

YouGov / Sunday Times Survey Results

Sample Size: 1751 GB Adults Fieldwork: 26th - 27th July 2012

Fieldwork: 26th - 27th July 2012																				
		Vot	ng inter	ntion	20	010 Vo	te	Ge	nder		Ag	е		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 S	Sample 1751	447	570	122	566	461	400	851	900	212	447	599	494	998	753	224	569	375	431	152
Unweighted		447	538	129	545	436	421	835	916	51	470	734	496	1187	564	275	602	355	368	151
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention																				
[Excluding Don't knows and Wouldn't votes]																				
Con	33	100	0	0	78	3	12	33	33	29	30	34	36	35	30	31	41	33	30	18
Lab	42	0	100	0	7	91	35	43	41	50	47	43	34	39	46	52	31	44	49	40
Lib Dem	9	0	0	100	1	1	35	7	11	9	11	7	10	11	5	6	11	10	9	5
Other	16	0	0	0	14	5	18	17	15	12	12	17	21	14	19	10	16	14	13	37
Other Parties Voting Intention		_		_	_				_											
UKIP	8	0	0	0	10	1	8	8	8	5	4	8	13	6	11	5	11	8	9	0
SNP / PCY	4	0	0	0	0	2	2	4	3	3	4	4	3	3	5	0	0	1	0	34
Green	3	0	0	0	2	1	8	3	3	4	3	2	3	4	2	4	3	3	3	2
BNP	1	0	0	0	2	0	0	1	1	0	0	1	2	1	2	2	1	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	0	1	0	0	1	0	0	0	0	1	0	0	0
Non Voters																				
Would Not Vote	7	0	0	0	4	4	5	6	9	6	11	8	4	6	10	6	7	11	6	6
Don't know	15	0	0	0	14	10	19	10	20	19	14	15	16	15	16	18	19	14	12	8
J	luly 25- July 26- 26 27																			
Do you approve or disapprove of the Government's record to date?	20 21																			
Approve	25 24	72	3	26	49	7	19	29	20	15	26	24	26	26	22	24	30	23	18	22
Disapprove	60 61	16	91	50	38	83	66	62	59	60	55	65	61	60	61	55	51	62	70	73
Don't know	15 15	12	6	23	13	9	16	9	21	25	19	11	13	14	17	21	18	15	12	5



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		Vot	ng inter	ntion	2	2010 Vo	te	Ge	nder		Ag	je		Social	l grade			Region		
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Unweighted Sample		447	538	129	545	436	421	835	916	51	470	734	496	1187	564	275	602	355	368	151
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	July 26-																			
20	27																			
Do you think that David Cameron is doing well																				
or badly as Prime Minister? Very well 4	4	15	0	1	10	0	1	5	3	3	5	4	4	5	3	5	4	4	3	3
Fairly well 32	31	68	8	39	50	14	29	30	32	26	32	29	33	32	28	30	38	33	21	25
TOTAL WELL 36	35	83	8	40	60	14	30	35	35	29	37	33	37	37	31	35	42	37	24	28
Fairly badly 32	31	14	33	40	29	31	34	29	33	31	31	29	32	32	29	34	30	28	34	28
Very badly 27	29	1	57	16	8	51	30	33	25	27	25	34	26	26	33	24	20	29	37	42
TOTAL BADLY 59	60	15	90	56	37	82	64	62	58	58	56	63	58	58	62	58	50	57	71	70
Don't know 6	6	2	2	3		3	6	4	8	12	8	4	5	5	7	7	8	6	5	2
		•			•					•						•				
Do you think Ed Miliband is doing well or badly																				
as leader of the Labour party?										-										
Very well 3	2	1	6	2	0	6	3	4	1	2	3	2	3	3	2	1	2	2	5	3
Fairly well 31	28	14	56	24	14	46	31	31	25	23	25	32	29	26	31	35	23	28	30	30
TOTAL WELL 34	30	15	62	26	14	52	34	35	26	25	28	34	32	29	33	36	25	30	35	33
Fairly badly 35	36	38	26	46	42	27	40	34	37	37	34	34	38	39	31	32	41	37	30	34
Very badly 19	21	40	5	21	35	9	16	25 59	17	23	20	22	20	22	19	16	20 61	21	24 54	21
TOTAL BADLY 54 Don't know 13	57 13	78	31 7	67 7	77	36 12	56	59	54 20	60	54 18	56	58	61	50 17	48 16	14	58 12	11	55 11
DOIT KNOW 13	13	,	′	1	9	12	10	0	20	10	10	10	10	10	17	10	14	12	11	- 11
Do you think that Nick Clegg is doing well or																				
badly as leader of the Liberal Democrats?																				
Very well 2	2	4	0	9	2	1	3	2	2	0	2	2	1	1	2	1	2	2	2	0
Fairly well 17	16	29	6	50	23	8	22	16	17	14	16	16	18	19	13	22	18	17	14	12
TOTAL WELL 19	18	33	6	59	25	9	25	18	19	14	18	18	19	20	15	23	20	19	16	12
Fairly badly 32	31	34	30	30	32	30	39	30	33	32	32	31	31	32	30	21	40	32	25	28
Very badly 40	41	25	59	5	35	56	30	48	35	46	35	43	42	40	43	43	31	38	51	57
TOTAL BADLY 72	72	59	89	35	67	86	69	78	68	78	67	74	73	72	73	64	71	70	76	85
Don't know 9	9	8	4	6	8	5	6	5	14	8	16	7	7	8	12	13	10	12	8	3
De you think the Concernative and Liberal																				
Do you think the Conservative and Liberal																				
Democrat coalition partners are working together well or badly?																				
Very well 1	2	6	1	4	4	1	1	3	1	0	3	3	1	2	2	2	3	3	0	1
Fairly well 26	28	58	7	61	43	13	32	30	25	36	25	23	31	31	22	28	32	25	26	21
TOTAL WELL 27	30	64	8	65	47	14	33	33	26	36	28	26	32	33	24	30	35	28	26	22
Fairly badly 37	34	27	34	29	35	32	35	31	36	21	35	33	38	34	34	35	35	33	34	30
Very badly 27	30	5	55	3	15	50	27	34	26	33	26	35	25	27	34	25	23	31	34	46
TOTAL BADLY 64	64	32	89	32	50	82	62	65	62	54	61	68	63	61	68	60	58	64	68	76
Don't know 7	7	4	3	3	4	4	5	3	11	10	11	5	4	6	8	10	8	7	6	2



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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think this coalition government is good or bad for people like you?					•	l	•			•	1 .	•	•		l a						
Very good	2	2	5	0	6	3	0	4	3	2	4	3	2	2	2	3	1	3	3	1	1
Fairly good	16	15	36	3	37	25	4	19	17	12	13	16	14	15	19	9	17	16	15	12	12
TOTAL GOOD	18	17	41	3	43	28	4	23	20	14	17	19	16	17	21	12	18	19	18 24	13	13
Fairly bad Very bad	28 28	27 31	22 7	31 58	26 5	25 19	31 51	27 28	25 34	29 28	26 33	24 27	25 36	33 28	27 29	27 34	35 27	23 28	24 32	30 34	30 37
TOTAL BAD	56	58	29	89	31	44	82	55	59	57	59	51	61	61	56	61	62	51	56	64	67
Does't make much difference either way	19	20	26	7	25	25	11	20	19	22	16	23	20	20	19	22	16	25	20	18	17
Don't know	6	4	3	1	0	3	2	2	2	7	9	7	2	2	4	5	4	4	6	5	2
Dontaion	Ŭ	-	1 ~	•	Ū	Ŭ	_	_	. –	•	Ŭ	•	_	-		Ū		•	· ·	Ü	-
Do you think the coalition government is managing the economy well or badly?						_			_		_				_		_				
Very well	3	2	6	1	2	5	1	0	2	2	0	3	2	2	2	2	3	1	2	2	2
Fairly well	27	23	61	3	40	41	6	25	26	20	15	22	24	26	26	20	20	30	23	18	17
TOTAL WELL	30	25	67	4	42	46	7	25	28	22	15	25	26	28	28	22	23	31	25	20	19
Fairly badly	32	32	21	31	33	30	33	34	29	34	39	31	28	34	32	32	36	31	31	33	30
Very badly	29	35	5	63	19	16	56	35	38	31	33	31	40	31	33	37	33	27	35	40	49
TOTAL BADLY	61	67	26	94	52	46	89	69	67	65	72	62	68	65	65	69	69	58	66	73	79
Don't know	9	9	7	3	5	8	5	6	5	13	13	12	6	7	8	10	9	11	9	8	2
In your opinion how good or bad is the state of Britain's economy at the moment?																					
Very good	1	0	1	0	0	0	1	0	1	0	0	1	0	0	0	1	0	0	0	0	2
Quite good	3	3	10	1	0	6	2	1	3	3	3	4	3	2	4	2	3	3	6	2	0
TOTAL GOOD	4	3	11	1	0	6	3	1	4	3	3	5	3	2	4	3	. 3	3	6	2	2
Neither good nor bad	16	14	27	7	25	21	7	14	15	13	14	16	11	17	16	12	19	14	14	13	9
Quite bad	51	45	46	39	51	49	42	45	45	45	46	44	41	49	43	46	43	50	45	41	38
Very bad	26	35	14	52	23	24	47	39	35	36	33	31	43	31	35	35	32	30	32	42	50
TOTAL BAD	77	80	60	91	74	73	89	84	80	81	79	75	84	80	78	81	75	80	77	83	88
Don't know	3	3	2	1	0	1	2	1	2	3	4	5	1	1	2	4	3	2	4	2	1



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				ng inter	Lib			Lib		ender		T Ì	je 		Social	ř		Rest of	Region Midlands /		
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Unweighted	d Sample		447	538	129	545	436	421	835	916	51	470	734	496	1187	564	275	602	355	368	151
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How do you think the financial situation of your																					
household will change over the next 12																					
months?	,											_		•						•	
Get a lot better	1	1	3	1	1	1	1	1	2	1	0	2	1	0	1	1	2	1	2	0	0
Get a little better	10	9	16	4	15	11	6	10	10	7	17	12	8	3	9	8	6	9	12	6	13
TOTAL BETTER	11	10	19	5 36	16	12	7 32	11	12	8 35	17	14 38	9	3	10	9	8	10	14	6	13
Stay about the same	35 34	37 33	46 28	36 34	44 24	39	32 35	37 33	39 29	35 36	45 23	38 29	32 32	37 40	40 31	32 34	39 30	39 32	35	33	39 25
Get a little worse	34 15	33 16	6	34 22	24 9	12	35 21	33 14	29 16	36 16	4	29 13	23	40 16	14	34 20	16	32 15	34 12	37 21	25 21
Get a lot worse TOTAL WORSE	49	49	34	56	33	46	56	47	45	52	27	42	55	56	45	54	46	47	46	58	46
Don't know	49	5	1 1	4	7	3	4	6	5	5	11	6	3	2	43	5	7	47	6	3	3
Thinking just about your own personal finances, do you feel better off or worse off than you did last year, or no different? I feel better off financially than I was last year I feel worse off financially than I was last year I am in about the same position financially as I was last year Don't know		12 51 35 2	18 40 42 0	9 58 30 2	11 53 32 3	12 47 41 0	8 55 34 2	16 51 31 2	15 49 34 2	9 52 36 3	21 40 29 10	17 45 34 4	11 55 33 1	5 55 40 0	14 49 34 3	9 53 36 2	13 48 32 6	13 48 38 1	14 50 33 4	6 60 32 2	16 41 42 1
Thinking about the government's economic	July 19- 20	July 26- 27																			
policies, which of the following best reflects your view?									1												
The government should stick to its current strategy of reducing the deficit, even if this means growth remains slow	31	28	70	6	34	57	7	20	33	23	24	29	26	31	30	25	25	35	25	26	19
The government should change its strategy to concentrate on growth, even if this means the deficit stays longer or gets	43	45	16	72	44	26	67	53	48	42	44	39	48	47	46	44	47	36	48	48	60
Neither	8	6	3	7	3	5	7	5	7	5	2	9	7	6	6	7	8	7	7	4	7
Not sure	18	21	11	15	19	12	19	21	12	29	30	24	19	17	18	24	20	22	21	23	14



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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
2	26- July 26 7 27	-																		
Who would you trust more to run the economy?										_				_		_				
David Cameron and George Osborne 3		86	2	49	71	6	26	36	32	28	31	32	41	36	31	31	43	32	30	21
Ed Miliband and Ed Balls 2 Not sure 3		1 12	75 23	17 34	4 25	66 28	34 40	35 29	27 41	38 34	34 35	31 37	25 33	31 33	31 38	40 29	21 36	28 40	38 32	44 36
Not sure 3	33	12	23	34	25	20	40	29	41	34	33	31	33	33	30	29	30	40	32	30
Which of the following do you think is most to blame for Britain's economy remaining in recession?				•	l =0		40			l		-	0.5	l		l a=	00			4-
The deficit left by the last government 2.		58	4	24	56	3	19	26	28	18	23	27	35	28	25	27	32	26	24	17
Global factors and the debt crisis in the Eurozone 3.	3 26	23	27	41	23	27	35	29	23	33	29	23	24	26	26	25	28	27	22	26
The present government's economic policies and cuts	24	3	49	13	6	45	25	27	21	26	22	25	24	23	25	22	18	23	30	33
Banks not lending out money to businesses 1.		11	14	16	11	16	14	12	13	7	13	16	11	13	12	12	12	12	15	14
Something else		0	2 4	1	1	4 5	4	3	4	5	5	3	2	3	4	7 7	3 7	4 7	1	4
Don't know 9	7	5	4	6	3	5	4	3	11	12	10	6	4	6	9	/	7	7	8	5
How long do you think Britain's present economic troubles will last?		•																		
Six months or less 1 Between 6 months and a year 4		1 7	1 3	2 6	0 5	1 4	0 6	1 5	0 4	1 5	1 7	1 4	0 3	1 5	0 4	2 4	1 4	0 8	0 2	0 5
One or two years 2		29	22	22	25	23	21	23	20	21	22	24	19	22	21	22	23	19	23	19
Three or four years 3		33	32	30	33	28	32	30	30	34	25	27	36	32	27	26	34	27	27	33
_ Five to ten years 2		20	28	24	23	28	27	27	24	19	26	26	28	25	26	28	23	26	28	23
Ten years or more 7 Not sure 9		5 5	5 9	7 9	8 5	7 9	7 7	8 6	8 14	4 17	7 12	10 9	7 8	7 9	9 12	6 12	6 10	9 11	9 11	14 6
Not sure 9	10	Э	9	9) b	9	,	O	14	17	12	9	0	9	12	12	10	11	11	O



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·	0/	0/	0/:	0/	0/:	0/_	0/	0/	0/_	0/	0/	0/	0/:	0/:	0/:	0/.	0/.	0/.	0/.	0/:

Given the economic problems facing the Eurozone and other countries we trade with, how much do you think the British government can really do to increase growth and reduce unemployment here in Britain?

Can do a lot Can do a fair amount	11	3	19	6	7	21	8	14	9	10	11	14	9	12	11	10	8	12	16	13
TOTAL CAN DO SOMETHING	46 57	46 49	53 72	50 56	42	49 70	53 61	48 62	44 53	61	52	46 60	48 57	47 59	44 55	52 62	45 53	44 56	45 61	48 61
Cannot do very much	29	42	18	36	40	19	29	29	28	23	32	25	33	30	27	26	34	30	23	29
Cannot do anything at all	3	0	4	0	2	3	1	3	2	0	3	3	3	1	5	4	2	3	3	2
TOTAL CANNOT DO SOMETHING	32	42	22	36	42	22	30	32	30	23	35	28	36	31	32	30	36	33	26	31
Don't know	11	9	6	8	8	8	9	6	16	15	13	12	6	9	14	7	12	11	13	8

Thinking about how the government are running the economy, do you think they should or should not...
Reverse the cuts in public spending to keep money in the economy, even if this means borrowing more money

Should do this Should not do this Don't know

Cut taxes to encourage growth, ev	en if this
means borrowing more	
	Should do this

Should not do this
Don't know

Spend more on big infrastructure projects like roads, rail and broadband, even if this means borrowing more money

Should do this
Should not do this
Don't know

Reduce spending more to bring down the deficit quicker, even if this means sharper cuts to public services

Should do this
Should not do this
Don't know

68 44

15 11 15 13 13 13 13

32	7	57	27	13	55	35 33	5 42	20	32	37	30	33	30	33	26	31	36	41
48	79	24	56	73	28	45 55		54	46	44	53	50	45	51	52	51	40	45
20	14	19	17	14	17	20 13		25	22	20	17	17	24	17	22	18	24	13
41	32	50	23	38	51	32 4-	7 40	36	40	42	41	38	45	47	36	41	41	45
43	56	38	62	50	34	52 4'		45	40	43	47	47	39	39	46	46	41	41
16	12	12	15	12	14	16 9		19	20	15	12	15	17	13	17	13	18	14
46	46	52	52	42	54	51 66) 44	43	34	50	52	48	43	39	41	50	50	54
37	40	33	40	43	29	36 36		42	45	34	33	38	37	44	42	36	30	35
17	15	15	7	15	17	13 16		15	21	16	15	15	20	17	17	14	21	11

20 24

12 15

15 28



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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Ju	uly 19- . 20	July 26- 27																			
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 George Osborne should be replaced Don't know	20 48 32	19 52 29	48 28 24	7 75 18	13 57 30	36 39 25	9 69 22	10 60 30	23 57 20	15 48 37	7 49 44	25 44 31	18 56 26	20 57 22	22 52 25	14 52 33	21 54 25	21 46 33	22 50 28	13 56 31	18 68 14
If David Cameron were to remove George Osborne as Chancellor, which of the following do you think would make the best replacement Chancellor of the Exchequer?																					
Vince Cable	22	28	14	37	57	13	35	51	36	21	30	25	25	33	32	23	29	26	29	31	28
William Hague	16	15	28	9	6	30	9	6	14	16	3	11	14	24	16	14	19	17	12	13	12
Ken Clarke	9	9	15	7	8	12	8	6	12	6	3	10	9	9	9	9	10	10	7	8	11
Theresa May	2	2	2	2	1	2	1	2	1	3	1	3	1	2	1	3	0	3	2	1	1
Philip Hammond	3	2	3	0	1	4	1	1	2	2	0	1	2	3	2	1	1	2	3	2	0
Nick Clegg	2	2	1	2	3	2	1	3	1	2	1	3	2	1	2	1	2	2	2	1	1
Don't know	47	43	37	43	24	39	45	31	35	51	61	47	47	27	38	49	39	41	45	44	46
This week the Office for National Statistics released the latest economic figures showing that the country is still in recession and the economy is shrinking. However, the latest employment figures show that the number of jobs is increasing and unemployment is falling.																					
Which of the following best reflects your view?																					
The job figures are a better indicator and the economy isn't as bad as the official growth figures suggest		18	39	9	20	31	10	19	24	13	20	19	17	20	21	15	20	20	20	15	15
Whatever the job figures are, the state of economy is every bit as bad as the official growth figures suggest		61	38	77	55	49	74	62	59	63	48	57	65	66	59	64	65	59	59	60	72
Neither		9	13	6	11	12	6	9	9	9	15	10	9	5	9	9	5	10	7	12	8
Don't know		11	9	8	14	8	10	10	8	15	17	14	9	9	11	11	11	11	14	12	5



Fieldwork: 26th - 27th July 2012

		Voti	ng inter	ntion	2	010 Vo	te	Ge	ender		Ag	e		Social	grade			Region		
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Male Female			18-24*	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1751	447	570	122	566	461	400	851	900	212	447	599	494	998	753	224	569	375	431	152
Unweighted Sample	1751	447	538	129	545	436	421	835	916	51	470	734	496	1187	564	275	602	355	368	151
	0/_	0/_	0/_	0/_	0/_	0/_	0/2 0/2 0/2			0/_	0/_	0/_	0/_	0/_	0/_	0/_	0/_	0/_	0/_	0/_

Sometimes people paying tradesmen will offer to pay "cash in hand" for a lower price, in turn the tradesman can avoid putting the job on their books and paying VAT and income tax. Have you ever... Paid a tradesman "cash-in-hand" Yes. I have done this No. I have not done this Don't know or can't remember Paid a tradesman "cash-in-hand" knowing that he or she intends to avoid paying tax on it Yes. I have done this No, I have not done this Don't know or can't remember Specifically asked a tradesman for a discount if you pay "cash-in-hand" Yes. I have done this No, I have not done this Don't know or can't remember And do you think it is wrong or not to... Pay a tradesman "cash-in-hand" It is wrong to do this It is not wrong to do this Don't know

Pay a tradesman "cash-in-hand" knowing that he or she intends to avoid paying tax on it																				
It is wrong to do this	57	62	55	62	60	56	57	57	57	59	53	56	61	60	53	49	56	57	61	62
It is not wrong to do this	29	28	30	28	31	27	29	31	27	22	32	31	28	26	33	33	30	28	27	29
Don't know	14	9	15	11	9	17	13	12	16	19	16	13	11	14	14	18	14	15	12	9
Specifically ask a tradesman for a discount if		-			•			=		•				•	•					
you pay "cash-in-hand"																				
It is wrong to do this	36	39	37	50	35	38	39	34	39	31	34	37	40	39	33	37	35	35	35	46
It is not wrong to do this	52	53	51	41	57	48	51	56	47	48	53	53	50	50	54	48	54	51	53	46
Don't know	12	7	12	8	7	14	10	10	14	21	14	10	9	12	12	16	11	14	12	8



Region

Fieldwork: 26th - 27th July 2012

			3												9			. 3		
	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	1751	447	570	122	566	461	400	851	900	212	447	599	494	998	753	224	569	375	431	152
Unweighted Sample	1751	447	538	129	545	436	421	835	916	51	470	734	496	1187	564	275	602	355	368	151
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Currently some dairy farmers claim that the price that milk processing companies and supermarkets pay them for milk is less than it costs them to make it. Do you think this is justified or unjustified?		ı					·	•	Ī	•			·	•						
Justified - milk processors and supermarkets should do all they can to keep prices low for customers	13	13	13	17	13	16	10	13	12	6	16	13	12	12	13	21	9	11	12	16
Unjustified - milk processors and supermarkets should pay enough to allow dairy farmers to make a decent living	81	84	82	80	83	78	87	80	83	87	71	84	85	83	80	74	85	80	82	81
Don't know	6	3	5	3	4	6	3	6	6	7	13	3	3	5	8	6	5	9	6	2
How fairly or unfairly do you think dairy farmers are treated by milk processors and supermarkets?		Ī			_		•	ī		ī			·	ī	i	_				
Very fairly	2	2	1	2	2	1	1	2	2	1	1	2	3	2	2	2	1	2	2	2
Somewhat fairly	6	8	7	7	6	7	7	8	4	5	10	5	4	7	5	5	6	7	5	9
TOTAL FAIRLY	8	10	8	9	8	8	8	10	6	6	11	7	7	9	7	7	7	9	7	11
Somewhat unfairly	41	41	43	34	43	41	39	40	41	46	40	42	37	40	42	42	38	41	43	42
Very unfairly	43	43	43	54	44	40	49	42	43	32	34 74	44	54 91	44	41	33 75	49	40	42	41
TOTAL UNFAIRLY	84 9	84	86	88	87	81	88	82	84 10	78	7 4 15	86		84 8	83		87	81	85	83
Don't know Do you think that dairy farmers should or should not be given cash subsidies by government to allow them to continue farming?	9	6	O	S	5	11	4	8	10	16	ıə	1	3	, °	10	18	O	10	8	5
Should be given subsidies Should not be given subsidies Don't know	42 42 15	38 52 10	47 38 14	42 48 11	44 45 11	44 38 18	44 44 12	34 52 14	50 33 17	51 31 19	38 42 20	38 48 14	48 40 12	40 46 14	45 37 18	40 41 20	45 40 14	37 48 15	44 40 16	45 42 13

2010 Vote

Gender

Age

Social grade

Voting intention



Fieldwork: 26th - 27th July 2012			1						1		•										
	L		Votii	ng inter	ntion	2	010 Vo	te	Ge	nder		Ag	je		Social	grade			Region		
	-	Total		Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24*		40-59	60+	ABC1	C2DE		Rest of South	Midlands / Wales	North	Scotland
Weighted Sa	ample 1	1751	447	570	122	566	461	400	851	900	212	447	599	494	998	753	224	569	375	431	152
Unweighted S	Sample 1	1751	447	538	129	545	436	421	835	916	51	470	734	496	1187	564	275	602	355	368	151
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	<i>ıly</i> 22- J u	•																			
	23	27																			
How interested, if at all, are you in the London																					
Olympics taking place in 2012?	00	ا م	٠.,	00	00	۱ ۵۰	0.4	0.5	۱ ۵4	0.4	l 05	0.5	40	40	۰.	45	l 07	00	00	40	0.4
•	22	21	24	22	36	19	24	25	21	21	25	25	19	18	26	15	27	26	20	13	21
. ,		30 51	34	28 50	25 61	34	29 53	27 52	30 51	29	36 61	27 52	29	29	29 55	31	29 56	30 56	27 47	33	25
		24	58 23	29	15	53 24	26	26	24	50 25	19	23	48 24	47 27	24	46 24	20	23	26	46 25	46 27
,		23	18	19	24	23	18	22	23	23	12	23 21	27	25	20	26	21	20	24	26	26
1101 011 011 011 011 011 011 011 011 01		47	41	48	39	47	44	48	4 7	48	31	44	51	52	44	50	41	43	50	51	53
Don't know	2	2	1	2	0	0	3	0	2	2	J 7	5	0	0	1	4	3	1	4	2	0
Bontknow	_	- 1	'	_	U		Ü	U	_	_	. ,	J	Ü	U	'	-	J		7	-	O
Ju	ıly 19- Ju	ıly 26-																			
	20	27																			
Do you think the 2012 Olympics in London this																					
year will or will not be a success?																					
Will be a success	53	60	70	62	68	63	63	63	61	60	55	61	58	63	65	53	61	66	58	56	55
Will not be a success	26	15	13	14	13	15	15	16	16	14	28	16	15	11	13	18	17	12	14	19	19
Don't know	21	24	17	24	19	22	23	21	23	26	17	23	27	26	22	28	22	22	28	25	26
		-				-			-		="				=		-				
Do you believe the 2012 Olympics will be good																					
or bad for Britain's image abroad, or will it make																					
no difference?			1		i	i		i	•												
Will be good for Britain's image abroad		50	62	51	59	54	52	48	51	50	49	55	51	46	56	43	54	52	47	48	51
Will be bad for Britain's image abroad		7	7	6	2	7	7	5	7	7	16	6	8	2	6	8	10	5	5	10	7
Will not make any real difference to Britain's image		36	28	38	35	35	35	42	39	34	30	30	34	47	33	41	29	37	38	37	38
abroad													7						•	•	
Don't know		7	3	6	3	3	7	5	4	9	6	9	1	4	5	8	8	6	9	6	4



Region

Midlands /

Wales

North

Scotland

Rest of

South

London

Fieldwork: 26th - 27th July 2012

					Delli			Delli										South	wates		
Weighted	l Sample	1751	447	570	122	566	461	400	851	900	212	447	599	494	998	753	224	569	375	431	152
Unweighted	d Sample	1751	447	538	129	545	436	421	835	916	51	470	734	496	1187	564	275	602	355	368	151
	•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	July 19- 20	July 26- 27																			
The total budget for the Olympic Games is around £9 billion, including the building of the new sporting venues, policing and security and the regeneration of the lower Lea valley area. Do you think this represents good or bad value for money?									1		1 -										
Very good value	4	9	13	8	11	9	10	8	10	7	9	7	9	9	9	8	11	10	10	4	8
Fairly good value	28	28	36	29	34	32	29	27	30	25	26	27	26	31	33	21	29	31	24	26	27
TOTAL GOOD VALUE	32	37	49	37	45	41	39	35	40	32	35	34	35	40	42	29	40	41	34	30	35
Fairly bad value	28	24	24	25	24	22	25	27	25	23	30	22	24	24	23	26	20	24	26	24	25
Very bad value	22	25	17	23	21	27	21	24	25	24	24	26	26	22	23	27	24	22	23	29	28
TOTAL BAD VALUE		49	41	48	45	49	46	51	50	47	54	48	50	46	46	53	44	46	49	53	53
Don't know	17	15	10	15	10	10	15	14	10	20	11	18	15	14	12	19	16	14	17	15	12
Do you think the disruption to transport and travel around Olympic venues is or is not a price worth paying to host the Olympics? Transport disruption is a price worth paying Transport disruption is not a price worth paying Don't know		43 41 16	51 38 11	43 41 16	61 29 10	44 43 13	44 39 17	47 37 16	47 39 14	39 42 19	41 40 19	42 39 19	44 38 18	42 46 12	49 38 13	34 44 22	42 44 14	46 41 13	42 40 18	40 40 20	41 39 20
Which of the following do you think is Britain's greatest Olympian of the modern era?																					
Steve Redgrave Daley Thompson Chris Hoy Bradley Wiggins Kelly Holmes Sebastian Coe Linford Christie Rebecca Adlington Ben Ainslee Steve Cram Sally Gunnell Matthew Pinsent Steve Ovett Jonathan Edwards Tessa Sanderson Denise Lewis None of these		37 10 7 6 4 3 2 2 1 1 0 0 0 0 4 23	39 11 5 7 2 4 1 3 1 0 0 0 0 0 1 3 2 1	39 11 7 6 4 3 4 2 1 1 0 0 0 0 0 3 19	47 7 6 5 4 2 4 1 0 0 0 1 0 1 0 1 3 2 2	38 10 5 6 2 5 2 4 1 0 1 0 0 5 2 2 4 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	37 11 9 8 4 2 4 1 2 0 1 0 0 0 0 0 2 19	41 9 6 3 6 4 2 1 0 0 0 0 0 0 3 2 2 2 2 2 2 2 2 2 2 2 2 2	43 111 5 5 4 2 2 2 1 0 0 0 1 0 0 0 3 2 2	30 9 8 7 3 4 3 3 1 1 0 0 1 0 1 4 25	36 1 10 3 7 2 0 2 0 0 0 0 0 0 0	38 8 9 4 4 1 5 3 1 0 1 0 1 0 1 4 21	40 11 5 4 2 4 2 3 1 1 0 0 1 1 0 0 3 2 1	32 13 5 10 4 4 1 2 1 1 0 0 0 0 4 21	40 9 7 6 3 3 2 1 0 1 0 0 3 2 2 2 2 2 2 2 3 2 2 3 2 3 2 2 3 2 3	32 11 6 6 4 3 2 2 1 1 0 0 0 0 4 27	31 12 5 6 5 5 1 0 1 0 1 0 3 25	40 9 6 5 5 4 3 1 1 0 0 0 1 0 0 3 2 1	38 9 5 8 2 2 3 4 1 1 0 0 0 0 1	36 9 3 6 3 1 1 0 1 0 1 0 0 4 29	31 10 24 4 4 4 2 1 0 0 1 0 0 1 0 0 4 1 0 0
Dontkilow		23	1	19	20	22	19	~~	20	23	1 30	۷ ۱	۷1	۷۱	20	21	23	۷ ۱	۷ ۱	23	13

Voting intention

Lab

Con

Total

Lib

Dem

Con

2010 Vote

Lab

Lib

Dem

Gender

Female

Male

Age

*18-24** 25-39 40-59 60+

Social grade

ABC1 C2DE



		Votir	ng inter	ntion	2	010 Vo	te	Ge	nder		Ag	e		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	1751	447	570	122	566	461	400	851	900	212	447	599	494	998	753	224	569	375	431	152
Unweighted Sample	1751	447	538	129	545	436	421	835	916	51	470	734	496	1187	564	275	602	355	368	151
_	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below is a list of potential types of electricity generation for the future. How much potential do you think each one has to help Britain reduce its CO2 emmission? nuclear power A lot of potential to cut CO2 emissions A fair amount of potential to cut CO2 emissions **TOTAL POTENTIAL** Only limited potential to cut CO2 emissions No serious potential to cut CO2 emmissions **TOTAL NO POTENTIAL** Don't know 25 31 wind turbines A lot of potential to cut CO2 emissions A fair amount of potential to cut CO2 emissions **TOTAL POTENTIAL** Only limited potential to cut CO2 emissions No serious potential to cut CO2 emissions **TOTAL NO POTENTIAL** 11 17 13 14 15 17 gas powered plants A lot of potential to cut CO2 emissions A fair amount of potential to cut CO2 emissions **TOTAL POTENTIAL** Only limited potential to cut CO2 emissions No serious potential to cut CO2 emissions **TOTAL NO POTENTIAL** Don't know solar power A lot of potential to cut CO2 emissions A fair amount of potential to cut CO2 emissions **TOTAL POTENTIAL** Only limited potential to cut CO2 emissions No serious potential to cut CO2 emissions **TOTAL NO POTENTIAL** 11 16 14 13 Don't know



Fieldwork: 26th - 27th July 2012																				
		Voti	ng inte	ntion	2	010 Vo	te	Ge	ender		Αç	je		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
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Unweighted Sample	1751	447	538	129	545	436	421	835	916	51	470	734	496	1187	564	275	602	355	368	151
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
wave power																				
A lot of potential to cut CO2 emissions	38	39	41	44	36	38	42	42	34	17	34	43	45	37	39	28	43	33	36	51
A fair amount of potential to cut CO2 emmissions	22	16	23	33	17	24	29	23	20	37	24	16	20	26	16	26	21	22	18	26
TOTAL POTENTIAL	60	55	64	77	53	62	71	65	54	54	58	59	65	63	55	54	64	55	54	77
Only limited potential to cut CO2 emissions	12	19	12	8	17	11	12	16	9	14	13	13	9	13	11	10	10	14	15	10
No serious potential to cut CO2 emissions	4	6	3	1	8	3	1	4	4	0	3	4	7	4	4	5	4	5	3	3
TOTAL NO POTENTIAL	16	25	15	9	25	14	13	20	13	14	16	17	16	17	15	15	14	19	18	13
Don't know	24	19	22	14	22	24	15	15	33	32	26	24	19	19	30	30	21	26	27	10
hydro electric power																				
A lot of potential to cut CO2 emissions	33	36	33	39	34	31	38	38	29	22	27	34	43	33	33	26	37	31	31	40
A fair amount of potential to cut CO2 emissions	24	21	27	35	23	27	28	27	22	24	31	22	21	28	19	30	24	22	21	32
TOTAL POTENTIAL	57	57	60	74	57	58	66	65	51	46	58	56	64	61	52	56	61	53	52	72
Only limited potential to cut CO2 emissions	12	17	12	7	16	9	12	15	9	17	11	12	10	13	11	10	10	16	15	7
No serious potential to cut CO2 emissions	2	3	2	1	3	2	1	3	2	0	3	2	3	3	2	3	2	2	1	6
TOTAL NO POTENTIAL	14	20	14	8	19	11	13	18	11	17	14	14	13	16	13	13	12	18	16	13
Don't know	28	22	27	18	23	30	21	18	38	37	27	30	23	22	35	32	27	29	32	15
Thinking specifically about wind farms, do you think they are or are not a viable source of green energy? Are a viable source of green energy Are not a viable source of green energy Don't know	60 29 11	48 45 7	68 21 11	83 15 2	47 45 7	65 25 10	75 19 6	55 36 9	64 23 13	64 18 18	66 21 13	60 31 9	53 38 9	61 29 10	59 29 12	56 27 17	64 26 10	55 33 12	60 29 11	61 34 5
Do you think the government is currently spending too much money on subsidising wind power, is not spending enough on subsidising wind power, or is the balance about right?																				
The government is subsidising wind power too much and should cut it	29	46	21	17	46	23	17	37	21	10	20	31	42	28	29	28	28	28	28	36
The government is not subsidising wind power enough and should spend more	22	11	31	25	13	29	27	21	22	23	25	23	17	21	22	22	22	21	20	25
The government is getting the balance about right	19	24	16	31	20	16	24	19	19	23	17	16	22	21	16	14	19	18	19	26
Don't know	31	19	32	27	22	32	32	22	38	45	38	30	19	29	33	35	30	33	33	13
Soft Know	٠.		-			-	-		00		00	00			00		00	00	00	



		Voti	ng inter	ntion	2	010 Vo	te	Ge	nder		Ag	e		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
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Unweighted Sample	1751	447	538	129	545	436	421	835	916	51	470	734	496	1187	564	275	602	355	368	151
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about wind farms, which of the following best reflects your view?

rememing book remotic your view.		i							1	1				1	1					
The positive contribution that wind farms can make as a green source of energy outweighs any negative impact they make from their appearance and noise	48	42	55	68	38	52	62	45	52	60	55	49	37	51	45	46	53	47	45	51
The negative impact of wind farms appearance and the noise pollution they create outweighs any positive contribution they could make to green energy production	25	36	21	12	38	21	18	29	20	19	16	23	37	23	27	25	23	26	25	28
Neither Don't know	13 14	13 9	10 15	11 8	14 10	12 15	13 7	15 11	12 16	2 19	12 17	17 11	15 11	13 12	13 15	10 19	13 11	12 15	15 16	16 4

^{*}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	21	109
Male 25 to 39	185	224
Male 40 to 59	375	296
Male 60 +	254	222
Female 18 to 24	30	103
Female 25 to 39	285	222
Female 40 to 59	359	303
Female 60 +	242	271
Region		
North England	368	431
Midlands	263	287
East England	163	168
London	275	224
South England	439	401
Wales	92	88
Scotland	151	152
Social Grade		
AB	669	490
C1	518	508
C2	222	368
DE	342	385
Newspaper Type		
Express / Mail	301	280
Sun / Star	157	411
Mirror / Record	126	175
Guardian / Independent	102	79
FT / Times / Telegraph	121	166
Other Paper	242	201
No Paper	702	438
Political Party Identification		
Labour	538	569
Conservative	497	499
Liberal Democrat	207	210
SNP/Plaid Cymru	38	30
Others	95	23
None/ DK	376	420

YouGov is a member of the British Polling Council and abides by its rules. http://today.yougov.co.uk