

YouGov / The Sunday Times Survey Results

Sample Size: 1731 GB Adults
Fieldwork: 23rd - 24th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Fieldwork			
	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	Thursday	Friday	
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Unweighted Sample	1731	448	556	124	551	424	393	828	903	64	433	718	516	1138	593	234	601	344	381	171	744	986	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	81	1	13	36	32	33	29	34	39	38	29	33	47	29	29	14
Lab	43	0	100	0	6	95	36	39	47	45	49	45	36	39	49	47	28	48	56	47
Lib Dem	10	0	0	100	2	1	40	10	10	10	11	8	11	13	6	10	13	10	7	8
Other	13	0	0	0	11	3	10	15	10	12	12	13	13	11	15	9	12	13	8	30

Other Parties Voting Intention

UKIP	6	0	0	0	9	0	3	7	5	7	2	6	9	6	7	7	8	8	4	2
SNP / PCY	3	0	0	0	1	1	1	4	3	3	5	3	2	2	5	0	1	3	0	25
Green	1	0	0	0	0	0	3	1	1	1	3	1	0	1	1	1	2	1	1	3
BNP	1	0	0	0	1	0	0	1	1	0	1	1	1	1	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	0	2	2	0	0	1	1	1	1	1	1	0	2	2	0

Non Voters

Would Not Vote	9	0	0	0	4	3	3	7	10	11	11	7	7	7	11	5	5	12	12	9
Don't know	16	0	0	0	16	9	21	13	20	23	19	14	14	18	15	13	18	15	18	13

Aug 22-23
Aug 23-24

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

Approve	25	23	67	4	32	48	4	16	27	19	17	21	23	25	25	19	25	31	20	17	11
Disapprove	59	60	13	92	43	34	87	65	59	61	46	57	64	64	57	63	59	50	65	62	79
Don't know	17	18	19	4	24	18	9	18	15	20	36	22	13	11	17	18	16	19	15	21	10

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

	Aug 16-17	Aug 23-24																				
Do you think that David Cameron is doing well or badly as Prime Minister?																						
Very well	3	4	13	0	1	8	1	0	5	2	5	3	4	3	3	4	1	7	1	4	2	
Fairly well	31	30	72	7	41	56	8	29	29	31	24	30	31	32	35	24	36	38	29	23	17	
TOTAL WELL	34	34	85	7	42	64	9	29	34	33	29	33	35	35	38	28	37	45	30	27	19	
Fairly badly	33	33	12	38	43	23	40	45	34	33	43	30	31	35	33	33	38	31	33	35	33	
Very badly	26	27	1	51	10	9	48	23	27	26	18	27	30	27	24	31	20	20	30	31	43	
TOTAL BADLY	59	60	13	89	53	32	88	68	61	59	61	57	61	62	57	64	58	51	63	66	76	
Don't know	7	6	3	3	4	4	3	4	5	7	10	10	4	3	5	8	5	5	6	8	4	
Do you think Ed Miliband is doing well or badly as leader of the Labour party?																						
Very well	3	3	0	9	2	1	9	2	3	4	4	2	2	4	3	4	0	3	6	3	1	
Fairly well	24	27	13	57	22	12	50	28	28	26	31	24	27	27	25	29	35	22	28	27	33	
TOTAL WELL	27	30	13	66	24	13	59	30	31	30	35	26	29	31	28	33	35	25	34	30	34	
Fairly badly	37	33	39	23	44	36	25	41	34	32	21	34	36	35	37	29	34	36	33	32	29	
Very badly	21	21	37	4	15	38	6	13	26	16	12	22	21	23	21	20	17	25	19	17	24	
TOTAL BADLY	58	54	76	27	59	74	31	54	60	48	33	56	57	58	58	49	51	61	52	49	53	
Don't know	14	16	11	8	17	13	11	17	9	22	31	18	13	11	14	18	14	15	13	21	13	
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?																						
Very well	1	1	1	0	10	0	1	3	1	1	0	2	2	0	1	1	1	1	2	0	1	
Fairly well	16	16	27	6	46	20	6	24	15	16	10	15	16	18	17	13	18	19	12	13	14	
TOTAL WELL	17	17	28	6	56	20	7	27	16	17	10	17	18	18	18	14	19	20	14	13	15	
Fairly badly	32	31	35	27	35	33	27	36	28	33	26	34	31	29	33	28	30	33	30	29	27	
Very badly	41	43	30	62	4	38	59	32	48	39	37	37	45	50	41	46	44	37	46	44	54	
TOTAL BADLY	73	74	65	89	39	71	86	68	76	72	63	71	76	79	74	74	74	70	76	73	81	
Don't know	9	10	7	4	6	8	7	4	8	12	26	13	7	3	8	12	6	9	10	14	4	
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?																						
Very well	1	1	2	0	1	2	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	
Fairly well	23	24	52	7	50	41	6	28	27	22	18	27	24	25	27	20	27	33	20	18	17	
TOTAL WELL	24	25	54	7	51	43	7	28	28	23	18	28	25	26	28	21	28	34	21	19	18	
Fairly badly	36	38	34	40	43	36	40	42	37	38	37	35	39	40	40	35	44	36	42	35	35	
Very badly	32	29	6	51	3	17	47	24	29	29	20	28	31	31	25	34	25	22	31	34	46	
TOTAL BADLY	68	67	40	91	46	53	87	66	66	67	57	63	70	71	65	69	69	58	73	69	81	
Don't know	8	8	6	2	3	5	6	6	6	10	24	9	6	3	7	9	3	9	7	13	2	

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

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

Very good	2	1	3	1	5	2	1	2	1	1	0	2	1	2	1	1	1	1	2	1	2
Fairly good	14	13	34	3	25	24	3	14	16	11	12	15	13	14	16	11	15	18	10	11	8
TOTAL GOOD	16	14	37	4	30	26	4	16	17	12	12	17	14	16	17	12	16	19	12	12	10
Fairly bad	28	27	22	32	31	25	32	27	26	27	30	26	25	27	27	26	32	28	26	25	20
Very bad	30	30	8	54	8	19	50	22	31	30	18	25	35	34	26	36	22	22	36	34	46
TOTAL BAD	58	57	30	86	39	44	82	49	57	57	48	51	60	61	53	62	54	50	62	59	66
Does't make much difference either way	20	23	29	9	27	26	13	32	22	24	30	25	22	20	25	21	27	24	23	20	21
Don't know	5	5	5	1	3	4	3	2	4	6	10	7	4	3	4	6	3	6	3	8	3

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

Very well	2	2	6	0	0	4	0	0	2	1	0	2	1	3	1	2	3	2	1	1	1
Fairly well	23	22	56	3	37	39	4	22	25	19	15	22	24	22	27	14	23	29	18	17	14
TOTAL WELL	25	24	62	3	37	43	4	22	27	20	15	24	25	25	28	16	26	31	19	18	15
Fairly badly	35	33	25	29	47	31	31	41	28	37	41	32	30	34	34	31	32	36	36	30	25
Very badly	31	34	4	64	11	16	59	29	38	31	27	32	38	35	29	40	33	24	36	39	57
TOTAL BADLY	66	67	29	93	58	47	90	70	66	68	68	64	68	69	63	71	65	60	72	69	82
Don't know	9	10	10	4	5	9	5	8	8	12	17	12	8	7	8	12	9	10	8	13	4

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	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0
Quite good	3	2	8	1	2	4	0	1	4	1	5	2	2	1	2	3	2	4	1	1	1
TOTAL GOOD	3	2	8	1	2	4	1	1	4	1	5	2	2	1	2	4	2	5	1	1	1
Neither good nor bad	18	15	28	6	20	23	9	11	15	15	21	16	15	13	15	16	12	17	16	16	9
Quite bad	49	47	48	43	58	47	43	57	45	48	46	48	42	51	52	40	53	48	43	48	39
Very bad	27	33	14	49	20	25	46	29	34	32	23	30	39	33	29	38	32	27	38	31	50
TOTAL BAD	76	80	62	92	78	72	89	86	79	80	69	78	81	84	81	78	85	75	81	79	89
Don't know	3	2	2	1	0	1	1	1	2	3	5	4	2	1	2	3	1	3	2	4	1

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

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

Get a lot better	2	1	1	1	0	1	1	0	1	0	2	1	1	0	1	1	3	1	0	0	2
Get a little better	9	8	16	5	11	10	4	9	10	6	11	13	7	4	9	6	9	11	4	6	6
TOTAL BETTER	11	9	17	6	11	11	5	9	11	6	13	14	8	4	10	7	12	12	4	6	8
Stay about the same	37	37	49	31	49	41	31	39	35	39	48	39	36	33	39	36	45	38	37	35	30
Get a little worse	32	33	26	39	29	34	35	36	31	36	17	28	34	44	34	32	27	34	34	32	43
Get a lot worse	17	17	6	22	10	10	26	14	19	14	13	13	20	18	13	21	11	12	21	22	14
TOTAL WORSE	49	50	32	61	39	44	61	50	50	50	30	41	54	62	47	53	38	46	55	54	57
Don't know	4	4	2	2	1	3	3	2	4	4	9	6	3	1	4	4	4	4	3	4	5

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

	July 26-27	Aug 23-24																			
The government should stick to its current strategy of reducing the deficit, even if this means growth remains slow	28	29	67	9	33	55	9	23	32	26	28	30	29	29	33	24	41	34	25	24	15
The government should change its strategy to concentrate on growth, even if this means the deficit stays longer or gets worse	45	42	18	65	37	22	66	47	44	40	36	36	45	46	42	42	31	40	44	43	59
Neither	6	9	4	8	14	6	6	9	10	8	8	9	8	10	8	10	9	8	9	8	14
Not sure	21	20	11	18	16	17	18	21	15	26	28	25	19	15	17	24	19	18	22	25	12

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

	July 19-20	Aug 23-24																			
He is doing a good job	15	14	42	2	9	33	3	6	16	11	2	13	16	16	16	10	10	19	11	13	7
He is doing a bad job	55	57	26	84	45	36	82	61	63	52	51	53	60	60	56	59	59	50	61	57	77
Don't know	30	29	32	14	46	32	15	33	21	37	47	33	24	24	28	31	31	31	28	31	16

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?

	Aug 9-10	Aug 23-24																			
George Osborne should remain Chancellor	19	18	47	5	20	39	5	12	21	15	8	16	21	20	22	12	14	25	13	17	13
George Osborne should be replaced	52	54	29	76	55	38	76	58	61	47	60	47	53	59	53	56	60	49	56	52	65
Don't know	30	28	24	18	25	23	19	30	17	38	32	37	25	22	25	33	26	26	31	31	22

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

How important, if at all, do you think it is that the government reduces its budget deficit?

Very important	32	60	16	41	51	22	26	41	25	33	30	30	38	35	29	35	37	30	30	27
Fairly important	43	34	52	38	38	51	49	40	46	33	42	48	42	45	41	43	41	46	42	48
TOTAL IMPORTANT	75	94	68	79	89	73	75	81	71	66	72	78	80	80	70	78	78	76	72	75
Not very important	11	2	19	11	3	18	12	11	11	10	12	11	11	10	12	11	10	11	12	12
Not at all important	2	0	2	0	1	2	1	2	1	2	2	2	1	2	1	2	2	2	1	1
TOTAL NOT IMPORTANT	13	2	21	11	4	20	13	13	12	12	14	13	12	12	13	13	12	13	13	13
Don't know	12	4	11	10	6	8	11	5	18	22	15	9	8	8	17	9	11	11	15	12

And from what you have read or heard, how well or badly do you think the government is doing in reducing the size of its budget deficit?

Very well	2	7	0	2	4	1	0	3	2	8	3	1	1	2	3	3	5	2	1	1
Fairly well	20	45	9	27	38	10	18	26	16	8	22	25	19	24	16	20	24	18	20	14
TOTAL WELL	22	52	9	29	42	11	18	29	18	16	25	26	20	26	19	23	29	20	21	15
Fairly badly	37	30	40	43	36	37	40	32	42	29	34	35	45	37	36	40	38	43	31	31
Very badly	23	5	39	12	8	41	21	27	19	26	18	24	23	23	23	24	17	21	26	39
TOTAL BADLY	60	35	79	55	44	78	61	59	61	55	52	59	68	60	59	64	55	64	57	70
Don't know	17	13	12	16	13	11	21	12	22	29	22	15	11	14	22	14	16	17	22	15

Below are measures that people have suggested to help the economy grow and/or reduce the deficit. Would you support or oppose the following?

Making bigger cuts to public spending so the government is spending less

Strongly support	9	21	1	10	21	2	5	13	5	6	8	9	11	11	7	10	11	8	6	14
Tend to support	26	50	11	36	39	12	26	27	26	27	19	26	33	29	23	23	33	25	23	18
TOTAL SUPPORT	35	71	12	46	60	14	31	40	31	33	27	35	44	40	30	33	44	33	29	32
Tend to oppose	32	19	40	31	26	41	37	32	33	29	39	33	28	30	36	41	33	31	31	27
Strongly oppose	21	4	38	14	7	34	24	22	19	21	19	24	19	21	20	17	15	24	22	35
TOTAL OPPOSE	53	23	78	45	33	75	61	54	52	50	58	57	47	51	56	58	48	55	53	62
Don't know	11	6	9	9	7	11	8	6	17	18	15	8	9	9	14	10	9	11	18	6

Introducing bigger tax increases so the government brings in more money

Strongly support	3	2	5	3	3	5	3	4	3	0	3	4	5	4	2	4	3	2	4	5
Tend to support	24	24	27	34	21	27	30	29	19	27	23	24	23	25	23	23	23	28	18	35
TOTAL SUPPORT	27	26	32	37	24	32	33	33	22	27	26	28	28	29	25	27	26	30	22	40
Tend to oppose	38	48	34	36	44	36	40	35	41	34	36	37	43	40	35	43	39	34	42	24
Strongly oppose	24	20	27	16	27	25	18	25	24	23	26	26	22	22	27	22	25	27	21	29
TOTAL OPPOSE	62	68	61	52	71	61	58	60	65	57	62	63	65	62	62	65	64	61	63	53
Don't know	10	5	7	11	6	8	9	7	13	16	12	10	7	8	13	8	10	8	15	7

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

Cutting business regulation and employment rights to encourage businesses to invest and grow

Strongly support	20	36	10	10	35	12	11	26	15	17	15	19	26	23	15	16	23	19	21	17
Tend to support	36	44	32	44	43	33	39	37	35	30	34	38	39	36	36	41	41	37	30	29
TOTAL SUPPORT	56	80	42	54	78	45	50	63	50	47	49	57	65	59	51	57	64	56	51	46
Tend to oppose	17	9	22	20	10	20	25	17	16	15	19	17	15	16	17	16	14	15	19	25
Strongly oppose	12	1	21	17	2	21	15	13	11	8	10	14	12	12	11	12	9	15	12	17
TOTAL OPPOSE	29	10	43	37	12	41	40	30	27	23	29	31	27	28	28	28	23	30	31	42
Don't know	15	10	15	9	11	14	10	7	23	31	21	12	8	12	20	15	14	15	19	12

Borrowing more money in the short term to spend on infrastructure projects like roads and new buildings to put more money into the economy

Strongly support	9	6	17	4	6	16	8	12	7	10	7	11	9	10	9	9	10	8	6	20
Tend to support	35	32	42	44	30	41	41	39	32	21	29	36	46	36	34	35	36	34	34	41
TOTAL SUPPORT	44	38	59	48	36	57	49	51	39	31	36	47	55	46	43	44	46	42	40	61
Tend to oppose	28	36	20	35	37	23	28	29	28	35	31	27	26	31	25	36	32	27	26	16
Strongly oppose	11	17	9	8	17	9	7	12	11	12	13	13	8	10	13	9	10	16	11	8
TOTAL OPPOSE	39	53	29	43	54	32	35	41	39	47	44	40	34	41	38	45	42	43	37	24
Don't know	15	10	13	10	10	12	16	9	22	22	20	13	11	13	19	13	12	14	23	15

Borrowing more money in the short term to fund tax cuts to put more money into the economy

Strongly support	4	3	6	1	4	5	3	5	3	5	4	3	3	4	4	3	3	6	2	7
Tend to support	21	17	26	21	20	26	19	23	19	19	22	23	20	20	23	20	24	17	21	23
TOTAL SUPPORT	25	20	32	22	24	31	22	28	22	24	26	26	23	24	27	23	27	23	23	30
Tend to oppose	37	46	33	46	42	31	44	39	35	22	36	37	44	40	32	39	39	40	31	37
Strongly oppose	18	23	15	24	21	18	19	21	16	23	17	18	17	19	17	19	17	19	19	18
TOTAL OPPOSE	55	69	48	70	63	49	63	60	51	45	53	55	61	59	49	58	56	59	50	55
Don't know	20	11	20	8	14	21	16	12	28	31	21	19	16	17	25	19	17	18	27	16

Borrowing more money in the short term to reduce the scale of spending cuts and keep money in the economy

Strongly support	5	1	11	3	4	8	5	6	5	1	6	6	6	5	6	3	4	7	6	8
Tend to support	30	17	44	32	18	44	34	31	29	26	27	33	31	30	29	31	29	27	28	40
TOTAL SUPPORT	35	18	55	35	22	52	39	37	34	27	33	39	37	35	35	34	33	34	34	48
Tend to oppose	30	48	18	39	45	17	32	32	29	23	31	30	34	32	29	36	36	32	24	17
Strongly oppose	14	23	8	14	21	11	12	18	11	19	13	14	13	16	12	13	14	14	14	15
TOTAL OPPOSE	44	71	26	53	66	28	44	50	40	42	44	44	47	48	41	49	50	46	38	32
Don't know	20	11	19	12	13	20	18	14	26	31	23	18	16	17	24	17	17	19	28	20

Fieldwork: 23rd - 24th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Fieldwork		
	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	Thursday	Friday
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Unweighted Sample	1731	448	556	124	551	424	393	828	903	64	433	718	516	1138	593	234	601	344	381	171	744	986
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A senior advisor to the Bank of England has said that the government has delegated too many powers to the Bank of England.

Thinking about the balance of power between the Bank of England and the government, do you think the government have given too many powers to the Bank, not enough powers, or have they got the balance about right?

The government should give more economic powers to the Bank of England and keep less for itself	10	10	8	13	11	9	10	14	6	6	11	10	11	11	9	14	12	9	8	4
The government has given too many economic powers to the Bank of England and do more itself	30	25	35	23	29	34	28	26	34	35	29	29	31	28	33	26	28	32	34	32
The balance of power between the government and the Bank of England is about right	31	45	29	43	37	30	32	38	23	18	26	33	37	36	24	28	34	33	25	30
Don't know	29	20	28	21	23	27	30	22	36	40	34	28	21	26	34	33	26	26	33	34

Thinking about the royal family, for each of the following please say whether you have a positive or negative opinion of them?
The Queen

	9-10 Jun	Aug 23-24																					
Very positive	59	55	76	48	50	73	53	51	51	58	49	43	57	66	57	52	60	61	54	48	45	54	55
Fairly positive	27	29	17	32	41	20	29	38	30	29	28	40	27	23	29	30	22	28	30	37	25	29	30
TOTAL POSITIVE	86	84	93	80	91	93	82	89	81	87	77	83	84	89	86	82	82	89	84	85	70	83	85
Fairly negative	7	7	2	12	4	3	10	5	8	6	8	6	9	5	6	8	12	3	8	9	10	7	7
Very negative	3	4	1	5	4	2	6	3	6	3	5	5	4	4	5	4	4	3	5	2	15	4	5
TOTAL NEGATIVE	10	11	3	17	8	5	16	8	14	9	13	11	13	9	11	12	16	6	13	11	25	11	12
Don't know	4	4	3	3	1	2	2	3	5	3	10	6	3	2	3	6	2	5	3	5	5	6	3
Prince Philip																							
Very positive	28	36	58	27	21	55	31	29	34	37	38	23	35	46	38	33	39	40	38	30	26	37	35
Fairly positive	37	38	32	38	54	33	37	44	37	39	39	45	37	34	37	39	32	41	36	41	36	37	39
TOTAL POSITIVE	65	74	90	65	75	88	68	73	71	76	77	68	72	80	75	72	71	81	74	71	62	74	74
Fairly negative	19	13	5	19	15	7	17	14	14	12	7	16	15	10	12	14	17	9	15	15	13	12	13
Very negative	9	8	1	12	8	2	11	8	9	6	5	8	9	7	8	8	8	5	7	7	18	7	8
TOTAL NEGATIVE	28	21	6	31	23	9	28	22	23	18	12	24	24	17	20	22	25	14	22	22	31	19	21
Don't know	6	6	4	5	2	2	4	5	6	5	12	9	4	2	5	7	5	6	4	7	7	7	4

Fieldwork: 23rd - 24th August 2012

	Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Fieldwork		
		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	Thursday	Friday	
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Unweighted Sample	1731	448	556	124	551	424	393	828	903	64	433	718	516	1138	593	234	601	344	381	171	744	986	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Prince Charles																							
Very positive	17	22	32	21	14	29	24	19	20	23	26	18	24	21	23	20	28	23	23	18	14	23	20
Fairly positive	39	42	47	38	43	43	40	41	40	43	36	44	43	41	42	41	40	42	37	47	42	39	44
TOTAL POSITIVE	56	64	79	59	57	72	64	60	60	66	62	62	67	62	65	61	68	65	60	65	56	62	64
Fairly negative	26	21	11	25	33	17	22	25	22	19	17	21	20	22	20	22	23	18	25	20	19	20	21
Very negative	13	11	7	12	10	8	12	10	11	10	7	9	10	14	11	10	7	11	10	9	20	11	10
TOTAL NEGATIVE	39	32	18	37	43	25	34	35	33	29	24	30	30	36	31	32	30	29	35	29	39	31	31
Don't know	5	5	4	3	1	3	2	5	6	4	13	8	3	2	4	7	3	6	4	6	5	6	5
Camilla, Duchess of Cornwall																							
Very positive	10	13	19	12	5	19	13	10	11	14	21	10	12	12	14	11	20	15	14	7	5	13	13
Fairly positive	29	35	46	31	40	39	34	38	33	37	28	34	39	35	37	34	29	36	33	40	37	35	36
TOTAL POSITIVE	39	48	65	43	45	58	47	48	44	51	49	44	51	47	51	45	49	51	47	47	42	48	49
Fairly negative	27	24	16	27	35	21	25	24	24	24	24	27	21	24	24	24	26	22	26	25	18	22	25
Very negative	27	19	13	23	16	17	22	17	21	18	10	16	20	26	18	22	16	18	20	19	30	21	19
TOTAL NEGATIVE	54	43	29	50	51	38	47	41	45	42	34	43	41	50	42	46	42	40	46	44	48	43	44
Don't know	8	9	6	7	4	4	6	10	10	7	16	13	7	3	8	10	9	9	8	8	10	10	8
Prince William																							
Very positive	60	56	71	53	49	72	53	54	50	62	45	55	57	60	57	54	55	61	60	52	39	54	58
Fairly positive	27	29	23	30	36	22	29	33	28	30	24	31	30	28	28	31	30	27	27	32	33	31	28
TOTAL POSITIVE	87	85	94	83	85	94	82	87	78	92	69	86	87	88	85	85	85	88	87	84	72	85	86
Fairly negative	6	5	2	8	9	2	6	6	7	3	6	5	6	4	6	4	6	4	3	5	9	4	6
Very negative	3	4	1	6	4	2	7	3	7	2	7	3	4	5	4	5	5	2	6	3	13	4	5
TOTAL NEGATIVE	9	9	3	14	13	4	13	9	14	5	13	8	10	9	10	9	11	6	9	8	22	8	11
Don't know	4	5	4	3	2	2	4	4	8	3	17	6	3	3	5	6	2	6	3	8	6	7	4
Catherine, Duchess of Cambridge																							
Very positive	52	51	67	48	48	68	48	49	46	56	44	51	51	54	53	49	50	56	56	47	38	50	53
Fairly positive	30	31	24	33	41	24	30	37	30	32	25	31	33	32	30	32	34	30	26	35	30	31	31
TOTAL POSITIVE	82	82	91	81	89	92	78	86	76	88	69	82	84	86	83	81	84	86	82	82	68	81	84
Fairly negative	7	5	3	8	3	4	7	5	6	5	4	6	6	5	6	5	5	4	6	5	10	6	5
Very negative	3	5	1	7	6	2	8	3	7	3	7	4	5	5	5	5	5	2	7	4	14	4	6
TOTAL NEGATIVE	10	10	4	15	9	6	15	8	13	8	11	10	11	10	11	10	10	6	13	9	24	10	11
Don't know	8	7	5	5	3	3	7	7	10	4	20	8	5	4	7	8	6	8	4	9	8	9	6

Fieldwork: 23rd - 24th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Fieldwork		
	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	Thursday	Friday
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Unweighted Sample	1731	448	556	124	551	424	393	828	903	64	433	718	516	1138	593	234	601	344	381	171	744	986
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Prince Harry

Very positive	41	40	45	40	29	48	41	36	36	44	43	45	41	32	39	41	37	43	45	38	29	36	43
Fairly positive	39	35	34	33	45	32	34	40	34	37	35	34	34	37	35	35	35	33	37	34	37	34	34
TOTAL POSITIVE	80	75	79	73	74	80	75	76	70	81	78	79	75	69	74	76	72	78	78	75	63	73	77
Fairly negative	10	12	13	12	13	12	10	13	13	11	3	10	13	15	13	10	13	12	10	14	9	13	11
Very negative	5	8	4	11	10	5	11	7	11	6	7	5	8	11	8	8	12	4	9	7	19	8	8
TOTAL NEGATIVE	15	20	17	23	23	17	21	20	24	17	10	15	21	26	21	18	25	16	19	21	28	21	19
Don't know	5	5	4	4	3	3	3	4	7	3	11	6	3	4	4	6	3	7	3	5	8	6	4

This week an American website published photographs of Prince Harry naked, taken on a private holiday in the USA when he was playing "strip billiards". Most British newspapers have so far not published the photographs

Do you think most British newspapers are right or wrong NOT to publish the photos?

Right not to publish the photos	60	67	58	64	67	57	68	55	66	44	57	61	69	59	62	63	62	63	58	53	65	57
Wrong - the photos should have been published	28	22	32	30	26	32	22	32	25	44	27	29	22	30	26	28	28	26	28	37	23	32
Don't know	11	11	10	7	7	11	10	13	10	12	16	10	9	10	12	10	11	10	14	10	12	11

So far most British newspapers have not published the photographs, but some papers have published mocked up versions of them and the actual photographs are available on internet sites and blogs. Have you personally seen the original or mocked-up photographs? Please tick all that apply

I have seen the actual photographs	26	29	28	25	27	25	30	29	24	33	38	25	14	32	19	29	29	24	22	31	20	31
I have seen mocked up versions of the photograph in British newspapers	16	15	15	22	20	14	16	15	17	19	16	16	14	15	17	23	18	14	11	15	15	17
I have not seen real or mock versions of the photograph	57	56	59	56	57	59	57	53	61	36	47	61	71	55	60	52	52	61	62	60	60	55
Don't know	5	4	2	1	2	5	1	7	3	16	6	3	1	4	6	2	5	3	8	2	7	3

Fieldwork: 23rd - 24th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Fieldwork		
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	Thursday	Friday	
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Unweighted Sample 1731	448	556	124	551	424	393	828	903	64	433	718	516	1138	593	234	601	344	381	171	744	986	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Does Prince Harry being photographed in this way make you think more positively or negatively about him, or does it make no difference?

Makes me think more positively about him	12	10	12	11	11	12	11	13	23	17	9	7	11	13	13	13	12	13	9	11	13
Makes me think more negatively about him	13	16	14	14	15	12	15	12	7	11	15	17	15	11	16	13	13	13	13	14	13
Does not make any difference to my view of him	71	69	73	72	72	77	72	69	58	67	75	74	72	69	69	68	73	70	77	70	71
Don't know	4	5	1	2	2	1	1	5	2	12	5	2	2	2	6	2	6	2	4	1	5

And do you think it is acceptable or unacceptable for Prince Harry to behave this way?

Acceptable - he is a young single man having fun on a private holiday	68	65	70	71	67	69	72	64	73	72	77	68	60	67	70	67	67	73	68	66	68
Unacceptable - he is a public figure and should not be behaving in this way	22	26	23	23	27	22	19	24	20	11	15	23	33	25	19	21	23	20	23	25	23
Don't know	9	9	8	6	6	8	9	12	7	17	8	9	7	8	11	11	10	7	9	9	10

Thinking more generally about the way the media treat the royal family these days, do you think the press...

Report too much of the royal family's lives and don't give them enough privacy	45	49	42	47	49	42	46	41	48	39	44	44	49	43	48	40	46	48	42	46	44
Give the royal family too much privacy and don't report stories that would be of legitimate interest to the public	10	5	13	11	7	12	7	12	8	14	9	10	9	10	10	10	8	12	9	16	9
Get the balance about right	35	40	36	36	39	37	37	34	36	30	34	37	37	39	31	41	36	33	37	26	36
Don't know	10	6	8	6	5	10	9	12	8	17	13	9	6	8	12	9	10	7	13	12	11

Do you think universities should aim to improve social mobility by encouraging more students from poor backgrounds or should universities admit students purely on the basis of academic merit?

Universities should try to improve social mobility by making efforts to get more students from poorer backgrounds into university	37	21	50	39	23	53	41	37	38	48	40	36	32	34	42	41	33	37	40	42
Universities should admit students purely on their academic ability	55	72	45	53	72	42	52	55	55	37	49	58	64	61	46	51	57	59	51	54
Don't know	8	7	5	7	5	5	6	8	7	15	10	6	5	5	11	7	10	5	9	4

Fieldwork: 23rd - 24th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Fieldwork		
	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	Thursday	Friday
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the main reasons that young people from poorer backgrounds are less likely to go to university? Please select up to two

The cost of going to university and paying fees puts off young people from poorer backgrounds	68	52	78	70	57	79	76	66	69	67	68	68	67	67	69	70	64	63	72	74
Young people from underprivileged backgrounds receive less support and encouragement to go to university from their parents or family	33	43	27	38	38	30	36	31	34	25	28	34	38	40	22	28	33	31	35	35
Young people from privileged backgrounds and private schools are more likely to get the grades needed to go to university	30	36	29	27	35	29	30	31	30	35	23	30	36	32	29	36	32	31	27	24
The university admissions process is biased towards young people from privileged backgrounds	16	8	22	10	10	21	14	18	14	10	18	15	17	13	19	15	14	16	16	22
Young people from underprivileged backgrounds receive less support and encouragement to go to university from their school	16	17	17	16	18	17	14	15	17	17	15	14	19	16	16	18	15	20	11	18
Some other reason	2	3	1	0	3	1	0	2	2	1	1	2	2	1	2	1	2	2	1	1
Don't know	6	8	2	5	6	1	4	7	5	12	9	5	2	4	9	5	8	5	6	3

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Do you think universities should or should not take into account the social background of applicants and the type of school they attended when deciding whether to offer them a place?

Should take these factors into account	28	25	19	34	24	18	36	27	26	23	20	28	24	24	24	24	25	32	16	25	29	32
Should not take these factors into account	63	65	71	58	66	74	57	62	63	66	60	58	67	70	67	62	59	69	68	60	60	
Not sure	10	11	11	7	9	7	7	11	10	11	20	14	9	6	9	13	9	15	7	12	7	

Fieldwork: 23rd - 24th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Fieldwork		
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Unweighted Sample	1731	448	556	124	551	424	393	828	903	64	433	718	516	1138	593	234	601	344	381	171	744	986
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you support or oppose universities giving applicants from underperforming state schools lower entry requirements than applicants from higher performing private schools?

Support	23	21	12	28	21	15	30	21	22	19	15	27	19	19	18	24	23	17	22	20	31
Oppose	62	60	74	51	59	73	50	59	60	60	59	52	62	66	67	52	60	64	62	54	60
Don't know	15	19	14	21	20	12	20	20	17	21	27	21	18	15	15	24	16	19	16	26	10

Would you support or oppose giving universities targets for the proportion of students they recruit from state schools or underprivileged backgrounds?

Support	33	21	46	25	23	49	32	33	32	27	31	34	35	30	36	32	29	33	36	38
Oppose	46	65	34	51	62	30	47	46	46	38	46	47	48	52	38	43	52	46	39	47
Don't know	21	14	20	23	15	21	21	22	21	35	22	19	17	18	25	25	19	21	25	14

Currently most large shops are only allowed to open for six hours on Sundays. During the Olympic and Paralympic Games the Sunday trading laws have been suspended and shops have been allowed to open for as long as they like on Sundays.

What do you think should happen after the Olympics and Paralympics?

The rules should return to normal and large shops should only be allowed to open for 6 hours on Sundays	37	39	41	32	39	42	38	34	40	32	30	40	42	37	37	38	39	39	39	18
The rules should be permanently abolished and large shops should be allowed to open for as long as they want on Sundays	44	45	43	52	45	40	45	44	45	44	53	43	38	46	42	45	42	42	41	66
The rules should be tightened and large shops should not be allowed to open at all on Sundays	11	9	11	10	12	12	11	13	9	8	6	11	17	11	12	11	12	12	10	8
Don't know	8	6	5	6	4	6	6	9	6	16	11	6	4	7	9	5	7	6	11	8

There are no laws restricting shops from opening on bank holiday Mondays, but in practice many shops only open for 6 hours on bank holidays. Do you think large shops should...

Open their normal hours on bank holidays	40	41	39	42	41	40	38	41	39	37	43	41	36	42	37	33	36	40	43	52
Only open for six hours on bank holidays	34	38	36	37	38	36	31	30	39	28	32	35	40	34	35	37	38	34	33	22
Should not open at all on bank holidays	16	11	17	14	13	16	21	18	14	15	13	17	17	14	18	19	16	18	13	13
Don't know	10	10	8	6	7	8	9	11	9	19	13	7	7	10	11	11	10	8	10	13

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	12	43
Male 25 to 39	67	89
Male 40 to 59	134	117
Male 60 +	120	88
Female 18 to 24	18	41
Female 25 to 39	111	88
Female 40 to 59	135	120
Female 60 +	97	108
Region		
North England	160	171
Midlands	106	114
East England	65	67
London	57	89
South England	180	159
Wales	50	35
Scotland	76	60
Social Grade		
AB	266	194
C1	186	201
C2	88	146
DE	154	153
Newspaper Type		
Express / Mail	153	111
Sun / Star	60	163
Mirror / Record	43	69
Guardian / Independent	44	31
FT / Times / Telegraph	36	66
Other Paper	98	80
No Paper	260	174
Political Party Identification		
Labour	205	226
Conservative	204	198
Liberal Democrat	75	83
SNP/Plaid Cymru	24	12
Others	31	9
None/ DK	155	167

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