

YouGov / The Sunday Times Survey Results

Sample Size: 1667 GB Adults
Fieldwork: 7th - 8th June 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	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	1667	433	541	91	506	414	365	810	857	202	425	570	470	950	717	213	542	357	410	145
Unweighted Sample	1667	439	497	107	504	394	391	825	842	83	408	694	482	1093	574	230	552	336	386	163
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't know's and Wouldn't votes]

Con	34	100	0	0	80	3	14	34	34	27	29	37	37	40	25	32	41	34	27	31
Lab	42	0	100	0	4	92	39	41	44	46	49	41	37	36	52	44	33	45	56	31
Lib Dem	7	0	0	100	2	1	29	7	7	2	10	7	7	9	5	9	9	5	6	5
Other	17	0	0	0	14	4	18	18	15	25	11	16	19	15	18	15	17	15	12	33

Other Parties Voting Intention

UKIP	9	0	0	0	11	2	7	11	7	9	4	8	14	7	11	9	12	9	7	2
SNP / PCY	3	0	0	0	0	1	4	4	2	6	5	2	2	3	3	1	0	2	0	28
Green	3	0	0	0	1	0	6	2	4	9	2	3	2	4	2	4	4	2	3	2
BNP	1	0	0	0	1	1	0	1	1	0	0	1	0	0	1	0	1	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	1	0	1	1	0	1	0	0	1	1	0	1	1	1

Non Voters

Would Not Vote	9	0	0	0	5	2	4	9	9	14	15	8	3	8	10	9	9	9	10	6
Don't know	14	0	0	0	12	7	24	10	19	17	14	15	14	14	15	16	15	16	12	13

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

	June 6-7	June 7-8																		
Approve	25	25	72	2	39	51	5	22	28	22	22	22	28	26	29	20	21	30	23	30
Disapprove	60	60	13	94	43	30	90	67	59	61	51	59	61	64	54	67	60	55	58	57
Don't know	15	15	15	4	18	18	5	11	12	17	27	20	11	10	17	13	19	15	19	13

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

	May 31 - June 1	June 7-8																		
Very well	4	4	14	0	1	11	1	1	4	4	2	3	5	4	5	3	4	4	5	3
Fairly well	30	32	76	7	42	58	8	29	34	30	36	28	32	33	35	26	27	38	31	26
TOTAL WELL	34	36	90	7	43	69	9	30	38	34	38	31	37	37	40	29	31	42	36	29
Fairly badly	33	31	8	39	40	20	38	39	29	32	23	31	32	32	31	30	32	31	31	33
Very badly	27	28	0	53	13	5	50	29	30	25	29	27	28	28	23	34	27	22	27	33
TOTAL BADLY	60	59	8	92	53	25	88	68	59	57	52	58	60	60	54	64	59	53	58	66
Don't know	6	6	1	1	4	6	3	2	3	8	10	11	4	2	6	6	10	5	7	4

Fieldwork: 7th - 8th June 2012

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

Do you think Ed Miliband is doing well or badly as leader of the Labour party?

Very well	3	4	0	10	1	10	2	5	2	12	2	2	3	2	6	4	2	3	6	8
Fairly well	27	27	9	56	22	12	51	27	28	28	27	25	28	26	28	24	27	28	30	18
TOTAL WELL	30	31	9	66	23	13	61	29	33	40	29	27	31	28	34	28	29	31	36	26
Fairly badly	35	35	47	25	48	43	25	40	36	35	20	36	37	39	30	38	36	35	33	33
Very badly	23	22	35	2	18	34	5	20	25	18	20	18	24	23	20	18	23	21	19	29
TOTAL BADLY	58	57	82	27	66	77	30	60	61	53	40	54	61	62	50	56	59	56	52	62
Don't know	12	13	9	7	11	10	8	12	6	19	21	17	11	10	16	15	13	13	12	11

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

Very well	1	1	2	0	5	1	0	3	1	1	0	1	1	1	1	2	1	1	0	2
Fairly well	17	17	35	4	58	27	5	22	15	19	15	12	20	19	20	13	16	21	16	15
TOTAL WELL	18	18	37	4	63	28	5	25	16	20	15	13	21	20	21	14	18	22	17	17
Fairly badly	34	30	35	29	28	31	30	33	32	29	22	34	31	30	32	28	24	32	32	25
Very badly	39	42	20	64	7	30	60	39	47	38	50	38	39	47	38	48	46	38	39	49
TOTAL BADLY	73	72	55	93	35	61	90	72	79	67	72	72	70	77	70	76	70	70	72	74
Don't know	8	9	9	3	2	10	4	3	6	13	13	15	8	4	8	10	12	9	11	8

May 31 - June 1 June 7-8

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

Very well	1	1	3	0	4	2	0	2	1	2	1	1	2	2	1	2	1	1	1	2
Fairly well	28	28	61	9	53	47	11	31	29	26	28	25	28	30	33	21	26	31	28	29
TOTAL WELL	29	29	64	9	57	49	11	33	30	28	29	26	30	31	35	22	28	32	29	31
Fairly badly	37	35	29	40	37	34	38	36	36	34	29	36	37	36	37	34	39	37	31	24
Very badly	27	29	4	50	3	12	47	27	29	29	31	26	29	30	22	37	24	24	39	38
TOTAL BADLY	64	64	33	90	40	46	85	63	65	63	60	62	66	66	59	71	63	61	63	62
Don't know	7	7	3	2	4	5	4	4	4	9	11	11	4	3	6	8	9	7	7	7

Do you think this coalition government is good or bad for people like you?

Very good	2	2	4	1	6	3	0	3	2	2	1	1	3	2	2	2	2	2	1	2
Fairly good	16	18	45	3	39	33	4	22	20	17	22	17	17	19	23	12	16	21	19	24
TOTAL GOOD	18	20	49	4	45	36	4	25	22	19	23	18	20	21	25	13	18	23	21	26
Fairly bad	27	27	22	30	26	26	28	29	29	25	14	32	25	30	27	27	27	25	32	20
Very bad	30	31	5	57	6	14	54	27	31	31	34	24	34	33	25	39	26	27	40	36
TOTAL BAD	57	58	27	87	32	40	82	56	60	56	48	56	59	63	52	66	53	52	60	56
Won't make much difference either way	19	16	20	8	19	20	10	14	14	18	14	16	18	15	17	15	19	18	14	13
Don't know	5	6	3	1	4	4	3	4	4	8	15	9	4	1	5	6	9	7	5	5

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

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

Very well	3	3	9	0	3	7	0	3	4	2	3	2	4	3	3	3	2	3	3	7	
Fairly well	28	25	63	4	41	49	5	23	26	24	24	22	26	27	31	17	25	30	24	21	25
TOTAL WELL	31	28	72	4	44	56	5	26	30	26	27	24	30	30	34	20	27	32	27	24	32
Fairly badly	33	34	20	38	36	28	36	39	33	35	31	37	33	34	32	35	29	33	38	35	28
Very badly	29	29	1	56	9	8	54	25	30	27	23	27	31	31	24	35	31	25	26	34	32
TOTAL BADLY	62	63	21	94	45	36	90	64	63	62	54	64	64	65	56	70	60	58	64	69	60
Don't know	7	9	7	2	11	9	5	9	7	12	19	13	7	5	9	10	14	9	8	8	8

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

Very good	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Quite good	4	4	10	1	6	7	1	4	5	4	6	4	4	3	4	4	3	4	5	3	8
TOTAL GOOD	4	4	10	1	6	7	1	4	5	4	6	4	4	3	4	4	3	4	5	3	8
Neither good nor bad	15	17	29	10	26	24	10	14	21	14	22	19	15	17	18	16	19	17	22	15	14
Quite bad	47	47	47	48	53	47	47	52	44	49	34	47	47	52	48	45	52	49	40	47	40
Very bad	30	29	12	41	15	19	41	28	28	29	26	25	32	29	27	31	21	25	32	34	34
TOTAL BAD	77	76	59	89	68	66	88	80	72	78	60	72	79	81	75	76	73	76	72	81	74
Don't know	4	3	2	0	0	3	1	1	2	4	11	5	1	1	3	3	5	4	2	2	3

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

Get a lot better	1	1	2	0	2	1	1	1	1	1	0	3	0	1	1	1	1	2	0	0	1
Get a little better	9	8	13	5	14	11	4	11	9	7	17	9	9	2	9	6	8	6	9	8	11
TOTAL BETTER	10	9	15	5	16	12	5	12	10	8	17	12	9	3	10	7	9	8	9	8	12
Stay about the same	32	34	46	29	42	39	31	29	35	33	38	36	30	34	36	30	34	33	32	35	35
Get a little worse	35	35	29	41	32	33	39	39	33	38	20	32	36	45	36	35	36	38	37	32	31
Get a lot worse	18	16	7	22	7	11	22	16	17	16	12	12	21	16	13	20	12	16	15	21	16
TOTAL WORSE	53	51	36	63	39	44	61	55	50	54	32	44	57	61	49	55	48	54	52	53	47
Don't know	5	5	4	2	3	5	3	3	5	6	13	8	3	2	4	7	9	5	6	3	6

May 31- June 1 June 7-8

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	73	75	91	69	81	88	70	75	72	78	72	67	77	82	76	74	68	78	76	79	64
Should have an elected head of state instead	18	15	7	22	13	7	21	18	18	12	16	16	15	13	15	14	18	15	11	12	28
Don't know	9	10	3	9	5	5	9	8	10	10	12	17	8	5	9	12	14	8	14	9	8

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

		May 27-28	June 7-8																			
Leaving aside your views on the monarchy as a whole, do you think the Queen personally has done a good or bad job during her time on the throne?																						
	Very good job	57	62	80	54	75	77	57	63	57	66	45	47	68	75	64	59	57	65	61	62	57
	Fairly good job	29	25	16	31	21	17	30	27	29	22	22	32	25	20	23	28	30	23	25	25	26
	TOTAL GOOD JOB	86	87	96	85	96	94	87	90	86	88	67	79	93	95	87	87	87	88	86	87	83
	Fairly bad job	3	3	1	3	1	1	3	2	4	2	9	3	2	2	3	2	3	2	4	4	3
	Very bad job	2	2	0	3	0	0	3	1	2	2	3	3	1	1	1	2	2	2	1	1	3
	TOTAL BAD JOB	5	5	1	6	1	1	6	3	6	4	12	6	3	3	4	4	5	4	5	6	
	Don't know	10	8	3	9	3	4	7	8	8	8	20	15	5	2	8	9	7	7	9	8	11

		May 24-25	June 7-8																			
When the time comes, do you think Prince Charles will or will not make a good King?																						
	Will make a good king	37	46	55	47	54	49	48	49	46	46	36	47	50	46	48	44	49	46	47	47	42
	Will not make a good king	37	26	20	28	24	25	27	23	29	24	23	24	26	29	23	30	28	27	22	26	30
	Not sure	26	28	24	25	23	26	25	28	25	30	40	29	24	25	29	26	23	27	31	27	28

		May 24-25	June 7-8																			
Thinking about the future monarch, which of the following would you prefer?																						
	Prince Charles should succeed as King after Queen Elizabeth II	38	44	54	41	56	51	45	46	43	44	25	45	47	47	47	40	44	41	46	44	48
	Prince William should succeed as King after Queen Elizabeth II instead of Prince Charles	44	38	35	37	28	39	32	37	34	42	50	35	37	38	36	42	35	41	40	42	19
	Neither - there should be no monarch after Queen Elizabeth II	11	12	3	18	10	4	19	13	15	9	10	13	11	13	13	11	16	11	7	10	26
	Don't know	7	6	8	4	5	6	4	4	7	5	16	8	5	2	5	7	5	7	6	5	7

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

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

The Queen should abdicate as monarch and retire, letting her heir become King	9	6	11	8	7	9	9	10	9	14	10	8	8	8	11	11	7	9	9	17
The Queen should remain the monarch, but should partially retire, handing over her day-to-day Royal duties to her heir	34	34	36	38	36	37	30	29	39	26	30	36	38	33	36	34	37	36	30	28
The Queen should remain monarch and keep on doing her Royal duties for as long as possible	47	55	42	49	52	42	53	49	45	43	44	48	49	49	43	45	47	44	50	43
Don't know	10	5	10	5	5	12	7	12	8	18	16	8	5	10	10	10	9	11	10	12

Do you think each of the following are an asset or a liability for the monarchy?
The Queen

	May 27-28	June 7-8																			
The Queen																					
An asset	84	86	96	83	93	93	84	90	85	88	69	80	92	93	88	84	85	89	87	86	80
A liability	3	3	1	6	0	0	5	2	4	3	11	5	1	2	2	4	4	3	2	4	4
Neither	7	6	1	8	4	3	7	5	7	5	10	7	6	4	6	7	7	4	6	7	12
Don't know	5	4	1	3	2	3	3	3	4	4	10	7	1	1	4	5	4	4	5	3	4
Prince Philip																					
An asset	47	58	74	49	69	75	52	56	54	62	39	48	59	74	59	57	54	62	61	57	49
A liability	29	20	8	29	11	7	28	21	23	17	28	25	19	12	19	21	20	16	18	23	26
Neither	18	17	15	17	17	14	16	19	18	16	17	17	20	13	17	16	23	16	16	16	18
Don't know	6	5	3	4	2	3	4	3	6	5	16	10	2	2	5	6	4	6	6	4	7
Prince Charles																					
An asset	48	55	68	54	63	63	55	55	54	57	39	53	59	59	56	54	53	58	57	54	49
A liability	22	18	12	23	15	12	20	21	22	14	23	19	16	18	17	19	17	19	17	17	24
Neither	23	21	16	20	21	21	21	20	19	23	22	20	23	21	21	21	26	18	20	25	20
Don't know	7	5	3	3	1	3	4	4	5	5	15	9	2	2	5	5	5	5	6	4	7
Camilla, Duchess of Cornwall																					
An asset	22	24	32	22	32	29	26	24	20	28	11	26	24	29	26	21	26	26	24	21	23
A liability	35	32	24	35	31	28	33	33	35	30	38	27	32	35	29	37	25	34	31	33	37
Neither	36	37	40	39	35	36	36	38	39	35	37	38	40	33	39	35	41	33	37	41	33
Don't know	7	6	4	4	2	6	5	4	6	7	15	9	4	4	6	7	8	6	7	4	8
Prince William,																					
An asset	84	86	95	83	94	93	83	88	82	89	73	80	91	90	85	86	83	89	83	89	75
A liability	3	3	1	5	2	1	5	4	4	2	4	5	1	4	4	3	4	3	4	2	6
Neither	7	7	2	9	2	3	9	5	9	5	13	7	6	5	7	6	8	5	8	6	13
Don't know	5	4	1	3	1	3	3	3	5	4	10	8	2	2	4	5	5	4	5	3	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Kate, Duchess of Cambridge																					
An asset	80	81	91	78	86	89	79	83	78	84	71	76	85	85	80	82	78	83	80	85	72
A liability	4	5	2	6	5	3	6	4	6	3	5	7	3	5	5	4	5	5	4	4	8
Neither	9	9	4	11	6	5	11	9	10	8	13	8	9	8	10	7	10	7	11	8	12
Don't know	6	5	2	4	3	3	4	4	5	5	10	8	3	2	4	6	7	5	5	3	8
Prince Harry																					
An asset	69	75	84	73	81	81	72	77	72	78	72	66	80	78	73	78	70	77	78	77	65
A liability	10	9	4	11	8	6	11	9	10	7	10	11	7	8	10	7	9	7	9	8	15
Neither	15	12	10	13	8	10	13	11	14	10	8	15	10	12	12	11	16	11	9	12	13
Don't know	6	5	2	3	2	3	4	4	4	5	10	8	2	2	4	5	5	4	5	3	7
Prince Andrew																					
An asset	17	20	20	21	26	19	23	20	23	18	26	23	20	16	18	23	14	22	23	20	19
A liability	46	44	47	45	37	48	46	44	45	43	28	34	48	53	44	44	49	41	42	42	55
Neither	27	28	29	27	34	29	26	30	25	31	21	32	29	28	30	27	31	29	27	31	19
Don't know	9	8	5	7	2	5	6	6	7	8	25	12	3	2	8	7	7	8	8	7	7
Princess Anne																					
An asset	55	54	67	46	67	65	51	57	48	59	31	42	62	64	56	51	56	55	53	49	57
A liability	10	10	7	12	2	7	11	7	14	6	12	10	8	11	7	12	8	11	6	12	9
Neither	25	29	21	34	28	23	32	30	31	27	33	35	28	23	29	29	28	25	33	32	27
Don't know	9	8	5	8	4	5	6	6	7	8	25	13	2	2	8	7	9	8	8	7	7
Thinking about last weekend's Jubilee events, which of the following was your favourite event?																					
Pop concert	25	23	32	26	24	30	27	23	28	35	26	28	18	25	26	27	22	26	32	16	
River Pageant	20	27	15	31	25	16	22	21	19	12	14	19	30	20	20	20	26	18	19	8	
Fly-past and Buckingham Palace balcony scene	12	13	10	9	14	11	7	13	11	13	12	10	13	12	12	12	12	16	7	11	
Carriage procession	6	8	4	7	8	4	7	4	7	1	5	6	8	6	5	7	6	5	6	3	
Service of thanksgiving	5	6	4	3	6	5	5	3	6	2	1	5	9	5	5	4	5	4	4	6	
None of them	23	11	27	20	13	27	28	26	19	23	29	23	16	23	22	22	20	18	22	44	
Don't know	10	11	7	4	9	6	6	10	10	13	12	10	6	9	10	8	8	12	10	12	
Which, if any, of the following did you do to mark the Jubilee? Please tick all that apply																					
Watched the Jubilee events on television	57	68	54	61	65	58	57	54	60	48	45	59	69	56	58	55	60	59	58	41	
None of these - I ignored it as far as possible	27	16	31	27	17	29	30	32	22	38	32	26	20	26	29	24	24	25	27	48	
Attended a Jubilee party	18	25	15	21	25	13	17	15	22	18	22	18	16	21	15	17	23	19	16	9	
Something else	9	10	8	8	11	8	9	8	9	5	8	10	9	11	5	11	9	10	7	5	
Attended the lighting of a beacon	4	5	2	6	6	3	4	4	5	7	6	4	3	5	3	1	8	5	2	2	
Attended the Jubilee events in central London	3	4	2	12	4	2	5	5	2	6	6	2	2	3	3	12	2	2	1	2	
Don't know	2	1	0	0	2	1	1	1	3	1	4	1	1	2	2	2	1	2	3	2	

Fieldwork: 7th - 8th June 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	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	1667	433	541	91	506	414	365	810	857	202	425	570	470	950	717	213	542	357	410	145	
Unweighted Sample	1667	439	497	107	504	394	391	825	842	83	408	694	482	1093	574	230	552	336	386	163	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think the Queen was asked to do an appropriate amount, or was she asked to do too much?																					
Was asked to do an appropriate amount	43	49	41	49	49	40	43	47	38	48	42	43	40	44	41	46	42	39	46	40	
Was asked to do too much	40	41	41	35	41	42	40	35	44	17	33	44	50	40	39	33	41	44	40	34	
Don't know	18	10	19	15	9	18	17	18	17	34	25	12	10	16	19	21	17	17	14	26	
Do you think Prince Philip was asked to do an appropriate amount, or was he asked to do too much?																					
Was asked to do an appropriate amount	34	39	31	36	38	32	30	38	29	45	34	31	31	35	31	37	32	31	37	30	
Was asked to do too much	47	49	48	49	50	48	51	43	51	22	38	54	58	46	48	42	48	50	48	42	
Don't know	19	13	21	15	12	20	19	19	20	33	28	15	11	19	20	21	20	19	15	28	
Has the Jubilee made you more or less positive about the Royal Family?																					
More positive	29	33	29	36	33	31	34	28	30	31	31	29	28	32	26	32	29	29	34	16	
Less positive	2	0	3	2	1	3	2	2	2	3	2	1	1	2	2	3	2	1	1	3	
No difference - I had a positive view of the Royal Family anyway	45	54	37	48	53	38	42	43	47	34	36	50	51	43	47	40	47	46	42	45	
No difference - I had a negative view of the Royal Family anyway	17	9	21	12	10	19	19	21	13	18	19	15	16	17	16	17	15	16	16	30	
Don't know	7	3	9	2	3	9	3	6	8	13	12	5	4	6	9	7	7	8	7	7	
And has the Jubilee made you more or less proud to be British?																					
More proud	33	41	30	42	42	32	33	31	36	32	36	35	30	36	30	34	35	34	36	19	
Less proud	1	0	1	2	0	1	1	1	1	1	1	1	0	1	1	2	1	0	0	3	
No difference - I was proud of being British anyway	46	47	47	48	47	47	50	48	44	35	37	48	57	44	49	45	46	46	47	46	
No difference - I was not proud of being British anyway	9	6	11	7	6	8	9	9	8	14	10	8	6	9	9	8	9	9	8	11	
Not applicable - I am not or do not consider myself to be British	4	1	4	0	2	4	2	4	4	4	7	3	3	4	3	3	3	3	4	13	
Don't know	7	4	7	1	3	9	6	6	8	14	10	5	4	6	9	8	6	8	5	8	

Fieldwork: 7th - 8th June 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how important, if at all, do you think the the Jubilee has been in making young people think about the monarchy and the role it plays?

Very important	36	53	30	36	50	32	33	32	40	18	30	41	43	35	37	36	36	36	41	20
Fairly important	35	31	39	44	32	38	37	37	34	37	38	35	33	38	33	34	35	39	34	33
TOTAL IMPORTANT	71	84	69	80	82	70	70	69	74	55	68	76	76	73	70	70	71	75	75	53
Not very important	12	8	12	10	8	12	15	13	10	15	12	11	11	12	11	14	12	8	9	21
Not important	8	3	11	6	4	9	8	9	6	14	8	6	7	7	8	5	8	7	7	12
TOTAL NOT IMPORTANT	20	11	23	16	12	21	23	22	16	29	20	17	18	19	19	19	20	15	16	33
Don't know	9	5	9	5	5	9	7	8	10	16	11	7	7	8	11	10	9	9	8	12

Overall, how well or badly do you think the Jubilee celebrations were organised?

Very well	52	65	48	49	63	52	49	47	57	36	39	55	67	52	52	51	55	51	57	33
Fairly well	32	28	35	39	28	32	35	34	29	28	41	33	24	32	31	32	30	31	29	47
TOTAL WELL	84	93	83	88	91	84	84	81	86	64	80	88	91	84	83	83	85	82	86	80
Fairly badly	3	1	3	4	3	3	3	4	3	9	3	3	2	4	2	4	3	6	2	3
Very badly	1	0	2	0	0	1	2	2	1	0	3	1	1	1	2	0	3	0	0	2
TOTAL BADLY	4	1	5	4	3	4	5	6	4	9	6	4	3	5	4	4	6	6	2	5
Don't know	12	7	12	9	6	12	11	13	11	28	14	8	7	11	13	12	10	12	12	15

And does the organisation of the Jubilee celebrations make you more or less confident about how well London will cope with the Olympics and Paralympics?

A lot more confident	15	18	17	17	17	19	13	14	15	8	14	16	16	14	15	12	15	14	17	13
A little more confident	45	52	40	52	49	38	50	44	45	47	44	43	46	46	43	41	47	48	44	37
TOTAL MORE CONFIDENT	60	70	57	69	66	57	63	58	60	55	58	59	62	60	58	53	62	62	61	50
A little less confident	9	9	7	11	8	9	9	11	7	9	9	9	9	9	9	14	8	10	6	10
A lot less confident	6	3	7	5	5	7	7	6	6	4	5	6	7	6	6	9	7	6	4	5
TOTAL LESS CONFIDENT	15	12	14	16	13	16	16	17	13	13	14	15	16	15	15	23	15	16	10	15
Don't know	26	17	28	16	21	27	22	26	26	32	27	26	22	25	27	24	24	23	29	36

How much, if any, of the BBC's coverage of the Jubilee events did you see?

A large amount	21	27	17	26	27	18	21	15	26	11	13	20	32	20	21	20	20	23	24	8
A fair amount	38	42	40	41	41	40	40	42	36	41	37	40	38	40	37	41	42	39	34	34
Hardly any	25	24	28	20	22	27	24	28	23	27	29	26	21	26	25	21	23	25	29	27
None at all	16	7	16	12	10	14	16	16	15	22	21	15	9	14	17	18	15	12	12	31

Fieldwork: 7th - 8th June 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How well or badly do you think the BBC covered the Jubilee celebrations?

[Asked only to people watched BBC coverage n=1398]

Very well	20	22	24	20	22	22	22	16	24	13	18	21	25	19	23	17	18	21	25	18
Fairly well	37	35	37	52	35	38	38	37	37	34	43	39	31	36	38	35	40	37	36	33
TOTAL WELL	57	57	61	72	57	60	60	53	61	47	61	60	56	55	61	52	58	58	61	51
Fairly badly	19	23	17	13	24	19	17	20	18	24	15	17	23	21	16	28	18	17	17	22
Very badly	10	12	6	3	12	6	12	10	10	7	4	10	15	11	9	7	11	11	7	16
TOTAL BADLY	29	35	23	16	36	25	29	30	28	31	19	27	38	32	25	35	29	28	24	38
Don't know	13	8	17	11	7	16	12	16	11	22	20	13	5	13	14	13	13	14	15	10

In the previous question you said the BBC covered the Jubilee badly. Which of the following best represents why you think this was?

[Asked only to people who thought the BBC coverage was bad n=431]

It was too lightweight and shallow	32	30	34	31	37	35	29	36	29	39	31	29	34	33	31	49	27	29	33	33
The presenters were badly informed or made mistakes	27	31	23	38	27	25	28	26	28	36	12	25	32	26	29	17	28	31	27	28
There was too much coverage of celebrities	17	18	19	8	16	19	17	12	22	16	6	21	18	18	15	8	19	22	19	7
The presenters lacked authority	8	10	8	9	12	5	4	7	8	3	4	10	9	9	6	8	10	7	7	4
It was too pompous and dull	6	2	6	0	2	6	12	7	5	4	15	8	2	5	10	7	5	7	5	14
The events themselves were not interesting	5	5	6	5	4	6	4	5	5	3	13	6	2	4	6	4	5	1	7	12
Some other reason	4	3	4	10	3	4	3	5	3	0	16	2	3	5	3	4	6	4	2	3
Don't know	0	1	0	0	0	0	2	1	0	0	2	0	0	1	0	2	0	0	0	0

And do you think BBC executives responsible for the coverage of the Jubilee should or should not resign?

[Asked only to people who thought the BBC coverage was bad n=431]

Should - the coverage was so bad somebody should lose their job	36	41	25	21	43	25	31	42	29	23	21	38	44	36	36	22	45	40	37	18
Should not - the coverage was bad, but it should not be a sacking offence	60	54	71	79	55	70	65	54	65	77	73	54	54	62	56	68	52	56	61	77
Don't know	4	4	3	0	3	5	4	4	5	0	7	8	2	3	8	10	4	4	2	4

Fieldwork: 7th - 8th June 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the coverage of the Jubilee celebrations on the BBC, which of the following statements best reflects your view?

*[Asked only to people watched BBC coverage
n=1398]*

The BBC coverage was too lightweight, shallow and celebrity driven and should have paid more attention to the traditions

37 | 44 28 34 | 47 30 35 | 35 38 | 27 23 37 50 | 39 33 | 45 38 | 34 32 41

The BBC coverage was too dry, pompous and focused on traditions - it should have paid more attention to the entertainmen

6 | 4 6 5 | 3 4 8 | 7 5 | 13 6 5 4 | 5 7 | 4 6 | 5 5 9

The BBC coverage got the balance about right
Don't know

38 | 37 44 44 | 36 42 40 | 36 40 | 37 40 40 35 | 37 40 | 31 36 | 42 42 33
19 | 15 21 17 | 14 23 17 | 22 17 | 23 30 17 11 | 19 20 | 19 19 | 19 21 16

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	29	103
Male 25 to 39	169	213
Male 40 to 59	363	282
Male 60 +	264	212
Female 18 to 24	54	98
Female 25 to 39	239	212
Female 40 to 59	331	288
Female 60 +	218	258
Region		
North England	386	410
Midlands	259	273
East England	150	160
London	230	213
South England	402	382
Wales	77	83
Scotland	163	145
Social Grade		
AB	604	467
C1	489	483
C2	243	350
DE	331	367
Newspaper Type		
Express / Mail	335	267
Sun / Star	188	392
Mirror / Record	93	167
Guardian / Independent	94	75
FT / Times / Telegraph	119	158
Other Paper	223	192
No Paper	615	417
Political Party Identification		
Labour	496	542
Conservative	479	475
Liberal Democrat	205	200
SNP/Plaid Cymru	39	28
Others	73	22
None/ DK	375	400

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