Sample	1857	443	592	112	195	555	460	408	863	994	183	428	719	527	1237	620	254	621	379	463	140	425	1432
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think William and Catherine should or should not take their baby with them if they travel abroad for official trips during the next year?

Should	69	71	69	77	73	72	70	76	62	77	56	64	72	77	70	68	60	73	72	66	75	75	68
Should not	12	13	13	10	8	12	11	7	15	9	19	12	10	10	12	11	16	11	9	15	6	8	13
Don't know	19	16	18	13	19	15	20	17	23	15	25	24	18	13	18	20	24	16	19	20	19	17	19

Do you think William and Kate should employ a nanny to help look after their child or should they bring up the child themselves?

Should employ a nanny	26	32	25	30	30	31	25	25	27	25	19	19	25	37	29	22	27	24	29	25	27	18	28
Should bring up the child themselves	58	51	61	55	52	53	60	57	56	60	63	62	58	52	54	64	53	59	58	59	58	65	56
Don't know	16	17	14	15	18	16	15	18	17	15	18	19	17	11	17	15	19	17	14	16	15	16	16

Generally speaking, do you think William and Kate should have gone to the Middleton family home in Berkshire with their new born baby, or should they have stayed in London?

Should have gone to the Middleton family home	57	58	56	60	61	58	58	59	51	63	51	50	56	68	56	59	52	58	59	57	58	56	58
Should have stayed in London	15	16	15	19	19	18	16	11	17	13	15	15	16	14	14	17	18	15	12	15	17	15	15
Don't know	28	26	28	21	20	24	26	30	32	24	35	35	28	17	30	24	30	27	28	28	25	29	27

Generally speaking, do you think the Royal Baby's name, George, is a good or bad name?

Generally good	73	81	68	66	86	85	71	68	70	75	69	68	72	80	72	74	71	75	78	72	55	71	73
Generally bad	11	8	13	17	5	5	12	13	10	12	13	15	10	7	12	9	10	10	10	11	17	14	10
Don't know	17	11	19	17	9	10	17	19	20	13	18	17	18	14	16	17	19	15	13	17	28	15	17

Fieldwork: 25th - 26th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Living with children under the age of 18	
	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*	Yes	No
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Unweighted Sample	1857	443	592	112	195	555	460	408	863	994	183	428	719	527	1237	620	254	621	379	463	140	425	1432
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As well as the news about the economy, there have recently been a number of “good news” stories for Britain – the birth of the royal baby, victories at Wimbledon, the Tour de France, in rugby and cricket. Do you personally feel more optimistic or more pessimistic than you did a few months ago about Britain’s future?

I am more optimistic than I was about Britain's future	35	48	30	38	30	45	32	32	32	38	35	41	30	36	36	34	38	39	35	33	25	33	36
I am more pessimistic than I was about Britain's future	3	2	3	5	4	3	4	3	3	4	5	3	4	3	4	2	3	4	3	3	4	8	2
No change - I was, and remain, optimistic	32	38	29	36	33	36	28	34	35	28	25	24	34	38	33	30	31	28	34	33	35	31	32
No change - I was, and remain pessimistic	19	8	28	9	26	11	27	22	21	17	9	17	24	19	17	22	16	18	18	20	26	15	20
Don't know	11	4	10	12	7	6	9	9	9	13	25	14	8	5	10	12	12	11	10	11	10	13	10

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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	90	115
Male 25 to 39	179	238
Male 40 to 59	340	314
Male 60 +	254	236
Female 18 to 24	93	110
Female 25 to 39	249	236
Female 40 to 59	379	321
Female 60 +	273	288
Region		
North England	463	457
Midlands	283	305
East England	172	178
London	254	238
South England	449	425
Wales	96	93
Scotland	140	162
Social Grade		
AB	695	520
C1	542	539
C2	255	390
DE	365	409
Newspaper Type		
Express / Mail	323	297
Sun / Star	191	436
Mirror / Record	111	186
Guardian / Independent	139	84
FT / Times / Telegraph	133	176
Other Paper	239	214
No Paper	721	464
Political Party Identification		
Labour	640	604
Conservative	500	529
Liberal Democrat	163	223
SNP/Plaid Cymru	50	32
Others	101	24
None/ DK	403	446

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