

YouGov / The Sunday Times Survey Results

Sample Size: 1704 GB Adults
Fieldwork: 9th - 10th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Children of School age		
	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	1704	444	552	111	511	458	418	828	876	206	435	583	481	971	733	218	554	365	419	148	211	
Unweighted Sample	1704	434	522	121	527	420	443	830	874	63	479	681	481	1144	560	239	613	312	397	143	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	82	1	12	32	36	36	30	35	35	36	31	33	43	38	27	16	30
Lab	42	0	100	0	6	90	41	42	42	46	48	43	36	41	44	44	32	40	55	43	48
Lib Dem	8	0	0	100	1	1	32	9	8	2	11	7	10	11	5	9	12	6	8	4	6
Other	16	0	0	0	12	7	15	18	13	16	12	16	19	13	20	14	13	16	10	37	17

Other Parties Voting Intention

UKIP	8	0	0	0	10	1	6	8	7	0	3	9	12	5	11	8	9	9	7	5	11
SNP / PCY	3	0	0	0	0	1	3	3	2	4	2	2	4	3	2	0	0	1	0	25	1
Green	2	0	0	0	0	2	5	3	2	3	4	2	2	3	2	3	3	2	1	5	1
BNP	1	0	0	0	1	0	0	1	0	0	1	1	1	0	1	0	1	0	1	1	1
Respect	0	0	0	0	0	1	0	1	0	2	0	0	0	0	0	2	0	0	0	0	1
Other	1	0	0	0	0	3	0	2	1	7	1	1	1	0	3	1	1	4	1	1	1

Non Voters

Would Not Vote	8	0	0	0	2	1	7	7	8	9	10	7	5	7	8	7	9	7	8	4	7
Don't know	16	0	0	0	10	14	22	10	21	27	14	16	12	15	16	16	18	16	14	9	15

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

	Aug 2-3	Aug 9-10																				
Approve	25	23	67	2	35	51	5	18	26	21	23	24	23	23	26	20	24	25	26	21	13	21
Disapprove	62	61	13	93	45	30	85	69	62	59	45	59	65	63	58	64	61	54	57	67	76	64
Don't know	13	16	20	5	20	19	10	13	12	20	32	17	12	14	16	16	15	20	17	13	10	15

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

	Aug 2-3	Aug 9-10																				
Very well	4	4	13	0	2	10	0	1	5	3	3	7	3	2	5	2	3	5	3	5	0	3
Fairly well	33	32	77	9	43	61	13	26	32	33	26	33	33	34	34	31	35	36	37	25	24	39
TOTAL WELL	37	36	90	9	45	71	13	27	37	36	29	40	36	36	39	33	38	41	40	30	24	42
Fairly badly	30	29	7	35	41	18	35	35	27	30	22	30	28	31	31	26	32	26	26	32	32	29
Very badly	28	28	1	54	10	9	46	32	31	25	26	22	32	30	24	33	22	24	27	33	39	25
TOTAL BADLY	58	57	8	89	51	27	81	67	58	55	48	52	60	61	55	59	54	50	53	65	71	54
Don't know	5	7	2	2	4	3	6	6	5	9	22	8	4	3	6	8	9	10	6	4	4	5

Fieldwork: 9th - 10th August 2012

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

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

Very well	4	4	1	11	0	1	11	3	5	4	5	5	3	4	3	5	5	3	6	3	6	7
Fairly well	29	28	16	54	27	15	47	29	29	28	17	28	29	32	29	27	33	22	32	31	28	31
TOTAL WELL	33	32	17	65	27	16	58	32	34	32	22	33	32	36	32	32	38	25	38	34	34	38
Fairly badly	34	35	45	22	51	41	26	39	36	33	33	35	36	34	35	35	34	33	34	36	39	32
Very badly	20	18	31	4	15	32	4	15	21	16	11	15	20	23	19	18	17	22	17	17	18	16
TOTAL BADLY	54	53	76	26	66	73	30	54	57	49	44	50	56	57	54	53	51	55	51	53	57	48
Don't know	12	15	8	9	8	10	13	15	10	19	34	16	12	8	14	15	11	20	11	14	9	15

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

Very well	1	1	1	1	7	1	0	2	2	1	0	2	0	1	1	1	1	1	1	0	1	
Fairly well	17	16	32	6	58	24	8	19	17	15	17	17	16	15	18	13	22	18	20	9	8	15
TOTAL WELL	18	17	33	7	65	25	8	21	19	16	17	19	16	16	19	14	23	19	21	11	8	16
Fairly badly	32	33	35	31	23	34	31	37	29	36	20	39	33	32	34	31	33	30	32	36	36	38
Very badly	41	40	27	58	8	36	53	33	47	34	35	32	44	46	38	44	35	37	40	44	51	37
TOTAL BADLY	73	73	62	89	31	70	84	70	76	70	55	71	77	78	72	75	68	67	72	80	87	75
Don't know	8	10	6	4	3	5	8	9	5	14	28	9	8	5	9	11	9	14	8	9	5	9

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

Very well	1	1	3	1	3	2	0	1	2	1	1	2	1	0	1	1	1	1	2	0	1	
Fairly well	27	21	53	4	40	41	8	19	23	20	22	21	20	24	25	17	22	26	23	18	11	23
TOTAL WELL	28	22	56	5	43	43	8	20	25	21	23	23	21	24	26	18	23	27	24	20	11	24
Fairly badly	36	37	30	39	42	33	36	44	35	39	22	38	39	39	37	36	42	32	37	38	44	35
Very badly	29	32	10	54	9	18	49	31	36	29	30	29	35	34	28	38	29	30	32	35	40	36
TOTAL BADLY	65	69	40	93	51	51	85	75	71	68	52	67	74	73	65	74	71	62	69	73	84	71
Don't know	6	8	5	2	6	6	7	5	6	11	25	10	5	3	8	9	6	12	7	7	5	5

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

Very good	1	2	3	1	7	2	1	3	2	1	0	2	1	3	2	1	1	2	1	3	0	2
Fairly good	17	16	39	3	46	30	5	17	19	14	21	17	14	15	20	12	19	18	21	11	9	17
TOTAL GOOD	18	18	42	4	53	32	6	20	21	15	21	19	15	18	22	13	20	20	22	14	9	19
Fairly bad	27	24	19	31	17	20	30	25	22	25	9	24	28	25	25	22	28	19	21	27	33	27
Very bad	31	30	6	55	7	17	47	29	34	27	34	24	32	31	27	35	26	26	32	36	31	30
TOTAL BAD	58	54	25	86	24	37	77	54	56	52	43	48	60	56	52	57	54	45	53	63	64	57
Does't make much difference either way	20	21	28	10	21	27	13	24	19	24	6	25	23	24	20	23	20	26	20	17	23	20
Don't know	4	7	5	1	1	4	5	4	4	9	31	7	2	2	7	7	7	10	4	6	4	4

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

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

Very well	2	2	5	1	1	4	1	1	2	1	0	3	1	2	2	1	2	2	1	2	1	2
Fairly well	25	25	63	4	45	52	7	19	27	23	22	27	23	26	27	21	27	27	31	19	13	24
TOTAL WELL	27	27	68	5	46	56	8	20	29	24	22	30	24	28	29	22	29	29	32	21	14	26
Fairly badly	33	31	18	32	41	23	32	38	27	34	21	31	31	34	32	30	38	30	27	30	33	35
Very badly	33	33	4	61	9	12	53	36	35	30	29	29	37	33	30	37	25	27	35	38	46	32
TOTAL BADLY	66	64	22	93	50	35	85	74	62	64	50	60	68	67	62	67	63	57	62	68	79	67
Don't know	7	10	9	3	4	10	7	6	8	12	28	10	7	6	10	11	8	14	6	11	7	7

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

Very good	0	0	1	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	1	
Quite good	3	3	7	1	7	4	2	3	3	3	6	5	2	2	4	2	4	3	4	3	2	4
TOTAL GOOD	3	3	8	2	7	4	2	3	3	3	6	6	2	2	4	2	4	3	4	4	2	5
Neither good nor bad	15	13	27	6	21	22	6	10	16	10	10	16	14	10	14	11	16	12	16	13	4	13
Quite bad	47	45	51	44	55	51	41	47	42	48	39	42	44	51	49	40	49	46	42	42	49	47
Very bad	32	34	15	47	16	21	45	38	35	33	24	31	39	36	29	41	27	32	35	38	41	33
TOTAL BAD	79	79	66	91	71	72	86	85	77	81	63	73	83	87	78	81	76	78	77	80	90	80
Don't know	3	5	0	1	2	1	4	2	4	5	21	6	1	1	4	6	3	7	3	3	4	2

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

Get a lot better	1	1	2	2	0	1	1	1	1	1	0	3	1	0	1	1	2	0	2	2	0	2
Get a little better	8	10	16	7	15	13	6	9	10	9	17	15	7	4	11	8	11	9	11	10	7	10
TOTAL BETTER	9	11	18	9	15	14	7	10	11	10	17	18	8	4	12	9	13	9	13	12	7	12
Stay about the same	37	34	46	27	45	43	30	28	34	33	26	35	34	34	36	31	29	35	31	34	39	34
Get a little worse	32	34	30	38	31	32	33	38	33	34	30	25	34	44	35	32	34	34	33	34	36	34
Get a lot worse	19	16	5	22	7	10	23	20	17	16	9	16	20	16	12	22	19	14	19	17	12	16
TOTAL WORSE	51	50	35	60	38	42	56	58	50	50	39	41	54	60	47	54	53	48	52	51	48	50
Don't know	5	6	1	3	1	1	7	3	4	7	19	6	3	2	5	7	6	7	4	5	5	5

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

	July 26-27	Aug 9-10																				
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?																						
George Osborne should remain Chancellor	19	19	49	3	24	41	6	12	23	14	13	19	19	20	21	15	20	19	20	17	13	22
George Osborne should be replaced	52	52	25	76	55	32	68	62	58	46	39	49	52	58	51	52	56	48	52	50	62	46
Don't know	29	30	26	21	21	26	27	26	19	40	47	32	29	22	28	32	24	33	28	32	25	31

	July 26-27	Aug 9-10																				
Do you think the Conservatives and Liberal Democrats should end their coalition, or continue for the time being?																						
Should now end their coalition	45	45	20	70	21	28	62	45	47	43	40	45	46	47	41	50	44	37	46	53	52	46
Should continue their coalition for the time being	40	40	73	21	74	63	24	41	43	38	27	39	41	46	46	33	43	46	43	32	33	38
Don't know	15	15	7	9	5	9	14	14	10	20	33	16	13	8	13	17	14	17	12	15	15	16

	July 26-27	Aug 9-10																				
And what would you like to see happen if the Conservative and Liberal Democrat coalition was ended?																						
<i>[Only asked to those who think the coalition should end now. N=758]</i>																						
The Conservatives to continue as a minority government, but with support from the Liberal Democrats on key issues like the budget and Queen's speech	6	6	29	3	5	23	3	2	5	8	0	9	5	8	7	6	8	8	4	7	5	6
The Conservatives to continue as a minority government, with no guarantees of support from any party	14	14	29	7	10	23	11	13	18	10	14	12	15	14	14	14	20	14	21	8	9	19
A coalition between Labour and the Liberal Democrats	8	8	0	13	23	1	5	18	11	6	21	10	7	4	7	10	6	7	5	14	6	6
A new general election	69	69	38	76	62	48	79	66	65	73	65	66	71	70	70	68	62	69	68	68	80	66
Don't know	2	2	4	1	0	4	1	1	2	3	0	3	2	3	2	3	3	2	2	3	1	2

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

The Government had proposed replacing the House of Lords with a mainly elected House of Lords, a policy strongly supported by the Liberal Democrats

This week David Cameron said he would cancel the plans to reform the Lords as he was not able to persuade enough of his backbench MPs to support the timetable motion needed to get the legislation through the House of Commons.

Do you think David Cameron was right or wrong to cancel the plans to introduce an elected House of Lords?

Right to cancel the plans	34	63	20	27	58	22	21	35	32	21	28	30	48	35	32	41	37	33	30	22	26
Wrong to cancel the plans	42	23	58	67	24	52	61	46	38	39	47	44	37	45	39	39	40	40	42	61	45
Don't know	24	15	22	7	18	26	18	19	30	40	26	26	15	20	29	20	23	27	28	17	29

The Government had also proposed cutting the number of MPs from 650 to 600 and redrawing Parliamentary boundaries so that all seats had almost the same electorate, a policy strongly supported by the Conservatives.

In response to cancelling the plans for an elected House of Lords, Nick Clegg has said that Liberal Democrats will vote against the plans to cut the number of MPs and redraw the Parliamentary boundaries.

Do you think Nick Clegg is right or wrong to vote against the plans to cut the number of MPs and redraw the Parliamentary boundaries?

Right to vote against the plans	34	11	55	53	12	50	44	40	28	33	34	32	35	35	32	31	28	37	34	48	34
Wrong to vote against the plans	41	72	21	30	72	19	32	43	38	23	36	43	49	42	38	46	44	42	36	31	40
Don't know	26	17	24	17	16	30	24	17	34	44	29	25	16	23	30	23	29	21	30	21	26

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

	Oct 13-14	Aug 9-10																				
Look at the following groups of sportspeople and in each case please say whether you think they generally provide positive or negative role models for young people																						
Football players																						
Are generally positive role models for young people	12	14	16	14	9	14	16	9	14	14	11	11	18	11	10	18	12	9	17	18	14	19
Are generally negative role model for young people	70	67	71	67	79	74	59	76	70	65	65	70	62	72	72	61	69	68	65	68	65	59
Neither	13	13	12	16	11	11	18	11	13	14	6	15	15	13	13	14	15	14	13	10	17	17
Don't know	5	6	1	2	1	1	7	4	4	8	18	4	5	4	5	7	5	9	4	4	4	4
Rugby players																						
Are generally positive role models for young people	43	59	69	58	60	68	53	61	60	57	54	53	62	62	58	59	58	56	69	55	58	59
Are generally negative role model for young people	30	10	9	9	14	10	11	11	12	8	5	14	9	10	12	8	13	10	10	11	6	12
Neither	21	22	20	25	23	19	26	22	22	23	17	25	23	21	23	22	20	23	17	26	26	22
Don't know	7	9	2	8	3	3	10	7	6	12	23	7	6	7	7	11	10	12	4	8	10	7
Cricketers																						
Are generally positive role models for young people	55	60	73	58	66	73	51	63	61	58	53	56	60	65	61	57	59	60	64	62	41	59
Are generally negative role model for young people	14	5	3	6	4	4	7	5	6	5	2	7	5	6	6	5	9	4	6	5	4	5
Neither	23	27	21	29	27	20	31	27	27	26	21	30	28	24	26	27	26	24	25	26	42	29
Don't know	8	8	2	7	3	3	10	5	6	11	23	7	6	5	7	10	6	12	5	7	13	7
Golfers																						
Are generally positive role models for young people	56	53	63	55	49	63	51	50	56	49	35	49	56	60	50	56	51	50	55	51	60	52
Are generally negative role model for young people	10	6	4	7	1	4	7	7	6	6	6	9	5	4	7	5	8	6	6	6	2	5
Neither	25	32	30	31	44	29	31	37	31	33	36	35	30	29	35	28	32	31	30	36	32	33
Don't know	8	9	3	6	6	4	11	6	7	12	23	8	9	6	8	11	9	12	9	7	6	10
Tennis players																						
Are generally positive role models for young people	63	74	80	76	74	80	71	76	70	77	65	77	74	74	74	74	78	70	76	72	80	74
Are generally negative role model for young people	8	3	3	4	3	3	4	2	4	3	0	4	3	4	3	3	4	3	4	3	3	5
Neither	21	17	15	17	21	15	18	18	21	12	13	13	19	19	18	15	13	16	17	20	14	15
Don't know	8	6	1	3	2	2	7	4	5	8	21	6	4	3	5	8	6	10	4	5	3	5

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

Athletes

Are generally positive role models for young people	84	90	87	90	91	82	86	84	85	72	84	86	88	85	84	85	80	86	87	88	83
Are generally negative role model for young people	2	1	3	1	0	3	2	3	2	2	4	2	1	2	2	3	3	3	1	2	3
Neither	8	8	8	9	7	9	9	9	7	6	8	9	8	8	8	8	8	10	7	7	10
Don't know	5	1	3	1	1	6	3	4	6	21	4	3	3	5	6	4	9	2	4	4	4

Thinking about professional footballers, generally speaking do you think they care more about the money they can make from the game or the sport of football itself?

Generally they care more about the money they can make	79	85	79	80	86	75	80	83	75	68	74	82	83	78	80	74	76	79	82	86	74
Generally they care more about the sport of football	4	3	4	4	2	4	5	4	3	6	5	3	2	5	2	5	3	4	4	2	5
Both equally	12	10	13	16	10	15	12	9	15	9	14	12	12	13	11	16	13	13	11	5	17
Don't know	5	2	3	1	3	6	4	4	6	16	6	3	3	5	6	5	8	4	3	8	3

And thinking about Olympic sportsmen and women, generally speaking do you think they care more about the money they can make from competing or the sport itself?

Generally they care more about the money they can make	6	7	4	5	7	4	6	8	4	8	3	7	6	5	6	5	4	7	8	5	7
Generally they care more about the sport itself	78	85	79	80	80	77	79	76	81	76	80	81	75	80	77	76	80	76	78	86	79
Both equally	10	6	14	15	9	13	10	11	10	3	10	9	14	9	11	12	10	11	10	6	9
Don't know	6	2	3	0	4	6	4	5	6	13	6	3	5	6	6	7	6	6	4	4	5

In the past football has often been regarded as Britain's national sport. Thinking about the impact of the Olympics on this which of the following best reflects your view?

In the longer term the 2012 Olympics will probably lead to British people being more interested in other sports and less interested in football	32	43	29	36	42	27	31	29	35	32	30	29	37	33	31	36	33	36	29	21	29
Once the 2012 Olympics is over football will probably go back to being the sport British people are most interested in, and interest in other sports will go back to usual levels	54	49	57	57	50	54	57	60	48	49	56	57	51	54	55	51	51	50	59	67	56
Neither	5	3	7	4	3	7	5	5	6	4	6	6	5	6	4	4	6	6	5	3	7
Don't know	9	4	7	3	4	12	8	6	11	14	8	7	8	7	10	8	10	8	7	9	8

Fieldwork: 9th - 10th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Children of School age		
	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	1704	444	552	111	511	458	418	828	876	206	435	583	481	971	733	218	554	365	419	148	211	
Unweighted Sample	1704	434	522	121	527	420	443	830	874	63	479	681	481	1144	560	239	613	312	397	143	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And thinking about the impact of the 2012 Olympics on future British competitors at the Olympic games, which of the following best reflects your view?

In the longer term British success in 2012 will inspire many more young people to aim at competing at future Olympic Games	61	70	62	56	68	62	59	59	63	57	65	64	57	62	60	64	60	62	65	46	65
There will probably not be much long term effect from the 2012 Olympics on whether or not young people aspire to compete at the Olympics	27	22	27	35	26	23	30	31	23	23	22	26	34	26	27	23	25	29	24	44	23
Neither	3	1	4	5	1	5	4	4	2	1	5	3	3	3	3	4	3	3	3	4	3
Don't know	9	6	6	3	5	10	7	6	11	19	9	7	6	8	10	10	12	6	8	6	8

Generally speaking, have the 2012 Olympics made you feel better or worse about Britain?

Has made me feel better about Britain	59	76	53	54	74	55	53	56	62	55	67	59	53	63	54	67	62	60	57	40	60
Has made me feel worse about Britain	2	0	4	2	1	2	4	4	1	7	2	1	2	3	2	3	2	3	2	4	2
Has not made any difference to my feelings about Britain	35	23	41	43	24	39	40	36	34	22	26	39	43	30	41	26	31	34	37	54	36
Don't know	4	1	2	1	1	5	3	5	3	15	5	1	1	3	4	4	5	2	3	2	2

Thinking now about not just the Olympics, but about Britain's participation in all sports and sporting competitions, which of the following best reflects your view?

In most international sporting competitions Britain are plucky losers, we try hard and put on a brave show, but normally	24	22	24	29	22	19	31	27	21	26	28	25	19	23	25	27	21	21	28	25	26
Britain is a country that can compete with the very best in international sport and can go out and win	59	71	60	55	68	60	53	57	62	51	55	62	64	60	58	59	59	64	59	51	61
Neither	10	6	11	9	7	15	10	12	9	11	10	9	12	12	8	8	13	9	7	15	9
Don't know	6	2	5	7	3	6	6	4	9	12	8	4	5	4	9	6	8	5	5	9	5

Fieldwork: 9th - 10th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Children of School age		
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	1704	444	552	111	511	458	418	828	876	206	435	583	481	971	733	218	554	365	419	148	211	
Unweighted Sample	1704	434	522	121	527	420	443	830	874	63	479	681	481	1144	560	239	613	312	397	143	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And do you think the 2012 Olympics has or has not made people more likely to see Britain as a nation of sporting winners, rather than plucky losers?

Has made British people more likely to see ourselves as sporting winners	78	88	74	79	87	72	75	72	83	70	79	79	78	78	77	80	77	79	80	68	81
Has NOT made British people more likely to see ourselves as sporting winners	10	6	14	10	6	12	11	14	6	15	9	8	10	10	10	8	9	11	9	16	7
Don't know	12	6	12	11	8	15	14	13	12	15	12	13	12	12	13	12	14	10	11	16	12

How do you think the 2012 Olympic Games compare to previous Olympic Games?

This is the best Olympic Games ever	47	58	44	44	56	45	43	43	50	39	51	47	46	48	45	52	48	47	47	33	44
This is better than most other Olympic Games, but not the very best	21	19	25	31	19	25	21	25	18	14	24	21	23	23	19	24	19	20	23	26	28
This is about average compared to other Olympic Games	12	10	13	16	11	9	16	13	12	9	10	14	14	12	13	9	13	11	12	20	13
This is worst than most other Olympic Games, but not the very worst	0	0	1	0	0	1	0	0	1	1	1	0	0	1	0	1	0	1	1	0	1
This is the worst Olympic Games ever	1	1	2	0	1	1	2	2	0	4	1	1	1	1	2	0	0	2	2	1	0
Don't know	18	12	15	9	13	19	17	17	19	33	14	16	17	17	20	15	20	18	16	20	14

Which of the following do you believe is Britain's greatest male Olympian?

Chris Hoy	29	27	33	22	26	32	28	29	29	21	36	27	27	29	29	26	26	24	27	59	28
Stephen Redgrave	25	34	22	31	32	21	27	26	25	17	26	28	24	26	24	25	25	29	26	16	26
Daley Thompson	10	8	11	12	9	11	11	11	8	4	5	13	13	11	9	10	12	9	9	6	14
Bradley Wiggins	8	11	7	8	8	8	8	7	9	14	7	7	8	9	6	10	8	7	10	2	6
Seb Coe	2	3	2	1	3	1	1	1	2	0	1	2	2	2	1	1	1	4	1	1	2
Ben Ainslie	2	3	1	1	2	2	1	1	2	2	2	1	1	2	2	5	1	2	1	0	3
Steve Overt	1	1	1	1	1	1	0	1	0	0	1	1	0	1	1	1	0	1	2	0	2
Matthew Pinsett	0	0	1	0	0	0	1	1	0	0	1	0	0	0	1	0	0	1	1	0	0
None of these	4	2	4	6	3	5	5	6	2	10	4	3	4	4	5	2	4	6	3	3	3
Don't know	20	11	18	18	15	19	18	17	22	32	17	16	20	17	23	20	23	17	20	12	16

Fieldwork: 9th - 10th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Children of School age		
	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	1704	444	552	111	511	458	418	828	876	206	435	583	481	971	733	218	554	365	419	148	211	
Unweighted Sample	1704	434	522	121	527	420	443	830	874	63	479	681	481	1144	560	239	613	312	397	143	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you believe is Britain's greatest female Olympian?

Jessica Ennis	30	29	30	28	31	28	28	26	33	29	30	28	32	30	29	26	31	25	33	28	31
Kelly Holmes	16	18	15	15	14	17	16	15	16	22	16	15	13	17	14	14	14	16	16	21	15
Victoria Pendleton	10	16	10	5	11	9	10	12	8	10	11	11	7	10	10	12	9	10	11	5	11
Mary Peters	5	5	3	5	7	5	3	5	4	1	2	3	10	6	3	6	4	5	5	5	2
Rebecca Adlington	4	3	4	3	3	5	3	4	4	8	4	3	4	3	5	2	5	5	3	6	5
Sally Gunnell	3	3	3	7	4	2	4	4	3	0	6	3	2	3	4	4	3	5	2	1	3
Denise Lewis	2	3	3	5	3	2	3	3	2	1	4	2	2	3	1	3	2	5	2	0	4
Tessa Sanderson	2	1	3	1	2	2	2	2	1	0	2	2	1	2	1	1	1	2	2	1	3
Katherine Grainger	1	1	2	1	0	2	0	1	1	0	1	1	1	1	1	1	0	1	1	3	0
Christine Ohuruogu	1	1	1	0	1	1	0	0	1	1	1	0	0	0	1	2	0	1	0	0	1
None of these	4	4	4	6	4	1	6	6	2	5	3	2	5	3	4	5	4	4	3	3	2
Don't know	24	16	22	25	20	25	24	21	26	22	20	28	23	21	27	25	25	21	22	28	23

Britain have already won more Gold medals at this years Olympics than at any Games since 1908. Which of the following do think has done MOST to account for the success of Team GB at this year's Olympics?

More money and resources being invested into elite sport in the years running up to the Games	38	47	35	53	46	38	38	45	31	19	38	43	41	41	34	38	40	41	36	32	43
The talent and dedication of the sportsmen and women	29	31	28	19	32	29	25	23	34	27	25	30	32	27	32	27	29	28	32	24	28
The standard of coaching of British athletes	6	6	7	9	6	5	9	6	7	3	8	4	10	7	6	10	6	4	6	10	9
The advantage of hosting the games and competing at home	16	11	19	16	13	15	17	15	18	28	19	14	11	16	17	18	16	16	15	20	12
Other	1	1	2	0	1	1	3	2	1	4	1	1	1	1	2	0	1	1	3	2	1
Don't know	9	3	9	3	3	12	8	8	9	19	9	7	6	9	9	5	9	9	9	12	7

Fieldwork: 9th - 10th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Children of School age		
	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	1704	444	552	111	511	458	418	828	876	206	435	583	481	971	733	218	554	365	419	148	211	
Unweighted Sample	1704	434	522	121	527	420	443	830	874	63	479	681	481	1144	560	239	613	312	397	143	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the next Olympic games, to be held in Brazil in 2016, do you think Britain will do better than this year, worse than this year, or about the same?

Britain will probably do better in 2016 than this year	10	14	11	2	14	14	6	8	13	7	12	10	11	10	11	16	9	10	12	4	18
Britain will probably do worse in 2016 than this year	47	48	47	55	49	44	48	60	35	48	50	48	44	51	43	53	44	43	49	57	43
Britain will probably do about the same in 2016 as this year	27	30	27	38	27	26	32	21	33	19	26	27	31	27	28	18	31	32	24	22	29
Don't know	15	8	14	5	10	17	14	11	19	26	12	14	14	12	18	12	16	15	15	17	10

What effect, if any, has Britain's Olympic success had on your attitude towards Scottish independence?

Has made me much more supportive of Scottish independence	4	3	4	2	4	4	2	4	4	3	5	4	3	4	3	5	3	2	4	10	7
Has made me a little more supportive of Scottish independence	1	2	1	4	1	2	1	2	1	2	2	1	1	2	1	2	1	2	1	1	2
TOTAL MORE SUPPORT	5	5	5	6	5	6	3	6	5	5	7	5	4	6	4	7	4	4	5	11	9
Has not made any difference to my views on Scottish independence	67	71	66	84	70	65	73	70	64	52	63	70	73	67	66	64	66	65	70	71	62
Has made me a little more opposed to Scottish independence	3	2	5	2	3	3	3	4	3	2	5	2	3	4	2	4	3	3	2	4	5
Has made me much more opposed of Scottish independence	7	10	7	3	9	9	4	9	5	6	7	7	7	8	5	6	6	10	4	10	7
TOTAL MORE OPPOSED	10	12	12	5	12	12	7	13	8	8	12	9	10	12	7	10	9	13	6	14	12
Don't know	18	12	16	5	13	17	17	11	24	35	19	16	12	15	22	20	21	17	18	5	17

Do you have children in the following age ranges. Please tick all that apply

Under 5	7	9	8	6	6	8	7	6	8	9	20	4	0	9	5	11	6	7	8	9	15
5 to 7	4	3	5	3	3	6	3	3	4	0	9	5	0	4	4	6	3	4	4	4	25
8 to 10	5	3	7	3	3	9	3	5	5	0	7	9	0	4	6	8	3	5	7	3	31
11 to 15	8	7	9	4	9	10	6	9	7	1	8	17	1	8	9	8	8	9	7	7	51
Over the age of 18	41	45	41	42	50	41	36	39	44	0	1	52	82	34	51	23	44	46	43	40	29
16 to 18	5	6	4	2	5	5	7	5	5	0	2	13	1	4	6	5	5	6	5	1	31
No, I do not have any children	41	38	41	44	36	35	48	43	39	83	64	27	17	45	35	52	39	35	40	48	0
Don't know	2	0	0	1	0	3	1	3	1	7	2	0	0	2	1	3	3	2	0	0	0

Fieldwork: 9th - 10th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Children of School age		
	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	1704	444	552	111	511	458	418	828	876	206	435	583	481	971	733	218	554	365	419	148	211	
Unweighted Sample	1704	434	522	121	527	420	443	830	874	63	479	681	481	1144	560	239	613	312	397	143	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about sport in schools, would you support or oppose the following measures
Investing more money in sport in schools, even if this means there is less money to spend elsewhere

Support	58	68	57	54	65	58	50	61	55	41	48	61	69	57	58	56	58	58	57	58	60
Oppose	22	19	26	31	20	21	30	22	22	31	30	19	15	24	19	29	21	24	19	21	23
Don't know	20	13	17	15	15	21	20	17	23	28	22	20	16	19	22	16	21	17	24	22	17

Making all school pupils do at least two hours of sport every week in school

Support	82	90	80	77	88	78	82	82	82	78	78	83	87	82	83	78	83	84	82	83	85
Oppose	10	7	13	11	6	11	11	10	10	10	11	11	7	10	10	9	9	9	11	9	8
Don't know	8	3	7	11	5	11	7	8	8	12	11	6	6	9	8	13	8	7	7	8	7

Stop all schools from selling off school playing fields

Support	87	87	88	86	88	87	89	84	89	69	80	92	93	84	89	77	89	91	84	88	89
Oppose	5	5	6	5	5	5	5	6	4	12	9	3	2	6	4	12	4	2	7	6	7
Don't know	8	8	6	8	6	8	6	10	7	19	11	6	5	10	6	12	7	8	10	6	4

Making competitive sport in schools compulsory

Support	65	77	62	62	75	61	60	72	58	46	57	69	75	62	68	69	66	63	67	54	73
Oppose	19	11	27	25	13	23	25	18	21	28	23	18	15	21	17	15	19	21	18	28	15
Don't know	16	11	11	13	12	16	15	10	21	26	20	13	10	17	15	16	15	16	15	18	12

Generally speaking, do you think teachers should do more to supervise sport in schools, or do they already do all that can reasonably be expected?

Teachers should do more to supervise sport in schools	49	63	45	38	59	44	43	53	46	47	50	48	52	49	50	46	47	50	56	42	51
Teachers already do all that can reasonably be expected	32	22	40	50	25	40	39	30	34	23	32	34	35	33	31	37	32	31	28	43	35
Don't know	18	15	15	11	15	16	18	17	20	31	18	18	13	18	19	18	21	19	16	15	14

Fieldwork: 9th - 10th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Children of School age		
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			
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Unweighted Sample	1704	434	522	121	527	420	443	830	874	63	479	681	481	1144	560	239	613	312	397	143	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the amount of sport that is done in state schools has risen, fallen or stayed the same over recent decades?

Risen	6	7	7	6	5	6	5	5	6	5	10	5	3	6	5	8	3	8	6	6	8
Fallen	69	76	68	66	77	69	67	69	69	62	52	74	81	67	72	63	73	72	65	71	68
Stayed the same	10	5	13	15	6	10	14	10	10	13	13	10	5	11	8	10	9	9	11	12	14
Don't know	16	11	12	12	12	15	15	16	15	20	24	12	11	16	15	20	16	12	18	11	9

In the previous question you said you thought the amount of sport in state schools had fallen over recent decades, which of the following do you think is the MAIN reason for this?

[Only asked to those who think the amount of sport in state schools has fallen in recent decades.

N=1189]

Teachers not being interested in promoting sport in schools	9	10	8	9	10	6	10	9	8	17	11	7	6	9	8	11	8	10	8	7	13
Teachers having to spend their time on paperwork instead	22	20	23	28	22	23	22	19	25	22	25	22	21	24	20	23	20	23	25	23	24
Lack of funding from central or local government for sport	41	30	52	38	32	54	42	45	38	32	44	45	39	41	42	39	42	40	44	39	38
Teachers Unions opposing teachers taking part in out-of-school activities	16	26	8	9	24	9	12	17	15	8	6	15	24	18	14	13	18	16	12	20	10
Other	7	8	5	16	8	3	9	7	7	17	7	5	6	5	9	8	6	8	7	10	7
Don't know	5	5	5	0	5	5	5	3	7	5	7	5	3	3	7	6	6	4	4	2	7

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	23	106
Male 25 to 39	224	218
Male 40 to 59	340	288
Male 60 +	243	216
Female 18 to 24	40	101
Female 25 to 39	255	216
Female 40 to 59	341	295
Female 60 +	238	264
Region		
North England	397	419
Midlands	242	279
East England	174	164
London	239	218
South England	439	390
Wales	70	85
Scotland	143	148
Social Grade		
AB	647	477
C1	497	494
C2	229	358
DE	331	375
Newspaper Type		
Express / Mail	346	273
Sun / Star	145	400
Mirror / Record	104	170
Guardian / Independent	92	77
FT / Times / Telegraph	117	162
Other Paper	226	196
No Paper	674	426
Political Party Identification		
Labour	518	554
Conservative	481	486
Liberal Democrat	196	204
SNP/Plaid Cymru	33	29
Others	82	22
None/ DK	394	409

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